

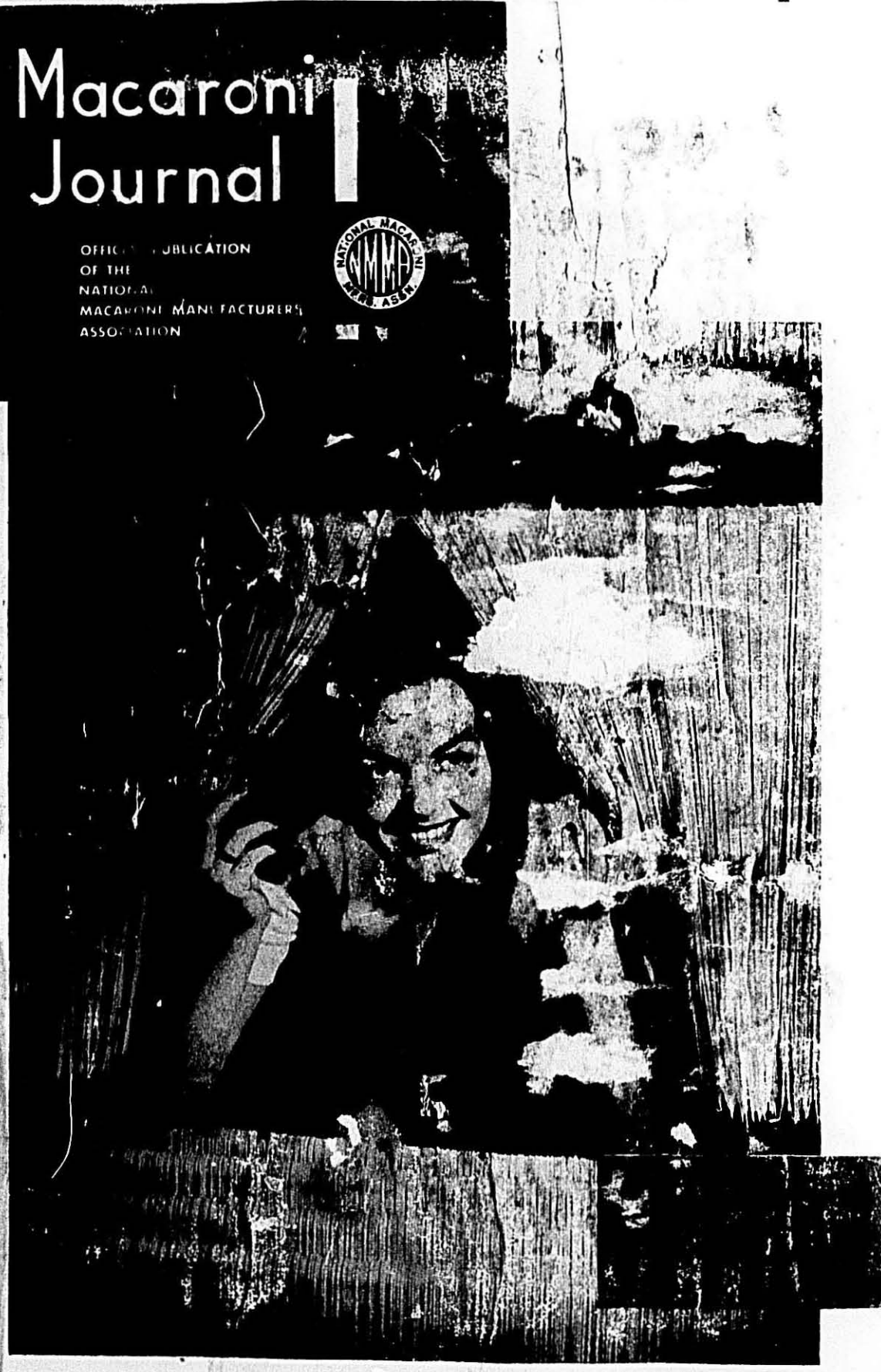
**THE
MACARONI
JOURNAL**

**Volume 40
No. 1**

May, 1958

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS'
ASSOCIATION



THE MACARONI JOURNAL

Volume 40
No. 1

May, 1958

Disclaimer: Pages 2 thru 7 are extensively deteriorated and cannot be
filmed in their entirety because handling will cause further damage.

Loss of a Leader



J. HARRY DIAMOND

HARRY DIAMOND, retired president and general manager of Gooch Food Products Company, Lincoln, Nebraska, died March 19 at Rochester, Minnesota. Born in Illinois on October 10, 1899, Mr. Diamond moved with his parents to McCook, Nebraska, at an early age. He grew up in McCook, was captain of a local high school football team and attended the University of Nebraska in Lincoln, graduating with a degree in business administration. He was one of the founders of the local ROTC fraternity chapter.

Mr. Diamond started with Gooch Products Company upon graduation college, reputedly starting as a sweeper in the mill. He learned all of the milling business and later worked in the macaroni division to become general manager of this department in the early 1930's. He was elected president of the company after the death of Mr. Gooch in 1939.

Association President

J. Harry Diamond was elected president of the National Macaroni Manufacturers Association for the 1939-40 term. He had served on the board of directors for several terms prior to his election as president. "Call me Harry," he said on assuming his job as president, "call me down for anything that I may do or permit to be done that is harmful to the general interest of the organization or the industry—but by all means keep in touch with me—because we need each other's advice and encouragement and only by frank discussions and concerted action can we accomplish some of the many things that must be done to improve conditions in the trade of which we are a part."

Statement of Policy

In a declaration of policy and an appeal for support of the Association's program, president Diamond said "The methods to be used in securing enforcement of the Federal Trade Practice Act will be covered in a bulletin to be sent to Association members exclusively. These matters will be handled in a more practical manner than heretofore, and with better results. Special reports of Dr. Jacobs will be sent to members exclusively in the future. These reports will cover research work, analyses, up-to-date government regulations and interpretations.

"The work of Mr. Diamond in the matter of publicity needs no comment. Everyone is agreed that it was the most consistent and constructive work that has been done by the Association. The loss has been insignificant. When Mr. Donna requests a small donation from you for carrying on this work, do your part and it will come back to you many times over.

"The durum wheat situation on the new crop looks none too good. Caution should be used this year in contracting macaroni products 'round the clock' at the low prices that have been prevailing. In fact considerable stiffening of the price on some macaroni products seems to be warranted.

Cost Conscious

"Many manufacturers have not taken advantage of the opportunity for better cost accounting. The Association has available complete bookkeeping and cost accounting systems which will prove very valuable. The exact knowledge of costs can be had by using this system and go far in preventing ruinous competition. Mr. Donna can supply these at reasonable prices.

The Association hopes to better conditions for all manufacturers but members will, of course, receive the most benefit. Several new manufacturers have joined and many more should and will be associated with us. All are wel-

come. The new directors and officers are deeply appreciative of the honor the members of the Association have bestowed upon them. They also realize fully the obligations that go with this trust. It is their intention to maintain a 'middle of the road,' 'feet on the ground' policy for the ensuing year. Suggestions are requested.

"The macaroni business is a good business. It supplies good food at most reasonable prices. Its possibilities of expansion are enormous. Let us move forward in our businesses and in our Association in a conservative and business like manner—building on a good foundation of sound principles."

Harry Diamond's leadership produced results. In his administration the work of Benjamin R. Jacobs along the lines of fair trade practices, the work on standards of identity and the work on deceptive containers were great strides forward in the industry's policing itself.

M. J. Donna's promotional efforts in preparing publicity laid the groundwork for the present day national program of the National Macaroni Institute.

Current prices versus replacement cost were strongly stressed in a period of unfavorable conditions.

Organization Man

Mr. Diamond was a member of the Elks, Lancaster Lodge 54 A. F. & A. M., Scottish Rite, Sesostris Shrine and the American Legion.

Survivors include his wife, Mrs. Dorothy Diamond; a daughter, Susan; his mother, Mrs. Rae L. Diamond of Lincoln and five sisters, Mrs. Edwin Katskee and Mrs. Harry Levinson of Lincoln, Mrs. Milton Wittman of Bethesda, Maryland, Mrs. William Frank of Indianapolis, and Mrs. Samuel Bergen of Bellville, Texas.

John Zerega, Sr.

A. Zerega's Sons, Inc., 2601 Broadway Fair Lawn, New Jersey, announce with regret the passing of the Chairman of their Board, John Pierre Zerega, Sr., on March 16. He was ninety-three years of age and had been a principal in the firm since his early youth. His grandfather Antoine Zerega founded in 1848 the first macaroni factory in the United States. The original plant was in Brooklyn, New York. He is survived by his son, John Zerega, Jr. of Glen Rock, New Jersey, his daughter, Mrs. William J. Zerega of Brooklyn, New York.



JOHN P. ZEREGA, SR.

There is something special about Macaroni products made from



Let's have "something special" is the phrase that is heard and more often from New York to L. A. Let's have a different kind of special—but with lots of appetite and health appeal. Let's have a meal that satisfies all the family at the same time.

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too. They meet all the requirements of big budgets to the most exacting taste of the gourmet. To obtain that "something special" in your products use the finest—use King Midas.



King Midas DURUM PRODUCTS

MINNEAPOLIS MINNESOTA

THE MACARONI JOURNAL

**Volume 40
No. 1**

May, 1958

**Disclaimer: Pages 10 & 11 are extensively deteriorated and cannot be
filmed in their entirety because handling will cause further damage.**

DEMACO

OFFERS MORE PROCESSING EQUIPMENT
THAN EVER BEFORE... TO MEET
YOUR COMPLETE OPERATING NEEDS
FOR MACARONI & NOODLE
MANUFACTURING

DEMACO

DeFrancisci Machine
CORPORATION
46-45 METROPOLITAN AVE.
BROOKLYN 37, N. Y.
Phone Yergosa 4-9100-1-2

★
LONG GOODS SPREADERS ° †

★
SHORT CUT PRESSES °

★
SHEET FORMERS °

★
NOODLE CUTTERS °

★
SHORT CUT DRYERS °

★
NOODLE DRYERS °

★
COMBINATION SHORT CUT &
NOODLE DRYERS °

★
REPEAT TYPE DRYERS
FOR SHORT CUTS & NOODLES

★
LONG GOODS PRELIMINARY DRYERS °

★
LONG GOODS FINISH ROOMS

★
SPREADER CONVERSIONS

★
CONVEYORS & PNEUMATIC SYSTEMS

★
DIE CLEANERS

★
EGG DOSERS

★
SHAKERS

★
VACUUM MIXERS

★
NEW FORWARD PITCH FEED SCREWS

★
CHOPPER BLOWERS

° Production at: 650 Lbs. per hour
1000 Lbs. per hour
1500 Lbs. per hour
or in combination speeds

† Spreaders designed to extrude One, Two or Three Sticks.

The West Coast Market



Fideo is a favorite with Mexicans in southern California. This twisted vermicelli is being hand packed at the Western Globe plant in Los Angeles.



Mostaccioli is dried on trays in cabinets by John Costa at a new plant in Valley Boulevard in Los Angeles. In business since 1926, the company produces specialties for an institutional trade.

POPULATION figures indicate that the fastest growing market in the United States is on the west coast. And, the fastest growing section of the west coast is southern California.

Southern California

In the Rand McNally Trading Area Manual prepared in 1955 and already obsolete, the Los Angeles market including San Diego was reported to have more than a million people spending more than \$600,000,000 in retail sales.

Macaroni sales, though rising with increasing popularity, have not done as well as might be expected in such a rapidly expanding market. Two primary reasons stand out in explanation of this.

First, there is no dominant brand in the market and grocery retailing is spread throughout more supermarket set-ups than will be found in any other part of the country. So distribution is a real problem. Secondly, the economics of transporting durum wheat to Minneapolis and back again to the southwest corner of the country has added costs that make it difficult for quality material to compete with cheaper, southwest flours.

This is reflected in the Continuing Home Audit covering the Los Angeles

County market by the Los Angeles Times, a leading newspaper. Their survey showed that 65.1% of the homes in 1951 had a brand of macaroni on hand. In 1952 this rose to 67.1%. A decline started in 1953 with 65.2%, then to 64.1% in 1954, and finally to 62.2% in 1955. With the return of durum, the percentage edged up in 1956 to 62.5% and in 1957 to 64.6%.

The same study shows that the leading brand has less than a quarter of the market area. Brands number two through number six are very close in size with each holding slightly more or less than 10% of the market. The remaining eight brands tabulated in their bi-monthly reports each net less than 2% of the market.

The Association office reports that there are ten macaroni and noodle manufacturers in the Los Angeles area and two in San Diego.

In the Valley

Up in the San Joaquin Valley, the Fresno Macaroni Company holds a strong position showing a steady rise in the number of families in its home market that buys the "Perfection" brand from 1950 to the present. In 1957, the Casa

Market made by the McClatchy papers showed Bonelli's "Perfection" retaining more than 78% of the market. Their closest competitor had about 10% and the remaining 28 brands listed their surveys had less than 2% apiece. Between 92 and 93% of the population of Fresno are reported macaroni eaters.

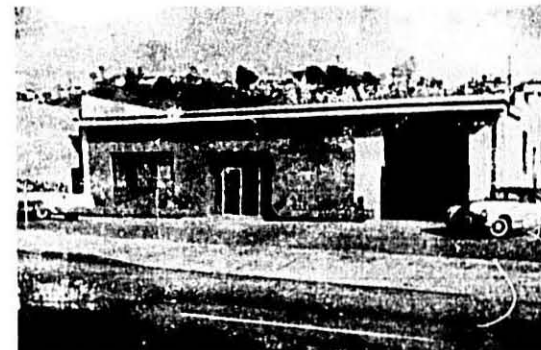
Bay Area

In the Bay Area the Italian influence in San Francisco, particularly in the beach area, has been a strong one.

Italian restaurants of San Francisco recognized the country over and macaroni consumption must be high although there are no market surveys to produce statistics. There are nine macaroni manufacturers listed in the San Francisco phone directory with a multitude of Chinese noodle manufacturers. Some of the nine manufacturers sell their product at retail in the Italian section, Califor

Vulcan Macaroni Company does a large export business, Roma and Golden Gate are two major brands in the supermarket. There are three macaroni manufacturers running east to Stockton and

(Continued on page 30)



Costa Macaroni Manufacturing Company opened this new plant at 4790 Valley Boulevard in Los Angeles last year. It is equipped with underground wiring for future expansion.



American Beauty Macaroni Company of Los Angeles, California, has recently opened new facilities in the area, and relocated their offices at 1429 North



YOUTH WILL BE SERVED

... especially if the spaghetti is made from the semolina that makes youngsters really enjoy any macaroni products dish



Gourmet's Delight

(Continued from page 11)

know that "macaroni" in revolutionary times meant gaily dressed or elegant.

Thomas Jefferson, quite a gourmet, was very fond of macaroni and went to great lengths to have a machine for making it brought to this country. President Franklin Roosevelt included a spaghetti and meat dish among his favorite recipes. And the Waldorf-Astoria served spaghetti to the glittering group who attended the Duchess of Windsor Ball just a few years ago.

Mr. Butoni says that no one has to say to guests "It's just spaghetti," any longer. Today, though spaghetti is still economical, it is not looked upon as a poor man's dish. The finest restaurants and hostesses serve it, and people with money and taste regard it as a gourmet's delight.



Shown (left to right) are: Arthur Snapper, Executive Vice President; William Heller, Sr., Chairman of the Board; and Roland N. Ewens, President, of Milprint, Inc. In the background is part of the new high-speed, eight-color rotogravure press, whose first running marked the official opening of the new plant.

New Milprint Plant

Milprint, Inc. formally opened a new \$2,000,000 plant on March 25, 1958, at Downingtown, Pennsylvania. Top executives of Milprint and its parent company, Philip Morris Inc., threw a switch to start a mammoth eight-color gravure press rolling to start production at the installation.

The group of executives, who thus added another manufacturing operation to the national network that makes up the country's largest producer of printed flexible packaging, was headed by Joseph F. Cullinan, Sr., President, Philip Morris; William Heller, Sr., Chairman of the Board, Milprint; Roland N. Ewens, President, Milprint; and Arthur Snapper, Executive Vice President, Milprint.

The plant will produce cartons; cellophane, polyethylene, paper and foil bags; puffed casings for meat; polyethylene pouches; and polyethylene and cellophane rolls and sheets.

Vast Area

The new Downingtown plant stands on a 57-acre tract and consists of 77,000 square feet of manufacturing space. Together with the company's original Downingtown plant, built in 1955, Milprint now has 112,000 square feet of manufacturing space with 28 acres available for future expansion.

There were several reasons for the selection of Downingtown for the big new addition, it was explained by Milprint executives at the opening. Most important was the supply of skilled labor in the area. Secondly, the more-than-adequate transportation network in and near Downingtown makes for fast and efficient national distribution of Milprint packaging materials. Other reasons included the availability of land for expansion and good parking facilities. The success of the original 1955 Milprint plant was also a deciding factor in the company's decision to continue expansion in the area.

The new Downingtown plant, together with their manufacturing facilities in Philadelphia and Christiana, Pa., will

greatly increase Milprint production capacities for Eastern users of flexible packaging materials.

The expansion is an indication of the rapid growth of packaged goods in every retail operation in this country and Milprint executives feel that their new Downingtown plant is a natural outgrowth of the tremendous potential of America's packaging industry.

Packaging Show

The evolution of packaging from an art into a science will be underlined at the American Management Association's annual packaging show and conference in New York City during the last week of May. The Twenty-Seventh National Packaging Exposition will be at the New York Coliseum May 26-30; the conference will meet at the Hotel Statler May 26-28.

Increasingly, John A. Warren, technical adviser to the American Management Association's packaging division, points out, manufacturers of industrial and consumer goods are realizing the importance of packaging both in selling and in protecting the product. Their efforts to find the best packages for their products at economical cost have sparked extensive research and development by suppliers of packaging materials, equipment, and services. The research results of both package users and package suppliers since World War II are ushering in a new era of packaging, according to Mr. Warren.

Management Controls

As packaging-using industries adopt such scientific management procedures as value analysis, quality control, and vendor rating, he said, the supplying companies are creating materials and equipment that will perform under conditions and with an exactitude that would have been impossible five years ago. Packaging, he emphasized, is not yet an exact science, but it is beginning to develop sophisticated engineering processes. The packaging industry is emerging from a trial-and-error period to one in which scientific data and

techniques make it possible to predict the performance of a proposed package under variable conditions.

This trend will be reflected in the more than 150,000 square feet of exhibits at the packaging exposition. Nearly 400 firms will display the latest in machinery and equipment, materials and supplies, containers, and services. More than 40,000 business executives from more than 10,000 different companies are expected to attend the exposition, the first packaging show to be held in New York in fourteen years.

The scientific approach also will be emphasized in the conference program. More than 1,000 specialists in packaging, shipping, traffic management, materials handling, and merchandising are expected to attend the meeting. They will hear complete case studies of cost reduction programs in three different industries illustrating the application of precise engineering to glass packaging, "systemation" of the packaging operation, and integrated materials handling.

Exposition

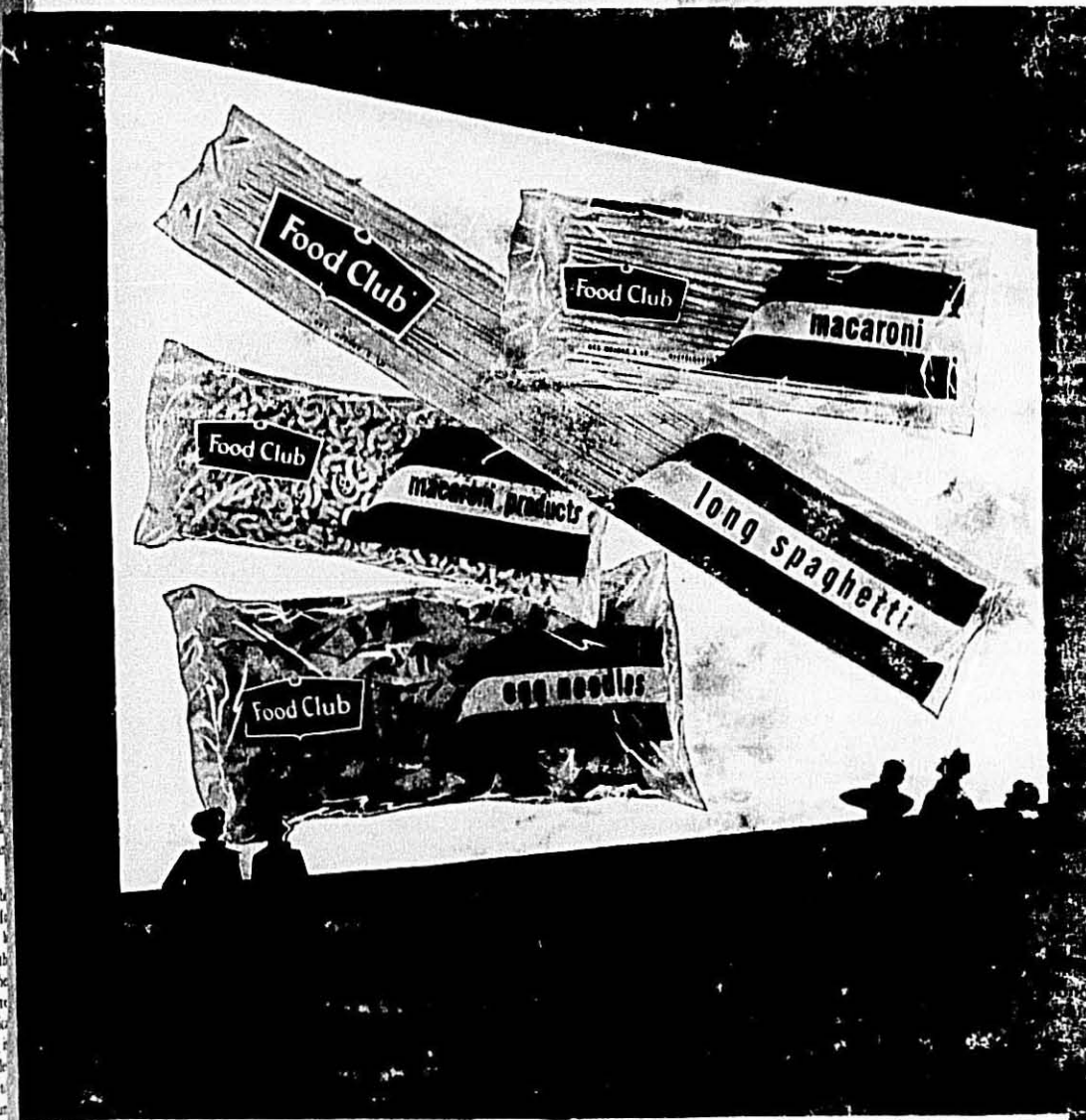
This year's exposition, the first five-day show in the history of the event, will occupy all four floors of the New York Coliseum. Exhibits will span the entire range of the packaging spectrum, from design ideas through materials and machinery to finished packages. The materials, equipment, and services on display will demonstrate the growing technical know-how of packaging suppliers and the varied ways in which package users are applying that know-how.

Materials manufacturers will exhibit films, papers, and boards designed for specific end uses. Among the items to be shown will be new liners to expand the use of cans; new laminates and other combinations of materials; films for packaging of foods; expanded applications of formed plastic sheet, including use for wrapping fruits and vegetable stretchable polyester films and steel paper for multi-wall bags; fibre drum coated so that they can be used for liquid and viscous products; and new applications of foam plastics.

Container exhibits also will emphasize the new technology. There will be increased variety in design and size of plastic containers; more variety in materials for cans, including aluminum; glasses designed for high-speed production; plastic-coated glass bottles for new packaging; and plastic bottles with special coatings to protect products that formerly could not be packaged in plastic.

Machines to be displayed will include the latest in aerosol processing and packaging equipment; automatic high-speed packaging machines for plastic bottles; automatic quality control equipment; equipment for gas packaging of flexible packages; equipment for packaging incompatible products in unit flexible packages; more precise electronic instru-

(Continued on page 32)



package family

precision-printed by Milprint

Here's a package family that's designed to stand out — and sell — on crowded market counters, thanks to colorful, crisp Milprint printing! With poly bags for outstanding product protection and all-around printing for salesmanship from every angle, it's another example of Milprint's ability to produce packaging that produces sales!

For the widest variety of packaging materials and printing processes available anywhere, it pays to call your Milprint man — first!

Printed Cellophane, Pliofilm, Polyethylene, Saran, Acetate, Glassine, Vitafilm, "Mylor", Foils, Laminations, Folding Cartons, Bags, Lithographic Displays, Printed Promotional Material



High in Taste and Nutrition

A NATIONAL Macaroni Institute release to food editors of newspapers throughout the country carries the following information:

When you serve your family a platter of spaghetti and meat balls, a macaroni and cheese casserole, or perhaps pot roast with egg noodles, you undoubtedly have chosen macaroni products because you know your family likes them, they're easily prepared, they're inexpensive and most of all because they taste wonderful.

It's always welcome news to know that the foods we enjoy and truly relish are actually good for us. As the saying goes, so often the things we really do like are immoral, illegal or fattening.

Highs and Lows

According to James J. Winston, director of research for the National Macaroni Manufacturers Association, the nutritional story of macaroni products is a series of favorable highs and lows. Where a high is a plus, macaroni products are at the top of the list; where a low is preferable, they're low men on the totem pole.

The highs and lows of macaroni nutritional values break down in this way:

1. **Highly digestible:** Macaroni products are relatively free from fiber and are easily digestible, assimilated and absorbed.

2. **High protein content:** Macaroni, strong in protein by itself, provides a particularly high quality protein when eaten with meat, fish or cheese, as is done in the majority of recipes.

3. **High enrichment:** At the present time, 80 per cent of macaroni, spaghetti and egg noodles produced are enriched. The enriched level is high enough to insure that 4 ounces of cooked macaroni will provide the following proportions of the minimum daily adult requirements of these essential food substances:

- Thiamine (Vitamin B₁).....50%
- Riboflavin (Vitamin B₂).....25%
- Niacin.....40%
- Iron.....32.5%

4. **Low sodium content:** Today, with the high incidence of circulatory disturbances and hypertension, emphasis is being placed on foods that are low in sodium. Macaroni and egg noodle products are low sodium foods and therefore can be recommended in low sodium diets.

5. **Low in calories:** The calorie content of macaroni and egg noodle products constitutes a quick available source of energy, but best of all is the fact that it's possible to eat macaroni, spaghetti and egg noodles when you're weight-watching. By wisely budgeting calories delicious, satisfying meals featuring macaroni, spaghetti and egg noodles are possible for less than 350 calories per person. A sample meal with a calorie count of less than 350 calories might include spaghetti and meat



Pound watchers will be happy to learn they may enjoy Deviled Cheese and Macaroni Ramekins.

balls, green salad with vinegar and oil dressing, cling peaches and black coffee.

6. **Low fat and cholesterol levels:** Recommendations have been made by today's nutritionists to reduce the fat intake in our diets in order to prevent obesity and possible bodily disturbances which may ultimately lead to arteriosclerosis. Macaroni products are low in fat and cholesterol and accordingly have a stellar role in any low fat or low cholesterol diet.

If your 1958 resolutions include a promise to yourself to slim down a bit, you'll be interested in these low calorie macaroni recipes which were developed by the home economists of the National Macaroni Institute.

MENU

Hot Chicken Bouillon (2)
(1 bouillon)

Deviled Cheese-Macaroni Ramekins (364.9)

Buttered California Green Asparagus (30)
(6 medium canned green asparagus stalks, drained, 21; 1/4 tsp. butter 9)

Tomato and Lettuce Salad (39.6)
(1/2 medium tomato cut in wedges, 15; 3 small leaves lettuce, 5; 1 tsp. commercial French dressing, 19.6)

Zippy Citrus Cup (47)
(1/4 c. orange sections, 22; 1/4 c. grapefruit sections, 20; 1 tb. ginger ale, 5)

Skim Milk (66)
(1 6-oz. glass)

Total calories: 549.5.

DEVILED CHEESE-MACARONI RAMEKINS (Makes 8 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 2 10 1/2-ounce cans condensed cream of mushroom soup
- 2 teaspoons salt

- 2 medium-sized eggs, slightly beaten
- 2 cups grated Cheddar cheese (about 1/2 pound)
- 1/4 cup chopped parsley
- 1/4 cup chopped onion
- 2 tablespoons prepared mustard
- 1/4 cup grated Parmesan cheese

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

Meanwhile, combine soup, 2 teaspoon salt, eggs, Cheddar cheese, parsley, onion and mustard. Add macaroni and mix well. Line 8 individual casseroles with aluminum foil. Turn macaroni mixture in casseroles.

Sprinkle with Parmesan cheese. Bake in hot oven (400°) 20 minutes, or until lightly browned. If desired, garnish with radish slices and parsley springs.

Total calories: 2919.4.

Calories per serving: 364.9.

MENU

Spaghetti with Mad Cap Sauce (435.9)

Zucchini (16)
(1/2 c. scant cooked, diced, 16)

Grapefruit and Escarole Salad (73.5)
(1/2 c. fresh grapefruit sections, 40; 7 small inner leaves escarole, 4; 1/2 tb. commercial

French dressing, 29.5)

Fresh Plum (25)
(1 medium plum)

Black Coffee or Tea

Total calories: 550.4.

SPAGHETTI WITH MAD CAP SAUCE (Makes 4 servings)

3/4 pound ground beef round

2 tablespoons chopped onion

1/2 teaspoon salt

1 8-ounce can tomato sauce

4 large mushrooms

1 1-pound can tomatoes

1/2 teaspoon chili powder

1/4 teaspoon pepper

1/4 teaspoon garlic salt

1 tablespoon salt

3 quarts boiling water

8 ounces spaghetti

Combine beef, onion and 1 teaspoon salt; mix well and shape into 4 balls. Add tomato sauce, mushrooms, tomatoes, chili powder, pepper, garlic salt and 1/2 teaspoon salt. Cook over low heat, stirring occasionally, 40 minutes until meat is done.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook, uncovered, stirring occasionally until tender. Drain in colander. Arrange spaghetti on serving platter; top with meat balls and tomato sauce.

Total calories: 1743.6.
Calories per serving: 435.9.

Supermarket Shopping

FOOD retailers have long recognized the importance of the right answers—preferably statistical—to such questions as: What percentage of women shop at supermarkets? Why? What do they like—or dislike—about the supermarket operation? How much does "large selection" mean to the woman shopper? What about product displays? How much of women's buying is planned, how much impulse? How often do they shop?

Such detailed information on the food and grocery shopping habits of women can be as vital a factor in the successful operation of supermarkets and food stores as information on the buying influence exerted by women in the actual purchasing of the family's food and grocery product needs and that includes initiating (having the idea for) the purchases and deciding the brands.

McCall's Study

An authentic and vastly detailed picture of both the buying habits and buying influence of women is contained in the recently published "McCall's 2nd Food and Grocery Products Purchase Diary Study"—the report of a comprehensive, nationwide survey of the American family's grocery purchase pattern, conducted for the magazine by Home Testing Institute, Inc.

The McCall's study covered all the grocery buying done in the course of an entire week by a total of 1,090 H.T.I. panel families selected because they represented an accurate cross-section of the nation. In addition to a diary record of purchases (who made them, who had the idea, who determined the brand, number of units, size, dollar value), the McCall's study also probed into the buying habits and practices of the housewives in these panel families. Following are the major facts from this phase of the study:

Shopping at Supermarkets

More than 7 out of 10 housewives (75.8%) shop at supermarkets; "most of the time"; another 14.9% do so "sometimes"; 8.3% "seldom or never" patronize a supermarket, according to the McCall's study.

Of the housewives who favor supermarkets, 46.0% reported they shop only at one supermarket and 53.9% said they do their buying at more than one supermarket.

Why do women patronize supermarkets? Of all the supermarket shoppers, 93.2% gave a total of 12 different and specific reasons why they like to shop at supermarkets. The five biggest reasons, with the percentage of women who mentioned each, are in the McCall's study:

- 1. Large selection.....49.0%
- 2. Economy.....57.8%
- 3. Can make own selection.....28.7%

- 4. One-stop shopping.....22.2%
- 5. Can find and see things.....20.5%

On the other hand, 31.9% of supermarket shoppers are not entirely happy about supermarket shopping and they listed their dislikes as follows:

- 1. Time consuming.....12.4%
- 2. Don't like packaged meats, produce.....6.3%
- 3. Space, atmosphere.....5.6%
- 4. Personnel.....3.6%
- 5. Poor quality merchandise.....2.8%

The three major reasons given for shopping at more than one supermarket were: economy, large selection and location.

Frequency of Shopping—The Impulse Factor

Most families do the bulk of their grocery buying on a weekly basis. Here's the score according to the McCall's study:

- 80.7% of housewives do the bulk of their shopping on one day each week and fill in on other days
- 10.7% shop on a day to day basis
- 7.9% do all their buying on one day.

And as a result of this bulk buying, 86.6% of women use the family car on their shopping expeditions.

Most of the food and grocery buying is done on a planned basis, with impulse playing a relatively minor, yet still important, role—as shown by these figures:

- Housewives who
 - use a shopping list only.....4.0%
 - decide at the store only.....5.6%
 - do both, but use the list more.....62.3%
 - do both but decide at the store more.....27.5%

Women's Buying Influence Dominant

The McCall's study (in its actions reporting on the actual purchases made by the panel families during the survey period) includes 233 separate items; it tabulates a total of 47,539 individual purchases representing 92,214 units with a total value of \$27,531.40.

On the basis of all purchases, i.e., the overall picture, the study shows that women made 82.3% of all purchases; they initiated 81.2% of the buying; they made 80.9% of the brand decisions.



Libby entree items

National Likes Promotions

National Tea Company likes coupons, consumer deals, nationally advertised brands and premiums, and its president stated so firmly in a talk to the St. Louis Advertising Club recently.

"We think coupons are a stimulant to business," said Harley V. McNamara, "and we know they introduce old items to new customers and new items to old customers."

He conceded that the first National Tea organization "did not like the 'cents-off' label deals, because they seem to cause some confusion in pricing in the stores. However, this has now been corrected through handling methods, and a recent survey of our twelve sales managers showed that all were in favor of this type of promotion, and some even recommended that we consider 'cents-off' label deals on our own products."

On private labels, Mr. McNamara stated: "We don't have any particular interest in expanding our very limited private label lines, and we do have a definite nationally advertised brand policy throughout all of our branches."

National Tea likes premiums but it prefers "self-contained or self-handling premiums," Mr. McNamara disclosed. He said that they stimulate sales, without handling effort, as do "coupons on the packages and box-top offers."

New Frozen Items

Libby, McNeill & Libby, Chicago, Ill., have introduced two new frozen food items—Tuna & Noodles and Macaroni & Cheese.

The 8-oz. entree items are packaged in striking waxed overwraps designed and produced by Western-Waxside Division, Crown Zellerbach Corporation, San Leandro, Calif.

Quality association is the basis for the overwrap designs, and each wrap incorporates an attractive table cloth, china and flowers as a subtle background for the food product. The Tuna & Noodles wrap features a peach cloth, blue dinnerware and violets, and the overwrap for the Macaroni & Cheese displays a pastel green cloth, white china and yellow roses.

The simplicity of design and pleasing color combinations assure added eye-appeal for the products when displayed in frozen food cabinets.

These two items are part of a new line of specialty foods being introduced by Libby.

Safety

The final bulletin of the National Safety Council for award winners in the food section safety contest for 1957 is the L. J. Grass Noodle Company of Chicago, Illinois. President A. Irving Grass says, "We are always on the alert for better safety methods."

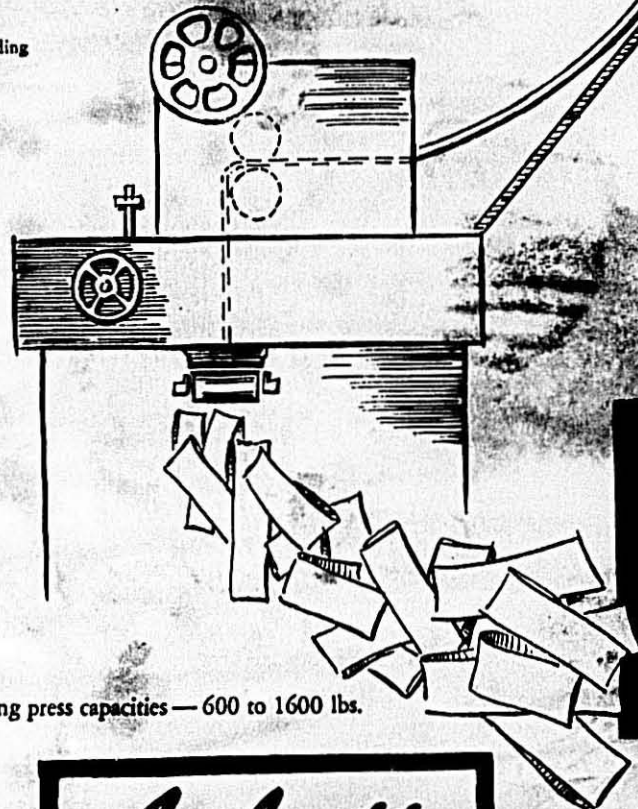
You can PREVENT Noodle Sheet

BURNING

Sheet burning results when egg dough is overheated by an extrusion screw turning at a fast RPM to get production through a thin slotted die. A thin slotted die has a high extrusion rate which further overheats the sheet. This overheated **BURNED** sheet is difficult to dry and deteriorates egg noodle flavor.

Ambrette's Sheet Formers use a SPECIAL THICK SLOTTED "TEFLON" DIE* to reduce die resistance. With less die resistance, the extrusion screw turns *less* RPM to get desired production at a low extrusion rate through the die. Less frictional heat is generated by combining *slower* screw RPM with a thick slotted die—thus a cooler sheet is maintained at all times.

*Pat. Pending



Sheet forming press capacities — 600 to 1600 lbs.

Ambrette
MACHINERY CORP.

156 — 6th Street, Brooklyn, New York

Another Ambrette Landmark!

Announcing...
3 STICK
LONG GOODS SPREADER



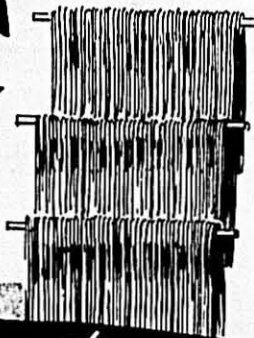
Patented

The only Spreader to greatly increase output of a 1000lb. continuous press

Increases production ★ 1

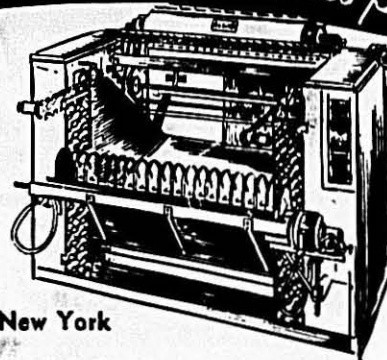
Improves quality ★ 2

Reduces waste ★ 3



The only Spreader for a 1500lb. continuous press

**Why not trade in your old
stick spreader NOW?**



Ambrette Machinery Corp., 156 6th Street, Brooklyn, New York

Durum Planting Intentions

The U. S. Department of Agriculture reports durum growers intentions to plant is only 1,179,000 acres. This is only 50% of the 1957 acreage. Montana indicates a reduction of 89% of the 1957 acreage, Minnesota 67%, North Dakota and South Dakota 35%. The recent three year average yield was 16 bushels per acre which, under average conditions, could produce approximately 19 million bushels in 1958. Production, plus free carry-over of 8 million bushels, may provide only 27 million for use as semolina, flour cereals and seed.

35,000,000 Bushels Needed

Henry O. Putnam, Executive Secretary of the Northwest Crop Improvement Association says:

"The durum grower has considerable at stake along with the macaroni processor because a short durum crop will cause processors to again turn to substitutes. An annual crop of 30 to 35 million bushels is needed to meet present durum requirements.

"Durum usually yields more than bread wheat in the so-called durum area. 1957 data from the Langdon Substation reports the new durums as yielding 30% more than bread wheats. Durum should show a comparable advantage when grown on farms in the durum area.

"Since planting intentions for durum wheat are down some 50% from last year, many durum producers in the durum area might wish to reconsider plans for this year. Present indications are that the durum price situation may be more favorable next fall and winter than many growers now believe.

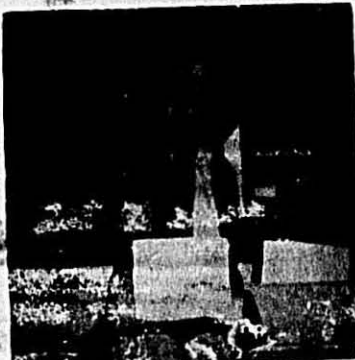
"Many of the durum growers were disappointed with the final results of the 1957 crop. The unusual fall moisture caused loss of color and sprout damage. The law of averages should allow better harvest weather in 1958. However, the damaged, low priced durum did enable the durum miller to regain a large part of macaroni flour business which had been lost to the southwest winter wheat mills.

Consumption Is Up

"Durum per capita consumption has reached 6.67 pounds, which is the highest consumption since 1946. Increased consumption of durum products might be further expected if durum processors have enough durum available for use in macaroni products.

"Durum production totaled approximately 38 million bushels in 1956 and 40 million in 1957. A considerable amount of the 1956 crop was exported. The final July 1, 1956 carry over was reported as 8.9 million bushels. A total of 48.9 million bushels of durum was reported available in the fall of 1957.

"Durum mills have ground approximately 15 million bushels of durum since



HENRY O. PUTNAM

July 1, 1957. They will probably reach a total grind of 21 million bushels by July 1, 1958. Approximately 8 million bushels of this supply has disappeared as feed, seed, cereal, and West Coast grind.

20,000,000 Bu. Carryover

The July 1, 1958 carry-over is estimated at 20 million bushels with 60% under government loans. It is hard to predict the destiny of C.C.C. durum. If sold domestically it must bring 5% over the loan value or, it could be exported. After

Year	Crop Yield		Delivered		Used or Exported	
	Bushels	Crop Year	Bushels	Crop Year	Bushels	Crop Year
1955	17,600,000	1955-56	14,480,852	1955-56	15,154,500	1955-56
1956	39,600,000	1956-57	23,286,817	1956-57	13,709,000	1956-57
1957	43,700,000	1957-58*	12,977,519*	1957-58*	6,843,400*	1957-58*

*To February 26, 1958

government take over this would leave about 8 million bushels free durum for milling in July, August and September. This is needed in order for the mills to operate at maximum capacity until the 1959 crop arrives at the market.

In California

A measure that would exempt durum wheat production in the Tularelake area of California from acreage allotments and marketing quotas for the 1958 crop was reported favorably by the Senate Committee on Agriculture.

Cut in Canada

Durum Wheat is in surplus supply in Canada and a cut in acreage is indicated for 1958 in the three prairie provinces. This is emphasized in the latest report released by the Catell Durum Institute at Lethbridge, Alberta. The report said that farmers in the southern prairies may be slightly confused concerning the durum outlook. Up until now they have been able to grow more durum on an acre, deliver more of it to the country elevator, and get more money a bushel for it than if they had grown bread wheat. At the present this situation is still true, but it

will not last. Beginning next August, the Institute report said, durum varieties will be under the same quota delivery system as hard red spring wheats.

Surplus for Export

It is pointed out that the Canadian Wheat Board is still selling durum at 30c bushel over the Northern grades. As while a 25c bushel interim payment has recently been made on the 1956 durum crop, the Institute contends that it should not influence the durum producers' thinking too much this spring. It should be more concerned with the fact that most Canadian wheat grown in 1958 including durum, will have to be stored on the farm until there is room for it in the elevator. He should remember that the five major wheat exporting countries of Canada, U. S. A., Argentina, Australia and France there are estimated to produce 2 1/4 billion bushels of wheat now available for export. Of that total, perhaps 35% is in storage in Canada."

Marketing of Durum. The following figures supplied by the Board of Grain Commissioners and the Dominion Bureau of Statistics tell their own story. Re-

across:

Italy has been striving to cut her import needs of durum by producing in

at home. Increased seedling of durum year may be 20% above 1957 and a good-to-excellent crop is in prospect at present time.

Despite the fact that France is a wheat exporter, she must nevertheless bring in durum. Her traditional supply of durum in North Africa are not well fixed at the moment, so Canada durum may find its way there.

Durum Export Rates

New export payment rates for durum pursuant to terms and conditions of government's Wheat Export Program were announced by the United States Department of Agriculture's Grain Market News recently. They are as follows: 74c per bushel through April 15 to the Gulf Coast to all destinations except Latin America and West Indies; 70c those points. April 16 through June the rate drops to 60c and 57c; July through August 14 - 45c and 42c. The subsidy rate from the East Coast to all points is 74c through June 30, 59c to August 14. Subsidy rate from the West Coast to all points is 69c through June 30, then through August 14.

Our Products

Tranin Egg Products Company is one of America's foremost and pioneer Egg Processors. Both Frozen Eggs and Egg Solids are produced using a million fresh shell eggs daily during the "laying season."

FROZEN EGGS

WHOLE
YOLKS
WHITES
SPECIAL BLENDS

EGG SOLIDS

WHOLE
YOLKS
WHITES
SPECIAL BLENDS

The Plant is U.S.D.A. accredited and all products carry the shield of the U.S.D.A. Plant is Q.M.G. approved.

TRANIN EGG PRODUCTS CO.



KANSAS CITY, MISSOURI
MO. EST. 31

Sales and Distribution

Tranin's Egg Products are sold directly to Food Producers including Bakeries, Bakery Suppliers, Confectioners, Noodle Manufacturers, Mayonnaise Manufacturers, and Specialty Houses. The services of Brokers and Jobbers are utilized in leading cities. These include . . .

Boston
New York
Philadelphia
Cleveland
Detroit
Seattle
San Francisco
Los Angeles

P. K. Fuller Co.
Farbest-Tallman Foods Corporation
Russell J. Huebner Company
Theobald Sales Inc.
Carl Humphrey
Higgins Sales Company
Howser-Solt Sales Company
Morrill-Nelson Company

89 Broad Street
106 Gansevoort Street
36 Township Line, Elkins Park, Pa.
1200 West 9th Street
Box 324, Birmingham, Michigan
95 Connecticut Street
190 Greenwich Street
1248 Wholesale Street

TRANIN EGG PRODUCTS CO.

217 OAK STREET • FROM THE HEART OF AMERICA • KANSAS CITY 6, MO.



PAUL J. CARDINAL

Paul Cardinal Elected

Paul J. Cardinal, vice president in charge of industrial relations for Hoffmann-La Roche, Inc., has been elected a vice president of the National Vitamin Foundation, Inc., it is announced by Dr. Robert S. Goodhart, executive vice president and scientific director of the Foundation in New York City.

Mr. Cardinal's election took place at the annual meeting of the Foundation. At the same time, he was re-elected to the Foundation's Board of Governors, a post which he has held for the past year.

Vice President in charge of the Roche vitamin division for the past ten years, Mr. Cardinal was promoted to industrial relations vice president, a new post, in January of this year.

He joined the advertising department of Roche immediately after graduation from the Massachusetts Institute of Technology in 1921. Since that date, Mr. Cardinal has served as advertising manager, office manager, sales promotion director, head of hospital sales, co-director of pharmaceutical sales and head of bulk vitamin sales. He is a member of the Executive Committee of the N. Y. Board of Trade's Drug, Chemical and Allied Trades Section and is active in many trade, educational and local organizations.

Lysine Supplementation

Nutritionists are using the widespread supplementation of breads and cereals with the amino acid, lysine, to provide a source of high quality proteins for people in the lower income brackets.

Dr. Anthony A. Albanese, chief of the Nutritional Research Laboratory at St. Luke's Hospital, Greenwich, Connecticut, is one; another is Dr. J. W. Brown of the Dupont organization. Though the urging has not yet reached the strength that saw enrichment become so powerful an influence on world bread consumption, enough has been said and written already to indicate that the medical world is sitting up and taking notice of lysine.

Lysine is one of the eight essential

"protein building blocks," and it acts to improve the total protein quality of the diet, thus aiding the body's own recuperative powers, and may also have an effect on appetite. Furthermore, lysine acts to improve the quality of wheat protein by balancing out the amino acid pattern to resemble more closely the pattern found in meat, milk and eggs.

Noting that a high cereal protein intake is associated with diets in the poorer sections of the United States, Dr. Albanese declares that on the basis of his studies lysine supplementation of breads and cereals could be expected to improve the protein nutrition of that segment of the population subsisting on diets relatively poor in good quality proteins.

Dr. Brown, in similar vein, describes as a major problem the fact that families in low income groups, who cannot afford expensive high quality protein foods, depend upon cereal foods for as much as 40% of their daily protein to insure their nutritional health.

The editors of the Northwestern Miller say, "It is sad to hear people who consume so much cereal food described as a major problem. If lysine is so good, and all the evidence points to that, why leave it at the low income levels? Why not stress its value for all of the people all of the time, if the industry is to be sold on lysine supplementation?"

"These remarks underline a salient economic fact that has affected the flour and bread industries for many years—that at times of economic depression all families tend to consume more wheat products, not because they believe in their health giving properties for the sake of believing—they take that for granted—but because wheat products are the cheapest foods available. They are the only products that are not reduced in price during times of prosperity, people tend to slip away from wheat foods because they can afford the higher priced variety foods.

"Part of the steady decline in per capita flour consumption in recent years, evident

in advanced countries like the U. S., Canada, Britain and the countries of Western Europe, can be attributed to a relative prosperity of the times.

"Wheaten products and cereal foods must be accepted as health giving, and desirable from a diet point of view despite their wonderful values in terms of monetary units. Perhaps if bread costs twice what it costs now, people will appreciate it more.

"The fact that publicity is being given to research into lysine supplementation is good for the breadstuffs industry. It proves to the people that the scientists, the manufacturers, yes, and the millers and bakers, too, are constantly on an alert for ways to improve the quality and value of their end product."

Liberace Firm

A frozen food specialty firm has been formed by George Liberace, violin-playing brother of the pianist, and his cousin, Alphonse Liberace.

The company, Liberace Food Sales, Inc., of Los Angeles, California, will market Italian frozen specialties under the "Liberace's by George" label on a native basis. The line will include manicotti, lasagna and pizza at 59c; ravioli 79c; and sauces in eight-ounce containers for 29c. George Liberace is making a series of store appearances and sampling programs to support introduction of the food area stores.

Representatives

Mattage Sales of Brooklyn, New York, have been appointed New York sales representatives by V. LaRosa & Sons for newly instituted Italian style frozen food division.

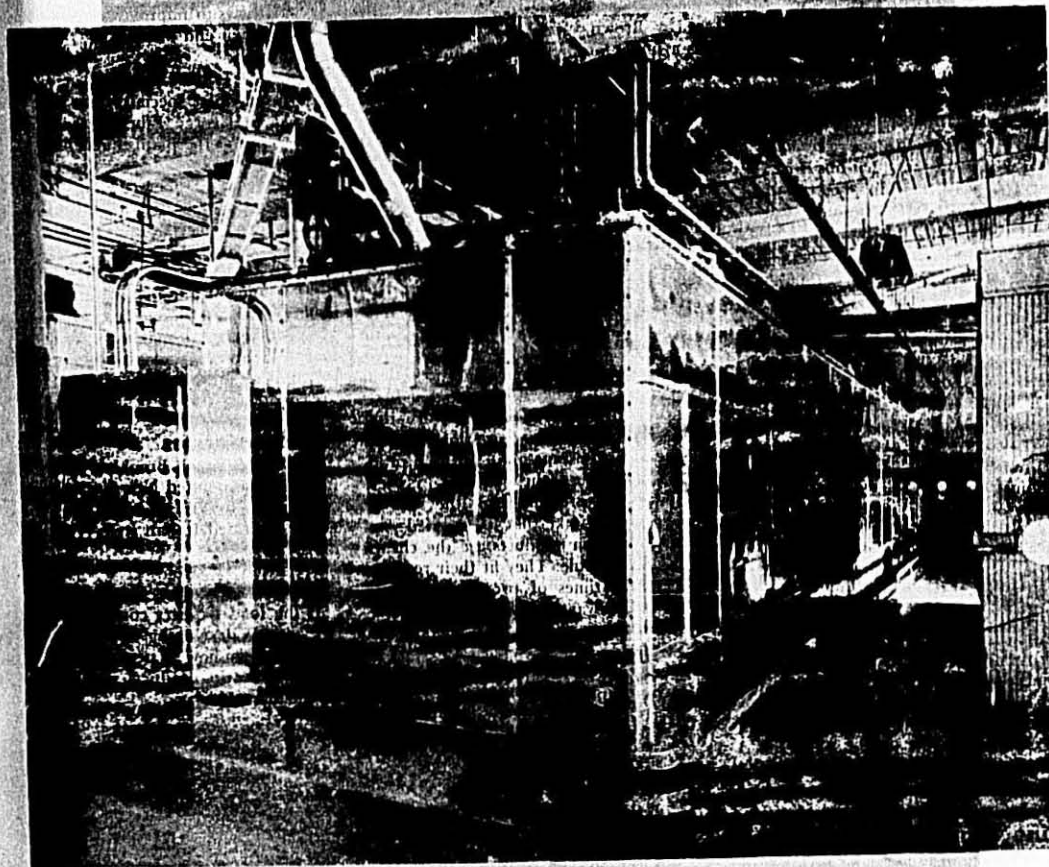
Turnover

If the food industry continues its present pace of developing new products, ten years from now 50 per cent of all sales will be in products which are not on the market today.



Winner of two wheat awards at the Valley City Winter Show is William R. Wood, North Dakota. Mr. Wood won both the King Midas and Occident Elevator awards for entering the outstanding samples of Durum and Lee-hard red spring wheat. Mr. Wood's plaque presentations are Carl Ewald, left, superintendent of Occident Elevator, Valley City, and Max Amberson, right, assistant director of youth activities for F. Peavey and Company Ag department.

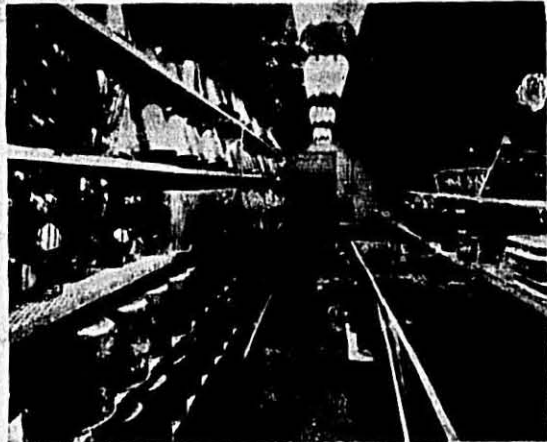
MODERN automatically-controlled Short Goods Drying Equipment at PRINCE MACARONI MANUFACTURING COMPANY
BUHLER TTM Short Goods Dryer for Complete Line of Short Goods



BUHLER BROTHERS, INC. (U.S.A.)
100 COLIDGE AVENUE • ENGLEWOOD, NEW JERSEY
Engineers for Industry Since 1860
BUHLER BROTHERS (CANADA) Ltd.
24 KING STREET WEST • TORONTO, ONTARIO

SALES REPRESENTATIVES: E. C. Maher Co., Los Angeles, Cal.
Hans Zogg, Los Altos, Cal. Arthur Kunz, New Orleans, La.

Egg Processing at Tranin's



The new kitchen contains all new equipment for sanitizing the component units which are used by the breakers, including stainless steel separating trays and knives. This equipment is completely changed every two hours insuring constant sanitation procedures.



The breaking room where three complete lines of breaking conveyors have been installed. There are a total of one hundred four breaking positions in the new installation. Eggs are fed automatically on conveyor belts to the breaking position and a minimum of time is consumed to get the eggs to the breaker.



As the liquid comes on an overhead conveyor belt system bringing the pails of liquid egg it is processed in the area shown here for straining and homogenizing. After due processing the liquid is either sent at once to the drying plant or the liquid is put in sealcans or tin cans.



Filling either the sealcan which is a fibre board container holding either thirty or forty-five pounds of liquid, or filling tin cans. After filling the cans they are conveyed at once to the freezing rooms which are but a few feet away.

THE Tranin Egg Products Company in Kansas City, Missouri, has just completed the installation of all new equipment in its breaking and processing rooms, making it one of the most modern in the entire egg processing industry. The plant expansion and renovation program began three years ago with the installation of new drying facilities. At that time, new equipment was installed for the processing of egg whites, transforming them into flake egg white solids as well as powdered egg white solids, and also enzyme treated albumen for the angel food cake mix industry. In the drying rooms castored, shelved, dollies are used, containing some 15,000 aluminum trays which are moved on tracks

through a tunnel type of dryer with controlled heat, humidity, and air-flow.

New Installation

The new installation of equipment in the breaking and processing rooms was commenced in September and completed in January. Tranin started breaking eggs in the new plant on the 8th of January, and are continuing at the rate of some 2500 cases per day. The breaking rooms of the Tranin Egg Products Company are located in the building of the U. S. Cold Storage Company. The new equipment consists of breaking conveyors with three different lines, each with thirty-four breaking positions. Eggs move from the cooling rooms immediately ad-

acent to the new candling area, as pass on a continuous belt into the breaking rooms where women proceed to break and separate eggs. An overhead belt conveyor system transports the pails of freshly broken eggs immediately to the churning and processing area adjacent to the breaking room; here the liquid is duly processed and sent at once to the drying facilities, or placed in tin cans, and/or the new fibre-board Sealcans and sent immediately to the freezing area. Tranin is one of the foremost and pioneer companies in the processing of eggs for the diversified food industry. They produce both frozen eggs, including whites, whole eggs, yolks, and special blends, as well as egg solids, including

whole egg, fortified whole egg, all types of egg white solids, yolk solids, and enzyme treated albumen for the angel food cake mix industry.

Founded in 1910

The company was founded by Mr. Sam Tranin in either 1910 or 1911, and no one is more worthy of remembrance in the egg industry. In 1933, it was reported that Mr. Tranin's plant was "the best egg processing plant under one roof in the U. S. A." His insistence on quality of the final product, and his attention to regulations for sanitation in all processing operations, as well as his undivided attention obtaining only high quality fresh shell eggs for processing has never diminished.

William F. Leimert became president of the firm in 1938 following the death of Sam Tranin, at which time the company became a wholly owned subsidiary of the U. S. Cold Storage Company. He has maintained the same high standard of earlier days, and he has led the way forward by utilizing all the tested and improved methods which characterize food processing today. Many "firsts" in egg processing are attributed to the Tranin Company, the latest being the use of pack frozen eggs in Sealcans. The Sealcan is a fibre-board container whose ends are stripped away, leaving a solid mass of frozen eggs, which is passed through a specially developed grinding machine. Late in the fall of 1957, the Tranin Company perfected a double ended polyethylene fibre container both in the thirty pound size and the forty-five pound size, which permits thawing of the frozen egg slug in the paper container

At the Tranin Company, fresh shell eggs are received daily, and transported to the receiving rooms on a belt system to the storage area a block away, where the eggs are held until sent to the breaking rooms. This cooling room is immediately adjacent to the candling room, in which eggs are transported in a matter of a few seconds. With the installation of the new breaking conveyors it is a matter of but a few minutes from the time the eggs are broken and separated until the liquid is in the churning area, and then sent immediately to the drying plant for further processing or to the freezer.

Drying Facilities

The drying facilities of the Tranin Egg Products Company consist of two spray dryers, together with very adequate facilities for pan-drying egg white into egg white solids. After egg white solids have been pan dried, they are sized for either flake or granular form, or are pulverized by a micro-pulverizing system which controls the size of the powder itself. Two different methods are currently used to remove the sugar. The one being natural controlled fermentation, the other being the utilization of enzymes for stabilizing the liquid egg whites.

Train's egg products enjoy a national distribution from coast to coast. The Company utilizes the services of brokers in key cities across the land. Its numbers among its customers leading bakery systems, candy manufacturers, noodle manufacturers, cake mix companies, as well as leading bakery supply firms. Tranin is also a major producer of technical albumens, widely used in the closure and leather processing industries. Technical albumen from Tranin is used throughout the world, as well as in the United States.

Expanding Business

Mr. William F. Leimert, president of the corporation, recently stated that with the completion of the plant improvement program and expanded facilities for the processing of Egg Products, the company would be in a position to take care of the expanding volume of business it is currently enjoying. "This new equipment enables us to meet the most exacting demands of our many customers, and to build the kind of products to meet their various specifications."

Mr. O. Allen Rose is Vice-President in charge of production. "Cy" Hartman is director of sales, having joined Tranin just a year ago. On January 27th the firm employed Mr. Robert Axelson as an executive assistant. He formerly was manager of the Brentwood Egg Company in the Kansas City office.

Gussie Wilson continues as procurement officer, she having been with the Tranin operation for forty years, and is one of the best known buyers of fresh shell eggs throughout the entire industry. Helen Mae Smith is Treasurer and general officer manager of the firm, having been connected with Tranin since 1944.

The Tranin Company maintains test kitchens where various products are baked, utilizing the finest in egg solids. Baking tests are conducted daily to determine the performance of high quality

egg white solids. No shipment is made until tests have been conducted. Laboratories are maintained for color and solids determination of yolk, as well as bacteriological determination. In addition to the usual products found in the field of egg solids, Tranin also processes stabilized yolk and stabilized whole egg for those firms wishing a product with a long shelf life.

Name Change

The name of the firm of Donato Maldari, macaroni die maker in Brooklyn, New York, has been changed to D. Maldari & Sons, Inc.

Pre-Finish Dryer Saves Space

The prime obstacle in the way of production expansion for macaroni manufacturers is limitation of plant space. Space-consuming long goods conventional type dry rooms curtail expansion.

With the close collaboration of Tom Viviano of Delmonico Foods Inc., Louisville, Kentucky, another forward step has been achieved through Clermont's development of a pre-finish dryer for long goods only thirty feet long. Mr. Viviano has been in the macaroni business all his life and has a vast knowledge and know-how of drying procedures. With his help this small-sized unit was perfected.

It brings the product down to approximately 19% moisture content. Thereafter the product is finish dried in dry rooms.

Multi-benefits result: Space saving, time saving, labor saving. Supervision is tremendously reduced.

Automatically the pre-finish dryer handles the major complexities of the long goods drying processes. Completion in dry rooms needs but a modest amount of attention. The intricate operations are ended.

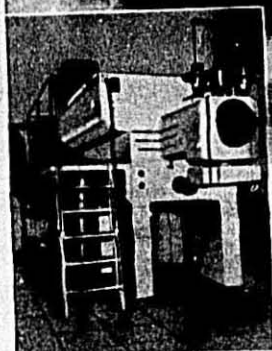
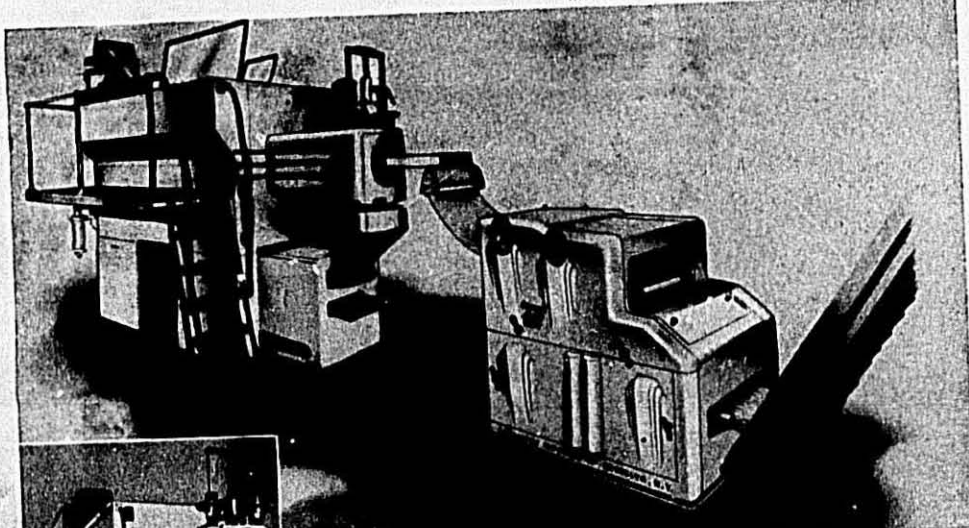
Three such dryer units were installed by Clermont in the Delmonico plant to work in conjunction with the existing preliminary dryers.



Tom Viviano demonstrates space-saving pre-finish dryers.

Clermont **Unique New VMP-3**
Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour

Clermont Extruded Noodle Dough Sheeter VMP-3



VMP-3 with short cut attachment.

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

FOR THE SUPERIOR IN NOODLE MACHINES

IT'S ALL WAYS *Clermont!*

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

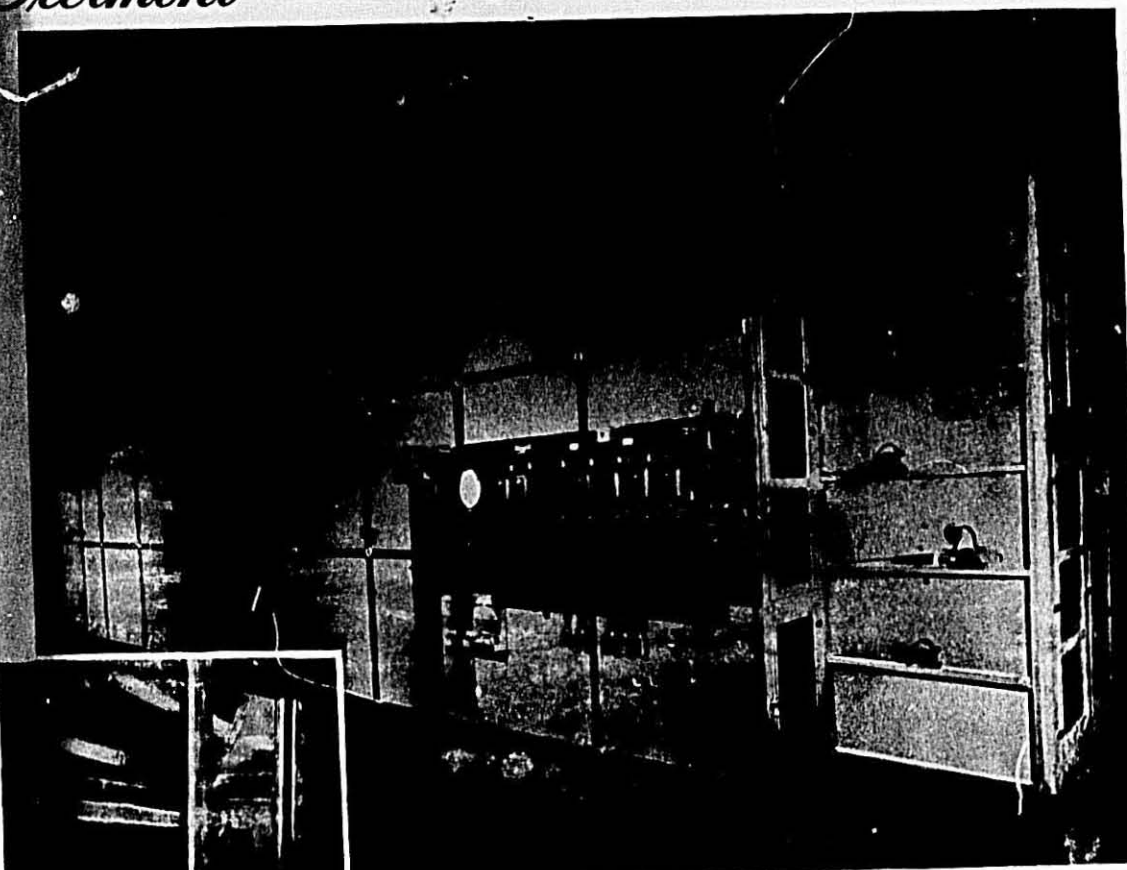
TAILOR-MADE FOR THE NOODLE TRADE
Available with or without vacuum process

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

Clermont Machine Company

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

Clermont **CONTINUOUS NOODLE DRYER**
Dramatically New in Appearance



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a *Clermont* machine — in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the *Clermont* Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

large doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages; all are incorporated in the *Clermont* Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

The only Noodle Dryer that has conveyor screens that interlock with stainless steel side guides. Many other features are incorporated that are solely *Clermont's*.

*But no matter what *Clermont* dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.*

Please consult us for full information.

Clermont Machine Company Inc.

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

West Coast Market

(Continued from page 27)
to Fresh-takes in a population of about 1,000,000 with retail sales volume in 1957 of \$1,100,000,000.

Pacif. Northwest
The Portland area market with a population of over 1,700,000 and retail sales in 1957 of \$1,730,000,000 is dominated by the Porti Scarpelli brand. The Oregon Macaroni Manufacturing Company has primarily an institutional trade.

Seattle Washington, with some 1,775,000 souls and retail sales of \$1,700,000,000, has another strong home product with Mission Macaroni. The Seattle Times Fourth Annual Consumer Analysis in 1957 showed that Mission had better than 85% distribution and was used by more than 80% of Seattle families. The Mission Macaroni Company is now a division of Golden Grain which acquired the Favro Company in 1956 and Mission in 1957.

Cremettes are in the market as is ASP's private brand, Ann Page. The number of families buying macaroni in Seattle increased in 1957 to 91.1% over 91.3% in 1956.

Ira Rosenblum Honored

Ira Rosenblum, founder and president of the Monark Egg Corporation, Kansas City, Missouri, has been named "Man of the Year" for 1957 by Friends of the Seminary, a group that supports the work of the Jewish Theological Seminary of America.

The citation was presented at a dinner April 20 at Beth Shalom synagogue, an affiliate of the seminary.

"The honor is in recognition of Mr. Rosenblum's application of the elements of traditional Judaism to his life and work in this community," Hyman Brand, chairman of the selection committee, said.

"For 10 years, in his business at 601 East Third Street, and in the synagogue he has practiced the virtues of his religion."

Rosenblum was born in 1895. The family moved to Kansas City, Kansas, in the early 1900s.



IN SEATTLE: Northwest macaroni manufacturers met at a luncheon meeting March 1957. Seated left to right are Guido Merlino, Fil DeFelice, and Charles Pope. Standing left to right are Paskey DeDomenico, Joseph Merlino and sons Mike and Ernie, and Ernest Scarpelli. Paskey DeDomenico and Guido Merlino are with Mission Macaroni. Joseph Merlino and sons run Major Italian Foods of Seattle. Ernest Scarpelli and Charles Pope are with Porti Scarpelli of Portland. Fil DeFelice is with U. S. Macaroni Company of Spokane.

As a boy he delivered papers for The Kansas City Star. In 1917 he started an egg and poultry business in Kansas City and a butter distributing business in Omaha, where he married Miss Blanche Gross.

The growth of the egg company led to forming the Monark truck lines. This transit company later was sold to the Rock Island railroad.

Rosenblum is a past-president of the Missouri Poultry and Egg Association, and the Kansas City Mercantile Exchange. He headed the Jewish Welfare Federation's fund campaign in 1955 and is chairman of its cabinet.

The Rosenblum's daughters are Mrs. Julius Kantor and Mrs. Melvin Krigel. There are six grandchildren.

Egg Outlook

In years past, egg output alternated between over-production one season and under-production the next. The trend

toward commercialized farming has tended to dampen these extremes in output. Commercialized farming aims at operating with a fixed number of birds to keep overhead costs per bird at a minimum. Since commercialized farming operations are more efficient than the average of producing unit, the importance of commercialized egg production has grown continually. The trend has been aided by the decline of the family farm and backyard flock. Yet, despite the emphasis made toward stabilizing output from year to year, fluctuations in output still dominate the egg market.

This past season the egg laying rate was cut back too severely. In consequence the current flock population will have to be expanded to meet the needs of the country next fall.

Hatching will increase the flock by 10%. The danger facing the egg industry is that the flock may increase too much.

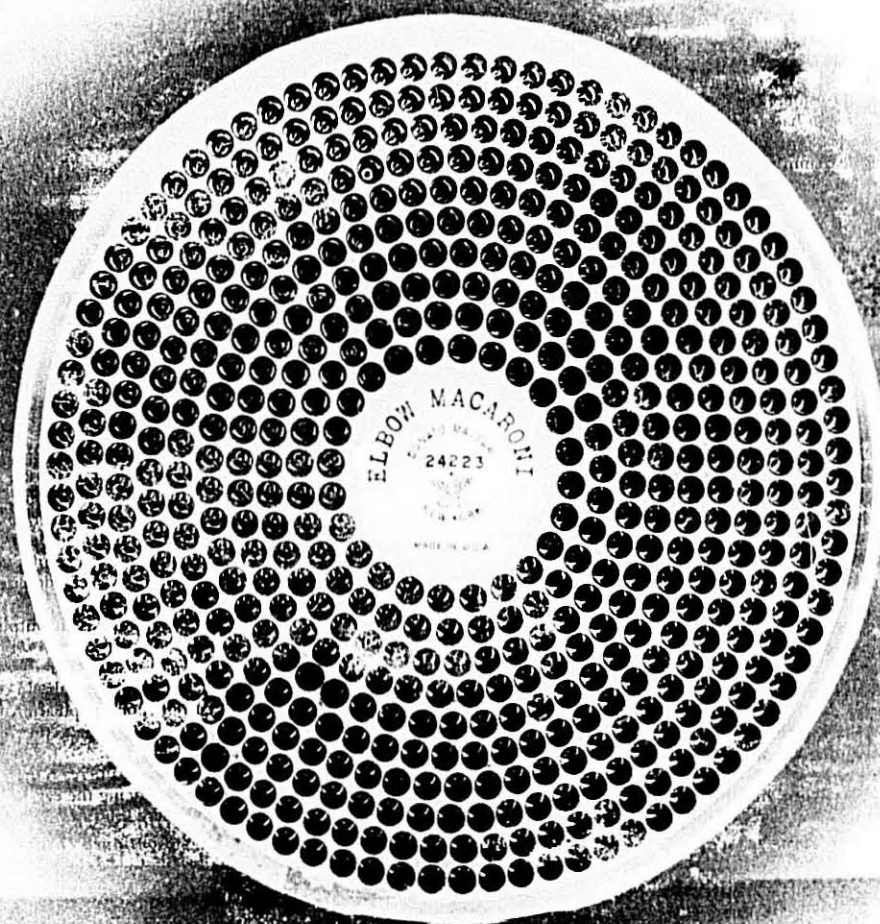
(Continued on page 38)



In Kansas City, Monark Egg Corporation uses a Barker egg breaker and separating machine for some of their products but the bulk of production is still done as a hand operation.

Stella Saragusa, laboratory technician at Monark Egg Corporation, runs daily tests for quality control. Color standards are maintained on egg yolks; baking tests are run daily on egg whites.

Maldari Dies are known for Quality, Workmanship, Precision—and Maldari is known for Service, Reliability, and Guarantee—Our Fifty-fifth Year



D. Maldari & Sons

557 THIRD AVENUE
BROOKLYN 15, NEW YORK
U. S. A.

Manufacturers of the finest Macaroni Dies distributed the world over

The Man In The Package

The Paraffined Carton Research Council had Ernest Dichter of the Institute for Motivational Research, Inc., make a report on how packaging can be designed to fit in with motivational behavior patterns. This is a digest of the report. The full story in booklet form is available from the Paraffined Carton Research Council.

ASIDE from the product itself, the most personal contact a manufacturer has with his customers today is the package containing his product. This means that the package has a difficult job to do. It must replace the salesman as the vital link between the manufacturer and consumer. More and more, the trend in selling goods is toward self-service. Today the package must come alive at the point of purchase. The salesman may no longer be visible behind the counter—but he is present just the same—he has stepped inside the package.

A poorly designed package tells the consumers that the maker of the product does not care. But a well designed package is proof that the manufacturer really cares about both the customer and the product and is willing to make an extra effort to please.

Good Design

Just what is a well designed package? According to research, the consumer himself is the measure of a good package.

If you ask him, every consumer has a picture of the ideal package in his head. This is not simply a picture of how the package looks: it is a dramatic visualization of how it feels as he turns it around in his hand, of how it fits into his medicine chest or pantry, and of how easy it is to get at the product inside when he really needs it.

Through his emotional needs, the consumer sets up very demanding standards of good packaging. These may be listed as follows:

Convenience. Does the package hold enough of the product to satisfy his needs without being too bulky or too heavy?

Adaptability. How well does the package fit into his freezer, cupboard, etc.

Security. Does he feel assured that you have given him quality?

Status or Prestige. Does he feel that by buying your package he is expressing something about himself?

Dependability. Does the package let him feel that he can rely upon you, the manufacturer?

Esthetic Satisfaction. Is he pleased and satisfied by the impact of the design, color, and shape of the package?

A good package does not create the personality of a product. Like a good cosmetic on a beautiful girl, the desirable package merely expresses personality in a dramatic, easily recognizable way.

On the other hand, a bad package or design contradicts, underplays or undermines a product's personality.

Product personality consists of two parts that we can only isolate on paper. One is the *physical image*, the other is the *personality image*.

Physically a bar of soap is round, square, or octagonal, but in its personality image it may appear boldly masculine or softly feminine, modern or old-hat, of high status or low, light and delicate or heavy and coarse.

The consumer never sees these images separately. He sees a unified image of the product's personality. And, any negative features of either image will affect the total picture in the consumer's head.

For example, some men might reject a bar of soap that was oval-shaped, strongly scented, and packaged in a frilly box. Too effeminate, they would say. But they might accept the same soap if it were brick-shaped.

To Be Successful

To be successful a package must accomplish the following things when it is on display:

- It must achieve a "reaching out" quality.
- It must provoke uninterrupted inspection by the consumer.
- It must "disappear" and permit the consumer to rehearse the purchase and use of the product.

There are six steps in package testing, the motivational way.

Free Association. The consumer is asked to tell everything that comes to his mind as he looks at the packages.

Story. "Look at this package and make up a story about it," says the questioner. This permits the consumer to express his true feelings without fear of offending anyone.

Color. He is asked, "How do the colors make you feel?"

Person. To study the package's personality, the consumer is asked: "When you look at this box, what kind of person are you reminded of?" Here contradiction between the package's personality and the product inside can be checked.

Slogan. The entire range of associations with the slogan are probed, and its emotional impact is estimated.

Choice Imputations. The consumer is asked to tell how he thinks other consumers will react to the product. For example: would it be chosen by a boy, man, girl, or woman?

The Real Test

Finally, packages are tested in actual supermarkets. Here customers are interviewed at a special check-out counter and give their own reasons for buying the product.

More extensive and probing interviews are then conducted in the store by the interviewers.

Valuable information can be obtained from a panel of consumers made up of

different ages, incomes, education, national and religious groups, etc.

We have examined many of the physical and psychological aspects of package designer's art. These findings help to tell what makes a package alive upon contact with the consumer. Form a blueprint for future design testing.

But this blueprint must be implemented by the skilled designers and craftsmen of the packaging industry. They are capable of translating the needs and feelings of the consumer into patterns and planes, colors and type faces to satisfy these needs and feelings.

If designers will continue to add to three dimensions of their art the fourth dimension of consumer motivational psychology, the future of American packaging will seem promising indeed.

Packaging Show

(Continued from page 16)

ments; and marking equipment for efficient order picking.

Conference

At the opening session of the conference two executives of Gerber Products Company, Fremont, Michigan, will show how their company has been able to maintain profits in a highly competitive market. Baby food prices have risen since World War II than prices of other staple food commodity; John Suerth, Gerber's general manager—manufacturing, and E. N. Burnett, chief engineer, will outline the cost reduction program that has enabled the firm to price levels despite increasing costs of materials, labor, and freight.

They will explain how Gerber was able to procure better containers, caps, labels and corrugated boxes through enforcement of rigid specifications, through efficient quality control procedures.

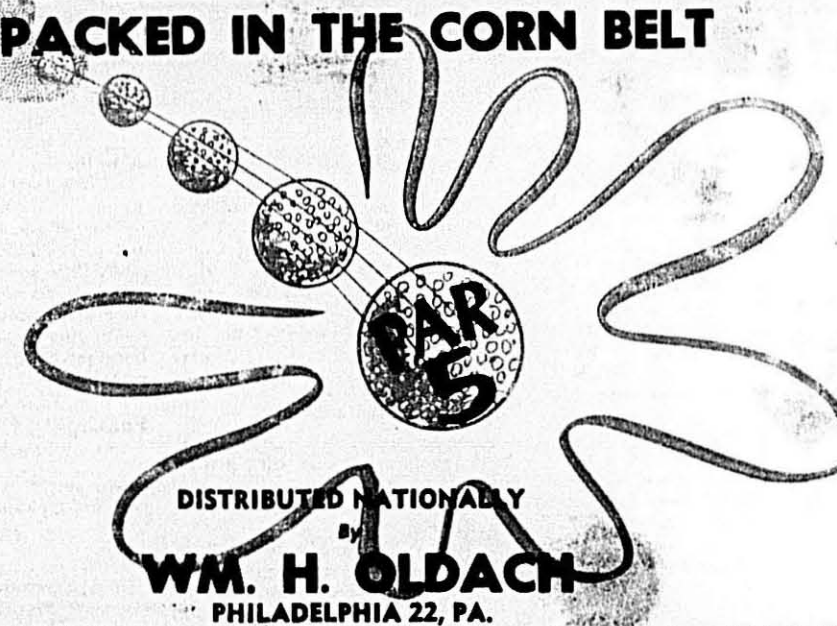
through cooperation with suppliers. It will illustrate how the production rate of Gerber's packaging line has been speeded up through resourceful engineering concepts initiated within the Gerber organization and worked out in cooperation with manufacturers of packaging machinery. They will report on the results obtained—lower costs, better quality products, and reduced inventories of raw materials and finished goods.

Other topics scheduled for the conference include "Systemated" packaging; Lewis-Howe Company, St. Louis, Missouri, manufacturers of Trums.

An integrated material handling system at Ford Division of Ford Motor Company, Dearborn, Michigan, will be described. It will tell how the individual requirements of interdependent relationships of production, design, packaging, shipping, and plant handling are analyzed to develop methods that will effect the most economical movement and storage of materials.

DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



DISTRIBUTED NATIONALLY

WM. H. OLDACH
PHILADELPHIA 22, PA.

Phone: Garfield 5-1700

American & Berks Sts.

BIANCHI'S Machine Shop

221 - 223 Bay St.
San Francisco 11, California

Western States
Macaroni Factory Suppliers
and
Repairing Specialists

40 Years' Experience

JACOBS-WINSTON LABORATORIES, Inc.

James J. Winston, Director

156 Chambers Street

New York 7, N. Y.

Est. 1920

★

"Prompt and Efficient Service"

Convention in Italy

THE third national convention of Italian macaroni manufacturers took place in Rome in November. Representatives of some 160 macaroni companies and flour mills attended together with an imposing list of government officials, including two agricultural attachés from the U. S. Embassy. Prof. Epicarno Corbino, world famous economist and former Minister of Commerce, presided while Doctor Pasquale Barracano, editor *Molini d'Italia*, acted as secretary and registrar.

The Wheat Situation

The Hon. Emilio Colombo, Minister of Agriculture & Forestry as well as High Commissioner for Food, opened the meeting. He commented that in his dual capacity he was caught between two fires. As High Commissioner for Food, the macaroni manufacturers were continually urging him to assure the better quality of their products by the availability of more hard wheat at cheaper prices. On the other hand as Minister of Agriculture, the growers were continually requesting him to guarantee an adequate remuneration for their crops. He stated that at present there were two unfavorable factors against the increased production of hard wheat, (1) soft wheat yielded twice as much per acre, (2) the present tendency of falling prices for hard wheats on the world's markets which did not offer much inducement for any increase in its production in Italy.

While the varieties of soft wheat planted in Italy since the war have shown noteworthy increases in yield per acre, the same results so far have not been obtained in hard wheat. On several occasions he emphasized to the growers that if the government guaranteed price for hard wheat exceeded certain limits, as was the case last year, they would be faced eventually with the permanent substitution of a certain percentage of soft wheat in the production of macaroni products. This would indeed be a sad day for all concerned!

On Macaroni Consumption

The President, Prof. Epicarno Corbino, made an eloquent and witty address, in which he attributed the recent drop in the consumption of macaroni products not so much to the inferior quality of the raw ingredients as to the general deterioration in the flavor and taste of all the other types of food served with them. The following is an approximate translation of his actual words:

"We really should have the courage to admit that this deterioration has taken place in the production of all foods. This state of affairs has been brought about not so much by the desire for profits on the part of the producers as by their acceptance of the Malthusian theories prophesying

that the day would come when there would be insufficient sustenance for the increased population of the world. As a result we have multiplied the means of production by sacrificing the flavor of everything which owes its origin to the good earth.

To anybody who can remember the taste of a macaroni dish in the first decade of this century, spiced with tomatoes, drenched in real olive oil (at that time adulteration was unknown), served with Parmesan cheese aged over 40 years, today's dish would present a sorry sight. But if this is so, it is not on account of the poor quality of the macaroni, but due to the tomatoes which taste like a mixture of water and aniline, to the oil which has no taste, while the cheese spoils everything which it touches. Is it possible then to attribute the blame for the decrease in consumption entirely to the poorer quality of the macaroni? Evidently not!"

Reasons for Decline

He also mentioned two other reasons for the present decrease in the consumption. First, the change in the percentages of the age groups. Thirty years ago, 67% of the total population was between the age of 11 to 65, while 33% comprised the age group between 0 to 10 and 66 and over. Today, these ratios are 60% and 40% respectively, a decrease of 10% in the age group which is able to consume appreciable quantities of macaroni per capita. Secondly and probably the most important factor as far as Italy is concerned, is the improvement in the general economic conditions which has led to the consumption of other and more costly foods at the expense of macaroni. On the other hand, he felt that an increase in the consumption of macaroni products could be expected in the depressed areas as a result of the activities of the "Casa del Mezzogiorno." He stressed the need for more technical and professional schools to improve the educational standard of deserving young people. He concluded with some pointed remarks at those who always in difficult times run to the government crying for help. In his opinion all problems should be solved by the industry acting together.

A standing ovation greeted Prof. Corbino at the end of his speech.

An Editor Comments

The eminent Editor of the *Molini D'Italia*, Dr. Pasquale Barranco, spoke on the crisis facing the industry due to the decrease in consumption. He urged his listeners to go on record unambiguously that the use of soft wheat be completely banned in the macaroni industry. He also asked that more hard wheat be made available

at a price not much higher than prevailing for the soft variety. He drew attention to the fact that in all of the other grain producing countries there is a systematic study continuously maintained not only of the specific characteristics of the various types of grain but also with respect to their end use. In Italy, instead, there is just one distinction between the hard and soft varieties which is considered to be sufficient in any termination of their actual value. As a result one attains the height of absurdity in finding in the same classification Turkish hard wheat with more than 50% white cariossids and Canadian No. 1. As a result the empiricist this crazy classification is reflected in the chaotic state of the various qualities and prices of the macaroni products on the current market. It certainly would be a good thing for the industry if a more rational system were adopted to assess the value of semolinas based on the structure of the cariossid which should be vitreous or flinty as well as floury consistency, on the quality of the gluten and on the protein content. In this connection he mentioned that during the course of the convention a film, lent by Prof. Stadl of the University of Nebraska, would be shown illustrating an important experiment in the study of the behavior of the grains of various types of wheat during the milling process.

On Nutrition

Prof. Sabato Visco, who followed Dr. Barracano on the rostrum, spoke on the function of macaroni products in the nutrition of the Italian people. Visco disagreed with those who maintain that macaroni products are fattening, he pointed out that 100 grams (approx. 3 1/2 oz.) of macaroni have an energy value of only 350 calories which represents one seventh of the daily requirement of the average adult or barely one quarter of the 1425 calories absorbed by the consumption of cereals in one's daily diet. Macaroni products, consequently, are fattening per se but only by the addition of all the other foods, sauces and fats have you, served with it.

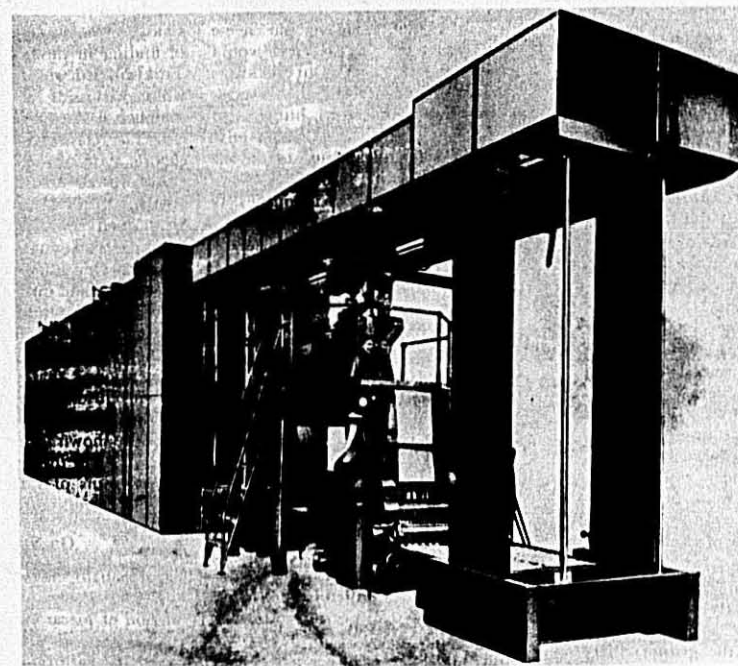
Prof. Emidio Serriani, a noted dietitian, amplified the former speaker's remarks in a paper read to the meeting entitled "Macaroni Products in the Modern Diet." Like his predecessor, he pointed out in the evaluation of the part played by macaroni in any prescribed diet it is absolutely necessary to analyze the composition of the various sauces, condiments with which it is served. To illustrate this thesis he gave the composition of typical macaroni dishes together with their respective aminoacids, also a detailed analysis for the sauces varying from 100 to 150 calories for plain tomato juice to

modern installations for modern macaroni plants

Our Technical Office is at your disposal to study and to solve your problems.

AVOID BUILDING COST !!

Renew premises. Renew instead your equipment. Only half of the space is required with the New Automatic Dryers.



A completely automatic unit for Coiled Goods and Noodles. Coiled Vermicelli, Coiled Spaghetti, Plain and Coiled Noodles, Nests. Output from five to seven tons per day. This installation is now operating in North America.

Send your inquiries to

Eastern Zone: Lehara Corporation, 60 East 42nd St., New York 17, N. Y.
Western Zone: Permasco Division of Winter, Wolff & Co., Inc.,
2036 East 27th Street, Los Angeles 58, California

Braibanti - Milano

ATT. ING. M. G. BRAIBANTI & C. - Milano-1, Via Borgogna

calories for a Bologna "ragu." (Shades of Pappagalotti!)

All of these dishes could be considered as possessing the ingredients of a healthy, nutritious diet when eaten once a day and supplemented by other types of food.

Another interesting comment was his account of an experiment conducted at Yale University over a period of three years on 500 students. It was found that those of Italian origin, who were accustomed to a diet of macaroni products, were far less vulnerable to the toxic effects of John Barleycorn. He concluded his paper with an earnest plea to the assembled manufacturers, in their own interest, to make more money available for research work in the biological studies of human nutrition.

Standards of Quality

Doctor Giuseppe Portesi, author of the recent book entitled "L'Industria Delle Paste Alimentari," gave his views on the compelling necessity of properly labeling the quality of the various types of macaroni products. On the present market there are qualities which vary in price in as much as 5 cents per pound, although they are all sold under the same identification of "products made or produced with pure Semolina made from hard wheat." He pointed out that one of the negative consequences of the vacuum system has resulted in the same standard of color and translucency for all macaroni products regardless of the quality of the raw ingredients. The vacuum system had also invalidated the cooking tests which at one time were of considerable assistance in the identification of the raw ingredients used in a certain type of product. Today, the increase in the volume by absorption during cooking, which in the past had always been greater in the case of hard wheat was no longer true. In fact recent experiments have shown that equal if not better results can be obtained with soft wheat. It is well known that some of the hard wheat varieties in government storage do not possess such good macaroni qualities as some of the better types of soft wheat. The macaroni industry itself should draw up the specifications of the proper standards of quality for their products.

Call for Education

Dott. Ing. Giuseppe Braibanti, of the equipment manufacturers in Milan, emphasized the necessity of expanding the existing Technical School in Turin and the creation of a similar one in the South of Italy to train young men in the new techniques of automation. From the floor, Ing. Vincenzo Agnesi, who headed the Italian delegation to this country last year, reminisced nostalgically about the old days when the Taganrog hard wheat was freely available from Russia with a protein content of 19.07%. Several speakers urged that the government grant to the macaroni industry the complete liberty to purchase hard wheat on all of the world's markets. Comments were also



GIUSEPPE BRAIBANTI

heard that if Italy were to compete successfully on the impending European Common Market, steps will have to be taken to improve the quality of the products.

The Pope Appears

On the morning of the second day of the Convention, a delegation, led by Minister Colombo and Prince Marcantonio Pacelli, was received in audience by His Holiness Pope Pius XII. One of all those who spoke at the Convention, Doctor Pasquale Barracani, presented to him a monstrance "in gold and silver; the first copy of the book 'The Macaroni Industry' by G. Portesi; a silver wrought collar containing 135 different macaroni shapes and a parchment inscribed with the names of all those who to honor the occasion, have given a gift of macaroni products to the Pope's private warehouse. His Holiness replied with a moving speech.

At the end of the convention, the following resolutions among others were passed unanimously:

1. Having reached the conclusion that the difference in price between hard and soft wheat is the real cause of the deterioration in the quality of macaroni products and of the crisis in the operation of the hard wheat mills, and taking into consideration the imminence of the European Common Market which will demand a very superior standard of quality, be it resolved that the government authorities be requested to intervene immediately to narrow the difference between the prices for hard and soft wheat in line with what is actually taking place in the international markets.
2. The Third Congress having listened to Dott. Ing. Giuseppe Braibanti's speech on the necessity of preparing the rising generation of workers in the latest techniques of automation and for the purpose of having prop-

erly trained personnel available to the industry, request that the authorities give more attention and financial assistance towards the expansion of the existing "Scuola dell'Artigianato" in Turin, and to the creation of a similar school in the South of Italy, preferably at Torre del Greco, the cradle of the macaroni industry.

3. The convention also went on to request that the government in the preparation of the new laws regulating the production and sale of macaroni products, the government should strictly forbid the addition of any chemical product during the manufacturing process whether on the pretext of adding vitamins or for any other purpose.

Macaroni in Italy

The macaroni industry in Italy is reported to have run at about 50% capacity during 1957 to produce 400,000,000 pounds. Several specialized plants were built and many factories modernized, especially in southern Italy.

Fabers Fly To Spain

Mr. and Mrs. George L. Faber, Midas Flour Mills' representative in Chicago, flew directly to Madrid in mid-July. Their vacation trip includes visits to Majorca, Gibraltar and

Mr. Donald F. Grass, president of the I. J. Grass Noodle Company of Chicago, has announced the appointments of Alvin F. Grass as vice president in charge of production and sales and Alvin F. Grass as vice president in charge of production and personnel.

Mr. Donald F. Grass and Mr. Karl Lin were also named as new members of the board of directors of the Grass Noodle Company.

The I. J. Grass Noodle Company, South Wentworth Avenue in Chicago, makers of Mrs. Grass' Chicken Noodle Soup, Mrs. Grass' Vegetable Noodle Soup, Mrs. Grass' Beef Noodle and Mrs. Grass' Famous Genuine Noodles.

Poly

Eastman Kodak plans to increase ethylene production capacity by one to 85,000,000 pounds annually.

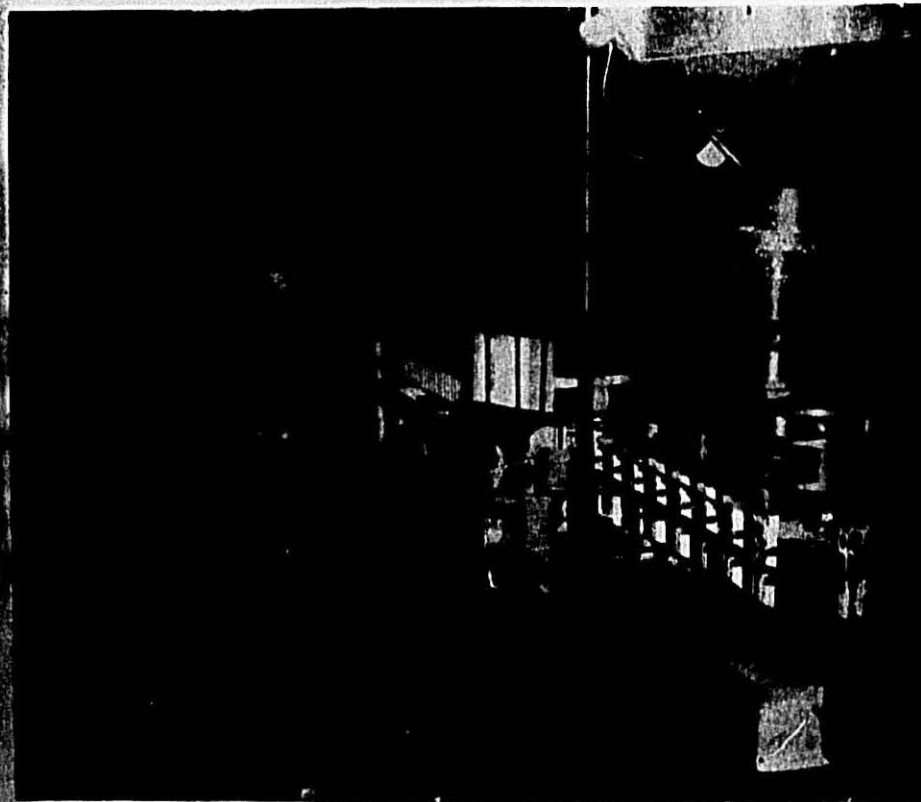
Convention Coming Up

(Continued from page 6)

ized children's programs at the club pool and playground. The hotel's social hostesses kept groups entertained with a well diversified program of social and recreational activities and diversions. Room reservations are being accepted now by Mr. Gene Morgan, executive assistant manager. Special rates will be extended to members of the National Macaroni Manufacturers Association.



ONE GIRL GANG



One operator handles complete CMC line. Short-cut macaroni is volumetrically filled, sealed and delivered for casing at the Kansas City plant of the American Beauty Macaroni Co.



CLYBOURN MACHINE CORPORATION

6479 N. Avondale Avenue, Chicago 31, Illinois

Dependable Equipment for the Packaging Industry

RETROSPECTIONS

by
M. J.

35 Years Ago — May, 1923

- The Association's 1923 slogan—"Nothing begets nothing, little begets little."
- Fiber boxes are beginning to become popular as shipping containers for macaroni products is economical, sanitary and safe.
- Washburn-Crosby Company is sponsoring an "Eat More Wheat—Macaroni, Spaghetti and Noodles" billboard advertising campaign.
- NMMA exposes diploma distribution to many macaroni firms by "Esposizione Riunite del Lavoro," Milan, Italy, as being fraudulent.
- Good wood boxes advertised as protectors of good will.
- Plans announced for the 1923 convention at Breakers Hotel, Cedar Point (Sandusky, Ohio), June 12-14.
- Joseph Baker & Sons & Perkins Co., Inc., White Plains, N. Y., offer new catalog of Werner & Pfleiderer Co. macaroni machines for sale.
- Permission is given for the importation into Portugal of 5,000,000 kilos of foreign wheat, according to a decrease of March 27, 1923. This wheat must be exclusively for use in alimentary pastes.

25 Years Ago — May, 1933

- National Macaroni Day was observed at the Century of Progress Exposition in Chicago, June 20.
- The Macaroni Journal, official organ of NMMA, was awarded a Diploma of Merit by Ing. Arnaldo Luraschi, president of Federazione Nazionale dei Panificatori ed Affini, Rome, Italy, for promoting the International Breadmakers Exposition.
- Benjamin R. Jacobs, Washington representative of NMMA and chairman of the Association's committee on standards and definitions, reports the submittal of recommended standards for macaroni products to the U.S.D.A.
- A group meeting in St. Louis studied the proposed Federal legislation covering macaroni making, marketing and unfair trade practices.
- Mrs. Henry Mueller, wife of NMMA's longtime president, died suddenly at her home in Jersey City, N. J.
- The Mid-South Macaroni Co. of Memphis, Tennessee, operated by Robilio and Cunico, reports a flourishing business.
- One of the historic flour mills of Minneapolis, the Palisade, built 63 years previously, was dismantled.
- Reduced fares to convention were possible because of the "Fair" in Chicago.

15 Years Ago — May, 1943

- The 1943 War Conference of the macaroni industry called for June 25-26 in Chicago.
- The Macaroni-Noodle Industry Advisory Council held its first meeting in Washington, D. C., April 27 to study the needs of government and industry and to determine whether the resources of our plants are geared to the war demands.
- The Dominion of Canada has placed in effect new regulations governing the production and sale of macaroni products, effective April 15. It placed ceilings on package and bulk sales, restricted production to specific shapes and styles to conserve machinery, containers and shipping facilities.
- NMMA resolved to continue its fight against the use of the term "pastes" with reference to macaroni products, a fight started by NMMA more than a score of years before.
- While the production of dried and frozen egg products is restricted by order of the Food Distribution Administration, there is no restriction on the use of these products by macaroni-noodle manufacturers.

5 Years Ago — May, 1953

- The National Macaroni Manufacturers Association sent to its cooperators a detailed report on the trend in average wages being paid to workers in the macaroni-noodle industry. Seventy of the leading firms in the business cooperated in the compilation by submitting figures.
- National Wooden Box Association has announced publication of a new brochure, *Export Packing*, prepared for American manufacturers who ship products to overseas customers.
- Dr. Pauline Beery Mack, internationally noted nutrition expert, said American teenagers are not getting enough to eat, and it isn't a matter of how much Dad makes either. She suggested more knife-and-fork work and less hap-hazard, between-meals snacking.
- Prince Macaroni Manufacturing Co. announces the appointment of the Reingold Co., Inc., to conduct a special test campaign in Maine, New Hampshire and Vermont.
- April showers were welcomed by North Dakota farmers after a long drought.
- "Spaghetti King" Mario Braibanti, said "women afraid of getting fat ought to eat more spaghetti. One serving has less calories than a grapefruit."

CLASSIFIED

ADVERTISING RATES

Display Advertising Rates on Application
Want Ads 75 Cents per line

FOR SALE — Clermont Noodle Cutter, five sets standard cutting width, Dough Breaker, Noodle Dryer consisting two units, Preliminary Dryer and Dryer. In excellent condition, in open now. Reasonably priced. Write Box Macaroni Journal, Palatine, Illinois.

INDEX TO ADVERTISERS

Amber Milling Division, C.T.A.
Ambrette Machinery Corporation 23
Bianchi's Machine Shop
Braibanti Co., M. & C.
Buhler Brothers, Inc.
Clermont Machine Company 21
Clybourn Machine Corporation
Commander-Larabee Milling Co.
DeFrancisci Machine Corporation 11
General Mills, Inc.
Henningson, Inc.
International Milling Co. Com
Jacobs-Winston Laboratories, Inc.
King Midas Flour Mills
Maldari, D. & Sons, Inc.
Milprint, Inc.
National Macaroni Manufacturers Ass'n Com
Oldach, Wm. H.
Rossotti Lithograph Corporation Com
Tranin Egg Products Company

Good Driving

Inn Maid Products, Inc. of Millersville, Ohio has placed safety slogans on rear panels of its delivery trucks in letters a foot high: "For safety sake use noodle. For tasty sake use Inn Maid Noodles."

"We have heard welcome comments from people observing the signs," Paul W. Reining, Jr., president of the company trucks travel many thousands of miles a year and we hope the value of this truck sign will do a small part in furthering safe driving habits."

Egg Outlook

(Continued from page 30)

The United States Department of Agriculture estimates that the flock to be brought into balance next fall hatchery output exceeds the level of previous year by about 5 or 6 per cent. But, with a younger flock, the average rate of lay per bird will be high. The egg production in the fall will show greater gain than the expansion in egg laying flock. However, if per capita consumption is maintained, this gain will be absorbed by our expanding human population.

COME TO CORONADO

for the 54th Annual Meeting of
National Macaroni Manufacturers Association



Site of the Convention — Beautiful Hotel Del Coronado
Coronado, California, across the bay from San Diego
July 8 - 9 - 10

ON THE BUSINESS SIDE: An outstanding program with top notch speakers will bring you information, ideas and inspiration.

"The General Business Outlook" by Richard M. Oddie, Director of the Small Business Advisory Service, Bank of America.

"What a Doctor Wants to Know About Macaroni" by Dr. P. L. White, Council on Foods and Nutrition, American Medical Association.

Plus plenty of panel participation for macaroni manufacturers.

ON THE SOCIAL SIDE: Golf, sailing, excursions and parties designed to give the entire family a glorious vacation in the West's greatest seashore resort.

MAKE RESERVATIONS NOW! Write Gene Morgan, Hotel Del Coronado, Coronado, California, for room reservations. Write to the Secretary, N.M.M.A., 139 North Ashland Avenue, Palatine, Illinois, for convention details.

N. M. M. A. 54th ANNUAL MEETING



THE USE WITH
MR. I
 for better
 macaroni
 products...

"Bow-ties," shells, spaghetti, no...
 matter what type of macaroni products you
 manufacture, you can be sure... when you
 "tie-up" with "Mr. I". "Mr. I" is a symbol of
 International's personal service and quality
 products. "Mr. I" stands for integrity—an
 International by-word! "Mr. I" means in-
creased consumer acceptance of your maca-
 roni products. Yes, "Mr. I" is a good "man"
 to know — a good "man" to have working
for you!

International
 MILLING COMPANY