

**THE
MACARONI
JOURNAL**

**Volume 37
No. 9**

January, 1956

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



JANUARY, 1956



Our History Is The History Of . . . THE MACARONI INDUSTRY

We are now entering our Fifty-Eighth year as Lithographers. Over the years we have grown from small beginnings to our present position as the only truly National, self-contained firm of Packaging Consultants, Designers and Manufacturers of fine Food Packages.

Today we have our own Board Mill which produces uniform, fine white patent coated board to our exacting standards.

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Our parent plant in North Bergen, N.J., possesses the most modern Carton and Label manufacturing equipment of any one in our field. This building also houses our Creative Packaging, Research and Art Departments, our own Photographic Studios and Diet Kitchen.

Our San Francisco, California plant is equally up-to-date.

In addition to all these facilities, our Warehousing and Service Depots located in principal cities throughout the country insure our many customers of constant and superlative service.

The list of the many firms we serve reads like Who's Who in the Macaroni Field. Many of these leading brands have been our customers for one or more generations. They have survived many turns of the business cycle over these years, and today their leadership is increasing.

With our help, their packages have evolved as changing marketing conditions have required. That is one reason we have retained their business and their good-will for so long a time.

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Cover Photo

Fred Mueller, past president of the National Macaroni Manufacturers Association, and Peter La Rosa, current prexy, do a bit of practice putting on the greens of the Hotel Flamingo, Miami Beach, Florida. The Association's Winter Meeting will be held there January 24-25-26.

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THE WINTER MEETING PROGRAM

FOR the eighth consecutive year the Winter Meeting of the National Macaroni Manufacturers Association will be held at the Hotel Flamingo, Miami Beach, Florida.

The program planned for this national convention starts off with a Board of Directors meeting at 9:30 a.m. Monday, January 23. Later in the day the Board and the durum millers meet in their traditional get-together.

The convention formally opens with assembly at 9:30 a.m. Tuesday, January 24. Greetings will be extended by President Peter LaRosa.

Two outstanding films on selling will be shown prior to a round-table discussion period designed at answering the convention theme "The Challenge of 1956." The first film will be Chevrolet's salute to salesmen called "The Man Who Sells." This will be followed by the Dartnell Corporation's film "How to Sell Quality."

"How to Sell Quality" is the film adaptation of John Cameron Aspley's book of the same title. John C. Aspley founded the Dartnell Corporation in 1917, and his name has been directly linked with many of the foremost innovations in the sales training, promotion and management fields.

As founder and first president of the Sales Executives Club in Chicago and subsequently president of National Sales Executives, Inc., Mr. Aspley has earned further recognition as one of the nation's leading business and sales authorities.

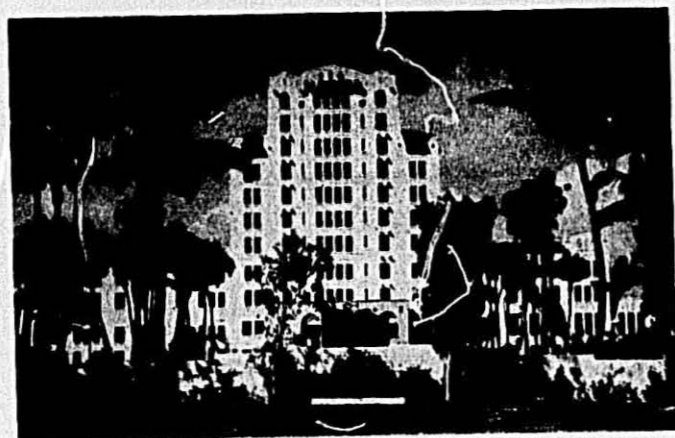
The film "How to Sell Quality" sums up in simple, direct, and usable terms the basic technique of meeting price position in today's highly competitive market.

In an afternoon session on Tuesday, James J. Winston, Director of Research for the National Macaroni Manufacturers Association will give a report on his activities. Joseph Giordano, chairman of the Standards Committee, will set the stage with a review of trade practice rules for a general discussion.

The evening social on the opening day's calendar will be the traditional Rossotti Sphaghetti Buffet served on the terrace of the beautiful Hotel Flamingo.

The second day's session opening at 10 o'clock begins with a discussion of durum developments by members of the Association's Committee on Durum Relations. Maurice L. Ryan is chairman.

Donald G. Fletcher, executive secretary of the Rust Prevention Association, will give his observations on the progress made in developing rust resistant durum varieties and what the future outlook holds.



Hotel Flamingo, scene of the Association's Winter Meeting

Don Stevens, a vice president of General Mills and a durum grower as well, has been invited to give his views on the durum situation, growers' sentiments, and prospects for spring planting. As an employee of General Mills Mr. Stevens is close to the milling picture. As an owner of farm land growing durum he knows farmers' feelings. His views should throw considerable light on things to come.

The outlook for eggs will be discussed by Philadelphia egg broker William H. Oldach, and V. James Benincasa of the Ballas Egg Products Corporation, Zanesville, Ohio.

Packaging prospects will be commented on by Ennis P. Whitley, Vice-President for Distribution of the Dobeckmun Company, and Charles C. Rossotti, Chairman of the Board of Rossotti Lithograph Corporation.

Wednesday afternoon, conventioners will be the guests of DeFrancisci Machine Corporation for a trip to Villa Vizcaya, the fabulous estate of the late James Deering, and now the Dade County Art Museum. Vizcaya is a magnificent Italian palace in a superb tropical setting. The fortress-like structure today houses sumptuously furnished rooms and a collection of European decorative art and architecture unsurpassed in America.

Wednesday evening has been left free so conventioners can see the sights of Miami Beach. This winter vacationland has 378 hotels, 2,100 apartment houses and 415 swimming pools according to latest reports. Big name entertainers are commonplace at the fine restaurants and night spots during the winter season.

The final day's session on Thursday, January 26, provides conventioners with

an opportunity to "Meet the Press." Bertha Cochran Hahn of the Miami Daily News, and Jean Voltz of the Miami Herald will discuss their experiences as food editors of two fine papers. They will indicate developments in the food field and discuss what they feel their readers want to know about macaroni products.

Theodore R. Sills, public relations counsel for the National Macaroni Institute, will discuss publicity and promotional plans for 1956. His presentation will include comments on Lent, the summer promotion and National Macaroni Week.

A look in the future will be afforded by the Chamber of Commerce of the United States film "People, Products and Progress, 1975." The film predicts what life in America can be like by 1975. No science fiction story, the forecasts in this film are based on sound, carefully calculated studies by leading trade associations and business firms. Some of the predictions made in the film are: chemical heating units to cook food right in the package; house lights operated by a wave of the hand; clothes and dishes washed without mechanical agitation; two-way wrist radios; 200 passenger airliners flying 1200 miles an hour; telephone-TV in which both parties see each other.

In an afternoon session, a film festival of examples of the type of films being produced for food companies and associations will be shown. Included in the program will be Campbell's Soups "The Magic Shelf," the Brewers' Foundation's "Barbecue Party" and the Evaporated Milk Association's "Fiesta."

The convention will conclude on a note of cordiality at the traditional Association dinner party.



The Macaroni Manufacturers' Convention provides a real opportunity to discuss mutual industry problems. International representatives will be on hand to serve you. Be seeing you at the Flamingo.



CAPITAL FLOUR MILLS



MACARONI AND CHEESE FOR LENT

LENT, 1956, will be macaroni and cheese time!

Three big advertising promotions with merchandising follow-through are scheduled for the Lenten period.

The American Dairy Association throws its support behind this delectable combination on its Disneyland Show seen by an audience of over 45,000,000 on some 140 ABC television network stations. And the Lone Ranger, another American Dairy Association show, will come riding out of the west to laud the merits of macaroni and cheese to some 25,000,000 viewers on about 75 more television stations.

The American Dairy Association announcement will show an old fashioned iron skillet from which spoonfuls of macaroni and cheese are served onto an ironstone china plate. A voice will say, "Country kitchen macaroni and cheese, as you remember it — rich in the goodness of cheese chunks plus cheese sauce! Here's how you can achieve that same wonderful flavor of old-time macaroni and cheese: over cooked macaroni pour bubbling hot Cheddar cheese sauce — cooked gently and not too long. Add chopped pimento or green pepper or stuffed green olives, sliced on top. Then sprinkle generously with chunks of Cheddar and grated Parmesan cheese. Bake in your oven for about twenty minutes. There it is — macaroni and cheese loaded with old-fashioned 'country kitchen' flavor . . . doubly good with sharp, tangy Cheddar and the added nip of Parmesan. Cheese is a great answer to the question: 'What can I serve?' Like all the other wonderful dairy foods you enjoy, cheese begins with milk, and you never outgrow your need for milk."

In addition to their television advertising the American Dairy Association is scheduling a full page advertisement in color in the Ladies' Home Journal to promote the macaroni and cheese idea.

Carnation Promotes Macaroni and Cheese

The Carnation Company will feature macaroni and cheese in their Lenten promotion and have lined up a tremendous advertising and merchandising campaign for the drive.

The advertising schedule includes these store-distributed magazines: Better Living, Everywoman's, Family Circle, Woman's Day.

In the consumer magazine field, ads will appear in Life, Look, Better Homes & Gardens, True Story and Modern Romances.

In the Sunday supplements, ads will be featured in American Weekly, Family Weekly, Parade, Birmingham News, Detroit Journal, Louisville Courier Journal,



Store manager Ken Hill and Secretary Bob Green display ingredients for promotion.

Toledo Blade, Phoenix Republican Gazette.

Farm publications carrying the Carnation ad for macaroni and cheese will include Farm Journal, Progressive Farmer, and Grit.

On television, the Carnation sponsored shows of Burns and Allen and Bob Crosby over the CBS network will carry this recipe advertising. Support will also be given by Carnation's vast Keystone network.

In addition to the advertising program, Carnation is supplying its sales organization with merchandising kits of beautiful point-of-sale material.

Included is a large over-wire banner 42" x 24" reading: "Headquarters for Your Favorite Lenten Dishes — Macaroni and Cheese!" Four colorful casseroles appear. A large one with baked macaroni and cheese; a ring mold topped with cheese sauce and filled with green beans; and two small casseroles of sea shells garnished with a tomato wedge make an appetizing display.

A smaller poster 17" x 22" colorfully illustrates the macaroni and cheese combination and carries copy: "Delicious — Lenten Dish!" The bottom half of the poster is blank for price data.

Another poster the same size shows cheese sauce being poured over cooked macaroni in a casserole, and along side stands a can of Carnation Milk. It says: "A short cut to Lenten macaroni and cheese dishes! New three-minute way to make smoother cheese sauce with Carnation Milk. Get free recipes here!"

The illustration and copy are repeated on a stack card 11" x 15" as well as on a rubber band tear-off recipe pad. The recipes are for Carnation 3-minute cheese sauce on the front side and macaroni and cheese casserole, tuna-macaroni-cheese ring, individual macaroni-cheese-tomato bakes on the reverse side. All are colorfully illustrated.

A standard 3" x 10" shelf talker shows the carnation milk can, the illustration of cheese sauce being poured on the macaroni in casserole, and the offer for recipes for the new 3-minute cheese sauce.

Newspaper advertising mats with "Lenten Specials" mastheads are being made available for local retail advertising.

Complete information on the material and a listing of Carnation brokers and branch offices have been sent to members of the National Macaroni Institute.

Kraft Foods Promotes Macaroni and Cheese

A third advertiser using the macaroni and cheese theme will be the Kraft Foods Company. They will put their entire Lenten effort behind this combination. A double page spread in Life magazine will show "5 Wonderful Ways to Use Macaroni and Cheese." This will be illustrated by attractive ways of serving macaroni with five different cheeses. Point-of-sale material for merchandising will pick up these recipes, and the recipes will be demonstrated on the Kraft Television Theatre.

With some of the heaviest advertising artillery in the food field booming away at the macaroni and cheese combination during Lent, macaroni manufacturers should alert their customers and do all they can to capitalize on this merchandising opportunity.

Pet Promotion Top Pick

Food Field Reporter has polled 1,926 retailers on the top hundred promotions for the year July 1954 to June 1955.

Almost 1,500 different promotions, from the estimated 10,000 to 12,000 promotions staged by manufacturers each year, were named by participants as achieving greatest success in their stores.

The Pet Milk Company won top award for recipe promotions. Long noted for its recipe promotions tying in related items, Pet was particularly praised by the retailers this year for its tuna macaroni bake, comprising Pet evaporated milk, canned tuna, macaroni, and cheese.

Since Pet evaporated milk is an ingredient product, noted company officials, this proved to be a very effective way to sell Mrs. Consumer on buying it. And, because the whole idea of tuna macaroni bake featured the seasonal items that it did, wholesale and chain distributors, as well as retailers, were quite receptive to giving it good promotion in their stores.

The program was presented to all Pet salesmen early in January and continued through the middle of March. All groups

(Continued on page 28)

DURUM OUTLOOK FOR 1956

At the request of Henry O. Putnam, executive secretary of the Northwest Crop Improvement Association, Mr. Hetherington of General Mills, Products Control Department, gave a talk on the "Industrial View of the Durum Outlook for 1956" at the Minneapolis Extension Conference Program. This meeting was held in Minneapolis in mid-November and was attended by agronomists, plant breeders and people in extension service from six northwest states.

THE growth of durum in the United States has been adequate to supply the needs of the milling, macaroni and puffing industries in all years with the exception of the last four and in 1936. The 10 year average of durum wheat production for 1940-49 was approximately 37 million bushels. Similar size durum wheat crops were also raised in 1950 and 1951. The 1952 crop due to rust damage dropped to a production of approximately 21 million bushels, the 1953 crop was about 13 million bushels, and the 1954 crop which is the lowest on record was only 5 1/2 million bushels. The current 1955 crop shows a production of about 14 million bushels for North Dakota, South Dakota and Minnesota with an additional 5 to 5 1/2 million bushels for Montana making a total of about 19 to 20 million bushels. This is the first year Montana has raised an appreciable amount of durum wheat.

The milling industry needs approximately 25 million bushels of durum to satisfy the macaroni industry—when that industry is using primarily durum for the production of macaroni products. In addition to this, the puffing industry requirements are approximately two million bushels and about three million bushels are required for seed. Therefore, to meet demands, a durum crop upwards of 30 million bushels is needed.

The 1952 durum crop was not adequate to supply demands, but there was sufficient carry-over of old crop durum in 1952 to allow for continuation of macaroni products production on a 100% durum basis. In 1953, however, with a durum production of only 13 million bushels and very little carry-over, the millers and macaroni industry decided on a program of blends which called for 50% farina, made from breadwheats, and 50% semolina, produced from durum to stretch the durum supply. In 1954 the industry was faced with a further shortage of durum wheat by the production of only 5 1/2 million bushels. Blends, therefore, were changed to 75% farina and 25% semolina. In 1955, the present year, the production of durum wheat increased to approximately 19 to 20 million bushels which has allowed the durum millers and the macaroni industry to change back to

the 50-50 blends of farina and semolina.

The question has been raised many times as to whether or not the macaroni industry would change back to 100% durum products in view of the reasonably satisfactory experience that has been forthcoming with trade acceptance of macaroni products produced from blends. The answer to this appears to be a definite yes. As previously indicated, the trend is already in that direction. The macaroni industry for the most part is now using a product that is a 50-50 blend instead of the 75 farina, 25 semolina blend used during 1954. The reasons for the change back to durum are, of course, the same reasons that durum wheat has been the basic product used in the production of macaroni products for many years. First, the amber color of durum products which denotes richness and is a mark of superiority, to those conversant with such a food product. Secondly, and possibly of more importance than the former, is the gluten quality of durum which allows for the production of quality products through strength tolerance in macaroni products manufacturing and cooking procedures. The cooking tolerance of durum is a highly desirable attribute in macaroni and noodle products which allows them to reach the consumer's table in more palatable form. Durum wheat is the only wheat known today that will allow for this superiority as regards cooking quality, which fact, of course, is recognized by the milling and macaroni industry.

The macaroni industry is interested in the production of macaroni products at the highest level of quality possible, and, therefore, will undoubtedly revert back to production of macaroni products from 100% durum when durum wheat sells at not too great a premium over breadwheats. Like any other industry, the macaroni industry is competitive. Macaroni products compete with low cost items such as rice, beans and potatoes. The macaroni industry at most times in the past has paid a slight premium for durum products over breadwheat products because of their ability to produce quality macaroni products.

During the past decade most macaroni manufacturers have installed new type automatic equipment which has allowed for production of better macaroni products. In addition, in the last few years the vacuum system has been introduced which further increased the quality of macaroni products and which system is quite beneficial in production of macaroni products from durum blends. Nevertheless, these revolutionary pieces of equipment will allow for further increase in quality when macaroni products are again produced from 100% durum.

The macaroni industry has indicated by financial backing through the National Macaroni Manufacturers Association its desire to keep up production of durum so that its industry might have an adequate supply. This industry is currently contributing to the Northwest Crop Improvement Association and the Northwest Rust Prevention Association.

Because of the reasons given here it is believed the macaroni industry will continue to look to durum wheat products for the production of macaroni products. This because of the superior color and cooking tolerance of durum over breadwheat. In order to be competitive, however, durum must sell at a reasonable price level, and at not too high a premium over breadwheat as the macaroni industry does compete with other relatively economical products for a place on the consumer's table.

An adequate supply of durum at the present time would appear to be similar to the average crop grown during the period of 1910 through 1951 which was approximately 35 to 37 million bushels. This will take care of the needs of the milling industry for macaroni customers, the puffing industry, seed requirements, etc.

Durum Recommendations

The University of Minnesota revised variety recommendations at its annual Agricultural Experiment Station Conference in early December.

Carleton, Mindum and Stewart varieties of durum were dropped from the recommended list because of susceptibility to 15B rust. Two new resistant varieties, Langdon and Ramsey, were added to the list and a "stop-gap" variety, Sentry, which is not resistant but tolerates 15-B reasonably well, was added also.

Rushmore spring wheat was dropped because of susceptibility to rust. Lee and Selkirk remain on the list but Selkirk has best resistance.

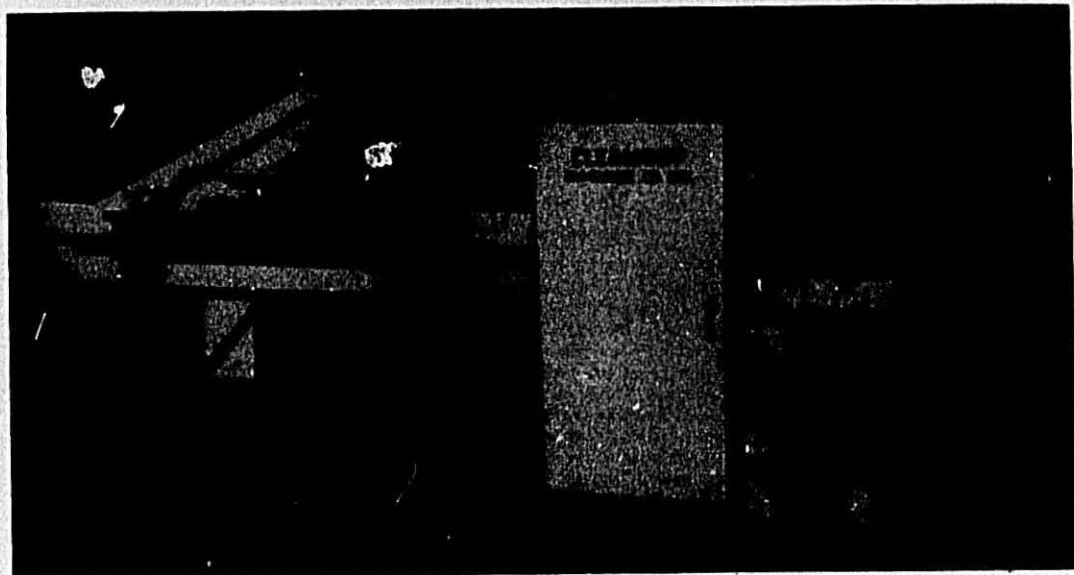
Canadian Durum Wins International

Canadian durum won the first three prizes at the International Grain and Hay Show held in Chicago in early December.

Top entry belonged to Alfred Erdman, Barons, Alberta. Second place went to R. P. Robbins, Shaumavon, Saskatchewan. Third place went to F. J. Schulz, Coutts, Alberta.

North Dakota took the remaining 19 places, with William R. Woods, last year's North Dakota State Champion, taking fourth in the International competition. William Kenney, this year's Durum King in North Dakota, placed fifth.

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- High Operating Efficiency
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- If operated in conjunction with an automatic long goods dryer the operation is continuous.
- Operator can accomplish adjustments. No special mechanical skill required.

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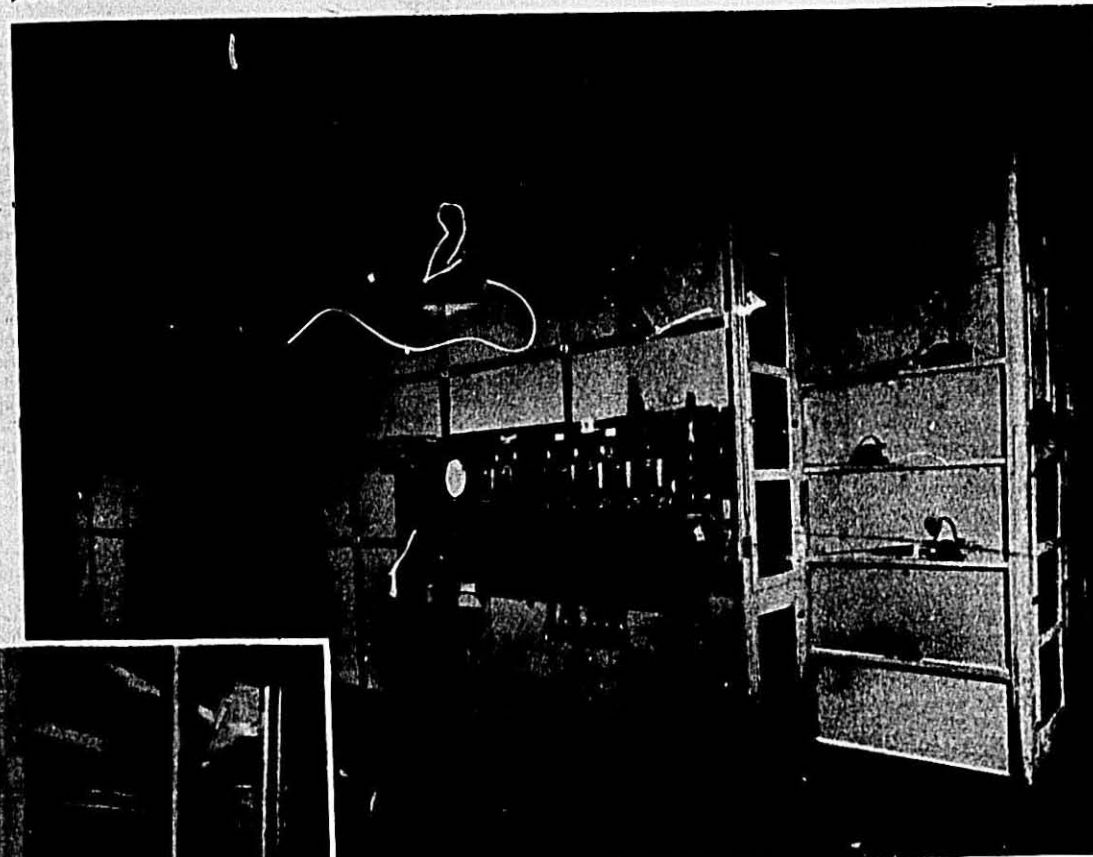
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Clermont

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

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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.

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Please consult us for full information.

Clermont Machine Company Inc.

266-276 Wallabout Street,
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AT THE GROCERY MANUFACTURERS MEETING

Record Breaking Food Purchases

The well fed American public is on its way to spending a record breaking \$68 billion for food this year, Paul S. Willis, president of the Grocery Manufacturers of America, told the members at their 47th annual convention. He estimated that total food spending may reach \$100 billion within the coming ten years.

He said the food and grocery business had enjoyed tremendous growth since the pre-war period. Consumers' expenditures for food have risen from \$16 billion in 1939 to \$64½ billion in 1954.

"The amazing thing about this growth record is that our sales have far exceeded anything that could have been forecast on the basis of the increase in population and income. In the old days, the percentage of disposable income spent for food declined when income rose, but that old rule has been reversed," he said.

The American people are spending an average of 25 per cent of their personal disposable income for food now, as against 23 per cent in 1935-1939. "For this they are receiving a basket of groceries that is nearly 50 per cent improved in terms of quantity, quality, packaging and convenience."

Consumption of modern foods with their built-in kitchen services has increased far above subsistence levels. He said, "We know that a sizable share of present food purchases are in the discretionary category, and this will be ever more true in the years ahead."

This means that grocery industry sales increases must be obtained in competition with automobiles, clothing, household equipment and other products seeking a share of consumer dollars.

Not only are these other industries competing aggressively for the consumer's dollar, but they have a special weapon which makes our industry job even tougher," Willis said. "This weapon is credit."

He recalled the era when families bought their groceries on credit and paid cash elsewhere, a situation which he said was completely reversed now.

"Outstanding consumer credit has risen by nearly 70 per cent in the past five years," he said. "Installment credit — the kind that puts its finger on income for months or years ahead — has doubled and today stands at about \$26 billion."

The long range impact of that amount of consumer credit remains to be seen. "But we do know that to the consumer a dollar of credit is much easier to spend than a dollar of cold cash," he said. "It

will become a matter of how much money will the family have left over for groceries after meeting all of its monthly commitments."

This puts a great emphasis on the food and grocery industry's need for a more effective marketing and marketing research job.

Farm Prosperity Depends on Sales

Farmers recognize that expanding sales are far more important to agricultural prosperity than any government program, Charles B. Shuman, president of the American Farm Bureau Federation, said at the 47th annual meeting of the Grocery Manufacturers of America.

"We realize that an efficient food industry is vital to us. In a sense you, are our sales representatives."

"Farmers are in a serious situation with respect to net income. While our prices have been going down our costs have stayed high. So have distribution costs. Farm prices have declined 27 per cent since February 1951, while retail food prices have declined less than one per cent."

"We realize fully that much of the reason for the failure of retail food prices to reflect declines in farm prices lies in increased costs of labor, transportation, and materials. Added services to consumers also tend to keep the spread between producer and consumer prices high."

"But just as farmers must strive toward still greater efficiency in spite of high direct and indirect labor costs and other adverse factors, we look to the grocery manufacturers to practice constantly increasing efficiency to reduce costs of manufacturing and distribution."

"While I do not wish to point to any one factor as the sole cause of the increasing cost of distributing farm products, we must recognize that the largest single item is labor."

"While farm prices declined, the cost of labor in the food processing and distribution industries continued to rise."

"We neither expect nor advocate a reduction in wages, but farmers have a right to expect the processing and distribution industries to adopt labor saving practices and methods similar to those that have come into use in other businesses."

"We believe that further progress can be made by the food industry through distribution research."

"Farmers are intensely interested in the progress of your industry. We know that our income depends on the markets. We know that we cannot depend on govern-

ment price fixing programs to assure us of adequate prices and income. Farm prosperity doesn't come from government guarantees."

"Farmers must be permitted to profit from efficient production of the things consumers want. Farmers can prosper only in an economic climate which allows our free enterprise system to work."

"There is a place for price supports, but they should be tied to supplies. Variable price supports, which are embodied in present legislation, should be given a chance to work. Under this kind of program, producers of basic commodities can get price supports at 90 per cent of parity by keeping supplies in line with demand. Since the support levels are tied to supplies, they encourage farmers to produce in accordance with market demands, and encourage consumers to buy products which are plentiful."

Self Criticism Is A Spur

"American industry's ability to criticize its own shortcomings will continue to spur us toward an even higher standard of living than the current all time high," said a Westinghouse Electric Corporation executive, speaking to the members of the Grocery Manufacturers of America at their 47th annual meeting.

James H. Jewell, vice president in charge of sales, said that it is not inconsistent when industry boasts of such things as laying down a new industrial base for the nation and then becomes angry at itself for allowing much equipment to become obsolete.

"That quality is part of a vision we Americans have of what we might do in this world — of what an example we might set — if we were only left free to devote ourselves to work and to raising our children in peace," he said.

Mr. Jewell outlined four important conditions, aside from the possibility of war, for the continuance of our phenomenal national growth and the improvement of our economic performance in the next thirty years.

"The first condition is that business and industry shall make maximum use of the scientists, engineers and technicians who are available and are graduated from our schools."

"The second is that business will somehow obtain the enormous sums of investment capital it will need to continue our industrial growth. For example, the electric utility industry must raise in ten years an amount of investment capital equal to its present investment."

"The third condition is that manag-

(Continued on page 33)

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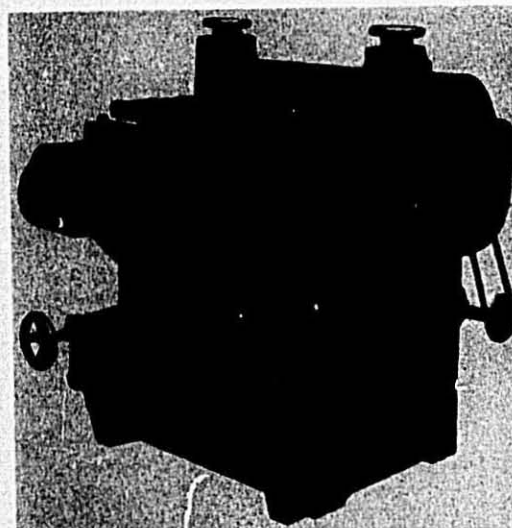
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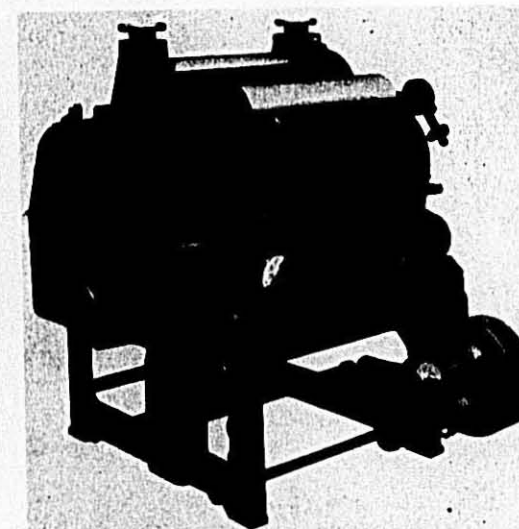
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TRENDS IN GROCERY MARKETING

by James O. Peckham, A. C. Nielson Company
at GMA's 47th Annual Meeting

GROCERY store dollar sales have increased 43% since 1948, almost exactly matching the 44% increase in consumer disposable income. Based on results to date, 1955 should produce at least a 4% gain over 1954 in both grocery store sales and disposable income. This close correlation between disposable income and grocery store dollar sales, together with the increase in income seen by most economists for next year, forecasts another substantial gain in grocery store dollar sales for 1956, probably 3% to 5%.

The tonnage gain just about matched the dollar increase in 1954 and again in 1955, although falling somewhat behind in 1951 and 1952. The over-all tonnage gain since 1948 is 81%. This not only reflects a 13% increase in population, but also additional lines of merchandise in stores such as health and beauty aids and the fact that we are eating more and better foods of more variety, better quality and more built-in conveniences.

Growth of Chains

The average corporate chain store — four or more outlets — has increased 90% from an average of \$368,532 in 1948 to \$699,251 per store in 1955. The individual independent in the over \$300,000 annual volume group in 1948 has shown an increase to \$728,215 per store in 1955. The average independent in the \$100,000 to \$300,000 group has gained 36% to \$206,779 per store in 1955, and the average store in the under \$100,000 independent group has gained 30% to \$37,542 per store.

Chain outlets now account for 42.4% of total grocery store sales with large independents over \$300,000 annual volume making up an additional 7.4%, independents in the \$100,000 to \$300,000 class 17.4%, and so on. Chains and independents in the \$100,000 and over class now account for more than two-thirds of the grocery store business. Most of the sales increase between 1954 and 1955 occurred in the chain and large independent group. I think we can anticipate a continuation of this trend in 1956 which, of course, means increased concentration of your business as the large stores get larger and the small stores struggle to keep going. At the present time, less than 70,000 stores control more than two-thirds of the grocery and combination store business.

The tremendous volume of grocery store business done by this comparatively small number of retail outlets has been developing for many years and has already brought about many changes in directing the activity of your sales forces.

I suspect that even more changes along these lines will take place in 1956 in an attempt to do a better merchandising job with these large and important outlets.

New Product Developments

New product developments have played a major role in the over-all increase in grocery store dollar sales between 1948 and 1955. The many products covered in the grocery store audit can be classified into two general categories, i. e., product classes with new or improved product developments since 1948 and those where new and improved product developments have been generally lacking. It is apparent that a substantial part of our increased grocery store volume traces to those product classes with new or improved product developments; this group of products has shown a 78% increase between 1948 and 1955 as compared with only a 10% gain in those product classes where new or improved developments have been generally lacking.

Many of these new product developments involve what has been called foods with "built-in maid service," products like soluble coffee, frozen orange concentrate, cake mixes, instant puddings, etc. Excluding the housewife's labor, some of these products are actually lower in cost than the products they replaced, while some are more costly. Those which are lower or equal in cost have increased 181% since 1950, while those products which are more costly to the consumer (again excluding her labor) have increased 101%.

The introduction and marketing of these new products has led to continued expansion in the number of consumer offers. We find that the number of consumer offers has expanded 92% since 1953. In general, the consumer offers have accounted for increased shares of the market in the various commodity groups of which they are a part. Generally speaking, we look for a continuation of these aggressive promotions in 1956.

Concerning the most effective types of promotions, it is not so much the type of promotion that determines its long-term effectiveness as it is the competitive situation and the trend of the brand being promoted. Imagination and ingenuity pay off in this area just as in other phases of marketing.

More Advertising

Substantial increases in grocery advertising are a factor in the increase of grocery sales. From 1948 through 1954, the measurable media advertising for twenty grocery manufacturers increased 65%.

These figures do not include such important advertising media as spot radio, spot television, and outdoor, the measurement of which is not readily available through secondary sources. Over this comparatively short period of six years, network television has assumed first place with 36.3% of the measurable media advertising, placed by these twenty grocery manufacturers in 1954. While the importance of network television is readily apparent, it should also be noted that substantial amounts of newspapers, magazines, and network radio are also employed. Although newspapers and magazines have lost relative to the total, the over-all amounts spent for each of these two types of media have shown sizeable gains since 1948.

The importance of network television to a grocery manufacturer is indicated by the amount of money spent in TV advertising. It is important to maintain the over-all number of commercial impressions as you use increasing amounts of television.

Out-of-Stock

One more long-term trend is the sales and inventory trend of 40 packaged food commodities where sales on a tonnage basis are contrasted with retail inventories. Based on 1948 as 100, the tonnage increase of 18% for these 40 packaged food commodities is accompanied by an actual inventory decline of 6%. With the exception of the inventory build-up accompanying the Korean scare in 1951, this situation has existed during most of the time since 1948, although 1955 marks the point of greatest departure between inventory and sales. One of the major factors back of this situation is the increasing sales importance of chain and large independent stores with their greater turnover and tighter inventory control methods.

There has been little change in the 3% out-of-stock figure of the average brand, which constitutes an almost irreducible minimum. Out-of-stock, as we define it, means the percentage of stores that, although ordinarily stocking the brand, are out of stock on the date of audit. This doesn't mean that the brand is merely not on the shelf; it means that the brand is completely out of stock in the entire store. While some brands are occasionally out of stock in 7% or 8% of the stores, the problem does not lie in this particular area of store out-of-stock. Rather, the major problem is simply that of getting the product out of the back room and on the shelves during peak shopping periods — that of reduc-

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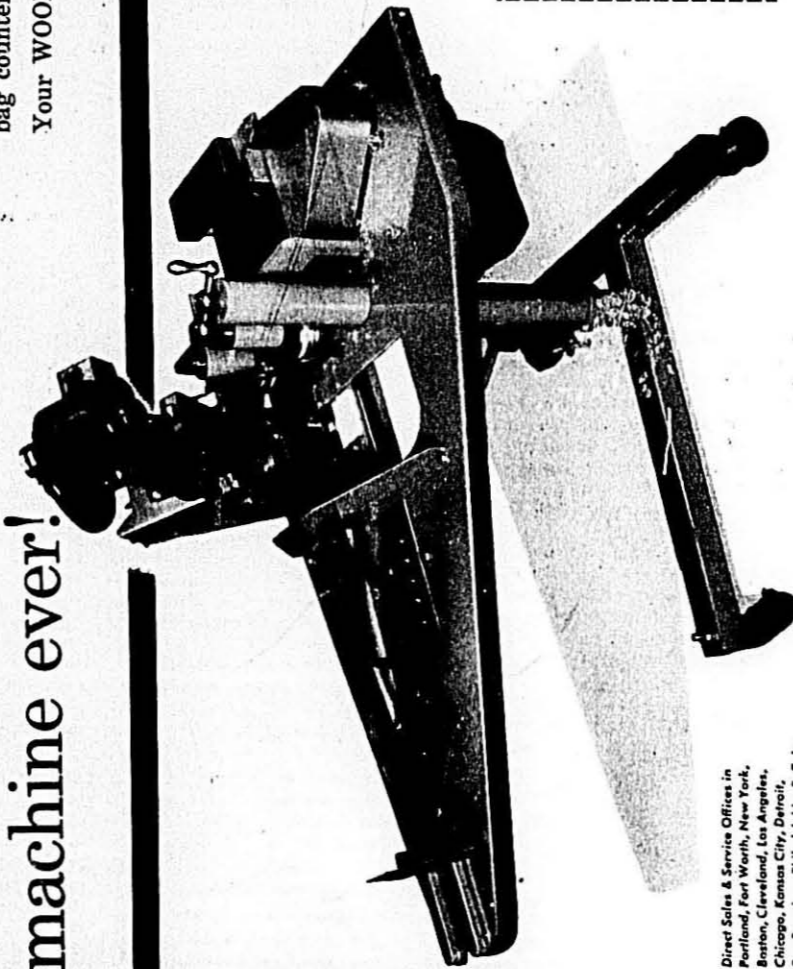
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ing shelf out-of-stock.

While it appears that there is little that a manufacturer can do to remedy this condition, perhaps the first step is to set up a system to measure the extent to which it actually exists. Fortunately, most of the chains and supers are just as interested in improving customer service through reducing shelf-out-of-stock as the manufacturer is. Special racks and fixtures designed to ease the job of stocking the shelves, such as the Food-o-Mat, have been installed in some stores. This trend toward automation seems bound to accelerate as labor becomes scarcer and more expensive, and with it should come some gradual improvement in the shelf out-of-stock situation. Attempts by some stores to spread the family shopping over the entire week will also help. There is also a decided trend toward the use of shipping containers which are more clearly marked and more convenient to open, all of which should help ease the burden of getting the merchandise on the shelf. And, finally, there is the perennial problem of continued training and education of store personnel.

Getting on the Shelf

This problem of shelf out-of-stock, important as it is, pales into relative insignificance for many manufacturers when compared with the far more serious problem of securing adequate distribution in the first place — getting the goods into the stores. We tend to take distribution of major advertised brands as a matter of course; how wrong this attitude is can be seen quite clearly from an analysis we made covering the distribution range of 269 major advertised brands.

Of these 269 important brands, only 55 or 20% have distribution in stores accounting for 90% or more of the grocery store volume. Only half of them have distribution of 80% or better, and at the other end of the scale, almost 20% of these 269 major advertised brands actually have less than 50% distribution. This situation not only places a terrific handicap on a manufacturer's advertising, which we commonly think of as designed to get new customers or added usage of our products, but it probably offers a major stumbling block in the path of a customer's continued use of a brand she has already tried and liked.

In a study on distribution — distribution profile — we find some stores that stock only three major brands of a particular commodity and others that actually stock as many as 26 major brands. Chain stores accounting for 51% of chain store all-commodity volume stock at least 21 different brands, and practically all chains stock at least 15 different brands of this particular commodity. A brand in the top 15 should expect to have 98% chain store distribution, 92% in large independents, 74% among medium independents and 48% in small stores. Even some small independents stock 24 to 26 major brands. As a matter of fact,

about the same proportion of each store type and size stock from 24 to 26 major brands. It can be argued, therefore, that if 42% of the small independent stores stock at least 18 brands of this particular commodity, there can be little justification for 56% of the medium stores, 24% of the large, and 22% of the chain stores failing to do so.

This type of analysis can be extended to include package sizes. This same distribution profile shows a total of 66 major brands and package sizes stocked by at least some stores in each group.

This analysis shows the lengths to which many of these stores are prepared to go in order to render maximum consumer satisfaction by giving the customer the largest possible number of brands from which to make her selection.

This analysis also shows that when a store decides to automatically cut back all of the small brands included in the lowest 25% of the volume in each of the ten product categories, this could soon result in considerable customer dissatisfaction. This could amount to as much as 58% if the plan were applied to only three product groups, a striking 95% if extended throughout the store.

Another facet of the distribution problem is how important are shelf facings? Is mere presence on the shelf enough or must one have a mass display of 50 cases to be really effective? To what extent does visible supply of a given brand actually influence sales? In making such an analysis the question arises whether a brand has a higher share of a market because it has more shelf facings, or does it have more shelf facings because of a higher share of the market? Careful study indicates that shelf facings and brand positions are definitely correlated and that the governing factor in most cases seems to be that of shelf facings rather than original sales position.

Importance of Pricing

A major subject suggested was the effect of prices and price changes on brand and commodity movement. Closely related to this is the question of how much price premium the consumer is willing to pay for products and brands which she believes represent quality merchandise. Obviously, this is going to depend a lot on the quality of the product, its advertising history, its consumer acceptance, etc., and it's also going to depend a good deal on the type of commodity represented by the brand.

In most cases, sales declines represent the consumer turning to other products rather than reduced over-all consumption. When the price of a commodity declines to a point where it approximates that of a competitive commodity, sales may expand substantially to where they finally represent a considerable increase over year-ago levels. As the price spread widens and the commodity becomes relatively more expensive, sales decline. It is

obvious from this study that the consumers' buying habits undergo marked changes as relative price levels change, even in cases when the change in prices is not very great.

How about the effect of price changes on brand position? Our study shows a gain of 10% in share of market resulting from a reduction of only one cent in the price differential between the brand in question and the remainder of the market. These sales gains were reduced and eventually resulted in sales losses as the price differential again widened to a point where the brand was selling at a price two cents higher than competition.

Similarly, in a situation where the consumer buying price of a particular brand increased to a point where it exceeded that of immediate competition by four cents instead of the customary one cent, there was a resultant decline of 12% to 14% in competitive position. While their share of sales again increased as the price spread was reduced to the customary price premium of one cent, it took several months before full recovery of consumer sales set in. It occasionally happens that a brand going through a period like this fails to recapture all of its former users.

Sales-Price Ratios

In this study we showed the sales ratio of a certain brand versus a major competitor in stores where its price was the same or lower, in outlets where it was one to two cents higher, and in still another group of stores where its price was three cents higher than its major competitor. The ratio of this brand's sales to those of its major competitor was reduced from 68% to 36% as its price differential widened.

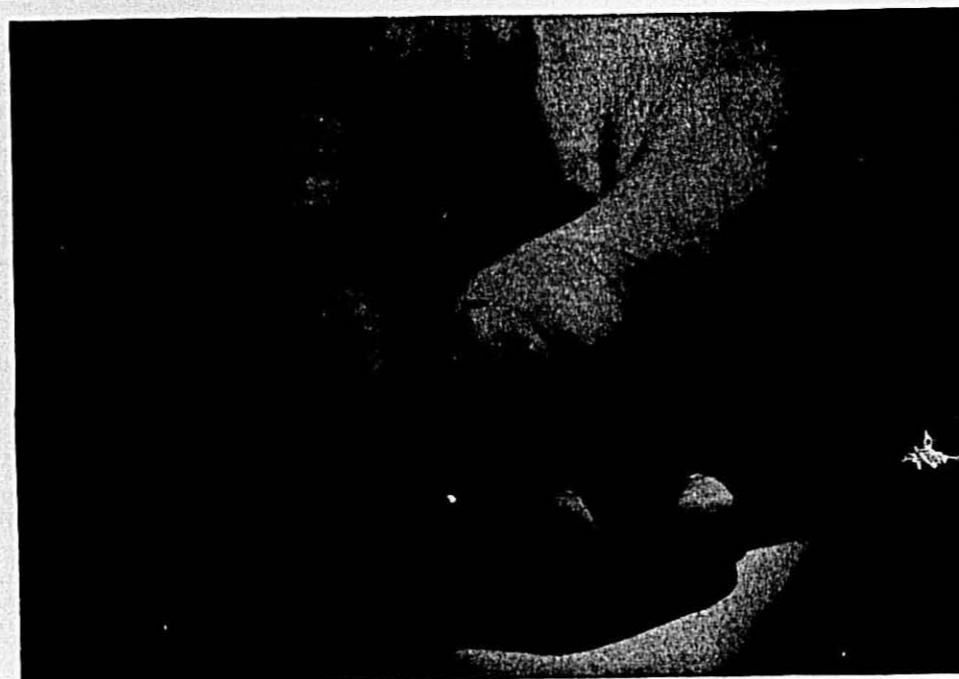
Another study along similar lines shows the effect of a price differential on a premium price brand. The premium brand's share of the two-brand market was reduced from 72% to 52% when the premium brand price relative to competition increased from one cent to four cents. About three years later the same general trend was evident except that the premium brand's share of the two-brand market at each price point except the last was lower than it had been during the earlier period. In this particular case, the critical points seemed to be one cent and two cents, and again between three cents and four cents, since these differentials represented points of sizeable shifts in consumer resistance.

Marketing Trends

Another study shows the relationship between price changes and sales differently, with sales being expressed as an index of unit sales per \$1,000 of total grocery store business rather than as a competitive share of market figure. Using those stores where the price of a certain brand was under 39 cents and setting the index of unit sales per \$1,000 of all-commodity volume at 100, we find that the sales index is reduced to 87, with an

(Continued on page 33)

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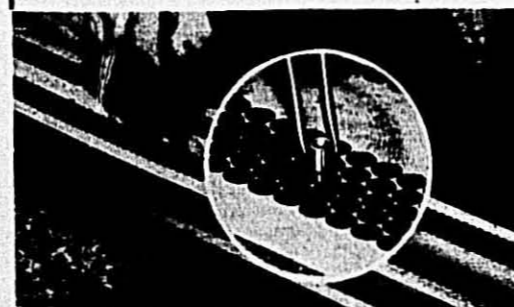
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LOW COST WHOLESALING

From a talk by Ned N. Fleming, The Fleming Co., Topeka, Kansas
at GMA's 47th Annual Meeting

THE theme, "The Challenge of Prosperity" is a happy choice. It warns us against complacency in times of favorable business and high volume. It reminds us that changes and improvements are more easily made under favorable conditions. Such improvements and the resulting mutual benefits to you, the suppliers, to your wholesalers and their affiliated retailers is a subject very much on the minds of today's wholesalers.

To be specific, let's define the term "wholesaler" and outline his activities in today's food distribution.

Low-Cost Wholesaler Provides a Complete Retailing Program

The wholesaler we refer to is the low-cost wholesaler. His number is increasing throughout our country at a very satisfactory rate. He is keenly aware of the trend toward the mutual advantages of concentrated volume with a definite group of cooperating, independent retailers. He has laid the groundwork and is continuing to develop for and with his affiliated retail members a teamwork program to accomplish these major results:

- (1) A low distribution cost permitting these retailers to be competitive in every way.
- (2) Tied in with this low cost he is also furnishing to those retailers . . . services vitally essential to the successful operation and growth of today's supermarket and superette in the independent food field. These include such services as store supervision, store engineering, retail accounting, advertising, merchandising, pre-printed order forms, market price survey of all items, retail personnel training. In addition, too, at the warehouse level, of such departments as Health and Beauty Aids, Non-Food Items, Produce, Meats, Dairy and Frozen Foods, together with the same essential retailer services in these departments.

Site development . . . a service recently added by many low-cost wholesalers for qualified member retailers in order to provide them with the right location and facilities for maximum volume.

These services are not listed in an effort to make these low-cost wholesalers look good. They are presented because as manufacturers, it is important that you intimately know each service each wholesale distributor performs.

Only by knowing these services thoroughly can manufacturers tie in with them for the benefit of their products. Not all low-cost wholesalers have all of

these services. Many of them have. Many are working toward their complete development and refinement.

These low-cost wholesalers have created a certain, definite pattern in developing this program. Its chief characteristics are:

- (1) A high, concentrated volume with definite retail outlets.
- (2) Rapid turnover of total investment.
- (3) Essential services as previously outlined . . . all designed so that the supermarket or superette operator may continue to show progress and so that selected smaller stores may have the tools with which to develop into the superette or supermarket field.



NED N. FLEMING

As evidence that this type of program is producing tangible results, may I refer to our own company's figures:

January 1, 1950, our company was servicing 516 independent retail stores.

In the year 1954 we served 614 stores and our sales for that year amounted to \$75,837,000.

That is an increase of 98 in number of stores or 19% compared with an increase in sales of 113%.

The year 1955 will show total volume in excess of \$86 million with approximately the same number of stores as in 1954.

Thus, mergers or consolidations have nothing to do with these figures — nor were any new departments added at the warehouse level during this time. This volume increase is represented almost entirely by improvements in the retailers' operation, an increase in their sales vol-

ume, and closer teamwork with their Supply Depot.

As supplier to, but not the owner of, a definite group of retail outlets, these low-cost wholesalers are operating under certain favorable conditions which contribute to low-cost distribution. One of their important advantages is the flexibility as shown by their Balance Sheet. For example — quoting again from our own company records:

79% of our company's total assets are current assets. This means greater flexibility for varied business conditions. It means the absence of heavy, burdensome, fixed charges. This 79%, represented by current assets is composed of cash, accounts receivable and inventory.

Another favorable condition, established by the low-cost wholesaler, has been his ability to greatly accelerate his rate of turnover. For example, in our operation, Accounts Receivable turned 123 times in 1954.

It has continued at that rate for the first 40 weeks of this year. Inventory turnover* increased from 18 times in 1953 to 21 times in 1954 and is at the rate of a 23 time turnover this year.

As the turnover rate increases, less net margin per turn is required to produce satisfactory earnings on total investment. It is a tremendous weapon for lowering distribution costs.

This same emphasis on volume and turnover and competitive prices has been carried into the independent retail field by these low-cost wholesalers. It is producing the same distribution results in efficient operation at the retail level. We know this because of the many retail operating reports we see throughout the year.

What the Low-Cost Wholesaler Thinks of Manufacturers' Brands and Promotions

But you are more concerned with this low-cost wholesaler's attitude toward you, as a manufacturer . . . toward your brands . . . toward your specialty men . . . toward your new items . . . toward your store promotions.

First, his attitude on Brands. Because his low-cost program is based on volume and turnover, he welcomes those brands that possess these two elements plus profit possibilities. If, years ago, he considered it necessary to promote complete private labels in an attempt to avoid competitive pricing . . . now, because his retailers can be competitive, he and they want the brands that turn the best. Logically, they will be primarily the brands that are the best advertised and you will

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find them in the stores of his affiliated retailers and in his warehouse. Because of this need for fast inventory turns and because his affiliated retailers are competitive, you are seeing a trend toward more national brands with these low-cost wholesalers and their member retailers.

Significant, too, that within the past few years, manufacturers' cooperation with wholesalers has greatly increased. Among these manufacturers we see those who (formerly) conducted their entire business on a direct basis.

What is the low-cost wholesalers' attitude toward your Specialty Men? The majority of low-cost wholesalers — and certainly our company — welcome your field representatives under these conditions:

- (1) If that specialty man is a retail specialist, or distribution expert, and if he intimately knows the wholesaler's program, its policies, its opportunities and its limitations, and where practicable, if that specialty man can be assigned exclusively to one wholesaler's retail member stores.
- (2) We welcome specialty men who can accomplish their job in the fewest possible minutes in the retail stores, as well as at the warehouse level — such jobs in the retail stores as checking stock, checking condition of the merchandise, presenting any planned promotion which has been cleared with the wholesaler and yes, taking orders on planned promotional items to be sure the retailer is ready.
- (3) Yes, the wholesaler likes Specialty Orders when all such items on order have first been cleared with the wholesaler to be sure he stocks such items and when such orders are written accurately and are dispatched promptly to the wholesaler.

This problem of specialty orders is a two-way street. Certainly the low-cost wholesaler owes the manufacturer the obligation of filling the orders promptly and accurately.

His attitude toward New Items? Here, as you know, he has a problem; a problem of testing and choosing . . . sometimes a problem of eliminating duplicating items. However, the low-cost wholesaler realizes that without new products, food sales would suffer. He wants the opportunity of distributing a new product at the same time as his retailers' competition providing the success of the new product is indicated by the results of pre-testing in a market similar to his or even more desirable, if he has had the opportunity to pre-test the new product in certain stores among his own retail members.

His attitude is most unfavorable when manufacturers go into the retail field taking orders through the wholesaler for a product about which he has not yet heard nor has agreed to handle.

Store Promotions? He likes them! Good promotions developed by manufacturers are the means of increasing those retail

sales. The wholesaler does ask that he be given sufficient time for proper and thorough organization for such store promotions, whether it be an individual store or the entire group. This lack of time has caused too many sales to fail to reach their potential. In these store promotions, the wholesaler likes to see these factors which we submit to you:

- (1) Offer a choice of sale themes or sale names for a single area. Do not allow the same sale theme or name to be promoted the same week by various types of retail competition in the same market. (Recently, in one of our areas, three different retail groups — two local chains and one cooperative group — ran the same sale and the same heading all in the same week.)
- (2) Maintain flexibility in your store material so as to permit the promotion of all departments within the retail store. If the retailer's total sales are up as the result of this store promotion, he is happy with it and happy with your products.
- (3) Advertising mats are very desirable, but should be of good quality, not ordinary line drawings.

Manufacturer-Wholesaler Teamwork Produces Sales Increases

In the outline of your Meeting, your theme is divided into two parts. First, "What We Need To Know." With that in mind, we have attempted to outline the services of low-cost wholesalers . . . services which are valuable when properly used. We urge that you become intimately acquainted with these services.

The second part of your theme is, "What We Need To Do." Under this heading we respectfully urge that for increased sales for you and your wholesalers and for those affiliated retailers, make these services a part of all your sales, advertising and promotional plans.

Don't go around him to his retail members on any kind of promotion. When that is done I can assure you everybody loses. When you contact chain store warehouses, contact these wholesalers on the same day. Make available to them all free deals, premiums, store promotions and allowances. Results from such teamwork can be very gratifying.

When a manufacturer goes around the wholesaler, it creates confusion and lack of follow-through. For example: Last September one large manufacturer announced a "per case" promotional allowance on one of his products. For what happened in creating confusion and lack of teamwork, I quote from a wholesaler who has a most aggressive group of affiliated, independent retailers: "The chains' warehouses in our area were allowed to purchase one shipment on this 'per case' allowance basis. They immediately lowered their shelf prices an equivalent amount per package. This manufacturer, however, went around us direct to our retail members taking orders from them

and paying directly for this 'per case' allowance."

It is evident this manufacturer did not know the services of this wholesaler which, among others, include the maintenance of a current retail Price Survey of competitive stores in that area. The minute this price reduction occurred at the retail level, the wholesaler announced the reduced retail price to his members and again, I quote him: "As a result, we could not control this price reduction as we and many of our member stores were not contacted by the manufacturer's representative. We were forced to immediately show the reduced retail price in our merchants' Order Form reflecting this 'per case' allowance reduction even though we could not show him a similar cost reduction. This resulted in this item showing the merchant just 1 1/2% profit during this promotional period. Had we been allowed to purchase at the same time and on the same basis as corporate and local chains, we would have immediately reflected the new cost in the merchants' Order Form and all of our retail members would have participated up to the quantity allotted to us."

There is no doubt that this wholesaler could have done this job with all his member retailers in a thorough manner and at a considerable saving in time and expense to the manufacturer.

There has been considerable improvement in this sort of thing, but by-passing these low-cost wholesalers still occurs too frequently and in too many cases by manufacturers who should be better informed. We urge you to be sure your sales policy makes this low-cost wholesaler your partner in furthering the distribution of your products.

We remind ourselves, too, that this is a two-way street. The wholesaler owes definite responsibilities to the manufacturer. He owes it to you to thoroughly explain the services he has. He owes it to you to be sure they are understood . . . their opportunities for your products and their limitations. A thorough understanding will solve many problems in this field.

Here is a situation that sometimes causes misunderstanding. Realizing that this low-cost wholesaler and his member retailers must have fast turnover, let's suppose you, the manufacturer, have 50 different products. The low-cost wholesaler has all 50 of them. His records show that two of these products move too slowly to justify space in the retail member's store or in the warehouse. Suppose he continues to do a good job on those 48 items, but for the above reasons, he eliminated those two items. What will your attitude be?

Stressing again that turnover is a tremendous weapon in efficient food distribution, have you checked your shipping performance lately? What is your "out-of-stock" record? Do you have a procedure for fill-in orders . . . fill-ins between straight cars or trucks which permit your

(Continued on page 33)

THE RETAIL SPACE CRISIS

SUPERMARKET NEWS points out that one of the biggest merchandising problems for the supermarket operator today is space. As large as this problem looms to him, its proportions are just as threatening to the food processor who sells through the supermarket.

Doing something about it will be the key to manufacturer merchandising programs in 1956, and Supermarket News has interviewed retail leaders for their views to throw some light on the matter.

Here is the crux of the problem:

- A market that provided an adequate assortment for its customers seven or eight years ago had 3,000 items in stock; today, it has 5,000 or more.

- New items that are earning their right to distribution are in the salesman's case with greater frequency than ever before.

- There are more sizes for many products: the large economy size, the small-family pack, the variety assortment.

- Special promotions take special space and their number steadily increases.

Supermarkets now being opened are larger, on the average, than existing markets. But Schwegmann's in New Orleans thinks that 185,000 square feet is needed to carry all the items a supermarket can sell. The average new market is less than a tenth that size. Thus, every supermarket operator regards it more urgent than ever that his units make every inch count. This approach has been backing up to the supplier level.

Manufacturers, to expand their lines and get adequate retail display, need retail footage. As a result, the space bottleneck becomes one of the major merchandising problems of 1956. This development is expected to come to the surface in various forms. They may not be labeled as such, but retail space factors will play a large part in their formation, say trade leaders.

Obstacles For New Items

The new product must clear more obstacles than ever before, it is generally agreed. Many retailers confront a long-line manufacturer, when he adds an item, with the question: "Which one of the items we carry now do you want us to drop to make room for the new one?"

The inventiveness of food technicians, the generally good consumer acceptance given to most new products that fill the need for faster preparation, and the reliance by manufacturers on additional items to keep the sales curve headed upwards, will nevertheless keep the stream of product introductions flowing steadily to the buyer's desk.

Space considerations will make market testing a more thorough process, manufacturers believe. One supplier, for example, noted that his firm was not only testing consumer acceptance before spreading its distribution, but was also trying out various types of promotions in its test to find out which are best for the specific new item. When full distribution plans are ready to be put into effect, it is probable that more formidable advertising programs will be employed than in the past. Manufacturers agree that they must light a brighter fire than ever under the consumer because she is the focal point of so many appeals by so many advertisers over so many media today.

The well-heeled outfit has an advantage. Yet there are still many opportunities for resourcefulness left to the smaller producer, including making a better product. One manufacturer with a limited advertising budget reported his introduction of new products are aimed heavily at a resort area during the height of the season. Patrons of the resort come from many communities, and when they return home they ask their local markets to stock the new product they tested at their favorite spa. It works, says the manufacturer.

Small Edge To First Out

Competitive conditions in every segment of the food industry give little edge to the company first on the market with a new product, say trade leaders. It isn't long before others that have related lines get on the handwagon and then the battle is joined.

To hold your own in the battle for retail space with established products or to make out a case for wider or special displays, facts and figures are more of a requisite than in the past. If your salesman can't cite chapter and verse on sales per foot or profit combination of the item, the chances are that his competitor can.

It should be noted, however, that these figures are looked upon with skepticism in some quarters by both manufacturers and retailers. The "average" market or chain is hard to find, and each item has its own story apart from its general classification.

Quality and In-Store Display

There is accumulating evidence that more manufacturers will sell on quality in 1956. In the candy field, for example, those who kept using coca when its price zoomed, rather than shifting to other ingredients, are still emphasizing their

quality appeal. In frozen meat and poultry pies, where the percentage of higher-priced ingredients has come in for criticism, some suppliers will hit hard on claims of having more meat or poultry.

Similarly, quality is coming in stronger into the in-store display picture for 1956, it is reported. Signs point to more consideration of retail requirements. Greater use of color is being planned to catch the eye of the retail merchandiser and store manager as well as the customer. It is also recognized that newer supermarkets, with their spacious and handsome interiors, demand better appearance in store displays.

Smaller manufacturers and specialty producers look to higher quality in-store material as one way they can possibly gain an edge over the giant packers' blanket national promotions.

The number of special consumer offers to build sales has increased greatly in the last few years. The A. C. Nielsen Company, marketing research firm, told the Grocery Manufacturers of America that these offers, exclusive of coupons, expanded 92% since 1953. The trend is expected to continue in 1956, although retailer opposition to these devices is also on the upswing.

There is also an increase in support for tie-in promotions of products with related items of other manufacturers. The past year's performance on some of these campaigns is said to have impressed the trade. The method often opens the door to extra display space required if the products are to be joined together in promotion beyond their normal retail display locations.

Another merchandising theme still on the ascendance is the appeal to the customer on the basis of new ways to prepare or serve a product. The efforts of a leading soup company along these lines are said to be pointing up the imagination that can be applied to this approach.

Co-op Advertising Examined

Cooperative advertising may get more thorough study by manufacturers in 1956, some executives believe. Many suppliers are frankly unhappy about the returns they get from the system and question whether the "price listing" of their item in an ad gives it sufficient consumer impact. While weaknesses in cooperative advertising are cited more frequently, this is no sure sign that any changes will be made, it was said.

The coming year will see the trend continue toward emphasis on improved packaging, trade leaders report. Effective

(Continued on page 33)

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

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

LIKE THIS



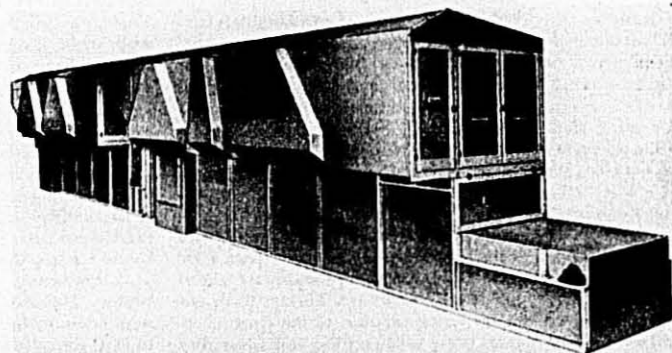
OR

LIKE THIS



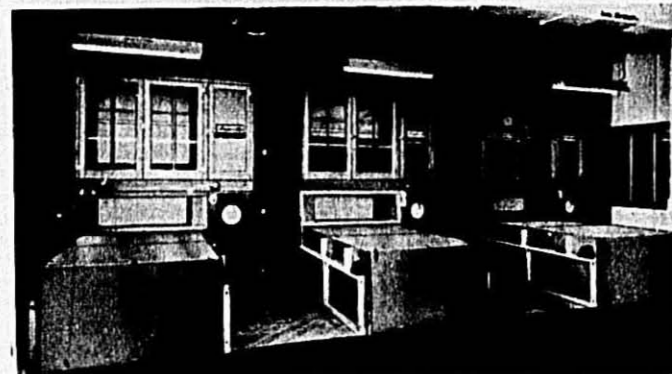
OR

TO SUIT YOUR BUILDING



STRAIGHT LINE

Semi-Finish Dryer attached to front of Preliminary Dryer.



FLOOR ABOVE

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

Ambrette
MACHINERY CORP.

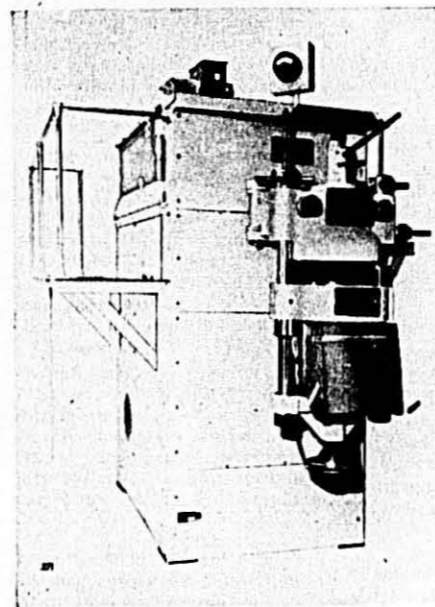
156 SIXTH STREET, BROOKLYN 15, N.Y., U.S.A.

PRESSES

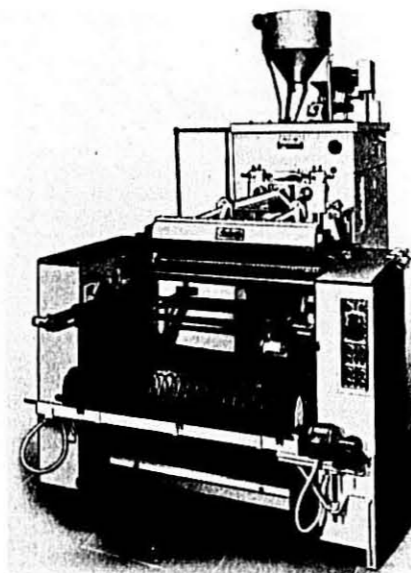
WITH THE

PROPER VACUUM*

PATENT PENDING



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



CREATIVE
ENGINEERING
for the
MACARONI
NOODLE
INDUSTRY

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

DON'T OVERPAY YOUR TAXES

This article is based on information supplied by the American Institute of Accountants, the national professional organization of certified public accountants.

WHETHER the federal income tax rates are cut or not, you may be able to cut your own tax bill — honestly! To do this you need to know the tax effect of various choices. Your choice of a method of handling a particular transaction can raise or lower your taxes, and sometimes you can save money by a legitimate shift of taxable income or deductions from one year to another. You are also allowed choices in your treatment of certain items in your tax return, such as depreciation and research costs.

Many businesses could reduce their tax burden if they were aware of the tax considerations affecting a variety of transactions. The most feasible means for many businesses to keep alert to tax saving opportunities is frequent consultation with a properly qualified advisor. If the firm retains a certified public accountant or a firm of CPA's, there should be tax consultations not just once a year when the filing date approaches, but throughout the year as decisions are made which will affect the tax.

Choice of Depreciation Method

Certain tax-saving steps are still possible at tax-filing time. One of them is the proper choice of depreciation method. The first step is to determine the estimated useful life of any asset acquired during the tax year. Every businessman should have a copy of "Bulletin F," which contains tables of "average" useful lives. It is available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 30 cents. The tables provide a guide, but it is not necessary to follow them exactly.

The simplest method is straight-line depreciation. It may also be the best in your particular case. Just divide the cost (less what you expect to sell it or trade it in for when it is replaced) by the number of years of estimated useful life, and this is the amount to be deducted each year. In arriving at the original cost, don't forget to include freight and installation charges in addition to the price paid for the equipment.

The law now specifically permits several other methods of depreciation for new assets having a useful life of three years or more. One of them is known as the declining balance method. In the first year the depreciation rate is twice what it would be under the straight-line method. The next year the same rate is applied to the amount remaining to be depreciated. This process is repeated each year.

The result is that a greater proportion of the cost is depreciated during the early years of the life of the asset.

Another new method, known as "sum of the years' digits," has a similar effect. You should figure depreciation on a new asset in all possible ways so that you can decide which is best for you and make the proper choice.

These methods of rapid depreciation may be particularly helpful to a company which is currently making large outlays for new equipment, but the depreciation left for the later years of the asset's life will be less than under the straight-line method. The best method depends upon the circumstances of the individual company, and is also affected by such imponderables as estimates of future earnings and tax rates during the life of the asset.

Research and Development

Another choice confronting the taxpayer is whether to treat research and development costs as immediately deductible expenses or to amortize them over a period of years. The immediate deduction is certainly a "bird in the hand" and may be very attractive to a company which needs this tax benefit to help finance the undertaking.

The company which can afford to spread the cost over the estimated useful life (or at least sixty months if the useful life cannot be determined) may find it best to do so. This is especially likely to be advantageous for companies whose income is expected to increase.

Being Taxed as a Corporation

There is a provision in the 1954 Internal Revenue Code which allows some proprietorships and partnerships to be taxed as if they were corporations. This choice should not be made lightly, as there is considerable uncertainty about the provision, and the proprietorship or partnership desiring corporate tax treatment might find it better actually to incorporate.

Choice of Fiscal Year

Regulations now permit changes of fiscal year in some cases without permission of the Treasury Department. Generally it is wise to use the fiscal year which corresponds most nearly with the annual cycle of business operations, ending at the low point of receivables, inventories and loans, instead of a calendar year. This reduces the area of possible dispute over such matters as value of inventories, and has many advantages apart from tax considerations. The change should be carefully timed, though, to avoid possible adverse tax effects during the changeover period.

Sickness and Accident Benefits

Under the present tax law, payments from your company to employees for treatment of sickness or injury are not taxed as income of the employees. If the company has a plan for continuing all or part of an employee's pay while he is absent for sickness or injury, limited amounts of this "sick pay" are also tax exempt.

This applies whether the payments are made by the company or by an insurance company. In the case of a sickness requiring hospitalization even for one day during the course of the illness, or in the case of any injury, the first \$100 per week of payments are tax free. In the case of sickness which does not require as much as a day's hospitalization, the exemption begins after the first week of absence.

No great formality is required concerning the "plan" but it should be explained to employees, and appropriate records kept of the amounts paid. Proposed regulations governing tax withholding in 1956 from payments to ill employees were still under discussion when this article was prepared.

Repairs and Improvements

If you contract for repairs and improvements to your business property, be sure that these two types of work are billed separately. Should you lump them together, you may find that the entire cost has to be capitalized for future depreciation. By listing the cost of repairs as a separate item you are allowed to deduct it as an expense of the current year.

For example, you might have a furnace repaired and new radiators added. By separating the charges you can deduct the cost of the repairs in the current year, although the new radiators would be improvements subject to depreciation during their useful life.

Keeping Good Records

Many deductions are lost through failure to keep adequate business records. Be sure that you have good records to show you what deductible expenses you have had, and to back up your deductions in case they are questioned by the Government. This applies particularly to your out-of-pocket business expenses, such as travel and entertainment of customers, and to items which are deductible on your personal income tax return.

Good records and properly qualified professional tax assistance at tax-filing time and throughout the year are the keys to income tax savings.



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



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

The Egg Situation

The following facts, reported by Henningsen, Inc., are a summary of various reports, primarily from U.S.D.A.

- (1) More eggs and chickens are likely to be produced on farms in 1956 than in 1955.
- (2) Egg production to mid-summer 1956 is likely to average close to corresponding 1955 levels, since the 2 or 3% decrease anticipated in potential layers will be about offset by prospective increases in the rate of lay.
- (3) After mid-summer, egg production will be increasingly influenced by the number of replacement pullets added to the laying flock. This is likely to be up, since chickens raised for flock replacement are likely to increase from the 1955 record-low of 524,000,000.
- (4) Egg prices through most of 1956 are likely to average lower than in 1955.
- (5) In the spring, if expectations regarding increased flock replacement are borne out, demand for storage may be weak in anticipation of a larger egg supply in the fall.

Liquid, Frozen and Dried Egg Production

The United States Department of Agriculture reports that liquid egg production for immediate consumption, freezing and drying totaled less in August, September and October than in the corresponding months last year and less than the 1949-53 averages for those months. Production was highest during August at 16,112,000 pounds, with 9,012,000 pounds in September and 7,224,000 pounds in October.

The quantity used for immediate consumption during these three months was larger than a year ago. The quantities used for drying during August and September were larger than a year ago, less in October. Quantity for freezing in August was larger than a year earlier, but less in September and October.

Dried egg production diminished each month after August but all exceeded production of a year ago. The production figure in August of 1,319,000 pounds compared with the average of 2,553,000 pounds, September 1,159,000 pounds compared with the average of 1,692,000 pounds, and October 1,136,000 compared with the average of 1,039,000 pounds. August production was broken down into 40,000 pounds dried whole egg, 886,000 pounds dried albumen and 393,000 pounds of dried yolk compared with year ago production of 35,000 pounds, 685,000 pounds and 495,000 pounds. September breakdown was 36,000 pounds dried whole egg, 638,000 pounds dried albumen and 485,000 pounds dried yolks compared with year ago figures of 92,000, 567,000 and 294,000 pounds. October production consisted of 38,000 pounds dried whole egg, 781,000 pounds dried albumen and 317,000 pounds dried yolk

while year ago figures were 51,000 pounds, 510,000 pounds and 231,000 pounds.

Frozen egg production during August totaled 10,012,000 pounds, September 5,328,000 pounds and October 4,087,000 pounds compared with 8,107,000 pounds in August, 7,132,000 in September and 7,785,000 in October last year, and 1949-53 average of 10,201,000 pounds August, 7,224,000 pounds September and 4,514,000 pounds October. Frozen egg stocks decreased 15,000,000 pounds in August compared with a decrease of 20 million pounds last year and the average August decrease of 18,000,000 pounds. Frozen stocks decreased 26,000,000 pounds in September compared with 22,000,000 pounds last year and the average September decrease of 23,000,000 pounds. October frozen stocks decreased 28,000,000 pounds compared with 21,000,000 pounds last year and the average October decrease of 26,000,000.

Seymour Introduces Egglite Products

A revolutionary dried egg product called Egglite has been introduced by Seymour Foods, Inc. of Topeka, Kansas. Egglite could have far-reaching effects on the operations of all concerns manufacturing or processing food products derived from eggs or selling such products at retail.

The outstanding thing about this new product, according to Harold J. O'Connell, Seymour Board Chairman, is that it not only replaces the frozen eggs now commonly used by bakers and food processors, but also produces food products of superior quality.

If Egglite does both these things it is obvious that it will vitally affect the economics of the entire poultry and egg industry, from the producer to the finished product.

Advantages of a satisfactory dried egg product, instead of a wet product like frozen eggs, include labor and time saving, lower freight costs in shipping a dried product, elimination of thawing frozen eggs and the convenience of a dry pre-mixing system.

Egglite, O'Connell said, is made as four dried egg products, each with a special purpose and a distinguishing name.

Soft-n-lite is a highly refined albumen product, for angel food and chiffon cakes. White-n-lite is a dried albumen product for other bakery products requiring egg whites, such as meringues. Brite-n-lite is a dried and fortified whole egg product, for bakery formulas requiring whole eggs, such as yellow cakes and jelly rolls. Rich-n-lite is a high solid yolk product for use in such sweet goods as Danish pastry and coffee cakes.

"The product," says O'Connell, is "way past the experimental stage. It has been given severe production tests in commercial bakeries. Egglite is absolutely stable. It performs in a highly satisfactory manner in all uses to which eggs are usually put in commercial baking and food processing."

Consolidated Foods Acquires "Ocoma"

Consolidated Foods Corporation, leading canner, processor, and distributor of food products, in a move to diversify further its operations, has acquired through exchange of stock the Omaha Cold Storage Company.

Known also as Ocoma Foods Company and for its brand name "Ocoma," the Omaha Cold Storage Company was incorporated in 1899 and sales last year approximated \$36 million.

Omaha is engaged in the raising, purchasing and distribution of fresh and frozen poultry; the manufacture, distribution and sale of frozen chicken, turkey, tuna, beef and fruit pies; the procuring, manufacturing and distribution of butter and eggs, including fresh, frozen and dried whole eggs, egg whites and egg yolks; the cold storage warehousing of food products and the manufacture and sale of livestock feeds.

Headquarters are in Omaha where the company operates a cold storage warehouse containing about 3.5 million cubic feet of refrigerated space and freezing tunnel with a 100,000 pound daily capacity for processing frozen foods.

The company also operates a feed mill at Elkhorn, Nebraska, with a capacity of about 30 million pounds of mixed feed per year, and nine poultry, egg and butter processing plants in Nebraska, Iowa and Arkansas.

Sales branches are located in New York, Chicago, Cleveland, Los Angeles, San Francisco, and Seattle. Poultry, butter and eggs are also distributed through brokers, and merchandise is stored in more than thirty warehouses located throughout the United States.

The company in addition packs its products under private labels for food distributors and has recently entered the field of special packs for hotels, restaurants, and airlines.

Acquisition of Omaha Cold Storage is a major step in diversifying further the activities of Consolidated Foods Corporation whose sales for the year ended June 30, 1955 totaled \$224,786,676.

Earlier this year Consolidated Foods acquired American Frigid-Dough, Inc., Chicago processor of frozen bakery products and prepared frozen foods. Last March, Consolidated acquired the Chicago firm of E. A. Aaron & Bros., Inc., leading marketer of fresh and frozen fruits and vegetables.

Canning and processing facilities of Consolidated were further expanded some months ago through the acquisition of Gibbs & Co., Inc., long established canner of vegetable and tomato products in Baltimore.

Products processed by divisions and subsidiaries of Consolidated Foods now include frozen foods, sugar, dried food seasonings, dried fruit, nuts and rice, coffee, dressings and spices, as well as a complete line of canned foods including dietetic items.

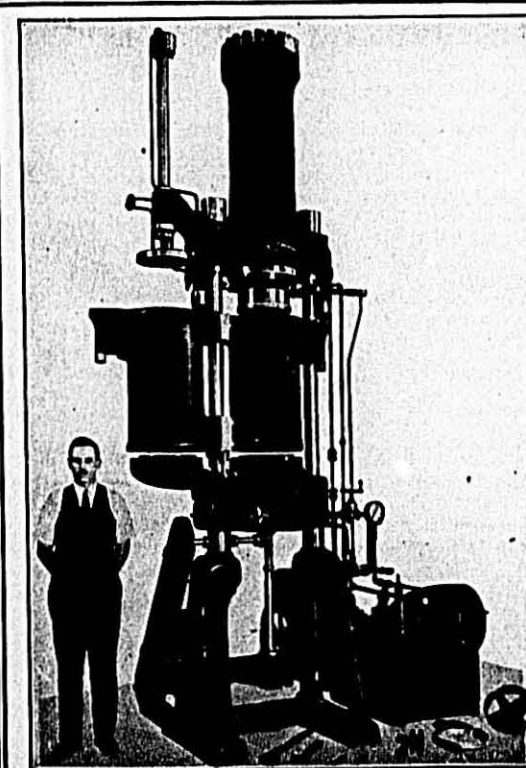
DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



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Since 1881

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ALL SIZES UP TO THE LARGEST IN USE

N. Y. Office and Shop

255-57 Center St.
New York City

Pet Promotion —*(Continued from page 8)*

—both chain and independent—were contacted promptly in order to allow them to tie-in with the promotion during the Lenten season.

It was estimated that 100,000 food stores tied-in at some time.

Pet's schedule of network TV included plugs on the George Gobel show on Feb. 26 and March 5 and on Red Skelton on Feb. 22 and March 1. On network radio, Arthur Godfrey for Pet plugged the promotion on Feb. 25 and 25 and March 1 and 3. Other advertising, publicity and merchandising support came from the Tuna Research Foundation, Macaroni Association, Can Manufacturers Institute, Star-Kist Foods, Inc., and Jones & Laughlin Steel Co.

Credits: Store material and material used by salesmen designed by Gardner Advertising and made by Western Lithography; wholesaler bulletins by Pet merchandising department.

Sales manager, W. R. Henry; advertising manager, C. J. Hibbard; agency, Gardner Advertising Agency; assistant general manager of sales, J. A. Dodge; merchandising director, Gordon Ellis.

Frozen Products Sell Potatoes

A year or two ago potatoes were losing out in a popularity contest with hundreds of other foods; but today the trend is definitely reversed.

So claim two brothers, Nephi and Golden Grigg, who own and operate the Ore-Ida Potato Products Company in Ontario, Oregon. Frozen potato products are the reason, they say.

Eighteen months ago the brothers placed on the frozen food market an entirely new product — Frozen Shredded Potato Patties — and consumer acceptance has been phenomenal. In less than a year the item's sales volume equalled that of their Frozen French Fried line which had a twelve-month head start.

There are three reasons for this almost instantaneous acceptance, the Grigg brothers believe, and for the fact that volume has continued to grow: (1) glamour was added to an humble product; (2) the Ore-Ida process overcame problems to insure a visually attractive item of constant high quality; (3) housewives were presented with a new time-saver.

Tests Frozen Spaghetti

A new firm, Frozen Dinner Company of Los Angeles is now testing a frozen spaghetti dinner in 60 supermarkets in the southern California area.

The dinner is selling for about 59 cents under the new Pullici label. Speedee Meals, a Pasadena frozen foods manufacturer, is producing the dinner in a flat foil tray. Other items to be added to the line will be ravioli, pizza and Italian delight.

New "Noodlemaster" On Market

A unique dial operated noodle making machine, designed and priced for wide appeal as a consumer item, is available from the Columbus Company, Box 6181, Cleveland. The machine, imported from Italy, rolls cookie and noodle dough to any thickness and cuts seven different shapes of noodles including spaghetti, in a matter of minutes. It is priced to allow a high profit margin for retailers.

Known as the "noodlemaster", the machine is triple chrome plated over fine forged steel. Rollers and cutters are of solid brass underneath. Heavy-duty gears are lubricated for life.

By setting a dial on the side of the machine, the dough may be rolled paper thin, if desired. Another dial setting controls the shape of the finished noodles: wide, fine, flat, round, fancy, plain, etc. and squares, wheatgrains and birdseed shapes for soup.



Design features include self-cleaning action, lifetime fitted cutters, easy operating side handle, and absolute safety of operation. Parts are stocked and the machine is serviced in the U. S. and sold with an unconditional guarantee.

Test sales have demonstrated its exceptional general appeal with special appeal to nationality populations. It may be promoted on the basis of "Your own home-made noodles in 10 minutes."

Strouss-Hirshbergs, Youngstown, Ohio, in the opening week (October 3, 1955) sold 125 units, a sales volume of over \$3,500.

Airslide Transfer Unit Developed

Development of a new device destined to enlarge substantially the field of rail distribution of bulk granular materials has been announced by William J. Stebler, president of General American Transportation Corporation.

Utilization of rail-truck facilities to effect off-line deliveries is made possible by the development of a portable Airslide transfer unit produced by Fuller Company, subsidiary of General American.

Intended for use with General American's Airslide car for the shipment of bulk materials, it now permits transfer of the materials at rail points to special trucks for delivery to off-track plants.

The new unit is attached to the discharge outlets of the Airslide car, and the material is moved by an air pressure system into trucks. The device is mounted on pneumatic tired wheels and can be maneuvered by one man.

"This transfer unit is certain to lead to wider use of railroads for bulk shipment of materials since plants located off rail lines can now take advantage of the savings in bulk handling by a combination of rail-truck transportation," said Stebler.

The new transfer unit, which is in production at the Fuller Company's plant in Catawauqua, Pennsylvania, has already been tested by the baking industry for the bulk shipment of flour with very satisfactory results.

Savings in costs to off-line bakeries over purchase of flour in bags include not only elimination of the cost of bags, but also reduction in flour-handling costs and decrease in product loss.

The combination of rail-truck shipment of flour in bulk is especially important to the baking industry since a high percentage of bakeries are not located directly on railroads.

"Bulk handling of materials by this method offers promise of important advantages to other industries, also," said Stebler. "In fact, several companies whose products are of a dry powdered or granular nature are preparing to test our Airslide car-and-truck system of shipment."

"We expect an ever-increasing interest in the practical advantages of this way of shipping materials in bulk. It is the solution to a problem that has long plagued manufacturers of dry, granular or powdered materials."

Buitoni Plans Expansion

Plans to triple facilities of the American Division of the International Buitoni Organization, at South Hackensack, New Jersey, at a cost of a half-million dollars were announced by Giovanni Buitoni.

The expansion program, Mr. Buitoni revealed, voted upon at a meeting of the French, Italian and American divisions of the concern held in Rome, includes purchase of new equipment and additions to the present plant in Hackensack. The \$500,000 program, which will be started immediately, is expected to be completed before the end of 1957.

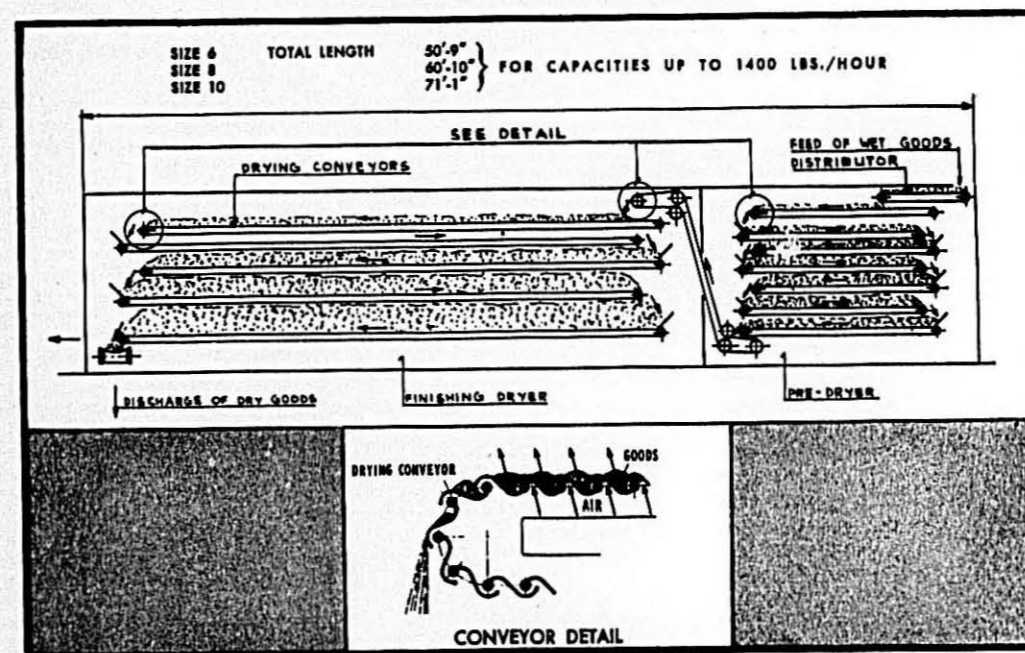
The expansion of facilities of the company, Mr. Buitoni explained, is necessary to take care of increased business in the American division. Although part of the increase will be devoted to the company's macaroni and spaghetti products, new emphasis will be placed on processed foods in the expansion program.

In addition to the enlarging of factory space, Mr. Buitoni reported, new machinery will be fabricated, and further funds allocated for the continuance of the company's product development research and other phases of the concern's operation.

COMPARE THESE PROVEN ECONOMY FEATURES IN THIS BUHLER CONTINUOUS SHORT GOODS DRYER
Type 11M

In successful operation for the past six years, delivering these advantages:

- Great space saving through compact, efficient design (note dimensions below).
- Continuous automatic operation.
- Absence of any frames, wire netting or transport cars — no screens to repair or replace.
- Uniform drying with path-controlled air flow.
- Integral air and humidity controls assure drying independent of exterior atmospheric conditions.
- Hygienic operating conditions. Easy accessibility for cleaning.
- Improved appearance and texture of goods.



Engineers for Industry  Since 1860

BUHLER BROTHERS, INC. (U. S. A.)

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BUHLER BROTHERS (CANADA) Ltd.

21 KING STREET WEST TORONTO, ONTARIO

WOMAN BEHIND THE MAN

Jacqueline Larkin, staff writer for the Minneapolis Star-Tribune, has been doing a series of feature interviews with the wives of men prominent in the Twin Cities. The story following is about Mrs. James T. Williams, Jr., known as Delores to those who have met her at Macaroni Conventions. It was headed "Family Fun Is Focal Point of Their Plans and Projects."

Things are even-Stephen in the James T. Williams Jr. household and the male side of the family is happy about it.

Up until a few months ago, the Williams men, Mr. Williams, who is president of The Creamette Co.; Dennis 8, and Paul 5, were outnumbered by the women. They are, in addition to Mrs. Williams, Francis, 10, Louise, 6, and Alice, 5.

But along came the sixth Williams' young one, Stephen, 2½ months, and balanced off the ratio, much to the delight of his brothers, who had been hoping for reinforcements.

For that matter, says Mrs. Williams, the entire family is pretty pleased with Stephen. "The only thing that could have delighted them more would have been twins," she remarks.

Quite naturally, most of Mrs. Williams' activities have to do with this lively brood and "It's so much fun," she says. Frances, the oldest daughter, helps with the younger children.

A summer of play in the Williams back yard, at 5111 Garfield Avenue, and swimming lessons at Interlachen Country club pool has given way to more businesslike errands: downtown for school clothes, over to the dentist's.

The three older children attend Assumption school, and Alice starts kindergarten there next month.

Their mother is a native Minneapolitan who once had dramatic aspirations and then held a variety of jobs before her marriage 11 years ago.

Always somewhat interested in the theater, Mrs. Williams studied ballet as a girl and took up dramatics at University of Minnesota. During high school and college she also did some modeling for photographers and local stores.

When she left school, she left dramatics behind, too, and worked in a women's clothing store and later a department store, where she became an assistant buyer. She was personal representative for a time for a Minneapolis knitwear manufacturer, traveling through the middle west and southwest.

On this latter job she got her first glimpse of Texas, which she was to see again not long after her marriage. She accompanied her husband to his war-time



MRS. JAMES T. WILLIAMS JR.

air force posts at Austin and San Antonio, Texas.

Their honeymoon, wartime style, had been spent earlier in New York. He was with the air force weather division at LaGuardia field but had enough free time to allow them to see the sights of the city during the few months they were there.

Now settled into a home for which they searched several years while renting a house in St. Paul, Mr. and Mrs. Williams make ample use of its facilities.

The back yard, besides being the children's favorite play area, usually is a supertime picnic spot in summer. The secret to outdoor cooking for a big family, says Mrs. Williams, is "have two or three items, and plenty of them."

Inside, the kitchen and breakfast room have been remodeled and there are plans for the other rooms. Next on the schedule is the amusement room, which will be remodeled for use as a family room.

Except for a combination business-pleasure trip to Florida in January, Mr. and Mrs. Williams rarely are away for more than three or four days. Their favorite "quickie" trips are to Winnipeg, Canada; Duluth, Minn., and Chicago.

Sterwin President P. V. Kolb Dies

P. Val. Kolb, president of Sterwin Chemicals, Inc., died Dec. 5 following a lengthy illness.

Mr. Kolb was a leading figure in the bread enrichment program in the U.S. and was said to have sold the first bread enrichment tablet used in the U.S.

Sterwin Chemicals was organized in 1949 as a subsidiary of Sterling Drug, Inc., with Mr. Kolb as president. Sterwin was

set up to distribute the products previously sold by the combined special markets and industrial division of Winthrop-Stearns, Inc., and the vanillin division of General Drug Co., also Sterling operations. Mr. Kolb had been a director of both divisions.

Mr. Kolb had been associated with the Sterling organization since 1910, specializing in sales to the process industries. In 1946 he was elected vice president of Winthrop-Stearns, Inc. Formerly president of the Provident Chemical Works, St. Louis, Mr. Kolb had been identified with the development and sale of chemicals to the food industry for more than 31 years.

Mr. Kolb joined the Swan Chemical Co., Birmingham, Ala., shortly after the First World War. He was sent to St. Louis as sales manager when the company acquired the Provident Chemical Works. He became president of the latter firm in 1932.

Marietta, Ga., was the birthplace of Mr. Kolb. His first business connection was with the Tennessee Coal, Iron & Railroad Co., Birmingham, Ala.

San Giorgio Plans New Plant

San Giorgio Macaroni, Inc., Lebanon, Pennsylvania, has announced long-range plans for erection of a new half-million dollar plant at Cleona, Pennsylvania.

Raymond R. Guerrisi, president, stated that the new plant will be built to accommodate the company's rapidly expanding operations.

The proposed site is a fifteen-acre piece of land and the new plant would occupy approximately 110,000 square feet of floor space. It is expected, according to Mr. Guerrisi, that eventually all of the company's operations will be consolidated at the new Cleona plant.

The company manufactures San Giorgio Macaroni, Spaghetti, Spaghetti Sauce, Noodles and Potpie. Its products are marketed throughout the eastern seaboard, from Maine to Florida, and as far west as Kentucky.

Although plans are in the preliminary stage, and final planning, financing, design and construction will delay actual occupancy for several years, as projected it will be a modern, attractive food plant, with the emphasis on sanitation and efficiency.

The site was selected, Mr. Guerrisi pointed out, because of its strategic location on Route 422, with Mill Street a convenient access for trucks, and the nearby adjacency of the Reading Railroad and availability of a siding.

The new plant promises to be an attractive addition to Cleona, in an area zoned commercial to permit light manufacturing.

Mr. Guerrisi labeled the projected construction as "insurance" to cover the company's growing need for additional space, as a result of expanding operations, and plans for further expansion.

How Sterwin Enrichment Gives Your Macaroni A SALES PLUS

Easily and Economically...

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

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



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

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

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

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

Sterwin Chemicals, Inc.

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

PIONEERS IN MACARONI PRODUCTS ENRICHMENT

THE PICTURE ON THE PACKAGE

THERE is probably nothing less interesting to the civilized human appetite than a carload of stark, cold carcasses or uncooked vegetable matter. Nor do the salivary glands respond to boxes of colorless powders and grains and chunks of unprepared foodstuffs. The average intelligence isn't capable of imagining all these raw commodities in the form of a piping hot meal; it has to be helped.

Outside of an Eskimo, no one has ever been known to drool over a mess of raw fish, consequently the package of frozen fish avoids any picturization of the product in its natural state and lays emphasis on the broiled, baked or fried fish dinner . . . tantalizingly ready to eat.

The shopping housewife especially wants to see how the product will look when it's finished. She wants to see it fresh out of the oven, or the pot, or the pan, a culinary triumph that she can proudly set before her family or her guests.

Modern shopping and buying habits are constantly demanding new concepts of packaging design and illustration. Today's package must stress *appetite appeal*. It must show what can be accomplished with the product. If it's a food, it must show the product as it will look on the dining room table in all its mouth-watering goodness.

Even the butcher on the corner and the green-grocer down the block have recognized the era of visual end-product merchandising. Their stores are hung with provocative full-color pictures and even illuminated transparencies which show their wares as they will appear on the dinner table . . . plump, juicy, crisp, hearty, and obviously brimming with nourishment and savory excellence. "MMMM!" muses Mrs. Housewife, "that roast beef does look yummy. Guess we'll have some this week-end." Or the color photo of the asparagus with Hollandaise sauce reminds her that here is a welcome change from the usual carrots and peas.

Several years ago Seabrook Farms introduced a new packaging program that doubled and even tripled their sales in every city where it was used. The new packages carried attractive full-color photographs of their contents exactly as they looked ready to serve. This inherent promise of a good meal had a convincing effect on the consumer. Furthermore, it had strong emotional pull: it made her hungry!

The tremendous impact of end-use promotion on the sales of food products brought another kind of creative specialist into the packaging picture—the food photographer. He had been in it before, of course, but in the early days of photography for packaging, his color photo-

graphs suffered a harsh fate, much of which can be blamed on the lack of satisfactory reproduction methods. All too often the color photograph underwent tortuous "doctoring" by color toning, tinting and over-retouching to a point where it became more of a "painting" than a photograph. Happily, those days are gone forever.

The progress made in this field has been remarkable. New photographic techniques, new lighting effects, new processes in the production and developing of film . . . these, and more, have materially aided the food photographer and given the food industry an added means of communication with the consumer. At the same time, improvements in reproduction processes and printing equip-



CHARLES C. ROSSOTTI

ment were also being advanced with the result that it finally became possible to transfer to the package all of the original beauty of color and form of the original photograph. More, it was now possible to capture and retain all of the realism, all of the zestfulness, all of the "taste" and "aroma" of the actual prepared product itself.

Even so, the experienced food photographer executes his work with the requirements of the printing press always in the back of his mind. He is aware that, like the illustration for a magazine advertisement, the eventual success of the photograph for the package is not solely dependent on the photograph itself, but on the reproduction process as well. For this reason, he must work closely with the package designer and the packaging manufacturer if he is to achieve the most effective results.

What constitutes a good color photograph for a food product? There have been a great many opinions voiced on the question. Here is a composite view, garnered from the remarks of many of the leading food photographers, packaging designers, art directors, and merchandising specialists in the business—and certainly they should know . . .

A good food product photograph will tell a story (one picture is still worth a thousand words). It will have the impact that creates a desire in the consumer to buy the product. It will be down-to-earth, honest and realistic. It will have warmth, depth of feeling, the ability to touch the emotions. It will have great simplicity and clarity; it will avoid whatever is stilted, tricky, confusing, distracting. It will have an easy-to-do air that will encourage the consumer to want to equal the pictured result. It will boast a little, because it will tell the consumer how good it is.

The most recent trend in food photography is a stark simplicity, with a minimum of props in a loose rather than a tight grouping. The emphasis is definitely on drool-appeal, which is attained by incorporating the same kind of little touches of stimulation that make your taste buds tingle when you see the real thing. The stew is dark brown and sumptuous with tiny golden globules of fat gleaming on the surface. The bread or biscuits or rolls have a warm just-baked look that you can almost smell. The spaghetti looks natural and wholesome, topped with its savory meat sauce, and the macaroni peeps out from a thick tomato sauce sea. The pancakes are fluffy and golden brown and slick amber syrup drips temptingly. The strawberry shortcake has ripe-red berries and smooth softly whipped cream which topples over the edges and blends with the luscious, trickling strawberry juice.

Because today's package is an important advertising medium it is comparable in many respects to space advertising. In both instances the object is to attract and to create a desire to buy. Color photography has served the space advertiser remarkably well in this regard and is now equally accepted as a most effective way of illustrating the product in use on the package itself. More and more, as new products enter the packaged goods market and as older, familiar products swing to new package designs, the picture on the package assumes greater importance, becomes another vital phase of the aggressive merchandiser's advertising and promotional program.

From the Rossotti Self Service Merchandiser

Marketing Trends —

(Continued from page 16)

increase in price to 39 cents, and further reduced to an index of 59 when the price goes over 39 cents. This is a case where the brand is very sensitive to changes in price around the 39-cent level. Other price points apply to other brands and sizes; in many instances marked gains in sales volume can be attained once these price points are found.

As a result of all these studies made on sales-price relationships, the following observations may be of some value in appraising individual problems:

1. Consumers' buying habits undergo marked changes as relative price levels change, even in cases where the change is not very great.
2. Within a given package size range, price per package is a more important sales influencing factor than price per ounce.
3. Consumers generally react to price differentials measured in cents rather than per cent.
4. Price differentials between major brands in a given product classification seem to be narrowing.
5. More and more, improved quality and packaging is being used to obtain a larger share of the market rather than a higher price.
6. Consumer offers and coupons are often used to effect temporary price adjustments in place of straight price changes.
7. "Two-for," "three-for," and even "six-for" pricing is becoming more important; pricing policies must take this into consideration.

How Many Brands?

How many brands should a store stock? In an analysis of stores stocking up to ten brands of a particular product group, sales continued to increase as the number of brands stocked increased to a point where a store handling ten brands sold 92% more than a store handling only one brand.

It was also demonstrated how sales of an entire product classification increases as the number of brands increases. Sales per \$1,000 of all-commodity volume in stores handling only brand of a given commodity are set at an index of 100 in each instance. With a few minor exceptions, stores stocking more brands secure added sales in all seven of the product classifications each time the number of brands stocked is increased.

Considering just the end point, sales in stores stocking seven brands are from 48% to 375% greater per \$1,000 of all-commodity business than in stores stocking only one brand. And this study applies to major advertised brands only.

Major advertised brands accounted for 74.5% of the business in the 41 commodity groups surveyed by the Nielsen Food Index in 1950. This had advanced to 75.1% in 1953 and further to 75.9% for

the year ending August 1, 1955. In other words, sales of the major advertised brands have more than kept pace with the marked expansion of the market for these commodities.

Major advertised brands also account for more than 90% of the market in ten of the commodity groups covered and more than 50% of the market in almost three-quarters of the 41 product classifications.

One of the prime factors in the success of major advertised brands has, of course, been that of fast turnover. During 1955, the average turnover of major advertised brands was 8.05 turns per year—61% greater than the 4.9 turns per year characteristic of the minor brands. The 1955 figure compares with +54% for 1950 and only +33% for 1942.

Changes in market position are constantly occurring among brands under the impetus of new products, changes in price, advertising, consumer promotions, competitive action, and so on, but it is believed that the most enduring and satisfactory results are obtained by brands which follow the following formula:

Improved quality + better packaging + sales force + adequate advertising = a 120% sales increase.

Low Cost Wholesaling —

(Continued from page 20)

distributors to hold "out-of-stock" condition to the minimum?

This "out-of-stock" condition bothers this low-cost wholesaler today far more than it ever did 10 years ago. Today, his whole program is based on concentrated volume with definite retail outlets. They are looking to him more and more for their entire requirements. This was not true years ago. In past years, if such a wholesaler was out of an item, the retailers would buy it elsewhere. Today, the definite trend is that if the retailer's wholesaler is out of an item, so is the retailer. He is fast learning that he cannot afford the time and expense of additional shopping to cover "outs."

We realize that you have problems which we, as wholesalers, must consider and work with. We assure you that we are anxious to carry our share of responsibility.

To summarize, the low-cost wholesaler is meeting "The Challenge of Prosperity" by:

- (1) Providing low distribution cost so that independent, affiliated retailers are competitive.
- (2) By providing essential services to such retailers not only with dry groceries, but also with non-food items, produce, meats, dairy, frozen foods and other lines.
- (3) By assisting retailers to continue to grow by reason of the services made available to them including the securing and the development of modern facilities in modern locations for maximum volume.

This low-cost wholesaler today favors nationally advertised brands when they provide fast turnover with profit opportunity. He welcomes specialty men when they work in harmony with his program, not in opposition to it. He believes with you that this food business is a dynamic business calling for new items and strong promotions. He asks that new products and promotions be cleared with him in the same manner as they are cleared with chain store warehouses.

There is a tremendous growth opportunity in the affiliated, independent, wholesale-retail food field. Manufacturer-wholesaler teamwork will continue to be a vital factor in this progress.

Retail Space Crisis —

(Continued from page 21)

packaging is viewed as a significant factor in giving a product a distinctive personality that will register over competitors.

These ideas on how marketing should be conducted filter into training of sales departments and broker organizations. One manufacturer is currently preparing slide film presentations of do's and don'ts culled from top chain merchandisers' criticisms of salesmen. Others plan recruiting from higher educational levels than in the past and will intensify training systems.

There are variations of opinion on the factors discussed, but there is almost universal agreement that selling groceries in 1956 will be no easier than it was in the past year.

Self Criticism —

(Continued from page 12)

ment, present and future, shall measure up to the extraordinary demands that will be made of it.

"Lastly, that American labor and American industry agree to work together to common ends."

Mr. Jewell congratulated GMA members on matching and in some ways surpassing the economy's record of growth of the past ten years.

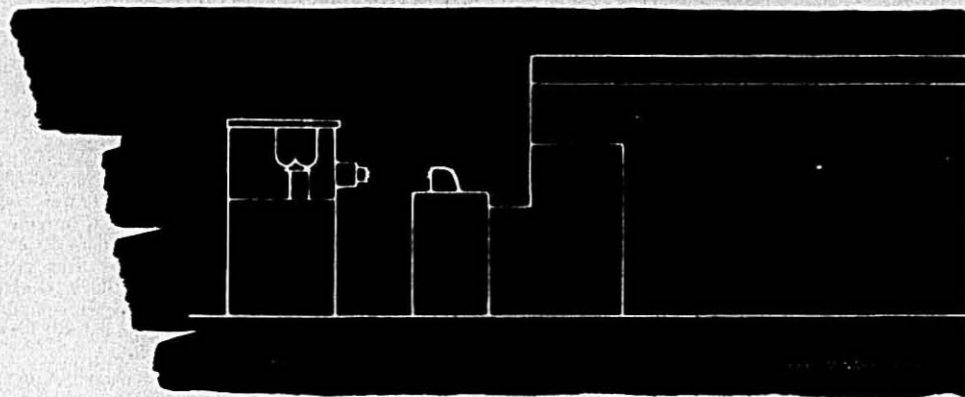
"The amazing ten-year revolution you and your associates have achieved in food distribution and marketing belongs right beside other outstanding postwar developments. People today are eating better and with more selectivity than ever before. And nowhere do they spend a smaller percentage of their income on food," he said.

Mr. Jewell stated that in his opinion the Society Institute recently formed to analyze capitalism might begin its studies right at that point.

MERCHANDISERS MEMO

Customers who are hard to get are usually easy to keep, provided you do your part.

**NEW DEMACO DRYING TECHNIQUES
SAVE COSTLY PROCESS TIME!**

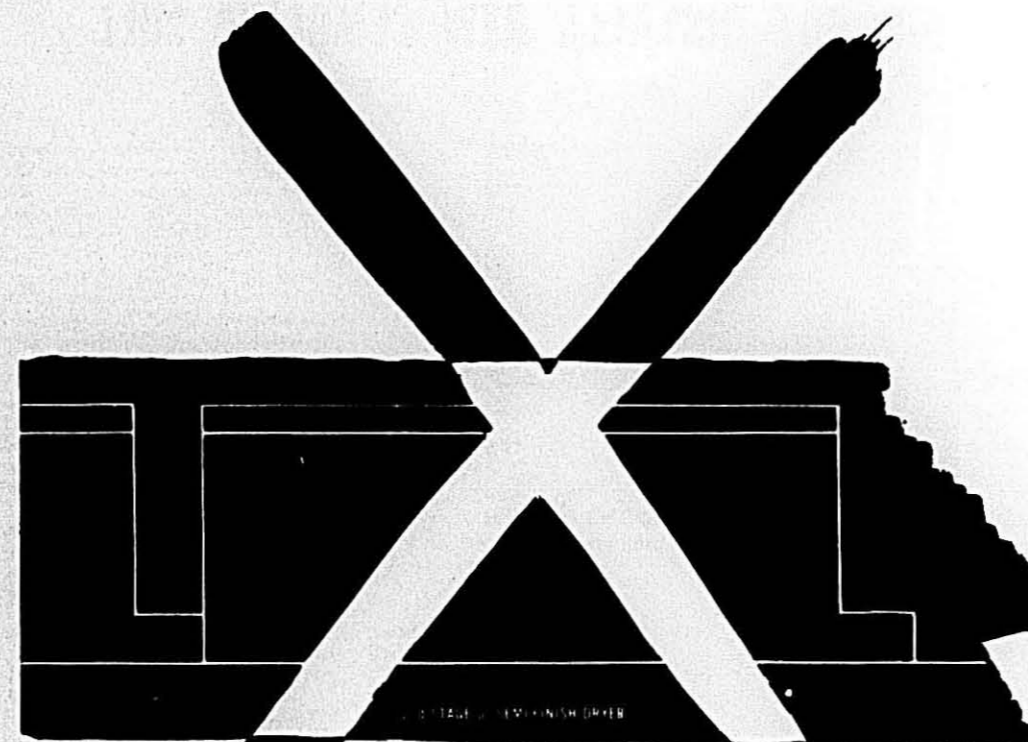


6 WAY ADVANTAGES

for LONG GOODS DRYING...

MANUFACTURERS OF
MACARONI EQUIPMENT
FOR OVER 40 YEARS!

DEMACO
DEFRANCISCI MACHINE
CORPORATION



1. Elimination of costly 2nd Stage or Semi-Finish Dryer.
2. Conversion of your existing preliminary dryer to modern DeMaco "Dual" type dryer, incorporating all the 2nd Stage "Tempering" features.
3. Saves labor and floor space. All that is required to dry 24 hour output of one spreader press is one converted DeMaco "Dual" type dryer, plus three DeMaco fully controlled finish rooms.
4. New DeMaco fully controlled finish drying rooms make drying independent of weather conditions.
5. Meets all rigid sanitary requirements.
6. Guaranteed drying.

46-45 METROPOLITAN AVE. • Phone Evergreen 6-9880-1-2 • BROOKLYN 37, N. Y.

DOUGHBOY INSTALLS NEW SEMOLINA MILL



RAY WENTZEL OF DOUGHBOY INDUSTRIES

DOUGHBOY Industries is writing a new chapter of American milling history in western Wisconsin in 1956 and the dramatic, inspiring story is unfolding on the same site where the company got its start just 100 years ago.

The nationally known company has modernized its famed flour mill and installed new equipment for milling semolina and durum wheat flour, and the start of this operation heralds the observance of the firm's Centennial year.

It's an event which will make history on many fronts.

It means an expansion of Doughboy's far-reaching, national program of production and sales in a field keyed to activities and plans of the nation's manufacturers of macaroni, spaghetti and noodles, and it gives the industry a new, dependable source of semolina.

The nerve center of the new operation is the Doughboy mill at New Richmond, and the project represents many months of planning, special studies, research and the acquisition of the finest milling equipment available for such a modernization program.

The new equipment was designed, engineered and manufactured in Switzerland and the task of installing the units is in charge of a special group made up of Doughboy representatives and Alfred Horst, an expert from Europe.

The units came from Buhler Brothers and they replace practically all of the equipment and machinery which had been used in the mill in recent years. A few pieces of equipment were kept and modernized for the new operation.

The setup gives Doughboy one of the finest, most efficient mills of this kind in the nation and there are many features not found in other mills. There are, for

example, new types of conveyors — faster, self cleaning, time saving and more efficient.

There are also new types of sifters, purifiers, filters, metal spouting, wheat washing equipment, and other units designed to turn out the world's finest semolina and durum wheat flour from grains harvested in the nation's best wheat fields.

The structure being used for this operation was erected in 1917 after an old wooden building was destroyed by fire. For many years the mill turned out flour for the bakery trade and home use and the switch to durum flour came in the forties.

The present Doughboy organization is the outgrowth of a business enterprise which started on that same site back in 1856 when a saw mill was opened to provide lumber for homes of pioneer settlers. Soon a grist mill operation was added to provide flour for early families.

Over the years the operation was keyed to meet the needs of families in the area, and the fame of Doughboy flour spread to the surrounding country, and the name became well known in many of the early day communities.

The old flour mill was considered a "show place" during those early days and many people came to see the operation carried on at the edge of the picturesque mill pond formed by the winding Willow River which flows through St. Croix county and the town.

Between 1917 and the late twenties, the mill was hailed as a "model plant" and many milling experts came from all over the United States, and from foreign countries, to study the operation and check on the efficient milling procedures and this continued into the thirties and forties.

The spirit of those early years is still

reflected by the veteran millers on Doughboy's staff and they are enthusiastic over the new program which enables the firm to add semolina, durum wheat flour and the company's name to the latest in a famous line of products.

Doughboy is today famed for the diversification of its products — formula farm feeds, inflatable plastic toys and pools, heat seal machines and packaging equipment and printing material and facilities for publishing of all kinds.

All of this came about because the company's men have had limitless spirit and courage and the vision, determination and ability to plan in advance and go forward at the right time. The milling operation is the big project for 1956.

Behind this operation is E. J. Cashman, president of Doughboy Industries, a dynamic leader, who is close to his business, and Ray Wentzel, vice president of the milling division, and a veteran in the milling business, although he is young in years of age.

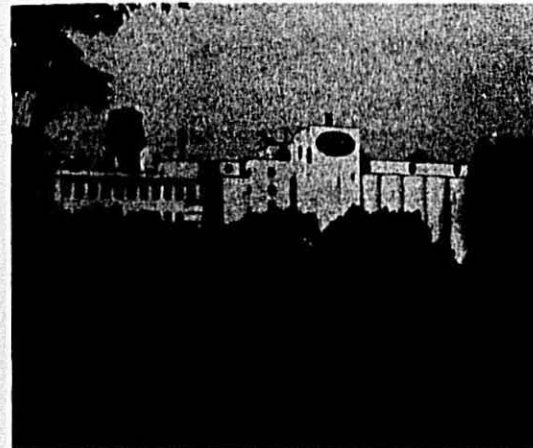
Wentzel is enthusiastic over the operation and prospects for the months ahead.

"This modernization program and our new equipment," he explains, "gives Doughboy one of the most efficient mills of its kind in the nation. The program has increased the flexibility of our entire operation."

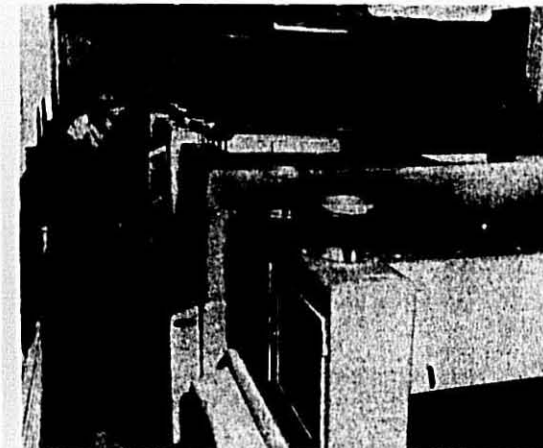
Doughboy's grain division maintains memberships in the Minneapolis Grain Exchange, the world's largest cash grain market, and durum wheat for the new operation will be bought by that office and the grain shipped to the mill in New Richmond.



INSTALL "SILK STOCKINGS" — Earl Marsh, Doughboy miller, and Alfred Horst, Swiss engineer, right, install "silk stockings" in Doughboy's new Swiss-manufactured dust filters on the fifth floor of the New Richmond, Wis., mill.



BY THE OLD MILL STREAM — The five story building shown at the left is the mill at which Doughboy Industries will turn out semolina, durum wheat flour and granulars with new equipment just installed. At the right is the company's famed formula farm feeds plant and in the foreground is the mill pond, one of the landmarks in New Richmond, Wisconsin, home of the nationally famous company.



NEW PURIFIERS — Alfred Horst, Swiss engineer of the Buhler Bros. company, left, and Ray Wentzel, vice president of Doughboy's Milling Division, are shown during the installation of Doughboy's new purifiers on the third floor of the mill.

The mill is staffed by some of the best talent in the land and a few of the old timers have been around the present mill ever since it was constructed. These men take great pride in the new units and plans for the future.

Their enthusiasm is reflected in their work and as they and the special crews worked through the fall on the installation of the new equipment and machinery they talked of the old days and compared the present with the past.

Some of them still recall the days when horse-drawn wagons hauled the grain to the old mill and then delivered the famed Doughboy flour in the same rigs. Today the company has fast delivery service with a fleet of modern trucks and railroad sidings run right into the plant.

Oddly enough, the old dam over which water poured to provide power for the original mills, is still at the site, although

it has not been in use for many years. And down in the basement of the present plant there are still traces of the old water wheel and other gear.

But on each of the building's five floors there stands the new equipment from Switzerland and as the late afternoon sun shines through the windows and glistens on the units, it's easy to see that the Doughboy staff of millers and others are mighty proud of this new setup.

"Pretty wonderful," one of the old-timers said. "We should go places with this new setup and make a little history while doing it, too."

It's easy to go along with that prediction.

Everybody does because he knows the way Doughboy does things now . . . knows how the firm has worked and accomplished things in the past.

From the day the contract was first

signed for the equipment, until the first unit arrived from Switzerland, there has been a wonderful spirit of excitement and anticipation on the part of all concerned.

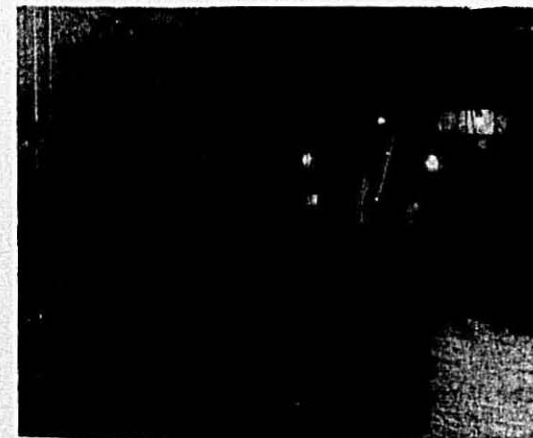
The men talked of that first sack of semolina just like miners would discuss a small bag of gold dust and to the Doughboy millers it's just as important in their lives as the gold was to the prospectors of the old days.

That first sack of semolina means a new era.

It means new progress for Doughboy. And it's good news for the industry.

That's the reason it's easy to find all kinds of people anxious to go along with the prediction that Doughboy "is going places in 1956" with this new operation.

For this is the year the company celebrates its 100th birthday and they feel the best present they can get is another chapter of milling history.



DUST FILTERS — The entire new Buhler process milling system at the mill of Doughboy Industries, Inc. is connected with this floor of dust filters, operated by means of special Axivane fans. Earl Marsh, Doughboy miller, above, inserts one of the removable doors.



READY FOR THE SAUCE — Joe Piazza, manager of the Di Napoli, famed Italian restaurant in Minneapolis, left, and his chef, Pete Zurbey, are looking forward to serving spaghetti made from some of the first semolina to come out of the Doughboy Industries mill.

NOW!

Doughboy Offers No. 1 Semolinas, Granulars, Durum Patent Flours



SWISS PRECISION EQUIPMENT — Vice President Ray Wentzel, Doughboy Milling Division, and Albert Horst, Swiss engineer, check over Doughboy's new Buhler purifiers.

• Completely New Milling System Now in Operation

Now — for the first time — Doughboy offers manufacturer. Number 1 Semolinas and Granulars, in addition to its line of quality durum patent flours.

Yes, Doughboy, century-old veteran of the milling industry, has completely converted its mills from top to bottom. A brand new, modern Buhler process milling system is now humming to give you the finest quality flours it is possible to produce.

Doughboy selects only the finest carloads of number-one hard amber durum wheat, laboratory checks every shipment, puts it in the hands of experienced millers using the most up-to-date milling equipment, and backs it up with a reputation for quality that has been built up for 100 years!

It all adds up to just the right color, granulation and uniform quality you need to give your products that important sales appeal and taste perfection!

Celebrating
A Century of
Milling Service

1856 - 1956

Doughboy

DOUGHBOY INDUSTRIES, INC.
New Richmond, Wisconsin

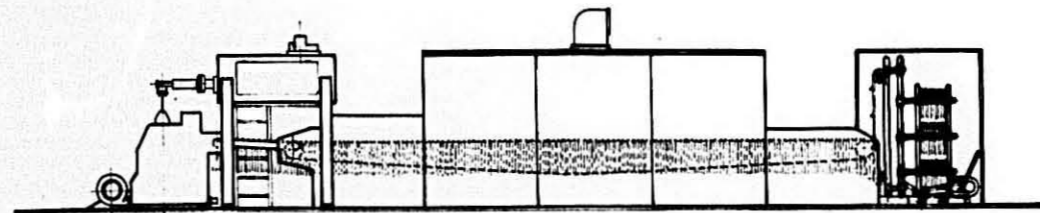


Figure 1. Preliminary drying tunnel with automatic truck loader.

SEMI-AUTOMATIC DRYING OF LONG GOODS

By Dott. Ingg. M. G. Braibanti & Co.
Milan, Italy

Automation in the macaroni industry has been brought about by the necessity of improving the quality of macaroni products as well as reducing production costs in the employment of labor.

A substantial reduction in labor costs is obviously brought about by adapting continuous automatic production lines which should be in operation 24 hours a day five or six days per week. However, not every macaroni plant finds it feasible to install such continuous production lines. Some prefer their intermittent schedule which provides an easier and more direct supervision by management. In other plants the output is less than the minimum required to justify economically the capital outlay required for such installations. Other problems involve the great quantity of different shapes, the location and available space for such equipment.

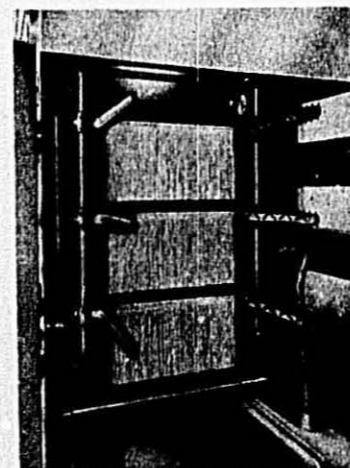


Figure 2. Loading Device

In such cases, a considerable reduction in labor costs in the production of long goods can be obtained by scheduling working days of eight or sixteen hours.

Equipment would consist of automatic press and spreader, preliminary drying tunnels and cabinet dryers. By mechanizing the loading and discharging of the trucks, the operator can push the loaded trucks from the preliminary dryer to the cabinet or stationary dryers, and from there with the finished goods to storage bins.

In order to effect this operation, a machine has been devised for installation at the discharge end of the preliminary drying tunnels which automatically places the sticks as they come out of the tunnel on to the various racks of the truck (fig. 1). As soon as the truck is loaded, a bell rings signifying that the truck is now ready to be transported to the corresponding dryer. In order to assure the perfect operation of this device, the use of aluminum sticks is strongly advised.

This loading device is enclosed in a cabin, equipped with doors (fig. 2) which are opened each time by the person transporting the truck. By closing the discharge end of the preliminary dryer through the installation of this cabin, there is an exact amount of air exchange which circulates through the machine's humid air ejector. In addition, this closure prevents a dangerous return of the air through the ends of the tunnel which could damage the product, particularly the ends of the strands, while being processed. The period of rest in the warm, humid air of the cabin insures a successful "sweating" of the macaroni which gives it a bright and translucent color.

As its name implies, the "incartamento" (pre-drying) causes a superficial hardening of the strand by strong evaporation in order to prevent the formation of mold or acidity. At the conclusion of the preliminary drying process, the moisture content is no longer uniform and it is necessary to suspend any further evaporation for two reasons: (1) to prevent an excessive contraction of the exterior layers which would in turn compress the inside layers. The inside layers contain more moisture and being more voluminous would cause a splitting of the product; (2) to permit the internal moisture

to reach the surface and thus restore the moisture balance which was distorted in the preliminary drying.

The rapidity of this "sweating process," or transferral of the internal moisture to the surface, is greater when the surrounding atmospheric conditions are warmer, and the equilibrium is also more quickly effected when the relative humidity of the air surrounding the macaroni product is higher. These two phases are properly accomplished in the equipment just described in which the discharge end of the preliminary drying tunnel is shut off by means of a closed cabin. The product goes through a complete "sweating" phase in this cabin which is kept at a high level of humidity, and at the same time the sticks are placed on the racks of the truck to be taken to the finishing dryer.

The truck is then automatically unloaded of the sticks of dried macaroni which are transferred to a machine which strips the macaroni strands from those sticks (fig. 3).

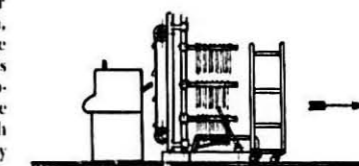


Figure 3. Automatic Stripper

The stripping machine (fig. 4) conveys the strands, after their heads have been aligned, to the appropriate cutting device, which removes the crooks and cuts the strands into two lengths. The strands are then taken either to two lateral hoppers or directly to the weighing and packing machines.

The advantages realized from these automatic installations can be summarized briefly as follows:

- (1) A considerable savings in labor necessary for spreading the product, preliminary drying, loading and unloading the trucks, stripping the sticks and cutting the macaroni products in the desired lengths.
- (2) The utilization of the existing sta-

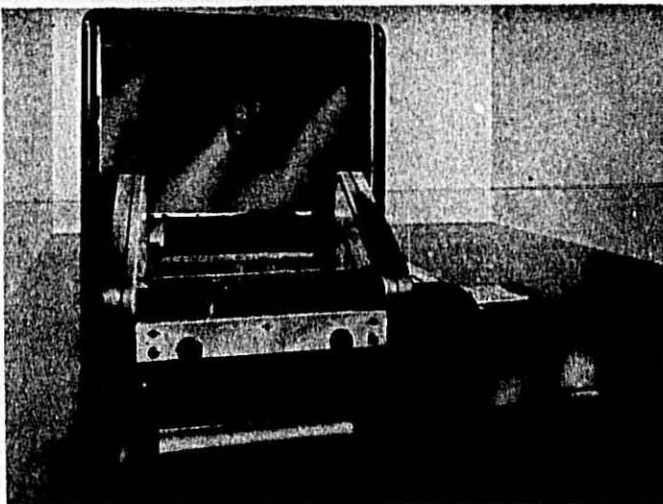


Figure 4. Automatic Cutting Machine

tionary dryers and trucks.

- (3) An improved preliminary drying process in suitable tunnels, resulting in an improvement of the natural color of the macaroni, and the ease of controlling the humidity and circulation of air in the preliminary dryer.
- (4) The quick amortization of the equipment realized by the savings effected in labor costs.

Avisco Opens Western Cellophane Warehouse

The first warehouse on the entire West Coast specifically designed for the storage and handling of cellophane has been opened by the Film Division, American Viscose Corporation, Philadelphia, producer of Avisco Cellophane.

According to J. W. Little, general sales manager of the Film Division, this opening is of considerable significance since it is the first time that facilities have been established on the West Coast to serve the fast growing packaging industry. More and more cellophane is being needed for marketing of produce, meat, baked goods and many other manufactured products, Mr. Little stated.

The new warehouse, which is located at 6333 East Corsair Street in the Vail Field Area of the Central Manufacturing District, has a floor area of 30,000 square feet, and is equipped with the latest in slitting and sheeting machinery. The building is completely insulated, air conditioned and humidified to keep cellophane in prime condition. This will enable the Film Division to ship freshly conditioned cut-to-size sheets and rolls promptly to customers throughout the Western territory, which covers Washington, Oregon, California, Arizona, Nevada and parts of Idaho.

The new building has a rail siding to enable it to receive direct shipments of

film from the division's plant in Fredericksburg, Va. Truck loading docks and the location of the warehouse — just off the Santa Ana Freeway — will facilitate prompt delivery to customers.

In addition, the warehouse is equipped with a complete physical testing laboratory, and will have, as part of its staff, a technical service representative, who will offer technical assistance to Avisco cellophane users throughout the area.

The Film Division's West Coast District Sales office, under the management of Matthew G. O'Connor, has been moved to the new building from its former location at 1127 Wilshire Boulevard. However, Mr. Little pointed out, the new operation will in no way affect the division's existing arrangement with Blake, Moffitt & Towne, San Francisco, who will continue as the only sales agent on the West Coast for Avisco film.

Kiefer Lauds F.T.C. Action

The Federal Trade Commission complaints filed against Food Fair Stores, Giant Food Shopping Center and 11 food manufacturers will serve to raise the standard of conduct in the industry, according to the National Association of Retail Grocers.

"We do not know whether the respondents in these cases are guilty of the charges made against them, and we make no prejudgment of the issues, but the fact that the cases were filed should have a deterrent effect in the industry and prevent price discriminations," Mrs. Marie Kiefer, Chicago, Ill., NARGUS secretary-manager, declared.

She continued: "Many people in the industry believe that for the past several years there has been a growing number of harmful price discriminations. This may be due to a general feeling that the F.T.C. either cannot or will not enforce the law.

The filing of the complaints in these cases will serve to counteract such impression by causing suppliers and retailers to be more cautious in giving and accepting advertising and promotional allowances."

According to Mrs. Kiefer, special anniversary sales have been a prime source of price discriminations for years. She said the Commission couldn't have picked a better place to re-establish general compliance with the Robinson-Patman and Federal Trade Commission Acts.

"The new Commission, under the chairmanship of Mr. Gwynne, should be congratulated by every supplier and retailer who believes in fair play," Mrs. Kiefer stated. "It has a very difficult task ahead of it to secure a greater respect for these laws. This must be done if competition is to prevail, for price advantages given on a discriminatory basis to favored retailers are destructive of competition. Equality of opportunity in the market for all is necessary to assure competitive prices. From this standpoint, the new enforcement effort by the Commission is good news for consumers."

Buitoni Sponsors Food Research Contest

The third annual Buitoni Food Research Awards Contest, sponsored by Buitoni Foods Corporation, is now open to undergraduate college students in the Metropolitan New York area. A \$500 United States savings bond will be first prize.

Awards in the contest — to which 45 colleges have been invited to submit entries — are given to students who arrive at the most original contributions to the advancement of the food field through projects they conduct themselves.

The contest was established to encourage interest in food and nutrition among American youth. So that all students may be eligible regardless of their major field of study, the scope has been broadened this year to take in all phases of food science — research problems in food technology, nutrition, chemistry, distribution and marketing of foods, and any other related subjects.

Why Advertise?

The late William Wrigley was riding with a friend in a crack express train from New York to Chicago. His companion was curious to know why the gum magnate continued to spend so much money on advertising.

"Your gum is known all over the world," he said. "Why don't you save the millions you are spending on advertising?"

Mr. Wrigley pondered a second and then asked, "How fast is this train going?" "About 60 miles an hour," replied the other.

"Then," asked Mr. Wrigley, "why doesn't the railway company remove the engine and let the train travel on its own momentum?"

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- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
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Western States
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RETROSPECTIONS

by
M. J.



35 Years Ago — January, 1921

A generation ago, the U. S. Macaroni Industry was in a worse fix than it is today, but probably for different reasons. A dozen manufacturers suggested solutions published in the January New Macaroni Journal. Remember these: George J. McGee, West Philadelphia Macaroni Co.; Peter Spira, Milwaukee Macaroni Co.; R. B. Brown, Briggs Cereal Products Co.; H. D. Rossi, Peter Rossi & Sons; John Mercurio, Mercurio Brothers Spaghetti Manufacturing Co.; Fred Becker, Sr., Pfaffmann Egg Noodle Co.; H. H. Beachly, Gooch Food Products Co.; John G. Elbs, Woodcock Macaroni Co.; Max Abramchick, San Antonio Macaroni Factory; J. A. Perkins, Warner Macaroni Co.; John L. Fortune, Fortune Products Co.

Alimentary Pastes Manufacturers Association meeting in Imperial Hotel, New York City, January 5, 1921, discusses Macaroni Tariff. Frank L. Zerega, president, and Edward Z. Vermyle, secretary, both of A. Zerega's Sons, Brooklyn, N. Y. Principal speaker: D. C. Roper, of U. S. Tariff Commission, Washington, D. C. Special Committee of Eastern Manufacturers appointed to attend joint hearings of the Tariff Commission and the Ways and Means Committee of House of Representatives when held.

25 Years Ago — January, 1931

U. S. Macaroni Industry enlarged. 377 factories in the U. S., according to 1929 Census of Macaroni Manufacture, as against 553 factories in 1927, an increase of 6.7%.

5,250 employees in the industry in 1929 as against only 4,557 in 1927, mostly of Italian origin.

Value of products manufactured in 1929 was \$47,931,408 as against \$44,279,544 in 1927. 1929 production was 505,069,608 of plain products and 49,831,155 of egg foods; total 554,900,763 pounds.

U. S. Department of Agriculture's Bulletin #142 (1910) compares food elements in Potatoes vs. Macaroni as follows:

Element	Macaroni	Potatoes
Water	10.5	62.6
Protein	13.4	1.8
Fat	9.0	1.0
Carbohydrates	74.1	14.7
Ash	1.3	8.0
Calories per pound	1645.0	295.0

Hal M. Ranck, newly appointed Field Secretary of N.M.M.A., conferred with M. J. Donna, secretary-treasurer of

N.M.M.A. at Braidwood, Illinois, headquarters before leaving on an extended trip to the East and South to meet and confer with manufacturers.

15 Years Ago — January, 1941

"ON TO CHICAGO!" was the Grocery Industry's cry where 50,000 food producers and distributors, including macaroni makers, will gather starting January 20, 1941 in the Stevens, Palmer House, Congress and Drake Hotels. The macaroni industry will gather in the Morrison Hotel, January 20, for its Mid-Year conference.

After several conferences with Federal Specifications Board, announcement was made of several changes in Federal Specifications of Macaroni, Spaghetti and Egg Noodles, types and grades.

A new automatic macaroni press shipped from Zurich, Switzerland, on October 3 and intended for installation in the Quality Macaroni Co. plant, St. Paul, Minn., finally reached New York on December 14. The ship carrying it sailed through mine fields and risked meeting dive bombers and U boats during the Atlantic crossing in war year.

C. F. Mueller Co., Jersey City, N. J., was awarded the highest possible award for quality products at the Panama-Pacific International Exposition.

5 Years Ago — January, 1951

"Easy 3-Some" recipes presented in color for quick one-dish Lenten meals by General Mills.

A Salute to Detroit was given in The Macaroni Journal, with illustrations of modern equipment in the city's two plants, Viviano Macaroni Manufacturing Co. and Schmidt Noodle Co.

A Durum Industry meeting at Lakota, N. Dak., Dec. 5, 1950, brought together leading durum wheat growers, elevator men, semolina millers and macaroni manufacturers seeking solution of conditions adversely affecting their raw materials supply.

Ravarino & Freschi, Inc., St. Louis, Mo., sponsored a football party of 42 of its regular customers who attended the Indiana-Notre Dame football game at Bloomington, Indiana, which Indiana won.

Pictured are the employees and executives of the I. J. Grass Noodle Co. at its Christmas party.

Buhler Brothers, Inc., move to its new modern plant at 2121 State Highway No. 4, Fort Lee, N. J.

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Display Advertising Rates on Application
Want Ads75 Cents per Line

WANTED — Triangle machine for noodle packaging. Write: Macaroni Journal, Box 129, Palatine, Illinois.

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Pictured is the new 7-ounce carton for Shell Macaroni recently introduced by Skinner Manufacturing Company, Omaha. Previously, the Skinner line had carried the product in cellophane packages only. Lloyd Skinner, company president, said a demand has developed in the trade for Shell Macaroni in a wax wrap. Skinner packages 6 other macaroni products in the wax-wrapped cartons. These have proved a boon in southern states in preventing infestation.

Why you should make

ENRICHMENT

a vital part
of your sales story

Enriched macaroni, spaghetti and noodle products are deluxe grain foods, members of a select nutritional family. Not all cereal products are enriched. Those which are have a positive advantage in the market place because more homemakers buy products which meet the high nutritional values recommended by doctors and dietary experts. The Food & Drug Administration of the U.S. Department of Health, Education and Welfare has established standards for all enriched macaroni products. Your products, enriched with vitamins and iron, qualify.

Make the most of enrichment! Make it work hard for you. The extra value of enrichment puts your foods in a much better competitive position and helps to keep them out in front.

Here are some ideas to help you get the greatest benefit from enrichment.

- Show your retail customers, in big, bold type on your packages that your foods are enriched.
- Use a phrase like this to tell homemakers quickly and simply the advantages of enrichment:

Enriched with vitamins B₁, B₂, Niacin and Iron for better nutrition

- Feature the enrichment story in all of your advertising: newspaper, magazine, radio, television, car card, store poster, displays. Don't overlook your newspaper mats for cooperative advertising.
- Have your sales force talk enrichment on all calls. Your men can get the full story from the new Roche Enriched Macaroni Brochure.

By producing and distributing the Roche Enriched Macaroni Brochure and Versatility Chart to important buyers and those who influence buying, Roche is doing a big job to help the sales of your enriched foods. Cash in on this effort by featuring enrichment and its benefits in all of your sales promotion.

ROCHE vitamins for enrichment

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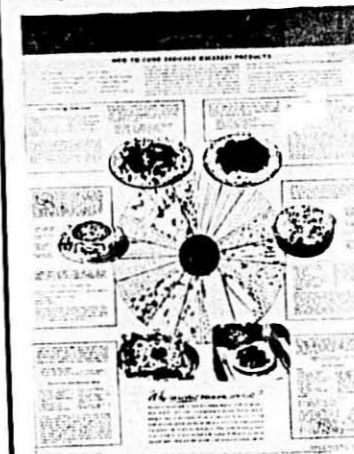
Pacific Coast distributor: L. H. BUTCHER COMPANY • San Francisco • Los Angeles • Seattle
Portland • Salt Lake City
In Canada: Hoffmann-La Roche Ltd., 286 St. Paul Street, West Montreal, Quebec

ROCHE BROCHURE AND VERSATILITY CHART

Now ready for you in quantity



The Rossetti Lithograph Corporation of North Bergen, N. J. and San Francisco, Calif., in cooperation with Hoffmann-La Roche Inc., now makes it possible for you to purchase four different plans built around the Roche Enriched Macaroni Brochure and Versatility Chart at mass-production prices. See the Rossetti advertisement on the inside front cover of this issue for full details. Plan now to make this material a vital part of your own sales-building plan.



ADVERTISING AGENCY EXECUTIVES

You will find many ideas for entire sales campaigns and publicity articles for your macaroni client in the Roche Enriched Macaroni Brochure and Versatility Chart. Study this material well; it's a mine of valuable information. If you have not yet received your personal copy, write to the Vitamin Division.

MORE HELP FOR YOU

Reprints of the famous Science Writer article, "The Vital Story of Macaroni Enrichment" are available to you on request—without charge. You will find this most helpful in mailings and for distribution by your salesmen. If large quantities are needed—for distribution to consumers, for example—we shall be happy to discuss arrangements with you. Ask your Roche salesman or write the Vitamin Division.





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You get better durum products from General Mills



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P. M. Spalding
Durum Sales
Eastern



M. B. Maclellan
Durum Sales
Western

Durum Sales Family of General Mills has but one aim—to help you manufacture macaroni products that are full strength, perfect color, and made to dry and cook properly.

Smiling Lynn Burke knows a lot about grocery-shoppers—what they buy . . . and why. He's sold food products for over 28 years!

As Lynn explains to John Costa, above, of the Costa Macaroni Manufacturing Co., Los Angeles, that experience can be useful in many ways. Merchandising your macaroni products, for example. Packaging. Advertising. Ask him next time he calls on you!

And when it comes to production, you can always count on Lynn's help. He has the entire General Mills Durum Family behind him—to help you with technical difficulties . . . with manufacturing . . . processing . . . or anything

else you may want. That includes the best Durum Products possible . . . to help you make *and sell* the finest macaroni products.

DURUM SALES General Mills Minneapolis

