

**THE  
MACARONI  
JOURNAL**

**Volume 38  
No. 12**

**April, 1957**

# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



APRIL, 1957



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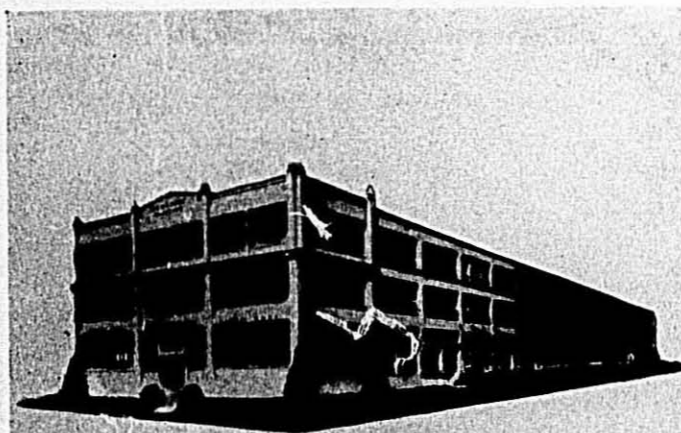
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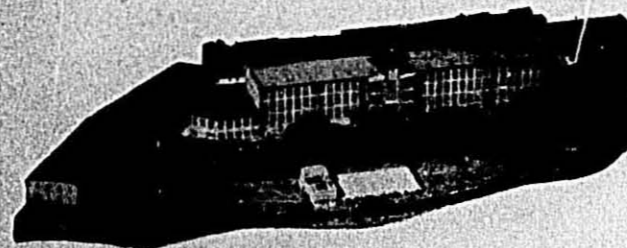
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Rossotti has fulfilled the requirements of its customers for over 59 years with a full measure of responsibility to deliver its very best in quality and service.

Rossotti today comprises a National Packaging Service — four modern manufacturing units and three holding companies, completely integrated to insure the continued confidence of those we serve. More than ever before, we are able to provide adequate services and facilities to meet the packaging needs of our customers under emergency conditions.

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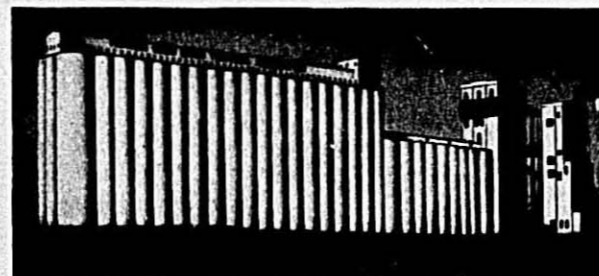
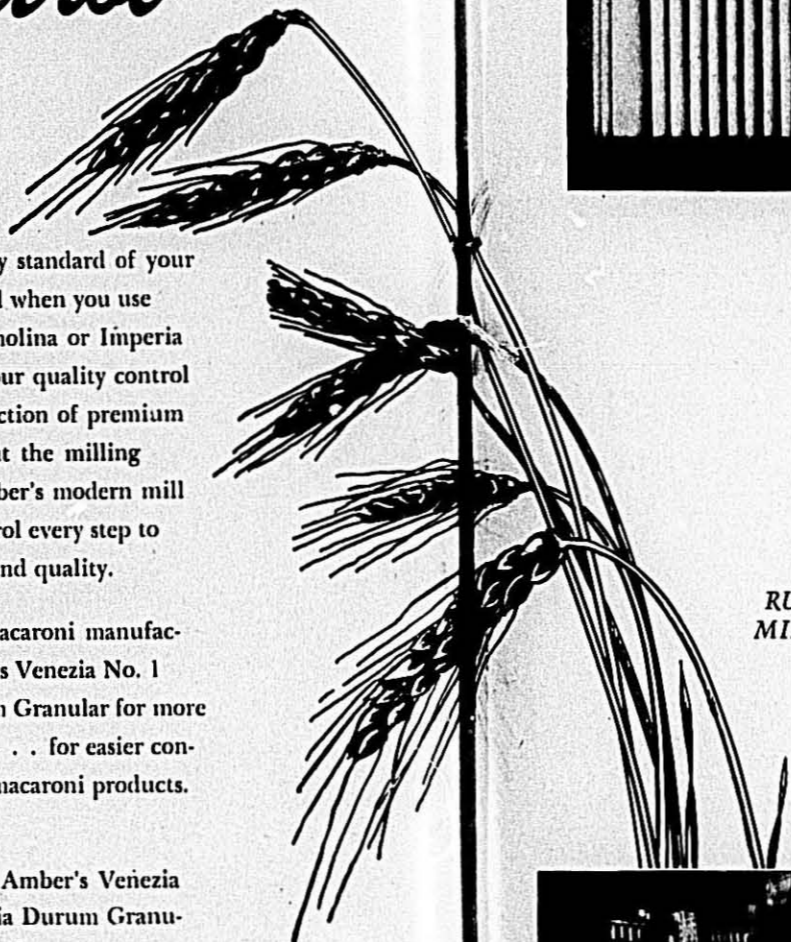
*Rossotti*  
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# Quality Control

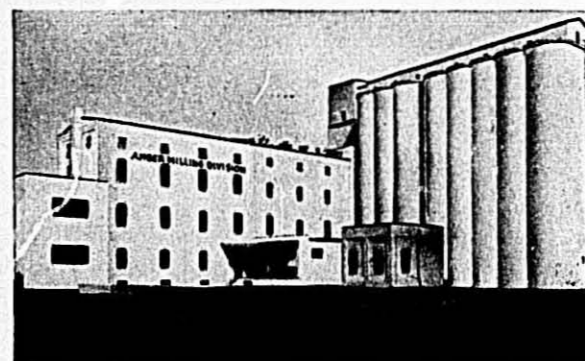
Easier control of the quality standard of your macaroni products is assured when you use Amber's Venezia No. 1 Semolina or Imperia Durum Granular. Then your quality control begins with the careful selection of premium Durum wheat. Throughout the milling process, skilled men in Amber's modern mill and laboratory further control every step to insure uniformity of color and quality.

More and more, leading macaroni manufacturers depend upon Amber's Venezia No. 1 Semolina or Imperia Durum Granular for more uniform color and quality . . . for easier control of the quality of their macaroni products.

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# The MACARONI JOURNAL

April, 1957  
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## You'll Find:

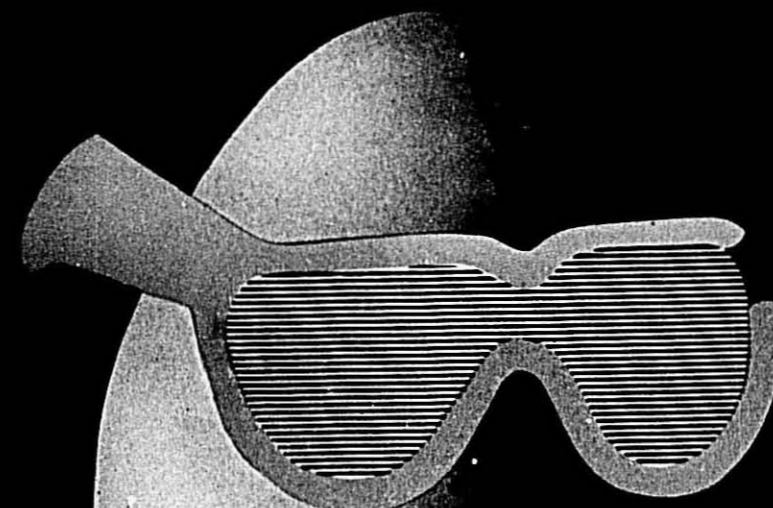
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## Cover Photo

Al, Irving and Sidney Grass look over sales and advertising plans to keep "The Plant that Noodles Built" progressing. See page 10.

Macaroni Journal photo

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



**YOU  
DON'T NEED  
DARK  
GLASSES**

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

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

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

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

Convenient packing - special moisture proof level top drums

175 lbs. net



## Salute to Salesmen

ON this occasion of issuing the 156th number of the Macaroni Journal the staff sends a Salute to Salesmen. We agree with Phil Kappes, star salesman of Milprint, Inc. (see page 16) "that everyone is or can be a salesman. In business, professional life, and even everyday society, each of us subconsciously sells one's self or our services."

### New Salesman's Status

The old caricature of a salesman as a leechy, not quite dependable character needs re-drawing, according to Paul S. Willis, President of the Grocery Manufacturers of America. "In the food industry, particularly, that type of salesman has always been the rare exception. The typical food and grocery salesman is a creative, sincere, and hard-working businessman," Mr. Willis said. He called attention to the observance of National Salesman's Week as another evidence of the growing stature of the calling.

"The growth of self-service retailing has put 'clerk' selling in the grocery store more or less behind the scenes. But in the trade the role of the salesman is larger and more important than ever. Manufacturer's salesmen perform many invaluable merchandising services for distributors, and there has been a steady engagement in their required knowledge and skills. Recently, for instance, we asked some of our GMA member companies to list their salesman's present in-store duties. From these responses we compiled a list of 17 key responsibilities, which broke

down into hundreds of different activities. Salesmen for modern wholesalers, too, are playing a growingly useful role in helping to move groceries to consumers.

"Self-service retailing has helped us to realize that a salesman, in the broader meaning of the word, need not necessarily meet his prospect face-to-face, or act as an order-taker," Mr. Willis observed. "Salesmanship is the ability to persuade people to buy and under this definition, many modern self-service grocers would belong among the nation's most successful salesmen. The same may be said of people in advertising, promotion, packaging, and many other related fields, who contribute their talents to the end that purchases are made.

"Had it not been for the exceptional abilities of sales people all along the life



Paul S. Willis (left), President of the Grocery Manufacturers of America, receives "Grocery Man of the Year" Award from Bert Diener, President of the Grocery Manufacturers' Representatives of New York.



Lloyd E. Skinner, hard hitting president of National Macaroni Manufacturers Association, is a salesman.

line of America," Mr. Willis continued. "consumers probably never would have spent the more than \$70 billion they did spend on food last year. And they might not have known of the many wonderful new and improved food and grocery products provided by manufacturers and sold by retailers for their better living."

### Journal 38 Years Old

In this Anniversary issue you will read about people and companies who are making their contribution to a growing and progressing macaroni manufacturing industry.

### Members Listed

There is a listing of firms who have banded together in a trade association and a promotional organization to elevate the industry and to gain greater consumer acceptance for the industry's products (see pages 12 and 13).

### Buyers Guide

There is another listing of suppliers of goods and services who help the industry's organizations by advertising in this Journal and/or by belonging to the National Macaroni Manufacturers Association as Associate Members. A Buyers Guide appears on pages 57 and 58.

Another salute to M. J. Donna, editor from 1919 to 1953. Although he was christened Modesto, we are sure the "M. J." stands for "Macaroni Journal." As longtime Secretary of the National Macaroni Manufacturers Association and editor of its official publication, M. J. stands high in the ranks of salesmen for macaroni, spaghetti, egg noodles, and allied products. See his "Retrospections" on page 70.

Silence may be golden but it's the brass salesman whose silver tongue rings the bell.



Master Salesmen — Presentation of annual "Sales Achievement" plaques for 1956 highlighted the 1957 sales conference held by The Goodyear Tire & Rubber Company's Packaging Films department. In the photo, L. C. Parker (center), Atlanta, Ga., is congratulated by E. H. Dours, manager, Packaging Films sales, for earning district manager laurels for the third consecutive year. Looking on, left to right, are: J. D. Long, manager, Eastern Region, Films & Flooring Division; W. F. Wilson, Packaging Films representative, Philadelphia, who was named "Sales Rookie Of The Year," and J. S. Bruskin, general manager, Films & Flooring Division, who made sales presentations.



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

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

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



# Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA



6027 South Wentworth

CHICAGO'S south side, more than forty years ago, had pleasant, small-town ways. The streets were shaded and quiet and the people were neighborly. Joe and Sophie Grass owned a little delicatessen in one of the communities and did a thriving business among their many friends. "Twas said that no woman in the entire neighborhood could equal Mrs. Grass when it came to special knacks with good things to eat. Scarcely an evening passed without the long rows of pans being scraped of every delicious morsel long before time to lock up for the night.

Now Joe Grass, like many husbands, had a favorite among all of Mrs. Grass's recipes—egg noodles. Sophie had learned how to make them from her mother, watching the kneading and blending and cutting carefully while standing on a chair to see the doughboard. She learned well, for neighbors who tasted her egg noodles begged her to add them to her delicatessen foods. Joe Grass agreed because, try as they did, none of the housewives could make them quite as well. So it happened, that bright and early every Saturday morning the counters were heaped with golden batches of noodles for the women to take home for their weekend chicken soup.

#### Secret of Success

Sometimes, a neighbor would ask, "Sophie, what makes your noodles so delicious?" Mrs. Grass would smile and tell her that the secret was lots and lots of good, fresh eggs. Well, anyone can buy good, fresh eggs, so that wasn't all of the secret. Truth was, Mrs. Grass had a special touch that turned out egg noodles so light and tender and rich that they melted in folks' mouths.

Eventually, word got around and people in other neighborhoods heard of Mrs. Grass's Egg Noodles. Soon it was said that Mrs. Grass was becoming famous. And indeed she was, because all of a sudden the Grasses had more orders than noodles. It was then that Mr. Grass suggested that they give up the delicatessen business and specialize in Mrs. Grass's egg noodles.

As the new enterprise flourished, people began to request delivery service. The Grass's two small boys, Sidney and Irving, said, "We can help, Mama," and produced their bicycles as proof. On that day, a successful family business was born that was destined to grow until only a big, modern plant and special machinery could handle the output.

## The Plant that Noodles Built

A family firm develops a "soup" operation

While the boys were still pedalling about with their baskets of Mrs. Grass's egg noodles, old neighbors kept dropping in for hints on how to make the marvelous soups that used to simmer so fragrantly on the back of Mrs. Grass's stove. I wish I could make soup for all my friends, she used to say to her many callers. But it wasn't until years later when experiments with food dehydration resulted in methods of preparing foods that not only hot water to restore the fresh taste of garden-grown vegetables that her wish was finally



A. IRVING GRASS  
present president

granted. At last, Mrs. Grass could put her famous soups on the tables of people everywhere just as fast as they could boil water.

Mrs. Grass packaged her new dried ingredients, seasonings, and her famous egg noodles together in portions that made four to six big servings of soup. Daily she would sample the finished soup to be sure that it maintained the flavor and tang of her old style broth. Her vegetable noodle soup was filled with the sun-ripened goodness of plump tomatoes and other garden favorites. But Mrs. Grass believed that she could achieve even greater success with a chicken noodle soup and so worked to develop a soup that would taste just like the home-made kind that took hours and hours of slow cooking.

It was then that Mrs. Grass proved once and for all that cooking is a creative art. She devised a golden nugget filled with concentrated chicken-y richness and tucked it into the Chicken-y Noodle Soup package. When this bursts in boiling water, it releases the wondrous flavors that made Mrs. Grass's cooking the talk of the neighborhood forty years ago. And her thinnest

noodles—meltingly tender and golden—give her soups the same home-style heartiness that brought fame to the little delicatessen on Chicago's south side.

This is the story of I. J. Grass Noodle Company of Chicago, told to consumers in a folder prepared by the advertising agency, Arthur Meyerhoff and Company, in cooperation with their client.

The story of The Grass Noodle Company is typical of the family-owned and managed companies in the macaroni and noodle industry in the United States.

#### Sons Manage Business

Today the company is run by the two sons of Joe and Sophie Grass. Irving, the elder, is president of the National Soup Mix Association and has been a long-time director on the board of the National Macaroni Manufacturers Association. Sidney has been active in the National Macaroni Manufacturers Association as a member of the Traffic Committee. His liaison work with the Central Shippers' Council during the period of the arbitrary 1 1/4c surcharge case was notable.

Both boys call on accounts and maintain contacts in the trade although if there is an inside man, it would be Sidney and if there is an outside man, it would be Irving.

Mrs. Grass' Soup Mixes are distributed from coast to coast through a system of 15 brokers and more than 200 wagon distributors.

Mrs. Grass's Noodles are distributed primarily in the Chicago area, although their markets go as far as Florida and Texas.

A member of the third generation, Donald Grass, works on advertising and selling matters out of the Chicago office.

Uncle Al Grass is the Chicago area sales manager heading up a crew of representatives who call on the trade, and merchandisers who keep stock in shape in chains and supermarkets for both customer and consumer good will.

#### Sales Are Up

In a recent issue of the National Food Distributors Journal Irving Grass said: "For the fourth straight year we are happy to say we have had a sales increase. Our long range program calls for continued product improvement and even more aggressive promotion. We have had unusual support from you for our promotions in the 1956-1957 season for which we are grateful. Mrs. Grass's advertising program is growing, our promotions are more frequent and the streamlining of our package plus special premium offers has been helping to stimulate sales for Mrs. Grass's products."

*Reduce Selling Costs*  
by Increased Demand  
*Reduce Production Costs*  
by Increased Volume  
*Reduce Distribution Costs*  
by Increased Unit Sales

*Let Us Help You!*

Give Your Noodles the  
Necessary Color, Eye  
and Appetite Appeal for  
Successful Merchandising!

USE OUR RICH NATURAL  
HIGH COLOR YOLKS

NOW PACKING NO. 5 NEPA COLOR YOLK

**BALLAS EGG PRODUCTS COMPANY, INC.**

Call or Write

MAX BALLAS  
New York, New York  
WO 4-0114

V. JAMES BENINCASA  
MARVIN R. PAINTER  
Zanesville, Ohio  
GLadstone 3-0386

## Sales Meeting

### Ronco brings the men in to meet management

THE week between Christmas and New Year is not the best time to make calls and sales so, as many companies do, Ronco Food Products of Memphis, Tennessee, bring their men in for an annual sales meeting.

The meeting actually extends two and a half days in which management discusses local marketing conditions and problems with salesmen in personal interviews. Then in a group the men are given the plans and projects that management wants to carry out during the coming year along with an explanation of policies, advertising approaches, promotional campaigns and the like.

On the afternoon of December 26 Ronco representatives came into home headquarters from various territories, some of them a good distance away. They had personal interviews with their sales manager, Bob Ferguson, and with the president of the company, Thomas A. Cuneo.

#### Tour the Plant

On Thursday, December 27, the general meeting was opened by Mr. Cuneo, expounding the management point of view. Sales Manager Bob Ferguson also had general remarks for the entire group. Then the sales representatives toured the plant to see how the products they sell are made and what problems the production department is up against. By knowing more about the products they will be better able to sell them.

#### And Discussions

After the visit to the plant they assembled once more to discuss what they had seen and to determine ways of how they could use the newly gained information



Sociability enjoyed by Ronco representatives and management. Tom Cuneo (center), Albert Robilio (right).

in their selling efforts. Their workday was over at 5 p.m.

They met again Friday morning at 9 a.m. and entered into the popular management discussion technique of brainstorming. This is where everyone in round-table fashion throws out as many ideas as he can in a given period of time as answers in solution to a problem, or as suggestions for new planning.

Individual round-table discussions followed the brainstorming session until lunchtime when the group adjourned across the street to the Claridge Hotel.

#### Films

In the afternoon several films were shown to the men. Some were on macaroni and noodle products; others were on selling techniques.

One such film was DuPont's "Imp the Pay-off." This is a story of the salesman who is taken through an imaginary supermarket and taught the fundamentals of selling by the retail operator who is up against three prime problems: (1) greater overhead, (2) lower mark-ups, (3) less net profit than formerly enjoyed. The salesman's job is to see how his ideas can help

his customer get more traffic, faster turnover, and extra sales. The place that price, coupons, advertising, display, and packaging have in helping this store operator in his competition for customers is the story of the movie.

Another film, "Advanced Selling," was a regular classroom presentation by the master salesman, Jack Lacy. His demonstration showed how selling involved approach, demonstration, and closing.

It was the Lacy thesis that the approach must rapidly neutralize any antagonistic feelings that the prospect has against being sold and, if possible, to arouse his curiosity so that the salesman can plant the idea and justify the time for his presentation.

In demonstrating, the salesman must fit his proposition to his prospect's business and sell the end result. His appeals must be dramatized so that all advantages can be quickly added up. Mr. Lacy makes the point that you either sell the prospect, or he sells you — by not buying.

#### Close the Sale

A variety of techniques in closing the sale was shown with the caution made that the entire sale can be undone if the closing is not handled properly.

Following these movie presentations the company showed its representatives the commercials that it is using in various markets in television spot announcements, first for their information; and secondly, to get their suggestions which were freely given.

After the business meeting was brought to a close the group adjourned across the street to the Claridge Hotel again to enjoy fellowship and a good time with a cocktail party and banquet.

#### Interviews

On Saturday, December 29, management was available again for personal interviews.

As the men prepared to return to their homes they left with a feeling of satisfaction and enthusiasm for having met closely with management in making plans, discussing problems, and working out ideas that should result in better sales for the individuals and the company during the coming year.

#### Tripled Sales

The National Food Distributors Journal for December, 1956, carried a cover picture of a mass display of Ronco Products.

The productive mass sale of Ronco Foods were featured at Store No. 120 Little Rock, Arkansas.

The display represents some 130 cases of Ronco Macaroni, Spaghetti, and Noodle Products which were featured for



Ronco representatives see films on advertising and selling.



One hundred thirty cases in the mass display of Ronco products at Store No. 120, Little Rock, Arkansas.

Photo courtesy of National Food Distributors Journal

two weeks and during this period the macaroni business in this store was almost tripled.

The store is capably managed by R. B. Gentry who cooperated with W. C. Dickey who made the display. W. C. Dickey has ably represented Ronco in the territory for some time.

Tom Cuneo of Ronco reports distributors have helped make the industry's biggest year since World War II. The 1956 figures show Americans have been eating more macaroni products by 31 1/2 per cent over 1955 and a 25 per cent boost over a decade ago.

The Macaroni Institute's research of the new low calorie dinner menu is giving distributors greater sales potentials to effectively merchandise these line products.

#### American Home Ad Director

Fred G. Robbe, has been appointed director of advertising of American Home Foods, a division of American Home Products Corporation.

"Mr. Robbe's appointment," explained E. L. Dosh, executive vice president of American Home Foods, "is effective February 1, 1957."

For six years Mr. Robbe was advertising manager of P. Lorillard Company. Following graduation from Exeter and Dartmouth, Mr. Robbe joined Young & Rubicam, Inc., where he was employed for 15 years, except for service with the Army Antiaircraft Artillery in World War II.

The Robbes, with their three children, Fred Jr., 13; Pamela 10 and William 2, live at 7 Oxford Road, Larchmont, New

York. Mr. Robbe is a member of the Larchmont Yacht Club.

#### Gioia Named Bank Director

Joseph A. Gioia, secretary of the Bravo Macaroni Company, was elected to the board of directors of the Columbia Banking, Saving & Loan Association, Rochester, New York, in January.

Gioia is a member of the Lewis Street Center and is active in Community Chest work. After graduation from Cornell University, he saw service for four and a half years as an army captain during World War II. He received the Silver Star in the Tunisian campaign in Africa and later the Purple Heart in France.

Always do right. This will gratify some people, and astonish the rest. *Mark Twain.*



### Durum Legislation

SENATOR Milton R. Young of North Dakota introduced legislation as soon as Congress convened after the first of the year to permit durum growers to plant extra durum in 1957.

Similar legislation was introduced in the House of Representatives by Otto Krueger of North Dakota and LeRoy Anderson of Montana.

In 1955 such legislation had been enacted by Congress in recognition of the shortage of durum wheat due to rust losses and small plantings.

Last year growers were allowed to plant two extra acres of durum for each acre planted in their regular wheat allotment. This year representatives from North and South Dakota, Montana, Minnesota and California were unanimous in their support of a one-for-one program.

The Senate Agriculture Committee held hearings on this legislation January 25. Maurice L. Ryan, Chairman of the Association's Durum Relations Committee, attended the hearing to represent macaroni manufacturers' views.



SENATOR MILTON R. YOUNG

#### Convention Resolution

The following resolution was adopted in convention by the National Macaroni Manufacturers Association January 23 and sent to the hearing.

"Whereas the 1956 crop of durum wheat was the first in five years to produce an adequate supply of quality raw material for the manufacture of macaroni and noodle products and

"Whereas the world demand for durum has already created a large export demand and

"Whereas the need for millgrind, feed, cereal manufacture and other uses will continue to sustain a large domestic demand and

"Whereas there is danger of an inadequate carryover in the face of natural hazards of the crop year

"Now, Therefore, the National Macaroni Manufacturers Association in convention assembled resolve that Senate Bill 323 encouraging the production of durum wheat and similar legislation in the House of Representatives be supported as passed."

#### Wire to Washington

President Lloyd Skinner dispatched the following telegram to Senator Young:

"In order that you have correct information as to the need for durum wheat for the manufacture of macaroni products, the National Macaroni Manufacturers Association cites these pertinent reasons: A decline in per capita consumption of macaroni occurred during the durum shortage. Per capita consumption increased with the first normal durum crop in five years after the 1956 crop was harvested. Best estimates show a 39,000,000 pound gain in macaroni production for 1956, the

biggest on record since 1948 when there were heavy exports. Macaroni production and durum millgrind would have been immeasurably greater if it had not been for long term contracts for other wheats on mill books.

"Pipelines of supply were low and, faced with heavy exports and increasing domestic demand, the risk of a small or no carryover could be disastrous for the macaroni industry, the durum millers, and the durum growers. Another situation of enforced substitution of raw material will lose the consumer franchise to all elements in the industry and deprive the public of good quality macaroni products.

"We will supply you with testimony from macaroni manufacturers as to the importance of durum to their business of producing quality macaroni."

#### Senate Hearing

At the January 25 Senate Agriculture hearing Congressman LeRoy Anderson of Montana, representatives from durum growers and durum processors all went on record as endorsing such legislation.

The only objection came from the U. S. Department of Agriculture. They stated they had not received or heard of any consumer complaints pertaining to the quality of macaroni products made from blends of farina and semolina and therefore that substitutes were satisfactory. Further they pointed out that the milling industry had milled only 6,800,000 bushels of durum during the period of July 1 to December 31, 1956, and that the government felt disposed to support durum prices by export subsidies during the fall.

They maintain that the supply picture indicated approximately 45,000,000 bushels of durum and that with the European demand satisfied and no major exports of durum likely for the remainder of the crop year, a substantial carryover would result.

Agriculture said further that 2,000,000 bushels of rust-resistant wheat that has already been distributed to growers will produce a satisfactory supply of durum in 1957.

#### Then A Delegation

A delegation of macaroni manufacturers went to Washington in early February to try to convince Agriculture on the industry's case. Association President Lloyd Skinner, Horace P. Gioia from Rochester, New York, C. W. Wolfe of Harrisburg, Pennsylvania, Vincent F. LaRosa and Roger DiPasca of the metropolitan New York area were accompanied by Association Secretary Robert Green. They met with Assistant Secretary of Agriculture Marvin McLain and Commodity Stabilization Service head Walter Berger, as well as other representatives of the Department. Their answers to Agriculture's objections were as follows:

"It is highly unlikely that any consumer would go to the bother of making a formal complaint pertaining to the quality of macaroni products. What happens is that there are no second helpings, nor does the housewife cook macaroni so frequently when the quality is not top notch. The real reason for the slight per capita consumption increase in 1956 is believed by many to have been brought about by the fact that durum semolina was used extensively in the manufacture of macaroni for the first time in several years.

#### A Larger Grind

"The milling industry would undoubtedly have ground much more durum through the current crop year had not the price of durum wheat been maintained at such a high level. This high level resulted because of the very liberal export subsidies which took so much of our durum wheat out of the domestic market. Had the price of durum wheat averaged around \$2.59 per bushel, Minneapolis, which is the Government loan level, the macaroni industry would have used a much more liberal percentage of durum. There is a limit to how much premium the macaroni manufacturer can and will pay for durum, and because of the high export subsidies on durum wheat, the price of durum was kept so high that as a result domestic consumption was seriously curtailed.

"Many of the best informed grain people are of the opinion that the durum crop for North Dakota was very much overestimated. The U. S. Department of Agriculture, itself, refuses to make any estimate as to the amount of durum wheat stocks held in country positions. Therefore, it is the wildest kind of a guess to attempt to make any estimate as to what the durum carryover will be on June 30, 1957. It would be well for top officials in

General Mills  
Congratulates  
Macaroni Journal  
on its  
38th Anniversary

**DURUM SALES**  
MINNEAPOLIS 1, MINNESOTA

**General Mills**

## Durum Situation

by Henry O. Putnam, Executive Secretary, Northwest Crop Improvement Association

UNITED STATES durum supplies totaled approximately 44 million bushels in 1956. These figures include a carry-over of 5 million bushels and a reported production of over 39 million bushels. North Dakota leads, followed closely by Montana. Minnesota and South Dakota produced approximately 2 million bushels.

Disappearance of durum includes exports of approximately 11 million; estimated demand for macaroni processors 18 million; one million for pulping industry; one million for livestock feed, and 3 million for seed. This totals approximately 34 million bushels, leaving a 10 million carry-over for 1957. This carry-over will keep durum mills and processors busy during the late summer and early fall before the 1957 crop is delivered to elevators and mills.

Export durum has been subsidized by the Government to meet world prices and provide a market for surplus durum. Subsidy as of February 1st was 74 cents per bushel at Eastern Seaboard, Italy, Germany, Spain, and Greece have purchased durum for export. These countries are some of the largest European consumers of macaroni products.

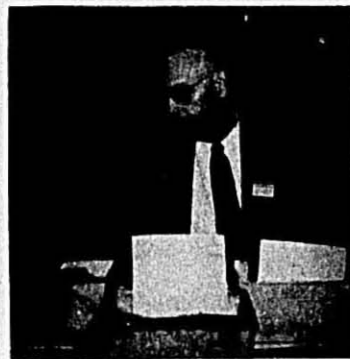
### Increased Mill Grind

U. S. durum mills report a grind of approximately 7 million bushels from July 1st to December 31, 1956. Much of the grind was contracted in the early summer before processors were informed of the volume, price, or quality of the 1956 crop. These contracts included blends of other wheat, such as processors used during the period of short durum supplies. Durum mills now report that most contracts are for 100% durum, which indicates macaroni processors will use the balance of the 18 million bushels of the 1956 crop.

Durum used for livestock feed includes low quality, such as low test weight, sprout and badly frost damaged. Frost came early in 1956 and it damaged a considerable amount of late durum. The extent of damage depends upon moisture content of the kernel and degree of temperature drop. Badly frost damaged durum produces a macaroni of poor color.

### Acres Below Average

Montana grew 978,000 acres of durum in 1956 with the privilege of two acres of durum for each acre grown on the allotted acres. North Dakota grew 1,225,000, South Dakota 156,000, Minnesota 46,000 acres in 1956 according to the U.S.D.A. report. A 1956 durum acreage of 2,379,000 compared with a ten year average of 2,489,000 acres. 1956 produced a high yielding crop in areas where durum was grown. We can hardly expect similar yields in 1957. When



HENRY O. PUTNAM

one compares the 1956 acreage with the ten year average acreage it seems extremely doubtful that the proposed 1957 legislation of one-for-one will produce enough durum to supply the processors' needs in 1957. A one-for-one could easily reduce acreage one-third or to 1,500,000 acres and a 20 million bushel crop.

Based on the 1956 figures Montana might sow 650,000 acres. However, Montana lost a large acreage of winter wheat in 1956 which was replanted to durum. This may not happen in 1957 and without enabling legislation, Montana durum acreage can be expected to show a sharp decrease. North Dakota may also show a decrease in acres without special Congressional legislation. If the entire 1956 acreage was based on a two-for-one, then the 1957 acreage could drop to 400,000 acres.

Bread wheats yielded slightly more than durum on state wide average yields with added advantage for bread wheat in some districts. There are two reasons for the higher yields of bread wheat—it was sowed on the best land; durum on the poorer soil to produce thinner stands in hope of stem rust protection.

### Better Yields Expected

Commercial durum varieties in 1956 included Mindum, Vernum and Sentry. Two year average yields of these varieties at the Langdon Substation were 34.3 for Vernum and Mindum, 42.5 for Sentry compared with 46.0 for Langdon, 45.5 for Ramsey, 36.6 for Towner, and 35.4 bushels per acre for Yuma. When compared with bread wheat for the same two year average—Lee 33.0, Selkirk, 52.5, and Conley 31.0 bushels per acre—these yields indicate that Langdon and Ramsey could easily produce a greater cash return per acre than bread wheat in the durum area. Langdon and Ramsey yielded 40% more than bread wheat as Langdon for the past two years. Towner and Yuma 10% above bread wheat. It would seem that a com-

parable yield ratio can be expected by producers who grow the new durum varieties.

Langdon offers the largest seed supply. It is moderately resistant to leaf and stem rust, including 15B. The other new durums are equally or more resistant to rusts.

Macaroni processors are returning to a larger use of durum, some 100%, which points to a greater durum consumption. The producer is most certainly interested in maintaining this market. The best way of assuring this market is by growing enough durum to meet market requirements, thus eliminating substitutes from bread wheats. Such action can be profitable and again place durum as "King" in the durum area.

### Durum Legislation —

(Continued from preceding page)

the Department of Agriculture to see how little information the Department has on durum production and durum statistics.

"Even with 2,000,000 bushels of rust-resistant durum wheat available, this would not seed more than about 1,500,000 acres and would not produce more than 25-30,000,000 bushels even if we had a bumper crop."

On March 8 the Senate passed Bill 323 permitting growers to plant one extra acre of durum for each acre planted to durum in their normal wheat allotment. A limitation of 60 acres was set.

On March 20 the House of Representatives passed identical legislation corresponding to the Senate version. At this writing the hope is that President Eisenhower will sign the legislation into law in time for growers to take advantage of it before mid-April plantings.

### Railroads Name Rust Prevention Representative

Railroads serving the Upper Midwest have appointed G. Allan MacNamara as their representative on the Board of Directors of the Rust Prevention Association. Don A. Stevens, Chairman of the Association's Board of Directors, has announced.

Mr. MacNamara, President of the Soo Line Railroad, has held various posts with the Canadian Pacific Railroad and the Soo Line since 1913. These railroads serve key grain producing areas, terminal storage facilities, milling and cereal processing centers. Cereal grains make up a large proportion of the freight traffic of these railroads.

Railroad freight traffic has been reduced by at least 200,000 cars as a result of stem rust attacks since 1950 in Minnesota, Montana, North Dakota and South Dakota, Stevens said. More than 300,000 bushels of cereal grains were destroyed in the four

(Continued on page 43)



EVEN IN THE  
U. S. CONGRESS  
IT'S BEEN SAID . . .



# "Macaroni Is Better To Eat When Made Completely From Durum Wheat"

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Produces 85%  
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As stated in an extension of remarks by Hon. Otto Krueger of North Dakota on Feb. 11, 1957 in the House of Representatives, as contained in the Congressional Record.

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## The Development of Wheat



RUSSELL B. WIDDIFIELD

From WHEAT, BREAD, AND MAN—by Russell B. Widdifield, Extension Program Director at the North Dakota Agricultural College, Fargo.

LONG before recorded history man discovered that the small, hard seeds of the wild wheat made good food. The wild grass was domesticated, and in the many centuries from that time up to the present, many changes and improvements in the types and varieties of wheat have occurred. But the greatest improvement in wheat has been made just in the last few decades by plant breeders, who have developed a very valuable and technical art.

Few people recognize the important contribution of the plant breeder toward more profitable crop production and an adequate food supply. Fewer yet understand the techniques of the plant breeder. The story of the "Improvement of Wheat," as well as the development of wheat breeding, is well told in the 1956 Yearbook of Agriculture by J. Allen Clark of the United States Department of Agriculture.

### Early Records

The earliest historical records show that wheat was already a cultivated plant. It is possible that in very remote times it was cross-fertilized and that vigorous or inbred lines were developed by nature over a long period during which the distinct self-fertilized species and varieties known today were finally set. There was relatively little significant improvement in wheat until the early nineteenth century,

Soon after Europeans settled America they started growing wheat, and the introduction of new varieties from foreign countries was the only method of improvement during the Colonial period. Many of these varieties became commercially important but most have long since been replaced.

### New Methods

Early in the nineteenth century came another method of improvement as farmers and seedmen began to select the best mixtures and natural hybrids in their fields. These selections furnished many important varieties of that time.

A third method of improvement, the production of commercial varieties by hybridization or by selection from the progeny of artificial crosses, dates from about 1870. For the most part this was the work of specially trained men although some of the earliest workers were plant-breeding farmers. Following the establishment of the United States Department of Agriculture, and especially the state agricultural experiment stations in 1887, much of the work in wheat improvement was gradually transferred to trained plant breeders in these institutions.

A number of important varieties were developed by introduction. The vast hard red spring wheat industry in the United States developed from a few seeds saved from a single wheat plant. This variety, originally from Galicia in Poland, traveled by way of Scotland and Canada to enter the United States. David Fife, of Otonabee, Ontario, selected one single head of spring wheat out of his winter wheat. From this source descended Red Fife. The cultivation of Red Fife dates from 1860 in the United States.

Red Fife, in turn, became one of the parents of the world-famous Marquis developed in Canada by C. E. Saunders. The development of Marquis has stood out for years as one of the greatest achievements in wheat-breeding history.

Some other varieties introduced into the United States were the hard red winter wheat, Turkey, from Russia; Mediterranean, a soft red winter wheat; the white wheats, Baart and Federation; and the durum wheats, Arnautka and Kabanaka.

The pure-line or "single line" theory of Johanson of Copenhagen stimulated the improvement of wheat by selection. Wheat is a self-fertilized crop and the possibilities of improvement by selection of a single head or plant were quickly recognized. Breeding by "single line selections" in the United States resulted in the development of several important varieties. Outstanding among these were Kan-

red in Kansas and Haynes Bluestem and Mindum durum in Minnesota.

The development of Ceres, from the Kota x Marquis cross, by the late Dr. L. R. Waldron at the North Dakota Agricultural Experiment Station, is one of the most successful early examples in the United States of wheat improvement through hybridization. A more recent and familiar illustration is Mida developed also by Dr. Waldron. Mida was released in 1944; was grown on 5,544,156 acres in twelve states and on 86% of the wheat acreage in North Dakota.

The early varieties of wheat have been maintained by the North Dakota Experiment Station. They are grown each year side by side with the newer and improved varieties so that yields can be compared. For each five-year period since 1915, comparisons between the average yield of the most widely grown wheat variety in North Dakota and that of Power Fife show increased wheat yields of about 15 million bushels annually. This increased wheat production can be credited largely to improved varieties developed by the wheat breeders.

### Developing A New Variety

How does the plant breeder develop a new variety of wheat? Modern plant breeding is a highly specialized and technical art. The methods and steps in developing a new variety are explained in the following interview with Dr. Glenn S. Smith, Principal Plant Breeder at the North Dakota Experiment Station.

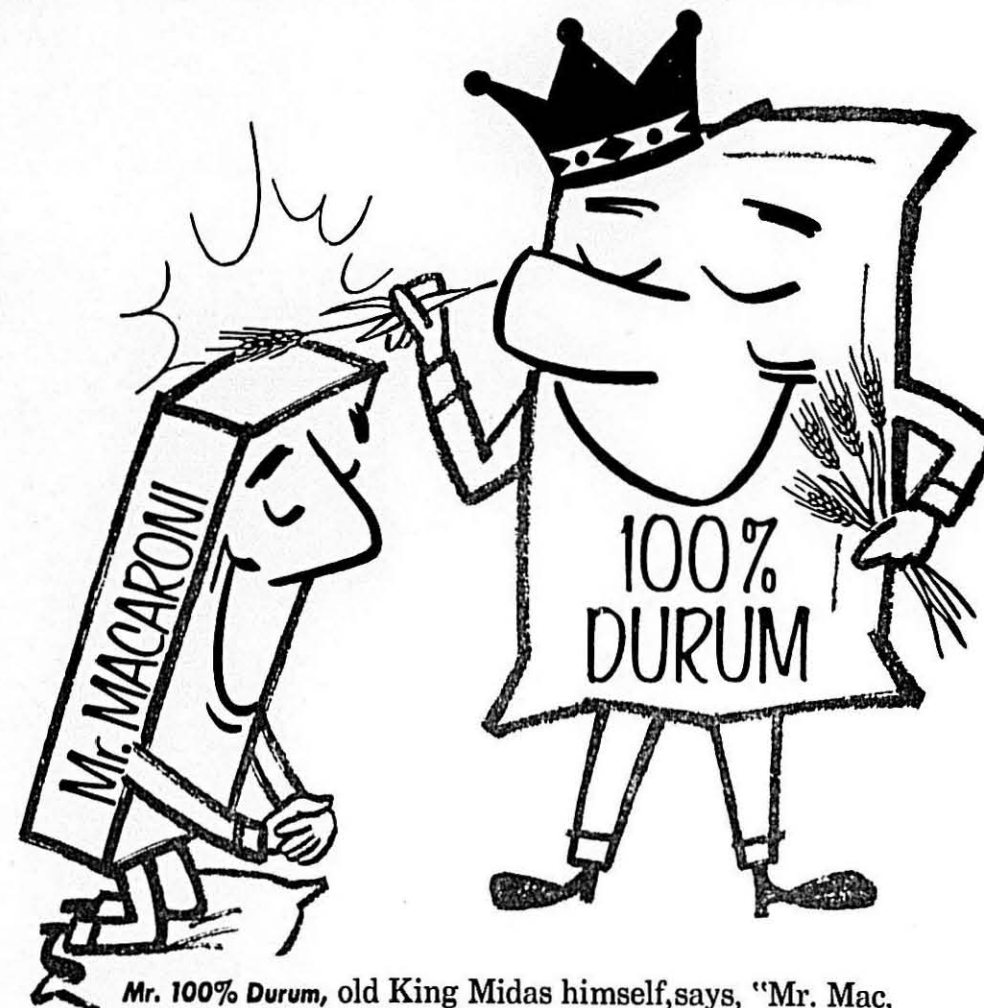
*Do all of our new wheats come from crosses?*

Yes, all the wheats grown in North Dakota for many years have come from crosses made at one time or another, even going back as far as Thatcher, Ceres and Marquis. These old varieties all came from crosses. Before that the usual method of wheat improvement was simply by selection from a mixed population which was introduced from some foreign country.

*How do you decide what varieties will be crossed?*

The choice of the varieties to be crossed depends upon the problem which is most important at the moment. A standard variety of wheat such as Mida or Thatcher may be adapted to North Dakota conditions in most respects but may be poor in one or two characteristics such as susceptibility to 15B stem rust. Either Thatcher or Mida would be one good parent but for the resistance to 15B we would have to hunt through the world collection of wheats and find something which already has this resistance even though it might not be suitable for growing in North Dakota.

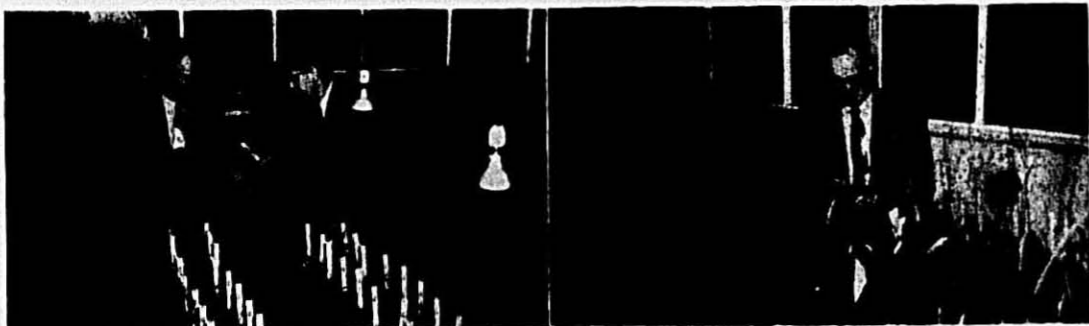
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Mr. 100% Durum, old King Midas himself, says, "Mr. Mac, you are a knight of 'The Golden Touch' proud possessor of that rich golden look and rich in flavor too!"

"Remember, there's no substitute for the 'Golden Touch,' that's you!"

**King Midas** DURUM PRODUCTS  
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Ken Lebock and Glenn Smith check seedlings.

Ken Lebock makes cross for producing a new durum variety.

**How do you make this cross?**

The cross is made by hand pollination of the wheat flower using a small pair of tweezers to transfer the pollen from one variety to another. For example, in crossing Thatcher with Kenya 538 which is resistant to 15B stem rust, we would remove the anthers from the female parent, Mida, before the seed is self-fertilized. Then a couple of days later we would transfer ripe anthers from the Kenya variety onto the Mida to fertilize the Mida seed. Heads crossed in this way are covered with a glassine bag to prevent accidental pollination. We may cross as many as twelve to sixteen seeds on a single head.

*The crossed seed is then grown in a short row. Is this the new variety that you are after?*

No, the seed from the first cross is not a new variety, it is only the ancestor of a new variety. This first generation of the cross is half one parent and half the other, so it contains all the poor characteristics of both parents as well as all the good characteristics, and is not a true breeding type.

**Many Variations**

*In the second generation are there a lot of variations that show up?*

Yes, the second generation is when we begin to observe the appearance of many new types from a single cross. Most of them will combine some of the good characteristics with some of the poor characteristics of both parents. It is the work of the plant breeder to select those new types which combine as many as possible of the good characteristics of both parents. At this stage a single plant can be the forerunner of the new variety.

*Can you select your new variety out of this second generation?*

Ordinarily you cannot expect to select a new variety as soon as the second generation, because no plant will breed completely true to type. In later years, for example, a plant resistant to 15B in the second generation may, very likely, give a few plants in the third generation which are susceptible to rust, or an early plant in the second generation may give a few plants next year which are late, so you may not have a pure variety that soon. The second generation is the most important of all generations insofar as showing

the general potential type. Seed from the single second generation plant is grown in a third generation row where it is much easier to judge the selection for strength of straw, earliness, height and many other characteristics.

*In selecting the new variety are high yield and rust resistance all that you are looking for?*

High yield and rust resistance are perhaps uppermost in the mind of the farmer and we give them a great deal of attention. However, a new wheat selection may be deficient in many other respects because of poor characteristics introduced by the rust resistant parent, such as weak straw, late maturity, tendency to shatter or poor milling and baking characteristics. We take some of these things for granted in the old varieties, such as Lee. But in crossing to produce a new variety we must make sure that we have not slipped back in any important respect.

*How do you determine if this new variety is resistant to the new race 15B of stem rust?*

Since 1950 there has been so much 15B stem rust in the field that we are able to make notes on its reaction to the stem rust in the field under natural conditions. We grow frequent check rows of Mida, Thatcher and Lee for comparison with the new selections. However, in the greenhouse we have an important new tool for measuring the 15B rust resistance of any new wheats during the winter. We can artificially inoculate our new selections in the greenhouse in the seedling stage using greenhouse cultures of 15B stem rust. The reaction of the seedlings to stem rust in the greenhouse tells us a great deal of what to expect in the field. Many new wheats can be tested in the greenhouse in the wintertime and discarded when they are found to be susceptible, without occupying space in the field in the summertime.

**Yielding Ability**

*How do you recognize a good yielding variety?*

We cannot tell much about the yielding ability of a new wheat until the fifth or sixth generation. After five or six generations the new wheat tends to breed true to type and is then included in the rod row yield nursery along with standard

varieties, or check rows, such as Lee, Thatcher and Mida. These yield experiments are planted carefully at a uniform rate of seeding and at uniform depth, are kept clean of weeds, and are harvested, threshed and carefully weighed for yield and test weight. Several replications of each experiment are grown to minimize differences in soil fertility and the new wheats must also be grown at different locations and in different seasons before a dependable judgment can be formed as to their yielding capacity.

**Milling Qualities**

*Can you look at the seed and tell what the milling and baking qualities will be?*

No, the appearance of the seed does not tell much about the milling and baking qualities. We like to have seed which is plump and bright and heavy in test weight so that it will be desirable for the market. But milling and baking characteristics can only be determined by the Cereal Chemist using small scale milling and baking equipment. The Cereal Chemist can judge the milling and baking qualities of a new wheat using as little as a half-pound of grain. This is very important in our wheat breeding programs because we do not have to sacrifice too much seed in the early generations to get a quality test.

*Now the new variety has been selected and tested for disease resistance, yielding ability, plant characteristics and milling and baking qualities. How many more generations will it take to increase it for release to farmers?*

If we have, say, one pound of seed of a new wheat which has been tested and found suitable for increase as a new variety, it will take approximately six generations to increase it to a million bushels, the quantity required for widespread growing in North Dakota. Of course, some farmers can get small twenty bushel lots as soon as we have approximately one thousand bushels.

*It appears then that it requires at least eight to ten generations to develop a new variety. Does this mean eight to ten years?*

Well, it takes at least five or six generations to make a single new cross and select and test the new variety. Then it takes four or five generations to increase the seed. But we are speeding up this process in two ways—first, by the use of

(Continued on page 43)

# every old crow thinks her babe is Bee-u-tiful



"Mother-Love" sometimes, and quite naturally, rationalizes the poor sales behavior of a food product where flavor and eye appeal may be out-of-step with changes in consumer preferences.

It is important to know the truth about your product...it is just as important to know what to do about the truth! May we suggest "Better Check with STANGE and Be Sure"

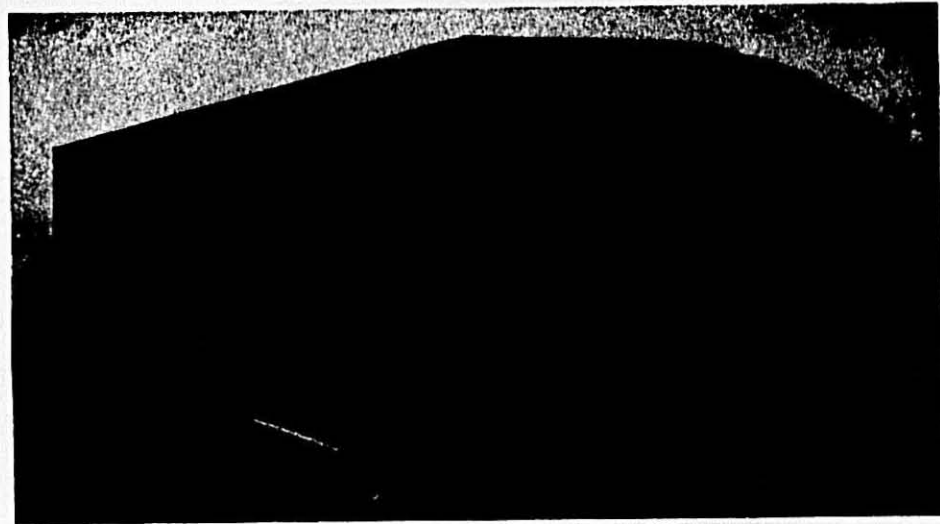
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## Knock On Any Door

A Consumer Macaroni Survey

THE Market Research Class at Northwestern University, Evanston, Illinois, fall semester, 1956, decided to combine learning with experience and went knocking from door-to-door to get first-hand comments from consumers on macaroni products.

Professor Ralph Westfall invited National Macaroni Institute Director Robert Green to tell the class what the Institute was doing in the way of product promotion and what it would like to know about the market. Although the study indicated appeared too broad for the class with their limited experience and time, the 34 students, divided into groups of three or four, broke the major problem down and arrived at broad questions they felt they could handle.

### Who Eats Macaroni?

They set up as their objective getting a picture of the market so as to take better aim on promotional efforts. They wanted the answers to such questions as "who eats macaroni and who doesn't?" They thought they could break it down to classifications by income, nationality, religion, family size, and age. Then they wanted to get into motivational possibilities: why macaroni is eaten — why it is not. They asked "when are macaroni products served?" as to time of day, the day of the week, and the time of the year. And finally, where do consumers get their recipes and ideas for serving macaroni products?

The design for research was to gather a snapshot of the market so the class could generalize on the characteristics of the market but not necessarily the cause and effects relationships. They gathered these data by the use of a questionnaire in a house-to-house survey where students actually interviewed the homemaker. Each student interviewed twelve homemakers to get first-hand information. Their sampling technique was to go to families in one block units in Evanston, Illinois which was divided in 1951 into 21 census tracts — 2100 units in each tract. Each group of three or four students then chose 36 homes at random in one of each of these 21 tracts in a six block area. Thereby they would contact 416 homes and actually they got 334 interviews out of that number of homes.

### Census Sample

They found that the census tract of 1951 was already obsolete by 1956. Evanston, like other cities in the country, is expanding so fast that there are new homes where there weren't homes before and multiple dwellings where there used to

be single dwellings. But they disregarded those exceptions and used their original choice as the sample.

After they had their material they continued to work in small groups to analyze and interpret it. They had to edit some of the material. As an example: they had asked the question, "Are there any particular reasons besides taste that cause you to serve or not to serve macaroni?" The answers had to be classified because there was a great variety of responses. Classifications set up included: (1) diet, (2) they never thought of it, (3) they disliked the product, (4) some other reason than the previous three, and finally (5) no answer given at all.



Editing the questionnaires — seated: Barbara Kleboe, Col Wilcox, Carol Schmidt and Jack Ellington. Standing: Don Michie and Ron Gibbs.

Another example of classification was by age group. They classified age levels into three groups: under 30, 30 to 45, over 45.

Among other problems, they soon discovered that Evanston is a unique community. The income level is higher than the national level, and they also found a disproportionate number of elderly women living alone.

Samples were too small in some cases, the class felt, because they couldn't call back the people that were not at home during the day. There were some problems with some of their questions. For example: there was confusion about the term "macaroni products." The average consumer was not aware that spaghetti is a macaroni product and the interviewer had to explain that fact. They ran into some tabulation difficulties. The old ladies particularly would not tell in what income bracket they fell.

### Findings

Here are some of the findings:

One-half of the population of Evanston, Illinois, in the month of November, 1956, was using macaroni, spaghetti, or egg noodles in some form or other at least once a month. Spaghetti was most popular. 61.3% of consumers contacted had



Col Wilcox interviews Mrs. George Kummer.

served spaghetti during the month. 35.7% had not. 41% of the consumers were using noodles at least once a month. 59% were not. Macaroni was being used by 48% of the group. 52% had not served it in the past month. In total, 51% had served macaroni products once or more in the past month, but 49% had not.

Of the 35.7% who reported not having served spaghetti in the past month, 55% — better than half of that group — said they had served it during the past year. For noodles the percentage was 46.9; for macaroni 44.4. The conclusion was that macaroni use is universal — everybody uses it at sometime — but less than half of the population use it more than once a month.

### Spaghetti Most Popular

Preferences of users figured out at spaghetti 41.9%, macaroni 31.1%, and noodles 26.7%.

The highest reason for nonuse was given for spaghetti: 37.7% did not use it because of diet, and diet was defined as high caloric content or high starch content. The reason for not serving noodles was not because of diet. Only 19.1% gave that as the reason. But it did jump up on macaroni where it was 27.9%, which makes the total for the three products 26.9%.

"We never thought of the product." Nobody said that for spaghetti. 1% said it about macaroni, 2.4% for noodles. As for disliking the product, 7.8% said they disliked spaghetti, 10.5% said they didn't like noodles, 12.6% said they disliked macaroni.

Other reasons (but not specifically stated): 13% for spaghetti, 12.1% for noodles, 12.6% for macaroni.

No reason given: 41% for spaghetti, 55% for noodles, 45% for macaroni. In these cases if they didn't use macaroni they didn't know why they didn't use it.

### Time of Serving

When do users serve macaroni products? The indication is they are served most often for dinner, on any day of the week, and generally throughout the year. However, users tend to treat the various macaroni products differently. For exam-

ple, although there is no significant difference in the percentages of non-users of spaghetti and egg noodles, there is a significant difference as to egg noodles and macaroni as a luncheon meal. Their sample seemed to indicate more egg noodles used for lunch than macaroni and they reasoned that this might be because of the presence of noodles in canned soups, a favorite luncheon dish.

There is also a significant difference between macaroni products eaten on Friday. Friday, as we know, is a meatless day for Catholics, and the larger proportion of the users of macaroni products on Friday rather than on other days of the week suggests that this figure is influenced by Catholic consumers. These consumers apparently use macaroni for their Friday meals. This may be due to the more usual preparation of this dish with cheese, whereas spaghetti and egg noodles are most often prepared with meat.

Macaroni products are consumed throughout the year by most users. Although, as would be expected, fall and winter are important, most people felt that these products are useful during the entire year.

**Dry vs. Can**

In comparing the use of dried products against canned or frozen, this survey showed only 21% of the population used canned products whereas almost everybody used dried products. Only 3.3% had ever tried a frozen product. The reasons that they prefer dried form was given as (1) taste, (2) economy, (3) convenience.

Most of the homemakers interviewed got their recipes from some other person—mother, a neighbor, a friend. The second greatest source of inspiration was original concoctions, as for example, throwing left-overs together. The third source was the cookbooks. Fourth was from the package. Fifth was from other sources, and bringing up the rear was magazines, newspapers, and other media.

**Upper Income Dish**

In income classifications it is of interest to note that from the studies it was found that there weren't many low income people in Evanston, or they didn't admit it. Contrary to what you would expect, it was the so called "upper" group that bought macaroni and spaghetti in the greatest quantities and most frequently. It is not "a poor man's food."

As to the effect of religion on eating habits the surveyors concluded that "because the Protestant religions are predominant throughout the nation, and in Evanston as well, the largest percentage of users are bound to be Protestant; however, the Catholic group, a minority in the sample, showed up as second most important by a large majority." The Jewish population are great noodle consumers.

Users of macaroni products tend to serve some macaroni or noodle dish twice a month. The survey showed 36.8% of all users serving the product at least once a month and 36.2% serving it twice a



Class Assignment: Ron Gibbs, Don Michie, Prof. Westfall, Jack Ellington, Col Wilcox, Carol Schmidt, Barbara Kleboe.

month. On the average, spaghetti is served about twice a month, macaroni once a month, and egg noodles are served once or twice a month.

The class concluded that the largest percentage of users are the income group of \$4,000 to \$8,000. Families with three or four members rather than those with one or two members are the biggest users. This group makes up about one-half of the population of Evanston. Little was learned about nonusers except that 51% of them did serve macaroni in one form or another in their home in the past year. It can also be said that among users few of them used canned or frozen macaroni products, but generally prefer the dried product sold in packages.

**Why are macaroni products eaten?** Most users felt that convenience and economy were the two most important reasons outside of the taste factor. The chief reason given by consumers for not serving macaroni products was "dietary considerations"—they are fattening, starchy, and high in calories.

**Education Necessary**

The class makes this observation: "It is apparent that it is necessary to educate the consumer in relation to the caloric content of macaroni products as opposed to other meat substitutes as potatoes, rice, and bread; and that the job is not to educate new users, but because practically everybody uses macaroni products the job is to get them to use them more often."

A final contribution was this little jingle:

"Spaghetti makes a lovely meal  
Spaghetti tastes so good, it's just ideal  
for parties, snacks, and lunches  
When all your friends drop in by bunches.

"It's easy to fix, only takes a while,  
And on your face there will be a smile  
as you enjoy this tasty treat.  
Try spaghetti, it can't be beat!"

**Fort Wayne Change**

In Fort Wayne, Indiana, as in the rest of the nation, the grocery sales picture is constantly changing. There is increasing emphasis on the supermarket. To keep pace with changing times, the Fort Wayne Monthly Grocery Inventory Panel conducted by the News-Sentinel and the Journal-Gazette has been completely re-evaluated. Volume figures have been revised and the panel reduced to 21 stores by dropping 7 smaller volume outlets and

giving added importance to the supermarkets.

The metropolitan area of Fort Wayne in Allen County has 216,955 people making up 64,000 families. They are served by 195 grocery stores doing an annual volume of \$49,447,471, as of January 1, 1957.

Of the 195 grocery stores in the area 150 do \$48,196,663 of the total business. The 45 stores doing less than \$25,000 each per year, or 2.5% of the total volume, have been dropped from the panel.

Performance of nine separate brands of macaroni and ten spaghetti brands is reported monthly. Macaroni sales in December, 1956 were more than 26% greater than the corresponding month the year previous, while store stocks were about the same. Spaghetti, which does not sell as well in Fort Wayne, showed an 18% gain in sales with lower stocks in stores. December showed the best sales of the year for both macaroni and spaghetti. March was second best for spaghetti sales in Fort Wayne in 1956, while macaroni was strong from September to the end of the year.

**Increase in Los Angeles**

The Continuing Home Audit conducted by the Los Angeles Times in Los Angeles County shows 62.5% as the average number of homes having macaroni and spaghetti on their pantry shelves in 1956. In 1955 the percentage was 62.1.

Brand preferences for some fourteen lines are reported in the bi-monthly report to advertisers.

**Spaghetti for Breakfast**

Spaghetti for breakfast looms as a new food possibility in the new line of egg spaghetti introduced by San Giorgio Macaroni, Inc. of Lebanon, Pennsylvania.

It is packaged in tidy boxes to fit a crowded pantry as neatly as the spaghetti itself fits a fork.

**Spaghetti Sauce with Clams**

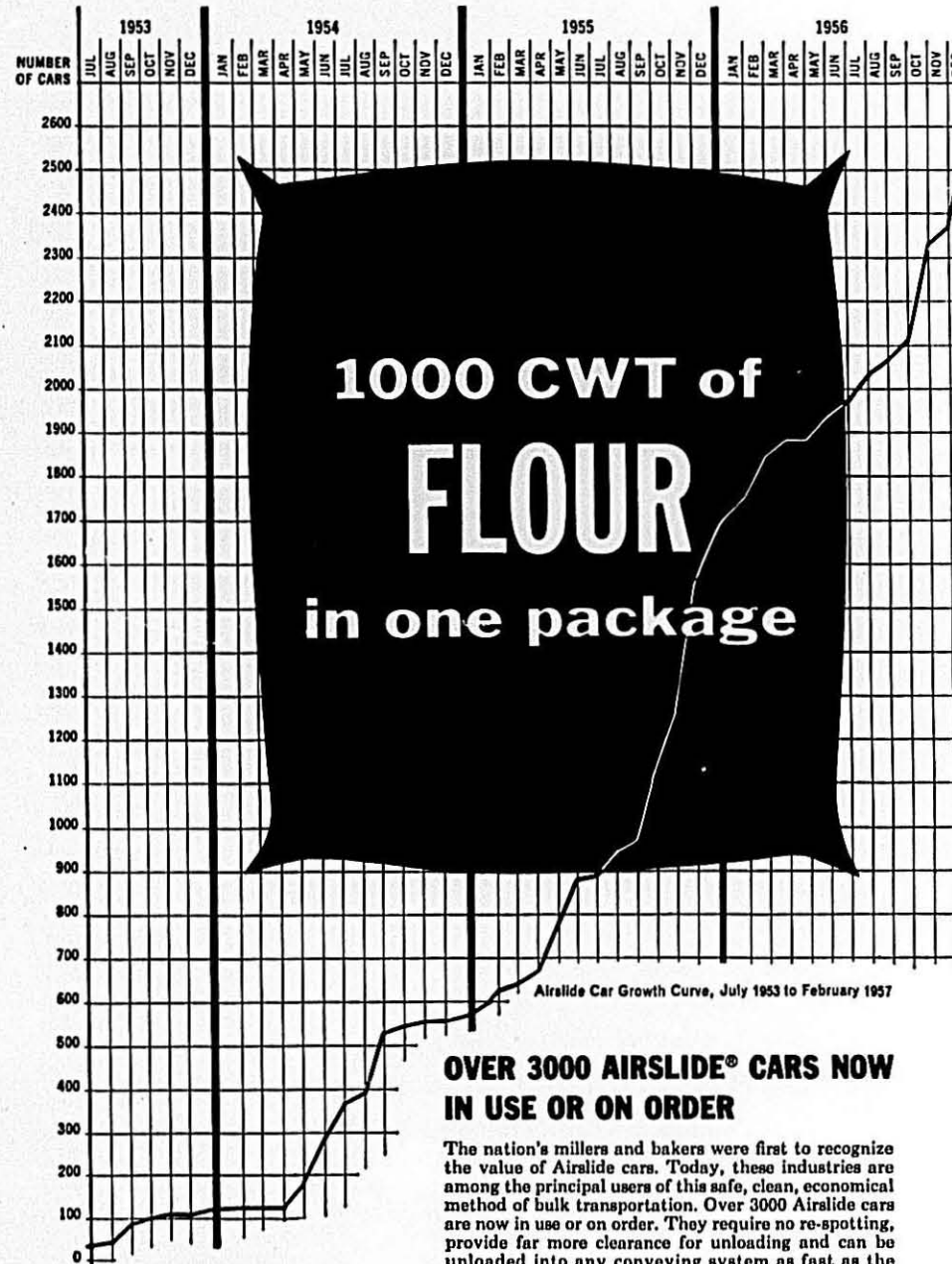
That ancient Italian delight—spaghetti sauce with clams—is off the top secret recipe list and now invading the shelves of grocery and supermarkets as a canned product of San Giorgio Macaroni, Inc. of Lebanon, Pennsylvania.

**New Sauce Mix**

The R. T. French Company of Rochester, New York has recently launched a new product, French's Italian Style Spaghetti Sauce Mix. The package is a laminated foil envelope designed by Jim Nash Associates, Inc., New York City.

The product requires the addition of tomato paste, water and oil to the mix and simmering for ten minutes.

Distribution is limited to the West Coast and Mountain States until market testing is completed.

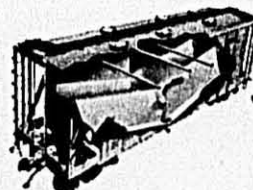


**OVER 3000 AIRSLIDE® CARS NOW IN USE OR ON ORDER**

The nation's millers and bakers were first to recognize the value of Airlide cars. Today, these industries are among the principal users of this safe, clean, economical method of bulk transportation. Over 3000 Airlide cars are now in use or on order. They require no re-spotting, provide far more clearance for unloading and can be unloaded into any conveying system as fast as the system permits. If such requirements are important to you, write today for full information about General American's new Airlide car.

**CLEAN INTERIOR DESIGN.** All-welded construction provides maximum sanitation and minimum product retention. All hatches and outlets provide a hermetic seal, assuring complete in-transit protection.

It Pays To Plan With General American  
**GENERAL AMERICAN TRANSPORTATION CORPORATION**  
135 South LaSalle Street • Chicago 90, Illinois • Service Offices  
In Principal Cities • Service Plants Throughout The Country



## Historic Mackinac

**M**ACKINAC, pronounced "Mackinaw" by the natives, is an island seven miles from the mainland of upper Michigan where Lake Huron and Lake Michigan join.

For centuries Mackinac has been a place of magical importance. The Indians worshipped it as a shrine because of its commanding location, towering elevations, arresting rock formations, and sweeping vistas. The Jesuits made it the first outpost of civilization in the Northwest. Then it became the citadel of the Great Lakes and the battle point between French, British, and Americans, under whose flags Mackinac has lived.

Here stand stockades, blockhouses, forts and missions of colonial America. Today one may see the landmarks of the early fur trade, the original homes of the Astors and the Biddles.

### Natural Beauty

Natural beauty is the greatest charm of Mackinac. It is simple and quaint, free from all modern distractions.

Artists wield brush and camera. The purest air in the world, balsam and cedar scented, stimulates one to enjoy every recreation and sport. The rustic walks, trails, and roads of the 2,000 acres of State Park are a delight for the hiker, the cyclist, and the equestrian.

Your transportation at Mackinac is by rolling chair, carriage or bicycle, for automobiles are not permitted.

For the past century Mackinac has been a famous summer resort. It is unique. It is a little world of its own, something of the old, something of the new, blessed with a native charm of ageless appeal.

Grand Hotel, the world's largest sum-



Grand Hotel, Mackinac Island, with "the longest porch in the world."

mer hotel, is the showplace of Mackinac Island. It is the site of the 53rd annual meeting of the National Macaroni Manufacturers Association July 21-22-23-24, 1957.

The hotel itself is surrounded by 500 acres with terraced gardens and wooded landscapes overlooking the clear blue waters of the Straits of Mackinac.

The Grand's veranda is the longest porch in the world. One hundred feet above the water level and eight hundred and eighty feet long, it is a promenade that commands a scene of grandeur as one watches the boats that ply the Straits and sees the sunken gardens, curving beach, and turquoise pool where bathers sun and swim.

Grand Hotel has a staff of more than 100. There is entertainment and fun, yet ample room for quiet and rest. The mod-

ern comforts are dignified yet glamorous.

It is just the type of place you would want to go if you and your family were planning an "extra special" vacation. The hotel facilities are truly the epitome of luxury and the scenery of the area is almost indescribable. July will be the height of the season and there will be ample opportunity to indulge in your favorite summer sports.

A golf course, tennis courts, and other recreational facilities adjoin the hotel, as does the snack bar. Your visit is never complete without an evening at this smart rendezvous where merry-making and entertainment continue informally and conversationally until the early morning hours.

Afternoon tea and after-dinner coffee are served in the main lounge. In the evenings there are gala parties, games, dancing, and floor shows in the terrace room. The cocktail lounge provides an intimate atmosphere.

The main dining room is spacious, with the Peacock Walk extending 250 feet down its center, and the food is excellent.

### All Roads Lead to Grand Hotel

There are two gateways to the Island: Mackinaw City and St. Ignace.

Frequent ferry schedules are maintained to and from Mackinac Island from Mackinaw City and St. Ignace. Round trip fare from Mackinaw City is \$1.90 and \$1.50 from St. Ignace. Special chartered speed cruiser service is available at Shipley's Quarterback at Mackinaw City. As no automobiles are permitted on the Island cars have to be parked in either Mackinaw City or St. Ignace. Parking lot rates average 50¢ to 75¢ per day.

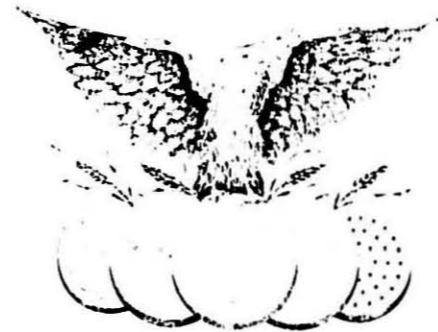
Horse drawn carriages provide transportation from the ferry dock to the hotel. Cost is 50¢ per person.

The hotel furnishes special convention baggage tags for large groups, with the name of the organization printed on the

*(Continued on page 32)*



Overlooking pool and Straits of Mackinac.



*Time tested, time proved,  
time honored*

*D. Maldari & Sons*

**America's Largest Die Makers**

180 GRAND STREET  
NEW YORK 13, NEW YORK  
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1903 Management Continuously Retained in Same Family

## Macaroni Consultants

THE Glenn G. Hoskins Company of Libertyville, Illinois are "Macaroni Consultants." They are organized to give engineering, statistical and management help to manufacturers in the macaroni-noodle industry.

The Hoskins organization has encouraged the free exchange of ideas about management and plant operations, through regular client meetings, through Plant Operations Forums for plant production personnel, and by various surveys and studies to which individual clients contribute.

The record shows that the more individual clients contribute in the way of knowledge and experience, the more everyone gains and the greater advances are made by the entire industry. Hoskins' services extend to all phases of macaroni plant operations.

Here are some of the services offered:

### Production Index

Statistics: The Hoskins' "macaroni production index" was first published in 1940. This index, calculated on the basis of actual production figures reported by a representative sampling of companies throughout the country, represents the most reliable indicator available of the actual level of macaroni production. Statistics relating to the total production of macaroni products over the past 15 years or more, are usually based on Hoskins' figures and the macaroni production index. U. S. Department of Agriculture and the U. S. Department of Commerce use the Hoskins statistics with confidence, as do members of the industry.

In addition to the production index, statistics furnished to clients include results of semi-annual wage surveys dating back to 1942, surveys of types of products sold, power costs and many other subjects.

At the present time a "Plant Operations Study" is in process in which individual manufacturers are reporting detailed figures on such things as number of employees per million pounds produced, proportion of products, per cent shrinkage, type and capacity of production equipment, productive capacity per square ft. of floor space, power costs, and detailed costs of operation including selling, administration, manufacturing, packaging and shipping. This information, of course, will be made available only to those manufacturers who report. It will provide an invaluable yardstick by which to measure plant efficiency.

### General Information File

Information: Reliable facts and figures must serve as the foundation for wise and successful business operations. The Hoskins G.I.F. (General Information File) contains thousands of facts and figures on



The Hoskins Team: standing, left to right, Frank E. Johnson, Edith S. Linsley, Charlotte Jorrett, Carl W. Rogge. Seated are William G. Hoskins, Glenn G. Hoskins, and Charles M. Hoskins.

the macaroni industry—every phase, from growing of raw materials to controls and emergency regulations. Accumulated and carefully checked and classified since 1939, the information represents a complete library of facts on the macaroni industry.

The weekly bulletin, "Industry Echoes," goes to all clients each Friday. Besides the statistics on production and prices, the bulletin carries important facts about production problems, new machinery, quality control data and any other information that may be important and useful. Bulletins, as well as all other activities, are kept close to subjects directly related to macaroni and noodles, and no attempt is made to cover generalized information that may be available to clients from other sources.

### Get-Togethers

Meetings: Once a month since August 31, 1939, a group of macaroni manufacturers has gathered in Chicago to share experience, knowledge and information about the macaroni business, and to work together to solve mutual problems. Round table discussions encourage exchange of information about such things as durum supply and quality, costs of raw materials, egg situation, packaging material supply, dryer problems, new equipment, labor situation, government regulations, industry-wide promotions, marketing methods, reports on research and development.

Annual Plant Operations Forums have been held for production managers where specialists present information and factory managers can compare operating data.

Plant Surveys: A macaroni plant that was crowded for space in 1944 ended that year with a production index of slightly over 100%. In 1950 the same plant in the same amount of space had a production index of over 300%. This plant was given a Hoskins plant survey in 1945. It was

with the aid of this survey that the management of that plant was able to plan well enough to make this amazing production increase without acquiring additional space. Plant operation and expansion must be planned for in advance. The Hoskins organization has helped in such plans in many instances. They were able to act as independent, unprejudiced specialists with the necessary perspective and knowledge of the industry to permit them to see problems and point out changes in machinery and methods which would promote efficiency.

Surveys have been made to determine plant and business value in case of appraisal or sale of business. This service has included helping in the sale of businesses.

The Hoskins Company is primarily an engineering company and consequently brings to each new problem the "engineering approach" which has as its purpose making the maximum use of material and power. Charles, Bill and Glenn Hoskins are chemical, mechanical and electrical engineers, in that order. They are all primarily "macaroni engineers" and their combined efforts are aimed at the improvement of methods and products in the macaroni industry.

### Production Problems

Drying: Of all macaroni production problems, drying causes the most trouble and is the most difficult to control. Consequently, since the original conception of the Hoskins Company some 17 years ago, special attention has been given to the application of reliable control systems to macaroni drying. Substantial success has been achieved in this field, and Hoskins' services in connection with drying now include fabrication of equipment, design of systems to be applied on exist-

(Continued on page 66)

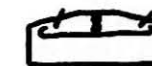
## WHAT CAN "MACARONI CONSULTANTS" DO FOR YOU?

**This List Of Projects Under Way At Glenn G. Hoskins Co. May Suggest How "Macaroni Consultants" Can Help You.**

**PROJECT A: New Plant** — The roof just went on a brand-new reinforced concrete building. Hoskins engineers helped to set up space requirements, building construction, steam and boiler requirements, manufacturing and packaging machinery layout, electric power distribution system, lighting requirements, and air intake and exhaust requirements and helped with design of bulk finished goods storage system.



**PROJECT B: Dryer Modernization.** A plant in New Zealand has some antiquated batch drying rooms that are small and slow. Equipment and specifications are being furnished to combine four rooms into one, improve air circulation, and provide complete automatic control.



**PROJECT C: Bulk Flour System.** Erection will start next month on a new bulk system with better than 1/2 million pounds of storage capacity. Suction car unloading system, with provision for a portable bag dump hopper. Automatic regrinds blending. Automatic, accurate, egg solid. — flour blending system. Airslide storage and press bins. Accurate in and out inventory control.



**PROJECT D: Increase Dryer Output.** Air circulation, heating, control system, drying trucks to be changed to permit tripling the drying capacity of existing space used for long goods drying.



**PROJECT E: Frozen Spaghetti Dinner Research.** Research has established the value of an additive for spaghetti that makes the spaghetti in the pre-cooked frozen dish hold up better when cooked. Continuing tests will establish merits of the additive under actual processing conditions.



**PROJECT F: Plant Efficiency.** A three-year "Plant Improvement Program" will help a manufacturer evaluate his management methods, record-keeping, utilization of equipment, and will show him ways to improve methods, cut down on labor, and reduce waste.



## USE THE HOSKINS SERVICE

## GLENN G. HOSKINS COMPANY

INDUSTRIAL CONSULTANTS

LIBERTYVILLE, ILLINOIS



## Report of the Standards Committee

presented by James J. Winston and Vincent F. LaRosa



JAMES J. WINSTON

IN SEPTEMBER, 1956, your Committee arranged an appointment in Washington, D. C. with J. Kenneth Kirk of the Food & Drug Administration. The purpose of this visit was to obtain further information regarding the new enriched macaroni and spaghetti product produced by Buitoni Foods Corporation. It would appear that the Food & Drug Administration believes that an enriched macaroni product can be produced with a level of 20% of protein using the optional ingredients permitted by the standards for enriched macaroni and without the addition of wheat gluten above the prescribed maximum level of 13%. It should be noted, however, that the product cannot be labeled "20% protein" macaroni or spaghetti. Labeling must conform to the standards for enriched macaroni products. Ingredients may or may not be stated on the package at the option of the manufacturer. Advertising claims for such a product come within the jurisdiction of the Federal Trade Commission and therefore cannot be the subject of review by this Committee.

### V-10 Concentrate

In October, 1956, your Committee received a communication from the Wisconsin Alumni Research Foundation advising that a new invention could now make possible the blending of soy with the aleurone fraction of wheat so as to make available a more complete complementation of the amino acid components of each in a palatable manner. This new product was given the designation "V-10 Concentrate" and can be produced by at least one supplier of farinaceous material. Before solicitation of the macaroni industry's use of the new "V-10 Protein Con-

centrate, the Foundation urges the insertion of a new paragraph under section 16.9 (a) of the present Standards For Enriched Macaroni and Noodle Products. The paragraph sought to be added reads as follows: "Each such food may also contain as an optional ingredient a combination of wheat and heat processed, defatted soy flour mixed intimately in such proportions that the aleurone fraction constitutes at least 50% of the weight of the mixture. This aleurone-soy mixture is added in a quantity not less than 10% of the combined weight of the wheat flour of said mixture."

After receipt of the above request and on October 26th, the Standards Committee met and, after reviewing the facts at hand, decided to ask for further data. Under date October 30th, more specific information was requested in a letter directed to M. D. Woerpel, Assistant Director of the Licensing Division of the Wisconsin Alumni Research Foundation. Mr. Woerpel replied Dec. 5th giving this committee the data requested. On January 3rd, 1957, the Standards Committee convened to study the subject of "V-10" Protein Concentrate in the light of all information at hand.

### Committee Conclusions

It was concluded by this committee that there is no real need at this time for any amendments or additions to the present Standards. The reasons for not advocating an amendment to permit the use of "V-10" Protein Concentrate are as follows:

1. Macaroni, spaghetti and egg noodles are rarely, if ever, eaten without sauce or other ingredients. It is purposeless, therefore, to consider the quality of protein contained in the product "per se." Macaroni products and noodles are usually eaten in combination with meat, meat sauces, cheeses, butter and other foods rich in all the essential amino acids. Macaroni products should not be considered in the same category as rice, potatoes and most cereal foods which are or might well be eaten alone.

2. It is the opinion of this committee that to permit the manufacturing and marketing of a new product containing "V-10" Protein Concentrate would almost surely result in a rash of exaggerated and confusing claims as to the alleged benefits to be gained from its consumption—all at the expense of the standard macaroni and noodle product now produced and sold.

My method is to take the utmost trouble to find the right thing to say, and then to say it with the utmost levity.—George Bernard Shaw.



VINCENT F. LA ROSA

### "Salt Free" Labeling

James J. Winston, NMMA Director of Research, has called Association members' attention to the Food and Drug regulation that went into effect on September 29, 1954. This regulation was on the labeling of dietary food products in reference to their sodium content.

Mr. Winston says that the position of the Food and Drug Administration at the present time, is that this labeling applies to all food products where reference is made to sodium or salt content. The Food and Drug Administration has instituted action against macaroni-noodle manufacturers because of the presence of the words, "No Salt Added," without any qualification as to sodium content.

These regulations require the labels of salt free or low sodium food products for dietary use to declare their sodium content in milligrams of sodium per 100 grams of food, and also the amount of sodium in an average serving of food.

The Food and Drug Administration is applying the above regulations to macaroni and noodle products where the label makes the statement, "No Salt Added," "Unsalted" or similar words. The words, "No Salt Added" or "Unsalted" may be removed from the label. However, if either of these expressions appears, it should be qualified by the declaration of the sodium content to avoid conflict with the position taken by the Food and Drug Administration.

### FDA Active

During the month of December, 1956, approximately 270 tons of different food products were voluntarily destroyed or diverted to nonfood use, as a result of the Food and Drug Administration's offi-

**KEYS TO BETTER MACARONI ENRICHMENT**

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

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

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

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

*Sterwin Chemicals, Inc.*

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

SPECIALISTS IN MACARONI PRODUCTS ENRICHMENT

cial inspections and analytical reports. These food products were considered unfit for human consumption because of insect and rodent contamination and deterioration.

Included in the seized foods was a carload of wheat damaged by lead paint pigment previously transported in the car. Also seized was a shipment of tomato puree offered for sodium restricted diets, but not labeled with the required information concerning the amount of sodium per average serving. The Food and Drug Administration also reported 12 seizures of food that was adulterated with cheaper ingredients, or misbranded as to content.

#### Cleanliness Essential

There is no substitute for good sanitation except the determination of management to follow an effectively planned program. A manufacturer must make certain that he is following good commercial practice. This should consist of the following: (1) Periodic sanitary plant inspection by a sanitation consultant with



DR. R. C. SHERWOOD

written report of findings and recommendations. (2) Analysis of raw materials and finished goods. This will serve as a sanitation index. The amount of foreign matter (insect parts, etc.) in the finished product should parallel the amount present in the farinaceous ingredients. (3) Exterminator service on a weekly or bi-weekly basis in addition to operations rendered by trained employees of company. (4) The use of an effective insecticide.

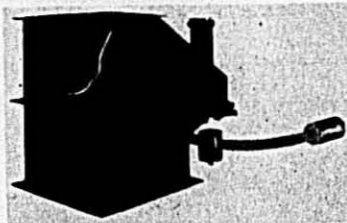
Continuous and thorough surveillance of plant and products are essential. This will safeguard the company and prevent conflict with the Food and Drug Administration.

#### FDA Appointment

Mr. Chester Hubbell has been appointed Assistant Commissioner to Commissioner George Larrick of the Federal Food and Drug Administration.

He assumes the position formerly held

by Mr. J. Kenneth Kirk who has been transferred to Boston to become regional chief in that area.



#### New Feeder

A new self-powered feeder used to control the feed of dry, free flowing materials at rates from 200 to 2000 pounds per minute has been introduced by Wallace & Tiernan Inc., Belleville, N. J. Other units are available to control feeds down to 5 pounds per minute over a 10 to 1 operating range.

Wallace & Tiernan Merchen Self-Powered Feeders operate on the principle of balanced weights. The force produced by the material being fed as it falls onto an impact pan, is balanced by a preset counterweight. The units are available with automatic shut-off to permit starting or stopping of the feeder, or synchronization with other plant equipment.

W&T Merchen Self-Powered Feeders are light in weight and are easily installed because they require little headroom and no electrical connections unless automatic shut-off is used. The units are easily adapted for use as semi-portable feeders.

#### Sterwin Enrichment Service

Sterwin Chemicals Inc., pioneers in the field, offer easy and economical enrichment for both batch method and continuous press macaroni products.

B-E-T-S, Sterwin's original food enrichment tablet, enriches batch method macaroni with minimum cost and maximum accuracy. Speedy disintegration and uniform dispersion throughout the batch are guarantees of uniform enrichment with B-E-T-S.

Continuous press macaroni products are enriched to government standards by VEXTRAM, Sterwin's original starch base pre-mix. VEXTRAM is free flowing and uniformly fed and dispersed. And for accurate trouble-free feeding of VEXTRAM and other dry powders, the Sterwin Feeder is recommended. Precise in design, manufacture and operation, the Sterwin Feeder requires a minimum of operator's time and assures uniform feeding.

Sterwin services macaroni product manufacturers through a nationwide group of 23 representatives. Experts in the enrichment of both batch method and continuous press macaroni products, Sterwin representatives bring to enrichment problems a wealth of technological and practical experience. And behind these specially trained men is a "home team" of enrichment specialists with headquarters in New York City.

Dr. R. C. Sherwood is technical director on macaroni enrichment for Sterwin. Mr. Louis Petta, veteran macaroni enrichment authority, services the macaroni industry for Sterwin in the New York metropolitan area.

#### New Enrichment Requirements

The Food and Drug Administration, on February 16, 1957, announced the proposal to amend label statement regulations concerning riboflavin (Vitamin B-2) and niacin. Under this proposal, the FDA would fix the adult minimum requirement for niacin for the first time. The requirement would be set at 10 milligrams of niacin daily. The ruling also would reduce the adult minimum daily requirement for riboflavin from 2 milligrams to 1 milligram.

When these new regulations are established, they will not affect the Federal Standards for enriched macaroni and egg noodle products. The reducing of the daily



LOUIS PETTA

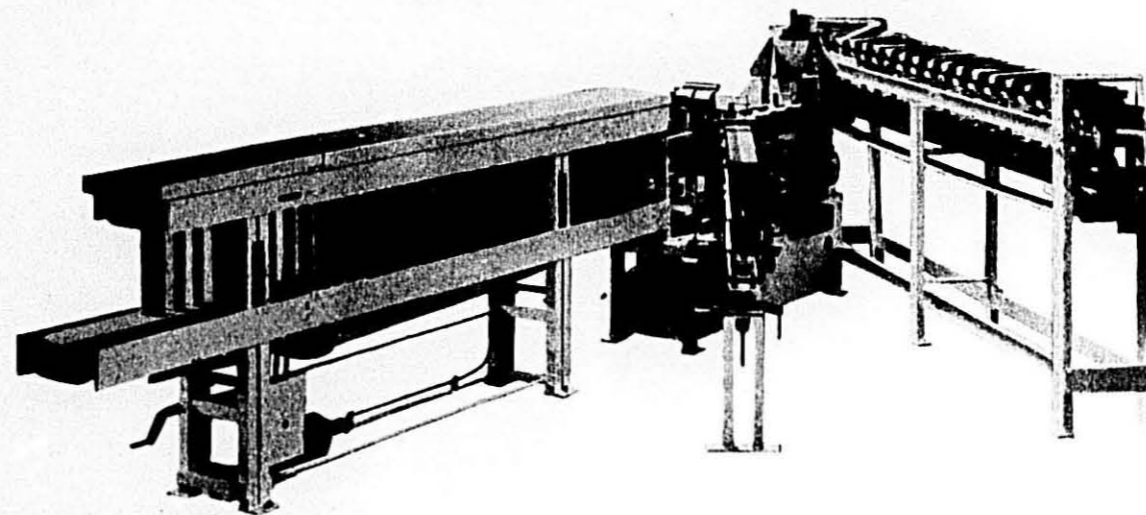
requirement of riboflavin from 2 milligrams to 1 milligram, and the fixing of a daily requirement for niacin, will necessitate, however, a change in the declaration "legend" on all enriched macaroni and noodle products. The change according to the new proposal, will be as follows: each 4 oz. of enriched macaroni product will provide 30% instead of 15% of the minimum daily adult requirement for riboflavin, and also it will provide 40% of niacin instead of the present declared 4 milligrams. It will therefore be incumbent upon all manufacturers to make the necessary changes in the declaration "legend" when these new proposals are approved.

As in the past, in all these matters requiring changes in labeling, manufacturers will have sufficient time to change the wording on the declaration when they order new packaging materials.



INTRODUCES

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



CLYBOURN MACHINE CORPORATION

6479 N. Avondale Avenue, Chicago 31, Illinois

Dependable Equipment for the Packaging Industry

## About Packaging

### Packaging Increase Predicted

A 30 per cent increase in the size of the packaging industry in the next five years was predicted by the packaging division of the American Management Association in conjunction with its announcement of National Packaging Week April 8-11. The principal activities scheduled for that week will be the 26th annual A.M.A. National Packaging Exposition and National Packaging Conference in Chicago.

John Warren, technical advisor of A.M.A.'s packaging division, said that the nation's present packaging bill of some \$10 billion annually will rise to \$13 billion by 1962. During that period packaging's share of the gross national product is expected to increase from its current rate of 2½ per cent to close to 3 per cent — a reflection of the growing number of new products coming into the market and new uses for packages. He estimated that during 1956 the average per capita consumption of packages reached 1,500 — ranging from cigarette packages to refrigerator cartons — without including cellophane and foil; total U. S. consumption — 250 billion units.

In meeting the consumer's packaging needs the industry uses 99 per cent of the nation's cellophane production; 80 per cent of its metal foil or about 7 per cent of the aluminum industry's entire output; 70 per cent of all glass other than flat glass; and 55 per cent of the paper and paperboard output.

"Packaging is the dominant factor in today's self-service and self-selection markets," Mr. Warren said, "a market estimated to be between \$50 and \$60 billion.

### Packaging Show in Chicago

Some 375 exhibits at the A.M.A. Packaging Show at Chicago's International Amphitheatre will offer increasing evidence of this trend with their emphasis on color, protection, lightness, and convenience in packaging to attract the consumer eye.

The effort to capture the consumer through the package will also be stressed at the accompanying A.M.A. Packaging Conference to be held at the Palmer House in Chicago. Mr. A. C. Nielsen, Jr., executive vice president, A. C. Nielsen Co. will discuss the elements that make packaging the dominant factor in today's consumer market and will show the effect of packaging on sales in both chain and independent retail stores.

The industrial side of packaging will be presented in a panel discussion by executives from the Bendix Corp. who will give a case history of industrial packaging as they practice it.

According to Mr. Warren, packaging is the major function of most businesses supplying the consumer with packaged

goods. The manufacturer must evolve packages that are less costly to ship, reduce handling in stores and warehouses, sell and turn over faster, reduce spoilage and improve retailers' net profits. In line with this thinking H. J. Heinz Co. will discuss the latest techniques of modern consumer packaging and packaging processes in a panel presentation at the conference.

Attendance of well over 1,200 specialists in packaging, shipping, traffic management, materials handling, and merchandising is expected at the conference while some 30,000 executives from more than 9,000 different companies will view the exposition.

The full capacity of the Exposition Hall and South Hall of Chicago's International Amphitheatre will be taken up to illustrate the broad scope of the packaging industry, including aerosol packaging in complete production line for the first time at any industrial exposition.

### Four Day Exposition

The four-day exposition which is open without admission charge to anyone with a business affiliation, will be on display for 32 hours from 10 a.m. Monday, April 8 to 3 p.m. Thursday, April 11. Exhibit hours will begin at 10 a.m. each day and will end at 6 p.m.; on Tuesday, April 9, doors will be open until 9 p.m. Conference sessions will be held from 9 a.m. to 12 noon, April 8 to 10.

### New Megs Product

Megs Macaroni Company, Harrisburg, Pennsylvania, announces the introduction of a completely new macaroni product under its "Pennsylvania Dutch" brand. The product "Egg Elbow Macaroni" contains the addition of fresh egg yolks which improves on the bland taste of ordinary or plain elbow macaroni, resulting in a delicious new flavor.

Designed by Weightman, Inc., Philadelphia, Pa., the new four-color package was produced by Rossotti Lithograph Corporation, North Bergen, N. J. A Pennsylvania Dutch motif is carried throughout the package with the basic color scheme being red, yellow and light blue on a



white background. The back panel illustrates two other fine quality products manufactured by Megs Macaroni Company under the "Pennsylvania Dutch" brand.

Distribution of "Egg Elbow Macaroni" is scheduled for the Baltimore, Pittsburgh, Philadelphia and New Jersey areas backed by a full scale advertising campaign including full color newspaper advertisements.

### New Cellophane Plant

The Du Pont Company plans to build a new cellophane plant near Tecumseh, Kansas, eight miles east of downtown Topeka. The plans call for a plant able to produce 50 million pounds of cellophane a year.

Du Pont now holds under option a large tract of land which extends on both sides of the Kansas River in Shawnee and Jefferson Counties, and plans to exercise its option to purchase about 600 acres of this land, depending on the results of title investigations now in progress.

The plant is to be operated by the company's Film Department and is expected to go into operation early in 1959, provided that the site purchase is concluded satisfactorily. It would create about 600 operating jobs, and would be built at a cost running well into eight figures.

Du Pont has more than doubled its cellophane manufacturing capacity during the postwar period, and only last October announced an expansion program designed to bring in an additional 30 million pounds annually from existing plants. However, continually growing use requires still further increases in capacity.

The Kansas location was chosen to meet growing use of cellophane in the Middle West and western states. This site is near the geographical center of the nation.

Cellophane, first produced in the United States by Du Pont in 1924, originally was a relatively high-priced material used principally for wrapping luxury goods. Through continual quality improvements and technological advances in the manufacturing process which made possible a long series of price reductions, cellophane has grown to be one of the most widely used flexible packaging materials. About 75 per cent of all cellophane produced today is used for food packaging.

By combining product visibility with better protection, cellophane has given impetus to the growth of self-service merchandising, which today is expanding into almost every type of retail activity. With few fluctuations, use of cellophane has increased every year since 1924, and, with the continued expansion of self-service merchandising, is still growing.

The Tecumseh plant is to be Du Pont's fifth facility for the manufacture of cellophane. Production started in the company's plants at Buffalo, N. Y., in 1924, at Old Hickory, Tenn., in 1929, at Richmond, Va., in 1930, and at Clinton, Iowa, in 1941. All of these plants have been substantially enlarged and modernized since they began operations.

did  
you  
ever  
buy  
a  
chameleon?



*It's unbelievable!*

*Well-  
I'll be—!*

You can't control store lighting... but KVP can plan your package for it.



**SPECIALISTS IN FOOD PAPERS FOR PROTECTION AND SALES APPEAL**

PLANTS AT KALAMAZOO, MICHIGAN • DEVON, PENNA. • HARVEY PAPER PRODUCTS DIVISION, STURGIS, MICHIGAN  
ASSOCIATED COMPANIES: KVP COMPANY OF TEXAS, HOUSTON, TEXAS • IN CANADA: THE KVP COMPANY LTD.,  
ESPAÑOLA, ONTARIO • APPLEFORD PAPER PRODUCTS LTD., HAMILTON, ONTARIO AND MONTREAL, QUEBEC

Remember how you marveled at those fragile little lizards that changed their color to match their surroundings? Packages are chameleons, too, under varied store lighting conditions.

Red isn't always red, or blue always blue, or green always green!

What may look "good enough to eat" under one light may actually look unappetizing under another. And how *that* can affect sales!

The *right* colors are so important to you and your products that KVP has done something about color selection and control that opens a whole new area of color appeal.

You have to see it — to believe it — and profit by it. Write and ask for full details today.

THE KVP COMPANY • Kalamazoo, Michigan

# Weighing Errors Add Up to a Lot of Dough

by Arthur Sanders, Executive Secretary, Scale Manufacturers Association, Inc.

**M**ANUFACTURERS of consumer products are being hit hard by the rising cost of raw materials. The cost of many commodities has risen sharply in the past few years, and this has led to a corresponding increase in the price of finished goods.

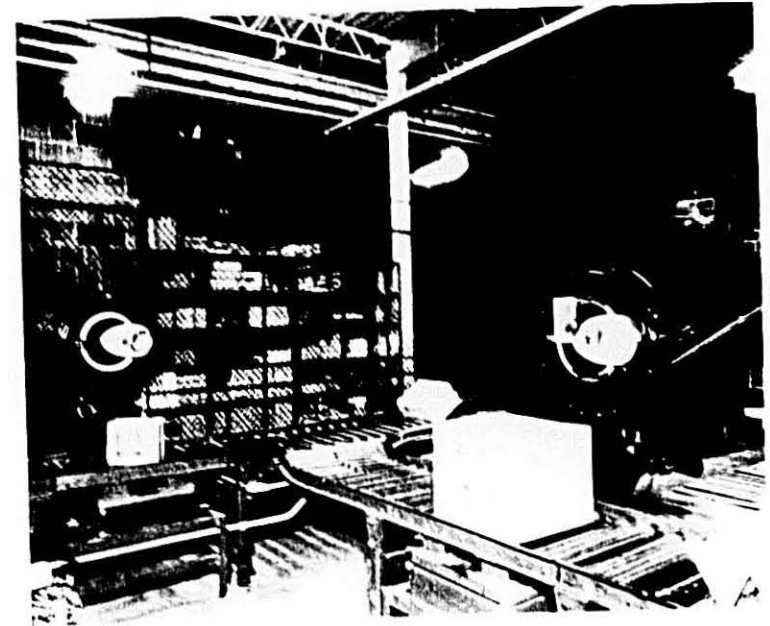
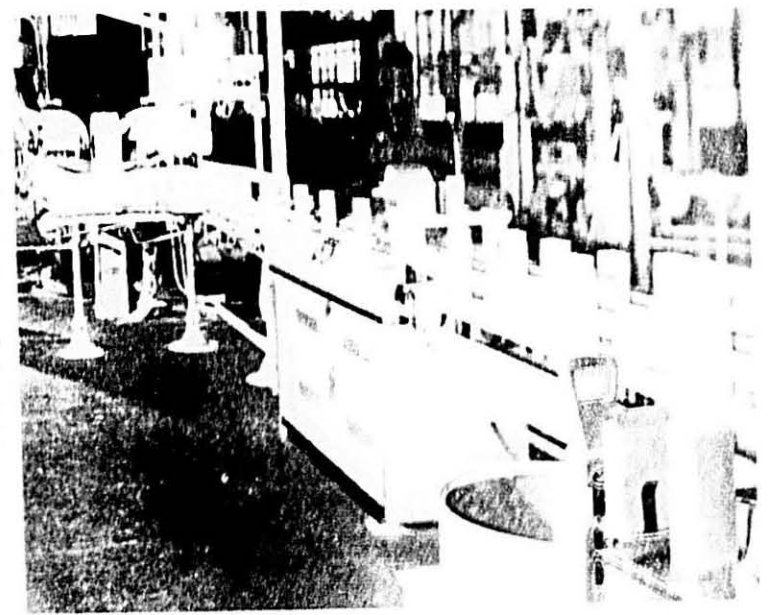
One of the major reasons for this increase is the rising cost of energy. The price of oil has risen sharply, and this has led to a corresponding increase in the price of many commodities. In addition, the cost of labor has also risen, and this has led to a corresponding increase in the price of finished goods.

### Scale Errors Expensive

One of the major reasons for this increase is the rising cost of energy. The price of oil has risen sharply, and this has led to a corresponding increase in the price of many commodities. In addition, the cost of labor has also risen, and this has led to a corresponding increase in the price of finished goods.

Another major reason for this increase is the rising cost of raw materials. The price of many commodities has risen sharply in the past few years, and this has led to a corresponding increase in the price of finished goods. In addition, the cost of labor has also risen, and this has led to a corresponding increase in the price of finished goods.

The cost of raw materials has risen sharply in the past few years, and this has led to a corresponding increase in the price of finished goods. In addition, the cost of labor has also risen, and this has led to a corresponding increase in the price of finished goods.



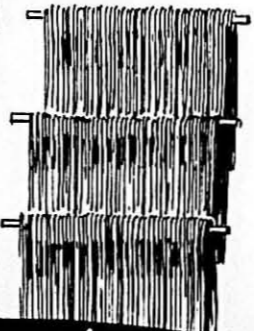
# Another Ambrette Landmark!



\*Pat. Pending

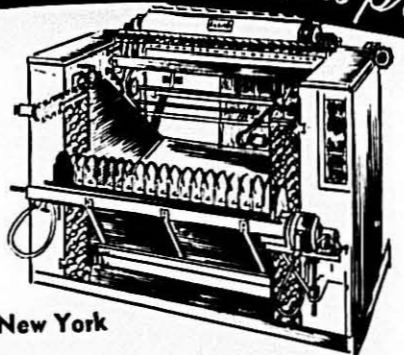
*The only Spreader to greatly increase output of a 1000 lb. continuous press*

- Increases production** ★ 1
- Improves quality** ★ 2
- Reduces waste** ★ 3



*The only Spreader for a 1500 lb. continuous press*

## Why not trade in your old 2 stick spreader NOW?



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

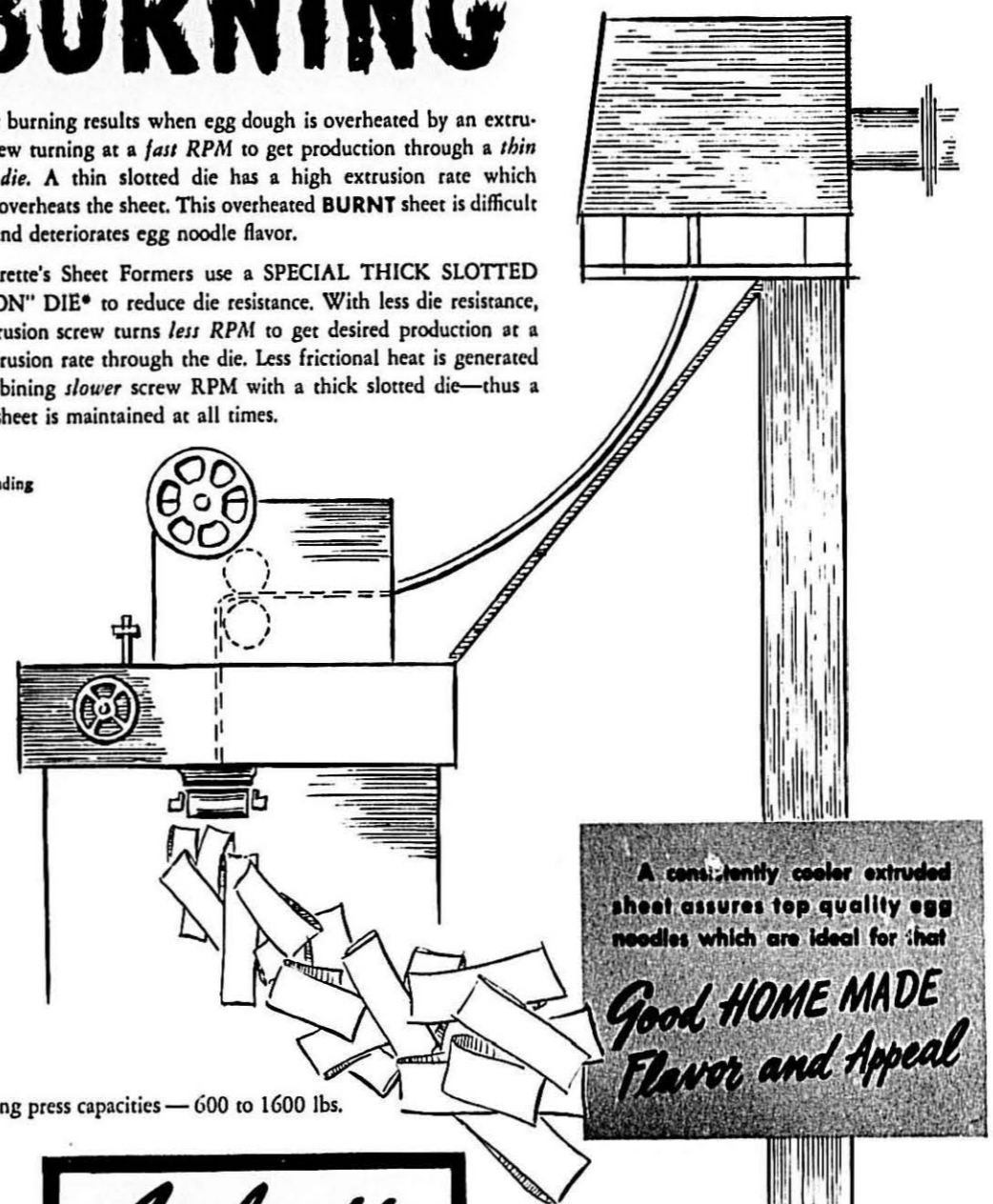
# You can PREVENT Noodle Sheet

## BURNING

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

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

\*Pat. Pending



A consistently cooler extruded sheet assures top quality egg noodles which are ideal for that

*Good HOME MADE Flavor and Appeal*

Sheet forming press capacities — 600 to 1600 lbs.



156 — 6th Street, Brooklyn, New York

## Sugar by the Binload

Although the amount of sugar in batches of boiling soup is small in proportion to other ingredients, Campbell Soup Company has found that bulk-handling of that "minor" ingredient pays off. It's paying off, officials say, in increased labor savings, lower sugar costs, lesser sugar loss, and all-around better house-keeping.

The Campbell people, in their two Camden, New Jersey, plants, are utilizing the Tote System of bulk materials handling, a method invented, patented, and engineered by Tote System, Inc., of Beatrice, Nebraska. The heart of the system is the aluminum Tote Bin, a hermetically sealed container capable of handling 4000 pounds of sugar. The Bin serves as the transportation container, the storage container, and the dumping mechanism. It eliminates the need for palleting, stowing, slitting, and dumping bagged sugar, and for piling the empty bags for refund. It eliminates the high percentage of sugar loss encountered by broken bags and by hand-dumping, and the inherent contamination threat of paper-covered sugar.

Campbell purchases all its sugar from two Philadelphia refineries. At the refineries, each Tote Bin is filled with 4000 pounds of sugar, is hermetically sealed, and trucked back to the soup company. It takes a fork lift driver only a few minutes to load the filled Tote Bin on a truck. And, besides the out-and-out bag savings, the refineries allow a regular discount for such purchases.

Once in the Campbell plant, the Tote Bins are stored near their area of use. Because they can be high-piled one atop the other, they take little of the space needed by palletted bags of sugar. Because they hold such quantities of sugar, there is no continuous handling of sugar between the storage area and processing; no continuous pile of empty bags. Fork lifts quickly move the Bins to and from the storage area, and to and from process.

Although no amortization figures were released by Campbell, the soup company's normal policy calls for such items to pay for themselves within two years. Amortization of the Tote System should occur well before that time.

Campbell officials are extremely satisfied with the system and are now studying its adaptation to salt handling in the two plants. At the present time, 60 Tote Bins are on order by Campbell's macaroni supplier (for vegetable soup), at the request of the soup company. These Bins will be used in a similar manner to the sugar containers. Thirty Bins will go to Campbell weekly, the other thirty will remain at the macaroni plant for filling and delivery at the time of pickup of empties, thus no truck will be making an empty run.



The shape of the Tote Bin makes it amenable to tiering. Storing hermetically sealed bins saves at least 15 to 30% warehouse space without tiering. With bins placed one atop the other, just as pallets, even more space can be saved. Warehouses are cleaner, too, and inventory control is simplified.

### New Machines Staple Filled Shipping Containers

Bostitch, Inc. of Westerly, Rhode Island, reports they are having quite good success with some machines that have now been on the market for about 8 months which use large staples for closing shipping containers from the outside. With the new staplers it is possible to fill an unsealed shipping container and then slide it into position in an air-operated stapling machine which applies staples to the top and the bottom.

One model, which is called the "Boxlok," is said to apply approximately 200 staples per minute, top and bottom. The staples can be set to go only part way through the board so that they will not snag the packages inside. Small clinchers enter the container and turn the ends of the staples over. The upper head of the "Boxlok" unit automatically adjusts itself to the height of box within a 20" range and rises high enough after stapling to permit closing of various size boxes without adjustment.



Tote Bins can easily be transported by fork lift trucks or hand lifts. Their versatility allows movement of materials from storage to operation in a minimum amount of time. The bins are quickly removed from the filling operation, and replaced with empties when a bulk hopper car is unloading.

### Huron Appointments

David E. Wilcox has been appointed manager of flour purchases in the newly created Huron milling division of the Virginia Cellulose Department of the Hercules Powder Co. The new division was formed when Hercules acquired the Huron Milling Co. recently.

The products to be handled by the division include monosodium glutamate, hydrolyzed vegetable proteins, proteins and wheat starches.

Charles A. Grant has been named manager of sales for the division with Carl S. Smith and F. J. Bouchard as manager and assistant manager, respectively, of the Harbor Beach plant.

Mr. Smith and Mr. Wilcox were associated with the Huron Milling Co. before the acquisition by Hercules.

### Fuller Expands

The Fuller Co., a subsidiary of General American Transportation Corp., announced that it has begun a 50% expansion of its manufacturing facilities in Catasauqua, Pa., which are scheduled for completion by early summer. The expansion was inaugurated to meet the company's increasing business in its regular lines, and also to produce the fan and blower lines of Lehigh Fan & Blower Co., which Fuller recently acquired.

Fuller also operates plants at Manheim, Pa., and Compton, Calif. Its equipment is also manufactured in England, Spain, France, Germany and Japan. Branch offices are in Chicago, San Francisco, Los Angeles, Seattle, Kansas City and Birmingham.

The Fuller Co. manufactures Fuller-Kinyon conveying systems, Airslide conveying systems, Airveyor pneumatic conveying systems, clinker coolers and heat recuperators, clinker breakers, vane and roll type material feeders, rotary valves, bulk cement unloaders and related accessories.

### Scholarships

International Milling Company announced recently it will, for the third consecutive year, award up to six college or vocational institute scholarships for the school year 1957-58 to sons and daughters of employees. Winners will be selected by a committee of prominent educators on the basis of scholarship, character, leadership and financial need as disclosed in written applications.

The scholarships will cover tuition up to \$500 at any accredited college or vocational school chosen by the recipient. They are not limited to the freshman year, but may be used for any undergraduate year after completion of high school. Children of International Milling Company employees having five or more years of service with the Company are eligible if they have completed or are in the last year of high school and are under 26 years of age. Winners will be announced May 1 on the basis of applications received by the Committee by April 1st.

# STOP MACARONI from BOWING



## A Revolutionary New Idea Produces Macaroni Straight as a String

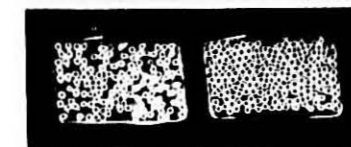
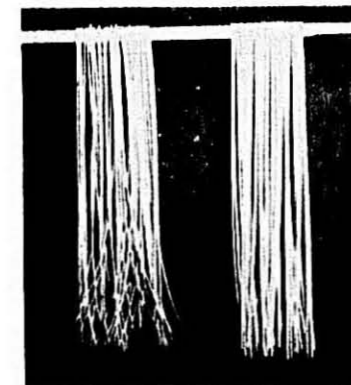
A new One-Piece Die Plug does it! Costs a little more than ordinary pins and extends life of discarded dies.

### Straight Strands

Look Better

Pack Better

Sell Better



For the Best in Dies

# Guido Tanzi

6917 Milwaukee Avenue

Niles, Illinois, U.S.A.

Telephone: Niles 7-7130

- of the National Macaroni Manufacturers Association, dedicated to elevating macaroni and noodle products manufacture to the highest plane of efficiency, effectiveness and public service — indicated with the letter A.
- of the National Macaroni Institute, organized to popularize macaroni and noodle products through research and promotion — indicated with the letter I.

A-I American Beauty	Los Angeles, Calif.	A-I La Premiata Macaroni	Connellsville, Pa.
A-I American Beauty	Denver, Colo.	A-I V. LaRosa & Sons	Brooklyn, N. Y.
A-I American Beauty	Wichita, Kansas	A Luso-American Macaroni	Fall River, Mass.
A-I American Beauty	Kansas City, Mo.	A Magic Chef Foods	Bridgeport, Pa.
A-I American Beauty	St. Louis, Mo.	A-I Megs Macaroni	Harrisburg, Pa.
A-I American Beauty	Salt Lake City, Utah	A Meisenzahl Food Products	Rochester, N. Y.
A American Home Foods	Milton, Pa.	A-I D. Merlino & Sons	Oakland, Calif.
A-I Anthony Macaroni Co.	Los Angeles, Calif.	A Meyer's Home Made Noodles	Glendale, L. I., N.Y.
A-I V. Arana & Sons	Norristown, Pa.	A Michigan Macaroni	Detroit, Mich.
A Asien Noodle Co.	Mt. Prospect, Ill.	A-I Minnesota Macaroni	St. Paul, Minn.
A Bay State Macaroni	Everett, Mass.	A-I Mission Macaroni	Seattle, Wash.
A Big Four Company	Rittman, Ohio	I Monett's Noodles	Columbus, Ohio
A B. Birkel Sohne	Stuttgart, Germany	A-I C. F. Mueller Co.	Jersey City, N. J.
A W. Boehm Company	Pittsburgh, Pa.	A-I National Food Products	New Orleans, La.
I California Paste	San Jose, Calif.	A New Mill Noodle	Chicago, Ill.
A-I California-Vulcan Macaroni	San Francisco, Calif.	A Noodly Products	Toledo, Ohio
A Catelli Food Products	Montreal, Canada	I Oakland Macaroni	Oakland, Calif.
A Charbonneau, Ltd.	Montreal, Canada	A Philadelphia Macaroni	Philadelphia, Pa.
A Chicago Macaroni	Chicago, Ill.	A Piscitello Macaroni Co.	Rochester, N. Y.
A Cicero Macaroni Mfg. Co.	Cicero, Ill.	A Porter-Scarpelli	Portland, Ore.
A Constant Macaroni	St. Boniface, Canada	A-I Prince Macaroni	Brooklyn, N. Y.
A Costa Macaroni Co.	Los Angeles, Calif.	A-I Prince Macaroni	Lowell, Mass.
A-I The Creamette Company	Minneapolis, Minn.	A-I Procino-Rossi	Auburn, N. Y.
A Creamette Co. of Canada	Winnipeg, Canada	I Quaker Maid Co.	New York, N. Y.
A Crescent Macaroni	Davenport, Iowa	A-I Quaker Oats	Chicago, Ill.
A Cumberland Macaroni Mfg. Co.	Cumberland, Md.	A-I Quality Macaroni Co.	St. Paul, Minn.
A D'Amico Macaroni Co.	Steger, Ill.	A-I Ravarino & Freschi	St. Louis, Mo.
A Delmonico Foods	Louisville, Ky.	A-I Roma Macaroni	San Francisco, Calif.
A Delmonico Foods of Florida	Tampa, Fla.	A-I Ronco Foods	Memphis, Tenn.
A-I DeMartini Macaroni	Brooklyn, N. Y.	A-I Ronzoni Macaroni	Long Island City, N. Y.
A-I Dutch Maid Food	Allentown, Pa.	A Peter Rossi & Sons	Braidwood, Ill.
A-I Eichler's Noodles	Long Island City, N. Y.	A Roth Noodle Company	Pittsburgh, Pa.
A-I Florence Macaroni	Los Angeles, Calif.	A-I A. Russo & Co.	Chicago, Ill.
A-I Fort Worth Macaroni	Fort Worth, Texas	A-I San Diego Macaroni Co.	San Diego, Calif.
A-I Fresno Macaroni Co.	Fresno, Calif.	A-I San Giorgio Macaroni	Lebanon, Pa.
A Genoa Egg Noodle & Ravioli	New Haven, Conn.	I St. Louis Macaroni	St. Louis, Mo.
A-I Alfonso Gioia & Sons	Rochester, N. Y.	A-I Schmidt Noodle Co.	Detroit, Mich.
A-I Gioia Macaroni Co.	Buffalo, N. Y.	A Shreveport Macaroni	Shreveport, La.
A-I Golden Grain	San Leandro, Calif.	A-I Skinner Mfg. Co.	Omaha, Nebr.
A-I Golden Grain	Seattle, Wash.	A-I Superior Macaroni Co.	Los Angeles, Calif.
A-I Gooch Food Products	Lincoln, Nebr.	A Tharinger Macaroni	Milwaukee, Wis.
A-I A. Goodman & Sons	Long Island City, N. Y.	A-I U. S. Macaroni	Spokane, Wash.
A-I I. J. Grass Noodle Co.	Chicago, Ill.	A-I Weber Noodle Co.	Bell, Calif.
A-I Horowitz & Margareten	Long Island City, N. Y.	A-I Weiss Noodle Co.	Cleveland, Ohio
A-I Ideal Macaroni	Cleveland, Ohio	A-I West Coast Macaroni	Oakland, Calif.
A-I Inn Maid Products Inc.	Millersburg, Ohio	A-I Western Globe Products	Los Angeles, Calif.
A David Kerr, Inc.	Baltimore, Md.	A-I A. Zerega's Sons	Fairlawn, N. J.
A-I Kientzel Noodle Co.	St. Louis, Mo.		

A-I Amber Milling Div. GTA	St. Paul, Minn.	A Glenn G. Hoskins Co.	Libertyville, Ill.
A Ambrette Machinery	Brooklyn, N. Y.	A-I International Milling Co.	Minneapolis, Minn.
A Ballas Egg Products	Zanesville, Ohio	A Keever Starch Co.	Columbus, Ohio
A Braibanti Company	New York, N. Y.	A-I King Midas Flour	Minneapolis, Minn.
A Buhler Brothers	Fort Lee, N. J.	A D. Maldari & Sons	New York, N. Y.
A N. J. Cavagnaro & Sons	Brooklyn, N. Y.	A Merck & Co.	Nutley, N. J.
A Clermont Machine	Brooklyn, N. Y.	A Milprint, Inc.	Milwaukee, Wis.
A-I Commander-Larabee	Minneapolis, Minn.	A Momark Egg Corp.	Kansas City, Mo.
A Container Corp. of America	New York, N. Y.	A-I North Dakota Mill	Grand Forks, N. D.
A DeFrancisci Machine	Brooklyn, N. Y.	A Wm. Penn Flour Mills	Philadelphia, Pa.
A Dobeckmun Company	Cleveland, Ohio	A Chas. Pfizer Co.	Brooklyn, N. Y.
A-I Doughboy Industries	New Richmond, Wis.	A-I Rossotti Lithograph	North Bergen, N. J.
A E. I. DuPont	Wilmington, Del.	A Van-Frank Sales Co.	Los Angeles, Calif.
A-I General Mills	Minneapolis, Minn.	A Wallace & Tiernan	Belleville, N. J.
A Hercules Powder Co.	Wilmington, Del.	A The Woodman Company	Decatur, Ga.
A Hoffman-LaRoche	Nutley, N. J.		

### Rust Representative —

(Continued from page 16)

state area, reducing the purchasing power of farmers by nearly half a billion dollars. The Rust Prevention Association helped to speed testing and seed increase of Selkirk wheat and the four new durums, Langdon, Ramsey, Towner and Yuma, to meet the threat of stem rust attacks by race 15B. It has supervised the growth of more than 10,000 wheat, oat and barley breeding lines for winter rust tests and increases in Mexico for the past three years, according to Mr. Stevens. The Association's programs are designed to promote research activities leading to the improvement of cereal and other northern grown crops.

Other members of the Board include: Messrs. Don A. Stevens, General Mills, Inc., Chairman; Totton P. Heffelfinger, Van Dusen Harrington Co., Vice Chairman; Gordon Murray, First National Bank, Treasurer; Ben C. McCabe, The McCabe Co.; C. R. Carlson, Jr., Deere & Webber Co.; Thomas G. Croll, Farmers Union Grain Terminal Association; and Maurice L. Ryan, Quality Macaroni Co. Mr. Donald G. Fletcher is Executive Secretary, and Eugene B. Hayden is Associate Secretary.

### Development of Wheat —

(Continued from page 20)

the greenhouse for growing two extra generations in the wintertime. The other way is by beginning the increase before the variety is completely tested. In the greenhouse we can grow a crop to maturity in four months. Because of limited space this is not possible on more than a limited amount of seed in the early generations. But the greenhouse is a great help in making crosses and growing the first two or three generations. In one year's time we can grow the first three generations. We also gain time by sending seed to California, Arizona or Mexico for growing a crop in the wintertime. By using the greenhouse and southern increase we may save as many as five or six

years in the release of a new variety.

So when you want to develop a new variety it is just a matter of selecting the two parents and going through these steps!

No, it is not quite that simple. We are never sure when we make a cross that we will be able to produce an acceptable commercial variety. We make many crosses from which new varieties never result. Many times we also discover new characters from a cross which we did not expect. An example of this is Stewart which has consistently yielded better than either of its parents, Mindum or Vernal, and also Carleton, which had much stronger straw than either of its parents. Sometimes we discover new selections which are much earlier than either of the parents in a certain cross. In this way the plant breeder is often able to make improvement which would not be expected on the basis of the parents.

### Lots of Crosses

How many crosses do you make in a year?

We usually make as many as three hundred different crosses in a year. Developing a new variety of wheat is a complex and a long-time job. After you release a new variety do you start all over again or is it a continuing process?

Plant breeding is really a continuing process. We rarely go back to old crosses, but use promising new selections which offer a particular combination of desirable characters. However, we often do go back to standard varieties, such as Mida, Lee or Thatcher, using them as one of the two parents because they have been established as well adapted to North Dakota conditions. This is particularly important because milling and baking characteristics must be consistently maintained over a period of years if the North Dakota farmer is to have a good market for his wheat.

### Cellophane Box Score

Du Pont has a 200-million-pound annual capacity right now and will go up

### ARE YOU A SALESMAN?

A salesman is a fellow with a smile upon his face. And at word of theory greetings as he goes from place to place.

He devotes his time and effort from an early morning start.

To meet the folks and talking what is nearest to his heart.

He lives a life of service and he gains a host of friends, For he's never actuated by base and selfish ends.

Each day he calls on people with the only thought in mind

Of the good that he is doing, of the prospects he can find.

He raises living standards with the things he has to show.

As he calls folk's attention to the things that they should know.

He never stoops to offer any piece of merchandise

That will not perform a service consistent with its price.

He meets his competition with a friendly, kindly word.

And he never speaks with malice of the things that he has heard.

He is sure the thing he's selling brings a lasting benefit

Far greater than the profit he makes in selling it.

He's secure in his conviction that his effort is worth while.

So he buckles in each morning with an everlasting smile.

Bringing work to men in factories whose families depend

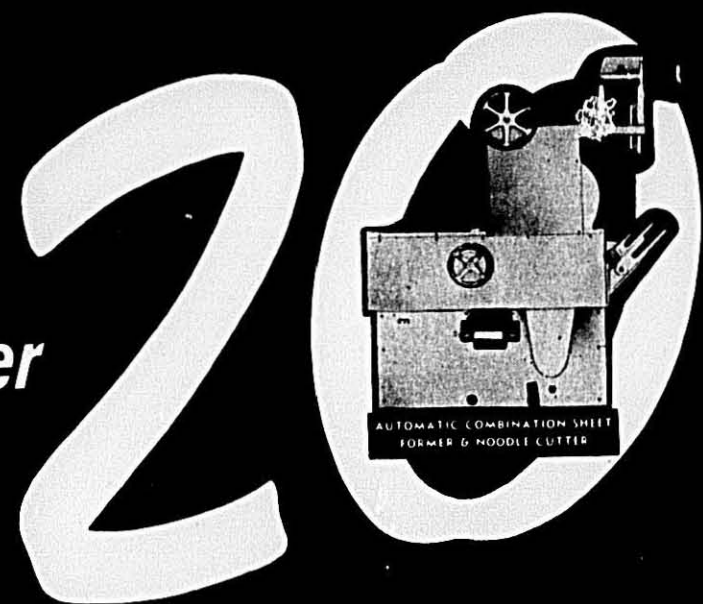
On the daily sales production of their genial, happy friend.

From the National Food Distributors' Journal

another 25% this year; American Viscose has 100 million pounds now and a 50% increase under way; Olin Mathieson has 35 million pounds now and will more than double capacity this year. All told, present cellophane capacity of 335 million pounds will rise to 475 million by the end of 1957 — a 42% increase in one year.

**DEMACO**  
the ultimate in SHEET FORMERS

over



in active use

**HERE ARE THE REASONS  
for DEMACO'S leadership —**

## EXPERIENCE

- DeMaco engineers are specialists in this specialized field; the first to discover the use of DuPont's Patented Teflon for the extrusion of a sheet for noodles. With DeMaco's ORIGINAL SYSTEM of DIE any thickness of a sheet can be extruded and DeMaco Sheet Formers will produce a sheet with full color and smoothness.

## PERFORMANCE

- DeMaco Sheet Formers are rugged. Over twenty satisfied customers are an enviable and unmatched record in this field. For the perfect sheet the DeMaco Single Vacuum Mixer again proves the best. Remember there is no erratic feeding from one mixer to another which causes an uneven feed and pressure into the die chamber. Thus with the DeMaco extrusion press there is no problem of thickness of die.

## DEPENDABILITY

- Extensive research, rigid standards for material purchasing and inspection and the most advanced techniques and equipment insure DeMaco's unequalled performance. If your problem is a uniform sheet we would like to explore the possibilities with you.

DEMACO **DE FRANCISCI MACHINE**  
CORPORATION

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



## Phil Kappes, Star Salesman

"IT IS my belief that everyone is or can be a salesman. In business, professional life, and even everyday society, each of us subconsciously sells one's self or our services," says Mr. Phil Kappes, star salesman of Milprint, Inc., flexible packaging concern. He covers Indiana and has the enviable position of being Milprint's top salesman for five straight years.

Mr. Kappes joined Milprint, Inc. in the depths of the depression while straining under the insolvency of his advertising agency caused by servicing insolvent debtors. He liquidated his business with the exception of a printing bill from Milprint, Inc. and started selling for the firm to rectify his indebtedness.

"It certainly was not easy to sell manufacturers, who were losing money, on the idea of adding expensive packaging during depression. But, it was inspiring to find that once they adopted glamorously printed transparent packaging their products sold. I saw many companies pulled out of the red this way. Their success inspired a decision to make Milprint and selling my permanent career," revealed Mr. Kappes.

### Learned During Depression

Mr. Kappes further points out that selling during these depression years and inducing many companies with idle equipment to make major expenditures for modern packaging was the most challenging period of his selling career. He also credits these early, tough years as the background of his later success in selling for forward looking Milprint.

Today Milprint packaging materials are servicing over sixty industries, an important one of which is the macaroni industry. Milprint today boasts of over one million square feet of manufacturing area and converts a wider variety of packaging materials than any other converter in the United States. Milprint also maintains large creative art studios and extensive laboratory services.

One very interesting sales experience of Mr. Kappes' career developed out of a flat refusal of Milprint's service from a vice-president of a firm producing nationally distributed liquors. He was merely informed that after the packages of the products were designed he could bid in competition with other converters.

That evening, Mr. Kappes relates, he went back to his hotel and before going to his room he stopped at the cigar counter. While purchasing his favorite smoke, a glittering foil package of chocolate mints caught his eye and simultaneously an idea was born. The following morning he returned to the office of the vice-president with two boxes of these foil wrapped mints, presented him with an opened box of mints, asked him to try them, and placed the unopened package on his desk turned on end to emulate a



Phil Kappes, star salesman of Milprint, Inc.

liquor carton. The conversation went like this: "These are very fine mints," said the V.P., "but what's the idea?" Pointing to the upturned box Mr. Kappes replied, "That is your new package." The result was a decision to employ Milprint to design their packaging. In a few months their liquor was selling successfully in foil packages.

Mr. Kappes' formula for successful selling centers around three points: 1. Complete confidence and respect for the personnel and facilities of the company you represent. 2. The products or services one sells must lie in a field for which you have a definite liking and some background knowledge. 3. Also of great importance is an understanding of the problems pertinent to the user of the products or services one is selling and an earnest desire and ability to help solve them.

"It is my belief that no pattern exists for successful selling in terms of hours spent or number of calls made per day," comments Mr. Kappes. He points out that each call should have a definite objective which requires forethought and planning. Productive selling takes time both in and out of the customer's office.

Mr. Kappes mused that creative selling and cooperating with the service forces behind selling is a sixteen hour a day job. Traveling never made a salesman — one only moves discriminately as the need becomes obvious. Quippingly he puts it: "It is impossible to be a cab driver and a salesman with equal success."

### Milprint at Packaging Show

Milprint, Inc. will exhibit at booth number 884 at the American Management Association Material Packaging Exposition to be held April 8 through 11 at the International Amphitheatre in Chicago, Illinois.

The theme of the Milprint display will be that of a self-service store. Actual products will be on display in a simulated store atmosphere with shoppers in motion indicating the few seconds the shopper has to make a selection, and the importance of a package in buying decisions. All types of packaged products will be displayed, among which will be shown many new packaging applications.

In charge of the booth will be George Everitt, assistant to the vice-president and director of sales. In attendance will be William Heller, Sr., chairman of the board; Arthur Snapper, executive vice-president and secretary; Roy E. Hanson, vice-president and director of sales; Bert Hefter, vice-president and general sales manager; Shy Rosen, vice-president in charge of Eastern operations; Lester Zimmerman, vice-president; C. K. "Bob" Billeb, vice-president in charge of plant operations; Paul Hultkrans, vice-president in charge of research and product development; Walt Hullinger and Ralph Becker, assistants to the vice-president and general sales manager; Roy W. Lundberg, advertising manager; Roger Vornholt, assistant advertising manager. Also in attendance will be Harry Jones, John Bode, Elmer Angsman, Dave Calahan, Dave Dooley, DeWitt Hull, Abe Jacobs, Jack Sevik, Cliff Williams, and Jerry Rose.

### Container Corporation Record

Walter P. Paepcke, chairman, and Wesley M. Dixon, president, announce that Container Corporation of America's consolidated net earnings for 1956 were \$18,230,919, a new record and an increase of 11.1 per cent over the 1955 total of \$16,411,491.

These earnings equalled \$1.71 per share on 10,508,892 shares of common stock outstanding compared with \$1.59 a share in 1955.

Including Container's participation in profits of foreign corporations, the per share earnings increased to \$1.82 in 1956 and \$1.69 in 1955.

Sales also set a new record in 1956, aggregating \$276,008,765 compared with \$258,463,036 in 1955, an increase of 6.8 per cent.

The annual report consolidates the data of The Mengel Co. for 1955 and 1956 and Wayne Paper Box and Printing Corp. for 1956 but excludes sales and earnings of foreign subsidiaries.

However, the new records were set without including the Mengel and Wayne figures.

The annual report stated that Container spent \$34,417,490 in 1956 for capital additions and improvements to plant and property and investments.

Of this amount an additional investment of \$7,182,765 was made in shares of The Mengel Co. bringing the total shares owned to 96.8 per cent of Mengel's outstanding common stock; \$6,086,547 was invested in foreign operations, most of which provided funds for a new paperboard mill now being built in West Germany; and \$11,561,922 was spent towards completion of two new paperboard mills actively under construction in Brewton, Ala. and Santa Clara, Calif.

## High speed efficiency... Lowered packaging costs!

### THE WOODMAN FLEET-WEIGH with LO-LEVEL FEEDER and VIBRA-WHEEL FILLER

This WOODMAN combination makes macaroni and noodle packaging a smooth trouble free operation.

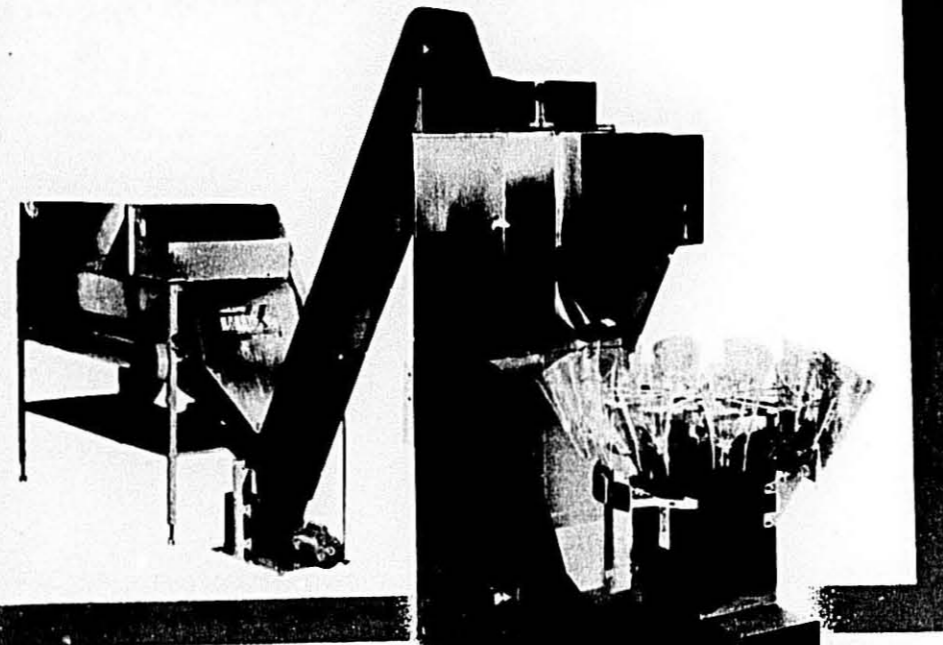
The LO-LEVEL FEEDER automatically levels the product in the hopper, the picker wheel insures cluster free delivery to the dual scale hoppers of the FLEET-WEIGH for rapid, accurate net weighing and to the VIBRA-WHEEL FILLER for fast efficient bag filling.

Think of it — up to 35 packages per minute with less than 1/4 oz. average weight variation!

Weight and bag size changes can be made in less than 2 minutes — from 2 to 16 oz. single shot.

The WOODMAN line of packaging machinery will answer your packaging problems. Call, write or wire for a WOODMAN engineer to analyze your packaging operation. No obligation, of course!

YOUR WOODMAN MAN IS A GOOD MAN TO KNOW!



The  
**WOODMAN**  
Company



Home Office: DECATUR, GEORGIA; other offices in: Boston, Chicago, Columbus, Fort Worth, Detroit, Kansas City, Los Angeles, Montreal, New York, Portland, Philadelphia, San Francisco.

## Meet Manny Ronzoni



EMANUELE RONZONI, JR.

EMANUELE RONZONI, Jr. was elected third vice-president of the National Macaroni Manufacturers Association last June at the 52nd Annual Meeting. He was somewhat reluctant to accept the honor because he does not relish public speaking. But in his quiet, unassuming way he did a splendid job on his first assignment — he presided at a session of round-table discussions at the Winter Workshop in January. His introductions of speakers and the way he got discussions going were straightforward and business-like. That's the way he operates.

Manny is a Brooklyn boy, born June 28, 1903. He attended Fordham University Preparatory School and at an early age entered the macaroni business to help his dad who was sorely pressed at the time for assistance. The father, Emanuele Ronzoni, was a pioneer in the macaroni business in New York City and a partner in the early Atlantic Macaroni Company before going into business for himself. While at Atlantic, he was among those who persuaded Enrico Caruso to enjoy his spaghetti and endorse it with his name. While both the names "Atlantic" and "Caruso" have passed into oblivion, the name "Ronzoni" has become an important one in modern-day macaroni business.

### Early Training

Emanuele Junior learned the business from top to bottom, or rather from the bottom to the top. He has worked in every department and is familiar with all types of machinery — presses, dryers, packaging and conveying equipment. To improve himself he learned how to read blueprints, obtained a knowledge of business law and related commercial subjects.

But it was Manny's brother Angelo who was put in charge of production at the Ronzoni Macaroni Company, while Manny took hold of sales. He became president of the company after the death of his father last August.

Some fifteen years ago, Ronzoni was just another obscure brand name among some thirty different macaroni brands throughout its northeast distribution area. Then, about ten years ago, Ronzoni started on its career as a heavy user of regional air media and sales started to move.

### Successful Selling

In 1955, Gerard Benedict, Ronzoni's advertising and sales manager, told Sponsor magazine:

"Radio has done an excellent job of reaching Italian-Americans, through foreign-language shows, to maintain our high sales level at a low media cost-per-1,000. In fact, our Italian-language radio show is nearly 21 years old (1935) and on the air continuously.

"In recent years, television has been particularly effective for our line of macaroni products. It has done a wonderful job in persuading viewers to try Ronzoni. At the same time, through television, we have been able to demonstrate the quality and appetite-appeal of Ronzoni, to show new ways to prepare Ronzoni products and educate people as to Ronzoni Macaroni's nutritional values in their diet."

Sponsor guessed that Ronzoni was spending a half-million dollars annually on advertising with about 80% of its budget in radio and television — the rest in newspapers and billboards. Advertising agency is Emil Mogul.

The radio and television lineups are carefully planned to accomplish the company's twin objectives: creating an increasingly large market among non-Italians while at the same time strengthening its position with the solid corps of Italian-Americans who buy its products.



American Macaroni Manufacturer Visits Switzerland

Mr. Joseph Pellegrino, president of Prince Macaroni Manufacturing Company, Lowell, Massachusetts, visits with colleagues in Switzerland. Left to right are Mr. Adolf Montag, president of Ami, Isiko, Switzerland; Mr. Pellegrino; standing, Mr. Gross, manager of Ami; Mr. Antonio Pfenneger, president of Scolari, Derendingen; and Mr. Willy Schonholzer of Braubant.

Mr. Pellegrino was impressed with the warmth and friendly spirit of the Swiss and their frank discussion of macaroni problems. They are especially well organized, and the plants are immaculately clean, Mr. Pellegrino reports.

"It takes a long time to build up a brand name," says Manny Ronzoni. "Our consistency in advertising is one explanation for our success, and of course, there is no substitute for quality ingredients and manufacturing know-how."

Ever since Ronzoni built its new factory in Long Island City in 1952 the firm has been turning out about 55 different products in the macaroni line.

When the address of the new plant was mentioned to a trade magazine editor, he asked, "Isn't that the plant right next door to Republic Steel in Long Island City?"

"Well, yes," Manny conceded, adding, "but I'd have said 'Republic Steel is right next door to Ronzoni.'"

"After all," he joked, "our sales of macaroni products top Republic Steel's."

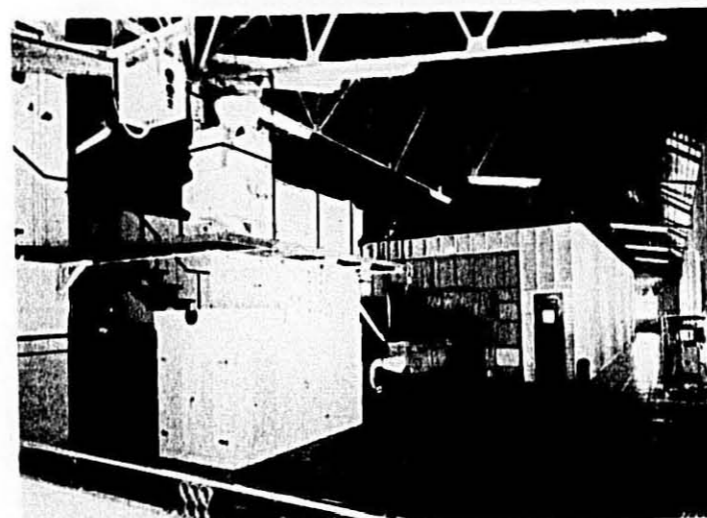
Manny lives with his wife Catherine, called Ina by her friends, in Flushing, Long Island, New York. They are the parents of two married daughters, Rosemary Bisio and Rita Castagna, and two sons, Richard and Robert Ronzoni. The Bisios recently made the Ronzoni's proud grandparents.

### James M. Rea

Mr. James M. Rea, Comptroller and a Director of A. Zerega's Sons, Inc., passed away suddenly on February 23. Mr. Rea was 56 years old and had been associated with A. Zerega's Sons for more than 23 years.

### Two Prince Sauces

Prince Macaroni Company is introducing two new ready-to-serve Italian sauces — Prince Italian Pizza Sauce and Prince Italian Marinara Sauce. These two new sauces are a result of years of kitchen testing and now join the Prince Italian Sauce which has become so popular with housewives. All three sauces are meatless and are made with imported olive oil. The sauces are available in 10½ ounce cans.



Buhler Press and TTM Short Goods Dryer Installation

## BUHLER SHORT GOODS DRYER, TYPE TTM

### PRINCIPLE

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

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

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

### DESIGN CHARACTERISTICS

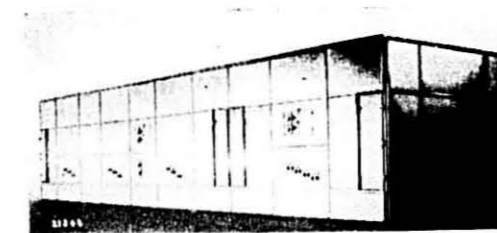
- 1) The TTM offers the smallest space requirement for a dryer of this capacity, plus small power consumption compared with capacity.
- 2) Aluminum housing over light-weight insulating panels is designed as a heat and vapor barrier, permitting the dryer to be operated at higher temperatures and humidities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

veyor elements, thus eliminating repairs and break-downs.

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

### CAPACITY

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



TTM Short Goods Dryer in Light Metal Panelling

## BUHLER BROTHERS, INC.

Engineers for Industry



Since 1860

130 COOLIDGE AVENUE • ENGLEWOOD, NEW JERSEY

## In The Industry

### Outdoor Advertising Awards

Thirty-six local advertisers have won national recognition "for creative excellence and effective use of outdoor advertising during 1956" as Award Winners of the Fifth Annual Local Outdoor Advertising Contest sponsored by the Outdoor Advertising Association of America, Inc., Chicago.

From a record number of entries in the nationwide competition totaling nearly 350 of the 1956 local outdoor advertising campaigns and designs of last year, First, Second and Third Award winners were chosen in each of twelve contest divisions.

For each of the 36 winners, the Association is presenting framed award certificates to the advertiser, the advertising agency, the artist, and the outdoor advertising plant operator.

In judging the campaign divisions, major emphasis was given to results achieved through effective application of outdoor advertising to the advertiser's marketing and sales objectives. In the design competitions, the judges gave special weight to the sales value and originality of copy and design.

The contest was established as an annual event in 1952 to give recognition to local outdoor advertisers whose campaigns or copy are outstanding. Entries were submitted by OAAA members in cities throughout the United States.

Third award for painted bulletin campaign went to Megs Macaroni Company, Harrisburg, Pennsylvania; Agency, Weightman, Inc., Philadelphia, Pennsylvania. Artists, David Nazionale, Weightman, Inc., and Carl Eichmann, General Outdoor Advertising Company, Philadelphia, Pennsylvania; Plant Operator, General Outdoor Advertising Company, Philadelphia, Pennsylvania.

### Golden Grain Promotes Noodles

During the Lenten season, which occurs this year March 6-April 21, macaroni products, especially egg noodles, find increased consumer acceptance because of their adaptability to casserole dishes which do not require meat.

This year, Golden Grain Macaroni Co., San Leandro, Calif., will capitalize on the Lenten demand for egg noodles with an intensive advertising campaign over television. New TV commercials have been produced to dramatize the fact that Golden Grain Egg Noodles not only contain lots of eggs, but are also homestyle rolled and therefore cook and taste better.

The hard-hitting new commercials will be shown on Golden Grain's popular and highly rated TV shows—"Code 3" in Chico; "Highway Patrol" in Sacramento; "All Star Theater" in Salinas; "Fabulous Features" in San Francisco; and "Four Star Playhouse" in Salt Lake City.

In addition to television commercials, all other Golden Grain advertising—newspaper, radio and magazine ads—will be concentrated on building Lenten sales of Golden Grain's Egg Noodles.

Grocers are urged to gain increased Lenten sales by displaying Golden Grain Egg Noodles along with related items such as canned tuna, salmon, tomato sauce, mushrooms, cream soups, cheese, peas and other products used in noodle dishes.

### Homemaker's Holiday

A combined "Homemaker's Holiday" campaign through full-color Sunday supplement advertisements in metropolitan and secondary papers, radio and television is revealed in Minneapolis by the Creamette Company and Star-Kist Foods Inc., Terminal Island, California.

A recipe plus illustration is to be carried on the reverse side of millions of Creamette packages demonstrating the combination of Creamette's macaroni and Star-Kist's tuna in what is claimed to be "a new taste combination."

### Radio Push

The yearly station promotion during the Lenten period in behalf of greater consumption of macaroni products will be repeated during 1957 on WOV, New York, leading Italian-language radio station in the world outside Italy itself, with an even broader campaign than ever before.

Special station breaks promoting macaroni products in general will be part of the station's regular 11-hour Italian day. A typical one, translated into English, reads: "This is WOV, New York—reminding you that macaroni belongs on your menu every day during Lent! Nothing so tasty, nothing so versatile, as this traditional Italian dish! Best brands are advertised on WOV!"

In the English segment of the day, the station will run an educational campaign whose gist is given in the following station break: "Lent is a fine time to get acquainted with the most versatile of foods—spaghetti and macaroni! Write to WOV, New York, for free folders all about macaroni products and how to serve!"

Another theme in English is the following: "Make every Wednesday and Friday during Lent your days for spaghetti and macaroni! Good all other days, too! Write to WOV, New York."

In addition to generalized promotion for the industry as a whole, WOV is also scheduling supplementary Lenten announcements in behalf of five specific brands. They are, alphabetically, Buitoni, La Rosa, Paramount, Prince, and Ronzoni.

### All-at-Once Spaghetti

Quick stunts with Hunt's tomato sauce is being advertised in full color in national women's magazines.

All-at-once spaghetti is billed as a new easy way to prepare spaghetti with meat sauce all in one pan. Meat, seasonings and spaghetti go into the same container with this recipe:

- 1 tablespoon cooking oil
- 1 large onion, chopped
- 1 1/2 lb. ground beef
- 1 1/2 teaspoon salt
- pepper to taste
- 2 cans tomato sauce
- 1 1/2 cups water
- 1 oz. uncooked spaghetti
- grated cheese

Heat oil in saucepan or skillet. Add onion and cook until soft. Crumble in the beef. Stir and fry until meat loses red color. Sprinkle with salt and pepper. Pour in tomato sauce and water, bring to a boil. Put spaghetti in a little at a time, stirring it into the sauce and keeping it separated. Cover tightly. Simmer 20 to 30 minutes. Stir once toward end of cooking time. Serve with cheese. Makes 3 to 4 servings. Double the recipe for a larger family.

### Dependable Quality

## No. 1 Semolina

Doughboy selects only the finest number-one hard amber durum wheat; puts it in the hands of veteran millers with the most modern milling equipment; and carefully laboratory-checks it all the way. That's why Doughboy semolina, granular and flours can assure you such consistent uniform color, granulation and flavor . . . why you can depend on Doughboy to help you make the finest macaroni product on the grocer's shelf!



At Doughboy, the most modern equipment and methods are used, at the laboratory as well as at the mill. Above, super-sensitive scale weighs out test-sample of flour.

### "Dependability—A Tradition Since 1856"

**Doughboy**<sup>®</sup>

## DOUGHBOY INDUSTRIES, INC.

NEW RICHMOND, WIS.

MASTER CRAFTSMEN IN FLOUR MILLING • PACKAGING MACHINERY • PLASTICS • FARM FEEDS



This Doughboy Rotary Sealer, Model AT series, folds and seals automatically for the Creamette Co., Minneapolis. Code-daters and automatic labelers are but two of many Doughboy attachments available.

### Dependable Operation

## Heat Sealers

Doughboy's Mechanical Division offers you precision-engineered heat sealing machinery of all types, and for use with any kind of film. You get a fast, dependable operation that's tailor-fit to your exact production needs . . . that saves time and money . . . that gives you a neater package for extra sales appeal, and product freshness that lasts! Write today for free catalog on "Heat Sealing."



Megs Macaroni Company wins outdoor advertising award.



The portable platform scale — universally used in all plants for a variety of uses such as packing and checkweighing of both outgoing and incoming products. For larger weights, floor scales, either dormant or built-in types are used.

the weight you receive, batch, package and ship. The scales you use are processing tools to facilitate efficient operations. In addition, they are tools for the protection of your profits — if they are dependably accurate.

#### Macaroni Manufacturers!

Want to Avoid Giving Away Your Profits? Proper Care and Maintenance of Your Scales Will Protect You From Doing So:

1. Use care in placing loads on scales — to avoid misalignment.
  2. A good scale is a precision instrument — handle it with reasonable care.
  3. Don't overload scales beyond their capacity. That can often permanently harm them.
  4. Dirt and moisture can gum up the works — literally — and build up friction in your scales. Keep your scales clean.
  5. Replace scales which inspections show consistently unreliable. Regular replacement protects you from having your scales give away your money.
  6. Scales can get out of adjustment, just like other pieces of machinery. Regular inspection and repair can save you money and headaches.
- REMEMBER, your scales can give away literally thousands of dollars worth of your goods if they aren't working right.

#### Historic Mackinac —

(Continued from page 26)

tag. These tags are sent in bulk to the convention official or secretary's office prior to the convention for distribution among those attending the meeting. A \$1.50 baggage transfer charge is automatically put on each guest's account to cover the transporting of baggage from

the ferry dock to the hotel and back again, regardless of the number of pieces.

#### By Air

Capital Airlines serves Mackinac Island from the Pellston (Emmett County) Airport. Nonstop service is offered to and from Chicago and Detroit. The Pellston Airport is only a twenty minute limousine ride from the Mackinaw City ferry dock. The number of flights have increased each year and "Viscount" service is expected by next year. Excellent connections with all transcontinental flights are available at Detroit and Chicago. Trans-Canada Airlines serves Mackinac Island from the Kinross Airport, just outside of Sault Ste. Marie. There are several flights daily from New York, Montreal, and Toronto. Chartered limousine is the only transportation to the St. Ignace ferry dock.

Small craft may land at the Mackinac County Airport in St. Ignace as well as at the Pellston Airport. Sturgeon Air Service at the Mackinac County Airport offers parking and hangar storage facilities, petroleum products, and taxi service to St. Ignace. They do not have facilities at present for night landings. This airport is at the edge of an airway. Larger ships should plan to use Pellston's more extensive facilities.

#### By Rail

Overnight service is offered by the New York Central System from Chicago through Detroit to Mackinaw City. Pennsylvania R. R. offers limited seasonal service from Chicago via Ft. Wayne, Indiana. The railroad station is within a city block of the Mackinaw City ferry dock.

#### By Boat

The Chicago, Duluth & Georgian Bay Transit Company ships, the S. S. North American, and S. S. South American serve Mackinac Island from Chicago, Detroit, Cleveland, and Buffalo. For reservations or information contact the Georgian Bay offices in Cleveland, Chicago, or Detroit.

Greyhound Bus Lines serve both Mackinaw City and St. Ignace from all major cities.

The "world's longest steel suspension bridge" connects the upper and lower peninsulas of Michigan, but does not touch Mackinac Island. The five mile span may be viewed from the Grand Hotel's "longest porch in the world."

#### DuPont in Canada

The DuPont Co. of Canada, Ltd., has scheduled construction of a second cellulose film manufacturing plant. The present Shawinigan Falls operation, which has been expanded nine times since 1945, employs about 700.

The plant will be erected on a site adjoining the firm's nylon intermediate plant at Maitland and will produce transparent and moisture-proof cellulose films. Output will be destined primarily for the Toronto market but western Canada will also be served.

#### Cellophane Prices Up

Olin Cellophane prices were increased 5% in early February.

Avisco raised prices between 4 and 5% at the end of the month.

On March 4 the Dupont Company announced an increase of 3 cents a pound in the price of cellophane, bringing the price of the most widely used types to 62 cents a pound.

J. Edward Dean, director of sales of the company's Film Department, noted that technological advances in manufacturing have made it possible to hold the rise in cellophane prices, including the present increase, to 53% over the low of 1939, while cellophane raw material costs have risen 123% and wage rates in cellophane manufacturing have risen 182% in the same period.

#### Dobeckmun Label Device

An electric label activator designed to speed application of identifying marks to cellophane and polyethylene packages is now part of the stock products line of the Dobeckmun Co.

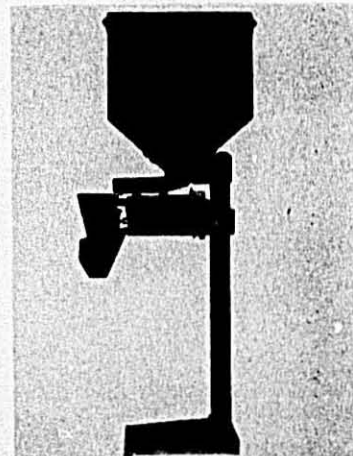
It may be placed on the table or mounted on an adjustable stand which is also available.

#### Washable Weighing Unit

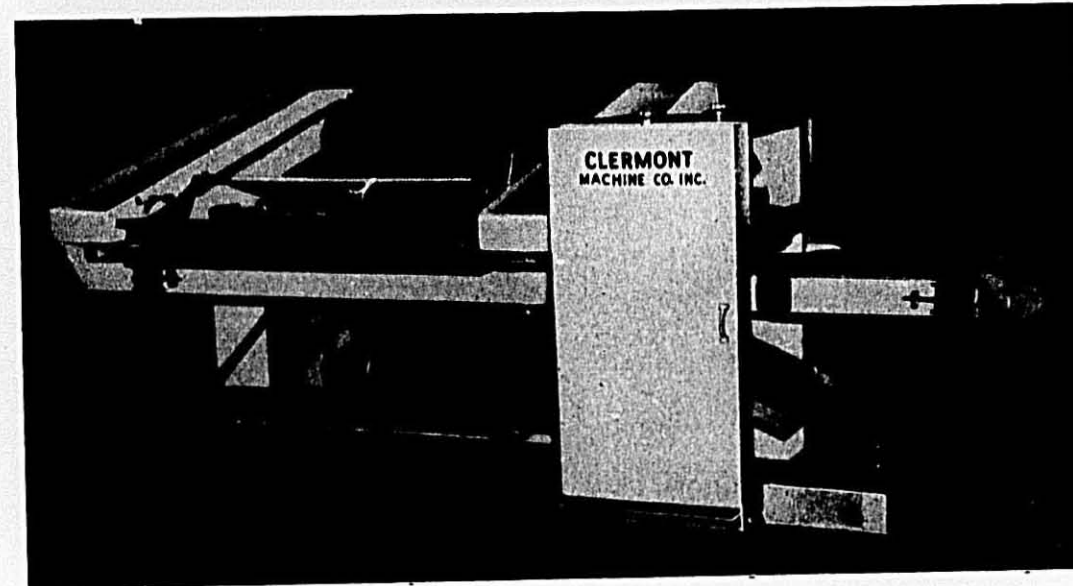
The new Glengarry Model B Weighing Unit has the entire mechanism sealed in a cast aluminum enclosure. The controls for this unit are housed in the remote control box, and electrical connection is made by means of water-tight connectors. All contact parts are fabricated of stainless steel.

This unit is capable of weighing a wide variety of dry products over an adjustable range from 1 ounce to 10 pounds at speeds up to 30 per minute. Model B is available in both single and two station models, mounted on sanitary and easily adjustable pedestal type supporting columns. In addition to the filling of containers, the Model B lends itself very well to automatic batching operations, involving a series of machines.

Control equipment for programming these units is available from Glengarry Processes, Bay Shore, New York.



## Clermont Long Goods Stick Remover and Cutter



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

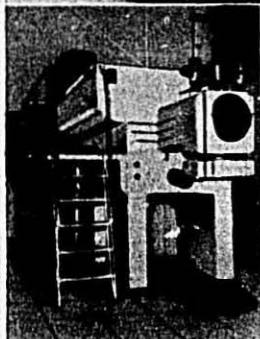
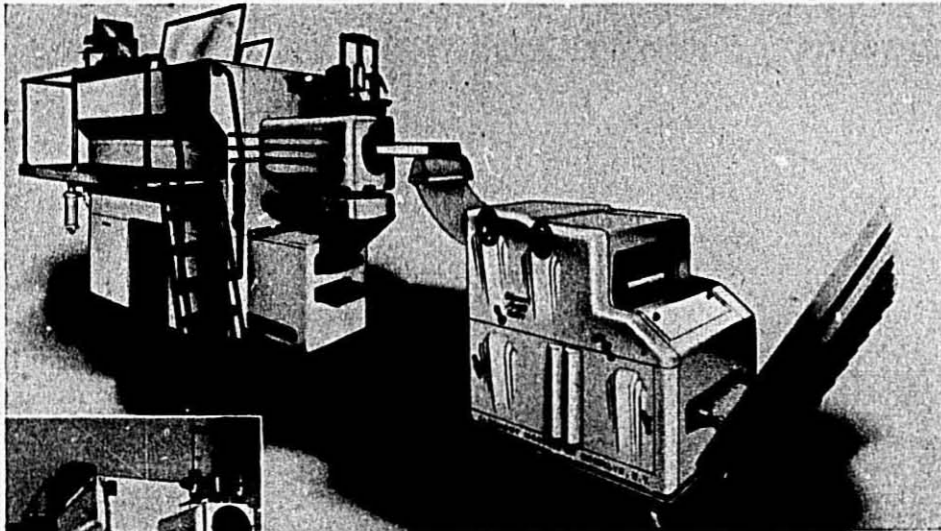
Please consult us for full information.

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

*Clermont Machine Company Inc.*

## Clermont's Unique New VMP-3 Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour

Clermont Extruded Noodle Dough Sheeter VMP-3



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

FOR THE SUPERIOR IN NOODLE MACHINES

IT'S ALL WAYS *Clermont!*

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

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

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

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

**Engineered** for simplicity of operation.

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

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

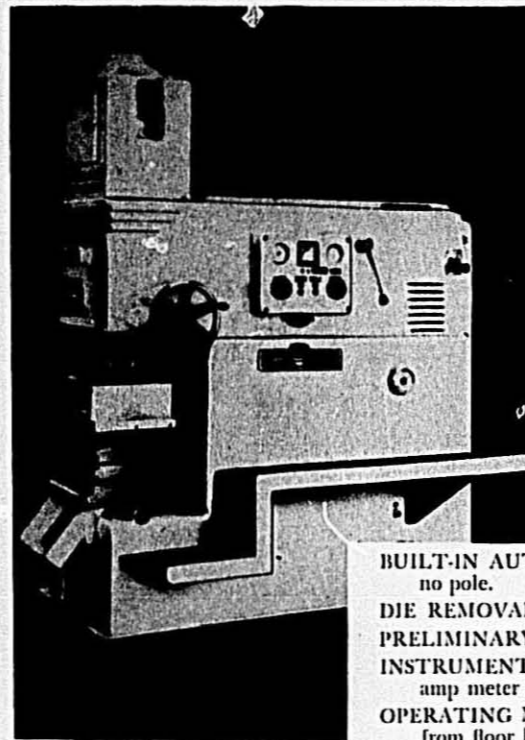
**Only** one piece housing. Easy to remove screw, easy to clean.  
No separation between screw chamber and head.

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

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

*Clermont Machine Company*

266-276 Wallabout Street



Short Cut Press, VMP-1

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

with or without vacuum process  
350 pounds per hour

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

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

**REMOVABLE MIXER SHAFTS AND PADDLES** for rapid, thorough cleaning.

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

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

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

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

**DIE REMOVAL** accomplished by turning handwheel to lower die holder.

**PRELIMINARY SHAKER INCLUDED,** installed underneath the machine.

**INSTRUMENT PANEL BOARD** contains pressure gauge, vacuum gauge, amp meter and temperature control.

**OPERATING MECHANISM** all at operator's finger tips. Machine operated from floor level.

## Clermont's VMP-2 Sets New Standards in Macaroni Presses

with or without vacuum process  
450 pounds per hour

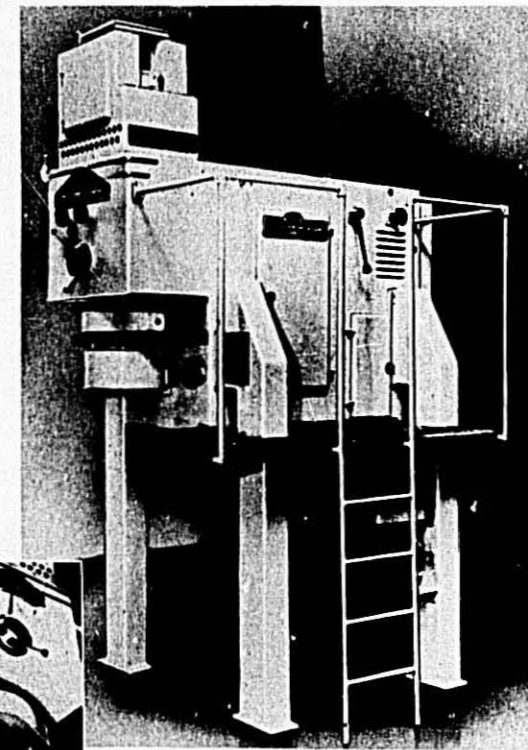
**BENEFITS PLUS**

Most versatile of all medium production presses

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

THE SURE WAY  
*Buy Clermont!*

Close-up of cutoff attachment

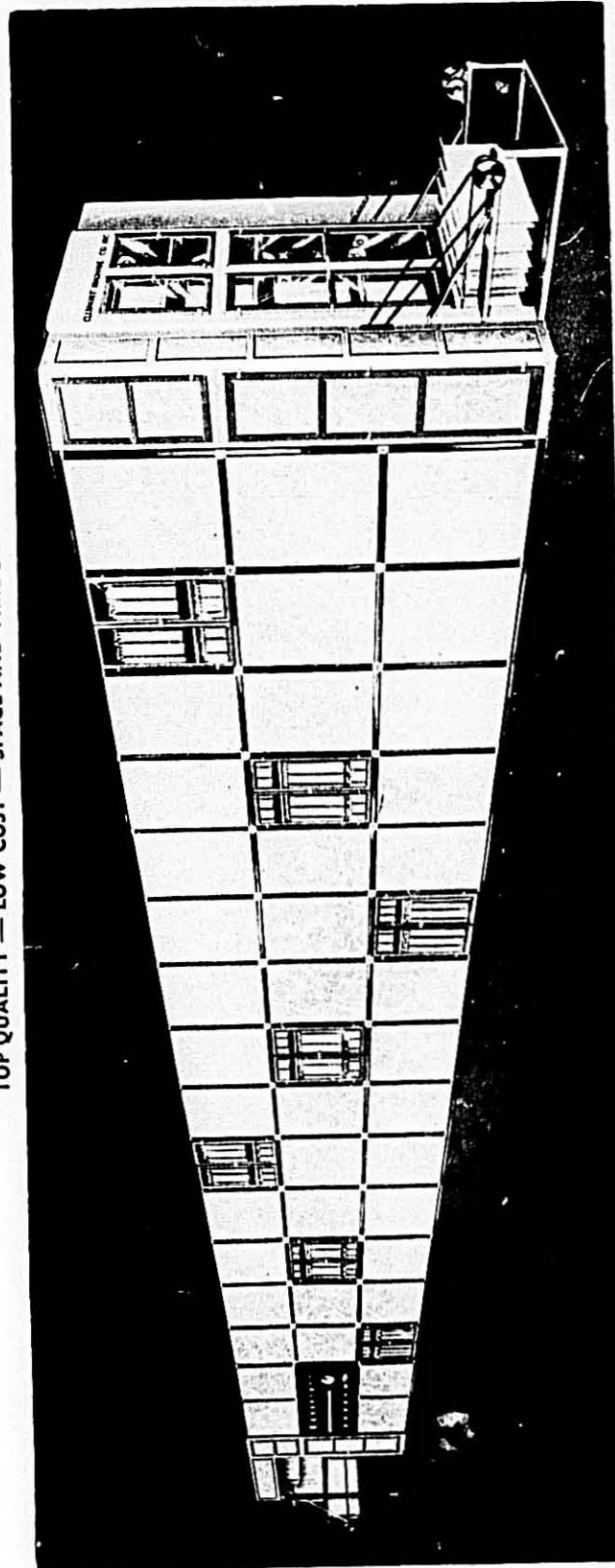


VMP-2, Combination Short Cut and Long Goods Press

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

**TODAY'S MOST ADVANCED METHOD**  
in *Automatic Long Goods Drying*

plus  
**TOP QUALITY — LOW COST — SPACE AND TIME SAVING**



To cushion the impact of the new highly competitive market and increasingly strict sanitary regulations, it is a MUST for manufacturers to install up-to-date long goods drying equipment that eliminates old, costly methods, which additionally are dust collectors and an invitation to infestation.

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# Buyers Guide

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### GUM GLUTEN

**HERON MILLING DIVISION,** Virginia Cellulose Department, Hercules Powder Company, Wilmington 99, Delaware. Sales office: Chicago 1, Illinois, 332 South Michigan Avenue, New York 17, New York, 380 Madison Avenue, San Francisco 1, California, 129 Montgomery Street, Wilmington 99, Delaware, Ninth and Market Streets. Suppliers of Huron Vital Wheat Gluten, Huron Wheat Starch, Huron Gluten Flour, Huron Monosodium Glutamate and Huron Hydrolyzed Vegetable Protein.

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**BLANCHES MACHINE SHOP,** 221 223 Bay St., San Francisco 11, California. Western states macaroni factory supplier and repairing specialists.

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**BRAMBANTI CO.,** Felara Corporation, 60 East 12nd St., New York 17, N. Y. and Permasec Division of Winter Wollf & Co., Inc., 2036 East 27th St., Los Angeles 8, Calif. Manufacturers of completely automatic lines of equipment for all types of macaroni products. Automatic presses from 100 to 1500 lbs. per hour. Pneumatic flour handling systems. Specialty machines. Free consultation service for factory layouts and engineering.

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GREEN BAY BOX COMPANY, Green Bay, Wisconsin. Manufacturers of corrugated shipping containers and folding cartons.

THE KVP COMPANY, Kalamazoo, Michigan. Manufacturers and converters of food protection papers, carton liners, waxed papers, printed waxed paper and overwraps. Trademarks: KVP and KVP Super Kalakote.

MENGEL CORRUGATED PRODUCTS, 111 Zane Street, Louisville, Kentucky. Designers and manufacturers of corrugated shipping containers, specialty boxes, packaging material, skids and platforms, counter and floor displays, weatherproof export containers.

MILPRINT, INC., 4200 N. Holton St., Milwaukee 1, Wisconsin. Packaging converters and lithographers. Plants in Wisconsin, Pennsylvania, Arizona and California. Sales offices in all principal cities.

ROSSOTTI LITHOGRAPH CORPORATION, 8511 Tonelle Avenue, North Bergen, New Jersey. Lithographers of labels and folding cartons. West Coast plant San Francisco, California. Sales offices located in principal cities.

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WM. J. STANGE CO., Chicago 12, Illinois; Paterson 4, New Jersey; Oakland 21, California. Manufacturers of 50-A Microground spice, Cream of Spice Soluble Seasoning, Ground Spice, NDGA Antioxidant, and Peacock Brand Certified Food Color.

STELLA CHEESE COMPANY, General Office 110 N. Franklin St., Chicago 6, Illinois. Manufacturers and distributors of fancy cheeses.

VAN-FRANK SALES CO., 568 San Fernando Road, Los Angeles, Calif. Sales agents for LAWRY'S Spaghetti Sauce Mix.

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GLENN G. HOSKINS COMPANY, 125 E. Church Street, Libertyville, Illinois. Industrial consultants, engineering service.

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HOFFMANN-LA ROCHE, INC., Roche Park, Nutley, New Jersey. Enrichment for macaroni products.

MERCK & COMPANY, INC., Rahway, New Jersey. Vitamin products for enrichment of macaroni.

CHAS. PFIZER & CO., INC., Chemical Sales Division, 630 Flushing Avenue, Brooklyn 6, N. Y. Plants & laboratories in Brooklyn, Groton, Conn., Terre Haute, Ind., Maywood, N. J. Sales Offices in Brooklyn, Chicago, San Francisco, Atlanta, Dallas. Enrichment ingredients.

STERWIN CHEMICALS, INC., 1450 Broadway, New York 18, N. Y. Producers of B-E-T-S Orange Label and B-E-T-S Yellow Label macaroni enrichment tablets, VextraM Blue Label macaroni enrichment powder single and double strength, and Sterwin Feeder for addition of enrichment to macaroni products.

WALLACE & TIERNAN, INC., Box 178, Newark 1, New Jersey. N-Richment-A for uniform enrichment of macaroni products.

**Recipe for Spring**

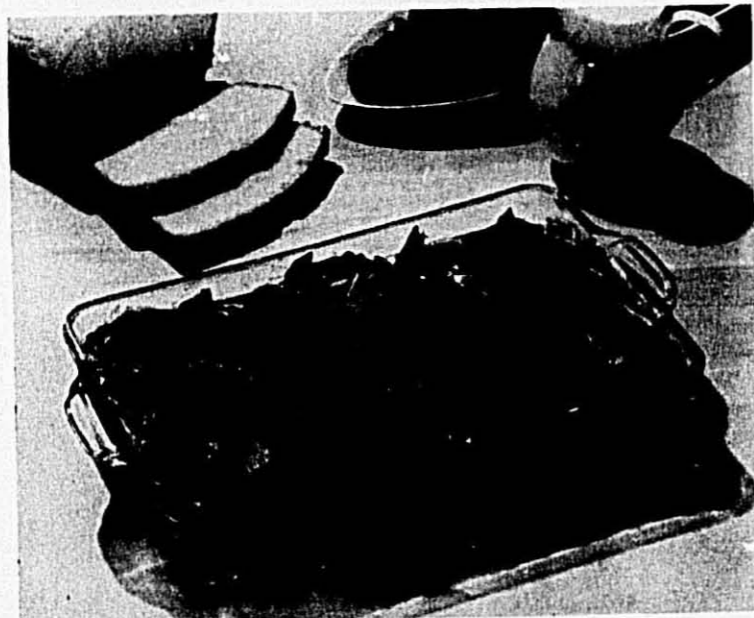
Grandma was a spring bride. As a bride she brought along a collection of recipes that had been in her family for generations. They were good, but they were work.

Today, tedious labor has been moved from the home to the manufacturers' large, immaculate kitchens. And now - a - days grandma's recipes, like her daughter's, are streamlined.

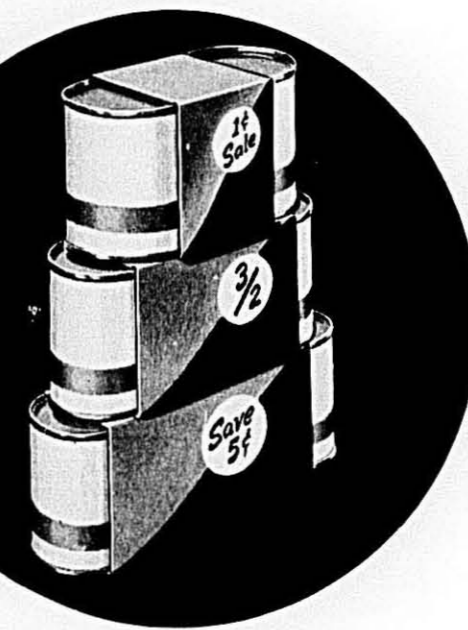
Here is a speedy favorite that grandma calls "springing-up" spaghetti.

She takes 18 to 20 cooked asparagus spears (this could be a pound can, drained) and wraps four or five spears with bacon slices. This is baked on top of spaghetti in tomato sauce with cheese in a hot oven (440° F) about 30 minutes. It makes four generous servings.

She serves this with a tall glass of milk, a salad plate of deviled eggs and cottage cheese . . . plus a bowl of fresh strawberries and cream. Such an easy to make, oh so good supper. It makes young and old hearts sing - and then for sure it's spring.



Spaghetti from the Campbell Collection



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## What Causes Mrs. Consumer's Impulse Purchases?

Reprinted with permission from *Packages & People* published by the Film Department, E. I. DuPont de Nemours & Co., Inc.

SEVEN leading Food Editors, reaching 3½ million readers, put effective packaging high on the list of motivating factors.

The prominent women depicted on these two pages are Food Editors with seven of the nation's leading newspapers. Their authoritative views reach approximately 3½ million readers daily.

They were asked to serve on this *Packages & People* panel to help determine the cause of impulse purchases.

One leading editor in the East (also a woman) summed up her feelings, "A housewife is one of the most uncoordinated gadgets, who remembers something she saw somewhere."

True as this may be, it is the consensus of our guest authorities that housewives have definite feelings and attitudes that guide their buying behavior. Effective packaging is high on the list of motivating factors.

The fact that the average family spent \$764 in supermarkets during 1955\* and the fact that total annual personal income jumped to \$324.2 billion last year provides reason enough to examine the specific reasons for impulse purchases.

The newest Du Pont consumer shopping study, "Latest Facts About Today's Purchases in Super Markets," conclusively shows that the lady with the wire shopping cart makes seven out of ten buying decisions *after* she enters the store.

What's more, 48% of all her purchases were made on impulse; that is, they were totally unplanned before she entered the store. Impulse buying has continued to increase ever since supermarkets first made their bow in the mid-1930's.

Today, 70% of American housewives rely on a mental shopping list, rather than a written list, when they set out to replenish their family larder, says Dr. Bruno Furst, Director of the School of Memory and Concentration in New York. His recent nationwide survey reported that about 20% of the housewives queried used a written list, while the remaining 10% used neither a written nor a mental list, but "hunt 'n' picked."

In terms of motivation research specialists, America's 40,875,000 housewives may be "prompted by irrational associations and basic subconscious drives that only would be discernible through depth interviews."

But for an easy-to-decipher explanation of buying habits of the average shopper, the authoritative comments of these seven Food Editors are recommended.



CLEMENTINE PADDLEFORD

By Clementine Paddleford  
(New York Herald Tribune)

Does it look fresh and good to eat? Is it something new and interesting? Will it provide a little surprise for the menu?

These are just a few of the questions that pop into a shopper's subconsciousness when she spots an eye-appealing package on the supermarket shelf. If she comes up with a quick "yes" reply by looking at the package, you can ring up another impulse sale.

There's no question that fruits and vegetables washed, trimmed and wrapped in cellophane are more sanitary and more eye-arresting than produce tumbled haphazardly and bruisingly into bins.

But retailers must take care to package the right amounts. Take zucchini. There are usually three to five to a package. If



MARY MEADE

I only want two small ones, I'm stuck. But by keeping customers in mind when packaging, this sort of thing can be easily overcome.

Shoppers want to see what they buy, especially at the meat counter. They learn about cuts from the label and they can choose as to price with no embarrassment.

The largest supermarkets in this area are outside Manhattan and that's where young women, with their flock of small people, shop. Because they're style-conscious in their choice of groceries, the package means a great deal.

By Mary Meade  
(Chicago Tribune)

What modern Eve, pushing her cart in a supermarket, can resist an apple, or a whole tray of apples, when they're round, red and inviting, every one of them plainly visible in a transparent wrap? She hadn't known the new crop of Jonathans was in . . . good! We'll have apples!

Ox tails! She hadn't planned to buy anything but beef for stew. But how pretty they look, cut crosswise and lined up neatly under cellophane. John likes ox-tail stew, but she has never made it. Why not?

Some of her purchasing is done by whim. It is a game, and it is fun to wander through the store letting oneself be tempted, gathering ideas for a meal. There's suspense in not knowing just what she'll buy, surprise in making new discoveries, satisfaction in trying new things, things she's heard or read about.

With a fairly flexible food budget, there's not much need for planning meals or making market lists. The supermarket will plan menus and remind her of her needs.

Children are responsible for much unplanned buying. Have you ever watched a woman trailed by a couple of youngsters in a market? Of course they make a bee-line for the cereal with the best premium, but they also are unable to resist such things as potato chips, marshmallows, chocolate cookies, candy, even prunes and apricots temptingly packed in transparent bags. Mama usually gives in!

By Jeanne Higgins Deaver  
(Atlanta Constitution)

This is the jet age. And Atlanta's housewives show it.

They are wheeling wire baskets through supermarkets at super speeds. And where they stop, look and buy is up to the food and its eye-catching appeal.

Today's food shopper buys fast, frequently and for convenience. She is looking for food that looks good to her, food that can be prepared in a jiffy and dishes that can be made quickly into a dramatic

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## Something New

Here is a new idea for that old favorite — macaroni & cheese —

## Gorgonzola!

This new taste treat is recommended by Mary Meade, Chicago Tribune food editor.

Mrs. Consumer will appreciate the suggestion on your macaroni package . . .

And her family will enjoy Stella fine cheeses with macaroni and noodle products.

Gorgonzola as well as Romano and Parmesan cheeses are produced by the Stella Cheese Company in modern dairy plants in Wisconsin.

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JEANNE HIGGINS DEAVER

original by a few of her own simple additions.

Supermarkets today display fresh produce that is clean and trimmed, and much of it is in packages that show their content. The markets feature food that is attractively prepared and ready to serve except for thawing or browning to serve.

Since there are 101,050 working women in Atlanta (and at least 40% of these are married, according to the Bureau of Labor Statistics) these conveniences are desirable and necessary. And housewives demand them.

New products are such a frequent occurrence on today's market shelves that housewives often weaken under an impulse to try the product. They choose the attractive wrapper or the one that best shows the food.

Once tried, a product sells itself to the housewife. But on first impulse, in Atlanta, as everywhere, it's definitely up to the package to make the first GOOD impression.

By Dorothy Brainerd  
(St. Louis Post-Dispatch)

Why do women buy on impulse? In my opinion, there are two basic reasons. They



DOROTHY BRAINERD

must please their families if they are to make a success of their jobs as homemakers; consequently, when they see a food that is a favorite of some member of the household they instinctively buy it as a little treat or surprise.

The second reason is even more fundamental; it goes deep into their sub-conscious minds and away back to their cradle days. Just as the infant grabs anything that "looks pretty," so does his mother or grandmother reach for objects that are attractive.

Modern packaging makes the most of the "eye-appeal" of foods and related products: it places emphasis upon color, shape and freshness—and the shopper can no more resist them than can the baby reaching for his gaily colored rattle.

Emotion is a major factor in moving products from supermarket shelves. If the package rings the bell as it hovers into visual range of Mrs. Consumer, sales will reflect the benefit of effective packaging.

Of course, repeat business is essential to food retailers. For this reason, the quality of the product must make housewives return for more of the same.

But for the initial sale there's nothing that moves self-service products faster than good package design that capitalizes on visibility.

By Prudence Penny  
(San Francisco Examiner)

With our accelerated shopping pace, it's obvious that today seeing the product is even more important than seeing the price!

There's no question that cellophane enhances the appearance of products—it's one of the keys to successful merchandising with modern emphasis on sanitation and eye appeal.

There is little bulk selling of such things as produce in our West Coast market, primarily because our stores know their customers are attracted by cleanliness. Several of our larger stores feel such items as packaged celery outsell unwrapped celery about four-to-one.

With merchandise like premium cherries, stores in our area frequently package a small amount in transparent envelopes or bags and sell them at a premium price. Consumer reaction to this sanitary selectivity is remarkably good. It's not at all unusual to see Mom buy such items, on impulse, to placate her brood.

I firmly believe that attractively displayed products do as much to influence Mrs. Consumer in the West as any other single thing, provided, of course, the products are well known as a result of consumer advertising.

As in everything else, the appearance of fresh fruits and vegetables is the determining factor. Housewives logically reason that produce will taste better if it looks clean and fresh. Here's a typical place where quality packaging can capture the customer's favor.



PRUDENCE PENNY

By Frances Blackwood  
(Philadelphia Bulletin)

The tempo and economies of today's living have led to a revolution in this country's homemaker marketing practices. Leisurely shopping and daily calls at market are a thing of the past.

Because time is of the essence, one or occasionally two trips to market must do to lay in provisions for a week. Frequently, for two weeks. Women want to find what they need easily. Because planning so far ahead tends to get them in a rut, they like to see new things displayed. They want to see what they are getting.

Generally, they are better informed. They've discovered they can depend on the uniform quality of brand-name products with which advertising has made them familiar. By the same token, however, the quality, distinction and practicality of the package of an unfamiliar product prominently displayed will have instant appeal. This is proved daily by many new and successful products.

If in addition to the attractive exterior, they can see something of the contents and find a simple but appealing sugges-



FRANCES BLACKWOOD



RUTH MUGGLEBEE

tion for its use on the label, the appeal is irresistible. Chalk up another sale.

The Chinese have said, "One picture is worth a thousand words." In terms of today's consumer marketing practices it very well could be, "One picture-windowed package is actually worth a case, completely closed."

By Ruth Mugglebee  
(Boston Record-American)

For the same reason a man looks at a pretty girl and that color scintillates the sports car, Mrs. Consumer looks twice at provocative packaging and imaginative display: eye-appeal, than which there is nothing more stimulating nor arresting.

In the guise of "cheerful little eyelids" modernized with windowpane dress and versatile shapes and sizes, food shopping is a thrilling, investigative experience that never ceases to amaze the homemaker willing to "be had."

That she exercises her curiosity to the fullest underscores the "why" of her "what" buying and "no end" potential of America's lifeline!

Shopping is no longer a chore in the Saga of Suburbia. It's a challenge, and every woman enjoys the confidence of being ready for it. She's learned to buy quickly even without prior awareness of selection, because she's learned to evaluate quickly with a sharp eye for the new, the different, the most convenient, the most advanced.

Packages that get to her purse first, then, are those that get to her judgment via her eyes in a speedy association of ideas.

Under this whole new concept of self-service buying, "silent salesmanship" is anything but. It is colored up, gimmicked, brilliantly tricked and Mrs. Consumer loves it. It's the frame for her own "on stage" show.

#### Lenten Fare

From feature in the Milwaukee Journal by Clarice Rowlands.

The challenge of Lenten menu planning presents problems to many homemakers because they're inter-ved in pre-

venting eating monotony for their families.

Availability of a great food variety today has lessened the challenge, however, for the homemaker can choose from a wide selection of fish, sea food, and cheese. And, of course, there are eggs. Whether served alone or in combination with other foods there are many ways to use these high protein foods in every meal.

The range of possibilities for everything from simple Sunday suppers to elaborate company menus is unlimited. Freezers have contributed to the ease, too, because a supply of frozen sea food and fish guarantees having on hand a good choice. Canned and fresh supplies also contribute to the larder.

A familiar favorite, tuna fish, appeals to a lot of people and there are so many intriguing combinations featuring tuna. Illustrated is a garden casserole which is easily turned out. And the result is mouth watering.



A Garden Casserole hints of spring and suggests a meatless meal for the homemaker who is looking for Lenten menu ideas. Clustered around the tuna dish, a blend of many interesting flavors, is an artistic arrangement of ingredients in the mixture. Either egg noodles or spaghetti can be teamed with canned tuna in the casserole made doubly creamy by a quick cheese sauce prepared with evaporated milk. Seasonings include dry mustard and steak sauce. Sliced carrots and green onions add dashes of color.

#### Garden Casserole

- 1 tablespoon salt
  - 3 quarts boiling water
  - 8 ounces wide egg noodles (about 4 cups)
  - 1 1/2 cups (large can) undiluted evaporated milk
  - 1/2 teaspoon salt
  - 1 1/2 teaspoons dry mustard
  - 1 tablespoon steak sauce
  - 2 cups (about 8 ounces) grated process type American cheese
  - 1 6 1/2 ounce can chunk style tuna, drained
  - 1 1/2 cups thinly sliced carrots, cooked
  - 1/4 cup sliced green onions, or 1/4 cup chopped onion
  - 1/2 teaspoon pepper
- Add one tablespoon salt to rapidly boiling water. Gradually add noodles so that

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

Meanwhile, simmer evaporated milk, one-half teaspoon salt, mustard and steak sauce in saucepan over low heat to just below boiling (about two minutes). Add cheese; stir over low heat until cheese melts (about one minute longer). Add noodles and remaining ingredients; mix well. Turn into greased three quart casserole. Cover and bake in moderate oven, 350 degrees, 30 minutes, or until thoroughly heated. (Makes four to six servings.)

#### For Teen-Age Cooks

The March issue of Successful Farming magazine has a feature for teen-age cooks—how to cook a spaghetti supper.

Next time you're chief cook at supper-time, let Charlotte Jean Pleitsher from Indiana help you out with her favorite recipe. Seventeen-year-old Charlotte's Meat Balls 'n Spaghetti make as tasty a main dish as any cook could wish for.

If you've wondered, here's the correct way to eat spaghetti: holding a fork in your right hand spear several pieces. Rest fork times against the plate and twist strands into a ball. Then you can lift the forkful of spaghetti to your mouth quite easily.

#### Meat Balls 'n Spaghetti (Makes 4 servings)

- 3 cups canned tomatoes
- 1 1/2 cups water
- 1/3 cup finely chopped onion
- 1 1/2 tablespoons brown sugar
- 1 1/2 teaspoons salt
- 1 1/2 teaspoons chili powder
- Dash pepper
- 1 pound ground beef
- 1/2 cup finely chopped onion
- 1/4 cup soft bread crumbs
- 1 slightly beaten egg

(Continued on page 72)



Serve plump golden-brown meat balls cooked in spicy tomato sauce atop a platter of piping-hot spaghetti. Your family is sure to vote you the "best cook in the county."

—Photo courtesy Successful Farming

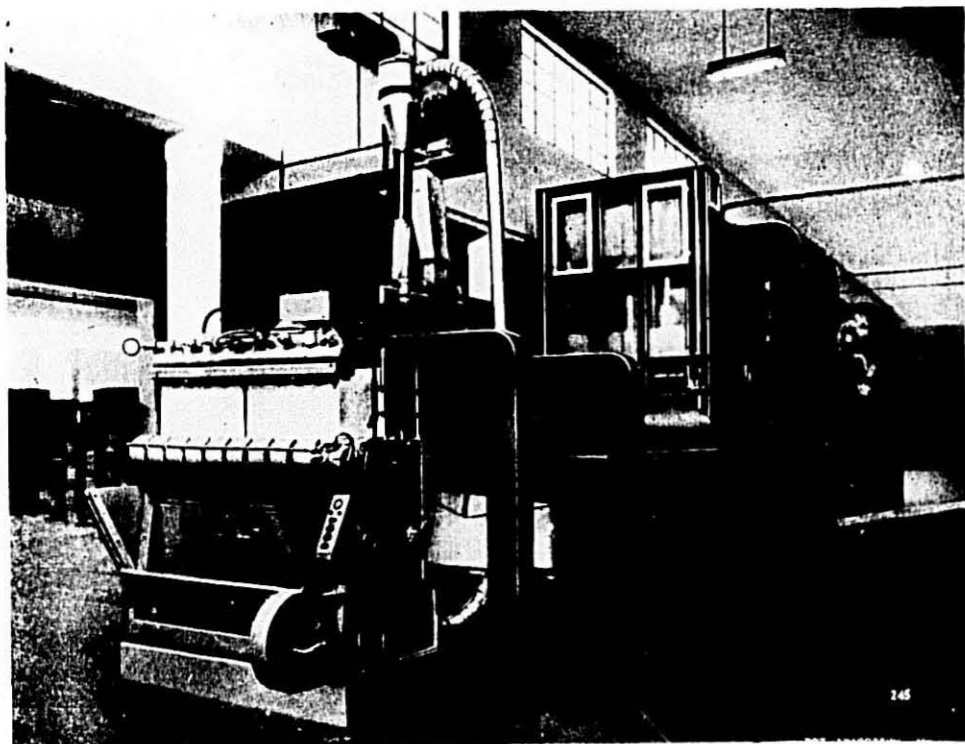
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	S.O.K.	NOKIA	Finland
S. A. Segale Norero	"LA UNIVERSAL"	GUAYAQUIL	Ecuador

### Macaroni Consultants — (Continued from page 28)

ing dryers, design of equipment which can be installed by manufacturers themselves, trouble shooting to eliminate problem spots, design and installation of air handling, intake and exhaust systems for the general areas of press rooms and drying areas.

A system of quality control is essential in any plant. The best place to center the responsibility of such control is in a good plant laboratory. The Hoskins Service has included preparation of instructions for a complete basic laboratory," has helped to standardize tests, and has encouraged the use of quality control throughout the industry. Emphasis has been put on the importance of knowing that the delivered product meets specifications.

#### Finding Facts

Research: A continuing, intelligent research program is an absolute necessity for every macaroni plant that expects to progress. In a sense, each Hoskins client is a part of their research organization. Many have laboratories and are working towards solutions for problems which are common to all manufacturers. Many of the results of this extremely important research clear through the Hoskins office.

The research facilities available to Hoskins' clients include the services of Food Technology, Inc., a firm long recognized for basic product research in the food field. Through Food Technology, Inc., Hoskins can make available to its clients testing equipment for drying, freezing, formula preparation, storage and any other phase of product development.

Past research programs conducted by Hoskins have included determining the effect of chemical additives to improve cooking quality, testing products containing various levels of gum gluten and egg white to determine the ability of the product to stand up during canning operations, testing pre-cooked frozen spaghetti dinners to establish the value of gum gluten in product performance, pilot plant experiments on drying to establish equilibrium moisture levels and optimum drying rates.

#### Construction

New Building: If there is ever a time when a manufacturer needs a bigger staff it is when he is designing and building a new plant. New plant design requires careful consideration of all phases of the business, including space requirements for manufacturing operations, ceiling heights, storage space requirements, steam requirements for heating and processing, space of office, location of rail sidings, truck loading dock location, layout of machinery and dryers, sizing of exhaust systems. Well established design data on all these factors and many others are immediately available from the Hoskins files.

On occasion search and negotiation for building sites, selection of architects and

engineers, negotiations with railroads on sidings and numerous other important duties have been performed.

Utilities: Power and electric cost surveys are made at regular intervals and detailed results of the surveys are distributed to clients who answer the questionnaires. These costs are a part of the cost of production just like labor and raw materials. They should be purchased and used with as much care as the other raw materials. The wide differences between maximum and minimum figures reported on power cost surveys have indicated to some plants that they could accomplish a great deal by working to bring their power and electric costs into line.



De Francisci Engineers: left to right, Ignatius De Francisci, Nat Bontempi (seated) and Leonard De Francisci.

Sanitation: Sanitation is good housekeeping. Good housekeeping means good management. Good management means good profits.

Because these things are so, sanitation consultation is definitely one of the important "staff functions" of the Hoskins service. However, the techniques of sanitation, which can be both dangerous and costly, really require the services of experts specializing in that field alone. For this reason, the Hoskins Company has added to its staff of experts the services of The Hugé Company of St. Louis, Sanitation Consultants. The Hugés have done an excellent job in the macaroni industry, selling the idea of better sanitation and showing how to do the job. Through the sanitation surveys of the Hugé Company's subsidiary, The American Sanitation Institute, the level of sanitation in the industry has been vastly improved.

#### Conclusions

Summary: Pooling of knowledge and intensive concentration on specific problems of manufacturers have saved many dollars for Hoskins' clients. The service has resulted in better quality, better understanding between manufacturers and their suppliers and generally higher standards of operation for all. Specializing in one industry only, the Hoskins' service can focus on any problem a sound, working knowledge of all phases of the macaroni business.

### Group Approach

The buyer-seller relationship between DeFrancisci Machine Corporation and their customers is a fortunate one, because most of the selling personnel of the company are officers of the firm. This parallels the customer situation frequently as many macaroni and noodle firms are family owned and managed.

DeMaco, which is the company's trade name, headquarters in Brooklyn, New York to make manufacturing equipment for macaroni and noodle manufacturers. Their selling team is made up, for the most part, of college graduates holding engineering degrees. All of the staff has been factory trained and are thoroughly grounded in macaroni manufacturing methods. Representatives are Joseph DeFrancisci, son Ignatius DeFrancisci, Nat Bontempi, Bill Canepa, John Coffaro and Gus Alati.

Because equipment representatives today are confronted daily with problems in engineering, costs, design and layout, and a myriad of other important considerations, DeMaco has adopted a unique plan. After a representative gathers facts about a customer's circumstances the problems are placed before the staff in a round-table conference and attacked by the group approach. Whether the consideration at hand is a single conveyor or a complicated automatic press, it gets the group treatment of full discussion until the best answer can be pounded out.

DeMaco management is convinced that if two heads are better than one, then a skilled staff can be counted on to keep customers satisfied.

### Philosophy of Scrap

Question: "I can get 7c a pound for scrap macaroni. It is better for me to sell it or to regrind it?"

Consultant: "Our philosophy of regrinding is that scrap is worth the base delivered cost of semolina less the cost of regrinding. Say semolina is worth 7c and it costs 1/2c a pound to regrind scrap; the value of the scrap is 6 1/2c. If it can be sold for that price or more, plus the cost of delivery, packing and shipping containers, it should be sold. At any lower price, it should be regrind and used."

Comment: "I note your philosophy on selling scrap—I think you lose sight of the fact that every pound of scrap sold eliminates the market for a pound of good spaghetti or macaroni, on which the normal gross profit can be from 4 to 6c a pound. What do you think?"

### Macaroni Imports

Macaroni products imported by the United States in November, 1956 totalled 478,451 pounds. Of this 418,064 came from Italy.

A man's work may nourish his moral character if he will let it. Further, a man's work offers him an unparalleled opportunity to exert a moral influence on his time.—Louis W. Norris, President, MacMurray College.

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## Eggs

### Henningson Comments on Contracts

As we approach the heavy spring egg production season, we think it may be interesting to review those factors which may influence egg prices during the spring. Production is increasing toward the seasonal peak which will occur, in all probability, during March or April. However, the low point of prices and high point of production do not necessarily coincide, as we have tried to point out in the past. In 1956, the mid-month lows of farmers' egg prices occurred in August and again during November, December.

The general level of egg prices this spring will depend primarily on (1) the attitude and price expectations of commercial egg breakers; (2) the price level at which shell eggs for storage will find an acceptable hedge in the futures market; (3) the outlook for egg supplies and prices in the fall. The third of these factors will be directly affected by the size of the hatch now in progress. All three factors are closely related.

Springtime production of shell eggs always exceeds current consumption, and the remainder must go into storage either as frozen, dried, or shell eggs. Therefore, storage demand is an important factor affecting springtime egg prices. In recent years, storage of frozen eggs has typically accounted for a larger number of eggs stored than shell eggs. Shell eggs, however, have varied more from year to year. Other things being equal, low springtime egg prices would tend to make storage attractive. In part, this is because low prices would discourage laying flock replacement, thereby reducing fall egg supplies and enhancing expected egg prices.

The quantity of shell eggs stored depends, naturally, on the seasonal egg price change expected by the storers. However,



**BREAKING-SEPARATING**—These breakers are hired not only for their speed and dexterity, but also for their keen sense of smell, which enables them to detect and reject any off-odor eggs. Photo from Egg Solids Council.



Egg Distributors: Bill Oldach, Philadelphia broker; Jim Benincasa of Ballas in Zanesville, Ohio; Mel Krigel of Monark in Kansas City; pictured at a National Macaroni Manufacturers Association convention.

in the case of shell eggs, the storer can accept the level of prices of future contracts as a hedge rather than estimate fall prices.

In trying to evaluate the level of egg prices, it becomes evident that all of the aforementioned factors are directly related and can change in a relatively short time. For example, low spring prices could discourage laying flock replacement, reducing fall egg supplies and enhancing expected fall prices. But increased demand thus generated for eggs for storage would tend to raise current prices, which in turn would cut the anticipated spread between spring and fall prices by inducing a larger hatch.

Please understand that this is by no means intended as a prediction but is merely a discussion, pointing out some of the factors influencing the market. Looking at the situation as it stands at present, prices compared to levels of the past several years are extremely attractive.

### Egg Processing

The Department of Agriculture reports: Liquid egg production during December 1956 was considerably larger than the production in December a year earlier. The December 1956 production totaled 12,757,000 pounds compared with 11,911,000 pounds in December 1955 and the 1950-51 average of 8,078,000 pounds. The quantities used for immediate consumption, drying and freezing were all larger than in December 1955.

Egg solids production during December totaled 1,592,000 pounds compared with 189,000 pounds during December 1955 and the 1950-51 average of 866,000 pounds. December production consisted of 451,000 pounds of dried whole egg, 509,000 pounds of dried albumen and 632,000 pounds of dried yolk. Production during December 1955 consisted of 52,000 pounds of dried whole egg, 329,000 pounds of dried albumen, and 108,000 pounds of dried yolk.

Frozen egg production during December totaled 7,921,000 pounds compared with 2,808,000 pounds in December 1955

and the 1950-51 average of 5,767,000 pounds. Frozen egg stocks decreased 21 million pounds in December compared with 27 million pounds in December 1955 and the 1950-51 average decrease of 23 million pounds.

Liquid egg production during January 1957 was considerably larger than the production in January last year, but slightly below the 5-year average. Production totaled 21,515,000 pounds compared with 8,870,000 pounds in January last year and the 1951-55 average of 21,931,000 pounds. The quantities used for immediate consumption, drying and freezing were all larger than a year earlier.

Egg solids production during January totaled 2,219,000 pounds compared with 660,000 pounds in January last year and the 1951-55 average of 1,379,000 pounds. January production consisted of 685,000 pounds of dried whole egg, 616,000 pounds of dried albumen and 918,000 pounds of dried yolk. Production during January 1956 consisted of 9,000 pounds of dried whole egg, 437,000 pounds of dried albumen and 214,000 pounds of dried yolk.

Frozen egg production during January totaled 14,114,000 pounds compared with 6,830,000 pounds in January 1956 and the 1951-55 average of 18,205,000 pounds. Frozen egg stocks decreased 12 million pounds in January compared with 21 million in January last year and 1951-55 average decrease of 12 million pounds.

### Egg Market

In the six weeks from the first of the year to mid-February, the price on cash receipts for shell eggs in the Chicago market rose from 26.5¢ a dozen to 29¢. Frozen yolks of 45% solids content held steady in a range of 50¢ to 53¢. Frozen whites were also steady at 14 to 15¢, down a full dime from a year ago. Frozen whole eggs fluctuated in a narrow range from 23¢ to 26¢ per pound. Greatest price swings were in dried yolk solids starting the year at a range of \$1.02-\$1.11 per pound, dropping to 97¢ to \$1.06 in mid-month and then strengthening on the top side to \$1.09 in mid-February.

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## RETROSPECTIONS

by  
M. J.



### 35 Years Ago — April, 1922

- Professor L. B. Waldron, plant breeder of the North Dakota Agriculture Experiment Station submitted an article on durum wheat varieties. Kubanka was the preferred type for semolina.
- Dr. Royal N. Chapman, Ph.D., University of Minnesota, claims that weevils are destroyed in the milling and manufacturing processing.
- A 2,500 barrel mill in the process of construction in Kansas City was purchased by Washburn Crosby Company of Minneapolis, Minnesota.
- Ten advantages of the macaroni industry having a uniform cost system discussed.
- "How Holes are Put in Macaroni" was an article published in the Sunday issue of the Cleveland Plain Dealer of Cleveland, Ohio.
- Grain growers, farm bureaus and millers organized to fight the barberry bush as a breeder of wheat stem rust.
- Russian prices: macaroni 2,000 rubles a pound; white bread, when available, 28,000 rubles a loaf; and sugar 90,000 rubles for 12 ounces.
- Need of trade associations in all industries recognized by the government as a conference was held in Washington, D. C. between Secretary Herbert Hoover and leading trade association heads.

### 25 Years Ago — April, 1932

- 15,000 national conventions of one kind or other were held in the United States in 1931.
- "Il Duce" sponsors exhibit of American-made macaroni products at Bologna, Italy, fair, May 15-30, 1932.
- The wedding of Benjamin R. Jacobs and Miss Margaret Mason Connell, both of Washington, D. C., was reported, with pictures. The wedding took place in New York City the first week of April.
- Miss Ruth Mueller, daughter of Mr. and Mrs. Henry Mueller, Jersey City, was wed March 11 to Mr. Eugene Hultizer in St. Bartholomew's, New York City.
- Joe Lowe Corporation, Brooklyn, New York, long suppliers of eggs to noodle manufacturers advised that it is withdrawing entirely from the noodle supply field.
- The People's Macaroni Company, Buffalo, New York, voluntarily reduced its capital stock from \$500,000 to \$125,000.
- The Household Magazine of New York, after a study of home-cooked meals in markets where 150,000,000 meals are served every day in homes concluded that families in the United States eat about 25 pounds of macaroni products per year.

### 15 Years Ago — April, 1942

- The relationship between good cooking and good morale in time of war was discussed in an article giving pointers for the proper cooking of macaroni products in order to conserve vitamins and minerals.
- Director of Research, Benjamin R. Jacobs, listed latest specifications issued by the government for macaroni products and packages.
- A new macaroni manufacturing firm was organized in Jersey City, New Jersey, under the name of Capitol Macaroni Manufacturing Company. Owners, Joseph I. and Josephine Glaviano, of North Arlington, New Jersey.
- Government's tin conservation program causes housewives to rediscover the many possible recipes with macaroni products.
- Labor scarcity, restricted transportation facilities and unusual conditions increase manufacturers' insect control problem, but ordinary care, thorough plant cleanliness and other preventive measures can prevent losses.
- Average American's yearly food costs \$105.10 according to a survey which showed that one ton of food is consumed each year by Americans.
- New York leads all other states in the manufacture of macaroni, spaghetti and vermicelli. In 1939 well over one-quarter of the total U. S. production of 173,245,800 pounds was produced there.

### 5 Years Ago — April, 1952

- Valentine C. Bremer of C. F. Mueller Company discussed "Setting Efficient Standards on Packaging Machinery" at the convention of the American Management Association.
- New Golden Grain plant in full operation at its San Leandro, California, location.
- Joe DiMaggio, former Yankee baseball star, signed up to televise for Buitoni Macaroni Corporation.
- Life Magazine carried multi-page feature on macaroni products, complete with background and recipes.
- St. Louis Post Dispatch presents a pictorial series on Italian linguini with tomato sauce prepared by Mrs. Joseph Ravarino and her niece, Mrs. Albert Ravarino.
- Joseph Pellegrino, president of Prince Macaroni Manufacturing Company, named one of America's ten best dressed men.
- Vincent S. LaRosa demonstrates cooking abilities on televised "LaRosa Movie Matinee."
- Zoo-mac introduced by V. Viviano Brothers of St. Louis.

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### Kane Re-elected

Morris Kane, Director of research for Kalamazoo Vegetable Parchment Co., has been re-elected chairman of the joint Technical Committee of the Waxed Paper Merchandising Council and the Waxed Paper Institute.

### Macaroni Family

"Macaroni Honeymoon" was the heading on an item on Page 60 of the April, 1956, issue of the Macaroni Journal. It told about a young Swiss couple, Anton and Helen Pfenniger, who combined a honeymoon with business by learning American macaroni production methods at the Prince Macaroni Company plant in Lowell, Massachusetts.

When Joseph Pellegrino, president of the Prince Macaroni Company, visited in Switzerland last fall he visited with the young couple and their new bambino. Mr. Anton Pfenniger is employed by the Gerolamo Scolari Macaroni Plant in Switzerland.



Joseph Pellegrino, president of the Prince Macaroni Company, Lowell, Mass., visits with Anton Pfenniger, his wife, Helen, and their baby.

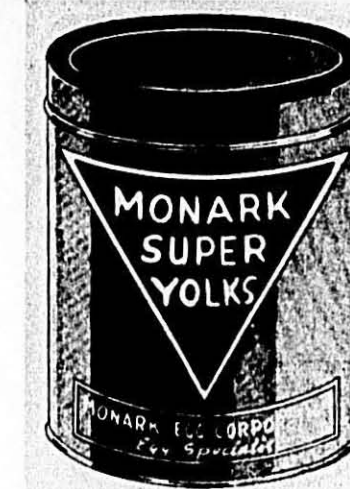
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### Teen Age Cooks —

(Continued from page 63)

1 teaspoon salt  
Dash pepper  
Flour  
Cooked spaghetti

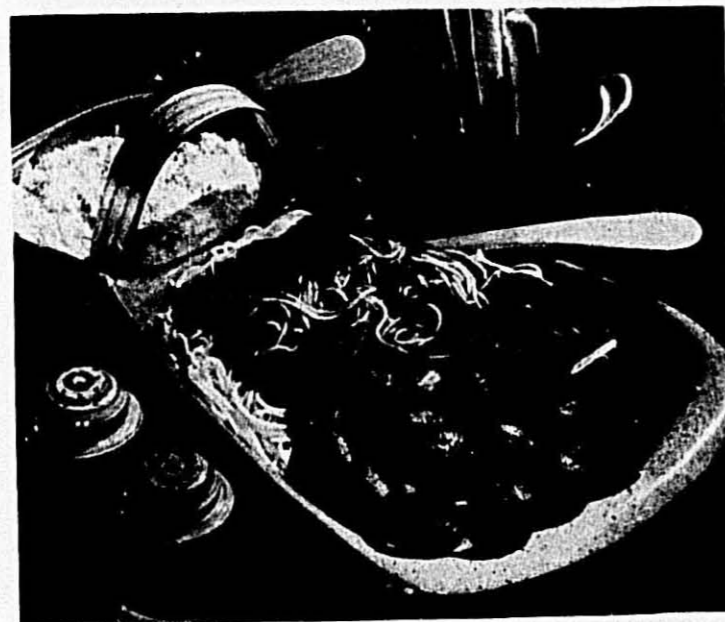
Combine the first 7 ingredients. Simmer uncovered about 30 minutes. While sauce is simmering prepare meat balls. Combine ground beef, 1/2 cup onion, crumbs, egg, 1 teaspoon salt, and pepper; form into 16 balls about 2 inches in diameter, roll in flour, and brown in hot fat in 10-inch skillet. Pour sauce over meat balls. Simmer uncovered about 30 minutes or until meat balls are done. Serve hot over cooked spaghetti.

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### Pizza Pie in Foil

Appian Way pizza pie mix and sauce, manufactured by Food Specialties, Inc., Worcester, Mass., is now being packaged in a new aluminum foil wrapped package. The company had previously packaged the pizza pie mix and sauce in a printed carton. The new package for the pizza pie mix and sauce was created and designed by Milprint, Inc., Milwaukee.

53rd N.M.M.A. Annual Meeting  
Grand Hotel, Mackinac Island



An interesting dish: All ready to serve is this tempting dinner pictured in the February issue of Better Homes & Gardens magazine: meat balls, spaghetti and sauce in one compartment, plenty of Parmesan cheese in the other. Bread sticks are in a matching holder. To complete the meal: crisp green salad tossed with garlic dressing, spumoni (Italian-style ice cream) for dessert, and a big pot of coffee. How-to-do-it pictures and recipes for this meal appear on pages 114 and 117 of Better Homes & Gardens.



Already a "BUY" word

Market studies indicate that already many of the homemakers and mothers buying macaroni products are looking for the word "Enriched" on the label before they buy.

These customers of yours know how enrichment is making processed foods nutritionally more valuable. Their experience with enriched flour, enriched farina, enriched corn grits, enriched corn meal, fortified breakfast cereals, and now, fortified rice leads them to expect enriched macaroni and noodle products.

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Write today for all facts on enriching your macaroni and noodle products to meet the Federal Standards of Identity.

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