

**THE  
MACARONI  
JOURNAL**

**Volume 40  
No. 3**

**July, 1958**



# Macaroni Journal

THE PUBLICATION  
OF THE  
NATIONAL MACARONI  
MANUFACTURERS  
ASSOCIATION



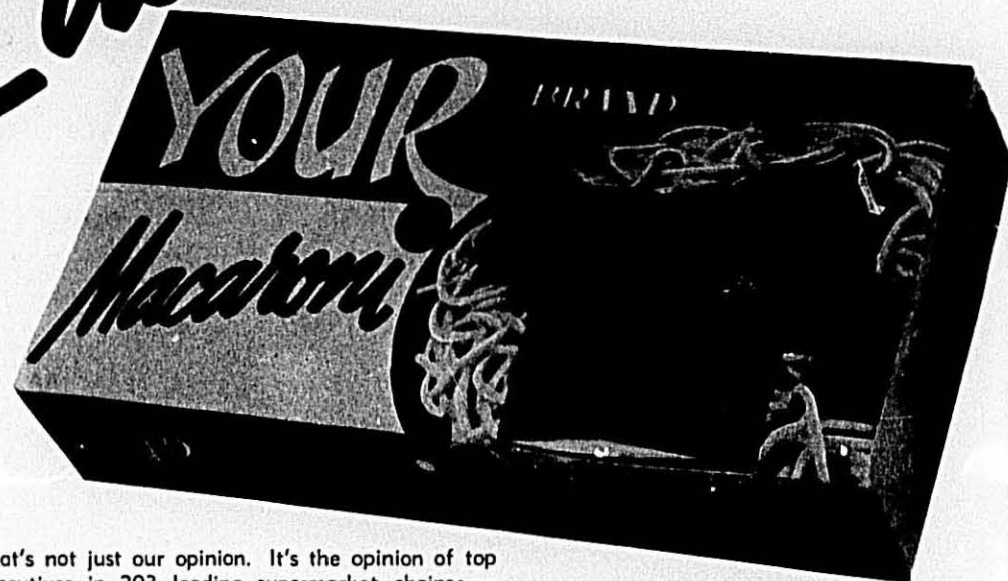
JULY, 1958





easier to see...

*Easier to Sell!*



That's not just our opinion. It's the opinion of top executives in 203 leading supermarket chains—many of them your biggest customers! They feel that product visibility can give your package added sales impact. And that can mean extra sales for them . . . more business for you.

Naturally, you want to meet the needs of your best customers. Rossotti can help you do it. We'll design your package for the best possible product visibility. This means more than just a window that gives Mrs. Housewife a "look see." It includes:

- Making your brand stand out on the super-market shelf
- Appetite-teasing pictorials
- Colorful, eye-catching reproduction
- The services of our own package designers

The result? Outstanding product visibility and brand identity. Your package will attract attention . . . turn shoppers into buyers.

Why not find out more about the advantages of a Rossotti-designed carton. Call your Rossotti representative today. It could be a very profitable phone call!

# Rossotti

Rossotti Lithograph Corporation  
8511 Tonnelle Avenue  
North Bergen, N. J.  
UNion 9-6540

Rossotti California Lithograph  
5700 Third Street  
San Francisco 24, Calif.  
ATwater 2-3140

Sales Representatives

Chicago: WHitehall 4-6227  
Philadelphia: LOcust 7-6461  
Rochester: HAMILton 6-8821  
Boston: CApital 7-3799

Los Angeles: HOLlywood 7-4440  
Orlando: A. H. MALCOm Co.—CArden 5-4688  
New York: L'ONGACIE 5-5145  
New Orleans: CANal 9480



We'll be looking forward to seeing you at Coronado July 7

July, 1958

## AMBER'S Venezia No. 1 Semolina and Imperia Durum Granular

- U** Uniform amber color and granulation.
- N** Nationally famed macaroni manufacturers prefer Amber's Venezia No. 1 Semolina and Imperia Durum granular.
- I** It's easier to control the quality and color of **your** products with Amber's Venezia No. 1 Semolina and Imperia Durum granular.
- F** Fast shipment! Every order shipped when promised.
- O** Only the finest Durum wheats available from the best Durum growing areas qualify for Amber's Venezia No. 1 Semolina and Imperia Durum granular.
- R** Rigid laboratory control, highly skilled milling personnel and modern milling methods complete Amber's quality control program.
- M** Make your next shipment Amber's Venezia No. 1 Semolina or Imperia Durum granular.



## AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA

GENERAL OFFICES, ST. PAUL 1, MINNESOTA



# The MACARONI JOURNAL

July, 1958  
Volume 40, No. 3

## Officers

President.....Lloyd E. Skinner  
1st Vice Pres.....Horace P. Gioia  
2nd Vice Pres.....Emanuele Ronzoni, Jr.  
3rd Vice Pres.....Albert Ravarino  
Secretary.....Robert M. Green  
Research.....James J. Winston  
Emeritus.....M. J. Donna

## Directors

Region 1 Joseph Pellegrino  
Region 2 Saverio Arena  
Emanuele Ronzoni, Jr.  
Raymond Guerissi  
Region 3 Horace P. Gioia  
Albert S. Weiss  
Region 4 A. Irving Grass  
Henry Rossi  
Region 5 Albert Ravarino  
Dominic Palazzolo  
Region 6 Paul Bienvenu  
Maurice L. Ryan  
Region 7 John Laneri  
Region 8 Lloyd E. Skinner  
Region 9 Guido P. Merlino  
Region 10 Vincent DeDomenico  
Region 11 Alfred Spadafora  
Edward DeRocco  
At Large Robert I. Cowen  
Vincent F. La Rosa  
Alfred E. Rossi  
Arthur Russo  
Jerome L. Tujague  
Robert William  
James T. Williams, Jr.  
Thomas A. Cuneo  
Past Presidents Peter La Rosa  
C. Fred. Mueller  
C. W. Wolfe  
Louis S. Vagnino

Subscription rates:  
Domestic.....\$2.00 per year  
Foreign.....\$3.50 per year  
Single Copies.....25c  
Back Copies.....50c

Official publication of the National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Illinois.  
Address all correspondence regarding advertising or editorial material to Robert M. Green, Editor.

## You'll Find:

	On Page
America's Future in the Space Age.....	3
Public Hearing on Trade Practice Rules.....	6
Management Techniques.....	8
Tools for Decision.....	10
Check Your Credit Rating.....	12
North Dakota Farm Bureau Plugs for Wheat Commission.....	11
Carton Considerations.....	18
Production People Pursue Progress.....	22
At The Milan Fair.....	21
Plans for Picnics.....	26
Tight Egg Situation.....	32
Prince Flour Handling System.....	31
Retrospections.....	38
Index to Advertisers.....	38

## Cover Photo

July is picnic month so plan on macaroni salads and easy to fix top-of-the-stove dishes. Story on page 26.

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.

July, 1958

THE MACARONI JOURNAL

5

## America's Future in the Space Age

by President Philip M. Talbott at the Annual Meeting of the U. S. Chamber of Commerce.

IN WASHINGTON, history comes alive. We are reminded by the statuary and the monuments and the other dedications to the past, that our country has gathered its way through many crises, and through many dangerous hours. What has once been done successfully can be done again—and we need that inspiration in this present hour.

Turbulent events are crowding in upon us. They call for all the judgment, foresight, energy and courage we can summon.

Some of today's events may contain the seeds of violence, but I feel sure that the Americans will be guided by restraint.

In the main, we have attained our status in the world without recourse to violence. It has usually been with reluctance that we have turned our plowshares into swords.

That flag of yours and mine has been, and is, the symbol of a God-fearing nation—composed of many creeds—but all of them concurring that a Higher Power is our final refuge.

The creation of America was accomplished within the framework of religious and personal and economic freedoms.

### Urge for Freedom

Our people started out with nothing but the urge to go on, except determination—and the urge for freedom. That was all they had. And they made the most of it. They applied their capabilities to the monumental job at hand—and, in the process, they developed strength.

That seems to be a formula which never fails—regardless of the problem—and that formula is the core of our meeting . . . "Developing Our Capabilities, Determination and Strength." This is our theme.

And, it ought to be the goal of our country today.

Any people with that goal in mind—and who have a proven record of accomplishment—and who are also vested in the armor of spiritual faith—should never have reason to fear.

Of course, we have our Jeremiahs of disaster, but the truth is that an abundance of hope and courage permeates this mighty land of ours.

My travels of these past few months have taken me into every area of the United States. And I could not find a man or child or woman who stands in equal dread of any challenge from within or beyond our boundary lines. This does not mean that we are hiding our heads in the sand.

We are not yielding to an overconfidence, because of generations of immunity from alien invasion. Quite to the contrary.



PHILIP M. TALBOTT

It is recognized that we are living in the missile age—the age of outer space. It might be called the "Universal Age." We may discover other worlds like ours beyond the moon. One might even gain the impression that the clock is ticking faster than it ever ticked before. At all events, we recognize today's situation.

To discourage aggression, to prevent war under present-day conditions—we must have tremendous military strength.

Our military strength must be so rugged—so well planned—so well placed—that the leaders of any country with aggressive inclinations will know in advance that, if they ever push the buttons in their own atomic arsenal, they will be inviting doom for themselves and their nation.

Our defensive shield must be impenetrable—on ground, at sea and in the air. That means we must be ready for surprises—and ready to retaliate with absolute precision and with absolute decisiveness.

### Efficient Spending

This calls for vast expenditures of money.

It is a fundamental policy of the National Chamber that the Government should spend the least money possible—and in the most efficient manner possible—for the greatest public benefit.

We believe in national security—and are willing to work—and to pay for it. But we do not believe in needless waste or inefficiency.

Our peaceful traditions should compel us to deal with the underlying causes of high defense costs—and the cause is not hard to discover.

It consists of barriers of misunderstanding among nations—of ignorance—misinformation—and manufactured untruths.

Perhaps we ought to spend more money, more time and more effort in breaking down those barriers. Perhaps we ought to undertake a thoroughgoing campaign to demonstrate that no nation—regardless of its power—can actually emerge victorious in a world-wide war of nuclear force.

We must concede that as of now, ambitious, power-seeking autocrats are forcing us to keep our muskets handy and our powder dry. But even dictators with aggression on their minds must depend in large degree on popular support.

The ordinary, humble, common peoples of the world have no more wish for war than we do. If we could really reach them, peace might not seem so remote.

I realize the difficulties in reaching people who have been ingrained with communism and saturated with untruths about America for almost four decades.

I also realize that we cannot gallop down the road of international understanding. It is a long and weary trail, which calls for persistence, and for patience, and for untiring devotion to the cause of peace.

### Reaching People

The job of reaching other people is mainly for the Government. But it is also a job for groups of private citizens—and, in some respects, for individual citizens.

A solid, healthy, progressively expanding economy is the underlying force in this country. It is the base from which all other things take off. You all know what the word "thrust" has come to mean. It is used in application to the launching of a satellite to outer space, but it has become a synonym for action.

Our thrust in all things in America comes from the dynamic character of our competitive economy-society.

This particular type of enterprise economy, based on individual freedom and on economic liberty, must be preserved against all temptations to amend its character by government action merely because it has taken a shift in direction.

We have no objection to certain government devices in connection with our economic pattern.

It is most certainly a good idea to speed up construction of interstate highways in a time of economic readjustment. And if we need new post offices, then, by all means, let us build them at a moment

(Continued on page 30)



## Public Hearing on Trade Practice Rules

FEDERAL Trade Commission Attorney, Robert J. Beller, announced on June 3 that public hearings on proposed revision and extension of trade practice rules for the macaroni and noodle products industry would be held in Washington, D. C. June 18.

The industry was defined as composed of persons, firms, and organizations engaged in the manufacture, sale or distribution of macaroni, spaghetti, vermicelli or noodles. So-called Chinese noodles are not included.

### Two Years' Effort

The hearing completes work started two years ago when an industry committee met at the time of the National Macaroni Manufacturers Association convention at Wentworth in Portsmouth, New Hampshire. Mr. Charles E. Grandey, Director of the Bureau of Consultation for the Federal Trade Commission, told the assembled convention that trade practice rules are not promulgated to engender litigation but to prevent the need for it. Under the rules the Commission seeks to foster voluntary compliance in individual cases as well as on an industry-wide basis to eliminate deceptive practices. He stated: "Enforcement of the law and the rules is solely the responsibility of government. Your industry committee will, however, play a vital role in the effectiveness of the rules. Upon it will largely fall the responsibility for keeping your industry apprised of the rules; obtaining interpretations wherever needed; and meeting with Commission personnel to advise the Commission of industry problems, including the need for rule revisions."

Subsequent meetings of the committee resulted in the revision of the rules originally promulgated July 7, 1938. The first draft was mailed to the industry in December and discussed at the Winter Meeting in January. Now the final draft is ready for consideration subject to modifications made following the hearing.

### Fourteen Rules

There are fourteen rules in the proposed revision. Rule 1 outlaws any effort to mislead or deceive purchasers with respect to the grade, quality, quantity, substance, character, origin, size, material content, coloring, digestibility, nutritional properties, therapeutic value, effect on body weight, preparation, or manufacture of any industry products.

Rule 2 on the misrepresentation of protein, caloric and starch content of products is entirely new. It says: "It is an unfair trade practice for a member of the industry to make any representation in any advertisement which has the capacity and tendency or effect of deceiving purchasers or prospective purchasers as to (a) the protein, caloric or starch content of any industry product, or (b) the protein, caloric or starch content of any industry



CHARLES E. GRANDEY

product or portion thereof when prepared for consumption in accordance with the member's directions or recommendations, or (c) the protein, caloric or starch content of any industry product compared to other industry products or to specific foods or to food generally. Among the practices to be considered as subject to the inhibitions of this rule, are representations in any advertisement that an industry product is a high protein food, or is a food of low starch, or caloric content."

### Truthful Statements

Rules 3 through 11 are essentially the same as in the existing rules with some modification in wording. Rule 3, for example, makes it an unfair practice to misuse the words "macaroni," "spaghetti," "vermicelli," "egg-macaroni," and "noodles" or "egg noodles." Rules 4, 5 and 6 require truthful statements concerning semolina or farina products, egg content of products, and the presence or absence of any ingredient in the correct amount or proportion.

It is not fair to defame competitors or disparage their products according to Rule 7. Imitation of trade-marks or trade names is prohibited in Rule 9.

### Sales Below Cost

Sales below cost are banned by Rule 8, when the intent or effect is to stifle competition or tend to create a monopoly. This is qualified to emphasize that sales below cost are accepted when deterioration of perishable goods is imminent, or goods are obsolete, or are disposed of under judicial process, or are made in bona fide discontinuance of business in the goods concerned. Costs are defined as the seller's cost and not an industry average or some other figure. It is stated that nothing in this rule shall be construed as

relieving anyone from compliance with any of the requirements of the Robinson-Patman Act.

Fictitious prices and deceptive invoicing are unfair practices under Rules 9 and 11.

### Prohibited Discrimination

Rule 12 deals at length with prohibited discriminations as to price, rebates, funds, discounts, credits and the like, proper brokerage fees and commissions, advertising or promotional allowances as discussed in detail. Discriminatory services or facilities are unfair and the circumstances described. It is considered unfair to induce or receive an illegal discrimination in price, with the references to the Clayton Act restated. The Robinson-Patman Antidiscrimination Act is applied with respect to purchases made by the U. S. Government.

Commercial bribery is prohibited in Rule 13; exclusive deals in Rule 14.

### Committee Functions

Functions of the Industry Committee under Trade Practice Rules are listed (a) to assist in keeping the rules of the industry active by periodically bringing to the attention of industry members the provisions thereof; (b) to publicize and disseminate among all members of the industry Commission stipulations, orders and opinions, or administrative interpretations, relating to practices covered by the rules; (c) to meet periodically with Commission personnel for the purpose of discussing the rules, the need for their revision, and the administration thereof, the committee's function in connection with such meetings being informative only with decisions as to any action to be taken being left solely in the hands of government officials.

All such meetings are called and conducted by a full-time Commission official and limited to a discussion of matters outlined in an agenda prepared by the official. Full and complete minutes of each meeting are prepared and filed with the Commission.

### What They Don't Do

It is not the function of the committee to (a) interpret the rules; (b) attempt to correct alleged rule violations; (c) make determinations or express opinions as to whether practices are violative of the rules; or (e) perform any other act or act within the authority of the Federal Trade Commission or any other governmental agency or department.

All complaints of industry members and other parties respecting rule violations should be made directly to the Commission. In the event complaints are received by the committee they are promptly transmitted to the Commission without contacting the parties alleged to have violated the rules.

## General Mills announces new series of Newspaper ad Mats

Betty Crocker of General Mills has created and consumer-tested four new macaroni, spaghetti and noodle recipes to be released in the Macaroni Journal. But that's not all! General Mills has had their advertising agency create newspaper advertisements for these recipes to help you gain consumer acceptance for your products. To simplify matters all ads are in standard form, 2-column x 6 1/2 inches.

Utilize on women's never-ending desire to serve new, different, exciting recipes!

### JUST 50¢ PER MAT

You pay only 50¢ for each mat—a real bargain when you consider the type preparation time, photographer's charge, artwork and plates required to produce them. Offer good only in U.S.A.

Have your newspaper type-set your ad and name where it appears in the paper. You may wish to insert an engraving of your package. Give insertion orders. You pay only for space used.

### ADS ARE FLEXIBLE

As you wish, you can add, delete, or rearrange elements within the ad to make an entirely new or different size. Combine elements from other ads to make multi-product ads. Your newspaper representative will gladly help.

Get your General Mills salesman for details—or use this coupon.

DURUM SALES—GENERAL MILLS  
9200 Wayzata Boulevard  
Minneapolis 26, Minnesota

Please send \_\_\_\_\_ (quantity)  
2-column ad mats featuring  
Chicken-Macaroni en Casserole.  
I have enclosed 50¢ for each mat.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

General  
Mills

DURUM SALES

Minneapolis 26, Minnesota

## No. 1 in General Mills' new series of ad mats

This mat is reproduced actual size—2 column x 6 1/2 inches. Other new macaroni, spaghetti and noodle recipes and ad mats will be offered in General Mills advertisements in subsequent issues of the Macaroni Journal.



the compliments will be all yours tonight... when you serve the new "Chicken-Macaroni en Casserole"

### IT TAKES

## YOUR BRAND MACARONI

to make "Chicken-Macaroni" en Casserole this good

What an easy way to make the family love you even more! Chicken-Macaroni en Casserole is the answer to your wish for a new hot dish. Simple to prepare with Your Brand Macaroni—cooks up plump and firm. Each yummy serving supplies a wealth of good food values. Save the recipe—you will want to serve Chicken-Macaroni en Casserole often.

clip this recipe now—takes little time to prepare

### CHICKEN-MACARONI EN CASSEROLE

3 cups cooked YOUR BRAND Elbow Macaroni (1 1/2 cups uncooked)  
2 cups grated American Cheddar cheese  
12-oz. can chicken, diced (1 1/2 cups)  
1 cup sliced canned mushrooms  
1/4 cup diced pimiento  
1 can cream of chicken soup plus enough milk to make 2 cups

Heat oven to 350° (moderate). Mix all ingredients together. Pour into buttered 2-qt. baking dish. Bake 60 minutes.

SEND COUPON TODAY!



## Management Techniques

A PANEL of practicing plant managers gave their views on handling personnel at the recent Plant Operations Forum.

H. Geddes Stanway of Skinner Manufacturing Company said: "The supervisor must be a leader—not a boss."

"He must understand human relations, recognizing that it just isn't true 'that people are funny.' They are individuals and they want respect and recognition."

"Personnel problems are easier to anticipate and prevent than to try and correct."

"Supervision must be taught principles of organization and communications. You have got to get your ideas across to the people who are to carry them out."

"The lines of communications go up and down. I don't go to the press operator and tell him his mix is too dry. I tell the pressroom foreman and he tells the operator."

"We do not short-circuit communications unless there is an emergency, and then we take care to explain after the emergency is handled."

"We feel that a good supervisor is one who can manage his own functions, develop people so that they can think for themselves and developing confidence. This is more and more a job of supervision."

"I do think that in some large organizations there has been a tendency for employees to feel that their security was dependent upon union dues payments. I personally feel that an employee's security, as well as the success of the business, is dependent upon the loyalty of the employee to give a good day's work for a good day's pay. We expect that loyal people should receive good compensation, because this leads to the employee's self-satisfaction and to the progress of the company."



THOMAS J. VIVIANO

Thomas J. Viviano of Delmonico Foods observed that while many in the macaroni business are prone to find fault, macaroni manufacturing has been good to most of them "and there's nothing wrong with this business that a penny a pound couldn't cure."

He commented that, when he came out of college and went into the macaroni plant, he found no spirit. People came to work day in and day out and did the same old routine thing. There wasn't much to look forward to so management tried to build up this thing called spirit or morale.

In a social way they got the group feeling better towards one another by having picnics and ball games and then got into the idea originally promoted by the McCormick Spice people called "Multiple Management and Democracy in Industry."

This idea is creating boards at different levels. Each department has its own group. They can criticize policies and supervision passes it on to management. Twice a year a combined meeting is called of the factory board including the supervisors' board and the company's board of directors. In addition they have a sales board. In all, some fifty people out of a total of one hundred twenty are participating at one time or another on one or more of these boards. Delmonico thinks it is a good idea because they have all of these people working collectively and many good ideas have been brought up, considered and put into practice.

### Foreman's Policy Manual

Back in 1942 they gave their supervision a "Foreman's Policy Manual." Their names are printed on their own copy and the book is used as their bible. It starts out by spelling out what a foreman is and what his responsibilities are to the company. Relationships and responsibilities are clearly spelled out and it has one particular statement that Tom Viviano likes: "Only the man who is strong enough to have gained respect for himself can gain the respect of others."

Supervision has benefited greatly by getting material in the form of human relations stories and bits of philosophy or sayings applicable to each day.

Knowledge of responsibilities, appreciation for human relations and the development of team spirit is how they get things done at Delmonico.

Mike Vagnino of the American Beauty Macaroni Company in Kansas City reported that they had to decide when they moved into their new plant whether to hire individual tradesmen, such as electricians and steam fitters, or to hire a contractor.

Mr. Vagnino's observations, based on actual experience, were as follows:

(1) When you hire individual tradesmen you know nothing about their skill, productivity or reliability. This entails



H. GEDDES STANWAY

more risk than working with a tractor's regular crew.

(2) The individual owes you more and as a rule is below standard in quantity and quality of his work. A tractor, on the other hand, has a figure and deadline to meet.

(3) Individuals, being in no hurry finish the job soon around trying what other activities they can do in their trade. This sometimes causes them to work with other crafts and can very well result in a work stoppage and a picket front. Contractors are usually able to avoid these interruptions.

(4) It is up to you to provide when you hire individual tradesmen it is amazing how these tools don't work. However, if the tools are still working on completion you have equipment that may never be used again.

(5) Completion dates are met with hired help. It is bad enough with contractors. However, you can insert a penalty clause to induce a tractor to finish on schedule.

(6) Work guarantees are valuable. If you make a mistake, you can correct it. If a contractor makes a mistake, he has to bear the cost of correcting it.

"We strongly believe that these projects should be kept at home," Vagnino concluded.

John Linstruth of the Creamery Company quoted Webster's definition of management as an act or art of managing the control or judicious means to accomplish an end—the skillful handling of people. He then added about meetings:

"There are times when a meeting is only way to give an adequate explanation of policy to various groups; for example"

(Continued on page 30)

AMERICA'S LARGEST  
**MACARONI  
DIE MAKERS**  
SINCE 1903  
Management continuously  
retained in the same family.

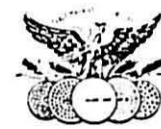
- BRONZE ALLOYS
- STAINLESS STEEL
- SPECIAL ALLOYS
- PLASTICS

### Satisfied customers in over twenty-four countries

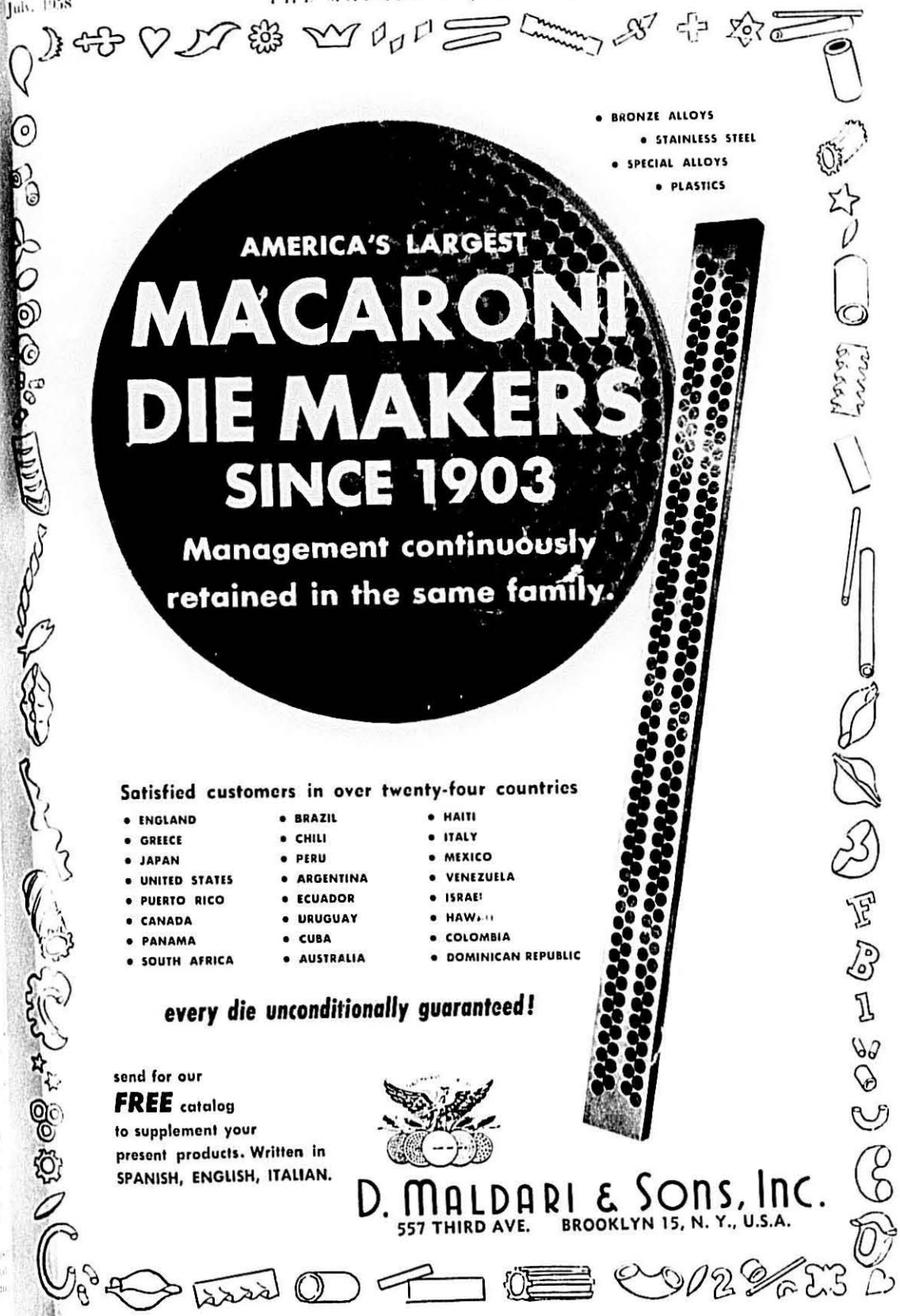
- |                 |             |                      |
|-----------------|-------------|----------------------|
| • ENGLAND       | • BRAZIL    | • HAITI              |
| • GREECE        | • CHILI     | • ITALY              |
| • JAPAN         | • PERU      | • MEXICO             |
| • UNITED STATES | • ARGENTINA | • VENEZUELA          |
| • PUERTO RICO   | • ECUADOR   | • ISRAEL             |
| • CANADA        | • URUGUAY   | • HAWAII             |
| • PANAMA        | • CUBA      | • COLOMBIA           |
| • SOUTH AFRICA  | • AUSTRALIA | • DOMINICAN REPUBLIC |

every die unconditionally guaranteed!

send for our  
**FREE** catalog  
to supplement your  
present products. Written in  
SPANISH, ENGLISH, ITALIAN.



**D. MALDARI & SONS, INC.**  
557 THIRD AVE. BROOKLYN 15, N. Y., U.S.A.





## Tools For Decision

by John Sheetz, San Giorgio Macaroni, Inc., at the Hoskins Plant Operations Forum

MANAGEMENT'S job is three things: to plan, to control, to improve. Now what kind of records does management need to do that job? It needs two kinds: to plan and to compare. When we compare, we can control and we can improve. We must be able to compare in order to do those two things.

Under the two types of records are avenues of approach. For planning there are budgets, standards, ratios. For comparison there are ratios, variations from standards, budget variations and cost studies—cost studies for management decision or alternative courses of action.

Let's take one of them: the current assets ratio. We get that ratio and we know of management's ability to do business today with today's money; to plan a promotion; to do other things that management has set out to do.

The acid test ratio gives you quick assets, eliminating the prepaid, and inventories, the money you have in the bank or available on short notice.

Inventory to current assets ratio facilitates your thoughts along the line of controlling inventory so that you do not have too much tied up in inventory. You are judged by the amount of money that it takes to run your business.

### Inventory Turnover

Inventory turnover is very important. How many times do you turn it over every year? You probably know that it cost you from 15 to 20 per cent to carry that inventory. If you don't know that you had better start to figure.

One ratio that we should all understand, whether in sales, production, or top management is net profit to net sales. Everything we do affects that picture. Whether it is spending money or receiving it in relation to a sales program. That is the profit-volume-price relationship.

A ratio that most managements do not pay enough attention to, but is the most important one, is return on capital employed. How much money can you run your business on? We forget about it sometimes when we are thinking about sales. If you have money tied up in your business, it is the same thing as if you had money tied up in machinery or any other asset.

### Budgets Give Direction

Budgets give direction with responsibility. Budgets are the results of planned operations, not a substitute for planning. You plan first, and the budget is a result of that plan. Budgets, of course, come from the top down, with everything based on the sales budget.



JOHN SHEETZ

A budget indicates how much money you need to carry on operations.

It helps you line up men and materials for those operations.

It indicates how good a purchasing job we should hope to do based on the budget.

It sets up personnel requirements during the different seasons of operations—if you want to maintain one, two or three shifts.

It gives you an idea of the equipment that you need, and how you want to run it.

### Cost Data

Cost data for management decision is listed under four categories: product pricing, economies of production, economies of expansion of facilities, whether to drop or add sales territory, personnel, or customers. Wrapped up in all those decisions are two things that we should bear in mind: the profit-volume relationship and the return on capital employed.

Standards must be set objectively. They must be set with the idea that they are obtainable. Don't wait until you get them down to the point that you like before you start using any kind of a standard.

How often do you go out to your plant and talk to your supervisor about a certain item or unit in his day's production? He has a pretty good idea that he has missed the mark or bettered it, but by how much? That is the question.

Unit cost analysis is important. Physical units instead of dollars are quite helpful. Give the information to supervision as soon as you can. If it is yesterday's production, or if it is today's production, let

the supervisor look at it tomorrow morning at 10 o'clock. It doesn't have to be written up in final form but its timeliness is important.

The requirements of a record are purpose and usefulness. How many records do you have around your plant today? How many records are being used around your plant today? Who's using them? How often do they use them? How much does it cost to get them together? Could we spend our time better doing something else? Forget to send them out for a couple of days and see if anybody asks for them.

Let's look at these requirements: (1) What does the record contribute to the company? (2) Does it insure that something worthwhile happens as a result of that report? (3) Are records tied firmly to results that are expected of all people? Look at the budget. Look at the standards.

### Is Data Correct?

To be useful, make sure that your data on records is right. Have it tied into your general accounting records. Make sure that it is tied up with your payroll so that the records you use for pricing checks out at the plant level.

Present your reports in the language of the men who use them. Supervision is naturally interested in physical units. Management may be interested in ratios. Present your ideas in language understood. Maybe you need a chart.

Use simplicity for quick review. A whole mass of papers gets you nowhere if you don't have time to look at them.

Incorporate techniques for measurement. Use yardsticks and be guided by your illustrations.

Highlight significant points. It's not only necessary to show ideas but to emphasize them.

And what can the person receiving the report do about it? Does it indicate corrective action?

### To Make Decisions

Let records help you make decisions today. If it takes competition till tomorrow to make the proper step you're just one step ahead. Remember it is management's job to plan, to control, to improve. Set the records up to do that job. Budget with the knowledge of what competition is doing. They are probably after the same market. Seek to avoid cut-throat competition with resulting capital and operating losses. Records will help you do that, but you have to use initiative with it. The industry trend is toward fewer, better and more efficient plants.

What business needs and wants is present. Let your records help you get them.

FOOD PRODUCTS, LTD.  
MONTREAL, CANADA

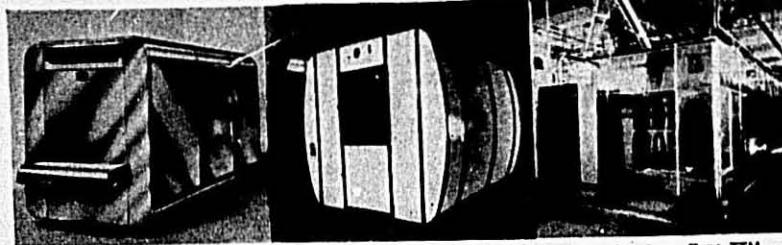
# Buhler

## short goods lines

for

- Superior performance
- Easy maintenance
- More drying capacity per sq. ft.
- Relatively small space requirement
- Sturdy construction
- Less down time

Installation of two  
1400 lbs/hr capacity Short Goods Lines,  
made up of two preliminary (shaker type)  
dryers Type TP, two preliminary dryers Type TVK, two first  
finishing dryers Type TTM, two finishing dryers Type TTM.



Preliminary Dryer Type TP

Preliminary Dryer Type TVK

Finishing Dryer Type TTM



Engineers for Industry  
Since 1840

**BUHLER BROTHERS, INC.**

**BUHLER BROTHERS, LTD.**



## Check Your Credit Rating

by the American Institute of Certified Public Accountants

Call it what you will—rolling adjustment or recession—the nation's economy has hit a snag. Costs are up; sales are down; and the business failure rate is rising. Bankers are giving loan applications a thorough screening . . .

WITHIN the next few months millions of businessmen, caught short by the tightening profit margin squeeze, are going to sit down with their bankers to discuss the possibility of a short-term loan. Many of these requests for emergency operating capital will be turned down.

Is there anything you can do to improve your credit standing at a time when all lenders will be taking a sharp look at loan applications? Is there any way you can be sure of needed financing when bankers are refusing other businessmen?

Yes, there is. And the first step is to understand how your banker goes about sizing you up as a credit risk.

Like many other businessmen, you may know your banker personally. He may hold a mortgage on your home or have lent you money to buy the family car. Even so, you may not know how he judges you financially when you need extra cash in your business.

### Are You A Good Risk?

When you are trying to decide whether you should request a loan, remember that banks are in business to lend money. They want to give you credit — providing there is a reasonable assurance that the loan will be repaid. But bankers do not take heavy risks. They must protect the depositors who have entrusted them with the money you want to borrow.

A business loan is made in the belief that it will help the borrower increase the earnings of his business so the loan can be repaid. The banker, therefore, is interested in your sales and seeing how the credit he extends will help to boost them. If the loan is sizable, your banker will probably require a great deal of information: personal references, balance sheets, income statements and historical details of your business organization.

This information will be sifted and studied to see how you stack up against five different tests — the so-called Five C's. First of all, your banker will want to know about your character and capacity. Are you a dependable businessman and reputable citizen in the community? Too, he will check the information supplied by your references and your record of repayment of previous loans. And you can be sure that your capacity for achievement as businessman will be carefully evaluated. If you don't pass these personal tests, the other three C's make little difference.



### The High C's

Capital comes next. Inexperienced businessmen often expect the bank to provide the lion's share of their financial backing. You probably will not get very far with your loan application unless you are willing to back your own confidence with a personal investment in reasonable proportion to your existing and proposed debt.

Collateral, bankers say, does not make a bad loan good, but it may make a good loan better. Banks do not like to foreclose; they are less interested in the price your inventory, real estate or other assets might bring in a forced sale than they are in your normal ability to repay.

Conditions refer to the influence of business trends in general and the tightness or easiness of credit. Of course, your banker will know a great deal about the economic climate of your community and will be interested in your prospects in relation to it.

### Basic Information

Supplying the basic information about your business history should not be difficult. In small towns bankers sometimes know local businessmen so well they can fix their credit limits without seeing a loan application. But the larger the town or bigger the loan, the more details you will be expected to give, and this is where the banker may require complete, accurate and dependable financial statements.

On a new loan you may be asked for statements covering past years as well as the current period. While most businessmen can provide a balance sheet of some sort, they are likely to have trouble when asked to supply income — or as they are sometimes called, profit and loss — statements. The balance sheet tells your banker approximately what your business is worth, your working capital position and so forth. Your income statement adds information about your sales, margin of profit, earnings and trend of your financial activities.

It goes without saying that providing authoritative financial statements and answering questions about them can prove difficult without professional accounting advice. Bankers are not impressed when

businessmen give them information in round numbers or from memory. They want financial data in writing and in language they can understand — which means in accordance with accounting principles that other businessmen use and endorse.

### Use A C.P.A.

That's where a certified public accountant comes in, and as one banker puts it: "A borrower can save a lot of time and get off on the right foot with us if he can refer us to his CPA."

Bankers know that certified public accountants are professionally bound to high standards of conduct and competence. For example, under a recent addition to the professional accountant's code of ethics, a banker is assured that statements signed by a CPA will contain either an unqualified or qualified opinion or will disclaim an opinion entirely as to the fairness of your financial condition. There can be no burying of facts, because if a CPA withholds his opinion, he must explain why he has done so.

For unsecured loans of \$10,000 or more the tendency in banking circles today is to require an audit by a CPA. Take your CPA with you when you go to the bank to discuss the loan. Then, if an audit is necessary, you, your banker and your CPA can agree on the information to be submitted.

Beware of attempting to restrict the scope of an audit. The audit is made so that the CPA can express an opinion on your financial statements. If you limit the extent of his investigation, he may be forced to disclaim an opinion on the fairness of your statements. Bankers prefer to receive "clean certificates," ones which the CPA has certified with no qualifications. In many cases he cannot do this unless he is permitted to observe inventories and confirm accounts receivable.

### Need For Records

Too, bankers know that the majority of business failures — and bad loan risks — are caused by a failure to keep adequate financial records and install business-like accounting systems. It eases a creditor's mind to know that a CPA will be advising the businessman on cost controls and telling him how to avoid unnecessary scrapes with the tax collector — another factor which bears on your credit standing.

When a banker analyzes your financial statements, he is assessing your economic health. Here are some of the ratios or standards which he uses — and which you can calculate yourself — to determine your chances of getting a bank loan:

Current ratio — current assets divided by current liabilities; should usually be at least two-to-one, but special circumstances are sometimes considered

(Continued on page 30)

Chef  
**BOY-AR-DEE**  
**SPAGHETTI  
DINNER**  
Sauce WITH Meat

you  
have  
a  
box  
seat  
for  
the  
sales  
show.



## WITH EYE-APPEALING MILPRINT CARTONS!

When it comes to attracting your customer's attention, your product is "front and center" when it's in a colorful precision-printed Milprint carton! Milprint's ability to put "flavor" into print gives your products star billing from every angle, puts your customers in the buying act fast — and calls 'em back for "encores" every time!

Put the talent and experience of Milprint's packaging experts to work for you — with the widest variety of packaging materials and printing processes available anywhere. Call your Milprint man — first!

**Milprint\*** INC.

Printed Cellophane, Pliofilm, Polyethylene, Saran, Acetate, Glassine, Vitafilm, "Mylar"®, Foils, Laminations, Folding Cartons, Bags, Lithographed Displays, Printed Promotional Material

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

\* Reg. U. S. Pat. Off.



## North Dakota Farm Bureau Plugs for Wheat Commission

THE North Dakota Farm Bureau at their last annual meeting voted unanimously to push for a Wheat Commission to promote hard red spring wheat and amber durum.

### Hard Sell Needed

In a brochure just released they say, "Quality alone doesn't sell wheat! 'Hard selling' is needed to open foreign and domestic markets." Observing the successful work of the wheat commissions in Kansas, Nebraska, Colorado, Oklahoma, Washington, and Oregon the Bureau states, "North Dakota's premium wheat which last year accounted for 40 per cent of the state's farm income, needs a selling program to regain its lost markets and lost acreage."

In question and answer form the story is told: "Sources in Kansas and Nebraska report that Italians visiting the United States (see *Macaroni Journal*, July, 1957) were hard to convince that mixing hard winter wheat with durum would give a product that Italian people would accept. Italians reported that people in Italy demand macaroni made from durum and if the processors don't give it to them, they have to lie about the ingredients of a mixed product. All Europe, it is reported, watches what the Italians will use in their macaroni and follow in their footsteps. Do we want to give this market away to a mixture of Italian durum and hard winter wheat, or are we willing to fight for this outlet? A Wheat Commission can give us this market!"

States with Wheat Commissions are able to use P. L. 480 funds to promote their products in foreign countries. North Dakota having no Commission is unable to take advantage of available funds.

### Public Funds

Public Law 480 is a law which enables foreign countries to buy products from the United States with their own currency. This increases trade with these countries. This currency is then used by the United States in buying back material from that country, development of projects, and the promotion of U. S. products abroad.

An example was an agreement between the Foreign Agricultural Service and the Nebraska and Kansas Wheat Growers. The F. A. S. put up \$355,000 in foreign currency while the Nebraska Commission and Kansas Commission each put up \$45,000.

More than one million dollars were spent in promoting Oregon wheat in Japan last year. This only cost the Oregon growers \$52,000 while Japan put up \$276,000 and P. L. 480 funds \$700,000.

The Oregon Wheat Commission, in operation for ten years, and the Washington Commission, newly organized, have done



Japanese movie actress Machiko Kyo demonstrates fondness for spaghetti.

an excellent job in the Far East. The once sizable surplus of soft and white wheat produced in the Pacific Northwest is almost eliminated. The Oregon Wheat League has several portable trailer kitchens which travel all over Japan demonstrating the products that can be made from their wheat. Noodles are a popular item. The Washington Commission, in contrast, is devoting its time to the Japanese school lunch program.

### Legislation Needed

The North Dakota Farm Bureau pushed for legislation for a Wheat Commission in 1955. A bill was passed by the House Agricultural Committee with only two dissenting votes, but died on the floor when the Appropriations Committee failed to provide the revolving fund necessary to get the program started.

The Farm Bureau points out that the need for a Wheat Commission is more important now than ever before because North Dakota has lost three million acres of wheat production between 1953 and 1956. This loss is more than \$50,000,000 using an average yield of fourteen bushels to the acre and allowing one-third recovery of production due to fertilizer and use of best ground. This represents a \$1,000 loss for every individual grower in the state.

### Lost Acreage

It is claimed that North Dakota has lost acreage to other states because of governmental programs and policies. Reasons cited say new growers find a market for their inferior wheat in government hands at support prices. Before high support prices farmers were feeding 200,000,000 bushels of wheat annually to livestock. Now they feed only 75,000,000 bushels. Because of the fifteen acre minimum wheat allotment, last year two-thirds of the growers in the United States grew

fifteen acres or less. In some areas, restrictions are ignored because by over-seeding their base growers have been able to increase their allotment for future years. Farmers in states designated as non-commercial wheat areas grow all the wheat they want at a support price of 75 per cent of the support rate in commercial states.

Wheat growers in this country produce about 900,000,000 bushels of wheat a year on minimum allotments of 55,000,000 acres. In spite of an increase in population of 40,000,000, it now takes less wheat to feed the population than it did in 1929. It is estimated that 30,000,000 acres of wheat would be enough to feed the U. S. population and to satisfy export demands. With such an allotment, North Dakota would be required to take a substantial cut in wheat acreage. The North Dakota Farm Bureau maintains then that "it is necessary that we promote the sale and utilization of hard spring and amber durum wheat in order to create a demand that will put us in a position to ask for a return of our acres."

The North Dakota Farm Bureau president, George Mikkelsen, will tell macaroni manufacturers at the N.M.M.A. 5th Annual Meeting about their interest in durum utilization.

### Wheat Exhibit Scores in Japan

"Wheat, the Food of Tomorrow," was viewed by large crowds at the International Trade Fair in Osaka, Japan in April.

The fair attracted a record crowd of 1,265,000, twice as many as expected. Up to 15,000 an hour moved through the U. S. agricultural exhibit which included displays on cotton, soybeans, tallow and tobacco as well as wheat. Special days were devoted to each commodity.

Among the foods prepared continuously for distribution at the fair were noodles and macaroni, both popular items in the Japanese diet.

### Wheat Use Increases

After the fair, Jack L. Smith of the Oregon Wheat Growers' League, expressed optimism on the outlook for U. S. wheat sales to Japan, stating that the country is now more wheat conscious than ever before. "As the use of wheat foods continues to increase, the market for foreign wheat will likewise increase. The U. S. is the only exporter that can furnish wheat that suits the requirements of the Japanese noodle and biscuit makers, and the cake and pastry industry. I'm optimistic about the future of our wheat trade with Japan."

Mr. Smith pointed out that per capita consumption of wheat foods in Japan has increased from less than 15 pounds in the

late 1930s to about 50 pounds in 1957.

"This increase has gained momentum at a noticeably sharper rate in the past several years," he said. "Reliable sources indicate that the per capita consumption of wheat will double in Japan in the next two decades. This is based on the fact that at this time more than 7,000,000 school children are being permitted to develop taste patterns that include wheat foods."

At the Osaka wheat display, attendants passed out literature that explained the importance of wheat in a well-balanced diet. A large lighted map showed the major wheat growing areas of the United States. A colorful revolving turntable displayed samples of choice foods made from wheat. At several places in the display were charts and panels, printed in Japanese, giving quality and value statistics on wheat.

"We had an excellent wheat exhibit," Mr. Smith said. "The cooking demonstration definitely was the hit of the show."

### Crop Prospects

The June 1 Government report on 1958 durum prospects is largely based on March 1 farmers' intentions to plant 1,179,000 acres and places estimated production of 16,100,000 bushels. Galvin estimates the crop at 16,152,900 as of June 1.

### Crop Condition

The crop condition was reported at 77 per cent of normal compared to 90 per cent last year and a ten-year average of 85 per cent. Good rains received throughout most of the durum area during the first week of June improved the prospects reported by the Government on June 1. Subsoil moisture was good but continued favorable rains are necessary for good crop development.

The "tentative loan basis" which will be adjusted on July 1 to the June 1 parity formula sets loan rates on No. 1 durum at \$2.16, on No. 1 amber durum at \$2.21 and No. 1 hard amber durum at \$2.26. The official rates may be 2 or 3 cents higher on July 1. The loan basis was set at 10 cents a bushel over No. 1 northern spring wheat.

### Sufficient Stocks

Sufficient stocks of durum for macaroni production are available using the Government's June 1 estimated production of 16,100,000 bushels and adding the estimated carry-over of 20,580,000. This total supply of 36,680,000 includes an estimated 16,000,000 bushels placed under loan during the past two years that will be available at 105 per cent of gross loan or an estimated \$2.42 per bushel, plus storage charges after July 1, or the market price, whichever is higher.

Estimated disappearance sets the mill grind at 22,000,000 bushels, seed at 2,000,000, cereal and feed at 4,000,000 or a total of 28,000,000 bushels leaving a balance of 8,680,000 bushels as carry-over for the following year.

### New Eastern Representative

The appointment of Mr. Charles F. Banfield as Eastern Durum Sales Representative of General Mills, Inc., has been announced by Lee Merry, Manager of Durum Products Sales, Minneapolis, Minnesota. Mr. Banfield was Durum Sales Assistant at the Minneapolis office for several years before serving as territory salesman in the Chicago market calling on macaroni trade there during the past year.

Mr. Banfield will be contacting Eastern macaroni manufacturers and will be associated with Mr. J. M. DeMarco, Eastern Durum Sales Manager of General Mills' New York office at 156 William Street.

Mr. Banfield is a graduate of Providence College, Providence, Rhode Island and attended Harvard Business School.

Mr. Banfield and his wife and son will move to New Jersey in the near future.

### Joins Lebara Corporation

William G. Crothers, plant manager of the Bury Biscuit Company of Elizabeth, New Jersey, and one of the 1954 award recipients at the Biscuit Bakers Institute Conference, has joined the staff of Lebara Corporation, 60 East 42nd Street, New York, New York. Mr. Crothers will also become an officer and director of the Lebara Corporation limited in Canada with offices in Kingston, Ontario.

Lebara Corporation deals in sales and engineering services to the food industry. Mr. Crothers who is 41 years of age attended Queens University in Kingston, Canada, and was associated with W. J. Crothers Co. Ltd., Kingston, Ontario, manufacturers of biscuits for 12 years, before serving as a Lt. Commander in the Royal Canadian Navy during World War II.

Mr. Crothers has also assisted in installation and technical advice to Latin American and American firms during the past few years. He will implement this service with Lebara Corporation.



WILLIAM G. CROTHERS

### The Egg Market

During the last few days in April, current receipts in Chicago dropped from 37 to 35½. The first three weeks in May saw a slight softening in the market and by May 20, receipts were quoted at 33 cents. They jumped to 34 cents on May 23 and as of May 26, the market remains steady at 34 cents.

Prices at the farm level dropped in spite of several very bullish figures as of the first of May. Shell eggs in storage May 1, totaled 320,000 cases compared to 1,208,000 a year earlier. Frozen storage holdings May 1 totaled 68 million compared to 107 million a year earlier. During April there was approximately 295 million laying hens on farms versus 306 million of a year ago. Add to this the fact that this year's flock consists of a higher percentage of old birds, which is reflected by the slightly lower rate of lay this year.

### Fall Increase?

Figures which indicated more eggs for the Fall are the 15 percent more egg type eggs in incubators May 1st than last year and the 6 percent more egg type chicks hatched January 1-April 30 this year than last. However, these figures should be examined closely in view of the fact that last year's hatch was a record low.

The intangible impossible to predict is what Mrs. Housewife will consume during the coming months. We have no figures as proof, but we are guessing consumption has been down the past several months and if Mrs. Housewife resumes normal consumption in the next few months, we will definitely see an effect on prices.

U. S. Frozen Stocks: (000 omitted)		
	April 1957	April 1958
Whites	33,061	25,476
Yolks	22,730	14,747
Whole	45,824	22,768
U. S. Frozen Stocks: (000 omitted)		
(Urner Barry—partly estimated)		
	1957	1958
May 24th	92,845	132,871
May 17th	85,364	124,840
May 1st	68,167	107,568

### Durum in Morocco

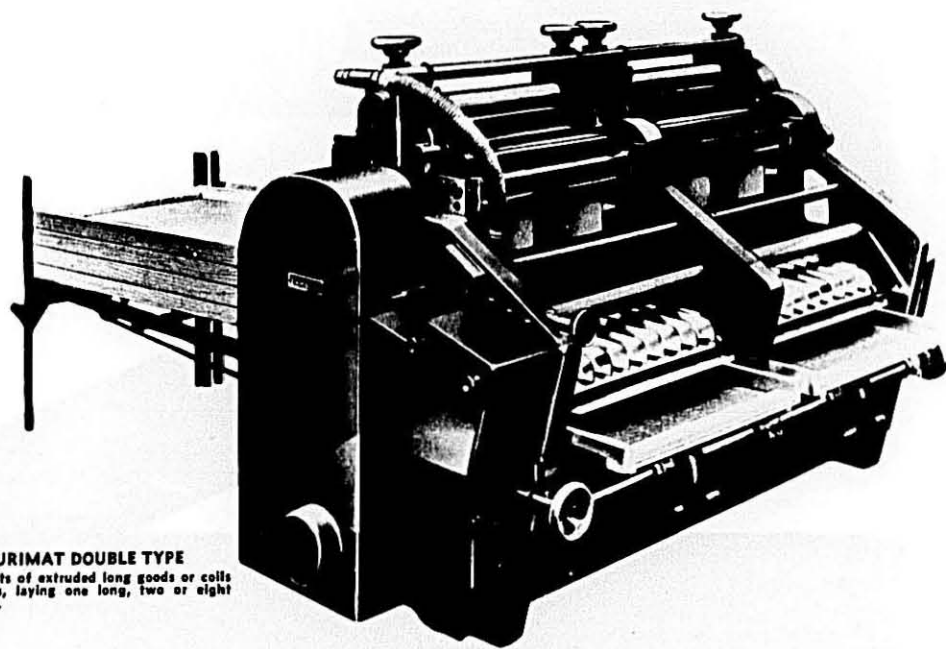
Morocco is expected to have an export surplus of about 4,000,000 bus. of durum wheat from its 1958 harvest, the Foreign Agricultural Service said. In addition, domestic soft wheat production is expected to be adequate for local requirements, eliminating the need for imports as in the current season.

Production of durum wheat in Morocco is now estimated at 24,000,000 bus., contrasted with 16,000,000 in 1957. The sharp increase is attributed to much better yields and a 10% increase in acreage.

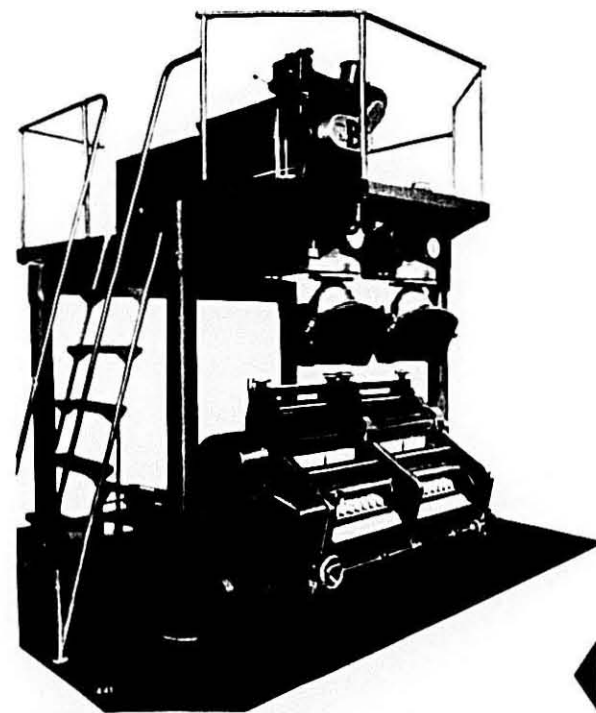
Soft wheat production this year is forecast at 11,500,000 bus., against 7,500,000 in 1956. During the first nine months of 1957-58, Morocco had to import 750,000 bus. from Italy and 1,450,000 from the United States under Title II of Public Law 480.

According to the F.A.S., quality of 1958 grain in Morocco is good.





**ZAMBONI PLURIMAT DOUBLE TYPE**  
Machine for twists of extruded long goods or coils of rolled noodles, laying one long, two or eight pieces per stroke.

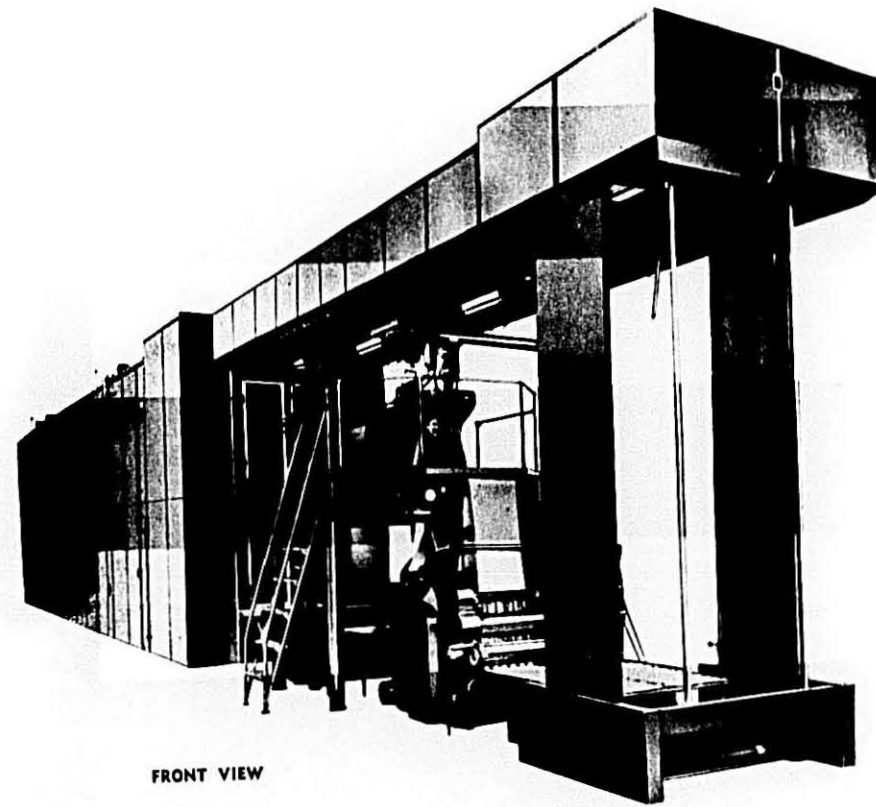


SPECIAL MACRIMAT PRESS WITH TWO EXTRUSION SCREWS

#### LIST OF INSTALLED PLANTS

COMBATTENTI	CREMONA (Italy)	No. 1
BUITONI	SANSEPOLCRO (Italy)	1
RICCARDI	MILANO (Italy)	1
FERRERO	ALGIERS (Algeria)	1
FERRAND RENAUD	MARSEILLE (France)	1
BUITONI	SANSEPOLCRO (2nd order)	1
RICCARDI	MILANO (2nd order)	1
CATELLI	MONTREAL (Canada)	1
PASIEGA	HAVANA (Cuba)	1
BARILLA	PARMA (Italy)	1
SIN RIVAL	HAVANA (Cuba)	1
BARILLA	PARMA (Italy) (2nd order)	2
BERTAGNI	BOLOGNA (Italy)	1
BARILLA	PARMA (Italy) (3rd order)	1
GHIGI	MORCIANO DI ROMAGNA (Italy)	1

**MACRIMAT**  
Continuous Automatic Press, especially devised to feed double type Zamboni Plurimat or Noodles machines.



FRONT VIEW

## COMPLETELY AUTOMATIC LINES FOR TWISTED GOODS

Send your inquiries to:

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

# Braibanti - Milano

DOTT. INGG. M. G. BRAIBANTI & C. - Milano-1, Via Borgogna



## Carton Considerations



D. M. Martin, Ph.D., Production Manager of the Folding Carton Division, Cornell Paperboard Products Company, Milwaukee, Wisconsin, presented these ideas at The Hoskins Plant Operations Forum.

My introduction was prepared for me in some propaganda that our industry puts out: it is a summary of the function of the folding carton. There are five.

### Container

The first is that it must be a container. A folding carton begins as a piece of paperboard. It must be shaped, treated and dressed up in such a way that it will eventually serve as a container for a specific product. To plan an adequate folding carton the characteristics of the product to be contained, as well as the conditions under which it will be offered for sale, must be known in advance. Here creative ideas must solve key problems before we can go to work.

### Precision Product

The second thing is it must be a precision product. Modern packaging machinery does not permit much variation in the construction of the package which it turns out. A folding carton is to be machine filled and specifications in production must be carefully planned and rigidly followed. An engineered carton will perform the functions for which it was designed.

### Guardian

Third, it must be a guardian. After the folding carton is filled it assumes another function, it becomes a guardian of its contents, protecting against breakage, spoilage, contamination, deterioration, and many other possible hazards en route to the consumer's shelf. The carton manufacturer must know this route, the time spent in traveling, and fully understand the hazards to determine the degree and type of protection that must be built into the folding box. Every folding carton, re-

gardless of cost, must deliver the contents in good condition.

### Advertisement

Fourth, it must be an advertisement. The next stage that a folding carton serves is as an advertising medium, identifying its product and its manufacturer or distributor to the public. Most products must compete with others for the customer's dollar. No matter how speedily the carton speeds through the packaging machine, no matter how perfect the condition of its contents, the folding carton is a success only if it wears the hall mark of quality signifying to the world that it contains a superior product.

### Salesman

Lastly, the carton must be a salesman. Selling is the ultimate function of the folding carton. As an advertising medium it stimulates interest and attracts attention. As a salesman it should impel purchase by convincing the prospect. Once in the store, office or home, the folding carton must act as a silent reminder that the same product is worth re-ordering. To put across this final and vitally important sales message all of the characteristics and functions of the folding carton must be coordinated so that the prospective customer will look, see and believe that he is buying the best available product of its kind.

### Manufacturing Procedure

I would like to go through the steps that we proceed through in the manufacture of a folding carton to explain where they are related to performance on your packaging line (if they are) and to bring in a little theory on carton manufacturing which may help you to better understand the use of your cartons.

To get into the subject, I made a tour through our local grocery and picked up some samples which must be fairly representative of the type of cartons you are using. These are all full seal end cartons and I assume delivered to you glued, cased and ready for use on your packaging equipment. There are a few other types that are used in your industry but not to the same extent: Palmer style trays and Brightwood overwrap cartons. I noticed some large sized lock-tab cartons, but not too many of those, so I'll talk primarily about this full seal end carton.

### Printing Process

The first step in our manufacturer is the printing process. Carton manufacturers use one of three processes. Letter press, off-set lithography and gravure. Letter press and off-set are the ones that are most commonly used. Letter press process offers inks which are strong in value. The process lends itself to relatively short runs because of the low initial cost to start a job. You can obtain a high

gloss surface by using gloss inks or varnishes. And if you are interested in a low cost product there is a variation of letter press printing using rubber plates which keep the initial cost of printing down quite low.

Off-set has one primary advantage in that it permits the reproduction of photographs to a greater degree than letter press does. Off-set gets its name from the fact that, instead of being put directly on the board, the ink is transferred first from the printing plate to a rubber blanket and then onto the board which gives you better contact between the ink and the board for a little finer detail.

The gravure printing process is very restricted to cartons which can be made in large quantities: for example, cigarette cartons. Soap boxes, for example, are gravure, where your orders run into several million without any change in copy.

Printing can have an effect on the performance of a carton in your plant. The thing that makes a difference here is, of course, the coefficient of friction, the amount of slip that a carton has. I have seen operations where the ink had enough friction in it so that it would drag off on the surface of some of the plates and pan in your equipment, to the point when it would retard the motion of the carton through the machine and jam up. Now we can control that to a certain extent by changing the formulation of the ink; by adding waxes to the ink, which would give the carton slip; by suggesting a varnished carton instead of one that is just printed. Also by the use of an off-set spray the like that we use to prevent the transfer of ink from the top surface of a board to the bottom surfaces of the sheet line on top. We use a spray there that is wax and with the proper control of the amount of wax we can decrease or increase the slip of the carton over a considerable degree.

### Cutting and Creasing

The second step in the carton manufacturing process is cutting and creasing. There are two things that we are doing in our cutting and creasing operation: one, we are determining the size and shape of the carton that you are going to use and we are putting in special devices you might need giving easy opening features; the tab that you tear off at one end so that you can get at the contents. We are setting it up so that it can be successfully utilized on your automatic packaging equipment. The crease creates a line of least resistance. Most cutting is done against the steel jacket or plate on a cutting press. On top of this steel jacket you move a couple of pieces of heavy fiber board and cut into it a channel which will receive the creases. What you can't see in the normal course of events is the fact that the board is composed of a lot of

plys and when the creasing rule comes down and causes the board to take this particular shape those plys of board are separated and broken down. Now, the reason that we want to do this is so that we can form a bead in that crease when it is formed up. We will take our crease here and bend it around the corner. The material that is in this corner has to go somewhere. If we don't have a place for it to go, it's going to break out and you'll get something that I know you very rarely see, a cracked score on a printed carton where the board is showing through, and of course it detracts considerably from the appearance of the carton. To get away from that situation we cut the crease in and when you bend it the board breaks to the inside with the plys following along. There is no tension where the board is going to break, but all the pressure has been relieved from the inside. This is probably the most critical part of forming a carton and seeing that it is going to operate properly in the machine.

### Cut Scores

The other way we form the carton is with cut scores where we actually go through the surface of the board, and of course there you get a carton that is going to break at a more definite point and square up better. However, usually it is not practical unless you have an overwrap because there is a tendency to go all the way through the board and destroy the carrying ability of the carton.

I should mention that it is necessary for the carton blank to be cut absolutely accurately to the same dimensions each time in order for it to operate properly for you. If the carton is not cut through completely it can cause you no end of trouble on your packaging machine. The machine doesn't know that and it goes right ahead and jams everything up.

Then there is the problem of lint that we are constantly fighting in our industry. Anytime you cut a piece of board a certain amount of dust is created. We go to considerable trouble to remove that, because who wants board in his macaroni?

### Gluing Operation

After the carton has been cut we come to the finishing end, our gluing operation. One thing that we must have is a glue lap that is solidly glued over the whole area as these cartons will take considerable punishment in an automatic packaging machine. If the gluing is not satisfactory, your cartons will open up and everything will be all over. The other thing we do in our gluing operations is to prebreak the scores for automatic packaging. When a carton is glued for shipping we fold it over and glue it together to give you a finished carton. But in so doing there are two scores that haven't been touched at all. When the carton is opened up these other two scores come into operation. So it is highly desirable that we take the fight out of those and that is what we do in pre-breaking. We put it through the machine and bend one over and bring

it back again. Then we put one through and bend it back. Then we are ready to complete the gluing and catch the final joint.

It has only been in the last several years that emphasis has been placed on specifications of cartons and probably the most important thing that has come up is the matter of pre-breaking and the amount that it should have. Most of our customers who specify the matter insist on 180°.

As the board is broken to 90° or more you reach a certain point at which this bead starts to fill up the score and any further motion is kind of retarded. It jams in there. If you carry the thing around to 180° you start to break down that bead so that all the resistance is taken out of the score.

### Container Design

I would like to mention also the importance of the proper design of the shipping container that these cartons are going to go into. It is something that is quite frequently overlooked. You get your cartons in corrugated cases. They'll either be packed on edge or they'll be packed flat. Occasionally you will find that they have been packed loose so they assume a bend that won't come out, no matter what you do. And of course, that is going to interfere with your packaging operations. So if you're having any trouble it is worthwhile to look at how your cartons are coming to you, in addition to the carton itself.

### About Storage

Now about the matter of storage. Like any carton manufacturer, I just love to blame all the trouble on storage in your plant. The properties of cartons are affected by storage and this I think is a little easier understood if you appreciate the fact that paperboard itself is a combination of elastic and plastic properties. If we put a piece of board over an edge and bend it you can see that there is a lot of strength to it. It snaps back almost to its original position because we are doing it quickly and in that way it is elastic. However, if we hold it in a forced position for a short while, it assumes the position in which it is placed and will stay in a curved state for quite a while.

### Hot and Wet

Paperboard becomes more plastic as it is hot, and particularly as it is wet. And it becomes more elastic as it is cold and as it is dry. We probably do more damage in storage because of temperature than for any other factor. The relationship between moisture content and atmospheric conditions is not a straight line but a curve. At about 30% relative humidity, we find that the board has 5% moisture and at, let's say 60%, we find that the board has 8% moisture. As you change your conditions between 30% and 60% the board will in time take on the particular moisture content that corresponds to the relative humidity. Be-

tween 30% and 60% is a pretty common condition in storage. As long as you have that condition you won't anticipate very much trouble. However, it is not too unusual to have storage conditions below 30%. This is particularly true in the winter time when you may have your cartons stored in the basement where the steam heat is on full blast. The relative humidity can easily get down to 10, 15, 20%. Under those conditions the carton will shrink. It may shrink up as much as 32nds of an inch per foot, which you realize is enough to affect an automatic packaging operation without any question. At the same time the carton will stiffen and be more elastic so it shows more resistance to the sort of motion that it has to go through. It is also more likely to show cracking at the scores because of shrinkage, and because of the stiffness. On the other hand, if we store under wet conditions, let's say up to and over 60% relative humidity, the carton may become soft enough to interfere with the operation of your automatic machinery. The arms that are going to come by and push the carton along, instead of giving a push will make a hole. That's extreme; you don't very often see that, but it is possible. In addition the surface of the carton becomes less rub resistant and you are likely to find more ink smearing.

### Cold and Dry

Another problem that does come up once in a while in regard to storage is if you had your cartons stored in a very cold condition, in an outside warehouse, or perhaps you just brought them in off the truck going through Northern Minnesota for the last few days. When you bring the cartons in the very fact that they are cold will cause them to be stiff in addition to which they will pick up moisture from the room. The moisture itself will cause you a problem in the opposite direction.

### Critical Properties

I want to point out the critical board properties that you should keep in mind when ordering folding cartons: the grade of board, caliber and basis weight all combine to affect machine performance and product protection.

The surface of the board must be clean both inside and out. You want a surface that is good for printing and has adhesive receptivity. That can be pretty critical, particularly if you use dextrin adhesive, as I am sure a good many of you are. We can control to a good extent the amount of penetration the adhesive makes into the board by adding or taking out size.

Close cooperation between carton manufacturers and carton users is essential as the package and machine must be carefully developed and geared to meet the individual needs of the user. So if you have got a problem, go to your carton manufacturer and explain it to him and he's probably going to be able to do you some good.



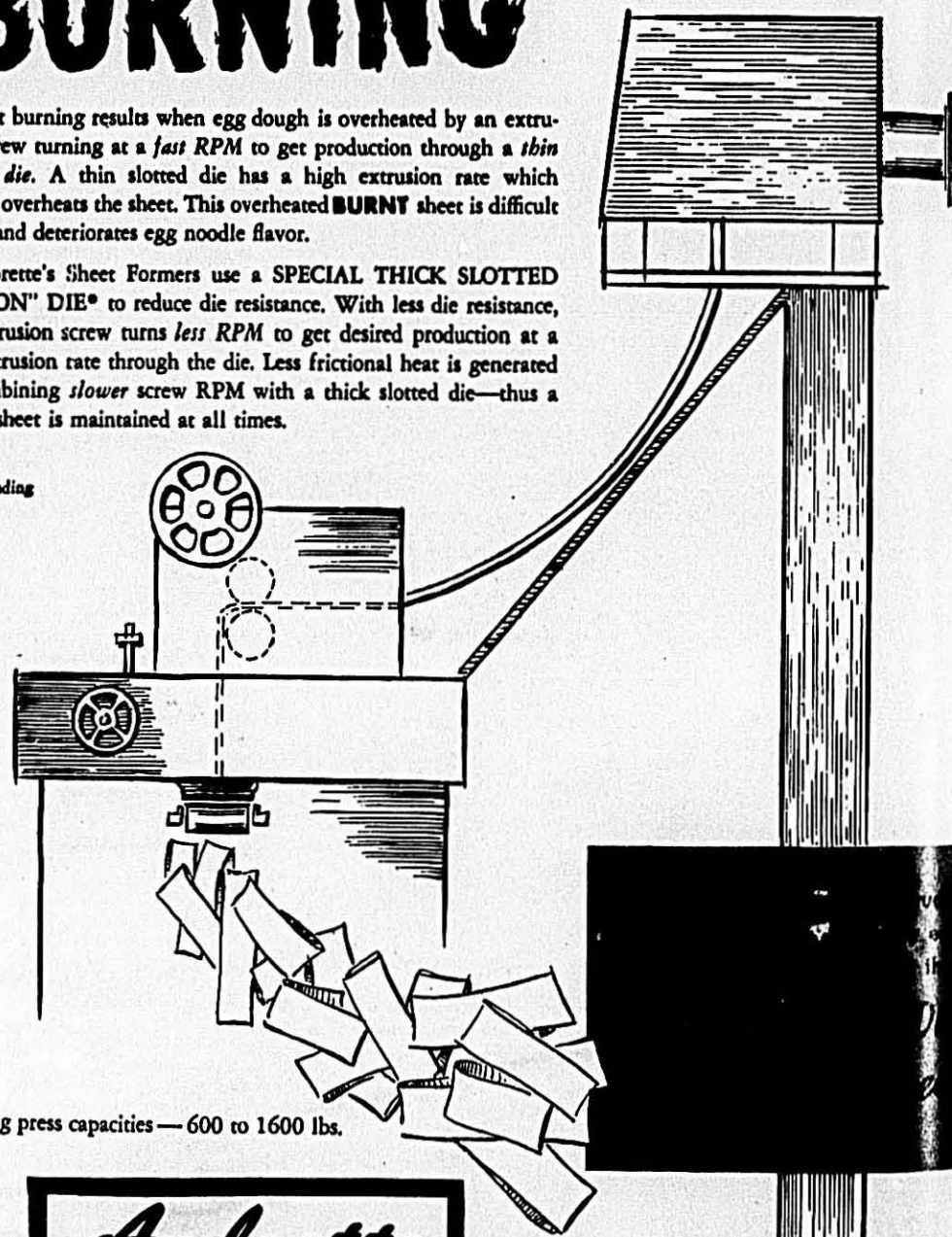
# You can PREVENT Noodle Sheet

## 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 **BURNY** sheet is difficult to dry and deteriorates egg noodle flavor.

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

\*Pat. Pending



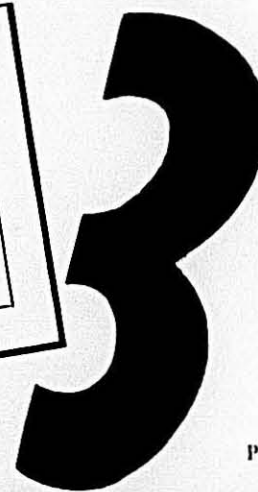
Sheet forming press capacities — 600 to 1600 lbs.

**Ambrette**  
MACHINERY CORP.

156 — 6th Street, Brooklyn, New York

# Another Ambrette Landmark!

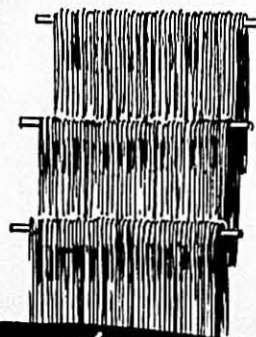
Announcing...  
**3 STICK**  
LONG GOODS SPREADER



Patented

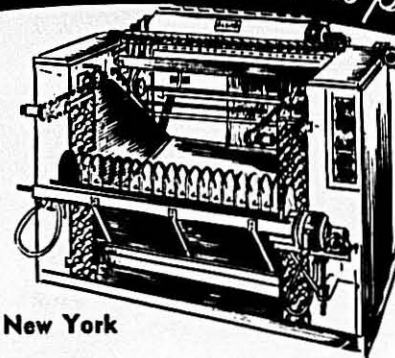
*The only Spreader to greatly increase output of a 1000 lb. continuous press*

- 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



## Production People Pursue Progress



STUDENTS at the Hoskins Plant Operations Forum at Northwestern University in Chicago, April, 1958. —

### Front Row — Left to Right:

Russell Houston, Delmonico Foods, Louisville, Kentucky  
 Bruce Holmgren, Editor, Package Engineering, Chicago, Illinois  
 A. I. Grass, I. J. Grass Noodle Company, Chicago, Illinois  
 William Fieroh, I. J. Grass Noodle Company, Chicago, Illinois  
 D. M. Martin, Ph. D., Cornell Paperboard Company, Milwaukee, Wisconsin  
 H. Geddes Stanway, Skinner Manufacturing Company, Omaha, Nebraska  
 Rita May Tharinger, Tharinger Macaroni Company, Milwaukee, Wisconsin  
 Vene Wheeler, Grocery Store Products Company, Libertyville, Illinois  
 Mayme Rogan, Grocery Store Products Company, Libertyville, Illinois  
 Edith S. Linsley, Glenn G. Hoskins Company, Libertyville, Illinois  
 Dr. G. N. Irvine, Chemist, Grain Research Laboratory, Board of Grain Commissioners, Winnipeg, Manitoba, Canada  
 Ralph Maldari, D. Maldari & Sons, Inc., Brooklyn, New York  
 Nicholas Rossi, Procono-Rossi Corporation, Auburn, New York  
 T. J. Viviano, Delmonico Foods, Inc., Louisville, Kentucky

### Second Row — Left to Right:

J. S. Goldware, Brice Foods, Omaha, Nebraska  
 Michael Coop, Brice Foods, Omaha, Nebraska  
 Wedo Sebben, Grocery Store Products Company, Libertyville, Illinois  
 Tony Hylek, Kellogg Company, Lockport, Illinois  
 Speed Bacon, Grocery Store Products Company, Libertyville, Illinois  
 C. J. Carlton, Grocery Store Products Company, Libertyville, Illinois  
 Rudy Schenck, Buhler Brothers, Inc., Englewood, New Jersey  
 D. B. Cutler, The Woodman Company, Decatur, Georgia  
 Al Bono, Jr., The John B. Canepa Company, Chicago, Illinois  
 John Curry, C. F. Mueller Company, Jersey City, New Jersey  
 Arthur Bauman, Tharinger Macaroni Company, Milwaukee, Wisconsin  
 Harry Bystrom, Tharinger Macaroni Company, Milwaukee, Wisconsin  
 Richard Schmidt, Schmidt Noodle Company, Detroit, Michigan  
 Alvin Karlin, I. J. Grass Noodle Company, Chicago, Illinois

### Third Row — Left to Right:

LeRoy Hower, San Giorgio Macaroni Company, Lebanon, Pennsylvania

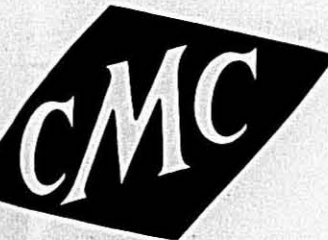
John Sheetz, San Giorgio Macaroni Company, Lebanon, Pennsylvania  
 Wm. M. Hicks, Local No. 772, Teamsters Union, Chicago, Illinois  
 C. F. Moulton, LeHara Sales Corp, New York, New York  
 Leonard Bergseth, Kellogg Company, Lockport, Illinois  
 Ed Finch, Grocery Store Products Company, Los Angeles, California  
 Carl W. Rogge, Glenn G. Hoskins Company, Libertyville, Illinois  
 Robert Freschi, Ravarino & Freschi Company, St. Louis, Missouri  
 Oscar Garber, Creamette Company, Winnipeg, Manitoba, Canada  
 Leo Rerucha, Gooch Food Products, Lincoln, Nebraska  
 George V. Patton, Consultant, Terre Haute, Indiana  
 Julius Davis, Q.M.C., Food & Container Institute, Chicago, Illinois  
 E. F. Caldwell, Quaker Oats Company, Barrington, Illinois  
 Don Nixon, Quaker Oats Company, Tecumseh, Michigan

### Fourth Row — Left to right:

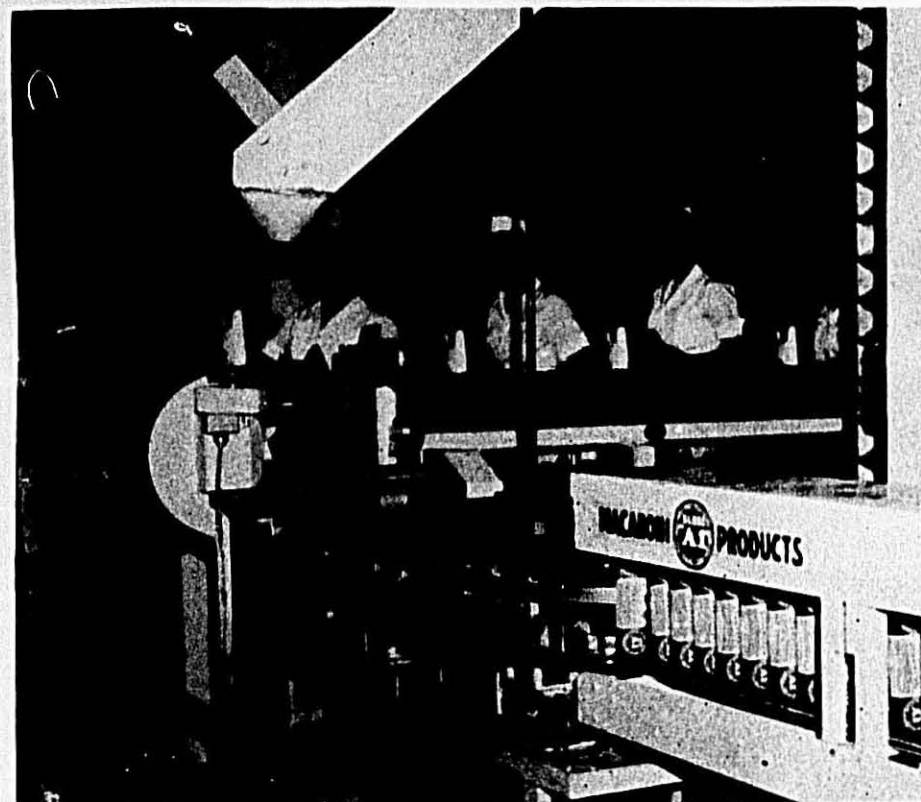
R. L. Vessels, General Mills, Inc., Minneapolis, Minnesota  
 Robert Petersen, Archer-Daniels-Midland, Minneapolis, Minnesota  
 Fred Duncan, Commander—Larabee Mills, Minneapolis, Minnesota  
 Rex Concannon, Crescent Macaroni & Cracker Company, Davenport, Iowa  
 John Linstroth, Creamette Company, Minneapolis, Minnesota  
 Clifford Bennett, Creamette Company, Minneapolis, Minnesota  
 Ben Hansen, Creamette Company, Minneapolis, Minnesota  
 Leo Buser, Delmonico Foods, Louisville, Kentucky  
 A. J. Palazzolo, Delmonico Foods, Louisville, Kentucky  
 Leonard DeFrancisci, DeFrancisci Machine Corp., Brooklyn, New York  
 Ed King, Ambrette Machine Company, Brooklyn, New York

### Top Row — Left to Right:

Paul Ambrette, Ambrette Machine Company, Brooklyn, New York  
 Al Katskee, Gooch Food Products, Lincoln, Nebraska  
 Charles Banfield, General Mills, Inc., Minneapolis, Minnesota  
 Norton Risdal, King Midas Flour Mills, Minneapolis, Minnesota  
 Mr. DeLuca, Catelli Food Products, Montreal, Quebec, Canada  
 Robert Cowen, A. Goodman & Sons, Long Island City, New York  
 Alfred Tosi, A. Goodman & Sons, Long Island City, New York  
 Nat Bontempi, DeFrancisci Machine Company, Brooklyn, New York  
 W. G. Hoskins, Glenn G. Hoskins Company, Libertyville, Illinois  
 C. M. Hoskins, Glenn G. Hoskins Company, Libertyville, Illinois  
 R. M. Green, National Macaroni Manufacturers Association, Palatine, Ill.



## HELPS SALES



A new line of Globe A-1 products packaged in cartons on a CMC line is helping this Los Angeles, California company show spectacular sales gains.



### CLYBOURN MACHINE CORPORATION

6479 N. Avondale Avenue, Chicago 31, Illinois

Dependable Equipment for the Packaging Industry



## At The Milan Fair



Independent Noodle Nesting Machine with new automatic device for loading trays on trucks contained in ventilated cabin.

The annual fair at Milan each Spring attracts attention of macaroni manufacturers from all over the world to see exhibits of the latest equipment. Charles Moulton of Lebara Corporation, Braibanti representative, has contributed this digest of a report in the Italian publication "Molini D'Italia."

THE well established firm of G. Ricciarelli of Pistoia showed for the first time an automatic weighing and packing machine for short cut products with electronic controls. This reflects a growing tendency in Italy to package macaroni products in individual cartons or cellophane bags. This firm also showed its "Appia 8" coiling machine to which can be attached a device for making nests. Two new die-washers were displayed. Both employ a new type of high pressure pump without a stuffing box. An interesting device was the "WUPA" doser for both flour and water, and flour, water and egg mixtures. The makers guarantee its perfect operation when applied to the mixing basin of the automatic press in the sense that the flow of the ingredients is absolutely constant and uniform.

Giacomo Toresani of Milan displayed automatic machines for the production of fresh goods. A Tortellini machine puts out about thirty pounds of completely finished product per hour. Of a very simple construction this machine is equipped with a device for the continuous feed of the stuffing and dosers of a special construction which prevents wear and waste. A machine for gnochchi, capable of producing up to sixty-five pounds of product per hour, is operated manually or by motor on a bench or pedestal. This firm also showed a coiling machine with the nest adaptation which is now so popular in Italy.

The Braibanti Company of Milan displayed a wide range of equipment: A completely automatic line for the production of long goods has a pneumatic flour feeding system to the mixing basin of the press; the press has a double spreader; there is a continuous automatic drying section with preliminary dryer; automatic stick stripper and automatic return of sticks to spreader. The drying tunnel consists of five passages with four fanning sections alternating with sweating or rest zones. The advance of the special metallic sticks is caused by a metallic rack with a quadrangular motion device. This eliminates the use of chains which may break with unfortunate results. Automatic humidity and temperature controls ensure the proper thermohygroscopic conditions at all times. It is reported that sixty-seven of these lines are now in operation in sixteen countries.

### Line for Coiled Goods

A semi-automatic line for coiled goods was shown. This has a pneumatic flour feeding system, a continuous automatic press — new model "Macri," and a Zamboni coiling machine — model "Simple Plurimat" for both extruded and laminated goods. The line has a Garbuio column type preliminary dryer, automatic loading device of trays on trucks, and stationary cabinet dryers — Garbuio patent "H." The interesting innovation here is the automatic loading device which by means of a system of chains piles the trays on the trucks. It is contained in a cabinet equipped with fans to maintain continuous ventilation.

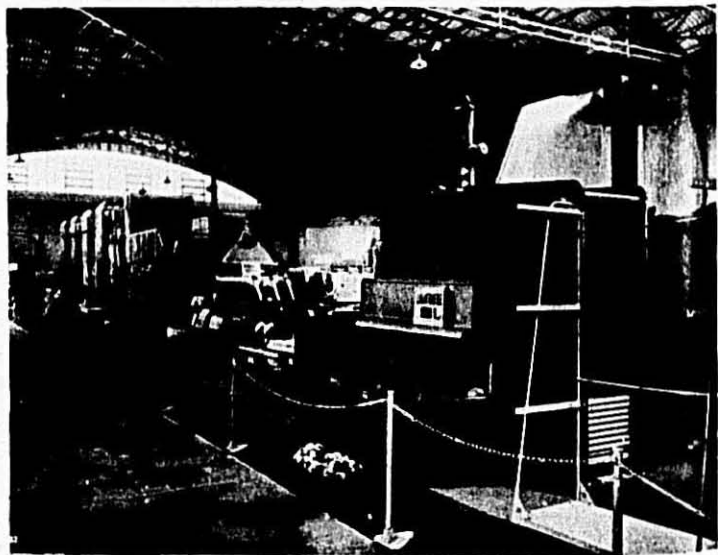
Garbuio of Treviso, part of the Braibanti organization, featured its "Labirin-

to" type of dryers for short cuts which eliminates the use of trays and trucks. Essentially, this dryer consists of a central body, which contains the products in thin layers, and two lateral chambers in which fans are installed, the heating batteries and the batteries and the apparatus for changing the air. Loading is done by a hand conveyor while the dried product can either be discharged directly into bins or onto a conveyor belt to the packing room thus eliminating much of the labor required by the old dryers with trays.

### Packing Unit for Short Goods

Zamboni of Bologna showed a new packing unit for short cuts. They also exhibited their "Ultravelo" stamping machine for bow-tie production which takes a dough-sheet from an automatic press at the rate of 900 to 1,000 pounds an hour. For the manufacture of raviolis they have a model 380 which can be coupled to a small automatic press. It is equipped with a device for the continuous feed of the stuffing and a pneumatic return of the scraps to the mixing basin of the press. This machine is well adapted for the needs of large canners and producers of frozen foods.

Besides their milling equipment, the well known Swiss firm of Buhler Brothers showed a completely automatic line for long goods consisting of a double spreader — model TSH, preliminary and finish drying tunnel — model TVL, automatic stick stripper and return of the sticks to the spreader. Coupled to an automatic press, this line operates automatically from the introduction of raw materials to the discharge of finished product without the touch of human hands.



General view of Braibanti stand at Milan Fair with automatic line for long goods in the background.

## "YOUTH LOVES TO BE SERVED"

### Macaroni products made from

*King Midas*

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

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



*King Midas* DURUM PRODUCTS

MINNEAPOLIS MINNESOTA



## Plan for Picnics



MILLIONS will join the picnic parade this summer. Sultry days bring lazy appetites. Smart homemakers bid goodbye to the heat of the house or the city.

Meals are geared to the season. Dining moves out into the open. Families picnic as often as the weather permits. When not in the mood for traveling to the park or beach, they set up the picnic table in the back yard. If they're lucky enough to own a screened-in porch, even rain can't stop them.

Even the smallest porch or patio is due for a busy summer!

Backyard or backporch picnics are the easiest of all to plan. Perishable foods can be stored in the refrigerators until the last moment. And hot dishes can be brought out directly from the oven. All the pleasures of eating outdoors can be enjoyed and yet all the conveniences in the kitchen can be utilized.

Summer-time meals taste twice as good when eaten out-of-doors. Clear skies and fresh air turn the most ordinary food into real eating adventure, especially if it's served buffet style and the whole family can relax and enjoy it.

The best buffet meals are built around one hearty main dish that is easy to serve and to eat, the type of food that isn't "spilly" or difficult to manage on the plate. Dish-washing duties are cut down by serving the food in the skillet or baking dish in which it was prepared, and by using paper plates and cups.

When the temperature soars to torrid heights, ice-cold foods have the greatest appeal.

### Cool and Quick

Cool and quick is the cry for these summertime meals. All the fun and excitement of eating outdoors can be spoiled if the wife or mother must spend a great deal of time with the preparations.

In addition to being cold weather and Lenten favorites, macaroni foods also rank high with homemakers as "pick-nickers."

Nourishing macaroni and spaghetti salads provide a pleasing, satisfying addition to the outdoor menu. The salad may be made several hours in advance and stored in the refrigerator until time for travel.

Since macaroni has such a bland wheaty flavor, it picks up flavors of all other foods easily. Therefore, the rest of the menu can determine what ingredients to use with it.

If the sandwiches carry fillings of lettuce and tomato or cheese, a fish and macaroni salad would be good. Tuna, salmon and shrimp all work equally well. Or cubes of table-ready meat could be used with slices of crisp celery and sour pickles.

With more substantial sandwiches, a vegetable-macaroni salad is best. Tomato wedges, cooked tiny peas and thin radish and cucumber slices make ideal companions to spaghetti elbows. They can all be blended together with French dressing.

The small shapes such as the elbows, shells, bows and rings are best for salads. The durum wheat in macaroni helps the product hold its shape and gives it a pleasing chewy texture when cooked.

### Outdoor Eating

Everyone enjoys outdoor eating so much that they're sure to have a good time at a picnic. And Mother can join in on the fun too, when food may all be prepared ahead so that there will be no last minute scurrying. A macaroni salad zipped up in flavor with pickles and luncheon meat cut in strips, tuna sandwiches, relishes, pimento-stuffed green olives, a fruit toss bright with maraschino cherries, chocolate cookies from the baker's and plenty of iced tea will see to this.

Here's the recipe for six servings of this



Macaroni makes a pretty profit picture, this N.M.I. photo release tells grocery field trade publications. This type of display helps consumers and builds related item sales.

### Picnic Macaroni Salad:

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 12-ounce can luncheon meat, cut in short strips
- 1 cup sweet mixed pickles, drained
- ½ cup chopped onions
- 2 canned pimientos, chopped
- 2 tablespoons sweet pickle liquid
- ½ cup mayonnaise
- 1 tablespoon prepared mustard

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water and drain.

Combine macaroni and remaining ingredients. Toss lightly but thoroughly. Chill.

### Bountiful Fruit

Now, too, is the time for all good home-makers to enjoy the best of Nature's bounty. All sorts of luscious fruits are in the markets just waiting to be used in mouthwatering salads. Combined with macaroni they are truly a satisfying treat. Macaroni, watermelon balls and diced bush pineapple create a handsome salad to give a touch of elegance to any picnic table. Freshly boxed chocolates accompanied by coffee is a gracious and not too filling dessert to follow it up.

Here is the recipe:

### Macaroni Fruit Salad (Makes 6-8 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- ½ cup mayonnaise
- ½ cup light cream
- 1 teaspoon salt
- ½ teaspoon paprika
- 2 cups diced pineapple
- 1 cup chopped celery
- 4 cups watermelon balls

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water and drain. Chill.

Combine mayonnaise, cream, 1 teaspoon salt and paprika; blend. Combine pineapple, macaroni and celery with mayonnaise mixture; toss lightly and chill. Arrange macaroni mixture on center of serving platter. Arrange watermelon balls around macaroni mixture.



Spaghetti platter with canned corned beef.

### The One Hot Dish

Although salads are the preferred picnic guests, hot spaghetti and macaroni platter suppers are favorites for "at home" picnics. Backyard or porch for informal get-togethers are often enjoyed during warm summer evenings. Any one of the clan — noodles, spaghetti or macaroni — makes an excellent foundation for easy-to-serve meat sauces. The macaroni may be cooked ahead of time then "freshened" and heated simultaneously by running boiling water through it. Such a meal is Picnic Spaghetti.

Picnic Spaghetti is made with spaghetti, tomato sauce, cheese, ground beef, chopped green pepper and onion, and a bit of chili powder. The beef, green pepper, and onion can be browned in a kettle or pan; then add the spaghetti and seasonings. A concoction like this can be cooked over the campfire or prepared at home.

Such meals call for accompaniments of a tossed green salad and enriched hard rolls or French bread. Usually adults will want hot coffee. The dessert should be kept simple — perhaps melon wedges served with a big platter of assorted cookies and cupcakes from the bake shop.

### Big Push

This year, "July is Picnic Month" will get the biggest push ever. Look magazine and the Bakers of America Program have joined forces to sponsor and forcefully stimulate the biggest promotion in the food industry... outdoor eating. A four-page newspaper supplement, radio, magazine, and in-store displays will help promote this event.

With a special advertising section devoted to supporters of the promotion, and with editorial support in the same issue, there will be tremendous impact and stimulation on the millions of Look's "young-in-heart" readers.

In addition, and to supplement the merchandising materials prepared by the Bakers of America Program, Look is offering to supermarkets, and to bakers servicing supermarkets, a kit of point-of-purchase materials for in-store display. A huge main poster, picnic bargain streamers, and shopping cart cards, plus materials from food manufacturers form the kit.

### Pick Up and Go

The American Weekly is publishing its fifth annual picnic issue, a yearly event which has gained solid support from advertisers and leading super markets as one of the most effective food store promotions of the year.

In over 5,000 of the largest super markets spread from coast to coast will be displayed over 460,000 American Weekly Picnic Promotion pieces.

This 1958 promotion, entitled "Pick Up

and Go On a Picnic," will be featured in the stores of such giants of the food industry as:

Kroger	American Stores
A & P	Grand Union
Safeway	Wrigley Supers
Acme Supers	Jewel Food Stores
Food Fair	National Food Stores
Von's	Market Basket

A display of elbow macaroni in the produce department or adjacent to the cold-cut counter for a combination will boost warm weather sales. Versatile macaroni products fit in well with scores of related items in the store. In addition to cold cuts and produce, macaroni salads can be prepared with shrimp, cheeses, olives and pickles, and a wide variety of salad dressings. A special macaroni display will solve a lot of the "what to serve" questions in the minds of shoppers who want to avoid cooking on the hot days.

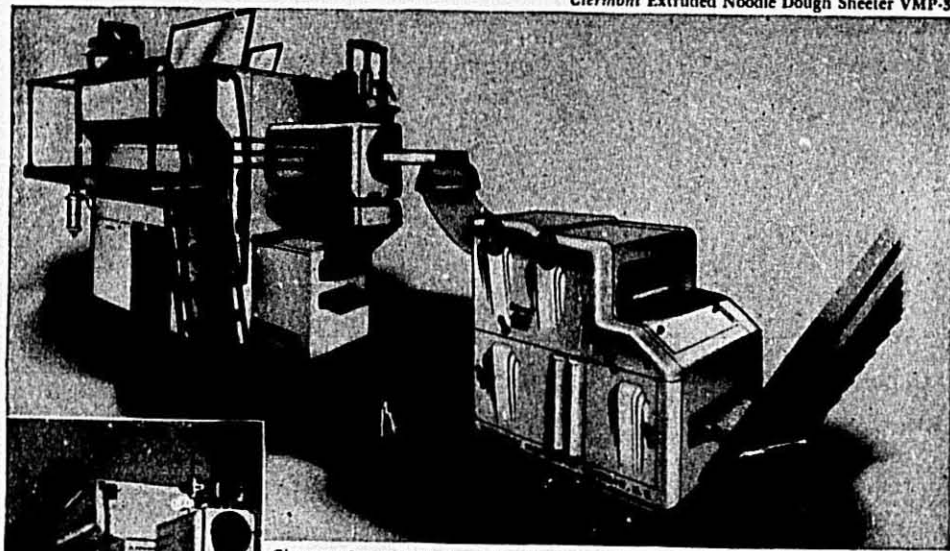


Picnic Macaroni Salad, tuna sandwiches, relishes, fruit toss and cookies makes fine fare.



*Clermont* **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.

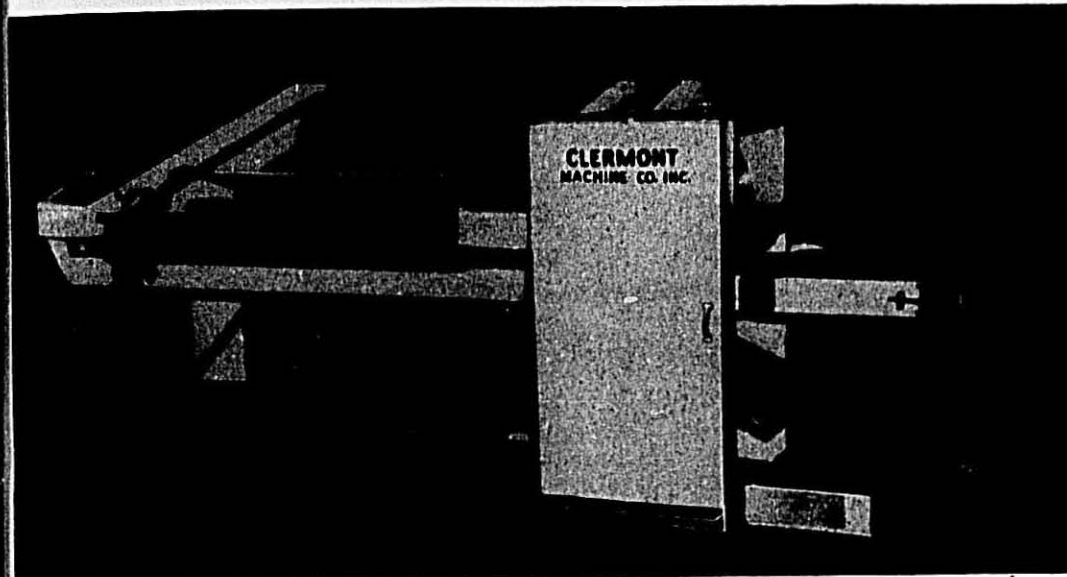
**TAILOR-MADE FOR THE NOODLE TRADE**  
Available with or without vacuum process

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

*Clermont Machine Company Inc.*

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

*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.  
Phone:  
EVergreen 7-7540

*Clermont Machine Company Inc.*



### America's Future

(Continued from page 5)

when the construction industry is not overburdened with private contracts.

Neither has the National Chamber of Commerce quarrel with the principle of Social Security—or with the Federal Deposit Insurance Commission. These are built-in factors to afford a degree of security.

Our only quarrel is with the idea that we depend on government to provide complete security.

There is no such thing as absolute security—but a period of this character provides a temptation and an opportunity for those who believe that any economic ailment can be cured simply by spending more tax dollars.

We have already overextended the overhead expenses of the Federal Government until those overhead expenses are out of proportion to the rest of things.

That part of our national income which now goes to sustain the nonproductive enterprises within the governmental structure is curtailing investment and choking the idea of initiative.

No thinking person is willing to risk capital in a job-making enterprise, if he cannot get a fair return for his investment—and I might add at this point that you cannot get a fair return if labor costs are out of sight.

It is no disrespect to the labor movement to suggest that it might be pricing itself out of the market. Of course, it wants more take-home pay. We all do. But, as businessmen, we all know that neither a product nor a service can be sold for more than the traffic will tolerate.

Both management and labor will get larger shares of the income pie when the pie is bigger—and that means more productivity—more freedom for investment—more opportunity for risk capital—and fewer—not more pressures from Washington on business.

### Need For Leadership

The crying need of the hour is for informed, articulate business leadership on the local level, as well as on the national level. The choice is one of leading—or of being led.

We have criticized others for running to Washington to solve their problems. Let us be sure that they do not have the opportunity to look in our direction, and to find the same flaw in us.

Individual responsibility and community responsibility, when accepted, have always paid dividends for all Americans. We have accentuated the importance of the individual. That is virtually the watchword of our country. He cannot be important if he avoids a chance to participate in public affairs.

But the practical fact is that we must depend for the future of our economy on a relatively few men of integrity, vision, intelligence and ability in every community who will constitute magnetic poles around which others will cluster. That has been the history of all great movements.

The challenge of today is particularly adapted to the capabilities of the businessman. You may say that you are already in the fight against government waste—and that you are up to the limit of your strength in the struggle to readjust our tax structure to insure the future growth of business.

But is there any limit when the challenge is so great?

Can every man who writes a letter to his Congressman convince his neighbor to write along the same line? I think he can. It sounds like such a simple thing to do. But how the impact multiplies! And we have seen it happen.

Put it in any language that you choose, but hammer it home in every way you can that the upward march of the economy depends on wise fiscal policies, and on more freedom for business to make jobs.

The business community today enjoys wide-scale respect. The businessman will be listened to—if he will make himself heard among those who already know him and who trust him.

The immediate results may look thin. But let us not forget that the streams and creeks from many million acres can converge to form a mighty river—with the power to sweep everything before it. I am an optimist—a practical optimist, I believe.

### Sales Bring Prosperity

By the 1960's, the war babies of the 40's will be establishing homes of their own. There will be a clamor for goods of all kinds.

Of course, it is true that we cannot talk ourselves into prosperity. Every case of unemployment in this country should be regarded as a personal tragedy.

But we must not allow ourselves to be stampeded to destruction by hasty, ill-conceived policies rushed together in the name of crisis or emergency.

Philosophically speaking, I suppose that socialism might work as well as democracy in providing security—depending on the kind of security you like.

For that matter, a dictatorship might work just as well.

But in a dictatorship, or under any kind of socialism, the individual must forfeit his freedom and his self-respect.

The reason men have set up democratic forms of government is to preserve the individual's self-respect—and to give the individual the opportunity to realize his endowment as a man. That is worth almost everything.

### To Make Democracy Go

But a democracy, by its very nature, will not work of itself.

You and I—and the great majority of all our people—must work at it—with patience, vigor, interest, enthusiasm—and continual faith.

This is work that develops our capabilities, our determination and our strength—work and vision—and the two of them in combination will lead us with sure and certain steps to the fulfillment of the promise of tomorrow.

### Management Techniques

(Continued from page 8)

a job committee may know very well why you operate in a certain way but it clarifies things all around to have it actually explained to them. In the explanation it is desirable to make them realize that their job is important and to ask them, "What better way is there to do your job?" Frequently, in the exchange of ideas, you bring up aspects which weren't taken into consideration before and it leads to improvements.

"Specific job operations with this kind of consideration to overall policies likewise can be improved when they are explained and understood.

"We found awhile back that we were overdoing this meeting technique so we cut some of it out. If you meet too often meetings lose their usefulness, but if you stick to business and eliminate the small talk, periodic meetings with your people in the plant and various members of management are most beneficial."

### Your Credit Rating

(Continued from page 12)

**Quick assets to current debt**—cash, receivables and other ready cash items divided by current debt; one-to-one is the rule-of-thumb, but this too is flexible.

**Debt to capital**—money owed to creditors compared to owner's money in the business; the lower the ratio the better.

**Fixed assets to capital**—real estate, buildings, fixtures divided by net assets; ratio should be kept as low as possible to avoid depleting working capital.

**Inventory to working capital**—shows percentage of working capital tied up in inventory; abnormally high ratio may result in shortage of liquid working capital to meet other expenses.

A seemingly unnecessary piece of advice to any borrower is to cooperate with his bank. Yet, many applicants will give information grudgingly or throw hurdles in the banker's way. There is no reason to withhold information on which the bank depends for a decision on your loan. At best, this attitude will only delay your loan; at worst, it will lose it altogether.

### Press Mix

The Glenn G. Hoskins Company recommends a sure-fire way of alerting press operators when their mix is not right.

They suggest that it is possible to put a special ammeter on the press with a relay system which can operate a bell or klaxon horn when the ammeter reading gets too high or low. The equipment will control within a plus or minus one ampere on a thirty ampere normal motor load. They add, "You will be surprised how a press operator can be kept on his toes by ammeter control which operates a horn that can't be turned off except by bringing the motor loading back to normal limits."

for appetizing appearance...



for flavor harmony with other foods...



for delicious taste...



youth is well served with any macaroni product

Whether it's macaroni, spaghetti or egg noodles, or any of its many varieties, you can rely on Comet No. 1 Semolina to put genuine eating enjoyment into your macaroni products.



DURUM DIVISION  
**Commander-Larabee**

MINNEAPOLIS • KANSAS CITY



## Tight Egg Situation

**N**OODLE manufacturers have been wishfully thinking that prices would drop to somewhere near last year's level and that there would be plenty of color available. This just isn't so, a consensus of opinion from egg breakers around the country indicates.

Dark color frozen yolks in the Chicago market have been selling from 57 cents to 62 cents per pound in carload lots most of the season. This is a good ten to twelve cents above last year's level.



laying and about nine months to produce standard size eggs.

**Late Spring**  
Dark colored yolks did not appear in breaking plants until a month or six weeks later than usual because of the late spring all over the country. Color usually tapers off by the end of June, so the supply this year will be seriously limited. A Kansas City breaker in the first week in June reported temperatures above 90 which means "Farmers cannot leave old birds out on the range because the weather is going to knock them down. Slaughter has already begun."

Another Missouri breaker reports: "Usually we have put up a large portion of our dark yolk requirements by June 1, but this year I doubt that we have produced one-third of our normal output."

The situation stems from overproduction last year and the lowest price level since 1941. The grower took a licking so he culled heavily. Flocks are probably 30% smaller than 1951 and many of the birds are old, reducing the rate of lay. Egg production is down about 4% from a year ago. Shell egg storage holdings are down 75%. Frozen egg storage holdings are down 37%. The shorter supply has boosted shell egg prices to the breaker \$2 or better. A Missouri breaker who paid an average \$8.25 a case last year now has an average cost of \$10.40 a case.

### Long Range Trend

The long-range trend of a decreasing supply of dark colored yolks is disturbing to the noodle manufacturer. And the trend continues as producers continue to grow larger with controlled flocks laying graded eggs primarily for table trade. Breaking stock has become a by-product. Interest in egg color standardization with carotenoids has increased (see pages 27-29 in the April, 1958 issue of the Macaroni Journal), as a way of standardizing color and minimizing the high premium that must be paid for an increasingly smaller supply of dark yolks.

Egg whites, although in shorter supply, have been in the doldrums and this has kept the pressure on dark yolks for noodles which have been in good demand thus far in 1958.

Flock replacements are running between 7 and 8% over a year ago and while this is somewhat encouraging it will bring no real relief until next spring. It takes a pullet six to seven months to start

### Processed Eggs

Liquid egg production during April totaled 63,809,000 pounds. This was 11 percent below the production in April 1957 and 16 percent below the 1952-56 average for the month. The quantities used for immediate consumption, solid production, and freezing were all less than a year earlier.

Egg solids production during April totaled 2,711,000 pounds, compared with 4,032,000 pounds in April 1957 and the 1952-56 average of 2,742,000 pounds. April production consisted of 792,000 pounds of whole egg solids, 1,272,000 pounds of albumen solids and 647,000 pounds of yolk solids. Production in April 1957 consisted of 1,194,000 pounds of whole egg solids, 1,444,000 pounds of albumen solids and 1,394,000 pounds of yolk solids.

Frozen egg production during April totaled 50,861,000. This was 15 percent less than the production during April 1957 and 20 percent less than the 1952-56 average for the month. Frozen egg stocks increased 15 million pounds during April, compared with an increase of 29 million pounds in April 1957 and the 1952-56 average of 36 million pounds.

### Inventories

Shell eggs in storage May 1 totaled 320,000 cases compared to 1,208,000 a year earlier. Frozen storage holdings totaled 68,000,000 compared to 107,000,000 in 1957. During April there were approximately 295,000,000 laying hens on farms versus 306,000,000 a year ago.

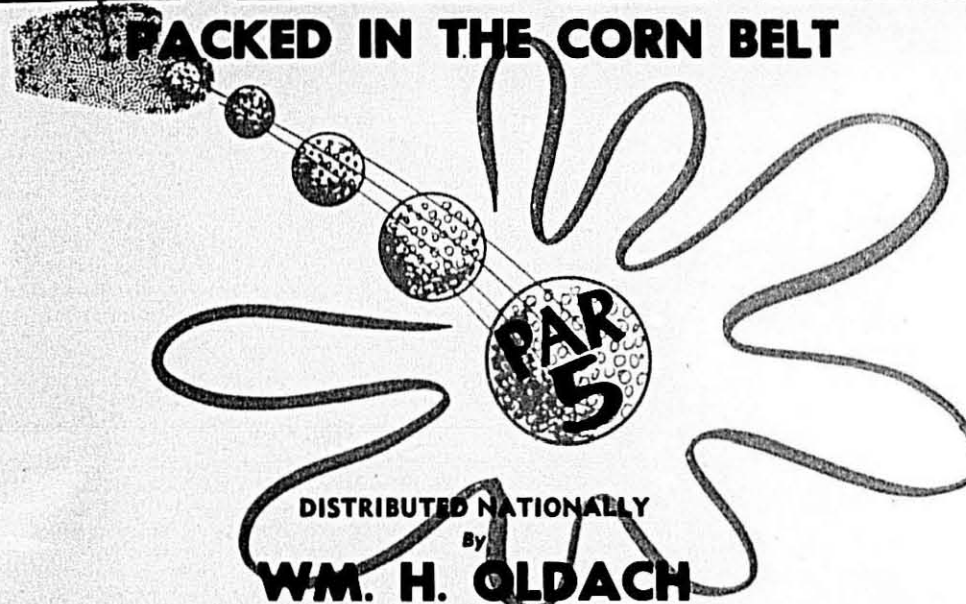
### Growing

Golden Grain Macaroni Company of San Leandro, California, recently installed \$50,000 in new equipment. Earlier, six acres north of the plant were purchased from Western Pacific for long range expansion.

Frozen Yolks cost per pound	Egg Cost per pound of Noodles	Equivalent Costs	
		Frozen Whole Eggs	Dried Eggs
\$0.45	\$0.0500	\$0.2600	\$0.9495
.46	.0512	.2658	.9706
.47	.0523	.2716	.9917
.48	.0534	.2773	1.0128
.49	.0545	.2831	1.0339
.50	.0556	.2889	1.0550
.51	.0567	.2947	1.0761
.52	.0578	.3005	1.0972
.53	.0589	.3062	1.1183
.54	.0600	.3120	1.1394
.55	.0612	.3178	1.1605
.56	.0623	.3236	1.1816
.57	.0634	.3293	1.2027
.58	.0645	.3351	1.2238
.59	.0656	.3409	1.2449
.60	.0667	.3467	1.2660
.61	.0678	.3525	1.2871
.62	.0689	.3582	1.3082
.63	.0701	.3640	1.3293
.64	.0712	.3698	1.3504
.65	.0723	.3756	1.3715

# DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



DISTRIBUTED NATIONALLY

By  
**WM. H. OLDACH**  
PHILADELPHIA 22, PA.

Phone: Garfield 5-1700

American & Berks Sts.

## BIANCHI'S Machine Shop

221 - 223 Bay St.  
San Francisco 11, California

Western States  
Macaroni Factory Suppliers  
and  
Repairing Specialists

40 Years' Experience

## JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

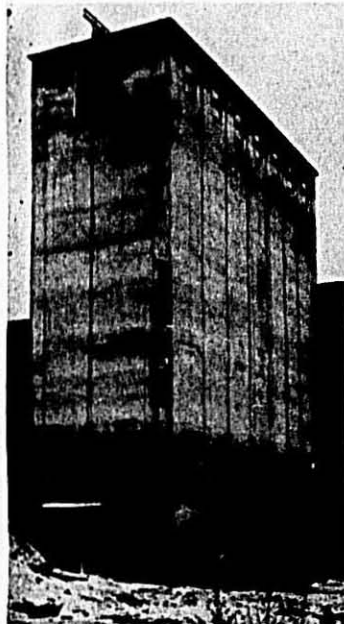
Consulting and Analytical Chemists, specializing  
in all matters involving the examination, pro-  
duction and labeling of Macaroni, Noodle and  
Egg Products.

- 1-Vitamins and Minerals Enrichment Assays.
- 2-Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3-Semolina and Flour Analysis.
- 4-Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5-SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

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



## Prince Flour Handling System



The completed bulk flour storage building is over 75 feet tall. Semolina and durum flours are piped in pneumatically at rear of building.

ONE of the largest bulk flour storage and handling systems in any macaroni plant in the United States was recently completed at the Prince Macaroni Company plant at Lowell, Massachusetts. It gives Prince one of the most precise blending operations in the industry.

The installation involves a completely new building for bulk flour storage with a capacity of over 375 tons of semolina (11,500 cwt.). The building houses ten individual 1,000 cwt. storage bins, in addition to three 500 cwt. "use" bins and a 200 cwt. "holding" bin.

### Unique Feature

This last feature, part of the unloading system, is unique in that semolina or durum flour is not transferred directly from the railcar into the major storage bins, but rather is passed through a gyrowhip sifter into the special 200 cwt. holding bin.

Prince's staff of laboratory technicians thus can check each car of semolina or durum products before final introduction to the major storage system. The product can then be conveyed to any one of the ten 1,000 cwt. storage bins. This eliminates many problems for Prince in the handling of thousands of tons of semolina and durum flour enriched and with defatted wheat germ added.

The distinctive "holding bin" feature of the Prince installation is the creation of Arthur Castraberti, plant manager of

Prince's Lowell plant and a graduate chemical engineer. Construction of the building and installation of all bulk handling equipment was supervised by two of Prince's engineers, Angelo Dirubbo and Mario Giannini together with the complete maintenance crew.

The decision to incorporate the new bulk semolina handling and storage facilities was based on sound economic, sanitary and safety considerations. Joseph Pellegrino, president of Prince Macaroni Company, stated that the new highly efficient system is closely integrated into the present plant operation and that it embodies the highest standards of sanitation at the lowest operating cost.

Planning and construction of the new system started many months ago, even before completion of Prince's two other bulk installations, one at Michigan Macaroni, Detroit, Michigan, and the second at Prince-Meiszahl Foods, Rochester, New York.

### "Sliding Form" Construction

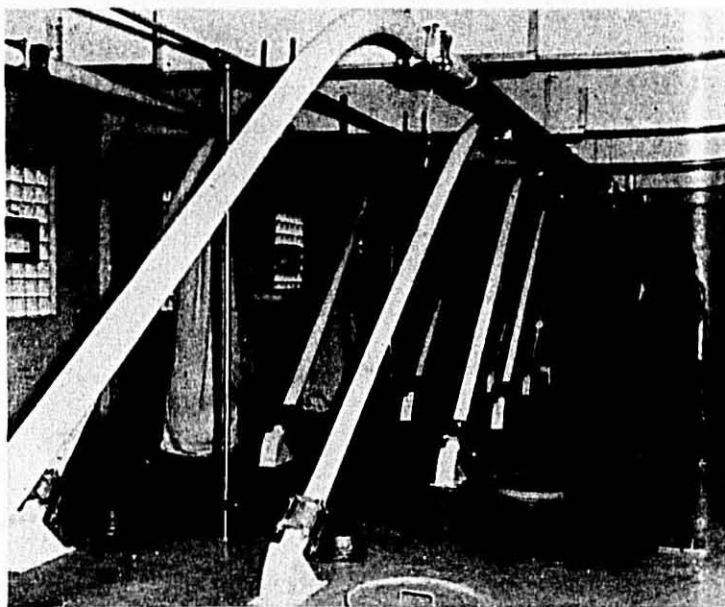
Another first for Prince was recorded in the construction of the new bulk flour storage building: this was the first use in New England of "sliding form" construction, which permitted the concrete walls of the structure to be "poured" continuously, without the use of standard construction joints.

Construction of the new bulk flour building started with the pouring of a concrete mat foundation and footings

over reinforcing steel. Once the foundation had been completed, the sliding forms were put into place. With the sliding forms in place, construction of the rest of the building began in earnest. The sliding forms, controlled from a central location, surrounded the entire superstructure of the building. Hydraulic jacks, attached to jacking rods, moved up in  $\frac{1}{2}$  to  $\frac{3}{4}$  inch increments, moving the forms with them. Forms moved up at a rate of 6 to 9 inches per hour. The completed building is over 75 ft. tall.

### Special Rail Cars

To unload semolina or durum products, special Airlide rail cars are moved along the railroad trackage at the plant location to one of three unloading spots. Here, a Fuller Airveyor system permits maximum flexibility and minimum hook-up time in unloading. The product is then transferred pneumatically from Airlide cars, across the roof of the existing three-story section of the main plant to the new bulk flour storage building. From there the product is directed to the holding-bin until the necessary checks and analyses are made. Once approved, the product goes directly, through pneumatic tubes, to one of the ten main storage bins. These bins are 8 feet square and 40 feet deep with a 16 foot hoppers bottom. The three "blended stock" holding bins are 5 feet by 6 feet and 20 feet deep. Overall, this new building can



Inspecting the new pneumatic bin-loading tubes on the top floor of the new bulk flour storage building are left, Arthur Castraberti, Prince's plant manager, and Angelo Dirubbo, plant engineer. These two men supervised almost every phase of the new installation.

house twelve carloads of durum products at one time.

The main storage bins are loaded by a series of pneumatic bin-loading tubes. Semolina unloaded from the bins by a series of twin-tapered screw-feeders, driven by variable speed motors. The variable speed drive motors allow varying proportions of semolina and wheat germ to be automatically blended. To obtain a specific blend of semolina for macaroni products and durum flours for noodles, a pre-selected combination is set up on the main control panel.

### Tailor-made Blending

When the system is put into operation, the screw-feeders deliver the proper proportions to a main "pick-up" conveyor. This conveyor blends thoroughly a proportional amount drawn from each of the ten main storage bins, providing "tailor-made" blends of semolina or durum products.

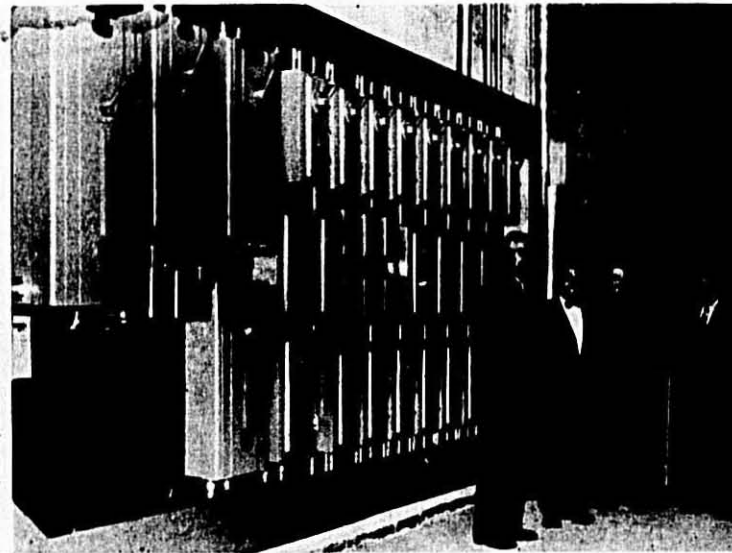
The product is then moved to any one of the three "holding" or "use" bins. From these bins, the product is moved pneumatically to a cyclone above the existing sifter, where it is transferred mechanically to any one of fourteen macaroni press bins. It is then deposited automatically in the presses, where a pre-determined quantity of water is metered into the macaroni or spaghetti dough "batch." This dough mixture is then pressed through various macaroni dies, forming one of the many different types of macaroni products by Prince.

Hoppers above the macaroni presses are automatically kept properly filled with the specific blend of durum or semolina at all times by the present controls.

### Varied Line

Collectively, the Prince organization manufactures over 110 different macaroni and spaghetti products, in addition to various prepared pizza and spaghetti sauces, pizza dough mixes and prepared Italian Foods. Imported grated Italian Parmesan and Romano cheeses are also distributed from the Lowell plant. Prince also owns a chain of pizza houses along the eastern seaboard. Abroad, Prince owns a machine manufacturing plant which is engaged in the research of packaging equipment and its manufacture. The Prince organization also has its own package manufacturing plant known as Cleghorn Folding Box Company. Here they not only make folding boxes for their own use and for the use of their associated plants but also for outside accounts such as Altes & Fisher, A. Cigars, Brillo, Golden Fleece Tissues, Aradi Cigars, etc.

Prince estimates that the new bulk flour facilities and equipment at the Lowell plant cost considerably more than the normal bulk flour installation of comparable size, but claims the precise blending operation is well worth the added investment. The major cost, of course, is involved in the construction of the new bulk flour storage building. Sal



Standing beside the controls of Prince's new bulk flour storage and handling installation at the headquarters plant in Lowell, Mass., are (left to right): Sal Cantella, treasurer; Arthur Castraberti, plant manager; Angelo Dirubbo, plant engineer; and Joseph Pellegrino, president.

Cantella, treasurer of Prince Macaroni Company, estimates the complete job will ultimately cost Prince about \$250,000.00.

International Milling Company's bulk flour engineers designed the new storage building and mechanical features of the system. Prince personnel actually installed all the equipment. The Fuller Company, a subsidiary of General American Transportation Corporation, manufacturers of the Airlide car, and other pneumatic flour handling equipment, designed specific pneumatic components of the Prince installation.

### Princely Dishes

The White Cap Company's pry-off cap will protect the freshness of four new Italian-style specialty products being produced by the Prince Macaroni Manufacturing Co. of Lowell, Massachusetts. Packed in 15-ounce jars, the new products include Egg Noodles and Mushrooms, Pasta E Fagioli, Sauce with Meat, and Mushroom Sauce. Italy's national colors — red, white and green — are attractively combined on the jars' labels and caps. Jars are supplied by the Hazel-Atlas Division of Continental Can Company.

### Pan For Gold

Mr. Irving Grass, president of the I. J. Grass Noodle Company, has announced that his company, in conjunction with the Back of the Yards Council, would build and maintain an exhibit at the forthcoming Chicago Free Fair. The exhibit will be a replica of a placer gold mine of the "Old West." A small waterfall which feeds a creek will be installed in a mock mountainside. The creek will run through a wooden gully and visitors will "pan for gold" in the flowing stream. Coins will be placed in the stream for discovery in addition to small "golden nuggets." Admission will be priced at 10c or a box top from any of Mrs. Grass Noodle Soup products.

The exhibit will be viewed by an estimated 750,000 visitors to the Chicago Free Fair which will run from July 8 to August 1.

### New Agency for LaRosa

Mr. Peter LaRosa, president of V. LaRosa & Sons, Inc., has announced that Hicks & Greist, Inc., will handle all advertising, effective July 1, 1958.



Mr. Robert Lewis of Robert Lewis Foods, Lowell, shown here with Don Curry, Advertising Manager of Prince Macaroni Company and the new self service Prince display bin that is now being offered to all retailers. According to Mr. Lewis this new Display Bin tripled his Prince sales in just one week-end.



QUESTION

Find an Automatic Dryer that runs a complete cycle by itself independent of weather conditions, day in and day out.

Find an Automatic Spreader Short Cut Dryer that gives extrudes a perfect pattern "the clock" dependability production speeds — 600, perfectly dries all shapes 1000 lbs., and 1500 lbs. alphabets to rigatoni.

Find a Sheeter for the production of noodles which gives you "taste tempting" noodles.

Find a Short Cut Press that gives you a perfect product with all cuts equal in length at all production speeds — 600 lbs., 1000 lbs., and 1500 lbs.

ANSWER

**DEMACO**

LONG GOODS FINISH ROOM

**DEMACO DEMACO**

AUTOMATIC MECHANICAL SPREADER AUTOMATIC SHORT CUT DRYER

**DEMACO**

SHEET FORMER

**DEMACO**

SHORT CUT PRESS

EVIDENCE

When there is something new in Long Goods Drying, it comes from Demaco. Our engineers have designed a brand new group of dryers that bridge the gap between laboratory and production line.

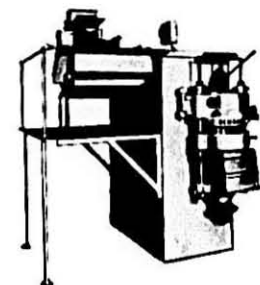
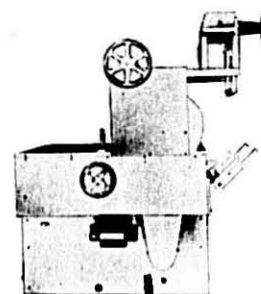
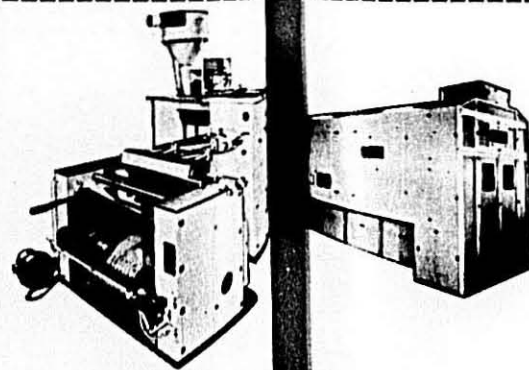
Come see at Paramount Macaroni Co. in Brooklyn how seven rooms dry the entire output of two spreaders at twenty-four hour daily production.

The Demaco Spreader and Dryer are an example of creative touch in Short Cut Dryers. Our design saves space, labor and increases quality. Fully automatic and mechanical with brake motors, no limit switches and no complicated electrical cuts and noodles. The wiring. Runs on a standard motor. are complete and have extras.

The first real major advance in the production of noodles with the use of the Teflon Die first used by Demaco. Over forty Demaco Sheeters in actual use.

The Demaco Short Cut Press with the "trade approved" single mixer with full vacuum over entire mixer. There is no erratic feed from one mixer to another which either starves or overfeeds the extrusion screw.

SOLUTION



DESIGNERS AND FABRICATORS OF MACARONI EXTRUSION PRESSES AND DRYERS

**DEMACO**

De FRANCISCI MACHINE CORPORATION  
45-46 METROPOLITAN AVENUE, BROOKLYN 37, N.Y.  
EVergreen 6-9880



## RETROSPECTIONS

by  
M. J.

### 35 Years Ago — July, 1923

- The macaroni industry is publicly declared as no financial paradise to deter capitalistic firms from entering the business.
- Los Angeles firms combine in posting billboard signs throughout California with the message that more wheat be eaten in the form of macaroni, spaghetti and noodles.
- The U. S. Supreme Court revised a decision made previously and declared the Armstrong Bureau of Related Industries plan illegal. Some macaroni leaders were inclined to favor the plan.
- R. Littlefield, the New York city representative of C. F. Mueller Co., Jersey City, N. J., suggests the slogan "Eat Mel Know Mel Macaroni!" be considered by NMMA in its national slogan contest.
- Macaroni imports were 805,008 pounds in 1920, 1,587,464 pounds in 1921 and 2,917,369 in 1922.
- "Smiling Jim" Williams, past president of NMMA and head of The Creamette Company, Minneapolis, entertained over 2,000 grocers from U. S. & Canada with a banquet June 26 at the Lake View pavilion on Lake Minnetonka. They were served ham and macaroni.
- Wheat interests were organized into a National Wheat Board to shape policies and direct activities for a year.

### 25 Years Ago — July, 1933

- Glenn G. Hoskins of the Foulds Milling Co., Libertyville, Ill., was elected president of the organized Macaroni Manufacturers of America.
- Eighty-eight macaroni-noodle firms were represented by 96 executives at the NMMA convention in Chicago, June 19-21, and 60 allied tradesmen representing 23 allied suppliers.
- The Rossotti Lithographing Co. of New York City first exhibited its products at the 1933 convention of NMMA.
- Mrs. Mary Anderson, Director of the Women's Bureau, U. S. Department of Labor, Washington, D. C., was among the convention speakers. She urged the ending of sweatshops and a fair wage.
- Secretary Henry A. Wallace of the U. S. Department of Agriculture announced July 9 as the effective date of the Government's new Macaroni Processing Tax.
- President Alfonso Gioia speaking in the president's annual address at the convention said that he had done his best to keep his pledge of a year earlier to make every effort to enroll as many of the leading manufacturers in the NMMA as humanly possible.

### 15 Years Ago — July, 1943

- C. W. Wolfe of Megs Macaroni Co., Harrisburg, Pa., was reelected president of NMMA.
- NMMA Vice President, A. Irving Grass of the Mrs. Grass' Egg Noodle Co., welcomed the conventioners to the industry's War Industry Conference, June 26.
- Lawrence E. Cuneo, former treasurer of NMMA, is reported as recuperating at his home in Pittsburgh, Pa., and at the home of his mother in Connellsville, Pa. from his leg amputation.
- Secretary M. J. Donna reported the NMMA membership as of June 24 as follows: 101 macaroni-noodle firms and 14 allies.
- The War Food Administration has called a public hearing in Washington, D. C. on the question of enrichment.
- Experiments in the use of soya flour in macaroni products undertaken by the Grain Products Branch of the Food Distribution Administration.
- Colonel John N. Gage of the Chicago Quartermaster Depot told conventioners that a new specification to be used by the Army and Navy called for macaroni products to be made of semolina No. 1.
- V. L. Bushman of U. S. Food Distribution Administration said macaroni was important to war-time diets because it was an important source of protein.

### 5 Years Ago — July, 1953

- The 49th annual meeting of NMMA held at Colorado Springs, Colorado, was one of the largest and most successful conventions in macaroni history.
- Thomas A. Cuneo was reelected president and in his message told the convention that the "honeymoon is over," we are going to have to go out and sell. He suggested macaroni manufacturers increase their advertising budgets so they can more aggressively go after additional business.
- Mr. Ralph B. Brubaker, general sales manager of the Carnation Company, told the convention of the advantages of related item selling and cited specific examples of how it had helped to sell more Carnation milk and the items tied-in with it.
- Dr. Glenn S. Smith, Chief of the Division of Plant Industry, North Dakota Agricultural College, said they were trying to develop a wheat that would resist 15B stem rust. He also said that, as it takes 10 years to produce a new variety, the industry should know what they would want in 10 years time from a stick of macaroni.

## CLASSIFIED ADVERTISING RATES

Display Advertising Rates on Application  
Want Ads.....75 Cents per Line

**FOR SALE**—Clermont Noodle Cutter, with five sets standard cutting width rolls, Dough Breaker, Noodle Dryer consisting of two units, Preliminary Dryer and Final Dryer. In excellent condition, in operation now. Reasonably priced. Write Box 18, Macaroni Journal, Palatine, Illinois.

## FOR SALE

Triangle High-Speed two-section Noodle Weighing and Filling Machine with take-away Conveyor and Conveyor Feed Hopper. Dismantling Noodle Plant; other equipment — Mixer and Kneader, 25 lb. capacity available. Will sacrifice. Box 157, Macaroni Journal, Palatine, Illinois.

## INDEX TO ADVERTISERS

Advertiser	Page
Amber Milling Division, G.T.A.	1
Ambrette Machinery Corporation	20, 21
Bianchi's Machine Shop	13
Braibanti Co., M. & C.	16, 17
Buhler Brothers, Inc.	14
Clermont Machine Company	28, 29
Clybourn Machine Corporation	21
Commander-Larabee Milling Company	31
DeFrancisci Machine Corporation	36, 37
General Mills, Inc.	1
International Milling Company	Cover IV
Jacobs-Winston Laboratories, Inc.	33
King Midas Flour Mills	25
Milprint, Inc.	12
Maldari, D. & Sons, Inc.	11
National Macaroni Institute	Cover II
Oldach, Wm. H.	18
Rossotti Lithograph Corporation	Cover I

## New Buitoni Sauce

Buitoni Foods currently is introducing a new canned product—a meatless purpose tomato sauce.

This product, Sauce No. 5, is the fifth in the series of Buitoni sauces (marinara, mushroom, meat sauce, pizza sauce) and has met with success in preliminary market testings. It is also advertised as the sauce of 101 uses because it blends successfully with a variety of meats, poultry, fish, vegetables, eggs, omelets, casseroles and macaroni dishes.

Sauce No. 5 will be distributed nationally. As an introductory offer (through July 31, 1958), housewives will get 5 cents off the regular price.



## What's Cooking?

Something is always stirring with N.M.I. promoting macaroni, spaghetti and egg noodles. Members are kept informed by bulletins and monthly progress reports. These tell of day-to-day publicity placements with magazines, newspapers, radio and television. They tell of related item promotions like the current Picnic Month, a spaghetti sauce campaign, National Canned Salmon Week coming up. They tell of television placements with N.M.I. films. In short, they keep you up on what's going on.

You're missing something if you don't belong — all you need do is apply by writing the N.M.I., Palatine, Illinois.

## NATIONAL MACARONI INSTITUTE



**You get Better**

**Durum Products**

**Faster**

**from CAPITAL!**

Two strategic mill locations plus representatives from coast to coast assure you of the best possible service on Capital top-quality durum products.

**MILLS AT**

St. Paul, Minnesota and Baldwinsville, New York

**SALES OFFICES AT**

New York—Jersey City, Boston, Philadelphia, Pittsburgh, Detroit, Cleveland, Chicago, Cincinnati, Louisville, Kansas City, New Orleans, Tampa, Los Angeles and San Francisco.

**CAPITAL FLOUR MILLS**

Division of INTERNATIONAL MILLING COMPANY  
General offices: MINNEAPOLIS 1, MINNESOTA

