

**THE
MACARONI
JOURNAL**

**Volume 36
No. 9**

January, 1955

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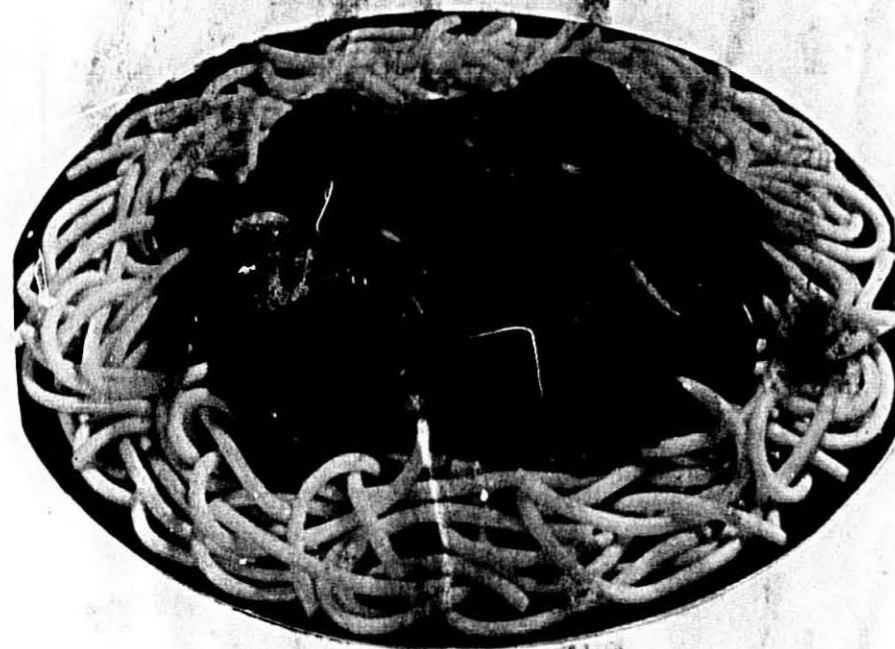
OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



Your Problem Is Our Business

If you agree that . . .
 These packages that have been re-designed and modernized are the ones showing the biggest gains today in Self-Service Stores;
 That Appetite and Sales Appeal can make a powerful asset of Impulse Buying;
 That your package can become your best and most profitable Advertising Medium;
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January, 1955

THE MACARONI JOURNAL

To Our Many Customers

Thank You

As we begin a new year, we at Amber Milling pledge to maintain the uniform color and quality, and prompt shipment, of Amber's Durum-Hard Wheat Blend, that we may continue to better serve you, our many customers.

We hope that during 1955 we will again add new customers to the ever-growing list of macaroni manufacturers who prefer Amber's Durum-Hard Wheat Blend, and Amber's dependable service.



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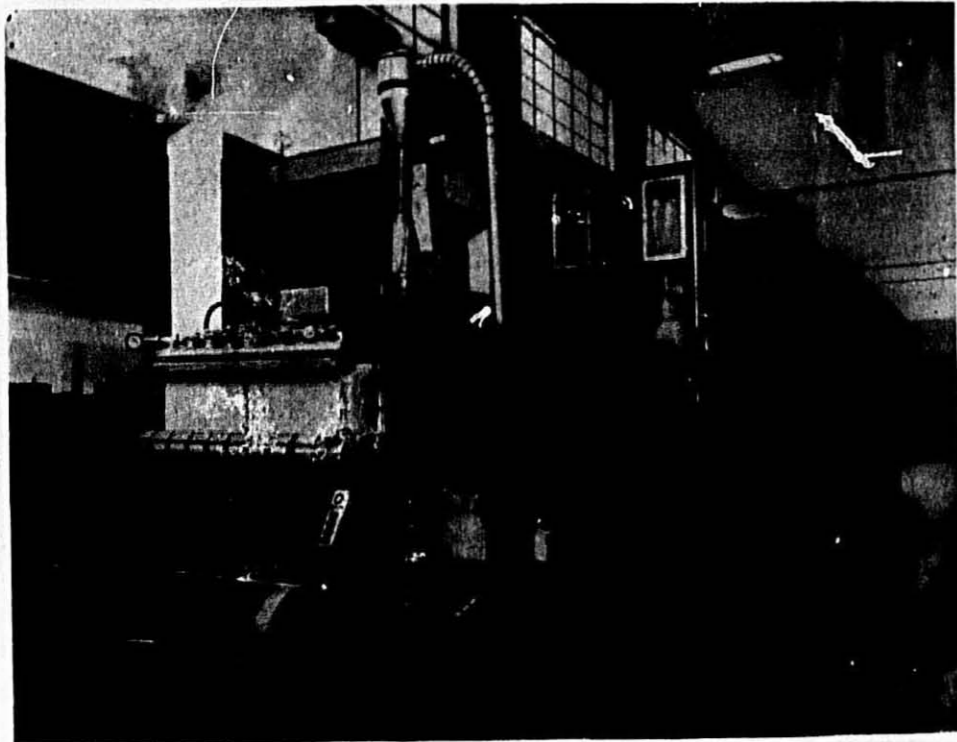
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The MACARONI JOURNAL

January, 1955

Volume 36, No. 9

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Cover Photo

Entertainment at holidays is easier with buffet dinners. This hostess is serving a macaroni-frankfurter casserole, a cabbage slaw and platters of pickles. Dessert is maraschino cherry fruit cake served with hot coffee.—National Macaroni Institute Photo

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Association Secretary R. M. Green

WHY DO WE HAVE TRADE ASSOCIATIONS?

At the business session of the convention, ideas, information and inspiration will be there for those that avail themselves of them. Plans permit plenty of time for fun in the sun and social contacts.

With the durum situation one of the prime problems facing the macaroni industry, the reports of the Durum Show on page 8 and the word that will be brought to the convention by such people as Philip Talbott of the United States Department of Agriculture, Ruben Heermann, durum breeder at the North Dakota Agricultural College at Fargo, and Don Fletcher, executive secretary of the Rust Prevention Association in Minneapolis, are most timely.

Only through united effort is the step-up in research for rust resistance being made possible, and the plight of the grower, processor and consumer, that have been dependent upon durum, may be corrected in a shorter time than was thought possible a short while ago.

The stories on pages 10 through 15 give the reader an idea of the trials and testings that go on to produce new varieties of grain and to test materials that are presently available to be sure that quality going to the consumer will not only be acceptable but of a high grade.

While at the Durum Show, the Association's secretary and members of the Durum Committee drafted a petition to

the Tariff Commission of the United States, requesting that quotas for exportation of durum wheat and/or its flour be permitted in order to offset the problem created by the importation of macaroni products from abroad made with 100% durum. A hearing has been set by the Commission for early January.

Through the collective efforts of macaroni manufacturers, millers and farm organizations, it seems almost assured at this writing that legislation will be introduced into the new session of Congress permitting the planting of durum on acres taken out of other wheat production. This will be accomplished only by united action.

Product promotion and publicity to the consumer continues with the daily efforts of the National Macaroni Institute, individual macaroni firms, organizations such as the Wheat Flour Institute, related item producers and associations. See the stories on pages 20 and 22 for recent developments.

Weekly news bulletins and periodic surveys such as the annual Wage and Policy Study just completed are other examples of Association services to members.

Why not make a New Year's resolution to join in the cooperative efforts of the industry's trade association to improve your business in 1955?

—From an address given to the Virginia State Printers Association.
By the Honorable **RAYMOND BLATTENBERGER**
Public Printer

Just why do we have trade associations? What are they set up to do? For my money the whole idea, the whole philosophy of a trade association can be summed up in these three words: "People working together."

I would no more want to be in an industry without a trade association than in a community without churches. Just as churches set the moral environment in which to live and raise a family, so do trade associations set the ethical and economic environment in which to run a business.

Trade associations . . . are a part of a great experiment in democracy, a bulwark against government regulations and dictatorship, a protector of our free enterprise system.

Trade association activity, considered in its broadest aspects, makes for more intelligent production, distribution, and selling, and brings us closer to our goal of more things for more people.

ITEMS in this issue of the Macaroni Journal will amply demonstrate that macaroni manufacturers and their allies are working together through the National Macaroni Manufacturers Association.

The story on page 10 tells of a regional meeting in New York City recently where the local group got together to discuss mutual problems.

On page 7 you will find the convention program for a national meeting to be held January 18, 19, 20. At this time the Board of Directors of the Association will review the finances of the National Macaroni Manufacturers Association and the National Macaroni Institute and set up budgets for the coming year.



INDUSTRY LEADERS at the Winter Meeting: Association President Peter LaRosa, Advisor Thomas A. Cuneo and First Vice-President Lloyd E. Skinner will be on hand to guide activities.

3 days filled with ideas for **YOUR BUSINESS IN 1955 . . .**
each session devoted to important macaroni management problems!

The Winter Meeting of NATIONAL MACARONI MANUFACTURERS ASSOCIATION

January 18-19-20 Hotel Flamingo, Miami Beach

Board of Directors and Millers meet on Monday, January 17.

On the Program:

Tuesday, January 18 — "It's Everybody's Business", technicolor movie of the year—an educational, yet entertaining, explanation of our American business system.

"Give the Lady What She Wants"—George Lakamp of the Kroger Food Foundation will tell how their organization does it.

"Session for Suppliers" to tell you what's new in goods and services.

Wednesday, January 19 — "Developments in Durum" with experts on hand:

"Legislative Developments in Washington" reported by Philip Talbott of the United States Department of Agriculture;

"Progress in Research" by Durum Plant Breeder Ruben Heermann;

"International Efforts" told by Don Fletcher of the Rust Prevention Assn.

A round table discussion on "Macaroni Management Matters".

Thursday, January 20 — Discussions on Promotions, Advertising and Selling with some **Surprise Features**.

On the Social Side there will be a luncheon served following the business session each day.

Rossotti Litho Corporation will hold their traditional **Spaghetti Buffet** on Tuesday, January 18; **DeFrancisci Machine Corporation** will sponsor a **Boat Trip** on Wednesday, January 19; **The Association Dinner Party** will be held Thursday, January 20.

1954 NORTH DAKOTA STATE DURUM SHOW

NORTH DAKOTA'S poorest year for durum growers turned out to be the best for the North Dakota State Durum Show held at Langdon, North Dakota, November 11 and 12.

When all the durum samples entered in competition had been counted, show officials reported 411, an all time record. Closest to that total was 369 samples entered in the 1949 show.

Good crowds were on hand to view the exhibits and to attend meetings. Keen interest was shown in the discussions of new varieties. Show officials said it was evident that the poor year, when rust all but wiped out the crop, had created more interest in finding rust-resistant strains, and they believed that interest was responsible for the record number of entries. Grand Champion honors went to William R. Wood of Tioga, North Dakota, who won with a sample of Kubanka (one of the later varieties), test weighing 62½ pounds.

The reserve championship went to Bonita Dahlgren of Adams, whose sample of Sentry won her first place in the 4H division.

First place in the professional class went to Palmer Dahlgren of Adams, who was last year's Grand Champion. Second honors went to Roy Rutledge of Langdon.

Wood won first in the open class, second went to James and Harry Stenslie of McVillie, and third to June Taylor of Bramton. There were no entries in the certified seed division because rust prevented certification of the crop.

In the Future Farmers of America division, Darrell Ballweg of Langdon won first, the B. E. Group FFA chapter won second, and third place went to Allyn Hart of Wales. Bonita Dahlgren won first place in the 4H class, second place went to Robert Greening of Wales, and third to James Innes of Mountain.

Judging was handled by Henry O. Putnam, executive secretary of the Northwest Crop Improvement Association, William J. Breakey of Morden, Canada, agronomist from the Dominion Agriculture Station and Russell B. Wid-



DURUM COMMITTEE CHAIRMAN Maurice Ryan and Vice-President Lloyd Skinner (right) present durum grower William R. Wood with N.M.M.A. award for best entry in the North Dakota State Durum Show.

difield, North Dakota Agricultural College Extension agronomist of Fargo.

Speakers on the program discussing rust resistance and research being done on durum included Ruben Heerman, durum specialist at the North Dakota Agricultural College, and Dr. Glenn S. Smith, principal plant breeder at the College.

Macaroni manufacturers were represented by Association Vice-President Lloyd E. Skinner, Durum Committee Chairman Maurice L. Ryan, and Association Secretary Robert M. Green. All spoke on the program. Skinner and Green had been in New York to attend the Grocery Manufacturers convention and a meeting of macaroni manufacturers the day prior to the Durum Show, and flew from New York to Omaha and then on to Langdon, North Dakota.

Phillip Talbot of the Grain Division, Commodity Stabilization Service, U. S. Department of Agriculture in Washington, said that legislation was prepared to be introduced when Congress reconvenes to permit durum planting in all areas where it is known durum can be grown on idle acres taken out of wheat production allotments. He said durum would probably lose crop insurance

protection because of the great risk of loss from rust, but that special legislation was being prepared to underwrite basic production costs in case of loss.

At a luncheon meeting sponsored by the National Macaroni Manufacturers Association for County Agents, these representatives working daily with the growers stressed that growers would not be interested in losing their shirts for a third consecutive year unless their risk was shared.

Don Fletcher of the Rust Prevention Association and Ruben Heerman, durum breeder, reported great progress in plant breeding for rust resistance, and predicted sufficient seed for complete planting by 1957. Meanwhile, the winter crop project in Arizona should produce some seven to eight thousand bushels of four promising new varieties.

There will possibly be fifteen thousand bushels of Sentry available for seeding next spring, and this is considered the best commercial variety at present with rust resistance.

Russell Widdifield of the Extension Service and Henry Putnam of the Northwest Crop Improvement Association pointed to the need for publicity on seed conservation and treatment, and information on the Government's program as soon as it is set.

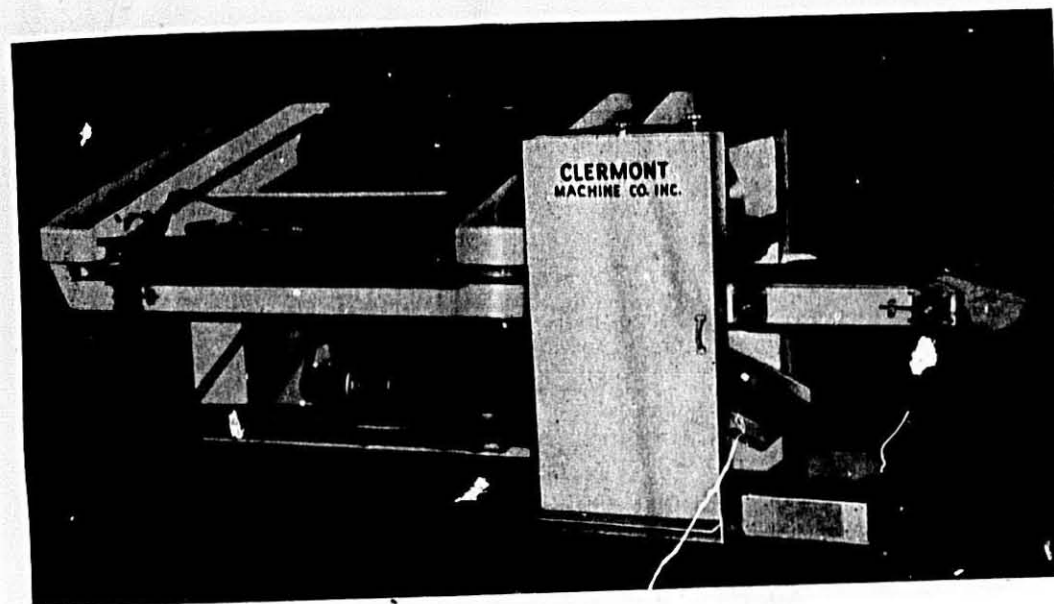
Growers favored importations to hold their market for durum, and immediately following the North Dakota State Durum Show the secretary of the National Macaroni Manufacturers Association sent a letter to the Tariff Commission asking that quotas be set to make this possible.

In addition to sponsoring the luncheon for County Agents, the Association presented the Grand Champion, William R. Wood, with a plaque for the best entry in the Show.



HENRY PUTNAM of the Northwest Crop Improvement Association had an educational display at the Durum Show, and was one of the judges.

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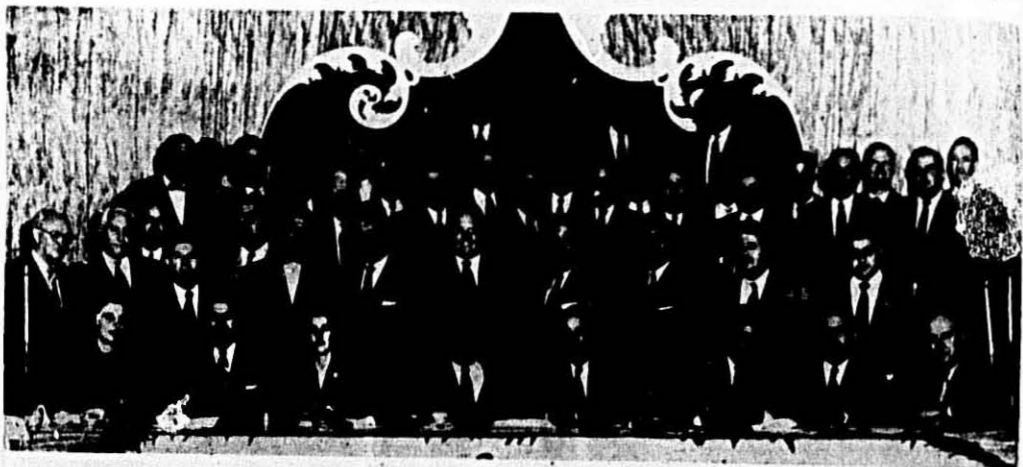


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- The three blades are adjustable and any one or two of the three can be removed.
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AT THE NEW YORK MEETING: Seated left to right: Elinor Ehrman, Gordon Ellis, Heather Allan, Peter La Rosa, Fred Mueller, Lloyd Skinner, Paul Bienvu, Andre Ravon. First row standing: Harry Bailey, Donato Maldari, Alfred Rossi, Louis Ambrette, Joe Giordano, Vincent F. La Rosa, Ben Marchese, Sam Arana, Louis Coniglio, Joe Saggio. Second row (behind Mr. Maldari): G. K. Parmon, Al Ravarino, Conrad Ambrette, Jacob Horowitz, Louise Roncace, J. J. McMahon, John Zeraga Jr., Joe Santoro, Hugo Mandolini, Arthur Tarditi. Third row: Alfred Rossati, F. N. Kaiser, John Tobia, Erich Cohn, Jack Wolfe, Ed Toner, Dave Wilson, John Amato, Paul Vermylen, Jim Vinston, Lou Delsen, David Wood Jr., Harry McGrath. Against the background: Joe DeMarco, Ted Sills, Bob Cowan.

NEW YORK MEETING

SOME fifty macaroni manufacturers and allies met for a luncheon and business discussions at New York's Belmont Plaza Hotel November 10.

After Association President Peter La Rosa called the meeting to order, Secretary Bob Green reported on the General Outlook for Business. He stated that macaroni sales had shown a 6% gain over a year ago during the first quarter of 1954, but that sales had slipped during the second and third quarters with hot summer weather across the country a contributing factor. Currently macaroni sales are running ahead of the corresponding period of last year and have shown improvement during the past month or two. The year-to-date sales are now about even with the 1953 level.

Plenty of competition is ahead for the consumer's dollar: automobiles, television, apparel and housing are going after the business. The food industry, according to the Grocery Manufacturers of America, is doing a good job of getting an increasing share of disposable income because of more effective merchandising and more powerful advertising, but between various food products and competing brands of the same product there is keen competition for a place on the consumer's table.

Heather Allen of Sills' New York office gave the group an up-to-the-minute report on publicity placed during National Macaroni Week. The full

report was mailed to National Macaroni Institute members. The Week was a smash success publicity-wise and certainly contributed to better fall business.

Gordon Ellis of the Pet Milk Company outlined what his company was going to do in a Lenten promotion with the Can Manufacturers Institute, Tuna Research Foundation and the National Macaroni Institute. Powerful national advertising for a Tuna-Macaroni Bake campaign will include George Gobel on television over a national network, Red Skelton on another national television network, Arthur Godfrey on radio, Saturday Evening Post advertising, and merchandising support in contacts to grocers, restaurants and the institutional trade.

With additional support from tuna packers, including national advertising, publicity support from the Tuna Research Foundation, Can Manufacturers Institute, and a full page ad in a national women's magazine by Jones and Laughlin Steel Company to promote the use of cans, the campaign adds up to a potent selling force for macaroni, tuna and evaporated milk in cans.

Lloyd Skinner reported on durum developments, including research progress, governmental action for acreage increases and crop insurance, and import possibilities.

He and Maurice Ryan had just been

to Washington to consult with members of the Department of Agriculture and the Tariff Commission. At the conclusion of the meeting, he and Bob Green left to fly to Omaha and on to Langdon, North Dakota to attend the North Dakota State Durum Show the following morning.

Jim Winston reported on activities with the Quartermaster Corps in getting specifications for 25-75 blends set for macaroni products purchased in dried form and in canned rations. He also reported progress in establishing tolerances for more liberal flour content for products made from new blends with greater quantities of hard wheat.

The problem of imports from Italy was discussed and much concern expressed over 100% durum products coming in and selling at prices below those asked by domestic manufacturers for products with only 25% durum.

Winston urged again that samples of imported macaroni be sent to him with information as to where and when they were bought, and he would examine them for cleanliness and artificial coloring. He pointed out that 57% of the imported products he had been testing had been found to have many insect fragments and had been referred to the Food and Drug Administration.

An evening social at the Rifle Club on MacDougall Street was sponsored by a group of allies.

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BROADEN YOUR MARKETS

By **PAUL S. WILLIS, President,**
Grocery Manufacturers of America

TOTAL consumer expenditures for food this year will total about \$64 billion—\$1 billion higher than in 1953—according to Paul S. Willis, president of Grocery Manufacturers of America, Inc.

In a keynote address at the 46th Annual Meeting of GMA Mr. Willis also reported that retail grocery sales for the first nine months of 1954 were at an all-time high. Because grocery prices this year are about the same as in 1953, this represents an actual increase in products sold, he stated.

Among the reasons for this sales growth during a period when other retail sales declined slightly, Mr. Willis said, were the industry's development of a vast number of new products, better selling, better promotion and better advertising.

Urging that the grocery industry go all-out to continue its sales growth in 1955, the GMA head suggested that manufacturers broaden the markets for their products by getting more people to use more of them. Pointing out that in the past great emphasis has been placed on increasing and improving production facilities to the extent that the industry is now geared-up to produce a practically limitless supply of products, he said that the object now is to develop a commensurate consumption outlet for those products. This means that there is a big selling job to do, he added, and the role of the sales executive and the salesman will be even more important in the days ahead.

"Many persons think that it doesn't cost much money to operate a grocery manufacturing business," Mr. Willis continued, "but the surprising fact is that grocery manufacturers have a much

heavier capital investment per production worker than applies to manufacturers generally, and this excess has been widening as we have expanded our plants and equipment in recent years. Back in 1939, our capital investment was \$7,500 per production worker, as compared with a \$6,000 average for all manufacturing. Today, our capital investment per production worker is \$16,500, as compared with \$12,500 for manufacturing generally.

"What does this mean? It means that if we are to continue to employ these workers at rising wage rates, and at the same time earn enough profit to pay even a modest return per dollar invested, we must step up our sales per employee. This job is made doubly difficult by the fact that our industry's profits per dollar of sales, as measured by the GMA sample of 89 representative manufacturers, has declined from 4.6 cents in 1939 to around 2.5 cents in 1953.

"With today's capital investment per worker more than double what it was in 1939, and with net profit per dollar of sales about half of what it was before, this means that our sales per worker must increase about four times in order to pay even that modest pre-war rate of return to our stockholders. If any industry ever faced the need to broaden the market, the grocery industry certainly does.

"But we have another special reason for broadening the market. Ours is the largest industry, and we are in a leadership position. Our future depends in part on general economic trends, but our success or failure will also heavily influence those trends. As much as 30 per cent of the population earns its



PAUL S. WILLIS

income directly or indirectly from the food and grocery industry."

Mr. Willis also revealed that grocery manufacturers are studying the possibilities of reducing distribution costs and streamlining the delivery of goods to distributors through the use of privately financed "distribution centers" in major markets. "Such a set-up," he said, "permits the products of many manufacturers to move efficiently through a distribution system with dependable, quick delivery to buyers, lower transportation costs, and automatic placing of routine orders. . . ."

A few large manufacturers who produce a variety of products are already operating such centers, he said, and report good results. Reputable financial houses have investigated the feasibility of constructing other centers for the use of smaller manufacturers and stand ready to finance such developments, he added.

California Home Economists Meet In April

Emphasis on a full-rounded home-life and its efficient management is the theme of the California Home Economics Association's Fifth Biennial Convention and its accompanying exhibition of household equipment, supplies, and gadgets to be held at the Los Angeles Ambassador Hotel, says Miss Mercedes Bates, association president.

The meet will be regional in effect as the Home Economics Associations of the adjoining western states have been invited to attend.

Miss Bates said, "Managing a household is today becoming more and more a business, with the same financial

problems, labor savings problems, expansion problems, and public relations problems as confront the industrial firm.

"The home-maker is actually the general manager of the basic unit of the private enterprise system.

"Our biennial convention will devote itself to home management methods, and the exhibition of products will follow the pattern of the industrial shows which bring the latest equipment, materials, supplies, and methods to the skilled people who put them to use to improve their efficiency and profit.

"To the home-maker, the profits de-

rived from efficiency are savings which can be applied to recreation and personal luxuries, and the time to enjoy them.

"This Convention's exhibition will consist of all new household appliances, decorating materials and ideas, foods of every description, sewing, cleaning, heating, air-conditioning, and recreational equipment, as well as utensils which save time and muscle, and demonstrations of the most modern methods of using them."

The Convention and Exhibition will be held April 2-3-4, 1955.



Because of the nature of the present crop you may need gluten to increase the binding strength of your farinaceous material. Gum Gluten can increase mechanical strength in macaroni products and also give better cooking quality as it reduces total amount of dissolved solids during cooking. Under the Standard of Identity for macaroni and spaghetti Gum Gluten is an optional ingredient to the point where the total protein does not exceed 13% of the weight of the finished food. Write for details and quotations.

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THE HURON MILLING COMPANY

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THE OUTLOOK FOR TOMORROW'S GROCERY MARKET

Excerpts from An Address by Arthur C. Nielsen, President, A. C. Nielsen Company, at the 40th Annual Meeting of Grocery Manufacturers of America

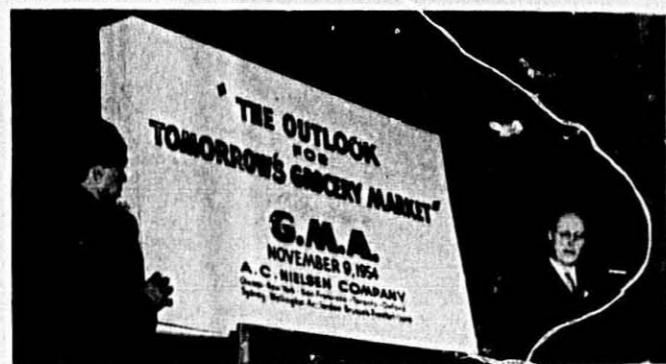
GROCERY store sales continue their upward trend both in dollar sales and tonnage as disposable income increases.

The tonnage trend in recent years has actually outstripped the increase in population. This trend must be attributed to factors other than the daily consumption of food. One obvious factor is the increase in the volume of non-food items sold by grocers, such as drugs, toiletries, cosmetics, cigarettes and magazines.

The tonnage trend in food is found in the composite consumer sales trend in 40 important packaged foods. From 1942 to 1949 tonnage sales rose 19% with only a 2% rise in retail stocks. Fear of shortages due to the Korean War in 1950 caused a substantial increase both in sales and inventories with a leveling off in 1951, as shortages failed to materialize. A resumption of the sales increase, under the impact of increased population and prosperity, caused the sales index to rise since 1951 from 123 to 142, with a present sales position about 5% ahead of last year.

The current level of inventories is only 10% above the 1942 level, despite a 42% increase in sales volume. Lower inventories can be attributed to (a) more efficient retailing, (b) growth of self service stores, (c) fear of price declines, (d) efforts of retailers to find shelf room for the additional non-food items now handled by grocers, (e) trends toward major advertised brands, which turn faster and hence require less inventory.

As an average for 28 food commodities, the major advertised brands show a yearly retail turnover of 7.74, compared with 5.00 for the minor brands. This gives the major advertised brands a turnover advantage of 55 percent. Based on averages for 48 grocery commodities, the major advertised brands have increased their share of the total market—registering a gain from 80.1% (for December 1952—January 1953) to 80.6% a year later. While this gain is not large, it must be kept in mind that as the share gets closer to 100%, further gains become more difficult or impossible. The amazing fact is not so much the gain as that such a high level has been attained and maintained. Among the 48 grocery commodities used for this study, 9% showed no gain



A. C. NIELSEN addresses the GMA meeting.

at all for the major advertised brands, while 30% actually suffered a loss in the share of the market enjoyed by these brands.

Detailed analysis shows that most of these losses were the result of one or both of the following factors: (1) an unusually great influx of new brands. In many cases this served to expand the total market for the commodity—but at the expense of some loss in the share enjoyed by the major advertised brands. (2) Price cutting by minor brands—apparently to reduce excessive manufacturer and trade stocks.

Since retail stocks have not kept pace with the growth in sales, it is important to ascertain whether retail stocks have fallen so very low that a serious percentage of stores is out-of-stock. Some of the reasons why it is difficult to maintain retail stocks at the customer levels in relation to sales are: (1) Frozen foods are now stocked by grocers doing 92% of the national grocery business. For chains the figure is 99%; for small independents it is 70%. (2) Beer is now stocked by grocers doing 37% of the total national grocery business. For chains the figure is 45%; for small independents it is 24%. Some territories are as high as 77%; others as low as 3%. (3) Grocers continue to stock increasing quantities of so called drug store products. A group of 20 proprietary and toiletry commodities, which derived 33% of their combined drug and grocery store volume from grocery stores in 1952, and 37% in 1953, show a level of 41% for 1954—all figures representing the first six months of each year.

In addition to space needed for non-food commodities, room must be provided for new forms or types of old products.

In the face of all these obstacles, the average major advertised grocery item is getting along rather well in keeping out-of-stock conditions at reasonable low levels. At present only 3% of the grocery stores are out of stock on these items. Prior to World War II it was 7%; rose to 18% during the war; dropped to 4% during the Korean War and was 3% in 1953. Some brands are suffering severely from out-of-stock conditions, with national averages running as high as 7%, and even more in individual territories, up to 13% and more. These studies are for brands rather than for individual package sizes. It has been found that failing to find the desired size an appreciable number of customers shift to another brand. Thus out of stock losses can exert substantial influence on net profits.

The larger package sizes make more effective displays in addition to having certain advantages in holding the customer for a longer interval of time. It is, therefore, significant that the trend toward large package sizes noted in previous years has continued. For selected food commodities, the large sizes showed, in 1953, an increase of 33% over their 1951 position (based on their share of the total) and their 1951 position is 47% over 1951.

As a result of the trend toward larger stores, the typical grocery commodity derives an amazingly high percentage of its total volume from chains and

(Continued on page 16)

FIRST in 1950

and still ahead
in bulk-car shipments

... another reason why
"it pays to talk to King Midas"



Above: One of King Midas' fleet of "Airlide" bulk cars, leased from General American Transportation. Capacity: 100,000 pounds. Can be loaded by gravity and unloaded into any conveying system.

Inset, right: March 22, 1950—the very first bulk car of semolina ever loaded... ready for delivery from the King Midas Durum Mill in Superior, Wisconsin.

The above pictures tell the story... and King Midas Flour Mills are proud of the fact that they were first with bulk car shipments of semolina almost five years ago. The transition from hopper-type cars to a fleet of "Airlide" cars is only one example of the progress and expansion of bulk handling facilities by King Midas to better serve the macaroni industry.

Durum Products by



KING MIDAS FLOUR MILLS

King Midas

660 GRAIN

EXCHANGE

MINNEAPOLIS

Tomorrow's Market —

(Continued from page 14)

large independents. In view of this heavy concentration of business in large stores, it is important for each grocery manufacturer to determine whether the effort of his sales force is distributed among various store sizes and types in the most effective manner.

A definite change in sales coverage can have a pronounced effect on sales. In one case, greater emphasis on chains and large independents created, in one year, the consumer sales gains shown in the following table:

	Percentage Sales Gain vs. Year Ago	
	Before Change	After Change
All stores	3	8
Chains	4	11
Large Independents	3	9
Medium Independents ..	1	5
Small Independents	2	3

In another case, with the aid of outdoor advertising and spot radio, the brand's share of the total consumer market increased from 15.1% to 21.2% during the first year, and maintained a share of 19.6% the following year, despite retaliation by competitors. The advertising was by no means sufficient to account for the large total sales gains. It must, therefore, be concluded that the greater concentration on big stores proved profitable.

Another case involved a packaged food product sold by a meat packer. Salesmen of the typical meat packer tend to devote their time to a limited number of retailers who buy their meat, and as a result any packaged specialties handled by these salesmen suffer from inadequate coverage in groceries as a whole.

The packer decided to use brokers to get grocery store coverage. A year was devoted to selecting the brokers to sell the product. At the end of two years the net change was 29% increased distribution, 39% increased consumer sales, 90% less out-of-stock.

Increased coverage of large stores or

shifts to brokers under similar circumstances faced by this manufacturer are not guaranteed roads to increased profits. The right answer for any specific case can be determined only by careful consideration of all pertinent factors. The type of coverage in any given case would seem to be affected by factors such as: (1) The extent to which the sales of the particular commodity are concentrated in large stores. This varies widely by products. (2) Whether or not the product profits greatly by display. (3) The size of the sales force available. (4) The number and type of additional items handled by the same sales force.

With so many important variables, there can't be any one answer applicable to all cases.

The efforts of salesmen comprise only one of two major forces which combine to move goods to consumers. The second of these forces is advertising. There is no point in debating which of the two is most important; both are essential, and both involve large expenditures from which must be extracted every possible value to earn net profits.

Records of sales calls can be kept and marketing research can measure retail inventories, out-of-stock, prices, displays and other factors affected by sales coverage. Advertising coverage is much less tangible and it requires an unusual amount of research and analysis to measure it, detect the weak spots and develop ways and means to correct them.

While this task has always been one of the most difficult with which management must deal, it has been made infinitely more so by the advent of television. The danger that advertising will be inadequate or spotty in support of the sales operations is greatly increased. Merely because a company has not elected to use this form of advertising, it can not afford to relax on the television subject. A single competitor, using television, could upset the most

carefully laid plans for effective advertising coverage.

As of September 1954, TV ownership showed the following variations: U.S.A. 63%; Northeast 86%; East-central 69%; West-central 56%; South 41%; Pacific 59%.

Besides these coverage variations there are other factors to consider, such as: (1) Limitations on the advertiser's ability to buy time on stations in all cities. (2) Variations in the audience reached from one city to another due to (a) differences in the basic popularity of the program, such as Southern folks may like it, others may not; (b) differences with which to compete in each city; some cities have only one station—100% of the audience, others have seven—an average of only 14% of the audience. Besides, the coverage pattern is not constant. Radical changes can and do occur as competitive programming is altered, as seasons change, etc.

Until the advent of TV the advertiser could rely upon the radio networks to produce reasonably smooth advertising coverage. The effect of TV has been to reduce radio coverage in various territories. A reasonably uniform market coverage can be achieved by a skillful combination of network TV and network radio. In many cases the solution requires extensive use of local or spot TV and/or local or spot radio.

In recent years the most spectacular sales gains have been scored in the category of "convenience" food products and one very interesting aspect is that few, if any, of these convenience products has reached a saturation point although some of them have been going strong for more than five years.

It might be interesting and helpful to divide these convenience products into two groups: (1) Those which are more costly to the consumer. (2) Those which are lower or equal in cost. The following tables reveal the progress of convenience products. Source: Nielson Food Index.

CONVENIENCE FOOD PRODUCTS—MORE COSTLY TO CONSUMER

Year	Index of Shares of Total Consumer Sales			
	Product G	Product F	Product E	Product D
1950	100	100	100	100
1951	103	109	113	138
1952	107	119	153	125
1953	116	144	180	206
1954	125	158	190	273

CONVENIENCE FOOD PRODUCTS—EQUAL OR LOWER IN COST

Year	Index of Shares of Total Consumer Sales		
	Product C	Product B	Product A
1950	100	100	100
1951	119	124	200
1952	129	159	237
1953	144	198	308
1954	150	279	350

As yet, neither group shows evidence of leveling off. It seems probable that in the event of an economic depression, the low cost group might actually enjoy an accelerated sales trend, while the high cost group might level off or even turn sharply downward. One of the most vital questions in regard to convenience foods is "How far can they go? What share of the market can they ultimately attain?" Here is the evidence available at this date.

1954 MARKET SHARES—CONVENIENCE FOOD PRODUCTS

Source: Nielson Food Index

Average	39.2%
Commodity I	7.6%
Commodity II	13.3%
Commodity III	23.0%
Commodity IV	29.4%
Commodity V	50.8%
Commodity VI	69.6%
Commodity VII	80.5%

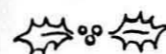
Every one of these products is still moving upward.

1860



1860

from Our House
to Your House

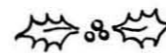


Season's Greetings

and

Best Wishes for a
Happy & Prosperous

1955



BUHLER BROTHERS



1955

1955

PRESSES CONVERTED TO BUHLER VACUUM SYSTEM*

*Patented U.S.A.

TOP THEIR PREVIOUS RECORDS WITH

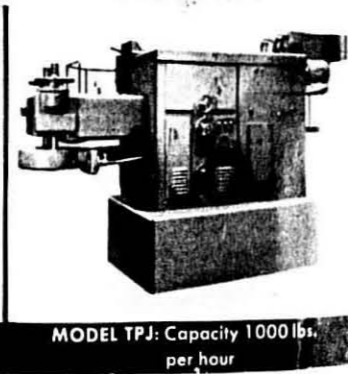
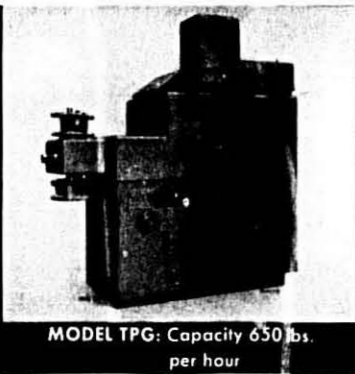
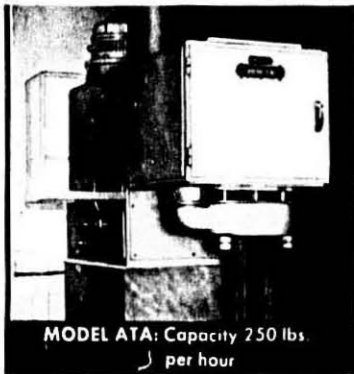
- STILL BETTER PRODUCT
- STILL BETTER COLOR
- STILL BETTER TEXTURE

If you are now using one of the continuous worm-type production presses, you can convert your present installation to one of the two Buhler Vacuum Systems.

ASK OUR ENGINEERS ABOUT THESE QUALITY DEVELOPMENTS TODAY

BUHLER CONTINUOUS PRODUCTION PRESSES

Available in Standard or Vacuum Models



BUHLER BROTHERS, INC. (U.S.A.)
2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

BUHLER BROTHERS (CANADA) LTD.
24 KING STREET WEST, TORONTO, ONTARIO

B U H L E R



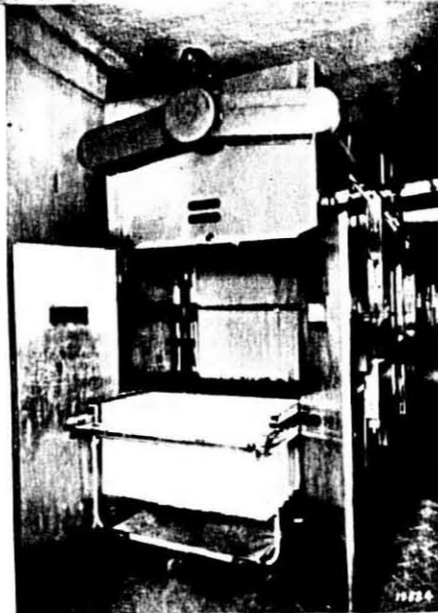
BROS., INC.



ALL METAL

CONTINUOUS LONG GOODS DRYER

(Model CGpl)



Preliminary drying and finishing of any shape of long goods . . . quickly, economically and uniformly.

The loaded sticks circulate automatically in a continuous flow through four levels of travel, in alternate drying and resting cycles.

Engineers for



Industry Since 1860

A ROYAL PROMOTION

Lloyd Skinner Crowns Macaroni Queen in Oklahoma City

SHIRLEY FROST, senior Home Economics student at the University of Oklahoma, was crowned Macaroni Queen of 1954 at a luncheon meeting of more than 150 Oklahoma grocers at the Oklahoma City Biltmore Hotel during National Macaroni Week.

A crown made of macaroni products was placed on Miss Frost's head by Lloyd E. Skinner, president of Skinner Manufacturing Company of Omaha. Mr. Skinner also awarded Miss Frost a \$100 Scholarship to help her with advanced courses in Home Economics.

Miss Frost was the successful candidate selected from eight senior students majoring in Home Economics with highest scholastic averages in their junior year at the University of Oklahoma.

In crowning Miss Frost, Mr. Skinner told the assembled grocers, "This is the fifth year we have crowned a Macaroni Queen. Always the event has been built around some worthwhile civic event.

"Early this summer I was invited to attend a meeting in Omaha, at which Home Economists in Business entertained Home Economics students from the University of Nebraska. I was impressed with the program they put on, and it set me to thinking again about the importance of their field.

"Actually the Home Economist is a very important ally to all of us in the food field. Each year all over this country, thousands of Home Economists are busy in one way or another educating American homemakers on the value of proper nutrition, teaching them to feed their families better and to prepare balanced meals with less time and with less effort.

"Home Economists play an important part in the technical laboratories of many large food manufacturers, developing new foods, better packaging and easier ways of preparation. In our high schools and colleges they do a grand job of training the future homemakers of America, as well as preparing more young women to step into the field of Home Economics after they leave school. Each year, thousands upon thousands of recipes and food suggestions appear on the women's pages of our daily newspapers, and in magazines, and are broadcast over radio and television stations."

The principal speaker at the luncheon was Miss Mary Warren, Chairman of the School of Home Economics at the university. Her subject was, "If a Home Economist Were Managing a Food Store."

The crowning of a Macaroni Queen



LARRY BOWMAN, Secretary of the Oklahoma Retail Grocers Association, congratulates Shirley Frost, new Macaroni Queen, following a grocer's luncheon at the Oklahoma City Biltmore Hotel during National Macaroni Week. Left to right: John Jeffrey, vice-president in charge of sales, Skinner Manufacturing Company, Omaha; John Morrison, president of the Oklahoma Retail Grocers Association; Bill Wallace, Secretary of the Oklahoma Wholesale Grocers Association; Miss Frost; Lloyd E. Skinner, president of the Skinner Manufacturing Company; Mr. Bowman; Clarence Wendi, Oklahoma City food broker.

has become a traditional promotion with the Skinner Company. In 1950 movie star Joan Evans received her crown at a dinner given by the Omaha Junior Chamber of Commerce for the 850 "Little Men" of Boys Town, Nebraska. In 1951 Jeanne Bal, star of "Guys and Dolls," was made queen at a dinner at Boys Ranch sponsored by the Dallas Varsity Club. In 1952 the San Antonio Lions and Kiwanis Clubs used the dinner as a vehicle for raising money for the building fund of Boysville. Connie Rae Hopping, Home Economics senior at Texas Tech. was named queen. In 1953 the Devils Lake Chamber of Commerce sponsored a spaghetti and meatball dinner to stimulate the interest of farmers in the North Dakota Durum Triangle in the planting of Durum Wheat. Mrs. Donald McGillis of Edmore, North Dakota, was crowned queen.

Skinner's sales promotion for National Macaroni Week was built around a Spaghetti and Meatball recipe. Ads were used in 94 newspapers. Outdoor posters were used in 27 markets. Full color store banners and recipe folders were made available to grocers. A recipe folder gave the complete list of ingredients for the Spaghetti and Meatball recipe, along with complete cooking instructions.

John T. Jeffrey, Skinner vice-president in charge of sales, reports excellent cooperation from the newspapers on the Skinner schedule. "We requested them to make a mailing to grocers announcing our National Macaroni Week promotion. Practically every newspaper responded favorably. A publicity release on the Skinner Spaghetti and Meatball recipe appeared on many newspaper food pages," he said.

MALDARI'S

INSUPERABLE

MACARONI DIES

STAINLESS STEEL

Our

1903 Fifty-Second 1955

Year

Faithful Service - The World Over

D. Maldari & Sons

America's Largest Die Makers

178-180 GRAND STREET

NEW YORK 13, NEW YORK

U. S. A.

BRONZE ALLOYS COPPER

ESTABLISHED 1903 - MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY

MARY WARREN TELLS:
"If A Home Economist Were
Managing A Food Store"

"The success of the grocery business depends on knowing the wants of the consumer. Since women do most of the grocery shopping, I would make my store appealing to them."

While Miss Warren recommended landscaped exteriors, pastel colored interiors, sound-proofed ceilings, air conditioning and soothing music to provide an atmosphere in food stores pleasing to the ladies, she ranked "good housekeeping and cleanliness" as the foremost necessity in attracting feminine trade.

She told grocers, "H. H. Martin once said, 'I would want a woman to be as excited about coming into my food store to buy pickled pigs feet as she would to enter the portals of Tiffany's to buy a string of pearls,' so first of all your store must be clean, orderly and the surroundings pleasant."

Warning her audience that some of her ideas about managing a food store might be "wild dreams," Miss Warren outlined the steps that she, as a home economist, thought would be helpful in building better grocery trade. Miss Warren is insistent on white uniforms for employees and suggested that checkers should have more training in sacking grocery orders according to weight and fragility.

She told grocers, "Let your employees help with planning. People like to feel important. Your employees will work better and be more loyal and more co-operative if they feel that they have a real part in operating your store."

Miss Warren suggested that a television set and hobby corner be in-



MARY WARREN

stalled in grocery stores to occupy husbands while their wives shopped.

She told store owners that women would appreciate shopping carts with compartments for holding purses, car keys, loose change and other things that shoppers bring with them into the store.

Emphasizing the importance of comfort to the building of good will, Miss Warren advocated the installation of rest rooms and coat racks where women might be able to hang up wraps, raincoats and leave their galoshes.

She told grocers that she thought in many instances a lunch counter would be used and appreciated by both customers and the store's employees.

Miss Warren stated that more money is being spent for food today and that there is more demand for better food than ever before, because today homemakers have greater nutritional education. She suggested to grocers that they cut and sample all foods put on display in the store. "You might have a 'tasters' panel," for instance, of women in the neighborhood who would help you select the food you handle in your store.

"If I were a grocer, I would have a suggestion box in my store where customers could give me their ideas for improving displays and services. I would maintain a butcher. Some customers prefer butcher service to self-service so that they will be sure of getting the choice cuts of meats," Miss Warren said.

Miss Warren took a strong stand against Sunday openings. "I would open my store promptly and close promptly six days a week—with no Sunday work."

Looking into the future, Miss Warren told grocers they would be called upon more and more to furnish their customers with quick pre-packaged meals and to stock more frozen foods.

She predicted that, in the next few years, shoppers would be coming to food stores less frequently, will be demanding more complete packaged meals, will be buying more heat-and-serve foods and will demand a greater variety in sizes of packages.

Wheat Flour Institute Promotes NATIONAL MACARONI WEEK

THE Durum Division of the Wheat Flour Institute sent food editors and radio program producers photographs and recipes of dishes using macaroni, spaghetti and egg noodles for National Macaroni Week.

A pair of mats carried illustrations of Old-Fashioned Vegetable Soup, made with thin spaghetti, and a Golden Vegetable Platter served with elbow macaroni.

A radio release gave many recipes and helpful hints.

Food news releases carried glossy print photos with recipes like the two below:

Apple-Topped Sausage Pie

A can't-be-duplicated flavor is that of pork sausage. It has a character all its own and lends itself to many interesting menu uses.

Don't limit this good-tasting meat to appearances at the breakfast table. It deserves a place in your luncheon and dinner plans, too.

The apple-topped macaroni casserole featured here is a brilliant example of the versatility of pork sausage. It helps to create a truly distinctive main dish.

You will want to keep this recipe handy for frequent use. It contributes a nutrition bonus, since it contains both plant and animal protein.

4 ounces elbow macaroni
 ½ pound sausage meat
 2 medium apples
 2 tablespoons enriched flour
 ½ teaspoon salt
 1 cup milk
 1 cup shredded American cheese
 Buttered bread crumbs



Apple Topped Sausage Pie

Cook macaroni in boiling salted water until tender (about 8 minutes). Drain and rinse. While macaroni is cooking brown sausage in heavy skillet. Remove sausage from skillet. Core apples and cut each into 4 thick rings. Brown apple rings lightly in sausage drippings. Drain on absorbent paper. Pour drippings from skillet and return browned sausage. Stir in flour and salt. Add milk and cook until thickened, stirring constantly. Add cheese and macaroni and mix well. Pour into 1½-quart casserole or 4 individual casseroles. Arrange apple rings on top. Sprinkle with bread crumbs. Bake in moderate oven (350°F.) 20 to 25 minutes.

Makes 4 servings.

Broiled Salmon and Lemon Noodles

Getting variety in the menu is not really the great problem that it seems on first thought. With the many different kinds of food in the market today—and the millions of recipes available—menu planning should cause no concern.

Among the most versatile of foods on the market are macaroni foods. With their bland flavor, they readily adapt themselves to accompany many other foods.

For example, noodles with a lemon sauce become the ideal dinner partner for broiled salmon steaks. Serve with generously buttered lima beans, crisp relishes and piping hot biscuits.

Always remember to keep well supplied with macaroni foods. They will stand you in good stead on many an occasion when menu plans need adjust-



Broiled Salmon and Lemon Noodles

ing. And be sure to observe National Macaroni Week, October 21-30.

Broiled Salmon and Lemon Noodles

2 large or 4 small salmon steaks
 2 tablespoons melted butter or margarine
 6 ounces broad noodles
 3 tablespoons butter or margarine
 3 tablespoons enriched flour
 1 tablespoon sugar
 1 teaspoon salt
 1 cup water
 ½ cup lemon juice

Arrange salmon steaks on greased baking pan. Brush steaks with 2 tablespoons melted butter or margarine. Broil about 3 inches from heat until fish is easily flaked and moist (5 to 10 minutes on each side). While salmon steaks are broiling cook noodles in boiling salted water until tender (about 8 minutes). Drain and rinse. While noodles are cooking, melt 3 tablespoons butter or margarine in saucepan. Stir in flour, sugar and salt. Add water and lemon juice and cook until thickened, stirring constantly. Fold in noodles and arrange in warm individual casseroles. Place salmon steaks on top of noodles. Serve with lemon slices.

Makes 4 servings.

It's National Macaroni Week (October 21 to 30) and time to pay special notice to those three popular macaroni foods—noodles, macaroni and spaghetti. No such observance would be complete without including spaghetti and meat sauce on the menu at least once during the week. Spaghetti and meat sauce just naturally calls for tossed green salad and garlic bread. This combination adds up to a real menu classic.

When you cook macaroni, spaghetti or noodles, be careful not to overcook them. Test them for doneness by pressing a piece gently against the side of the cooking pan with a spoon or fork. Cook them only until they break cleanly and evenly when tested this way. They should be "chewy" and not mushy.

After macaroni foods have been boiled, drain them in a colander or large sieve. Then rinse them well by letting water run through them. Use cold water if the macaroni is going into a cold dish; hot water if the macaroni will be used in a hot dish.

Always remember that macaroni foods can often be used to "stretch" more expensive foods in a casserole to provide more servings. This is a helpful tip to remember when the food budget has been stretched as far as it will go. Macaroni foods are economical, yet they give much help to menus energy-wise.

Use canned chicken in a spaghetti casserole for a last-minute supper idea. Chopped pimiento and slivered almonds added to the casserole will create a festive atmosphere. Frozen Brussels sprouts will look pretty on the plate, too. With brown 'n serve rolls and a quick-fix salad, you have a most acceptable menu . . . one that would have seemed unbelievable to homemakers fifty years back.

Du Pont's Amino Acid

Lysine, one of the eight amino acids essential to human nutrition but lacking in some foods, notably those based on wheat, is being made synthetically in semi-commercial quantities by E. I. du Pont de Nemours & Co.

The big chemical maker's electrochemicals department announced it has completed pilot plant facilities for producing lysine monohydrochloride at its Niagara Falls, N. Y., plant. This is the form in which lysine is most easily assimilated by the body.

Trade-marked "Darvyl," the product is being made available in limited quantities to food manufacturers, pharmaceutical firms, nutritionists and various research groups, the company reports.

The baking industry will be one of the initial users, and early in 1955 grocers in some larger cities will begin offering limited quantities of specially bread improved in protein value by addition of the product. Lysine-fortified supplements for infant formulas are expected to be available within a few months on a prescription basis, and "Darvyl" in capsule form also will be sold on doctors' orders.

Du Pont reports, however, that the availability of some of these products will be limited for some time because facilities for making lysine are still limited.

A New Mueller Recipe Book

A new cookbook of recipes for macaroni products has recently been put out by the C. F. Mueller Company of Jersey City, New Jersey.

The recipes were selected from among thousands available for preparing macaroni, spaghetti and egg noodles, with the thought in mind of furnishing recipes for entertaining as well as for simple family meals. Each recipe has been carefully tested and retested in the modern Mueller Test Kitchen by Barbara Allen, Director of Home Economics.

There are recipes for sauces of great variety to meet the mood of the occasion—a hearty one for cold weather appetites, a dressy sauce for the buffet dinner. Recipes for left-overs show how left-over meats can be enhanced and extended with macaroni and egg noodles. There are many recipes showing how spaghetti, macaroni and egg noodles combine well with meat, fowl and fish in hot dishes and salads. In addition there are recipes for quick, easy dishes, cheese and egg dishes, and soups.

At the back of the book there are cooking directions for Mueller's products and helpful hints.

The booklet uses bright color throughout, with spaghetti and meatballs on the cover, the full Mueller line in the center spread. Illustrations are plentiful and strong on appetite appeal.

New PROGRESSIVE Long Goods DRYING SYSTEM

NOW IN SUCCESSFUL OPERATION

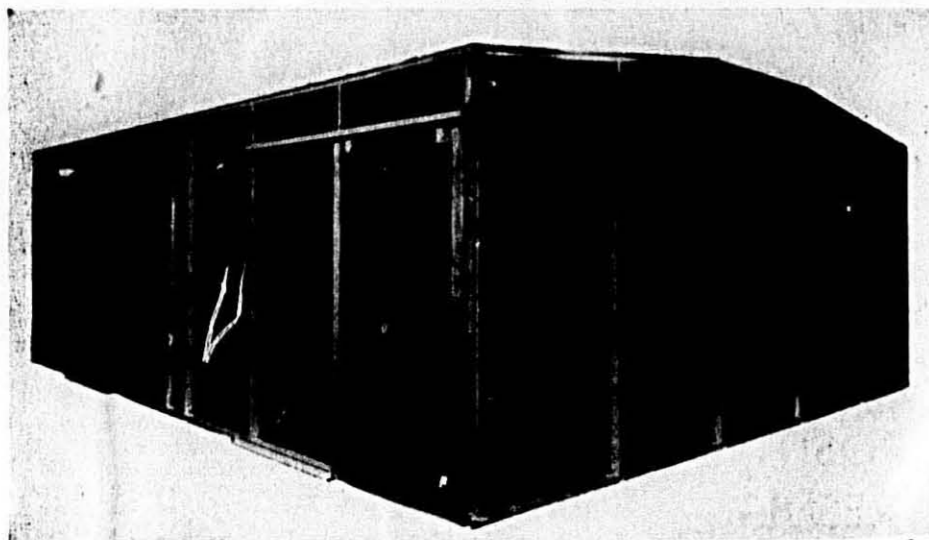
SAVES SPACE

SAVES MONEY

Spaghetti 070'

16 Hours Drying Time

11.8% Moisture



DRYING CAPACITY MORE THAN

DOUBLED IN SAME SPACE

Conrad Ambrette, President, formerly President of Consolidated Macaroni Machine Corp.

Ambrette

MACHINERY CORP.

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

FOR BETTER QUALITY
FOR INCREASED PRODUCTION
FOR BETTER DRYING CONDITIONS
FOR SIMPLICITY IN OPERATION

... HIGH VACUUM SYSTEM*

FOR

LONG GOODS
CONTINUOUS
SPREADER

SHORT GOODS
CONTINUOUS PRESS

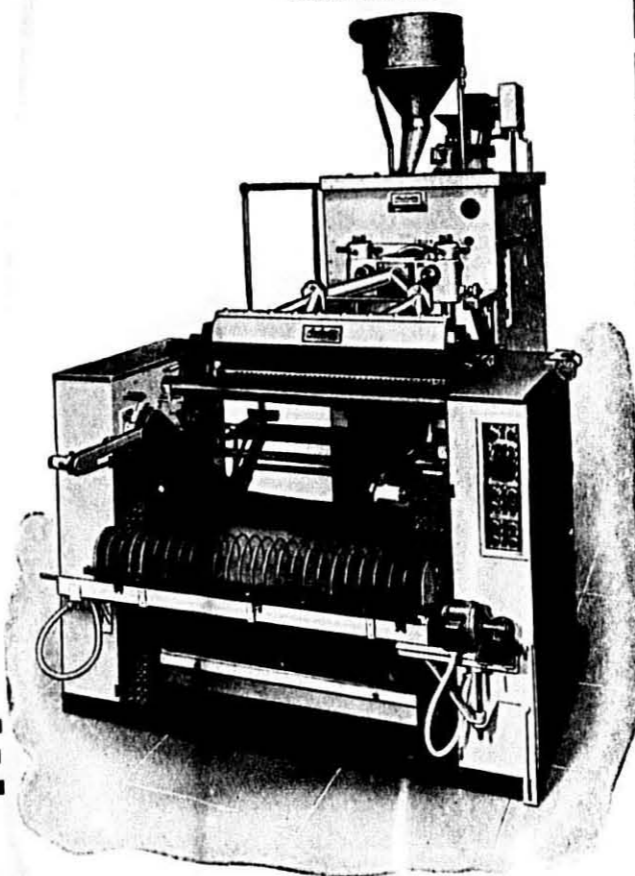
NOODLE
SHEET FORMER
TO PRODUCE
POSITIVE
RESULTS

VACUUMIZE YOUR PRESSES

THE AMBRETTE WAY

SEND FOR CATALOG FOR COMPLETE LINE

AUTOMATIC SHORT GOODS DRYERS • CONVEYORS • DIE CLEANERS
NOODLE CUTTERS • AUTOMATIC NOODLE DRYERS • EGG DOSERS
AUTOMATIC LONG GOODS DRYERS • MACARONI CUTTERS



IN THE PLANT

Adapting Dies to the Vacuum Press

In a bulletin sent out by the Glenn G. Hoskins Company, C. Daniel Maldari writes the following:

The introduction of the vacuum process in the Macaroni Industry has played havoc with carefully standardized cooking times to the point where manufacturers were faced with the problem of either holding fast to established publicized cooking times, or re-educating consumers to longer cooking times.

The problem was not one of simply reducing wall thickness on products to maintain standard cooking times, but also the highly important one of making certain the thinner products would fit packages on hand.

Considerable confusion at first prevailed, and the most frequently asked questions were:

1. What wall reduction is required to maintain same cooking time when switching to vacuum?
2. What percent increase in volume per pound is to be expected?

Primary consideration appeared to revolve around cooking time, and this basic query demanded the development of an arithmetical equation proportioning product wall thickness, density and cooking time.

The question of wall reduction as equated to cooking time is easily answered by simply running off a few tests, although final results must of necessity be considered pure random sampling in its most limited form to be used as a rule of thumb only and not as standards for the industry as a whole.

Tests have shown that spaghetti should be reduced approximately .003" to .001" with proportionately smaller reductions in smaller solid strand products.

Products with the hole should be reduced approximately .005" over-all, which should give us substantially the same cooking times as pre-vacuum.

The question of package fill appeared, on the surface, to be a tough one since density was the prime factor. Even as pencils were being sharpened to solve the problem, word trickled in that this most feared problem failed to materialize. The heavier unit weight of the products evidently off-set the greater volume of the thinner wall, thus resulting in a stabilized condition which did not necessitate modification of existing packages.

Continuous Electronic Bag-Top Welder

A new Eetrotherm Continuous Electronic Bag-Top Welder is being offered to fill the need for a high-speed closure apparatus capable of integration into a packaging production line or coordination with automatic filling equipment.

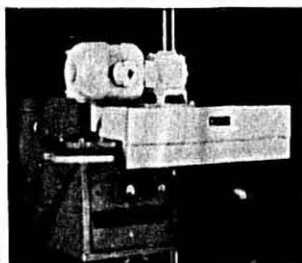
The filled open-top bag is fed either automatically or by hand into one end of the Welder where it is gripped by continuously-moving belts and carried through the unit, positioned between a continuous over-riding buffer strip and the continuously-firing high-frequency electrodes, providing a uniform seal made completely across the top of a

bag of any width.

Use of the over-riding buffer, as well as design of the forming pressure rollers prevent contact between the plastic bag and the electrodes—obviating sticking—eliminating wrinkling, and also providing for rigidly accurate holding of the bag edges before and during the weld, as well as throughout the controlled cooling period during which the bag continues its forward motion.

Bag speeds available range from 60 feet per minute down to 30 feet per minute, with welding power easily controlled on the associated generator.

Weighing 220 pounds, the Model 525 Welder has the following overall dimensions: length, 35 inches; width, 33 inches; height, 60 inches. The welding mechanism is supported on a column which provides adjustments to position the bottom of the welding mechanism at any height required, with a 24-inch range up and down from that point. Supported on a tilting head, the welding mechanism can be oriented anywhere from the horizontal to an angle of 36 degrees away from the supporting column.



Big Staplers Mean Big Savings

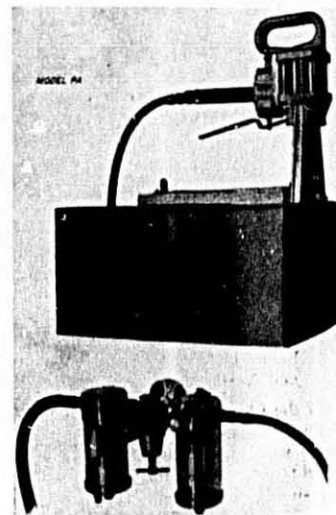
The model PA (portable air) carton stapler made by the Container Stapling Corporation of Herrin, Illinois, staples filled cartons from the outside with an actuated anvil construction.

It has only five moving units and no complicated mechanical linkage.

The large size staples it uses may be placed five inches apart and it takes only four of them to close the top or bottom of the average size regular slotted carton.

Up to 200% savings in labor costs are claimed by the uses of this stapler and a fully satisfactory job is guaranteed.

Demonstrations of the equipment can be arranged on request.



New Cellophane Facilities

Construction of a second plant to manufacture Olin cellophane is expected to start about March 1, 1955 on a site to be known as Olin, Ind., located on the Wabash River between Covington, Ind., and Danville, Ill. The announcement was made by M. L. Herzog, general manager of the Film Division of Olin Mathieson Chemical Corporation.

The plant will be engineered and constructed for Olin Mathieson under contract with E. I. du Pont de Nemours and Company. Olin's first cellophane plant at Pisgah Forest, N. C., has been in operation for over three years.

Preliminary site clearance and grading have started. Peak labor force during the construction period will be upwards of 1,000.

In making the announcement, Herzog said it was expected that the plant would be in operation in the last half of 1956 and that approximately 600 persons will be employed at full production.

IN THE INDUSTRY

Hoffman-LaRoche Announce Assignments

Guy G. Van Patten, one of the charter members of Hoffman-La Roche's Vitamin Division field staff, retired December 1 and new arrangements for company representation in his former territory have been announced by Paul J. Cardinal, Vice President and C. C. Robinson, Sales Manager of the Division.

Important milling trade contacts in the Minneapolis area will be handled by Mr. H. Gilmore Walter who, like Mr. Van Patten, had a wealth of sales experience and food technology experience when he became associated with Hoffman-La Roche in 1912. Mr. Walter will continue to headquarter in Kansas City, Missouri and to be responsible for Roche bulk vitamin business in Kansas, Nebraska, the Dakotas, Oklahoma and westward to Wyoming, Colorado, New Mexico, Utah and Arizona.

In Iowa, Mr. Van Patten's duties are being taken over by Mr. J. C. ("Bud") Lamping, Jr. With Roche 13½ years, Mr. Lamping was chosen for Vitamin Division work in 1950 and with Mr. Van Patten has been one of the company's two Chicago representatives since then. He will continue to be responsible for all of Wisconsin, part of Chicago and Northern Illinois.

In the Chicago area, where Mr. Van Patten had resided, his former assignments will be taken over by Mr. Stanley T. Olds, who joined the Roche Vitamin Division last summer. Mr. Olds has

been with Magnus, Maber & Reynard and was President of the Chemical & Allied Industries Association in Michigan. He will also be responsible for the western half of Michigan and northern Indiana territory which had been worked by Mr. Lamping.

Mr. Van Patten, born in Sterling, Kans. in 1889, is a graduate of Cooper College and holds an M.S. degree from the University of Chicago. His previous associations with the milling and baking industries were an ideal background for his work with Roche in the food, feed and pharmaceutical fields. With a record of captaining football, basketball, baseball and track teams in high school and college, and a more recent reputation in bowling and golf, he has announced that he will henceforth devote his energies to the Van Patten Service Laboratories, to be established under the direction of Mrs. Van Patten in Chandler, Arizona.

Mr. Walter, prior to joining Roche in 1912, had been with General Foods for 13 years first as a chief chemist of Igleheart Bros. Inc. and then Sales Manager of General Food Sales Company. A graduate of Colgate, he is a member and has served on committees of the American Society of Cereal Chemists, American Society of Bakery Engineers, Midwest Bakers and Allied Club and The Kansas City Feed Club. He resides at 8416 Valley View Drive, Overland Park, Kansas.

Commander-Larabee Promotions

The promotions of two Minneapolis men were announced recently by Ellis



CLIFFORD W. KUTZ

D. English, president of Commander-Larabee Milling Company. George A. Utter has been promoted to vice-president of Commander-Larabee, and Clifford W. Kutz is the new manager of the durum department.

Utter, who joined Commander-Larabee in 1936 as a salesman, has served in many capacities with the milling firm. A native of St. Louis, Utter attended Missouri University before joining Commander-Larabee. The family's home is located at 3505 West Fuller, Edina.

Kutz, a native of Shakopee, Minnesota, has been associated with the durum milling industry since 1929, except for service with the U. S. Army in World War II. He joined Commander-Larabee in 1919 as assistant sales manager of the durum department and was advanced to sales manager of the durum department in 1953. The Kutz family lives at 1227 Yosemite Avenue, St. Louis Park.



JOSEPH M. DE MARCO

Joe DeMarco Named Eastern Sales Manager

Joseph M. DeMarco, a General Mills veteran of 31 years, becomes Durum Sales Manager, Eastern Area.

Mr. DeMarco, who is well known to the Eastern macaroni trade, assumes his new responsibilities immediately.

DeMarco says revised territory coverages will result in better service to General Mills Eastern Durum customers through the New York Sales Office at 80 Broad Street, New York City.

William I. Nightingale Killed

William I. Nightingale, 59, manager of grain operations in Minneapolis for General Mills, Inc., was killed Nov. 20 in an automobile collision near Hudson, Wis. His wife, Gladys, 55, was killed in the same accident.

Authorities said that Mr. Nightingale's automobile skidded on glare ice and collided with an oncoming vehicle. The couple was returning to Minneapolis from Evanston, Ill., where Mr. Nightingale had gone to pick up his wife, Mrs. Nightingale, who was president of the Minneapolis World Affairs Council, had been East visiting friends and at the U.N. headquarters in New York.

The GMI executive joined General Mills' predecessor organization in 1922. Previously he was an agricultural bacteriologist at the Washington State College experiment station, following his graduation from the University of Wisconsin. His first work with the milling firm was in research on macaroni manufacturing and on other durum products. He became a wheat buyer in 1928 and in 1911 was placed in charge of Minneapolis grain operations for General Mills.

More manufacturers
ENRICH
 their macaroni for
 "Point-of-Sale" punch

Macaroni products are being enriched by more and more manufacturers who recognize the potent consumer appeal of enriched foods. Nutrition authorities, including the Council on Foods and Nutrition of the American Medical Association, have given fresh impetus to the Enrichment Program. The Council reaffirmed its positive position on enrichment in the January 9th, 1954 issue of the *J.A.M.A.*



MERCK VITAMIN PRODUCTS
 Will improve the nutritional value
 and consumer appeal
 of your macaroni and noodles

Make sure *your* macaroni products are enriched so that you, too, may enjoy the dollars-and-cents benefits of this increased interest in enrichment.

FOR BATCH-TYPE OPERATIONS — MERCK ENRICHMENT WAFERS: dissolve quickly; promote uniform enrichment because they resist chipping and dusting; disperse uniformly as the batch is mixed.

FOR CONTINUOUS PRODUCTION — MERCK ENRICHMENT MIXTURES (32P and 12P): can be distributed uniformly; feed readily and flow easily in the usual mechanical equipment.

MERCK VITAMIN PRODUCTS
FOR
ENRICHMENT OF MACARONI

Research and Production
 for the Nation's Health



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



PHIL M. SPALDING

General Mills Appoints Spalding As Representative

Phil M. Spalding, previously associated with the Boston Office of General Mills, has been appointed Eastern Durum Sales Representative. Phil will contact macaroni and noodle manufacturers in the Eastern area formerly contacted by Michael J. Grimaldi, now deceased.

Mr. Spalding has been associated with General Mills Flour Division for the past seven years. He is a native of Boston, but will soon move to New York and work out of the New York Durum Sales Office.

Finch in King Midas Office

Walter W. Finch was elected assistant secretary of the King Midas Flour Mill Division of the VanDusen Harrington Company at a special meeting of the company's board of directors recently. Mr. Finch continues as manager of the grain department of King Midas Flour Mills.

Buitoni Reargument Motion Granted

U. S. District Judge Paul C. Leahy, Wilmington, Del., has granted a motion by Buitoni Macaroni Co., South Hackensack, N.J., asking reargument of a case in which Judge Leahy held that "Buitoni 20% Protein Spaghetti" could not be marketed because it does not conform to the official identity standard for alimentary paste.

Not Forbidden from Shipping Product

Judge Leahy's holding did not stop Buitoni from shipping its product, since it was not a final decision. If, after reargument, Judge Leahy adheres to his original decision, Buitoni will have the right of appeal to the U. S. Circuit Court of Appeals in Philadelphia.

If a later decision adverse to Buitoni is handed down by that court the company could take the question to the U. S. Supreme Court. Officials of the Food and Drug Administration said that agency would not attempt to stop shipment of the disputed spaghetti while the case is in court.

FDA seized a shipment of Buitoni's spaghetti in 1948, charging it was misbranded because it purported to be spaghetti, but did not meet the official identity standard, which limits protein to 1 per cent. Buitoni's product ranges between 13 and 19 per cent protein. Judge Leahy's opinion stated: "The company contested the seizure on the ground its product had acquired a 'distinct and separate identity of its own.'" The National Macaroni Manufacturers' Association supported the government's position in a brief which it had filed with the court.

Conclusion Questioned

In asking reargument before the Delaware court, Buitoni said the court had erroneously concluded there was no genuine issue of fact to be tried; that the court had misinterpreted the regulations for alimentary paste when it concluded they covered identity stand-

ards for all alimentary pastes for interstate shipment.

Also, Buitoni said that its court failed to give cognizance to its contention that its spaghetti has separate identity; that the court failed to consider the legislative history of the standard-making provision of the law, and that the court overlooked a provision of law specifically providing for labeling of products which do not purport to be or which are not represented to be standardized food.

Tampa Mac Now Delmonico of Florida

President Peter S. Aviano of the Tampa Macaroni Corporation of Tampa, Florida, has announced a change in the firm name to Delmonico Food, Inc. of Florida. This name change has been made in order to more closely identify the company with the Delmonico brand of macaroni and noodle products, which it will manufacture and distribute throughout Florida.

This arrangement has been made possible through the cooperation of Delmonico Food, Inc., of Louisville, Kentucky, by the purchase of an interest in the Tampa Macaroni Corporation. The development should greatly benefit Delmonico's position in the Florida market.

Mrs. Piscitello Dies

Mrs. Crochessa Rizzo Piscitello, Rochester, New York, died recently. She was the widow of Joseph Piscitello, founder of the Piscitello Macaroni Company in 1922. The business is now operated by their sons, Christ, Samuel and Daniel.

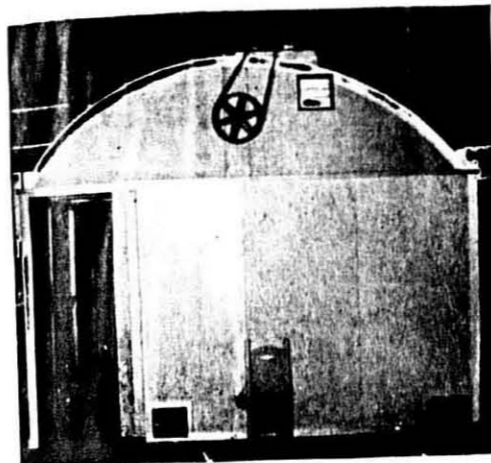
Mrs. Piscitello is survived by 10 sons and two daughters, Mrs. Rosa Incavo and Miss Mary Pico.



RUTH FIERMANN of the Jacobs-Winston Laboratories weighs materials on an analytical balance sensitive enough to catch 1/28,500th of an ounce. (Story on page 44.)



A WALLACE AND TIERNAN COLORIMETER is used to determine color scores of flour blends by parts of yellow and brown. (Story on page 44.)



Exterior View—Lazzaro Drying Room

for **ECONOMICAL SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

Executive Offices — Plant and Service:

9101-09 Third Ave., North Bergen, N. J.

Union 7-0597

... GREAT SAVINGS ON

our large line of completely rebuilt and fully guaranteed.

- DOUGH BREAKS
- VERTICAL HYDRAULIC PRESSES
- KNEADERS • MIXERS
- NOODLE MACHINES
- DIE WASHERS
- and many others

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.



AT THE COUNTY AGENTS LUNCHEON: Seated left to right: Bob Greer, Maurice Ryan, Vic Sturlaugson, Dave Williams, Ed Franta, A. M. Chalvey. Standing left to right: Verne Sturlaugson, Don Chase, Don Fletcher, Ruben Heermann, George Simons, John Logan, Russell Widdifield, Edsel Boe, Henry Putnam, Lloyd Skinner, Bob Amstrup, T. A. Martindale, Wayne Owen, Paul Abrahamson, Phil Talbott.

Durum at the International Grain Show

THE State of North Dakota took fifteen out of sixteen winners in durum entries in the International Grain and Hay Show held in conjunction with the International Live Stock Exposition in Chicago November 29 through December 4.

The winning entry, which took the National Macaroni Manufacturers Association trophy and the \$100 prize from the Greater North Dakota Association was a 62 1/2-pound test weight sample of Mindum entered by Morris

and Alvin Olsen of Litchville, North Dakota.

William R. Woods, the winner of the Association trophy at the North Dakota State Durum Show, took second prize at the International Show and was awarded \$25 by the Greater North Dakota Association.

Third prize went to F. J. Schulz, Couits, Alberta, Canada, with the heaviest sample entered, 65-pound test weight Stewart.

Other winners are as follows:

City	Entry	Test Weight
Bonita Dahlgran	Sentry	62.0 lbs.
Howard Sanden	Vernum	65.8 lbs.
Junior Taylor	Mindum	62.2 lbs.
Lars Gilje	Mindum	61.4 lbs.
Andrew Herrala	Rolla	60.7 lbs.
Dale Sturlaugson	Sentry	60.7 lbs.
Kenneth Ostreim	Sentry	57.1 lbs.
Robert Greening	Mindum	60.1 lbs.
Ruelen Hegge	Bonetrail	62.5 lbs.
Lloyd Norwood	Forest River	61.7 lbs.
Alex and Stanley Gilje	Rolette	62.8 lbs.
James and Harry Stenslie	McVille	62.0 lbs.
Langdon Substation	Langdon	Test Variety 61.4 lbs.

Higher Net Earnings for International Milling

International Milling Company's net income for the fiscal year ended August 31 was \$5,127,972.00 as compared with \$3,018,078.00 in the preceding year. This amount was the second highest earnings in the company's history. In the year ended August 31, 1947, earnings were \$6,081,348.00. New equipment installations completed a year ago contributed substantially to the earnings. Mr. Charles Ritz, president, said, "Our new equipment installations, which were highlighted in last year's report, have continued to pay dividends in product quality and economy of operations."

"Perhaps the most outstanding progressive step during 1954 was the development and expansion of our bulk flour program. We are now shipping a large volume of bakery flour and semolina each day in Airslide railroad cars, and have International bulk flour trucks in Detroit, Buffalo, Minneapolis, St. Paul and Kansas City."



CEREAL TECHNOLOGISTS Sibbin, Harris and Scott examine macaroni samples made from test varieties of durum to judge progress. (Story on page 42.)



JOHN SULLIVAN, senior student at North Dakota Agricultural College, uses chromatography to determine amino acids in wheat. (Story on page 42.)

NORTHERN STAR

THERE'S NO SUBSTITUTE FOR EXPERIENCE...

as proved by



CLIFF W. KUTZ

Over 25 years of contact with the macaroni trade. Knowledge, through experience, of what the macaroni industry demands in milled products to make desirable macaroni products.



ROSS McRAE

Over 30 years' experience in selecting the desired types of wheat for milling products suitable for macaroni products. Regarded as one of the best judges of wheat on Minneapolis Grain Exchange.



here's what this label means...

● Extra dollars in the production of macaroni products every time, because of the quality and uniformity of this premium product . . . because I can rely on Northern Star Semo-Rina to give me the best results and keep my customers coming back for more. Make Northern Star Semo-Rina a MUST on your next order!



Commander-Larabee
MINNEAPOLIS

DIVISION OF ARCHER • DANIELS • MIDLAND

BETTER MANAGEMENT OF SELLING

By F. W. Plowman, Scott Paper Company,
at the 46th GMA Annual Meeting

IN my opinion we will have better selling in direct proportion to our ability as sales managers. In view of the fact that our audience is to a large extent made up of men holding this sales responsibility, my comments may not be too popular.

I am going to tell you a story to illustrate what I would like to get over.

I was on a week's sales trip—Chicago Monday, Tuesday and Wednesday—flew to Detroit Wednesday night, worked the trade Thursday and Friday, with a local sales meeting Saturday morning. The Divisional Manager in both areas had a long list of important customers for me to see (there are quite a few, as you know). We were very busy and we worked hard, as there were three or four men to see on each call.

Coming home, I began thinking, just what had been accomplished for the week's work? The Divisional Managers had a few local problems—none involving national policy. But in all honesty, they could solve them better than I—they were closer to the particular situations—but more important, it was their job to solve them, not mine.

I am not minimizing the importance of calling on the customers, the firsthand knowledge of their viewpoints to be obtained, and the contacts acquired. This is important and part of the Sales Manager's job, but how much time was devoted to knowing your men, helping them to develop and helping to bring about more creative thinking on their part—very little. We were too busy getting in the calls.

You couldn't measure the Divisional managers too well under these circumstances, because (being good salesmen) they were selling me and in many cases the calls were visits more than anything else, with the courtesies normally extended to someone from headquarters. Looking at it from the customer's viewpoint, I'm not so sure some of them didn't feel it was a waste of their time.

Wouldn't the following schedule have been more effective—two days calling on major customers where there was a serious problem or something important to discuss? And not making direct calls just for the sake of visiting, which unnecessarily takes our customer's time. Further, not trying to do the Divisional Manager's job.

Next, at least half a day with each Divisional Manager — (relaxed with the phone shut off), discussing his men, his territory, his problems, his long-range plans, policies—letting him do most of the talking. In this way you can effectively measure his capabilities as a manager and his breadth. Simultaneously you can stimulate his thinking and approach to his job.

The rest of the time (two days) work-

ing the retail trade with the two district managers and as many retail salesmen as possible—each 2 or 3 hours in shifts, if necessary, including lunch and dinner.

The Saturday morning sales meeting on an informal basis with all of the men in the city could well complete the week's work.

I believe this would have resulted in a more productive field trip. This same philosophy equally applies to other sales executives from headquarters when they are in the field.

In this manner you really get a market picture. If you want to know what is actually going on in Chicago or Detroit, couple your direct calls with an equal amount of time in the retail stores—because that's where our products are sold.

As a corollary, if the Sales Manager insists on working retail, the Divisional Manager will soon get the point.

But more important, you have an opportunity to effectively know and measure more of your men below the Divisional Manager level—and at the same time to develop more creative thinking on their part. In my opinion the only function that a Sales Manager can't delegate is that of personnel placement and development. It is his vital function—it is neither fair nor sound to make personnel decisions based on superficial opinions. These must be based on thoughtful study and knowledge of your men.

As a result of this thinking I later asked my secretary to keep a diary of what I did for a 30-day period in the office excluding trips. It was to show exactly what was done for each half-hour period. At the end of each day we listed the kind of subject matter covered at each meeting or in each individual or small group discussion. The results were startling and a little disconcerting—I didn't show them.

22% of the time was spent in Executive Staff Meetings discussing current day-to-day company problems. (The Sales Executive is normally a member of the Executive Staff.) Meetings to make decisions on current company matters, capital changes and additions, salary committee, financial policy—earnings, personnel policy and other policy matters—all very important and necessary.

17%—Meetings at headquarters on sales matters so that all distribution executives can be fully informed—advertising program, budgets, quotas, product changes, packaging changes, promotional and sales programs, planning sales meetings, Nielsen and Market Research Corporation presentations, etc.

18%—Small group meetings or individual discussions to make all kinds of decisions on various sales programs,

sales training, account problems, territorial problems, brand problems, production coordination.

10%—Reading bulletins, mail and dictation.

6%—Listening to people who wanted to tell me what a good job they were doing or about a trip or meeting they attended.

4%—Trying to convince the Legal Department that "No" wasn't the only word in the English language.

6%—Entertaining visitors, civic meetings, luncheons—all of which are necessary and desirable.

3%—Personal and civic matters—no relation to business.

5%—Miscellaneous.

This totals 91% of the time spent on current day-to-day operations, all of which are important and have to be done.

We will all agree that the top sales executive's major job is:

(1) Knowing his men and through this knowledge developing a strong organization.

(2) Leadership in developing creative thinking—new ideas.

Some of this naturally was done in the various meetings outlined above, but it was secondary. The time schedule showed that only 9% of the time was devoted exclusively to the task that was the major responsibility of the management job. Why? Because the current problems of operation took precedence, as they had to be done each day. Personnel and creative developments could be put off as they didn't have to be done right away.

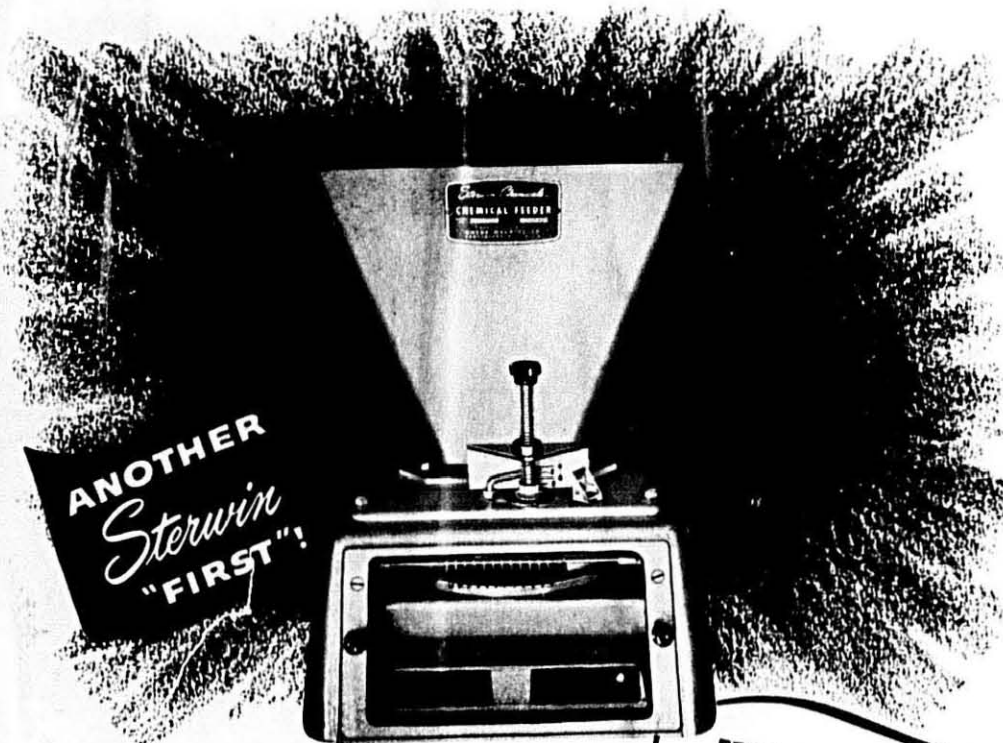
First things were being done last—last things were put first.

My point is, in small companies or large, there must be more real executives developed down the line. And this is particularly true in distribution.

Principles of Management in a recent Harvard Business Review says—one of the major qualifications of an executive is the ability to delegate responsibility with authority—you've read this innumerable times in many places. How easy to say!

But to delegate authority you first must have the men capable of taking responsibility. And the only way they can be developed is for you to spend a lot of time understanding your men and thinking about the subject.

I am not advocating the Ivory Tower type of management. It is necessary to keep close to what is going on, but I'm not sure but that we have gone too far the other way and could use a little more Ivory Towerism to keep from becoming so immersed in current problems that we don't have the time to perform the major job of sales management—Developing Men and Creative Thinking.



The NEW Precision STERWIN FEEDER for dry powders

THERE'S EASY, accurate, trouble-free feeding of macaroni enrichment mixtures every time you set the feed-rate knob and throw the switch on the new Sterwin Feeder.

For the feed rate is controlled by a precise micrometer adjustment, assuring unprecedented accuracy and uniformity and requiring a minimum of operator's attention.

Low power requirements and simplicity of design make the Sterwin Feeder extremely economical to operate and maintain. And extreme uniformity of feeding reduces the overage ordinarily required to take care of feed-rate variations.

ENRICH YOUR MACARONI WITH VEXTRAM®

For easy, accurate and economical enrichment of macaroni products made via continuous process, feed Vextram through your Sterwin Feeder. Vextram is the original free-flowing vitamin pre-mix . . . stable, uniform, dependable.

For complete information on the new Precision Sterwin Feeder . . . ask your Sterwin Technically Trained Representative or write:

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Subsidiary of Sterling Drug Inc.
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SPECIALISTS IN FLOUR MATURING, BLEACHING AND ENRICHMENT

FEATURES OF THE STERWIN FEEDER

- 1 Transparent front door allows full view of operation.
- 2 Feed rates obtained by single adjustment knob.
- 3 Range: 4 oz. to 5 lbs. per hour at low speed, 3 lbs. to 60 lbs. at high speed. Special, easily changed gears for higher rates.
- 4 Floor space only 22" x 27" . . . height 27".
- 5 Transparent lid gives complete view of contents.

A REPORT TO THE MACARONI INDUSTRY

By Lester Swanson, Durum Sales Manager, King Midas Flour Mills

AS motorists approach the East End Waterfront along Superior's concrete pavement they get an immediate impression of thriving industrial activity when they gaze upon the huge King Midas durum mill. This impression is registered at night as well as day, for the multitude of lights in the busy mill and the large red-letter sign atop the storage bins reflect around the clock operation.

This durum mill which specializes in producing macaroni and spaghetti flour, is ideally located for its purpose in the "air-conditioned city" of Superior, Wisconsin. The cool summers and the low humidity are ideal from a milling standpoint. Its customers are situated in all sections of the country from the Atlantic to the Pacific and down to the Southern border.

As with other specialized industries, the King Midas plant has highly intricate machinery of modern design. Especially modern is its vacuum dust collecting system which keeps the entire mill "clean as a whistle." Processing of grain is accomplished with wheat washers, wheat scourers, separators, wheat heaters, grinding rolls, purifiers, sifters, aspirators, and automatic packing and weighing equipment.

It is altogether fitting that the growing movement of bulk flour shipments should have started at this modern mill on the shores of Lake Superior.

Yes, almost five years ago—on March 22, 1950—the first bulk car of semolina



BULK CAR SHIPMENTS were initiated at the King Midas durum mill almost five years ago.

ever loaded was delivered from this giant durum mill, largest of its kind in the country.

The full significance of this now historic event did not reveal itself at that time, although it occasioned the sign you see here at the upper right.

From this embryo of one "Transflo" bulk car, King Midas has grown with the bulk flour movement to a fleet of modern "Airslide" bulk cars, leased from General American Transportation Corporation.

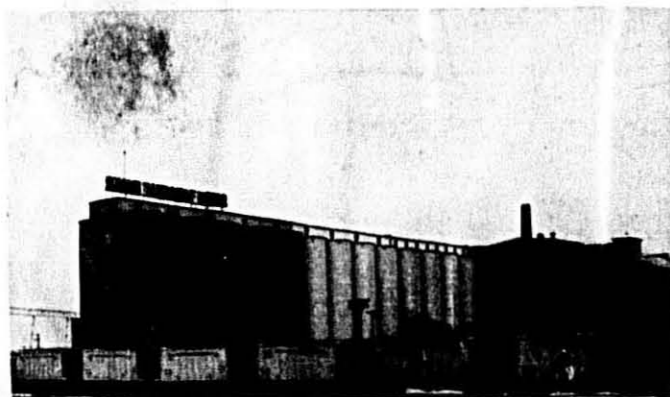
It is common knowledge these days that bulk handling can save money through the elimination of sacks, and through the reduction of at least part of the loading and unloading labor force, and indirectly through the reduction of sanitation problems. For this reason King Midas has at its customers' disposal, should they so desire, this fleet of modern "Airslide" bulk cars.

Both bulk shipments and bag shipments are loaded in our completely enclosed warehouse, where they receive every protection from the weather.

With its knowledge gained through pioneering, experience and long association with bulk handling, King Midas believes that bulk cars will not replace—"overnight" or in the foreseeable future—shipments in bags, but will remain rather as a supplement to them.

While offering the advantages of bulk car shipments, King Midas will continue to emphasize the invaluable flexibility of shipments in bags to its many friends, large and small alike, in the macaroni industry.

This is in keeping with our long standing policy of progress and service, and our pledge to the macaroni industry to consistently deliver the finest quality durum products and the best in service.



THE KING MIDAS DURUM MILL on Superior's waterfront provides the background for part of their fleet of modern "Airslide" bulk cars, leased from G.A.T.X.

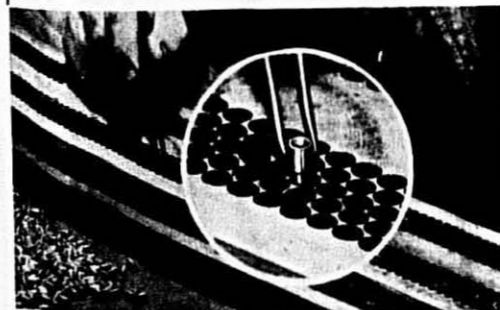
INSURE THE PERFECT COLOR IN YOUR PRODUCT WITH MIRROR-FINISHED BUSHINGS IN YOUR DIES



"SO MUCH DEPENDS ON SO LITTLE"

RESULTS FOR MANY PROGRESSIVE USERS
... prove the unequalled performance

LET ME PROVE TO YOU
... that I can produce the qualities in your products



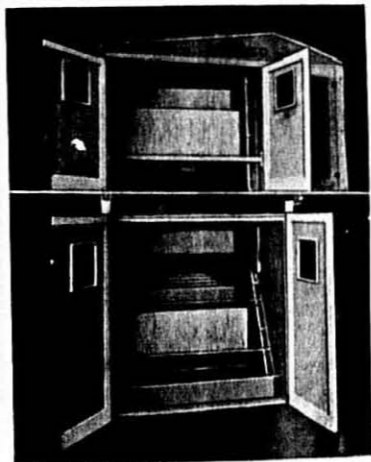
- PERFECT COLOR
- UNRIVALLED SMOOTHNESS
- RINGLESS PRODUCT
- IDEAL COOKING QUALITIES

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EFFICIENCY



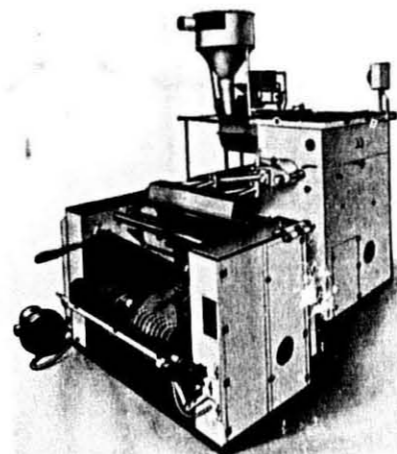
With DEMACO Controlled Dryers for Long or Short Cut production . . . Fully controlled Long Goods Preliminary Dryers with new stick pick up and transfer . . . Fully automatic Long Goods Finish Drying Rooms with humidity and temperature controls . . . Short Cut Continuous Dryers and Continuous Noodle Dryers — fully automatic and with humidity and temperature controls.

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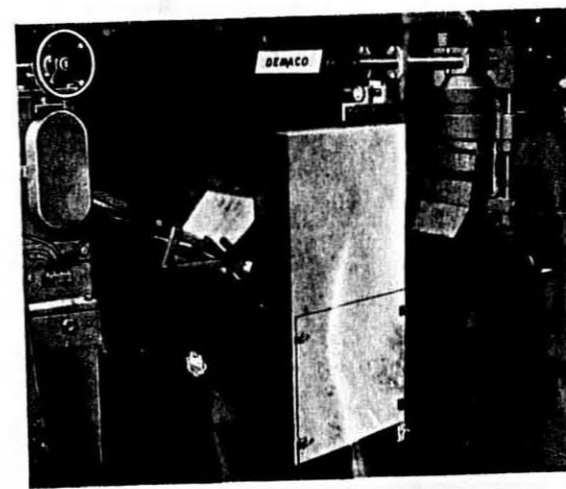
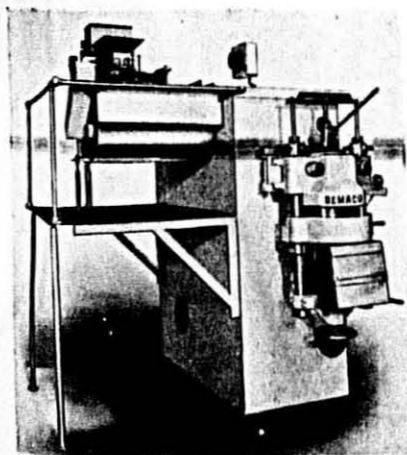


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TESTING — TESTING — TESTING



DR. GLENN SMITH and Ruben Heermann check potted wheat seedlings at the North Dakota Agricultural College greenhouse.



HEERMANN and Smith make cross fertilizations of wheat in the greenhouse. Bags cover heads of grain to catch pollen.

DEVELOPING a new plant variety requires careful methods and a thorough knowledge of the background of the strains being crossed.

Ruben Heermann of the U. S. Department of Agriculture Extension Service at the North Dakota Agricultural College in Fargo is the principal durum breeder in the country today. In trying to find the answer to resistance to 15B rust he has made many, many crosses of different types of wheat to find the right combination.

The original seedlings are potted and grown in a greenhouse. When they are

large enough they are transplanted into rows in greenhouse plots and then the pollen and berries are carefully used for study and further plant breeding.

If the berries on a new cross seem promising, they are planted out of doors at the next growing season and then sent on to experimental sub-stations and finally released to growers.

Some 900 crosses developed at the North Dakota Agricultural College have been sent to the Rockefeller project in Mexico to speed up growing and testing under rust conditions in an attempt

to find the answer to disease resistance.

Not only does the breeder have to develop strains that will have characteristics desired by the food processor—such as good color and high protein content, but he must also see that characteristics desired by the growers are incorporated in the new wheat variety. The farmer wants short straw, good yields, and characteristics that will make the crop easily handled by mechanical methods.

To satisfy the continual demand for improved varieties, the plant breeder must test, test, test.



DAVID DAVIS, sophomore chemical technology student, runs a sedimentation test to determine quality of protein in wheat.



PHILIP HARJU, junior chemical technology student, runs test for determination of nitrogen content of wheat for protein. Dr. Rex Harris is on the right.

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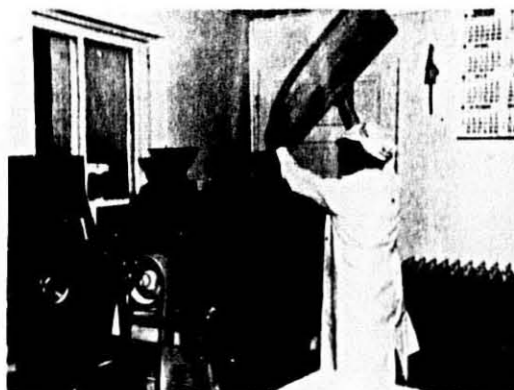
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RUN IT THROUGH! THE MILL



GEORGE SCOTT puts some new durum wheat through the Allis-Chalmers mills at the Cereal Technology laboratory at North Dakota Agricultural College.



GEORGE SCOTT checks the purifier cleaning new durum just milled for macaroni tests in the Cereal Technology laboratory.

AFTER a new variety of wheat is developed, it must be tested for commercial qualities.

At the North Dakota Agricultural College in Fargo the Cereal Technology Laboratory tests the new varieties developed by the plant breeders to see if they have desirable commercial characteristics.

First, the new durum is ground in a small laboratory-size Allis-Chalmers mill. Micro-samples of 300 grams are run when the grain comes from the greenhouse. Larger samples of 3,000 grams are run when the samples come from out-of-door plots.

After milling, the product is put through a purifier. The unpurified semolina goes through an apparatus which removes the bran and shakes the

chunks of wheat through different sized sieves for purification. The waste products called tailings, which include bran particles, are drawn off by a fan.

The freshly milled semolina is ready to go through a small table-size mixer and kneader and a hydraulic press. The equipment used at the Cereal Technology Laboratory was made by John J. Cavagnaro.

After the macaroni has been pressed, it is put in a small cabinet dryer with complete automatic controls. This dryer was designed and built at the laboratory.

Extreme care is taken in every step in the testing process because if the sample is small it may produce only a few strands of macaroni upon which

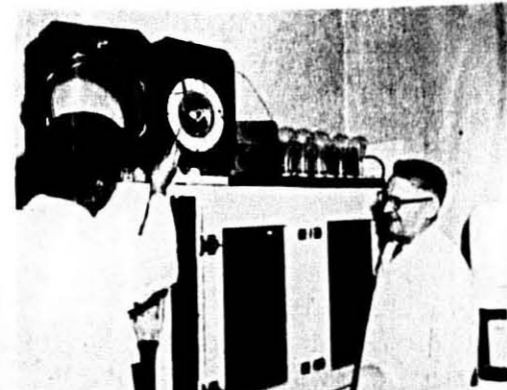
to judge the desirability of doing further work or dropping the variety.

When the macaroni samples are roughly dried, they are judged by the technicians for color and condition of the macaroni and to evaluate the quality of the material used.

It was this laboratory work in the last few months that determined that test varieties Ld369, 370 and 372 had good color and desirable manufacturing characteristics. Ld361 had only fair color but had good rust resistance, and because all four varieties have the desirable quality and agronomic characteristics, they were sent to Arizona this winter for increase so that the 200 bushels on hand could be increased to 7,000 or 8,000 bushels in time for spring planting by growers.



GLENN SIBBITT looks at various macaroni samples made on miniature mixer and John J. Cavagnaro press.



GLENN SIBBITT shows George Scott how the automatic controls on the macaroni dryer for durum test samples keep their own records.

Egg Production

Liquid egg production during October 1951 totalled 11,385,000 pounds compared with 9,080,000 in October last year and the 1918-52 average of 6,920,000 pounds, according to the U. S. Department of Agriculture Crop Reporting Board. The quantities used for immediate consumption, drying and freezing were all larger than a year ago.

Dried egg (egg solids) production totalled 792,000 pounds, compared with 1,111,000 pounds in October a year ago and the average production of 1,287,000 pounds. Dried egg produced from frozen egg during the month was less than a year ago and accounts for the decrease in production from October last year. October production consisted of 51,000 pounds of dried whole eggs, 510,000 pounds of dried albumen and 231,000 pounds of dried yolk. Production during October last year consisted of 308,000 pounds of dried whole egg, 168,000 pounds of dried albumen, and 368,000 pounds of dried yolk.

The production of frozen egg during October was the second largest of record for the month. The quantity produced totalled 7,785,000 pounds, compared with 6,381,000 pounds in October last year, and the average of 3,565,000 pounds. The previous high record production for the month was the October 1911 production of 9,360,000 pounds. Frozen egg stocks decreased 21,000,000 pounds, compared

with 23,000,000 in October last year and the average decrease of 27,000,000 pounds.

Egg Prices Sag

Egg prices, which have been running behind 1953 levels since March, will drift even lower in the months ahead and trail year-earlier levels at least until next spring, says the official forecast of the United States Department of Agriculture.

In its most recent bulletin on "The Poultry and Egg Situation," the department also predicts turkey prices in 1955 even lower than this year's reduced levels, but indicates sagging broiler prices may climb in the next month or so.

In mid-October, farmers, on a national basis, were getting an average of 32.1 cents a dozen for their eggs, compared with 53.2 cents a year earlier. In Northwest states, farmers were receiving considerably less. For example, the statewide average for Minnesota in mid-September was 21 cents a dozen and there were numerous reports of Minnesota farmers receiving as little as 13 and 11 cents a dozen in early October.

Egg production will be about 5% bigger than last year, states the report, and federal farm men reckon prices will remain low unless producers cut back their output. They predict, however, that monthly egg production will stay ahead of year-earlier production through next April.

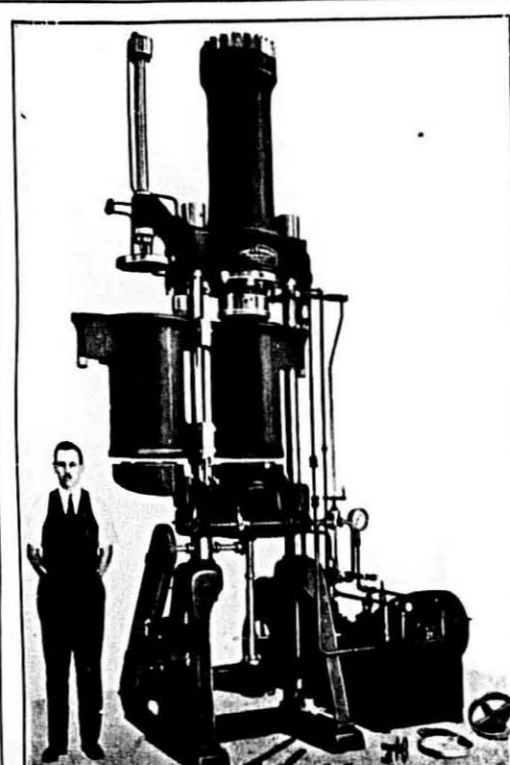
Egg Solids Council Elects Piowaty Chairman

At a recent meeting of the Executive Committee of the Egg Solids Council, Division of the Institute of American Poultry Industries, Mr. Carl R. Piowaty, Vice-President of the Emulsol Corporation, was elected Chairman of the Council for the fiscal year ending November 1955. He succeeds Mr. M. J. Purcell of Armour & Company who served as Chairman for the past year.

Egg Solids Council membership includes a number of the major food processors in the United States. Many of these large companies produce egg solids; others are in allied fields—egg breakers, freezers and broilers. Mr. Piowaty will head a nine-man industry committee which directs the operations of the Council.

Mr. Piowaty is engaged in vigorously promoting the program of the Council under whose sponsorship Egg Solids have been dramatically forging ahead as a key food ingredient with the growing market for "convenience" foods. They are used as ingredients in the manufacture of fine confections, cookies, baked goods, doughnuts, noodles, and macaroni as well as complete cake mixes (including the popular angel food mix) both for use in the home and by the baker.

During the first ten months of 1951 more than 20 million pounds of egg solids were produced.



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WATCH THAT MACARONI

Jacobs-Winston Laboratories Are Testing Too

AFTER wheat has been milled and sent to macaroni plants for processing, testing is still required to determine quality in the finished good and to evaluate materials being used.

The Jacobs-Winston Laboratories of New York City has specialized in quality control work for macaroni and noodle products for many years. James J. Winston, head of the laboratory, is retained by the National Macaroni Manufacturers Association as Director of Research. As a chemical analyst, his services are most valuable in discussing specifications, testing techniques, and policy matters with various government agencies such as the Food and Drug Administration and the Quartermaster Corps.

The laboratory is equipped to make all kinds of tests. For example: if the color score of a flour blend is to be determined, a sample is put in a small pan and matched against a spinning disk of four colors—white, yellow, red and black. A score is determined in terms of the amounts of yellow and brown made by the disk.

In order to determine the ash content of a flour sample, a Hevi-Duty electric ash furnace is used. A sample is placed in a chamber at 700° Centigrade and incinerated for three to four hours.

Granulation tests and determination of flour content in blends are made on a Ro-Tap Tyler sifter. By mechanically breaking the product through a series of graduated sieves, the amount of flour in a mix can be accurately determined.

Color of egg products or the eggs to be used in noodles themselves are measured according to the standards of the National Egg Products Association through the use of a photoelectric colorimeter.

A similar apparatus called a fluorophotometer makes the chemical assay for enrichment ingredients. The fluorescence of the isolated and purified vitamin is determined and evaluated as to potency.

Testing of ingredients for color and quality, chemical content and condition, and other standards goes on continuously in order to give the consumer the best product possible and to retain her favor.



HAROLD AUGENBAUM makes a sifting test on a Tyler ro-tap sifter.



A PLATE for filth examination is checked under a Spencer stereoscopic binocular microscope.

Give the Lady What She Wants

If 25 scientists, complete with test tubes and white smocks, dropped in suddenly for dinner, you would probably throw up your hands in dismay. You don't have to worry, though. Scientists from the Kroger Food Foundation do visit American families every day at mealtime—only nobody ever sees them. Although invisible, they are present every time you bite into the delicious strands of Kroger spaghetti, taste a slice of Kroger bread, or enjoy any other Kroger food. The good flavor, high quality and top value of these foods result directly from careful research, the constant improving and the endless control testing these folks do.

The Kroger Food Foundation in Cincinnati, Ohio, has 27 people on its staff

It is their job to see that the products bearing the Kroger label or are stocked on Kroger shelves are of uniform quality and high value so Kroger can meet all competition.

In their laboratories they have cooks snappers to test resistance to crumbling. There is a gelatin juggler, a cook weighted with bird shot, which is dropped from a height to pummel a bowl full of gelatin. The amount of lead needed to break the surface measures the consistency of the stuff.

There is a jam-spreader, which is an apparatus to be sure that the jelly is not too runny.

There is a jelly bean tester. A big Junior doesn't break his teeth, but still gets a bite from his candy. There are bean tasters and coffee tasters, who identify their samples only by code numbers and mystic symbols so their testing will be completely objective.

Citrus juice flavor is measured by the amount of citrus oil in the product. Green peas are dunked in a bucket of brine. If they swim, they are high quality peas, eligible for your table. If they sink, the whole shipment they represent is sunk. Kroger rejects it.

Of course, there is a macaroni diameter meter used to find the diameter, wall thickness of a product to determine necessary cooking time.

And Kroger has a consumer panel of housewives of which it is constantly asking questions to determine what they want in the way of food.

Ralph Lakamp, assistant to the head of the Food Foundation, and in charge of the cereal laboratory, will tell macaroni manufacturers at the Winter Meeting what Kroger consumers have told the Food Foundation about macaroni, spaghetti and egg noodles, and what Kroger is doing about it to give the lady what she wants.

IF I COULD ONLY BE SURE . . .

IF YOU HELP MANAGE YOUR BUSINESS your actions determine whether the business makes or loses money. When faced with an important decision, have you ever said to yourself, "If I could only be sure?"

How many times would you have given a great deal to be sure your facts were right, that you were following the correct path to the solution of a particular problem?

Wise men in management positions are relying less on intuitive judgment and are attempting more and more to "get the facts" from every possible source, to be sure that any decision they make, any course they decide to follow has the greatest possible chance of success.

We in the Hoskins organization know how very important it is to be sure. That is why a great deal of our time over the past several years has been spent in "getting the facts" on production machinery, on packaging rates, on drying methods, on various techniques of macaroni and noodle production.

We know the facts we can give to our clients in the macaroni industry can be worth many thousands of dollars to them in giving them a sound basis for correct decisions.

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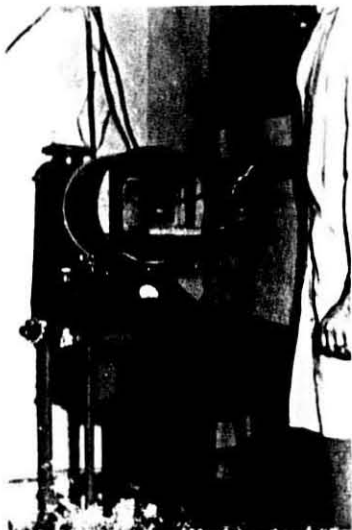
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THE MACARONI JOURNAL

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No. 9

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