

**THE  
MACARONI  
JOURNAL**

**Volume 38  
No. 3**

**July, 1956**

# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



JULY, 1956



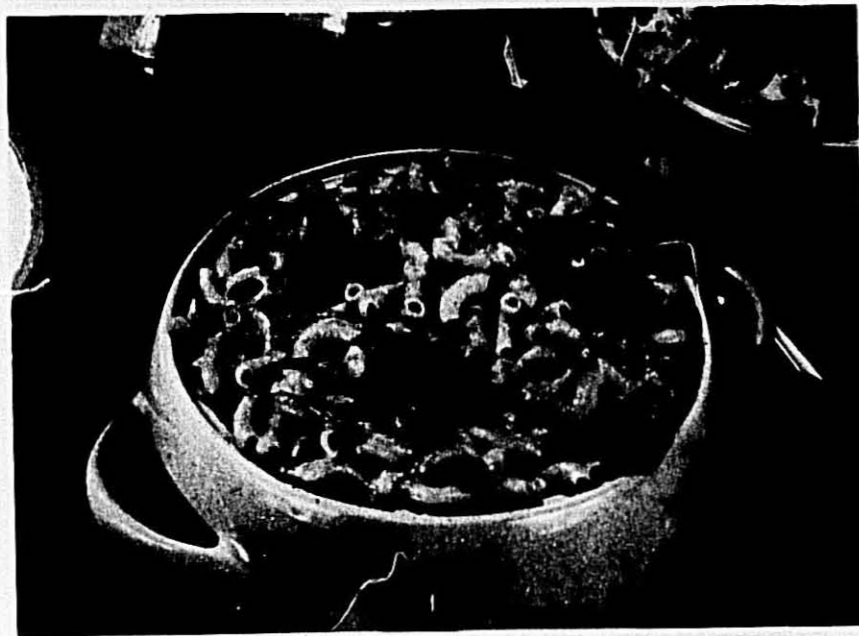
## Something Extra In Macaroni Packaging!

The appetizing food pictorial illustrated below is just one of the many EXTRA services Rossotti offers macaroni manufacturers in producing up-to-date and directly sales appealing cartons. Our library of food pictorials covers practically every type of macaroni product prepared in every conceivable manner. Depending upon the style of macaroni you are going to package, you may choose any one of a number of food pictorials, which will be lithographed on your carton.

The Rossotti organization has kept right in step with this merchandising trend. That's why every carton job we tackle starts . . . not on the artist's easel, but practically on the

open market . . . with a thorough survey and a comprehensive analysis of the point-of-sale problems. We build your package for self-service, not shelf-service. It is designed with dignity to compete successfully against all comers. Often we discover new serving suggestions in the Rossotti Kitchen . . . or nutritional values that may be emphasized to increase consumer acceptance—bring wider use—and up sales.

Do as so many other successful macaroni manufacturers are doing. Call us in on your packaging problems. Get the benefit of our EXTRA services that mean so much to your sales and profits.



Will you make this simple test? Cut out this Pictorial and place it on your present package. Doesn't it whet your appetite for a good, appetizing Macaroni dish? It will have the same effect on shoppers in Self-Service stores.

We will be happy to consult with you on your packaging Problems. There is a qualified Rossotti representative near you. He has many helpful facts and figures at his fingertips. Just call or write us for an appointment. It could be the beginning of a very profitable increase in your sales.

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## PROTECT POPULARITY WITH UNIFORM QUALITY

When consumers find a quality product they like, that product becomes popular, and sells readily . . . as long as the manufacturer maintains the quality that won popularity.

One sure way for you to maintain the uniform quality of your popular macaroni products is to depend on Amber's No. 1 Semolina, and Amber's Durum Hard Wheat Blends.

You can rely upon Amber for uniformity of color and quality, shipment after shipment. That's how we protect the growing popularity of Amber's No. 1 Semolina, and Amber's Durum Hard Wheat Blends.



## AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

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# The MACARONI JOURNAL

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## Cover Photo

For a bowlful of summertime profits — feature macaroni products in your displays during the hot weather period.

National Macaroni Institute photo.

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July, 1956

THE MACARONI JOURNAL

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## JULY IS PICNIC MONTH

**HELP WANTED:** Aggressive company with fine product and excellent consumer acceptance wants to join with like company in the most successful promotion in the food industry. Happy customers, happy cash registers, and happy high-profits guaranteed to alert, aggressive associate. Address Box ABA.

ABA stands for American Bakers Association. They have built the annual promotion of picnics into a national event. It is reported that at least nine national magazines will have outdoor eating feature stories and pictures during the campaign. The list of national organizations that will actively tie in with the outdoor eating theme is well over 100 and reads like the blue book in the food field. They will prepare more point-of-sale material and do more advertising on the picnic theme than ever before. Trade publications in the grocery and allied fields are planning outdoor eating and picnic editions with editorial and photograph coverage to a greater extent than last year.

The Wall Street Journal writes that back yard eating has hit a new high. "The thermometer is heading higher for many a food company's summer sales.

"Reason: The seasonal picnic and barbecue boom that has been heating up for about five years. Already, food men say it has shaken up established dog-day sales patterns and brought forth feverish bursts of new promotional activity — and this year it is building to a new peak.

"There has been a definite tendency toward more eating outdoors in the last few years, and this year it is gathering particular speed," says Edward J. Slotkin, Executive Vice President of Hygrade Food Products, Inc., big Detroit meat packer.

Biggest of all the special promotions is the American Bakers Association's mammoth "July is Picnic Month" drive. ABA has been running this for four years now but asserts that this year's campaign will far outstrip any previous efforts. For example, nearly 1,000 daily papers this year will run special picnic supplements prepared by ABA against 534 last year, the Association declares. Picnic scripts have been sent to 1,500 radio stations against 591 last year, while display banners extolling the virtues of many foods will be hung in 155,000 retail stores against 145,000 a year ago.

Some companies and associations are making special promotions of their own to fit into the national campaign. For example, the Can Manufacturers Institute has teamed up with the U. S. Steel Corporation to promote canned foods for picnics with ads in national magazines, television commercials, and promotional

kits distributed to 5,000 supermarkets. They call their idea "Quicknic."

Oddly enough, food men admit they don't know the exact size of the outdoor market all this high powered merchandising is aimed at. Nevertheless there are indications that it is a big one.

American Home magazine last year polled 2,083 housewives all over the country and found 90% of the ladies' families had eaten outdoors at least once or twice during the summer. About 49% ate outdoors at least every two weeks, while nearly 20% ate 'a the open more than once a week. Though only a little over half owned barbecue equipment about 30% of those who didn't planned to buy some this year.

Why the big boom in outdoor cooking? Experts cite the greatly increased number of automobiles in use, longer vacations, and more leisure time. Grille makers and food executives also credit population shifts to the suburbs and the general drift to casual living. Another factor: husbands for some reason seem to find the barbecue pit a more intimate outlet for culinary talents than the kitchen range. Packing picnic treats requires no great talent.

A full scale publicity drive in national magazines, daily and weekly newspapers and on radio and television homemaker shows by the National Macaroni Institute will highlight macaroni, spaghetti, and egg noodle products for easy summertime dining in salads, top-of-the-range dishes, both made to order for picnics. In announcing the drive to grocery trade publications the macaroni promotion was billed as "A Bowlful of Summertime Profits." Grocers were urged to feature macaroni products in their displays during the hot weather period to develop excellent related-item sales for elbow macaroni, spaghetti, and egg noodles with cold cuts, canned meats, salad dressings, dairy products, and produce.

The photographs and recipes for Macaroni Picnic Salad, Macaroni Picnic Medley, and Noodles with Hungarian Veal Balls have gone to National Macaroni Institute members to help them tie in their own sales efforts with this national drive during the summer.

### CASSEROLE COOKING

From *The Archer*, publication for 8,000 employees of Archer-Daniels-Midland Company.

Fat or thin, young or old, we all need protein in our daily diet. Macaroni can be just the thing to put this essential food element on your table easily and economically.

Macaroni, the stuff with the holes in it, is only one of many forms manufactured. Others include spaghetti, noodles, and such unique shapes as sea shells, ribbon, alphabets, and bow ties.

In addition to being an especially economical buy, macaroni is also very popular because it's so easy to prepare.

Satisfying, whole-meal dishes can be ready to serve in as little as 15 minutes. Used as a substitute for potatoes, macaroni is quicker to cook and needs no messy peeling.

Many Italian people have spaghetti several times a week, yet they never tire of it. It's the sauce that turns the trick. Use of different sauces and different forms of macaroni and spaghetti can make every meal new and interesting.

Essentially a bulk food, macaroni is made from high-protein wheat. It has considerable energy value, making it an excellent food for active workers and growing children.

Enrichment is another plus that the manufacturer of high quality macaroni products can offer. Enriched macaroni products provide more vitamins and minerals than ever.

Macaroni's starch content makes it a logical alternate for potatoes, but don't sell it short on nutritional value either. Two-thirds of a cup of cooked macaroni without sauce supplies 6% of the daily adult protein requirement, 1% of calcium, 4% of phosphorus, and 3% of the iron. This average serving will give you 4% of your daily energy requirement, and costs a lot less than sirloin steak.

The manufacture of macaroni products has changed radically in the past several years.

In the old process, the mixing, kneading, pressing, drying, and packing was slow, tedious work, much of it done by hand.

Today, semolina, farina, or flour is mixed with water and formed under pressure by high speed, continuous presses and drying equipment. From the time the raw material is unloaded from sleek, sanitary railroad cars and transported into the plant by air or pneumatic systems, until you reach for the package on the grocer's shelf, no human hand touches the macaroni itself.

It is generally recognized that macaroni products made from durum semolina are the best. Durum gives more eye appeal, because it gives better color to the finished product. It has more cooking tolerance, with less tendency to mush up. Durum also has better flavor and texture, with more firmness to the bite and better aroma.

Durum is a hard, high protein wheat which originated in Russia and was brought to this country by the United States Department of Agriculture in 1900.

A large percentage of the durum products used in the manufacture of macaroni and noodles is milled in Minneapolis by

(Continued on page 38)

## THE REAL ISSUES IN AGRICULTURE

From a talk by Karl Brandt, Associate Director Food Research Institute, Stanford University, and President American Farm Economic Association, Stanford, California, at the 44th U. S. Chamber of Commerce Convention.

IN an election year, many areas of national policy become issues of controversy, emphasis, over-emphasis, and erroneous accentuation. But we can easily agree that, next to foreign policy, it is agricultural policy this year which is the most hotly contested area in politics.

If, under these circumstances, we want to examine the real issues in proper perspective and their true proportions, it seems imperative for us to step back far enough from the picture to size up what we can see, and to weigh with equanimity what it implies for the coming decade and beyond. None of the economic and social problems of American agriculture today is of a short-term emergency nature. This applies even to the surplus situation in some commodity markets. None of these problems lends itself to quick, energetic, remedial action, and all are closely intertwined with the long-term expansion of the American economy and international economic development.

### Recognition

The real issue in our agricultural policy is not whether farmers should be assisted by the United States government in improving their income or, indeed, how much assistance they should receive. The Congress as well as the Executive branch of our government are agreed that such aid will be granted in generous amounts. The issue is the clear recognition of the proper goal of such aid, and the choice of effective means by which to reach it with a minimum of waste, detours, and damage to the system itself.

When we speak of our agricultural plant that produces the food and fibers, we envisage only a part of it: the farm. In reality, vastly many more segments of the non-agricultural economy are included in the agricultural plant. Aside from the automotive, farm machinery, and petroleum industries, more and more chemical industries have become suppliers of agriculture, and when all the processing, transportation, banking, and other commercial services are considered, there are scarcely any industries which do not, in some way, participate in farm production. So much the more important is it

to see the goal for aid to agriculture in the perspective of the growth and stability of the national economy. Such growth requires manpower in new occupations and industries. The reservoir from which much of it must come is the low-income farms. Agriculture should continue to increase the productivity of labor and adjust its output to the increasing needs of a fast-growing population with a rising level of living. In doing this, agriculture will gradually conquer poverty in the large areas with under-sized and under-capitalized farms, and hence underemployed farm people, by making the necessary structural changes. This will take time and patience.

### Individual Freedom

If individual freedom and respect for human dignity are not unwittingly to be lost in the process of aiding agriculture, no measures can be considered which would, by subsidies, make economically untenable conditions socially bearable. Unfortunately the political temptation to do exactly that is very strong. Nor must any measures be enacted which interfere with the managerial freedom and responsibility of the operators of our farm enterprises.

The choice of occupation and search for the place where people earn their living must be their own. To avoid crossing the threshold of the economy of compulsion and the police state, we must neither push people out of their chosen place in the economy ("resettle" them), transfer them by public policy, nor bribe them with a guarantee of security in such position. The static guild system of the Middle Ages could do that. Our dynamic economy, which abolished the proletariat and lifted a people to the position of an enormously broad, advanced middle class, can function only under conditions of flexibility and under the will of all the people to accept the rule of adaptation by free choice.

To emphasize this still more, I want to say that the truly inexhaustible well from which our nation's agricultural wealth flows is the freedom of management, experimentation, and invention on all farms, with the assurance that success is the individual manager's reward as the results of failure are his penalty. A vital condition for the proper functioning of this system is the freedom of entry and exit in this occupation, and the general acceptance by the citizens in this de-

mocracy that it is up to them to choose the place within the economy where they can serve best and obtain the reward they want.

### Economy

The true distinction between the coercive economy and the free economy lies precisely in the way adjustments in the allocation of manpower come about. It is the greatest political and economic asset that in the free economy man can be induced, but not ordered around or pushed in or out of jobs against his will. Hence our government should conduct its overall economic policy in such a fashion that by encouraging the steady growth and stability of the national economy, all those people who do not find a sufficient income in agriculture will be given opportunities for other employment. The essence of the free economy is that its citizens must have alternatives to choose from. So long as freedom of exit from the farm exists, the farm situation can never become unmanageable. To facilitate the use of the freedom of exit, the government legitimately provides information, employment service, special training schools, and advisory services.

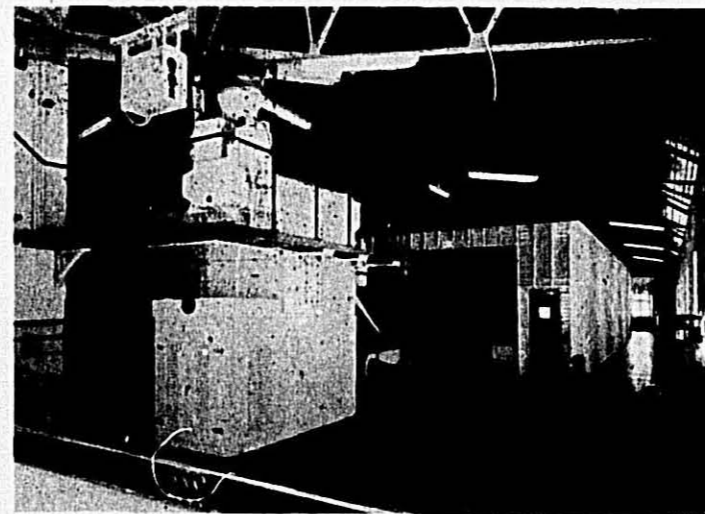
For a substantial proportion of the low-income farm families in the southeastern part of the country, the solution lies in non-agricultural employment. It is contrary to the national interest as well as the interest of the families concerned to pay subsidies that act as inducements not to search for such employment. It is the misfortune of political democracy that frequently the defense of the status quo is a far more popular platform than one that eradicates the evil at its root.

It is compatible with our economic system to use even very large public funds for years of aid to low-income families, provided these funds serve to make these families independent, in due time, of such public support. It is also compatible with our system to grant farmers time for adjustments by shielding their enterprises temporarily against the impact of sudden and large-scale price declines. Such stop-loss or stop-disaster assistance in an emergency, however, in no way presupposes interference with and disturbance of the market and the price mechanism.

### Price Instability

There is much discussion about the need to diminish the instability of farm prices by operating public granaries. The greatest instability which farmers have in mind,

(Continued on page 32)



Buhler Press and TTM Short Goods Dryer Installation

## BUHLER SHORT GOODS DRYER, TYPE TTM

### PRINCIPLE

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

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

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

### DESIGN CHARACTERISTICS

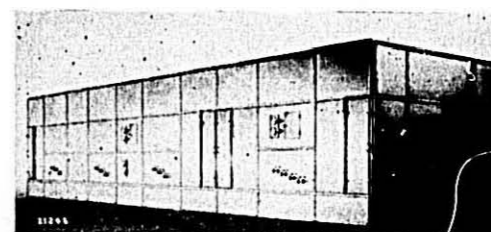
- 1) The TTM offers the smallest space requirement for a dryer of this capacity, plus small power consumption compared with capacity.
- 2) Aluminum housing over light-weight insulating panels is designed as a heat and vapor barrier, permitting the dryer to be operated at higher temperatures and humidities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

veyor elements, thus eliminating repairs and breakdowns.

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

### CAPACITY

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



TTM Short Goods Dryer in Light Metal Panelling

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## THE \$5,500,000,000 QUESTION

From comments by James A. Farley, Chairman of the Board, Coca Cola International, New York, N. Y. at the 44th U. S. Chamber of Commerce Convention.

YOU know that the first Hoover Commission was unanimously created by Congress on a bipartisan basis in 1947; that it completed its report to Congress in 1949; that some 72 percent of its recommendations were eventually adopted which resulted in savings that now total, I am informed, over \$7 billion. The success of the first Report was due primarily to the great leadership of its chairman, to the quality and objectivity of its research, and to strong, bipartisan citizen support of its recommendations.

The first Commission paved the way for the second, on which I had the honor to serve from 1953 to 1955. Under the same leadership and with experience to build on, the second Commission's report was even more comprehensive, even more searching, and potentially even more rewarding to the nation than the first. Taken solely as a matter of dollars and cents, full adoption of the Report would yield savings of over \$5 billion a year. That would be a return of \$1500 for every one of the 3,300,000 words in the reports of the Commission and its task forces. And that, I submit, is a "royalty" beyond the dreams of any author in or out of Hollywood.

But here, for the sake of perspective, let me remind you that, prior to 1947, innumerable boards, committees, and commissions had made studies of the government and issued reports all of which perished in "the dusty pigeonholes of Washington." We cannot assume, on the basis of one precedent-shattering experience, that the acceptance of the first Hoover Report is in any sense a guarantee of the success of the second. Quite the contrary. The current report digs more deeply into the root problems of modern "Big Government." It bites more sharply into areas of vested interest. It calls for fundamental policy decisions of the sort which both officials and legislators traditionally prefer to avoid. We may be due for disillusionment unless we bend all our energies to the mobilization of public support.

The educational task ahead of us, it seems to me, falls into two main parts. First, of course, there is the job of seeing to it that the factual findings of the Commission and its task forces are not forgotten. This means that, by every possible medium, we must continue to make those facts known far and wide. Second, and just as important, is the task of interpreting the Commission's findings in terms of their true meaning and deep significance to all of us as citizens.

In this way, I believe, we may yet succeed in awakening the nation to the grave realities which the Hoover Report so clearly underscores. It sometimes seems to me that in these recent, hectic decades of depression, war, cold war, emergency and more war, we have almost lost our appreciation of the principles on which this free nation was founded. Something has happened to numb our sense of history and even our understanding of simple arithmetic. In a very real sense, I fear, we have been hiding our heads in the sands of careless governmental expansion, inflation, and runaway public debt.

You may recall that I entered the federal service as Postmaster General in 1933. It seemed then that we had a large and complex Executive Branch with 572,000 employees, 450 different departments and agencies, and a budget of \$1 billion.

Here, twenty years later, we found the results (and I consider them inevitable) of the vast international pressures which have forced us to expand our governmental functions in every direction. With 2,300,000 civilian employees and nearly 3,000,000 more in uniform, we have built a vast structure of more than 2,100 departments, agencies, boards, bureaus and commissions. For every dollar we spent in 1933 we were spending more than fifteen. To put it another way, the cost of federal paperwork alone today is equal to the whole federal budget a mere twenty years ago.

Perhaps we need to give more attention to our self-education in fundamentals. At any rate, we cannot at the moment say with any assurance that the second Hoover Report is well on its way to successful implementation. Months have passed since the Commission sent the last of its report to Congress. Where, in terms of its acceptance, does this report stand today? As you know, some 45 percent of the Commission's recommendations can be implemented by Executive Branch action; most of the remainder require legislation. As far as I know there has been no official announcement of government-wide results as yet, although we have had good news of Executive action on several fronts.

Americans always like to see results and, in this connection, permit me to cite one little-known illustration of the fact that something can be done to reduce governmental delay, confusion, and waste. Among the recommendations of the first Hoover Commission's report on Budgeting and Accounting was the spot-checking, rather than the double-checking, of governmental vouchers. In the past, huge truckloads of vouchers would be driven

into Washington from such places as, let us say, the Rock Island Arsenal. These had already been checked once at Rock Island but they had to be checked all over again, one by one, at the General Accounting Office.

Almost at the very same time that the Commission was making its recommendation, the General Accounting Office was building a large new building here in Washington. The recommendation on spot-checking was meanwhile accepted and the parade of trucks was brought to a halt. As a result, there was plenty of room in the Government Accounting Building when the second Hoover Commission came to town in 1953 and there, if you please, was where the Commission was comfortably housed. Thus, you might say the first Commission literally made room for the second.

To return to current results we see, as I say, much that is encouraging. The Citizens Committee recently estimated that approximately 22 percent of the second Commission's recommendations have so far been adopted with savings reckoned at \$170,000,000 a year. But here's the rub: 18 percent of these gains were made by Executive action and only 4 percent by legislation. By contrast with the 1949 record for a comparable period, this is deeply dismaying. For, ten months after the first Commission completed its Report in 1949, Congress had enacted five major Public Laws, a number of lesser ones, and six Presidential Reorganization plans.

Now to be fair we must recognize certain important differences. This is not only a bigger report than the first, it is much "tougher," so to speak. It deals with functions, not departments, and it cuts into policy lines. Its full adoption may well be the work of years. Yet, to assure real success in 1957, we need a 1956 record of Congressional action as a precedent. And the great majority of the recommendations, 80 to 85 percent in fact, are not controversial. Surely we can deal with a substantial portion of them now, even in a so-called "Presidential" year.

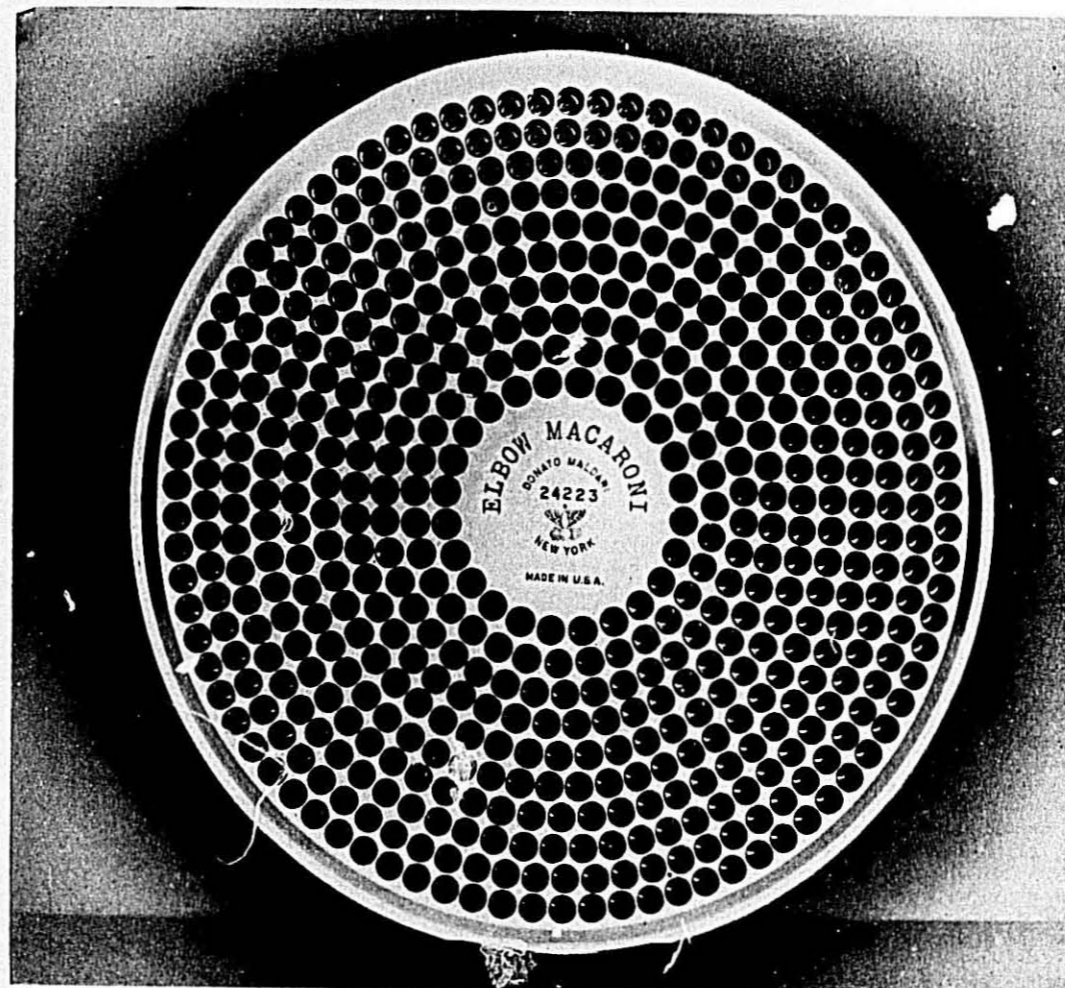
I, for one, do not believe that this Congress is by and large hostile to, or unwilling to act upon, the Hoover Report. Quite to the contrary my friends on Capitol Hill tell me that they are much impressed with the Report as a whole even though they may, as individuals, differ with certain provisions. But when I ask them why Hoover Report legislation isn't moving faster they tell me in effect that they just simply aren't being asked enough.

There is just one way of stating the big message of the Hoover Report in its

(Continued on page 28)

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## TOOLING UP FOR THE COLD WAR

From comments by Harry A. Bullis, Chairman of the Board, General Mills, Inc. and Director, Chamber of Commerce, at the 44th U. S. Chamber of Commerce Convention.

FOR many years now I have been an economic optimist. This means that even in periods of downturn, I have never for a moment doubted America's power to develop the strongest and most dynamic economy known to man.

Now, as a confirmed economic optimist, I face this awesome era called the atomic age with confidence, tempered with realism and with the belief that some degree of wholesome fear of the future can be a positive influence.

When we speak of retooling for the atomic age we tend to overlook the social changes it will demand, among them perhaps the uprooting of many of our deep-seated cultural prejudices. Instinctively, we will resist drastic change. Intelligent, fully realized fear of the forces to be loosed in the future must become one of the dynamic factors in our plans for retooling for the atomic age. It is the force that will jar us out of our social rut.

Let's consider the phrase "retooling for the atomic age." Let's define just what it may mean to us today, to our families and our business.

First of all, in my opinion, retooling for the atomic age means reshaping today's economy for the war that is on—not a shooting war. The atomic stalemate between Soviet Russia and the United States is keeping the bombs in reserve. But there is a war—a war for survival between communism and democracy, an economic war that is ruthless and ferocious.

Soviet Russia is out to strike us where it hurts—in the pocketbook. Once she has won in the economic area, she counts on easy victory in the political arena.

During the past six months, Russia has been putting on pressure. They have penetrated countries which are politically unstable and whose people are inflamed with nationalism, countries staggering under low standards of living and financial woes. To these less-developed nations the Communists are offering economic aid, loans on unrealistic terms, trade and, in addition, arms.

Let us admit that the Soviet Union's tactics are immoral, deceptive, supercharged with political guile; that their entire scheme of living and propaganda is based on godlessness and slavery. But the fact remains that Soviet Russia is still our number one economic rival. And the outcome of this long trade competition for the less-developed countries will very likely determine which way, communistic or democratic, the world will go.

Economically, we are doing all right in our nation. In 1946 our gross national product was \$209 billion, equal to about \$290 billion in present day dollars. This year it will be \$400 billion, 40% higher. Ten years ago we were producing steel at the rate of 85 million tons annually. This year it will be 128 million tons.

As point now to a balanced budget in the near future. In each of the past three years, our Federal Government has collected in taxes a sum almost as large as Soviet Russia's total gross national income. Yet our taxes are not killing us.

It is going to cost us money to fight the economic war with Russia. Yes, billions of dollars. But we have the substance and production techniques to do it. To win, however, we need more than that.

We must accept the basic fact that we do not live alone in the world. It is not enough for free enterprise to prosper in the territorial United States. We cannot afford to permit half of the earth's population to be economically sick. Less-developed countries lack the economic vitality to resist the bullying of the Soviets. Especially, when threats are disguised in easy credit and empty promises.

Even in the face of Russia's infiltration into less-developed countries, as well as into France, Italy, Finland and Latin America, our economic aid to other nations has averaged less than 2% of our national income. The amount of private lending and investment is also low. With only 7% of the world's population we enjoy about 37% of the world's consumption. Surely we should be able to multiply our loans two or three times for the sake of world stability. That would be a small price to pay.

We Americans are setting a fast pace of industrial progress. We need to keep up that pace. Our record, if clearly understood, should inspire every unprejudiced observer with the conviction that a free economy, properly nurtured, can outperform centrally planned socialistic and communistic economies. If we make it evident that we want to help by sharing our know-how and our substance, we can spur what is left of the Free World into enlarging its margin of productivity over the communist-led part of the world.

Russia has served notice that she is extending the cold war to the economic front. To prove it, she made a deal with Egypt to supply arms from Czechoslovakia; she offered aid to Egypt in building a huge dam on the Nile; agreed to build a steel mill in India; promised to take surplus rice from Burma in exchange for industrial equipment; and will assist Afghanistan to build factories and oil facilities. Communist aid to Egypt, India, Afghanistan, Yugoslavia, Indonesia, Syria, Burma and a number of other nations is

estimated to total about \$500 million during 1955 and the first few months of 1956.

Of course, we have been trying to promote economic development in those areas which are now dealing with Russia. We have programs of government loans and grants; we have made an effort to stimulate private investment in foreign countries. Yes, we have a technical assistance program. But let's face it. Capital investment funds from the United States and other countries into less-developed areas is at the rate of a little more than \$1 billion a year. Most of that has gone to Latin America. The less-developed nations, many of them new, which today are so vital in the fierce struggle between the Free World and Russia, could use twice as much as that. In self-defense we must dig deeper into our pockets.

Our foreign aid is small as compared with our military expenditures. We are increasingly dependent upon the rest of the world for raw materials and it makes sense to invest capital in less-developed areas in order to assure ourselves of sources of supply.

We should give sharp thought to supplying more investment capital to these wobbly nations. Private capital would be best, in my opinion. Public money should take the form of long-time loans at low interest rates, rather than grants. Our public funds should be used mainly for power, transportation, communications and irrigation projects essential to stabilizing these governments. We might also use our agricultural surpluses to promote economic development, if that can be done without disrupting international markets.

We are in an economic cold war of the atomic age. Our best offensive is to spread our technological and managerial skills to help industrially backward countries. If we fail to do this we will be creating an economic and sociological vacuum. Into that vacuum, Soviet Russia will be quick to pour her ideologies and offers of economic aid.

Quite frankly, we have got to inconvenience ourselves for freedom; go out of our way to lay some extra money on the line to see that it is preserved. Once we set our course to pay whatever price is necessary to win the economic war, we will have broadened the mantle of freedom to cover the underdeveloped nations that are now counted borderline or behind the Iron Curtain. Only then will these nations know the newness, the freshness, the dignity and the rewards of the American system of democratic self-government. Only then, will they recognize the Soviet system for the slavery that it is—the oldest and most depraved institution in human history.

# 1919 - It's Our Birthday - 1956

## 37 years OF SERVICE TO INDUSTRY

Since 1919 *Clermont* has consistently originated, designed and engineered the most important machine contributions to the progress of the industry. These include the

### FIRST AMERICAN AUTOMATIC

Noodle Dough Sheetcr  
Macaroni Press  
Noodle Dryer

Short Cut Macaroni Dryer  
Long Goods Macaroni Dryer  
Long Goods Spaghetti Cutter

Nothing  
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What's Been Going On Inside

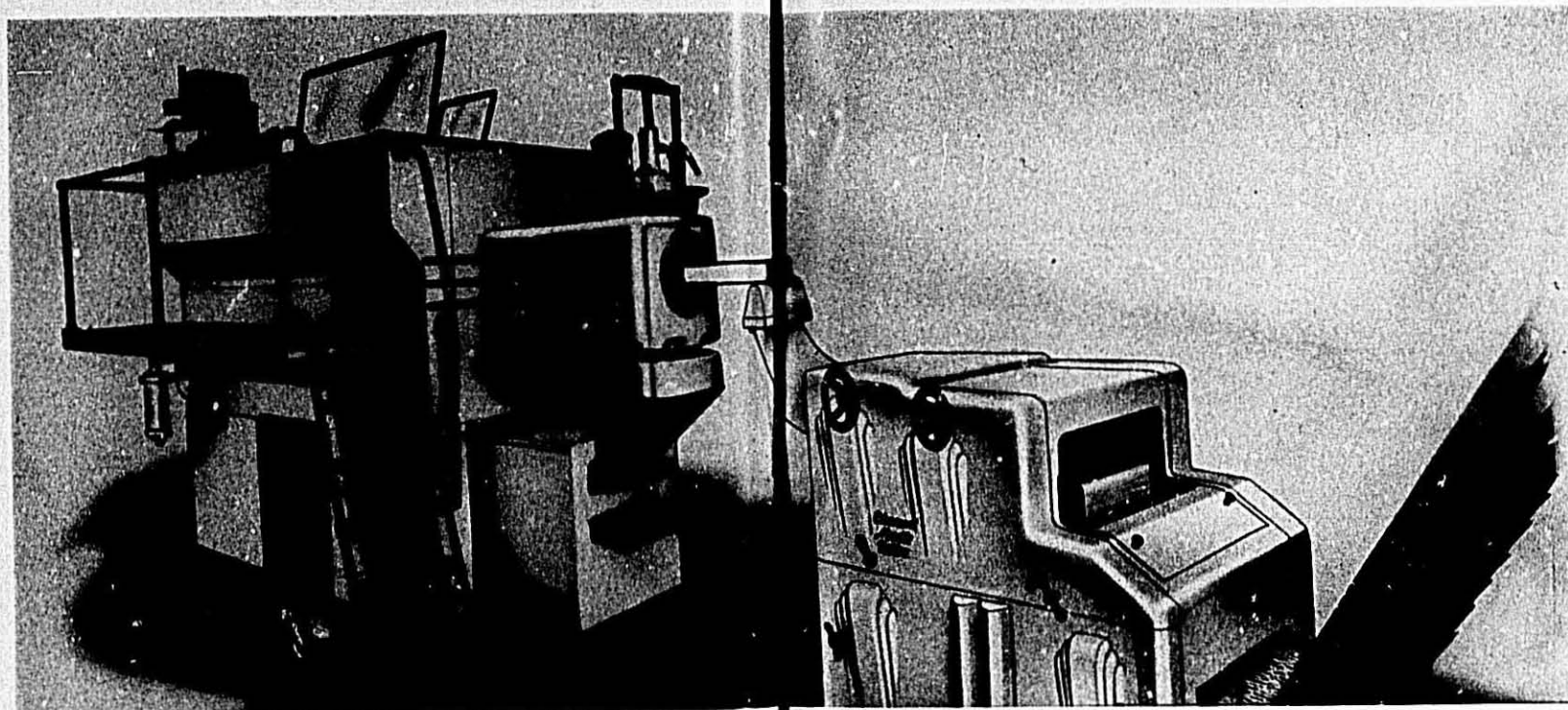
*Clermont?*

OPEN AND SEE

THE SPOTLIGHT IS ON

## Clermont's Unique New VMP-3

Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour



The Lid's Off

### Introducing

Clermont's NEW VMP SERIES OF EXTRUDED NOODLE DOUGH SHEETERS AND PRESSES  
ADVANCED DESIGNS YEARS AHEAD

Fashioned for the macaroni/noodle industry

There is a RIGHT one for You

Exclusive new *Clermont* features make the VMP series the most exciting and notable development the industry has shared since *Clermont* designed and initiated the first American Automatic Macaroni Press.

Get familiar with EACH machine. You will learn not just one reason but many reasons why the VMP machines are your key to quality processing, stepped-up efficiency, topnotch performance and simplified operations.

NO MATTER WHAT OUR REQUIREMENTS - Buy Clermont!



1919 - It's Our Birthday - 1956

# 37 years OF SERVICE TO INDUSTRY

Since 1919 *Clermont* has consistently originated, designed and engineered the most important machine contributions to the progress of the industry. These include the

### FIRST AMERICAN AUTOMATIC

- |                      |                             |
|----------------------|-----------------------------|
| Noodle Dough Sheeter | Short Cut Macaroni Dryer    |
| Macaroni Press       | Long Goods Macaroni Dryer   |
| Noodle Dryer         | Long Goods Spaghetti Cutter |

Nothing about a *Clermont* machine is commonplace. *Clermont* designers were FIRST to meet the industry's demand for modern, stream-lined, clean-swept styling and among machines *Clermont's* command instant attention.

*Clermont* machines LOOK BETTER, PERFORM BETTER, WEAR BETTER

The listing grows year by year and we will continue to meet the challenge of the ever expanding industry to always set the pace through new and improved machine designs for space-saving compactness, for performance, for construction, for dependability.

### EXPERIENCE SKILL IMAGINATION BOLDNESS

have made *Clermont* a vital factor in the spectacular growth of the industry. Proof of our engineering skills can be found in plants all over the nation where again and again the name *Clermont* appears as the designer and builder of the producing equipment.

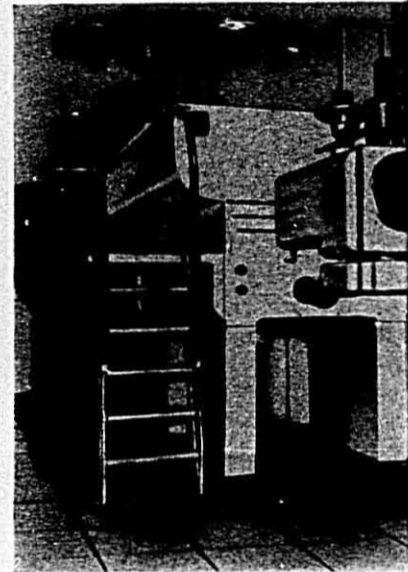
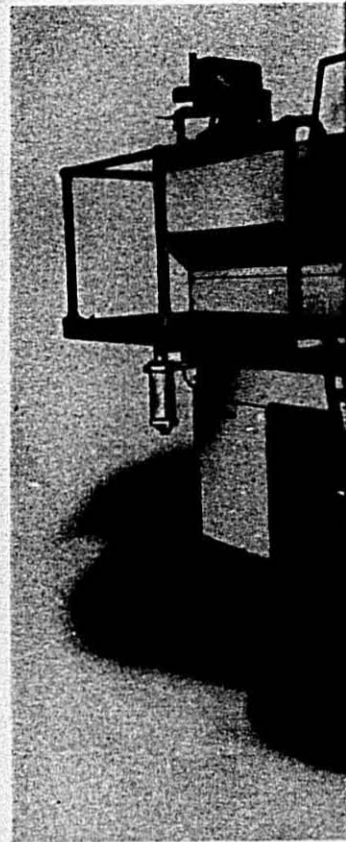
Nothing great can be created suddenly. During the past 37 years *Clermont* Engineers have found many answers. In the next 37 years we will continue to forge ahead finding new solutions for old problems and originating new processes and techniques for simplifying and improving macaroni-noodle processing.

IN THE YEARS AHEAD - AS IN THE YEARS GONE BY - FOR THE VERY BEST

*Buy Clermont!*

THE SPOTLIGHT IS ON

*Clermont*  
Extruder



VMP-3 with short cut attachment.

FOR THE S

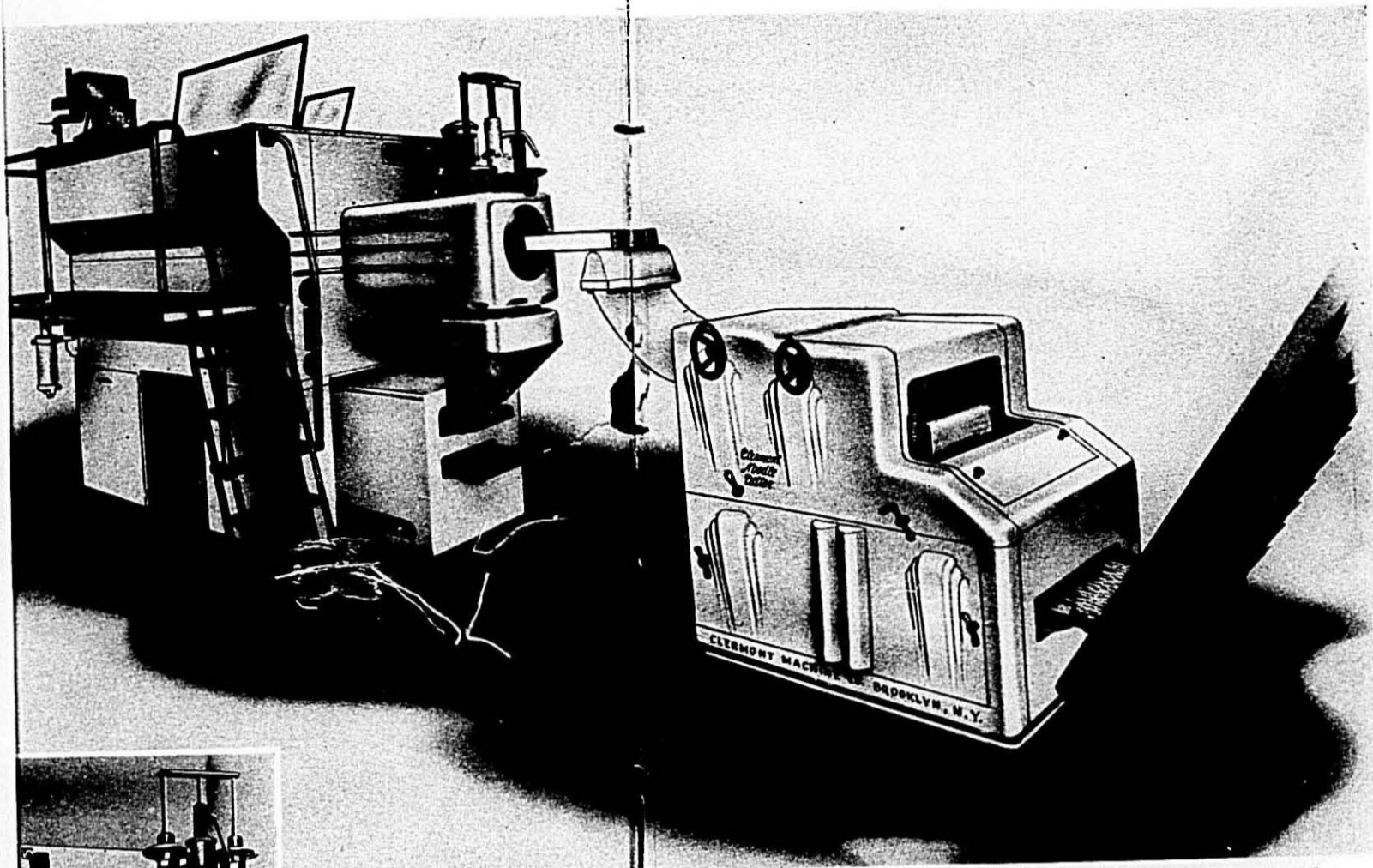
*Clermont Machine Company*

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TEAR OUT

# Clermont's Unique New VMP-3

Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour



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

Clermont Extruded Noodle Dough Sheeter VMP-3

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

- Capacity range** - Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.
- Large screw** for slow extrusion for better quality.
- Engineered** for simplicity of operation.
- Rugged construction** to withstand heavy duty, round-the-clock usage.
- Matchless controls.** Automatic proportioning of water with flour. Temperature control for water chamber.
- Only one piece housing.** Easy to remove screw, easy to clean. No separation between screw chamber and head.
- Newly designed die** gives smooth, silky-finish, uniform sheet.
- Totally enclosed in steel frame.** Compact, neat design. Meets all sanitary requirements.

FOR THE SUPERIOR IN NOODLE MACHINES IT'S ALL WAYS *Clermont!*

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

266-276 Wallabout Street

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

*Clermont*  
Company

*Unmistakably The Finest*  
**Clermont's Brand New Vacuum Process Macaroni Press**  
**The VMP-4, the GIANT of all Short Cut Presses**

IMPORTANT READING FOR THOSE WHO WANT TO CUT PROCESSING COSTS:



Check 9 *Clermont*  
**EXCLUSIVE Design Features**

- Large stainless steel screw affording 1300 lbs. PLUS per hour.
- Electronically controlled to automatically proportion the correct amount of additional water needed to maintain optimum viscosity in the mix.
- Vacuum process is on the screw leaving free access to the mixer.
- Stainless steel duplex mixer.
- One piece housing simplifies extraction of screw. Screw extracted by removal of front cap. No bolts or nuts to remove. Easy, one man, handwheel operation.
- Constant temperature control of water circulating in the housing maintains uniformity of product size.
- Built-in automatic cutoff attachment. No extension arm, no pole. Invisible externally.
- Variable speed on the cutoff attachment permits cutting product with a single blade ranging from the finest pastina to rigatoni.
- Space provision underneath the machine for installing preliminary shaker.

*Ultimate In Adaptability*

To meet industry needs — designed to do more than one job.

*Optional Features*

By removing front handwheel and connecting a tube, press can be used in conjunction with an automatic spreader for long goods production.

Machine can be adapted for extruded noodle dough sheet.

Built for long life and constant performance.

Meets most exacting sanitary requirements.

WHEN LESS THAN THE BEST WON'T DO, *Buy Clermont!*

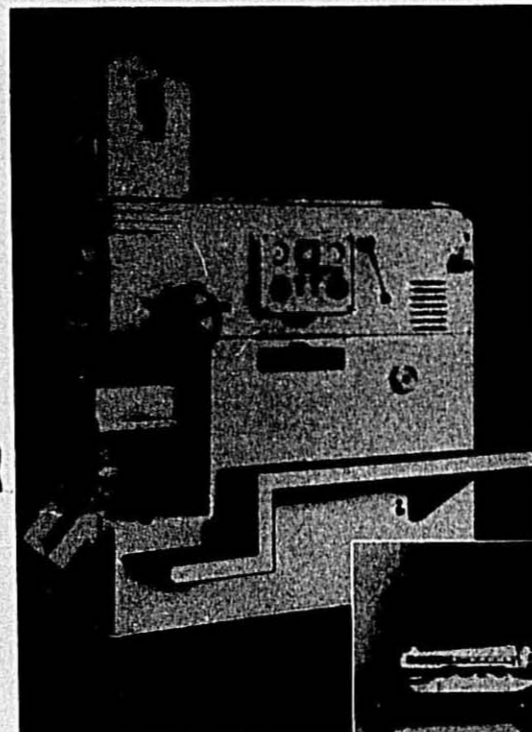
IF YOUR AIM IS AUTOMATION

**The Big News for the Smaller Manufacturer**

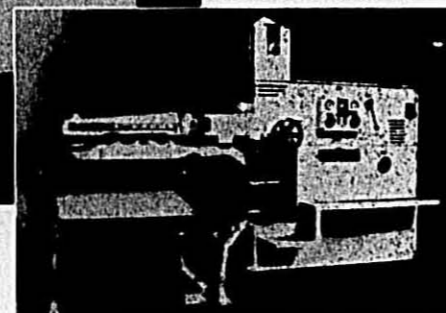
*Clermont's Short Cut Press, VMP-1*

with or without vacuum process 350 pounds per hour

**EXTRA PRESS VALUE - HERE'S WHY**



Short Cut Press, VMP-1



Short Cut Press, VMP-1 with Fedillini attachment

- AUTOMATIC SIFTING DEVICE.** Flour feeder sifts flour before flour enters mixer.
- MIXER** built within the housing forming a one piece construction.
- REMOVABLE MIXER SHAFTS AND PADDLES** for rapid, thorough cleaning.
- WATER TANK** built inside the machine affording extraordinary sanitation.
- WATER SPRAY DEVICE.** Fine spray of water enters mixer simultaneously with the flour to maintain uniform mixture.
- ONE PIECE HOUSING** simplifies extraction of screw. Screw extracted by removal of front cap. No bolts or nuts to remove. Easy, one man, handwheel operation.
- BUILT-IN AUTOMATIC CUTOFF ATTACHMENT.** No extension arm, no pole.
- DIE REMOVAL** accomplished by turning handwheel to lower die holder.
- PRELIMINARY SHAKER INCLUDED,** installed underneath the machine.
- INSTRUMENT PANEL BOARD** contains pressure gauge, vacuum gauge, amp meter and temperature control.
- OPERATING MECHANISM** all at operator's finger tips. Machine operated from floor level.

*All this Plus*

Optional features which extend the scope of uses to:

Production of extruded noodle dough sheet by removal of front cap and insertion of special attachment.

Operation in conjunction with a Fedillini machine.

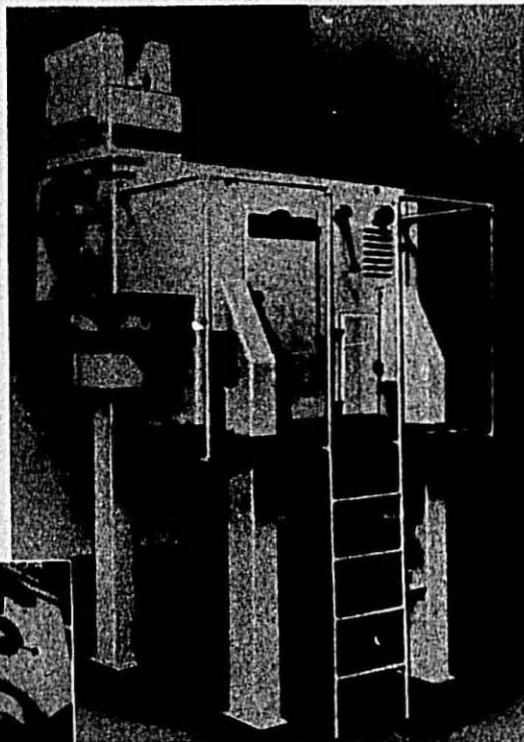
MAKE IT EASY FOR YOURSELF, *Buy Clermont!*

MODERNIZING?

LOOK!

## Clermont Sets New Standards in Macaroni Presses

The VMP-2, with or without vacuum process 450 pounds per hour



VMP-2, Combination Short Cut and Long Goods Press



Close-up of cutoff attachment

### BENEFITS PLUS

Most versatile of all medium production presses

BETTER BECAUSE -

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

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

**REMOVABLE MIXER** shafts and paddles for rapid, thorough cleaning.

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

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

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

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

**INSTRUMENT PANEL BOARD** at eye level height.

**SPACE PROVISION** underneath the machine for installing preliminary shaker. Shaker is optional equipment.

**COMBINATION TYPE** for production of short cuts or long goods. Long goods manually spread.

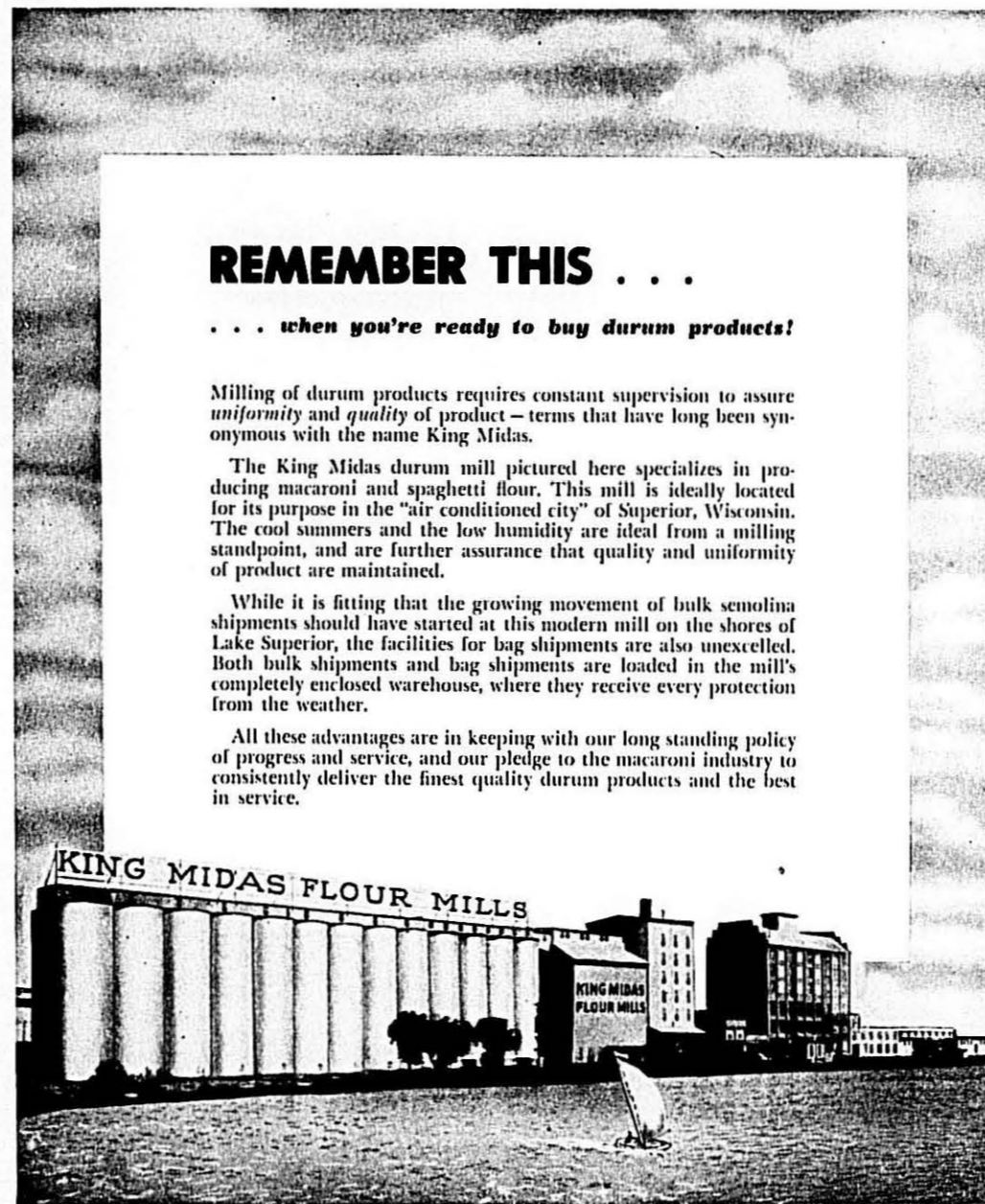
*Compactness! Adaptability! Simplicity!*

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

THE SURE WAY - *Buy Clermont!*

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

*Clermont Machine Company Inc.*



## REMEMBER THIS . . .

. . . when you're ready to buy durum products!

Milling of durum products requires constant supervision to assure *uniformity* and *quality* of product - terms that have long been synonymous with the name King Midas.

The King Midas durum mill pictured here specializes in producing macaroni and spaghetti flour. This mill 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, and are further assurance that quality and uniformity of product are maintained.

While it is fitting that the growing movement of bulk semolina shipments should have started at this modern mill on the shores of Lake Superior, the facilities for bag shipments are also unexcelled. Both bulk shipments and bag shipments are loaded in the mill's completely enclosed warehouse, where they receive every protection from the weather.

All these advantages are 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.

Durum Products by *King Midas*  
KING MIDAS FLOUR MILLS • 660 GRAIN EXCHANGE • MINNEAPOLIS 15 • MINN.

## PUBLIC RELATIONS AND SALES

From comments by G. Edward Pendray, Pendray, Cook & Hoiving, New York, N. Y. at the 44th U. S. Chamber of Commerce Convention.

**F**IRST, I would like to try to make clear the role of public relations as compared with other sales activities, such as advertising, sales promotion, and the functions of the salesman.

Public relations can be defined broadly enough, of course, to take in all of these functions. In our practice we often so define it, since it is difficult to develop an effective public relations program for a commercial organization without close coordination with the sales and advertising programs. In reality they are all part of the same thing.

Public relations here is to be considered as that part of the sales function remaining after you subtract advertising and the salesman.

In the old-fashioned view, of course, there would simply be nothing left — except possibly a little of what some businessmen still refer to as "free publicity." But the modern view, backed up by a great deal of actual experience, is that a very large part of the sales function still remains — a part without which, in many cases, the other two functions would lose much of their effectiveness.

It happens that I was raised in the country, and it is often easiest for me to think in agricultural terms, and explain things that way. For the moment let us view the interplay of public relations, advertising and salesmanship in terms of a farmer and his crops.

First, in the spring, the farmer must plow, disc, harrow and fertilize the soil. In selling, that is the job of public relations. It prepares the "mental soil" of the customer for what is to follow. Then, along comes the advertising, and plants the seed — the specific appeal to buy the product. The salesman's job is to cultivate, and finally harvest, the crop.

Without some sort of public relations — by whatever name you choose to call it — to prepare the minds of the customers, the selling effort will be as difficult, and relatively as unfruitful, as though the farmer cast his seed on unplowed ground.

For when a customer buys a product, he really buys two things: the product itself, and the reputation of the organization or company behind it. Everything else being equal, he will usually choose the product or service that in his opinion is backed by the company with the best reputation. Consequently, what the customer thinks about the company supplying the product or service has a large

effect on whether the sale will be made at all; whether it will be made advantageously with regard to competition — and sometimes, even the price at which it will be made.

This naturally brings us to the question: how does public relations go about to prepare a suitable pre-buying attitude in customers?

Public relations prepares the way for effective advertising and sales effort by conditioning the mental reflexes of customers. This is the objective of all the tools, activities and programs, and unless this is fully understood, the tools themselves can be used *ad infinitum*, but will not produce the results desired.

It will be remembered that the theory of the conditioned reflex goes back before World War I to the Russian physiologist Pavlov, and his experiments with dogs. Pavlov was interested in measuring the physiological effects of hunger, and he hit on the flow of saliva as his yardstick for measuring the intensity of this essentially subjective experience. At the beginning of each experiment, a signal bell was rung. Assistants then showed pieces of red meat to hungry dogs, and the saliva flow was measured. After a number of such experiments, it was noticed more or less by accident that the dogs' mouths would start watering when the bell was rung, whether meat was shown to them or not.

This was the origin of the theory of the conditioned reflex. In numerous later experiments Pavlov and others demonstrated the almost universal operation of this phenomenon, not only in animals but also in people. In the conditioned reflex, a symbol takes the place of the real article, and without our volition makes us react in the same way we originally reacted to the genuine stimulus. In Pavlov's experiment the sound of the bell came to be the symbol for red meat. In our lives, an enormous number of our day-by-day actions, attitudes, decisions and choices depends on similar conditioned reflexes which we have acquired over the years through training, experience and sometimes simply by chance.

In the selling-buying situation, the company or product name often is the symbol that establishes the frame of mind toward the product. Say over to yourself the names of some well-known companies: General Motors, General Foods, du Pont, Montgomery Ward, McKesson & Robbins, Long Island Railroad, Cutter Laboratories. Notice how the mental attitude changes with each symbol. Those attitudes are the result of your own particu-

lar conditioned mental reflexes. It is a function of public relations, in the selling situation, to condition the mental reflexes of the thousands or millions of potential customers, so that thereafter when the company or product name is mentioned by advertising or salesmen, the response will be the desired one, the receptive one. In this manner — reverting to our agricultural metaphor — the ground is plowed, harrowed, fertilized and made ready for the seeding and harvesting.

How does public relations bring this about? The answer is, by careful advance selection of the attitudes which it is desired to implant in the minds of customers; by the development of sound company policies that will justify their attitudes; and finally, through the use of appropriate communications techniques to establish and maintain the mental conditioning.

What are the things we usually have to convey to customers and potential customers to put them in a mood to buy a company's products or services?

In the main, customers are brought to the brink of buying by the belief that the company backing the product stands for something — or several things. Usually they are:

First, **DEPENDABILITY.**

Dependability of the product; dependability of the company.

When a customer buys something, he wants to be sure it will give him the benefits he has a right to expect. Hence, for example, the power of Sears Roebuck's famous money-back guarantee.

Second, **LEADERSHIP.**

Is the product ahead of the procession, or at least up-to-date?

Is the company engaged in research and development to further improve this product and add new ones?

The desire for the latest and newest is a notable characteristic of our times. Notice, in the advertising in your favorite paper or magazine, how many ads offer something *new*. Nobody wants to be behind the times. Even if the product is essentially old, the potential customer will like it better if it has at least the shape or color of newness.

Third, **SERVICE.**

Does the company think the customer is important?

Does it do anything extra, either to the product or in the manner of selling or servicing it, to show this attitude?

The customer is spending his money. He wants to be dealt with in a manner that shows his patronage is valued.

(Continued on page 35)



Comet No. 1 Semolina . . . one of the largest day after day, season after season, to measure

selling brands of Semolina in America for right up to your quality standards. Be sure to

macaroni production. Count on Comet No. 1, put Comet No. 1 on your next Semolina order.



### Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

## SELLING THE FREE MARKET ECONOMY IDEA

From a talk by Harold Brayman, E. I. du Pont de Nemours & Company at the 44th U. S. Chamber of Commerce Convention.

PERHAPS the best way to approach the subject of methods by which business organizations can sell the American people on the support of a free market economy, would be to take first a brief look at the methods by which public support is being sought for the opposite view of government-controlled economy.

If we go back over the years, we will find that there has been one persistent appeal on behalf of destruction of the free market. That has been that it is to your interest—you, the people—to support this change, or that change which would place the control of our economy in the hands of government as the representative of the people.

When the advocates of control wanted prices fixed, they told people it was in their interest to have prices fixed and keep them low. Of course they didn't mention that, when you fix the price of an article at or below the cost of production, you don't get any production and you go without the article. But the point is, the appeal here was to the personal interest of the individual.

When the advocates of control wanted to build huge projects out of tax money for the benefit of a special geographical group, they told those people that they would, for example, be able to sell power cheaper than private companies could. And they tried to spread the local geographical interest to a national interest by telling people that this would provide a "yardstick" which would force cheaper power all over the nation. Again, an appeal to personal interest.

When the advocates of control tried to socialize medicine, they told the people this would mean "free" or at least much cheaper service from doctors and hospitals. They also tried to convince the doctors that compulsory health insurance would mean prompt payment by the government of every patient's bill. This double-barreled appeal to self-interest failed because the doctors preferred freedom from bureaucratic red tape, and the people preferred the freedom to choose their own physicians—a more powerful form of self-interest.

In the field of housing, the advocates of control proposed to continue indefinitely the wartime ceilings on rent. This was an attractive proposition to tenants until they discovered that landlords were no longer able nor willing to pay for repairs and renovation, and that builders insisted upon some assurance of reason-

able return on investment before they would undertake to construct additional homes to meet the housing shortage.

The advocates of control tell gas consumers the price of fuel would be less if government determined the rates at which gas is sold to distributors. They say small businesses would have a better chance to grow if businesses which have become large are broken up. Their bait of self-interest is always dangled before the groups in our society which have the largest number of votes.

The point in all the illustrations I have given you is that the proponents of government control constantly seek to sell their viewpoint by appealing to the personal financial interest of the individual by telling him that their way is better for him.

The only way we can effectively meet that type of propaganda and preserve the free market economy which has made this nation great is by persuading people that it is in their long-term interest to keep the free market economy, no matter how much various pressure groups might gain temporarily by destroying it.

We of business are in a peculiarly strong position in this respect if we will simply make our position understood. We do not need to resort to propaganda, or even to argument. All we need to do is to resort to the facts and see that the facts are known, for in the facts lies the complete answer to these specious and theoretical arguments.

And what do the facts show? They show first and foremost that the greatest force for social and economic progress that we have is the development of our technology. And what causes that technology to develop? It is the free market economy—the desire for profit.

And what kills that development? It is the loss of the profit incentive, whether that loss is caused by lack of a free market, or by excessive taxation on profit.

There is nothing inconsistent here, because the way to profits has always been through filling human needs. This is true whether applied to the humblest employee or the biggest industrialist. The employee profits as he increases his skills and the availability of better tools so that he can do more difficult things, and the corporation profits when it provides goods or services that are in high demand. The effectiveness of this force of technological development for human progress, both social and economic, has a high public visibility if we will just direct attention that way.

Anybody can see it; everybody can understand it.

It wasn't political agitation that has extended the average person's life expectancy in America from 49 years to 68 years since 1900. This additional two decades for every person was the result of improved technology of medicine, a combined product of the medical profession and industry. It was the ability, for example, to work out ways of making penicillin cheaply. It was the development of the other antibiotics and many kindred improvements in medical diagnosis and care, a large portion of which emanated from industrial research.

It was not a cry for political help for the farmer who, over the last hundred years, has improved agricultural life so greatly. It was simply the invention of mechanical and labor-saving farm machinery—industrial enterprise which enables one man today to produce as much food as many did a century ago—so much so that the surpluses he produces is now a problem.

The contrast between the two systems is very clear. The socialists set as their objective the establishment of such controls that no man shall be rich; the free economists set as their objective the development of such initiative that no man shall be poor.

All of our modern industrial development has been based fundamentally on the existence of the free economy and the initiative which the hope of profit creates in the individual. The proof is evident to everyone that the fastest way to progress has always been to encourage industry to invest, to invent, to develop, and to create.

The facts are so strongly on our side that they're not even subject to honest debate. Yet millions of people do not really understand them and do not really give support to the basic principle upon which their own welfare is founded.

How do we bring about this understanding?

The thing that we call national public opinion—the economic climate of the country—is made up of the public opinion and the economic attitudes of 168 million people. None of our companies—none of our organizations—are in contact with all of those people, or can possibly hope to exercise great influence upon the thinking of the nation. But each of our companies is in intimate contact with some of those people. Some of them are our employees; some of them live in the towns where we operate; some of them are our stockholders; some of them are our customers; and some of them are the people

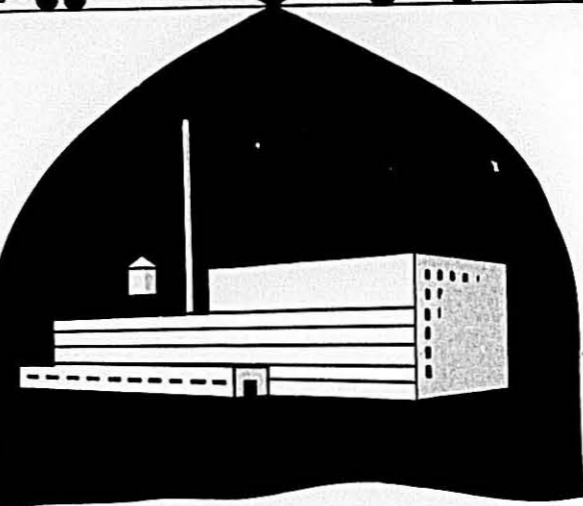
(Continued on page 34)

## SAVE with BULK DELIVERY from *International*



Bulk handling can mean savings to you. International stands ready to serve you by "Airlide" rail car or bulk truck delivery from strategically located mills in St. Paul and Baldwinville.

\*Airlide, a trade mark of the Fuller Co., Ceresoyne, Pa.



**International**  
MILLING COMPANY

CAPITAL DURUM DIVISION  
GENERAL OFFICE: MINNEAPOLIS 1, MINNESOTA  
MILLS AT  
ST. PAUL      BALDWINVILLE

Bulk handling enables you to eliminate sack costs, reduce storage and handling costs, reduce housekeeping costs, and improve working conditions in your plant. International's engineering staff has had many years' experience dealing with bulk problems. Ask your International representative for further information on how bulk handling can be adapted to your plant.

## MOVIE FILMS PREMIERED



Bill chats with Mary Lou.

TWO new movie shorts designed for television home show programs were premiered at the Convention.

The first picture "Use Your Noodle" was produced by TeleVision Snapshots, Inc. of New York City. The president of this organization, Miss Babette Doniger, is, herself, an ex-television home show commentator. From first hand experience she knows what home show producers are looking for and will use, particularly from the woman's point of view.

She has had an outstanding success with a similar film produced for the Evaporated Milk Institute called "Fiesta." The theme of "Fiesta" is a teen-age party with a Mexican motif. Invitations, decorations, and entertainment follow the Mexican line and, of course, the refreshments, made with plenty of evaporated milk, have a Mexican flavor.

In the film "Use Your Noodle" a kitchen clock narrates the story of the Jordans, a young couple planning a party with an easy noodle casserole as the piece de resistance. The Jordans have bought a house and plan to move, and a Marylou Harris (from the deep south) is coming to see their apartment. As soon as Mrs. Harris hits the kitchen the women start talking recipes and naturally, the guest is impressed with the appetizing sound of the Mayonnaise Noodles being prepared for the evening dinner.

In bounces Buffalo Bill, Jr. ready for supper and nuts about noodles.

The southern couple is invited to a party planned for that evening so they can meet the neighbors and to see some real "Yankee Doodle" hospitality. In fact, the party is planned on a "Yankee Noodle" theme, with a menu starting off with Concord Punch, Yankee Doodle Noodles with Sea Food Sauce, Green Beans, Salad Bowl, Patriotic Parfait, and Tricorn Cookies.

The decorations follow the Yankee Noodle theme, too, with a drum and fife, an American flag shield, Paul Revere's horse, and a cap with a feather in it. It

turns out that making mobiles is a hobby of Bill Jordan. The hat is a salt box glued to a paper plate. The drum is the end of an oatmeal box. The other objects are easy cut-outs.

When the guests begin to arrive they play a game called "Who Am I?" a good game to get a party under way, particularly to mix strangers and help Marylou and Dick Harris get to know the folks who will be their neighbors. Everyone tries to guess whose name he has on his back by asking other guests questions which can be answered "yes" or "no," and the names include those similar to John Alden, Priscilla Mullins, Paul Revere, etc.

The games are fun—the decorations are appreciated—and, of course, the meal based around a noodle casserole makes a tremendous hit, and everyone is very happy.

The fade-out shows the Jordans complimenting themselves on a good job of hosting. In Amy's opinion it is a matter of planning. As Bill says, "It's a matter of using your noodle."

The second film, "Stag Party," was produced by Stanley Neal Productions in New York. Stanley Neal has studios in Beverly Hills and Detroit, as well as New York City and they are known for the outstanding food films they have done for Armour & Company, Brewers Foundation and others.

"Stag Party" demonstrates the versatility of spaghetti and its universal appeal.

Fred Harmon is to be transferred out of town and the boys in the office have designated Ted to stage a farewell stag

party for him, but Ted doesn't have much time to get organized, and literally doesn't know where to begin, what to serve, how to serve it, and especially, how to please everybody. Spaghetti is the obvious answer with a variety of sauces to please everyone, served buffet style so the boys can choose their own weapons. Even the coffee will be at a self-service bar—Americano style and cafe espresso, or cappuccino.

At the do-it-yourself table spaghetti may be had in simple form with butter and grated cheese. For those wanting exotic flavor, spaghetti with clam sauce is recommended. Weight watchers who want to mix and match are self-served a low calorie meat sauce.

A tossed green salad with crusty bread is served on the side with plenty of fresh fruit and assorted cheeses for dessert.

Even Junior, who has been in on the planning of the party, thinks everything goes off with a bang and wishes that Mr. Harmon could be transferred every night.

Both films make a strong point of the ease of preparation of these products; how they fit into everyday menus as well as party fare; and how everyone likes their looks and taste.

With professional points put in by the motion picture producers, the National Macaroni Institute's committee for the project is confident that these films will meet with wide acceptance for television placement and do much to popularize spaghetti and egg noodles.

A third film for elbow macaroni is planned for later production.



Ted and gang at Stag Party.

## SUMMER EATING



Tuna Ring with Mayonnaise Noodles

Summer's the season when we make the most of fresh vegetables while they're plentiful and at the peak of perfection. Salads of every description are ideal warm-weather fare, and for a simple supper there's nothing to beat a hearty macaroni salad combining vegetables and canned meat. With the wide variety of macaroni products and canned meats and fish on the market, there's no limit to the appetizing and nutritious main-course salads you can prepare.

Don't shortchange yourself on sun-worshipping this summer. Spend as much time as possible out-of-doors. It's possible when you plan meals ahead, and particularly when you feature macaroni or noodle casseroles on the menu. These can be made ahead in the cool of the day and refrigerated until shortly before baking time. If you're an average homemaker with summer sports, gardening and other activities claiming your time, you'll want to spend a minimum amount of hours in your kitchen this summer.

Summer picnickers will find chicken comes cheaper this year. High-flying production keeps the birds on the bargain counter. Farmers sent nearly one-third more broilers to market from January to mid-May than the year before. Result: Broilers now wholesale in the big Delaware-Maryland-Virginia producing area for about 19½ cents a pound; down more than 9 cents from a year ago.

Here are two delicious recipes for easy summer serving:

Dissolve gelatin in boiling water; add pineapple juice. Chill in refrigerator until slightly thickened. Break tuna into pieces with a fork. Add tuna, cucumbers, pineapple, celery and ½ teaspoon salt to lime gelatin; mix lightly but thoroughly and turn into oiled 8-inch ring mold. Chill in refrigerator until set.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water and drain again. Chill. Combine noodles and mayonnaise; mix well. Unmold tuna salad on chilled platter and fill center with noodles. Surround with crisp salad greens, if desired.

### Chicken and Noodles (16 servings)

- 3 tablespoons butter or margarine
- ½ cup chopped onion
- ½ teaspoon poultry seasoning
- ½ teaspoon sage
- 1 cup chopped cooked chicken
- 1 10½ oz. can condensed cream of chicken soup
- ½ cup milk
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)

Melt butter or margarine over a low heat. Add chopped onion, poultry seasoning and sage. Cook five minutes. Add chopped cooked chicken, condensed cream of chicken soup and milk. Mix thoroughly.

Meanwhile, add one tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Fold mixture into noodles. Turn into a greased one and one-half quart casserole. Cover and bake in a moderate oven (350°) thirty minutes.

### Tuna Ring with Mayonnaise Noodles (16 servings)

- 1 3-ounce package lime-flavored gelatin
- 1 cup boiling water
- 1 cup pineapple juice
- 1 7-ounce can solid-pack tuna, drained
- ½ cup thinly sliced cucumbers
- 1 cup chunk-style pineapple
- 1 cup thinly sliced celery
- ½ teaspoon salt
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)
- ¾ cup mayonnaise



Chicken with Noodles

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

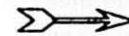
an ESTABLISHED PERFORMER in the AMBRETTE FAMILY of DRYERS . . . OPERATING in MANY PLANTS in the UNITED STATES and CANADA . . . THIS UNIT ADDED to YOUR PRELIMINARY with 4 of our EFFICIENT SELF-CONTROLLED 16 TRUCK ROOMS . . . HANDLES A 24 HOUR DAILY CAPACITY of 1 AUTOMATIC SPREADER . . . CUTS LONG GOODS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

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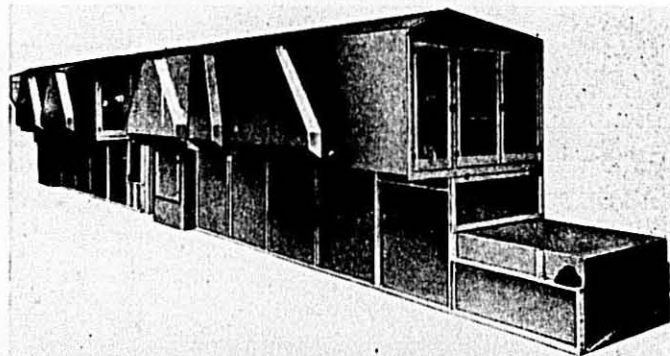
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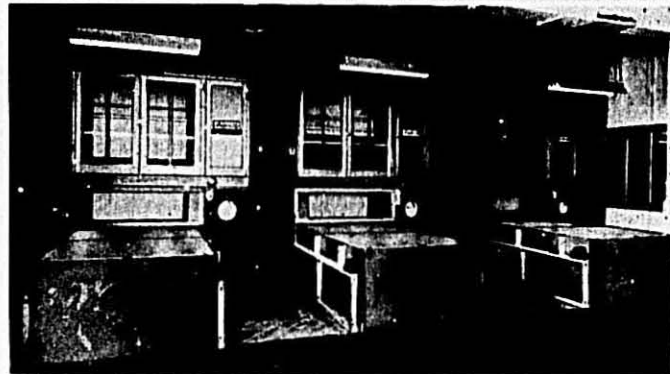
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TO SUIT YOUR BUILDING



**STRAIGHT LINE**

Semi-Finish Dryer attached to front of Preliminary Dryer.



**FLOOR ABOVE**

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

# Ambrette

**MACHINERY CORP.**

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

# ONLY DRYING SYSTEM



## TO FINISH DRY IN ROOMS

Spaghetti (up to .075")



Macaroni

Within **24** Hours



and

Straight As An Arrow

With

# NO STRETCHING



### Supermarket Moves to Rome

THE ancient Appian Way to Rome is echoing with the rolling wheels of trucks loaded with more than 150 tons of equipment, fixtures, supplies, and packaged merchandise destined for assembly into a complete replica of an "American Way" supermarket. The trucks carry the cargo of three ships — the Constitution, Vulcania, and Cristoforo Colombo — and represent the determination of hundreds of American businessmen to meet the challenge thrown to them by the United States Department of Agriculture, according to John A. Logan, President of the National Association of Food Chains.

The objective, Mr. Logan said, was the opportunity for broadening world markets for farm products and building international good will, through demonstration of America's modern self-service food distribution system in action. The challenge was the shortness of time available for the monumental task of laying out a market for an area none had seen; assembling merchandise and equipment in New York; shipping, unloading, re-loading and trucking; and final assembly of equipment and merchandise in Rome for the International Congress of Food Distribution June 17-24.

Raymond W. Ogg, agricultural attache at the United States Embassy in Rome, and members of the Embassy staff have been working for weeks on the multitude of arrangements involved in customs clearance, and transportation of the thousands of equipment and merchandise items needed for the market, Mr. Logan said. "Only through long hours of hard work coupled with an enthusiastic determination to make the project a success on the part of hundreds of people in the industry and government could such a colossal undertaking be completed in so short a time. At the request of the U. S. Department of Agriculture, the National Association of Food Chains accepted the responsibility for organizing, developing and coordinating the project because previous experience provided assurance of full cooperation on such an important public service venture — difficult as it was. More than 600 manufacturers of equipment and merchandise are participating in the project," pointed out Mr. Logan in a Progress Report on the exhibit.

Lansing P. Shield, President of the Grand Union Company, and Chairman of the Industry Committee for the 'American Way' supermarket, has placed the facilities of his company and able personnel at the disposal of the project. For example, all packaged merchandise was assembled from the Grand Union warehouse in East Paterson, New Jersey, and placed in vanettes for convenient overseas shipment. This plan alone saved weeks of previous time and eliminated the inevitable confusion surrounding an attempt to assemble thousands of cases of food and nonfood items at dockside in

New York," Mr. Logan continued. "William W. Brady, Grand Union vice president, has made two trips to Europe so far to make advance arrangements and he will be in Rome during the exhibit of the market June 17-24 as general operations manager. William N. Lund, fixtures and equipment buyer for Grand Union's Canadian subsidiary, left for Rome early in April to serve as general installation manager for the market. The presence on the scene of these top-level executives and the full cooperation of Mr. Shield and other Grand Union people assure that the market will open on time — an almost impossible task when one compares the two-and-a-half months available for installing the market under unfamiliar circumstances with the six to eight months required in the United States under ideal conditions.

"Italian workmen must be trained to install American equipment, and the equipment itself had to be converted to the different electric current used in Italy. L. E. Hickox, general field engineer for the Tyler Refrigeration Company, Niles, Michigan, left last week for Rome to supervise the installation of refrigeration and cooler equipment and shelving being loaned by his company," Logan reported.

William Inforzato of American Stores Company, Philadelphia, Pa., will leave for Rome in time to train Italian personnel in cutting and wrapping meat and the general operation of a self-service meat department. Supervision of the stocking of grocery items and trimming, packaging and building displays of fresh fruits and vegetables will be handled by Joseph H. McCarthy, Jr., of First National Stores, Inc., Somerville, Mass.

In addition, a large number of American manufacturers of equipment and food products will have representatives present to demonstrate and explain their company's products to the 3,000 to 5,000 delegates from nations all over the Free World who will be attending the International Congress of Food Distribution at which the "American Way" supermarket will be exhibited. The Italian people also are expected in great numbers to see this example of "economic democracy" in action.

To insure that the exhibit will be a replica of a modern self-service food store in this country, fresh fruits and vegetables, frozen foods and dairy products, poultry and fish will be flown from the United States to Italy just before the market opens on June 17. Fresh meat will be bought in Italy but will be cut, wrapped and displayed in a manner typical of self-service meat departments in the United States.

Members of the industry committee, in addition to Mr. Shield and Mr. Logan and Mr. Brady, are: A. Kohn Sprengle of American Stores Company; Harold White of First National Stores, Inc.; and Arnold Friedman and W. Elmer Seaman of Chain Store Age.

"This demonstration of 'People's Capitalism' already has caught the imagination of people at home as well as abroad. Great interest has been aroused in Italy as well as other countries in Europe where word of the benefits of this advanced self-service food distribution system has traveled.

"The project is a dramatic example of cooperation between government and business in the twin objectives of international trade and good will — both so vital in the world in which we live today," Mr. Logan concluded.

### Women Stick With Stores They Like

When women find a food market they like they generally stick with it, Batten, Barton, Durstine and Osborn have found in a nation-wide study. Their survey discloses that 86% of American women do their food shopping mainly in one particular store. Of that 86%, 91% shop mainly in a self-service store and 7% shop mostly in a clerk-service store. Only 2% divide their patronage almost equally between the two types.

Leading the reasons for buying most of the family food in a self-service store was price, mentioned by 46% of those favoring such stores. Price was a major factor, however, of only 12% of those patronizing a clerk-service store. Convenient location was mentioned by 29% of the self-service shoppers and by 40% of the clerk-service store shoppers. Friendly, helpful personnel appealed to 27% of the self-service shoppers and 37% of those patronizing clerk-service stores. Quality of merchandise, variety of brands carried, cleanliness, and speed of service were among other factors on which the one-store shoppers had opinions.

### Who Runs Your Sales Staff

The editor of the Pacific Coast Review writes: "If you run a food store — and it doesn't matter whether it is a one-man operation or a super — you have to be, among other things, a sales manager.

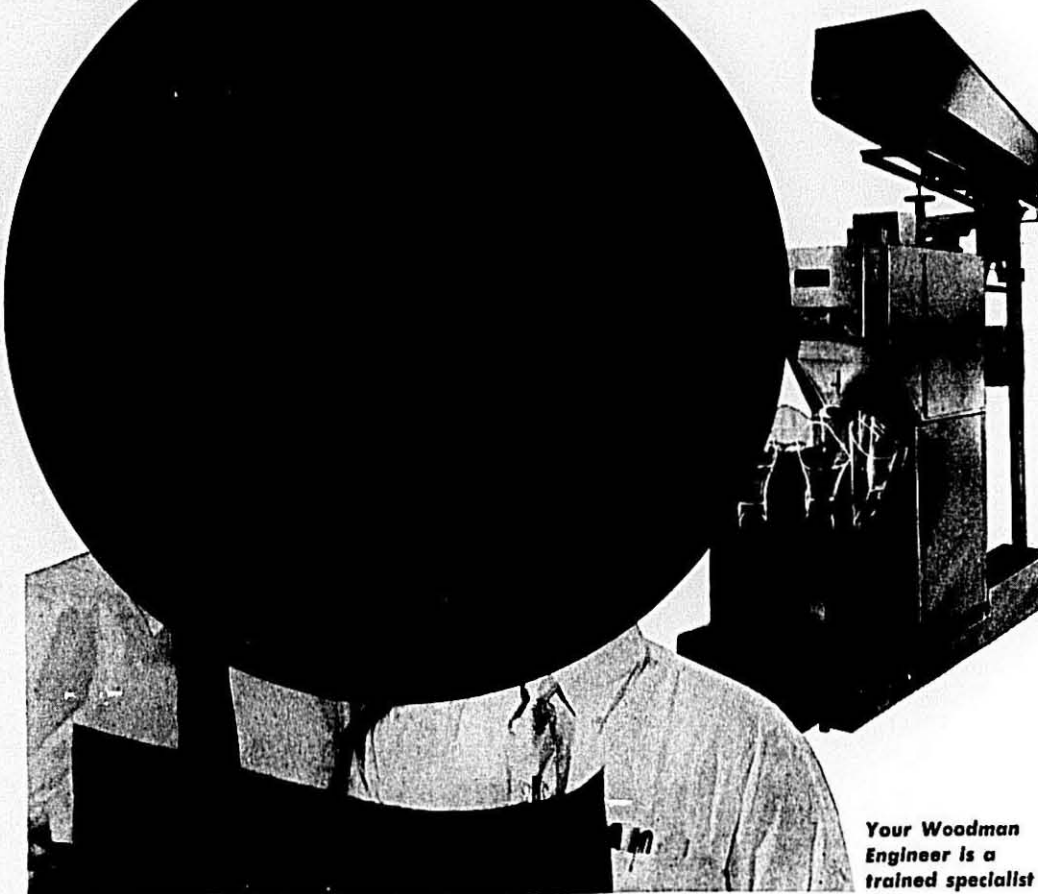
"Your salesmen are lined up on shelves and gondolas and in refrigerated cases. They are the items you stock, and, in most cases, they are the only salesmen you have. What they do or don't do to the customer will determine the success or the failure of your business.

"There are plenty of applicants for your sales staff. While the average grocery store in 1928 sold 870 products, the number is now about 4,700, reports the American Institute of Food Distribution.

"In any classification, however, a comparatively few salesmen do most of the selling. Institute surveys in Sacramento showed that two out of five brands got 72.5% of the flour volume, and similar results were reported for other groupings.

"Do you run your sales staff? You had better, for it is your most important job. You had better be sure your staff contains only top notch salesmen, with each given the backing he deserves."

Woodman *inspects* *machines before they start!*



Your Woodman Engineer is a trained specialist

*Continuous service... inspections every 90 days offered Manufacturers at no cost!*

HERE'S service you can't buy — offered users of Woodman machines. It's a Woodman Company policy, and costs you absolutely nothing!

Woodman's famed "Service Patrol" offers you machinery check-ups every 90 days. This includes complete checking and adjustment of packaging machinery mechanisms. It's NOT a "surface check," rather it's a complete

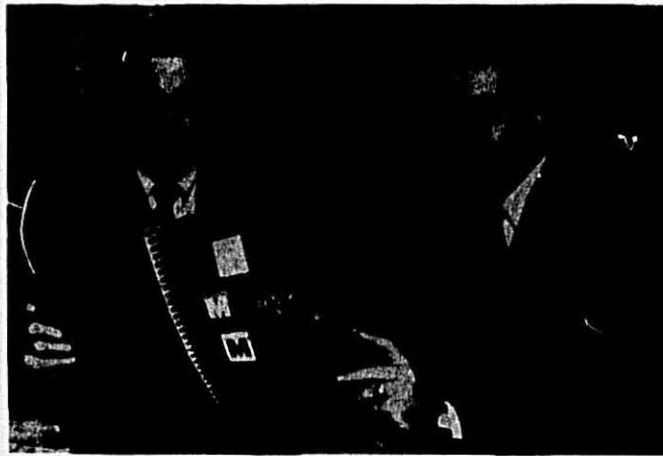
line-check. Your Woodman man will even instruct operators, if needed.

If you wish, he'll prepare a plant analysis, including flow charts that can help you develop new profits from your present production methods. He'll point out production techniques that will increase your production in your present plant area. All—at no cost to you.

Consider all that's at stake, and you'll call, write or wire Woodman now. **YOUR WOODMAN MAN IS A GOOD MAN TO KNOW.**

The  
**WOODMAN**  
Company 

HOME OFFICE: DECATUR, GEORGIA—Direct Sales & Service Offices in Portland, Fort Worth, New York, Boston, Cleveland, Los Angeles, Chicago, Kansas City, Detroit, San Francisco, Philadelphia, Buffalo, St. Louis, Montreal... soon in Toronto



A new full-color macaroni merchandising plan presentation to help grocers set up a "Scientifically Planned Macaroni Department" has been developed by Skinner Mfg. Co., Omaha, Nebraska. Reviewing the presentation are J. T. Jeffrey, vice president in charge of sales, at left, and L. E. Skinner, president, right.

### Modern Macaroni Merchandising

A unique and elaborate merchandising presentation has been prepared by the Skinner Manufacturing Company of Omaha, which points up the advantages of a well-planned macaroni department in grocery stores.

Lloyd E. Skinner, company president, pointed out the full-color book contains self-planning information and instruction sheets on how to get the best results with a "scientifically planned macaroni department."

Costly merchandising errors in a poorly planned macaroni department are illustrated and suggestions offered on how to remedy these errors.

The book points out that a well-planned macaroni department proves five profit results. Based on actual tests in large and small stores, these are: (1) Macaroni departments take on a new look that attracts shopper; (2) sales of all macaroni products increase; (3) increased sales of related items bring new profits; (4) cost of shelf stocking is reduced; and (5) out-of-stocks are minimized.

There are two versions of the book. One is the easel type for group presentations and the other is a regular open-to-the-left type to be used by salesmen in talking to individual buyers.

"We are very pleased with the results so far," Mr. Skinner said. "And I am confident the book will help many grocers improve the looks and profits of their stores."

### Boy-Ar-Dee Plans A New Promotion

"Italian Food Festival" will be the theme of a Chef Boy-Ar-Dee store-wide promotional, American Home Foods, New York, has announced.

The 'Chef Boy-Ar-Dee' foods to be featured are: spaghetti and meat balls, ravioli, spaghetti dinner with meat or

with mushroom sauce, pizza pie, spaghetti with meat or mushroom sauce, and meat balls with gravy.

In addition the following items are suggested for tie-in: olives and olive oil, garlic and seasonings, Italian sausage and salami, Italian cheeses, canned plum tomatoes, minestrone soup, dry spaghetti and macaroni products, and fresh fruits.

The company will supply 48 full color display pieces of which 24 are blank for the retailer's own imprint. Premiums will be offered to retailers for floor displays from July 1st to August 3rd.

The promotion will be supported by full-color, full-page ads in *Life* and the *Saturday Evening Post*. It will also be supported on the Arthur Godfrey TV show.

### Can Makers Push To-macaroni Stew

A large scale promotion of 'To-macaroni Stew' is being planned by Jones and Laughlin Steel Corporation and the Can Manufacturers Institute, New York. Jones and Laughlin plans to back the promotion with a full-color, full-page ad in the *Saturday Evening Post* in November.

'To-macaroni Stew' is a specially developed casserole consisting of canned tomatoes, macaroni, meat, mushrooms, and evaporated milk.

The CMI is making an effort to get home economists and food editors to feature the stew.

### Buitoni Opens West Coast Branch

Establishment of a new branch of the Buitoni Foods Corporation in Los Angeles, to be called Buitoni Foods West Coast, Inc., was announced recently by Giovanni Buitoni, president of International Buitoni Organization. The Los Angeles division, first to be established on

the West Coast by the internationally known food concern, marks also the first of a series of American plants which will be opened by the company in the near future.

Mr. Buitoni, who also heads the American parent company in South Hackensack, N. J., likewise is president of the newly organized Los Angeles division. Mrs. Joan Makofske is vice president and Raymond Makofske treasurer and general manager. Prior to her new appointment, Mrs. Makofske was director of food research for the South Hackensack plant, and Mr. Makofske was district sales manager with the firm.

Pending production of the Buitoni products in Los Angeles, scheduled for the near future, the new division will function as West Coast distributor for the concern's eastern plant, Mr. Buitoni revealed.

### How to Win the Consumer

Poppy Cannon, food editor of a national magazine and food consultant to advertising agencies, recently spoke before a meeting of the Northwest Canners Association. She took the consumer's point of view and she had some pertinent things to say.

The food processors, the canners, freezers, and dehydrators have made queens of the women of this country. They have made time stand still, stopped the march of the seasons and let the housewife enjoy, whenever she wishes, the delights of spring, summer, fall, and winter.

### The \$5,000,000,000 Question

(Continued from page 8)  
meaning to the citizen and the message is simply this: We have been deceiving ourselves; we have grown extravagant in our use of our resources, both human and material; we have become dangerously indifferent to the conduct of the affairs of our free government.

We believe we have a national debt of \$274 billion. The Commission shows us that indirect obligations in the form of loans, guarantees, and insurance activities, plus the retirement program have brought the nation's total indebtedness to something much more like \$700 billion. We budget annually, then lose control of expenditures. We seek to maintain a dynamic system of private enterprise, then let government competition undermine it in one area after another.

The Hoover Report confronts us with a challenge which we can ignore only at peril to our progress, our freedom, and our very lives. Thomas Jefferson said long ago: "The nation which expects to be ignorant and free expects what never was and never will be." In the spirit of the scrap drive and the blood bank, let us redouble our efforts at self-education. Truly the text from which we wage our "war on waste" is today's real "battle cry of freedom."

## How Sterwin Enrichment Gives Your Macaroni A SALES PLUS Easily and Economically...



### B-E-T-S

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



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

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

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

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

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

## Sterwin Chemicals, Inc.

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

PIONEERS IN MACARONI PRODUCTS ENRICHMENT

### Durum Planting Progress

The month of May saw durum planting finished throughout most of the North Central territory excepting in the durum triangle where progress was very slow. One of the latest springs on record held up planting progress so that it was not completed along the Canadian border until the last week in May. Bill Sebens of the North Dakota State Soil Conservation Department wrote: "It is hard to believe that there are still banks of snow on the coulees along the Pembina River on May 21."

On the credit side the winter increase of durum grown in Arizona and Mexico got back to farmers in the area in time to plant along with other seed. Also, with generally sufficient moisture in the ground seedlings made normal progress and growing conditions were considered good.

A trade letter from the Amber Milling Division of the Farmers Union Grain Terminal Association says that the crop is making normal progress and that it looks like the durum triangle will have about the same durum acreage as last year.

With substantial increases in plantings in Montana, South Dakota, and Minnesota present prospects indicate that a crop of from 50 to 55 million bushels is possible.

Planting progress reported in an analysis by the North Dakota weekly weather and crop report shows that in 1952 in the last week in April, 57% of the durum crop went in the ground. By May 2 the total was 81%; a week later, 90%; and on May 16, 95%.

In 1953 17% of the durum crop went in the ground April 17. By April 24 the total was 34%; May 1, 44%; May 8, 70%; May 15, 80%; May 22, 93%; and May 29, 96%.

In 1954 only 6% of the total was planted during the week of April 16. This increased to 24% by April 23; 47% by April 30; 75% by May 7; and 93% on May 14.

This year 38% of durum planting was done in the week of April 19. April 26 saw 55% completion; May 3, 60%; May 10, 80%; May 17, 95%. Where early planting was possible, emergence was good, and progress considered normal.

### Durum Premiums Set

The Commodity Credit Corporation regulations announce a premium of 25c a bushel for hard amber durum grade and 15c a bushel for amber grade wheat of ordinary protein. Based on the May 15 parity of \$2.42 a bushel, the loan rate for No. 1 hard spring wheat of ordinary protein at Minneapolis is \$2.34 a bushel or equivalent to \$2.59 a bushel for hard amber durum and \$2.49 for amber durum. The final loan rate for the 1956 crop will be established on the June 15 parity basis. Any rise in parity would increase the loan rate.

### Rust Resistant Durum Planted

Eighty-five durum growers in North Dakota got eight carloads of rust-resistant Langdon variety durum increased over the winter in Mexico in time for late May planting.

### The Egg Market

Prices of current receipts of shell eggs in the Chicago market rose from the end of April to mid-May and then dropped off sharply at the end of the month. Starting out at 37c a dozen they rose to a high of 38.5c a dozen and then fell to 35½c a dozen.

Frozen yolks stayed in a narrow price range with a low of 48c and a high of 53c with variations slightly above and below these points.

Frozen whites likewise remained in a fairly narrow range starting the month out at 23 - 24c, dropping 1½c lower on the down side and staying level on the top side.

Dried yolk solids started the month in the range of \$1.06 to \$1.15 a pound in carload lots and got up as high as \$1.13 to \$1.20. At month's end they were down to \$1.05 to \$1.12.

The Department of Agriculture predicts for the year egg prices to farmers will average higher than last year's 38.9c a doz. Production is expected to exceed last year's 165 million cases.

Egg production in April was 5,591,000,000 eggs compared with 5,618,000,000 a year ago, 5,770,000,000 a month ago.

### Surplus Wheat in Canada

The story presented below came from material in the Wall Street Journal.

THE buildup of surplus wheat in Canada has been far greater than that of the United States in relation to population. The record amount of 735 million bushels is now on hand. That amounts to about 50 bushels for every person in the Dominion. The United States has roughly about 1.3 billion bushels on hand or about 8 bushels per person.

There are some similarities and many differences in the way Canada has handled the surplus grain problem as compared with that of the United States. Canada hasn't subsidized its farmers by parity supports as we have done in the United States. It tries to regulate prices, but its method is to make the marketing of wheat a government monopoly. The Canadian Wheat Board, comprised of four members, arbitrarily sets prices, and all farmers are compelled to sell their crops to the board except for small quantities sold locally for livestock feed. The government becomes the sole marketing agent. Bumper crops for six consecutive years have filled the government's storage facilities to overflowing. Being unable to sell all of the wheat being pro-

duced, the government has refused to buy wheat it can't store. This has resulted in the farmers having to hold their crops on their own farms. Many farmers have two years' crops and a few have crops produced in 1952 and 1954 still on their farms. They are holding more than half of the total, 395 million bushels, and they are unable to sell any of it until the government can provide storage space. So about 80% of the farmers' income for 1955 is tied up in the wheat now held on their farms. In the United States, the government either owns or has made loans on 75% of the nation's wheat.

This sharp drop in the Canadian farmers' income is hurting the business of many firms on both sides of the border. Some retailers' sales have been cut as much as 50% from their 1953 volume. Some farmers have had to borrow money to pay taxes and insurance. Others have had to borrow to put in this year's crop. This economic problem is not by any means local. Canada's wheat sales depend mostly on her exports of that commodity. Wheat is her No. 1 farm export and her biggest cash crop. Canada's export sales have a strong influence on the amount of wheat the United States can sell in world markets. And overseas sales are the chief outlet for U. S. surplus wheat.

To work down the glut of wheat on their farms, farmers are not planting wheat but are switching to other crops that are more in demand. Among these are durum wheat, flax, rape seed. Others are raising livestock, which provides an outlet for such crops as oats and barley and permits the farmer to put more land into pasture. In some sections, livestock production has been increased by one third during the past three years.

The switch away from wheat has been more pronounced in the sections of greatest production, but throughout the Dominion, farmers have been switching from wheat to other crops since the surplus began piling up.

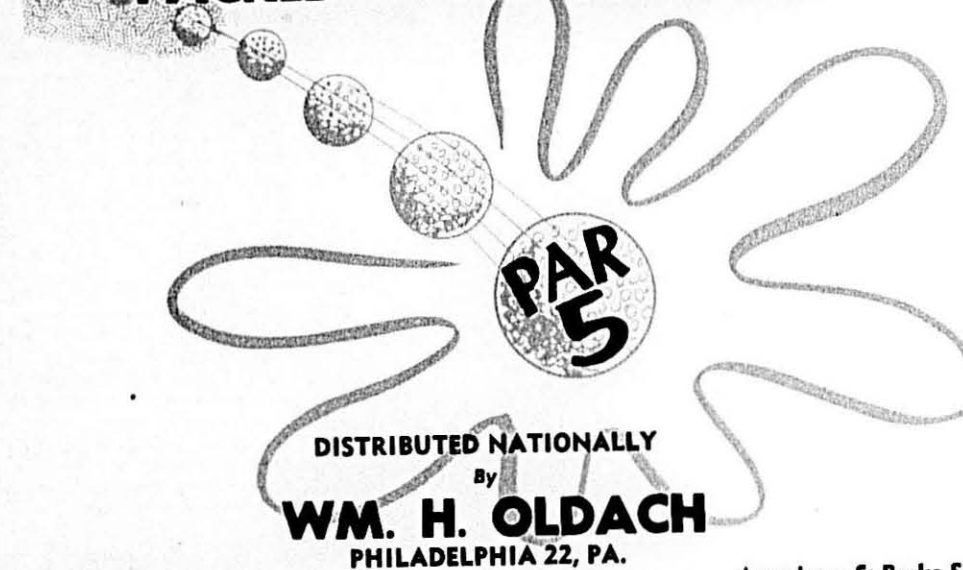
At the beginning of March, the Canadian government made a survey among farmers throughout the Dominion and found they intended planting 20.8 million acres of wheat this year. That is 700,000 acres less than was planted in 1955, but is down 6.8 million acres from 1949. The greatest increase in acreage will probably be in flax. Strong prices and heavy demand will be the reason for that. Farmers have indicated they will plant 3.8 million acres to flax in 1956, nearly double the 1955 acreage. In 1953 only 972,000 acres were sown to flax.

Under the Canadian wheat marketing system, the Wheat Board sets an "initial" buying price at the beginning of the season. The price of \$1.40 for No. 1 Northern has not varied since August, 1955. Farmers receive this amount, less freight, when they deliver their wheat to an elevator. When most of the crop has been sold, the Board pays the farmer an

(Continued on page 31)

## DEEP COLOR EGG YOLK

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Harrison, N. J. - - - U. S. A.

Specialty of  
**Macaroni Machinery**

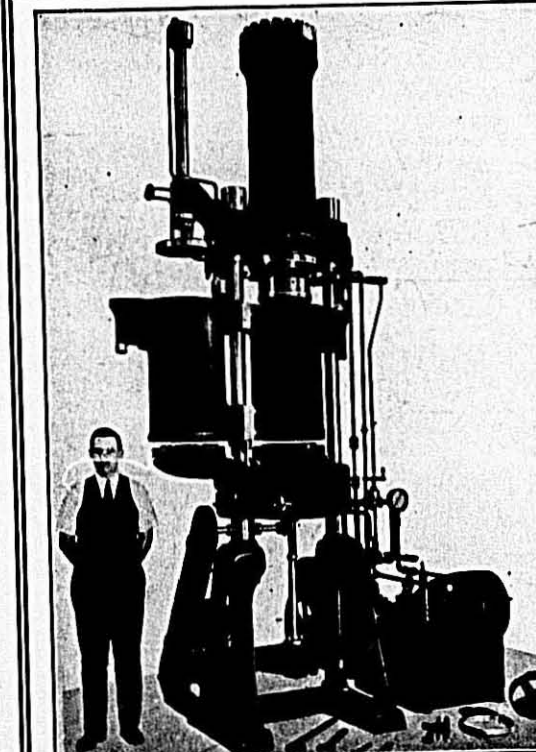
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PRESS No. 222 (Special)

**Real Issues in Agriculture —***(Continued from page 6)*

however, has its causes in large-scale unemployment and stagnation in industries. To combat this is not a matter of agricultural policy, but of fiscal and monetary policies in the non-agricultural economy. As in general, the intriguing fact is that the real leverage for a successful farm policy must be exerted not on, but outside of, agriculture.

One of the least understood characteristics of the market economy is the impossibility of inserting into it elements of the centralized planned economy without immediately distorting the proper functioning of its automatic adjustment mechanisms at many points. We have for many years done exactly that by choosing to aid agriculture through interferences with the price mechanism. Instead of paying aid to farmers for making adjustments in the least costly and most effective way, namely, directly out of the Treasury, we guarantee price floors. The result is inevitably that the premium above the equilibrium price boosts production and the excess goes into the government's granaries.

**Restricted Produce**

The equally inevitable next step is publicly enforced restriction on production (acreage allotments) and then the restriction of marketing (marketing quotas). These measures are essential elements in the centrally managed planned economy. They interfere by public management with the managerial freedom in every farm enterprise, and have the jail in the background as a means of enforcement. If the policy of keeping incomes up by means of prices out of gear with supply and demand is pursued long enough and vigorously enough, the surplus is passed from one commodity to the next. Thereby enforced restriction must be expanded to those commodities also.

We have less than one-half of our agricultural production operating with price supports. However, in a number of states, marketing agreements and price controls for milk and certain fruits border on making a public-utility monopoly of the business.

All interferences with the price involve forceful political inroads upon the freedom of management. One arrives at quotas which are a strait jacket. One arrives at stocks of commodities which, though captive, are still a part of the supply. Does anyone believe that the gigantic surpluses of grain in our state granaries in addition to the set-aside stocks have no depressing influence on the market price? Common sense says that without them, the prices in the

domestic and the world market would be higher.

Thus price manipulation is a vicious circle. It tends not only to delay the necessary adjustments in production, but tends to perpetuate the need for interference and aid.

Flexible price supports, which adjust the level of price to the supply, are less damaging to the functioning of the market economy's complex mechanism of automatic adjustments than are rigid price supports. But flexible supports still require efforts to restrict production and impose marketing quotas.

The misfortune of all public efforts to restrict farm production is that private initiative is a cat with nine lives and extremely hard to control, particularly in this free country of several million independent-minded farmers. They are bent on the maximum use of their resources and have a score of ingenious ways and means of getting more product from a restricted acreage. This has led to the idea of "retiring" a certain acreage by leasing it to the government for a rent to prevent its use for commercial crop production. While this "soil bank" has certain advantages over acreage allotments, it gives no assurance that farmers will not use their rent money to apply more fertilizer and more irrigation water to their unleased land.

Brought more sharply into focus, the real issue in agriculture is whether this country is going to seek prosperity for the farm population by expanded domestic consumption and a healthy flow of exports and by the efficiency of self-adapting production, or whether it is going to try to guarantee farmers a satisfactory income by maintaining a publicly controlled status quo by subsidies to marginal producers and to consumers at home and abroad.

All aid via prices leads to production and marketing controls, to rationing of aid and to prorating of restriction. The key for such rationing is a historical base, which is nothing but a status quo. Within a dynamic society and its economy, any status quo is accidental and transitional. Yet the imputation is that maintenance of the status quo guarantees some sort of justice and equality.

**Price Supports**

All price supports lead to a freezing of patterns of production from farm to farm and from area to area while the needed adjustments are being impeded. Even with all sorts of rationing of such aid, the major benefits go to efficient producers and not to the marginal ones. In fact, the lot of the little fellow becomes worse in the squeeze despite parity price supports, because no method short of total regimentation has yet been invented for keeping efficient producers from increas-

ing their share in the market of all the non-controlled products.

The whole venerated parity concept is a static one. It goes back to a golden age when everything was supposedly in balance, although common sense tells us that the whole concept is a nostalgic deception. The salvation for agriculture lies in change, decentralized adjustment, and the fullest intelligent development and use of productive resources. It cannot be pursued by curbs on production, or regimentation by the legislative and executive branches of government with the socialization of losses and the privatization of gains. All such devices, together with the free distribution of food, exportation with subsidies, the public pension for land, the support of happiness and prosperity for a certain proportion of the people and the preservation of a fixed and "just" share in the national income are alien to the basic philosophy of the American economy. And these are all particularly alien to the living and working philosophy of the American farmer. It is a tragic error to believe that one can legislate American agriculture into prosperity. This exceeds the power of even our powerful government.

**New Frontiers**

Much more than is generally realized, many of the accepted axioms on agricultural production and on the processing and marketing of farm products have been invalidated in recent decades. In nearly all phases of the food economy, entirely new frontiers have been opened by the vigorous and undogmatic search and inventiveness in this country. Our agriculture is so teeming with innovation and so virile in its zest to marshal all man-made resources for land utilization, that its capacity to produce is pressing hard against our strong and growing nation's capacity to consume, and against the capacity of the world market to absorb farm exports.

Our agriculture is not weak, underdeveloped, backward, or decadent. It is far too dynamic, progressive, and strong a going concern to be adjusted by gentle controls or to submit to strong political manipulation. Located in the greatest free-trade market area for food and fibers in the world and with free access to the world market, the real future of American farming lies in its development to full stature as a self-reliant business.

If for one would accept the results of the plebiscite of the nation's farmers—that is, their judgment on the value of farm land in the market, which expresses such confidence in their ability to earn an equitable income. With them, I believe that full parity of income lies beyond the political power of government, but very definitely within the domain of the managerial talents of free men in a market economy.

Dott. Ingg. M. G.

**Braibanti . c.**

SOC. A.R.L.

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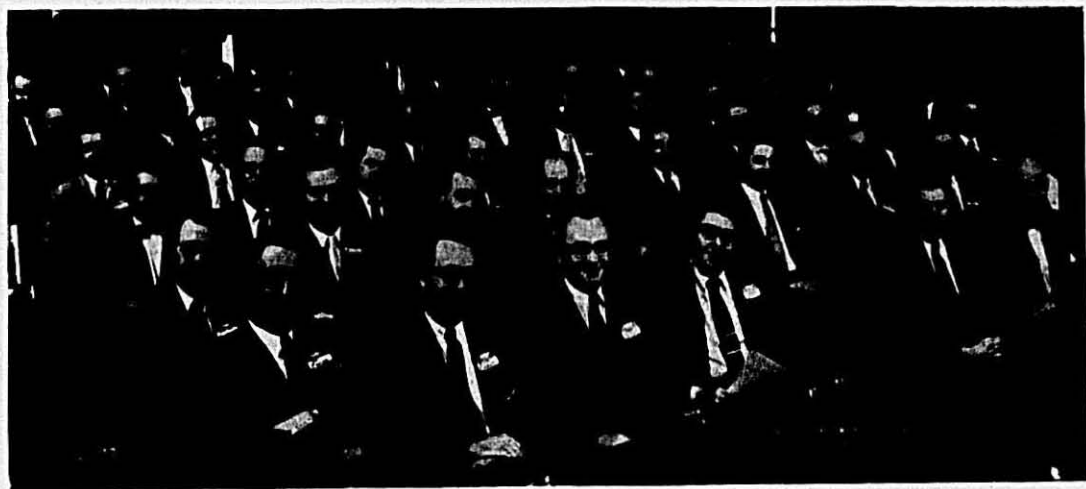
**IMPORTANT ANNOUNCEMENT****MR. LUIGI GRASSILLI**

The U. S. Representatives of The Braibanti Organization are happy to announce to their customers that Mr. Luigi Grassilli has been designated to be located permanently in New York, N. Y., for the purpose of servicing the equipment installed at their various customers' plants. Mr. Luigi Grassilli has been a valued member of The Braibanti Organization since 1940. His experience includes a practical and thorough knowledge of all types of drying equipment, presses, automatic spreaders and specialty machines. In 1949, he was appointed chief of the technical department of The Braibanti Organization in Paris, France.

Mr. Grassilli's services are immediately available to our customers on request to the New York representatives of The Braibanti Organization.

**Eastern Zone: LEHARA SALES CORPORATION**  
60 E. 42nd St., New York 17, New York

**Western Zone: PERMASCO, Division of Winter, Wolff & Co., Inc.**  
2036 East 27th Street, Los Angeles 58, California



### School Days

About sixty macaroni plant superintendents and allies met with personnel of the Glenn G. Hoskins Company at Northwestern University in Chicago for a Plant Operations Forum in mid-April. It was the eighth annual event held by the engineering firm.

Heavy emphasis was given to the techniques and problems in canning and freezing. Lecturers on these topics were Professors A. I. Nelson and Marvin Steinberg of the Department of Food Technology, University of Illinois. Other speakers included Ralph Maldari of D. Maldari & Sons, die makers; William J. Bader, Chicago District Sales Manager of Dobeckmun's Packaging Division; David Peryam of the Quartermasters Food & Container Institute; and members of the Hoskins staff.

The smiling students are pictured above and listed below:

**Front Row** — Vic Bagnas, Minnesota Macaroni Co.; A. Karlin, I. J. Grass Noodle Co.; John Babyar, I. J. Grass Noodle Co.; Sidney Grass, I. J. Grass Noodle Co.; Nick Rossi, Procinco & Rossi Corp.; Leo Buser, Delmonico Foods, Inc.

**Row 2** — Walter Villaume, Minnesota Macaroni Co.; Charles Hoskins, Glenn G. Hoskins Co.; R. F. Novelen, Kraft Foods; Carl Rogge, Glenn G. Hoskins Co.; Pierce Wheatley, Capital Mills; Ben Hansen, Creamette Company; Oscar Garber, Creamette Co. (Winnipeg); John Linstrath, Creamette Company.

**Row 3** — A. Castraberti, Prince Macaroni Co.; Earl Hetherington, General Mills; Don Knusen, General Mills; Norton Risdal, King Midas Flour Mill; Paul Ambrette, Ambrette Machine Corp.; Leo Rerucha, Gooch Food Products; Ralph Maldari, Donato Maldari; Frank Viola, Golden Grain Macaroni Co.; Rex Cannon, Crescent Macaroni Co.; Al Robilio, Robilio and Cuneo.

**Row 4** — C. F. Banfield, General Mills; A. Tosi, A. Goodman and Sons; Robert Cowen, Jr., A. Goodman and Sons; Robert Cowen, Sr., A. Goodman and Sons;

L. Whittaker, National Food Products; John Curry, C. F. Mueller Co.; E. J. McCleary, Adams Corporation; M. Steinburg, Univ. of Illinois; W. G. Hoskins, Glenn G. Hoskins Co.; G. G. Hoskins, Glenn G. Hoskins Co.

**Row 5** — Edith Linsley, Glenn G. Hoskins Co.; Rene Samson, Catelli Food Products Ltd.; I. DeFrancisci, DeFrancisci Machine Co.; N. Bontempi, DeFrancisci Machine Co.; Robert Green, NMMA; A. Nelson, Univ. of Illinois; LeRoy Hower, San Giorgio Macaroni Co.; John Scheetz, San Giorgio Macaroni Co.; A. Kohn, Buhler Brothers; Russel Houston, Delmonico Foods.

**Row 6** — O. Belton, Quaker Oats Co.; Don Nixon, Quaker Oats Co.; Rita May Tharinger, Tharinger Macaroni Co.; Art Bauman, Tharinger Macaroni Co.; Bruce Holmgren, Package Engineering; C. L. Sibbald, Catelli Durum Institute; Paul Limoges, Catelli Food Products; M. V. Vagnino, American Beauty Macaroni Co.; Paul Read, American Beauty Macaroni Co.; Tony Palazzolo, Delmonico Foods.

**Row 7** — Frank Johnson, Glenn G. Hoskins Co.; Albert Bono, Canepa Company; E. J. Thomas, N. Dakota Mill & Elevator; Gene Pellegrini, Glenn G. Hoskins Co.; Tom Hugel, American Sanitation Institute.

### Selling the Free Market —

(Continued from page 20)

from whom we buy our raw materials. With these people, we do have a contact. If each of us would try our best to be effective in the leadership of the public opinion with which we are in direct contact day after day after day, jointly and together, we can have profound influence upon the general attitude toward a free market economy.

You manufacture an automobile, or a tractor, or a locomotive by the process of breaking down the job into many parts, and you break down the process of manufacturing its parts in such a way that one man can do one job toward

manufacturing one part. If we, as the business group in America, are ever to be successful in exercising leadership that is effective, we must first of all direct our attention to the parts, not to the whole. We must direct our attention to the people with whom we are each in contact.

Each of us has his own precinct, you might say, in these groups. If we will do a good job, each of us individually in bringing about understanding among the groups we are in contact with — understanding of the basic principles on which our progress is founded — we will have no need to worry about the national atmosphere.

That is our problem in selling the concept of a free market economy. That is the challenge before each and every one of us.

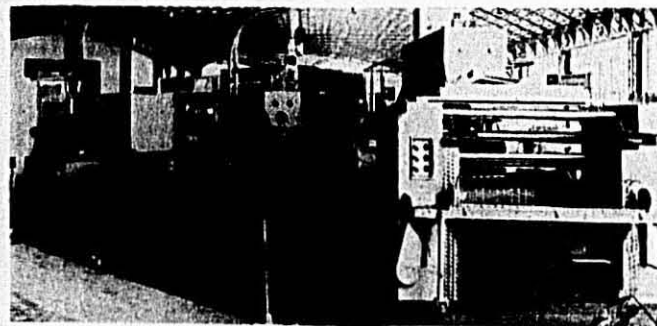
It will be accomplished in different ways by different people and in different sets of circumstances. No pattern of action applicable to everybody can be laid down, but, if each of us will set that objective as his own, and bring to bear upon it his own best judgment together with whatever advice is available to him from public relations or other sources, then we can create in America the basis for a new security, the basis for a new future which will be bright for every man, woman, and child among us.

### Hail the P.T.A.

The Green Bay, Wisconsin Press-Gazette notes macaroni popularity in an editorial and observes that the boom has come concurrently with the great rise of the Parent-Teacher Associations throughout the land. "Hail to the covered dish supper as an instrument for industrial progress!"

### France Importing Wheat

The severe winter in Europe has knocked France out of the ranks of wheat exporting nations. Last year France was the fifth largest exporter with over 93,000,000 bushels.



A Demaco press is displayed in the Meneghini exhibit at the Milan, Italy international fair in April.

### Displays at the Milan Fair

Giovanni Coppa-Zuccari, Italian engineer, dispatches this story from Rome:

The thirty-fourth Fair of Milan displayed many interesting developments in macaroni manufacturing equipment designed to reduce costs and improve efficiency.

Among the equipment displayed by Braibanti was an automatic packaging set-up for short cut goods produced by the Zamboni Workshops. This line filled, weighed and sealed paper bags of various sizes with a greater degree of automation than other equipment observed. It is adaptable even for plants with small volume.

Braibanti also showed the Telec dryer, designed to dry any size of cut goods. It is entirely built of metal and is equipped with ring-closed nylon bands in continuous motion. Sticks are interspersed at short distances to prevent the nylon fabric from shrinking. Large products, such as rigatoni, are dried very well on this model.

The Garbuio dryer with patented tilted frames handles the smallest goods. A labyrinthine dryer by Garbuio is an improved model of an older machine. It is reinforced wooden structure lined with light alloy. Ventilation is caused by electric fans in lateral chambers. Perfect distribution of goods in thin layers guarantees absolutely homogeneous drying.

A long goods production line shown by Braibanti included an automatic Magog press and a double spreader with an output of 100 to 110 metric quintals (about 22,046 pounds), and a second group, completely automatic, composed of a Macron press, simple spreader, tunnel, and multiple-cut stripper. This second line is designed for medium-capacity plants with limited floor space.

Laboratory apparatus by Braibanti included measures of humidity in ground products of various fineness, a small sieve and thermostatic oven with rotating stirrer. Our attention was also struck by some dies made of a new wear-resisting alloy (kitorblock) and provided with pins

designed for perfect production of long goods.

The Torresani Workshop presented a skein-making machine of high productive capacity and capable of making various sizes. They also showed a ravioli machine with a patented system of continuous stuffing. Their small noodle sheeter was also on display.

The Ricciarelli firm, founded over one hundred years ago, showed a stainless steel die and the Inoxidur die, ten times harder than any other die, practically eliminating wear and greatly prolonging the life of the die. Their Duplex B and Universal die-washing machines utilize the simultaneous movement of dies and water jets on both faces of dies with higher efficiency and considerable saving of energy.

Nesting machines were frequently displayed, and one of the most interesting was that of Pavan. Dough comes from dividing rollers or dies and are cut by a knife with an intermittent motion. The strands are set astride special sticks where they receive an adequate pre-drying. The sticks move towards a device which groups the dough into six tufts, disposing them on top of six vibrating spiral-shaped tubes. Each tuft moves downward in its tube and forms the nest, which is ventilated by hot air. The nest, leaving the lower end of the tube, is received by a device that disposes it on a wire net. The nest dries in a short time because of the preliminary drying and the resultant product is said to be the best of its kind. It is in good demand in restaurants because it holds its shape well in cooking. It is also considered easy to package.

Golfetto had a vibrating sifter boasting of constant cleanliness caused by high speed brushes, improved adhesion of the product due to the reduced oscillation stroke, and better stratification of the product because of the elimination of blades. Weight and size of the machine is reduced by cutting down the number and area of sieves, a lighter eccentric mass and the incorporation of an electric motor.

### Surplus Wheat —

(Continued from page 30)

additional amount, if the returns from wheat sold exceed costs. For the 1953-54 crop, farmers received an additional 16¢ per bushel over the initial payment of \$1.40.

These prices are much lower than those received by a wheat farmer in the United States. The farmer in the United States receives a propped price of about \$2.00 per bushel.

Twice before, in recent years, Canada has been successful in reducing huge wheat surpluses. At the close of July, 1945, Canada had 630 million bushels, the highest in history, on hand. By the following year, war induced exports and a short crop slashed the carryover to 398 million bushels and supplies continued to decline as war demands mounted.

In 1954 the supply was again up to 615 million bushels, the result of huge 1952 and 1953 crops. The 1952 crop was a record 702 million bushels and the 1953 crop was 614 millions. But in 1954 the production dropped to 309 million bushels and Canada again was able to reduce her surplus. The 1955 crop totaled 498 million bushels. Although the total supply of wheat on August 1, amounting to 992 million bushels, was slightly smaller than the 998 million bushels two years earlier, poor export demand in 1955 has left the current stocks at the highest point they have ever been at this time of year. Export demand picked up considerably several months ago following winter damage to European crops. This circumstance may bring the supply down to the 1955 level by harvest time in July.

### Public Relations —

(Continued from page 18)

#### Fourth, ECONOMY.

The customer usually has a hard time making his dollars cover his wants and needs.

Does the company do anything extra to prove to him that he gets his money's worth?

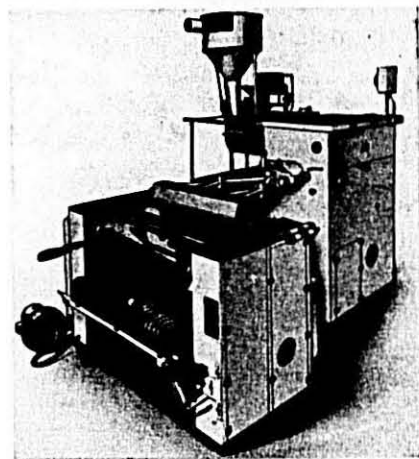
If any company or organization can succeed in getting its customers and potential customers to believe that it stands for dependability, leadership, service and economy, it has taken a mighty long stride toward closing a sale.

Implanting these ideas is what well-planned public relations can do in the selling process. It can do it, that is, provided the company or organization really does stand for these things.

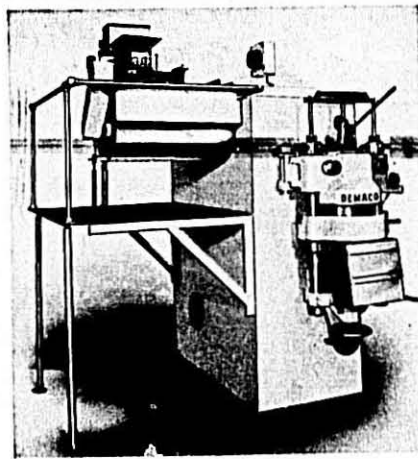
And here we come to the realm of company policy, an area where public relations thinking plays what is perhaps its most important role. For in the long run the public cannot be fooled. Good public relations does not begin with mere representations of corporate virtues — it begins with the truth.

**DEMACO HAS THE KNOW-HOW—  
THE EQUIPMENT and the CRAFTSMEN  
to SATISFY ALL YOUR  
MACARONI MANUFACTURING REQUIREMENTS**

**T**OP-FLIGHT design engineering combined with superior manufacturing techniques makes DeMaco equipment outstanding. Whatever your macaroni manufacturing needs, DeMaco has the equipment for you. The complete DeMaco line includes vacuum mixers, egg dosers, short cut presses, long goods spreaders, new design short cut dryers and many others. The ones shown will give you a general idea.



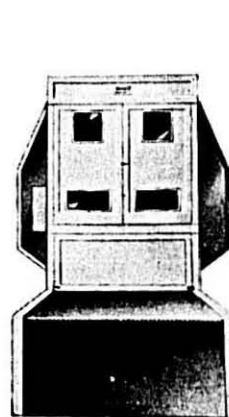
1. AUTOMATIC SPREADER



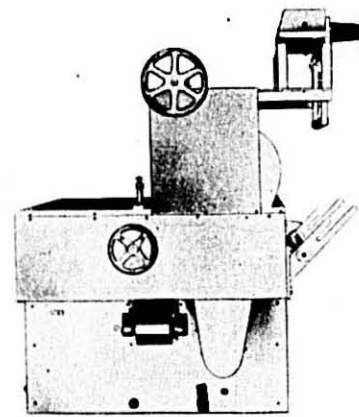
2. SHORT CUT PRESS

**DEMACO**

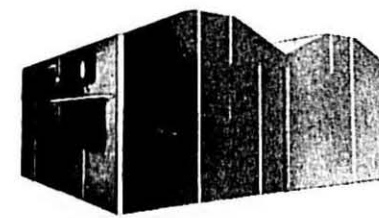
- Figure 1.** The DeMaco automatic spreader attachment with no electrical timers, no limit switches, no brake motors and with no complicated electrical wiring. On any existing ADS spreader, DeMaco offers you an exchange system in which we ship you a factory rebuilt spreader and take your existing spreader back in exchange.
- Figure 2.** The DeMaco short cut press with the "trade approved" single mixer equipped for vacuum. The only mixer that gives full vacuum over the entire mixing cycle.
- Figure 3.** The DeMaco fully controlled Dual type preliminary dryer for long goods. The only preliminary dryer that performs as a preliminary dryer and a 2nd stage "tempering dryer." No costly 2nd stage dryer is required. DeMaco also offers to convert your existing preliminary dryer to the new Dual type on an exchange basis.
- Figure 4.** The DeMaco sheet former. Here is the sheet former that is revolutionizing the entire noodle industry. A new type of die is used that produces a single sheet of unusual smoothness, color and cooking qualities.
- Figure 5.** The DeMaco fully controlled long goods finish rooms. These newly designed rooms expose your macaroni products to its maximum surface. Due to a double series of fans, super efficient, even drying takes place. The main time slashing factor is an advanced designed system of re-circulating air, with humidity kept at the optimum level by controllers and dampers. Dryers are furnished complete with temperature and humidity controls, panel electrical controls, fin type steam coils and steam control valve.



3. "DUAL" PRELIMINARY DRYER



4. AUTOMATIC COMBINATION SHEET FORMER &amp; NOODLE CUTTER



5. LONG GOODS FINISH ROOMS

**DEMACO** *DEFRANCISCI MACHINE*  
CORPORATION

46-45 METROPOLITAN AVE. • Plant 1 (Verizon 4-9880-1-2) • BROOKLYN 37, N. Y.

### Bert E. Groom is Mourned

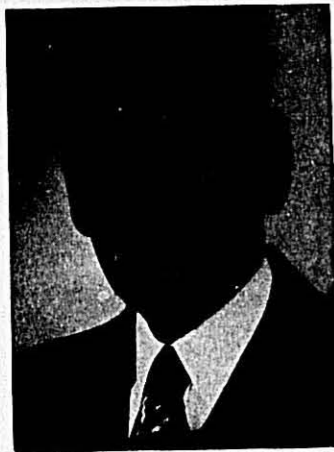
A friend of the macaroni industry passed away May 15.

Bert E. Groom, durum grower, community benefactor, and industry ally led a long, busy and resultful career.

Born in Cassville, Wisconsin, January 17, 1876, Mr. Groom was educated and then taught in rural Wisconsin schools before attending normal school at White-water. After graduating from college he went to North Dakota to teach and soon became Milton County superintendent of schools.

He moved on to Langdon where he was manager of the Cavalier County Immigration Association from 1910 until 1912. He went into the newspaper business and was an editor until 1925. Maintaining an interest in farming besides his newspaper work, Mr. Groom established a farm real estate and insurance business in 1921. He sold his interest out in 1941.

Mr. Groom was among the civic leaders that organized the Greater North Dakota Association, a state chamber of commerce. In 1926 he became the Association's first agricultural chairman and held the position until 1940. He promoted pure seed and purebred livestock shipments into North Dakota, conducted informal meetings and gained GNDA



sponsorship for countless agricultural projects. He developed the North Dakota exhibit for the annual International Grain and Hay Show at Chicago and was personally in charge of it each year, even after his promotion from agricultural chairman to executive secretary in 1940, and continuing after 1946 when he retired from his executive position to become chairman of the board of directors of GNDA. His record ran 25 years and he attended the 1953 show as a visitor.

Mr. Groom encouraged the National Macaroni Manufacturers Association to participate in the North Dakota State Durum Show and to give a plaque to the Sweepstakes winner annually. He was also instrumental in having the Associa-

tion give recognition to the Durum Wheat Winner at the International Grain Show.

His strong interest in farming prompted him to help in the organization of various shows, such as the North Dakota Winter Show at Valley City, the North Dakota State Durum Show at Langdon, and others. He was widely in demand as a speaker at agricultural meetings throughout the state and at regional and national meetings.

He always had a special interest in youth. He was signally honored for his service to agriculture in 1940, when the then new chapter of Future Farmers of America was organized in Langdon high school and named in his honor. He was deeply appreciative of the honor and throughout the years was an ardent and generous supporter of the chapter.

Always a sincere exponent of purebred livestock, on his farms in Cavalier county he was interested in the raising of Percheron horses, Hereford cattle, Hampshire sheep and Chester White swine. He was identified with the various breed associations in the state and in connection with his GNDA work, he helped expand the effectiveness of those and other breed associations operating in the state.

For a number of years he had been interested in the work of the National Tax Equality Association. Since his retirement from GNDA he had been active as North Dakota director in that organization. In politics he aligned himself with conservative factions.

Mr. Groom was married to Weltha Smiley in 1902. They celebrated their golden wedding with a family affair at Langdon in the summer of 1952. Mrs. Groom survives with their two children, Emily, who is Mrs. Frank Benson of Grand Forks, and Donald Groom who manages one of the Groom farms west of Langdon. Eleven grandchildren and three great grandchildren also survive.

### Hal M. Ranck

Hal M. Ranck, merchandising manager for Kingan Inc., an Indianapolis meat packer, died suddenly April 27 in a Los Angeles hotel while on a business trip.

Mr. Ranck, 58 years old, joined Kingan in 1952 as manager of merchandising and advertising. He was promoted to merchandising head in 1953.

He had been on the sales staff of the *American Weekly*, a Chicago division of the Hearst publications, five years before going to Indianapolis.

During his 24 years in the food selling field, Mr. Ranck was also associated with the A & P food chain, the Cooter Company of Chicago, and the National Macaroni Manufacturers Association. He was field representative during the period of the multi-million dollar advertising program conducted by the Mills Agency of Indianapolis for the Association during 1929-1930.

Born at Fowler, Indiana, he grew up in Lafayette and attended Purdue and

DePauw Universities where he was a member of Sigma Chi Fraternity.

He is survived by the widow, Mrs. Dorothea Allen Ranck, and a son, Lt. Wolcot Allen Ranck, serving with the United States Army.



### Woodman Appoints Sales Manager

Mr. D. E. Woodman, President of The Woodman Company, Decatur, Georgia, has announced that effective the 15th of May, Mr. John L. Kelley would be elevated to the office of General Sales Manager of The Woodman Company.

Mr. Kelley replaces Mr. Francis Webster who leaves this post to enter business for himself as an investor in his old field—the Chemical Industry.

Mr. Kelley joined the Woodman Company nearly nine years ago during its early days. Since then he has held many positions. For the past seven years he has built and directed the Field Relations Division from one man into a national and inter-national organization consisting of fifteen offices in this country and Canada.

In his new position he will direct the operations of both the new Sales and Field Service Departments.

### Casserole Cooking —

(Continued from page 3)

the Durum Products Division of the Commander-Larabee Milling Company.

Commander-Larabee's durum operation ships thousands of sacks of durum products every year to such a large percentage of United States macaroni plants that it's safe to bet that if your family has macaroni for supper tonight, you'll be eating ADM (Archer, Daniels, Midland) durum wheat.

Macaroni products lend themselves to a tremendous variety of dishes, from Russian borscht to Italian minestrone and a thousand tasty casseroles.

Children love them because they're so easy to eat and come in such interesting shapes. For adults, their taste and eye appeal multiply into an endless number of appetizing, satisfying, economical meals.

## JACOBS-WINSTON LABORATORIES, Inc.

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—Sanitary Plant Inspections.

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

## NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

Dough Brakes — Dry Noodle Cutters  
Wet Noodle Cutters  
Mixers — Kneaders

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The Macaroni Journal

Palatine, Illinois

## RETROSPECTIONS

by  
M. J.



**35 Years Ago — July, 1921**

- Fight for equal freight rates—macaroni products and cereals rightfully belong to the same food family and should enjoy the same freight rates.
- The sandwich—a piece of meat between two slices of bread—is said to have been invented in 1792 by John Montague, The Earl of Sandwich.
- For years the packaged macaroni people have been seeking a weevil proof package.
- Why streaks in egg noodles? Faulty manufacture, not egg.
- Fire destroyed the Sisson Macaroni Company plant in Sisson, California. Damage \$14,000.
- Fortune Products Company, Chicago, buys Briggs Cereal Products Company, Cincinnati, Ohio.
- Howard W. Files, manager of Pillsbury Flour Mills Durum Division was married June 18 to Miss Nora A. Bergseng, both of Minneapolis.

**25 Years Ago — July, 1931**

- "Quality" recommended to combat "Voluminitis."
- Frank L. Zerega, president of N.M.M.A., and Lloyd M. Skinner, Master of Ceremonies, exchange orchids in handshake at Association's annual banquet in Chicago, June, 1931.
- Frank L. Zerega was re-elected president and Glenn G. Hoskins was elected vice president for fiscal year, 1931-1932.
- Hal M. Ranck, N.M.M.A.'s Merchandising Director, reported on his survey of bad selling practices prevalent in the industry.
- Robert B. Brown of Fortune Products Company named head of the industry's Advertising Council.
- At the Association's convention last month, Charles Rossotti of Rossotti Lithographing Company of North Bergen, New Jersey, was introduced as the youngest representative in attendance.
- New slogan recommended for the macaroni industry: no "live and let live," but "live and help live."

**15 Years Ago — July, 1941**

- "Let's realize our industry's opportunities," suggests vice president C. W. Wolfe, observing that there will be changes made in predicting the industry's future.
- The three P's for industry betterment: Preservation—Protection—Promotion.
- Representatives of charter member firms in attendance at a luncheon during industry's convention in Hotel William Penn, Pittsburgh, Pennsylvania, June 23-24, were duly honored. They represented eight firms who helped form the

Association in Pittsburgh April 19-20, 1941.

- The National Macaroni Institute, which was organized by M. J. Donna in 1937, reported that in 1940 the industry employed 6,013 persons and produced 680,000,000 pounds of macaroni products valued at \$16,153,471 with consumption just under 5 pounds per capita.
- Directors were first elected under a new regional set-up comprising eight regions in entire country.

**5 Years Ago — July, 1951**

- 47th Annual Meeting at Edgewater Beach Hotel, Chicago, Illinois.
- President C. Frederick Mueller in his message, "The Human Side," pointed out that too rigid adherence to written rules in management-employee relations was not the best policy. He preferred to continue an open-door policy where management might go direct to anyone in the organization and every employee knew he could go to top management with his idea and his problem.

- "The Road Ahead" by Theodore R. Sills predicted that 1951's Macaroni Week, October 18 to 27, would have the greatest advertising, merchandising and publicity support ever.
- The French Delegation headed by Jacques Audigier, including Rene Esclapez, Gerard Benneclotte, Roga Amselem, Jules Narbonne, Paul Valay, Homouda Dadlad, Jean Brusson and Andre Reyon visited durum areas, semolina mills and macaroni factories in the United States, participating in annual N.M.M.A. convention as final friendly relations act.
- Second Annual Macaroni Day at Devils Lake, North Dakota, planned by Chamber of Commerce for the purpose of acquainting more people in the durum area with the end use of durum. Durum Prince and Macaroni Queen to be chosen.
- "The Road Ahead From the Wholesalers' Angle," by Harold O. Smith, Jr., emphasizes packaging, quality of product, cash discount, sales policy and direct selling.
- Mr. C. L. Norris, Advisor, N.M.M.A. in his talk, "Making and Selling Macaroni," said that every problem yields to thought and work and for solutions which may seem to be outside the realm of possibility, persistent work and thought sometimes will suddenly bring an answer to the most baffling problem.
- "Allocation of Critical Materials" by B. R. Jacobs. If macaroni manufacturers want any of the restricted metals:

steel, copper and aluminum, they must go to Mr. Phil Talbot, claimant agent for the macaroni industry.

- Burglars ransacked the G. D'Amico Macaroni Company plant in Steger, Illinois, taking an undisclosed amount of money and valuable papers, two adding machines and other office equipment.

### CLASSIFIED

ADVERTISING RATES  
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**FOR SALE**—1 automatic press complete with spreader and automatic preliminary dryer and with one die each for the following: fusilli, margherita, mafalda, yonanda, lasagne riccia—\$12,000. 6 Barozzi dryer rooms complete with 12 trucks @ \$200 each. 1 Champion semolina system in good condition—\$500. 1 Bostich machine—\$200; 26 steel wheel platforms—\$300; 2 enrichment feeders—\$300; 1 20-lb. scale—\$80; 6 1-lb. scales—\$180; 5 1-inch Scotch tone machines—\$80; 1 time clock—\$50; 5M 54-inch macaroni sticks practically new @ \$60 per M; 1 10-inch hydraulic press—\$500. All equipment in excellent condition, f.o.b. plant, 6306-6314 New Utrecht Avenue, Brooklyn 19, New York. Colonial Fusilli Manufacturing Company.

**FOR SALE**: One 3 column larve ravioli machine. Made by Lombi Co. 2 1/2 inch square ravioli. Sells for \$3600 new. Will sell for \$2500.00. Makes 5000 ravioli an hour. Combination kneader and noodle cutting machine, worth \$2600. Priced at \$1200 for quick sale.  
Contact Genoa Egg Noodle & Ravioli Co.  
941 Grand Ave. New Haven, Conn.  
Telephone SPruce 7-3448

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## INSIDE SCIENCE

# The Vital Story of MACARONI\* ENRICHMENT

by Science Writer

*This is the fourth article in a series devoted to the story of cereal enrichment*



word of the great benefits which result from enrichment.

For years, some forward-looking manufacturers of macaroni and noodle products have used enrichment to make their good foods better. They know that enrichment restores important vitamin and mineral values which are unavoidably lost in milling, and they recognize their responsibility to provide the greatest health-building benefits for the public.

Enrichment is really a simple process. It adds the following essential elements to the food during manufacture.

**Thiamine**—also called vitamin B<sub>1</sub>. This vitamin helps to build physical and mental health. It is essential for normal appetite, intestinal activity and sound nerves.

**Riboflavin**—also called vitamin B<sub>2</sub>. This vitamin helps to keep body tissues healthy and to maintain proper function of the eyes. It is essential for growth.

**Niacin**—another "B" vitamin, is needed for healthy body tissues. Its use in the American diet has done much to make a serious disease called pellagra disappear.

**Iron**—is a mineral used in all enrichment. It is essential for making good, red blood and preventing nutritional anemia.

Products made from semolina may be enriched by two methods. One uses small square wafers which contain all the vitamins and iron necessary to enrich 100 lbs. The wafers break up in a small amount of water which is then added to the paste. For manufacturers who use the continuous press method, a powdered concentrate of the vitamins and iron, called a premix, is available. This is added by a mechanical feeding device.



\*Macaroni is used here in the generic sense. It includes all alimentary pastes: macaroni, spaghetti, pasta, noodles.

These are the minimum and maximum levels, in milligrams per pound, required by the Federal Definitions and Standards of Identity for enriched alimentary pastes.

|                                      | Min. | Max. |
|--------------------------------------|------|------|
| Thiamine (vitamin B <sub>1</sub> )   | 4.0  | 5.0  |
| Riboflavin (vitamin B <sub>2</sub> ) | 1.7  | 2.2  |
| Niacin                               | 27.0 | 34.0 |
| Iron                                 | 13.0 | 16.5 |

NOTE: These levels allow for 30% to 50% losses in kitchen procedures.

Nowadays scientists are able to "build" duplicates of many of Nature's essential complexes in the laboratory. This has happened with many vitamins. First the chemical composition is learned and the pure substance is isolated. Then a "duplicate" is made which is identical chemically and biologically with Nature's product. A vitamin is a vitamin regardless of its source just as salt is salt whether it comes from a mine or is evaporated from the sea. So efficient is large scale manufacturing that vitamins are sold at a lower cost than if they were extracted from natural sources.



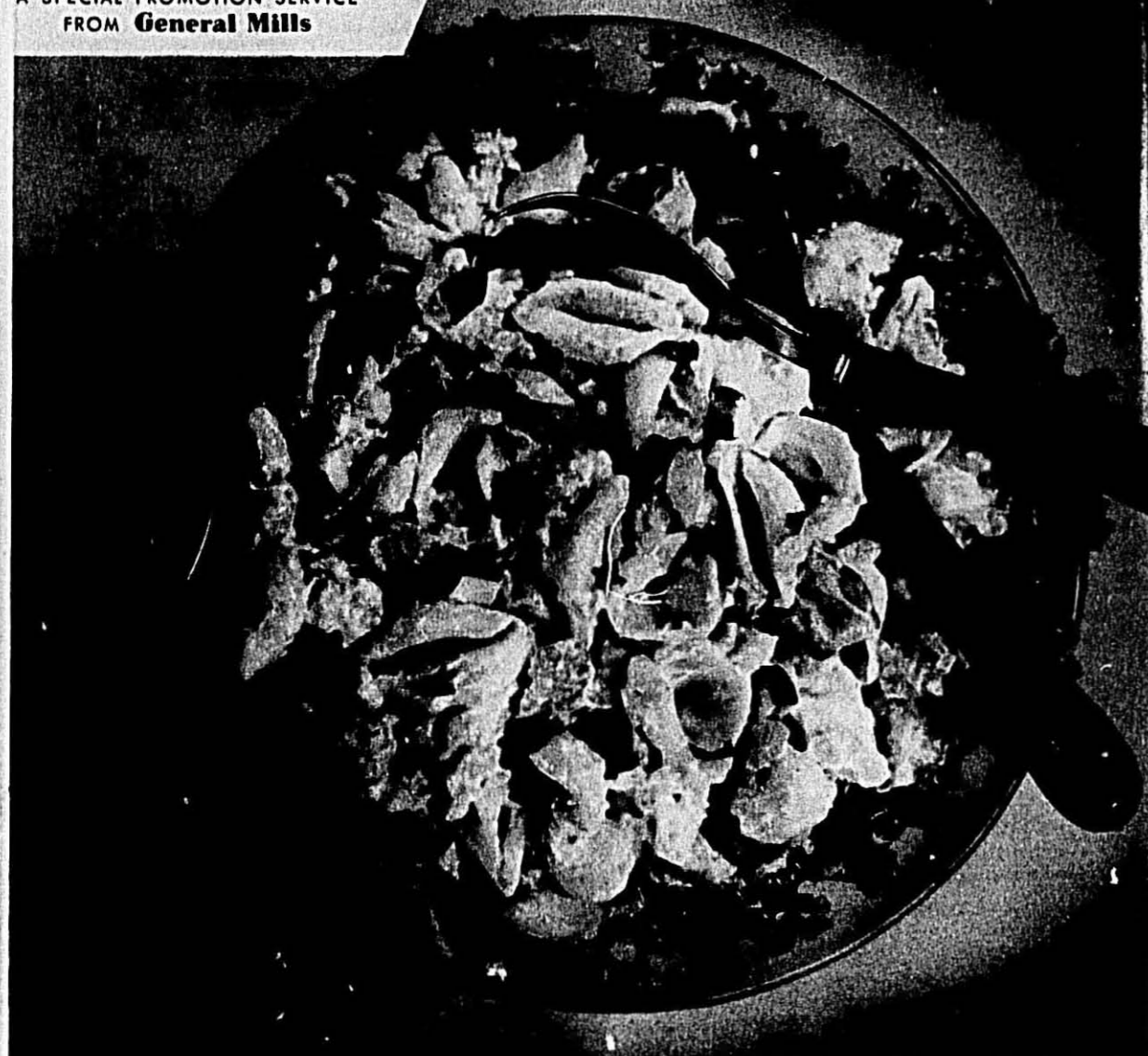
The Hoffmann-La Roche people, who produce a good percent of the vitamins used in enrichment, use amazingly complex processes with scientific production controls. This requires modern, special equipment filling whole buildings, each one a city block square and many stories high.

The combination of scientific research, thorough know-how and mammoth manufacturing processes—plus the far-sightedness of leaders in the macaroni industry—is helping vitally to make good macaroni products better.

This article, reprints of which are available without charge, is published as a service to the macaroni industry by the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. In Canada: Hoffmann-La Roche Ltd., 286 St. Paul Street, West, Montreal, Quebec.



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The attractive folder (shown at right) is filled with unusual recipes featuring macaroni, spaghetti and noodles. All have been home-tested and received enthusiastically by all

types of families. They'll help sell your products... to grocers and consumers. Feature them on your package and in your advertisements, and sales literature. This extra service to your customers will earn you extra sales!

COPIES OF THIS 12-PAGE RECIPE HANDBOOK have room on the cover to imprint your name and address. For a sample folder and price information, contact your General Mills salesman, or write to Durum Sales, General Mills, Minneapolis 1, Minn.



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