

**THE
MACARONI
JOURNAL**

**Volume 38
No. 4**

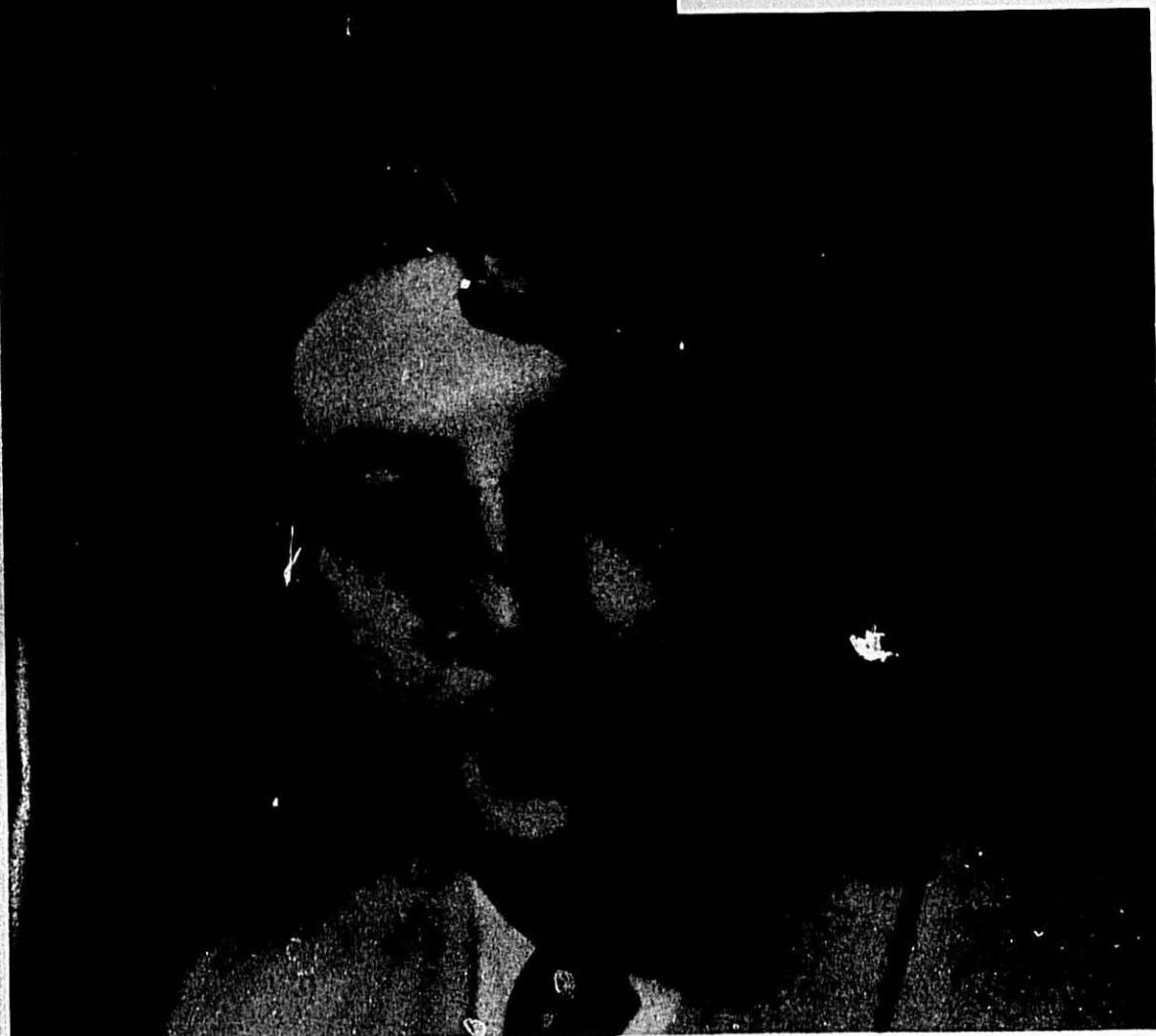
August, 1956

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



AUGUST, 1956



LLOYD E. SKINNER, NEW PRESIDENT

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

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

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

We make our own inks, to insure the best reproduction on that board.

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

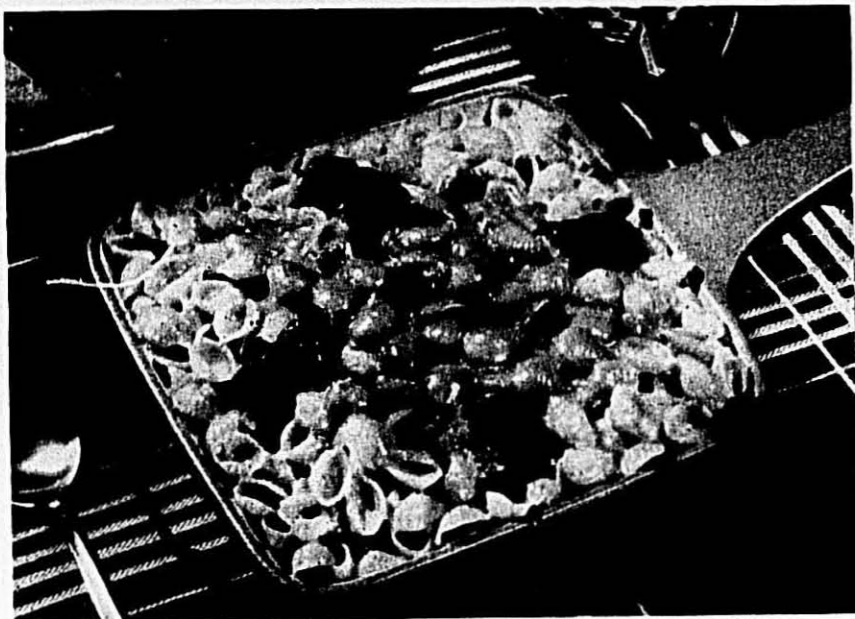
Our San Francisco, California plant is equally up-to-date.

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

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

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

We invite you to call us in for consultation on your packaging problems. You may discover in our techniques a new approach to a profitable increase in sales. No obligation. Just call or write us.



Will you cut out this Pictorial and place it on your present Macaroni package? Doesn't it whet your appetite? It will have the same effect on many women shoppers in Self-Service Stores.

There is a qualified Rossotti representative near you. He has many helpful facts and figures at his fingertips. A meeting with him might mean opening new ways to a profitable increase in your Macaroni sales.

Rossotti

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THE MACARONI JOURNAL

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50% Durum and 50% Hard Wheat Blends
are rigidly quality controlled for your protection . . . to earn and keep the patronage
of quality macaroni manufacturers.



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Farmers Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 1, MINNESOTA

The MACARONI JOURNAL

August, 1956
Volume 38, No. 4

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

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

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Cover Photo

Lloyd E. Skinner was named president of the National Macaroni Manufacturers Association at the 52nd annual convention at scenic Wentworth-by-the-Sea, Portsmouth, New Hampshire, June 19-22. Mr. Skinner is president of the Skinner Manufacturing Company. He is one of the foremost civic and business leaders in Omaha, Nebraska.

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



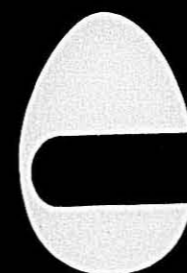
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Convenient packing special moisture proof lever top drums



AT THE CONVENTION

More than 200 macaroni manufacturers with their families and allies met at the 52nd Annual Meeting of the National Macaroni Manufacturers Association at Wentworth-by-the-Sea, Portsmouth, New Hampshire, June 19, 20, 21, 22.

Officers Elected

Lloyd E. Skinner of the Skinner Manufacturing Company, Omaha, Nebraska, was elected President of the Association. Guido Merlino of Mission Macaroni Company, Seattle, Washington, was elected First Vice President; Horace P. Gioia of Alfonso Gioia & Sons, Rochester, New York, Second Vice President; and Emanuele Ronzoni, Jr. of the Ronzoni Macaroni Company, Long Island City, New York, Third Vice President.

New Directors elected to the Board include Henry Rossi of Peter Rossi & Sons, Braidwood, Illinois; James T. Williams of The Greenette Company, Minneapolis, Minnesota; and Vincent F. LaRosa of V. LaRosa & Sons, Brooklyn, New York. Other Board members were re-elected.

Retiring Association President Peter LaRosa was honored at the Annual Meeting banquet. He was presented with a plaque from the members in appreciation for his service as President for the past two years.

The Board of Directors met on June 19 to review policy matters and finance. They also met with the durum millers for a luncheon to view crop prospects and durum relations policies.

On the Opening Day

The Convention was formally opened on June 20 by greetings from President Peter LaRosa.

The Association's Executive Secretary Robert M. Green presented a statement on "Where We Stand". Excerpts of this report may be found on page 7.

Ellis D. English, President of the Commander-Larabee Milling Company, Min-

neapolis, and Chairman of the Durum Committee for the Millers' National Federation, described "The Durum Picture". His talk appears on page 10.

A panel discussion took up the points discussed by Mr. Green and Mr. English and agreed that quality products attractively packaged and soundly merchandized could put macaroni consumption back on the upward trend. The panel included Peter LaRosa, Jack Wolfe, Raymond Guerisi, Maurice Ryan, Bill Freschi, and was moderated by Lloyd Skinner.

"The Essentials of a Sanitary Plant Survey" were given by James J. Winston, Director of Research for the Association. His paper will be presented in the next issue of the Macaroni Journal.

Recreational Activities

While the men played golf on the Wentworth course on the afternoon of the opening day, the ladies were entertained at a card party where favors from the Dobeckmann Company were distributed and dolls from the DiFrancisci Machinery Company were given among the prizes.

The golf tournament was conducted on the Galloway handicap system. Albert Weiss of Cleveland won the top award. Ted Sills presented a sterling bowl which will be offered for competition, and must be won for three consecutive years for permanent possession.

The Traditional Rossotti Spaghetti Buffet was held in the evening, followed by entertainment in the Ship and dancing in the Ball Room.

Government Day

Roger DiPasca opened the second session with a report from the Standards Committee. It appears on page 24.

John L. Harvey, Deputy Director of the Federal Food and Drug Administration was unable to attend the meeting

because of legislative duties in Washington. He sent Mr. J. Kenneth Kirk of the Department to present his paper, and Mr. Kirk capably answered questions put to him by manufacturers in the audience on FDA policies and practices.

Charles E. Grandey, Director of the Bureau of Consultation, Federal Trade Commission, explained the purposes and functions of an industry trade practice rules committee. He presided at the first meeting of the newly formed committee on Friday. Albert S. Weiss of the Weiss Noodle Company, Cleveland, Ohio, was elected chairman of the committee, and Robert M. Green, Secretary.

"A Tax Program on Which Business Can Unite" was presented by Robert A. Watters, Treasurer of the George W. Dinsmore Company of Lawrence, Massachusetts. Active in the paper tube business, Mr. Watters is also a member of the National Association of Manufacturers Tax Committee. His presentation will be given in the next issue of the Macaroni Journal.

Sight-Seeing Tour

General Mills took the Convention group on a sight seeing tour of colonial Portsmouth. They visited the historic homes of Governor Jackson and John Paul Jones, regarded by the experts as fine examples of colonial architecture and furnishing.

In the evening a New England clam-bake was held on the sea shore where everyone enjoyed clams, lobster, sweet corn, boiled eggs, and frankfurters. This was followed by entertainment in the Ship by Bill Oldach's Macaroni Minstrels. Talent included some light opera singers from Boston, as well as musicians from the macaroni group.

At the final business session a panel of grocery experts including Donald A. Gannon, Director of Retailing for Stop
(Continued on page 12)



Retiring President Peter LaRosa is presented plaque from membership by Lloyd E. Skinner.

WHERE WE STAND

by Robert M. Green, Executive Secretary, National Macaroni Manufacturers Association, at the 52nd Annual Meeting

GENERAL business has leveled off — on an exceedingly high plateau. Soft spots have been well publicized in the auto industry, textiles, housing starts, and farm prices. But there is underlying strength in the economy including investment for new plants and improvements, consumer confidence as reported in a recent Federal Reserve survey, improved housing starts, Government spending for roads, schools, foreign aid, and defense.

The most significant strength is in a growing population, and growing purchasing power. Last year the population of the United States increased more than 1,000,000 to hit a total in April of better than 167,000,000 people. It is estimated that 110,000 new families a month are currently stepping into the \$3,000 a year class, while millions of others already firmly entrenched in the middle income group continue to attain still higher levels of purchasing power.

Change and Competition

The current situation is marked by change and competition. As an example, Supermarket Institute members averaged a sales gain of 11% over the previous year in their 1955 operations, but for the eighth year in a row, store operating expenses rose at a faster rate than volume.

Food business is good. People have increased their per capita consumption of food. They are buying more convenience items and prepared dishes, and some foods are doing better than others. For example, meat, poultry, fish, frozen foods, items for calorie counters, and Italian items riding on the crest of popularity of Italian films, movie stars and clothing.

Paul Willis of the Grocer Manufacturers of America reports that the food industry's growth for the past 16 years has been fabulous. Total consumption and expenditures for food through all channels of distribution, have risen from about \$16,000,000,000 in 1939 to about \$68,000,000,000 in 1955. Indications are that this may reach \$70,000,000,000 in 1956. To the question: "Can markets be further broadened?" Mr. Willis says, "Definitely, yes, providing that we work harder and smarter and on a teamwork basis." He says there is no "fixed stomach." Appetites, inspired by greater variety appeal and taste appeal of modern foods can be instrumental in stimulating even greater per capita food consumption. A stomach may take only enough of the humdrum food to get by, whereas the temptation of exciting, attractive foods may fill it up fast and oftener.

Some Foods Going Up

Some foods are going up — margarine is one, and a news release from the A. C. Nielsen Company, market researchers in



ROBERT M. GREEN

Chicago, the other day said the outlook is bright for the margarine industry. Consumer sales through food stores are up 18% against 5 years ago. Butter in the same 5-year span showed an 8% cutback. For the year ending April 1, 1956, margarine sales were marginally over the previous 12 months as compared with a 1% increase in consumer movement of butter. This revision reflected, in part, lower prices due to Government policy.

An interesting point in the Nielsen report was that margarine showed a 22.8 annual stock turnover in food stores as compared with 9.1 for a selected list of food store items. Moreover, margarine yielded the independent grocer an annual return of 3.38 gross profit per dollar of inventory as against 2.01 for other items.

Reasons Why

In predicting a favorable food outlook for margarine, Nielsen cited a favorable price differential compared with butter, improved product quality, greater attractiveness of packaging, and wider recognition of nutritional values of margarine.

Another classification on the upgrade is frozen foods. Chain Store Age in April reported: "Frozen food sales leaped for \$1,000,000,000. They were \$616,000,000 in 1951 and \$772,000,000 in 1955. Distribution of sales shows that the potential is much higher. The average for all food chains shows only 1.3% of total sales in frozen foods, but some chains already have 10%, and expect more. The difference looks more like a difference in number of cases and in promotional push than any difference in neighborhoods."

Some Are Going Down

Some foods are going down. Flour consumption is down to 120-125 pounds though food from wheat still comprises

about 7% of the diet of American consumers.

An editorial from the Southwestern Miller recently said, "Milling is influenced in varying degrees by the state of the general economy, but its own performance in the past year did not measure up to that of business as a whole. . . . Milling enjoyed a gain in production during the year, but its output did not begin to approach the records established by many other industries or its own records of the past, and it merited better fiscal showing than it marked up for the year."

The Price of Price-Cutting

On this point the editor of Modern Miller and Baker News writes: "While abnormal supplies prevail abnormal merchandising operations are the order of the day. The milling industry is cursed with pricing practices that are often disastrous. . . . All millers have listened with morbid fascination to the sermons and warnings that have followed each departed brother. Such sermons do no good. Millers are aware of the fallacy of sacrificing profit for running time, of the fallacy that the way to win a customer is by price cutting; that losses so incurred can be made up by gains in feed, or any of a dozen intangibles."

"Even if it were lawful, millers are incapable of maintaining price agreements. They couldn't do it in the days when such agreements were legal, and nothing has changed which would provide them with more fortitude now. Nor is it a matter of leadership, individual or collective. Some millers who squall loud est for leadership make the most deplorable sales."

"If every approach so far has been barren of results, we suggest that millers provide a research team to look for an unexplored territory that has not been explored. The merchandising of flour is in the dark ages. It is stupid to be resigned to the thought that price cutting and competition must be synonymous."

Millers take consolation that these same criticisms could be leveled at other industries.

What It Takes

The answer to the problem was given by Gerald S. Kennedy, newly elected president of the Millers' National Federation. He says, "Let's put on our selling clothes, put our heads together, be positive and enthusiastic. If we do nothing else this year, I would like to see us embark on a program which would have one basic end result: broadening the market for wheat foods."

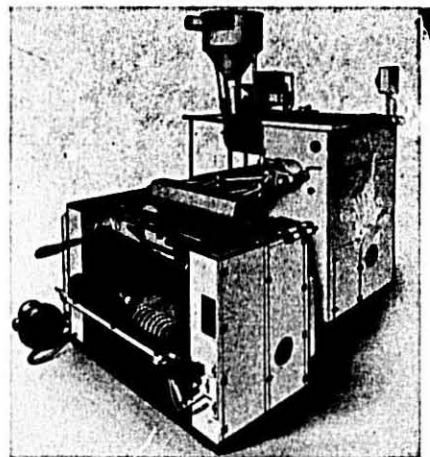
"The economy of the milling industry does not permit our contemplating an ex-
(Continued on page 21)



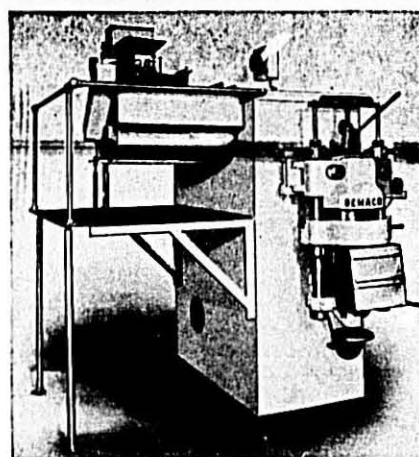
New President tries out gavel. Left to right are Robert Green, Executive Secretary, Emanuele Ronzoni Jr., third Vice-President, President Lloyd Skinner, and Horace P. Gioia, second Vice-President. Guido Merlino, elected first Vice-President, is not in the picture.

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

TOP-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.



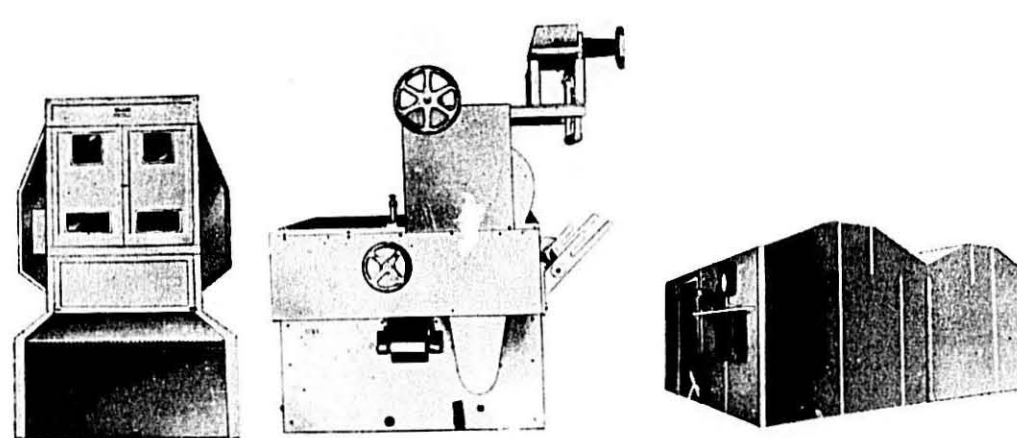
1. AUTOMATIC SPREADER



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 & NOODLE CUTTER

5. LONG GOODS FINISH ROOMS

DEMACO *DEFRANCISCI MACHINE*
CORPORATION

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THE DURUM PICTURE

by Ellis D. English, President, Commander-Larabee Milling Company
at the Fifty-Second Annual Meeting



ELLIS D. ENGLISH

THE durum business is so interesting to me and so challenging that I canceled other plans so I could be here with you today. I didn't come down here to cry on your shoulder; I came down here to put the cards on the table. I want to be just as factual and frank, if I may, as I was when I visited with the board of directors yesterday. Speaking of that meeting, I think it is a great thing. I attend to many phases of association work, as our company belongs to more than 50 trade organizations. Never before have I been invited as a supplier to visit with the board of an organization such as this—I think it was a fine idea.

When I was asked to talk about the durum picture, I started thinking about the facets of our business and the many problems facing us today; and I find myself somewhat in the position of the malaraja who was visiting his harem. He stood over the members of his harem and made this statement, "I know why I am here, but I don't know where to start."

Millers Are Crybabies

I don't think you're interested in millers' problems so much as you are your own, but our problems affect you and I think it is well for us to talk first about durum millers. Millers are crybabies. Traditionally, they have yelled "wolf!" so many times that you folks never know whether the wolf is there or not there. This year we've been yelling "wolf!" and the wolf's there—not only on the doorstep, but it's a female wolf that has a big litter of pups.

I don't think there's been a time in history when durum millers have done such a poor job as on this current crop year. This is a milling problem that will have to be solved by millers, but if you understand our problems, you can better understand what we try to do on such occasions. You have your own problems and they are closer to you than ours are,

but I don't think you can have a healthy and prosperous macaroni industry if you don't have healthy, vigorous, prosperous suppliers. Advantages might be passed on to one of you, or to some of you, or all of you, to soon dissipate. There is an inclination when you have cheap raw material, to pass that on to the consumer or to your customer, and often you pass on more than you get.

The milling business has been good to me and it's been good to other people in this room; and we shouldn't be a bunch of gloomy Guses. We should be enthusiastic. We should uphold our industry; we should be part of it—not ashamed of it. We shouldn't go on apologizing for ourselves and for our company. On the other hand, we shouldn't downgrade other people in the industry, because when we do, we are downgrading ourselves—goodness knows there's been too much of it in the milling business.

Now, in spite of this year being so terrible, none of us have gone broke. All the durum millers I know, except possibly one, are in other businesses—they have other means of income and potential profit. I doubt that the owners or the management of these companies will continue to permit durum milling divisions to be subsidized by profits from other operations. So it's up to the people in this room—the millers—to clean up the mess they have made.

I think competition this year has reached the all time high of absurdity and stupidity. In some cases it has reached the point of brutality. Now in talking about this a few days ago, one macaroni manufacturer said this same statement applies to your industry; I hope he was wrong.

You Have Problems

Now you folks have had your problems; number one, I think, has been the uncertainty of your own raw material, uncertainty of supplies—you don't know from one week to the next what type of raw material you might be using. I am sure it has been very frustrating. I'm sure there's been a great amount of uncertainty in your mind all the time when you shipped your merchandise out as to whether it would please the consumer. I am sure there has been a great deal of nervousness about a competitor or a group of competitors having different raw material and making a different product and might cause you competitive problems. There have been great changes in the buying habits of your customers that have brought about necessity of great expense—different packages, different methods of distribution, different

merchandising, and different types of products. These things have cost you a lot of money. I know that you've spent a lot of money on modernization and mechanization. New advertising media, particularly television, are very expensive.

You've had wide price fluctuations in your raw materials. You will always have operating problems under those conditions. You have had increased labor costs, and we think these increases will continue.

We see in our business and in other phases of the food field (particularly in baking—which is closely related to your business) an attempt to create a 35 hour week with the objective of a 50 hour week. We have actually seen in a few cases where 35 hour weeks have been accepted. As the unions force one company into that position, others will be forced to go along. When you drop from a 40 hour to a 35 hour week, you do it without lowering take home pay.

Costs Continue to Increase

So these increases are going to continue. They are going to be problems for you and for us. I think perhaps the uncertainty about your quality has caused you more concern than about any one other thing. Bob Green's charts would indicate that to me. I've had people in this room and others in your industry tell me in the last year that they would never go back to durum if it was sold at the premium. They have just told me that they are going back to durum as soon as durum is available. I believe the latter statement rather than the first in most cases.

If you are nervous about the quality of your product, if you think durum wheat will make better macaroni, spaghetti, and noodles than what you have been using, then go back to it as soon as you can.

I've read a Glenn Hoskins article in your very fine trade magazine, the June issue of the Macaroni Journal. There, Glenn Hoskins said that the kind of merchandise you make, the type of products you make, will not be decided by you folks. These decisions will be made by the American homemaker. She will get what she wants, the way she wants it, and when she wants it; and believe me, your fellows are going to supply it to her just that way.

If durum wheat will give her a product she likes better, for goodness sake give it to her. If you don't the other fellow will and he'll take your business away from you.

Durum wheat is the kind of raw material
(Continued on page 38)

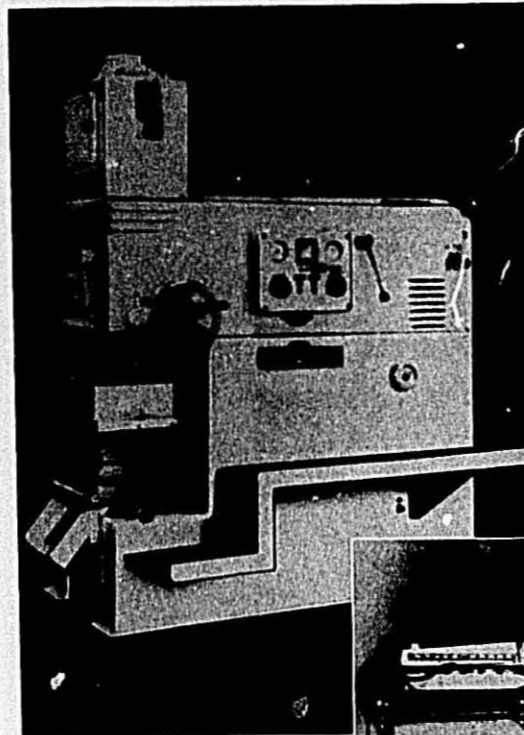
IF YOUR AIM IS AUTOMATION

The Big News for the Smaller Manufacturer

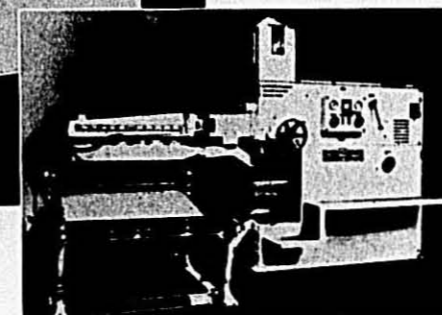
Clermont's Short Cut Press, VMP-1

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 Fedilini 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:

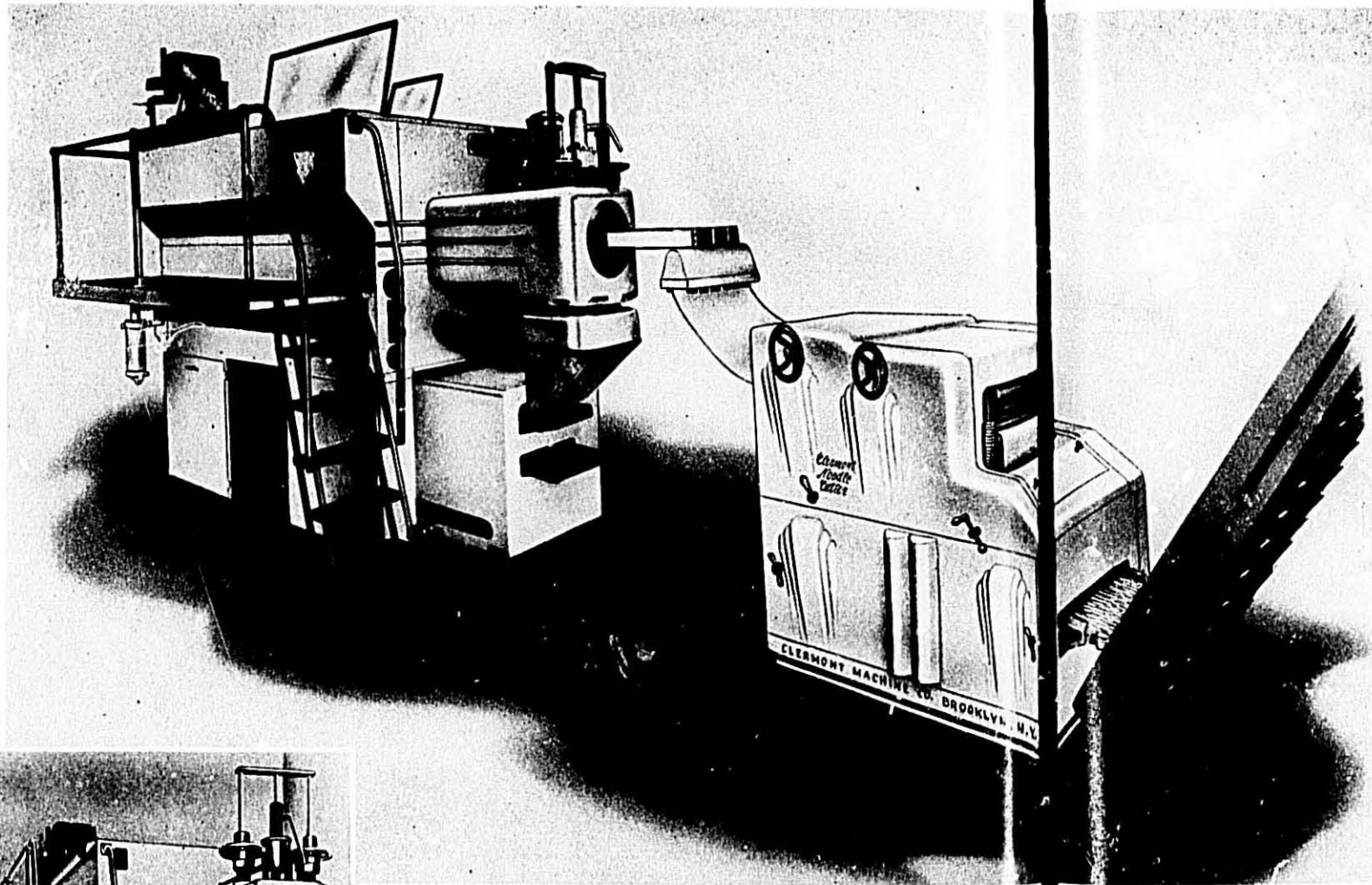
Production of extruded noodle dough sheet by removal of front cap and insertion of special attachment.

Operation in conjunction with a Fedilini machine.

MAKE IT EASY FOR YOURSELF, Buy Clermont!

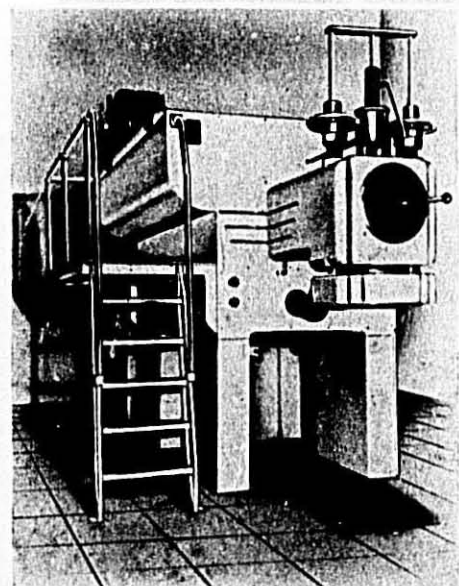
Clermont's Unique New VMP-3

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.

Extruded Noodle Dough Sheeter VMP-3



VMP-3 with short cut attachment.

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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.

Clermont Machine Company, Inc.

256276 Wallabout Street

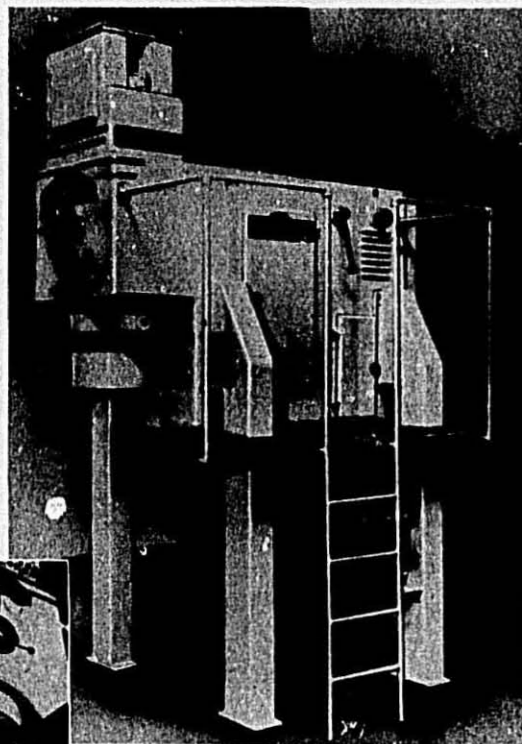
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MODERNIZING?

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.

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August, 1956

THE MACARONI JOURNAL

15

AFTER FIFTY YEARS

by J. Kenneth Kirk, Deputy Commissioner of Food and Drugs,
Department of Health, Education, and Welfare
at the Fifty-Second Annual Meeting

IT IS a pleasure to be able to accept your invitation to meet with this group. Over the years I have met some of you individually but this is my first opportunity of attending a meeting of this important Association. It is especially gratifying to be invited to be with you on this occasion of the 50th anniversary of Food, Drug, and Cosmetic laws in this country, which we are celebrating this year—a half century of progress. While we in the Food and Drug Administration are very proud of the progress during this 50-year period, we realize that 50 years is insignificant as compared with the age of the macaroni and spaghetti industry.

Others from the Food and Drug Administration have met with you from time to time in the past to discuss principally various matters of sanitation and the sanitary quality of raw materials for macaroni, spaghetti, and noodles. The reports we have been receiving from our field offices demonstrate that as a whole this industry has made an excellent record of improvement in this field and, frankly, I see no point in trying to outline any additional thoughts along these lines. Certainly, however, if any of you, individually, have problems involving the application of the sanitary provisions of the law and believe that we can be of some assistance in solving these, we will be very glad to discuss them with you in private.

From the type of inquiry we have been receiving from members of the macaroni industry, it seems that there are three current matters which probably call for some discussion at this time.

The Buitoni Case

The first of these is the action which we instituted against the spaghetti product manufactured by the Buitoni Macaroni Company. There seems to be a great deal of misunderstanding as to just what this action involved. Probably the greatest misconception is that the terms of the standard of identity were violated solely because the product involved contained 20% of protein. This was not the case.

You will recall that the original standards of identity for macaroni products were a rather simple document, defining this article and its various forms. It did not provide for the addition of gum gluten. Following evaluation of the evidence taken at a supplementary public hearing the standards were amended in 1946, making gum gluten an optional ingredient, with the proviso, however, that if gum gluten is used the protein content of the finished macaroni product must not exceed 13%. Thus, we have a

situation where a macaroni product might be made without gum gluten from selected ingredients to result in a protein content of greater than 13% but if gum gluten were used the top protein limit was 13%.

When we encountered the Buitoni product containing approximately 20% of protein and made with added gum gluten, we concluded that this was a clear-cut violation of the standard. Seizure action was therefore instituted under the provision of the statute which states that a food is misbranded if it is represented as or purports to be a food for which a standard of identity has been established and it either fails to comply with the standard of identity or does not bear the name of the article as specified in that standard.

I am sure you are all familiar with the extensive litigation which resulted from these seizures, culminating in the decision of the Circuit Court of Appeals last November upholding the Government's allegations.

As indicated above, however, the effect of this decision was not to rule out a 20% protein product. Actually, by careful selection of all of the ingredients authorized by the standard it does appear, at least theoretically, possible to produce an enriched macaroni product which, without using any added gum gluten, can legally contain 20% of protein. Note that the enriched macaroni product standard authorizes more ingredients than does the standard for the unenriched item. If such a 20% protein product is properly made, we see no bar under the statute to its labeling as "Enriched Macaroni" or "Enriched Spaghetti," as the case may be, along with a true and nonmisleading statement of the actual protein content. You will not that I said "theoretically possible" to produce the 20% article. Actually, we have not conducted any investigations of our own to determine whether such a product is commercially feasible, and if anyone elects to market such an article bearing the 20% protein legend he may be assured that from time to time his product will be checked with a view to determining whether the product meets the standard and the 20% protein claim.

Since the decision of the appellate court in the Buitoni case we have been approached by several groups who have expressed the opinion that there is evidence now available which, could it have been introduced at the "gum gluten" hearing which resulted in the 1946 amendment, would have placed an entirely different light on the matter and probably would have justified the omis-

sion of the 13% protein limitation applied to the macaroni products made with added gum gluten. Inquiry was made as to whether or not the record of that hearing might be reopened. We do not believe that this can be done. Nevertheless, we did point out that under the so-called Hale amendment to the statute any interested party is at liberty to petition, even now, for an amendment to the standard. The procedure, however, calls for any such petition to include reasonable grounds for the proposal and we have expressed the view informally that any such reasonable grounds should include data demonstrating the new evidence which would justify a reconsideration of the conclusions reached in 1946. In other words, the Food and Drug Administration has by no means closed the door to a reconsideration of the 13% figure, provided we are supplied with a sound basis for such reconsideration.

Labeling for Durum Content

The second item of current interest is the proposed legislation which has been introduced in the Congress to require the use of 75% of durum wheat or semolina in any durum or semolina product, and that a complete statement of ingredients along with a percentage declaration of the amount of durum or semolina shall appear on the label. Presumably, the effect of such a law would be towards greater consumption of durum and semolina.

Undoubtedly you know that it is the custom for committee chairmen in Congress to invite comment on legislation under consideration from the Government Departments who might be concerned. In this case the Secretary of the Department of Health, Education, and Welfare has been requested to comment on this bill but so far the Secretary's conclusions have not been announced. Some of the considerations which arose in connection with this matter may be of interest to you. It has been our observation that great quantities of macaroni products are sold which contain very little of these hard wheat flours and, as far as we have been able to determine, they enjoy wide consumer acceptance. Certainly it may well be that durum wheat flour or semolina and their proportions in the finished products are factors of significance to the consumer. The question arises, however, as to whether these are factors of quality rather than of identity. You will recall that when we established standards of identity under the statute for macaroni products, the manufacturer was given the option

(Continued on page 28)

THE LONG AND SHORT OF IT

by Charles E. Grandey, Director, Bureau of Consultation,
Federal Trade Commission at the Fifty-Second Annual Meeting



CHARLES E. GRANDEY

I AM pleased to be with you at your 52nd Annual Convention and honored to speak on this occasion.

As Director of the Commission's Bureau of Consultation, this meeting affords a much desired opportunity to discuss with you problems which I believe we share in common, and to point out possible solutions to them.

The part of my remarks which the title of my address denotes as "The Long" of it has to do with basic philosophies and concepts which make your relationship with the Commission extremely important to you and, in a broader sense, to our nation and to its economy.

I will, of course, be expressing my views and not necessarily those of the Commission.

In recent years, we have heard from a great many sources about the plight of small business and the urgent need to protect it. It seems to me that emphasis on the role of the small businessman in our economy has been given added impetus with each succeeding year, until scarcely a day passes without some eminent authority speaking or writing on the subject.

I think it quite natural that increased emphasis has been given to this problem as the years have gone by, and that public as well as private interest in it today is at an all-time high.

Concern for Small Business

It has not been so long ago, when the whole span of our national existence is taken into consideration, that industry in America was largely localized and by every standard consisted in the main of small businesses.

Economic progress in many lines, including that of more rapid and cheaper

transportation, has brought with it an understandable tendency to bigness in business organization.

Few will dispute the conclusion that in a great many fields mass production and mass distribution by large business concerns has brought with it lower prices and made possible the purchase of more goods by more of our people.

In a sense, mass production and mass distribution are responsible for our present all-time high standard of living and our economic prosperity.

However, the tendency to bigness in manufacturing and distribution which is partially responsible for these benefits has also brought concern lest the freedom of opportunity to enter into a field of endeavor or to remain in it might be partially or completely foreclosed in given industries.

This concern is responsible for most of the publicity concerning the plight of small business and for the increasing impetus being given to its protection and preservation.

Life Blood of Trade

The age old axiom that competition is the lifeblood of trade has never been improved upon. Our own nation, with its present all-time high in national income and individual living standards, is the best evidence of the truth of that axiom.

Competition generally results in: product improvement; improved manufacturing methods; better distribution; increased production; and lower prices.

Illegally restrained competition may have the opposite effect of foreclosing improvements, restricting production and raising prices.

Unrestrained competition can and unfortunately has in some instances destroyed the ability to compete through inherently unfair methods and practices.

It was because of our experience as a nation with the destructive phases of competition that our basic national anti-trust policies were initiated in the enactment of the Sherman Act in 1890; and extended by the creation of the Federal Trade Commission; the passage of the Clayton Act in 1914; the Robinson-Patman amendment to the Clayton Act in 1936; the Wheeler-Lea Amendment to the Federal Trade Commission Act in 1938; and the amendment to Section 7 of the Clayton Act in 1950.

Pending Legislation

Today, more than a dozen bills are pending in Congress having to do with various proposals to tighten and improve the basic concepts of these statutes.

While men may and do differ about their particulars and the necessity for changes in them or in their improved

administration, these statutes have been the product of the democratic process. They were born out of the sum total of our national experience as industry grew and the destructive results of some types of competition became apparent.

Because of the current publicity concerning the plight of small business it is important that we consider its present position in our economic picture.

The subject of small business is of especial interest to you because so many in your industry are small concerns. Your problems are therefore typical of the problems of small business in our increasingly complex civilization.

It is a common belief that small business in America is on the wane and that we are rapidly becoming a nation of big business. I want to point out a few facts in this connection which may indicate a contrary conclusion.

Since 1854, our population has increased six times while the number of small business concerns has increased 13 times. In 1900, there were 21 business concerns per 1,000 population. Today there are 25 similar concerns for the same population. Since World War II, the number of business concerns has increased by 45% as against a 14% increase in population. Ninety-six per cent of all business concerns in the United States today are small businesses.

Nine out of every ten manufacturing concerns in America are small businesses. They employ about one-half of all persons engaged in manufacturing and account for more than one-third of our total manufacturing output.

Small Business Flourishes

It would thus appear that despite depressions, assembly line production, and modern methods of distribution, including mass selling methods, the underlying pattern of our economic development has enabled small business to flourish, and even to grow side by side with big business.

Lest I be misunderstood in reciting any of these facts, I want to clearly indicate that many have contended that this phenomena of the growth of small business, as well as that of big business, has been due in large part to the fact that our entire economy as a whole has been expanding. Some have also contended that the expansion of small business has not kept pace with big business.

I am impressed with the fact that big business is dependent in many fields upon small business for essential products and services. The reverse is also true.

That dependence in your industry is illustrated by the fact that a large volume of your products is distributed through

(Continued on page 30)

these days... *mama rolls her own!*

Will your product find its way into Mrs. Smith's shopping cart today? Well that depends...

- Not on the supermarket clerk, because they're few and far between.
- Not on the manager, because he's busy keeping the eagle eye on costs and sales.
- Not on the cashier, for she won't see Mrs. Smith until she's ready to check out.

It does depend on whether or not your package catches Mrs. Smith's eye, stops her long enough to tell the story... and convinces her to buy!

That's where your package needs the Milprint touch... for built-in salesmanship... for unequalled packaging experience, expert counsel, customer-winning design and unsurpassed printing facilities. It pays off in sales, when you call your Milprint man—first!

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CONVENTION REGISTRANTS

In attendance at the 52nd Annual Meeting

Macaroni Manufacturers

Mr. and Mrs. L. S. Vagnino, American Beauty, St. Louis, Mo.

Mr. and Mrs. Sam Arena, Vincent, Catherine, Bobby; Mr. and Mrs. Charles La Scala, V. Arena & Sons, Norristown, Pa.

Mr. and Mrs. Joseph Scarpaci; Mr. and Mrs. Frank Scarpaci, Bay State Macaroni, Everett, Mass.

Mr. Otto G. Koenig, The Creamette Co., Minneapolis, Minn.

Mr. Dominic F. Palazzolo, Delmonico Foods, Cincinnati, Ohio.

Mr. Horace P. Gioia, Alfonso Gioia & Sons, Rochester, N. Y.

Mr. Robert I. Cowen, A. Goodman & Sons, Long Island City, N. Y.

Mr. Leo C. Ippolito; Dr. Vincent Castriano, Ideal Macaroni Co., Cleveland, Ohio.

Mr. and Mrs. Peter LaRosa, Josephine and Madeline; Mr. and Mrs. Vincent F. LaRosa; Mr. and Mrs. Vincent S. LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.

Mr. and Mrs. Vincent P. LaRosa, V. LaRosa & Sons, Hatboro, Pa.

Mr. and Mrs. C. W. Wolfe; Mr. and Mrs. L. R. Thurston Jr., Megs Macaroni Co., Harrisburg Pa.; Mr. and Mrs. R. C. Bucks, Jr., Cleveland, Ohio; Mr. and Mrs. R. C. Smith III, Dallas, Texas.

Mr. and Mrs. Edward Toner, Roger and Lois, C. F. Mueller Co., Jersey City.

Mr. and Mrs. Louis Coniglio; Mr. and Mrs. Joseph Coniglio, Paramount Macaroni Co., Brooklyn, N. Y.

Mr. and Mrs. Louis Roncace, Philadelphia Macaroni Co., Philadelphia.

Mr. and Mrs. Joseph Pellegrino, Prince Macaroni, Lowell, Mass.

Mr. and Mrs. Victor Cavataio, Prince-Michigan Mac., Detroit, Mich.

Mr. Paul F. Burgess, The Quaker Oats Co., Chicago, Illinois.

Mr. Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn.

Mr. and Mrs. William Freschi, Ravarino & Freschi, St. Louis, Mo.

Mr. and Mrs. Thomas A. Cuneo, Ronto Foods, Memphis, Tennessee.

Mr. and Mrs. Emanuele Ronzoni, Jr., Richard and Theresa; Mr. and Mrs. Roger DiPasca, Ronzoni Macaroni Co., Long Island City, N. Y.

Mr. Henry D. Rossi, Sr., Peter Rossi & Sons, Braidwood, Illinois.

Mr. and Mrs. Nathan J. Roth, Roth Noodle Co., Pittsburgh, Pa.

Mr. and Mrs. Raymond Guerissi, San Giorgio Macaroni, Lebanon, Pa.

Mr. and Mrs. Lloyd E. Skinner, Skinner Manufacturing Co., Omaha, Neb.

Mr. and Mrs. Theodore Schmidt, Schmidt Noodle Co., Detroit, Mich.

Mr. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio.

Mr. and Mrs. Robert M. Green, N. M. M. A., Palatine, Ill.

Mr. and Mrs. James J. Winston, Jacobs-Winston Laboratories, New York; Mr. and Mrs. Joseph Winston, Mrs. Sally Baker, Miss Frances Miritello.

Mr. and Mrs. B. R. Jacobs, N. M. M. A., Alexandria, Va.

Mr. M. J. Donna, Mrs. Leo B. King and Estherlee, Braidwood, Ill.

Mr. T. R. Sills, Mr. John Bohan, T. R. Sills & Co., Chicago, Ill.

Allies

Mr. Gene Kuhn, Amber Milling Div. G.T.A., St. Paul, Minnesota; Mr. James F. Driscoll, Amber Milling Div., Laguna Beach, Calif.; Mr. Walter E. Ousdahl, Amber Milling Div., Reading, Pa.; Mr. and Mrs. John Rodgers, Amber Milling Div., Lansdowne, Pa.

Mr. Conrad Ambrette; Mr. and Mrs. E. J. King, Ambrette Machinery Corp., Brooklyn, N. Y.

Mr. Robert J. Smith, Armour and Company, Chicago, Illinois.

Mr. and Mrs. V. Jas. Benincasa, Ballas Egg Products, Zanesville, O.

Mr. Clete Haney, Bozell & Jacobs, Omaha, Nebraska.

Mr. Charles F. Moulton, Braibanti-Lehara Corp., New York City.

Mr. Arthur Kohn; Mr. Hans Zogg, Buhler Brothers, Inc., Fort Lee, N. J.

Mr. Pierce Wheatley, Capital Flour Mills, Minneapolis, Minn.; Mr. and Mrs. L. A. Viviano, Capital Flour, Jersey City, N. J.; Mr. and Mrs. A. DePasquale, Capital Flour, New York City; Mr. W. W. White, Capital Flour Mills, Boston, Mass.

Mr. and Mrs. Charles Chinski, Chinski Trading Corp., New York City.

Mr. and Mrs. John Amato, Clermont Machine Co., Brooklyn, New York.

Mr. Herbert Telsfor, Clybourn Machinery Corp., Chicago, Illinois.

Mr. Ellis English; Mr. and Mrs. C. W. Kutz, Commander-Larabee, Minneapolis, Minn.

Mr. and Mrs. Joseph DeFrancisci; Mr. and Mrs. I. DeFrancisci; Mr. Leonard DeFrancisci; Mr. Nat Bontempi, DeFrancisci Machine Corp., Brooklyn, N. Y.

Mr. and Mrs. James M. Deegan, Do-beckmun Co., Cleveland, Ohio.

Mr. and Mrs. Ray Wentzel, Doughboy Industries, New Richmond, Wis.

Mr. R. T. Kelton, Fuller Company, Catasauqua, Pa.

Mr. and Mrs. Philip Gallagher; Mr. and Mrs. F. W. Luttman, General Foods, White Plains, N. Y.

Mr. Lee Merry, Mr. Don Knutsen, General Mills, Minneapolis, Minn.; Mr. and Mrs. Harry I. Bailey, Coral Gables, Fla.; Mr. and Mrs. P. M. Spaulding, Mr. Joe DeMarco, New York City.

Mr. Charles M. Hoskins, G. G. Hoskins Co., Libertyville, Ill.

Mr. Henry Kuehn; Mr. and Mrs. L. S. Swanson, King Midas Flour Mills, Minneapolis; Mr. and Mrs. George L. Faber, Chicago; Mr. and Mrs. David Wilson, New York City.

Mr. and Mrs. C. Daniel Maldari, D. Maldari Dies, New York City.

Mr. C. L. Brooke, Merck & Co., Rahway, N. J.

Mr. P. R. Fossen, N. Dakota Mill, Grand Forks, N. Dakota.

Mr. and Mrs. William H. Oldach, Oldach Brokerage, Philadelphia.

Mr. and Mrs. James R. Alleck, Wm. Penn Mills, Philadelphia.

Mr. Louis Petta, Mr. Louis J. Petta, Brooklyn, New York.

Mr. and Mrs. S. B. Regalbuto, Guy Regalbuto, Philadelphia.

Mr. and Mrs. Alfred Rossotti; Mr. Charles Rossotti; Mr. and Mrs. George Wegener; Mr. and Mrs. John M. Tobia; Mr. and Mrs. Louis A. Delsen, Rossotti Litho., North Bergen, N. J.; Mr. Ken MacDonald, Chicago, Illinois.

Mr. and Mrs. George Rufenacht, U. S. Printing & Litho, New York City.

Mr. and Mrs. John A. Viviano, Detroit, Michigan.

Speakers

J. Kenneth Kirk, Food & Drug Administration, Washington, D. C.

Charles E. Grandey, Federal Trade Commission, Washington, D. C.

Robert A. Watters, Geo. W. Dinsmoor Co., Lawrence, Mass.

Donald A. Gammon, Stop & Shop, Boston, Mass.

James F. Sweeney, Champange Supermarkets, Manchester, N. H.

Henry Turcotte, Associated Grocers of New Hampshire, Manchester.

First Son

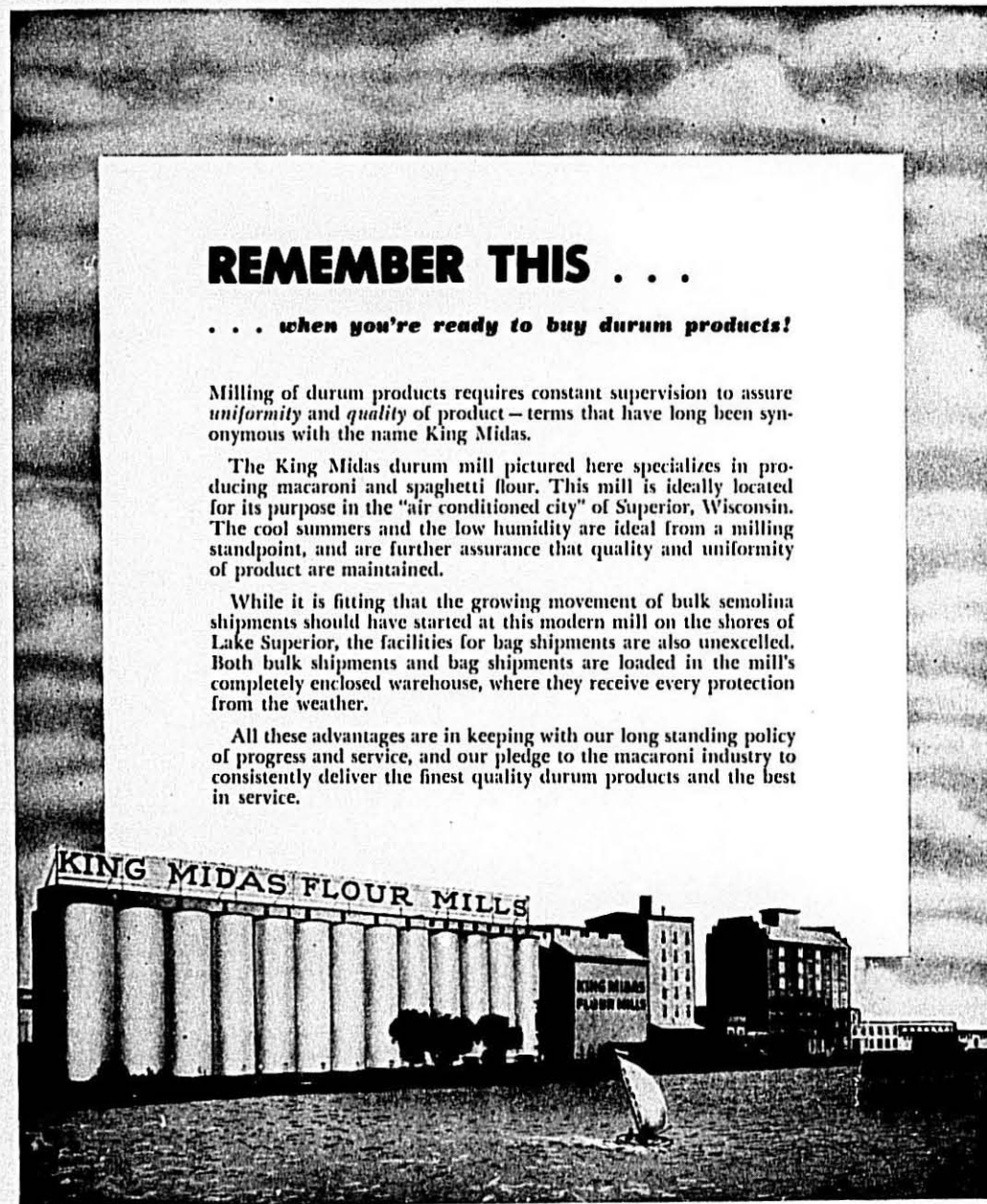
Steven Jeffrey Grass was born June 28, 1956. His proud parents are Donald and Roberta Grass of Chicago. Papa works for the I. J. Grass Noodle Company with grandpa Irving Grass.

Renews Membership

The Mowett Noodle Company of Columbus, Ohio, has renewed its membership in the National Macaroni Manufacturing Association and is contributing to the National Macaroni Institute.

Kurt Eichler Passes Away

Mr. Kurt Eichler of the Eichler Noodle Company, Long Island City, New York, passed away on June 25. He is mourned by his friends and associates in the industry.



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.



Roger DiPasca shakes hands with Joe Giordano as John Zeraga Jr. presents gift.

TESTIMONIAL FOR JOE GIORDANO

When Joseph Giordano announced his retirement from the macaroni industry in N.Y., his colleagues on the Labor Negotiating Committee of New York thought it would be a nice gesture to have a testimonial luncheon in his honor to recognize his 15 years of service.

The committee members who work collectively with a master labor contract sponsored by Joe Giordano, John Zeraga Jr., and Roger DiPasca eight years ago soon found the affair blossoming into a big party. Suppliers to the industry and other manufacturers wanted to be included in the plans.

It was arranged that the group would meet for an al fresco luncheon at the New York Rifle Club, Uno A. Signor, on MacDougal Street, Greenwich Village, on June 11.

The menu was as follows: Melon with Prosciutto alla Local 92; Spaghetti Di Pasca; Veal Scallops alla Zeraga; Vegetables in Season; Santoro; Fruit of Spumone; and Demi-Less; Coffee alla Marchese.

Following luncheon a tribute to Mr. Giordano was given by Committee Chairman, Roger DiPasca, and John Zeraga. He presented a Kodak Retina camera as a gift.

The following were in attendance:



At the Rifle Club, left to right in front: Joe Loracono, Charles Rossotti, Louis Petta, Peter Lakosa, Vincent F. LaRosa, Joe Giordano, Roger DiPasca, Emanuele Ronzani, Jr. In the back: Arthur Simonetti, Joe Santoro, Mike Atabruzese, John Tobia, Dave Wilson.

Michael Atabruzese, President of Local 92 Bakers & Confectionery Workers Union; Vincent Belloni, Secretary; Treasurer of Local 92 Joseph Loracono; Business Agent of Local 92 Louis Viviano; and Anthony DePasquale of Capital Flour Mills; Vincent S. LaRosa; Peter LaRosa; and Vincent E. LaRosa of V. LaRosa & Sons; Jim Winston of Jacobs-Winston Laboratories; Joe De Marco of General Mills; Tom and Sam Coniglio of Paramount Macaroni; Arthur Simonetti of Amber Milling Company; Emanuele Ronzani, Jr. and Roger Di Pasca of Ronzani Macaroni Company; George Rubenacht of U. S. Printing & Lithograph Company; Charles Chinsky of Commander Lardies; Fred Mueller of C. F. Mueller Company; Almo Zampieri of Anzalone Baking Company; Dave Wilson of King Midas; Horace Heggelorn of Sullivan, Stautler, Goddard and Bliss; John Zeraga, Jr.; Paul Vermulen; and Lou Galasso of A. Zeraga's Sons; Ben Marchese of Refined Macaroni Company; Joe Santoro of G. Santoro & Sons; Joe Bincom; and Louis Petta, manufacturers' representatives; John Tobia and Charles Rossotti of Rossotti Lithograph Corporation; Louis DeMartini and Alexander Franks of DeMartini Macaroni Company; Bob Green, N.A.M.A.

Commissioner Larrick Predicts Food Industry Changes

The entire retinue of Federal Food and Drug Administration officials recently met in Washington in honor of the pioneering efforts for clean food and standard drug production started fifty years ago by the late Dr. Harvey Wiley.

The occasion was the 50th anniversary celebration of the passage of the pure food laws.

The featured speaker was George Larrick, currently commissioner of the FDA and third in line of succession of commissioners who followed Dr. Wiley.

Mr. Larrick made some predictions of what lies ahead for the food industry, and he described the constructive role which he saw for the FDA.

He remarked that there had been profound organizational and administrative changes in FDA since Dr. Wiley started his efforts in behalf of pure food. His view of the future was new and encouraging.

In the technical progress in food handling and in protection through the use of modern chemical agents, Mr. Larrick saw a broadly expanding and changing field in the food industry. He predicted vast increases in freezing, pre-packaging and preserving techniques which are now developing slowly, but which in the next decade will more rapidly alter conditions in the home kitchen.

These changes, part of which have already been seen, will require even broader activities on the part of the FDA. But Mr. Larrick emphasized the FDA will be a constructive and helpful partner of the food industry in assuring the public that food products will be wholesome, nutritious and insured against contamination by harmful ingredients.

Mr. Larrick views FDA as something more than a police agency intent on apprehending violators of the Pure Food and Drug Act. He sees FDA as a helping hand for the food processing industry. The industry will be assured of well known ground rules within which it may operate and upon which it can with assurance carry on promotion and sales efforts to consumers.

While not inclined to go too far in charting the changes in dietary habits of the American public within the next decade, Mr. Larrick said that all indications are that there will probably be less wheat flour consumed in homes as wheat flour. Wheat flour will increasingly assume the role of an accompaniment to other food products already prepared for cooking in the home. He foresaw continuation of a trend toward pre-mixes and packaged prepared products, with flour as a part of frozen dinners in the form of crusts and baked goods.

Mr. Larrick's predictions of the future seem to be backed by sound judgment acquired from wide activity in the food field.

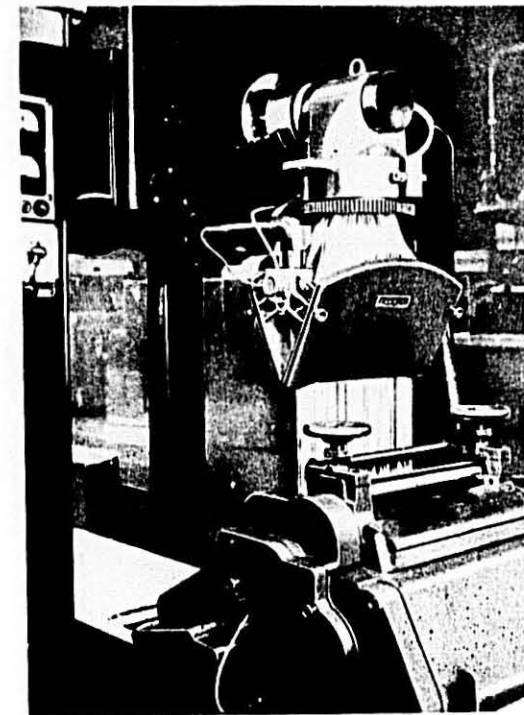
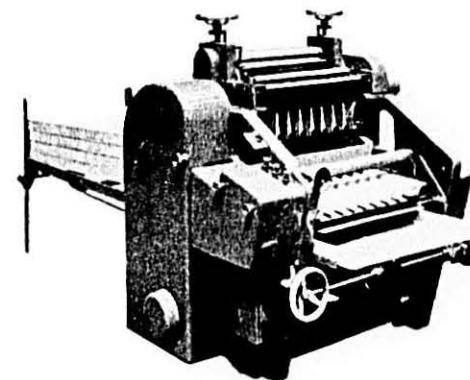
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Braibanti

Table Braibanti-Milano
Bentley's Code Used.

MILANO—Via Borgogna No. 1 (Italy)

THE NEW PLURIMAT MACHINE FOR COILED SPAGHETTI, SPAGHETTINI, VERMICELLI & NOODLES



The above pictures illustrate the "PLURIMAT" machine attached to a "MACRI" press with special mushroom attachment. This machine can make either one or up to five separate coils in a row on the tray from very small diameter to 5/64". For Noodles just as the length of the Skeins can be controlled so can the width vary from 1-3/8" to 2-3/8". It is equipped with a speed variator for attachment to an automatic press. It is supplied in two models, either single or double depending on the production required.

Write for full particulars to:

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

CONVENTIONS ARE FUN

MACARONI meetings have been marked in recent years with more and more families coming to the resorts chosen as convention sites. Not only does papa get more out of the business sessions, but many times mama goes with him to learn about nutrition, publicity, or what is going on in the grocery store.

Among the socials at Wentworth was the King Midas reception and luncheon especially for the ladies. The pictures on this page show the hostesses and some of the guests.

The clambake on the second evening of the convention was an unique affair reminding all that they were in New England. Following the feasting, entertainment was provided up by Bill Oldach. It included operatic talent from Boston, plus the musical abilities of Joe Pellegrino Jr., Pat Giovino, Walter Ousdahl, Les Thurston, and every one in the whole group who pined in the community singing.

Pictures from the traditional Spaghetti

Buffet, famous party put on the opening night of every macaroni convention by the Rossini brothers, Al and Charley, and their colleagues appear on page 31. Delicacies from Italy, antipasto, cold cuts and all the trimmings accompany the spaghetti to make a sumptuous spread.

Sight-seeing sponsored by General Mills, took everyone to historic homes in colonial Portsmouth, followed by tea at the Rockingham.



Hostesses at the King Midas party for ladies: Mrs. Lester Swanson, Mrs. David Wilson, Mrs. George Faber.



Left to right: Mrs. V. S. LaRosa, Mrs. Daniel Maldari, Mrs. V. P. LaRosa, Miss Josephine LaRosa.



Left to right: Mrs. I. DeFrancisci, Miss Catherine Arena, Mrs. George Rufenacht (peering around), Mrs. Sam Arena, Mrs. A. A. Frye.



Left to right: Mrs. N. J. Roth, Mrs. Samuel Regalbuto, Mrs. Charles LaScala, Mrs. Joseph DeFrancisci.



Clockwise: Mrs. P. M. Spaulding (back to camera), Mrs. John Amato, Mrs. R. J. Guerissi, Mrs. V. F. LaRosa, Mrs. Alfred Rossotti, Mrs. Roger DiPasco.



Left to right: Mrs. P. M. Spaulding, Mrs. William Freschi, Mrs. T. A. Cuneo, Mrs. Harry Bailey, Mrs. Lloyd Skinner.

NEW ENGLAND CLAMBAKE



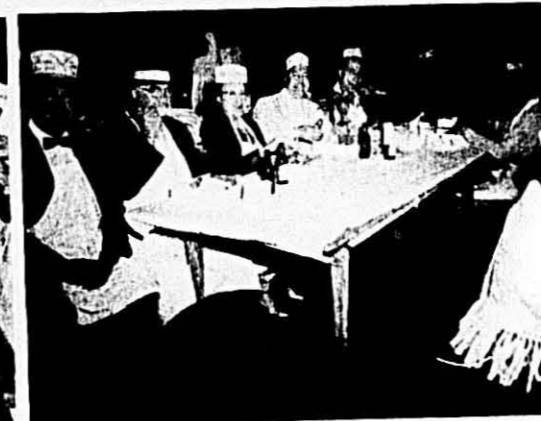
On the Seashore, left to right: John A. Viviano, Bill Freschi, Dominic Palazzolo, and Lloyd Skinner.



Left to right: Al Rossotti, Bob Cowen, Henry Rossi and Paul Burgess watch Don Knutsen and Lee Merry prepare lobster.



Left to right: Horace P. Gioia, Tony and Agnes DePasquale, Mrs. Louis Viviano, Hans Zaga, Arthur Kahn, Rosalie and Dan Maldari, Frances Mirritello, Louis Viviano, John Bohan, Ted Sills.



Left to Right: M. J. Donna, Mr. and Mrs. Roth, Charles Rossotti, Emanuele Ronzoni Jr., Buddy Arena, Sam Arena.



Around the table: Thurston boys stand in front of Mr. and Mrs. Davr Wilson; Jack Wolfe, Bill Oldach, Walter Ousdahl, Mrs. Thurston, Les Thurston.



Left to Right: Theodor Schmidt, Jim Affleck, Jim Affleck Jr. Mrs. Affleck, Mr. and Mrs. Ray Wentzel, Mrs. Schmidt.

Where We Stand —

(Continued from page 7)

penditure of millions, but there is no ceiling on ingenuity or enthusiasm or on good ideas. With mass communication what it is today our story can be told, and the goodness of food from wheat becomes as accepted as the goodness of milk, or butter, or 1956 cats. If we work together for a common end we will be amazed at what we would individually gain."

Macaroni on Dead Center

What about macaroni? The macaroni business is on dead center. During the war we had a strong upsurge of consumer acceptance, probably due to rationing, and something of a reaction after rationing was removed. But from 1949 to 1953 there was a steady upswing in sales. Then came 1954 and the durum problem with blends, additives, and the vacuum process. Since that time we have been on a plateau.

As competition increases from other foods, from imported macaroni, and between brands of macaroni, there are four results: (1) mortality — the 236 plants of the 1947 census have shrunk to 180; (2) mergers — two units go together to strengthen themselves, or the strong swallows the weak; (3) diversification — frozen foods, canned soups, packaging of dried beans and other dried grocery items are now common in the industry; (4) innovations — and here is the real salvation to our problems. Improved quality, packaging, advertising and selling, management and control of men, methods and materials.

Innovations must be brought about through ideas and information, and here is where the Association and National Macaroni Institute are organized to help you.

About Our Markets

What do we know about our markets? At the January meeting in 1952, and

again in 1953, John Berjemann of A. C. Nielsen Company brought findings of a survey that showed macaroni products are used by practically everyone but that white collar workers and middle and upper economic groups consume more than the lower economic group. He showed that families with children were particularly good consumers of macaroni products. He also indicated that there was a great deal about the consumption habits of the public that we don't know about.

We do know from the consolidated consumer analysis put out by newspapers of 21 markets from Maine to Honolulu that macaroni is used by about 9 out of every 10 people. 1956 percentage of use was up 2% over 1955, and 1955 was 1/2 of 1% better than 1954 in these 21 markets.

It Takes Promotion

If people use our products, then the answer to greater sales is to get them to use them oftener. This will take education and promotion. You will hear some of the ideas that the National Macaroni Institute has for promoting macaroni products from Ted Sills. I would like to mention the Rockefeller diet described in the June 12 issue of *Look* magazine. This idea puts cereal foods back up into a position of importance. Proteins are soft pedaled, as such, because they lead to a surprising increase in appetite and make the diet difficult to hold. In the current issue of *Look* magazine (the June 26 issue) Roy deGroot, founder of the International Gourmet Society, tells how he lost 15 pounds on the Rockefeller diet. He says: "I am no longer concerned with the problem of resisting temptation because the temptation has disappeared." In some of the menu suggestions he gives spaghetti appears prominently. Now we can take this valuable information from a scientific organization with high prestige and turn it to our distinct advantage.

Another possible area of promotion lies in an idea advanced by Howard DeGraf, Professor of Food Economics at Cornell

University. He pointed out to the Grocery Manufacturers of America meeting in New York last fall that one of the few times that the modern family gets together is at mealtime. Mealtime could be promoted as an important social institution — a time when the younger members of the family are trained in courtesy, etiquette, manners, and other social graces. It seems to me that there is an opportunity here in the macaroni industry to do themselves and their customers some good in this area.

Franco-American, producer of a canned macaroni, is one of the few in a position to advertise in national magazines. But here is an ad that runs in the same issue of *Look* that I referred to. Here is a beautiful picture, and here are the appeals that they use for selling spaghetti and meatballs. "It looks good, smells good, and tastes just wonderful... mighty satisfying eating for everybody in the family. And nutritious! Every serving supplies proteins and energy which children and mamas and papas need every day of the week. Easy! Sure! You can fix it in about the time it takes to set the table. Everything about our all-new Franco-American Spaghetti and Meatballs is so irresistible you would probably love it at any price, but it costs less than 1¢ a serving. Need we say more?"

So there you are.

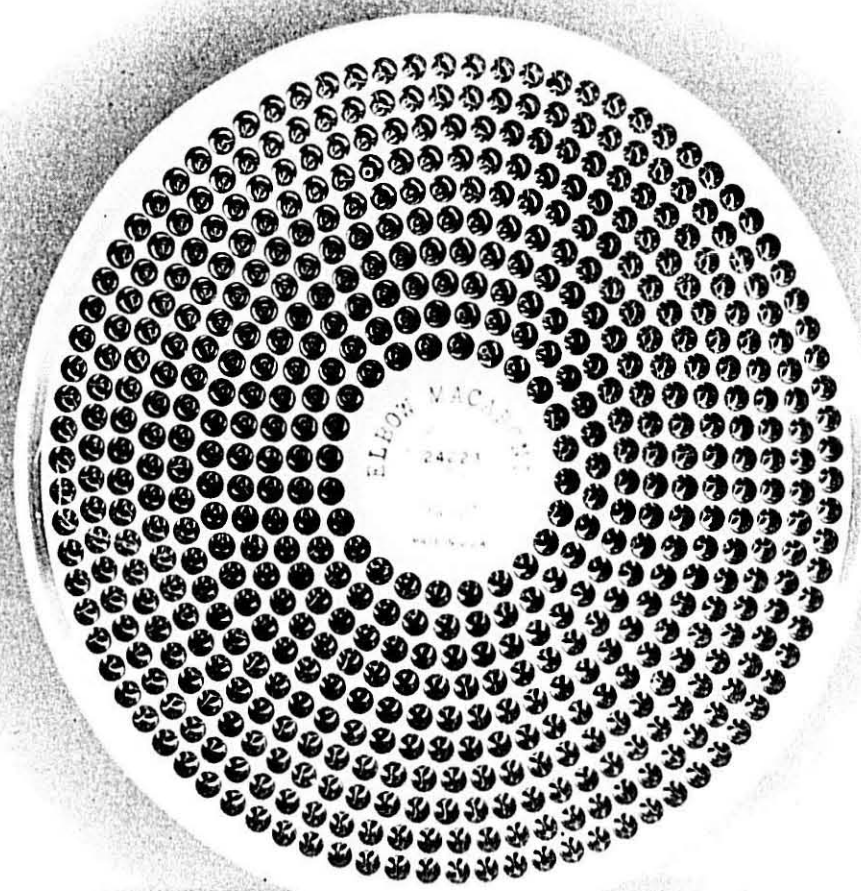
Conclusions

The current situation is marked with keen competition and rapid change. It calls for harder selling by the industry and by the individual, guided with new ideas and facts gleaned from market research. Our products must be sold with adequate margins to pay for the advertising and promotion to keep us on the grocers' shelves.

To repeat Mr. Kennedy's sage counsel: "If we work together for a common end, we will be amazed at what we would individually gain." We can either go down like a potato, or up like an orange.

**Maldari Dies are known for Quality, Workmanship, Precision—
and Maldari is known for Service, Reliability, and Guarantee**

Our Fifty-third Year



D. Maldari & Sons

180 GRAND STREET
NEW YORK 13, NEW YORK
U. S. A.

Manufacturers of the finest Macaroni Dies distributed the world over

More from the Clambake . . .



Left to right: Mrs. King, Mrs. Peter LaRosa, Vincent S. LaRosa and Mrs. LaRosa, Ed King and Peter LaRosa with backs to camera.

Phil Spaulding watches the Scarpaci family enjoy the clam-bake.

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

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

LIKE THIS



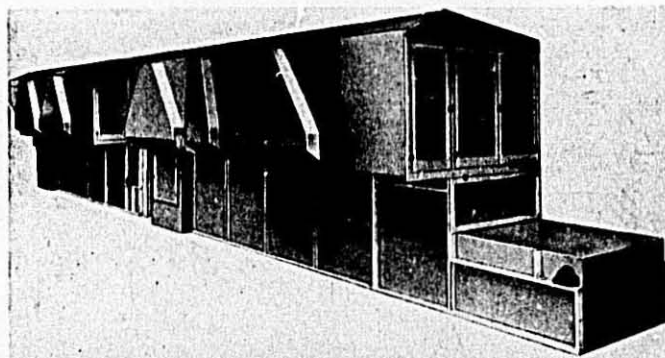
OR

LIKE THIS



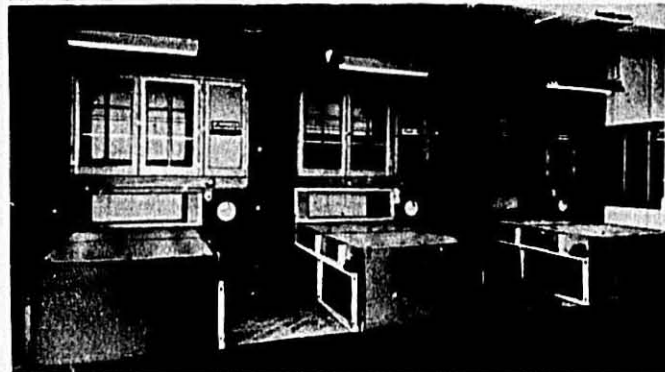
OR

TO SUIT YOUR BUILDING



STRAIGHT LINE

Semi-Finish Dryer attached to front of Preliminary Dryer.



FLOOR ABOVE

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

Ambrette

MACHINERY CORP.

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

ONLY DRYING SYSTEM



TO FINISH DRY IN ROOMS

Spaghetti (up to .075")



Macaroni

Within **24** Hours



and

Straight As An Arrow

With

NO STRETCHING

After 50 Years —*(Continued from page 15)*

of preparing them from semolina, durum flour, farina, flour, or any combination of two or more of these. It has been suggested that, as factors of quality, the durum wheat flour or semolina content of macaroni products deserves consideration for standardization under the terms of the Federal Food, Drug, and Cosmetic Act which provides also for the establishment of minimum standards of quality for food products. Under the law any such standard would have to be one which would promote honesty and fair dealing in the interest of consumers. As you may know, the law provides that where a food falls below a prescribed standard of quality the label is required to bear an appropriate legend reading, "Below Standard in Quality," along with the words "Good Food—Not High Grade," or, in place of the latter, there have been instances where the reason for the low quality is given. We expect that the Department's decision will be made very shortly, but, of course, under the circumstances, you will appreciate why we are not in a position to forecast just what that decision will be.

Going back to the standard of identity providing for the various flours to be used at the option of the manufacturer, it must be kept in mind that the present terms of the law do not require a label declaration of whether or not durum or semolina is used. We have the impression that some members of this industry have, for example, revised their formulas so that they are now using little or no semolina and yet for reasons of their own have continued to use labels which either state that the product was made from semolina or use the name semolina in such a way as to create the false impression that this is present in substantial amounts. I am sure you are all aware that during the past few years we have not been able to devote very much regulatory attention to misbrandings under the law, since we had to devote our limited facilities to matters which we felt were of relatively more importance to the consumer. Nevertheless, you must all recognize that this type of misrepresentation cannot be allowed to continue unchallenged. I commend to you all when you return to your plants that you review your labels in the light of your present-day formulas and take immediate steps to eliminate those labels which are likely to mislead as to the composition of your products.

Labeling for Sodium Content

A third item which has been raised recently involves the desire of some manufacturers to market their macaroni products under labeling making the products attractive to those on low-sodium diets. These products are made without added salt and under the law there is no objection to a truthful and forthright state-

ment of that fact on the label. When such a statement is made, however, it is held that the product is then subject to certain regulations promulgated under section 403 (j) of the statute. In this particular case the regulations require that the label bear a conspicuous statement setting forth, first, the number of milligrams of sodium present in 100 grams of the product and then the number of milligrams of sodium in an average serving. The manufacturer is, of course, required to maintain sufficient manufacturing control to be sure that the sodium declarations are accurate. In this connection, keep in mind that sodium may be introduced into foods in various ways, as, for example, through the water used, especially if treated with a water softener. It must be kept in mind that there is no easy way of avoiding this control since a substantial overdeclaration of the sodium content also results in misbranding. The individual who is on a low-sodium diet normally must keep a careful record of his sodium intake and an over-declaration will result in his having to cut down on the intake of some other food because as far as he knows his sodium limit for a particular day has been used. In our regulatory work we are checking on the sodium declarations made and have found it necessary to take legal action against food products found to be misbranded not only because of the presence of more sodium than declared on the label but also because of the declaration of more sodium than is actually present.

Again, if any of you have problems involving the application of the Federal Food, Drug, and Cosmetic Act, our doors are always open to you.

Standards Committee Report
by Roger Di Pasca

THE following report is submitted to cover the activities of the Standards Committee for the period February, 1956 to this date. Inasmuch as a full and complete report was rendered by Mr. Giordano at the Winter Meeting, said report covering activities from June, 1955 to January, 1956, it is the committee's opinion that this report—in the interest of brevity—should be confined to current matters, so as to supplement rather than repeat what was reported at the Winter Meeting last January. Accordingly, the only items properly within the scope and purpose of this committee at the present time are the events occurring after the termination of the legal proceedings instituted by the government against Buitoni Co.

After the press release which was published in the MACARONI JOURNAL— which said release by Buitoni Co. indicated that that company was preparing to market a product with a label approved by the F.D.A.—our then Chairman, Mr. Giordano, wrote to the F.D.A. on April 5th. On April 13th, Mr. J. K. Kirk replied to

the effect that, while section 16.1 (2) (5) will not permit the addition of gluten if the finished macaroni product contains in excess of 13% of protein, there is no restriction on the protein content where no gluten is added. His letter went on to point out that the standards, as written, authorize the manufacture of an enriched macaroni product which, at least theoretically, can contain 20% of protein and—properly labeled—such a product would be legal. Proper labeling would include a truthful and non-misleading statement which sets forth the actual protein content of the food.

To the present time, this committee is not aware of any official approval given by the F.D.A. for the marketing of a so-called "High Protein (20%) Enriched Macaroni Product." As of May 8, we have been informed that no such label or product was seen by the F.D.A. As regards the standard for enriched macaroni products (Sec. 16.9), it remains to be seen if 20% of protein can be reached, using the specified vitamins and the permitted quantities of optional ingredients. While subdivision (5) of the above section permits the addition of vitamins and calcium in the form of dried yeast, defatted wheat germ, enriched vitamin or enriched flour, or by the direct addition of the vitamins, subdivision (4) limits the amount of defatted wheat germ to 5%. Since no gluten or casein can be added, it remains to be seen if 20% of protein can be reached. This is probably the reason why Mr. Kirk used the expression "at least theoretically" when stating in his letter that the product could contain 20% of protein under the standard for enriched macaroni products.

When, as and if such an enriched macaroni product makes its appearance on the market, the protein content will be checked and an assay made of the vitamin levels. If any manufacturer can actually make an enriched macaroni product with the limitations on wheat germ and using the prescribed levels of vitamins and achieve a protein content of 20%, the product would, in the opinion of the F.D.A., be legal. Labeling, of course, would have to be truthful and not misleading.

Bird Feed

Ruth Stroh, a school teacher in Cockeysville, Maryland, writes: "I enjoy my macaroni and cheese, and my macaroni and bean salad more than I can tell you. But, as a teacher, may I tell you of other uses? Some birds, such as robins, love spaghetti on their feeding stations. Also, I know little girls who love macaroni jewelry. They paint the pieces with water color, string them, then adorn themselves. Macaroni is useful in school for counting and science experiments showing absorption. There's nothing like an 'alphabet soup' set of letters to arouse interest in reading and spelling. Some little boys use lengths of macaroni for whistles, and some say egg noodles make the best fish bait they ever used."



AVAILABLE ON REQUEST... an 8 x 10 inch color transparency or black and white print of this photo to use in your own advertising.

How appetizing dishes can help you sell

OLD-FASHIONED MACARONI AND CHEESE is just one of many appetite-whetting recipes Betty Crocker, of General Mills, has developed to help you sell more of your products. Here's how. Just feature the macaroni-spaghetti recipes in the booklet at right as an extra service to your customers. Good recipes help them get the most from your product... like it better... want it oftener. That's the way Betty Crocker builds fast repeat sales, and she's known to millions as the very symbol of food quality and service. General Mills has already home tested these recipes—

among all types of families. So they are sure to enhance the quality of your product. Get these delicious recipes that can help sell your products to grocers and consumers alike. Capitalize on them—in your advertisements, on package labels or inserts, and in your sales literature.

THIS 12-PAGE RECIPE handbook is available now—with room on the cover to imprint your name and address. For sample and quantity price, ask your General Mills salesman or write to Durum Sales, General Mills, Minneapolis 1, Minnesota.



DURUM SALES **General Mills**
MINNEAPOLIS 1, MINNESOTA

Long and Short —*(Continued from page 16)*

large chain stores. You are, therefore, in part dependent upon their mass distribution methods for the volume of business you enjoy. They, in turn, are dependent upon you as one source of the multiple products they sell.

This interdependence should give your industry, businessmen generally, the Congress, and the government agencies concerned, an increased interest in the enforcement of the whole body of antitrust law and bring about improvements in enforcement and in the laws to meet whatever new problems our changing economy brings.

While I would not contend that our national antitrust policy and enforcement activities are entirely responsible for the phenomena of the continuing important role small business now plays in our economy and its relationship to big business, I would most emphatically contend that those basic concepts first enunciated by the Congress in statutory enactments and thereafter expanded upon by the courts and the Federal Trade Commission, have certainly been an important and vital factor in preserving the ability of small business to remain competitive and to play an important part in our business life.

I would point out that the same economic factors of improvement, mass production and distribution, which have led to our present prosperity and the tendency to bigness in business, cannot be expected to stop automatically at any given level or to remain static.

Laws Help Competition

It seems obvious to me that for this reason it is increasingly in the interest of the public, and of every individual businessman, that our antitrust laws be impartially, promptly and vigorously enforced and constantly improved to avoid the destructive competitive effects that natural tendency sometimes brings.

Since many of you are small businessmen whose operations are dependent in part upon others for essential supplies and distribution, I ask you to consider the economic freedoms you enjoy as a result of the administration by the Department of Justice and the Federal Trade Commission of the anti-trust laws and the statutes prohibiting unfair methods of competition.

To briefly illustrate, I point out that you should be able to buy your equipment and raw materials as cheaply as your competitor can. If you are unable to do so, you should have to pay no more than the difference in the actual cost to your supplier by reason of the manner in which he manufactures, sells or delivers his goods to you as compared to your competitor. On the other hand, you should be able to buy only those products you wish to buy from a particular supplier without having to purchase other products in his line.

The supplies you buy should be purchased at prices which have been arrived at in open competition and which reflect the advantage of price competition.

In addition, you are entitled to rely upon representations made to you concerning the grade or standard or quality of the materials you purchase.

The benefits I have mentioned are but a few of the many and are only a part of the American economic story.

You are entitled to capitalize on your own ingenuity, resourcefulness and ability to obtain your customers without having the prices you charge fixed by others.

Your customers should not be allocated to you by your competitors.

You should not be placed at a competitive disadvantage by unjustified price or other discrimination on the part of your competitors.

If you are capable of producing a better product than your competitors you are entitled to have your potential customers purchase that product from you without your being precluded from the market by exclusive dealing and full line forcing practices of your competitors.

Of Special Interest

Two facets of these benefits may be of especial and increasing importance to you. Section 2 (d) of the Robinson-Patman Act prohibits advertising allowances not made available on proportionately equal terms to all other competing customers.

Section (e) of the same Act prohibits the furnishing of services or facilities in connection with the processing, handling, sale or offering for sale, of products upon terms not accorded to all purchasers on proportionately equal terms.

As sellers of goods to grocery stores you are required to comply with Section 2 (a) of the Robinson-Patman Act by not illegally discriminating in price between different purchasers of your products.

You are afforded a measure of protection by Section 2 (f) against pressures which some buyers may put on you to accord them prices which are discriminatory and violative of Section 2 (a). Section 2 (f), as you know, makes it illegal for the buyer to knowingly induce or receive a discrimination in price prohibited by Section 2 (a).

Some of you may have experienced pressure from buyers to grant disproportionate allowances to them in violation of Section 2 (d) or to furnish services and facilities in violation of 2 (e).

Promotional Allowances

It has been generally thought that the Robinson-Patman Act did not make it illegal for a buyer knowingly to induce or receive allowances or services and facilities violative of Sections (d) and (e). This is for the reason that Section 2 (f) is limited by its language to the inducing or receiving of "a discrimination in price."

Recently, the Commission issued complaints against eleven manufacturers of food products, charging violation of Section 2 (d) of the Robinson-Patman Act.

The complaints charged that the eleven granted promotional allowances to one or the other of two grocery chains and did not make the allowances available on proportionately equal terms to their other competing customers. Simultaneous complaints were issued against the two large grocery chain recipients of the allowances, charging them with violating Section 5 of the Federal Trade Commission Act by knowingly inducing and receiving the allowances alleged in the eleven complaints against the manufacturers to be violative of Section 2 (d).

Cases on Trial

These cases are now in the process of trial and no one can predict the final outcome. The basic theory underlying the Section 5 complaints against the chain recipients of the allowances is of interest to you. The theory involved is that the practice of inducing the payment of alleged allowances is an unfair method of competition in violation of Section 5 of the Federal Trade Commission Act because the inducing and receiving of preferential advertising allowances affords an unfair competitive advantage to the recipients thereof.

The two cases against the grocery chains are pioneer cases. No previous case has held that the practice of inducing violations of Section 2 (d) or 2 (e) of the Robinson-Patman Act by buyers is an unfair method of competition in violation of Section 5.

If the complaints in the two cases result in final orders, manufacturers and suppliers will be afforded the same type of protection against pressures by buyers to grant them allowances or services violative of Section 2 (d) or 2 (e) of the Robinson-Patman Act now accorded by Section 2 (f) of that Act where price discriminations are involved.

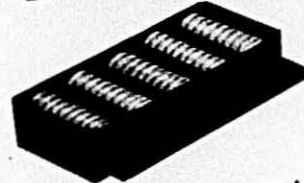
Area of Mergers

Another antitrust area you are vitally interested in is the problem of mergers. We are now in the midst of the third great merger wave in our history. The fact that since 1948 the food industry ranks second among industries with the largest number of acquiring firms is of immediate interest to you. You will want to know how the law affects you and your competitors where mergers are involved.

Although this is the most rapidly developing area in the field of antitrust law some of the major guideposts can already be pointed out.

In the first place, it is obvious that there is nothing illegal about a merger as such. In fact they often serve to benefit our economy. Congress has, however, banned certain mergers in clear and unmistakable language in Section 7 of the Clayton Act. That section provides that no corporation engaged in commerce may merge with another corporation engaged in commerce, either by the acquisition of its stock or its assets, where in any line of commerce in any section of the country

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

the effect of such acquisition may be substantially to lessen competition, or tend to create a monopoly.

The boundary lines thus laid down have not as yet been defined by the courts. The guides provided by Congress, however, are there and it remains for experience to answer specific questions they pose.

For instance, we know now that the law intends to deal with the injurious effects of such mergers in their incipency and well before they have reached the proportions of a monopoly. We know also that the requisite injury or potential injury to competition need not be nationwide but may be only "in any section of the country."

Clarification Sought

The Commission, in conjunction with others, is striving to secure the legislative enactment of further improvements and clarifications in the law. Perhaps the most important of these is in the remedy to be employed. Under present law, the only remedy available to the Commission is to order a divestiture.¹ However, in an already accomplished merger of sizeable corporations, it can be virtually impossible to unscramble the commingled assets. Congress is at present considering bills which would require corporations, where the acquiring and acquired corporations, including subsidiaries, have combined assets in excess of \$10 million, to give the Department of Justice and the Commission 90 days notice of a contemplated merger. Another pending bill would give the Commission authority to apply to the Federal courts for an injunction restraining the merger until the merits of the case can be determined. Chairman Gwynne has stated that the 90 days notice provision should be helpful to those considering a merger, because after their counsel has approved a proposed merger as legal he should be interested in getting the facts upon which he based his judgment before the Commission's staff at the earliest possible date.

Under Section 7 of the Clayton Act, your industry has been and will be afforded protection against one of the greatest dangers to the continued existence and prosperity of small business, namely, mergers which may substantially lessen competition or tend to create a monopoly.

The Commission has made available to corporations contemplating mergers an informal procedure to assist in avoiding illegal acquisitions.

Inquiries from parties interested in acquiring either the stock or physical assets of another business should be addressed to the Secretary. The facts relating to the proposed transaction may be submitted either in writing or in conference.

¹Clayton Act, Sec. 11; Address by Chairman John W. Gwynne before American Pharmaceutical Manufacturers Association, April 9, 1956; Union Bag and Paper Corporation, et al., Docket No. 6391.

Further conferences and submittals of information may be required. On the basis of the facts submitted by the parties, as well as other information available to the Commission, the parties are informed whether or not consummation of the merger would be likely to result in further action by the Commission. The opinion thus expressed is not binding upon the Commission.

You Enjoy Benefits

Before leaving this account of the competitive freedoms you now enjoy, it would not be fair to you or the government to fail to point out that the above benefits you enjoy are only a part of the American economic story. Those you supply are entitled by the same laws and by the same token to receive the same fair treatment from you.

Your customers, in turn, should be able to rely upon the representations you make to them concerning your products and to buy as cheaply from you as their competitors can. They ought not to have to buy all of the products you produce in order to obtain the one they need. The prices they pay for your products ought also to be fair and arrived at through open competition in your industry.

Without these heritages of free enterprise, I wonder today if we could say with as complete sincerity and truthfulness that in America small business and big business in many industries work side by side and are dependent upon each other. I wonder also if we could continue to look forward to these same opportunities in the future.

I am not naive enough to believe that the millennium has arrived when all of these economic benefits are being realized in every industry or to the fullest extent possible in any industry.

I am suggesting that these economic benefits and freedoms are in a real sense responsible for the ability of industries such as yours to continue to prosper and to expand.

How to Keep Them

I have said all of these things to introduce this thought. The Federal Trade Commission was brought into being to assure, within the framework of our Constitution, the right of men in every industry to enter business without illegal restraints and restrictions and by their own perseverance, diligence and ability to reap the returns which the private enterprise system holds out to those who are willing to take the incidental risks.

I want also to emphasize that the economic freedoms of enterprise our laws afford bring commensurate risks. We must not, while enjoying the benefits of those freedoms, employ autocratic or dictatorial tactics to avoid those incidental risks. To do so is to gear the economy of the industry employing such tactics to the level of the least efficient member, and destroy the benefits of competition.

There are only two ways that the laws administered by the Commission can have

the desired effect in any industry.

The first is through education as to their applicability and their value, leading to voluntary compliance with their concepts.

The second is through legal action in individual cases.

The trade practice conference procedure, initiated in 1918, implements a part of President Wilson's expressed intent when he requested the Congress to create the Commission, namely, to provide advice, guidance and information which can be supplied by an administrative body.

The trade practice procedure from that inception has grown in stature and in adaptability for use by industries.

To make the procedure most effective we are endeavoring to spell out in the rules in understandable language the requirements of the laws administered by the Commission as they apply to the particular industry's practices.

We have adopted a new standard industry committee provision which automatically superseded the old provision in your rules, and your industry moved promptly to establish a committee under its authority.

Your promptness in establishing this committee provides added assurance that the rules for your industry can be made an effective instrument for the elimination of all existing illegal unfair practices.

Purpose of Trade Rules

Trade practice rules are not promulgated to engender litigation. They are designed to eliminate the need for it.

In the field of deceptive practices, the Commission's Bureau of Consultation, under the rules, seeks to foster voluntary compliance in individual cases as well as on an industry-wide basis.

In the field of antimonopoly, we can only advise and guide. Violations, under Commission policy, must be and are handled by our enforcement Bureaus.

Enforcement of the law and the rules is solely the responsibility of government. Your industry committee will, however, play a vital role in the effectiveness of the rules. Upon it will largely fall the responsibility for keeping your industry apprised of the rules; obtaining interpretations wherever needed; and meeting with Commission personnel to advise the Commission through its staff of your problems, including the need for rule revisions.

It is our purpose, where possible, to bring all existing sets of rules up to date. In all cases, prior to undertaking new or revision proceedings it is our policy to obtain clearance from the Department of Justice.

The necessity for revision of the rules to make them reflect current law and industry needs makes your committee especially important, because with the passage of the years the rules for your

(Continued on page 33)



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

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

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



Commander-Larabee
MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

AT THE SPAGHETTI BUFFET



Hosts: Al Rossotti, John Tabia, Lou Delson, Charles Rossotti.



The Alfred Rossotti and E. Ronzoni families.



The C. W. Wolfe family reunion.



The Sam Arena family with guests.



At the Skinner's table.



New Yorkers: DiPascos, Rufenachts, Al Rossotti and friends.



The Winston Party.



Midwesterners: Wentzels, Koenigs, Schmidts and MacDonald.

industry have become obsolete in many respects. To illustrate, the rule in your industry's set dealing with prohibited discriminatory prices, consists of a setting forth of the applicable sections of the Robinson-Patman Act. Recently, we have developed the technique of illustrating the law with concrete examples based on actual industry practices. It is quite possible that the utilization of this technique in your own rules would serve to clarify the meaning of this statute in terms which you will better understand.

Further, we have recently developed a much more comprehensive "selling below cost" rule.

Finally, your rules do not cover subjects which have been widely dealt with in rules promulgated in later years. For instance, your rules do not cover such practices as inducing breach of contract, commercial bribery, aiding and abetting the use of unfair trade practices or restraint of trade. It is obvious that consideration must be given to revising and bringing your rules up to date if they are to become the instrumentality of providing your industry with the economic freedoms I have previously discussed.

This, as I see it, is the task which lies before your industry in general and your industry committee in particular. That is the long of it.

The short of it is that the rules can be made your charter of economic freedom from unfair practices.

If they are so drafted and observed, they will bring freedom from the illegal restraints which impede your economic progress. They are capable of bringing greater opportunities to each of you to capitalize on your own initiative, ingenuity and industry.

No Magic Wand

There is no magic wand capable of making the rules effective or of assuring members of industries under them the economic freedoms our antitrust laws and precedents envisage.

There is no easy path to the attainment of the benefits and freedoms the rules make possible. Education as to the meaning of the law and its application to practices makes possible voluntary compliance. Where such compliance fails, there must be strict enforcement by mandatory means through government action. These are the twin essentials of successful rules.

We are engaged in a cooperative effort to make the applicable laws work.

In doing so we must make certain that the rules are not used to deny or lessen the economic freedoms they were designed to assure. In other words, we must use and not abuse our cooperative processes, and thus preserve and strengthen them.

If you want the benefits of the economic freedoms which our antitrust laws provide, you cannot insist that those laws be strictly enforced with respect to your suppliers and your customers if you fail to observe them yourselves.



Trade Rules Committee Meets. Seated, left to right: Charles E. Grandey, Albert S. Weiss, Lloyd E. Skinner, Thomas A. Cuneo. Standing: Joseph Scarpace, Raymond Guerssi, Louis Coniglio, William Freschi, Vincent F. LaRosa, Roger DiPasca.

With the initiative your industry has taken to establish an industry committee, I have confidence that the majority of such violations of law as now exist in your industry can disappear through the exercise of enlightened self-restraint.

I can assure you that it is our purpose to be fully advisory to the individual members of your industry, to you in industry generally, and to work with you and with your industry committee. I can also assure you that where our guidance and advice and the knowledge of the requirements of law fail to bring voluntary compliance, the Commission's mandatory procedures will be used. Keeping faith with you and maintaining the integrity of the rules will tolerate no less.

I appreciate this opportunity of discussing our mutual problems and possible solutions to them.

Easy Cooking Time

Consolidated Foods Corporation, Chicago, leading canner, processor and distributor of foods, through its distributing divisions has opened a warm weather sales campaign to appeal to the growing number of Americans who are now enjoying the fun and simplicity of outdoor cooking.

The recent boom in outdoor cooking comes partly from the new housing styled to permit outdoor activity for the whole family, and in part from the national trend toward a more relaxed and informal way of living, according to Consolidated Foods' officials.

Food distributors and retailers have a big stake in this trend. Besides the outdoor grill, charcoal, tools and other physical essentials, the outdoor chef needs plenty of meat, grocery and specialty items and beverages.

Divisions are being offered colorful, 31 piece display kits, suitable for use through

out the summer months. For the consumer, a three-color heavy cotton bath-towel apron is available for \$1.00 plus proof of purchase. The aprons are of ample size to protect the outdoor chef, and are imprinted with the legend "Too Many Cooks Spoil the Broth."

San Giorgio Offers Tomato Slicer

San Giorgio Macaroni, Inc., Lebanon, Pa., will build its summer sales campaign around a special premium offer. The announcement was made by Raymond R. Guerssi, president, who stated that starting July 12, San Giorgio will offer to consumers a work-saving 1-Kilo Tomato Slicer for 2¢ and a box top from any San Giorgio product.

This premium offer will continue until August 9, according to Mr. Guerssi, and will be featured in San Giorgio's summer newspaper and radio advertising. Five radio spots and 600-line newspaper ads will run in cities throughout Pennsylvania in Wilmington, Del., in Baltimore and Hagerstown, Maryland, and in Camden, New Jersey. Eighteen radio stations and twenty-two newspapers will be used during the promotion.

Merchandising support will include shell markets offering the Tomato Slicer for 2¢ and box top. In commenting on the premium offer, Mr. Guerssi said: "Our program is timed to coincide with the summer salad season—always a good one for macaroni sales. And what goes better with summer salads than a tomato slicer?"

Imports Down

Macaroni imports in February totaled 112,017 pounds, compared to 152,964 pounds in February 1955 and 633,754 pounds in January 1956.

Merck Enrichment Macaroni



MERCK VITAMIN PRODUCTS FOR

Preparations give your Products increased consumer appeal

Enrichment packs a potent appeal for nutrition-conscious consumers. It can help your macaroni products two ways.

1. By enriching your products you'll create preference for your brand over unenriched macaroni.
2. Your enriched macaroni products can compete more effectively with many other food products.

Our technical service staff is always ready to help you apply whichever of the following Merck vitamin products is best suited to your process. Or, if you prefer, ask the mills to use MERCK ENRICHMENT MIXTURES in your flours and granulars.



ENRICHMENT OF MACARONI

*Research and Production
for the Nation's Health*



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

Merck Enrichment Macaroni



MERCK VITAMIN PRODUCTS FOR

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Our technical service staff is always ready to help you apply whichever of the following Merck vitamin products is best suited to your process. Or, if you prefer, ask the mills to use MERCK ENRICHMENT MIXTURES in your flours and granulars.

For Continuous Production

MERCK ENRICHMENT MIXTURE No. 32P—feeds readily, flows easily, and can be distributed uniformly with the usual mechanical equipment.

MERCK ENRICHMENT MIXTURE No. 34P—offers all the advantages of No. 32P plus special formulation for use in currently available flours and granulars.

For Batch-Type Operations

MERCK ENRICHMENT WAFERS—dissolve quickly, promote uniform enrichment because they resist chipping and dusting, disperse uniformly as the batch is mixed.



ENRICHMENT OF MACARONI

Research and Production

for the Nation's Health



MERCK & CO., INC.

Manufacturing Chemists

RAHWAY, NEW JERSEY

The Durum Picture —

(Continued from page 10)

rial that is most desirable and most suitable. Buy it regardless of economics, because the housewife is going to make the decision, and she is going to make a decision that pleases her. If your product doesn't please her, you're out on a limb.

Another Important Reason

There is another angle in connection with this durum wheat picture which we all know about and which we should discuss frankly. The macaroni manufacturers and the millers have gone to our congressmen and senators and we have obtained concessions under the farm laws favoring the production of durum wheat. We did it because we thought it was the thing to do. We have put ourselves in the position now of being very vulnerable to criticism from the durum growers and from our senators who helped us. If we don't come along and take the crop off the hands of the farmers; if we have a durum crop this year and we don't use that durum wheat and it has to go into loan; then those who worked on this thing will have no recourse. We are dead ducks out in North Dakota and Montana in the durum growing section. We are very unpopular already because of what happened this year. Some fellow wrote a very critical article of the durum manufacturer and the durum miller. That article had wide circulation. It was very bitter, and I think it was unfair.

Your president La Rosa made an excellent reply. It received attention, but it wasn't circulated as widely as the letter from the man who made the complaint.

We have spent money—I say we, you, and the millers, too—to promote the growing of durum wheat and to find rust resistant varieties. We've told ourselves, and we've told the farmers out in the northwest that we should have durum wheat. And this year if we don't buy the crop and furnish a good market, some of us will make no further effort in that direction. That's a frank statement, but I'm putting the cards on the table.

Pricing Problems

Now we have some pricing situations in regard to durum wheat that are troublesome. I have some records in my briefcase which show that in the state of North Dakota the return from an acre of durum wheat to the farmer is less than the return per acre for the four other major crops.

There are more hazards to growing durum, unless we can find some better varieties, than some of these other crops. There is a higher loan price on durum than on other wheats. We were delighted to see it, we still are. Frankly we hope that the full relationship between bread wheat and durum wheat will not prevail in the marketplace this year. But if it does sell at

a premium over bread wheat as the loan sets forth, I think we as an industry should not back away from it. We should jump in to buy the crop, and I don't mean buy it on the day it starts moving, but I mean we should make plans to use the durum wheat that's produced in the Northwest this year to protect that segment of our industry.

Now we all have problems in modernization. The durum millers haven't done as good a job as you folks in the macaroni manufacturing business. We have all done a lot of modernization—plant improvement is going on rapidly in the milling industry—if you'll pardon a personal example, I can tell you that it is our plan for the coming fiscal year to spend more on our durum mill alone than we paid for the entire Commander-Larabee corporation in 1955. Now let me repeat that. We plan to spend more money this coming year on our durum mill alone than we paid for the entire Commander-Larabee corporation in 1955. That's an astounding statement but it's true. Those of you who have done remodeling and modernizing know how much money it costs. Now we can't pay these bills out of losses. We have to make a buck. We have to make a lot of dollars to pay these big bills. You folks are way ahead of us but we intend to catch up. We have made rapid strides in sanitation. We've made improvements in a lot of ways. Switching from durum to bread wheat brought some problems but they've been licked.

Good from Bad Situation

Now there's some good that's come out of this very frustrating situation—it could be good on a long range basis. The wheat grower in the Northwest has found that good durum wheat can be grown outside of the so-called "Golden Triangle." Believe me, that's good. The broader coverage we can have on planting, the fewer hazards we will have at harvest time. We're increasing our odds and improving our chances for success. And that's good. We've suffered for two or three years but perhaps in the long run it will be helpful to all of us.

I've noticed your advertising and I think it's fine. You've done a better job than the millers have. All the millers say is "Me too." Some of you folks are "Me too" people, but I hope you'll get out of that. I hope you'll glamorize and individualize your product and your package and your advertising. Since you're selling to consumers, you can do that better than we can as millers who are making bulk material.

I hope you will keep supporting your Institute. As chairman of the Durum Millers' Committee it is my recommendation to the millers that they continue to support their Institute. I think that with the budget you've had, the Institute has done an outstanding job.

Now I've been somewhat critical of millers, I've been somewhat critical of

macaroni manufacturers. It's easy to be critical but some of you are going to say, "English, what are you going to say that's constructive?"

Some Suggestions

Now I have some suggestions to make to our joint industries. In the first place I recommend the continuing of the activities of the Institute and support by both groups. I think in the long run it will pay big dividends.

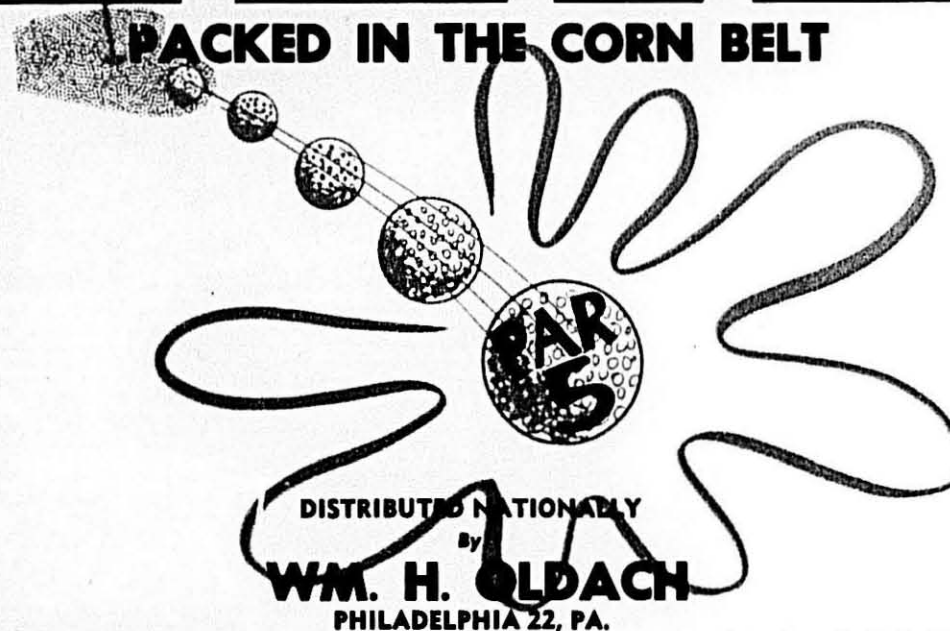
Yesterday I asked the directors if they would give the millers the opportunity at the next meeting of explaining what the millers are doing and what they plan to do with the Durum Wheat Institute. We've had some meetings recently to discuss future plans—what to do if we have a good crop, what to do if we have conditions similar to this year. We don't intend for this committee to be static. We intend to be dynamic. We have some plans we think are worthwhile, we'd like to show them to you. I was assured yesterday that the millers would be given that opportunity.

There's another thing I'm going to project here. It's long range. I think it's sound. This, I believe, will be just the second public statement on the subject. It's been discussed by a few people on numerous occasions. There is no machinery set up for such an organization, but I think it will come along. I hope by 1960 it will be a realization instead of a dream, and I visualize cooperation and coordination of nutritional activity, nutritional education and research, by all phases and all segments of wheat foods industry. And I mean bakers, millers, macaroni manufacturers, wheat cereal manufacturers, any other groups or individuals who are processing foods from wheat. I believe we would receive support, financial and otherwise, from various states who have funds to promote and develop markets for wheat products. Two states already have considerable funds on hand. Other states have some money available. In other states, legislation is pending or will be introduced at the next sessions, to raise money by a production tax on wheat to be used in research and development of markets for these products. Now we don't want funds from the federal government because wheat is not a commercial crop in all states. We have no right to ask the citizens of New Hampshire or Florida or other non-wheat producing state to kick in on this thing. The states of Washington and Nebraska do have funds already. Kansas has some money and is considering a production tax to raise money for this purpose. This wheat foods institute would get considerable financial help from that source.

No one segment of this industry has the money to get to all the American people—all the 167 million that we've talked about. You don't have it. We don't

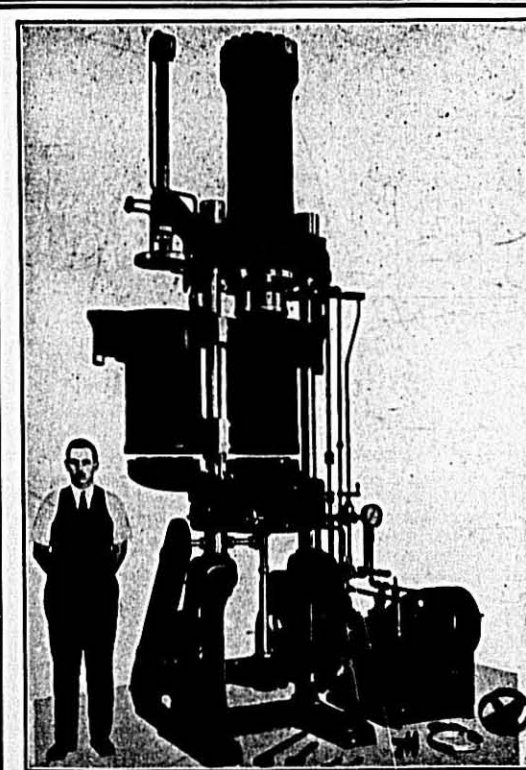
DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



Phone: Garfield 5-1700

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Engineers — Machinists

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

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have it. The bakers don't have it. But if we can have some coordination to get some help from the states who are interested in wheat growing and marketing of wheat products, we can raise a kitty big enough to do the job. If we do a nutritional education job, then we will have consumer acceptance. At the moment it's just a dream, it isn't a reality. Some of us intend to work at it. I am not a crusader. I'm a selfish business man. I want to make a dollar for my company and I like to make a dollar for myself. But I have gumption enough to know that if our industries are not healthy, we can't help them. I'm willing to take time at these things because I believe I'm doing something that will eventually ring the cash register for my company and for myself, and at the same time be helping the industry. I would like for you folks to think about this wheat food institute. Perhaps that's not a good name. I have no name to offer. But I want you to think of it and think of coordinating your efforts with the other groups when the time comes. Now it's very difficult for a group of people to work shoulder to shoulder when you have chips on some of those shoulders. There are chips on some of them. They have to be out of the way before we can make such an organization count. Some time in the next two or three years there will be meetings to discuss such a plan.

Crop Outlook

Now the thing that you want to know about most is the durum crop for this year. I started out by telling you that I do not have a crystal ball. My information is only as good as that supplied to me by other people, but I've done a lot of things to secure for you the data which I think is vital. I'm grateful to the grain divisions of the following companies for information which I will give you: General Mills, the Peavey Co., Farmers' Union, North Dakota State Mill, and my own associates at Archer-Daniels-Midland.

I think we have cause to be optimistic about the crop. It's too early yet to be jubilant. We should remember that these conditions are so nearly ideal that there's not much room for improvement on the top side. There's always room for decline. So we mustn't rush out this afternoon and get measured for new yachts and Cadillacs.

But we do have reason to be optimistic. In the first place we have good acreage and it is scattered over a broad area—from Red River Valley of Minnesota to the Continental Divide in Montana. We have an area in South Dakota, a fair one in Minnesota, a large one in North Dakota, and substantial acreage in Montana. At the moment, conditions are ideal. Since I've left home, we've had rains. Not big rains, but good refreshing showers in areas where rain was needed.



Appearing at the right of the picture is the new grain storage addition to Commander-Larabee's Kansas City mill and bulk flour storage plant, completed and ready for the new crop. . . an addition that brings storage capacity to approximately 3 million bushels at the mill, and thereby, nearly doubling former Kansas City storage facilities. Operating as a major division of Archer-Daniels-Midland Company, through this addition, increases the parent company's total grain storage capacity to some 74 millions of bushels.

We must remember that it doesn't take as much rain to produce the crops in Montana and North Dakota as it does in other parts of the country.

The figures I will give you perhaps should be done on a basis of range from top to bottom, but I prefer to take the conservative side with the thought that if I give the more optimistic ones, I might get too excited and overlook some of the hazards that could happen. But the acreage figures that I have (I will give range on that) were from 2,120,000, which is the lowest figure, to 2,420,000. Now, when I have added all my figures together and taken a mathematical average, I arrive at an acreage figure of 2,300,000 acres. On that basis taking a poor yield of 10 bu. per acre (which would be very poor), we would have a crop of 23,000,000 bushels, considerably larger than last season's. At 12 bu. per acre we would have 27,000,000. At 15 bu. per acre we would have a production of 34,500,000 bu. of durum. Now I asked these same people to give you their estimates of carryover. You will recall that last year's pipeline was practically empty. We had a crop of 20,600,000 bu. With all the blends and blends of blends which we have been using, we still had some durum wheat left. The pipeline is not empty this year although at the end of the crop year most of the carryover will be in the hands of the Commodity Credit Corporation. My estimates on carryover range from 5,000,000 to 8,000,000 bushels. Mathematical average was 6,000,000 bu. So let's take the figure of 6,000,000 plus the 12 bu. yield of 27 that would give us 53,000,000 bushels of durum which would be ample for a pipeline, carryover, and seed and 100% durum production for your industry next year. No one can guarantee that we will have this crop but right at this moment conditions are very favorable.

We hope that before this meeting is over, you folks will have a chance to dis-

uss the situation and will decide that if the crop comes through you will want 100% durum products.

Now, as to prices, you realize that there is a support price for durum which is 25c a bushel higher than for other types of spring wheat. If the crop comes through in a big way, I doubt that it will bring that kind of a premium, but I don't know. I am not a grain man, but if I happened to be a grain man I could not predict what the farmers in North Dakota and Montana might do. If prices are substantially under the support price the wheat will go into the loan because there is plenty of storage space available.

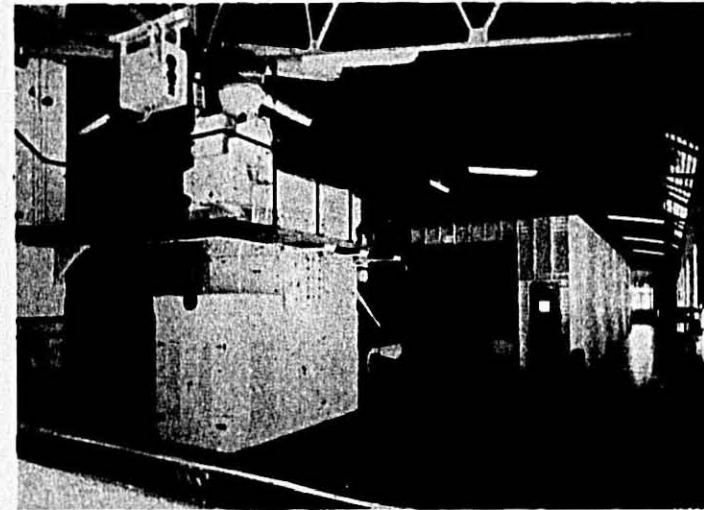
No Rust Yet

Up to the moment there are no loud cries of rust. We believe that in another year or two years, we will have enough seed to plant a crop of the rust resistant varieties. So far as durum wheat is concerned the future looks bright. If we keep our heads, if we do a good job of merchandising, if we improve our relations with each other, if we work together in supporting mutually, profitable enterprise, the Institute and other such organizations, if we clean up our own houses, if we work to work hard, if we sell and sell hard, our two industries could enjoy many years of pleasant and mutually profitable relations.

Bills on Durum Content

Identical bills have been introduced in the House and Senate "to assure the accurate labeling and advertising of all-nature paste products with respect to their durum wheat flour or semolina content." Sponsors of the measures are Senator Milton R. Young of North Dakota and Representative Otto Krueger, also of North Dakota.

The bill would add to Section 403 of the Federal Food, Drug and Cosmetic



Buhler Press and TTM Short Goods Dryer Installation

BUHLER SHORT GOODS DRYER, TYPE TTM

PRINCIPLE

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

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

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

DESIGN CHARACTERISTICS

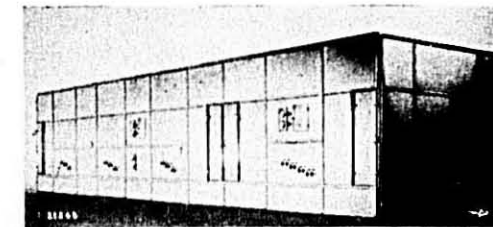
- 1) The TTM offers the smallest space requirement for a dryer of this capacity, plus small power consumption compared with capacity.
- 2) Aluminum housing over light-weight insulating panels is designed as a heat and vapor barrier, permitting the dryer to be operated at higher temperatures and humidities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

veyor elements, thus eliminating repairs and break-downs.

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

CAPACITY

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



TTM Short Goods Dryer in Light Metal Panelling

BUHLER BROTHERS, INC.

Engineers for Industry



Since 1860

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Act the following:

"If it is an alimentary paste product, until it is packaged, and there appears on the label of the package, along with a full and accurate statement of the ingredients contained in such alimentary paste product, a statement showing what percentage of all the flour used therein is durum wheat flour or semolina: Provided, That no such label or package shall contain any statement, except as herein authorized, indicating that such alimentary paste product is made of durum wheat flour or semolina, in whole or in part, unless at least 75% of all the flour used in the preparation thereof is durum wheat flour or semolina."

The proposed measure would also add to Section 15 (a) of the Federal Trade Commission Act the following:

"In the case of any alimentary paste product, an advertisement shall be deemed misleading in a material respect if in such advertisement representations are made or suggested by any statement, word, grade designation, design, device, symbol, sound, or any combination thereof, that such alimentary paste product is made of durum wheat flour or semolina, in whole or in part, unless at least 75% of all the flour used in the preparation thereof is durum wheat flour or semolina."

The House bill, H.R. 11485, was referred to the Committee on Interstate and Foreign Commerce, and the Senate measure, S. 3940, was referred to the Committee on Labor and Public Welfare.

At the Convention —

(Continued from page 6)

& Shop of Boston, Henry Turcotte, General Manager of the Associated Grocers of New Hampshire, and James F. Sweeney, Advertising and Promotion Manager of Champagne Supermarkets in New England, gave the manufacturers pointers on the grocers' problems. They made several excellent suggestions of interest to the conventioners with regard to advertising and promotion, packaging and display. The transcript of the panel discussion will appear in the next issue of the Macaroni Journal.

Institute Plans Discussed

Theodore R. Sills, public relations counsel for the National Macaroni Institute, showed the two new movies the Institute plans to use for television distribution. The first, called "Use Your Noodle" describes a party idea with suggested games, a decorative mobile, and noodle recipes for serving the guests.

"Stag Party" is about a spaghetti buffet where a group of men enjoy a variety of spaghetti sauce recipes on a mix-and-match, do-it-yourself basis. The films were enthusiastically received.

Durum Use Urged

The Convention adopted the following resolution on the use of durum for manufacture of macaroni products:



Spaghetti sauce seasoning and special seasoning for Chili-Roni are shown with the cardboard cartons in which they are enclosed by the American Beauty Macaroni Company of its plants in Kansas City, Wichita, St. Louis, Denver, Salt Lake City and Los Angeles. The Alcoa Wrap aluminum foil envelopes are heat sealed to protect the contents and then packed with the spaghetti or bite size macaroni. Directions for preparation of the sauce are imprinted on the carton. The single color printed envelopes, red for spaghetti sauce and green for Chili-Roni, were printed by Milprint, Inc.

(Credit—Aluminum Company of America)

WHEREAS it now appears that durum wheat is no longer on short supply, and from all indications the forthcoming crop, in the absence of serious reoccurrence of rust epidemic, will be at least a normal crop.

AND WHEREAS it is generally conceded that durum wheat produces the best raw material for macaroni products NOW THEREFORE, in consideration of the above facts, the members of the National Macaroni Manufacturers Association in convention assembled at Wentworth-by-the-Sea, Portsmouth, New Hampshire, on this 22nd day of June, 1956, do hereby RESOLVE

That all members of the macaroni manufacturing industry be urged to discontinue the use of blends and to manufacture their macaroni products from raw material made solely of durum wheat.

Convention Finale

Just preceding the annual meeting banquet a cocktail party and reception to meet the officers of the organization was held. The new officers were announced at the banquet, and retiring President Peter LaRosa was honored.

Soil Bank

Farmers will be paid to plow under 1956 crops of corn, wheat, rice, peanuts and tobacco. This was announced by Agriculture Secretary Benson as he moved to put into effect at once the newly enacted soil bank program—designed to reduce farm surpluses by subsidizing growers who withdraw land from crop production. Farmers who cut their allotted 1956 plantings of basic commodities will be compensated at "generous" rates, Mr. Benson said. And, he added, they will be allowed to plow under crops which "are not too far advanced."

American Beauty Sells Seasonings in Foil

A new concept in spaghetti and macaroni packaging has been placed on the market by American Beauty Macaroni Company. Seasoning in foil pouches is sold with American Beauty uncooked spaghetti and macaroni to provide a packaged meal.

The sauce seasoning is of the "add to prepare" class, and both powdered mixes are packaged in Alcoa Wrap aluminum foil. The Chili-Roni seasoning envelope for macaroni is enclosed in a cardboard container, while the Spaghetti Sauce envelope is included in the American Beauty spaghetti carton.

Both types of envelopes are made of .00035 Alcoa Wrap foil on which one-millimeter polyethylene is extruded. The spaghetti sauce envelope is printed in red, while the Chili-Roni envelope is printed in green. Both were designed by Milprint, Inc. Both envelopes are heat sealed. Directions for preparation of the contents are printed on the exterior of the cardboard cartons.

The Chili-Roni seasoning was packaged in a cellophane envelope when it came on the market 18 months ago. When the spaghetti sauce was added to the American Beauty line in January, both were changed to the foil envelope.

In explaining the change, Ralph Sarli, vice president in charge of sales at the American Beauty Macaroni Company, said: "We made the switch to foil to get a feeling of richness and quality. The buying public associates foil with quality. Then, too, foil protects our sauce mixes better than anything else we could use."

American Beauty Macaroni currently is distributing in all states from the Canadian border to Mexico, and from the West Coast eastward to Detroit and Cleveland.

JACOBS-WINSTON LABORATORIES, Inc.

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RETROSPECTIONS

by
M. J.



35 Years Ago—August, 1921

- Alimentary Paste Manufacturers Association, New York, file vigorous protest against proposed 1½¢ import duty on imported macaroni products. Fight led by Frank L. Zerega, President, and Edward Z. Vermylen, Secretary.
- Augustus Goodman, president of A. Goodman & Sons of New York since 1908, died July 2, aged 81 years.
- Canada's export of Spaghetti Flour increased 300% since close of World War I, reports the Canadian Department of Trade and Commerce.
- Investigation of grain leaf rust undertaken by U. S. Department of Agriculture.
- Canada produced 11,375,109 pounds of macaroni in 1919.
- The National Macaroni Co. plant in Providence, R. I. badly damaged by fire.

25 Years Ago—August, 1931

- President Frank L. Zerega appointed the following Committee Chairmen: Association Welfare—Louis S. Vagnino; Statistical—G. G. Hoskins, Educational—Frank J. Tharinger; Advertising—R. B. Brown.
- "Let Label Tell the Story" recommended Joseph Freschi of Mound City Macaroni Co., St. Louis, Mo.
- Spaghetti recipe wins award over 20 other food recipes in St. Louis Nationwide Service Grocers' contest as reported by Harry W. Wilbricht, president of Checker Food Products of that city.
- Association leader, James T. Williams, president of Creamette Co., Minneapolis, Minn., was named as a member of the newly created Minnesota Conservation Commission by Governor Floyd B. Olson.
- Frank Halahan, Chicago sales manager of Peter Rossi & Sons, Macaroni Firm, Braidwood, Illinois, was seriously injured in an auto accident.
- Fulton Macaroni Co., Inc., Jersey City, was declared insolvent and a receiver appointed.

15 Years Ago—August, 1941

- "Macaroni Will Build a New America and Macaroni Should Do Its Part."
- Prices: In July a 20 pound box of spaghetti brought \$1.10 to \$1.20 for best grade. Fancy egg noodles brought 8½¢ to 9¢ a pound.
- "Let's S-pray" recommends the Midland Chemical Laboratories of Dubuque, Iowa, authority on weevil eradication.
- Recommended macaroni enrichment was not favorably accepted because many manufacturers felt that the basic ingredients of their products were sufficiently nutritious.

- Mission Macaroni Co., Seattle, Washington was incorporated July 25, 1941. Incorporators, Guido P. Merlino, John Madonna, Joseph Merlino, and Joe Lucerelli.
- 1941 durum products estimated at 38,754,000 bushels by U. S. Department of Agriculture.
- The Spaghetti Bar at the New York World's Fair served 200 pounds of cooked spaghetti daily to 450,000 guests who patronized the bar during the exhibition.

5 Years Ago—August, 1951

- National Macaroni Institute prepares to boost Macaroni Week—October 18-27—to exceed all previous records.
- Food sector of the 29th Milan Sample Fair was richly represented by countless pieces of automatic machinery.
- The Lighthouse of the New York Association for the Blind announced the purchase of the Queens Factory for the use of its industrial division.
- James T. Williams succeeds his father as president of The Creamette Company.
- Dr. I. J. Hurchings, department head of H. J. Heinz Company's packaging and sterilizing laboratory, has been promoted to manager of food research.
- Burglars entered the Gioia Macaroni Co., Inc., and took a quantity of merchandise from the company's premium room.
- New Federal Specifications mailed to all state purchasing agents to help them in their purchase of macaroni, spaghetti, and egg noodles.
- At 47th Annual National Macaroni Manufacturers Association Convention Mr. Lynn of Theodore R. Sills & Company reported that in the past year the Macaroni Institute has sent out approxi-



International gathering in Milan: left to right, Rene Samson, Giuseppe Braibanti, Ettore Berini, Fred Mueller, Fred Birkel, Karl Birkel, Mario Braibanti, John Curry, Paul Biennu, P. Barilla.

mately 325 recipes, photographs and stories to newspapers, and also more than 5,500,000 lines of publicity on macaroni, spaghetti, and egg noodles.

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International Gathering

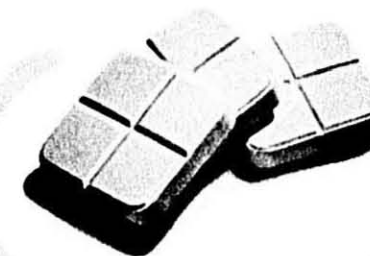
An international gathering of macaroni manufacturers took place on the roof garden apartment of Mr. Mario Braibanti, equipment manufacturer, in Milan, Italy in June. From Canada Paul Biennu and Rene Samson, from Germany Fred and Karl Birkel, from the United States Fred Mueller and John Curry, and from Italy P. Barilla met with representatives of the Braibanti organization. The group sent a cable with good wishes to the convention of macaroni manufacturers meeting in Portsmouth, New Hampshire. (The spire in the picture background is the cathedral in Milan.) The Americans and Canadians visited macaroni factories in northern Italy and Germany and spent a week-end in the Swiss Alps with Robert Schmalzer of Buhler Brothers, Inc.

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