

**THE  
MACARONI  
JOURNAL**

**Volume 41  
No. 9**

**January, 1960**

# The MACARONI JOURNAL

January 1960  
Volume 41, No. 9

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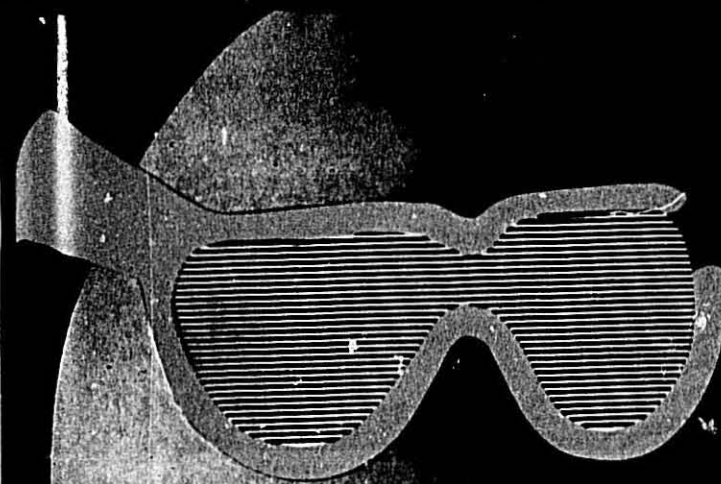
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## Cover Photo

In sails the soaring sixties, marked by the revolution of expectations, and the expectation of accelerated change. The staff wishes you a happy and prosperous New Year.

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THE MACARONI JOURNAL



**YOU  
DON'T NEED  
DARK  
GLASSES**

Just darker, natural color **HENNINGSEN** egg yolk solids

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

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

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

**HENNINGSEN INC.**



## PUT YOURSELF IN THE PICTURE

National Macaroni Manufacturers Association  
Winter Meeting - January 19, 20, 21

### Here's Why:

There are certainly two major reasons why you should put yourself in the picture and plan on participating in the industry's Cost Conference to be held at the Diplomat West Hotel, Hollywood-By-The-Sea, Florida, January 19-20-21. First there will be an opportunity to swap ideas around the table on how to cut costs and boost profits with people who are in the same line of activity as you. Secondly this delightful spot is an excellent place to enjoy fun in the sun and escape the rigors of winter.

### Fine Facilities

Facilities on the 400-acre resort estate include an 18-hole tournament golf course under the direction of Cary Middlecoff, famed professional. The Tennis Club has six championship courts. There is a swimming pool for both Diplomat West and Diplomat East with spacious cabana clubs. There is bathing on the more than a thousand feet of private ocean beach.

Jai alai, deep sea fishing, thoroughbred and greyhound racing are just minutes away from the estate setting of the hotel.

### Monday

The day before the convention officially opens, the Board of Directors of the National Macaroni Institute will meet to review finances and budgets for the coming year. The National Macaroni Institute Committee will also meet on Monday, January 18, to review promotional plans for macaroni and noodle products.

### Tuesday

On Tuesday morning, January 19, President Horace P. Giola will welcome delegates to the convention and introduce a representative of the Florida Institute of Certified Public Accountants, who has been invited to start off discussions on setting cost reduction goals, analyzing major expense items, and plotting needed improvements.

Round-table groups will then discuss areas of Potential Cost Reduction. Leaders have been assigned to stimulate discussion on such subjects as paper work, purchasing, materials handling, production planning, indirect labor, expense, traffic, inventory management, and maintenance. Delegates may choose the topics of greatest interest to them.

### Wednesday

Trimming Waste From Sales Costs will be discussed Wednesday morning, January 20. More round-table discussions with the spotlight on selling and promotional activities will consider salaries of sales personnel, traveling expenses, advertising, samples and deal merchandise, home office operations, and distribution items such as warehousing and transportation.

### Thursday

At the final session Thursday morning, January 21, two areas of interest will be considered: Optional Ingredients and Commodity Promotional Plans.

Association Director of Research James J. Winston will comment upon

additives permitted by the Standards of Identity for macaroni and noodle foods. Louis E. Kovacs, of Vitamins, Inc., will discuss what the addition of wheat germ does for macaroni, while Twila Paulsen, of Archer-Daniels-Midland Company, will tell of experiments with soya for macaroni products to be canned or frozen.

The durum millers program on product promotion will be reported upon by Director Howard Lampman. Theodore R. Sills, public relations counsel for the National Macaroni Institute, will further detail plans for the 1960 theme - "Macaroni Salutes the Fifty States"

### Social Schedule

On the social schedule the traditional Rossotti Spaghetti Buffet will be held Tuesday evening, January 19. Weather permitting, it will be out of doors on the Envoy Terrace.

Afternoons have been left free for relaxation and sightseeing and enjoyment of the fine facilities of the Diplomat Hotel and Country Club.

Wednesday evening has been left open for those that want to see the town.

The Association Dinner Party will be held Thursday evening, January 21, with a roast beef banquet featuring linguine marinara and all the trimmings.

Put yourself in the picture for this happy balance between work and play with intense business discussions followed by social activities and recreation. Your business will profit by it.

THE MACARONI JOURNAL

## Hundreds of women "must have their say" to make Betty Crocker recipes good enough for you

And they are all Betty Crocker home testers! These are the women who test Betty Crocker's macaroni, spaghetti, and noodle recipes. They carefully check every recipe to be sure directions are easy to understand, ingredients are available and reasonable in price, and that their families like the finished foods. Frankly, some recipes

don't make the grade. Those that have a high rating are passed on to you, for example, in General Mills' new "Macaroni, Spaghetti, Noodles" recipe booklet—for you to pass on to your customers under your own brand name.

Now, follow the creation of a Betty Crocker recipe from her kitchen to your consumers.

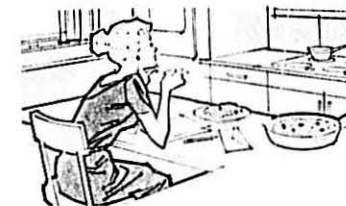
### FIRST STEP: Betty Crocker's own kitchens

Here the recipe is painstakingly developed by Betty Crocker's professional home economists. The finished dish is subjected to a taste panel—men and women who are skilled in detecting and understanding flavors.



### SECOND STEP: pilot tests with homemakers

Local homemakers try the recipe in their own homes. Each fills out a complete report. Did she like the recipe? Was it easy to understand? What would she do to improve it?



### THIRD STEP: 25 food detectives must say "OK"

Next, Betty Crocker asks 25 homemakers to try the recipe under typical home conditions and to tell her if the dish was easy to make. If the recipe was too fussy. If any of the ingredients were difficult to obtain. If her family liked it. The women send actual samples of their finished food to the Betty Crocker Kitchens.



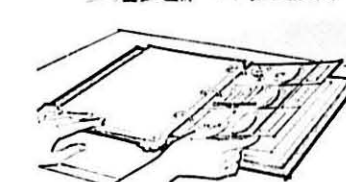
### FOURTH STEP: America's homemakers try their hand

Eventually the recipe is ready for testing coast-to-coast—in cities, small towns, on farms—by inexperienced brides and by women who have cooked half a lifetime—by women from all social and economic levels.



### FIFTH STEP: Betty Crocker's own kitchens

One final analysis of all the information gathered and the recipe is ready for Betty Crocker's approval and inclusion in the new General Mills' "Macaroni, Spaghetti, Noodles" recipe booklet.



Just off the press! You may have as many of these new booklets as you wish, imprinted with your own brand name, at less than cost. Ask your General Mills Durum Sales representative for details. (Offer good in U.S.A. only).

**DURUM SALES**  
Minneapolis 26, Minnesota



Put the cotton cloth on the table on the veranda for the old folks at home while macaroni salutes south-eastern states of Georgia, Alabama, and Florida.

The macaroni industry's promotional theme for 1960 is a salute to the fifty states. The National Macaroni Institute public relations program will support the salute with publicity stories, recipes and photos to magazines, newspapers and radio-television shows.

January is a fine time to salute the southern states, particularly while they enjoy mild weather, for it is never too hot or too cold in the South-East. This area of flowering magnolias and moss-draped pines has been famed for many years as an area of delightful living.

Agricultural products are prominent in the area's economy. Alabama is known as the Cotton State and ranks high in the production of pecans, sweet potatoes, beef and dairy cattle, nuts, fruits and vegetables. One of the largest peanut butter plants in the country is located at Enterprise.

Georgia, the Peach State, is a prime producer of pork and poultry as well as Georgia melons.

Florida, the Peninsula State, was named by Ponce de Leon in his quest for the Fountain of Youth. Today the quest continues for northerners during the winter time who head South to enjoy fun in the sun. Florida is a major producer of truck crops and vegetables for the winter season and produces

more than one-half of the citrus crop of the nation. It leads the Gulf states in catching fish and seafood. Hence, we have selected a recipe for fish rollups and noodles as typical for good eating in this section. The noodles might just

as well have gone with Southern fried chicken or a host of other local favorites.

#### Fish Rollups with Noodles (Makes 6 servings.)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)
- 2 tablespoons salad oil
- 1/2 cup chopped onions
- 1 1-pound can tomatoes
- 1 6-ounce can tomato paste
- 1 teaspoon garlic salt
- 1/4 teaspoon oregano
- 1/4 teaspoon pepper
- 2 1-pound packages of fresh or frozen fish fillets

Add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Meanwhile, heat oil. Add onion and cook over low heat 5 minutes. Add undrained tomatoes, tomato paste, garlic salt, oregano and pepper; mix well. Heat to boiling point. Roll fish fillets in individual portions and fasten with food pick. Add to sauce; cover and cook over low heat 10 minutes. Turn rolled fillets and stir tomato mixture. Cover and cook 10 minutes. Serve in noodle nest topped with sauce. Garnish with parsley and lemon slices, if desired.

## SALUTE TO THE SOUTH-EAST



Fish Roll-ups with Noodles



Spaghetti with Shrimp Sauce

## There is something special about Macaroni products made from

*King Midas*

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

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too.

They meet all the requirements of big-family budgets to the most exacting taste of the gourmet. To obtain that "something special" in your products use the finest—use King Midas.



*King Midas*

**DURUM PRODUCTS**

MINNEAPOLIS

MINNESOTA



Around the table: Vincent F. LaRosa, Fred Mueller, John Amato, Emanuele Ronzoni, Jr., Tony Cantella, Robert Cowen, Les Swanson, John Tobia, John Murphy, and Irving Grass.

Some fifty macaroni manufacturers and suppliers meeting at New York's Hotel Belmont Plaza in mid-November looked into a crystal ball to predict where the macaroni industry would be ten years hence.

Some saw a leveling off of per capita consumption because of increased competition from other foods. Others saw per capita consumption holding steady, while the optimists saw it increasing from 30 to 50 percent because of better industry and brand promotion.

Some saw the need for increased nutritional information to be given to the consumer, telling specifically why macaroni and noodles are good and good for you. Others were convinced that in ten years' time this nutritional story will have been told. There was general agreement, however, that there is a constant need for continually striving to improve quality. Industry interest in research and development is at a high point.

#### Future Predications

Among predictions for the future: there will be fewer varieties of macaroni sold in grocery stores but there will be diversification by macaroni manufacturers into the production of other convenience foods. Most look for the trend toward fewer and larger plants to continue with mergers likely and the small marginal producer falling by the wayside. Macaroni plants will be almost completely automated and will have condensed floor space with more efficient and compact machines. Marketing will be done to fewer customers with larger outlets, but managers in the store will have a greater part in making decisions. Certainly macaroni will be available in new and different forms - possibly as an instant

## NEW YORK MEETING

to be backed up with national advertising.

#### In Attendance

The following attended the meeting: Emanuele Ronzoni, Jr. and Roger DiPasca of Ronzoni Macaroni Company; Albert Ravarino of Ravarino & Freschi; Vincent F. LaRosa and Vincent S. LaRosa of V. LaRosa & Sons; C. F. Mueller and John Murphy of C. F. Mueller Company; Lloyd E. Skinner and Nap Beauregard of Skinner Manufacturing Company; Robert I. Cowen and Melvin Golbert of A. Goodman & Sons; John Zerega, Jr. and Paul Vermylen of A. Zerega's Sons; Anthony J. Gioia of Bravo Macaroni Company; Nicholas Rossi of P & R Corporation; Joseph Scarpaci of Bay State Macaroni Company; Louis and Rosario Coniglio of Paramount Macaroni Company; Irving Grass of I. J. Grass Noodle Company; Jim Williams and John Westerbe of the Creamette Company; Anthony J. Cantella of Prince Macaroni Company; Bob Green and Jim Winston of the National Macaroni Manufacturers Association.

Allies in attendance included Paul Ambrette of Ambrette Machinery Corporation; John Amato of Clermont; Frank Kaiser, Bill Berger and B. Wulpenweber of Buhler Brothers; Joseph and Leonard DeFrancisci of the DeFrancisci Machine Corporation; Donato Maldari of D. Maldari & Sons; Gene Kuhn, Walter Ousdahl and Jim Driscoll of Amber Milling Division, G.T.A.; William A. Julien, Charles C. Chinski and Ernst Horstmann of Commander Larabee; Joseph DeMarco of General Mills; Anthony DePasquale and Sal F. Maritato of International Milling Company; Lester Swanson, David Wilson and David F. Wilson of King Midas

Macaroni available in the edible package. The potential in developing pasta as a breakfast food looked good to some. All macaroni products will cost more and there will be more sales for advertised brands.

On the question of how to meet increased competition from other foods, these ideas were expressed: positive selling should be stressed and there should be a development of more marketing skills. We should sell the versatility of macaroni products to the American public and capitalize upon the fact that children love macaroni foods. We must sell the doctors and the medical profession. This means we must continue to improve and stress quality.

Macaroni's social prestige should be enhanced. Manufacturers should stress the convenience of the dry product which can be prepared more quickly with packaged sauces now on the market than any of the frozen combinations sold as convenience items. Effort should be made to increase the use of macaroni and noodles as a side dish, emphasizing them as a staple of diet. Related item selling is most important.

#### Related Item Selling

Elinor Ehrman of Sills' New York office reported on two related item promotions: the Easy Fix'n' Casserole campaign, Van Camp's 25-cent consumer redemption deal for Chicken-Of-The-Sea Tuna and the consumers' favorite macaroni or noodles is for January-February selling (page 10, Macaroni Journal, for December, 1959).

The Carnation Company is sponsoring a Lenten promotion combining tuna, olives, macaroni, with evaporated milk. A display piece is being developed with slots for the four ingredients



Around the table: Al Ravarino, Joe DeMarco, Joe DeFrancisci, Paul Vermylen, John Zerega, Jr., Dave Wilson, Vincent S. LaRosa, Charles Rossotti.

Flour Mills; James R. Affleck of William Penn Flour Mills; Bill Hoskirs of G. G. Hoskins Company; Thomas F. Sanicola of Faust Carton Corporation; George J. Rufenacht of U. S. Printing & Lithograph; Charles Rossotti, John Tobia and Arthur Tarditi of Rossotti Lithograph Corporation.

#### Suppliers Social

In the evening a Suppliers Social was held at the New York Rifle Club - Tiro A Segno - on MacDougal Street in Greenwich Village. While some of the delegates at the afternoon meeting could not attend the dinner, they were replaced by others including Alexander Frank and Phillip Polimeni of DeMartini Macaroni Company; Louis and John Saggio and Joseph Coniglio of Paramount Macaroni Company; Joseph Giordano, attorney; A. Alphonse deBea, American Artichoke Company; Alfred Rossotti, David McKinney and William Morris of Rossotti Lithograph Corporation; Mary and Jack Campan-

ella of S. Campanella & Sons; Ignatius and Joseph DeFrancisci, Jr. of Demaco; Thomas Fox of General Mills; Andrew Rondello of International Milling Company.

Following dinner, comments were made by Association secretary Bob Green and vice-president Albert Ravarino.

Alfred and Charles Rossotti presented their employee, John Tobia, with a diamond pin and gold watch for twenty-five years of service to the Rossotti Lithograph Corporation.

#### Charles Rossotti Elected

Mr. Charles C. Rossotti has been elected President of the Label Manufacturers Section of the Lithographers and Printers National Association. Mr. Rossotti is Chairman of the Board of Rossotti Lithograph Corporation, national label and packaging producers with executive offices in North Bergen,

New Jersey. He has been active in the business and in label manufacturing circles for over 35 years.

The Rossotti organization in existence since 1898 has pioneered the use of multi-color packaging on labels and folding cartons.

Mr. Rossotti, an outstanding figure and noted authority in the lithograph industry, is also a member of several food trade associations, and is active in a number of community organizations. He lives with his family in Englewood, New Jersey.

#### About John Tobia

John Tobia was brought up on a farm at Closter, New Jersey where his father still lives. He came to Rossotti in 1934 in a man-Friday capacity when they were still on Varick Street, in New York. He was then barely out of high school and it was a bad depression year. He started selling for Rossotti a few years after his apprenticeship and has been selling ever since.

He has an intimate knowledge of food production and knows every aspect of food marketing and its related problems. He is, of course, a specialist in packaging and printing. This includes structures, design, board, printing surface, color and the promotional value of good packaging. He has been successfully helping and servicing his label and carton customers for many years and is one of Rossotti's ace salesmen.

His academic training includes courses at New York University. He is a collector of fine art originals and a talented handy man at home, building his own garage last year. He lives with his wife Kay and 17-year old son John, Jr. at Haworth, New Jersey.



Alfred Rossotti, John Tobia, Charles Rossotti.

## Challenges Call for Creativeness

Paul S. Willis, president, Grocery Manufacturers of America, Inc., called upon food industry management to make a renewed effort to encourage creativeness among its people and avoid "me tooism". This is necessary, he said, if the industry hopes to continue the fabulous growth pattern it has shown since 1946. These comments were part of his address in opening GMA's 51st Annual Meeting which had as its theme "Setting Our Sights For The Sixties".

Noting the steady increase in food and grocery store sales from \$33 billion in 1950 to \$53 billion annually today, Mr. Willis attributed this to the industry's attention to "the extra things which stimulated this growth". He singled out such extras as developing new and improved products, more effective advertising, better selling, better promotions, improved merchandising, efficient distribution, improved super markets, and better trade relations.

### Well Managed Industry

Mr. Willis saluted the industry for being well managed at all levels. He listed as contributing factors: the highly competitive nature of the industry with its margins so low that it must operate efficiently; the immediate daily contact with people and the need to serve them satisfactorily; and the foresight of management in planning ahead intelligently and courageously.

At the same time, Mr. Willis warned the industry that it faces even greater competition for the consumer's dollar from products outside the industry. "We are, of course, aware of the keen competition for the consumer's dollar from automobiles, television, clothing, etc., but it may surprise you to learn that the American people are spending an estimated \$41 billion a year for 'fun' — for such 'leisure-time' products and services as playing cards and movie admissions, to swimming pools, recreation and travel all over the world."

"We now compete against trips to Europe," he said. "Before long we may be competing against trips to the moon. We live in a changing universe in which evolution is a basic law."

"Change is the order of the day. But in this jet age, changes seem to come faster, there are more of them, and they seem more pronounced."

Mr. Willis said people all over the world are developing new living habits



Paul S. Willis

and new buying habits as they discard old attitudes. "Their goals are set for new and better things and they are attaining economic circumstances which enable them to afford better things."

"While this revolution in expectations is new in many other countries, these expectations for better things have prevailed in America for a long time. But the pace seemingly is now greatly accelerated. American housewives are always looking for new and better things and greater varieties of products with which to satisfy the needs and wishes of their families. And they are looking for ways to shorten their household chores thereby giving them more time for other things."

### Independent Youngsters

"Children of present vintage are declaring their intellectual independence at an early age. They are developing eating habits and product preferences which are quite different from those of their parents. They will grow up using more of the instant and convenience foods, and foods of tomorrow which are still in the laboratories. Few will associate orange juice as coming from fruit growing on trees, but simply accept it as coming out of cans. They are likely to be much more selective in their buying and less responsive to the 'repeat and blast' type of advertising. They will expect logical reasons for buying the product."

"The size of the 'white collar' group

will be increasing and the size of the 'blue collar' group will be decreasing. That poses both a challenge and an opportunity to management. A challenge because the new type employee will want more personal satisfaction from his work; an opportunity because his mind will be more open to reasoned appeals."

"Another important change in our economy is the frequency of change in residence of our people. Every year nearly 10 million families or 33 million people move into different homes. This represents about 20 per cent of our population."

### Avoid "Me-too-ism"

In planning for the future, Mr. Willis urged managements of both manufacturers and distributors to make a renewed effort to encourage creativeness and self-reliance among their people and to avoid "me-too-ism".

"It is very easy and normal", he said, "for people to follow patterns. There may be better ways of doing things. Encourage your people to try and find out. Give them a chance to make mistakes."

"The growth of our industry has been due largely to our ability to create new things and better ways of serving the consumer. If we are to successfully meet the competition from other industries in the space age ahead, we will need to pioneer more creatively than ever before."

"I have enough faith and confidence in the managements of our industry at all levels to predict that by working as a team we will more than hold our own."

### Battle of the Shelf

Annual grocery store sales will reach 75 billion dollars by 1969, according to James O. Peckham, Jr., executive vice president of A. C. Nielsen Company. Of this figure 80 per cent will represent advertised brand names, he said.

Speaking at the GMA meeting Mr. Peckham pointed out that manufacturers' advertised brands had improved their share of market from 74.4 per cent to 74.8 percent during 1959, reversing a small but persistent decline that had been in effect since 1956.

"I believe," he said, "we will continue to see manufacturers' major ad-

Continued on page 30

THE MACARONI JOURNAL

# Clermont PRESENTS THE

FINEST  
SPREADER  
EVER  
CONCEIVED!

2000 lbs.

1000 lbs. + 1000 lbs. = 2000 LBS./HR.

2 sticks + 2 sticks = 4 STICK

LONG GOODS  
SPREADER

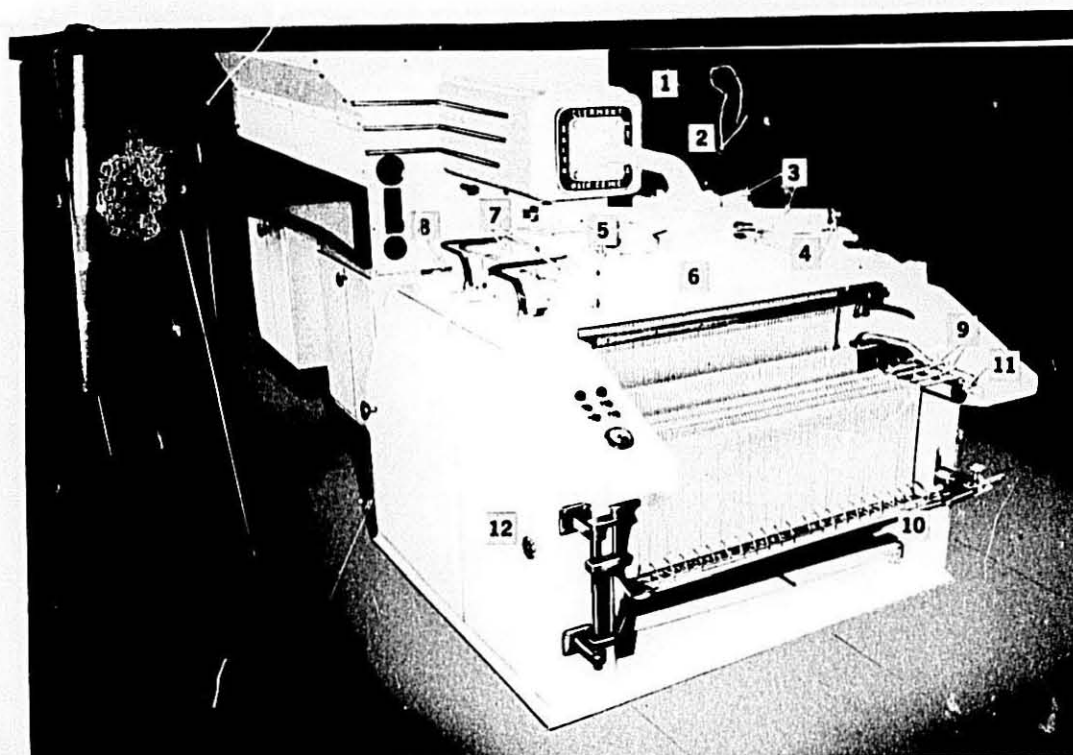
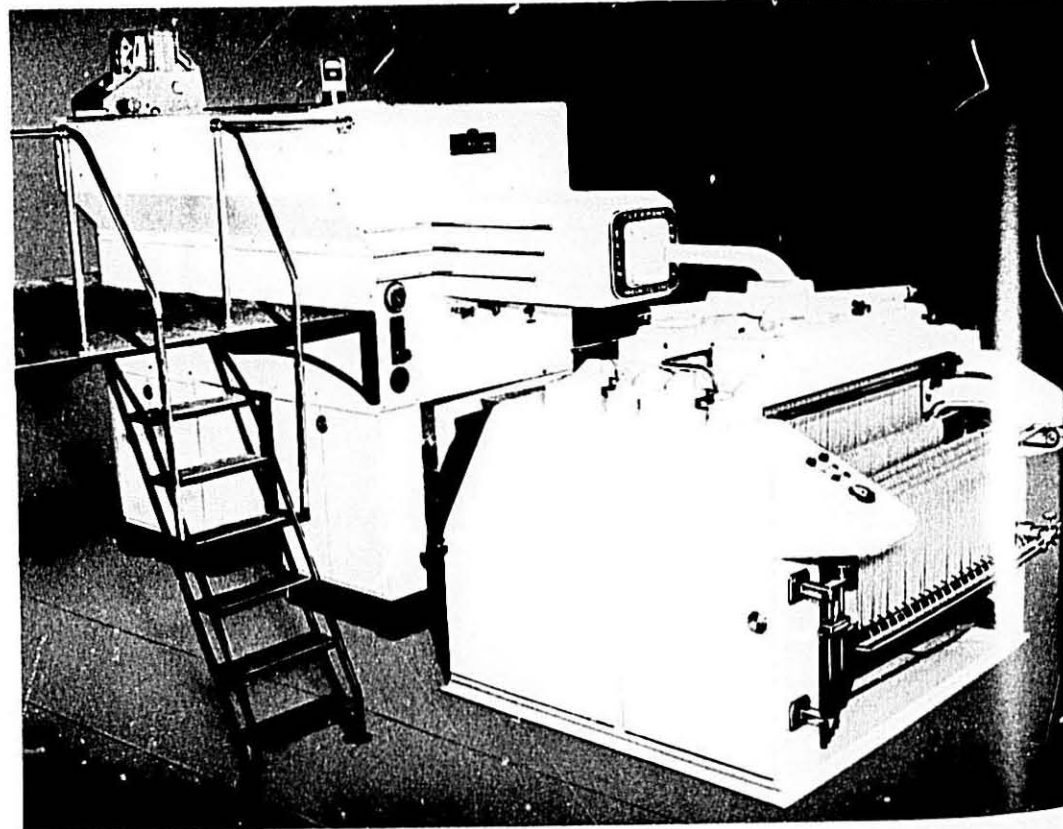
AFTER YEARS OF RESEARCH, EXPERIMENTATION AND ENGINEERING.

## *Clermont* HAS ADDED THE MISSING LINK

TO ITS DISTINGUISHED CHAIN OF COMPLETELY  
AUTOMATED MACARONI PRODUCING EQUIPMENT . . .

a SPREADER which combines slow extrusion for a superior quality product with top production for increase in volume; a SPREADER which extrudes uniform stick patterns for minimum trim and an eye-appealing product of invariable smoothness, color and consistency; a SPREADER which produces continuously on a 24 hour daily operation with the Clermont VMP-5A, 2000 lbs/hr press—“The Greatest of All Long Goods Presses.”

This SPREADER is destined, like other Clermont long goods equipment, to meet the exacting requirements of particular manufacturers. After you have studied the features of this machine only a personal inspection can reveal the full measure of its superiority.



### FEATURED COMPONENTS

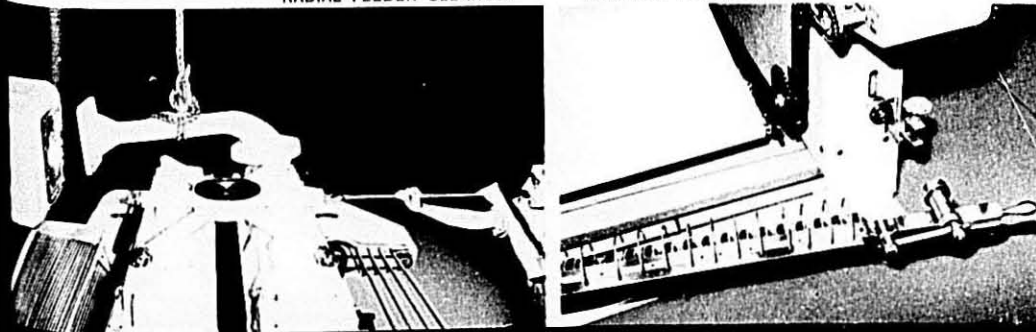
- |                             |                        |                         |
|-----------------------------|------------------------|-------------------------|
| 1 VMP-5A, 2000 LBS/HR PRESS | 5 SPREADER HEADS       | 9 SPREADING STICKS      |
| 2 ELBOW FEEDER              | 6 WATER JACKET         | 10 TRIMMING DEVICE      |
| 3 RADIAL FEEDERS            | 7 DIE RETAINING BLOCKS | 11 CHAIN STICK DELIVERY |
| 4 EXTRUSION ADJUSTING CAPS  | 8 STICK FEED MAGAZINE  | 12 MOTORS & CONTROLS    |

This matchless 4 stick—2000 lbs/hr spreader was designed, as shown, to work in conjunction with the Clermont VMP-5A, 2000 lbs/hr Long Goods Press. This press, like its counterpart the spreader, is distinguished by its radically advanced design to give consistently high performance which shows up—where it counts—in the product. Increased capacity, more product, less maintenance expense for added net profit are the economic end results to the Macaroni Industry.

THE MACARONI PLANT OF THE 60's TAKES SHAPE TODAY AT CLERMONT! COME SEE FOR YOURSELF.

RADIAL FEEDER CLEANOUT

TRIMMING DEVICE OPENED



### 2 HEADS AND 4 STICKS

The first spreader which extrudes through 2 heads and on 4 sticks. Each head, with its own die and 2 sticks, produces 1000 lbs/hr on high speed for a total of 2000 lbs/hr and 750 lbs/hr on low speed for a total of 1500 lbs/hr.

### ELBOW FEED WITH RADIAL DISTRIBUTION

The first spreader to eliminate complicated piping. Has one elbow feeder from the press supplying the radial feeders going to the 2 spreader heads. Each radial feeder is of the same length to insure equal distribution of pressure to give constancy in product texture, tenderness and flavor. Each radial feeder is easily adjusted to regulate flow of mixture through each die by turning the extrusion adjusting caps with a wrench.

### WATER JACKETED HEADS

The first spreader to have 2 extrusion heads totally enclosed in water jackets to maintain a fixed, stable temperature on each die. This also contributes to equalizing flow of mixture for an evenly extruded product with only minimum trim required.

### TRIMMING DEVICE PREVENTS CHECKING

The trimmer has sickle blades to prevent crimping or closing of holes on tubular products and trims product straight and even with no ragged edges. It is easily raised or lowered to trim products 18 to 24 inches long. Designed for long, efficient, trouble-free performance.

### RAPID FEED MAGAZINE

The magazine holds and feeds approximately eighty  $\frac{3}{8}$ " dia. ribbed aluminum sticks but is designed to also handle any type and size of stick. The  $\frac{3}{8}$ " aluminum sticks, which are straight and have just enough give under product load to prevent rolling, are more adapted to rapid magazine feeding and elimination of excessive waste.

### SIMPLE AND FAST DIE REMOVAL

Each die is quickly removed by sliding it out of its head after simply loosening and removing the die retaining blocks.

### ULTIMATE IN SANITATION

Meets the most demanding sanitary requirements — stainless steel and chrome plated construction with streamlined, bright, clean appearance. Cleaning greatly simplified since only the elbow feeder requires removal. Each radial feeder is easily cleaned by simply removing the extrusion adjusting caps and using a cleaning rod.

### VERSATILITY AND COMPACTNESS

Extrudes all types of long goods: round, solid, flat, fancy and tubular. Operates with all existing long goods presses and dryers. Designed to occupy a minimum of space and fit into any existing long goods line. All motors, controls and mechanisms are neatly housed in the frame and completely accessible. The chopper-blower is also housed in the frame to eliminate the hazard of personal injury.

## Grocery Trade Practice Recommendations

Six national grocery distributor associations have joined with Grocery Manufacturers of America in an historic statement of recommendations on trade practices, including the matter of payments by manufacturers to distributors for advertising and promotion services.

The joint recommendations, adopted after several years of mutual study and discussion, were contained in a booklet "Trade Practice Recommendations for the Grocery Industry" dated November 9, 1959, which was released at the 51st Annual Meeting of the Grocery Manufacturers of America.

"This action," said GMA President Paul S. Willis "should stand as a real milestone of progress in the trade practice area. Provided the recommendations are communicated to the operating people in manufacturer and distributor companies - and applied by them - this should mark the end of the 'loose cooperative advertising dollar' with its questionable legality and low return per dollar invested. It should go a long way to restoring advertising and promotion payments to the originally intended purpose: namely, a reasonable payment by the manufacturer to the distributor for the performance of a mutually valuable service.

### "Allowance" Outworn

"We hope," he continued, "that the suggested new name 'Cooperative Merchandising Agreement' will be universally applied and that it will entirely replace the outworn and misleading term 'advertising allowance.' The old term, by its very sound, suggests a gift with no requirement of performance."

The joint recommendation on Cooperative Merchandising Agreements was one of several recommendations for improving grocery distribution methods, lowering operating costs and rendering better service adopted by representatives of Grocery Manufacturers of America and of the six national associations of distributors.

The participating distributor groups were: Cooperative Food Distributors of America, National Association of Retail Grocers of the United States, National-American Wholesale Grocers' Association, Inc., National Association of Food Chains, Super Market Institute, Inc., United States Wholesale Grocers' Association, Inc.

The practices included some 16 areas of joint activity, including: payments for advertising and promotion services; deal merchandise point-of-sale material; promotions; coupons; new products; shipping cases; and compliance with Robinson-Patman law.

On the subject of advertising payments, the booklet recommends "that the industry adopt the name 'Cooperative Merchandising Agreement' ('CMA') covering any arrangements for advertising and promotion agreements between manufacturers and distributors. Such CMA agreements shall define (a) the payments for specific advertising services, (b) the payments for specific promotion services and (c) that evidence of performance must be submitted before payment is made."

On deals, manufacturers are requested to give distributors from four to six weeks' notice about forthcoming deals in order to give them an opportunity to dispose of their regular stock; and also so they can plan a tie-in promotion. The booklet calls for a fixed policy on the part of the manufacturer covering the following points: (a) termination date; (b) whether distributor can place one or more orders; (c) when manufacturer considers final shipping date; and (d) assurance that deal is over at termination time for everyone simultaneously.

Manufacturers and distributors together should discuss point-of-sale material, decide on what they want, and then order it in the same fashion as merchandise, on appropriate requisition forms.

The conferees agreed that distributors like special promotions. Generally, they need from four to six weeks' ad-

vance information about forthcoming promotions and advertising campaigns in order to tie in with them.

While there has been an over-all improvement in the handling of coupons, distributors point to the reappearance of coupons which vary in size from the specifications set forth in the GMA Coupon Booklet, and which are difficult and costly to handle. Ragged-edge coupons are very costly to handle.

The booklet recommends the presentation of a new product should be accompanied with reasonable samples of the item, full information on prices, results of research and marketing tests, promotion and advertising plans — in short, complete information. A determined effort should be made to notify all distributors simultaneously of the availability of new products so there is no competitive advantage.

Compliance with the Robinson-Patman law is expressly spelled out in the booklet, which says, "The overwhelming majority of reputable manufacturers and distributors are in complete agreement on the need of doing everything possible to promote compliance with the Robinson-Patman law.

"Unfair discrimination and alleged violations of the Robinson-Patman Law, are unfair to concerns that operate within the law. Reputable manufacturers and distributors oftentimes lose business to competitors who violate or ignore the law. Such illegal practices retard, rather than contribute to, the sound building of business. They focus attention on getting or giving the best deal rather than concentrating on promoting larger purchases by the consumer.

## Robinson - Patman Task Force Announced

Earl W. Kintner chairman of the Federal Trade Commission announced, at a Grocery Manufacturers of America meeting, the formation of a ten-man "Robinson-Patman task force." The purpose will be to recommend to the Commission how best to harness all of the Commission's energies toward more effective enforcement of the Robinson-Patman Act, and to advise the Commission of programs, procedures and actions which will accomplish that purpose.

The new task force has been initially charged with advising the Commission "how the Robinson-Patman Act's requirements might be more plainly and forcefully interpreted to the business community and the law more effectively administered," according to Commissioner Kintner.

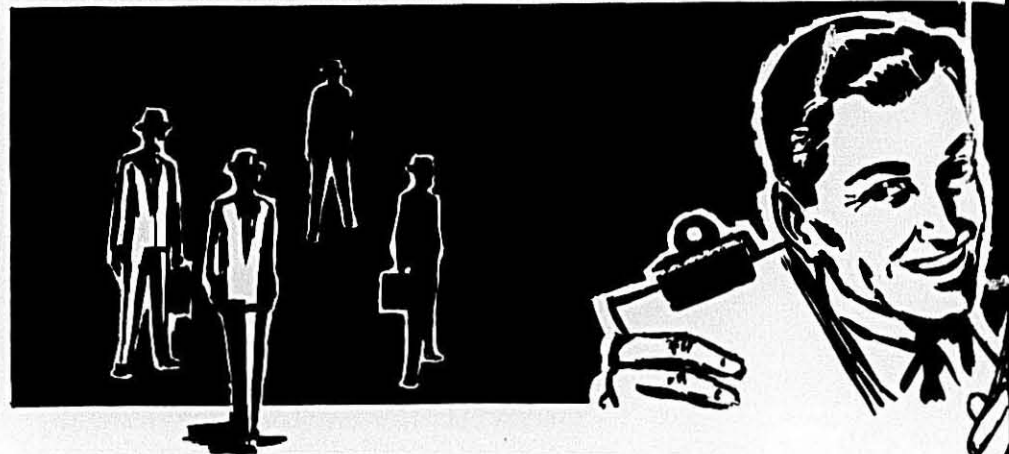
At the same time he warned the grocery management executives, "Let no one understand this action to be re-

Continued on page 30

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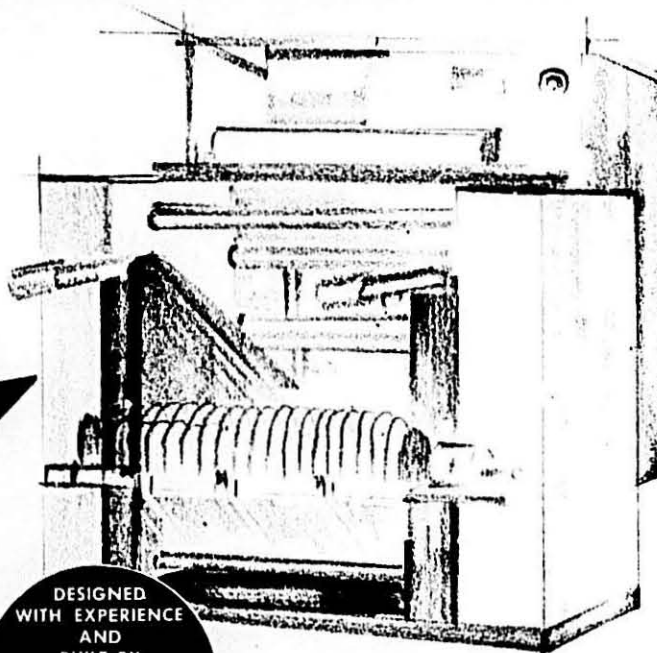
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## Predictions by Progressive Grocer Editor

Grocery manufacturing executives were challenged by a business paper editor to tie in with the changing pattern super market development and the higher caliber of distributor personnel in attaining a goal for the Sixties of "Higher Sales Per Customer Per Shopping Trip."

Robert W. Mueller, editor of the Progressive Grocer, delivered a forecast of food distribution in the Sixties based on a cross-section survey of 200 chain and wholesale executives and on scores of studies by the editors.

Mr. Mueller revealed that the conclusions pointed to more efficient super markets run by better, more informed men with more merchandising and promotion know-how, enjoying faster and better communications. These men would set higher standards, not only in product quality, convenience, merchandising and promotion, but also in the ethics and in the integrity of "the nation's biggest business." He challenged grocery manufacturers to recognize these facts and to adapt their marketing plans accordingly.

### Store Numbers Decline

Tracing the past of the food store and the development of the super market, Mr. Mueller predicted that the total number of grocery stores, which have steadily declined in recent years to 285,000 in 1959, would drop further to 250,000 in 1965. On the other hand, super markets - which he defined as a store with annual sales of \$375,000 or more - would reach totals of 36,000 in 1965 and 39,000 in 1969, enjoying as their share of U. S. grocery sales 74 per cent in 1965 and 75 per cent in 1969, compared with 68 per cent in 1958.

As it applies to the relative importance of "super general", bantam stores, and regular super markets in the 60's, Mueller foresees the regular super market in top place.

According to him the 100 present "super general stores" - devoting half of their volume to groceries, meats, produce, dairy and frozen foods and the other half to major appliances, clothing, pharmacy, sporting goods, auto supplies, gifts, etc. - utilizing between 50,000 and 100,000 square feet, may increase to 700-800 by 1965, but will handle no more than 1-1/2 to 2 percent of total grocery sales.

In sharp contrast to the super general store are the small drive-ins and the bantams. The drive-in is a neigh-



Photo by Fabian Bachrach

Robert M. Mueller

borhood or edge-of-town location with parking, while the bantam, a scaled-down version of the super market, is usually located in crowded areas. The survey panel indicated that these vest-pocket stores were doing "very well," with 1,200 built in the past 12 months. These are growing rapidly but are still not expected to account for more than 2 percent of sales in 1965.

As for the super market itself, Mueller's study indicated that there was no longer much interest in bigness unless bigness can be profitable. Average size of store is not expected to increase. Future supers in Mueller's opinion will continue to range between 10,000 and 24,000 square feet overall.

From a continuing, bi-weekly survey, undertaken by the Retailing Research Division of Progressive Grocer, of 150 chain and wholesale headquarters buyers, Mr. Mueller traced the average number of items handled by the "typical" grocery outlets from 867 in 1928 to 3,000 in 1948 and 5,400 in 1958 and predicted that 1965 would see 6,400 items and 1970 some 7,000 items handled on the average. According to the survey, each week the average chain or wholesale headquarters adds 6.8 new items, at the same time dropping 4 items.

### The Comers

Mueller stated that the greatest sales gains in the Sixties would be posted by: (1) frozen foods; (2) frozen fresh

meats; (3) soft goods; (4) groceries; and (5) health and beauty aids, according to the survey.

Mr. Mueller then put non-foods in their proper perspective. The basic non-foods are health and beauty aids, housewares, soft goods, magazines, toys, records, and stationery. In 1950 sales of non-foods in food stores amounted to \$220 million. By 1958 they had risen to 1 billion 820 million dollars, an increase of 700 per cent as compared with an increase of 81 per cent in total sales of all grocery and combination stores. All categories of non-foods accounted for 5.2 per cent of total store sales and 8.4 per cent of each gross profit dollar earned by the entire super market. Further, non-foods brought in from 20 to 35 per cent of total store net profit.

### Affiliation Pays

Dividing grocery sales by type of organization, Mr. Mueller pointed out that in 1958 chains - operators of 11 or more stores - accounted for 39 per cent, affiliated independents - members of co-ops and voluntaries - accounted for 45 per cent and unaffiliated independents 16 per cent. By 1965 the panel predicted that the chains would control 42 per cent of grocery sales, affiliated independents 47 per cent and unaffiliated independents down to 11 per cent.

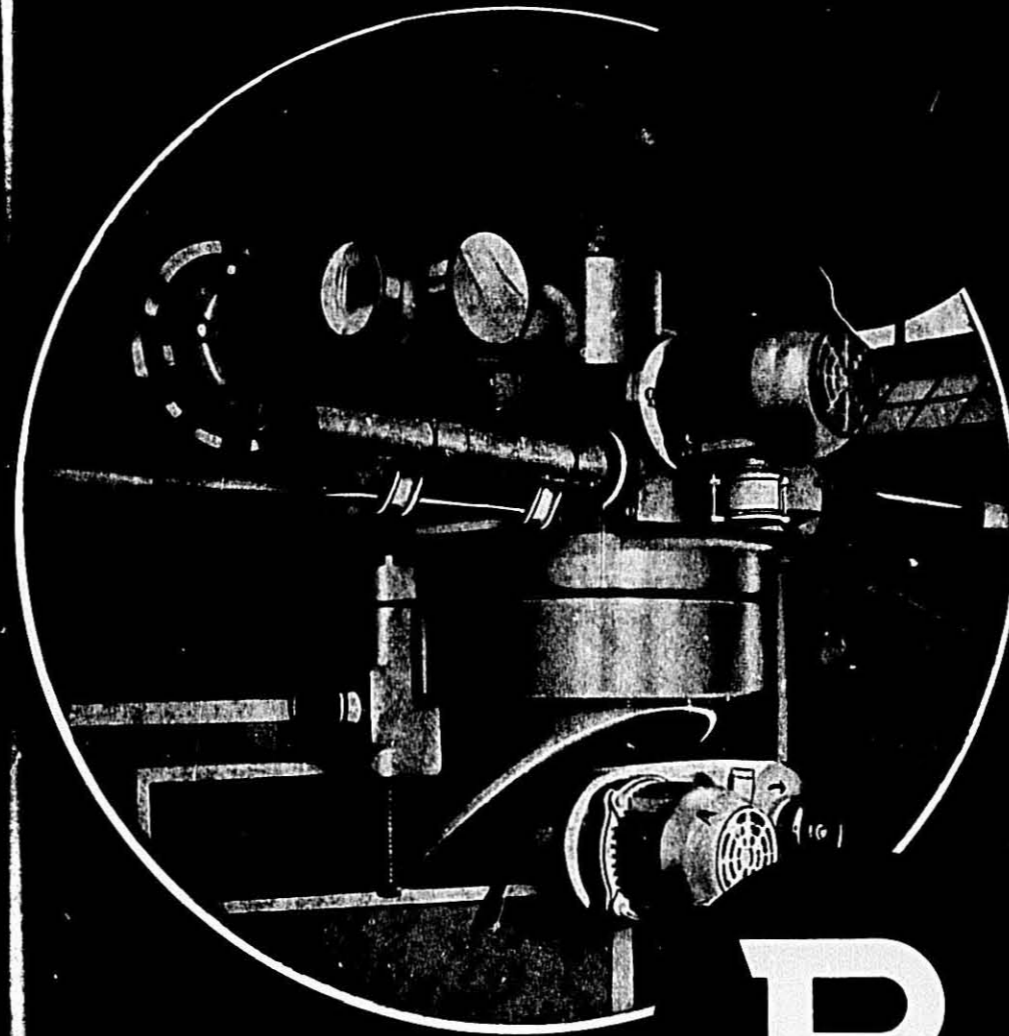
According to an FTC study of grocery distribution, sales of co-op warehouses increased by 356 per cent in the last ten years, with those of voluntary wholesalers increasing 181 per cent and the chains increasing 107 per cent. During this same period the sales of the unaffiliated independents stayed at a stand-still.

The job of the grocery manufacturer to make his products and promote is available at retail stores was set out in the estimate of the number of buying offices at the distributor level by 1965. According to the panel survey, there will be 645 voluntaries buying offices in 1965, 230 co-ops, 350 chains and 1,000 unaffiliated for a total of 2,825 buying offices.

Mueller next turned his attention to the men who will be guiding the destinies of these expanding super market operations. The super market manager today is responsible for a store of 20,000 square feet, housing 6,000 items, services by 90 employees, with weekly sales of \$60,000 from 15,000 customers

Continued on page 30

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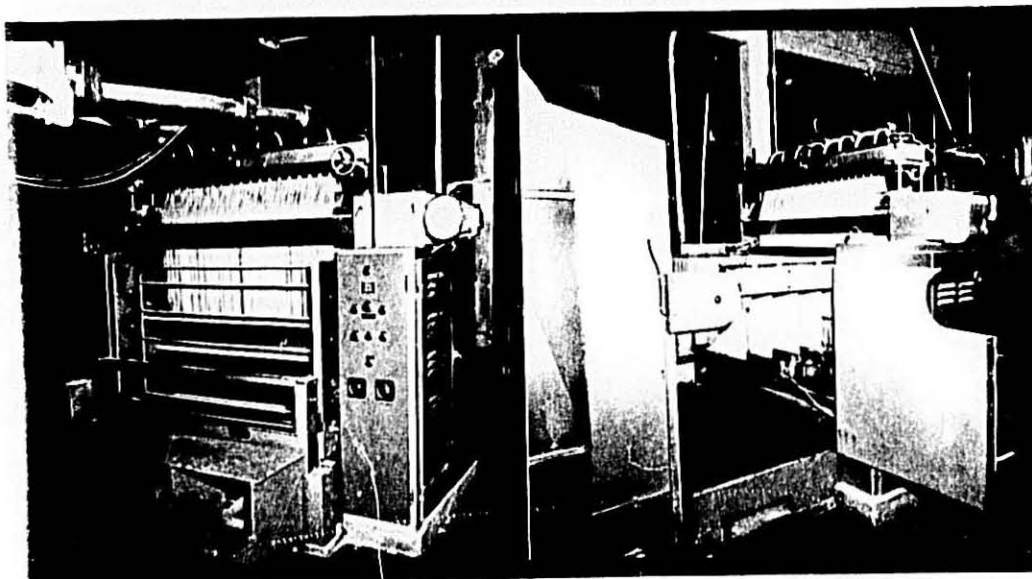
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## Research is Termed Major Influence

Six broad areas of research are advocated as vital for planning for progress of the food industry in the Sixties, by J. P. McFarland, vice president, General Mills, Inc.

(1) consumer fact finding - to uncover needs and wants and predict trends; (2) basic research - to develop new physical techniques; (3) product development research - to change ideas into prototypes; (4) packaging research - to create new clothing and convenience for tomorrow's products; (5) research on advertising and marketing techniques; and (6) research on research - to improve our research techniques themselves.

To insure their proper functioning, Mr. McFarland called upon general management to allocate the money for the six research areas, to structure the organizational set-up in such a way that the various types of research can increase in health, strength and productivity and to accept its "share of moral responsibility for the distribution of the bounty that this land produces.

"More and more, our search for new markets, for new foods for old markets, for new service and new convenience, will be a major influence for change in U. S. living."

### Tomorrow's Opportunity

The purpose of "consumer fact finding" is to uncover the need which will represent tomorrow's opportunity, according to Mr. McFarland. He pointed to the one and a half million punch cards resulting from the National Menu Census of the Market Research Corporation conducted in 1957-58 among 4,000 housewives and the successful depth surveys of the habits, attitudes and problems of a given consumer group as the necessary large scale investigations for planning for the Sixties.

Mr. McFarland described "basic research" as the creation of new physical tools, new processes and new knowledge resulting in long range, fundamental explorations. Because the approach tends to be that of "pure" research, suppliers, medical centers, universities and governmental laboratories play an important role.

Of long range importance to the food industry, "basic research" has recently developed: chromatography and the separation of odors for the production of flavors; boilable film which permits food to be cooked right in the package;



James P. McFarland

microbiology to measure the presence of the minute organisms that affect the flavor and keeping quality of foods; instantizing to agglomerate and permit the ready dissolution of powdered beverages; freshness preservers to add to the shelf life of such products as cereals, dehydrated potatoes and nuts; improved mix ingredients with better leavenings, emulsifiers, shortenings and flour; and improved dehydration to withdraw moisture so carefully that the solid food remains in sponge-like form with empty canals which act as capillaries during rehydration, resulting in new highs in flavor retention.

"Product development," according to Mr. McFarland is the development of a prototype or working model wherein the idea takes form. Through further research the prototype is then improved in appearance, convenience and other built-in consumer satisfactions.

### Package Research

Noting that "much remains to be done" in the field of "package research," he listed as on the drawing boards or beyond such new developments as: muzzle-loading cartons; barrier films, clear, rigid plastics which can combine visibility with unbreakability; lighter cans, which may weigh as little as one half of present ones; cans with new opening and re-closing features which will combine plastic with metal; lighter and stronger glass containers which are already available; new protective coverings which will be combinations of plastic and organic materials; new types of tubes and squeeze bottles offering versatility for new products; and aluminum containers which are already in use for oil.

"Packaging is going," he said, "to be involved in a lot of food business competition in the years to come, and those who take the first giant steps here are going to be well rewarded."

Mr. McFarland identified "research on advertising and marketing techniques" as the final research step in arriving on the national market with the best possible product in the best possible way, with a most carefully sculptured answer to people's needs.

He claimed that advertising research had suffered from two factors: a failure to approach the problem systematically, and a "naivete" about what should be measured in "our advertising efforts." As for the testing of marketing techniques, he further claimed that the surface has barely been scratched.

"We in food management," he said, "have had a great deal to do with changing the face of America in recent years, and this will become increasingly the case. We have a moral duty as well as a corporate duty, to seek progress through research, thereby being good stewards and keeping faith with the American consumer."

### Plans to Improve Teen Diets

Plans of the U. S. food industry to improve diets of teenagers, described as the largest single repository of poor eating habits in the nation, were reported by Homer R. Davison, of Chicago, president of the American Meat Institute and planning committee chairman for the National Food Conference. He said that recent nutrition studies showed:

That 50 per cent of teenage girls receive inadequate amounts of protein and iron.

That while teenage boys are not so badly off as girls, diets of 20 per cent of boys are low in calcium; 10 per cent low in iron and Vitamin A; 20 per cent low in thiamine and 40 per cent low in Vitamin C.

That 15-year-olds who skipped breakfast generally do not make up later in the day for the foods they missed, resulting in a daily shortage of nutrients.

That teenager eating habits tend to become poorer with age.

The National Food Conference, composed of nearly all segments of the

Continued on page 28

## Durum Research And Development

Two new durum wheats, Ld 389 and Ld 392, are scheduled for release to growers by the North Dakota Agricultural Experiment Station for seeding next spring. These wheats possess better rust resistance than present commercial varieties and combine desirable quality characteristics with shorter straw - a long-needed characteristic. These varieties are available now because of more adequately supported and intensified research programs.

The Rust Prevention Association worked to obtain a \$125,000 Cereal Technology Laboratory Building, eight research greenhouses, a \$50,000 Plant Breeding Field Building and the recent appropriation of \$750,000 for a Plant Science Building at the North Dakota Agricultural College.

Federal operating budgets for research scientists working on durum and bread wheat at North Dakota were increased substantially last year as a result of Rust Prevention Association presentations to Congress. Several of these men were placed at North Dakota originally as a result of Association efforts.

The recent appropriation of \$1,000,000 for a Crop Research Laboratory at the University of Minnesota will benefit rust control programs on all wheat. Plant growth chambers and other research facilities will permit long-needed expansion of basic and applied research on rust control, wheat quality, genetics and plant breeding. This



From left: Dr. Kenneth Lebsack, U. S. Department of Agriculture durum breeder; Gene Hayden, Rust Prevention Association; Dr. A. B. Campbell, Canada Department of Agriculture; Dr. R. G. Shands, U. S. Department of Agriculture; Mexican technicians.

first phase of a planned \$6,000,000 Crop Research Laboratory is the result of four years of concentrated effort by the Rust Prevention Association.

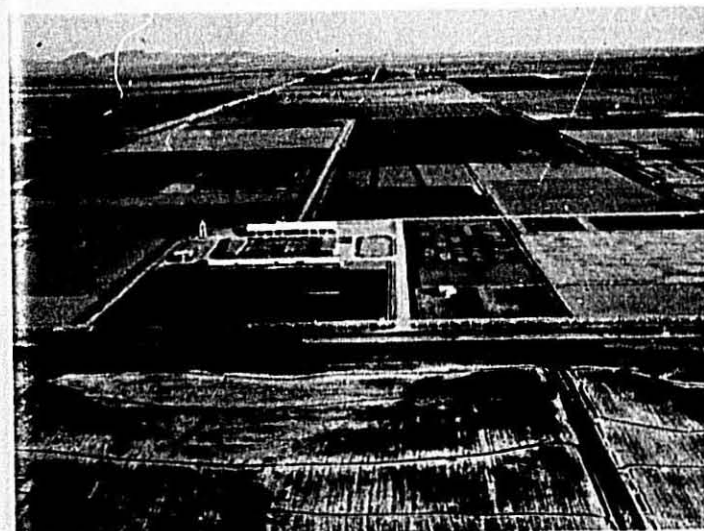
A Rust Prevention Association sponsored winter increase program was established in Mexico six years ago to speed durum wheat development. A

second crop" is grown each winter of experimental breeding lines from United States and Canadian experiment stations to reduce the 10-12 years previously required to develop and test new wheats. Ld 389 and Ld392 were grown in the Mexican plantings and are available several years earlier as a result.

Approximately 1,000 durum wheat breeding lines were seeded in Mexico last month from the North Dakota Agricultural Experiment Station for increase this winter. Durums from Canada have also been grown in previous years. From the Mexican plantings will come the durum varieties of the future.

The United States Department of Agriculture has established a winter rust testing area in Puerto Rico where cereal breeding lines from experiment stations can be tested against dangerous rust races. The Rust Prevention Association presented the need for the \$25,000 obtained from Congress last year to expand this program. This island location permits testing of durum breeding lines without danger to the mainland durum crop. Only rust races which have already been found in North American grain fields are used in Puerto Rico.

This facility is a major step in strengthening rust control programs as it permits testing breeding lines against dangerous races before they become widespread and destructive.



Winter plantings have been made for the last six years by the Rust Prevention Association through the cooperation of Mexican scientists at this experiment station on the west coast of Mexico.

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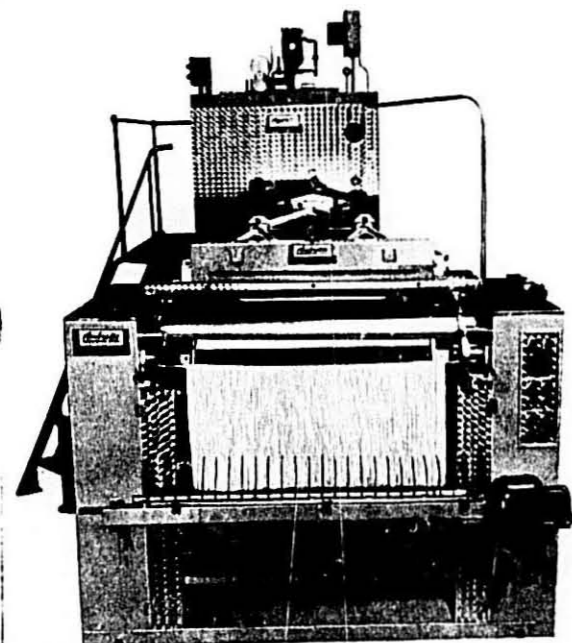
improves quality and increases production of long goods,  
short goods and sheet forming continuous presses.

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LONG GOODS SPREADER

increases production while occupying the same space as  
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they occupy slightly more space than 1000 pound lines.



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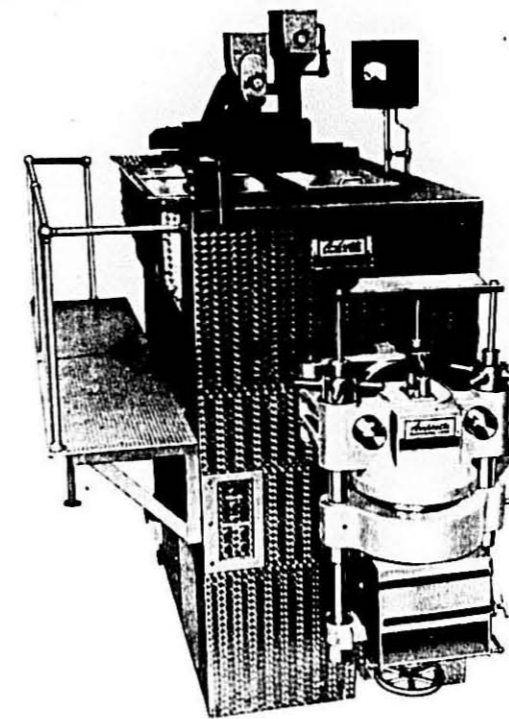
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### Plans to Improve Teen Diets

Continued from Page 24

food industry, currently is sponsoring an educational campaign among high school students to convince modern youth that "good nutrition means better living."

The campaign will culminate, Davison said, with a National Youthpower Congress to be held in Chicago on February 11 to 13. At this Congress, high school students from all over the country will consider such topics as "Food Comes First For Youthpower," and "Health and Nutrition of Youth in the Space Age."

Speakers at the Congress will include athletes who will discuss with boys the proper diet requirements for sports achievement; beauty authorities who will talk to girl participants about the importance of sound nutrition; nutritionists, doctors and others. General chairman is Charles Shuman, of Chicago, president of the American Farm Bureau Federation.

#### Food Comes First

Purpose of the campaign, Davison said, is to remind the teenagers and adults as well that "food comes first for better living and better health." Davison said that poor nutrition often stemmed from the fact that families unwisely skimped food to buy non-food goods and services.

"Too often," he said, "it is the food budget that takes the cut because it provides the greatest range from the standpoint of either substitution or price."

Davison called for greater cooperation of all segments of the food industry to help solve the nation's farm problems.

Noting the many attempts of Congress to handle farm surpluses by legislation, Davison said that it was now clear that the "so-called farm problem can no longer be solved on the farm."

"While individual efficiency is the farmer's personal management problem, his business is so integrated and so influenced by myriads of outside factors that progress in agriculture becomes also an integrated responsibility."

Davison said that there was general agreement among food industry leaders that "the only effective plan which agriculture can follow with any expectation of success is to produce profitably only that which can be sold, and for the most part sold as food."

When I was a young man I observed that nine out of every ten things I did were failures. I didn't want to be a failure. So I did ten times more work.  
—George Bernard Shaw.



Mountain of Soup... for Salvation Army posts in the snowbound northwest U.S. is checked over by Brigadier Cyril Payton (left to right) who accepts gift for the Army from A. Irving Grass, President of the I. J. Grass Noodle Company of Chicago, for distribution to hard-hit areas in Colorado, Wyoming, Utah and Montana. Workmen loading truck are Russell Wilson (center) and Harold Waldeck. The Grass Company has shipped 100 cases of soup (equivalent to 25,000 bowls of soup) to Col. Richard Fitton, divisional commander of the Salvation Army headquarters at Denver Colo. who is in charge of Army branches in the weather-struck areas.

#### Nap Beauregard Promoted

Napoleon B. Beauregard has been appointed vice president in charge of sales of Skinner Manufacturing Co., Omaha, Nebraska. The announcement



Napoleon B. Beauregard

was made by Lloyd E. Skinner, President.

Beauregard has been with Skinner Manufacturing Co. six years, the last 4-1/2 years as general sales manager. He joined the firm as southwest sales manager in Tulsa, Oklahoma.

He supervises sales operations in Skinner's 22-state marketing area, which extends principally throughout the central midwest, southeast and southwest. He has charge of the sale of all Skinner products, which include a wide variety of macaroni products and breakfast cereals.

Beauregard formerly was with Union Bag and Paper Corp. of New York City and Northern Paper Mills, the latter as district sales manager, before joining the Skinner organization.

He is a native of West De Pere, Wisconsin, and attended St. Norbert's College.

#### Cake Decorations

Decorate a birthday cake with tiny flowers - one for each year. Any tubular macaroni cut, about one and one-half inches long, will serve as holders for the posies. Food coloring mixed with three parts water will tint the holders if dipped in a cup with tweezers.



## Concentration

Each man to his interests . . . each woman to her loves. If it's macaroni products made from Commander Larabee's No. 1 Comet Semolina, it's love at first sight!

From tots to teens . . . the durum taste is tops!



COMMANDER LARABEE



Durum Department

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### Task Force Announced

Continued from page 17

trenchment from our policy of vigorously enforcing the Robinson-Patman Act by formal actions. On the contrary, the recommendations of this staff task force, if adopted, will supplement our existing program of vigorous law enforcement."

Characterizing the Robinson-Patman Act as "basically requiring a standard of fairness to all and favor to none," the Commissioner defined its two primary objectives as "(1) to prevent unscrupulous buyers from abusing their economic power by exacting from suppliers price and other forms of discriminatory concessions, and (2) to prevent unscrupulous suppliers from attempting to gain an unfair advantage over their competitors by discriminating among competing buyers."

#### Current Investigations

The Commissioner disclosed that the Commission is currently conducting some 125 restraint of trade investigations in the food industry, besides 12 alleged deceptive practices cases and some 260 antimonopoly investigations. During fiscal year 1958-59, the Commission issued 36 complaints in food matters and 31 orders to cease and desist.

Acknowledging his listeners' concern over these illegal trade practices and their preference to see this problem solved with "an absolute minimum of government interference," Mr. Kintner disclosed the thinking of the grocery manufacturing industry in handling the problem effectively.

As reported to the Commission, the industry would prefer a program that would, he said, (1) be simple, quick and efficient in discouraging harmful practices condemned by law; (2) be fair to all members of the industry as well as to the public; and (3) avoid, insofar as possible, unnecessary and undesirable reliance on formal, rigid, expensive and time-consuming procedures which depend on nothing but force for their success.

The FTC Chairman hailed the role of the industry's responsible leaders in trying to eliminate illegal trade practices "destructive of competition and destructive of the good name of the food industry."

Mr. Kintner expressed enthusiasm and confidence "that the food industry and the Commission can lick this problem without harsh or punitive legislation, without extensive government interference, and in keeping with the principles of the American capitalistic system."

Mr. Kintner described the Commission as basically a preventive and not



Earl W. Kintner

a punitive agency. While some ancillary criminal actions may be brought by the Department of Justice based on statutes enforced by the Commission, its enforcement authority extends only to ordering an end to illegal practices. The Commission's primary responsibility is to seek the abolishment of illegal practices, not to punish those engaged in them.

#### Staff Named

The Commissioner revealed that the task force would consist of the following staff members: Raymond L. Hays, legal adviser, Bureau of Litigation; John R. Heim, assistant to the executive director; Frank C. McAleer, assistant to the general counsel; Basil J. Mazines, project attorney, Bureau of Investigation; Franklin P. Michels, special legal assistant, Office of General Counsel; Robert M. Parrish, secretary; Edwin S. Rockefeller, assistant to the chairman; George S. Rountree, legal adviser, Bureau of Investigation; Carl M. Skonberg, assistant to the director, Bureau of Economics; John P. Sullivan, legal adviser on Guides, Bureau of Consultation. Mr. Parrish will serve as chairman.

#### Progressive Grocer Predictions

Continued from page 20

in competition with 3 or 4 other super markets.

The areas of responsibility of the store manager of the future were listed by the panel as: (1) cooperation; (2) communication; (3) merchandise selection; (4) merchandise arrangement; (5) special display; (6) manufacturers' salesmen; (7) promotion; and (8) margin and profits.

The income range in 1965 of the super market owner will lie between \$25,000 and \$75,000 while that of the

store manager will be between \$12,000 and \$25,000. By that time 45 per cent of the owners will be college trained as will be 40 per cent of the managers.

The super market industry of 1965 will be a giant of 486 million square feet servicing 190,000 check out counters, according to the Progressive Grocer survey. It will employ 145,000 managers and department heads, 1,400,000 employees and serve 300,000,000 shoppers per week.

"In looking to the 1960's," Mr. Mueller said, "the manufacturer must not make the mistake of thinking of this industry as a shrinking business falling into the hands of fewer people, fewer stores. They must think of it rather as a period of growth, more super markets, more people, more headquarters, more people of responsibility, all moving closer and closer to the consumer."

#### Battle of the Shelf

Continued from page 12

vertised brands capture 3 out of every 4 consumer sales. With the increased emphasis that manufacturers of advertised brands are giving to new, improved products — a situation that promises to become even more pronounced during the next few years — I would not be surprised to see manufacturers' brands approach a ratio of 4 out of every 5 sales, or 80 per cent of the business, before the decade is out."

This cannot be done with present products, no matter how good they are, he warned. Manufacturers' advertised brands now on the market must fight the "Battle of the Shelf" against private labels and distributor brands on one hand and against competing manufacturers' dynamic, new brands on the other.

Mr. Peckham described how, in the past five years, manufacturers' advertised brands have generally been accorded excellent support — in the form of increased store distribution, reduced out-of-stock, increased local advertising support and more sales at special prices — by all branches of the distributive trades including the large merchandising chains and super stores. However, he pointed out, reduced consumer demand for the older advertised brands brought about largely by the consumer's preference for newer advertised brands offering superior value has frequently resulted in lower stocks in the stores and in a lower share of the market.

Mr. Peckham offered the GMA members four courses of action which would materially help them in the "Battle of the Shelf" in the next ten years.

Continued on page 32



SALES REPRESENTATIVES

East zone: ROBERT MARR & SON, INC.

154 NASSAU STREET, NEW YORK 38, N. Y.

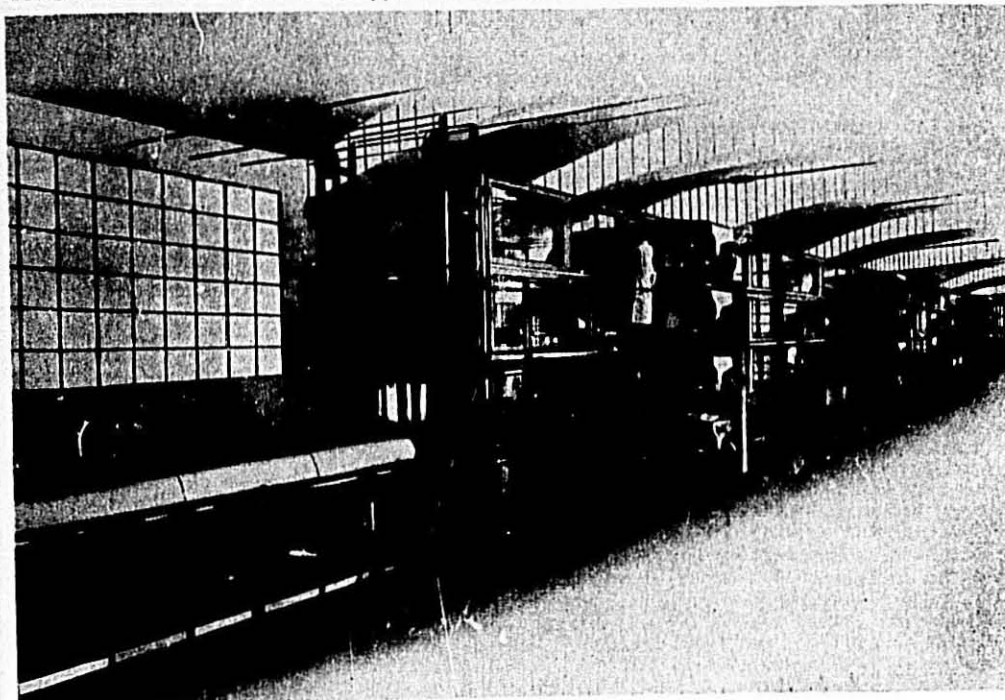
Worth 2-7636

West zone: ASECO, INC.

P. O. BOX 862,

LOS ANGELES 28, CALIFORNIA

LONG GOODS AUTOMATIC LINE supplied to CATELLI FOOD PRODUCTS LTD. MONTREAL CANADA



most important long goods plants located throughout the world

ABASCAL  
UNITED MACARONI  
LA MILANESA 2nd order  
BUCK  
GRIEB  
WIEGMANN MEYER  
ZITOPROMET  
P.A.F.  
LA FLOR DEL DIA  
ASTRON  
ABEZ  
And several plants in ITALY

TOLUCA MEXICO  
JOHANNESBURG SOUTH AFRICA  
MARACAIBO VENEZUELA  
MNGEN GERMANY  
GIessen GERMANY  
HOYA Weser GERMANY  
SENTA YUGOSLAVIA  
MARSEILLE FRANCE  
BARCELONA SPAIN  
ADDIS ABABA ETHIOPIA  
THESSALONIKI GREECE

Completely transparent wall.  
Automatic return of sticks in closed circuit.  
Synchronized sticks unloader with cutting machine.  
Output over 900 lbs. per hour.



Dott. Ingg. NICO & MARIO  
OFFICINE SPECIALIZZATE  
MACCHINE E IMPIANTI PER PASTIFICI  
GALLIERA VENETA - PADOVA - ITALY

## Battle of the Shelf

Continued from page 30

"Make every effort," he said, "to improve your present brand, no matter how satisfactory it may be under today's conditions. Such improvements may take the form of taste, texture, size, shape, effectiveness, color, greater convenience, attractiveness and better package. But the improvement must be demonstrated to represent greater consumer value. An established major advertised brand has nothing to fear from a new brand unless it leaves room for the new brand to develop a product of demonstrably greater consumer value."

Secondly, he urged the members to improve their brands before competition forces them to do so. "It is essential to be first," he said.

### Tell the Consumer

Thirdly, he recommended that members tell the consumer about their improved products through advertising and sufficient advertising to fully demonstrate that the improvement represents greater consumer value.

Though secondary to product improvement and advertising, Mr. Peckham suggested that the members strongly consider promotions, couponing, demonstrations and trade support in their battle for shelf position.

Mr. Peckham pointed out that the key to winning the "Battle of the Shelf" in the Sixties is to have an up-to-date, improved, well-trained product supported by adequate, appropriate and consistent advertising capable of delivering "the knockout punch of superior consumer value."

"This benefits all branches of the food laden retailer, distributor and manufacturer alike. Product classifications where dynamic, new advertised brands have been introduced show a sales increase—not just for the new brands alone, but for the entire group—almost twice as great as other food store product groups not having the benefit of new advertised brand introduction."

### Red Cross Appointments

F. Denby Allen, general sales manager for the Red Cross macaroni products of the John B. Canepa Company in Chicago, has announced the promotion of the following district sales managers: John E. White in Rockford, Illinois; Faber F. Castle in Peoria, Illinois; Walker in Indianapolis, Julius G. Blankenship in Louisville, Kentucky, and Paul J. Keegan in Chicago, Illinois.

## About Teflon Dies

Steve Brodie of Automate Systems & Equipment Engineering Company, Los Angeles, California, contributes these ideas about teflon dies.

### New Synthetic

Teflon is one of the synthetics developed in the past ten years. Its claim to fame is its density or lack of porosity. Teflon is so closely fused into a solid mass that it is less porous than glass. Added to this is the ability of teflon to withstand heat up to over 750° Fahrenheit. The smoothness and heat resistance of teflon makes it highly useful as a bearing in places where metal bearings are subject to corrosion or cannot stand the high temperatures. This smoothness reduces friction and therefore also reduces wear, thus demonstrating that teflon is superior to brass or bronze when used as bearings under these conditions. This is not theory. It is fact, after many years of actual use.

It is common knowledge that to press putty or molding clay against a flat surface, the clay will retain the impression of the irregularities of that surface. The more highly polished or smoother the surface, then the less noticeable is the transfer of the surface irregularities. The textures of metals differ, however, because all metals are to some degree porous. A block of steel will have some hard spots that will show up by constant rubbing of the surface. Actually the soft metal surrounding the hard spots will wear away leaving the hard spot as a protrusion on the surface. This cannot happen to a synthetic such as teflon, as the texture is uniform. To complete the comparison, in a macaroni die the dough is pressed under high pressure through an aperture designed to force the dough into the desired shape. The dough is actually sliding across the surface of this aperture in the macaroni die. It goes without question that any irregularities in the surface of the aperture will be transferred to the dough; further, these irregularities will act as an obstruction to the passage of the dough through the die, slowing down its travel and delivering a product with a rough exterior.

One of teflon's first uses was as a coating for metal surfaces carrying high temperatures such as heat-sealing jaws on packaging equipment. This coating of teflon was applied in a liquid stage and then baked or cured at a very high temperature for about 48 hours. This teflon coating of about .005 inches filled the pores of the brass jaws thus preventing the sticking of the film being sealed.

Bread pans are another example illustrating the use of teflon as a non-sticking surface. These pans have always been covered with lard before putting in the bread dough to prevent the dough from sticking to the pan. Today's modern method is to teflon coat the bread pans about once a year; then no grease is needed and the dough never sticks to the pan.

The allusion to the use of teflon in heat-sealing jaws and bread pans illustrates that the accepted use of teflon prevents adhesion to the contacting surface, and this is no different when teflon is used in the macaroni die to prevent sticking of the dough to the die.

### Smooth Macaroni

The resultant smooth surface of macaroni made on a teflon die enhances the appearance of the product. As the dough does not pass over a rough surface, the texture of the extruded product is smooth, eliminating any possibility of air pockets in the finished goods. This perfect compression of the dough will bring out the true natural color of the flour—that rich golden color that is so desirable.

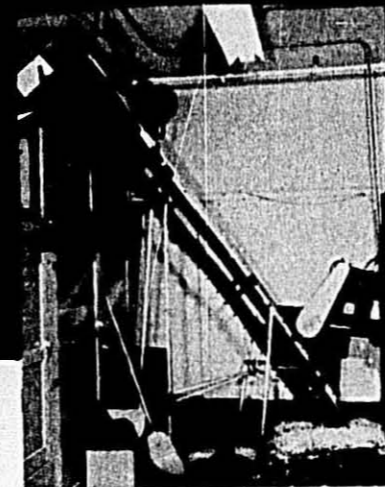
Progress is the keynote of the macaroni industry, as is evidenced by the forward strides the industry is making. The vacuum process, when first introduced, was not universally accepted. It is generally accepted now in most macaroni plants because it produces a better product. Vacuum takes the air bubbles out of the dough, giving it greater compressibility as it enters the die, and with the use of teflon dies any reentrance of air into the dough because of a rough, porous surface is prevented. Europeans have been using teflon dies successfully for the past nine years. They claim it gives them a smoother product with better color, better production from the press, and more uniform drying.

While the idea of teflon dies is new in this country, it merits the serious consideration of macaroni and noodle manufacturers.

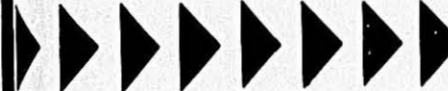
### New Noodle Operators

The Weber Food Products Company of Bell Gardens, California has acquired the West Coast noodle manufacturer, Mrs. Weber Noodles Products. Weber Food Product's executive staff, headed by President, Jack Reining and Vice-President, Al Katskee, will supervise the continued production of Mrs. Webers Noodles, a well-established West Coast brand for many years.

## ELIMINATE...



Conventional cleated belt conveyor.



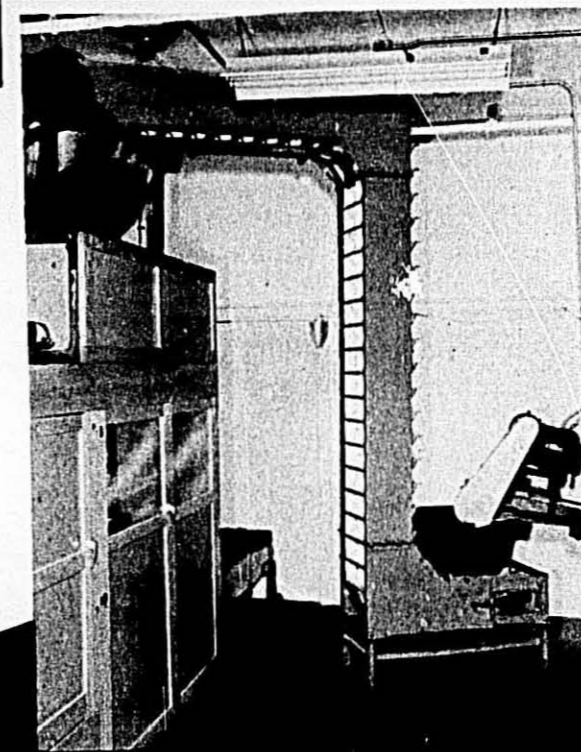
The same plant with Aseco's VERTI-LIFT replacement.

- SELF-CLEANING
- INTERLOCKING CAST NON-FERROUS BUCKETS
- NO SPILLAGE, BREAKAGE OR LEAKAGE

**ASECO**—Staffed with years of experience in the Macaroni field.

**SPECIALISTS** in Automated Systems from flour to finished product—in bag or carton.

- AUTOMATED STORAGE
- AUTOMATIC PACKAGING
- OFFSET Aluminum Long Paste Sticks—No Turning of Stick.



CALL COLLECT

**ASECO INC.**  
TO MEET YOUR NEEDS



**Heinz Expands Canned Macaroni Line**

H. J. Heinz Company is making the biggest changes in its spaghetti-macaroni products line since it first introduced its spaghetti variety 47 years ago. Three new spaghetti products — Spaghetti and Hot Dogs, Spaghetti Sauce with Meat, and Spaghetti Sauce with Mushrooms — have been added to the line and are being distributed on a national basis.

The new varieties, along with the firm's three established varieties — Spaghetti in Tomato Sauce with Cheese, Macaroni in Cheese Sauce, and Macaroni Creole with Mushrooms — will be presented to the public in a completely restyled package.

Announcement of the "new look" came from F. C. Majorack, product manager, spaghetti-macaroni products. The enlargement of the product line and the new label design, he said, "signal the beginning of a drive to make Heinz a dominant factor in the national canned spaghetti products industry."

Heinz package designers, Mr. Majorack declared, have effectively used the combination of red, white, and green to convey an Italian motif to the packages. Improved brand and variety identification have been achieved by means of bold black lettering. The Heinz name and "57 keystone" stands out on a gold regal crest.



A Heinz master chef shows his approval of the "57 Varieties" firm's expanded spaghetti-macaroni line. Three new products — Spaghetti and Hot Dogs, Spaghetti Sauce with Mushrooms, and Spaghetti Sauce with Meat — have been added to the line.

Mr. Majorack pointed out that Heinz adopted the new label with the idea of providing "built-in impulse buying stimulus among consumers at the point-of-purchase."

Another factor, he said, is that the new label on the expanded product line

will permit the retailer to install a strikingly effective spaghetti department.

Heinz is launching its spaghetti drive with a special refund offer and strong advertising support in 13 major market areas.

Consumers who try any two of the six spaghetti-macaroni varieties, new or established, will be refunded 25 cents in coin for the labels. This offer is being made on a one refund per family basis.

As an added inducement, Heinz has extended its premium offer of Ekco Cutlery to include all six of the varieties. Six different kitchen knives are being offered for labels plus varying amounts of cash.

Advertising support will begin on January 10 with 1000-line, two-color newspaper advertisements in 13 market areas. These include: Pittsburgh, Chicago, Baltimore, Washington, Philadelphia, Cleveland, New York, Youngstown, Johnstown, Newark, Milwaukee, Jacksonville, and Miami. This ad will be repeated in these market areas on March 3.

The same newspapers will be used for weekly 150-line black and white ads for 13 straight weeks. Each ad in the series will focus attention on a single spaghetti-macaroni variety.

Mr. Majorack also pointed to point-of-purchase materials especially developed for food market debut of the new line. Tear-off coupons containing the 25 cent refund offer will be available to retailers. A 9-inch by 12-inch stack card in five colors will advertise the special "trial offer" multi-case, bin and shelf displays.

Commenting on the new spaghetti sauce products, Mr. Majorack said they are made from authentic Italian recipe. Both, he added, have a rich tomato base containing generous amounts ground beef or mushrooms and are seasoned with herbs and spices "to give an 'Old World' flavor that most Americans like so well."

"Spaghetti and Hot Dogs," Mr. Majorack said, "are a popular lunch combination being adapted to commercial production for the first time. More than 20 per cent of the product total weight, he added, is made up premium hot dogs.

Heinz will market the product in the following sizes: 15-1/4-ounce Spaghetti; 19-1/2 ounce Spaghetti; 1-1/4-ounce Macaroni; 15-1/4 ounce Macaroni Creole; 10-1/2 ounce Spaghetti Sauce with Meat; 10-1/2 ounce Spaghetti Sauce with Mushrooms; and 15-1/4 ounce Spaghetti and Hot Dogs.

Maxon, Inc., of Detroit, is the Heinz advertising agency.



Wild-west inspired windows present New York food buyers one of Buitoni's hottest items: "Wagon Wheels" macaroni. Souvenirs of the wild west, including tomahawks and fringe-beaded gauntlets, cowboy boots and hats, are some of the pertinent items used in this lower Manhattan store window. The newly designed Buitoni "Wagon Wheels" package stresses a western theme and offers as premiums cut-outs of wagon trains, cowboys and Indians.

# MALDARI'S INSUPERABLE MACARONI DIES

STAINLESS STEEL

Time's

aging process knows no distinction, whether it be in the realm of friendship or the field of technological advancements.

We bow to time's onward march—endeavoring to make our old friends grow dearer, our new friends more cherished, and our services to the industry more scientific, expeditious and economical.

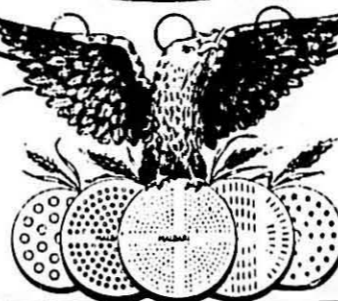
D. MALDARI & SONS, Inc.

America's Largest Die Makers

557 THIRD AVENUE  
BROOKLYN 15, NEW YORK  
U. S. A.

ESTABLISHED 1903 — MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY

BRONZE ALLOYS COPPER



### San Giorgio Plugs Pro-Power

The finishing touches are being added to a unique and apparently highly successful promotional tie-in between the Philadelphia Eagles and San Giorgio Macaroni, Incorporated.

The tie-in utilized personal endorsements by Eagles Stars, Norm Van Brocklin, Tommy McDonald, Billy Barnes, and Pete Retzlaff. These outstanding athletes advertised San Giorgio macaroni products with the theme of "pro-power" energy. Their activities were featured on television, radio and print advertising.

#### Personal Appearances

As the season progressed, members of the Eagles squad made personal in-store appearances in connection with displays of San Giorgio products. These appearances were felt to be very effective by the San Giorgio organization, who are loud in their praise of the high caliber of Eagles football players. This feeling is duplicated by store employees who found the Eagles stars to be gracious, unassuming and sincere in their desire to give the right advice to youngsters seeking tips on physical fitness in general and football in particular.

An indication of the enthusiasm which the San Giorgio Management feels about the Eagles, is the announcement that San Giorgio is providing two new trophies to be presented to the "Outstanding Eagle player of the Year" and "Rookie of the Year." In addition to the trophies themselves which will become the permanent possessions of the respective players, San Giorgio is providing two distinctive plaques which will remain in the Eagles offices and list the players who win the awards each year.

#### Does Sales Job

Raymond J. Guerrisi, president of San Giorgio, indicated that the promotion appears to be doing the job, sales wise, for which it was designed.

"In addition to this," he said, "we and our employees have derived a great deal of personal satisfaction from meeting and working with the players and with the members of this fine organization. These outstanding professional athletes were a natural tie-in with San Giorgio's "pro-power" energy theme - a theme which we feel does a much needed job of stressing the positive attributes of macaroni products."

As evidence of their success of the "pro-power" energy theme, San Giorgio have announced that Warriors Basketball Stars, Paul Arizin and Tom Gola will be doing San Giorgio commercials on radio and television after January 1.



Tommy McDonald, former All-American from Oklahoma and now a star halfback for the Philadelphia Eagles receives the San Giorgio "Player of the Year" award from Robert C. Guerrisi, Vice President of San Giorgio Macaroni, Inc., Lebanon, Pa. San Giorgio also presented a "Rookie of the Year" trophy to J. D. Smith, Eagles' Tackle.

### Milprint Scores in Packaging Competition

Milprint, Inc., of Milwaukee, captured 14 awards, including three "First" Awards and one coveted "Break-Through" Award, and scored in nine of the eleven classifications it entered, in the 4th Annual National Flexible Packaging Award Competition.

In addition to the top awards, Milprint won ten Merit Awards with four packages gaining recognition in two different divisions. Results and descriptions of the winning packages, representing an all-time high for Milprint in NFPA competition, was announced by Mr. Walter Hullinger, Milprint vice president and director of marketing.

The "Break-Through" Award — given to packages for products that were previously unpackaged or never before marketed in converted flexible packaging — went to a cello-poly extruded package for DCA Food Industries' Icicle confection. The flexographically printed tubular package eliminates the need for mold freezing on paddle sticks. Released early in 1959, the Icicle achieved immediate sales acceptance and gained national distribution in quick time.

First Awards were presented for Milprint's patented Ever-Fresh bread wrap for Koester Bakery's "Mr. Big" bread; a foil laminated wrap for Duro-Lite Lamps, Inc.; and a rotogravure printed bag for Doumak, Inc. marshmallows.

Ever-Fresh is a polyethylene wrap with wax paper margins for easy,

trouble-free wrapping. The "Mr. Big" wrap, which won a "First" Award in "miscellaneous firms," and a Merit Award in "dry groceries and snack items," is flexographically printed in four colors. For the Duro-Lite wrap, three-color printed foil is used to create a deluxe package for merchandising a special, long lived bulb. The Duro-Lite wrap won in the "household equipment and supplies" category. On the Doumak Pixie marshmallow bag, four vignettes provide four different versions of the package and also tempt the consumer with use illustrations. This bag placed "First" in "poly sheets and rolls," and earned a Merit Award in "dry groceries and snack items."

Other Merit Award winners included:

Five-color, foil laminated, flexographically printed bag for Living Earth potting soil, produced by Chun King Sales, Inc. ("household equipment and supplies");

multi-color, roto printed poly bag featuring quaint illustration of a peanut vendor for Peanut Products Co. (double Merit Award winner in "dry groceries and snack items" and "poly sheets and rolls");

Robert Burns cigar box overwrap, rotogravure printed cellophane for General Cigar Co. ("cello sheets and rolls");

heat seal, paper mounted foil overwrap, roto printed in seven colors illustrating hand placed chocolates within box for Schrafft & Sons Corp. ("foil sheets and rolls");

six-color gravure dried beef pouch, cello-poly-foil (front), cello-poly (back) for Armour & Co. ("foil bags and pouches");

five-color, flexographically printed poly bag for Safeway's Bel-Air frozen vegetables (double Merit Award winner in "frozen foods" and "poly sheets and rolls").

Mr. Hullinger called special attention to the five winning lamination-extrusion packages produced by Milprint. "Here is strong evidence," he said, "of the breadth and importance of combinations of various materials in designing a package for today's market and the extent to which Milprint's research and development people have gone to offer producers successful solutions to their technical packaging problems."

Milprint, one of the few suppliers in the country equipped to convert all the tremendous varieties of lamination-extrusion materials, has just completed a 17-minute color movie, titled "The Winning Combination," on the subject of film and foil laminations and polyethylene coatings. It was introduced in New York and is now available to the industry.

## JACOBS-WINSTON LABORATORIES, INC.

156 Chambers Street  
New York 7, N. Y.

It is with pride that we call your attention to the fact that our organization, established in 1920, has throughout its 40 years in operation, concerned itself primarily with macaroni and noodle products.

The objective of our organization has been to render better service to our clients by specializing in all matters involving the examination, production, labeling of macaroni, noodle and egg products, and the farinaceous ingredients that enter into their manufacture. As specialists in this field, solutions are more readily available to the many problems affecting our clients.

We are happy to say that, after 40 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

*James J. Winston*

### Higher Egg Prices Predicted

The super bargains in eggs that pleased housewives and upset chicken farmers during 1959 probably won't be repeated in 1960, the Agriculture Department predicted.

The agency said surplus egg production probably would push down average prices received by farmers for all 1959 to 32 cents a dozen, the lowest yearly average since 1942. But an expected production cutback next year may boost average 1960 egg prices "as much as 10%" above the 1959 average, the department said.

"Crucial to this forecast" for higher prices next spring, the report warned, is a cutback in the number of baby chicks hatched for flock replacement. Farmers may cut perhaps 6% from the 401 million baby chicks raised in 1959. If this happens, wholesalers next spring would be encouraged to buy more eggs for storage, thus strengthening farm prices. For all 1960, egg output "may be slightly smaller" than the 5.3 billion dozen expected for 1959.

The department said a cutback in production of broiler chickens in the first half of 1960 may push prices higher in the months ahead. The average price received by farmers next year may be "slightly higher" than the average of 16 cents a pound estimated for 1959. This price improvement is expected to encourage another production upswing in the last half of 1960. This may pull total broiler output for the year 3% or 4% above the 5.6 billion pounds being produced in 1959.

The prospect of higher prices for eggs and broilers indicates gross farm income from the sale of poultry products may climb 6% to 8% above the 1959 return of \$3.1 billion, the department said.

### Then Comes The Revolution

A revolution in the egg industry — similar to one which has occurred in the broiler industry — should result in substantially average lower costs for eggs within the next four or five years, an Agriculture Department official predicted.

Norris Pritchard, of the Agricultural Marketing Service's Marketing Economics Research division, streamlining of marketing has already resulted in lower egg costs on the West Coast compared with those on the East Coast.

He pointed out that the farm-retail price spread in Los Angeles totaled 18 cents in 1958 compared with 28.9 cents in New York.

On the West Coast in the spring, he said, producers were selling eggs below

25 cents per dozen, which included profit and interest on investment, and these eggs were selling for 39 cents at retail.

In the production end, he said, costs have been cut sharply by mass production. Streamlining of marketing can also result in drastic savings.

A USDA study, he said, that savings up to 6 cents per dozen can be realized by candling and cartoning eggs at central collection points in the Midwest and then shipping them to chain warehouses in the East without further handling or recandling.

This also results in fresher eggs of higher quality when they reach the consumer, he pointed out.

On the West Coast, he declared, cooperation between retailer and distributor has resulted in better merchandising and more orderly egg marketing, with lower prices and fewer price changes.

### Liquid Egg Production

Liquid egg and liquid egg products production (ingredients added) during October 1959 totaled 22,445,000 pounds. This was 33 percent more than in October 1958, and the largest production for the month since 1944. The quantities used for immediate consumption, freezing and drying were all larger than in October last year.

Egg solids production at 2,111,000 pounds, compared with 1,522,000 pounds in October 1958 and the 1953-57 average of 1,093,000 pounds. Production in October consisted of 703,000 pounds of whole egg solids, 502,000 pounds of albumen solids, and 906,000 pounds of yolk solids. Production in October 1958 consisted of 488,000 pounds of whole egg solids, 575,000 pounds of albumen solids, and 479,000 pounds of yolk solids.

Liquid egg sold or used for immediate consumption during October 1959 totaled 2,896,000 pounds, compared with 1,440,000 pounds a year earlier.

Liquid egg frozen during October totaled 11,668,000 pounds—up 24 percent from October last year—and was the largest of record for the month. Frozen egg stocks decreased 15 million pounds during October, compared with a decrease of 23 million pounds in October 1958 and the 1953-57 average decrease of 23 million pounds.

### In the Wall St. Journal

General Mills is test marketing its own brand of fresh eggs.

### Banner Year for Egg Solids

1959 has emerged as the highest production period for the egg solids industry since the peak wartime consumption year of 1944.

Production in the United States of egg solids will be well over 50,000,000 pounds for 1959 compared with 25,000,000 pounds in 1958. The growth of the industry over the last few years is indicated by the 1953 production total of 19,000,000 pounds.

A large percentage of the 1959 increase was due to Department of Agriculture support purchases of whole egg solids. But increases were registered in food industry consumption of whole egg solids as well as egg white solids and egg yolk solids, products which were not purchased by the government, indicating that the major factor in the growth of the industry continues to be the ever-expanding acceptance of egg solids by private industry.

Dramatic increases in egg solids consumption were registered by the baking industry and by manufacturers of baking mixes. People in the trade attribute this to the fact that research and development is producing egg solids which have longer shelf life and a comparable end product to that obtained from frozen fresh eggs.

In early December the Department of Agriculture accepted offers to convert about 2,600,000 pounds of frozen whole eggs into egg solids. The accepted servicing charges ranged from 19 cents to 20.86 cents per pound. The offers were accepted on the basis of the lowest cost of conversion to the Department of Agriculture who owns the frozen eggs including the cost of transportation from the place of storage to the processing vendor. Bids were received from eleven firms. Total cost of converting these frozen eggs was at \$211,000.

The support program completed in 1959 was aimed at strengthening a lagging egg market. When government procurement was completed, the Department of Agriculture turned to the egg solids industry to convert the stocks of frozen eggs into egg solid in order to lengthen shelf life, reduce storage costs, and increase the eventual number of distribution possibilities for the product.

### World Travels

Mr. and Mrs. Eric Cohn of A. Goodman & Sons, Long Island City, New York have been enjoying a round the world trip. They spent a month in Europe, a month in Israel and then visited the Orient. Stops there included India, Indonesia, Bali, and Hong Kong.

## ONLY 1/3¢ POUND COST

- \* DOUBLES THE PROTEIN VALUE OF ALL YOUR PRODUCTION WITH 5% HEALTHFUL DEFATTED WHEAT GERM.
- \* SUPPORTS EFFECTIVE ADVERTISING AND LABEL PROTEIN CLAIMS.
- \* STIMULATES MORE FREQUENT SPAGHETTI MEALS WITH HIGHER NUTRITIONAL APPEAL AND LOWER COSTS.
- \* PERMITTED UNDER FEDERAL STANDARDS OF IDENTITY FOR ENRICHED MACARONI.

"LET'S DOUBLE OUR PER CAPITA SALES CLIMB BY '69."

Write us today for more information.

### VITAMINS, INC.

809 West 58th Street  
Chicago 21, Illinois

Manufacturers of Food Additives Since 1936.

### Wheat Program Proposed

A six-point program which provided the base for the North Dakota Farm Bureau wheat resolution was advanced by a special 14-member Wheat Study Committee recommended by county Farm Bureaus.

The committee, originated by the Golden Valley Farm Bureau at a district meeting in Dickinson, was charged with studying the wheat problem and making recommendations to the State Resolutions committee.

Meeting in Fargo, the committee, under the chairmanship of William Melvin of Beach, recommended:

1. That price supports be based on 90 percent of the prior three-year average market price of each class of wheat.
2. That the Commodity Credit Corporation give preference to storing grain on the farm in approved storage facilities rather than transferring to commercial warehouses.
3. That CCC may require a farmer to furnish bond on stored grain.
4. That CCC stocks of wheat be allowed to enter the domestic market at a well-defined minimum price based upon existing support levels.
5. That export disposal be continued under the provisions of P. L. 480.
6. That a meeting be arranged with the North Dakota Farmers Union to discuss ways and means of solving the wheat problem.

According to Chairman Melvin, the committee, after lengthy discussion, would always return to the fact that supply and demand were the most important factors to consider in approaching the wheat problem.

At an historic Farm Bureau-Farmers Union meeting in Bismarck, wheat farmers from the two organizations agreed that:

1. The wheat industry is sick and its problems need a new approach.
2. Supply and demand factors should be considered in any program developed.
3. A new program should be developed at no additional cost to the government.
4. The program should result in increased farm income in the long run for U. S. wheat growers.

### Canadian Wheat

The Canadian government report on the wheat crop forecast as of November 1 showed little change with production estimated at 413,500,000 bushels compared to the previous estimate of 421,000,000. However the amount of wheat shown unthreshed exceeded expectations with about 112,000 bushels still in the three prairie provinces.

Production of durum wheat in 1959 is estimated at 15,100,000 bushels based on 1,500,000 in Manitoba, 12,800,000 in Saskatchewan, and 800,000 in Alberta. The durum crop is high in protein content but down in bushel weight. The wheat is vitreous and mills very well, yellow pigment is high and dough properties are very good. Tests made on Nos. 2 and 3, Extra No. 4, and No. 4 show that the macaroni for the four grades has excellent color with brightness decreasing as grade goes down.

This year there is very little No. 1, and it is expected that about 50 percent of the crop will grade No. 3, about 25 percent No. 2, and about 7 percent each of Extra No. 4 and No. 4. As increasing quantities of 1959 durum enter export channels, there will be a rise in average protein content and in percentage of vitreous kernels; macaroni color may be expected to improve and dough properties will be somewhat better.

### Plea on Wheat Gluten Use

A plea for modification of federal standards of identity for regular white breads and macaroni to permit the inclusion of wheat gluten was addressed to Senator Homer D. Capehart of Indiana, by Fred Wolf, president of the Wheat Products Co. in Colorado.

In his letter, Mr. Wolf, a former miller, stressed not only the nutritional benefits of gluten as an additive to these and other products, but added that increased outlets for gluten would lead to greater utilization of wheat. Senator Capehart is one of the main Congressional proponents of stepped-up research to accelerate the industrial utilization of surplus commodities.

Mr. Wolf noted that research programs sponsored by the government are aimed at increased utilization, but said that one area "has been neglected or mistreated. This area has to do with the production and usage of wheat gluten, the concentrate protein components of wheat flour.

"Formerly, some 20,000,000 lbs. of wheat gluten per annum were used in the manufacture of monosodium glutamate," he said. "This use, which was equivalent to 150,000,000 lbs. of wheat flour is rapidly disappearing from today's scene, under the impact of lower-cost materials, essentially Steffen's waste, a by-product of the beet sugar industry and through new and novel fermentation processes.

"Opposed to this loss of market today, wheat gluten is enjoying an ever-widening acceptability in the food field. Forward-looking producers of bread, rolls, macaroni, noodles, cereals and similar foods have come to recog-

nize the health-building benefits of more protein in the diet. This awareness of protein values has also carried over into the rapidly-expanding popular markets for convenience and ready-to-eat foods.

"The exercise of interest in these areas on the part of manufacturers is often times faced with restrictive regulations, in the form of standards of identity," Mr. Wolf added. "Some of these standards are based on ideas and practices adopted long before we grasped the full significance of protein-enriched foods.

"For example, the standards of identity for macaroni as now drawn permit the addition of gluten to durum wheat flour and farina provided the total protein does not exceed a combined value of 13%. This limitation in effect rules out the use of any gluten since durum flours, as well as the usual grades of wheat flours used for macaroni are already available at the 13% level.

"Assuming some 1,000,000,000 lbs. per annum of macaroni products (and in 1959 the expected consumption is estimated at 1,200,000,000 lbs.), a 3% addition of gluten would be equal to 30,000,000 lbs. as gluten of 240,000,000 lbs. of wheat flour. Converted to a flour basis of 75% extraction, this would add up to an increase in wheat usage of 5,300,000 bus."

Mr. Wolf said that in the area of bread, rolls and the many diverse forms of yeast-raised baked goods, the opportunities through a liberalization in the regulations governing the use of gluten could achieve even a more extraordinary increase in the use of wheat. As of April 5, 1959, the Food and Drug Administration, after conducting extensive hearings, amended the bread standards to permit the maximum addition of 2% gluten (based on flour content) to white rolls and buns and raisin bread and rolls, through it denied the inclusion of gluten as a standard ingredient in the regular white breads, which comprise the greater bulk of bread consumption.

"A rough approximation of the increased consumption of wheat merely by increasing the level of protein in white breads is 50,000,000 to 60,000,000 bus," Mr. Wolf asserted. "Considering that this is obtained through the use of a fraction originally extracted from wheat flour, it is hard to conclude anything other than such a denial is more capricious than honest sense. Here is an area which could account for a sizeable increase in wheat consumption without requiring the outlay of a single penny in additional research."

The letter was also signed by Peter J. Ferrara, process consultant, for the company. Copies were sent to Senators Gordon L. Allott and John A. Carroll of Colorado.

### FAMOUS SYMBOLS...



### The Stork!

The stork is a familiar symbol to all of us ... a symbol of birth, new hope, new life ... and a very appropriate symbol for the new year, which is full of promise and expectation.

The white stork, usually found in Europe, Asia and Africa, is the celebrated bird of German and Dutch folklore. It is considered a symbol of good luck. In some countries its presence is encouraged by the building of platforms on which the longlegged birds may build their bulky nests.

So this January, we bring you the stork as the fourth in our series of famous symbols. With it come our best wishes for a better, fuller, richer life for all of our friends.

### NO. 4 IN A SERIES OF FAMOUS SYMBOLS

## HAVE A MORE PROSPEROUS 1960 with NORTH DAKOTA DURUM WHEAT!



From the snow-covered plains of North Dakota, we wish you a very prosperous new year! Our vast prairies are blanketed with white snow, which will provide the moisture for our rich black soil next spring and assure the "good luck" for the harvest ahead.

To assure you of greater profits in 1960, rely on Semolina and Durum Flour, precision-milled by the North Dakota Mill and Elevator. Our North Dakota farmers take great pride in serving as the "breadbasket of the nation", raising 85% of the world's durum wheat. For top quality and uniformity, start the new year by contacting the North Dakota Mill and Elevator for your Semolina and Durum Flour.



Grown and milled in the heart of the world's greatest durum area

**NORTH DAKOTA MILL AND ELEVATOR**  
Flour Milling Division Grand Forks, North Dakota

## ROSSOTTI EXPANDS PACKAGING FACILITIES

Rossotti Lithograph Corporation, designers and producers of multi-color packaging with executive offices in North Bergen, New Jersey announced recently the purchase of the world's largest sheet-fed offset press. The new equipment, a Miehle unit, weighs 126 tons, is approximately 62 feet long, and will print within tolerances the eye cannot see. The new giant will produce six colors through one pass with double delivery for faster and continuous printing.

Of special interest to packaging buyers is the fact that Rossotti will be uniquely able to give a customer wider latitude in special work, greater packaging flexibility and better service. It will offer a greater variety of colors, pastels, tints and hues as well as a combination of color and varnish operations. Truer reproduction and unusual tone fidelity will also be available with the new equipment. The 54 by 77 inch press will handle 5500 sheets per hour, with sheet measurements of 4-1/2 by nearly 6-1/2 feet. The new unit will cost almost half a million dollars to install.

### Firm founded in 1898

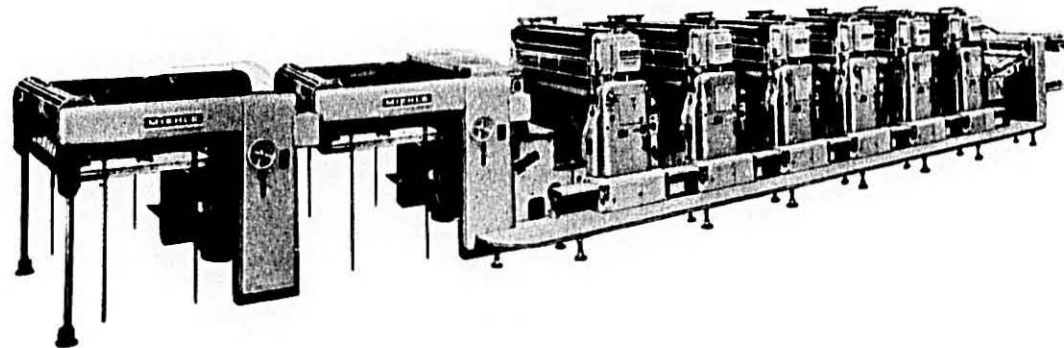
The Rossotti firm was founded in 1898 by Edward Rossotti, father of the present owners, Charles C. Rossotti and Alfred F. Rossotti. Originally located in Manhattan where it specialized in printing wine labels, the firm bought a tract of land in New Jersey in 1938 and erected part of its present facilities. Immediately after the war the firm added 30 per cent to its production facilities. The present expansion program represents one of many phases of Rossotti growth in recent years. Sales offices are located in principal cities.



Rossotti purchases world's largest sheet-fed offset press for expansion of facilities at North Bergen, New Jersey. Seated left to right: Alfred F. Rossotti, President, and Charles C. Rossotti, Chairman of the Board of Rossotti Lithograph Corporation. Standing: Norman Sied, General Sales Manager and Jack Eddy, Chairman of the Board of Miehle-Goss-Dexter Company, manufacturers of the new equipment.

The Rossotti North Bergen facilities are considered to be an outstanding example of a completely integrated label and folding carton production unit. Everything from a model kitchen used to prepare food for direct color

cameras to an enclosed railroad siding is incorporated under one roof. The new equipment will make this plant the most modern lithographing packaging plant in the world, stated Alfred F. Rossotti, president of the firm.



### Sales Expand

Charles C. Rossotti, Chairman of the Board and General Sales Manager, is completing plans also to expand the sales organization to keep pace with the increased production facilities.

The Rossotti organization has been closely associated with the macaroni industry since the early days of bulk sales to the present-day phase of modern packaging and brand promotion. It has specialized in the development of high-speed, fully automatic packaging and recently developed the first "tuck-top" reclosable feature for spaghetti and other long goods packaging.

So well known as macaroni packaging specialists are they, the United States government recently requested Rossotti to supply a quantity of their multi-color stock macaroni cartons for use at the International Trade Fair at New Delhi, India from December 1959 to February 1960. The Rossotti firm supplied a one-pound elbow stock carton.

In addition to its custom packaging service, a complete line of stock labels and folding cartons is carried for the convenience of the smaller marketer of macaroni and other food products as well as to meet emergency demands of larger packers.

### Hoffmann-LaRoche Receives Atkins Award

Hoffmann-La Roche Inc., Nutley manufacturer of chemicals, pharmaceuticals and vitamins, is one of two industrial firms to receive the Atkins Award, presented annually by the New Jersey Science Teachers Association in recognition of outstanding assistance in the development of more effective classroom science teaching.

Named for Pauline McDowell Atkins, New Jersey science teaching pioneer, the award was presented at a luncheon on Friday, November 13, at the Chalfonte Haddon Hall, Atlantic City, during the Association's annual convention. Retiring NJSTA president, William L. Davidson, on the faculty of Jefferson High School, Elizabeth, made the presentation; Paul J. Cardinal, Hoffmann-La Roche vice president in charge of industrial relations, accepted for the company.

Under the direction of Royal F. Earle Jr. of its Industrial Relations Department, Hoffmann-La Roche has carried on a broad program of cooperation with the schools. The aim is to help students see how industry operates, what careers lie ahead in the chemical and drug fields, and what new scientific contributions to better health can be hoped for. The program has included assistance to high school stu-

dents entered in science fairs, supplying guest teachers and speakers on a number of scientific subjects, participation in career day programs and numerous plant tours for high school and college groups. In addition, various students have been helped with literature and answers to questions by mail. Hoffmann-La Roche has participated the past two years in the Summer Science Program of Glen Rock High School. The Roche Research Club presented this past year a Science Student Symposium in which five schools took part.

The second Atkins Award was presented to Warner-Chilcott Laboratories of Morris Plains.

### Accelerated Shipping Service

General Mills customers in the New England and Mid-Atlantic States, serviced by the Buffalo, New York Distribution Center, now benefit from a new accelerated shipping service.

This service makes possible deliveries of merchandise up to five days sooner than in the past. It reduces storage space requirements—physical as well as dollar inventory—and permits much greater flexibility in ordering.

The operation is called Teletypewriter Order Processing System (TOPS) utilizing American Telephone and Telegraph's leased wire system 83 B 1. General Mills is reportedly the first company to use this system for order processing.

In addition to the wire transmission of orders, punched paper tapes and cards are used with automatic tabulating equipment. This complete automation of order handling results in extremely fast and accurate preparation of shipping orders, bills of lading, invoices and statistical records. Customers, also, will be able to process their own invoices easier and more rapidly.

"TOPS, in conjunction with the Buffalo Distribution Center, represents another in a continuing series of steps to provide General Mills customers with better and more efficient service in handling orders," said E. H. Andreson, Vice President and Director of Marketing.

### New Archer-Daniels Unit

Archer-Daniels-Midland Co., Minneapolis, is establishing a separate division to handle production and marketing of soy proteins and flours and industrial cereals.

The division, to be headed by Robert S. Mathews, assistant vice president, will be called the Prochem division. Proteins from soybeans are used to fortify cereals, bakery goods, macaroni and spaghetti products and pet foods.

### International Has Good Year

International Milling Company of Minneapolis has announced a 66 per cent increase in earnings for the fiscal year ended August 31.

Stockholders learned that net profits for the year were \$7,301,965, highest in International's 67-year history. This was an increase of \$2,967,470 over last year's earnings.

Sales and shipments of company products also set new records.

The increase in profits was credited to a sustained program of keeping raw materials, manufacturing, merchandising and distribution costs at a minimum. Also cited was the "unusually favorable millfeed market which was of particular benefit in the United States."

International, on August 31, employed 4,149 men and women in the U. S., Canada and Venezuela. Of this number, 273 employees have been with the firm for 25 years or more. Among them, they have a total of almost 8,500 years of service with the company.

### North Dakota Mill Reports Earnings

North Dakota Mill & Elevator showed a gross operating profit of \$647,356 for all departments in the fiscal year ending June 30.

P. R. Fossen, manager of the facility, said that after deductions of \$95,272 for depreciation and \$63,312 for reserve, the mill made a net profit of \$488,771 for the year.

Production figures showed 1,400,250 cwt. flour milled and 1,281,134 cwt. delivered.

### Catch Customers With Color

"When you have news, use color," advises Howard Ketcham, noted color planner, in a new booklet, "How to Select Customer-Catching Colors on Corrugated Containers."

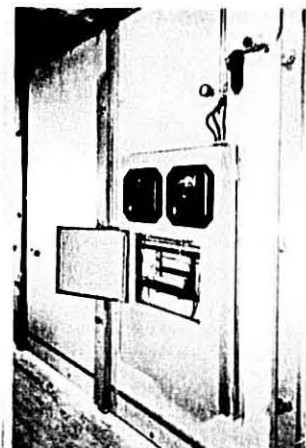
"Color means news...news means color" is the theme of the 20-page illustrated booklet, published by Stone Container Corp., Chicago, and available free. "Color emphasizes news, color adds emotion to news, color is often part of the news," Ketcham points out.

Ketcham, for 25 years a color planning and merchandising consultant for business and industry, cites these 10 basic product-news situations which call for use of color on shipping containers:

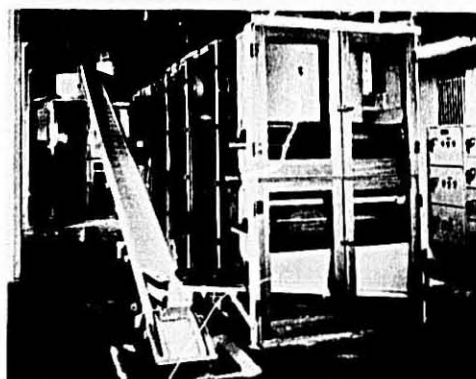
New product. New feature on existing product. New advertising campaign. New special offer. New combination offer. New price deals. New use. New trademark. New package. News event of bringing purchase home.

# THE HOSKINS SERVICE

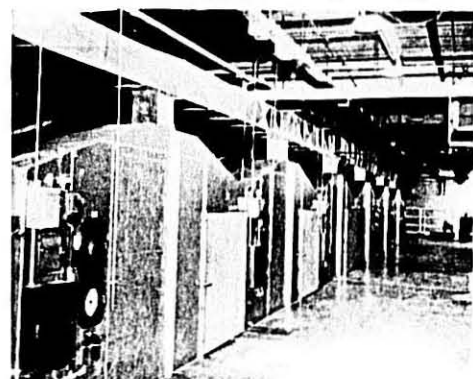
CONSULTING, DESIGN, CONSTRUCTION, RESEARCH



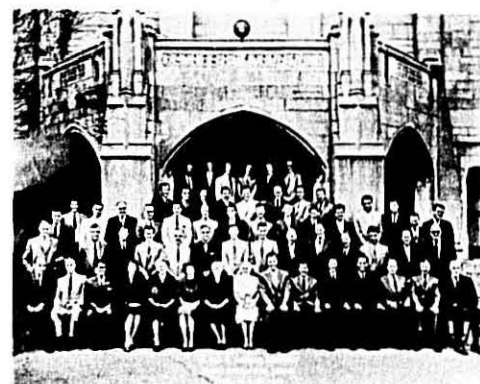
Control Engineering



Continuous Dryers



Room Dryers



Plant Operations Forum

- BULLETINS
- INFORMATION



Food Technology Laboratory

**FACILITIES AVAILABLE:**

Machine Shop, Steel Fabrication, Pilot Plant with Extrusion Press and Automatic Dryer, Laboratory with Farinograph and Amylograph, Complete Analytical Equipment, Canning and Freezing Facilities.

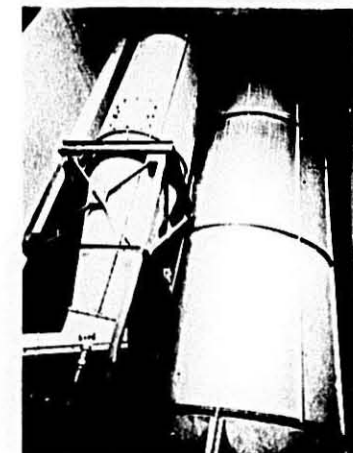
**SPECIALIZED PERSONNEL:**

Electrical Engineering, Chemical Engineering, Food Technology, Laboratory Technicians, Chemists, Drafting, Hydraulics Engineering, Electrical Design, Machinery Installation, Methods Analysis.

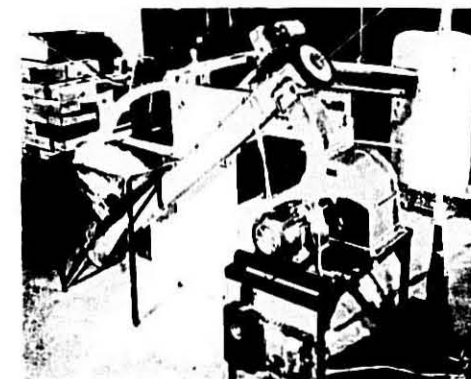
# HERE'S WHAT IT OFFERS



Conveying — Bulk Handling and Storage



Plant Design and Layout



Special Systems

# THE HOSKINS SERVICE

Hoskins Company, Mertyville, Illinois

THE MACARONI JOURNAL JANUARY 1960

## RETROSPECTIONS

by  
M. J.



### 40 Years Ago

Journal Cover Message - January 1920. A New Year Resolution--- "We RESOLVE to miss no opportunity to boost the Macaroni Industry" to make the year 1920 a really truly and A Happy New Year.

- Shortage alarms Shook Users. This Shortage will effect the Macaroni Industry nationally and seriously.
- The California Macaroni Company of San Francisco, won first prize with its artistic display at the California Land and Industrial show in San Francisco's Civic Auditorium.
- Ed Dreiss of the San Antonio Macaroni Company -- two terms N.M.M.A. President, is pictured in "Who's Who" in the Macaroni Trade.
- Judge Chambers of the Los Angeles Police Court declares that the Tomato is a fruit - not a vegetable.
- Skinner Company of Omaha Consolidates. Included in the consolidation are The Skinner Company -- The Skinner Baking Company -- and the Skinner Manufacturing Company.
- A. Marini and Company is organized in Vancouver, Canada while the Dalpini Macaroni Company of St. Louis, Missouri is disbanded.

### 30 Years Ago

- We welcome the New Year as an added opportunity for service to our Members.
- "What Cooperative Advertising Can Accomplish for Macaroni?" Answered by Allen B. Sikes--Research Manager--Bureau of Advertising--A.N.P.A.
- "Accident prevention in Macaroni and Noodle Manufacturing Plants"--discussed by W. Dean Keefer, Director, Industrial Safety Division, National Safety Council.
- "Overproduction"--Macaroni Man's Worry" as told by Frank J. Tharinger, President of N.M.M.A. in the "Grocery And Business Annual of the Journal of Commerce."
- William H. Sudduth, named president of the Commander--Larabee Corporation, Minneapolis, Minnesota to succeed B. B. Sheffield who was elevated to Chairman of the Board.
- "Avoid Unwarranted Price Cutting" recommends President Herbert Hoover.
- Imports Higher--Exports Lower.

### 20 Years Ago

- President Diamond's Message: "The immediate problems facing the Members of the Macaroni Industry are: (A.) price policy; (B.) standard of quality and identity; (C.) proper size of containers; (D.) publicity; and (E.) enforcement of regulations.
- By the Triumvirate of Promoters of the General Welfare of the Macaroni Industry of America;--Association, the Journal, and the Institute. Resolutions are easy to make but more difficult to keep.
- King Midas sent its flour to Admiral Richard E. Byrd in the South Pole regions.
- Whether general conditions are good or bad, there is always business for those who are always willing to fight for it.
- New Semolina mill of Middleport, New York is in production.
- Macaroni Trade in October, 1939;-- imports 148,379 lbs--exports 634,787 lbs.
- Mission Macaroni Manufacturing Inc. of Seattle, Washington gave Christmas dinners to its employees and friends at La Tosca Cafe, reports Guido Merlino.
- B. J. Stockman, Semolina Miller, died in Duluth, Minnesota December 10, 1939 after fifty years of service in the durum industry.

### 10 Years Ago

- First call to Industries Winter Meeting at the Flamingo Hotel, Miami Beach, Florida, January 18-20, 1950.
- "While some Industries experienced a difficult year, the Macaroni business enjoyed a relatively good one;" President C. L. Norris.
- "With meatballs and spaghetti sauce I can feed them on less than a dollar a day", by Esther Foley, Home Service Director True Story Magazine.
- "You are what you eat," says Victor H. Lindlahr in The Journal of Living.
- 1949 Macaroni production up to 142% of the five pre-war years average.
- Benjamin R. Jacobs, N.M.M.A. director of research names James J. Winston as association director of the Jacobs Laboratories.
- Charlie Ravarino of Ravarino and Freschi, St. Louis, Missouri died December 6, 1949.

## CLASSIFIED

### ADVERTISING RATES

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

**FOR SALE** - Clermont Noodle Cutter with five sets standard cutting width rollers, Dough Breaker, Preliminary Noodle Dryer. In excellent condition, in operation now. Reasonably priced. Write Box 134, Macaroni Journal, Palatine, Illinois.

**FOR SALE** - One 14 1/2" Stationary Hydraulic Press, complete with motor, pipes and pump. One 300-lb. Kneader complete with motor. One 300-lb. Mixer complete with motor. All in first class working condition. Box 165, Macaroni Journal, Palatine, Illinois.

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### Prince Plant in Schiller Park

The Prince Macaroni Manufacturing Company of Chicago, Inc., announces its move to a large, new, modern, completely equipped plant at 9550 Soring Avenue in Schiller Park. This move marks the first in a series of steps to consolidate and increase the position of Prince macaroni, spaghetti, sauces and other food products in Chicago.

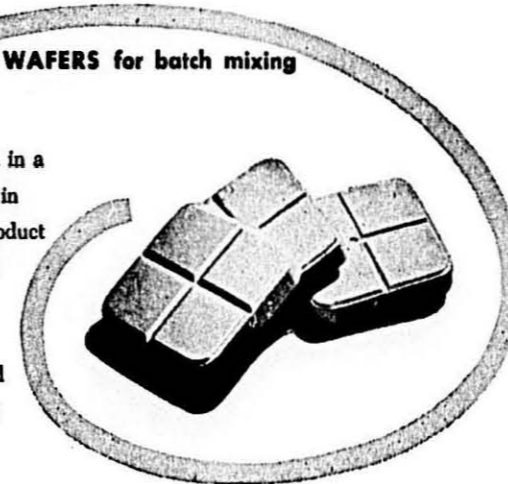
"At last we have a manufacturing setup to give real service to our great and growing list of important customers in the Chicagoland area", said Charles Presto, president of Prince-Chicago. "We are now in a position to make immediate shipment in any quantity on any of our full line of Prince food products."

## How to make your macaroni and noodle products better

One word gives the answer--*enrichment!* Why does enrichment make them better? Because enriched foods are nutritionally more valuable. People want nutritious foods. Enrichment makes food more nutritious. You should make your products more nutritious by enriching them. Qualified authorities--physicians, nutritionists, dietitians--support enrichment.

### 'ROCHE' SQUARE ENRICHMENT WAFERS for batch mixing

1 wafer, to 100 lbs. of semolina, disintegrated in a small amount of water and thoroughly mixed in your dough, gives a macaroni or noodle product fully meeting the minimum FDA requirements (per lb.--4 mg. vitamin B<sub>1</sub>, 1.7 mg. vitamin B<sub>2</sub>, 27 mg. niacin, 13 mg. iron). Only Roche makes SQUARE enrichment wafers designed for easier, accurate measuring and to mix in solution within seconds.



### ENRICHMENT PREMIX CONTAINING 'ROCHE' VITAMINS

for mechanical feeding with any continuous press

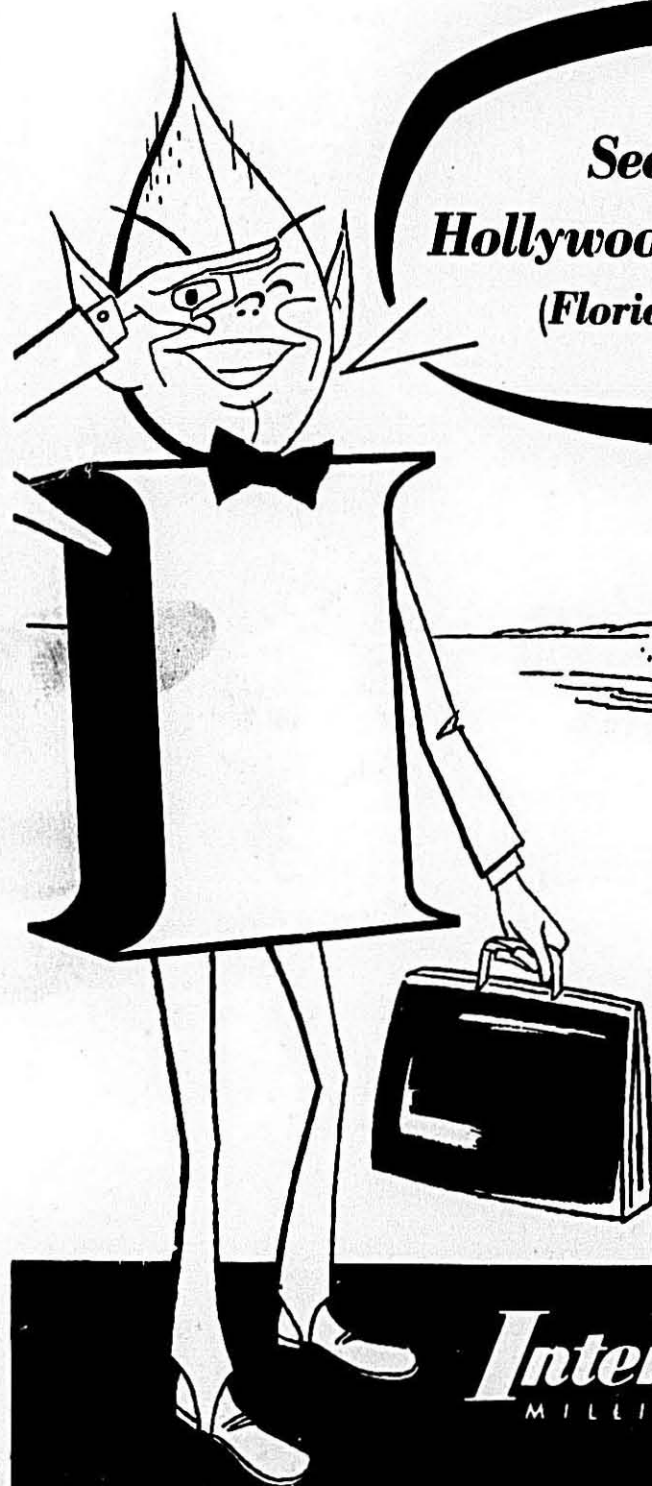
1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the same levels as above. We have helpful information on available mechanical feeders.



## ROCHE Vitamin Division

HOFFMANN-LA ROCHE INC., NUTLEY 10, NEW JERSEY

ENRICHMENT WAFERS AND PREMIX DISTRIBUTED AND SERVICED BY WALLACE & TIERNAN CO., INC., NEWARK 1, N. J.



*See you in  
Hollywood-By-The-Sea!  
(Florida, of course)*



Yes, "Mr. I" -- symbol of International Milling Company and its Quality Durum Products -- hopes to see you at the NMMA winter meeting, Hotel Diplomat West, Hollywood-By-The-Sea, Florida, this month.

We welcome these mid-year opportunities to mix business with pleasure and to discuss, informally, our mutual industry problems and plans for the future.

See you "By-The-Sea"!

***International***  
MILLING COMPANY