

**THE  
MACARONI  
JOURNAL**

**Volume 42  
No. 7**

**November, 1960**

# Macaroni Journal



Macaroni Foods

National Favorites

**NOVEMBER 1960**



DOES YOUR PACKAGE WIN



Repeat Sales?

Yes, if it sells—and keeps on selling—from the point of purchase to the point of preparation! And that's what a ROSSOTTI-designed macaroni package does—because it uses dynamic taste-tempting appeal in ever new and exciting ways to invite the eye *entice the buy!*

Rossotti designs your package to perform an energetic merchandising service in the supermarket—and in the pantry. It's a modern marketing package whose selling message works constantly for you until the last ounce of macaroni is used, and then it works even harder as a reminder to re-stock!

Why not let us show you how you too may have a package that will deliver more repeat macaroni sales?

**Rossotti**

"FIRST IN MACARONI PACKAGING"

A reliable source of supply since 1898

Executive Offices:  
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ROSSOTTI CALIFORNIA LITHOGRAPH CORP.  
San Francisco 24, California

Central Division:  
ROSSOTTI MIDWEST LITHOGRAPH CORP.  
Chicago 10, Illinois

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



**U** Uniform amber color and granulation.

**N** Nationally famed macaroni manufacturers prefer Amber's Venezia No. 1 Semolina and Imperia Durum granular.

**I** It's easier to control the quality and color of your products with Amber's Venezia No. 1 Semolina and Imperia Durum granular.

**F** Fast shipment! Every order shipped when promised.

**O** Only the finest Durum wheats available from the best Durum growing areas qualify for Amber's Venezia No. 1 Semolina and Imperia Durum granular.

**R** Rigid laboratory control, highly skilled milling personnel and modern milling methods complete Amber's quality control program.

**M** Make your next shipment Amber's Venezia No. 1 Semolina or Imperia Durum granular.

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**Amber!**  
No. 1 Semolina

**Amber**  
MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION  
MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 1, MINNESOTA

NOVEMBER, 1960

The

# MACARONI JOURNAL

November, 1960

Volume 42, No. 7

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## Cover Photo

While the National Macaroni Institute is saluting the United States by spotlighting various regional food specialties, Vicki Linden salutes the globe with spaghetti.

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THE MACARONI JOURNAL

**YOU DON'T NEED DARK GLASSES**

just darker, natural-color HENNINGSEN egg yolk solids

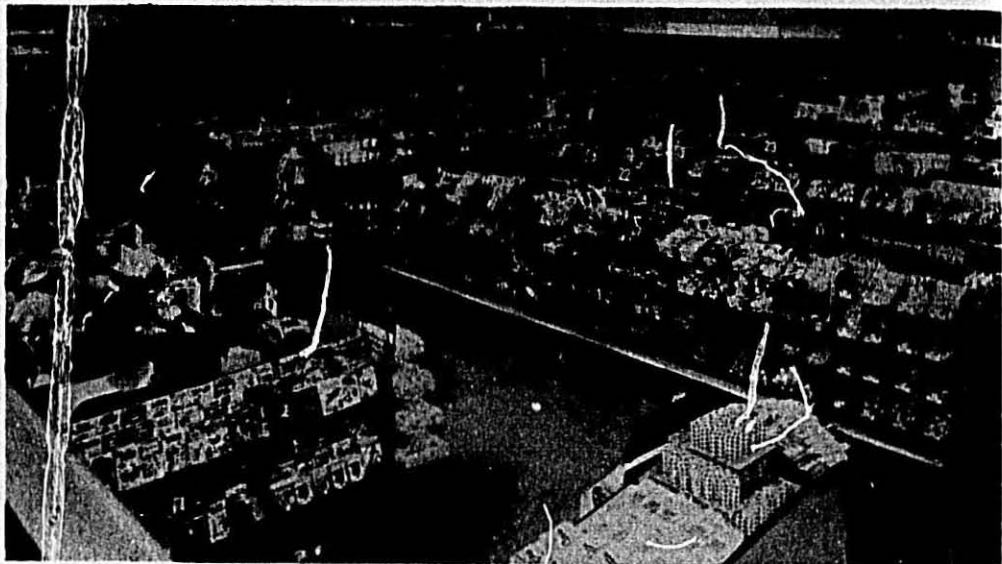
Here is natural, dark color spring yolk spray dried and processed especially for your industry.

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.

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 60 EAST 42ND STREET • NEW YORK 17, NEW YORK



## RETAIL GROCERY STORE TRENDS

THE Twenty-sixth Annual Review of Retail Grocery Store Trends, a report issued each fall by A. C. Nelsen Company, international research organization, reports grocery stores in 1959 fared well despite an overall price decrease of 2.4 per cent. Dollar sales went up 2.2 per cent over 1958, maintaining a rate of increase greater than that of population. Population increased 1.7 per cent while the tonnage sales rose almost three times that rate at 4.8 per cent.

Consumer buying power rose 6.1 per cent over 1958, and since grocery store sales failed to keep pace with this growth, it is evident that consumers were directing proportionately more of their money into other channels.

### Buying Power Slips

The trend reversed during the first half of 1960, when grocery store sales increased 3.5 per cent over the same period of 1959. Some of this gain was due to higher prices, starting in April, 1960, when the "food at home" index showed the first monthly year ago gain in fifteen months.

The relatively low 2.2 per cent gain in 1959 over the previous year amounted to an increase of 1.05 billion dollars in the total volume of retail grocery stores, the smallest in 10 years. This can be attributed, in part, to declines in retail prices of some major food commodities and to labor unrest, such as the steel strike of 1959.

Of the total gain, independent store volume rose 350 million dollars (1.3

per cent) while the chain store gain was 700 million dollars (3.4 per cent).

### But Sales Gain

With labor unrest diminishing and some food prices rising, both independent and chain outfits registered larger sales gains in the first half of 1960 than during the same period of 1959. The increase for all stores amounted to 830 million dollars (3.5 per cent), while independent stores showed a gain of 290 million dollars (2.2 per cent) and chain stores 540 million dollars (5.1 per cent). While the total United States dollar volume in grocery stores increased 2.2 per cent in 1959, three sections bettered this somewhat. Gains in New England, the Southeastern states, and the Pacific area were highest. In the Middle-Atlantic states, metropolitan Chicago, West-Central and South-Western states, volume gain approximated that of the total United States average.

The East-Central area which bore the brunt of the steel strike showed an increase of only 0.4 per cent, while in metropolitan New York, a loss of 0.2 per cent was recorded.

### Territorial Variations

Variations in territorial volume gains were even wider during the first half of 1960. The best sales records were made in the Middle-Atlantic (8.2 per cent); in the South-West (6.7 per cent). At the other end of the scale, the South-Eastern and Pacific areas, both leaders in 1959, made only small gains, and the rate of increase for metropolitan Chicago stores was cut in half. The

East-Central and particularly the metropolitan New York stores, however, made a much better showing in the first half of 1960, with 2.9 per cent and five per cent respectively.

In only five years, chain and independent supermarkets increased their share of total grocery store sales from 48 per cent to 65 per cent. In 1954, total sales of all stores amounted to nearly 37 billion dollars, and the supermarket's share was over 17.5 billion dollars. In 1959, supermarkets accounted for almost 31 billion dollars of the vastly increased market total of nearly 48 billion.

### Bigger Stores

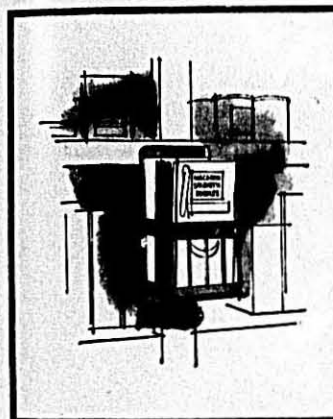
Both super and bantam markets opened in 1959, had 11 per cent more selling area, on the average, than those opened in 1958. Supermarket building size increased 12 per cent, and the bantam markets were eight per cent larger in 1959. Parking capacity of supers averaged 18 per cent more, adding room for about 42 more cars. The number of checkouts for both types of stores remained the same.

Separating supermarket openings by territories, the largest stores, both in selling area and building size, again were constructed in the Pacific states. However, the biggest gain in size over 1958 figures, was found in the East-Central area, and the greatest expansion of car parking was observed in the West-Central area where lots averaged to capacity of 231 cars in 1959 versus 163 in 1958.

(Continued on page 10)

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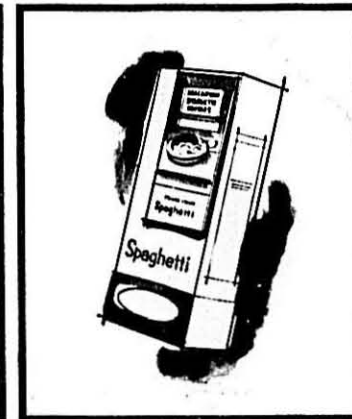
## 6 ways to merchandise your new full color Betty Crocker macaroni foods recipe booklet—for increased sales



IN SHELF RACKS



ON SHELF HANGERS



OUTSIDE YOUR PACKAGE



PASS-OUTS AT SUPER MARKETS



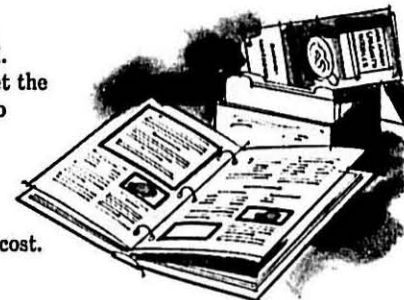
WITH MAIL-IN COUPONS FROM YOUR ADS



WITH MAIL-IN OFFER ON YOUR PACKAGE

It's a simple matter getting the new General Mills macaroni, spaghetti and noodle recipe booklet into the housewife's hand. It was designed with that in mind. And it's just as easy to get the homemaker to use the recipes regularly. Betty Crocker saw to that by including in the booklet only her tastiest and easiest-to-follow recipes. All this adds up to more calls for your macaroni, spaghetti and noodles.

We make this new full color recipe booklet available to you with your own brand imprint on the front cover at less than cost. Ask your General Mills representative for a sample copy and prices or write today: (available only in the U.S.A.)



When folded, the booklet fits neatly in ordinary recipe boxes. When open, the booklet fits Betty Crocker's cook book or any standard 3-ring binder.

**DURUM SALES**

Minneapolis 26, Minnesota



## New Du Pont seals



# "K"\* cellophane 600 at 50° to 75° lower temperatures

Extra-durable "K" 600 now offers  
stronger seals... better bag appearance

Can you name any other bag film that gives you all the advantages of new extra-tough Du Pont "K" cellophane 600 for packaging your macaroni products?

**Improved machinability** on bag and make-and-fill equipment. New "K" 600 now seals at temperatures 50°F. to 75°F. below those previously required. Result: greater efficiency, lower costs.

**Extra-strong seals** that stay sealed. New "K" cellophane 600 seals tightly and securely at lower temperatures. You get stronger, neater packages.

**Lustrous appearance! Sparkling transparency!** New "K" 600 lets shoppers see your macaroni at its appetizing best. And it

*keeps* its extra-lustrous, sales-winning appearance, resists wrinkling, offers extra-rigidity. Prints beautifully, too.

**Superior durability! Extra protection!** New "K" 600 is polymer-coated, can keep your products fresh and appealing longer. It's ideal for single-wall bag constructions. And it's rugged...takes plenty of abuse in shipping, stacking and handling.

**How about testing** new improved "K" 600 for yourself? To get all the facts about extra-durable, lower heat-sealing "K" cellophane 600, call your Du Pont Representative or Authorized Converter. Or write: Du Pont Company, Film Department, Wilmington 98, Delaware.

\*Du Pont registered trademark

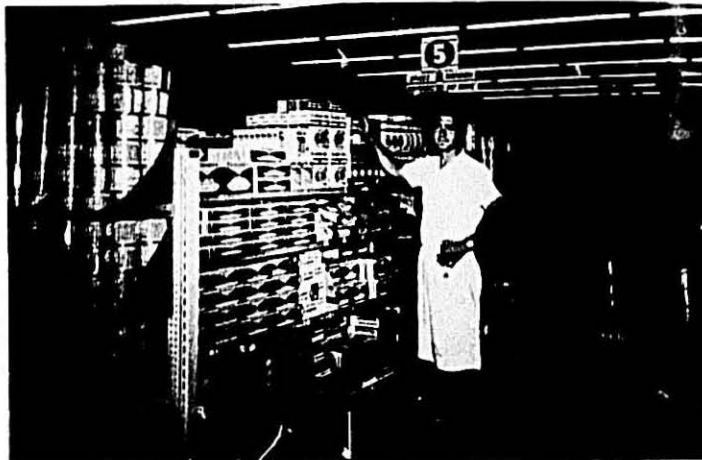


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BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

### Grocery Store Trends—

(Continued from page 6)

During each of the years 1949, 1954, and 1959, DuPont sponsored a comprehensive study of impulse purchase, covering practically all lines handled by United States grocery stores, and a distinct trend toward more impulse buying was revealed. Of the 107 commodities studied in 1959, purchases attributed to impulse buying amounted to nearly 51 per cent of the total, compared to 38 per cent in 1949. Many factors, especially the growth of self-service and the increasingly larger number of items stocked in grocery stores, well displayed and more attractively packaged, have contributed to the trend. The DuPont survey showed that 19 per cent of macaroni-spaghetti sales were specifically planned, while 81 per cent were in-store decisions.



Keith Burdine maintains stock in the Macaroni Department at the Winn Dixie Market in the Eastland Shopping Center, Lexington, Kentucky. The market has five check-out counters.

### New Products

Successful new brands sparked retail sales through dynamic advertising and merchandising, paying off not only for the manufacturers but also building sales volume of food retailers. This was revealed in an analysis over a two-year period covering forty-five product groups in grocery stores, which demonstrates the benefit of progressive new-brand merchandising to manufacturers and retailers alike. On the one hand, thirty-three of these product groups had no really successful introductions during this period, and this groups' sales increased only 9.7 per cent. On the other hand, a group of twelve, in which manufacturers successfully introduced, advertised and merchandised new brands, showed a sales gain of 17.9 per cent.

### More Deals

The rate of use of deals by manufacturers to promote certain lines has almost tripled from 1955 to 1959, and increased six times faster than actual tonnage movement of grocery store commodities. In other words, while tonnage sales rose about 30 per cent, consumer offers involved in six commodity lines increased 178 per cent, excluding couponing and house-ho-house sampling, but including multi-unit factory packs, cents-off deals, premiums and in-store specials. Of these, the cents-off deal (printed on package) was most prevalent at the time of the study.

One of every five sales of all the brands included in the six commodities in the study was a deal of one kind or

another. As competitive pressure rises in the food field, its effect on established brands can be seen. During the period from 1957 through 1959, about half of one group of brands, under normal competition, showed increases both in store inventories and consumer sales. However, less than a third of another group of established brands, which ran up against sharp competition from heavily promoted new brands, showed increases in store inventories, and only 22 per cent had sales gains.

### Special Displays

Progressive Grocer magazine, late in 1959 after an eight week study, revealed some enlightening facts about special displays in grocery stores. This comprehensive analysis of all displays in a group of typical supermarkets produced a wealth of data, testifying to the substantial sales gains that can be obtained by displaying all types of merchandise. (Highlights of the Display Study begins on page 28 of the September issue of the Macaroni Journal.) Test marketing of proposed advertising-merchandising programs, new or improved products and packages, and the like, continues to rise at an accelerating rate. The volume of Nielsen test marketing service, for example, was almost seven and a half times greater in 1959 than in 1954, and a ten-fold increase in 1960 is indicated.

### Test Marketing

Test marketing helps a manufacturer predict results in advance of an all-out move. If failure is indicated by the test, the plan is dropped. On the other hand, if good results can be anticipated, the manufacturer can assure the retailer that the tested product, package or promotion is worthy of consideration.

(Continued on page 12)



A shopper at Red Owl's Supermarket in the huge South Dale Shopping Center outside of Minneapolis examines a lasagna package while her son tries a package of dry spaghetti sauce mix.

## "YOUTH LOVES TO BE SERVED"

### Macaroni products made from

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



Coca-Cola gets the featured end display by the Macaroni Department in a Food Mart store in Charlottesville, Virginia. Beans and rice are popular in this market.



Macaroni display in the Gateway Super Market in Louisville, Kentucky.

### Grocery Store Trends— (Continued from page 10)

#### Expanding Market

During the 1940's, the United States domestic population rose 19,000,000. In the following decade, the expansion was about 28,000,000, the greatest in history, averaging almost 3,000,000 a year. Viewed another way, this was like adding the population of Kentucky to the total of each year.

A high birth rate, of course, along with an increased number of surviving older people, are important factors in this trend. Prior to the war, the number of births was 2,500,000 per year, increasing to 3,600,000 in 1950, then to over 4,300,000 in several recent years, including 1959. While a slight decline has already taken place recently, 4,200,000 births are expected in 1960.

Future expectations for our snow-balling population indicate an average growth of 3,300,000 per year during the 1960's, and trends since 1940 indicate that youngsters, teen-agers, and oldsters will continue to increase their shares of the total, while the twenty to sixty-four age group will diminish proportionately. Also, as the millions born since World War II reach their teens, this group will expand more rapidly than others in coming years—at a rate almost double that of the projected growth of total population. More people equal more sales, and the increasing mobility of the population is equally important. People will continue to be on the move affecting the population growth of all states and areas. As people move, they will want two things in food stores. They will look for the familiar brands to which they have become accustomed, and they will ask for foods associated with the new locality.

**MARKETING SEMINAR**  
Hotel Diplomat, Hollywood, Fla.  
January 17, 18, 19

Retailers, alert to such changes, will seize the opportunities that they present.

#### Food Survey

Red Book Magazine has made a survey covering women's attitudes toward cooking, time spent preparing meals, the use of a variety of food products, brand preferences, shopping habits, and food expenditures by family size. The food survey was mailed to a random sampling of Redbook subscribers. The first 5,510 replies received were tabulated and are the basis of the report.

Almost half of the youngest group of respondents, ages 18 to 34, have been cooking regularly for themselves or their families six years or less. Practically all of those aged 45 and over have been cooking ten years or more. The younger the woman, the less time she is apt to spend preparing the family's main meal. More than half of the younger respondents reported they spend sixty minutes or less. This is a 17.2 per cent greater proportion than in older age groups.

#### Interest in Recipes

There is a universal interest in recipe suggestions with better than 95 per cent of all respondents saying they clip or collect new recipes. They get recipes from at least four sources, but sources vary in importance by age. Magazines, friends or relatives, cookbooks—and of particular interest to food manufacturers—package labels and manufacturers' pamphlets are most relied upon by younger women. The older group turns to newspapers, television and radio in larger proportion than the younger women. Younger women try new recipes more frequently, 57.5 per cent trying new recipes at least once a month—a 14 per cent greater proportion than the older age group.

While a larger proportion of older women have tried wine in cooking, younger women are much more receptive to the idea. The serving of frozen

TV dinners increases moderately with age. Frequency of serving is also heaviest in the older age group.

There is little variation between age groups in the serving of canned or packaged main dishes. However, among those who do serve these products, 21.6 per cent of the older women serve them once or more a week. This is a 24.1 per cent greater proportion than among women aged 18 to 44.

#### Outdoor Cooking

Reflecting their lives in suburbia, almost all of the younger women said they picnic or cook out during the year, compared to 80 per cent of those 45 and over. And they picnic or cook out more frequently. The average number of times a year for the younger group is 12.9—a 51.8 per cent greater frequency than reported by the picnicking older group.

Baking habits, snacking and types of desserts most frequently served were surveyed including brand preferences for cake mixes. The use of soft drinks in the home and smoking were also checked.

In the study of shopping habits, it appears the younger the woman, the more likely it is that she will do her food shopping in a single store and that store will be in a shopping center. Three out of four of the younger group said they did most of their food buying in a single store. This is a 23.9 per cent greater proportion than the 19.2 per cent reported by women 45 and over.

While 59.1 per cent of all respondents do their food buying mainly in a shopping center, and 39.4 per cent in a neighborhood store, here again the pattern varies by age group. Sixty-two and seven tenths per cent of the younger women buy mainly in a shopping center—a 30.1 per cent greater proportion than among the older group.

The shopping for one week's supply of food is done in one trip by three out of four (Continued on page 28)

THE MACARONI JOURNAL

AMERICA'S LARGEST

# MACARONI DIE MAKERS

SINCE 1903

Management continuously retained in the same family.

- BRONZE ALLOYS
- STAINLESS STEEL
- SPECIAL ALLOYS
- TEFLON

Satisfied customers in over twenty-five countries

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

**every die unconditionally guaranteed!**

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

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



**T**HE big promotional push for National Macaroni Week, October 20-29, 1960 carried out the theme "A Salute to the '50' in 1960" with stories, photographs, and recipes of regional food favorites sent to syndicated food columnists, food editors of magazines and newspapers, radio and television, throughout the country. Typical of the publicity placements provided by the National Macaroni Institute were those to Marian Manners of the Los Angeles Times, and Margaret Pettigrew of the New York Journal American, and Louise Moore of the Toronto Telegram, stressing the Italian origin of macaroni dishes and providing recipes such as Spaghetti alla Marinara and Espresso Spaghetti with Meat Balls.

Creole cooking got a mention in a general newspaper release carrying recipes for Spaghetti Bienville with Mushrooms and Onions, and a Bayou Macaroni Casserole. A general television release told how to make Macaroni and Veal Creole as well as New Orleans Spaghetti with Chicken Livers.

A general radio release honored New Mexican recipes such as Santa Fe Spaghetti Chicken Casserole, and Taos Macaroni with ground beef, tomato sauce and chili powder.

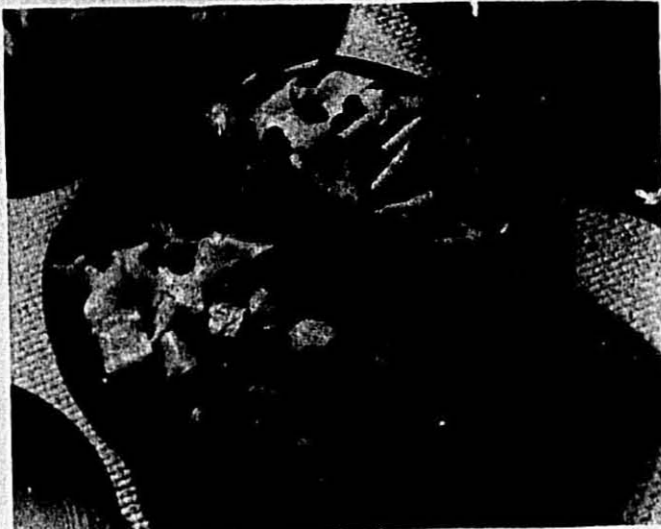
#### Regional Favorites

Praise of Pennsylvania Dutch cooking was in a general newspaper release with the formula for Aunt Emma's Spaghetti and Cheese Bake and Lancaster Macaroni and Cheese Salad.

Salmon, clams and turkey were combined in New England style with macaroni foods in another general newspaper release. Cooperative efforts with Ocean Spray cranberries found form in recipes for Salem Turkey Cranberry-Noodle Casserole and Cape Cod Cranberries, Pork Chops with Noodles.

Hands across the sea came into the salute for the farm harvest way of cooking: Chicken Normandy combined apples and celery with onions and seasonings cooked in cream and served over spaghetti. A recipe with canned luncheon meat, celery and canned applesauce cooked in a casserole with noodles was more American in approach. Both went out in a general newspaper release.

To farm publications went recipes for Macaroni Strato Bake, combining ground beef, macaroni, tomatoes, cheese and mushrooms en casserole; plus instructions for a Macaroni and Cheese Souffle.



Noodle Harvest Dinner was one of many recipe releases.

#### Cooperative Publicity

To the National Cannery Association went the suggestion for Macaroni Dinner-in-a-Dish using canned green beans, chicken, and chicken soup with freshly cooked macaroni, all from the pantry shelf.

To the Sunkist Citrus Growers went a recipe for Sunkissed Chef's Salad, using fresh orange sections, green grapes macaroni and diced Swiss cheese, crumbled bacon and French dressing.

Other cooperative releases were issued in cooperation with Tabasco, Western Growers Association, California Wine Institute.

#### Newspaper Releases

General newspaper releases carrying a salute to Creole cooking, the Farm Harvest way of food preparation, and Pennsylvania Dutch, went to all major markets. Special releases were prepared for such metropolitan papers as those in Baltimore, Chicago, Los Angeles, San Francisco, Toronto, New York City, San Diego, Newark, and the Long Island Press.

A special colored mailing to newspapers carried an Hawaiian Salute.

A group of stories aimed at the news and sport sections of the daily papers were distributed through the Associated Press and United Press International.

Custom-made copy was arranged for columnists including the following: Dr. Ida Bailey Allen and Alice Denhoff of King Features; Frank Kohler and Edith Barber of General Features; Cecily Brownstone, Associated Press; Jeanne Lesem, United Press International; Gaynor Maddox and Dorothy Maddox of Newspaper Enterprise Association; Ertta Haley, National Weekly Newspaper Service; Kay Rigby, Bell Syndicate; Alice Peterson, New York Daily News Syndicate; Eleanor Ney, Westchester County Publishers; Jane Hamilton, Western Pennsylvania Home Town Dailies; Zola Vincent, Pacific Coast Dailies; Morrison Wood and Ruth Ellen Church of the Chicago Tribune Syndicate; Western Newspaper Union; Katherine Caldwell Bailey Syndicate; Freda de Knight of the Johnson Group of Negro Magazines.

Stories tailored for use by commentators and hundreds of radio-television disk jockeys around the country were dispatched in support of the week. Helene Fritz of TV Guide was sent a special pair of recipes for National Macaroni Week.

#### Home Economics Advertising

The National Macaroni Institute carried a full-page advertisement in the October issue of "What's New in Home Economics." "Why (and How) to Teach Macaroni Cookery" was the heading

(Continued on page 26)

THE MACARONI JOURNAL

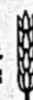


## Concentration

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

A DIVISION OF ARCHER-DANIELS-MIDLAND-MINNEAPOLIS

NOVEMBER, 1960

15

## MARKETING MEETING PLANNED

"UNLESS you market your goods profitably over the long period, everything else becomes academic. That is why marketing in its full meaning today is such an important part of the whole company management package." So says Paul S. Willis, president of the Grocery Manufacturers of America, Inc.

"Mass production does indeed generate great pressure to move the product. But what usually gets emphasized is selling, not marketing. Marketing, being a more sophisticated and complex process, gets ignored. The difference between marketing and selling is more than semantic. Selling focuses on the needs of the seller, marketing on the needs of the buyer. Selling is preoccupied with the seller's need to convert his product into cash; marketing with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, delivering, and consuming it."—Harvard Business Review, July-August 1960.

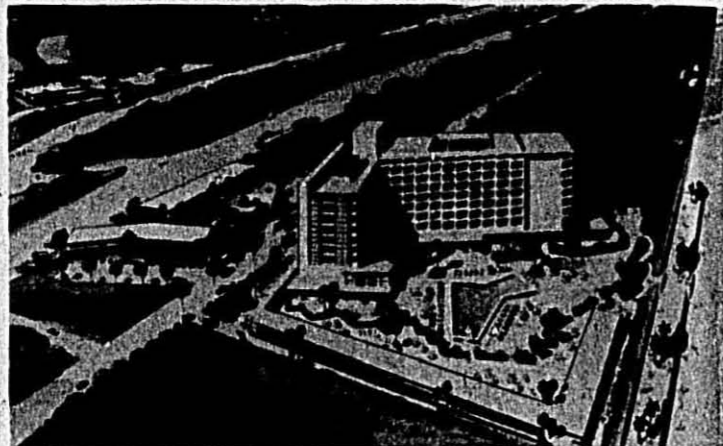
The Winter Meeting of the National Macaroni Manufacturers Association will concern itself with the theme: "making the marketing concept work."

Tentative plans for the three day seminar call for an examination of the new concept of the marketing function, the marketing organization, and control of activities. Don Price, Vice President of the Norton Company, Worcester, Massachusetts, marketing specialist in the American Management Association, and enthusiastic sales executive will be a discussion leader and reference source.

The subject matter for the first day has been proposed as follows: What makes a competent marketing chief, a beneficial product, an optimum price; making accurate identification of the market with specific and realistic objectives; making a marketing plan, executing it and evaluating results.

Marketing activities will be discussed the second day covering marketing research, product planning, advertising and sales promotion, field sales management, sales training and supporting services.

Subject matter for the final day will cover control of marketing activities such as development and use of performance standards related to sales forecasts; profit estimates, territorial quotas and expense budgets; development and use of marketing research for pre-testing products, advertising, distribution channels and corporate



Aerial view of Hotel Diplomat.

image; development and use of yardsticks for measuring individual salesman's performance; control reporting.

An extra session is being arranged for further reports on additives similar to last year's presentations. This may be a luncheon affair to permit tasteresting or an afternoon meeting. Other afternoons will be free for fun and relaxation after intensive morning work sessions.

The scene of the seminar will again be the fabulous Diplomat Hotel and Country Club. Rooms in the Diplomat West have been set aside for delegates to the convention January 17, 18, and 19. Directors will hold a board meeting on Monday, January 16.

Facilities on the four hundred 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 more than 1,000 feet of private ocean-beach.

Excellent food is served in a variety of restaurants in the hotel and the usual convention social schedule will be arranged with Spaghetti Buffet and the Association Dinner Party.

Full details on reservations for rooms and convention registration will be coming from the Association office. Plan now to attend this seminar on marketing, soak up a little sun while you work and play in a delightful setting. The time: January 17, 18, 19, 1961. The place: Hotel Diplomat, Hollywood, Florida.

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

### Casual or Formal

Life can be as you want it in this grand and glorious resort—as magnificently formal as a banquet in the splendor of Les Ambassadeurs in the Diplomat East . . . champagne, rare wines, gourmet cuisine; the discreet romancing of the strings in the background. Or it can be relaxing as a picture-snacks on the patio of the Envoy Terrace in the Informal Diplomat West . . . dressed casually, watching the boats cruise gracefully by. Life can be as luxuriously perfect as a luncheon at the Diplomat Country Club—looking out over the golf course through the ceiling-tall windows—or as gay and on-the-go as cocktail dancing in the unique Tack Room.

A happy balance between work and play is sought in having sessions for business ideas in the morning and time for social activities and recreation in the afternoons and evenings. This combination of concentrated work and then fun in the sun is just the right prescription for re-energizing run-down batteries in mid-winter. Plan now to attend.

Though I am always in haste, I am never in a hurry.—John Wesley.

All things are artificial, for nature is the art of God.—Thomas Browne.

The wise man never attempts impossibilities.—Massinger.

THE MACARONI JOURNAL

## NEW Low-Cost Bulk Flour Transport with industry-proved Fluidizer conveying system



Especially designed for bakers, millers and terminal operators, this new truck gives you an efficient means of handling bulk flour in volume at minimum cost from mill or rail siding to your plant. And it costs less than you would expect!

You save two ways: *FIRST* because it gives you the cost-cutting advantages of bulk flour handling; and *SECOND*, because your original investment is less. Famous Fluidizer "high air pressure" conveying system makes flour flow easily like a fluid thru hose and pipelines to your bins.

★ **CUSTOM FEATURES** to meet your needs, with 1200 or 1400 cu. ft. tank and 3 in. or 4 in. conveying lines. Tank has two compartments for 2 types of flour if desired.

★ **SPECIAL PURPOSE DESIGN** gives you a complete unit for your hauling at low cost.

★ **ALUMINUM TANK** is light in weight for maximum payload. Unusual unitized construction of the keel provides maximum rigidity.

★ **EXTERNAL HOSE CONNECTIONS** are enclosed in cabinets to prevent clogging with ice and dirt. High unloading rate permits quick turn-around time. Fully capable of conveying any distance necessary even in the largest bakeries.

**Fluidizer**

Most advanced in modern air handling—from car to truck to bin. Plus complete in-plant air conveying systems.

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**FLUIDIZER'S AIR CONVEYING EFFICIENCY** has been proved in hundreds of installations, both mobile and stationary.



**DELIVERY TO USE POINTS** is fast and efficient. Air-activated discharge sections assure virtually complete clean-out for maximum sanitation.



**CONTROL PANEL** is simple to operate and conveniently located. Conveying equipment is also housed in the cabinet.

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## Salute to the North Central States

FARM harvest time is a time of peace, when the men and women who feed our nation can look with pride on work well done. For the month of November, when our nation observes Thanksgiving Day, the National Macaroni Institute salutes the three wheat-producing states of North Dakota, South Dakota and Minnesota.

North and South Dakota are named for the Dakota Indians, a Sioux tribe who conquered other tribes to hold the land before the white men settled there. The great fields of golden wheat, rye and barley, and blue or white flax that cover the prairies of this area today result from the efforts of Dakota pioneers, Scandinavian and Yankee farmers, who fought dust storms, floods, and other misfortunes, and still do, to make the earth yield a rich harvest.

### North Dakota

The fertile Red River Valley of North Dakota is known as one of the greatest wheat-growing regions in the world. A high percentage of the nation's durum wheat, the special variety of hard wheat preferred by manufacturers of macaroni products, is raised here. More than 93 per cent of the land area of the state is farmed, a total of 41,485,717 acres. Cities are small, the state has only about nine persons to the square mile, but the people are closely united to promote their common interests.

### South Dakota

South Dakota is a leader among the prairie states in the variety of crops it grows on the wealthy farms east of the Missouri River. The Black Hills of South Dakota have poured forth a glittering mountain of mineral wealth since Custer's men found gold there in 1874. Modern North and South Dakotans use cooperatives extensively in the marketing of their crops.

### Minnesota

Minnesota gets its name from two Sioux Indian words meaning "sky-tinted water." It is nicknamed the Gopher State, from the striped ground squirrel found within its borders, but is also called The Bread and Butter State because of its bumper crops of wheat, its flour mills, and its large supply of dairy products. Minneapolis is one of the world's greatest milling centers. Millions of bags of flour are manufactured yearly in this city, but large mills are located in other parts of the state. Milling of flour for commercial purposes was begun in 1854 at the Falls of Saint Anthony where the first grist and flour mill was built in 1823, and by 1885



At the North Dakota Mill and Elevator. Left to right, Bob Green, Bill Brezden, Don Fletcher, Manny Ronzoni, Phil Fossen, and Al Ravarino.

Minneapolis became the leading flour center of the United States. The Minneapolis Grain Exchange, organized in 1887, is the largest cash market for grain in the world. With more than five hundred members today, representing commercial firms, local elevators, and large manufacturers of grain products, it does a giant job each year, moving mountains of grain from the farm to the consumer's dinner table.

To salute the farm harvests of America, and particularly the North Central agricultural states of North and South Dakota and Minnesota, the National Macaroni Institute presents a recipe for Farm Harvest Apple Sauce and Noodle Casserole, a delicious combination of flavor containing ingredients always on call on Mrs. Homemaker's pantry shelves, ready to be assembled for her proudest cooking.

### Farm Harvest Apple Sauce and Noodle Casserole

(Makes 4 to 6 servings)

1 tablespoon salt  
3 quarts water  
8 ounces wide noodles (about 4 cups)  
1 12-ounce can luncheon meat  
¼ cup sliced celery  
1½ cup canned apple sauce  
¼ teaspoon cinnamon  
¼ teaspoon nutmeg  
¼ cup plus 1 tablespoon butter or margarine  
¼ teaspoon sage  
Parsley

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

Meanwhile, put luncheon meat and celery through medium blade of a food

grinder. Mix with apple sauce, cinnamon, nutmeg and 1 tablespoon butter or margarine. Cook over low heat, stirring occasionally, for 5 minutes. Combine noodles, ¼ cup butter and sage. Arrange 1/3 of the noodle mixture in a greased 1½ quart casserole. Top with half of the apple sauce and repeat process with remaining ingredients, ending with a noodle layer. Bake in moderate oven (350 F.) 25 minutes. Garnish with parsley.

### Progress Report

The North Dakota Wheat Commission has issued a report on its first year's work.

Declining markets and a growing surplus of wheat—North Dakota's number one cash crop—prompted wheat growers and legislators to set up a Wheat Commission. It is supported by two mills per bushel (\$2.00 per thousand bushels) collected by the first purchaser or at the elevator. Farmers who do not choose to participate in the promotion of wheat markets can obtain a refund of their contribution by requesting it from the Commission.

The Commission is composed of seven wheat or durum growing farmers who direct the market promotion program. Members of the original Commission were appointed by the Governor from nominees submitted by several state and farm organizations and officials interested in the wheat industry. This was necessary to get the Commission organized. In the future, farmers who raise wheat or durum will themselves elect the Commission through representatives they will elect in county or district meetings. Thus, it is a

wheat grower financed and grower administered program.

In May 1959, the Commission met, organized, and Paul E. R. Abrahamson was named administrator for the Commission. Abrahamson is an agronomist by profession and has had experience as a county agent and agricultural agent for grain firms. The seven wheat commissioners include Otis Tossett of Lansford, Art Knorr of Sawyer, Tom Ridley of Langdon, George Mikkelsen of Starkweather, M. H. Gifford of Gardner, Howard Hardy of Beach, and Sydney Hoveskeland of New Rockford.

### Overseas Markets

To develop overseas markets teams from Pakistan, Austria and Switzerland were invited to North Dakota in the past year. They investigated and studied wheat fields, elevators, milling and baking facilities and grain and shipping facilities.

A sales representative, Henning Vontillus, is retained in Europe on a full-time basis for the Great Plains Wheat Association, which North Dakota affiliated with on an annual basis beginning July 1, 1960. North Dakota grain was exhibited overseas through cooperation of the United States Information Service, with exhibits arranged for the First World's International Agriculture Fair at New Delhi, India in December and for the Berlin Green Week Fair in January and February. Attendance at the two fairs was over 1,500,000 people. Wheat and durum products were exhibited to prove the fine nutritive quality food that is being produced by high grade wheat and durum.

The administrator and chairman of the Commission have toured Central and South America as well as Europe to check on channels for exporting wheat.

### Domestic Promotion

Domestic promotion, affiliation with the Great Plains Wheat Association was a major move. This will enable North Dakota to participate in the development of large scale national promotional campaigns.

Currently the Commission is distributing public information on the high nutritive value of wheat and wheat products in diets. Over 37,000 folders, leaflets and booklets have been distributed to consumers and educators. The Commission reaches key people periodically such as dietitians, home economists, health and medical directors, extension agents, health and diet educators, restaurant operators and many others—with wheat and durum promotional materials.

The Commission has also prepared a booth that has been used extensively at county and state affairs, winter shows, and other appropriate places. The booth was taken to St. Louis by the North Dakota Jaycees for their national convention this year.

To assist research in quality control investigations at the Cereal Technology Department of the North Dakota Agricultural College, the Commission is sponsoring testing of the "Udy Protein Analyzer"—a new quick protein tester that may be used right where wheat and durum are farm marketed. Negotiations have been made to procure the latest laboratory equipment to determine earlier and more quickly the milling qualities of new hybrids and varieties. A Brabender Quadruplex experimental mill will speed up quality testing. A second mill, the Buhler Automatic laboratory mill, is under consideration also. A National Mixograph to record dough mixing is being sought.

From mid-March 1959 to June 30, 1960 the Commission collected over \$168,000 from growers for wheat promotion. During the period, some \$55,000 was spent in getting the marketing program under way.

### Archer-Daniels-Midland Expansion

Archer-Daniels-Midland Company has announced that the board of directors has earmarked a total of \$26,000,000 for investment in new plants, products and equipment in the 1960-61 and 1961-62 fiscal years. John H. Daniels, president, said the directors approved a capital budget in excess of \$11,000,000 for the current fiscal year that began July 1, and estimated that an additional \$15,000,000 will be spent in 1961-62. During the year ended June 30, 1960, capital expenditures were \$4,000,000.

"We have long-range plans for a continuous increase in spending for research and development of new products," Mr. Daniels also said. "Our research budget is up 11 per cent from a year ago and is particularly scheduled to keep pace with the accelerated expansion of chemical facilities."

He pointed out that A.-D.-M., one of America's largest and most diversified industrial enterprises, has changed emphasis from some traditional fields of endeavors to fields where "the promise of profits is greater."

Mr. Daniels also emphasized that the company is expanding its investment in the agricultural field, including flour milling. He said:

"In the agricultural field, we are improving our soybean processing facilities,

our grain storage and merchandising installations, our flour mills and our alfalfa dehydrating facilities. We are developing a new group of edible soy flours and soy proteins which we believe will have great impact on the nation's food industry.

"We have great faith in the future of American agriculture and we intend to continue participating in the growth of this great industry.

"The company is in fact inseparably linked with agriculture, since many of its chemicals are derived from vegetable oils."

Mr. Daniels outlined a five-point "profit improvement program" that will be followed by the company during the decade of the 1960's. It follows:

"1—Concentrate on those businesses that utilize the company's basic strengths and know-how, namely, agriculture and chemicals.

"2—Expand those phases of the company's businesses—both domestic and overseas—that serve growing, profitable markets.

"3—Accelerate improvement programs for operations which do not show a satisfactory return on investment but which have growth and profit potentials.

"4—Seek new business opportunities, some of which will be the result of expanding research activities while others will be carefully screened and selected acquisitions.

"5—Dispose of plants that no longer are profitable and show little promise of improved profitability."

Mr. Daniels pointed out that the company is not hesitating in disposing of those businesses that do not measure up to what A.-D.-M. considers an adequate return on investment. He referred to the company's sale recently of its formula feed division and line of country elevators as falling in this category, and he noted that both operations were minor parts of over-all business.

### International Milling Acquisition

Robin Hood Flour Mills, Ltd., has purchased Belmar Soups from Arthur F. Johnson & Sons, Toronto, the flour company announced. No price was given.

Production of Belmar Soups will be transferred from Toronto to Robin Hood facilities in Montreal and distribution of Belmar will be handled by Robin Hood representatives.

Robin Hood, in addition to its flour-milling activities, markets a line of baking mixes, rolled oats and drink mixes.

**FOR YOU  
ADVANCED TECHNOLOGICAL IMPROVEMENTS**

Save Space — Increase Production  
Improve Quality

★ **NEW POSITIVE SCREW  
FORCE FEEDER**

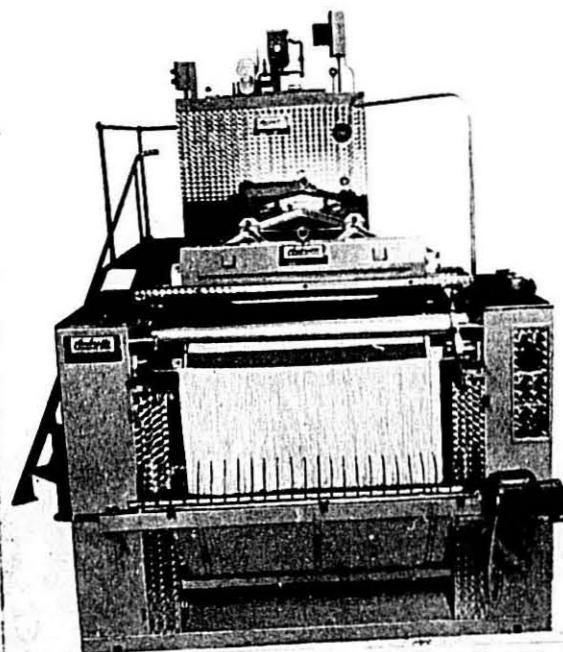
improves quality and increases production of long goods,  
short goods and sheet forming continuous presses.

★ ★ **NEW 3 STICK 1500 POUND  
LONG GOODS SPREADER**

increases production while occupying the same space as  
a 2 stick 1000 pound spreader.

**NEW 1500 POUND PRESSES  
AND DRYERS LINES**

now in operation in a number of macaroni-noodle plants,  
they occupy slightly more space than 1000 pound lines.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

These presses and dryers  
are now giving excellent  
results in these plants.

★ Patent Pending

★★ Patented

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THE MACARONI JOURNAL

**NEW SUPER CONTINUOUS  
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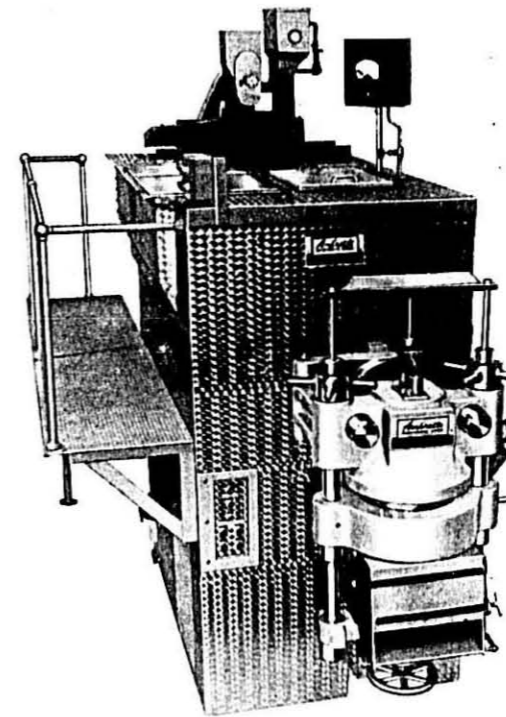
- Model BSCP — 1500 pounds capacity per hour
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**LONG MACARONI SPREADER PRESSES**

- Model BAFS — 1500 pounds capacity per hour
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**COMBINATION PRESSES**

- Short Cut — Sheet Former
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- Three Way Combination



Model BSCP



- QUALITY** — — — — A controlled dough as soft as desired to enhance texture and appearance.
- PRODUCTION** — — — — Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.
- CONTROLS** — — — — So fine — so positive that presses run indefinitely without adjustments.
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## The American Durum Milling Industry

by Herman Steen former executive, Millers National Federation

THE Pillsburys had the first durum mill in the United States (1908), but there would be considerable justification for rating Mark Carleton as the founder of this segment of the milling industry even though it almost certainly never occurred to him that he was doing any such thing.

Mark Carleton was a young Kansan who became a wheat specialist for the United States Department of Agriculture in 1894, and was assigned to determine the reasons why wheat was such an uncertain crop in the Great Plains states. He observed that the varieties which tended to be most resistant to rust, drouth, insects and winter kill had originated in Eastern Europe, and he persuaded the Department to send him to that area to search for new and improved wheats. He traveled the Russian steppes for several years, studying the wheats which were grown under somewhat the same climatic conditions as those in the American wheat belt.

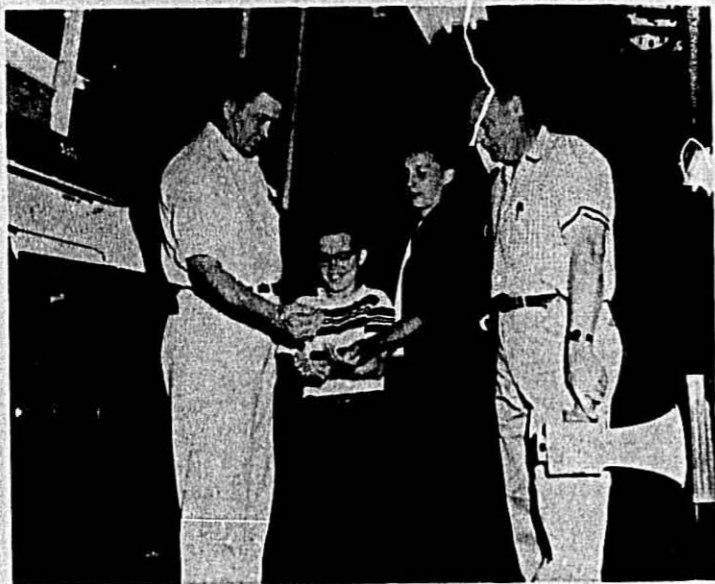
In 1897, Mark Carleton brought Kubanka, a durum variety, to the United States. It was not the first durum wheat to be grown in this country, but at that time total durum production was very small and most macaroni manufacturers obtained their raw material from Italy. Mr. Carleton thought that Kubanka would be well suited to the Amarillo area, but in that respect he erred a thousand miles, for it was in North Dakota that it mainly caught on. In the course of a decade, the production of the new wheat became consequential. Its inferiority for making bread flour was a great handicap until domestic semolina production began just over a half century ago.

That is the start of the durum milling industry. Kubanka has long since disappeared, but nearly all of the durum varieties of the present count it as one of their ancestors.

### Big Industry

The durum milling industry now has about 33,000 cwt daily capacity. It thus represents a trifle more than three and one-half per cent of the milling industry as a whole. There are 10 durum mills, operated by seven companies. Six are located in Minnesota, two in Wisconsin and one each in North Dakota and New York, but one of the Wisconsin plants is hardly a Paul Bunyan stone's throw from the Minnesota line.

Semolina, which comprises around 75 per cent of the finished product of mill-



The flour milling process is explained by Lloyd Wall (left), head miller at International Milling Company's St. Paul mill to safety patrol students John Brownlee (center) and Ronnie Lindberg and Major H. Jones of the Fairmont, Minnesota police department. The two are members of a group of safety patrol boys from Fairmont who visited various Twin Cities industries. The visit to the Twin Cities was sponsored by the city of Fairmont and the group was chaperoned by members of the Fairmont police department.

ing durum wheat, is coarse and granular and has a distinct gritty feel. The process of producing semolina differs considerably from the usual method of making flour. It is what millers call a long system, the tempering is different, the roll corrugations vary considerably from those used on other wheat, the grading is more detailed and more gradual, which makes necessary more purification and sifter capacity than in a flour mill.

### Major Producer

North Dakota is the major producer of durum wheat, accounting for 90 per cent of the 1959 harvest of 20,800,000 bushels. However, no longer ago than 1956 Montana grew nearly as much durum as North Dakota. The other areas of production are South Dakota and Minnesota. The durum crop varies tremendously in size from year to year, depending upon weather and rust conditions and the price relative to spring wheat. The range is usually between 20,000,000 and 40,000,000 bushels, but the tragically short crop of 1954 was less than 5,000,000 bushels, due to rust damage. New varieties that are more resistant to rust have helped considerably in recent years.

Milling requirements for durum are now about 25,000,000 bushels annually, and, when deficiencies occur, they are made up by blending other wheats or by use of wheat flour by macaroni manufacturers.

### Family Name

Macaroni is a generic term which includes spaghetti and noodles as well as macaroni. There are approximately 75 manufacturers, 125 of them of commercial importance. The others are "pa-a-and-mama" shows, which a generation ago dominated the business, but they are rapidly fading out. A large proportion of the manufacturers bear Italian names, but many of them are several generations away from their immigrant forebears.

Macaroni consumption in the United States exceeded 1,250,000,000 pounds in 1958. This is double what it was 20 years ago, and almost half the increase has taken place in the past decade. The per capita of 7.5 pounds, is up from five pounds before the war. To a considerable degree, the increase reflects the fact that everyone now eats macaroni foods to some degree, whereas years ago the chief users were those of Italian ancestry. Vigorous education-

al campaigns have been carried on since 1946 by the durum millers and by macaroni manufacturers in behalf of durum products.

The total usage may be divided this way: Spaghetti 40 per cent, macaroni 30 per cent or more, noodles 20 per cent, and specialties the remainder.

A large part of the raw material for these products is derived from durum wheat. Some manufacturers regularly use hard wheat patents to some extent, many others rarely or never do so unless the durum supply runs low. Some manufacturers substitute when price differences justify; in California, where semolina prices are always much higher than flour because of the long haul from the durum mills, the macaroni factories generally use more flour and less semolina than do the eastern factories.

Mark Carleton's services to the wheat industry were not ended with the introduction of Kubanka. Early in this century, he discovered and imported a hard winter wheat called Kharkov, similar in many respects to Turkey Red but with enough superiority that it became the first wheat variety in Kansas for more than a decade. However, that is another story, and so is the sad subsequent career of Mark Carleton. Even his friendly biographer concedes that he was tiresome, often boresome. He was a wheat fanatic as well as the greatest wheat scientist of his generation. He got into personal financial trouble, and was ignominiously dismissed by the Department of Agriculture in 1918 because of that fact. He died a few years later of what his friends said was a broken heart. In all the wheat industry, from the growers to the processors, there is no memorial to recognize his great services.

### New Milling Method

General Mills, Inc., announced in the annual report a new method of turning wheat into flour that it says is cheaper to install and maintain and results in better bread.

Called the Bellera "Air Spun" process, it already is in operation at company mills in Minneapolis and Avon, Iowa, and a new mill in Buffalo employing the process is scheduled to go into operation this fall.

General Mills said the Bellera technique cuts in half the number of steps required to make flour. The process employs "compact classifiers" to separate wheat stock by size and weight. These replace traditional "purifiers" and "sifters" used to perform the same jobs.

The process also uses a pneumatic hoist system to bring wheat to the top

of a mill. This eliminates the need for such traditional lifting equipment as "bucket" elevators. In milling, wheat must be hoisted to the top of a mill for processing, then is allowed to flow downward through devices that grind, sift and purify it. The cycle is repeated many times until the transition into acceptable flour is complete. The new process greatly reduces the number of processing cycles, the report said.

The method will give bakers a more uniform texture of flour, the announcement said. The Bellera units were engineered and produced by Buhler Brothers of Switzerland. The process is covered by patents held by General Mills.

The company also reported earnings for the year ended May 31 dropped to \$11,515,150, or \$1.46 a share, on volume of \$537,818,050. In fiscal 1959, net totaled \$16,817,466, or \$2.28, and sales were \$545,998,493.

"The dip in earnings," according to the report, "resulted mainly from intense competition in flour feed, cake mix, pet food and soybean operations." All divisions, except the Feed division, operated profitably, the report stated. The feed operation suffered "from the depressed economy in the poultry industry."



NRA President Harry Akin presents award plaque to the Wheat Flour Institute. Accepting honors for milling industry are Millers' National Federation President Ellis English (center) and WFI Committee Chairman James Rankin (right).

### Plaque Presentation

The National Restaurant Association has honored the Wheat Flour Institute "in appreciation of the efforts of dedicated men and women and of the funds spent for the advancement of the food service industry." More than a decade of food field cooperation was formally recognized recently with the presenta-

tion of an award plaque in New York City.

The two associations have worked together for the mutual benefit of their respective industries on a number of highly valued projects, including production of quantity food service recipe books, National Sandwich Month, food industry research and development, and the five-year-old National Sandwich Idea Contest.

Making the award presentation in ceremonies at the Park Lane Hotel was National Restaurant Association President Harry Akin of Austin, Texas. Accepting the award for the Wheat Flour Institute were Millers' National Federation President Ellis English, president of Commander Larabee Milling Company; and Wheat Flour Institute Committee Chairman James L. Rankin, vice-president of The Pillsbury Company.

### Organizational Changes at International Milling

The formation of four major divisions with resulting changes in its top organization structure has been announced by International Milling Company.

Malcolm B. McDonald, vice president of the company, who has been in charge of the United States flour milling operation and finance, will now also assume responsibility for all United States bakery, durum and grocery products sales.

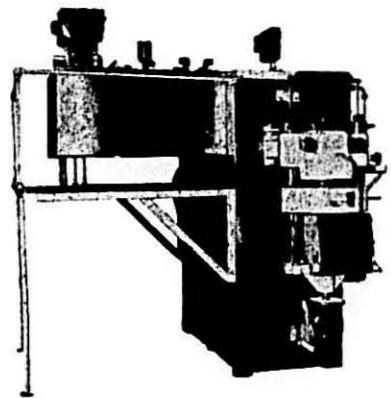
In the administration of the United States flour milling division, John A. Hendrickson, vice president, will supervise all United States flour milling production and will also assume responsibility for engineering and milling and United States purchasing.

Lloyd E. Workman, vice president, will continue to head the United States Supersweet Feeds division with responsibilities for both production and sales activities.

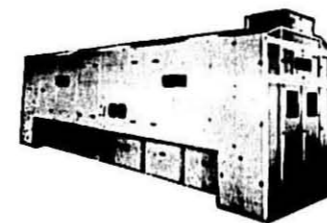
John Tatam will become executive vice president and chief executive officer of the firm's Canadian affiliate, Robin Hood Flour Mills Limited and will continue as a vice president and a director of International Milling Company. He will be responsible for all Canadian sales and manufacturing activities and will also be responsible for the firm's export business from North America. Tatam will make his headquarters at Robin Hood's general offices in Montreal.

John B. Bean, vice president, is responsible for all manufacturing and sales activities in the company's recently-formed overseas division which

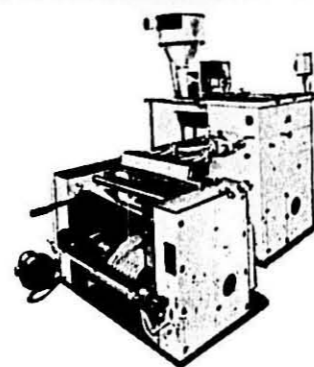
(Continued on page 34)



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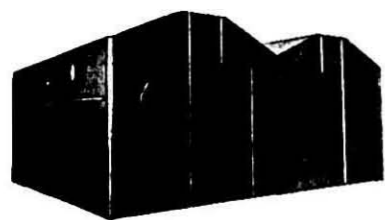
**Demaco**—the complete line—Automatic Short Cut and Noodle Dryers  
Conveyers—Die Cleaners



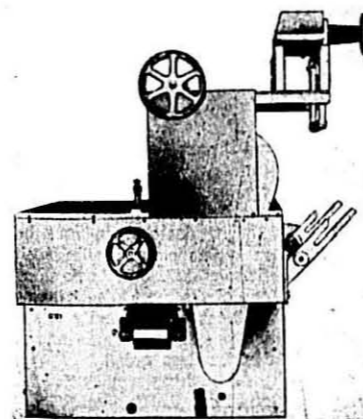
**Demaco**—the complete line—Automatic Long Goods Spreaders

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**Demaco**—the complete line—Automatic Long Goods Finish Dryers



**Demaco**—the complete line—Automatic Sheet Formers, Noodle Cutters



### Macaroni Week—

(Continued from page 14)

on the ad. Macaroni was defined as including macaroni, spaghetti and egg noodle products. The reasons given were that the satisfying meals made from these foods fit into classroom schedules. They offer versatility, good nutrition and thrift. Easy steps in basic preparation of all macaroni, spaghetti and noodle products were illustrated in a three-step pictorial showing how the products were put in generous quantities of boiling water. A free copy of a recipe folder was offered called "A Cook's Tour Through Modern Macaroniland, U.S.A." A recipe for Louisiana Pork and Noodles was offered as the Creole way. How to make macaroni the Alaska way had instructions for Salmon Macaroni Casserole. Spaghetti with Clam Sauce is the way it's done in New England. Old Fashioned Macaroni Salad Pennsylvania Dutch Style was given. Exotic Chinese Pork with Noodles was the Far-East contribution to the Oriental-American way. From the Southwest a recipe for Chili Beef Spaghetti was given, while the Midwest contribution was Wisconsin Macaroni Double Cheese Casserole.

Spaghetti with Zucchini Sauce was illustrated on the cover of the recipe folder as well as in the ad as a typical example of Italian-American cooking. Response was immediate and enthusiastic. Hundreds of folders were sent to home economists in schools all over the country.

Folders on the Nutritive Values of Macaroni, Spaghetti and Egg Noodles went in a mailing of Durum Wheat Notes to home economics teachers in October from the Wheat Flour Institute. Their recipe booklet "Specialties of the House" offered to newspaper readers around the country was pulling well.

### Tie-In

Gair Boxboard and Folding Carton Division of the Continental Can Company carried an advertisement in the September 17 issue of Business Week suggesting: "For better business, tie-in with National Macaroni Week—here's a cornucopia that could pour your product into quick assimilation by a vast consumer market—because everybody uses macaroni, spaghetti or egg noodles! And every user can easily be another customer for you."

### Ideal Promotion

The Ideal Macaroni Company, of Bedford Heights, Ohio, following up last year's successful National Macaroni Week promotion, again this year used as its star for its seasonal push



interviewed in her Parma, Ohio home recently, Miss "Chickie" Brents had this to say: "I always serve Ideal Macaroni to my dolls when I play house. Trouble is, Mommy won't let me turn on the stove. I like Ideal Macaroni better when Mommy makes it 'cause then it's cooked!"

Miss Ideal Macaroni. This representative distributed several hundred packages of Ideal products to food editors, disk jockeys, and Ideal customers in the Cleveland area.

Chosen from a group of contestants, attracted by radio and newspaper advertisements, she was selected on the basis of personality, poise and beauty. In addition to an array of gifts plus a position as Ideal Macaroni's representative on various promotional occasions, she had a prominent place in the Ideal float in the Columbus Day parade.

### The Pleasures of Pasta

Playboy Magazine for October, "entertainment for men," carried a feature headed "The Pleasures of Pasta."

Thomas Mario, the publication's food editor, noted the vast variety and feasting fun it beckoned from sunny Italy. After a short discourse on the varieties of sizes and shapes, legends and general cooking instructions, recipes were given for Tomato Sauce for Pasta, Spaghettini with Crabmeat, Spaghettini with Lobster, Linguine with Clams, Tagliatelle with Fried Ricotta, Lasagna, Vermicelli with Eggplant and Anchovies, Manicotti with Cheese.

### In Today's Health

Today's Health, consumer magazine published by the American Medical Association, had a feature in the September issue on "Casseroles—Autumn the Season; Olives the Seasoning."

Pictured in full color on a full page was Ripe Olive Chicketti. Billed as sat-

isfying hearty appetites when served with hot biscuits and a crisp, green salad, this recipe which is a variation of tetrazzini using ripe olives, chicken, cheese, seasonings and spaghetti was given.

### "Fiorello" Campaign

Life, Look, plus the star and two companies of the award-winning musical-comedy "Fiorello!", are working this fall for America's largest-selling brand of spaghetti, macaroni and egg noodles.

In an announcement by Peter La Rosa, president of V. La Rosa and Sons, a major advertising and marketing program is featuring Tom Bosley, star of Broadway's "Fiorello!" in a special "Fiorello Award Winning Recipes" promotion. The recipes will be printed on La Rosa sauce labels and spaghetti packages. Full-page, four-color ads showing Bosley with the authentic La Guardia "Honorary Chief" fireman's hat are appearing in Life in October through December, and will be followed by a Look series in January through March, 1961.

In addition to consumer ads in the September Good Housekeeping and in the October and November Parents' magazines, a trade campaign was launched in six leading food publications. Posters picturing Bosley and the product with the caption, "Fiorello Likes La Rosa!" are highlighting the outdoor and bus advertising series in key markets.

Radio and television spots are backing up the "Fiorello!" tie-in area visited by the road company as well as in metropolitan New York, where the Pulitzer Prize play has run almost a year at the Broadhurst Theatre. It also won the New York Drama Critics Circle Award and three "tony" Awards.

To build dealer interest, a sales promotion kit containing proofs of the Life and Look ads, photos of point-of-purchase displays featuring the "Fiorello!" symbol, and a complete schedule of magazine, radio and television advertising keyed to the store's area been assembled. Mat ads designed to aid the grocer to sell related food items (meat, produce, dairy products, bread, condiments, etc.) have been made available to all stores.

"Our decision to launch a strong magazine campaign in such publications as Life and Look is, we believe, one of the most effective ways to complement our normally heavy advertising schedules in radio and television," Mr. La Rosa noted.

Advertising agency for V. La Rosa and Sons, is Hicks and Greist, Inc.

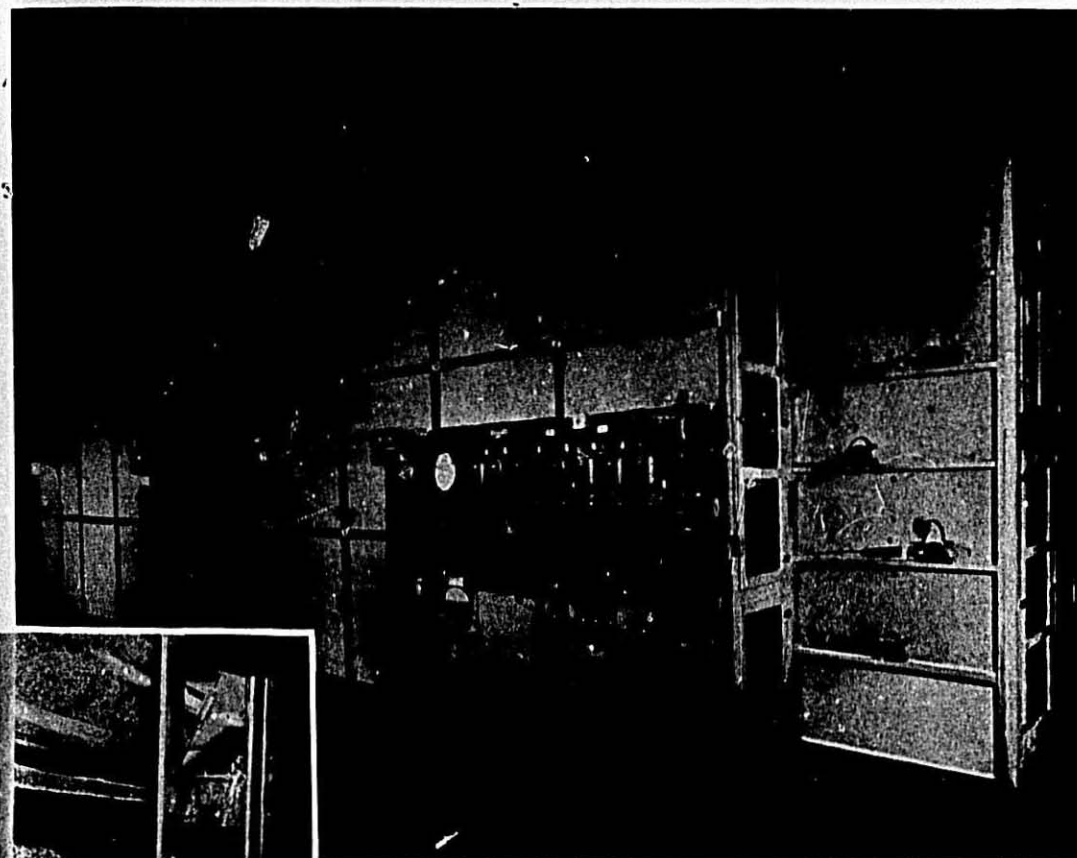
Marketing Management  
in depth—January 17-18-19

THE MACARONI JOURNAL

# Clermont

## CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine—in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

large doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages; all are incorporated in the Clermont Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

The only Noodle Dryer that has conveyor screens that interlock with stainless steel side guides. Many other features are incorporated that are solely Clermont's.

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

Please consult us for full information.

# Clermont Machine Company

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

### Food Survey—

(Continued from page 12)

of four respondents. Younger women definitely do most of their weekly food shopping in one trip—17.2 percent greater proportion than in the older age group.

Median weekly expenditures for foods by all respondents was \$28.88. With their larger growing families, the younger women spent a median of \$29.76—17.6 per cent more than the older group. In the 35 to 44 age group, there was about 10 per cent of respondents who spent \$50 or more a week for food.

### Betty Crocker Salute

Betty Crocker salutes National Macaroni Week in the Milwheel Magazine, a General Mills publication sent to 13,000 employees and 16,000 stockholders monthly.

Noting the regional salute in 1960, it is observed that more than a billion pounds of macaroni are consumed by Americans every year. This is important to General Mills, because the company is one of the leading producers of semolina and durum flour, main ingredients in macaroni products. General Mills' Betty Crocker helps to provide ideas for new ways of preparing macaroni through promotion of new recipe suggestions. A recipe suggestion for Farm Harvest Buffet Casserole is given.

In a tie-in with "Better Meals Build Better Families," "News from the Betty Crocker Kitchens" went to approximately a thousand food editors. Typical among the releases was one on A Lunch With Individuality. The menu called for macaroni salad, basil broiled tomatoes, crisp bread sticks, and individual deep dish apple pies.

Another release captioned Meet Your New Neighbor suggested a menu of chicken macaroni salad with egg slices and tomato wedges, jam muffin gems, and beverage.

A third featured a recipe for a noodle-cheese casserole and noodles with browned crumbs.

### Fall Drive

An imported silver spaghetti server is being offered as a premium by the Skinner Manufacturing Company of Omaha in an ambitious fall advertising schedule.

The lineup includes Saturday Evening Post, Progressive Farmer, Everywoman's Family Circle for consumer contact, in addition to regular newspaper placements plus special feature ads for National Macaroni Week.

The trade was alerted to the industry's promotional efforts by the inclu-

sion of the brochure "Use Your Noodle to Make Money" with the Skinner advertising kit. Trade paper schedules for kinner include Nargus Bulletin, Supermarket News, and Food Topics.

Point-of-sale material has been developed for in-store merchandising of Skinner products with various spaghetti sauces and mixes.

Free macaroni for classroom use is offered home economists reading "What's New in Home Economics" in October.



A Lunch with Individuality.

Menu calls for macaroni salad, basil broiled tomatoes, crisp bread sticks, and individual deep dish apple pies.

### New Soups

Condensed cheese soup and condensed alphabet with vegetables soup are new and exclusive varieties being distributed nationally by H. J. Heinz Company. The soups were presented at a dinner meeting of the Food Editors Conference. The condensed cheese soup was presented to the editors as a soup, a food garnish, and as a basic food ingredient in the preparation of a score of dishes. Market introduction across the country followed successful test marketing in seven major American market areas.

The Heinz line of spaghetti products has been augmented with the addition of spaghetti sauce with meat; spaghetti sauce with mushrooms; spaghetti and hot dogs in tomato sauce; and spaghetti with meat sauce. Beans and franks, and noodles with beef are also marketed.

Their share of the market in baby foods has been increased by the introduction of ten new baby food products, including strained spaghetti, tomato sauce and meat.

### Ronzoni Sauce Promotion

The promotion for Ronzoni's spaghetti sauces, now in one-pound jars, is meeting with enthusiastic approval throughout the metropolitan New York area, it was reported by Gerard Benedict, advertising and sales manager of Ronzoni Macaroni Company.

Available in four varieties—meat, marinara, mushroom, and meatless—the new jar-packaged spaghetti sauces by Ronzoni are currently being offered to food retailers via a "one free case with every five" deal. Supporting the introductory promotion is the most extensive and concentrated advertising drive ever to break in the east on Ronzoni sauces.

Mogul Williams & Saylor, Inc., advertising agency, is handling the campaign.

### Television Success

During 1959, the year General Foods spent more than \$35,000,000 for television gross time billings and received the kind of publicity expected with that kind of budget, Megs Macaroni Company put \$144,000 in spot tv money behind its Pennsylvania Dutch egg noodles and achieved a sales rise that would delight the White Plains giant.

Megs, the Television Bureau of Advertising observes, typifies the smaller supplier entrepreneurs that have entered the medium in the past few years. In the year and a half following Megs' spot tv debut in October 1958, a sales gain of more than 50 percent was on the books.

### Fourteen-Minute Meals

Delmonico Foods, Louisville, Kentucky, is building its fall promotion around a collection of recipes for 14-minute meals, which will be distributed free wherever its products are sold. Consumer advertising was begun in October, with radio and television emphasis supported by local point-of-purchase material.

### Piping Hot!

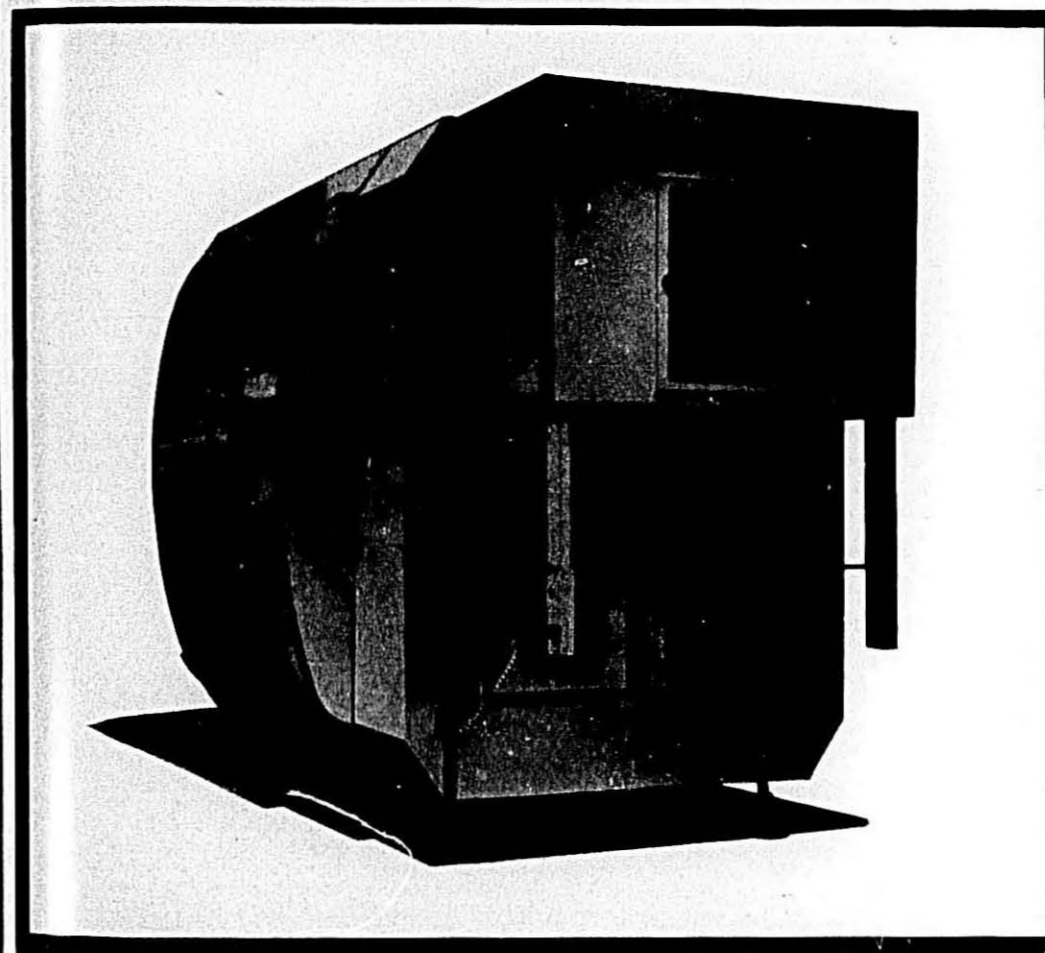
"Piping Hot!" is the caption on a full-page advertisement in color that the Creamette Company placed in the Saturday Evening Post October 15 to advertise their new Juniorettes. Related items were pictured accompanied by recipe suggestions for fish, mushrooms, butter and tomatoes.

Marketing Management  
in depth—Sales Seminar  
January 17-18-19

Hotel Diplomat, Hollywood, Fla.

THE MACARONI JOURNAL

## A new concept in AUTOMATIC Preliminary Long Goods Drying...



## THE BUHLER "MAMMOTH"

HANDLES UP TO 1500 LBS/HR...REDUCES MOISTURE TO 20%

BUHLER-ENGINEERED FOR IMPROVED OPERATION, BETTER PRODUCT

- Sanitary off-the-floor construction prevents condensation.
- New design, new paneling permit higher drying temperatures while maintaining the desired low depression. Results a better prepared product for the finishing drying process.

- Specially designed swing-out panels afford immediate access to inner parts of the dryer for maintenance and cleaning.
- Positive air circulation provides efficient and uniform drying over the whole stick, from top to bottom of spaghetti strands.
- New, positively controlled stick elevator eliminates stick transfer hazards.

For full information, write or call:

**BUHLER BROTHERS, INC.** (U.S.A.)

130 Coolidge Avenue, Englewood, New Jersey LOwell 7-2200  
Sales Representatives: E. C. Maher Co., Los Angeles, Cal.  
Hans Zogg, Los Altos, Cal. • Arthur Kunz, New Orleans, La.



Engineers for Industry  
Since 1860

**BUHLER BROTHERS, LTD.** (Canada)

24 King Street West  
Toronto 1, Ontario  
EMpire 2-2575

NOVEMBER, 1960

29



James J. Winston, director of research of the National Macaroni Manufacturers Association, cautions noodle manufacturers to be sure of the egg solids contents in their products.

He announced that regulatory officials of the Food and Drug Administration have been increasing emphasis on their requirements of five and one-half per cent egg solids under the Standards of Identity. One manufacturer was cited for deficiency and was very disturbed since his formulation was correct in the use of dry egg products, namely, yolk-whole egg solids.

Investigations of the egg ingredients by the laboratory showed a deficiency of Lipoid P205 in the dry eggs. Egg yolks should contain 1.78 per cent Lipoid P205. Any marked deviation from these values will affect the analysis of the finished noodles. The analysis depends upon the Lipoid P205 content as an index for determining the egg solids of the noodles.

Users of dry egg products should receive an analysis from the egg vendor indicating the Lipoid P205 content on a moisture free basis. At the same time it is good policy for the manufacturer to periodically check both the egg ingredient and the finished noodle products to insure compliance with the Federal Standards of Identity.

In the continuous operation of noodle manufacture, it is necessary for the production department to check carefully the flow of farinaceous material and egg ingredient. This should be done on a daily basis to guarantee compliance with requirements.

The formulation below is based on the minimum amount of either egg yolks or whole eggs to be added to each hundred pounds of flour, to produce a noodle containing 5.5 per cent egg solids on a moisture free basis. It is recommended that manufacturers strive to add slightly more than the minimum to insure compliance during the continuous operation.

Total Solids Content	Quantity to Use
Yolks: 47 per cent	10 lbs. 10 oz.
46 per cent	10 lbs. 14 oz.
45 per cent	11 lbs. 2 oz.
44 per cent	11 lbs. 5 oz.
43 per cent	11 lbs. 10 oz.
Whole Eggs: 27 per cent	18 lbs. 8 oz.
26 per cent	19 lbs. 3 oz.
25 per cent	20 lbs. 0 oz.
24 per cent	20 lbs. 13 oz.



James J. Winston

#### Egg Prices Firm

Henningsen Headlines observe that the combination of seasonal factors and lower yields have driven egg prices up. A rise of the maximum allowable 200 points on the Chicago futures market August 18 was followed by a sharp increase in the price of breaking stock.

Government purchases of whole egg powder for price support was resumed June 22. Through July and August they had bought 7,108,725 pounds at a total cost of \$8,109,000. Price level was \$1.1425 per pound. After acquiring about 1,000,000 pounds a week, only about half this quantity was offered in the last of August. This was a reflection of the firmer tone of the shell egg market and the scarcity of breaking stock in the areas. The lower Government purchases may tend to take some of the pressure off the market, however, and allow prices to level off somewhat.

At the end of August, yolk and whole egg demand continued strong. There was a heavier demand for albumen, coupled with the advance in shell egg prices.

Current receipts of shell eggs in the Chicago market increased in range from 25.5 cents to 28 cents at the first of July to 31 cents to 34.5 cents at the end of August. Frozen whole eggs held fairly steady in a range of 23 to 26 cents a pound. Frozen egg whites declined in value from a range of seven to eight cents a pound to 5.5 to seven cents a pound.

Demand has been good for frozen egg yolks of 45 per cent solids and prices

steady in a range of 61 to 63 cents for No. 4 color, and 65 to 67 cents for No. 5 color which has been very scarce. Because of the high premium for dark color, No. 3's have been quoted this year and have ranged 58 to 59 cents.

Dried yolk solids firmed from a range at the first of July of \$1.20 to \$1.30, to \$1.30 to \$1.35 at the end of August.

#### Egg Products

Production of liquid egg and liquid egg products (ingredients added) during July totaled 55,639,000 pounds, down 13 percent from July 1959, but up 48 percent from the 1954-58 average for the month. The quantities used for drying and freezing were smaller than a year earlier. The quantity used for immediate consumption was larger. Liquid egg used for immediate consumption during July totaled 6,353,000 pounds, compared with 5,926,000 in July 1959. Liquid egg frozen during July totaled 31,206,000 pounds, compared with 34,425,000 pounds in July 1959. Frozen egg stocks increased nine million pounds during July, compared with three million in July 1959 and the 1954-58 average increase of three million pounds.

Egg solids production during July was 4,845,030 pounds, compared with 6,351,000 pounds in July 1959 and the average of 2,256,000 pounds. Production during July consisted of 2,812,000 pounds of whole egg solids, 630,000 pounds of albumen solids, and 1,403,000 pounds of yolk solids. Production in July 1959 consisted of 4,373,000 pounds of whole egg solids, 815,000 pounds of albumen solids, and 1,163,000 pounds of yolk solids. Most of the production of whole egg solids in July this year and in July 1959 was produced under Government contract.

#### Canadians Ban Color

Canada's Federal Food and Drug Directorate has imposed a prohibition against the use of two color additives in food.

The two coal-tar color additives are known as oil yellow ab and oil yellow ob. They are used in butter, margarine and cheese, and to a lesser extent in baked goods, noodles and pie crust mixes.

A spokesman said there had been no evidence that either coloring had caused any harm to the health of persons consuming foods containing them, but that laboratory tests had shown them to be more toxic than previously thought. The food industry was warned about a year ago that the prohibition likely would be forthcoming.



Ennis P. Whitley

#### Ennis Whitley Retires

Ennis P. Whitley, vice president for distribution of the Dobeckmun Company, a division of the Dow Chemical Company, retired on October 1, after 16 years with the company.

A vice president for the past nine-and-one-half years, Mr. Whitley joined Dobeckmun in January, 1945 as general sales manager. Under his direction, and prior to Dobeckmun's merger with Dow in 1957, the company's total sales volume increased by more than 400 per cent and Dobeckmun's line of products expanded into many new marketing areas.

A licensed lawyer, Mr. Whitley was born and raised in North Carolina and earned his degree at Wake Forest College in 1916. He is well known for his public speaking and his civic interests.

Mr. Whitley and his wife Alice plan to "keep fully occupied" at their home at Setauket, Long Island. They are parents of two children, Michael A. Whitley and Alan (Mrs. Frank Melville).

#### Faithful Foreman

There are unsung heroes in every line of business. And the macaroni industry is no exception.

How much do we really know about the departmental foremen and supervisors in our plants? Nowhere are the qualities of loyalty, perseverance, responsibility, initiative so evident.

One of these "unsung heroes" is Charlie Natalie, foreman of the manufacturing department at Prince Macaroni Manufacturing Company, Lowell, Massachusetts.

It was forty-five years ago, in 1915, when Charlie came to work at Prince Macaroni. His first job was with short cut macaroni which was dried on trays. He turned the macaroni over and over

while the product dried to prevent it from molding. After working at this job for a year, he was transferred to elevator operator.

While working as elevator operator, he took it upon himself to learn the mixing and running of the short goods press. One day about six months later, he was called upon to substitute at the presses. Here he remained for one year.

Charlie Natalie's next job was spreading macaroni by hand on sticks. To the old timers, this was an art, and he remained at this for four years. Next step in his on-the-job education was that of egg operator. All new equipment had been installed, and this he operated for three years.

Then came the biggest step of all for Charlie—he was given complete charge of manufacturing and drying, a position he still holds today.



When Charlie Natalie was asked to compare today's manufacturing processes with that of the past, he replied that everything depended on the individual in the old days; everything was learned strictly by experience. Modern methods and machinery have eliminated the guesswork from the mixing and drying process, and today's macaroni products are far superior to those of the early days.

#### Executive Appointments

The following executive appointments were made at a meeting of the Board of Directors of Henningsen, Inc., held September 22: Victor W. Henningsen, chairman of the board; Victor W. Henningsen, Jr., president; Phillip S. Kemp, vice president; and Dwight Bergquist, vice president.

John T. Henningsen will serve as executive vice president and Roy N. Nevans will be the general sales manager of Henningsen Foods.



Ernest Williams

#### Rossotti Appointment

Rossotti Lithograph Corporation, designers and producers of multi-color packaging, with executive offices in North Bergen, New Jersey, announces the appointment of Ernest Williams as General Sales Manager.

Mr. Williams comes to Rossotti with sales experience of over fifteen years in the packaging field. During the past three years he served as Western Regional Sales Manager of Metal Edge Industries, Inc. specialty box converters. Prior to that he was with Equitable Paper Bag Company of Long Island City, New York in various sales management capacities.

A well-known sales management figure, Mr. Williams has written numerous papers on the subject of sales and sales management. He is married and lives with his family in Haddonfield, New Jersey.

#### World Travelers

Mr. and Mrs. Sidney J. Grass of the I. J. Grass Noodle Company, Chicago, just returned from a European tour that took them to the British Isles and on the Continent from Denmark to Italy.

Mr. and Mrs. Phil Von Blon of International Milling Company, Minneapolis, are on a European vacation.

Mr. and Mrs. Robert Cowen of A. Goodman & Sons, Long Island City, New York, are touring around the world. After visiting Denmark, England and Greece, they spent considerable time in India, and plan to go to Bangkok and Hong Kong before spending additional time in Japan. They expect to return in December after stopping off in Hawaii and Los Angeles.

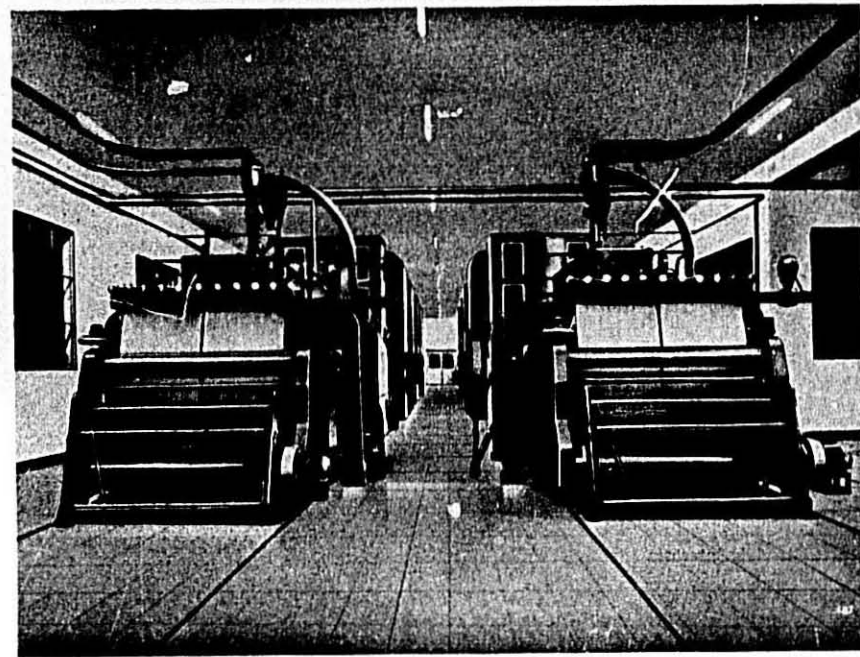
More older people—one fourth of all the people in history that have passed aged 65 are alive today.

# modern installations for modern macaroni plants

Our Technical Office is at your disposal to study and to solve your problems.

**AVOID BUILDING COST!!**

of new premises. Renew instead your equipment. Only half of the space is required with the New Automatic Dryers.



automatic Lines for Long Goods. Entrance of Products showing automatic spreader.

The picture shows our new automatic "GPL" Line for all types of long macaroni products. 67 lines of this type are already in operation in 16 different countries.

**ONE MAN PER SHIFT: 22,000 lbs. daily of dry products, ready for packing** Similar Lines are available for Twisted and Short Cut Goods.

Send your inquiries to:

Lehara Corporation, 60 East 42nd St., New York 17, N.Y.

s. r. l. Dott. Ingg. M., G.  
**BRAIBANTI & C.**  
MILANO - Via Borgogna, 1  
Tel. 78.21.93, 4, 5 - 78.25.31 - 78.48.83

# Braibanti

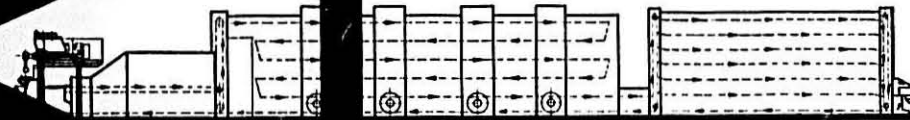
THE MACARONI JOURNAL

Scheme of sticks travel

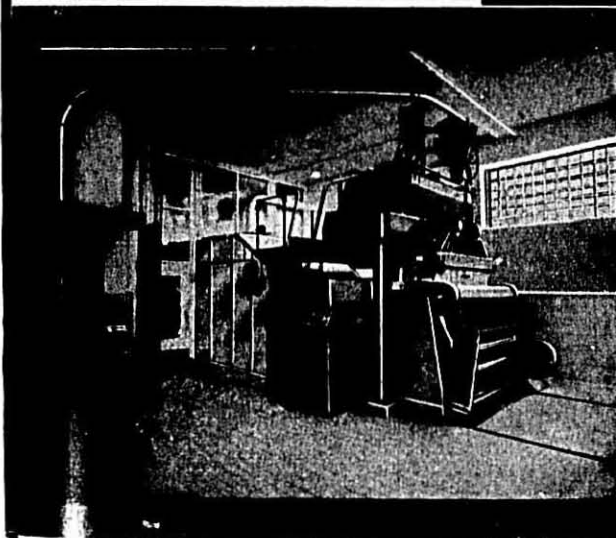
Automatic Press MABRA-L

GPL-Dryer

Storage Section



Automatic Line for Long Goods products with storage section for discharge anytime only



Automatic Press MABRA-L simple type Spreader and Predrying Tunnel

Storage section with sticks stripper breaker and saws for multiple cut



s. r. l. Dott. Ingg. M., G.  
**BRAIBANTI & C.**  
MILANO - Via Borgogna, 1  
Tel. 78.21.93, 4, 5 - 78.25.31 - 78.48.83

# Braibanti

### International Milling—

(Continued from page 23)

supervises the operation of three mills in Venezuela.

Each of the heads of the four divisions will report directly to Atherton Bean, president of the firm.

Also reporting to the president will be P. Norman Ness, vice president, who will be responsible for the firm's grain, research and financial functions; H. E. Howlett, who is secretary and general counsel; and Wayne T. Kirk, vice president, who will be responsible for the firm's personnel and public relations functions.

The changes came about as a result of a year-long study by the company. Purpose of the study was to secure an improved management structure which would better fit present day conditions and prepare the company for future expansion.

"For many years we have been functionally organized. This has worked successfully and yet we have felt increasingly that each of our main operational segments has grown to such size that it should become a separate division, with certain company-wide functions continuing as staff departments to serve the divisions," said Charles Ritz, chairman.

### Swiss Milling and Macaroni Schools

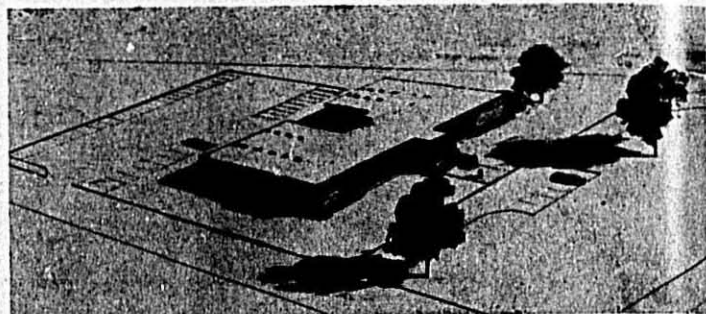
The Swiss Milling School at St. Gall founded by Buhler Brothers recently finished its 1959-60 classes with twenty pupils graduating, two with distinction. Students came from Argentina, Germany, Italy, Israel, Japan, Mexico, Austria, and Switzerland. Attending closing ceremonies were Dr. Loher, Mr. Eggenberger and Mr. Schefer, all of Buhler Brothers.

In its three years of existence, the school, directed by principal Dr. Ziegler, has trained fifty-six students, half the number of millers coming from outside Switzerland.

The program offers many extra-curricular activities such as discussions on the obligations and responsibilities of managerial personnel, plant tours, discussion of daily topics, and skiing in the mountains organized and conducted by the students themselves. This past year the practical milling course taught to small groups in the school-owned mill placed more emphasis on the use of air in the mill.

The 1960-61 course began September 12 with eighteen students from seven countries including Japan and Chile participating.

In conjunction with the milling school recently concluded, a one-month training session was held for supervisors of



Artist's conception of new Lucidol Research Center.

macaroni plants, with sessions conducted in French. Interest was so great that another training session will be held this month, and a similar course for English-speaking students will be offered in January 1961. For further details on the Macaroni School taught in English, see page 12 of the September issue of the Macaroni Journal. A four-day excursion to Italy is part of this program.

### Research Center

Awards for the construction of a new \$750,000 chemical research laboratory in the town of Tonawanda, New York, have been announced by Wallace & Tiernan Incorporated, Belleville, New Jersey.

The new laboratory will be constructed on W&T's property at 1740 Military Road in the township. This is the main location of W&T's Lucidol Division—the facility concerned with the manufacture of organic peroxides, one of which is the active ingredient in the flour bleaching product Novadelox.

The laboratory will be a single-story, U-shaped building. Its more than 20,000 square feet of space will be divided into ten separate research laboratories, a library, lunch room, conference room, and offices for research personnel.

"The individual laboratories will be fully equipped with modern testing facilities," the W&T announcement said.

A staff of more than 30 research chemists and technicians will move into the new lab from W&T's Military Road plant. The vacated space in the plant will be remodeled to provide additional facilities for divisional executive offices.

The laboratory is scheduled to be completed last next spring, and to be in full operation by August 1961.

It is better to risk saving a guilty person than to condemn an innocent one.—Voltaire.

### Monoglyceride for Canned Spaghetti

Food Processing Magazine for July carried an item concerning the addition of monoglyceride to semolina in the manufacture of spaghetti for canning purposes.

The product used was Myverol, a monoglyceride made by Distillation Products Industries, a division of Eastman Kodak Company. There are two types: the first is derived from vegetable material and the other from animal material. The product is used in the baking industry as an emulsifier. It forms a complex chemical compound with starch and this compound is insoluble in water.

Myverol of 0.8 per cent was incorporated into spaghetti in a commercial plant. The product containing Myverol had less surface slime and surface stickiness than the identical product containing no Myverol. Distillation Products believes that the product may have a use in canned spaghetti and in spaghetti made for institutional trade. They also believe there is some possibility that it may up-grade the quality of products made from hard wheat or other raw materials cheaper than durum semolina.

Many of the monoglycerides have been accepted under the Food Additives Law but they are not included in the Standards of Identity for macaroni products. If the product makes a substantial improvement in spaghetti it should be possible to test market it in interstate commerce under a special permit from the Federal Food and Drug Administration.

Age in a virtuous person, of either sex, carries in it an authority which makes it preferable to all the pleasures of youth.—Sir Richard Steele.

Resolved, never to do anything which I should be afraid to do if it were the last hour of my life.—Jonathan Edwards.

THE MACARONI JOURNAL

# FAVAN

OFFICINE MECCANICHE SPECIALIZZATE  
MACCHINE ED IMPIANTI PER PASTIFICI  
GALLIERA VENEZIA

## AHEAD WITH THE MOST MODERN EQUIPMENT FOR THE MACARONI INDUSTRY

### PROVEN AROUND THE WORLD FOR OUTSTANDING PERFORMANCE

COMPLETE LINE OF VACUUM PRESSES  
(TO 1600 POUNDS PER HOUR)

AUTOMATIC SPREADERS

PRELIMINARY DRYERS FOR LONG AND SHORT GOODS

CONTINUOUS AUTOMATIC DRYERS FOR LONG AND SHORT GOODS

SPECIALTY MACHINES FOR COILED GOODS AND BIRDS' NESTS

SPECIAL AUTOMATIC PRELIMINARY AND FINAL DRYERS FOR ABOVE

DIE WASHERS FOR ROUND AND RECTANGULAR DIES IN ONE UNIT

## COMPLETE ENGINEERING SERVICE AT YOUR DISPOSAL FOR DESIGN OF NEW PLANTS AND FOR MODERNIZATION

SALES REPRESENTATIVES

East zone: ROBERT MARR & SON, INC.  
154 NASSAU STREET, NEW YORK 38, N.Y.  
WOrih 2-7636

West zone: ASECO, INC.  
P.O. BOX 862,  
LOS ANGELES 28, CALIFORNIA

PRECISION!

NOVEMBER, 1960

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### Container Corporation Wrap-Up

Over the past quarter-century, the growth rate of the paperboard industry has been about five per cent compounded annually. This trend has naturally benefited Container Corporation of America, the nation's largest producer of custom-built paperboard packaging. Actually, CCA's end products embrace four kinds of paperboard products: corrugated and solid fiber shipping containers, folding cartons, fibre cans and set-up boxes. The firm has a strong position in each of these fields, accounting for an estimated eight per cent of the total container market, nine per cent of the folding carton business and 14 per cent of the fibre can market.

The company attained its present position of industry leadership under the direction of the late Walter P. Paepcke who founded CCA as a relatively small business with sales of \$15 million in 1926 and watched it grow to a worldwide enterprise with dollar volume totaling \$322 million in 1959. A highly individualistic executive, Paepcke achieved fame from his crusade to bring culture to the American business man, his rejection of such "sacred cows" as formal long-range corporate planning, and his support of CCA's unorthodox advertisements.

CCA's relatively new chairman and chief executive officer is Wesley M. Dixon, who also occupies the president's chair. Dixon, a Cornell alumnus and a native of Chicago, has had a long and

distinguished business career; he joined the CCA organization in 1930 when it acquired a firm of which he was president.

The new chairman will have no easy task in attempting to lift CCA's earnings out of the narrow range in which they have held in the past few years since there is ample capacity in the industry and as he points out "the price structure in the paperboard industry does not reflect increased costs of labor and materials in recent years." But CCA did about as well in the first quarter as in the opening period of last year, and hopes to wind up 1960 a little ahead of 1959.

### The Weakness of Deals

Three prominent Bay Area super market operators expressed their favor of couponing and other special deals, but pointed out areas where change and improvement are necessary—as they discussed grocery advertising on a panel at a monthly meeting of the Northern California Council of the American Association of Advertising Agencies recently.

Arthur S. Becker, executive vice-president of Littleman Stores, said, "Personally, I do not question the basic philosophy of coupons, combination sales and free deals. Properly applied they perform important service for manufacturers. Properly handled on the store level they often represent a means of increasing an operator's turnover and net profit. But very often these special promotions backfire, re-

sulting in a short, expensive merry-round ride for both operator and manufacturer. At the end of the ride, everyone is back where he started from." John H. Musso, president of Quaker Foods, Inc. and Michael Bouskos, owner of Broadway super market, agreed with Becker that action should be taken in several areas to correct situation. (1) Express your deal in plain words so there is no consumer confusion. (2) Eliminate coupons on the side of cans or packages. (3) Protect against improper use of open end coupon—or better still, don't use them at all. (4) Standardize coupon size. Have acceptable, effective follow-through point-of-sales material tailored to store needs.

The panel recognized the growing practice of giving credit for coupon even though couponed merchandise was not purchased by the consumer even though this practice is against store policies of their individual stores. They stated that the corrective action mentioned above would help eliminate this situation.

### Extra Expense

It was agreed that deals are an extra expense for the retailer and manufacturers should provide some reimbursement. Consistent, well-signed advertising would accentuate the effectiveness of special deals. Production of a new item should be accompanied by a definite advertising campaign.

In response to the complaint brokers and salesmen find it impossible to see store buyers to tell their story of planned advertising or special deals, the panelists pointed out that the creators are busy men but they do want to know the manufacturer's story. Suggested special appointments and solutions to the complaint.

Regarding related item promotion, Musso felt that it was best to visualize one item rather than to tie-in two or more items in a single promotion or display.

The super market executives proved cooperative advertising stated that most retailers give preference in the way of preferred floor space and shelf display as well as future mentions in advertising.

### Sage Saying

There is no liberty to men whose passions are stronger than their religious feelings; there is no liberty to men in whom ignorance predominates over knowledge; there is no liberty to men who know not how to govern themselves.—Henry Ward Beecher

## JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

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

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

## FLY to Europe

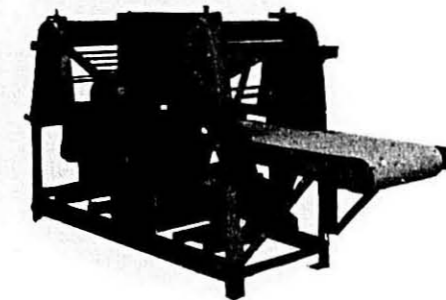
on an Alitalia DC 8 Jet—  
New York to Rome in 7¼ hours.

National Macaroni Manufacturers Association study tour available to members, associate members and their immediate families.

A full month—mid-April to mid-May in Italy, Switzerland, Germany and France, at group rates.

For details contact R. M. Green,  
Executive Secretary, Box 336,  
Palatine, Illinois.

MACARONI MANUFACTURERS ASSOCIATION



Western States Representative for macaroni factory suppliers and repairing specialists for dies and macaroni presses.

Manufacturers of ravioli and tamale machines.

40 Years Experience

**Bianchi's Machine Shop**

221-223 Bay Street, San Francisco 11, Calif.  
Telephone Douglas 2-2794

## FOR IMMEDIATE SALE

One Ambrette Rear Extrusion Press. Production 1000 lbs. per hour. Completely factory rebuilt. Equipped with vacuum mixer.

One Braibanti Combination Short Cut Press Spreader. Plus Preliminary Dryer. Recent model. Production 600 lbs. per hour. Included are many long goods dies.

One Converted ADS-type Spreader Attachment with new extrusion head, connecting tubes and die cut-off knives. Completely rebuilt.

Write Box 173, Macaroni Journal  
Palatine, Illinois

## WAY BACK WHEN

### 40 Years Ago

• **Wanted!** Subscribers to the Macaroni Journal—because: it acts as spokesman for the industry; it conveys news of general business conditions; it contains interesting and profitable reading; it guards the interests and welfare of the trade; it spreads new ideas on advanced methods of manufacture; it carries advertising of leading firms that supply the industry. (On the cover of November 1920 issue. What more can we say today?)

• **Keep cool!**—manufacturers were admonished not to be careless or reckless with the slowup in sales.

• **Macaroni and the tariff**—foreign competition, has reappeared as European facilities are restored after the war. Amber yellow durum of Russian wheat aided the sale of European products. B. R. Jacobs gathered material to present to the Tariff Commission on the differences in rates of exchange, costs of raw material, conversion and packaging.

• **A new plant for the Atlantic Macaroni Company of Long Island City, New York,** was expected to be the largest of its kind used exclusively for macaroni production. Mr. Scozzari of the company announced satisfactory progress and the expectation that it would be completed by the end of the year.

• **New concerns**—the Ohio Macaroni Company incorporated in Cleveland; the East Ohio Macaroni Company was organized in Youngstown; two plants were erected in Schenectady, New York, the Flume Macaroni Company and the Cercone Manufacturing Company.

### 30 Years Ago

• **For sound business**—the National Macaroni Manufacturers Association is sponsoring three policy activities: (1) uniform cost system to banish uninformed price cutting; (2) educational bureau—to punish insistent violators of food laws or trade ethics; (3) national macaroni advertising campaign—to create new consumers and enlarged markets. (Cover caption.)

• **General business conditions** were reported unchanged—the depression was scraping bottom.

• **Macaroni Week** was set for March 2 to 7, 1931, with interest in the week to be maintained by daily radio announcements of the prize winners in the much talked of \$5,000 recipe contest.

• **Two industry drives** were scheduled. The first on cost accounting during May and June; the second on a plant clean-

up drive to be staged during June and July for general housecleaning purposes.

• **Notes from the industry**—Ignazio Arena, five year old son of a Norristown, Pennsylvania macaroni manufacturer, was kidnapped on his way home from school, held overnight, and found in Philadelphia. Kidnappers were apprehended.

• **The plant of the Italian Macaroni and Importing Company in Pittsburg, Kansas,** was burglarized. Thieves stole fifteen macaroni dies from a macaroni plant in Erie, Pennsylvania following a fire which damaged the plant. The Houston Macaroni Company, Houston, Texas, announced extensive remodeling of their plant.

### 20 Years Ago

• **"Our evening paper carried a well-written and beautifully illustrated article on macaroni products this week over the signature of a staff writer as the enclosed clipping shows. How does it happen that our paper should carry this timely story about our food?"** writes a manufacturer in an Eastern city. "It doesn't just happen," the editor replied. "Good stories are planned and planted with food editors."

• **Quality studies on North Dakota durum wheats** by Dr. R. H. Harris and Darline Knowles report differences in grain grown at the Fargo station as compared with that grown at Langdon. Fargo test weights were higher but Langdon produced higher protein and more acceptable color. Cooking tests showed more "tenderness" in Fargo samples.

• **Paul Willis of the American Grocery Manufacturers Association** warned that the increasing trend of private brands promoted by distributors would cut gross margins on manufacturers' brands. He called for both distributor and manufacturer to do a more efficient job in their own respective fields.

• **A Government-Industry Conference** was held in New York City to consider problems in complying with the deceptive packaging containers provisions of the new food law. Slack-filled tolerances were discussed and B. R. Jacobs instructed to work with Food and Drug Administration officials before they made their final recommendations.

• **The Naples Food Products Company** opened a new plant at Watertown, Massachusetts. The Michigan Macaroni Company in Detroit resumed production after reconstructing its plant seriously damaged by fire.

### CLASSIFIED ADVERTISING RATES

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

**WANTED**—Subscribers to the Macaroni Journal: your sales representatives, brokers, department heads, key customers, and others who want to know what's going on in the macaroni field. Annual subscription rate: \$4 domestic; \$5 foreign. Reduced rates for groups over 10. Contact the Macaroni Journal, Box 336, Palatine, Illinois.

### 10 Years Ago

• **Egg Foo Yong**—the Chicago Journal of Commerce editorializes: "We're still at it! The Agriculture Department is still buying eggs, which we are donating to Communist China (and others) because we can't sell them in this country because they are priced too high. Meanwhile we are importing eggs from Red China . . . net result of our support of egg prices is (a) a vast unsalable surplus of domestic eggs; (b) a needless expense to the American taxpayer; (c) a pain in the budget of the American housewife; (d) a relatively small but wholly undesirable flow of American dollars to the Chinese Communists; and (e) free eggs for everybody but Americans."

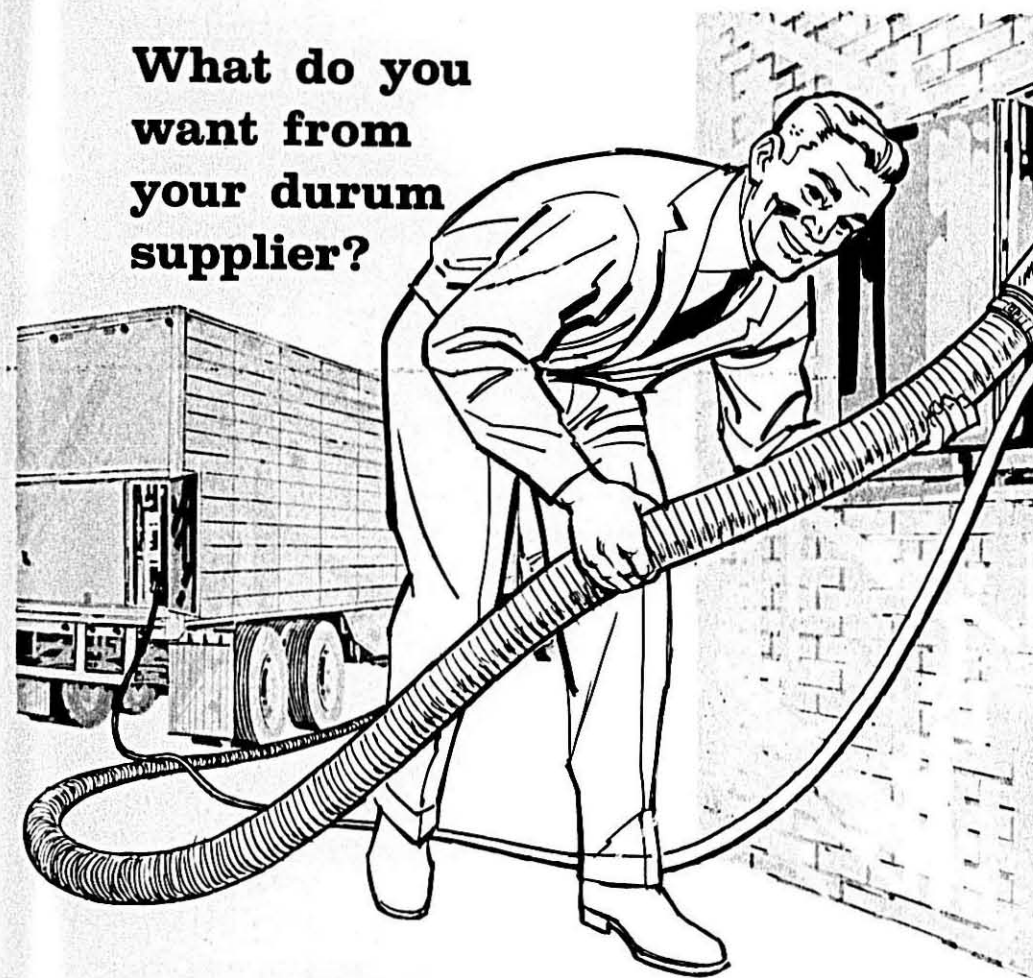
• **Macaroni Week Tie-ins**—Joseph Pellegrino of Prince Mararoni Company demonstrated the technique in eating spaghetti on the Boston Post television show "At Home With Mildred Carlson." Lloyd Skinner of the Skinner Manufacturing Company was host to a spaghetti dinner for 800 citizens of Boys Town. V. Viviano and Brothers of St. Louis conducted a teen-age spaghetti-eating contest broadcast by St. Louis Station KXLW. The Mission Macaroni Company entertained hundreds of members of the Seattle Retail Grocers Association dinner at Italian Community Hall.

• **A hotel suite in the Waldorf Astoria** was turned into a macaroni plant by the National Macaroni Institute as a presentation before the Food Editors Conference. Extra power and water lines were installed into the suite to operate a midget Buhler macaroni press to turn out products at the rate of 220 pounds an hour.

• **Construction was begun on Golden Grain's \$250,000 plant at San Leandro, California.** It was announced the building would have a floor coverage of approximately 42,000 square feet and four large silos to house ten carloads of raw material.

• **Josephine Gioia and Paul Ambrette** were wed in Old St. Mary's Catholic Church in Rochester, New York October 21, 1950. Following a honeymoon in Cuba, they moved into their new home in Westbury, Long Island.

## What do you want from your durum supplier?



If it's **SERVICE**, you get it with a  
smile from **International!**



Saint Paul,  
Minnesota

Baldwinsville,  
New York



The convenient locations of International mills at Baldwinsville and St. Paul mean fast, efficient service . . . in bag or in bulk . . . via railcar or truck . . . "piggy-back" or "fishy-back," too.

So, for dependable delivery of top-quality durum products, see your representative from . . .

**International**  
MILLING COMPANY  
DURUM DIVISION

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

✓ CHECK AND FILE THIS IMPORTANT INFORMATION

## FACT FILE ON ENRICHMENT

The minimum and maximum levels for enriched macaroni products as required by Federal Standards of Identity are as follows:

ALL FIGURES ARE IN MILLIGRAMS PER POUND

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

NOTE: These levels allow for 30-50% losses in kitchen procedure.

Suggested labeling statements to meet F.D.A. requirements:

For macaroni, spaghetti, etc., from which cooking water is discarded—Four ounces when cooked supply the following of the minimum daily requirements:

Vitamin B<sub>1</sub> .....50%  
Vitamin B<sub>2</sub> .....15%  
Iron .....32.5%  
Niacin .....4.0 milligrams\*\*

For short-cut goods from which cooking water is not usually discarded—Two ounces when cooked supply the following of the minimum daily requirements:

Vitamin B<sub>1</sub> .....50%  
Vitamin B<sub>2</sub> .....10.5%  
Iron .....16.2%  
Niacin .....3.4 milligrams

for batch mixing  
**ROCHE\* SQUARE**  
ENRICHMENT WAFERS



Each SQUARE wafer contains all the vitamins and minerals needed to enrich 100 lbs. of semolina. They disintegrate in solution within seconds... have finer, more buoyant particles... and break clean into halves and quarters. Only Roche makes SQUARE Enrichment Wafers.

\*ROCHE—Reg. U. S. Pat. Off.

for mechanical feeding  
with any continuous press  
**ENRICHMENT PREMIX**  
containing ROCHE VITAMINS



1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the levels required by the Federal Standards of Identity. If you use a continuous press, get the facts now on mechanical feeding of enrichment premix with Roche vitamins.

## VITAMINS ROCHE

For help on any problem involving enrichment, write to

Fine Chemicals Division • Hoffmann-La Roche Inc. • Nutley 10, N.J.

Enrichment Wafers and Premix Distributed and Serviced  
by Wallace & Tiernan Co., Inc., Belleville 9, New Jersey

ENRICHMENT DATA