

**THE
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JOURNAL**

**Volume 45
No. 11**

March, 1964

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



MARCH, 1964

**Convention Report
Noodle Priest Honored**



A LEGEND FOR OUR TIME

He travelled from Bronx to Brooklyn by lurching subway, his harp strapped to his back. What with the crowds and the jostling his stance was only more or less upright—depending on the tilt of his neighbor. Whenever he staggered with his Gargantuan pack he murmured a patient apology. He finally got to the party, his back near broke. Exuberantly, nevertheless, he slipped the instrument from his case. He tuned up fussily. Then he waited.

He was still waiting to be asked to play when the roistering crowd broke up at 3 a.m. True, they hadn't asked him to bring his harp. If they chose to ignore his offer to serve it was a free country, wasn't it?

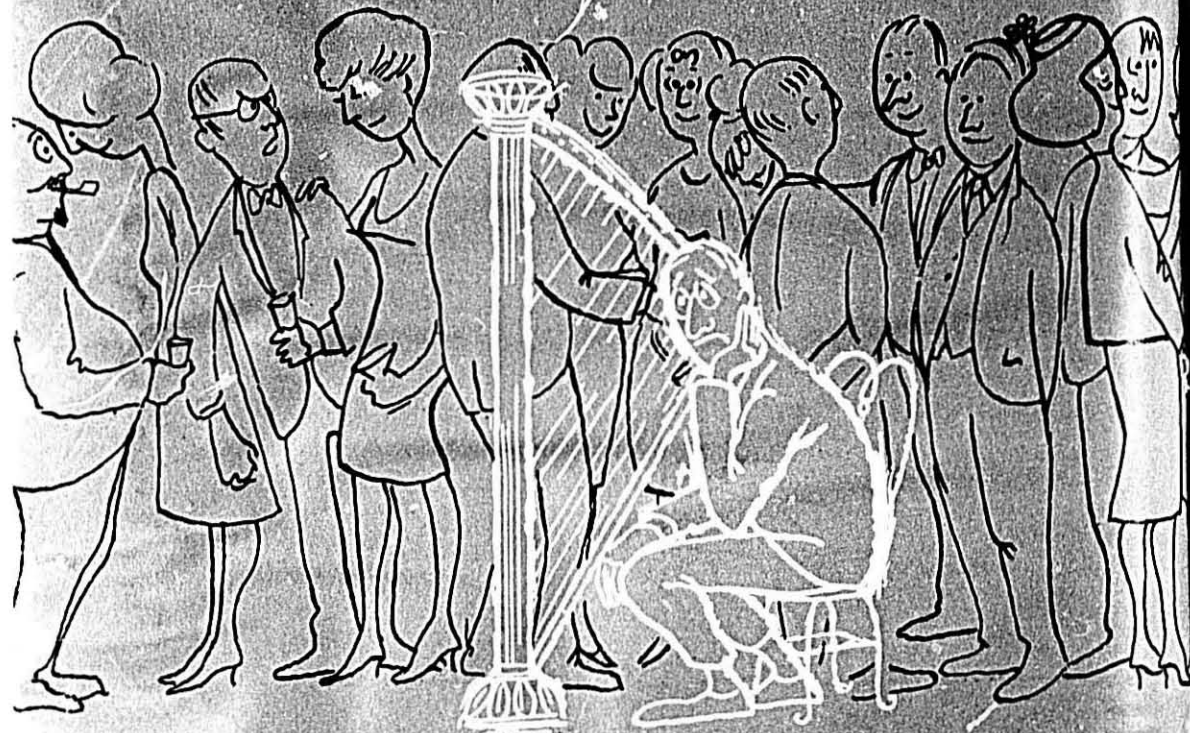
All the way home in the wee hours his walls echoed through the silent streets:

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Cover Photo

Albert Ravarino, president of the National Macaroni Manufacturers Association, is shown presenting the "Golden Noodle Award" to Monsignor John Romaniello, the "noodle priest of Hong Kong," in recognition of Monsignor Romaniello's work in Hong Kong and his projected plans for Latin America. The Maryknoll missionary was honored by the NMMA at its Winter Meeting held at the Hotel Diplomat, Hollywood, Florida, in January.

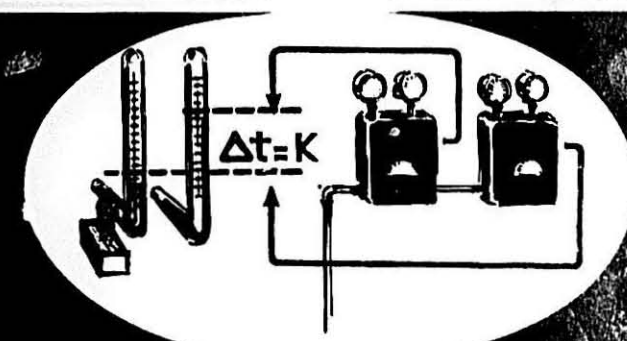
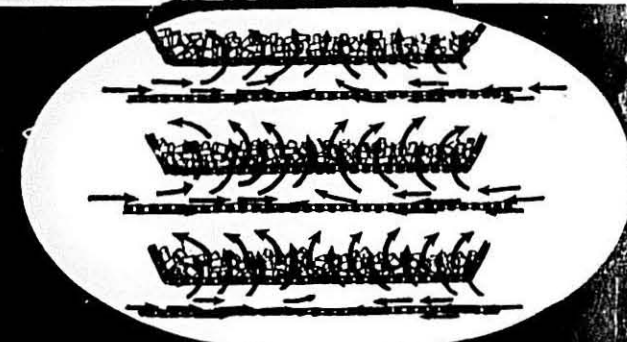
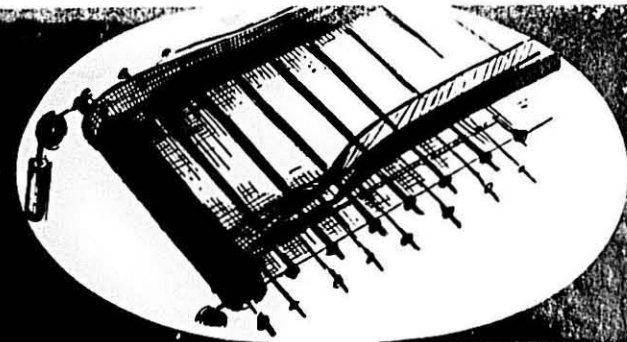
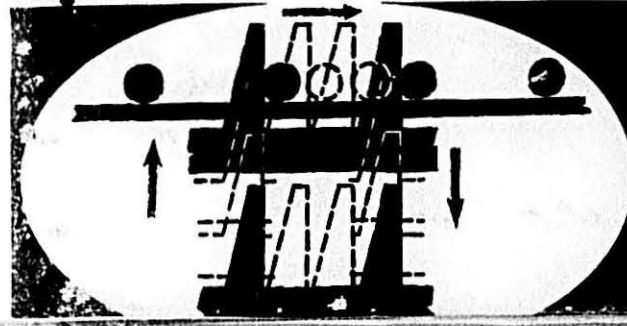
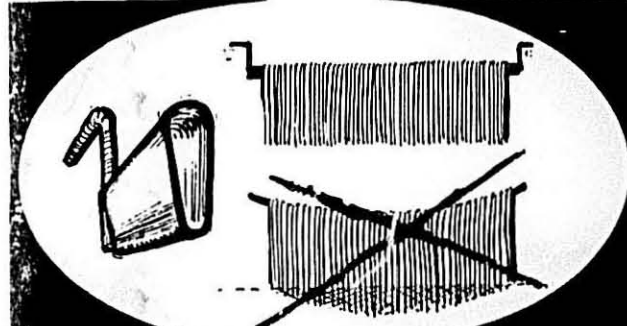
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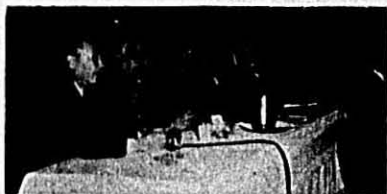
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Panelists Joe Pellegrino, Fred Spadafora, Bob Cowen, Joe Pellegrino, Jr., H. Edward Toner, and Walter Villanue, Jr., discuss management objectives.

WINTER MEETING

President Albert Ravarino gave a large measure of credit to the American newspaper food editor for the boost in macaroni consumption over the past 15 years. He reported 1963 production totaled a record 1,674,000 pounds, for a per capita consumption of 8.8 pounds.

Industry Image

SPEAKERS and discussion groups hit the bullseye at the Winter Meeting of the National Macaroni Manufacturers Association held at the Diplomat Hotel in Hollywood, Florida, January 13-16, in their aim for product knowledge, market knowledge, and improving the industry image.

Executive Secretary Bob Green declared that the industry's image with the consumer is good. He referred to a single issue of McCall's Magazine for January with editorial mention and half a dozen ads demonstrating the use of macaroni, spaghetti, and egg noodles. He observed however that our image is not as good with the distributors who want to know where the bottom is on wheeling and dealing that prevails. More emphasis on adequate returns to be used in merchandising and promotion to the consumer rather than the trade will increase consumption, he said. We need greater knowledge of the nutritional contribution of wheat foods and of marketing, so we can pinpoint the targets at which we can direct publicity.

Noodle Priest Honored

Monsignor John Romaniello, the Noodle Priest of Hong Kong, was presented a Golden Noodle Award and made honorary member of the National Macaroni Manufacturers Association for his humanitarian efforts in aiding thousands of hungry Chinese refugees with noodles made from U. S. surplus flour, powdered milk, and cornmeal.

The Board of Directors passed a resolution recognizing the need to feed the hungry of the world, and recognizing the use of noodles to this end. Monsignor John Romaniello was recognized as an instrument performing this work, and the National Macaroni Manufacturers Association is providing funds for another noodle making line.

A. L. DePasquale, U. S. Durum Products Sales Manager for International Milling Company, made a donation of \$3,000 to the Noodle Priest, and invited him to Minneapolis to tell his story to the millers and grain trade before returning to Hong Kong.

The Maryknoll missionary was born in Italy and grew up in New Rochelle, New York. He served as a missionary in China for 35 years before going to Hong Kong as a result of the Communist takeover. He developed the process for making noodles from Food For Peace foods in 1957, and his program is now spreading to other countries in Asia, Africa, and South America.

The process was developed when he observed that Chinese refugees in Hong Kong lacked the cooking utensils to convert the relief foods into readily usable foods.

He estimates that 400,000 refugees are fed annually through the free noodle program.

Durum Representative

Jake Geritz and Bud Wright, representatives of the Durum Growers Association, urged that the industry adopt a seal of approval for quality to promote macaroni and durum sales.

Dr. Kenneth A. Gilles and Leonard D. Sibbitt, of the Cereal Technology Department, North Dakota State University, described yardsticks for measuring quality for the plant breeder, agronomist, cereal technologist, and processor. They observed that Langdon variety of durum was badly hit by rust in 1963. Wells and Lakota are now the dominant varieties grown, but research for processing properties as well as insurance against disease is a continual process.

Additives

Dr. George Y. Brokaw, head of the Development Laboratories, Distillation Products Industries, Division of Eastman Kodak Company, reported that up to two per cent Myverol reduces sticking and slime of cooked products. They stand ready to help interested parties to incorporate Myverol into the Standards of Identity. The Association's Committee on Standards and Research plans to survey the results of experiments conducted by macaroni manufacturers, and have a report available by the Annual Meeting in June.

Louis E. Kovacs, of Vitamins, Inc., said five per cent wheat germ reduces sticking, enhances flavor, and increases protein value of macaroni products 50 per cent.

James J. Winston, Association Director of Research, reported Ardex defatted soy flour increases protein nutrition and decreases sticking and slime.

Image of Wheat

In a panel discussion on research to create a better image for wheat, H. Howard Lampman of the Durum Wheat Institute outlined project possibilities. Dr. Betty Sullivan of the Peavey Company observed that there is no nutritionally perfect food, but efforts should be made to improve the image of wheat so it has its rightful place in a balanced diet. Albert Weiss observed that a better image for wheat would help the macaroni-noodle business.

Monsignor Romaniello told that under-nourished Chinese children eating noodles had increased alertness of mind, improved growth, and cleared up skin trouble.

Clete Haney of Skinner Macaroni Company said that as better information is developed on the nutritional values of macaroni and other cereals, it can be used to promote sales. This has been shown by the tremendous success of Kellogg's Special K and Crest toothpaste, whose advertising is based on scientific claims.

In Super Market

William M. Hollis, Vice President and Director of Publix Super Markets, declared: "Be the best, even if you can't be the biggest. Business is people. A food seller must please women and must train the people in his organization to have pride in the company and a spirit of service to the customer."

R. Buford Wray, Director of Sales, reported that Publix doubled its sale of macaroni products in the last three-year period with an increase of only 30 per cent in sales of all other foods. Convenience foods did not account for this increase, and there was no special push on macaroni. He attributed the phenomenon to good advertising and publicity, new products, and aggressive selling.

Charles A. Capps, Southeast Regional Vice President of Publix Super Markets, said the trend is toward convenience foods. The supermarket manager needs quality products, quality packaging, and backup advertising to supple-

HITS MARK

ment his sales efforts and service. "We have loyalty to the products we sell—the only way you can lose out in Publix is not to back up your product. You need good representation."

Management Objectives

On a panel discussing management objectives of macaroni companies, Robert I. Cowen observed that there is a much greater spread on other processed cereal foods than on macaroni products, and that potatoes, as food, cost half as much again more than macaroni.

Walter Villanue, Jr. decried the futility of deals as a perpetual selling program, and urged stronger consumer promotion and service to the trade.

H. Edward Toner declared the credo of the Mueller Company is to be sure they are giving the consumer a good quality product at a fair price, and that it takes long range and short range planning to do this. He observed that products vary, markets vary, and company sizes vary in the macaroni industry. It is up to each company to inspire its people to make the company prosper.

Joseph Pellegrino, Jr. stated that motivating and guiding men is the top job for management, and the communications necessary for this are too often taken for granted.

Fred Spadafora expressed the opinion that macaroni makers are not making profits in proportion to competitive products, and the problem of over-production leads to dumping of free goods. He called for curbs to ruthless competition so effort could be put into productive channels.

Product Promotion

Theodore R. Sills, public relations counsel for the National Macaroni In-



Food Editor Bertha Hahn



Monsignor John E. Romaniello, the famed noodle priest from Hong Kong, was presented with a check for a noodle press for use in under-privileged countries by Lloyd E. Skinner, president of the Skinner Macaroni Company, Omaha. Under Monsignor Romaniello's operation, 400,000 3-pound bags of noodles are distributed to Chinese refugees each month in Korea and Hong Kong. He conceived the idea of noodles when he found refugees had no ovens and no means of using U.S. surplus flour being distributed to them. Pictured, left to right, are Archbishop Gerald E. Bergan of Omaha, Monsignor Romaniello, and Lloyd E. Skinner.

stitute, presented a Macaroni Profits Calendar with a month-by-month listing of related item themes. This will be mailed to headquarters of 550 chains and 775 volunteers, as well as to members of the National Macaroni Institute.

Elinor Ehrman of Sills' New York office displayed results of 1963 placements, and then interviewed Miami News Food Editor Bertha Hahn. Mrs. Hahn said readers want quantity recipes for fund-raising. There are a thousand women's clubs in the Miami area, for example. She noted that men have taken up cooking as a hobby and tend to use more spices and wines and recipes that offer variation and are not easily duplicated. But, she cautioned: "On your package, keep the instructions simple and understandable."

In Restaurants

Melvin Weinkle, President of Park Lane Cafeterias, Hialeah, Florida, complained that no one in the macaroni industry has come to sell him, although self-service restaurant business since 1960 has almost doubled. He noted that there have been no changes in macaroni packing in the 20 years since he has been in the wholesale grocery business. Other competitive foods are winning the expanding market of eating out, where one out of every four food dollars is spent. He urged that macaroni manufacturers research restaurant needs and sell direct where possible.

The NMMA Board of Directors approved a proposal for a three-way sponsorship of a hotel-restaurant-institution program to be conducted by the Durum Wheat Institute and jointly supported by the North Dakota State Wheat Commission.

Market Research

Verne B. Churchill, Jr., of Market Facts, Incorporated, said market research can be of significant aid to management decisions. The Association can be helpful in gathering facts for strategic decisions; companies would want additional facts for tactical decisions. Market Facts will conduct a consumer study soon for the National Macaroni Institute, to ascertain why some people do not use macaroni products and why others do not use it more often.

Social Notes

Suppliers' Socials set the stage for camaraderie and fellowship at an Ice Breaker Party on January 13, prior to the traditional Rossotti Spaghetti Buffet on January 14, and the Dinner Party at the country club January 15. Participants included representatives from the following companies:

Amaco, Inc. (Hoeffler & Karg)
Chicago, Illinois

(Continued on Page 30)



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Panelists Monsignor Romaniello, Dr. Betty Sullivan, Moderator Howard Lampman, Albert Weiss, James J. Winston, and Clete Haney.

Creating a Better Image for Wheat

HOWARD Lampman, Director of the Wheat Flour-Durum Wheat Institute, introduced the panel to discuss the creation of a better image for wheat. He began with Dr. Betty Sullivan, a past president of the Cereal Chemists and a very distinguished cereal chemist in her own right; then Monsignor John Romaniello, the Hong Kong noodle priest. Al Weiss of Cleveland represented the manufacturers; while James J. Winston spoke as a technologist. Clete Haney is advertising director of Skinner Macaroni Company.

Mr. Lampman described how the panel came about. "There has been quite a group of very distinguished people having a series of meetings in Chicago and Washington to discuss a program of research on the nutritional contributions of wheat flour foods. These people include Dr. William Bradley, president of the American Institute of Baking; Dr. Mark Hegsted, professor of the Department of Nutrition at Harvard; Dr. Ruth Leverton, Agricultural Research Service, U. S. Department of Agriculture; Howard Morton of Great Plains Wheat and the National Association of Wheat Growers; Dr. James Pence, Cereal Investigation Field Crop Laboratory, U. S. Department of Agriculture; Dr. Leroy Voris, executive secretary of the National Research Council, Food and Nutrition Board; Bob Huffman of the North Dakota State Wheat Commission; Dr. Betty Sullivan; Bob Green and Al Weiss have attended; Dr. Fredus Peters, chairman of the Cereals Committee, Food and Nutrition Board. I mention these names to impress you with the caliber of the people who have devoted their time to the development of a program of needed nutritional research in cereal foods."

"We will start this discussion of a long range program of cereal-oriented research in the area of nutrition with Dr. Sullivan. You have been involved in creating this program from the beginning, so can you tell us what the plan and the high points of its recommendations might be?"

The Plan

Dr. Sullivan: Broadly, the plan comprises the evaluation of the carbohydrates, proteins and fat fractions, as well as the vitamin and mineral contribution of wheat products to diets under normal and under stress or special health conditions. Among the more important projects are studies of the biological values of wheat protein, or to what extent wheat can supply the protein requirements of human beings of all age groups. Another study concerns the possible advantages of the high cereal diet in the prevention and delay of heart disease and atherosclerosis. Foods that are high in starch and low in fat have advantages in this direction still not fully appreciated. Still other projects will explore the mineral and vitamin contribution of wheat products, the value of products such as macaroni and spaghetti that are high in starch versus high sugar products in preventing dental caries, and numerous other projects.

Mr. Weiss: I think that as some of these findings are publicized, it will give a better image of wheat foods in general, and macaroni foods in particular, to the consuming public. Naturally, with a better image, we will help our business.

Monsignor Romaniello: Wheat products, as you know, are the staff of life in many parts of the world. Wheat and rice are the two great food products. The high calories that are needed to have man function are in the wheat and in the rice.

The U. S. government sent us in Hong Kong surplus flour which became very effective in our work with the children in school. Where rice was not available, we made noodles and served them daily. We noticed a tremendous improvement in two areas. First, an oriental child will study under any conditions, whether he is hungry or not. We found that many of the children coming to school had had nothing to eat. The noodles improved their ability to concentrate. Then you could see that

their skin began to clear up, their eyes began to brighten, their minds became more agile, and they learned more quickly. I put surplus non-fat milk powder into the noodles. That gave them a creamy taste. The children's muscles began to develop more. Their physical appearance began to improve. This all came about by pure accident, and this study, of course, is still going on.

The Possibilities

Then, Jim Winston was asked by Howard Lampman if he thought the nutritional values of macaroni foods could gain stature in the eyes of the scientific community through a program of nutrition research, and how much influence a scientist has on the public mind.

Mr. Winston replied: There are a number of approaches to this. I am thinking of when Al Weiss was chairman of our Nutrition Committee. We compiled a great deal of information to be disseminated to doctors, home economists, and the public. If we undertake research in cereal technology, there are certain facts we would want to stress about macaroni. For example, macaroni is not completely a starch material, but it does have certain protein status. Nutritionists might determine just what the quality of protein is; they might ascertain whether the fats in macaroni contribute to cholesterol. Such findings could be disseminated in journals to professional people as well as the public. The professional people have great influence on the public.

Mr. Lampman: Clete, you're an advertising man. If you had some nutritional advertising that was based on fact, if you had some nutritional facts that you could make claim to, how would you use them?

Mr. Haney: Well, it is essential for an effective ad to make a promise. It has to promise the user something. And if through nutritional research on wheat we find that there is something that will extend life or make people feel

(Continued on Page 10)

Better Wheat Image—

(Continued from Page 9)

better or cure a specific ailment, then we have a vehicle to go with.

I have been interested in what Dr. Sullivan and Monsignor said about children. When I was asked to appear on this panel, I visited with a friend of mine in the advertising business who specializes in animal feeds. He made some statements to me that I think are rather startling. He says that a baby pig is better fed than the human baby. He pointed out that today the advancement in nutritional research in the livestock industry has reached the point where everything that goes into the feed is scientifically computed. Not only the protein content but the vitamin content, the growth stimulants, and the antibiotics are computed. As a result of that they have almost completely changed the body of a pig in just a few years. It used to be that when you bought ham and bacon, there was a large amount of fat in it; today you don't find that fat. They have found a better means of controlling the feeds to animals.

Now, what can we do with it if we get it? I think that we have a couple of examples, one of them right in the food field. When we had the cholesterol scare two or three years ago, there were several manufacturers who came out with a corn oil or safflower oil margarine. They not only took a great share of the market, but they increased the use of margarine to where today margarine is over 50 per cent of table spreads that are sold in this country. I think another example of what research might do is in the case of toothpaste. When the American Dental Association came out and endorsed fluoristan, Crest took a large part of the toothpaste market. So, if we can get the right vehicle out of research for advertising and publicity, I think we can help our macaroni business and products considerably.

Protein Quality

Mr. Lampman: Dr. Sullivan, one of the points you mentioned were the re-evaluation or the evaluation of cereal protein quality. Can you tell us something about the plan, and the work in that area, of this nutrition program?

Dr. Sullivan: Yes, I think that everyone knows that there is no one food that is perfect nutritionally. When cereals are fed as the sole source of calories, experiments with rats and other animals have shown that for maximum growth and reproduction some supplementation is needed with protein of a higher biological value.

Among these would be such foods as meat, milk and eggs. However, the extent of the need for this supplementation is not known particularly with human subjects. Wheat is deficient in certain amino acids, the main one being lysine, and some of these other foods can supply lysine in a higher amount.

Shortly after World War II two English investigators named Widdowson and McCance fed malnourished children in a German orphanage a very high cereal diet. The diet was about 90 per cent wheat products, including ordinary bread and macaroni. These children, after a matter of a few months, fared extremely well in the same manner that the Monsignor described in feeding the children of Hong Kong. This was quite contrary to the work on the growth studies on animals, and while this study has been criticized by many nutritionists because it upsets some previous work, it has never really been disproved. What we would like to do right now is to repeat this experiment, feeding children on a high cereal diet, supplementing the diet with the proper minerals and vitamins but having cereals comprise at least 90 per cent of their ration. This is one of the projects, perhaps the most important, one that will, we believe, secure better acceptability from a nutritional standpoint of wheat products. Also, some of the by-products of wheat milling, notably shorts, wheat germ, and red dog, have a protein of a somewhat higher biological value than flour. The more soluble protein the wheat contains, the greater the lysine content.

Since we are faced with an increasing population, the more we learn the better. In some areas where the people have to depend on a high cereal diet, the children do well until the post-weaning stage, when often you see very severe signs of malnutrition. Here it is thought that it would be helpful if some type of a gruel, or cracker, could be developed using rather high levels of some of the wheat by-products.

These are some of the projects that we think will give a much better picture nutritionally of wheat products in the future. And, mainly, this will involve human nutrition experiments, because much that has been done in the past has been done on animals, and the needs aren't the same.

Monsignor Romanello: In Hong Kong I have noticed that mothers would sit in the morning outside their little shed in the doorway with a bowl of noodles which they would be feeding their little child. Now, this must have come through experience of their own, finding out that this food was the best type of food to give to the child.

And many thousands of girls working in offices as secretaries and typists would have a bowl of noodles as her breakfast. Yet the working girl is not fat. In Hong Kong I think you would probably see some of the thinnest people in the world. Therefore, it isn't really true to say that wheat products are responsible for fatness. Let's be more honest and say that if we eat too much of anything, it will make us fat.

Dr. Sullivan: It's the total of calories that you take in. If you take in more calories than you expend in energy, you will put on weight.

Considering Carbohydrates

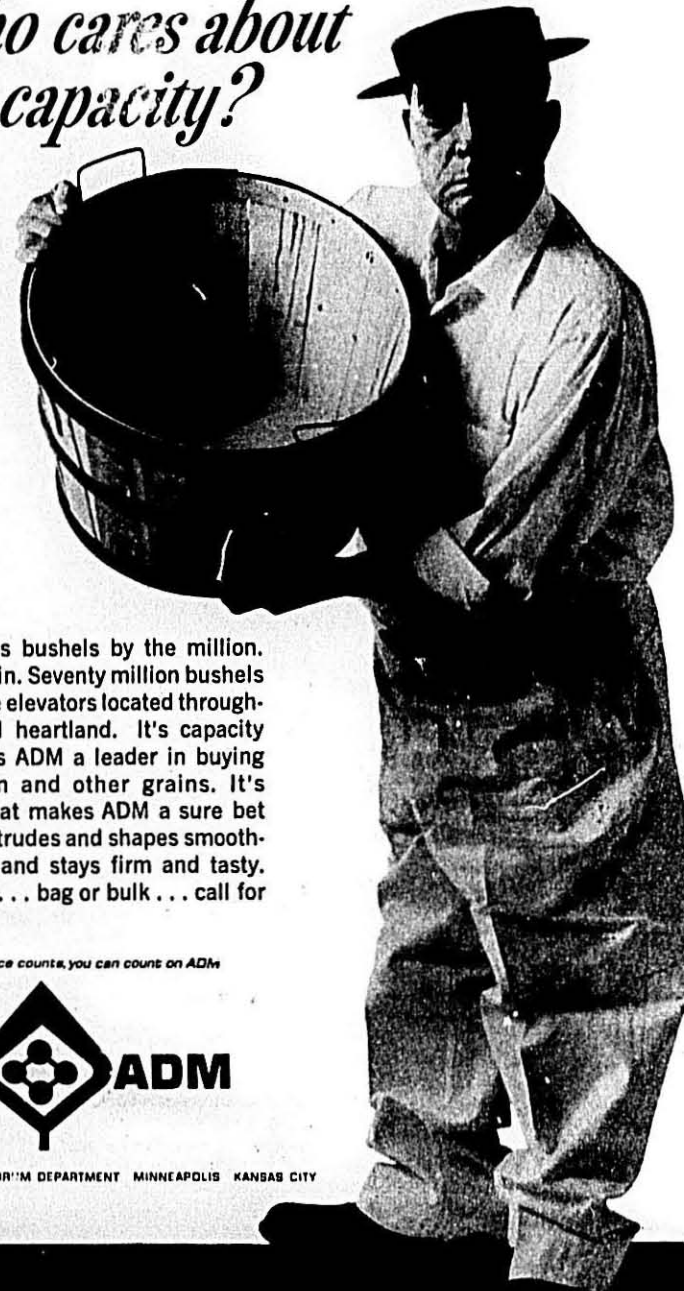
Howard Lampman directed the next comment to Al Weiss: It is generally conceded that many people think wheat-flour foods are carbohydrates, and carbohydrates are starch, and because starch is fattening that macaroni foods make you fat. How do you feel about the effort to qualify macaroni foods on the basis of protein, giving them a new character on which they would contribute generous amounts of high quality protein—I don't mean with the additives, but just the way they are now—high quality protein to popular diet. Not high quality the way protein has been evaluated, but on the basis of growth rates as Monsignor and Dr. Sullivan described in their statements?

Mr. Weiss: Well, we know we have a good food, and it is just a question of letting people know it. We know that we have a fairly high percentage of protein in our food. Now, possibly the consuming public is getting the wrong picture of carbohydrates. What's wrong with carbohydrates? There are only four calories per gram, the same as proteins. It's a quick energy food. I think we are possibly missing the boat when we talk too much about proteins. Let's talk about carbohydrates. We've got a combination of both here. This study of the nutritional contribution of wheat products should show the adequacy of wheat products—that they are complete and good foods. We know it, and now the problem is to give a different picture to Mrs. Consumer.

Monsignor Romanello: How long could you keep on eating steak every day? Psychologically, man's body is attuned to wheat products. Noodles or macaroni are a neutral food. I don't think you can get people to eat protein foods continuously. I have noticed in my own family that we had spaghetti very often when I was a child. I also remember later on as we got a little wealthier, we spaced it off to every other day; but what has impressed me is that in my family of seven people

(Continued on Page 12)

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Better Wheat Image—

(Continued from Page 10)

were hardly ever sick, which was probably due to eating the wholesome foods of wheat products.

Problem of Starch

Charles Hoskins asked this question: It seems to me that the heart of our problem is starch, because this is the main ingredient of macaroni and all cereal products. In reading nutrition books, I have the impression that starch is a product which is not required in the diet. Everything else seems to be required. I believe that this is misleading. It seems to be appearing from research that in many ways starch is a safer source of calories than sugar or fat. Dr. Sullivan, does it appear that starch has some positive need in the diet? And can this idea be put across to the consumer so that starch becomes a desirable property rather than an undesirable one?

Dr. Sullivan: Yes, I believe that is a very important question, and the advantages of starch will be explored in some projects we have in mind. First, let me say that our basic need in order to survive is calories. Starch is a main source of calories. And while in this country we have more than we need, there are many countries where calories are the basic need. Starch can supply those needs perhaps better, and at a cheaper cost, than any other food constituent. Now, there are positive values of starch, and particularly wheat starch, that haven't been recognized until recently. For instance, there is some work being done at the University of Iowa, where the use of high cereal diets has shown that there is a satiation that causes people to actually eat less. Consequently, there is less weight gain. Another point on the value of starch in our wheat products is the fact that at least three separate studies have shown that a high starch diet lowers blood lipids and lowers the blood cholesterol.

It has been shown by many studies of different population groups that those who live on a higher cereal diet than we do—for example, the Japanese and the Italians—have less incidence of heart disease and degenerative diseases. This in turn relates to starch definitely more than the protein part of wheat products. Finally (and I am just thinking of these as some of the arguments on the value of starch), there has been some recent work in England where they have shown that when starch is substituted for sugar, there is much less incidence of dental caries, or tooth decay. These are all points that we think should be explored, and if these

particular facts stand up with further research, much can be made of them. I think that emphasis on starch is something that is badly needed. We've always emphasized other aspects than the chief constituent, and we have some very real values in the starch of wheat products.

Mr. Hoskins: I have one other question which is perhaps more important than these. The medical profession and nutritionists seem to be firmly convinced that starch is bad. And in all the literature, every doctor cuts out cereal products, or cuts them down. Are we making any progress in showing them that the starch has a place? Is this getting across to the medical profession?

Need More Research

Dr. Sullivan: Well, this is exactly the area where we need further research. You see, I don't think nutrition sells a product. People buy foods and they eat foods because they like them. But more and more where we can make a choice of calories, there is need for further research showing the values of some of these starchy foods. I think the only way that this can be done is to multiply some of these projects, such as some that I have mentioned, on a high cereal diet, lowering cholesterol levels on a high cereal diet. This would be much better than a high sugar diet for many factors, such as the blood lipid level, the dental decay, all that sort of thing. When we have more of these projects that are well documented, then I think we will see a change in recommendations given by the medical profession and others to people on diets.

Mr. Winston: I came across a book that is held in very high repute, written by Wohl and Goodhart, entitled "Modern Nutrition in Health and Disease." They go to quite a length to indicate the fact that starch, in the form of carbohydrates, can play an important part in diet, particularly under great stress, where the body needs a certain amount of sugar to take care of its necessary functions. They indicate that starch, or carbohydrate of similar material, ranks as one of the first defenses upon which the body can rely, because this material is quickly converted into a quick source of energy.

I might also add that about a year ago Dr. Stare came out with a report where he stressed the fact that we should make a concerted effort to try to derive more and more of our calories from a cereal source rather than a meat or fat source. Here again the implication is that our starchy ingredient might not be so deleterious as the average consumer or public person might be inclined to believe.

A Grain Train Story

Adding a new dimension to grain handling that is expected to effect a revolution in shipping methods in the grain and milling industry, International Milling Company has moved two entire train loads of wheat from its Duluth, Minnesota, elevator to its Buffalo, New York mill in a period of nine days.

The 95-car trains each carried about 180,000 bushels of wheat. It was the first time that any food product had been transported by unit train.

International and the Soo Line and Pennsylvania railroads have received permission from the Interstate Commerce Commission to set up a "shuttle service" between Duluth and Buffalo that will move three million bushels of wheat to the Buffalo mill this winter. Two 95-car trains will carry the grain to Buffalo, each making three round trips a month.

One Commodity Unit

"This concept of a one-commodity unit train, shuttling back and forth between two locations, could help alleviate the current shortage of boxcars in the railroad industry," said P. Norman Ness, vice president in charge of grain operations for International.

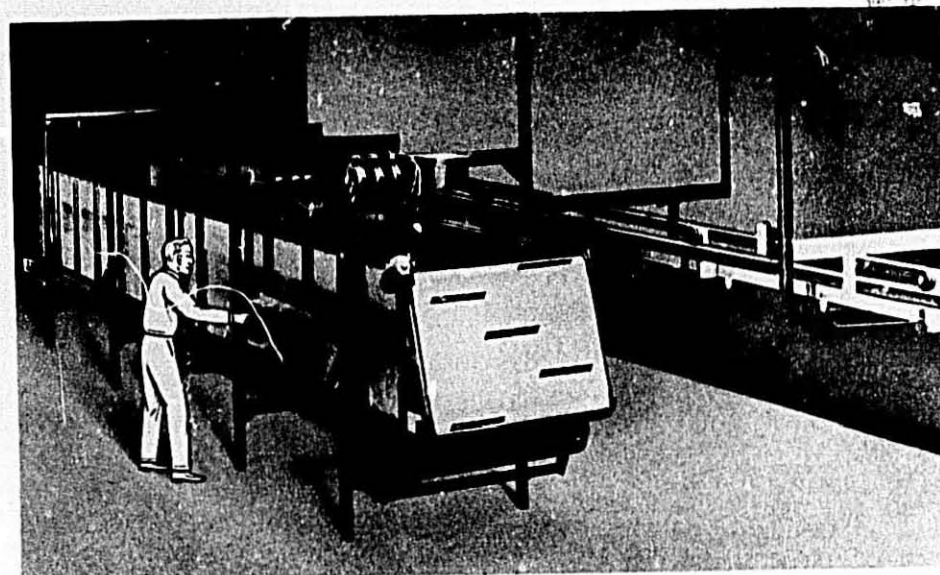
The first movement began loading at Duluth on January 8, and was completely unloaded at Buffalo less than five days later, according to Ness. "In the past it has taken as long as 20 days from the time of loading to the time of unloading at the destination for similar movements."

Ness said that "this new concept will also enhance both Buffalo and Duluth-Minneapolis as grain centers because of the additional activity which it will bring to these cities." The second such train began loading in Duluth on January 13, and arrived to be unloaded at Buffalo on January 16.

The train load rate which International has negotiated is 33½ cents per 100 pounds, substantially cheaper than single car rates.

Under previously normal operations, International shipped much of its grain from Duluth to Buffalo via the Great Lakes. As a result, International's grain department had to commit the company for specific amounts of grain to be stored and used in Buffalo in January, February, March and April while the Great Lakes were frozen. Now grain can be kept moving into Buffalo the year around.

"This levels out the market for us with the result that we can buy year around at more competitive rates rather than pay premium grain prices during the heavy buying season," said Ness.



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Durum Growers Recommend Seal of Quality

Comments by Jake Geritz

As a representative of the United State Durum Growers Association, I am most appreciative of the privilege to appear at your convention and to be given an opportunity to discuss with you certain proposals which we believe have direct benefits to you, the manufacturers of macaroni and spaghetti, and to us, the producers of durum wheat. The fact that a representative of our Association was invited by you to speak at your convention clearly demonstrates to our members that you recognize that we have many common interests, including that of economics. It is hoped that by continued cooperation and an exchange of view and opinions, we can achieve even a greater understanding between your great industry and our farmers, together with a recognition and appreciation of each other's problems—and then unite in striving to solve them.

I am sure that none of us will dispute the fact that on an economic basis there is a great interdependence between your industry of manufacturing macaroni and spaghetti and our farmers who raise the durum required to create your product. In order for you to make a profit, there must be sufficient quantity of good quality durum in order to insure a good product. Likewise, we farmers are dependent upon you for the marketing of our grain, as the macaroni and spaghetti industry is a major outlet for the disposal of the product that we raise. Thus it might be said, with considerable truth, that what is good for the macaroni industry is good for the durum growers, and vice versa.

Establish Standards

With this in mind, our Durum Association has given considerable thought and study to seeking to enhance both of our economic positions by establishing certain standards which we believe would result in gain for both of us. Certainly there is nothing new or novel in creating standards nor in using identifying stamps, labels, or seals, as other industries have been using this marketing technique for years. By this means a product receives a stamp of approval similar to that of the Good Housekeeping Seal, or other marks which distinguish it from other products.

As you well know, the higher the percentage of durum that goes into the manufacturing of macaroni and spa-



John Wright and Jake Geritz at the convention.

ghetti, the higher the quality of the finished goods. Thus, a stamp, label, or seal stating on the package the percentage of durum used in that particular product would immediately indicate to a discriminating housewife the quality of that product. This would of course require certain educational steps to be taken in order that the housewife and general public would associate a high percentage of durum with quality macaroni and spaghetti. The American housewife is not easily misled, and when she begins to associate quality macaroni and spaghetti with a high percentage of durum as shown on a stamp or label, the sale of that product should rise, which of course would be to our common benefit.

Quality Seal

Our Association does not feel that the proposed stamp or label should be one of approval, such as that of the Good Housekeeping Seal, but rather one of quality. The use of the stamp or label would immediately denote a quality macaroni or spaghetti, as the product would contain 100 per cent durum wheat. Thus we would have an identification of durum with quality in your product. Our motive in suggesting a program of this type is obvious and self-serving: the higher the quality of your product becomes by the use of a greater percentage of durum, the more durum we will sell. Thus there would be an economic gain to you and to us.

We do not propose a specific plan or program, as we do not presume to dictate the policies of your organization. We feel that any program that might arise should be developed by you. If you do look with favor on such a means of identifying a quality product of mac-

aroni and spaghetti with quality durum wheat, members of our Association would certainly be pleased, and would be willing to work hand in hand with you in developing a plan for our mutual benefit. Again, may I stress that our proposed plan of associating durum with a quality product of macaroni and spaghetti is just a proposal and not a completed program.

Consideration Invited

We invite you to consider our proposal, and if any of you desire to discuss this matter further with us on a more informal basis, Mr. John Wright, another member of the United States Durum Growers Association, and myself would be most happy to meet with you.

On behalf of the United States Durum Growers Association, I sincerely thank you for your generous hospitality and your consideration of our proposal.

New Standards for Wheat

New standards for wheat were announced at the end of January to become effective May 1. Principal changes are as follows: maximum limits are set for "total defects"—damaged kernels, foreign material, and shrunken and broken kernels. The change sets limits for total defects in grade No. 1 at three per cent, in grade No. 2 at five per cent. Limits for shrunken and broken kernels are lowered from five to three for grade No. 1. Limits are set at 12 per cent for Grade No. 4 and 20 per cent for Grade No. 5. Minimum moisture content for wheat graded "tough" is reduced from 14 or 14.5 per cent (depending on the class) to 13.5 per cent for all classes. "Dockage" is recorded in half per cent, whole per cent, or whole and half per cent, with other fractions reduced to the nearest whole or half. Dockage is material other than wheat which may be removed readily by cleaning. During a transitional period following May 1, grain inspectors, on request, will show the grade of wheat under the old as well as the new standards.

Commission Approves

The North Dakota Wheat Commission has given strong approval to the improved grain standards announced by the Secretary of Agriculture. The changes which become effective May 1, were instituted by the USDA to make U. S. wheat more competitive in foreign markets—particularly dollar markets.

James Ole Sampson, Chairman of the Commission states that the changes will improve the image of North Dakota hard red spring and durum in world markets by more nearly describing the high quality wheat raised in this state. North Dakota wheat producers are (Continued on Page 22)

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Here are four great new Betty Crocker sauce creations, now available as promotional point of purchase material for your merchandising program.

TOMATO SAUCE FOR MACARONI OR SPAGHETTI

2 med. onions, diced
1 clove garlic, minced
2 tbsp. vegetable oil
1 can (1 lb. 4 oz.) tomato juice
1 can (6 oz.) tomato paste
1 tbsp. chili sauce
1 tsp. ground dry basil, if desired
½ tsp. sugar
½ tsp. salt
¼ tsp. pepper
dash of cayenne pepper
hot drained boiled spaghetti or macaroni (7 or 8 oz. pkg.)

Brown onion and garlic in oil in skillet. Add rest of ingredients except spaghetti. Simmer uncovered 30 min., stirring frequently. Serve over spaghetti. Sprinkle with grated cheese, if desired. 4 servings.

Note: If a meat sauce is desired, brown ½ lb. ground beef with the onion.

SEAFOOD SAUCE FOR NOODLES

¼ cup butter or margarine
¼ cup flour
½ tsp. salt
¼ tsp. pepper
2 cups milk
2 egg yolks, beaten
1 tbsp. sherry flavoring or lemon juice
2 cups cooked seafood in large pieces
1 pkg. (7 or 8 oz.) cooked noodles

Melt butter over low heat. Blend in flour, seasonings. Cook over low heat, stirring constantly until mixture is smooth, bubbly. Remove from heat; stir in milk. Bring to a boil, stirring constantly. Boil 1 min. Gradually blend half of white sauce into egg yolks; pour mixture back into remaining white sauce. Just before serving stir in flavoring and seafood. Pour over hot cooked noodles. Garnish with parsley and pimiento strips.

MACARONI WITH TUNA CHEESE SAUCE

¼ cup butter
¼ cup flour
½ tsp. salt
¼ tsp. pepper
2 cups milk
2 cups grated Cheddar cheese
½ tsp. each thyme, basil, savory, minced parsley, and chives or onion
1 can (7 oz.) tuna or salmon
1 pkg. (7 or 8 oz.) macaroni, spaghetti or noodles

Melt butter over low heat. Blend in flour, seasonings. Cook over low heat stirring until mixture is smooth and bubbly. Remove from heat. Gradually stir in milk. Bring to a boil, stirring constantly. Boil 1 min. Remove from heat. Mix in cheese and tuna and stir until cheese is melted. Serve immediately over hot boiled macaroni. 6 to 8 servings.

MEXICAN LUNCHEON

1 lb. bulk pork sausage, broken in pieces
1 cup finely chopped green pepper
1 cup finely chopped onion
1 pkg. (7 or 8 oz.) uncooked egg noodles
1 can (1 lb.) tomatoes
1 cup commercial sour cream
¼ cup water
1 tbsp. sugar
2 to 3 tsp. salt
1 to 2 tsp. chili powder

Sauté meat, onion and green pepper in heavy skillet, until meat is browned and onion translucent. Drain off excess fat. Stir in remaining ingredients. Cover and simmer 30 min., or until noodles are tender, adding more water if necessary to prevent sticking. Garnish with parsley. 4 to 6 servings.

Note: For speed in preparation use blender for chopping vegetables.

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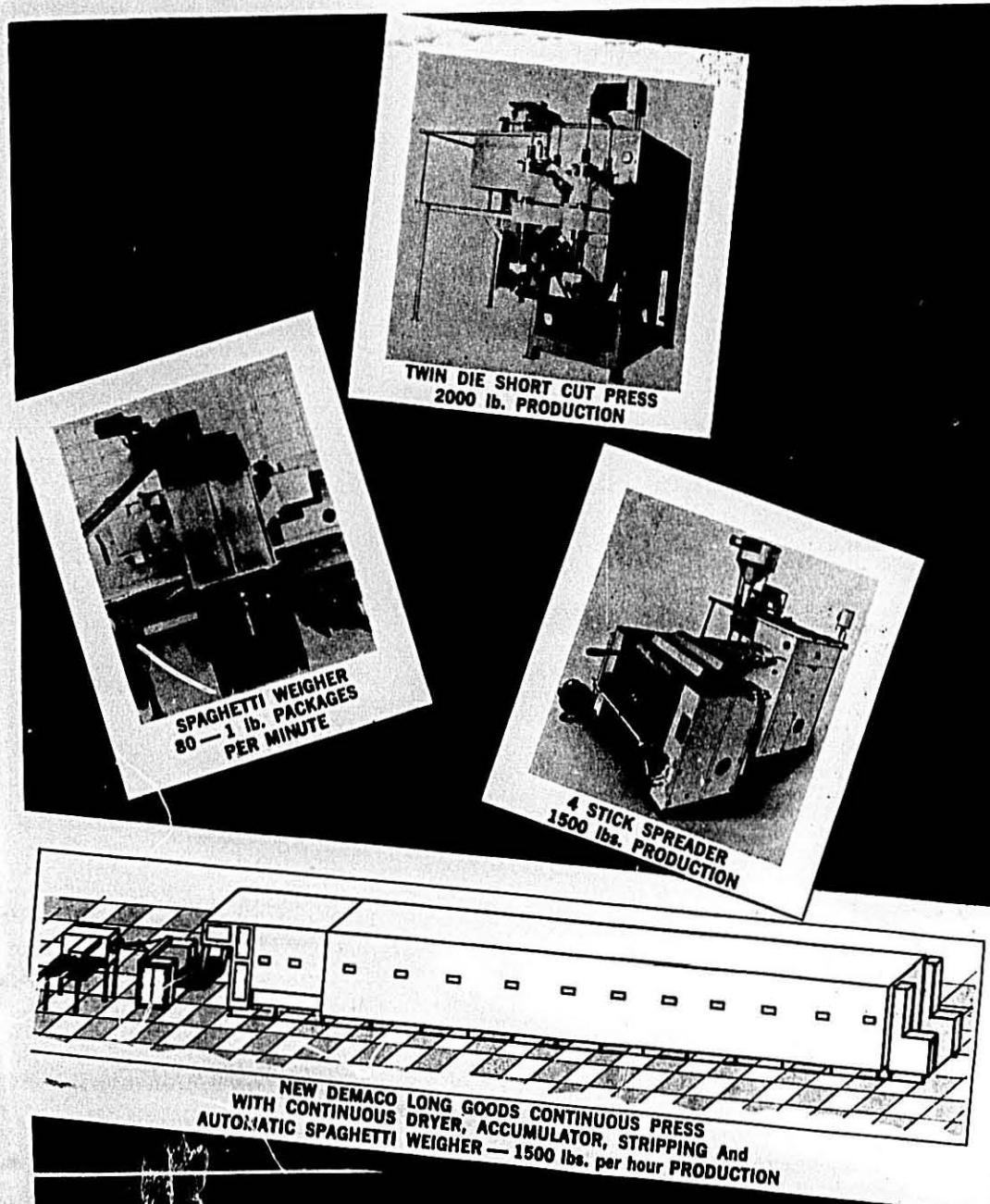
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Major Promotions Announced

Prince Macaroni Manufacturing Company, Lowell, Massachusetts, recently announced two major promotions in its executive staff: Joseph Pellegrino, Jr. has been named assistant to the president, and T. J. Settanny has been appointed vice president—sales. Both positions are newly created.

Pellegrino, Jr. has been manager of Prince's Lowell plant since 1962. Settanny joined the Prince company as national sales director in 1961 after 14 years with Pillsbury. The Italian foods company has divisions in Chicago; Rochester and Brooklyn, New York; Detroit; Miami; Merchantville, New Jersey; and Montreal, Canada.



Joseph Pellegrino, Jr.

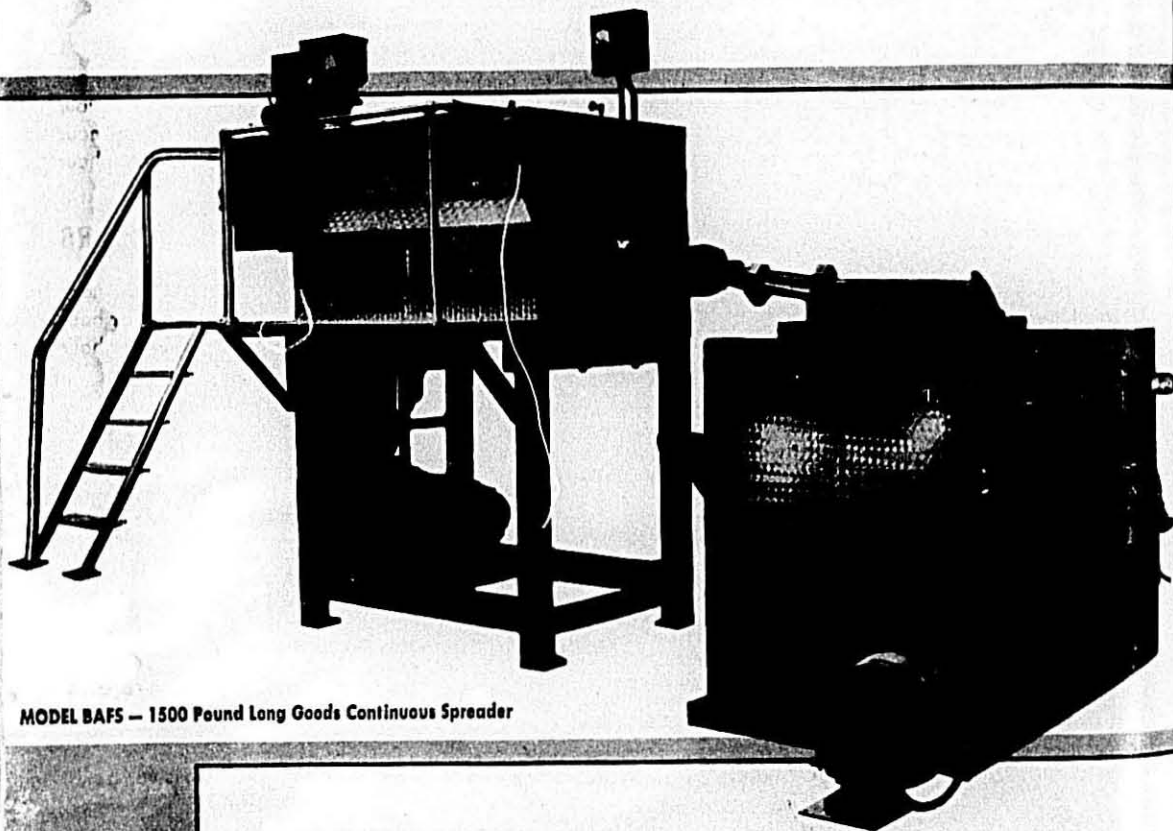


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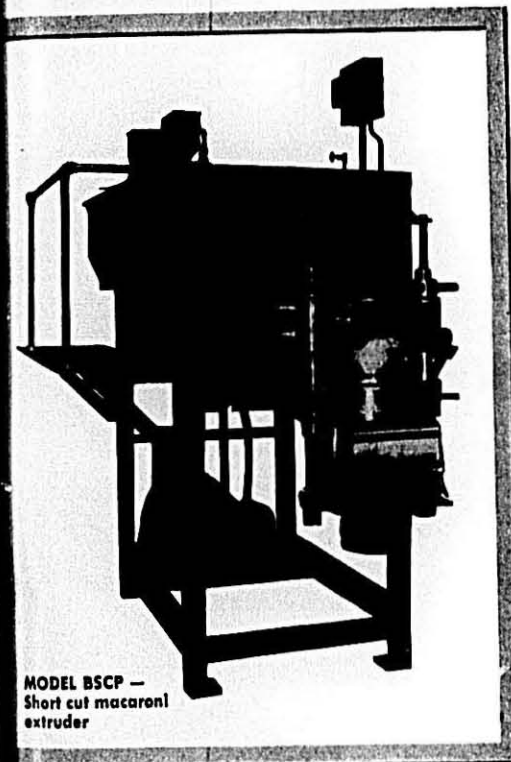
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Wheat Standards—

(Continued from Page 14)

bound to benefit from the changes, according to Sampson.

"The revised standards will help combat the repeated complaints of foreign buyers, which were re-emphasized by the 19 wheat trade teams which visited this state during the past four years."

"Without exception the high per cent of cleanout and admixtures contained in U. S. shipments has been criticized by our potential customer."

"Our aggressive competitors for the cash markets of the world have pointed to the lower flour yield of U. S. wheat shipments to obtain sales of their own wheat," Sampson adds.

"As producers," Sampson declares, "the commissioners feel the new standards will help to maintain the reputable quality of hard red spring and durum produced by North Dakota wheat growers and shipped from the state by local elevators."

"With the increased activity in international wheat trade producers and merchandisers cannot afford to ignore the customers continued dissatisfaction or the necessity of making hard red spring and durum more equally competitive quality-wise."

"Satisfied customers result in more sales and eventual increased production," Sampson concludes.

Wheat Quality Conference

Producers, processors and handlers of the Upper Midwest wheat crop met with representatives of the region's agricultural experiment stations, the U. S., Canada and Mexican Departments of Agriculture, and the Rockefeller Foundation, to discuss wheat quality at the annual Wheat Quality Conference, sponsored by the Crop Quality Council in Minneapolis.

Review and Evaluation

Conference participants reviewed the milling and baking results of spring and winter wheats included in the cooperative quality evaluation program. The wheats, grown in special plantings in Minnesota, North Dakota, South Dakota and Montana in 1963, were evaluated by 24 state, federal and industry laboratories.

Recommendations regarding several wheats are being made to agricultural experiment stations as a result of the extensive tests made, according to Donald G. Fletcher, the Council's executive vice president. Discussions included the agronomic, disease, milling and baking characteristics of the spring and winter wheat breeding lines in the tests. Several wheats were considered acceptable by the group from a milling



Durum panel: Ken Lebsack, Harold Hofstrand, Lloyd Skinner, Royce Ramsland, Don Fletcher.

and baking standpoint. Information on recommended varieties will be made available to crop producers through agricultural experiment stations and extension services in the Upper Midwest, Fletcher said.

"Efforts to improve the quality of Upper Midwest wheats are vital to crop producers, processors, and consumers," C. L. Mast, Jr., president, Millers' National Federation, told the group. Substantial progress in diversifying the Upper Midwest's Selkirk acreage is expected in 1964, according to Eugene B. Hayden, secretary of the Council. "Justin proved itself on many Upper Midwest farms in 1963 and about 2,500,000 bushels are available for seeding this spring," Hayden said.

Dean McNeal, executive vice president, The Pillsbury Company, outlined industry efforts to better serve consumer needs. "The quality of the wheat berry is a vital first ingredient in meeting the many changes facing the milling industry and grain trade," McNeal said.

Durum Discussed

The durum situation was discussed by a panel moderated by Royce Ramsland, assistant manager, Grain Department, Farmers Union Grain Terminal Association. Durum carryover totaled about 40,000,000 bushels on July 1, 1963, and the production of durum during 1963 resulted in an additional 50,000,000 bushels. "This is about a three year domestic supply and will undoubtedly stimulate efforts to export additional quantities of durum," Ramsland said.

Harold Hofstrand, U. S. Durum Growers' Association, reported that no substantial change is likely in the North Dakota durum acreage in 1964. "The continued importance of high quality durum to industry-wide efforts to increase macaroni consumption" was stressed by Lloyd E. Skinner, representing the National Macaroni Manufacturers Association. Kenneth L. Lebsack, Cereal Crops Research Branch,

U.S.D.A., reviewed efforts underway to develop new high quality durum wheats.

Summaries of the baking results of the 1963 Crop Quality Council samples were presented by Howard Balow, Tennant and Hoyt Company; Earl V. Hetherington, General Mills, Inc.; R. E. McCormick, Bay State Milling Company; D. B. Pratt, The Pillsbury Company; E. J. Stone, International Milling Company; Betty Sullivan, Peavey Company Flour Mills; and L. L. Warren, Archer-Daniels-Midland Company.

Seminar on Hybrids

A seminar on hybrid wheat followed the wheat quality conference. "Although some experimental wheat hybrids will be tested within the next several years, most scientists agree that commercially useful hybrid wheats will require additional years of research," according to Donald G. Fletcher, executive vice president, Crop Quality Council. The possibility of developing hybrid wheat varieties has become a reality only within the past two years.

Norman E. Borlaug, Director, International Wheat Improvement Project, The Rockefeller Foundation, told the group that hybrid wheats must combine good milling and baking quality, disease resistance, and yield in order to be useful. A substantial investment is required in hybrid wheat research. Therefore, "high priority must be given to testing the quality of these wheats at all stages in the breeding program," Borlaug said.

The importance of incorporating disease resistance into hybrid wheats was stressed by Marion W. Parker, Director, Crops Research Division, U.S.D.A. "Disease resistance and quality must go hand in hand" to protect growers' crops and to provide access to high quality wheat markets, Parker said.

(Continued on Page 24)

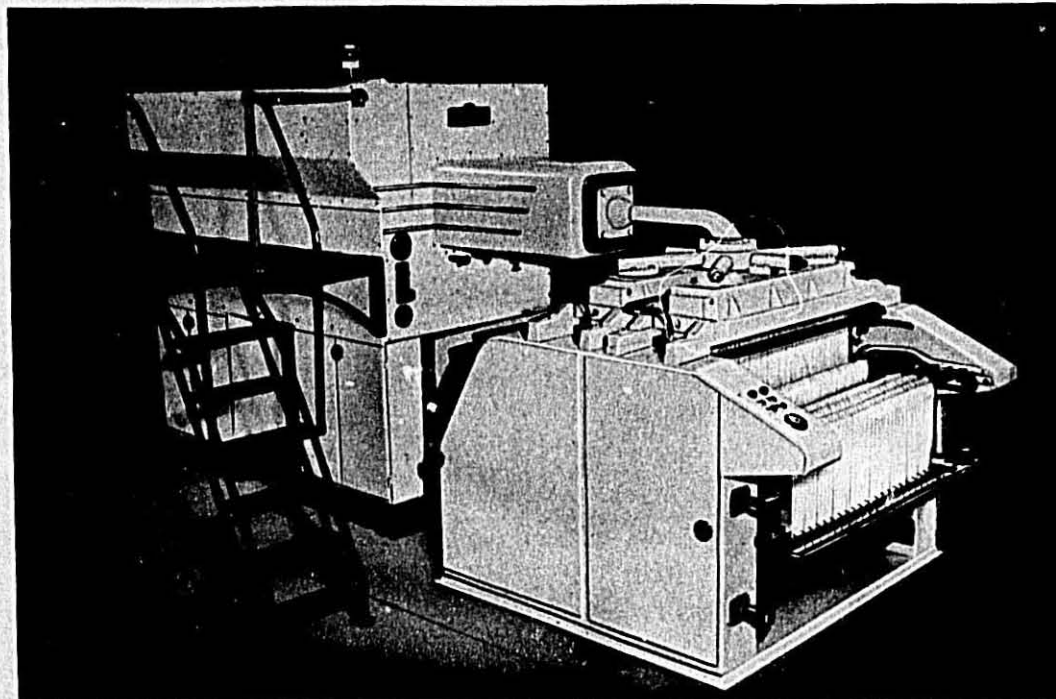
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Hybrid Wheat Potential—

(Continued from Page 22)

A vast potential market for hybrid wheat seed is possible, according to Louis P. Reitz, Leader, Wheat Investigations, U.S.D.A. A potential acreage four or five times larger than that of hybrid corn exists if successful hybrids can be developed, Reitz said.

Other seminar speakers included J. A. Wilson, DeKalb Agricultural Assn., Inc.; R. Glenn Anderson, Canada Department of Agriculture; John W. Schmidt, University of Nebraska; E. C. Heyne, Kansas State University; K. A. Gilles, North Dakota State University; and Ignacio Narvaez, National Institute of Agricultural Research, Mexico.

More Sales to Russia

In early February, Cargill, Inc. of Minneapolis said it had reached agreement with Russia to sell them 26,100,000 bushels of wheat "valued at more than \$53,000,000 at current farm prices." The sale was for cash, with the Department of Agriculture paying the exporter an estimated \$18,000,000 in subsidies.

Two contracts were said to call for delivery of 500,000 tons of winter wheat to be shipped in February and March and one for 200,000 tons of durum to be shipped in May. This amounts to 7,000,000 bushels of durum.

It was reported that the subsidies would amount to 64 cents a bushel on the winter wheat, 84 cents a bushel on half of the durum and 73 cents on the other half. The difference in the subsidy on the durum results because half is to be shipped from Atlantic ports and half from Duluth ports. The U. S. pays a higher subsidy on wheat shipped from Atlantic ports because of higher freight costs.

Reports from Moscow indicated that the Soviets would fulfill their domestic requirements for 1964 with the Cargill order. This, if true, might mean that Russia would not need all of the 4,500,000 tons of wheat it had been expected to buy from the U.S.

Wheat Treatment by Gamma Radiation

In a recent report to NMMA members, James J. Winston, the Association's director of research, told of the treatment of wheat for the elimination of insect infestation by means of gamma radiation.

The Food and Drug Administration regulations, promulgated August 15, 1963, prescribe a minimum of 20,000

rads to a maximum of 50,000 which may be safely used for the irradiation of wheat and wheat products for the control of insect infestation.

Gamma radiation consists of short wave lengths and high frequencies and has the ability to penetrate matter very significantly. This will therefore have the ability to destroy whole insects and also inactivate insect eggs to prevent them from developing.

This type of gamma radiation should be able to reduce and completely destroy micro-organisms that cause many types of spoilage. However, it is the general belief that it will take several years for this promising method of preserving food by radiation to achieve general acceptance.

Gamma radiation occurs often as a by-product from atomic reactors. At the present time, arrangements are being made to treat wheat destined for India by this method in order to prevent the wheat from becoming unsound in this warm climate.

Amber Milling Posts Record

A program of improvements played a key role in boosting the dollar volume of Amber Milling Division, Farmers Union Grain Terminal Association's durum processing facilities at Rush City, Minnesota to a new high of nearly \$7,000,000 for 1963.

Eugene Kuhn, manager of the division, reported at the regional co-op's annual meeting that improvements made through the years at the Rush City plant were climaxed by an investment of more than \$50,000 during the past year to install a dust collection system.

The improvements have made Amber Mill "even more efficient than before," Kuhn said. Dollar and bushel volume have grown steadily at the Rush City facility since it was acquired by GTA in 1942, Kuhn said, until it now grinds more than two million bushels of durum wheat every year.

Egg Futures Gyration

In mid-January shell egg and frozen products were firm, but trading on the Futures Board went wild and packers moved both frozen and shell eggs to great advantage. Offerings to the trade were limited and were in line with Board quotations rather than on a basis that buyers were willing to pay.

After the gyrations subsided, it was expected that considerable offerings would be made by people who bought on the Board with no use for the eggs, and one trade letter expressed the

opinion that "we don't think they can be sold at anywhere near the price that they were sold on the Board; but don't expect them to go below actual value on today's market conditions."

With the regular consumer demand and speculating demand, eggs were in short supply. Breaking and drying have been at a standstill for some weeks, and it will be some time in February or March before eggs are in sufficient supply to get plants back into operation. During this time stocks from unusually low storage inventories will be used to meet demand.

Frozen and dried egg prices will be predicated on actual shell egg prices in the country and should be fairly stable. Egg whites have been firm and should benefit by lower shell prices, as yolks are very inexpensive. On a per-pound basis yolks are cheaper than whole egg and will probably stay near levels of the past several months.

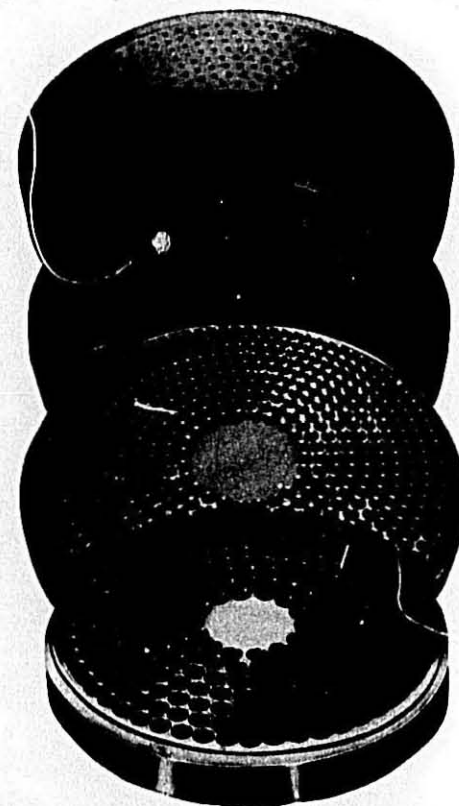
Current receipts in the Chicago market ranged from 33 to 38 cents. Frozen whole eggs were quoted at 28.5 to 29.5 cents, while white ranged a shade under 16 cents to 17 cents. In January dried whole eggs sold from \$1.09 to \$1.19 a pound, while yolks were \$1.09 to \$1.18.

December Processing

Production of liquid egg and liquid egg products (ingredients added) during December 1963 was 26,655,000 pounds—26 per cent more than in December 1962 according to the Crop Reporting Board. The quantities used for immediate consumption, drying, and freezing were all larger than in December 1962.

Liquid egg produced for immediate use was 3,442,000 pounds as compared with 3,272,000 pounds in December 1962. Liquid egg frozen totaled 15,079,000 pounds—up 44 per cent from December 1962. Quantities used for drying were 7,234,000 pounds in December 1963 and 6,723,000 pounds in December 1962. Storage holdings of frozen eggs at the end of December 1963 were 55,477,000 pounds as compared with 61,279,000 a year earlier and were 17 per cent below the 1957-61 average of 67,153,000 pounds. Holdings decreased 13 million pounds during December as compared with a 15 million pounds decrease in December 1962 and the average decrease of 18 million pounds.

Egg solids production during December 1963 was 1,893,000 pounds consisting of 752,000 pounds of whole and blend solids, 535,000 pounds of albumen solids and 606,000 pounds of yolk solids. In December 1962 production totaled 1,640,000 pounds of which 657,000 pounds were whole and blend solids, 530,000 pounds albumen solids and 453,000 pounds yolk solids.



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What Are You Doing For Me?

by Melvin Weinkle, president, Park Lane Cafeterias, Hialeah, Florida.



Melvin Weinkle reported his company does business all over the state of Florida. They have six establishments in the Miami area.

I COME to you as a three-headed dragon. I have been in three fields of endeavor in the 40 years that I have lived in the Miami area. All of these three fields involve purchasing and selling of macaroni products. My family entered the retail food business in Georgia in 1908 and continued until 1925. In 1954, when we sold our chain to another large chain, we were enjoying some \$50,000,000 in wholesale and retail food sales. So, I feel that I have had a fair knowledge of what your industry did in our behalf in the supermarket field.

At the time we sold at retail, we had four wholesale operations in which we sold institutional products. We sold macaroni products in 20 pound boxes in 1944. Today my company purchases products in 20 pound boxes. There hasn't been a significant change in the method of pack or handling of macaroni products in 20 years!

Joe Used to Call

Many years ago, after a general meeting of the Super Market Institute in Chicago, a gentleman walked up and shook hands with me, and said: "My name is Joe Pellegrino." He began to tell me about his product and what they could do in our supermarkets. I became interested, and I began to purchase products from Mr. Pellegrino, and eventually we were obtaining carload lots. What I am saying is that this man made himself known to me, he put across a line of products that we thought we could sell, and we did a good merchandising job for him at the store level.

But, do you know that in the 10 years that I have been in the restaurant busi-

ness, I haven't seen Joe Pellegrino, I haven't seen anyone whom I used to know when I was in the supermarket business!

Cafeterias Double

Do you realize that since 1960, in three short years, the self-service restaurant division of the restaurant industry has nearly doubled its sales volume? When the 10-cent stores go into the restaurant and cafeteria business, I think it is time that you realize that that part of the business is here to stay.

You asked for tips which would help your selling in the institutional field, and I am going to give you what I think are some reasonable tips that you can follow. I am also going to give you some merchandising tips from our standpoint of selling to the ultimate consumer.

Your outstanding achievements in the field of supermarket merchandising make your apparent apathy for the self-service restaurant industry — that is, mainly cafeterias — all the more curious to me. I can't understand it.

We ask you to send us human beings — warm, intelligent, friendly, knowledgeable ones — people who can come in to us and say: "Here, this is what we represent. This is what we can do for you. And what can you do for us?"

One Out of Four Dollars

In our self-service industry today, we represent 25 per cent of every food dollar spent by the American consumer in the purchasing of food. This has more than doubled in the last 10 years, since 1954. Twenty-five per cent of every food dollar spent in the United States last year was spent in restaurants. I don't believe that you have done very much toward getting your share of that 25 per cent of the consumer dollar.

Four years ago we put rigatoni on our cafeteria line. People came in who had never heard of it. That doesn't make any difference, because we sold, and still sell, a fair amount of rigatoni cafeteria-style.

But, like you, we are looking for greater profits; we are promoting macaroni products to the people we serve. People are eating out in ever-increasing numbers and with bigger families. If you would write the National Restaurant Association, they will send you figures that will positively astound you.

I want to call your attention to an "Industry Bible" used by chain stores

throughout the country. Chain Store Age has just sent to us this month's issue, which is a guide to Lenten menus and promotions. There are hundreds of mentions of fish. If you were to guess the number of macaroni products mentioned and your guess was about one per cent, you would be pretty nearly right. Here is the total mention:

"Soup is a great meal when combined with heartier fare. Mix a can of macaroni creole with a can of condensed cream of tomato soup and water. Heat and serve." Need I say more?

Selling Tips

Here are some tips on selling the institutional trade:

(1) Meet the customer. Sell yourself and your product.

(2) Research our needs. By that I mean simply this: Our batch formulas call for five and ten pound weights on measures of elbow macaroni. This means that we have to take a 20-pound box and weigh out of that box five or ten pounds. It would be a very nice thing to put either two 10-pound bags or four 5-pound bags in a 20-pound case.

(3) Develop your own research. I don't know what your problems are, but I would say that it would certainly simplify my needs and my handling of your products if there were some more uniform standards of weights. Once you have found what our problems are through your own research, come up with a package that will be helpful to us. We think that whatever you do will help us both.

(4) Last, but certainly not least: Sell direct. This is a great bone of contention among many people, but I can assure you that it means a lot to the man that is using your product when he can sit down and order 200 or 300 cases of product from you and bring it into his commissary. He is going to handle it better; he is going to appreciate the savings; and he is going to pass the savings on somewhere in his own endeavor.

Americans Eat Out

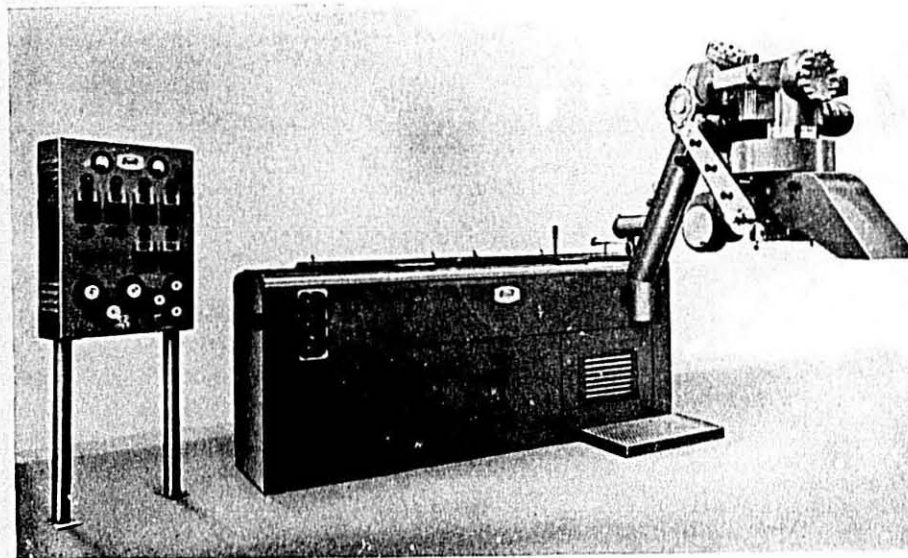
About 43 per cent of all adult Americans eat out. They spend an average of about \$4.13 per person per day, not counting alcoholic drinks. Only 65 per cent of the men eat out compared to 80 per cent of the women.

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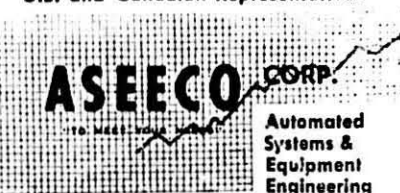
UNDER FULL VACUUM at no extra cost (a) flour is drawn from Sifter or Bin 50' away, (b) Water is metered into Mixing Chamber thru a needle Valve, (c) Liquid Egg is drawn into Mixing Chamber, (d) Flour is Mixed, Kneaded and Extruded.

RESULTS No air is whipped into flour • Carotene is preserved (No color loss) • Uniform mixing • Strength — Elasticity — Firmness.

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PRODUCT PROMOTIONAL PLANS

Report of Theodore R. Sills
to the National Macaroni Institute
at the Winter Meeting



Ted Sills tells how every \$1.00 sale of macaroni products brings in \$6.55 in related items.

IN 1963 we recommended that gift packages be sent to some of the nation's most important opinion leaders. These, of course, are the editors of national magazines, syndicates and Sunday supplements along with important and selected food publicists. Fifteen macaroni manufacturers volunteered their services and sent attractive packages to persons in their areas. Letters went out from our office to the 115 recipients at the time of each mailing, and the packages were received in March, July, and November.

From the response thus far, we can look forward to good treatment of macaroni products during 1964. For example, Suburbia Today has scheduled a color picture of spaghetti for March... this will appear in 231 newspapers as a Sunday supplement. Among the magazines also indicating use during the year of macaroni stories and recipes are Look, McCall's, Good Housekeeping, Sunset, and American Home. Syndicated columns which have scheduled material are NEA, King, UPI, and General Features.

Many large and important organizations have pledged co-op publicity this year: American Dairy, Evaporated Milk Association, National Turkey Federation, South African Lobster Tails, National Dairy Council, National Livestock and Meat Board, Poultry and Egg National Board, Sealtest Foods, National Fisheries Institute, Shrimp Association, Halibut Association, and the National Association of Frozen Food Packers.

As far as our plans for the coming year are concerned, our basic theme will be dairy, although we will tie in with all other foods that help move our product or are high profit for the retailer. Each month a different group of foods will be featured with macaroni products.

Publicity Program Mailing

The plan for the year's publicity program is given, by month, in "Macaroni Profit Calendar for 1964." This is being mailed to over 3,800 top executives, merchandising managers and buyers of all chains and voluntary co-operative grocer organizations. This is your merchandising piece, to use when calling on chains, to help set up ads and in-store displays. This complete schedule will be helpful to you, too, if you wish to co-ordinate your own advertising with monthly publicity themes.

Here are three examples of monthly themes: Let's take February, when the theme is "Macaroni and Cheese for Lent." Our program will feature recipes and photographs of meatless main dishes, starring cheese and other dairy products with macaroni products. Among foods especially emphasized will be carrots, cheese, sour cream, milk and dairy products, eggs, canned pineapple, raisins, pimiento-stuffed olives, frozen vegetables, and canned tomatoes. The calendar shows a picture of macaroni and cheese. This photograph and the recipe is available to the grocers for use in ads or flyers; a postal card is in the brochure, for quick ordering.

Now let's look at June, which is Dairy Month. The theme is "Macaroni Goes to a Picnic," and recipes and photographs released for publicity will be of salads and casseroles for picnic meals, with emphasis on dairy products. The list of items to be featured with macaroni products reads as follows: frankfurters, lettuce, cheese, milk and dairy products, canned pineapple, canned fruit cocktail, canned luncheon meat, paper products, pimiento-stuffed olives, and mayonnaise.

For October, during which we celebrate National Macaroni Week, and the October Cheese Festival occurs. We are repeating the theme which was tremendously successful during October last year: "Macaroni Money-Makers." All publicity to all media will give quantity recipes—with costed menus—

for club and church fund-raising suppers. Cheese will be given special emphasis. The complete list of related items includes turkey, lamb, pork, cheese, eggs, shrimp, canned apple-sauce, canned soups, canned tomatoes, and canned peas and carrots.

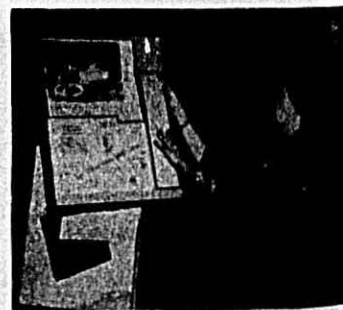
This calendar is enroute via mail to the president, macaroni buyer and merchandising manager of about 550 chain stores with 10 or more stores and to the entire list of about 775 voluntary and co-op headquarters. In the mailing to the stores, we are sending the brochure which lists the NMI members on the back page. On inside cover we are clipping a business reply card addressed back to NMI headquarters in which store people can check off and write in for glossies and/or recipes.

1964 Calendars Available

Now it is on the other copies which the headquarters office will be making available where the individual macaroni manufacturer can exercise discretion for his own benefit. These copies are blank on the back page. This was done to allow for brand, logo, package imprint or any other message that an individual macaroni man might wish to pass on to the broker, salesman, macaroni buyer or others along the marketing chain. The back page can also be addressed, stamped and used as a self-mailer.

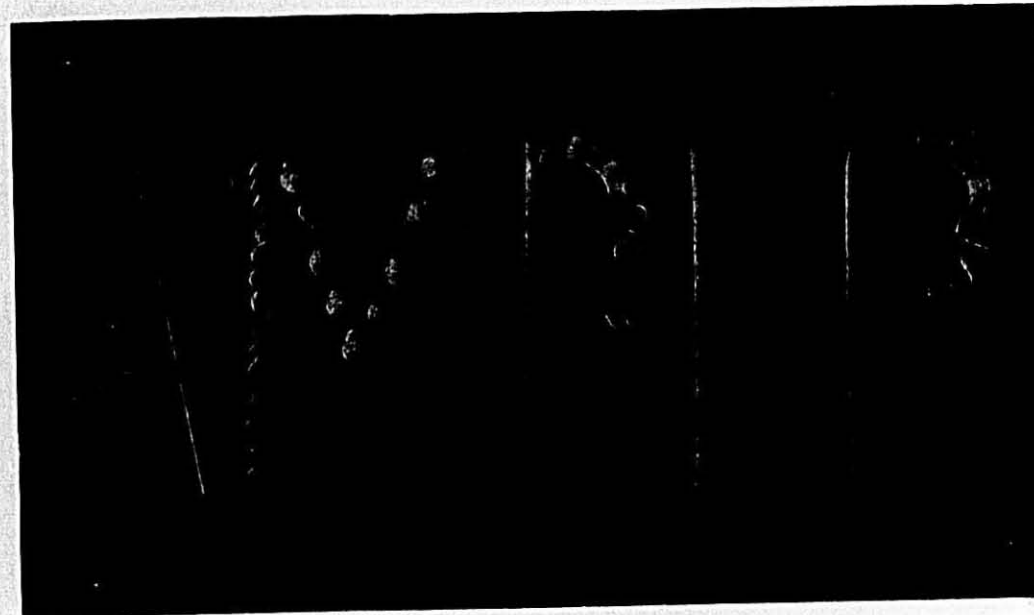
We can take it for granted that the booklet will receive broad distribution, now let's get down to cases. If I were a macaroni manufacturer, here are some ways that I would try to follow up and achieve maximum benefits for my brand of products:

(Continued on Page 30)



Elsie Erman shows recent publicity breaks in newspapers using full color food pages.

THE MACARONI JOURNAL



TO INSURE QUALITY IN ANY MACARONI PRODUCT, ALWAYS SPECIFY AMBER

In any size — any shape — it's always easier to control the quality and color of your products with Amber's first quality Venezia No. 1 Semolina, and, Imperia Durum Granular.

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Because of our unique affiliations and connections throughout the durum wheat growing areas, Amber is able to supply the finest durum wheat products available anywhere.

We are prepared to meet your orders — prepared to ship every order when promised. And because of our rigid laboratory controls, highly skilled milling personnel and modern milling methods, you can be sure of consistent Amber quality. Be sure—specify AMBER.



AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.

TELEPHONE: Midway 6-9433



Winter Meeting—

(Continued from Page 7)

Amber Milling Division, GTA
St. Paul, Minnesota

Ambrette Machinery Corporation
Brooklyn, New York

Archer Daniels Midland Co.—
Durum Dept., Minneapolis, Minn.

Ballas Egg Products Company
Zanesville, Ohio

V. Jas. Benincasa Company
Zanesville, Ohio

Braibanti—Lehara Corporation
New York City, New York

The Buhler Corporation
Minneapolis, Minnesota

Clermont Machine Company, Inc.
Brooklyn, New York

DeFrancisci Machine Corporation
Brooklyn, New York

Doughboy Industries, Inc.
New Richmond, Wisconsin

Du Pont Film Department
Wilmington, Delaware

Frost Packaging Corporation
Brooklyn, New York

General Mills, Inc.
Minneapolis, Minnesota

Henningsen Foods, Inc.
New York City, New York

Hoskins Company
Libertyville, Illinois

International Milling Company
Minneapolis, Minnesota

D. Maldari & Sons, Inc.
Brooklyn, New York

Monark Egg Corporation
Kansas City, Missouri

North Dakota Mill & Elevator
Grand Forks, North Dakota

Wm. H. Oldach, Inc.
Philadelphia, Pennsylvania

Peavey Company Flour Mills
Minneapolis, Minnesota

Rosotti Lithograph Corporation
North Bergen, New Jersey

Triangle Package Machinery Co.
Chicago, Illinois

United States Printing & Lithograph
New York City, New York

Vitamins, Inc.
Chicago, Illinois

Spaghetti Buffet

Genial Host Charles C. Rosotti presided at the traditional Rosotti Spaghetti Buffet, which was a spectacular array of Italian delicacies. Representatives of the press o'ed and ah'd at the tasty concoctions of spaghetti and lasagna.

At the Noodle Party for the Noodle Priest, the piece de resistance was roast beef and Fettuccini Alfredo.

The group elected to return to the Diplomat in 1965.



Charles Rosotti presided at the Traditional Spaghetti Buffet.

Product Promotional Plans—

(Continued from Page 28)

One way would be to imprint my logo on the back cover and then list all of my items with a couple lines to tell why my brand is superior. Then, I would attach my own postcard to the inside front cover and send it with a note or put it in the hands of my sales staff to deliver to our customers. I would want my customers to know that the industry to which I belong is actively doing something to help the retailer sell more macaroni but also that I, too, am doing something to market these products.

Secondly, as another follow-up, I would institute a series of monthly mailings, starting with say, for instance, February. I would have one of my office girls cut up a bunch of these brochures and send a reminder to my customers at least once every month. This would be just the one month clipped out of the brochure and it would be mailed out in the middle of the preceding month with just a simple memorandum sheet with the words: "Let's make a date to sell more macaroni . . ." and sign it with company name.

Thirdly, I would seek co-operation of some of these related food items, particularly if they were in my sales areas. As an example, in our June calendar you will notice emphasis on dairy products for June. I would send copies of the calendar with the June area circled in red to dairies in my sales area offering to get together for a possible cooperative endeavor on a picnic promotion. Another possibility in June would be local or regional meat packer for a tie-in on macaroni products and hot dogs or cold cuts, either of which would make an excellent warm-weather related item promotional event.

Contact Dairies

In addition to contacting local dairies, meat packers, etc., who might be interested in joining me in a related item push, I would circle some of the related items in the various calendar months, such as seafoods, dairy items, canned or frozen goods, with a big red pencil and send with a note to the buyers of these items in the stores which are my customers. The macaroni buyer may not see the possibilities or have the need that one of these other buyers may gobble up to help push his products.

A color photograph will be released on a large mailing for Macaroni Week. Spaghetti and Meat Balls will be the main dish in a macaroni money-maker menu for churches and clubs.

With knowledge of the Macaroni Week publicity theme, this far in advance, you can make use of it in your own advertising, and in seeking co-operation of chains in in-store displays and their own ads. An additional tool for you will be mimeographed material for church and club groups for use in planning their "macaroni money-maker" dinners. Menus, recipes to serve 50, 100 and 500 will be given, along with approximate costs, and generally helps in setting up such fund-raising dinners. This will be available to you through the headquarters office, in any quantity you can use for local distribution. You can stamp your own company name on it if you wish. Distribute it in any fashion you choose to all organizations in your territory which might put on money-maker meals.

Training Table

Sports Illustrated had this startling story in the January 13 issue:

The nation's athletic trainers are in for a nasty jar. They have been feeding their athletes all wrong, according to Dr. Warren Guild of Lexington, Massachusetts. Instead of serving the performer a thick, juicy steak before a match, says Dr. Guild, feed him pie, spaghetti, waffles, pancakes and all such starchy stuff.

Dr. Guild should know. He is a vice-president of the American College of Sports Medicine and senior associate in medicine at Boston's Peter Bent Brigham Hospital. Each morning he runs eight to 12 miles, and he has competed in a variety of road races, including several Boston Marathons.

The Guild theory is that of the three basic kinds of food—fat, starch and protein—starch is best for the athlete's preperformance meal, since its residue of acid is easily eliminated, just by

(Continued on Page 32)



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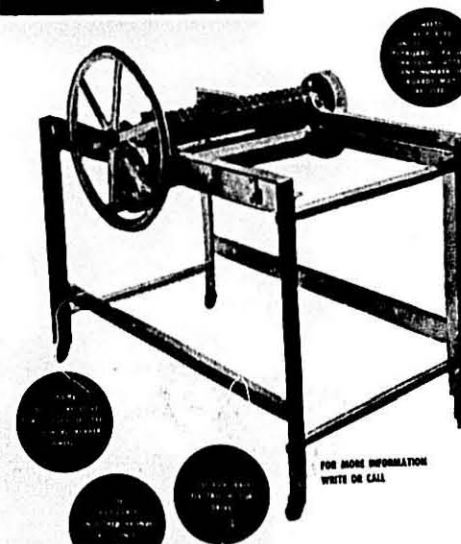
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Training Table—

(Continued from Page 30)

breathing. The same applies to fat, except that it hangs around in the stomach too long. But proteins give off their acid through the kidneys.

"An athlete's kidneys shut down when he exercises," Dr. Guild explains. "When the kidneys aren't working, he doesn't get rid of the acid."

A proper menu, he said, might be made from a combination of some of the following:

Macaroni, spaghetti, bread, crackers, pancakes, waffles, rice, pie, fruit juice, honey clear candy, baked and boiled potatoes, fruits and squash. "An athlete must have liquids before a game because he sweats so much," the doctor says. "To get salt and liquid together in one combination, I'd recommend bouillon."

"Coaches and trainers do a wonderful job getting players ready for a game, but they don't know much about nutrition. There are about 50 deaths a year in sports. Half of them are due to injuries, the other half are from exhaustion. If we can reduce the toll of exhaustion fatalities by scientific methods, then we are making considerable progress."

Cancel that sirloin. Spaghetti, please—and no meatballs.

Versatile Macaroni

Versatile, versatile pasta is pictured on the cover of Volume Feeding Management for February. This Conover-Mast publication goes to restaurants, hotels, employee feeding, hospitals, schools, colleges, clubs, caterers and the like.

The article says: "There's ribbons and bows, rods and tubes, spirals and shells, alphabets and curls, and maybe a hundred more shapes. Maybe you call them pasta. Or macaroni products. Or,



Revorino & Freschi, Inc., St. Louis, Missouri, are offering a billable food strainer free with the purchase of two packages of R & F elbow macaroni. Space Magic, of 7 Park Avenue, New York, manufacturers of premiums and packaging, made the strainers, and their Consumer Product Designer Anne Myers points out the offer.

In turn, spaghetti, macaroni, noodles. But whatever shape or name, they belong on your menu somewhere." Food management editor is Eulalia Blair.

In full color canned ravioli is pictured with broccoli; then step-by-step directions are given for lasagna. Four dishes are pictured in another layout: elbow style macaroni in Macaroni Beef, Buttered Broad Noodles as a side dish, baked Spaghetti and Cheese, Baked Salmon au Gratin with Shells. Still another page shows broiled trout with mushroom sauce accompanied by egg noodles. Rules for cooking are given, along with easy, inexpensive ways for variations.

Sills & Company, in working out these features with the editors for the National Macaroni Institute, has obtained a very timely break.

Mueller Marketing Men

The C. F. Mueller Company of Jersey City, New Jersey has named George W. Sherlock sales manager succeeding John M. Murphy retired and C. Frederick Mueller, Jr. marketing manager.

Mr. Sherlock had been sales training manager while Mr. Mueller, Jr. had been manager, chain store operations.

New Members

Gabriele Macaroni Company of Los Angeles has become a member of the National Macaroni Manufacturers Association.

Also Henningsen Foods, Inc., 48 products processors of New York City, have become an associate member.

La Rosa Expands Line

V. La Rosa & Sons of Brooklyn, New York, has moved deep into the specialty field with a new pizza mix line and a group of three dinners called Mac 'N Rice.

United States Printing and Lithograph, Division of Diamond National Corp., worked closely with La Rosa's Packaging Division in designing seven folding cartons for the new lines and lithographed them in four colors on solid bleached sulphate.

The pizza line reaches grocery shelves in four different varieties—Pizza with Sauce, Sausage Pizza with Sauce, Anchovy Pizza and Sauce and Cheese Pizza with Sauce.

The Mac 'N Rice group combines servings of rice, extra thin spaghetti and seasoning mix consisting of either beef, chicken or Spanish seasonings.



Biennial International Exhibition

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Mechanical handling

Food-processing industrial machinery

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Confectionery industry
Dairy industry
Oil and fat industry
Mills and for the production of animal foodstuffs
Production of bread, "grissini", biscuits, etc.
Production of "pasta"
Analytical appliances for the foodstuff industry.

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Lenten Push

Heavy advertising of tuna during Lent will see Chicken-of-the-Sea advertising in McCall's, Sunset, and Good Housekeeping magazines offering a two-week tour of the West in a private railway car.

Crusty Tuna Surprise, a casserole recipe, is being promoted jointly by Star-Kist Foods and the Kellogg Company, with half-page color ads in the Ladies' Home Journal, Good Housekeeping, Better Homes & Gardens, and Life. The recipe will be pushed on CBS television and through in-store display materials.

Campbell Soup will push canned macaroni and spaghetti in a Lent-Mates promotion with tuna and other items. Commercials on 15 networks TV programs and in-store displays will give backing. Campbell was also pushing Franco-American macaroni with cheese sauce and Spam. Focal point of this promotion was a full-color ad in the February issue of McCall's with a special recipe card insert.

Golden Grain

The Golden Grain Macaroni Co. is offering retailers a Lenten display and advertising allowance on its four convenience dinners—Noodle-Roni, Scallop-a-Roni, Twist-a-Roni, and Spaghetti Dinner.

The allowance on one promotional order only, will enable retailers to display the dinners at three for \$1 during the Lenten season while the products are being promoted by network television commercials.

Lawry's Spaghetti Sauce Mix has scheduled four full-color ads in McCall's magazine starting with the April issue.

Ragu Packing Co. runs 525-line newspaper ads with entry blanks for its Lenten promotion of spaghetti sauce. Prizes include a seven-day trip to the Bahamas, a Webcor stereophonic console and three Polaroid color cameras. Campaign is carried in eleven markets.



Canepa's Red Cross Spaghetti was honored recently at the Chicago Arts Festival held at McCormick Place. The century old spaghetti company was selected as one of eighteen national brands exhibiting—the only spaghetti product in the show. The exhibit showed a step-by-step development of a newspaper advertising campaign, from the inception of the basic idea through the printing of the actual ad. Canepa's four color, full page "Upholding Italy's Honor" campaign was used in demonstration. Lilienfeld & Co., Chicago, is the Advertising Agency.



Test Market

I. J. Grass Noodle Co. is test marketing an instant coffee under the Mrs. Grass label in Chicago. The coffee is the first non-noodle product by the company and represents the start of a plan to diversify the products using the Mrs. Grass label. The six-ounce jar of coffee, which sells for 79 cents, is packaged by Hygrade Food Products, Detroit, which acquired I. J. Grass about a year ago.

Skinner Dinner Quickies

The Skinner Macaroni Company, Omaha, is introducing a new promotion this spring called "Skinner Dinner Quickies." The promotion is a natural for displays and for stimulating the sale of macaroni products and high-

profit, fast turnover related items.

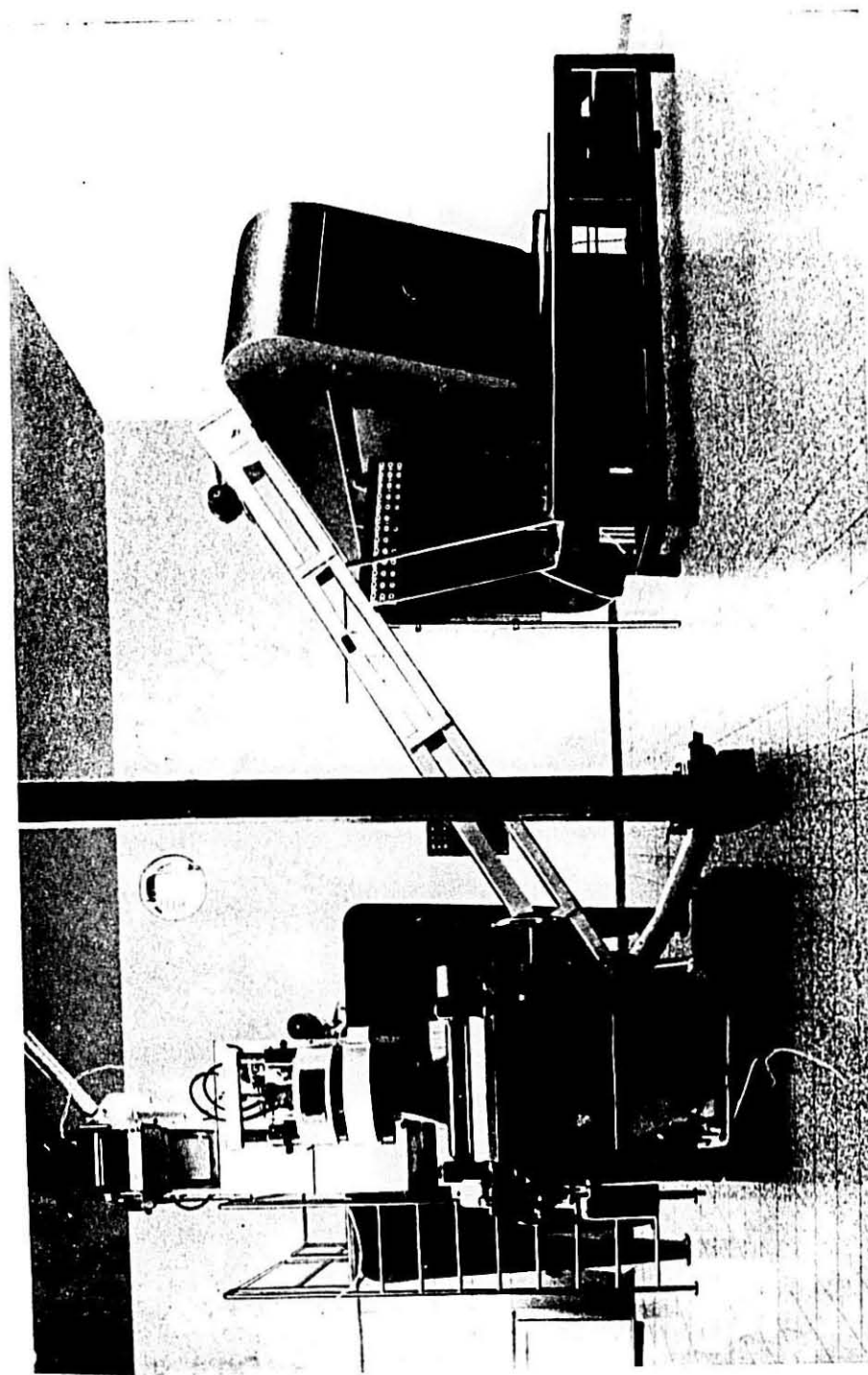
Based on a new recipe concept for homemakers, the promotion is built around 10 Skinner Dinner Quickie recipes, with these unusual features: no recipe requires more than four ingredients; all provide generous servings; each dinner can be prepared in 10 minutes; the dinners beat packaged dinners for speed, convenience and cost.

Skinner Dinner Quickies feature moving or high-profit related items and are easily adapted to dump bin displays.

A check of the recent Colonial Stores study shows that Skinner Dinner Quickie related items with margins well above the average for the dry grocery department are: canned tomatoes and sauerkraut, canned corned beef and pickle relish.

Skinner Macaroni Company will provide display materials... including a dump bin to accommodate the items of the featured recipes. Six sheets are furnished for the panel where the items are listed and priced so that grocers can feature the related items best suited to their individual market. In addition, the Skinner Company makes available colorful posters and recipe folders.

Skinner has scheduled advertising in 127 daily newspapers, Good Housekeeping, Family Circle, Woman's Day and Progressive Farmer magazines. Radio and television will be used in selected markets. The consumer theme is that "Skinner Dinner Quickies beat packaged dinners for speed and convenience."



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MACARONI IN MIAMI

Make Yours Macaroni

During the Winter Meeting of the National Macaroni Manufacturers Association, Bertha Cochran Hahn, Miami News Food Editor, saluted the event and presented two colorful illustrations of exotic macaroni dishes on the front page of the newspaper. They were Hawaiian Chicken and Spaghetti Kaula for a luau main dish and a lamb and coconut curry served on fine egg noodles inspired in India. Her caption read: "Make Yours Macaroni."

Mass Display Moves Merchandise

Walter C. McKelvey, general manager of Shell's City of Miami, world's largest supermarket, reports that during the week of January 13 they had the world's largest display of macaroni. Some 14,000 pounds, over 700 cases of assorted San Giorgio macaroni products, were put on display by representatives of Bonacker & Leigh, Inc. and the San Giorgio company.

In conjunction with a newspaper feature on San Giorgio products, a very attractive scene depicting the Isle of



In Shell's City Restaurant: left to right, Paul Levesque, Bonacker & Leigh, Inc.; Bob Podda, San Giorgio district manager; Russ Wells, manager, Shell's City Restaurant; and Bert Guerrisi, assistant sales manager, San Giorgio.

Capri was placed in the Shell's City Restaurant and a spaghetti dinner was featured during the four-day week-end.

Results of the tie-in were declared extremely rewarding with over \$100,000 in unit sales made from the display.



Left to right: Bert Guerrisi, Vice President and sales manager, San Giorgio Macaroni; Walter McKelvey, General Sales Manager, Shell's City of Miami; and Russ Wells, assistant sales manager, San Giorgio Macaroni, Inc. Display is shown front and back.

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WAY BACK WHEN

40 Years Ago

• There was concern in the macaroni industry because durum millers began quoting semolina by the pound instead of the barrel. Objectives developed because of the troublesome fractions involved creating wide variance in the price per barrel and because the action was taken without consulting the trade.

• "Does the automobile-owning public eat macaroni?" W. B. Edwards, in *Printer's Ink*, observed that not over a dozen firms out of more than 500 macaroni manufacturers could be termed successful. He advised the calamity-howlers to switch from covered wagon selling methods to modern ways, and they would find the country wasn't headed for the dogs.

• Farmers were urged to grow less but better durum. Macaroni makers were shunning low grades which made up more than half of the crop. They urged that red durum growing be discontinued.

• Guido Tanzi, the die maker, invented fusilli, or corkscrew spaghetti.

• The Association's Vigilance Committee was instrumental in crackdowns on more than a dozen violations for artificial color and insufficient egg solids in noodles.

30 Years Ago

• The New Macaroni Deal—the Code approved by the Government on January 29, 1934, was hailed as a Magna Carta for the industry.

• Geographical regions for more effective administration were set up, with the country divided into 12 areas. Meetings of macaroni manufacturers in each area were called.

• "Salesmen can dig up merchandising facts," claimed an editorial story urging that sales campaigns be based on marketing experience.

• Millers met in Minneapolis to confer on raw material standards under the Macaroni Code, and perfect understanding was reached.

• The Energy Trio—Macaroni, Spaghetti and Egg Noodles—might be called "Meat From Wheat" said Milo Hastings, Director of Physical Culture, Food Research Laboratory.

Marketing Director Named

Peter J. Viviano, president of Delmonico Foods, Inc., Louisville, Kentucky, has announced the appointment of Robert F. Sennott as Director of Marketing.

20 Years Ago

• "The wealth of the nation is in the strength of its people." Industry was called upon to set up programs of physical fitness to curb absenteeism in plants and to keep men and women fit to fight.

• President C. W. Wolfe asked industry members some pertinent questions that were puzzling the industry concerning the lack of demand for macaroni products and how managers planned to keep finished inventory from becoming a burden while keeping employees satisfied with their earnings.

• The War Manpower Commission was making a survey to determine how utilization of manpower could be improved.

• The Office of Price Administration issued new amendments to the pricing order for macaroni products.

• The Department of Labor published an order setting minimum wages in the bakery, beverage, and miscellaneous food industries at 40 cents an hour.

10 Years Ago

• President Tom Cuneo reported a slight decline in macaroni consumption and urged the industry to work harder in 1954.

• Sales Consultant John Mock urged an end to price cutting, and planning sales to make a profit.

• Ted Sills said: "In order to sell more macaroni effectively, the consumer must first be made aware of the product through regular and consistent publicity."

• Six organizations teamed up for Lent in a salmon - macaroni dinner promotion. The six: Canned Salmon Institute, U. S. Steel, Can Manufacturers Institute, Pet Milk Company, Campbell Soup Company, and the National Macaroni Institute.

• The Palazzolo Company of Cincinnati adopted the Duncan Hines signature for their macaroni products as an "Adventure in Good Eating."

• Don Fletcher explained his proposal to speed up durum breeding and quality testing to relieve the rust problem, urging NMMA's financial support.

Mr. Sennott was formerly a sales manager for Pepperidge Farm, Inc., and prior experience includes executive sales positions with the Foil Division of Kaiser Aluminum, and with the Green Giant Company.

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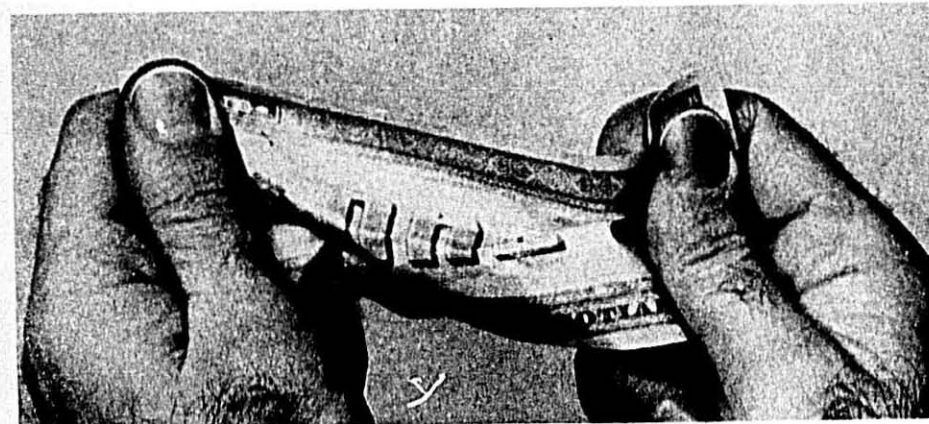


Robert F. Sennott

At Delmonico he will be in full charge of all marketing activities throughout the company's 28-state distribution area. The firm manufactures a complete line of dry macaroni products, spaghetti sauces and various convenience foods.

THE MACARONI JOURNAL

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