

**THE
MACARONI
JOURNAL**

**Volume 51
No. 11**

March, 1970

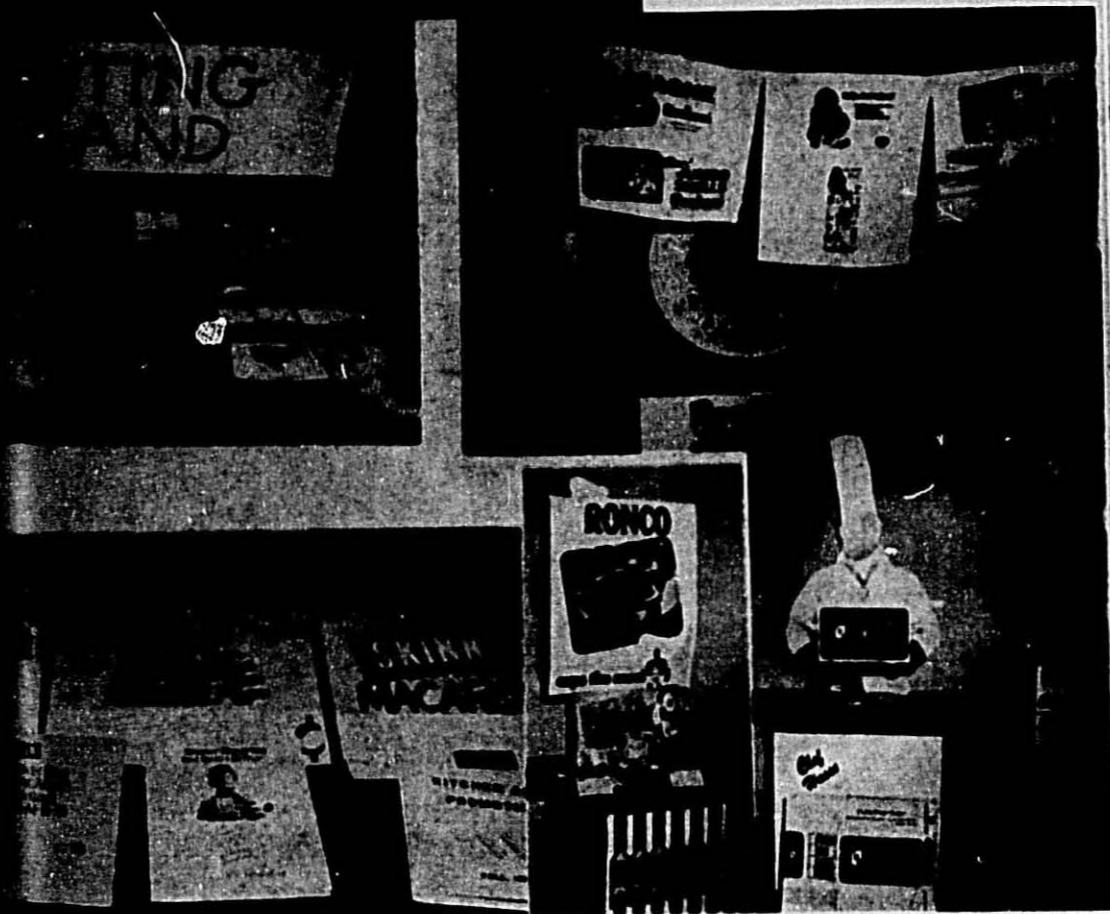
Macaroni Journal

OFFICIAL PUBLICATION
OF THE
MACARONI MANUFACTURERS
ASSOCIATION



MARCH, 1970

Macaroni Ad Gallery



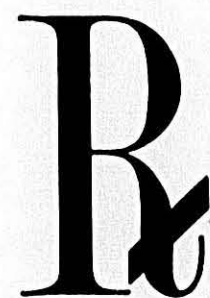
PACKAGING PERSONALITIES

Thomas Jefferson

Farmer, inventor, philosopher, diplomat, statesman, gourmet. Among the many foreign foods he introduced to the United States were such specialties as Parmesan cheese, Sacca wine, and Neapolitan macaroni. In 1788 he imported a molding machine from Naples and so became the first producer of spaghetti and other pasta products in America.



LEADERSHIP Thomas Jefferson led the way to the founding of an important segment of the great American food industry: macaroni manufacturing. Since 1898 Rossotti has been a leading producer of effective packaging for macaroni and its related products, and we're obviously proud of our reputation as specialists in the business. But just as Jefferson went on to acquire renown in a number of other fields, so too has the Rossotti reputation for leadership been extended to include a wide variety of other products. The flexibility and versatility of our services cover every step of production from creative concept to completed package. If you are looking for a well established and reliable source of supply . . . if you are looking for leadership in packaging, look to Rossotti: packaging specialists for seventy years.



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Evanston, Illinois 60602

The Macaroni Journal

March
1970
Vol. 51
No. 11

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139 North Ashland Avenue, Palatine, Illinois. Address all correspondence
regarding advertising or editorial material to Robert M. Green, Editor,
P.O. Box 336, Palatine, Illinois. 60067.

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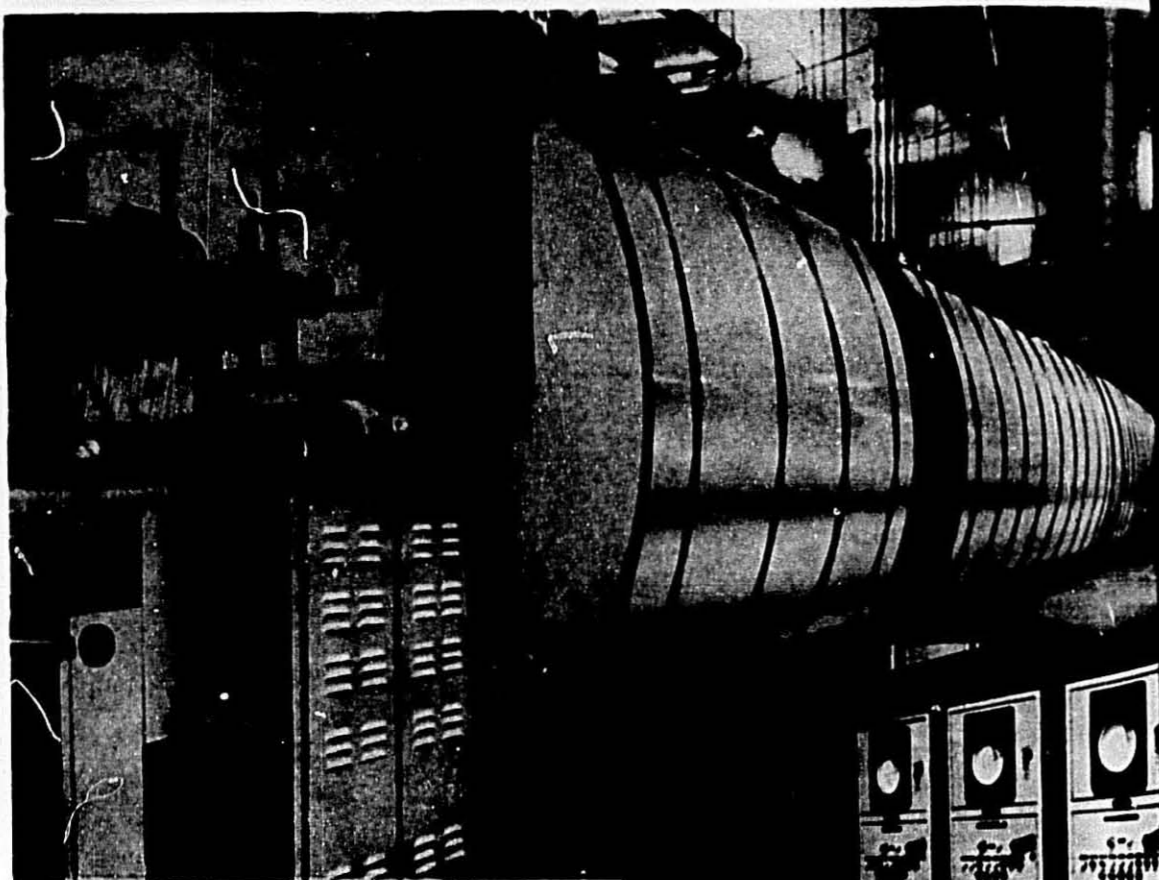
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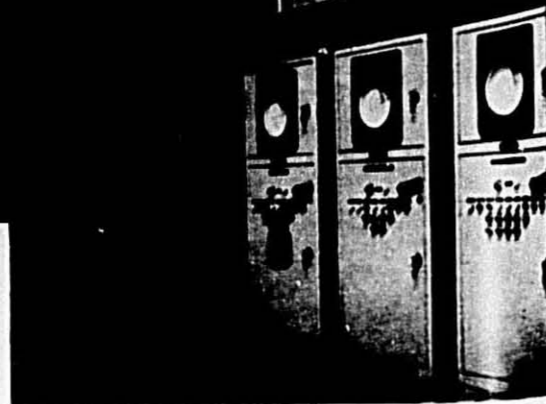
Cover Photo

Creating Demand: Gooch Food Products Company (upper left) has a six-point program (see page 11); Ronzoni point-of-sale posters and retail advertising (upper right); Skinner Macaroni Company aims at kids (lower left); Ronco Foods display bin (center); German Village Products with Chef Husse; large posters and display packages of Mueller's (lower right).

The Macaroni Journal is registered with the U.S. Patent Office.
Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.
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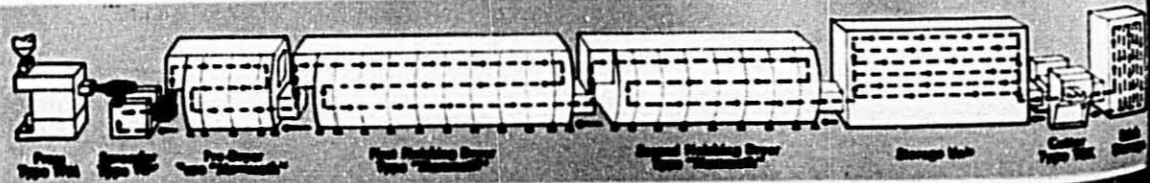
New BUHLER long goods dryer installed at the new Skinner Macaroni Company plant in Omaha, Nebraska.



Control center for dryer line at Skinner Macaroni Company.

New from BUHLER the industry's finest long goods DRYER

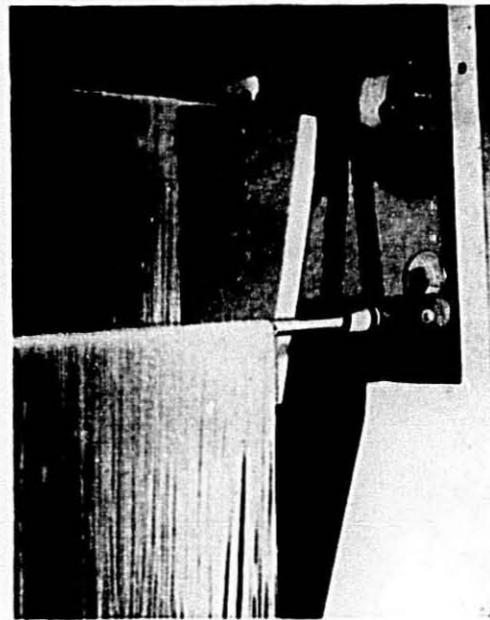
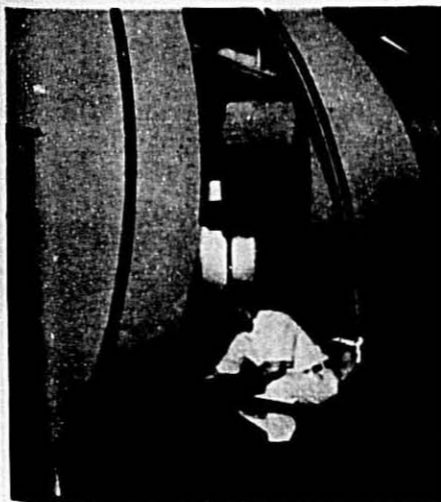
- Sanitary off-the-floor construction prevents condensation on the floor underneath and allows for easy cleaning.
- New positive-control stick elevator with special stick guides prevent rolling or slipping of long goods in transfer.
- Swing-out panels make inspection and cleaning easy.
- Centralized control panels contain unique climate control systems which allow the product to set its own drying temperature according to its water release capability, and also all electrical controls.
- Positive air circulation produces uniform controlled drying.
- New design paneling with special thick insulation stops heat and vapor.



Specially designed to produce long goods of finest QUALITY

Here is a long goods dryer that features the latest techniques and developments in the industry. Ultra modern and fully automatic, this new dryer was designed from the beginning with the quality of the long goods product in mind. Precise control of temperature, humidity, and air circulation insure the even and thorough drying necessary to producing uniform and sturdy long goods.

Custom-engineered. Buhler long goods dryers are custom-engineered to fit your floor space requirements and can be adapted to handle stick lengths from 54 to 80 inches with capacities up to 2600 pounds of long goods per hour. The entire long goods line need not be installed end-to-end. If floor space does not permit, it is possible to arrange the various units side-by-side or on different floors.



New positive-control stick elevator. This new stick elevator is an exclusive Buhler feature. The sticks are actually picked up by special stick guides which control them positively in transfer. Unlike conventional stick elevator chain devices, these guided sticks can't roll or slide from the chain at the transfer point to the drying tiers, thus practically eliminating mechanical breakdowns.

Swing-out panels for easy access. Individual panels on each of the dryer units swing out to provide quick and simple cleaning or inspection. It takes only seconds to get at the interior of the dryer. The panel swings out far enough to give sufficient room for cleaning and maintenance equipment.

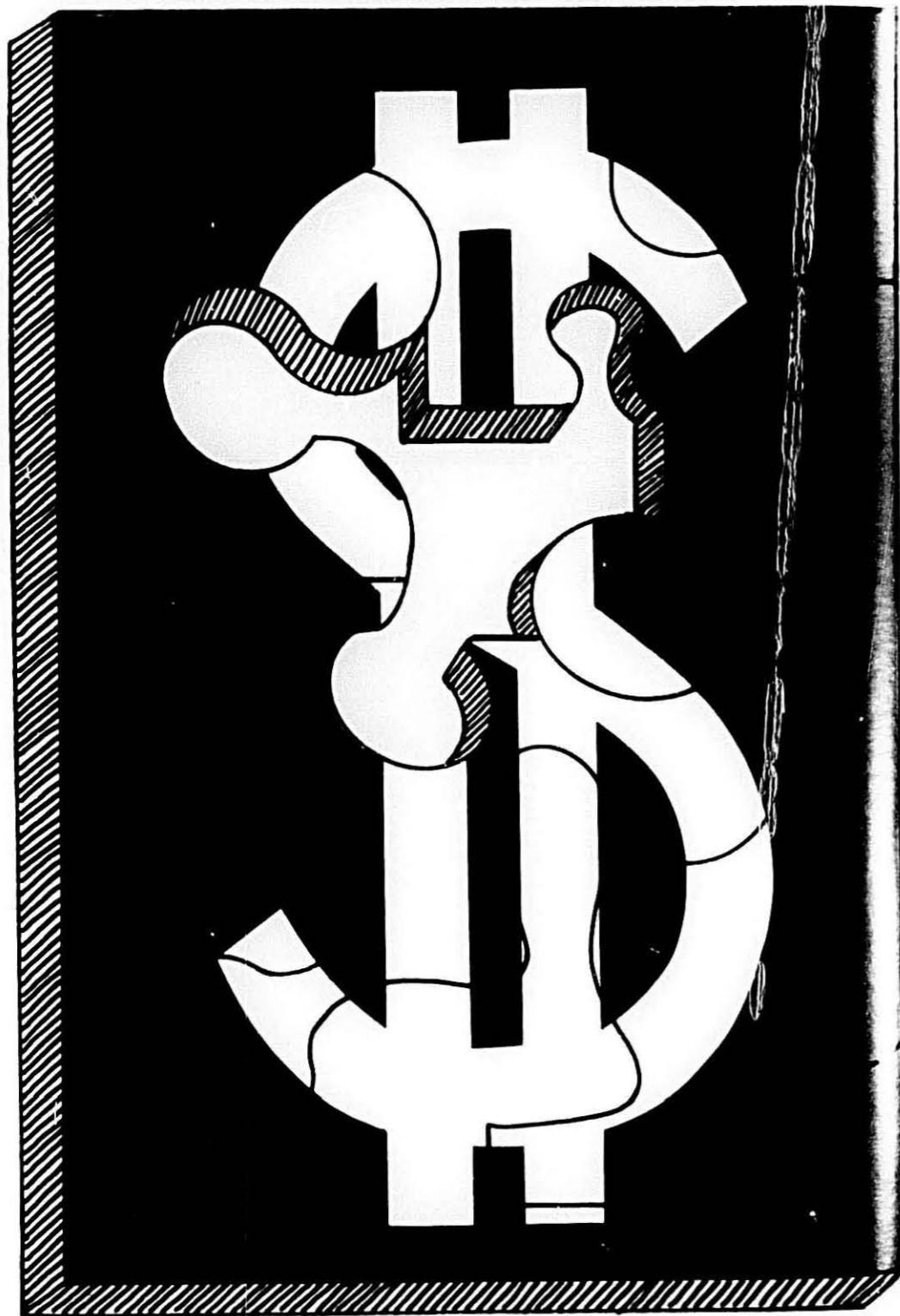
Pre-dryer. Drying of the product begins immediately at the entrance to the pre-dryer to prevent stretching of the long goods on the drying sticks. The Buhler "Mammoth" pre-dryer handles up to 2600 pounds of long goods per hour and can reduce moisture by 10%. You can also improve your present drying

operation by installing a Buhler pre-dryer in your present production line.

Inquire now. If you are interested in producing the finest quality long goods while at the same time increasing the efficiency of your operation, call or write BUHLER today.

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MARCH, 1970

**4 GOOD REASONS to join
THE NATIONAL MACARONI MANUFACTURERS ASSN.**

- 1** Weekly Newsletter. Periodic Surveys.
- 2** Meetings and Conventions; exchange ideas with colleagues.
- 3** Research and relations in the durum area. Technological information.
- 4** Up-to-the minute facts and information for your key personnel.

Write

NATIONAL MACARONI MANUFACTURERS ASSOCIATION
P.O. Box 336, Palatine, Illinois 60067

**JACOBS-WINSTON
LABORATORIES, Inc.**

EST. 1920

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs and Noodles.
- 3—Semolina and Flour Analysis.
- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.

James J. Winston, Director
156 Chambers Street
New York, N.Y. 10007



Year round farm procurement of fresh shell eggs allows us to process egg products every month of the year.

When you need dried egg solids or frozen eggs, call on the folks who can fill your requirements.

U.S.D.A. Inspected egg products.

**Egg Solids Frozen Eggs
Dark Yolks a Specialty**

Call or Write Don Gardner or Bob Davis
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Caldwell, Idaho
Washington, D.C. 20574
(208) 257-2211

THE MACARONI JOURNAL



Top Award: television advertising went to Thomas J. Lipton, Inc. President P. J. Viviano (right) makes presentation to Edward A. Horrigan.



Top award: point of sale advertising went to Ronco Foods. Albert F. Robilio receives presentation.



Top award: radio advertising went to San Giorgio Macaroni, Inc. Ray Guerrisi (left) is congratulated by Secretary Bob Green.

AT THE WINTER MEETING

A record-breaking convention of delegates met at Boca Raton Hotel & Club at Boca Raton, Florida, January 18-22.

A Macaroni Family Reunion was held at the reception Sunday evening to begin activities.

At the First General Session on Monday, President Peter J. Viviano warned that we are living in a fast-changing world and declared: "I live in hope that the macaroni industry will take advantage of the strides that can be made by banding together and working in union."

Theodore R. Sills and Elinor Ehrman reported on product promotional efforts of T. R. Sills and associates on behalf of the National Macaroni Institute. Mr. Sills observed: "This has been a good year for macaroni and one of the best years for macaroni publicity."

Durum Cur-back

Jean Wright, president of the U.S. Durum Growers Association, applauded the results of the Spaghetti Safari to a country last harvest time. He declared that the 1969 durum crop gave fantastic yields with 33 bushels to the acre and 70 percent of the crop grading No. 1 Hard Amber Durum. He cautioned however that the grower is not satisfied with \$1.35 a bushel, and with the large carryover and lower export volume expected, there will probably be a cut in durum acreage by a third this Spring with an increase of Hard Red Spring Wheat planting.

Howard Lampman of the Durum Wheat Institute stated that re-evaluation of the enrichment formula had been a race against time. There is governmental pressure to make foods more nutritious.

MARCH, 1970

Harold Halfpenny, general counsel for the National Macaroni Manufacturers Association, declared that the meeting held by the Association in Washington last Fall was an excellent start, and a similar meeting should be held this year, as the Association could do much more in the area of government than individuals.

He noted that demands for heavy spending, more taxes from corporations, and a \$2.00 an hour minimum wage was being demanded by organized labor, who have much more power than business on the political scene today.

He urged that businessmen make themselves heard and fight legislation when it is wrong.

Spaghetti Franchising

Nicholas J. Fiorentino, president of Mama Tino's of Hollywood, Florida, reported that his firm has six restaurants specializing in 99 dishes, which are combinations of eleven kinds of pasta and nine sauces, catering to families and young people as a fun-type restaurant. Six more establishments are under construction, but the company has decided that it will do no franchising for the next twelve months.

He described the problems of using someone else's money and talent with personnel matters, and observed that people are the key to successful operation.

"Advertising that takes guts pays off," he declared. "You promote your business by getting people to talk about you."

Advertising

Advertising was thoroughly discussed by a panel of experts at the Second

General Session. Papers from panelists William E. Steers, Milton Simon, and Charles B. Foll appear in this issue. These generated questions and answers that provided the provocative session.

The Macaroni Advertising Gallery rated high in meeting evaluation. Advertising in print and point-of-sale material was displayed in the meeting room. Tapes of radio commercials were played, while television commercials were shown.

In Print

Top award for Printed Advertising went to Golden Grain Macaroni Company.

2nd Place—V. La Rosa & Sons, Inc.
3rd Place—San Giorgio Macaroni, Inc.
4th Place—Thomas J. Lipton, Inc.

Honorable Mention:

American Beauty Macaroni Company
Gioia Macaroni Company
I. J. Grass Noodle Company
Grocery Store Products Co.
Jenny Lee, Inc.
Prince Macaroni Mfg. Co.
Ronco Foods, Inc.

Point-of-Sale

Top award in Point-of-Sale Advertising went to Ronco Foods.

2nd Place—German Village Products, Inc.
3rd Place—C. F. Mueller Company
4th Place—Ronzoni Macaroni Company
5th Place—Skinner Macaroni Company

Television

Top award in Television Commercials went to Thomas J. Lipton, Inc.

2nd Place—German Village Products, Inc.

3rd Place—Delmonico Foods, Inc.
4th Place—San Giorgio Macaroni, Inc.

(Continued on page 10)

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Directors at work: seated left to right: Ray Gervais, Ed Herrigan, Dentis Allen, Walter Villalume, Albert Ravarino, Peter J. Viviano, standing: Ed Toner, Albert Robilo. James Winston stands to address the board. Seated left to right: Vincent DeDomenico, Nick Rossi, Ralph Sarli, Albert Weiss, Lloyd Skinner.

At the Winter Meeting—

(Continued from page 9)

Radio

In the Radio Commercial category, top award went to San Giorgio Macaroni, Inc. 2nd Place—Golden Grain Macaroni Co. 3rd Place—Delmonico Foods, Inc. 4th Place—German Village Products, Inc. Honorable Mention—John B. Canepa Company, A. Goodman & Sons, Inc., Inn Maid Noodles.

Gooch Food Products Company was awarded an Honorable Mention for an overall program.

Protecting Profits

At the Third General Session, Alexander R. Gordon, partner, Peat, Marwick, Mitchell and Company, certified public accountants, observed that the macaroni industry is largely family-owned and managed, and that management motivations are different here than in public-held companies where stockholders have an interest in dividends, and department heads are evaluated on performance.

His review of controllable cost factors was aimed at charting the flow of

goods and moneys, the decision-making process, and the organization structure itself. To answer the question "where is our best return on investment?" all of the factors concerning each item in the product line must be evaluated to see if it fits financially or strategically in the marketing plan. Highlights of Mr. Gordon's comments will appear in the next issue of the Macaroni Journal.

On the Social Scene

On the social scene, in addition to the reception on Sunday there were Suppliers' Socials preceding dinner on Monday, the Neapolitan Dinner Party at the Cabana Club on Tuesday, and the Banquet in the Cathedral Dining Room on Wednesday. These get-togethers were sponsored by the following list of suppliers:

Amber Milling Division, G.T.A. ADM Milling Company, Asecco Corporation, Ballas Egg Products Corporation, Braibanti-Werner Lechara, Inc., The Buhler Corporation, Clayton-Toner & Associates, Clermont Machine Company, DeFrancisci Machine Corporation, Diamond Packaging Products Div., DuPont Film Department,

Faust Packaging Corporation, Henningsen Foods, Inc., Hoskins Company, International Multifoods, D. Maldari & Sons, Inc., National Egg Products Corp., North Dakota Mill and Elevator, Wm. H. Oldach, Inc., Peavey Company Flour Mills, Rossotti Lithograph Corporation, Schneider Brothers, Inc., Triangle Package Machinery Co., Universal Foods Corporation, Vitamins, Inc., Milton G. Waldbaum Company.

President Peter J. Viviano expressed the thanks of the Association to the hosts at the Banquet.

Golf Tournament

Two silver bowls were presented to Ted Sills to the winners of the Tournament. Bill Freschi won Gross, and Walter Muskat won Net.

Winners of gift certificates in Dick M. Goldfrick, Walter Vil. Luke Marano, John Amato, Stan Nick Rossi, Les Thurston, Mark I. Finger, Al Weiss, "Stan" Stanwa, Don Gilbert.



Walter Muskat, Low Net Winner.



Bill Freschi, Low Gross Winner, receives bowl from Ted Sills.



President Peter J. Viviano greets First Vice President Vincent F. La Rosa.

THE MACARONI JOURNAL

Winners of the book "The Education of a Golfer" by Sam Snead, golf pro at Boca Raton, included: Bill Grady, Al Janson, John Herrick, Bill Grady, Joe Viviano, Bob Cowen, Ted Settemy, Sal Maritato, Gene Kuhn, and Ed Swanson.

Longest drive was made by Walter Villalume, with the second longest drive by Ralph Maldari. Closest to the pin was Al Viviano.

Les Swanson chaired the Golf Tournament.

Meeting Schedules

The National Macaroni Manufacturers Association plans to hold a conference on good manufacturing practices in cooperation with the Food & Drug Administration at the St. Moritz Hotel, New York City on April 16. On April 17, a seminar on packaging will be conducted at the same location.

The 60th Annual Meeting will be held at Whiteface Inn, Lake Placid, New York July 19-22.

A meeting at the Washington Hotel, Washington, D. C. will be planned for September, with a Congressional reception and dinner party and business sessions featuring governmental personnel.

The Winter Meeting for January 20-21 has tentatively been scheduled at the Americana Hotel in San Juan, Puerto Rico.

Creating Demand

Gooch Food Products Company of Nebraska submitted a special section in the Macaroni Advertising Guide for the Winter Meeting showing a new program.

Posters illustrated the general "Creating Demand"

Merchandising thru Department Store

Most effective advertising is good merchandising. Eighty percent of purchases are "on the spot" impulse decisions.

There is no magic in advertising that erases the absence of merchandise at the retail level.

The advertised brand is "Martha Gooch" and "Gooch's Best" with over 2,000 housewives listening to the Bill Oakley show each week for new product interest to women. The merchandising brand comes from Gooch's "Red Circle" idea men who help create new products and encourage more consumption by regular users.

Merchandising thru Displayman-ship.



Golf winners, left to right: Joe Viviano, Bill Grady, Ted Settemy, Sal Maritato, Bill J. Janson, John Herrick, Gene Kuhn. At the podium: Chairman Les Swanson.

Special displays with stackbins, posters and slogans such as "Tastier Lenten Meals," "Funtime Favorites," "Just Pennies Per Serving," "Vitamin Packed for Kids on the Go" sell product and turn a profit. Grocers are urged to push macaroni products for (1) good profit margins, (2) high return, (3) attractive related item sales, and (4) popularity with the public.

Merchandising thru Point-of-Purchase.

Sell talkers, posters and price tags at point-of-sale help capitalize on impulse sales.

Consistent Motivation thru Advertising.

From our kitchen to the consumer's kitchen via The Billie Oakley Show, personal letters, personal appetizers, monthly memos, cook books, special recipes, Martha Gooch becomes another family member to the listener.

Buying eyes and ears thru Advertising.

Five state television and radio networks with over 2,000,000 listeners. Grocers are given a calendar listing special events and holidays to set up their own promotions and to begin with Billie Oakley broadcasts six days each week.

Induced action thru Advertising.

Advertising support for Martha Gooch Frozen Casseroles first 13 weeks is listed in newspaper schedule with 1,200 line 2-color coupon only television.



Pennsylvanian Dutch noodles.

Ronco Campaign—

(Continued from page 11)

King size bus posters are used in most of Ronco's major markets year round. Posters were designed to use the main theme and large package identification. All three products, spaghetti, elbow macaroni, and egg noodles were used at the same time so customers were always exposed to all three products throughout the year.

Newspapers—Magazines

Because the housewife uses macaroni products throughout the year, we have found small space newspaper ads run on an every-other-week basis throughout the year are more effective than large size ads run on an infrequent basis. The size and shape of the advertisements have been determined over many years as the best size to get good position above the fold and next to editorial material.

Two color ads were used in the Southern Living Magazine. Again the same treatment was used so as to carry the theme through all media. Ads were run in February, July and October.

Ronco Caps the Meal

"Ronco Caps the Meal" was used on display cards to reinforce the idea at retail store level. To make the display material flexible, the basic background card was die-cut so the full color, appetite-appeal cards could be quickly interchanged. This made it easy for the salesman to keep displays up longer by changing the cards and products displayed. This also effected production economies since full color was used only on the interchangeable cards.

The complete entry received an Honorable Mention award. The point-of-sale material won Top Award.

Skinner Uses Seasonal Theme

Skinner Macaroni Company of Omaha, Nebraska uses seasonal themes for their advertising and merchandising schedules.

In the Fall of 1968 the national elections were used as the theme for an election contest.

In the Spring, 1969, theme was "Kids Like Macaroni," and spaghetti, and noodles. In the summer this was changed to "Kids Like Macaroni Salad."

Fall campaign featured Skinner Kitchen Aids, a scoop, an egg separator, a funnel, and a strainer, on a premium redemption offer. This offer was advertised in Good Housekeeping Magazine, in addition to newspapers, radio and television.

All of these campaigns are put into sales promotion kits for Skinner representatives to present to customers. Kits contain all point-of-sale materials such as banners, display cards, recipe folder holders or recipe pads, plus a printed presentation for the salesman to use with the grocer, a sales bulletin, profit chart, promotion contract and order form for reordering materials.

This entry received an Honorable Mention award.

The Egg Market

V. James Benincasa Company market comments in January stated: "It is doubtful that frozen eggs or dried egg solids will reach the low prices of 1969. Inflation is still with us. There is an improvement in the marketing of consumer grades and some population increase. The increase of available funds for the food stamp program to feed the needy and the school lunch program could bring an increase in the USDA purchase of dried scrambled egg mix. In 1969, 15,021,000 pounds of mix were purchased and in 1968, 16,686,000 pounds.

"On the other side, the willingness to believe that inflation and an economic slow down will decrease prices. That more eggs will be produced and that tight money and high carrying costs for warehouse storage stocks will put downward pressure on egg prices. Cold weather has continued to slow egg production. Future prices, as a result, firmed."

Ballas Reports

Ballas Egg Products Corporation market letter at the end of January said: "Users of frozen and dried eggs continue to buy very sparingly. This has kept breaking at a comparatively low level. Warehouse inventories continue to decline and eventually the breakers will buy at a price, but what price? It was felt that at \$12 per case into plants a volume of business could be done. We have not seen this price yet, and may not for another month or two. Weather, retail sales, extent of damage done to 30 to 45,000 cases per week due to severe weather, Easter in March, and Passover in April, plus demand for processed eggs are all factors to be considered. Some relief is expected week to week and month to month."

The warehouse report on January 1, 1970:

	Pounds
Frozen Egg Whites	6,861,000
Frozen Egg Yolk	11,886,000
Frozen Whole Eggs	22,056,000
Frozen Egg Blends	1,811,000

A total of 42,554,000 pounds come out with 71,946,000 in 1968 and 89,411,000 in 1967. This is 7,025,000 pounds below December 1, 1969, the month prior.

Egg Production

The Nation's laying flock produced 5,851 million eggs in December, up 3 percent from a month earlier and 3 percent above a year earlier. Layers on hand during December averaged 322.1 million, 1 percent above both the previous month and December 1968.

Egg production was up 10 percent from a year earlier in the South Atlantic region, 3 percent in the West North Central and 2 percent in the East North Central and South Central. Production was down 2 percent in the North Atlantic and 1 percent in the West.

Layers on farms January 1 totaled 322.6 million, compared to 320.6 on December 1 and 317.1 on January 1, 1969. Increases from a year earlier were: South Atlantic, 8 percent; East North Central and South Central, 2 percent. Each of the other regions declined 1 percent.

Rate of lay on January 1 averaged 58.8 eggs per 100 layers, up 1 percent from the 58.3 a month earlier and up about 2 percent from the rate a year earlier. Rate of lay was higher than a year earlier in all regions except in the North Atlantic where it declined 2 percent.

New Egg Products Requirements

The Department of Agriculture has amended its voluntary egg production program by specifying additional pasteurization requirements for a variety of egg products and by publishing procedures to prevent possible contamination of egg products during processing and packaging. The amendments were effective Feb. 1.

All Pasteurized

All egg products processed under the Department's inspection program are required to be pasteurized. Previously, the regulations specified pasteurization temperature and holding time for whole eggs, but provided for equivalent results in pasteurizing other egg products. The updated requirements now include specified minimum pasteurizing temperatures and holding times for other egg products.

The voluntary egg products inspection service is provided by Consumer and Marketing Service. Users pay a fee to reimburse the Department.

Report of the Director of Research

by James J. Winston

WISH to review briefly the activities in my office for the past six months and emphasize those matters of importance to the industry.

Labeling Requirements of the State of Wisconsin

For many years macaroni manufacturers have been disturbed by the requirements of the State of Wisconsin that call for macaroni products to be labeled "Free from Artificial Color." Some time ago we wrote to Mr. John G. McClellan, the Administrator of the General Laboratory Division, protesting their antiquated regulations. It is now gratifying to note that the State Laws of Wisconsin have recently been revised. In a letter received from Mr. McClellan dated January 5, 1970, we have been officially notified that the old section 97.305 has been repealed, and also section 12 relating to Federal Standards is now in effect. This means that the Wisconsin law has now the same standards for macaroni-noodle products as are contained in Part 16, Chapter I, Title 21, of the Code of Federal Regulations.

Amendment to the Federal Standards of Identity

On October 4, 1969, there appeared a notice in the Federal Register reporting a petition filed by the Lake States Division of the St. Regis Paper Company, Rhineland, Wisconsin. This company specifically requested the following change: that dried Torula yeast be included as an additional ingredient under optional ingredients in macaroni enrichment. The optional ingredients would therefore permit the use of dried yeast (Brewers' type), dried Torula yeast partly defatted wheat germ and dried farinaceous materials.

Dried Torula yeast is similar in properties: protein content and enrichment ingredients to Brewers' yeast presently permitted. The origin of Torula yeast is that it comes primarily from the waste liquor from pulp mills. The enzymes are destroyed during the drying process of the Torula yeast. It is acceptable to the Food & Drug Administration, and is now being used in a number of products for improving the protein balance.

Yeast has been used to a very limited extent by macaroni manufacturers in the past twenty-five years. It is used primarily as an ingredient in the high protein macaroni product to a maxi-

mum extent of three percent in order to raise both the protein quantity and quality. It has a protein content of approximately fifty percent and is equivalent to dried Brewers' yeast but it sells for a quarter to a third less. It was therefore my opinion after conferring with President P. J. Viviano and members of the Standard Committee that the Association should not take any written action on this matter and permit this ingredient to be included in the Standards for those who might want to use it.

Suggested Amendment to Federal Standards of Identity

A review of the Standards of Identity for macaroni products shows that all products can be enriched optionally with the exception of Milk Macaroni p. 16.2; Whole Wheat Macaroni p. 16.3; Wheat and Soy Macaroni p. 16.4; Wheat and Soy Noodles p. 16.7.

Whole wheat macaroni products which are very seldom manufactured do not require any additional vitamins since they contain a significant quantity of thiamine, riboflavin, niacin and iron. However, Milk Macaroni and Wheat and Soy Macaroni-Noodle Products are low in enrichment nutrients. Today, as a result of the White House Conference on Nutrition, one of the basic recommendations is that all cereal and staple products be enriched to comply with the government's standard for good nutrition. Since Milk and Soy Macaroni Products are becoming important commodities for distribution under the U. S. Department of Agriculture program to help nourish the needy, it seems to me that it would be timely to take steps to amend the Standards to permit the optional enrichment of Milk Macaroni, Wheat and Soy Macaroni, and Wheat and Soy Noodles. Your thoughts on this matter would be appreciated.

USDA Program to "Feed the Needy"

In August, 1969 the USDA purchased its first order of 960,000 pounds of elbow macaroni fortified with soya flour and/or milk solids. This merchandise was to be distributed in New York City, St. Louis and San Diego.

This initial order was to be evaluated for acceptability. On November 5, I wrote a letter to Dr. Fred Senti, Deputy Administrator of the USDA inquiring about the results of this program. In

late December, I spoke to Mr. Neill Freeman, Administrator of the Food and Nutrition Service, who told me that we would hear shortly in writing from the Department. On January 2, 1970, Mr. J. R. Idol, Deputy Director of Commodity Distribution, USDA, wrote as follows:

"Dr. F. R. Senti has forwarded your letter of December 5 to this office and asked us to comment on your request for information about the evaluation of the macaroni products purchased under announcement CD GR 25.

"At this time we have only preliminary results from the Wheat-Soy and Milk Macaroni Pilot Tests that are being carried out in New York City, St. Louis County and San Diego. However, questionnaires completed during the first month in St. Louis and San Diego and during the first two months in New York indicate that macaroni products are well accepted by the families participating in our donated foods program. A high percentage of the participants interviewed are saying they would like to continue getting macaroni.

"Although interviewing has been completed in the testing areas, we are still tabulating results. We hope to have our final report completed soon."

GMA Conference in Washington

On October 21 I attended a meeting sponsored by Grocery Manufacturers of America in Washington, D.C. as a representative of the macaroni industry. The purpose of the meeting was an effort to develop an industry-wide sanitation program in cooperation with the Food and Drug Administration.

The program emphasized the importance of the problem of Salmonella contamination in food processing. An important function is to alert food processors, particularly smaller ones who may not have technical staffs at their command, to the danger of this type of bacteria. Another function of this joint meeting is to help insure management against the economic consequences of a product recall. As part of an education program for industry, GMA has published a brochure entitled "How Food Manufacturers Can Control Salmonella." I have sent a copy to members of N.M.A.

April 16—Seminar on Good Manufacturing Practices in cooperation with FDA, St. Moritz, New York City.

The President's Report

by Peter J. Viviano

SINCE our last convention in July, many important events have taken place that require appraising. In August we had the Spaghetti Safari which was conducted by the Sills organization. The Safari took a group of outstanding national food editors to the durum area where they saw firsthand how our raw material is grown and processed. This, without a doubt, made a tremendous impression on these people who can do us a lot of good in the way of publicity.

In September we had a meeting in Washington. Some of our Congressmen and Senators were invited to attend various functions. The afternoon meeting was preceded by cocktails and a luncheon. Those of you who read reports of the meeting can appreciate the caliber of government speakers we had. We also invited the Congressmen and Senators to a dinner that evening which was preceded by a reception on the roof patio of the Washington Hotel. The patio on the roof overlooks Washington and the view is really a sight to behold. This meeting was attended by some forty macaroni manufacturers and allies, plus, of course, the honored guests. We certainly let the Washington people know we exist. The meeting was so fruitful I would recommend that we have more meetings in Washington in the future.

The day following the Washington meeting we had a food editors luncheon in New York at the Rifle Club, Tiro a Segno. This was also conducted by the Sills organization. This luncheon was attended by some of the most outstanding food editors in the business. It is certainly a credit to the Sills organization when so many outstanding food editors accept an invitation of this type. The macaroni manufacturers acted as hosts, greeting the guests, and arranging to have at least one manufacturer at each table to answer any questions. It was a tremendous job of public relations for the industry. We made many friends among those who can give us good publicity.

Rapid Change

In the past six months we have accomplished much. The industry has moved forward; however, changes take place so rapidly it is difficult to ever know whether we are keeping pace. It is a known fact that the Association and the Institute have gone a long way on a modest budget—and I mean



Peter J. Viviano

modest as compared to our food competition.

Since we are living in a fast-changing world it might be well to take inventory of the present situation and evaluate our position. It was once said by some intelligent individual that three things are certain: death, taxes and changes. The latter concerns me now. Change is something we have all come to recognize but many of us do not understand it and many of us do not believe that it takes place so rapidly. It is impossible to conceive what will happen to the macaroni industry within the next five or ten years, but you can be assured that its complexion will take on a different appearance. How are we equipping ourselves to cope with this never-ending change? Are we just living in the past by underselling and outdealing our competition? Or are we trying to band together in unison as an industry to find solutions for continued existence? The old adage is always true: united we stand, divided we fall. Our real future competition is not even among ourselves but with other foods and the rapidly changing habits of the American people.

During my term of office many suggestions have been made to update the rule of our Association, thereby enabling it to function in a manner that would better equip its members with tools to understand and cope with these changes and the fierce competition from other foods. A committee for long term planning was appointed. They came up with many ideas and I made some suggestions. But to date no real action has

been taken. Yesterday the committee had a meeting. Many things were again discussed but unless the macaroni manufacturers have a real interest and a real desire to band together, many of these ideas will never be put into being.

Food Habits Changing

Recently many articles have been written about the food habits of the American people and the change in diet. Kiplinger has a knack for condensing any subject and did a nice job in their November issue on this subject. Here is a paragraph: "Food, a basic industry, is about to undergo some major changes. We have just had a peek at government projections on food, food prices, and the type of food people will be buying in the next few years. So whether you are in some branch of the food business or not, the changes are worth noting for investment reasons or just personal. To start with, eating patterns are shifting and accelerating. People will eat fewer baked goods and women will use less flour, also fewer eggs, less whole milk and cream. Frozen and chilled foods and vegetables will continue to outrun fresh stuff in grocery stores. Frozen potatoes will soon in popularity. Fish consumption will rise slowly. Dried and dehydrated foods will come faster. Many food supplements will be developed to provide protein for poor people unable to afford meat. The cost of eating will go up probably 20 percent by 1975. A change in eating habits to more expensive highly processed foods." Gentleman, changes are going to take place. They are not just idle predictions. Wheat and wheat products are on the decline. Our old friend, the lowly potato, is on the rise. It is most important that our industry participate in food supplement programs as added insurance.

More Competition

Another one of our competitors is the rice industry. Has anyone followed the type of publicity and aggressive advertising being done by the rice industry? In order to get attention the rice council mixes a little sex and food for terrific sell. They have coined the word "varicety." Their slogans are: "Why not give him a little rice tonight instead?" "With rice in my pantry I'm ready for anything."

The high price of meat in recent months has helped our industry a lot. With the advent of labor rates failing to keep up with the inflation and with

(Continued on page 16)

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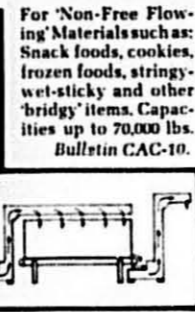
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The President's Report—

(Continued from page 14)

recession, our industry has enjoyed a nice business. However, as these economic situations change and as people get accustomed to the price of meat, the eating habits will again resume. Meat will again soar—we are a nation of beef eaters—and government statistics say we are going to consume more beef per person than ever before. So do not be lulled to sleep by this present heyday.

As mentioned, the Institute is doing a fine job, but its operations have to be expanded if they are to cope with the ever-increasing competition of other foods in the future. During the past year we have had some dropouts—manufacturers who have discontinued contributions to the Institute. I have personally appealed to these individuals to rejoin the Institute—to no avail. Many other manufacturers have never joined. These manufacturers are taking advantage of a free ride. As I stated before, this is a job that cannot be accomplished without the support of the entire industry—both morally and financially. It is the job of every one of us to try to sell the program and approach those manufacturers who are not currently contributing.

Statistics

In 1965 suggestions were made to report certain operating cost ratios which would give the industry valuable information about the percentage of various costs, including selling, administration and manufacturing. All of these percentages would more or less be compared to sales. This type of reporting was done for many years by a group of midwest manufacturers. The information was very enlightening and provided a guideline for our business management. This idea died on the vine because of no interest.

During my term of office the suggestion was made to report pertinent statistics for the benefit of the industry which would include production figures. Various bulletins have been sent out by our Secretary in an effort to determine the interest in such reporting. Only ten manufacturers have answered.

Many sources write to Bob Green, our Secretary, requesting statistical information. To give you an idea of how Bob has to reply to such requests, a recent letter to the Department of Agriculture Economics of North Dakota State University is a classic example. "For the industry we use U. S. Department of Commerce bimonthly reports on the durum mill grind for an industry barometer, also pieces from trade mag-

azines such as Chain Store Age Supermarket Sales Manual that analyzes the macaroni department." Unless we have some form of statistics we will never be able to answer questions for our own needs, much less for outside institutions. Now is the time for action!

Technical Meeting

In mid-April in New York City we are planning to have our next technical seminar for the industry. Good manufacturing practices will be discussed with Food & Drug Administration personnel and then we will have a Seminar on Packaging just before the Packaging Show. This would be a good time to have your second line management brush up on various technical aspects of business today.

I have tried to touch briefly on many subjects which I felt warranted some highlighting, but time does not permit much detailing. I still live in the hope that the macaroni industry will take advantage of the strides that can be made by banding together and working in unison. Thank you.

Packaging Show Themes: "Directions in Packaging — Sell — Systems — Society"

Major directions in consumer desires, packaging for the inner city and economics that affect the packaging function in industry and business will be the subjects of the opening session of the American Management Association's 39th National Packaging Conference.

The conference is held annually to run concurrently with the A.M.A. National Packaging Exposition. The show will be held in the New York Coliseum April 20 through 23 while the conference will take place at the Americana Hotel April 20 through 22. The show will be the largest industrial exposition to be held in New York during 1970. Over 400 companies will exhibit and some 45,000 visitors from some 50 countries are expected.

Conferences and Clinics

The theme for this year's conference and show is "Directions in Packaging . . . Sell . . . Systems . . . Society." After the opening session Monday morning, which all registrants attend, the next two days will be devoted to concurrent conferences and clinics.

At three luncheon sessions, prominent speakers will speak on consumer protection, packaging and labeling regulations, and shipping regulations.

Five concurrent sessions Tuesday morning will feature "The Marketing/

Packaging Interface," "The International Outlook," "Rigid Packaging Directions," "Machinery Systems Directions" and "The Packaging Specification."

On Tuesday and Wednesday afternoons, there will be concurrent clinics to deal with individual questions in the areas of ". . . Sell," ". . . Systems" and ". . . Society."

Five additional concurrent sessions Wednesday morning will have as their topics "Communication Through Packaging Design," "Selling and Servicing the Distribution Channels," "New Technology Makes New Markets," "Non-Rigid Packaging Directions" and "Solid Waste Management."

The Packaging Executive

An unusual feature of the conference this year will be the free distribution to all registrants of a copy of an 80-page study report, "The Emergence of the Packaging Executive," to be published by the A.M.A. on the opening day of the conference.

Thousands of products for the packaging function will be demonstrated under simulated factory conditions. About 80 types of machinery and equipment, 60 types of materials and supplies, 20 types of services and 25 types of containers will be exhibited.

For Information

Information about the conference may be obtained from the American Management Assn., 135 W. 50th St., New York, N.Y. 10020. Rapid registration cards which eliminate time-consuming registration procedure at the door for the show are available from Clapp & Poliak, Inc., 245 Park Avenue, New York, N.Y. 10017.

Next Month: Buyers' Guide

Winter Meeting Registrants

Macaroni Manufacturers

Mr. Ralph Sarli
American Beauty Macaroni Co.
Kansas City, Kansas

Mr. Anthony M. Vagnino, Sr.
American Beauty Macaroni Co.
Denver, Colorado

Mr. and Mrs. Horace P. Gioia
Bravo Macaroni Company
Rochester, New York

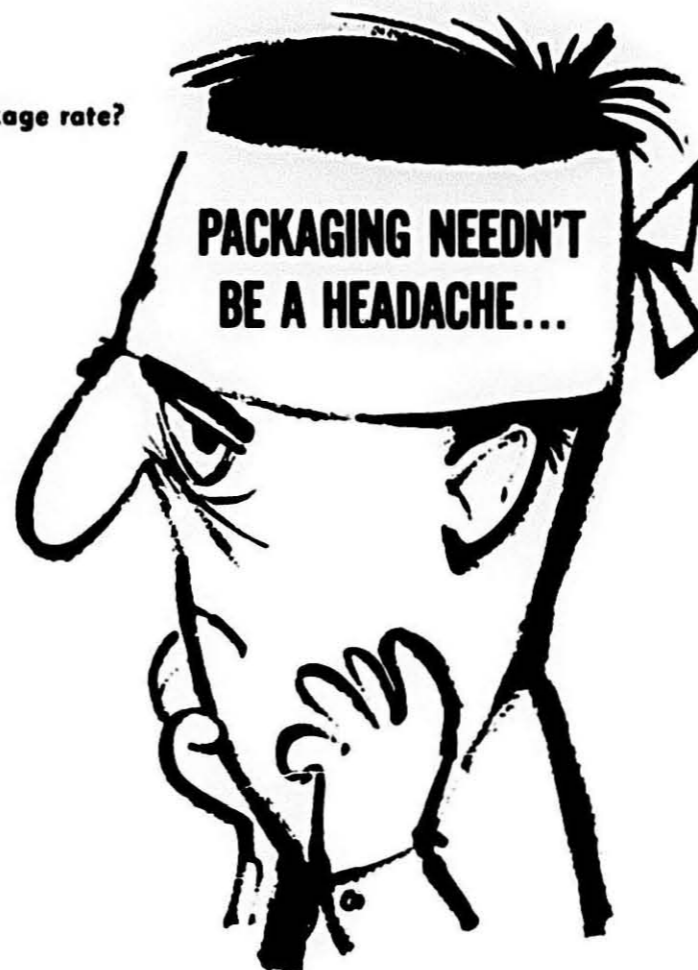
Mr. and Mrs. John Roberts
Buitoni Foods Corporation
South Hackensack, New Jersey
(Continued on page 18)

APRIL 16 – SEMINAR ON GOOD MANUFACTURING PRACTICES
in cooperation with the Food and Drug Administration

APRIL 17-18 – SEMINAR ON PACKAGING
pointers on methods, materials and machines.

How does your package rate?

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- As a salesman?
- Display well?
- Eye-catching?
- Invite handling?
- Look like good value?
- Easy to price mark?
- Do you picture the product?
- Are product name, brand name easy to identify?
- Have you given complete directions, suggested uses?
- Is your package easy to open, close, store?
- Bring your questions to a panel of experts.



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Reservations for rooms and seminars through
National Macaroni Manufacturers Association
P. O. Box 336, Palatine, Illinois 60067

WINTER MEETING REGISTRANTS

Macaroni Manufacturers (Continued from page 16)

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Mr. Jesse Flanery
The John B. Canepa Company
Chicago, Illinois

Mr. and Mrs. R. H. Williams
Mr. and Mrs. John H. Linthroth
The Creamette Company
Minneapolis, Minnesota

Mr. and Mrs. Peter J. Viviano
Mr. and Mrs. Joseph P. Viviano
Delmonico Foods, Inc.
Louisville, Kentucky

Mr. Santo DiMaggio
Gattuso Corporation Ltd.
Montreal, Quebec, Canada

Mr. and Mrs. Stanley Tregillis
German Village Products, Inc.
Wauseon, Ohio

Mr. and Mrs. Anthony H. Gioia
Mr. Robert O. Faller
Gioia Macaroni Company
Buffalo, New York

Mr. and Mrs. Vincent DeDomenico
Golden Grain Macaroni Company
San Leandro, California

Mr. and Mrs. Arvill E. Davis
Gooch Food Products Company
Lincoln, Nebraska

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A. Goodman & Sons, Inc.
Long Island City, New York

Mr. and Mrs. Alvin M. Karlin
I. J. Grass Noodle Company
Chicago, Illinois

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Grocery Store Products Co.
Libertyville, Illinois

Mr. Leo C. Ippolito
Ideal Macaroni Company
Bedford Heights, Ohio

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Mrs. Ruthe Neely
Inn Maid Products, Inc.
Millersburg, Ohio

Mr. and Mrs. Walter F. Villaume
Jenny Lee, Inc.
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Mr. and Mrs. Philip P. La Rosa
Mr. and Mrs. Vincent F. La Rosa
V. La Rosa & Sons, Inc.
Westbury, New York

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Thomas J. Lipton, Inc.
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Miss Paula Coniglio
Mr. Russ Coniglio
Mrs. Pauline Coniglio
Mr. and Mrs. Joseph Saggio
Miss Francine Saggio
Mr. John Saggio
Miss Marie Gangitano
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Philadelphia, Pennsylvania

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Prince Macaroni Mfg. Co.
Lowell, Massachusetts

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Procino-Rossi Corporation
Auburn, New York

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Mr. and Mrs. W. J. Freschi
Ravarino & Freschi, Inc.
St. Louis, Missouri

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Ronco Foods
Memphis, Tennessee

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Ronzoni Macaroni Company
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Miss Joan Guerrisi
Mr. Michael Guerrisi
San Giorgio Macaroni, Inc.
Lebanon, Pennsylvania

Mr. and Mrs. Lloyd E. Skinner
Mr. and Mrs. H. G. Stanway
Mr. W. E. Clark
Skinner Macaroni Company
Omaha, Nebraska

Mr. Anthony R. Viggiani
Mr. John D. Herrick
Mr. A. M. Ayomg
Toronto Macaroni & Imported Foods
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Toronto, Ontario, Canada

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Mrs. Thomas J. Viviano
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Viva Macaroni Mfg. Co., Inc.
Lawrence, Massachusetts

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Mr. and Mrs. Robert Burnham
The Weiss Noodle Company
Cleveland, Ohio

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Mr. Renato Sacchi
M. G. Braibanti & Company
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Mr. Nicholas Moreth
Mr. Ernest Fiebig
Braibanti-Werner/Lehara, Inc.
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S. Campanella & Sons
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Mr. and Mrs. Robert Hewitt
Diamond Packaging Products Div. of
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E. L. duPont de Nemours & Co.
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Mr. and Mrs. S. F. Maritato
Mr. and Mrs. D. W. Pemrick
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National Egg Products Corporation
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Advertising Visibility and Advertising Relevancy

by William E. Steers, Director and Chairman
of the Policy Committee, Needham, Harper & Steers

THE title I've given to this brief discussion is—I think you'll agree—very modern and contemporary. However, what I have to say I think you will find a bit old fashioned so I'll try to make it brief.

The two words visibility and relevancy have been in the dictionary a long time—however, their usage has grown tremendously in recent times.

Last summer I was flying out west in a private plane with a publisher in the Negro press that I've known for a long time. We chatted and I happened to tell him about my twin brother who recently had been made president of his company. My companion turned to me and said, "Gee, Bill, I never knew you had a twin brother—how come you have so much visibility and he has none?" In the old days I think we might have said, "Gee, I didn't know you had a twin brother—that's a big job—he must be smart—I'd like to meet him sometime."

My other word, relevant, we hear all the time—everything is either relevant or irrelevant. A week ago last Saturday night I sat next to a very nice lady from Bronxville who told me about her son who came home from Notre Dame for the holidays with some schoolmates. On Sunday morning, as she prepared to go to mass, she asked the boys what mass they planned to attend. They replied they did not plan to go—they felt it wasn't relevant.

Gain Acceptance

I won't try to explain this youthful revolution—I'll merely say that to me to have visibility in advertising means getting your product and its brand name through to your customers and prospects—and advertising relevancy means once you get through you deliver an appropriate story that will build acceptance and a favorable attitude towards your product by all users and prospects. You should be known for something—something good.

The story should be relevant to the viewer's or listener's or reader's personal need—it should be clear, credible, original, attractive and durable.

But are there forces helping us or hindering us in achieving advertising relevancy?

When I entered the advertising business just 40 years ago, I was taught that the advertising function started



William E. Steers

with research—research that defined the market for a product or service—and that the definition of this market was followed by two creative functions—namely, copy and media working together to influence the market.

I'm sure this basic explanation still holds true—but it seems to me that at times it's lost in the welter of statistics that surround us and in the development of specialists—specialists each with his own language and terminology and specialists who attempt to substitute their own specialty for the complete advertising function.

Too Many Specialists?

Too often, it seems to me, the advertising profession and the people within it seem to be members of the 20th century cult of specialists unaware of the responsibility of the individual in an increasingly organized society. I have always thought of advertising as a network of interdependent functions—and yet today, we seem to be either specialists or administrators.

Today the small agency man seems to be the only total advertising man—the only man who can grasp properly the whole function of advertising and tackle it in all its variety and fascination. I've often said that the large modern agency needed more "small agency" men.

It's also true that often in the advertising business (at least in the areas I'm most familiar with) we tend to be what might be called cannibalistic. We tend to criticize and tear down existing structures—without seriously considering their worth—and to create new ones

rather than build on foundations that have evolved through the years.

For instance, have you ever noticed how a new copywriter on an account often seems to be trying to discredit those who have written on the account before him. A copy man pays little heed to the old guard, hiding behind the claim that his copy is contemporary. The so-called young, aggressive media buyer pays little heed to the old guard whom he claims are print media men. Even print and TV copywriters appear to be competing against one another, and of course agency men are all experts on tearing down the ads and commercials other agencies turn out. Even the newly appointed agency often makes its first item of business on the new account to discredit the old agency.

I suppose this is human nature but in the advertising business we seem to be more destructive than necessary.

Watch Your Goals

But what's all this got to do with you and me—the macaroni business—advertising visibility vs. advertising relevancy?

Well, I think that in an age of highly specialized talents—that we must be extra careful that our basic tools of media and copy to influence our markets are working together properly and that our advertising is relevant to the short term as well as the long term goals we have for our products.

Sometimes, I think, everyone is obsessed with the idea of achieving visibility—with little or no concern regarding the message delivered or impression given along with this visibility. You will recall this was the old principle of P. T. Barnum of circus fame who is reportedly to have said, "I don't care what they say about me as long as they talk about me."

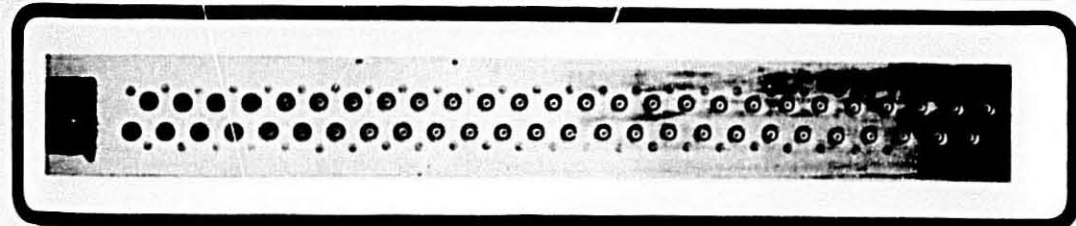
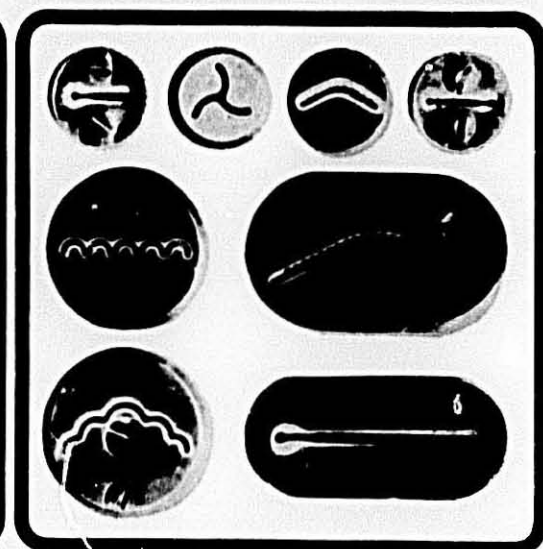
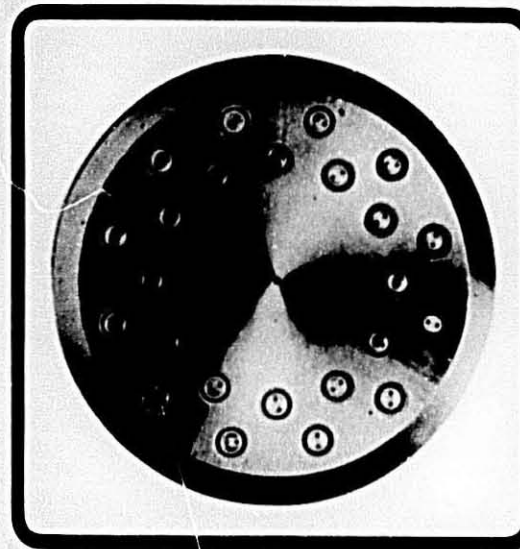
Well, he was only selling circus tickets and I hear he's no longer doing too well. I'm sure you and I agree that it is important what they say about us when they think about us! This is what I mean by advertising relevancy—the building of a favorable attitude or conviction for a product during this so called visibility.

I don't mean to minimize the importance of just plain visibility—especially for well established basic products such as the varieties of pasta you

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FGM M

MONTONI



TEFLON DIES
BRONZE DIES
CROMODURO DIES
DIES IN TEFLON WITH INTERCHANGEABLE ROUND AND AT OVAL SECTION ELEMENTS

Address: Plinio e Glauco Montoni
P.O. Box 159, Pistoia (Italia)

Tel. 24207-26712

Visibility and Relevancy— (Continued from page 22)

folks sell. It can serve as a reminder to serve your products. Our research often showed that certain products were well liked and accepted by consumers but the consumers themselves were puzzled why they didn't serve them more often. They needed a reminder.

There is nothing new about getting through to people with a story that is germane to what we are trying to sell, but I do remind you that a good deal of advertising today doesn't seem germane to what the obvious goals of a product should be.

And I also suggest that this may be because business has become a disjointed group of specialists—each selling his own specialty—taking full credit for all the successes and disowning any failures that might have occurred.

Creativity

For example, everyone seems to be stressing the importance of creativity—and that creativity is being different—something that does not conform to the usual.

I'm reminded of a story that a minister at home made during a sermon on the subject of creativity. He told how he had seen two figures walking down Fifth Avenue in front of St. Patrick's—both with long hair, blue jeans and the long strands of beads. He couldn't tell whether they were a boy and a girl or two boys or two girls. As they approached him he was able to determine that one was a boy and one a girl. He pointed out that their non-conformity in dress made it difficult to tell the sexes. He went on to say, however, that although creativity was non-conformity, non-conformity was not necessarily creativity.

I suggest that some advertising today is much like the two figures—non-conformity but not creativity.

One of our leading agency creative people was quoted not long ago as having referred to some of our youthful creative people as "The new breed who have no regard for how well an ad sells the product. He went on to say that these pseudo intellectuals who are now flocking to advertising, these callow half baked overpaid young men and women haven't the slightest interest in how the consuming public reacts to stimuli any more than abstract painters have."

A little harsh I think—and I certainly didn't intend to discredit our youth of today—nor to discredit the advertising agency business or the people in it. However, you people are an important link in the advertising function—prob-

ably the most important link—in helping to define the markets for your products by drawing on your deep knowledge and experience in those markets.

An old and close friend of mine dropped in last year just after Ed Toner had extended to me an invitation to be with you at this meeting. This fellow—no longer with us—was copywriter of considerable note in the advertising business and responsible for many outstanding campaigns. He was the one, I believe, who named all the Buick cars with such fancy names.

I asked him what words of wisdom I could pass onto a group of prominent members of the Macaroni Manufacturers Association about advertising.

He said that he felt that the misuse of the word creativity might do great harm to the advertising business—that it might set it back more light years than the word "hucksters" did.

He felt the problem was that the word "creativity" was being used as a catchword and could be a snare and a delusion. In too many hands it could produce bad advertising.

He went on to point out that there are no shortcuts to the true creative process and you can only create effective and persuasive communication about something or about somebody for some good reason.

The Basics

The discipline in achieving this carried one through the old familiar words of what, who, why and how.

What do we have to offer that deserves to succeed?

Who are the people we must reach? Why should the prospect believe what we promise?

And how do we "create" the magic that puts them all together to make the sale?

That's creativity. There are no shortcuts and it's a hard but rewarding discipline.

It's obvious, too, that the knowledge of what, who and why is best supplied by you—your years of experience in your markets, the products in it—the people who sell it and who buy it and why they buy it.

You have to supply it to the advertising process. You have to give it to the fellow who is supplying the "how."

As you all know, life seems to be like a pendulum—one factor becomes very important, then another—the pendulum swings back and forth.

Today it is creativity. I used to say that in good times creativity was on top—in less good times it became "marketing." The discipline of study and knowing are the factors which bring success or failure.

CREATING DEMAND

by Milton Simon, Founder Chairman,
Simon & Gwynn Advertising Agency

FIRST, let me say that this is a new role for me, speaking at the National Macaroni Manufacturers Association meeting as an expert on advertising. My previous meetings with you have been confined to an expertise on horse racing and camaraderie. This latter, of course, has been one of the most rewarding benefits I've derived from these meetings. I've gotten to know many of you and can say with all sincerity that I have never known a group that is characterized by greater warmth and good feeling. You really make one who visits you not only welcome but wanted.

I must say, too, that I am equally impressed by the seriousness of your meetings—the dedication each of you puts into his committee responsibilities. This, too, has made me more conscious of a desire to contribute something of value to your meeting.

You know, I have seen the power of advertising from both sides of the desk.

I've been a principal of Simon & Gwynn Advertising Agency since 1936. And my conviction of the power of advertising comes from my association with advertisers whom we served. An account of Simon & Gwynn was and is a treasured thing—we learned to become a part of our client's business, not just make ads and place them. And this is something vital to the business of advertising. Your agency should be a part of your marketing organization, a part of your sales department, a part of your promotional and merchandising department, and to a limited degree, a part of your overall management team. This is the way advertising functions best, and since my few words are on this broad subject, I did want to make it clear that advertising is more than an arm of your business. It's a vital directional force for it. It must have worked for our agency, because with this kind of attitude, we built our business from

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FAVAN



THE LARGEST MACARONI MACHINERY
MANUFACTURERS IN THE WORLD

Creating Demand—

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writ in—by concentrating on the growth of their accounts, and in so doing, letting the growth determine the growth of our agency. Most of the accounts we served had a longevity of ten years, and in many instances, from twenty to thirty years. Ronco Foods has been a client of ours since 1937.

But the other thing I wanted to mention to you is the fact that I have seen advertising from the side of the owner or manufacturer, too. In 1962, my family inherited a company making industrial laundry uniforms. We were doing about \$700,000 a year when I became Chairman of the Board, and three years later when we sold out to a company on the American Stock Exchange, the business was doing over \$2,500,000. I mention this not in a braggadocio sense, but to stress the fact that this business prior to that time, had done no advertising—had done nothing to elevate its image, find out the unique selling proposition for its product, cultivate new customers on a planned basis, or sell its own people on the quality of its finished goods.

Two Main Points

Now, I must take it that most of you advertise. I don't know on what basis—how sold you are on its efficacy. My premise is to tell you two main points I'd like for you to remember and take back with you for profit. The first point is this:

As a manufacturer of dry macaroni products in your sales area, most of you probably have a unique and distinctive advantage enjoyed by few other food manufacturers.

And second: If and when you decide to advertise, observe these basic guidelines in your advertising program.

- 1 Stress versatility of your product.
- 2 Appetite appeal.
- 3 Main dish favorite with entire family.

Number One

Let's take the first point first. What is your unique advantage as a food advertiser? Just this. The fact that you make macaroni products and have no, or very limited, national competition from nationally established brands. I realize that there may be exceptions for some of you where regional or sectional brands may be throwing out a barrage of big time sell in parts or maybe all of your area, but to the best of my knowledge, there is no true coast to coast and border to border macaroni marketer. There is no Procter and Gamble selling macaroni—no Kraft (except in convenience foods)—no Lib-



Milton Simon

by's—not one. As an example, Supermarket Magazine reported recently more than 1,813 food products advertised throughout America. These food products spent nearly \$300 million in network TV, and nearly \$400 million on spot TV. Only 22 dry macaroni and noodle brands were advertised at all. Network TV? Nothing. And on spot TV? Less than \$5 million.

In your marketing and sales area, then, you have the opportunity of being the King of the Road. You can give the appearance—the image—of a nationally known, nationally accepted product in your trade area by the way you advertise—that is the smart and impressive look of quality—and the copy approach you use—the “sell” words. Now, this is a tremendous asset, and if you're not exploiting it, you're missing a mighty big bet, in my opinion. You can make your advertising dollars go farther because you don't have to overcome the impressions a national advertiser can make with his oversize budget. When your consumer thinks spaghetti and macaroni, she thinks yours, because you are the advertised brand. You have greater shelf space-getting-ability because your store managers like to feature the leader. And you can overcome the private label boys because they don't advertise. In fact, this is another reason for you to advertise, to keep their shelf space down and yours up. So, if you haven't an advertising budget, if you don't apply a percentage of your sales to advertising, it's high time for you to start one. And don't think simply because you don't have this national competition that you don't need advertising. You need it to keep your business increasing. Your competition is out there in other forms—convenience foods, convenient macaroni products, main dish items such as meat and fish, side dish items such as potatoes and rice. But with no big national mac-

aroni maker fighting you, what a ball you can have selling the many ways spaghetti and macaroni can be served—selling its good taste, the many ways the whole family like it. And you don't have to talk economy. Sell the “sizzle” first. They'll get the savings message when they see the price tag on a box of spaghetti and then compare that with sirloin or pot roast. What brand of spaghetti or macaroni makes the difference? Your brand, of course. Because you can make them think there really isn't any other.

Number Two

Now if you agree with me that it makes good sense for you to advertise—in fact, that you hardly can afford not to, what is the best way for you to tell and sell the merits of your product and your brand?

First, let's establish one thing. If you think everybody likes spaghetti or macaroni as much as you or your family does, chances are you'll be wrong. Macaroni products, as we all know, have a great following in the East, and in certain urban areas where a particular ethnic population is great. But the per capita consumption of spaghetti and macaroni nationally still leaves a great deal of room for improvement. And it can be increased.

Your business sales should show an annual increase of somewhere between 8 percent and 15 percent, with just a modest expansion in your territory. You've got a lot going for you to get that increase, in my opinion. In the first place, the population increase alone will account for a great part of it. The percentage of increase in population between 1960 and 1970 is about 10 percent. But more importantly, the greatest increase is in the area of young people. Today, people under 40 years of age account for over 60 percent of the total population. The 20 year to 40 year group alone is over 50,000,000 strong. The average median age is 27 years.

Another factor is the growth of the black population. These families constitute potentially a large macaroni and spaghetti market. Scripps Howard surveys in Memphis, for instance, show the black purchases of spaghetti and macaroni products, while representing only 37 percent of the city in population, account for 45.3 percent of all macaroni and spaghetti sales.

And inflation itself should be a big ally of yours. The cost of most other main dish products is going up in greater proportion than macaroni products.

But in the final analysis, you've got to show 'em or tell 'em to sell 'em. How?

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Creating Demand

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First, you've got the one greatest product in the world to make the mouths water and kids say, "Mom, let's have that tonight." Show spaghetti and meat balls—spaghetti and tuna casserole—spaghetti and cheese—spaghetti or macaroni in the hundred and one ways that make it either a main dish or side dish of delight.

Show noodles in salad—noodles in puddings—noodles with butter—noodles, instead. Don't forget, the Idaho people are selling potatoes and Uncle Ben is selling rice. Every time your customer sees those items, you're losing a sale. Sell the appetite appeal and versatility at the same time. Feature recipes—feature them at the point of sale. Feature 'em in your advertising—get your local newspaper to run them. And see to it that Ted Sills gets 'em to run. The more ways and times that your customer sees spaghetti and macaroni featured, the more apt she is to try it.

Get 'em to use spaghetti more often. Most families serve it as a main dish meal but once or twice a month, at most. Some only every other month. They could enjoy it once or twice a week. Your own advertising can supplement the great work done by your National Macaroni Institute and Ted Sills.

Merchandise

Another thing. Be sure your salesman merchandise your advertising. The final sales are made at the shelf—always—or at a display bin. Homemakers may be appealed to on the air, on TV, in the newspaper—but when that sweet young thing hauls Junior and her shopping cart down the aisle, the only thing that really counts is if and when she stops and puts your product in the cart. And not just spaghetti—but macaroni and noodles, too. We've worked out a very interesting point of sale with our client, Ronco Foods, that makes certain that the super never runs out—or almost never—of the various items in our line—and they make up quite a bunch today—from vermicelli to seashell noodles. They'll all move if they're all there and we want to make sure they are. Because if they're not there for a week or so, the computer throws 'em out.

Ronco Approach

All right, I'd like to tell you some of the things we've done in the past and are currently doing for Ronco. Recipes! We can't stress enough the importance of recipes, and just as important, the visual reproductions of the food item itself, in those media that best show the

dish itself. What we try to do is convey the impression of the variety of interesting, tasty, and easy to prepare spaghetti and macaroni dishes.

For example, look at some of these imaginative spaghetti and macaroni dishes created by our agency's home economist, right in our own test kitchen. Chicken Liver and Noodles. A very tasty main dish with noodles as the base. Or Meat Pie, a dish combining ground beef and elbow macaroni. How's this for an imaginative macaroni dish? Cabbage rolls. This is the kind of serving a woman will get compliments on—for her ability to serve the unusual.

Or this one—combining two low cost ingredients into a main dish of real distinction—Chicken Spaghetti. Or a summer salad suggestion—featuring Ronco elbow macaroni and diced cooked chicken.

The point is, recipes can sell appetite appeal, versatility, and yes, economy, too. Recipes in magazines, too, to sell macaroni's versatility. Small space ads for recipes, and visuals to support them, are quite effective in small-space ads. Even at point of sale, we carry forth the versatility of macaroni products with full color pictorials of various finished dishes, each interchangeable by means of a background die-cut piece that provides for changes in visuals in keeping with the floor display of the featured product. Full color is employed only in the cards themselves to effect economy of production.

And on the subject of point of sale, there is a very effective means of making sure each store keeps fully stocked in all the variety of sizes and items of your brand. Each Ronco salesman has a book of strips which cover every item and size in the line. In the space provided in the book, the salesman himself can write in the ordering number for the particular retailer. This expedites the ordering by the store clerk, and is particularly important in keeping items restocked when they might be sold out.

How to Spend Your Money

How should a regional macaroni advertiser spend his dollars in advertising? Well, we can only tell you how we at Ronco do it. And I'll say that we have done it consistently for over 30 years.

We love TV. We'd love to have the dollars to spend on it with the frequency we would like—but we can't.

To do so would mean quadrupling our budget and leaving everything else out. The big food advertisers have been spending from 70 to 90 percent on TV, and I think they're on the right track. But in order to get the impact value we need spread throughout the year—we

run what we call a burst of TV, at the best viewing periods of the year for both viewers and consumers, in what we call AA cities—the larger metro areas. We buy what we call the weekly plan—5 or 10 spots a week—:60's and :30's.

In newspaper, we feature small space ads on the food pages. Roughly, we try to be in the papers once every other week.

Outside king size bus posters, in color, which we use the year round, 12 months a year in all markets, constitute one of our best advertising media, in our opinion. Cost-wise it's a bargain—about 25 cents to 35 cents a thousand impressions as against from \$3 to \$5 thousand on TV. But bus posters reach not only the mass of consumers on the streets, but influence the trade as well, since the buses pass by most of the food outlets in the metro areas.

Our only other medium is Southern Living, a magazine whose circulation practically parallels Ronco's distribution. We run four color ads periodically throughout the year.

A Suggested Campaign

And now, before I conclude, I want to leave you all with a thought that I feel offers a tremendous opportunity for you as a group to sell dry macaroni products in 1970 with a unique selling proposition that is both timely and convincing. I wouldn't necessarily recommend this for a single brand or company because I think each brand should concentrate on selling appetite appeal, recipes, main dish and side dish suggestions, and product quality.

But with the recognized inflationary trends that seem to be escalating at the rate of 6 to 8 percent a year, at prices, particularly, are getting to the point where the average homemaker must seek a solution. And I maintain that one of the best solutions is a Macaroni Product Main Dish that either combines with cheaper cuts of meat (chicken, ground beef, or fish) or by itself, can provide a satisfying and enjoyable main dish at prices that will effect great savings for the homemaker in the \$4,000 to \$15,000 income budget.

I'd like to suggest that the National Macaroni Institute consider a national campaign of paid newspaper ads, on the food pages of every major metro area in each of your markets that would tell this story: Beat the high cost of meat with versatile, tasteful, nourishing, and economical macaroni, spaghetti, and pure egg noodle main dish meals.

We ran a little survey among our office gals to find out how often their

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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.

Nationally-famed macaroni manufacturers have long preferred these superior Amber products because of their consistently uniform amber color, uniform granulation and uniform high quality.

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, Minn. 55101
TELEPHONE: (612) 646-9433



Creating Demand—

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families served a main dish meat evening meal and how much they paid for the meat itself. What kind of meat they used and preferred. Well, the answers were fairly consistent: Most of those surveyed indicate that they served a meat course every evening. This is to be expected. Most served chicken most often (number 1 choice) and this is to be understood when we realize the price of chicken as against other cuts of meat. Chicken is about 35 cents a pound in comparison to roast \$1.00 and up—steak, \$1.25 and up, and even the cheaper cuts of meat—hamburger—between 89 cents and 80 cents. This will vary somewhat in different parts of the country, but in the main, it's fairly prevalent.

Regional Ads

I submit that the National Macaroni Institute could consider appropriating a budget of regional advertising—in those newspapers where you each have distribution, or perhaps in a regional printing of *Life* or *Look*; or some prestige magazine. I tell macaroni's story from a point of view of taste, versatility, and economy. I've even suggested a prototype ad that will illustrate my concept in achieving this purpose: "Beat the high cost of meat with versatile, tasteful, nourishing and economical spaghetti and pure egg noodle and macaroni main dish meals."

Then, in a chart we would point out the comparative cost of meat per serv-

ing (the average we discussed) versus the average cost per serving of a main dish of macaroni combined with meat, fowl or fish. At the top portion of this chart: "Here's what the average family of four spends for meat as an evening main dish meal. The cost per serving, using about a ninety cents per pound average, is 45 cents. With an individual serving estimated at a half a pound (and this is rather high, but we want to give them every break), cost per serving of meat as a main dish for a family of four is about 45 cents. Multiplying by 4, the family cost per serving is \$1.80. Seven days a week (if they don't eat out), is \$12.60. And even if they do, they couldn't beat 45 cents a serving. Per year, their meat bill is costing a family of four \$625.00. And this is conservative.

More Savings

Now let's see what that same family could save serving a macaroni dish meal only twice a week. Assuming they use spaghetti with meat sauce, we'll say—spaghetti at 27 cents per pound, a good cheap ground meat (60 cents a pound), and you'd need about $\frac{3}{4}$ of a pound—40 cents — tomato paste 13 cents—total about 80 cents. Let's tack on 15 cents a pound to that for incidentals (garlic, seasoning) and we get up to a dollar a pound. But this pound of macaroni and meat will serve five people—easily—making each portion cost only 20 cents. That's the big edge we have with a macaroni extender main dish meal—more servings per pound of meat. So—cost per family of

four—80 cents (4 times 20 cents)—cost per week for this main dish feature (two times a week only)—\$1.60. Cost per week with macaroni and meat twice, and meat only 5 times—\$9.00 is against \$12.60 a week in the upper chart, or \$468.00 per year. Thus, the savings are 25 cents per serving, \$1.00 a family, \$3.00 a week, or \$177.20 a year.

Now this means something to a family today—this can be their insurance money—almost their vacation money. The point is the savings are there without any sacrifice of taste; satisfaction of nourishment, and you add the extra dimension of versatility.

In the ad, we suggest an interesting macaroni—and main dish feature—an appetizing spaghetti—and dish—and a challenging noodle—and dish. As you can see, we invite the dealer to write for the free recipes, and we close with the slogan, "Use your Noodle more often." You'll find the taste and the savings just great.

Well, I hope these thoughts will find a receptive ear with many of you. They certainly express a solid way to sell dry macaroni in today's inflationary market, as well as basic appeals to young housewives in encouraging them to use their imagination and stimulating their sense of pride in offering variety and culinary skill in the preparation. Macaroni is still a relatively untapped source of additional main dish and side dish meals. We must continue to make this potential clear to the lady that counts—the homemaker.

The Agency and Client Relationship

by Charles B. Foll, vice president, McCann-Erickson

WHEN I was invited to address this most distinguished group on this most auspicious occasion, I was extremely honored—also, quite frankly, I was frightened almost to death. Try to put yourselves in my position. For twelve years, I've been working at the full-time task of pleasing one macaroni manufacturer. You can understand my concern when faced with the prospect of trying to please all the major macaroni manufacturers in the country at the same time. As if this weren't enough for one bent, but not broken spirit—I'm on the platform under the watchful eye and chairmanship of my very own day-to-day client. However, now that I'm here, I take courage from the warm and kindly faces in the audience. It is easy to see I am among friends—friends who have a warm affection for advertising people.

An advertising counselor worth his salt doesn't try to please simply for pleasing's sake. He does his homework, makes his recommendations with as much creative intelligence as possible. He is not trying for client Brownie points—he is working to move product. Of course, he knows the agency has no vote in the final decision. But, if he and his client have found a basis for mutual trust—and his recommendations are sound—he is always on firm ground.

So, with your permission, I'd like to talk about agency and client relationship from the client's point of view. Yes—from the client's point of view. Unless an advertising man can put himself on the other side of the desk and relate to his client's problems and objectives, he'd better get into another business.

The client—macaroni manufacturer, if you will—can only trust his ad agency when he is sure that those representing his account are treating his dollars as lovingly as if they were their own. This may sound trite, but it is fundamental. For example: let us suppose at a moment that you want to promote a product that has been miserably slow-moving. You want to change its image. You rename it. Then, you call in your agency. You carefully outline your objectives. You point out that these objectives are limited. After all, you can't afford a large investment in an untried idea. Then, a few weeks later, your agency comes back with a spectacular presentation. First, there's a television storyboard. Then they unveil a newspaper campaign, and an outdoor design.

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ADM Milling Co.

Agency-Client Relationship—
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and a magazine program, and a little sky-writing to kick it off. Several things have gone wrong here: first of all, your agency hasn't taken your objectives seriously (or has ignored them altogether), and has refused to work within realistic economic limitations. Additionally, and probably the most irritating aspect of all, time has been wasted—valuable time. The agency has completely upset your timetable for the packaging and marketing of this product.

You're the Boss

Because you are the client—and your hard cash is on the line—you can expect your agency to be interested in your product. They should know how it's manufactured, how it's marketed, and what competitive factors are involved, among other basic things. Yes, ingredients, production processes, and government standards should be familiar to them. A knowledge of these things will enable your agency to talk your language—and more importantly—understand your language. Furthermore, keeping aware of your problems in production, marketing and competition puts the agency on the right creative "track," minimizing the spinning of wheels and wasting of time.

Today there's a strong trend within advertising creative groups to ignore all these things. Some misguided few in their ivory towers feel knowledge of product stifles their free approach to communication. What they are really saying is: "The client doesn't know what he wants—we are the geniuses—we're not going to let the client put us into a box." While I can empathize with them, I cannot agree with their thinking. I like the creative man who, when armed with all the facts, can produce a bright and original communication, one that is on target. And, I also like a creative man who will accept the truth that there is more than one way to communicate the same idea. There are, we are happy to report, an increasing number of these bright, young copy and art people in our business. When a writer can say: "Okay, I see why you don't like it. You know, there's always another way to do it. We'll be back next Monday with a new approach." If he can say this, and mean it, he'll be a pleasure to work with and his communication will sell product for you. Of course, your reasons for turning down his first effort should be sound. You just don't say, "I don't like it—back to the drawing board!"



Charles B. Fell

Train Your Agency

Now, from the client's point of view, on what ground should he meet his advertising agency? I really believe, after twenty years' association with a pretty fair cross-section of clients, that a manufacturer gets as much out of his agency as he is willing to share with them. I mean the trust he is willing to extend—the information he is willing to share—the extent to which he considers the client-agency relationship a partnership in the full sense of the word. I don't mean to imply that the P and L statement is any of the agency's business. But it is to your advantage to keep the agency apprised of your sales situation on a continuing basis. Share your market reports with your agency—whether they be Nielsen or SAMI or any other. If your agency really appreciates this partnership, your advertising expenditure will more than likely be your most profitable expense.

As you well know, it costs money to train men to the point where they start making money for you. By the same token, it costs time, money and patience to train an agency. Yes, "train an agency." Don't expect an agency to come to you with all the answers to your particular problems. Just how many manufacturers have your exact company policies, your competitive and your marketing problems? For example, every part of the country is different. In some areas, consumers are so potato-oriented that they seldom think of macaroni. An advertising philosophy that could be successful elsewhere more than likely wouldn't work as well in such a region. But, once your advertising agency is conversant with your particular company, its policies—your particular market, its idiosyncracies—and, once you have built a mutual trust between you—then, for the love of money, stick together! It is expensive and it is

wasteful to change agencies. Furthermore, agencies are continually changing from within—creative people continually move around from shop to shop. So, it's entirely possible that if you do change agencies, you'll find yourselves working with the same people you couldn't work with in the agency you just fired.

We'll bet that with a little more effort on your part, you might make the happy discovery that your present agency can give you the service and results you are looking for.

Things Are Changing

As we know, everything is changing—people's tastes in food, styles, recreation, and their reaction to advertising approaches. That which made customers beat down the doors a few years ago may not even noticeably enlarge the irises of their eyes today. First with radio, then with both radio and television bombarding them night and day, the American homemakers are being inoculated against "run of the mill" advertising. Then, too, each product has its own noise level—depending on the competition. Care must be taken that you don't try to out-shout the competition. Maybe whispering is the attention-getting contrast needed. Then, there are such things as end runs, when the frontal assaults fail.

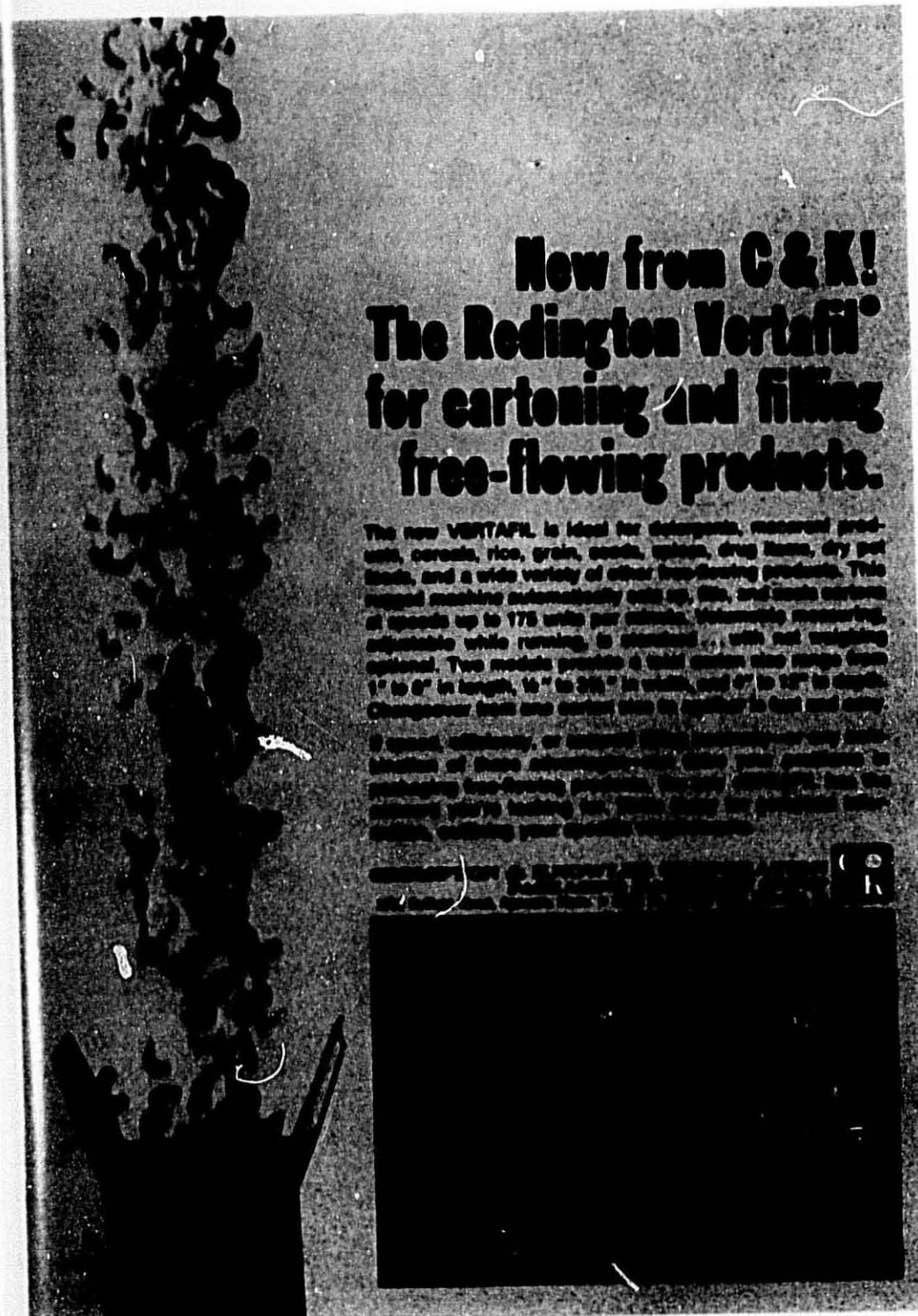
The advertising business is growing more sophisticated each year. The old "seat of the pants" intuition has been replaced with some very sound measuring devices. Copy research can prove to be a time and money-saving tool for you—if you'll authorize your agency to use it. Coupled with market information, copy research can give you proper direction.

Yes, and there are new tools with which to measure media today. The Simmons Study, Starch Reports, the Nielsen Television Report, the AEC, and many others. But, media is more than just a juggling of figures. Media can be creative. Bright agency people are always coming up with new and interesting ways to create attention through unusual use of standard media.

In summary, you and your agency have much to offer each other—listen to each other—learn from each other—and you'll keep up with and stay ahead of the rapidly-changing marketplace.

There's an old standard story which, with some effort can be adapted to our subject. The scene is the meeting room at the advertising agency. The wall is covered with charts. The liquid-voiced account executive has poured out his plea for approval. The recommendation

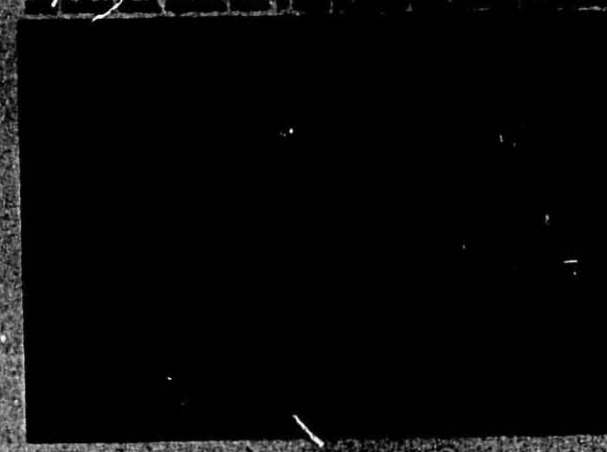
(Continued on page 34)



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Agency-Client Relationship--

(Continued from page 32)

has been stated: the sponsorship of a two-hour Sunday afternoon movie on television. Now, all faces turn toward the end of the table where sits the great one—the man with the money — the client. He rises slowly. His cigar twirls in his mouth. He frowns. It is so quiet you can hear a strand of spaghetti snap. Then he speaks: "Why do I have to do all the thinking around here? Why don't you people get out of your offices once in a while and find out what's going on in the world? This is probably the stupidest recommendation I've ever heard! A Sunday afternoon television movie! A waste of money! You people should know that on Sunday afternoon nobody is watching television. They're all out playing Bocce Ball."

About Rice-A-Roni

I would like to comment briefly on Rice-A-Roni. When Golden Grain first started marketing this rice and vermicelli side dish back in 1958, it had the enviable distinction of being the only one of a kind in a brand new category. Oh, those good old days! There really was a need for it then—it sparked a little life into the static rice department. I remember the first slogan we used: "Something nice has happened to rice—Rice-A-Roni!" As much as we at the agency would like to take a few bows for Rice-A-Roni's early success, we must admit that there is nothing particularly brilliant in successfully launching a product that has no competition—a product that is a pioneer in a brand new category. Furthermore, Rice-A-Roni tasted great. It was a new taste. And it more or less sold itself—back in those good old days.

But it wasn't long before the big food people, one after another, imitated Rice-A-Roni. And, as the competition grew, it was necessary to pour out more and more money in order to hang onto our franchise. Today, there are a half-dozen national brands of rice mixes with at least 37 different items—all fighting for that elusive shelf space.

This doesn't take into consideration the dozens of small, local brands scattered through the country. So, the battle goes on. Of course, as the competition increases, so does the noise level of rice-mix advertising. Looking back, it is apparent that our strongest impact was made by being first. Of course, there aren't too many today who remember that fact. So we must continue to be important in the category, and that is becoming more and more expensive for Golden Grain each day.

However, we do have some advantages. Our advertising theme has worked well from the beginning. Rice-A-Roni took an option on the good food reputation of San Francisco at just the right time. Starting in about 1959 magazine food editors, travel editors, and all the best-read columnists began talking about San Francisco—eulogizing it as one of America's favorite cities. We couldn't have planned it better—but of course, we didn't plan it—it just happened. And, it just happened that our jingle worked. Thousands of them don't, you know. This one just happened to. And we are still using the theme of San Francisco and various versions of the Rice-A-Roni jingle today. After over twenty million dollars of investment, they are securely the property of Golden Grain—and they continue to give Rice-A-Roni a distinctive personality.

Our jingle started out in 1958 as a simple wood block rhythm tune. It has been rearranged many times without losing its identity.

Yes, as I look back over those rough years when Golden Grain was educating the American consumer concerning the delights and uses of Rice-A-Roni, I think of Gustaf Olson. You see, those were mighty rough days, because in addition to educating the public, the trade had to be educated—sold, if you will. And there were times, believe me, many times—when we didn't know if we'd ever succeed. So, in conclusion, I'd like to explain why those early, rough marketing days remind me of Gustaf Olson. Now, Gustaf Olson was a farmer from the green north country of Sweden. He came to America and plunked out his savings for a twenty-acre plot of rocks in North Dakota. And then Gustaf went to work. He hauled rocks from sun up to sun down. And, after five years of sweat and toil, a farm emerged out of the rubble. And, after this farm spread beautifully over twenty full acres, Gustaf was noticed by the minister of the Svenska Fri Shirken back in the village. One Sunday, the preacher got into his buggy and paid Gustaf a visit on the farm. "Gustaf, My dear brudder. You certainly have a vunderful blessing from da Lord. He most certainly has given you a might fine farm. Vouldn't it be nice if you paid Him your respects next Sunday by coming in to Shirken and saying taks so muka in the collection box?" Well, Gustaf wiped his brow and said to the preacher: "Ya, Preacher Svenson, da Lord has been mighty good to me. Ya. Ay have to agree, dis iss mighty fine farm. But—yoo should have seen it ven da Lord had it."

It Isn't Easy

A recent editorial in the Wall Street Journal read as follows:

It's anything but easy to save money in these inflated times, so perhaps everyone should be grateful to Hunt-Wesson Foods for offering to save the housewife the sum of one dollar on her food buying. To achieve this economy, though, she will have to do her buying in some rather special ways.

To begin with she must buy a bottle of Hunt's Catsup and a bottle of Wesson Oil, carefully removing and preserving the labels. Then she must buy two cans of Hunt's Tomato Sauce and two cans of Hunt's Tomato Paste, carefully noting down the can sizes and the code numbers on the bottoms of the cans.

Then the buying gets less restricted: the consumer can purchase any three of the following: Spaghetti, macaroni, rice, hamburger buns, ground beef or frankfurters, quantities unspecified. But for each of the three items she buys she must either save the box or label showing the brand or save the supermarket cash register tapes, circling the price of the item and noting its name alongside.

By that time she has almost reached the last plateau. All that is left to do is to fill out a coupon, cram all of the labels, boxes, notes and supermarket tapes into a package and ship them off to Hunt-Wesson, which will reward her with a coupon redeemable for \$1 at the grocer's.

The last thing we want to do is to discourage thrift, but we still can't help wondering whether there isn't an easier way.

Kraft Uses Premium

Kraft Foods is offering cordless electric scissors to promote packaged dinners during 1970.

The premium will be offered to consumers for \$2.25 and two box tops on any Kraft dinner packages. Retail value of the RCA mini-scissors is said to be \$4.50.

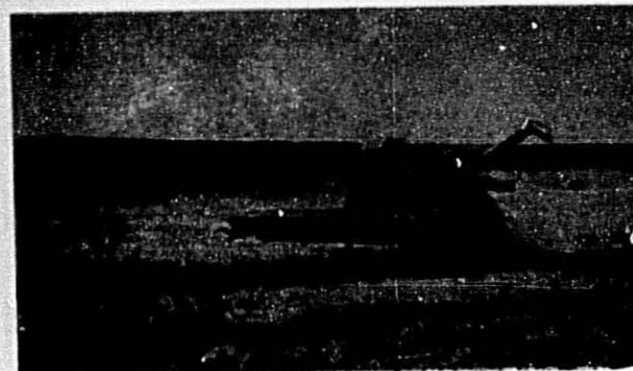
An ordering coupon is printed on packages along with a side panel announcing the premium. Packed with the scissors is a coupon offering a Rubenmaid Sewing Susan (tray for storing sewing items) for \$2.50 (retail value said to be \$3.98), plus one Kraft dinner boxtop.

Point-of-purchase material is available from Kraft salesmen.

**66th Annual Meeting, NMMA
Whiteface Inn
Lake Placid, N.Y.
July 19-23, 1970**

THE MACARONI JOURNAL

insurance policy.



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the quality and the service are built-in. So, why take chances? Rely on the durum products from the North Dakota Mill. It's like an insurance policy.

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PEAVEY COUNTRY

Famous for its durum wheat

You might well expect Peavey to be a major factor in the milling and distribution of durum products. The reason? North Dakota's durum wheat fields where virtually all the nation's durum crop is grown—are in the heart of Peavey Country (see map). This is a broad, wheat-rich land that supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

Durum is an important product of Peavey, along with a multitude of other enterprises related to the growing, stor-

age, transportation, merchandising and processing of cereal grains. Peavey is a highly efficient operator in this complex business because its operations are streamlined and coordinated to the nth degree.

Durum mills operated by Peavey are located at Superior, Wisconsin, Grand Forks, North Dakota and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey has total milling

capacity of 60,000 hundred-weights a day, much of it, of course, in durum.

No wonder macaroni and spaghetti manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts 'way out in Peavey Country'.

■ Merchandising and commodity futures offices; ● Terminals; □ Flour mills and mix plants; ▫ Flour sales offices and warehouses; ⊞ Country elevator, feed and service facilities; ⊙ Sales offices of Peavey Company and National Grain Co. Ltd.



PEAVEY COMPANY
Flour Mills

THE MACARONI JOURNAL

King Midas DURUM PRODUCTS

MARCH, 1970



Increasing Enrichment

by H. H. Lampman, Executive Director,
Durum Wheat Institute

LAST July at Coronado you heard the report of the Durum Wheat Institute. You may recall I told you what we had done, and what durum millers were planning to do. Then you were asked several questions dealing with the iron fortification of your products and their other nutritional contributions to public health.

Since that time we've done what was outlined. But at the same time the industry represented by the Durum Wheat Institute and the Wheat and Wheat Foods Foundation has been preoccupied in a race against time. The goal was re-evaluation of the enrichment formula before someone—like government—did it for us.

Almost a year ago, Dr. Philip L. White, Secretary of the Council on Foods and Nutrition, American Medical Association, said that beginning now, there will be more pressure on manufacturers to make foods more nutritious ("Hunger — USA" — Columbia Broadcasting System Documentary, Senate Select Committee, et al).

Some of you already know that pressure. Skinner makes a "Milk Mac." La Rosa pioneered the development work on a dry, extruded form of a corn-soy cereal blend. The milling and baking industries have jointly petitioned the Food and Drug Administration to increase by more than three times the amount of assimilable iron in enriched flours, bread and bread type products.

Petition Filed

That petition was filed November 5, and later amended to narrow the range to from 32 to 38 milligrams of iron per pound of bread and from 56 to 60 milligrams per pound of flour. On November 5, the Food and Nutrition Board and National Research Council, approved a resolution calling for universal enrichment of all cereal products. The Board recommended, among other things, that standards for macaroni and noodle products be changed to permit the addition of no less than 40 mg. and no more than 60 mg. (of iron) per pound.

On November 25 a group of millers, bakers and wheat growers led by Mark Heffelfinger again met in Washington with Dr. Mark Hegsted, chairman of Food and Nutrition Board, and Dr. Arnold Schaeffer, chief, Nutrition Program, U.S. Public Health Service. The industry asked Drs. Hegsted and

Schaeffer what changes in the enrichment formula should be considered. It was suggested that the thiamine and riboflavin be increased significantly; the question of iron, insofar as millers and bakers were concerned, was already covered in the petition to Food and Drug. In addition, Drs. Hegsted and Schaeffer asked that industry explore the use of vitamin B⁶ (pyridoxine), folic acid and vitamin A.

A few days later the White House Conference on Food, Nutrition and Health exploded with demands for a guaranteed annual income for all families to prevent malnutrition and hunger. President Nixon, who addressed the Conference, suggested \$3,600 a year. The delegates later voted to increase that amount to \$5,500 a year for a family of four persons.

Last week a Task Committee of the milling-baking industry discussed the economic impact of increasing thiamine and riboflavin as well as adding B⁶ and folic acid to enrichment. According to the committee's calculations, the cost would roughly double.

Washington Meeting

The last three days of this third week of January the manufacturers and distributors of iron, and members of the iron committee of the Food and Nutrition Board will meet in Washington. The first objective is to find financing, up to \$100,000, for research determining the more assimilable forms of iron. The second goal is to develop standard specifications that would assure that the various forms of iron used by the industry will be constant in form, value and in handling characteristics in commercial food production. The \$100,000 requested from the iron manufacturers will match even larger sums being spent on iron research by the USDA.

There will be other meetings to follow, you may be sure. But the important thing, insofar as industry is concerned, is to anticipate and lead, rather than be pushed or follow.

So nutrition is the order of the day and nutrition education—an assignment of long standing with the Durum Wheat Institute—looms larger than ever in the marketing picture. I am sure we will all benefit in the future by working together — durum growers, durum millers and macaroni manufacturers—as we have in the past.

Report on Durum Research

Vance V. Goodfellow, Executive Vice President of the Crop Quality Council, recently made some observations on durum research.

He notes that during 1969, full leadership for durum variety development research was assumed by the North Dakota Agriculture Experiment Station at Fargo. Previously this program had been a U. S. Department of Agriculture responsibility and under the direction of Dr. Kenneth Lebeck whose long-time research efforts contributed to the development of current commercial durum varieties such as Leeds, Wells and Lakota.

Dr. Lebeck was assigned new research duties and moved to Beltsville, Maryland last June. This resulted in reappraisal of the North Dakota program and the decision to broaden and expand durum research efforts at the state level. Dr. James Quick is now directing the North Dakota durum improvement program in cooperation with the U. S. Department of Agriculture. Federal financial support of the program is being continued near earlier levels. This combined with increased state funding should strengthen the overall program significantly.

Variety Improvement

In the North Dakota durum variety improvement program, attention is being given both to the development of conventional tall durum types and to semi-dwarfs.

A number of promising conventional tall breeding lines are currently being evaluated. Some show about ten percent higher yields than Leeds. Many experimental semi-dwarf durums show up to thirty percent higher yield. Color is generally rated below Leeds in these higher yielding lines. Problems with leaf diseases and head sterility have been encountered in some of the semi-dwarf materials. All experimental durum breeding lines are being increased in Mexico this winter in the Crop Quality Council sponsored program.

Leeds Popular

Leeds durum released to growers by the North Dakota Experimental Station in 1966 was grown on sixty percent of the North Dakota acreage, 75% in South Dakota and 52% in Minnesota. Wells durum ranked in second place in these states, but continued as the leading variety grown in Montana. Leeds was seeded on 30% of the Montana acreage, an increase of 27% over 1968. Leeds and Wells durum are resistant to prevalent races of stem rust. How-

(Continued on page 40)



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Durum Research—

(Continued from page 38)

ever, the rapid shift to Leeds could soon see the durum acreage again seeded to only one variety. Such a situation is not desirable, as it would make the region more vulnerable to attack should Leeds become susceptible to a new race of rust. Therefore, diversification of the acreage with new durum varieties with different sources of rust resistance and competitive yield will be needed.

In 1969 some change in the wheat stem rust picture was observed. A new race of rust tentatively identified as 15 B-6 was found for the first time from a few widely scattered collections made from winter and spring bread wheats. Tests are under way to determine durum and spring bread wheat susceptibility to this new race, but results from these tests have not been completed.

Papers on Durum Research

Dr. Kenneth A. Gilles, Vice President for Agriculture, North Dakota State University, reports that bound volumes of research studies on durum are being given to the library of the National Macaroni Manufacturers Association.

Proteins

The first is a Ph.D. thesis by David E. Walsh entitled "The Proteins of Durum Wheat." This work represents a four year study and includes basic research data on durum wheat proteins, together with some newer concepts of objective methods for measuring color and firmness of spaghetti. These methods were developed during the course of the study.

Sprouting

The second thesis by Ruy-pin Leu entitled "Effect of Wheat Sprouting on Spaghetti" was completed in 1969 for a master's degree. Mr. Leu's work consisted of developing methods for sprouting durum wheat and for testing these samples in macaroni and spaghetti products. Assisted with this work was the development of the Falling Numbers Method for testing wheat sprout.

Dr. Gilles comments: "In my opinion, probably two factors arose in this work: (1) a challenge to previously held concepts and (2) acknowledgment of the fact that mixtures of sprouted and sound wheats may give unpredictable results. In general this paper probably raises as many questions as it answers, but this, I think is good because it did provide some necessary background information upon which current research is being conducted. I trust, as a result

of this work, we will assist in unravelling the processing problems associated with sprout damaged durum wheat in the macaroni manufacturing process."

Abstracts of the papers are being prepared for future publication.

Quality Reports

Final quality reports for the 1969 North Dakota Hard Red Spring Wheat and Durum crop are available in printed form from the North Dakota State Wheat Commission, P.O. Box 956, Bismarck, North Dakota 58501.

The crop quality survey is conducted annually as a cooperative effort of the North Dakota State Wheat Commission, North Dakota Extension Service, Experiment Station and country elevator managers.

Canadian Cargoes

Canadian Durum Cargoes, a quarterly bulletin reporting quality data on durum exported from Canada, is available from the Grain Research Laboratory, Board of Grain Commissioners for Canada, Winnipeg.

ADM Earnings Increase

Higher earnings for both the quarter and six months ended Dec. 31, 1969, were attained by Archer Daniels Midland Co., according to Lowell W. Andreas, president.

For the second quarter of the company's 1969-70 fiscal year, net earnings from operations totaled \$2,539,055, equal to \$1.60 a share on the common stock, against \$1,664,503, or \$1.29 a share, in the same period of last year.

For the six months ended Dec. 31, net earnings totaled \$3,492,250, equal to \$2.21 a share on the common stock, compared with \$2,385,003, or \$1.72 a share, in the same period of 1968.

IM Sales, Earnings Up

A 25% increase in consolidated net earnings on a 4% rise in sales was reported today by International Milling Co. for the nine months ended Nov. 30, 1969.

According to William G. Phillips, president, consolidated net earnings for the nine months amounted to \$4,337,318, equal to \$1.63 a share on the common stock after provision for preferred dividends. This compares with net income of \$3,461,479, or \$1.28 a share, in the same period of last year.

The increase in the nine-month earnings was attributed primarily to improved results from industrial flour in the United States, more favorable egg prices and improvement in Canada, in part reflecting recovery from two major strikes a year earlier.

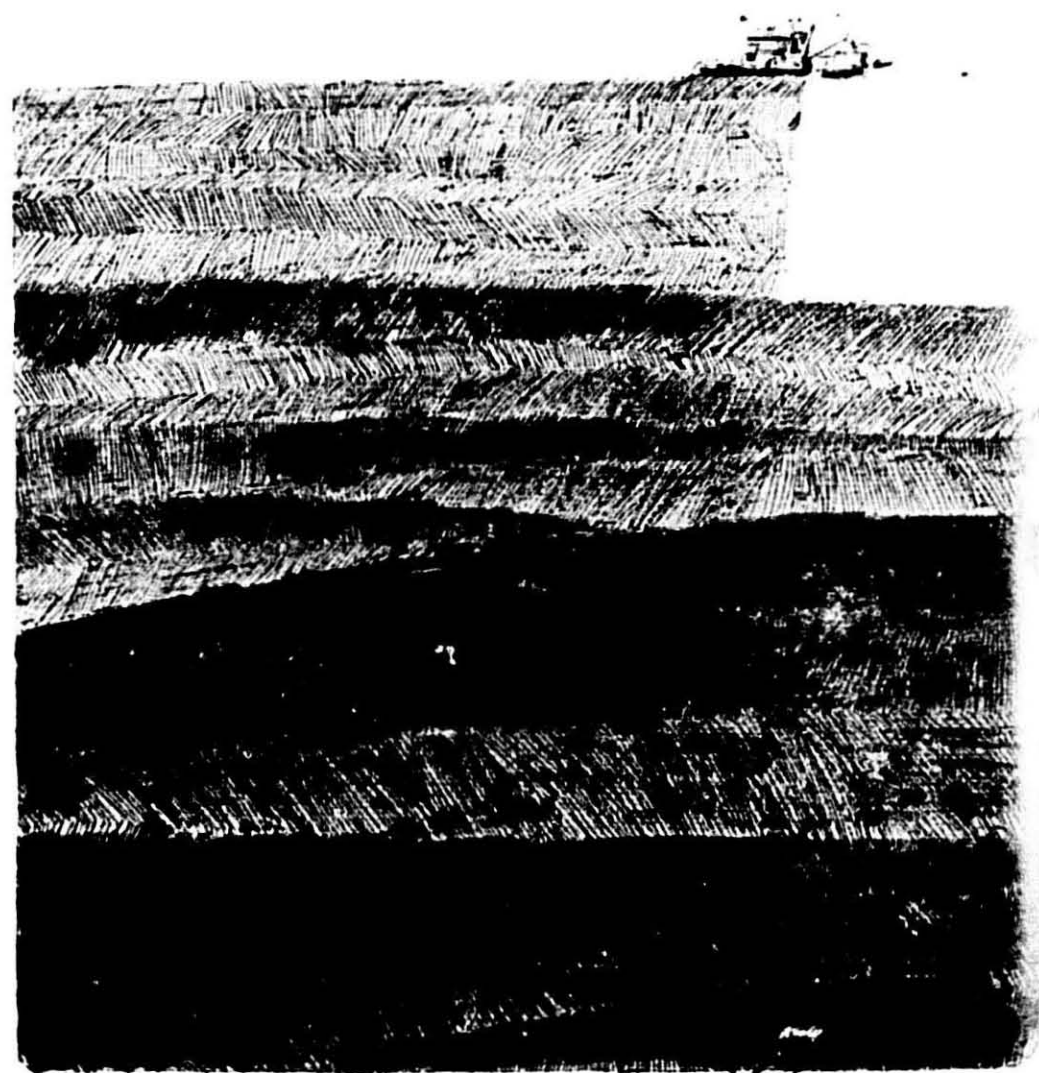
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