

**THE  
MACARONI  
JOURNAL**

**Volume 52  
No. 11**

**March, 1971**



# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



MARCH, 1971

GRAND PRIZE  
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The **Macaroni Journal**

March  
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No. 11

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**Cover Photo**

L. A. Klock, manager-supervisor of Bridgeman's chain of dining-places, headquartered in Duluth, created the grand prize winner: Garden Fresh Salad made with macaroni rings.

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## Caribbean Convention Makes a Hit!

¡Muy bien! The Winter Meeting of the National Macaroni Manufacturers Association at Hotel Americana, San Juan, Puerto Rico, was informative, thought-provoking, with a delightful social schedule and good weather.

In greeting the delegates, President Vincent F. La Rosa observed that Association meetings are designed to aid management effectiveness and profitability of our enterprises.

Theodore R. Sills and Elinor Ehrman presented in graphic form a report on the tremendous amount of publicity that has been garnered for macaroni, spaghetti, and egg noodles in the past six months. Last year's theme "Macaroni Makes Sense/Cents" was eminently successful. This year's theme will be "Macaroni is a Winner."



President Vincent F. La Rosa

### Contest Winners

Winners of the Pasta Recipe Contest conducted for restaurateurs and quantity food service people last fall were presented by Howard Lapman, Executive Director of the Durum Wheat Institute. The winner of the Salad Category was Ladell Kloek, supervisor-manager of Bridgeman's, a chain of dairy-store eating establishments in the Land-O-Lakes Dairy Company headquarters in Duluth, Minnesota. His creation was Garden Fresh Salad made with macaroni rings and garden vegetables.

Winner of the Sauce Category was Wolf H. Hanau, an executive of the Steak Thing, part of the Lum Corporation, Miami, Florida. His creation was Spaghetti Americana 2000, a delicious sauce aimed at being something definitely new but good enough to be around for a long time.

Winner of the Casserole Category was Larry Gardner, Food Service Manager, Holy Rosary Hospital, Ontario, Oregon. His entry was "Teenager's Lasagne," a delightful combination of pasta, spinach and cheese.

Ladell Kloek was declared grand winner and will go with his wife and the group attending the Macaroni School in Switzerland, macaroni plants in Switzerland and northern Italy, and the IPACK-IMA Show in Milan. Time of the tour is May 10-31.

### Capitol Counsel

Counselor Harold Halpenny gave his views of what's happening on Capitol Hill. He urged businessmen to remain vigilant on legislative proposals that stifle initiative and hand-cuff the business man.

### Bankers Club Banquet

Highlight of the social events was the banquet at the Bankers Club. High spot of the city, the view was tremendous. The food and service was excellent and the Mayor of San Juan, the Honorable Carlos Romero Barcelo and his charming wife, attended the affair. Suppliers were hosts for the reception and cocktail party. Their names will be listed in the next issue of the Macaroni Journal.

The Board of Directors elected to hold the Winter Meeting next year at the Doral Hotel and Country Club in Miami, Florida, January 23-27.

### Welcome to Puerto Rico

by President  
Vincent F. La Rosa

WELCOME to the Winter Meeting of the National Macaroni Manufacturers Association and this island paradise called Puerto Rico. As you know from your agenda, we have numerous recreational activities planned. A tour of old and new San Juan, golfing at the Dorado Hilton, theatre dinner party and banquet at the Bankers Club. In addition, Puerto Rico offers golf at many other locations, tennis, swimming, boating—just about anything you might be interested in. If I sound like I am from the Chamber of Commerce it is because I know and love this island, and I am sure you will come to appreciate it too. Let's not forget, however, our purpose here at this convention is to work as well as play so that our lot may be improved when we return to the realities of our offices and factories.

### Profitability Stressed

We have a work program planned and the theme of this convention is a continuation of our efforts to improve management and in turn the profitability of our operations as an industry. Ways and means for us to make a better profit have always been the beacon by which our conferences, meetings and activities have been planned.

At our last Winter Meeting, the program reviewed the administrative aspects of our business life. You will remember we had Alex Gorden of Pent, Marwick and Mitchell talk to us about the necessity of budgets and the need for planned profits in our industry. He urged a mature approach to pricing and a sound profit oriented approach to all business decisions. Not only does this apply to our brand franchised business,

but also to our institutional, private label and contract business as well.

### Product Promotion

This meeting will concentrate on marketing, product promotion, and transportation areas of our business. It is hoped that we will all learn something which we can apply back home. Sound principals of marketing are important from a business point of view, but they are mandatory from a legal point of view. Our counselor, Harold Halpenny, will tell us about the situation in Washington later this morning. Then we will hear about transportation matters from Martin Coughlin. Costs of transportation can fast get out of hand unless proper planning keeps these costs within the bounds of reason.

### Many Activities

During the past year, our association has sponsored numerous activities which were all in line with our general theme of improving profitability.

In September, there was our fourth annual press party at the Rifle Club in New York where we hosted magazine writers and syndicated columnists. A month later we had a cocktail party and reception at the National Newspapers Food Editors Conference in San Francisco. Both of these events were calculated to endear us to the hearts of those who can affect a good image for macaroni, spaghetti, and egg noodles so that our advertising and merchandising will be rewarded by increased sales at the store level. If these meetings helped to increase profitable sales, then they were worthwhile; if they only helped increase break-even sales, then, of course, they were a waste of time.

The two activities which I just mentioned were technically not sponsored by the National Macaroni Manufacturers Association—they were sponsored by the National Macaroni Institute. As you know, there has been talk for some time as to the possibility of these two organizations merging. A committee report will be considered by your Board of Directors at this meeting. We would, of course, during the course of this meeting, like to have everyone's thoughts on this matter so that we can take positive action to increase the efficiency and service of both of these organizations.

### Washington Conference

In September we had our second Washington, D. C. Conference where we had speakers from governmental agencies address us, and where we had representatives of Congress join us at a reception and dinner party in the evening. These meetings are sponsored by

the Association and are a reminder that political action is often times necessary for the protection of the profitability of our business. They also offered us an opportunity to meet with these government people so that we can learn their views, and they can learn our views.

In April we collaborated with the Food & Drug Administration to put on a full day session on good manufacturing practices. It is important that we keep this liaison with Food & Drug so that we can avoid innocent yet possibly tragic errors; we all know what happened to industries such as the cranberry industry and the tuna fish industry by not staying ahead at the technical level.

### Need for Knowledge

During the coming year we are planning a trip to Europe to the IPACK-IMA Show and to a Macaroni School. Technical knowledge in manufacturing is imperative. Labor costs have risen drastically in the past year. On the East Coast, a group of manufacturers, negotiating as a unit, experienced the highest settlement ever in the macaroni industry. It is not difficult to calculate the increase in costs of a 25¢ per hour annual package for each of three years and it is shocking to realize that twenty-four months after the signing of the contract these manufacturers are going to pay 75¢ per hour more per employee.

Let's all have a great time in Puerto Rico, but let us also do our work, so that when we go back to New York, St. Louis, Chicago, San Francisco, et al, we will know a little better how to make profits and with this knowledge we will also find the courage to take the actions that will make this industry as profitable as it is reasonably possible.



Elinor Ehrman

### PRODUCT PROMOTION

THEODORE R. Sills and Elinor Ehrman gave an audio-visual report on promotional activities in behalf of the National Macaroni Institute.

Mr. Sills began: 1970 was a great year! Sales were up 10% over 1969, which, in turn, were up 5.7% over 1968. According to preliminary reports we have received grocery sales were up 2% in the same period, but 7% in dollar volume due to increased prices.

1970 was a great year in other ways: we had no mercury, no carcinogen, no pollution—nothing with which Ralph Nader could quarrel. Allah be praised!

We think that the increase in sales was due to many things: the higher cost of meats, which we regard as a substitute for macaroni; an economy-bent consumer; and great advertising and sales efforts by the macaroni manufacturers. We hope, also, that you feel that our efforts have played an important part in the increasing use of macaroni products. Here are highlights of the past six months:

### Macaroni Makes Sense/Cents in the Seventies

An outstanding story, "Suddenly You're a Great Italian Pasta Cook," was announced on the cover of the September issue of Better Homes & Gardens. Inside, a double page color spread showed different macaroni shapes and ways to use them. Another double page photograph showed more shapes and ways to use them. There were four color spreads in all, plus six black-and-white photographs and fifteen recipes for pasta. Circulation: 7,783,223.

Family Circle also featured pasta as "That Fine Italian Home." A double page color spread illustrated a story with thirteen recipes. Circulation: 6,942,496.

Glamour told the youth market that a "Pasta Buffet" is "The Newest Kind of Party You Can Give." Four recipes accompanied a full page color photograph. Circulation: 1,442,920.

Another youth magazine "Teen," used two full pages to prescribe three ways to cure "Spaghetti-itis." Circulation: 813,730.

Confidential Confessions divulged that "People Prefer Pasta." Three NMI photos were on the title page, followed by eleven recipes. Circulation: 644,733.

Two full pages of Sunset, a western shelter magazine, were devoted to the glories of pasta and "Pesto." Circulation: 940,721.

James Beard, noted food authority, wrote of pasta in Gourmet magazine. A full page color photograph showed

(Continued on page 6)



### Product Promotion—

(Continued from page 5)

seven macaroni shapes, while the story included twenty-one recipes. Circulation: 421,829.

NMI's own color photograph of Macaroni Chili was featured in Bon Appetit's story about what to serve at an after-the-game buffet supper. Circulation: 186,756.

### Better Diet Methods

"Amazing! New! The Macaroni For Dinner Diet" was a four page story in Better Diet Methods. Three NMI black-and-white photographs with five menus and recipes were featured. Circulation: 200,000.

An editorial, "Getting Acquainted with the Macaroni Family," appeared in the October issue of Forecast for Home Economics, at the same time as the NMI advertisement. NMI photographs and recipes were featured. Circulation: 64,840.

The leading Spanish magazine Temas featured the NMI photograph and recipe for Spaghetti with Tuna Sauce. Circulation: 78,200.

Bronze Thrills, a popular Negro publication, used an NMI photograph and recipe for the story on "Feeding a crowd," with credit to the Institute. Circulation: 58,285.

Sepla credited NMI and gave full page treatment to the Institute color photograph and recipe for Macaroni Oriental. Circulation: 61,990.

Three NMI black-and-white photographs were featured by the country's leading Sunday supplement Family Weekly. Two of these with recipes, appeared in holiday food stories. Circulation: 7,892,725.

The New York News was one of the many syndicated columns featuring NMI photographs and recipes. Ella Elvin devoted the most of one page to two dishes which were served at the Fourth Annual New York Press Luncheon in September. Circulation: 5,000,000.

### Unusual Ways

Two macaroni stories by Marian Burros of Bell-McClure Syndicate were: Curried Egg Noodles and Sausage, and Fusilli with Eggplant Sauce. Circulation: 1,500,000 (each).

One of the many NMI photographs and recipes used by the Chicago Tribune Syndicate featured Macaroni and Cottage Cheese called "An Unusual Way to Fix Macaroni." Circulation: 5,000,000.

Cecily Brownstone, food editor for Associated Press, likes pasta and featured it in four of her columns. Circulation: 28,000,000 (each).

Eleanor Ney of the Westchester Rockland Newspaper Publishers, Inc., featured macaroni products in twenty-two stories since July. Circulation: 237,163 (each).

### Celebrity Cookbook

"Celebrity Cookbook," written by Helen Dorsey for Chicago Tribune-New York News Syndicate, featured the favorite spaghetti recipe of Wilhelmina, a famous ex-model turned model agency director. Circulation: 10,000,000.

Author Jim Beard says in the Washington Star Syndicate: "I love pasta and I use a great deal of it, from the tiniest pastina, and orzo . . . up to lasagne and the huge sea shells and rigatone. Pasta is Pure Joy, No Matter How You Eat It." Circulation: 6,000,000.

Joan O'Sullivan presented two NMI photographs and three recipes in a picnic story, while Jeanne D'Arcy starred the NMI photograph and recipe for Macaroni Garden Salad in a diet story released by King Features. Circulation: 6,000,000 (each).

Ethel Moore writes the leading Negro syndicated food column. She gives credit to NMI and features a photograph and two recipes for company meals in Amalgamated Publishers, Inc. Circulation: 1,000,000.

Color page placements reached a new high in 1970, with a total of 95-53 of these appearing in the last half of the year. Fettuccine was given full page treatment in the New York Sunday News magazine.

San Jose Mercury—News Sunday magazine featured two NMI color photographs in two separate diet stories.

"Noodles in Thrifty Main Dish" was the headline in the Nashville Banner. The story quoted Vincent F. La Rosa's remarks at the Newspaper Food Editor's Conference.

### All-American Casserole

Two of the many newspapers featuring All-American Macaroni Casserole were Chicago Tribune and Philadelphia Sunday Bulletin magazine.

Dallas Times Herald devoted a full page to "Italian Cooking Has a Past—(a)," with color photograph of Spaghetti with Veal and Peppers.

Galley Goulash made with medium egg noodles was featured by these two Sunday magazines: Memphis Commercial Appeal and Newark News.

Another Sunday magazine featured Holiday Egg Noodles and Hamburgers. This is the Long Beach Independent Press Telegram.

Fort Worth Star Telegram uses NMI color photographs frequently. Here are Firecracker Macaroni and Cheese and All American Macaroni Casserole.

Boston Herald Traveler featured the new color photograph of Macaroni with Frankfurter Sauce in a budget story.

And the Boston Advertiser gave full-page treatment to Spaghetti with Veal and Peppers in the Sunday magazine.

Grit, nationally distributed farm publication, uses NMI color photographs often. Circulation: 1,285,367 (each).

### Ad-TV Kits

"Macaroni makes sense/cents in the Seventies" was the theme of the full page black-and-white advertisement in Forecast for Home Economics. Announcing National Macaroni Week, the advertisement offered a leaflet for classroom use. To date home economics teachers have requested 125,000. Circulation: 64,840.

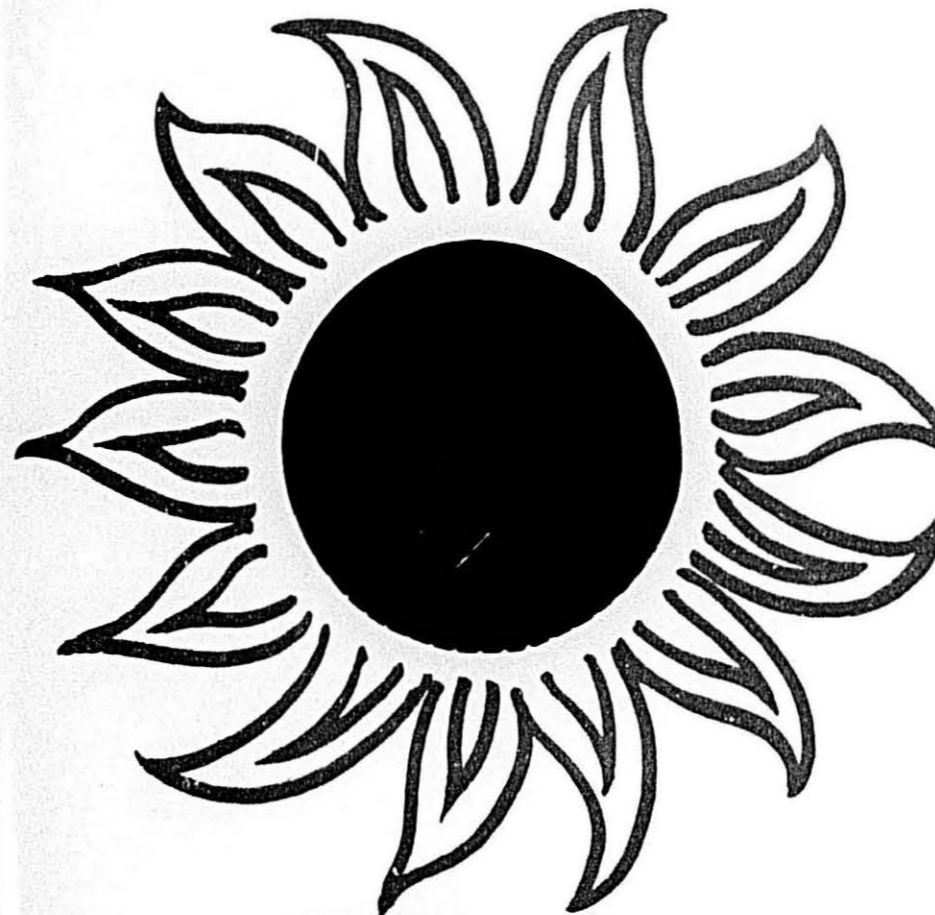
A new television program kit, "Macaroni Makes Sense—To the Dieter," offered on an exclusive basis, was requested by 100 telecasters of women's interest shows. The kit included script, 35mm slides, product, U.S.D.A. poster on guide to eating, and recipe leaflets with calorie-counted recipes for distribution to viewers.

### Press Party

On September 16th, the "Macaroni Family Reunion" was held at Tiro A. Segno in New York. This was the fourth annual press luncheon where macaroni manufacturers, food editors of magazines, syndicated columns and newspapers met with cookbook authors, radio and television personalities and publicists for related food items. Special material was developed for the press kits and for follow-up use on an exclusive basis. As a result, we can look forward to outstanding publicity in syndicated columns and magazines, as well as other media.

On September 24 the "Festa della Pasta;" a cocktail reception, was celebrated at the Newspaper Food Editors Conference in San Francisco. On the buffet were six hors d'oeuvres made from pasta. After five days of feasting, the food editors were starved for pasta. They dug into Lasagne, Rollettes, Spaghetti Squares, Noodle Party Pancakes, Demicotti, Macaroni Spinach Tortine, and Dipsy Noodles as if pasta might go out of style.

Shots were shown of Vinnie La Rosa serving Marjorie Anderson of the Portland, Oregon Journal, Al Ravarino and Marian O'Brien of the St. Louis Globe-Democrat catching up on hometown gossip, Fred Spadafora and Nancy Siracusa of Union City, New Jersey Hudson Dispatch sampling the Demi-Cotti, Anne Crutcher of the Washington D.C. Daily News being served by Ed Horri- (Continued on page 8)



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**Product Promotion—**

(Continued from page 6)

gan, Vincent DeDomenico and Julie Bennell of the Dallas Morning News trying the Macaroni Spinach Tortine, Walter Villaume serving Demi-Cotti to Mary Sorensen of the Minneapolis Tribune, and Ernie and Lorene Scarpelli entertaining Yvonne Rothert of the Portland Oregonian and Sharon Oberholtzer of Peoria Journal Star.

**Hors d'Oeuvres**

Here are some of the headlines that were used as a result of the party. "Macaroni as hors d'oeuvre? It is written . . . yes, yes;" "National Manufacturers offer new ways to serve pasta;" "Spaghetti Squares Ideal for Party;" "Pasta Becomes Finger Food;" "Noodle Party Pancakes Extraordinary Appetizer;" "Offbeat Ideas for Serving Macaroni;" "Pasta's Right to Entertain on Budget;" "You'll Eat Nearly a Mile of Spaghetti—It will cut Food Costs, Add Flavor and Interest to Meals."

One of the first big stories to appear was a double page feature in the Hackensack Record Sunday magazine, which included a discussion of the variety of shapes, the basic method of cooking macaroni and recipes for three of the appetizers served in San Francisco.

Typical of articles appearing soon after the Food Editors Conference was a black-and-white photograph of Noodle Party Pancakes shown in the Oklahoma City, Daily Oklahoman.

The Torrance, California Daily Breeze featured Demi-Cotti which is a two-way recipe which can be used as an hors d'oeuvre or a main dish.

The San Jose Mercury-News featured Spaghetti Squares and Macaroni Spinach Tortine.

**Woman of the Year**

When Mrs. Richard Nixon remarked in Rome that Spaghetti was one of her favorite foods, she was immediately named "Macaroni Woman of the Year" by the National Macaroni Institute. This story was released to daily newspapers and wire services and received enormous coverage, including pickup by United Press International.

And then an artist was commissioned to do Pat's portrait in pasta. The portrait was sent to Mrs. Nixon, but not before a 60-second color newsreel of the artist at work was made and supplied to television stations. To date, 43 have reported using the film, including WMAQ-TV, the Chicago NBC station.

**Captain Kangaroo**

Another big event during National Macaroni Week was the "Macaroni Spectacular" on the CBS network show

"Captain Kangaroo." Several months of planning and close work with the producer resulted in ten minutes time devoted to the presentation of pasta products.

Captain Kangaroo appears on 187 stations of the CNS network with an audience of almost 5,000,000 daily. It is reported that the new President of Harvard, Derek Bok, watches Captain Kangaroo with his young daughter every day.

In conclusion Mr. Sills said: "Our organization glows over a job well done and we get a second bit of satisfaction in the fact that as a client and as a product we enjoy working with you people."

**For Consumer Education**

The National Macaroni Institute offers several recipe folders for consumer education:

"Think Spaghetti"—recipes for the Now generation.

"Pastaport"—trophies of a recipe hunter on spaghetti safari.

"For Weight Control—Use Your Noodle"—calorie counted recipes for the weight watcher.

"Macaroni Makes Sense/Cents in the Seventies"—tips for the budget-



wise cook.

These sell at 3 cents each for your distribution. Individual samples are sent on request.

Other materials available:

"What's Cooking Here? Macaroni!" Basic cooking directions for macaroni at its best.

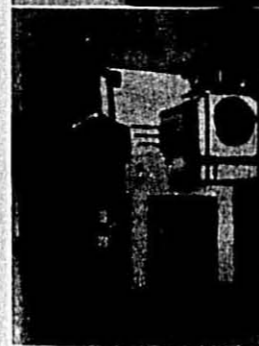
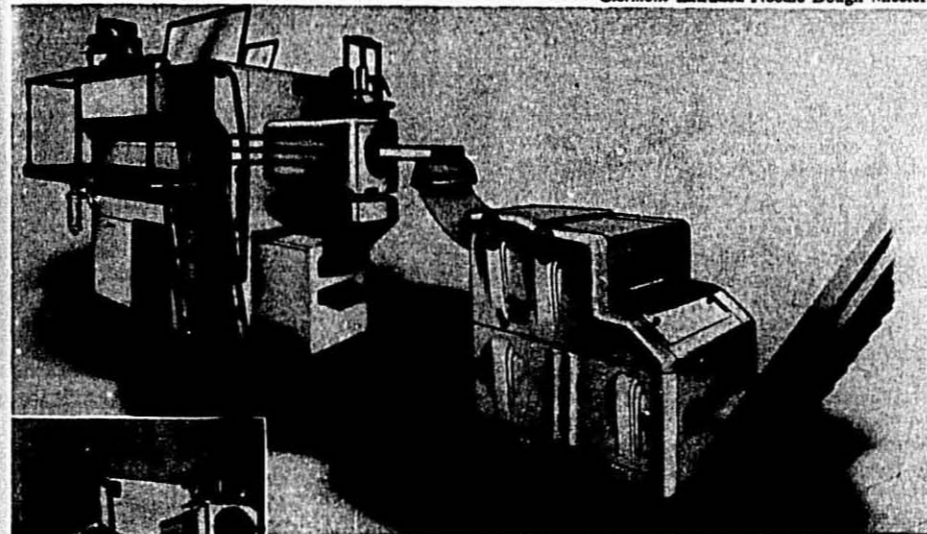
"Feeding a Crowd How-to-do-It Kit" has complete plans for fund-raising dinners.

**National Macaroni Institute — Box Score, 1970**

| Medium  | Placements   | Circulation                          |
|---|--------------|--------------------------------------|
| Consumer magazines—Women's, Youth, Romance, Shelter, Farm, Negro, Spanish, Special Interest | 204          | 499,099,168                          |
| Newspaper Syndicate and Wire Service Placements   | 193          | 1,457,996,077                        |
| Daily and Weekly Newspaper releases   | 23           | 584,000,000                          |
| Sunday Supplements  | 9            | 94,756,197                           |
| Color Pages   | 95           | 41,601,117                           |
| Negro and Labor Press releases  | 2            | 33,000,000                           |
| Radio and Television releases   | 5            | to 2,700 stations                    |
| Cooperative publicity and advertising   | 63 companies | with 115 uses                        |
| Cookbooks, Calendars, Special Publications  | 19           |                                      |
| Trade releases  | 3            | to 448 publications                  |
| Television Newsreel   | 43           | uses of 60 second color with script. |
| Television Kits   | 2            | for 200 shows                        |
| New York Press Party  | Press kit    | with six releases                    |
| Food Editors Conference   | Press kit    | with six releases                    |
| Home Economics Advertising  | 150,000      | recipes distributed                  |
| Merchandising Mailing   | "Our Bag"    | 10,000 pieces                        |

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- R**ugged Construction to withstand heavy duty, round-the-clock usage.
- M**atchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.
- O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.
- N**ewly designed die gives smooth, silky-finish, uniform sheet.
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## The Missing Link of Merchandising

by Lester S. Willson, Trade Relations Manager,  
Film Department, Packaging Sales Division,  
E. I. du Pont de Nemours & Company, Inc.

LES Willson gave his presentation in his usual dynamic style, mixed with chalk-talk, audience participation, and the oratory of a Southern Sunday-School teacher who knows his stuff. Here are highlights:

### Pattern for Success

The following principles and policies were emphasized by the late Lammont du Pont while he was Chairman of the Board of E. I. du Pont de Nemours & Company, Wilmington, Delaware.

1. **Fill a need.** In whatever line of endeavor, it is essential to fill a purpose or fill a need.
2. **Job Know-How.**—One must know how to do the job or perform the service, whichever it may be.
3. **Meet competition.**—You must be determined to make your product as good or better than your best competition and sell it at the best price to insure a reasonable return on investment.
4. **Improve-Research-Improve.**—never be satisfied. Today quality is the watchword of success.
5. **Thrifty and Economy.**—don't waste anything.
6. **Additional Capital Secured.**—Be in a position to secure capital and apply it where and when needed.
7. **Plow Back Earnings** into the business. Replace obsolete equipment. Improve present equipment. Remodel. Modernize.
8. **Departmentalize and Diversify.**—diversify products; departmentalize organization.
9. **Owner-Management and Personal Attention to Business** is a necessity today because of the demands on management to make decisions and take calculated risks.
10. **Long Term View** is essential not just for a day, a week, a month, or a year, but five, ten, and even twenty years hence.

Finally, all of these spokes to the wheel must be secured to a hub—T<sup>2</sup>pR—Try to treat people right. You could practice the spokes of the wheel religiously and yet unless you practice "Do unto others as you would have them do unto you," all is to no avail.



Lester S. Willson

### Successful Selling

1. **Quality of product.**—there is no substitute—packaged or bulk. Poor quality only spells failure—good quality spells success.
  2. **Personnel.**—success depends upon people—all people—from the sales manager to the salesman; from the store manager to the checkout clerk. Stanley Arnold, Sales & Marketing Consultant, in addressing the Boston Conference of Distribution, had this to say: "Alert, aggressive imagination will supply the competitive edge. Don't be inadequate in thinking. Think big! The bigger the idea, the bigger the concept, the bigger the reward."
  3. **Display.**—the position in the department is important.
  4. **Packaging.**—How? When? Where? This is not a new concept.
  5. **Advertising.**—brings people to the product.
  6. **Merchandising.**—moves the product to the people.
- Salesmanship is the ability to get your prospect and/or customer to buy what you have to sell. Why do we emphasize buy? People like to buy, not be sold.

We are living in the age of the consumer. She has many traits, but here are five major ones: (1) She is impulsive. (2) She is curious. (3) She is value conscious. (4) She is sanitation conscious. (5) She likes things dressed up—glamour.

### Everybody Sell

Wilfred A. Peterson, a widely read columnist, on the subject of "Everybody Sell" offers these suggestions which represent the art of selling at its best:

- Courteous words—Instead of sharp retorts
  - Smiles instead of blank looks
  - Enthusiasm instead of dullness
  - Response instead of indifference
  - Warmth instead of coldness
  - Understanding instead of the closed mind
  - Attention instead of neglect
  - Patience instead of irritation
  - Sincerity instead of shame
  - Consideration instead of annoyance
  - Remembering people instead of forgetting them
  - Facts instead of arguments
  - Creative ideas instead of the humdrum
  - Helpfulness instead of hindrance
  - Giving instead of getting
  - Action instead of delay
  - Appreciation instead of apathy.
- Let's earn more business by deserving the business we have.

### Prince Launches Big Advertising Campaign

Prince Macaroni Mfg. Co., Lowell, Mass., is supporting their complete brand line of spaghetti, macaroni, egg noodles, prepared spaghetti sauce and imported cheese with a \$500,000 television campaign of announcements in or adjacent to every major TV "special" scheduled in the Boston, Providence, Springfield, Hartford, New York, Detroit and Chicago markets, starting with the Bob Hope Christmas Show and running right on through the Oscar and Emmy Awards this Spring—including the Apollo Moon coverage.

Other TV specials include: Bing Crosby-Pebble Beach Golf, Ringling Brothers Circus, George C. Scott in "The Price" and "Jane Eyre," "They've Killed the President," Bob Hope Desert Classic, Goldie Hawn, Dick Van Dyke, Jack Benny, Artie Johnson, Peter Ustinov in "Gideon," etc.

(Continued on page 34)

## A SEECO CONVEYING SYSTEMS



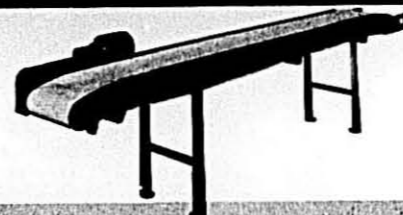
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## Winners Announced in Pasta Recipe Contest For Restaurants and Quality Food Service People

THE top three winners of the Pasta Recipe Contest conducted by the National Macaroni Institute, Durum Wheat Institute, and the North Dakota State Wheat Commission last fall have been announced. They are:

**Casseroles:** "Teenager's Lasagne"  
Mr. Larry Gardner  
Food Service Manager  
Holy Rosary Hospital  
351 S. W. 9th  
Ontario, Oregon 97914

**Salads:** "Garden Fresh Salad"  
Mr. L. A. Kloek  
Supervisor  
Bridgeman's  
1330 East Superior Street  
Duluth, Minnesota 55805

**Sauces:** "Spaghetti Americana 2000"  
Mr. Wolf H. Hanau  
The Steak Thing  
1546 Le Jeune Road, N.W.  
Miami, Florida 33126

### Winners in San Juan

The winners were introduced at the Winter Meeting of the Macaroni Manufacturers Association held at Hotel Americana, San Juan, Puerto Rico, on Monday, January 25. Their dishes were served and Mr. Ladell Kloek was declared Grand Winner. He wins a trip to Europe with the NMMA group May 10-31.

### Judging

The recipes in the Pasta Contest were judged by a committee of four from the North Dakota State University Extension Service in Fargo. They included Kathryn Sughrue, Assistant Director for Family Living; Anne Green, Home Economist; Ardith Braaten, Food & Nutrition Instructor, College of Home Economics; Pat Beck, Chairman, Food & Nutrition Specialist, N.D.S.U. Extension Service. Score cards for editorial judging and for judging the prepared food products were set up. A primary consideration was whether or not the product was adaptable to at least two general types of food service establishments. Then the following factors were scored and characteristics considered:

- (1) **Name of Product:**  
Descriptive of the product;  
Appropriate for printing on menu.
- (2) **Unusual or New:**  
Ingredients, combination or method.
- (3) **Nutritive Value:**  
Makes substantial contribution to good nutrition.



L. A. Kloek

### (4) Ingredients:

Readily available to most food services;  
Moderate cost;  
Pleasing combination of flavors;  
Pleasing texture;  
Appropriate portion size.

### (5) Ease of serving and eating

(6) **Ease of preparation:**  
Necessary equipment available to most food services;  
Requires moderate amount of labor.  
Overall acceptability was a consideration of the first six factors.

For the prepared product scoring there were another half dozen considerations.

### (1) Flavor and Palatability (25 points)

Good flavor combination  
Pleasing aroma or odor  
Good texture combination  
Right consistency (soupy vs. dry)  
Would please the characteristic tastes of the customers of more than one type of Food Service

### (2) Unusualness and Newness (25 points)

Unusual ingredients  
Unusual combination  
New method of preparation  
Different method of service  
Appropriate garnish



Final Judging in Chicago, December 29:

Left to right—Chef Enrico Wintrich, Executive House; Chef Paul Brunet, Palmer House; Mrs. Vivian McMullin, Food Editor, Hospitality Magazine; Mrs. Mary Ann Krug, ADA Instructor, Foods and Nutrition, College of Du Page; Mr. William Peppers, Food Service Director, Michael Reese Hospital.

- (3) **Appearance and Eye Appeal (20 points)**  
Pleasing appearance  
Eye catcher  
Good color combination  
Variation in form, size  
Appropriate size portion for two or more general types of Food service

- (4) **Practicality (20 points)**  
Moderate labor time  
Ingredients usually available  
Practical for two or more general types of Food Service  
Moderate food cost  
Equipment needed usually available

- (5) **Ease of serving (10 points)**
- (6) **Do you think this product is worthy of further consideration?**

### Procedure

Three committee members editorially judged each recipe. The recipe names, code number and score of each judge was recorded on a summary sheet. The scores were then added and averaged and the highest ranking products were prepared and tasted.

There were 22 salad entrees. All of these were prepared and tasted. Twenty sauce entrees were tested from the 42 entrees. Twenty-eight out of 59 casserole entrees were prepared and tasted.

Three testing days were set, one for each category. The recipes were prepared as directed by selected homemakers in Trall County. Food preparation was done under the direct supervision of Anne Green.

The taste panel included three of the committee members plus the food manager from the Memorial Union and an institutional food's instructor from the resident staff.

The panel's scores were averaged and



Larry Gardner



Intermediate Judging in Chicago, December 23:

Left to right—Jim Wingerden, Director of Food Service, Motorola, Inc.; Nancy Snider, Food Editor, Institutions/Volume Feeding Management; Mrs. Loretta Canon, Test Kitchen Supervisor, Chicago Board of Education; Mrs. Shirley Frost, Director, Food Services, Art Institute of Chicago; Peter Lencioni, Owner-Director, Armando's Restaurant.

ranked. The results were called and mailed to Mrs. Dee Munson, Director of Home Economics, Wheat Flour Institute.

Problems were minimal. One was a shortage of time. A second was a difficulty in reading the recipes. Some of this difficulty was due to the reproduction and some due to handwriting. Finally there were some problems with getting some of the ingredients that the recipes called for in the North Dakota market.

### Casserole Dinner

Here is Larry Gardner's recipe for Teenagers Lasagne, making six servings:

- 12 ounces enriched durum lasagne macaroni  
1 pound ground beef  
½ cup chopped onion  
1 clove garlic, minced  
1 tablespoon oil  
1 can (8 oz.) tomato sauce

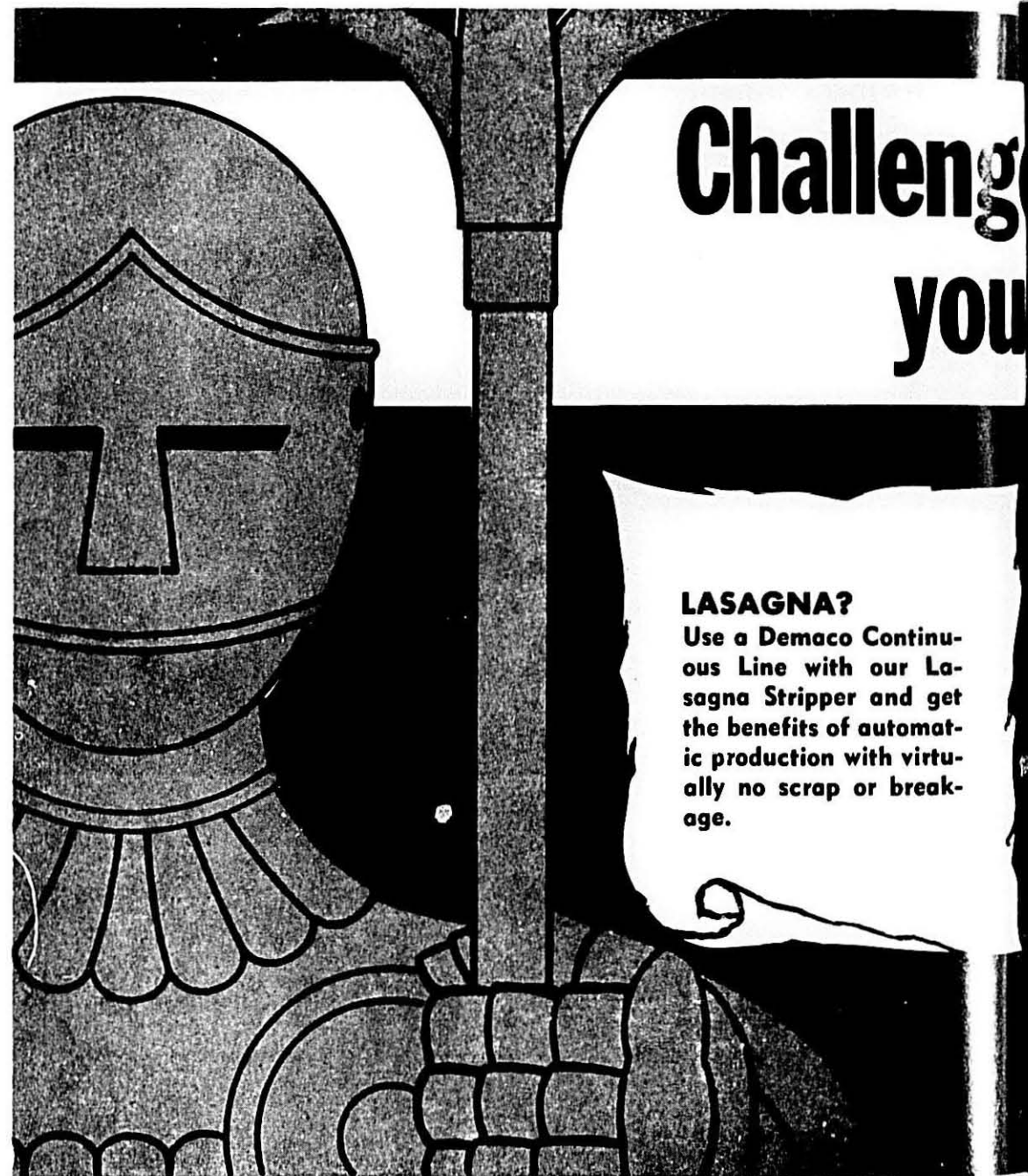
- 1 can (8 oz.) tomato paste  
1 can (4 oz.) sliced mushrooms, drained  
1 teaspoon salt  
½ teaspoon oregano

(Continued on page 16)



Wolf H. Hanau

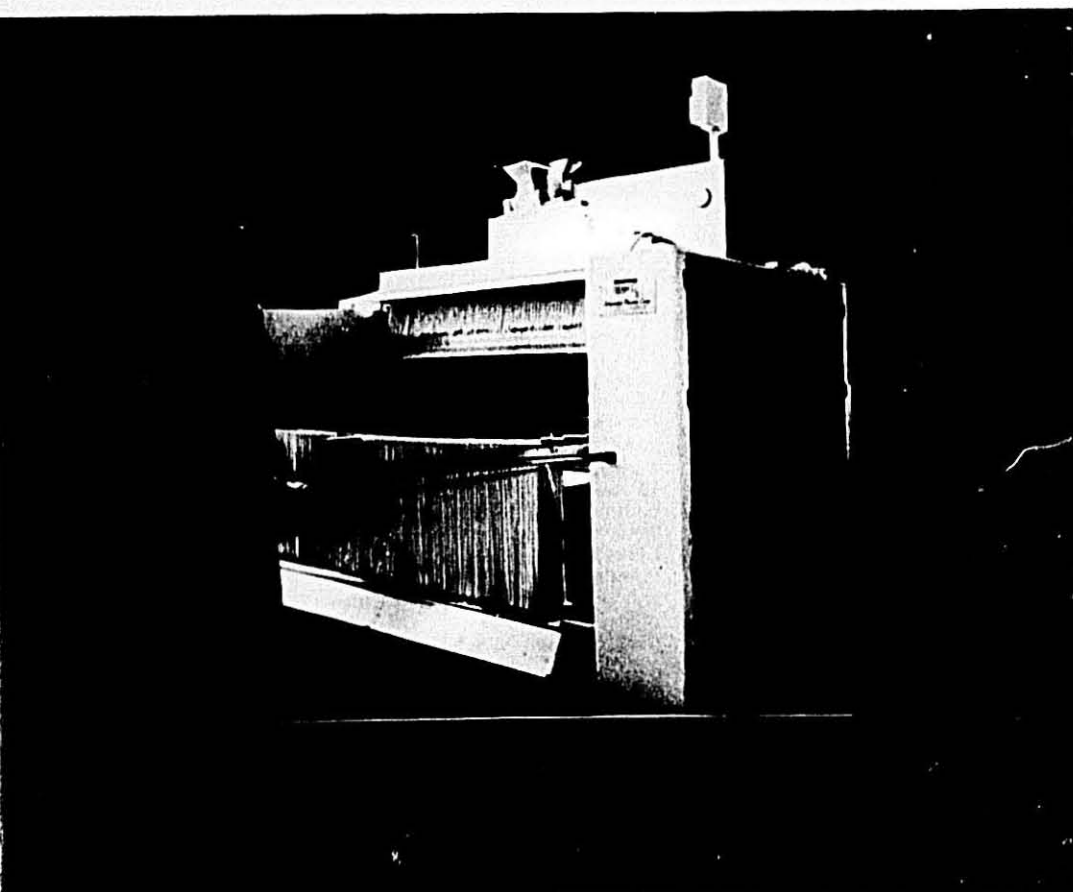




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### Pasta Contest Winners— (Continued from page 13)

2 eggs, beaten  
1 package (10 oz.) frozen chopped spinach, thawed  
1 cup (8 oz.) small curd creamed cottage cheese  
½ cup parmesan cheese  
½ cup sliced, pitted black olives  
8 slices (1 oz. each) American cheese

Cook lasagne in boiling, salted water (1 gallon water plus 2 tablespoons salt) until tender, yet firm, about 15 minutes. Rinse with cold water to cool; drain. Cook ground beef, onion and garlic in oil until meat is browned. Stir in tomato sauce and paste, mushrooms, salt and oregano. Simmer 15 minutes. Combine eggs, spinach, parmesan cheese and cottage cheese. Layer ingredients in 13 x 9 x 2 inch pan as follows: Pour half the tomato sauce in pan. Cover with half the lasagne. Top with all of the spinach-egg mixture. Cover with remaining lasagne. Pour over remaining tomato sauce. Sprinkle with sliced olives. Cover with foil. Bake in preheated 350° oven 45 minutes. Remove foil. Arrange cheese slices over casserole; bake 15 minutes longer.

Mr. Gardner states: "I enjoy cooking and experimenting with new ideas for a change of pace in the everyday menu. So when I received your entry blank I started looking for the answer for a good recipe, having no idea it would be one of the winners. It was really worth the effort. In naming it, the spinach was disguised enough to be eaten by teenagers."

Mr. Gardner and his wife Edna have five children.

Mr. Gardner is active in the Chefs De Cuisine of Idaho, Area Chairman of the Southwestern Conference of the Idaho Hospital Association, Council on Food Service.

#### Salad Winner

Mr. Ladell A. Kloek is a supervisor-manager of Bridgeman Creameries Division of Land O'Lakes, Inc. Mr. Kloek states: "We operate an enlarging chain of better food and dairy service stores in Minnesota and Wisconsin. We have twenty five in operation that are wholly owned and also several franchised establishments. We have need for a recipe that was first of all tasty, and secondly one that could be prepared economically. After some experimenting I arrived at the present formula. It was readily accepted by the dining public and has been used throughout our retail establishments in rotation with

one or two other salads. We feel we must alternate to avoid sating the public's appetite.

"Garden Fresh Macaroni Salad is simple and easy to prepare, either in quantity for commercial use, or in the home. My wife uses it on the table often and prepares a bowl for picnics. It has excellent keeping qualities under normal refrigeration.

"It is versatile. It can be used as a main dish, a salad or to stuff tomatoes and the like. Using the macaroni rings and fresh frozen vegetable you can change it may ways, for example, use cubed ham or spam instead of cheese or add a spice sauce instead of salad dressing, or add shrimp or crab meat.

"The recipe as submitted (using cheese) will prove economical for the budget minded housewife.

"Currently with everyone concerned about diets, this recipe is high on proteins and low on fats."

#### Garden Fresh Salad (Six servings)

1 package (7 oz.) enriched durum macaroni rings  
1 package (10 oz.) frozen mixed vegetables  
1 cup diced Cheddar cheese  
1 cup mayonnaise  
1 teaspoon salt  
1 teaspoon onion salt  
½ teaspoon pepper  
Lettuce leaves

Cook macaroni in boiling, salted water (2 quarts water plus 1 tablespoon salt) until tender, yet firm, about 5 minutes. Rinse with cold water to cool; drain. Cook vegetables according to package directions; drain. Gently but thoroughly mix together macaroni, vegetables, cheese, mayonnaise and seasonings. Chill. Serve on lettuce leaves.

#### Best Sauce

Wolf H. Hanau is the executive vice president for operations at The Steak Thing, a subsidiary of Lums Restaurant Corp., in Miami, Florida. This four hundred seat establishment is described as a "Turn of the Century Restaurant."

Mr. Hanau says: "I just love to cook and create new, useful and easy to prepare foods. The name 'Spaghetti Americana 2000' was developed because spaghetti is the most famous of all pastas. Americana denotes 'born in America but with a foreign flavor.' 2000 indicates that this dish ahead of its time and hopefully to stay here for a long while.

The recipe for six servings is as follows:

2 tablespoons butter  
¼ pound fresh mushrooms, sliced

¼ cup sliced green onions  
¼ cup butter  
1 pound beef tenderloin tips, cubed  
½ cup water  
3 tablespoons brandy  
1 carton (8 oz.) plain yogurt  
1 teaspoon enriched flour  
¼ teaspoon salt  
¼ teaspoon sugar  
¼ teaspoon nutmeg  
¼ teaspoon white pepper  
12 ounces enriched durum spaghetti

Melt 2 tablespoons butter in saucepan or small skillet. Add mushrooms and onions cook until just tender. Melt ¼ cup butter in large skillet. Add tenderloin and cook over medium high heat until browned. Remove meat from pan. Add water and brandy to skillet; boil rapidly 3 minutes, stirring constantly to loosen crusty bits from pan. Combine yogurt, flour and seasonings. Add to skillet; cook and stir 3 minutes. Add meat and mushroom-onion mixture; bring to serving temperature. Cook spaghetti in boiling, salted water (1 gallon water plus 2 tablespoons salt) until tender, yet firm 8 to 8 minutes; drain. Serve sauce over spaghetti.

Mr. Hanau is quite actively involved in students visiting the United States from behind the iron curtain countries. He sees that these young people have a chance to see 'the real America' "which I love and want to be loved."

#### Other Winners—Salads:

"Goddess Chicken Salad"  
Mrs. Jeanette Michael  
Director of Quality Control  
Schensul's Cafeterias, Inc.  
3635 East 28th Street  
Grand Rapids, Michigan 49508

#### "Seacoast Salad"

Mr. Thomas Mellor  
Assistant General Manager, Food Service  
Maas Brothers  
Franklin & Zack Streets  
Tampa, Florida 33601

#### "Jefferson House Speckled Noodle"

Mr. Earl W. Eiffler  
Owner  
The Jefferson House  
135 South Main Street  
Jefferson, Wisconsin 53549

#### "Lasagne Caesar Salad"

Mr. Jack Rye  
Director of Operations  
Food Service Management, Inc.  
Holiday Inn Downtown  
2211 Market Street  
St. Louis, Missouri 63103

### Pasta Contest Winners— (Continued from page 16)

#### Sauces:

"Tuna Spaghetti Sauce"  
Mr. Rina Matheson  
Assistant Food Manager  
Westminster Community Hospital  
200 Hospital Circle  
Westminster, California 92683

#### "Spaghetti with Crab Sauce"

Mr. Gerhard Grimeiseu  
Executive Chef  
Del Paso Country Club  
3333 Marconi Avenue  
Sacramento, California 95821

#### "Chinese Lobster Macaroni"

Mr. John S. Mark  
Owner Chef  
Chateau Resort Motel Restaurant  
19115 Collins Avenue  
Miami Beach, Florida 33160

#### "Spaghetti Sauce"

Mrs. Martha Martilla  
Manager Food Services  
Shell Development Company  
Box 24225  
Oakland, California 94623

#### Casseroles:

"Quick Lasagne"  
Mrs. Ruby Richburg  
Cook  
Bristow Memorial Hospital  
7th and Spruce  
Bristow, Oklahoma 74010

#### "Sou Cream Noodle Bake"

Mr. Martha Martilla  
Manager Food Services  
Shell Development Company  
Box 24225  
Oakland, California 94623

#### "Macaroni Superb"

Mr. Earl W. Eiffler  
Owner  
The Jefferson House  
135 South Main  
Jefferson, Wisconsin 53549

#### "Noodle 'N' Squash Casserole"

Mrs. Hannah Jackson  
Cook  
Serrano Convalescent Hospital  
4110 Somerset Drive  
Los Angeles, California 90008

### Peel Me An Egg

According to Lindsay Van Gelder in the New York Post, a new problem now confronts the housewife: eggs are getting harder to peel. In point of fact, eggs today are more difficult to peel because they are—of all things—too fresh.

According to Dr. Robert Baker of the Cornell University Poultry Nutrition Dept., eggs "breathe" through thousands of tiny pores in their shells. A newly laid egg contains carbon dioxide, which causes the outer shell to stick tightly to the membrane separating the shell from the white.

As the egg ages, like any plant or animal it "breathes" in oxygen and gives up carbon dioxide, creating an air cell in the large (round) end of the egg and setting off a chemical process that separates the membrane and loosens the bond between the shell and the white. An egg aged too long eventually spoils from the oxygen contact.

What all this means to the homemaker is that the fresher the egg, the tighter the bond between the shell and the white—and the harder to peel.

#### Lots of Time

Up until five or ten years ago, according to Dr. Baker, it took ten days to two weeks for an egg to travel from the henhouse to the housewife. Most egg farms were small, and the farmer needed to go through wholesalers, jobbers and a string of middlemen to bring his egg to the marketplace.

Then along came efficiency. The farms consolidated and modern methods of breeding, feeding, transporting and storing were introduced. The middlemen were largely eliminated, and today it takes about 24 hours for an egg to reach the consumer.

"This is fantastic for all kinds of eggs except hard-cooked," says Howard Helmer of the Poultry and Egg National Board. "People are getting fresher eggs than ever before. But for hard-cooked eggs—it's terrible."

#### Peeling Problem

There are many foibles of the American egg-buyer. There's the question of shell color (brown vs. white) and yolk color (red-orange vs. pale creamy maize). None of these affect the taste of the egg (it's all a matter of what kind of hen does the laying) but they do affect the price.

In New England, for example, brown eggs are preferred and cost more.

Eggs today can remain fresh (factory-fresh, as it happens) in the refrigerator for a month and more.

In addition to the refrigeration factor, the egg industry routinely coats egg shells with a fine mist of mineral oil to

further stop the exchange of carbon dioxide and oxygen.

#### Foibles

What then, can be done about the Great Peeling Problem? A panel of experts offers these steps to save your eggs and your psyche.

The first thing you have to do is deliberately age the eggs. Before cooking, leave them out at room temperature for up to 24 hours and let them breathe.

You can further age your eggs by piercing the large end of the egg prior to cooking, allowing more carbon dioxide to seep out.

Put the eggs in a pan of cold water and bring them to a boil over a low flame. (A high flame causes rubbery whites and a green ring around the yolk.)

Bring the eggs just to the boiling point, then turn off the flame and leave the eggs in the water, covered, for about 15 minutes.

Crackle the shells. Then plunge the eggs one by one into cold water for 20 seconds, contracting the insides of the egg away from the shell.

Peel from the large end, placing the eggs under running water as you peel, if necessary.

### Market Comment

by V. Jas. Benincasa Co.

There may be times in the coming months when conditions will change the egg picture but as we see it shaping up today it will look like this over the next few months.

The increase in egg production is about .9% and if you accept this figure it means an approximate increase of an extra 4600 cases of eggs per day, 7 days a week or 32,200 cases weekly. The purchase of dried egg-mix by the USDA in a weekly volume of 668,000 lbs. to 990,000 lbs. will clear this extra production. If the USDA weekly purchases are more, the dryers will take eggs that are currently going to the egg breakers for freezing and drying for sales to the industry serviced. This USDA purchase program can only tend to create a firmer market of all types of eggs.

Before a general rise in the price level can result from these factors the inventories of frozen eggs and dried eggs will have to be reduced and a tightening in the supply of fresh eggs to the egg breakers must become evident. As the production of USDA dried egg-mixer gets underway this will come full circle and the market of eggs will work to higher prices.



# PEAVEY COUNTRY



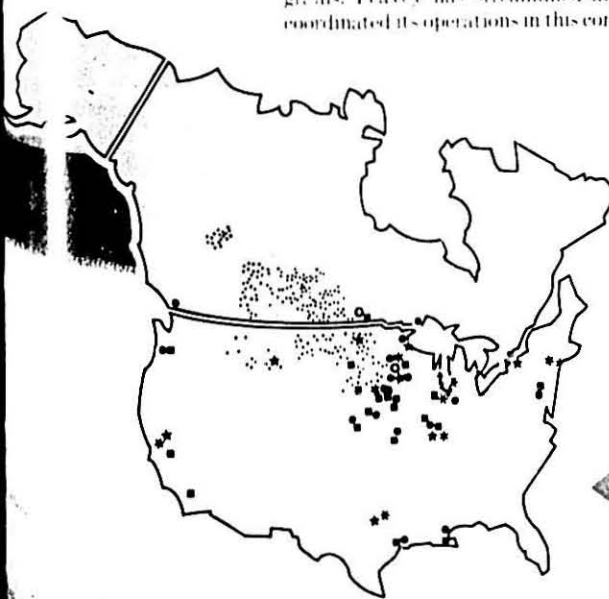
## Source of America's finest durum wheat

There is good reason for Peavey to be a major factor in the milling and distribution of durum products. The durum wheat fields of North Dakota — where the bulk of America's durum crop is grown — form the heart of Peavey Country — see map. This broad, wheat-rich land supplies the Peavey mills that specialize in the milling of Semolina and Durum flour. Durum is important to Peavey. It receives great attention in the multitude of Peavey activities related to the growing, storage, transportation, merchandising and processing of cereal grains. Peavey has streamlined and coordinated its operations in this com-

plex business to deliver the highest efficiency.

Peavey operates durum mills at Grand Forks, North Dakota; Superior, Wisconsin; 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's total milling capacity is 60,000 hundredweights a day, much of it, of course, in durum.

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



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## Nutritional Awareness Campaign

"The food brokers of America will be a unique and important link in developing the Food Council of America's 1971 Nutritional Awareness Campaign. It is the food broker who provides liaison for the food processor and the food retailer that can create a common effort. You are our most important communications link to the industry, and we have learned from the 1970 campaign that communication and coordination are vital to the success of an effort as massive as this one."

So stated Milan D. Smith, Chairman of the Food Industry Council and Executive Vice President, National Canners Association.

Mr. Smith, who was recently elected chairman of the 1971 Nutritional Awareness Campaign, expressed appreciation for "all that food brokers have done to make the 1970 campaign a success." He declared: "I think we can all take pride in the positive and massive response of the food industry to the need for a public service campaign to better the eating habits of the American people. We must now look to the future. The major factor that limited this last campaign was the lack of time to prepare materials and coordinate the campaign."

"This year we have the time we need. I urge you to use it to advantage."

"Plans are already being made and many companies have programs that will continue throughout the year. Please feel free to call me for help in developing programs of your own, and please, above all, keep us informed of what you, and those in the industry with whom you come in contact, are planning. For it is only through such an interchange of information that we can hope to prevent duplication of effort and lead the campaign to success."

In referring to his election as chairman of the 1971 campaign, Mr. Smith called on NFBA members and the rest of the food industry to "redouble your efforts both in scope, in order to reach more people, and in the depth of the nutritional education materials that you develop to conduct an even more massive program of mutual benefit to the food industry and the public in 1971."

He said the "Eat the Basic 4 Foods Every Day" theme and symbol have been adopted for a second year, as has the September-October time period for maximum retailer effort. "We do not," he added, "pretend that the 'Basic 4' concept covers the whole nutritional

area or that it is the end-all answer to healthy eating. We invite and encourage all participants to expand on the theme, qualify it, improve it in any direction your good judgement and expertise in the area of nutrition takes you."

## Nutrition Awareness Booms Understanding Lags Behind

From the Peavey Company Bugle

### Nutrition.

The word isn't new. Neither is the idea.

In their effort to educate people to the importance of proper nourishment, nutritionists have encouraged good eating habits for several decades.

It has only been recently, however, that nutrition and all it stands for has begun to receive some long-deserved attention.

Today, nutrition commands the headlines of major newspapers and is being discussed by people everywhere.

Unfortunately, this phenomenal rise in nutritional interest has come at the expense of certain food industries. Specific attacks have been launched at the bread and cereals industry.

Testimony presented before a Senate subcommittee that many ready-to-eat cereals are low in nutritional value; and a report to the National Academy of Sciences that laboratory rats died when fed a diet of enriched bread and nothing else have received wide publicity.

While any person with any knowledge on the subject of nutrition will quickly agree that bread and cereals make up only one of the four basic food groups and that those same rats would die if fed only one other thing, no matter what, the damage has already been done.

The nutritional image of breads and cereals has been struck another underserving blow.

All this happens despite the fact that the breadstuffs industry has been enriching its products for nearly 30 years.

But, as Dr. D. Mark Hegsted, Department of Nutrition, School of Public Health, Harvard University, points out, "Nobody—neither the nutritional scientists, nor industry, nor government—has made any effort over these years to find out what good the bread and cereal industry was doing."

It's about time somebody gave the nutritional achievements of the bread and cereal industry some long-deserved attention.

While milk, meats, vegetables and

fruits and breads and cereals are all integral parts of the "Basic 4" food formula for a well-balanced diet, the latter group has proven especially important.

Breads and cereals have historically been popular in the American diet, readily available and low in cost.

That's why breadstuffs were chosen to be carriers of added nutrients after studies of the American diet in the 1930's showed a prevalence of certain deficiency diseases.

Flour enrichment—the addition of three B vitamins and iron to flour products—has helped eliminate such once-common deficiency diseases as pellagra, beriberi and ariboflavinosis.

### Active Since 1942

Peavey Company was one of the original participants in the flour enrichment program when it got underway in 1941.

Now, almost 30 years later, Peavey is playing an active role in the Millers' National Federation battle to upgrade that same program.

Mark Heffelfinger and his fellow Nutrition Committee members are petitioning the Food and Drug Administration for a 50% increase in the levels of three B vitamins—thiamine, riboflavin and niacin—and a threefold increase in the level of iron in the enrichment formula.

The proposal is in response to recommendations made by the AMA Council on Foods and Nutrition and the Food and Nutrition Board of the National Research Council, according to Heffelfinger, executive vice president—filling operations.

In light of the fact that our eating habits have changed for the worse nutritionally (the results of a USDA study released in October indicate that 75% of American households have "poor diets," compared to 15% in 1955), such a proposal seems noteworthy.

Then, too, the proposal takes on special significance when one considers that there has been a decline in cereal consumption among certain groups in the United States.

"Though iron inadequacy is a major problem, the reduced intake of enriched cereals by some segments of our population also has resulted in lower riboflavin, thiamine and niacin intake," Dr. Arnold Schaefer, director of the National Clearing House for Nutrition and Health for HEW said recently.

"The increased fortification of cereal products with all of those nutrients usually added can be an important nutritional improvement," he asserted.

## Macaroni Consumption Up

Even though cereal consumption has declined somewhat, macaroni consumption has risen.

"People are eating more macaroni—by itself and in meat dishes. Housewives are going for the convenience food products, many of which contain a macaroni base," explains Rita Holmberg, director of home economics.

Being the leading supplier of durum products to the macaroni industry, Peavey's role in assuring the nutritive value of this primary macaroni ingredient is obviously an important one.

Because many vitamins are water soluble, Peavey "double-enriches" much of its semolina and durum flour to compensate for any losses which may occur during the cooking of pasta products, points out Bob Cromwell, vice president, Durum Sales.

The company is also participating in a government program to distribute a more nutritious macaroni product through school lunch and domestic relief programs. "As a service, we have equipped ourselves to blend soy into wheat. This yields a more nutritious macaroni product," Cromwell added.

Peavey is also taking part in industry research to develop a nutritious overseas and domestic product from re-ground-resifted wheat-feed middling.

Being one of the nation's important flour millers, the company is continually interested in improving the nutritive value of its products.

In August, Peavey began enriching all of its bakery and institutional mixes.

### Looking Ahead

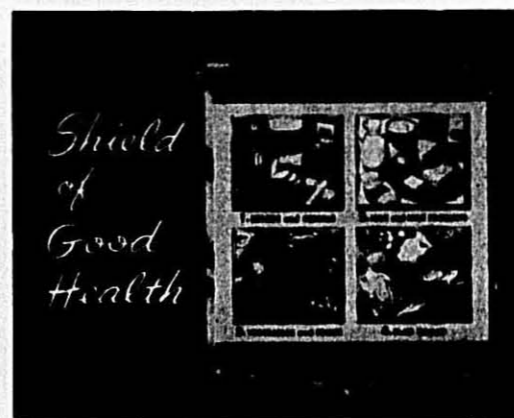
Beyond the immediate interests of flour enrichment, Peavey Company is planning a total nutrition program for the future.

Resting the popular, unproven policy of enriching or fortifying every food product, staff people are undertaking a deliberate, objective examination of the rather unsettled facts about nutrition.

"We recognize there is no clear-cut agreement among authorities as to what the ideal nutrition program should be," explains Dr. John Nelson, director of Research & Development (R&D). "We are considering all the reasonable approaches to come up with the position that's right for us."

A group of about 30 R&D and Flour Mills people recently took a look at the technical aspects of vitamin fortification when they attended a seminar at the Technical Center.

The mixed audience of sales, research, management, marketing and administrative personnel listened to a bio-



chemist from Hoffman-La Roche, Inc., a major vitamin supplier, explain the philosophy of this approach.

Such informational sessions are helping Peavey people plot the future course of the company's nutrition program.

"Our people have the knowledge and background to make the wisest decisions," Nelson, himself a biochemist, explained.

### Serving Customers

While Peavey is in the process of formalizing its nutrition program, several of its employees are dealing with the subject daily in their jobs.

Flour Mills sales people, for example, are being called upon with greater frequency to answer questions about nutrition and to give sound advice.

Seeking help in determining how well their doughnuts stand up nutritionally with other snack and breakfast products, one customer, a large doughnut chain, came to Russ Boyd, director-Specialty Products, recently.

The doughnut firm was provided its answer by Peavey's R&D staff, which used a specially designed computer program at the Technical Center to reach its conclusion.

Working closely with that project was Dr. Jim Dietz, head of Product Research and Development.

Dietz has extensive experience in nutritional research and had a major hand in the development of a high-protein soda pop a few years back.

Presently, he is weighing the merits of several different nutritional programs for new product development.

In the Home Economics Department, Miss Holmberg, who has a background in dietetics, points out that nutrition underlines every aspect of her job.

"Whether I'm testing a school food service product or a consumer product, nutritional value is always one of the most important considerations," she said.

## It's What You Eat — Not How Much — That Counts

By Rita Holmberg  
Director of Home Economics

You've seen the picture a thousand times: an emaciated child clutching an almost-empty bowl of food, watching furtively for fear it will be snatched from him. You see another picture, too, every day: the overweight American vigorously plying his knife and fork as he idly vows "to go on a diet tomorrow!"

The combined pictures portray the paradox of malnutrition long recognized by nutritionists and pointed up with great emphasis by the recent White House conference on Food, Nutrition and Health. Malnutrition is by no means limited to the poor and underprivileged; it is ironically, a condition which occurs among the affluent as well.

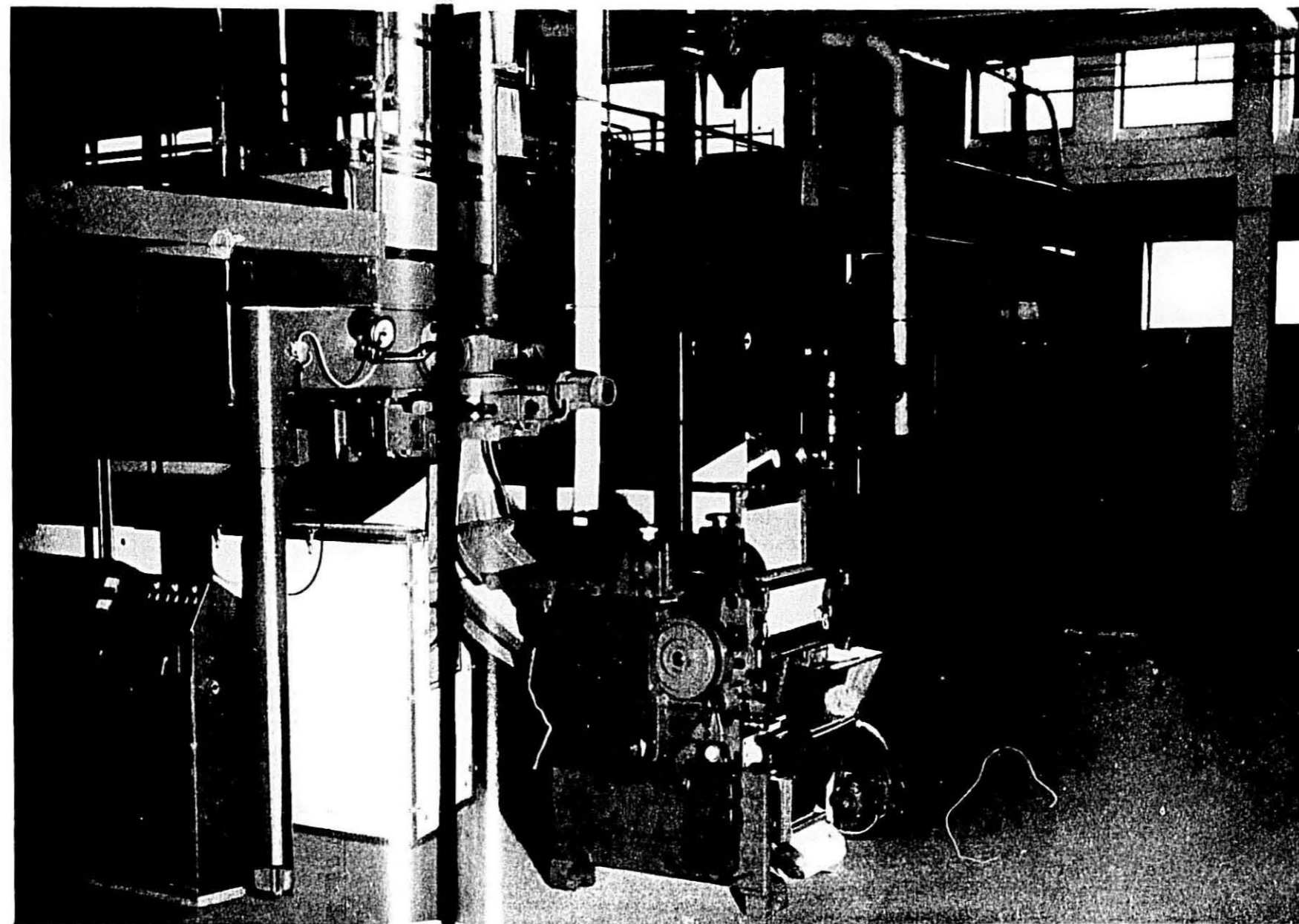
Fortunately, for most of our population here in America, real hunger is not a concern. We are blessed with an abundant food supply, and the producers, manufacturers and processors of food do a monumental job in insuring the nutritive value of that food as it is eaten. Where, then, does our problem lie?

In probing "malnutrition" or, literally, "bad nutrition" a clear understanding of the term "nutrition" itself is prerequisite. As can be gathered from discussions of this suddenly popular sub-

(Continued on page 24)



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### Nutrition Awareness—

(Continued from page 21)

ject, the word means many things to many people.

Actually, nutrition is a science dealing with foods and how they are used within our bodies. It concerns itself with the organic and inorganic components of food, the sixty-some "nutrients" which have been identified as necessary for the maintenance of health and well-being. These nutrients, all chemical in nature, include carbohydrates, fats, proteins, minerals and vitamins.

Happily, the different nutrients are present in a variety of foods, and in varying amounts and combinations. Meat, for example, generally classed as a "protein food," contains fat as well and is a very good source of riboflavin and niacin—two of the B vitamins—and of iron. Enriched bread, which contributes valuable carbohydrates to the diet, also contains some protein and supplies thiamin, riboflavin and niacin in very worthwhile amounts.

Selection of foods which provide these needed nutrients has been greatly simplified by the Food and Nutrition Board of the National Research Council which some years ago worked out a list of Recommended Daily Dietary Allowances (RDA).

These "RDA's," as they are sometimes called, have been translated into the practical eating plan known as "THE BASIC FOUR," outlined here. An adequate diet is insured by simply selecting foods from the four basic groups of this plan:

#### I—Meat Group

Includes poultry and fish and other protein foods as well.

Two or more servings daily.

One serving equals 2 or 3 ounces of lean meat, poultry or fish, or 2 eggs, or 1 cup cooked dry beans, dry peas or lentils, or 4 Tbsp. peanut butter.

#### II—Vegetables and Fruits Group

Includes fruits and vegetables especially valuable as sources of vitamins A and C.

Four or more servings daily.

Make 1 serving citrus fruit or juice; 1 serving, a dark green or yellow vegetable; and the remaining, other fruits and vegetables, including potatoes.

One serving equals ½ cup vegetable or fruit; or, the size of a portion as usually served.

#### III—Milk Group

Includes cheese and ice cream.

Children under 12—2 to 3 cups.

Teenagers—4 or more cups.

Adults—2 or more cups.

Pregnant Women—3 or more cups.

Nursing Mothers—4 or more cups.



Rich Sources of Protein

#### IV—Bread and Cereal Group

Includes enriched, whole grain or restored breads and cereals; other baked goods made with enriched or whole grain flour; enriched macaroni, spaghetti and noodles.

Four or more servings daily.

PLUS: Other foods, as desired, to make meals appetizing and nutritious.

It is well for us to keep in mind, as we are bombarded with food information, sound and otherwise, that the science of nutrition is still relatively new. From time to time, discoveries are being made which add to or alter present information. Also, nutrition is a complex subject and susceptible to distortion and misinterpretation by people who have less than a thorough knowledge of the subject.

If we develop for ourselves a sound daily pattern of eating which will guarantee our nutritional well-being, we needn't be concerned about revolutionary new nutritional theories, dramatic diet plans, and magical vitamin pill regimes. We have an abundance of food not available to that emaciated child clutching the half-empty bowl of food—he'd undoubtedly be eager to trade places with us!

#### IM Acquires Cheese Firm

International Multifoods has announced plans to acquire Kaukauna Dairy Co., Kaukauna, Wis., a major manufacturer and marketer of specialty cheese products for an undisclosed amount of common stock. Closing of the acquisition is subject to final approval by the IM board of directors and the board and shareholders of the privately held cheese company. James H. Kallestad, vice president and general manager of IM's consumer products division, said:

"This move offers us an opportunity to enter a new section of the grocery store, the refrigerated foods section, through the well known Kaukauna Club brand." The firm is one of a half dozen major national suppliers of cold pack cheese spreads. The company is an offshoot of the South Kaukauna Dairy Co. established in 1918. In 1934, Kaukauna developed the process for making the original cold pack cheese food, then was instrumental in having specifications for this type of product prescribed by the U.S. Department of Agriculture. Because the spread products did not require pasteurization but were distributed under refrigeration, "they retained their true cheese flavor," IM says. The cheese firm's annual sales are in excess of \$8 million.

#### IM Asks Wheat Rate Cut

A substantially reduced non-transit multi-car rate on wheat moving from Kansas City to Chicago has been docketed with the Western Trunk Line Committee at the request of International Multifoods Corp. The move drew opposition, including a protest by the Kansas City Board of Trade. As a consequence, a public hearing on the proposal was held by the Western Trunk Line Committee in Chicago on January 12.

The proposed rate is 23¢ per cwt, subject to ex parte 217-A with a minimum weight of 1,000 tons or about 16 60-ton cars. Each shipment must be tendered on one bill of lading, on a single day, from one consignor, at one location, at one origin, to a single consignee, at one location, at one destination. The minimum weight mark capacity of a car must be observed except when loaded to full cubical visible capacity. Transit, including inspection, diversion or reconsigning privileges will not be permitted. The proposed tariff will have an expiration date of one year from the effective date.

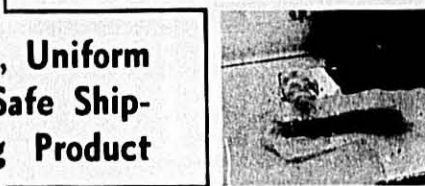
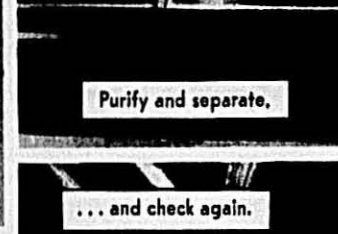
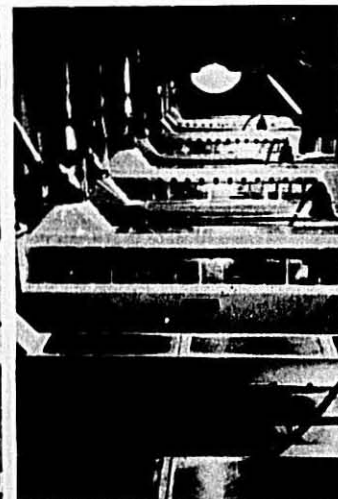
The present wheat rate from Kansas City to Chicago is 36½¢ per cwt. This rate will not be affected by the new tariff.

"We have been requested to establish reduced rate on wheat from Kansas City to Chicago for movement beyond to destinations in Central, Trunk Line, New England and Eastern Canada," the rail proponents point out.

"The present proportional rate from Kansas City to Chicago is 39½¢ per cwt, including ex parte 267-A. This is a single car rate subject to minimum weight provisions of Western Trunk Line Tariff 330-T.

(Continued on page 29)

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## Getting Things Done Through People

by W. A. Henry, Executive Vice President,  
Skinner Macaroni Company

To put us all on equal terms, I would like to state that I am neither high-priced nor important—just busy like you. And I am just as concerned as you are with human relations—just as puzzled—just as unhappy with some of my results.

We have one more thing in common. I know, just as you do, that there are no pat solutions or uniform methods that can be applied universally in dealing with people. In the human relations field, we are dealing with the reactions of people and frequently the reaction is governed more by the emergencies of the time and the situation than by any form of logic.

I have a few rules which have worked for me—not always, but frequently enough—and frankly, I have found a way to be reasonably satisfied with my own handling of human relations.

One more note: I am not an expert. If I were, I wouldn't be foolish enough to stand up in front of a mature, successful group of executives such as you and tell you what to do. At best, I am a journeyman practitioner. But I have hired a couple of hundred men—worse, I have had to live with my own selections and to explain their impact on a P & L statement.

With these apologies, let me brave the elements as I give you my own thoughts on getting work done through people.

### Be Consistent

Be consistent. I don't care whether you are a "hobnail boot" operator or a "nice guy" type of boss, or even a 24 carat S.O.B. Be consistent.

It is important that your subordinates be able to "read you" or interpret you. This becomes extremely difficult if you blow hot and cold in your instructions or you are inconsistent in your actions. People can respect your consistency even though they may not agree with your decisions.

Unlike the individual contributor you are a manager and your company must judge you not on what you produce individually but rather on the results you obtain through people. It doesn't matter whether you are a sales genius, whether you are quick on the trigger with a merchandising idea, or whether you know the intricacies of corporate finance. The most important factor that will affect your future business success, and even your own income, is your success in human relations.



William A. Henry

Your company has given you authority. Only you can supply the leadership. Your company gave you the authority to fire people. Only your leadership can help you to fire them up.

If you are a leader, the people you have are tools of the business. If you don't tell them, teach them, or direct them to do a job—that's your fault—not theirs.

Learn how to review performance. Too many personnel reviews concern themselves with personality traits such as initiative, ambition, drive, etc. Reviews of personality traits will create more human relations problems than they will solve.

Establish reasonable or attainable goals for an employee for a four to six month period. If you have explained them to the employee and made him see that they are reasonable, then it is reasonable to measure that performance. Don't change or foul up the measuring stick.

These are my rules. I know there should be more—but I've got a kind of simple mind. I know there are Ten Commandments—but I only worry about one or two. As I grow older, I know there is one more I don't have to worry about.

### Success Is a Journey

A few years back I believe I stumbled on the most important part of the plan—how to work with people and not wind up on the psychiatrist's couch. I discovered a simple truth that success is a journey—not a destination.

In my 29th year of work, I am now with my second company. While I may have been involved in the sale of several millions of dollars worth of spices,

condiments, etc.—my most important job and my greatest contribution is the small part I played in the hiring, training and upgrading of six or eight of the fine young men we have in my former company. If you can develop a few men, make them bigger, better, broader, more productive — that's a greater contribution than any individual performance that you may be capable of. As your people go—so go you!

Relax . . . you're not Freud or Eisenhower. You don't have to turn everybody into a saint or a financial wizard. You only have to guide him and give him a simple step or two forward in personal development. Remember that whether it's a daisy or a dairyman, development comes from within. You don't grow a lawn—the grass grows itself, blade by blade. You may water it, fertilize it, expose it to the sunshine. But you don't grow a lawn.

We have all had experience with the young man fresh from college and commencement. He has a new parchment and a beard that needs shaving only once a week. Don't take him seriously when he stands in the doorway to your office and says: "Here I am. Develop me." Make certain, though, that you expose him to the business, guide him, and on occasion fertilize him with justifiable praise. In essence, put him in the sunshine where he can develop himself. Through all of his growth, measure his performance—don't change the yardstick.

### Remember Promises

It is important, too, that you remember your promises. It is only in the radio and T.V. commercials that you can "promise her anything, but give her Arpege." If you can't promise money for good performance, don't imply it or suggest it. Remember too that the young people with whom you will be working and who are the future of your business have a different scale of values. A survey of 44% of the present college students shows that they ranked Challenge, Self Expression and a feeling of a contribution to the business and society ahead of money and security. The young people we must work with, for the most part, have grown up in an era in which they were relieved of our economic pressure. They assume that they are going to make an adequate salary and live reasonably well.

(Continued on page 28)

# ADM Milling Co.



## Getting Things Done—

(Continued from page 28)

Too many management people have been worrying about the "hygiene of the business." Fringe benefits are here to stay. And more of us should start thinking about non-monetary rewards—giving people a challenge, a feeling of belonging to a successful venture. To accomplish this we should learn the fine art of listening which is the ultimate in communications.

### Birth Certificate Unimportant

I believe a birth certificate is a very unimportant document other than for determining citizenship, etc. I think it is time we all give greater opportunities to young people. I am not trying to knock older, more mature or more experienced people. The trouble is we don't have enough of them. What I am trying to say here is—it is wonderful to be young, and a lot of young people are wonderful.

Years ago a study was made, and the results are startling. It showed that a man, in general, reaches his creative peak at 32. I don't know about you, but if the study is true, I have been on the down side of the hill for 18 years.

Too frequently the business fraternity takes a well-trained college man, and after giving him ten years experience, we still don't permit him access to the petty cash box. Yet, consider this—If, God forbid, any of us had an accident leaving this meeting, we would be put into a hospital and we would welcome the services of a resident surgeon who is still on the bright side of 30. We entrust our lives to a young man—but we won't trust him with our money. And that's a little silly.

### A Few Summary Thoughts:

1. Have the courage to undertake long range planning. It is not an exact science, but neither is marriage. Both benefit from choice rather than chance. Remember, too, that while many people do an exacting job of planning brick and mortar, equipment, etc., many of us do not do an adequate job of people planning—and that frequently is the key to the success of the overall plan. Remember, too, that everything in business is somewhat controlled by Murphy's Law which states: that if anything can go wrong, it is bound to go wrong. Make sure that you have good alternate plans in your long range forecast.

2. Watch for those people in your organization who have what I call "entrepreneurship" . . . or "a sense of urgency about the business." There are

a great many people with the intellect to make decisions, but darn few with the appetite. Try to teach them the rich flavor of making decisions. I realize that ours and many other industries are committee-oriented today, but some of our young people like committees so well that I get the impression sometimes that we are offering them collective security.

3. In this same area of "entrepreneurship" or "a sense of urgency about the business," try to develop a climate that is conducive to creative marketing. This doesn't require wall to wall people as some folks think. It does require four or five knowledgeable and creative people who are willing to stake a small part of the corporate fortune on a bright idea. Top management must respect an idea—not just "go along with" an idea.

The pillars of our industry—the giants—certainly demonstrate marketing brilliance, but not nearly so often as their brain power, financial power and total resources would lead one to expect. Proof of this is the fact that a small New England firm was first to launch a liquid detergent. Monsanto developed and pioneered low suds detergents. Coca-Cola and Pepsi were not the first entries in the diet soda race. Polaroid Land Camera was not developed by the number one firm in the photo field. The boom in door-to-door cosmetic sales came from an outfit called Avon—not Revlon. The point here is that success can breed complacency. Frequently a hungry, aggressive, creative, smaller company can and does launch important new products or marketing concepts. Remember Rice-A-Roni!

4. Teamwork and mutual support are wonderful things in business. Take a good look at your people, though. If you have two people on your staff who think exactly alike, you don't need one of them.

5. Look out for crown princes—particularly the ones you make. I think it is important that we open up the top opportunities to every man on the ball team—not just a few. A brighter man than you and I has said that the one thing that can't be measured is the height of a man's aspirations.

6. The best single measure of a man's ability, his readiness for promotion, is how he performs on his present job. It works in reverse, too. Just because a man performs his present job well—and you need him in the job—is no reason to deny him a promotion his present work has earned him.

## Different Viewpoint

What I have been trying to suggest to you today is a slightly different point of view. I am suggesting that working through people in your management assignment is almost a new career somewhat removed from your original vocation, whether it be sales, buying, plant operations, finance, etc.

From this point forward, your success in the field of human relations will be far more important than any other single contribution that you can put forth. I am also saying that it can be fun—and fun right now if you will take satisfaction in your day-to-day triumphs—and not be discouraged by your weekly failures.

Do remember that any time you help a man up a steep hill you get closer to the top yourself.

I would like to leave you with the fondest, warmest Irish farewell that I know. It says in a very homespun way—God Speed in all your activities. It goes like this:

"May your soul be in Heaven two hours before the devil knows you are dead."

## Educational Kit on "Selling"

An educational package that opens a new career for high school graduates can play a role in the community relations programs of food companies.

Highlighting industrial selling, an area generally neglected by the nation's schools, the new multi-media teaching unit can be used in corporate programs, or donated to community action groups and the local school system.

Olcott Forward, Inc., the publisher, suggests that the teaching unit promote interest in the food industry, which employs high school graduates in sales, and also be of real help to young people in the community.

"Selling: A Good Way To Earn A Living" is designed essentially to identify the potential of this type of white collar work, rather than to provide specific training. It involves the student in realistic situations through films, recordings and simulation. Such devices awaken interest in youngsters indifferent to traditional "booklearning."

"Selling" was prepared by Porter Henry, head of a leading sales training organization, who worked extensively with secondary school specialists in adapting general techniques to the student level. It is priced at \$73.00 per unit. For information, write Olcott Forward, Inc., 234 N. Central Ave., Hartsdale, N.Y. 10530.

## IM Asks Rate Cut—

(Continued from page 24)

There is in effect a barge rate on wheat from Kansas City to Chicago of 19½¢ plus 5¢ elevation charge, or a total rate of 24½¢. The wheat is presently moving via water.

"A 24½¢ per cwt multiple car proportional rate is now in effect on corn or grain sorghum from Kansas City to Chicago. . . .

"The shipper has agreed to the proposed 23¢ rate, or 25¢ including ex parte 287-A, subject to an aggregate minimum of 1,000 tons, which will result in rail movement of this traffic."

## Problems With Hercules Durum

Hercules durum was developed by the Canadian Department of Agriculture Research Station at Winnipeg, Manitoba. It was named and released in 1969 and the embargo was lifted on July 1, 1970.

North Dakota durum growers should not assume that Hercules durum is superior because seed will be offered from Canada for 1971 seeding, says L. A. Jensen, agronomist at North Dakota State University in Fargo.

Hercules has been tested by the North Dakota Agricultural Experiment Station, starting in 1968. In these trials its average yield has been slightly below Leeds and Wells. The test weight has been below Leeds and the kernel size slightly larger. Straw strength, height and maturity is similar to Leeds, says Jensen.

NDSU plant scientists and growers are concerned that Hercules has shown greater susceptibility to leaf rust and other leaf diseases than either Leeds or Wells. This has been severe enough to lower yield and test weight considerably in some cases, Jensen says.

Quality tests of North Dakota-grown Hercules by the NDSU cereal chemistry and technology department have shown that it is similar to Leeds and therefore quite satisfactory.

Hercules has been increased to a limited extent by the NDSU Seed Stocks Project and by a few county seed increase growers. North Dakota sources of Hercules are therefore available.

Durum variety recommendations for 1971 commercial production will be Leeds and Wells. Hercules, because of its greater susceptibility to leaf diseases, will be discouraged for commercial production in North Dakota, according to Jensen.

## Anti-Litter Campaigns Can Achieve Results!

- In Kentucky, tourists have spent \$158 million more in the state since the beginning of a cleanup program.
- In Maryland, littering in state parks and forests has dropped an estimated 30% since the start of the Keep Maryland Beautiful program.
- In Maine, highway cleanup costs dropped 10% in one year.
- The National Litter Index, based on the cost of litter removal from state highways relative to miles traveled by motor vehicles, dropped 3.5 points in one year.

## How You Can Help!

1. Keep your own home and property litter free. Always dispose of trash properly.
2. Carry a litterbag in your car and boat—and use it!
3. Encourage your community to furnish sufficient receptacles for street trash.
4. If there is no litter-prevention program in your area—start one!

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THE MACARONI JOURNAL



## Are You Using the tools of your trade?

Services of the National Macaroni  
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perform more effectively.

And the National  
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MARCH, 1971

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### Convention Registrants—

(Continued from page 30)

Mr. and Mrs. A. H. Smith  
Mr. Robert Smith  
Mr. and Mrs. O. J. Robison  
Armour & Co.  
Chicago, Ill.

Mr. and Mrs. Leonard P. Ballas  
Ballas Egg Products Corp.  
Zanesville, Ohio

Mr. and Mrs. Joseph Russo  
Ballas Egg Products Corp.  
New York, N.Y.

Mr. and Mrs. James Benincasa  
V. Jas Benincasa Co.  
Zanesville, Ohio

Mr. and Mrs. Cesare Valletti  
Mr. Ralph Hauenstein  
Mr. Nicholas W. Moreth  
Braibanti—Werner/Lehara  
New York, N.Y.

Mr. and Mrs. Ralph Burgess  
Buhler Corp.  
Minneapolis, Minn.

Mr. John Amato  
Clermont Machine  
Brooklyn, N.Y.

Mr. Vance Goodfellow  
Crop Quality Council  
Minneapolis, Minn.

Mr. and Mrs. Joseph DeFrancisci  
Mr. and Mrs. Gus Alati  
DeFrancisci Machine Corp.  
Brooklyn, N.Y.

Mr. Les Willson  
E. I. duPont de Nemours & Co. Inc.  
Wilmington, Del.

Mr. H. H. Lampman  
Durum Wheat Institute  
Chicago, Ill.

Mr. and Mrs. Jerry Helegeson  
Jack Frost, Inc.  
St. Cloud, Minn.

Mr. Harold T. Halfpenny  
Halfpenny, Hahn & Ryan  
Chicago, Ill.

Mr. and Mrs. John T. Henningsen  
Mr. and Mrs. Roy N. Nevans  
Henningsen Foods, Inc.  
White Plains, N.Y.

Mr. Charles Hoskins  
Hoskins Co.  
Libertyville, Ill.

Mr. and Mrs. William A. Brezden  
Mr. and Mrs. William Deatrick  
Mr. and Mrs. George Hackbush  
Mr. and Mrs. S. F. Maritato  
Mr. A. M. Rondello  
Mrs. Lee Cortese  
International Multifoods Corp.  
Minneapolis, Minn.

Mr. James J. Winston  
Jacobs-Winston Laboratories  
New York, N.Y.

Mr. and Mrs. Ralph Maldari  
D. Maldari & Sons  
Brooklyn, N.Y.

Mr. and Mrs. M. E. Krigel  
Monark Egg Corp.  
Kansas City, Mo.

Mr. and Mrs. Robert M. Green  
National Macaroni Mfrs. Assn.  
Palatine, Ill.

Mr. Don Gilbert  
Mr. E. M. Murphy  
Mr. Ray Wentzel  
North Dakota Mill & Elevator  
Grand Forks, N.D.

Mr. William H. Oldach  
Wm. H. Oldach Inc.  
Flourtown, Pa.

Mr. and Mrs. Rene Gaubert  
Packaging Industry  
Oakland, Calif.

Mr. and Mrs. Robert Cromwell  
Mr. and Mrs. William H. Grady  
Mr. and Mrs. Mark Heffelfinger  
Mr. and Mrs. David Wilson  
Peavey Co. Flour Mills  
Minneapolis, Minn.

Mr. and Mrs. Charles C. Rossotti  
Rossotti Lithograph Corp.  
North Bergen, N.J.

Miss Elinor Ehrman  
Mr. Theodore R. Sills  
Theodore R. Sills, Inc.  
New York, N.Y.

Mr. and Mrs. James Galante  
Mr. and Mrs. Robert Tardella  
Tardella Flour Co.  
Chicago, Ill.

Mrs. Sunny Christenson  
Miss Candice Dedrick  
Travel Specialists  
Chicago, Ill.

Mr. and Mrs. Walter Muskat  
Triangle Package Machinery Co.  
Chicago, Ill.

Mr. and Mrs. Robert Albert  
U.S. Dept. of Agriculture  
Washington, D.C.

Dr. and Mrs. Waldbaum  
Milton G. Waldbaum Co.  
Wakefield, Neb.

### Technological Display

Applications of reverse osmosis, aseptic and pouch-type packaging, electronic measurement, egg breaking, high capacity homogenizers and plate heat exchangers and automated C-I-P equipment highlighted Food & Dairy Processing Expo '70.

Expo featured 280 booths displaying the latest equipment, supplies, systems and services for the food processing industries. All exhibitors were members of Dairy & Food Industries Supply Assn., sponsor of the biennial trade show.

Thematic throughout the equipment was the emphasis on aseptic processing and packaging. Intended essentially for long shelf-life, the aseptically-handled package can be shipped great distances without refrigeration until it goes into the retail outlet, where it is then refrigerated for better merchandising and acceptance.

Aseptic system components—fittings, pumps and fillers designed for aseptic control—were shown. Aseptic processing has dictated the need for many new designs in conventional equipment. Steam seals for rotating shafts was just one aspect of this approach displayed.

Potential use for commercial measurement created great interest in sanitary volumetric flow meters, all demonstrated in positions of application. Another electronic means for measurement and inventory control, the load cell, based on the strain gauge principle, was shown under vessels for batching operations.

The formerly wasteful and unpleasant wash-up operation has evolved into a highly controlled technology. C-I-P equipment has reached nearly the ultimate in automation and its concepts are applied to cases, lab glassware and the washing of shell eggs. Sanitation control in liquid egg processing is dependent on the availability of clean eggs. One exhibitor offered an egg washer.

Two exhibitors presented egg breakers, a highly sophisticated device for protection of liquid eggs in a strongly regulated industry.

## 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

## EUROPEAN TRIP

21 days in Switzerland and Northern Italy — May 10-31.

Macaroni School in Zurich conducted by Buhler Brothers.

Visit Venice and the Pavan plant at Galliera Veneta.

Weekend in Florence, then travel north to Bologna, Cento, Parma and see Braibanti installations and works at Fava and Zamboni.

IPACK-IMA Show in Milan brings together a great collection of macaroni equipment and manufacturers.

Last call for this educational opportunity of a life-time.  
Write . . .

### NATIONAL MACARONI MANUFACTURERS ASSOCIATION

P.O. Box 336, Palatine, Ill. 60067

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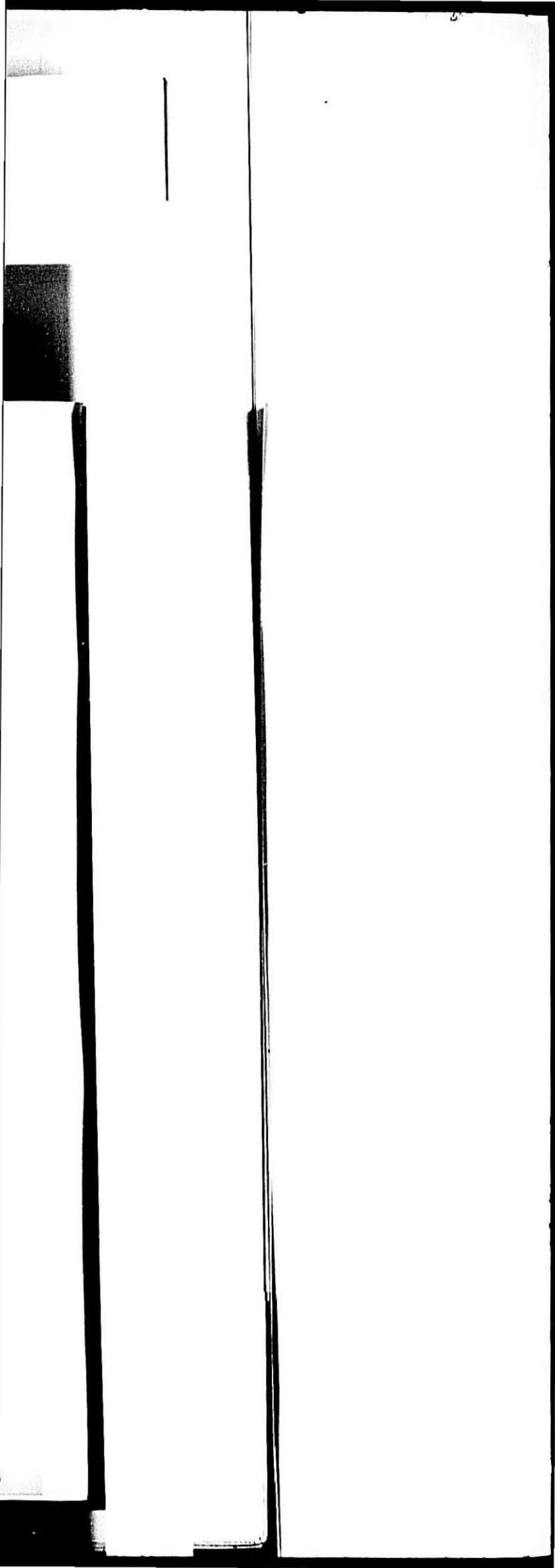
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Offices IPACK-IMA  
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## CLASSIFIED ADVERTISING RATES

Went Ads .....\$1.00 per line  
Minimum \$3.00  
Display Advertising ....Rates on Application

WANTED—Subscribers to the Macaroni Journal. \$6 for 12 monthly issues. Add \$1.50 for foreign postage.

### Married

Miss Marian Laylin, account executive for the National Macaroni Institute at Theodore R. Sills, Inc. in New York, became Mrs. Leslie Legg on January 2. Our congratulations to the happy couple.

### Inventor Dies

Mr. B. S. Scotland, inventor, president of the Toast-a-Roni Company of Joliet, Illinois, and holder of the patent on this pre-cooked macaroni product, passed away on January 7.

### Complete line of Noodle Cutting, Capelletti and Gnocchi Machinery

Drying Units • Cutting Machines (Nest)

Continuous Production Presses and Shooters: 25 to 250 Lb. Per Hour

### Complete Line of GIACOMO TORESANI MACHINES

"We Invite Your Inquiries"

### SOBROOK Machine

Div. of Volpi & Son, Corp.  
544 3rd Ave.

BROOKLYN, N.Y. 11215  
Phone: (212) HY 9-5922

## Product Promotion—

(Continued from page 10)

60 and 30-second TV announcements are scheduled on WBZ-TV and WHDH-TV, Boston; WJAR-TV and WPRI-TV, Providence; WWLP-TV, Springfield; WHNB-TV and WTIC-TV, Hartford; WNBC-TV and WCBS-TV, New York; WWJ-TV and WJBK-TV, Detroit; and WMAG-TV and WBBM-TV, Chicago.

Backing up the TV campaign, Prince will run 400-line newspaper ad insertions in the major dailies within all markets featuring a combination of various consumer promotion offers on the complete brand line as well as individual offers on Prince Egg Noodles and Prepared Spaghetti Sauce product lines.

### Food For Thought

The Prince agency, Venet Advertising, Inc., headquartered in New York City, created the TV and newspaper campaign.

Efforts by consumerists to educate the housewife on the reasons for high food prices have not paid off, says New York ad agency atten, Barton, Durstine & Osborn. Mrs. Shopper told agency surveyors that she thinks the grocer keeps 22¢ of her food dollar as profit, and the manufacturer keeps 35¢. (actual profits are about 1¢ and 2.5¢ respectively.) A study two years ago also showed that housewives blamed manufacturers' and retailers' "big profits" for soaring food bills.



### Frank Rawlinson Promoted

Dugald A. MacGregor, president of Centennial Mills, announces the promotion of T. Frank Rawlinson, vice president-sales, to the position of executive vice president of Centennial Mills.

Current sales duties of Rawlinson will continue. In addition, he will have the added responsibility of executive vice president. The company's growth in diversified fields has necessitated a restructure of operating personnel.

Rawlinson has been with Centennial Mills for 28 years, during which he has primarily been in the sales division of the company.

Centennial Mills is a VWR United company. VWR United Corporation has interests in chemicals, scientific apparatus, and home furnishing distribution, and in chemical and food manufacturing. Its major divisions are Van Waters & Rogers, Centennial Mills, and Pacific Resins & Chemicals, Inc.

### Golden Grain Appointment

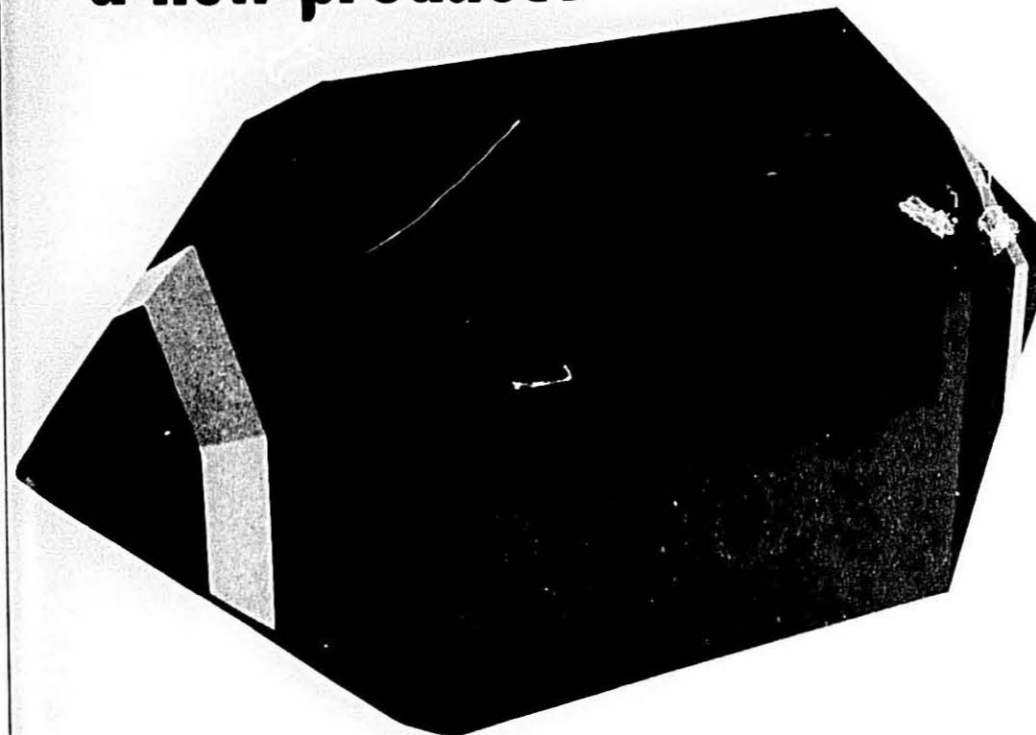
Appointment of the Joe Carlo as sales manager for the southeastern section of the U.S. was announced by Golden Grain Macaroni Co., one of the nation's largest processors of Italian food products.

Vice Pres. Tom DeDomenico said Carlo is headquartered in Tampa, Fla., and has supervision over the Golden Grain brokerage outlets in principal cities of North and South Carolina, Tennessee, Mississippi, Georgia and Florida.

Carlo has been in food selling for more than 13 years. He was sales manager at United Brokerage in Minneapolis prior to joining Golden Grain.

In addition to a large variety of spaghetti and macaroni products, Golden Grain also is the maker of Rice-A-Roni and Noodle-Roni.

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