

**THE
MACARONI
JOURNAL**

**Volume 36
No. 11**

March, 1955

**Disclaimer: Page 1 is extensively deteriorated and cannot be filmed
because handling will cause further damage.**

Is Your Package Almost Perfect?

If you were standing in water 6' over your head, just stepping up onto a 5" block wouldn't help you very much.

If your package is almost, but not quite as good as your competitor's, you probably are losing sales every day in Self-Service stores.

In these stores where 70% of all food is sold today your package must compete, not only with other Macaroni packages, but with many other varieties of foods.

A Macaroni package that will cause a shopper to select a Macaroni Product in preference to some other possible food, will broaden your market to an amazing degree.

How can this be done?

We recently did this for a well-known food packer. We redesigned his package and by illustrating on the Front Panels of his packages a variety of tempting dishes, each

prepared with his own product, many new customers found themselves wanting to eat at least one of them.

Shoppers, seeing the mouth-watering ready-to-serve dishes, shown in full color on the cartons, began planning meals around them.

They may have entered the store with a totally different kind of meal in mind.

The new packages broadened the market for this basic food product, and made his packages a powerful new asset in impulse buying.

Result: His sales nearly doubled.

Isn't it time to study your Macaroni packages for their competitive sales impact on shoppers in Self-Service stores? To see if your package can be used to broaden your market for Macaroni Products, becoming First Choice of a larger number of potential customers?



Will you cut out this Pictorial and place it on your present Macaroni package? Doesn't it whet your appetite? It will have the same effect on many women shoppers in Self-Service stores.

We will be happy to consult with you on your packaging problems. There is a qualified representative near you. He has many helpful facts and figures at his fingertips. Write us for an appointment. It could mean a very profitable increase in your Macaroni sales.

Rossotti "FIRST IN MACARONI PACKAGING"

ROSSOTTI LITHOGRAPH CORPORATION
8511 Tonnelle Ave., North Bergen, New Jersey

ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
5700 Third Street, San Francisco 24, California

SALES OFFICES: New York • Rochester • Boston • Philadelphia • Chicago • Orlando • Houston • Los Angeles • Fresno • Seattle

KEEP UP THE

Good work

Don't take needless chances with the reputation you have built over the years for your Quality Macaroni products.

You can be sure of protecting your priceless reputation by depending upon the always uniform color and quality of Amber's Durum Hard Wheat Blend.



Amber Milling Division

Farmers Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 8, MINNESOTA

The MACARONI JOURNAL

March, 1955
Volume 36, No. 11

Officers

President.....	Peter La Rosa
Vice Pres.....	Lloyd E. Skinner
and Vice Pres.....	Guido P. Merlino
3rd Vice Pres.....	Horace P. Gioia
Secretary.....	Robert M. Green
Research.....	James J. Winston
Emeritus.....	M. J. Donna

Directors

Region 1	Joseph Pellegrino
Region 2	Saverio Arena Emanuele Ronzoni, Jr. Raymond Guerissi
Region 3	Horace P. Gioia Albert S. Weiss
Region 4	A. Irving Grass John A. Viviano
Region 5	Albert Ravarano Peter J. Viviano
Region 6	Paul Bienvenu Maurice L. Ryan
Region 7	John Laneri
Region 8	Lloyd E. Skinner
Region 9	Guido P. Merlino
Region 10	Vincent DeDomenico
Region 11	Alfred Spadafora Edward DeRocco
At Large	Robert I. Cowen Peter La Rosa Dominic Palazzolo Alfred E. Rossi Arthur Russo Jerome L. Tujaque Robert William Thomas A. Cuneo J. Harry Diamond C. Fred. Mueller C. L. Norris C. W. Wolfe Louis S. Vagnino

Subscription rates:	
Domestic.....	\$2.00 per year
Foreign.....	\$3.50 per year
Single Copies.....	25¢
Back Copies.....	50¢

Official publication of the National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Illinois. Address all correspondence regarding advertising or editorial material to Robert M. Green, Editor.

You'll Find:

Give the Lady What She Wants.....	6
Durum Availability.....	10
Durum in Washington.....	12
The Fight Against Rust.....	14
Macaroni Management Matters.....	16
Activities of the National Macaroni Institute.....	18
Better Merchandising through Packaging.....	20
In the Industry.....	24
Golden Grain Non-Skid Spaghetti.....	27
Improving Cooking Quality of Macaroni.....	30
Convention Registrants.....	32
On the Social Scene.....	36
Comments on Eggs.....	38
Mueller Reports Biggest Sales.....	42
Merchandising Macaroni.....	44
Why Radio TV "Sono Buoni".....	48
Report of the Director of Research.....	50
M. J. Donna's Retrospections.....	54
Index to Advertisers.....	54

Cover: Tuna-Macaroni Bake will be promoted by an inter-industry effort during Lent. Details are described on page 26.

The Macaroni Journal is registered with U.S. Patent Office. Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919. Entered as second class matter October 7, 1953, at the Palatine Post Office, under the act of March 3, 1879.

March, 1955

THE MACARONI JOURNAL

5

THE WINTER MEETING

BRINGING competitors together to discuss mutual problems is one of the most important functions of a trade association.

Some one hundred forty macaroni-noodle manufacturers and allies met in convention at the Flamingo Hotel, Miami Beach, Florida, January 17, 18, 19 and 20, to take a look at business in 1955.

Business sessions began with a statement of general principles in the excellent film "It's Everybody's Business". Made at a cost of \$250,000 by the Chamber of Commerce of the United States and the DuPont Company, the film dramatically showed the foundations of our economic, political and personal freedoms.

Ralph Lakamp, Director of the Cereal Division and Assistant to the Director of the Kroger Food Foundation, told how the third largest retail food distributor in the country controls the quality of merchandise they handle and measures consumer attitudes through research.

In the "Session for Suppliers", a film from the Egg Solids Council showed how egg solids are manufactured and how they are making a contribution as a standardized ingredient in the manufacture of baking mixes, confectionery, ice cream and noodles.

Bill Odach, egg broker from Philadelphia, and Charlie Wilbur of the Armour Company in Chicago, took a look in the crystal ball and recommended that the time to buy eggs for 1955 was between now and April. Some of their comments are reported on page 38.

Lee Merry of General Mills announced the offering of a new blend with gum gluten incorporated at the mill. Capital Flour Mills makes a similar announcement on page 42 in this issue. Sam Carrier of the Huron Milling Company had many questions on gluten directed to him while at the convention.

Bill Hoskins of the Glenn G. Hoskins Company thoroughly covered the field of bulk handling of flour. Highlights from his talk were reported in last month's Macaroni Journal.

Gus Siemers of Hoffman-LaRoche distributed a booklet that his company is going to send to educators, home economists, nutritionists and the medical field, telling the story of enriched macaroni—what it is, what it does, and the place of this versatile food in the diet.

In the discussion on durum, Lloyd Skinner reported on the activities of the Association's Durum Committee in 1954, mentioning advertising at spring planting time, participation in the Macaroni Day Festival at Devils Lake, North Dakota, the North Dakota State



SECRETARY-EMERITUS M. J. DONNA receives a walking stick from President Peter LaRosa as a memento of the Winter Meeting.

Durum Show at Langdon, the International Grain Show in Chicago, and cooperation with such groups as the North Dakota Agricultural College, the Rust Prevention Association, the Northwest Crop Improvement Association, and the Greater North Dakota Association. He and Maurice Ryan have travelled to Washington and elsewhere during the year to tell the macaroni industry story and of their interest in durum.

Phillip Talbott of the U. S. Department of Agriculture commented on legislative developments, Ruben Heermans on research activities, and Don Fletcher on how the Rust Prevention Association is coordinating international efforts in the fight against rust.

A letter was prepared at the convention and sent to the eight senators sponsoring Bill S-145, which frees allotted wheat acreage to the planting of durum.

Authorities at the Food and Drug Administration were called by long distance to see what could be done about tightening up on imported macaroni, particularly insanitary products coming into the American market. A wire was sent to Secretary Oveta Culp Hobby of the Department of Health, Welfare and Education pointing out the problem to her. Her response was that facilities of the Food and Drug Administration were not adequate to inspect all domestic and imported macaroni products, but they would like the Association to continue their efforts in sending them questionable products which they will rigorously follow up.

Packaging, merchandising and the need for increased sales efforts were discussed by such speakers as Ennis Whitley of the Dobeckmun Company, Charles Rossotti of the Rossotti Litho-

graph Company, and L. H. Blitch of the Winn-Lovett Grocery Company, and plenty of conversation went on in the corridors on these same subjects.

A new innovation in discussion techniques was demonstrated. Groups of six gathered around tables to discuss macaroni management matters. While many diverse opinions were expressed, the quality of the product and greater promotional efforts were among the dominant ideas. Cost control and efficiency in manufacturing were regarded as highly important factors. Details of the discussions on various questions are found on page 16.

Ted Sills reported on the highlights of 1954 publicity placements for the National Macaroni Institute, and outlined 1955 promotions. A condensation of his report appears on pages 18-19.

On the social side, Paul Bienvenu of the Catelli Food Products extended greetings on behalf of the Canadian manufacturers to the conventioners at a cocktail party preceding the Rossotti traditional Spaghetti Buffet. The Rossotti Buffet was a smash success, attracting almost two hundred people.

The DeFrancisci Machine Corporation, with Mr. and Mrs. Nat Bontempi and Bill Canepa acting as navigators, took the group on an interesting boat trip Wednesday afternoon on Biscayne Bay.

Ennis Whitley of the Dobeckmun Company presented two lovely stoles and a set of jewelry made with Dobeckmun's metallic thread. Luxe, as prizes. The banquet was planned by President Peter LaRosa, presentin Secretary Emeritus M. J. Donna as a walking stick.

A listing of Convention Registrants may be found on pages 32 and 33.

GIVE THE LADY WHAT SHE WANTS

Excerpts from the Presentation by
Ralph C. Lakamp, The Kroger Food Foundation
at the NMMA Winter Meeting



RALPH C. LAKAMP

SOME thirty years ago, the Kroger Company realized that if top quality products were to be offered for sale under the Kroger label, some method must be developed to find out what the homemaker wanted. Then, after determining this desired quality level, a method must be developed to be certain that it is consistently and uniformly maintained. In order to meet these needs, Kroger created a department designated as the Kroger Food Foundation. This department today consists of twenty-five persons who are technically trained to perform the functions of the department.

The Kroger Food Foundation's organizational set-up is such that it is responsible to a Vice-President who, in turn, is responsible for functions as Public Relations, Labor Relations and Law. Thus, in this position, the Food Foundation is not responsible to the Kroger Manufacturing or Merchandising Divisions and is placed in the position where it can evaluate the quality of the various food items impartially, as it exists independent of pressure from any outside source.

The Food Foundation consists of two main parts, namely the Home Economics Department and the Laboratories Division. The Home Economics group is responsible for the recipes that appear on Kroger Label items, for consumer advisory service, for consultation with the Kroger Public Relations, Advertising and Merchandising Departments, for quality control of such items as

gelatin desserts, puddings, delicatessen items, etc. The Laboratories Division is divided into three distinct sections namely, the (1) Canned Foods, (2) Cereal Products and (3) General Laboratories. Each of these sections is responsible for maintaining quality control on a specific group of items.

Generally, each of the groups functions in the same manner. First, standards for each product are developed by using all available means to determine the quality levels desired, then by working with the Kroger Manufacturing Department and the outside sources of supply to achieve the desired levels and last checking each lot produced to be sure the specifications are being met and maintained uniformly.

The standards of quality for each product is determined by a committee consisting of a member of the Kroger Merchandising Department, the Manufacturing Division and the Food Foundation. All are seated with equal responsibility and in performing the Committee's function of defining quality and standards of measuring same, must agree unanimously. If this cannot be accomplished by the group, then the issue is referred to top Management for a decision.

In order to help this Committee reach a decision, the Kroger Food Foundation has a group of 750 homemakers scattered over Kroger territory. This group is known as the Homemakers' Reference Committee and is used to give the answer to the question, "What does the consumer think?" This group has been used for twenty-five years and has been found to be a valuable guide in product development work.

The decisions of the panel are respected and accepted by those in Production and Merchandising, because tests designed for the purposes have proven that the panel is consistent in its reactions and dependable in its decisions. The panel's approval of a product provides a means of reconciling individual, but dissenting, opinion to the viewpoint of the consumer. The panel's judgments contribute to a condition within the Kroger Company that commits all elements to merchandising an approved product with confidence. Our experience, generally, has been that products, with the panel's approval, have fared well at the hands of the consumer when such products have gone

through the normal channels of distribution.

In forming this Committee, we obtained mailing lists of homemakers from every available source within the territory served by our Company. To the women, whose addresses were thus obtained, there was mailed a brochure outlining what we had in mind for the Committee's function and purpose, and the conditions under which members would serve. Provision was made so that those individuals who were interested could conveniently register their willingness to serve by return mail. To those who indicated a desire to serve was mailed a questionnaire designed to provide a basis for classifying the respondent by age and income.

With this information, as well as the geographical location of each homemaker, our territory was gone over county by county. A quota of Committee membership was assigned to each county, based on the number of stores operated in each, but conditioned somewhat by the population density, with 750 set as full membership for the entire Committee. In other words, a sliding scale was adopted, whereby the ratio of Committee members to stores operated was greater in more densely populated counties than in less densely populated ones. Then began the rather arduous task of selecting members in order to piece together a group geographically distributed over Kroger territory, having a distribution of ages corresponding to census data and at the same time embracing all income groups.

The 750 homemakers are a typical cross section of the nation's population. The oldest member is 75; the youngest 20. Average age is somewhere between 40 and 50. She has 3.41 children. Along with her husband, two out of three members own their own home. The average value of the home is \$12,000, although at least one member has a home that cost \$70,000 and a number have \$5,000 houses. She is a church woman and half of the time she belongs to one or more clubs. Other than for her church and her clubs and organizations, the member's interests seem to run to books, cards, dancing and golf. Her principal concern, of course, is her home and family.

A mailing list is maintained from

which replacements are made as members die, move outside Kroger territory or automatically resign by failing to participate in two consecutive tests. No organized effort to maintain the waiting list is required, since women are eager to serve on the Committee and write in to apply for membership. The members serve without remuneration, save for the products they receive as part of the tests and a gift at the Christmas Season. A high degree of esprit de corps exists within the group and it cooperates with us to such an extent that it is the exceptional test that is not accorded at least an 80% response.

Early in our experience with the Committee, we consulted with them on canned pork and beans. It was indicated that our product was not in step with the competitive product enjoying the greatest acceptance among three brands submitted. Later, our product was developed to the point where the Committee approved it by a 77% to 23% vote. One of our Branches was skeptical over the results and maintained that the area it served possessed a local preference which would not be met by the new pack. This provided us with an opportunity to compare the Committee with a more localized group. We, therefore, requested from the Branch a list of 100 names and addresses compiled by them. To this group the new pack was submitted in comparison with the old. Our reliance in the guidance supplied by the results from the Homemakers' Reference Committee was strengthened when the local group returned a preference for the new pack over the old in the proportion of 58% to 42%. From this experience, we feel that generally there are practically no geographical preferences in food as far as the average homemaker is concerned. There are exceptions to these findings, however, and we try to recognize them.

In connection with each test, a letter is prepared, which in informal and semi-intimate style, furnishes the Committee member with some idea of what the test involves, encourages her to participate and reminds her of some of the precautions to be observed in carrying out the test. This is mailed along with a questionnaire on which the members' opinions are recorded together with a stamped, self-addressed envelope for its convenient return.

The questionnaire is carefully drawn up to obtain reactions to pertinent points applicable to the product under test, avoiding leading questions. In order to overcome the tendency to express a preference where no appreciable difference exists, an opportunity is always given the tester to record "no preference". The questionnaire usually starts out with directions for preparing the samples and conducting the tests. In general, the first question is designed to gauge the reaction to the samples without benefit of evaluating the prod-

ucts factor by factor. Thereafter, the questions attempt to obtain the consumer's opinion of the important attributes of the products in order to discover points of superiority or weakness which stand in the way of her preference and require improvement through additional development work. Occasionally, other questions are included concerning habits and usage and price.

In the main, a test involves submitting two samples by parcel post. One sample is a product of known acceptance, based on merchandising experience. The other is the test sample. Every effort is made to exclude possible identity of the sample by removing all labels and other tell-tale evidence. When possible to do so, the test sample is packed in a container identical to the reference sample. The samples are carefully coded in a way to avoid prejudicing the tester one way or the other. When numbers were employed, the use of something like "1" and "10" was avoided, lest "1" should connote superiority. Similarly with letters, the use of "A" and "Z" as codes was not followed for the same reason. We have resorted to color code and feel they combine the advantage of being non-committal and easy to apply rapidly.

To illustrate with an example, the letter forwarded to the Committee members with an elbo macaroni test read as follows:

Dear Committee Member:

Will you be a "clock watcher" for us? You will receive two boxes of elbo macaroni, identified, as usual, with different colors. This time, the colors are pink and blue.

Please be your usual conscientious self, by following the cooking directions step by step and timing the cooking carefully.

We'll be looking for your answers within two weeks. The self-addressed, stamped envelope is enclosed for your convenience.

Faithfully, Jean Allen

The pink sample was a thin wall product while the blue was a so-called "regular" elbow. The regular product had less curl than the thin walled product. The thin walled had a brighter and more vitreous appearance.

Replies were received as follows:

1. Product preferred in the package: thin-wall 57.6%; regular 10.1%; no preference 32.2%.
2. Sample preferred on color: thin-wall 37.4%; regular 10.1%; no preference 52.5%.
3. Reasons for color preference: clear, vitreous color 25.7%; yellow, creamier 21.3%; uniformity of color 3.4%. Kroger concluded color is a minor factor governing consumer choice.
4. Sample preferred on shape: thin-wall 57.6%; regular 8.1% no preference 43.3%.

5. Reasons for shape preference: smaller and shorter 24.7%; uniformly cut 20.1%; curlier 7.3%.

(Note: the regular sample may have been under a disadvantage here because it had very little curl, and therefore seemed to be larger, and not uniform, cut.)

After cooking for nine minutes the thin-walled was preferred by 72.7%; the regular by 12.1%; 15.1% had no preference. When the thin-walled was not preferred reason given was because it was flabby tender (according to 6.1%). 56.3% thought the regular product was tough; 13.3% said it was "firm tender".

After a 12 minute cooking, preferences for the regular cut improved some but not greatly. Kroger concluded that the consumer is not too "cooking time" conscious, as between a macaroni requiring 9 minutes cook and one requiring 12 minutes cook. Moreover, some consumers indicated 12 minutes are insufficient for cooking any macaroni.

The results of the test were clear cut in favor of a die for elbow macaroni of the thin walled type. Apparently the consumer likes the more tender eating quality that comes through use of the thin walled die and is not too critical of the cooking times used. They did not experience a great deal of collapse of the thin walled product and consequent effect on appearance.

Another Homemakers' Test was made between noodles manufactured by the regular rolled method and those made by the extrusion process.

On general appearance in the bag extruded noodles were overwhelmingly approved by 70.2%; 11% had no preference; 18.8% preferred the appearance of the rolled noodle. After cooking extruded noodles were still approved by 47.7%; 26.3% had no preference; and 26% preferred the rolled noodle.

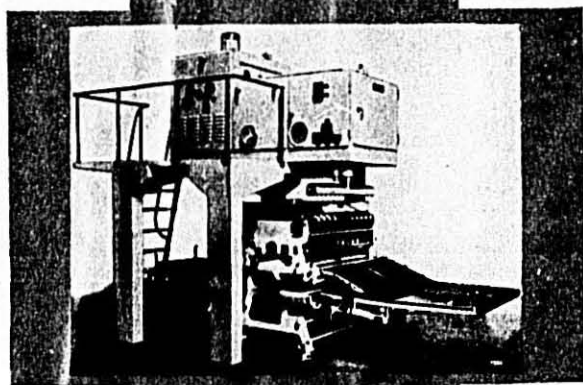
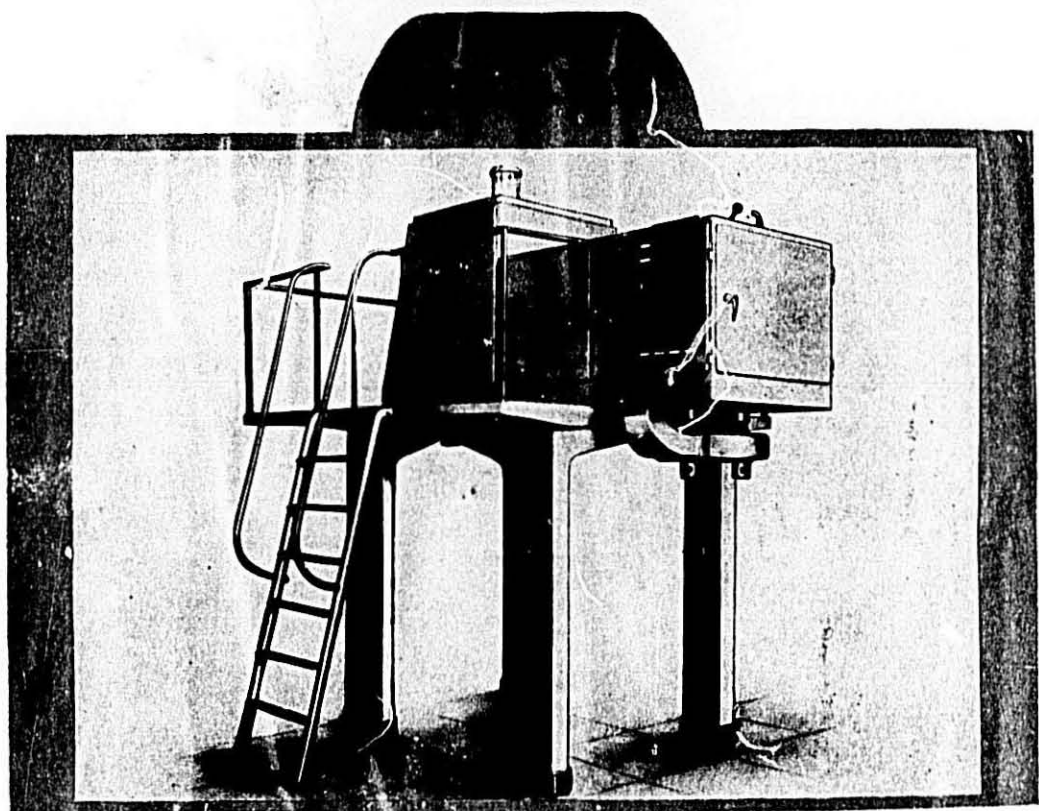
42.2% of the panel participants said they still make home-made noodles. 54.5% said the extruded noodles looked most like home-made; 22.7% said the rolled noodles did; 5.1% said neither looked like home-made and 17.1% had no preference.

The Committee indicated that if size and price were the same and given a chance to select between the two methods, the extruded product would be preferred.

We hope we have given you some appreciation of what the Kroger Company does to produce, or have produced under our private brands, top quality uniform products that will meet with consumer acceptance. We hope that the material presented will be of value to you as it has been to us in our desire to "Give The Lady What She Wants".

Copies of this report in full have gone to NMMA members.

BUHLER



BUHLER BROTHERS, INC. (U.S.A.)
 2121 STATE HIGHWAY #4
 FORT LEE, NEW JERSEY



BUHLER BROTHERS (CANADA) LTD.
 24 KING STREET WEST
 TORONTO, ONTARIO

PRESSES CONVERTED TO BUHLER VACUUM SYSTEM*

*Patented U.S.A.

TOP THEIR PREVIOUS RECORDS WITH

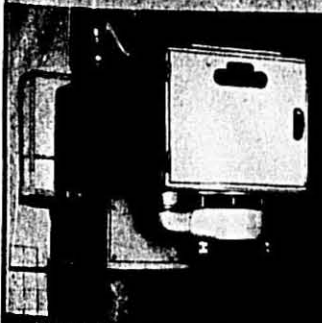
- STILL BETTER PRODUCT
- STILL BETTER COLOR
- STILL BETTER TEXTURE

If you are now using one of the continuous
 worn-type production presses, you can con-
 vert your present installation to one of the two
 Buhler Vacuum Systems.

ASK OUR ENGINEERS ABOUT THESE QUALITY DEVELOPMENTS TODAY

BUHLER CONTINUOUS PRODUCTION PRESSES

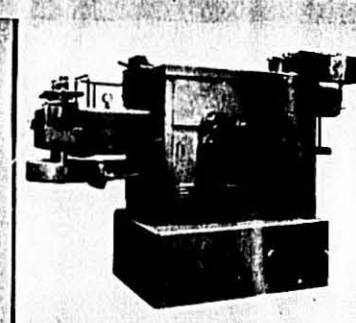
Available in Standard or Vacuum Models



MODEL ATA Capacity 250 lbs per hour



MODEL TPG Capacity 650 lbs per hour



MODEL TPJ Capacity 1000 lbs per hour



BUHLER BROTHERS, INC. (U.S.A.)
 2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

BUHLER BROTHERS (CANADA) LTD.
 24 KING STREET WEST, TORONTO, ONTARIO

DURUM AVAILABILITY AND USE OF SUBSTITUTES

Reported by Harry I. Bailey, General Mills, Inc.
at the NMMA Winter Meeting

I AM quite sure you will be interested in the following figures which resulted from a customer-by-customer survey of the estimated usage by macaroni manufacturers of hard wheat farinas, granulars, and flours, as compared to durum blends.

Last year at this time our survey indicated a usage of 25% substitute other than blends, as compared with the over-all now of 38%, including the West Coast. The U.S.D.A. report which will be issued this week will show that durum mills produced 3,849,254 cwt. of durum flour and blends in the period July through December, 1954. A com-

parison of this figure with the production of 515,750,540 pounds of macaroni for the same period, indicates that there was 25.1% substitute used in this period, as compared to the results of our survey indicating the current use of 38%.

It is true that our figures are only estimates; however, if true they represent a substantial increase in the use of hard wheat substitutes which I attribute to the change to 75-25 blends with this change coming about more rapidly as macaroni manufacturers use up their bookings of 50-50 blends.

The results of our current survey,

	Straight Hard Wheat	Blends	Estimated Percent of Total Production
Eastern Zone 1	35.7%	64.3%	Zone 1 - 50%
Central Zone 2	30.7%	69.3%	Zone 2 - 40%
Combined Zones East of Rockies	33.3%	66.7%	Combined 1 & 2 90%
West Coast Zone 3	75.4%	24.5%	Zone 3 - 10%
Estimated Usage All Zones	38.0%	62.0%	100%

In making our estimate of bushels of Durum required, we are using as a base figure total annual requirements of 21,000,000 Bu. of all wheat, and usage of 62.0% blends, and 38% straight hard wheat substitutes for the 8 months remaining until new crop; and for Durum availability we are using U.S.D.A. figures from the January Report for Six Months.

REQUIREMENTS FOR MILL GRIND

12 Months' Annual Requirements	24,000,000 Bu.
8 Months' Requirements all Wheat	16,000,000 Bu.
Less Usage of 38% Straight Hard Wheat	6,000,000 Bu.

Total All Wheat Required for 75-25 Blend 1/1/55 to 8/31/55	9,920,000 Bu.
Total Durum Required for 75-25 Blend 1/1/55 to 8/31/55	2,480,000 Bu.

DURUM AVAILABILITY

Carryover 7/1/54 U.S.D.A.	4,861,000 Bu.
Final 1954 Crop U.S.D.A.	5,557,000 Bu.

Total Durum Available 7/1/54 to 8/31/51	10,418,000 Bu.
Mill Grind—July-December U.S.D.A.	3,578,320 Bu.
Estimated Total Unmillable & Feed	2,500,000 Bu.
Estimated Seed Requirements	1,300,000 Bu.

Estimated Disappearance	7,378,320 Bu.
-------------------------	---------------

Estimated Total Durum Available for Durum Grind—January-August 31, 1955	3,039,680 Bu.
---	---------------

Estimated Total Durum Requirements for 75-25 Blend—January Through August 31, 1955	2,480,000 Bu.
--	---------------

Estimated Carryover 8/31/55	559,680 Bu.
-----------------------------	-------------



HARRY I. BAILEY

which was made in the last ten days, indicate the following usage of substitutes, and it is interesting to note that the usage east of the Rockies is 33.3% while on the West Coast it is 75%, but when looking at these percentages we must also consider that the West Coast is responsible for only 10% of the total macaroni production.

(See table on the left)

Durum Stock Record Smallest on January 1

Stocks of durum on hand in the United States on January 1 amounted to only 6,737,000 bushels, says the USDA semi-annual durum report. This smallest Jan. 1 supply of record was held as follows: On farms 3,950,000 bushels; in country elevators 700,000 bushels; commercial stocks at terminals 298,000 bushels; and merchant mill stocks of 1,787,000 bushels.

General Mills Net Rises in First Half of Year

Net income of General Mills Inc. during the first six months of the current fiscal year has risen to \$5,613,000 compared to \$5,400,000 for the same period last year.

Sales from June 1 to November 30, 1954, totaled \$263,784,841, an increase of \$11,918,966 over the \$251,865,875 sales registered during the same period of 1953.

There's of POTENTIAL for PRODUCTS

No product available on grocery shelves today offers the homemaker more variety in serving, more nutritive value at a lower cost than macaroni products. The sales potential of macaroni is as unlimited as the variety of ways which can be used in serving this outstanding food.

Capital Flour Mills can help you to greater sales by offering only uniformly perfect semolina, both in color and quality. You can be sure with Capital Semolina that your macaroni products will pass Mrs. Homemaker's most exacting tests with plenty of eye and taste appeal.

CAPITAL FLOUR MILLS

DURUM IN WASHINGTON

By Phillip Talbott, Commodity Stabilization Service, U.S.D.A.
at the NMMA Winter Meeting

WHEN the petition was filed with the Tariff Commission to raise import quotas for durum, the market dropped about 65¢. Telephones began ringing—telegrams began arriving—Congressmen began complaining—a delegation of farmers prepared to come to Washington. Here they had struggled and taken the risk of growing durum, and industry wanted to knock the props from under their prices.

When your Association officials learned what was happening, the petition was withdrawn. That made possible the presentation of Bill S-145 to the Secretary of Agriculture and the preparation of a letter to the President of the Senate and the Speaker of the House. Had your industry persisted in the request to raise import quotas, we could not have introduced the bill and set forth sound reasons why it should be enacted into law. I can now say the outlook is good for S-145.

I am in favor of an incentive payment to assist farmers to recoup some of their losses from rust in past years. We can't hope to have them take financial loss again and lose their investment of seed. There must be some sort of incentive, whether it be insurance, recourse loans, or what have you. But to tie such an amendment to S-145 would have held the bill up. Its provisions probably wouldn't go into effect in time for seeding. We would then have to revert to Public Law 290—the farmers would have to cut back on other spring wheats in order to plant durum.

Now S-145 simply states that in four states, North and South Dakota, Minnesota and Montana, farmers in counties that have had durum wheat history in one of the ten preceding years will be permitted to seed their idle acres to Class II Durum Wheat.

I don't know if we have enough seed available to plant 2,500,000 acres. If we have, and we get that much, I'll say the program is successful.

Mr. Talbott was asked to explain crop insurance on durum. He said: If a farmer is holding a policy from last year and the year before and has wheat experience, he will continue that policy. A new policy in 1955 will not be granted. However, the insurance doesn't mean too much. Suppose a farmer has an acreage allotment of 160 acres and seeds 100 acres to spring wheat and 60 acres to durum. If he loses on the



PHILLIP TALBOTT

60 and the profits on the 100 pay for the losses, he collects nothing. This has been going on for years, because there is no distinction between classes of wheat in the Agricultural Adjustment Act.

Question: Is there any consideration being given to a bill to change the Agricultural Adjustment Act on a temporary basis?

Answer: No. The Federal Crop Insurance Act is separate from the Agricultural Adjustment Act. The subject is being discussed, but it will take a separate act of Congress with a separate appropriation to help the durum grower. Crop insurance cannot use its funds to insure any crop where there is reason to believe losses will be greater than the premium received.



CONVENTIONEERS—Seated left to right: Mrs. Robert Green, Mrs. Lloyd Skinner, Mrs. Vincent LaRosa, Phillip LaRosa, Mrs. Phillip LaRosa, Mrs. Peter LaRosa, Mrs. Tom Cuneo. Standing: Lou Dalsen, Vincent S. LaRosa, Conrad Ambrette, Fred Mueller, Lloyd Skinner, Tom Cuneo, Peter La Rosa, Charles Rossotti, Harry Diamond, Bob Green.

Question: What are the benefits to farmers under present crop insurance?

Answer: It changes with different counties or areas. In some areas it costs \$12 an acre for insurance, in others \$15 or \$17. The farmer is covered up to the cost of producing the wheat. Insurance covers the cost of the wheat but not the cost of seeding, harvesting, and so on. If the grower harvests \$6 value on one acre of ground, and it cost him \$12, he gets \$6 insurance.

Question: Is there any way of limiting the importation of macaroni during the period of the durum wheat shortage?

Answer: If you would address the problem to the Department of Congress and ask them to take action, I think it is feasible and possible.

U.S.D.A. January Report

U. S. D. A. reports Durum mill production July through December 1954, of 3,849,264 cwts. Comparing this mill production with Macaroni production July through December of 515,750,540 pounds, indicates that 130,824,140 pounds of Macaroni and Noodles were made from straight hard wheat substitute, or this amount substitute used by blending with available Durum blends, and this amount equals usage of 25.1% hard wheat other than blends for period July through December, 1954.

Fast selling **MACARONI** products

are made everywhere... and they're best made from...

100 LBS. NET
COMMANDER-LARABEE MILLING COMPANY
NORTHERN STAR
SEMO-RINA
MILLED FROM A MIXTURE OF
25% DURUM - 75% HARD WHEATS
MANUFACTURED BY
COMMANDER-LARABEE MILLING COMPANY
GENERAL OFFICE - MINNEAPOLIS, MINNESOTA

—for best results and increased consumer acceptance, because of Northern Star's constantly reliable quality and uniformity.



Commander-Larabee
MINNEAPOLIS

A DIVISION OF ARCHER-DANIELS-MIDLAND

THE FIGHT AGAINST RUST

By Donald G. Fletcher, Rust Prevention Association,
at the NMMA Winter Meeting

AMERICAN people have come to depend on macaroni products as one of the most nutritious, economical foods in their abundant diet.

When one-half the necessary high quality amber durum wheat required to produce this essential food is destroyed during a five-year period, a serious emergency faces the producers, the processors, and the consumers of this food. Sixty-five million bushels of durum have been destroyed by rust in the past five years.

In spite of considerable damage caused by Black Stem Rust in 1950 and 1952, a small reserve of durum, over and above the 25 million bushels needed for the domestic grind, and seed requirements, existed in the fall of 1952. A severe rust epidemic in 1953 destroyed 65% of the durum crop in the United States, leaving only 12 million bushels to meet all needs. Much of this grain was shriveled and of low test weight. In 1954 the most destructive rust epidemic which has ever swept the durum acreage in the United States and Canada developed and destroyed more than three-quarters of the American durum crop. Slightly more than five and one-half million bushels, largely of poor quality durum, was produced. Probably about half of this amount can be milled, for seed must be saved and some of the shrunken durum would yield very little semolina.

To satisfy the millions of customers who use macaroni products, the National Association of Macaroni Manufacturers and the Durum Millers devised a method of temporarily stretching the insufficient supply of quality amber durum. Certain kinds of bread wheat were selected and ground into a substitute semolina. The available durum semolina was extended by the addition of the bread wheat semolina, and many more thousands of families have been able to enjoy the use of a favorite dish than as if only 100% durum products were sold.

What else has the National Macaroni Manufacturers Association done to meet this problem which strikes at the very basis of their industry?

In 1953 they contributed \$1,000 to the Rust Prevention Association to assist in its efforts to obtain more adequate State and Federal funds for research which would help to control rust through developing new rust resistant durum varieties, destruction of all rust breeding barberry bushes, discovery or creation of chemicals that would hold the rust in check, the use of

proper cultural and fertilization practices, and through basic research which would enable all scientists to better understand the fundamental aspects of the rust problem and give them tools for use in their applied research.

In 1954 the National Macaroni Manufacturers Association joined with the Durum Millers in underwriting a three-year program to speed up the durum research, particularly pointed at stem rust control. Four thousand dollars will be contributed by each group (\$8,000 per year) for a three-year period (1954-1955-1956). The Rust Prevention Association has assumed responsibility of administering the project.

Since January 1, 1954 these funds have permitted cooperative work on durum wheats in Mexico and North Dakota to be expanded and speeded up. More than 500 new durum crosses were made in the spring of 1954 in Mexico. The several thousand lines which resulted from these crosses were planted this fall in Mexico and are now growing at several locations under irrigation this winter. In the spring, seed from these crosses will be grown both in our durum area and in Mexico. Three crops in one and one-half years.

Nothing can be substituted for the time it takes a crop to be planted, grow, and mature. Eight to ten generations are necessary to produce a new variety, from the time the original cross is made until the seed is tested and ready for increase. If these 8 to 10 generations can be grown two each year, the work is speeded up and the desired results may be reached much sooner.

This is a very important objective of the Rust Prevention Association. It was only through the generosity and vision of your organization and groups like you that such a project was possible.

\$6200 of the special durum fund was allocated to the North Dakota Agricultural Experiment Station and has materially helped in speeding up the durum research program. The balance of the expenditures from this fund were for travel in promoting the international cooperative improvement program.

The Rust Prevention Association has spent considerable of its regular funds in obtaining additional money from the North Dakota Legislature and the United States Department of Agriculture for wheat and rust control research. The Federal funds have permitted Dr. Ruben Heermann to give his full time to durum research and two other men, Dr. Briggie and Dr.

Schwinghammer, to spend half their time on durum research.

The North Dakota Experiment Station has been fully aware of the need for greatly increased work on all phases of the durum production problem. Within the limits prescribed by the funds made available by the State Legislature and the United States Department of Agriculture, the Station administrative staff, the research scientists, and field employees have made remarkable progress under the pressure of our present emergency.

At North Dakota the following funds were expended in 1954:

U.S. Department of Agriculture funds	\$14,900
State of North Dakota funds	20,150
Industrial grants:	
Rust Prevention durum project (National Macaroni Manufacturers Association & Durum Millers)	6,200
Campbell Soup Company	3,500
National Macaroni Manufacturers Association	1,000
	<hr/>
	\$15,750

North Dakota supplies office space, laboratory, and greenhouse facilities, land, cereal technology testing facilities, storage space, and threshing equipment, as well as administrative and operating costs for almost the entire durum program in the United States. This amounts to a considerable sum, which while hard to calculate, is a very real part of the Experiment Station expense.

The State of North Dakota loaned the Experiment Station \$65,000 for the winter increase of the new rust resistant lines of durum developed by Dr. Ruben Heermann and his co-workers. The Durum Millers agreed to underwrite one-half of any losses up to \$50,000 if an unforeseen calamity occurred, and the crop now growing on 243 acres of land near Yuma, Arizona was damaged. It is believed that between 7,000 and 8,000 bushels of the new durums should be available for planting in the spring of 1955.

It is my belief that reliable growers or seedsmen should be permitted to obtain seed of these durum lines in the fall of 1955 for increase at their own risk during the winter in the Southwest. Unless this is done, there will not be a bushel of these wheats available to grind until the fall of 1957.

About 15,000 bushels of Sentry durum is available for planting this spring. This variety has more tolerance for rust than the other commercial amber

(Continued on page 26)

FIRST in 1950

and still ahead
in bulk-car shipments
... another reason why
"it pays to talk to King Midas"



Above: One of King Midas' fleet of "Airlide" bulk cars, leased from General American Transportation. Capacity: 100,000 pounds. Can be loaded by gravity and unloaded into any conveying system.

Insert, right: March 22, 1950—the very first bulk car of semolina ever loaded... ready for delivery from the King Midas Durum Mill in Superior, Wisconsin.

The above pictures tell the story... and King Midas Flour Mills are proud of the fact that they were first with bulk car shipments of semolina almost five years ago. The transition from hopper-type cars to a fleet of "Airlide" cars is only one example of the progress and expansion of bulk handling facilities by King Midas to better serve the macaroni industry.

Durum Products by



KING MIDAS FLOUR MILLS

660 GRAIN

King Midas

EXCHANGE

MINNEAPOLIS

MACARONI MANAGEMENT MATTERS

From Round-table Discussions at NMMA Winter Meeting

BUSINESS in 1955 was discussed around the table by the macaroni-noodle manufacturers and allies at the NMMA Winter Meeting in a new way. Groups of sixes gathered around tables, elected a chairman to lead the discussion and a secretary-spokesman to report the conclusions of these discussions back to the head table. Lively conversations were developed and a wealth of ideas and opinion obtained.

The first question considered was: "What one factor will contribute most to your profit picture in 1955?" Answers came in like this: "We do not have unanimity of opinion at this table—one group feels that the relationship or the percentage of raw material cost to sales dollars is the most important factor while another group feels it is the relationship of promotion to sales dollars. Some of us maintain it's the relationship of raw material to sales dollars because we mean to spend an advertising budget regardless of whether sales go up or down in the first six months. Some of our conferees say they may elect to adjust their promotional budget if things look a bit off."

Another table reported: "Opinion one is to rebuild product quality and thereby increase sales; opinion two is to control expense by watching the relationship of materials costs to sales volume. Another idea expressed was to expand markets by expanding efforts on public education."

Summary of ideas from several tables: quality is the one factor that will contribute most to profits in 1955; cost control, increased efficiency in production and sales, particularly in efforts to increase per capita consumption are all important factors.

Question: "What single factor can do most to increase your individual company sales in 1955?"

Answers: "Ride out this difficult materials situation and make macaroni products out of the best raw materials we can obtain—use good ingredients consistently."

"Develop more promotional and sales activities—more and better point-of-sale pieces—more store demonstrations—more effort to reach new markets; special attention to Negroes and Latin Americans."

"Increase sales targets without shooting at direct competitors—attract sales dollars which are being diverted into other channels. If you think another brand of macaroni is your competition just watch the baskets of groceries moving to the check-out counter in any supermarket any day. You'll see it is hundreds of other products that are



ASSOCIATION MANAGERS: President Peter LaRosa, Immediate Past-President Thomas A. Cuneo, and Vice-President Lloyd Skinner, exchange ideas around the table.

crowding you out rather than competitive brands of macaroni that are holding down your sales."

From another group: "This table agrees it's the salesman's job to get his products on the grocer's shelves but it is consumer advertising that gets it off the shelf. More and better advertising is the answer."

Another table reports: "Our group thinks that increased sales would naturally come from increased advertising. The advertising should tell the housewife of macaroni's great versatility, economy and nutritional value."

"Give the customer more for his sales dollar: not necessarily by price reduction but by built-in features such as enrichment, better quality, better packaging. We may be able to enthrone our sales organization so they'll get up and go and thereby increase our sales."

Question: "What one thing can your company do to improve the quality of your products?"

Answers: "The consensus at this table is that it is very important to test the product continuously, and the ultimate test is cooking. We think you should cook your product twice a day to be sure you are getting the product you want."

"This table agrees that we should keep our standards high: we should keep quality as high as we can by selectivity of raw materials, by putting in innovations such as new equipment, and keeping our interest high where it has to do with quality."

"Here are five concise points: (1) good and dependable sources of raw material; (2) good and efficient equipment; (3) high standards of quality;

(4) constant control of quality; (5) continuous research."

"Strict supervision of production is essential for even with the finest materials if you do not use them properly you will not get good results. Strict quality control is essential."

The final question considered by the round-tables was this: "What can the industry do collectively to increase sales of macaroni, spaghetti and egg noodles?"

Answers: "We think more information should go out to various segments of the public such as schools, colleges, home economists, the medical field, and other thought leaders. The educational job to consumers can be intensified stressing versatility, economy, and taste appeal of macaroni-noodle products. An educational job should be done with the restaurant and institutional fields to get them to use more."

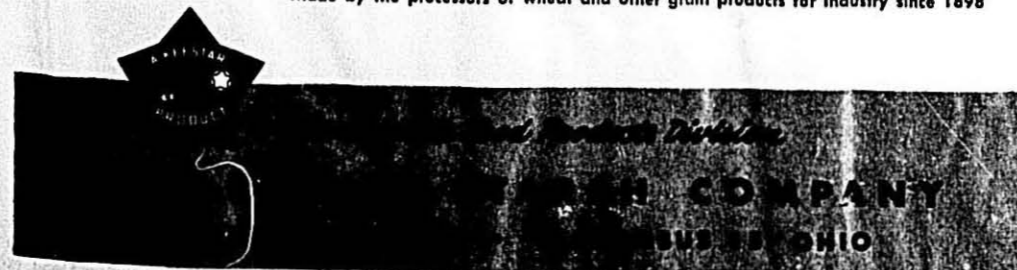
Another table reported: "We think our products should be publicized to families with growing children; that some emphasis should be placed on the use of macaroni and noodles as side dishes as well as their main-dish use. The industry must combat the adverse publicity directed at all wheat foods and we think this can be done by stressing positive advantages instead of negative things like non-fattening. The industry has got to spend more to keep abreast with what other industries are doing."

"Our group thinks there should be more advertising and promotion at the local level—that the related-item campaigns should be encouraged and ex-

(Continued on page 54)

Better macaroni, spaghetti and noodles are now possible regardless of the Durum situation. Kesco 80% Gum Gluten has been used by leading food processors for many years. Its high quality and lighter color can help you produce a superior product.

Made by the processors of wheat and other grain products for industry since 1898



ACTIVITIES OF THE NATIONAL MACARONI INSTITUTE

Reported by Theodore R. Sills, Public Relations Counsel, at the NMMA Winter Meeting

OVER 200 releases were sent out on macaroni products in 1954! A round-up of just the outstanding breaks is sufficient to show what a terrifically successful year it has been for macaroni publicity. Here is a run-down of the overall results:

Magazines:

Macaroni products during the past 12 months were featured over 50 times in 31 of the nation's top consumer magazines. A total of 59 pictures, both color and black and white, and 110 recipes told the macaroni story to the American homemakers. In October, to coincide with National Macaroni Week, at least 12 top-circulation magazines ran macaroni recipes, the most impressive being the 12-page cook book supplement carried by Good Housekeeping that month. Double-page full-color spreads were commonplace, and most of the articles carried headings proclaiming the fine qualities of macaroni products.

Newspaper Supplements:

Feature supplements carried by the country's largest newspapers devoted their food pages to macaroni again and again. *Parade*, *American Weekly*, *This Week*, *Family Weekly* and *Rural Gazette* reminded their readers several times during the year that macaroni is one of today's finest food buys. The total circulation of stories appearing in these syndicated supplements during the year is 40,972,394.

From an impressive number of newspapers highlighting macaroni dishes in their own weekend magazine sections were the following: *New York World Telegram and Sun*, *Philadelphia Inquirer*, *Chicago Tribune*, *St. Louis Post Dispatch*, *New York Daily News*, *Los Angeles Times* and *Dallas News*.

Newspaper Syndicates:

Every syndicate servicing their subscribers with food news carried macaroni stories and recipes in their columns during the year. The best indication of the syndicate editor's enthusiasm for macaroni material is shown in the breakdown below:

NEWSPAPER ENTERPRISES ASSOCIATION—highlighted macaroni in 9 stories for a total of 12 recipes and 8 pictures.

ASSOCIATED PRESS—made macaroni the theme of 6 stories with recipes.

KING FEATURES—gave macaroni the



THEODORE R. SILLS

star place in 3 of their illustrated stories with recipes.

GENERAL FEATURES—ran 4 recipes and 2 pictures in their food columns.

PACIFIC COAST DAILIES—chase macaroni products for 3 of their stories.

CHICAGO TRIBUNE SYNDICATE—used macaroni in 4 stories with 4 recipes and 10 pictures.

BELL SYNDICATE—released 4 recipes and 2 pictures.

Alice Denhoff, another KING FEATURES editor gave 9 macaroni recipes in her column during the year.

UNITED PRESS—ran 2 recipes in their recently revised newspaper service.

NEA's special feature service started macaroni in their Holiday Entertainment release. Total circulation of the syndicate breaks—573,000,000.

Direct-to-Editor Newspaper Mailing—Newspapers catering to the interests of every type of reader were supplied with material playing up the versatility, economy and nutritive values of macaroni products. 16 stories, each with a glossy print and 2 recipes, went out to 425 of the nation's largest newspapers during the year. Smaller weekly and fortnightly papers received 4 different mailings each with a mat picture and 2 recipes. Negro newspapers were hit 5

times and farm publications twice. For National Macaroni Week a story, with mat picture and a recipe, was sent to 600 labor newspapers. Among the different newspapers highlighting these stories were:

General:

Los Angeles News	Chicago Tribune
Cincinnati	Detroit Times
Inquirer	San Francisco
Boston Record-	Call-Bulletin
American	Washington D.C.
New York News	Post
Pittsburgh Sun-	Seattle Post-
Telegraph	Intelligencer
St. Louis Globe-	Philadelphia
Democrat	Inquirer

Negro:

Nashville Globe	Atlanta World
Buffalo Empire	Pensacola Courier
Star	

Farm:

Weekly Star	Farmers Union
Farmer	Herald
Nebraska Farmer	Labor Tribune
Kansas Farmer	Detroit Labor News
California Farm	Labor Leader
Bureau Monthly	Citizen
	Flint Labor News

Color pictures released during 1954 were extremely well received by the food editors and were reproduced in such newspapers as the *Miami Herald*, *New Orleans La. States*, *Minneapolis Tribune*, *Miami News* and *Chicago Tribune*.

Television:

Six specially prepared stories were distributed last year and met with enthusiastic response from the food program directors of over 100 of the top TV stations.

In addition, Mary Ann Connor, home economics director of the Sills' test kitchen appeared on nine TV food programs in peak promotion periods. On each show she demonstrated one or two dishes and gave details of the promotion.

The entertainment side of TV also joined in giving macaroni a boost. Jackie Gleason, Herb Shriner and Steve Allen are just a few of the top TV personalities that mentioned macaroni on their programs.

Radio:

Every type of radio show was supplied with macaroni material last year. Disk jockeys, MC's of quiz shows, comedians and directors of all kinds of

homemaker shows broadcast macaroni news.

Greatest emphasis was given to food programs and during 1954 over 18 scripts went to 700 radio stations from coast to coast.

Cooperative Publicity:

Supplementing the terrific output of material from the Sills office, 1954 was outstanding for the fine cooperation given macaroni products by the publicists and advertisers of allied foods. TV mentions, full-page color ads in top magazines, syndicate stories and newspaper releases were some of the ways in which macaroni was featured with other products. Big advertisers such as Hunt Foods, Reynolds Metals, Maine Sardines and Blue Diamond Almonds helped swell the flood of macaroni publicity.

Lent—1955:

This year's Lenten promotion promises to be the biggest ever with 3 major foods tying-in to push the macaroni, tuna and evaporated milk combination.

The Pet Milk salesmen are already out with point-of-sale material and recipes developed for the campaign. A Pet Milk-tested recipe, Tuna Macaroni Bake, will be featured during Lent on the TV and radio shows sponsored by this company. These are the Arthur Godfrey, George Gobel and Red Skelton shows. In the March 12 issue of the *Saturday Evening Post* a Jones-Laughlin Steel advertisement will feature the macaroni-tuna and evaporated milk combination. An advertisement consisting of the picture and recipes for Tuna Macaroni Bake will also be carried by several top magazines during the promotion.

In addition to backing the promotion through the publicity program of the Tuna Research Foundation, the tuna canners will be pushing the combination in their individual advertising.

Within the Sills organization the macaroni and tuna Lent program has been carefully dovetailed to obtain the utmost publicity from all media for both foods. Every syndicate editor and Sunday Supplement editor has received or will receive macaroni-tuna-evaporated milk material. New pictures, stories and recipes will go to every large newspaper in the country. The combination is the theme of scripts which will hit large and small radio and TV stations throughout the 48 states. With both foods keyed to the promotion, double coverage can be obtained on all levels.

Although greatest concentration is being given to this most important Lenten campaign, other macaroni material will be released at this time. Two new photographs showing macaroni with other foods have been taken for release to editors of individual newspapers. Three syndicates have also been given recipes and pictures combining macaroni with cheese, eggs and fish other than tuna. Two radio scripts and a TV story have been prepared featur-

ing macaroni products in other combinations.

Farm publications will be sent a picture, recipes and a story pointing up the versatility of macaroni. The Negro press will be supplied with a picture and recipe of macaroni with shrimp. Six months ago magazines were contacted and exclusive meatless recipes were specially developed to suit the needs of each publication.

Summer—1955:

Plans for a Summer program should take into consideration all the homemaker's needs. She looks for dishes that are appetizing, nutritious and quick to prepare. Outdoor living is the trend today so she shops for items that can be prepared on a grill or barbecue. Since picnics and parties are often away from home, they should also be easy to pack and carry. Foods that can be stored on the kitchen shelf instead of the often over-filled refrigerator are invaluable. Two foods that stand out as ideal for the homemaker's purpose are macaroni and canned meats. With the wide variety of meats available it's possible to make almost any type of dish using these foods. In addition, it is a combination that everyone will enjoy. Here is an outline of stories built around this team:

1. Dishes that can be prepared ahead of time for an evening meal or to carry on a picnic.
2. Hearty meals teen-agers could prepare themselves on the outdoor grill.
3. Menus and meals for the bachelor husband.
4. Emergency dishes for serving where there are unexpected guests for dinner.
5. Suggestions for cabin and camp dining.

6. Cold dinners for the dog days.

These are a few of the themes that would appeal to editors and lend themselves to interesting photographs. With the larger meat packers supporting this program, it could be built into a most successful Summer promotion.

National Macaroni Week:

Preparations are already being made for National Macaroni Week and it promises to be one of the biggest promotions ever. Multiple page spreads have already been planted with top consumer magazines, to be supplemented by national TV network tie-ins. However, no report can be given until the placements are definite.

These peak promotion periods will be fortified by a continuous program of newsworthy material to all media. Not only will the publicity efforts be intensified, but every opportunity will be taken to expand the scope of activities wherever possible during 1955.

Make It Spaghetti

Bertha Cochran Hahn, food editor of the *Miami Daily News*, wrote on January 20: "Everybody enjoys a heaping platter of spaghetti and meat balls, third most popular dish in the American menu, according to a recent survey."

"Miamians are not surprised to learn it rates so high on the eat parade—probably, if a survey could be made this week to include the Flamingo Hotel where the National Macaroni Manufacturers Association is meeting for the seventh consecutive year, the dish would hit top place."

She used an illustration of Spaghetti with Tomato Clam Sauce, (shown below) Macaroni in Cream Sauce, and Noodle Shrimp Casserole.



Spaghetti with Clam Sauce

BETTER MERCHANDISING THROUGH PACKAGING

By Charles Rossotti, Rossotti Lithograph Corporation at the NMMA Winter Meeting

THE revolution in packaging continues . . . at an ever increasing pace. But I certainly don't have to tell you how far packaging and merchandising have progressed. Nor do I have to draw you a picture of the constantly increasing trends in self service selling.

Ever since the self service supermarket entered the food field a greater burden of responsibility has been placed on the package. It is no longer just a container that serves as a carrying medium from the store to the home. It has become an important selling tool—a vital merchandising force—a potent and effective advertising medium.

Now, just what was the impetus that prodded packaging out of the cracker-barrel stage and carried it to its present high level of importance? MODERN PACKAGING magazine attributes the phenomenal growth to 3 significant factors: (1) The development of high speed, low cost, mechanized packaging equipment; (2) Consumer demand for branded merchandise that gave assurance of cleanliness, convenience and quality; and (3) The increasing awareness by manufacturers of the three-fold value of packaging in cutting the costs of distribution, in establishing brand identity, and in stimulating clerkless "visual" selling at the final point of sale.

I would say that a fourth contributing factor can be added to these. Competitive selling, which places an even greater responsibility on the package and now demands a new approach to the concept of packaging. However, the nature of competition has changed and is different from the competition that existed 25 years ago—10 years ago—even yesterday! Today just about everybody has a "better" product. That much is taken for granted. The point of separation, where one product takes the high road to increased sales and another product goes downhill on the low road toward decreased volume—and sometimes, oblivion—today lies within the realm of advertising and merchandising.

It's interesting to note in this respect that at a recent meeting of beer wholesalers in San Francisco, the conclusion was drawn that—hereafter, because of the trend toward uniform price, flavor and quality, the competition in beer will not be between beers, but in the superiority of their advertising and



CHARLES C. ROSSOTTI

marketing programs." I cite this single instance as a case in point. In any large-circulation national magazine you will see the increasing use of full pages, four-page inserts and illustrations in full color. Or witness the increasing use of full pages in daily newspapers.

Now what has all this to do with packaging? Your macaroni package is one of the most effective forms of advertising in use today. It is the final link in your over-all advertising program—the last chance for you as a manufacturer to say what you have to say to the prospective buyer. It is a most necessary medium in these days of self service selling, since it must take the place of the clerk who once was on the spot with a clinching sales talk for the hesitant purchaser.

It is the common existing practice to think of the package in terms of material—to buy it as material—and to charge it as material. As such, it is added to the selling price of the product. And, as such, it becomes one of the major causes of restriction in further development of the package. This leads inevitably to a comparative standstill in the correct development and use of your extremely valuable package.

But consider, if you will, what an entirely different concept of your package you would have if its cost were charged to advertising or sales promotion, which, as you know, is budgeted out of present or anticipated profits. Obviously, if your packaging costs were

charged to advertising, and your package was regarded as the most logical form of all your promotional efforts, your approach to it would take on a new perspective. Every sales executive would immediately seek new ways to exploit its sales possibilities. Every advertising expert would try to further develop the potentialities of this great and powerful medium. And both would combine their talents and knowledge to extract the utmost effectiveness from this potent selling force.

To clearly understand and evaluate the importance of your macaroni package as an advertising medium let's take the four top magazines which specialize in food advertising as a comparison. Striking an average, they have a circulation of 4 million copies each. Readership surveys, however, show that only 7 percent of magazine readers see, read or notice any particular advertisement. This brings the actual readership down to 280 thousand persons. But—research has also shown that only 1 out of every 4 readers does the family shopping—which leaves just one quarter, or 70 thousand out of 4 million claimed readers who actually go into the stores, see your product, and decide to buy or not to buy.

And where does that leave you in relation to the one hundred million customers who are buying in self service stores every week? What are you doing to reach that vast audience? Point-of-purchase displays? The use of point-of-purchase material is costly and unsure. As most of you have probably learned, a great deal of it never gets out of the trunk of a salesman's car. Much of it is carelessly placed and quickly taken down. Most of it never gets into the retail outlet at all because floor space is far too valuable today and must be used for products and customers.

And yet you can have the best kind of point-of-sale advertising for your product—the kind that will bridge the last, important 3-foot gap between the shelf and the customer's shopping basket. I refer, of course, to your package. And I think you will agree that your package is the one sure method you have of reaching 100 percent of the audience you want to reach—the buying public. Certainly it is the only medium that can do a truly effective selling job for you at the all-important point-of-

(Continued on page 52)

INSURE THE PERFECT COLOR IN YOUR PRODUCT WITH MIRROR-FINISHED BUSHINGS IN YOUR DIES



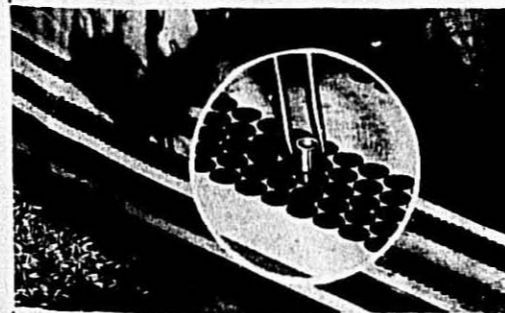
"SO MUCH DEPENDS ON SO LITTLE"

RESULTS FOR MANY PROGRESSIVE USERS

. . . prove the unequalled performance

LET ME PROVE TO YOU

. . . that I can produce the qualities in your products



GUIDO TANZI

- PERFECT COLOR
- UNRIVALLED SMOOTHNESS
- RINGLESS PRODUCT
- IDEAL COOKING QUALITIES

3252-54 W. 5th Ave., Chicago 24, Ill.
Telephone NEVada 2-0919

A contribution to the industry—

The new 'ROCHE' ENRICHED

written and published to foster a better



Unique chart dramatically illustrates versatility of macaroni products—it's made to order for building your sales.

Why we published this brochure. It was natural that leading manufacturers should come to Roche—the headquarters for cereal enrichment—and ask that our scientific staff prepare an interesting, authoritative story on enriched macaroni products. It had to be concise but complete—to serve as a source book of information for important, influential people who could reach the public and increase interest in this important food. Much study, thought and expense have gone into this effort. It is now an accomplished fact.

HOW TO COOK ENRICHED MACARONI PRODUCTS

Why enriched macaroni products?

Enriched macaroni products are a valuable part of a balanced diet. They provide a source of protein, vitamins, and minerals. They are easy to cook and serve, and they are a good source of energy. They are also a good source of fiber and are low in fat. They are a good source of calcium and are low in sodium. They are a good source of iron and are low in cholesterol. They are a good source of potassium and are low in phosphorus. They are a good source of magnesium and are low in zinc. They are a good source of copper and are low in manganese. They are a good source of selenium and are low in iodine. They are a good source of chromium and are low in molybdenum. They are a good source of vanadium and are low in cobalt. They are a good source of nickel and are low in boron. They are a good source of silicon and are low in aluminum. They are a good source of strontium and are low in barium. They are a good source of zirconium and are low in niobium. They are a good source of hafnium and are low in tantalum. They are a good source of tungsten and are low in rhenium. They are a good source of osmium and are low in iridium. They are a good source of platinum and are low in gold. They are a good source of silver and are low in mercury. They are a good source of cadmium and are low in lead. They are a good source of tin and are low in antimony. They are a good source of arsenic and are low in selenium. They are a good source of tellurium and are low in polonium. They are a good source of astatine and are low in francium. They are a good source of radium and are low in actinium. They are a good source of thorium and are low in protactinium. They are a good source of uranium and are low in neptunium. They are a good source of plutonium and are low in americium. They are a good source of curium and are low in berkelium. They are a good source of californium and are low in einsteinium. They are a good source of fermium and are low in mendelevium. They are a good source of nobelium and are low in lawrencium. They are a good source of roentgenium and are low in meitnerium. They are a good source of hassium and are low in darmstadtium. They are a good source of tennessine and are low in oganesson.

We wish to express our appreciation to the Rossell Lithograph Corporation of North Bergen, N. J., which cooperated in the production of this book and which supplied the original color illustrations used on the Versatility Chart. It is intended that a second edition will be made available for manufacturers who wish to use the material for promoting their own products.

MACARONI BROCHURE

understanding of all macaroni products



Who receives it? The new brochure and chart are being distributed to a large and carefully selected list of nutritionists, food technologists, dietitians, food editors, television and radio women's commentators, science writers, universities and colleges, hospitals, food managers of industrial and institutional cafeterias and others who are important.

Why are they important? These people are especially important to you because they are the folks who influence the public (or buy for institutions in gigantic quantities). It is important that these people know that most of the leading manufacturers are enriching, that it is almost an industry-wide achievement. When this influential group is sold on a product like enriched macaroni they can without hesitation recommend its use in many ways. The result—increased usage.

What's in the brochure? Divided into 15 sections and having 16 pages of illustrated text, the new Roche brochure gives its readers a comprehensive story. See Table of Contents at right.

An added feature of great value. Included in the brochure, as a separate section which may be removed for display, is the dramatic Versatility Chart which measures 16 1/2" x 21 1/2" when opened. It illustrates the versatility of macaroni, spaghetti, vermicelli and egg noodles in striking full-color pictures of typically appetizing dishes, and includes cooking instructions and recipes for the servings illustrated.

How you can use it. The new Roche brochure is a custom-made selling help for all of your macaroni, spaghetti, pasta and noodle products. You can use it to great advantage in your own sales and public-relations programs.

Here are some ideas. Use the brochure as a manual for your sales organization. Have your salesmen use it in their calls on the "tonnage" trade—schools, hospitals, cafeterias and other mass-feeding organizations. Broadcast the information in it to those people in your sales territory who influence the public: food editors of newspapers, radio and TV women commentators. Arrange talks before women's clubs and P.T.A. groups on the food values in your enriched macaroni products (see the brochure for exact information).

Use the material as the basis of your advertising to the public. Prepare a series of mailings to doctors in your territory on the excellence of your macaroni products in special as well as general diets and don't forget dietitians in hospitals and other institutions caring for the sick and aged. Teachers of home economics in schools, colleges and universities are important to you. Write a series of mailings to them, too, based on the brochure.

You have a big opportunity to build the sales of your macaroni products when you use the Roche brochure. Take full advantage of it by making it work hard for you.

MACARONI	PAGE
General	1
What It Is and Where It Comes From	2
By American History	3
What It Contains	4
The Many Types in Its Mail	5
How It Is Made	6
The Part It Plays in the American Diet	7
What Do We Mean by "Enriched"?	8
How It Is Enriched	9
Enrichment Enriched by Protein, Carotene	10
Enrichment Added by Vitamins	11
ENRICHED MACARONI	
In Enriching Diet	12
Beneficial Food for Low-Calorie Diet	13
An Ideal Pediatric Food	14
An Excellent Dietetic Food	15
A Versatile Food	16
THE VERSATILITY CHART	See Back Cover



ROCHE Vitamins for Enrichment

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, NEW JERSEY

Nutley 2-5000

In Canada: Hoffmann-La Roche Ltd., 286 St. Paul Street, West, Montreal, Quebec



IN THE INDUSTRY

Ritz Named Chairman of International Milling Co.

Chas. Ritz, President of International Milling Company since 1943, was elected to succeed F. A. Bean as Chairman of the Board of Directors at the annual directors meeting in Minneapolis on January 11. Mr. Ritz has been with International since 1910 when he started as a stenographer in the Moose Jaw, Saskatchewan, Canada, office. He entered the company's sales department in 1912 and in 1915 was moved to Montreal as Eastern Canadian Manager. In 1937 he was elected a Vice President and Director and moved to Minneapolis where he assumed responsibility for all company sales activities. In May, 1942, Mr. Ritz was elected Executive Vice President of International and was elevated to the Presidency in 1943.

Atherton Bean, son of the former Board Chairman, was elected President succeeding Mr. Ritz. He has been with the firm since 1937 when he started as Executive Assistant in the operating department. During World War II he spent 2½ years in executive capacities in Washington D. C. with the Office of Price Administration and Army Intelligence. He left government service in 1941 and returned to International as Director and Executive Vice President in charge of operations.

Mr. F. A. Bean, retiring Board Chairman and son of the company's founder, will continue in the capacity of Director and member of the Executive Committee. He started his career with International at New Prague, Minnesota, in 1900, when the company owned two mills with a total capacity of 2,500 cwt. of flour daily. During his 55 years

of continuous service, International has grown to second largest flour milling company in the world with 22 mills and 108,000 cwt. daily milling capacity. He progressed through various positions in the company and in 1930 was elected First Vice President. He became President in 1938 and in 1943 was named Chairman of the Board.

La Rosa Presents "Live" TV in Italian

V. La Rosa & Sons, Inc., Brooklyn, New York, have premiered a new Italian-language variety show—"Televisione Italiana", over WATV, New York—Channel 13. The show can be seen 11:00-11:15 AM Monday thru Friday, and 11:00-11:30 AM Saturdays, Sundays 11:00-11:30 AM. La Rosa turns from the light to the serious side, as top-flight Italian casts perform half-hour live dramatic shows.

This is the first time "live" across-the-board television will be used to reach a foreign language audience. "Commercials will be film and 'live', says Vincent S. La Rosa, in charge of company advertising. "They'll be in keeping with the flavor of the shows—traditionally Italian".

In addition to macaroni products and sauce, La Rosa will present their new line of Italian home-style food products on "Televisione Italiana". These include Italian style Sausages in Sauce, Italian style Meatballs in Sauce, Italian style Ravioli in Sauce, and a complete Pizza Pie Mix.

This new television advertising will supplement the heavy television, radio, and car-card schedule La Rosa is now running in major eastern markets.

North Dakota Bill Seeks Farm Product Expansion

A bill has been introduced in the North Dakota Legislature by Rep. C. J. Fristad of Norton County which would create a special 12-man agricultural research commission to promote agricultural research.

The bill would levy an excise tax of one quarter of one percent of the sales price of all agricultural products produced in the state. The state tax commissioner would administer the levy, the proceeds to be used for agriculture research and be appropriated out of a special agricultural research revolving fund by the legislature.



Antonio T. Palazzolo Dies

Antonio T. Palazzolo, who began his American career as a fruit and vegetable peddler and ended it as a prominent food manufacturer and wine distributor, died January 18.

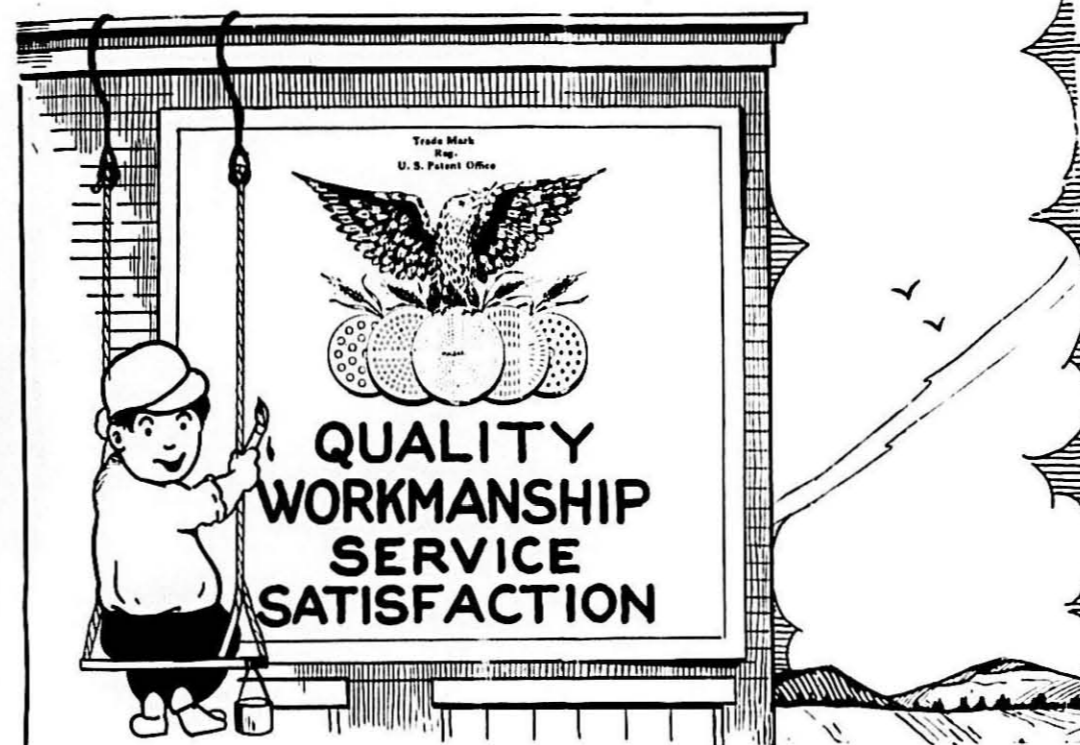
Mr. Palazzolo was chairman of the board of Antonio Palazzolo & Co., macaroni products manufacturer, 2015 Gilbert Avenue, Cincinnati, Ohio and also headed the Palazzolo Wine Company distributors.

Mr. Palazzolo, who was 70 years old, came to the United States from Sicily in 1905. He became a fruit and vegetable vender in St. Louis, later becoming a wholesaler. In 1917, he moved to Detroit and became a distributor of spaghetti and macaroni products.

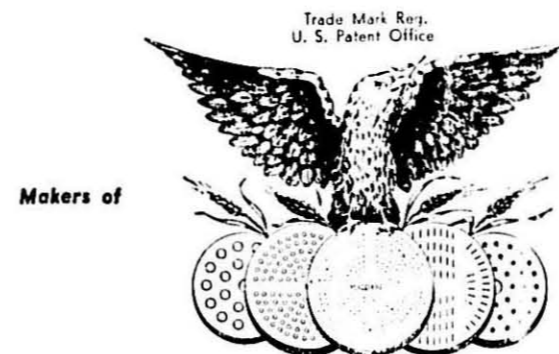
In 1919, he opened a business in Cincinnati. His once small plant has since become the largest in the state for output of macaroni products. The wine distributing concern also is a leader in Ohio.

Mr. Palazzolo was chairman of the board of the company, and his sons, company officers and managers. The family also operates the famed Caproni's Restaurant on Main Street and a pizza pie shop at Reading Road and Tennessee Avenue and holds interest in several Cincinnati theaters.

Survivors include the five sons, William, Peter, Dominic, Paul and Joseph Palazzolo; two daughters, Mrs. Elizabeth Viviano, Detroit, and Mrs. Rose Spaccarelli, with whom Mr. Palazzolo made his home at 2831 Observatory Rd.; two brothers, Joseph, St. Louis, and Tony, Louisville; two sisters, Mrs. Stella Viviano, Louisville, and Mrs. Gusie Viviano, Carnegie, Pa., and 29 grandchildren.



MALDARI'S INSUPERABLE MACARONI DIES



Makers of

Macaroni Dies

D. Maldari & Sons

180 Grand Street, New York 13, N. Y., U. S. A.

America's Largest Macaroni Die Makers Since 1903—With Management Continuously Retained in Same Family

Fight Against Rust —

(Continued from page 14)

varieties. If planted as early as soil and temperature conditions permit, it will produce better than Stewart, Carleton, Mindum, or Venum even with heavy rust infection. Every bushel of SENTRY seed should be planted this year.

The Northwest Crop Improvement Association, through its Executive Secretary, Mr. Henry Putnam, has used the facilities of its organization to promote the growing of quality durum in every way possible. Durum circulars have been prepared, growers and country agents have been encouraged to promote durum growing.

Mr. Putnam has always been very active in supporting the North Dakota State Durum Show at Langdon. The grain trade and the durum mills, together with the National Macaroni Manufacturers Association, have helped to make this show a success.

The Rust Prevention Association, acting as the agent for the United States Department of Agriculture and the Canadian Department of Agriculture, arranged for land and technical assistance to plant a winter nursery of 7,000 new hybrid lines of small grains last fall in Sonora, Mexico.

Dr. Ruben Heermann has 900 of his durum lines in this nursery. We plan to send him down to Mexico to inspect these durums and the several thousand durum lines that have come from the 500 crosses made cooperatively by the Rockefeller Foundation and the Mexican Department of Agriculture. Free inter-exchange of all such breeding material has been agreed upon. You, as members of the National Macaroni Manufacturers Association, have helped speed up this work and make the international attack on the stem rust problem possible.

We hope to obtain additional allotments of funds from the Federal Government for durum research in 1955.

In North Dakota the Rust Prevention Association will lead the effort to obtain additional staff, greenhouse and laboratory facilities for grain research. If obtained, the North Dakota Experimental Station intends to use part of these facilities to expand the durum research work. Your help will be needed.

I personally thank you for your valuable help in the past and believe we should all greatly benefit by our future efforts in a common cause—namely, an adequate production of high quality amber durum in the years ahead.

Merchandising Meetings

The National Macaroni Institute is holding meetings around the country to discuss the macaroni-noodle canned meat drive for "Easy Summer Serving".

March 9—San Francisco
March 23—New York
April 13—Chicago
April 27—New Orleans

LENTEN PROMOTION

Tuna-Macaroni Bake Gets Strong Support

A growing list of radio and television celebrities is plugging the Tuna-Macaroni Bake recipe during Lent.

There was a commercial on the "Mr. Peepers" show on February 20, and during the week of February 20. Star-Kist Tuna advertised the Tuna-Macaroni Bake recipe on the following shows: Dave Garroway on "Today", Arlene Francis on "Home" and Steve Allen on "Tonight".

Star-Kist is advertising the recipe in the March issues of *Woman's Day*, *Family Circle*, *Better Living*, *Everywoman's*, *Western Family*, and *Parents Magazine*. It will also be advertised in the April issues of *True Story*, *Modern Romances*, *Farm Journal*, and *Good Housekeeping*.

The Jones & Laughlin Steel Company advertised the recipe in the March 26 issue of the *Saturday Evening Post*.

Pet Milk plugged the recipe on the *George Gobel*, *Red Skelton* and *Arthur Godfrey* shows, and had their representatives contact the grocery trade with price banners and full color recipe displays with 4 x 6" cards. Special mats and glossy prints of the recipe were also available.

The National Macaroni Institute is following up with publicity and a brochure along with mats and photographs. The Tuna Research Foundation distributed brochures and lined up local advertising, and Can Manufacturers lined up publicity and mailings of the CMI Activator.

Superior Macaroni Announces Factory Expansion

Mr. Fred Spadafora, president of Superior Macaroni Company, has announced that construction has begun on the firm's expanded manufacturing facilities, 704 Clover Street, Los Angeles. The project will add another 40,000 square feet to Superior's already large processing plant. The most modern automatic equipment available will be installed to double current production of both Superior Packaged Dinners and the Superior macaroni line. Spadafora stated, "Our latest expansion marks still another step in Superior's steady growth over the past 30 years. A growth that is the result of not only

the rapidly expanding California market but of our policy of anticipating the ever changing consumer demands. We believe that Superior has set the pace with the super quick packaged dinners, Chili-Mac, a Superior exclusive, Italian Spaghetti Dinner, Macaroni and Cheese Dinners and canned sauces. We will continue to develop and introduce new macaroni products and will maintain our uncompromising policy of highest quality. It is consumer and grocer confidence in the Superior brand that is important, that alone makes our steady growth possible." Superior's expanded facilities will be operating within 60 days.



FRED SPADAFORA, right, explains to Emil Spadafora, the installation of the newest macaroni processing equipment in Superior Macaroni Company's expanded production plant. The new facilities will double the firm's production capacity.

GOLDEN GRAIN INTRODUCES A NON-SKID SPAGHETTI

Excerpts from an Article in *Sales Management*

SPAGHETTI RINGS ("They Won't Skid Off Your Fork") is the latest of a series of imaginative developments by the Golden Grain Macaroni Co., San Leandro, California. It is one which the firm's sales manager, Tom DeDomenico, expects will prove "the greatest boon to our business since we converted to cellophane packages."

Shortly before the Spaghetti Ring brainchild was born, Golden Grain brought out "4-D packages"—"for four-dimensional selling." And on the heels of the "skid-proof" feature, the company introduced two novel products with a high-protein appeal: Egg Spaghetini and Egg Tagliarini. Last year the enterprising DeDomenico brothers got on the low calorie band wagon with aggressive promotion of the role of macaroni products in girth control.

Among the first in the industry to see the advantages of visual packages—this company uses them for its more than 50 varieties of macaroni, spaghetti, and egg noodle products—Golden Grain also was one of the first to convert to cellophane.

In a period when large segments of the public are girth-conscious, and in a decade when consumption of meat and other proteins has risen substantially in the United States, this company's sales of what to most people is essentially a "starchy" product have skyrocketed 1,600% in an eight-year period, in California, Utah, Idaho, Nevada, and Hawaii.



VINCENT DE DOMENICO

The three DeDomenico brothers see the progress record of the business in terms of a three-point program:

1. Production of only top quality merchandise from Grade AA ingredients.
2. Well designed packages.
3. Aggressive merchandising and advertising.

The new products, Spaghetini and Egg Tagliarini, and the Spaghetti Rings, are further advances in altering products to meet modern needs and conditions. Spaghetini combines characteristics of familiar spaghetti with the formula for egg noodle. The new Egg Tagliarini "is just like fresh, homemade tagliarini . . . only egg tagliarini on the market today . . ." "An old favorite in a new form" is the company's description of its Spaghetti Rings, about three-quarters of an inch in diameter. American-born spaghetti lovers who have had to struggle with strings are already reaching for the "rings".

According to the DeDomenicos, the Golden Grain "4-D" package stimulates impulse buying because every side of it sells. No matter how it is stacked on grocers' shelves, one of the exposed sides is always selling. Extensive research at point-of-purchase preceded adoption of the "4-D" design. It was found that most of the packages, including Golden Grain, had only one selling face. In a mass display this face was entirely or partially hidden. Brands did not stand out. In yesterday's stores, one selling face was enough. In today's market, package needs are different. In Golden Grain's "4-D" package, large plain, colorful lettering dramatizes the brand name, product identification and key selling points stand out whichever way the

package is stacked. "Results from test runs," the sales department says, "were so conclusive that we decided to redesign the entire line", which included their non-macaroni products as well. The DeDomenicos gave shipping cartons the new "4-D" look as well.

When introducing Spaghetti Rings, the company adopted a loosely filled, pillow-shaped transparent bag rather than the "4-D" style package. Reasons: A round-sided tight package is impractical because it might break the rings. Clear, bold lettering and plenty of color make this package stand out and command attention.

Advertising is beamed at local preferences. For example: In Idaho and Utah, mountainous states, the two new egg items are promoted strongly as they cook better at high altitudes. The family resemblance among the packages helps each do a selling job for all.

This dominant package-consciousness, the DeDomenicos assert, has placed Golden Grain products in the forefront of retailer acceptance and sales in the West . . . and is keeping them there.

Debut Given New Minute Macaroni

Successful development of macaroni which cooks tender in just one minute has been announced by Golden Grain Company of San Leandro, California, and Seattle.

Known as Golden Grain 1-minute macaroni, the item comes in a cellophane-windowed package with a predominantly red color scheme. The package features recipes and provides price spots for easy marking.

The new product, which will be heavily advertised throughout the western states, was developed after many months of experimental research which were followed by additional months of laboratory and consumer testing.

What's the reason behind development of macaroni that cooks in one minute? "It's designed to meet the demands of modern women for time-saving short cuts that will still provide proper nourishment for their families," says Vincent DeDomenico, secretary of the Golden Grain Macaroni Company and manager of the San Leandro plant.

Golden Grain 1-Minute Macaroni, Mr. DeDomenico explains, cuts 10 to 12 minutes off the average cooking time of macaroni. It is neither pre-cooked nor altered in texture and flavor, and it is low in calories but rich in vitamins and minerals for good nutrition.



New PROGRESSIVE Long Goods DRYING SYSTEM

NOW IN SUCCESSFUL OPERATION

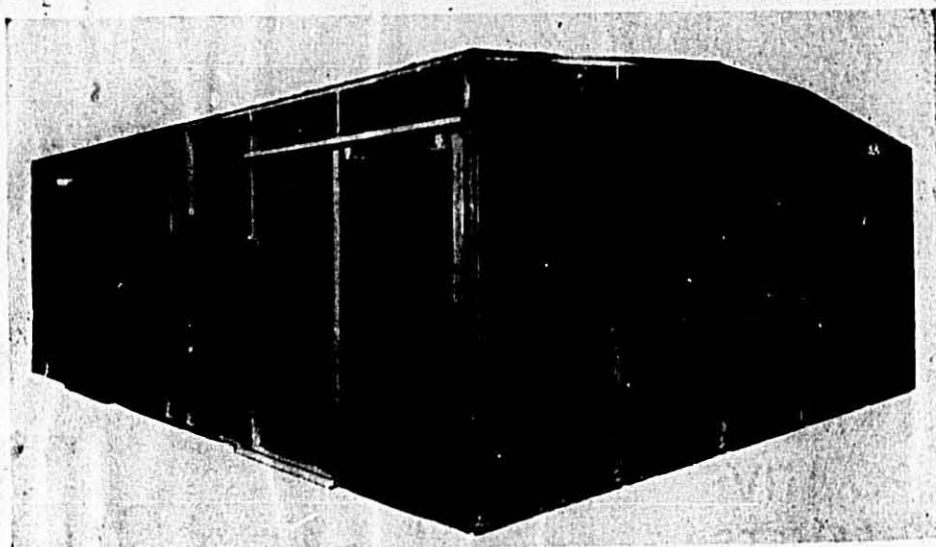
SAVES SPACE

SAVES MONEY

Spaghetti 070'

16 Hours Drying Time

11.8% Moisture



DRYING CAPACITY MORE THAN

DOUBLED IN SAME SPACE

Conrad Ambrette, President, formerly President of Consolidated Macaroni Machine Corp.

Ambrette
MACHINERY CORP.

156 SIXTH STREET, BROOKLYN 15, N.Y., U.S.A.

FOR BETTER QUALITY
FOR INCREASED PRODUCTION
FOR BETTER DRYING CONDITIONS
FOR SIMPLICITY IN OPERATION ...

HIGH VACUUM SYSTEM*

* PATENT PENDING

FOR

LONG GOODS
CONTINUOUS
SPREADER

SHORT GOODS
CONTINUOUS PRESS

NOODLE
SHEET FORMER

TO PRODUCE
POSITIVE
RESULTS

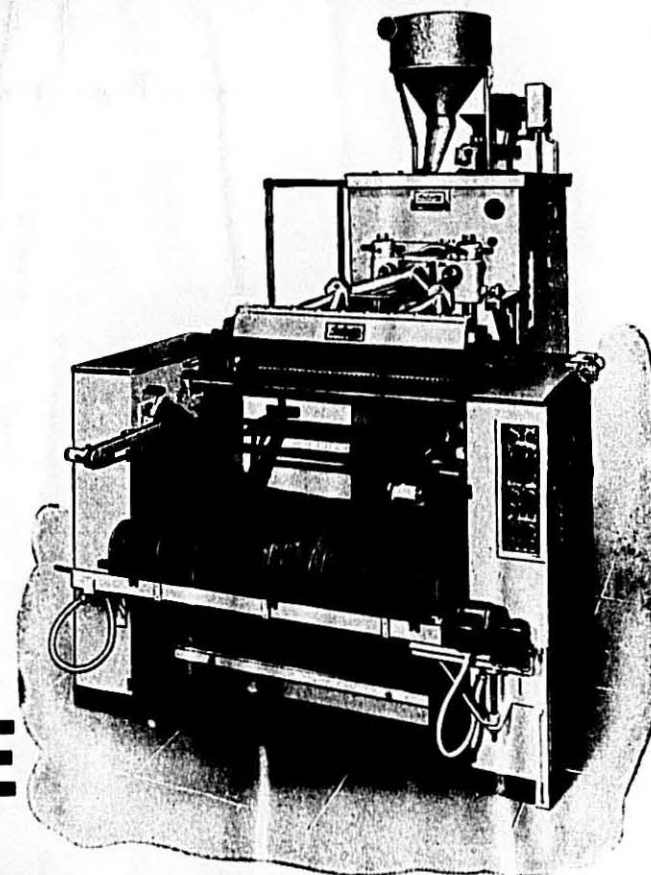
VACUUMIZE

YOUR PRESSES

THE AMBRETTE WAY

SEND FOR CATALOG FOR COMPLETE LINE

AUTOMATIC SHORT GOODS DRYERS • CONVEYORS • DIE CLEANERS
NOODLE CUTTERS • AUTOMATIC NOODLE DRYERS • EGG DOSERS
AUTOMATIC LONG GOODS DRYERS • MACARONI CUTTERS



IMPROVING COOKING QUALITY OF MACARONI PRODUCTS

By Lee Merry, General Mills,
at the NMMA Winter Meeting

THE macaroni business is good, as evidenced by Bob Green's recent report of 1,017,000,000 pounds produced in 1954. This fine record approaches the best years the industry has ever had, including the war periods.

This production record was accomplished in the face of critical durum shortages and speaks well for the manufacturing and merchandising efforts your industry has put forth this past year.

Now what of the future? Some manufacturers feel they can now produce satisfactory macaroni products from hard wheats, some prefer the durum blends, and still others are seeking a raw material that is superior to the present 25% durum blends.

During recent weeks we have had several macaroni manufacturers express their concern over the shortened cooking tolerances of macaroni products made from this year's durum blends.

We also learn from the Glenn G. Hoskins Company that many of their clients are seeking ways to improve the cooking quality of macaroni products in the belief that the consumer will recognize and reward a quality manufacturer through increased consumption of his product.

As one of the major suppliers of durum blends to the macaroni industry, we have felt it our responsibility and obligation to help answer this need by providing a new blend that will meet the discriminating tastes and requirements of your most particular customers.

Specifically, we refer to three types of users who do buy macaroni and spaghetti: First, the Italian-American consumer who likes a macaroni product that will cook tender, yet remain firm, that can be called "chewy" and has a "bounce" or good bite; second, the restaurant user; and third, the canner of macaroni products.

This perfection can be had from our new durum blend that has had its protein content increased to the maximum allowable limit.

Now you can make maximum protein macaroni by using General Mills' Hi-Gluten Semoblends, another General Mills first, with vital gum gluten included.

Present macaroni standards allow for the addition of gum gluten in such quantity that the protein content of the finished food does not exceed 13% by weight. While macaroni standards allow the inclusion of gum gluten as an optional ingredient, it is not neces-

sary nor permissible to declare it on your macaroni label.

This year's durum blends average from about 10.5 to 11.0% protein. Therefore, to bring the finished product up to 13%, it is necessary to add approximately 3.3% of gum gluten to the semolina farina blends. This will increase the protein in your macaroni approximately 20% over the average durum blend.

In an effort to provide every possible convenience to the macaroni industry, General Mills will make immediate delivery of Hi Gluten Semoblends with gum gluten included.

Through use of these new Hi Gluten Semoblends you can:

1. Product maximum protein products. (13% protein by weight in finished food)
2. Eliminate bothersome use of gluten feeder (Should you be adding the gluten yourself)
3. Get the advantage of carload price on gum gluten used. (A substantial saving per cwt.)
4. Be assured of uniformity of product.
5. Get improved cooking tolerances—produce cooked macaroni products with improved taste, eating quality, bite, chewiness.

Gum gluten is a creamy, tan, flourlike substance containing 80% protein on a moisture-free basis. It has a granulation similar to a finely ground flour. It is a protein food ingredient ideal for supplementing the protein in macaroni products. Today's costs are 33 1/4¢ per pound, FOB Keokuk, Iowa, carlots in 100 pound multiwall paper bags.

Gum gluten is the wet gluten that has been extracted from wheat flour, then dried out and reground into a fine, flour-like product.

There are several processes for making gum gluten, but General Mills follows the time proven process that is known to produce a "live" gluten that will re-constitute when mixed with Semoblends, or flour and water.

To make gum gluten a slack dough is made from a good wheat flour by adding water. After this dough is formed, more water is added to the mixture from which two end products result—one is wet gluten, the balance is "Millhouse Starch".

The second step is to dry down this wet gluten. A steam-heated vacuum oven is used in this process. The wet gluten is placed in the oven on trays, the doors closed and vacuum pumps started. The vacuum pumps remove



LEE MERRY

the water during the drying process which takes several hours.

The critical part of this process is to be sure that the vacuum is high and the temperature is low, as when gluten is dried at high temperatures the gluten frequently will "set", much as cooking sets the yolk of an egg, then it will no longer absorb water, or reconstitute.

You may be wondering what happens to the appearance, taste, cooking tolerances, and consistency of macaroni products made from Hi Gluten Premium Semoblends.

We have completed a series of tests in our own Products Control Laboratory and in a commercial macaroni plant for manufacturing qualities, and in Betty Crocker's Kitchen and in an Italian restaurant for cooking qualities.

All tests showed gratifying results. There is no major problem in the macaroni manufacturing process when using High Gluten Semoblends. The low moisture content of the gum gluten and its absorption abilities require increased water in the mix. When using automatic machines for producing long spaghetti at Minnesota Macaroni Company, St. Paul, Minnesota, the plant superintendent indicated approximately a 3% increase in absorption was necessary for best results.

No change in drying procedures for long spaghetti was required compared to Semoblends without gum gluten included.

Following commercial plant production of spaghetti from Hi Gluten Premium Semoblend, cooking tests were made in the Betty Crocker Kitchen, using our regular Semoblend (25% durum) compared to Hi Gluten Semoblends with gum gluten included (also 25% durum).

The results showed that both products were cooked through at about 11 to 12 minutes, and that the Hi Gluten Semoblend was definitely more "chewy" and had more "bounce" to it than Semoblend without gum gluten added.

(Continued on page 42)



Because of the nature of the present crop you may need gluten to increase the binding strength of your farinaceous material. Gum Gluten can increase mechanical strength in macaroni products and also give better cooking quality as it reduces total amount of dissolved solids during cooking. Under the Standard of Identity for macaroni and spaghetti Gum Gluten is an optional ingredient to the point where the total protein does not exceed 13% of the weight of the finished food. Write for details and quotations.

B.A.11

THE HURON MILLING COMPANY

9 Park Place, New York 7, New York

REGISTRANTS AT THE WINTER MEETING

Hotel Flamingo, Miami Beach Jan. 18-19-20

MANUFACTURERS

Mr. and Mrs. P. F. Vagnino.....	American Beauty Macaroni Co.....	Kansas City, Mo.
Mr. Sam Arena.....	V. Arena & Sons.....	Norristown, Pa.
Mr. Paul Bienvenu.....	Catelli Food Products, Ltd.....	Montreal, Canada
Mr. and Mrs. Renato Alghini.....	Chicago Macaroni Company.....	Chicago, Ill.
Miss Pamela Alghini.....	Chicago Macaroni Company.....	Chicago, Ill.
Mr. and Mrs. Frank Bellante.....	Columbus Macaroni Company.....	Cleveland, Ohio
Mr. Samuel Bellante.....	Columbus Macaroni Company.....	Cleveland, Ohio
Mr. and Mrs. J. T. Williams.....	The Creamette Company.....	Minneapolis, Minn.
Mr. Peter J. Viviano.....	Delmonico Foods, Inc.....	Louisville, Ky.
Mr. Joseph Viviano.....	Delmonico Foods, Inc.....	Louisville, Ky.
Mr. and Mrs. J. H. Diamond.....	Gooch Food Products.....	Lincoln, Neb.
Mr. and Mrs. Robert I. Cowen.....	A. Goodman & Sons.....	Long Island, N.Y.
Miss Diane Cowen.....	A. Goodman & Sons.....	Long Island, N.Y.
Mr. and Mrs. Melvin Golbert.....	A. Goodman & Sons.....	Long Island, N.Y.
Mr. and Mrs. Jos. Schiffenhaus.....	A. Goodman & Sons.....	Long Island, N.Y.
Mr. A. Irving Grass.....	I. J. Grass Noodle Company.....	Chicago, Ill.
Mr. and Mrs. Leo Ippolito.....	Ideal Macaroni Company.....	Cleveland, Ohio
Mr. James B. Miller.....	Inn Maid Products, Inc.....	Millersburg, Ohio
Mr. Paul F. Reining.....	Inn Maid Products, Inc.....	Millersburg, Ohio
Mr. and Mrs. Peter LaRosa.....	V. LaRosa & Sons.....	Brooklyn, N.Y.
Mr. and Mrs. Vincent S. LaRosa.....	V. LaRosa & Sons.....	Brooklyn, N.Y.
Mr. and Mrs. Philip P. LaRosa.....	V. LaRosa & Sons.....	Brooklyn, N.Y.
Mr. and Mrs. Joseph Kurtz.....	Magic Chef Foods.....	Bridgeport, Pa.
Mr. and Mrs. C. W. Wolfe.....	Megs Macaroni Company.....	Harrisburg, Pa.
Mr. and Mrs. C. F. Mueller.....	C. F. Mueller Company.....	Jersey City, N.J.
Miss Phyllis Mueller.....	C. F. Mueller Company.....	Jersey City, N.J.
Mr. and Mrs. H. E. Toner.....	C. F. Mueller Company.....	Jersey City, N.J.
Miss Joan Toner.....	C. F. Mueller Company.....	Jersey City, N.J.
Mr. and Mrs. J. L. Tujague.....	National Food Products.....	New Orleans, La.
Mr. Dominic Palazzolo.....	A. Palazzolo & Sons.....	Cincinnati, Ohio
Mr. Louis Roncace.....	Philadelphia Macaroni Co.....	Philadelphia, Pa.
Mr. and Mrs. A. J. Cantella.....	Prince Macaroni Company.....	New York, N.Y.
Mr. and Mrs. Joseph Pellegrino.....	Prince Macaroni Company.....	Lowell, Mass.
Miss and Mrs. Realmuto.....	Prince Macaroni Company.....	Lowell, Mass.
Mr. and Mrs. H. C. Rossi.....	Prince Macaroni Company.....	New York, N.Y.
Mr. and Mrs. Alfred Rossi.....	Procino-Rossi Corporation.....	Auburn, N.Y.
Mr. Forest E. Wilson.....	Quaker Oats Company.....	Chicago, Ill.
Mr. William Freschi.....	Ravarino & Freschi.....	St. Louis, Mo.
Mr. and Mrs. Albert Ravarino.....	Ravarino & Freschi.....	St. Louis, Mo.
Mr. and Mrs. T. A. Cuneo.....	Ronco Foods.....	Memphis, Tenn.
Mr. Ed DeRocco.....	San Diego Macaroni Company.....	San Diego, Calif.
Mr. and Mrs. L. E. Skinner.....	Skinner Manufacturing Co.....	Omaha, Neb.
Mr. John A. Viviano.....	Vivison Macaroni Company.....	Detroit, Mich.
Mr. Gene Scala.....	Vivison Macaroni Company.....	Detroit, Mich.
Mr. Peter R. Viviano.....	V. Viviano Macaroni Co.....	St. Louis, Mo.
Mr. and Mrs. A. S. Weiss.....	Weiss Noodle Company.....	Cleveland, Ohio

ALLIES

Mr. E. W. Kuhn.....	Amber Milling Div. GTA.....	St. Paul, Minn.
Mr. Conrad Ambrette.....	Ambrette Machinery Corp.....	Brooklyn, N.Y.
Mr. and Mrs. Paul Ambrette.....	Ambrette Machinery Corp.....	Brooklyn, N.Y.
Mr. Charles D. Wilbur.....	Armour & Company.....	Chicago, Ill.
Mr. Charles F. Moulton.....	M. G. Braibanti & Co.....	New York, N.Y.
Mr. and Mrs. John Campanella.....	S. Campanella & Sons.....	Jersey City, N.J.

Mr. and Mrs. John Amato.....	Clermont Machine Co., Inc.....	Brooklyn, N.Y.
Mr. and Mrs. O. G. Crawford.....	Commander-Larabee Milling Co.....	Little Rock, Ark.
Mr. and Mrs. Clifford W. Kutz.....	Commander-Larabee Milling Co.....	Minneapolis, Minn.
Mr. William G. Canepa.....	DeFrancisci Machine Corp.....	Brooklyn, N.Y.
Mr. and Mrs. Nat Bontempi.....	DeFrancisci Machine Corp.....	Brooklyn, N.Y.
Mr. Ray Wentzel.....	Doughboy Industries, Inc.....	New Richmond, Wis.
Mr. Ennis P. Whitley.....	The Dobeckmum Company.....	Cleveland, Ohio
Mr. Phillips Farrington.....	Farrington Machines, Inc.....	Cambridge, Mass.
Mr. J. O. Morrissey, Jr.....	Flour Mills of America.....	St. Louis, Mo.
Mr. Philip Gallagher.....	General Foods Corp.....	White Plains, N.Y.
Mr. and Mrs. H. I. Bailey.....	General Mills, Inc.....	Minneapolis, Minn.
Mr. Lee Merry.....	General Mills, Inc.....	Minneapolis, Minn.
Mr. Joseph M. DeMarco.....	General Mills, Inc.....	New York, N.Y.
Mr. and Mrs. W. G. Hoskins.....	Glenn G. Hoskins Company.....	Libertyville, Ill.
Mr. and Mrs. G. F. Siemers.....	Hoffmann-LaRoche, Inc.....	Nutley, N.J.
Mr. Sam C. Carrier.....	Huron Milling Company.....	New York, N.Y.
Mr. Paul M. Petersen.....	International Milling Co.....	Minneapolis, Minn.
Mr. and Mrs. L. A. Viviano.....	International Milling Co.....	Plainfield, N.J.
Mr. Harry Jones.....	Kelly Erickson Co., Inc.....	Omaha, Neb.
Mr. Ralph Lakamp.....	Kroger Food Foundation.....	Cincinnati, Ohio
Mr. Arthur W. Quiggle.....	H. H. King Flour Mills Co.....	Minneapolis, Minn.
Mr. Henry E. Kuehn.....	King Midas Flour Mills.....	Minneapolis, Minn.
Mr. and Mrs. Lester S. Swanson.....	King Midas Flour Mills.....	Minneapolis, Minn.
Mr. and Mrs. David Wilson.....	King Midas Flour Mills.....	New York, N.Y.
Mr. Ruben Heermann.....	North Dakota Agricultural College.....	Fargo, N. Dakota
Mr. and Mrs. Robert M. Stangler.....	North Dakota Mill & Elevator.....	Grand Forks, N. D.
Mr. Evans J. Thomas.....	North Dakota Mill & Elevator.....	Chicago, Ill.
Mr. and Mrs. H. J. Patterson.....	Pillsbury Mills.....	Minneapolis, Minn.
Mr. and Mrs. William H. Oldach.....	W. H. Oldach, Egg Broker.....	Philadelphia, Pa.
Mr. and Mrs. Leonard Bram.....	Rodney Milling Company.....	Kansas City, Mo.
Mr. Sam Regalbutto.....	S. Regalbutto, Flour Broker.....	Philadelphia, Pa.
Mr. Charles C. Rossotti.....	Rossotti Lithograph Corp.....	North Bergen, N.J.
Mr. Donald G. Fletcher.....	Rust Prevention Ass'n.....	Minneapolis, Minn.
Mr. Theodore R. Sills.....	Theodore R. Sills & Co.....	Chicago, Ill.
Mr. Bernard Henick.....	Titman Egg Company, Inc.....	New York, N.Y.
Mr. Aurelio Tanzi.....	A. Tanzi Corporation.....	Brooklyn, N.Y.
Mr. Phillip Talbot.....	U.S.D.A., Grain Branch.....	Washington, D.C.
Mr. and Mrs. U. DeStefano.....	Whitewater Flour Mills Co.....	Whitewater, Kan.
Mr. L. H. Blitch.....	Winn & Lovett Grocery Co.....	Jacksonville, Fla.
Mrs. Esther King.....	N.M.M.A.....	Chicago, Ill.
Mr. M. J. Donna.....	N.M.M.A.....	Braidwood, Ill.
Mr. and Mrs. Robert M. Green.....	N.M.M.A.....	Palatine, Ill.
Mr. and Mrs. B. R. Jacobs.....	N.M.M.A.....	Orlando, Fla.
Mr. and Mrs. J. J. Winston.....	N.M.M.A.....	New York, N.Y.



ON THE GREEN—Left to right: Gene Kuhn, Cliff Kutz, John Viviano, Harry Bailey, Lee Merry, Evans Thomas, Bob Stangler.

IDENTIFICATION OF PICTURES ON PAGE 36

Top right: Chef Rene Marchant and Host Charles Rossotti.

First row left: E. H. Toner, Phyllis Mueller, Mrs. C. F. Mueller, Theodore R. Sills, C. F. Mueller, Bernard Henick, Mrs. Toner, Joan Toner.

First row right: Mr. and Mrs. Carl Viviano, Harry Bailey, Mr. and Mrs. Grover Minter, Mrs. Harry Diamond.

Second row left: Mrs. H. C. Rossi, Joe Pellegrino, Miss Realmuto, Mrs. Pellegrino, H. C. Rossi, Joan Toner, Ted Sills, Mrs. Realmuto.

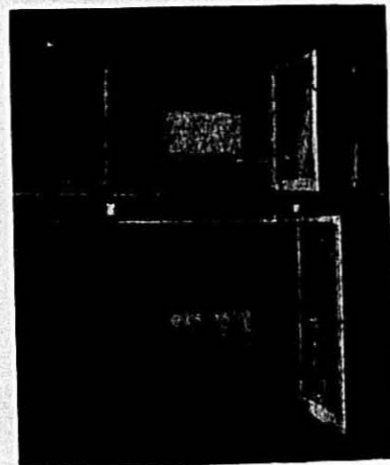
Second row right: Bill Freschi, Sam Carrier, Mr. Ossala, Mrs. Ravarino, Gene Kuhn, Mrs. Albert Ravarino, Ralph Lakamp, Albert Ravarino.

Third row left: Mr. and Mrs. Nat Bontempi were navigators on the boating excursion sponsored by the DeFrancisci Machine Corporation.

Third row right: Ruben Heermann, Don Fletcher, Lee Merry, Ennis Whitley, Joe DeMarco, Art Quiggle.

DESIGNED

EFFICIENCY



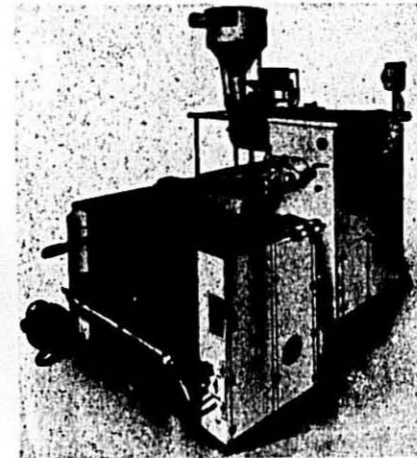
With **DEMACO** Controlled Dryers for Long or Short Cut production
 ... Fully controlled Long Goods Preliminary Dryers with new stick pick up
 and transfer Fully automatic Long Goods Finish Drying Rooms with
 humidity and temperature controls Short Cut Continuous Dryers and
 Continuous Noodle Dryers — fully automatic with humidity and tempera-
 ture controls.

DEMACO

DEFRANCISCI MACHINE
 CORPORATION

46-45 METROPOLITAN AVE. • BROOKLYN 37, N. Y.

DEMACO - VACUUM



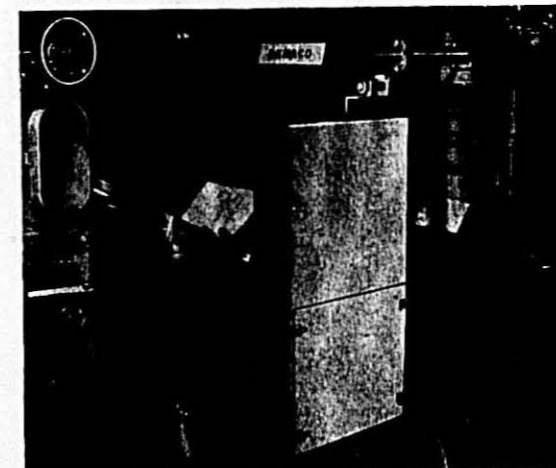
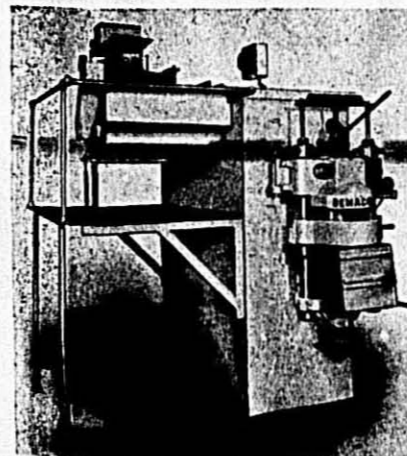
Now, over 75 DeMaco Vacuum Mixers in operation, producing macaroni and noodles with superior color, texture and cooking qualities. . . .

See how easily the DeMaco Vacuum system is installed in your existing spreader and short cut press, producing America's finest macaroni and noodle products. . . . Remember, with DeMaco vacuum there is no change on the "Trade Approved" single mixer. . . . The DeMaco Vacuum System uses vacuum over the entire mixer length. . . . Thus at the very first blending of water and semolina the mix is under vacuum and re-

mains under vacuum for sixteen minutes. . . .

No complicated extreme high vacuum system and no mixer change is required. . . . DeMaco Vacuum has true simplicity in design. . . .

Write to us for samples all made at 1000 pounds per hour production. . . . Compare all systems and you will find DeMaco the best. . . .



DEMACO

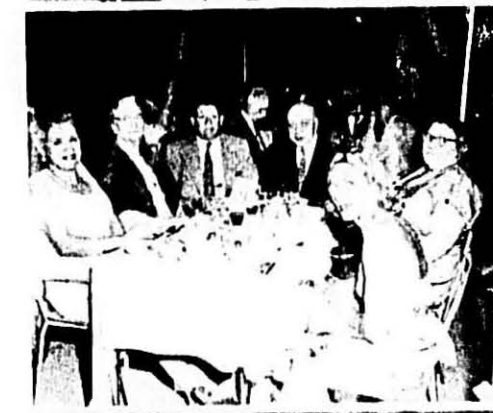
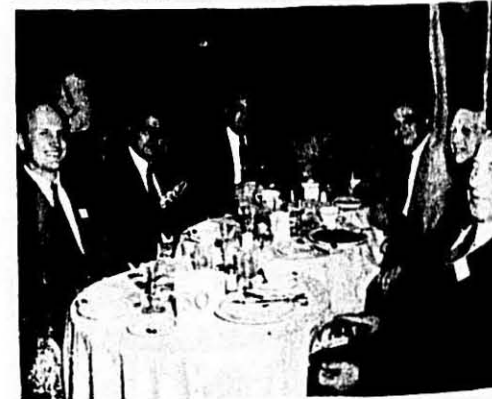
DEFRANCISCI MACHINE
 CORPORATION

46-45 METROPOLITAN AVE. • Phone (Vergreen 6-9880) • BROOKLYN 37, N. Y.

On the Social Scene at the NMMA Winter Meeting

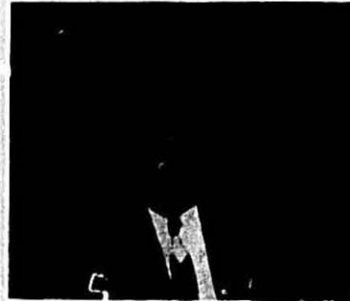
JANUARY 18-19-20

at The Flamingo - Miami Beach



COMMENTS ON EGGS

By Charles D. Wilbur, Armour & Company and
William H. Oldach, Egg Broker
Presented at NMMA Winter Meeting



CHARLES D. WILBUR

Comments by Wilbur

In this egg business you need a crystal ball to know where it's going to land two or three months from now. Maybe what I'm going to tell you will come true by May or June.

As we see it, there are certain signs that we can recognize that may lead to a higher market or a lower market. In January 1955 we find we have about 460,000,000 layers of eggs. The layers and the pullets are included in that figure. On January 1, 1954 we had 414,000,000. On January 1, 1955 we find that because of the cheap egg prices and the high price of feed the farmer could not produce eggs profitably; so what did he do? He killed off hundreds of thousands of hens. We also find that on January 1 the hatch was down from 10% to 20%. So we will have fewer

hens although we have about the same number of layers we had a year ago. We do not have the millions of pullets coming along the first of January that would start laying in May like we did last year. So we rather suspect that because of the decreased hen population and the decreased hatchery output, you may see your cheapest eggs between now and April. If they do not continue to kill off these hens and if we get an increased hatch, you can change that picture. But we feel we are going to come in to May with about the same number of layers that we had a year ago.

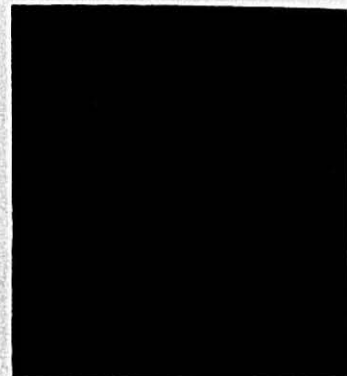
Here is something you might think about: in January 1954 the Chicago current receipts market, which we feel governs the price of shell eggs for breaking, was 43¢. In February it was 42¢, March 37¢, April 32¢, May 31¢ and in June 28¢. Now on January 14, 1955, the Wall Street Journal quoted the Chicago current receipts market at 29¢, compared with the current receipts of last January of 43¢. It looks like the market could stay around 28 to 30¢ between now and next April.

The value of whites is very important in determining the value of yolks. It is our experience that in every hundred pounds of whole eggs we separate to get 45% solids, we get 60 pounds of whites and 40 pounds of yolks. So you see how important it is to watch the egg white market.

Now to take you back to last January, the price of frozen whites was 23¢, in February 22¢, in March 21¢, April 19¢, May 17¢ and in June it went down to 15¢. On January 14, 1955, the Wall Street Journal quoted carloads of egg whites at 14.25 to 14.5¢. So the January market is within 1/2¢ of last June. The whites market could improve a little and in all probability it will, and that has a natural reflection on the value of yolks.

The egg business is a big business. We estimate that in 1954 these hens will have laid about 68,000,000,000 eggs, equal to about 184,000,000 cases. The consumption of eggs the last year has increased sharply, because eggs have been cheap. The Department of Agriculture figures the average consumption of eggs per capita is 412.

The rate of feed ratio last year was against the farmer. Feed was controlled and high priced. It took about 12 dozen eggs to buy 100 pounds of



WILLIAM H. OLDACH

feed as against last year of about 8 1/2 dozen.

I might also mention grain fed chickens that produce dark yolks on the small farms are being bought up by the big fellows and as soon as that happens, the chickens are put on commercial feed. Commercial feed produces light colored yolks, so it is getting progressively harder all the time to get these #5 colored yolks. I might suggest that it might be smart to buy your dark colored yolks this year in May and June to carry you over to March or April because we don't get dark yolks from Texas before March or April, and when we get up into Kansas and Missouri, we don't get dark yolks until May.

Comments by Oldach

It might be constructive to discuss among the manufacturers of noodles the subject of dark colored yolks. They are going to be tougher and tougher to obtain. We all know you can't put any color in them . . . everybody wants the #5 color, but sometimes #5 color is going to be the difference between profit and loss if you insist upon getting it. No honest egg man is going to pawn eggs off without making a test for color. Incidentally, an egg yolk test is so simple, any high school kid in a practice lab can do it. You simply take 2 1/2 grams of the yolk material, dissolve it in acetone and filter it. Then put it in a photo-meter and take a reading of the percentage of light that will go through it, and that's it.

Al Weiss:

I'd like to ask what are you doing to get us dark color yolks all year?

IDENTIFICATION OF PICTURES ON PAGE 37

Top left: John A. Viviano, Patrina Viviano, Mr. and Mrs. Carl Viviano, Gene Scala (standing), Mr. and Mrs. C. W. Kutz, Mr. and Mrs. Ben Crawford.

Top row right: Al Weiss holding Miss Chambers, Mr. and Mrs. Leo Eppolito, Mrs. Alma Sellers, unidentified gentleman, Mrs. Weiss, Irving Grass.

Second row left: Mrs. J. J. Winston, Mrs. Melvin Golbart, Mr. and Mrs. Joseph Schiffenhaus, Mr. Robert Cowen, Diana Cowen, Mrs. Cowen, Melvin Golbart, Jim Winston.

Second row right: Mrs. Campanella, Miss Richards, C. F. Moulton, Mrs. Leo King, M. J. Donna.

Third row left: Mrs. W. G. Hoskins, Mrs. P. F. Vagnino, W. G. Hoskins, P. F. Vagnino, Mr. and Mrs. Leonard Bram.

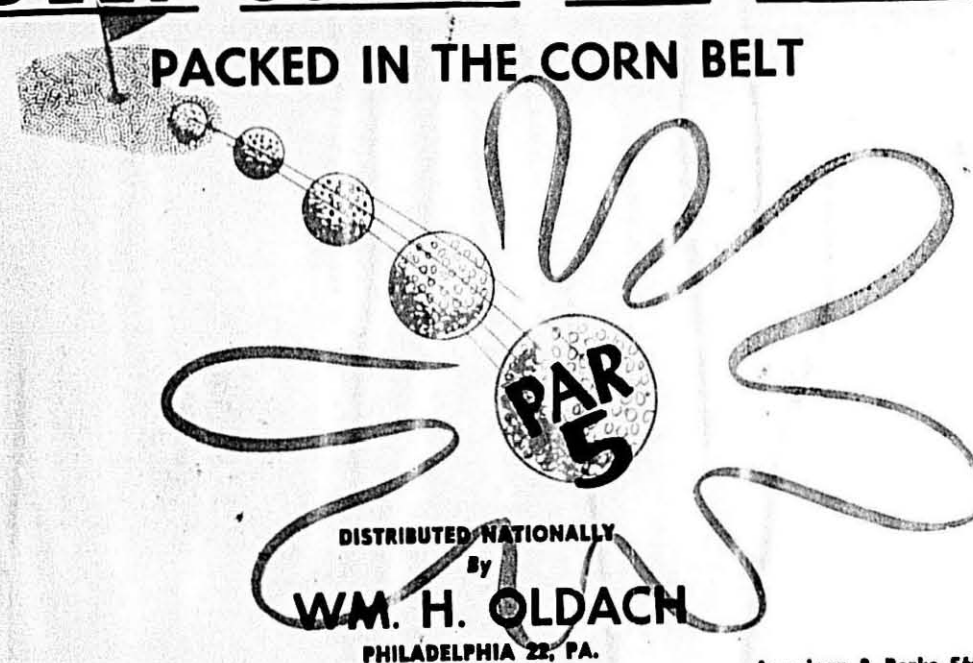
Third row right: Mrs. Alfred Rossi, Mrs. Procino, Alfred Rossi, Mr. and Mrs. Ulysses DeStefano, Norma Procino.

Fourth row left: Aurelio Tanzi, Ed DeRocco, an unidentified couple, Forrest Wilson, an unidentified man, Henry Kushn in the foreground.

Fourth row right: Mr. and Mrs. Van Doran, Mrs. Siemers, Ben Jacobs, Mrs. Mary Calahan, Mrs. Jacobs, G. F. Siemers.

DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



DISTRIBUTED NATIONALLY

By
WM. H. OLDACH

PHILADELPHIA 22, PA.

Phone: Garfield 5-1700

American & Berks Sts.

John J. Cavagnaro

Engineers - Machinists

Harrison, N. J. . . . U. S. A.

Specialty of

Macaroni Machinery

Since 1881

Presses

Kneaders

Mixers

Cutters

Brakes

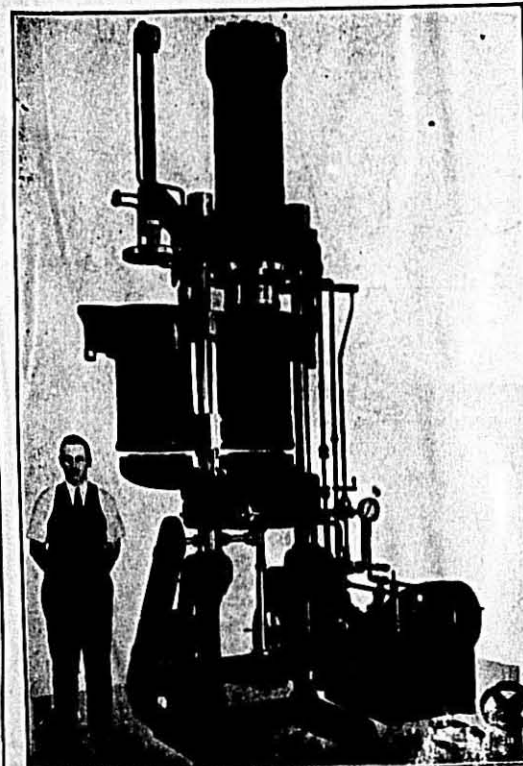
Mould Cleaners

Moulds

ALL SIZES UP TO THE LARGEST IN USE

N. Y. Office and Shop

255-57 Center St.
New York City



Are you doing anything in the way of changing the type of food, or is the National Egg Council doing anything about it? It seems to us the egg noodle industry is a sufficiently important segment of the egg consumption field to deserve some consideration.

Oldach:

I can tell you this. They have discussed it many times, but when you consider the total of egg production and the percentage of dark yolk required in the noodle industry, the growers apparently have a problem where and how to feed chickens to get about 25,000,000 pounds of dark yolks. I don't think we've gotten very far with the growers, but I'll be willing to investigate it again to see where they've gone recently, and I'll report it to Bob Green so he can pass it along to you folks.

The boys who are really making the money are the ones who are raising eggs for table use. They usually have large white leghorn fowl which produce a big, nice light-colored yolk. When you get out in the Midwest, there are these heavy breed of fowl which are regular egg laying machines, but the yolks produced are very light.

We were cut off in the South by the drought last year, and before we were through we had to get out into a color territory where we knew we weren't going to get dark eggs. We had to break three cans of eggs to get one we would even want to offer anyone to look at in the competitive noodle market. So it is something really to worry about. What you fellows ought to do is—don't cut each others throats on color.

Question: Does anybody know how many eggs are being used in the noodle industry?

Answer: The best way to figure that is to go back to the proportion of noodles in total macaroni production. The best information has it that noodle production runs from 20 to 25% of the total. We take that times the quantity required for 5.5% solids, and it runs around 20 to 22,000,000 pounds of eggs.



DOOR PRIZE WINNERS: Vincent S. LaRosa, Ennis Whitley, Mrs. Leo Ippolito, and Paul Petersen pose for picture of stoles and jewelry with Dobeckman's Luxor. Mr. Whitley gave the gifts to lucky ticket holders at a convention luncheon.

Poultry and Egg Conference

In the Kansas City Municipal Auditorium some 3,000 delegates gathered on February 11, 12 and 13 for the 26th Annual Conference on Poultry-Eggs. It was the largest convention of its kind in the U.S.A. 110 exhibitors using 35,000 square feet of space displayed the things, methods, techniques to improve the end products.

As Dr. Cliff Carpenter, president of the Institute of American Poultry Industries said: "We have experienced the miracle of production, now are learning more about the magic of consumption and distribution (egg solids, frozen chicken pies, turkey TV dinners, noodles, etc.)."

The challenge of finding needs of the consumer, the creating of new desires, the improving of present products—all this adds up to why 3,000 folks came from all over the U.S.A. to this factual and practical and serious gathering—for three days.

There were five workshop sessions during the Conference, each lasting 2 1/2 hours. On Friday afternoon, February 11, "The Egg Processing Workshop" featured Dr. R. H. Forsythe, Henningesen, Inc., speaking on the subject—"Your Product and What Your Customer Has to Say About It." This speech analyzed the results of a survey among bakers, confectioners, noodle manufacturers, etc. using egg products.

At 3:30 p.m. of the same day the vast audience viewed the colored movie on Egg Solids. Here again was demonstrated the philosophy—"educate your own household". All the folks engaged in all the phases of "Poultry-Eggs" should be brought up-to-date on what's going on.

"Positive and Negative Advertising" was the theme of an address by Garrit Lydecker, Vice President of Leo Burnett Advertising Agency. "The Positive Approach"—"The talking about your own product"—the refusal to "worship and worry" the competition—all added up to a fine program.

Egg Production

Liquid egg production during December 1951 totaled 11,290,000 pounds compared with 11,730,000 pounds in December 1953 and the 1948-52 average of 10,815,000 pounds, the Crop Reporting Board of the USDA Agricultural Marketing Service announced. The quantities used for immediate consumption and drying were larger than a year earlier. The quantity frozen was less.

Dried egg (egg solids) production totaled 1,336,000 pounds compared with 1,212,000 in December a year earlier and the average production of 2,203,000 pounds. The December production consisted of 131,000 pounds of dried whole egg, 621,000 pounds of dried albumen and 578,000 pounds of dried yolk. Production in December 1953 consisted of 113,000 pounds of dried whole egg, 556,000 pounds of dried albumen, and 573,000 pounds of dried yolk.

The production of frozen egg during December 1951 totaled 9,752,000 pounds compared with 11,032,000 during December 1953 and the average of 3,611,000 pounds. Frozen egg stocks decreased 20 million pounds during December compared with 19 million pounds in December 1953 and the average decrease of 23 million pounds.

Egg Solids Production January-December (Incl.) 1954 vs. 1953

Whole Egg	Total 12 Months
1951.....	2,925,000 pounds
1953.....	5,322,000 pounds
(Note:—in 1953	
Armed Forces	
bought.....	3,000,000 pounds
and none in 1951.)	
Egg White Solids	
1951.....	9,287,000 pounds
1953.....	5,936,000 pounds
Egg Yolk Solids	
1951.....	10,226,000 pounds
1953.....	8,263,000 pounds
Grand Total	
1951.....	22,138,000 pounds
1953.....	19,521,000 pounds
(Note:—deducting from 1953 the 3 million pounds for Armed Forces—leaves a net of 16,521,000 pounds for civilian use compared to 22,138,000 of 1951—or an increase of 35%.)	

Macaroni Goes AWOL

Police are looking for thieves who stole 28,000 pounds of macaroni.

Ernest Lake was hauling the macaroni from a Fall River Massachusetts factory to an Army base in New Jersey when his trailer truck developed engine trouble.

When he returned to the scene, he found both the truck and macaroni gone.

51st ANNUAL MEETING
June 21-22-23
Del Coronado, Coronado, California

Dott. Ingg. M. G.

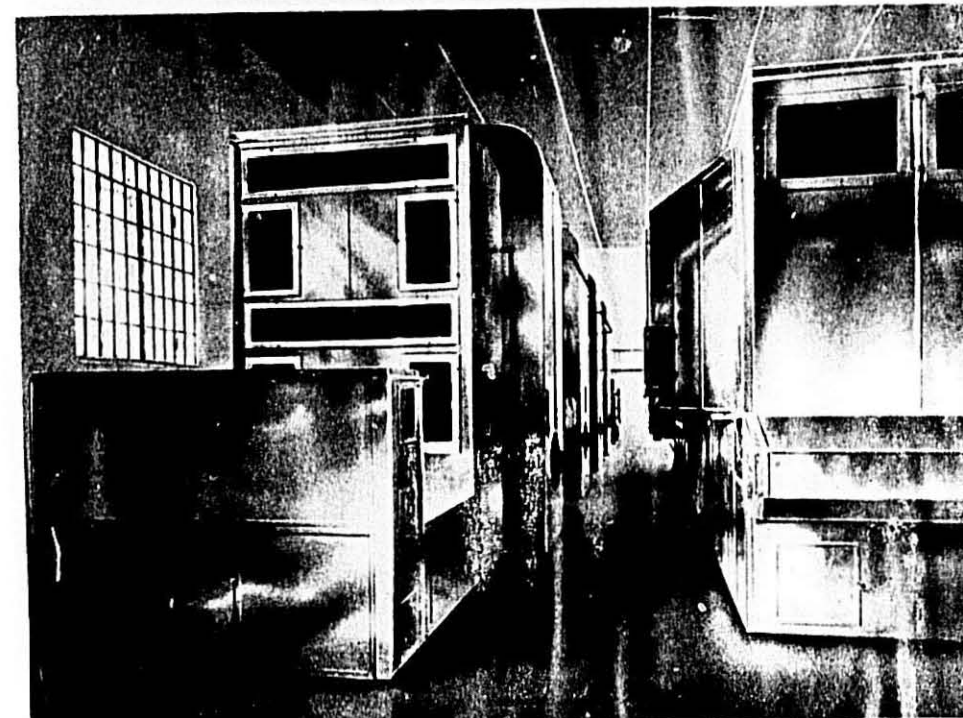
Braibanti e c.

SOC. A. R. L.

Cables Braibanti—Milano
Benley's Code Used.

MILANO—Via Borgogne 1, (Italy)

CONTINUOUS AUTOMATIC DRYING UNIT FOR LONG GOODS & SHORT CUTS



Drying Installations At Ex-Combattenti Factory

CREMONA, ITALY

At Left: Automatic Drying Tunnel for Long Goods: 1,000 Lbs. per Hour

At Right: Automatic Drying Unit for Short Cuts: 1,000 Lbs. per Hour.

Send your inquiries to:

Eastern Zone: Lehara Corporation, 16 East 42nd St., New York 17, N.Y.

Western Zone: Permasco Division of Winter, Wolff Co., Inc.,

1206 S. Maple Avenue Los Angeles 15, Calif.

MUELLER REPORTS BIGGEST SALES YEAR



C. F. MUELLER

"AMERICAN housewives are only now beginning to realize the many possibilities of macaroni products." So said Mr. C. Frederick Mueller, Executive Vice President of the C. F. Mueller Company of Jersey City, in announcing the biggest revenue and tonnage year in his firm's 88-year history.

"Compiling an all-time record in a prosperous year like 1954," Mr. Mueller explained, "meant that macaroni products competed with all other foods on a straight preference basis. Most families could afford all the meat they wanted as often as they wanted it. So, when macaroni, spaghetti and egg noodles got onto the table, they were there because the family preferred them and not as a meat substitute or a money-saver alone."

Mr. Mueller attributes this new status to consistent newspaper, radio and TV advertising, backed by a constant program of testing and research carried on by the Mueller advertising agency—Scheideler, Beck & Werner. Mueller advertising has been alertly "timed"—changing to meet changing times—usually anticipating the housewife's attitudes and answering her questions almost before she asks them.

Just after the war when meat was both scarce and expensive, Mueller's advertising theme was economy—and easy availability. Thousands of American families were introduced to macaroni products and discovered their delightful versatility during this period. And, in an attempt to hold these new customers, competitor advertising went all-out on low-calorie and other dietetic claims. However, Scheideler, Beck & Werner's research revealed that these claims were very weak in consumer believability.

Mueller, in 1953 again shifted its ground and again successfully anticipated the housewife's state of mind. Mueller copy in newspapers and on radio began to stress the reason-why of the superior taste of Mueller's products. In macaroni and spaghetti, Mueller's

has always used a blend of two premium wheats—semolina and farina—instead of the usual one. The extra tastiness of Mueller's Egg Noodles also has a good reason-why. They're extra rich in egg yolks. With the advent of strong "better taste" advertising, the consumer began to buy Mueller products for positive reasons.

This better-taste theme is now in its third year, coupled with appetizing pictures, easy recipes, and helpful menu-building suggestions. This year the recipes are in the form of testimonials, each being a favorite of a real-life housewife. Most of the testimonees are of Italian extraction for the simple reason that, while macaroni and spaghetti dishes are today almost as American as apple pie, the traditional Italian influence exerts a strong appeal on new and old users alike.

Smart packaging is another phase of Mueller's program of "trading up" macaroni products and successfully lifting them out of the food-commodity class. Mueller products have come a long way since 1867 when all macaroni was handled like a commodity—unpackaged, unbranded, unprotected and unappreciated, except by Europeans.

Through the years some remarkable evolutions have taken place in Mueller packaging—all with sound marketing reasons—for greater sanitation; for better physical protection; for more eye-appeal on retail shelves; for easier handling by both the housewife and the grocer.

Today, the familiar red-white-and-blue Mueller packages are designed for even greater appetite appeal and utility value. New vertical packages make for easier handling on shelves and in kitchen cabinets. Window packages let the housewife see the smooth texture of Mueller's semolina-farina blend. She can "see" too the extra richness of Mueller's Egg Noodles.

Mueller's emphasis on taste—and the certainty with which the advertising is keyed to market conditions—the consumer mood—is showing results in greater sales.

"And that's all to the good," says Mr. Mueller. "Our industry is only selling to about 50% of our potential market, even now. So, if we have evolved the right methods for future development, we hope all members of our industry will use them too. After all, honest competition with everybody using the strongest possible story is the best way to develop bigger industry markets, bigger opportunities. That's why, this year, Mueller will use newspapers, radio newscasts and television to tell our better taste story. And our 1955 newspaper schedule uses the largest space ads in the company's 35 years of continuous advertising."

Improving Cooking Quality—

(Continued from page 30)

Extended cooking periods up to 30 minutes were used, and when tested at various intervals during these cooking times, the gum gluten product continuously showed superior performance.

The Italian restaurant operator was highly enthusiastic about the cooking qualities of spaghetti made from Hi Gluten Semoblend. He praised it for its cooking tolerance and flavor—said their customers had noticed a marked improvement, and some had ordered "seconds" of the spaghetti made from Hi Gluten Premium Semoblend.

While normally the addition of gum gluten would be expected to reduce color in the finished macaroni slightly, the test production showed hardly a noticeable color value reduction.

Gum gluten may also be included in our granular blends and possibly other products too, if demand justifies.

Capital Offers Gluten Flour

With more interest being expressed in increased protein content in macaroni products, International Milling Company, is reminding the trade of its special gluten flour containing 35% protein. This flour has been supplied to the macaroni trade for the past several years. Considerable research has resulted in an especially high quality, uniform product suitable for use in macaroni production.

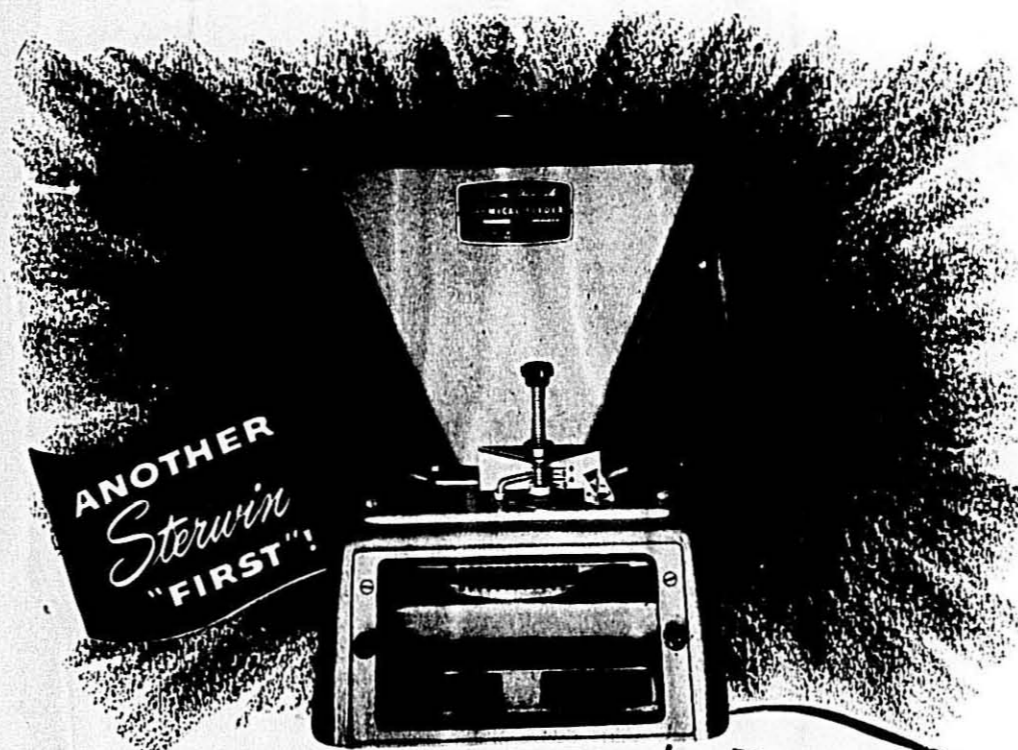
Among advantages claimed for the use of this 35% Gluten flour as compared with other means of building protein into macaroni products are that any number of bags may be included in a car for blending that portion of production requiring added gluten. 35% gluten flour enables the macaroni manufacturer to blend more accurately and economically to fit his requirements.

Where the requirement is for a maximum of 13% protein macaroni, a "13-max" blend is recommended. International is also in a position to supply top quality pure gum gluten containing 80% protein to those who are equipped to blend this quality gluten into their product.

Catelli Prospers

Catelli Food Products, Ltd., a major Canadian participant in the macaroni business, reports a net profit for the year ended Nov. 30, 1954, of \$507,621, nearly 15% above the net of \$441,786 reported for the previous fiscal year.

Paul Bienvenu, president, who is also a director of the Ogilvie Flour Mills Co., Ltd., reports that additional presses were required to meet the increased demand for the company's products. Additionally, the boilers at the Montreal plant had to be replaced. This meant that capital expenditure was heavier than usual at \$251,600.



The NEW Precision STERWIN FEEDER for dry powders

There's EASY, accurate, trouble-free feeding of macaroni enrichment mixtures every time you set the feed-rate knob and throw the switch on the new Sterwin Feeder.

For the feed rate is controlled by a precise micrometer adjustment, assuring unprecedented accuracy and uniformity and requiring a minimum of operator's attention.

Low power requirements and simplicity of design make the Sterwin Feeder extremely economical to operate and maintain. And extreme uniformity of feeding reduces the average ordinarily required to take care of feed-rate variations.

ENRICH YOUR MACARONI WITH VEXTRAM®

For easy, accurate and economical enrichment of macaroni products made via continuous process, feed Vextram through your Sterwin Feeder. Vextram is the original free-flowing vitamin pre-mix... stable, uniform, dependable.

For complete information on the new Precision Sterwin Feeder... ask your Sterwin Technically Trained Representative or write:

Sterwin Chemicals Inc.
Subsidiary of Sterling Drug Inc.
Flour Service Division

1123-25 MERRIAM BLVD., KANSAS CITY, KANSAS
SPECIALISTS IN FLOUR MATURING, BLEACHING AND ENRICHMENT

FEATURES OF THE STERWIN FEEDER

- 1 Transparent front door allows full view of operation.
- 2 Feed rates obtained by single adjustment knob.
- 3 Range: 4 oz. to 5 lbs. per hour at low speed, 3 lbs. to 60 lbs. at high speed. Special, easily changed gears for higher rates.
- 4 Floor space only 22" x 27" height 27".
- 5 Transparent lid gives complete view of contents.

MERCHANDISING MACARONI

Presented by L. H. Blitch
Winn & Lovett Grocery Company,
at the NMMA Winter Meeting

It is difficult in addressing a group of this kind to bring out anything that is really new in merchandising, so I am just going to chat rather informally with you from the point of view of a chain grocer.

I might begin my remarks by telling you a little bit about my company. In the early twenties, two food businesses were formed in Florida—one, an independent grocery store in Miami by the Davis family, and a small wholesale grocery company in Jacksonville by W. R. Lovett and E. L. Winn. Both businesses prospered and grew. The single grocery store in Miami expanded into an aggressive and successful chain of stores in Miami and Tampa. The little wholesale grocery company in Jacksonville got into the chain store business and opened retail stores all over North Central Florida and Southern Georgia. In 1910, these two businesses were merged when the Davis brothers, our present management, bought the controlling interest in the Winn & Lovett Grocery Company. Under the intelligent, aggressive leadership of the Davises, the new company continued to grow until today it is operating 207 Super Markets and 10 Cash & Carry Wholesale houses in Florida, Georgia, Alabama, Kentucky, and Indiana, with an annual sales volume between 250 and 300 million, making us the 10th largest grocery chain.

I was fortunate enough to get into this food business immediately after leaving the University of Florida, and most of my experience has been in buying and merchandising dry groceries. I started with the Winn & Lovett Grocery Company in Jacksonville in 1928, so I have been a grocery buyer for a long time. Many years ago, someone sent me a definition of a buyer. I don't remember who it was. It might have been some disgruntled macaroni peddler. Anyway, I think it is worth passing on to you. This is the definition.

"The typical buyer is a man past middle life, spare, wrinkled, intelligent, cold, passive, noncommittal, with eyes like a codfish, polite in contact, but

at the same time unresponsive, cool, calm, and as damnably composed as a concrete post or a plaster-of-paris cast, a human petrification with a heart of feldspar, and without charm or a friendly germ, minus bowels, passions, or a sense of humor. Happily, they never reproduce, and all of them finally go to hell."

I can't quite agree that that definition describes me accurately, but perhaps some of the salesmen calling on me think that it is a pretty good picture.

So much for the qualifications of your speaker and his company to discuss merchandising.

We are all in the food business, and this business we are in, food, is larger than any other industry in the country, except the government. Carlos Campbell, Executive Secretary of the National Canners Association, said recently that the nation's food bill in 1953 was about 65 billion and that for the same year, the government was an 85 billion business. A speaker of the recent GMA Meeting predicted that there will be a 32 billion dollar increase in food sales in the next 10 years. This speaker didn't say so, but the way things are going, there probably will be the same kind of increase in government expenditures.

To quote some more statistics, super food stores do 48% of the grocery business according to a survey made by "The American Weekly", and their definition of a super market is a store with at least four self-service departments. I understand your sales were about \$244,000,000 in 1953, and if we are getting approximately 50% of the total food business, then you can see that we are selling a lot of macaroni and spaghetti products for you.

I read recently an article from "Sales Management" for October of 1954—an article about your macaroni sales and your national institute. I was impressed with what this article said about your sales and about the fact that they have been increasing steadily since World War II. I was surprised that so much had been done and is still being done to promote the sale of macaroni



L. H. BLITCH

products. Macaroni merchandising and advertising had not come to my attention very forcibly, but apparently a great many people have been impressed with your advertising and promotion in recent years to compile the nice increases you are showing.

One comment right here might be that since I was not too much aware of your advertising and promotion campaigns, perhaps many other buyers were not. Perhaps you had better double your efforts to convince buyers and merchandisers that you now have a real program. Probably you have been telling us, as buyers and merchandisers, some of the things you are doing, but to go back to that definition of a buyer again, we are rather unresponsive sometimes. You will just have to keep pounding away that you are now glamorizing macaroni, spaghetti, and similar products.

Let me say right here, too, that when you are planning specific campaigns where you wish cooperation from super markets and chain stores, get your information to the buyers and merchandisers at least four weeks ahead. Six to eight weeks is better. Our advertising plans are always made well in advance, and many times merchandising campaigns do not receive much cooperation from people like ourselves because we cannot change our plans at a late date.

We are having nice increases in our macaroni business. We have particularly noticed increases in combination products, such as macaroni dinners, spaghetti dinners, tuna and noodles, chicken-noodle dinners, which are all convenience items. The housewife today is looking more and more for something easy to prepare. I would suggest that your Macaroni Institute and individual manufacturers continue research into such products, and when you come up with good ones, give them plenty of promotion.

When I found out that I was going to

make this talk to you, I wrote a letter to some of our supervisors, men who have charge of the actual operation of territories consisting of eight to ten stores. I asked them to give me their suggestions as to the best way or ways that they have found to increase sales of macaroni products so that I could pass them along to you in this talk. I am going to discuss briefly some of these suggestions.

Most of them are old hat to you, I'm sure, because they have been used for many years. However, maybe there is a new angle or two in them. First on the list was related items displays—macaroni and cheese, macaroni and tomato sauce and anchovies, spaghetti and sauces, macaroni and tuna, salmon, etc. One supervisor said that he had been very successful with two stacks of macaroni on a gondola end, and in between them, a large display of cut cheese. On this display, he used an attractive sign saying, "It's Macaroni Time". One supervisor stated that he displayed macaroni and spaghetti on top of the dairy case over cut cheese sections. A supervisor in the Jacksonville area stated that he had his stores arrange their macaroni and spaghetti sections as follows:

All brands and sizes of macaroni together

All brands and sizes of spaghetti together

All brands and sizes of noodles together

This may be standard with many chains—I do not know—but this particular supervisor was very enthusiastic about results obtained from such arrangement. Another supervisor stated that he arranged his cellophane items together because it made a very attractive eye appealing display, bringing the customer's attention to the entire macaroni and spaghetti section. Again, on related items displays, another supervisor stated that occasionally he had a dump display of cheese near the macaroni section, increasing the sales of both items.

Of course, I know that your Institute and you as individual manufacturers are conscious of the value of related items displays and advertising. I think, however, that I am correct when I say that until recent years, an effective job has not been done on this by either individual companies, or the industry.

The nation's sales effort is built on promotion, and the manufacturer or retailer who does not recognize this fact is certain to be left far behind. We need positive thinking in selling.

Many mutually advantageous advertising campaigns and promotions can be run by you macaroni people, and manufacturers of the related items—fish, poultry, vegetables, dairy products. Just this past week, a promotion that should be excellent was presented to me—your "Tuna-Macaroni Bake" recipe.

Your own Macaroni Institute, the Tuna Research Foundation, the Can Manufacturers Institute, and several individual companies are combining their advertising efforts to publicize this recipe, by national radio, national TV, magazines and newspapers. I think, too, your advertising should stress the food values of macaroni products—the economy features—the ease of preparation—and that it is delightful eating. Macaroni or spaghetti, dressed up with tomato sauce, meat, tuna, salmon, chicken, and other such items, certainly does have appetite appeal!

I cannot stress the importance of attractive labels and attractive packaging too much. In our type of distribution, we have no clerks to wait on our trade. It is put on the shelf, and the customer serves herself. If your label is not attractive and eye-stopping, she may pass over your product and pick up a package that is more attractive. Your labels can be made descriptive too. Change the recipes on them occasionally. Show the customer how to prepare new and exciting dishes with macaroni and spaghetti.

Now, for a few suggestions that all of you may not agree with. I admit they are somewhat controversial.

First, psychological pricing. This concerns you manufacturers who are selling to super market and chain store outlets. Many surveys have shown that customers will buy more easily and in larger volume at certain price levels, such as 10, 15, 19, 25, 29, 39¢. I know that your costs have to be considered, your raw product cost, manufacturing cost, overhead, selling expense, etc., but every effort should be exerted to put your product on the market at a cost level that will permit a favorable resale price, and speaking for myself, let me say right here that I do not believe 16% on the selling price is enough gross for macaroni and spaghetti products. For example, if you wish us to sell your package for 19¢, do not price it to us at \$1.90 per dozen, delivered. Make it to us at \$1.85, or better still, \$1.80. Again I say, I realize that this is not always possible, but it is a goal you should work toward. A survey was made not too long ago by a company selling a product, retailing at from 17¢ to 22¢. An experiment was made, pricing the same article at 17, 18, 19 and 20¢, left on sale for the same length of time and under the same conditions insofar as possible. The experiment showed that the highest volume sold was at the 19¢ price, slightly better than 17¢ and far better than 18¢. 20¢ practically killed the sale of the item.

Second is cooperative advertising. Throughout this talk, I have made reference to advertising and promotion. When you plan your advertising campaign, industry-wise and company-wise,

it should be considered, in my opinion, on three levels . . . national, local, and cooperative. Industry-wise, you need national advertising . . . messages that will reach people all over the country. Then, you need local advertising. TV is especially good in this territory now . . . newspaper ads . . . billboards . . . etc.

Then, cooperative advertising. We know many firms are opposed to it, but we think that it completes any advertising plan. If you have national advertising and local advertising, and your products appear in the weekend ads of chains, super markets, and independents at a price, you have the complete tie-up. Mrs. Housewife looks at the ad of her favorite grocer. Macaroni or spaghetti is advertised, so she doesn't forget that beautiful full page color ad in a magazine. She doesn't forget that billboard she saw. She doesn't forget that message she heard and saw on TV.

Third, the use of detail men to service retail stocks. Some chains are against them. Others like them. We are in the middle of the road. We think that good detail men, handling themselves properly, taking a minimum of time with managers and stock men, are probably good for both the item being checked and policed, and for ourselves. Whether or not we, as distributors, like it, there is no denying the fact that good detail men, policing displays, requesting related item displays, keeping the merchandise fresh and clean, help move the product.

Fourth, cash discounts. Some of you have increased your cash discount terms to 2%, but many of you still allow only 1%. The trend in other segments of the industry is to increased discount terms.

I invite your serious consideration in this matter. Profit margins in the 29 largest food chains for the past 21 years have averaged 1.1¢ per dollar of sales—for the past 3 years, only 1.1¢.

The cash discount is not considered when setting the resale price. Consequently, favorable terms greatly help that net figure at the bottom of the page.

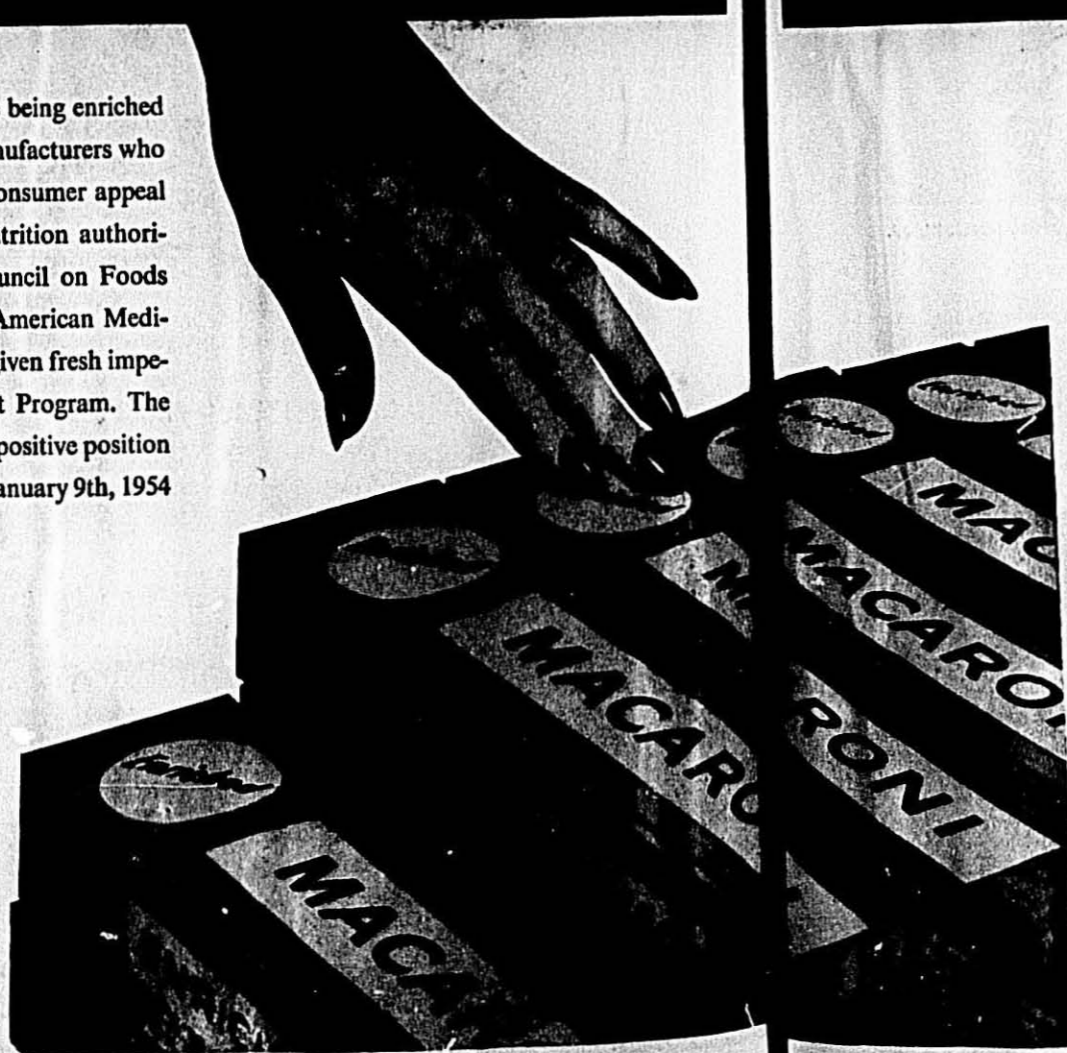
How will it help you? Increased discount terms will help you get your product in where you are not now selling. It also will help you where you are in to stay in!

Lastly, I have not touched on quality. I think that goes without saying. I believe you have had a talk concerning quality. It is basic, of course; if you do not have the quality in the package, all that I have said before is useless.

Times have changed. Manufacturing methods have changed and improved. Merchandising procedures must change. We can't do business today as we did years ago. We must change with the times.

More manufacturers
ENRICH
 their macaroni for
 "Point-of-Sale" punch

Macaroni products are being enriched by more and more manufacturers who recognize the potent consumer appeal of enriched foods. Nutrition authorities, including the Council on Foods and Nutrition of the American Medical Association, have given fresh impetus to the Enrichment Program. The Council reaffirmed its positive position on enrichment in the January 9th, 1954 issue of the *J.A.M.A.*



MERCK VITAMIN PRODUCTS
 Will improve the nutritional value
 and consumer appeal
 of your macaroni and noodles

Make sure *your* macaroni products are enriched so that you, too, may enjoy the dollars-and-cents benefits of this increased interest in enrichment.

FOR BATCH-TYPE OPERATIONS — MERCK ENRICHMENT WAFERS: dissolve quickly; promote uniform enrichment because they resist chipping and dusting; disperse uniformly as the batch is mixed.

FOR CONTINUOUS PRODUCTION — MERCK ENRICHMENT MIXTURES (32P and 12P): can be distributed uniformly; feed readily and flow easily in the usual mechanical equipment.

MERCK VITAMIN PRODUCTS
FOR
ENRICHMENT OF MACARONI

Research and Production
 for the Nation's Health



MERCK & CO., INC.
 Manufacturing Chemicals
 RANNEY, NEW JERSEY

WHY RADIO-TV "SONO BUONI" FOR RONZONI

From an Article in Sponsor Magazine, with Permission

RADIO and TV helped macaroni-making Ronzoni Company to change the eating habits of millions.

A dozen years ago, Ronzoni was just another obscure brand name among some 30 different macaroni brands throughout its Northeast U. S. distribution area. Then, seven years ago, Ronzoni started on its career as a heavy user of regional air media. Since then:

- Sales have shot up more than 300% and are still climbing.
- Distribution has broadened from the New York City area alone to include all of New England.

The market for Ronzoni products has been "Americanized" to the point where sales to Italian-Americans now represent only a fraction of total sales.

Gerard Benedict, Ronzoni's advertising and sales manager, sums up the role of air media in Ronzoni ad plans in these words:

"Radio has done an excellent job of reaching Italian-Americans, through foreign-language shows, to maintain our high sales level at a low media cost-per-1,000. In fact, our Italian-language radio show is nearly 24 years old, and on the air continuously.

"In recent years, television has been particularly effective for our line of macaroni products. It has done a wonderful job in persuading viewers to try Ronzoni. At the same time, through



TV, we have been able to demonstrate the quality and appetite-appeal of Ronzoni, to show new ways to prepare Ronzoni products and to educate people as to Ronzoni Macaroni's nutritional values in their diet."

Ronzoni today is spending about 80% of its total budget in radio and TV, the rest in newspapers, billboards. Television programming represents about 75% of the total air appropriation. SPONSOR estimates the 1954 ad budget at about \$500,000. Agency is Emil Mogul.

The radio and TV lineups are carefully planned to accomplish the company's twin objectives: creating an increasingly large market among non-Italians while at the same time strengthening its position with the solid corps of Italian-Americans who buy its products.

There are the problems of Emil Mogul Company faced in drawing up advertising plans for Ronzoni:

1. Lack of familiarity with product. Many non-Italians think of "macaroni" only in its usual "spaghetti" form—smothered in tomato sauce and surrounded by meatballs. They're unfamiliar with the various bow, shell, wagon wheel, corkscrew and twist shapes that macaroni can take. They may never have heard of marinara, mushroom or anchovy sauce. They don't know how to alter taste and appearance of the food by mixing it with chicken livers or shrimp, for example. Ronzoni had to educate much of the public to the many varieties of macaroni before it could sell them.

2. Keen intra-industry competition. There are at least a dozen well-known macaroni brands competing with Ronzoni in the Northeast. With some housewives, brand selection is a hit-or-miss proposition. Ronzoni wanted to build recognition for its trademark by convincing consumers it had a distinct advantage over the other brands. It is the macaroni preferred by Italian-Americans, "the people who know macaroni products best." (The company says its products are preferred by Italians "by over two to one compared with the nearest competitor.")

Building recognition for its trademark involved much more than selecting a copy theme, however. Ronzoni executives decided to establish familiarity for its products by achieving con-



EMANUEL RONZONI, JR.

sistency in its advertising. Once Ronzoni discovers a successful program format, or a good slogan, or an effective commercial spokesman, it concentrates on it. Meanwhile, other approaches are developed, are smoothly worked into the over-all pattern.

"It takes a long time to build up a brand name," says Gerard Benedict, Ronzoni's ad manager. "Our consistency in advertising is one explanation for our success in getting quick acceptance for our products. People identify our Italian-language show, the cook book and Arlyne Grey, even though she does commercials for other advertisers, almost automatically with Ronzoni.

Consistency alone is not Ronzoni's chief advertising objective; it rarely keeps a copy approach or programming schedule without tangible proof of success. "I Led Three Lives", for example, is a perennial high-rater among syndicated film shows. Ronzoni has been sponsoring it on alternate weeks since September 1953.

All radio and TV commercials include the Ronzoni slogan, "Ronzoni sono buoni" (Ronzoni is so good.) The slogan is enlarged to jingle form for radio, and the jingle is also used for a full-length television film commercial which employs the teacher-and-classroom theme. The film shows

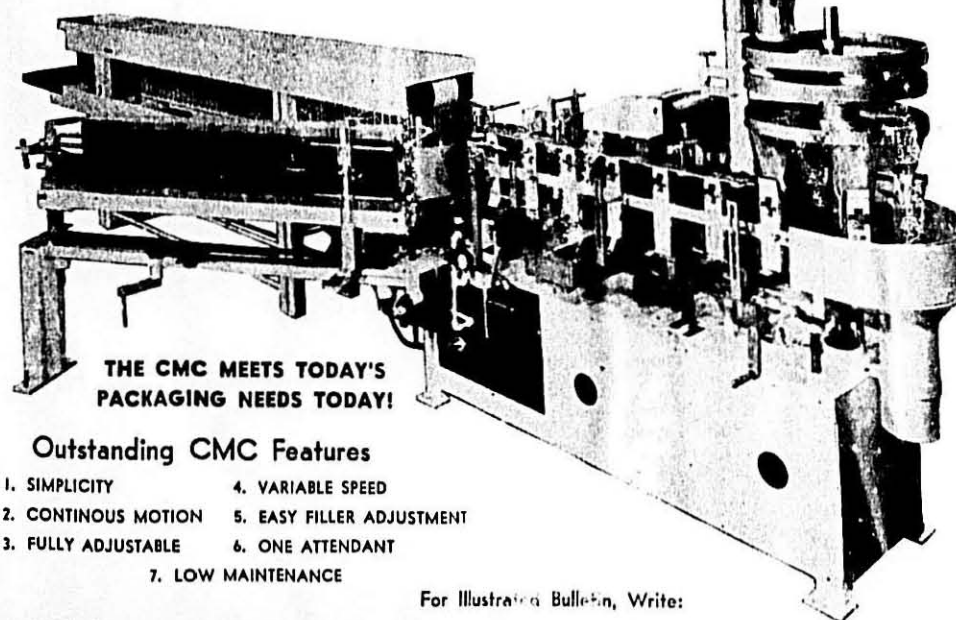
(Continued on page 51)

INTO THE CMC HOPPER GO PRODUCTS OF SUCH OUTSTANDING FIRMS AS

they are swiftly and efficiently packaged by CMC -- the CONTINUOUS AUTOMATIC CARTON FILLING and SEALING MACHINE

V. VIVIANO BROS. MACARONI CO.
AMERICAN BEAUTY MACARONI CO.
VIVIANO BROS. MACARONI CO.
BUIONI FOODS CORPORATION
PISCITELLO MACARONI CO.
THARINGER MACARONI CO.
RAYARINO & FRESCHI CO.
TORONTO IMPORTED FOODS
MILWAUKEE MACARONI CO.
KEYSTONE MACARONI CO.
DELMONICO FOODS, INC.
RONZONI MACARONI CO.
JOHN B. CANEPA CO.
GIOIA MACARONI CO.
A. GOODMAN COMPANY
IDEAL MACARONI CO.
MEGS MACARONI CO.
A. PALAZZOLO CO.
A. GIOIA & SONS
QUAKER OATS CO.
A. RUSSO & CO.
CREAMETTE CO.
KELLOGG'S

FOR BOTH SHORT AND LONG GOODS



THE CMC MEETS TODAY'S PACKAGING NEEDS TODAY!

Outstanding CMC Features

1. SIMPLICITY
2. CONTINUOUS MOTION
3. FULLY ADJUSTABLE
4. VARIABLE SPEED
5. EASY FILLER ADJUSTMENT
6. ONE ATTENDANT
7. LOW MAINTENANCE

For Illustration Bulletin, Write:

CLYBOURN MACHINE CORPORATION

6479 North Avondale Avenue, Chicago 31, Illinois

REPORT OF THE DIRECTOR OF RESEARCH

National Macaroni Manufacturers Association

By James J. Winston

IN the course of our law enforcement activity, a study was made of imported macaroni products being sold principally in the Eastern part of our country. This investigation commenced on September 1st, 1954.

The purpose of this study was to determine the degree of insanitation which prevails in these imported macaroni products. It is the function of the Food and Drug Administration to exclude from entry into this country, those products which may have been manufactured under insanitary conditions, and therefore, may contain a high degree of insect matter.

For the first six months of 1954, data from the U. S. Chamber of Commerce showed that 1,556,160 lbs. of macaroni products were imported principally from Italy. During the months of July, August, September and October, an additional 1,408,398 lbs. of macaroni products arrived in this country. The total amount of imports for this year through the month of October, 1954 therefore reached the aggregate amount of 2,964,558 lbs. with the volume of imports increasing from month to month.

On September 3rd, 1954, a bulletin was sent to the members of the Association, asking them to cooperate in our investigation by sending samples of imported macaroni products. These were examined microanalytically according to the official A.O.A.C. procedure, 35-28 (A), and in each instance, a 225 gram sample (1/2 lb.) was analyzed.

The number of different brands which were analyzed for degree of infestation, was twelve. Six, or 50% of the brands examined showed a high degree of infestation, owing to the presence of a large number of insect fragments, larvae and some rodent hairs. These brands, in my opinion, did not comply with the Food and Drug Requirements on sanitation, and therefore, should be excluded from entry into this country.

The results of our studies, on several occasions, have been reported to the Chief of the Import Office of the Food and Drug Administration, requesting that particular attention be given to those specific brands which are in violation of the Sanitary Requirements. On each occasion, a letter was received from the Food and Drug Administration



JAMES J. WINSTON

thanking us for calling this to their attention, and adding that special coverage would be given to these products the next time they arrive in this country.

In our activities associated with egg noodles, we have found several brands to be deficient in egg solids, and one of them to contain added coal tar dye. Most of these substandard products constituted intrastate shipments. It is gratifying to note that the various State Departments of Agriculture are becoming very cooperative in any complaints lodged by us. For example, the Commissioner of Foods of the State of Wisconsin, has promised to investigate, not only the particular brand which was called to his attention, but all the various brands of noodle products in his State which are selling at a low price. It was his thought that possibly a thorough investigation of all the noodles, would be appropriate at the present time.

In Chicago, where we found a product to be low in egg solids, and also artificially colored, the Illinois Authorities stated that they would promptly investigate this brand to make sure that it complies with their Standards.

However, one of the biggest thorns in law enforcement, has been in the

New York area, and has disturbed the noodle market for quite some time. I have recently been informed that this persistent violator of the Standards in regard to egg solids, has just been subjected to a very high fine because of the consistently low findings of the State Department. It is our hope that the imposition of this heavy fine will convince the manufacturer that he should make an effort to comply with the Law, and not flagrantly violate it.

I want you gentlemen to realize that I am available at all times, to confer with the Commissioner or Director of any State Department of Agriculture and Markets in any part of the country, where it would be to the interests of our industry to prevent a manufacturer from producing and marketing a substandard noodle product.

As you know, for the past three years, our Laboratory has been collaborating with the Association of Official Agricultural Chemists in the standardization of techniques for determining egg solids in noodles. At the present time, we are in the process of developing a new test for determining egg solids, which appears to have a high degree of precision. This is called the Sterol Digitonin Cholesterol Method, and I have taken the liberty of giving each one of you a copy of the most recent results of our study on a known sample of egg noodles. The results of this investigation were presented at the Annual Meeting of the Association of Official Agricultural Chemists in Washington, D. C. and subsequently published in the Journal of the A.O.A.C., 1954. You will note from examination of the data, that this sample of egg noodles contained 5.56% egg yolk solids. The analysis among eleven different chemists, showed a good correlation. The average egg solid content obtained was 5.27%, the maximum, 5.60%, and the minimum, 4.89%. The virtue of this particular test over the Lipoid Phosphoric Acid Procedure, is that there is no deterioration of the Cholesterol content with the passage of time, whereas the Lipoid Phosphoric Acid determination after long storage, will show a lower result, owing to the fact that the chemical constant deteriorates.

On January 4th, 1955, the Government came out with an announcement

that will have a significant effect on the sanitation characteristics of our farinaceous materials. The resumption of its enforcement program against rat and insect infestation of grain. This program, owing to the complaints of the grain association, had been suspended for twenty months in order to permit the Department of Health, Education and Welfare to secure additional information regarding the over-all picture of grain as it arrives in the mills. The Food and Drug Administration has announced a new tolerance for filth in grain, which is as follows: Wheat containing more than two rodent droppings per pint, or more than 2% weevil damaged kernels, will be under the enforcement program, seized, and legal action instituted against the shipper. The Millers National Federation has welcomed and endorsed this new policy of the Food and Drug Administration. Mr. George P. Larrick, Food and Drug Administrator, said that the enforcement program would reach only the most seriously damaged wheat, but that it would be coupled with an education program to bring cleaner wheat to the human food market, and channel the contaminated wheat to animal feed. He also added that although the grain trade has been apprehensive that this program will affect the market, in his talks with many grain buyers, he has been assured that the amount involved is not enough to have any effect on the grain or feed market. This renewed policy of the Food and Drug Administration will undoubtedly be reflected in the quality of the raw materials, which will, at the same time, affect our industry. Members of our industry should continue to exert every effort to make certain that the raw materials they receive, are free from any significant filth, and that the products they process comply with the sanitary requirements of the Food and Drug Administration.

An activity which has been taking up quite a great deal of our time, has been the constant necessity for conferring regularly with the Chicago Quartermaster Corps. Several months ago, it was noted that there was quite a variation in the findings of the flour content in some semoblends taking place between the Chicago Laboratory, the Millers' Laboratory, and our own. In the past, our Laboratory has run many collaborative tests with the millers, using the Ro-Tap Tyler Machine, and in general, the results obtained agree closely. It was therefore rather difficult to reconcile the findings of the Chicago Quartermaster Corps Laboratory with the low findings obtained on similar samples analyzed both by the millers and ourselves. I might add that this problem was thrust into President La Rosa's lap as soon as he assumed office in July, 1954.

Since several companies were being

penalized rather drastically because of high flour content, your President suggested that it would be in order for me to go to Chicago again to ascertain the reasons for the discrepancy in the sifting test. At this point, I deemed it appropriate to have some of the millers attend this session so that we would be able to recommend a concrete program to eliminate differences in methodology of testing. Therefore, I made arrangements with both the King Midas Mills and the International Milling Company, to have their technical experts meet with me in Chicago in order to confer with Mr. Charles McWilliams, Chief of the Food and Container Institute of the Quartermaster Corps. Present with Mr. McWilliams, was Mr. Landa, who is Chief Inspector of the Chicago Inspection Corps. After discussing the reasons for variations in sifting tests, we decided to participate in a collaborative study where each one of us would use the identical procedure; namely, the Ro-Tap Machine, making use of sieves of the following dimensions: 20 mesh and 100 mesh, the sieving test to take three minutes, and the amount of flour passing through the 100 mesh, to be weighed as such. Each one of the millers' representatives agreed to submit ten samples, which would be tested by each of the participating collaborators, including our own Laboratory. The purpose of this was to standardize the procedure so as to eliminate possible discrepancies.

The two millers, and our own Laboratory, reported the results directly to Mr. McWilliams of the Quartermaster Corps. Both the millers, and our own Laboratory agreed very closely on these twenty samples of blends, which had been carefully mixed. In this procedure of testing for flour content, these same twenty samples were also subjected to the hand testing method, which is still the official one, as outlined in the Federal Standards of Identity for semolina and farina. The results, taken from the two millers and our own Laboratory, showed that in general, the hand testing procedure yields a slightly higher amount. This is to be expected, since there is a greater degree of variation in the matter of applying force by different operators.

On October 29th, 1954, I received a letter from Mr. Charles McWilliams of the Food and Container Institute, in which he stated that his results checked within 2-3/10% with that of the collaborators, utilizing the Ro-Tap Machine. He agreed that the greater variations obtained by the hand procedure were the result of the differences in intensity of shaking by individual operators. As a result of our meeting in Chicago and the subsequent testing, there have been no further rejections based on an excessive amount of flour in the farinaceous material.

"Sono Buoni" —

(Continued from page 48)

children seated in a classroom while the teacher writes the words to the jingle on a blackboard. The children sing in unison:

Ronzoni sono buoni
It is clearly understood
Means Ronzoni is so good
Yes, Ronzoni is so good.
For macaroni and spaghetti
Better buy Ronzoni
More protein and less calories
Ronzoni sono buoni
Ronzoni sono buoni
Sono buoni—it's so good

The use of the Italian words in the Ronzoni slogan and jingle reiterates that Ronzoni is the brand preferred by Italian-Americans. "We understand better than play down, the complete Italian name," says Angelo Ronzoni, vice-president in charge of production. "We want people to feel our products are authentic ones used by the best judges of macaroni quality."

To spot check the effectiveness of its air vehicles, Ronzoni often devises premium offers like its "Talisman Cook Book". Ronzoni has been offering the book for \$1 now for over three years. It makes the offer during a four to five-week period, then withdraws it and counts results. "The book is now in its eleventh edition," Milton Guttenplan says. "This gives you some idea of how successful it's been for us. And it's also an excellent way to encourage wider use of our products in your dishes."

The present Ronzoni Macaroni firm was started in 1918 by Emanuele Ronzoni, a native Italian. (The Ronzoni family has been in the macaroni business for over 50 years.) Macaroni products were sold in bulk form to grocers until 1931, when the one-pound package was adopted. Ever since Ronzoni built its new factory in Long Island City three years ago, the firm has been turning out about 55 different products in the macaroni line.

When the address of the new Ronzoni plant was mentioned, a SPONSOR editor asked Milton Guttenplan: "Isn't that the plant that's right next door to Republic Steel in Long Island City?"

"Well, yes," Guttenplan conceded, adding, "but I'd have said 'Republic Steel is right next door to Ronzoni.'"

"After all," he joked, "our sales of macaroni products top Republic Steel's."

Kosher Announcement

The Kashruth Division of the Union of Orthodox Jewish Congregations of America announces that its supervision and endorsement has been granted to: Buitoni Macaroni Products, Heinz Macaroni Co., Pennsylvania Dutch Egg Noodles, Skowron's Egg Noodles, Macaroni and Spaghetti and Star-Kist Egg Noodles & Tuna Dinner.

MACARONI BROCHURE

Presented by Gustave A. Siemers of Hoffmann-LaRoche, Inc.
at the NMMA Winter Meeting



GUSTAVE A. SIEMERS

ABOUT two years ago when I was a young man I became much intrigued with the promotion set up by the National Macaroni Institute executed through Theodore R. Sils. I thought it was good in every respect, and in analyzing the program I felt that perhaps our company, because of its position in the vitamin field, might contribute something in a brochure which could be especially designed for nutritionists, dietitians, food editors, radio commentators, and cafeteria managers, so that's what we have done.

We have prepared a book with some twenty pages called "Macaroni-Enriched with Vitamins and Iron for Better Nutrition". It is simply a short brochure describing enriched macaroni.

It is very strange that so few people in the dietetic field know very much about macaroni. In many instances where I have spoken to nutritionists and dietitians in universities, they have had no idea what macaroni was. They were unaware it was a wheat product. They knew it had something to do with wheat or flour, but they thought it was some sort of a paste squeezed through a mill. We have a chapter in our booklet telling what macaroni is and where it came from—its American history—what it consists of—the many types to be had—and how it is made. Most important, the book tells what part it plays in the American diet.

According to the published statistics, annual consumption of macaroni products runs about 7 pounds per capita in the United States. We ran a survey just recently in Northern New Jersey and found non-Italian families eating about 10.75 pounds per person. Our only explanation for this phenomenon is the excellent promotion in this part of the country.

When we study use by Italian families in this section, we find it runs still higher, and the reason is they are accustomed to eating the product.

We have to put in our own plug, and that is an explanation of enrichment. Enriched macaroni is a product which simply has the addition of certain vitamins and minerals that are deleted during the processing of farina, semolina and other farinaceous materials that are used in macaroni, spaghetti and egg noodles. I think it is very essential as time goes on that we find more and more macaroni and noodle manufacturers enriching their products.

Enrichment is very easily handled. The mills today are supplying enriched farinaceous materials, although in many cases macaroni manufacturers still prefer to make the vitamin additions to the farinaceous materials as they process them in their plants.

A chapter of the book is devoted to an endorsement of enriched macaroni. All of the data used is documented—it has not just been pulled out of the air, and I might say that before we sent final copy to the printer we consulted with prominent macaroni manufacturers throughout the country and obtained their approval of our statements.

We have devoted a chapter to macaroni in the reducing diet. Macaroni can play a very important part in weight reduction. The subject has been discussed with prominent nutritionists throughout the country, and they all agree with the statements made in this book.

Another thing about macaroni is its use in low sodium diets and salt-free diets. It is excellent food for infants and children and even pasta can play a much greater role in infant feeding than it is at the present time if it is properly promoted.

In bringing out the point of versatility of macaroni products, we have developed a chart. The point made is that it is desirable to have more than one or two types of macaroni products

on the kitchen shelf. In a good many kitchens you will just see elbow macaroni or egg noodles or spaghetti. With the chart we try to bring out the fact that these products are versatile and interchangeable, and that every kitchen should have at least a half a dozen varieties. There is no reason why the housewife shouldn't stock thin spaghetti, elbow macaroni, egg noodles, lasagna, sea shells, bows and many other types. The wheel on the chart shows the wide variety available and the many related dishes that can be prepared.

The Vitamin Division of Hoffmann-LaRoche is happy to make this contribution to the macaroni industry and hopes it will serve a good purpose.

Better Merchandising —

(Continued from page 20)

purchase. The days of clerk-suggestion selling are numbered and therefore your package must now be able to carry the ball by itself.

Look upon your present package as an advertising medium and not just as a container for your product. And ask yourself this question:

"If I had to buy and pay for the space on my package would I use it the way I am using it now?"

If your answer is in the negative, give further thought to what you would do with it as paid advertising space. Treat it as paid advertising space. Treat it as you would any other advertisement. Does it get attention? Create interest? Arouse desire? Does it make good use of one of the most effective and rewarding methods of modern merchandising—the tying-in of related items?

Make this sort of "shelf" analysis your primary consideration. Relegate material costs to a secondary position. Establish a budget, of course, but allocate part of the cost to where it right fully belongs today—to advertising, sales promotion or sales research. And whole you're doing that, bear this thought in mind: *The advertising value of your macaroni package is worth many times the entire cost of a four-color package today.*

Give your macaroni package the credit it deserves. Don't look down on it simply as a material cost. Call it what it is: *an effective and a valuable advertising medium.*



Exterior View—Lazzaro Drying Room

for **ECONOMICAL
SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

Executive Offices—Plant and Service:

9101-09 Third Ave., North Bergen, N. J.

Union 7-0597

... GREAT SAVINGS ON

our large line of
completely rebuilt
and fully guaranteed:

DOUGH BREAKS
VERTICAL HYDRAULIC PRESSES
KNEADERS • MIXERS
NOODLE MACHINES
DIE WASHERS
and many others

JACOBS-WINSTON LABORATORIES, Inc.

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—Sanitary Plant Inspections.

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

NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

Dough Breaks—Dry Noodle Cutters
Wet Noodle Cutters—Mixers—Kneaders

Rebuilt Machinery for the Manufacture of Spaghetti, Macaroni, Noodles, etc.

BALING PRESSES

Hydraulic Baling Presses for Baling All Classes of Materials

HYDRAULIC EXTRUSION PRESSES

Over Forty Years Experience in the Designing and Manufacture of All Types of Hydraulic Equipment

**N. J. CAVAGNARO & SONS
MACHINE CORP.**

400 Third Avenue
Brooklyn 15, N. Y., U. S. A.

THE MACARONI JOURNAL

Volume 36
No. 11

March, 1955

Disclaimer: Pages 56 thru end of issue are extensively deteriorated
and cannot be filmed because handling will cause further damage.