

**THE
MACARONI
JOURNAL**

**Volume 45
No. 8**

December, 1963

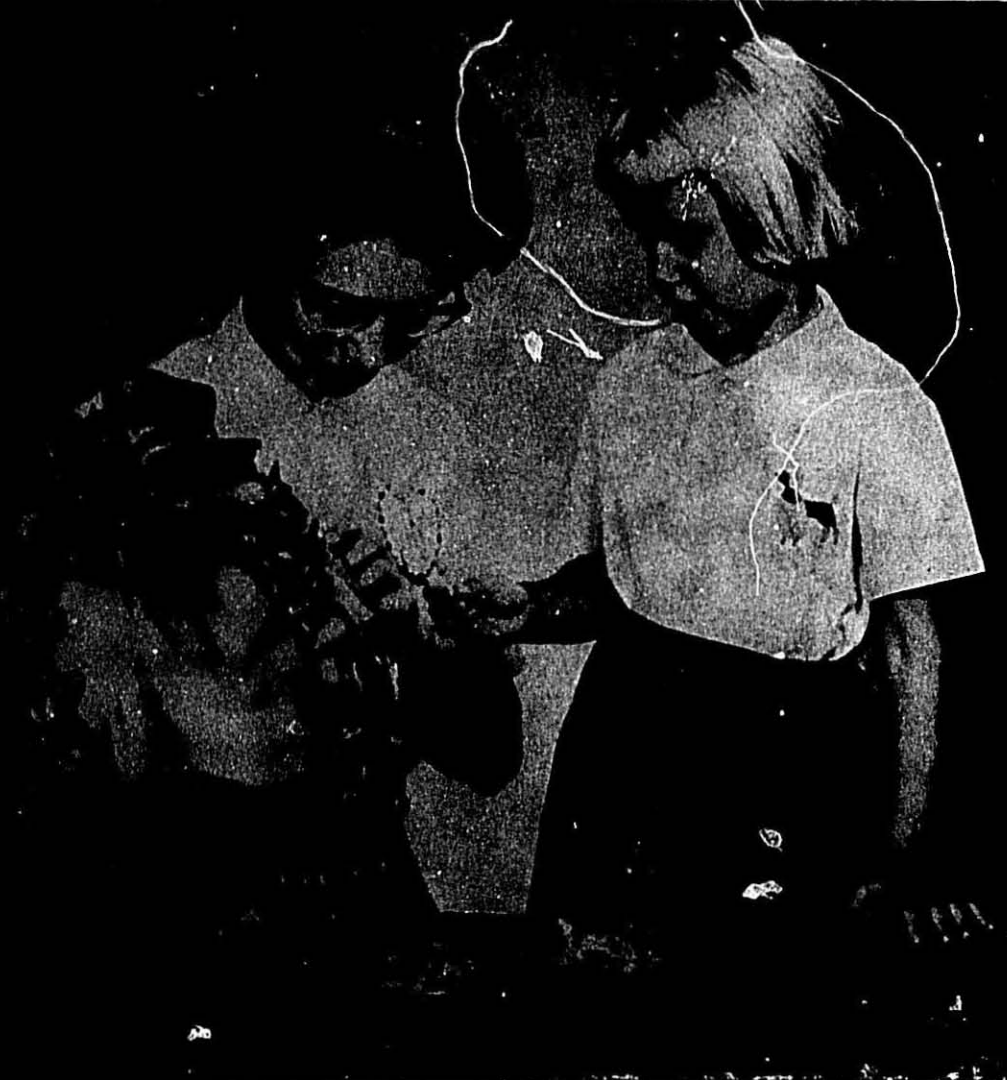
Macaroni Journal


OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



DECEMBER, 1963

Macaroni Decorations





*Merry
Christmas
and Best Wishes
to our friends
everywhere*

ROSSOTTI LITHOGRAPH CORP.
EXECUTIVE OFFICES: NORTH BERGEN, NEW JERSEY

The **Macaroni Journal**

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 Vice President: [Faint text]
 Secretary: [Faint text]
 Treasurer: [Faint text]

Directors

[Faint list of names and titles under the Directors section]

In This Issue

[Faint text describing the contents of the issue]

Cover Photo

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SAN FRANCISCO MEETING



At the San Francisco Meeting. Seated, left to right, Ted Sills, Vincent P. La Rosa, John Amato, Vincent DeDomenico, Peter J. Viviano, Manny Ronzoni, Al Ravarino, Fred Spadafora, Guido Merlino, Dominic Merlino. Standing, left to right, Jim Winston, Paul DeDomenico, Bob William, Paskey DeDomenico, Ralph Sarli, Peter F. Vagnino, Jr., Lloyd Skinner, Bob Green, Charles Rossotti, Angelo Guido, Ed Minni, John Linstroth, Frank Cafferata, George Poalini, Ed Toner, Richard Merlino.

A good turnout of directors and West Coast macaroni manufacturers came to an open Board Meeting at the St. Francis Hotel in San Francisco on October 30.

They heard Ted Sills, public relations consultant for the National Macaroni Institute, discuss products promotion, as well as reports from President Al Ravarino on contacts with the National Restaurant Association, Lloyd Skinner's report of the Durum Show, and Howard Lampman's comments on a series of meetings held with representatives of the wheat industry, government, and nutritionists to discuss projects to improve the image of wheat.

Local Merchandising Needed

In the discussion with Mr. Sills on industry product promotion, the consensus of opinion was that general national publicity is good and necessary as a background for individual member efforts to do local work in advertising and merchandising. It was suggested that the findings of the Colonial Stores Study be utilized in emphasizing return on investment and turnover in the macaroni products department, in the same manner that the Macaroni Profit Calendar for 1963 had stressed the movement of merchandise with the sale of macaroni in producing an average of \$1.31 in related item sales.

In referring to contacts with staff members of the National Restaurant Association, Al Ravarino called attention to the checklist on page 12 of the November, 1963 issue of the Macaroni Journal, on types of projects suggested for investigation by Kathryn Bruce, Director of Educational Programs for the National Restaurant Association. Mr. Sills suggested that the National Macaroni Institute might consider a formal program to reach the hotel-restaurant-institutional field.

At luncheon Wayne Thornton of Family Circle Magazine presented a visual program on a study of retailer use of manufacturer-supplied point-of-purchase materials. Highlights of the study follow.

Richard L. Wolden and James M. Anderson of A. C. Nielsen Company presented slides on the marketing opportunities in the West. The rapid population growth of this part of the country was documented and regional differences that distinguish it from the rest of the United States pointed out.

Consumer Attitudes Study

A project was approved to conduct a consumer study of attitudes and usage of macaroni products. Market Facts, Inc. will be retained to make a survey of the reasons for use and non-use of macaroni; likes and dislikes of various forms; preferences of various family members; and the "image" of macaroni in terms of status, price, quality, appropriateness for children, appropriateness for entertaining, attitudes toward calorie content, healthfulness, and as a source of energy. The National Macaroni Institute Committee will review the questions to be asked at the meeting just prior to the Regional Meeting of Macaroni Manufacturers and Allies at the Belmont Plaza Hotel in New York November 14.

Wheat Food Products Meetings

In his report on meetings held by a group representing different interests in the broad area of wheat food products, to discuss with nutrition authorities the possibilities of further study of the role of wheat in human diet, Howard Lampman of the Durum Wheat Institute states no one project will be sufficient to provide all the answers. Needed are both specific projects and a long range plan of organization — so that

each project contributes to the sum total of knowledge concerning the role of wheat and wheat products in human nutrition. Such confirmation is essential to diet formulation, product development, and actual sales of wheat flour foods. He observed that the problems of nutrition are interwoven with the consumer's questions of proteins, calories, and general contributions to good health.

Peter J. Viviano, chairman of the Standards & Research Committee, read a letter from Dr. K. A. Gilles of the Cereal Technology Laboratory, North Dakota State University at Fargo, to the effect that initial research on macaroni quality will attempt to identify the relevant importance of major biochemical constituents of semolina in the production of macaroni. The five major fractions would be starch, gluten, water soluble materials, either soluble materials, and sludge containing a mixture of proteins and carbohydrates.

Macaroni Products Checked

James J. Winston reported on his activities of checking macaroni products in the market in carrying out the Association's self-policing policy. He reported that a California supplier is offering for sale oleoresin carrot in both water miscible and oil soluble form. He will write a strong letter to this company that any color additive is prohibited in the manufacture of macaroni and noodle products under the Standards of Identity of the Federal Food and Drug Administration.

Morton Salt is headlining pasta in a billboard campaign in the San Francisco-Oakland metropolitan market during November. A half dozen interesting shapes will appear in seventy-two billboards, each with 300 square feet of sales power, to help sell both food store

(Continued on Page 22)



You couldn't be in better hands

Behind the Peavey diamond is the most complete line of durum products in the industry—the total range of grades and granulations. Behind the Peavey diamond are the most complete laboratory facilities in the industry. A pilot mill and macaroni press aid in the selection of the finest durum wheats. King Midas quality durum products are backed by a continuing testing and quality control program and a long-range, forward-looking research program.

You can't buy better durum products . . . or get a better value . . . or receive better service . . . or be in better hands.

King Midas DURUM PRODUCTS



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25th Annual Durum Show



"Miss Durum Macaroni," Julie Kay Dunkirk, 18-year-old Fargo co-ed, twirls spaghetti as macaroni men watch. Standing behind her, left to right: Joseph S. La Rosa, V. La Rosa & Sons, John Linstroth, The Creamette Company; NMMA Secretary Robert M. Green; Lloyd E. Skinner, Skinner Macaroni Company; and Walter Villaume, Jr., Jenny Lee, Inc.

Bright skies and warm weather brought out record crowds to the United States Durum Show held in Langdon, North Dakota October 15-16-17.

Started in 1938 by County Agent Paul E. R. Abrahamson, now the administrator of the North Dakota State Wheat Commission, this show has had the unique support of livewire community leaders in the Commercial Club, Jaycees, Durum Growers Association, and spark-plugged by the energetic newspaper team of Ed Franta and Dick Forkner of the Cavalier Republican. Over the years, such stalwarts as Victor Sturlaugson of the Langdon Substation, M. J. Mathieu, local business man in Langdon, along with Dick Crockett and Al Kenner of the Durum Growers Association, have kept the show going through thick and thin, good years and bad, fine weather or foul.

The show has had the continuous support of elevator men, commission firms, durum millers, and the National Macaroni Manufacturers Association.

This year, macaroni representatives included Joseph LaRosa from V. LaRosa & Sons, Brooklyn, New York; Lloyd E. Skinner, Skinner Macaroni Company, Omaha, Nebraska; John Linstroth, The Creamette Company, Minneapolis; and Walter Villaume, of Jenny Lee, Inc., in St. Paul. Bob Green,

executive secretary of the Association, made his fifteenth consecutive appearance at the Durum Show.

The curtain-raiser was the "Miss Durum-Macaroni" Pageant presented in the format of the Miss America Contest. The newly-crowned queen was Miss Julie Kay Dunkirk of Fargo. Daughter of Mr. and Mrs. M. J. Dunkirk, Julie Kay is a sophomore at North Dakota State University, where she is majoring in home economics. She is eighteen, five feet five inches tall, with big brown eyes and titian hair. She was named winner in the talent competition in which she sang two numbers from "My Fair Lady."

She is a member of Kappa Kappa Gamma sorority and was sponsored in the Miss Durum competition by the Saddle & Siroloin Club of North Dakota State University. The eighteen girls in the pageant competed in evening gown, talent, and interview events, and each had a macaroni recipe.

Sweepstakes Award

Winner of the National Macaroni Manufacturers Association Sweepstakes Award from the five hundred fifty entries of prime product from the "durum triangle" was Emil Lorenz of Langdon. Cash prizes and ribbons were given to winners in the Open Class, Professional Class composed of winners from previous year, Future Farmer of America

members and 4H Club boys. Trophies are furnished by the Greater North Dakota Association and the Crop Quality Council, as well as NMMA.

With this year's durum crop double the five-year average and second only to last year's record output, program emphasis was on exports as a means to move large supplies. Representatives from the U. S. Department of Agriculture in Washington, as well as the North Dakota State Wheat Commission and Great Plains Wheat, Inc. discussed the tightening up of grades and adjustments of freight rates to aid land-locked North Dakota to compete effectively with other wheat producers, particularly in Canada.

Grade Changes Discussed

There have been public statements by officials of Great Plains Wheat, Inc. about America's "dirty wheat," and the charge that the wheat gets "dirtier" as it moves farther away from farms through marketing channels. Some grain men say this isn't so and that buyers of wheat around the world can get any level of quality, any amount of recleaning or other service that they are willing to pay for. Farmers Union takes the stand that if present grades are changed, producers will be penalized several cents a bushel on a very large percentage of the durum marketed for domestic consumption as well as that that goes into export channels. They note that grain changes of 1957 penalized producers but did not result in larger consumption of wheat. Hearings are being held around the country by the Department of Agriculture to determine whether or not the grades should be changed.

Boxcar Shortage Problem

There was concern expressed at the show that the boxcar shortage was severe and would get worse before it got better, particularly if the Russian wheat deal goes through and requires movement of quantities of grain.

Also of concern was the shortage of topsoil moisture in ninety percent of the state. Moisture was reported adequate in only a few northwest sections, and rain with sixty-eight percent of North Dakota counties reporting shortage and only thirty percent an adequate supply. At the time of the show there had been no general widespread freezing temperatures in the state.

At a well attended program for the ladies, Alma Oehler, advertising manager of the North Dakota Mill & Elevator

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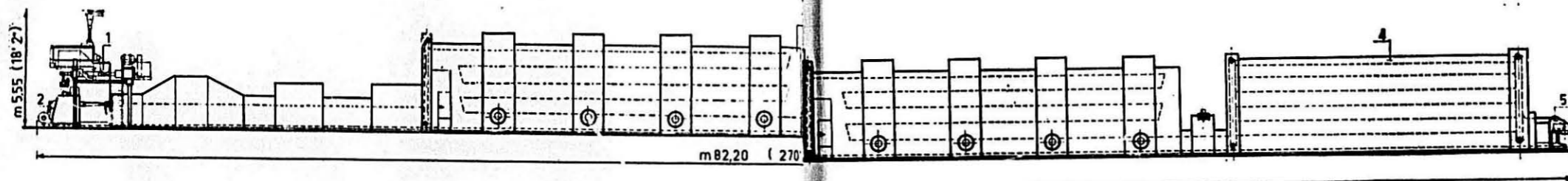


Seasons Greetings

to all our friends associated with
the Macaroni Industry

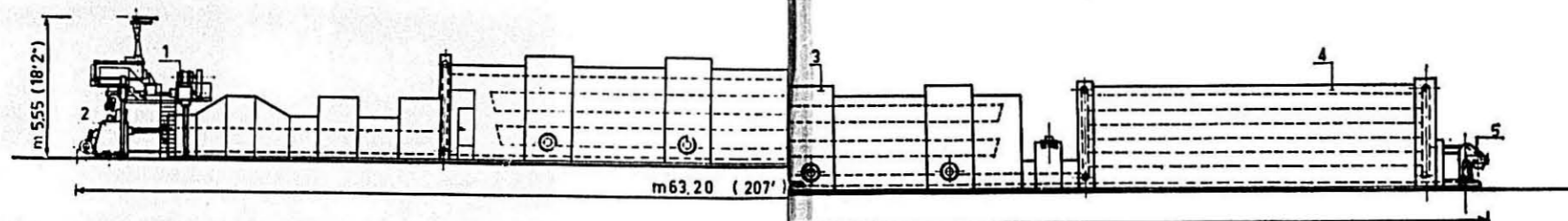
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AUTOMATIC LONG MACARONI LINE (53,000 to 55,000 lbs. in 24 hours)



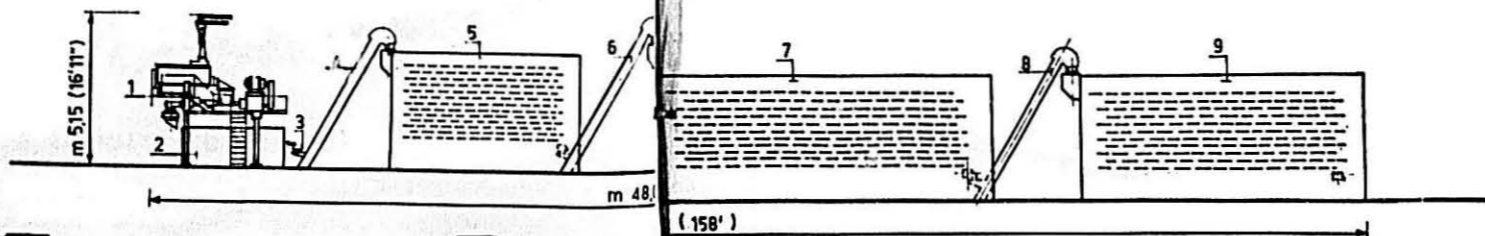
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| 1. Cobra-1 automatic press | 4. Stabilization bin and storage |
| 2. Double spreader "B" for 8'2" (2.50 m.) sticks | 5. "Ultravelox" stick stripping unit |
| 3. GPL/5PV/250/D/ 25 ton drying tunnel | |

AUTOMATIC LONG MACARONI LINE (33,000 to 35,000 lbs. in 24 hours)



- | | |
|---|--------------------------------------|
| 1. Cobra-1 automatic press | 4. Stabilization bin and storage |
| 2. Double spreader "B" for 6'7" (2.0 m.) sticks | 5. Multiple cut stick stripping unit |
| 3. GPL/5PV/200/ 16 ton drying tunnel | |

AUTOMATIC SHORT MACARONI LINE (about 44,100 lbs. in 24 hours)



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|-----------------------------|------------------------------|----------------------------|
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| 2. 2TS/5 chaking pre-dryers | 5. Intel/7/13 band pre-dryer | 8. Inclined elevator |
| 3. Vibrating conveyor | 6. Inclined elevator | 9. Teless 11/11 band dryer |

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DECEMBER, 1963

THE JOB THE NORTH DAKOTA WHEAT COMMISSION IS DOING

by Paul E. R. Abrahamson, Administrator, North Dakota State Wheat Commission

Editor's Note: This is a digest of Mr. Abrahamson's comments at the 25th Annual Durum Show held at Langdon, North Dakota, October 15-16-17. As county agent in Langdon, Mr. Abrahamson was one of the founders of the Durum Show back in 1938.



Paul Abrahamson

The North Dakota State Wheat Commission in cooperation with Commissions of other states is creating attention.

It is a self-help program financed and administered by wheat producers.

North Dakota farmers are very efficient producers. But production without adequate markets hampers maximum utilization of economic and natural resources. The Wheat Commission attempts to stimulate greater appreciation for marketing techniques to move this production.

The Commission does not engage in the actual buying and selling of wheat but is active in promotion and market development.

Its four major functions are as follows: (1) increasing sale and use of wheat, including durum, at home and abroad; (2) improving quality of hard red spring and durum wheat; (3) providing latest information on the value of wheat and wheat products for processors and consumers; (4) searching for new uses for spring wheat and durum and their products.

U. S. wheat production has remained rather stable for a period of years at about 600,000,000-plus bushels in spite of increased population. Hard red spring wheat in North Dakota amounts to about 140,000,000 bushels while durum runs between 25,000,000 and 30,000,000. Per capita consumption of durum food has been on the increase, which is of particular interest to North Dakota because between 75 and 80 per cent of the durum grown in the U. S. is produced here.

Consumption Down

Per capita wheat consumption in the U. S. last year was 117 pounds compared to 171 pounds in 1930 and 214 pounds in 1910. For the past five years, production has failed to keep pace with disappearance with the exception of the crop year 1960-61. Exports of hard red spring wheat range around 40,000,000 bushels, chiefly to the Philippines, South America, and Western Europe. We cannot treat the export market lightly. We want to become a more aggressive supplier in the world wheat

market rather than a residual supplier. It is reported that approximately 70 per cent of U. S. wheat exports go out under Public Law 480 programs, while 30 per cent have been cash markets. It is in the cash markets that we are desirous to secure our share and maintain our wheat production facilities which is of paramount importance to our economy.

North Dakota grows a high quality, high gluten wheat, and we must constantly maintain and improve this quality.

Export Goal

The Commission has set a goal of 50,000,000 of hard red spring and 20,000,000 bushels of durum to be exported annually. This means substantially increasing the quantity we have produced in the past. Likewise, we are cognizant of the potential West Coast domestic durum market with its ever-increasing population. To break into this market and to increase exports westward, we must have more favorable freight rates. The tables show the problems in shipping westward. It is cheaper to ship to the Gulf, but competition is keener and storage more difficult. The third possibility is through the Great Lakes and St. Lawrence Seaway, but the distances are longer here.

To date the North Dakota Wheat Commission has been host to eighteen

foreign wheat trade teams from all over the world. These are people of influence, and we have stimulated their interest in our kinds and quality of wheat by showing them our operations.

Working with the Great Plains Wheat, Inc., trade teams from here have visited nations that offer a potential market. We learned that quality and price go hand in hand. Our chief competitors are outdoing us, which gave rise to our studying official wheat grade standards.

Promotional work such as the bakers' training school in Colombia has resulted in opening up markets for hard spring wheat. During the past year the Commission has (1) urged the government to move CCC stocks of North Dakota hard red spring wheat into export position; (2) encouraged the Department of Agriculture to base the export subsidy only on the net bushels of wheat delivered to the foreign buyer; exporting firms have received the subsidy for the total weight of shipments, including the "cleanout." (3) requested that the exporters of rice receiving the export subsidy in payment-in-kind rice certificates, be allowed to change them for wheat; (4) encourage the adoption of an export bid subsidy on all wheat whereby only the exporter with the low bid could ship wheat under that subsidy. Such a system would remove the advantage competing countries such as Canada have under their present system of daily announced subsidies. The export bid subsidy is presently being used successfully for durum exports.

Grading Study

In November, 1959, Great Plains Wheat began a year's study in sampling wheat cargoes at ports of destination in Europe and South America. It was learned that U. S. wheat contained about three-quarters of the tolerances permitted in our present grain standards and contained twice as much "cleanout", such as damaged, foreign material, shrunken and broken kernels, as the wheat shipped by our competitors. It verified common complaints of foreign trade people.

Studies were made in this country which showed North Dakota wheat growers were producing and delivering a quality wheat and durum, and that such quality was being shipped by ele-

(Continued on Page 28)

so who wants choice wheat?

We do! That's why experienced ADM fieldmen scout the Golden Triangle from springtime 'til harvest. Roaming the eastern Dakotas and western Minnesota, they check soil, seed, and weather to find just where the durum will stand strong and straight—heavy with the finest grain. That's how ADM gets the pick of the crop. That's why ADM mills superior semolina . . . every time! For your next order . . . bag or bulk . . . call for a quote from ADM.

Where top performance counts, you can count on ADM



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY



Great Plains Wheat Activities in Durum Promotion

by Allen W. Golberg, Marketing Specialist, at the Durum Show

In the matter of a few short weeks, the world's surplus wheat position has been considerably altered. Once again history has proven how grain dominates the existence of man. This is as true today as it was 8,000 years ago when man first learned to make bread.

This rapid change in conditions indicates the need for a flexible marketing system to meet these unexpected changes. Great Plains Wheat, as a regional marketing organization, is making every effort to assist in the development of a marketing system that can keep U.S. agriculture competitive in our ever expanding world trade. We do not go along with the philosophy that the U.S. should be a residential supplier of agricultural commodities on the world market. We are a primary supplier and our policies and marketing system should reflect this, in an aggressive forward manner.

Marketing is part and parcel of the modern production process, the part at the end that gives point and purpose to all that has gone before. And it is the product to: the steak from the beef, the cloth from the cotton, and in our case today, the paste products from the durum wheat.

In the case of durum, GPW in 1962 embarked on a promotional program to obtain a fair share of the world durum market. As we are all aware, in the past the U.S. has been a spasmodic exporter of durum, usually exporting large amounts only in years of short world's supply. Trying to ascertain the reason for these conditions, we have to go back to our marketing reports from the beginning of Great Plains Wheat operations in Europe. Since Europe is the largest and main export market for durum, 86%, this is a logical place to start.

Customer Complaints

The milling quality of U.S. durum has seldom, if ever, been questioned, but complaints have been registered continuously over these past years, on the cleanliness of our durum compared to that of our competition. The export statistics clearly verify this point. In 1960-61 we exported 5,256,000 bushels. In 1961-62, the year when our good neighbors to the north of us, as well as U.S. growers, had a short crop, we exported approximately 15,878,000 bushels, and in 1962-63, a year when the world's supply of durum was almost to the point of being excessive, then U.S.

exports fell to slightly over 3 1/4 million bushels.

The old adage still holds true that the customer is always right. To emphasize a customer's viewpoint, I would like to quote from a speech given by Mr. Jean Racine, President of the Durum Millers of France during his visit to the United States. In response to the question on how we can obtain more of the French market he replied: "To our opinion the best method would be to align your grades to those of your neighbors, our mutual friends, Canada, who carry a special vigilance to the meticulous condition of lots of the exported durum wheats."

Realistic Grades

In line with this background, Great Plains Wheat has spearheaded a drive to improve our wheat standards not to some unrealistic level, but rather to more nearly reflect the farm production.

In 1962 when it became apparent that France would be in the market for considerable quantities of durum, GPW, in cooperation with FAS, invited a group of key industry and government persons to visit the U.S. Many of you here recall this fine group, as I am sure some of you had an opportunity to visit with them. It was particularly timely as this was a period of change-over in France as well as other common market countries, where the practice of government buying was being turned over to the private trade. A great deal was learned from this group and should be valuable in future durum marketing.

Export Subsidy

The application of an export subsidy for durum was another important step in attempting to make the U.S. competitive in the world durum market. In the case of this export subsidy it was too little and too late. The subsidy did not reflect the difference, all factors considered, between the domestic price of durum and the world price quoted by our competition.

More recently, the Department of Agriculture has gone to a bid subsidy in an effort to place us in competition in the world market. It remains to be seen how effective this new "tool" will be. Recent reports from Germany indicate a more aggressive attitude is necessary in the U.S.D.A. In a press release on "U.S. Wheat Supply and Distribu-

tion" by U.S.D.A. on October 10, 1963 the durum export estimates for 1963-64 are 5 million bushels. This low estimate is not indicative of a forward and aggressive attitude by Department personnel for durum shipments abroad.

The prize winning movie "Durum, The Standard of Quality" produced by the North Dakota Wheat Commission has, during this past year, been translated into French, Spanish, German, and Portuguese. The first prints of the translated films were sent to our foreign offices for viewing and comments. They were so enthusiastically accepted that eleven more prints were ordered earlier this year, and we are presently in the process of having fifty additional prints made. This film is an extremely effective tool in stimulating the increased consumption of products made from durum. I only hope it will be U.S. durum!

Selling Job

As our marketing staff make their rounds in Europe and Africa, requests are received for samples of durum wheat and semolina. These requests are turned over to people in trade channels for follow-up. As you all know, GPW personnel do not carry order books. A project implemented this year is one that will make samples of durum and hard wheat available to millers and mill buyers in Europe and other areas. Samples will be collected in the various grades and classes by Doty Laboratories, analyzed and prepared for shipment to our foreign offices for distribution. It is our hope that these samples will reflect the current crop quality.

Another objective of your regional marketing organization is to continue efforts to obtain realistic freight rates for our wheats to export positions.

Through the domestic marketing program, operated jointly by the wheat commissions of North Dakota, Kansas, and Colorado, thousands of copies of the recipe booklet entitled "Specialties of the House" has been distributed and countless demonstrations of durum products have been made by their home economists. This same booklet has been translated into Portuguese for use in Brazil.

Market Development

Let us now project what we feel can be done in the future market development. A proposal is now under consid-

(Continued on Page 28)

THE MACARONI JOURNAL

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DECEMBER, 1963

13



Durum Macaroni Queen Julie Dunkirk

Contestants vying for the Durum Queen crown were required to submit a macaroni recipe. Here is the collection.

Maureen Ann Brandt of Park River, North Dakota, had this bit of philosophy headed "No Stewing Necessary."

Measure 1 cup **Friendly Words** carefully. Add 2 cups **Understanding**. Add 4 full tablespoons of **Time** with 5 tablespoons of **Patience**. Add 1/2 cup of **Warmth**. Stir in a dash of **Humor**. **Mix well**. **Simmer** slowly all day long. Serve ample helpings of **Happiness** to your family, friends, or to everyone you meet.



Mexican Macaroni Casserole

ROYAL RECIPES

from entrants in the Miss Durum Macaroni Pageant

Baked Macaroni with Oysters by Miss Maureen Ann Brandt Park River, North Dakota

- 2 cups cooked macaroni
- 1/2 cup bread crumbs
- 1/2 cup grated cheese
- 1/2 cup cream
- 1 pint oysters
- 4 tablespoons butter
- 1/2 teaspoon salt
- Dash of pepper and paprika

Cover the bottom of baking dish with bread crumbs. Add a layer of macaroni; sprinkle with the grated cheese. Add a layer of oysters, bread crumbs, pepper, salt and paprika. Dot liberally with butter. Alternate layers of macaroni and oysters, adding the cream last. Bake in hot oven, 375 degrees, until the crumbs are brown, about 20 to 25 minutes.

Macaroni Casserole by Miss Linda Flack Millon, North Dakota

- 4 cups macaroni
- 1 can corn
- 1 can vegetable soup
- 1 can tomato soup
- 1 1/2 pounds hamburger
- 2 tablespoons butter
- 2 small onions, chopped
- Salt and pepper to taste

Boil macaroni as directed on package; drain. Fry hamburger and chopped onions in butter, crumbling with fork. Add hamburger, soup and corn to macaroni. Mix well. Place in roaster and bake at 350 degrees for 1 hour. Serves 12.

Macaroni Casserole by Miss Rosalyn Gillund Enderlin, North Dakota

- 4 cups cooked macaroni
- 1/2 cup mayonnaise
- 1/2 cup diced green pepper
- 1/2 cup chopped pimiento
- 1 small chopped onion
- 1 cup grated cheese
- 1/2 teaspoon salt
- 1 can (10 1/2 ounce) cream of mushroom soup blended with
- 1/2 cup milk

Combine all ingredients, using only half the cheese. Pour into greased 1 1/2-quart casserole. Sprinkle with remaining cheese. Bake 20 minutes at 425 degrees.

Macaroni Salad by Miss LaVon Peterson Wales, North Dakota

- 1 box elbow macaroni, cooked and cooled
- 1 can salmon
- 4 hard-boiled eggs, sliced
- 1 small can peas
- 1/2 cup chopped celery and olives
- Salt and pepper to taste

Mix the above ingredients together, adding mayonnaise and cream to taste.

Mexican Macaroni Casserole by Miss Julie Dunkirk Fargo, North Dakota

- 1 pound pork sausage
- 1/2 cup diced onion
- 1/2 cup diced green pepper
- 3 1/2 cups tomatoes (1-pound 13-ounce can)
- 2 cups dairy sour cream
- 2 tablespoons sugar
- 1 tablespoon chili powder
- 1 teaspoon salt
- 2 cups elbow macaroni (8 ounces)

In large skillet, brown sausage, onion and green pepper. Drain off excess fat. Stir in tomatoes, sour cream, sugar, chili powder and salt. Add macaroni. Cover skillet and simmer about 30 minutes, or until macaroni is tender. Serves 4 to 6.

Shell Macaroni Seafood Salad by Miss Barbara Nelson Osnabrock, North Dakota

- 1 package shell macaroni
- 1 tablespoon diced onion
- 4 hard-boiled eggs, chopped
- 1/2 cup diced green pepper
- 1/2 cup pimiento, chopped
- 1 teaspoon salt
- 1 7-ounce can shrimp
- 1/2 cup salad dressing, mixed with
- 1/2 cup cream

Cook shell macaroni according to directions on package. Drain and chill. Combine all ingredients with chilled macaroni. Mix thoroughly, and serve on lettuce leaf. Serves 6.

Salmon Macaroni Salad by Miss Carolle McNea Bottineau, North Dakota

- 1 8-ounce can salmon
- 1 can peas, drained (2 cups)
- 1 cup shell macaroni, cooked
- 1/2 cup mayonnaise

Drain salmon, remove skin and bones, flake. Combine salmon, peas and macaroni; chill. Season to taste, add mayonnaise, toss lightly. Serve on crisp lettuce, or arrange in lettuce-lined bowl, garnish with hard-cooked egg slices. Serves 6.

Macaroni Salmon Salad by Miss Charlotte Goodman Millon, North Dakota

- 2 cups boiled and cooled macaroni
- 1 cup diced cucumbers
- 1 can salmon, flaked (8 ounces)
- 1 tablespoon grated onion
- 1 tablespoon minced parsley
- 1/2 cup mayonnaise
- 1/2 teaspoon salt
- 1/2 teaspoon pepper

Combine ingredients, toss together until blended. Serve on lettuce. Garnish with chopped parsley and paprika if desired.

Macaroni Hot Dish by Miss Linda Krueger Dresden, North Dakota

- 1 can whole kernel corn
- 1 can peas
- 1 can diced carrots
- 1 can tomato soup
- 2 cups elbow macaroni (8 ounces)
- 1 pound ground beef
- 1 onion, diced
- Salt and pepper to taste

Cook macaroni in boiling water. Drain. Fry beef and onion together. Then mix everything together, including juices of the vegetables. Bake at 250 degrees for 1 1/2 hours.

DECEMBER, 1963



Macaroni Salmon Salad

Macaroni Hot Dish by Mary Jane Einarson Lakota, North Dakota

- 1 package macaroni
- 1 can mushroom soup
- 1/2 cup water
- 1 cup chopped celery
- 1 can mushrooms
- 1/2 cup cashews, chopped
- 1 cup diced onion
- 1 can tuna
- Salt and pepper to taste

Pour boiling water over tuna and drain. Cook macaroni according to package directions, and set aside. Boil celery and onion in the 1/2 cup water for a few minutes; then drain. Mix all ingredients. Bake at 375 degrees for 25 to 30 minutes.

Macaroni and Cheese by Miss Phyllis Spitzer Bismarck, North Dakota

- 1 1/2 cups elbow macaroni
- 1/4 cup butter
- 1 1/2 cups American cheese, cubed
- 1 1/2 tablespoons chopped onion
- 1 1/2 tablespoons chopped parsley
- 1 1/2 pimiento, chopped
- 1 teaspoon salt
- 1/2 teaspoon pepper
- 1/2 teaspoon paprika
- 2 eggs, slightly beaten
- 2 cups milk

Cook macaroni 15 minutes and pour cold water over it. Put macaroni in buttered casserole; add butter, cheese, onion, parsley, pimiento, and seasonings. Beat eggs slightly, and add milk to them. Pour over macaroni and cheese mixture. Bake uncovered for 50 minutes in 325 degree oven. Serves 6.

Macaroni Hot Dish by Miss Judy Short Walhalla, North Dakota

- 2 tablespoons butter (softened)
- 2 onions, chopped (1/2 cup)
- 1 pound round steak, ground
- 1 8-ounce package macaroni (cooked)
- 1 4-ounce can mushrooms
- 1 cup crispy noodles
- 1/2 can ripe olives
- 1/2 cup sliced stuffed mushrooms
- 1/2 pound American cheddar cheese
- 1/2 teaspoon salt
- 1/2 teaspoon pepper
- 1 can mushrooms (1/2 cup)
- 1/2 cup milk
- 1 cup salted nuts

Brown the onion in butter in a skillet. Mix the onion, mushrooms, and pour mushrooms over the onion. Leave crispy noodles at the bottom of the casserole. Sprinkle over hot dish. Bake in greased 2-quart casserole at 375 degree oven for 40 minutes.

About 15 minutes before the cooking period, sprinkle with the nuts and salted nuts. Bake until the top is brown.

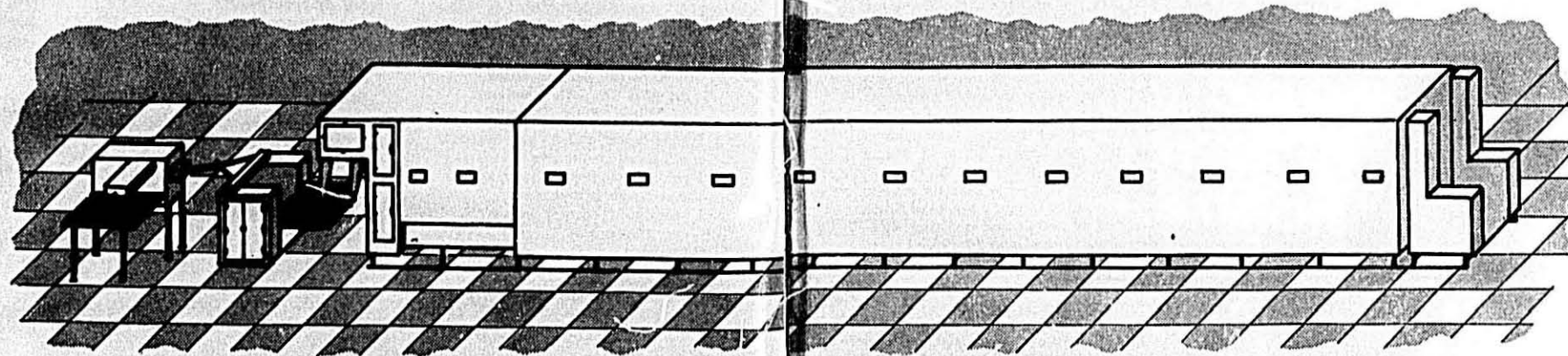
Chicken and Macaroni by Miss Carol Amoth Wales, North Dakota

Stew a medium-sized chicken until tender, remove chicken, and cook macaroni in the broth. Thicken the broth with diced chicken, a little paprika, and onion. Place in casserole and bake.

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RESEARCH IN THE SUPERMARKET

Harold H. Martin had an interesting analysis of the supermarket shopper in his article "Why She Really Goes to Market" in the September 28 issue of Saturday Evening Post.

"During her twenty-nine minutes in the store she moves from aisle to aisle with the assurance of a mouse traversing a long-familiar maze. She passes nearly 7,000 different items, she has just bought 23 of them, from a beef-steak costing \$3.07 to a single bell pepper for which she paid a nickel. She sees in her mind's eye the meal on the table, and hears in her mind's ear her husband and her young, chomping happily, praising her cooking wisdom, gained in years of trial-and-error shopping has taught her how to please her family."

Continuing his description of the buying process, he states: "She buys two items on impulse—a new meat-and-noodle dish she found at the frozen-foods counter and a bottle of hand lotion from the shelf of health and beauty aids. Her total bill comes to \$18.40, which entitles her to 184 trading stamps, and she makes a mental note that she now has nearly enough filled books to get a stand-up lamp for the boys' room. She pays her bill with a \$25 check, taking her change in cash, for it rarely occurs to her to get a check cashed at her bank."

"On her \$18.40 order the groceryman makes a net profit of 23 cents. When the bag boy puts the groceries in her car, she gives him a quarter. In a year of shopping at this store she would spend approximately \$1,150. On this sum, the grocer would make a net profit of about \$15. Thus the boy who carries her sacked groceries to the parking lot week after week makes as much profit off her patronage as does the groceryman, who works 60 hours a week and lies awake at night trying to dream up new ways to woo and beguile her and keep her loyalty."

Mr. Martin observes: "All the vast food-distributing system, the growing and processing, packaging and transporting, advertising and display, comes to focus in one final moment of decision when the consumer stands peering thoughtfully at some box, bag, bottle or item of produce which she holds in her hand. If she drops it into her shopping cart, the cash registers sing like choirs of angels, if she puts it back on the shelf, profits plummet, businesses falter, and men who thought they knew all there was to know about merchandising groceries beat their heads in despair."

What Does It Take?

What does it take? Years ago A & P, who became the Goliath of the indus-

try, decided it was low prices. Some twenty years ago, along with others, George Jenkins, a grocer in Florida, decided women wanted glamor, excitement and a touch of beauty. Says Jenkins: "The old supermarket was a big, bleak barn, glaringly lighted, with about as much charm as the men's room in a convention hall." He gave them pastel walls to look at and soft music to listen to as they went about their business of buying food. Today games and gimmicks, including trading stamps, have entered into the fight for the housewife's \$56 billion business.

To determine if there are other factors, Colonial Stores, the nation's eleventh largest chain, has sent out questionnaires through their Director of Home Economics to find out what shoppers wanted. They settled one point which grocers have been arguing about for years—where to put the meat counter in relation to produce and the groceries. All except a few dissenters wanted the meat counter at the front of the store. Consumers build their meals around the meat, they said, and once this decision is made, the rest of their shopping was easy. The dissenters wanted the groceries first, so the heavy canned items would go into the bottom of the basket where they would not squash the other groceries.

Colonial was so fascinated by the glimpse into the minds of their customers that they called for even deeper research. At their request, the Progressive Grocer Magazine sent its experts into a group of Colonial Stores in North Carolina to watch and question shoppers. Twelve thousand interviews turned up the following picture of the typical shopper.

Typical Shopper

She is thirty-five years old, has two children, and brings them to the store with her about half the time. Her husband makes a little under \$6,000 a year, and she spends about twenty per cent of this on groceries. She drives about two miles to the store and passes another supermarket on the way, but she does not shop there, for she does not think the people there are helpful or polite enough. She reads the grocery ads in the new papers, but only occasionally buys the advertised specials. She does not carry a shopping list. She uses the store itself as a reminder of what to buy. She is far more fickle than food manufacturers would like to believe. She changes brands often, for no reason except to try something else, and she is a pushover for new

items, whether foods or household gadgets.

She is popularly supposed to be a walking computer, carrying prices in her head, figuring weights and measures in terms of price with slide-rule precision. Actually, except for those items she uses constantly, she cannot remember prices from one day to the next, and her arithmetic is terrible. She does, however, invariably go for 10-cent items sold three for 29 cents. It seems to be the "two for" or "three for" that attracts her, rather than penny saving, for she will also buy more of a 33-cent item if it is offered at three for 99 cents.

Profound Concern

Mr. Martin concludes that the psychology of the shopper, her buying habits, her needs and desires, both conscious and subconscious, are properly of profound concern to the grocer struggling to survive in the cutthroat competition which faces him today. Changes greater than any that have taken place since the rise of the supermarket are now shaking the industry. The old privately-owned corner grocery which the supermarket drove into bankruptcy thirty years ago is now making a strong comeback as a small, highly modern "convenience" store selling a few basic commodities and a great number of high-profit items.

An even more formidable competitor is the discount house. They do not pretend to be complete grocery stores. Of the more than 6,000 items the supermarkets now display, some 2,500 account for 80 per cent of the sales. The other items are kept in stock for convenience and selection. The discount houses do not bother with the slow sellers. They concentrate on the basic items to produce heavy traffic and a fast turnover.

In a study made by Raymond Lowry Corporation for Super Market Institute, the problem and the challenge is wrapped up in a blunt paragraph: "A revolution has taken place in this country. The old general store is back in new and modern guise. Every store now sells everything to everybody. This makes problems for the grocer, but it offers great opportunities, too. High, low, rich, poor, regardless of race, creed, color or status, everybody buys at the supermarket. When they come in your store, you might as well sell them everything. When they go past your checkers, they should have no place to go but home."

Food Is a Bargain

The average person works 37 hours today to earn the money to buy his food requirements compared with 48 hours ten years ago.

Progressive Grocer's Colonial Study

A significant number of shoppers are loyal neither to their usual brand nor to their favorite supermarket. Robert W. Mueller, publisher of Progressive Grocer Magazine, declared at the 30th Annual Meeting of the National Association of Food Chains:

These were two of the conclusions of the Colonial Study, a research project conducted jointly by the magazine and Colonial Stores of Atlanta.

Limited Loyalty

When questioned in Colonial super-markets, according to Mr. Mueller, 29 per cent of the shoppers surveyed said they had switched brands during that shopping trip. More than half watched for three reasons—special display or store feature, 25 per cent; cheaper price, 21 per cent; and just wanted to change, 19 per cent.

On the subject of supermarket loyalty, it was noted that two per cent of those interviewed during the study were visiting the store for the first time. In a typical Colonial store this amounts to be more than 3,000 persons each year who could be converted into regular customers. But, according to the study, the regular customer may also shop competition regularly. Sixty per cent shopped in two supermarkets regularly, 13 per cent in three, and 25 per cent patronized four or more stores.

In the typical Colonial store, groceries accounted for \$47.7 million in \$100,000 spent by shoppers, and \$311 of every \$200 in profits. Non-food totaled \$367 of the \$100,000 in volume, and \$194 of the \$200 in gross profits.

Many Small Sales

Of 5,854 items carried, only a few hundred sell two or more cases per week. And even fewer items bring in more than \$1,000 per week per store in sales. Only 33 products move four or more cases per week per store, according to Mr. Mueller. He noted that the top ten items in unit sales per week also have higher margins. The study indicates a fresh approach to pricing is needed with some ingenious raising of margins on low profit items. "A little good," the survey declared, "to be accessively low in price on items that can boast only moderate sales per week, and it is rarely desirable to be priced below competition on such merchandise."

"It is within this vast sea of merchandise, in fact, that the potential for that extra ounce of price will blossom into a pound of profit at the cash register. Know your volume sellers and

price them as competitors would allow for their study. The movement of the remaining 5,844 items may take advantage of every opportunity available to increase the fraction of margin on competitive items."

Merchandising

Better merchandising offers the grocer opportunity for sales improvement. Suggestions in this area included: 1. Floor space in representative grocery store used for total sales an average of 23 per cent; 2. Product spotter merchandise an average of 152 per cent; 3. Special feature influences sales. When product was raised from floor to wall, the average increase was 44 per cent; the increase from wall to eye level was 63 per cent. When it was lowered, there were substantial decreases; 4. Multiple price tags were used. When a price tag changed from single to double, the volume increase was 39 per cent; when the reverse occurred, there was a 33 per cent decrease.

Macaroni Figures

Weekly in volume, the Colonial store averaged \$1,004,000 in sales for macaroni, for \$31,000 in profit, \$410,000 in margin, \$23,000 in gross, and \$14 in margin per case of 24 1/2 lbs.

There were also 343 items in the department, with a total of sales for 64,100 lbs. The annual turnover rate was 10.5 times, and the gross profit of 20.4 per cent, and a net profit of 11.9.

In the progressive merchandising of spaghetti and macaroni, Colonial had \$214 weekly with a 22 per cent margin, and a 23 per cent gross profit.

Beans turned out to be \$204 weekly with a margin of 18.9 per cent, while rice accounted for \$90,000 with a 20.9 per cent margin, and a gross rate for beans was 15.3 per cent, and for rice 12.3.

Pasta and spaghetti accounted for \$240 in weekly sales with a 23.3 per cent margin. Turnover rate was 32.5 per cent, the best in the department, and since departments.

Tanzi Shredder-Grater

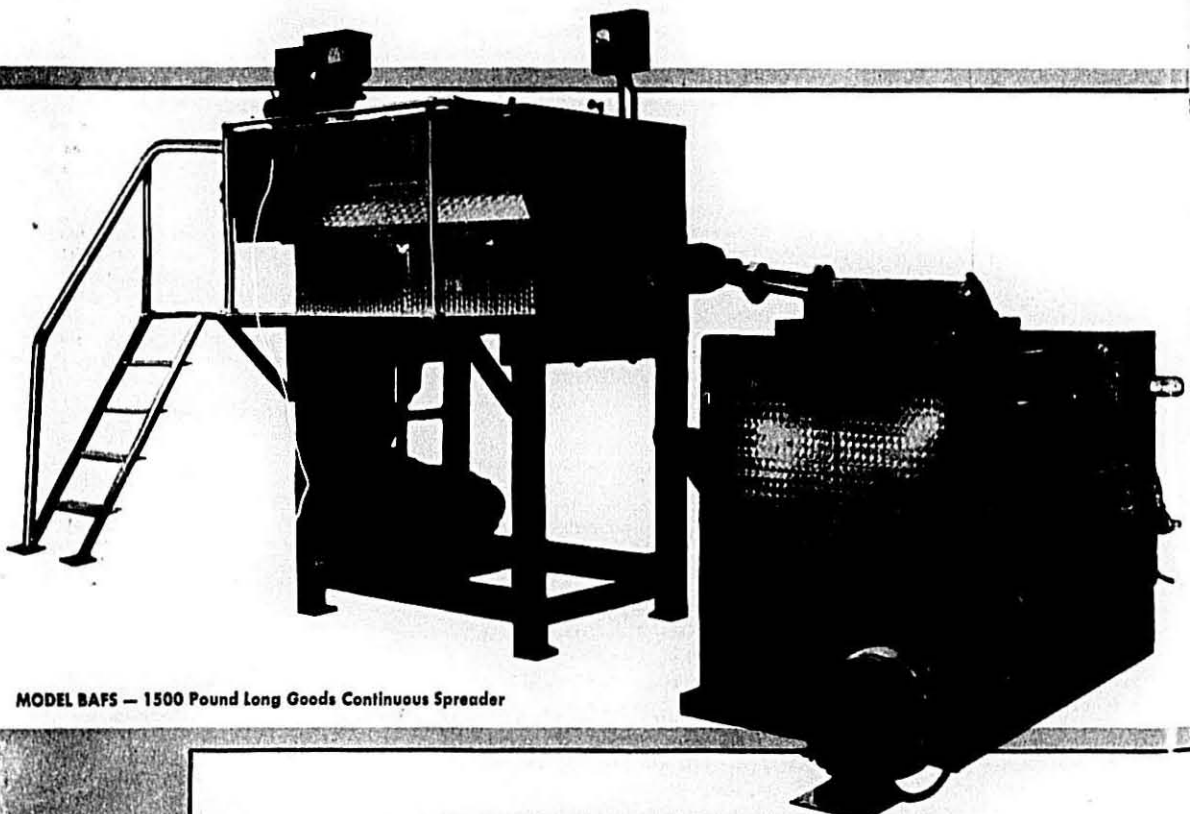
A combination shredder for soft cheeses and grater for hard cheeses is offered by Ancho Tanzi Engineering Company of Brooklyn, New York. The "Cheese Master," specifically designed for cheese processing, boasts speedy operation, changeover, and cleaning time.



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NEW SANITARY CONTINUOUS EXTRUDERS

A new concept of extruder construction utilizing tubular steel frames, eliminates those hard-to-clean areas. For the first time a completely sanitary extruder . . . for easier maintenance . . . increased production . . . highest quality. Be sure to check on these efficient space-saving machines.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

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**NEW
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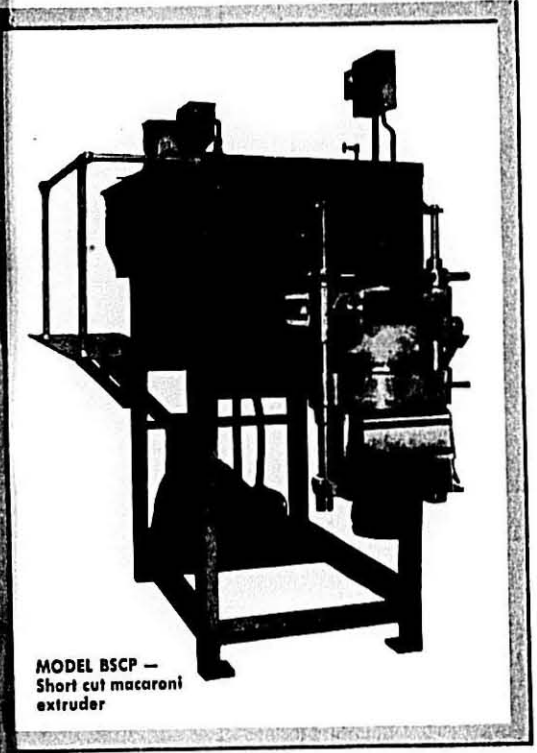
POSITIVE SCREW FORCE FEEDER improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

3 STICK 1500 POUND LONG GOODS SPREADER increases production while occupying the same space as a 2 stick 1000 pound spreader.

1500 POUND EXTRUDERS AND DRYERS LINES now in operation in a number of macaroni-noodle plants, occupying slightly more space than 1000 pound lines.

THESE EXTRUDERS AND DRYERS ARE NOW GIVING EXCELLENT RESULTS THROUGHOUT THE UNITED STATES IN A NUMBER OF PLANTS.

*patent pending
**patented



MODEL BSCP — Short cut macaroni extruder

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SHORT CUT MACARONI EXTRUDERS

Model BSCP	1500 pounds capacity per hour
Model DSCP	1000 pounds capacity per hour
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Model LACP	300 pounds capacity per hour

LONG MACARONI SPREADER EXTRUDERS

Model BAFS	1500 pounds capacity per hour
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- CONTROLS.....** So fine—so positive that presses run indefinitely without adjustments.
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 SINCE 1909

Mr. Thornton's Report

Highlights from the Food Trade Marketing Council Report No. 2, **A Study of Retailer Use of Manufacturer Supplied POINT-OF-PURCHASE MATERIALS**—Sponsored by Family Circle Magazine.

These results are based on a mailed questionnaire:

Mailed to 293 Chains	82 responded	40.4% returns
Mailed to 244 Independents	92 responded	37.7% returns
Mailed to 83 Wholesalers	25 responded	30.1% returns
530	199 responded	37.5% returns

Display Materials Most Often Used		Display Materials Least Often Used			
No.	%	No.	%		
Over Wire Banners	115	37.8	Case Wrap-Arounds	91	45.7
Display Stands	107	53.7	Window Banners	72	36.2
End Display Cards	91	45.7	Shelf Talkers	64	32.2
Shelf Talkers	82	41.2	End Display Cards	42	21.1
Window Banners	68	34.2	Over Wire Banners	42	21.1
Case Wrap-arounds	41	20.6	Display Stands	26	13.1
All of above equally	15	7.5	All of above equally	2	1.0
None of the above	6	3.0	None of the Above	2	1.0

More than 80% of the council members indicated that they make some use of manufacturers supplied shelf talkers. It should be noted, however, that while approximately 90% of the wholesalers and 88% of the independents use shelf talkers, slightly less than 80% of the chains use this type of display.

While there was a spread in response to the question, generally speaking shelf talkers measuring 3 x 6 inches will be most acceptable. Preference for poster-board rather than paper was expressed.

While nine out of 10 council members utilize manufacturer supplied end display cards, frequency of use varies greatly. About one-half use them one-half of the time or more, and nearly

one-half state that they use these end display cards a quarter of the time or less. Preferred dimensions: 11 x 14 inches; nine out of ten said under 24 inches high and 28 inches wide.

Window banners are used by a majority of council members but not often. Almost 80% of the chains use them a quarter of the time or less; 50% of the independents and one-third of the wholesalers follow the same pattern. In total almost 65% of the council members use window banners a quarter of the time or less.

Most acceptable size: 36 x 48 but with wide variations — wholesaler group 24 x 24; independents 36 x 48; chains 36 x 72.

Wire banners are used half of the time or more by six out of ten council mem-

bers. Chains use them least often. Most universally accepted size 24 x 24.

Temporary display stands are used by nine out of ten council members. Most acceptable size: 36 x 24 inches; for free standing aisle displays, used by eight out of ten, height 36 inches; width 24 inches; depth 18 inches; with some variations.

Copies of the full report are available from Marketing Dept., Family Circle, 25 West 45th Street, New York, New York.

San Francisco Meeting— (Continued from Page 4)

buyers and consumers on macaroni products and Morton Salt during the month.

This outdoor advertising campaign is planned to reach the maximum number of customers in the Bay Area. All of the billboards are located on major arterials in business and shopping areas. All told, they will be exposed to 94 per cent of the families in the market an average of 21 times during the month long program. Morton Salt had miniature posters at each place at the San Francisco Meeting.

Following the business session, the Rossotti Lithograph Corporation entertained at a reception in the Presidential Suite.

In San Francisco

California Vulcan Macaroni Company has moved from Drumm Street to a new plant at 5990 Third Street. Fred Baigalupi reports machinery installation will be completed shortly.

Bianchi Machine Shop at 221 Bay Street is undergoing some face-lifting. A Common wall between two buildings came down when apartments were to go up next door so Mr. A. Bianchi and son are putting the event to good advantage.

Coupon Offer

Golden Grain Macaroni Co. of San Leandro, California, will issue 30,000,000 money-back coupons, worth a dollar apiece, when applied to the purchase price of five packages of its new convenience dinners. Half-page color ads with the coupons will appear in 82 newspapers.

Campbell Soup is offering a fifty-cent refund for labels from its five kinds of Red Kettle dry soup mixes. They are also offering six cents off the regular price of Red Kettle chicken noodle and vegetable with noodle soups and four cents off the price of noodle and cream of potato soups. The line is being currently featured in ads in Life, Look, Ladies Home Journal, McCall's and in the Saturday Evening Post as well as in newspapers and on radio and television.



OUR THANKS TO THE GOOD LORD

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THE MEMBERSHIP OF THE

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FOR A YEAR OF

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A Royal Tour. Joseph Pellegrino (right), president of the Prince Macaroni Mfg. Co., is host to former King Umberto II of Italy (left) and ex-Governor John A. Volpe of Massachusetts, at Prince's main plant in Lowell, Massachusetts. Umberto II, visiting the United States for the first time, revamped his schedule so that he could see a major American spaghetti plant in operation. His permanent residence is now in Portugal.

Vivison Improves Packaging

Here's how one macaroni manufacturer used a change of packaging as a springboard for broadening its distribution and doubling its volume.

The big change came to the Vivison Macaroni Company in the summer of 1962. The company's sales of approximately \$1,000,000 had reached a plateau. Mr. Carl Viviano, its president, had decided that his product image needed a face-lifting. He called in several packaging suppliers and asked for suggestions for a new package to replace the nine-year-old carton Vivison had been using.

Sharp Departure

The new package design that Vivison accepted was not only a drastic change from its old three-color, non-pictorial carton; it was an unusual approach to macaroni packaging in its own right.

Created by KVP Sutherland Paper Company, the new carton design dramatizes the product and immediately sets it apart from other brands on the retail shelf. Full-color photography shows the macaroni in its prepared state, complete with savory sauce, exploiting the appetite appeal of Italian cookery. The food and background colors are rich, warm and vivid. The Viviano brand name, with its distinctive rose motif, stands out boldly against a white background. It is enlivened by two ribbons in the colors of the Italian flag: red and green.

For Vivison's 18 different macaroni products, KVP Sutherland designed 11 different pictorials for nine carton sizes. Back panels of the cartons add merchandising value to the packages with printed recipes and reference to other items in the Viviano line. Each carton has a small window, primarily to show the size of the product within.

All-Out Effort

With the adoption of the new cartons the Vivison organization went to work to reap the full benefits of the change. In front of the company's new plant, located on a busy highway in Warren, Michigan, a suburb of Detroit, a huge revolving sign carried a giant reproduction of the carton. Newspaper ads and billboards featured pictures of the carton. A campaign to increase distribution of the Viviano brand was begun. In visits to supermarket buyers, the new attractive packages proved to be a major factor in getting approval to introduce the brand in stores.

From then on, sales began to climb. An increase of 50 per cent was chalked up in six months. By the end of a year, the company decided to install another macaroni machine to double its output from 2,000 to 4,000 pounds per hour.



Dramatic color and photographic realism give appetite-appeal to cartons for Viviano-brand macaroni products. A total of 11 different pictorials are used for the full line of items of the Vivison Macaroni Company of Michigan. The cartons were designed and produced by KVP Sutherland Paper Company.

Distribution expanded north and east of the Detroit area, encompassing a major portion of the state of Michigan.

Mr. Carl Viviano credits the new packaging with being the stimulus for injecting new vitality to his 48-year old firm. This vigorous old-timer in the macaroni business is not sitting back on his laurels. He is already planning a 1964 program of expanded advertising to back up Vivison's enlarged production facilities.

Rossotti Expands Facilities

Alfred Rossotti, president, and Charles C. Rossotti, executive vice president of Rossotti Lithograph Corporation, packaging manufacturers with executive offices in North Bergen, New Jersey, have announced that construction is now underway to erect an extension of 90,000 square feet to their present headquarters at North Bergen.

The super-structure is expected to be completed by March, 1964. It will be used to augment manufacturing space, and as a distribution and warehousing center to service customer requirements.

Construction of the additional facilities represents the second major expansion project for Rossotti since their move to North Bergen in 1939 from lower Manhattan. When the current project is completed it will give Rossotti some 225,000 square feet of modern, air conditioned space.

The company maintains design, sales and manufacturing operations in San Francisco, design and warehousing operations in Chicago, and sales offices in

major cities throughout the country. Founded in 1898, Rossotti Lithograph Corp. was a pioneer in the introduction of multi-color lithography to labels and folding cartons. Trade sources consider Rossotti to have made a major contribution to the packaging revolution of the 'Twenties. Old timers recall that during this period store selling went from bulk weighing to pre-packaging, first of dry foods, then prepared and frozen foods. The growth of supermarkets emerged as a result of the development of packaging. In this period Rossotti developed the concept of "appetite appeal" for packaging and led the industry in its advocacy of color lithography for food containers.

Ideal Macaroni Company Expands

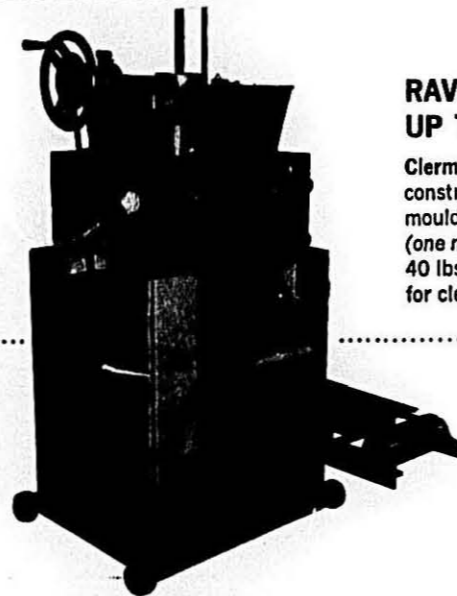
Mr. Leo Ippolito, president of the Ideal Macaroni Company, has announced plans for a large expansion program for his firm. The new addition will increase the plant by half its present size of 46,000 square feet. The fully automatic glass and steel structure which houses the Ideal Macaroni Company is greatly advanced over the original modest plant founded by Pasqual Ippolito, Leo's father, in 1903. Pasqual, who headed the firm until his death in 1920, held fast to the dream that his company, originally producing 800 servings of macaroni per week, would continue to grow and prosper through out the years. Now, under the guidance of Pasqual's son Leo and his grandson Pat this dream has become a reality. The Ideal Macaroni Company today produces more than one million servings of macaroni per week.

The Ideal Macaroni Company is situated on five acres of property on Richmond Road in Bedford Heights, Ohio. The plant's new addition, a brick building 100 by 150 feet, adding another 15,000 square feet, will be used to house new up-to-date machinery for the manufacture of Ideal Macaroni products. The additional wing went under construction in November, 1963. Mr. Ippolito expects construction to be completed in June, 1964.

Ideal Macaroni manufactures over one hundred different varieties of macaroni products—all made from 100% Durum Semolina. Recently introduced in the Ideal line is a product named Choo-Choo Wheels. It has gone so well in the Ohio markets that Mr. Ippolito is working on other shapes and forms that will relate to the atomic age or astronaut era. Mr. Ippolito is also coming out with new packaging for the old favorite "twists." This will be on the market in a few weeks.

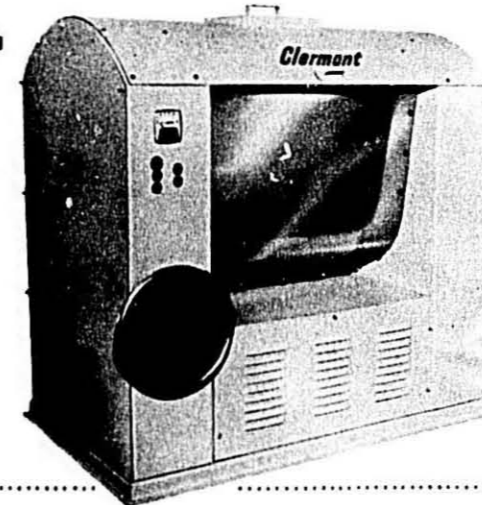
THE MACARONI JOURNAL

Clermont builds machines that produce—



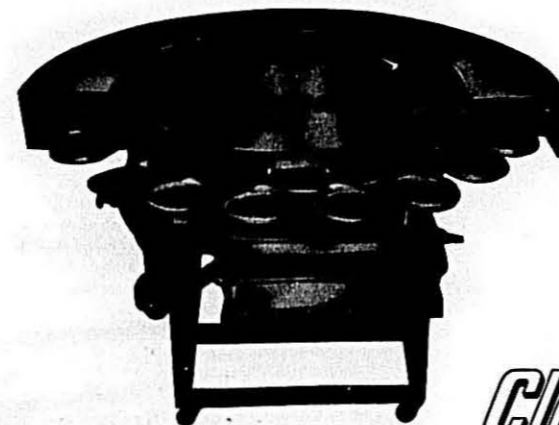
THOROUGHLY KNEADED DOUGH FOR YOUR RAVIOLI OPERATION

Clermont's Double Arm Kneader-Mixer has 200 lbs. capacity, stainless steel construction and double arm agitator for complete kneading . . . other models available with up to 500 lbs. capacity, with single arm agitators if desired.



MANICOTTI-BLINTZ OR EGG ROLL SKINS FOR A PENNY A SKIN

Clermont's Dough Skin Processor produces up to 600 per hour . . . makes round skins up to 6" in dia., also square or other shapes by simply changing the dough discs . . . operates automatically, requires only one operator with no special skills.



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280 WALLABOUT ST., BROOKLYN 6, N.Y. • EVERGREEN 7-7540

MACARONI DECORATIONS

The idea of using macaroni products, particularly the specialty shapes, for holiday decorations has gained in popularity in the past few years.

The girls on the cover of this month's Macaroni Journal are the daughters of John Polech, a millwright at the Baldwinville, New York plant of the International Milling Company. Nancy, 14, and Anne, 4½, began making the attractive wreaths after getting the idea from a suggested Girl Scout program.

They used the various forms of macaroni produced, as well as holly and holly leaves plucked from a bush in the Polech's front yard.

It takes the girls about two hours to complete the wreaths after all the material is gathered. They spray them with gold paint or lacquer.

Last year the girls made four wreaths. Two were used to decorate the Polech home and one was given to each of the girl's grandmothers. The grandmothers were so pleased with the wreaths that they left them hanging all year.

In Cleveland, the Ideal Macaroni Company has promoted the use of fancy variety shapes, and reports that many talented women in the Cleveland area are using noodle art to decorate their homes for the festive season.

Betty Crocker, of General Mills, is the source of the following directions for using these unique ornaments with a little imagination, some uncooked macaroni products, and a few cans of spray enamels. Follow these easy directions for a wreath that is certain to be admired by all:

(1) Out of regular corrugated cardboard, or other similar material, cut four rings, each one successively narrower. The following suggested size rings provide a well-balanced wreath:

	Outside Diameter	Inside Diameter
1st Ring	14 in.	9 in.
2nd Ring	13½ in.	9½ in.
3rd Ring	13 in.	10 in.
4th Ring	12½ in.	10½ in.

(2) Glue or staple ring two upon base ring one, then ring three upon ring two, and ring four upon ring three.

(3) Cover with linoleum paste. (If to be used for outdoor display, use a waterproof linoleum paste.)

(4) Build wreath with a variety of macaroni pieces to a thickness of an inch at the center and a half-inch at the edge.

(5) Spray the entire wreath with white enamel.

(6) Add ribbon bows and colored balls for a festive touch.



Patricia Tanno, Cleveland Heights, Ohio, displays a Christmas Carousel centerpiece made from Ideal Macaroni fancy shapes. She has utilized Choo-Choo wheels, Rotini, Bow Ties, Seashells, and long macaroni to good effect.

General Mills Salute

General Mills saluted National Macaroni Week through their company publication "The Millwheel" distributed to 14,000 employees and their families.

General Mills is a major supplier of semolina and durum flour to the macaroni industry.

Coinciding with the annual National Macaroni Week, the company made available to the industry a sheet of re-



Macaroni and noodle dishes are so easy and convenient to make that the man of the house can prepare his own food for the stag card game. Don Schaezel, Engineering Department of General Mills' General Offices, prepared a quick snack before the "boys" arrive for the evening.

cipes which, in turn, will appear on grocers' shelves beside the macaroni products. There are fifty recipe sheets to a pad, offered at a cost of 12 cents a pad, f.o.b. Minneapolis. In quantities of 200 pads or more, macaroni brand names and company address will be imprinted.

The recipes are for Sweet-Sour Hamburger Skillet, Tomato Sauce for Macaroni or Spaghetti, Seafood Sauce for Noodles, Bleu Cheese Sauce with Spaghetti, Easy Italian Spaghetti, Tomato-Mushroom Sauce, Macaroni with Tuna Cheese Sauce, and Mexican Luncheon. The recipes were developed in the Betty Crocker Kitchens.

Sauce in Glass

American Home Foods has announced the introduction of a new spaghetti sauce, Chef Boy-ar-dee Meatless Spaghetti Sauce, packed in sixteen ounce glass jars.

A growing number of users are reported to prefer a glass-packed product. Chef Boy-ar-dee plans to meet this demand with a new and entirely different product. The new sauce is made with olive oil in the Italian tradition. Meatless, it provides a basic sauce to which consumers may add any and all other embellishments. Or it is delicious "as is".

An introductory offer features ten cents store-redeemed coupons via large space ads in all major newspapers.

THE MACARONI JOURNAL

Christmas Seals mean happier homes and healthier people

Christmas Seals Fight Tuberculosis and other Respiratory Diseases

Durum Show—

(Continued from Page 6)

tor, showed slides on a recent trip to Europe. Recipes from the Miss Durum Macaroni Pageant entrants were distributed along with the latest recipe folder from the National Macaroni Institute, "Macaroni Money-Savers".

Durum Show officers include Richard States, president (teacher in the Agricultural Department at the Langdon High School); Richard Saunders, vice president (Durum Growers Association); Edsel Boe, secretary (county agent); Richard Forkner, treasurer (Cavaller County Republican); James Hausauer, assistant treasurer; Virgil Anderson, show manager; and Phil Tveten, assistant show manager.

Wheat Commission—

(Continued from Page 10)

vators out of North Dakota. After counseling with various segments of the wheat trade, we are supporting proposals to improve U. S. wheat standards to help create a more favorable wheat quality image in world markets.

We have supported the use of a uniform U. S. export certificate, which shows the percentages of all grading factors.

Education and Promotion

In order to provide the latest information on value of wheat and wheat products, we consider our annual crop quality surveys to be of paramount importance. These describe the results and evaluation of our hard red spring and durum crops from a physical quality standpoint. Baking quality has been added as ascertained by the Cereal Technology Department of the North Dakota State University. The annual crop quality report should be of assistance to producers in determining when to market their crop and to provide buyers with precise information as to quality.

The sound and color movie "Durum... Standard of Quality" is being distributed nationally through Sterling Movies U.S.A., cooperatively sponsored

by the North Dakota State Wheat Commission, Durum Wheat Institute, and National Macaroni Institute. J. H. Shollenberger of the U.S. Department of Agriculture says: "This film is a wonderful advertisement for durum wheat. In my opinion, it is the best film I have ever seen on wheat utilization." The film is now being shown on television across the United States and is available for foreign distribution in Spanish, German, Portuguese and French.

Among the many printed educational materials we distribute, the booklet "Specialties of the House" has been one of the most popular. This includes popular recipes for macaroni, spaghetti and egg noodles and has been requested by housewives from all over the nation.

New Uses

In searching for new uses for wheat and wheat products, we are presently underwriting, in part, several research studies with our Agricultural Experiment Station. These include: (1) "a project to study means of speeding up the development and quality evaluation for new hard red spring wheat varieties"; (2) "the inheritance of quality factors in hard red spring wheat"; (3) "development of quality hybrid hard red spring and durum wheats especially suited to North Dakota growing conditions"; (4) "physical and biochemical properties which influence wheat quality."

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Netherlands¢-cwt.	37.5	33.5	23	23.5
.....miles	9,600	4,300	4,100	5,900
Peru¢-cwt.	20.5	*	*	18
.....miles	4,000	5,900	3,400	2,800
Brazil¢-cwt.	52	*	29	33
.....miles	8,400	6,700	5,000	5,930

* No registered charters reported.

North American wheat farmers with their large reserves and productive capacities have blessings that can benefit humanity around the world. Our wheat can be a tool for peace. Full stomachs will make for better human relations. I am proud to be associated with the production of wheat in the state of North Dakota and in the marketing efforts of the North Dakota State Wheat Commission.

Great Plains Wheat—

(Continued from Page 12)

eration to send a durum team from the U.S. to the countries which offer the greatest potential for future durum sales. Under the auspices of Great Plains Wheat, this team would be composed of durum growers and perhaps one or two from the trade. It would most likely visit France, Belgium, Germany, and perhaps Spain. In sending teams overseas, both growers and trade people have an opportunity to observe what the customers needs are, as well as his likes and dislikes. We feel that the contacts made by such a team would be invaluable in future market development.

There are many countries of the world that are expressing an interest in durum and durum products. Africa has shown interest in several areas as well as Japan and other Asian countries. A series of surveys presently underway in Japan should give a more detailed analysis of this important cash market and what its potentials are. The opportunities here are almost unlimited but will take time to develop. Consideration must be given to projects in these areas so the interest is not permitted to deteriorate. When requests from the new developing areas are received, trade people must be encouraged to give added attention and special handling of the requests, to convince the customer that we are interested even though the nearby quantities will be small. We must look at this over the long-run.

Merchandising Essential

Since the post war years all wheat has been available on a buyers market. Merchandising is most essential under these conditions. Wheat is no different than any other product. The Smith Brothers started with one cough drop, Mr. Wrigley with a stick of gum, and Gillett with one blade. These people had to fight for new markets and maintain the old ones in order to get ahead. Our problems are no different—we must produce and market what the customer wants and our market growth will take care of itself.

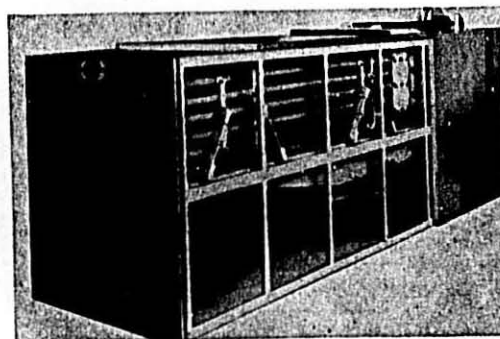
THE MACARONI JOURNAL

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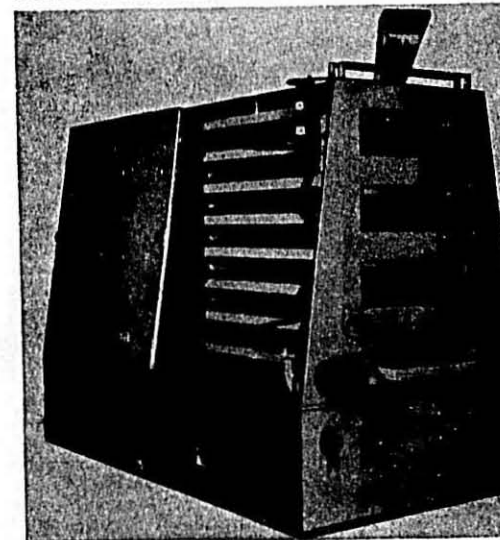
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DURUM RESEARCH POSSIBILITIES

by Norman E. Borlaug, Director, Inter-American Wheat Improvement Project,
The Rockefeller Foundation, at the Wheat Quality Conference, Minneapolis, Minnesota



Norman E. Borlaug

I SPEAK as a member of a team of scientists which has been actively engaged in wheat improvement in Mexico for 18 years. The area of operation has broadened beyond Mexico in recent years, as the Inter-American Wheat Improvement Program, sponsored by The Rockefeller Foundation, has developed. The cooperation of the Mexican Ministry of Agriculture and of my associates, Dr. Ignacio Narvaez and Dr. Jacobo Ortega, has made possible rapid progress in durum wheat improvement in the past several years.

My comments on durum are made on a broad geographical basis, not just from the point of view of one of the largest durum producing areas of the world—the United States and Canada. I am also using the term "durum" generally, not only *Triticum durum*, but the related species, including *Triticum polonicum*. World durum statistics, especially from the Middle East, do not reflect the different classes of wheat produced. It is difficult to separate common wheat production from durum in some countries. The data at best are sketchy except when they refer to durum production in the Americas—the United States, Canada and Argentina.

Increasing Demands

Demands for durum have been increasing, especially in southern Europe, in the last 20 years. I am convinced that the whole durum industry is about

to be revolutionized, and it will be done by a number of agronomic changes affecting durum wheat production. With the exception of durum grown in Mexico and Chile, very little durum is grown under irrigation throughout the world. It has been grown largely under dryland conditions because of its ability to resist drought better than any other wheat. In the Near and Middle East, durum will produce something under conditions where soil fertility is so depleted that other wheats will produce little or nothing.

What are the negative factors that influence durum production? When durum production is intensified, excessive height and resultant lodging of the plant is a definite limiting factor. Often this is the main obstacle to increasing durum production in many parts of the world. Durum most likely would be grown in other irrigated areas of the world if it had shorter straw. The extreme susceptibility of durum wheats to stripe rust has also limited production in many parts of the world. With few exceptions, durum wheats under most conditions are extremely susceptible to stripe rust, *Puccinia glumarum*. This will have to be corrected if the pattern of durum production is to be changed. Another important factor limiting durum production is susceptibility to frost. Durums in the Americas are spring durums. There is no need, however, for them to be spring durums. Long ago, with an intensified research program, winter durums could have been produced. This would change the pattern of world production greatly. This is theoretically and practically possible.

Winter Durums

Winter durums exist today, if we refer only to growth habit, in the durum populations of Iran and Turkey. These have been studied in recent years and many pure strains developed. Despite the fact that they have winter habit, they are not resistant to frost. No one has tried to increase the frost resistance of durum, which we feel can be accomplished.

Late maturity is a serious factor in wheat breeding. It is increasingly clear that wheat, which is early under one set of conditions, is late under others. Length of day response, especially, appears simply inherited and may involve no more than one gene in many

cases. I am under the general impression that if you move one gene—take it off Selkirk, take it off Thatcher—you will have an entirely different wheat from the standpoint of maturity. Many lines from Canada, with Selkirk and Thatcher backgrounds, were planted the first part of October in Mexico. With these sister lines growing in adjacent rows, one line heads the 10th of December, another the 10th of February, as usual for the Selkirk or Thatcher parents. This is a five and a half week difference. If one is to revolutionize durum production in other areas of the world, much more earliness must be incorporated. This earliness exists in some durum wheats, especially Indian durums, and it can be transferred very easily from bread wheats.

Improving Yields

Durum wheats, as we know them throughout the world, have been generally outyielded by bread wheats. There is an obvious reason. The amount of scientific effort that has gone into durum breeding, with the exception of the North Dakota and Canada durum programs, has been very small in proportion to the effort made with bread wheats. There is great potential for substantially increasing durum yields on a world basis.

When we began working on dwarf bread wheat varieties in the Mexican wheat program, two original crosses were made on the durums. Although at that time we were not convinced that dwarf wheats were going to be popular, we worked with them intensely. In 1959 an intensive durum program was begun. We were by then convinced that dwarfs had a place in the program. Now some of the first dwarf durum lines are in yield tests. We have continued to backcross them and to make converging duplicate crosses to correct some deficiencies. The dwarf durums now appear extremely promising. Over the last two years we have sent bulk F2 seed samples to collaborators in many parts of the world for testing. Reports have come back from many countries, with considerable enthusiasm for these dwarf durum wheats. Many people have been able to select promising strains from these bulk populations which may serve their areas of the world.

(Continued on Page 32)

THE MACARONI JOURNAL

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Durum Research Possibilities— (Continued from Page 30)

We have had many inquiries about the possibility of setting up an International Durum Yield Trial, including the Mexican dwarfs, United States standard varieties, and the ones from Canada and Argentina. We are planning to do this for the first time this year.

It looks as if we may have gained something from this breeding program in increasing stripe rust resistance. At the same time we incorporated dwarfness, we also added a certain amount of stripe rust resistance. A higher degree of resistance is needed, however, and this is being explored at the present time.

We are interested in the prospect of winter growth habit durums for many countries, although they would not be used in Mexico. We have a program underway to cross the best Mexican durums with French winter wheats to increase the level of stripe rust resistance and also to convert these durums to a winter growth habit, and give them a certain amount of cold tolerance. Before a true winter durum can be produced, I believe it will be necessary to go through several cycles of varieties, step by step, adding dwarfness, stripe rust resistance, winter habit and frost resistance. This seems feasible and I believe it can be accomplished reasonably fast. Some lines are well along the way toward this objective.

Help the Scientist

I have had an unusual opportunity to observe the young group of Mexican scientists develop and mature. For what they have produced with lack of facilities, I would place them above any other group of young scientists in the world working on overall problems in wheat. The problems that are to be solved in food production around the world should get our consideration. There is nothing more disheartening than to see young scientists come back from United States, Canadian, and European graduate schools with a narrow, specialized viewpoint. If this is an age of specialists, it is not good for the countries that need bread. A specialist needs a broad point of view to understand that principles are more important than details. This is so important that it behooves each and every one of us to try to do something constructive toward a solution.

Crop Declared Good

The 1963-64 crop of durum wheat was pronounced "one of the best in the past ten years" by a leading authority. Joseph S. La Rosa, senior vice president of V. La Rosa & Sons, Brooklyn,

largest producers of spaghetti, macaroni and egg noodles in the U. S., said that samples of semolina, the yellow heart or middlings from durum wheat, showed excellent color and higher protein than usual.

Mr. La Rosa recently completed an inspection tour of major Mid-West durum mills with the company's director of quality control, Paul F. Russell. The new semolina already is being processed in all six La Rosa factories, after meeting rigid specifications for color, protein, ash, vitamin analysis and various other checks.

The Egg Picture

A warm, dry, Indian Summer was beneficial to egg production, and the egg picture remained relatively stable. Prospects are that egg supplies and prices for the remainder of 1963 will range close to those of the year earlier. The current large fall chick hatch could mean a few more eggs next spring. There is a higher percentage of old hens in the laying flock than last year, and the heavier culling should take place. During 1963 farmers are raising the fewest chickens for laying flock replacements since records began in 1909.

Whites Are Firm

Both egg whites and albumen supplies remained limited. Egg yolk represented an excellent value at a lower level than whole eggs at the end of October. The remarkable thing about egg yolk pricing in 1963 has been the narrow range in which yolk has fluctuated while albumen and whole egg prices have traded in a much wider range during the year.

Processing Down

Breaking activity continued on a limited part-time basis. Production of liquid egg and liquid egg products (ingredients added) during September was 30,718,000 pounds—five per cent less than in September, 1962, according to the Crop Reporting Board. The quantity used for freezing was larger than in September last year. However, the quantities used for immediate consumption and drying were smaller.

Liquid egg used for immediate consumption was 3,965,000 pounds, as compared with 4,507,000 in September last year. Liquid egg frozen totaled 18,129,000 pounds—up one per cent from September, 1962. Quantities used for drying were 8,624,000 pounds in September, 1963, and 9,712,000 pounds in September, 1962. Storage holdings at the end of September were 95,448,000 pounds, compared with 113,043,000 at the end of September, 1962 and were 25 per cent below the 1957-61 average of 127,646,000 pounds. Holdings de-

creased 10 million pounds during the month, compared with a decrease of seven million pounds in September, 1962, and the average decrease of 15 million pounds.

Egg solids production during September totaled 2,548,000 pounds, consisting of 1,230,000 pounds of whole and blend egg solids, 526,000 pounds of albumen solids, and 792,000 pounds of yolk solids. In September last year production was 1,006,000 pounds of whole and blend solids, 688,000 pounds of albumen solids, and 880,000 pounds of yolk solids.

Science Takes Over the Henhouse

Improving on nature is at the heart of modern agriculture. Recently Business Week reported on the experience of Heisdorf & Nelson Farms, Inc., of Kirkland, Washington, which applies a startling amount of science to the breeding of poultry for sale in a large part of the world.

In 1946, their first year in business, they produced only 52,000 chicks; in 1950, 500,000 chicks; in 1955, about 5,300,000, plus the output of franchised hatcheries (franchising began in 1953).

Figures are no longer given separately, but H & N's own hatcheries and those of franchise holders last year sold 90,000,000 chicks, and this year expect to exceed 100,000,000. H & N has 130 franchises active in North America, and between 60 and 70 hatcheries are producing in Asia, South America, and Europe. Gross sales top \$3,000,000 a year.

Poultry is no longer a backyard sideline. A farmer used to have 200 or 300 laying hens of no particular breeding just the best he could buy locally. Fifteen years ago a good hen might produce 190 eggs a year; with scientific breeding this has been boosted to 280 or 290.

Business of Specialists

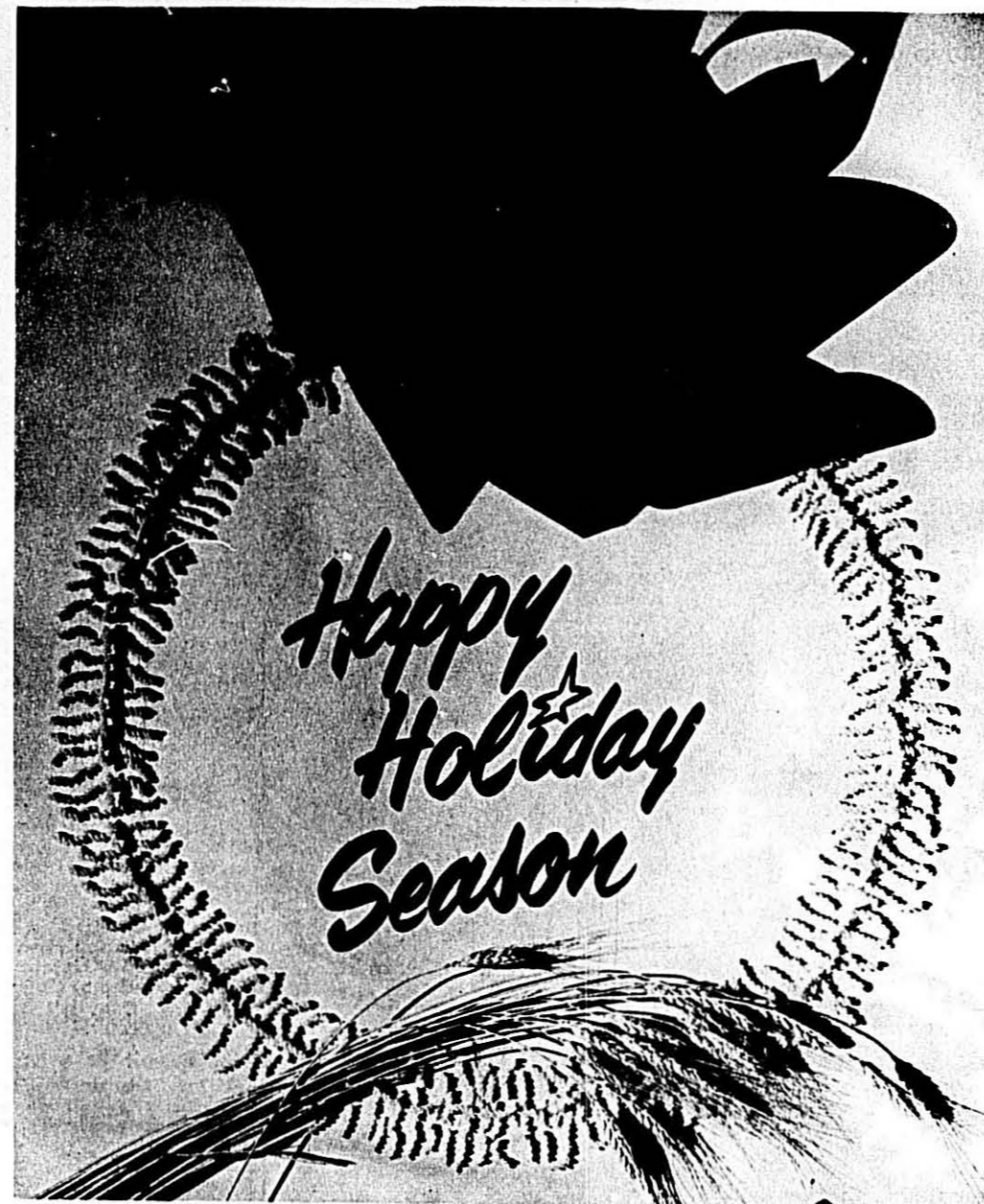
Egg production is more and more a major business of specialists; a flock of 10,000 to 20,000 laying hens is only medium sized today, and a few poultry farms go over 500,000.

With that kind of investment, poultrymen look for the best scientifically bred stock they can find. This in turn dictates concentration in the poultry breeding business.

There used to be hundreds of small breeders all around the country, but genetics requires special skills that a small outfit can hardly hire, let alone pay for. So the business moves in the hands of fewer, larger companies that can do the job scientifically on a big scale.

(Continued on Page 34)

THE MACARONI JOURNAL



North Dakota Mill and Elevator

GRAND FORK, NORTH DAKOTA PH. 772-6511

DURUM DIVISION

DECEMBER, 1963

33

Scientific Henhouse—

(Continued from Page 32)

Today H & N has headquarters, laboratories, and breeding farm at Kirkland, three branch farms in California, and one in Indiana, and about two hundred employees, including five Ph.D. geneticists and five Ph.D. veterinarians with staffs of technical assistants.

Gerald Cruea, with 20 years background as a commercial banker, is now H & N's general manager. He and Arthur Heisdorf do a lot of traveling to keep in touch with franchise holders, so they are working as hard on linguistics as they are on genetics.

Jet planes make it possible to deliver anywhere in the world well within the 72 hours between hatching and the time a chick starts to eat, so they see a big potential abroad. In the United States, egg consumption per capita is stable, but it is rising fast in Europe and may rise still faster in Asia. Eggs have an appeal in food-short regions as a cheap source of protein.

H & N has developed 80 genetic lines from which to choose candidates for its "reciprocal recurrent selection" breeding process. The trick is to find the strains that have superior ability to combine the qualities you want in a laying hen. To help solve the problem, H & N turns to electronic machines: it has punch cards bearing data on more than 100,000 birds.

Developing pure strains and hybridizing them is a slow and complex process, and H & N says only electronic data processing can keep track of all the information that is needed. The geneticists are already working on stock that won't be offered to the market for at least three or four years.

The company is also going into breeding of broiler chickens, in which different factors are important—long life, for example, is not a consideration. They also intend to apply scientific methods to turkey breeding.

Knorr Chunk Chicken Soup

Best Foods, makers of the nine flavors of Knorr Soup, is stirring up the trade with the introduction of a new, improved Knorr Chicken Noodle Soup called Knorr Chunk Chicken Noodle Soup.

Shipments of the new Chunk Chicken began in September. Full color spreads introducing the new type soup will get under way in the December issues of Saturday Evening Post, Holiday, Ladies' Home Journal, and Amer-

ican Home, by which time the new chunk chicken noodle is on the shelf.

Adding to the heavy concentrated push for Chunk Chicken will be a 7¢ coupon, inserted in all packages containing the other eight Knorr Soup flavors. This strong couponing will induce Knorr customers to try the new seven cent coupon, inserted in all packages containing the other eight Knorr Soup flavors. This strong couponing will induce Knorr customers to try the new flavor. The seven cent coupon will appear at the retail level during November and December.

Dinners Test Marketed

Thomas J. Lipton, Inc., is test marketing four dinners under the Golden Ladle label in Syracuse, New York, and several other areas.

The products are noodle and chicken dinner in a 7¼-ounce package retailing at 69 cents; beef and rice Espagnole, weighing 7½ ounces, at 79 cents; rice and chicken dinner in a 6¾-ounce package at 69 cents, and shrimp Newburgh with rice weighing 4.65 ounces, at 89 cents.

The shrimp, according to Lipton, is a freeze dry product. The beef and chicken are prepared by a new dehydration method, the company said.

At the New York World's Fair



The story of the American Free Enterprise System and its contributions to the prosperity and economy of the nation will be the theme of exhibits in the Hall of Free Enterprise at the New York World's Fair when it opens next April. The hall is being constructed under the sponsorship of the National Small Business Association. Pictured here at the construction site of the hall is Fred G. Clark, Chairman of the American Economic Foundation and Lloyd E. Skinner, President of the National Small Business Association and of the Skinner Macaroni Company, Omaha, Nebraska.

FDA Reorganized

A long-awaited reorganization of the Food and Drug Administration has been announced, placing increased emphasis on the agency's role in scientific research.

The reorganization encompasses recommendations made by a citizens advisory committee a year ago and by others. However, it doesn't go as far as some critics have urged in moving the FDA away from its regulatory role and into one of fundamental research.

The citizens panel had recommended the FDA set up a separate institute for research. While stopping short of this, Health, Education and Welfare Secretary Celebrezze did say a national advisory council of private experts would be appointed. The aim would be to provide outside, high-level competence to guide FDA policies.

And he called for appointment of a new associate commissioner, who will be a scientist, to give "leadership . . . to the programs and functions having to do with medicine, science and research." Critics of the agency have argued that the commissioner of the FDA should have special scientific aptitude. They contend that FDA commissioner George P. Larrick, a long-time civil servant and administrator, lacks these scientific credentials.

Two new bureaus with scientific activities were established. One will handle safety clearances of pesticides, food additives and colors and the other will develop scientific data to be used in setting standards and tolerances. These two bureaus will replace the present bureau of biological and physical sciences.

No change is contemplated in the present bureau of medicine, which was recently reorganized to administer the drug amendments enacted by Congress last year.

Marketing Permit

Food and Drug Administration has issued to Delmonico Foods, Inc., Tampa, Fla., a temporary permit to cover interstate marketing tests of spaghetti and macaroni deviating from federal standards of identity for such foods. The spaghetti and macaroni will contain glyceryl monostearate in a quantity not to exceed two per cent by weight of the farinaceous ingredients. Such use will require label declaration.

Fewer Farms

With technology allowing more output on less land and with less manpower, United States Department of Agriculture officials expect another decline this year to 3,580,000 farms.

THE MACARONI JOURNAL

Merry
Christmas

and

A Healthy, Prosperous and Happy New Year



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Marie O'Rourke Retires

The C. F. Mueller Company of Jersey City has lost one of its most popular and valuable employees with the retirement of Miss Marie O'Rourke after fifty years of service.

For Marie, October 18 was more than a day of retirement. It was her birthday. Fifty years ago to the day she first went to work for the famous macaroni and spaghetti company at the original frame factory building on Boyd Avenue.

During that long tenure, Miss O'Rourke has held many important positions at the company, including the post of Advertising Manager, which placed her in full charge of all aspects of consumer service.

Company employees at Mueller feted her at a special dinner at the Casino in the Park. The Operations Committee of the Company paid homage to her at a special function held at the Swiss Town House in Union City. Gifts recognizing her long and productive service were presented on both occasions.

Appointments

Mrs. Cleo Medley Cottrell has been appointed Director of Consumer Services for Grocery Store Products Company, it was announced by Donald N. Givler, president.

Lester S. Willson has been appointed trade relations manager for the packaging sales division of the Du Pont Film Department. His appointment was announced by Robert R. Smith, director of marketing.

Anniversary

Joseph M. DeMarco, manager durum sales, eastern division, General Mills, Inc., is celebrating 40 years with the company.

Kinkead to Detroit

Darrell Kinkead has been named sales manager of Prince Macaroni Mfg. Co. of Detroit, following acquisition of the Michigan company by Prince Macaroni Mfg. Co., Lowell, Mass. Prior to his transfer, Kinkead held a similar post for three years in the Chicago division of the Lowell company.

La Rosa Launches New Products

The consumer met the supermarket buyer in a novel shipboard party to launch five tasty new La Rosa products in New York October 3.

The occasion was the Italian Jubilee and Cocktail Party staged aboard the S.S. Independence, luxurious Mediterranean cruise ship of the American Export Line, during which 150 leading women opinion makers met informally with leading buyers and their wives. Top executives of V. La Rosa & Sons, including Vincent S. La Rosa, president, played host.

The clubwomen, all officers of member clubs of the 150,000 - strong New York City Federation of Women's Clubs, were entertained in a salute to the Federation's new administration, headed by Mrs. Miriam K. Hertz.

Piece de resistance of the festive table were platters of piping hot brand new La Rosa delicacies. These were Mac 'n Rice, delectable combination of macaroni and rice in three varieties, and two different complete pizza mixes.

Mac 'n Rice three varieties are beef flavor, chicken flavor and Spanish rice mix—while the two pizza innovations feature imported anchovies and sauce, and sausage in sauce plus cheese.

All new products are being introduced in New York and will be made available nationally in the near future.

Both buyers and clubwomen reported they enjoyed exchanges of ideas that proved mutually stimulating.

All new La Rosa products will be heavily supported by prime television spots in introductory markets, according to Vincent P. La Rosa, vice president of marketing.

Statement of Ownership

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946, AND JUNE 11, 1960 AND OCTOBER 21, 1962 (Sec. 4363, TITLE 20, SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF "THE MACARONI JOURNAL," published monthly at Appleton, Wisconsin, for October 1, 1963.

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The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.) National Macaroni Manufacturers Association, 130 N. Ashland Avenue, Palatine, Ill. 60067.

The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities: (If there are none, so state.) None.

The two preceding paragraphs include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, also the statements in such two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner. Names and addresses of individuals who are stockholders or holders of bonds, mortgages or other securities of the publishing corporation have been included in the two preceding paragraphs when the interests of such individuals are equivalent to 1 per cent or more of the total amount of the stock or securities of the publishing corporation.

Average number of copies each issue during preceding 12 months: Total printed (net press run), 1,000; Paid circulation, to term subscribers by mail, carrier delivery or by other means, \$31; Paid circulation—sales through agents, news dealers, or otherwise, 0; Free distribution (including samples) by mail, carrier delivery, or by other means, 69; Total distributed, 1,000. Single issue nearest to filing date: Total printed (net press run), 1,000; Paid circulation, to term subscribers by mail, carrier delivery or by other means, \$31; Paid circulation—sales through agents, news dealers, or otherwise, 0; Free distribution (including samples) by mail, carrier delivery, or by other means, 20; Total distribution, \$51.

I certify that the statements made by me above are correct and complete.

ROBERT M. GREEN
(Signature of editor, publisher,
business manager or owner)



Season's Greetings
from the Macaroni Journal:

Robert M. Green, Editor;
Vera Ahrensfield, Advertising
Lorraine Amtmann, Circulation.

THE MACARONI JOURNAL

Merry Christmas

Amber MILLING DIVISION
FARMERS UNION GRAIN TERMINAL ASSOCIATION

of Rush City, Minnesota • General Offices, St. Paul 8, Minnesota

DECEMBER, 1963

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WAY BACK WHEN

40 Years Ago

● An end-of-the-year tally of problems saw the following list: (1) small per capita consumption; (2) production capacity alarmingly increased; (3) keen and questionable competition; (4) importation of foreign-made goods; (5) immigration restrictions decrease a natural market; (6) children of foreigners becoming Americanized. Conclusion: the American public is sadly lacking in knowledge of the true value of macaroni products as every-day foods. To educate them and bring about a more frequent use of macaroni in American meals requires industry educational work done cooperatively.

● A release from Washington reported that 67 cents of the macaroni dollar went for raw material, 11 cents for labor, and 22 cents for profit and overhead including taxes. The release failed to mention just how many cents out of the dollar was net profit to the manufacturer.

● Plans for a national educational campaign for macaroni was firming up under the auspices of the NMMA. The idea was backed at the Cedar Point Convention and at meetings in Minneapolis, Chicago, and New York.

30 Years Ago

● Seven months after the Macaroni Code was submitted as requested by the New Deal Administration, approval was still awaited. "Conditions have become discouragingly worse, and delay followed delay in the enactment of the preferred partnership. But there is still hope, because only with the promised help under a suitable code can the macaroni industry be rescued from its own failings."

● A treatise on durum wheat by J. A. LeClerc, Food Research Division, Bureau of Chemistry and Soils, U.S. Department of Agriculture, discussed various varieties and pictured Armutka and Kubanka.

● President G. G. Hoskins issued a prophecy and a warning. The prophecy was that the industry would soon have a Code, and the warning was that the disregard for quality ideals would have to stop. It was reported that inferior flour, artificial coloring and a letdown in the honesty of labeling was doing the industry untold damage. He declared any manufacturer who sold goods below standard after the signature of the Code was subject to a fine of \$500 per day.

20 Years Ago

● President Franklin D. Roosevelt declared: "Victory depends as much on our ability to produce food as on our ability to manufacture guns, planes and ships."

● Achievement Awards for food processors were given on the basis of quality and quantity of production in the light of available facilities; ingenuity and cooperation with the government in developing and producing war food products; cooperation in carrying out the purposes of the various food purchase programs; effective management; training of additional labor forces; and accident prevention — health and sanitation.

● Paul Willis of the Grocery Manufacturers of America declared that processors of food were suffering a squeeze between increased costs of raw materials and the Administration's hold-the-line ceilings. They must be afforded relief soon, he said.

● Judge Marvin Jones, War Food Administrator, stated: "Military operations and their prospective rehabilitation programs will continue throughout the war to require considerable stockpiling of foods."

10 Years Ago

● The macaroni industry needs more durum, testified Association Secretary Robert M. Green before a House Agriculture Committee hearing in Minneapolis. The same plea was made before the North Dakota State Durum Show held in Langdon.

● Rust control is vital, said W. P. MacDonald of the F. H. Peavey Company, Minneapolis. "The last twenty years, agricultural research funds have been inadequate to meet the growing needs of agriculture."

● Spaghetti was the entree for the biggest civic dinner in history. The dinner was a fund-raising plan initiated by the Dayton, Ohio Advertising Club to help the city meet an increased quota for the Community Chest.

● The changing American market pictured in Fortune Magazine indicated the U. S. was becoming a prosperous middle-income people with real disposable income doubled within the last fifty years. American families were having twice as many second babies as they did in 1940, and families were rapidly moving to the suburbs. The underlying reason for the American market's growth and changeability was rising productivity.

CLASSIFIED ADVERTISING RATES

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

FOR SALE—Buhler Press, like new. Box 175, Macaroni Journal, Palatine, Ill.

FOR SALE—Macaroni Trucks. All steel construction, 4-inch ball bearing swivel wheels. Height 81 in., width 36 in., length 55 in. John B. Conepo Co., 312 W. Grand Ave., Chicago 10, Ill. 644-1061.

FOR SALE—Equipment for a complete macaroni plant 1000 lb. production. Long goods press, short goods press and noodle cutters. Long goods and short goods preliminary dryers. Long goods rooms, Lazzara tray dryers, macaroni dies, stamping machines, and Flour Handling System. Reasonably priced. Box 208, Macaroni Journal, Palatine, Ill.

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Winter Meeting Theme

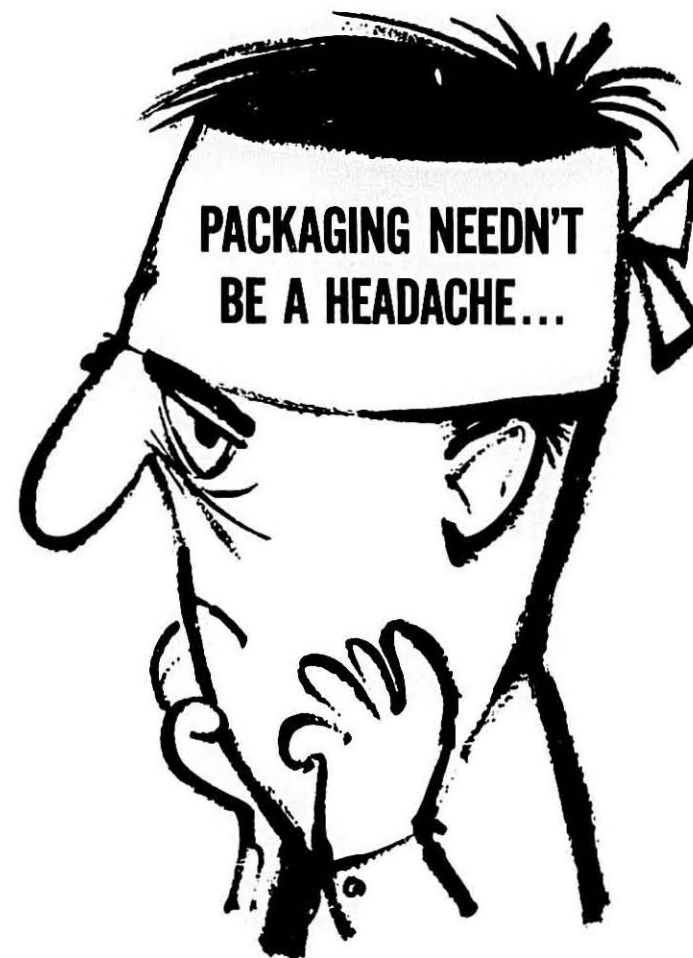
"Target for Today" will be on the agenda for N.M.M.A. meeting at Hotel Diplomat, Hollywood, Florida, January 13-16, 1964.

Hattie Schmidt Is Dead

Hedwig (Hattie) Schmidt, wife of Richard F. Schmidt in Detroit, died after a serious illness October 3. Only 48, she was born on Valentine's Day 1915. She leaves her mother, Mrs. Stanislaw Januszkiewicz, two brothers and two sisters.

Her husband, Richard F. Schmidt, is the son of Theodore and Hilda Schmidt of the Schmidt Noodle Company in Detroit. Sympathies go to the bereaved families.

THE MACARONI JOURNAL



Not when you deal with packaging people who have already solved most of the problems that plague today's macaroni manufacturer. ☐ Whether you need new package designs that spark sales on supermarket shelves . . . delivery schedules that defy the clock and geography . . . or help in uprating the speed and efficiency of your packaging line . . . ask us to help. ☐ Chances are we've already relieved the headache that's bothering you for somebody else.



UNITED STATES PRINTING AND LITHOGRAPH
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MACARONI USA

Betty Crocker Presents
Macaroni
New England Style

One ingredient of the
 New England influence: elegant
 sea food from the oceanside!



MACARONI NEW ENGLAND STYLE

3 slices fresh bread	1 cup finely grated
2 tbsp. butter	Cheddar cheese
1 pkg. (7 or 8 oz.)	Creamed Sea Food and
small shell macaroni	Mushroom Sauce
	(recipe below)

Finely crumb bread with fork and brown lightly in butter. Then cook macaroni following manufacturer's directions and drain. Immediately lightly toss cooked macaroni with cheese until all cheese is melted.

To serve: Spoon macaroni onto a warm plate in a ring around bowl of Creamed Sea Food and Mushroom Sauce which has been sprinkled with bread crumbs and garnished with parsley. *About 6 servings.*

CREAMED SEA FOOD AND MUSHROOM SAUCE

1 can (8 oz.) button mushrooms (reserve liquid)	pinch of nutmeg
1/4 cup butter	mushroom liquid plus enough water to make 1/4 cup
1 tbsp. minced onion	1 1/2 cups commercial sour cream
1 tbsp. chopped chives	1 can (5 to 7 oz.) flaked crabmeat, lobster or clams
1 tbsp. chopped parsley	"Kitchen-tested Enriched Flour"
1/4 cup GOLD MEDAL	2 egg yolks, slightly beaten
1 tsp. salt	1 tbsp. sherry flavoring
pinch of cayenne pepper	

Slice mushrooms and sauté in butter with onions, chives and parsley until onions are transparent. Remove from heat. Stir in flour, salt, cayenne pepper and nutmeg. Cook over low heat until smooth and bubbly. Remove from heat. Stir in mushroom liquid. Bring to boil; boil 1 min., stirring constantly. Remove from heat. Blend in, in this order: sour cream, crabmeat, egg yolks and sherry flavoring. Bring just back to boil and serve immediately.

Success tips:

1. Macaroni is best when cooked just before serving, and is slightly chewy. Do not overcook.
2. Stir sauce mixture constantly after mushroom liquid and water are added.
3. Do not boil sauce after sea food and sour cream are added, otherwise flavor of fish is lost and sour cream will curdle.

Macaroni (tossed with golden cheese) in company with sea food and a mushroom sauce balanced with sour cream, sherry flavoring and buttered crumbs

General Mills and Betty Crocker offer you and your customers this exciting new main-dish creation with a New England flavor. Macaroni New England Style has met exacting standards in the Betty Crocker Kitchens and in typical homes in New England. Another delightful recipe pointing up the imaginative, easy, delicious ways of serving macaroni products.

To serve the macaroni industry is a source of pride and pleasure for General Mills, a leading producer of the finest Semolina and Durum flours. Look for more recipes from Betty Crocker in our Macaroni U.S.A. program to help you increase your profits through the broadened use of your products.

For more information on this Betty Crocker recipe program ask your Durum Sales representative or write . . .

DURUM SALES
 MINNEAPOLIS 26, MINNESOTA

