

**THE
MACARONI
JOURNAL**

**Volume 46
No. 5**

September, 1964

Macaroni Journal



SEPTEMBER, 1964

Historical Notes

La Rosa Anniversary



A NO-NONSENSE APPROACH TO PACKAGING

A Rossotti-produced macaroni package is a modern marketing tool. It will do these things for you, efficiently, without fuss or fanfare

It will give you a sensible, hard selling package not only at the point of purchase but all through the cycle of distribution. It will run trouble free on your equipment. It will yield cost cutting economies, without sacrificing quality or service.

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PACKAGING
PUTS MORE
MACARONI
HERE!**



Because its recipes reflect the geographical taste patterns of your own consumers. Because its design is geared to an increasingly value conscious customer.

Also, because it's been created by people who have seen the inside of a macaroni plant—who have worked in it—who know macaroni production. And, because Rossotti is a name your company, and others like it, have trusted for three generations.

No nonsense speaking, Rossotti gives modern macaroni marketers better merchandising through packaging!

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HISTORICAL NOTES

ITALY is generally regarded as the original home of macaroni. Certainly it is the country in which macaroni products have been most popular, but their original usage more probably seems to have started in the Orient.

The Marco Polo story popularized by the National Macaroni Institute has been discounted as a myth by Italian historians. The Swiss doctor, Charles Hummel, in his book on "Macaroni Products," says: "It seems more likely that German travelers learned how to make egg noodles during their visits to Asia. They called this food "nudel" and to this day call their factories "nudel-fabrik."

In the fifteenth century the Italians learned how to make noodles from the Germans. The climate of their country, especially around Naples, was particularly favorable for drying the pasta products as well as for cultivating the hard wheat from which semolina was milled, thus producing rich and tasty wheat foods.

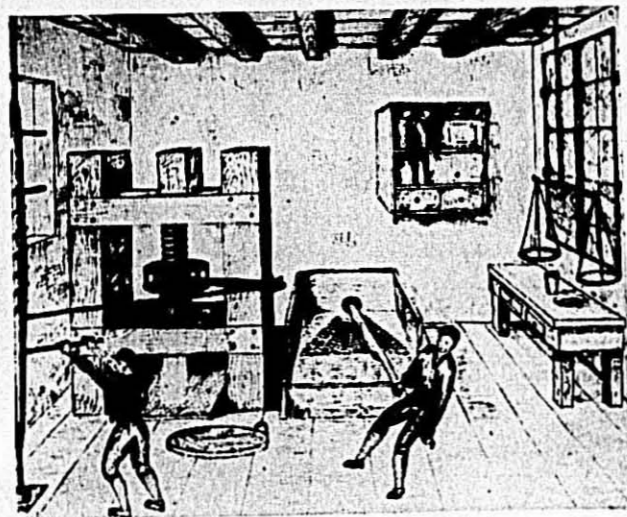
The Italian macaroni industry developed rapidly and quickly spread to France and later all over Europe. Italians settling in America took macaroni products with them, where the industry is credited with growing up during World War I. During World War II, the industry gained much importance in England.

From Home to Factory

In the beginning, all macaroni was homemade. A small industry developed first in Italy, and by 1800 the first mechanical devices for processing appeared. These were very crude and inefficient. Nearly 50 years later the first hand-operated mechanical presses — mainly built from wood — came into existence. More elaborate machines were developed about 1860, most of them driven by animal power, but the increasing popularity for macaroni called for more efficient machinery. This was developed in Italy, and then France, and at a later date in Germany.

At the beginning of the twentieth century, efficient equipment, comprising mixers, kneaders or gramolas, hydraulic extrusion presses, and drying cabinets became available. Efficient plants for the production of macaroni products were built, and soon the homemade goods were replaced by merchandise produced by an economical process on a commercial scale.

Little change was made in the machines in general use for about 30 years, but in the early 1930's a new development was started, reports Dr. Hummel.



An ancient hand-press for macaroni manufacture.

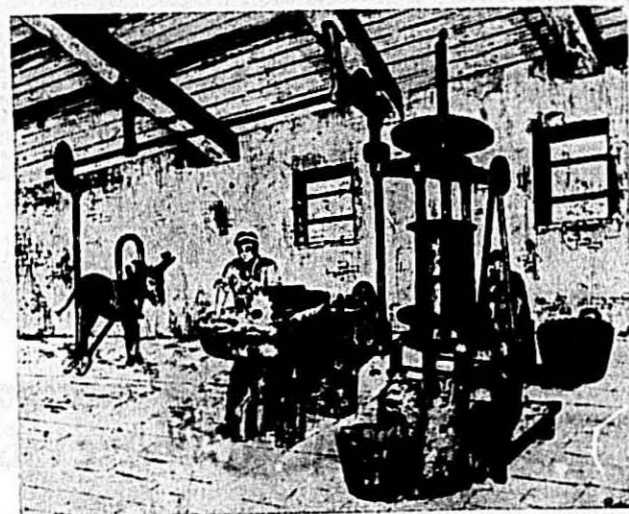
A French firm built a simple continuous extruder, and about the same time continuously operated automatic presses were developed in Switzerland and Italy replacing the batch work of earlier production equipment.

Similar presses were built in the United States, and today practically all the new presses installed are of the continuous type with vacuums developed in the 1950's to draw off the air bubbles from the dough and make products more translucent.

In 1946 a Swiss firm operated the first production line turning semolina into dried spaghetti or macaroni ready for packing in one continuous automatic operation. Today straight line automation has been completed with continuous presses, continuous dryers, accumulators, stripping and sawing equipment, and automatic weighing machines.

In the U.S.A.

In the book "Spaghetti Dinner" by Giuseppe Prezzolini, Henry C. Putnam, (Continued on page 18)



Mule power for pressing in bygone days.

THE MACARONI JOURNAL



King Midas now offers you the most complete line of durum products in the industry—the total range of grades and granulations. Whatever your specialty, King Midas has the right product for you.

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a continuing testing and quality control program that reaches all the way from scientific wheat selection to product development research.

Look to King Midas for the most complete line of uniformly high-quality Durum Products available—anywhere. Peavey Company Flour Mills, Minneapolis, Minnesota 55415.

King Midas DURUM PRODUCTS



PEAVEY COMPANY
Flour Mills

SEPTEMBER, 1964

La Rosa Celebrates Fiftieth Anniversary



Peter La Rosa Filippo La Rosa Stefano La Rosa Vincent S. La Rosa Joseph S. La Rosa

V. LA ROSA & Sons celebrated its 50th anniversary in July by announcing plans for a new advertising campaign designed to further increase sales of this most successful macaroni company. The television campaign, largest in the firm's history, will be backed by a strong newspaper promotion in key markets.

The new campaign will feature celebrities who will describe their favorite macaroni recipes in television commercials.

As this well managed, family owned business passed the half century mark, it could look with pride at the past and for great expectations in the future. High quality, new products, merchandising, and diversification were primary factors for its tremendous success.

Vincenzo La Rosa, Founder

The company was founded 50 years ago by Vincenzo La Rosa and his five sons, Frank, Stefano, Pasquale, Filippo and Peter. Ownership and management has passed down to the children and grandchildren so that the company's affairs have been under the personal guidance of the La Rosa family for three generations.

Three of the founder's sons are still active in the firm. Stefano La Rosa is chairman of the board, Filippo La Rosa is vice chairman, and Peter La Rosa is chairman of the executive committee. Frank and Pasquale are deceased.

Third generation members of the family have now been moved up to top echelon posts. Serving as president is Vincent S. La Rosa. Other officers are Vincent P. La Rosa, executive vice president and director of marketing; Vincent F. La Rosa, senior vice president and director of sales; Joseph S. La Rosa, senior vice president, director of purchases and treasurer; and Philip P. La Rosa, senior vice president, director of operations and secretary. John J. Cuneo serves as vice president and general sales manager; James G. Tallon, vice president, general advertising and merchandising manager; and Dominick J. Mingolla, vice president and director of consumer relations.

Groceries to Macaroni

The business began as an adjunct to the family's Italian specialty grocery store in Brooklyn and largely served the many Italian-Americans who lived in the neighborhood.

During the 1930's, company products were being marketed throughout the entire metropolitan area of New York. A completely integrated line of packaging machinery and wholesale distribution—innovations for the macaroni industry—were set up.

In conjunction with its first advertising campaign, the company inaugurated the idea of a brand name in the Italian food business and selected a red rose as its trademark. Early advertising cam-

paigns relied heavily on foreign language radio stations in New York City to reach the greatest concentration of La Rosa customers. In the late 40's, the firm expanded its coverage to general audience radio stations in key markets where La Rosa products were distributed. Newspaper and car card advertising supported the radio commercials.

The 50's and early 60's saw continued growth and prosperity for the venerable firm. Several new plants were acquired and new products were added to the La Rosa line.

Plants in Six Cities

Today the firm can boast of plants in six cities: Brooklyn, New York; Danielson, Connecticut; Hatboro and Connellsville, Pennsylvania; Milwaukee, Wisconsin; and Chicago, Illinois. The products are marketed in 45 states and several countries overseas.

Diversification has played an important role in La Rosa's continued growth. Besides macaroni, the firm's products now include Italian-style prepared specialties such as a variety of sauces, pizza mixes, and canned and prepared soup mixes. These products represent more than 20 per cent of the firm's current volume.

Gala Held

To mark the festive occasion, the La Rosa family held the La Rosa Family 50th Anniversary Gala at the Hatboro, Pennsylvania plant and campus in July.



Pasta Vice President Serves Spaghetti . . . and Cake. Young Honey Hafer, one of the 1,800 children who attended the V. La Rosa & Sons, Inc. 50th Anniversary Celebration held at their Hatboro, Pa., plant, is served bountifully with spaghetti and meat balls by Joseph S. La Rosa, third generation senior vice president and treasurer.

The festivities resembled a combination Italian Festival, County Fair and family reunion. La Rosas came from far and near to welcome their guests. There was fun and food, exhibits and movies, beverages and games, all for the 4,168 children and adults, many of whom saw the formal presentation of the nation's first "straight line" production of macaroni products.

It Takes 8,500 Meat Balls

It takes 8,500 meat balls to feed 4,168 dinner guests including 1,800 children.

This large scale food consumption statistic is furnished by courtesy of V. La Rosa & Sons, Inc., one of America's largest macaroni producers, and came to the firm's attention as a result of a recently held 50th Anniversary celebration.

1600 guests were expected at their Hatboro, Pennsylvania plant—one of six across the country — but actually more than two and a half times that many showed up.

The total food and drink consumption amounted to:

- 8,500 Meat Balls—(Institutional Pack)
- 700 lbs. Spaghetti and Rigoletti (corkscrew type spaghetti)
- 1,300 quarts of Marinara Sauce (Plum Tomatoes)
- 50 lbs. Macaroni for Macaroni Salad
- 70 lbs. Macaroni Salad with ingredients
- 150 loaves of Bread (24 slices per loaf)
- 3,600 Meat & Cheese Sandwiches
- 3,000 Frankfurters & Rolls
- 7 tier cake—1,000 pieces
- 8,000 canapes (4 different types of cheese)

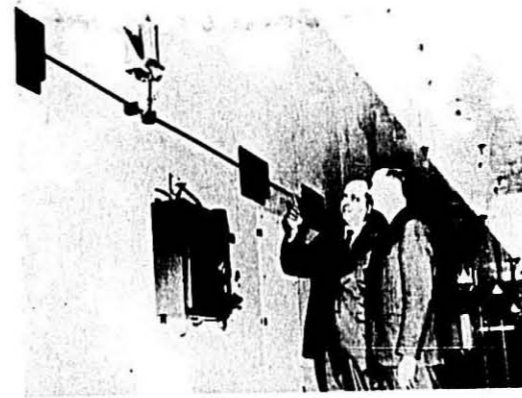
As well as:
4,800 cans of soda (multi flavor)
3,000 cans of beer; J & B—1 case;
Rye—1 case; Vodka—8 cases.

New Million Dollar Macaroni Machinery

Traditional 1000 year old techniques, still current in macaroni and spaghetti manufacture, involving "by hand" operations and numerous around-and-about procedures are on the way out, according to Vincent S. La Rosa, president of V. La Rosa & Sons, Inc.

New straight line production machinery, integrating many processes, such as the recent million dollar "Long Goods Continuous Automated System" installation at the firm's Hatboro, Penn-

(Continued on page 9)



Seeing Is Believing. Philip P. La Rosa, senior vice president and secretary, left, shows Peter J. Schedler, right, sales manager of V. La Rosa's Hatboro, Pa., plant, the new million dollar "Long Goods Continuous Automated System," also known as "Continuous Ficus, Spreader and Long Goods Continuous Dryer, Accumulator Section, Stripping and Long Goods Weighing and Packaging Machine."



Some of the 4,168 guests who attended the Gala.



Dominick J. Mingolla Philip P. La Rosa Vincent F. La Rosa Vincent P. La Rosa J. John Cuneo James G. Tallon

V.I.P.

Very important people should plan to attend these meetings:

— YOU, your sales and advertising executives —

1. CHICAGO REGIONAL MEETING, 10:00 a.m. Thursday, September 10, O'Hare Inn, Mannheim and Higgins Road, courtesy pick-up from O'Hare Airport, three minutes away.

Agenda: Providing Buyers with Good Ideas (and Art Work) Keeps our Foot in the Door — Dick Day, advertising manager, Morton Salt Company.

Buzz Session on Consumer Attitudes toward Macaroni Products reported by Market Facts, Inc.

2. QUARTERLY BOARD OF DIRECTORS MEETING, open to all members, 10:00 a.m. Tuesday, October 6, International Hotel, at entrance to Los Angeles Airport Terminal, 6211 W. Century Boulevard.

Agenda: Product Promotion and Publicity — Food is a Bargain; Preparing Your Pitch With National Publicity Themes; Hints on Hotel, Restaurant and Institutional Items. Discussion on Industry Statistics and other topics.

3. NEW YORK REGIONAL MEETING, 10:00 a.m. Thursday, November 12, Hotel Belmont Plaza, 43rd and Lexington.

Agenda: Grocery Manufacturers of America convention Wrap-up. Durum Show Report. Other industry items of interest.

MARK YOUR CALENDAR NOW and plan to attend.

Please let us know who your company is sending to these meetings.

National Macaroni Manufacturers Association

P.O. Box 336, Palatine, Illinois 60067

New Machinery—

(Continued from page 7)

sylvania plant has brought wide industry recognition that higher standards of product quality control, sanitation, productivity are offered by this improved equipment.

The new Hatboro plant equipment is more completely described as: "Continuous Press, Sprader and Long Goods Continuous Dryer, Accumulator Section Stripping and Long Goods Weighing and Packaging Machine."

Benefits of Automation

In addition to permitting the three generation family owned and managed La Rosa Company to maintain their long time quality control program with greater ease, this important breakthrough into straight line production offers other benefits.

Manufacturing losses resulting from rejected, imperfectly dried products showing white streaks or check marks will be almost completely eliminated. The production of pasta, which has traditionally depended upon appropriate weather conditions, no longer finds the weather a factor. The consumer can look for a richer, more appetizing golden color in the firm's macaroni products.

Constructed for the La Rosa Company by the De Francisci Machine Corporation of Brooklyn, the machine possesses numerous operational advantages.



Vincent S. La Rosa, third generation president of V. La Rosa & Sons, Inc., is shown here with the firm's first macaroni press. Though replaced years ago to conform to the family owned and operated company's standards of "machinery as modern as technology and experience can make it," this "old faithful" of the macaroni industry is retained for reasons of sentiment.

The four tier long goods continuous dryer section is 185 feet long. Operators supervise from outside. When empty, all surfaces of the dryer and accumulator are completely accessible for vacuuming and soap and water cleaning.

The ultimate in insulation and efficiency, this straight line drying system maintains independent humidity and temperature control. All four tiers can



La Rosa Enters Team in Brooklyn League. On hand for opening game ceremonies of Brooklyn's Pedrin Zorilla League was Vincent F. La Rosa, senior vice president of V. La Rosa & Sons, Inc. He is shown here with Manager Frank Burgos and Robert Richardson. The latter pitched the La Rosas to an impressive 12 to 9 win over last year's champions, the Ensenada Guanicas. Pedrin Zorilla, for whom the league is named, is a famous figure in Puerto Rican baseball and once owned the Santurce team. La Rosa also sponsors teams in other sports in their various plant cities.

move together from one control section to another. Consequently, there is no problem of dry macaroni products mixing with wet macaroni products.

Production is guaranteed at 1,600 lbs. per hour of dried, standard diameter .075" spaghetti to 11 per cent moisture, with no check (breakability) or mold. The full 38,400 lbs. of daily 24 hour production can be what the experts call stripped (removed from the machine) and weighed during an eight hour shift.

The equipment is visually attractive. The exterior is composed of aluminum surfaced honey comb sandwich panels which are finished with white spray baked enamel.

Careful Planning

Executives of the La Rosa Company and De Francisci Corporation consulted for months before the "Long Goods Continuous Automated 'stem'" became a reality.

Active participants at these conferences were Filippo La Rosa, son of the 50 year old pasta company's founder, now Vice Chairman of the Board, and Vincent S. La Rosa, grandson of the founder and current president.

The Entrepreneur

Only a few people start their own businesses, and only a few of these are successful. A recent study reveals some of the personal characteristics of a group of successful entrepreneurs.

O. F. Collins, D. G. Moore, and D. Unwalla interviewed in depth 82 owners of successful Michigan manufacturing firms.

Fifty-five per cent of the Michigan entrepreneurs were either foreign-born or first-generation Americans. Only about 20 per cent were college graduates and almost 38 per cent came from entrepreneurial families (including farmers and professional men) and almost two-thirds described their early family life as poor or underprivileged.

The authors also found that in many cases the entrepreneurs were the "antithesis of the 'organization man'." They couldn't adjust to established organizations. The authors say, "In this, entrepreneurs are not unique. What is unique about them is that they found an outlet for their creativity by making . . . a creation uniquely their own: a business firm."

Moral Liberty

Let your cry be for free souls as well as for free men. Moral liberty is the one really important liberty.—Joseph Joubert.

About Eggs

Through July, the government continued to buy whole egg solids each week, taking a very large percentage of the eggs from the Midwest. Stocks of yolks and whites were not building up very fast. The demand for liquid whites continued strong with markets continuing to advance.

Egg receipts were considerably below those of the previous month, and yields were much lower because of the hot weather. This raised liquid costs. There were some complaints in the trade that many soft-shelled eggs were coming in.

In the Chicago market the span for current receipts was 25 to 28 cents. Frozen whites advanced a quarter of a cent to range 13.5 to 14.5, while frozen whole eggs were up half a cent to 24.5 to 25.5.

Frozen yolks with 45 per cent solids sold in a range of 48 to 50 cents for Full No. 3 Color. Another three cents premium was added for No. 4 Color. Dried whole eggs sold during the month in a range of \$1.02 to \$1.10, with dried yolk solids at \$1.02 to \$1.09.

The Warehouse Report for Eggs 1. Cold Storage released by the U. S. Department of Agriculture for July 1, was as follows:

	July 1, 1964	July 1, 1963	5 Yr. Average
Shell Egg, Cases	206,000	274,000	756,000
Frozen Egg Whites, Lbs.	22,670,000	21,709,000	38,131,000
Frozen Egg Yolk, Lbs.	27,608,000	29,124,000	35,432,000
Frozen Whole Eggs, Lbs.	53,217,000	49,573,000	54,261,000
Frozen Unclassified, Lbs.	1,813,000	2,464,000	4,944,000
Total Frozen, Lbs.	105,308,000	102,870,000	132,768,000
Case Equivalent	2,872,000	2,878,000	4,117,000

Liquid Egg Production

Production of liquid egg and liquid egg products (ingredients added) during June was 93,769,000 pounds, 11 per cent larger than the June 1963 output, according to the Crop Reporting Board.

Liquid egg used for immediate consumption totaled 7,782,000 pounds, up 14 per cent from June last year. Liquid egg frozen was 54,300,000 pounds, seven per cent more than in June 1963. Storage holdings of frozen eggs at the end of June were 105,308,000 pounds, two per cent larger than a year earlier. Holdings increased 20 million pounds during June. The increase in holdings during June last year was also 20 million pounds. Quantities of liquid used for drying during June 1964 was 31,687,000 pounds, 19 per cent more than the 26,595,000 pounds dried in 1963.

Egg solids production during June 1964 totaled 7,782,000 pounds compared with 6,968,000 pounds in June last year. This was an increase of 12 per cent.

Production of whole egg solids was 4,159,000 pounds, compared with 3,697,000 pounds in June last year. Albumen solids totaled 1,259,000 pounds, 32 per cent above the 955,000 pounds last June. Output of yolk solids was 1,037,000 pounds, 25 per cent less than the 1,380,000 pounds produced in June 1963. Production of other solids was 1,327,000 pounds, 42 per cent above the June 1963 output of 936,000 pounds.

Heat Hastens Harvest

Hot, dry conditions forced durum progress but damage was believed to be light and would slow up largely in lighter test weights, according to field reports. Harvest was expected in early August.

Prospects for a crop which might exceed the 1963 bumper crop were good. The July 1 forecast was for 57,230,000 bushels—15 per cent more than 1963 and 71 per cent above average. While stem rust was widespread in the Great Plains, Wells and Lakota durum continued to provide needed protection against serious attacks.

Carryover Low

Carryover of durum was the smallest since 1958. Stocks on farms was reported

at 1,783,000 bushels compared with 17,804,000 a year ago. The aggregate carryover of durum in all storage positions was down 12 per cent from a year earlier. Included in the USDA July 1 figures were 40,340,000 bushels of durum compared with 45,901,000 a year earlier.

Bookings Slow

Bookings of durum products were virtually at a standstill and shipments were a mere trickle during July. Most macaroni and noodle manufacturers shutdown for their traditional two weeks and many semolina mills also closed for vacations. Rare single cars of semolina were sold to the macaroni trade without backlogs. Gradual expansion was anticipated as plants begin to work down inventories accumulated ahead of the wheat certificate plan.

Durum wheat prices in Minneapolis dropped 8¢ in the lower part of the range for No. 1 Hard Amber Durum during the month. Cash closing prices

as of July 23 were \$1.67 to \$1.82 per bushel as compared with \$2.42 to \$2.50 a year ago, according to Grain Market News. Little interest was shown for the limited offerings with the Commodity Credit Corporation being the principal source of supply.

Strike in Buffalo

Shutdowns loomed at several Buffalo mills unless the strike by 450 grain millers at major Lakehead grain elevators was settled. Movement of grain through the Duluth-Superior ports was tied up, and some state officials were considering the possibility of asking President Johnson to invoke the Taft-Hartley injunction provision.

The first large scale activity in hard winter and spring bakery flour took place late in July. Overall bookings for the 1964 crop flour fell far short of the usual heavy contracting for that time of the year. Considerable hesitancy was shown by bakers with most covering only 60-day requirements. Prices ran 60¢ to 70¢ per cwt, higher than the previous year. Millers viewed prices as being too low in view of the new law requiring millers to pay the government 70¢ a bushel on wheat used in the manufacture of food.

Farmers Hold Back

Wheat growers in the Southwest were reported to be holding back sales of the new crop wheat for higher prices. Bakers were expected to announce a raise in bread prices in August of about 1¢ per loaf. The anticipated hike could be politically embarrassing to Administration officials, especially in regard to Secretary of Agriculture Freeman's recent remarks that "there is no justification for any substantial increase in flour prices." Business Week magazine reported that flour prices rose about 14 per cent over the corresponding period of the previous year since the wheat certificate plan went into effect.

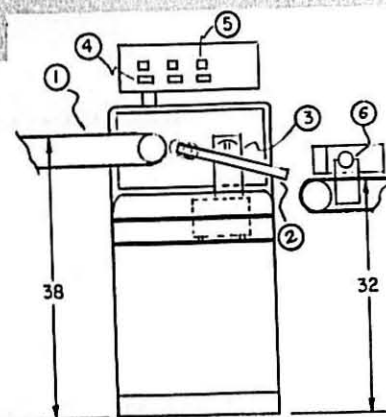
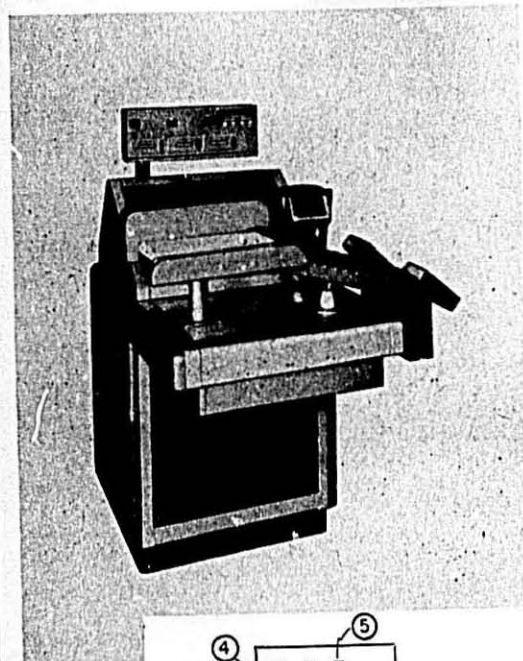
Optimism in Europe

Crops in all western European countries seem to be heading for, if not fresh records, at least for one of the best out-turns since World War II days. Days of warm sunshine, alternating with rainy spells, have been ideal for all standing grain. Optimism prevails, particularly on wheat and barley.

Peavey Appointment

Mark J. Schaefer has been elected vice president and general manager of Coast-Dakota Flour Co., San Francisco, effective July 1. Coast-Dakota is a sales, warehousing and bakery mix facility of Peavey Company Flour Mills.

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Panelists left to right: Jack B. Kennedy, Ross McCotter, Earle Simms, Vincent F. La Rosa, Nicholas Rossi and Peter F. Vagnino, Jr.

What Retailers Want From Manufacturers Promotions

From a panel discussion at the 60th Annual Meeting, NMMA.

THREE leading Colorado merchandisers gave their opinions on merchandising and promotion of macaroni products during a panel discussion at the National Macaroni Manufacturers Association convention in Colorado Springs.

The retailers were Charles R. McCotter, grocery merchandising manager, King Sooper Markets, Denver; Jack B. Kennedy, assistant general manager, Associated Grocers of Colorado and Earle Simms, owner of the Simms Supermarkets, Colorado Springs. Panelists representing the macaroni industry were Nick Rossi of Procino-Rossi, Auburn, New York and Peter Vagnino, Jr. of American Beauty, Los Angeles. Moderator was Vincent F. La Rosa, V. La Rosa & Sons, Brooklyn, New York.

Here is a synopsis of the retailers' remarks:

Mr. Simms

Simms told the group that he doesn't like coupons. He does like cents-off deals and money in the form of advertising and display space allowances.

He would like manufacturers to tailor their point-of-purchase material to the needs of the chain.

"In our stores there is thousands of dollars of point-of-purchase material wasted. On the other hand, we still use a considerable amount. If we find a theme that fits in our program and the time of the year, then we use that material."

Attractive packaging is an important aid in selling merchandise, according to Simms. We can take a beautiful package and really merchandise it, he said.

Mr. Simms believes that related items are extremely important to his stores. He pushes a lot of related items during successful promotions like Spaghetti

Days. "We don't use any base board displays," he said. We use all our own fixtures on the ends. But we hold it down to one item and we find that the product will have 20 to 30 times the turnover just because of the end of the gondola display. When we cut price, we find that a five for \$1 sale is much better than five for 98 cents."

Simms' stores are not in favor of private labels. "We like to go the national brand route," he said. "We are small and feel that they help us a lot."

Mr. McCotter

McCotter did not believe that price cutting is the most profitable promotion. You can sell twice as much off a display at regular prices as you can by reducing prices on the shelf, he said.

"We can take an item, display it at the regular price and move seven times the normal movement. We can take the same item, display it, advertise it, cut the price to cost and it will increase movement up to 10 times. So actually, considering our cost, we are much better off by displaying and advertising at the regular price."

National magazine ads, especially those containing recipes are important in creating a demand for macaroni products, according to Mr. McCotter. Four-color point-of-sale material which adds to the decor of the store is also effective.

"We have beautiful stores," he told the manufacturers. "We feel that we are upgrading your products. Your advertising and promotion has to back that up."

McCotter said that manufacturers should give retailers promotional allowances. "Display space is valuable to us," he said.

He said that spaghetti is basically a staple item and doesn't come out as well as frozen or canned products.

"We can pick up the sales of candy products seven or eight times when a display of macaroni with no single change in price will sell about four times more than off the shelf."

Mr. Kennedy

Kennedy urged the manufacturers to upgrade the image of macaroni products. "Glorify it," he suggested. "Sell it up! I think you are going to have to get away from this staple item idea."

"A good deal could be learned from your sales force," said Mr. Kennedy. "I think that too often people in the food industry listen to Madison Avenue. Your sales force can give you a lot better ideas for better promotions, and certainly a lot more support, than a couple of pages in Life magazine. I am convinced that the real place for promotion is at the store level."

Kennedy told the manufacturers that his retailers liked related item sales. And in macaroni, he said, you have an item that can be sold and related to just about every department in a food store.

In a discussion on private labels, Kennedy felt that the swing to private label is over-balanced. He told the group that while his members would have a hard time getting along without national brands, private labels do play a major role in many of his member stores.

Only 19

Food is a bargain. To tell the story supermarkets around the country will feature a game created as an industry service by Henry Riechman. 200,000,000 sets for 20,000 stores had been sold by the end of July, according to Committee Chairman Joe G. Foy of the Supermarket Institute. Orders were received from all but one of the fifty states. Wisconsin is exempt because of its lottery laws.

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Panelists left to right: Don Bennett, Mario Lalli, Ed Watson, Vincent DeDomenico, Arvill Davis and Norman Anseman.

Ideas For Institutional Selling

A panel discussion at the 60th Annual Meeting, NMMA.

MACARONI manufacturers have an outstanding opportunity to increase sales to mass feeding establishments. This was the consensus of food service executives who appeared on the institutional panel at the National Macaroni Manufacturers Association convention in Colorado Springs.

Don Bennett, general manager of Tiffin Inn in Denver, Colorado; Mario Lalli, proprietor of Mario's of Aspen and Denver; Ed Watson, vice president for purchasing, Knoebel Mercantile Company, Denver; Arvill Davis, general manager of Gooch Food Products, Lincoln, Nebraska; and Norman Anseman, vice president and sales manager of National Food Products, New Orleans, Louisiana, were on the panel moderated by Vincent DeDomenico of the Golden Grain Macaroni Company, San Leandro, California.

Big Business

"By 1970, the mass feeding industry will be doing about 30 billion dollars worth of business," said Anseman. "The macaroni industry should point to this field and strive to get their share of this business."

Bennett, who is vice president of the Colorado-Wyoming Restaurant Association, agreed with Anseman. He told the audience that the mass feeding industry is the fourth largest industry in the nation.

"We will soon be third," he said. "As we have more leisure time, more people are eating out more often. Today, one out of every four meals is eaten out. And the percentage is growing."

This is of special significance to the macaroni people because of their particular interest in the youth group. More and more youth are eating out, said Bennett. Young people are learning their eating habits outside of the home so their consumption of certain

products in eating establishments will affect their habits at home. Thus, greater institutional consumption will lead to greater consumer consumption, he said.

Promotional Program Needed

Bennett said that the macaroni industry could enjoy a 30 per cent increase in sales if mass feeding establishments had normal usage of macaroni products. He felt the key to gaining this increase was a concerted promotional program geared to the institutional market.

"We get bombarded by the rice industry and by the potato industry with propaganda, and we use so many more of their products than yours because of this," he said. "You don't supply us with information and product knowledge like the other industries, so we go ahead and use their products."

In the past, the macaroni industry has made efforts to get institutional information to mass feeding establishments through purveyors, said Bennett. He thought that this was the wrong approach. He said the purveyor has a sales motive behind his promotion that makes the operator suspicious. When information comes through the mail or appears in the trade press, it carries with it an air of impartiality, he said.

Emphasize Convenience

Lalli agreed that education concerned with the proper preparation of macaroni products and sauces is an important industry problem.

"I think that the old-fashioned ideas that the sauce should simmer on the stove is something that we don't have to be concerned about any more," said Lalli. "There are many, many good recipes which are not involved and can be prepared in a matter of just a few minutes. The business of preparing a good spaghetti dinner is no longer the problem that it was in the old days."

"As the proprietor of an Italian restaurant and specialty house, I have never had any problem selling macaroni products. I might say that quality of most products on the market are excellent although in Colorado we pay a premium for egg products because of the better cooking qualities in our high altitude."

Davis declared that while his company has made a special effort to serve the institutional trade with improved quality and portion-control, they felt frustrated because of the lack of brand loyalty—that the bulk institutional business was done on price.

Anseman suggested that the industry could increase institutional consumption by getting establishments to serve macaroni products more often as side dishes.

"Most people think of macaroni products as meat balls and spaghetti or macaroni and cheese," he said. "We should have recipes for the restaurant people which tell how they could serve macaroni products as a side dish."

Packing Important

Watson, whose firm purchases food for restaurants, hotels, schools, hospitals and other establishments, felt that the institutional packaging of macaroni products should be evaluated by manufacturers. The outside of the cases could be dressed up as a sales tool, he said.

"In place of the stenciled brown case, a white case with institutional information such as 'packed especially for the institutional trade' would have sales appeal," he said. "Other copy, such as 'vitamin enriched durum wheat products,' would be a sales tool too."

To help in ordering, invoicing and delivery, Watson suggested that each item have its own number on the case. He also recommended that cooking in-

(Continued on page 16)

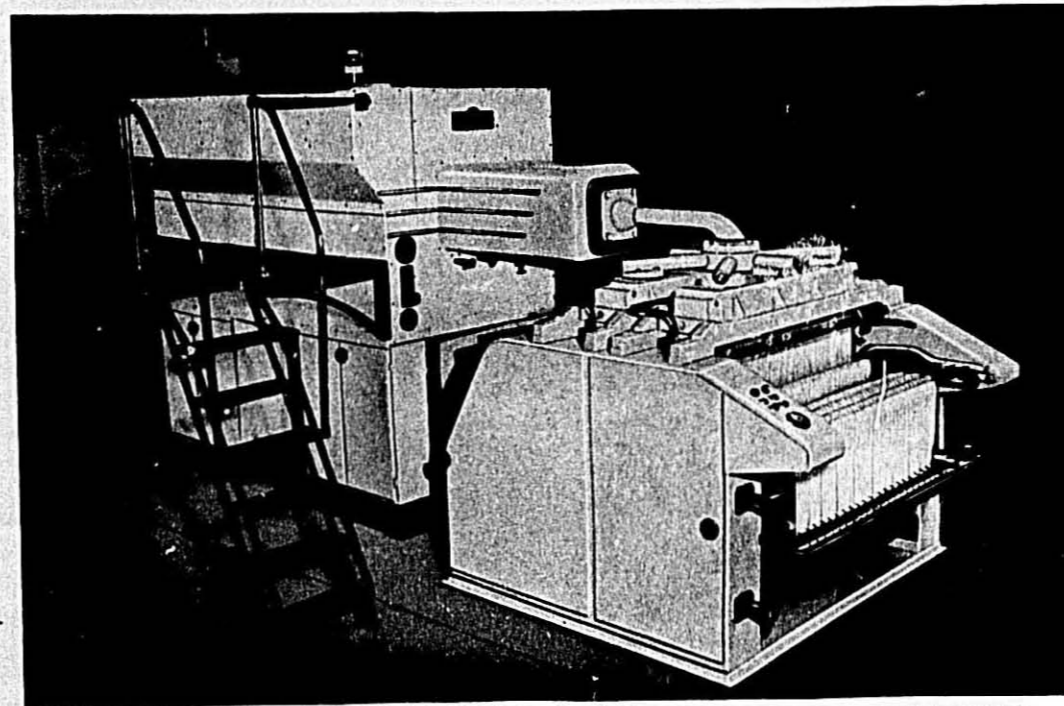
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Institutional Selling—

(Continued from page 14)

instructions should be placed inside every case.

"It is amazing how many of our customers do not know the proper way to prepare macaroni products," Watson said. "Education concerning proper preparation would lead to fewer complaints about the quality of the product. Most of these complaints are due to improper cooking."

On the size of the container, the members of the panel had a difference of opinion. Watson felt that the 20 pound size was the most practical. Bennett felt many operators would prefer a smaller container. Lalli said the smaller packages within the 20 pound container were the most important thing.

"We find it a lot easier to prepare smaller quantities and it keeps the product in better condition," said Lalli.

Merchandising Important

Merchandising ideas are important to increased consumption, said Bennett. "You must merchandise," he said. "We call on all the industries that serve us to come up with new ways to serve their products—new ideas."

"You people have it all built in. Take fettuccine, for example—what romantic names you have! And we don't get the information. We could do wonders with your products if we had the ways and the means. We are not getting this information. The general public is getting publicity, but we need it."

Watson called for more promotional material. He said that if the manufacturers can provide recipes and merchandising ideas to institutional distributors, they will distribute the material and promote the product. However, he pointed out, "we've got a lot of people with about 6,000 items in stock, and they don't have time to promote each one of these."

Past Efforts Cited

Robert Green, executive secretary of the NMMA, pointed out that there has been considerable effort on the part of the Durum Wheat Institute during the past 15 years to promote the use of macaroni products in mass feeding establishments. He explained that a demonstration on durum macaroni foods as money makers was made on closed circuit television at the National Restaurant Association convention program in May which attracted some 3,000 operators. Also, the recipe book, "Economic Gourmet Entrees," was a joint effort of the Durum Wheat Institute and NRA, he said.

"In the past, we were more concerned with branded merchandise going to supermarkets," said Green. "Now, I think we should step out and take some action to capture a larger share of this market."

DeDomenico concluded that increased effort toward the institutional market would result in greater overall sales of macaroni.

"I think that all of us will agree that having macaroni products served properly in restaurants is a most satisfying device," he said. "If people go to restaurants and get a good dish of macaroni products, chances are that they will go to the grocery store and buy the makings for it themselves and try to prepare it themselves. This could reflect an increase for the entire industry."

From GM's Report

General Mills' annual report notes the intense competition that dominated the bakery flour market, both domestic and export, throughout 1963-64. Sharply reduced margins were the results. During the latter part of the year, uncertainty as to the nature of wheat price support legislation made planning difficult for both milling and baking industries. The certificate plan for wheat ultimately adopted, effective July 1, 1964, threatens to increase the cost of producing flour stockholders were informed.

As a counterattack on low margins, the Flour Division during the year launched an all-out effort to reduce costs by streamlining the bakery sales organization, improving mill efficiencies and reorganizing distribution facilities.

Consumer Foods

Commenting on consumer foods business, General Mills continues to grow in the ready-to-eat cereal market, the cake and cookie mix plus frosting mix market, and the refrigerated food lines. The total market for family flour in the United States continued its slow decline. Introduction of the Gold Medal Wondra brand of instantized enriched flour helped the company raise its share of this market to an all-time high.

With the acquisition of Morton Foods, Inc., General Mills stepped into an area of the consumer foods business that has been expanding rapidly. The market for snack foods is growing about 12 per cent per year.

In the market for quality packaged casseroles that command a premium price, General Mills products maintained a dominant position, stockholders were told. "This position is particularly significant because it makes General

Mills a contributor to main dish meals and because the market is expanding despite competition from canned and frozen casseroles," the report says.

Historical Notes—

(Continued from page 4)

the executive secretary of the Northwest Crop Improvement Association, is quoted as saying: "The macaroni industry has become permanently established in America. It was a minor industry prior to World War I, when citizens were just beginning to realize macaroni products were a desirable and wholesome food."

During and immediately after World War I, the macaroni industry in America had sprung into being. Before the war, the United States had imported from Italy up to 76,000,000 pounds of product a year. By 1919 this figure had been reduced to about 30,000,000 pounds, and then the U. S. began actually to export the food.

After the war, this new American industry wished to protect itself against a possible resurgence of Italian competition. It asked for and obtained a tariff. The industry was, at that time, mainly in Italian-American hands, but commerce is no respecter of nationalities. As people of other national origins joined in the manufacture of macaroni, the industry became more definitely American.

The Americanization of the industry was accomplished by a distinct industrial change. In the early days, spaghetti making took place for the most part in one big, poorly lighted room containing a mixer, kneader and press. The machines in those days were usually manned by members of one family who sold their product principally to other Italian-American families, generally from the same little section of Italy as the spaghetti makers.

When the thriving industry began producing for the growing mass market, it entered the Machine Age of mass production.

Parmesan Cheese in Glassine Pouches

Grated Parmesan cheese is now being distributed by Packet Research Corp., Andover, Massachusetts, in single serving pouches for institutional use. Pouches are made of polyethylene coated bleached Glassine on form-and-fill equipment.

Dense Glassine seals in the flavor and aroma of the cheese which is aged 14 months or more. Being highly grease-resistant, Glassine also protects the package against stains from the cheese. Pouches are printed in flexography.

THE MACARONI JOURNAL

SALES BOOSTER FROM GENERAL MILLS



SWEET-SOUR HAMBURGER SKILLET

1 lb. ground beef
1 cup finely chopped onion
vegetable oil
1 tsp. garlic salt
1/4 tsp. salt

1/2 tsp. pepper
1/2 cup water
1/2 cup chili sauce
1 1/2 cups uncooked noodles
1 tsp. sugar

Sauté beef and onion in small amount of hot oil until browned. Sprinkle with seasonings; stir in water and 1/2 cup of chili sauce. Cover; simmer over low heat 20 min. Meanwhile, cook noodles as directed on pkg. Drain; rinse with hot water. Stir noodles into meat mixture; blend in remaining 1/2 cup chili sauce and sugar. Heat through. 4 servings.



TOMATO SAUCE FOR MACARONI OR SPAGHETTI

2 med. onions, diced
1 clove garlic, minced
2 tbsp. vegetable oil
1 can (1 lb. 4 oz.) tomato juice

1 tsp. ground dry basil, if desired
1/2 tsp. sugar
1/2 tsp. salt
1/4 tsp. pepper

dash of cayenne pepper
hot drained boiled spaghetti or macaroni (7- or 8-oz pkg.)

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

Note: If a meat sauce is desired, brown 1/2 lb. ground beef with the onion.



SEAFOOD SAUCE FOR NOODLES

1/4 cup butter or margarine
1/4 cup flour
1/2 tsp. salt
1/4 tsp. pepper
2 cups milk

2 egg yolks, beaten
1 tsp. sherry flavoring or lemon juice
2 cups cooked seafood in large pieces
1 pt. (7 or 8 oz.) cooked noodles

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

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Recipes from the Betty Crocker Kitchens

Eye-catching tear-off pad of eight recipes from the Betty Crocker kitchens. Quick and easy sauces for macaroni, spaghetti and noodle dishes. Displayed at point of purchase, these recipes will stimulate your sales of macaroni products. Another service from General Mills. There are

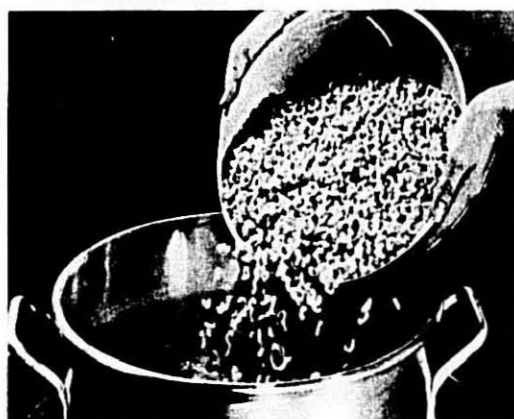
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MACARONI MONEY-MAKERS ON YOUR MENU

Script for National Restaurant Association Demonstration Clinic by the Durum Wheat Institute.



Add macaroni gradually so water continues to boil.



Test for proper firmness by pressing piece against side of pot.

GOOD morning. The growers, millers and manufacturers of durum macaroni products are pleased to bring you a special program, "Macaroni Money-Makers on Your Menu." We will illustrate three very important points about serving macaroni products in a quantity food service operation.

First, we will consider what makes "quality" in macaroni products and the definite advantages quality products have over inferior grades. The term, macaroni products, is used to refer to all shapes of macaroni, spaghetti and noodles. Second, we will try to show you a step-by-step demonstration on proper methods of cooking macaroni in large quantities. Third, you will see how to feature macaroni products throughout your entire menu—in soups, appetizers, salads, entrees, side dishes and even in desserts.

Let's review the standards of quality for macaroni, spaghetti and noodles. Ideally—

1. They hold their original shape when cooked.
2. They are tender yet firm, when cooked, not mushy or sticky.
3. They have a rich, amber color, not pasty white or gray.
4. Individual strands and pieces do not stick together.
5. They maintain their firmness over several hours of holding time.
6. They have a pleasant, bland, nut-like flavor.
7. They have an unseen but important bonus of vital vitamins and minerals.
8. They form low or high calorie dishes—simply according to the other foods or sauces used with them. A one

cup serving of cooked macaroni will contribute only 150 to 160 calories.

An appetizing dish of spaghetti invites your customer to consume it with gusto. If it is too soft, too sticky, your problem is probably due to one or both of these two factors: (1) you're using an inferior product; (2) you're cooking your macaroni product incorrectly. Let's deal with factor one first—an inferior product.

Quality in macaroni products may be defined by calling them durum macaroni products. Durum, quite simply, is the name for the special wheat, which, when processed into granular form or into flour, makes superior macaroni foods. The durum flour or semolina is mixed with water, then pressed through special dies to form spaghetti, macaroni and other shapes. Noodles are made from a special dough containing five

per cent egg solids and formed through slit dies. After drying, the products are ready for packaging.

Durum Means Quality

Careful research has shown that durum wheat and durum wheat alone has all the qualities to produce the finest macaroni products. There are other less costly raw materials such as ordinary hard wheat from which macaroni can be made that will produce products which you might think acceptable. In other words you can "get by" serving poor quality macaroni. But why serve a product that is just "acceptable" when for a fraction of a cent more per serving you can serve the best quality. Naturally, being the best, it costs a little more, but such a very little more. Your key is the word "durum"—"made from 100 per cent durum wheat or semolina" written on the package label. At about 100 main dish servings per 20 pounds your "cost for quality" is 1/10¢ per serving. What is the difference? At 1/10 of a cent per serving you are serving a product that looks good, tastes good, stands up longer on the steam table or in casseroles and spells repeat business. A worth while investment!

Now to our second point. Even the finest of food products, improperly prepared, can be ruined in cooking. All macaroni products are easy to prepare correctly if a few simple rules are followed.

Quantity Cooking Instructions

First, we recommend that you cook macaroni products in no larger than five pound lots in any one container.

To cook five pounds of macaroni, spaghetti or noodles, you will require a 25 quart capacity heavy pot and five gallons of water, one gallon per pound of macaroni. Place the water-filled pot on the range and bring to boiling. Add ½ cup salt, two tablespoons per pound of product. Now, gradually add the macaroni product so that the water continues to boil slightly.

Do not dump the product in all at once as it will stick together and cook unevenly. When cooking spaghetti, coil the strands into the water so they soften. After all the macaroni has been added, stir to loosen any that may be sticking to the bottom. Reduce heat so the macaroni boils slowly and stir occasionally during cooking period to separate any of the macaroni product that may be sticking together. Note the clearness of the water—the true test of a durum product.

Macaroni cooks the quickest with noodles and spaghetti requiring about ½ more cooking time.

Test for proper firmness by pressing a strand or piece with a fork against

the side of the cooking pot. It should be firm, break cleanly and easily and be neither too hard nor too soft and mushy. After a few times you can become quite accurate in testing this way.

When cooked to proper doneness, immediately pour the macaroni into a large strainer. Remove the macaroni from strainer to a steam table tray and add two to three tablespoons salad oil or sauce. Stir to coat all pieces well. Your macaroni product is now ready to serve immediately or to keep warm through your serving period. If the macaroni is for a salad, rinse it with cold water and store in refrigerator. A quick rinse with hot or cold water will separate pieces for mixing. With this simple cooking method there's no need for cooking macaroni products far in advance then attempting to hold them for several hours before actual serving time.

Special Shapes Take Special Care

Specialty shapes, such as lasagna and seashells, will require somewhat individual handling. Be certain to follow the manufacturers directions on the packages.

When preparing a macaroni product that is to be cooked further in a baked dish, cook the product about ¾ the regular cooking period—until the macaroni is "just tender." Then drain and use immediately for best results.

Try this simple method of figuring how much macaroni product to cook. You will get five generous main dish servings from one pound of macaroni product, or 10 to 12 side dish servings from each pound. Consumer size packages of eight ounces will afford you closer portion control if you cook "to order." Or you can order in 10 and 20 pound package lots for economy. Check with your supplier to see all the different shapes and types of macaroni products available.

Now let's take a look at the "Macaroni Money-Makers on Your Menu." Are they really money-makers, or the same standard spaghetti or macaroni and cheese dishes?

Here are some new, appealing, easily prepared and inexpensive ideas with macaroni, spaghetti and noodles that will star in every slot on your menu.

Mac-Snacks

Cocktail hour calls for a snack easily served in bowls at the bar or tables. An inexpensive and unique idea is Mac-Snacks—quick to prepare. Simply cook medium shell or elbow macaroni in boiling water until tender (or use any leftover cooked macaroni). Then while still hot, drop into deep hot fat and cook until the macaroni is golden brown. Drain on absorbent paper and

add seasonings to taste—garlic salt, chili powder, seasoning salt or other. Mac-Snacks will stay crisp over a period of days, offering an interesting new snack food for your customers.

Salads and Soups

Another important area for macaroni serving is in salads. Macaroni products are naturals for salads—acting as attractive, tasteful extenders for more expensive salad ingredients. Macaroni can turn a compact salad mixture into a light, refreshing main dish or accompaniment.

For instance, here's a cool refresher that does double duty as a main dish when prepared with shrimp and a side dish when prepared with spiced peaches. Made with elbow macaroni, it features a brisk sweet-sour binder.

Soups also may be improved with many forms of macaroni products. Here, for example, is a delicious meat ball macaroni soup. Prepare it first as a concentrate, then freeze it if you wish, adding water and then heating to serve.

Elegant Entrees

Of course, the natural menu spot for macaroni foods falls under entrees. There is no limit to the delectable macaroni main dishes your menu can carry. Why not Baked Chicken and Noodle Casserole—tops in flavor and ease of preparation. Prepare it by combining a basic white sauce made with chicken broth and nutmeg, with cooked chicken, mushrooms, noodles and buttered bread cubes. Bake it until bread cubes are crisp and golden brown. You'll find it popular for both noon and evening service.

Here's a new vegetable side dish idea to add interest to that menu course. Try this updated old fashioned favorite — Macaroni Corn Bake. Combine cooked macaroni with thinly sliced carrots, creamed corn and seasonings. Bake it and then serve with any meat fish or poultry entree.

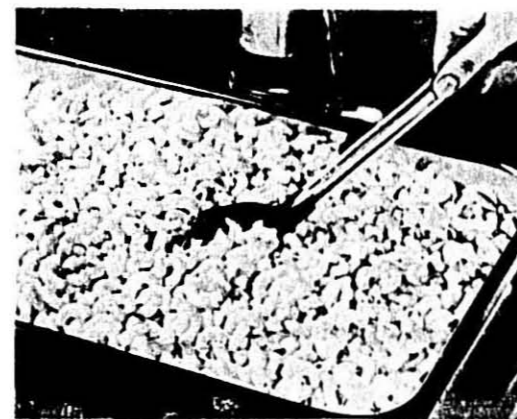
Delightful Dessert

Here, to end this menu travelogue, is a regal dessert—to top off a splendid meal. It's a luscious Banana Crisp Dessert featuring a smooth filling, made with packaged pudding mix spooned on pie plates or two inch deep baking pan lined and topped with crisp sweetened French fried fine noodles. Chill until firm then serve as needed.

Take your pick from these macaroni menu money-makers—make one or all of them "money-making" specialties on your menu. It's simple with the top quality durum macaroni product available to you.



Pour cooked macaroni into strainer and remove to steam table tray.

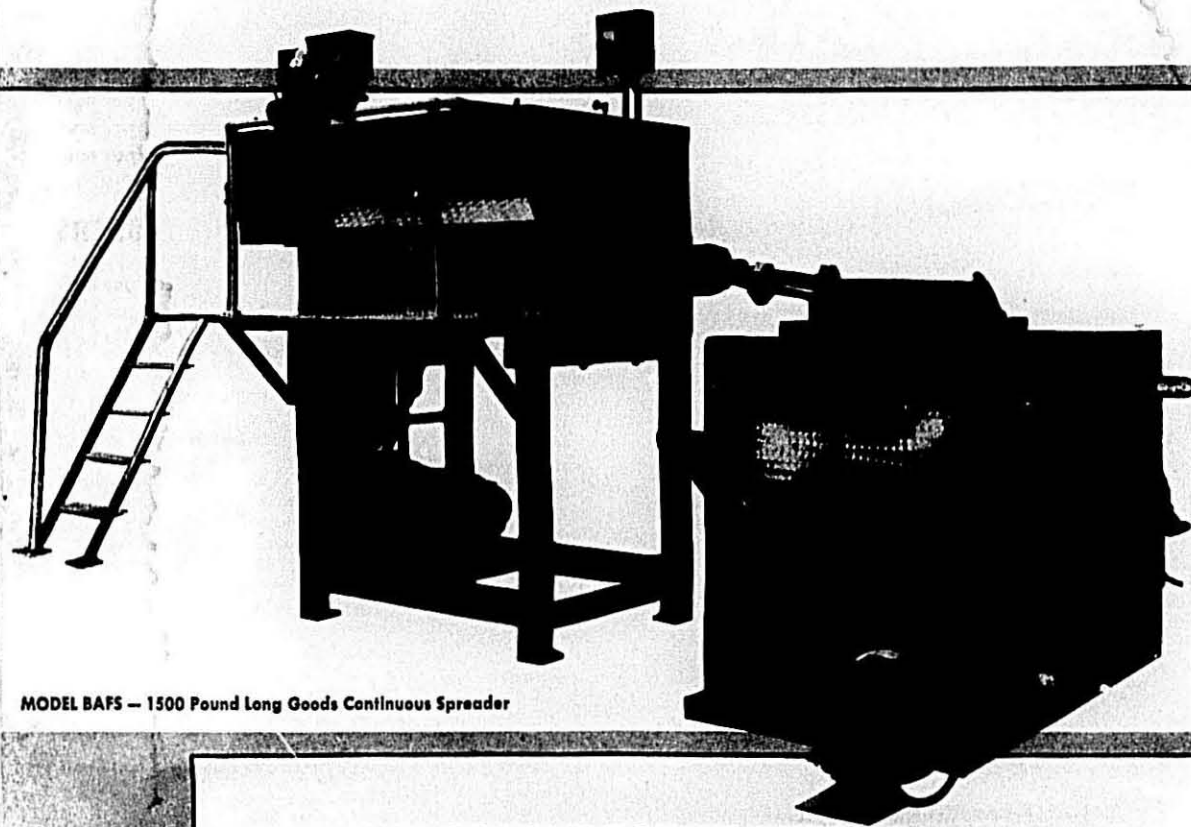


Add salad oil, stir to coat pieces and macaroni is ready for serving.

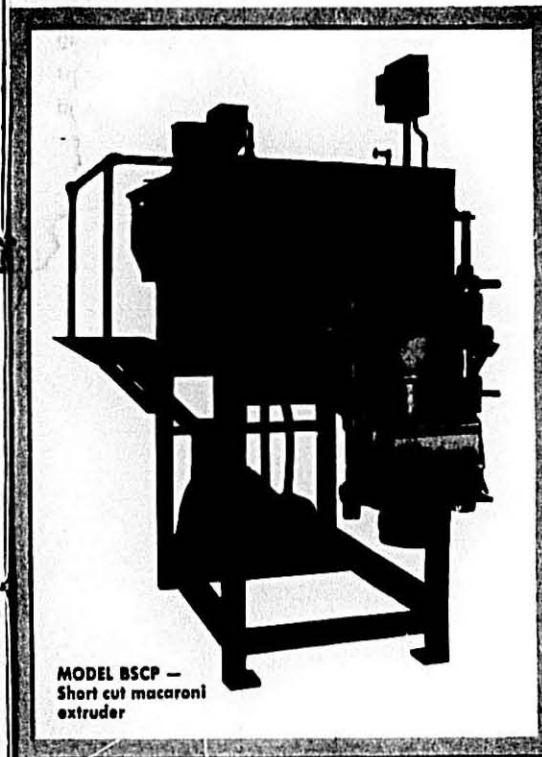
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THESE EXTRUDERS AND DRYERS ARE NOW GIVING EXCELLENT RESULTS THROUGHOUT THE UNITED STATES IN A NUMBER OF PLANTS.

*patent pending
**patented

***NEW
**NEW
NEW**



Alan R. Pascale

Ad Man to Skinner's

Alan R. Pascale has been named assistant advertising manager of Skinner Macaroni Company, Omaha, Nebraska.

He was an account executive with Bozell & Jacobs, Inc., advertising and public relations agency, since graduation from the University of Omaha in January, 1950. His work included a wide range of advertising public relations and community work.

In military service following graduation from Officers Candidate School in 1952, he was news editor of Pacific Stars & Stripes in Tokyo, Japan, for two years.

Mr. Pascale is also the newly elected president of the Nebraska Chapter, Arthritis & Rheumatism Foundation.

Data Processing For Skinner

Glenn Van Dyke has joined Skinner Macaroni Company, Omaha, Nebraska, and is in charge of the firm's new Univac 1004 data processing system.

Mr. Van Dyke had been with Univac for more than 22 years, most recently as systems analyst in the Omaha office.

Mr. Van Dyke now is programming Skinner's Univac 1004 for the firm's daily billing, packing reports, monthly sales analysis, warehouse reports and other data. Over the next 12 months, several additional programs will be phased into the 1004 system.

Skinner Sales Manager

W. E. (Bill) Clark has been named sales manager of Skinner Macaroni Company, Omaha, Nebraska, by President Lloyd E. Skinner.

He succeeds Nap Beauregard, who resigned the position of vice president in charge of sales and member of the board of directors to enter the food brokerage business.

Mr. Clark will direct sales and distribution of all Skinner macaroni, spa-



Glenn Van Dyke

ghetti and egg noodle products through the company's sales force and food brokers in its 21-state trade territory.

Mr. Clark had been assistant sales manager for six years. Prior to that he was Skinner division sales manager in Atlanta, Georgia, for eight southeast states for six years. He joined the Skinner sales force after several years as a salesman for Wendt Food Brokers, Oklahoma City, Skinner representatives then and now.

Grocery Store Products Splits Stock

Grocery Store Products Co. stockholders on July 21 approved a two-for-one split of the company's common stock.

In recommending the split to stockholders, directors explained that the increased number of shares outstanding would be more in keeping with the present size of the Company and would reduce the price per share to levels more convenient and attractive to more investors, thereby facilitating wider distribution and broader marketability of the Company's stock with greater interest in its products and operations.

Sales for the first half of 1964 were \$6,718,390, against \$6,600,938 for the like 1963 period. Net earnings after provision for taxes, for the first half of 1964 were \$432,511, or \$1.32 a share for the 328,559 shares outstanding at June 30, against \$380,115 for the first six months of 1963, or \$1.19 a share for the 323,739 shares then outstanding.

Grocery Store Products Co., has food processing plants at West Chester, Pennsylvania, Libertyville, Illinois and Los Angeles, California. The Company manufactures and distributes nationally BinB Broiled in Butter Mushrooms, Kitchen Bouquet, a magic blend of vegetables and spices for making gravy and cooking meats, poultry and fish, and Cream of Rice, a hot cereal. It also



W. E. Bill Clark

manufactures and distributes Foulds macaroni products in the middle west and Gold Medal macaroni products in southern California and Arizona.

For Advertising

Ernest M. Lundell has been named vice president of advertising and merchandising of Grocery Store Products Co., according to Col. E. W. Garbisch, chairman of the company.

Stokely-Van Camp Boosts Earnings

Record sales and a 37 per cent increase of net earnings for the fiscal year ended May 31, 1964 were reported for Stokely-Van Camp, Inc., Indianapolis, Indiana, by its president, Alfred J. Stokely.

Mr. Stokely attributed the improved earnings primarily to the record sales and improved profit margins of "Stokely's Finest" and "Van Camp" canned foods. Other significant factors contributing to increased earnings were the results obtained from the recent expansion of the company's can making operations and the improved operating results of all subsidiaries.

R. H. Bingham

Robert H. Bingham, 46, administrative vice president and research economist for the Grocery Manufacturers of America, died of a heart attack at his home on July 15.

He had been with GMA since 1947 and was named vice president in 1953. He supervised the association's research, editorial, and public relations activities, and prepared the GMA Barometer, an economic report to food manufacturers.

He had done extensive research on the farm-to-table price spread and was considered one of the most knowledgeable persons in the nation on the subject.

Doughboy Safety Record

A record of 180 days without a lost-time injury has been established by employees of the Doughboy Industries durum flour and semolina mill, and formula farm feed plant in New Richmond, Wisconsin.

And the goal of the mill and plant safety committee is to keep that record perfect right through the balance of the year and into 1965, and to reach that objective the group has launched a new, stepped-up educational campaign.

Ray Wentzel, Vice President of the Milling Division, commended the safety committee and the employees for the safety record at a recognition dinner at the River's Edge in Somerset, Wisconsin.

James Miller, chairman of the committee, presided. Ray Brinkman, who has charge of the mill and plant, and Dan Lopour, safety engineer for Employers Mutual of Wausau, gave brief talks.

Milling Administrator

International Milling Company, Inc., Minneapolis, has announced the promotion of John W. Olsen to the newly created position of director of administration for the firm's U.S. Flour Milling Division.

By Bread Alone

Twelve young men at Michigan State University thrived on a high-wheat diet that included no other protein source for 50 days, in an experiment conducted in the nutrition department at the university. The research was conducted by a graduate student from Iran and her nutrition professor, Dr. Olaf Mikkelsen.

The 50-day diet totalling 1,750 calories daily included bread, cooked cereals, noodles and other wheat foods, as well as vegetables, fruits, butter without whey, jam, water and coffee. They had no milk, cheese, eggs, or other protein sources.

The research showed that the young men obtained enough amino acids to sustain their needs.

Also, the study participants said the diet was not unpleasant. A typical evening meal included spaghetti with a sauce made of tomatoes and other vegetables, a cabbage salad and apple pie. Fresh-baked bread or rolls were served at each meal, with each man eating about one pound of bread every day.

Durum Show

The United States Durum Show will be held at Langdon, North Dakota, October 20-21.

Council Comment

A study made recently by the Food Trade Marketing Council points up several factors concerning what retailers want from manufacturers promotions:

1. Fast movement and dollar volume are the two most influential factors which sell a retailer on choosing a particular promotion.

2. Retailers are enthusiastic about manufacturers deals which offer "cents off." Preference is for no special label but this is not a requirement for participation.

3. One month lead time for a major tie-in is preferred by a good number of retailers. An almost equal number prefer two months.

4. The most successful promotion is the dollar sale—sales offering multiple units for one dollar. Multiple unit sales of less than a dollar such as 4 for 89 cents are the next most successful.

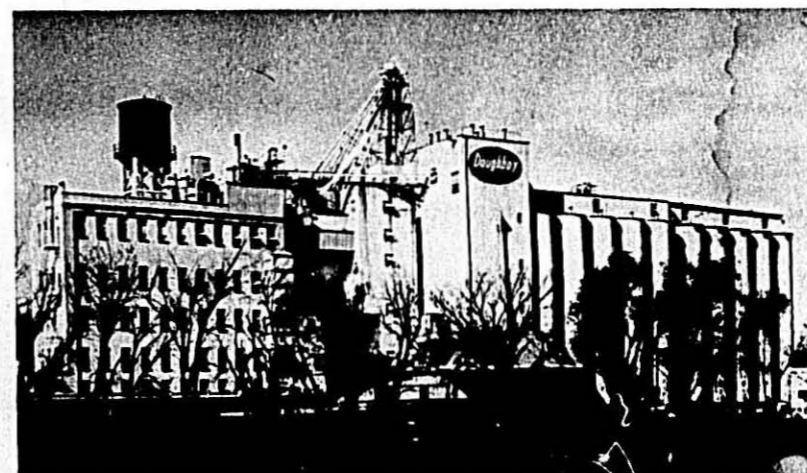
Calories in Macaroni

Department of Agriculture Handbook No. 8 has recently been revised with important data for macaroni and noodles products. Calorie count for 100 gram portion (3.5 oz.) for tender cooked macaroni has been set at 111; 125 for egg noodles.

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THE DYNAMICS OF CHANGE

by Theodore R. Sills, Public Relations Counsel to the National Macaroni Institute

WE are living in a changing world today. We are selling to a changing market and our consumer is in a constant state of change and thrust. The values as we all know them are changing. The morals, as we knew them, certainly are changed and modified. And the people whom we know and with whom we deal are subjected to violent and catechismic changes.

Probably the trouble with the world today is that things won't be as they used to be and people won't stay in their places. So as long as people and things refuse to be static, we, in our selling, in our living, and in our thinking, must become part of this dynamics of change.

What Are Our Markets?

What we are all concerned about, of course, is our market today and our market of the future. We are interested in things that affect things that people do and things that people think about and the things that they do and think about so that they can have a direct effect on our sales. I think this is why Market Facts, the recent study of the sample group of the American public, was done, so that we could draw a profile of our customers. So that we could learn what they like, what they want, what they don't want, and what they dislike about our products.

We think it is healthy to look back in order to plot more fully our forward progress. The interesting thing about a program such as ours is that you see it evolving year after year but you really don't realize the tremendous impact and effect a program like this has. In the last six years there have been more than 6,000,000,000 consumers impacts.

Buying Groups Reached

Every segment of the consumer buying groups whom you depend upon for the sales of your products have been reached and have been motivated over and over again. Probably, many of you feel that the program is the same and has been the same year after year. This is not true. We have changed this program to suit the changing conditions of the American life. The program of today has no relationship to the program of five years ago or of ten years or even of next year when the program will again be different. One part of our program that is not changeable is the media which uses our programs and our materials. In a way we have the same problem that manufacturers have. Your



product, more or less, is always the same. Our product, too, is always the same. That is, we always have to go to the same media. And while your product is the same your advertising, your promotions, your merchandising and your sales programs change.

Our media, like the advertising media, just does not change.

But our presentation to the consumer does change. Every year we appeal to the same lines in a different way. From year to year we change our emphasis to certain audiences and then from time to time we bring in new audiences. The reason for this is to meet the changes in conditions in American life today.

Many Categories Cited

The American market is one huge market. It is also many markets. Probably to a greater degree than any other nation in the world, the American market has a tendency to fragmentize into many categories. In the case of macaroni, for example, we are constantly appealing to the entire American market yet we take cognizance of the unmarried group, the teenage group, the labor market, the negro market and the rural market.

All through our programs for the general American market we have hit very hard on three general appeals—economy, versatility and convenience. These things, I believe, are well established and if you study the results of the Market Facts survey you will see that in all groups, frequent users, infrequent users, non-users, one thing that they all concede is the fact that

macaroni products are economical, versatile and have convenience.

Teen Age Emphasis

Among the changes in the program that have been most interesting has been our emphasis on the teenage market. Teenagers are the future of the macaroni market as well as our most important present buyers. At present the teenage population is about 22,000,000 and their dollar expenditures are about \$12,000,000,000 of which over \$3,000,000,000 is spent on party and family foods. Four out of five teenage girls do the marketing for their family food. Ninety-six per cent of them help plan the meals, seven out of ten share in the brand decisions with their mothers, and nine out of ten help to prepare an average of eight meals a week. This gives you an idea of the tremendous importance of kids.

Statistics Show Trends

To show you what is happening to the appearance of the United States, it has been estimated that by next year 40 per cent of our entire population will be under 20 years of age. By 1970 more than 50 per cent of our population will be under 25 years of age and today 40 per cent of all the brides are still in their teens. This means that the average age for girls today is something like 19.2. And one out of every six teenage wives has two or more children.

How do these figures check with the survey? We find that in the under 25 years of age group 60 per cent were

(Continued on page 26)



Consumer Attitudes Toward Macaroni Products

A study by Market Facts, Inc. for the National Macaroni Institute is available to members only. Isn't this a good reason to join?

NATIONAL MACARONI INSTITUTE

P.O. Box 336, Palatine, Illinois 60067

Dynamics of Change—

(Continued from page 24)

frequent users; 56 per cent were frequent users in the 25 to 34 years and 51 per cent in the 35 to 44 year age group. In the group 55 years or older only 34 per cent were frequent users. These figures were on the macaroni segment of the survey. The percentage runs slightly lower for spaghetti.

Macaroni—A Growth Industry

These figures indicate that we have a growth industry. With our market of youth gradually increasing, it means that the industry is in a growth pattern and that sales will constantly increase.

Of course, this calls for a hard continuing program aimed at the teenage market, not only on our part public relations-wise, but on the part of macaroni manufacturers, who must try to sell a brand and get the brand firmly established for the future. According to figures, the kids of today have no brand loyalty. The fact that their mothers use a brand does not necessarily mean that they will. It often means that they won't. Consequently, if you have your brand impregnated with the present buyers, unless you do a teenage youth job in selling your brand to the kids, you are liable to find your share of the market slipping.

The pattern is a little different with noodles. Your under 25 age group has a frequency of only 29 per cent of eating noodles. Noodle eaters reach their peak at 35 to 44. This indicates that you should have your emphasis on the youth group to acquaint them with the uses of noodles and the ease of preparation.

Cooperative Publicity

Another important change that was made in the program was one of heavy cooperation between macaroni and related food manufacturers and processors. This was in relation to our large Lenten promotion in 1959 when we worked up a tie-in with the Spanish green olive people, Carnation and the salmon people. We had heavy publicity drives in all the segments of the program and the program was backed with four-color posters and more than \$500,000 worth of advertising. This was the first big push on the related item program which we have been into more and more.

During Macaroni Week alone in 1959, there were 53 cooperative organizations sending out releases and spending money for advertising in selling their product and macaroni.

Convenience Theme

We had another swing in 1959 when we hit the convenience of macaroni very hard. This program was called

M-M-M Macaroni—Macaroni Meals in Minutes, and here the whole job was educating the homemaker to the built-in convenience of macaroni products and for quick and easy meals.

This was at a time when there was a great surge of convenience frozen pack macaroni products and we were trying to combat this with our own story of the convenience of our products. And then last year, in addition to our regular consumer themes, we had another change with the emergence of our Macaroni Calendar. We sent out 3,600 of these calendars to the advertising managers, the macaroni buyers and executive officers of the chain stores, both voluntary and cooperatives. In addition, we put out our two Macaroni Art Galleries, brochures which showed macaroni photos available to the chain stores for use in newspaper advertising. The purpose of this calendar was to merchandise the public relations program of the National Macaroni Institute, to make the chains and supermarkets aware of the tremendous amount of continuing impact on the consumer month after month.

Consumer Attitudes Study

Let's see now what the survey means to your public relations program, and you might think of your own advertising efforts.

The survey shows that by occupation blue collar workers are the most frequent users of macaroni products. For years our publicity has been aimed at one of the fragments of the market—the labor union market. And there is no questioning the fact that this effort should be continued and expanded.

An interesting point that the survey brought out is the comparatively low use of macaroni products in the Midwest. This doesn't refer to metropolitan areas such as Chicago, Minneapolis, Milwaukee, Omaha, etc. I think that it shows consumption of macaroni products is very low in the rural and small town areas. In our opinion, this calls for a heavier effort among these groups to raise their frequency of use.

Macaroni/Spaghetti Offers

Another point brought out in the survey was that the people who eat macaroni most frequently are also the most frequent spaghetti users. This would indicate, we believe, that in merchandising and promoting macaroni products at the retail level, additional sales could be secured by a joint promotion of both of these products. If you have a merchandising promotion or deal to the public featuring macaroni, it would seem that instead of offering two packages of macaroni at so many cents for the two that a combination offer of two

packages of macaroni and two packages of spaghetti could very well be effective and could increase your sales of the product.

Develop Low Calorie Image

One of the major problems we face is the problem of diet and starchiness. In the consumer survey, it is agreed among frequent users, infrequent users and non-users that macaroni products are fattening. Almost half of the non-users of macaroni products give as their reason the fact that they don't like starchy foods or that they are on a diet. This indicates that considerable development work and a large amount of promotional effort must be made on the low calorie concept of macaroni. A large amount of that is our part and certainly some effort on the part of the macaroni manufacturers. This image can be softened but it probably can never be completely changed.

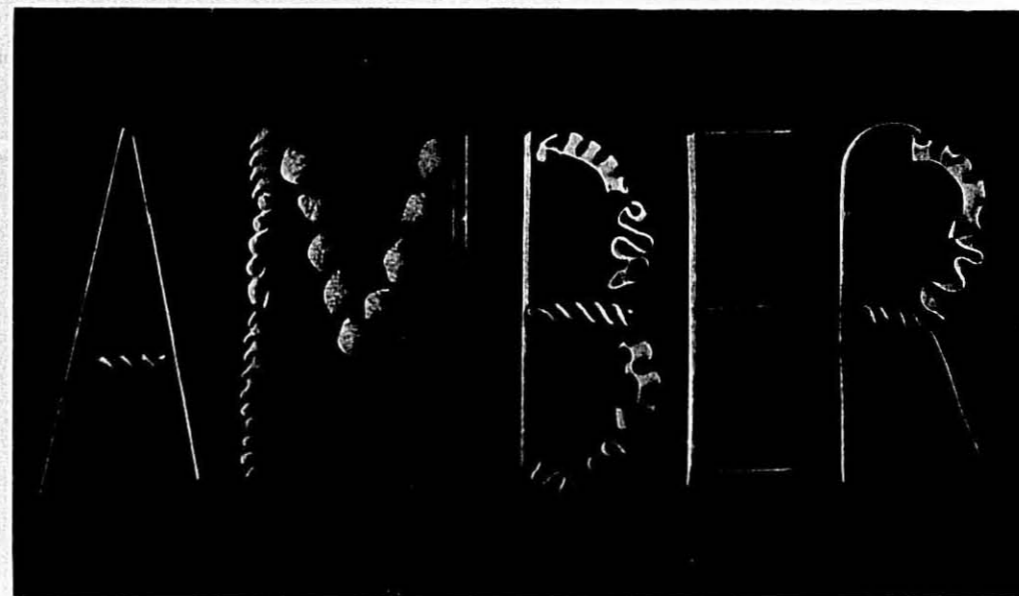
It is also interesting to note the survey shows that frequent and infrequent users share the belief that macaroni products are fattening. This doesn't seem to make too much difference in the category of users. In other words, people who like macaroni products and who serve macaroni products acknowledge that these products are fattening but they serve them and eat them anyway. Apparently, it is how they feel about the product that is of the greatest importance.

Peculiar Paradox

Here is an interesting paradox which may stimulate some thought. There is a great wave of weight reduction in this country. Macaroni users and non-users both feel that macaroni products are fattening, yet there is an increase in per capita consumption of the so-called starchy and fattening foods!

Let's look at this paradox. On one side we have the feeling that macaroni foods are starchy and fattening. We also have perhaps 40,000,000 people who are always on a diet. Therefore, they will not eat starchy, fattening foods. Yet, in the last six years with a population increase of approximately eight per cent, macaroni sales have increased about 15 per cent. Potatoes, probably the starchiest of all the foods in the concept of the American public, have increased about 10 per cent. Of course this gain came from the convenience of instant and frozen potatoes. When they came out with their convenience food, their consumption showed a sharp upturn. Rice and candy has had an increase in consumption. So, this has got to be a paradox. Apparently, the American dieter has a virtuous desire to reduce but he still continues to eat what he wants. Or perhaps the concept of a

(Continued on page 28)



TO INSURE QUALITY IN ANY MACARONI PRODUCT, ALWAYS SPECIFY AMBER

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

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

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

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Dynamics of Change—

(Continued from page 28)

product being fattening just inhibits sales? In other words, if our product were not fattening, our sales curve would be at 30 instead of 15. I don't know the answer. I can only present the paradox for your consideration.

If it is true that 21 per cent of the non-users do not purchase macaroni products because they feel that these products are fattening, but that the people that do regularly use macaroni are of the same belief and eat macaroni products anyway, are we to assume that if we were to change the concept of macaroni to the softening of the diet objections, we can persuade more non-users to eat macaroni? Or are they not eating macaroni products because they don't care for macaroni products? We don't know. There are several points about which we have no information that might call for further survey action. There is still no question of the fact that a lot of work has to be done on altering the image of macaroni as a fattening food. We have to definitely start on that hinge.

Negro Market

There is one additional area that was not touched by the survey and calls for an additional survey in the future. This area is the American Negro market. It is one of the most important fragments on the American market today. There are 19,500,000 Negroes, more than the entire population of Canada. They have expendable income in excess of \$22,000,000,000 a year, a greater expendable income than the whole of Canada. The average white family is 3.5, the average Negro family is 4.6 per family. The average Negro family buys one and a half times more food than the average white family. Why is this? The Negro entertains more at home. He feels unwelcome in restaurants so when he does entertain, he buys more food at home. The average Negro, as his economic situation increases, has fewer places to put this money than the average white man. The Negro can't buy a better home wherever he wants to go. So, he takes his new income and he puts it in material things. He puts it in status symbols. He wants to own a good car, because this is a status symbol. At his parties he drinks and serves Scotch, which to the Negro, is a status symbol. The total Negro population, consume more Scotch than the whole white population put together. It is a status symbol, they have the money to spend and they are spending it. This is true of food right down the line.

Presumably, the Negro is a good spaghetti, macaroni, noodle eater. We don't know. We are going to need a survey to tell us. If it is true, we are going into the Negro market with our public relations efforts. This will call for advertising and promotional efforts by macaroni manufacturers of their own brand names to capture this important market.

Recommendations

Briefly, here are our recommendations for 1965 and the future programs:

1. Heavy emphasis on the teenage and the young married market. This is our market of the present, they are the heavy users and this is our market for the future.
2. Strong emphasis on combating the persistent belief that macaroni products are fattening. This means a low calorie promotion both in our public relations activities and on the part of the macaroni manufacturers.
3. A stronger job on noodles at the teenage and young married level in order to gain noodle consumers at a younger age and to keep them longer.

This, then, is your program for 1965 and probably for many years to come. We have a lot of selling ahead of us we have more knowledge than we have ever had before and I think it is up to us to capitalize on that knowledge and do a real hard selling job.

Hayssen in Canada

Effective September 1, all sales and services of Hayssen packaging machinery in Canada will be handled by the newly formed Hayssen Canada Ltd., a wholly owned subsidiary of the Hayssen Manufacturing Company, Sheboygan, Wisconsin. The announcement was made by William A. Hayssen, president of both companies.

"Our new subsidiary will provide skilled service and experienced sales counsel in packaging for our Canadian customers," said Mr. Hayssen. He explained that the expansion of Hayssen's activity in Canada was made at this time because of the recent purchase of Griswold Engineering Ltd. by Canadian International Paper Company. Griswold has represented Hayssen in Canada for many years. "However, it has long been our policy to avoid associations which could present a conflict of interest between a packaging machinery manufacturer and a packaging material supplier," said Mr. Hayssen.

The main offices of Hayssen Canada Ltd. have already been established in Toronto. Additional branch offices will be opened shortly to provide coverage in every Province.

Educational Efforts

The ad on the page facing will be run in the October issue of Practical-Forecast for Home Economics offering a recipe folder for "Spaghetti, Plain and Fancy." This is being prepared for the National Macaroni Institute by Theodore R. Sills & Company.

Last year "Macaroni Money-Savers" was a highly successful placement. More than six thousand requests from home economics teachers from all over the country took about 150,000 folders. The penny-wise main dishes for budget-wise cooks included Noodles Carnival, a colorful casserole for a meatless meal; stuffed Frankfurter Macaroni Casserole, everybody likes this pair of favorite foods; Spaghetti with Meat Sauce, a classic recipe, and great for a crowd; Macaroni Ham Salad, marvelous for a buffet party meal; Noodle Ring with Chicken Sauce, a "show-off" dish to impress your guests; Spaghetti-Tuna Bake, a brand new version of a family favorite.

The year before the suggestions were for party menus with macaroni products for the New Year's Eve buffet; Cherry Noodle dessert for St. Valentine's Day supper; "Irish" Spaghetti for St. Patrick's Day; Ham Diplomas on Macaroni Salad for Graduation Day; Bewitched Macaroni for Hallowe'en; and Tree Trimmers' Spaghetti and Meat Balls for Christmas Eve. Requests are still being received for these folders.

Another recipe folder still being asked for is The Cook's Tour through Modern Macaroniland, U.S.A. offering regional favorites. There are noodles the Creole way; macaroni the Alaskan way; perfect spaghetti New England style; macaroni salad like it's made by the Pennsylvania Dutch; exotic Oriental-American noodles; Southwestern Chili Beef Spaghetti; hearty spaghetti Italian-American style; blue ribbon macaroni the Great Lakes way.

Background material made available to teachers includes "Macaroni Products—Versatile Foods," "Who Puts the Hole in Macaroni?," and a listing of varieties of macaroni, spaghetti and egg noodle shapes.

Wall charts available show the versatility of macaroni, spaghetti and egg noodles. "Durum Macaroni Foods from Farm to Table" shows history, processing, uses and nutritional values. It is sold by the Durum Wheat Institute at fifty cents each or \$31 a hundred. Morton Salt Company has a poster "The Great American Pasta Time." This is available only to Morton's men for in-store display. The National Macaroni Institute will cooperate with Morton to distribute them to educators who

(Continued on page 38)



Spaghetti — family favorite and gourmet's choice . . . is tops with teens, popular with children and enjoyed by adults. It's an economical food as suitable for elegant company fare as it is for hearty everyday meals. The proper method of preparation should be a part of every cook's basic knowledge. Schedule a spaghetti cookery lesson for National Macaroni Week . . . October 15-24.

Spaghetti is only one of over 300 different shapes and sizes of macaroni products. Other macaroni products are egg noodles — fine, medium and wide — and macaroni elbows and shells. "SPAGHETTI . . . Plain and Fancy" is the title of a new recipe leaflet which shows how easy it is to prepare internationally famous dishes such as Spaghetti Carbonara and Fettuccine Alfredo, as well as the American favorite, Macaroni and Cheese.

FREE!

Use the coupon on page to order your classroom copies of "SPAGHETTI . . . Plain and Fancy."



The NEW DEMACO

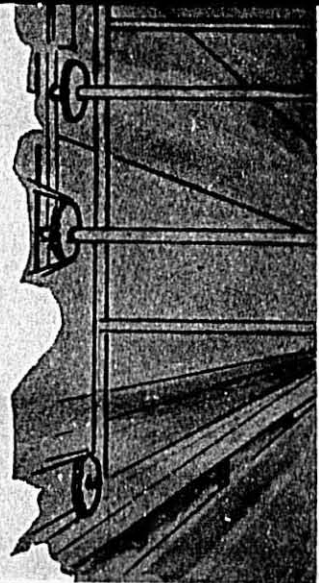
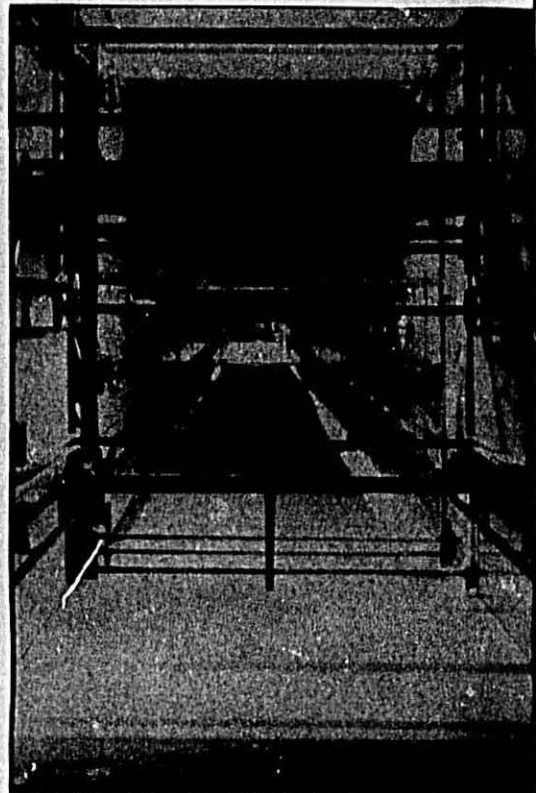
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The Salt Seller

Pushing pasta, or any other profitable category for the grocer, helps sell Morton's salt, says Advertising Manager Dick Day.

Morton's Salt has done a fine job of national advertising for a long time, and this is essentially what its representatives had to sell when it went in to call upon the supermarket buyer. After the novelties of advertising and packaging were proclaimed, the buyer, observing the fact that consumption cannot be increased greatly and that the product is hard to handle, and the margins are not the best in the world, would ask: "What's new?"

Altruistic Approach

The new idea in the new approach is to be completely altruistic and help the grocer sell profitable merchandise—most of which is used with some salt. "If the Morton representative is looked upon as a man who is bringing in good ideas and not just an order pad for more salt sales, he will be more welcome," says Mr. Day.

One of the first posters developed by Morton was an art masterpiece on the variety of cheeses. It had no mention of Morton's on it. The grocers thought it was great. The American Dairy Association thought it was great. Kraft Foods thought it was great and wanted to put some up. But Morton's said "No—it is no longer a Morton contribution if a Kraft man puts up the display."

The cheese poster was followed by one called "Yellin' For Melon" then a focal point for Hallowe'en merchandise, premised on the fact that the candy industry did a tremendous job for point-of-sale material at this. But there were many other products that needed promotion as well — like popcorn — with salt. But again there was no mention of Morton on the material, so the grocers gratefully used them and thought well of the Morton Salt Company. Some twenty thousand stores utilized the display piece.

Pasta Poster

Recently Morton's has developed three attractive posters: "A Teacher For the Apple," which shows a variety of uses for this favorite fruit—"Life of the Party Snacks," which has interesting serving ideas for produce, one of the grocers' more profitable departments — and "The Great American Pasta Time." Tear-off recipe pads with red, white and green backgrounds offer recipes for basic tomato sauce, seafood tetrazzini, manicotti, lasagne, chicken cacciatore, shrimp-and-macaroni salad. On the bottom of the recipe it says sim-

The great American Pasta Time

MORTON PASTA. Flat "angelini" available in various widths with point or beak edge. Popular for casseroles and stews.	TUSCAN PASTA. The most versatile pasta. Traditionally recipe for macaroni and cheese casseroles, or cold salads.	STUFFED PASTA. One large size. Seasoned fillings complement the bland flavor. Fry smaller sizes for casseroles.
SHAPED PASTA. The pretty pasta. Add cheese and butter. An everyday macaroni recipe. They fit shapes available.	MACARONI. Pasta made with egg. Highly nutritious. Delicious hot or cold. Dress, spruce, sauté, or use with sauce.	RICE PASTA. The classic "angelini" single strands or cut into shells. 1940s classic and tradition in white wine sauce.

Any pasta worth its salt is worth Morton

MORTON SALT MORTON SALT MORTON SALT MORTON SALT MORTON SALT MORTON SALT MORTON SALT

ply: "The trick to perfect pasta is the cooking. Follow the rules of salt—two tablespoons of Morton salt to four quarts of water."

Large Size

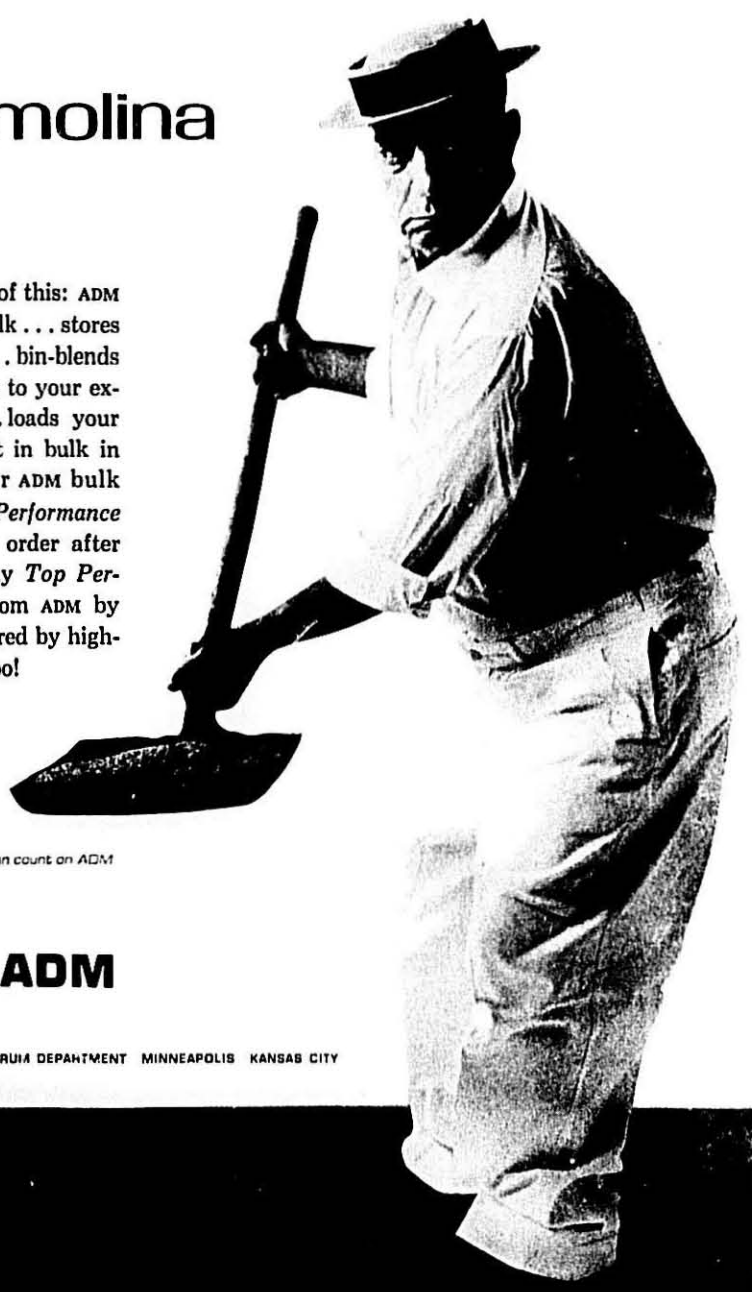
The posters measure 29 inches in width by 52 inches in height. The bottom 10 inches shows the Morton package with the trademark girl with the

umbrella and the slogan "When It Rains, It Pours." Captioned across these reproductions is the statement "Any Pasta Worth Its Salt Is Worth Morton."

The posters are frankly arty, because, as Mr. Day says: "To go cheap is foolish—you must have an idea that appeals to the sophisticated grocer." They cost approximately 40 cents apiece.

so who buys semolina in bulk?

You maybe? If so, get a load of this: ADM buys the durum harvest in bulk . . . stores it in bulk . . . mills it in bulk . . . bin-blends the resulting durum products to your exact specifications in bulk . . . loads your order in bulk . . . delivers it in bulk in sealed-tight Airslide cars or ADM bulk trucks. Result: uniform *Top Performance* durum products order after order after order. Of course you can buy *Top Performance* durum products from ADM by the bag and have them delivered by highway, waterway or railway, too!



Where top performance counts, you can count on ADM



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY

Olin Cellophane Consolidates Headquarters

Olin Mathieson Chemical Corporation has announced that its new headquarters for Olin Cellophane is open in Pisgah Forest, North Carolina. A complex of new buildings for the first time brings together research, sales, and production units formerly located in New Haven, Connecticut, New York City, Asheville, North Carolina, and Pisgah Forest. One building is devoted to the Film Development Laboratory and another houses the General Sales Offices. Cellophane Research occupies half of the third building. The other half is used for the research activities of Olin's Ecusta Paper Operations which manufacture lightweight printing and other specialty papers here.

Commenting on the purpose of this change, Dr. John H. Truesdail, vice president and manager of Olin Cellophane, cited it as a major factor in Olin's program of improving its services to customers and helping manufacturers develop the best possible cellophane packaging for their specific markets.

Olin has two cellophane plants, one in Pisgah Forest and the other in Covington, Indiana. Pisgah Forest is in the western part of North Carolina, 30 miles from Asheville.

Packaging Torture Chamber

A keystone in Olin Cellophane's program to accelerate services to packagers is the new Customer Acceptance Laboratory. This Customer Acceptance Laboratory, located in the research building, includes six rooms that can duplicate the temperature and humidity of any region in the world, from arctic cold to equatorial heat. Examining packages for their weather stamina in these rooms is not considered enough, however. In other parts of the laboratory packages are dropped, tumbled and given other kinds of abuse they might encounter in shipping, in the supermarket and in the home. With its many devices for package destruction, this laboratory has been called the "torture chamber of packaging."

This laboratory is one of a series of customer-oriented services introduced this year. Other innovations during the year included marketing services to assist customers in broadening their sales and a distribution service designed to reduce customers' inventory costs and provide rapid delivery.

Bringing the laboratories close to manufacturing operations will increase



Centralized research, sales and promotion. In front of Olin Cellophane's new research building, Pisgah Forest, North Carolina, are the following Olin Cellophane executives, left to right: R. S. Heiler, production manager; Dr. W. S. Koghan, director of research; Dr. John H. Truesdail, vice president and manager; G. W. McCleary, director of marketing; and J. D. Willis, project manager.

efficiency and speed problem-solving, according to Dr. Truesdail.

One important advantage of the move, for example, is that the laboratories can make use of computer and other equipment in the production plant.

Customer Acceptance Laboratory Functions

Broadly, the Customer Acceptance Laboratory has two main functions: It tests new Olin-developed films under approximate field conditions and it studies customers' products to determine which films will provide the best protection and most attractive package.

Among the many tests conducted here are those for water vapor transmission, gas permeability, rigidity, flexibility, durability, slip and heat sealability.

Standard packaging machines and printing equipment to appraise cellophane machineability and printability are part of the laboratory's permanent equipment.

Another important section in the Customer Acceptance Laboratory is the kitchen. The kitchen will be used for taste tests for packaged foods.

Research Laboratory Plans New Films

The Customer Acceptance Laboratory complements the facilities devoted to basic and applied research. Such research has the ultimate aim of developing immediately usable films, according to Dr. Truesdail.

Some of the exclusive film types developed by Olin are MT-33, a special

candy wrap, MST-44, a cellophane with a broad spectrum of uses in both food and other fields, OF-20, an anti-oxidant cellophane for snack packaging and OF-16, a multi-purpose supermarket film.

At the new facility, Olin now has the added advantages of being able to have its cellophane scientists work closely with its Ecusta research scientists who also specialize in cellulose chemistry.

Development Links Manufacturing and Research

The facilities of the Film Development Laboratory, sometimes thought of as the link between research and manufacturing, are devoted to scaling up (preparing for large-scale production) new cellophanes before manufacturing is started in either of the cellophane plants. Modification of cellophanes also is carried out here and much of the work is devoted to the development of coating formulations and coating equipment design.

Sales Activities Are Centralized

Cellophane marketing activities are centered in the new General Sales Office building. These include direct and converter sales, technical service, advertising and promotion, market research and administrative services.

Summing up the significance of the new centralized facilities Dr. Truesdail said:

"We foresee that the closer alliance of marketing, production and research will result in more and better services to Olin Cellophane customers."

Avisco Develops Polymer-Coated Cellophane

A new polymer-coated cellophane, engineered to provide maximum durability and toughness with no sacrifice of machinability on high-speed automatic equipment, has been announced by American Viscose Division, FMC Corporation. Designated 140 RS-7, the new film is especially suited to high-speed form-and-fill applications.

RS-7 is the result of two years of development and extensive field evaluation. It is expected to find widest application in the packaging of such bagged products as cookies, candies, snacks, macaroni, dried fruits and vegetables, and nuts.

"The high order of toughness the film provides makes it particularly valuable in applications where the package is subjected to seasonal low temperatures during distribution or warehousing," explained Richard E. Reynolds, General Sales Manager for Film Operations. "Our tests and field experiences indicate that of all comparable cellophane types there is no more durable film available than this one."

"This significant increase in the film's durability was accomplished without any compromise in its machinability,

particularly in regard to instantaneous release from heat-seal jaws. This is particularly important in the case of crimp sealers.

"In addition to its new level of strength, RS-7 combines all of the well-recognized package benefits of saran-coated cellophanes—superior gas and water vapor barrier properties as well as clarity and printability."

Available in commercial quantities immediately, 140 RS-7 is priced at 70 cents per pound, has a yield of 14,000 square inches per pound. Its cost per thousand square inches is 5.04 cents.

Packaging Division Research Assignments Announced By Dow

Three key research assignments in the Packaging Division of The Dow Chemical Company have been announced by Grant W. Cheney, division director of research.

They are:

—George H. Lacy, technical director, laminated and converted products

—Paul V. Greenfield, technical director, films and rigid packages

—Russell L. Hoelzer, manager, design engineering

Cheney said the three groups will be based in Cleveland, Ohio, headquarters of the Packaging Division, production arm for Dow packaging operations. Their work will primarily involve process and equipment development and engineering as well as some product development with strong emphasis on improvements supporting current processes and products.

Polyethylene Prices Advance

Du Pont Company, following several other makers, said it is raising its prices on all gauges and types of its general overwrap and bag polyethylene film to 39.5 cents a pound from 38.5 cents, effective with shipments August 3.

Supermarket Revisited

Senator Phillip A. Hart of Michigan is reported to have checked packaging in grocery stores recently and declared that many improvements have been made. He cited Post Cereals and General Mills as two who have made significant changes and stated there were fewer packages now with "large," "jumbo" or "giant" on them. But he still thinks there is need for his proposed legislation tightening up controls.

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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- 1—Vitamins and Minerals Enrichment Assays.
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- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations, Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

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Now Is the Time to Turn Norwegians Into Macaroni-Eaters

The following item appeared in the Bergen Tidende; reprinted with permission.

The present annual consumption of 0.5 kilos a head is much too low—the new macaroni factory at Vaksdal, near Bergen, has a capacity of three times this figure.

The present annual consumption of macaroni in Norway—half a kilo per head—is one of the lowest in Europe. The new factory at Vaksdal, which will be operated jointly by A/S Vaksdal Molle and Ditlef Martens A/S represents an attempt to put this matter right. After more than a year's preparatory work production has started in the new factory, which is described as one of the most modern of its kind in Europe to-day. As its effective production equipment will give a capacity far exceeding the present demand in Norway, an extensive campaign is to be started to persuade Norwegian housewives to serve tasty macaroni and spaghetti dishes more often—or so we were informed while we were being shown around the new factory, in company with a number of other guests.

Plenty of Capacity

The total consumption of macaroni and spaghetti in this country is now about 2,000 tons a year, whereas the new factory at Vaksdal represents a capacity of 400 kg macaroni per hour,



The leaders of the two Norwegian cooperating concerns, Directors Paul Martens (on the left) and Theo. G. Martinsen, appear to be satisfied with the product control.

plus a spaghetti production of 100 kg an hour. It would thus be possible, using one macaroni press running three shifts a day, to reach an annual production of 3,000 tons at Vaksdal alone. However, in the light of the present market conditions only one 8-hour shift will be worked, and only a third of the production capacity will be utilized. Still, the possibilities of expansion are there in plenty, and there would be nothing to prevent the concern from acquiring another macaroni press and

increasing the capacity to 6,000 tons a year. The only problem that remains is to what extent we can be persuaded to do what the Romans do—and eat spaghetti.

Ditlef Martens A/S has hitherto been the only producer of macaroni products in the Bergen district, and has had a separate macaroni factory in which production last year amounted to about 600 tons. "However, sales have risen steadily in the last year or two, as much as 20-25 per cent in the last six months, and we therefore hope for a considerable increase in future turnover," said Director Paul Martens. The Italians lead the list as far as annual macaroni consumption in Europe goes, with about 30 kg per head. The Swiss have an annual consumption of 12 kg per head, and the Swedes of 2.5 kg. Here at home we trail after with only 0.5 kg.

Consolidation Advantageous

The association between the two concerns is based on the new factory at Vaksdal replacing Ditlef Martens' former macaroni factory. The new plant will form part of the Vaksdal Molle production plant at Vaksdal, and it will be this concern that has the responsibility for the actual production of the macaroni, Ditlef Martens A/S taking care of sales and marketing.

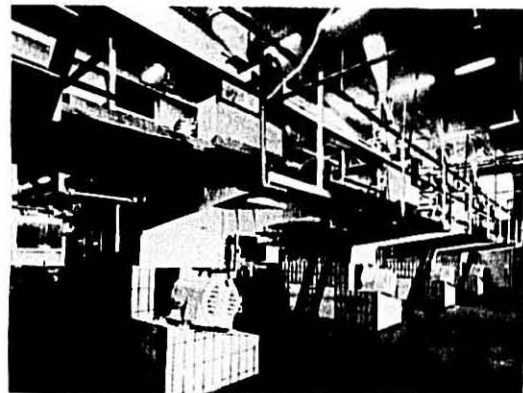
Completely new production equipment has been purchased for the production of all the macaroni products marketed in this country. The machinery comes from Switzerland, and has been set up by specially trained

(Continued on page 38)

In Switzerland

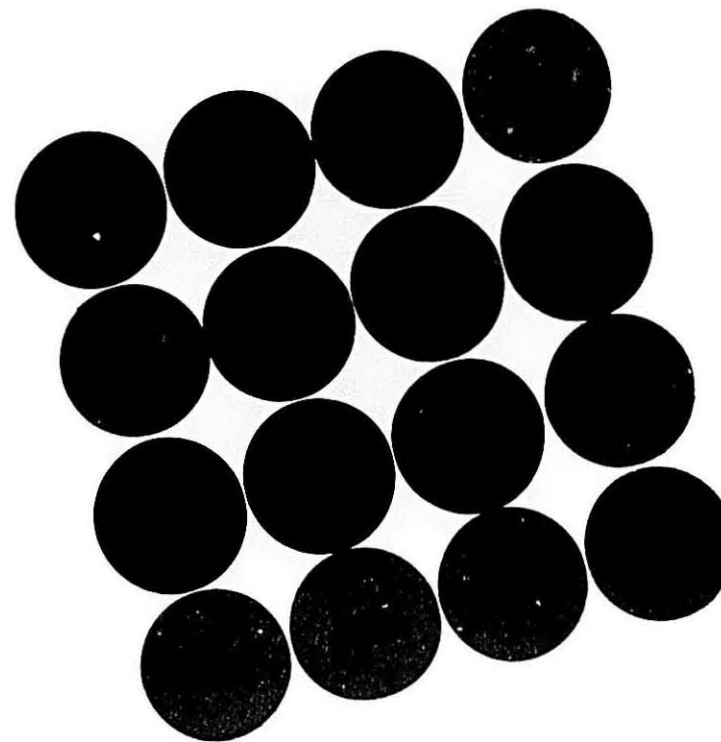


Modern Swiss Macaroni Factory. The JOWA macaroni plant in Buchs, AG, one of the most modern in all Switzerland, was completed toward the end of 1963. It is owned by MIGROS, a Swiss supermarket organization. Equipment consists of four Buhler automatic production lines for continuous operation. Automatic storage bins are also provided in order to allow all packing during the day shift. Capacity for short goods is 2,000 pounds an hour;



production line for long goods, 1,600 to 1,700 pounds an hour. Packing is done by high speed automatic long and short goods packers from Hoffler & Karg, Waiblingen bei Stuttgart and the Schweizerische Industrie Gesellschaft, Neuhausen. Photo on the left shows the new plant with the unloading from bulk containers on the far right of the picture; photo on the right shows one of the four Buhler presses, which may be supervised by a single man.

Braibanti



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WAY BACK WHEN

40 Years Ago

• Semolina prices were soaring — the advance had begun in the spring and continued through the summer — and while prices quoted on semolina were 50 per cent over the year previous, there had been no advance in macaroni prices.

• An increased demand for durum in the Mediterranean market was expected because of the poor crop in Algeria.

• The Federal Bureau of Chemistry, which enforces the Food and Drug Act, declared that egg yolk could be substituted in whole or in part for whole eggs in making noodles.

• "Play the game fair," wrote B. R. Jacobs, NMMA Washington representative, in a letter to macaroni manufacturers asking their cooperation in carrying out the work of the legislative and vigilance committee—vigilance against misbranding and adulteration of products.

30 Years Ago

• The National Recovery Codes were hailed as instruments for business stabilization as opposed to price fixing. "Wisely have the sponsors and supporters of the Macaroni Code proceeded on the theory that the elimination of low grades—the basic reason for the killing competition that has too long existed—will insure the business stabilization hoped for." They had reason to believe that the manufacture of quality goods would bring reasonable prices and increased consumption.

• There were violators of the Code however. One manufacturer lost his Blue Eagle because of misbranding and mislabeling in a way to take advantage of uninformed purchasers.

• Thugs entered a large plan in Metropolitan New York and destroyed thousands of pounds of macaroni by sprinkling thereon a pungent yellow powder "probably in the spirit of revenge for fancied wrongs."

• The processing tax continued, despite the failure of the 1934 durum crop and the necessity of importing durum from other countries. Millers paid a tax approximately of \$1.38 a barrel in order to aid the wheat farmers.

• Frank J. Tharinger, a past president of the NMMA, joined the Rahr-Green Bay Brewing Company. His macaroni friends wished him well and admonished him to watch that waitline.

20 Years Ago

• The War Food Administration through Sidney Johnson reported on the successful spring promotion for "No point-Low point" foods. The National Macaroni Manufacturers Association contributed \$8,000 towards the promotion as one of the seven participants. Point of sale materials were developed for grocery stores, hotels and restaurants.

• Henry Ford, celebrating his 81st birthday, predicted prosperity for motor cars and mechanized farm equipment firms, and asserted: "The time is coming when man will be able to determine the length of his life span by controlling his diet. I think he will find everything he needs in wheat; wheat is the divine food."

• Semolina production in the crop year 1943-44 was the second largest in nine years. Durum stocks were at a six-year low, and prospects as of August 1 were for production of 38,890,000 bushels.

• Five factors for flavor were cited as (1) using the best semolina; (2) correct water temperature for mixing; (3) high pressure kneading and rolling; (4) terrific pressure in the macaroni machine; (5) proper curing methods.

10 Years Ago

• Rust was on a rampage. Each year since 1950 the rust problem had been a paramount worry to growers, millers and processors, and 1954 was no exception. The government's forecast of production of 18,000,000 bushels as of July 1 appeared that it would be reduced sharply, and an industry meeting was called for August 17 in Chicago.

• V. La Rosa & Sons announced that La Rosa Pastina had been granted the Seal of Acceptance by the Council on Foods and Nutrition of the American Medical Association.

• Macaroni was on display before some 3,000 professional home economists meeting in convention in San Francisco. It was also seen on television on many shows featuring Mary Ann Connor, roving home economist for Theodore R. Sills & Company, during the campaign "Some Like It Hot; Some Like It Cold."

• Cecilia Molitoria carried information on the vacuum press in Italy. Dott. Ingg. Mario Brabantl wrote about new developments, while Paul Ambrette of the Ambrette Machinery Corporation described their system.

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Educational Efforts—

(Continued from page 28)

want to put them up in their class rooms.

The brochure "Nutritive Values of Macaroni, Spaghetti and Egg Noodles" is sold by the National Macaroni Institute at two cents a copy.

A film-strip "Trick and Treats with Macaroni Products" is loaned to teachers with a narration guide and class room materials illustrating the recipes.

Norwegian Macaroni Eaters—

(Continued from page 36)

Swiss and Italian flitters. The total investment amounts to 1.5 million kroner—according to Managing Director Theo. G. Martinsen of Vaksdal Molle.

The purpose of moving the macaroni factory to Vaksdal has been first and foremost that of taking full advantage of the undoubted advantage, in macaroni production, of being in direct touch with the grinding of the flour at the mill. This saves the expensive and slow operation of bagging the flour, transporting it to Bergen, and storing it in new silos here. It is also a considerable advantage from the point of view of control to make the connecting link between grinding and the further production processes as short as possible. Both quality and laboratory control will then be sure and simple.



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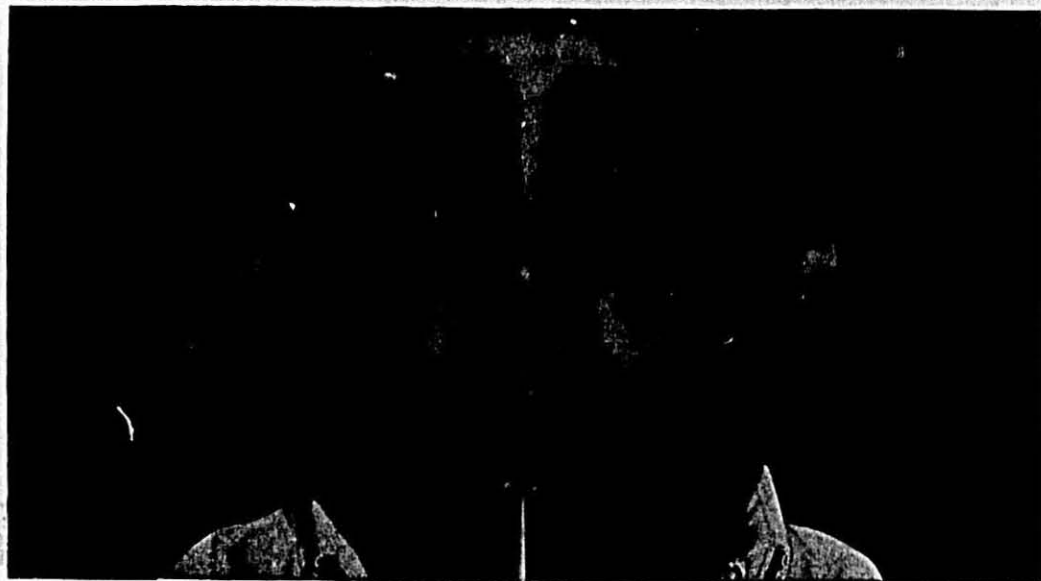
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