

**THE
MACARONI
JOURNAL**

**Volume 48
No. 5**

September, 1966

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



SEPTEMBER, 1966

Convention Coverage

Robert I. Cowen

Elected President



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

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September
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No. 5

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139 North Ashland Avenue, Palatine, Illinois. Address all correspondence
regarding advertising or editorial material to Robert M. Green, Editor,
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Cover Photo

New President—Robert I. Cowen, Sr., vice-president of A. Goodman & Sons, Long Island City, New York, has been elected president of the National Macaroni Manufacturers Association.

Born in New York City in 1896, he entered the macaroni-noodle business in 1922 in the establishment begun by his maternal grandfather in Philadelphia in 1865. The firm moved to New York City in 1896.

He holds a Bachelor of Arts in Chemical Engineering from Columbia University and is a member of Tau Beta Pi, engineering fraternity, and Phi Lambda Upsilon, chemical fraternity.

With his wife Ida, he has attended macaroni conventions faithfully for many years and has been an energetic worker on the board of directors. They have a son Robert, Jr., a daughter Diane, and five grandchildren. Together, they have seen much of the world. Bob lists as his hobbies golf, his workshop and reading.

The Macaroni Journal is registered with U.S. Patent Office.

Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.

Second-class postage paid at Appleton, Wisconsin.

SUCCESSFUL CONVENTION

New Officers Elected—Product Promotion Rate Increased

DESPITE the airline strike and sweltering weather, an amazing turnout of macaroni delegates assembled at the Drake Oak Brook Hotel in Oak Brook, Illinois for the 62nd Annual Meeting of the National Macaroni Manufacturers Association July 12 to 15.

New Officers

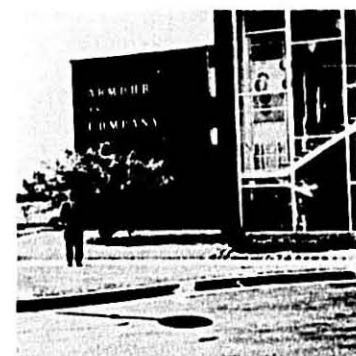
New officers were elected and the product promotional program strengthened. New president is Robert I. Cowen of A. Goodman & Sons, Long Island City, New York; first vice president, Peter J. Viviano, Delmonico Foods, Louisville, Kentucky; second vice president, Vincent F. La Rosa, V. La Rosa & Sons, Westbury, New York; third vice president, Vincent DeDomenico, Golden Grain Macaroni Company, San Leandro, California.

More Promotions

The Board of Directors approved the assessment of one and three-quarters cents per hundredweight of raw material converted into macaroni products for product promotional expenditures. Budgets will be increased to expand color photographs sent to food editors, participation in the Food Editors' Conference, approval of additional color prints for television distribution of the film "Durum . . . Standard of Quality," wall chart advertising to be placed in a fall issue of a home economics magazine, and a personal appearance tour of a home economist to major city markets to appear on radio and television programs.

Convention Proceedings

H. H. Lampman, executive director of the Wheat Flour Institute, reported on the proposed program for the Wheat



Tour at Armour & Co. laboratories in Oak Brook, Illinois.



Vice-Presidents Vincent DeDomenico and Vincent F. LaRosa and Immediate Past President Fred Spodofora salute the newly elected President Robert I. Cowen in spaghetti.

and Wheat Foods Foundation in an audio-visual presentation.

On Communications

In a conclave on communications, Secretary Bob Green "telephoned" to a number of specialists including Paul Abrahamson, administrator, North Dakota State Wheat Commission; Gene Hayden, Crop Quality Council; John Wright, U. S. Durum Growers Association; and Ray Wentzel, chairman of the Durum Wheat Institute Committee, to comment on wheat problems and crop prospects. Doctors Keneth A. Gilles and Darrell Medcalf of the Cereal Technology Department, North Dakota State University, Fargo, North Dakota, reported on basic research programs to determine quality factors in durum and macaroni products.

Cap Mast, president of the Millers' National Federation, and NMMA general counsel, Harold T. Halpenny, commented on legislative matters.

Dr. Ralph Kline of Armour's Food Research Laboratories described briefly what delegates would see on a tour of their establishment in the Oak Brook area. They were shown departments doing research on edible oils, red meats, dairy-poultry-margarine products, grocery products development including freeze drying. The laboratory has been located in Oak Brook for four years and employs one hundred people. Dr. Kline and James J. Winston, NMMA director of research, briefly discussed the problem of salmonella.

William V. Humphrey, director of public relations for the National Confectioners Association, described their industry's approach to the fattening

program. They have a series of pamphlets starting with "How to Lose Weight and Stay Happy by Eating Candy" and running through "How to Get Quick Energy and Keep Alert by Eating Candy," "How to Relieve Tension With a Candy Break" and "How to Drive Safely and Fight Fatigue by Eating Candy."

Lenten Campaign

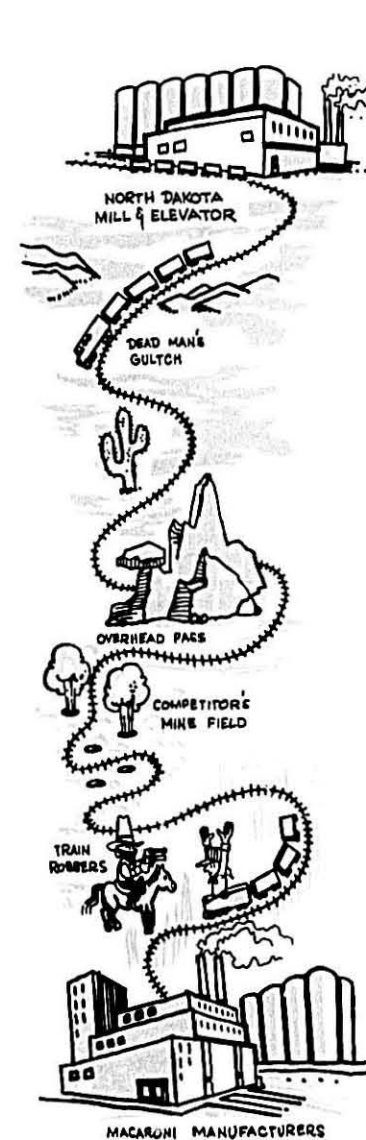
Ben Green, of the advertising agency, Geyer, Morey, Ballard, Inc. of Chicago, outlined plans for a Lenten promotion to be called "Salmonoodle." He represents the New England Fishery Company salmon packers and is enlisting support for a salmon-noodle combination for Lent.

Jerry L. Scales, manager of special projects for the marketing research

(Continued on page 6)



Al Ravarino, left, chairman of the National Macaroni Institute, points to macaroni gains from 1948 to 1965, to the newly-elected president of the National Macaroni Manufacturers Association, Robert I. Cowen, of A. Goodman & Sons, Long Island City, New York.



START
HERE

At enormous expenditures of time and money, We bring you...

The World's Finest Durum Products

A few folks think North Dakota is somewhere south of Alaska with plenty of Indians (fairly peaceable) and very little indoor plumbing.

Truth is, North Dakota's in the heart of the world's finest durum-growing country. And wheat is our number one product. This is what we grow best — and mill best.

Everyone has to be proud of something. We're proud that so many outstanding macaroni manufacturers select North Dakota durum products (from our Mill) for the best possible uniform color, quality, flavor and service.

The best way to avoid an ambush is call us with your order. We'll see that your shipment gets to you — exactly when you asked for it.

DURAKOTA NO. 1 SEMOLINA
PERFECTO DURUM GRANULAR
EXCELLO FANCY DURUM PATENT FLOUR

North Dakota Mill and Elevator

"IN THE HEART OF THE DURUM BELT"
GRAND FORGE, NORTH DAKOTA PH 372-2621



DURUM DIVISION

Successful Convention—

(Continued from page 4)

section of the DuPont Film Department, presented an audiovisual on the Seventh DuPont Consumer Buying Habits Study. The story is on page 20.

Richard W. Daspit, director of administration, Super Market Institute, declared: "You must be a student of the industry and be aware of change, because change is occurring faster than ever before." He proceeded to outline innovations and trends in the retailing field.

Film Premiere

At a Breakfast Session on July 14, Beverly Anderson of the Durum Wheat Institute presented the premiere of the film "Macaroni Menu Magic—How to Prepare and Serve Macaroni, Spaghetti and Egg Noodles for Hotels, Restaurants and Institutions. The star of the film, Eddie Doucette, from the Independent Grocers Alliance, was on hand to receive accolades. Among those extending congratulations was Kathryn Bruce, director of educational programs for the National Restaurant Association.

Public Relations Seminar

In a Seminar on Public Relations, Theodore R. Sills outlined the progress made by the macaroni industry since the inauguration of its formal product promotional program in 1948. Account Executives John Bohan of Chicago and Marian Laylin of New York displayed large charts illustrating the trends of upward consumption of macaroni products in the face of declining consumption of other wheat foods and of carbohydrates such as potatoes. Elinor Ehrman, vice president in charge of women's interests activities in New York City, showed a visual presentation on the operation of the Sills organization in recipe development and photography.

Ruth Ellen Church, the "Mary Meade" of the Chicago Tribune, stated that it was essential for a newspaper food editor to have such services as those offered by Sills on behalf of their many clients. She stated that the Chicago Tribune has a staff of some six people in their home economics department, but they could not possibly provide enough material for the food page with their own efforts.

Charles R. Patton, manager, sales promotion and packaging for the Kitchens of Sara Lee, spoke not only as a representative of a food manufacturer but from his experience as an operating head of Safeway Stores. He outlined the necessity for food manufacturers to tell their stories effectively to the distribution field and to consumers.



Chef Eddie Doucette

Social Sponsors

On the social side, suppliers sponsored a Welcoming Party on Tuesday evening, July 12, and receptions preceding an Italian Dinner on the 13th and the Banquet and Dance on the 14th. The suppliers were: Amber Milling Division, G. T. A. Ambrette Machinery Corporation Archer Daniels Midland Company Ballas Egg Products Company V. Jas. Benincasa Company Braibanti-Lehara Corporation The Buhler Corporation Cello-Foil Clermont Machine Company, Inc. DeFrancisci Machine Corporation Diamond Packaging Products Division, Diamond National Corp. Doughboy Industries, Inc. DuPont Film Department Faust Packaging Corporation Henningsen Foods, Inc. Hockins Company International Milling Company, Inc.



Trade Commissioner Franco Slataper spoke at Italian dinner party.

D. Maldari & Sons, Inc.
North Dakota Mill and Elevator
Wm. H. Oldach, Inc.
Peavey Company Flour Mills
Rossotti Lithograph Corporation
Schneider Brothers, Inc.
Triangle Package Machinery Co.
Vitamins, Inc.

At the Italian Dinner, Italian Trade Commissioner Franco Slataper was a special guest and gave words of greeting. Entertainment and music were supplied by the Rossotti Lithograph Corporation. Gino di Renzo, maitre d' of the Drake OakBrook, supervised the preparation of an authentic Italian meal, beginning with prosciutto and melon, tortellini en brodo, green noodles with filet, and spumoni for dessert. This was accompanied by Chianti wine.

The menu for the Banquet dinner featured prime ribs of beef accompanied by mostaccioli al forno.

Difficulties Did Not Deter

In spite of, or perhaps because of, the difficulties of getting to the convention and then returning home, the delegates seemed to carry an air of determination and enthusiasm that permeated the proceedings and led to the conclusions of one of the most successful meetings in macaroni history.

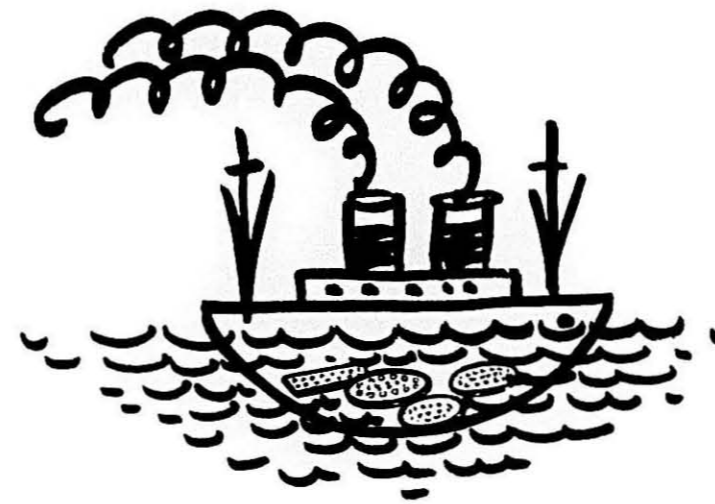
Hershey Acquires Delmonico

Hershey Chocolate Company acquired its second macaroni subsidiary on September 20, according to an announcement by Harold S. Mohler, Hershey's president. An agreement has been concluded to acquire Delmonico Foods of Louisville, Kentucky. Delmonico's management will continue to operate the plant and distribute its products in midwestern states.

Hershey acquired San Giorgio in Lebanon, Pennsylvania as of June 1. San Giorgio markets throughout the eastern seaboard, with the greatest concentration between Washington and New York.

Vitamin Snafu

At the end of June the Food & Drug Administration announced the tightening of regulations applying to the sale of diet foods, vitamins and other nutrition supplements, stating that the changes aimed for more information to consumers and the removal of misconceptions concerning the kinds and amounts of vitamins needed in the diet. Under the new regulations, the term "minimum daily requirements," which has been employed in connection with vitamin and mineral enrichment, will have to be dropped as misleading. (Continued on page 8)



Precious Cargo to the U.N.

We have customers in more than 25 nations throughout the world that are **united** in their preference for Maldari Dies.

And we've found that language is no barrier. See our catalog* (printed in Spanish, English and Italian) and you'll realize . . . when it comes to dies . . . we speak **your** language too.

*Free on request



D. MALDARI & SONS, Inc.
557 THIRD AVE. BROOKLYN, N.Y., U.S.A. 11215

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

DIRECTORS WORK AT CONVENTIONS



Hard-working Board of Directors consider industry and organizational problems. Around the table from left to right, beginning with Robert Cowen (in dark suit): Vincent DeDomenico, Robert William, Walter Villoume, Lester Thurston, Sam Arena, Lloyd Skinner, Al Weiss, Joe Viviano, Jerry Tujague. Faces obscured for Henry Rossi, Fred Spadafora, Ed Toner, Al Robillio, Dr. Gilles, Jim Winston, Al Ravarino, Vincent F. La Rosa, Harold Halfpenny, Emanuele Ronzoni, Jr., Arvill Davis, and Bob Green.



On the other side: Fred Spadafora, Ed Toner, Al Robillio, Dr. Gilles, Jim Winston, Al Ravarino, Vincent F. La Rosa, Harold Halfpenny, Emanuele Ronzoni, Jr., Arvill Davis, Bob Green, Bob Cowen. With backs to the camera, Vincent DeDomenico, Bob William, Walter Villoume, Raymond Guerrisi.

Vitamin Snafu—

(Continued from page 6)
stead, the term "recommended dietary allowance" will be permitted.

Further, the makers of products that contain more than the recommended allowance of any vitamin or mineral will have to eliminate the excesses. The agency contends that many Americans have incorrectly believed that nutritional benefits might accrue from taking vitamins in excess of the minimum requirements.

The new regulation, it was indicated, was in line with proposals of four years ago, in a report of the Food & Nutrition Board. FDA pointed to the Board as "the foremost authority on nutrition in the United States." Its proposals in 1962 brought more than 50,000 protests. And it was predicted they would get some now.

Complaints Come In

They did; not only from many companies and trade associations in the food field but surprisingly from the National Academy of Sciences—National

Research Council. The latter organization objected to the mention of its name in the labeling disclaimer and said the agency had not accurately reflected the views of the Academy. Attacking the part of the disclaimer about nutrients being supplied in abundant amounts in foods, George Mehren of the U. S. Department of Agriculture, called the statement inaccurate and misleading, and said FDA should scrap it.

Macaroni Misabeled

In July the Justice Department seized 41 cases of Buitoni spaghetti and filed suit for mislabeling. According to the suit, the label misleadingly claims that the spaghetti is low in calories and suitable for weight-reducing, and that it is enriched by 20 per cent added protein.

Winston Cautions

James J. Winston, N.M.M.A. Director of Research, cautioned members in a bulletin to use the following statement in labeling enriched macaroni or noodle products: "Four ounces (uncooked

weight) of this product, when prepared as directed, provide the following proportions of the minimum daily requirements for these essential food substances: Thiamine 50 per cent; Riboflavin 25 per cent; Niacin 40 per cent; and Iron 35 per cent." Any reference to caloric content should be clarified with proximate analysis, stating the following: "per cent protein, per cent fat, per cent carbohydrates."

Finanziaria Buitoni

Buitoni Foods Corporation of South Hackensack, New Jersey, has become a branch of Finanziaria Buitoni, an international holding company established in Rome in June to consolidate international Buitoni operations.

Buitoni Foods previously had no corporate connection with the European operation. Members of the same family had established separate companies in Europe and the United States.

(Continued on page 30)

WHY PAVAN® PLANTS ARE SUCCESSFULLY IN OPERATION THROUGHOUT THE WORLD?



HERE ARE FIVE GOOD REASONS:



1 **LAVAN**. VACUUM to achieve by suction an easier flour feeding to the press. Products are definitely superior. Mixers are proportioned to the effective production capacity of the presses.

2 **LAVAN**. DRYERS work both in batch (8 or 16 hours) and continuous (24 hours) operations. Frames are made of steel. Insulation is realized by means of expanded resin panels with a stainless steel coating. The drying pasta can be controlled during the whole of its flow thanks to the plate glass walls.

LAVAN. dryers ensure the correct pasta final moisture content.

3 A new irradiation unit, placed in the long cut goods lines - between the pre-dryer and the final dryer - not only speeds up the whole drying process but also pasteurizes pasta.

4 High extrusion pressure and low temperature of dough result in a matchless product quality.

5 Hourly production of **LAVAN**. plants is guaranteed and not approximate.

Promising Crop Prospects

Although the dog days of July brought some of the hottest, most humid days on record in many years and the extremely high temperature ripened the durum crop faster than desirable, generally it was considered that good progress was made.

North Dakota Report

The North Dakota Crop and Livestock Reporting Service said that crops were in good condition in most of the state on July 1. Best conditions were in eastern and southwestern parts of the state, with a shortage of moisture in the extreme northwest along the Montana border and in the south along the South Dakota border. Stands were generally heavy which would require more than usual amounts of moisture, as well as cool temperatures to remain in good condition. By mid-July, topsoil moisture conditions were still adequate in most of the state except in the areas mentioned, and crops were relatively free of both insects and diseases. About three-quarters of the crop was headed by mid-July and was considered to be slightly ahead of last year.

Crop Quality Council

After extensive travels through the wheat country, Eugene Hayden and Vance Goodfellow of the Crop Quality Council declared that current small grain prospects throughout North Dakota, northeastern Montana, and the Red River Valley were generally excellent. South Dakota was reported critically dry with severe damage occurring to spring seeded grains in central and western areas. Yield prospects for South Dakota durum were best in eastern and northeastern areas, but rain and cooler weather were urgently needed, Hayden said.

In his opinion, small grains were late over wide areas of northern and northeastern North Dakota and the Red River Valley by two to three weeks, and moderate temperatures would be needed if yield potential of good stands was to be realized. With a large portion of the North Dakota crop so late, Hayden pointed out the possible damage from heat, drought, and unfavorable harvest weather.

He declared that cereal rusts have been unusually light so far in the Upper Midwest. Trace amounts of wheat stem rust have been observed in a few scattered South Dakota fields, but none have been noted in North Dakota as of mid-July. Leaf rust was widely distributed but extremely light with no serious threat to small grains indicated at that time.

Northern Pacific R.R.

The report from the Northern Pacific Railway in mid-July observed that Montana temperatures reflected a pattern closer to seasonal normal, although several high readings were reported. Beneficial rainfall, in highly variable amounts, saved the small grain crop in most areas of the territory from extensive deterioration due to heat. The exception occurred in a few localities in south-central and southeastern North Dakota, and along the Northern Pacific main line in Montana where the crop was showing stress from high temperatures and lack of moisture. In all other grain-producing regions, the crop maintained its productive condition. Hail was reported in widely scattered districts of Montana and North Dakota, creating some damage.

Government Estimate

Government estimates released on July 11 indicated that total production of all wheat in North Dakota would be under last year by nine per cent, but would exceed the 1960-64 average by 29 per cent. In Montana, the forecasted production was 13.5 per cent below 1965, but was expected to exceed the five-year average by 13 per cent. With the prevailing high temperatures, it was recognized that spring grain crop, which was in the critical kernel formation stage, would have to have adequate moisture and moderate temperatures for satisfactory kernel development.

Trade Letters

At the end of the month, the Peavey Company trade letter and bulletin from the Amber Milling Division of Farmers' Union Grain Terminal Association concurred that growing conditions had seen extremely high temperatures ripening the crop faster than desirable. But as of the end of July, it appeared that better than average durum crop was in prospect if weather conditions would hold moderate until harvest in two or three weeks.

Durum acreage for harvest was estimated at 1,997,000 in North Dakota, with the average yield at 28 bushels. Last year the yield was 31.5 bushels. Acreage is also down two per cent from a year ago.

Bread Price Rise

The grain trade felt that the official crop reports issued in mid-July promised rather meager supplies of wheat in face of potential export and domestic demand. The Wall Street Journal reported that bread prices would probably be raised by the nation's bakers before the end of July as they start

using much costlier flour made from the new crop. A coast-to-coast survey indicated retail bread price advances would range between five and ten per cent, the steepest in many years. Bakers said they are also paying more for milk, eggs, packaging, transportation, and labor.

Semolina Soars

Semolina prices soared more than a dollar a hundredweight during the month of July. These advances occurred without protection or any display of interest from macaroni and noodle manufacturers. The trade was content to draw against purchases of July and August supplies that were made in June and withdrawals were active. But manufacturers were reported shocked at the violent price climb. The Southwestern Miller reported that shipping directions pointed to a forcing of replenishments by late August. The grind was running well at six days.

A new record in durum exports kept the pressure on. In the crop year ending June 30, some 33,852,000 bushels of durum were exported, compared to 9,301,000 a year ago and 27,871,000 in the crop year 1963-64 when the big Russian wheat deal was made.

Durum Stocks Down

Durum stocks in all storage positions on July 1 totaled 54,900,000 bushels, 19 per cent less than a year earlier.

On farms, the holdings amounted to 23,895,000 on July 1, compared to 48,497,000 April 1, and 19,272,000 a year ago.

The Commodity Credit Corporation held 1,686,000 bushels July 1, compared with 1,899,000 April 1, and 1,805,000 a year ago.

Mills, elevators and warehouses had 29,304,000 bushels of durum on July 1, compared to 32,396,000 on April 1 and 46,444,000 a year ago.

Big World Wheat Crop

The Department of Agriculture reports present indications point to a record world wheat crop of 9,400,000,000 bushels.

The forecast compares with the previous record of 9,300,000,000 bushels in 1964 and last year's 9,000,000,000.

Although the prospect of 1,240,000,000 bushels of U. S. wheat is more than 100,000,000 bushels below earlier predictions, other major wheat producing lands—Canada, the Soviet Union, Australia and Argentina—were described as having favorable wheat conditions.

(Continued on page 14)

ADM durum products are milled by "old hands" and new equipment. Recently, ADM doubled the capacity of its Nokomis mill, added new equipment and triple protection against moisture.

where top performance counts, you can count on ADM



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY

World Wheat Crop—

(Continued from page 11)

"Reports indicate that Canada's crop could well total 750,000,000 bushels—some 25,000,000 above the previous record set in 1963," the Department stated.

The major exception to the generally good outlook for wheat is Communist China. The Department said Red China's production this year will be even smaller than last year's poor crop. The drought that began in the winter of 1964-65 still persists in the northern part of the winter wheat belt.

However, Department officials do not expect the generally improved prospects to affect significantly the decision expected to further increase U. S. wheat acreage. The chief factor in that decision will be the extent of India's need for U. S. food aid.

In Western Europe, the harvest may approach the record outturn of 1965. French wheat acreage is down 11 per cent, but weather has favored high yields.

World Wheat Needs Expand

World production of wheat in 1965 amounted to approximately 250,000,000 metric tons—the largest out-turn on record except for 1964.

This was due chiefly to an increase over 1964 of about 5,000,000 metric tons, or ten per cent, in production in North America. Wheat production in Western Europe was slightly larger than in 1964, and considerably larger than the average for recent years. But production in the exporting countries of the southern hemisphere and in the Soviet Union was lower. Nothing definite is known about the wheat crop in Communist China in 1965 but the fact that heavy imports are continuing suggests something less than a bumper crop in that country.

World trade in wheat in 1965-66 probably will approach, and may exceed, the record 55,000,000 metric tons set in 1963-64. The USSR has returned to the international market on a scale approaching that of 1963-64. China is continuing its heavy purchases from Australia and Canada. India is obtaining large quantities of relief wheat from the United States. These three countries will account for the record, or near record, movement of wheat in 1965-66.

The regular commercial importing countries will probably take considerably less wheat than they have on the average in recent years.

The carryover stocks in the four principal exporting countries—the United States, Canada, Australia and

Argentina—were down about 20 per cent on May 1 from stocks on hand one year ago.

Stocks in the United States are down by 270,000,000 bushels. Australia reports a decline of 55,000,000 bushels and Argentina a drop of 110,000,000. Canada is the only exception to the trend with an increase in May 1 stocks for export and carryover of 35,000,000 bushels.

These numbers are signs of a trend which is expected to continue for another year as far as the United States is concerned. At the end of the crop year on June 30, this country's carryover was expected to be below 600,000,000 bushels, and some economists believe it may be below 400,000,000 by June 30, 1967.



William A. Brezden

Brezden Joins International

William A. Brezden has joined the durum products sales staff at International Milling Co., according to S. F. "Sal" Maritato, durum products sales manager at International.

Brezden will be a territory manager working directly for Maritato and will handle special accounts in the Midwest and Eastern sales regions. He will headquarter at the company's Minneapolis home office.

"Bill Brezden has spent his entire career in the durum business; first as a chemist, then in production, and during recent years in sales," Maritato said. "We believe that, with his expert knowledge of the various aspects of the durum industry, Bill will be able to help us offer the broadest, most diversified base of customer services available today."

A native of Wilton, N.D., Brezden graduated from high school there and attended the University of North Dakota, where he received a bachelor of

science degree in chemistry. Brezden joined the North Dakota Mill and Elevator Co. in 1941 as a chemist. He became that firm's production manager in 1952, and had been durum products sales manager since 1961.

Wheat Commission Chairman

Floyd Poyzer, of Amenia, has been elected by members of the North Dakota State Wheat Commission to head the Commission for the coming year, succeeding Tom Ridley of Langdon. Ridley was elected vice-chairman.

Poyzer has farming interests in Cass County and is manager of the Amenia Seed & Grain Co. He is also a director and past president of the North Dakota Farmers Grain Dealers Association.

The Commission picked M. H. Clifford, Gardner and James O. Sampson of Lawton, to serve with Poyzer on the Great Plains Wheat, Inc., Board of Directors. They along with wheat producers from South Dakota, Kansas, Colorado, and Oklahoma will establish policy and direct the overseas market development activities of the regional organization.

Other Wheat Commission members are Robert Huffman, Regent; Lloyd Jones, Palermo; and Steve Reimers, Carrington. Paul E. R. Abrahamson and Melvin G. Maler, were renamed to the Administrative staff.

Peavey Assignments

Appointment of Gerald A. Running to be public affairs assistant in charge of Peavey Company youth programs was announced by Ron Kennedy, vice president—public affairs.

"Peavey Company makes itself available as a resource in the exposure of young people to agribusiness careers. Part of Running's job," Kennedy said, "is to supervise this program. He will familiarize himself with the types of jobs involved in such careers."

Alan Noble has been named acting manager of Peavey Company Grain Export division. Assisting him will be Josef Zeman and Richard Mittelbush.

Noble's new responsibilities follow the resignation of Eugene V. N. Bissell, who will be joining Amerop Corporation, New York, as president.

ADM Estimates Better Earnings

Archer Daniel Midland Company's earnings for the fiscal year ended June 30 should be better than \$3 a share, or at the highest level since 1959, when they reached \$3.38. In fiscal 1965, ADM's earnings were \$1.76 a share. President John H. Daniels looks for another good year in 1967.

THE MACARONI JOURNAL

THE STORY OF MACARONI



Everything Becomes "Macaroni"

In Paris when you tip a cab driver, he calls it a *pourboire* . . . literally, *in order to drink*. In sunny Naples your cabbie likely will descend from his horse-drawn vehicle, tip his hat and say, "For macaroni!"—and chances

are he's referring to his horse. For Neapolitan cab drivers often decorate their horse with a feather behind his bridle, a touch they consider "macaroni"—a term adopted from the dish they consider superb or "the most." And just as the food has named the feather, so the feather nicknamed the horse.

And in England about 1770 a group of

men named themselves the Macaroni—after the dish that graced their table at meetings, then little known in England.

And for a time this group dictated the fashion for clothes, music and manners, and nothing was acceptable that was not "macaroni" . . . a flattering tribute to this superb food.

And when Yankee Doodle stuck a feather in his hat and called it

"macaroni", he was repeating a popular expression of his day, now preserved in song. For "That's macaroni" had become a slang phrase about the time of the American Revolution, describing anything exceptionally good—a phrase inspired by the delicious taste of the food itself.



For the finest-tasting macaroni always insist on the consistently high quality of King Midas Durum Products



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CONCLAVE ON COMMUNICATIONS

A panel discussion ranging from the durum situation to product promotion was conducted as telephone conversations between Association Secretary Robert M. Green and various experts in the field. Highlights follow.

BOB GREEN opened the discussion with a quotation from Thomas Macaulay: "Of all the inventions, the alphabet and the printing press alone excepted, those inventions which abridge distance have done most for civilisation of the species."

Perhaps fast transport is no less important than the alphabet and the printing press as a means of fulfilling a very fundamental human need for effective communications. The current airline strikes point this up. All of the advances in the technology of communications notwithstanding, the basic efficiency of the face-to-face confrontation has never been equaled. As the complexity of our society has increased, the need for the personal touch in communications appears to have multiplied.

We have here a panel of experts whom I am going to telephone to get information for you such as we would do in preparing bulletins for the Macaroni Journal. Our first contact is with Paul Abrahamson, administrator of the North Dakota State Wheat Commission.

Green: How is the weather in Bismarck, Paul? And will it help or hurt the crop?

Abrahamson: The high temperatures that we have now will hurt the crop if they prevail, but we have a good stand, and with good weather we should have a good crop.

Green: How are durum exports holding up?

Abrahamson: Very well. It looks like we will hit 32,000,000 bushels this year.

Green: What's this going to do to the domestic supply?

Abrahamson: We have a good carry-over on hand and an adequate supply. Also a new variety called Leeds is being introduced, and the producers are certainly doing their job of giving industry adequate amounts of quality durum.

Green: Fine, Paul. Do you have anything further to report?

Abrahamson: Just a couple of things—first, we want to go on record that we oppose the increase in imported

macaroni products into this country and will support efforts to curb them. We have opposed the increased levies on the St. Lawrence Seaway. This matter of transportation is vital to us. North Dakota is in the center of the country, 80 per cent of its economy depends upon agriculture, and we must have favorable freight rates to get our agricultural products to ports for shipments overseas.



Dr. Gilles

Green: Our next call is going to be to Dr. Ken Gilles at the Cereal Technology Department of the North Dakota State University in Fargo. He

has just returned from a Cereal Congress in Vienna, and should have something of interest for us. How was the meeting in Europe?

Gilles: Exhausting but interesting. We spent a week in Vienna and two weeks contacting millers and grain buyers. There are some complaints about the small kernel of U. S. durum and also that durum loses quality after a period of time, something we have never noticed.

Another observation was that Italian quality will have to improve to stand the competition in the Common Market. Soft wheat is easier to produce, but this is not so in France and the French are going to produce a better quality macaroni. On this matter of stickiness, I visited with Dr. Holliger at Buhler Brothers in Uzwil, and he is of the opinion that it is more a problem of processing than it is of the durum wheat.

On this matter of quality, our Dr. Darrell Medcalf has been conducting studies, and I would like him to say a few words.

Medcalf: The first phase of the macaroni quality project we are conducting was designed to determine the effect of biochemical constituents on macaroni quality. This has been completed. The results will be published in the Master's of Science thesis of Miss Ruey-yi Sheu, and in a forthcoming publication from the Department of Cereal Technology.

In summary, work to date has involved the separation of semolina and farina into four fractions—starch, gluten, water solubles, and sludge. These represented approximately 57 per cent, 18 per cent, five per cent, and 20 per

cent, respectively, of the granular product. These fractions were recombined in such a manner that the effect of each fraction on macaroni quality could be studied. Experimental micro-macaroni was produced from the reconstituted materials and evaluated for color and cooking properties.

Macaroni made from durum wheat had superior color, higher cooked weight, greater residue, and a lower firmness score, than macaroni made from hard red spring or hard red winter wheat.

Gluten and water soluble fractions had a pronounced effect on color, while starch and sludge had no effect. Cooking quality was affected primarily by the gluten fractions.

Green: Thank you, gentlemen. I plan to call John Wright, president of the U. S. Durum Growers Association. Hello, John. Are you going to get out of Devils Lake?

Wright: Well, we have to charter a plane, but we'll be there. I want to say that I'm not as optimistic about the durum crop as some, because our planting was delayed about three weeks; at mid-July the crop looks like it should in mid-June. We get frost in mid-September and could have problems. But we are hopeful for a good crop and encouraged by the introduction of this new variety, Leeds. I understand that Ray Wentzel, the chairman of the Durum Wheat Institute, has the figures on durum wheat supply and distribution.

Wentzel: Here is a summary for the crop year 1965-1966:

Durum Wheat Supply and Distribution 1965-1966 Crop Year

Supply:	Bushels
Carryover July 1, 1965 ...	67,521,000
Production 1965	68,886,000
Total Supply	136,407,000

Distribution:	Bushels
Mill Grind, 10 mo., Gov't. Report	24,588,000
Mill Grind, 2 mo. (May-June) estimated	4,500,000
Total Mill Grind	29,088,000



Mr. Wright

Seed	3,000,000
Cereals	2,000,000
Feed and other uses (estimated)	20,000,000
Export	32,000,000
Total Disappearance	88,088,000

Balance:	
Beginning	136,407,000
Disappearance	88,088,000
Balance July 1, 1966	50,419,000
Production 1966, estimated	65,000,000

Total for 1966-67	
Crop Year	115,419,000

Planted	Acres	Yield in Bu.
1965	2,296,000	68,886,000
1966	2,300,000	65,000,000 (est.)

Green: There is a new executive director of the Crop Quality Council, Gene Hayden. Let's give him a call.

Hayden: Vance, Goodfellow and I have been covering the wheat country from Texas to North Dakota. Never have we seen the durum crop so late, and this sets up risks of bringing it in. The Government's July 1 estimate was based on yields of 28 bushels to the acre, which could be high.

Green: With high temperatures and humidity, aren't these conditions conducive to rust?

Hayden: Normally this would be so, but there has been drought in the Southwest, so there has been less rust than usual this year.

Green: The Crop Quality Council put on an effective drive to restore Congressional cuts in agricultural research this spring. Would you comment on that?

Hayden: I'd be glad to. Macaroni manufacturers, millers, elevator operators, and all the people interested in grain crops throughout the Upper Midwest were concerned with the cuts proposed for agricultural research. These would have affected items such as durum breeding, disease control, and quality work. The House Appropriations Committee did a magnificent job in restoring the cuts, and I am very grateful for the good judgment and fortitude they demonstrated.

Green: Thank you, Gene and Vance. Now I have a call in for Cap Mast, president of the Millers' National Federation. Cap, I understand that at your meeting at Colorado Springs in early May two resolutions were adopted, one calling for the end of discrimination in railroad demurrage charges between export and domestic traffic, and the other authorizing participation in a proposed test of the constitutionality of the so-called "Model Law" and "Model Regulations" adopted by several states in the weights and measures field.

Your counsel stressed the dangers for milling in laws and regulations which apparently do not recognize any moisture loss in flour weight, before the first intrastate transaction, which could be the sale to the housewife in the grocery store. He contrasted this with the long standing interstate regulations of the Food and Drug Administration that take account of moisture loss once the flour package moves into interstate commerce. We have the same problem with macaroni. Would you make any comment on this?

Mast: This isn't anything new in the milling industry; it seems like every time there is a new crop of inspectors we have a new job of education to do. We have to teach them why a pound of flour will lose a fraction of an ounce of moisture after it was packed at the proper amount at the plant, and that we are not trying to shortweight the customer. We have gone to the Courts on this to show the problem is hygroscopic, and two years ago we challenged Regulation 50 in New Jersey. We are expecting a decision any day now. Now Pennsylvania is one of 22 states that has adopted the "Model Law" of the National Weights and Measures Association, and they are the first who are really trying to enforce the provision which we have objected to all along the line. They give no consideration for evaporation loss, or unavoidable deviations that occur in good packaging practices, until after the first intrastate sale. The Federation has gone on record that it will assist its members in fighting cases of this type.

Then, there's the Hart Bill. You know it has passed the Senate, and the House is going to hold hearings at the end of July. We are very much disturbed with some of the provisions in

this legislation. There are also conflicts with present Food and Drug Administration policy, and we don't think this is just happenstance. With all of the interest in consumers in this election year, it looks like the bill has a good chance of passing unless business can make a real good last-ditch stand.

Green: Dr. Ralph Kline, of the Armour Food Research Laboratory in Oak Brook, has invited delegates to tour their facilities. They will be pasteurizing eggs on pilot size equipment. They dry eggs in a three-story tall dryer. They dry cheeses and creams that are now available commercially. They have a microwave cooking project, where product is now cooked internally. In the shortening division, they hydrogenate and plasticize oils. They have a test panel area in which division flavor and odor properties are evaluated. Dr. Kline, we are looking forward to visiting with you, but first I think Jim Winston, our director of research, has some questions for you.

Winston: We are very concerned about receiving egg products free from salmonella, and we will be interested in seeing the methods that you employ to give us this insurance.

Dr. Kline: Egg users are getting pasteurized products since about a year ago it became mandatory. The general experience to date with egg pasteurization was the subject of a talk given by a Food and Drug Administration man at the recent Food Technologists meeting. It was stated that experience has been good, and that recently less than three tenths of one per cent of eggs examined had salmonella. One could almost say categorically that the processes now applied are completely capable of eliminating salmonella organisms; but of course there are problems of recontamination that require constant surveillance of sanitation practices.

Green: Jim, are you getting samples from members in our voluntary compliance program where there is suspicion of mislabeling or adulteration of product?

Winston: Yes. Of late, most of these samples have been of import origin—for example, egg noodles from Naples without eggs in them; improperly labeled products from both Italy, and Canada. Imports have been

(Continued on page 30)



Mr. Mast



Mr. Hayden



Mr. Winston

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Mr. Scales

7th DuPont Consumer Buying Habits Study for the 62nd Annual Meeting of the National Macaroni Manufacturers Association

by Jerry L. Scales, manager of special projects
for the marketing research section of the Du Pont Film Department.

COMMUNICATIONS experts tell us that there are three essential things to be considered in communications—what you want to communicate, who you want to communicate with, and how you can best communicate with them. We can add little to the "what" and the "how" of your marketing communications program. The "what" and the "how" can be seen every day in newspapers, magazines and on television, and in the eye appealing packaging and point-of-sale promotion and display of your products in supermarkets throughout the country. Your Association is doing an excellent job of keeping pasta products in the news media of the country and you are, of course, using all the creativity at your command to advertise and promote your own brands.

Who Is Listening?

What we may be able to contribute is something new about the "Who" of your marketing communications. Perhaps we can help shed some new light on who is listening to your communications efforts—who is your ultimate customer—help characterize better who is the object of your persuasive marketing efforts. And who knows, we might even be able to communicate a new idea.

This latest in our now traditional series of buying habits studies was conducted by Ide Associates, a Philadelphia based independent marketing research organization, under the direction of the Marketing Research Section of the Du Pont Film Department. You will find many new facets to this 7th study. For instance, this is the largest sample of supermarkets ever covered by these studies—345 representative supermarkets in 63 counties of the United States. Incidentally, the standard definition of a supermarket prevails, that is, a self-service retail food store doing \$500,000 annual sales volume.

Some 7,147 shoppers were interviewed on a typical shopping trip during the week. By the way, to be sure we covered the entire shopping week, interviews were conducted on all days dur-

ing the week and over all shopping hours from opening to closing. During the course of the study, a record 95,262 purchases were recorded.

Because of the large size sample, we have been able to add a new dimension in our look at today's buying habits. Heretofore, we have been able to discuss shopping patterns on a national basis only. But as in most other industries, you have seen regional tastes develop in product acceptance. Therefore, to make marketing of those products more effective, it becomes increasingly important to look at regional buying habits.

Regional Buying

In our 7th Buying Habits Study we will examine differences and similarities in the way women shop in supermarkets in these four geographic regions. No doubt there are even smaller marketing regions within these, but from a practical standpoint let's look at these four today. Before we do, however, a word is in order about how the information we'll be discussing is obtained.

Shoppers are selected at random as they enter the store and are asked whether or not they have a written shopping list. If they do, all items are copied from the list and the shopper asked about the brand for each item she intends to buy. She is also asked what items she intends to buy which may not be on her written list. Of course, for shoppers with no written list, they are thoroughly queried about their buying intentions also. What we have up to this point is a thorough picture about the shopper's buying intentions before she begins her shopping rounds in the supermarket. She is then sent on her way with no indication that she will be interviewed again.

Second Check

However, as she enters the checkout line, our interviewer stops her again. This time every item in her shopping cart is checked against the list of original buying intentions. All items over and above her original list are added at this time. Therefore we have an on-

the-spot observation of shoppers buying intentions before and what she actually buys after being exposed to all the merchandising factors at work in the store at the point of sale. We classify each purchase she makes as to the degree to which her buying habits were affected by the many supermarket point-of-purchase influences.

Let's look first at some of the similarities and differences among shoppers in various parts of the United States:

Family Size

No matter where she lives she is buying for a relatively small consuming unit: 3.3 persons. This is a relatively simple fact, yet one which is easily overlooked in this era of the "large family size package." True, in the South where it is traditionally held that there are larger families, the average size is a bit larger. But even here the average is only 3.6 people. It may come as a surprise that today about 60 per cent of the households in the United States have three or fewer members. It's important for producers of perishable and semi-perishable products to keep this small size consuming unit in mind when laying marketing distribution and packaging plans.

Today, as she was five years ago, she is making about three trips each week to the supermarket (2.7 actually). This gives us three opportunities each week to reach the shopper with our sales message at the point of sale. True, she is still making one large shopping trip toward the end of the week, but she also has two fill-in trips earlier in the week.

Shopping Lists On Way Out

An interesting and significant development over the past few years since our 6th Buying Habits Study has been the decreasing use of the written shopping list. Six years ago, slightly more than half of our shoppers didn't carry a written shopping list. Today better than six out of every 10 shoppers rely on the supermarket to be their shopping list rather than taking

the time to write one out. This increasing dependence on the store to suggest the items and brands to buy again creates opportunities to reach your communications objective with your sales message at the point of sale. But now some differences in shopping behavior begin to creep into the picture.

Western shoppers rely to the greatest extent on their supermarkets to act as a shopping list—out West almost 68 per cent don't carry written lists. On the other hand, the 58.5 per cent figure in the Northeast reflects a more conservative approach to shopping. Even so, the majority of Northeastern shoppers also rely on the supermarket to be their shopping list.

Time Spent in Stores

The length of time the shopper spends in the store is important as an indicator of how much time we have to attract the attention of the shopper and deliver our sales message. This 26.1 minutes is almost exactly the amount of time the shopper spent in the store during our previous study. Yet we all know that in the past few years the number of items in the typical supermarket has increased dramatically—now numbering 6,500 to 7,000. This means that there is less time than ever for each product or item to do an effective selling job at the point of sale. Looking again at regional differences, we see the dramatic differences in shopping patterns between the Western (23.7) and Northeastern shopper (30.1)—the Westerner spending less time in the store and the Northeasterner taking more time. Incidentally, this does not include time spent in the checkout line. The supermarket operators in the Northeast benefit from the added time shoppers there spend in the store.

Number of Items Bought

Whereas the number of purchases made on the average shopping trip is 13.3 nationally, in the Northeast it is 14.3. Also, the Western shopper in her more hurried shopping trip takes fewer items (11.8) with her when she leaves the store. For those of you who are saying to yourselves that your wives never leave the store with as few as 13 items, remember this is an average over the week. Actually at the end of the week shopping trip, the average is much higher, but it is, by the same token, lower earlier in the week.

These differences in number of items bought reflect themselves in the amount of the family food budget the shopper leaves with the supermarket at the cash register. This national aver-

age of \$8.21 is higher than other industry figures you may see, but this represents shopping trips where the shopper intended to buy at least three or more items. We eliminated the quick-stop shopper.

Northeast Spends More

The highest average total dollar purchase is in the Northeast (\$8.93), where shoppers take more time and buy more items and use more shopping lists, and the lowest is in the West (\$7.62) where shoppers take less time to shop, buy fewer items and use fewer shopping lists. In case you are wondering about the low Southern figure (\$7.77), relative to the number of items bought, we did too. A closer look at the Southern shopper's grocery cart will reveal more low cost staple items which causes her average dollar purchase to be lower than other areas.

"Incidence of Purchase"

Up to this point, we have seen some of the differences in the way shoppers go about their family food buying in supermarkets. But this doesn't tell us a great deal about who is buying the products you are interested in or how. To help get a better picture of what the consumers are like who buy your products, we have devised a new measure. We call it Incidence of Purchase. It's really quite simple. It is the number of purchases or rate of purchase of a product made by every 100 shoppers going through the typical supermarket. It's kind of like a popularity contest where the votes are measured in terms of how many purchases are made for every 100 shoppers voting. Then if we find out what the shoppers are like who vote most often for your products, we can gain a better insight into who we should aim our communications at. While our Incidence of Purchase is related to product movement, it is not a direct reflection of the quantity these shoppers buy because we do not take into account differences in package size, retail prices, or multiple purchases. Let's take a look at the Incidence of Purchase for pasta products for shoppers buying for different size consuming units. We'd expect that the more mouths she has to feed the higher would be her Incidence of Purchase.

Chart A
Incidence of Purchase by
Household Size

Persons	1-2	3	4	5 or more
All Pasta	11.1	13.1	17.6	22.4
Canned	2.6	2.6	3.6	3.8
Dinners	1.8	1.0	2.3	2.3

Chart A shows the Incidence of Purchase for all pasta products on the top line and then breaks it down among the various ways in which these products are offered—another new feature to the 7th Consumer Buying Habits Study. Notice that the Incidence of Purchase rises as the number of people in the shopper's household increases. It reaches a high of 22.4 purchases per 100 shoppers buying for households of five or more members. Looking down the chart, we can see that canned prepared products and dinners contribute modestly to this increase, but the real increase comes from the standard products in your line—noodles, spaghetti and macaroni.

Size of Household

What can we learn from this? As you have long known, your major market is among large households, but might this raise a question as to whether or not the Incidence of Purchase for small households need be so low? Notice that rate of purchase per hundred shoppers for the relatively non-perishable canned products is fairly constant across all size consuming units. Might small households have specialized product or packaging needs not being fulfilled by your industry which might spell opportunities to increase pasta consumption among these groups? Remember, about 60 per cent of the consuming units in this country are among the three or smaller households.

Age Group

Let's take a look at how the shopper's age might affect Incidence of Purchase. Age is a pretty good indicator of the stage in the family's life cycle from formation to retirement.

The 30 to 39 age groups appear to be your best customers with the peak Incidence of Purchase hitting a 19.7 purchases per 100 shoppers. Actually it extends down into the under 30 ages. It is not until shoppers are in the 50 and older ages that the Incidence of Purchase for all pasta products declines significantly. Does this growing group of older shoppers have specialized product or packaging needs too? True, appetites tend to diminish and children are grown up, but can we be sure that these are the only reasons for this lower purchase rate among older shoppers?

Family Income

How does the family income affect the Incidence of Purchase for pasta products?

Data shows your primary market as measured by income is among the upper income groups—they have an Inci-

(Continued on page 24)

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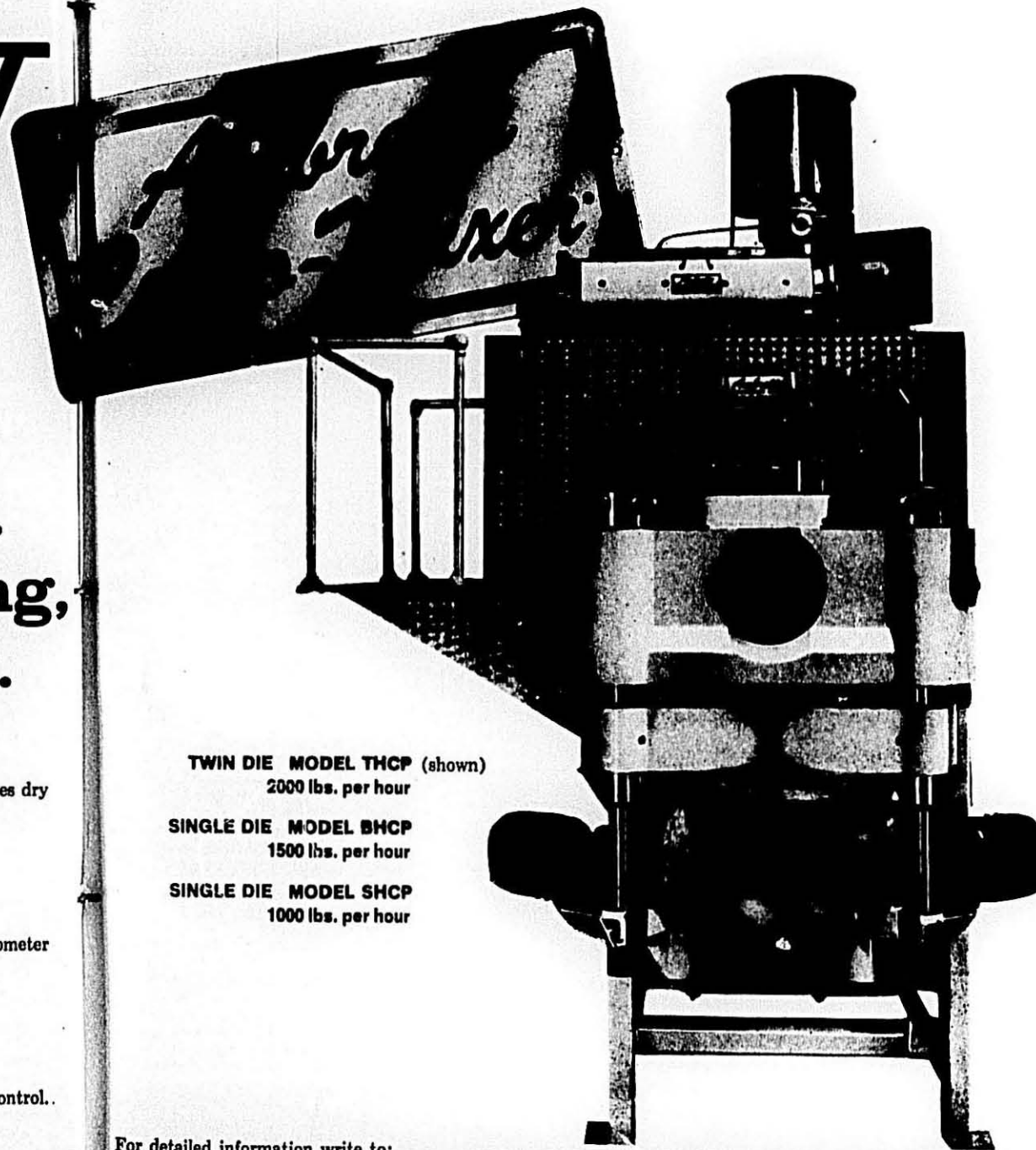
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Buying Habits Study—

(Continued from page 21)

dence of Purchase of 19.7 purchases per 100 shoppers. This comes mostly from the greater purchase rate for the items we might call "convenience" pasta products—dinners and canned items. The low Incidence of Purchase for these items is among the low income groups. Why is this? If we look closer at who these low income people are who have the low Incidence of Purchase, we find they are mostly in the over 50 age group. This, of course, suggests people who are retired and living on retirement incomes. Does this segment of the market have specialized needs which may present opportunities for you?

We've looked at the popularity of pasta products by age, income and size of the shopper's household. Now, let's see if the part of the country the shoppers live in has any bearing on the rate at which they buy pasta.

Pasta Purchase by Region

Nationally, there are 16 purchases per 100 shoppers of all kinds of pasta products. Canned products account for about three purchases and dinners about two purchases per 100 shoppers. The majority—about 11 purchases—are composed of the standard products in your line. Now let's see how these purchase rates differ in the four major marketing areas as we look at chart B.

CHART B

	Incidence of Purchase by Region			
	Canned	Dinners	Other	Total
National	3.1	2.2	10.7	16.0
North East	3.7	1.9	17.8	23.4
North Central	2.9	2.3	9.1	14.3
South	3.0	2.0	7.5	12.5
West	2.7	2.6	6.6	11.9

The Northeast leads the way with 23 purchases of pasta products per 100 shoppers. This is far and away the leading region, for the North Central—number two—is only 14 purchases per 100 shoppers. Notice that the Northeast is highest not only in the standard products, but also in canned products. On the other hand it is lowest in purchase rate for dinners. It also would appear that the South and West are the areas where there is an opportunity to build the popularity of pasta products—perhaps with a concentration in the promotion of pasta product usage in salads and other warm climate uses.

Point-of-Sale Purchasing

Speaking of promotion, let's shift our attention away from the Incidence of Purchase for pasta products and look now at the susceptibility of shoppers to

promotion and merchandising of pasta products at the point of sale. How much are the purchases of pasta products triggered by what shoppers decide in the supermarket?

The 20 per cent Specifically Planned purchases today compared to 1960 when we conducted our 6th Buying Habits Study, shows that there is a slightly increased amount of preplanning the purchases of pasta products by brand. It seems shoppers are becoming more brand conscious.

On the other hand, generally planned purchases have declined significantly. These are the purchases which the shopper had in mind but had not made her final decision as to brand or type of pasta product she was going to buy. Where have these purchases shifted to? No doubt some have become Specifically Planned purchases, but have more purchases of pasta been made as a substitute for other products?

The Substitute purchase rate would indicate there is slightly less substituting of pasta for other products going on. This change from 2.6 to 1.9 per cent is probably not a significant amount. What has increased are the purchases we hear frequently referred to as "impulse" purchases.

Unplanned Purchases Up

The Unplanned purchases of 63.9 per cent have increased significantly in the past five or six years. Shoppers are finding pasta products appealing to their impulse nature more and more. Better than six out of 10 purchases are completely unplanned before the shopper enters the store. This puts your products in the same class as cakes and pies for Unplanned Purchases. It should also make them a prime candidate for special point-of-sale promotion among supermarket operators interested in promoting high impulse items.

Since eight out of every 10 purchases of pasta products are made as a result of some decision reached by the shopper in the store at the point of sale, this continues to make point-of-purchase merchandising of vital importance to the sale of your products. It also places a great burden on your merchandising and marketing creativity to compete effectively for the attention of supermarket operators to give your products the special attention they warrant. Do some pasta products appeal more to the shopper's impulse nature than others?

Dinners Bought on Impulse

Canned products have a very high Unplanned Purchase rate—72.4 per cent—more than seven of 10 purchases are bought strictly on impulse.

Pasta dinners are even higher—more than three out of four are Unplanned

with 83.8 per cent of all these purchases resulting from a Store Decision.

Not quite as dramatic, but still significant are the Unplanned Purchases of your other products—almost 60 per cent of these are bought on impulse. Also significant here is the high Specifically Planned purchases indicating the higher degree of brand buying for these products.

All pasta products—regardless of what type—have a significant number of their purchases made as the result of some part of the shoppers buying decision made in the store at the point of sale.

Regional Brand Buying

But let's look at a few of these figures on a regional basis to see what we might learn about shoppers buying decisions. First let's look at regional differences in brand buying as measured by the per cent of Specifically Planned purchases.

Southerners Buy by Brand

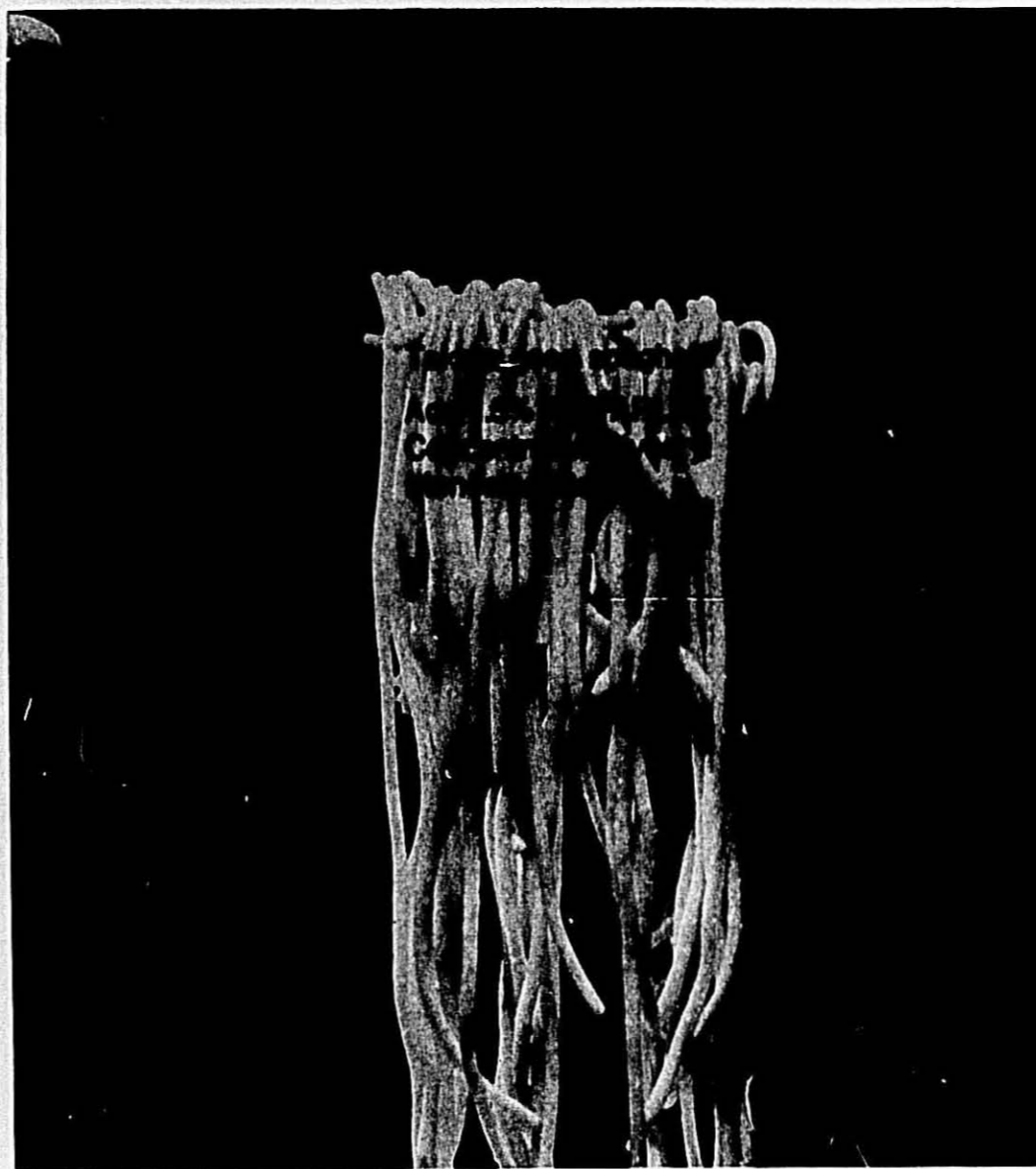
The Southern shopper—even though she does not have a significantly higher Incidence of Purchase for canned pasta products—does seem to buy more frequently by brand. A significant 28.0 per cent of her canned pasta purchases are by brand. On the other hand, the Western shopper seems less brand aware. Incidentally, this same pattern of Southern-Western comparison applies to many products other than yours. For some reason the Southern shopper generally does more brand buying and the Westerner—less.

And just as you try to generalize, something happens to foul you up. The Southerner is still more brand conscious as reflected by her almost 30 per cent Specifically Planned purchase rate for dinners, but the Westerner shows a higher degree than other shoppers in other areas.

New Pattern Emerges

And in the important segment of your product lines we see another significant pattern of brand buying emerge. The brand buying pattern follows the Incidence of Purchase pattern on a regional basis; that is, the Northeast has the highest Incidence of Purchase—as you recall—and it also has the highest Specifically Planned rate—27.1 per cent. Second in Incidence of Purchase per 100 shoppers is the North Central which is second in Specifically Planned purchases. Then following in order are the South and West. And of course it stands to reason that where products are bought most frequently, one would expect a greater degree of brand buying.

(Continued on page 28)



Now you have a premium spaghetti

It's a spaghetti that's just as appetizing after it's been in the steam table as when it comes fresh out of boiling water. Appealing even when reheated after refrigeration. Gone are the old problems of mushiness and stickiness.

Improved with MYVAPLEX® Concentrate, your spaghetti becomes more practical to serve more often in more restaurants and institutional mass-feeding establishments. For home use as canned spaghetti, your product wins new favor. Your market grows and grows.

MYVAPLEX Concentrate has no effect on flavor. It meets the requirements of U.S. Food and Drug Definitions and Standards of Identity for Macaroni and Noodle Products, as amended.

Get more facts from *Distillation Products Industries*, Rochester, N.Y. 14603. Sales offices: New York and Chicago. West Coast distributor: W. M. Gillies, Inc.

Distillation Products Industries
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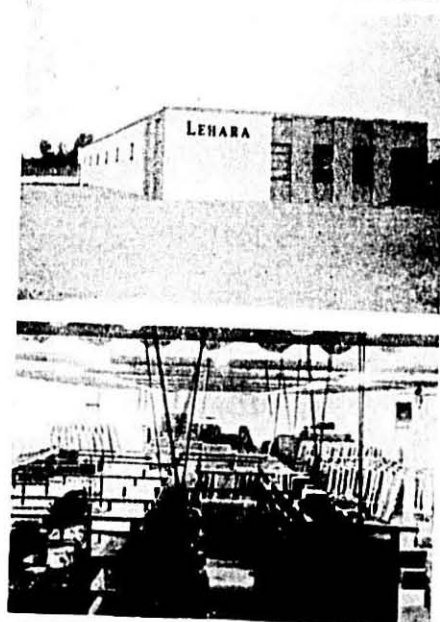


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Buying Habits Study—

(Continued from page 24)

Now let's turn the coin over and see if shoppers are more apt to be impulse buyers in some parts of the country when compared to other areas.

The West and the Northeast lead in Unplanned purchasing of canned products. The high 82.1 per cent rate in the West is particularly impressive—indicating that canned pasta products are particularly appealing to the Western shopper's impulse nature. But no matter where the shopper lives, a significant number of canned pasta purchases result from some stimulus at work in the store at the point of sale.

Dinners Are Impulse Item

Dinners are particularly appealing to the North Central shoppers impulse nature as indicated by the high 83.7 per cent Unplanned Purchases there. They are also significant in the Northeast and the West. Even the low Southern 61.8 per cent Unplanned Purchase rate should not be overlooked. This still means that better than six out of 10 purchases of pasta dinners in the South resulted from some appeal of the product to the shopper at the point of sale.

But the Southern shopper leads the parade to your standard products as items which appeal to her. The 64.1 per cent Unplanned Purchase rate for the South is the highest in the country. Even in the Northeast where brand buying is highest, Unplanned Purchases are a significant 57.8 per cent—almost six out of 10 purchases being completely unplanned by the shopper before she enters the store.

Well, we've covered a lot of ground here and there have been a lot of numbers floating around. Let's try to summarize in a few points in the time remaining, the more significant things we've found.

Summary

1. The popularity of your products does vary among shoppers depending on the age, family incomes and the size of the consuming unit they are buying for. Recognizing the group which represents the primary markets can help you aim your marketing efforts a little better. Also recognizing the groups who are not buying your products can help identify the segment of the market which needs to be developed.

2. Apparently your brand advertising programs are paying off, for brand buying as evidenced by Specifically Planned purchases has increased over the past few years. But even here, brand buying differs among shoppers in various parts of the United States. Recognizing these differences can help

you apportion your out-of-store brand advertising efforts more effectively.

3. The Unplanned Purchases of pasta products have increased substantially, indicating an increasing appeal of your products to shoppers "impulse" nature. This should encourage supermarketers to look with favor on your products and your in-store promotional programs to generate added sales from impulse purchases.

4. Those products which might be called "convenience" products—canned pasta and pasta dinners—are particularly suited to in-store promotion based on their very high Unplanned Purchase rate.

5. But the challenge to make packaging and in-store display and promotion effective is becoming greater and greater. Shoppers may be depending increasingly on the stores they shop in to act as a shopping list by suggesting the items they should buy.

6. Shoppers are spending limited amounts of time shopping the store, which places an ever-increasing burden on your creativity in packaging and merchandising to attract the shoppers attention and sell her. The competition among an increasing number of products and brands has decreased the length of time each item has to do its selling job at the point of sale to less than a quarter of a second.

But challenges are also opportunities, and if through the 7th Du Pont Consumer Buying Habits Study we have pointed out an opportunity to increase the sales of the products of your industry or your company, then in some small way we at Du Pont have achieved our purpose.



Subway Posters

In its first use of New York subway advertising in seven years, V. LaRosa & Sons, Inc., Westbury, Long Island, N.Y., is launching a 12-month station

poster campaign to dramatize the competitive differences between LaRosa macaroni and "ordinary" macaroni. Starting in July 1966, LaRosa is placing 500 full-color 30-by-46 inch station posters throughout the New York subway system. Headline: "The Golden One is LaRosa! A difference you can see and taste." Copy in panel with picture of "ordinary elbows" reads: "Ordinary elbows turn white and mushy because they're made from ordinary wheat." Copy in the panel picturing LaRosa: "LaRosa elbows stay firm and golden because they're made from Golden Number One Semolina." In the LaRosa panel, the product is presented in golden yellow.

"LaRosa is selling a mass-appeal product to a mass audience," reports James Tallon, advertising vice-president of LaRosa. "Subways provide the deep penetration of 4½ million different adults in metro New York. What's more, high frequency of regular subway riding and exposure to our ads matches the frequent purchasing of LaRosa products."

The subway ads complement a newspaper campaign stressing the same theme that is running concurrently, Tallon said.

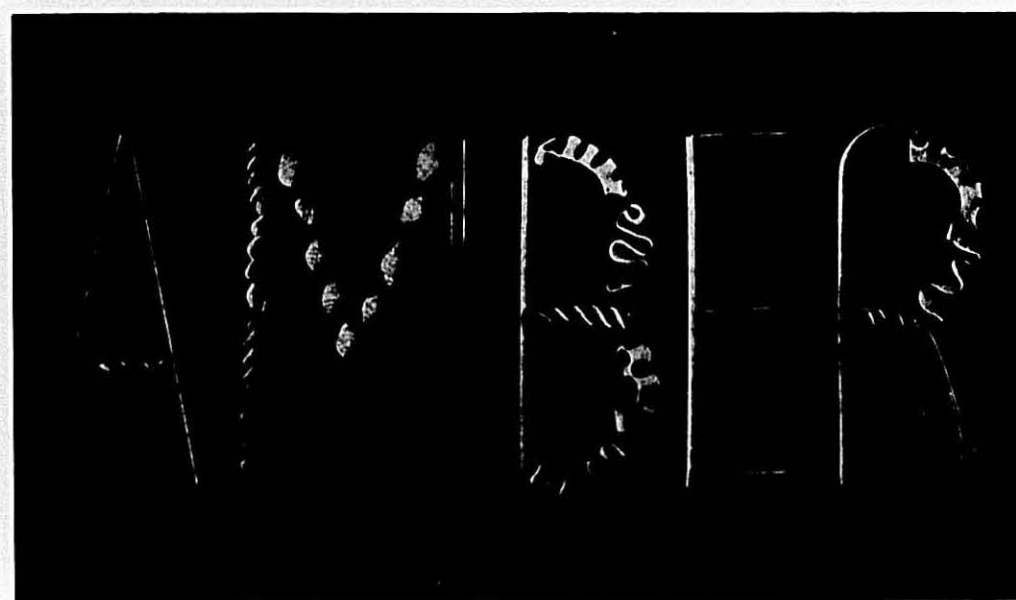
Advertising agency for LaRosa is Hicks & Greist, Management firm for the subway medium is New York Subways Advertising Company, Inc.

New Blended Food

On July 15, the Procurement and Sales Division, Agricultural Stabilization and Conservation Service of the U. S. Department of Agriculture, Washington, D. C., requested bids by August 4 for approximately 758,200 pounds of Blended Food Product—Formula No. 1—packed in 50-pound insect-resistant multiwall paper bags with a polyethylene liner for export shipment, explant on or before September 9, 1966.

The Department said: "The product will be used to combat malnutrition in underdeveloped countries. Today's (July 15) request is the first for offers of this product, which is a high protein food containing, basically, yellow corn, wheat and soy flours, nonfat dry milk, and vitamins and minerals necessary to provide a balanced food. Varying amounts of these basic ingredients can be used to provide different formulas."

Offers were to be considered for East Coast, West Coast, Great Lakes and Gulf ports. Quotations, per hundred-weight, were to be based on minimum cars and also on truck movements. The offer was to contain a precise description of the product offered, including shape of the kernel.



TO INSURE QUALITY IN ANY MACARONI PRODUCT, ALWAYS SPECIFY AMBER

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

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

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

We are prepared to meet your orders — prepared to ship every order when promised. And because of our rigid laboratory controls, highly skilled milling personnel and modern milling methods, you can be sure of consistent Amber quality. Be sure—specify AMBER.



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Conclave on Communications—

(Continued from page 17)

increasing, so the problem has been increasing.

Green: I'm going to call Bill Humphrey, who is the director of public relations for the National Confectioners Association. They have put out some interesting booklets, one of which is "How to Lose Weight and Stay Happy by Eating Candy."

Humphrey: Candy, like macaroni, is subject to a lot of adverse criticism from people who are weight-conscious.



Mr. Humphrey

We have given this a lot of thought and have used many avenues of approach to overcome the negative attitude. The book is one. We start with the premise that candy is not fattening. Eating a piece of candy before lunch or dinner will curb the appetite so you will eat less food. Or, eat a piece of candy for dessert instead of something with more calories, and thereby cut calorie intake. The approach, then, proceeds to show that you can actually lose weight by eating candy. In a year we have distributed 280,000 copies of this flyer by our members, put in supermarkets, retail outlets, vending machines, in packages, and by mail. We have developed three more booklets along this line: "How to Get Quick Energy and Keep Alert by Eating Candy"; "How to Drive Safely and Fight Fatigue by Eating Candy"; "How to Relieve Tension With a Candy Break." We expect big things of these.

Green: Thank you, Bill—it will take education to overcome the fattening phobia. I have a call in for Harold Halfpenny, our general counsel and a principal in the firm of Halfpenny, Hahn & Ryan. Hello, Harold.

Halfpenny: Hello, Bob. There is a lot of legislation being considered in Congress that will have a strong influence on your members. For example, there is the status of women under the Civil Rights Bill that they had better know about. You have been



Mr. Halfpenny

reading about the attempts to federalize the unemployment compensation, and you know about the growing concern for taking care of the consumer. Read the report of the National Commission on Food Marketing. Some of the recommendations sound like an Alice-in-Wonderland.

The Packaging Bill may be similar to the safety measures being discussed for the past fifty years and then Congress puts through a law in three or four weeks which will add to the costs of automobiles but may do little to actually increase safety.

I just can't be very optimistic about what is going on. I do think that the members of the food industry should be well acquainted with their Representatives in Congress and aware of their positions, and constantly make their views known.

Lenten Promotion

Green: Ben Green, no relation to me, of Geyer, Morey, Ballard advertising agency, called the other day with details on a Lenten promotion. Let's check with him about them.

Ben Green: My client is the largest salmon packer in the world, the New England Fish Company, located in Seattle, Washington. They have been successful in related-item merchandising. We are interested in store movement stimulated by dump displays, shelf-talkers, in-store merchandising.

We have just concluded a summer campaign with mayonnaise and Pillar Rock Red Salmon, Pink Beauty Pink Salmon, and Icy Point Red and Pink Salmon. Red salmon will be the item for promotion during Lent.

These six-week promotions generally cost about a quarter of a million dollars. We use such publications as McCall's, Woman's Day, Ladies' Home Journal, and a newspaper schedule of some 91 papers in the major markets in the United States. Point-of-sale material can be imprinted for the "Salmonoodle" promotion.

This campaign can sell more noodles than you can sell by yourself. We are asking for your enthusiastic support. Details will be forthcoming soon to those interested in participating.

Finanziaria Buitoni—

(Continued from page 8)

Giovanni Buitoni, formerly president of Buitoni Foods Corporation, has been named chairman of the United States branch. Marco Buitoni, formerly vice-president in charge of sales for Buitoni in France, has been named president. Also, the board of the American corporation has been enlarged to include four representatives of the European firms.

The Egg Market

As has been expected, hot weather led to decreasing shell egg production and increasing egg product prices. A larger than normal movement of flocks to fowl slaughter has accelerated production declines and has contributed to the firmer tendency for shell eggs and egg products. Egg product demand is expected to be heavy in the fall and prices firm.

There were 285,839,000 layers in the U. S. on June 1, compared to 289,668,000 a year ago. Eggs per layer dropped from 18.74 to 18.70, and total egg production fell from 5,429,000 eggs to 5,344,000.

Henningsen Acquisition

Victor W. Henningsen, Jr., president of Henningsen Foods, Inc., has announced the acquisition of the capital stock and assets of the Nebraska Egg Corporation and the Nebraska Egg and Poultry Corporation, both in David City, Nebraska. Both will be operated as separate divisions of Henningsen Foods.

Henningsen Appointments

Bill Darr has been named production manager in charge of all Henningsen food company plants. Bob Eggleston, who has been in charge of research on eggs and egg products for the past six years at Henningsen's central laboratories, is now director of quality control, headquartered at Omaha.

Graduate biochemist Jerry Heelan joins the central laboratories, where he will assist Harvey Lewis, in addition to doing other analytical work in conjunction with the company's other research programs. Dr. Frank Cunningham joins the central laboratories on August 1 and will be in charge of all research on eggs and egg products. He is the co-inventor of the new pasteurizing method for egg whites.

Bad Eggs

Salmonella infection from egg products appears on the increase, the Food and Drug Administration has warned. Reports of salmonellosis outbreaks have slowly, but steadily, grown, causing the FDA to order frozen, liquid, and dried whole eggs, yolks, and whites to be pasteurized or otherwise treated to destroy all viable salmonella microorganisms. Since May 18, any shipment of salmonella-contaminated foods is a violation of the Federal Food, Drug and Cosmetic Act.

Processing Down—

Accumulative production of liquid eggs January through June totaled 339,707,000 pounds or ten per cent less than a year ago.

You noodle-makers know everything about noodles, but Henningsen, the egg people, can tell you something new about eggs.



First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safely at or over the 5.5 per cent egg solid minimum content set by Federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent salmon-

nella-negative, by test. We homogenize our egg solids for uniformity.

We can also tell you ways to save money on the eggs you put into your egg noodles by better methods of handling and blending and storing eggs in your plant. And we know all the ways. After all, we're the egg people.

One more thing. You get fast, on-time, dependable delivery of egg solids from Henningsen. And we have local representatives all over the country to help you out on egg problems.

After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningsen, the egg people. But it is a good idea.

Henningsen Foods, Inc.

The egg people

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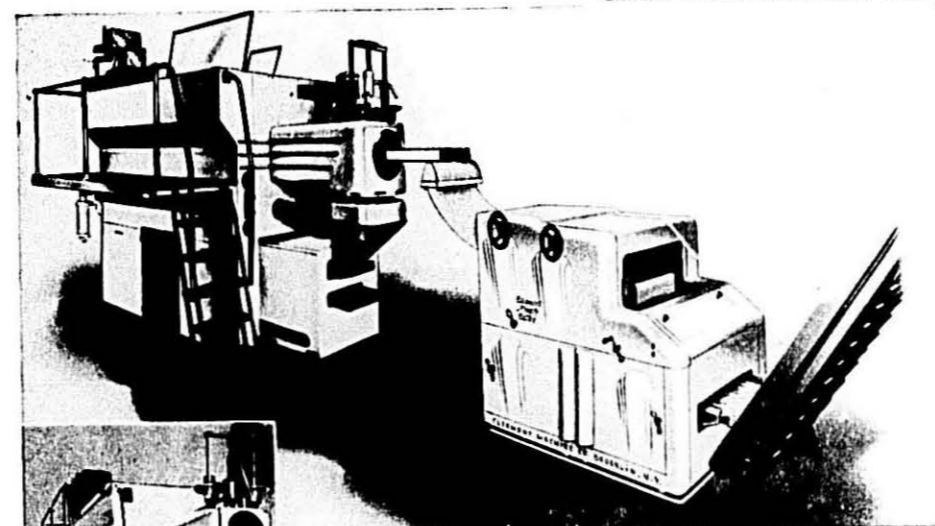
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FOR THE SUPERIOR IN NOODLE MACHINES

IT'S **ALL** WAYS *Clermont!*

Machine can be purchased with attachment for producing short cut macaroni.

TAILOR-MADE FOR THE NOODLE TRADE

Available with or without vacuum process

VMP-3 with short cut attachment.

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Engineered for simplicity of operation.

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Matchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.

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Mr. and Mrs. Dick Vessels
Mr. and Mrs. George Hackbush
Andrew Rondello

Italian Trade Commissioner, Chicago
Dr. Franco Slataper

Jacobs-Winston Laboratories, New York.
James J. Winston

Kitchens of Sara Lee, Deerfield, Ill.
Mr. and Mrs. Charles R. Patton

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

McCarthy & Associates, New York City
Mr. and Mrs. J. F. McCarthy
Mr. and Mrs. Alex Frank

Millers National Federation, Chicago
C. L. Mast, Jr.

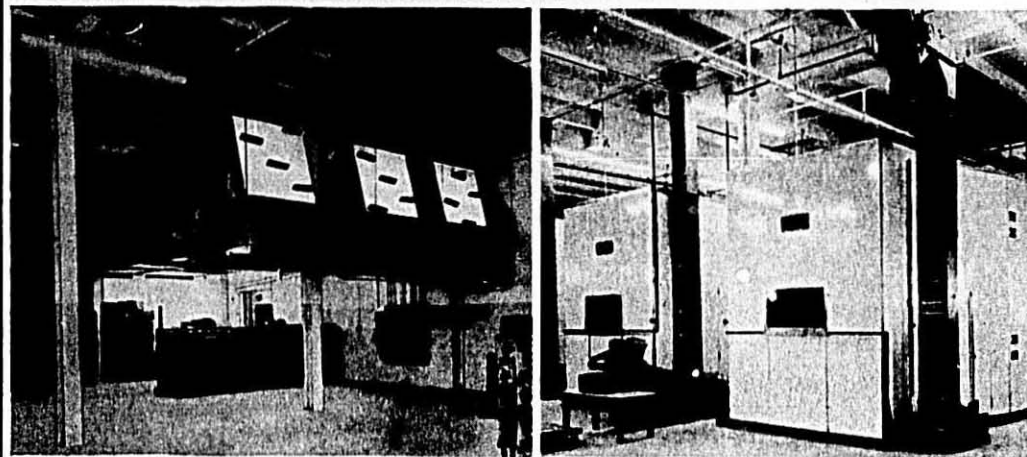
Munson Bag Co., Kansas City, Mo.
Mr. and Mrs. H. A. Cooley

National Confectioners Association
William V. Humphrey

National Macaroni Manufacturers
Ass'n, Palatine
Mr. and Mrs. Robert M. Green
Vera Ahrensfield
Barbara Weihs
(Continued on page 30)

STOR-A-VEYOR FOR NOODLES AND FRAGILE SPECIALTY ITEMS

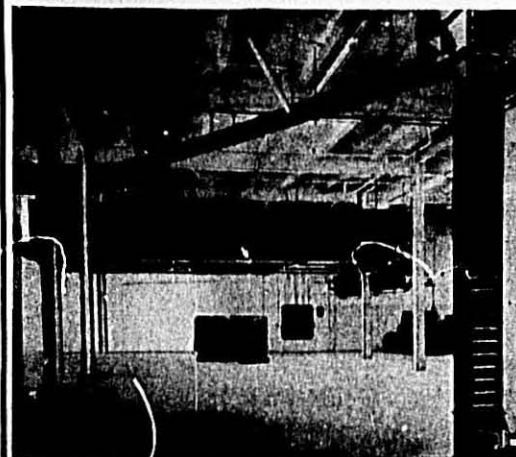
such as: Mostaccioli
Large Shells
Rigatoni
Spirals



Battery of 3 Stor-A-Veyors with 24 Hr. dryer capacity — 3 Control Conveyors with dual discharge feeding 2 Packaging Lines.

Note — Ceiling Mount allows free storage area under the Stor-A-Veyors.

From Dryers to Storage



Verti-Lift Bucket Elevator picks up from the Noodle Dryer and delivers to the pre-selected Stor-A-Veyor.

Of the many macaroni firms that have solved Storage and Handling with Stor-A-Veyor are: American Beauty Macaroni Plants at Dallas, Denver, Kansas City and Los Angeles; Anthony Macaroni, Los Angeles; Majorette, Seattle; Skinner, Omaha; U.S. Macaroni, Spokane; Mueller, Jersey City; San Giorgio Macaroni, Lebanon; Jenny Lee, St. Paul; O. B. Macaroni, Ft. Worth, Texas; Porter-Scarpelli, Portland, Ore.; The Creamette Co., Minneapolis.

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Convention Registrants—

(Continued from page 34)

National Restaurant Association
Kathryn Bruce
Nestle Company, White Plains, N.Y.
Francis W. Skeans
William F. Zick
North Dakota Mill, Grand Forks, N.D.
Mr. and Mrs. P. R. Fossen
Mr. and Mrs. William Brezden
North Dakota State University, Fargo.
Dr. Kenneth A. Gilles
Dr. Darrell Medcalf
North Dakota Wheat Commission
Paul E. R. Abrahamson
James Ole Sampson
Peavy Company Flour Mills, Minneapolis, Minn.
Mark Heffelfinger
Mr. and Mrs. L. S. Swanson
Mr. and Mrs. William Grady
Mr. and Mrs. George Faber
Mr. and Mrs. David Wilson
Mr. and Mrs. David F. Wilson
Victor Hanson
Rossotti Lithograph Corp., North Bergen, N.J.
Mr. and Mrs. Charles Rossotti
Mr. and Mrs. Robert G. Diez
Frank Prime
Schneider Brothers, Inc., Chicago, Ill.
Mr. and Mrs. Morris Schneider
Mr. and Mrs. Sidney Schneider
Mr. and Mrs. William Schneider
T. R. Sills & Company
Mr. and Mrs. Theodore R. Sills, Los Angeles
Mr. and Mrs. John Bohan, Chicago
Misses Ehrman and Laylin, New York City
Super Market Institute, Chicago, Ill.
Richard W. Daspit
Tardella Flour Co., Chicago, Ill.
Mr. and Mrs. Robert Tardella
Triangle Package Machinery Co., Chicago
Mr. and Mrs. Walter Muskat
U. S. Durum Growers Ass'n., Webster, N.D.
John W. Wright

Peavey Promotions

The Peavey Company has promoted three assistant managers and placed them in charge of western flour mill operations. They are Dennis S. Tangen, Grand Forks, North Dakota, mill; Bernard G. Lea, Billings, Montana, mill; and Lewis R. Malm, Minot, North Dakota, mill. All three mills formerly were under the direction of Douglas G. Johnson, manager, Peavey Company Flour Mills, Hastings, Minnesota.

International Milling Transfers Labs

International Milling Company has transferred its central research, quality control and bakery mix development operations to the Minneapolis suburb of New Hope, Minnesota.

About 100 employees have moved from the company's former laboratory building in Minneapolis. The New Hope facility, built in 1959, was purchased by International last year and subsequently remodeled. The move increases the company's central research and quality control space by 50 per cent. Design of the building and adjacent acreage will permit future expansion as needed.

Central research operations at International are under the direction of Dr. William R. Johnston. Experimental activities involve food products presently marketed by the company as well as new product and process development.

H. R. Wick directs quality control operations at New Hope. This group is responsible for maintaining the quality and performance standards of International's various bakery and consumer flours, and it works directly with the company's plant and regional laboratories to insure uniformity.

The bakery mix development section at the laboratory is headed by A. F. Borer. In this department, research and quality control work is conducted on International's line of bakery mix formulas and flavor variations.

Profitless Milling

In a report from the National Commission on Food Marketing, it was revealed that the profits of flour milling in 1964-65 were only 0.22 per cent of sales before taxes, and distribution of bread was held "inordinately costly" because of small lot deliveries and shelf stocking by driver-salesmen.

Autolyzed Yeast

New autolyzed yeast extracts for the food processing industry have been introduced by the Bioferm Division of International Minerals & Chemical Corporation.

They produce a broth flavor in soups, gravies, sauces and snack foods, and also intensify natural flavor characteristics of meats, poultry, seafoods and vegetables, according to Bioferm, the nation's largest producer of monosodium glutamate, a flavor enhancer.

Bioferm yeast extracts, available in powder and paste form in both premium and standards grades, are produced from primary yeast, a special strain of *Saccharomyces cerevisiae*.

"The use of a primary yeast, coupled with autolysis processing under hygienic conditions, produces an unusual lightness and clarity of color as well as the flavor qualities which are useful in a variety of foods," according to IMC.

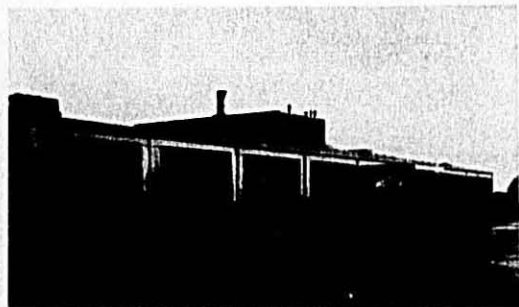
The extracts are high in protein content and contain a wide variety of B-complex vitamins and amino acids.

Australian Prospects

Australia could well have a wheat turnout of 325,000,000 bushels in 1966-67, if acreage projections are fulfilled, say trade sources. Realization of present commitments would result in a crop well over the 258,000,000 bushels of last season, but less than the record 369,000,000 bushels produced in 1964-65.

New Daughter

Mr. and Mrs. Joseph La Rosa, announce the birth of Linda Camilla La Rosa on June 30. Joe and Rose now have two boys and two girls.



The New Hope home of International Milling Company's central research, quality control and bakery mix development activities.

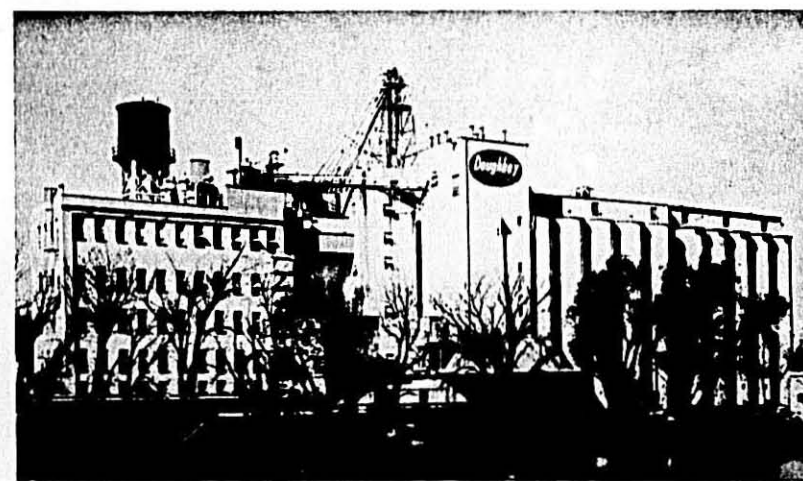


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WAY BACK WHEN

40 Years Ago

• Cooperative advertising was suggested as a means for the macaroni manufacturing industry to raise its products in the estimation of the general public and to disabuse the American public that goods made here are inferior to imports.

• "National cooperative advertising of macaroni products, intelligently conceived and determinedly pursued, would bring beneficial results at least equal to those enjoyed by other organizations of manufacturers. It would increase consumption, help to standardize quality, and would make the manufacturer a firmer believer in his product. Let's have a trial campaign!" wrote M. J. Donna.

• The Government's estimate of the durum crop approximated 50,000,000 bushels compared with 67,000,000 bushels for 1925 and the five-year average of 66,000,000 bushels. It was expected that quality would be better than the previous crop when there had been some smut damage. It was generally believed that quality was better on short straw than when a large crop was harvested with a long straw.

• Has something been unintentionally put over on flour users by the amended standards for flour and semolina? asked the Editor. Under the new ruling, flour or semolina may now contain not more than 15 per cent of moisture determined by the vacuum method which will henceforth be used in place of the old water oven method. The matter of 1½ per cent leeway caused speculation.

• Fine macaroni was defined as rough but elastic in texture. It breaks like glass and is yellow in color. It swells double its size when boiled but does not become sticky. It will keep well if kept cool and dry.

30 Years Ago

• Aroused macaroni-noodle manufacturers joined in a legal battle for their rights in the processing tax refund controversy. After persistent delays by the Government, the Association retained legal counsel to pursue the case.

• Living costs zoomed but macaroni remains a bargain. The Agricultural Adjustment Act cut down supplies through crop curtailments and the drought made further and more drastic reductions. Potato prices reflected upward trends in living costs, as did butter, bacon, and several other food items; but macaroni was going down if anything and quality suffered.

• The Canadian Durum Wheat Research Laboratory and its activities

under the leadership of Dr. W. F. Geddes was described in an article in the Macaroni Journal.

• Ben Jacobs, Association representative in Washington, reported that his chemical laboratory had received only a few samples for analysis as suspect of violation of Food Standards.

20 Years Ago

• Wanted: More quality durum. At the macaroni convention in Minneapolis, closer cooperation was called for between macaroni manufacturers and wheat growers. The 1946 durum crop was estimated in the neighborhood of 35,000,000 bushels, and there was a question as to whether or not this would be sufficient to meet the demands of an expanded macaroni industry.

• A new semolina mill, A. L. Stansfield, Inc., announced the beginning of operations in October. Clifford Kutz was sales manager.

• Effective October 7, the Definitions and Standards for Enriched Macaroni and Noodle Products would enable such products to be marketed.

• Macaroni products are not "pastes." Officially, it's "macaroni products." The Government had ordered it so. The long fight led by Secretary M. J. Donna of the Association was bearing fruit. He had fought consistently against the use of the term "alimentary pastes" as a general name for the fine wheat food processed in macaroni-noodle plants, because the term "pastes" did not have the same meaning in English that might be conveyed by the same term in Italian pasta or French pastes.

• The term "paste" in the American vernacular is a material used for sticking paper on walls, hardly something as appetizing and satisfying as macaroni and noodle products.

10 Years Ago

• Durum comeback. After several years of poor crops because of unfortunate weather conditions and devastation by rust, durum prospects look better than at any time during the previous five years. Estimates ranged between an average crop of 12 bushels to the acre producing 28,800,000 bushels, or a bumper crop of 15 bushels to the acre turning in some 36,000,000 bushels.

• In a panel discussion at Wentworth-by-the-Sea, Henry Turcotte of the Associated Grocers of New Hampshire, Donald A. Gannon of Stop-and-Shop in Boston, and James F. Sweeney, advertising and promotion director for Champagne Super Markets, comment-

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ed on what's going on in the grocery store. They were in agreement that their principal problem was to make money. Related item sales were looked upon as a way to increase business and profits. The grocers agreed that they get excited if they think the consumer will be excited by any given promotion.

• Theodore R. Sills reported that in six months, macaroni products were prominently featured in editorial material, many illustrated in color, in some 42 magazines. He announced among the things to come a Macaroni-of-the-Month Club, a low calorie meal promotion, and contacts to continue with all types of media.

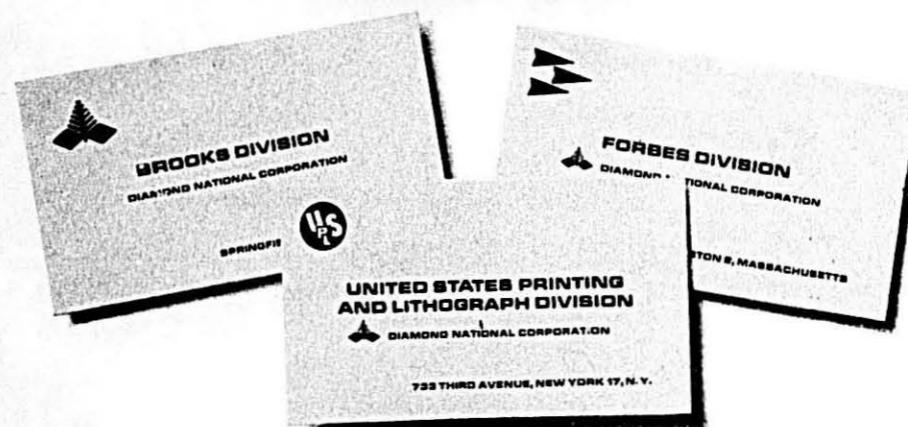
• Sophia Loren, writing in the New York Journal American, said: "You eat spaghetti, soon you too will look Italian girl. Everything I've got I got from eating spaghetti. You try it."



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