

**THE  
MACARONI  
JOURNAL**

**Volume 49  
No. 3**

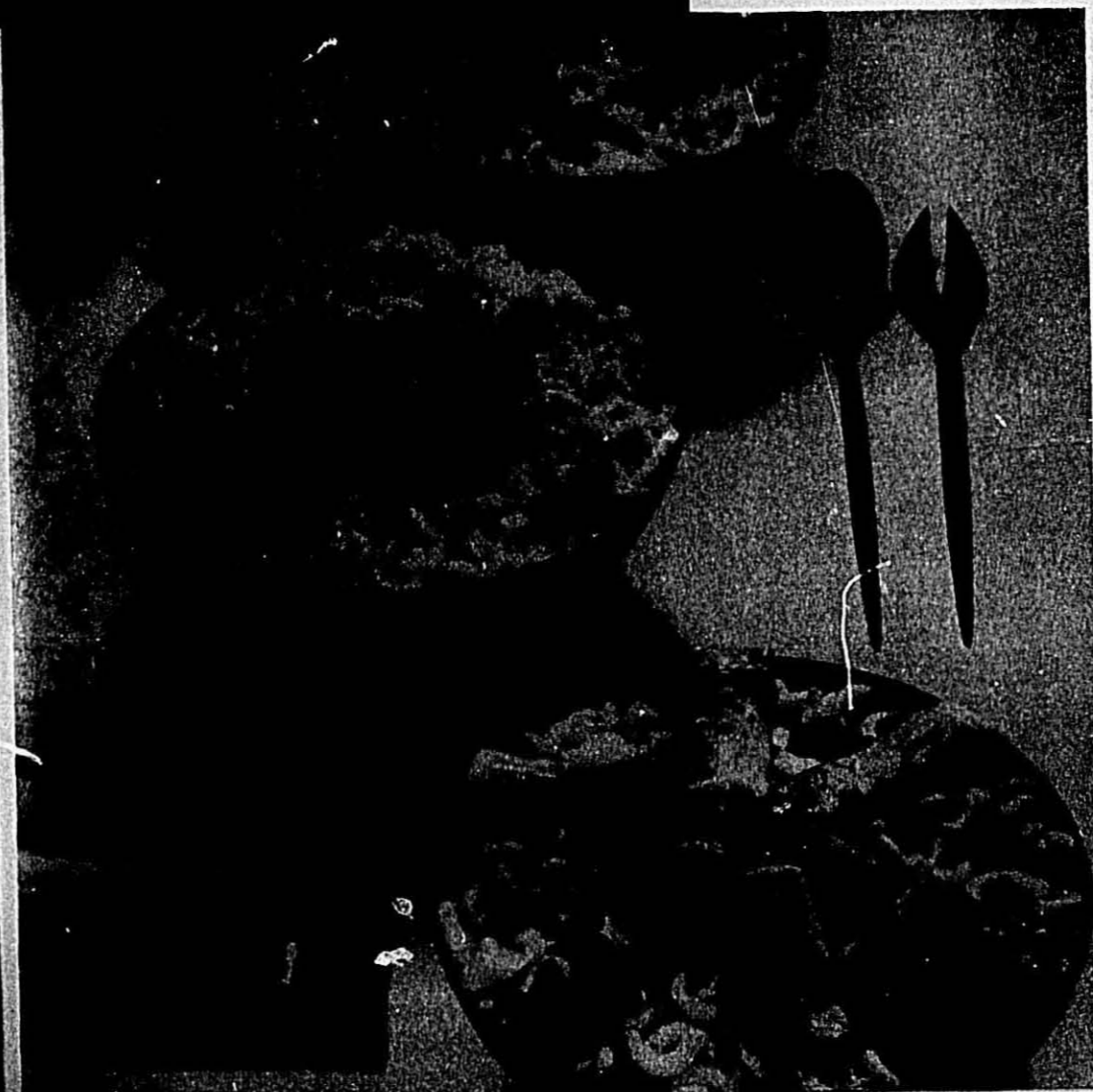
**July, 1967**

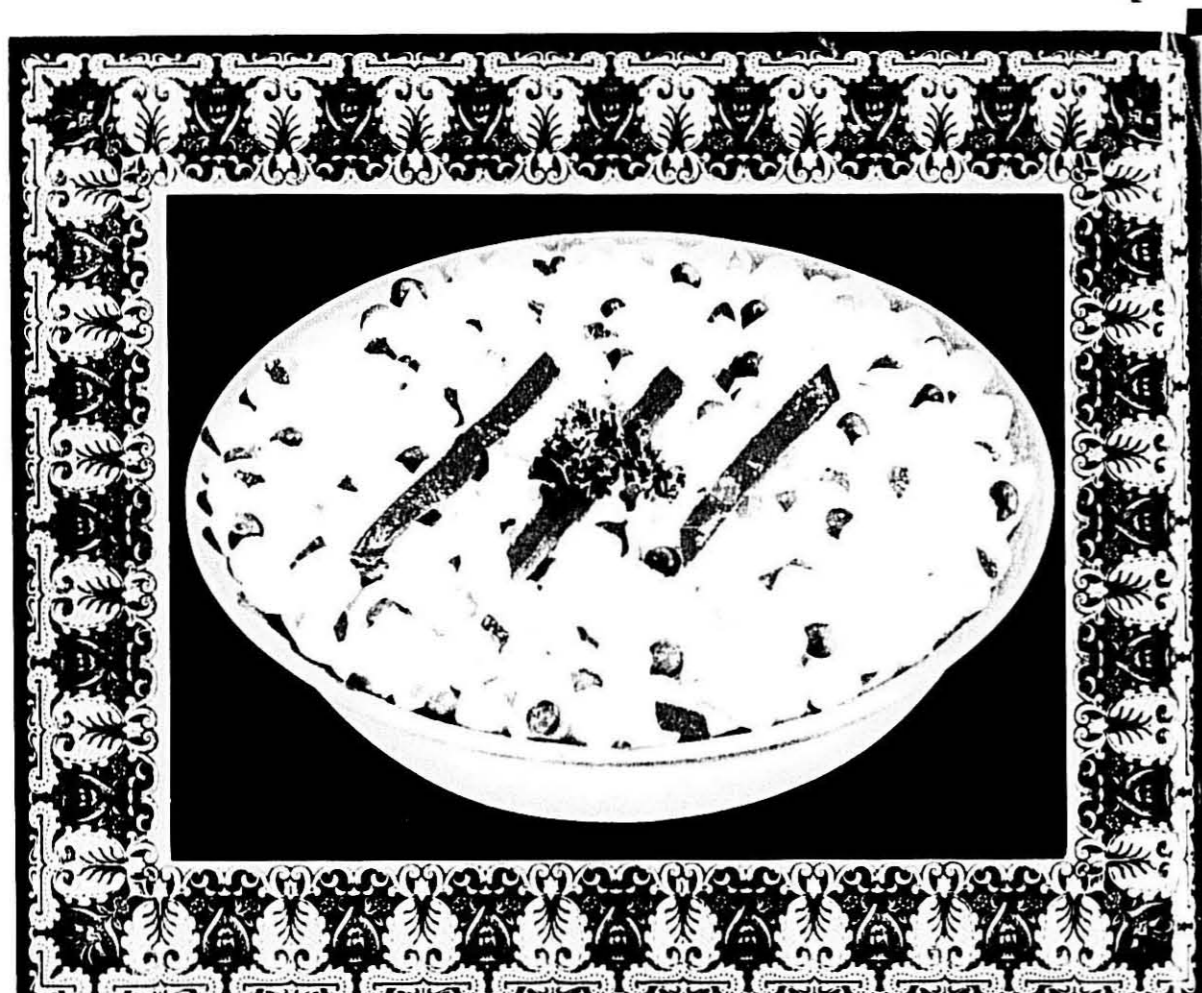
# Macaroni Journal



**JULY, 1967**

**MACARONI SALADS  
BIG BARBECUE BOOM**





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# The Macaroni Journal

July  
1967  
Vol. 49  
No. 3

Official publication of the National Macaroni Manufacturers Association  
1370 North Lincoln, Chicago, Illinois 60610  
A quarterly journal for the macaroni industry  
P.O. Box 1000, Chicago, Illinois 60610

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JULY, 1967

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## Cover Photo

A photograph of a bowl of macaroni and cheese, garnished with three cinnamon sticks and a small floral arrangement. The bowl is set within a decorative, ornate border featuring repeating floral and scrollwork patterns.

Subscription rates: Domestic \$10.00 per year, Foreign \$15.00 per year, Single Copies 50¢, Back Copies 50¢.

## BIG BARBECUE BOOM

**T**HIS is going to be the biggest year yet for outdoor barbecuing." Such is the glowing prediction of Walter Jetton, chairman of the Fifth Annual National Barbecue Month, July 1 to 31, and one of the nation's leading authorities on outdoor cookery.

Known as the "Barbecue Chef To Presidents," Jetton travels the country hosting as many as sixty barbecues a year for some of the nation's biggest corporations, and most distinguished political gatherings.

His prediction for a boom in barbecuing is based on four factors—the national economy, the weather, increased leisure time, and a surge of creative interest from the men who man the grills.

"Over 4 billion dollars were spent on outdoor living in this country in 1966—a record that should be topped this year," Jetton said, adding: "About half a billion dollars will be spent on outdoor dining alone this year. This includes beverages, foods, grills and accessories."

According to Jetton, the average family with an outdoor grill spent more than \$200 on grillable foods last year. Some 82 per cent of U.S. families ate at least one meal outdoors; 70 per cent of these families already owned equipment for outdoor cooking and 15 per cent planned purchase this year.

### Long, Hot Summer

Jetton pointed out that weather, a sensitive factor in outdoor cooking, promises to be favorable this summer. Professional and amateur prophets forecast a probable long hot season over most parts of this country. They argue that after the prolonged severe winter, this nation should have hot weather extending well into the late autumn.

Increased leisure time—more weekends, more vacations, and shorter work hours—also contribute to the growth of barbecuing. It is not unusual for a man to arrive home from work in plenty of time to start the fire, so that cooking out becomes a part of the regular weekday schedule, rather than being strictly limited to weekends. Cooking out has become part of the entertainment pattern of Americans and during the summer outdoor barbecuing parties are standard procedure.

The enormous appeal of charcoal-grilled goods has stretched the season. The first warm Saturday in Spring will see charcoal grills sprouting like crocuses, and they won't be taken in till the leaves fall.



Barbecued Chicken with Spaghetti

### Papa Likes to Cook

The final intangible factor in the growth of barbecuing according to Walter Jetton has to do with changing attitudes and increasing interest in the subject. Originally, cookouts were for picnics, Boy Scouts, hunters and campers on the occasional Sunday afternoon family gathering. Gradually, charcoal cooking began to emerge as a high form of male activity; men had always been fairly knowledgeable about meat cuts and sauces, and they now began to develop latent cooking skills.

"It wasn't long before the women caught on," continues Walter Jetton. They found they could relax while dinner was cooked and served." Jetton adds that the combination of reduced kitchen work for the women and an admiring audience for the men could only result in surging enthusiasm for barbecuing.

"There's no telling where it will stop," concluded Jetton. "But one thing is sure: it's good for business, it's good for families and food prepared and eaten under the sky tastes great."

As a salute to National Barbecue Month, a favorite American food—spaghetti—joins a favorite American custom—eating out of doors—in a recipe developed by the National Macaroni Institute.

### Barbecued Chicken with Spaghetti (Makes 4 servings)

2 tablespoons olive or salad oil  
3 cloves garlic, minced  
1 medium onion, chopped  
1 can (8 ounces) tomato sauce

1 can (8 ounces) tomato paste  
1 cup water  
1 teaspoon seasoned salt  
¼ teaspoon basil  
¼ teaspoon oregano  
Crushed red pepper, to taste  
8 medium chicken drumsticks  
1 tablespoon salt  
3 quarts boiling water  
8 ounces spaghetti

Heat oil in saucepan, add garlic and onion and brown lightly. Add tomato sauce, tomato paste, water, seasoned salt, basil, oregano and crushed red pepper to taste; blend well. Cover and cook over low heat 30 minutes, stirring occasionally.

Meanwhile, broil chicken five to six inches from source of heat, or cook on outdoor grill 25 minutes on each side, or until tender. Baste chicken with some of tomato sauce during last 15 minutes of cooking time.

Add one tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve spaghetti with sauce and chicken.

### KEEPING COOL WITH MACARONI SALADS

**E**VERY season brings its own reason for serving macaroni. Winter calls for sturdy hot dishes, early spring for some meatless yet satisfying main dishes, and the fall for exciting new recipes to help get back into the routine after relaxed summer days. And summer itself calls for salads . . . which are refreshing and easy to assemble on warm days, and which inspire eating even when hot weather discourages appetites.

A macaroni salad is marvelous fare for a warm-weather party. In spite of its economy, macaroni can hobnob with any of the more expensive foods to make them go a little further. Ease of cooking and the possibility of advance preparation are two more characteristics which suit macaroni for party dishes.

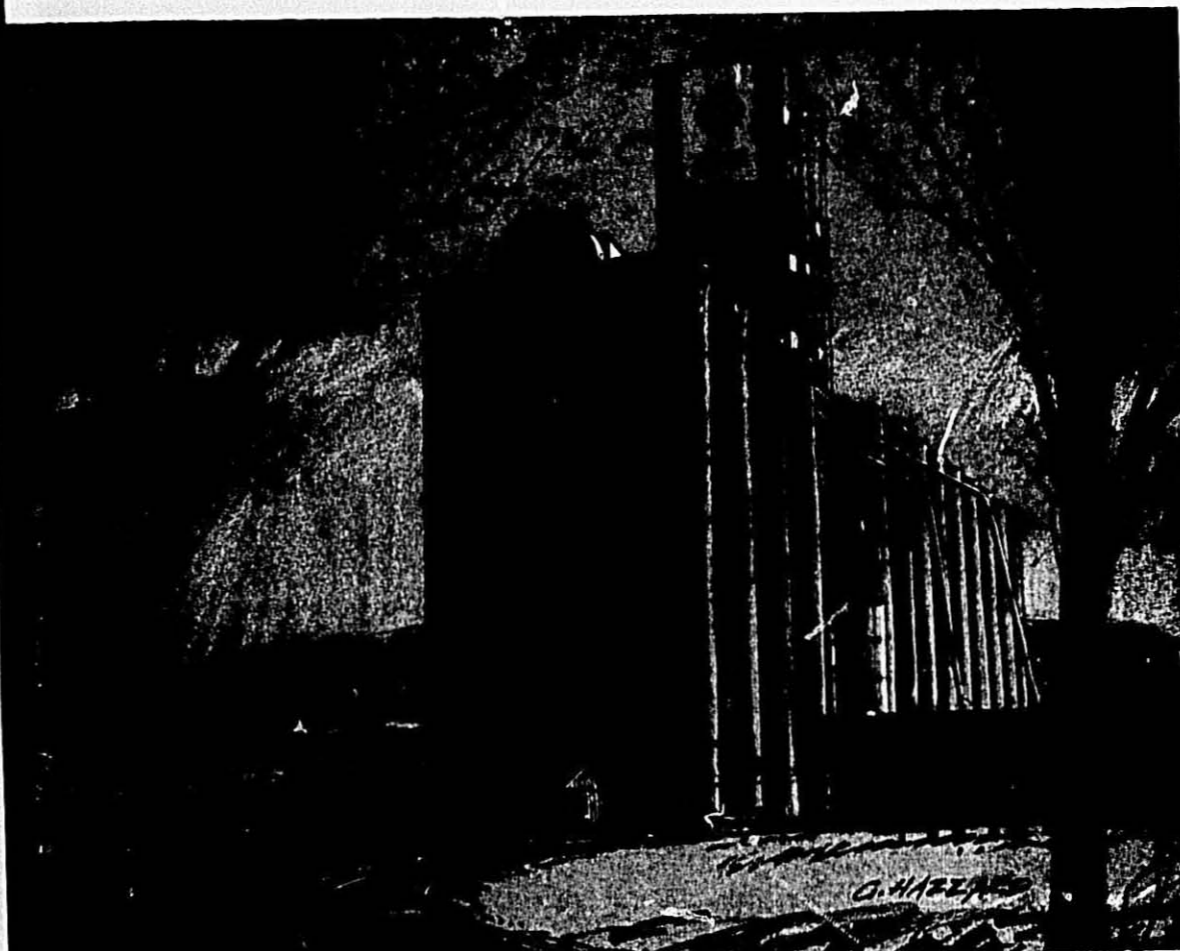
The National Macaroni Institute suggests a Macaroni Fruit Buffet Salad for serving on a warm July evening. Sunny looking orange sections, apricots and pineapple make it a refreshing summery salad. The macaroni along with cottage cheese and sour cream gives it enough substance to satisfy appetites.

(Continued on page 6)

THE MACARONI JOURNAL

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## Macaroni Salads

### Macaroni Fruit Buffet Salad (Makes 12 servings)

2 tablespoons salt  
4 to 6 quarts boiling water  
4 cups elbow macaroni (1 pound)  
2 cups dairy sour cream  
2 cups creamed cottage cheese  
¼ cup chopped pecans  
1 teaspoon salt  
½ teaspoon cinnamon  
2 cups orange sections  
2 cans (1-pound, 4½ ounces each) pineapple chunks, drained  
Crisp salad greens  
2 cans (1 pound, 14 ounces each) apricot halves, drained

Add 2 tablespoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain again.

Mix together macaroni, sour cream, cottage cheese, nuts, 1 teaspoon salt and cinnamon. Add orange sections, pineapple and 3 tablespoons of the pineapple syrup. Toss lightly and chill. Mound on salad greens; surround with apricots. Sprinkle with paprika. Garnish with cinnamon, if desired. Serve with additional sour cream, if desired.

### Cover Trio

There's an endless variety of macaroni salads. A salad can be almost anything you want it to be. Endless combinations are possible, for either a nourishing and satisfying main dish or for a delightful accompaniment to the entree. The trio pictured on the cover of this month's magazine are Nippy Ham Salad, Tomato-Onion-Cheese Salad, and Spanish Onion-Green Bean-Macaroni Salad. Here are the recipes:

### Nippy Ham Salad

(Makes 4 to 6 servings)

½ pound boiled ham, about ¼ inch thick  
1 tablespoon salt  
3 quarts boiling water  
2 cups elbow macaroni (8 ounces)  
2 medium-sized tomatoes, coarsely chopped  
½ cup sliced scallions  
½ cup salad oil  
3 tablespoons vinegar  
1½ teaspoons dry mustard  
2 teaspoons sugar  
1 teaspoon salt  
¼ teaspoon pepper

Roll up ham slices tightly, jelly-roll fashion; chill. Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain.



Macaroni Fruit Buffet Salad

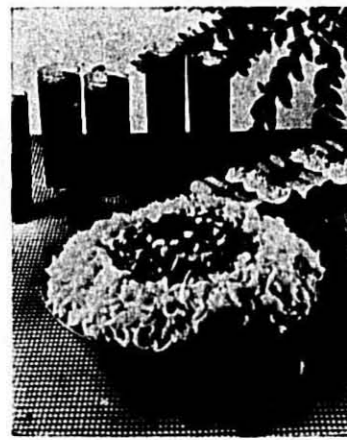
Combine macaroni and remaining ingredients; mix well. Chill. Arrange ham rolls on macaroni salad. Garnish as desired.

### Tomato-Onion-Cheese Salad (Makes 4 to 6 servings)

1 tablespoon salt  
3 quarts boiling water  
2 cups elbow macaroni (8 ounces)  
2 cups grated process American cheese (about ½ pound)  
1 cup sour cream  
6 tablespoons vinegar  
1 medium-sized tomato, coarsely chopped  
Salt and pepper to taste

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain.

Reserve ½ cup cheese. Combine macaroni, remaining cheese and remaining ingredients; mix well. Sprinkle with ½ cup cheese. Chill. Garnish as desired.



Macaroni and Vegetable Ring

### Spanish Onion-Green Bean-Macaroni Salad (Makes 4 to 6 servings)

1 tablespoon salt  
3 quarts boiling water  
2 cups elbow macaroni (8 ounces)  
1 medium-sized Spanish onion, sliced  
2 cups cooked green beans  
1 teaspoon prepared horseradish  
¼ cup salad oil  
3 tablespoons vinegar  
1 teaspoon paprika  
2 teaspoons sugar  
1 teaspoon salt  
¼ teaspoon pepper

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain.

Combine macaroni and remaining ingredients; mix well. Chill. Garnish as desired.

Barbecue or buffet supper, picnic or patio party, dining out-of-doors is the mode for summer living. The rules for choice of food are not rigid, but certain items are traditional favorites. For instance, a Macaroni and Vegetable Ring can be the basis of an easy-to-fix summer supper, accompanied by ham rolls and deviled eggs with iced tea as the beverage.

### Macaroni and Vegetable Ring (Makes 6 to 8 servings)

2 tablespoons salt  
4 to 6 quarts boiling water  
4 cups elbow macaroni (1 pound)  
½ cup chopped celery  
¼ cup grated onion  
½ teaspoon celery salt  
½ teaspoon seasoned salt  
¼ teaspoon pepper  
3 cups cooked mixed vegetables  
½ cup French dressing

Add 2 tablespoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water. Drain.

Combine macaroni, celery, onion, celery salt, seasoned salt and pepper; mix well. Chill. Combine mixed vegetables and French dressing; mix well. Chill. Arrange mixed vegetables in center of serving platter. Arrange macaroni around mixed vegetables.

### Creamettes Leads Milwaukee

In the 1967 Milwaukee Journal consumer analysis study Creamettes commanded the market for dry macaroni and spaghetti with a 28% share; White Pearl had 18%; La Rosa 17%.

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by Gene Kuhn  
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Harold T. Halfpenny

### Halfpenny Reports on Packaging Law

Harold T. Halfpenny, general counsel to the National Macaroni Manufacturers Association made the following report in mid-May:

The Food and Drug Administration now finds that the technical details of the proposed rules for mandatory information on food labels, to which many in the food industry objected, are probably too tough. The printing industry estimates that it could take years to make all of the plates necessary for the change in labels.

The Commissioner of the Food and Drug Administration has indicated willingness to yield on the proposal that packages now marked "Av. net wt.," be marked "Minimum net wt.," and rely on the formula already accepted by weights and measures officials, "Av. net wt.," as acceptable so long as any 10 packages selected at random average out at the rate reported on the label. This was based upon the information as to the uncertainty of food packaging machines as to filling to exact weights in each and every package.

But these regulations covering the mandatory sections of the law are only the beginning. Eventually there will be examination of the second half of the new law, the so-called "optional provisions" designed to cope with problems such as "giant family size," "5¢ off," and the proliferation of package sizes.

#### FTC Assignment

The Federal Trade Commission's assignment under the new law is limited to household products which are neither foods, drugs, cosmetics nor devices, but apparently the Federal Trade Commission's staff does not see that they are so limited. They interpret the law as a supplement to Section 5 of the Federal Trade Commission Act—the section which authorizes the Commission to proceed against unfair and deceptive practices. In view of the FTC plans as given in testimony before the House, it appears they view the new law as a mandate for regulatory agencies to focus on deceptive packaging and label-

ing practices, giving the FTC much broader authority.

#### Federal Trade Commission Sets July 1 For Enforcing Fair Packaging, Labeling Law

Plans of the Federal Trade Commission for carrying out its part in enforcing the Fair Packaging and Labeling Act (PL-755) are set forth in the hearings on its appropriations released by the House Appropriations Committee.

The agency proposes and seeks money to pay for a 19-person unit to carry out its duties under the statute.

"Immediately," Chairman Paul Rand Dixon testified, "we must promulgate initial regulations under mandatory requirements of the new law, and the work will include product-by-product surveys of packaging and labeling practices, the taking of appropriate action to eliminate consumer deception, and a program of education to alert industry and consumers as to the meanings and requirements of the new law."

Food and Drug Administration administers the statute with respect to the products under its jurisdiction. FTC Chairman Dixon said that "there are 6,000 to 8,000 products," other than food or drugs, on the shelves of retailers whose packages and labels will have to be studied. He referred to detergents, "the paper product field," and other products.

#### Proposed Unit

Chairman Dixon put into the hearings record his agency's proposed program for administering the Act "and related matters under the Federal Trade Commission Act." This describes the composition of the proposed 19-person unit and sets out its duties as follows:

"(1) Complete promulgation of initial regulations under mandatory requirements of the new law.

"(2) To the extent that manpower is available, initiate product-by-product (industry) surveys of packaging and labeling practices regarding

"(a) characterization of packages as 'small,' 'medium,' 'large,' etc.,

"(b) 'cents off' and other savings claims,

"(c) statement of ingredients or lack thereof, and

"(d) slack filling, with a view of possible promulgation of regulations under the new law, of possible corrective action under Section 5 FTCA, these surveys to include also practices such as

"(e) pricing of large sizes at a per-ounce price higher than smaller sizes,

"(f) use of premium coupons or reduction of product quantity while increasing or maintaining the retail price, and

"(g) use of odd—or fractional-weight packages, as possible violations of the FTC Act, and

"(h) proliferation of package weights, measures or quantities,

as possibly being 'unfair' under FTC Act if violative of public policy (declared in the new law) to 'enable consumers to obtain accurate information as to quantity of package contents' or 'facilitate value comparisons,' or, in the alternative, as possibly warranting reference of facts to Department of Commerce for consideration of voluntary product standard proceedings.

"(3) Devise and carry out a program of education for both industry and consumers as to meaning and requirements of the new law.

"(4) Study effectiveness of the new law with a view of being able to report to Congress at any time regarding adequacy and desirable amendments or additional legislation."

A special section has been created in the bureau of deceptive practices with a substantial staff of lawyers and technicians to handle the program.

#### IPACK-IMA Sold Out

The Executive Committee of IPACK-IMA has received a report from Secretary General, Ing. Ezio Landini, that with the exhibition only a few months away almost all of the exhibition space of some 75,000 square meters has been sold out. A large number of important firms will be represented in all three sectors into which the exhibition is subdivided: packing and packaging, food-processing industrial machinery, and mechanical handling.

The mechanical handling sector will benefit particularly from the presence of America manufacturers, whose section has been organized on behalf of the U. S. Department of Commerce by the U. S. Trade Center in Milan.

The fifth edition of the IPACK-IMA exhibition will be held October 4 to 10 on the premises of the Milan Trade Fair.

The Secretary General also announced that apart from the numerous technical-economic conferences dedicated to packaging there will be an international conference, promoted by the Italian Society for the Study of Fatty Substances, on the technology of these substances. At this conference recent progress and growth prospects particularly with a view to expanding the market in East European and Afri-

(Continued on page 30)

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Mechanical Handling  
Food-Processing Industrial Machinery

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### BEAT THE DRUM

Noodles Alfredo, Spaghetti with Meat Sauce, Macaroni & Cheese will appear in recipe booklets offered in the fall campaign of the American Dairy Association "Parade of Vitality Foods."

Noodles Alfredo and Spaghetti with Meat Sauce will appear in point-of-sale material. Noodles Alfredo appears in full-color advertising in the September issue of Family Circle.

For complete details write:

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Noodles Alfredo

## Packaging Conference Considers Litter Aims, Labor Problems

IN the keynote address at the American Management Association's 36th Annual Packaging Conference William F. May, chairman, American Can Company, asked: "Does packaging convenience plus disposability have to equal pollution?" He then revealed a plan by which packagers can take the reins in controlling the mounting litter problem:

### Control Our Destinies

"We in packaging should be the masters of our own destinies. If industry would anticipate areas into which the government is likely to move, such as auto safety, it might by timely action preclude the intervention," the Wall Street Journal declared in a recent editorial.

"I'm confident that most of us would agree with that. However, should legislation be proposed I hope, too, that industry has learned from the protracted period of time and the tremendous amount of effort and money spent in haggling over 'truth in packaging' legislation that intransigent opposition is a mistake."

"Anticipatory action by package-makers and packagers with respect to solving the problem of litter created by their products, after they are used by the consumer, is the only way to avoid outside intervention. One of our industrial publications stated it quite well recently when it said: 'If it can be shown that a million thumbs feel the hammer's bite each year, and the law can't improve the aim of the citizen, it can require soft hammers.'"

"The most monumental information and education program in the world will not have a major impact upon the confirmed litterers of this country. We've already recognized that the affliction of littering is not confined to the uneducated but encompasses citizens of all educational levels. Its common denominator seems to be 'irresponsibility'."

### Seek A Solution

To seek a solution to the problem, Mr. May said: "I'm always reluctant to suggest the formation of another group to seek a solution to a problem, but I think in this instance it is essential that a representative group accept the challenge. I would suggest the formation of

a Packaging Materials Research Council with initial representation drawn from the Glass Container Manufacturers Institute, the Can Manufacturers Institute, the American Paper Institute, the Iron and Steel Institute, the Aluminum Manufacturers Association and the Society of the Plastics Industry."

"Initial representatives could be limited to two from each of the organizations named and they should represent the best top research personnel of each organization's membership. Their initial task should be to review the entire packaging materials field to determine what is now being done to provide degradable materials."

"This review should be the subject of a report by the Council to be made available six months after its organization. The report should contain not only a review of the present situation on degradable materials but recommendations for future courses of action by container and package makers and their material suppliers."

### Evaluate Developments

"Further than that, it should evaluate technological developments in the multi-million dollar business of refuse disposal in general. Even the cans, glass bottles, plastic containers and paper packages that are properly disposed of create refuse problems."

"If they are processed through grinders, the resulting waste still must be disposed of and if they are incinerated they pollute the air. Some contaminate the ground if they are used for purposes of fill. Yet we must put them somewhere, so we are slowly filling the earth with our refuse, and one day we may fill the seas with it."

"The non-combustibles in this group generally account for 24 per cent of the total amount of municipal refuse while the combustibles, including all paper refuse, account for 64 per cent. The remainder is in food wastes."

"I would suggest further that the Council review its activities on a regular basis with the anti-pollution agencies of the federal government such as the Department of the Interior, the Department of Health, Education and Welfare, the Congressional Committee on Public Works and the President's Science Advisory Committee."

"I don't need to tell you that we are living in a rapidly changing world. Today the control of air, water and solid waste pollution is not only an industry problem but a responsibility. Weird as it may sound, control of these pollutants is actually a battle for survival on the part of man."

"One university scientist has predicted that 'the world's atmosphere will grow more and more polluted until, a century from now, it will be too poisonous to allow human life to survive, and civilization will pass away.'"

"All of us already are involved in projects to control air and water contamination. Control of litter and accumulation of solid wastes is nothing more than an extension of our existing antipollution efforts and represents an area in which we in packaging can make a direct and major contribution. As good businessmen, as citizens we must do no less."

### Help Supermarkets

Michael J. O'Connor, executive director, Super Market Institute, told the delegates how the packaging industry can help the supermarket industry curtail labor costs.

Great opportunities lie ahead for packagers, "if you can learn to put controlled atmosphere into your packages," Mr. O'Connor said.

Such a development would involve the whole of a market's produce section and would be "important to us in reducing costs," he said.

"With our profits locked in at less than 2 per cent before taxes because of our industry's tight competition our only hope for success is in the rapid and efficient turnover of inventory. This means that we must manage our manpower and our merchandising in a more effective manner. This is why you are so important to us," he said.

### Reduce Space Requirements

The SMI official also told AMA packaging delegates that good packaging can reduce space requirements and expensive handling, while permitting supermarkets to build merchandising displays more easily and at lower costs.

(More on next page)

"Price coding, or prepricing, which I think is bound to come, can make a more dramatic reduction in man-hour costs and as you know, over one-third of our total cost of doing business is in labor," Mr. O'Connor stated.

The importance of packaging increases, he added, with the prospect of more automatic shelf-stocking, prepackaged displays and central prepackaging of all perishables.

"Also, as the product life cycle shortens, and as more and more products come on the market, the element of packaging becomes even more important in our deliberations," Mr. O'Connor said.

Comments on packaging for retail impact follow:

### Package for the Consumer

Richard Hoffman  
Group Marketing Manager  
Fairmont Foods Company

Despite intense and costly investment, food marketers are not coming up with enough good packaging solutions. Certainly not quickly enough. A bold description of the situation would be: All of us—manufacturers, suppliers, converters, designers are smoking the pipe of self-delusion. We are psychedelic drop-outs—failing to pace the American consumer in her expanding needs for better packaging. Our homemaker is simply not well served—not as well served as she wants to be and is willing to pay for.

Now, such a forthright and outrageous statement, I know you'll agree, deserves to be knocked down, and hard. But, please consider the evidence in its favor.

The National Family Opinion Poll—taken last year and reported in the June and July issues of Sales Management, identifies the situation. It shows: 61% of the people interviewed said that they would be willing to pay more for the product that came in a more convenient or efficient package. And, 48% said they would switch brands if a competing company came out with a package they liked better. Imagine, approximately one half of some present franchisees could be lost, if a competing product came out with a superior package. This authoritative report on reactions to today's packaging by 1100 representative housewives might be summarized in this statement, from the report, "The American homemaker is more discriminating and demanding than ever. Unlike earlier generations of women who wanted to be seen as thrifty, hardworking homemakers, she now comes out and says, she will spend the family's money to save time, effort,

or fingernails. She is willing to switch brands and pay more just to get a better package. She has a simple definition for a "better package." It is—one that works. It opens and closes, protects, dispenses, stores, and generally performs its function with maximum efficiency."

Can we honestly say that this homemaker's packaging wants are being met today by most of us . . . most of the time?

I suggest that many food manufacturers are failing to come to grips with this homemaker's wants for a "better" package. And, of course, the failure to do so is at their eventual market peril.

What, you might ask, does Fairmont Foods do, that is remarkably different? Perhaps, not remarkable, but I think there is something different—something that's worth noting—something that gives Mrs. Homemaker that "better" package.

### Product Examples

Perhaps the following examples of products, recently introduced by Fairmont, illustrate such a slightly different approach to packaging.

1. Most snacks used to come in a cellophane bag, that shortly after it was opened, typically tore right down the middle, spilling product on clothes, car seats, and what have you. We have introduced a brand new snack item, called Happy Snackers, in a brand new snack package—a tub. The lid is easy to open, easy to close. It stacks well on the housewife's shelf as well as the grocer's shelf. The package acts as a server and it never breaks. We have also put out an existing snack item—Scattermix—in this tub.
2. The next new package we have come up with is our "bag-in-the-box" cookies. The cookies are packed in a twist-tie reclosable poly-bag which is then overwrapped in the see-through window carton. The reclosable bag feature is emphasized by the fact that the printed bag end is actually pulled through a die-cut hole at the end flap of the carton. The carton is color-coded by cookie variety.
3. Even in the frozen dessert business, where innovations are usually hard to come by, we feel that we have a package that makes life a little easier for the consumer. It is called Fairmont Imperial Ice Cream. Because of its wide, but shallow container, it is quite easy to scoop the ice cream. Also, because of the special, extremely flexible lid, it is very easy to open and close, without

breaking fingernails. And, we feel that since many housewives do use it as a reusable container, we should give them a good one.

4. Another "commodity type" product that leans heavily on packaging for uniqueness is our Thin Flake Saltine package. Inside of the cardboard carton are four foil packets, which are now all in a poly-bag with a twist-tie at the end of the bag. Not exceptionally inventive, but, we feel it has an appeal to a good-sized share of the market.

5. Also, I am sure that many of you have been bothered over the years when you opened a bag of pretzels or potato chips, and after a few thrusts into the bag, it promptly ripped down the side. Our chips and our pretzels are in a laminated poly-bag that will not rip under normal handling.

By and large, it is too early to evaluate Fairmont's experience with this new and costlier packaging. But obviously, we feel that in time, the decision to go this route will have been a wise one. We expect to get new users for our products, strictly on the basis of package convenience. Though, naturally we feel our products are excellent too.

### Packaging's Hidden Potentials

Richard L. Siegel, V.P.  
Paperboard Packaging Division,  
Weyerhaeuser Company, Chicago

"An unnamed package carried 27 billion, 500 million quarts of product secretly to market last year. Secretly because almost no one noticed it along the way. This anonymous package enjoys wide supermarket distribution—in fact, an average of 30 facings per store evade the consumers interest and attention daily.

"During a two week period the average American family will be exposed to this silent package more than 147 times. A family of five will reach for this package 280 times and a family of eight will view the package 459 times.

"When you compare this extremely high package exposure rate to food products in daily home use like cereals with 33 exposures in two weeks or cookies with 30, crackers with 16 and gelatins with 10, you can see that our mystery package and its product could have a far reaching influence in the market place.

"The package I am referring to is almost unique in its capacity to create

(Continued on page 14)

*Clean Sweep . . .*



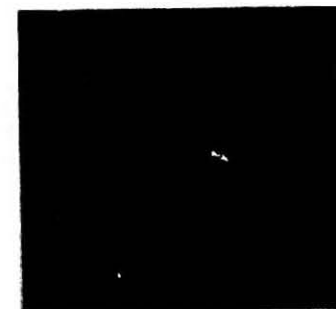
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JULY, 1967



## Packaging's Hidden Potentials—

(Continued from page 11)

retail impact. Yet most of this potential is untapped."

Mr. Siegel then explained four-color process printing on milk cartons to lift milk out of the commodity class. The package is called Drama-Print, and can be applied to many products.

### Cross Product Promotion

"Basically, we see three opportunities to use full-color packaging to generate this impact. The first involves what the dairies call cross-product promotion. I am sure that most of you are quite familiar with the technique. It involves the use of the package to promote other product lines. For dairies this means using the milk carton to promote ice cream, cottage cheese, dips, special holiday features. As dairies become diversified it can mean the promotion of non-dairy products on side panels as well.

### Use of Premiums

"A second Drama-Print opportunity involves the use of premiums. Although premium promotions are now used by dairies, their effectiveness is restricted by the limitations of two-color printing. The impact of a premium is lost in one- or two-color designs and this has downgraded the types of premiums that could be offered. It's tough to create much impact with this kind of presentation.

### Improved Graphics

"A third Drama-Print opportunity involves only the impact generating capability of improved graphics. Here's a new stock line that promises the freshness of dairy products in full-color.

"The potential of packaging to constantly recreate impact is a combined operation involving both the package and the package supplier. I hope that all of you will become increasingly more dissatisfied with the impact your package is now creating because every package has greater potential and the job of bringing that potential out of hiding can be an extremely profitable experience."

## Design for the Future

Roy Parcels, Partner,  
Dixon & Parcels Associates

Scientific research on an unprecedented scale is creating a whole new world of new packaging materials, new combinations of materials, new products, new machinery and new processes.

Unlike the relatively stable world of packaging technology of twenty or even ten years ago, packaging has now become a leading innovation industry. Here are some up-to-date facts which bear out this conclusion:

1. Package-using companies invested over a billion dollars in 1966 in packaging research. This is double the amount invested ten years ago. —This figure does not include the very substantial investments made by manufacturers of packaging materials—companies as diverse as Continental Can, Dupont, Union Carbide and U. S. Steel.
2. Package-using companies have also doubled the percentage of sales re-invested in research in a decade.
3. By 1970—just three years from now—they expect to increase R&D investments another 50 per cent.
4. The past year saw new investment in new packaging machinery increase by 30 per cent over 1965.

When you consider that these figures do not include new packaging materials, this is somewhat staggering.

### Role of Designer

A second consequence of the growing investment in packaging R&D is the increasingly complex role the designer plays in packaging. The intuitive designer will always be needed, but today's design organization must also have a comprehensive grasp of the many new materials, the combination of materials, the new processes and new economic considerations in order to perform its job effectively.

Designers must not only have a thorough mastery of these considerations. They must also know how to work creatively with corporate management design teams to be sure the resulting package meets all marketing requirements. That in itself may be the most distinguishing mark of the true professional design organization.

The role of design in modern corporate success, beyond the normal design functions—art, structural innovation and graphic communication—is the role of helping to add profitability.

The five trend packages to watch are:

1. The Segmented Package—see below.
2. The Corporate Package—high priority for introductions.
3. The International Package—symbols here have different meanings there.
4. The New Package—a genuine invention gives a marketing edge.
5. The Plural Package—multi-functional.

### Segmented Package

The segmented package is a relative newcomer to the lexicon of marketing design and packaging terms. The concept is not new, nor is it just a new fad word.

In essence, it means that there is not now, and never has been a monolithic "mass" market—not even among the youth. There are only selective markets—special groups of human needs that cluster together in sufficient quantity to constitute a worthwhile market opportunity. Two prime examples of what it means:

In redesigning packages for Sweetheart Ice Cream Cones, we discovered that there is not even one single children's market. Actually, there are several different markets depending on age levels.

The same principal is inherent in hair coloring products—not only in relation to age levels but to male and female segments of the population as well. Clairol's package for Great Day men's hair coloring represents an almost classic example of the application of the segmentation concept to a market and a package.

### Involvement Research

Allen Porter  
Porter & Goodman Design,  
Los Angeles

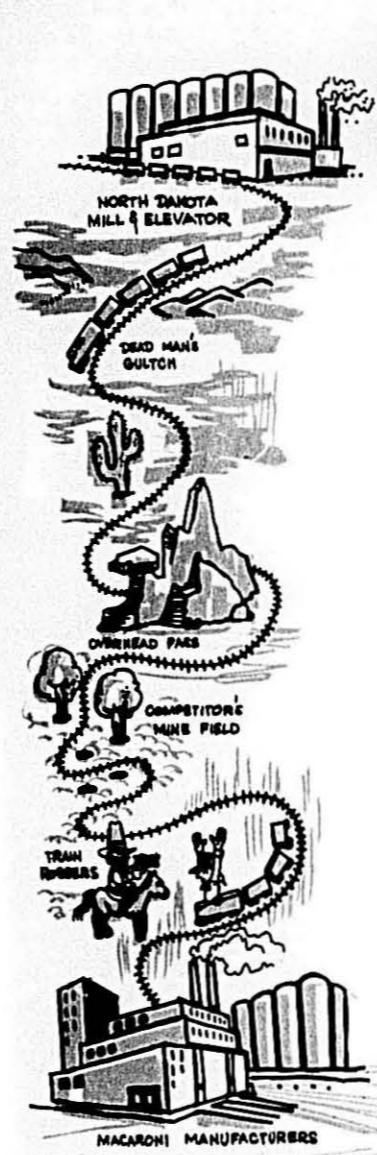
If you are going to design packaging with retail impact, you are going to have to get involved — involved with your product, involved with your designer, involved with your retailer, involved with your consumer. Involvement implies reactions. It promotes insight and total awareness of the problems. You find that things which are important to you may mean nothing to the people you are trying to reach. You are more likely to make decisions which are relevant to your audience.

Your own problems vary only in degree and emphasis from any other manufacturer of packaged goods. When you begin to see the common basis for problem solving you will enter the 20th century of awareness. You will not make the obvious mistakes.

Too many packagers design packaging on the assumption that the package is already in the consumer's hand, isolated from competition. It is the same misconception that arises from looking at an isolated package design presented to a client on his desk. This artificial isolation may be lost entirely when the package meets the store shelf. You will concern yourself with environment.

(Continued on page 16)

THE MACARONI JOURNAL



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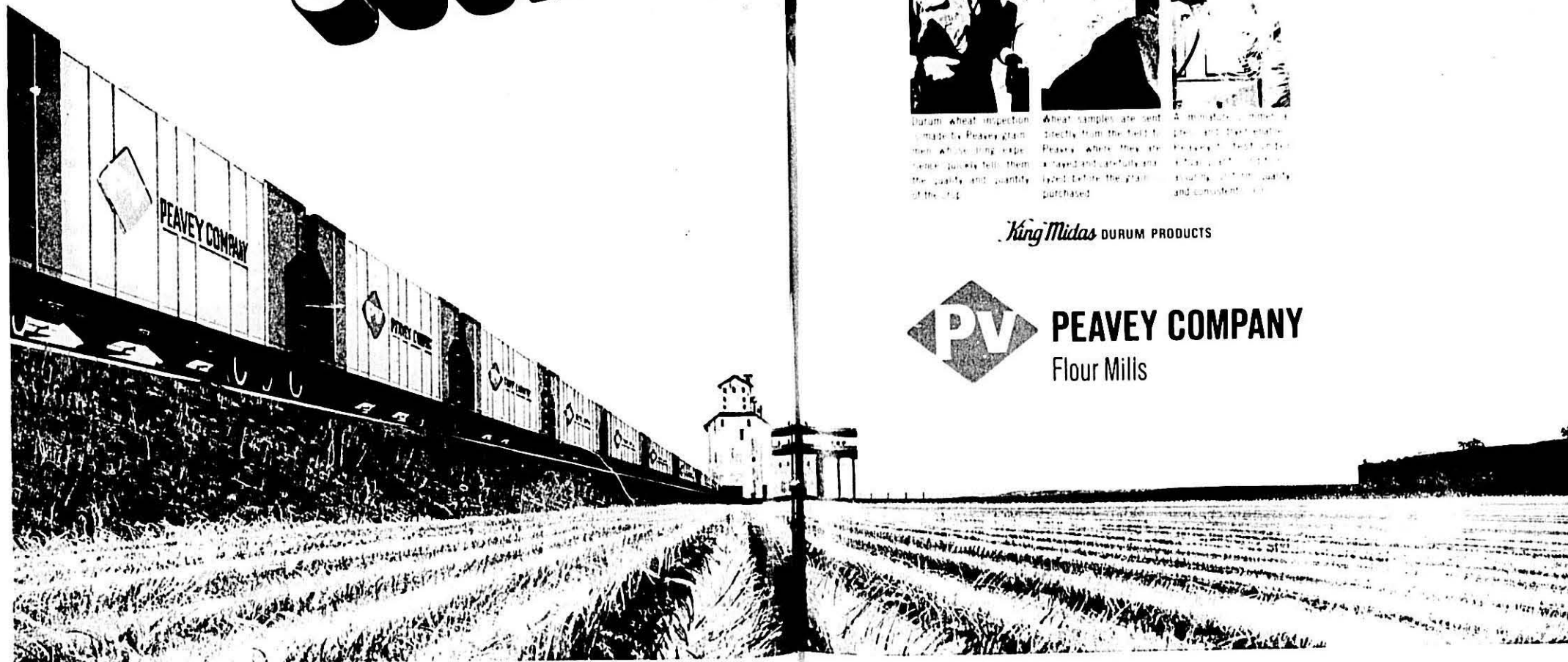
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## Doughboy Augments Packaging Machinery Line



John J. Grevich, vice president of the Doughboy Industries Packaging Machinery Division, right, whose company has just acquired the manufacturing and sales rights of the Minneapolis Sewing Machine Company, discusses one of the portable suspension models with Edward H. Scharmer, Sr., left, president of the Minneapolis firm, and his son, Edward H. Scharmer, Jr., center, vice president of the company. The company's sewing machines are used to close various types of heavy duty bags made of paper, cloth and burlap. These units will augment the line now made by Doughboy.

**D**OUGHBOY Industries, Inc. of New Richmond, Wisconsin, has acquired the manufacturing and sales rights of the Minneapolis Sewing Machine Company and will add all of the Minneapolis bag closing sewing machines to the line now produced by Doughboy's Packaging Machinery Division.

The plant, located at 4885 Osseo Road in North Minneapolis will continue to manufacture the Minneapolis machines and the operation will be a division of Doughboy. Eventually, it was indicated, production will be expanded at that factory. Sales will be handled through New Richmond.

The announcement was made jointly by John J. Grevich, vice president of the Doughboy Packaging Machinery Division, and Edward H. Scharmer, Sr., president of the Minneapolis Sewing Machine Company.

### Complete Range of Units

The move was made by Doughboy to augment its line of industrial sewing units and the acquisition gives the firm a complete line ranging from small, lightweight, economical hand models for a few hundred dollars to large, high production units.

Minneapolis sewing machines are used by scores of industries to close paper, cloth and burlap bags in the heavy duty category and with these units added to its existing line, Doughboy will take immediate steps to penetrate new markets by adding new

agents in the United States, Canada and other parts of the world.

The Minneapolis firm has been represented world-wide by sales and factory agents and these people will be kept in the organization to sell the expanded Doughboy line.

"This new alignment is of great importance to packagers who are seeking greater efficiency and lower costs in time, labor and materials," Mr. Grevich said. "There is a great need in some industries to integrate these machines into their present operations in order to meet profit objectives."

### Many Uses Cited

The sewing units of both companies are used for closing bags containing such products as fertilizer, chemicals, seeds, farm feeds; dairy products including powdered milk, ice cream mix, dried buttermilk, calf formulas and many other dairy by-products; flour and flour products including cake mix, doughnut mix and cookie mix; coffee, chocolate, salt, sugar and spices. The machines are also used for bags containing produce including such vegetables as potatoes, onions and turnips and in the fresh fruit field they bag apples, oranges and other fruits with the equipment. Some firms are using the machines to close burlap bags containing tractor and farm machinery accessories, tools and parts.

Doughboy is one of the leading manufacturers of diversified packaging ma-

chinery and equipment, and the sewing units will be closely integrated into the performance of some of the existing units, as well as those now on the drawing boards.

The company has pioneered in the development of machines and equipment used for packaging thousands of products and today the firm makes heat sealers, sewing units, twist tie machines, labelers, closing units using glue, bag fabricating systems, conveyors, form, fill and seal machines, wrapping units and heat tunnels. There is an international division with factories in Hamburg, West Germany, and Göttingen, West Germany. The sewing units will be handled overseas through Doughboy's existing agents and the new ones to be added.

The change over involving the Minneapolis Sewing Machine Company is effective immediately and Edward H. Scharmer, Jr., vice president, will remain with the Doughboy organization as plant manager and design engineer. His father, an expert with sewing machines used by the apparel industries for many years, will serve as a consultant.

### From Small Beginning

Mr. Scharmer, Sr., started the business in 1944 and the company incorporated three years later. The operation began in the basement of his North Minneapolis home after he had developed the first of the series of industrial sewing machines for heavy duty bags. Prior to that he had spent many years with the wearing apparel firms manufacturing everything from men's garments to children's wear.

Scharmer recalls, with pride, that he acquired his knowledge of machinery as a boy on his father's farm where repair work and maintenance of equipment was a regular chore. The experience stimulated his interest in machines and later sent him into the apparel industry as a sewing machine maintenance man.

### Designing Takes Time

He acquired further experience with industrial sewing machines while working for several different types of businesses and after he conceived the idea of a new bag closing unit he spent more than six years designing, experimenting, testing and redesigning.

His years of experience in the apparel industry left him with a good impression of women who operate machines.

(Continued on next page)

"The service of any machine depends a lot upon the operator," he says. "In my years of experience I have had women employees who seem to have the knack of keeping their machines in order. They would run along for months, maybe for years, without calling for maintenance."

The performance of industrial sewing machines should not be confused with the units used at home to make dresses for the children, he explains, pointing out that a sewing machine for garments has 10 to 18 stitches to an inch, while the industrial machines for bag closing have 5½ stitches an inch.

"And those stitches are strong as wire," he says. "They'll hold every time and they give the contents of the bag real protection."

## Packaging Machinery School

The nation's first packaging machinery school, with beneficial implications for all industries using packaging equipment, was dedicated in Elizabeth, N.J., to provide practical training for much-needed packaging line mechanics.

The school, a new annex of the Thomas A. Edison Vocational and Technical High School, is expected to set a trend in establishing similar facilities in other parts of the country, especially in metropolitan areas where there are concentrations of industries whose products are packaged.

### Pilot School

The broad interest in this "pilot" school is attested to by the far-flung sources of packaging machinery contributed to it by industry for instructional purposes. Under the urging of the Packaging Machinery Manufacturers Institute (PMMI), the Washington, D.C.-based association of machinery makers, PMMI members located in Massachusetts, Rhode Island, New York, Pennsylvania, Illinois and California, as well as in New Jersey, donated more than a dozen machines to help get this new approach to packaging line mechanics training off the ground.

The result of a two-year pioneering effort by educators, government agencies and private industry, the Edison school already is in operation, offering day and evening courses to students who receive practical experience under simulated on-the-job conditions by working on fully operational machines.

Initially the brain child of Stephen Poniatowski and Anthony Nittoli, principal and apprenticeship coordinator, respectively, of the Edison school, the idea of a packaging line mechanics school was encouraged and guided by an advisory committee made up of



**Education Pioneers.** The nation's first packaging machinery school, dedicated at Elizabeth, New Jersey, brings a citation to the Packaging Machinery Manufacturers Institute (PMMI), whose members from Massachusetts to California outfitted the Edison Vocational and Technical High School with more than a dozen donated packaging machines. Accepting the citation is Richard Wellbrock, center, president of the PMMI and president of the New Jersey Machine Corporation, Hoboken, New Jersey. With him are, left to right, Anthony Nittoli, apprenticeship coordinator of the Edison school; Ira Gottscho, chairman of PMMI's education committee, and also president of Gottscho, Inc., Hillside, New Jersey; Dr. Robert M. Worthington, assistant New Jersey Commissioner of Education, who made the presentation; and Leslie Smith, senior industrial engineer of Bristol-Meyers, Hillside, New Jersey, an active promoter of the project and member of the school's advisory committee.

packaging industry representatives and educators.

"The dedicated teamwork between educators and private industry that this new school represents is a definite breakthrough," said New Jersey Governor Richard J. Hughes during the dedication ceremony. "The desirability of such teamwork is obvious," said Hughes, "in that it fills industry's need for skilled technicians and creates new job opportunities."

### Special Citation

A special citation was presented to the PMMI by Dr. Robert M. Worthington, assistant New Jersey commissioner of education, for its support of the project. Richard Wellbrock, president of the PMMI, accepted the citation on behalf of the institute. Wellbrock also is president of New Jersey Machine Corp., Hoboken, N. J., one of the machinery donors.

In his acceptance speech, Wellbrock said that, "with the Edison school now in a position to help satisfy the heavy demand for skilled mechanics in New Jersey, its even greater long-term effect may well be that of demonstrating the feasibility of setting up such instructional facilities wherever they are needed."

"The PMMI," Wellbrock said, "is encouraging the establishment of similar schools in other areas, and it is our hope," he stressed, "that the kind of interest and support demonstrated in this endeavor by all concerned will be emulated across the country."

The three-year course at Edison includes basic shop and maintenance subjects, general instructions in packaging machinery components, use of tools, lubrication and safety, and special training on machines that package liquid, powdered and viscous products and tablets. Also covered are shrink-film and blister packaging, cartoning, coding and aerosols.

Using the Edison course outline as a guide, the PMMI has begun to develop basic training manuals on packaging machinery to be used in classrooms and home study, and as reference material for on-the-job training.

### Expanded Activities

The training of packaging line mechanics represents a major part of PMMI's expanded educational activities, and will be the featured subject at industry seminars to be held in conjunction with the PMMI-sponsored Packaging Machinery Show 67, September 18-21, 1967, Convention Hall, Atlantic City, N. J.

The broadened education program of the institute is headed by Ira Gottscho, chairman of its education committee, and president, Gottscho, Inc., Hillside, N. J., and by Frank Fairbanks, Jr., chairman of the PMMI technical information committee, and executive vice president, Horix Manufacturing Co., Pittsburgh, Pa. Seminar chairman is W. B. Bronander, president, Scandia Packaging Machinery Co., North Arlington, N. J.

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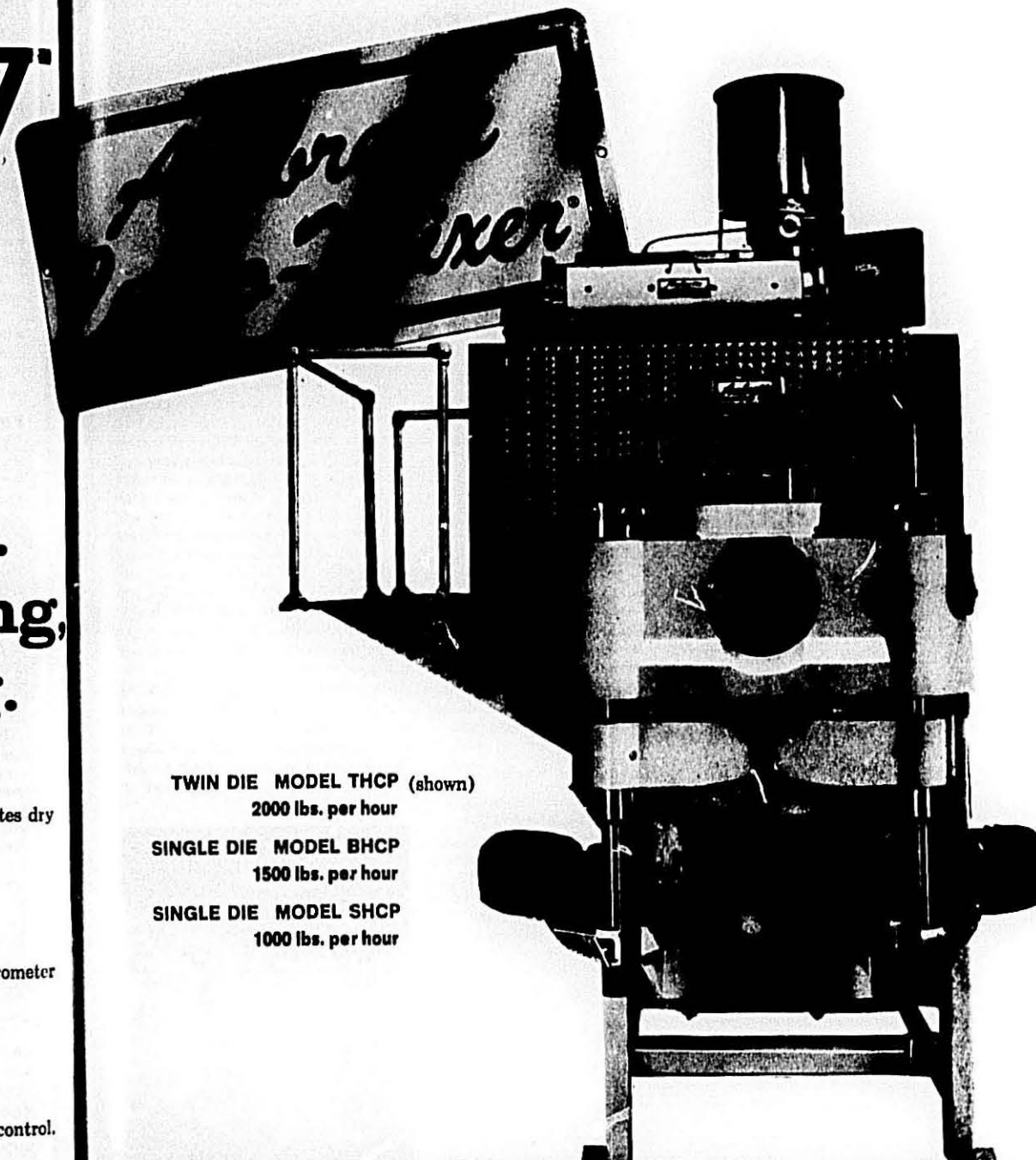
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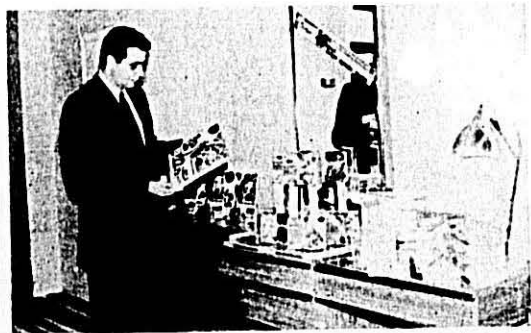
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**1000 lbs. per hour**

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**AMBRETTE MACHINERY CORPORATION**

## FROZEN ITALIAN FOODS



Sales Mgr. J. H. Van Marken looks over Damiano packages.

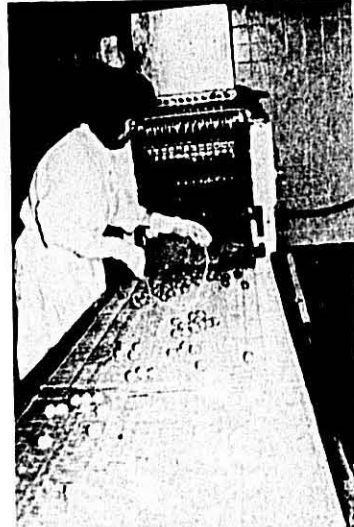
FROZEN Italian dinners is one of the fastest growing items in the rapidly expanding frozen food business.

In Miami, Florida, Victor Damiano, who has operated National Air Catering Service near the International Airport since retiring from the restaurant business in 1955, has recently added a retail line to his institutional pack of frozen Italian foods.

They have been an instant success.

According to Sales Manager J. H. Van Marken, retail sales reached a quarter of a million dollars in only three marketing areas during the last few months of 1966. "We are now in 18 major marketing areas," says Mr. Van Marken, "and we fully expect our retail sales to exceed \$1,000,000 in 1967."

European chefs, engaged in the catering service which serves sixteen airlines, helped develop recipes for the six Italian dinners, three styles of frozen



Meat Ball Machine

meat balls, and two pizza packages under the Damiano label; plus several kinds of pizza under the Caprician label. The Caprician pizza is competitively priced, while the Damiano line is up to 25 per cent more at retail than competing frozen Italian foods.

The firm has virtually no competition in the field of frozen canape meat balls which are available in Italian, Swedish, and Chinese styles.

To cope with rapidly expanding sales demand, a new building is planned to double the present capacity of about 600 cases per eight-hour day. Versatility in production is presently achieved through the use of portable equipment, so that as many as a half dozen different products can be processed simultaneously.

### Everything on Wheels

Everything is on wheels except a battery of seven Groen steam kettles, a Fostoria radar oven, and a custom-built steam cooking tunnel. Conveyors, ravioli filling machines, sauce fillers, bag sealers, package sealers, meat grinders, a meat ball machine, and several other pieces of equipment are on rollers so they can be moved from place to place in the adjoining kitchens which have tile floors and ceramic tile walls.

The radar oven can cook 5,000 hamburgers per hour, or 32,000 pizza crusts during an eight-hour shift.

Three portable ravioli filling machines are used to insert the cheese or meat filling between the two layers of dough which are then scored so they can be separated into 18-piece sections for the retail package or 36-piece sections for the institutional pack.

The ravioli squares are placed in plain white package liners which are then placed on trays, slid into cabinets, and rushed into the -60° blast freezing room.



Filling packages with frozen meat balls.

Meanwhile, sauce which has been cooked in the steam kettles is pumped from portable stainless steel tanks to a stainless steel hopper. From the hopper sauce is fed into pouches which are then sealed and then transferred to the cold room. Here at about 55° the ravioli is removed from the freezer funnel, and pouches of sauce are added. Packages are then sealed in paraffined packages which show full color photographs of the products. Cooking directions and color photos of serving suggestions are on each package.

The meat balls are in the same style package as the ravioli, manicotti, cannelloni, lasagne, and cavatelli dinners.

Pizza is made in five, ten, and twelve inch sizes, and in six varieties. Pizza crusts are stacked under a stainless steel funnel filler which ejects the appropriate amount of sauce. This is



Ravioli Machine



Adding Sauce to Pizza.

spread by hand on a turntable, then fed on a conveyor by workers who add cheese and other ingredients by hand. A conveyor then goes to a table where a machine wraps the pizza from a roll of clear plastic. A shrink tunnel then form-fits the plastic, and pizzas are placed in master cartons which are immediately transferred to freezer rooms.

When distribution is achieved through 40 per cent of the retail outlets in an area, the company sponsors full-page color advertising in consumer publications. Sunday supplements are common media.

### Heat-and-Serve Packages

On the West Coast, Leo Pollano has formed the Venezia Italian Foods, Inc. in Redwood City, California, and is packing cannelloni, manicotti and lasagne in handy heat-and-serve containers.

The packages measure 5½ by 8½ inches. Each product is shown in appetizing color, and pack contains a generous serving for two.

The cannelloni illustration shows the product held aloft on a spatula, with Mozzarella cheese melting appetizingly above a round dish in which the second cannelloni sits in sauce. Pollano explains that cannelloni are tubular shaped pastas filled with meat and cheeses and covered with sauce.

Manicotti is similar to cannelloni except for the filling.

Cannelloni and manicotti are hand made products in restaurants, but this is too time consuming for food manu-

facturing, says Pollano. He has devoted much time and effort to producing his food items automatically, using a combination of equipment—often a blend of Italian machinery with American made components, because this is the best available. He looks forward to the totally automated plant.

### Test Marketing Pizza Loaf

Pollano admits that the lion's share of sales of frozen Italian food products has gone to pizza and ravioli. He does make ravioli but not pizza. He presently prefers to manufacture new items and is test-marketing a pizza loaf, which he calls the Italian version of the Mexican tamale loaf. It contains pizza sauce, Mozzarella cheese, olives, Italian sausage and mushrooms, worked into a loaf of polenta (corn meal). He plans to call it "Polenta e Tocio" (corn meal with gravy).

Some of his Venezia products, packed in boil-in-the-bag, including sauces, minestrone, and ravioli, were recently shown at the American Food Products Show in Milan, where they created lively interest.

### Frozen Foods Impulse Items

Frozen entrees and nationality foods, such as frozen pizza, are the most frequently purchased items that are not planned when the average customer shops for frozen foods, according to a recent survey in Frozen Food Age. Approximately 36 per cent of frozen food customers buy at least one impulse item per shopping trip, the survey showed. Most popular item in planned shopping was frozen orange juice, followed by frozen blanched vegetables.

### Portion Control Mystery

Food manufacturers selling in the institutional market have made a fetish of portion control, and properly so if they understand the meaning of that term to the food service operator.

Here is a clear explanation of portion control from an operator, Kenneth O'Neill, Assistant Food Service Manager, Illinois Bell Telephone Company: "Labor saving is the most important reason for the use of portion control items. The cafeteria operator thinks of labor savings in his ability to dispense with an employee."

"For a particular item, to save 20 to 60 minutes isn't enough. A saving of 60 minutes is a convenience to the employees, but no saving to the manager. We keep a file on the labor savers, and when we have sufficient number of them to save one employee's services, we work them into the operation and cut one member from the force."

### Shoppers By the Busload

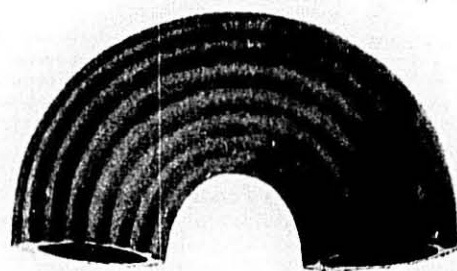
Rather than bother with the expense of putting in a large parking lot, an owner of a new supermarket in Chateaufort, France, provides a private bus for his patrons which picks them up at neighborhood stops and returns them to their own doors with the groceries.

The idea has gone over so well that his next move is to install hostesses in the buses who will announce various supermarket bargains and sales and take orders during the ride to the store.

Such a service would certainly be a boon to many housewives in the "one-car family" bracket. Possibly all the merchants in a specific shopping center might want to try the idea for a month or so with each of them sharing the cost of a leased bus.



Venezia Brand Cannelloni, Manicotti and Lasagne are new gourmet Italian frozen foods made by Venezia Italian Foods, Inc., Redwood City, California.



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**it's a perfect product because  
it's made on Braibanti equipment**

A COMPLETE RANGE OF CONTINUOUS  
AUTOMATIC LINES FOR WHATEVER RE-  
QUIREMENT ON PRODUCTION OF LONG,  
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SPECIALTIES.

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# Braibanti

## MACARONI MANUFACTURING PLANTS

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Shelagh Hackett

**Television Tour**

Shelagh Hackett, home economist-account executive from Theodore R. Sills and Company, demonstrated uses for macaroni, spaghetti and egg noodles on radio interviews and television demonstrations on the West Coast during mid-May.

In Seattle she appeared on two shows with Shirley Nutter televised over KING-TV: "Telescope" was one; "King's Queen" was the other. She was also on radio station KOMO.

**In California**

In San Francisco Evangeline Baker had Shelagh on a live show over radio KGO. On television she was with Steve Davis via KRON-TV.

Los Angeles contacts included KNX radio with Mike Roy on May 17; the Tom Fransen Show on KNBC-TV May 18; and "Dialing for Dollars" with Dan Bailey on KCOP-TV May 19.

As usual, Shelagh made a good impression and drew many listener requests for recipes demonstrated, and the recipe folder "Use Your Noodle for Weight Control," plus the how-to-do-it kit "Feeding a Crowd."



John L. Guatelli

**Clete Haney Honored**

Clete Haney, vice president and advertising director of Skinner Macaroni Co., Omaha, was honored May 23 with the coveted Printer's Ink Silver Medal Award presented by the Omaha Advertising Club. The award is reserved for those who have, over the course of years, made outstanding contributions to the profession of advertising. The presentation was made by Morris E. Jacobs, chairman of the board of Bozell & Jacobs, Inc., advertising and public relations agency, a past recipient of the award.

Mr. Haney served the Omaha Advertising Club as president in 1951. For 22 years he has been active in the club's work.



Clete Haney

**On Skinner Board**

Mr. Haney also is a member of the Skinner board of directors. The company's coordinated advertising, merchandising, and public relations policy, which he initiated, has received national recognition. Previous to joining Skinner in 1959, Mr. Haney was associated with Bozell & Jacobs, Inc. as vice president and account supervisor. He was with the Nebraska Power Company from 1926 to 1945.

Mr. Haney is a Regent of the College of St. Mary, president of the Omaha Chapter of the National Council of Christian Employers and Managers, a director of the Omaha Big Brothers Association and the Bellevue Press. He is a member of the Kiwanis Club, Omaha Chamber of Commerce, Grocery Manufacturers of America, National Macaroni Manufacturers Association, and the Nebraska Chapter of the National Conference of Christians and Jews.

**Diamond National Elects Two Vice Presidents**

The election of two vice presidents of the Diamond National Corporation was announced by Richard J. Walters, President of Diamond International.

Diamond National is the major domestic subsidiary of Diamond International Corporation, diversified producer of creative packaging, printing, molded pulp products, matches and wood products, metal containers, paperboard, molded plastic closures, plastic sprayers and dispensers, business printing and bank stationery, lumber, automated packaging systems, paperboard and paper-making machinery.

**Guatelli to California**

The new corporate vice presidents are John L. Guatelli and William J. Koslo. Mr. Guatelli will assume new responsibilities as Vice President and General

Manager of Diamond Graphic Arts Division, producers of labels, cartons, bank checks, snapout forms, stationery and continuous manifold forms. He will be located in the division's San Francisco headquarters. Since joining Diamond in 1959 he has served in a series of management and sales and marketing positions, most recently as Divisional Vice President and Eastern General Sales Manager for Diamond Packaging Products Division. He is a graduate of the College of the City of New York.

Mr. Koslo will assume new responsibilities as Vice President and General Manager of Diamond Packaging Products Division, Eastern Area. He will continue to headquarter in the New York Office. Since joining the Company in 1955 he has previously served in sales and management positions and most recently as Division Vice President. He is a graduate of Fordham University.

"A rolling stone gathers no moss, but it gains a certain polish."

—Oliver Herford



William J. Koslo

Finest Quality

**DURUM SEMOLINA GRANULAR FLOURS**

Call Ray Wentzel  
MILLING DIVISION



**DOUGHBOY INDUSTRIES, INC.**

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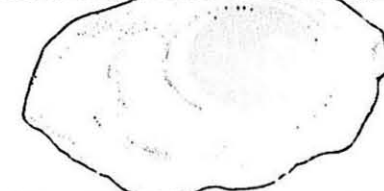
EST. 1920

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs and Noodles.
- 3—Semolina and Flour Analysis.
- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.

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**Eggs Like Grandma Used to Break!**



**Egg Solids Frozen Eggs Dark Yolks a Specialty**



**Wakefield Eggs**

**MILTON G. WALDBAUM**

Write or Call Dan Gardner 402-287-2211  
Wakefield, Nebraska  
Cable: Waldbaum (Wakefield)  
Manufacturers of Quality Egg Products



### Soup Sales Simmer

Soup sales are growing hardly in relation to total store sales, but there are about twice the number of items on shelves than there were three years ago, according to a Supermarket News survey.

Soup is one of the lowest product categories in the store in terms of margin, depending on high turnover to compensate for this, retailers point out.

#### Gourmet and Specialties

Recently added gourmet and specialty soups have injected additional profit opportunities because they sell at higher mark-ups and are higher priced. Many are reported doing well in terms of sales.

Campbell Soup Company is still the overwhelming leader with about 80 per cent of the wet canned soup market. Thomas J. Lipton is said to have about 60 per cent of the dry soup mix market.

H. J. Heinz Company's Happy Soups for children and the gourmet line, Great American soups, were efforts to increase share of market. Happy Soups have limited distribution. Great American is in expanded test markets in the mid-west and on the West Coast. A generous coupon deal helped the introduction.

Campbell advertising on television, good point-of-purchase material and quality magazine advertising were cited as helpful to grocers.

Thomas J. Lipton, the Wyler Division of the Borden Company, and I. J. Grass Noodle Company in the dry soup market, have picked up some percentage points as a result of the discontinuance by Campbell of the Red Kettle line and a drop in the sales of the Knorr line, distributed by Corn Products Company.

#### Advertising Down

Soup advertising by major companies was down in 1966 with the exception of television, both spot and network. Campbell, Lipton, Heinz, Wyler, Grass and Knorr put almost \$25,000,000 into measured media, excluding newspapers, but including supplements. In 1965 expenditures were almost \$28,000,000. This figures out to be between 4 and 5 per cent of sales.

Sales are estimated to be up for wet soups by 3.3 per cent to 124 million cases. Dry soup mixes were reported to have declined very slightly to 6.7 million cases. Total dollar sales runs between \$630 and \$635 million.

Private label and controlled label accounts for about 5 per cent of the market nationally according to trade estimates.

#### Optimism on Future

Manufacturers are generally optimistic about the future of the soup business. Sales of I. J. Grass Noodle Company, a subsidiary of Hygrade Food Products Corp., were up 25 per cent, it is reported. Donald F. Grass, vice-president of the soup firm, says although there is a trend toward gourmet soups, they are concentrating on children, who constitute 40 to 60 per cent of the total soup consumption market.

Mrs. Grass is having good results with test marketings of Bouillon Seasoning cubes and about 10 per cent more is being put into media as compared to three years ago.

This fall, Mrs. Grass will probably employ merchandising programs similar to those it has used in the past—point-of-purchase displays combined with promotional and display allowances, and self-liquidating premiums.

Donald Grass says dump displays are effective. On shelves, they prefer displays in checkerboard fashion—that is, grouped by variety rather than by brand.

#### Grass Officials

Alvin M. Karlin has been elected president of the I. J. Grass Noodle Co., of Chicago, a subsidiary of Hygrade Food Products Corporation. David J. Weidenfeller has been named vice president of sales.



Alvin M. Karlin

Mr. Karlin formerly was vice president in charge of production and purchasing. Prior to joining the noodle company 18 years ago, he was a member of the architectural firm of Karlin and Karlin. He attended Wilson Junior College, the University of Lausanne, Switzerland and the Illinois Institute of Technology. He is a past president of the South Shore Fellowship Club in Chicago.

Mr. Weidenfeller joined the Grass Noodle Co. in 1965 as sales manager. Prior to entering the firm, he was with G. J. Rivard Food Brokerage Co., the Peanut Products Corp. and the Proctor and Gamble Co.

The Grass Noodle Co. manufactures packaged soups and noodles.

#### Test Market

Campbell Soup Co. is test marketing three condensed soups in the Cincinnati area. The soups are vegetable and beef stockpot in a 10 3/4-ounce can; chicken 'n dumplings in a 10 1/2-ounce can and hot dog bean in an 11-ounce can. All three are selling for 25 cents.

Promotion includes full-page color newspaper ads offering a 50-cent refund to consumers who send in labels from all three new soups.

#### In the Los Angeles Market

Dry macaroni and spaghetti was found in 67 per cent of households last year by the Los Angeles Times continuing home audit. Since 1950 these surveys have found the range constant between 62 and 67 per cent.

Some 18 per cent of the homes had canned or dry spaghetti sauce on hand.

Canned soups have increased from 75 per cent stocked in 1950 to 84 per cent in 1966; dry soups did even better—up from 22 per cent to 38 per cent.

Instant rice in the past three years rose from 37 to 39 per cent. Potato chips have risen from 20 per cent to 38 per cent.

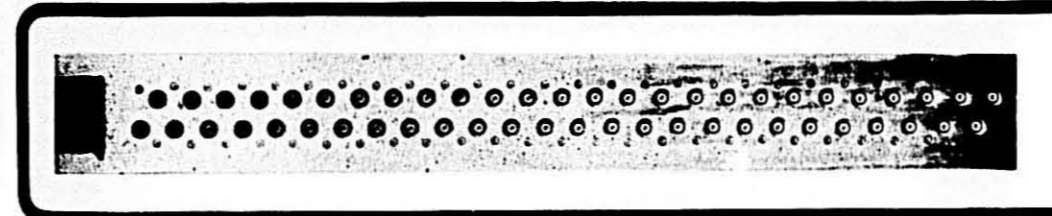
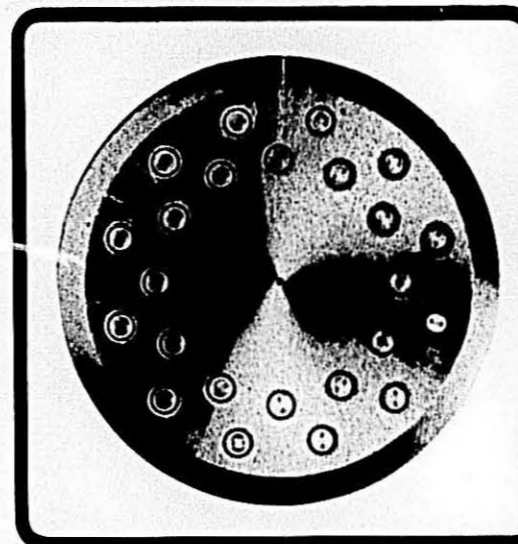
#### Doughboy Quits Turkeys

Doughboy Industries, Inc., has closed its turkey processing plant at Madella, Minn. D. L. Reppe, vice-president, said that "in this day of integrated poultry operations closely allied with feed plants and processing plants, we find ourselves with the Madella plant too far from our New Richmond feed mill."

The Madella plant was purchased by Doughboy in 1962. It employed 200 during the peak season. Doughboy also processes turkeys at Faribault, Minn.

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**BRONZE DIES**  
**CROMODURO DIES**

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### Bad Weather May Prevent Crop Record

On the week end of Sunday, April 30, a bone-chilling blizzard hit Montana and the Dakotas. As the weather front rushed eastward, tornados cut a fifteen-mile wide path through southern Minnesota leaving at least a dozen dead and scores homeless with farm and town property strewn in tragic abandon.

In the Black Hills and from Sturgis to Rapid City in South Dakota, snow drifts were as deep as five feet in some places. One observer reported the storm killed 40 per cent of the sheep in the area around Sturgis and in Perkins County. Calf and cow losses in that area were high.

In Minnesota, tornado-stricken farmers in four counties have been made eligible for long-term, low-interest emergency loans to help rebuild their properties.

Throughout the month of May, snow, cold rains, sleet and high winds kept farmers out of the fields in a wide segment of the Great Plains states. The storms in Montana and the Dakotas reached down into Nebraska, Kansas, Colorado, and Oklahoma.

#### April Rains on the Plains

Wheat production prospects improved greatly over wide areas of the southern and central Great Plains as the result of mid-April rains which brought general relief to the drought afflicted winter wheat crop there, Eugene B. Hayden, executive vice president of the Crop Quality Council, said in Minneapolis.

Hayden's associates recently completed an extended trip and found drought damage so severe in Texas and Oklahoma panhandles and in limited areas of east-central Colorado that virtually all of the dry land acreage in these areas was killed and abandoned.

Drought was widespread in Kansas, but substantial damage occurred only in relatively limited areas of south-central, south-western, and extreme west sections.

#### Late May Seeding

Moisture was excellent in the Dakotas, but sunshine and drying weather was needed to get the crop in the ground. By the last week in May, the North Dakota Weekly Weather and Crop Report stated that good weather permitted good planting progress, and field work jumped rapidly. For the week ending May 23, durum planting was 68 per cent completed, compared with 72 per cent seeded at that time a year ago, and an average of 91 per cent.

However, in the main durum section planting was only half completed, and in Cavalier County only a quarter.

#### First Quarter Gain

Straight semolina and durum flour production in the first quarter of 1967, or January through March, totaled 3,440,000 cwts, compared with 3,329,000 in the corresponding quarter of the preceding year, a gain of 111,000, or 3%. Durum wheat grind in January-March aggregated 7,881,000 lbs, against 7,809,000 a year earlier, up 72,000, or 1%.

#### Great Plains Wheat Representative

Melvin G. Maler, Assistant Administrator of the North Dakota State Wheat Commission, Bismarck, North Dakota, has been named Director of the European-African Regional Offices of Great Plains Wheat, Inc., C. W. Pence, GPW Executive Vice President, has announced.

The regional office is located in Rotterdam, The Netherlands. Maler will replace Marx K. Koehnke who has served as Assistant Director and Director of the office since 1964.

He will assume his post about August 15, and will be responsible for the organization's market development program in Europe, Africa, and the Near East.

Maler, 33, joined the Commission in April 1963, after earning a Master of Science Degree in Agricultural Economics from North Dakota State University, Fargo. He also received his Bachelor of Science Degree in Agricultural Education from the University in 1955.

#### Market Development

Great Plains Wheat is a market development association supported by the state wheat commissions of Colorado, Kansas, North Dakota, Oklahoma, and South Dakota.

In addition to the Rotterdam office, it maintains its central headquarters in Kansas City, Kansas, and has offices in Washington, D.C.; Caracas, Venezuela; and Rio de Janeiro, Brazil.

GPW also cooperates with a similar organization in the Pacific Northwest, Western Wheat Associates, Inc., in market development work in Asia with office in Tokyo, Japan; Taipei, Taiwan; Manila, The Philippines; and New Delhi, India.

"If you want to make a dangerous man your friend, let him do you a favor."

—Lewis E. Lawes, former prison warden

### IPACK-IMA Sold Out— (Continued from page 8)

can countries, will be examined. This conference will deal with the following subjects: E.E.C. legislation in the fatty substance sector; the growth in consumption of raw materials and finished products in this field; needs arising out of industrialization; the financing of new plant; progress in plant for packing, transporting and storing oil-seeds; improvement in plant and techniques for the extraction of oil from olives and raw materials of vegetable origin; the refining of both animal and vegetable fatty substances; progress in the manufacture of margarine; the exploitation of by-products.

#### Braibanti Exhibits Around the World

Last year the firm of Dott. Ingg. M., G. Braibanti & Company of Milan, Italy participated in international fairs to exhibit their equipment and participated in conference and discussions around the world to promote the progress of the macaroni industry.

The North African Fair in Algeria saw a small scale continuous automatic line of the Gibra type exhibited. In Zagreb, Yugoslavia, Zamboni equipment was displayed.

#### Spaghetti to Moscow

At the International Exhibition, Modern Agricultural Machines and Materials, held in Moscow in May, 1966, Braibanti had a complete continuous automatic line for long goods in the Italian Hall. In one sector of the stand was a spaghetti-cooker handling to perfection some 180 rations per hour. This demonstration was particularly enjoyed by the public and by numerous delegations of the U.S.S.R. and of other States. They apparently relished this traditional Italian dish.

Dr. Ettore Berini spoke at the Congress in Vienna on the developments of continuous lines for macaroni production and also appeared at the successful meeting of Spanish Macaroni Manufacturers meeting in Madrid.

#### Dr. Braibanti Honored

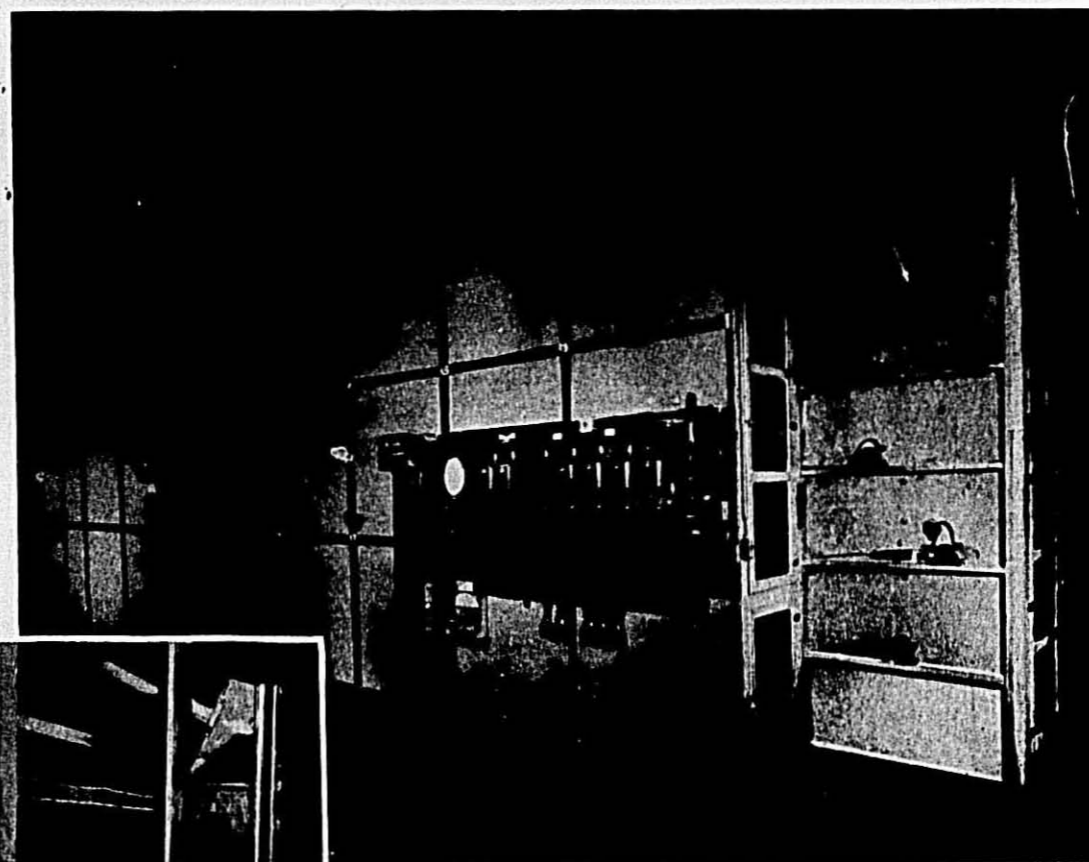
In addition to delegations visiting Braibanti in Milan, Dr. Mario Braibanti and other representatives of the firm visited macaroni makers around the world. In an interesting booklet of pictures just published Dr. Braibanti is shown visiting in Nigeria, Johannesburg, Mexico, the United States, and various cities of Europe.

In tribute to his interests in industry progress some of his admirers presented him with golden fork and spoon.

# Clermont

## CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine—in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

large doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages: all are incorporated in the Clermont Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

The only Noodle Dryer that has conveyor screens that interlock with stainless steel side guides. Many other features are incorporated that are solely Clermont's.

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

Please consult us for full information.

# Clermont Machine Company

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### Tariff Walls Tumble

The Kennedy Round capped four years' work by slashing tariffs on \$40,000,000,000 worth of trade. Business Week magazine reported the steps that led to freer trade:

1944—Bretton Woods meeting makes it easier to expand trade by stabilizing exchange rates and promoting convertibility of currency.

1947—General Agreement on Tariffs & Trade (GATT) bars trade preferences, provides for multilateral tariff talks. Seventy nations, accounting for 80% of world trade, now belong.

1951—European Coal & Steel Community sets up common market for coal and steel.

1956—GATT negotiations at Geneva bring 4% average tariff cut.

1957—European Common Market formed by six nations. Final internal tariff cuts scheduled in 1968.

1960—Britain and six other countries set up European Free Trade Assn. (EFTA), which eliminate tariffs on industrial goods at end of 1966.

1961—Nine Latin American countries join in Latin American Free Trade Assn.

1962—Dillon Round of GATT talks cuts tariffs an average 5%. Congress passes Trade Expansion Act, launching Kennedy Round of talks aiming at 50% tariff slash.

1966—U. S. and Canada begin free trade in autos.

1968—First Kennedy Round tariff cuts scheduled to take effect.

#### Four Years Bargaining

After four years of bargaining, the Kennedy Round negotiations achieved an overall average tariff reduction of 33% to 35% on products worth more than 40-billion a year in international trade. Thousands of duties will be slashed by 50%. Many will be cut even more deeply, some eliminated altogether. An estimated 60,000 products are involved. The cuts take place in equal annual installments over a 5-year period.

On agricultural products, the tariff cuts are small. Their significance is that this is the first time in history they have been included in general tariff negotiations. The cuts will affect some \$600,000,000 to \$700,000,000 of U.S. farm exports. On raw tobacco, for example, the Common Market's maximum duty will drop from \$38 per 100 kilos (220 pounds) to \$33.

#### Grains Should Benefit

In grains, U. S. commercial exports, now running at about \$650,000,000 a year,

will gradually benefit from a higher world price under the existing International Wheat Agreement. The IWA expires in July and its extension was part of the Kennedy Round agreement. The new minimum price for the key wheat—hard red winter—at Gulf of Mexico ports was set at \$1.73 per bushel—2¢ above the average world market price over the last three years and about 25¢ above the present IWA minimum.

#### Food Aid Pact

In addition to the wheat price, the U.S. gained agreement on a 3-year world food-aid pact of 4,500,000 tons of cereal grains per year, to be given to poor countries, principally India. The U. S. contribution will be 42%. The Common Market will contribute 23% and Britain 5%.

Ten years ago macaroni exports offset imports at about 5,000,000 pounds each. In 1966 imports totaled 13,671,272 pounds, valued at \$3,296,107, about half of which came from Canada. Exports were 1,706,462 pounds, valued at \$359,941.

#### Japanese Eat More Macaroni

Production and consumption of macaroni and spaghetti in Japan has shown a steady increase over the past seven years, according to a recent report of the All Japan Macaroni Association. The increase is attributed to the westernization of people's eating habits, particularly among the young generation.

Production of macaroni and spaghetti in terms of product for these several calendar years is as follows:

1960	.....20,210 metric tons
1961	.....27,782 metric tons
1962	.....33,780 metric tons
1963	.....42,247 metric tons
1964	.....49,880 metric tons
1965	.....59,100 metric tons
1966	.....68,100 metric tons

There are 19 macaroni and spaghetti manufacturers who are all organized into the industry association. Three semolina mills are in operation, affiliated with Nissin, Nippon and Showa Sangyo milling companies respectively. Two flour mills mill a small quantity of durum wheat by combined mill.

Two trial lots of U.S. and Canadian durum wheat were purchased by the Food Agency for the first time in February, 1965. A total of 15,164 tons of U. S. Hard Amber Durum No. 2 and 13,000 tons of Canadian Durum No. 2 has been purchased since that trial import. Observers in Japan predict a continuing upward trend in durum product usage in the future.

#### Durum to Italy

Announcement was made by the Department of Agriculture that the government of Italy has agreed to the substitution of No. 5 durum wheat for No. 2 hard winter wheat in the sale of wheat to that country, primarily for use in school lunch programs for needy children.

"The change was made because hard red winter wheat is in greater demand at this time in relation to government stocks," the Department said.

No indication of the quantity remaining to be shipped to Italy was given in announcing the change. Last December, the Department announced the sale of 551,155 bus of Commodity Credit Corp.-owned wheat to Italy, following a similar sale of 1,837,200 bus in October.

Under the special government-to-government program, the wheat must be used exclusively for the stated purpose to assure that sales through normal commercial channels are not displaced.

#### Eggs On Plentiful List

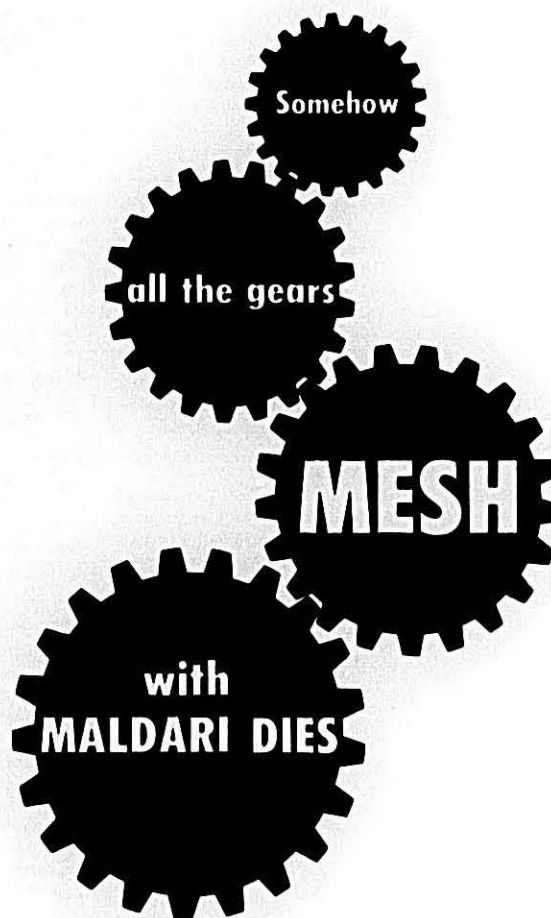
As had been expected, the high egg prices which were in effect during most of 1966 have led to increased egg production in 1967 with correspondingly attractive egg product prices, reports Henningsen Foods. Attractive prices have led to a heavy demand with the result that shell egg prices have strengthened and egg product prices are up from the low levels which had been reached.

All indications point to continued adequate shell egg production. However, April hatch figures indicate that egg-type chicks were below last year's level and the industry will be closely following hatchery production figures as well as fowl slaughter figures as an indication of what can be expected through the rest of the year.

#### Larger Flock

The Department of Agriculture reports that production on April 1 was 6.4 per cent above a year ago. The U. S. mid-March farm price for eggs was 34.6 cents per dozen, down 7 cents from the unusually high level in March, 1966. Egg production in June is expected to be substantially greater than a year ago, due principally to a larger laying flock.

Current receipts were steady in the Chicago market. Frozen whole eggs were steady to slightly lower while frozen whites strengthened. Occasional sales of plain yolks with No. 3 color were made but dark colored product was short of demand.



Perhaps because Maldari has been dedicated exclusively to the quality, workmanship and service of Extrusion Dies for the Food Industry for more than half a century.

**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

### Poultry Income Peak

Gross farm income from the production of eggs, chickens and broilers in 1966 aggregated \$3,645,000,000, compared with \$3,161,000,000 in 1965, according to a survey by the Crop Reporting Board. Also, gross income from turkeys in 1966 reached a new high for the fourth consecutive year, aggregating \$483,000,000, and bringing combined income from eggs, broilers, chickens and turkeys to \$4,129,000,000, an all-time record high.

Of the 1966 egg and poultry income, eggs accounted for 59% of the total, broilers for 38% and other chickens for 3%.

Egg production in 1966 amounted to 66,450,000,000, up 1% from the previous year and a new record high, and gross income from eggs in the past year was \$2,164,000,000, compared with \$1,844,000,000 in 1965.

### Density Impact on Egg Output

Increasing the density of caged layers has no adverse effect on egg productivity, according to a study at the Cargill-Nutrena research farm at Elk River, Minn. In fact, the study revealed that top layers as a group were also the most crowded, said Dr. Norman Magruder, who conducted the test. "This tends to disprove the notion that crowding the birds leads to inefficiency," he said.

Over a 420-day period, a group housed at a density of 60 square inches per bird produced an average of 247 eggs per hen, while the poorest performance, 230 eggs per hen, was recorded by a group housed 128 inches per bird.

### Atomic Eggs

The Atomic Energy Commission is getting involved in laying eggs. And housewives worried about food prices may benefit.

Goal is to eliminate or reduce breakage of eggs. Estimated three per cent of all eggs are broken before reaching consumers. So why not breed hens that lay eggs with thicker shells?

That's where AEC and the Agriculture Department's researchers at Beltsville, Md., come in. Agricultural engineer Paul E. James has helped adapt an atomic device now used to measure such things as tobacco fill in cigarettes, plastic coating on wire, thickness of metal plating.

Called beta backscatter gauge, device fires rays at egg shells, measures those that bounce back. Difference between what bounces back and what passes through measures thickness.

Trick is to measure thickness of egg shells laid by various hens, use hens that produce thickest shells for breeding stock. "We can breed just about anything we want to those days," says USDA spokesman.

### Danish Eggs

From a source of pocket-money for country housewives, keeping hens and chickens has developed in a modern industry in Denmark, complete with laboratories, pedigrees and other items to assure development of new egg laying dynasties.

A good hen can produce about 300 eggs in a year, a few up to 312, and as there are about 12 million hens in Denmark, the result is a lot of cackle.

The egg was a theme for Hans Andersen. He wrote the "Old Woman and the Eggs," a fable on the country housewife daydreaming of fortune and riches as she goes to market with her basket of eggs. The end came abruptly when she dropped the basket, breaking all the eggs and her daydream.

Danish egg exports have been through a similar process. For a period eggs were a big money-winner on foreign markets, but tariff barriers have heavily reduced sales.

### High Quality

By their high quality, however, Danish eggs have been able to keep some important markets — including forces stationed in West Germany. These buyers have very strict quality demands, and Denmark is one of the few countries recognized as a supplier of unflawing top quality products. In 1965 Denmark's total egg export amounted to 22,000 tons, and was worth 80 million kroner.

### Exhibition

The Danish Egg Export Committee and a number of producers and packing firms demonstrated the stringent control and working methods used in production at the AIDA Exhibition in Copenhagen.

Visitors saw a complete egg packing plant make automatic delivery weighing and grading of eggs into 7 weight classes at 5 gram intervals. This was followed by the almost magical but quite harmless testing of the eggs, so no bad egg slips through. Finally the eggs are stamped to show date and producer, and then carefully placed into retail packs from the conveyor belt, ready for export.

Average car parking capacity also showed a decrease from 217 to 201 cars.

### Borden Dry Milk Has USDA Label

Borden Co.'s new dry milk has become the first to carry a special Agriculture Department label certifying Federal inspection. But it will soon be joined by others.

The move grew out of a discovery of salmonella, a microorganism, in instant dry milk last November when Borden had to recall its product, Starlac.

"This Federal inspection service has been around for many years in the meat and poultry industry," an Agriculture Department spokesman noted. "However, in December 1966 the Dry Milk Institute asked us about their inspection program."

Currently, USDA estimates about 90 per cent of the dry milk producers have asked for the supervision program.

The Borden dry milk is already on supermarket shelves in the southeastern States. It will arrive in the North within the next week or so, USDA explained.

### More Supermarkets Go To Shopping Centers

More new supermarkets are moving into shopping centers, according to A. C. Nielsen Company, international marketing research firm.

In the first half of 1966, Nielsen reported, 32 per cent of new supermarkets were located in shopping centers. This compares with 31 per cent in 1965 and 27 per cent in 1964.

In seven regional areas, however, the trend in new supermarket locations showed wide variations. In New England, for example, 54 per cent of new supermarkets in the first half of 1966 were established in shopping centers. In contrast, only 18 per cent of those opening in the Pacific Coast area selected shopping center locations.

While new supermarkets opened in 1965 were larger in average size, the opposite was true in the first half of 1966. New stores in 1965 averaged about 1,000 square feet larger in selling area and 1,700 square feet in total building size than those of 1964.

In the first six months of 1966, new stores on the average were several hundred square feet smaller, both in selling areas and building sizes, than the 1965 markets. Exceptions were found in New England, East Central and Pacific, where the average selling areas were larger than the 1965 averages.

The U.S. average measurement of square feet of selling area per checkout for the new stores in 1966 showed little change from the 1965 figures, declining from 1,960 to 1,930 square feet.

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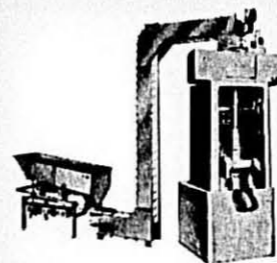
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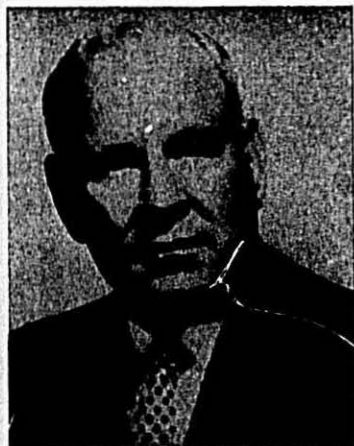
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George N. Kahn

# SMOOTH SELLING®

by George N. Kahn

## THE SINGLE ITEM SALE

This is No. 32 of 36 sales training articles.

and he has achieved a good relationship with the salesman. Why should he suddenly throw all that over for something that, on the surface, promises no advantage to him?

### One at a Time

Al got off the wrong foot because he wasn't using his head. He couldn't get Jones to change his entire line at one crack if he called on him every day for a month.

What the salesman should have done was to try and sell the dealer a single item. He should have found where the competitive line was weakest and tried to replace that particular article.

This is how a competitive grip on a dealer is broken—item by item. That's the way Al's competition attempts to unseat his line.

### Sports Wear Takeover

The best illustration of the single item theory is illustrated by the story of Mel Bennerman, who handled a men's sports wear line in the Middle West.

Mel's employer had an excellent reputation and produced a full line in the medium price range.

When he got to a town, Mel would take a suite at a local hotel, display his line, and dealers for miles around would come to take their pick. He got along well with the buyers and they, in turn, seemed loyal to the last man.

Well, an idyllic situation like this is too good to last and it didn't. One day as he was showing fall numbers, one dealer passed up a sports jacket he had been buying for years.

"How come?" Mel asked. After much hemming and hawing, the buyer admitted that he had purchased the item from Mel's competitor. He had liked the styling a little more than Mel's jacket, which had not changed much in ten years.

"But, of course," the dealer assured him, "I'm sticking with you on all the other stuff."

Mel felt a little stab of worry. A little hole in the dike can eventually cause a flood and he knew it.

In a few weeks the pattern was repeated with another dealer—and another item. Mel was now in trouble. He returned to headquarters and discussed the problem with his superiors and management.

Mel pointed out weaknesses in certain items that made the line vulnerable to attacks by the competition. It took about six months, but the company repaired the damage and Mel was once more on solid ground with his dealers.

### Protect Your Flanks

A smart military commander sees that his flanks and rear are protected. In salesman's language, this means you should never take a self-satisfied attitude toward your line, no matter how good it is. An astute competitor will not try to drive you out of a customer's store in one fell swoop. Instead, he'll nibble away at your line until he's swallowed the whole thing.

Find out where you are weak and make corrections. Is it in the product, delivery, service? No matter, you must see that it doesn't lose you orders.

At the same time, you must constantly aim at the competing line, with the same idea. Knock over his products, one at a time. That's the only way you'll dislodge the dealer from his present suppliers.

### Study Other Line

Before you can make inroads into the competition, you must know thoroughly both his line and yours.

There is no product so great that it does not have some crack. And if not the product, there is always the service, maintenance, pricing that contains some flaw.

The customer knows about these weaknesses, but he won't move on them until you come along and tell him it's time for a change.

Find out everything you can about the competing product—raw materials used, where it's made, shipping costs, etc. If you're selling to dealers, stick around the store and watch how consumers react to the competing merchandise. What do they like about it

and what do they dislike? You might even talk to some of them for their reactions.

Then make sure you know your own product so well that you can make honest and keen comparisons between the two as selling points. Remember, a buyer isn't going to shed a line he's carried for years just for the sake of switching or because you are trying to buy a power boat and need the commission. He must have solid reasons—reasons that make a difference in his net income.

Larry Wolfer, a bowling equipment salesman, once sought to persuade the proprietor of a bowling center to throw out his automatic pin setters and replace them with Larry's.

"Are you crazy?" the owner asked. "The equipment I have is perfectly good. Besides, I can't afford a change."

Larry spent the next seven nights at the man's bowling lanes. On a notepad, he kept track of every time there was a mechanical failure of the pin setters and the time required to fix it. This meant, of course, that play was stopped in that particular alley.

At the end of the week, Larry went to the dealer and showed him his figures.

"You lost about \$30 a night in equipment breakdowns," the salesman said. "With our setters this would not have happened and we can guarantee it."

The owner thought it over for a couple of weeks, made his own checks of the lanes and then called Larry in.

"You sold me," he said. "When can you make delivery?"

### Show Full Line

Many salesmen with a full line are doing a pretty good job of keeping it a secret. The dealer is told the seller has a complete line, but the information is conveyed only in a general way.

If you want to take away some of the competition's business, you must make certain that the buyer is acquainted with your line.

He may be aware of a weakness in the competition's line without your having to tell him. In fact, he may be on the lookout for a replacement. If he learns the benefits of your merchandise he could become your customer with little urging.

The old adage "don't hide your light under a bushel" applies here. Make sure the prospect not only knows your line but that he also is familiar with the way your firm does business, its price policies, delivery schedules, etc.

Also, be sure to select a suitable place your entire line in the back of a store to display your wares. Trying to cram

is not good business. Rent a hotel suite or showroom where you can really do your products full credit.

### That One Item

The one item that you pick to knock over the competition should be superior in every respect.

By the same token, the competitive item it's to supplant should have a weakness that will be apparent to the customer when you explain it to him.

It's a good idea to let your company in one your plan to overturn the competition. Management may be able to supply you with some first rate ideas.

When you approach the prospect go after the competitive product, not the salesman. It is you do the whole thing may blow up in your face since you may be disturbing a very friendly relationship between buyer and seller.

How is your progress in getting prospects to replace competing products with yours? If you can answer "Yes" to at least seven questions, you are more than holding your own.

### Yes No

1. Are you aware of the potentialities of your line? — —
2. Do you go after new accounts by trying to sell single items of your line? — —
3. Do you protect your line against inroads by competitors? — —
4. Do you know your own line so thoroughly that you can be on safe ground when selling it to a prospect? — —
5. Do you know the weakness of your competitor's line? — —
6. Do you push that weakness in your sales talk? — —
7. Do you believe that no line is absolutely perfect? — —
8. Do you exploit this fact? — —
9. Is your line displayed to its full advantage? — —
10. Do you have facts and figures to support your arguments with a prospect on changing items? — —

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### REPRINTS FOR YOUR SALESMEN

Reprints of this series come in a four page format, printed in 2 colors and three-hole punched to fit any standard 8 1/2 x 11" three ring binder, each reprint includes a self-evaluation quiz.

Prices are:  
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When ordering the various articles of this series, address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division—Services Department, Empire State Building, New York, N.Y. 10001.

### Involvement Research—

(Continued from page 14)

You'll concern yourself with pertinent information. You are not likely to see instructions for application on a bottle of Chanel No. 5, yet it would be unlikely not to see installation instructions on a door-viewer package. The amount of information which must appear on the package varies with the type of product, the market and the consumer.

You will be aware of the senses and how people react. You'll find that response results from sight, sound, touch and smell and you will use these senses as they are appropriate to your problem.

You'll quit kidding yourself about what's important. You'll be a consumer again. The main reason American industry is constantly plagued by threats of packaging legislation is that they persist in thinking like manufacturers instead of consumers.

You can quit playing some games—the design-by-numbers game, the pick-a-piece-of-this-design-and-pick-a-piece-of-that-design game. If you enjoy playing games with your business, that's your privilege.

Involvement Research provides some simple steps to help you kick the old habit. Understand the problem, define the need, analyze the information, develop the solution. Allow room for the X factor of interpretation and most important, get involved.

### Consumer Information

Miss Virginia M. Garvey has joined the staff of Grocery Manufacturers of America, Inc. as Manager, Consumer Information, according to an announcement by George W. Koch, GMA President.

Miss Garvey's appointment is part of a program by GMA which will provide a "listening post" for consumer groups, establish feed back of consumer's needs and wants to member companies and maintain a constant two-way dialogue with consumers, women's organizations, home economists and other opinion leaders.

Formerly, Miss Garvey was with General Electric Company as Consultant-Consumer Environment in Corporate Planning and Manager-Home Economics in General Electric's housewares division as well as numerous other assignments in marketing, consumer research and home economics. A native of New Haven, Connecticut, Miss Garvey received her B.S. degree from the University of Connecticut.

## WAY BACK WHEN

### 40 Years Ago

• Conference Dividends: in business, firms that are successful manifest that condition by declaring dividends, enlarging their spheres of activity, issuing additional stock to owners or by setting aside additional capital in the surplus fund for emergency work.

Trade associations likewise manifest their success by declaring dividends, not in money or in stock or material improvements, but in broadcasting knowledge and generally bettering the conditions affecting their respective trades. This end is usually accomplished through closer cooperation and greater unity of purpose.—So said Editor M. J. Donna.

• The Minneapolis meeting held in June was the largest ever held by the growing macaroni manufacturing industry. The convention drew up definitions for "farina" and "semolina"; adopted a redrafted constitution; discussed but failed to adopt a plan for national advertising of macaroni products.

• Dr. B. R. Jacobs, Washington representative, reported: "The most important activity of the Washington office has been the enforcement of the anti-coloring rule made Jan. 15, 1926, by the Bureau of Chemistry. Today the only manufacturers who are using artificial color are those selling their product locally. That is, where the Pure Food Law has no jurisdiction."

• Officers for the term 1927-28 were President Henry Mueller, Vice President John Ravarino, Treasurer L. E. Cuneo, and Secretary-Editor M. J. Donna.

### 30 Years Ago

• Optimism prevailed at Macaroni Makers Conference in Cleveland, June 28-29, 1937. Association members favored a well supported organization to insure greater business service; a moderate but constructive macaroni publicity campaign to promote needed macaroni consumption increase and a trade practice conference under the Federal Trade Commission for self regulations.

• Dues were to be trebled and a paid trade leader was to be given the title of "President" as soon as he proved his worth and convinced the Board of Directors that he was the man.

• B. R. Jacobs, who formerly bore the title of Washington Representative,

now became the Association's Director of Research. He presented a progressive report on work done in the past year on preparing definitions and standards for macaroni products and the enforcement of existing laws against adulterations, misbrandings and artificial coloring.

• Paul S. Willis, president of the Associated Grocery Manufacturers of America, addressed the convention on the "Practical Aspects of the Robinson-Patman Act." He praised the law, saying "The law has served a very constructive purpose in the elimination of unfair discounts and allowances, and thereby has placed all buyers on a more equal basis."

### 20 Years Ago

• The 1947 Conference at French Lick Springs, Indiana, had an international flavor with representatives from South Africa, France, Norway and Canada as well as from the United States.

• "Flour Bags—new or laundered," was discussed by Henry J. Hoffman, Chief Chemist, Minnesota State Department of Agriculture; William C. Vary, St. Regis Paper Company; Earl V. Hetherington, Pillsbury Mills.

• Promotion of macaroni products was presented by Clara Gebhard Snyder of the Millers' National Federation and Hugh Burras of Sills, Inc.

• "More & Better Durum" was discussed by Henry O. Putnam, Northwest Crop Improvement Association; C. C. Fifield and J. A. Clark of the U. S. Department of Agriculture.

• A surprise feature followed the close of the two-day meeting: a Buick convertible Roadmaster, canary-yellow in color, was presented to President C. W. Jack Wolfe, for unselfish and unstinted service rendered the Association and the industry throughout the war years and in recognition of his re-election to his seventh term as the chief executive of the Association.

### 10 Years Ago

• The Macaroni Meeting at Mackinac in late July was concerned with costs and competition and a discussion of what could be done not only to hold the market for macaroni products but to increase per capita consumption. Delegates were to discuss such matters as tariffs and rising freight costs, durum relations, standards, trade practice

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rules, and how Washington gets by on many of these subjects.

• An Italian delegation visited Nebraska to view the possibilities of using hard winter wheat as a substitute for durum which was in short supply. Dr. Ettore Finzi, one of the Italian manufacturers on the trip, wrote: "Good results, at least for American standards, were obtained with hard red winter wheat mixtures which included a lot of Nebred wheat. Nebred wheat has a glassy texture and is very rich in yellow pigment. This kind of macaroni has been accepted by the American consumer so that even today, after the durum crisis is over, durum and hard wheat mixtures are still being used in American macaroni manufacturing."

• Albert J. Ravarino was named Notre Dame Man of the Year by the St. Louis Alumni Organization.

• Doughboy Industries thoroughly modernized their durum milling in New Richmond, Wisconsin.

• De Francisci Machine Corporation of Brooklyn, New York, acquired a building next door to expand their facilities.

• Skinner Manufacturing Company was using Mylar bags for some of their line.

# HOW'S YOUR MACARONI IQ?

Millions of Americans consume tons of macaroni products each day. Thousands more are engaged in producing these products. But, how many people really know anything about the history of macaroni? Use your noodle and see how you come out on this quick quiz.



### Macaroni Quiz



1. What did the slang term "macaroni" mean during the American Revolution?  
(a) Patriot (b) Anything good or elegant (c) "Yankee Doodle's" horse.



2. What is the most important thing to remember in cooking macaroni?  
(a) Add 1 tbsp. salt for each cup of water (b) Avoid overcooking (c) A strainer.



3. In the language of the ancient Greeks, the word "macaroni" meant:  
(a) Courage (b) Mickey Rooney (c) The Divine Food.



4. According to legend, in whose reign was the recipe for preparing macaroni conceived?  
(a) King Frederick of Saublin (b) Queen Isabella of Spain (c) Duke Snider of Brooklyn.



5. What does Diamond Packaging Products have that surpasses other packaging suppliers to the macaroni industry?  
(a) Personalized service (b) A chain of plants to assure quick delivery (c) Quality printing—offset, letterpress or gravure—to assure finest reproduction of your package.

Answers to Quiz:  
1: b 2: c 3: c 4: b 5: c



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