

**THE  
MACARONI  
JOURNAL**

**Volume 37  
No. 5**

**September, 1955**



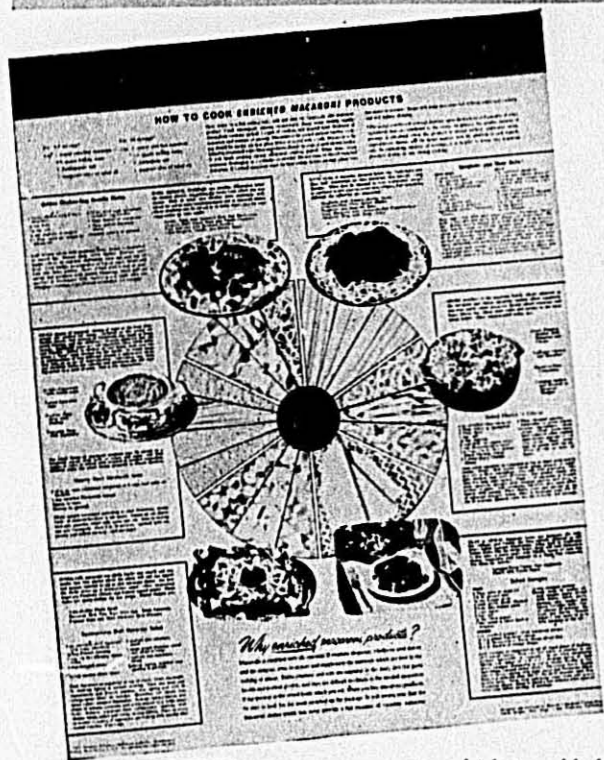
# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION





**We offer a NEW OPPORTUNITY  
to the macaroni industry  
TO BUILD SALES VOLUME**



The 'Roche' Enriched Macaroni Products Brochure and Versatility Chart, which we produced in a limited distribution for the Vitamin Division of Hoffmann-La Roche, Inc., are now being prepared in four different forms for printing at mass-production prices.

By placing your order now for one or more of these new editions, imprinted with your name, product pictures and selling message, you will be able to use the valuable material in the Brochure and Chart to build your own sales volume with your wholesale and retail trade — and with consumers.

Here are some suggestions for using the 'Roche' Brochure and Versatility Chart in your own selling campaign. Send a series of mailings to top food buyers and executives. Cover your own customers and prospects. Go after the buyers for hospitals, hotels, cafeterias, restaurants. Let doctors, dietitians and home economists know about the excellent food values of your products. Circulate your story to newspaper food editors, radio and TV women's commentators, women's clubs, P.T.A. groups. And don't forget Mrs. Home-maker herself! Use the Versatility Chart as a premium or "give-away" in connection with your advertising. Display it in your retail outlets. Use it as a mailer. Have your advertising agency sug-

gest ways in which to add the impact of this material to your advertising and publicity campaigns.

If you have not as yet received your copy of our descriptive folder illustrating the four plans together with prices, we shall see that you receive one immediately. Send your request today or ask your Rossotti salesman.



Plan A

A Deluxe Mailing for Deluxe business. Consists of Brochure (8 1/2 x 11) in 2-colors, and Versatility Chart (18 x 24) in 4-colors. Chart is folded and tipped in on last page of brochure. Your advertising copy is imprinted in 2-colors on back cover of brochure.

Plan B

This is the Popular Edition. Brochure is reduced in size to 5 1/2 x 8, with carefully selected text matter from the large brochure edited in a non-technical style. 4-color Chart remains same size and is folded and tipped in on last page of brochure. Your advertising copy is imprinted in 2-colors on back cover of brochure.

Plan C

This plan consists of the Versatility Chart with the back of Chart imprinted in 2-colors using the same consumer copy as in the smaller edition of the Brochure. Chart will be folded to 4 x 9 which will fit a regular business letter envelope. There is space for imprinting your advertising copy in 2-colors on two 4 x 9 panels.

Plan D

This plan is for the manufacturer who wants to use the 4-color Versatility Chart to promote the sale of his enriched products. Your advertising copy is imprinted in 1-color, in the 3 inch light blue bar across the bottom of the chart. There is no printing on back of chart.

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

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

**Rossotti**  
SERVING THE INDUSTRY SINCE 1898

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

Convince yourself that Amber's Durum Hard Wheat Blends are always uniform in color and quality. The superior products made in your plant from shipment after shipment after shipment will be proof. Use Amber's Durum Hard Wheat Blends.



**AMBER MILLING DIVISION**

*Farmers Union Grain Terminal Association*

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





Fast selling **MACARONI** products

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

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



**Commander-Larabee**  
MINNEAPOLIS

# The MACARONI JOURNAL

September, 1955  
Volume 37, No. 5

### Officers

- President.....Peter La Rosa
- 1st Vice Pres.....Lloyd E. Skinner
- 2nd Vice Pres.....Guido P. Merlino
- 3rd Vice Pres.....Horace P. Gioia
- Secretary.....Robert M. Green
- Research.....James J. Winston
- Emeritus.....M. J. Donna

### Directors

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

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

### You'll Find:

	On Page
Macaroni in the Retail Store.....	6
Related Item Selling.....	10
Macaroni in Navy Chow.....	11
What the Restaurateur Wants.....	12
At Harvest Time.....	14
Behind the Resolution.....	18
Nutritional Values of Prepared Macaroni Dishes	19
Braibanti Developments .....	22
Spaghetti Dinner—a book review.....	21
They Beat the Heat.....	25
You Have a New Job.....	28
The Job of Advertising.....	30
Suspense—A Story of Packaging.....	31
M. J. Donna's Retrospections.....	50
Index to Advertisers.....	50

### Cover Photo

A top-of-the-stove noodle dish with diced meat and asparagus spears garnish makes a festive fall feature. Meal is completed with crisp salad and water-melon for dessert.  
*A National Macaroni Institute Photo*

Subscription rates:

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

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



## MACARONI IN THE RETAIL STORE

Excerpts from Comments by Los Angeles Grocers  
at the 51st N.M.M.A. Annual Meeting

J. MURRAY YUNKER,  
Certified Grocers of California, Ltd.

WE have plenty of competition, just as you have, and we think it is a good thing. We all have self interest—not selfishness—and if we keep an objective outlook we can accomplish the things we should.

We operate at the wholesale end of the business representing retailers. We feel that we are dealing with a very, very intelligent individual. He has a lot on his mind and unless he is given something by you fellows and by us, his interest may be diverted to some other phase of merchandising—something other than promoting macaroni, spaghetti and egg noodles.

How do we appeal to the grocer's sensitive nature? Profit is a strong appeal and you can look at it two ways: first as a percentage of margin, and secondly from the standpoint of turnover. A long margin without turnover doesn't mean much. We hope that none of the firms represented here ever let their men go into the field and help tear down the profit structure. The grocer can do a good job of that for himself, but when he does it it is usually for a purpose, an individual advantage.

Our organization is looking for constructive help at the retail level from good men, well trained and with good ideas. This doesn't mean that every time your man comes in he should say, "I've got a new idea". But today the operator who doesn't know his grocer and doesn't know the key men in the grocer's set-up ought to pull himself up and take a look.

You will find that the owner of a store does not place the orders. The store manager does or there may be division men. You've got to know your men as well as your groceries or you will lose merchandising opportunities.

There is another thing we think is essential—that is finding out what your customers want. You've got to know their thinking and get their suggestions. Ask your own salesmen and the grocers on the firing line. In our organization we have an advisory committee of between 15 and 17 good operators. They are rotated so about 8 meet at a time and we have all sizes of operations represented.

On the agenda of our June 7 meeting was the question: "How can macaroni sales be increased in the retail market?" Now here is a direct quote from a good operator—he's tough on you, but these are his impressions and his im-



J. MURRAY YUNKER

pressions controls his activities and his activities determine your sales in a large degree—"Macaroni manufacturers are still in the horse and buggy days. How much does a bride know about macaroni, spaghetti and noodle products today? The new generation knows about pizza because they are being educated that way. Why doesn't the industry have a national contest like the Pillsbury baking affair?"

Now I know of the good job you are doing through Ted Sills, but I didn't know it before I started to prepare for this meeting. I've been reading the Macaroni Journal—I'd never seen it before—and there are certain things I thought were weak points that I find are pretty well covered. But I find that much of your industry publicity effort isn't being brought to our attention by our suppliers. I want to emphasize that regardless of what you are doing, if the information isn't reaching the men that do the merchandising and do the buying there isn't going to be the proper follow-through for turnover at the point-of-sale—and much of your effort is wasted.

Another operator, a man with five supermarkets, said he was carrying two lines of macaroni products and he had to tell both companies they were missing the boat. The first outfit had a specialty line but all their emphasis was on the specialties. The second outfit had a companion group of items. They kept an IBM record on turnover of each product and after his check concluded they weren't hitting the ball in selling macaroni, spaghetti and noodle products. They set up a railroad flashing signal to call attention to their line and in one month's time sold three times as much product as they had ever sold in a similar period. And they sold it at their regular profit margin. That's merchandising.

Some of you fellows are doing an

excellent job. We can't speak for the nation because we only operate in California, but we claim there is still a tremendous contact potential. We are moving into a prosperous business area and while there will be plenty of competition there is opportunity unlimited.

Last night's spaghetti buffet (Rossotti Party) was a wonderful example of glamorous foods. How macaroni and spaghetti can be dressed up! We seldom think of macaroni as a glamor food; we usually think of it as an economy food. But I didn't care how much income there is in the picture there are always those two angles—glamor and budget. You've got the convenience factor, too. I like your slogan in the macaroni-canned meat campaign "Beat the Heat".

We like new products—we think they are the life blood of business—but we want a reason for them. We don't want just an item to go onto the shelf to take the original's place.

There is a suggestion we might pass along: say you have regional committees of your organization in all major areas. Maybe only two men in the industry from competitive companies come to our headquarters with first-hand information, key points on what your Institute is doing. If you had this regional committee keeping information coming along maybe two, three or four times a year on an industry basis you might get better backing of a particular promotion. The individual brand will benefit because the promotion will have to sell brands. But you are going to get a different attitude from our markets towards the industry than we have now.

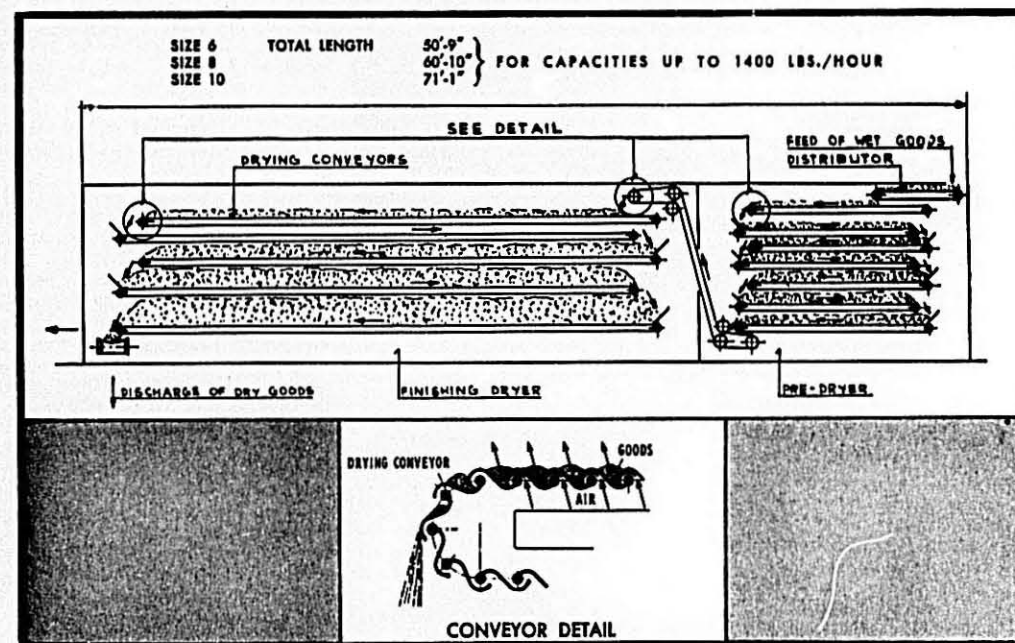
Now a word about "hidden costs"—free space, buying shelf-space, excessive spoils, or excessive advertising space payments. We don't want anything that our competitors are not entitled to, and we think we are entitled to anything that they get. Your men may say it's pretty rugged and we can't get business otherwise. The man that gets business that way is going to be asked more the next time and there will be a weakness in confidence in dealing with such a company—if one customer gets anything, what about the bigger fellow?

We are interested in getting all the business we can, but I don't think there is any other way than keeping on our toes and looking for new ideas in merchandising. As far as we are concerned it is just a part of minding your own business.

### COMPARE THESE PROVEN ECONOMY FEATURES IN THIS BUHLER CONTINUOUS SHORT GOODS DRYER Type 11M

In successful operation for the past six years, delivering these advantages:

- Great space saving through compact, efficient design (note dimensions below).
- Continuous automatic operation.
- Absence of any frames, wire netting or transport cars — no screens to repair or replace.
- Uniform drying with path-controlled air flow.
- Integral air and humidity controls assure drying independent of exterior atmospheric conditions.
- Hygienic operating conditions. Easy accessibility for cleaning.
- Improved appearance and texture of goods.



Engineers for Industry  Since 1860

**BUHLER BROTHERS, INC. (U.S.A.)**

200 STATE HIGHWAY 1 - FORT LEE, NEW JERSEY

**BUHLER BROTHERS (CANADA) Ltd.**

23 KING STREET WEST - TORONTO, ONTARIO



### BRUCE RONQUIST, Market Basket Stores

What is going to happen to your product after it gets into our market? You and I both have a problem—I as the merchandising manager for the company must get as much of that consumer's dollar as she has to spend for food—and you must get as much as you can spent for macaroni.

With self service today over 70% of our customers come in without a shopping list and take only about 90 seconds to make up their minds to take or not to take that package off the shelf. How attractive is that package? How convenient is it? What is she going to do with it after she gets it home? I think one of the best answers is to have recipes. In the Southern California area more and more of us have gone to recipe boards and believe me they are used plenty.

I remember a vivid example. We opened a new market and a lot of material was not available. I wrote the home economist of one of the newspapers for a load of recipes. I got enough to last me the rest of the year, I thought. But in three days during the opening, when you would think people would be least interested in it, I filled that board up at least four times. Recipes are important to your business.

You've got a product that we like to sell—it has a pretty fair markup on it. You've got a product that takes something else to go along with it. Your recipes should describe how to use the product and combinations it goes with. We've got a pet peeve however, and we don't go for stacking up six, seven, eight or nine items in a display, because they all happen to be included in a recipe. If you have more than two items, at the outside three, in a display you only confuse the housewife. She wonders what you are trying to sell. And then there is an inventory and stacking problem for the grocer.

I think we have a selling job to do on the housewives at home. I have noted how a housewife picks up a recipe and goes around the store and shops the recipe. What happens to the recipe? She goes home and places it in a file—but it isn't dead for she will pull it out again to use as her own idea.

Mr. Yunker pointed out that you are in a competitive business, not only among yourselves, but you are competing with any industry around which a basic meal is planned. I, too, would like to emphasize what Murry said about keeping us informed. We are interested in what you are doing. We sit in an office day after day with fellows coming in—all with a promotion—everybody with something to sell. We listen and decide which promotions are best for our own particular company. We don't have to go out and look for promotions, we have a problem in decid-



BRUCE RONQUIST

ing which ones to use. So keep us informed; let us know what you are doing.

As I said before, your product is one we like to work with—it has a good percentage markup. But if you don't keep us posted chances are that our activity will begin to fall off. Never think that we are going to take every promotion that you come up with—but we are interested in using some and working with them because it helps us sell other items in which we are interested. So keep us informed, will you please.



CLIFFORD HASKELL

### CLIFFORD HASKELL, Alpha Beta Food Markets

I would like to bring out some points and give you some constructive criticism. We want to work with you. We want your problems to be our problems and our problems to be your problems. The only way in the world we can grow is by your growing with us and our growing with you. I'd like to talk about point-of-sale material, couponing and cooperative advertising.

**No. 1—Point-of-Sale Advertising.** I've sat behind a desk many times and thought if I just had 10% of the money that was invested in point-of-sale material by manufacturers that went into the waste basket, I'd retire. There are literally thousands and thousands of dollars of point-of-sale material that is never used. In our organization, we have got to the point where we just tell the manufacturers of certain products, "Don't spend it; you are just wasting your money and our time."

Now basically point-of-sale material and the idea behind it is good, but for some reason or other, the agency that makes up the material seems to lean toward tickling the ego of the manu-

facturer whom they are working for. He's paying the bill.

The housewife is not interested in the manufacturer's name; she is not particularly inspired by beautiful coloring. What she wants to know is what is she going to do with that product. Keep that in mind—tell your advertising agency: what is she going to do with the product?

When we get display material that shows related items and what to do with them, material that does not particularly blare out the brand name, nine times out of ten we use it. But when we get the other type it hits the waste-basket.

Now about the size of the point-of-sale material. If you ask a hundred grocers you'll get a hundred answers. We have our own ideas. Point-of-sale material should be small. It should be capable of going on displays or on the shelf. Today big wire banners and big window streamers are almost a thing of the past. The housewife today shops off the shelf. She takes a cart, puts her head down and starts down the aisle. She compares duplication of items, variety, price, appearance of package, etc. So keep your point-of-sale material small, to the point. Shelf markers 4" by 1 1/4" to 1 1/2" width will sell more of your product in one day than a great big banner over the market will in 30 days. Give her ideas right down at the point-of-sale.

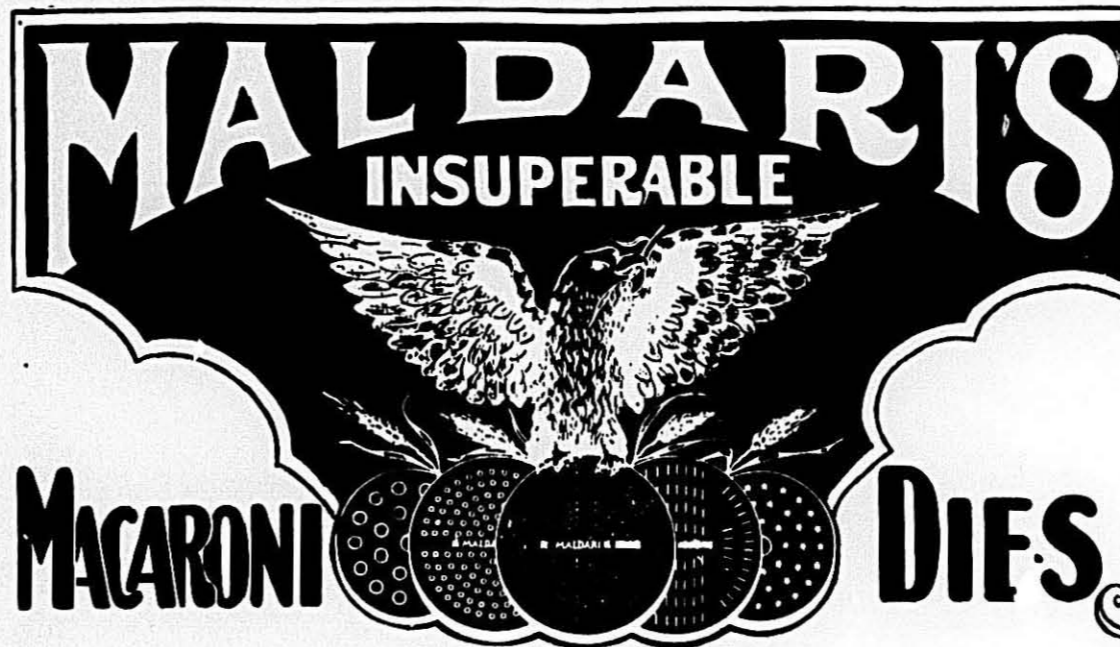
Sales are created, they just don't happen. A lot of reports come out that say 60 to 75% of grocery buying is impulse buying. That isn't quite true. While the shopper makes her mind up after she is in the store, package appearance, sales materials, and other suggestions she gets help her selection. You fellows must continuously sell your product after it gets in the store by your point of sale material.

**Now No. 2—Couponing.** Couponing in general is very much abused in the food field. I personally have had very bad results with couponing as such. However, I realize the best way to get a product into a home is by sampling; by getting the consumer to taste and try it. Maybe in an industry like yours you have to use couponing in order to get your product in the home.

Stay away from the "10¢ off" deal and that type of coupon. Tie your coupon in with related items like macaroni with cheese, noodles with canned chicken. You have a tremendous field of related items. The coupon would be somewhere between the prime item and the related item base. I am sure it would help you out. I am sure it would help us out.

**No. 3—Cooperative Advertising.** The reason for cooperative advertising is to get the retailer to back up your product. In the last few years it has become a gimmick, a discount, a "fool them and leave them" item. We have

(Continued on page 36)



Now —  
Tested and Approved  
by  
Macaroni Manufacturers  
**Sheet Forming  
DIES**

*D. Maldari & Sons*

America's Largest Die Makers

180 GRAND STREET  
NEW YORK 13, NEW YORK  
U. S. A.

1903 — MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY — 1955



## MACARONI'S PLACE IN NAVY CHOW

By Lt. (j.g.) F. C. Peloquin,  
Southwest Field Food Service Team, U. S. Navy,  
at the 51st N.M.M.A. Annual Meeting



LT. F. C. PELOQUIN

I DEEM it a privilege to represent the 11th Naval District and the Provision Supply Office in Washington here with this Association, because, of course, the food industry is very close to the hearts of the Navy. I may have to modify that a little because many of the men are in the Armed Services today not of their own choosing. There is no doubt about it that their hearts are back there in Wisconsin, Louisiana, and other places, but we may say that probably their stomachs are more closely attached to the food industry. Anyhow they do eat macaroni.

In checking the men I would say that before they joined the Navy, 95% of them had macaroni in their homes. Well, I've wondered why. My wife and I cut out the advertisements in some of the leading magazines. You have to pay for that; at least I do, and we wanted to see what we were getting. 85 to 90% of these magazines are advertisements. It was interesting to note that macaroni was not advertised.

I went a little further on this as I think it is quite appropriate that one should know the beginning of things. The origin of macaroni is quite well known. Macaroni products, probably rice macaroni, were used by the Egyptians and Chinese in ancient times, but macaroni didn't become known in Europe until about the fourteenth century, and even then during that one hundred year period the Italians were the only ones using macaroni. Now it seems the Italians kept macaroni a secret for something like one hundred years. I can't believe you can keep a good food a secret from a Frenchman for that long a time. Anyway, the French did catch on about the fifteenth century, and macaroni in time spread through Europe, and of course, to the United States before the Civil War. It moved rapidly and came to be what you might call an industry about 1890. But it wasn't until after World War I that your industry really caught on.

The macaroni industry in the 1920's, according to the records, was nothing less than phenomenal. I doubt very much if that was due to advertising. I think the men were eating macaroni in the Armed Forces during World War I and it carried itself home. I

should say that at least 90% of the people in the United States are eating it.

You are probably wondering what the Field Food Service Team is. Field Food Service Teams are located in four areas in the United States. The Navy now has about six of these teams; one at Newport, R. I., this group now being expanded into two teams; a team at Norfolk, Va.; a team at Seattle; and my own team here at San Diego. We go aboard two ships at a time in this area. Our territory is south of San Francisco, west of the Mississippi, and we make a trip in the Pacific Ocean area each alternate year.

Now, I have with me highly competent, highly qualified stewards who are chief petty officers of the Navy. We go aboard ships and stations and spend two weeks with them. We cover their menu for a two-week period. My men work at the elbows of the young men who are preparing food in the Navy today. The areas they cover are menu planning, mess management, meat cutting, meat cookery, vegetable preparation, salads, salad dressings, garnishing, anything that may improve the Navy's food.

One thing that we particularly look out for is the appearance. That may account for the downfall of many general messes in the Navy, and it might apply to the Army. To put food on a man's tray that hasn't been prepared too well—put it on there sloppily—use an untidy messhall to eat in with surroundings not too good—the men are going to be aware of those things. Eye appeal makes a lot of difference to these young men—they are aware of things that count with them.

I think I may illustrate this with something that may have happened to all of us at one time or another. You bite into an apple. Upon looking down, lo and behold, there may be the torso of a worm. You bit the head off that worm. The part of the apple in your mouth is immediately discharged by you. It is disgusting to you, and probably even makes you nauseated.

On the other hand, if you had bitten deeply enough, you would have gotten the whole worm in your mouth, and you'd have eaten it with relish. You would not have been aware of that worm if you had bitten deeply enough.

We try to apply this same thinking in preparing food for the men in the Navy. We don't want the men to become disgusted with what they see. We want them to feel that they are not only getting food that is prepared attractively, but that it is also food of good quality.

Now it must be remembered that the young men who pass through the chow lines of the Navy today will eventually pass through the line of separation centers on the way into civilian life. This young bunch of Americans may never again don a military uniform. One thing is certain—he is going into civilian life to take his place in the community. I like to think there is a kindly thought for the service he has been in and a kindly thought particularly to the great morale builder, and that the Navy has in turn given him an incentive to become a better citizen.

Why are we so interested in individual groups in the macaroni industry, tuna industry, and so on? The Navy knows that noodle products, of course, are a high quality food that blend well with other foods, are easy to prepare. This is an important fact. There is a limited number of men in the Navy today preparing food. These men are inexperienced. Any high quality food that can be removed from the case, that does not have to be peeled, that can be cooked easily is very important. It cuts down the work load involved in food preparation. Noodles and macaroni have fair eating quality. Yes, I use the word fair because one thing I have against macaroni products in a number of the ships I have been aboard and also some shore stations, is a discoloration and what the commissary calls a musty odor. I don't know exactly what that is. It hasn't been too serious. Nevertheless it is there. I do note that your macaroni is merely wrapped with one or two wrappings of a thin white paper and put into a carton. Now, a ship at sea passes through fog or mist. It takes this moist air down through ventilators, and it goes over the food. You can't keep it out. It eventually penetrates and

(Continued on page 36)

## RELATED ITEM SELLING

By James B. Lane, President,  
Westgate California Tuna Packing Co.,  
at the 51st N.M.M.A. Annual Meeting



JAMES B. LANE

RELATED items selling in the broad sense goes back to the first communities of man. As far back as small town general stores, the proprietor thought of related items selling. He placed his cracker barrel, his pickle barrel and cheese in close proximity of other food items. He was appealing to impulse buying. His stoves, grates, buckets and other items were clustered in another part of the store. Bolts of cloth, thread, needles and notions were placed together.

As the number of items grew under each category, the merchant saw the need for specialization. Those who had a bent to sell stoves, rakes, nuts and bolts set up small hardware stores. Those who enjoyed selling food started grocery stores. Clothing by this time was sold in men's and women's clothing stores. This was related item selling in its broadest sense. This scattered operation worked well when towns were small and transportation was not good. But as the towns grew into cities, some merchants decided to consolidate these units under one roof as a department store. Here the average housewife could do most of her shopping. However, traffic and the lack of parking facilities in downtown areas now is forcing another specialization, which is a contributing factor to the growth and popularity of shopping centers. Enough of the background of related item selling in its broadest sense.

Progressive Grocer of October, 1952 reports that the number of items handled by food stores in 1928 was 990 items, and by 1952 this number had risen to approximately 4000. Profit margins on all items during the same period had decreased from 26% to 16%. One can readily see that to sell a retailer or chain today, you must sell an idea not merely sell your product. A proven idea and one that can be used very effectively is related item selling and tie-in advertising.

Over 85% of the retail food business today is done in self-service stores. It stands to reason then that to secure the scarce and valuable space available for display purposes, the manufacturer must come up with a good and provocative idea that appeals to the retailer.

Related item promotion is not an easy one to handle unless all parties

are enthusiastic about it and there is control of detail down to the retail store level. However, if certain basic rules are followed, related item selling should increase the volume and profit of all products involved. These rules are few and simple.

(1.) Tie-in products should appeal to the needs and desires of the consumer. The customer should be able to associate the products and their common usage.

(2.) Related item promotion must appeal to the retailer. Ideally, a tie-in of two high margin, fast turnover products will meet every qualification. However, basically at least, one item must be a high margin one, and one item must have a fast turnover. The grocer is not likely to be enthused about working harder to sell low profit items, but if a low profit item improves sales of a high profit one, he can see an advantage.

(3.) The items should be displayed together, but priced separately. Twenty years ago, there was a lot of combination pricing, but you seldom see it today. The customer should not be discouraged from buying one of the items in the display simply because he does not want both.

A desirable feature of related item food promotion is a recipe using the product. This heightens the impulse motive. It gives reason for buying other than price. The grocer can sell these related items each at its regular price and get away with it. Some merchants believe that a display automatically calls for a lower price on products, and he may think that related items in a promotion are leaders that heighten store traffic. I shall now take a few minutes to expand these few basic rules.

First, the products to be related must belong together. For example, macaroni and tuna. It is better as past experience shows if the customer traditionally associates one product with the other, but many related items promotions have introduced new uses for products through tie-in promotion. The raisin and olive industries have been singularly successful in doing this. For best results, products that have equal distribution make good teammates. It is very difficult to have tie-ins between two brands that have equal distribution however. Several of our competitors

have had related items tie-in with another brand manufacturer, and I know that in our own market their promotions do not pay off. If anyone could see the plus business with this related tie-in, it was our brand. For this reason Breast-o-Chicken Tuna favors the brand and industry tie-in rather than a brand or brands tie-in.

One of our most successful related item promotions was our macaroni and tuna tie-in which was set and conducted at a local market level. All the advertising, point-of-purchase and in-store display material was purchased by us, but it gave us the flexibility we wanted with all retail outlets. Our recipe had ear cards and newspaper advertising, TV and radio, calling attention to the combination of macaroni and Breast-o-Chicken Tuna. The grocer was free to choose the macaroni manufacturer in his territory who he thought had the potential to do the best job of related item selling.

I would be remiss to say that brand combinations do not work, because in many cases they do, especially if the brands have equal distribution and equal acceptance. Most large brand name distributors such as General Mills, General Foods, Kraft Foods Company and many others have utilized the related item tie-in idea with astounding success. The Kraft Foods Company had a double page spread in May's Progressive Grocer showing six different related item tie-ins, set up by Kraft Foods' salesmen. Each display was a Kraft salesman's idea, but in no instance was the promotion by Kraft Foods on a national scale. In this ad they cautioned the retailer "Before you tie-in, think twice about related items. (1.) Think of volume; (2.) Think of margin. Which display would you buy—two low margin items with high turnover, or two high margin items with turnover just as bad?" The answer from the grocer's point of view was evident. Why waste time and space on a related item idea that does not provide good margin and a rapid turnover for real profit. As I mentioned before, this would be the ideal related item promotion.

(Continued on page 42)



## WHAT THE RESTAURATEUR WANTS

By Arthur Wynne, General Manager, Lawry Restaurants,  
at the 51st N.M.A. Annual Meeting

BEFORE I proceed with the subject for today, I would like to talk in general about a subject that is very close to me and that is membership in trade associations. I think one of the most important things for the businessman today is to unite and join forces so that they can meet any attack, whether it comes from Washington through various laws that are not in the best interest of industry, whether it is to meet trade relation conditions, or whether it is for the dissemination of material and discussion of troubles, which are common to all of our industry. I do feel one of the most important assets you have is your association, and I urge you all very, very solemnly to support it. I am saying this without anyone asking me to. I have seen some very wonderful effects through the various associations which we belong to in the restaurant industry, and the very wonderful job they have done over the years. And I want to tell you something—it's paying off.

The theme adopted for this convention "Opportunities Unlimited" is very fine—certainly insofar as our own industry is concerned. We in the restaurant business are in the midst of the greatest period of our history. Our industry is keeping pace with the economic growth of this nation as well as preparing for an anticipated increase of population. New units are opening, established ones are enlarging and modernizing in keeping with the times. All this to satisfy the dining out needs of the American people. In addition many millions with rising living standards are now eating out where they didn't before. Restaurants today are quite different from the corner greasy spoon in days gone by.

Major changes are taking place. From the structural viewpoint, many restaurants today are extremely attractive and inviting. New ideas of construction coupled with fine air conditioning systems are helping to maintain clean and comfortable operation. The wide use of stainless steel in even the smallest kitchen has been effective. As an industry we are serving better food in more pleasing surroundings and under vastly improved sanitary conditions. Far-reaching improvements in equipment and refrigeration facilities have given us the tools to do a better job. The quality of our personnel has improved over the years. Many of our high schools and colleges today are including in their curriculum courses



ARTHUR WYNNE

designed to teach and train career workers for the restaurant industry. In other words, the restaurant industry is growing in stature and is assuming its proper place in the American economy. What does all of this mean? It means simply that with industry maintaining and continuing to improve upon its standards, there is every reason to believe that an increased portion of the consumer food dollar will be spent in restaurants dining out.

As manufacturers of macaroni products, where do you stand in this picture? I don't believe anybody can say with any accuracy how much of our volume stems from the sale of macaroni products. But I can certainly ask what efforts are you as manufacturers making to reach the dining-out public? Also, what are you doing to stimulate and increase sales of your product in our restaurants? Last year the total dollar production in this country was some 350 billions of dollars. The restaurant industry with gross national sales of 16 billions of dollars served an average of 120 million meals per day. We in the industry accounted for 4.6% of each and every dollar spent in this nation last year. The restaurant industry today ranks third in dollar volume of retail trade. We are superceded only by the grocery industry, which is No. 1 and the clothing industry which is No. 2.

We far exceed automobile manufacturers, oil companies, telephone companies and heavy industry. I am sure you will agree with me that the sale of macaroni products must represent only a very small portion of this volume. Most of your efforts are directed toward the sales of your products for home consumption. And this is rightly

so. Definitely, your potential lies in home consumption. But I do believe that you are missing the boat by not going intensively after the restaurant trade. It's growing—why not get yourself in? You might be forced into it at some future date. Isn't it a possibility that an increase in restaurant sales might be at the expense of those food processor whose main efforts are directed toward home consumption?

Our political parties, business and labor leaders are all dedicated to the principle that an improved standard of living will go a long way toward assuring the continued economic prosperity of this nation. As these standards are raised, the American people will have more spendable income and more leisure time. Will they spend the extra time at home or on the road, seeking pleasure and relaxation? It is my humble belief that they will be on the road, and dining out more than ever before.

It would appear that you are in a vulnerable position. Certainly as leaders in your industry your thoughts are to the future. It would appear that by concentrating some of your efforts on the restaurant trade, you might insure your share in this phase of the growing prosperity of American enterprises. I can't emphasize too strongly your potential in our industry and how anxious we are to see a growing macaroni business. We have a very vital stake in your prosperity. Our organization has given considerable thought to a possible sales and merchandising program.

At this point, however, I would like to discuss some of the experiences restaurant operators have encountered while using your product. When Bob Green invited me to address this group on the subject "What does the Restaurant Operator want from Macaroni Products?" I accepted the assignment fully in the belief that my comments might be helpful. I would be remiss in my duty to you and the restaurant industry in general if these comments were confined solely to personal experiences and operation. So I made it a point to confer with the cooks, chefs, owners and operators of several restaurants located in the Los Angeles area. Their comments were very similar in most instances. Before we proceed further lest any misconception be construed, let me say simply that their comments were more than favorable. Their criticisms were of the isolated type, brought out because of the lack

(Continued on page 46)



The picture above could well be a symbol. The "Airlide" bulk car, one of King Midas' fleet of "Airlide" cars leased from General American Transportation, could symbolize King Midas' pioneering in bulk Semolina shipments—as well as the progress and expansion of bulk handling facilities by King Midas to better serve the macaroni industry.

The King Midas durum mill in the background is already a symbol to macaroni manufacturers—a symbol of uniformity and quality of product; a symbol of milling skill that is traditional.

### A Symbol To The Macaroni Industry

Together, the "Airlide" car and the King Midas durum mill offer you unexcelled durum products and facilities for shipping in bulk or in bag—with the mill providing a completely enclosed warehouse where all shipments receive every protection from the weather.

We at King Midas also believe this picture to be a symbol of our pledge to the macaroni industry to consistently deliver the finest quality durum products and the best in service.

Durum Products by



KING MIDAS FLOUR MILLS

**King Midas**

• 660 GRAIN

EXCHANGE

• MINNEAPOLIS



## AT HARVEST TIME

**D**URUM development continues to be somewhat ahead of the past two years.

Reports from the field indicate that there will be a substantial amount of heavy durum produced in spite of the rust. The high temperature of late July has hardened the stem tissues and has done much to retard the spread and development of rust. Late fields of durum are still in danger, and some have been severely damaged, but the rust picture in general is quite different from what it was one week ago. (August 1)

A report from Donald G. Fletcher says in part: "As of today, July 27, only about 20% of the total North Dakota acreage of durum is grown in the area where severe damage has already been done. It also appears that a considerable number of fields in this area will come through with only moderate or light damage. It is hoped that rust in the later fields in the northern counties does not increase too rapidly and the grain is permitted to fill in spite of a possible late heavy infection."

Here is a round-up of opinion from county agents in the last week of July as the durum crop approached harvest:

**Northeastern North Dakota.** From Langdon, seat of Cavalier County, home of the Durum Show, to be held November 2 and 3 this year: "80,000 to 100,000 acres planted to durum. Crop is materially better than a year ago. We should produce over 1,000,000 bu. Our new durums are progressing rapidly and look very good. Cavalier County should have 20,000 bu. of seed for next year."

From Devils Lake, Ramsey County: "Rust varies considerably from field to field. Crop much further advanced than at this date a year ago. I would say that there will be some damage but not nearly as severe as 1951." Harvest two weeks away; outlook 500,000 to 700,000 bu.

Cando, Towner County: "We will probably lose 25-30% of our potential yield because of rust—we estimate crop total of 1,250,000 bu."

Park River, Walsh County: "Recommendations of past six months have helped—early planting, phosphate fertilizer to hasten maturity, use of second and third crop land. Late fields of Stewart, Mindum, and Venum as well as Sentry will suffer from rust, but 95% will produce good stuff—test weights 51 to 60 pounds—production 600,000 to 750,000 bu."

Other counties in Northeastern North Dakota report moderate rust damage and harvest a week or two away.

**North Central North Dakota** is two



1955 DURUM. Rudy Bertsch, Bowman, North Dakota, standing in field of Mindum durum on his farm in Slope County. Mr. Bertsch had a 36-acre field of durum that showed no rust and looked as if it would yield between 15 and 20 bushels per acre.

to three weeks from harvest; rust in trace to moderate amounts. This area produces good amounts.

"Comments from several farmers in Rolette County indicated that if the crop comes through this year, many of them will go back to raising all durum in 1956."

Another county with some 50,000 acres looks for yields of 15 bu. or more per acre.

**East Central North Dakota.** "With about two-thirds of the 1951 acreage, we will produce two and one-half times as much." This area has had medium to severe rust damage, however.

**Northwest North Dakota.** One county reports harvest about two weeks away; rust damage slight to moderate; 4,000 acres should yield 17 or 18 bu. per acre.

**Southwest North Dakota.** Bill Sehens writes, "I was quite surprised at the number of small fields of durum in some areas in this part of the State. I checked four fields that looked like they will run from 10 to 20 bushels and there was no sign of rust. At the Dickinson Experiment Station, only Mindum had rust. LD-364 looked good."

**South Dakota** is harvesting now and some new crop durum is rolling to market. Rust damage reports range from none to 30%.

**From Southeastern South Dakota:** "In the fields I have inspected there seems to be a lot of yellow berry. If present regulation on durum holds next year, the bulk of this crop will be replanted. A severe shortage of seed last spring limited acreage."

**Central South Dakota:** "The durum crop should have been good had it not been for five destructive hail storms . . . we never did know how much was planted last spring—some growers paid \$9 a bushel for seed and didn't discuss their venture too much."

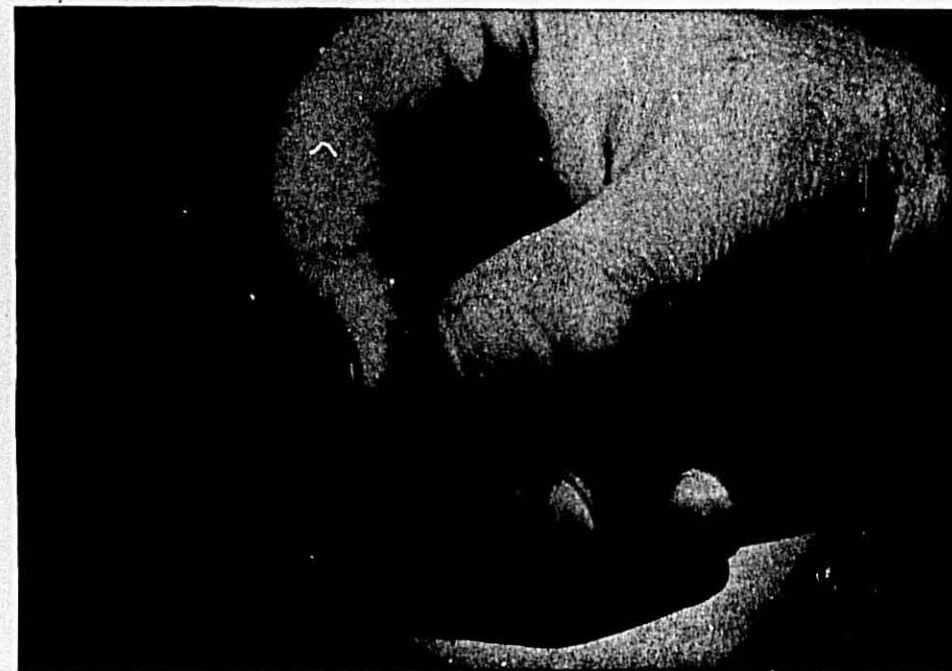
**Northeastern South Dakota:** "Little is grown in this county because of the high risk. Both test plots showed almost a 100% loss from rust. A few farmers, however, have reported Venum coming through well."

**Montana** will not harvest durum until mid-August and later. Two counties report traces of rust, the rest none. Yields will be good. "We estimate 10,000 to 20,000 acres yielding 30 to 40 bushels per acre. We have durum from good seed, certified seed, various varieties, and some just full of weeds and crop mixture."

**Canadian Wheat** in the three western prairie provinces made excellent progress under favorable weather conditions, according to Sanford Evans, crop authority. Wheat is now heading out in most districts of Manitoba, he said, while high temperatures and ample moisture combined to make for rapid growth of wheat in Saskatchewan. The Saskatchewan Wheat Pool estimated a decrease of about 2,000,000 acres of wheat from the 13,580,000 acres in 1954. In Alberta, hot days and cool nights, following general rains brought good growth of wheat.

In all sections, most reports indicate that early durum will apparently make a good crop while late durum will be damaged by rust. The new numbered

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



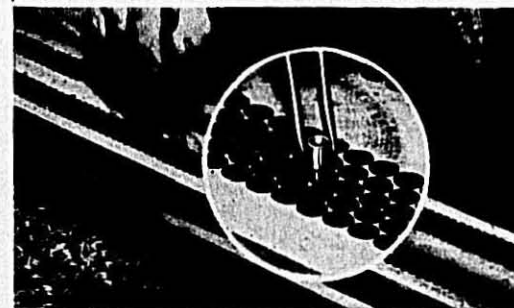
"SO MUCH DEPENDS ON SO LITTLE"

RESULTS FOR MANY PROGRESSIVE USERS

. . . prove the unequalled performance

LET ME PROVE TO YOU

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



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

**GUIDO TANZI**

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



durums all look excellent. On July 28 Henry O. Putnam says, "The durum crop will be much better than last year." There is considerable acreage of Peliss in the Nashua area, according to elevator managers' reports.

According to the King Midas weekly market summary, two cars of new crop South Dakota durum arrived in Minneapolis July 28. One car, testing 58 pounds, sold at the 60-pound basis of \$3.65 per bushel. A few field samples of Montana growing durum received this week shows a complete absence of rust. They appeared about three weeks away from maturity and showed unusually heavy stand.

A shortage of box cars is developing and which might reach serious proportions as the spring wheat crop starts to move in volume.

Amber Milling Division of GTA summarizes the durum wheat situation on August 1: Early durum fields affected very little. Rust is now taking a heavy toll on all late fields. Western North Dakota and Montana are just about free from rust. The durum crop is making very rapid progress. South Dakota is combining; southern North Dakota is now swathing; northern and western North Dakota is a week from harvesting; and Montana a week or two weeks.

Henry O. Putnam reports on July 29: "Spent the morning at Devils Lake. Durum northeast of Devils Lake was sowed early and is turning color. Stem rust appears the entire length of the stem with a heavy sprinkling of pustules on the necks of all plants. Kernels are in thick dough stage. There will be little additional supply of plant food delivered to the kernels. The durum may have a test weight of 55 to 56 pounds. Perhaps 15% of the durum crop was sowed early. Much of it is two to four weeks from maturity which means severe damage to much of this crop in the so-called durum area. Perhaps 50% of the original crop estimate or about 6 bushels per acre will be an average yield for the durum area for harvested durum. Hot, dry weather might retard stem rust activities and allow an improvement in the yield.

"One durum field between Rugby and Highway 2 appears mature—killed by stem rust—and it will probably dry out to 50 to 53 pound durum. All fields have been hit by stem rust, some lightly. Stem rust appears to decrease about Bottineau and there is very little durum west of the Moose River on Highway 5. There are scattered fields of Golden Ball at Devils Lake, Lees, and north of Minot on Highway 83.

"There is a terrific difference in the amount of stem rust in various durum fields in the Langdon area, even in the same fields. Some fields had little rust while others were heavily infested.

"Stewart and Mindum at the Morden Experiment station were heavily attached by stem rust while rust resistant

durums were free of stem rust. "Ten miles west of Langdon durum will be of low test weight because of rust. Stem rust appeared to be heavier in this area and some fields may not be worth harvesting.

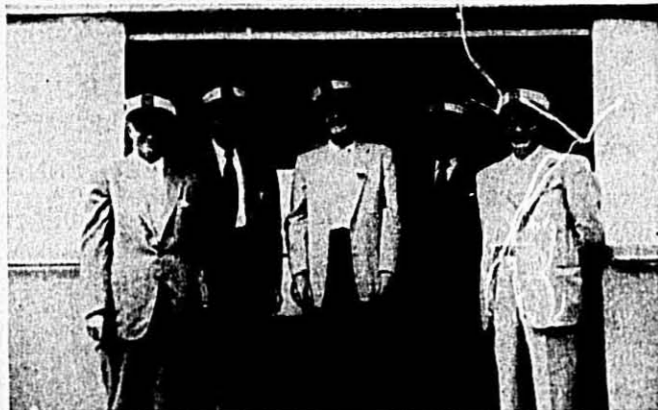
"Fields 9 miles north of Cando are two to three weeks from maturity and were heavily attached by stem rust. A field of durum just south of Penn carried very little stem rust. It can probably be swathed next week and should yield 15 bushels or more of quality durum."



DON STEVENS

#### He Wrote His Congressman

Don Stevens, vice-president of General Mills, recently wrote Senator Milton R. Young of North Dakota as follows: "The quota limitation on wheat imports and flour or semolina imports prevents the flow of foreign durum wheat or semolina to compete with our farmers and processors. Unfortunately, however, there is no restriction on the imports of durum products such as macaroni, spaghetti and noodles. In-



GENERAL MILLS has five admirals. Left to right they are: Harry Bailey, I. J. Brodell, Lea Merry, C. E. Farr, Lynn Burke. They escorted macaroni conventioners on a trip around San Diego Harbor on the good ship Silvergate.

asmuch as it has been necessary to ration the amount of durum wheat in our macaroni products during these rust years, the opportunity to import foreign macaroni has popped up and is causing our macaroni manufacturers great concern.

"You will recall that last year the macaroni manufacturers had planned to urge Congress and the Tariff Commission to lift the restrictions on the imports of durum wheat and/or semolina. The representatives of the durum producers and the durum millers persuaded them to withdraw this request. Now, however, these macaroni manufacturers are becoming restive again because they are faced with competition in the form of tremendously increased imports of macaroni and spaghetti.

"Until the present emergency on durum, imports of macaroni and spaghetti averaged about 600,000 pounds annually and competed only in specialties. In 1953 these imports jumped to 2,343,000 pounds; in 1954 they jumped to 4,640,000 pounds; and at the rate of importation so far in 1955, it appears that the imports may reach 6,000,000 pounds.

"The macaroni manufacturers believe that since durum wheat and semolina are limited by quota, manufactured macaroni should be similarly limited. As a durum miller, I strongly support their view, and I feel certain that the durum producers do also. I sincerely hope this view will receive your support."

#### Editor's Note:

In addition to Mr. Stevens' letter, many macaroni manufacturers and millers wrote their representatives. At last report, North Dakota Senator Milton Young was taking the matter up with the Tariff Commission.

Insure your Share of the  
for Macaroni Products

More and more homemakers are fast learning macaroni products are a perfect answer to the problem of rising food costs. For only a few pennies per portion a countless variety of tempting macaroni product dishes can be served. With no other food on grocery shelves today offering so much in nutritional value for so small a cost, there is a steady swing toward macaroni products.

Yes, today's market for macaroni products is a growing market. Consumer acceptance of your macaroni products is assured when you depend on Capital quality to give your products real eye and taste appeal. Capital semolina and durum flours will help your sales curve.



## CAPITAL FLOUR MILLS





## BEHIND THE RESOLUTION ON LABELING

AT the 51st Annual Meeting of the National Macaroni Manufacturers Association at Coronado, California, in June, the convention adopted a resolution condemning the use of statements on packages and labels or in use in advertising such as "low calories", "high protein", "lower in calories and higher in protein", "starch reduced" or similar words implying that the product when prepared for consumption is a low-calorie-high protein dish.

Behind this action is the recent experience of V. LaRosa & Sons, the Buitoni case, and the experience of other industries.

### The LaRosa Citation

In February 1955, the Federal Trade Commission issued a complaint against V. LaRosa & Sons. They charged it was unfair and deceptive to advertise spaghetti as low in calories at the same time that a fattening sauce is recommended for it. They based their charge on statements that spaghetti has less calories than other important foods, but directs users to "pour over it whatever sauce or gravy you have prepared and mix well."

While the charge was made in February 1955, the ads had not been used since 1953 when LaRosa broke a full page newspaper ad schedule stating, "Food Research Proves LaRosa Has Less Calories" and listed some fifty foods that contain more calories per portion than a 4-ounce serving of LaRosa macaroni or spaghetti.

In March 1955 LaRosa accepted the decree from the Federal Trade Commission examiner, Frank Hier, that forbid the firm to advertise that its spaghetti and macaroni provide more protein and fewer calories than other foods with which they were compared. LaRosa waived the right to contest the order in the courts, but that action, the Federal Trade Commission pointed out, "did not, however, constitute admission by the company of any violation of the law as alleged."

In relating the experiences of the LaRosa Company at the convention, Joseph Giordano stated he was doing this so that other manufacturers and the industry could profit from their experience. He related how the company and their advertising agency had referred to the U. S. Department of Agriculture's Handbook No. 8 and other research data for the development of the statements they made. The campaign was developed to meet a competitive situation in the East where nutritional claims were the spearhead of promotional drives.

When the LaRosa Company was cited, a press release was given out by the Federal Trade Commission with no

opportunity on the part of the Company to justify its advertising or explain its position.

The Government has taken the position that dry macaroni in the package is relatively low in calories and low in protein and that it requires further preparation. If the manufacturer makes any reference to caloric content, he must do so on the basis of finished dishes ready for the consumer to eat. They take the stand that the statement "low calories and high protein" on its face implies that the product is a special dietary food to be used in weight control diets.

### The Buitoni Case

While the La Rosa case is a recent one, the Buitoni matter is of longer standing. In this situation, the Food and Drug Administration has cited the Buitoni Company for the manufacture and distribution of a product not permitted by the Standards of Identity adopted for macaroni and spaghetti products. Specifically, the objection is to a 20% protein macaroni made by the addition of gluten flour over the standard requirement of 13%. (See "Court Upholds Macaroni Standards", starting on page 32 of the December 1954 issue of the Macaroni Journal.)

The Court's ruling prohibiting the product that does not comply with the Standards of Identity was appealed (page 30, January 1955, Macaroni Journal) on the grounds that Buitoni 20% spaghetti had a history of separate identity back a hundred years prior to the formulation of any regulations or standards.

On April 16, 1955, in U. S. District Court for the District of Delaware, Chief Judge Paul Leahy reaffirmed the conclusions reached in the Court's opinion of September 30, 1954, and refused to accept Buitoni's argument that his product had a separate identity which precluded application of the law.

The Court's opinion said in part: "It is probable and true as defendant contends 'Buitoni 20% protein spaghetti has a history of separate identity back 100 years prior to the formulation of any regulations or standards'. But I am not convinced the circumstances or production, marketing and consumption of macaroni in this country dating from the time of the promulgation of the regulations to the present time, permit this separate identity. As shown in the main opinion, the manufacture, appearance and preparation of defendant's product do not yield legal differentiation. Applicability of 21 U.S.C. 343 (g) is not a historical one, but a practical administrative judgment made from the consumer's standpoint. In short, the standard is not denied application merely because the buying and

consuming practices of the public reject its application. Moreover, the administrative record in this case indicates the Federal Security Administrator's ruling limiting gum gluten content to 13% has not been disturbed by any judicial ruling by any court and especially since claimant's petition for review to the Court of Appeals for the Second Circuit was dismissed.

"Accordingly, I adhere to my original determination defendant's product is controlled by 343 (g) and may not be brought within the coverage of 343 (i) as a product for which no standard has been promulgated.

"Other points raised by defendant in its reargument are merely variations of its basic contention, i.e., its product has a separate identity. My disposition of the separate identity argument has equal application to the corollaries of defendant's main argument."

Buitoni products were among the first promoted as "starch reduced", prompting other manufacturers to make nutritional claims for their products.

### Beer is Taken to Task

Macaroni is not the only product in difficulty with the Government on advertising claims. The Internal Revenue Service, which supervises advertising and labeling of tobacco and alcohol industries has cracked down on the low-calorie theme in beer advertising. They started needling the brewers on their use of the non-fattening theme in early 1953, on the ground that the ads misled the consumer. Now it has "advised" the industry to stop "promptly" further references to caloric content or implications that a beer is non-fattening.

At the same time, the Government gave the brewers some leeway to permit them to switch their sales pitch without hardship. It will be another three or four months before all vestiges of the stay-slim campaign disappear, but the Internal Revenue Service will report cases of violation for prosecution by the Justice Department if brewers continue the theme beyond a reasonable time.

### Be It Resolved

The resolution adopted at the 51st Annual Convention states concisely the feeling of the manufacturers assembled: **WHEREAS** it appears that manufacturers, in considerable numbers, imprint their packages and labels with, or use in their advertising, such phrases as "Low Calories — High Protein"; or "Lower in Calories and Higher in Protein"; "Starch Reduced" or with similar words implying that the product when prepared for consumption is a low calorie-high protein dish, and **WHEREAS** the Federal Trade Commis-

(Continued on page 34)

## NUTRITIONAL VALUES OF PREPARED MACARONI DISHES

By Dr. Franklin C. Bing,  
Consultant in the Food and Drug Field,  
formerly with A.M.A.

THE very comprehensive compilation of average nutritive values of many foods as provided in Agriculture Handbook No. 8, does not offer much information about macaroni products in the form in which they are commonly eaten, that is, in the form of "dishes" combined with other foods. Dr. Margaret Mead, writing in 1946 of the "Cultural Patterning of Nutritionally Relevant Behavior," pointed out that:

"In this country, people don't eat 'protein'; they eat a 'main dish'—a main dish that is either oval or round, preferably oval and placed in front of father."

This statement of Dr. Mead is eminently correct, although her next statement, in which she refers to macaroni as "an appalling substitute for protein" might well be questioned.

We have seen how, before World War I, macaroni and spaghetti seem to have been considered as a separate food, cooked in water, drained, and served on a plate, just as vegetables or potatoes might be used. There were at that time a few dishes, such as macaroni and cheese, which are still popular, and deservedly so, but the great variety of combination dishes now available had not at that time been developed.

Nowadays, recipes are readily available showing how to use macaroni products for a great variety of dishes, varying from soups, entrees, and salads, to desserts. Many recipes have been developed under the direction of the National Macaroni Institute itself, and some of these have been analyzed in the laboratory of the Jacobs-Winston Laboratories. Other recipes have been developed by the Durum division of the Wheat Flour Institute, Millers National Federation. Cook books today have a wealth of recipes in which macaroni products are used; in "Martha Logan's Meat Cook Book alone, 35 such recipes were counted.

There is no doubt need for more recipes showing how to use macaroni products in meal planning; there is always interest in new combinations, or quicker or easier methods of preparing foods in the kitchen. Each new generation of homemakers needs to learn how to prepare foods for a family. Promotion of food products, like other educational projects, must be a continuous activity in order to be successful, and showing a woman how to use macaroni products is an educational endeavor, as well as good promotion.

The awareness of the macaroni in-

work on macaroni products, some information about the nutritive values provided by the dishes for which they have developed the recipes. This information has consisted of computations of the food values of the dishes. The table, "Nutritive Values of Macaroni Products Dishes," provides a summary of data available from several sources, as indicated.

These data show that the food values of macaroni dishes are considerable. The foods which make natural combinations with macaroni products, such as cheese, tomatoes, peppers, meats, etc., supplement the food values of the macaroni products. In turn, the macaroni products ably supplement the other ingredients.

### CALCULATED NUTRITIONAL VALUES OF MACARONI DISHES

In order to obtain a more complete picture of the nutritional value of representative dishes, the recipes of which were developed in the Test Kitchens of Theodore R. Sills and Company.

#### SPAGHETTI WITH TOMATO-CLAM SAUCE

Theodore R. Sills and Company for National Macaroni Institute

6 servings

1/4 cup Olive Oil  
1 No. 2 can Canned tomatoes  
1 6 oz. can Tomato Paste  
1/4 cups Clams, chopped  
1/2 cup Clam juice  
1 lb. Spaghetti

	Entire Recipe		Portion	
	As Given	1/2 Enriched	One-Sixth	1/2 Enriched
Calories	2,532		422	
Protein, gm.	95.4		15.9	
Fat, mg.	66.4		11.1	
Carbohydrates, gm.	388		65	
Calcium, mg.	395		66	
Phosphorus, mg.	1,272		212	
Iron, mg.	27.7	34	4.6	5.6
Vitamin A, units	9,080		1,513	
Thiamine, mg.	1.08	4.66	0.18	0.78
Riboflavin, mg.	.96	2.39	.16	0.1
Niacin, mg.	19.6	37.4	3.3	6.2
Vitamin C, mg.	156		51	

(Continued on page 48)



Spaghetti with Tomato-Clam Sauce



Dott. Ingg. M., G.

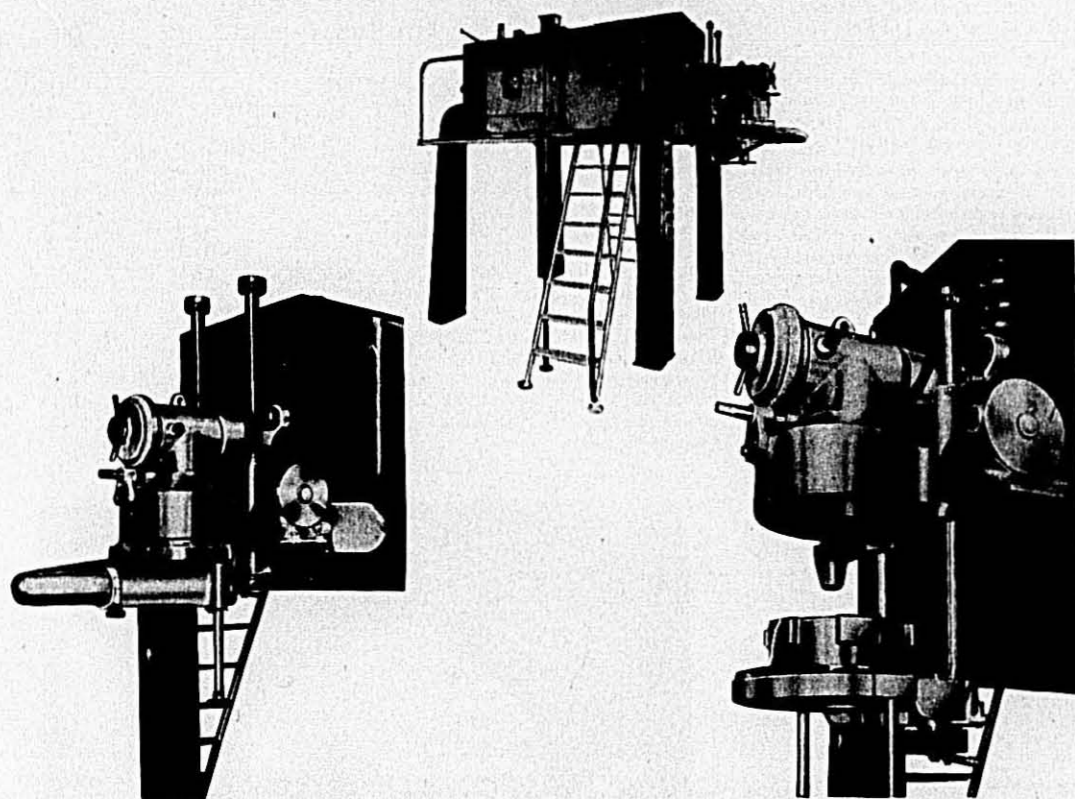
**Braibanti .c.**

SOC. A. R. L.

Cable: Braibanti—Milano  
Bentley's Code Used

MILANO—Via Borgogna 1, (Italy)

**THE NEW SUPER MACRON PRESS**  
**WITH THE NEW MOTORIZED**  
**DIEHOLDER**  
**FOR QUICK CHANGE OF DIES**



Dieholder in Closed Position

Dieholder in Open Position

**Equipped with the Braibanti Vacuum System!**

Send your inquiries to:

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

Western Zone: Permasco Division of Winter, Wolff Co., Inc.,  
1206 S. Maple Avenue, Los Angeles 15, Calif.

Dott. Ingg. M. G.

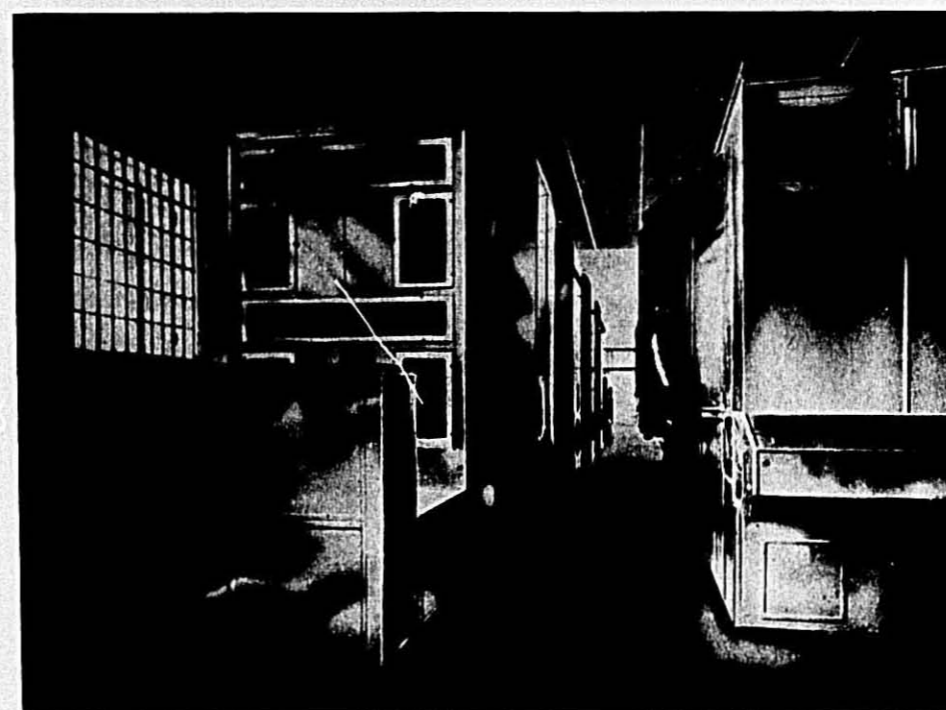
**Braibanti .c.**

SOC. A. R. L.

Cables Braibanti—Milano  
Bentley's Code Used.

MILANO—Via Borgogna 1, (Italy)

**CONTINUOUS AUTOMATIC DRYING UNITS**  
**FOR LONG GOODS & SHORT CUTS**



**Drying Installations At Ex-Combattenti Factory**

CREMONA, ITALY

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

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

Send your inquiries to:

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

Western Zone: Permasco Division of Winter, Wolff Co., Inc.,  
1206 S. Maple Avenue, Los Angeles 15, Calif.



## BRAIBANTI DEVELOPMENTS

Reported by C. Crusizio, Milan, Italy  
at the 51st N.M.M.A. Annual Meeting

I am very happy indeed to have the opportunity of speaking to you briefly about some of Braibanti's innovations in the field of macaroni equipment which were displayed at the Milan Fair for the first time last April.

(1) First, I would like to mention the new drawer type of dieholder for round dies. Inside the dieholder is a ring on which the die is placed. As soon as the die is placed on the ring, you pull over the lever on the side of the head, and it is locked into position. To change the die, you pull the lever the other way and simply change the die on the ring for the other one. The time required for this operation is 30 seconds.

(2) A motorized dieholder for round dies exceeding 12 inches in diameter is a push button operation with an electric motor. This change is completed in 45 seconds.

(3) A new double die holder for round dies for operation with the automatic spreader replaces the conventional "T" shaped connection with rectangular dies between the spreader and the press. It is equipped with two round dies and with the "mushroom" devices for spreading the paste strands. Owing to the special disposition of the holes in the two round dies, the downward speed of the extruded strands is absolutely constant and even. With this device the quantity of trimmings has been reduced from about 12% to 2%. Here again, the two dies can be changed in one minute.

(4) We now have a new line especially designed for the U. S. for an hourly production of 1,000 pounds of spaghetti, noodles or bologna products.

(a) One new "Supermacron" press with motorized dieholder for 1,000 pounds.

(b) One new noodle cutter for 1,000 pounds.

(c) A new stamping machine for bow-ties, etc. for 1,000 lbs.

It is possible, of course, to purchase the Supermacron as well as all of the various types of Braibanti presses with the new "By Pass" vacuum system.

(5) We have now a new device to load automatically the charged sticks from the end of the preliminary drying tunnel on to the trucks; also a similar device to unload automatically the sticks from the trucks to the stripping and cutting machines. Labor involved for these operations is now reduced to one workman who simply has to push the trucks from one point to the other.

(6) We have now perfected an automatic semi-static drying system for factories working 8 hours per day. This line consists of the following elements:

(a) A shaking preliminary dryer

for the first ventilation of the products.

(b) A rotating drum dryer for the deep preliminary drying.

(c) A new "Labyrinth" silo type dryer charged from the rotary preliminary dryer by means of a conveyor.

These silo dryers can be supplied for many different capacities varying from 900 pounds to 4,600 pounds each. According to the shape of the product, the drying cycle is finished in less than 21 hours. Discharge is effected by gravity into the storage bins on the floor below.

The advantages of this system are:

(a) Each silo can be charged with a different shape produced in that day's operation.

(b) It is a semi-static system with the advantages of a continuously moving one but it has more flexibility and it does away with the trucks and trays in your factory.

(7) For some of you here who might be interested, we also have developed completely automatic production lines for ravioli and tortellini, from the flour-dumping hopper to the cans.

### National Macaroni Week

National Macaroni Week Director, Robert M. Green, announces dates of National Macaroni Week as Oct. 20-29.

### Franco-American Adds Two New Items

Franco-American is expanding! Two new-comers . . . Spaghetti with Meatballs and Spaghetti Sauce with Mushrooms . . . have joined the clan, and the whole line has been dressed up in new, yellow-bright labels.



Spaghetti with meatballs are made with a blend of sharp Wisconsin cheddar cheese (aged a year or more) with Campbell's famous red-ripe tomatoes . . . plus sugar, oil, and seasonings. These are measured, blended, and simmered according to a secret recipe.

The meatballs are made with top-quality beef and Campbell's culinary knowhow. They are dropped into cans containing the cooked spaghetti, and sauce is poured over top. Cans are sealed and processed in gigantic retorts. "No wonder flavors are so happily mingled", says Campbell's Kitchens.

Spaghetti Sauce with Mushrooms is meatless. The mushrooms are specially developed for Campbell and go with the tomatoes and special seasonings to make a real Italian-style sauce.

The two new products are going into immediate national distribution.

### A Bit of History

Family history of Franco-American goes back to 1887 when an enterprising French chef named Alphonse Biardot purchased a few kettles and started processing specialty foods on the corner of Warren and Greenwich Streets in New York City. Soon a larger factory in Jersey City was turning out high-quality food items under the Franco-American name. And Ernest and Octave Biardot entered the business with their father.

In 1921 Campbell Soup Company acquired the Franco-American Food Company. Some Franco-American ready-to-serve soups were carried in the line until the late 1930's. Spaghetti was and is still a favorite. During the years it has been improved through label and recipe changes.

In 1939 a newcomer appeared in Franco-American's line . . . Macaroni! and two years later, along came Beef Gravy. In 1951 Spaghetti Sauce with Meat was introduced. And now the newcomers bring the family to six.

HE LIKES IT "al dente"!



### And Huron's gum gluten makes sure he gets it that way

Want to guarantee the extra chewiness that makes your customers ask for more? It's easy — when you mix Huron's gum gluten in with your product.

Huron's new drying method results in more "vital" gum gluten — which in turn means

lighter color, greater elasticity, and minimum droppage on racks.

What's more, Huron's gum gluten gives you a guaranteed minimum of 75% protein on a moisture-free basis. Write for gum gluten sample and technical data.

B.4.30

THE *Huron* MILLING COMPANY

9 PARK PLACE, NEW YORK 7, NEW YORK



## SPAGHETTI DINNER

A Review of a Book by Giuseppe Prezolini,  
Published by Abelard-Schuman, Inc., New York City

**E**MBLAZENED across the highways of America, no one can fail to note the many times one particular invitation is extended to the American people; an invitation to lunch, to dinner, to a between-meals snack. It is a call to a dish that is fast becoming one of America's most popular eating pleasures—"Spaghetti Dinner."

Few may know that the Italian word spago literally means string, but all know that spaghetti (little strings) is an Italian word. Its increasing use as a word and as a food, represents a cultural gift from Italy to America. It expresses the collective genius of the Italian People and in spaghetti the Italian spirit has survived virtually intact.

Spaghetti, an Italian word, and dinner, an English word combine to form "spaghetti-dinner" an all American word.

From whence came spaghetti? There are many stories of its invention and place of origin, but none appear to be based upon provable facts. Many countries claim the distinction and many sections of Italy use every saying, phrase, legend, memory or tradition to press their claims as the discoverers of spaghetti.

The widely accepted legend of Marco Polo having seen spaghetti made in China on his journey through that country, and having brought it back to Venice where it speedily gained favor and became Italy's national dish, is regarded by the author as the most dubious of all. He goes to great length to disprove the story, and he points out that Marco Polo lived from 1254 to 1323 a.d. but that spaghetti was known in Italy in the year 1200, being mentioned in historical literature of that year. All the names given to macaroni products indicate its origin as of Mediterranean civilization.

Although the origin of spaghetti can not be pinpointed, today it is certainly identified with the Mediterranean, and particularly with Italy. The fantastic and varied shapes of pasta in the macaroni family, of which spaghetti is only one, owe their origin to the Italian people. Only a people of great fantasy could have found as many forms—and as many names for these forms—for this commonest of their foods. They found forms and names in every aspect of their daily lives.

For his lack of imagine, the average American has been rewarded with only a few of these fantastic forms. He

knows spaghetti, vermicelli and noodles (a German dish), and perhaps in more recent years, ravioli and lasagne, but there is no great variety of macaroni products to be found in the average American home.

Not so in Italy! Little pipes, butterflies, needlepoints, stars and turbans rub elbows with rings, little worms and tempests. Small wonder the Italians have enormous fondness for macaroni, for they have grown up with it literally and figuratively.

Macaroni had become an important industry in Italy by the year 1592, so much so that in December of that year, a Roman law was passed regulating prices. Also about that time, the macaroni manufacturers formed a corporation called Universitas et Ars Vermicellarum, or the University of Art of Vermicelli making.

There were squabbles between the macaroni makers, the bakers and the vegetable vendors who regarded themselves as direct competitors. But no amount of competition could keep macaroni down.

The region around Naples is the one most firmly identified with spaghetti. During the eighteenth and the major part of the nineteenth centuries, the best products came from Naples and nearby towns of Gragnano and Torre Annunziata. Today, Naples retains this reputation and her great macaroni factories are a major point of interest. The invention of drying macaroni products was originated and developed in Naples at the start of the nineteenth century. Production was not a problem, but to dry the dough to keep it from going rancid from natural fermentation was a problem. This was done by hanging the dough in the open air where there was a frequent change from hot to cold. Since the change had to occur in the shortest space of time, locations had to be found where there were frequent changes of temperature in twenty-four hours. Favorable conditions prevailed at Amalfi and Gragnano, but Torre Annunziata proved to be best of all where the climate changed systematically four times daily.

Naples has another fame. Besides being an important producer of macaroni, it is widely known today as the home of the "Macaroni Eater".

Prior to the seventeenth century, the all absorbing Neapolitan interest in food did not exist. Macaroni eating became widespread sometime during that century and the legendary "Macaroni Eater" role became established as a part of the Neapolitan character. The Neapolitan's specialty was his ability to swallow a whole platterful of macaroni in one great gulp. The celebrated "Macaroni Eaters" were not those who could eat the most, but rather those who could eat the most at one time. This extravagant form of macaroni eating no doubt expressed the delight of the poorer workers in finding a cheap, plentiful and tasty food. But they soon added some theatrical gestures designed to amuse others, particularly visitors or tourists. "Macaroni Eater" became the nickname for all Neapolitans and later for all Italians.

About the same time the Neapolitan was gaining fame as "Macaroni Eater" the term was being applied to well-to-do Londoners who could afford the niceties of life and who included macaroni in their selection of costly imported foods.

The history of spaghetti in America, began with the spaghetti making machine imported by Thomas Jefferson. Just how or when he became interested in macaroni is not explained but the author accuses him of having smuggled two bags of Piedmontese rice out of Italy. This rice it seems had a superior quality that stood up well in the process of cooking, but its exportation was forbidden and severe penalties were imposed on smugglers. But this did not stop Jefferson and he left Italy with the two bags of rice but without the macaroni machine for which he was searching. Later, his secretary, William Short found the macaroni machine and had it shipped to Jefferson in America.

It was a long, long time after Jefferson's importation of the macaroni machine before spaghetti took hold in America. It was past the middle of the nineteenth century before spaghetti really became a part of the American cuisine.

Prohibition with its Italian speak-easies serving Italian made wine, good or bad, with spaghetti had much to do with introducing spaghetti to millions of Americans. Italian artists, mainly the theatrical artists, played a prominent part in spreading the popularity of spaghetti through the early decades of this century.

During and immediately after World War I, the American spaghetti industry had sprung into being. U. S. imports of macaroni in 1919 were only a little

(Continued on page 43)

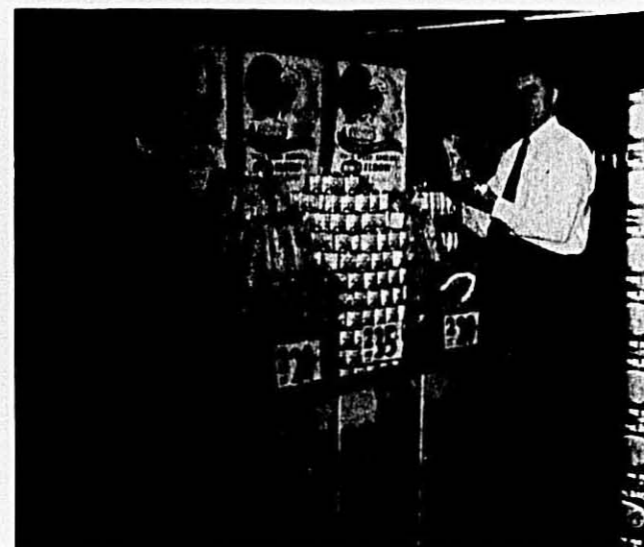
## THEY BEAT THE HEAT

**M**ACARONI and noodle manufacturers teamed up with canned meat packers for an Easy Summer Serving drive June 15-July 31. They had plenty of help from the weatherman to apply their slogan "Beat the Heat with Easy Summer Serving of Macaroni and Canned Meat Recipes".

Every major meat canner in the country tied-in with the drive. Participants included Armour & Company, Cudahy Packing Company, Hormel and Company, Illinois Meat Company, Kingan, Inc., Krey Packing Company, Libby McNeill & Libby, Oscar Mayer, Morrell & Company, Rath Packing Company, Stahl-Meyer Inc., Swift & Company, Walker's Austex Chili, Wilson & Company, and United Packers, Incorporated. These firms are all members of the National Meat Packers Association, a division of the American Meat Institute.

The American National Cattlemen's Association, with headquarters in Denver, also got behind the drive, and the wives and daughters of members personally went into stores to put up posters.

The National Macaroni Institute supplied some 208,000 posters to the packers and distributors to merchandise the campaign. The posters with bright red and yellow colors announced "Easy Summer Serving with Macaroni and Canned Meat" and showed Dad with a chef's cap lading out a tasty dish. The campaign was announced to the



THOMAS A. CUNEO of Ronco Foods, at the left, looks over an attractive end-of-the-aisle display with Mr. Sam Golden, manager of Dunn Brothers Pic Pac No. 2, Lamar & Airways Shopping Center in Memphis.

grocery trade with some 18,000 brochures graced by a bathing beauty proclaiming the slogan "Beat the Heat".

The National Macaroni Institute supplied retailers with some 5,000 drop-in mats for local newspaper advertising, using recipes and illustrations for macaroni, spaghetti and noodle combina-

tions with canned meats as well as the symbol of Dad enjoying Easy Summer Serving, and the line "Macaroni and Canned Meats".

Plenty of publicity push was given the campaign by the National Macaroni Institute. There were three general mailings to food editors with many suggestions for interesting uses for macaroni, spaghetti and egg noodles with canned meats.

A television release and some four radio scripts went to home program producers.

National magazines, such as *American Home*, *Everywoman's* and *Secrets* featured macaroni and canned meat recipes with brightly colored illustrations.

Nine syndicate breaks helped promote the campaign throughout the nation's newspapers. *The Newspaper Enterprise Association* used three separate releases as did *King Features*, *General Features*, *Pacific Coast Dailies* and the *Bell Syndicate* all used macaroni and canned meat recipes and illustrations.

Trade paper coverage was heavy. Beautiful Barbara Weiss, the "Beat the Heat" girl, graced the cover of several grocery publications and appeared in the columns of many more. A press release showing Institute Committee Chairman Jack Wolfe and President Peter Laltosa examining a campaign poster.

(Continued on page 25)



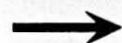
GOOCH'S BEST ties-in with the entire meat department in this super market store. Besides an end-of-the-aisle display, jumbo baskets contain every variety of canned meat.



### SEMI-FINISH LONG GOODS DRYER.....NOW

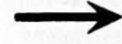
an ESTABLISHED PERFORMER in the AMBRETTE FAMILY of DRYERS . . . OPERATING in MANY PLANTS in the UNITED STATES and CANADA . . . THIS UNIT ADDED to YOUR PRELIMINARY with 4 of our EFFICIENT SELF-CONTROLLED 16 TRUCK ROOMS . . . HANDLES A 24 HOUR DAILY CAPACITY of 1 AUTOMATIC SPREADER . . . CUTS LONG GOODS DRYING TIME and SPACE to LESS THAN HALF . . . GIVES BACK to YOU PART of YOUR BUILDING for OTHER PRODUCTIVE USES . . . INSTALLATION FLEXIBILITY to SUIT ANY BUILDING.

LIKE THIS



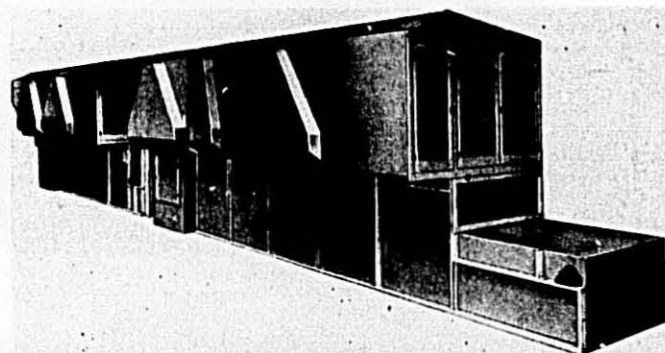
OR

LIKE THIS



OR

TO SUIT YOUR BUILDING



#### STRAIGHT LINE

Semi-Finish Dryer attached to front of Preliminary Dryer.



#### FLOOR ABOVE

Three Semi-Finish Dryers connected by Positive Automatic Transfer Mechanism to three Preliminary Dryers on floor below. Finish Drying Rooms adjacent Semi-Finish Dryers, eliminating elevator use for long goods trucks.

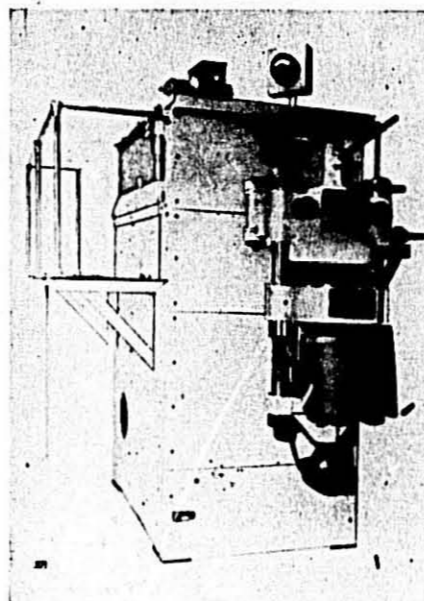
**Ambrette**  
**MACHINERY CORP.**  
 156 SIXTH STREET, BROOKLYN 15, N.Y., U.S.A.

# PRESSES

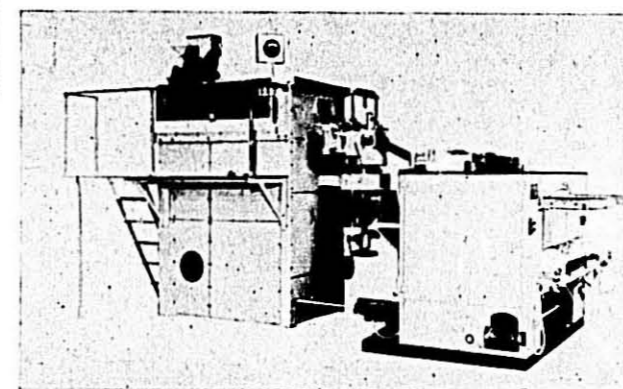
WITH THE

## PROPER VACUUM\*

\*PATENT PENDING



Our HIGH VACUUM SYSTEM is now operating on all POPULAR MAKE PRESSES in the United States . . . . . CUSTOMER ACCEPTANCE of our vacuum system—not only on our presses but on presses of other makes—has been most gratifying to us . . . . . CUSTOMERS' RECOGNITION that high vacuum gives a more complete deaeration of dough before extrusion—creating a superior quality product, better conditioned for drying—has put us in the LEADERSHIP in vacuumizing presses in the United States.



CREATIVE ENGINEERING for the MACARONI NOODLE INDUSTRY

- Automatic Press with Long Goods Spreader • Automatic Short Cut Press • Automatic Combination Press for Long and Short Goods • Automatic Sheet Former • "Quick Change" Noodle Cutter • Bologna Machine • Hydraulic Dry Long Goods Cutter • Pressure Die Cleaner • Automatic Long Goods Preliminary Dryer • Automatic Self-Controlled Long Goods Finish Drying Rooms • Automatic Short Cut Preliminary Dryers • Automatic Complete Short Cut Finish Dryers • Automatic Complete Noodle Finish Dryers • Automatic Complete Bologna Finish Dryers



## YOU HAVE A NEW JOB

By Jack Manion, Sales Representative of Milprint, Inc.,  
at the 51st N.M.M.A. Annual Meeting



JACK MANION

YOU have just been hired by your company to fill a new job—a job created because there are more housewives shopping for more food and your company wants its share of that business. The new job is Sales Promotion Manager—a good one gets \$10.00 to \$15.00 per hour—so during this “shop talk” session get out your pencils and pads and begin writing ideas so as to hold your job. Don't say “no” to the thoughts presented because your time is valuable. You have to produce something for the \$10.00 to \$15.00 in time you are spending. Some of the ideas presented may be crazy but I intend to stimulate you so that these thoughts may lead to ideas of your own.

I'm not here to tell you how to run your macaroni business—I'm not a macaroni man, but I am a merchandiser—I have to be to sell cellophane to men like Bob William. And, as a merchandiser I have observed and studied how other industries have continually developed a larger share of the food dollar.

In a few short years we've seen the food dollar eaten into by:

TV Dinners, Fish Sticks, Frozen Soups, Frozen Pies, Canned Beef Pot Pies, Brown 'n Serve.

We've seen whole new industries crop up in the past twenty years. For instance, the potato chip industry annual business of around \$215,000,000.00. Even vegetables, which at one time were seasonal, are now year around staples and competing for the same food

dollar on which you built your business twenty years ago.

Remember, you have to hold that new job as Sales Production Manager of your Company for which you are getting some \$10.00 to \$15.00 per hour. As Sales Promotion Manager, what can you do about the aggressiveness displayed in the fight now taking place to steal your share of the food dollar?

Here is the answer. Three important merchandising aids are available to you:

(1) Appetite-appeal; (2) Related Item Selling; (3) Gimmick Interest.

Here are packages that stimulate appetite-appeal (various roto-gravure packages of cookies, crackers, cereals, etc. were displayed). Do they excite your interest as a Sales Promotion Manager? Do you see what these marshmallow people are doing to whet the appetite of the housewife so that she will buy marshmallows?—something that is definitely not on her shopping list. Would you consider putting a beautiful picture of macaroni or spaghetti prepared on a beautiful plate right on your package, so that you can almost smell it?

The trouble with most appetite-appeal packages is that the vignette is too small. When you put it onto your package, be sure it is large. Be sure the picture bleeds onto the sides and back of the package.

Related item selling—well, I can't tell you any more than Jim Lane did this morning. Get a copy of his talk and have it reprinted so that your boss and other members of your organization will read it.

One of your jobs as Sales Promotion Manager is to bring ideas to the attention of your people. Jim Lane said that you must sell an idea. What a terrific thought! Sure, your product is the best in the world but, to put it across you must sell the idea and stimulate the imagination—the way I am trying to stimulate yours.

Jim also said, “Give a reason for buying other than price.” There is a problem that can easily be licked by just directing the housewife's thoughts from price. Give her the idea of related item selling—make it easier for her to prepare her dinner.

Right here I want to show you an example of successful tie-in selling. Bell Brand Potato Chips, one of the most intelligent potato chip merchandisers in

the country, prints recipes on the backs of their bags. All of the recipes change periodically except for “Potato Chip Tuna Casserole.” This tuna recipe remains constant because Bell realizes that one way of consuming a large quantity of potato chips is by combining them with a tuna dish. This should spark ideas for tying in other items with your products.

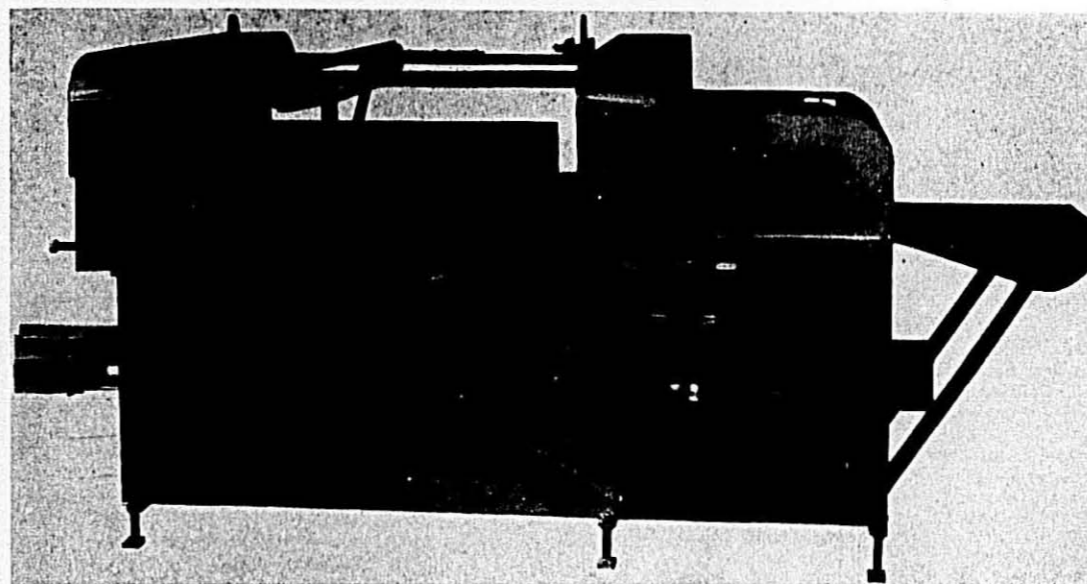
Finally, gimmick interest—(Armour frankfurters, Diamond matches, trading cards, Wild Bill Hickok bread, and other items were displayed.) These little additives to the package stimulate the interest of the housewife as well as the kiddie. I needn't tell you the tremendous influence the child has upon the housewife's purchases. Why not take advantage of this very obvious fact. Look at some of the packages on the market today and consider doing likewise.

I will turn the rest of this “shop talk” session over to the panel and will close with a quote from Fred Spadafora at lunch yesterday. He said: “Our biggest competition is food.” Lay off of price cutting. Instead as Sales Promotion Manager, you can make your job permanent and your company successful if you will follow the leads of these industries displayed in front of you—your competitors. Make them holler about the competition they are getting from you.



LUCKY WORDS—Popular TV announcer, Arlyne Gray, christens her new 26-foot cabin cruiser “Sono Buoni”, the slogan of her sponsor, Ronzoni Macaroni Co., that she has parlayed into becoming one of the top TV announcers.

## THE BORRELLI AUTOMATIC LONG GOODS CUTTER



Will AUTOMATICALLY FEED The C-K Long Cut Packer

- CUTS From TWO to FOURTEEN STICKS per Minute.
- TRIM LENGTH ADJUSTABLE with Outside Hand Wheel.
- STICK CONVEYOR WITH CAPACITY OF 52 STICKS  
Can be installed on floor above or below cutter.
- AUTOMATICALLY STRIPS STICK - (Patent Feature).
- Three BLADES Simultaneously Cut Off Loops - Cut in Center and Trim Ends.
- TRIMMINGS AND LOOPS Carried away from Cutter by Conveyor under the machine.
- NOT an EXPERIMENT - the original Borrelli Cutter STILL in operation, after 4 years.

Manufactured and sold under an exclusive license from the inventor A. Borrelli under U.S. Patent No. 2,649,055 issued August 19, 1953 which gives the owner the right to stop all unauthorized MANUFACTURE, SALES and USE by Spaghetti Manufacturers and others of apparatus infringing the patent. For YOUR PROTECTION, insist on a genuine Borrelli Cutter and enjoy the patent features of this machine produced by the ONLY Legitimate source in the U.S.

CODIE-KAY CO. INC. Los Angeles 15 California



## THE JOB OF ADVERTISING

Presented by Joe Personeni, Rossotti Litho. Corporation,  
at the 51st N.M.M.A. Annual Meeting

ADVERTISING is like electricity in one respect: everybody knows what it is but it can't be defined in a single all-embracing phrase. The extent of its many forms and the complexity of its nature defy even the slogan-makers themselves. A long time ago it was called "selling in print", but the profession has obviously outgrown such a limited description. Advertising is spectacular and dynamic and a vital factor in the American business system.

Its scope is broad—broader than most people realize. It raises the entire economy as well as the individual standard of living. It is a necessary sales and distribution implement, concerned with the moving of goods from the maker to the consumer. It maintains the demand for existing products, develops new markets for these products, creates a demand for new products. It informs the consumers quickly about the product and the brand name and helps them to buy more intelligently and efficiently.

In the long run, advertising actually helps to lower the sales price of the product since, by increasing the sales of the product, mass production is possible with its lower unit costs. Lower sales costs also mean greater availability of the product for a greater number of people, thus the standard of living is given a further boost. Many items that once were considered to be luxuries are today accepted by the vast majority of users as necessities. Automobiles, automatic washers, electric refrigerators, radio and television sets are prime examples.

Nowhere else in the world is advertising used as effectively and as extensively as it is in the United States. And nowhere else is the standard of living as high. Certainly this is more than mere coincidence. Because it sells as it tells, advertising induces the public to buy and live better. And, by mass selling and mass producing, it offers the merchandise at lower prices that would be possible with personal selling alone.

Since it is one of the chief purposes of advertising to move the product through the channels of trade, from the point of origin to the point of end use, the importance of the package in the advertising program is fairly obvious, and yet it can't be stressed enough. It's the last link in the chain of distribution, the bridge that spans the last deep gulf between the retail shelf and the potential purchaser.

Here, at the jumping off place, and at the crucial moment of decision—to buy or not to buy—the package takes over and must complete the selling job which was instigated and carried along by the newspaper and magazine advertising, the radio and television programs, the outdoor and car card postings, the point-of-purchase displays. All of these, in logical combination and sequence, are the prodding forces that eventually bring the prospective consumer up to the final stage. And certainly no one can deny that it is an especially critical stage, a dramatic moment wherein any number of things can happen to even the best of intentions. Particularly in the self-service supermarket.

Now the burden of responsibility rests with the package. It's the last opportunity the manufacturer has of getting his story across to the shopper. His final chance to talk about his product—to inform, to persuade, to tempt, to clinch the sale. The package should be the culmination of the complete advertising and merchandising program, bringing together all the sales features which were presented by all the other media. Therefore it must be geared to the over-all campaign.

*Certainly we take nothing away from the importance of any other form of*

*advertising when we recommend that the package be considered as a most effective advertising medium, too. It should be thought of as advertising, planned and designed and produced to do the same kind of a selling job as any other form of advertising. It should get attention, create interest, arouse desire, stimulate to action. It should show the product in use, stress the benefits to the consumer, point out the time-trouble-and money-saving advantages. It should explain clearly how to prepare the product and how to use it. It should emphasize every reason for buying.*

Incidentally, it's quite possible to accomplish all of this without cluttering up the package. Good packaging, like good advertising, employs the principles of good layout and good design. The experienced packaging designer knows how to make proper use of every merchandising feature without sacrificing legibility, balance or crispness.

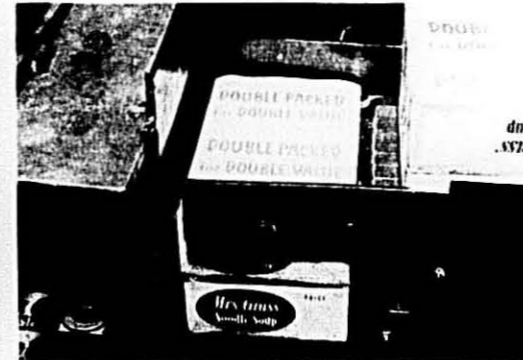
Because there is a definite and direct relationship between advertising and packaging, we feel that we are speaking for the entire packaging industry when we say we're proud to be considered one of advertising's many effective phases of distribution and glad to play a part in such a vital and aggressive form of American enterprise.



PACIFIC PANORAMA, a popular West Coast television presentation, features Helen Parrish daily. Association Secretary Bob Green, on the left, and macaroni manufacturer Emil Spadafora, on the right, were her guests to demonstrate how macaroni shapes are made by forcing dough through dies. The telecast took place just prior to the National Convention at Coronado, California.



LEAVING PRODUCTION LINE, cartons of noodle soup go through first PMC unit for cellophane overwrapping. Girl in center takes over-wrapped cartons, positions them as 'doubles', sends them through rebuilt PMC unit in foreground. Banded 'doubles' pass to casing operation at left.



PROPER HOLDING TIME is all important to successful banding of cartons. Grass engineers not only devised system of heat plates, but worked out a machine operation to allow time for 'double' to feed in suspension. At right, 'double' discharged goes through top heat-seal plate.

## SUSPENSE! Reprinted From "Packaging Parade"

BY developing equipment to assure heat sealing of bands, I. J. Grass Noodle Company, Chicago, now uses its own method of banding 2 cartons of noodle soup on a production line basis. Focal point of the solution to this problem is the method used to hold each 2 packages in suspension. This provides a momentary delay so that the heat-seal band may adhere.

To accomplish this objective, members of the Grass organization rebuilt a Package Machinery Company FA unit. Heart of this project is the installation of a heat chamber working in conjunction with the pressure plates immediately above the riser bar of this machine. All-important to the success of this banding job is the holding time for the 2 vertical heat plates. These have a typical temperature of 320° F. but may operate with a variance of 20° plus or minus.

### Sealing of 'Doubles'

After leaving a J. I. Ferguson carton sealer at the end of a production line, individual cartons of noodle soup go

through a Package Machinery Company FA unit. This is a standard machine which overwraps each carton with cellophane. Over-wrapped cartons pass to a transfer table from which a girl takes them to feed them in pairs into the rebuilt Package Machinery unit. This runs at a speed of 40 a minute. Cartons go through the overwrapping unit at 72 a minute. However, since they double up in order to go through the rebuilt unit in pairs, a speed of 40 a minute is adequate.

### How Bands Adhere

While a pair of cartons stands in this position, the machine automatically applies a band, cut to size from roll stock feeding into the equipment. The feeding mechanism for roll stock is standard except for one thing the Grass engineers did: they changed the gear in order to coincide with the proper size and width of the band being used.

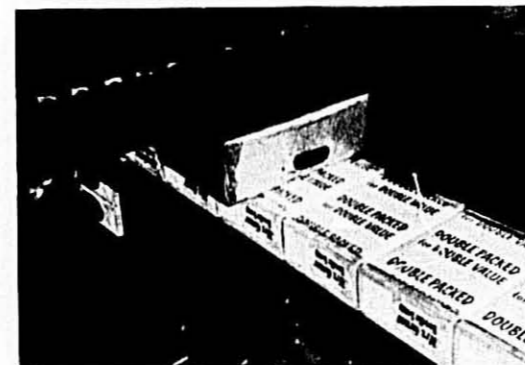
First heat seal of the band is of its sides. After a banded 'double' leaves the heat chamber it moves through on

a discharge tray. Over this tray is a heater plate which Grass technicians installed. This plate provides adhesion of the top surface of each thermoplastic band to the topmost package. Now the band is completely sealed, since the sides previously received their seals.

### Does the Job

Thus, the Grass production staff solves its problem of how to band what this company calls the 'Handy Twin'. Now that this operation has succeeded, refinements are under consideration. The Grass organization is thinking of reducing the width of the thermoplastic band. It appears that a smaller size will do the job just as well as the present size.

Grass gets its folding cartons for this operation from Milprint, Inc., Milwaukee. The overwrapping utilizes 300 MST cellophane, a product of E. I. du Pont de Nemours & Co., Inc. 'Doubles' involve twin-pack heat seal sale bands produced by Marathon Corporation, Menasha, Wisconsin.



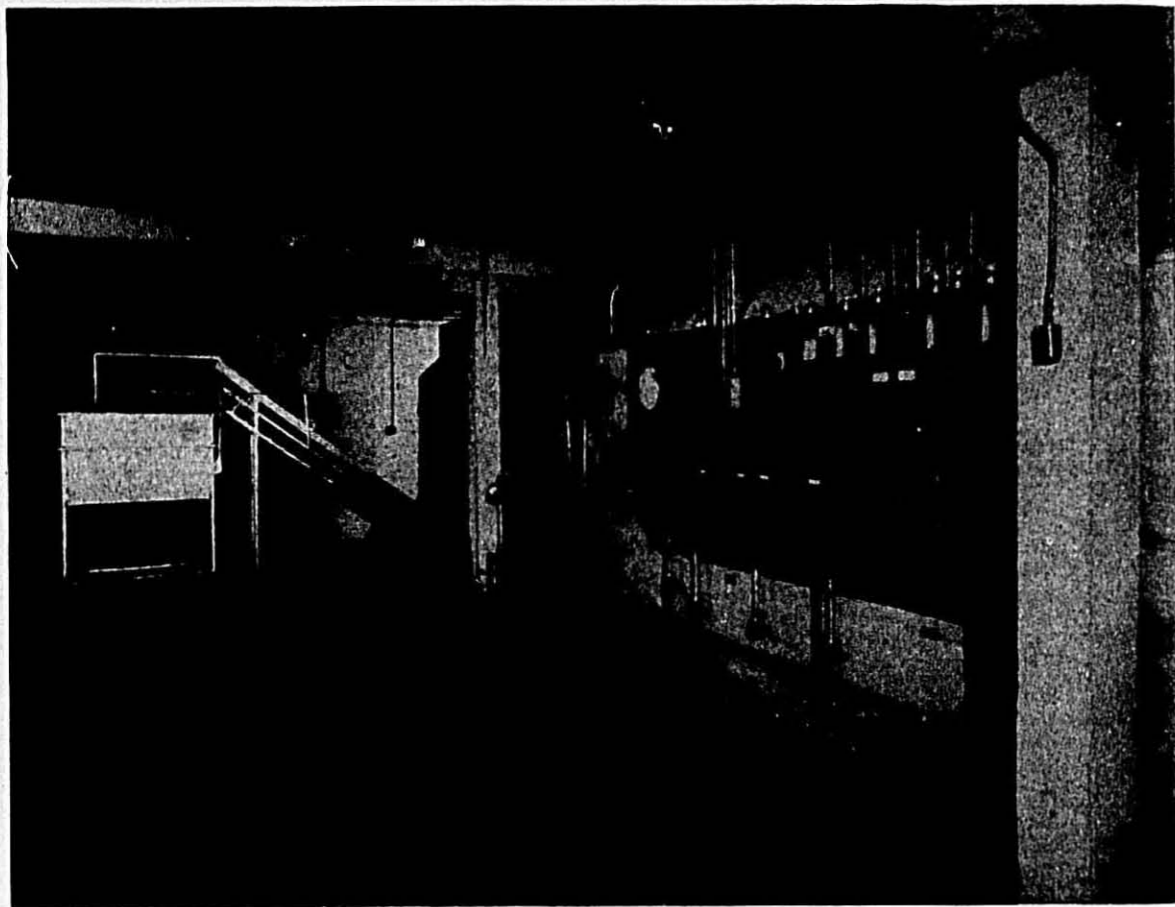
GETTING TOP SEAL by means of heat plate seen in foreground, the band of each 'double' thus is completely sealed on all three sides prior to discharge. At left, pair of cartons moves into position for initial banding application.



USING ROLL STOCK, this is the PMC unit which Grass engineers rebuilt for this banding job. Moved out of line in order to reveal relationship of parts, this equipment normally rests at a point between transfer table (for overwrapped cartons) and case loading point.



## "One Shift" Automatic Short Cut Drying



Repeating type finish dryer showing electronic control panel board, taken at plant of U. S. Macaroni Co., Spokane, Wash.

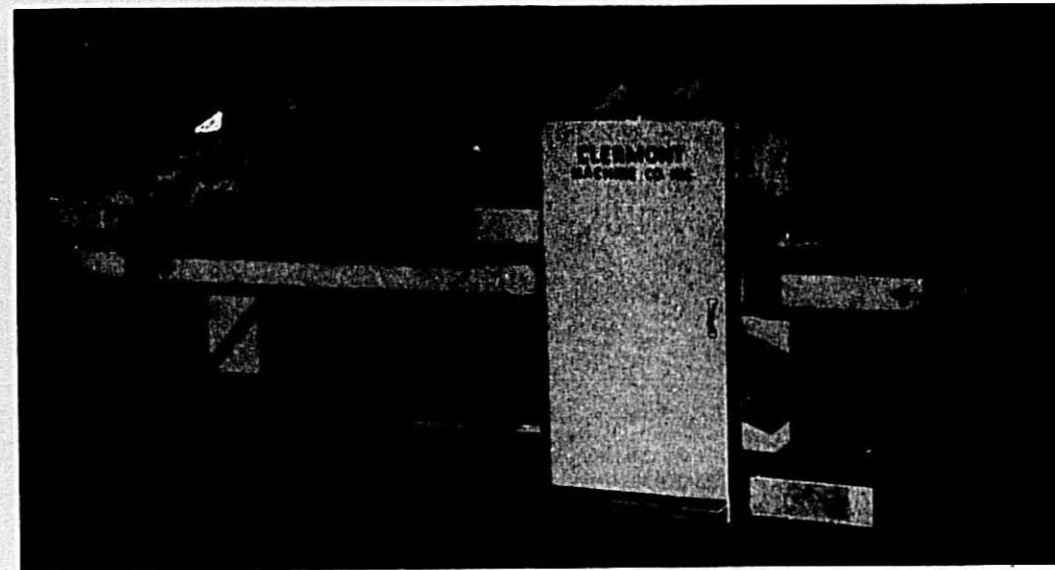
CLERMONT'S AUTOMATIC SHORT CUT DRYER OF REPEATING TYPE was designed to meet the needs of medium-sized and smaller macaroni manufacturers confronted with the problem of enlarging their short-cut production to meet their increased demands meanwhile maintaining their one shift operations and without enlargement of existing quarters.

The dryer consists of two units: a preliminary dryer and a finish dryer of repeating type. It can be had in capacities ranging from 8,000 to 12,000 pounds per day.

*Clermont Machine Company Inc.*

266-276  
Wallabout Street  
Brooklyn 6,  
New York, N. Y.,  
U. S. A.

## *Clermont* Long Goods Stick Remover and Cutter



- Simplified Mechanism
- High Operating Efficiency
- Automatically removes a stick and discharges it to a magazine rack.
- Equipped with three blades which cut the heads and ends of the product and simultaneously cut the product in half.
- The three blades are adjustable and any one or two of the three can be removed.
- The blades are adjustable to cut product in length range from nine to ten inches.
- Equipped with conveyor with capacity to hold 52 sticks of product, the average number of sticks contained on a spaghetti truck.
- If operated in conjunction with an automatic long goods dryer the operation is continuous.
- Operator can accomplish adjustments. No special mechanical skill required.

Please consult us for full information.

266-276  
Wallabout Street  
Brooklyn 6,  
New York, N. Y.,  
U. S. A.

*Clermont Machine Company Inc.*





**LUCKY LADIES.** Handsome coffee makers and a tea service went to lucky ticket holders at a convention luncheon. The gifts were presented by the West Coast manufacturers and allies. Recipients left to right are: Mrs. Albert Ravarino of St. Louis, Mrs. Lloyd Skinner of Omaha, and Mrs. Theodore Schmidt of Detroit.

**Behind the Resolution —**

(Continued from page 18)  
 sion and the U. S. Food and Drug Administration in several actions against manufacturers have made it very clear that the use of such phrases without specific and truthful reference to and accurate information about the total caloric and protein count of a completed dish as customarily eaten by consumers, violates the misbranding and false advertising provisions of the Food and Drug laws and the Federal Trade Commission Act, and WHEREAS the publicity attending prosecutions heretofore had, and prosecutions which may hereafter be instituted against manufacturers by the Federal Trade Commission and the Food and Drug Administration, have brought and will bring disrepute upon macaroni products and egg noodles as a food commodity, and WHEREAS such adverse publicity diminishes the believability of the advertising of innocent manufacturers and further tends to nullify the publicity of the National Macaroni Institute, NOW, THEREFORE, the National Macaroni Manufacturers Association in convention assembled, after having heard and unanimously approved the report of its Standards Committee, RESOLVES 1. That it is to the best interests of this industry that the labeling and/or advertising as hereinabove described be promptly discontinued, and 2. That the Association and individual manufacturers take all necessary steps to effect the discontinuance, termination and cessation of such labeling and advertisements.

In summing up his comments on the La Rosa experience, Joseph Giordano said: "Every time the Federal Trade Commission cites a manufacturer, they

automatically issue a press release. The public gets the impression that macaroni products are very fattening foods. This sets up a vicious cycle. It is not good for individual companies and it is not good for the industry. If we want to avoid adverse publicity, I think we all should promptly discontinue using such statements."

**Enrichment Labeling**

James J. Winston, NMMA Director of Research, reports on the matter of labeling of enriched macaroni products. He says that it is important for the product to be labeled "Enriched Macaroni" or "Enriched Egg Noodles" as the case may be. In addition, the following declaration of enrichment ingredients must appear on the principal panel of the package or container. This is in accordance with the labeling regulations under the special dietary food provisions of the Food, Drug and Cosmetic Act.

Each four ounces of enriched macaroni product provide the following proportions of the minimum adult daily requirements of these essential food substances: Thiamine 50.0%; Riboflavin 15.0%; Iron 32.5% and 4 mg of Niacin.

The above method of labeling was approved by the Commissioner of the Food and Drug Administration in a letter dated August 16, 1946.

James J. Winston, N.M.M.A. Research Director, reports that the import Office of the Food and Drug Administration during the two-week period ending July 15, 1955, rejected three lots of 510 cases of imported macaroni as filthy.

**Macaroni Corsage**

Eriksen's Crafts of Hutchinson, Kansas are featuring a shell macaroni corsage in their Craft Catalogue.

Miss Alice Cochran, a school teacher in Great Bend, Kansas, gave Eriksen the idea.

The corsages are made by cutting a 3-inch square of cellophane of desired color and then bisecting it making two triangles. A macaroni shell is placed on the triangle and the top of the triangle is folded down. The ends are brought over and twisted at the bottom. A few flower stamens are used and gathered with three cellophane covered shells. They are then wired together and secured with floral tape to cover the wire stem. The separate flowers are gathered into a corsage with ribbon and leaves.

This inexpensive project makes an interesting hobby and is being advertised in the magazine, "Profitable Hobbies". Eriksen will also display the macaroni corsages at the National Recreation Congress to be held in Denver in late September. Some 1500 recreational readers from all over the country are expected to attend this meeting.



Corsage made with shell macaroni.

**Palazzolo Merges With Delmonico**

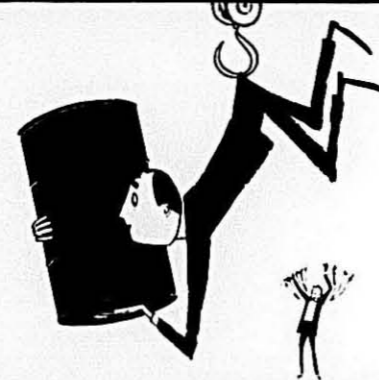
Antonio Palazzolo & Company of Cincinnati has been merged with Delmonico Foods, Inc., Louisville, Ky. The manufacturing equipment of the Cincinnati firm will be moved to Louisville, although its wholesale wine and imported food business will remain in Cincinnati.

Peter Palazzolo will become treasurer of Delmonico's, while Dominic Palazzolo becomes vice-president in charge of sales. A vice-president of the Louisville firm is an uncle, A. J. Palazzolo. It is reported that the presidency of Delmonico's will go to Thomas Viviano, son of the current president, Joseph Viviano, who will become board chairman.

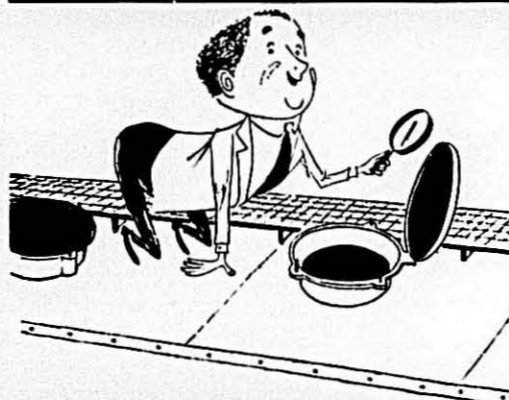
No bills for bags, drums, containers



Easier, safer loading and unloading



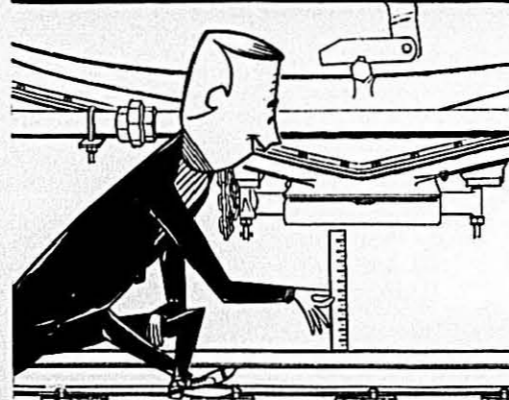
No sanitation problems in transit



No packing, racking or stacking



Far more clearance for unloading



Bulk shipping of dry, granular and powdered products in General American Airslide® Cars is safer, easier—and costs less!



Over 900 Airslide Cars now in service or on order. A small blower is all you need to unload cars into an conveying system. Write for bulk shipping information on your products.

**GENERAL AMERICAN TRANSPORTATION CORPORATION**  
 135 South La Salle Street, Chicago 90, Illinois

**AIRSLIDE CARS** — now successfully shipping flour, semolina, sugar, starch, plastics, chemicals and other products.



(Continued from page 8)

an organization with somewhere between five and six hundred advertising contracts and not one of them is identical with another. They are all different.

Cooperative advertising, as such, is good. Make it simple and make it for only one reason: to sell more of your product by manufacturer's advertising. Our buyers want your lowest price. They don't want 10¢ off on every dollar; they don't want national rate. They don't want this and that, they just want the product. The advertising department wants a contract that will help him go ahead and advertise his product and sell it. Keep that in mind.

I have often thought that if I were in the manufacturing business, I would tell all salesmen to lay off advertising contracts and I would let the general manager of the company handle advertising contracts because salesmen abuse cooperative advertising when talking to buyers. They think it is a gimmick to get you onto the shelf. The best use of cooperative advertising is to help you introduce your item to your customers.

I would like to make one more point. You must not only sell your product to the wholesaler, and to the retailer, but you must sell your product all the way through from the shelf right into the consumer's kitchen.

I like the word "follow through". Follow through means pursue from beginning to end. I think you fellows in the macaroni business and any other manufacturer, must follow through with your product; pursue from beginning to end from the time you make the product until the consumer consumes it.

**Supermarket Trends**

One of the most pronounced trends among big grocery chains such as Safeway Stores, Inc., Kroger Co., American Stores Co., Colonial Stores, Inc., and Grand Union Co. has been the replacing of old, small stores, particularly service-type units, by big supermarkets. The chains thus gain additional selling space, and a spokesman for one also claims a "promotional value in the size itself—more people are attracted to a big market." Some recent trends in supermarket sales and earnings are disclosed in a survey by Super Market Merchandising magazine.

The survey, conducted among 51 companies with 618 supermarkets, found supermarket sales in 1954 rose 14.7% above 1953, and net profit margins increased to almost 1.4% from a bit over 1.2%. The "typical" supermarket, according to the study, chalked up 1954 volume of \$1,300,800, a 4.3% gain over the previous year; the larger gain for supermarkets as a whole resulted from the opening of new units. Expenses rose, too, but only slightly, and the increase was concentrated in rents and advertising, the study disclosed.

Produce was the most profitable department, the survey indicated, with a gross margin of 26.4%, against 20.2% for meat and 15.7% for grocery. The grocery department rang up the biggest 1954 sales gain: 5.8%, compared with 4.4% for meat, and just short of 4% for produce. The grocery department accounts for roughly 65% of supermarket dollar sales, the survey disclosed, followed by meat with 24%, and produce with 11%.

**Macaroni in the Navy —**

(Continued from page 11)

is absorbed by the food. It may be that you can put a suitable tight wrapping on your macaroni product, using a paper that does not absorb moisture in order to keep moisture away from the product. That may be the answer. I don't say it is because I am not an expert in that line. Of course, the macaroni products are light, easy to store and transfer to the ship. There is no problem there.

One important feature of macaroni is the variation that it gives us in the Navy diet. In our work of trying to improve the messes, we stress variation consistently. Of course, the Navy has to test its menus which are prepared by the Provision Supply Office in Washington. These menus are merely guides which they expect the Navy to use for their bills of fare above ship and stations.

Please don't get this confused with the Army menu. The Army has a standard menu which all commands of the Army use. I don't say this is incorrect. I do believe, however, there is no one who can't sit at a desk in Washington and tell a supply officer aboard a ship in the Arctic or the Antarctic, a ship that is near the equator, a place in the desert, a ship with thirty men as against a ship with twenty-five hundred men, just what he should feed his men. The Navy tries to feed its men what they want. You'll find there are suggestion boxes, and questionnaires are passed out. The Navy will feed the men what they want as long as it is a balanced ration and follows along with the economy program of the Navy.

It's very interesting—it's amazing, and I don't have the answer, but the ships vary a great deal on their crews' likes and dislikes. This may be due to the fact that you have a number of inexperienced commissary men and they tend to ask for dishes that the cooks know how to prepare best. I think that is a good common sense answer.

The Navy now has twenty-six recipes for macaroni. You'll find that these recipes invariably call for macaroni with poultry, macaroni with cheese products, macaroni with fish including tuna, macaroni and cheese and so on. We haven't gotten beyond that. We have some good salads calling for macaroni. One of the things the Navy discovered recently through the Field Food Serv-

ice Team is that these young men really love the salad bar with a variety of salads. One of their favorites is the macaroni salad that the Navy uses.

If you could expand these recipes—give us more recipes for salads and more recipes in which macaroni is combined with other foods, it certainly would be a step in the right direction in not only improving the food in the Navy, but it would catch on of course outside of the Navy. Everything that the Navy learns is passed on the Army. Everything that the Army learns is passed on the Navy. We have a working agreement on this.

There is one thing that was very interesting to me when the price of potatoes became high. I noticed in April the Navy was spending \$1.80 to \$5.25 for a 100-pound bag of white potatoes. The Provision Supply Office in Washington took this up and immediately sent out instructions recommending substitutes for white potatoes, partly as an economy measure of course. Well, heading the list of recommended substitutes were spaghetti, macaroni and noodles in that order. I think that is a testimonial to the place your products hold in the Navy today.

However, in recommending these substitutes, it is very difficult to get the people preparing the Navy's menus to change. They become accustomed to potatoes with meat, and so on, and they are reluctant to change. I notice that particularly in working with foreign ships.

A foreign ship came here from Seattle. They said they were unhappy; they didn't have any rice. I went aboard the ship. True, they didn't have any rice. The messing compartment was loaded with potatoes and they were sitting on them. I asked the captain why they couldn't substitute. He said, "My men don't eat potatoes. They sit on potatoes. They eat rice." As they weren't about to change, I actually took these potatoes to another ship and traded them for rice. There was no other way of doing it.

The first French ship that came in—and they are shrewd when it comes to food—didn't want any of the Navy's ground meat. They wanted to grind their own. Then in another case it was bread. We delivered bread to this ship, and of course we have many ships with a thousands things to do, but I watched the storekeeper make the first delivery. The French boys were poking their fingers into the bread and it was soft. They weren't tasting it. They were just making faces at it, and I could tell from their remarks that they didn't think much of our American bread. The French officers said they would take the bread, but would I please get French bread for the enlisted men? Needless to say, I did get the French bread. But a few months afterward the French men were eating the American bread along with the French bread.

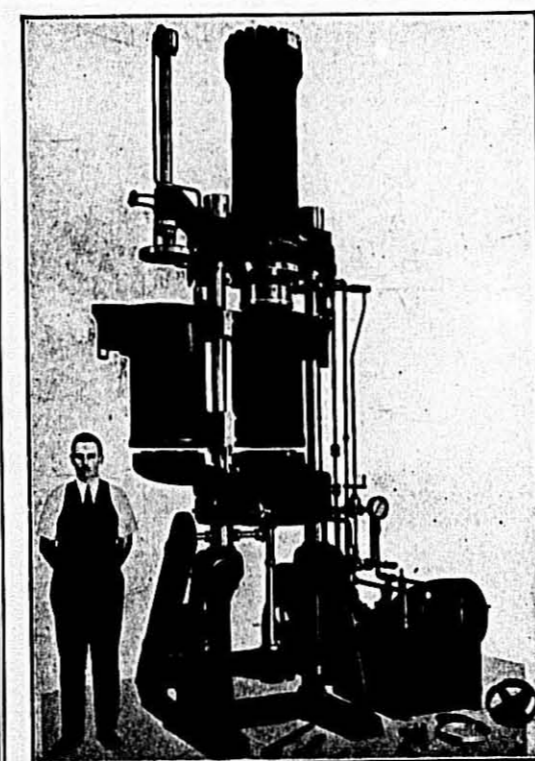
**DEEP COLOR EGG YOLK**

PACKED IN THE CORN BELT



Phone: Garfield 5-1700

American & Berks Sts.



PRESS No. 222 (Special)

**John J. Cavagnaro**

Engineers — Machinists

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

Specialty of

**Macaroni Machinery**

Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

ALL SIZES UP TO THE LARGEST IN USE

N. Y. Office and Shop 255-57 Center St. New York City



## Merck Enrichment Macaroni



**MERCK VITAMIN PRODUCTS FOR**

## Preparations give your Products increased consumer appeal

Enrichment packs a potent appeal for nutrition-conscious consumers. It can help your macaroni products two ways.

1. By enriching your products you'll create preference for your brand over unenriched macaroni.
2. Your enriched macaroni products can compete more effectively with many other food products.

Our technical service staff is always ready to help you apply whichever of the following Merck vitamin products is best suited to your process. Or, if you prefer, ask the mills to use MERCK ENRICHMENT MIXTURES in your flours and granulars.

#### For Continuous Production

MERCK ENRICHMENT MIXTURE No. 32P—feeds readily, flows easily, and can be distributed uniformly with the usual mechanical equipment.

MERCK ENRICHMENT MIXTURE No. 34P—offers all the advantages of No. 32P plus special formulation for use in currently available flours and granulars.

#### For Batch-Type Operations

MERCK ENRICHMENT WAFERS—dissolve quickly, promote uniform enrichment because they resist chipping and dusting, disperse uniformly as the batch is mixed.



**ENRICHMENT OF MACARONI**

*Research and Production  
for the Nation's Health*



**MERCK & CO., INC.**  
*Manufacturing Chemists*  
RAHWAY, NEW JERSEY



## The Biology of Eggs

Dr. Richard H. Forsythe, Director of Henningsen's Central Laboratories, Springfield, Missouri; Ph. D.; member of the Institute of Food Technologists and American Chemical Society, recently presented a paper in Chicago on the subject "The Biology of Eggs and The Factors Effecting Their Use in the Food Industry."

Dr. Forsythe says: "About 11% of the weight of the fresh shell egg is shell itself. Taking the liquid total left, it is composed of approximately 55% egg white and 45% yolk. This total liquid content possesses 5 primary quality factors of outstanding interest; they are: (1) chemical composition; (2) nutritional quality; (3) bacteriological quality; (4) organoleptic properties; (5) functional quality. Each of these primary qualities is directly of real interest to the industrial user because all, or anyone, contributes to some function or reason for using egg solids."

"Chemical Composition: Liquid Egg Whites are composed of about 87% plus water, 12% solids—consisting of sodium chloride, protein, glucose and cholesterol. In Egg White Solids, the glucose is removed by various methods so as to prevent the glucose from combining with the protein—and if this is not accomplished, the result is browning—an undesirable flavor and insolubility. Liquid Egg Yolks are composed of water, fat, protein, sodium chloride, and glucose. When Egg Yolk Solids are produced from liquid yolks—the fat (lipids) content is 57% plus."

"Nutritional Quality: The egg is an excellent source of protein of the highest biological efficiency. It is an excellent source of fat and low in carbohydrates. Yolk is an excellent source of phosphorus, magnesium, sulphur, and iron, as well as A and B Vitamins and D. As someone said, 'Eggs are good—and good for you!'"

"Bacteriological Properties: This is an extremely interesting factor and the egg industry—sanitation-wise—has made tremendous progress since World War II resulting in better sanitary qualities. Frequent gatherings of shell eggs, cooling operations of shell eggs, clean nesting, etc. all contribute to sanitation. Unhealthy chickens are culled out of flocks because the farmer knows 'good eggs start with healthy flocks.' Extreme care in all egg handling from the nest to the final product in the durum is the constant watchword to insure superior quality for you."

"Organoleptic Quality: (Means human ability to taste, smell and observe.) The 'I.Q.' (interior quality) of the egg is vital to all of us. This means odor, flavor, yolk color (so important to the noodle industry). Feeding determines the yolk color and in the springtime—green feeds mean color. Odor and fla-

vor can be affected by the feeds—that's why they don't let chickens 'run wild', but rather, keep them penned and cooped for control. Too much cod liver oil or fish meal could show up later. Holding and storage must be carefully controlled as the shell egg is susceptible to that which is in the area!

"Functional Quality, though mentioned earlier, emerges as the factors of profound interest. Without 'function' all else goes for naught!

"(1) Yolk is a foamer—it is an emulsifier. The third important property of egg yolk is the heat coagulation of the proteins so important to the baker.

"(2) Egg White in candy and in baking is based largely on its foaming abilities, and heat coagulation properties. The properties of a foaming agent requires (a) low surface tension; (b) high viscosity; (c) ease of surface denaturation; and (d) structure stabilized by heating. Egg White Solids have these qualities.

"Yes, eggs are complicated, and egg solids are the results of research—science—technology—and they are used more and more!"

## Six Months Production Up

Information on egg production that is rather startling appears in "Henningsen Headlines", house organ of Henningsen, Inc. of New York. They report that in June 5,701,000,000 eggs were laid, which is up 7% over a year ago and 12% over the 1944-53 average. This is attributed to fine weather plus feed and science in the coops. The rate of lay in that month was 17.5 eggs per layer compared to 16.8 last year and the 10 year average of 16.1. The



MACARONI AND CANNED MEAT material is reviewed by Robert M. Green of the National Macaroni Institute at the left, and John H. Moninger of the National Meat Cannery Association. Members of both organizations participated in a nation-wide promotion extending from June 15 through July.

number of eggs laid per hen on hand for the first six months was 100.8 compared to 100.6 last year and the 10 year average of 93.7 eggs.

The nation's farm flock averaged 326,150,000 layers in June—3% more than a year ago, and the average farm prices received by farmers at mid-June was 33.8¢ compared to 33¢ a year ago. On June 15 the parity price was 46.2¢ per dozen with percentage of parity 80%; a year ago parity price was 46.8¢ with percentage 78%.

The first six months egg production in 1955 was 36,512,999,520, up 3% over first six months a year ago, while flock replacements—young chickens yet to lay in the last six months this year and into 1956—is estimated to be approximately 20% off from a year ago.

A full page advertisement of Pillsbury Mills appears in the August Leaders Digest, telling the story of "processed eggs" (egg solids).

## Seymour Sets Up New Bakery Division

In anticipation of greatly increased sales because of new products, Seymour Foods, Inc., Topeka, Kans., has established a new Bakery Division. The 51 year old company is one of the country's largest manufacturers of egg products for commercial use.

In making announcement of the expansion, James T. Schmuck, general sales manager of Seymour, said that John T. Maas would direct the new Division.

Directly following World War I, Maas apprenticed in Europe as a pastry chef. After serving in hotels there, he came to the United States. After losing his own Miami, Fla., bakery in a hurricane he began a career in sales and research for manufacturers of bakery products. During the past twenty-five years he has become one of the best known and respected authorities in this field.

Schmuck said that though the new Division Seymour will soon market a family of egg products that promise to revolutionize production methods in the bakery industry.

"These new products are designed not only to assist the cake baker in streamlining his production," Schmuck explained, "but also to help him offer the nation's housewives cakes that are fresher, tastier and more attractive."

Although the products are already in use in several large eastern bakeries, announcement of their exact character is not expected until Maas has fully developed a field organization.

Schmuck indicated that the success of these first "test operations" has accelerated the company's promotional program.

It is believed that the products will be available in the east by fall and nationally sometime in 1956.



## The NEW Precision STERWIN FEEDER for dry powders

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

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

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

### ENRICH YOUR MACARONI WITH VEXTRAM®

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

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

**Sterwin Chemicals Inc.**

Subsidiary of Sterling Drug Inc.

Flour Service Division

1123-25 MERRIAM BLVD., KANSAS CITY, KANSAS

SPECIALISTS IN FLOUR MATURING, BLEACHING AND ENRICHMENT

### FEATURES OF THE STERWIN FEEDER

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



### Related Item Selling —

(Continued from page 10)

Breast-o-Chicken Tuna has had many related item sales with mayonnaise and produce. Both of these items are high margin, fast turnover items, and the promotion has never failed to be a successful one. While tuna itself is not considered to be a high margin item, it is enough above the average to be very profitable and it is well advertised and fast moving. Tie-ins such as these are not difficult to merchandise and advertise. We usually furnish the point-of-purchase material which includes bin wrap-arounds, ad pads and mats.

The related item space may be filled with the brand name of the mayonnaise to be featured and the appropriate pricing spaces for the tuna, dressing and produce should be furnished on the material. I am currently watching a related item promotion and a wealth of tie-in advertising to determine whether a strong brand name with a high margin, fast-moving reputation can aid two other companion items—also advertised brand names but which are slow-moving and low margin.

Unfortunately, it is difficult to evaluate the success or failure of most national related items tie-in advertising promotion. The participants are usually fired up for the kick-off but disinterested in the results.

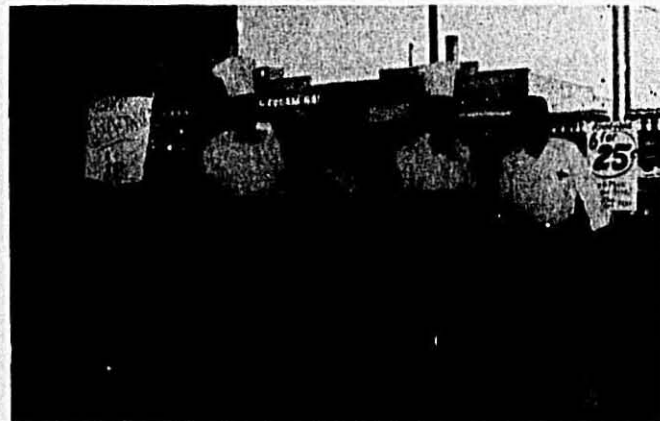
This is like playing poker all evening and at the end of the game not knowing whether you've won or lost.

The theory in related item selling is if you can add one and one and get more than two, the idea often makes the plus. But the plus also comes from the complementary force that two brands of commodities often carry into this joint venture. One product may have a better reputation than the other. One may be in a highly advertised classification and contribute consumer coverage, while the other is a heavy sales and service product and can supply a retail coverage. I think macaroni falls into the second category more than any other product that I know.

The last basic rule that items should be displayed together but priced separately is very elementary so I don't think I'll pursue that any further.

Too often these promotions are entered into by one party or the other on the theory of a free ride. This is one of the pitfalls of related item selling. A promotion with this background does neither party any good and is a waste of time, energy and money. One and one may make more than two, but one and one-half won't even make one when the people aren't working on the promotion. It's a waste of shot and should be avoided.

Related item selling and tie-in advertising is still a proven method of merchandising and I can cite many advantages. The advantages to the partici-



A BOATLOAD of salad ideas launched by salesman John Meader, Herb Martinson and Piggly Wiggly store owners Gordy Bellingrud and Otis Wold.

### Salad Sale Boat

An admiral idea was launched by Hormel salesman John Meader, Creamette representative Herb Martinson, and Piggly Wiggly store-owners Gordy Bellingrud and Otis Wold of Thief River Falls, Minnesota.

They sailed into the summer season with the theme "Put Meat in his salad!" A boat-load of Creamette macaroni, Spam canned meat, and jars of salad dressing caught consumer attention.

Creamette put the recipe on 1,000,000

packages of their macaroni products. Both Creamette and Hormel supplied retail stores with recipe folders, store banners and display cards. The macaroni and canned meat combination was advertised widely in local newspapers and on local radio stations.

At the Thief River Falls store some 400 customers were actually served the chilled salad as they visited the display. Result: they went completely overboard for the idea as did store-owners Bellingrud and Wold.

pants are: (1.) More display off the shelf and out of the department; (2.) Consumer interest with increased impulse buying; (3.) More retail consumer coverage with increased sales and advertising operations.

Since the food store handles nearly 4000 items, they've made a thorough study of sales and margins per square foot as a guide to space allocations. Space allocation today is quite a problem in the supermarket. The average gross dollar profit per square foot is \$2.23 per item. Tuna, because of the packaging and high dollar volume there, has a gross profit of \$4.47 per square foot or just double the average. It is one of the highest in the food field. The dollar sales per week based on a \$10,000 volume is \$221.91 per store per week. This is also quite high. This dollar volume approximates the sale of all macaroni and spaghetti or all canned vegetables, or all desserts and coffees. The dollar sales of tuna per week exceed the sales of all baby foods or all jams and jellies, or all canned and powdered milk, or all canned meats, or all canned and prepared dinners. The only reason I bring in this report is to show these abilities applied to promotion of food. It meets every qualification for related items promotion. It is highly advertised, a fast moving item, with a good profit margin.

Related item selling, when properly conceived and promoted, is a proven

method of retail merchandising. It is productive to the grocer and is accepted by the consumer.

### They Beat the Heat —

(Continued from page 25)

ter found wide acceptance. Canned Meat Secretary John Moniger and Macaroni Secretary Bob Green got their pictures in the paper.

Kroger's ran a special for the event featuring a noodle and canned ham recipe which was among the mat releases sent out by the Institute. Clover Farms did a big job in pushing the event with their member stores. Grocers all over the country tied-in enthusiastically with this natural combination to beat the summer heat and take the dip out of sagging sales. Several examples of cooperation in displays can be seen on page 43 of the August issue of the Macaroni Journal as well as on page 25.

### Henry E. Kuehn

Henry E. Kuehn was elected a director of F. H. Peavey & Co., Minneapolis, at a special meeting of the Board of Directors. Mr. Kuehn is general manager of the King Midas Flour Mills and also a vice president of King Midas. He is also a director of Van Dusen Harrington Co. He began his employment with King Midas as an office boy in 1914.

### Spaghetti Dinner —

(Continued from page 24)

over a third of the amount imported prior to the war. The industry was then in Italian American hands, but as other nationalities joined in the manufacture of macaroni the industry became more definitely American. This development was accompanied by a distinct industrial change. From a family project with back room production and localized selling, it became a thriving industry producing for a growing mass market. The American industrial system put macaroni production on the assembly line. Machines performed every function of production from rolling out the dough to packaging the product, thus making it possible to produce a uniform high quality product.

During the depression, prices for macaroni products fell to such a low level that it was difficult to make them economically. Some manufacturers did not hesitate to cheat on both weight and contents.

Then came the Federal Drug and Cosmetics Act and standards were set up describing spaghetti and macaroni products, naming the ingredients and requiring labels to show net contents and manufacturers' names and addresses. Fiorello La Guardia, former mayor of New York and one time U. S. Senator is given much of the credit for formulat-

ing this legislation. The Food and Drug Act has been useful in protecting the consumer from misleading advertising and the manufacturer from dishonest competition, but apart from this the enactment of this law meant that the spaghetti industry had become American-standardized in a positive sense. Spaghetti was an Italian creation; America converted it into something new and big and growing and as American as the skyscraper.

With its production of durum wheat and the streamlining of production America finally had spaghetti. It had a population convinced of the nutritional value of spaghetti, willing to eat it and anxious to enjoy it. And it has those signs all over the land inviting people to a "Spaghetti Dinner".

But there remains a problem; how do you eat it? The author says you can eat it many different ways according to your own disposition. It may be neatly arranged with a fork. It may be assisted onto the fork with a spoon and then bounced into the mouth. Or it may be strung into the mouth like an unruly skein of wool. The purpose of eating is enjoyment, not conformity with conventions. The true macaroni eater is never embarrassed when a slip occurs. Whether it is he or you who makes the slip, he laughs. Says Giuseppe Prezzolini, "The dish is popular and easy going, probably the most cordial and

convivial dish in the world."

Following his introduction to the general subject the author tells "How to Cook Spaghetti" and gives recipes for Pops, Presidents, hyphenated Americans (from many lands), and regional Italian recipes. The recipes include one with ingredients for a basic sauce.

Just for laughs he presents an American recipe of 1823 which admits it is "proverbially unwholesome" but blames that fact onto burning cheese. Selections from modern American cookbooks and food editors are given.

### Another New Cook Book

The Complete Italian Cookbook (La Cucina) by Rose L. Sorce has just been published by Grossett & Dunlap of New York City. It contains more than 800 easy-to-make authentic recipes for all kinds of mouth watering Italian dishes from Antipasto to Zucchini. The cover is graced by a beautiful colored picture of Spaghetti and Meat Balls prepared by the National Macaroni Institute.

### Enrichment Cost Drops

Merck & Company sent out a trade announcement in mid-July announcing a reduction in price in ribo-flavin, which reduces the cost of vitamin mixtures for the enrichment of macaroni products about 4%.

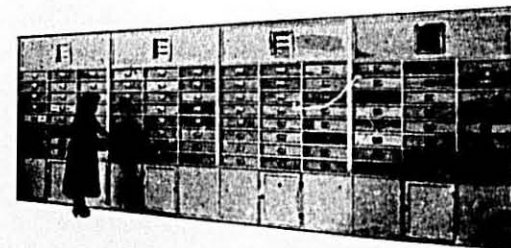
## FRANK LAZZARO DRYING MACHINES

9101-09 THIRD AVENUE • UNION 7-0597 • NORTH BERGEN, N. J.



A DRYER FOR EVERYONE REGARDLESS OF SIZE

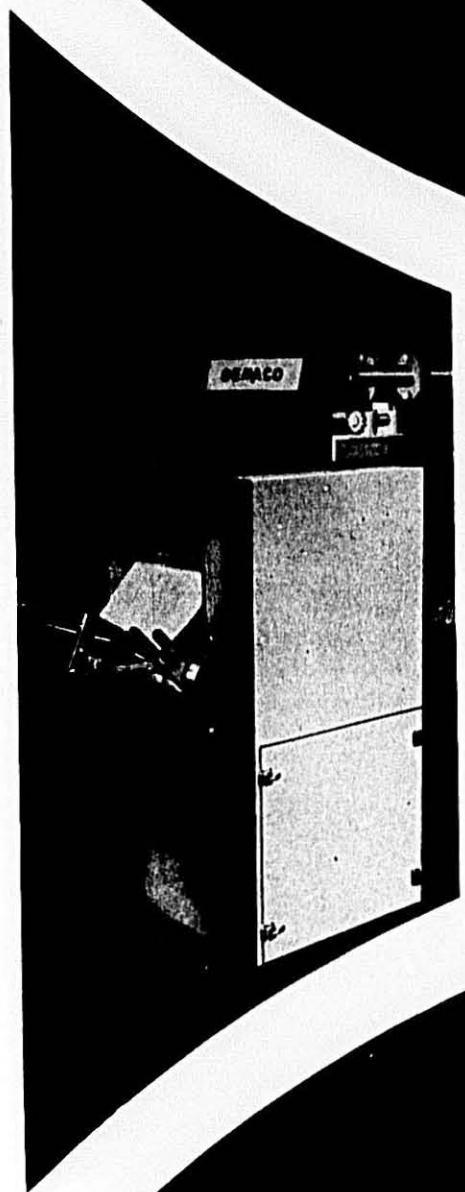
A Complete Line of  
REBUILT FULLY GUARANTEED  
VERTICAL HYDRAULIC PRESSES  
KNEADERS - MIXERS  
DOUGH BREAKS  
Etc.





**DEMACO**

MANUFACTURERS OF MACARONI EQUIPMENT FOR OVER 40 YEARS!



**DEMACO SHEET FORMER**

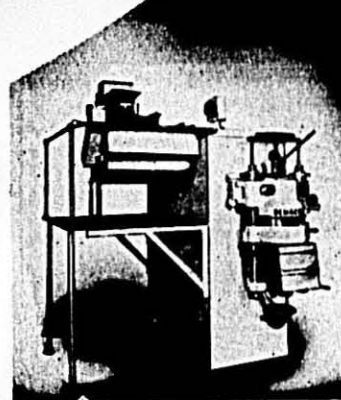
The "Secret" of the Perfect Extruded Sheet Noodle. Production—600 lbs., 1000 lbs., and 1300 lbs. per hour. Sheet extruded in a single sheet in any thickness.

Write for FREE catalog. Complete line is fully illustrated with detailed specifications.



**DEMACO - VACUUM**

The vacuum system which applies vacuum over the entire mixer. Mix remains under vacuum for sixteen minutes. No change in the "trade approved" single mixer. Mixer can be run with or without vacuum.



**LONG GOODS PRELIMINARY DRYER**

A new 2nd Stage Dryer specifically designed for a 2nd stage and not another preliminary dryer. New Long Goods Finish Rooms completely automatic with temperature and humidity controls. New low prices.



**DEMACO**

**DEFRANCISCI MACHINE CORPORATION**

45 METROPOLITAN AVE. • Phone (Vergreen) 6 9880 12 • BROOKLYN 37, N. Y.



(Continued from page 12)

of continued perfection in product. Most of the operators commented on the failure to maintain a consistent, uniform product. While it is true that not all product formulas are alike, it was indicated that products of the same manufacturer varied on different occasions. One of the differences noted was a change in color, ranging from a pale gray to an odd yellow. Another noticed a great variance in cooking time. It was necessary for his chef to vary the cooking time, depending on the brand he used. In fact, with the same brand he had had occasion to vary his cooking time. The restaurant operator is patiently looking for uniformity and consistency in buying macaroni products. You as manufacturers must provide this service if you want to share in our growth.

Several of the restaurant operators made mention of the fact that there was a very marked improvement in the freshness and cleanliness of their macaroni products. We realize the basic problems of storage, handling and delivering is in the hands of your jobbers. It is my belief, however, that it is your duty as manufacturers to police the distributor so that he will merchandise your product in a manner to best protect your interest. I can tell you personally of a cigar manufacturer in Los Angeles who does an excellent job along these lines. Every three months a representative of the company will call on and check a coded number on a box of cigars. Any box that is beyond a certain age is exchanged for a fresh one. By so doing, this company assures the public of the freshness of its product.

At this point, I believe we can sum up in brief what the restaurant operator expects in his macaroni product. Basically, he is looking for a fresh, standardized product of the very highest quality. You, and you alone, can take the necessary steps to accomplish this result.

We now come to another phase of the subject of this talk. The restaurant operator is in business to make money. You are in business to make money. We like to sell spaghetti, macaroni and noodles. Why? Because of a low food and labor cost. We cannot sell your product if the demand is not created. What are you doing to help us? Don't forget when you help us, you are helping yourself.

It would seem to me that a well thought out program with a new approach planned over a long range period and planned right could increase your sales and it could well be a program that would reach the home as well as the institutional user. This program could be activated at several fronts.

(1) By working through your national association directly with the restaurant operators. Currently we have received bulletins and literature from

various food associations. Among these are the turkey association, poultry and egg, lamb growers, beef and pork, apple, pear, avocado and so on ad infinitum.

We received nothing from the macaroni industry. We receive information on new developments, crop forecasts, recipes, cost figures, new ideas of use and service, and information for correct handling of storage. When properly presented, our industry is stimulated. Can we utilize or adopt any of these ideas in whole or in part? You can rest assured that the thoughtful, ambitious restaurant operator will give consideration to your communication. This information can be distributed through the various local restaurant associations, who have always been most cooperative in the dissemination of pertinent trade information.

(2) A program designed to reach the home consumer as well as the diner out. The American people are most curious. They want to know the how and where and why. Have you ever tried to reach people directly and tell the story of spaghetti? Can you visualize a series of pictorial items in your daily newspaper? How many people know how spaghetti got its name,—macaroni, vermicelli, noodles, and on down the line? How many people know that China is presumed to be the birthplace of the modern macaroni product? When did this take place? How did it spread from country to country? When was it first made commercially? How was it made? I think this story could be romanticized. How about modern day spaghetti—how is it processed? What type of machinery do you use? Are you using modern electronic equipment? What is the best flour to use? Where does it come from? I can think of lots of questions. You have a story. Tell it to the people through pictorial advertisements in newspapers and magazines.

One of our local distributors recently told me of the development of a new machine which processed spaghetti using a vacuum system. The laboratory testing report indicated that this equipment produced a stronger product with a greater yield and a better color. If your industry is converting to this new equipment, tell it to the people.

These pictorial ads should be positive in thinking rather than negative and defensive. Say only the good things about macaroni products. Some of you may employ a home economist; you may have a testing kitchen. I would use these facilities for development and publish them. Also work up a series of handy hints concerning cookery and storage. Here's a wild one. How about portion control? The restaurants would love it. Can't some method be devised wherein extreme measures of individual servings can be selected with ease without the loss of package?

What about your package? When was its styling last changed? Dynamic merchandising calls for a new look periodically. While we are on the subject of packaging, I would like to discuss the restaurant package. As was indicated previously, restaurant personnel through training and education has undergone a change for the better. The modern cook, because of the various technological changes in food processing, has learned the value of following printed instructions. The time has now come for each manufacturer to list recipes and recommended cooking time on his restaurant package. I do feel that this change would eliminate some of the adverse criticism expressed previously. There is ample space on the package for the publishing of a series of institutional recipes designed for institutional use.

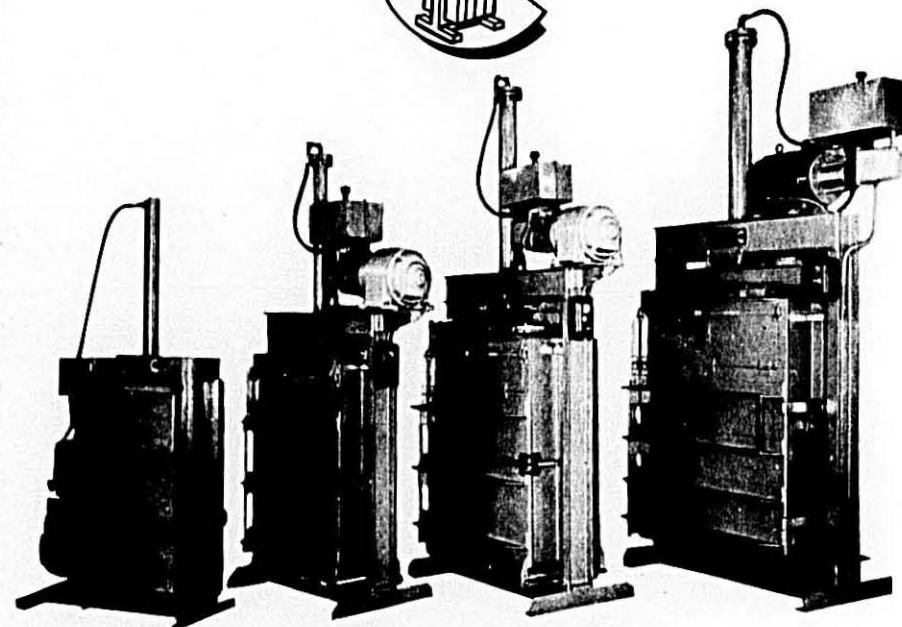
You all know there are many foods that become more flavorful and tasty when combined with other food items. So it is with macaroni products. Your industry has done an excellent job of tie-ins with other products.

At this point, I shall discuss and offer for your consideration a tie-in for several of your products. No doubt there are thousands of tested recipes incorporating spaghetti, but the most popular in my opinion is one served with a very fine meat sauce. Now we know it takes time, equipment and labor to properly prepare this fine sauce. The modern housewife hasn't the time, and the restaurant chef finds it economically unsound to spend so much time on a slow mover. This may be one of the reasons for an institutional decrease in sales. We faced this problem and we solved it, and this is how we did it.

Thirty-three years ago my employers opened the Tam O'Shanter Inn in Los Angeles. It is still owned and operated by its founders. It was a success from its inception and one of its various menu favorites was spaghetti served with a fine meat sauce. Through the years, we continued to make improvements in this sauce. It became very popular and considerable quantities were sold for home use. We sought ways to convert our formula into a sure, fool-proof product. We finally created a dry mass, which possibly called for the blending of 23 ingredients including imported black mushrooms. We tested this formula for a long period of time. It proved so successful that we decided to pack it for consumer distribution, selling it under the name of Lawry's Spaghetti Sauce Mix in both home and institutional sizes.

It met with a wonderful response and is now sold nationally. Here is an item that can answer your problem, "How can we increase restaurant sales of our product?"

## CONSOLIDATED BALING PRESSES



### THE BAL-O-MAT SERIES REDUCE OPERATING COSTS

- Eliminate expensive handling of bulky waste
- Save valuable floor space
- Lower waste disposal costs with fewer pickups

By baling SEMOLINA BAGS, CARTONS and OTHER WASTE PAPER, in a modern high speed baling press, maximum plant efficiency is realized and lower operating costs are assured.

Successful operation in all types of manufacturing plants has proved the CONSOLIDATED BALO-MAT the outstanding machine for low-cost handling of waste materials.

WRITE FOR FULL DETAILS AND CATALOG

## CONSOLIDATED BALING MACHINE COMPANY

Sales Division of

### N. J. Cavagnaro & Sons Machine Corp.

400-408 Third Avenue

Brooklyn 15, New York



## Nutritive Values of Macaroni Dishes —

(Continued from page 19)

## MACARONI PICNIC SALAD

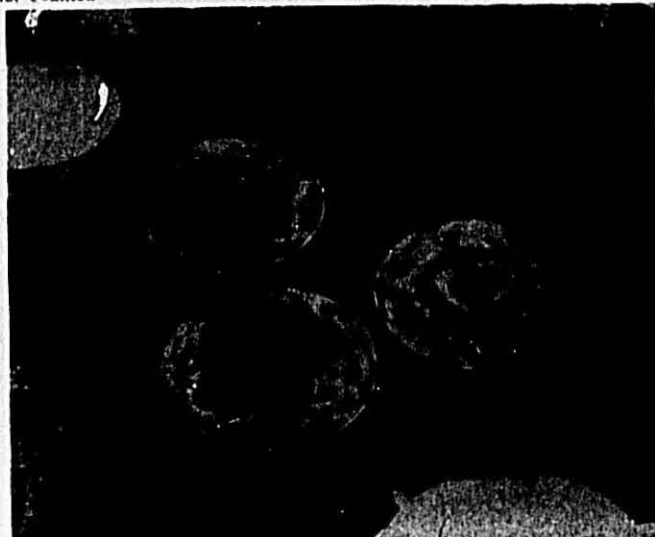
Theodore R. Sills and Company for National Macaroni Institute

6-8 servings

2 cups Elbow macaroni  
 1/2 cup Chopped celery  
 1/2 cup (2 peppers) Chopped green pepper  
 1 med., diced Fresh Tomato  
 1/2 tsp. Paprika  
 1/3 cup Mayonnaise

	Entire Recipe		Portion	
	As Given	1/2 Enriched	One-Sixth	1/2 Enriched
Calories	1,428		238	
Protein, gm.	36.1		6.0	
Fat, gm.	57.4		9.6	
Carbohydrates, gm.	206		34.3	
Calcium, mg.	123		20	
Phosphorus, mg.	541		90.	
Iron, mg.	5.9	7.2	1.0	1.6
Vitamin A, units	2,653		442	
Thiamine, mg.	0.39	2.16	.06	.38
Riboflavin, mg.	.33	0.92	.06	.19
Niacin, mg.	6.5	14.6	1.1	2.7
Vitamin C, mg.	198.5		33.1	

\*not counted



Macaroni Picnic Salad

## SALMON STEAKS WITH NOODLES

Theodore R. Sills and Company for National Macaroni Institute

4 servings

1 tablespoon salt  
 3 quarts boiling water  
 8 ounces egg noodles  
 1 10 1/2 oz. can condensed cream of mushroom soup  
 1/2 cup milk  
 Freshly ground pepper  
 3 tablespoons butter or margarine  
 2 1/2 tablespoons lemon juice  
 1/4 cup finely chopped parsley  
 Salt and pepper to taste  
 4 Salmon steaks

	Entire Recipe		Portion	
	As Given	1/2 Enriched	One-Fourth	1/2 Enriched
Calories	2,345		586	
Protein, gm.	176		44	
Fat, gm.	89		33	
Carbohydrates, gm.	210		52	
Calcium, mg.	470		117	
Phosphorus, mg.	2,760		690	
Iron, mg.	14.3	16.1	3.6	4.0
Vitamin, mg.	1.09	2.64	0.27	0.66
Riboflavin, mg.	2.46	3.06	0.61	0.76
Niacin, mg.	46.3	54.6	11.6	13.6
Vitamin C, mg.	126		31	

## Good News for Diabetics

A new cookbook, "The Diabetic's Cookbook", will be published this fall. It contains 250 recipes for preparing beverages, pastries, desserts, fruits, meats, salads, sandwiches, and vegetables. American Diabetic Association values and exchange lists are used throughout the book. Also, pages are included for the diabetic to fill in his own diet prescription. Every recipe shows total amounts of carbohydrates, proteins, and fats as well as the caloric value of each serving. Therefore, with this information plus the diet prescription, all in one book, the diabetic can readily prepare 250 delicious and tested dishes that fit in his diet.

Indeed, "The Diabetic's Cookbook" is such a practical cookbook for diabetics that Dr. Charles H. Best, one of the discoverers of insulin, has written the introduction. In it, he says, "I have no hesitation in recommending this book most highly and I feel sure that a very large number of diabetics—and their families—will welcome its publication and will profit by reading it."

The author of "The Diabetic's Cookbook", Mrs. Clarice B. Strachan, of Tulsa, Oklahoma, developed and proved the recipes over a period of 14 years during which she cooked for her diabetic son. Mrs. Strachan has combined a strong scientific background with the delicate artistry of the kitchen to produce a volume which will add variety and zest to the diabetic's menu.

Copies can be obtained from your bookstore or by writing directly to the publisher, The Medical Arts Publishing Foundation, 1603 Oakdale Street, Houston 4, Texas.

## Lots of Boxes Used

The average American family uses 38 folding paper cartons every week, according to a survey made by the Folding Paper Box Association.

They use this number of containers every seven days to protect their food, beverages, tobacco, textiles, cosmetics, hardware and hundreds of other household goods.

Statistics showed that over a year the family uses about 2,000 folding cartons and this is double pre-war use. A. E. Murphy, executive secretary estimated that over one hundred billion cartons will be used in this country in 1955.

Murphy said the increase is due largely to the post-war marketing revolution that has led to greater self-service in retail stores and to the development of such convenience items as frozen foods, ready-mixed flours, pre-packaged produce and carry-cartons for beverages.

MACARONI WEEK  
 OCTOBER 20-29

## JACOBS-WINSTON LABORATORIES, Inc.



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

## Association Members

### GET A RATE REDUCTION

from the Analytical Chemists  
 Jacobs-Winston Laboratories, Inc.  
 on their individual work.

The firm is retained by N.M.M.A. to  
 handle industry matters.

Here is another instance where Asso-  
 ciation membership offers tangible  
 benefits.

It doesn't cost—it pays!  
 Join today!

MACARONI  
 MANUFACTURERS ASSOCIATION

FOR DETAILS WRITE BOX 636, PALATINE, ILLINOIS

## When Should You Put In Bulk Flour Handling?

The best way to answer that is to see how much  
 less profit you make when you're without it.

If your yearly production is:

5,000,000 lbs., you might be saving \$ 4,500\*  
 10,000,000 lbs., you might be saving 9,000  
 20,000,000 lbs., you might be saving 18,000  
 30,000,000 lbs., you might be saving 27,000  
 40,000,000 lbs., you might be saving 36,000  
 50,000,000 lbs., you might be saving 45,000

\*After allowing depreciation, interest on in-  
 vestment, and maintenance charge.

These figures are based on complete systems and  
 represent a return of 15% before taxes on the  
 investment. Might even go as high as 40% return,  
 depending on existing equipment.

## What Kind Of A System Should You Install?

Whatever kind best suits your requirements.

Tote Bins . . . Cylindrical Tanks . . . Rectangular  
 Tanks . . . Harvestores . . . Nest-A-Bins all have  
 certain inherent advantages as storage units. Pneu-  
 matic, screw and other conveyors serve best in  
 different situations.

## What Are The Important Features To Have In Your Bulk System?

It should permit you to:

- Check-weigh incoming material
- Keep track of flour inventory
- Blend any desired ratio
- Feed regrinds automatically and evenly

Tanks should be designed for both flour and  
 semolina.

The equipment should be sanitary

Labor should be kept at a minimum

## How Can You Be Sure You Get A System That Will Fit Your Needs?

Call on engineers who are thoroughly familiar both  
 with your requirements and the equipment available  
 to do the job.

USE THE HOSKINS SERVICE

GLENN G. HOSKINS COMPANY

Industrial Consultants  
 LIBERTYVILLE, ILLINOIS



## RETROSPECTIONS

by  
M. J.

### SEPTEMBER Cleanings and Recollections

#### 35 Years Ago

- Even Then! Dr. B. R. Jacobs director of National Macaroni Laboratory, Washington, D.C. reported the following contributions as of September, 1920: National Macaroni Manufacturers Association, 1 year \$2,000.00
- Alimentary Paste Manufacturers Association, 1 year 500.00
- C. F. Mueller Co., Jersey City, 3 years 1,000.00
- A. Zeregas & Sons, Brooklyn, 3 years 1,000.00
- Pfaffmann Egg Noodle Co., Cleveland, 3 years 1,000.00
- Foulds Milling Co., Libertyville, Ill., 3 years 600.00
- Tharinger Macaroni Co., Milwaukee, 3 years 500.00
- The Creamette Co., Minneapolis, 3 years 300.00
- Crescent Macaroni & Cracker Co., Davenport, Ia., 3 years 75.00
- Fortune Products Co., Chicago, 1 year 100.00
- Beech-Nut Packing Co., Canajoharie, 1 year 100.00
- Gooch Food Products Co., Lincoln, 1 year 50.00
- Ronzoni Macaroni Co., Long Island City, 1 year 75.00
- Woodcock Macaroni Co., Rochester, 1 year 25.00
- B. Viacava, Brooklyn, 1 year 10.00

#### 25 Years Ago

- "YOLANDA" spiral shape macaroni die advertised by F. Maldari & Bros. Inc., New York City.
- Macaroni Products Recipe Contest announced by N.M.M.A. Prizes offered \$5,000.
- E. J. Thomas resigns as sales manager of the Capital Flour Mills, Inc., St. Paul, Minn.
- Tourists return. Henry Mueller, president of C. F. Mueller Co., Jersey City, his wife and daughters, Ruth and Myrtle from an extended tour of Western Europe and L. Mangano, of L. Mangano & Co., New Orleans, La. and wife from a visit to their childhood home in Southern Italy.
- Chicago Manufacturers are successfully experimenting with the pool-car macaroni shipping plan.
- U.S. Bureau of Census reports 377 macaroni-noodle factories in 1929, against 353 in 1927, an increase of 6.7 per cent.

#### 15 Years Ago

- Two National Weeks in Early October—Fire Prevention Week and National Macaroni-Noodle Week, from 5 to 12 sponsored by the National Macaroni Institute.
- Standards of Identity being jointly studied by NMMA through its Director of Research, B. R. Jacobs and the U.S. Food and Drug Administration. The Millers National Federation is watching for the Durum Millers.
- Fungus identified as "Bacterial Glume Botch" has considerably damaged the 1940 durum wheat crop.
- Pillsbury builds new Research Laboratory. Dr. C. C. Harrell named director of new lab and B. C. Benson as director of Products Control.
- Howard P. Mitchell resigns as sales manager of Durum Department of Washburn Crosby Co., Central Division of General Mills.
- Beech-Nut registered as the trademark of Beech-Nut Packing Co., Canajoharie, N.Y. as its macaroni brand name.
- Italy's 1940 wheat crop estimated at 268,226,000 bushels, very little being good durum.
- June 1940 macaroni products exports were 93,839 lbs.; imports 182,237 pounds.

#### 5 Years Ago

- Mrs. James Gibbons of Cando, N.D. was named the Durum Queen at the Macaroni Festival at Devils Lake, N.D. August 2, 1950.
- C. L. Norris, NMMA Past President and Adviser explains—"Why A Macaroni Day?"
- Big plans being made for National Macaroni Week, October 5-14 according to Robt. M. Green of the National Macaroni Institute.
- "Order your spaghetti cooked 'al dente', advises Emanuele Ronzoni of Ronzoni Macaroni Co., Long Island City, N.Y.
- The Durum Millers are promoting increased Macaroni Products consumption through Mrs. Clara Gebbard Snyder, Director of Foods and Nutrition, Durum Wheat Products Division, Millers National Federation's Wheat Flour Institute.
- "Planned Publicity doing a Needed Job" reports Peter LaRosa Chairman of the Macaroni Institute's Publicity Campaign.
- Construction begun on large modern factory at San Leandro, Calif. by Golden Macaroni Co. (DeDomenico Brothers)

## CLASSIFIED

### ADVERTISING RATES

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

WANTED: 1 automatic press, short and long goods, in good condition with spreader or without spreader, in Canada. Give price and full details. Address: E. Zappa, 102 Townline West, Merrilton, Ontario, Canada.

FOR SALE: Drying rooms, trucks, trays—re-conditioned presses, mixers, dough breaks, noodle machines—very reasonable. Write or call Frank Lazzaro Drying Machines, 9101-09 Third Avenue, North Bergen, N.J., Union 7-0597.

## INDEX TO ADVERTISERS

Amber Milling Division, G.T.A.....	3
Ambrette Machinery Corp.....	26, 27
Bralbanti Co., M. & G.....	20, 21
Buhler Brothers, Inc.....	7
Capital Flour Mills.....	17
Cavagnaro, John J.....	37
Cavagnaro, N. J., & Sons Machinery Corp.....	47
Clermont Machine Company.....	32, 33
Codie-Kay Company, Inc.....	29
Commander-Larabee Milling Co.....	4
DeFrancisci Machine Corporation.....	44, 45
General American Transportation Co.....	35
General Mills, Inc.....	Cover IV
Hoffmann-LaRoche, Inc.....	Cover III
Glenn G. Hoskins Company.....	49
Huron Milling Company.....	23
Jacobs-Winston Laboratories, Inc.....	49
King Mides Flour Mills.....	13
Lazzaro, Frank, Drying Machines.....	43
Maldari, D., & Sons.....	9
Merck & Co., Inc.....	38, 39
Oldach, William.....	37
Rossotti Lithograph Corporation.....	Cover II
Sterwin Chemicals, Inc.....	41
Tanzi, Guido.....	15

### Louis G. Hugé'

Louis G. Hugé, president of the Hugé Company, Inc., and the American Sanitation Institute of St. Louis, Missouri, died July 9.

Mr. Hugé, a graduate of Concordia Seminary, and Indiana University, took up permanent residence in St. Louis about 35 years ago. He became active in food processing plant insect and rodent control, and in 1930 founded the Hugé Company, manufacturers of the Exceleide line.

In 1950, the sanitation consulting service of the Hugé Company was enlarged to include a division known as the American Sanitation Institute, directed by Dr. Edward L. Holmes. Mr. Hugé was a pioneer in the development of methods and materials custom built for food plant insect and rodent control. Some of the techniques he developed have gained wide acceptance and are now standard in the food field today.

Mr. Hugé is survived by his wife, Mrs. Marion Hugé, his son, Thomas L. Hugé, and a grandson, Tom Hugé Jr.

Why you should make

# ENRICHMENT

a vital part  
of your sales story

Enriched macaroni, spaghetti and noodle products are deluxe grain foods, members of a select nutritional family. Not all cereal products are enriched. Those which are have a positive advantage in the market place because more homemakers buy products which meet the high nutritional values recommended by doctors and dietary experts. The Food & Drug Administration of the U.S. Department of Health, Education and Welfare has established standards for all enriched macaroni products. Your products, enriched with vitamins and iron, qualify.

Make the most of enrichment! Make it work hard for you. The extra value of enrichment puts your foods in a much better competitive position and helps to keep them out in front.

Here are some ideas to help you get the greatest benefit from enrichment.

- Show your retail customers, in big, bold type on your packages that your foods are enriched.
- Use a phrase like this to tell homemakers quickly and simply the advantages of enrichment:

*Enriched with vitamins B<sub>1</sub>, B<sub>2</sub>, Niacin  
and Iron for better nutrition*

- Feature the enrichment story in all of your advertising: newspaper, magazine, radio, television, car card, store poster, displays. Don't overlook your newspaper mats for cooperative advertising.
- Have your sales force talk enrichment on all calls. Your men can get the full story from the new Roche Enriched Macaroni Brochure.

By producing and distributing the Roche Enriched Macaroni Brochure and Versatility Chart to important buyers and those who influence buying, Roche is doing a big job to help the sales of your enriched foods. Cash in on this effort by featuring enrichment and its benefits in all of your sales promotion.

## ROCHE vitamins for enrichment

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, NEW JERSEY  
NUTLEY 2-5000

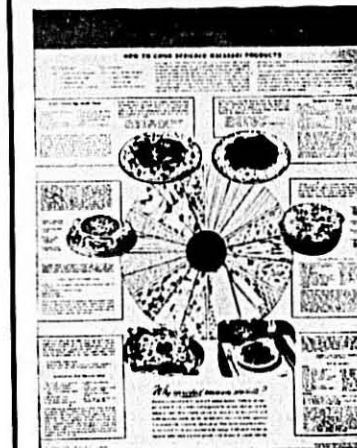
Pacific Coast distributor: L. H. BUTCHER COMPANY • San Francisco • Los Angeles • Seattle  
Portland • Salt Lake City  
In Canada: Hoffmann-La Roche Ltd., 286 St. Paul Street, West Montreal, Quebec

## ROCHE BROCHURE AND VERSATILITY CHART

Now ready for you in quantity



The Rossotti Lithograph Corporation of North Bergen, N. J. and San Francisco, Calif., in cooperation with Hoffmann-La Roche Inc., now makes it possible for you to purchase four different plans built around the Roche Enriched Macaroni Brochure and Versatility Chart at mass-production prices. See the Rossotti advertisement on the inside front cover of this issue for full details. Plan now to make this material a vital part of your own sales-building plan.



### ADVERTISING AGENCY EXECUTIVES

You will find many ideas for entire sales campaigns and publicity articles for your macaroni client in the Roche Enriched Macaroni Brochure and Versatility Chart. Study this material well; it's a mine of valuable information. If you have not yet received your personal copy, write to the Vitamin Division.

### MORE HELP FOR YOU

Reprints of the famous Science Writer article, "The Vital Story of Macaroni Enrichment" are available to you on request—without charge. You will find this most helpful in mailings and for distribution by your salesmen. If large quantities are needed—for distribution to consumers, for example—we shall be happy to discuss arrangements with you. Ask your Roche salesman or write the Vitamin Division.







**BECAUSE LYNN BURKE KNOWS GROCERY "SHOPPERS"**

## You get better durum products from General Mills



Harry Bailey  
Manager,  
Durum Sales



Leo Merry  
Assistant Mgr.,  
Durum Sales



Ted Semerillo  
Durum Sales  
Western



W. H. Parsons  
Durum Sales  
Western



Earl W. Olson  
Durum Sales  
Western



D. W. Knutson  
Durum Sales  
Mgr., Central



Joe DeMarco  
Durum Sales  
Mgr., Eastern



P. M. Spalding  
Durum Sales  
Eastern



M. B. Marlett  
Durum Sales  
Western

Durum Sales Family of General Mills has but one aim—to help you manufacture macaroni products that are full strength, perfect color, and made to dry and cook properly.

Smiling Lynn Burke knows a lot about grocery-shoppers—what they buy . . . and why. He's sold food products for over 28 years!

As Lynn explains to John Costa, above, of the Costa Macaroni Manufacturing Co., Los Angeles, that experience can be useful in many ways. Merchandising your macaroni products, for example. Packaging. Advertising. Ask him next time he calls on you!

And of course you also can count on Lynn's help with problems of the current durum shortage. He has the entire General Mills Durum Family behind him—to help you with technical difficulties . . . with manufacturing . . . processing

. . . or anything else you may want. That includes the best Gold Medal and Premium Semoblends possible . . . to help you make *and sell* the finest macaroni products.

**DURUM SALES**  
**General Mills**  
Minneapolis

