

**THE
MACARONI
JOURNAL**

**Volume 38
No. 11**

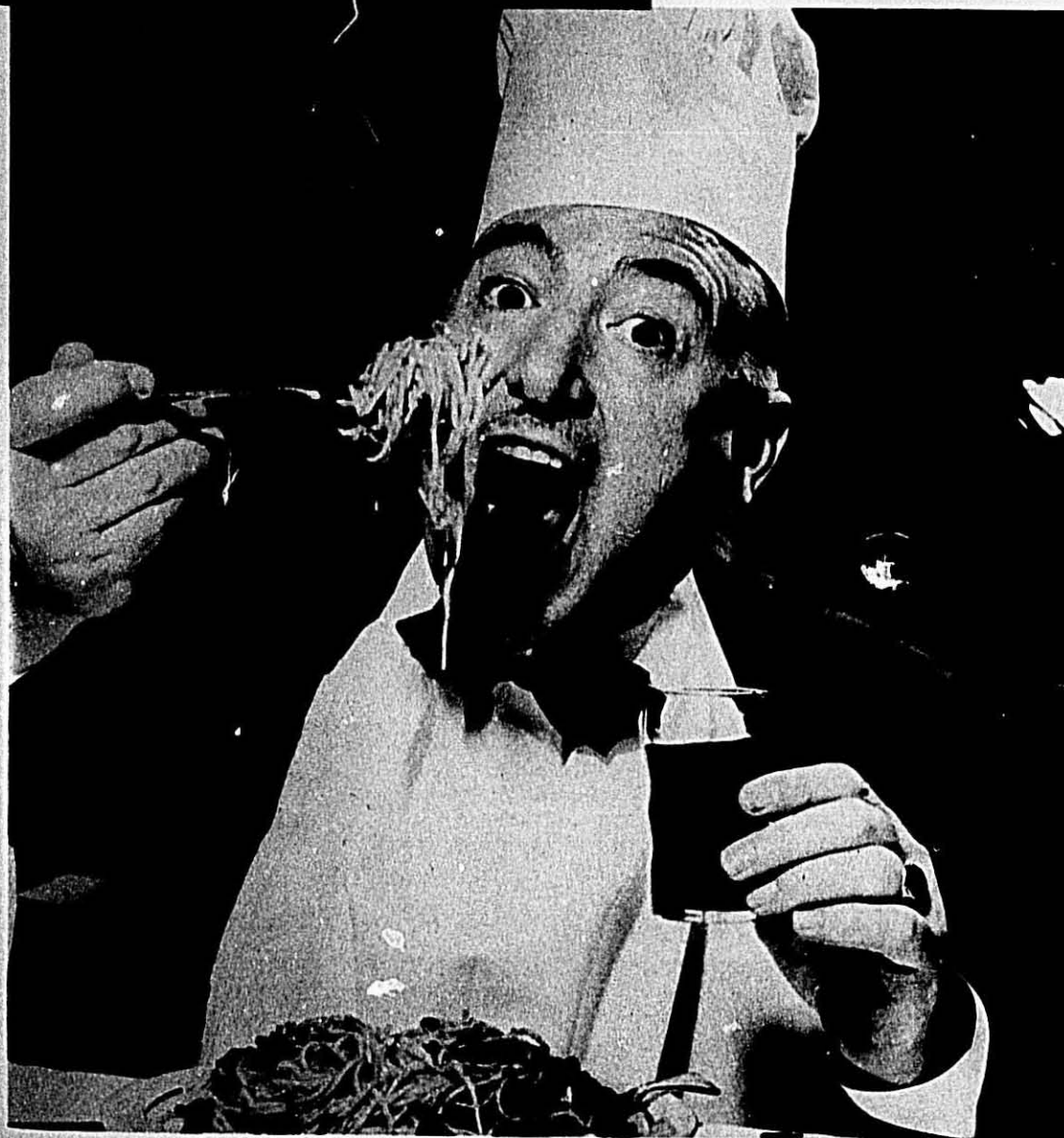
March, 1957

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



MARCH, 1957



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Will you cut out this Pictorial and place it on your present Macaroni package? Doesn't it whet your appetite? It will have the same effect on many women shoppers in Self-Service Stores.

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Farmers Union Grain Terminal Association

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The MACARONI JOURNAL

March, 1957
Volume 38, No. 11

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You'll Find:

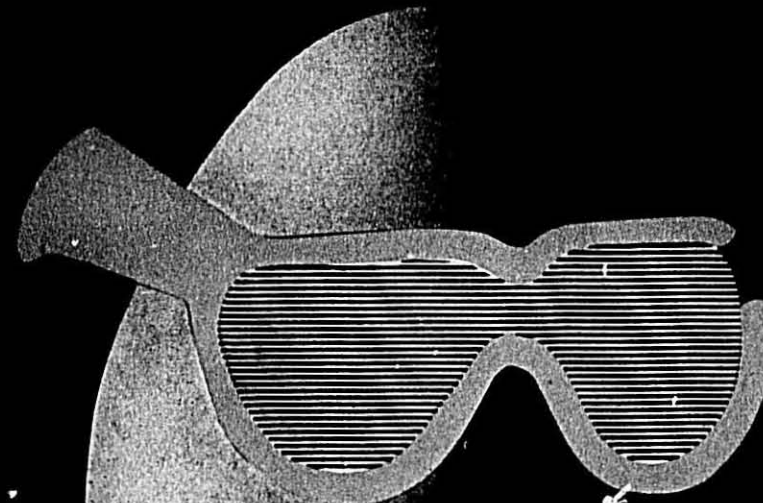
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Cover Photo

Charles C. Rossotti, genial host at countless spaghetti buffets sponsored by the Rossotti Lithograph Corporation at Macaroni Association conventions, was pictured on the front page of the Miami News January 28. Story appears on page 33.

Miami News photo

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Winter Workshop Pounds Out a Platform

THE Winter Workshop held in late January at the Flamingo Hotel, Miami Beach, Florida, carved some solid planks for industry progress in 1957.

Resolution for Durum

A resolution endorsing one-for-one legislation which would encourage durum growers to plant one extra acre of durum for each acre planted to durum in their regular wheat allotment was unanimously passed.

A supplementary resolution calling for immediate termination of export subsidies should no incentive program be adopted, was also unanimously passed.

Maurice L. Ryan, chairman of the Association's Durum Relations Committee, left the convention to attend a Senate Agriculture Committee hearing January 25. He was accompanied by Jess Cook, durum buyer for the Farmers' Union Grain Terminal Association. They and other representatives of growers and processors testified in favor of Senate Bill 323 that would provide the one-for-one plan.

In early February a delegation of Lloyd Skinner, Horace P. Gioia, C. W. Wolfe, Vincent E. LaRosa, Roger DiPasca, and Bob Green went to Washington to see officials in the Department of Agriculture and to testify for legislation before the House Agriculture Committee. "The importance of durum cannot be overemphasized," said President Lloyd Skinner in his opening remarks to the convention. "And the durum supply is in jeopardy unless the one-for-one program is passed."

Consumer Studies

The report of Hilda "Kobbs" Robinson on motivational behavior of consumers stimulated lively discussions and consideration of the reasons of "Why Does She Buy It?" A story of the presentation starts on page 12.

Ed Sills reported on the activities of the National Macaroni Institute in promoting consumer acceptance of macaroni, spaghetti, and egg noodles in a unique



Head table: (standing) B. R. Jacobs, Secretary-Emeritus; A. J. Donna, Vice-president; Horace P. Gioia, President; Lloyd E. Skinner, Vice-president; Emanuele Ronzoni, Jr., Secretary; Robert M. Green. Ladies seated: Mesdames Jacobs, Gioia, Skinner, Ronzoni, Green.

form. It was a movie entitled "Macaroni Newsteel." This film, along with "Stag Patty" and "Use Your Noodle," now being distributed for television showings, will become part of a road show that will be taken around the country for viewing by macaroni manufacturers and their representatives this spring.

Association Secretary Bob Green reported on the findings of the market research class at Northwestern University in Evanston, Illinois. Particulars of this survey will appear in April.

Spaghetti Butler

The Rossotti Butler, which highlighted the opening night's social activities, was front page news in the following morning's Miami papers. Pictures appear on pages 33 and 34.

Macaroni for breakfast in the form of Harlequin Pull, a macaroni mixture in an omelet base, was served by the representatives of the Wheat Flour Institute and the durum millers, Ellis English, president of Commander Latabee Milling Company and chairman of the Durum Committee of the Millers' National Federation, introduced Home Economist Ruth Behnke and

Director Howard Lampan of the Institute. They presented a film strip on macaroni and noodle products entitled "Tricks and Treats with Macaroni Foods." A copy of the strip is being made available to macaroni and noodle manufacturers in the United States, with additional copies available at cost.

Ingredient Outlook

Gene Kuhn of Amber Mills, Lester Swanson of King Midas Flour Mills, and Lee Merry of General Mills sketched the durum picture. Details from their reports appear on page 10.

Don Fletcher of the Rust Prevention Association pointed out that his organization has helped stabilize production of durum through science. He showed a film produced by the Canadian Department of Agriculture called "Man Against a Fungus, Stem Rust of Wheat." Research must be continued, he said, and there are a great many demands on every dollar the government spends for agricultural research. The Association Board elected to maintain a contribution equal for 1957 as pledged for each of the past three years for the special work done on durum during the 1956 crisis.

Mel Krigel of Monarch Egg Corporation gave the outlook for eggs, which appears on page 38.

Additives

Association Director of Research James J. Winston and Vincent E. LaRosa of the Standards Committee highlighted the nutritional opportunities in using vitamins and additives in macaroni products. To the question: "Is there a need for these supplements?" the answer came, "Perhaps." As more knowledge is gained about amino acids, the building blocks of growth, a more definite stand can be taken on these additives. The Committee urged an open mind.

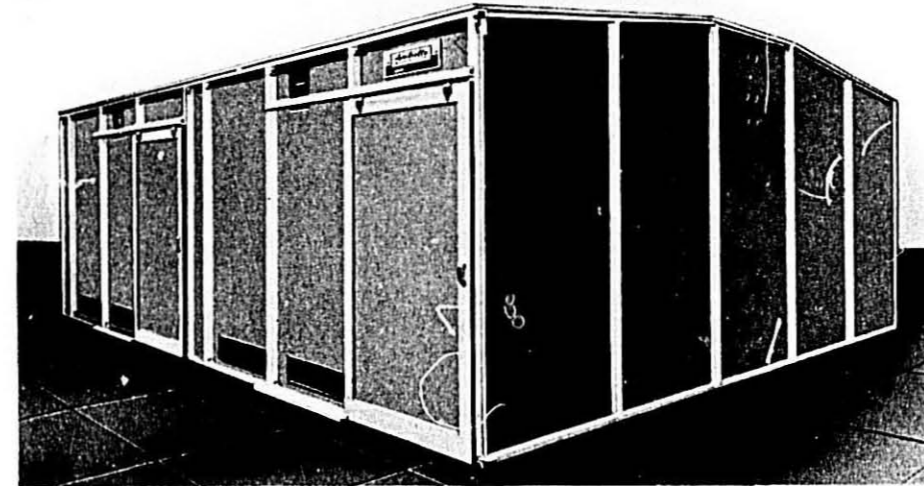
(Continued on page 11)



Round table: Lloyd Skinner, Emanuele Ronzoni, Jr., Horace P. Gioia, Joseph Scarpaci, Dominic Palazzolo, Sam Arena.

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Greetings from the President

Remarks of Lloyd E. Skinner, president, National Macaroni Manufacturers Association at the Winter Workshop.

ONE of the best things that happened in looking back on 1956 is the 39,000,000 pound increase in production over 1955. This starts a new era for us for it marks the first time in three years that we have shown an increase in per capita consumption. In fact 1956 had the biggest output record of any year since 1948, when there was considerable export business.

Consumption Upturn

What are the reasons for this upturn?

I think it is primarily due to two things: (1) the return of durum wheat as the basic ingredient in macaroni products produced by the large majority of the industry, and (2) the increased effectiveness of the National Macaroni Institute publicity program together with more effective merchandising and selling efforts by individual macaroni manufacturers.

The importance of durum cannot be over-emphasized. Durum wheat definitely gives a superior tasting macaroni product. Gone is the starchy taste that you get from ordinary wheats and instead there is a nutty flavor that is much more appetizing.

There is another important attribute to durum wheat. Because of its high gluten content it is much more easily digested than ordinary wheat products. In fact macaroni products made from durum are probably one of the most easily digested foods there is, and in the future with stomach problems and geriatric feeding on the rise, this can be an important factor in the sale of macaroni products.

When you eat a good macaroni product made from 100% durum you don't feel full and surfeited. Durum has helped macaroni resume its upward trend in consumption because it isn't heavy. It gelatinizes and digests very quickly. It makes for more empty plates and second helpings.

In My Own Home

I have had an experience as to what durum can do right in my own home. As you know, I have four children—all good macaroni and spaghetti eaters. I had it pointed out to me when we were on a 25-75 blend that they were not eating it all, and my wife kidded me. When I explained there wasn't enough durum in the product, she laughed. But now she is agreeing with me. When we went back to 100% durum, the plates are cleaned.

The supply of durum is important to all of us, and there is some possibility that this year's crop may be jeopardized. While we had a good crop last year it was primarily due to the fact that growers were allowed to plant two extra acres of durum for every acre of durum planted in their regular wheat allotment. About 2,000,000



LLOYD E. SKINNER

acres were planted, from an original allotment of perhaps 800,000 acres. There would not have been a very big crop from allotted acres. We feel that it is important for the government to give some sort of incentive to durum growers again this year.

We are suggesting that they allow one extra acre for every one in the allotment planted to durum. We want some protection from shortage caused by drought, another rust attack, or a new kind of rust. With a shortage we would be faced with 50-50 blends or 25-75 and we would be right back where we started from.

Legislation Needed

The directors recommend the passage of a resolution supporting the one-for-one program, and if such legislation is not enacted that the subsidy on durum exports cease immediately. Maurice Ryan will represent the macaroni manufacturers at the Senate Agriculture Committee hearing on January 25.

The Department of Agriculture is apparently worried because we have a 39,000,000 bushel crop, produced under the two-for-one program which they supported, and the macaroni industry isn't taking it fast enough. Well, things don't work that way. You don't lose a market and get it back over night. It's not like turning on water—it takes time. Some manufacturers perhaps rationalize against going back to a higher priced raw material. They figure if my competitor doesn't do it, I won't do it, and they are fearful to take the first step. I understand that the mill grind will run about 16 to 18,000,000 bushels during the crop year. We used to grind 24 to 25,000,000 bushels, so obviously there are quite a few who have not returned to 100% durum.

We are hopeful of persuading the Department of Agriculture to endorse the

one-for-one program. If they do, I am sure we will get it. If they don't, we may be in for something of a crisis.

Ethical Selling

We have other concerns besides raw materials. At this meeting we will discuss relationships with the Federal Trade Commission and things that will foster ethical sale and promotion of our products. We hope that the Industry Trade Rules Committee can make progress in simplifying the rules and making them more effective so that all of our customers will be treated alike. There is a terrific temptation not to treat them alike. This is not only true of the macaroni industry but hardly a day goes by that there isn't a piece in the paper about the Federal Trade Commission suing some one in the food field for not following the Golden Rule. We all know that there is a great amount of selling and giving of deals to special customers that are not available to all. This fact so concerned the Grocery Manufacturers of America that they devoted about half of the time of their annual meeting to it.

About Nutrition

Here is another matter of importance. The Board of Directors were given some enlightenment on the subject yesterday by Jim Winston, our director of research. There is a great deal of discussion among nutritionists about improving various foods and there is no doubt that macaroni, spaghetti and egg noodles can be improved. It is true that our products are sold on the basis that they will be mixed with products that do have nutritionally more favorable proteins. Most macaroni and spaghetti are eaten with milk, meat, cheese or fish which may supplement the missing amino acid or building blocks in grain.

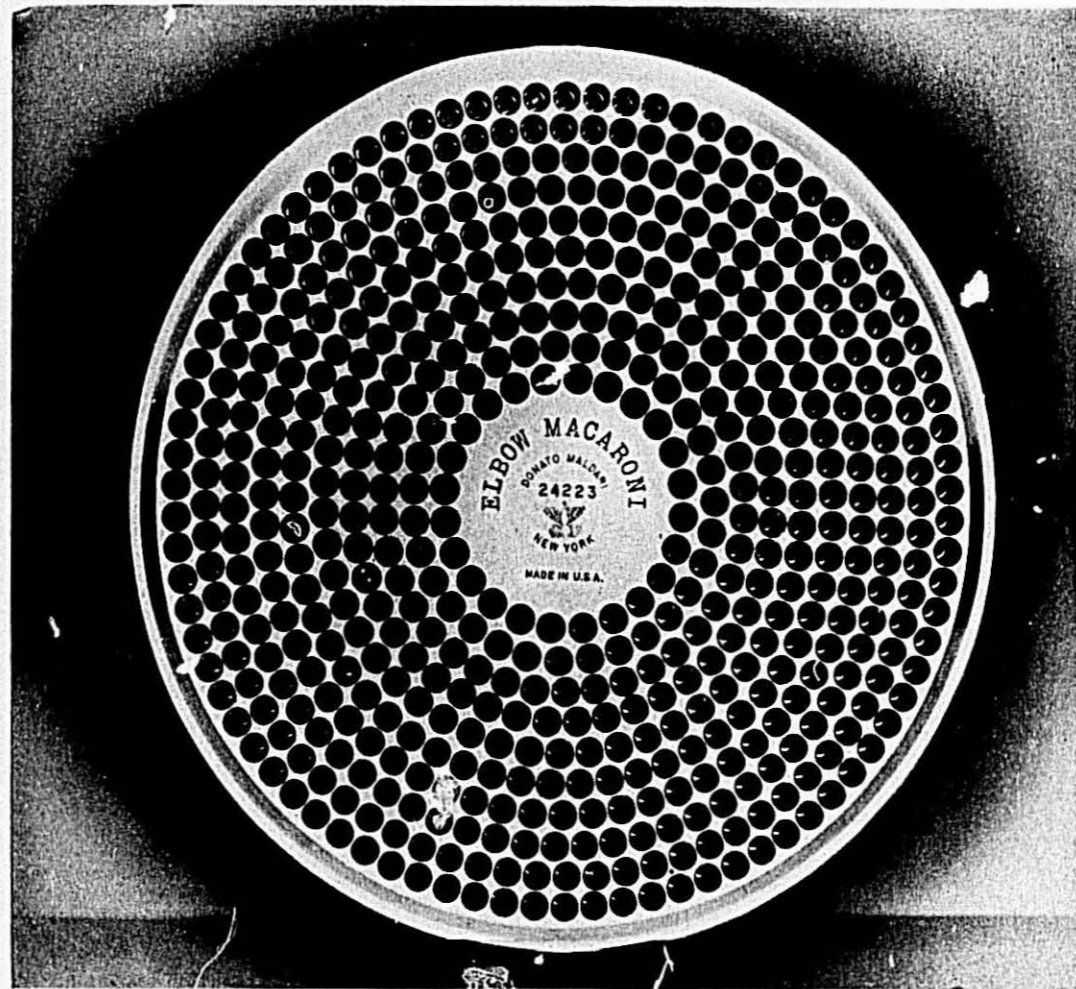
I believe we must look to the future. We must remember that we sell our product without milk, without meat. Al Ravarino has suggested that perhaps we should concentrate on talking about the total food value of a macaroni dish in combination with meat and milk products and other mixtures. That is a good idea, but I feel that the significance of proteins is becoming so important that we must consider improving our products when we sell them alone. If nutritionists and consumers get the idea that our products are not as nutritionally good as some others we have something difficult to overcome. It is for that reason I think we should be open-minded in considering additives and even contemplating changes in our standards of identity if really beneficial contributions can be made to macaroni products from a nutritional standpoint.

Now about our round table discussions: the technique is described on the back

(Continued on page 41)

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The Durum Picture



GENE KUHN

Supply and Distribution

Gene Kuhn, manager of the Amber Milling Division of the Farmers Union Grain Terminal Association, presented the following statistics on durum supply and distribution for the 1956-57 crop year to the Winter Workshop:

Stocks on July 1, 1956 on farms and at interior mills and elevators are estimated at 4,000,000 bushels. Commercial stocks were 707,000 bushels, while merchant mills held 1,262,000 making total July 1 stock 5,969,000.

Production in 1956:

Montana	18,093,000
North Dakota	19,600,000
South Dakota	1,040,000
Minnesota	874,000
Total	39,607,000

Total supply then was 45,576,000 bushels.

On the distribution of durum, mill grind between July 1 and December 31, 1956 took 6,840,000. Mill grind until the 1957 crop comes in is estimated at 11,500,000, making the total grind 18,340,000 bushels. Seed requirements are estimated at 3,000,000 bushels; feed, cereal manufacturing and other uses 4,000,000. Total processed, plus feed and seed amounts to 25,340,000 bushels, making 20,236,000 available for export and carryover. Up to January 10, 1957, 10,650,000 bushels had been exported (with another 3,000,000 sold during that week), leaving as carryover September 1, 1957 a maximum of 9,586,000 bushels.

Acreage

Lester S. Swanson, durum manager of King Midas Flour Mills, analyzed the statistics and made these comments on acreage:

"Let's look at the Montana production of 18,093,000 bushels. The approximate harvested acreage in Montana was 980,000. Why did Montana, a state that has raised very little durum in prior years, come through with an 18,000,000 bushel crop? With the two-for-one plan in effect and the loan premium as an additional incentive, Montana growers saw the advantages and planted durum. Early spring estimates set indicated acreage sufficient to produce 12 to 14,000,000 bushels. But a large acreage of winter wheat was winter killed and plowed under. This additional acreage was planted to durum and as a result brought the total harvest up to 18,000,000.



LEE MERRY

about 15,000,000 compared to the 9,000,000 or less in prospect for this year.

"What are the prospects for next year? Supposing the one-for-one plan is put into effect. What total production can we expect, assuming of course growing conditions are favorable such as they were in 1956? Suppose we use as a basis this year's crop at 55,000,000 bushels, figuring Montana at 14,000,000 instead of 18,000,000 for reasons stated above. If growers participate to the extent that they did in 1956, with a one-for-one plan production would be curtailed at least one-third and the most we could expect to raise would possibly be around 23,000,000 bushels. We must keep in mind also that Montana has already planted a considerable amount of that acreage to winter wheat on which durum was harvested in 1956 and unless another winter kill takes place this acreage would not be planted to durum in 1957.

"Liberal legislation is needed if we expect sufficient durum to be grown to meet the needs of our industry, and provide for a normal carry-over. If there had been no incentive program in 1956 it is conceded that very little durum would have been raised in North Dakota. A normal durum acreage carries no assurance that a normal crop will be harvested because of drought, frost and other adverse conditions. Then, too, the introduction of Lee and Selkirk varieties of spring wheat has cut heavily into durum acreage. These varieties grow well in the area and remove much of the risk farmers take. Unless the farmer is offered an incentive to plant durum he can take the easy way and plant these varieties of spring wheat."



LESTER SWANSON

"Now, let's look at this 39,000,000 bushel total in relation to normal production during those years prior to 1952 when 15B rust started taking its heavy toll. The 10 year average 1942 to 1951 was approximately 38,000,000 bushels so you can see the 1956 crop on the two-for-one plan did not produce a crop in excess of the 10 year average. As a matter of fact, the average for the years 1947 to 1951 was 40,000,000 bushels. The average mill grind for this period was close to 24,000,000 bushels and the average carry-over

Production and Distribution of Durum (1,000 bushels)

Crop Year	Production	Mill		Feed, Cereal & Other Uses		Exports	Total
		Grindings	Seed	Seed	& Other Uses		
1951-1952	35,492	25,533	3,218	2,071	13,280	44,102	
1952-1953	23,097	23,667	2,940	1,744	2,917	31,268	
1953-1954	13,883	11,914	2,165	1,788	41	15,908	
1954-1955	5,148	5,862	1,858	579	0	8,299	
1955-1956	19,580	8,477	2,537	4,574	299	15,827	
1956-1957	39,607	17,340*	3,000*	4,000*	10,650*	34,990*	

*Estimated

Mr. MAC. Welcomes 100% DURUM back!



Mr. Mac: "I'm glad you're back! It's wonderful to be full of flavor and rich color again. And now I'll have that just right gluten content too."

Mr. 100% Durum: "That's right! Now you'll look better, taste better, and cook better too. Remember there's no substitute for 100% Durum—That's me!"

King Midas DURUM PRODUCTS
KING MIDAS FLOUR MILLS MINNEAPOLIS

Exports

Lee Merry, durum sales manager for General Mills, commented on macaroni manufacturers' concern about sales of durum wheat in export. He said: "This concern may be justified if excessive

(Continued on page 24)

Why Does She Buy It?

by Elihu Robinson, Promotion Director, Food Publications, Inc.

EVERYWHERE we go in industry today we find indications of impulse buying. It is not only one of the most vital subjects to the food field, but certainly one of the most fascinating. Fascinating because it involves customers at their most unpredictable and because it takes in the entire sweep of supermarket products.

In 25 years of living with this tremendous and intangible force, we have come to understand certain things about it. The famed DuPont Impulse Studies have alerted us all to the growing extent of the frequency in occurrence of impulse purchases and yet the facts show that there still is much we do not understand. Things as big as *what is it? How did it come about? How impulsive is it and what is its effect on brands?*

Star Market Survey

This is the story of 4,848 purchases by some 265 Star Market customers during the week of March 19, 1956, and what they reported motivated their decisions.

If ever a supermarket in the country was laid out, engineered and operated for impulse buying, we think this is one of the best. It is a big, inviting market brimful of merchandise and chuck-full of aisle displays and wall displays to tempt the eye, the taste, and the pocketbook. Its volume was running a trifle over three million dollars a year.

The second reason for selecting this market is that nowhere in the store except the ground coffee section is there a private label. This is the story of manufacturers' brands nationally advertised, locally advertised, and not advertised at all, fighting it out for that impulse dollar.

The research was conducted under the supervision of Dr. O. C. Olsen of our firm. Interviews were conducted by the firm of S. W. Wilkerson of Philadelphia. They are the same firm who over the years have conducted the DuPont impulse studies.

Two Part Interview

The interviews broke down to two parts: the first occurring before the woman had done her shopping as she came into the store. Before passing into the shopping section, she was stopped by an interviewer who said, "We're conducting a little study today for our market and we wonder if you would tell us what you are planning to buy on this trip to the supermarket." A notation was made if she carried a shopping list.

Nineteen per cent of the women carried a written shopping list, the other 81% were working from their minds. Percentage-wise, more men carried shopping lists than women did.



ELIHU "ROBBY" ROBINSON

Then the shopper went about her shopping in the usual fashion, not knowing that there was going to be a second part of the interview which occurred after the circuit of the store was completed and the customer had gone to the checkout counter. At that point she was rejoined by the interviewer and each of the purchases was then carefully checked off. Any substitutions of items were carefully noted. When we came to impulse purchases, on unplanned purchases, two basic questions were asked: (1) why did you select the item which you did? and (2) why did you select the brand that you did?

Impulse Builds Sales

These people came into the store planning to buy 2,154 items or an average of 9 items per customer and ended up buying 4,848 for a total of 19 per customer. In short, impulse buying had accounted for 53% of their total purchases and here are those impulse purchases written down, department by department.

Fresh meat: a solid 50% of total purchases was the result of extra purchases made on decisions reached in the store. This is double the national average and gives you some idea what a fine prepackaged meat department can do for the supermarket. For frozen foods it was 57%; dairy products 56%; produce 37%; and cereals, flour, macaroni, etc. 61%.

Certain products in the food industry have gotten the reputation of being high impulse items. These include pickles and relishes at a rate of 74%; jams and jellies 85%; packaged desserts 79%; candy, nuts, and other confectionery items 89%. These items have always been considered by the buyers and merchandisers as red-hot impulse items—the kind of items that naturally would go well on special displays.

The Macaroni Picture

We had the impulse picture brought out on macaroni, spaghetti, and egg

noodles both together and separately to show you what that reveals.

First, specifically planned purchases—this is when a woman comes into the store, says she is going to buy spaghetti, and has a very sharp image in her mind of the brand it is going to be. Of the total purchases made of spaghetti 22% come in that category, macaroni 27%, noodles only 12%.

Now, the generally planned purchases. These generally planned purchases are when she is coming into buy spaghetti but she doesn't have a brand in mind. Spaghetti had no purchases in that category. When these women think of buying spaghetti, they have a brand firmly in mind. Not quite so true with macaroni, however, because in 7% of the purchases they didn't have a brand in mind and in noodles the figure was even higher—12%.

Macaroni Has High Impulse

Now we come to the importance of the unplanned purchases and look at some of these figures: of spaghetti purchases 22% were planned specifically, 78% of the total purchases made were impulse or unplanned purchases; macaroni 66% and noodles 76%.

Compare your own figures on the products with relishes, confectioneries, etc. that the food chains consider astronomically high—78% on spaghetti, 66% on macaroni, and 76% on noodles.

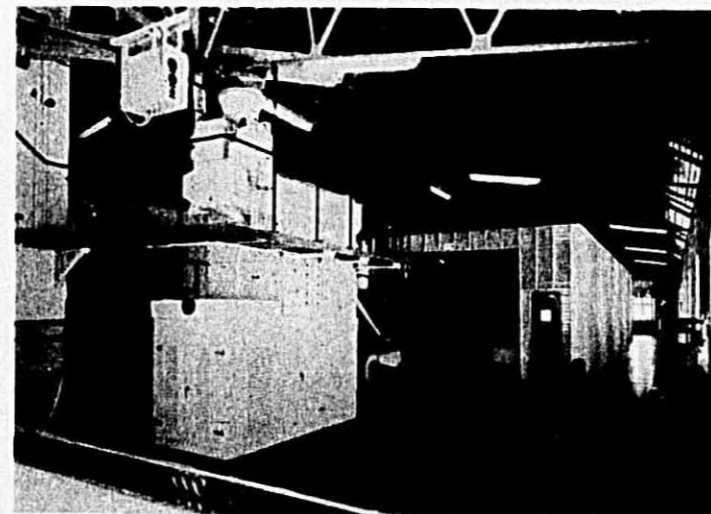
I am impressed by one fact. *This is a high impulse item.* The thing that is amazing is that all other products that have a high impulse reputation are specialties. This is a staple and yet look at the impulse picture that you get in this store and by the customers. It clearly points out one thing: the value and importance of a macaroni, spaghetti and noodle department in that store in a high traffic location so that the impulses can go to work.

Reasons for Impulse

Here are the reasons why these impulse purchases occurred; the reasons given to us by customers as they had completed their purchases, and while the memory of each purchase and each motivation was still sharp in their minds. They had two decisions to make about each impulse purchase. The first, to select the item. Here are the reasons they gave us in regard to why they selected the item they had:

(1) quality and freshness; (2) the family's taste appeal; (3) price; (4) it was overlooked on the shopping list and remembered when they were in the store; (5) product convenience features; and

(Continued on page 26)



Buhler Press and TTM Short Goods Dryer Installation

BUHLER SHORT GOODS DRYER, TYPE TTM

PRINCIPLE

Goods extruded from the press pass through an oscillating preliminary screen dryer, where they are slightly surface dried to prevent deformation. Thereafter, they are conveyed to the preliminary drying section of the dryer and spread evenly over the top conveyor by means of a distributor.

After passing through the controlled pre-drying stage, the goods enter the finishing dryer where they are also subjected to a controlled drying process. They leave the dryer at a little higher than room temperature and may be packed immediately.

To obtain optimum drying, two independent climates in the dryer are automatically pre-determined by control instruments.

DESIGN CHARACTERISTICS

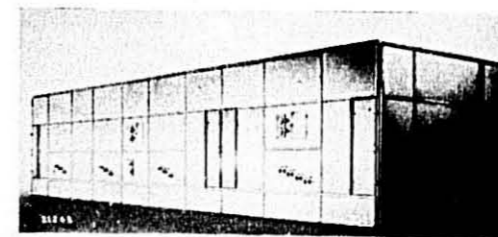
- 1) The TTM offers the smallest space requirement for a dryer of this capacity, plus small power consumption compared with capacity.
- 2) Aluminum housing over light-weight insulating panels is designed as a heat and vapor barrier, permitting the dryer to be operated at higher temperatures and humidities without increased heat losses, thus producing a better looking product in a shorter drying time.
- 3) The fully-automatic operation of the short goods manufacturing line requires only periodical supervision. Any deviations from the normal operating temperatures are quickly observed on external recording instruments and can be corrected in time to prevent goods spoilage.
- 4) A battery of blowers on each side of the dryer provides for sufficient air throughout all stages. The air is guided through ducts into the drying chamber to the desired location and then is forced through the conveyors and the goods. Heaters between the conveyor bands recover the drying capacity of the air after the passage through each layer. The heat input of each heater is simply adjusted by two valves according to a heat requirement chart, to obtain optimum drying capacity for every class of goods.
- 5) Two products may be dried simultaneously under continuous operation. The press shut-down time for die changing permits enough time between the two operations to adapt the climate to the following product.
- 6) The conventional screens are replaced by specially shaped, corrosion resistant channels forming the con-

veyor elements, thus eliminating repairs and breakdowns.

- 7) The slow moving parts require minimum lubrication. Lubricants cannot come in contact with the product.
- 8) The positive control of heat input and climate adapted to the drying characteristics of the shapes allows different drying times. These are obtained with a 2- or 3-speed conveyor drive.
- 9) The electric control cabinet incorporates all controls, pilot-lights, starters and overload relays. It is located for convenient observation by the operator. Respective pilot lights flicker if a motor should fail to operate.

CAPACITY

The Short Goods Dryer TTM is built in three sizes, with capacities from 650 lbs. to 1400 lbs./hour, determined by the specific density of the product to be dried.



TTM Short Goods Dryer in Light Metal Panelling

BUHLER BROTHERS, INC.

Engineers for Industry



Since 1860

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Macaroni Newsreel

by Theodore R. Sills, public relation counsel for the National Macaroni Institute

THE report of 1956 publicity was presented in a film giving the following facts in pictorial form:

National magazines reached 202,000,000 homes with 80 illustrated stories about macaroni products.

National newspaper syndicates carried 100 macaroni stories to 1,000,000 newspaper readers.

Major newspapers in the nation's 168 major marketing areas published 24 separate macaroni products stories for a total circulation of 576,000,000.

There were 28 illustrated macaroni stories in Sunday supplements in newspapers whose combined circulation is 127,454,000.

Full color photographs of macaroni, spaghetti and egg noodles appeared 18 times in major newspapers with a combined circulation of 6,947,000.

Television and radio shows reached an audience of 60,000,000 listeners and viewers with macaroni publicity.

In specialized markets, publicity appeared in the labor press, circulation 10,000,000; the Negro press, circulation 1,500,000; and the farm press, circulation 3,358,000.

Every Major Market

Food pages of newspapers reaching every marketing area in the nation presented macaroni, egg noodles and spaghetti at their tastiest best in illustrated recipes that made macaroni products tops in popularity for Lenten eating.

Leading women's and family magazines introduced macaroni product dishes to their millions of readers as a sure-fire way to banish the dullness of a Lenten diet. For example, McCall's offered its readers a mouth watering illustrated recipe for noodles au gratin.

Town Journal showed its readers new ideas for serving spaghetti with a color illustrated story.

Leading newspapers across the country carried thousands of lines of illustrated stories about macaroni products on their food pages. Some of these stories were: "Vary Your Menus with Macaroni"; "Something Good to Eat"; "Spaghetti and Fish Combine to Make Attractive, Flavorful Dish."

From Maine to Mexico

Cooking shows from Maine to Mexico popularized macaroni, spaghetti and egg noodles for winter and Lenten menus.

Syndicated food columns, appearing daily in hundreds of leading newspapers, helped to make macaroni products regular items on the nation's tables. For example, stories were circulated by Newspaper Enterprise Association to 802 newspapers with a combined circulation of 25,000,000;



THEODORE R. SILLS

International News Service carried stories to 16,000,000 homes; King Features reached 6,000,000 with stories; The Associated Press circulated stories to newspapers read in 28,000,000 homes; and Bell Syndicated delivered stories to newspapers reaching 1,000,000 readers.

When Rocky Marciano gave up his heavyweight championship, he walked into a new title, "Macaroni's Man of the Year for Using His Noodle." The story swept the nation, with newspapers running it under such headlines as: "Macaroni man, that's Rocky"; "Marciano uses noodle"; "Macaroni man of the year"; and it was an all-day laugh on radio and television newscasts.

Every Media

Leading family magazines gave their millions of readers illustrated recipes and stories that stressed the ease of preparing macaroni, spaghetti and egg noodle summer dishes. For example, the rural homemaker learned to prepare four different macaroni product meals from a full-page layout, illustrated by a National Macaroni Institute photograph in color, which appeared in Farm and Ranch. True Confessions, with another National Macaroni Institute color photograph, brought four macaroni products recipes to its many readers. This was a two-page layout.

Summer macaroni recipes appeared in such papers as the Baltimore Sun; Albany (New York) Times Union; Seattle (Washington) Times; Charlotte (North Carolina) News; the Newark News; the Trenton Trentonian; the Wichita Falls; Texas Record News; the Charleston Mail; and the San Bernardino (California) Sun.

National Macaroni Week, 1956, scored tremendous consumer impact when publicity hit the country's newspapers, magazines, and television and radio networks.

The Low Calorie Quickie Dinner and other macaroni publicity blanketed the nation. "National Macaroni Week on Today," said one newspaper. Another said, "Glamorous Recipes for Macaroni and Noodles."

Leading national newspaper syndicates carried low calorie stories across the country.

Manufacturers and retailers tied in with the Low Calorie Dinner and Macaroni Week, 1956, with posters, newspaper advertisements, brochures and recipe sheets.

Statistics were released showing that every man, woman and child in the United States eats an average of 25,000 inches of spaghetti a year, and the macaroni products consumption story reached hundreds of newspapers through the United Press and International News Service.

Plenty of Placements

Macaroni products were big favorites with big name television and radio entertainers in 1956. Jack Benny's 35,000,000 fans heard about macaroni on his 150-city CBS television show. The "Today" show broadcast macaroni products over NBC's 99 stations coast to coast, and 6,000,000 people saw and heard about them on "House Party." National Macaroni Week cropped up scores of times on disc jockey shows from California to Massachusetts.

Institutional trade publications published new menu ideas for hotels, restaurants, schools, and hospitals. Institutions Magazine carried a full-page illustrated article, with recipes, on low calorie spaghetti dinners as they are served in Chicago's world-famous Sherman Hotel.

While Dwight Eisenhower and Adlai Stevenson campaigned for the presidency, their portraits were drawn in macaroni and appeared on television.

Grocery trade publications reached 360,000 retail grocery outlets with stories of how to boost macaroni product sales.

The macaroni industry's new movies were television hits. In the first three months after it was released, "Stag Party," the saga of a man who cooked a spaghetti dinner for his office buddies, was shown on 89 television stations and was seen by 2,908,071 people. "Use Your Noodle" with tips on party planning, has already appeared on 21 television stations and has a busy year ahead judging from its advance booking for 1957.

Things to Come

Now about things to come: There will be more competition for the food dollar. There will be more competition for shelf space, and there will be much more competition for the consumer's attention. So, how do we shape our fight
(Continued on page 28)

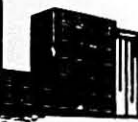


More and more homemakers are fast learning macaroni products are a perfect answer to the problem of rising food costs. For only a few pennies per portion a countless variety of tempting macaroni product dishes can be served. With no other food on grocery shelves today offering so much in nutritional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



World Outlook for Macaroni

MACARONI is big business in many parts of the world.

In Quilpue, Chile, Compania Molinos y Fideos "Carozzi" is celebrating its 50th Anniversary. In their mills and macaroni plant they employ more than 600 workers who are producing a 100% durum product with the help of the most modern machinery and the latest technical improvements. Their annual output reaches 40,000,000 pounds of macaroni at a value of about \$6,000,000 in United States currency.

Their technical manager, Mr. Riccardo Borello and their sales manager, Mr. GianCarlo Maschietto, are planning to visit the United States soon to learn more about the technique of production and selling.



Compania Molinos y Fideos "Carozzi," Quilpue, Chile, South America

World Wide Survey

Recently the Macaroni Journal sent out a questionnaire to its foreign subscribers to get an up-to-date tally of macaroni production around the world and to evaluate the outlook for 1957.

From Cuba comes word that the business outlook for 1957 is good. Some 24 plants are producing 20,000,000 pounds of product a year, with an average consumption in Cuba of about 4 pounds per person. The most popular sales unit is a half pound package in cardboard boxes, paper bags, selling for about 15c. Prospects are viewed as good.

In Europe

In England, some 15 plants produce about 36,000,000 pounds of product a year, and consumption runs slightly less than a pound per person. The popular selling unit is a 1 pound carton selling for 1/9d. Canned macaroni sales in England are expected to increase, but dried macaroni, except for one product, receives no national advertising.

Finland has 6 macaroni plants producing 4,200,000 kgs. in 1956, making the per capita consumption about 1 kg., or 2.2 pounds.

Good macaroni flour has to be imported and the best qualities are not always available. Macaroni also has a purchase tax of 25% on the producer's price in Finland. Half kg. packages of long macaroni sell for 64 finmarks, about 27 1/2c in United States currency.

Six plants in Belgium produce 18,500,000 kg. or 41,000,000 pounds. Per capita consumption in 1956 ran 2.1 kg. or 4.5 pounds. The most popular product, packed in a package of 250 grams sells for 24 Belgian francs, or about 48c in United States currency. Industry prospects in 1957 are regarded as fair.

Switzerland has about 55 plants producing about 97,000,000 pounds. Consumption year after year is a steady 19 to 20 pounds per person. A variety of qualities are offered to the market. Top semolina sells for 75 francs the 500 gram

packet. The second quality is worth 68 francs. Top quality fresh-egg noodles sell to the retailer for 1.18 francs with lower prices for bigger buyers. Most of the packaging is done in cellophane.

Italy's Big Consumption

Italy has between 1700 and 1800 plants turning out 1,350,000,000 kgs. or about 3,000,000,000 pounds per year. The per capita consumption is the highest in the world running about 29-30 kgs., or 64-66 pounds per person per year. 180 lira per kg. is the price of the most popular package. Some expansion is contemplated in 1957 "for exportation." Prospects are regarded as good.

In Malta, a Mediterranean island south of Sicily and east of Tunis, some 28 plants have merged into 21. Their production in 1956 totaled about 6,000,000 kilos or 13,227,600 pounds. Per capita consumption runs 37 to 38 pounds, but macaroni is rationed in Malta under government control. Delivery direct from factory to grocer involves difficulties particularly with the low-profit margin permitted. Rationed macaroni is sold in second-hand cardboard boxes at about 1/4 p. per pound. Derationed macaroni sells for about 7/10d sterling per 1/2 pound cellophane packet. Manufacturers are not optimistic about the outlook.

Israel has about 15 factories with most of them small enterprises. Their production in 1956 totaled about 8-10,000 tons. Per capita consumption was about 5 kgs. or 11 to 12 pounds per person.

Production problems are encountered in Israel because the milling industry works for the government on a wage scheme and the purchase of flour by processors must be made from the government at fixed costs. The manufacturer has no control over his source of supply and must use whatever raw material is available.

Plain noodles packed in 400 gr. paper bags cost about 1L 500. per ton, plain macaroni about 1L 600. per ton. Packaging is mostly paper with a small amount of cellophane and polyethylene use. Manufacturers distribute direct to retailers in their own trucks.

To the question about the general outlook, the answer was given: "The time when prophets were living in our country has gone long ago."

In Morocco 25-30 plants produce 25-40,000,000 pounds per year, which makes per capita consumption range between 2 1/2 and 5 pounds. Half pound packages are most popular in paper and cartons, with the going price 80 francs for 1 kilo. Prospects for 1957 are regarded as poor.

In the Philippines business is fair. Four plants last year turned out approximately 1,800,000 pounds. Per capita consumption was .8 pound, not including Chinese noodles made of wheat flour or rice noodles made of rice starch, which have the widest consumer acceptance. Raw material problems make the accumulation of stocks difficult and variation in raw materials has created drying problems. An 8 ounce package of macaroni in a cardboard carton sells for 35c. Though the Filipinos are primarily rice eaters, the macaroni industry is gradually expanding each year and prospects are regarded as fair.

In the Orient

Japan has 12 macaroni plants, three of which are considered large. Consumption is small because, again, consumers are primarily rice eaters. 1956 per capita consumption ran about 70 grams, or about 1 1/2 pounds. A 300 gram sales unit sold for 50 yen, or the equivalent of 11c in United States currency. Packages are usually 12-15 kgs. in a paperboard box. Macaroni manufacturers are optimistic of an upward trend in consumption.

Twenty-five plants in Australia last year produced about 13,000,000 pounds, which approximate 2 pounds per person. Some production problems were experienced because of low quality raw materials. High freight rates are something of a distribution concern; packaging is done in cardboard packets and cellophane bags. The most popular retail size is a 1 pound packet selling at about 1/5d. A 22 pound bulk package sells for 22/6d. Business prospects look good because of the heavy influx of migrants.



Comet No. 1 Semolina . . . one of the largest

day after day, season after season, to measure

selling brands of Semolina in America for

right up to your quality standards. Be sure to

macaroni production. Count on Comet No. 1,

put Comet No. 1 on your next Semolina order.



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

That's a Switch!

It sure is! And the man throwing the switch is Joseph Gioia, Vice President of Bravo Macaroni Company, Rochester, New York. The switch Mr. Gioia is throwing is just a small part of the complicated electrical control panel that functions as the "brain" of Bravo's newly installed bulk flour handling system.

Flexibility in blending flours is the big feature of the Bravo installation, provided by the maze of electrical relays, motors and switches behind the huge control panel.

The storage system consists of three 100,000 pound capacity bulk flour storage bins. Each of the three bins is divided into two compartments, making six compartments, each with a capacity of 50,000 pounds of flour.

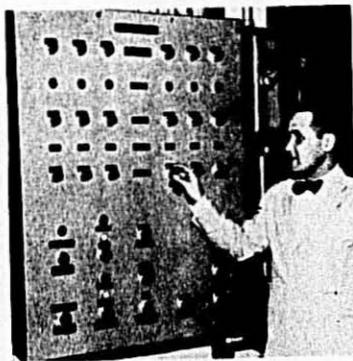
In Bravo's operation, flour can be unloaded from either bulk truck or Airslide car. Unloading time for bulk trucks is about one hour; for rail cars about three hours. The flour travels from either of the main intake pipes to a central pipe switch which diverts the flow of flour into any one of the six compartments in the bins. A fool-proof system of bin-level indicators within each compartment and micro switches on the pipe system provide an automatic shutoff of flour as each compartment is filled. The indicators and switches are also synchronized to clean the system automatically.

Complex System

The complex electrical control system in the Bravo plant costs five times the normal installation in a bulk flour bakery with similar storage capacity. The reason for this is that most bakeries with bulk flour handling equipment use a straight patent flour which is blended at the mill and which requires no special blending in the plant. In a normal bulk flour shop, the flour is simply transferred from bulk storage to bin to sifter, or from storage to bin to sifter to mixer, as the case may be.

In the Bravo plant, however, they blend durum flour and semolina to their own specifications. Once the switches are set on the giant control panel, and the system is put into operation, it automatically withdraws the flours from storage and blends any pre-selected combination of flours in the desired proportions. This "tailor-made" blend of flours is then conveyed to its own "use" bin, where it is ready for mixing. The "use" bins, which hold approximately 15,000 pounds of flour, have "maximum" and "minimum" bin-level indicators that keep them properly filled with the specific blend of durum flour and semolina at all times.

Bravo's new bulk flour handling system was designed by International Milling Company engineers, and installed under their direction and supervision. International, a pioneer in bulk flour installations, and one of the largest millers and distributors of bulk flour, employs a large staff of well-trained, experienced bulk flour engineers to serve the trade. International has a large fleet of bulk flour



Joseph Gioia at panel control.

trucks operating from distribution centers across the nation. The company also operates a fleet of bulk flour railroad cars to augment their truck fleet in serving the bulk flour trade.

Mueller Installs Bulk Handling

The C. F. Mueller Company, Jersey City, New Jersey, manufacturer of macaroni, spaghetti and egg noodles, has started construction of an addition to its plant. This addition will be used to facilitate a materials handling program which will permit the company to receive its raw materials in Airslide cars. The building is being constructed by Eriksen Construction Co. of Jersey City and is expected to be completed by April, 1957. The materials handling system is scheduled for completion by July, 1957, and will permit to unload, store, blend and reclaim its materials in bulk. The materials handling equipment which will be used by the company in this installation was designed and engineered by Sprout, Waldron and Co. of Muncy, Pa. The storage silos were designed and engineered by the Day Co. of Minneapolis.

This conversion to a bulk handling system from the present bag storage system will release floor space in the Mueller plant and will allow the company to expand its present manufacturing facilities.



Golden Grain Fleet of Fruehauf Cubeliners

Equipment Show in Mexico

Braibanti will have an installation of coiled goods on display and in operation at the Italian Industrial Exhibition at Mexico City, March 6-31.

Flood Replacements

Delmonico Foods of Louisville, Kentucky has authorized replacement of all macaroni and egg noodle products that were damaged in the recent flood in Kentucky. Damaged merchandise in the hands of retailers or wholesalers will be replaced absolutely free, according to company spokesmen.

Golden Grain Trailers

The Fruehauf Cubeliner was the answer to an important hauling problem encountered by the Golden Grain Macaroni Company of San Leandro, California.

Their products, spaghetti, lasagna, macaroni, egg noodles, etc., are lightweight, yet bulky. To meet the requirement of this haul it was necessary to have a lightweight vehicle capable of carrying a large amount of cubic volume.

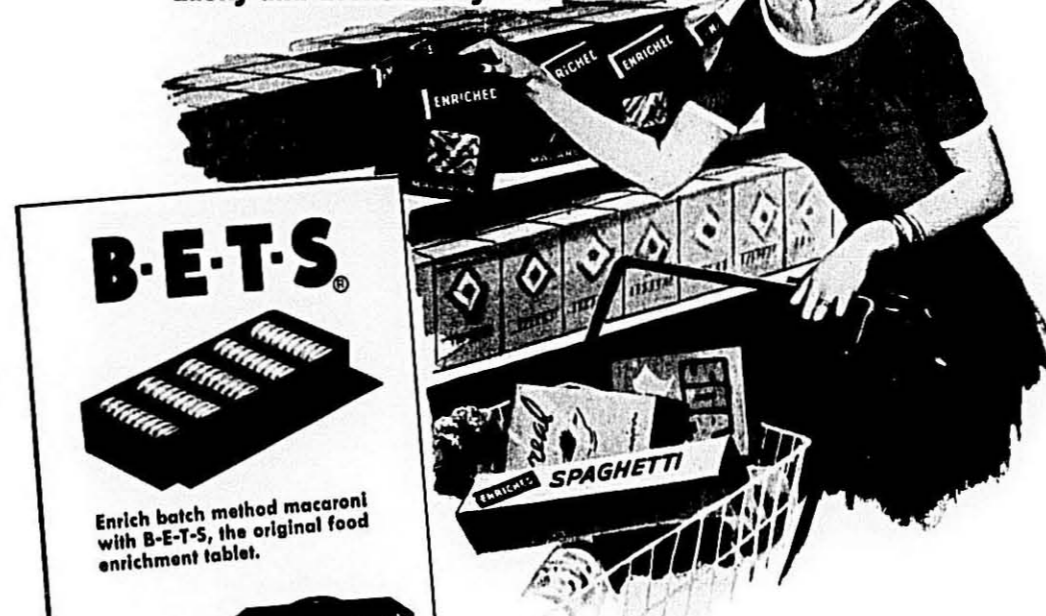
Commenting on the success of his fleet in this respect, Vincent De Domenico, Secretary-Treasurer of the firm, states, "Our Cubeliners are light enough so that we get maximum payload without exceeding legal limits. The six 21-foot Cubeliners we recently purchased, weighing in at 5400 lbs. each, enable us to carry 2,500 lbs. more macaroni per train load than we were able to do in the past."

De Domenico also states that his drivers report the Cubeliner pulls and rolls much easier than equipment customarily employed in this operation.

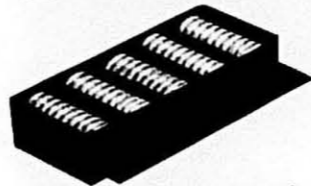
The Golden Grain Macaroni Company operates a fleet of 11 Fruehauf trailers hauling all over California as well as to Salt Lake City and Seattle. Present plans call for more of these to be purchased to increase the size of the fleet in the near future. Last year the firm hauled 25 million pounds of food products and this year the total will probably reach 28 to 29 million pounds. The firm's business has been increasing at the rate of from 10 to 15 per cent every year.

How *Sterwin* Enrichment Gives Your Macaroni A SALES PLUS

Easily and Economically...



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Enrich batch method macaroni with B-E-T-S, the original food enrichment tablet.



Enrich continuous press macaroni with Vextram, the original starch base enrichment mixture and use the Sterwin Feeder.

SUCH an overwhelming majority of today's shoppers are nutrition conscious that enriched foods just naturally sell better. And that's as true in macaroni products as it is in bread, milk and other foods. Customers know enrichment means better health... alert manufacturers know it means better business.

And this profitable sales plus can be added to your macaroni products at nominal cost through Sterwin's Enrichment Service. For Sterwin, originators of standard enrichment agents for both batch and continuous process macaroni production, are long-experienced specialists in easy, accurate and economical enrichment.

Sterwin Enrichment provides a strong selling point well worth stressing in your advertising and on your package. You'll be agreeably surprised at its low cost.

See your Sterwin Technically Trained Representative or write direct for prices and details. No obligation of course.

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PIONEERS IN MACARONI PRODUCTS ENRICHMENT

Tricks and Treats with Macaroni Foods

A Filmstrip Presentation by the Durum Wheat Institute

MACARONI foods are made from durum wheat. This special kind of wheat is grown primarily in North Dakota. The growing area also extends into Minnesota, South Dakota, Montana, and Canada. Durum wheat is vital to the manufacture of quality macaroni foods for several reasons. Durum semolina makes a product that holds its shape when cooked. It also imparts a flavor that is wheaty, "almost nutlike." Durum wheat is naturally golden in color, rather than gray or white.

About Durum

Durum wheat is very hard, flinty, and high in protein. When durum wheat is milled, the inner portion of the kernel, called endosperm, breaks up into small granules, about as fine as table salt. This granular substance, called semolina, is the chief ingredient used in the manufacture of macaroni foods. Water is mixed with semolina to make a stiff dough. Water temperature and the amount of mixing must be carefully controlled so that the dough will have the right consistency. A properly prepared dough goes smoothly through perforated metal discs, called dies, to make the various shapes of macaroni foods.

The term, "macaroni foods," is general, and is used to describe all the varieties of macaroni, spaghetti and noodles. Commonly available are noodle bows, long spaghetti, elbow spaghetti, medium noodles, alphabets, shell macaroni, spaghetti or thin spaghetti, fine noodles, elbow macaroni, broad noodles, small macaroni shells, and jumbo macaroni shells.

Macaroni foods come in more than 150 different shapes. Some of the fancier shapes bear Italian names, such as cappelletti, mafalde, rigatoni, attupattelli lisci, fusilli senza buco, shells, mostacciolini, margherite (flat macaroni), tiny egg novelties, green noodles, fusilli bucati, cavatelle, tufoli, cresta di gallo (rooster's crest), lasagna, rosetta, long zitoni, rotini and manicotti. These imaginative shapes can stimulate any creative cook. All of these shapes are not readily available all over the country. But, when you can buy them, they're exciting and different.

In most recipes, macaroni, spaghetti and noodles may be used interchangeably. Because of the variety of shapes which bulk differently, the simplest method of measuring macaroni foods is by weight.

If you don't own a scale, it's fairly easy to estimate the amount you need from the package weight. If, for example, your recipe calls for 8 ounces of macaroni, you simply use half of a one-pound package. Small shapes of macaroni foods are fine for soup, medium-sized shapes are good in casseroles, and the bigger, thicker varieties are usually best when served with sauce.



DIRECTOR HOWARD LAMPMAN

Large, hollow shapes like tufoli and manicotti may be stuffed with meat mixtures and topped with sauce.

How to Cook

The traditional method for cooking macaroni foods calls for cooking until tender in a large amount of boiling salted water. But there is a new, easy method you may like to try. It gives good results with popular varieties of macaroni, spaghetti and noodles, as well as with other small and medium shapes.

This new cooking method requires a smaller amount of water. For every 4 ounces of a macaroni food, use only 3 cups of water, seasoned with 2 teaspoons salt. Bring the water to a boil. Then stir in the macaroni food, being careful not to stop the boiling by adding too much at one time.

When all the macaroni has been added, continue to boil it, stirring constantly, for two minutes. When you cook long spaghetti, wait for the ends to soften in the water; then push the spaghetti into the hot water as the ends soften.

Then cover the pan with a tight-fitting lid, remove from the heat, and let the pan stand for 10 minutes. During this time, the macaroni finishes cooking. Since the pan is no longer over the heat, you are free to go on to some other task.

At the end of the 10-minute period, the macaroni is at the correct stage of doneness. It is completely cooked, yet still chewy. It is not pasty or sticky. The Italian term, "al dente," describes this stage when the macaroni food is firm, yet tender. Many people test for doneness by sampling the macaroni. Others can quickly

tell by pressing a piece of the macaroni food against the side of the pan. The well-cooked product should offer a slight resistance to the fork, yet break cleanly and evenly. The new, carefully timed method for cooking macaroni foods is popular with less experienced cooks who find the step of testing for doneness somewhat difficult.

Rinse the macaroni immediately under running water to separate pieces that may have stuck together. Rinse the macaroni food with hot water if it is to be used in a hot dish; rinse with cold water if it will be used in a salad. Always drain the macaroni well before combining it with other ingredients.

A Glamor Dish

The macaroni which has just been cooked can be used in a glamorized version of a macaroni and cheese casserole. While the macaroni finishes cooking during the 10-minute covered period, the sauce can be prepared. The sauce is made from 1 can of condensed tomato soup and 2/3 cup milk. The soup and milk are mixed and then heated.

Into the hot mixture, stir 2 cups shredded American cheese, 1/4 teaspoon salt and a dash of pepper. Mix until the cheese is melted.

Then fold in the drained macaroni and 1 cup crabmeat. This easy casserole is an example of the convenience of macaroni foods. They combine so well with a variety of canned and fresh foods for quick and easy meals.

Pour the mixture into a casserole and top with buttered bread cubes. Bake in a moderate oven, 350° Fahrenheit, 25 minutes.

The delicate flavor of crabmeat promotes this macaroni and cheese casserole to the gourmet class. Serve it in your prettiest casserole. Call it *Gourmet Macaroni and Cheese*, and be proud to serve it for a company luncheon or supper. With crisp garden salads and crusty enriched rolls it will be a memorable meal.

Casseroles are classic favorites with busy homemakers. A recipe for *Salmon Shell Casserole* uses small macaroni shells, canned salmon, and Cheddar cheese in a tasteful combination.

Green Noodle Bake is another interesting recipe. In the manufacture of green noodles, puree of spinach is added to the dough to give the green color. The green noodles and hard-cooked eggs bake in a rich cheese sauce to create a Lenten dish that is outstanding in color and flavor. Individual dishes will hold *Southern Border Casserole*. Elbow spaghetti, cream style corn, American cheese, and pork sausages are featured. The mild flavor of macaroni foods combines well with many other food items like meat, cheese, fish, eggs, vegetables and even fruits.

Serve with Sauce

Macaroni foods served with sauce are always in demand. Heading the list of favorites you will find *Spaghetti with Meat Sauce*.

Who can resist this colorful platter of culinary temptation? Pass a bowlful of grated Parmesan cheese to sprinkle over the *Spaghetti with Meat Sauce*. Bread sticks and tossed salad are just-right accompaniments.

Other macaroni foods which are served with sauce are: *Percicelli (thin spaghetti) with Anchovy Sauce*; *Curry Spaghetti Platter*; and *Tangy Ham Sauce served on Broad Noodles*. There's no end to what you can do combining favorite foods with nutritious macaroni products. Macaroni foods are easy to store on your kitchen shelves, so they are always ready for good-tasting meals.

Serve as Side Dishes

There's still another way of serving versatile durum semolina products. Noodles, macaroni or spaghetti, served with melted butter or margarine, make excellent side dishes on a dinner menu. Many people like to sprinkle grated Parmesan or Romano cheese over these buttered macaroni foods, too.

Noodles cooked in consommé will give them a rich, meaty taste. Poppy seeds add interest as well as flavor.

Barbecued short ribs never tasted better than when served with *Navy Noodles*.

Small macaroni shells with lemon butter are a delicious side dish to serve with broiled salmon steaks, or other fish.

Very similar in preparation to casseroles are molded or loaf-type dishes. The ingredients are combined in the same way. But for serving, the dish is unmolded on a platter for attractive appearance. Noodles are added to a mixture of milk, cheese, eggs, salt, curry powder, pepper, bread crumbs and raisins.

The mixture is poured into a well-greased ring mold. Place the ring mold in a larger pan filled with hot water to a depth of about one inch. Bake in moderate oven, 350° Fahrenheit, about 45 minutes, or until set.

Curried Noodle Ring, filled with turkey and gravy, is a glamorous main dish for the day after Thanksgiving.

A *Noodle Loaf* can be made with either leftover chicken or turkey. Canned tuna would be excellent, too. It is very attractive with buttered peas and candied carrots. This is another example of how macaroni foods can help to make food dollars last longer.

Serve in Salads

Salads made with macaroni foods can be outstanding. Remember to rinse macaroni foods for salads with cold water instead of hot water.

The ingredients for *Garlic Spaghetti Salad* are: cooked elbow spaghetti, garlic dressing, celery, American cheese, ham, tomatoes, and lettuce.

Toss all ingredients, except the lettuce, together lightly. You may vary the quantity and kind of meat and cheese to suit your taste. Serve in a lettuce-lined bowl. This is a refreshing, yet satisfying, main dish for summer meals.



HOME ECONOMIST RUTH BEHNKE

Four different salads featuring macaroni foods—all of them remarkably good—are:

Breath O' Spring Macaroni, which uses only four ingredients . . . macaroni, dairy sour cream, green onions and salt. This is very good with cheese and cold cuts.

Picnic Spaghetti Salad, made from hard-cooked eggs, onion, green pepper, pimiento, elbow spaghetti, and mayonnaise, plus seasonings.

Hot Macaroni Salad in individual dishes. This recipe uses easy-to-make mustard sauce which flavors the shell macaroni. *Macaroni Cooler* has luscious fresh fruits and pecans which are tossed with macaroni shapes called "rooster's crests." Blue cheese in the salad dressing makes this truly outstanding. Elbow macaroni might be substituted in this salad.

Super Soups

Macaroni, noodles and spaghetti are hearty and satisfying additions to soup. *Clam and Noodle Chowder* is very easy to make. Cook garlic, onion, and green pepper lightly in butter or margarine. Then, add a can of clams and juice, 2 cups water, seasonings, and a can of tomatoes. Heat this mixture to boiling. Add uncooked noodle bows to the boiling mixture. Then cover the pan and simmer gently until the noodles are tender. Steaming bowls of *Clam and Noodle Chowder* and a platter of grilled cheese sandwiches make hearty fare for a Friday or Lenten meal.

For skillet dishes, macaroni foods need no pre-cooking. A very easy and quick dish is *Chili Skillet Supper*. Brown onions, green pepper and ground beef in skillet. Add tomatoes, chili powder, salt and pepper, and bring to boiling. Stir in uncooked elbow spaghetti. Cover the skillet, and simmer gently until spaghetti is done.

During football season, serve *Chili Skillet Supper* at a pre-game luncheon or after-the-game get-together. With it, serve mugs of milk and plenty of crusty French bread. Economical, easy-to-cook macaroni dishes are perfect for party buffet meals.

Thicker types of macaroni foods, such as lasagna and tufoli, need to be cooked differently from the method described previously. Cook the thicker types in a large quantity of water. For example, for 4 ounces of lasagna, bring 4 quarts of salted water to a rapid boil. As you add the lasagna to the water, wait for the ends to soften before you push the complete lengths into the pan. Cook the lasagna 15 to 20 minutes, stirring occasionally with a wooden spoon to separate the pieces. Rinse with hot water and drain. Then separate the lasagna and hang it over the edge of the pan or colander to allow for easier handling later. While the lasagna is cooking, a flavorful meat and tomato sauce can be made.

Like Lasagna?

Enthusiasts of Italian cookery are responsible for the growing popularity of this main dish called *Lasagna*, which uses the macaroni food known as lasagna. Its preparation may seem involved, but the results are certainly worth it. In a baking dish, make layers of meat sauce, lasagna, cottage cheese or ricotta, Swiss cheese slices, and grated Parmesan cheese. Use about one-third of each ingredient for each layer. The very last ingredients to go in the baking dish are the cheeses. These will give a bubbly, melty topping. Bake in a moderate oven, 350° Fahrenheit, about 35 minutes. Exclamations of approval are sure to greet this dramatic main dish. *Lasagna*, crisp tossed salad, and rolls will team up for a company buffet meal that will win acclaim for your cooking ability.

Convenience Foods

Many prepared varieties of macaroni food are now available. You may buy them canned, frozen or packaged in cartons that include the ingredients for sauce. These are the ultimate in "convenience foods," because all you need do is "heat and eat."

There is yet another way to enjoy versatile macaroni foods. Fry them in deep hot fat. Fine noodles are especially good when prepared this way. Place uncooked noodles in wire basket and fry until golden brown. Then drain on absorbent paper and sprinkle with salt. The French-fried noodles can be used as a base for a creamed meat, or vegetable, or eggs. Or, just plain, sprinkled with salt, they are good between-meal "nibbles."

Mix French-fried noodles with shredded coconut, butter and sugar, and they form an interesting crust for *Lemon Chiffon Dessert*.

Macaroni foods find their way into good-tasting dishes any time of the day. For lunch, for dinner, for late evening buffets, and even for breakfast. An easy

(Continued on page 21)

Another Ambrette Landmark!



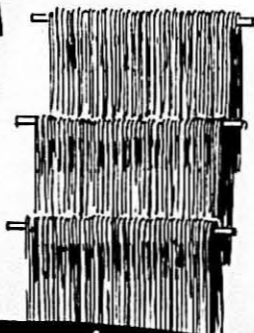
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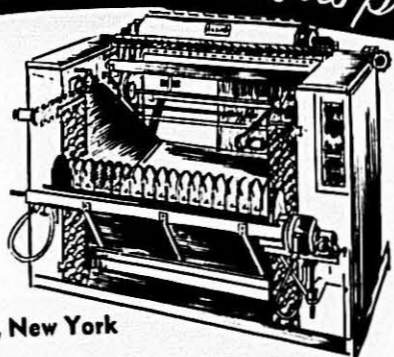
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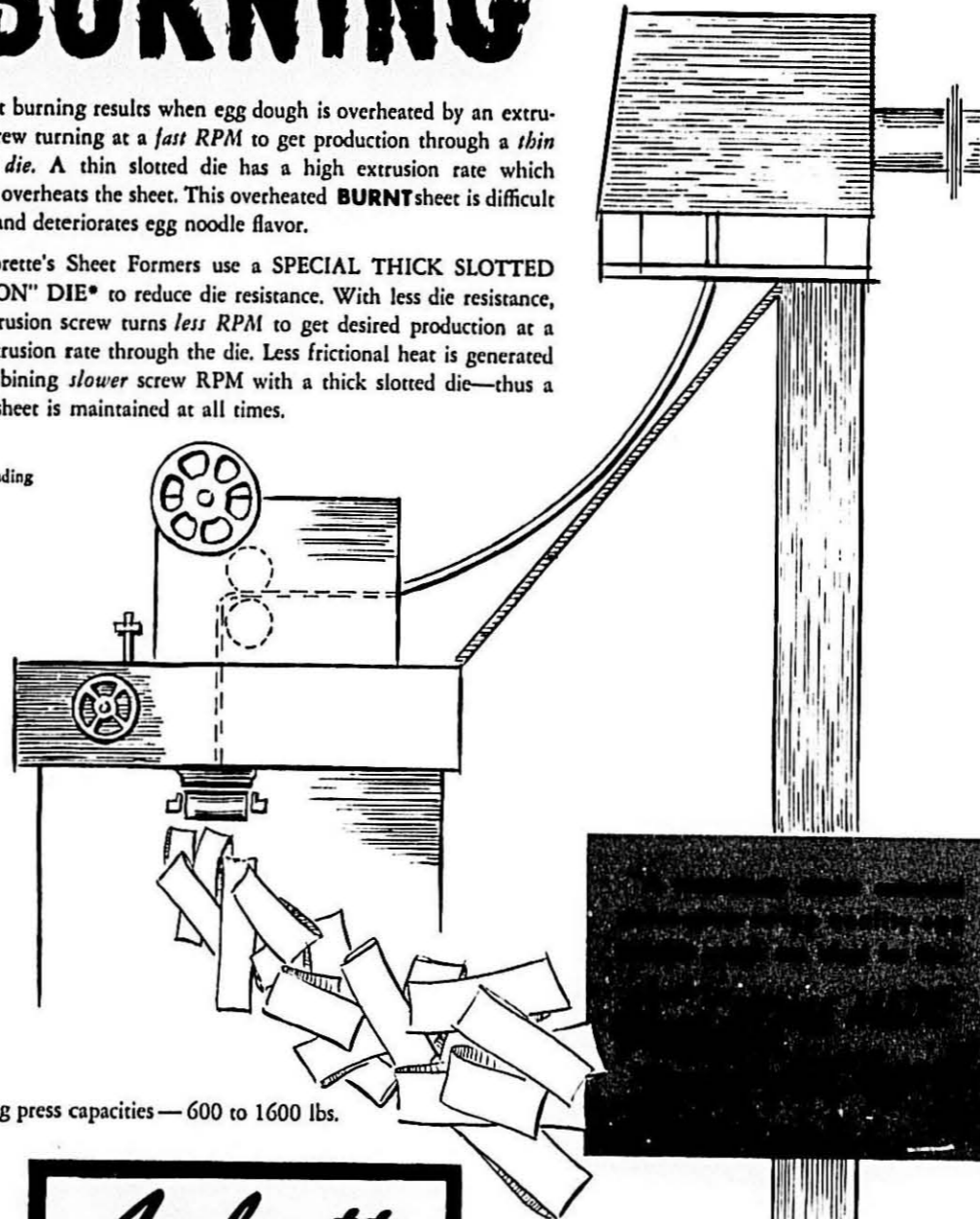
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*Pat. Pending



Sheet forming press capacities — 600 to 1600 lbs.



156 — 6th Street, Brooklyn, New York

Durum Picture*(Continued from page 10)*

amounts move in export and cause domestic shortages. On the other hand, export demand is a good influence if it relieves our market of burdensome surpluses and maintain a reasonable price level in the domestic market.

"It is not possible to predict or control the amount of durum that will be harvested by regulating the number of acres seeded. Such factors as drouth, extreme temperatures, insects, and other causes may take a toll of the growing crop that could reduce the expected final yield as much as 25% to 50%. Surpluses over domestic requirements are to be expected if we want to be certain of ample production and allow for the possibility of short crops from adverse growing conditions.

"The 1956 durum crop produced a surplus of approximately 20,000,000 bushels over and above domestic needs. This surplus could have had a damaging effect on the market price of durum with resulting prices so low that there would have been only a slim chance of getting farmers to seed sufficient acreage to durum in 1957.

"The approximate 10,000,000 bushels already sold for export removes half of the estimated excess and leaves sufficient carryover plus some additional for further sales in export, should the need arise.

"These export sales have also removed from our market some of the less desirable durum wheats, leaving the choicer stocks for our domestic use.

"The largest export buyer has been Italy, but other countries have taken substantial quantities too. Actual shipments that left from our seaboard in the five months August 1 through December 31, 1956 are as follows, in bushels:

Holland	1,380,939
France	902,260
Italy	710,366
Sicily	366,500
Belgium	79,408
	3,139,473

"With approximately 10,000,000 bushels of durum sold in export at the end of the year and only about 3,500,000 shipped, it would indicate shipments during the next three months should be very heavy. Italy will probably receive 90% of the remaining durum to be shipped on sales made to date.

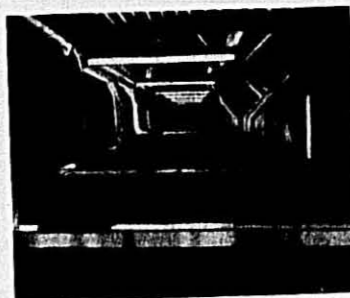
"The export market for durum has been a good balance factor so far this crop year to help remove excess supplies that were produced."



New Quarters for Buhler Brothers milling machinery division at 4207 Nicollet Avenue, Minneapolis, Minnesota.

King Midas Modernizes

Growth and progress are two of the most important assets a company may have and King Midas Flour Mills, following this principle, has had a machinery modernization program at the King Midas Durum Mill at Superior, Wisconsin, since 1950. Another big step forward was taken the past few months when another battery of Simon's English purifiers was installed. Each battery of purifiers has its own latest type of stainless steel dust filter. These modern purifiers are a vast improvement over the old style as they do a far superior job in the grading and the purification of the durum mill stocks. Further, the all-metal construction with positive air control makes for the highest efficiency in performance and in sanitation control.



Battery of Simon Purifiers installed in King Midas Durum Mill, Superior, Wisconsin.

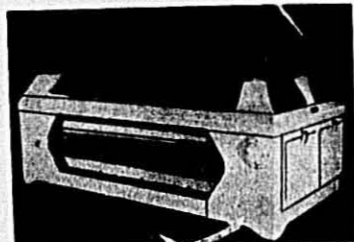
An additional battery of purifiers arrived in New York from England recently and were installed in the Superior mill.

In addition to the several batteries of new purifiers, the King Midas Durum Mill has just recently completed the installation of additional Entoleter Aspirators. These new aspirators subject the wheat to four stages of entoletion and aspiration before it is milled and is the most effective process so far developed for sanitation control.

Canadian Exports of Durum

C. L. Sibbald of the Catell Durum Institute reports that with quality generally good, and supply improved, the volume of Canadian stocks of durum exported in 1955-56 rose sharply from the previous year. The total durum available was not sufficient to meet European demand. The Canadian Board of Grain Commissioners have released the following figures showing exports.

	1955-56 in bushels	1954-55 in bushels
United Kingdom	213,832	nil
Portuguese E. Africa	18,666	nil
Austria	146,982	nil
France	1,107,416	nil
Belgium	229,973	37,319
Repub. of Germany	6,604,250	2,239,353
Italy	3,686,534	212,863
Switzerland	1,458,630	1,463,112
United States	nil	11,691
Total	13,466,263	3,964,538



Single unit of Simon Purifier.

World Wheat Conditions

Preliminary estimates place world wheat production at a record 7,500,000,000 bushels for the 1956-57 crop year. Large crops in North America and the Soviet Union are expected to offset decreases in western Europe.

Tunisian grain producers enjoy the same price guarantees as do farmers in France, and the French Grain Board takes over any exportable surplus, while covering any import needs. During the 1955-56 crop year, nearly 5,000,000 bushels of Tunisian durum was delivered to this Board with about 1,300,000 bushels being exported to France and the remainder being consumed in Tunisia. Approximately the same volume of movement is expected this year.

Tricks and Treats*(Continued from page 21)*

oven omelet named *Harlequin Puff* uses elbow spaghetti, green pepper and pimiento.

Read the label when you buy macaroni foods. If the label states "made from durum semolina" or "made from durum wheat semolina," you know you are getting a quality product. Macaroni, spaghetti and noodles made from durum wheat hold their shape in cooking. They are firm to the palate. They don't mush together. In cooking, the water remains clear. . . it doesn't get cloudy. Remember that macaroni foods made from durum wheat contain a high percentage of plant protein. Served in combination dishes with such foods as milk, eggs, cheese and meat, the protein is complete and adequate. So macaroni foods make a little of the more expensive protein sources go a long way. Like other foods made from cereal grains, the cost of durum wheat products is low. Yet they give large returns in food value.

Sponsored by: Amber Milling Division, Farmers Union Grain Terminal Association, Commander-Larabee Milling Company, Doughboy Industries, Inc., General Mills, Inc., International Milling Company, King Midas Flour Mills, North Dakota Mill & Elevator Company, millers of durum wheat semolina.

Doughboy President Toy Director

E. J. Cashman, president of Doughboy Industries, Inc., New Richmond, Wisconsin, was named a member of the board of directors of Toy Manufacturers of the United States recently.

Dott. Ingg. M. G.

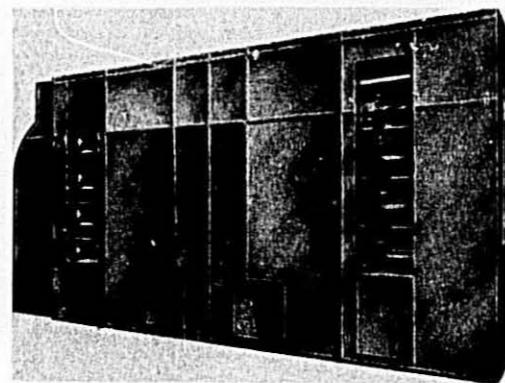
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Why Does She Buy It?

(Continued from page 12)

(6) the supplementary item selected to go along with the meal.

What about the decision to select a brand? Seventy per cent of the actual brand selections on these impulse sales go back to the solid brand preference: (1) we have a generalized brand preference where the woman says, "I selected this brand because it's the best brand of all," (2) taste; (3) family opinion of the brand. You'll notice that family opinion of the brand runs only about one-third to one-quarter of the family opinion of the item. We have a picture in the food field of brand acceptance more than brand demand. Then the product's convenience features, low price, the size and assortment, good value and packaging. We mean the effectiveness of the package, not that this is my favorite color.

Here are some other motivations that seem to take us back to the favorite brand but only incidentally or secondarily: where a deal was purchased and it happened to be the favorite brand; where a coupon was on the package good for 10c on the next purchase, etc., and it happened to be the favorite brand; the store had an item on sale and it happened to be the favorite brand. These total about 10%. They give us some picture not included in a solid brand preference structure but some indications here between the relative talent of this type of operation against the overall brand picture.

Brand Loyalty?

The question has been asked frequently, "Is there such a thing as brand loyalty?" Definitely and beyond question there is, although it doesn't exist for just a single product although there are some product categories where that is true.

And now we can do something which is very interesting. We can take these motivations and relate them straight to the products. Here are a few of the motivations that seem to take these people from one brand to another in their selection. *Baby food*: 75% of the brand selections of Gerber's, Clapp's, and Heinz go straight back to the generalized brand preference that it's the best brand of all. Eighteen per cent to habit of other brands used. *Canned soup*: 31% because all of the brands are good, and 45% because of the difference in taste. *Canned fruits and vegetables*: 42% for brand preference, 26% for taste differences, 25% low price. *Juices*: with 45% taste is the big factor, 25% low price. *Canned fish*: 33% general brand preference, 33% low price. *Frozen food and vegetables*: 20% general brand preference, 26% taste, 40% low price. *Fresh fish*: 24% general brand preference, 28% taste. *Macaroni*: 56% generalized brand preference — "it's the best brand of all," 22% "the only brand I buy." *Margarine*: 41% general brand preference, 25% taste better, 20% cooks better, 28% low price. *Butter*: 21% taste, 16% value, 58% because the other

brand saves you that 2-4-6-8c. This was the high water mark in any product class where low price was the deciding factor between one brand and another. *Tea*: 20% habit, 67% taste. *Coffee—regular*: 35% taste; 36% value, low price 21%; *instant*: 55% taste, 28% brand. *Pet food*: 48% to please the family (dog). *Toilet tissue*: 37% general brand preference, 27% low price. *Cleansing tissue*: 18% habit, 35% low price. *Waxed paper*: 35% because it's better, 18% low price. *Cigarettes*: (1) habit, (2) new product curiosity. *Detergents*: 41% generalized brands, 33% cleans better. *Bleaches*: the actual bleaching difference between products. *Waxes and polishes*: selected because all of the Simonize waxes are good waxes, 50% because it actually cleans and waxes better.

Generalized Brand Preference

Let's take the range of *generalized brand preferences*. "Where is the best brand of all?" asks she. On top was baby foods. Then came frozen meats because they are newer, relatively high in cost per unit. Three is macaroni and spaghetti, third highest in generalized brand preference structure.

Now habit: Cigarettes on top. Then we have evaporated milk. Following are laundry starches, toilet soap, cleansers, sauces, macaroni and spaghetti. This is also a fabulous showing against three to four hundred product classifications.

Now I'm going to talk taste from the consumer's angle. Tea, mustard, instant coffee, catsup, frozen juices, canned soup, canned juices, etc. You won't find macaroni, spaghetti or noodles here because only 6% of the purchases made were referred back to macaroni, spaghetti and egg noodles and this was lower than the average.

You ask yourself, "How about spaghetti sauce?" Unfortunately there aren't enough actual purchases to be broken down. But in selecting macaroni or noodles so far as the woman is concerned, taste is not a big difference among brands.

Well, if it isn't taste, what else could it be? Here are the items selected on the basis of low price: butter, cleansing tissue, canned fish, margarine, toilet paper, canned fruits, frozen juices, canned vegetables, jams and jellies, regular coffee, soft drinks, wax paper, instant coffee. No macaroni, spaghetti or noodles here.

Product Performance

What does make the difference? This, from what we judge in the study, is the factor—product performance, "it does the best job of all." On top were dry bleaches, liquid or dry waxes and polishes, wax paper, soap flakes, detergents, cleansers, steel wool, toilet soap. So far you will notice in terms of product performance foods have not entered into it. They will start to come in here when we have margarine, prepared mixes, frozen meats, cooking oils, etc. and macaroni, spaghetti and noodles. Among the four highest products where brands are selected on the

basis of product performance comes your type of product. Their wording was, "It isn't starchy"; "It doesn't glue up"; "You can reheat it the next day and still get a satisfactory lunch out of it"; "It cooks faster." These were the things in product performance that seemed to stand out.

Family Opinion

On the list of products where family opinion forces its impact into brand selection—where it begins when papa or somebody else in the family says, "Buy that brand; we like it better"—pet food was highest. Then came cold cereals, chocolate drinks and cocoa, soft drinks, mustard, candy and confections, syrups, baked goods, crackers and cookies, cigarettes, pretzels and potato chips, sausage, tea, relishes and finally spaghetti; and we find that there seems to be more of an item selection here than brand selection.

I would deduce from this that the family opinion is tremendous for the selection of spaghetti, macaroni, etc., as such, but that mama makes up her mind in regard to which brand is used. And seems to make up her mind on the basis of product performance. Now I am aware that many of you in your advertising and on your packages are talking taste. It seems to me that somewhere in your advertising or on your package when you are talking about how delicious a spaghetti dinner would be, to make a memo to mama: "The brand is tender, it doesn't starch up, it's this, it's that, etc.," because some word to the purchasing agent can be generally instrumental in her brand selection, and we know from this study how carefully labels and packages are being examined and read and brand selection is being made.

Brand Switches

Let's look at brand switches. How many of the customers who came into the store cannot find their favorite brand on the shelves and go up to the clerks and say, "Please look in the back room or in the cellar to see if you can find my favorite brand?" How many of them see a particularly selling competitive display and buy that brand? How many were lured by a deal of coupons, premiums, a combination offer, etc.? How many still listen to the mother-in-law, neighbors, kids, who say, "Buy this other brand—we recommend it?"

Here's what the study showed: in their impulse purchases a solid 81% of the actual brand selections followed that normal pattern of their favorite brands, 19% represented brand switches. Is this 19% high, low, or par for the course? Unfortunately, we don't know. But we do have out of the study an actual picture of the purchases of the favorite brand, and brand switches on planned purchases. On a specifically planned purchase 91% of the actual purchases made followed that favorite normal brand or brands. Nine per cent represented brand switches. So, comparing this 9% against the 19% we seem to see a greater tendency to wander, brand wise, on impulse purchases. Per-



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haps they won't look as far for their regular brands or perhaps they are more prone simply to accept a substitute brand.

What happened in the stores to bring about 19% of brand switches by your regular customers? Now we'll take that 19% and make it 100% because it's simply the structure of impulse brand purchases that we want to discuss. The first reason: "My favorite brand is not carried by that store and so I accept a substitute brand" — 34% of the total brand switches. See how important distribution is! Product curiosity 15%; the favorite brand was out of stock 10%; personal recommendation 9%; competitive item was on special display but without a price incentive 7%; the competitive deal got their attention 6%; all other reasons total 3%.

Notice unavailability accounted for some 44% of the total brand switches. You can see how important it is that your merchandise be on that shelf all the time.

Of the people that buy because of coupons, on-sale items, deals, and so on, we want to know how many are our regular customers? How many new customers? Take a look at some of these figures: of the people who bought the deals 72% were by regular customers, 28% were by other customers. So you can see about 7 out of 10 of the people who buy the deals are already your regular customers.

Too Many Deals

Certain firms are deal happy. It starts when one manufacturer comes out with a deal and the competitor has to answer it. Then the third guy gets into the game and before long, every time you go into the store, there's a deal facing you. How much of the total market now are these deals taking up? Of all the tea purchased in this study, 15% was on 1c sales, 10c off, or other types of deal merchandise. Of instant coffee, 25% was sold on a 5c off, 10c off basis. In the dog food field, 33% of sales were on deal merchandise; bath and hand soaps, 64%.

We asked the question earlier in the study, "How impulsive is this impulse buying anyhow?" We know that all consumer industries come in for impulse buying but it would seem that the emotional or impulsive behavior of a woman at the cosmetic counter of her favorite department store could be a lot different from her normal impulsive behavior on the floor of the supermarket. Here's what the study showed and this is based on deductions analyzing the actual motivations for the impulse purchases.

The impulse purchases where selection of the item was as a special treat for the family or to pamper herself — 11%. Thoughtfully considered purchases which were overlooked on the shopping list, or "it would go well with a dish I planned," or "I got it for variety's sake," or "it's on sale" — 89%. We can see that the total of impulsive or emotional purchases is only a relatively small part of the overall picture of impulse buying, and impulse buying and impulsive buying are not synonymous.

Conclusions

These have been highlights from a study we have found fascinating and enlightening. It would seem that the retail people are now reexamining their theories and operations about impulse buying, and many of the old thoughts about impulse are certainly going to go out the window.

For example: what are impulse items? I don't think there's a chain in the country that would have classified, up to now, macaroni as an impulse item. It is a staple food, a traffic item. Another theory has been that: here is advertising — a device to hold customers; and here is impulse buying — to distract customers. And now we can see that they fall into a single focus. They are not identical, but one works for the other; and the background and backlash of advertising right through to the actual impulse brand selections make a tremendous difference.

No pilot study such as this is intended to give the industry a broad and definitive set of national statistics. But soundly conceived and executed pilot research should suggest tentative conclusions, worthy of industry consideration.

Here are some of the conclusions which logically and naturally seem to follow out of the findings of this research.

Once again, impulse buying is proven to be the most significant single factor in supermarket shopping. The shopper very clearly has a definite brand image in her mind before she goes into the store. Yet the findings indicate that a definite measure of brand impact is lost at point-of-sale by exposure to competitive items, brands, merchandising techniques.

The vast preponderance of impulse sales are made right off the supermarket's shelves and out of its refrigerated cases.

Impulse buying is not an "impulsive" release of customer emotions . . . but a shopping operation that is highly systematic, selective, practical!

Mr. Robinson has offered to supply brochures on the Impulsive Buying Analysis to those who request it on their letterhead.

Macaroni Newsreel

(Continued from page 14)

In order to find an answer to this?

First of all, there must be greater sales effort on the part of the macaroni industry, with greater knowledge of its customers and the sales problems. There's got to be more advertising, a greater sales drive and a greater publicity push.

Your Institute program of public education, which has been a strong one, must continue to grow. There must be more stories on macaroni products. And there must be greater use of colored pictures depicting various macaroni products in their best light.

A third and even more important way to increase sales is through cooperative merchandising and sales. We want other people to spend advertising and sales dollars to help sell our product. Now there has been a steady increase in this type of

advertising and merchandising, and we think that our slogan should be "Macaroni and . . ." regardless of whatever the "and . . ." should be. Whatever your product is, it will combine with macaroni. Macaroni will make it better. More people will buy it. I feel that if this thought can be instilled in the minds of advertisers and merchandisers, we can unleash a tremendously hard-hitting force that will carry us up with it.

Take meat for example. The figures show that approximately 40% of all the meat sold is ground meat, and ground meat has great affinity for macaroni products — in meat sauces, spaghetti and meatballs, macaroni and ground meat, and in other ways. Consequently, we should increase our efforts with the meat industry and the American Meat Institute.

Another product is tuna. Tuna sales in 1956 reached an all-time high of 14,000,000 cases, selling for \$260 — \$280,000,000. Tuna sales have increased about 21% in five years. Tuna is a natural for macaroni. I think we can get the tuna industry to carry a part of our story in national advertising.

The same thing is true of other products: wines, cheese, tomatoes, evaporated milk — most food products in fact. They've got the millions of advertising and merchandising dollars to spend; and I think it is up to us to help them in every way possible to spend it.

Great Promotions

We've got some great promotions planned for this year, and I want to go over them quickly. Coming up soon is the promotion you're all familiar with — Lenten promotion — and this particular one will combine with the tuna industry and Carnation. There will be half a million dollars spent on this promotion with tremendous sales effort: point-of-sale material and strong selling at the retail level. Last year this promotion was picked as one of the best of the year by retail outlets. I think that this year it will be another great promotion, and we should all benefit from it.

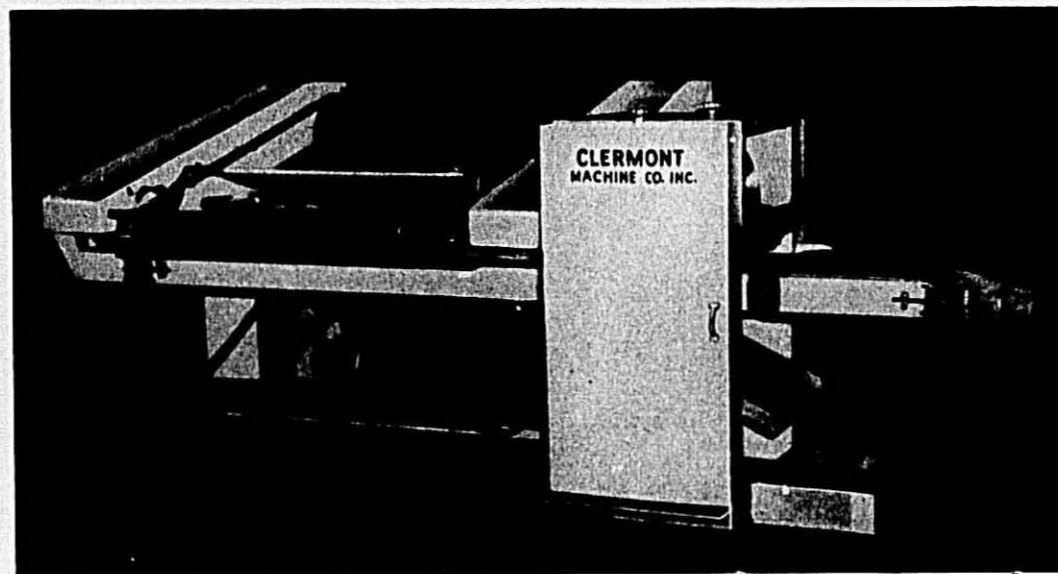
Also during Lent the American Dairy Association is pushing macaroni. They are featuring macaroni recipes on a couple of 60-second commercials on March 13 and 27 on the ABC network — as you know, that's 150 stations — on the Disneyland Show.

This summer we'll have a hard-hitting publicity promotional pitch on macaroni salads and macaroni used in many ways as a summer dish.

On the subject of Macaroni Week. Last year we had a very successful promotion in our low calorie diet. It was so well received by the public and the trade that we intend to keep pushing it along with our regular promotions. Next October our new promotion will feature noodles, although other macaroni items will be played up quite heavily during National Macaroni Week in the fall. Noodles will get the heavy pitch, and we will call this

(Continued on page 41)

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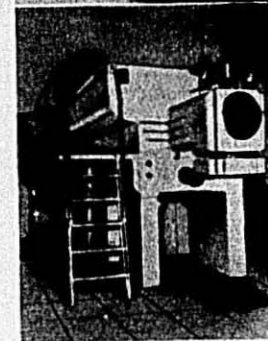
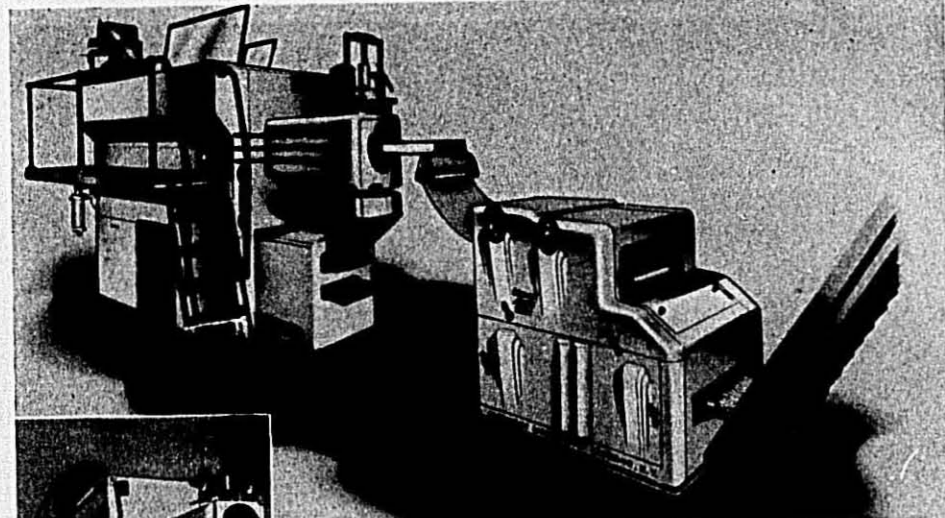
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Machine can be purchased with attachment for producing short cut macaroni.

TAILOR-MADE FOR THE NOODLE TRADE
Available with or without vacuum process

Capacity range - Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.

Large screw for slow extrusion for better quality.

Engineered for simplicity of operation.

Rugged construction to withstand heavy duty, round-the-clock usage.

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

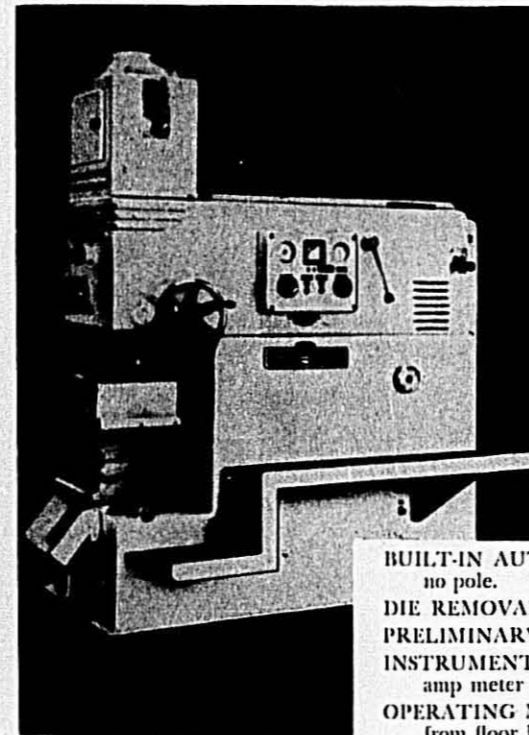
Only one piece housing. Easy to remove screw, easy to clean.
No separation between screw chamber and head.

Newly designed die gives smooth, silky-finish, uniform sheet.

Totally enclosed in steel frame. Compact, neat design.
Meets all sanitary requirements.

Clermont Machine Company

266-276 Wallabout Street



Short Cut Press, VMP-1

Clermont's Short Cut Press, VMP-1

with or without vacuum process
350 pounds per hour

AUTOMATIC SIFTING DEVICE. Flour feeder sifts flour before flour enters mixer.

MIXER built within the housing forming a one piece construction.

REMOVABLE MIXER SHAFTS AND PADDLES for rapid, thorough cleaning.

WATER TANK built inside the machine affording extraordinary sanitation.

WATER SPRAY DEVICE. Fine spray of water enters mixer simultaneously with the flour to maintain uniform mixture.

ONE PIECE HOUSING simplifies extraction of screw. Screw extracted by removal of front cap. No bolts or nuts to remove. Easy, one man, handwheel operation.

BUILT-IN AUTOMATIC CUTOFF ATTACHMENT. No extension arm, no pole.

DIE REMOVAL accomplished by turning handwheel to lower die holder.

PRELIMINARY SHAKER INCLUDED, installed underneath the machine.

INSTRUMENT PANEL BOARD contains pressure gauge, vacuum gauge, amp meter and temperature control.

OPERATING MECHANISM all at operator's finger tips. Machine operated from floor level.

Clermont's VMP-2 Sets New Standards in Macaroni Presses

with or without vacuum process
450 pounds per hour

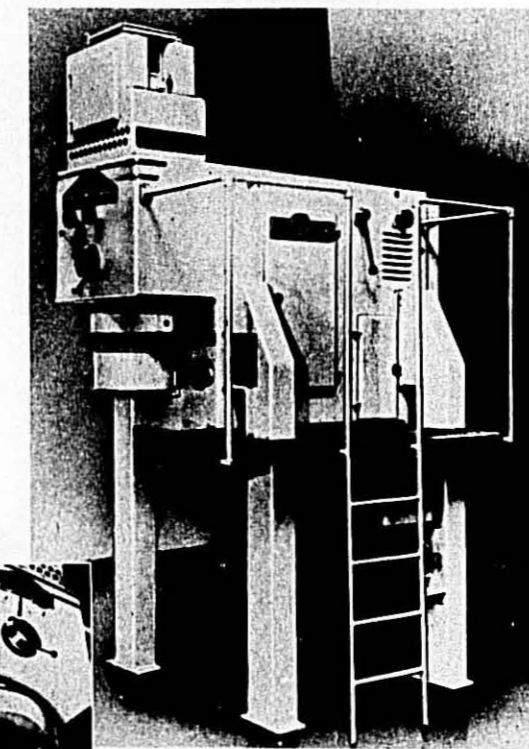
BENEFITS PLUS

Most versatile of all medium production presses

By addition of optional attachments, can be applied for production of extruded noodle dough sheet and for operation in conjunction with a Fidellini machine.

THE SURE WAY
Buy Clermont!

Close-up of cutoff attachment

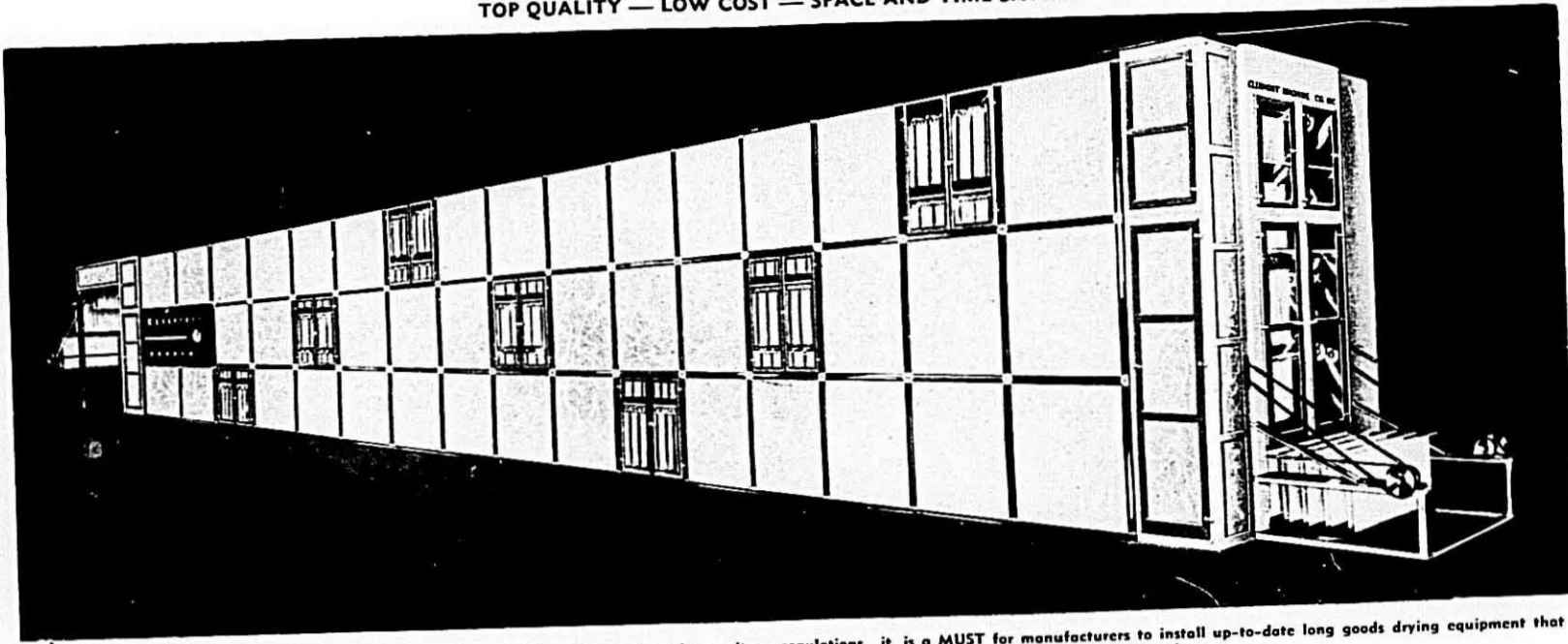


VMP-2, Combination Short Cut and Long Goods Press

Brooklyn 6, New York, N. Y., U. S. A.

TODAY'S MOST ADVANCED METHOD
in Automatic Long Goods Drying
 plus
TOP QUALITY — LOW COST — SPACE AND TIME SAVING

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THE MACARONI JOURNAL

To cushion the impact of the now highly competitive market and increasingly strict sanitary regulations, it is a **MUST** for manufacturers to install up-to-date long goods drying equipment that eliminates old, costly methods which additionally are dust collectors and an invitation to infestation.

TOP QUALITY: Evenly dried product with eye-appealing bright color, straight as a nail, smooth and strong in texture, achieved by maintaining a constant relative humidity, uniform air circulation, resting and drying correctly proportioned.

PRECISE MECHANISM: Stick transporting apparatus moving from one tier to another is so constructed that it insures against a stick ever falling; with perfect timing it delivers a stick precisely on successive or alternate chain links dependent on which tier it is being processed.

PEAK PERFORMANCE WITH LOWERED COSTS: Self-controlled by electronic instruments for humidity, temperature and air, eliminating the waste and spoilage inherent when control is dependent on the human element. Atmospheric conditions no longer a factor.

CONSTRUCTION: Engineered and designed to afford maximum possible cleanliness, compactness, neatness of appearance and sanitary conditions. Constructed of steel structure that is enclosed with heat resistant board that prevents heat in the dryer affecting outside surroundings.

TIME SAVING: Not minutes, not hours, but two days! Product completely dried in twenty-four hours!!

SPACE SAVING: 24,000 lbs. of dried product had in only one-quarter the floor space. It permits substantial increase in your production without addition of one foot to your present plant.

The dryer pictured above is one of the three units embodied in the complete Clermont Long Goods Dryer which consists of a preliminary dryer, a first section finish dryer (shown above) and the second (final) section finish dryer.

IMPORTANT: The three units of the dryer can be adapted to work in conjunction with any make spreader-press. Also if you already have an automatic preliminary dryer of any make, our two finish units can be adapted for use with it. **THIS LONG GOODS DRYER MAY BE PURCHASED WHOLLY OR PARTIALLY.**

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING COMMUNICATE WITH
CLERMONT MACHINE COMPANY, INC.

TEL. EVERGREEN 7-7717

266-276 WALLABOUT STREET, BROOKLYN 6, NEW YORK, NEW YORK, U.S.A.

March, 1957

March, 1957

THE MACARONI JOURNAL

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Rossotti Spaghetti Buffet



Spaghetti, green noodles and all the trimmings.

The speaker supports put on by the Rossetti, Edgewater Corporation at management conventions have become traditional. The last one at the National Macaroni Manufacturers Association Winter Workshop, became front page news.

The morning edition of the Miami Daily News for January 27 carried three front page photos of host Charlie Rossetti, president of the association, and headlined the article "Spaghetti Shippers Have Field Day."

Bob Hardin, Miami News staff writer, wrote the following story:

The host was to explain why spaghetti is the same as the Italians do.



Hardin is, probably on Miami Beach, seems to know how the Italians go about...

That includes you, members of the macaroni industry who sat together last night at a spaghetti banquet. They had it here, too.

There was no macaroni pot on the menu. High level officials explained that everything was okay because spaghetti is macaroni even though macaroni isn't spaghetti, so there.

Conducted in conjunction at the Flamingo Hotel on Miami Beach were some of the most champagne spaghetti events, all members of the National Macaroni Manufacturers Association.

Represented at the banquet were all three main types of spaghetti-makers in Florida.

THE EVERETT This fellow is nothing but a show-off and possible peddler of money from the collection box on 50th street. He's the jerk who drags the spaghetti around his back making every body else look like amateurs.

THE CHOPPER His method is to chop the stuff into little bits. It probably looks like it with a tablespoon.

THE SQUIPPER This is the fellow who struggles with multiple link of spaghetti, splashing spaghetti sauce left and right in his efforts.

Host Charles C. Rossetti wanted to tell the story about how spaghetti and macaroni dinners are best following their own methods but I had to leave quickly. Myself, all in all, it's embarrassing to stand around with spaghetti sauce all over your shirt.

During the open air banquet at the fabulous Flamingo Hotel is always a lot of weatherman cooperation to actually be having good weather and full Miami moon.

The buffet table of spaghetti with one or two green noodles impaled our noses, cold cuts, cheese and other buffet delicacies.

After dinner, dancing under the stars was enjoyed.



Mario Bralianti, C. F. Moulton, Miss Nicoletta Bralianti, Col. R. W. Hauenstein.

Mr. and Mrs. Buchanan, Mr. and Mrs. Raymond Garza, Conrad Ambrette, standing.

Around the Tables



Albert Ravarino, Mrs. Tujague, P. J. Viviano, Mrs. Ravarino, Emanuele Ronzoni, Jr., Ab Jackson, Jr., Mrs. Ronzoni, Jerome L. Tujague.

Paul Bienvenu, Ted Sills, Mrs. Mueller, Nicole Langevin, C. Fred Mueller, Mrs. Bienvenu, Mrs. Friese, Norval Friese.



Peter LaRosa, Mr. and Mrs. DiGiorgio, Mr. & Mrs. Vincent P. LaRosa, Vincent F. LaRosa, Mr. & Mrs. Zerillo, Mrs. V. F. LaRosa, Mr. & Mrs. Crown, Mrs. Peter LaRosa.

Mrs. Siller, Mr. Frank, Mr. and Mrs. A. I. Grass, Mr. & Mrs. Frank Halman, Mrs. Weiss, Mrs. Chambers, Mrs. Victory, Albert Weiss.



Louis Viviano, Jr., Ulysses DeStefano, Jess Cook, Paul Peterson, Mrs. Rossi, Mrs. Pensone, Alfred Rossi.

Joseph Morrissey, Mrs. Cantella, Ennis Whitley, Anthony Cantella, Mrs. Realmuto, Miss Angela Realmuto.



Mrs. & Mr. Ralph Sarli, Mrs. Merry, Mr. & Mrs. William Hoskins, Lee Merry, Mrs. Linstroth, William Lohman, John Linstroth, Joe Kurtz, Mrs. Lohman, Don Fletcher.

Mr. and Mrs. Robert Cowen, Mr. and Mrs. Robert Cowen, Jr., Mr. & Mrs. Mel Krigel, James Winston.

Impulse Buying!

Yes . . . A lot was said at the Convention to prove that a large percentage of macaroni and noodle purchases are the result of *Impulse Buying.*

EYE APPEAL . . . APPETITE APPEAL
COLOR . . . PACKAGING . . . RECIPES

All these are necessary to move your products off the shelves.

Let Us Help You!

USE OUR RICH NATURAL
HIGH COLOR YOLKS

Give Your Noodles the
Necessary Color, Eye
and Appetite Appeal for
Successful Merchandising!

NOW PACKING NO. 5 NEPA COLOR YOLK

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**HERE ARE THE REASONS
for DEMACO'S leadership —**

EXPERIENCE

- DeMaco engineers are specialists in this specialized field; the first to discover the use of DuPont's Patented Teflon for the extrusion of a sheet for noodles. With DeMaco's ORIGINAL SYSTEM of DIE any thickness of a sheet can be extruded and DeMaco Sheet Formers will produce a sheet with full color and smoothness.

PERFORMANCE

- DeMaco Sheet Formers are rugged. Over twenty satisfied customers are an enviable and unmatched record in this field. For the perfect sheet the DeMaco Single Vacuum Mixer again proves the best. Remember there is no erratic feeding from one mixer to another which causes an uneven feed and pressure into the die chamber. Thus with the DeMaco extrusion press there is no problem of thickness of die.

DEPENDABILITY

- Extensive research, rigid standards for material purchasing and inspection and the most advanced techniques and equipment insure DeMaco's unequalled performance. If your problem is a uniform sheet we would like to explore the possibilities with you.

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The Outlook for Eggs

by Mel Krigel, Monark Egg Corporation

WHAT is the outlook in eggs in 1957? First, it appears that production on the farms this year is likely to exceed slightly the record output of 169,000,000 cases produced in 1956. During the first half of 1957, output will be from a flock almost the same as last year, with per bird rate of lay for the period probably exceeding the record of 1956.

During the second half of the year, the flocks may be smaller because of the possible reduction in number of replacement chickens to be raised. The usual year-to-year increases in rate of lay are likely to offset considerably, and perhaps completely, the effects of smaller flock size, with the result that egg supplies will continue above normal throughout the year. With this increase in egg production likely to approximate the annual increase of almost 2% in population, per capita egg consumption is likely to be unchanged from the 1956 level of 365 per civilian. In our opinion, however, if low prices prevail during the flush period of production (which is the next few months) the farmer producer will cull his flocks closely and low prices will discourage production. In all probability, eggs produced this spring will hardly cover the cost of production. These low prices will mean increased consumption — an excellent combination to cure a sick market.

This year the trading of eggs on the future market is likely not to attract as many speculators as in 1956. Too many of this group took a real licking on futures last year. But to the egg man, storage of shell eggs is specially important in the spring.

During the flush months of March, April, and May, egg production is usually considerably more than could be consumed either in the shell, liquid, frozen, or dehydrated form. Diversion of shell eggs to storage, therefore, is a necessity. Since storage is essentially speculative, its financial success depends on a seasonal rise in egg prices from the time when eggs are stored until they are put back on the market. Unfortunately, the seasonal rise is not always large enough to justify extensive storage; in 1954 it did not materialize at all. In 1955 the financial experience of storers of shell eggs was favorable only for investors who held their position until the end of the storage season. 1956 was very bad, as mentioned before.

As a result, because of these losses, demand for storage in 1957 may be less than in 1956. Packers will store eggs this year only if they anticipate greater seasonal differential in egg prices than that between spring and fall of 1956.



MEL KRIGEL

What does this mean to you who buy or direct the buying of dark yolks in the spring? It is a pretty sure bet that the speculator will only buy egg futures if the price of shell eggs remains low.

The next question to consider is whether prices asked for egg whites are now at the bottom. According to government reports, we are starting the year with 10,000,000 pounds more than we had last year. It is, therefore, quite possible that egg whites may decline still further before changing direction. With whites worth between 7 and 10 cents per pound less than a year ago, yolks are destined to be a high priced item in relation to the price paid for breaking eggs. If you can use a light and 1 repeat, a light colored yolk or perhaps whole eggs, the best values might be obtained now.

As the year progresses, we do look for a more stabilized market. Instead of having price slumps in the fall, which was the pattern last year, eggs in general will tend to maintain their own level. Because of the continued pattern of white prices expected throughout the season, yolks will have to carry the bulk of the price load of the separated egg. The severe drought in most producing areas will cause dark yolks to again be in limited supply this year.

Despite all of these predictions, we can say this, that based on the outlook of present statistics, dark yolks should be some, although not a great deal, lower than during the spring of 1956. With the white market as it is today, and rising costs at most every corner, this is indeed welcome news.

One thing I can promise you. Just as there will always be babies — there will always be eggs. To you of this great industry who rely on this product, may I speak on behalf of my industry and say to you

— we will see that you get these eggs — the best that can be obtained in every way.

Government Purchase Program

The Department of Agriculture was back in the market to buy eggs in early February to support prices.

The agency spent about \$6,600,000 to buy 584,134 cases (30 dozen each) last fall before halting purchases December 6.

No estimates were available on quantities the department might buy. It said purchases will be limited to eggs that can be donated for immediate use in school lunch rooms.

Officials said schools probably could use a maximum of about 50,000 cases a week. They added that market prices will be a key factor in determining how many eggs the agency will buy.

Trade reports indicated disappointment at the quantity and price paid for their initial purchase.

Bargain Counter

Chickens and eggs settle for a lengthy roost on the bargain counter.

Bigger flocks on farms promise continued abundance of economy drumsticks and eggs. The layer population on January 1 totaled 337,500,000 hens, up more than 5,000,000 from last year. And they're producing more. December's laying pace of 15.6 eggs per bird was a new record. The plentiful egg supply recently broke top wholesale grades to 29c a dozen in Chicago, a 15-year low. A seasonal production upswing is expected to hold prices well under last year's January-May average of 39c a dozen.

Farmers are expected to raise nearly 1,500,000,000 broilers this year, 10% more than the 1956 record. Farmers' chick purchases indicate output will show an even heftier jump during late February and March. So broilers may slip below current bargain levels in the weeks ahead. In the big Delaware-Maryland-Virginia producing areas, broilers now bring roughly 20c a pound, about 2c below a year ago. They topped 24c at the 1956 peak.

Eggs moved up to 32c following the announcement that Uncle Sam would step back into the market to resume price-proping purchases.

Big Egg Production

December egg production was reported by the Agriculture Department at 5,241,000,000, up from 4,842,000,000 the month before and 4,976,000,000 a year earlier. Output in 1956 rose to 60,837,000,000 eggs from 59,485,000,000 in 1955 and the 1945-54 average of 57,053,000,000.

DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



DISTRIBUTED NATIONALLY

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- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
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MRS. JOHN J. CUNEO, JR.

The Bride Wore Pink

Mr. and Mrs. John J. Cuneo, Jr. have returned from their honeymoon at Acapulco, Mexico City and Miami Beach. They were wed January 12 in Manhasset, New York.

Mrs. Cuneo, the former Josephine LaRosa, is daughter of Mr. and Mrs. Peter LaRosa of the macaroni manufacturing firm, V. LaRosa & Sons.

Mr. Cuneo is a New York boy who graduated from Seaton Hall with a degree in Business Administration. He served as a First Lieutenant in the Army in Landstuhl, Germany from 1952 to 1955. He is a member of the New York Athletic Club and a participant of their swimming and water polo teams.

Macaroni Newsreel

(Continued from page 28)

promotion "Noodles Around the Clock." Some of the pictures we will use during this period are:

(1) Noodle Silver Dollar Pancakes, a breakfast made of noodles, and we think it's a pretty good piece that will be talked about and will go well.

(2) Cream Cheese Noodles for lunch. Photo will be in black and white and color.

(3) A dinner item, Noodles with Mustard Franks. We think we can get good cooperation from the meat industry to sell frankfurters.

(4) Fried Noodles as hors-d'oeuvres, late evening snacks, and we also have some noodle recipes for dessert. I think you will find that along with the other macaroni and spaghetti pictures and stories that are going to be put out, this will be a very successful promotion.

I think that 1957 should be a strong year for the industry; and we can sell more macaroni, utilizing the tools that we have at hand, if we utilize them intelligently, efficiently, and vigorously. I think we can make this a great sales year.

Registrants at the Winter Workshop

Macaroni Representatives

Mr. and Mrs. Ralph Sarli, American Beauty Macaroni Co., Kansas City, Mo.
 Mr. and Mrs. Sam Arena, V. Arena & Sons, Norristown, Pa.
 Mr. and Mrs. Joseph Scarpaci, Bay State Macaroni Co., Everett, Mass.
 Mr. and Mrs. Paul Bienvenu, Catelli Food Products, Montreal, Canada.
 Mr. and Mrs. Samuel Bellante, Columbus Macaroni Co., Cleveland, Ohio.
 Mr. and Mrs. John Linthroth, The Creamette Company, Minneapolis, Minn.
 Mr. Oscar E. Garber, The Creamette Co. of Canada, Winnipeg, Canada.
 Mr. Peter J. Viviano, Delmonico Foods, Louisville, Ky.
 Mr. Dominic Palazzolo, Delmonico Foods, Cincinnati, Ohio.
 Mr. and Mrs. Horace P. Gioia, A. Gioia & Sons, Rochester, N. Y.
 Mr. and Mrs. J. H. Diamond, Gooch Food Products, Lincoln, Neb.
 Mr. and Mrs. Robert Cowen, A. Goodman & Sons, Long Island City, N. Y.
 Mr. and Mrs. Robert Cowen, Jr., A. Goodman & Sons, Long Island City, N. Y.
 Mr. and Mrs. A. Irving Grass, I. J. Grass Noodle Company, Chicago, Ill.
 Mr. C. L. Pickett, Industria de Pastas, Dominican Republic.
 Mr. W. L. Nield, David Kerr, Inc., Baltimore, Md.
 Mr. and Mrs. Peter LaRosa, V. LaRosa & Sons, Brooklyn, New York.
 Mr. and Mrs. Vincent F. LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.
 Mr. and Mrs. Vincent P. LaRosa, V. LaRosa & Sons, Hatboro, Pa.
 Mr. and Mrs. John Cuneo, Jr., V. LaRosa & Sons, Brooklyn, N. Y.
 Mr. Joseph Kurtz, Magic Chef Foods, Bridgeport, Pa.
 Mr. and Mrs. C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa.
 Mr. and Mrs. H. Edward Toner, C. F. Mueller Company, Jersey City, N. J.
 Mr. and Mrs. C. F. Mueller, C. F. Mueller Company, Jersey City, N. J.
 Mr. and Mrs. J. L. Tujague, National Food Products, New Orleans, La.
 Mr. and Mrs. R. M. Green, National Macaroni Association, Palatine, Ill.
 Mr. M. J. Donnan, Secretary Emeritus, N. M. M. A., Braidwood, Ill.
 Mr. and Mrs. B. R. Jacobs, National Macaroni Association, Orlando, Fla.
 Mr. James J. Winston, National Macaroni Association, New York, N. Y.
 Mr. and Mrs. Anthony Cantella, Prince Macaroni Co., Brooklyn, N. Y.
 Mr. and Mrs. Alfred Rossi, Prociro-Rossi Corporation, Auburn, N. Y.
 Mrs. Elena Pensone, Prociro-Rossi Corporation, Auburn, N. Y.
 Mr. and Mrs. Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn.
 Mr. and Mrs. A. J. Ravarino, Ravarino & Freschi, St. Louis, Mo.
 Mr. and Mrs. T. A. Cuneo, Ronco Foods, Memphis, Tenn.
 Mr. and Mrs. E. Ronzoni, Jr., Ronzoni Macaroni Co., Long Island City, N. Y.
 Mr. and Mrs. N. J. Roth, Roth Noodle Company, Pittsburgh, Pa.
 Mr. and Mrs. Raymond J. Guerrisi, San Giorgio Macaroni, Lebanon, Pa.
 Mr. and Mrs. T. R. Sills, T. R. Sills & Company, Chicago, Ill.
 Mr. and Mrs. Lloyd E. Skinner, Skinner Manufacturing Co., Omaha, Neb.
 Mr. and Mrs. Albert S. Weiss, Weiss Noodle Company, Cleveland, Ohio.

Allies

Mr. Eugene Kuhn, Amber Milling Division, GTA, St. Paul, Minn.
 Mr. Jess Cook, Amber Milling Division, GTA, St. Paul, Minn.
 Mr. Conrad Ambrette, Ambrette Machinery Corp., Brooklyn, N. Y.
 Mrs. Paul Ambrette, Ambrette Machinery Corp., Brooklyn, N. Y.
 Mr. and Mrs. E. J. King, Ambrette Machinery Corp., Brooklyn, N. Y.
 Mr. and Mrs. D. J. Purcell, Armour & Company, Chicago, Ill.
 Mr. and Mrs. V. J. Benincasa, Ballas Egg Products, Zanesville, Ohio.
 Dr. Mario Braibanti, M & G Braibanti, Milan, Italy.
 Miss Nicoletta Braibanti, M & G Braibanti, Milan, Italy.
 Mr. R. W. Hauenstein, Braibanti-Lehara Corp., New York, N. Y.
 Mr. C. F. Moulton, Braibanti-Lehara Corp., New York, N. Y.
 Mr. S. Campanella, S. Campanella & Son, Jersey City, N. J.
 Mr. John Amato, Clermont Machine Co., Brooklyn, N. Y.
 Mr. and Mrs. Charles C. Chinski, Commander-Larabee, New York, N. Y.
 Mr. and Mrs. Ellis English, Commander-Larabee, Minneapolis, Minn.
 Mr. and Mrs. Clifford Kutz, Commander-Larabee, Minneapolis, Minn.
 Mr. and Mrs. O. G. Crawford, Commander-Larabee, Little Rock, Ark.
 Mr. and Mrs. J. Vetter Quinlan, Commander-Larabee, Cincinnati, Ohio.
 Mr. and Mrs. J. DeFrancisci, DeFrancisci Machine Corp., Brooklyn, N. Y.
 Mr. and Mrs. I. Bontempli, DeFrancisci Machine Corp., Brooklyn, N. Y.
 Mr. Ennis Whitley, The Dobeckmun Company, Cleveland, Ohio.
 Mr. and Mrs. Ray Wentzel, Doughboy Industries, New Richmond, Wis.
 Miss Ruth Behnke, Durum Wheat Institute, Chicago, Ill.
 Mr. Howard Lampman, Durum Wheat Institute, Chicago, Ill.
 Mr. Charles E. Grandey, Federal Trade Commission, Washington, D. C.
 Mr. and Mrs. Elihu Robinson, Food Publishing Company, New York, N. Y.
 Mr. and Mrs. W. A. Lohman, Jr., General Mills, Minneapolis, Minn.
 Mr. and Mrs. Lee Merry, General Mills, Minneapolis, Minn.
 Mr. and Mrs. Harry I. Bailey, General Mills, Coral Gables, Fla.

Allies (continued)

Mr. and Mrs. G. F. Siemers, Hoffmann-LaRoche, Inc., Nutley, N. J.
 Mr. and Mrs. W. G. Hoskins, Glenn G. Hoskins Co., Libertyville, Ill.
 Mr. and Mrs. P. M. Petersen, International Milling Co., Minneapolis, Minn.
 Mr. A. L. DePasquale, International Milling Company, New York, N. Y.
 Mr. and Mrs. L. A. Viviano, International Milling Co., Plainfield, N. J.
 Mr. H. E. Kuehn, King Midas Flour Mills, Minneapolis, Minn.
 Mr. and Mrs. L. S. Swanson, King Midas Flour Mills, Minneapolis, Minn.
 Mr. and Mrs. David Wilson, King Midas Flour Mills, New York, N. Y.
 Mr. and Mrs. Mel Krigel, Monark Egg Corporation, Kansas City, Mo.
 Mr. Joe Morrissey, John F. Morrissey & Company, St. Louis, Mo.
 Mr. and Mrs. P. R. Fossen, No. Dakota Mill & Elevator, Grand Forks, N. D.
 Mr. E. J. Thomas, North Dakota Mill & Elevator, Chicago, Ill.
 Mr. and Mrs. W. H. Oldach, Wm. H. Oldach Company, Philadelphia, Pa.
 Mr. J. D. Langlois, Chas. Pfizer & Co., Brooklyn, N. Y.
 Dr. C. L. Wrenshall, Chas. Pfizer & Co., Brooklyn, N. Y.
 Mr. and Mrs. John Dunn, Rodney Milling Co., Kansas City, Mo.
 Mr. Charles Rossotti, Rossotti Lithograph Corp., North Bergen, N. J.
 Mr. and Mrs. John Tobia, Rossotti Lithograph Corp., North Bergen, N. J.
 Mr. K. A. MacDonald, Rossotti Lithograph Corporation, Chicago, Ill.
 Mr. Ab Jackson, Jr., Rossotti Lithograph Corporation, New Orleans, La.
 Mr. J. R. Affleck, William Penn Flour Mills, Philadelphia, Pa.
 Mr. Don Fletcher, Rust Prevention Association, Minneapolis, Minn.
 Mr. and Mrs. C. M. Buchanan, Van Sant, Dugdale & Co., Baltimore, Md.
 Mr. and Mrs. John Viviano, Detroit, Mich.

Winter Workshop

(Continued from page 6)

Principles of package design were discussed briefly by Charles Rossotti of the Rossotti Lithograph Corporation and Ennis Whitley of the Dobeckmun Company in setting up background for round table discussions that followed.

On the important matter of costs, P. J. Viviano of Delmonico Foods pointed out that during the past two years there have been two general freight increases amounting to 15%, two general wage increases amounting to 10-12%, increased costs for packaging, and overhead, particularly in selling and advertising expenses. Replacement costs of production equipment and building have more than doubled in recent years and cash discounts have gone to 1% from 2%. Alert management must review cost factors regularly and keep in position to withstand their ever-increasing pressure.

The Phillips 66 technique of round table discussion brought forth a wide variety of suggestions and deep penetration into the problems of selling and marketing. Participants found the sessions stimulating.

Work of the Trade Practice Rules Committee was discussed by Chairman Albert Weiss and Charles E. Grandey, Director of Consultation, Federal Trade Commission. Mr. Grandey pointed out that his offices are available for consultation and interpretation of rulings of the FTC; they are desirous of being helpful and not merely policemen. Mr. Weiss clarified the mechanics of filing complaints with the Commission when a manufacturer feels he is being injured by unfair competitive tactics. Complaints may be filed directly with the Federal Trade Commission or if the manufacturer wants the Committee to make the complaint a matter of record, the filing of his complaint through the Secretary's office can be done anonymously or on his letterhead, as he chooses. There

must be sufficient evidence, however, to warrant investigation and pursuance of the complaint.

At the Association Dinner Party the final night gifts of Lurex made by Dobeckmun were presented by Ennis Whitley.

To sum up: The convention went on record as supporting Senate Bill 323 to encourage the production of durum by permitting growers one extra acre for every one taken from their regular allotment for the planting of durum. Continued durum research and industry product promotion was endorsed. A warning on the rising rate of cost increases and the need for honest, alert, hard-hitting selling was stressed. The serious suggestion to keep an open mind on new ideas for the improvement of the product, the package, and the means for creating consumer acceptance was made.

Record attendance, warm weather, and pleasant surroundings were instrumental in selecting the Flamingo Hotel at Miami Beach again as the site of the Winter Meeting for January, 1958.

President's Remarks

(Continued from page 8)

of your programs. I feel that if we exchange our ideas and experiences frankly on sales administration, marketing, trade practices, and similar subjects we can get more out of this meeting than probably any other meeting we have ever had. The problems of rising costs are most important. And there is the problem in showing adequate profits. I think it is essential that everyone checks frequently to see that he is making a good profit because if you don't have something to put back in that business, if you don't have something to buy that new equipment to keep up with changes, then I think your future will be rather short. We have all got to make sufficient profits to look to the future. Thank you.



JOHN B. BEAN

John Bean, V-P

John B. Bean was elected a Vice President of International Milling Company, Minneapolis, at the annual meeting of the Board of Directors. Mr. Bean is a grandson of the founder of International. He is a graduate of Blake School, Minneapolis, and Amherst College. During World War I he served as a flying officer in the Navy Air Corps.

Other officers remain as last year. They include Chas. Ritz, Chairman of the Board; Atherton Bean, President; A. B. Dygert, John Tatam, W. G. McLaughlin, Malcolm B. McDonald, P. M. Petersen, M. F. Vaughn, P. N. Ness, W. H. Hagemeyer, J. A. Hendrickson, W. T. Kirk, all Vice Presidents; H. E. Howlett, Secretary and General Counsel; M. W. Anderson, Assistant Secretary-Treasurer; R. B. Jewett, Assistant Treasurer.

At the recent annual meeting of the stockholders, the entire Board of Directors was re-elected and consists of Chas. Ritz, Atherton Bean, John B. Bean, A. B. Dygert, H. E. Howlett, M. B. McDonald, W. G. McLaughlin, P. N. Ness, P. M. Petersen, John Tatam and M. F. Vaughn.

Bank Elects Stevens

Don A. Stevens, vice-president and director of the Flour Division of General Mills, Inc., was elected to the board of directors of the First National Bank of Minneapolis at the annual meeting of stockholders. Mr. Stevens, associated with General Mills and the Washburn Crosby Co. since 1924, has been a director of General Mills since 1952. He is a member of the National Agricultural Advisory Commission appointed by President Eisenhower.

A-1 Ownership

Robert William, president of A-1 Foods, Los Angeles, California macaroni manufacturers, has announced acquisition of one hundred per cent interest in the company.

Correction

New telephone number for Sills New York office is LEhigh 2-1414, not LExington 2-1414 as reported last month.

RETROSPECTIONS

by
M. J.

35 Years Ago — March 1922

- 1922 convention to be held at the Clifton House, Niagara Falls, Canada, June 19-21.
- E. C. Baum of Joe Lowe Company, Brooklyn, is on a tour of the Orient studying egg drying procedures.
- Food prices dropped 5% in January from the December figures released by government bureau.
- The Macaroni Foods Corporation, Omaha, Nebraska, registered its trademark "Red Top."
- Washburn Crosby Company, Minneapolis, purchased the powerful machine that operated the famous Ferris Wheel at the Columbian Exposition in Chicago and will use it to operate its wheat milling equipment.
- Porter-Scarpelli Macaroni Company, Portland, Oregon, reported a total output of 1,750,000 pounds of all types of macaroni products in 1921.
- The Chester Macaroni Company closed its plant in Chester, Pennsylvania.
- The New England Macaroni Company, New Haven, was sold to Frank Teitelman.

25 Years Ago — March 1932

- Price cutting called "folly" by macaroni manufacturers. Sensible production, better cost knowledge and greater fairness in getting business recommended as ways to combat the depression.
- "Insects in Macaroni" discussed by Dr. E. A. Beck, Entomologist, U. S. Department of Agriculture.
- Italian families in this country prefer spaghetti, West Indians choose beans, and Jewish families give preference to bread and potatoes.
- The LaPremiata Macaroni Company has been organized to take over the plant and operations of the Connelville Macaroni Company, Connelville, Pennsylvania, and the W. Boehm Company of Pittsburgh. Laurence E. Cuneo has been elected president.
- Knute Rockne, famous Notre Dame football coach says, "Selling is like football — it is a problem of getting the right men, no swellheads, complainers, or quitters."
- "Golden Egg" is registered as the trademark for products of the Golden Egg Corporation, New York City.
- Past N.M.M.A. President and Mrs. Frank L. Zerega return from a three-month tour of France and Italy.

15 Years Ago — March, 1942

- "Greatest war need is wholehearted employer-employee cooperation for production," says Gordon L. Hostetter, Director of the Employers' Association of Chicago.
- Secretary Morgenthau speaks before the Advertising Club of Baltimore, and recommends lending your savings to save your country.
- Flower City Macaroni Company, Rochester, New York, J. C. Meisenzahl, president, changes its name to Meisenzahl Food Products.
- Freight rates to increase from 5 to 6%, according to an announcement made by the Interstate Commerce Commission.
- Three Gioia brothers, Joseph, Anthony, and Horace, are among the macaroni manufacturers representing the industry in the service of Uncle Sam.
- Robert Kurtz, former macaroni and noodle manufacturer, died February 25, 1942, at Philadelphia.
- U. S. Chamber of Commerce meets in Chicago at the Stevens Hotel due to the crowded situation in Washington, D. C.

5 Years Ago — March, 1952

- "The Winner Dinner" promotion was launched by six industries that pooled their advertising resources to back the greatest interindustry product selling program ever developed.
- Durum wheat stocks of \$9,132,000 bushels were on hand the beginning of the year, down about 7,000,000 bushels from that on hand a year ago.
- Notice was given by Conrad Ambrette and Joseph DeFrancisci, doing business as the Consolidated Macaroni Machine Corporation, that each would be doing business as separate companies after January 31, 1952.
- The C. F. Mueller Company of Jersey City, New Jersey, launches the biggest advertising campaign in its history, using newspapers, radio and TV.
- The Buitoni Macaroni Corporation moved from 99 Hudson Street, New York City, to South Hackensack, New Jersey.
- The Hugé Company announces the formation of a new division, to be known as the American Sanitation Institute. The division will specialize in making sanitation surveys and studies of food processing plants.
- Hunt Foods, Inc., launched huge campaign on tomato sauce.

RAVIOLI — NOODLE
new — SPAGHETTI — used
M A C H I N E R Y
and Cheese Graters
For the Industry — Institutions, etc.
Models available in every price range
Aurelio Tensi Corp.
430 Jefferson Street Brooklyn 37, N.Y.

CLASSIFIED

ADVERTISING RATES

Display Advertising Rates on Application
Want Ads 75 Cents per Line

WANTED — Used short-cut macaroni dryer about 120 drawer capacity or more. Write Pfaffman Company, 1930 W. 77th Street, Cleveland 2, Ohio.

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Mrs. Rosa Freschi Dies

Mrs. Rosa Freschi, 76, widow of A. Joseph Freschi, president and co-founder of Ravarino & Freschi, Inc., died at St. Louis January 22. She had been hospitalized since early December.

Mr. Freschi, who helped establish the macaroni products firm in 1900, died in 1949. Surviving are a daughter, Miss Helen Freschi, and two sons, Robert A. Freschi and William J. Freschi, officers of Ravarino & Freschi, Inc. The widow lived at 214 Jefferson Road, Webster Groves.

Angelino Merlino Dies

Angelino Merlino, a native of Italy, who built the Seattle Macaroni Factory and the Eagle Fixture Company building in Seattle, Washington, in 1915 and for many years held an interest in these firms, died recently. In 1931 he completed the two-story building that now houses the Angelino and Sons Company in Seattle. He also was the sole owner of the Metropolitan Grocery Company, a wholesale concern, which imported olive oil and other products from Italy and other European states.

✓ CHECK AND FILE THIS IMPORTANT INFORMATION FACT FILE ON ENRICHMENT

The minimum and maximum levels for enriched macaroni products as required by Federal Standards of Identity are as follows:

ALL FIGURES ARE IN MILLIGRAMS PER POUND

	Min.	Max.
Thiamine Hydrochloride (B ₁)	4.0	5.0
Riboflavin (B ₂)	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

NOTE: These levels allow for 30-50% losses in kitchen procedure.

Suggested labeling statements to meet F.D.A. requirements:

For macaroni, spaghetti, etc., from which cooking water is discarded—
Four ounces when cooked supply the following of the minimum daily requirements:

Vitamin B ₁	.50%
Vitamin B ₂	.15%
Iron	.32.5%
Niacin	4.0 milligrams

For short-cut goods from which cooking water is not usually discarded—
Two ounces when cooked supply the following of the minimum daily requirements:

Vitamin B ₁	.50%
Vitamin B ₂	.10.5%
Iron	.16.2%
Niacin	.3.4 milligrams

for batch mixing 'ROCHE' SQUARE ENRICHMENT WAFERS



Each SQUARE wafer contains all the vitamins and minerals needed to enrich 100 lbs. of semolina. They disintegrate in solution within seconds . . . have finer, more buoyant particles . . . and break clean into halves and quarters. Only 'Roche' makes SQUARE Enrichment Wafers.

for mechanical feeding with any continuous press ENRICHMENT PREMIX containing 'ROCHE' VITAMINS

1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the levels required by the Federal Standards of Identity. If you use a continuous press, get the facts now on mechanical feeding of enrichment premix with 'Roche' vitamins.



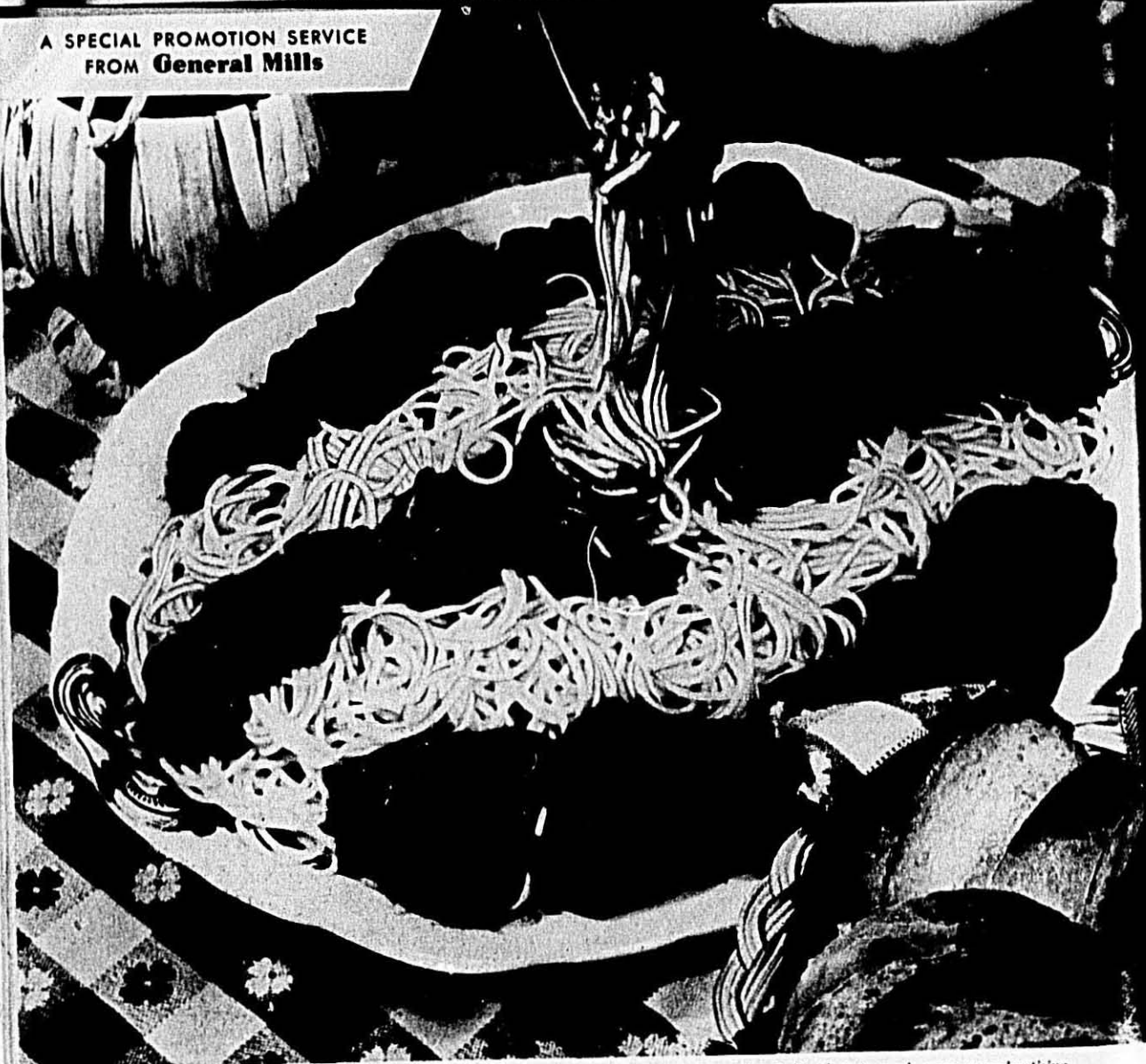
VITAMINS 'ROCHE'

For help on any problem involving enrichment, write to

Vitamin Division • Hoffmann-La Roche Inc. • Nutley 10, N. J.

ENRICHMENT WAFERS AND PREMIX DISTRIBUTED AND SERVICED
BY WALLACE & TIERNAN CO., INC., NEWARK 1, NEW JERSEY

A SPECIAL PROMOTION SERVICE
FROM **General Mills**



AVAILABLE ON REQUEST* . . . an 8x10 inch color transparency or black and white print of this photo to use in your own advertising.

An Italian treat to spice your sales

ITALIAN SPAGHETTI WITH MEAT BALLS, a savory dish spiced with zesty Italian tomato sauce, was created by Betty Crocker of General Mills to help you sell more of your products. Just feature this appetizing dish (and the other tasty recipes included in the Macaroni Spaghetti Noodle Handbook shown at right) as service to your customers. Show them unusual, delicious ways to serve your spaghetti, noodles and macaroni products . . . and they'll reward you by purchasing more of them!

Betty Crocker, the symbol of good eating to millions of
*Offer limited to manufacturers in United States

housewives, has home-tested these recipes among all types of families . . . and all won an enthusiastic reception. Offer homemakers this attractive Handbook on your package, in your advertisements, and in your sales literature. It will help you sell consumers and grocers alike.

COPIES OF THIS 12-PAGE RECIPE HANDBOOK are available now with space on the cover to imprint your name and address. For a sample folder and price information, contact your General Mills salesman or write to:



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