

**THE  
MACARONI  
JOURNAL**

**Volume 40  
No. 4**

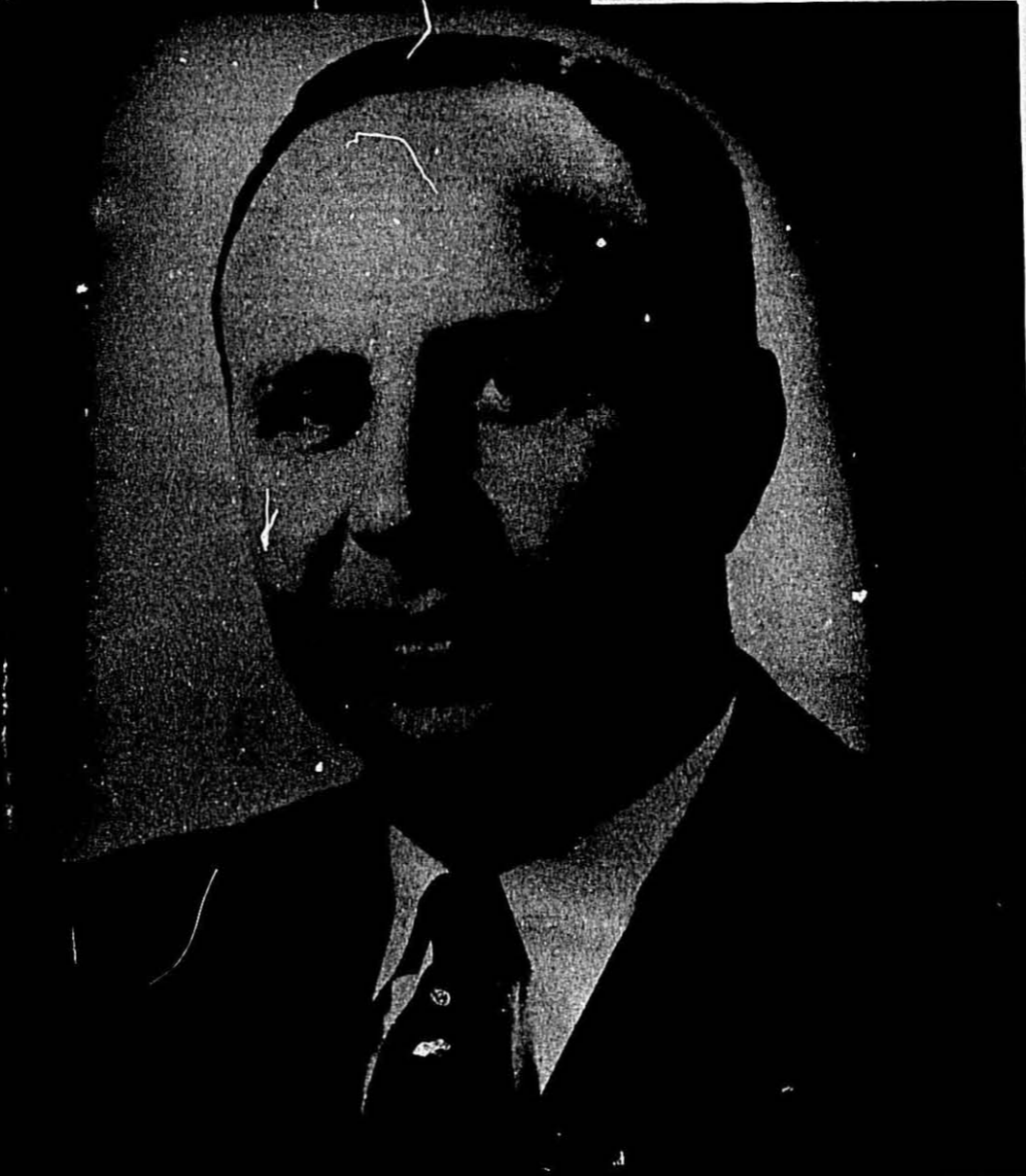
**August, 1958**

# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



AUGUST, 1958



HORACE P. GIOIA ELECTED N.M.M.A. PRESIDENT



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\*As mentioned in an article in the November 1957 Food Business Magazine which discussed a survey by Don White, Inc. of top executives in 203 retail food and grocery organizations which operate 25% of the nation's supermarkets.

August, 1958

THE MACARONI JOURNAL

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## Popularity Is Earned

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Farmers Union Grain Terminal Association

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# The MACARONI JOURNAL

August 1958  
Volume 40, No. 4

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## Cover Photo

Horace P. Gioia of A. Gioia & Sons, Inc., makers of Bravo macaroni in Rochester, New York, became the twenty-fourth president of the National Macaroni Manufacturers Association at the 54th Annual Meeting. His late father, Alfonso Gioia, was president during 1932-1933.

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August, 1958

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## At the 54th Annual Meeting



At the Association Banquet: First Vice President Emanuele Ronzoni, Jr., Mrs. Ronzoni, Immediate Past-President Lloyd E. Skinner, Mrs. Skinner, President Horace P. Gioia, Mrs. Gioia, Third Vice President Fred Spadafora, Mrs. Spadafora.

**HORACE P. GIOIA** of Alfonso Gioia & Sons, Rochester, New York, was elected president of the National Macaroni Manufacturers Association at the 54th Annual Meeting held at Hotel Del Coronado, Coronado, California. A quarter of a century ago, Mr. Gioia's late father, Alfonso, directed the activities of the NMMA as president.

Also elected were Emanuele Ronzoni, Jr., of the Ronzoni Macaroni Company, Long Island City, New York, as first vice president; Albert Ravarino, of Ravarino and Freschi, Inc., St. Louis, Missouri, as second vice president; and Fred Spadafora, of the Superior Macaroni Company, Los Angeles, California, third vice president.

New directors elected to the Board include Kenneth J. Forbes of Catelli Food Products, Montreal; Al L. Katskee, Gooch Food Products, Lincoln, Nebraska; Paskey DeDomenico, Golden Grain Macaroni Company, Seattle, Washington; Nicholas Rossi, Procono-Rossi Corporation, Auburn, New York; Peter J. Viviano, Delmonico Foods, Louisville, Kentucky; and Ralph Sarli, American Beauty Macaroni Company, Kansas City, Kansas.

### Institute Program Expanded

The enlargement of the National Macaroni Institute program to carry the nutritional story of macaroni and noodle products to the medical profession in advertisements in the Medical Journal and to the home economics field through the preparation of a classroom wall chart in an advertisement in "What's New In Home Economics" was authorized by the Board of Directors. The Board also approved the development of informational pamphlets to be made available at cost to NMI members as well as reprints of the advertisements for local follow-up.

In coordinating the programs of the National Macaroni Institute and the Durum Wheat Institute, durum millers plan to offer a quantity recipe cookbook for the restaurant and institutional field and to expand distribution of the film strip "Tricks and Treats with Macaroni Foods" for schoolroom use.

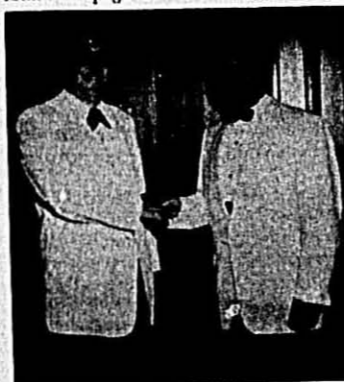
A strong effort will be made this fall to enlist the additional support of firms not now contributing to the promotional

and educational efforts of the National Macaroni Institute.

### Standards Committee

The Standards Committee recommended the inclusion of V-10 protein concentrate in the Standards of Identity for macaroni product: if labeled "wheat and soy." The Board decided to explore the Government's thinking on several additives that have come forward in recent months before taking definite action to reopen hearings on the Standards of Identity.

President Lloyd E. Skinner in his opening remarks urged the industry to keep an open mind on quality improvement, pointing to the gains of the past two years as a result of the return to durum, the greater extent of enrichment, and better merchandising. His comments will be found on page 6.



Second Vice President Albert Ravarino congratulates the new president, Horace P. Gioia.

Richard M. "Oddie" small business specialist at the Bank of America, said, "Whenever the economy hits some rough spots in the road, it has at least one good effect - maybe two. It wakes up most of the sleepy drivers and it may bounce a few of the really sound sleepers right out of the driver's seat." His comments on management were well received and are highlighted on page 8. His check list for management and further comments will appear in the next issue.

Howard Lampman of the Durum Wheat Institute showed the illustrations

that will be used in the quantity recipe booklet to be released this fall for restaurants and institutions. See "Economic Gourmet Entrees," page 30, Macaroni Journal, June, 1958.)

Durum milling representatives stressed that durum will be available even though the July 1 crop report indicates production of 14,985,000 bushels. Stocks of Government durum are being sold and in all likelihood will continue to be offered as the Government's authorized selling price is about the same as the present market on durum wheat.

Harold Hofstrand of the North Dakota Farm Bureau announced his organization's efforts to form a Wheat Commission in North Dakota and called for closer cooperation between grower and processor on durum problems.

Marvin Painter of Ballas Egg Products reaffirmed that dark colored yolks will be in short supply and prices would be high. He said the weak market for whites forces yolk users to carry the load. G. F. Siemers of Hoffman-La Roche stressed the value of beta-carotene in producing yolks of uniform color and reported their progress on getting industry and government to accept such a program.

### Dr. White Speaks

"Be Your Age and Control Weight" headlined the San Diego Evening Tribune after interviewing Dr. Phillip L. White, Secretary of the Council on Foods & Nutrition of the American Medical Association. Dr. White was quoted as saying: "Unfortunately, most people after they've passed the early twenties continue to eat as though they're still teenagers. Actually their nutrient need has lessened greatly. The need is to taper off appetite and maintain a greater degree of physical activity. Each day's food intake should include the basic four areas of nutrition - the milk group, meat group, fresh fruits and vegetables, and the cereal group. But hold down on appetite and the amounts!"

Dr. White's remarks on "Look What Can Happen to Macaroni" begin on page 14.

In reporting a sampling of depth interviews among consumers, Mervin D. Field of the Field Research Company,

(Continued on page 31)

## Greetings from the President

Remarks of Lloyd E. Skinner at the 54th Annual Meeting

It gives me great pleasure to stand before you as President of our Association for the past two years. During that time we have made impressive gains in our industry and these have come on the heels of a period of several years in which the future was somewhat dim. We were plagued with durum shortages, high prices, and a falling consumption. We have a great deal to be thankful for. These last two years have seen a reversal of the falling consumption, the return of substantial quantities of durum to the market, and also what is even better, an increase of the use of durum by macaroni manufacturers.

The increases for this past year are impressive. The Hoskins index on macaroni production is running better than 9% ahead of a year ago. Tonnage for the first five months totaled 534,181,790 pounds as against last year's figure of 488,160,495 pounds, an increase of 46,021,295 pounds.

The Macaroni Institute figures, I understand, substantiate these Hoskins statistics.

The figures on the durum mill grind are even more impressive. For the week ending June 8 (the forty-ninth week of the crop year) production was running 8,346,797 cwt. against last year's figure of 7,315,672 cwt., an increase of 1,031,125 cwt. — better than 14 per cent.

### Quality & Merchandising

This increase in my opinion was due to the successful merchandising program of the macaroni manufacturers and also the improvement of our products both nutritionally and quality wise during these last two years. The big return to the use of durum wheat has given us the kind of product that Mrs. Consumer wants to buy.

Looking back, it seems to me that one of the biggest things we did to improve our product nutritionally was the enrichment program of adding vitamins and iron to our products. At first I do not believe that the enrichment of our products stirred many people into buying our products, but there seems to be a long range gain. During these past two years, I am conscious that the nutritional authorities of our country have a new appreciation of macaroni and noodle products in their enriched state.

Just recently the Department of Agriculture listed enriched macaroni and noodle products along with cereals and bread as one of the four basic foods. They make it quite apparent that it was included only because of the enrichment to the products.

The nutritional betterment of our products by the adding of vitamins and iron has also made it possible for our



LLOYD E. SKINNER

products to be listed in low calorie and reducing diets.

### Product Improvement

Looking back I remember the objection that we received from some of our membership to the enrichment program. In fact I remember very vividly one manufacturer who specifically stated that he would never put medicine in his products. Yet within a year and a half afterward, this man was enriching with iron and vitamins.

This brings me to another possibility that is knocking on our door at this time — that is the improvement in the quality of the protein in the macaroni and spaghetti. I refer specifically to V-10 and to lysine manufactured by firms such as Dupont and Charles Pfizer. These people are asking us to take a look at several ways to dramatically improve our product again.

Improvement in the quality of the protein in our products will open up an opportunity to increase consumption in the geriatric feeding field. It also offers us an opportunity to further assist the public in the campaign against obesity that is being carried on in our country at this time.

### Promotion

Product improvement, though, is only one phase of our many problems to increase our consumption. As we all know, we have had a very successful publicity program for the last ten years. The need to enlarge this program and improve it is ever present. By bettering our communications, our publicity program can even be more integrated with the merchandising programs of the individual manufacturers. We must continue to show retailers that macaroni and noodle dishes bring both high profit from the sale of macaroni and noodle products themselves and from the sale of related items.

Merchandising today is a science and each of us manufacturers must work out strong merchandising programs. More aggressive merchandising is certain to bring better results in the form of increased sales.

Not only do we need bigger and better cooperation from the grocery retailer, but we must promote bigger and better cooperation from our partners in the institutional field and in the nutritional and home economics fields. These latter two offer practically virgin territory for new ideas and better programs. At this meeting, perhaps we might make plans in the accomplishment of programs in these fields.

### Use Durum

One other thing that I must emphasize again concerns the contributions we have made toward the research in the improvement of durum wheat. I think that it is essential for us to continue our support of these activities.

If we do all these things — that is work toward improving the nutritional aspects of our products, better merchandising, better publicity in wider fields, and continue to support research activities for durum wheat, I believe that we will continue to find success on our doorstep as it has been this last year.

### Exercise Your Leadership

There is an essential thing that must be done by each of us — every single one of us. It is up to us to provide leadership for industry programs and it is up to us to work collectively on industry problems. I know that travel has its inconveniences. Sometimes the spot that the convention committee picks doesn't please everybody. We can't control the weather. There are problems like that. But we are a family business. We try to provide sites where you can bring your families so that you can combine pleasure with business.

Each of us has a place at these meetings. Only by participation at these meetings can your leadership be felt. It is you who wants to make a success of your business — so it is up to you to provide the leadership to continually improve the Association's activities, to work on projects that will improve the general consumption of macaroni products and thereby increase your own business.

If macaroni consumption increases each year, we will all do better. We each have shares of the markets we work on, but if we can expand the market we will increase our volume and meet the rising costs plaguing us today. We can have a better industry if every one will put his shoulder to the wheel.

YOUTH WILL BE SERVED  
NATIONAL MACARONI WEEK  
OCTOBER 16-25, 1958



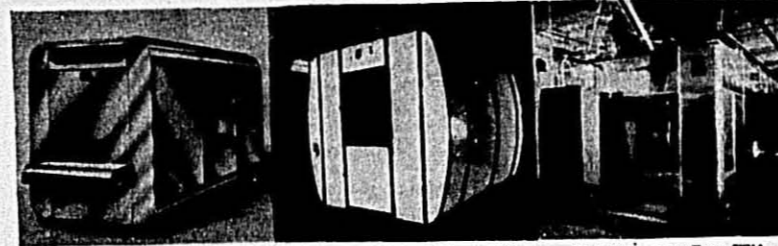
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## Better Management Builds a Better Outlook

by Richard M. Oddie, Bank of America, at the 54th Annual Meeting

WHENEVER the economy hits some rough spots in the road, it has at least one good effect — maybe two. It wakes up most of the sleepy drivers and it may bounce a few of the really sound sleepers right out of the driver's seat.

Now there may be a few business owners and managers who are riding along in such comfortable seats that they don't feel the bumps at all. For these unfortunates there is just this warning — sometimes people settle down so hard that they just flatten out.

There's more truth than nonsense in the statement that when you're green you're growing, and when you're ripe you rot. The only difference between a comfortable rut and the grave is about six feet of earth.

Macaroni manufacturers are no exceptions to the rules of business and the laws of nature. Many a man can start a business and run it pretty well for a long time. But the day comes when he is either going to do a good job as a manager or find that his business just isn't what it used to be.

This is a tough competitive period. There are very few certainties and sure things in the business world today. Accidental success—the flying by the seat of the pants kind—is becoming more and more rare. From now on, business success and business survival for that matter, are going to be earned or they just won't happen.

### 7 M's in Management

You can spell the word Management with seven "M's": Men, Money, Machines, Markets, Materials, Merchandise, and Methods. Each of these terms is a key to a vitally important area of business management. At a time when the consumer is being offered a wider and wider choice as far as the food dollar is concerned, the macaroni industry has every incentive to do the best job possible in building a bigger and more profitable market.

This is a day of intense rivalry for supermarket shelf space. And the supermarkets of America are the decisive area as far as selling the American consumer is concerned. There is great significance in the fact that eleven out of the top twenty retail organizations in America are food chains.

NARGUS — National Association of Retail Grocers — held their 59th Annual Convention in New York City early in June. It was stated there by the organization's Associate Counsel, Henry Bison, that "it is authoritatively predicted by 1960 some 70 per cent of all food sales will be made by 25,000 outlets, approximately half the number of stores it took



RICHARD M. ODDIE

to account for the same percentage of business ten years ago."

Another speaker at the same gathering was reported as saying that small grocers are not destined to be gobbled up by the big chains. Henry Boney of Speedee Markets, La Mesa, California, told the grocers that they need not carry every brand, customers are satisfied by a choice of two.

Now stock simplification may be good for some retailers — it may be their key to survival. But it is certainly going to be hell on the manufacturers who get pushed off the shelf and out of the American market completely just because they weren't one of the two fortunate surviving brands.

### Why Are You In Business?

Some manufacturers don't know why they are in business. This may sound like a strong statement, but when the question is put to the heads of small and medium-sized firms, the answers are extraordinary. Some men are in business for fun, others to provide jobs for a growing family of children, sons-in-law, and nephews, and others are in business for profit. Very few seem to be concerned with the development of a sound and stable organization that will be vigorous enough to stay in business over a long period of years and to grow in strength and profitability at the same time.

Good management appears to be the reason why companies grow. It is an important factor in making an uneven business road smoother. There is no question about its importance as far as bankers and business consultants are concerned.

The big problem is always to encourage men who are busy with the details of every day business operation to step back

and take a good long look at their own firms and their methods of operation.

When they do this, and get converted to the importance of better organization and better delegation and better supervision, then and only then will they realize that no matter what conditions are, better management will automatically build a better business outlook.

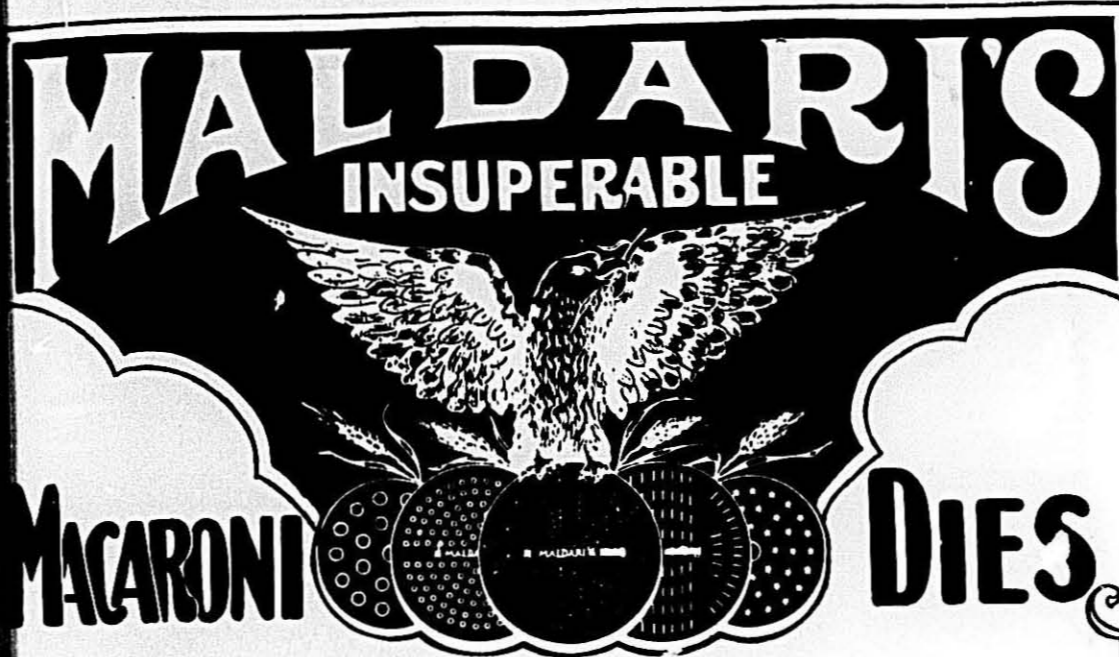
### Management Check List

Richard M. Oddie of the Bank of America, Small Business Advisory Service, presented this management check list adopted from "Success & Failure in Small Manufacturing" by A. M. Woodruff and T. G. Alexander, University of Pittsburgh, at the convention.

Each of the ten elements listed below is worth ten points. See how your organization scores.

- 1. Sound Organization:**  
Clear organization patterns, centralized personnel control, no overlapping authority, trained understudies for key jobs.
- 2. Informed Leadership:**  
Adequate reports, comparison with past performance, comparison with standards.
- 3. Simple, Adequate Records:**  
Records adequate and adapted to purpose, proper filing — accessible, data available on time, keyed to organization needs.
- 4. Balanced Finances:**  
Adequate liquidity, depreciation control, inventory control, sensible borrowing, good bank relations.
- 5. Effective Plant and Equipment:**  
Modern machinery, production synchronized, machinery well maintained, performance standards.
- 6. Cost and Performance Standards:**  
Standards shown in reports, variances shown, overhead costs controlled, continuous study for improvement.
- 7. Sound Labor Relations:**  
Human recognition of labor, wages in line with industry, workers interested in production, participation in profit by key personnel.
- 8. Proper Sales Organization:**  
Sales analysis by products, sales analysis by territory, sales compensation and incentives, adequate customer service, controlled use of credit, controlled use of advertising.
- 9. Market and Product Research:**  
Market analysis of sales, improvement of product, improvement of production, new products, market analysis before launching new products.

(Continued on page 36)



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Say Maldari

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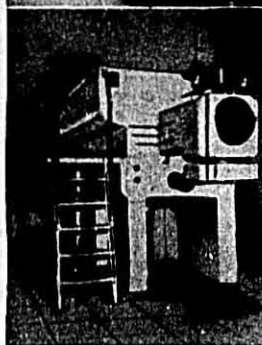
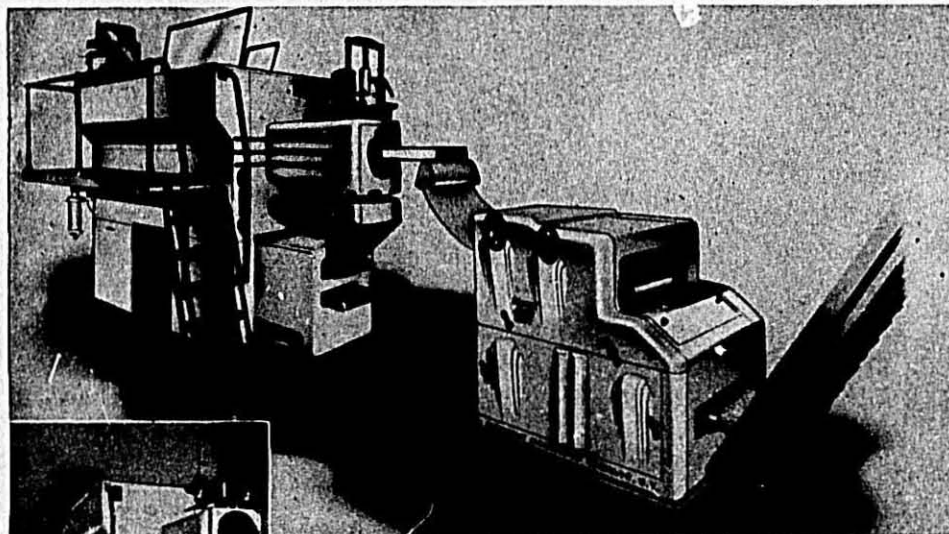
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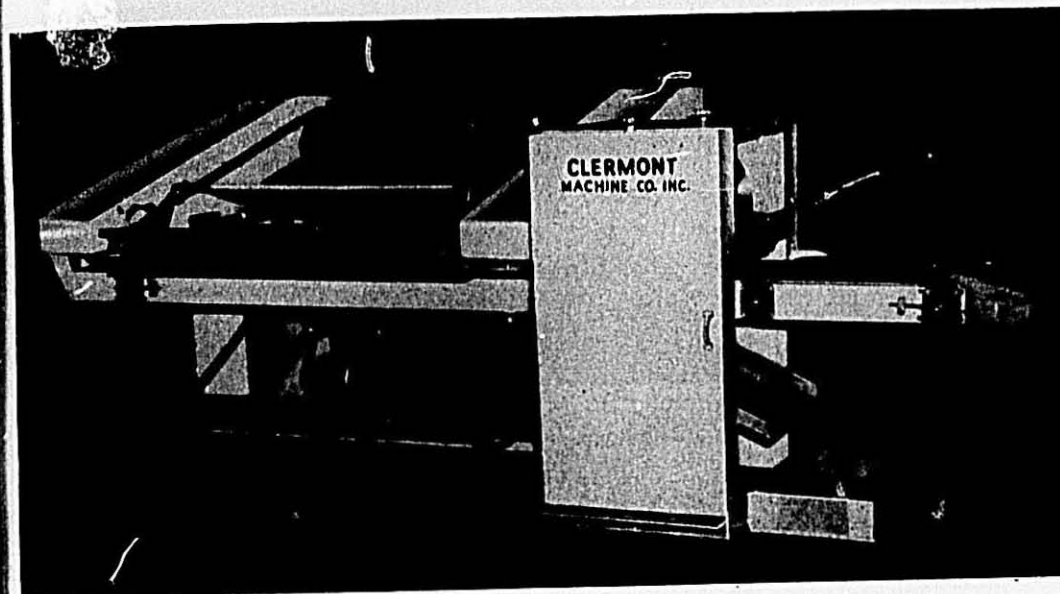
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- E**ngineered for simplicity of operation.
- R**ugged construction to withstand heavy duty, round-the-clock usage.
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- O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.
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## The How's and Why's of Motivational Research

by Mervin D. Field, Field Research Company, at the 54th Annual Meeting

At no time in the history of merchandising has market and public opinion research played such a vital role in decision making as it does today. From inception of a product, through its design, packaging, advertising, and ultimate useful life span, market researchers are called in to check the pulse of the consumer and report his reactions.

The reasons for this strong accent on research are obvious. Consumer appeal of a product must be checked and rechecked and its merchandising adjusted accordingly, or the ever-fickle buying public will switch to another brand, or a substitute product. Our vastly improved methods of mass communication and distribution make every product and every brand a candidate for obsolescence as some newer and more desirable merchandise is created.

### Reason Behind Reason

Motivation research is a relatively recent effort by public opinion and market analysts to get information about consumer preferences and attitudes which can help manufacturers and distributors keep abreast of current buyer thinking. The accent here is on attempting to pierce the curtain of the subconscious in the consumer mind. The basic purpose of such an investigation is to obtain the reasons behind the reasons for any given behavior. Motivation research differs from the conventional market-opinion study in that it seeks beyond the statistical "what" and "how" answers these studies offer to the human behavioral element of "why." Getting this information is only half the battle, however; it must be properly analyzed and applied to pay off in increased sales.

No doubt you have read of some of the interesting and revealing results to come out of motivation research projects and the advertising appeals built around them.

### Case Studies

The prune study is a classic example. Through motivation research techniques it was discovered that people associated prunes with dried up old maids, constipation, and other unpleasant concepts. The Prune Council promptly shifted their advertising focus to counteract this connection by describing prunes as "fruits with locked-in sunshine and vitamins—the fruit of youth." They showed mouth-watering recipes utilizing prunes, such as prune cake, prune whip, etc. What happened?

The H. Breck people studied the feelings of women about the color of their hair. They found that a majority of women think of the color of their hair as a great and living personal symbol—



MERVIN D. FIELD

an integral part of their personalities—Breck shampoo ads now assure women that the product will only highlight the natural color of their hair, not tamper with it.

Through motivation research Miles Laboratories, Inc. found that its antiseptic Bactine was too bland—it didn't sting. Mothers who administered the cure without any sting to their children felt they were missing part of the treatment—they got no chance to comfort the child. People also felt that unless they could feel something, the antiseptic was not doing its job. So part of the sting was put back.

### Men Like Old Shoes

Johnson shoes found from a motivation study that men hate to buy new shoes. It had been advertising shoes by themselves, brand new. When it switched to pictures of the shoes being worn, stressed softness of the leather, sales went up.

Jell-O used to be advertised as a glamorous but complex special events dessert. But most housewives thought of Jell-O as a simple, every-day dish. Advertising themes were switched to the image that the housewives already held; to simple every-day illustrations and a warm, human appeal.

Wesson Oil's Snowdrift found that the swirl on top of the shortening inside the can symbolized purity and fluffiness, both qualities that housewives wanted. So the swirl was added to the label on the outside.

A study for NesCafe Instant Coffee also illustrates the versatility of motivation research. Two groups of housewives were given sample shopping lists which were identical, but with one exception: one list contained "instant" coffee and the other "regular" coffee. Respondents were then asked to describe the type of woman who would make up such a list. The

differences between the answers of the two groups were remarkable and highly significant. The woman buying instant coffee was described often as "lazy," "not a good homemaker," "not someone who cared about cooking, etc." Here, obviously was a prejudice for the instant coffee manufacturers to overcome!

Goetz beer, through motivation research, found that the public was really not impressed with the almost unanimous efforts of beer manufacturers to claim they have a "dry beer." Actually, the public felt that dryness did not quench thirst nearly as well as a drink that was considered wet. Goetz accordingly changed to a new theme of "Wet 'N Wonderful" and sales rose significantly!

### Depth Interview

How were these inner thoughts of the consumer mined and brought to light? Motivation research borrows its various techniques from psychologists and psychoanalytical methods, modified to serve the purposes of market and opinion research needs.

Foremost among the techniques of motivation research is the so-called "depth" interview. This is an interview in which the subject—in this case the consumer—is encouraged to talk at length about a given product, service or company with minimum guidance from the interviewer. It is analogous to placing the consumer on the psychologist's "couch"—only figuratively, of course, and helps to reveal subconscious motives, guilt feelings, etc. associated with the subject under inquiry.

Projective techniques play an important role in motivation research also. Sentence completion, story completion, and cartoon completion are all variations on the same theme. The respondent is presented with an unfinished sentence, story, or pictorial situation centered around the research problem, and is asked to complete it or "tell how it ends." In doing so, he unconsciously gives his own reactions to the situation (after all, he really has no other readily available). Projective techniques have the advantage of allowing the respondent to "disown" what he might deem as an unpopular idea, by the process of attributing it to the person in the situation story. Such a method aids us in getting at hidden opinions which respondents might be reluctant to part with if labeled as their own.

### Word Association

Word association is another projective device which has been adapted by the motivational research. Here the respondent

(Continued on page 13)

**THE US WITH**

**WORLD**

**Let better macaroni products...**

"Bowling balls, spaghetti, noodles—no matter what macaroni product you manufacture, you can be sure... when you 'tie-up' with 'Mr. I'. 'Mr. I' is a symbol of International's personal service and quality products. 'Mr. I' stands for integrity—an International by-word! 'Mr. I' means increased consumer acceptance of your macaroni products. Yes, 'Mr. I' is a good 'man' to know—a good 'man' to have working for you."

**International**  
MILLING COMPANY



## Look What Can Happen To Macaroni

by Philip L. White, Sc.D.

Secretary, Council on Foods and Nutrition, American Medical Association  
at the 54th Annual N.M.M.A. Meeting

THE need for disseminating more information about food and nutrition was strongly emphasized at The National Food Conference held in Washington early this year. That is—more practical nutrition information, of the kind that people can use, is necessary if the problems that are before us are to be solved.

What organizations are in a better position to supply the information and the impetus to nutrition education programs than the food trade associations? Not only can such associations supply the information needed, they can demonstrate how their products fit into a plan of total nutrition. In so doing, the important concept of nutritious meals prepared from a variety of foods, served in adequate amounts, will do much to promote good nutrition in this country. The material I wish to present has been prepared in the hope that the National Macaroni Manufacturers Association has an interest in promoting the importance of food to the achievement of good health.

### Tell The Doctors

I understand that the National Macaroni Manufacturers Association is contemplating an increased program of institutional or educational advertising directed to the professional groups. One aspect of a national nutrition education program would, of necessity, center about supplying information to professional groups. In a venture of this type you have my wholehearted support and encouragement. If you do decide to carry out a more active program of nutrition information directed to professional audiences—look what can happen to macaroni!

Macaroni can be used in every kind of therapeutic diet.

Macaroni can be fit into the meal pattern of every American.

Macaroni can be counted on to supply worthwhile amounts of many important nutrients.

Macaroni can be used as a starting place for a general nutrition information program that could reflect great credit to your organization.

It would be presumptuous for me to try to tell you what the physician knows about macaroni products. However, I can tell you what the physician might want to know about macaroni and egg noodle products. It will be to your advantage for him to understand the value of your products so that he can make the best reference to them in his practice and diet recommendations. The nutritive values of macaroni and egg



DR. PHILIP L. WHITE

noodles are worth advertising. The physician would certainly want to know their value not only in terms of percentage composition, but in terms of the nutrient content in the average servings or other convenient units of measure. The physician would want to know about the protein content and about the quality of the protein, about the vitamins—especially thiamine, riboflavin and niacin, and about the iron content of macaroni products. What happens to these nutrients when macaroni is cooked? The physician would also want to know how macaroni can be used in various diets—in reducing diets, in bland or soft diets, diabetic diets, restricted sodium diets, and the normal diet. I plan to go into all of these matters in more detail, but I can assure you now, that macaroni products have a place in all of these diets and in many others.

### Concerning Diets

Many of the therapeutic diets in use today are designed along the lines of a food grouping system. In essence, this means that foods of similar composition are grouped together, and depending upon the nutrient in question, the patient is assigned a certain number of servings in each group. One of the groups important to us today is the bread and cereal group. This means not only bread and whole grain cereals, but also means the enriched macaroni products. Macaroni or egg noodle products (usually 1/2-1 cup cooked) are considered one serving in the bread and cereal group. This food group system is used for diabetic diets, for sodium restricted diets, and for reducing diets.

Other than the so-called normal diet, perhaps the most popular diet today is

the reducing diet. Many food products have been designed for calorie restricted diets, advertisements play up reducing diets, and popular articles have been written on this subject. Consequently, there has been a tendency among certain food producers to promote their products for special dietary uses on the basis of what the products do not contain, especially calories, fat, and cholesterol. This has been especially true during the controversy over diet and heart disease. For example, the theme of some food promotional materials has recently been:

"Our products are made from cereals and are low in fat and contain no cholesterol. . . Therefore, they will not harm the way some foods might."

### Be Positive

This may sound like good promotion, but foods are not selected and combined into diets on the basis of what they do not contribute. The one important requirement of good and practical nutrition is to provide the calories, proteins, vitamins, and minerals that the body needs everyday. Some foods might not be suitable for certain types of diets, for example, a calorie restricted or sodium restricted diet, because they contain too many calories or too much sodium in proportion to the major nutrients contributed. In these cases, the calorie or sodium cost of the food is too high to justify its use as a source of proteins and vitamins. An individual on a calorie or sodium restricted diet has so much sodium to spend or so many calories to spend in exchange for the needed nutrients of the needed variation in his diet. Therefore, in therapeutic diets, foods are selected for the major nutrients contained in the food and then their place in the menu or their frequency of use is determined according to the cost in terms of elements that are being restricted.

### Give Full Information

The physician, dietitian, or nutritionist who prepares diets and advises people how to use them, must be given full information about the composition of foods. This information should be phrased in terms that are familiar and useful to them. So much attention has been given to the calorie content of foods and so many foods are promoted as special diet foods that I wonder if in time the American will not become quite neurotic about his food. Let's get back to the day when food was promoted for its goodness and quality.

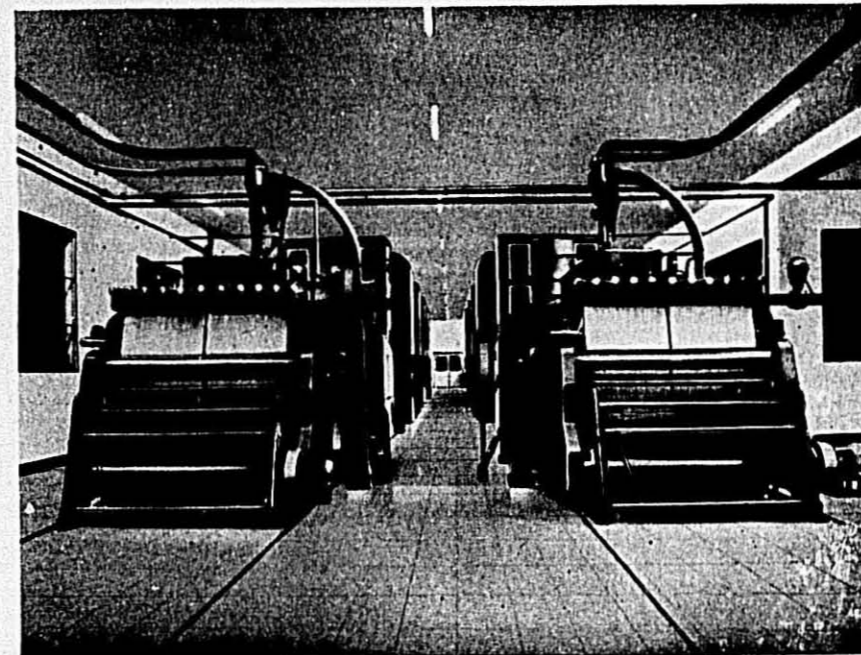
(Continued on page 22)

## modern installations for modern macaroni plants

Our Technical Office is at your disposal to study and to solve your problems.

### AVOID BUILDING COST!!

of new premises. Renew instead your equipment. Only half of the space is required with the New Automatic Dryers.



Automatic Lines for Long Goods. Exit of Products showing automatic stripping and cutting devices.

The picture shows our new automatic "GPL" Lines for all types of long macaroni products. 67 lines of this type are already in operation in 16 different countries.

ONE MAN PER SHIFT: 22,000 lbs. daily of dry products, ready for packing. Similar Lines are available for Twisted and Short Cut Goods.

Send your inquiries to:

Eastern Zone: Lehara Corporation, 60 East 42nd St., New York 17, N. Y.

Western Zone: Permasco Division of Winter, Wolff & Co., Inc.,  
2036 East 27th Street, Los Angeles 58, California

V. I. Dott Ingg. M. G.  
BRAIBANTI & C.  
MILANO Via Borgogna, 1

# Braibanti

**Durum Crop Estimate**

by Les Swanson, King Midas Flour Mills

On March 18 the United States Department of Agriculture issued a report concerning farmers' intentions to plant wheat in 1958. This report indicated a total of 1,179,000 acres would be planted to durum. This compares to 2,365,000 acres in 1957, a reduction of 51%.

The July 1 government crop estimate placed this year's durum production at 14,985,000 bushels, compared to 39,680,000 bushels produced last year. In making an estimate of the available durum supply for the crop year 1958-59 we shall use as a basis the government July 1 figure of 14,985,000 bushels. This total may be raised or lowered when the next report is released in August.

The estimated durum wheat supply for the crop year 1958-59 is based on the estimated carryover July 1, 1958, which amounts to 26,000,000 bushels, less the estimated durum under loan July 1, 1958—20,000,000 bushels. This leaves a balance of 6,000,000 bushels. The government July 1 crop estimate places this year's durum production at 14,985,000 bushels making the total supply outside government stocks 20,985,000 bushels.

The estimated usage for 1958-59 consists of a mill grind from July 1, 1958, to September 1, 1959 of 25,000,000 bushels; seed—2,000,000 bushels; and cereal and feed—4,000,000 bushels for a total of 31,000,000 bushels. This leaves a deficit of 10,015,000 bushels.

The deficit will have to be secured from government owned stocks which are estimated at 20,000,000 bushels, leaving a carryover of 9,985,000 bushels on September 1, 1959.

**The Price Picture**

by Pierce Wheatley, International Milling Company

We are going to have a tighter durum supply picture this year. There will be plenty of durum but we will be buying a large percentage of our supplies from CCC.

Supply and demand coupled with the price on CCC owned durum will regulate durum prices. Let's start off by comparing 1958 and 1957 gross loan figures.

	1958	1957
Hard Amber Durum	\$2.30/bu. Mpls.	\$2.51/bu. Mpls.
Amber Durum	2.25/bu. Mpls.	2.46/bu. Mpls.
Common Durum	2.20/bu. Mpls.	2.36/bu. Mpls.

This looks good on the surface but we have to take the supply picture in consideration. In 1957 we had a durum crop of 39,680,000 bushels. The normal domestic consumption of durum is about 31,000,000 bushels. We saw durum prices sink to around net loan figures during a major portion of this past year because of plentiful free durum supplies.

The picture is entirely different this year. The July 1 government forecast was for only 14,985,000 bushels of durum.

This means a tight free durum supply.

We expect the durum farmers to play a good game of poker and hold off selling their durum. They will sell hard wheat, barley, or flax as their cash crop and hold their durum for the best possible price. We may see a temporary dip at the peak of harvest but as soon as the crop finds storage the receipts will dry up. We will be compelled to raise our price offers to induce the farmers to sell their durum. The durum farmer will not likely be a willing seller at less than the Commodity Credit Corporation minimum selling price for durum.

What is the CCC minimum selling price? CCC is authorized by law, as of July 1, to sell its stocks of durum at 105% of 1958 gross loan value, plus carrying charges, or at the market level, whichever is higher. If we take a \$2.30 gross loan value on No. 1 Hard Amber Durum, we would have a minimum selling basis by CCC on July 1, of \$2.41 per bushel. Average carrying charges are about 1½ cents per bushel, per month. There is nothing definite about these carrying charges. They are set each month by CCC. In September 1958 the CCC minimum selling basis will be about \$2.46 per bushel. By January 1959 the minimum selling basis will be about \$2.50 per bushel.

There's no reason to be pessimistic about the present durum supply. There's adequate durum available. Plentiful durum supplies had much to do with increased macaroni consumption this past year. Durum products will do the same job for you this coming year. Let's all push quality durum macaroni products.



**AT THE GENERAL MILLS' OPEN HOUSE**

at their new headquarters near Minneapolis recently, nearly 15,000 visitors saw and heard the story of durum wheat to semolina to durum flour to macaroni products. Representative macaroni products included spaghetti, elbow macaroni, noodles, rigatoni, and lasagna.

Pictured above they are receiving copies of the "Macaroni Spaghetti Noodle Handbook" of delicious main dish recipes created by Betty Crocker which will encourage consumer interest in serving more macaroni foods to their families. Information in the booklet includes tips on how to cook foods and the reasons for serving them which are—convenience, economy, variety, good flavor, and nutrition.

This booklet has been featured in the Macaroni Journal for the past several months as a service item, and is available to the manufacturer at printers' cost and may be imprinted with the manufacturer's brand name.

**International Releases Bulk Flour Handling Patents**

International Milling Company has announced that they are releasing to the baking industry all rights to their pending and existing patents on bulk flour bin designs and installation techniques.

International has thereby authorized free and independent use of all of their creative ideas and technological contributions to the bulk movement by bakers, macaroni manufacturers and related engineering companies.

The baking industry at large, as well as its allied trades and related industries, stands to gain much by this release. International believes this action will further the healthy growth and expansion of bulk materials handling and mechanization throughout the baking industry.

Behind today's announcement lies the milling company's original purpose in entering the field of bulk flour engineering over four years ago. Prior to that time, International had done extensive research and development work in their own plants throughout the United States in bulk flour handling. They worked closely with General American Transportation Corporation in field-testing the original "Trans-Flo" bulk flour rail car, as well as today's "Airslide" car.

**Operate Large Fleet**

As a natural outgrowth of this, and in cooperation with major truck-trailer transportation companies, International developed their own bulk flour truck, which utilizes similar "Airslide" unloading principles. Today, they operate the largest fleet of bulk flour trucks in the country, and use more bulk flour rail cars than any other mill.

Even with the development of efficient bulk flour transportation and equipment, early in 1954, the milling company realized that from an engineering standpoint, the possibilities of bulk flour handling could not at that time be fully utilized by bakers. Bulk flour handling was still in its infancy outside of the milling industry and very few bulk flour engineering services were available at reasonable cost to bakers. With their own interest and experience in this field, International decided to organize its own bulk flour engineering department as a service to the baking and macaroni industries.

Chief among their accomplishments in this field are designs on screw-conveyor and "Airslide" type flour bins for bulk flour installations. These bins are generally accepted by the baking industry as being operationally superior to most other types, minimizing maintenance and sanitation problems. The milling company also pioneered in the application of pneumatic unload and "in-plant" systems, working out engineering refinements that resulted in trouble-free operation.

"We are proud of our pioneering leadership and achievements in the field of bulk flour engineering," explained a com-

(Continued on page 31)

There is something special about Macaroni products made from

*King Midas*

Let's have "something special" is the phrase that is heard more and more often from New York to L. A. Let's have a different kind of meal—but with lots of appetite and health appeal. Let's have a meal that satisfies all the family all the time.

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too. They meet all the requirements of big-family budgets to the most exacting taste of the gourmet. To obtain that "something special" in your products use the finest—use King Midas.



*King Midas* DURUM PRODUCTS

MINNEAPOLIS  MINNESOTA

Convention Registrants  
Macaroni Manufacturers

Table of Macaroni Manufacturers including names and addresses such as Catelli Food Products, Ronco Foods, and Golden Grain Macaroni.

Allies

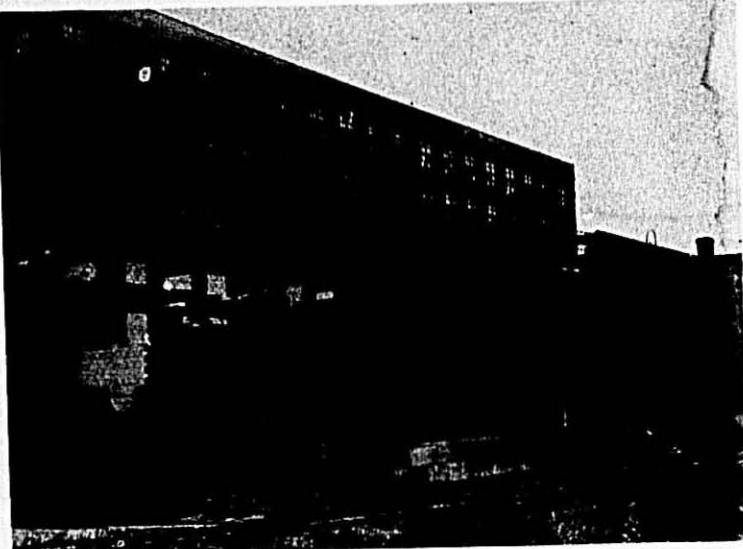
Table of Allies including names and addresses such as Ambrette Machinery Corp., Clermont Machine Company, and Bianchi's Machine Shop.

Table of Macaroni Manufacturers including names and addresses such as General Mills, Inc., Ballas Egg Products, and King Midas Flour Mills.

In The Industry -

San Giorgio Expands

A \$750,000 addition to the San Giorgio Macaroni plant, Eighth and Water Streets, Lebanon, Pennsylvania, now in construction, is expected to be finished in about six weeks...



San Giorgio's new addition nears completion.

Future plans also include incorporation and a new building for the company's canning plant at Sixth and Spring Streets.

Gioia Becomes Canner

For the first time in its 50-year history, the Gioia Macaroni Company, Inc., of Buffalo, New York, will enter the canned food field with a plant in Odessa, Delaware...

Prince of Pizza

Merger of the Leaning Tower of Pizza with the Prince Macaroni Co. was marked with the formal opening of a Prince of Pizza at the Leaning Tower in Quincy, Massachusetts on Route 3.

The tower of this pizza restaurant is an authentic duplicate of the famed Leaning Tower of Pisa in Italy. Adjacent to the tower is a flagstone patio with jalousie windows, and the interior wall is highlighted with a cinematic mural of a colorful Italian scene.

East Coast. Another unit was opened in Wareham, July 5, and drive-in units are already in operation in Saugus and W. Yarmouth. The Prince Macaroni Co. is one of the nation's leading makers of spaghetti, macaroni, egg noodles, pizza mixes and ready-to-serve sauces and Italian foods.

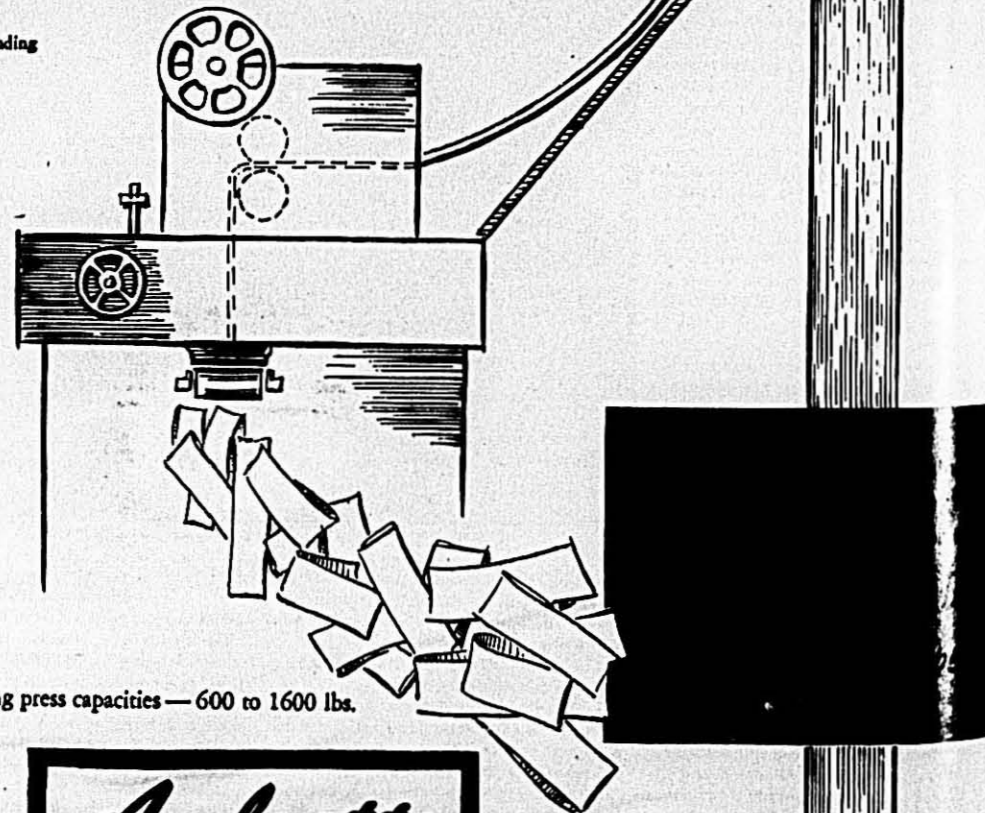
# You can PREVENT Noodle Sheet

## BURNING

Sheet burning results when egg dough is overheated by an extrusion screw turning at a fast RPM to get production through a thin slotted die. A thin slotted die has a high extrusion rate which further overheats the sheet. This overheated **BURNED** sheet is difficult to dry and deteriorates egg noodle flavor.

Ambrette's Sheet Formers use a SPECIAL THICK SLOTTED "TEFLON" DIE\* to reduce die resistance. With less die resistance, the extrusion screw turns less RPM to get desired production at a low extrusion rate through the die. Less frictional heat is generated by combining slower screw RPM with a thick slotted die—thus a cooler sheet is maintained at all times.

\*Pat. Pending



Sheet forming press capacities — 600 to 1600 lbs.



156 — 6th Street, Brooklyn, New York

# Another Ambrette Landmark!

Announcing...  
**3 STICK  
LONG GOODS SPREADER**



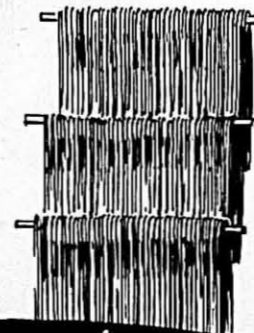
Patented

*The only Spreader to greatly increase output of a 1000 lb. continuous press*

**Increases production** ★

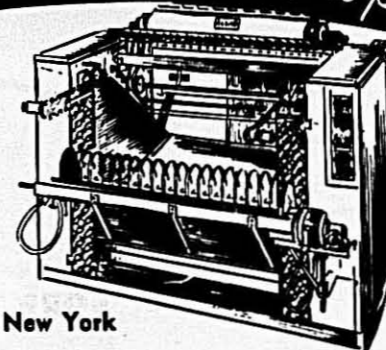
**Improves quality** ★

**Reduces waste** ★



*The only Spreader for a 1500 lb. continuous press*

**Why not trade in your old  
2 stick spreader NOW?**



Ambrette Machinery Corp., 156 6th Street, Brooklyn, New York

**Look What Can Happen**

(Continued from page 14)

**Facts About Macaroni Products**

Your Secretary, Mr. Robert Green, and the previous speaker, Dr. Winston, have provided you with considerable information about the nutritional contributions of macaroni products. There is not much other material than I can add, but perhaps I can give a different emphasis than have Dr. Winston and Mr. Green.

When talking about foods or groups of foods, it is important to remember that foods are sources of nutrients and that the maintenance of nutritional health depends upon proper food selection and preparation. Foods may be classified a number of ways. I have already talked about one method, that of balancing the nutrients you want against the nutrients you may want to avoid as in the case of diets for sodium restriction. Another way of classifying foods is according to the contribution of essential nutrients in average servings of the food or in that quantity of food supplying 100 calories of food energy. In the case of macaroni products, it would seem to be more logical to evaluate in terms of nutrients contained in the average serving because most people eat more than 100 calories equivalent per serving. My comparison will be on the basis of percent of the Recommended Dietary Allowances of the Food and Nutrition Board of the National Research Council supplied by one serving — one cup of cooked enriched macaroni. One serving will supply the following proportions of the Recommended Dietary Allowance for an adult: 7% of the calories, 10% of the protein, 8% of the riboflavin, 15% of the iron, 16% of the thiamine, and 17% (N.E.) of the niacin. On this basis, enriched macaroni might be called good and reliable source of thiamine, iron, niacin, and protein, and a fair source of riboflavin. Thus, enriched macaroni products make significant contributions

of essential nutrients and in no way can be considered only as starch.

**Budget Calories**

For a moment let us consider macaroni products as sources of food energy or calories. The calorie content of a given food is important only in a relative way — relative to the other nutrients supplied by that food or to the total calorie intake. Calories can be considered like money in a budget—you have just so much to spend and the clever budgeter wants to be sure of getting the greatest value for his expenditure.

Cooked, enriched macaroni products are rather good bargains because an average serving or one cup of cooked macaroni supplies only 7% of the calorie allowance of an adult at the same time that it makes significant contributions of important nutrients. In a manner of speaking, the calorie content of the food is of importance only to the consumer not to the food. To say that a product is a high or low calorie food doesn't always make good sense, especially when referring to packaged, prepared foods or meals. This is because people differ in their calorie needs. A given food may be a high calorie cost food to an 1800 calorie dieter and a low calorie food to a teenager requiring 4000 calories. Thus, it is sometimes quite useless and quite senseless to refer to a food as being a high or a low calorie food. It would seem to be better, if necessary, to speak frankly about the calorie content of food in terms of its percentage composition, or in terms of the average serving consumed. The reasons for any labeling on a package or any advertising is, after all, to inform the consumer.

**Importance of Enrichment**

I will have more to say about the vitamin content of macaroni products. Suffice it to say at this time, that it would be in the public interest and in your interest to urge 100% enrichment of macaroni and egg noodle products. Don't force

people to check the labels to see if macaroni is enriched; allow the public to confidently assume that they are. Few of the claims that can be made for macaroni can be made for the unenriched product.

I have referred to the quantity of protein in macaroni, now I would like to devote a little time to the quality of the protein. We know that one serving of cooked macaroni will supply about 7 grams of protein which, incidentally, is more than that found in three slices of white bread. But what about the quality of that protein? You are all aware that protein quality is important only in terms of the total protein eaten at one meal or in one day, and I shall not dwell on that point. However, knowledge of the composition or the nutritive value of food proteins is important to the person who is planning diets. The quality of the protein in macaroni is similar to that of other cereal products that are not subjected to extreme temperatures in their preparation.

**Protein Quality**

One convenient method of assessing the quality of a protein is to compare it with a so-called standard reference protein of known composition and known nutritive value. For this purpose, the Food and Agriculture Organization of the United Nations has developed a so-called provisional reference protein. It is possible to compare other food proteins with this provisional protein using a score up to 100. Egg protein — an excellent protein, for example, is scored at 100. White flour is given a score of 47. The protein score assigned to a given food protein is determined from the percentage of the most limiting amino acid supplied by that food when compared with the FAO reference protein. Macaroni has a score of 67 out of a possible 100 because it supplies 67% of the lysine found in the reference protein. This might sound like evidence for the need of lysine supplementation of the macaroni products. However, as in most cereal proteins

**PROTEIN SCORE OF MACARONI PRODUCTS**

FAO Ref. Protein Pattern <sup>1</sup>	Macaroni		Egg Noodles		Macaroni & Cheese	
	Composition <sup>2</sup>	Score*	Composition <sup>2</sup>	Score*	Composition <sup>2</sup>	Score*
Isoleucine	270*	286	281		358	
Leucine	506	378	377		500	
Lysine	270	184	186	69	326	100
Phenylalanine	180	298	276		320	
Tyrosine	180	188	141		247	
Total Sulfur Amino Acid	270	194	207	77	198	71
Methionine	144	86	96	(67)	126	(87)
Threonine	180	222	241		250	
Tryptophan	90	67	60	67	77	86
Valine	270	324	337		391	

Amino Acid composition given as mg. amino acid per gram nitrogen.

Macaroni and cheese — calculated as 50% of the protein from each 1 cup cooked macaroni (7.1 gm. protein) plus 1 oz. cheddar cheese (7.1 gm. protein).

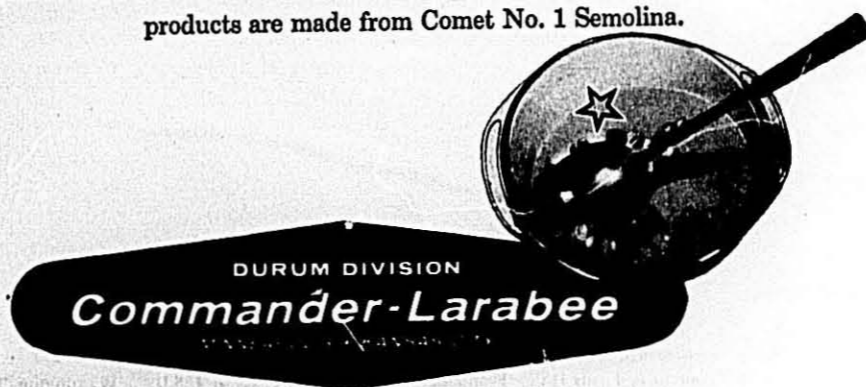
\*Percentage by which food fails to meet FAO provisional pattern.

1. Protein Requirements, FAO Nutritional Studies No. 16, Rome Italy.

2. Amino acid content of Foods Home Economics Research Report No. 4, U.S.D.A., Washington, D. C. (Figures for Macaroni and Noodles represent only 1 sample analyzed.)



you just can't beat *quality* macaroni products to fully satisfy youngsters' appetites. And you can be sure that youth will be well served with appetizing, delicious, healthful salads, casseroles or skillet dishes when your macaroni products are made from Comet No. 1 Semolina.



there are other amino acids that are limiting and even if the lysine were increased, other amino acids would then become limiting. The sulphur containing amino acids, cystine and methionine, are in such concentration that they would permit a score of only 72 to 75 after lysine supplementation. Theoretically then, lysine supplementation would raise the protein of macaroni products from 67 to only about 72. Tryptophan is the next most limiting amino acid so that even if lysine and cystine were both added, the theoretical score would still only be 75. This does not mean that the protein in macaroni is not a rather good protein. Actually, according to this method of comparison, the protein is pretty good quality. I think it should be interpreted to mean that efforts, if any, to improve the quality of the proteins in macaroni should be attempted only after the most careful experimental work has been done to prove the effectiveness of a single amino acid supplementation.

Incidentally, I was able to find only one report of a single analysis of the amino acid composition of macaroni and of egg noodles. One would be led to expect to find more sulphur amino acids in noodles because of the contribution from the added egg, even though relatively little egg solids are added to noodles. Actually the methionine content of egg noodles in this published report was less than that of macaroni—96 mg. of methionine per gram of protein in egg noodles compared with 108 mg. per gram in macaroni. Accordingly, the protein score of egg noodles is 67, the same as macaroni. I would wonder if this is true.

The effects on protein quality when macaroni is mixed with meat, milk, eggs, cheese, or fish—commonly used dishes, has not been specifically mentioned. I have not felt that this was necessary. You all know that the result is good protein and good nutrition.

Not long ago, I was discussing with a few of your Board members the idea of promoting macaroni with the other foods that naturally combine with it to make a good meal pattern. It was from this meeting that the title of this talk originated. I was urging your Board members to take a broad view of nutrition and of the place macaroni can take in the diet. As I recall, I suggested a series of educational advertisements complete with recipes with the title "Look What Can Happen to Macaroni." Let us now look what has happened to macaroni.

**Macaroni's Place in the American Diet**  
The Agriculture Research Service of the United States Department of Agriculture has done much to promote good nutrition education materials and teaching aids. The old seven group food plan, one of their teaching aids, grew out of concerted efforts to improve nutrition in this country early in the 1940's. It was about the same time that the flour enrichment program began. Well, the emphasis in nutrition has changed. We have conquered

the classical nutrition deficiency diseases and we have now become a calorie conscious country. Accordingly, a new food plan has been developed that places more emphasis on those foods that contribute several nutrients and less emphasis on foods as sources of calories. This new plan is built around four fundamental groups of foods—a milk group, a meat group, a vegetable and fruit group, and a so-called bread and cereal group. This plan recognizes that foods can be grouped roughly according to the amounts and kinds of nutrients common to those foods. But the plan also recognizes that each of the basic foods in the plan contribute other nutrients to complete amounts left unfilled by some other group. Enriched macaroni products and egg noodles are prominent members of the bread and cereal group. This group is counted on to contribute to the diet worthwhile amounts of thiamine, protein, iron and niacin and to help with riboflavin, minerals, and food energy.

The United States Department of Agriculture says "Enrichment of cereal foods with iron, thiamine, riboflavin, and niacin accounts for appreciable amounts of these nutrients in the average diet. Whole grain and enriched cereal products are especially important because they are reliable sources of thiamine and there are only a few foods high in this vitamin."

This plan considers enriched macaroni as a serving in a typical meal pattern and as an established staple food. I can see no reason why you should not take advantage of that fact. Enriched macaroni products are not only very versatile foods, they are recognized sources of important nutrients and accordingly have a place in modern meals. It is important to retain a sense of proportion and not to endow any food with magical properties or to make grandiose claims for the nutrients found in foods. Individual foods are important only as they contribute to the total intake for a meal or for a day. The four group food plan capitalizes on this and for that reason lends itself extremely well to nutrition education programs. Manufacturers and distributors of foods can promote their wares by showing how their products fit into the plan and telling what nutrients their foods supply, but without making fanciful claims for those nutrients.

#### Good Mixers

Macaroni, spaghetti, and egg noodles lend themselves well to mixtures with other foods. In so doing, they make variety in the diet easy, they permit the gradual introduction of new foods to youngsters while retaining the familiarity of accepted dishes, and they turn macaroni into a main dish. When you talk about the place of macaroni in the whole diet or meal plan, you can take part in the important program of nutrition education so necessary in this country. Food advertising is a most potent, educational force. Good food advertising and educational advertising not only promotes classes of foods, it car-

ries a message that otherwise may never reach the consumer. How then can macaroni be promoted to its rightful place in the American diet? How can the old "bugaboo" of starch foods be laid to rest? There obviously is not sufficient time to permit a full discussion of how to reach the physician with specific information. In any program designed to inform the physician one must always keep in mind that the physician is a very busy individual and has relatively little time available for extracurricular reading. He often has a particular frame of reference for dietary information and he is interested in any information that is going to permit him to serve his patients better.

If you have any plans to promote macaroni products in therapeutic diets then it would be wise to acquaint yourself with the several diets that utilize the exchange system and then tell the physician that your product fits into that system. Remember also that the physician is interested in normal diets and that he may not be particularly well informed on the nutrient composition of macaroni and macaroni products.

#### Council on Foods

The Council on Foods and Nutrition of the American Medical Association has for a long time maintained a sincere interest in food advertising. As a guide to good food advertising the Council has developed a publication entitled "Statements and Decisions of the Council on Foods and Nutrition of the American Medical Association." This guide contains concepts in food advertising and definitions of terms that have been developed over 25 years of experience. The fundamentals of good food advertising have been phrased by the Council in this way:

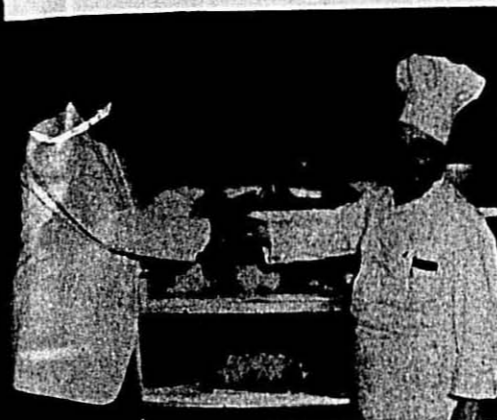
"Food advertising must be considered from the points of view of both the public and the merchandiser. Sound advertising effectively serves the interests of both. The continued welfare of the food industry rests largely on the dedication of its advertising activities to good of the public."

"Proper food advertising should use the common name of the food concerned, or, in the case of a fanciful trade name should identify the ingredients in the order of their decreasing proportions in the product. Such practice prevents deception. Any statement of the physical, chemical, nutritional or physiologic properties and values of the food should be truthful and expressed in simple common terms. Proper advertising is free from false implications. It does not create incorrect or improper inferences or comparisons between foods. It attempts to promote sales solely on the merits of the food article itself."

"Good food advertising harmonizes with established authoritative knowledge popularly expressed. Meritorious foods require no exaggerated, false, misleading claims. The inferior food with alleged fictitious values requires gross superlatives and exaggerations, and flamboyant

(Continued on page 31)

## On The Social Scene



Host Alfred Rossotti compliments the executive chef of Hotel Del Coronado on the splendid array of food at the traditional Spaghetti Buffet. The affair was televised in the San Diego area.



Hostesses at a reception and luncheon for the ladies are left to right: Mrs. David Wilson, Mrs. George Faber, and Mrs. Lester Swanson. All ladies of the convention were sent flowers by King Midas Flour Mills with invitations to the party.



Golden Wedding Anniversary was celebrated by Mr. and Mrs. John Campanella of Jersey City on July 5. Their children, Charles, Lena, Mary, Philip, Jack and Anna sent them a basket of flowers at the Del Coronado.



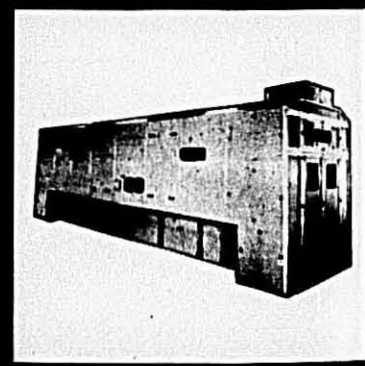
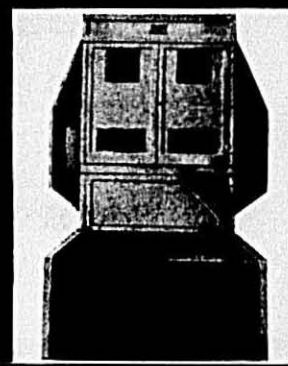
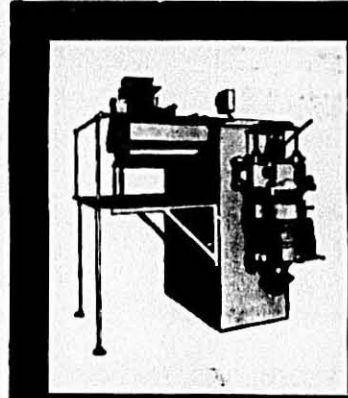
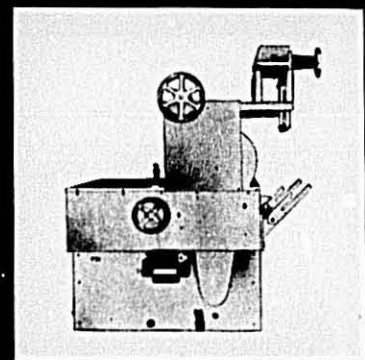
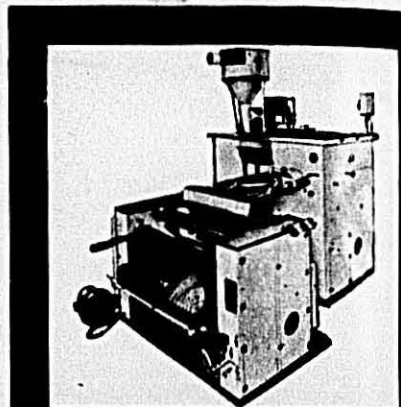
Another Golden Anniversary couple is Mr. and Mrs. Louis A. Viviano of Jersey City, New Jersey. They will observe the occasion in September. Mr. Viviano represents International Milling Company.



Old-timers miss meeting. M. J. Donna, Secretary Emeritus, and Benjamin R. Jacobs, Washington representative and former Director of Research, visiting in Chicago recently expressed regrets at being unable to attend the 54th Annual Meeting.



Sailing on San Diego harbor. Kay Skinner (seated), John Jeffrey, Robert Schmalzer, Lloyd Skinner, Don Granneman, Peter Pence (seated), and Peter LaRosa enjoy the sunshine and scenery aboard the General Mills tour of San Diego harbor.



**IT COSTS SO LITTLE  
TO GET  
"NEW MACHINE PERFORMANCE"  
WITH THE  
DEMACO EXCHANGE SYSTEM!**

DESIGNERS AND FABRICATORS OF  
MACARONI EXTRUSION PRESSES  
AND DRYERS

**DEMACO**

**De FRANCISCI MACHINE CORPORATION**  
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One of the most practical, low cost ways to bring your existing extrusion presses and dryers up to modern high production standards is with DEMACO EXCHANGE SYSTEM.

- ... Long Goods Presses and Short Cut Presses can be converted to give you a tremendous increase in production.
  - ... Long Goods Preliminary Dryers can be exchanged for the new DEMACO Two Air Chamber Design. The dryer that eliminates white specks, gives even drying across the entire stick, and gives you optimum humidity content for quicker finish drying.
  - ... Existing spreaders can be exchanged for the new Demaco design.
  - ... Screw cylinders and feed screws can be rebuilt to give you three times the former life expectancy.
- Full information on the many advantages DEMACO can provide for your equipment is available  
... Contact DEMACO

## The Egg Situation

by Marvin R. Painter of Ballas Egg Products Company

This year has been one of uncertainty and change in most all businesses. We have had a recession in many lines of business but at the same time we have experienced rising living costs. One big change in business has been that everyone has become very inventory conscious and as a whole much less buying than normal for future use has been done.

The noodle industry has followed this pattern and many egg yolks that they normally would have owned have been used in other products. These yolks are gone, as far as using them in noodles is concerned. Due to their high price, the egg industry could not pack yolks and store them away hoping for and awaiting the day when the noodle industry would need them.

This is reflected in total storage holdings of only 25,000,000 pounds on June 1, 1958, as shown on the Government Report. This compares to 29,500,000 pounds on June 1, 1957, and a five-year average of 35,250,000.

We remember, as you do, what happened last December and January when eggs were very scarce and prices climbed to unprecedented levels. The question is will this happen again?

Another thing to bear in mind is our ever increasing population which grows at about 2,000,000 persons per year—the equivalent to a city the size of Philadelphia or Los Angeles. These additional people must be fed and we hope they eat their share of noodle products. All of these additional mouths lead us to believe that we need more yolks now than at any time in the past.

The June 1 report on yolks used for the first five months of 1958 total 42,850,000 pounds with a monthly average of 8,565,000 pounds. This is based on inventory of June 1, equivalent to three months or 90 days.

### Normal Season Over

The normal egg season is about over and packs from now on will be less and less each day. There is a trend toward a longer egg production season each year. But the egg breaking industry is still largely dependent on farm flock production and as yet most of the eggs still come in the early spring months. We hope this year will see an extension of the breaking season and that the production will start earlier in the fall. As of now eggs are definitely getting in short supply from the farm flocks. The egg breaking industry will now be bidding against retail outlets rather than using up surplus and normal supplies of eggs.

Based on reports of chickens hatched to date, it is estimated that there will be about 250,000,000 pullets on hand Jan-

uary 1, 1959—about 25,000,000 more than January 1, 1958. However, there has been a very heavy carry-over of old hens from 1957 and earlier which are now and will continue to be culled out of the flocks. It is further estimated that this culling will leave about 20,000,000 less hens in the laying flock than on January 1, 1958. This will mean a net increase in layers and potential layers on January 1 of only between 1 to 2%. When the increased population is considered we will actually be between 2 to 3% short. It is true we will see some increase in the number of eggs laid per bird but whether it will cover this shortage is yet to be seen.

It is also estimated that by September pullets added to the laying flocks from early hatches will bring the total laying flock to practically the same as on September 1, 1957. This would mean that egg supplies this fall would be about the same or slightly larger than last fall.

Another factor in 1957 was on June 1 there were 62,700,000 pounds of frozen whole eggs on hand in the warehouse, many of which were sold on the Chicago Board of Trade and which were gambled on during the fall months. The Board does not actually use the eggs and they ultimately have to be sold again to the users. These cast a shadow over the market all fall and winter and kept prices from advancing to their proper levels. This also caused packers to pack out all the yolks they could. Compared to this on June 1, 1958, we had only 84,500,000 pounds of frozen whole eggs in the warehouses and practically none of these are on the Board. This looks as though there would be a demand for more whole eggs to be packed this season and prices will be in line with shell egg costs. It is easier to pack whole eggs and when prices are comparable many packers will not pack yolks.

We might also add at this point that the supply of dried yolks (yolk solids) is about 2,000,000 pounds below last year. This is equivalent to about 4,500,000 pounds of liquid or frozen yolks. This in addition to the shortage of yolks mentioned above.

This gives you a picture of the yolk supply and the outlook for the balance of the year. We do know from past experience "that the money always runs out before the meat does" and this will probably hold true on yolks this year.

### Price

The second point you are interested in, of course, is price. Today price is of paramount importance to every one. People used to say "Wrap it up." Today we hear the first question, "How much does it cost?" We have heard the statement from

many buyers this year, "Egg prices are too high." This has been true especially of yolk buyers. We agree that prices on yolks are high. The truth is egg prices have not been too high. Many years we have paid \$2.00 and more per case of 30 dozen shell eggs and sold you your yolks much below present levels. The trouble is that whites are too low and the yolks have had to carry too much of the cost of the shell eggs. The egg industry is trying to find new uses for whites. For a few years the angel food cake mixes and other prepared mixes were able to use up the surplus whites. But we are back again with more whites than known industries can use. Formerly we exported large quantities of dried whites (albumen) but these markets have gone back to China and in many instances disappeared because the countries cannot get American dollars. The macaroni industry would be greatly helped if it could find a product in which to use whites.

To illustrate the cost of yolks today let us take the following example. The approximate cost of eggs this season was about \$10.50 per 30 dozen case of shell eggs. A good Spring yield of liquid egg from this case would be 16½ pounds of noodle yolk and 23 pounds of whites. Based on the low market of egg whites they are worth, without breaking labor, can, freezing, freight, and overhead 5¢ per pound. Our 23 pounds of egg whites as they come from the fresh eggs are worth \$1.15. This leaves a balance of cost in our case of shell eggs \$9.35 for which we have 16½ pounds of egg yolks. This gives us a raw cost of yolks without labor breaking, can, freezing, freight, and overhead, all of which must be covered in our selling cost, a net liquid cost of 56-2/3¢ per pound. As of today most all eggs are broken individually by people and with present labor costs "this ain't cheap."

### Yolks Carry Load

From now on the liquid yield of eggs will be less and less and the pounds of yolks and whites will be correspondingly less so shell egg prices would have to be much, much lower even to produce yolks at this price. A further word on egg whites, as of this moment they do not have a very bright future. We think it will be quite sometime before we can expect to see the prices change to higher levels, if at all.

We feel that eggs will be available to us 30-60 days sooner this coming season than last. This should alleviate the scarcity that is now prevalent. There will always be egg yolks. But that is no guarantee that the yolk prices will be lower unless the whites work their way up.

**KEYS TO BETTER MACARONI ENRICHMENT**

**VEXTRAM**, the original starch-base pre-mix, enriches continuous process macaroni products to Government standards easily, accurately and economically. It is free-flowing, uniformly fed and dispersed, assuring uniform enrichment.

• For consistently uniform enrichment, use the new precision Sterwin Feeder to add VEXTRAM to your macaroni.

**B-E-T-S**, the original food enrichment tablet, enriches batch method macaroni with minimum cost and maximum accuracy. Speedy disintegration and uniform dispersion throughout the batch are your guarantees of uniform enrichment.

• SEE YOUR STERWIN REPRESENTATIVE OR WRITE OR PHONE DIRECT...

*Sterwin Chemicals Inc.*

Subsidiary of Sterling Drug Inc.

Flour Service Division

1125 MERRIAM BLVD., KANSAS CITY, KANSAS

SPECIALISTS IN FLOUR MATURING, BLEACHING AND ENRICHMENT





## Merck Enrichment Preparations give your Macaroni Products increased consumer appeal



### MERCK VITAMIN PRODUCTS FOR ENRICHMENT OF MACARONI

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

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

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

#### For Continuous Production

MERCK ENRICHMENT MIXTURE No. 34P—feeds readily, flows easily, and can be distributed uniformly with the usual mechanical equipment.

#### For Batch-Type Operations

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



Research and Production

for the Nation's Health



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

"Working as we do with families," he continued, "we must depend on ingenuity and resourcefulness to extract information which we need. This is nothing more than the same approach used by a good salesman in finding out what his customer wants and how to sell it to him."

Said Mr. Trumbull: "We uncover facts which no large company could find without this direct line with consumers . . .

... that mean extra dollars if used properly. For example, it's amazing how many American women still roll pie crust with bottles instead of a rolling pin or bake without thermostats in the oven. Many of these facts could have an effect on cake mixes, you know."

"Today's manufacturers and distributors must know what the consumer thinks," Mr. Trumbull said.

"If they do not," he concluded, "they stand to lose in a marketplace which is turning to research to help sell."

#### Look What Can Happen

(Continued from page 24)

vague, and mysterious claims. Good food advertising discusses nutritional values but avoids specific health claims; it recognizes that health depends on the diet as a whole and on many factors other than foods, and not on any one food brand or any one type of food.

"The Council encourages informative advertising dealing with classes of foods in the belief that this advertising encourages consumer education in the selection of wholesome foods and thus contributes materially to good health.

"In general, such advertising should evaluate a food with respect to its contribution to an adequate diet rather than imply that it contains a host of nutritive or physiological values. If there are adequately proved nutritional or physiological facts concerning a given food, they should be stated in a fashion that can be understood by the audience for whom the advertisement is intended; for example, technical language is considered appropriate for a professional audience."

These principles can be also stated in a very simple and concise manner; namely, food advertising should not conflict with the principles of good nutrition.

#### Good Advertising

We might summarize the foregoing material by stating some rules that can be applied to the formation of good food advertising. These are our should be's:

1. Claims should be truthful, warranted, and justifiable.
2. Claims should be free of deceptive, unwarranted implications and medical vagaries.
3. There should be no sweeping superlatives, no unfair or incomplete comparisons, and claims of superiority should be supported by acceptable scientific evidence.

Good food products can be promoted to both the public and the profession according to their contribution to the total diet, not only in their nutrient con-

tributions but in their contribution to attractive meal planning. Since good food advertising should follow the concept of good nutrition education, let me conclude by suggesting that you use the approach of the public health nutritionists in your food promotion programs and then they become your salesmen.

#### 54th Annual Meeting

(Continued from page 3)

San Francisco, found a genuine affection for macaroni products among homemakers; that casseroles are acceptable for guests; that macaroni is an all-year-round and all-season food; that it is liked for its easy preparation and versatility—it is a good cook-ahead dish. Some of the paradoxes found are the idea that it is a budget food on one hand, a gourmet food on the other; ease of preparation is nullified by complex recipes. There are set patterns for use, such as spaghetti and meatballs, macaroni in salads, noodles with stews that are not passed on from one product to the other. Negative feelings frequently center on poor quality, dissatisfaction with cooking performance, poor texture and a lack of color; a recall of hard times (when macaroni was cheap and filling); package is frequently a poor storage receptacle; there is not a strong brand recall. Mr. Field emphasized that these were only "samples" that might be developed, confirmed or rejected by a project of motivational research. He suggested an approach based on individual markets aimed at specific regional information concerning brand uses and preferences for individual manufacturers. General conclusions might be made available to the National Macaroni Institute for product promotion work.

#### Youth Will Be Served

Ted Sills gave a report on last year's publicity efforts by the National Macaroni Institute in booklet form. He stated that the "Youth Will Be Served" campaign will start with heavy publicity placements in September as schools open around the country. It will be stressed at the Food Editors Conference in New York City during the last week of September with a schoolroom presentation. Youth will be used as the central theme for National Macaroni Week scheduled for October 16-25.

A panel of macaroni manufacturers including Sidney Grass, Al Katskee, Geddes Stanway, Bob William and Fred Mueller commented on topics ranging from transportation costs to labor relations. The popularity of this type of exchange warrants more development for the Winter Meeting so that more time and attention can be given to operational problems in production and selling.

#### On the Social Side

On the social side the traditional Rosotti spaghetti buffet was televised in the San Diego area. The ladies enjoyed a reception and luncheon presented by the King Midas Flour Mills. General Mills

took the conventioners on a boat trip around scenic San Diego harbor.

Winner of the Ted Sills Silver bowl in the golf tournament was Bill Brenden of the North Dakota Mill at Grand Forks. Dr. Phillip White had the best net score on the Calloway system while Don Gramenon of St. Louis wound up as duffer-of-the-day.

At the banquet climaxing the convention immediate past president Lloyd E. Skinner introduced the new president, Horace P. Gioia. He, in turn, introduced the other officers and their ladies, and then presented Lloyd Skinner with a plaque expressing the Association's gratitude for his devoted service and leadership. A bound volume of the Macaroni Journal was also presented as a history of Mr. Skinner's administration.

#### Bulk Handling

(Continued from page 16)

pany spokesman, "and of the services we have been able to render to the baking industry. Today, however, with the growing number of reputable companies providing bulk flour engineering and installation services, we feel our original 'mission' in this field has been accomplished. We are pleased to pass on the benefits of our experience to the baking industry at large and to the ever-expanding ranks of independent engineering organizations."

#### Chef Lasagna Goes National

Following successful sales in test markets, Chef Boy-Ar-Dee Lasagna is now national, offering retailers from coast to coast an opportunity to ring up additional profits with this newest member of the Chef family of Italian-style heat-and-eat foods.

Zestful flavor and ease of preparation plus a strong economy appeal to budget-conscious housewives are jointly responsible for the immediate success of the new product in the test markets. The 2-pound, 8-ounce can provides five servings for about 14 cents a portion.

The canned lasagna is a tasty combination of tender egg noodles and ground beef in a rich tomato sauce with cheese. An easily prepared mainstay for either family or party meals, this traditional Italian-style dish is due to become as popular as other Chef foods—ravioli, spaghetti and meat balls, spaghetti dinners, sauces, and pizza pie mix.

The homemaker who wants to feed her family well, but who also wants to spend as little time as possible in the kitchen, can prepare the lasagna by heating it in the can, or she can bake the contents of the can in a casserole dish in a pre-heated oven for about 15 minutes.

The new Chef product is receiving extensive newspaper advertising support and will be scheduled for national magazine ads as soon as distribution warrants.

YOUTH WILL BE SERVED  
NATIONAL MACARONI WEEK  
OCTOBER 16-25

For dependable uniform quality

**DURUM SEMOLINA GRANULAR FLOURS**

Call Ray Wentzel  
CHapel 6 2101  
New Richmond, Wis.

**Doughboy**

DOUGHBOY INDUSTRIES, INC.  
Milling Division New Richmond, Wis.  
Quality Since 1856

**BIANCHI'S Machine Shop**

221 - 223 Bay St.  
San Francisco 11, California

Western States  
Macaroni Factory Suppliers  
and  
Repairing Specialists

40 Years' Experience

**JACOBS-WINSTON LABORATORIES, Inc.**

EST. 1920

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

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

**N-RICHMENT-A® FOR PLUS QUALITY**

—in handy wafer or powder form

—convenient nationwide stock locations

—write for descriptive literature

N-84-53

**WALLACE & TIERNAN INCORPORATED**  
25 MAIN STREET BELLEVILLE 9 N. J.

### Management Check List

(Continued from page 35)

10. **Community and Industrial Relations:** Membership in Trade Associations, Chambers of Commerce, good press relations, good customer loyalty, good supplier relations.

### Perfection Brand Advertising

Perfection brand macaroni and egg noodle products are being advertised on radio and television.

Perfection is the trade name of the Fresno Macaroni Company at Fresno, California and the West Coast Macaroni Company at Oakland. Mr. A. Borrelli is owner and president of the firm. Julius Didonato is vice-president and manager of the Oakland office and plant.

In the Bay area, popular newscaster John K. Chapel features Perfection Products on his ten o'clock morning newscast three times a week over Station KLV. In the Fresno area, Perfection is featured daily on KFRE-TV's Al Radka Open House between five and six each afternoon.

The Oakland plant has recently installed an Italian press and coiling machine.

### Instant Macaroni

Instant macaroni has just been launched by the Quaker Oats Company of Chicago as one part of a quartet of new products. "Easy Mix" oatmeal bread, "Instant Quaker Oats" and "Ken-L-Burgers" meat supplement for dogs have also been introduced recently by Quaker Oats Company.

The instant macaroni "can be ready for eating only three or four minutes after the macaroni has been added to boiling water," announces the firm.

### Noodle Firm Sold

Mrs. Becker's Noodle Company of Cleveland, Ohio, was purchased at the end of June by the Weiss Noodle Company, also of Cleveland.

Herbert and Samuel Becker, who founded the Becker Company twenty-one years ago, said they sold out to devote their full time to operating the Heights Baking Company, which they also own.

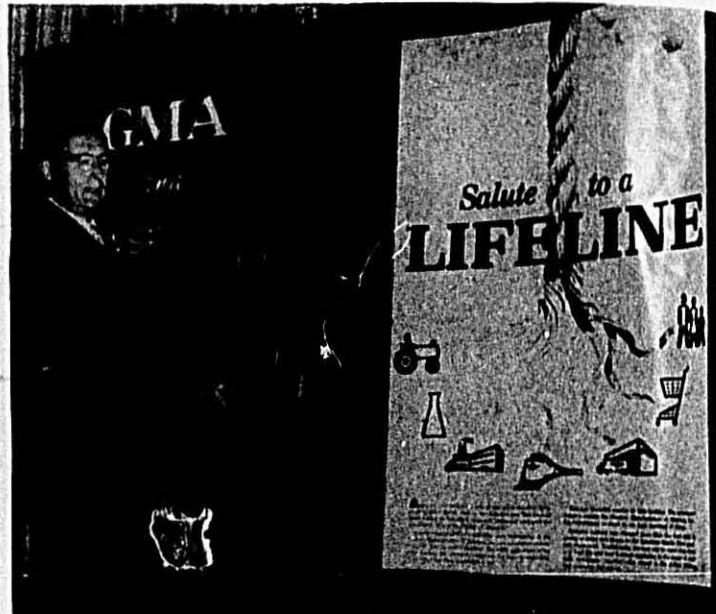
### Riceroni

Wild Riceroni, a new elbow macaroni of a blend of durum wheat, buckwheat and Minnesota wild rice flour, is being introduced nationally by Mille Lacs Maple Products Company of St. Paul, says a report in Supermarket News.

### Greece Needs No Durum Imports

The government of Greece has decided that current stocks of durum wheat and the prospective supply from the 1958 crop will probably eliminate the need for durum wheat imports in 1958-59.

In 1957-58, the government purchased 45,000 metric tons of durum wheat from local production, compared with 28,000 in the preceding year.



PAUL S. WILLIS, President, Grocery Manufacturers of America, Inc. holds three-dimensional rendition of a full-page newspaper advertisement saluting "The Life Line of America." The ad, prepared by the Bureau of Advertising, American Newspaper Publishers Association, takes note of GMA's 50th Anniversary and pays tribute to all segments of the food industry. It is being made available by the Bureau to all of its 1,060 member dailies and will appear in newspapers throughout the country. The components of the Life Line are: agriculture, research, manufacturing, transportation, wholesaling, retailing and con-

### Trycite Film

A new low-cost polystyrene film selling for less than most competitive transparent films has been developed by The Dow Chemical Company, which says the film will find wide use in the food packaging industry.

Trademarked Trycite, the film will be produced in Cleveland, Ohio. The first plant will go on stream in January of 1959.

Dow spokesmen say that the market potential for Trycite is so large that they have begun studies to further expand production facilities for the film.

In limited commercial production thus far, Trycite has been used for packaging meats, especially bacon, bakery goods, candy, dairy products and poultry.

### Polystyrene

Trycite is the first commercially feasible packaging film to be produced out of polystyrene, the most economical of all plastics resins. Dow developed polystyrene in the late 1930's and has been the largest producer of the resin since that time.

The significantly reduced cost of Trycite compared with most popular present-day films is due to singular methods of fabricating inexpensive polystyrene which took Dow nearly ten years to develop.

Among the advantages claimed for Trycite are its sparkling clarity, which Dow says is unmatched in the packaging field today, its food chemical resistance, and excellent mechanical properties.

Trycite is a breathing film. It does not absorb moisture, distort or become brittle

with age. Field tested for several years, Trycite has shown amazing dimensional stability, maintaining its original smoothness and lustre for the entire shelf life of the product contained.

Trycite has met with immediate acceptance from manufacturers of envelopes, cartons and boxes which contain see-through windows.

Dow is continuing extensive research on various surface treatments for the film which will broaden its scope of application. The Company expects tangible results from this effort in the immediate future. Among the coatings are several which will make Trycite readily heat sealable and more functional for standard equipment.

Extremely optimistic about the future of the product, Dow says that with further modifications in the film its sales within the next few years will expand to several times the capacity of the Cleveland facility.

Dow has been producing a polystyrene film in limited quantities at its Midland (Michigan) Division for several months. Production there will be discontinued upon completion of the Cleveland plant with the exception of experimental runs.

### Quantities Still Limited

Trycite is being produced in 1, 1 1/4, 1 1/2 and 2 mil thicknesses, in widths from 1 to 54 inches in multiples of 1/16th inch. The film is shipped in standard rolls 10 inches in outer diameter. Until the new production facilities are completed, Trycite is available in limited quantities throughout the United States.

High speed efficiency... Lowered packaging costs!

## THE WOODMAN FLEET-WEIGH with LO-FEEDER and VIBRA-WHEEL FILLER

This WOODMAN combination makes macaroni and noodle packaging a smooth trouble free operation.

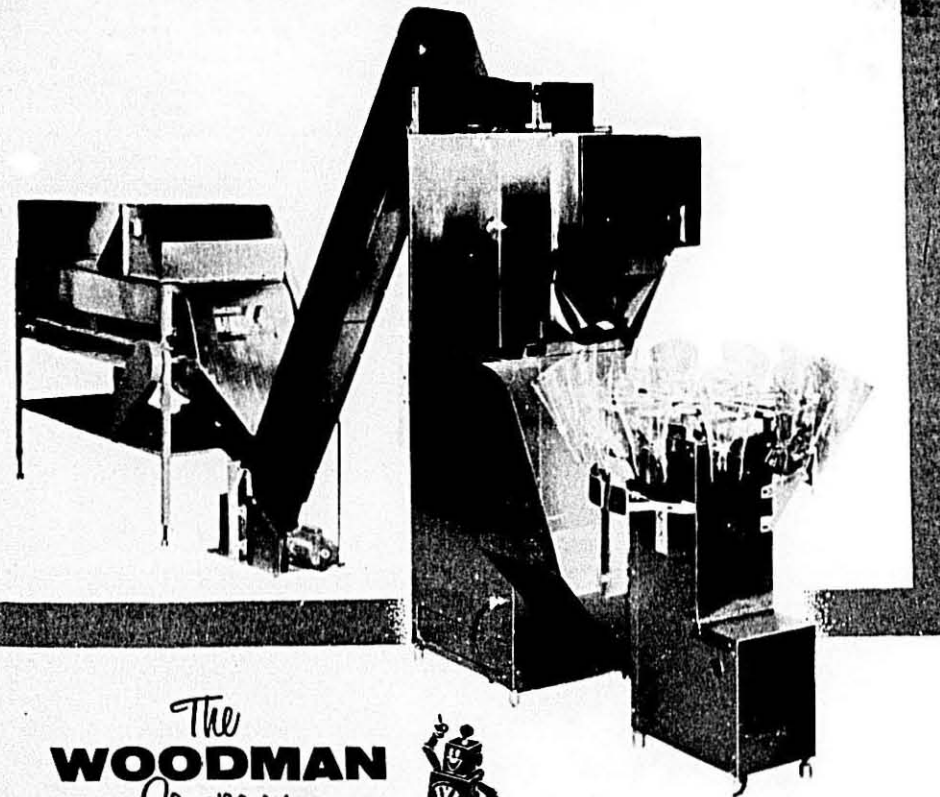
The WOODMAN LO-FEEDER automatically levels the product in the hopper, the picker wheel insures cluster free delivery to the dual scale hoppers of the FLEET-WEIGH for rapid, accurate net weighing and to the VIBRA-WHEEL FILLER for fast efficient bag filling.

Think of it — up to 35 packages per minute with less than 1/8 oz. average weight variation!

Weight and bag size changes can be made in less than 2 minutes — from 2 to 16 oz. single shot.

The WOODMAN line of packaging machinery will answer your packaging problems. Let us analyze your packaging operation and suggest possible improvements.

YOUR WOODMAN MAN IS A GOOD MAN TO KNOW!



The  
**WOODMAN**  
Company

647 E. College Avenue, Decatur, Georgia



SALES AND SERVICE OFFICES IN PRINCIPAL CITIES.

RETROSPECTIONS

by M. J.



35 Years Ago - August, 1923

The practice of dumping surplus supplies of macaroni into Texas by some middle-west and northern firms was protested by Frank S. Bonno, president of the National Macaroni Company of Dallas, Texas.
The Schens Brothers of Milnor, North Dakota, William P. and Edward F., were awarded the NMMA trophy as the growers of the best durum exhibited at the Interstate Fair at Fargo, N. D.
The California Division of Weights and Measures gave notice of its campaign to standardize macaroni products. Up to this time macaroni products were being sold in packages of various sizes and weights causing consumer misunderstanding.
An appeal was received by the industry for macaroni to feed thousands of starving women and children in Greece who were under the care of the Near East Relief Committee.
The Foulds Company, Libertyville, Illinois, was formed by merger of the Foulds Milling Co., Libertyville, the Woodcock Macaroni Co., Rochester, N. Y., the Warner Macaroni Co., Syracuse, N. Y., and the Palisades Manufacturing Co., West Hoboken, N. J.

25 Years Ago - August, 1933

Because of its willingness to comply with the President's request for cooperation by employers in putting into effect his plan for business recovery, the macaroni industry was entitled to display the Blue Eagle Emblem. However, the NRA advised that it did require the Emblem to be used on food product packages.
NMMA adopt a new constitution and by-laws in keeping with NRA requirements.
After serving 2 years as honorary president of Associated Grocery Manufacturers of America, Paul S. Willis agreed to devote his entire services to that group.
NMMA set up a regional organization plan dividing the U. S. on a geographical basis into 12 regions.
Because of months of drought and extreme heat, durum crop prospects were expected to be the lowest on record and there was some doubt that there would be sufficient supplies even with carryover to meet the demand from the industry.
Macaroni products were recommended nationally by Amelia H. Grant of the Bureau of Nursing of the N.Y. City Department of Health as ideal for growing girls and young women who require more body fuel and building foods.

15 Years Ago - June, 1943

NMMA President C. W. Wolfe asked the Government to purchase macaroni products during the summer months when consumer buying is slacker so as not to create too much demand at one time.
Labor grievances were coming before the National War Labor Board at a rate greatly overtaxing its facilities. Part of the trouble stemmed from the fact that many industries were losing skilled workers to defense work where higher wage standards prevailed.
The industry went on record in opposition to general enrichment of all flours as proposed by the Government.
The U. S. Department of Agriculture in a Food Trade Letter referred to macaroni products as the "Nation's No. 1 meat stretcher."
In a turnover and profit test in which a well-known brand of macaroni was pitted against an attractively packaged distributor's brand, the well-known brand sold 9 1/2 times faster.
C. Fred Mueller of the C. F. Mueller Co., Jersey City, N. J., resigned as a food specialist in the Federal Office of Price Administration. He was drafted by the Government when it planned its complex setup of price control.

5 Years Ago - August, 1953

Tom Hugé, sanitation consultant, told the NMMA convention that it was necessary to make management realize the importance of sanitation and to divest them of their complacent attitude.
At convention, C. L. Norris of Creamette Co. reflected upon profits in the industry. He said that in 1923 18% was profit on the sales dollar and it was now less than 2%.
Dr. Franklin C. Bing talking on nutrition in macaroni said that people on reducing diets would appreciate being able to eat macaroni. This could be accomplished if macaroni products were enriched.
Senator Milton R. Young of North Dakota urged the Commodity Credit Corporation to exempt durum from acreage quotas in 1951 if restrictions were necessary. He said that as the result of 15B stem rust, farmers had already reduced their acreage and production.
D. J. Purcell of Armour and Co. predicted that more use would be made of dehydrated eggs by noodle manufacturers.
Albert Ravarino of Ravarino & Fracchi, St. Louis, visited Europe as ambassador of the industry en route to the International Food Conference held in Belgium.

CLASSIFIED ADVERTISING RATES
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FOR SALE - Clermont Noodle Cutter, with five sets standard cutting width rollers, Dough Breaker, Noodle Dryer consisting of two units, Preliminary Dryer and Finish Dryer. In excellent condition, in operation now. Reasonably priced. Write Box 19, Macaroni Journal, Palatine, Illinois.

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Hoffman-La Roche Promotions

John H. Kelly has been named sales promotion manager of the Vitamin Division of Hoffman-La Roche Inc. It is announced by R. W. Smith, general manager of the division. In addition, R. Semmes Clarke has been named manager of sales control.
Mr. Kelly, formerly administrative assistant to the general manager, joined Roche in 1953 as a member of the sales control department in the pharmaceutical specialties division. Prior to this he worked as a medical service representative for the Upjohn Co.
A native of Harrison, N. J., Mr. Kelly was graduated from Harrison High School. He attended the University of Notre Dame and has a B.S. degree from St. Peter's College.
Mr. Clarke has been commercial assistant in the Vitamin Division. He joined Roche in 1954 after serving nine years with Merck & Co. as a supervisor in the production, production planning and commercial development departments.
A native of Charleston, W. Va., Mr. Clarke is a graduate of Columbia University.
Mr. Kelly resides in Verona, N. J. and Mr. Clarke in New York City.

INSIDE SCIENCE

The Vital Story of FARINA and PASTINA ENRICHMENT

by Science Writer

This article is one of a series devoted to the story of vitamin enriched or restored cereal foods; white bread and rolls, white flour, corn meal and grits, macaroni products, white rice, breakfast cereals and farina.

What is Farina? Sometimes called the "heart of the wheat," farina is wheat (other than durum varieties) which has been ground and bolted in granular form and from which virtually all of the bran coat and germ have been removed.
It is an excellent source of food energy, providing 370 calories per 100 grams. Its composition is largely carbohydrate (77.4 grams per 100 grams) with some protein value (10.9 grams per 100 grams) and low fat content.
This excellent, palatable food makes a fine dish for infants and children at any meal. For adults it is particularly good as a breakfast food when served with cooked or dried fruits. Being bland, it has a special place in the diets of the elderly and invalids of all ages.



Pastina Defined. Pastina is the product which is derived from durum wheat and with which egg yolks and sometimes other ingredients are processed. It, too, is an excellent food for babies and children and has a special place in adult diets, being used as a cereal or by being added to soups and broths.

Why Enrich Farina and Pastina? Because so much of the vitamin and mineral content of the wheat is contained in the germ and bran which must be removed to make farina and pastina, enrichment to restore important values is absolutely necessary.

New Enriched Farina Standards. The Food and Drug Administration of the U. S. Dept. of Health, Education and Welfare in June of 1955 changed the standards which all enriched farina, sold in interstate commerce, must meet. The new maximum and minimum levels (in milligrams per pound) are:
Thiamine (vitamin B1) ..... 2.0... 2.5
Riboflavin (vitamin B2) ..... 1.2... 1.5
Niacin ..... 16.0... 20.0
Iron ..... 13.0...
\*No maximum established

In addition to the above, the F. & D. A. allows the addition of other food elements at the manufacturer's option.
Among these are:
Vitamin D... 250 U.S.P. units per pound
Calcium ... 500 milligrams per pound
Enriched Pastina. Enrichment requirements for macaroni and noodle products, of which pastina is one, are the same. All figures are in milligrams per pound and

include allowances for losses which may occur in cooking. These are standards established for the consumer by the Food and Drug Administration.

Table with 3 columns: Nutrient, Min., Max.
Thiamine (vitamin B1) ..... 4.0 5.0
Riboflavin (vitamin B2) ..... 1.7 2.2
Niacin ..... 27.0 34.0
Iron ..... 13.0 16.5

Again, the F. & D. A. allows manufacturers to add optional ingredients including vitamin D and calcium in the quantities noted below.

Table with 3 columns: Nutrient, Min., Max. (U.S.P. units per lb. / mg. per lb.)
Vitamin D .... 250 1000 (U.S.P. units per lb.)
Calcium ..... 500 625 (mg. per lb.)

Enrichment's Simplicity. Enrichment is really a simple process. The enriching ingredients (vitamins and minerals) are added to the food during processing. The consumer then receives farina or pastina which equals or exceeds the values of the original wheat in vitally important vitamins and minerals.

Physicians, nutritionists, dietitians -and consumers- support enrichment enthusiastically. It is such an important factor in public health that not only farina and pastina and other macaroni products, but family white flour, white bread and rolls, corn meal and grits and white rice are enriched.



Duplicating Nature. The science of chemistry is so advanced these days that many of Nature's complex substances can be duplicated in the laboratory. This has happened with many vitamins. First, the chemical composition is learned. Second, the pure substance is isolated. Third, a "duplicate" is made by synthesis. And fourth, the laboratory techniques are extended to large scale operation. The manufactured duplicate is identical chemically and in biological activity with Nature's own product. A vitamin is still a vitamin regardless of its source. So efficient is large scale manufacturing that vitamins are sold at a lower cost than if they were extracted from natural sources.

The Hoffmann-La Roche people make top-quality vitamins actually by the tons. To do this they use amazingly complex processes with scientific production controls and the latest equipment which fill buildings each a city block square and many stories high.



Reprints of this article, and all others in the series, are available without charge. Please send your request to the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. In Canada: Hoffmann-La Roche Ltd., 7956 Boudoin Street, St. Laurent, P.Q.

advertise the new  
**Scalloped Salmon-Recipe**  
 to sell more noodles

Show the ladies new recipes they can make with your macaroni products and they'll buy more of them. Here's one of four taste-tempting ideas from our new ad mat series which will help you sell noodles right now. Betty Crocker created the recipe—Scalloped Salmon, Almonds and Noodles. Our famous consumer panel tested it. We built the recipe into an advertisement for you to use in your own market area, under your own brand name. Send for the mat today, get samples of other ads in the series.

**ECONOMICAL**

You pay only 50¢ for each mat—a real bargain when you consider the time, talent and material required to produce them. And even more of a bargain when you consider the extra sales they'll help produce. Offer good in U.S.A. only.

**EASY TO USE**

Have your newspaper type-set your brand name where it appears in the ad. Insert an engraving of your own package if you wish. Give insertion dates to the newspaper. You pay only for space used.

**FLEXIBLE**

If you wish, you can add, delete, or rearrange elements within the ad to make an entirely new or different size ad. Combine elements from other ad mats to make multi-product ads. Your newspaper representative will gladly help.

Ask your General Mills salesman for details—  
 or use this coupon to order.

DURUM SALES • GENERAL MILLS  
 9200 Wayzata Boulevard  
 Minneapolis 26, Minnesota

Please send \_\_\_\_\_ (quantity) ad mats featuring Scalloped Salmon, Almonds and Noodles. I have enclosed 50¢ for each mat.

Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_



**DURUM SALES**  
 Minneapolis 26, Minnesota

**No. 2 in General Mills'**  
 new series of ad mats

- **REPRODUCED ACTUAL SIZE**  
 2 COL. x 6½ IN.
- **WATCH THE MACARONI**  
**JOURNAL FOR OTHER ADS**



*A new way to win family praises*  
**Scalloped Salmon, Almonds and Noodles**  
 made extra tasty with  
**YOUR BRAND NOODLES**

**SCALLOPED SALMON, ALMONDS, AND NOODLES**

4-oz. pkg. Your Brand Noodles	7-oz. can red sockeye salmon, flaked
1 tbsp. butter	1 to 2 tbsp. lemon juice (juice from ½ lemon)
1 tsp. flour	
1 tsp. salt	½ cup cut-up almonds, toasted, crushed Wheaties, buttered bread crumbs, or buttered cracker crumbs
¼ tsp. pepper	
1 cup milk	

Cook noodles by dropping them into 6 cups rapidly boiling salted water (4 tsp. salt). Bring back to rapid boil. Cook, stirring constantly, 3 minutes. Cover with tight fitting lid, remove from heat and let stand for 10 min. Rinse with hot water; drain.

Heat oven to 350° (moderate). Make White Sauce by melting butter in saucepan. Blend in flour, seasoning. Cook over low heat until smooth and bubbly. Remove from heat. Stir in milk. Bring to boil; boil 1 minute, stirring constantly. Remove from heat. Sprinkle lemon juice over salmon. Add noodles, toasted almonds, and white sauce and toss lightly. Turn into 8 individual shells or buttered baking dishes. Top each with crushed Wheaties. Bake 10 to 15 minutes. 8 servings.

Note: This may be baked in a 1-qt. baking dish 20 minutes.

**SEND COUPON TODAY!**