

**THE
MACARONI
JOURNAL**

**Volume 42
No. 1**

May, 1960

Macaroni Journal



MAY, 1960



THE CONSUMER CALLS THE TUNE!

does your product have
Take-me-home
Use-me-now appeal?

It will, if it's in a Rossotti-designed package, because ROSSOTTI gives it that just-packed look with the locked-in flavor! Helps it sell over related products, too!



ROSSOTTI builds mechanical efficiency into your package for increased strength and stack-ability. Gives it a lastingly clear printing surface with colorful appetite appeal. Hammers home your selling message until the last ounce of macaroni is used!

Why not package your product for increased selling power? Write us today to learn how.

Rossotti
 SINCE 1898

Executive Offices:
 ROSSOTTI LITHOGRAPH CORPORATION
 North Bergen, New Jersey

Western Division
 ROSSOTTI CALIFORNIA LITHOGRAPH CORP.
 San Francisco 24, California

Central Division:
 ROSSOTTI MIDWEST LITHOGRAPH CORP.
 Chicago 10, Illinois

Sales Offices: Rochester • Boston • Philadelphia • New Orleans • Los Angeles • San Juan • Orlando • Seattle

AMBER'S
 Venezia
 No. 1 Semolina
 and
 Imperia Durum
 Granular



U Uniform amber color and granulation.

N Nationally famed macaroni manufacturers prefer Amber's Venezia No. 1 Semolina and Imperia Durum granular.

I It's easier to control the quality and color of your products with Amber's Venezia No. 1 Semolina and Imperia Durum granular.

F Fast shipment! Every order shipped when promised.

O Only the finest Durum wheats available from the best Durum growing areas qualify for Amber's Venezia No. 1 Semolina and Imperia Durum granular.

R Rigid laboratory control, highly skilled milling personnel and modern milling methods complete Amber's quality control program.

M Make your next shipment Amber's Venezia No. 1 Semolina or Imperia Durum granular.

IT'S
Amber!
 No. 1 Semolina

Amber
 MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION
 MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 1, MINNESOTA

MAY 1960

The

MACARONI JOURNAL

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Volume 42, No. 1

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Cover Photo

The image of today's typical supermarket shopper was recently developed from results of a national Du Pont study of consumer buying habits, in which trained interviewers recorded 63,795 purchases by 4,661 shoppers. According to the findings, the average shopper is typified by the homemaker being interviewed here - a well-educated young mother of two, who makes three weekly trips to the supermarket. On each visit, the survey reports, she spends 27 minutes buying an average of 13.7 items, adding up to a total bill of \$7.74.

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THE MACARONI JOURNAL

t darker, natural color **HENNINGSEN** egg yolk solids

... specially for ...

... HENNINGSEN egg ...

... HENNINGSEN ...

HENNINGSEN INC.

SUPERMARKET SHOPPER

Highlights from the Sixth DuPont Consumer Buying Habits Study

Shoppers Spend More Time

Food manufacturers, who spend large percentages of their dollar volume each year on advertising through in-store displays and eye-catching package design to gain the favor of the American housewife, will be pleased to learn that the average shopper is spending 50% more time in the store than five years ago. Her completely unplanned purchases, coupled with those purchases planned only in a general way at home and those substituted for another brand at the store, accounts for 73.3% of her total buying decisions made in the store.

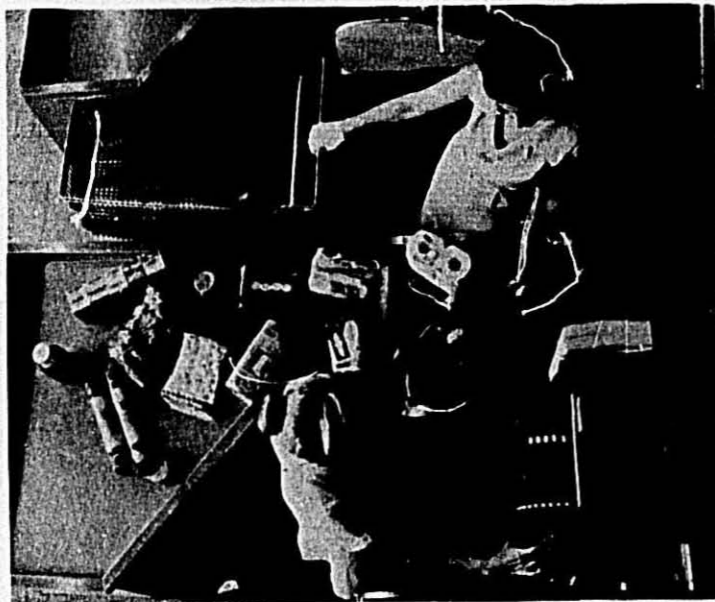
These figures are the result of the sixth Du Pont Consumer Buying Habits Study on "The Shopper and the Supermarket" and "Today's Buying Decisions." Du Pont has been making these studies for the past twenty-five years, but this newest study recently published expands the coverage to include suburban stores and more details about the shoppers and the supermarkets they buy in. Interviews conducted by Alderson Associates, Inc., of Philadelphia, of 4,681 family shoppers in 225 supermarkets across the nation were recorded and analyzed in this significant study.

Well-Educated Homemakers

Today's average family shopper in the nation's 30,000 supermarkets is a well-educated young homemaker in a family of four with a total income of \$100 a week, according to Du Pont's survey. She makes three weekly trips to the store, spending an average of \$7.74 each time. She shops nearly half an hour on each visit, and usually has no written list or simply a few items jotted on a scrap of paper. Yet she buys only one item more per trip than she did five years ago - an average of 13.7 now against 12.7 then.

Shopping has now become a family affair for many, with two out of every five women shoppers accompanied by men or children or both. Only half of today's supermarket customers are women shopping alone, underscoring the need for more merchandising efforts which appeal to the whole family. More than half of today's shoppers are in the age group from 25 to 44 years.

Buying is still light early in the week and heavy on Thursdays, Fridays, and Saturdays. But the difference between early in the week and late is not as extreme as it used to be. Friday and Saturday purchases are about 70%



Payoff point - at the check-out counter. According to the DuPont study the supermarket family purchases an average 13.7 items on each of three weekly trips to the store. Her average check comes to \$7.74.

higher than during the early part of the week, but even Monday and Tuesday purchases average at least ten items per shopper and the average check is well over five dollars.

As she arrives at the store, only one supermarket shopper out of four has a completely written list. One in five has a partially written list. More than half, 50.9%, have no list at all and are relying on the buying suggestions the supermarket has to offer. Ten years ago the percentage was 38.4; five years ago, 48.

Consequently only 30.5% of all items bought are the results of decisions made at home. The remaining 69.5% are bought because of decisions made in the store.

Planned or Impulse Purchases

What kind of products show up most frequently on the shopper's specifically planned list, and which are the items which are generally impulse purchases? Du Pont's survey lists more than 100 major supermarket items in ten basic product groups, reporting the degree to which family shoppers plan the purchase of each - either specifically before arriving at the store, in general beforehand, as a substitute for another

item after entering the store, or completely unplanned purchases.

Of the entire number of items that end up in the family market basket, resulting from both home and store decisions, unplanned purchases now account for slightly more than one-half.

Macaroni Strong Impulse Item

In grocery sales, 74% of all purchases resulted from store decisions. Macaroni and spaghetti sales were well above the general grocery sales average with 81% of purchases resulting from store decisions. The survey shows that 19% of macaroni and spaghetti purchases were specifically planned, 20.6% were planned in a general way by the shopper but not as brand, and in only 2.6% of purchases were substitutions made. A whopping 57.8% of macaroni and spaghetti purchases are completely unplanned. Approximate profit margin on macaroni products is indicated in the range of 18% to 24%.

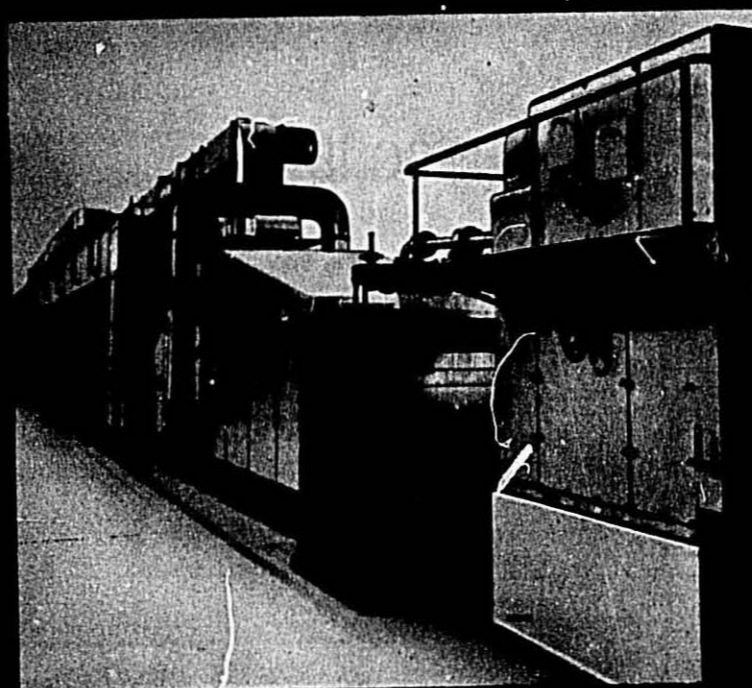
Candy and chewing gum scored highest of all items checked in the survey with nine out of every ten buying decisions made inside the store. Snack

Continued on Page 34

THE MACARONI JOURNAL

BUHLER

brings automation to long goods manufacturing



Equipment tailored for American operating methods.

Let your press produce 24 hours every day...while you discharge the cut and ready-to-pack product in only one or two shifts, each day.

AUTOMATIC

Long Goods Lines
for capacities up to 1500 lbs./hr.

DO YOU WISH TO AUTOMATICALLY...

Manufacture and dry long goods continuously during 24 hrs. every day?

Discharge the cut and ready-to-pack spaghetti during one or two shifts only, each day?

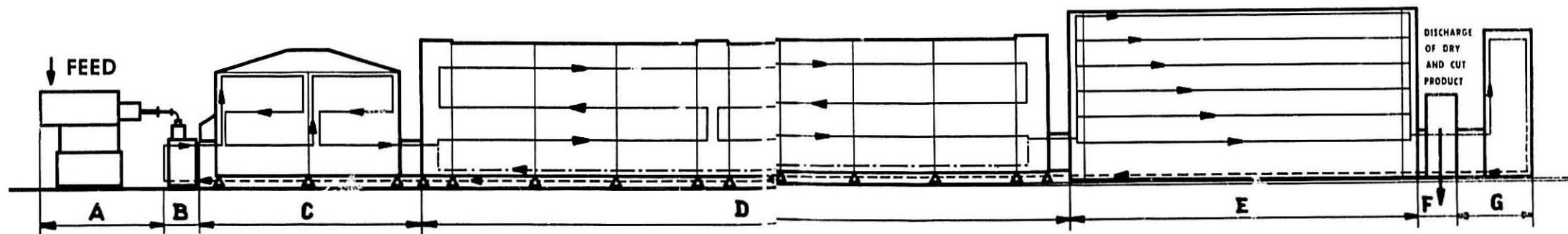
IF YOUR ANSWER IS "YES," Buhler can best help you solve this problem...

Because BUHLER...

- He has the machines to set up the most economical combination for you
- He has the experience in automatic long goods drying to advise you best
- He has the quality construction standards which insure trouble-free operation

Diagram of Buhler automatic long goods manufacturing line.

- Flow of product
- - - Return of sticks
- - - - Return of empty stick racks



Press "A" and Spreader "B"

The well known Type TPM Press ("A") is equipped with the new Buhler vacuum system in which the dough itself is a part of the airlock. The new, unique screw feeder which is synchronized with a water measuring device guarantees optimum uniformity of the mix. The fully-automatic spreader, Type TSH ("B") is of very simple design. Its extruder head with water jacket has eight inlets to produce a perfect extrusion pattern. The die is unlocked by manually turning two hand wheels.

Pre- and Finishing Dryers "C + D"

The three level, two section pre-dryer Type TVE ("C"), with two individual climate zones, removes about 10% of moisture in 2 hours.

The finishing dryer, TTV ("D"), consists of three elevator stations with a number of drying sections in between. The sticks are loaded on racks which are pushed consecutively over roller ways through the dryer, thus avoiding the use of chains. Only the elevator stations, which are easily accessible for maintenance and cleaning, contain driven parts. The ventilation from top to

bottom and the flow of product are arranged in such a way as to insure periods of efficient drying and long life after time—the old proven sure way of drying.

Sanitary off-the-floor construction of the pre- and finishing dryer ("C + D") prevents condensation. Both dryers are equipped with the new Buhler optimal climate control system where the product sets the drying temperature depending upon its water release possibilities.

Storage Unit "E"

The storage unit is fed from the finishing dryer, continuously, during 24 hours a day and can be discharged during one or two daily shifts. The product stays at least 8 hours in storage for additional stabilization before cutting and packaging. The storage unit is custom built of standard elements, either long with few tiers or short with many tiers, to suit your available space.

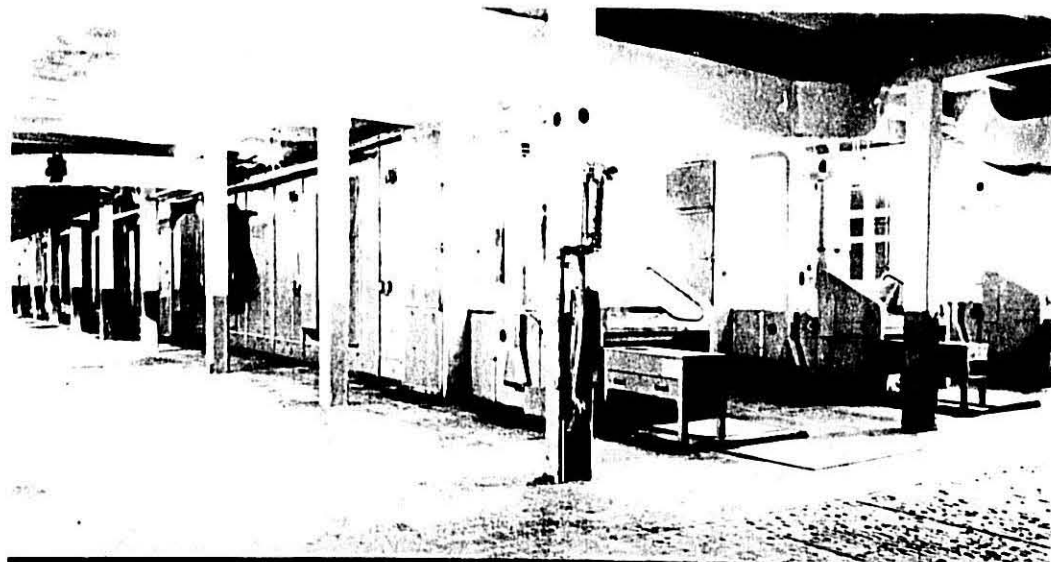
Cutter and Stick Storage "F + G"

The automatic cutter Type TSK ("F") strips and cuts the dry product as it leaves the storage unit. The product is ready to pack. During discharge, the sticks are fed automatically into a special stick storage ("G") from where they are fed continuously onto the stick return track which automatically brings them back to the spreader.

AND LAST BUT NOT LEAST...

The spreader ("B"), pre-dryer ("C"), finishing dryer ("D"), storage unit ("E") and cutter ("F") do not have to be put up in line but can be placed within certain limits, individually, on different floors or side by side on the same floor.

Write or phone for a Buhler engineer to visit you



Installation of three Buhler automatically controlled long goods dryer units at Catelli Food Products, Ltd., Montreal, Canada. A fourth line will be installed in the Spring of 1960!

THE BUHLER LINE

- Automatic presses for short and long goods, capacities from 550 to 1500 lbs/hr.
- Automatic spreaders, capacities up to 1500 lbs/hr.
- Continuous long goods dryers, capacities up to 1500 lbs/hr.
- Automatic storage units for dry long goods.
- Automatic cutters for dry long goods.
- Continuous dryers for short goods and noodles, capacities up to 1500 lbs/hr.
- Automatic multipurpose dryer for long, short or twisted goods.
The only dryer with all-aluminum structural frame and 100% plastic paneling.
- New optimal climate controls.
- Conveying — for bulk handling and storage of raw materials.

Engineers for Industry
Since 1860



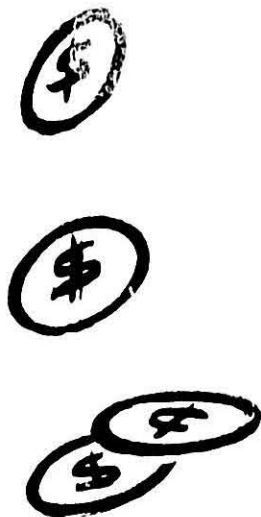
Write or phone for a Buhler engineer to visit you

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

130 CQOLIDGE AVE., ENGLEWOOD, N. J.
Sales Representatives: E. C. Maher Co.,
Los Angeles, Cal. · Hans Zogg, Los Altos, Cal.
Arthur Kunz, New Orleans, La.

BUHLER BROTHERS (CANADA) LTD.

24 KING STREET WEST
TORONTO 1, ONTARIO



The Basic Concept

Four Big Fallacies

MAKE YOUR ADVERTISING PAY

Remarks of Clete Haney, Skinner Manufacturing Company, at the Cost Conference

Advertising performs an important function in the overall marketing program of the successful macaroni manufacturer. In today's era of the self-service food store, it is for all practical purposes, the only contact you have with the consumer.

It is your only means of letting the homemaker know about your brand and why she should buy it.

It is an effective means of telling the story of macaroni's nutritional value suggesting new ways in which it might be used.

This latter is an important function that every manufacturer should consider in his advertising program because, at this time, macaroni products account for only 46/100 of 1% of the total store sales.

Despite its importance, advertising is oftentimes the first thing to be cut when we look for ways to cut costs. This is oftentimes done because it is a matter of expediency. It is easier to cut off a schedule than to search out the "Trojan Horses" in production, purchasing and transportation.

At our discussion table we used a "make your advertising pay" approach, and here are our suggestions:

1. Set up a program and stick with it. Hit and run advertising doesn't pay. It takes continuity to get results. It is the cumulative effect of many advertising messages that helps create sales. Perhaps the best way is to set up a full year's program and — stick with it.
2. Plan your advertising well. Determine the objectives of what you want to do. These might include establishing your brand image, increasing the use of your product through recipe advertising, introduction of a new cut or a new package, or firming up your distribution. Whatever your objectives are, it is well to put them down on paper and design your advertising program to do that job.
3. The careful selection of media is of vital importance. Basically, we always want to reach the greatest possible number of people for the advertising dollar. But reaching them in the most effective way is also important and the objectives of your advertising program will sometimes dictate which media you should use. Here are some of the things that can help you to evaluate various media you might want to use for your consumer ad-



Clete Haney

vertising, things that will help make the dollar you invest in media pay out.

Newspapers

It is easy to weigh one newspaper against another by comparing circulation and line cost. These figures also help us to compare the number of people you reach with newspaper against the number you might reach with radio or television.

The position of your ads in the newspaper is also important and you should ask your agency to specify the food page or the women's page — otherwise your ad may wind up next to the obituary column.

Food days vary from market to market and you should make sure that your ad is appearing on the right day.

Radio

Like newspapers, radio can be measured. Rating are available in practically every market. In the purchase of radio however, there is one thing to guard against — many stations quote the share of audience they have. It is important then, to determine what the total listening audience is. In some markets there might be 10% of the sets tuned in, while in another market, 20% of the radio homes might be tuned in.

Another factor that can make radio dollars more effective is scheduling and buying the time so that it reaches the right audience. We will discuss this matter further in television, and what we discuss there, can also apply to radio.

Television

In television there are a lot of things that you can do to make your dollars go further. While night-time audiences are always much greater than day-time audiences, the cost of night-time is also greater, so sometimes you may be able to reach a greater number of people per dollar using morning and afternoon time.

Now, about the right audience — for macaroni products, most companies prefer to reach the housewife. This can be made extremely effective in those markets where the stations have homemaker shows and do food demonstrations. Macaroni goes so well with so many foods that frequently the home economist doing the show will use macaroni in the preparation of a commercial for another product such as tuna fish, ham, or cheese. This usually results in a free ride for any brand of macaroni that happens to be advertised on the same program on another day.

At our table, there was considerable discussion on the selection of audiences and one company reports fruitful results from a kid show.

This brings up another factor in television ratings that can be helpful to you — most television ratings show the percentage of men, women, and children composing the audience.

Where spot commercials are purchased, the materials sent to the stations can play an important part in making the advertising dollar get results. If live commercials are used, they must be crystal clear as to what the talent is to do with them, and you must be sure that the necessary materials are available for the production of the commercial. The sure way, of course, of getting your message to the audience in the way you want them to get it, is to use films. The cost of films varies considerably, but some good 1-minute commercials are now produced for as low as four or five hundred dollars.

You advertising agency, of course, can be most helpful to you on the selection of media. The important thing is to let them in on your planning and define clearly, the objectives you wish to accomplish, so that the agency can work effectively for you.

4. Merchandise your advertising well. Inform your sales force well in advance of your schedules. Give them materials so that they can inform the trade of what you are doing.

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THE MACARONI JOURNAL



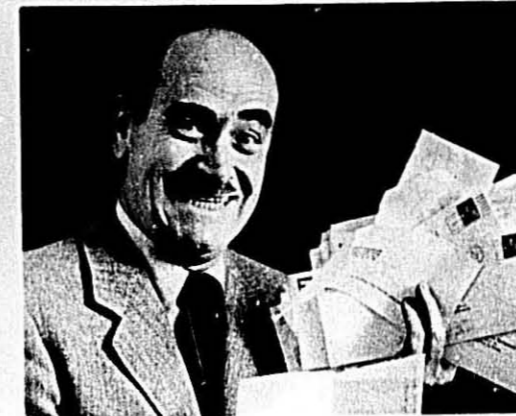
Recipes in 5 cookbooks



Recipes in newspapers



Recipes in special booklets



Personalized recipe service

How Betty Crocker is helping you make more sales

Betty Crocker encourages homemakers to serve spaghetti, macaroni and noodle main dishes often with scores of intriguing recipes in all five of her popular cookbooks. Popular cookbooks? Yes sir! Nine million homemakers now use them regularly.

General Mills sends spaghetti, macaroni and noodle recipes and photographs to newspaper food editors across the country for use in their columns.

Betty Crocker creates special recipe booklets for promotion-minded manufacturers to distribute to their customers. Ask for the new, full color macaroni, spaghetti and noodle recipe booklet from your General Mills salesman. (Available in U.S.A. only — at less than printer's cost.)

A consultant to America's homemakers she provides advice and recipes for macaroni products. Last year, through her Phone and Personalized Letter Service alone, she helped 10,000 women prepare tastier meals.

Helping pave the way for each call your salesmen make is America's first lady of food, the highly-respected Betty Crocker of General Mills.

She shows your customers how to use your macaroni in glamorous main dishes for company-style entertaining. And she demonstrates how they can economize with noodle hot dishes. She tells them how easy it is to fix new spaghetti meals, how delicious and nutritious macaroni products are. And the women believe and buy because Betty Crocker helps them in creating a variety of macaroni dishes . . . dishes that already have proven to be popular with American families.

DURUM SALES

Minneapolis 26, Minnesota



RETAIL FOOD ADVERTISING

"Food advertising in newspapers totals about \$500,000,000 annually", stated Mrs. Marie Kiefer, executive director of the National Association of Retail Grocers of the United States, before a meeting of the Advertising Executives Club in Chicago recently.

This advertising is destined for a big change from "price listing" to more creative copy and layout she continued. "Retailers know they must use more ingenuity and creativity in advertising to convey an understanding of the customer's attitudes, wants and needs."

The modern homemaker buys "an idea", not a price; she buys family enjoyment, not an item. She expects assistance from the retailer, and that includes better food advertising — advertising that will give her ideas for a family or company meal.

"The enterprising retailers I work with rely heavily on trade publications for sales and promotion ideas," Mrs. Kiefer stated. "Trade magazines in the food field provide the manufacturer with an additional sales force. Good trade advertising has the advantage of selling the retailer direct some practical, proven sales ideas for store display, promotion and for advertising the product locally."

"There is more to trade advertising than putting in the name of the product and a few off-target remarks," she continued. "Whether it's trade or consumer advertising, copy and layout have to put the message across to the people the ad is intended to sell. No ad does a blanket job of selling."

Mass Merchandising

In discussing mass merchandising for individual customers, Mrs. Kiefer said that checkups and surveys show that while women shoppers approve of mechanization, they don't want the whole store to operate like an assembly line. Shoppers want to deal with friendly, helpful and efficient flesh-and-blood people. A woman shopper wants to be independent and cherished at the same time, she added.

Commenting on the youthfulness of today's young homemaker, Mrs. Kiefer said that in 1959 there were 272,000 new brides aged 18 and younger. "They constitute a mighty big market, and food retailers nationwide are giving more and more attention to their shopping needs," she said. Guidance for young homemakers in the purchase and use of products is an important part of merchandising. Advertising should assume some responsibility for helping these youngsters and their families eat better.



Marie Kiefer

Seminar Statements

At a recent "Food Store Management Seminar" sponsored by the Association at the University of Chicago a panel discussion on food store advertising was held.

Participating on the panel were Arthur Leemis of Minneapolis, Minnesota, director of advertising for Super Value Stores, Inc., panel moderator; George E. Hooper, Chicago, advertising counsel and account executive with the Bureau of Advertising of the American Newspaper Publishers Association; Donald Davidson, advertising sales representative in Chicago for Ladies' Home Journal; and Budd Gore, advertising manager of the Chicago Daily News.

Discussions, relating to the means of improving the quality of advertising, included: (1) do-it-yourself methods that utilize art and layout services available to food retailers from commercial firms, as well as from the advertising departments of local newspapers; (2) the creative services of a qualified advertising manager; and (3) the types of services an advertising agency can provide.

It was agreed that since women readers of store advertising think in terms of a complete meal, store advertising should include ideas for menus as well as recipes for appetizing dishes featuring the products advertised.

"Women shoppers want to be sold creatively and they like to see the finished dish in the ad," Davidson said. "Tell the woman shopper about your store and its products in her own language. Women have a language all their own and retailers will be wise to use it in advertising copy."

Davidson described the various art and layout services currently available to retailers who are seeking assistance in preparing their own ads. He warned, however, that these services are only an aid to getting the retailer started in the right direction. Preparing an ad that represents a store requires hard work and ingenuity, Davidson added.

Leemis, who acted as panel moderator, suggested that the best store ad is one that sells both the store and the products. "Every ad is institutional whether it's planned that way or not," he said. "It conveys a true or a false picture of your store."

Agencies Recommended

According to Hooper, most of the supermarket industry in the United States could benefit by the services of a good advertising agency. Those who could not, he said, are the supermarket operators who feel they must do everything for themselves and there are some who are not prepared to efficiently utilize the services of an agency.

"Your advertising is your character," Hooper said, "and character is everything in business. Research experts call this character the 'image' or personality; basically they are one and the same, for it is the sum total of how and what people think of you."

Two basic areas where a qualified agency can help the supermarket operator are in copy and research, he said. "Ideas make ads and selling ideas with copy and illustrations is one of the big reasons why supermarket operators need trained, experienced people with creative backgrounds, unfettered by other store responsibilities," he added.

Hooper advised retailers to read the women's page in the newspaper to learn how an expert — the woman's page editor — talks to women.

Gore, the fourth panel member, said that no one can generalize about food advertising because the retail food business is more local in character and operation than any other business.

To Attract Customers

If an advertisement is to attract as many customers as possible to the store, it should possess, according to Gore: (1) a striking, attention-winning layout; (2) attractive, hunger-inspiring artwork; (3) persuasive headlines that sell; and (4) sufficiently detailed, clinching-the-sales body copy.

"Too many advertisements are simply devised to meet the schedule created by the wheel of the weekly calendar."

Continued on Page 35

THE MACARONI JOURNAL



Fulfillment...

Um-m-m good! Sure improves the disposition when the inner man is well filled with those yummy macaroni products made from Commander Larabee's Comct No. 1 Semolina.

From tots to teens... the durum taste is tops!

COMMANDER LARABEE

Durum Department

A DIVISION OF ARCHER-DANIELS-MIDLAND-MINNEAPOLIS

MAY 1960

15

1939

1945

1950

1955

19

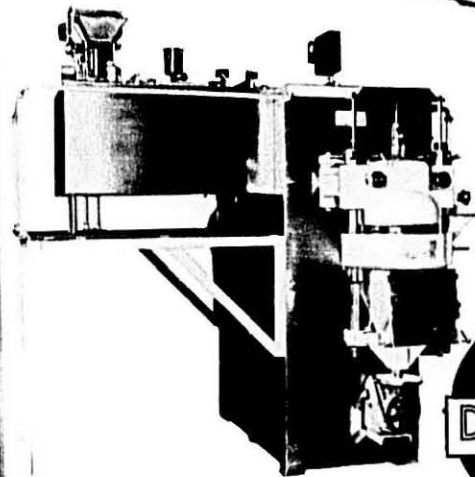
DEMACO

1956

SHORT CUT PRESS

19

have been producing



DESIGNED
WITH EXPERIENCE
AND
BUILT BY
DEMACO
THE CHOICE
of the
LEADERS

1957

19

and producing

No other short cut press, even at extra cost can offer the exclusive combination of
found in Demaco Short Cut Presses. Meet the Demaco Short Cut Press, look it over
typical Demaco engineering from floor inlet to base — every detail a benefit to you.
its rugged rigid frame. The exclusive full vacuum over the entire mixer with over
minutes of vacuum mixing. Cool running with a long wearing water cooled screw
modern design "forward pitch" stainless steel feed screw — cast steel die platen,
extrusion head giving uniformity of cut lengths, plus all approved devices for operator

1958

194

since 1939

DUCTION 1000 LBS. AND 1500 LBS. PER HOUR.
in combination with sheet formers and long goods spreaders.
Approved" single mixer with gravity feed from mixer to the feed screw with no
end from one mixer to the other. Press can be used with or without vacuum.

1959

1944

1949

1954

1960

De FRANCISI MACHINE CORPORATION
45-46 METROPOLITAN AVENUE, BROOKLYN 37, N. Y.
EVERgreen 6-9880

NATIONAL MACARONI INSTITUTE REPORT

Theodore R. Sills, public relations counselor for the past decade to the National Macaroni Institute, the educational arm of the National Macaroni Manufacturers Association, observed at the Winter Meeting that there is much more to a promotion than setting a date and then sitting back to watch the profits roll in.

"A promotion is not just an idle thing, it is an excuse for action and you only get out of it what you put into it," Sills reported.

Once a promotion has been set and its theme or goal selected, that is the time for work. Without support a promotion is meaningless, and it is up to the food processor, manufacturer, or industry to provide the punch that will make the promotion a success, Sills explained. A good solid promotion is backed up with advance planning, advertising, publicity, merchandising themes and sales aids ... plus enthusiasm in the promotion by its sponsors.

Among the promotions discussed were National Macaroni Week in October, the Easy Fixin' Casserole campaign in January-February, and the Carnation Lenten drive with green olives - tuna - and noodles.

Gallery of Placements

A gallery of typical placements in magazines, newspapers and Sunday supplements were displayed around the meeting room as Mr. Sills reported on last year's commodity promotion placements and then discussed this year's merchandising tie-ins along with the publicity theme of Macaroni Salutes the Fifty States. To recognize the contributions made by each of the fifty states to the world of good food, each month during the year several states and their favorite food products will be



Ted Sills is dazzled by a full page feature in the Miami Herald headlined: "Macaroni - old food, new treat".

spotlighted. (See the Salute to the East Central States on page 22.)

Photos and recipe piece of these "Favorite Son" foods either combined with macaroni products or on a menu with them are being released to daily and weekly newspapers, syndicated food columnists and to radio and television homemaker shows, Sills explained. Four states or more will be covered each month with a special program set aside during the year for our two newest states, Alaska and Hawaii.

The 1959 "Macaroni and..." theme was conceived and executed to keep the macaroni family teamed with every possible related item in the public eye throughout the year. In addition to the massive program carried on by the Institute, an intensive campaign was made among other food publicists to include "Macaroni and..." in their own releases.

Both phases of the program paid off without outstanding results - more color; more space in women's pages, syndicated columns, magazines, Sunday magazine sections, radio and television; plus a whopping bonus of 136 releases sent out by cooperating organizations at no cost to the industry.

Many Releases

In the course of the year, over 200 releases were sent out by the Sills organization on behalf of the National Macaroni Institute. These releases went to every food publicity outlet, and appeared repeatedly in all types of media. As an example of the acceptance of this material by editors, results from the Macaroni Week campaign reported a five percent increase of use over 1958 for radio and television releases; the clip sheet drew an additional fifteen percent in photograph requests; and the color releases had twice as many placements as the previous year.

During 1959 exclusive stories were released to publications that were not reached by the usual channels. Some of these were mailings to small town daily and weekly newspapers, to the negro and labor press, stories and photographs to cookbook and textbook editors, and the professional home economics magazines. A special mailing

also made to all major consumer farm publications with exclusive material for the coming year, along with a letter to alert the editors to our "around the fifty states."

Stories on the news and sports pages, checkbooks and other radio-television specialties, plus news commentary and newsreels all carried the macaroni publicity ball for yardage during 1959.

Backing up the line were photos and articles which appeared in scores of grocery trade publications - publications with readership in the grocery chains, the big independent supers, and the voluntary and cooperative stores. National trade magazines along with regional and state books alerted the retailer and carried the story on macaroni, its versatility and its promotional program to the buyers, brokers and to manufacturers of related items.

With the withdrawal of the films "Stag Party" and "Use Your Noodle" from television public service showings after some 600 placements in two and a half years, the Board of Directors authorized Sills to develop a script to be considered at the summer convention for a new educational film. Additional advertising in "What's New in Home Economics" beamed at the youth market was also authorized.

Macaroni Gains In Canada

Value of factory shipments in the macaroni and kindred products industry in Canada reached a record total of \$51,000 in 1958, larger by 19.2% than 1957's previous high of \$13,294,000, according to the Dominion Bureau of Statistics' final figures in the industry report. Number of establishments rose from 18 in 1957, and the number of employees advanced 12.4% to 778 in 1958. Their salaries and wages rose almost 20% to \$2,187,000 from \$1,815,000. Cost of materials increased to \$8,746,000 from \$6,995,000 and was added by manufacture nearly 10% to \$6,811,000 from \$6,038,000.

Shipments of macaroni, spaghetti, macaroni and noodles climbed over 20% in volume to a record 112,949,000 lb. from 89,867,000 lb. in the preceding year, and were almost triple 1944's low of 44,425,000 lb. Value of these shipments rose over 20% to a peak of \$658,000 from \$12,147,000 a year earlier and was six times larger than the total of \$2,251,000 in 1942.

New Product

A&P has added macaroni with cheese sauce to its Ann Page line. The

product, packed in 15 1/2-ounce cans, sells for 19 cents.

New Recipe Book

"Specialties of the House" is the title - and durum wheat main dishes is the subject of the newly revised homemaker's cook book, now made available for quantity distribution by macaroni manufacturers.

Sample copies of the recipe booklet were greeted enthusiastically at the mid-January meeting of the National Macaroni Manufacturers Association in Florida. Now, with a new cover design and minor changes in copy, the household-size booklet is ready for national distribution.

"Specialties" is the home-size version of "Economical Gourmet Entrees," produced in 1959 with the help of the National Restaurant Association. "Specialties" was produced by the Durum Wheat Institute, Durum Growers Association and the National Macaroni Institute. The recipes are from top-ranked restaurants across the nation, compiled

by the food consultant, Alberta M. MacFarlane.

Twenty-five macaroni, noodle and spaghetti main dishes are illustrated in full-color. The book emphasizes the relatively low calorie rating of durum macaroni foods - about a 200-calorie contribution per two ounce serving. Durum is established as a standard of quality. The nutrient contribution of macaroni foods is described.

This consumer recipe book lets the homemaker choose between plain and fancy, he-man and gourmet, menus to vary her table offerings. Everyday family meals to special occasion dishes are listed with top-quality photos. An additional six recipe suggestions are listed on the last page - for macaroni side dishes, sauces or dressings.

"Specialties" is available at a special below-cost, print-run price - \$149.00 per 1,000 copies. "Your Brand" imprinting also is offered at printer's cost. For further information and details you may write to the Durum Wheat Institute, 309 West Jackson Boulevard, Chicago 6, Illinois.



A gallery of typical placements is displayed.

**FOR YOU
ADVANCED TECHNOLOGICAL IMPROVEMENTS**

Save Space — Increase Production
Improve Quality

★ **NEW POSITIVE SCREW
FORCE FEEDER**

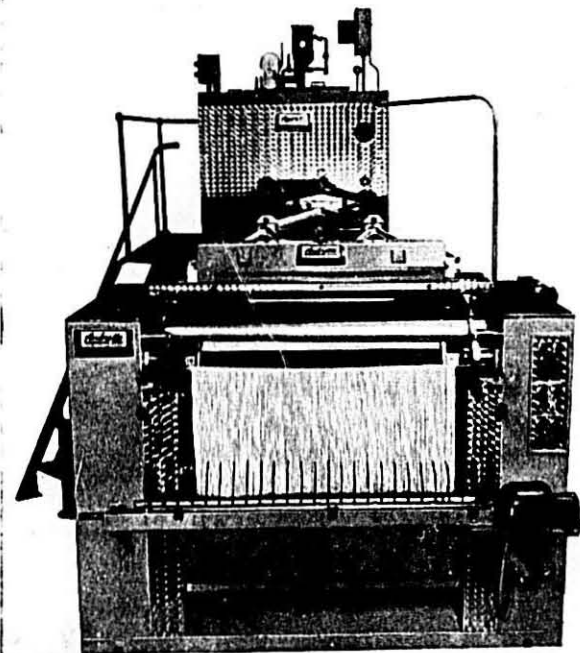
improves quality and increases production of long goods,
short goods and sheet forming continuous presses.

★ ★ **NEW 3 STICK 1500 POUND
LONG GOODS SPREADER**

increases production while occupying the same space as
a 2 stick 1000 pound spreader.

**NEW 1500 POUND PRESSES
AND DRYERS LINES**

now in operation in a number of macaroni-noodle plants,
they occupy slightly more space than 1000 pound lines.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

These presses and dryers
are now giving excellent
results in these plants.

★ Patent Pending
★★ Patented

Ambrette
MACHINERY CORP.
156 Sixth Street
Brooklyn 15, New York

**NEW SUPER CONTINUOUS
PRESSES**

SHORT CUT MACARONI PRESSES

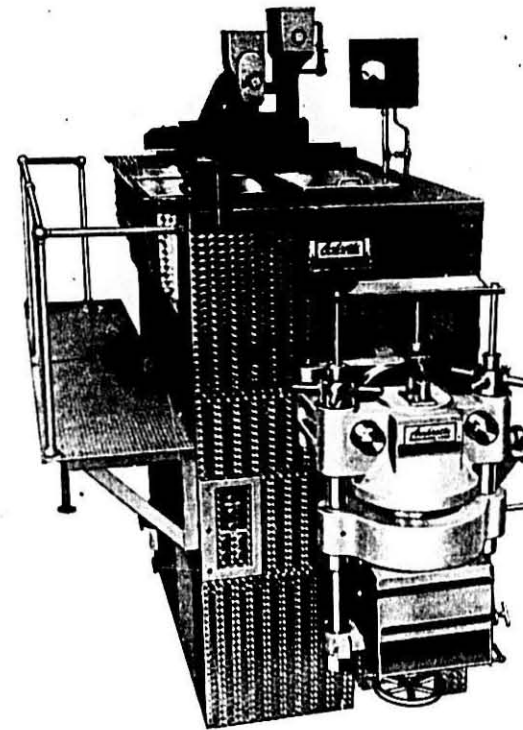
Model BSCP — 1500 pounds capacity per hour
Model DSCP — 1000 pounds capacity per hour
Model SACP — 600 pounds capacity per hour
Model LACP — 300 pounds capacity per hour

LONG MACARONI SPREADER PRESSES

Model BAFS — 1500 pounds capacity per hour
Model DAFS — 1000 pounds capacity per hour
Model SAFS — 600 pounds capacity per hour

COMBINATION PRESSES

Short Cut — Sheet Former
Short Cut — Spreader
Three Way Combination



Model BSCP

★
QUALITY — —
PRODUCTION — —
CONTROLS — —
SANITARY — —

A controlled dough as soft as desired to enhance texture and appearance.

Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.

So fine — so positive that presses run indefinitely without adjustments.

Easy to clean and to remove attractive birdseyed stainless steel housing mounted on rugged structural steel frame.

PLANT
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155-167 Seventh Street
Brooklyn 15, New York

Ambrette
MACHINERY CORP.

SALUTE TO EAST CENTRAL STATES

The National Macaroni Institute salutes the East Central States of Kentucky, Tennessee, Ohio and West Virginia in May.

Bluegrass & Volunteers

Kentucky, often called the Bluegrass State because the grass that covers its central rolling land bears tiny blossoms of a dusty blue color, is famous throughout the world for the breeding of fine race horses, as well as the production of orchard grass and bluegrass, loose-leaf tobacco and hickory-cured and sugar-cured hams.

Kentucky is rich in folklore of the frontiersmen like Daniel Boone who blazed the trail for the first settlers. Abraham Lincoln, Jefferson Davis, and Kit Carson all claimed Kentucky as their birthplace, while Stephen Foster immortalized the state with his beautiful song, "My Old Kentucky Home."

Tennessee has long been called The Volunteer State because in every war since the Revolutionary War it has supplied two or three times as many volunteers as were called for by the Federal Government. Famous for its purebred Jersey cows and perfectly-paired mule teams as well as the Tennessee walking horse, the state produces corn, cotton, tobacco, strawberries, potatoes, peas and peanuts for national markets.

Its long growing season makes Tennessee a great truck-farming state. From early summer to late fall cabbage, tomatoes, sweet peppers, are trucked to markets. Large quantities of strawberries, blueberries and blackberries are processed in Tennessee's quick-freezing plants.

Buckeyes & The Coal Bin

Ohio, the Buckeye State, received its popular title after the trees which once covered its hills and plains. Throughout its history, Ohio has been noted for its sons and daughters who have played a leading role in developing our nation. About one out of five Presidents of the United States has come from the Buckeye State. Thomas A. Edison and the Wright brothers in the field of invention; B. F. Goodrich and Harvey Firestone, developers of the rubber goods industry; military leaders Ulysses S. Grant, William T. Sherman and Philip H. Sheridan - all claim Ohio as their birthplace.

Ohio has all the important advantages for industrial development. It has great natural resources, an abundance of raw materials and fuel within its own borders or near by, excellent land and water transportation facilities, and



Noodle Chicken Bake with salad, fresh milk and strawberries.

a favorable location for reaching large markets. Along Lake Erie is one of the leading grape, apple and peach producing belts of the United States. The largest market in the world for freshwater fish is in Sandusky. Agricultural products include corn, dairy products, hogs and pork, eggs and poultry, cattle and vegetables.

West Virginia, sometimes called the Coal Bin of the World, has huge deposits of soft coal and mines more of it than any other state. One of the industrial chemical centers of the United States lies in Ohio's Kanawha Valley where all the natural resources are available for producing modern synthetic materials.

In the lowlands of the Ohio and Potomac rivers and the valleys between



Hot Tip for merchandising.

the mountains, West Virginia produces large crops of apples and peaches. Other fruits grown widely include cherries, grapes, pears, plums, and quince. Herd of purebred Hereford cattle, dairy products, chickens and eggs, poultry and hogs are found in many sections.

Accompanied by a salad of the many fruits that the East Central States orchards pour into the national market basket and a dessert of juicy strawberries with sherry-flavored custard sauce, the distinctive meal-in-a-dish Chicken Noodle Bake pays tribute to Kentucky, Tennessee, Ohio and West Virginia.

Noodle Chicken Bake (Makes 4 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)
- 2 cups sour cream
- 1 clove garlic, crushed
- 3/4 cup sliced pitted ripe olives
- 1/2 cup chopped almonds
- 2 cups diced cooked chicken
- 1-1/2 teaspoons salt
- 1-1/4 teaspoons pepper
- 1/4 cup chopped parsley

Add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain.

Combine noodles and remaining ingredients; mix well. Turn into greased 2-quart casserole. Bake in slow oven (325°) 25 minutes.

Post-Lenten Promotion

Tuna Casserole Cortina, a delicious combination using eight ounces of egg noodles, spaghetti sauce mix, tuna, canned tomatoes and grated cheese, is the subject of a post-Lenten promotion by Lawry's Foods, Inc., Los Angeles.

For trying the recipe and mailing in the empty spaghetti sauce mix package, the housewife receives a 25 cent refund.

Promotional materials include a "Hot Tip" full-color display card, attractively illustrating the casserole and all products used in it, tear-off recipe pads with coupons, and ad mats in three sizes.

National advertising, including coast-to-coast television over CBS and space in Good Housekeeping magazine, back up this promotion.

AFTER YEARS OF RESEARCH, EXPERIMENTATION AND ENGINEERING,

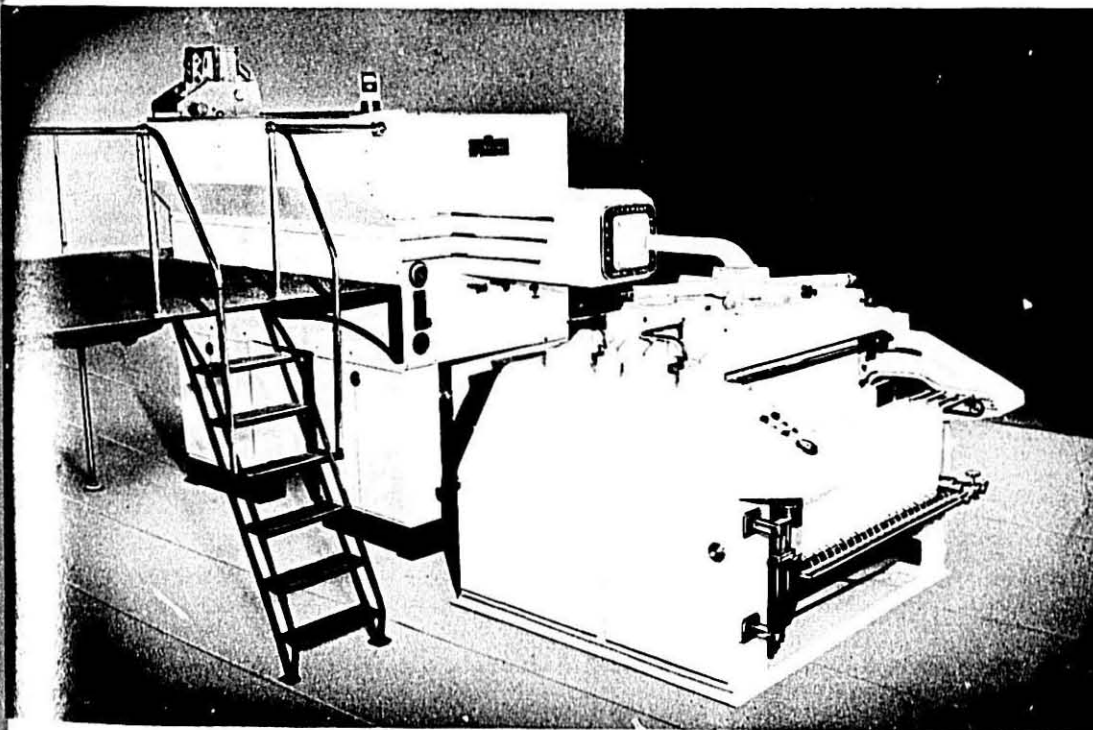
Clermont HAS ADDED THE MISSING LINK

TO ITS DISTINGUISHED CHAIN OF COMPLETELY AUTOMATED MACARONI PRODUCING EQUIPMENT . . .



a SPREADER which combines slow extrusion for a superior quality product with top production for increase in volume; a SPREADER which extrudes uniform stick patterns for minimum trim and an eye-appealing product of invariable smoothness, color and consistency; a SPREADER which produces continuously on a 24 hour daily operation with the Clermont VMP-5A, 2000 lbs/hr press—"The Greatest of All Long Goods Presses."

This SPREADER is destined, like other Clermont long goods equipment, to meet the exacting requirements of particular manufacturers. After you have studied the features of this machine only a personal inspection can reveal the full measure of its superiority.



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MAY 1960

The Egg Comes Of Age from Henningsen Headlines

We all remember 1952 as Adlai Stevenson's "Year of the Egghead". It appears as though 1960 may be equally well remembered as the "Year of the Egg". Especially if we judge by the way news media in recent months have been carrying the story of the important role which the egg is playing in our daily lives.

Three times during the summer months of 1959 the New York Times ran front page stories about United States egg production, some of the problems involving egg production, and methods of encouraging people to use egg products. The Wall Street Journal, too, gave its front page this past January to an important article concerning the egg producer.

Radio and television discussions have also been focused on the farmer's problem of getting a fair price for eggs produced this year and on ways in which to increase the per capita usages of eggs. Eggs were most recently in the news again when Jimmy Hoffa promised aid to the egg farmers through the Teamster Union.

Reasons for Interest

Why has all this additional interest been aroused in the egg market during the past year? The reasons are twofold: The primary reason, of course, has been the very large production of eggs during the year which made large quantities available at relatively low prices. Inasmuch as the producer must survive financially, it is of overall importance to all parties concerned that he receive a fair return for the eggs produced for the eventual consumer. The second reason concerns our health: With more and more research being done and more emphasis being put on the nutritive value of foods, the egg which has always stood high in this respect, forms an important part of the diet throughout the world.

From a marketing standpoint, labeling regulations have aided the egg producers, because it has become a great asset to be able to put eggs on one's label in lieu of less desirable, synthetic products.

In conjunction with the growth of the egg industry, each year new uses of egg in other products are added to the super market shelves. Egg noodles have an important place as a staple in the American diet. Egg shampoo was introduced as a novelty in the shampoo line and has continued to grow in sales to the present time. In 1959 egg coffee was introduced and it too looks as if it will hold a place on the market shelves. Under discussion at the present time are many new exotic products

including pickled eggs, orange egg concentrate, instant scrambled eggs and instant frozen French toast. Anyone of these or anyone of a host of other products which are now only in the commonplace as is the table egg.

Perhaps the most important development of all has been the growth of the egg solid industry. The ability and the initiative shown by the egg solids manufacturers in adapting their specialized product to the peculiar needs of the new products which these egg solids help to make, have enabled food manufacturers to find constantly new uses for eggs in their products.

It certainly seems that the egg has "come of age".

Case History

Thirty dozen to the case, nearly two million cases of shell eggs were processed at Henningsen plants last year into the full range of egg solids. The average of thirty-eight pounds of liquid or frozen whole egg contained in each case was destined to form ten pounds of egg solids. Some of the high-lights of this process make an interesting "case history".

Let's follow a case of eggs through some typical production operation.

Immediately upon unpacking, the eggs are brought to the candling station where eggs not suitable for breaking are detected and immediately discarded. Eggs are then broken and examined by a trained inspector who eliminates any with off-odors. Those eggs which are destined for production of egg white and yolk solids are separated at this point.

The liquid eggs then go to churns and homogenizers where they are blended into a smooth, uniform product. Whites bypass this operation and go directly to holding tanks.

The liquid yolks and whole eggs are then pre-heated before going into stabilizing tanks. After enzymatic action is completed, the product is chilled and pumped to holding tanks. The next step is flash-pasteurization. Following this, the eggs are then delivered by high pressure pumps to spray dryers where they are converted to solid form. After sifting, whole egg and yolk solids are packed into drums, ready for shipment.

Liquid whites are preheated before going into a stabilizing tank for fermentation. From here, whites can be either pan or spray dried. In the first process they are poured into pans and dehydrated with circulating hot air in two drying stages. The latter method makes use of spray nozzles and a hot air blast similar to the process used for whole egg and yolk.

The albumen is finally sifted and packed into drums for shipment.

This brief outline covers only the most basic steps in egg solids production. Variations and refinements are employed to produce the individual products that make up the full range of modern egg solids. In addition, quality control procedures are applied in every stage of production to insure uniformity and high quality of finished products.

Dramatic evidence of the convenience of egg solids is provided by the following table of approximate equivalencies:

1 lb. whole egg solids	equals 36 shell eggs
1 lb. whole yolk solids	equals 48 shell eggs
1 lb. egg white solids	equals 144 shell eggs.

Egg Price Forecast

Farm egg prices in the balance of 1960 are expected to average above the same period of 1959, it was indicated in the quarterly report of the Poultry Survey Committee sponsored by the American Feed Manufacturers Association.

According to the committee's studies, farm egg prices in April-June were expected to average 31-32 cents a dozen, contrasted with 28 cents a year earlier. In July-September, prices are expected to be around 33-34 cents, and in October-December at 36-37 cents, compared with the average of 31 cents in the last six months of 1959.

The delicate balance between "enough" and "too much" is difficult to achieve, according to the committee. The hatch to date indicates the cutback is being overdone. If the April-June hatch does not exceed a year earlier by 10 to 12%, egg prices in late 1960 and early 1961 are likely to reach a level which will cause an overexpansion of egg production in late 1961 and early 1962, and low egg prices like those of April-June of 1959.

Macaroni Material

"The Versatility of Macaroni, Spaghetti, Egg Noodles," a dramatic full-color chart measuring one and one-half by two feet is offered free to macaroni manufacturers by the Fine Chemicals Division of Hoffmann-La Roche, Inc., Nutley, New Jersey.

With many recipes, the chart is designed for use in store and window displays or as a wall poster in home economics classes. It may be used as a folder for educational and advertising purposes as it contains ten pages of interesting text about macaroni.

Reduce Selling Costs
by Increased Demand
Reduce Production Costs
by Increased Volume
Reduce Distribution Costs
by Increased Unit Sales
Let Us Help You!

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

USE OUR RICH NATURAL HIGH COLOR YOLKS

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CONVENTION PROGRAM PLANS

The 56th Annual Meeting of the National Macaroni Manufacturers Association will be held at the Edgewater Beach Hotel June 20-21-22-23.

Monday, June 20

The National Macaroni Institute Committee and the Association's Board of Directors meet on Monday, June 20.

Tuesday, June 21

President Horace P. Gioia will welcome delegates and guests in the formal opening of general sessions on Tuesday, June 21.

The opening session will have a marketing theme from the viewpoint of suppliers as well as the industry. Representatives of the Durum Growers Association have been invited to express their views on marketing. Harold M. Williams, president of the Institute of American Poultry Industries, will give the outlook on the egg situation and report what the industry plans to do in the way of developing marketing potential. Howard Lampman, executive director of the Wheat Flour Institute, will report the durum millers' program for macaroni promotion. Ted Sills, public relations counsel for the National Macaroni Institute, will moderate a panel discussion of Chicago food editors who will explore the editor's responsibility to the readers, the food manufacturer's responsibility to consumers, and look at the youth market, and similar subjects. This discussion will be followed with an exchange of views with macaroni manufacturers from around the country, who may also comment on general merchandising practices.

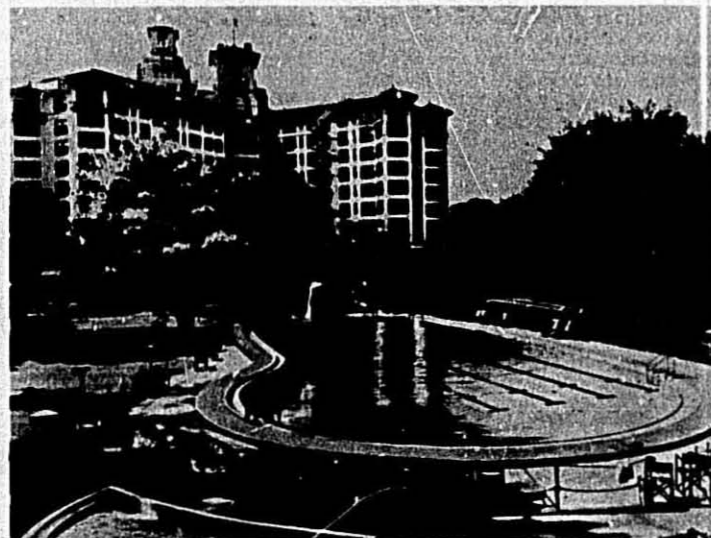
Plans are being formulated for sight-seeing trips in the afternoon with possible excursions to an egg-breaking plant and packaging equipment manufacturers where interesting developments are taking place.

In the evening the traditional Rossotti Spaghetti Buffet will highlight the social schedule.

Wednesday, June 22

On Wednesday, June 22, research reports will be presented by representatives of the A. C. Nielsen Marketing Research organization and Neal M. Conley, graduate student at Northwestern University, writing his thesis in business administration on production and marketing aspects of the macaroni industry.

A second panel of macaroni manufacturers will comment on the ideas presented in the two presentations and



Get in the swim - Edgewater Beach Hotel pool.

stimulate general discussion on industry conditions.

Election of directors for the coming year will be held at this session, and an organizational meeting of the directors immediately following the general session will elect officers for the coming year.

Ladies attending the convention will be the guests of the King Midas Flour Mills on an interesting trip to behind the scenes at Marshall Field & Company, Chicago's famous retail department store. They will be treated to a look at the operation of Field's famous kitchens, their window display department, various service shops, and service facilities.

In the evening the Association Dinner Party will be held, at which time the newly elected officers will be introduced.

Thursday, June 23

At the final business session on Thursday, June 23, business ethics and trade practices will be reviewed by representatives of the Federal Trade Commission, the Food and Drug Administration and from industry. John L. Harvey, deputy commissioner of the Food and Drug Administration, Department of Health, Education and Welfare, from Washington, D. C., has been invited to be with us. Mr. Robert J. Beller, attorney in the Federal Trade Commission Bureau of Consultation, Division of Trade Practice Conferences,

in Washington, D. C., will report on industry conditions as he sees them as administrator of the industry's trade practice rules.

William G. Mason of the Quaker Oats Company will discuss the trade practice recommendations for the grocery industry adopted by the Cooperative Food Distributors of America, National Association of Retail Grocers of the United States, National-American Wholesale Grocers Association, Inc., National Association of Food Chains, Supermarket Institute, Inc., United States Wholesale Grocers Association, and the Grocery Manufacturers of America, Inc.

These presentations will be followed by a panel discussion of macaroni manufacturers expressing their ideas on the matters considered and generating general discussion.

An afternoon boat trip is being planned to take delegates from the convention on the North Shore down along the Chicago waterfront to see its well-known skyline and lake front facilities.

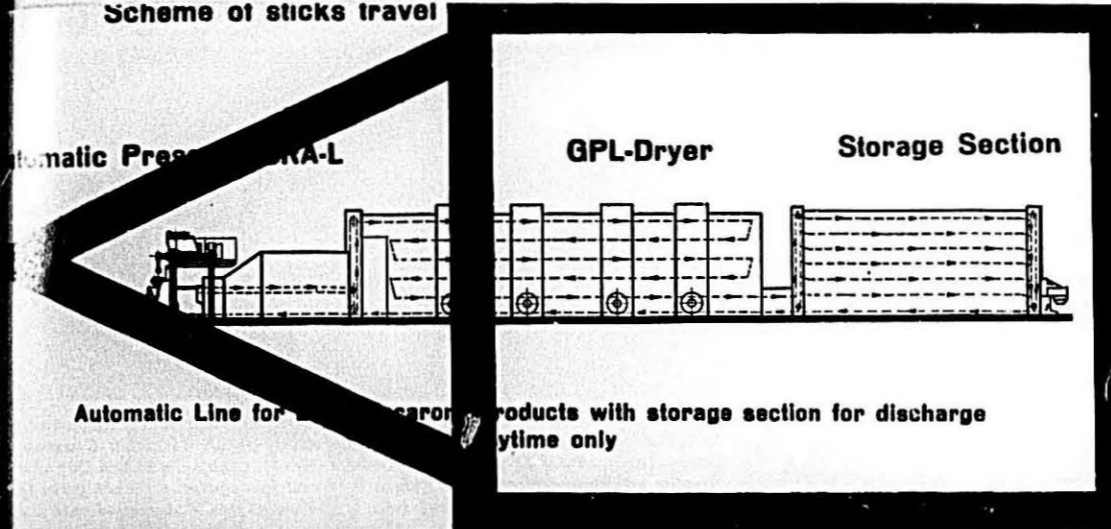
Famous Hotel

The Edgewater Beach Hotel, scene of many past macaroni meetings, has been completely renovated since our last convention there. It is now air conditioned, has a new Olympic pool and cabana club, a summer tent theatre,

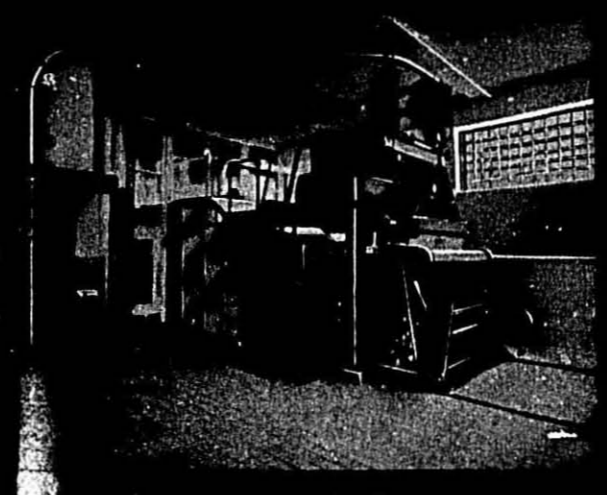
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THE MACARONI JOURNAL

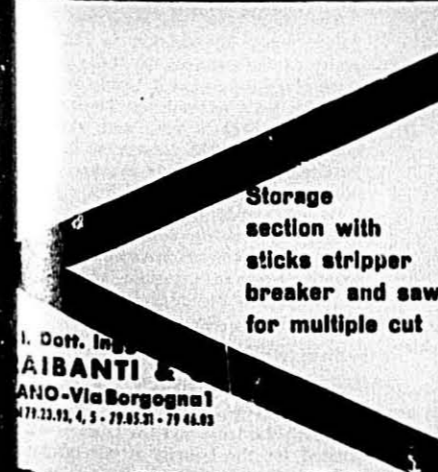
Scheme of sticks travel



Automatic Line for macaroni products with storage section for discharge anytime only



Automatic Press MABRA-L simple type Spreader and Predrying Tunnel



Storage section with sticks stripper breaker and saws for multiple cut



1. Dott. Ing. BRAIBANTI & C. S.p.A. NO-Via Borgogna 1 47123, S. S. - 79.83.31 - 79.44.81

Braibanti

Recognition for Service

W. B. Berkowitz, oldest employe in point of service of the American Beauty Macaroni Company of Kansas City, was honored by his associates at a recent dinner at the Hotel Aladdin. Berkowitz has been with the company for 43 of the company's 70 years of existence.

About twenty-five of Berkowitz's close associates were at the dinner to hear Ralph Sari, American Beauty's vice-president in charge of sales, refer to Berkowitz as one of the outstanding men in the history of the company.

Berkowitz began his career with American Beauty when he was 16 years old as a helper around the plant. He is a native Kansas Citian. He now holds the position of sales associate with the firm.

Also honored at the dinner were two other men who have completed 20 years with American Beauty. They were Louis R. Means of Oklahoma City and Henry Duni of Kansas City. Both of these men are unit managers of the company.



Recognizing more than 100 years of service to the macaroni industry, Ralph Sari, (second from left), vice president of the American Beauty Macaroni Company, Kansas City, awarded 20 year pins to Louis R. Means, (right) Oklahoma City unit manager and Henry Duni, (left) Kansas City unit manager at a dinner given in honor of W. B. Berkowitz, (second from right) for 43 years of service with the company. Berkowitz, a sales associate was given a special award.

Revere Reversed

Shades of Paul Revere!
When Revere made his historic gallop from Boston to Lexington on April 19 that "fateful night in '75," he shouted his message from atop a speeding

horse. In kicking off its newest Boston-area promotional campaign 185 years later, V. La Rosa & Sons, Inc., America's largest selling brand of macaroni, spaghetti and egg noodles, had a decided advantage over the Bay State patriot — buses.

La Rosa recently developed a comprehensive car card program using Metropolitan Transportation Association vehicles. The campaign served two purposes: it presented the company's advertising to important elements of the

grocery trades; it complemented and supplemented its consumer newspaper and broadcast efforts.

Taking to the road on March 15, "The La Rosa Special," vanguard of the 175 bus fleet, toured the city, calling at various chain store offices and outlets. Exterior and interior of this "spectacular" were completely carded with La Rosa messages. In addition, a 14 1/2-foot mass display of the company's products and a coffee bar were mounted aboard.

Buyers, sales managers, and individual chain store managers who visited the bus welcomed by John Cuneo, New England sales manager and James T. Sloan advertising and sales promotion manager for the 44-year old company. The executives explained that the company's transportation thrust would carry La Rosa's message throughout Boston and its suburbs, tying together campaigns in other media.

Two days later, the mass bus campaign began. In addition to 125 normally carded vehicles, 50 "blitz buses" were completely carded, inside and out with La Rosa advertising. These were used for three weeks, and exposed more than 630,000 consumers to the La Rosa message for an average of 15 minutes each.

Besides cards in buses, La Rosa's Boston advertising schedule includes a heavy spot television campaign, personality packages on radio, and newspaper appearances in the Herald Tribune, Globe and Record American.

Government is a trust, and the officers of the government are trustees, and both the trust and the trustees are created for the benefit of the people. Henry Clay



Bus stop - aboard the "La Rosa Special", what may prove to be the first bus spectacular in advertising history, John Cuneo (left) chats with Edwards Buckley, a buyer for New England's Stop & Shop stores.

In the background can be seen the 14-1/2 foot mass display of La Rosa products as well as the hundreds of car cards mounted on the bus. Outside of the bus are La Rosa's king size (12 x 2-1/2) foot posters. Vanguard of La Rosa's saturation transportation campaign, the "Special" visited chain store officials and outlets in the Boston area.

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MACARONI DIE MAKERS

SINCE 1903

Management continuously retained in the same family.

Satisfied customers in over twenty-five countries

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• JAPAN	• PERU	• VENEZUELA
• UNITED STATES	• ARGENTINA	• ISRAEL
• PUERTO RICO	• ECUADOR	• HAWAII
• CANADA	• URUGUAY	• COLOMBIA
• PANAMA	• CUBA	• DOMINICAN REPUBLIC
• SOUTH AFRICA	• AUSTRALIA	• SWEDEN
	• HAITI	

- BRONZE ALLOYS
- STAINLESS STEEL
- SPECIAL ALLOYS
- TEFLON

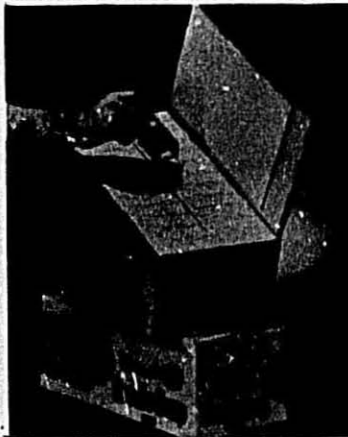
every die unconditionally guaranteed!

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557 THIRD AVE. BROOKLYN 15, N. Y., U.S.A.

Efficiency Cartons

The I. J. Grass Noodle Company of Chicago is packing its new Mrs. Grass Chicken-Y-Rich Noodle Soup and Mrs. Grass Vegetable Noodle Soup mixes in efficiency cartons which will make stamping and unpacking a faster and simpler chore for food dealers. The new cartons, nine inches wide and 17 3/4 inches long, contain 24 of the newly designed twin-paks of soup which the Grass Company currently is introducing to the customer. Now the dealer merely has to slit open the top of the carton and stamp the price on all 24 twin-paks in one operation; whereas before, he had to stamp the top tier of twin-paks, then remove the entire tier before he could stamp the second one. The cartons also make a more attractive floor display and can be used as a billboard type of eye-catcher.



La Rosa Premium

The most popular children's toy since Daniel Boone caps were picked up by the younger set in the early 1950's, that is what V. La Rosa & Sons, Inc., America's largest manufacturer of Italian-style foods, was expecting with a recent TV premium offer — the La Rosa Magic Whee-Lo.

This toy that has to be seen to be believed (it runs uphill as well as down, is safe, and appeals to kids of all ages) was promoted for a six week period ending April 30. The promotion was carried over a total of eleven children's television shows in six different areas. These included Albany-Schenectady, New York; Hartford, Connecticut; Pittsburgh, Pennsylvania; Providence, Rhode Island; and New York City.

To obtain the Magic Whee-Lo, a child TV viewer only had to send in 50 cents with a rose from any La Rosa product — macaroni, spaghetti, or egg noodles.

Said Vincent S. La Rosa, vice president in charge of sales and advertising when the promotion was announced, "We think we have one of the finest premium offers we have ever had. The Magic Whee-Lo is well-built and the type of toy that parents will approve of, and it has the additional advantage of having been tested."

Mr. La Rosa went on to say that the Magic Whee-Lo came out first in a special test La Rosa recently conducted among 259 students at a Long Island grammar school. Not only did it place first among four other premiums, but it was also the only one that scored equally well among girls as well as boys.

Fools admire, but men of sense approve.—Alexander Pope.

Jingle Winners

The Angelo Marzano family of Brooklyn, New York, can drive into their backyard, garage, or even their living room, any time they want to take in a movie. First-prize winners of a jingle contest sponsored by V. La Rosa & Sons, Inc. the Marzano youngsters received all the component parts of a drive-in movie, including a battery-powered imported Italian Ferrari children's sports car, a moving-picture camera and projector, screen, ten cartoon and travel films, a pop-corn kit and a year's supply of pizza pie mix.

The contest was promoted through children's television programs in 11 major market areas, and in point-of-purchase advertising displays and shelf talkers in retail outlets for La Rosa products.

In addition to the first prize, awarded to the Marzano children from over 100,000 entries, La Rosa awarded secondary prizes of space helmets and dolls, as well as still-photography kits to regional winners in the 11 market areas. These regional prizes were presented on the television shows through which the contest was promoted. In all, more than 300 children received prizes.

New Name at Hoffmann-La Roche

The Vitamin Division of Hoffmann-La Roche Inc. is now the Fine Chemicals Division, it has been announced by Roche President, L. D. Barney.

One of four Roche marketing divisions, the Vitamin Division was established in 1939 to provide pure vitamins to pharmaceutical and food manufacturers. Its slogan, "Vitamins By the Tons," became widely known throughout food and drug industries. Roche has repeatedly expanded its production of vitamins B1, B2, B6, C, E, biotin and panthenol and has also announced new commercial syntheses for vitamins A and beta carotene.

During the past several years the division added a number of fine chemical specialties so that the new and broader term, Fine Chemicals Division, was selected to more accurately describe its function.

Robert W. Smith, who has been General Manager of the Vitamin Division for the past several years, continues in the same capacity for the Fine Chemicals Division, as do other members of the administrative staff in Nutley and the field representatives.

It's easier to get ulcers from what's eating you than from what you eat.—Robert S. Kerr.

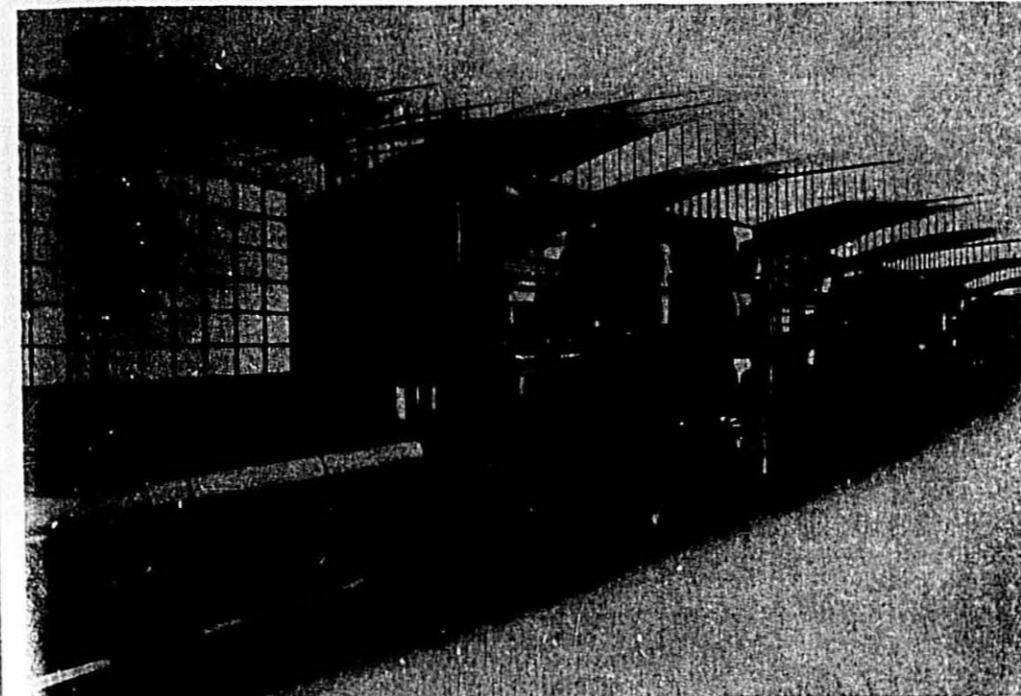


SALES REPRESENTATIVES

East zone: ROBERT MARR & SON, INC.
154 NASSAU STREET, NEW YORK 38, N.Y.
WOrth 2-7636

West zone: ASECO, INC.
P. O. BOX 862,
LOS ANGELES 28, CALIFORNIA

LONG GOODS AUTOMATIC LINE supplied to CAPELLI FOOD PRODUCTS LTD. MONTREAL CANADA



FAVAN most important long goods plants located throughout the world

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| UNITED MACARONI | JOHANNESBURG | SOUTH AFRICA |
| LA MILANESA 2nd order | MARACAIBO | VENEZUELA |
| BUCK | MENGEN | GERMANY |
| GRIEB | GIESSEN | GERMANY |
| WIEGMANN MEYER | HOYA Weser | GERMANY |
| ZITOPROMET | SENTA | YUGOSLAVIA |
| P.A.F. | MARSEILLE | FRANCE |
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- And several plants in ITALY

Completely transparent wall.
Automatic return of sticks in closed circuit.
Synchronized sticks unloader with cutting machine.
Output over 900 lbs. per hour.



Dott. Ingg. NICO & MARIO
OFFICINE SPECIALIZZATE
MACCHINE E IMPIANTI PER PASTIFICI
GALLIERA VENETA - PADOVA - ITALY

New Soups

The I. J. Grass Noodle Company of Chicago is introducing a new addition to its family of famous soups - French-Style Onion Soup Mix.

This brings to four the total of soups prepared by Mrs. Grass. The others are Mrs. Grass' Chicken-Y-Rich Noodle, Vegetable Noodle, and Beef Noodle Soups.

The French-Style Onion Soup is being advertised heavily on the Howard Miller morning show over Chicago radio station WIND, and thousands of coupons are being mailed directly to housewives throughout the Chicago-land area.

The onion soup mix has a two-fold purpose in the kitchen. In addition to making a tasty and quick soup dish, the mix can be used for a delicious chip-dip when added to sour cream. The dip will be featured in all of Mrs. Grass' onion soup advertising. The French-Style Onion Soup Mix retails for approximately 35 cents per carton which contains two handy packets of soup.

New Package

A new package, which stresses green and red coloring, a picture of the product on the table and a redesigned logo-type, has been adopted by the Spatini Company, Philadelphia, for its Spatini spaghetti sauce mix.

The package has five colors all together, with the red and green used on opposite side panel and in the brand name. The package, designed by Lord Baltimore Press, has a white front and top to create an impression of greater size and cleanliness.



NOW IS THE TIME TO GROW DURUM!

More Durum Needed

Durum wheat supplies are very low and expansion of production is urgently needed. The small 1958 and 1959 crops, which fell some 6 to 8 million bushels short of domestic needs, have complicated matters for the makers of macaroni and similar products.

"This shortage may seem strange in view of the national wheat surplus," says Victor Dirks, experiment station agronomist, "but the American wheat crop is composed of five distinct market classes, and there is a minimum domestic requirement for each: white wheat for cookies, soft winter wheats for cake hard red winter and hard red springs for breads and rolls and durum wheat for pasta products. The minimum requirement for each of these can't be transferred from the others, although a surplus in any class gets to be just wheat. Right now we're at rock bottom on durum wheat.

"Good milling durum can't be grown in every area, it requires cool summer nights to ripen slowly and develop the high carotene content of the kernels. This gives macaroni products their rich golden yellow color. The area best suited to this (and where the industry buys its supplies) is the cooler and higher regions of the eastern Dakotas and the adjacent Red River Valley of Minnesota."

South Dakota formerly had a large share of this durum market. The rust years of the early fifties nearly eliminated durum wheat in the state. Although new rust resistant varieties, such as Langdon and Ramsey, became available in 1956 and two improved varieties, Lakota and Wells, are being released in 1960, the acreage has not yet been recovered.

Prices Firm

Choice and fancy durum sold at \$2.48 for all better milling types in Minneapolis in mid-April. Receipts were insufficient to meet demand.

South Dakota Growers Expect Income Rise

Northeastern South Dakota farmers can expect to average eight dollars per acre additional income for growing durum wheat instead of bread wheat in 1960, according to Ralph Nelson, assistant economist, and Victor Dirks, associate agronomist at South Dakota State College.

"This advantage is based on price, yields and test weight and assumes farmers would use the best durum and spring wheat varieties now available," they said.

15 Cent Premium

Durum wheat has been getting a 15 cent premium due to high demand and short supply. Additional premiums for fancy milling grade average out at 3 cents a bu., making durum wheat 18 cents above equivalent Dark Northern Spring wheat prices.

When comparing the low test weight of the varieties Selkirk and Conley generally grown in northeastern South Dakota with the typically heavier durum wheats another 6 cents a bu. advantage for the durum wheat producer is noted, they said.

"When differences in test weight and current market prices are considered there is a 24 cents a bu. differential for the same grade; \$2.18 for durum and \$1.94 a bu. for hard red spring wheat, based on Minneapolis prices," they said.

Yield results from the Northeast Research Farm north of Watertown show that the recommended durum wheat varieties have outyielded the best available bread wheat varieties by 10 to 30%.

The grower expecting a yield of Selkirk of 15 bu. an acre can expect to gross \$29.10 an acre, at the \$1.94 a bu. price. The equivalent yield of durum wheat, 17 bu., would gross \$37.06 an acre.

Durum Planting Intentions

A shortage of durum wheat for macaroni manufacture looms just ahead, predicts Henry O. Putnam, executive secretary of the Northwest Crop Improvement Association.

Referring to the U. S. Department of Agriculture's estimate of farmer planting intentions for 1960, Putnam recalled the Crop Reporting Board's March 11 figures show that a total of 1,726,000 acres will be planted to durum. This will be an increase of about 350,000 over the 1959 durum acreage.

"While this increase is encouraging," Putnam said, "it will leave the macaroni industry still short of the amount of durum it needs to meet twin demands of increasing consumption and a growing population. The industry is hoping for 2,000,000 acres planted to durum this year."

Shortage Indicated

"We have in the March 18 estimate a clear-cut indication that we will be short of durum in 1960," Putnam said.

"Fortunately, however, the government figure is merely an estimate of intentions to plant. Farmers in the Northwest area still have time to change their minds and plant sufficient durum for industry's needs. Unless they do, we will be facing a situation similar to that which existed following the rust epidemics of the early 1950's when the macaroni industry was forced to turn to substitutes. The result was an inferior product and loss of market."

Putnam said that since North Dakota, western Minnesota, South Dakota and Montana produce nearly 100 percent of the durum grown in the United States, Northwest farmers should consider keeping this valuable market by planting more durum in 1960.

The indicated acreage for Spring Wheat is 11,091,000 compared to 12,132,000 in 1959. The acreages actually planted in 1960 may turn out to be larger or smaller than indicated, by reason of weather conditions, price changes, labor supply, financial conditions, the agricultural program and the effect of the report itself upon farmers' intentions.

In Canada, growers in the prairie provinces as of March 1 intended to plant 916,900 acres of durum this year, 90% as much as was shown in 1959.

Mill Grind Up

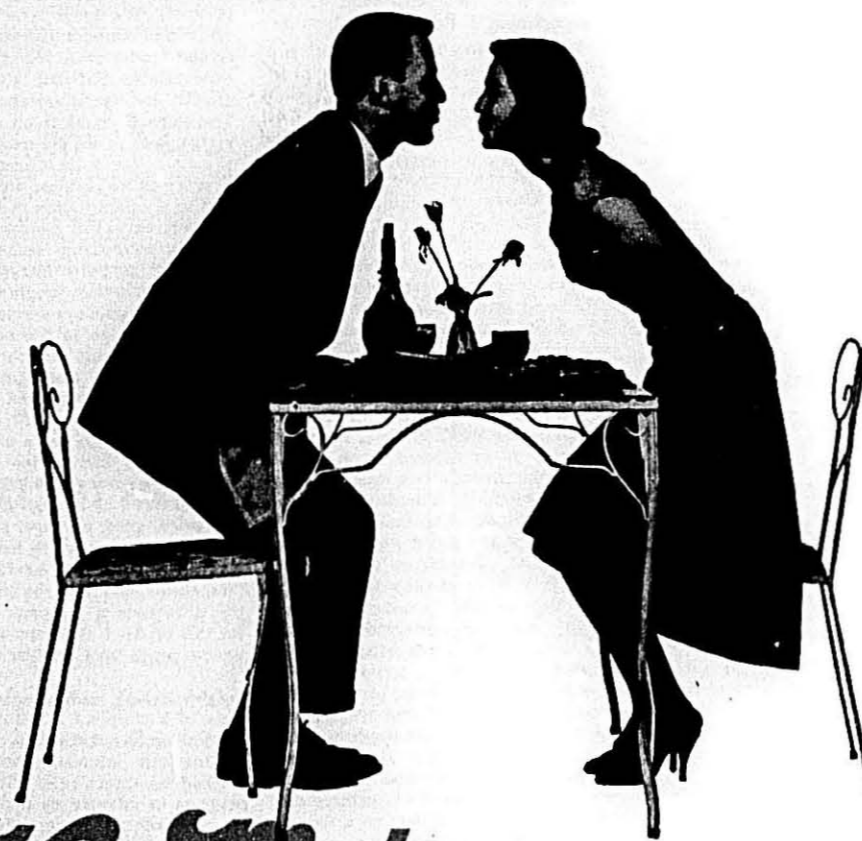
Northwestern Miller reports durum mill production for crop year July 1, 1959 to April 10, 1960 at 7,549,638 hundredweights compared to 7,473,373 last year.

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

Make Advertising Pay

Continued from Page 12

It will result in more tie-ins, more display, and better use of your point-of-sale materials.

5. Do Enough Advertising.

General Foods spent last year, ninety-six million dollars for advertising. At their stock holders meeting this spring, Charles D. Mortimer, Chairman of the Board, told the stock holders about this enormous expenditure and how it helped General Foods to keep their place in the market on old products and get acceptance on new products. He said "The surest way to overspend on advertising is not to spend enough to do the job properly."

It is better to do a good job in a limited number of markets than to spread too thin, by advertising too little, in a lot of markets.

Measuring Results

In the summary on your program, measuring results against costs is given prominent mention, and the statement is made that the obstacles to measurement are fallacies. That in itself is a big statement, but to a very great extent it is true. Simple measurements can be devised to help you evaluate the results of your advertising. These are:

1. Newspapers in many markets make "Brand Preference" surveys. In other markets, the newspapers will make trade checks and even limited consumer checks for an advertiser.
 2. Some sectional magazines frequently survey the "Brand Preferences" of their readers. This is generally done on a yearly basis and you can check your progress there.
 3. Your own records are sometimes a good measuring tool. It takes some work to dig out the data by markets and compare it with previous years results, or the results in other markets, but the answers are often right in the books.
 4. There are research companies who will, for a fee, determine your sales trends and evaluate the results of your advertising and marketing efforts. Among these are:
The Burgoyne Grocery and Drug Index of Chicago;
Selling Research Inc., of New York;
A. C. Nielsen Company of Chicago.
- We had quite a discussion at our table on making your advertising dollar pay. We came to the conclusion that the way to do it was to work hard at it.

Supermarket Shopper

Continued from Page 6

items such as pretzels, potato chips, cookies, popcorn and nuts rated just under candy in total decisions made at the store. Frozen foods and baked foods followed high on the list, with average total store decisions of 82.7% and 78% respectively.

The staple foods such as coffee, tea, flour, shortening, canned and fresh milk, eggs, as well as cigarettes and soap flakes and detergents in the non-foods, were the purchases shown most often decided before reaching the store.

What conclusions are to be drawn from this study? How can food manufacturers influence the shopper's store decisions? The increased competition for the shopper's food store dollar points to the need for more aggressive selling, better in-store promotions and improved packaging.

Advertising's Role

The following statement was prepared by James S. Fish, vice president in charge of advertising, General Mills, Inc., for the recent Cost Conference:

Advertising is a marketing tool and as such plays a different role in almost every business, depending on the nature of the product and its market, and most particularly on the nature of the distributive system by which the product gets from manufacturer to ultimate consumer. Advertising's basic role is to persuade the ultimate purchaser to try and continue to use a product or service. While it is often one of the largest items of expense in the total budget of companies, particularly of those in the consumer goods field, it nevertheless must be considered as an overall cost of the product — a necessary cost required to market a product profitably for the company who manufactures it.

As one of the top dozen advertisers in terms of total dollars spent in the U. S., it is fairly obvious that General Mills does believe in advertising. But despite the huge aggregate total dollars being spent for advertising for the company, this total is arrived at only as the sum of a number of individual product budgets, each one prepared on the basis of the product needs, and the role advertising plays in marketing products in that particular industry. It is a far different problem gaining distribution in supermarkets on a national basis and in sustaining product movement in a field of over 5,000 items, than in assisting a sales organization in persuading a limited prospect to look to us as a prime supplier of nuclear handling equipment, or of chemical products, or of durum flour. In each case, the advertising role is care-

fully fitted into that of the total distribution system so that this mass communications tool can provide the maximum of support in the ultimate marketing effort.

General Mills has three simple principles in its advertising which guide us in the development of our continuing programs:

- (1) Our advertising shall be truthful, informative and educational.
- (2) Our advertising shall render the maximum of helpful service.
- (3) Our advertising shall insofar as possible seek to expand markets rather than merely take business from competitors.

Through following these principles, through continuing research on ways in which to improve media selection, ever better creative effort, ever better packaging, we continually seek ways to gain some small competitive edge in this battle for the consumer vote for our products. The noise level in the overall field of communications grows louder and louder each year as advertising expenditures out-strip population growth and communications channels. Therefore it requires all who use advertising to make the most skillful use of each of the tools of mass persuasion in order to make these dollars do their part in producing sales at a profit.

Again, except in the case of mail order ads, advertising seldom works by itself. But properly integrated into an overall marketing program and harnessed to a product or service that offers an honest value to the customer, advertising is a most necessary ingredient and one which, when properly used, can carry a large part of the load of building a successful business — particularly one which has a degree of immunity from mere price competition. The consumer franchise is built through a combination of good product, fair price, good package, good service, and a good image which has often been built largely through advertising. This "franchise" can best be measured by the difference a customer would pay for this product as compared to an unknown product of similar characteristics.

Advertising multiplies the selling voice of a company, directing this message at known prospects, as well as seeking out interested prospects not reached by direct sales effort. Despite progress in advertising and marketing research of all types, advertising is still an art, rather than a science, and as such continues to challenge its users to better ways to use the tools of illustration and message and media toward building an economy that can match the scientific and population growth which marks the mid-20th century.

Food Advertising

Continued from Page 14

"There is no basic promotional plan in evidence; no careful, advance thinking has been done. And without hard, long-range thinking, advertising is ineffective, wasteful, extravagant, dull and non-productive."

Item-and-price-only advertising can be used if each item is linked to an obviously low, low price, Gore said, otherwise the store must capitalize on its other features. He warned retailers not to let a committee produce their advertising, but rather hire the best professional advertising personnel available.

"You automatically gain a proper store image if your advertising is planned and executed properly," he said. "The good advertising man or woman will explore and make note of the strengths and weaknesses of your operation. Good management gets enough good promotional personnel. Good promotional personnel help spectacularly to get good profits."

Gambino

Mr. and Mrs. Raymond Guerrisi of Lebanon, Pennsylvania, have announced the birth of their son Michael David, born March 24. Mr. Guerrisi is president of San Giorgio Macaroni, Inc.

Convention Program Plans

Continued from Page 26

tennis, and five specialty restaurants bringing patrons traditional dishes from all over the world. Room reservations forms have been sent out from the Association office and should be sent directly to the hotel promptly for the best accommodations.

Conventions are good for the associations sponsoring them, for the members attending, and for the industry as a whole. Meeting together for several days gives you the opportunity to find new answers to old business problems. Plan to attend.

Anniversary Additions

The John B. Canepa Company, manufacturers of Red Cross macaroni products, announces the introduction of eleven new items. The firm, a Chicago industry since its formation in 1880, is now producing six new Italian specialty items as well as five new canned sauces. The sauces are to be marketed under the family name of Canepa.

World Travelers

Mr. and Mrs. Bill Ewe of Minneapolis are on a trip around the world. Mr. Ewe is retired from the Durum Division of the King Midas Flour Mills.

Chicago representative George Faber and Mrs. Faber are enjoying a three-week European trip to Switzerland and Austria.

Ruth Bailey Dies

Mrs. Harry I. Bailey, wife of the retired durum manager at General Mills, passed away after a long illness April 10 in Coral Gables, Florida. Burial was in Indianapolis, former home of the Baileys.

Plant To Be Closed

The macaroni division of the Quaker Oats Company plant, in Tecumseh, Michigan for forty-three years, will be closed by June 30 due to marketing problems, Donald R. Nixon, manager, announced.

The 23 employees will receive severance pay. Each employee will get one week of salary for each year of service up to 20 years. Those with more than 20 years will get two weeks pay for each year over 20.

Mr. Nixon said the plant, which manufactured macaroni, spaghetti and noodles, will close due to marketing problems which have made distribution economically unsound.

58th Annual Meeting - June 21-22-23

*For ideas,
information,*

plan to attend
the 56th Annual Meeting
Edgewater Beach Hotel, Chicago
June 21 - 22 - 23

**MACARONI
MANUFACTURERS ASSOCIATION**

FOR DETAILS WRITE BOX 336, PALATINE, ILLINOIS

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.

More On Defatted Wheat Germ

Dear Mr. Editor:

In my talk on defatted wheat germ as a desirable ingredient of enriched spaghetti, published in the April, 1960 issue of *The Macaroni Journal*, I tried to develop the information as I, a business man, would like to have it presented to me. But I did venture to present a table to show the results of some rat-feeding experiments made for us in one of the well known independent laboratories, and directed attention to the marked improvement in protein efficiency brought about by the inclusion of wheat germ, or of wheat germ plus dried yeast, in the production of enriched spaghetti. There are various methods of determining the efficiency or so-called quality, of food proteins in the laboratory. A correspondent mentions one method which uses as a measure what is called the "protein efficiency ratio", which should not be confused with the "protein efficiency" obtained by other, and equally reliable, methods. There is as yet no official method of measuring protein quality in this country, and it is confusing, to say the least, to attempt to make comparisons of figures obtained by different methods, though comparisons may very properly be made of figures obtained by any suitable method by one laboratory.

Some years ago the products of the macaroni industry might have been criticized by nutritionists because they

Protein Source	Gain in weight	Food consumed	Protein efficiency
1. Casein of milk	73.3	310.3	2.63
2. Vitinc Defatted Wheat Germ	94.4	354.6	2.96

were comparatively low in some of the vitamins, in certain minerals, and in protein. Enrichment of the greater part of the industry's production has served to put the products in a stronger position, but criticism of the low-protein content remains. There are three schools of thought about what should be done in meeting this situation. One says to do nothing, except perhaps to call attention in advertising and publicity to the desirability of serving macaroni products with cheese, meat, fish, etc., in order to compensate for the poverty of protein in the macaroni products. Another says to have the federal government standards revised in order to incorporate into macaroni products various supplements that are rich in protein, or amino acids which will improve protein quality. The third school says, in effect, let's see what we can do with what is available to us, right now. My talk "About Defatted Wheat Germ" was intended to show what a manufacturer who is interested in improving the nutritive quality of en-

riched macaroni products can already do under the existing federal standards.

There can be no doubt that macaroni products supply a greater quantity of protein when they are made from semolina than when they are made from flour that is lower in protein. It is also true that both defatted wheat germ and dried yeast are permissible ingredients of enriched macaroni and spaghetti. These ingredients supply not only important vitamins and minerals but they also supply appreciable quantities of high quality protein. In addition to a quantitative improvement of the products containing them, these ingredients produce a qualitative improvement, which means that more muscle tissue can be built from an equal amount of protein. At the risk of becoming technical, I should like to present some figures from tests made for us by the Laboratories of Vitamin Technology, which show that the protein of defatted wheat germ (Vitinc brand) has a nutritive value equal to that of the casein of milk.

Groups of white rats were fed otherwise adequate diets, in which the protein content was kept at the low level of 9 per cent, and either defatted wheat germ or casein served as the sole source of protein. Over a period of four weeks the growth and food consumption of the animals were measured. The results in averages, and the computed protein efficiency values, were as follows:

Here "protein efficiency" means the grams of protein required to produce a gain in weight of one gram, under the conditions of the test. The results show clearly that wheat germ is an excellent food source of protein, and these results are in harmony with other reports in the literature.

The results of other tests performed for us by three outside laboratories have verified our assertion that the addition of defatted wheat germ, to the extent already permitted by the federal standards, markedly improves the quantitative and qualitative values of the proteins of enriched macaroni and spaghetti. The results are equally conclusive whether the macaroni products are made with semolina or with flour. Because of its nominal cost, defatted wheat germ might well be considered as a desirable ingredient of all enriched macaroni and spaghetti. The supply of defatted wheat germ, which practical operating experience has shown to be well adapted for this purpose, would be fully adequate.

Enriched macaroni and enriched spaghetti are excellent foods. The inclusion of defatted wheat germ, or of defatted wheat germ plus dried yeast, in their formulation, results in nutritionally better products. The production of such nutritionally preferred products can be undertaken without requesting any changes in the effective federal standards for these products. Yours very truly,

Louis E. Kovacs, President
Vitamins, Inc.
Chicago 21, Illinois

Liquid Egg Production

Production of liquid egg and liquid egg products (ingredients added) during February totaled 61,020,000 pounds—up 8 percent from February 1959 and the largest production for the month since February 1950. The quantities produced for immediate consumption and drying were smaller than a year earlier but the quantity produced for freezing was larger.

Liquid egg used for immediate consumption totaled 3,988,000 pounds, compared with 5,035,000 pounds in February 1959.

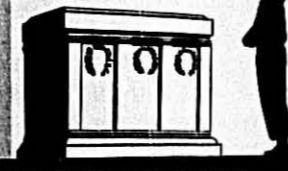
Liquid egg frozen during February totaled 37,100,000 pounds, the largest quantity frozen during the month since February 1953—22 percent more than during February 1959 and 37 percent more than the average. Frozen egg stocks increased 3 million pounds during February, compared with a decrease of 1 million pounds in February 1959 and the average decrease of 4 million pounds.

Egg solids production during February totaled 5,365,000 pounds, compared with 5,143,000 pounds in February 1959. Production in February consisted of 4,123,000 pounds of whole egg solids, 563,000 pounds of albumen solids and 679,000 pounds of yolk solids. Production in February 1959 consisted of 2,755,000 pounds of whole egg solids, 1,210,000 pounds of albumen solids, and 1,178,000 pounds of yolk solids. Most of the whole egg solids produced during February, both this year and last year, was under Government contract.

New Frozen Pack

Individual servings of two new frozen, ready cooked products are offered by Holloway House of Chicago. Macaroni and beef in sauce and potatoes au gratin are both packed in pans with a black base to reduce heating time by 5 to 7 minutes. Also in single serving packages for the first time is macaroni and cheese.

FAMOUS SYMBOLS



TOMB OF THE UNKNOWN SOLDIER

In 1921 an unknown American soldier killed in World War I was buried in Arlington National Cemetery in Virginia, just across the Potomac River from Washington.

The monument is a rectangular block of marble bearing the inscription "Here rests in honored glory an American soldier known but to God."

A great memorial amphitheatre stands near the Tomb of the Unknown Soldier, and every Memorial Day thousands gather there to honor the dead. In 1958, on Memorial Day, an unknown soldier from World War II and another from the Korean War were laid to rest with their compatriot in Arlington National Cemetery.

NO. 6 IN A SERIES OF FAMOUS SYMBOLS I

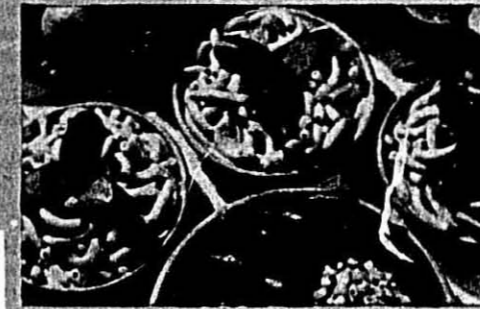
NORTH DAKOTA PRODUCES 85% OF ALL DURUM WHEAT RAISED IN THE U.S.A.



North Dakota Durum Wheat has become a famous symbol of quality durum wheat for macaroni products.

Right in the heart of this tremendous durum wheat country, stands the North Dakota Mill and Elevator, towering over the prairie, and precision-milling the wheat of the plains.

Macaroni products made of 100% Durum Wheat from the North Dakota Mill and Elevator will give you uniform, superior products.



Grown and milled in the heart of the world's greatest durum area

NORTH DAKOTA MILL AND ELEVATOR

Flour Milling Division

Grand Forks, North Dakota

WAY BACK WHEN

40 Years Ago

- Meet us at Niagara Falls for the 17th annual convention to combine business with pleasure; meet your competitors, all honorable men; enjoy an instructive and entertaining program; attend every session — boost the macaroni industry.
- Italy used nearly 7,000,000 quintals of hard wheat to manufacture macaroni in 1919.
- French production was estimated at a million kilos per day, and they were short of macaroni wheat.
- Wheat Director Julius Barnes came out strongly against the guarantee of wheat prices after the expiration on July 1, 1920. He said: "It is time to remove all artificial props or restrictions from business of every kind."
- Macaroni prices were depressed by dumping of the Navy's surplus accumulated for war purposes.
- Commercial Macaroni Company of Boston went out of operation.
- Cost accounting is valuable and fundamental, says J. Lee Nicholson, president of the National Cost Accountants Association. He added, "Inaccuracy promotes failures."

30 Years Ago

- "Practical and profitable merchandising" was announced as the theme of the 27th Annual Meeting again to be held at Niagara Falls, Canada.
- Turnover: Of sixty active members listed ten years ago, twenty-three are now defunct and seven are no longer members. Of sixteen Associates, six had gone out of business and four resigned.
- Trustees for the macaroni advertising campaign were setting up machinery to "teach the millions to eat more macaroni, spaghetti and egg noodles." First board meeting was held in April of 1930.
- Seventy-five cents a case was offered by an Oklahoma wholesaler for two dozen 7-ounce packages. This brought a rise out of M. J. Donna, who wrote: "You have been in the jobbing business long enough to know that good macaroni products cannot be manufactured at that price. No wonder you are not satisfied with the quality you have been buying."
- There was concern about a reduction of spring wheat acreage amounting to 4% in 1930.
- A new macaroni factory started operation in Chicago under the name of the Roma Macaroni Manufacturing Company. Owners: Rosario Presto and James Graziano.

20 Years Ago

- Needed - slack filled package understanding. What the industry needs says a Journal editorial, is stability in packaging regulations. Manufacturers must know what constitutes a legal package for all of the various sizes and shapes of macaroni products.
- The Federal Trade Commission clamped down on exaggerated claims that long macaroni was better than short cut. The Governmental agency said length is no quality guide.
- There was agitation for hearings by the Government bodies at the convention city during the annual conference of the macaroni industry as a matter of convenience and of obtaining general opinion of the trade as expressed by eighty manufacturers who attend these meetings.
- The date set for formal hearings on the proposed definitions of standards of identity for semolina, farina and durum flour on May 13, 1940 was canceled.
- Art in Macaroni Products was an article by Edna Teall in the Newark, New Jersey News. She observed that sea shells, bow ties, and other fancy shapes are both artistic and delicious. Macaroni wheels which are again staging a renaissance were among the items noted by the author.

10 Years Ago

- Below cost selling hurts the individual and the industry, said President C. C. Brechure, of the National Association of Retail Grocers. The editor noted: "He could have had in mind the profit-robbing practice prevalent in some macaroni quarters."
- A regional meeting was held in Chicago ten years ago to hear a report from Ted Sills on the activities of the National Macaroni Institute and round-table discussion on employees relations and trade practices.
- The 2nd Plant Operations Forum conducted by the Hoskins Company at Northwestern University was called a success.
- Tide magazine carried a case study on V. La Rosa & Sons describing how advertising ingenuity makes a modest budget go a long way. The report told of emphasis on foreign language radio and a special network feature with big Hollywood stars at a low cost.
- Joseph Santi of Venice, Italy described a revolution in food processing. It concerned the invention of the continuous automatic press and controlled drying, greatly increasing the output of Italy's 1800 factories.

CLASSIFIED

ADVERTISING RATES

Display Advertising.....Rates on Application
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WANTED — Subscribers to the Macaroni Journal, your sales representatives, brokers, department heads, key customers, and others who want to know what's going on in the macaroni field. Annual subscription rate: \$4 domestic, \$5 foreign. Reduced rates for groups over 10. Contact the Macaroni Journal, Box 336, Polk line, Illinois.

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Oversight

By an oversight, two associate members of the National Macaroni Manufacturers Association were omitted from the Buyers Guide in the April issue.

Merck & Company, at Rahway, New Jersey, are suppliers of vitamin ingredients distributed directly to millers for inclusion in semolina and flour mixes.

U. S. Printing & Lithograph Div., Diamond National Corporation, 571 Madison Avenue, New York 22, New York, are suppliers of lithographic packaging materials.

Macaroni Man Dies

John R. Rezzolla, Sr., 78, died Feb. 31 at Sarasota, Florida where he had been spending the winter.

A former resident of DuBols, Pennsylvania, he was president of the Franking-DuBols Corporation and for many years had owned and operated the Indiana Macaroni Company in Indiana, Pennsylvania.

He is survived by his wife Jennie, two sons, four daughters and their families.

INSIDE SCIENCE

The Vital Story of MACARONI* ENRICHMENT

by Science Writer

This is the fourth article in a series devoted to the story of cereal enrichment.



word of the great benefits which result from enrichment.

For years, some forward-looking manufacturers of macaroni and noodle products have used enrichment to make their good foods better. They know that enrichment restores important vitamin and mineral values which are unavoidably lost in milling, and they recognize their responsibility to provide the greatest health-building benefits for the public.

Enrichment is really a simple process. It adds the following essential elements to the food during manufacture.

Thiamine—also called vitamin B₁. This vitamin helps to build physical and mental health. It is essential for normal appetite, intestinal activity and sound nerves.

Riboflavin—also called vitamin B₂. This vitamin helps to keep body tissues healthy and to maintain proper function of the eyes. It is essential for growth.

Niacin—another "B" vitamin, is needed for healthy body tissues. Its use in the American diet has done much to make a serious disease called pellagra disappear.

Iron—is a mineral used in all enrichment. It is essential for making good, red blood and preventing nutritional anemia.

Products made from semolina may be enriched by two methods. One uses small square wafers which contain all the vitamins and iron necessary to enrich 100 lbs. The wafers break up in a small amount of water which is then added to the paste. For manufacturers who use the continuous press method, a powdered concentrate of the vitamins and iron, called the enrichment premix, is available. This premix is added by a mechanical feeding device.



*Macaroni is used here in the generic sense. It includes all alimentary pastes: macaroni, spaghetti, pasta, noodles.

These are the minimum and maximum levels, in milligrams per pound, required by the Federal Definitions and Standards of Identity for enriched alimentary pastes.

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

NOTE: These levels allow for 30% to 50% losses in kitchen procedures.

Nowadays scientists are able to "build" duplicates of many of Nature's essential complexes in the laboratory. This has happened with many vitamins. First the chemical composition is learned and the pure substance is isolated. Then a "duplicate" is made which is identical chemically and biologically with Nature's product. A vitamin is a vitamin regardless of its source just as salt is salt whether it comes from a mine or is evaporated from the sea. 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, who produce a good percent of the vitamins used in enrichment, use amazingly complex processes with scientific production controls. This requires modern, special equipment filling whole buildings, each one a city block square and many stories high.

The combination of scientific research, thorough know-how and mammoth manufacturing processes—plus the far-sightedness of leaders in the macaroni industry—is helping vitally to make good macaroni products better.

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International!

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International mean greater
uniformity, better flavor and
nutrition—for *all* your
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