

**THE  
MACARONI  
JOURNAL**

**Volume 42  
Number 9**

**January, 1961**

**Disclaimer: Pages 1 & 2 are missing.**



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Amber's Venezia No. 1 Semolina and  
Imperia Durum Granular are  
amber color . . . uniform amber color  
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HEADQUARTERS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 1, MINNESOTA  
FEBRUARY, 1961

# The MACARONI JOURNAL

January, 1961

Volume 42, No. 9

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## Cover Photo

Association Secretary Bob Green appears pleased with the record macaroni products have registered in the past twelve years in per capita consumption gains compared with other carbohydrate foods. Lead-off story "A Stable Year" begins on page 6.

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Entered as second-class matter at Appleton, Wisconsin.

THE MACARONI JOURNAL

**YOU DON'T NEED DARK GLASSES**

st darker, natural-color **HENNINGSEN** egg yolk solids

Here is natural, dark color spring yolk spray dried and processed especially for your industry.

Offering considerable savings in time, labor and storage, HENNINGSEN egg solids are completely dependable for uniformity of color and solids.

Insist on HENNINGSEN, world leaders in the manufacture of egg solids. Ask for full information today.

**HENNINGSEN INC.**

MANUFACTURERS OF QUALITY EGG PRODUCTS SINCE 1919

NEW YORK 17, NEW YORK

## A STABLE YEAR

JUST twelve months ago a group of macaroni makers and suppliers at an Eastern regional meeting looked into the crystal ball to predict the outlook for the macaroni business. Some saw a leveling off of per capita consumption because of increased competition from other foods. Others saw consumption holding steady, while the optimists saw a gain because of better industry and brand promotion.

There were elements of truth in each viewpoint. The past year has been one of intense competition not only from within the industry but from without. "Recession . . .," "profit squeeze . . .," "softening of the economy . . .," no matter what it is called, economists and sales forecasters were generally agreed that the general business economy is in a downturn—some call it a plateau. This is not considered pessimism but merely a recognition of the fact that business cycles do exist.

At a sales forecasting forum held by the American Management Association, most marketing men anticipated that 1961's third quarter would bring an upswing, possibly even the start of the "soaring sixties" predicted by many in 1959.

Macaroni sales were nip and tuck throughout the year and will probably finish between one and two per cent over last year's record production. This stability in consumption comes in the face of increased competition from every other type of food and particularly with the renaissance of potatoes which are finding consumer favor in new convenience forms.

### Cost Squeeze

Cost considerations take on increased importance in a period of intense competition. Gordon C. Gustafson, partner in the firm of Beth M. Thompson and Company, certified public accountants of Miami, Florida, told convention delegates last January that business is essentially dealing with people. The challenge to management is to train people to be efficient and productive and to keep them happy. He stressed the need for good records as guidelines for management control. He observed that co-operation pays, and complimented the industry on its product promotional program.

Research was emphasized throughout the year. In February at the North Dakota State Durum Show Dr. Arlon Hazen of the North Dakota Agricultural College stressed the importance of research and plant breeding. He pointed out that nineteen of thirty-one



Macaroni consumption is holding up

varieties of North Dakota grain currently grown were developed in the state. He also observed "there is never enough money for research," and set the cost currently at three and one-half cents per acre per year.

### Flour & Eggs

Durum had a good year. Some 36,155,000 bushels were produced on a planted acreage of 1,756,000 acres. Yields were up an average of four bushels per acre over 1959 and quality and color was well above average.

Hot weather in July and August as well as rains at harvest time threw fear into the industry, but things worked out well. After trading in a narrow range all year, the new crop in August started market gyrations. Receipts were heavier than the market could absorb, and a strike of grain handlers threw things into a tailspin. This dropped the price and much of the macaroni manufacturing industry booked well into the future. The Durum Growers Association had the Minneapolis grain buyers on the carpet in the fall and looked about for Government assistance in getting subsidies for export.

Eggs went crazy, as the feast or famine cycle found supplies short. In the spring and then again in mid-summer the Government supported prices by acquiring nearly 300,000,000 dozen of dried eggs. By the end of November current receipts of shell eggs in the Chicago market were almost 20 cents higher than the 25 to 26 cents range the year before. Frozen egg whites continued to be a drag on the market, and yolks had to bear the brunt of increased costs. Frozen yolks of 45 per cent solids were 10 to 12 cents a pound higher than the previous year, and by

the end of November sales were insufficient to establish price quotations in the Wall Street Journal. Dried yolk solids were selling at \$1.52 to \$1.58, almost half again as much as the corresponding period a year ago.

Wages, taxes and freight rates continue to rise. Small shipments were a special target of the carriers, and an increased railroad charge of \$10.00 a day on bulk flour cars was proposed to be suspended for seven months until the Interstate Commerce Commission could determine the end results.

When the Tariff Commission reviewed duties in August, there was ample evidence to show that rates on imports should be increased rather than lowered.

### Future Planning

How does a company prepare for the future? At the Plant Operations Forum, William G. Hoskins said: "A company must have sufficient capital—money in the bank; it must know where it stands in relation to competitors; it must know where the industry stands in relation to competing industries; it must recognize trends; it must develop new products and techniques; it must create and maintain a favorable image with suppliers, dealers and consumers."

In the area of new products, H. J. Heinz Company expanded its canned macaroni line. The Campbell Soup Company, Swanson Division, came out with a new frozen macaroni and cheese dinner. La Rosa promoted its sauces, frozen Italian foods, came out with Space Wheels and Mac From Mars. Golden Grain added Noodle-Roni to its Rice-A-Roni which was getting promotion and placement in urban centers around the country. San Giorgio featured Whole Egg Noodles.

After an extensive remodeling program and expansion of new facilities, San Giorgio of Lebanon, Pennsylvania, had a catastrophic fire on October 25.

In western New York, Pirella of Rochester merged with Giola of Buffalo.

The Quaker Oats Company closed up their macaroni manufacturing facilities at Tecumseh, Michigan.

### Institute Salute

The National Macaroni Institute had a highly successful year at publicizing regional dishes in a series of sectional salutes. All of the fifty states in the Union were recognized along with (Continued on page 26)

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T S M

No. 1

## A LEGEND OF OLYMPUS

The true origin of macaroni is veiled in the mists of legend. One who delves into myth and fable finds many a reference to this ancient food . . . a variety of tales, yet with "facts" and characters sometimes remarkably interchanged.

Who, then, is to know the truth? It is perhaps because of the universal favor this epicurean dish has won that many peoples have claimed credit for its discovery.

The ancient Greeks, for one, had a word for it. In their language "macaroni" meant "The Divine Food". It was, they said, a gift from the gods of Olympus . . . given so that mankind might better enjoy the grains of the field.

Nectar and ambrosia . . . and macaroni. Yes, today macaroni still truly may be called "The Divine Food".

It's no myth that King Midas Semolina is consistently high in quality

**King Midas** DURUM PRODUCTS  
MINNEAPOLIS MINNESOTA





Richard Chapit (left), Carnation Sales Supervisor; Sam Rizzo (center), R. and R. Certified Store Manager, and Robert Green (right), National Macaroni Institute, review four-way related item promotion in Tuna-Olive-Macaroni Loaf campaign.

## National Advertising Opportunities

**Tuna-Olive-Macaroni Loaf** the Lenten promotion of the Carnation Company in cooperation with the Spanish Green Olive Council and the National Macaroni Institute.

The Carnation Company will advertise in Life Magazine in February, Family Circle, Woman's Day, True Story for March; and in True Confessions for April. On CBS network television they sponsor Art Linkletter's House Party and the Pete and Gladys Show. Radio coverage on "Carnation Milk Time" is over the Keystone network.

Spectacular display units (full-color posters 42 by 35 pictured to the left and recipe pads are available for use with the retail grocery trade.

**Dollar-Dinner Recipes** will be run by the American Dairy Association in a 16-page booklet with 25 new ideas for serving a family of four for a dollar or less in the February issue of Better Homes and Gardens.

Four of the recipes call for macaroni products: Buttermilk Stroganoff with Noodles; Fettucini Americano with Noodles or Spaghetti; Cottage Baked Spaghetti with canned spaghetti; and Frank-a-roni Dinner combining elbow macaroni with cottage cheese and frankfurters.

Shelf-talkers and posters are available. The one for Frank-a-roni Dinner is pictured at the upper right corner in the supermarket scene below.



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The two-pronged promotion to help increase sales of Italian specialty foods was launched by the Armstrong Company January 4 with a special commercial featuring "Italian Food Festival" on the opening of Armstrong's Theatre over the CBS television network.

The commercial will remind an estimated 20 million viewers of the 10:00 P.M. hour-long show of the many delicious Italian food specialties available in the supermarkets. It will point out how easy it is now to prepare tempting Italian dishes thanks to ready-made products that need only to be heated to serve.

Second part of the promotion will be a brochure telling the volume-profit story of Italian specialty foods. The brochure will be made available to food brokers to present to their customers.

In addition to telling grocers how profitable Italian specialty foods are, it will show how special displays of allied Italian foods can help them to capitalize on consumer acceptance.

The array of foods referred to by the announcer include macaroni, spaghetti, sauces ranging from clam to marinara, olive and antipasto, sausages, cheeses, bread and bread-sticks.

The steps in making lasagna are demonstrated and the ease and delight of serving these delectable dishes are emphasized in the television message.

Hunt Foods and Industries' Wesson and Hunt Divisions have scheduled a unique double-barreled advertising campaign to start the New Year in a pioneering fashion for the grocery and supermarket trade.

The special Hunt campaign, totalling nearly 1,000,000, features 17 different four-color ads in the January issues of both the Ladies' Home Journal and McCalls.

Hunt Foods, one of the nation's giants in the food field, indicated that this unprecedented schedule of 34 full-color

The promotion of Italian foods is demonstrated in the opening commercial illustrating ease and simplicity.



An attractive buffet setting shows the spread of spaghetti, lasagna, salad, Italian breads and bread-sticks, and wine.



Italian specialties are fun foods making eating an adventure and entertaining a delight.



ads for six of the company's products reflected the corporation's faith in an expanding economy.

This unusual, dramatic advertising spectacular in two of America's leading women's magazines will be seen by an estimated 22,000,000 women readers — representing approximately 68,000,000 consumers or two out of every five in the United States.

The ads will feature Wesson, Hunt's Tomato Catsup, Hunt's Tomato Sauce, Hunt's Tomato Paste, Hunt's Peaches and Smider's Tomato Catsup.

Executives of the Ladies' Home Journal and McCalls in a joint statement said that this campaign represents the largest investment in space in a single issue by one food advertiser in the history of either magazine.

They also pointed out that the impact and penetration of these ads are even more significant than the total audience coverage since the ads, running in high-readership January issues, will reach readers with greater force and with more compelling attention than at other times.

This new campaign spearheads Hunt



Mamma Mia displays Italian Meat Balls with Noodles and Hunt's Tomato Paste in the January issue of McCalls magazine.

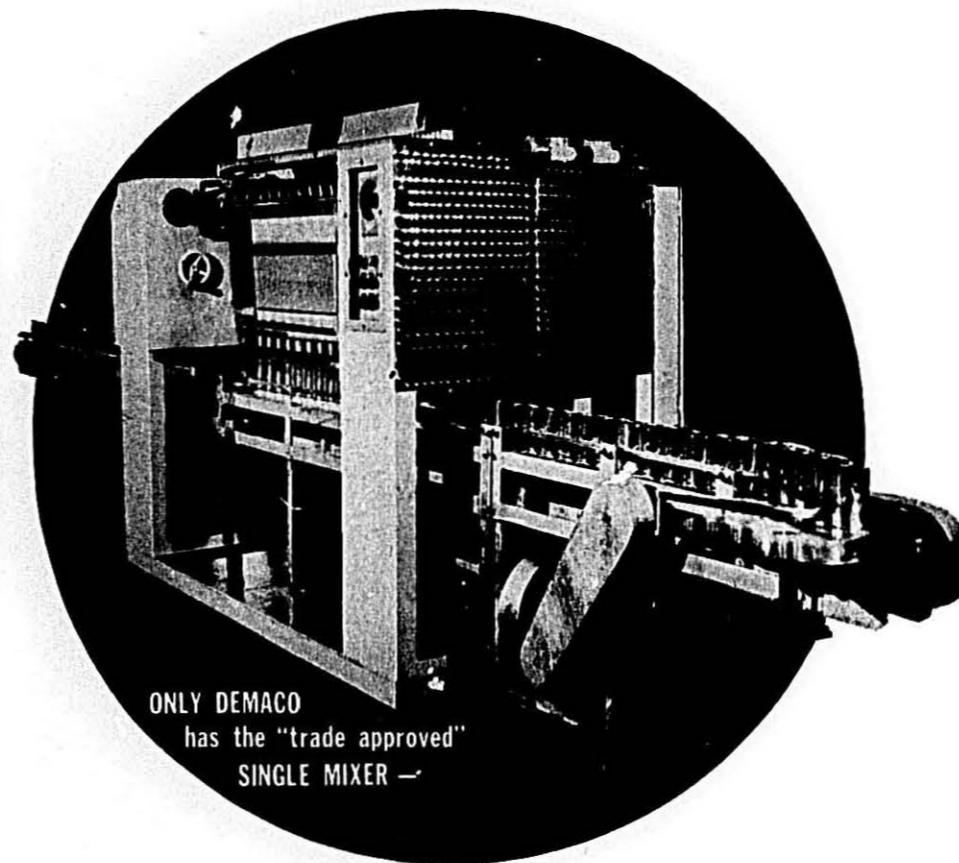
and Wesson print and television advertising and merchandising plans for 1961. The plans also include complete merchandising and sales promotion programs.



**PRODUCTION  
ASSURED**  
with the **NEW DEMACO  
DIRECT CANNING  
SPREADER**

**DEMACO - the full line:**

**SHORT CUT PRESSES, AUTOMATIC SPREADERS,  
SHEET FORMERS, SHORT CUT DRYERS, NOODLE  
DRYERS, LONG GOODS PRELIMINARY DRYERS,  
DRYING ROOMS.**



ONLY DEMACO  
has the "trade approved"  
SINGLE MIXER —

- Only Demaco's new direct canning spreader offers you the unique advantages of a spreader with an accurate measuring system plus direct feed into cans. All originated, engineered and manufactured by the same company. This results in unequaled flexibility and provides the greatest possible degree of freedom for the operator and the process planner.

If you are planning to can spaghetti and want this investment to pay back full dividends — come see the Demaco direct canning spreader. Make sure the press you choose offers all the important features that Demaco offers you.

*Write in for 16mm film showing the Demaco can spreader in actual operation.*

**De FRANCISI MACHINE CORPORATION**

45-46 Metropolitan Ave. • Brooklyn 37, N.Y. • EVergreen 6-9880

## SHIRT SLEEVES SESSIONS

Shirt sleeve sessions are scheduled for the marketing seminar planned by the National Macaroni Manufacturers Association for January 17-19 at the Hotel Diplomat West, Hollywood, Florida.

Don Price, vice president for marketing of the Norton Company, abrasive manufacturers in Worcester, Massachusetts, will be discussion leader. His background and experience at American Management Association meetings makes him well qualified. He will make observations and comments on marketing subjects and then turn the sessions over to small round-table discussion groups who will simulate macaroni marketing situations and develop discussion along the lines of greatest interest.

### The Marketing Function

Product evaluation and introduction will be the prime subject on Tuesday, January 17. This will bring out thoughts on the new concept of the marketing function; a definition of the competent marketing chief; and observations on beneficial products and optimum price.

Mr. Price will emphasize the importance of a marketing plan and its execution followed up by an evaluation of results.

On Wednesday, January 18, the organization of the marketing activity will be considered. Subjects for discussion include marketing research, product management, advertising and sales promotion, field sales management, and sales training.

Checklists such as "A Management Audit for Sales and Marketing Executives—A Scientific Appraisal of Practices of Sales Executives," as developed by the National Sales and Executives International, world headquarters for marketing management, and the recent survey made jointly by the National Food Brokers Association and the advertising agency, Ketchum, McCleod & Grove, Inc., on food broker opinion regarding national advertising and promotion, will be used as source material and springboards for discussions and considerations.

### Additives Session

A special session is being scheduled for Wednesday afternoon on new products. Among the speakers scheduled to address the seminar are John Florence of Archer-Daniels-Midland, Arnold Kaehler of Food Specialties, Inc., and a representative of Vitamins, Inc.



Don Price and Bob Green review plans for seminar sessions.

On Thursday, January 19, controls of the marketing activity will be considered. This will involve discussion of the development and use of performance standards related to sales forecasts; profit estimates; territorial quotas; and expense budgets. The development and use of marketing research for pre-testing of products, advertising and distribution channels will be reviewed. Development and use of yardsticks for measuring individual salesmen's performance will be discussed.

### Management Matters

All of the discussions will be aimed at breaking down marketing management into the following major activities or responsibilities:

1. Deciding what things need to be done, how they should be done, and who should do them, and developing plans and schedules for their accomplishment.

2. Getting people to pursue the desired objectives in accordance with established plans and schedules, and dealing on a day to day basis with the problems and difficulties that arise in the process.

3. Measuring the actual performance of people against the desired goals and plans and taking the necessary steps to close any gaps that exist.

The discussions will be aimed at demonstrating applications for small,

medium sized, and large macaroni operations. The principles will apply to the marketing activities of suppliers as well.

### Social Activities

On the social side, the traditional Rossotti Spaghetti Buffet will be held Tuesday evening, January 17. All business and social sessions have been scheduled for the Mezzanine Theatre of the fabulous Diplomat East.

Wednesday evening has been left open for those that want to see the town.

The Association Dinner Part will be held Thursday evening, January 19, with a roast beef banquet featuring Fettucini Alfredo and all the trimmings.

The Diplomat's own private country club offers two golf courses—an eighteen hole PGA course and a new nine hole course both with electric carts available—a putting course and a driving range.

You will also find six tournament caliber tennis courts, most complete pro shops and expert pros.

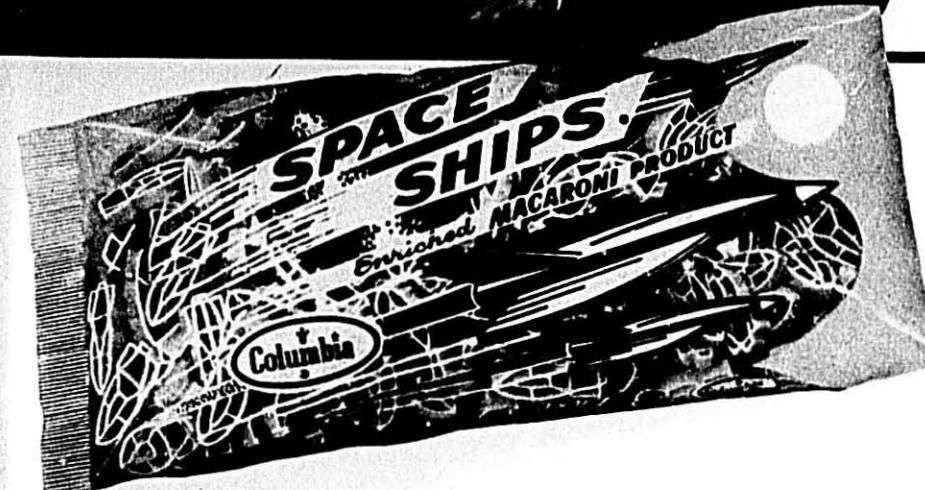
You will enjoy the cuisine that won the Holiday Magazine Award, superb comfort, golf, tennis, boating, fishing, water skiing, skin diving, and swimming at their best. Plan to attend!

Saddle your dreams before you ride them.—Mary Webb.

THE MACARONI JOURNAL

Paul A. Vermylen, V. P., and John P. Zerega, Jr., V. P. and Treasurer of A. Zerega's Sons, Inc., say:

# Not one broken package since we switched to new AVISCO® "T" FILM



"On our packaging lines and in the stores, bags of our Columbia Space Ships macaroni just don't break." That's what you'll hear from A. Zerega's Sons, Inc. about their new Avisco "T" Film bags, converted by Package-Craft, Inc., Paterson, N.J. And savings show up in every operation from bag filling to store display. A special combination of cellophane

and polymer resins, "T" Films combine superior strength with the pure transparency, sparkle and superb printing of cellophane. They are also unmatched for high speed machine performance in all types of packaging. Find out how Avisco "T" Films can save you money. Contact us for an appointment with our representative or a selected cellophane converter.

AVISCO

AMERICAN VISCOSÉ CORPORATION, FILM DIVISION, 1617 PENNSYLVANIA BLVD., PHILADELPHIA 3, PENNSYLVANIA. SALES OFFICES ALSO LOCATED IN ATLANTA, DUSTON, CHICAGO, DALLAS, LOS ANGELES AND NEW YORK.

## Food Broker Opinion on National Advertising and Promotion

**A** REPORT on a study made jointly by the National Food Brokers Association and Ketchum, MacLeod & Grove, Inc. was presented by Watson Rogers, president National Food Brokers Association, during the annual convention of the Grocery Manufacturers of America. The report follows:

How often have you sunk big money into an advertising campaign and then watched it fall flat on its face?

How many times has your agency complained bitterly that the campaign went bust because your brokers didn't sell it?

How often have you heard your brokers howl that the campaign was such a dud it couldn't be sold?

How many anguished post-mortems have you listened to that never explained exactly why and how your campaign died? Or what you can do about it. Or where you begin?

Only management can bring together agencies and brokers to get the most from advertising dollars. And now, for the first time, you will have a clear handbook telling you where to begin and what to do. Here are clear answers to many of your advertising problems . . . in this completely different kind of national market research study the National Food Brokers Association has just finished.

### Specific Feelings

For the first time, your brokers were given a formal opportunity to tell what they think about grocery advertising. They were blunt and specific. On the basis of their important part in your operation, they pinpointed why advertising fails, how it misses, and what you can do about it. They gave sharp and seasoned opinions on grocery advertising in these areas—localization of advertising, promotion and display material, and agency-broker relations.

Food broker complaint has been loud that some grocery advertising is not ringing the bell at the check-out counter. Late last year, NFBA executives discussed this problem with the market research department of Ketchum, MacLeod & Grove, Inc. One of the nation's top thirty advertising agencies, Ketchum, MacLeod & Grove is well-experienced in grocery marketing and in grocery public relations work. Much of its billing is in grocery accounts and it has worked closely with clients and brokers in local retailing.

As a result of these discussions, we commissioned Ketchum, MacLeod & Grove to complete, under the direction of NFBA, a national study of food broker opinion on the effectiveness of grocery advertising.

One thousand twenty-seven food brokerage houses returned completed questionnaires. This is a response of over fifty per cent. This impressive return indicates we've really pushed a hot button. Brokers are deeply interested in this study. Hours were spent on each questionnaire. The total responses represent thousands of man-hours of experienced opinion, attitude, and belief on present-day grocery marketing procedures.

Essentially, the study reveals that the three organizations involved in grocery marketing—the manufacturer, the advertising agency, and the broker—are not operating at maximum efficiency because there is not enough coordination of efforts in localized advertising and merchandising. Broker dissatisfaction is uniform on this basic question of "localization."

### Localization

First, there needs to be better translation of national advertising into local terms. Brokers and buyers recognize the need for national advertising. As a matter of fact, it's taken for granted! This is a danger signal! Because they take it for granted, too often it is misunderstood. Broker and buyer will have a better understanding of the value of national advertising if it is translated into local terms.

For example, what is needed is not a general figure showing how many of this big country's households a national campaign will reach. Brokers and buyers want to know more. They need to know how many local households it will reach—one out of four? Two out of five? The broker can sell your campaign only if he can tell a buyer specifically what it will do for him in his market. The broker must be "put in the know."

But the real broker demand, however, is for better agency understanding of local problems and peculiarities. Each market is a separate area. Each needs local attention and knowledge. The broker knows his market like the palm of his hand. He knows local media intimately. He can tell you things statistics can't begin to reveal. He knows which television or radio per-

sonalities draw the type of listeners you want to reach. He can tell you which newspapers are favored by what type of reader and which can do the best job for you. This knowledge the broker can and will give.

I think that the following story which turned up in the study points out nicely that brokers are in an excellent position to help, for example, in the selection of local media. A broker wrote: "We recently had an agency place an order for TV advertising in our territory with a station 300 miles from our office. Our territory is completely surrounded by 6,000-foot mountains. But the agency in New York thought we could receive the advertising in our market. Incidentally, the station selected is exactly five feet above sea level, with a 500-foot tower." This is, perhaps, an extreme case, but it does make a point.

### Lead Time

Another broker complaint that the study brings out—and a very valid one—is that brokers simply need more "lead time" for campaigns. The criticism is that advertising programs are not announced early enough for brokers to get the trade lined up with its own follow-through advertising. In most markets it takes many weeks for the large distributors to get their advertising set up. And brokers need time to cover the trade and to allow the stores time to coordinate their own advertising. Therefore, brokers need a total lead time of six to eight weeks, on the average.

And don't cut into a broker's time by giving him lengthy promotion brochures. On some presentations, a broker gets several pages of detailed explanations . . . and these are sometimes helpful. But what he also needs are concise, one-page summaries to give to buyers so that these men have short and complete reminders with them when they go into buying committee meetings.

And on the subject of display material and promotion. . . Give the broker the proper tools to work with and he will move your goods. He wants sensible promotion and display material that he can use. The waste of display material today is tremendous and appalling. Your money is feeding warehouse incinerators, because that's where a goodly amount of your dis-

(Continued on page 16)

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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



### Food Broker Opinion—

(Continued from page 14)

play material winds up . . . unpacked, unseen, and unused.

Advertising agencies must consult with brokers in organizing promotions and in coming up with material that can and will be accepted by stores. In too many instances, pieces are produced for display which are not practical to use or are not functional . . . or which, and this is most important, cannot be tied in or used in individual store promotions.

Much expensive and ornate point-of-sale material is wasteful. It too often stays up for only two or three days. One broker said: "It seems to me that this type of display material is designed by advertising agencies largely for the pleasure of their clients and not for a practical sales purpose."

Plan practical distribution of display material. The broker can tell you what he wants, how much he wants, how he wants it packed, and where he wants it shipped. If agency people work with a broker occasionally and get the buyers' views on consumer deals, local advertisements, store-level promotions, and so on, there will not be so much lost motion with some advertising and point-of-sale material.

Agencies must realize that brokers live in the markets they sell. They must realize that the broker knows what he's talking about when he talks about his market. He knows what will work in his market and what won't.

Agencies sometimes lose complete sight of the fact that brokers are working on the same marketing team. They tend to ignore the fact that brokers are specialists in their field of selling and that they are well-qualified to assist the agencies because of their thorough knowledge of buyers, media, and market peculiarities.

Let me put it simply and honestly—if you want to be sure that your advertising agency knows food marketing and selling, you must be sure that it knows how to work with brokers.

### Agency-Broker Relations

And now let's focus on agency-broker relations . . .

There are duties which agencies must perform and duties which brokers must perform if each is to serve his client and principal effectively. The broker knows that he and the advertising agency have different functions, and that each must be expert in his own field. If there is mutual respect and understanding, agencies and brokers will work together profitably and pleasantly.

One thing that plays back from this broker study again and again is that agencies are not cultivating brokers. They are not even trying. Agency people rarely make personal calls on brokers. If these two great marketing forces do not meet face-to-face, at least occasionally, how can there be common understanding?

One broker was sharply objective. He wrote: "I think it is interesting and encouraging that this survey is being made. Advertising agencies are not the enemies of the food brokers. They are our allies, capable of tremendous help in the moving of merchandise. Too many brokers have chips on their shoulders about agencies, and vice versa. As a whole, I think advertising agencies do a good job for our principles and for us. We need to understand each other's functions better. Our job is to get distribution and shelf space. The agency's job is to move goods from the store into the home. Without the effort of both brokers and agency working together in harmony, as a team, the job can't be done."

Through closer communication, any difference of opinion concerning advertising and display material and promotions can be resolved. Brokers will understand the problems of agencies, and agencies will be able to see that each marketing area is an individual area, with its own peculiar problems—not just a colored pin on a distribution chart.

We want it to be clear that brokers do not want to assume any of the functions of the agencies. It is their desire to achieve better coordination with the agencies so as to be sure that your advertising will be more effective. And keep in mind that brokers are in a particularly good position to be of service in this way. They have the continued experience of a number of their different manufacturers' programs. Some programs have produced outstanding results—others have fallen flat. It is against this wide background of experience that the comments in this report are based. That is what makes this so much more valuable than comments of others who have only had the experience of one manufacturer's programs.

The desire for a closer working relationship among agency, broker, and principal appeared throughout the brokers' responses to each question of the survey. It is here that the advertising agency can play an important part. And it is here that management can give firm direction. Agency-broker cooperation would get a big boost if only agency men and brokers would simply get acquainted. One broker remarked that he couldn't recall when

he last had an agency man call on him. Another said he had never been consulted directly by agency men. Another accused advertising agencies of not making a determined effort to coordinate their thinking and effort with brokers. One wrapped it up by concluding that most problems in grocery marketing boil down to a lack of agency-broker cooperation.

### Summary

Here, as clearly as I know how to put it, is what NFBA members feel advertisers and advertising agencies need to do to work with brokers to everybody's best advantage:

Get to know the brokers. You need each others respect and confidence.

Include the broker in early planning stages of national campaigns. He can supply valuable local-market information.

Sell national campaigns to brokers in terms of local coverage and effectiveness. They want to know more about what your national advertising will do for sales in their area.

Where you can, support your national advertising with local advertising. And consult with the broker about local conditions, local media.

Know the problems of local selling. Talk to buyers and store managers. Get key people out in the field regularly.

Allow six to eight weeks' lead time for brokers to sell campaigns to local outlets and for local outlets to line up their own support.

Check display material and merchandising ideas in the field with brokers. Allocate quantities properly. Assemble display material in individual kits.

Condense presentations to one page so brokers have something practical to leave with the buyer. And, finally, let the brokers know about any special marketing assistance and service you can provide.

### Tape That Spiel

Safeway Stores is trying a new system for solving a growing problem among retailers—remembering details about hundreds of new products salesmen offer weekly. The food chain's Washington, D.C. division asks salesmen to tape record spiels for playback to Safeway's buying committee.

Resolved, never to do anything which I should be afraid to do if it were the last hour of my life.—Jonathan Edwards.

THE MACARONI JOURNAL



New Key to  
Macaroni  
Profitability

**ADM**

**Ardex 550**

new protein supplement

**ARDEX 550** is a totally new protein supplement. New **ARDEX 550** is unbelievably bland . . . neutral in taste, odor and color. Yet it offers the economy, functional properties and nutritional quality of soy flour.

With **ARDEX 550** you can boost the nutrition and tolerance to overcooking of all your products without altering flavor . . . or increasing costs. In prepared foods, as well as standard and specialty products, these features add premium appeal.

**ARDEX 550** also keeps foods firm and fresh far longer on a steamtable. This important benefit—coupled with nutritional economy—makes **ARDEX 550** especially attractive for school lunch, restaurants and other institutional foods.

And **ARDEX 550** is a big boon in canned and frozen macaroni products, giving them the appearance, firmness and taste appeal of a freshly baked casserole.

Yes, new **ARDEX 550** enhances all macaroni products—spaghetti, macaroni and noodles. It gives them a strong competitive edge over ordinary products. So don't delay . . . write, wire or call ADM today for more information on **ARDEX 550**. Learn how it can boost your sales and profits.

Chef Arde' says: *Serve the best from first to last!*



for specialty and standard products



for prepared products



for institutional programs

**Archer-Daniels-Midland**

**Prochem**  
DIVISION

700 Investors Building • Minneapolis 2, Minnesota

**FOR YOU  
ADVANCED TECHNOLOGICAL IMPROVEMENTS**

Save Space — Increase Production  
Improve Quality

★ **NEW POSITIVE SCREW  
FORCE FEEDER**

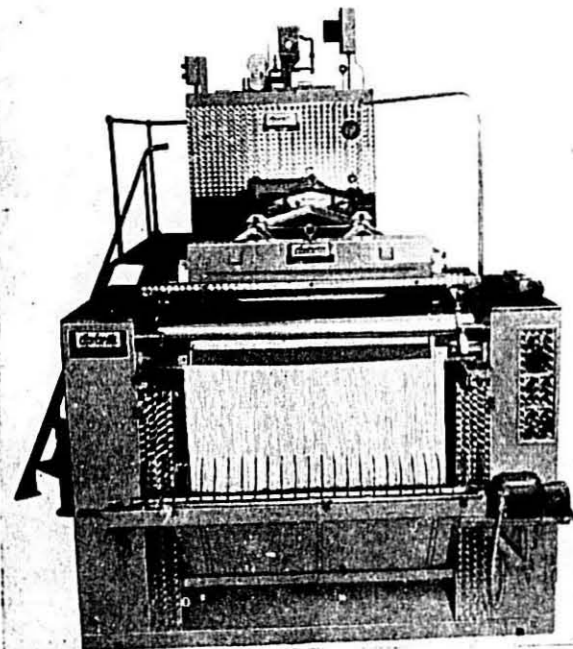
improves quality and increases production of long goods,  
short goods and sheet forming continuous presses.

★ ★ **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

THE MACARONI JOURNAL

**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**

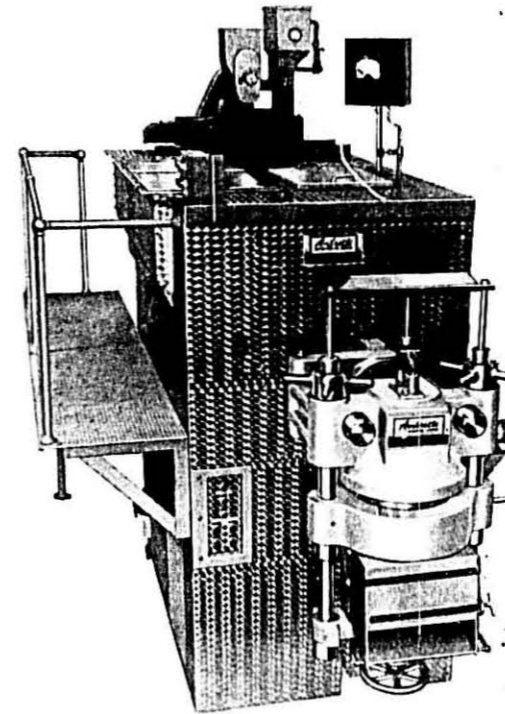
Model BAFS — 1500 pounds capacity per hour  
Model DAFS — 1000 pounds capacity per hour  
Model SAFS — 600 pounds capacity per hour

**COMBINATION PRESSES**

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



**QUALITY** — — — — A controlled dough as soft as desired to enhance texture and appearance.  
**PRODUCTION** — — — — Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.  
**CONTROLS** — — — — So fine — so positive that presses run indefinitely without adjustments.  
**SANITARY** — — — — Easy to clean and to remove attractive birdseyed stainless steel housing mounted on rugged structural steel frame.



Model BSCP

PLANT  
156-166 Sixth Street  
155-167 Seventh Street  
Brooklyn 15, New York

*Ambrette*  
**MACHINERY CORP.**

JANUARY, 1961

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## A Distributor's View of Marketing

by H. G. Ward, sales and merchandising manager,  
Von's Grocery Company, Los Angeles, California

I BELIEVE the supermarket industry owes a tremendous debt to the national brand manufacturer, and we do not appreciate the fact that much of our own success has been due to the tremendous promotional activities that you have placed on your products.

People are now buying frozen dinners instead of salt pork, cake mixes instead of flour, and so on. I am sure that supermarket operators would not be able to increase their share of the consumer dollar or at least maintain it at the same level without you. Our industry would have made no progress at all if it continued to sell basic foods which merely supply the American household with adequate nutrition. If people were concerned only with proteins, minerals, and carbohydrates, our business would be in a pretty sorry state, and the average family might only spend half as much as it does.

We are eating better now than ever before in the history of man. I honestly believe that this change has come about primarily because of you manufacturers. You have kept on promoting and advertising to get the customer to allot more of her dollars to her food budget. She is now buying the extras, like convenience, new taste thrills, more entertaining at home, and many other things. I feel that many manufacturers have allowed themselves to be held back by those retailers who would rather sell the same thing year after year, than to be stimulated to even stronger efforts in the direction of getting a bigger share of the consumer dollar spent for food. Heaven knows, there is enough competition today outside of our industry looking for that dollar.

### Profit Problems

The theme for this meeting is "Growing Profitably," so it would seem that an important number of you are having profit problems. I hope to prove to you that the main reason for these problems lies in your approach to marketing.

If you look analytically at your own companies, you will agree with me that your products have improved to the stage where they are the best the world has ever seen—you keep changing and refining your production methods, your packages are growing more and more beautiful, and so on. But, in most in-

stances, your marketing techniques are the same as they were twenty-five ago.

I am positive that most of your companies, as they stand today, were put there by aggressive, hard-sell men. These men built the companies without the benefit of consumption figures, share of market surveys, or motivational research. These unfortunate men did not know any better—they just went out and sold like crazy.

There is nothing wrong with these things, but they must be used in addition to, not in place of, the things that put you on the map in the first place.

If you are having trouble growing profitably, it is probably because you have had a coronary occlusion in the idea department. There is almost no creativeness in some of your companies. Me-too-ism has become the rule of the day, and this me-too-ism is what is draining your profits away. Your president, Paul Willis, warned you of this in the middle of 1957. He made some excellent suggestions—all of them pointing toward top management taking an active supervisory part in your companies' marketing—and I am sorry to say some of you did not pay too much attention to him.

### Consider Advertising

Let's consider advertising: Is it possible that too much of the responsibility for increasing your sales volume has been given over to your advertising agencies? When you are introducing a new product and it fails, who gets the blame? I understand that it is becoming harder for the advertising agencies to make money, and it seems as though one of the reasons for this is the insistence on your part that they provide more services. I know of one instance where a manufacturer insisted that his agency match his executive staff man for man. Yet, he did not take the trouble to find out what the men actually did, and as it developed, none of these people that had been added were creative people. I would suggest that you find out how many people from your agencies, working on your products, are really creative people.

Some of you have depended so much on your agencies instead of on your own people, that the money wasted in Los Angeles alone would have been

enough to put the biggest charity over the top. Here are some examples: I recall vividly some beautiful billboards on a new color for a paper product, but the poor district manager had not been given any of this merchandise to sell on the day the billboards hit the street. We have some fine magazine ads in our town on items that are not even sold in Los Angeles. We have seen some beautiful newspaper ads on items that not one single major operator had seen fit to stock; and I personally can remember seeing many TV commercials for a certain brand of margarine, that week after week continued showing its size and shape as used here in the East, but which Westerners have never seen in their lives. What systems do you have in your companies to check on the effectiveness of your advertising? No one has really come up with a sound program which demonstrates this.

No longer can you afford to rationalize. I have heard a lot of you come up with the remark of Mr. Wannamaker's about 50 per cent of his advertising being wasted, but he did not know which half. In 1961, I would say that will be a dangerous approach. You all know that advertising exposure does not necessarily mean a sound sales program. Some TV shows have become classics, where the Trendex figures were spectacular, but these shows were not making bells ring on cash registers. If you don't think I'm right, why is it that this year you all sponsor Westerns. I, personally, like them, and I am not saying that they don't produce sales and profits, but I am saying this is the me-too coming out in you.

### Think About Sales

Stop thinking so much about impressions and coverage and things like that, and start thinking more about sales. I wonder if you have had an experience like this: You used TV, radio, billboards and newspapers during a particular campaign, and yet your sales went nowhere. When you finally ferreted out the reasons, you discovered that a local brand had been out-merchandising you. Let me caution you at this point about the term "national brand." There are much fewer honest-to-goodness "national brands" than you think there are, and this is undoubt-

(Continued on page 22)

THE MACARONI JOURNAL



Wow!

What a delight! Bring on more of those wonderful macaroni products made from Commander Larabee's Comet No. 1 Semolina. That's what I call eating mighty "high on the durum."

Yes, from tots



to teens...



the durum taste is tops!

COMMANDER  
LARABEE



Durum Division

A DIVISION OF ARCHER-DANIELS-MIDLAND · MINNEAPOLIS

JANUARY, 1961

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## A Distributor's View—

(Continued from page 20)

edly one of the reasons that private label is doing as well as it is. By the way, don't forget that private labels are usually advertised brands in a local market.

And while we're on the subject of private labels, when are you going to overcome this marketing schizophrenia which many of you have—that is, promoting your advertised brands on the one hand, yet using your production facilities to market these same products under the private label of any chain which wants them? I think you must first convince yourselves of the positive value of advertised brands, and after you've done that, then make a really vigorous attempt to convince us, the retailers, of this same fact.

### Items and Competition

Now, let's look at the problems of items. Today, most of us in retail business are saying that new and improved products are taking the place of others. This may be treason, but I say it ain't so. Every time you develop a new product (and I don't mean a new size), I honestly believe that you are helping our entire industry to increase our share of the take of that disposable income that I mentioned earlier. But, has your industry done everything that it can to convince us of this fact? And in addition, we all know that customers enjoy the opportunity to turn down items as well as select items. It makes them feel greater pride in their purchase as homemakers—they are the buying committees for their families. I think if some real depth studies were made, we would find that a lot of people like to shop in a store which indulges this feeling, and if proper studies were made, I don't think you would have so much trouble getting placement on new items.

Do you really know who your products' competitors are in each market? These competitors will vary greatly from one retailer to another. Let me explain. Let's say that you are having a real big push on dog food. You keep track of the other twenty brands, yet no one wants to display, advertise, or anything else. What you did not know was that there was a real battle going on in town on cake mix, or the peanut butter market had just gone to pot, or the price of canned peas had dropped because of an enormous crop. Right now you are thinking, "So what!" Here is my point: You, as manufacturers, are comparing apples with apples, and we are comparing apples with bananas. In order for us to accelerate the vol-

ume on anything, we must give both space and effort.

How many items can you run in an ad or put on an end stack?—20 to 30?—and we have six or seven thousand items to choose from. You had better start finding out how different retailers choose these items. The dog food manufacturer may find that he has potato chips as a competitor.

Make no mistake about it, the retailer is having a greater influence on the customer than ever before, and ad campaigns without his support can literally be wasted.

### Sales Representatives

Let's leave advertising and go to your sales departments: In order to get the retailer to push your products, you have incurred tremendous selling costs in your sales force payrolls alone. Here are some questions that I would like you to ask yourselves. How competent are your sales people? Does your opinion of them agree with the opinion of your customer? (A survey would be very interesting.) Do your salesmen really know our business? My answer is that you have an insufficient recognition of the trade and what we, as operators, can do in delivering your product to the customer. You have neglected the most important part of your marketing strategy, which is us, the retailers.

Is it possible that you are concentrating too much on what you cannot do under the Robinson-Patman, and allowing your lawyers to be your merchandising executives? I am 100 per cent for Robinson-Patman, but I believe that there are hundreds of things that manufacturers can do which could and should be legal. Is there a slim chance that some of your lawyers actually handicap merchandising and marketing men without really checking some of the ideas out?

Some of the present methods of promotion and advertising are meeting with more and more resistance because they lack individuality. Each of us has our own ideas of what kind of an image we want to present to the customer. A large portion of your salesmen's conversation is taken up with market strategy, but they do not really deliver marketing programs. Some of them just assume that we are anxious to grab up whatever they offer and they do not sit down and work these things out with us—they consult psychiatrists, packaging engineers, possibly even astrologists, but they are not encouraging enough of the operators' opinions and consequently millions of dollars are going down the drain. Just because a program works

in Los Angeles, does not mean that it will work in New York. I have even seen promotions work well in one store and in another store ten miles away be a complete fizzle.

Each of us in my business thinks we know something about our market and the best way we can serve it. On some occasions we will give your men merchandising ideas which we are convinced could materially enhance their business. They appear eager, but when they send the ideas back to the home office, the plans usually end up on a lawyer's desk. Sometimes sales people forget that we retailers have a public, just as a manufacturer has a brand public, and we have to promote our own way—not with formulas prescribed by manufacturers. We do this on a daily basis with our perishable departments, which have little, if any, brand identity to them.

Each of your brand stories is a great one, but the people who may weaken them are the very ones who produce and promote these brands, because of a lack of how to utilize the greatest resource open to them for brand sales—our outlets.

### More Questions

Here are some more questions you can ask yourselves. What is the relationship in terms of sales and gross profits, between the grocery and perishable departments? Why do gross margins fluctuate so greatly in different marketing areas? What is a markdown and how is it used by retailers? What is this decentralization thing really all about? I am positive that your opinions differ tremendously from those of retailers on this specific question.

Manufacturers have just scratched the surface in trying to understand our part in promotional activities. For instance, I am always amused by the studies that you give us showing what will happen if you increase the feelings of an item from two to three, or the fantastic increases in sales you will get if you make an end display of a given product—what else. We have all known this for years—put it where they are going to trip over it and you have got to sell it. We do not need any surveys to tell us what the answers are. What we have found to be the biggest weakness in this area, is the stress on the display of a particular product without consideration of its relationship to all other products in a store. Of course, the manufacturer is concerned with his own product and wants to prove his point, but it is dangerous for him to assume that a sales gain on one product necessarily increases our volume.

THE MACARONI JOURNAL

Let's say we decide to push canned peaches. Now, you as a manufacturer know that if we push brand A, the sales of brand B are going to be hurt; but, at the same time we see the adverse effects of this on the sales of pears, apricots, and fruit cocktail, and every other canned fruit.

We may have hurt the Frozen Food Department—we may have taken some sales away from the Produce Department, and we could have even lost the sale of a cake. Even though we might sell many times more of a particular brand of peaches, we always look in the cash register to see the end result, and sometimes we find that we have not added any more money to our overall sales and profit of the store. So, all that we have really accomplished is to lead our customers to other kinds of goods.

You may say that you are, but I do not really believe that you actually are, aware of the fact that we can increase the sales of any commodity whenever we wish to. Or if you do know it, you may not be taking advantage of this fact.

About shelf allocation—we usually cannot rely on shelf plans in helping us get more sales per customer. Some manufacturers come to us and suggest that we lay out our shelves according to their share of the business and so on. We have seen too much of shelf-measurement studies and not enough on consumer measurement. We are not too concerned about attempting to increase sales on a particular product at the expense of another. We want plus purchases.

One of the really frustrating things about these shelf studies is that you don't give us the entire story. Here is what I mean: Some sales people furnish us with a long list of statistics to prove why their products should be stocked in a certain way. Yet, when you ask what percentage of the entire store space their particular commodity is entitled to, you usually get a blank stare. The manager of our meat division read one of these studies once and ended up asking for 25 per cent of the entire store area because he did one-fourth of the store's total business. I guess this is logical.

### Consider Brokers

Many of you could do more business for less cost if you had a good broker. But, your personal feelings will not permit you to sell your goods with fifteen other products. Have you really explored the possibility of using brokers, or are you convinced that it is bad because of an experience you might have had five or ten years ago? Many

times a bad experience in one town will close your mind to other areas.

In our areas we have some really fine organizations in the brokerage business who could do a much better selling job than you are now doing and at a much lower cost. Are you sitting in your offices waiting for a broker to approach you, or have you really looked into this whole subject?

I am not speaking against direct selling, but I am saying that some of you are in serious trouble. You would be shocked to know the number of district and division managers that I have talked to who are waiting for the pension plan to take hold. In the meantime, they do not want to rock the boat. Or the sales managers who say that most of their staff are poor salesmen, but they don't expect any better for the amount of money that they can pay.

Are you sending thousands of men out at the retail level, checking on facings, code dates, prices, and so on, at a cost of millions because problems cannot be worked out at the office level by competent people?

### Penny-wise

You may have some company policies that are penny-wise and pound foolish. Here are two quick examples that will show both sides of the coin: We recently ran an especially good ad on an item. Some of our stores were running out on the week-end. Our people got hold of the district manager and told him that they needed a few hundred cases delivered on Saturday. This sales manager called his plant and both the traffic and production departments kept giving him the company policy on shipments, the overtime involved, etc., but he made them ship the merchandise any way.

The other is this: Our grocery staff was writing an ad, and one buyer wanted to know why they shouldn't run a certain item that had not been on an ad for at least two years. One said, "This stuff doesn't sell." Another said, "No wonder, we're always pushing the other brands." The last buyer won out. They sent out an order form to the stores and they came up with around 1,500 cases, and they called the order in. This district sales manager told them that it took around 2,000 cases to make weight for a car. Wasn't there anything else they needed. The buyers said no, they had just turned in an order for a carload of regular merchandise three or four days before. The district manager said that in that event it would take ten days or two weeks to get the merchandise in. The buyer told him this would not be in time for

the ad, so rather than figure out a solution to his problem this sales manager lost the ad probably for another two years.

These stories mean nothing in themselves, but there is a real moral in both of them. The only two ways you can increase profits from the sales department is to cut down on the expense or increase sales to such a degree that the percentage figure gets lower and lower, and I charge that some of you are not doing either.

More sales must come from an aggressive sales program. A large proportion of the salesmen calling on buying offices today are saying that all that can be expected from them is to get distribution—from there on in it's up to the advertising. I think that kind of an attitude is an indictment against you.

### About Promotions

About promotions: A goodly number of manufacturers think that a double truck ad in a newspaper or a magazine is a promotion. Others think of it as a coupon or a cents-off deal—still others maintain that it is a display allowance, and many more say that a promotion covers all of these: good advertising, something for the customer, and last but not least, something for the retailer.

Some manufacturers are shocked when they run a full-page color ad and none of the distributors tie-in with it. Remember what I said earlier about the thousands of items and comparing apples with apples.

The intelligent market operator today ties-in with a manufacturer's promotion because some of these can increase his average sale per customer or better still increase his percentage share of the disposable income. Unfortunately, you are having greater trouble getting tie-in. I sincerely believe this goes back to the fact that both manufacturers and distributors do not understand each other's operations. I don't mean that it would be just enlightening, if we did—I think it is becoming a necessity. The old cry used to go up from our side of the desk that we can get along without you. Well, maybe we can, but we can get along much better with you than without you. Could it be that you have done a poor job in convincing us?

1. How much money is being spent by you manufacturers?

2. How much is really being used? (Not how much of it you are sending out, or even how much we are sending out, but how much is really being put up in stores?)

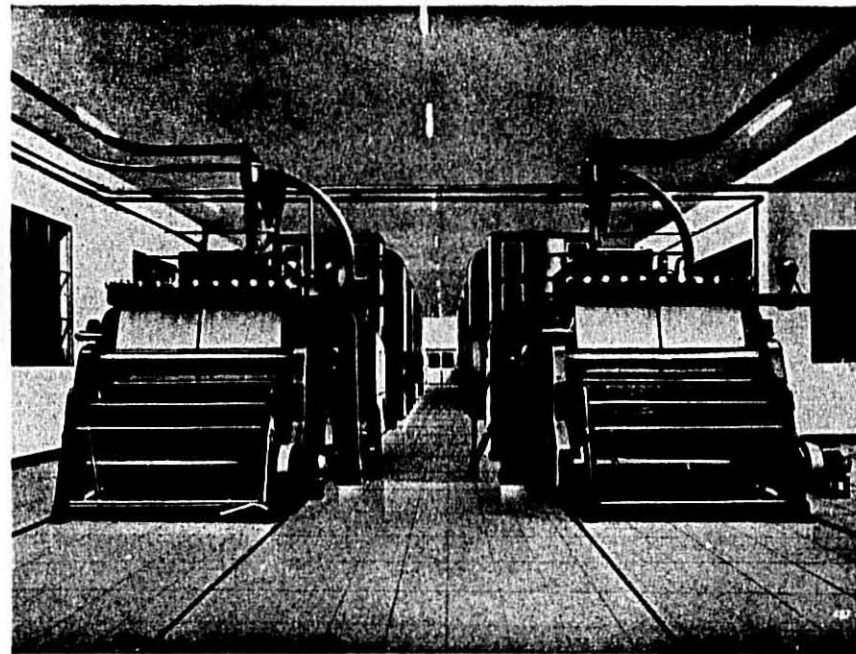
(Continued on page 28)

# modern installations for modern macaroni plants

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

**AVOID BUILDING COST!!**

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



automatic Lines for Long Goods. Entrance of Products showing automatic spreader.

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

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

Send your inquiries to:

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

s. r. l. Dott. Ingg. M., G.  
**BRAIBANTI & C.**  
MILANO - Via Borgogna, 1  
Tel. 71.22.31, 4, 5 - 77.85.31 - 77.44.83

# Braibanti

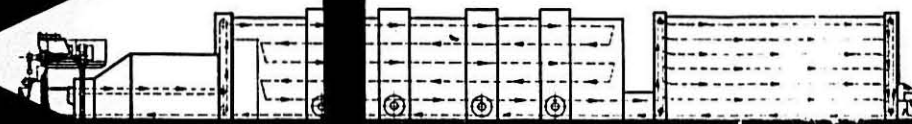
THE MACARONI JOURNAL

Scheme of sticks travel

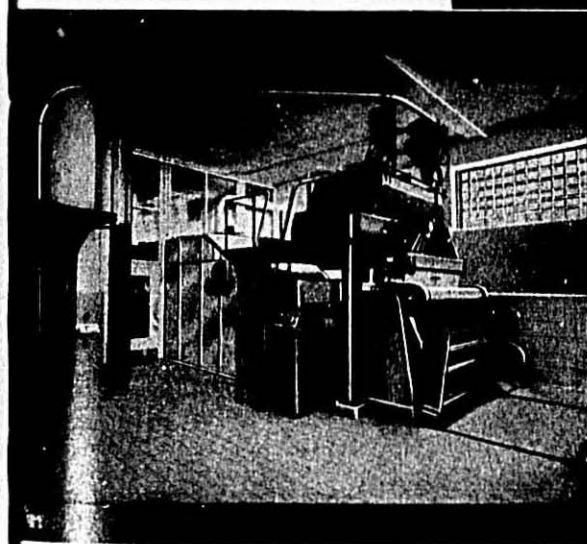
Automatic Press MABRA-L

GPL-Dryer

Storage Section



Automatic Line for Long Goods 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



s. r. l. Dott. Ingg. M., G.  
**BRAIBANTI & C.**  
MILANO - Via Borgogna, 1  
Tel. 71.22.31, 4, 5 - 77.85.31 - 77.44.83

# Braibanti

### A Distributor's View—

(Continued from page 23)

3. Where is it being used?

4. How many people are exposed to it?

In number three and number four, I will wager that the stores that use it are not the stores where the traffic is. The places where you would like to have it is where you cannot get it; and where you can't get it is in those companies that feel that they have some promotional ability themselves. They want to be individualistic and not have what everyone else has—that may seem rather basic, but I think the solution to the problem of wasting money on point-of-purchase materials is that simple. Your distributors think they have a little talent of their own. It seems to me that there is a lack of recognition that big supermarkets with their own advertising and promotion budgets have emerged.

We have run some tests and found out that it was the display itself that sold the goods and not the material. I will admit, if the material can get you a mass display, then the end justifies the means.

### It's the Display

Almost all of the material presented to us we cannot or will not use and the other large operators in our town do not either. I believe you are kidding yourselves—are you interested in selling your product or advertising it at the store level? The answer is obvious. Let me give you an illustration.

One of the local bread companies came in with a beautiful display piece. It must have cost a fortune. It was an animated piece that showed how wheat was stone ground by an old-time mill. It even had a water-wheel that turned. The company's logo was conspicuous and the message on it was pure advertising repeating some of the copy which was being used in their campaign. It was a work of art and would have done a real good job in one of my children's class-rooms, but it was worthless to a supermarket—it wasn't a selling display. We told him point-blank, no—we would not put such advertising in our stores because we were not interested in just name exposure to our customers. We asked him what his poorest selling item was. He said, "Potato Bread." We got together with our sign shop, took a piece of plywood about three by four, painted it with "How long has it been since you had genuine potato bread at home?" listed the price, and put another four or five word message on the bottom, such as "no preservatives added." We then

drove some nails around the edge of the board about eight inches apart, walked over to the produce department, took some nice potatoes and impaled them on the nails all around the edge. That was all—no cut prices, no inducements, no anything—and we sold as much of this bread, which was not advertised, as he did with his promotion. Our cost on this, by the way, was about \$3.00.

Another illustration: A couple of years ago, we had some kits that must have been worth \$10.00 to \$15.00 a piece presented to us. We asked just to test out the salesman if we could have 10 to 20 per store—he said, "Sure." How could he do this at a profit? In Los Angeles, some stores are 30, 40, and 50 thousand square feet, and to really do the right job with signs and materials, you men cannot afford it.

Dump bins are a blight on our business. These fancy, die-cut, cardboard affairs must be very expensive, but why do you provide them and why do markets use them? Mainly because both of us have lost our romance in the food business. These dump bins are used by us so we won't have too much inventory, and so we won't be stuck with too much merchandise when the display is taken down. These monsters only hold two or three cases of merchandise and I don't know for the life of me what we are displaying an item for at all if we only planned on selling two or three cases.

If we are not careful, mass-merchandising will be a thing in the past.

### A Stable Year—

(Continued from page 8)

their contributions to good eating. The new states of Alaska and Hawaii rated special attention in February and July.

A recipe brochure "A Cook's Tour Through Modern Macaroniland U.S.A." offered in "What's New in Home Economics" brought in tremendous response from school teachers wanting macaroni material to provide for their students.

Brand advertising of macaroni, spaghetti and egg noodles was greater than ever before. The use of regional sections of national magazines supplemented the television and radio spot schedules of both Eastern and Midwestern manufacturers. Lineage was increased in the ever-mounting battle for the consumer's dollar.

As 1961 begins, macaroni makers turn their attention to marketing management in a national seminar planned by the National Macaroni Manufacturers Association. A delegation this spring will fly to Europe to gather ideas and see what's new on the Continent.

### Mac From Mars

The newest invasion from Mars won't arrive in flying saucers, but it's very likely to land on lots of dinner plates this winter.

So predicts V. La Rosa & Sons, which is distributing an imaginative new macaroni product called "Mac from Mars X-77." Someone at the La Rosa plant took a long look at the oddly shaped little shell and decided that it resembled a smiling, sprightly creature from outer space, one which would have appeal for youngsters. Thereupon, "Mac from Mars X-77" was born.

To introduce the new product, a series of sixty-second commercials began in November on leading children's TV shows in New York, Philadelphia, Hartford, New Haven, Boston, Providence, Portland, Bangor, Albany, Pittsburgh, Chicago, Milwaukee, Miami and Tampa, Baltimore and Washington. The ads, which appear on an average of three times a week, are scheduled well into 1961 on such programs as "Bugs Bunny," "Ranger Andy," "Cartoon Playhouse," "Popeye," "Romper Room," "Felix and Friends," "Just for Fun" and "Wonderama."

A second promotion for the new product is displayed on La Rosa's colorfully designed package: a premium offer of the "X-77 Flying Satellite Launcher." The twelve-inch rocket can soar 300 feet into the air and is fitted with nose cone and satellite releases, plus a parachute to bring the launcher back to earth.

"Mac from Mars X-77" is La Rosa's second entry in the space premium field, reflecting the success of its "X-99 Space Wheels and Jet Gun Launcher," introduced in July.

### Money Back Offer

Mission Macaroni, Seattle, a division of Golden Grain Macaroni, is featuring a money-back offer of 60 cents in return for proof-of-purchase of its spaghetti sauce and spaghetti.

Newspaper advertising, both two-color and black and white, is being used to carry the backbone of the campaign, in the states of Washington, Oregon, Idaho, Montana, and Alaska. This is being supplemented by TV spot commercials, bus cards, and Marketcasters in-store advertising.

The promotion is keyed to the introduction of a new product, spaghetti sauce, and an improved new-process spaghetti. A consumer buys two cans of the sauce and a package of spaghetti, mails the package and can labels to Mission Macaroni, and is refunded 60 cents, which is the average shelf price. Spaghetti sauce is the first canned product that Mission has offered.

# LA ROSA

OFFICINE MECCANICHE SPECIALIZZATE  
MACCHINE ED IMPIANTI PER PASTIFICI  
GALLIERA VENEZIA



## DIE WASHER "UNIVERSAL"

MODEL P56  
WITH HIGH PRESSURE PUMP

FOR WASHING ROUND DIES (TO  
1 1/2 INCHES DIAMETER) AND REC-  
TANGULAR DIES (TO 79 INCHES IN  
LENGTH).

STAINLESS STEEL CONSTRUCTION. MINI-  
MUM WASHING TIME REQUIRED DUE TO  
HIGH PRESSURE WASHING OF BOTH SIDES  
OF THE DIE SIMULTANEOUSLY.

### CHARACTERISTICS

MOTOR 2 H.P.  
PUMP PRESSURE: 11.55 POUNDS PER  
SQUARE INCH.

### SALES REPRESENTATIVES

West 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

**Dr. Stare Poses Research Areas**

Dr. Frederick J. Stare, Professor of Nutrition at Harvard University, proposed three areas of nutrition as research projects for the food processors of the nation.

Speaking before the fifty-second annual meeting of the Grocery Manufacturers of America, Inc., Dr. Stare suggested a study of the food habits of young adults, a program of general nutrition education and an attack on the basic causes of obesity as areas in which food industry research could make major contributions.

"Who knows," Dr. Stare asked, "What young Americans in the decade from 17 to 27 eat? We know practically nothing about the food habits of such age groups with any exactness, and yet these individuals are at an age where the beginnings of arteriosclerosis are thought to be accelerated. They are at an age when obesity may well develop. Most families are started during this period, and sound nutrition is an important part of good maternal and child health."

Dr. Stare also said, "There is still not a single endowed chair of human nutrition in any of our great universities. There should be a number of them. . . . This would insure that for all time, at those institutions, at least one full-time person would have the responsibility for teaching, research and leadership in food and nutrition as these affect the health of man."

**The Problem of Obesity**

Proposing a major research effort into the complex problem of human obesity, Dr. Stare said, "The answers to obesity are of profound importance to the food industry overall, and perhaps particularly to certain segments of the industry. For from these answers may develop drastic changes in our diet patterns and the development of entirely new foods."

"Despite the continuing emphasis on the hazards of overweight, on its profound effect on shortening life, most adults, particularly men, continue to ignore the facts of reality."

Dr. Stare pointed out that the solution to the national problem of obesity would actually create a large new market for the food industry. By eating less and better, the individual is likely to live longer and actually consume much more food in total during a lengthened life.

He cited as an example, 45 year old men of medium height and build, weighing the average 170 pounds, who have a life expectancy one and one half years less than if they weighed about 150 pounds.



At the GMA Convention: Federal Trade Commissioner Earl Kintner, GMA President Paul Willis and Dr. Frederick J. Stare.

"To pick up the extra 20 pounds and reach 170 pounds," Dr. Stare said, "required that during the years before age 45—most likely between 25 and 45—the individual consumed approximately 100,000 extra, unnecessary calories. However, if this individual had not consumed these additional 100,000 calories, he might have lived a year and a half longer during which time he would have been able to consume approximately 1,367,500 calories. Thus there is a net gain of over 267,000 calories in food sales for this one person!"

**Raising Children Not Like Growing Porkers**

"While a chubby child may seem cute, the lean child is likely to be healthier."

So states Dr. C. G. King, Executive Director of the Nutrition Foundation. Obesity, he says, is today the most serious form of malnutrition afflicting the American people—and that includes Americans of all ages.

There is, of course, a growing awareness among adults that a reasonable degree of leanness is good health insurance. Actuarial figures indicate that those who are about 20 per cent under average weight levels live the longest. Taking all guesswork out of the problem, Dr. King has flatly stated that more than one-half of all American adults could profit by losing 15 pounds.

Unfortunately, the general public has not been able and willing to understand fully the value of avoiding fatness in infants and children. According to the *Nutrition Reviews*, authoritative journal of the Nutrition Foundation, still too frequently high-pressure advertising continues to exhort parents to overfeed their children. The fallacy

is promoted, the journal points out, that size can be equated with health.

In actuality, one team of investigators has reported that on the average American children are 10 per cent too heavy. Others note that if information taken from research with animals proves to be applicable, optimum health and the greatest longevity are linked with slower rates of growth and restrained levels of food consumption.

An over-abundant diet (in terms of specific nutrients) can have an injurious effect upon children, too. This trouble has been observed in Great Britain, where infants are regularly fed foods containing extremely large amounts of vitamin D. Because of the surplus of the bone-building vitamin, large numbers of youngsters have been found to have too much calcium in their blood. Symptoms have included constipation, vomiting, kidney malfunction and hypertension. British cod liver oil, the report notes, contains twice as much vitamin D as ours, and their fortified milk three and one-half times more than the United States standard.

**Convenience Items**

Ocoma Foods Company of Omaha has just begun national distribution of five new cook-in pouch Slimmer N' Serve entrees. The line is supported by cooperative allowances for retailers and point of sale material including shelf-talkers and wink lights. The items are Ocoma sliced turkey with giblet gravy, turkey chunks au gratin, chicken creole, and chicken a la king, all in five ounce servings. Chicken chunks with noodles is a seven ounce entree made with chicken broth, chicken meat, noodles, mushrooms and red peppers. They are packed 24 to the case.

THE MACARONI JOURNAL

**MALDARI'S INSUPERABLE MACARONI DIES**

**STAINLESS STEEL**

Time's

aging process knows no distinction, whether it be in the realm of friendship or the field of technological advancements.

We bow to time's onward march—endeavoring to make our old friends grow dearer, our new friends more cherished, and our services to the industry more scientific, expeditious and economical.

**D. MALDARI & Sons, Inc.**

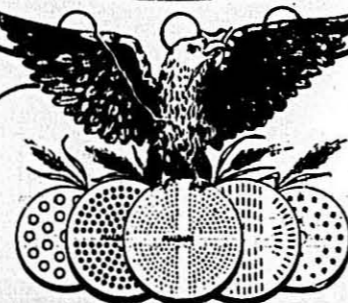
America's Largest Die Makers

557 THIRD AVENUE  
BROOKLYN 15, NEW YORK  
U. S. A.

ESTABLISHED 1903

**BRONZE ALLOYS**

MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY  
**COPPER**



### Reinforced Container Construction

A new principle in corrugated container construction which provides extra strength where needed, yet eliminates costly over-packaging, has been developed by the Packing Division of Olin Mathieson Chemical Corporation.

The added strength results from laminating a strip of reinforcing material between the corrugating medium and the outer liner in certain areas of the container. M. H. Collet, vice president and manager of the division's forest products operations, said this technique is a basic change in method for increasing container strength.

Until now, container strength has been increased by increasing the weight of the entire package, even though some of the areas of the package do not need the extra strength. The new container construction principle effects major economies by reducing the amount of board necessary to achieve adequate package strength, Mr. Collet pointed out.

He said the new principle would have broad application. It calls for designing a specific container for each packaged product. Strength analysis procedures developed by Olin Mathieson determine areas where the reinforcing strip is needed to meet a particular product's strength requirements.

The technique, called "Armor-Gard," is the result of five years of research and testing, primarily with boxes used in the rubber and automotive industries. Tests on these containers showed that strip reinforcement increased bursting strength by 60 per cent and puncture resistance by 48 per cent.

### New Polyethylene Resins

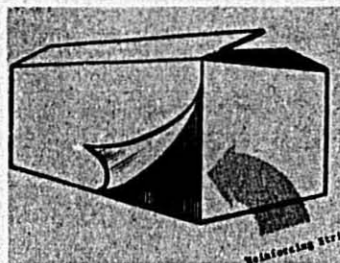
Development of a series of new general purpose polyethylene film grade resins that combine excellent surface gloss and high clarity with high impact properties has been announced by The Dow Chemical Company.

The Dow Polyethylene 531E series are .921 density, 3.0 melt index materials available in low, medium and high slip variations. According to Dow the new materials exhibit exceptional draw-down characteristics and processability under normal operating conditions.

Dow says 531E resin series has a wider sealing range than most available resins.

The material is suitable for most types of general purpose bag applications including produce and textile bags, said Dow.

The new resin is in immediate supply and is available for warehouse stock. It is priced at 27 and one-half



Reinforced Container Construction

cents per pound in bags in truckload quantities.

### Container Corporation Appointments

The appointment of Frederic D. Empkie as sales manager, national accounts—midwest, for Container Corporation of America's folding carton division is announced by Henry G. Van der Eb, vice president.

Succeeding Empkie as general sales manager of the Chicago folding carton division is William E. Mastbaum, formerly sales manager of the company's Salon, Ohio, folding carton plant. Both men will be headquartered at the company's 35th Street carton plant, Chicago.

In his new post, Empkie will report to E. F. Bickley, Jr., general manager, national account sales. He will coordinate and direct the sales efforts of the company's folding carton division toward national account dry carton customers in the Midwest. Empkie joined Container Corporation in 1945. He served as packaging engineer in the Sioux City and St. Louis territories and, in 1954, was promoted to assistant sales manager at 35th Street, Chicago. Since July 1957, he has been general sales manager of Chicago carton operations. He is a graduate of Northwestern University.

Mastbaum joined Container Corporation in 1951 at Cleveland before this carton operation was moved to the new plant at Solon. He was appointed assistant sales manager in 1953 and plant manager in 1957. Two years later he was named sales manager at Solon. He is a graduate of Ohio University and of the Harvard Business School.

### Wallace & Tiernan Merger

At a special meeting held December 8, 1960, the stockholders of Wallace & Tiernan, Inc. (NYSE), Belleville, New Jersey, approved a merger with the R. J. Strassenburgh Company of Rochester, New York, and a two for one stock split.

Under the terms of the merger, Stra-

senburgh stockholders will receive 400,000 pre-split shares of Wallace & Tiernan stock. The merger and stock split were effective as of the close of business December 9, 1960 and distribution of the additional shares made on December 20, 1960.

The merger brings together the ethical drug operations of the R. J. Strassenburgh Company and the Multiple Laboratories Division, under the direction of Mr. Robert J. Strassenburgh II as president of the division and as a corporate vice president of Wallace & Tiernan, Inc., in charge of pharmaceutical operations. Mr. Edwin G. Strassenburgh, Sr., and Mr. Robert J. Strassenburgh II both become directors of Wallace & Tiernan, Inc.

Mr. R. M. Jackson, president of Wallace & Tiernan, Inc. stated that "This merger is a major step in bringing the pharmaceutical operations into equal importance with the other two major divisions of Wallace & Tiernan, namely: Mechanical Equipment and Chemical Divisions, and gives the company a firm and expanding position in the drug field." He further elaborated that the combination of the two companies would result in tripling the detail sales force, enabling national distribution and expanded sales volume of all products, and that the combining of the two businesses "was a natural," in that there was only minute overlapping of product lines. Mr. Jackson further commented that it is anticipated the research budget for the combined pharmaceutical operations in 1961, will be in excess of \$1,000,000.

### The Package—Friend or Foe?

Marie Kiefer, executive director of the National Retail Grocers Association, recently reported these highlights from a Nargus Merchandising Committee study of packaging:

Due to tight space even in the largest super markets, many tend to display cereals, soaps and large sized packages face down, with only the ends or tops showing. In displaying packages of candy, every package has to be squeezed to equalize the content.

With thoughtlessly located price spots, it is necessary for the purchaser to remove each package from the case individually and mark it. If the price spots are on top of the package, when the case is opened each package can be marked without removing any from the case.

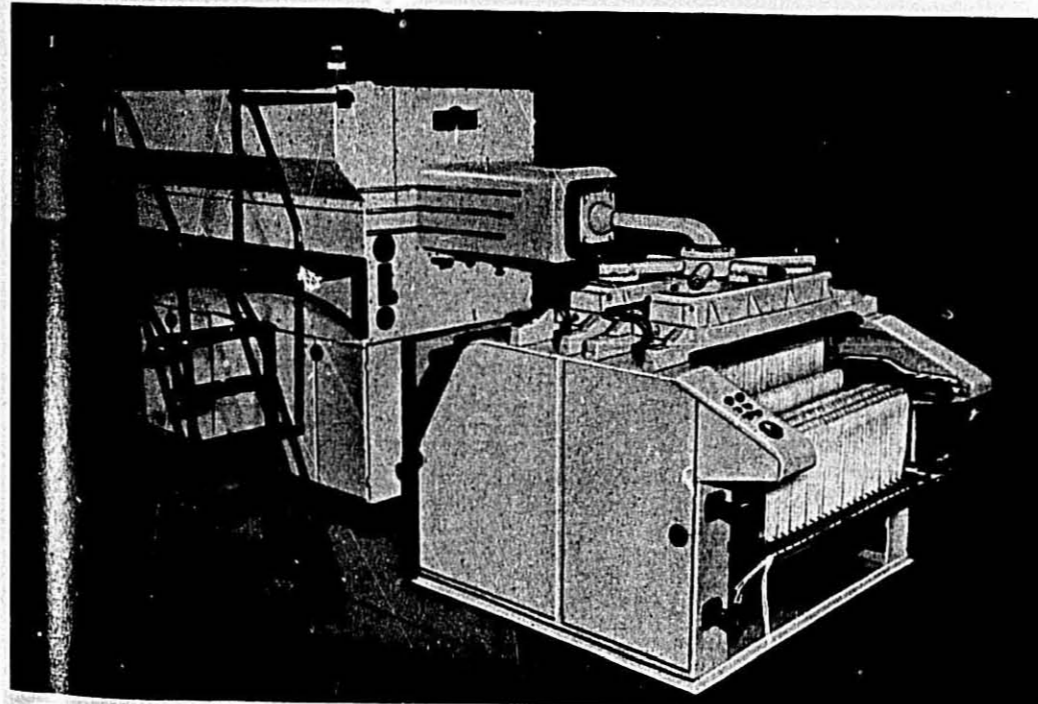
Different sized boxes and bags present problems in stacking and irritate customers, but the Nargus executive concluded that modern packages are becoming more attractive, practical and intriguing.

## 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.



**Clermont**  
MACHINE CO., INC.  
Telephone: Evergreen 7-7540

VISIT OUR NEW ENGINEERING & ADMINISTRATION OFFICES.

280 WALLABOUT STREET BROOKLYN 6, N. Y., U. S. A.



## The Wheat Situation

The total United States wheat supply for the marketing year which began July 1, 1960, estimated at 2,888,000,000 bushels, is 11 per cent above the previous record a year ago. This gain results primarily from the 240,000,000 bushel increase in production. The July 1, 1960 carry-over of 1,313,000,000 bushels was only 18,000,000 larger than on July 1 last year. The supply also included an allowance for imports of about 7,000,000 bushels, mostly of feeding quality wheat and wheat for seed.

The government estimates exports at 550,000,000 bushels compared with 512,000,000 bushels exported in 1959-1960. This would equal the all-time record reached in 1956-1957. The greatest gain will be in sales to the traditional dollar markets of western Europe. Exports under government programs are also expected to be somewhat larger, but the increase likely will be small.

With domestic disappearance expected to total about 610,000,000 bushels or about the same as in 1959-1960, these figures indicate a carry-over on July 1, 1961 of about 1,525,000,000 bushels, an increase of more than 200,000,000 bushels over this year.

### Durum Output Up

Production of durum wheat in the Dakotas, Minnesota and Montana is estimated at 36,200,000 bushels, three-fourths larger than the 20,700,000 bushels in 1959. The indicated yield of 21 bushels per acre is the second highest of record and compares with the record in 1958 of 23.8 bushels and the average of 13.1 bushels.

Harvest operations came to a close during September with final out-turns equalling or exceeding earlier expectations, except in Montana. The North Dakota yield resulted in a good head fill on the late acreage.

Stocks of durum are expected to increase by about 8,000,000 bushels to around 21,000,000 bushels. Commodity Credit Corporation stocks in Minneapolis October 1, 1960 were reported at 7,833,000 bushels with 346,000 elsewhere making a total of 8,179,000 bushels.

### Wheat Team Explores for Markets

A team representing the hard spring wheat producing area of the Northwest made an early December swing of South and Central American countries. The group, sponsored by the North Dakota Wheat Commission and Great Plains Wheat, Inc. attempted to

develop projects in a survey of markets for spring wheat. Particular attention was given to methods of expanding sales of durum wheat and products in the Latin American countries.

The team's itinerary included Guatemala City; San Salvador; Managua, Nicaragua; Panama; Lima, Peru; and Bogota, Columbia.

Members of the team were George A. Wilkens, executive vice-president, Minneapolis Grain Exchange; Art Knorr of Sawyer, North Dakota, member of the Wheat Commission; Walter G. Abrahamsen, North Dakota, representing elevator operators; and Marx Koehnke of Great Plains Wheat, Inc.

### Interest in Cereals

The growing importance of cereal and vegetable foods in the world diet was noted during sessions of the International Congress on Nutrition, recently in Washington, D.C. The Congress was attended by scientists of 85 nations, concerned with feeding the world population now and in the future.

The nutritive value of cereal foods and of immediate interest to scientists and the overpopulated, underdeveloped and underfed nations of Central America, Africa, India, and the Far East.

Research teams from these countries reported investigation devoted to means by which cereal nutrients can be retained during processing, and nutritive value can be enhanced by supplementing with other vegetable foods.

Studies of grain and vegetable food resources are of general interest, in view of a future of increasing population and requirement for food which will necessarily place greater emphasis on cereals as food.

### Import Congestion in Italy

The Southwestern Miller reports Italy having bought substantial amounts of American milling wheats and Canadian durum. The arrival of this wheat in Italian ports has brought about a state of congestion in Genoa and other ports which caused an almost insoluble problem. The docking and storage facilities at the ports were quite unequal to the task of absorbing enormous amounts of grain and oil-seeds which were scheduled for arrival. Discharging delays up to one month were quite frequent.

In the last week of November, Italy bought seven cargoes of Canadian durum following purchases a few weeks before of 80,000 tons, possibly more.

The failure of the 1960 crop of durum wheat in Italy has caused considerable concern at the Ministry of Agriculture in Rome and has led to discussions on the place of Italy's consumption of durum wheat within the framework of the Common Market. The cultivation of durum wheat requires a hot and relatively dry climate and, apart from southern France, where the entire production is absorbed domestically, there is no other source of supply within the Common Market. In years of poor harvests, Italy is always very dependent on North America for durum wheat, and in an affluent society, this dependence is likely to become more emphasized.

France, as well as Italy, has harvested a poor crop of durum wheat in 1960 and has purchased very large quantities in Canada.

### Fall Egg Processing

Production of liquid egg and liquid egg products (ingredients added) during October 1960 was 19,948,000 pounds. This represents a decrease of 11 per cent from October 1959, but is 62 per cent above the 1954-1958 average for the month. The quantities used for immediate consumption and freezing were smaller than a year earlier. The quantity used for drying was larger. Liquid egg used for immediate consumption totaled 1,908,000 pounds, compared with 2,896,000 pounds a year earlier. Liquid egg frozen during October totaled 6,204,000 pounds. This compares with 11,668,000 pounds in October 1959 and is the smallest amount frozen during the month since 1955. Frozen egg stocks decreased 26 million pounds during October, compared with a decrease of 15 million pounds in 1959 and 1954-1958 average decrease of 23 million pounds.

Egg solids production during October totaled 2,785,000 pounds, compared with 2,111,000 pounds in October last year and the 1954-1958 average of 1,169,000 pounds. Current production consisted of 1,302,000 pounds of whole egg solids, 859,000 pounds of albumen solids, and 624,000 pounds of yolk solids. In October 1959, production consisted of 703,000 pounds of whole egg solids, 502,000 pounds of albumen solids, and 806,000 pounds of yolk solids. Most of the production of whole egg solids in October this year and last year was produced under Government contract.

Egg Production—With a completely mechanized slatted-floor egg production system, one man working 50 hours a week can care for 13,500 hens.

### Soup Selling Campaign

The I. J. Grass Noodle Company of Chicago has launched its hard-hitting soup-selling campaign for 1961 via the National Broadcasting radio network.

This huge national program was kicked off September 12 over 189 stations in 46 states and the District of Columbia and will continue telling the Grass story through May 1961. This year's advertising and promotion program is the biggest yet in the company's history—not only in the number of dollars spent, but in its quality and effectiveness, according to Mr. Donald Grass, vice-president in charge of advertising and sales.

Grass has allocated a half-million dollars to promote Mrs. Grass' products from coast to coast this year. The new concentrated radio-selling schedule will pour more Mrs. Grass' advertising into every market every week.

An estimated audience of 15,000,000 radio listeners each week, will hear at least one of Mrs. Grass' "soup operas" which are being aired on such high-rated network shows as: Dave Brinkley's "Emphasis White House"; Morgan Beatty's "Ledger of Life"; Pauline Frederick's "United Nations"; NBC's Foreign Correspondents "The World" show; Robert McCormick's "U.S.A."; Alex Drier's "People"; Wil-

son and Lee Hall's "World Beat," and NBC's famous "News of the World."

The commercials will continue to feature the theme: "Let Mrs. Grass Make the Soup at Your House," which has been so effective during 1960.

The Grass "soup operas" entitled "Soup Can Be Beautiful" are a take-off on the familiar day-time soap opera stories and were created by staff members of Arthur Meyerhoff Associates, Inc., advertising agency for the Grass Company. The "Operas" are presented in a light, humorous vein designed to hold listener attention, and at the same time, tell the product story.

### Marketing By Plan

Getting wider acceptance is the use of the formalized annual marketing plan. Not just a sales forecast, it includes co-ordinated studies of problems, opportunities, forecasts, objectives, strategies, and costs of all marketing elements—sales, distribution, advertising, promotion, and customer service. "There's no substitute for this type of planning, on a product-by-product basis, for getting company-wide teamwork in reaching volume and profit goals," says H. W. Dodenhoff, Product Manager, United States Rubber Company.

### New Product

Noodle-Roni, an eight-ounce package of noodles, cheese, herbs and spices, is being introduced to seven Western states by the Golden Grain Macaroni Company, San Leandro, California. The item will retail from 45 to 49 cents.

### Did You Know

Spaghetti is not a high calorie dish! Enriched spaghetti, a thoroughly nutritious food, according to Dr. C. G. King of the Nutrition Foundation, only contains 72 calories per cup. Add a rich sauce, however, and the calorie count rises. For weight watchers, the best tip is probably to keep the sauce as simple as possible. A tomato sauce is one good idea.

Farm Efficiency—Productivity of the American farm worker is growing more than twice as fast as that of industry. Since 1950, output per man hour in non-agricultural industry has risen two percent a year, while in agriculture the increase was five percent a year.

Wheat Carryover—Only slight increases in the carryover of hard red spring and durum wheat—the two major classes in the Upper Midwest—are forecast. Hard red winter wheat, which represents about 60 percent of the 1960 crop, makes up 80 percent of the carryover.

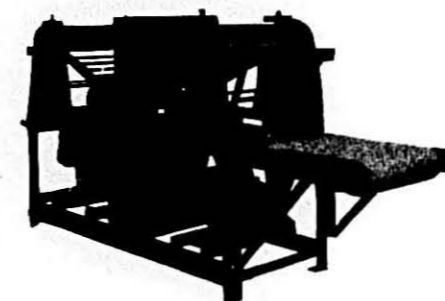
## JACOBS-WINSTON LABORATORIES, Inc.

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—Sesquioxide 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.



Western States Representative for macaroni factory suppliers and repairing specialists for dies and macaroni presses.

Manufacturers of ravioli and tamale machines.

40 Years Experience

*Bianchi's Machine Shop*

221-223 Bay Street, San Francisco 11, Calif.

Telephone Douglas 2-2794

## WAY BACK WHEN

### 40 Years Ago

New Year views were expressed by leading manufacturers:

- George J. McGee of the West Philadelphia Macaroni Manufacturing Company said it was absolutely necessary that every American manufacturer take an active part in getting a sufficient duty on imported goods to protect their own industry.
- Stabilized prices were called for by Peter Spira of the Milwaukee Macaroni Company. "You can't get all of the business by cutting prices," he said. "In cases where manufacturers are overstocked, I would suggest a shut-down until the surplus is disposed of."
- "The small manufacturer will have all the best of it for the next few years," was the opinion of John Mercurio of St. Louis. "The large manufacturer with his over-production, weighty overhead, heavy selling cost and mounting freight rates, will find his troubles multiplying."
- "If the macaroni industry of America is to grow, the consumption of macaroni must be increased. The best way to accomplish this," said H. H. Beachley, advertising manager of Gooch Food Products Company, "is to teach Americans more attractive ways of preparing it for the table."
- "Success lies fundamentally in scientific management, insuring competent and contented workers and cutting costs. Keeping up quality should be the principal idea of each manufacturer," observed Max Abramchik, of San Antonio, Texas.
- "A campaign by macaroni manufacturers all over the country should be separately organized in each state. Real accomplishment is always preceded by combined effort and intelligent planning. The general who wins a great campaign is the one who has accurate maps of the country."

### 30 Years Ago

More views of manufacturers:

- "With so many people watching their food budget very closely this year, we believe there should be an increase in the sale of macaroni products. We are telling our salesmen that there is no food on the market whose food value is greater and costs less than macaroni."—J. Harry Diamond, Gooch Food Products Company.
- "Price quotations have been ridiculous in many instances, a condition that can be relieved only by proper coordination with the national macaroni advertising campaign and the in-

stallation of the practical uniform cost and accounting system now offered the industry," said A. Irving Grass of the I. J. Grass Noodle Company.

- "The macaroni business is going to be just as good in 1931 as the industry as a whole is willing to make it," said Frank J. Tharinger of the Tharinger Macaroni Company. He called for better quality and reasonable prices.
- Carl B. Schmidt of the Crescent Macaroni & Cracker Company called for "constant, continuous reduction of conversion costs—and converting good semolina into good macaroni is the way to progress. Plans must include advertising and a fair profit necessary to keep the macaroni industry on a par with other industries, or we give other industries our portion of the consumer dollar regardless of our price to the consumer."
- "Let's quit harping on depression and hard times—let's talk better times. The prosperity of our industry and the success of our individual efforts all hinge on our willingness to play ball with one another and a spirit of fairness."—Walter F. Villaume, Minnesota Macaroni Company.

### 20 Years Ago

- On to Chicago! Fifty thousand representatives of the grocery trade were meeting in various industry conferences and at the National Canners Association Convention.
- An all-day macaroni meeting was scheduled on January 20 to consider the new Government ruling on package sizes and fill, the practicability of improving products through the addition of vitamins, and of increasing a wider market for finished products by consumers awaiting to be educated as to the merits of macaroni products.
- A new automatic spreading device designed by the Consolidated Macaroni Machinery Corporation of Brooklyn for attachment to regular macaroni presses was proving quite popular with many installations made and scheduled in the East.
- An automatic press made by Buhler Brothers in Switzerland had to be crated and sent to France before going to Spain for shipment to the Quality Macaroni Company in St. Paul. The ship upon which it was loaded went through mined waters and risked meeting dive bombers during the crossing. The war risk insurance premium was \$3,000.
- Macaroni jewelry was being made by the students of the Ocean View School in San Diego.

### CLASSIFIED ADVERTISING RATES

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

FOR SALE—Buhler Press, like new. Box 175, Macaroni Journal, Palatine, Ill.

WANTED—Chemicals for destroying insects and attaining transparency in macaroni by batch mixing system. Write Box 174, Macaroni Journal, Palatine, Illinois.

### Editorial Note:

Just so there is no misunderstanding—we cautioned the manufacturer that this ad would not bring the results expected, but things may be different in his country.

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### 10 Years Ago

- A marketing round-table was scheduled for the Hotel Flamingo, Miami Beach, Florida, January 23-24-25.
- General Mills was promoting The Easy Threesome: quick one-dish Lenten meals with spaghetti and perch fillets, egg noodle omelet, and macaroni saute, a new dish requiring no pre-cooking.
- An industry meeting was held at Lakota, North Dakota, December 5, 1950, to bring about a better understanding between durum wheat growers and the processors of their grain.
- C. L. Norris commented on the housewife's control through her purchases.
- Ross McCrea commented on quality considerations employed by the grain buyer for a milling company.
- Paul Abrahamson discussed the cause of starchy kernels in durum wheat.
- Victor Sturlaugson made observations on stem rust 15-B which affected all wheat in the area.

THE MACARONI JOURNAL

## Important News from **BUHLER**

### THE BUHLER CORPORATION

4207 NICOLLET AVENUE, MINNEAPOLIS 9, MINNESOTA • PHONE: TAYLOR 5-6848

100 YEARS  
**BUHLER**  
 BBBBB

January 1, 1961

As **BUHLER** continues to grow, we are able to expand the services we can offer our customers.

We are therefore pleased to announce the newest step in our growth: consolidation of Buhler Brothers, Inc., (USA) with Buhler Mill Engineering Co. of Minneapolis, Minn.

Effective December 31, these joined to form **THE BUHLER CORPORATION** with headquarters at 4207 Nicollet Avenue, Minneapolis. The New York City branch is located at 230 Park Ave. Sales and service representatives are now located in Buffalo, Chicago, Kansas City, New Orleans, Denton, Texas, Seattle, San Francisco, and Los Angeles.

Mr. William Berger will continue as head of the Macaroni Machinery Division. The same Buhler representatives will continue to serve you and all present contracts and obligations will be assumed automatically by the new Company on January 1. But behind these men whom you've come to know, will be an ever larger staff of engineers and specialists available to serve your needs.

We also take this opportunity to wish all our friends a successful and prosperous New Year. With 100 years of service to industry behind us, we and our enlarged staff hope we may contribute to that success in the year ahead.

Very truly yours,

THE BUHLER CORPORATION

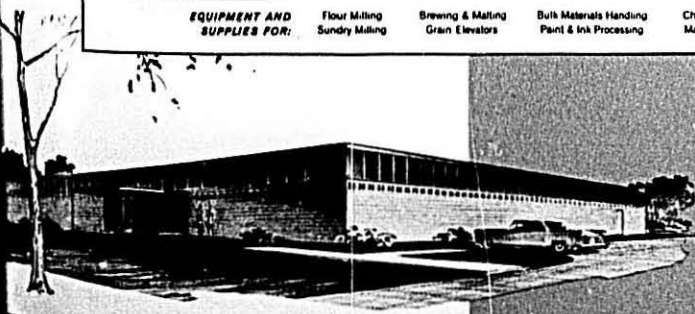
*W. R. Moor*  
 C. R. Moor

**BUHLER**

EQUIPMENT AND SUPPLIES FOR: Flour Milling Sundry Milling Brewing & Malting Grain Elevators Bulk Materials Handling Paint & Ink Processing Chocolate Processing Macaroni Processing Die Casting Plastic Injection Moulding

100 YEARS  
**BUHLER**  
 BBBBB

NEW HOME OF  
**The BUHLER Corporation**  
 Scheduled for completion on May 1, this modern office and engineering building at 8925 Wyzala Boulevard, Minneapolis, Minnesota, will be the new headquarters for The Buhler Corporation.





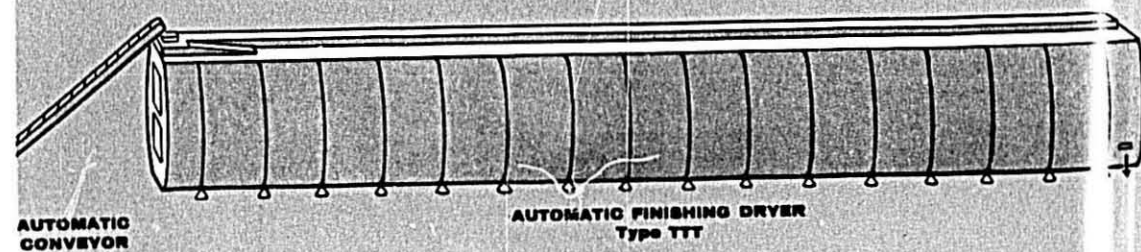
# production lines

## Flexible...to fit your available floor space

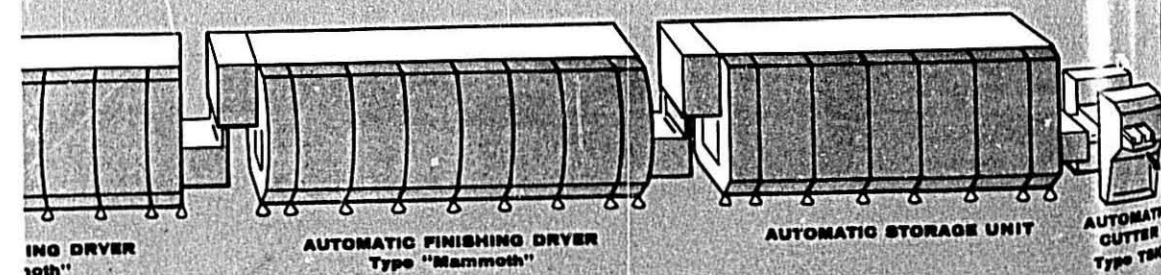
Typical BUHLER bulk handling and both long and short goods production lines are shown on these pages. In actual practice, however, the bulk handling system is engineered to fit your existing facilities and the Press, Spreader, Pre-dryer, Finishing Dryer, Automatic Storage, and Cutter need not be installed end-to-end. Thus, if your present floor space in your present building does not lend itself to such a plan, it's possible to arrange the various units side-by-side or on different floors.

Your nearest BUHLER representative can give you valuable assistance in reducing your production costs through plant modernization. His address is shown on the following page. *Call him today!*

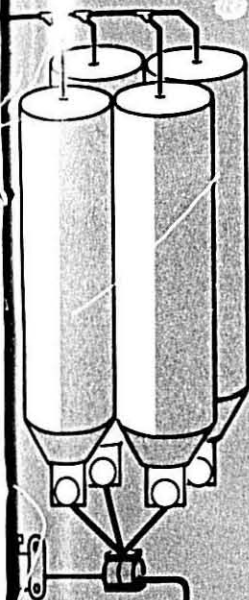
capacities up to 1500 pounds per hour



capacities up to 1500 pounds per hour



Unloading, storage, transfer, and rebotting



# BUHLER automatic

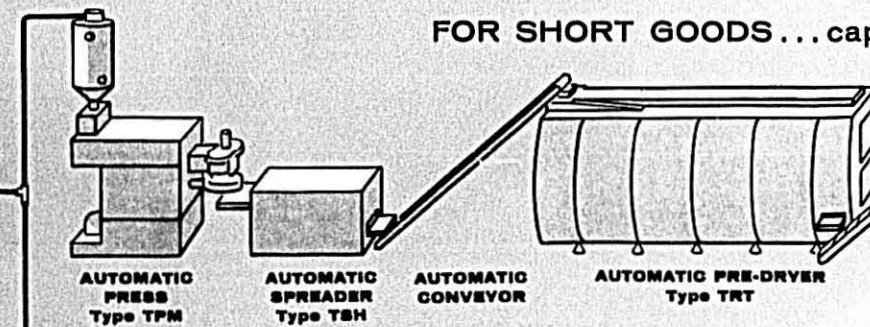
## Continuous operation . . . 24 hours a day

Here are modern production methods at their best . . . truly *automatic* and *continuous* production lines that operate 24 hours a day. And at the same time, they also provide automatic storage for long goods so you can do all packaging during the daytime shift.

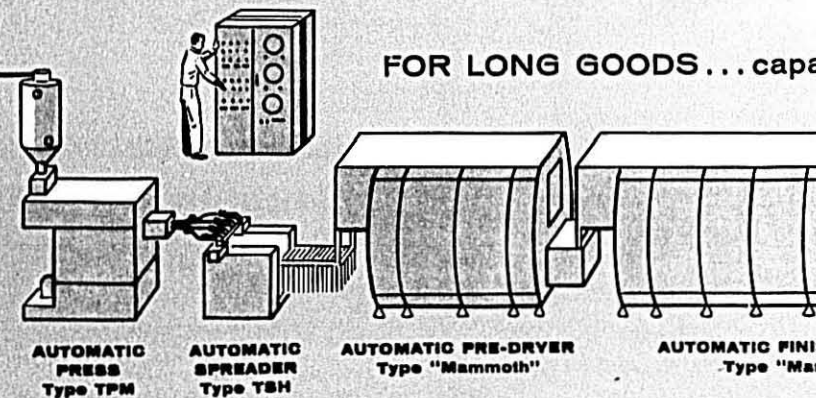
From the truck or car which delivers the raw material to discharge of the finished product, each step is carried out by modern equipment designed to produce the best possible product in the most economical possible manner.

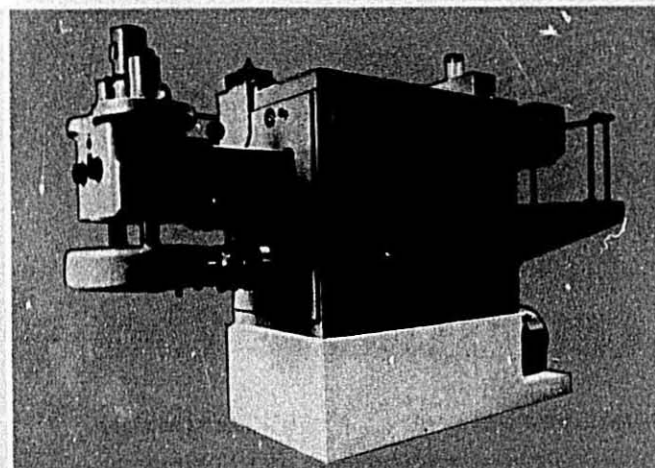
Whether you manufacture long or short goods, you will be pleased to discover the savings which a modern, automatic all-BUHLER production line can offer you.

FOR SHORT GOODS . . . capacities

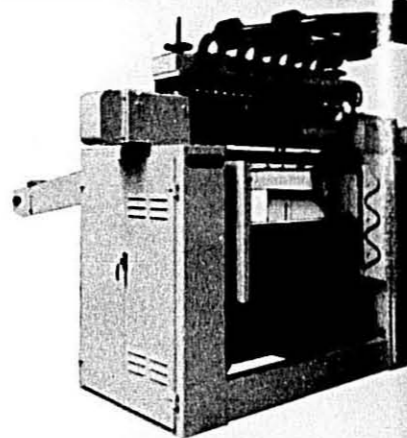


FOR LONG GOODS . . . capacities

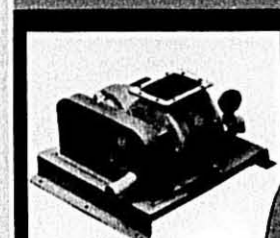




**PRESS** for Short and Long Goods (Type TP2) are equipped with a new vacuum system and a forced feed of the main screw. Floor feeder is synchronized with a water measuring device to guarantee uniformity of mix.

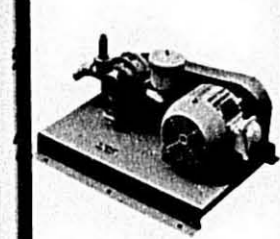


**AUTOMATIC SPREADER** (Type TSH) has water with 8 inlets to produce a perfect extrusion pattern. It is unlocked by manually turning two hand wheels.

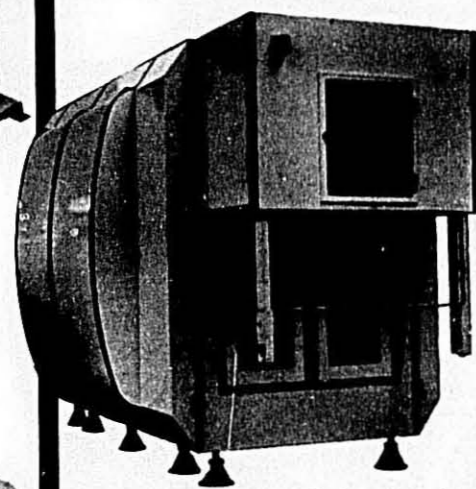


Fluidlift actuator

Machinery and equipment and complete engineering service for bulk storage and handling systems.

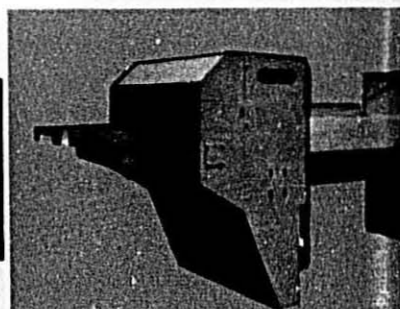


Fluidlift blower unit

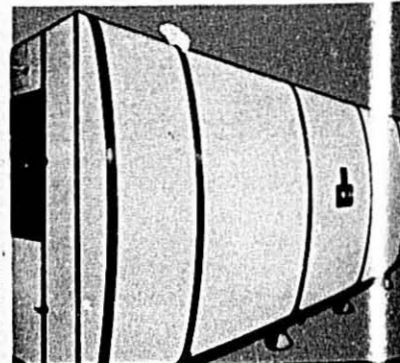


**PRE-DRYER and FINISHING DRYER** for Long Goods designed to produce automatically, with almost no supervision, a first class product and to yield an optimum color effect. Sanitary construction with swing-out panels, better insulation and new positively controlled stick transfer are the features of this new and unique machine.

**PRE-DRYER and FINISHING DRYER** for Short Goods and Noodles. Automatically, with almost no supervision, these dryers produce a first class product with optimum color effect. Sanitary construction, swing-out panels, better insulation and new S-Element drying conveyors are features no other make can offer.



**AUTOMATIC CUTTER** (Type TSK) strips and cuts today's production in one shift. Cuts cleaner than any other cutter. Automatic feed from automatic storage or manual feed from truck unloading.



## Complete Macaroni plants by **BUHLER**

**THE BUHLER CORPORATION**, 4207 Nicollet Avenue, Minneapolis 9, Minnesota  
Buhler Brothers (Canada) Ltd. 24 King St. W. Toronto 1, Ontario, EMpire 2-2575

Sales Office: **NEW YORK CITY**—Grand Central Building, 230 Park Avenue

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**EMIL KLIEBENSCHAEDEL**, 8740 Newton Dr., Overland Park, Kan. (NI 8-2403)  
**ARTHUR KUNZ**, 10200 Pressburg St., New Orleans, La. (CH 2-4139)  
**ALFRED HORST**, 1114 Edinburg Lane, Denton, Texas (DU 2-3204)  
**HANS ZODG**, 1715 Juarez Avenue, Los Altos, California (YO 7-5556)  
**E. C. MAHER CO.**, 1248 Wholesale St., Los Angeles, California (MA 7-3909)  
**BEN BORG**, 8056 Sunnydale Avenue, Seattle 3, Washington (LA 2-5418)

