

**THE
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JOURNAL**

**Volume 45
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May, 1963

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION

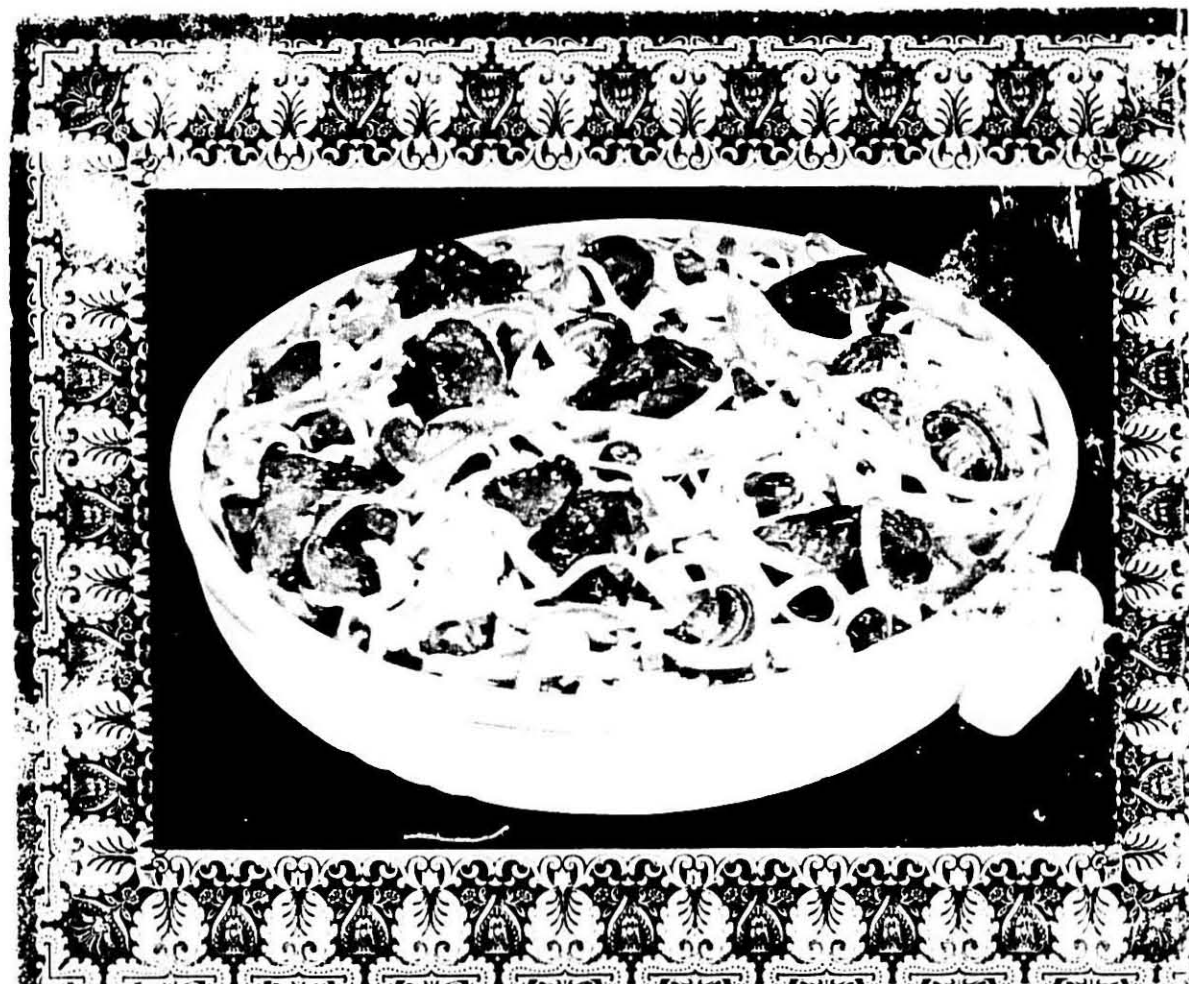


MAY, 1963

World Report

Foreign Foods
Find Favor





THERE'S MORE TO A PACKAGE THAN A PRETTY PICTURE

fully calculated components
A pretty picture actuate a
Rossotti package to promote, to
convince and to sell. Tested legi-
slightly for instance. It makes for
package recognition and re-
...when typography pleases the eye and attracts
attention to the thought, not the type. Controlled contrast
the use of color...with the appropriate juxtaposition of
and product identification for planned emphasis.

How does this win sales for you?
The Rossotti packaging team
blends...and other confor-
...of merchandising...
design with the most modern fa-
cilities for pretty-picture produc-
tion. It's a professional packaging team backed up by a total
marketing approach. And it is guided by a management who
cares about you and your selling problems. That's why mod-
ern marketers of consumer goods know that Rossotti delivers.

BETTER MERCHANDISING THROUGH PACKAGING

(Call today for samples of pretty pictures plus!)

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The Macaroni Journal

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Cover Photo

Vicki Landon enjoys spaghetti.

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MAY, 1963

WORLD REPORT



Palo Agnesi & Figli, Imperia-Orneglia, Italy.

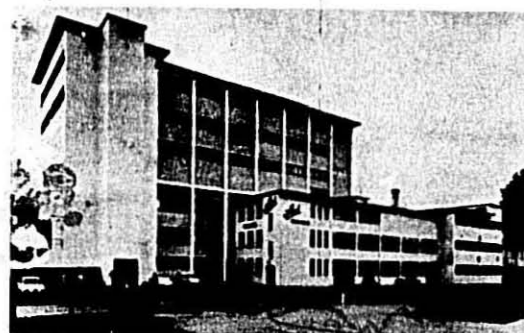
ITALY, cradle of the spaghetti dinner, is enjoying increased sales of macaroni foods. In the opinion of one large manufacturer, only a slight increase can be expected in the future "because we are getting near the saturation point."

It is estimated that there are possibly some 1,000 plants in Italy, producing 1,390,000 metric tons of products a year. The most popular unit of sale is the 500 gram (1.1 pound) cardboard package which retails for 120 lira, or 20 cents in the United States equivalent.

Old-timers lament the fact that quality durum such as Tangarog is scarce and dear.

Switzerland

In Switzerland, where consumption is second only to the Italians, there



New plant of Adolf Montag AG, Islikon, Switzerland.

has been a sales recession due to the enormous quantities of macaroni bought by the trade in the fall of 1961 prior to the sharp increase in prices caused by the durum shortage. While prices have been declining with the return of more plentiful supplies of raw materials, the future prospects are only considered fair.

Forty-six plants in Switzerland produce about 50,000 metric tons for the bustling country of about 5,000,000 souls.

Germany

In Germany, where approximately 150 plants produce 100,000 metric tons of macaroni products, business has been steady to slightly up. Manufacturers report there are more problems than in previous years, such as the effects of the Common Market, the



Plant of Scolari, Ltd., Derendingen, Switzerland.

wide range of prices on raw materials, and keener competition. It is noted that smaller manufacturers have been granting higher discounts to wholesalers, and there have been changes in wholesaling to cash-and-carry with discounting on the increase.

German products are generally made with eggs. Retail prices of goods made with fresh eggs in 250 gram packages sell for 90 Deutsche marks, while those made with dried eggs sell for 65 DM.

France

France is normally self-sufficient in grain production, but the French durum crop consistently fails to meet demand. Before World War I French durum production was practically nil. Now it amounts to about one-third of requirements, the balance obtained by imports largely from North Africa. With the durum shortage in North Africa last year, France turned to Canada and acquired some United States durum. Now with the government out of the purchasing picture, private interests are supplementing domestic production with some imports from Canada.

The trend toward macaroni consumption is upward and runs around six kilograms per year (14 pounds). The Pasta Millers Association is conducting industry promotion to keep the trend upward.

Diets are different in France and they are undergoing considerable change. Frenchmen today eat fewer potatoes and less bread than they used to consume, but bread consumption is almost three times that of the United States while potato consumption is half again as large. The French eat less fresh fruit and vegetables than Americans, somewhat less meat, and about half the poultry. They eat more fish, much more cheese and

butter, but use milk primarily in cooking.

The new era French are drinking more fruit juices and soft drinks, while the government campaigns to reduce their consumption of aperitifs and hard liquor. Still wine consumption is 140 quarts per person, while it is only 3.6 in the United States.

The French eat well and make dinner an occasion lasting from one to two-and-a-half hours. It is a time not only for savoring good food and wine but for good talk and sociability. There is no such thing as a TV dinner in France.

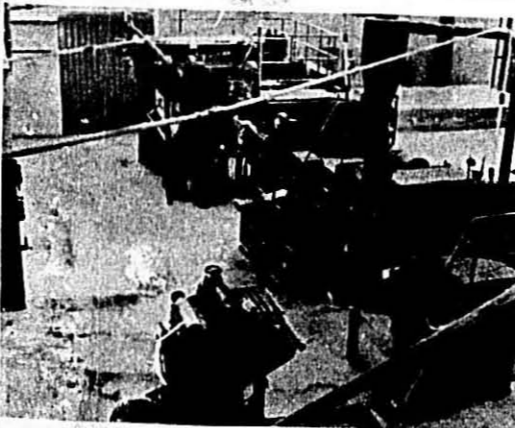
England

Across the channel, things are a bit uncertain in England because of the Common Market. Prospects for macaroni sales are encouraging if the industry persuades a greater number of the working class to eat pasta products and persuades consumers to serve macaroni in a variety of ways. Related item selling is being advertised in quick and convenient combinations. Both durum semolina and Manitoba Hard Red Spring Wheat are used in manufacture. With the price spread narrowing between the two, more semolina will be used.

North

In Norway, the per capita consumption of macaroni products is very low, but it is believed that there are fair chances for considerable increase in the next five to 10 years. Two plants are producing an estimated 1,700 tons annually.

Noodles, one inch in length, make up some 60 per cent of the market, while 10-inch lengths of spaghetti are also very popular. Most of this is packaged in cartons, but flexible packaging is increasing in popularity.



Modern macaroni making equipment and modern housing for offices and plant at Doria, Bogota, Columbia.



Hangan Keksi Oy, at Fayserville, near Helsinki, Finland.

The major problem at the moment is low per capita consumption, but the Common Market will increase competition from foreign manufacturers. In order to keep abreast of this competition, Ditlef Martens A/S is constructing an ultramodern macaroni plant due to be ready for operation during the summer of 1963.

It is reported that consumption is low in Finland due to the high price made necessary by imported durum wheat. Six plants produce about 4,500 metric tons annually.

South

Cia. Molinos y Fideos Carozzi in Chile reports an upward sales trend. They have constructed a second plant to meet increased demand from an expanding population.

Because they must purchase their entire year's requirements of durum wheat at the beginning of the year, they need unusually large amounts of working capital. They must also warehouse this wheat and mill it for their own use.

In Colombia approximately 50 plants produce 24,000 metric tons annually. Spaghetti and fideos are the most popular items. They are made from granulated flour of United States hard winter wheat. Importing raw materials is the greatest problem, as Colombian wheat is not suitable for producing the best macaroni products.

Finished goods are packed in cellophane in packages of 90 and 125 grams sold at 30 and 42 cents, Colombian currency. The United States equivalent would be three and 4.2 cents.

The 20 macaroni manufacturers in Australia are enjoying fairly steady business which should expand gradually. Production is estimated between 20,000 and 25,000 tons per year, equally divided between short cuts and long goods.

Prime raw material is granulated hard wheat, and the shortage of semolina is considered a major problem. Despite increasing costs of distribution, price cutting has kept profits down and curtailed advertising. With a better return that would have a margin for better promotion, consumption could be doubled in ten years, says one reporter.

Japanese Noodle Makers Organize

An organization to promote the use of United States wheat in noodle manufacturing in Japan and to implement management and production improvement programs in that country's noodle industry has been formed by 45 of Japan's largest noodle manufacturers. The group has taken the name All-Japan Noodle Manufacturers' Association.

(Continued on page 6)





Quality control laboratory at Carozzi, Quilpué, Chile.



Carozzi packaging line.

Japanese Noodle Assn.—

(Continued from page 5)

sociation, the Foreign Agricultural Service said.

The decision to organize the association came after the interested companies had observed the success of training seminars conducted by the Wheat Associates U.S.A. in Japan in the last two years. Wheat Associates U.S.A., sponsored by Western Wheat Associates and Great Plains Wheat, Inc., promotes the use of United States flour and wheat, in addition to instructing noodle makers on the best ways to utilize wheat.

Happy Birthday

At a retreat in suburban Taipei, the Republic of China's venerable President Chiang Kai-shek passed his seventy-fifth birthday in quiet seclusion. The still spry Gimo requested that there be no public celebrations, but 30,000 Formosans jammed into the Presidential Mansion grounds to sign traditional congratulatory scrolls; across the island there were youth rallies, mass choral concerts and, with an eye to the Reds across the strait, mass bayonet exercises. In lieu of birthday cake, all the guests at restaurants, public luncheons and dinner parties were served long, flat noodles, a Chinese symbol of longevity.

Monsignor Romaniello Writes

The Noodle Priest of Hong Kong writes that he holds with the philosopher who said: "He who believes life to be excellent is the one who alters it most." In our gullibility, we have the aim to alter life for the hungry man with noodles.

A Word

We're happy to introduce the noodle-maker. His name is Giovanni. He is inclined to be portly but keeps him-

self within the circular lines prescribed by physicians for good health in using his chop-sticks with moderation. He is bald on top with gray hair which persists in growing around his ears. He looks around him through spectacles. We are confident that he qualifies for his position. He first saw noodles hanging in the streets of Naples. In the United States on severe cold days, instead of playing on the street, he sat by the kitchen stove, and watched his mother roll out noodles.

Later in life when he lived in China, he learned that noodles originated there, and that Marco Polo brought them to Italy. In the course of years, he has eaten his way through thousands of plates of noodles. Smiling, he has often said that he attributes his happiness to eating noodles, because he believes in the proverb of the Orient—"The stomach is the seat of wisdom." In Hong Kong, he is the originator of Millions of Noodles for Millions of hungry people.



Monsignor John Romaniello

Hunger

We've had a note from Giovanni. He writes: "I was strolling down the street the other day, when I noticed a corpulent gentleman standing at a crossing waiting for the red light to turn green. He was looking up at a poster on the wall painted in black and white, and he read aloud: 'Freedom From Hunger Week—March 17-23.' Turning to me the corpulent gentleman commented: 'I've to curb my appetite, eat tasteless low calorie lunches, refrain from nibbling between meals in an effort to reduce my rotundity.' "Shaking his head, and rolling his eyes up at me, he wistfully added: 'And I'm not doing too well.' He continued, 'Others have to fight to eat to keep alive. It's absurd; it doesn't make sense.' 'Yes,' I replied: 'too many people die too soon because of hunger.' "The light changed, and we moved on. Going my way, I felt happy inside, and expanding my chest I felt a glow of satisfaction because I was involved with the Best Thing In Town—making noodles for hungry refugees."

With Giovanni, we're delighted too. In our fight against hunger at least one million and a half worthy refugees every month have a large dish of tasty noodles made from flour donated by the people of the United States.

On the Avenue

We observed a Chinese boy bundled in a blue padded coat against the cold weather. He was squatted over a clay stove blowing air into a bamboo tube to force several pieces of charcoal to glow in preparation for cooking. At his side there was a brown paper bag with noodles sticking out. We were happy. On the bag in big black letters we saw: "Donated by the People of the United States." Nearby, his mother was in front of her stand selling glass trinkets and safety pins. As we passed by, his father had just returned from:

(Continued on page 34)

Here is the
semolina
you've wanted
from **AMBER**



by Gene Kuhn
Manager:
AMBER MILLING DIVISION

Yes, the *finest* of the big durum crop is delivered to our affiliated elevators.

And only the *finest* durum goes into Amber Venezia No. 1 Semolina and Imperia Durum Granular.

We make Amber for discriminating macaroni manufacturers who put "quality first" and who are being rewarded with a larger and larger share of market.

These macaroni manufacturers tell us the consistent Amber color, uniform quality and granulation improve quality and cut production costs at the same time. Amber's "on time" delivery of every order helps too!

A phone call today will insure the delivery you want for Amber Venezia No. 1 and Imperia Durum Granular.

Be sure . . . specify Amber!



AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.

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SCENIC MACKINAC

WHEN you first see this island, you stare—long and hard. When you leave, you stare again—a little longer and a little harder, and rather sadly because you are leaving.

Mackinac Island, nearly swallowed by the waters between Lake Michigan and Lake Huron, is like a good friend. It accepts you; it pleases you; it asks little of you. And like a good friend, there's not another like it.

There are no cars there. Well, just one. It's an ambulance. But chances are you won't see that. You will see horses and bicycles and carriages and buggies. But cars have been banned almost since the day they were first built.

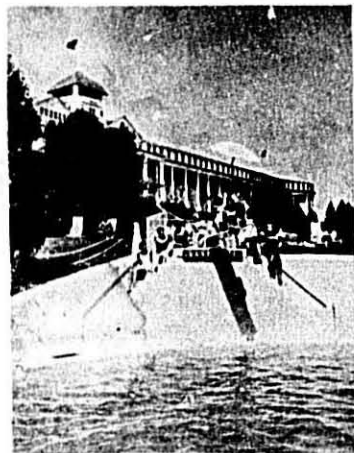
And you will breathe fresh, clean air. And there won't be any mosquitoes to bite you. And you will see amazingly clear waters.

There will be long walks, short walks, bicycle rides, carriage and buggy rides, through the town and through the woods. You will smell that unique Mackinac Island chocolate fudge as you walk along Main Street that should be renamed Fudge Street. There will be the houses of millionaires past and millionaires present.

And, of course, there will be the Grand Hotel, site of the Fifty-Ninth Annual Meeting of the National Macaroni Manufacturers Association, July 28-31, 1963.

Historic Spot

Mackinac Island, in the Straits of Mackinac, around 1800 was the site of Fort Mackinac, fur trading center of the world, but frozen in by 15-foot thick ice during the wintertime. To-



Around the diving board at the Grand Hotel pool.



Grand Hotel, scene of the 59th Annual Meeting, NMMA.

day, it is almost the same, except that tourists march through the fort and the fur trade is gone.

The island is 400 miles from Chicago as the crow flies; some 500 miles as the motorist drives. If you are motoring to Mackinac, you can park your car in either indoor garages or outdoor lots at Mackinaw City or St. Ignace across the straits. If traveling by bus, Greyhound Lines serves both Mackinaw City and St. Ignace.

Ferry boat transportation to the island from both Mackinaw City on the lower peninsula and St. Ignace on the upper peninsula is convenient, with ferries leaving at frequent intervals from 9:00 a.m. until about 7:00 or 8:00 p.m. The trip to the island takes 45 minutes.

Gracious Grand

As you approach Mackinac, you see the rock-lined shore, the 20-room "cottages," the Grand Hotel. You can't miss the Grand Hotel, the biggest building and finest hotel on the island. The Grand Hotel, from the unchanged past, dominates this unchanged island. It is and probably will always be the only hotel of its kind. Today, the expense of building a hotel similar to this 75-year-old queen would be prohibitive.

The hotel is the great landmark of the island with its 800-foot-long porch (longest in the world) flanked on one side by colonial pillars along its entire length. And from this porch you see the Mackinac Bridge, one hundred million dollars in steel and concrete, five miles long, spanning the strait. It seems almost incongruous so near this island of the horse and buggy and virgin woods. But at sunset and at night, it becomes an unforgettable sight.

In the hotel, you find the service, the food, the quarters, all retain a

Nineteenth Century elegance that today is a rare treat. Recent renovations have brought modern conveniences to the hotel without marring its elegance.

If you cycle, on a tandem or bicycle, try it once from the hotel. If you are hefty enough, you can coast downhill and right into town, more than a mile away. Or you can cycle around the island. It is only nine miles. You can stop any time and beachcomb, drink from clear forest streams, or take a path through the woods and up a hill to just plain look and admire.

Visit the Fort

You will want to visit old Fort Mackinac, the oldest standing military fortification in the United States, standing high on a cliff overlooking the small harbor where you will come ashore. The fort was British-held twice, first just before we won our independence, and again during the War of 1812. In the fort, much of the life of a nineteenth century soldier has been recreated, maybe too realistically. Keep a close eye on some of the mannequins. Their heads and eyes move.

And don't miss the carriage ride that takes you past the beautiful private island homes and grounds, Arch and Sugar Loaf Rocks, and Fort Holmes originally built by the British after capture of Fort Mackinac in the War of 1812.

All this, and more, is historic Mackinac. It's all a little different. It's all Mackinac Island.

As the desire of well-being is universal, as fortunes are slender or fluctuating, as everyone wants either to increase his own resources or to provide fresh ones for his progeny, men clearly see that it is profit that, if not wholly, at least partially, leads them to work.—Alexis De Tocqueville

There is something special about Macaroni products made from

King Midas

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

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too.

They meet all the requirements of big-family budgets to the most exacting taste of the gourmet.

To obtain that "something special" in your products use the finest—use King Midas.



King Midas DURUM PRODUCTS
Peavey Company • Minneapolis 15, Minnesota

FLOUR MILLS

DECEPTIVE LEGISLATION

FOOD industry packaging is faced with the acute danger of becoming "identical peas in a promulgated pod," package designer Robert Sidney Dickens recently told the Food Packaging Council.

Dickens, head of Dickens, Inc., spoke before the group's annual symposium in the Pick-Congress hotel, on "Deceptive Legislation," commenting on what might happen to packaging under Sen. Hart's "truth in packaging" bill now before Congress.

In his talk he pointed out that while serving as national president of the Package Designers' Council, he had testified in early Senate committee hearings offering 10 points to serve as industry guide lines. He said:

"If you remember what originally had been announced as hearings into labeling practices soon mushroomed in the press as 'deceptive packaging.' News media had a field day along with a number of highly extroverted witnesses who appeared on behalf of the American Consumer. The wailing wall for this latter group was never without a line. Since that time the packaging industry from the processor to the supplier, designer, retailer, has been on the defensive. We still are.

Originally Labeled

"The original Hart Bill, submitted to Congress last year was tabled. Again this year it was thrown into the hopper. Originally it was divided into two parts, permissive and mandatory. In its new form it is entirely mandatory. It's quite obvious that almost every group who brought pressure to bear in the hearings received attention — with the exception of the manufacturer. He has evidently been talking in some sort of dead or undiscovered language."

Dickens brought out points visually through the use of colored slides showing products: (a) as they exist in the market; (b) as they might look if changed, according to what industry originally thought was the legislation's intent; (c) as packages might look if the intent were misinterpreted by the federal authorities involved.

Pictorial Matter

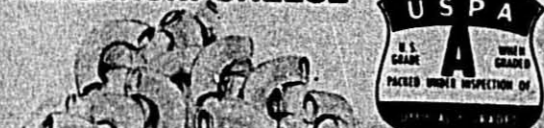
In one section of the bill governing pictorial matter on the package, for instance, his first slide showed a blueberry muffin mix as it is sold today. He then stated:

"Now let's assume, personally rather than actually, that perhaps too many blueberries were shown. To be on the safe side our illustration (second slide)

(SEE BACK FOR BRAND)

NET WEIGHT 16 OZ.

MACARONI-CHEESE



SEE BACK FOR OFFICIAL SERVINGS



NONFAT DRY MILK ADDED

Ingredients: Pork, Water, Macaroni, Nonfat Dry Milk, Pasteurized Process Cheese Spread, Sweet Red Peppers, Salt, Flavoring, Dextrose, Monosodium Glutamate, Sodium Erythorbate, Sodium Nonfat Dry Milk, Salt, Dextrose, Flavoring, Sodium Erythorbate, Sweet Red Peppers, Salt, Flavoring, Arrowroot Starch, Mono Water, Beef, Nonfat Dry Milk, Salt, Dextrose, Monosodium Sodium Erythorbate, Sodium Nitrate, Sodium Nitrite.

1970's Package? Could be, according to package designer Robert Sidney Dickens, Chicago, Illinois. He spoke before the Food Packaging Council's annual symposium on the "truth in packaging" bill currently before Congress. If the law is passed—and misinterpreted—the housewife in 1970 might find the supermarket loaded with this type of package.

has 60 per cent fewer than the first slide. This may not be enough. A government packaging expert might say: "there are no muffins in that box, just a mix. You must be Simon pure in your pictorial." Then we come out with a really truthful package."

His truthful package showed a large pile of cake flour and a small mound of blueberries. He commented:

"Advocates of the Hart legislation might vehemently deny that this type of thing could happen. Yet it would be entirely dependent on the decision of that all powerful 'promulgating' authority. And this type of illustration censoriously could cause serious harm to food store sales. Why? Designers, manufacturers have intentionally built appetite appeal into thousands of packages. They know that under today's

On Servings

Touching on another section of the legislation dealing with average servings he showed present packages with copy stating boxes held four-six servings. Dickens then showed a second box which might qualify under the

(Continued on page 12)

THE MACARONI JOURNAL

MACARONI USA

Betty Crocker Presents
Western
Spaghetti Barbecue

A hearty inspiration of the
Southwest — tasty and roasty



WESTERN SPAGHETTI BARBECUE

Western Barbecue Sauce (recipe below)	1/4 cup water
1 1/2 lb. ground beef	1/4 cup chopped onion
1 1/2 tsp. salt	1 pkg. (12 to 16 oz.) spaghetti
1/4 tsp. pepper	6 green peppers

Prepare Western Barbecue Sauce (this may be made ahead and refrigerated). Make hamburgers: toss ground beef, salt, pepper, water and onion together lightly with a fork. Divide and form into 6 thick patties. Handle as little as possible. Arrange patties on cold broiler pan or on outdoor grill. Brush patties with Western Barbecue Sauce. Broil 3' from heat, turning once. Brush again with sauce. Do not flatten. Allow 5 to 8 min. cooking per side. While hamburgers are broiling, cook spaghetti and green peppers.

Cook spaghetti following manufacturers' directions. Drain, and dot with butter. Place immediately into cooked green pepper shells.

To prepare green peppers: wash and slit in half lengthwise. Remove seeds, stems and ribs. Cook in boiling water 4 to 5 min., until just fork tender. Serve spaghetti stuffed peppers and broiled hamburgers with Western Barbecue Sauce. 6 servings.

WESTERN BARBECUE SAUCE

2 tbsp. fat	1/4 tsp. dry mustard
1/4 cup chopped onion	2 tbsp. brown sugar
1 clove garlic, minced	1 tsp. chili powder
1 can (7 oz.) mushrooms, sliced (reserve liquid)	1 tsp. barbecue spice
3 8-oz. cans tomato sauce	1/4 tsp. salt
mushroom liquor and water to make 1/2 cup	1/4 tsp. pepper
1 cup diced green pepper (1 med. pepper)	dash of Tabasco
	1/4 cup grated Cheddar cheese

Sauté onion, garlic and mushrooms in hot fat until onion is transparent. Add rest of ingredients—except grated cheese and simmer 20 min. Stir in cheese until melted.

Success tips:

1. Spaghetti is best when slightly chewy, do not overcook. Cook just before serving.
2. If necessary a little sauce may be spooned over spaghetti in green pepper shells and placed in pan to be kept warm (not under broiler).

A spicy main dish with spaghetti served in green pepper shells flanked by broiled hamburgers and hot barbecue sauce

General Mills and Betty Crocker proudly offer you and your customers a robust dish from another section of America. This time it's Western Spaghetti Barbecue from the heart of the Southwest. We offer you this delicious recipe only after exacting taste-tests in our Betty Crocker Kitchens and in typical homes in the Southwest. We're certain this will prove that your customers can increase their enjoyment of your products easily, imaginatively, deliciously!

As a leading producer of the finest Semolina and Durum flours, we are happy to serve the macaroni industry. Look for more Betty Crocker recipes in our MACARONI U.S.A. program to help you increase profits through the broadened use of your products.

For more information on this new Betty Crocker recipe program, ask your Durum Sales representative or write . . .

DURUM SALES
MINNEAPOLIS 26, MINNESOTA



Deceptive Legislation—

(Continued from page 10)

original imagined intent of the law through copy stating "serves four—by industry standards." He asked:

"Yet again, is this going to be enough for authorities sitting in judgment. Truth may be interpreted to be supreme only if you have a package that instead of a number of servings, the phrase states, 'see back for number of servings.' And on the back:

'If you are a thin family of four with an aggregate weight of no more than 300 pounds — and the head of the house works in an office — this package will provide four servings.' Or . . .

'If you are a medium family of four with an aggregate weight of no more than 450 pounds and the head of the family works as a laborer, this will serve three persons (if the husband is a white collar worker, three and one-half).' Or . . .

'If you are a fat family of four with an aggregate weight of more than 800 pounds—this box must be considered as serving one or hors d'oeuvres for two.'"

In summation Dickens outlined the roads a manufacturer might take if the legislation was passed as:

"He can say 'to hell with it' and just go out of business, go into government work. He can say 'to hell with it' ignore the legislation and go to jail. Or he can quietly and meekly go along with the provisions—if they are passed—and stay in business. The housewife may not be too happy. For millions of dollars must be spent to create new, accepted packages—to gear machinery to new provisions — money that the manufacturer at the time of change will have to reflect in his shelf price."

"The consumer will pay for this move toward truth. Shopping may not be quite as exciting, packages could look pretty much alike, pictorials might be mounds, piles and heaps. The government will have made its point—that today's housewife, as they see her, is pretty much of a nincompoop—a nincompoop who will be totally protected by the loving, although often limiting arm of the government."

"Profit is . . . an inevitable risk premium and the basis of all economic activity, whether capitalist, socialist or cave man. . . . Profit is the only source of the new capital equipment without which expansion would be impossible. —Peter F. Drucker

"Truth in Packaging" Bill

THE "Truth in Packaging" Bill, which was introduced as S. 387 by Senator Hart (and as H.R. 2382 by Congressman Celler) early in this session of Congress, is, according to its sponsor,

"designed to restore rational buying to the market place and to remove to a considerable degree the gantlet of psychological traps, successive confusions and outright deceptions that today's consumer must run whenever he passes down a supermarket aisle."

The Bill is an outgrowth of hearings late in 1961 and early in 1962 by a subcommittee of the Senate Judiciary Committee on the alleged deceptive packaging and labeling of many consumer products.

The starting point for that inquiry was that in the average supermarket there are today approximately 7,500 items, compared with 1,500 10 years ago. The consumer is wholly dependent upon the package and its labeling to know what she is getting. It was argued that because of existing practices in some industries, she needs much additional protection.

Senator Hart summed up what many of the witnesses at his hearing had testified to be the plight of the consumer. Prevalent in the market, he said, are:

"Meaningless and confusing label information and illustrations, package sizes, shapes and weights so odd as to make price comparisons almost an impossibility, misleading and deceptive promotions, lowering of the weight or content of a package while masking that loss in product from the consumer, inconspicuous and misleading content designations, and package designs and shapes that give a distorted impression of the amount of product within."

Protection Program

Much to the same effect was President Kennedy's March 15, 1962, "Message on Consumers' Protection and Interest Program."

The President stated that:

"In many cases the label seems designed to conceal rather than to reveal the true contents of the package. Sometimes the consumer cannot readily ascertain the net amount of the product, or the ratio of solid contents to air . . . (or) readily compute the comparative costs per unit of different brands packed in odd sizes, or of the same

brand in large, giant, king size, or jumbo packages."

In its present form, the Hart Bill would create new and comprehensive administrative authority to issue new regulations controlling in detail the packaging and labeling of all consumer commodities. Although the Bill covers everything from soaps to toilet paper, from soup to nuts, and from paper napkins to detergents, the food industry is of course primarily concerned with the impact this Bill would have upon its own packaging and labeling practices.

Provisions of the Bill

For all foods, drugs and cosmetics the new regulatory authority would be given to the Food and Drug Administration. For all other consumer commodities the power to issue the regulations would be given to the Federal Trade Commission.

The two agencies are to consult together so as to have uniform regulations. But there is a vast difference in terms of enforcement consequences between those commodities to be regulated by the Food and Drug Administration, and those to be regulated by the Federal Trade Commission.

A brief catalogue of what the new general regulations could cover will quickly indicate the broad sweep of this proposal.

First, the FDA could prescribe that the net contents be stated on the front panel of every label. It could specify the size and style of type, the precise location, and probably the color to be employed.

In short, FDA could by these new regulations intrude heavily into the detailed designing of labels and packages. That power may be contrasted with the general rule in the present law that the net contents must be accurately stated and sufficiently conspicuous, but which goes no further.

Second, the FDA regulations could prohibit the addition of any further statements about the amount of contents. That is aimed at such terms as "Giant," "Economy Size," or "Jumbo."

Third, FDA could prohibit the use of any statements on a label which might imply that there was a "cents-off" sale; and, in general, prohibit the use of any type of labeling that the FDA believes might deprive the consumers of the opportunity to make rational price comparisons.

Fourth, the new regulations would control the use on any label of any "deceptive illustrations or pictorial

matter." In commenting on that provision, Senator Hart offered this example:

"A can of succotash, for instance, should not carry a picture of savory beef stew, even if that stew would be a logical end product for the can's contents."

By the same reasoning, a box of cake-mix could never show a finished cake.

But to go on, the Hart Bill would cover a great deal more. Whenever the FDA decides that additional regulations are necessary to preserve fair competition, to enable consumers to make rational price comparisons, or to prevent deception, it could issue several other categories of detailed regulations.

Categories for Rules

The first category of additional regulations could control the weights or quantities or the fractions within which any product may be packed. That provision would permit the FDA directly to standardize and to limit the contents of all fibre packages, metal containers, bottles, and jars.

The second category of further regulations could control the sizes, shapes, and dimensional proportions of all containers where the FDA decides that that would be necessary to prevent deception.

The third category would authorize regulations as to how the contents of any container or package are to be designated on the label. That would authorize the FDA to establish what may be labeled as "Small," "Medium," or "Large." It would completely overtake and encompass many voluntary food industry labeling programs.

Finally, the FDA could establish what could be labeled as "a serving"—where servings are mentioned on the label. How the size of a serving may be fixed by mandatory regulations is not made clear.

As a catch-all, the FDA could issue further regulations, beyond its present authority, requiring that additional "adequate information" about ingredients and composition be prominently disclosed on every label.

Procedures Prescribed

Both the FDA and the Trade Commission would be permitted to issue these regulations without holding any hearings. All that would be necessary would be to give notice, and an opportunity for people to submit their views and to be consulted.

There is no requirement that the regulations be based on substantial evidence, or that findings of fact be made.

What appears to be plainly authorized is what one might call a desk-top administrative determination of what ought to be done, after the regulatory official has merely read the comments, and listened to those who want to be consulted.

In terms of enforcement, there is also a peculiar split. The new FDA labeling regulations for foods, drugs, and cosmetics will be enforceable by the entire FDA under the standard of strict criminal liability.

But the same regulations when issued by the Trade Commission would be enforceable by complaint and cease-and-desist order. That means that if food manufacturers violate, their goods can be seized and they can be criminally prosecuted under prevailing rules of strict criminal liability under which neither knowledge nor intent need be shown. All others violating identical labeling rules on other products are merely to be told to cease and desist.

While the Act is basically aimed at the manufacturers who originally package the goods, it could also cover distributors, wholesale or retail, who have their own private labels. In many food lines, this would cover most distributors and many retailers.

There is one other interesting provision. Under penalty of a fine of \$1,000 or a year in prison, every producer or distributor must, upon request, promptly transmit either to the FDA or the FTC a correct sample of each package and label the uses. There are no provisions for payment or disposition of these samples.

Food Industry Position

The basis for food industry opposition to the "Truth in Packaging" Bill can be summarized as follows:



Paul S. Willis

1. It unnecessarily duplicates many provisions of the Federal Food, Drug and Cosmetic Act.

2. It authorizes the adoption of regulations that in many respects go far beyond the provisions of the FD&C Act, which have in the past proved adequate to prevent consumer deception with respect to food products.

3. It would vest unprecedented authority in administrative agencies to regulate marketing practices of the food industry, subject to no procedural safeguards whatever.

4. It would authorize the use of criminal penalties to enforce wholly amorphous and nebulous packaging and labeling concepts with respect to foods.

5. It would encourage the proliferation of differing state packaging and labeling requirements and would thus seriously jeopardize the free interstate distribution of food products.

Paul Willis Testifies

Present laws provide adequate protection against deceptive packaging and labeling, whereas the Hart Bill (S. 387) would increase the cost of food to the consumer and curtail progress in the food industry without producing compensating benefits to anyone, Paul S. Willis, president of the Grocery Manufacturers of America, Inc., told the Subcommittee on Antitrust and Monopoly of the Senate Judiciary Committee.

The membership of the Grocery Manufacturers of America includes some 300 manufacturers who produce many of the products found on grocery store shelves throughout the country.

Utterly Impractical

Referring to the Hart bill's proposal to establish standardization of weights and sizes in grocery packaging, Mr. Willis said it was utterly impractical from many standpoints.

"If adopted, it will slow down production, idle much of our present production facilities, require manufacturers to spend several hundred million dollars for new buildings and equipment for costly part time use. It's unit production costs, without producing compensating benefits to anyone," Mr. Willis said.

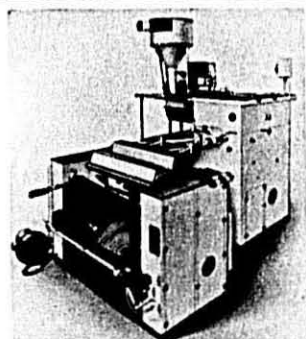
"Naturally these legally required additional expenses and resulting higher operating costs would have to be reflected in higher prices to the consumer for the identical products she buys today. We are sure she doesn't want this to happen. Neither do we," Mr. Willis stated.

Turning to another provision in the Hart bill which would prohibit "cents-

(Continued on page 16)

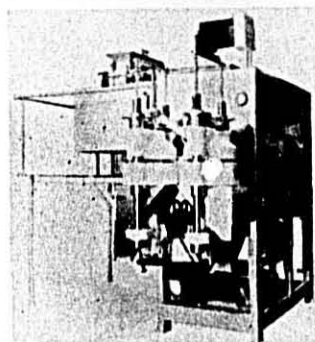
DEMACO ENGINEERING—

THE NEW DEMACO 4 STICK SPREADER



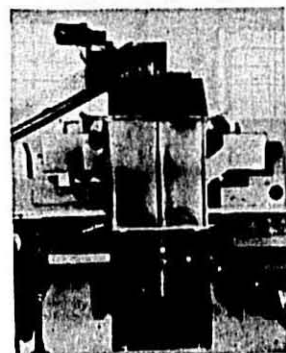
MODEL SAS-1500 WITH
A PRODUCTION OF
1500 LBS. PER HOUR
AND
MODEL SAS 2000
WITH A PRODUCTION
OF 2000 LBS. PER HOUR

THE NEW DEMACO TWIN DIE SHORT CUT PRESS



PRODUCTION—
2000 LBS.
PER HOUR
AND OVER

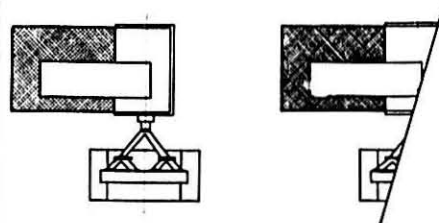
THE NEW DEMACO SPAGHETTI WEIGHER



SINGLE UNIT
FROM 40 TO 50
UNITS PER MINUTE

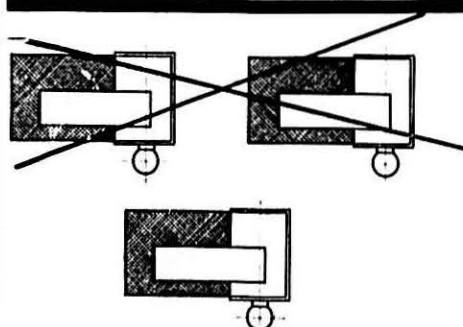
DOUBLE UNIT
FROM 80 TO 100
UNITS PER MINUTE

SAVES PRODUCTION COSTS!



SAVES FLOOR SPACE

WITH
GUARANTEED
QUALITY
PRODUCTION



TAKES HALF THE FLOOR
SPACE OF 2—1000 LB. PRESSES

WITH
GUARANTEED
QUALITY
PRODUCTION

VERSATILITY

HANDLES FULL RANGE
OF DRIED LONG GOODS
SPAGHETTI - SPAGHETTINI
MACARONCELLI - LINGUINI
VERMICELLI - LINGUINI-FINI
FETTUCELLI

ACCURACY

IS MAIN-
TAINED BY
DEMACO'S
UNIQUE
STRAND PER
STRAND
DRIBBLE
MECHANISM



DeFRANCISCI MACHINE CORPORATION

45-46 Metropolitan Avenue

Brooklyn 37, New York

Phone EVergreen 6-9880

Paul Willis Testifies—

(Continued from page 13)

off" promotions, Mr. Willis pointed out that these promotions provide a quick way for manufacturers to offer their products to consumers at a reduced price.

"Cents-off" deals have proven their popularity, and the homemakers who like them are entitled to have them. Freedom of choice is basic to our free enterprise system, and a great American privilege which must be preserved. Any attempt to outlaw legitimate promotions such as 'cents-off' would surely meet with mass consumer resentment," he added.

"Undoubtedly there are others who do not like premiums, coupons, prizes and other deals. What is to stop them from asking Congress to outlaw those promotions? Where do we stop?" Mr. Willis asked the committee.

Present Laws Adequate

Mr. Willis stated that the Grocery Manufacturers of America strongly opposes deceptive, misleading and unfair practices as they apply to packaging, labeling and marketing.

"Such practices are now outlawed and penalized by the present Food, Drug and Cosmetic Act, the Federal Trade Commission Act, and similar statutes. The obvious need, therefore, is greater voluntary compliance by industry with present laws, and more effective enforcement of them by government agencies, certainly not another duplicating law," he said.

"If the budgets of our government agencies are inadequate to do an effective enforcement job of present laws, then Congress should provide sufficient funds," Mr. Willis stated.

"We can report that top management of many organizations has taken further steps to assure continuous compliance with regulations. They have set up special departments staffed with knowledgeable people who must approve any changes with respect to their labels and packages before they can be made," he told the Subcommittee.

Defense of Servings

Defending the practice of printing the number of servings on food labels, Mr. Willis pointed out that servings is a term homemakers have been exposed to as long as they have been cooking.

"A review of 107 cookbooks selected at random showed references to servings in 102. The number of servings printed on the label helps the homemaker to make intelligent decisions in the super market and in the planning of her meals," he said.

Observing that the Hart bill proposed to establish standards on servings, Mr. Willis said it would be as difficult and impractical to standardize servings or portions as it would be to regulate tastes and appetites.

"No one can possibly have a greater stake in providing food that is safe, properly packaged, honestly labeled, tasty, nutritious and reasonably priced than the manufacturer, the maker of the product. His very survival depends on satisfying the consumer with every purchase," Mr. Willis said. American consumers are intelligent shoppers; they are not likely to get fooled twice by any deceptive package or label, especially considering they have the freedom to choose from some 8,000 items in today's grocery store," he continued.

Growing Industry

Pointing out that the food industry has grown from an annual volume of \$16 billion 20 years ago to more than \$80 billions today, Mr. Willis said that Americans now spend the smallest share of their income on food in all history, and less than anywhere else in the world.

"It is good to keep these facts in mind when you evaluate this industry's role in serving the American public. It is a great record. It didn't just happen. It happened because of many things, but primarily because of our free enterprise system. We must very cautiously protect our system and avoid imposing laws that are unnecessary and especially those which needlessly restrict constructive operations and progress," Mr. Willis said.



Al Ravasio, president of NMMA, on a recent trip to the West Coast, told Mr. Lawrence L. Frank (left), chairman of the board of Lawry's Foods, Inc.: "I am very much impressed by your facilities, wonderful organization and teamwork." Lawry's manufacture and distribute Lawry's Spaghetti Sauce Mix, Seasoned Salt, Seasoned Pepper, Garlic Spread, Liquid Dressings, Dry Salad Dressing Mixes, and Dip Mixes in their Los Angeles plant.



Robert M. Green

To the Committee on Laws and Regulations
National Conference of Weights and Measures Officials
Washington, D.C.

Gentlemen:

On September 4, 1962, your chairman, Mr. John Lewis, wrote us: "We were somewhat surprised and concerned to find that macaroni and spaghetti were packaged in 45 different sizes ranging from one and one-tenth ounces to 20 pounds. The survey also showed that some firms were putting out as many as fifteen different sizes between eight ounces and two pounds. Very few companies were marketing a package of less than seven ounces. This was borne out in the fact that only 12 companies of the 110 companies checked have packages containing less than seven ounces. Only four companies had packages containing less than five ounces. It would appear from this that such small packages could well be eliminated. Our reports also indicated that eight ounces, 12 ounces, one-pound and one and one-half pound sizes are by far the most popular of all those being marketed at the present time.

"We would like to request that your industry take a look at this multiplicity of sizes to see if you can prepare a proposal to be submitted to our committee on package standardization eliminating as many of the odd-sized units as possible. It would seem that in a product of this type, the odd ounces, such as one-tenth, one-eighth, one-fourth, two-thirds, and three-fourths, and possibly even the one-ounce units could be deleted."

Problems in Standardizing Packages

a presentation of Association Secretary Robert M. Green

before the National Conference of Weights and Measures Officials

We responded immediately telling Mr. Lewis that we were in agreement with the general principle of standardization, and would immediately take steps to review the situation with our members. This was done by mail surveys and at meetings. We too were surprised that there were package sizes as low as one and one-tenth ounces, and asked for further information from your surveys. Mr. William Bussey wrote us that at least 10 out of the 110 companies covered in your limited survey packed in fractional ounces, and in the list of names that he gave us were packers of combination dinner items such as American Home Foods of Milton, Pennsylvania, Kraft Foods Division of National Dairy Products Corporation of Chicago, General Mills, The Borden Company, and the like.

These products certainly should not be classified as "macaroni" when they are a combination dinner package containing several ingredients such as dry macaroni, a can of sauce, and a shaker of cheese. Further, some of these packers are not members of the National Macaroni Manufacturers Association, so any recommendations we would voluntarily make would have little or no effect on them.

Great Variety

In discussing dry macaroni products, we are talking about some 150 or more sizes and shapes of wheat foods formed by pressing dough through a die and drying the finished product to a moisture content below that of flour. In general, the industry makes three classifications of products: long goods, which would be strands of various diameters; short cuts, which would range from elbow macaroni—the bent little hollow tubes—to seashells, rings, alphabets, and a myriad of different sizes and shapes, volumes and densities; the third general classification of egg noodles are ribbonlike lengths called fine, medium and wide, containing a minimum of five and one-half per cent egg solids by Federal Standards of Identity. The Food Field Reporter magazine makes an annual survey on what customers spend for all products sold in food stores. They indicate that in 1961, total sales of macaroni products amounted to \$340,120,000 of which spaghetti (long cuts) accounted for \$134,100,000; macaroni (short cuts), \$111,

500,000; and egg noodles, \$94,520,000. Sixty-eight per cent of total consumption moved through combination grocery stores, accounting on the average for less than a half of one per cent of total store sales. Thirty-two per cent of industry production moved through institutional channels.

The institutional market takes bulk merchandise in five, 10, 20, and 25 pound cartons. Once in a great while these items may appear in supermarkets catering to Italian families who buy in large quantities.

Sectional Business

Macaroni is largely a sectional business with no one having complete national distribution. Because it is cheaper to ship the raw material than the finished goods, you will find regional brands developing a local franchise, and in most instances not getting beyond 200 to 300 miles from home base. This distribution follows the population pattern with the heaviest concentration in the East and the smallest on the West Coast and in the South.

The volume of business done in an area has had an effect on packaging. For example, in the East where larger volumes are prevalent, the common package form is a folded carton similar to a cracker box and originally packed on that type of equipment. On the West Coast where supermarket operations began and impulse selling was most important, packaging is in flexible film. You will find a mixture of the two in the Midwest and South.

Impulse Items

Macaroni and noodle products are essentially impulse items—that is, they are bought by the consumer in the supermarket on sight without a preconceived notion or shopping list to make the purchase. Because two out of three sales are made in this manner, the business is highly competitive. The number of items in the grocery store has been increasing at a phenomenal rate. In 1950 it is reported that there were 3,750 items in the average supermarket. This increased to 4,500 items by 1955, and in 1960 there were 5,227. Presently there are between 6,000 and 8,000 items. Macaroni must compete with all of these other products to get a place on the grocer's shelf and then

must make sales for satisfactory turnover and profit to the distributor.

This means that a given product must develop consumer acceptance through satisfactory quality, packaging, pricing, and pre-selling through advertising.

It is an accepted fact in marketing impulse items, that price oftentimes is a much more important consideration than the quantity of goods in the package. For example, a 10 cents price, 19 cents, 25 cents, 29 cents, 39 cents, or two-for-any of those prices will move more merchandise than even units of pounds, half pounds or quarter pounds, half pounds or quarter pounds, priced where cost figures out. Therefore, some packaging is done to meet a set price. This practice will be more prevalent where there is a large volume of business done on impulse selling and where brand franchises are not particularly strong.

It will also be done to a greater extent where commodity competition with other products is greater. For example, in the South where there is competition with rice, grits, and other cereal foods, you will find more varieties and sizes of packages for macaroni and noodle products.

Competition Sets Pattern

We found in our surveys that competition within the market and the type of product being packaged largely determined practice. For example, a large manufacturer in Metropolitan New York offers 27 items of so-called Naples styles in one-pound packed 20 to the case. Seventeen fancy items are packed in one-pound packages 12 to the case, while manicotti, which is a delicate product subject to breakage, is packed in eight-ounce packages 12 to the case.

This same concern packs egg noodles in eight-ounce and 12-ounce sizes, because they are more fragile and bulky. Pastina sold as baby food is packed in six- and 12-ounce sizes. A specialty product, fidelini, is packed in 12-ounce sizes.

Noodles present another set of problems because they are bulky and more fragile. A Midwestern manufacturer writes: "We are opposed to fractional weights. Standardization for noodles which meet a standard quality

(Continued on page 17)

where top performance counts

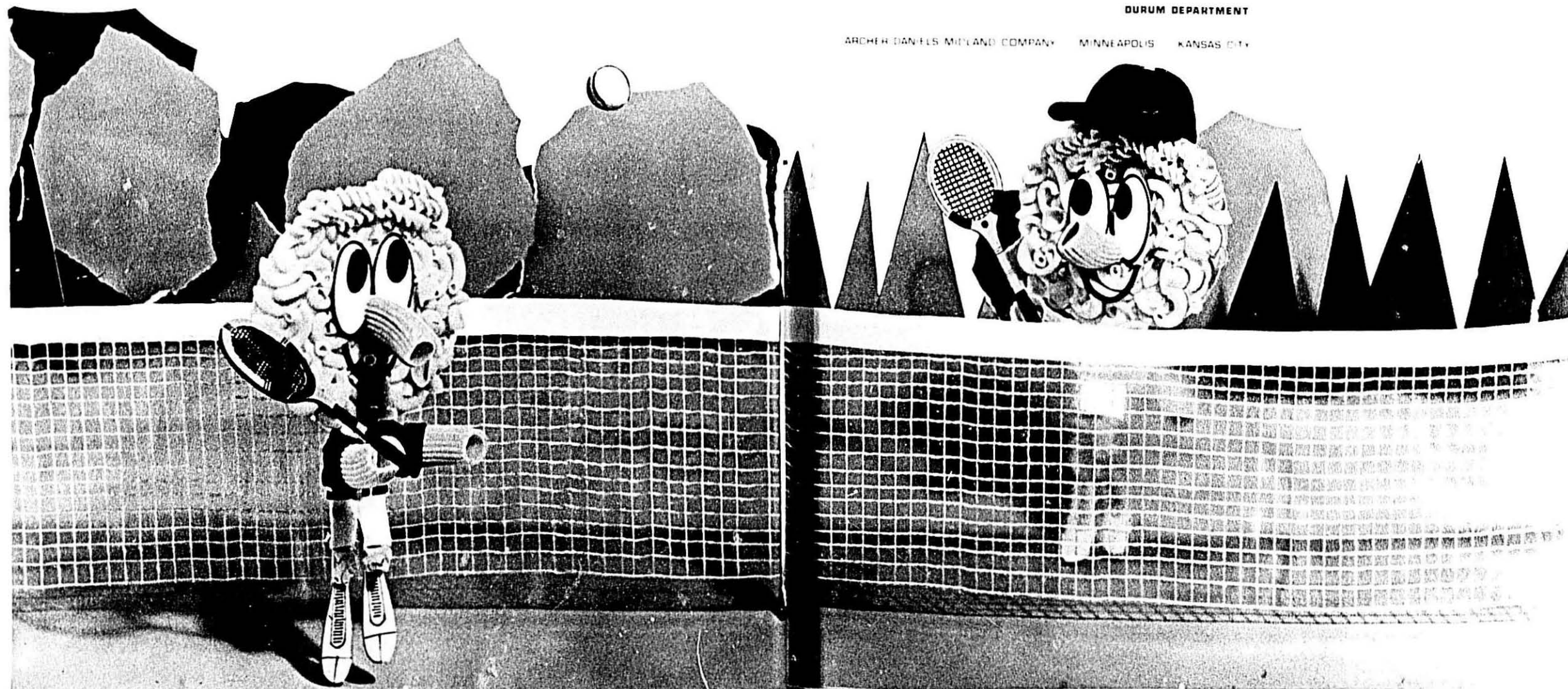
you can count on ADM!

On the court, it takes plenty of aggressiveness and ability to be a top performer. These same winning characteristics have made ADM a champion at developing new techniques and quality controls for milling uniform durum products that "make the point" with America's leading macaroni makers. Ace lab men, backed by 60 years of experience, constantly strive to perfect the best durum to meet your production requirements. Yes... for smashing good service, give your ADM man a call and put this dependable performer on your team.



DURUM DEPARTMENT

ARCHER DANIELS MIDLAND COMPANY MINNEAPOLIS KANSAS CITY



Standardization Problems—

(Continued from page 17)

is one thing, but setting weights for noodles with extra egg content is another. The consumer gets a greater value in noodles with extra eggs in contrast to a standard product. There are other factors to consider also as far as sizes are concerned. Our trade prefers a thin rolled noodle in cellophane packages which means that our products will be fluffier and larger in size than those put out by some other manufacturers. We use a batch method in contrast to a continuous process, which makes for higher cost but gives us a better product which we want to sell. Actually the products are entirely different."

Our surveys further indicated that the more items carried, the greater amount of variety in package sizes. In the East, for example, where the one-pound package is the predominant seller ranging as high as 98 per cent in one firm's experience, but only 37 per cent in another firm in the same market, you find such items as pasta and egg noodles being packed in six-ounce packages. Macaroni and spaghetti may have, three-quarters of their sales in eight- and 16-ounce sizes, but the additional volume obtained by having the 10-ounce and 12-ounce package is business the manufacturer doesn't want to lose. This is justified on the basis that if the consumer didn't want it, she wouldn't buy it.

Moving into the Midwest, the seven-ounce package is predominant almost to the exclusion of the eight-ounce package. This is traditional now, and becomes a competitive factor which cannot be ignored. As one macaroni manufacturer observed: "The seven-ounce variation of the one-pound package for macaroni is no different than the pricing practice in cream cheese, where an eight-ounce package sells for 29 cents—two three-ounce packages sell for 29 cents. Please note the smaller package is three ounces, not four ounces, and the consumer doesn't seem to mind."

Down South

From the deep South comes this statement: "We pack a three and one-half-ounce specialty item of vermicelli. I don't know for what reason this net weight was selected, but it goes back for almost as long as we have been in business. We probably wouldn't be adversely affected if we were to change this to five ounces. We pack five-ounce packages, which is one of the most popular packages throughout the South, being packed by all of the major suppliers.

It goes without saying that we would be very seriously affected if we had to discontinue this size of packaging, unless, of course, all of our competitors would do so at the same time.

"The six-ounce pack is the second most popular consumer package item in terms of number of cases, and is used primarily for window carton packaging of macaroni and spaghetti and for polyethylene bags of egg noodles. We would be most seriously affected and damaged if we had to discontinue this size in favor of an eight-ounce pack. In addition, we would lose the value of our original plates, which is considerable, or put another way, we would have to reinvest in printing plates and equipment for packaging for the bulk of our business."

Another manufacturer reports: "Since our specialty is egg noodle products, we must cater to these needs. We find our five-ounce line ideal as a one-time serving for two or three persons. Our 12-ounce line serves the need of larger families and the economy-minded. Any departure from these established weight sizes would definitely produce problems in packaging equipment, displays, and consumer acceptance."

In contrast to the demand for small sizes in urban markets, the two- and three-pound pack is more popular in rural areas. In some places in the Pacific Northwest, there is a four-pound package sold.

In many replies it is stressed that the greater part of tonnage is in odd weights and that it has established consumer acceptance. While manufacturers would prefer to see standardization in multiples of pounds, half pounds, and quarter-pounds to minimize production problems, it would have to be mandatory and apply to all competition — there is extreme skepticism that a voluntary program would work.

Gentlemen, we are interested in standardization, but where do we start?

Respectfully,

Robert M. Green
Executive Secretary
National Macaroni
Manufacturers Association

Spaghetti Dinner Premium

A pair of hand-blown glass candle holders are being offered as premiums by American Home Foods for Chef Boy-Ar-Dee spaghetti dinners. The holders, said to retail at \$6.95, are available from American Home Foods for \$3.50 and a box top from either Chef Boy-Ar-Dee dinners with meat, mushrooms or meatballs.

Full page, four-color ads showing

the dinners and holders are appearing in the May issues of Look, Life, Newsweek, Journal, McCall's and Family magazines. Point-of-purchase display material is being provided.

G.M. Introduces Three New Convenient Combinations

General Mills' three new pasta dishes, Noodles Almondine, Macaroni and Cheddar and Noodles Italiano was introduced nationally recently, after tremendous success in test markets.

Each delicious casserole dish contains tender egg noodles and a delicate, unique combination of spices and sauces all conveniently packed in a single box. Big news for the homemaker is the opportunity to prepare complete, delightful meals for everyday use or entertaining in only a few minutes. And, each dish is easy to prepare, either on top of the range or in the oven.

Extensive advertising began April 8 with heavy waves of television spots and commercials on NBC daytime shows and "Empire." Full page four-color ROP ads are to appear in newspapers throughout the nation, in Parade, and in the July issues of Ladies Home Journal, Good Housekeeping and Sunset.

A Princely Prize

Darrell Kinkead, sales manager of Prince Macaroni of Chicago, Inc., has been declared winner of a holiday trip to Bermuda in a competition among sales managers of the various divisions of the Prince Macaroni Manufacturing Company, Lowell, Massachusetts.

The year-long competition, sponsored by the Philadelphia advertising agency, Bauer, Tripp & Foley, was based on eight categories of performance in 1962. In announcing the winners, T. J. Settanny, Prince's national director of sales, noted that Kinkead took first in three categories: Highest percentage of total case increase in macaroni products, highest number of new direct warehouse accounts opened with Prince macaroni products, and highest number of new direct warehouse accounts opened with Prince prepared foods and sauces.

Second place in the contest went to Conrad Lundell, New England sales manager. William Berovsky, sales manager of Prince Famous Foods of New Jersey, and Ray Whaley, sales manager of Prince Famous Foods of Florida, tied for third.

Prince Macaroni of Chicago, Kinkead's headquarters, is located at 100 West Soreng Avenue, Schiller Park, Illinois. General manager of the Illinois operation is Anthony Cantella.

Stouffer Guarantees Profit

Stouffer's Frozen Prepared Foods Division has announced a "guaranteed profit" plan for retailers selling its frozen food line. Under the plan, Stouffer's guarantees minimum gross profits of \$12.00 per week per store to selected stores displaying a minimum of 13 items for 90 days.

According to James M. Biggar, director of marketing, the move was made to prove the effectiveness of Stouffer's "broad line" concept. The company reports its products sell best when they are part of a display containing a number of Stouffer items.

Says Biggar, "We would rather sell our full line of 24 products to one store in a chain than sell one product to all that chain's stores."

Basis for the guarantee was a series of audits and tests in stores in a variety of income areas, which proved that the 13-item set up recommended was producing some 65-70 per cent of the total potential Stouffer sales.

\$51 Weekly Sales

Under terms of the guarantee, the recommended display will produce a minimum of \$51.00 weekly sales, and \$12.00 weekly gross at suggested prices. Stouffer's will make up the profit difference in cash at the end of the 90 day period, if the sales are below expectation.

"All we ask," says Biggar, "is that we choose the stores and select the items for the stores. We are convinced that our national advertising in Time and This Week, and other media is doing its job, and we want our retailers to take advantage of it."

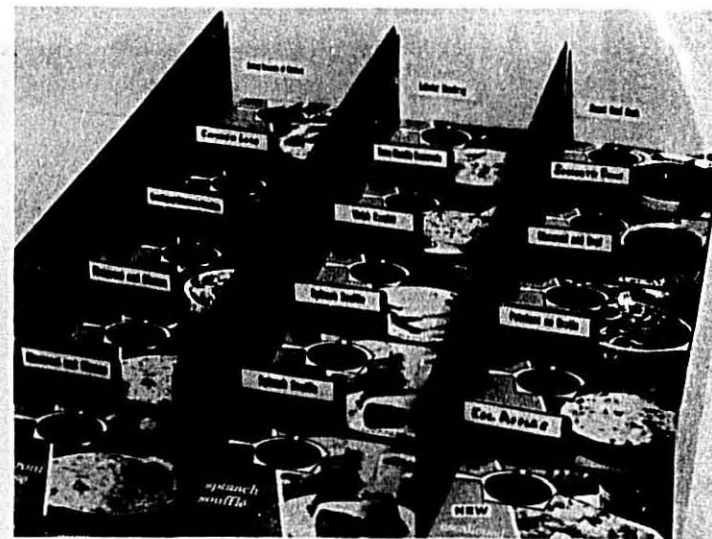
"Retailers want to allocate their space to products on the basis of profit earned," he says, "and this is the best way we know to get our profit story across."

Stouffer's has always distributed on a "guaranteed sale" basis, accepting unsaleable product for a full credit, but this is the first time the company has promised to back up its profits story with cash.

Stouffer Uses Zip Tabs

A new zip-opening device on all new Stouffer frozen food cases will make freezer stock faster and less work for frozen food department people. It also eliminates damaging packages with case cutting knives.

The new shipping carton, in use on all Stouffer products, features two special tabs scored into the top of the carton. The inner side of the corrugated carton is pre-scored so that a smooth pull on the top tab removes a half-inch wide strip and reveals the



The mass display Stouffer wants set up at retail offers 13 key items plus two extra facings in front for the two fastest movers—macaroni and cheese, spinach souffle. Other items: breast of chicken, chicken legs, chicken and noodles, lobster newburg, tuna noodle casserole, welsh rarebit, roast beef hash, spaghetti sauce with meat, macaroni and beef with tomatoes, potatoes au gratin, escalloped apples.

display pack.

Each carton has two such zip tabs, to facilitate price marking and to simplify half-case loadings.

General Mills Acquisition

General Mills, Inc. will purchase the assets of Duffy-Mott Company, a leading food processor, packer and distributor, in a stock trade valued at more than \$27,400,000, the two companies said. The proposal must be approved by directors of both companies and by Duffy-Mott stockholders.

In the fiscal year ended August 31, 1962, Duffy-Mott reported sales of \$65,538,695, against \$65,075,073 in the previous year.

Apples and Baby Food

Duffy-Mott is the country's leading producer of apple products sold under the Mott's label and also of prune juice, under the Sunsweet name. In addition, the company produces and sells a line of baby foods under the Clapp's brand name, and canned fruits and vegetables under the Pratt-Low label. During 1962 the company introduced a line of calorie-controlled foods under the Figure Control label.

Distribution of most products is on a national basis, with baby and junior foods concentrated in eastern markets. Prune and related products accounted for 35 per cent of sales in 1960-61, apple products for 32 per cent, baby foods for 22 per cent and the balance in a variety of products.

The company's headquarters are in New York, with plants at Williamson, Hamlin and Holley, New York; Aspers, Pennsylvania; and Santa Clara, California. Its regular staff numbers 2,500, with 5,000 more employed on a seasonal basis.

General Mills sells a wide line of foods under the Betty Crocker label. It also sells breakfast cereals, flour, and specialty chemicals. The current acquisition would be the company's first venture into the baby food field. General Mills' sales in fiscal 1962, ended May 31, were \$546,400,800.

Other Consolidations

Plans for a number of other consolidations among large food processing concerns have been disclosed recently. For example, H. J. Heinz Company agreed to buy 90 per cent of the stock of Star-Kist Foods Inc., a major canner of tuna and other fish products. Border Company, Standards Brands, Inc., and Ralston-Purina Company each have acquired food concerns recently.

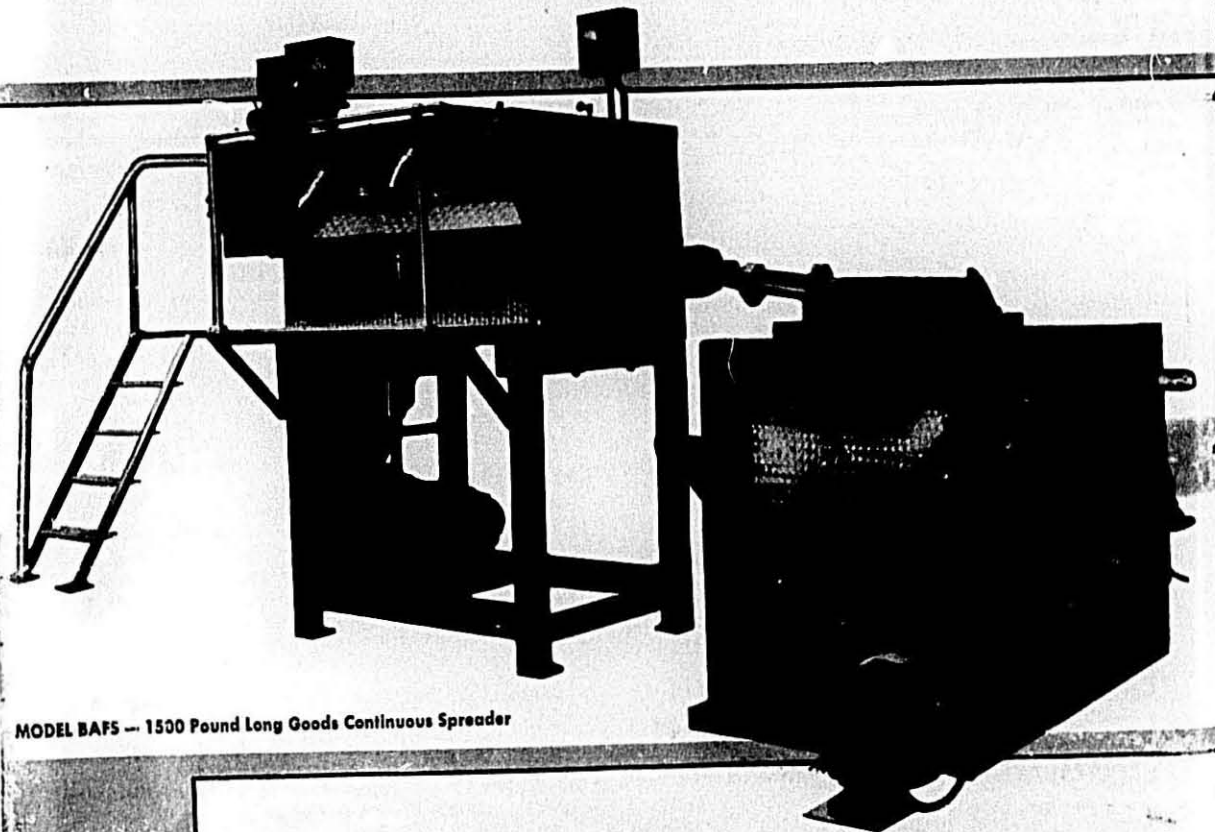
Secretary of Commerce Says:

Without adequate capital investment an industrial society cannot build the plants and buy the machinery to assure expanding job opportunities. And without a high level of profitable investment, a free society cannot produce the tax revenues to finance public investments in . . . vital areas.—Luther H. Hodges

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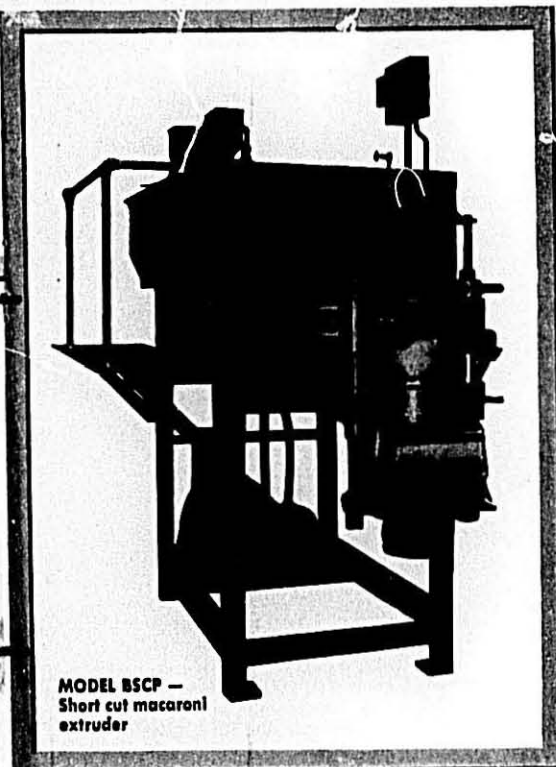
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SINCE 1909

A Canadian Viewpoint on Durum

an address presented to the Durum Growers' Association meeting at Devil's Lake, North Dakota, by C. L. Sibbald, Director, Catelli Durum Institute, Lethbridge, Alberta



C. L. Sibbald

THE Catelli Durum Institute, set up in 1954 by Catelli Food Products, Ltd. (the largest macaroni manufacturers in the British Commonwealth) has fought with some success for better grading, breeding and growing of durum in Canada. We have attempted at all times to present an accurate market picture to Canadian farmers and farm organizations, keeping them advised of the ups and downs of this crop. We feel that this is necessary because it is a minor crop, and news about it is not easy to obtain. We have, in addition, done some research ourselves on the fundamental quality characteristics of currently grown durum wheat varieties. Each summer a careful check is made of the work of our durum breeders in the Canada Department of Agriculture, and in the University to see how their newest discoveries will fit into our industry.

Competition

I have attended several durum meetings in the United States over the past few years. At some of these meetings, and at your Durum Show in Langdon, North Dakota, reference has often been made to Canadian competition in the export market. It seems that each time you try to go overseas with your durum, you must bump into the Canadian crop and the Canadian Wheat Board sales policy. Why is this?

Well, as you know, we are attached in a loose sort of way to Great Britain. Before the United States became so powerful financially, a lot of British money came into Canada, along with a lot of Britishers to look after that money. In developing the Canadian West, many a canny Scot came over. To shorten up on this historical bit, my point is that we suddenly became a wheat exporting nation and were at the same time able to use the shrewdness that Scots blood can bring to bear upon an industry. It is always wise to recall, as even Canadians have found out smartly from time to time, that Great Britain has taught her residents much in the art of trading. How else could an island nation survive in Europe, if not for the fact that she knew how to trade?

Export or Die

So, early in her history, Canada found out that she must export grain in order to live. Through force of circumstance, and bitter experience, the grain companies, the railways and the government built a tailor-made grain handling system. And it was tailor-made for the export of grain! Soon it became apparent that Manitoba hard red spring wheat was exciting millers around the world. It has since become a standard for export . . . a standard of excellence. As Florida has specialized in oranges and grapefruit, Canada's prairie provinces have specialized in wheat. Climate has played an important part, due in large measure to semi-arid conditions and cool nights during the time when the wheat is filling out.

Both good fortune and bad, both trial and error, have followed this Canadian industry. Farmers became suspicious of grain companies, and our government had to find a policeman. This was the Board of Grain Commissioners. A branch of this Board began grain research, and its leader for a number of years was a chemist by the name of Dr. J. Ansel Anderson. He preached the need for quality in Canadian wheat! That man has kept everyone looking up and beyond. He is now, in charge of all government agricultural research. You may be sure that Canadian wheat quality is maintained, or possibly improved.

Quarterly Reports

Each year this Board publishes quarterly reports on all of the major wheat grades. All cargoes bound for foreign countries go by grade, and samples of each are gathered at the ships. Each sample is analysed in detail, and the results of these analyses appear in this publication in four languages, English, French, German and Spanish. All methods used in the laboratory to obtain the results are also explained. Therefore, governments or corporations buying Canadian wheat can see the average quality they are likely to get, depending upon what grade they buy.


For instance, we see that No. 2 C.W. Amber Durum grade shows seven cargoes shipped during the first quarter of the crop year (August 1, 1962 to October 31, 1962) and 13 cargoes the second quarter (November 1, 1962 to January 31, 1963). The column for the 2nd quarter shipments shows 85 per cent vitreous kernels (i.e. not plebeid, or yellow); 2.2 per cent admixture of vulgare (bread wheat) kernels; 14.1 per cent protein; 1.47 per cent ash content; 104 units of lipoxidase, a color destroying enzyme in macaroni; and 55.9 per cent semolina yield. The column goes on to analyse the semolina made from the sample, and the macaroni made from the semolina. I see from your Durum Growers Association brochure that you are familiar with the term semolina. It is that granular product made from durum, which looks something like brown sugar except more yellow. You define it, correctly, as the highest quality raw material obtainable for making macaroni products. Quoting from your brochure "Semolina products are expanding faster in per capita consumption than any other carbohydrate food in the nation."

Speedy Service

Returning to the lab results, these are then available to buyers in published form. And unlike some government departments of which you and I have had dealings, this one gets facts into print fast. The results in these booklets covering the period up to January 31, 1963 were tabulated, printed in four languages, and into the mail to our customers in five weeks.

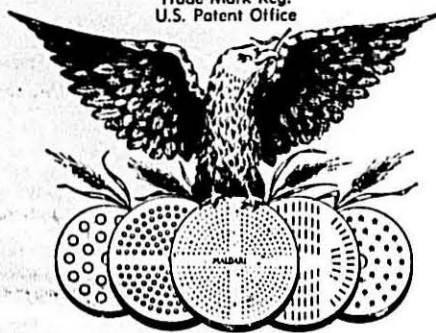
(Continued on page 26)

THE MACARONI JOURNAL



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Canadian Durum—

(Continued from page 24)

No one can mention wheat without talking rust. Our spring wheat and yours has stood in the midst of the rust spore movement year after year. Sometimes it has gone down, but as human beings are bound to do, your plant scientists in co-operation with our own, always return to start picking up the pieces. Little by little over the years, a government "rust laboratory" at Winnipeg has persistently built men and machines to produce new wheat varieties which will resist the rust fungus. Selkirk wheat is one present day example of their work, as are Pembina and Canthatch. Canadian scientists have never bred a new durum. All of the good durum varieties grown in Canada have come from the United States. So, as has been the entire history of our two nations, we reciprocate. In this case, our Selkirk bread wheat for your Ramsey Durum. And we really do value your Ramsey Durum these days, as our "brick wall" against the current races of the rust disease.

In every major country in the world wheat is a staple commodity, and as such, governments feel they must play a large role. This seems to be a fact of life.

Wheat Board

Our own Canadian Wheat Board has done, and is doing, an excellent job. Here, roughly, is how it works in Western Canada. The farmer is asked to fill out a permit book each spring. In it he lists his total acreage of crop, noting 200 acres of wheat, 300 acres of flax, and so on. This book is kept by the local elevator agent where he is doing business, and the figures are checked by a Wheat Board inspector. When harvest begins, the Board, who have their finger on all possible marketings of grain around the world plus storage facilities available in Canada, announces a two bushel quota on bread wheat, five bushels on Durum, and two bushels on barley. The local elevator agent gets out the permit book, and is allowed to buy, for instance two bushels of wheat x 200 acres, or 400 bushels from that farmer. As space becomes available, quotas increase. Many points today, eight months after the start of the crop year, are "on eight bushel quotas."

The new Wheat Board year opens August 1. Money from sales is pooled all year, the administration costs of running the Wheat Board are deducted, and the farmer gets the difference. He may receive an initial payment on delivery, an interim payment and a final

payment when the year's pool is closed. You can immediately see some things you don't like. For instance, waiting for your money; the politics involved when the Government very graciously announces an interim payment as if it were a handout; and so on. But, for our farmers in Western Canada, dealing mainly on the export market, this is the way to do things. Farmers in our country are at least 90 per cent in favour of this Board. Such confidence has helped the idea to work, and has drawn good men into the Board organization as you might imagine.

Durum Grades

Turning now to Durum wheat, we have five major grades. These are No. 1, No. 2, No. 3 and No. 4 C.W. Amber Durum. The C.W. stands for Canada Western, or "grown in Western Canada." Our fifth major grade is Extra 4 C.W. Amber Durum. This Extra 4 C.W. is an outcome of our own Institute recommendation to the government. We thought that the varieties Felissier and Golden Ball might die a natural death if they were put into a separate grade. These are big-kernelled, high-yielding types of durum. Farmers in the very dry areas of our prairies like them, but they do not give a good enough color to meet our standards for macaroni products. So, to sum up, we have top quality in No. 1, 2 and 3 C.W. Amber Durums. In No. 4 C.W. we have largely frozen, shrunken durum, and finally the Extra 4 C.W., which is sold at a discount on world markets because it contains poorer types.

The majority of our durum, perhaps 80 per cent, falls into the top three grades in an average year. It moves into the Canadian macaroni industry, and into European countries such as West Germany, Switzerland, France, Italy and the United Kingdom. Canadian exports of durum wheat over the past 10 years have averaged 14.4 million bushels each year. Our best year was 1960-61 when 41.2 million bushels moved overseas. This year movement is relatively strong. Canada recently sold all of the durum in the top grades which was in store in her Eastern elevators. For this clearance sale she had to match prices with the United States. This looks like a good year for our durum farmers, even though there are still the usual pessimists around. Incidentally, I think that both of our countries are going through a period when pessimism has become something of a fad. When we look at North American accomplishments it makes you wonder what they are all talking about.

Big Crop in 1963

The Canadian durum crop was big this past year. But grades were good too, and bins empty at the start of the year. Half of the record 61 million bushel crop has moved rapidly to market. Much of the remainder will go to market this spring. It's only a guess, but perhaps Canada will sell more than 20 million bushels of durum this year, while most of the farm-stored durum will move into position, for sale during the following crop year. For spring seeding in 1963, Canadian farmers apparently plan to cut down their acreage. We cannot consistently grow three million acres of durum as we did in 1962. A recent government figure suggested 2,012,000 acres will be planted, according to reports from rural areas. This seems to be a good estimate, since Canadian Wheat Board selling prices have dropped to about \$2.40 per bushel basis No. 1 C.W. Amber Durum at the Canadian Lakehead, while bread wheat has stayed reasonably steady at \$1.96 per bushel for No. 1 Northern. So Canada will swing away from durum production in 1963, but we hope she will continue to maintain an adequate 30 to 35 million bushel stockpile for future sales.

The Prospects

What does our future hold? In Canada, durum usually accounts for about four per cent of the prairie wheat acreage. We expect it to hold its own over the years. Durum in Canada is not concentrated quite so much in one area, as it is in the United States. We grow it in an east-west strip just north of your border. The Eastern half of this strip is subject to heavy attack by rust spores. At present, your Ramsey Durum is holding the line for us, but sooner or later this will break down. We believe that a portion of the crop should be grown in the western half of this strip, and as an Institute we actively promote this idea. It spreads the risk. Because, by the time that rust spores finally do blow into the western section of our prairies, the durum is usually too far advanced for it to do any damage. In addition, we get very dry weather farther west, as you know. This is why, in Canada, the rust-susceptible Stewart and Mindum varieties are still being successfully grown in our province of Alberta. In Manitoba, on the other hand, they are too risky.

There seems to be little doubt that nature will play its part in the future of durum. We cannot ever let our plant scientists forget the crop. And indeed, they seem anxious to oblige.

(Continued on page 30)

THE MACARONI JOURNAL

CAN WE HELP YOU?

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FROM THE "Macaroni Journal" AUGUST 1962

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 THE MACARONI JOURNAL

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Montreal, October 4th, 1962

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Dear Sirs:

I know that you will be interested in the following comments I have to make concerning the two Braibanti lines installed in our Winnipeg plant. Both lines, one for long goods with automatic storage and (total 50%) and the other for short goods (total 50%) have been in operation for approximately eleven (11) months. During this period of time, the two lines have performed satisfactorily and we have already exceeded the guaranteed rate of production.

We are also satisfied with the quality of the macaroni which meets our standards of quality as to appearance and cooking properties.

I have no objection to the reproduction of this letter for publicity purposes.

Very truly yours,
Guido de Luca
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U.S. CANADIAN REPRESENTATIVES **LENARA CORPORATION**
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Canadian Durum—

(Continued from page 26)

In Winnipeg, a team of scientists has taken durum apart. This is not new or novel; it is being done here as well. But it is interesting to realize that durum is not one thing. It is three things. Three miserable looking weeds crossed and recrossed in the wild state to give us durum. It may sound foolish to say that by going backward we can go forward. But this is exactly right. We are splitting durum today, just as other scientists are splitting atoms. Why do we do it? So that we may recombine other weeds and other weeds and other weeds. There is no telling where it will end, and in fact, it may never end. We are able to search out truths about nature today that we did not know existed yesterday.

Another team has crossed durum with rye. The result is a monster of a rye plant with big, durum-like kernels. It has built-in problems too, but with time, patience and money it may amount to something.

Then there are systemic fungicides. They go right into the plant's bloodstream, you might say, to help the plant resist rust. Spraying for rust may become a new feature in the west some day, if large scale production of this chemical, called P-9, is economical and feasible. In both field and greenhouse tests, P-9 spray taken into the plants made it resistant to new infection for several days. The main use of such a spray would be to temporarily control new races of rust that might be suddenly blown in, pending the development of a variety of wheat with resistance.

Surplus Production

For the near future, we face surplus production in our two countries. This is a problem, but it will not last. Population is catching up to us, and one of the most exciting foods is macaroni. It has a good future. You may be growing some strange kinds of durum for the industry, but I personally think your future is good for the "macaroni" wheat.

Day to day problems of marketing will still be with us. Our United States-Canada border is open to you and me to pass through at any time of day, but it is almost like the Iron Curtain when it comes to grain, except that sold for seed. Twice in the past decade your macaroni industry has been short of durum. Each time it has still been impossible for Canada to market durum in the United States. Once your government wanted the macaroni industry to switch to other

wheats which you had in surplus. The other time, Europeans outbid the macaroni industry for the supply.

I wonder if we could experiment a little, as two intelligent durum-producing nations, with a plan to ease the flow of durum across the border during times of shortage. Part of the trouble would be political, in trying to make this work. Another would be straight business on the part of our Canadian Wheat Board. Having built a market for durum in Europe, our Board does not often want to divert any south of the border, even if there is a temporary price advantage. But a plan should be worked out. For the steady growth of the industry on both sides at all times. Where freight costs are least, and the industry is strongest, farmers benefit.

Nor is it outside of the realm of possibility for a minor crop like durum to be marketed on a joint basis from North America. It is our old friend, the law of supply and demand. Should we in North America be competing on the export market, or should we instead complement each other's supplies? Or, taking a dog in the manger attitude, might we withhold North American durum from the market until the price was right? I do not make any attempt to minimize the difficulties we would run into on joint marketing. It is simply a thought for the future. Certainly it would have to be a "grass roots" movement, started by farm organizations such as your own.

I wish you success in growing and marketing your future durum crops.

Fargo Meetings

The Durum Industry Advisory Committee composed of growers, grain men, millers, and macaroni manufacturers met in late March to consider grain standards, to hear reports on macaroni in the school lunch program and contemplated market research projects.

Consumer Research

Efforts are being made to interest the United States Department of Agriculture to conduct consumer surveys to determine what advertising appeals are the strongest and to learn why the non-users neglect macaroni.

School Lunch

The group voted to send a letter to the North Dakota State Wheat Commission, Great Plains, Inc., and the United States Department of Agriculture, that inasmuch as durum is in surplus supply, it should be promoted in the school lunch program, and the making of macaroni out of bread wheat discouraged.

Grade Discussion

Much of the meeting centered around raising grades to make durum grown in the United States more competitive in the world market.

It was the consensus that a tightening of quality standards would make United States grown durum more acceptable to foreign buyers.

There was disagreement on how the standards should be changed, however. While the group felt the number of vitreous kernels required should be raised, there was no agreement on the allowable percentage of shrunken and damaged kernels. It was pointed out that committee members would have to return to their respective organizations for approval of changes or recommendations of grain standards.

It was noted that the United States has not been willing to compete with other nations in the world durum market. Export subsidies and cooperation of Federal agencies have not been conducive to American durum being competitive on the world market, it was said.

Changing grade standards of durum—by itself—would not make United States durum more competitive. Concerted effort by all segments of the industry is required if United States durum is to become a factor on the world market, it was concluded.

Cereal Technology

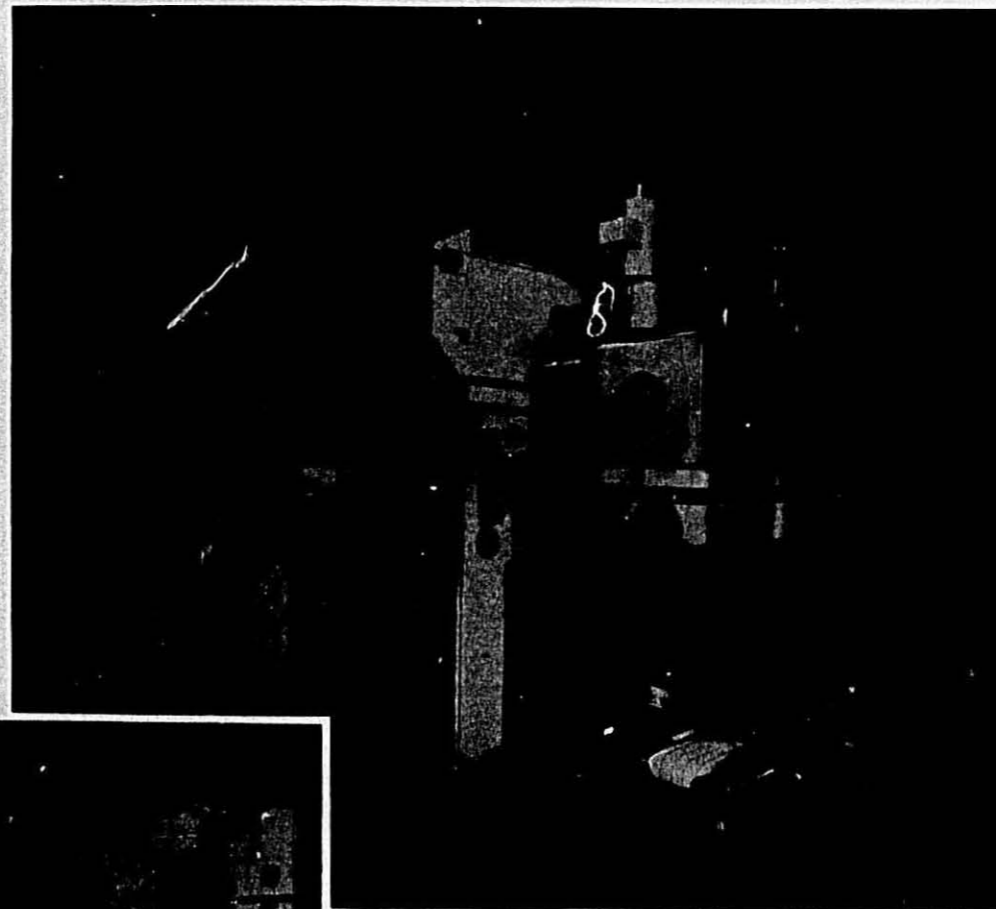
At the Cereal Technology Department of the North Dakota State University, representatives from the milling industry, baking industry, and macaroni manufacturers met with the staff to hear papers on the water soluble proteins of wheat, a new color prediction test for macaroni, durum pigment studies, gelatinization properties of semolina, experimental malting studies, and a review of the 1962 hard red spring wheat crop.

Fargo facilities have recently incorporated activities formerly conducted at the United States Department of Agriculture laboratories at Beltsville, Maryland. The group was taken on a tour of the expanded laboratory facilities on campus.

Following the presentation of papers, there was general discussion and evaluation of work being done. Enthusiasm was high among the industry representatives attending the conference on the caliber of work being done by these scientists.

Profits in a competitive economy are a measure of effective, efficient operation and should be worn as a badge of accomplishment and of honor.—Phillip D. Reed

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Foreign Foods Find Favor

FOOD manufacturers looking for new product and promotion areas might well give some serious consideration to foreign main-dish meals. Many foods born in other lands have become dinner-table favorites in American households.

American Home

Perhaps this upward trend in the popularity of foreign food cookery was what prompted American Home Magazine's Food Editor, June M. Towne, and her staff, to develop a lavish food pictorial feature on macaroni products' recipes with a foreign flair in the Winter Number—January-February. In a beautiful full-color double-spread, she shows 17 different shapes and sizes of macaroni products. She says:

"It's time you used your noodles . . . and all the other pasta you see on this page! The whole wide world loves pasta. The Burmese have a passion for pasta. So do the Chinese and Japanese. We've even favorite pasta tricks from Armenia and Paraguay. You'll find pasta teamed with tender lamb and artichokes, with steak and bamboo shoots, with chicken and coconut, with mushrooms and meat, and, of course, good old Italian-style macaroni stuffed with sausage and baked in tomato sauce.

Illustrated recipes given were Sukiyaki, using either vermicelli or folded fedelini; Italian Stuffed Rigatoni with large macaroni, tufo, or maruzze; Paraguayan Pasta with Mushroom and Meat Sauce (suggested macaroni products to use here were wagon wheels, millefore, cut zita, noodles, lumache grande, or fusilli); Burmese Chicken, with spinach or egg noodles; Chinese Noodles with Lobster and Vegetables, using medium broad noodles; and Armenian Lamb Stew with Artichokes, using rotelli, noodles, or cappelletti.

Opinion Survey

A recent National Family Opinion study on the popularity of foreign foods in American households indicated, for example, that two-thirds of the families surveyed enjoy Italian foods such as spaghetti and pizza with some frequency. Chinese dishes are second in popularity, with more than one-third of our appetite-catering homemakers serving them. Mexican foods are the third most popular classification.

In the 7,885 homes responding to the survey, spaghetti was the favorite foreign dish served by 42 per cent of the families. Chop suey and chow mein



Mexican Chili with Noodles: Tender egg noodles topped with an appetizing chili beef sauce and avocado salad are the basis of a Mexican-style dinner.

rated seven per cent; pizza, five per cent; chili, four per cent, enchiladas, goulash, tacos, and lasagna, two per cent; rice, stuffed cabbage, tamales, and ravioli, one per cent; all others, eight per cent.

Large city dwellers serve foreign dishes more often than farm families. Generally, younger homemakers serve them more often than older women, and high income families have them more often than low-income families.

For our citizens of Italian descent, and for all lovers of Italian-style food, the National Macaroni Institute has developed a recipe in the traditional Italian manner. Veal Scaloppine with Spaghetti is one of the classics of Italian cooking, and the cornerstone of the fame of many a restaurant.

Veal Scaloppine and Spaghetti (Makes four servings)

1 pound veal cutlets, thinly sliced
Seasoned flour
¼ cup olive or salad oil
1 clove garlic, finely chopped
1 cup sliced mushrooms
3 medium-sized tomatoes, sliced
½ cup dry red wine
½ cup grated Parmesan cheese
Salt and pepper
1 tablespoon salt
¾ quarts boiling water
8 ounces spaghetti
Dredge veal with flour. Heat oil; add

veal and garlic and cook until veal is lightly browned on both sides. Add mushrooms, tomatoes and wine. Sprinkle with cheese and salt and pepper. Cover and cook over low heat 15 minutes.

Meanwhile, add one tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Drain in colander. Serve spaghetti with veal scaloppine.

Or how about an exotic dish of Mexican Chili with Noodles for an informal supper crowd? It's easy and full of Latin zip. Here is the recipe.

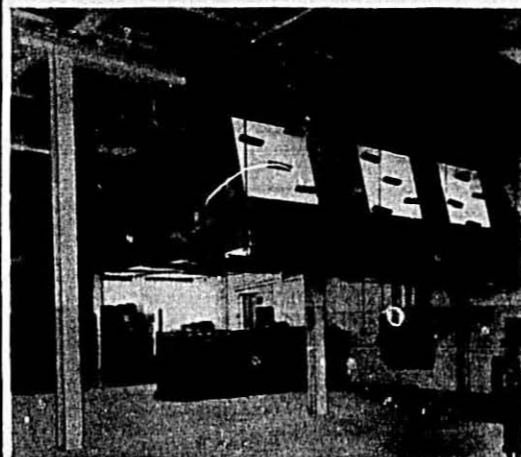
Mexican Chili with Noodles (Makes six to eight servings)

2 tablespoons olive or salad oil
2 cups chopped onions
¾ cups chopped green peppers
1 clove garlic, crushed
1½ pounds ground beef chunk
2 1-pound cans kidney beans
1 1-pound 13-ounce can tomatoes
4 teaspoons chili powder
2 teaspoons seasoned salt
¼ teaspoon cayenne
1 tablespoon salt
3 quarts boiling water
8 ounces wide egg noodles
(about 4 cups)
Heat oil. Add onions, green peppers, garlic and beef. Cook over medium
(Continued on page 34)

STOR-A-VEYOR FOR NOODLES

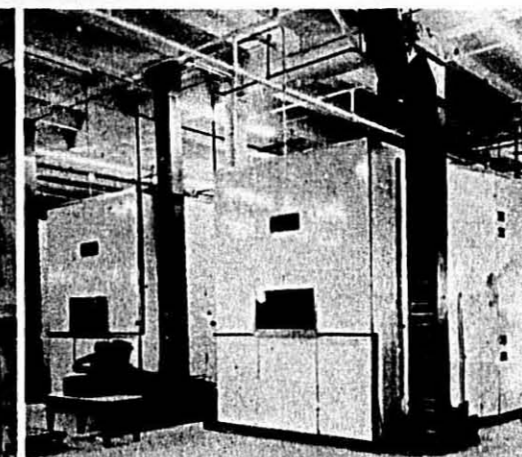
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at

SAN GIORGIO MACARONI PLANT

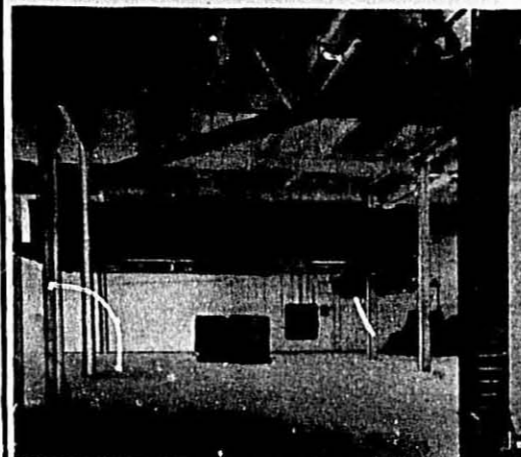


Battery of 3 Stor-A-Veyors with 24 Hr. dryer capacity — 3 Control Conveyors with dual discharge feeding 2 Packaging Lines.

Note — Ceiling Mount allows free storage area under the Stor-A-Veyors.



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Chili with Noodles—

(Continued from page 32)

heat until meat is browned on all sides. Add undrained beans, undrained tomatoes, chili powder, seasoned salt and cayenne; stir. Heat to boiling point. Cover and cook over low heat 30 minutes.

Meanwhile, add one tablespoon salt to boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Add noodles to meat mixture; stir.

Monsignor Romaniello—

(Continued from page 6)

delivering a food parcel for the grocery store at the corner. We knew that in a little while this little family would be eating right out of the pot over the clay stove. On a cold day that's a sensible way to eat. "Hot food—warm heart." We're glad that it was a noodle feast.

Pipe Dream

We hope "noodles" will make the World's Fair in New York in 1964-65.

Great profits, great risks. — Chinese Proverb



BRITISH COOKERY EXPERTS PRESENT SPAGHETTI CONTEST PRIZES

Two of Britain's leading cookery experts, Fanny and Johnny Craddock, presented the prizes won by entrants in an Italian Holiday competition organized by J. W. French & Company Limited, of London, England, manufacturers of "Bonvisi" spaghetti. They are seen here with (right) Dr. M. C. Schoul, Chairman of J. W. French.

The presentations were made at one of London's foremost Italian restaurants, the Lo Spiedo, Piccadilly Circus.

Entrants in the competition, which was run in conjunction with "Bonvisi" stockists, were asked to select in order of preference a number of spaghetti dishes and to explain in a few words why they like "Bonvisi."

First prize, of two weeks' holiday for two in Italy, was won by Italian-born Mrs. G. Booker, of Wimbledon, London, whose slogan read: "Although I am Italian, I prefer its full flavour and its true value for money." There were also a second prize—of one week's holiday in Italy—and 25 consolation prizes of five pounds each. Managers of the grocery stores from which the winners bought their "Bonvisi" spaghetti won identical prizes.

The Egg Market

Until March, the 1963 egg market seemed to be headed in only one direction—up. Prices in January and February moved progressively higher from week to week as flock damage from the severe winter continued to mount. For a while, pricing became almost impossible, as rapidly rising costs continued to rise faster than egg product prices.

Things approached closer to normality in March, although egg breakers were still relatively inactive. Breaking was about 18 per cent below the level of the previous year.

Thus far in 1963, after one quarter, egg production is about three per cent below 1962. This is due to a smaller laying flock and a lower rate of lay. During January and February, egg type chick output was up approximately six per cent over the same period in 1962, with the output in March expected to be about five per cent less than 1962.

Egg producers are expected to raise more replacement chickens this year than last, even though egg-feed price relationships have been no better than a year ago. This increase, if it comes, will not make eggs available until late fall or winter. The size of the laying flocks is likely to continue below 1962 until late summer or early fall and not likely to make any more production than 1962 until late September.

Cold storage holdings continued to decline until the middle of March and were at the lowest level, except in 1951, since World War II. So far no storing has been done of any consequence and no further buying. Sales have been on a current day-to-day basis. Springtime is when buying is usually done and storing must be stepped up.

Overall Picture Good

The overall picture for eggs is good, and markets are expected to remain stable for quite some time. The Government may do some buying but not as a support program—only to fill actual needs.

Egg whites continue to have strong demand. If the demand for albumen were to slacken, the effect on yolk would be sharp as shell egg prices continue at relatively high prices when compared with 1962.

Egg yolks are under pressure except dark color which are in short supply and good demand. Yolk buying is yet to come in. There are strong indications that export demand for yolks will pick up.

In the Chicago market, current receipts of shell eggs dropped from 37.5

cents a dozen in February to a shade above 30 cents in March. Frozen whole eggs fluctuated in a range of 26.5 to 29.5 cents.

Dried whole eggs sold between \$1.14 and \$1.22 a pound. Dried yolk solids, \$1.17 to \$1.25.

Frozen whites were strong, in a range of 13.5 to 16 cents.

Dark color yolks, No. 4 NEPA with 45 per cent solids, were unquoted during March but were offered and were being sold at 58 cents a pound April 1.

Meat Supplies Plentiful

The meat bonanza is showing its first signs of eventually playing out, says a recent Wall Street Journal Commodity Letter.

Prompted by 1962's attractive profits, farmers are turning out about five per cent more beef and pork this year. Consumers benefit from choice steers bringing no more than \$24.00 a hundred pounds at Chicago, down from \$29.25 a year ago. Hogs at \$15.25 are down about \$2.00 from a year ago. But slimmer prices give farmers second thoughts about the present output pace.

What's more, the feed they need costs more. With Government glut-cutting efforts over the past few years, the corn supply is about six per cent smaller this year than last, and the September 30 carryover is expected to be the smallest since 1956. A bushel of the key feed grain brings about \$1.21 in Chicago, nearly nine cents more than a year ago and near a three-year high.

Many of today's increased animal ranks will not reach market until late in the year, meaning consistently higher prices are not likely for many months to come.

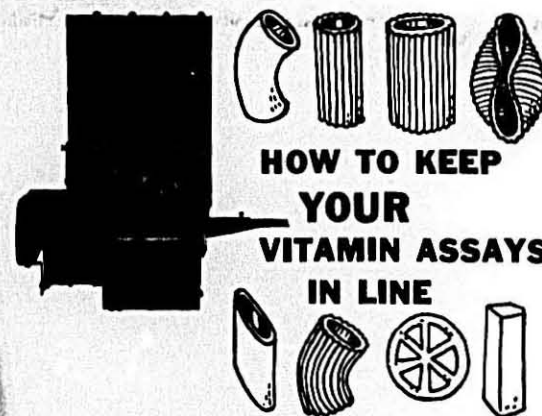
Too Many Tomatoes

Tomato packers are struggling to escape from a troublesome glut. California's farmers turned out 3,200,000 tons of tomatoes for processing last year, up from 2,300,000 in 1961.

In hopes of avoiding such massive output again, at least two major packers have trimmed their 1963 offer to growers to \$23.50 a ton from around \$27.50. Heinz is halting tomato work at two Ohio and Pennsylvania plants for the rest of the year due to over-supply.

Processors are slashing prices to clear out present stock. One sells two dozen 14-ounce bottles of ketchup for \$2.75, down from \$3.40 a year ago, and gets \$1.95 for a dozen 46-ounce cans of juice, 55 cents less than last year.

Tomato paste, used as an outlet for excess tonnage, brings little more than half of what it did a year ago.



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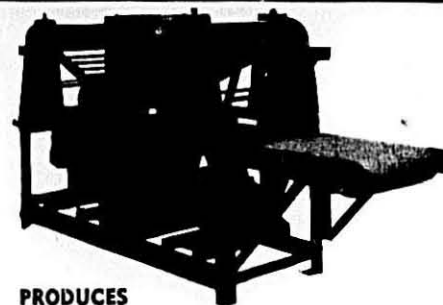
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International Milling Expands Headquarters

International Milling Company expanded its Minneapolis headquarters recently when it moved into an additional 20,000 square feet of office space on the thirteenth floor of the Investors Building.

The move consolidates International's headquarters functions formerly located on the twelfth floor of the Investors Building and Roanoke Building, and a portion of the third floor of the Longyear Building.

With completion of the move, the company will occupy over 50,000 square feet of office space on the twelfth and thirteenth floors of the Investors Building.

The move was necessitated by overall company expansion with a resulting increase in headquarters personnel and a move to data processing equipment at headquarters level, according to Wayne T. Kirk, vice president.

Promotions at International

International Milling Company has announced several promotions within its United States Flour Milling Division.

Robert M. Howard, assistant to the vice president of the division in Minneapolis, is promoted to production manager for the company's eastern production region at Buffalo, New York. In this position, he will be responsible for overall production functions at International's flour mills in Buffalo, Lockport and Baldwinville, New York; Cleveland, Ohio; and Detroit, Michigan.

He fills the vacancy caused by the death of LaVern K. Mitchell, March 1.

Howard, who joined the company in 1947, worked in various engineering positions at Minneapolis and Buffalo prior to his appointment as director of milling and engineering in 1957. He was promoted to assistant to the United States Flour Milling Division vice president at Minneapolis in 1961. He is a University of Minnesota graduate.

John W. Olsen, presently production manager at Minneapolis for the company's midwest region, replaces Howard as assistant to the vice president, United States Flour Milling Division.

Olsen, a graduate of the University of Wisconsin, joined International at Buffalo, New York, in 1948. He held several different positions at various company plant and office locations prior to his appointment as production manager for the southwest region at Kansas City, Mo., in 1957. Olsen became midwest region production manager in 1961.



SKINNER KIDS DON SPAGHETTI BIBS

The children of Lloyd E. Skinner (left to right)—Lloyd, Jr., 10; twins Mary Beth and Kathy, 9; and Jimmy, 12—gladly endorse their dad's product and new premium. Dad is President of Skinner Macaroni Company, Omaha, and recently elected president of the National Small Business Association. The Spaghetti Bibs are enjoying popularity not only among families with children, but also among men who find the bibs real tie savers.

Daniel H. Phelps, presently plant manager at International's Davenport, Iowa, flour mill, replaces Olsen as midwest region production manager at Minneapolis. He will have overall responsibility for production functions at the company's flour mills at New Prague, New Ulm, St. Paul and Wabasha, Minnesota, and Davenport, Iowa.

Phelps, who attended the University of Minnesota, has been with the company since 1938. He held several different positions at Minneapolis, Buffalo and North Kansas City, prior to his appointment as plant manager at Davenport in 1955. The company will name Phelps' replacement at Davenport in the near future.

Henry O. Arneson, acting director of engineering at Minneapolis, is promoted to director of engineering. A graduate of the University of Minnesota, Arneson has been in the company's engineering department since 1946.

Merck Moves Ahead

Merck & Co., Inc. spent \$17,200,000 for construction and modernization of facilities in 1962, the pharmaceutical and chemical firm announced in its annual report mailed to stockholders.

"New facilities were built at home and abroad, adding to our vitality and strengthening our future prospects," Charles S. Garland, chairman, and John T. Connor, president stated in a letter to stockholders. They said Merck's capital expenditure in 1962 was the second highest in the Company's history.

The report announced that a new pharmaceutical production building at West Point, Pennsylvania was virtually completed by the end of the year, well ahead of schedule. At Merck's plant at Albany, Georgia, new facilities were put into operation for the manufacture of 'Aldomet,' described in the report as an "important prescription drug for the control of certain forms of high blood pressure."

New Facilities

Facilities were opened at the Rahway plant for the manufacture of "Thibenzole," used against gastrointestinal parasites in livestock, the report continued. Abroad, major manufacturing facilities were completed in Mexico and Australia. In addition to these production installations, a \$3 million expansion of research facilities at West Point was begun in the summer of 1962.

New Items

The year also saw the establishment of Quinton Company, a new Merck division responsible for marketing packaged products—several household items and proprietary drugs—that are advertised by trade name directly to consumers.

Consolidated net sales for 1962 were \$240,521,000 compared with \$228,578,000 for 1961. Net income after taxes was \$29,244,000, compared with \$27,191,000 the previous year. The net income figure, second highest in the company's history, marked an upward trend in earnings, which had declined in 1960 and 1961. Sales increased for the eighth consecutive year.

FAVAN

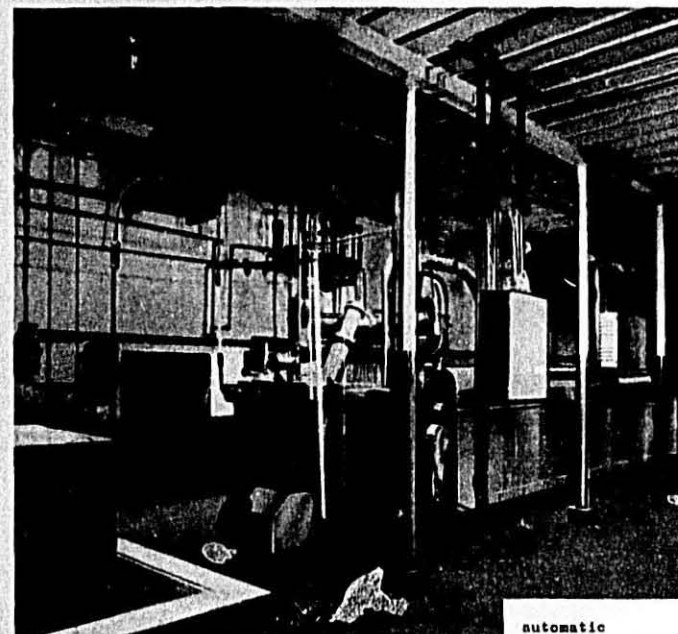
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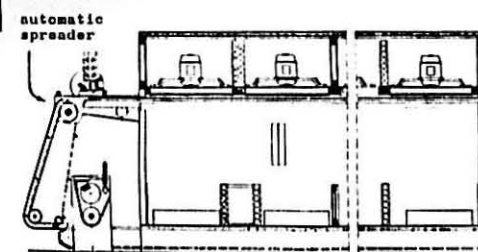


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WAY BACK WHEN

40 Years Ago

- "Successful men rarely miss an opportunity to confer with fellow manufacturers and rarely leave a conference without having profited by it." The drums were beating for the 1923 Macaroni Makers Conference at Hotel Breakers, Cedar Point, Sandusky, Ohio.
- Suggestions for a national macaroni slogan included: The Heart of Wheat Is Equal to Meat—Eat More Macaroni; Macaroni—Its Purity Is Your Security; Macaroni Is a Delightful Revelation, Eat It; Get the Big Meal at Little Cost — Macaroni; Macaroni for the Quick, Frugal Dinner, Ready in 15 Minutes.
- The 1921 Census showed only 409 macaroni establishments compared with 557 two years prior.
- An "Eat More Wheat" campaign was underway, urged by the grain trade as a slogan to coordinate advertising and publicity work.

30 Years Ago

- Faith and confidence in the future of macaroni manufacturing seemed greater than at any time since the depression had started some three years before. There was a feeling that the bottom had been hit on "price" macaroni.
- Midwesterners met in St. Louis to review the Farm Relief Bill, the proposed Processing Tax, a Five-Day Week Bill, and Egg Noodle Standards.
- The Annual Meeting in Chicago was planned to coincide with the 1933 Century of Progress Exposition.
- Trick bottoms and slack fill were being watched by the Federal Food and Drug Administration in a crack-down on deceptive packages made by macaroni makers.
- In 1933 proposed definitions and standards were being discussed for eggs, liquid whole and mixed. B. R. Jacobs represented the interests of noodle manufacturers.

20 Years Ago

- The Wartime Conference at the Edgewater Beach Hotel in Chicago included

Leo B. King

Leo B. King of Chicago, husband of Esther Donna King (M. J. Donna's daughter), died April 4. Internment was in Braidwood. Besides his widow, he leaves two daughters, Mary Donna and Esther Lee.

Re-elected

Mrs. Edna V. Vagnino was re-elected alderman of the second ward in Clay-

ton, Missouri April 2. Married to Louis S. Vagnino of the American Beauty Macaroni Company, they have a son Steve. They have lived in Clayton for 28 years.

Mrs. Vagnino has been active with the Clayton Citizens Council and the Clayton Beautiful Committee which encouraged the use of auto litter bags and participated in the Clean Sweep Program.

representatives from the Quartermaster Corps, the Food Distribution Administration, as well as industry delegates. Governmental requirements, manpower, products' fortification were discussed.

- Grade labeling was pushed "by a small group of professional consumers who have tried to take advantage of every shift in the political wind for the past 25 years," according to Paul Willis of the Grocery Manufacturers of America. He called their ideas unsound, impractical, and un-American.
- The Association acted to protect macaroni and noodle manufacturers' interests in a proposed piece of legislation in Pennsylvania requiring a net weight marking tolerance of one-eighth of an ounce per pound of net content.
- Soup-mix manufacturers formed a trade association. L. J. Gumpert of B. T. Babbitt, Inc. was elected chairman of the group. He declared that soup-mix sales had skyrocketed from \$300,000 in 1939 to an estimated \$40,000,000 in 1943.
- In April, 1943, B. R. Jacobs reported on a meeting of an industry advisory committee with the War Food Administration officials. On the agenda: civilian requirements; proposed fortification of industry products; durum reports; egg availability for noodles; manpower; Lend - Lease purchasing; the Controlled Materials Plan; task groups.

10 Years Ago

- Production men at the Hoskins Plant Operations Forum heard discussions on packaging and costs; power factor correction; factors affecting plant layout; factors that affect quality.
- The long drought in the durum country was ended on April 23, 1953 with 12 inches of snow and rain that was fully absorbed with little run-off.
- The I. J. Grass Noodle Company was packing soup mixes in colorful new boxes featuring the hero of a network radio series, "The Space Adventures of Souper Noodle."

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Macaroni a Prime Related Item Moved. "Macaroni moves merchandise" is the basic theme behind two brochures recently distributed to the retail trade by the National Macaroni Institute. Albert Ravarino, of St. Louis, president of the National Macaroni Manufacturers Association, gets an assist from Donna Carr in illustrating the two promotional booklets. The first brochure is a promotional calendar outlining the various macaroni promotional themes for 1963. The second booklet is a "Macaroni Art Gallery" which displays 10 photographs of macaroni products with recipes. Interested retailers may obtain eight inch by 10 inch glossy photographs of any of these recipes for use in advertising or copies of either brochure by contacting their macaroni supplier or the National Macaroni Institute at 139 North Ashland Avenue, Palatine, Illinois.

THE MACARONI JOURNAL

33 U-S AWARDS

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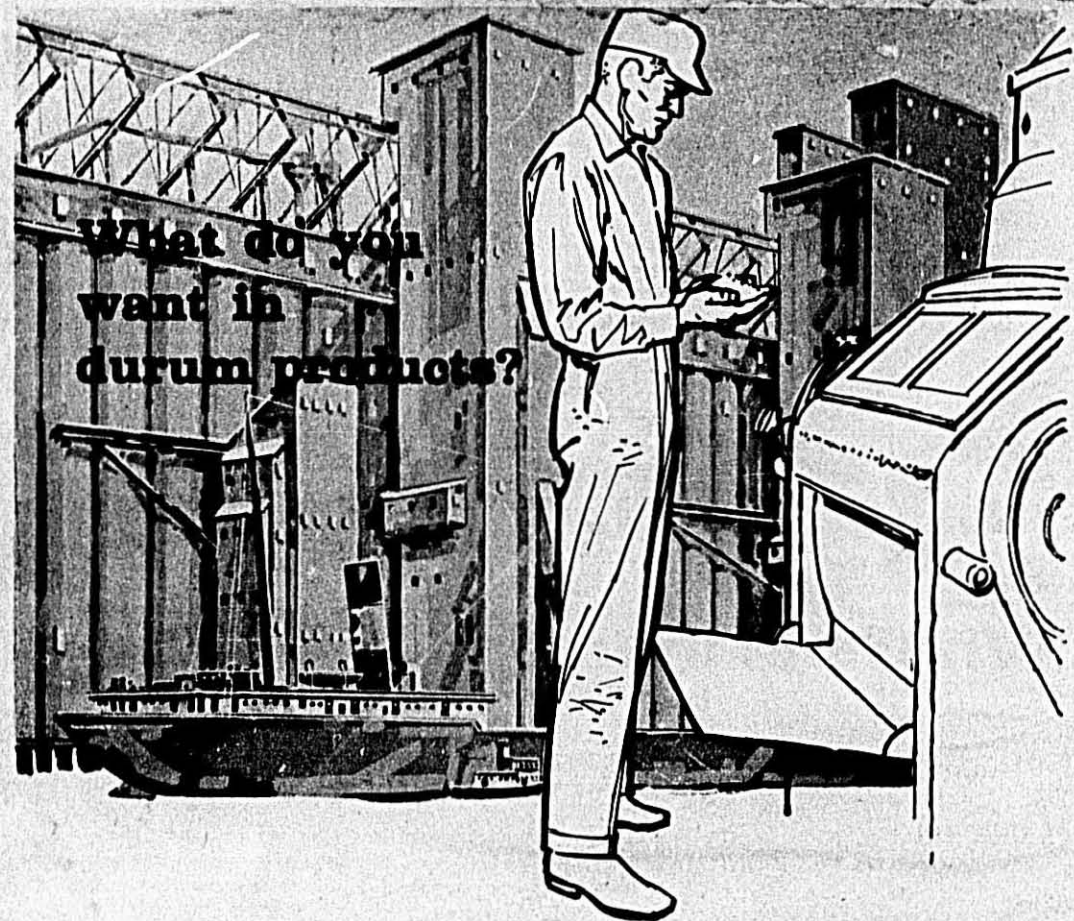
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