

**THE
MACARONI
JOURNAL**

**Volume 45
No. 6**

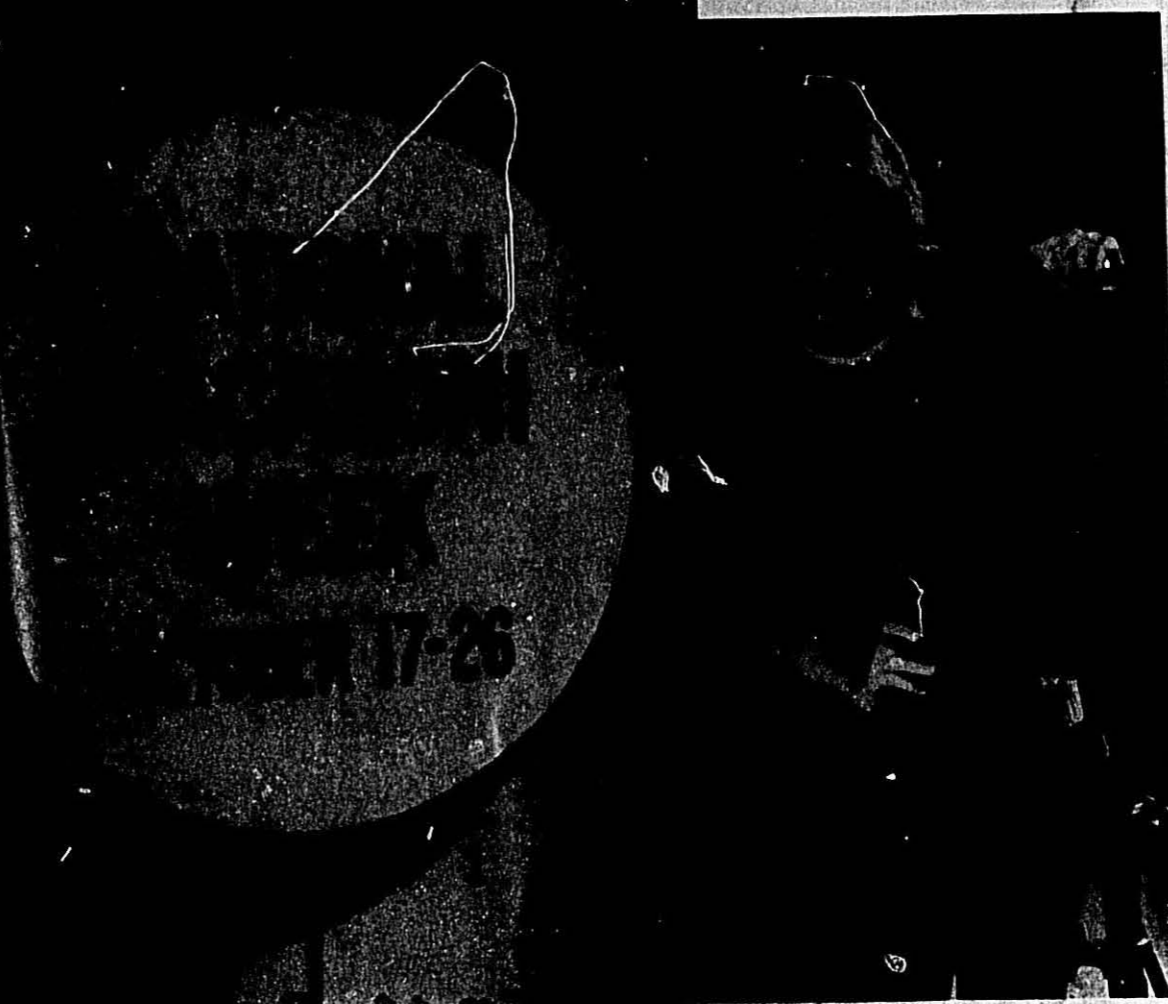
October, 1963

Macaroni Journal

THE INTERNATIONAL
MACARONI
COUNCIL
P.O. BOX 100
RUE DE LA MANIÈRE TURQUE
BRUXELLES



OCTOBER, 1963



ROSSOTTI PACKAGING SELLS MORE OF YOUR MACARONI

That's because it's predictable packaging. Because it's the kind of packaging only professionals can produce. Because it captures

the bright look of newness to sell on sight. eye-catching visuals with buy-it-now, serve-it-today appeal. trademark designs to say nice things about your product. color usage in exciting, attention-winning ways.

That's why modern macaroni marketers across the country know that ROSSOTTI delivers

BETTER MERCHANDISING THROUGH PACKAGING!

Write us today for details; there's an obliging sales office near you.

Rossotti

LITHOGRAPH CORPORATION

Executive Offices:

NORTH BERGEN, NEW JERSEY

ROSSOTTI CALIFORNIA LITHOGRAPH CORP.
SAN FRANCISCO 24, CALIFORNIA

ROSSOTTI MIDWEST LITHOGRAPH CORP.
CHICAGO 10, ILLINOIS

Sales Offices: ROCHESTER • BOSTON • PHILADELPHIA • PITTSBURGH
ORLANDO • HOUSTON • LOS ANGELES • SEATTLE • SAN JUAN

The Macaroni Journal

October
1963
Vol. 45
No. 6

Official publication of the National Macaroni Manufacturers Association
139 North Ashland Avenue, Palatine, Illinois. Address all correspondence
regarding advertising or editorial material to Robert M. Green, Editor
P.O. Box 336, Palatine, Illinois

Officers

President	Albert Ravarino
1st Vice Pres	Fred Spadafora
2nd Vice Pres	Robert I. Cowen
3rd Vice Pres	Peter J. Viviano
Executive Secretary	Robert M. Green
Director of Research	James J. Winston

Directors

Eastern Area	
Robert I. Cowen	Lester R. Thurston, Jr.
Vincent F. LaRosa	H. Edward Toner
Joseph Pellegrino	Paul Vermeylen
Central Area	
Albert Ravarino	Peter J. Viviano
Ralph Sarli	Albert S. Weiss
Western Area	
Paskey DeDomenico	Edward De Rocco
Vincent DeDomenico	Fred Spadafora
At Large	
Saverio Arena	Henry D. Rossi
Arvill I. Davis	Nicholas A. Rossi
Kenneth J. Forbes	Jerome A. Tujague
Raymond Guerrisi	Robert William T. J. Williams, Jr.
Past Presidents	
Emanuele Ronzoni, Jr.	C. Fred Mueller
Horace P. Giota	C. W. Jack Wolfe
Lloyd E. Skinner	Louis S. Vagnino
Peter LaRosa	

Subscription rate:	
Domestic	\$5.00 per year
Foreign	\$6.50 per year
Single Copies	75c
Back Copies	\$1.00

In This Issue:

	Page
Lead the Crowd	3
Tour at San Giorgio	6
Lots of Durum	17
Semi-Annual Durum Report	14
Egg Processing Drops	6
Personals - A Irving Glass Is Mourned	18
Thoughts on Cooperative Advertising	19
Wake Up - Move Ahead	20
The Importance of Merchandising	20
Using Arflex in Macaroni Products	24
Way Back When	22
Index to Advertisers	

Cover Photo

Tom Sue Coleman is putting the spotlight on Southern Macaroni Week. The dates are October 22-26, 1963. It provides two 2-day shopping weekends to display and feature macaroni, spaghetti, and egg noodle products.

The Macaroni Journal is published by the National Macaroni Manufacturers Association, 139 North Ashland Avenue, Palatine, Illinois. Address all correspondence regarding advertising or editorial material to Robert M. Green, Editor, P.O. Box 336, Palatine, Illinois.

FEED THE CROWD

A BEAUTIFUL full-color picture of Spaghetti with Meat Balls "to feed the crowd," with a football party table setting, was offered on a first-come-first-served exclusive basis free to supermarket operators through the advertising manager of local newspapers. The only stipulation was that one or more packaged products of National Macaroni Institute members be mentioned if product brand names appear in the advertising.

The program was conducted by the National Macaroni Institute through the Sta-Hi Color Service. This was a "plus" for National Macaroni Week, October 17-26, tying into the 1963 theme of creating related item sales.

Profit Calendar

Grocers were alerted earlier in the year with a Macaroni Profit Calendar and the information that every package of macaroni sold produces an average of \$1.31 in related food items sales. These figures are based on three simple but popular recipes.

Every dollar's worth of macaroni sold will move \$6.55 in related items.

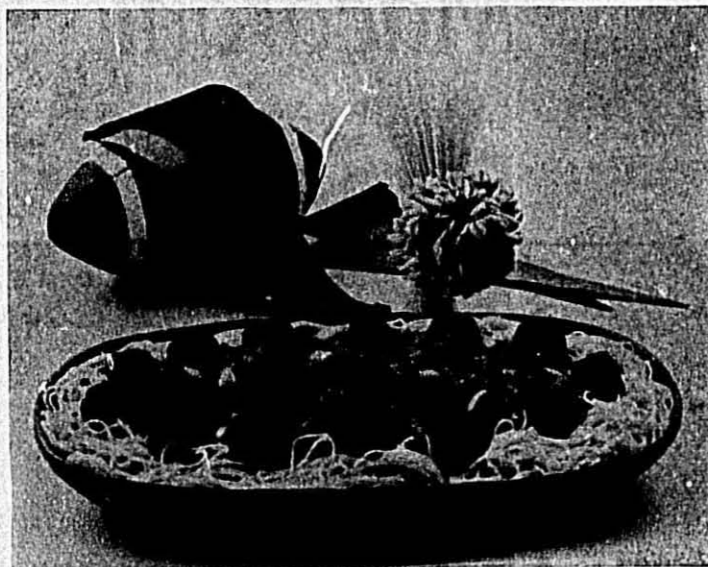
Throughout the year the National Macaroni Institute has been promoting macaroni, spaghetti and egg noodles heavily with emphasis on a particular theme or idea. Publicity material going to magazines, newspapers, radio and television have been based on the Four C-sons. Low calorie macaroni meals were spotlighted during the first quarter. Special quantity recipes for clubs and service groups were featured during the spring. The summer season saw cookouts as the feature with the use of macaroni products for easy outdoor meals, picnics, and other warm weather dining stressed.

During the fall and winter season, costs will be the cue. "Macaroni Money Makers" was the theme for October, with quantity recipes for using macaroni in church suppers or by other fund-raising organizations.

October is Restaurant Month, being promoted by the National Restaurant Association as a good time for "dining out."

Grocers will want to feature such plentiful foods with macaroni products in October as beef, tuna, cheese, canned tomatoes, green beans, and fruit cocktail.

Promotional theme for November is "Freezer Magic With Macaroni." Publicity will suggest economical recipes for making up double servings—one to be served and one to be frozen for future use.



A hearty buffet treat for football fans.

In December, money-saving recipes for family use during the Holiday season will "beat the budget blues with macaroni." Related item possibilities suggested include turkey, pork, cranberries, raisins, canned mushrooms, canned applesauce.

Money Savers

The National Macaroni Institute advertised in the October issue of Practical Home Economics, offering a recipe folder "Macaroni Money Savers." The Durum Wheat Institute in Chicago has made available "Durum Macaroni Foods Demonstration Outline" and "Twelve Show-off Recipes." These are offered at cost for distribution to groups, home economics classes, 4H clubs, home service clubs, and the like.

Football Fare

Here is the recipe to keep the convivial spirit lingering after the football game. Ask friends home for supper to a hearty dish waiting for heating and eating. Spaghetti casseroles can be put together before the game, heated and served after with a minimum of attention. A big salad, garlic bread, and a freezer dessert complete an informal meal, easy on the hostess and guests alike.

Spaghetti Buffet

(Makes 6 to 8 servings)

1 tablespoon salt
3 quarts boiling water
8 ounces spaghetti
1½ cups (large can) undiluted evapo-

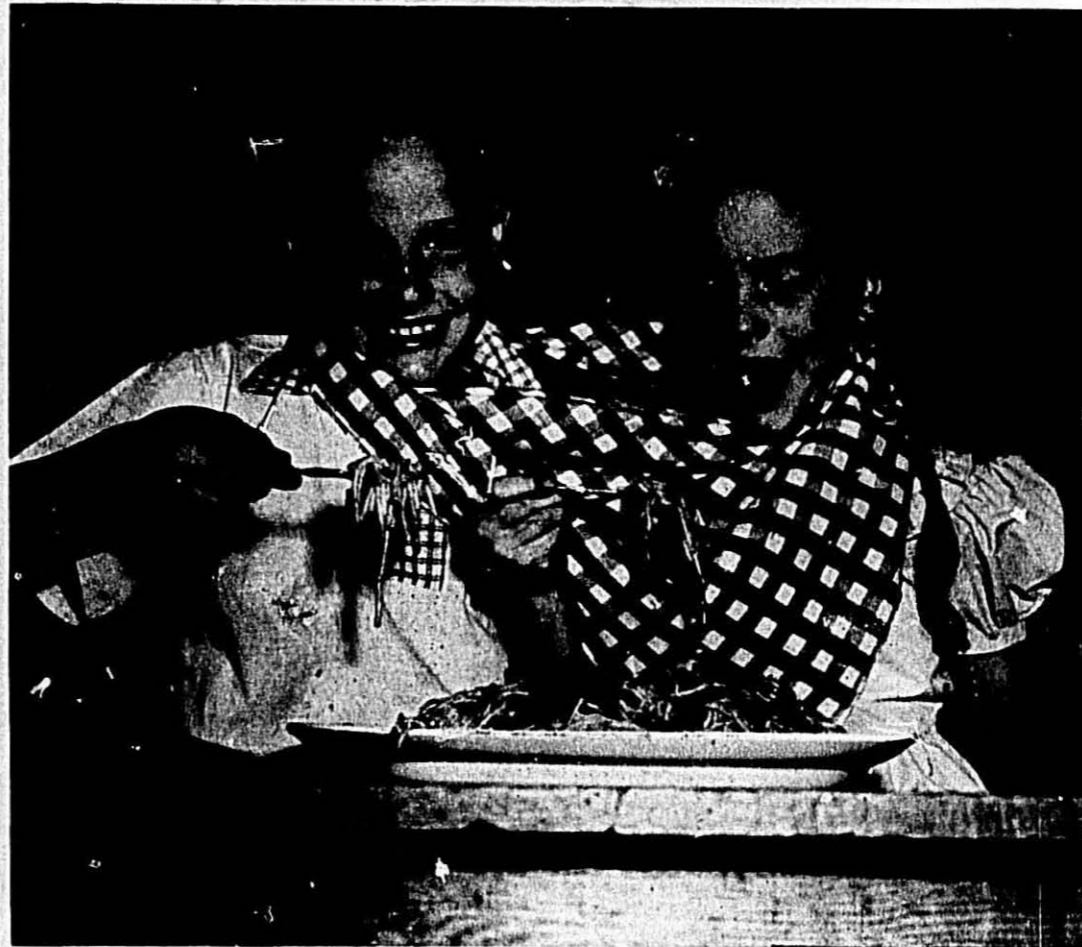
rated milk
½ teaspoon salt
1½ teaspoon dry mustard
1 tablespoon steak sauce
2 cups (about 8 ounces) grated process-type American cheese
2 7-ounce cans solid-pack tuna, drained
1 cup creamed cottage cheese
½ pound Swiss cheese, sliced

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

Meanwhile, simmer evaporated milk, ½ teaspoon salt, mustard and steak sauce in saucepan over low heat to just below boiling (about 2 minutes). Add American cheese; stir over low heat until cheese melts (about 1 minute longer). Break tuna into pieces. Add tuna to cheese sauce; mix well. Arrange layers of spaghetti, tuna-cheese mixture, cottage cheese and Swiss cheese in greased shallow baking dish. At serving time, bake in moderate oven (350 degrees) 30 minutes.

National Macaroni Week

Celebrated in the third week of October, the National Macaroni Institute sponsors concerted publicity on macaroni products' convenience, economy and versatility. Menu suggestions for low-calorie meals with macaroni go to newspapers, magazines, radio and television.



HERE'S YOUR MARKET!

Improve your image. Increase your impact.

Support the NATIONAL MACARONI INSTITUTE.

For details write P.O. Box 336, Palatine, Illinois.



Here is the group that toured the San Giorgio plant at Lebanon, Pennsylvania, August 6.

LIKE the phoenix rising from its ashes the San Giorgio plant at Lebanon, Pennsylvania has been re-erected from the disastrous fire of 1960 to a modern model macaroni factory.

In a delightful post-convention trip representatives of Braibanti & Company, Milan, Italy, escorted an entourage through the plant after entertaining them with a truly continental dinner and evening at Lebanon's new Treadway Inn.

The new three-story plant with 175,000 square feet of floor space has all the latest innovations for efficiency, perfect ventilation, moisture control and sanitation. It is a tribute to the management of the Guerrisi family.

Flour Handling

Semolina for macaroni and spaghetti and flour for noodles are unloaded by an air system at a rate of 500 pounds per minute from freight cars on the firm's siding which extends along the north side of the plant.

The flour and semolina pass through a series of nine 22-mesh screens, which are so efficient a company spokesman said, that if one kernel of wheat remains in a carload it will be removed. They are then blown into silos 45 feet high and 12 feet in diameter. Each silo has a capacity of 135,000 pounds of flour or semolina and there are 12 of them.

When required for production, the flour is drawn from the silos by variable speed rotary feeders to 8,000 pound use bins located on the third floor directly over each machine. Lee Hower, San Giorgio plant engineer, explains that blending from any three silos can be done at one time.

Modern Presses

The three presses for long goods are Braibanti model "MABRA/L" with capacity of 1000 pounds an hour. They are equipped with double spreaders adapted for sticks with a length of 79 inches each. Three preliminary and final drying automatic tunnels have a stick storage section, automatic strip-

ping and cutting devices. The sticks are returned automatically to the reservoir of the spreader.

For short cuts and noodles there are three preliminary dryers models TM/7; three preliminary dryers models "IN-TEL/7/9"; and three final dryers models "TELESS/17/9."

The presses are equipped with two extrusion screws which is a patented feature. Braibanti claims that the use of two extrusion screws results in a more even pattern of the extruded strands on the automatic spreader, thus greatly reducing the amount of scrap. The dough is reported to be more homogeneous in texture and to have better color.

These presses are equipped with four mixing basins. The first one is a pre-mixer for the semolina and water to be mixed in the required proportions. The second and third mixing basins are large containers where the dough is thoroughly kneaded until it goes into the fourth one where the vacuum is drawn.

Aluminum Sticks

To keep the length of the automatic line for long goods within reasonable limits (in this instance 150 feet from the front of the press to the end of the stripping device) Braibanti supplies special aluminum sticks with "Z" extrusions (to prevent rolling) with a length of 79 inches. These sticks have an ovaloid shape which reduces the percentage of hooks to a minimum. From the spreader the sticks proceed into the preliminary drying section of the tunnel which has only one level. After the preliminary drying, the sticks are taken up by an elevator to the top level of the drying tunnel which has five passages, forward and backward, with alternate sweating and resting sections. After drying (which averages about 24 hours, depending on the shapes) the sticks advance into the storage section. This has six tiers, but no ventilation or heating. They are stored here and the product stabilized for 16 hours. During the packing shift

the sticks containing the production of 24 hours are automatically stripped and cut to the required length while the empty sticks return automatically through the bottom of the storage section and the dryer to the reservoir of the spreader where they repeat the same cycle.

Braibanti estimates that the amount of scraps and hooks are reduced to less than seven per cent of the total production. This is certainly a very small amount compared to other types of operations. The only missing link in the automation of the long goods line is that of conveying the product, cut to the required length, to the weighing machine. As soon as this is solved, and Braibanti says it should not present too many problems, then it can be truly said that nothing will be touched by hand from the bulk flour handling system to the finished package.

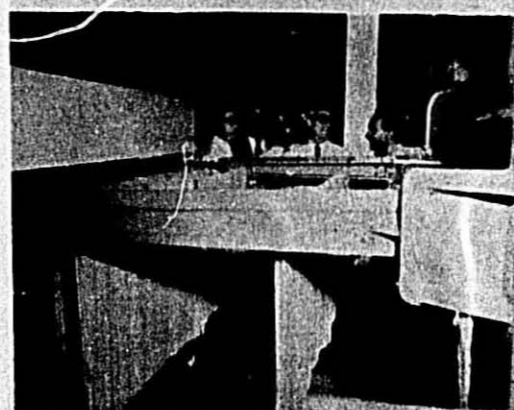
Nylon Bands

The Braibanti dryers for short cuts are notable for their use of nylon bands on which to dry the product. These nylon bands, unlike the metal ones, are kept absolutely rigid and level for their whole width by a system of counterweights. This eliminates any sagging in the middle of the band with a consequent lumping of the product, causing poor results.

The elegant appearance of Braibanti dryers is due to the use of formica panels on the outside. The insulation of the dryers consists of four layers of masonite, frigolite and formica. This insures absolutely air-tight insulation so that the relative temperature and humidity conditions can be maintained at the proper degree in order to produce a product with a good color and free from any checking. Since the beginning of the operation of the first Braibanti long goods drying unit in the San Giorgio plant, more than 18 months ago, not a single pound of production has been lost by checking or any other reason.

(Continued on page 12)

Tour at San Giorgio



At the top: A large group of interested macaroni manufacturers listen intently to an explanation of details on flour handling of San Giorgio.

At the right: The group enters the press room from the elevator. Center right, Dr. Mario Braibanti poses with Robert Guerrisi.

Lower left—left to right: Don Maldari, Charles Moulton, Manny and Angelo Ronzoni, Luigi Grasselli view press operation.

Right: Now joined by Dr. Braibanti.

Braibanti macaroni equipment-now used in America's leading plants

Some users of Braibanti equipment:

American Beauty Macaroni Co.
 Angelus Macaroni Co.
 Anthony Macaroni Co.
 Buitoni Foods Corp.
 Catelli Food Products, Ltd.
 Creamette Co.
 Delmonico Foods
 El Paso Macaroni Co.
 General Foods Corp.
 Genoa Egg Noodles
 Gioia Macaroni Co.
 Golden Grain Macaroni Co.
 Gooch Foods, Inc.
 Kientzel Noodle Co.
 Ia Rinascente Macaroni Co.
 V. La Rosa & Sons
 Libby, McNeill Libby
 Lucca Egg Noodle & Ravioli Co.
 Oregon Macaroni Co.
 Porter-Scarpelli Macaroni Co.
 Prince Macaroni Co.
 Roma Macaroni Co.
 Ronco Foods
 Ronzoni Macaroni Co.
 San Giorgio Macaroni Co.
 Shreveport Macaroni Co.
 Skinner Macaroni Co.
 Toronto Macaroni Co.
 Trinacria Macaroni Co.
 U.S. Army Commissariat
 Vevco Foods, Inc.

"Braibanti—the firm that brought automation to the macaroni industry"

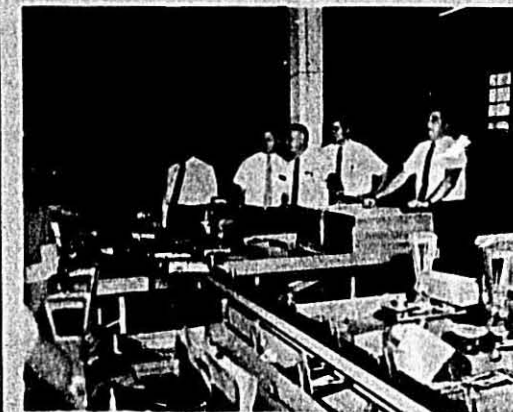
U.S.-CANADIAN REPRESENTATIVES: LEHARA CORP., 60 E. 42ND ST., NEW YORK 17, N.Y.

Braibanti

Largo TOSCANINI, 1 MILAN ITALY Tel. 792.393/4/5 - 790.531 - 794.703

THE MACARONI JOURNAL

Tour at San Giorgio



Upper left: Drying operations observed.

Upper right: Watching the spreader operate.

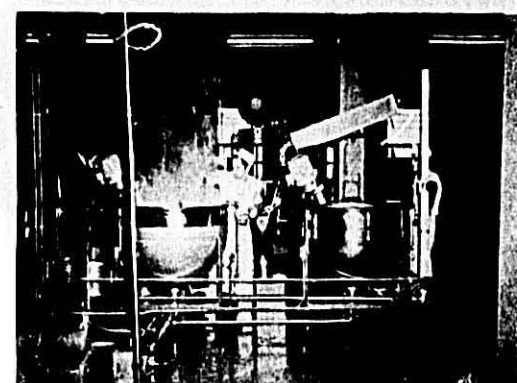
Center left: Woodman Fleet-Weigh machine packages noodles.

Center right: Long goods packing line.

Lower left: Triangle-Gaubert long goods line.

Lower right: Collection table for noodles heat-sealed in cellophane.

Tour at San Giorgio



Upper left: Lee Hower explains an operation.

Center left: John Sheetz (second from right) answers questions in the laboratory.

Lower left: Dan Maldari gets packaging pointers.

Upper right: Ray Guerrisi indicates material flow.

Center right: Joe Santi (fourth from right) explains press operations.

Lower right: Spaghetti sauce simmers in steam-jacketed kettles.



Our Leader Lives Here

So do we.

So should your macaroni product. Does it?

The North Dakota durum grower and the North Dakota Mill and Elevator have been together for half a century.

The North Dakota farmer grows the best durum in the world. Not even other durum growers are willing to dispute that.

North Dakota farmers know the North Dakota Mill and Elevator looks for the best of his crop. It's always been that way.

We know durum from the start, and we've known the durum grower from 1's start.

Should your macaroni products start here, too? With durum products from the North Dakota Mill and Elevator?

Our products made from Dakota durum are: Durakota #1 Semolina, Perfecto Durum Granular and Excello Fancy Durum Patent Flour.



North Dakota Mill and Elevator

Flour Milling Division

Grand Forks, North Dakota

Try our service. Shipments go forth as scheduled.

Tour at San Giorgio

(Continued from page 6)

San Giorgio boasts an initial installation of the Triangle-Gaubert long goods weighing machines. Long goods from hoppers are automatically weighed in one-pound units and each quantity is deposited into a separate tray in a continuous belt of trays. Further along the contents of each tray is automatically pushed into an individual carton, which is sealed, stacked and loaded 20 to the case. These are automatically sealed too, ready for delivery to the warehousing area.

Short cut items like shells and elbows, are fed from hoppers on the third floor into machines which automatically weigh out exact quantities and fill four boxes at a time. Other machines are used to pack smaller items in heat-sealed cellophane bags.

Noodles move from the machines as finished products to storage conveyors. When needed for packaging they are fed by gravity either to a machine which bags them or to one which loads them in cardboard cartons.

Manufactured short goods products are stored in portable bins on the third floor of the plant. These are rolled to particular locations where their contents are fed by gravity into the selected packaging machine on the floor below.

Guests on the tour came from all over the United States, Canada and as far as Mexico City. They were escorted through the plant by the Guerrisi brothers, Raymond, Robert, Joseph, Jerome and Henry, Comptroller John Sheetz and Plant Engineer Lee Hower. Dr. Mario Braibanti and Dr. Ettore Berlini came from Milan. They were accompanied by personnel of Lehara Corporation, their American representatives: Ralph Hauenstein, Charles F. Moulton, Tom McNeil, Joe Santi and Luigi Grasselli. Complimentary comments following the event testified to its success.

Lots of Durum

As the harvest progressed, yields and test weight per bushel showed wide variation, indicating that high temperatures, searing winds and drouth in July caused quite general damage to the crop. The harvest proceeded rapidly and a better-than-average crop was completed earlier than normal.

By the end of August, 85 per cent of the crop was in the bin, 12 per cent was cut or in swath, and only three per cent still standing. A year ago only 41 per cent of the durum had been combined.

This year's durum supply is at a new peak in face of the fact that the August

crop estimate, 52,604,000 bushels, is down 27 per cent from the harvest of 71,809,000 last year. July 1 carryover was placed at 40,792,000, contrasted with 5,168,000 a year after the short supply year of 1961-62.

This year's production, nearly double the 1957-61 average, is surprising observers in the durum belt as well as planners in the Department of Agriculture in Washington. As expected, acreage for harvest this year was down about 18 per cent from 1962, but the prospective yield, stimulated by generally favorable weather and increased plantings of improved varieties, at 28.4 bushels per acre, is near the peak of 1962 and 42 per cent above the average attained in 1957-61.

Acreage Down

Acreage reduction was anticipated on two counts: (1) the special program that permitted growers to exceed their allotments in 1962 in order to restore supplies to a "more normal" level was abandoned; (2) premiums under the support program for 1963 were reduced sharply from the previous year—from 40 cents to 25 cents for hard amber durum over the basic loan; from 25 cents to ten cents for amber durum; with no premium for ordinary compared with ten cents in 1962. As a result of the premium cuts, together with the reduced basic loan on all wheat, hard amber and amber durum market supports in Minneapolis are 34 cents lower than last year and ordinary is off 29 cents. These cuts did not prevent the seeding of a large acreage due to the fact that this class of wheat is outyielding other spring by almost three bushels an acre.

Poses Problems

The record durum supply for 1963-64 poses problems. While macaroni consumption is trending upwards, the gains would make only a small dent in the supply total. Export possibilities are not bright either. Canada, the world's leading durum exporter, has a large carryover and is harvesting a bigger than average crop. North Africa has a large crop this year and has made sales to France and Tunisia. Italy has attained self-sufficiency in durum production this year for the first time in modern history. As a result, the outlook is for U. S. exports not much above the 3,300,000 bushels cleared in 1962-63. This is so in spite of the fact that the Department of Agriculture has adopted a bid subsidy program on durum in order to enable this country's exporters to be as competitive as possible in effecting foreign sales.

It is possible that the carryover next June 30 may approximate 60,000,000 bushels. Most of this will be owned by

the Commodity Credit Corporation as 50 per cent of the 1962 harvest was entered in the loan, and about the same impounding rate is anticipated this season. Planning of future durum support programs is clouded by the great uncertainty that prevails on wheat production in general next year in view of the prospective drop to \$1.25 a bushel in national average farm support. One possibility is that, with the continuation of the program of wheat supports, durum may be returned to the same status prior to 1954, when it commanded the same loan as bread wheat.

Price Dips

As August started out durum sold as high as \$2.50 a bushel on the Minneapolis exchange and semolina was quoted at \$5.95 to \$6.20 a hundredweight, bulk. The flow to market picked-up in mid-month and No. 1 Hard Amber Durum traded in a range of \$2.15 to \$2.32. Semolina dropped to \$5.60 to \$5.75. Sales expanded sharply when mills pressed actively for sales at \$5.35. When mills protected against a 15 cents advance, a great majority of macaroni and noodle manufacturers made bookings for 120 days and a few beyond. The Southwestern Miller reported the tendency was to stay within carrying charge limits. Shipping directions were brisk and mills encountered difficulty in obtaining airslide cars.

Durum Subsidy Accepted

Initial acceptance under the competitive bid basis for determining payment-in-kind export subsidies on durum wheat exports was made by the Department of Agriculture. The initial acceptance covered 75,000 bushels for clearance in August-September at a rate of 54 cents a bushel, or two cents more than the spring announced subsidy. It was followed by registration of this sale to West Germany.




The bid subsidy program for durum was announced July 10 in an effort to assist United States exporters in maintaining competitive prices in world markets. At that time, the Department said "there is no intention to extend the bid subsidy basis to other classes of wheat."

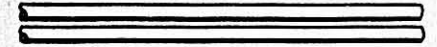
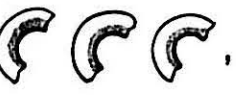










Noodle Shower

The Louisville Courier-Journal notes that when Paulette Joyce became the bride of Joseph P. Viviano the newlyweds were showered with alphabet noodles. These were specially packaged at the Viviano plant. Peter J. Viviano, the groom's father, notes that he has encouraged this practice long before his son was married. In the Orient, noodles are a symbol of happiness and long life.

THE MACARONI JOURNAL



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  AMBERI

WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT , EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  AMBERI IS ALWAYS UNIFORM IN COLOR AND GRANULATION.  BECAUSE OF OUR UNIQUE AFFILIATIONS IN THE DURUM WHEAT GROWING AREA,  WE CAN SUPPLY  THE FINEST DURUM  WHEAT PRODUCTS AVAILABLE. AND WE SHIP EVERY ORDER  AT THE TIME  PROMISED. BE SURE... SPECIFY  AMBERI



AMBER MILLING DIVISION

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

TELEPHONE: MIDWAY 6-8433

OCTOBER, 1963

Semi-Annual Durum Report

The U. S. Department of Agriculture Minneapolis office of Grain Market News issued a semi-annual statement on durum in mid-August. It projected a forecast of 84.5 million bushels as total supplies for the coming crop year if the indicated production of 43.7 million bushels, based on July 1 conditions, were realized. Yield per acre was forecast at 22 bushels and the outlook was good in all areas except in north central Montana where drouth has been persistent.

Stocks Up

July 1 stocks totaled 41 million bushels. One-fourth of the 1962 production, or 18 million bushels, was still on farms. This compared with only about two million bushels a year ago. Mill stocks amounted to 1,474,000 bushels, as against 3,411,000 last year. Other off-farm stocks totaled 21.3 million bushels.

With a liberal supply of durum available, prices fell below the loan level during most of the crop year. As a result, a good many growers took advantage of price support and placed 36,192,000 bushels under loan. Of this, 11,902,000 were warehoused-stored and 24,290,000 bushels farm-stored. No data are available of the quantity under purchases agreement.

On July 1, Commodity Credit Corporation owned 16,631,000 bushels of durum, most of which represented deliveries from the 1962 crop. Approximately 7.5 million bushels have been moved into terminal storage at Minneapolis, St. Paul and Duluth from April through July and the balance of CCC stocks is still at country points. The terminal base price, at which this durum was available to the trade, was announced at \$2.16 per bushel on June 28 with a premium of 25¢ per bushel for Hard Amber Durum and 10¢ for Amber.

Exports Down

Competition from other exporting countries and larger world supplies resulted in a sharp drop in U.S. exports during the past year. Exports July 1962-June 1963 amounted to only 3,314,000 bushels compared with the rather large figure of 15,878,000 bushels the season before. Customers included Canada, France, Netherlands, Venezuela, United Kingdom, Mozambique, Switzerland and West Germany.

The subsidy offered to exporters of durum wheat most of the season, was apparently not large enough to enable our grain dealers to compete successfully with Canada and other exporting countries. Durum wheat export pay-

ments during the current season are to be determined by competitive bid.

In Canada

In Canada, prairie province farmers planted 2,170,000 acres to durum in 1963. Visible supply was reported at 26,810,829 bushels by the week ended July 24, 1963. This was substantially higher than a year ago when the supply stood at 4,124,400 bushels. Exports August 1, 1962-July 17, 1963 were about three times that of the previous season: 19,399,346 bushels against 6,490,352 the season before. Canadian domestic disappearance amounted to 1,492,306 compared with 1,740,242 the year before.

Italian Import Levy

Italy is now charging a supplemental import levy on quality hard wheat to provide protection for domestic supplies against imports, the Foreign Agricultural Service said.

The supplemental levy is applied in a manner which, in effect, permits an increase in the landed costs of certain types of hard wheat up to within \$2 a ton of the durum threshold price, the latter representing the minimum price for imported durum. The levy in effect amounts to about \$20 per metric ton and "pricewise would restrict imports of quality wheats," the F.A.S. said.

In discussing the supplemental levy, the F.A.S. commented:

"It results primarily from the high support price used in Italy to encourage durum wheat production and the fact that quality wheats can be used as substitutes for durum wheat in the production of pasta. The present threshold price would very likely result in imports of enough quality wheat so that the Italian government would be forced to purchase part of the domestic durum production at the support price. The disposal of these purchases would result in heavy costs to the government, since most of the grain would probably be exported with a large subsidy.

"The additional levy also acts as a strong deterrent to possible imports of quality wheat for blending with the lower grade domestic soft wheat."

Italy has been authorized to apply the supplemental duty on quality hard wheats for a full year to June 30, 1964. One of the aims of the levy is to ease the transition from state trading.

Soy Spaghetti in Bologna

Last year the U. S. exhibition at the International Bologna Trade Fair emphasized farm products by offering frozen poultry and soy flour doughnuts

at the Soybean Council booth—which had the crowds lining up for more.

This year the U. S. pavilion was offering plates of soy flour spaghetti. The first few Italian visitors sampled it gingerly, came back for seconds, then thirds, and the rush was on. This year shoe-string potatoes, soy-oil fried, were also competing for attention with neighboring exhibits from over 30 nations.

Swiss Macaroni School

The sixth annual Swiss Macaroni Technical School was held in St. Gall, Switzerland recently. It was presented in the French language. The one-month course has been given in regular sequence since 1958 and is offered in either German or French.

Subject matter deals with specific knowledge of macaroni machines and manufacturing methods, stressing basic physics, cereal science and nutrition. The theoretical lessons are supplemented by practical experiments and laboratory tests. Visits to important Italian and German macaroni factories are included in the extensive program.

Technical developments were discussed by Doctors Hummel and E. Ziegler of the Swiss Technical Milling School, Dr. Holliger and R. Vassalli of the Macaroni Machinery Division, Bühler Brothers, Uzwil, Switzerland.

Many of the students were managers and technicians of macaroni factories coming from Morocco, France, Italy and Switzerland.

Radiation Approved

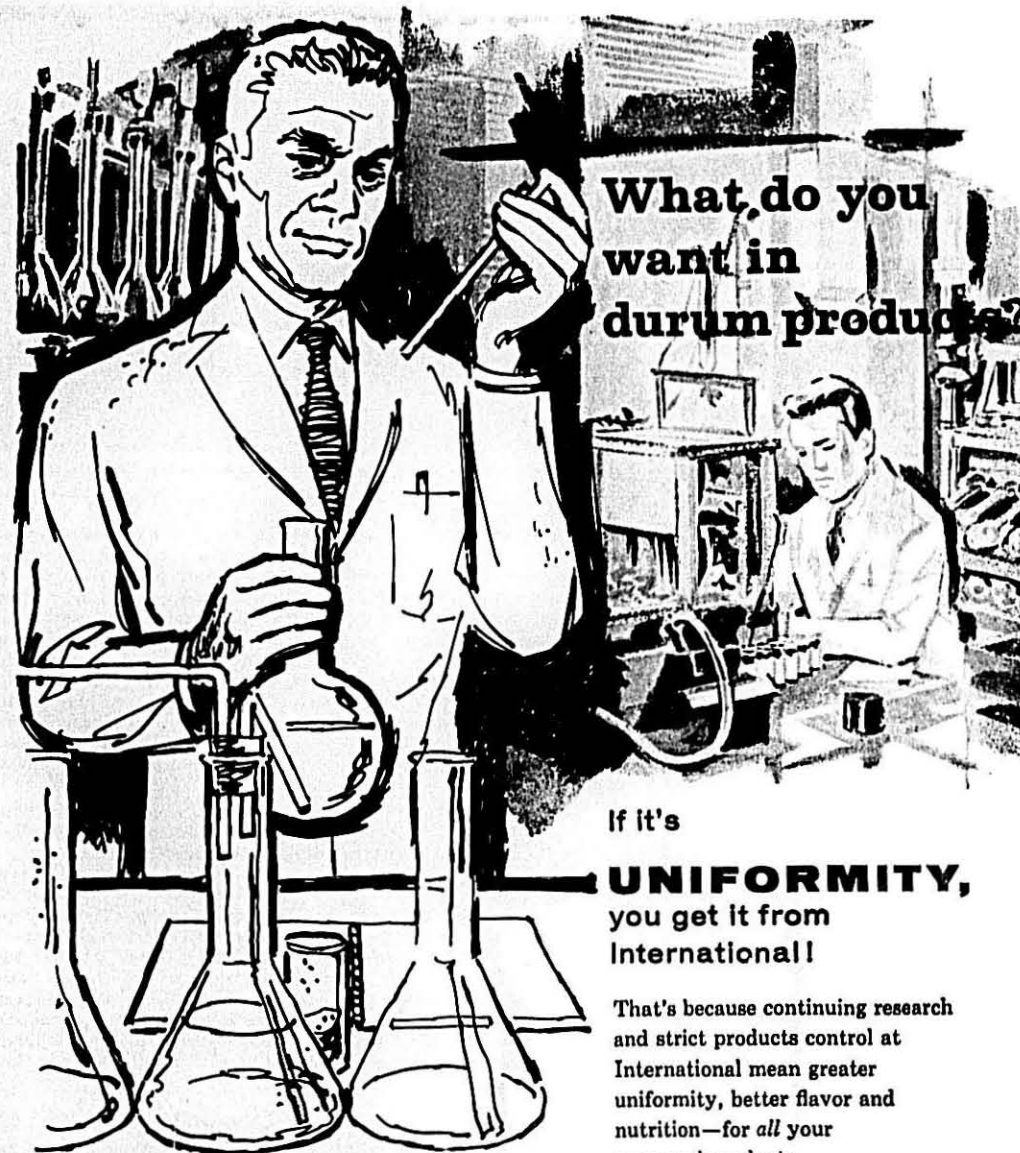
The Federal Food & Drug Administration has approved an atomic radiation process for ridding wheat in storage of harmful insect pests. This is the first approval of radiation treatment for a major food item.

Initial impact will probably be felt overseas first. About 25% of U. S. wheat imported into India, for example, is ruined by insects.

Dr. Lloyd E. Brownell, professor of chemical, metallurgical engineering at the University of Michigan, developed the radiation process, which uses a cobalt-60 source, after 12 years of research. He says the cost of irradiating wheat will run about 15 cents a ton and that prototype plants, now under consideration in India, could process about 200 tons of wheat hourly. Brownell's cobalt-60 treatment kills all insects and insect eggs that normally infect wheat. However, it does not damage the wheat's quality and presents no danger to humans who eat it.

National Macaroni Week
October 17-26

THE MACARONI JOURNAL



What do you want in durum products?

If it's **UNIFORMITY,** you get it from International!

That's because continuing research and strict products control at International mean greater uniformity, better flavor and nutrition—for all your macaroni products.

So, the next time you order, be sure of uniformity with durum products from . . .

Saint Paul, Minnesota



Baldwinsville, New York



International
MILLING COMPANY
DURUM DIVISION

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

Egg Processing Drops

Production of liquid egg and liquid egg products ingredients added during July 1963 was 60,292,000 pounds—18 per cent less than in July 1962 according to the Crop Reporting Board. The quantities used for immediate consumption, drying, and freezing were all less than in July last year.

Liquid egg used for immediate consumption was 4,898,000 pounds compared with 6,539,000 pounds in July last year. Liquid egg frozen totaled 34,260,000 pounds—down 17 per cent from July 1962. Storage holdings of frozen eggs at the end of July were 105,990,000 pounds compared with 122,197,000 pounds at the end of July 1962 and the 1957-61 average of 149,520,000 pounds. This was an increase of three million pounds during July compared with an increase of 11 million pounds in July 1962 and the average increase of six million pounds. Quantities of liquid egg used for drying were 21,134,000 pounds in July 1963 and 25,343,000 pounds in July 1962.

Egg solids production during July was 5,751,000 pounds consisting of 3,533,000 pounds of whole and blend egg solids, 802,000 pounds of albumen solids and 1,416,000 pounds of yolk solids. In July last year production was 4,047,000 pounds of whole and blend egg solids, 1,012,000 pounds of albumen solids and 1,411,000 pounds of yolk solids.

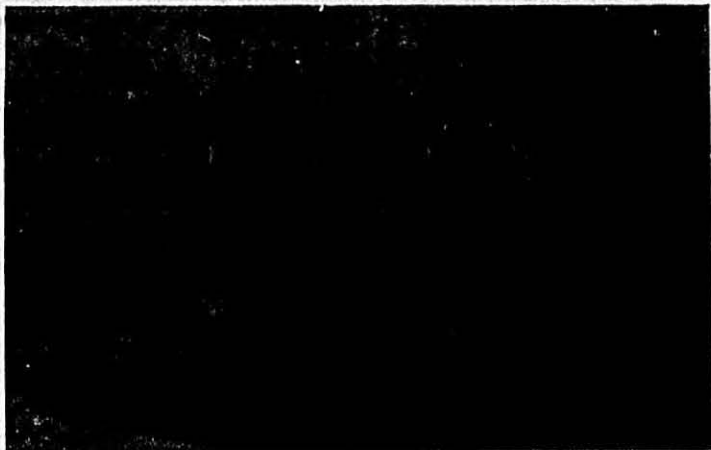
Markets Firm

Egg markets were very firm in August with breaking stock in very short supply. Shell egg prices for current receipts in the Chicago market moved up about four cents at both ends of the range to finish the month at 30-33¢. Frozen whole eggs ended up right where they started 25.25¢-25.75¢ per pound. White strengthened a penny to wind up at 15.25¢-16¢. Frozen yolks, with 45 per cent solids and No. 3 color were steady at 51.5-53.5¢ all month. No. 4 color brought another two to three cents premium. Dried whole eggs sold \$1.01 to \$1.17 all month while yolks brought \$1.07 to \$1.17.

More on Salmonella

The first phase of a collaborative study on laboratory procedure for the detection of salmonella has been completed by the Microbiology Committee of the Research Council of the Institute of American Poultry Industries.

For purpose of close communication on methods and procedures, Chicago area members of the Microbiology committee have been most active in this study. The study, using artificially inoculated liquid whole egg, has been undertaken to measure the accuracy of



Perfection Pilaf with chicken and beef flavors, spaghetti dinner on market.

several laboratory methods of testing for salmonella.

Publication of these results will be made upon completion of the second phase of the study which is designed to further test those methods found in phase one to be most uniform in detection results. The purpose of this entire study and publication of findings is to assist others in such studies as well as to measure accuracy of several salmonella testing methods.

The members of the IAPI Microbiology Committee are: Harry Goresline, chairman, Quartermaster Food & Container Institute; Dr. John C. Ayres, Iowa State University; Dr. R. A. Greenberg, Swift & Company; Dr. Joseph G. Heck, Armour and Company; Mr. Seymour Pomper, The Fleischmann Laboratories; Ellen Tuttle, Wilson & Co., Inc.

"This committee is an excellent example of industry, government, and educational institutions working together in a scientific project to benefit the public interest," comments Harold Williams, IAPI President. The Microbiology Committee has been collecting and disseminating salmonella data for the past ten years.

New Perfection Products

The introduction of three new Borrelli's Perfection products is announced by Julius Didonato, Vice President and Manager of the Perfection Macaroni Company, Oakland, California. There is also a Perfection plant in Fresno, California.

The new package products include Borrelli's Perfection Rice and Macaroni Pilaf, both chicken flavor and beef flavor, and Borrelli's Perfection Italian Style Spaghetti Dinner.

The attractive new full-color cartons, with product-in-use illustrations, easy directions and suggested recipes, were designed and lithographed by Stecher-Traug Lithograph Company, San Francisco. A solid advertising campaign will support the new products, Didonato said. Spearheading the initial promotional effort is a hard-hitting schedule of television announcements in the Bay Area, Sacramento, and Fresno markets, together with other advertising support.

"The increasing popularity of top-quality macaroni products, together with the homemaker's acceptance of easy-to-fix meals, has prompted us to introduce these new Perfection Products," stated Didonato. "They are the result of considerable thought, experimentation and planning, because any product that bears the Perfection name must be top quality in every respect. We are very pleased with the trade and consumer acceptance of our new Pilafs and Spaghetti Dinner," Didonato concluded.

Old California Name

Borrelli has been a familiar name for years in the grocery trade in Northern and Central California, where in addition to macaroni products the two plants also distribute beans, rice, spices, popcorn, candy and dried fruits.

The Perfection Macaroni Company is constantly updating and improving its manufacturing equipment in order to produce authentic macaroni products at an accelerated pace, and get them in distribution channels. Modern machinery from Italy, Switzerland, Germany and the United States facilitate production, while simultaneously maintaining old country quality, shape and flavor.

Glide Along with BUCKETGLIDE

Conveyor Buckets
that will not..
LOOSEN,
FALL OUT or
JAM... wherever
free-flowing bulk
materials are moved.

- Don't swing or tilt to spill contents.
- Handle contents gently without breakage or separation.
- Have sanitary, single-piece, die-cast aluminum construction.

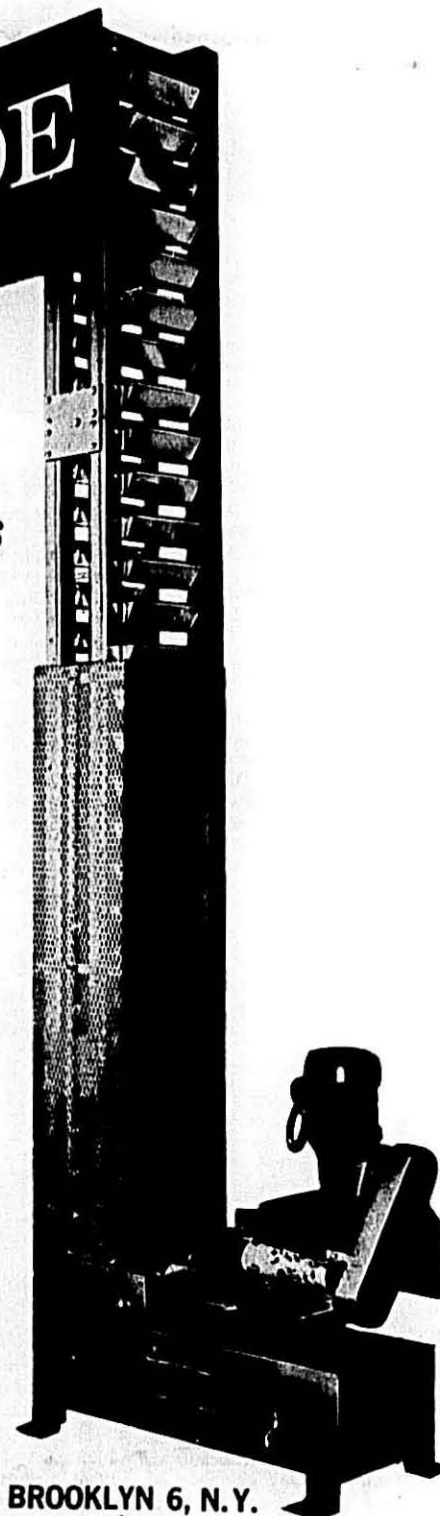
AVAILABLE IN 3 STANDARD SIZES

PHONE or WRITE FOR ADDITIONAL
INFORMATION

Clermont

MACHINE CO., INC.

Evergreen 7-7540 • 280 WALLABOUT ST. BROOKLYN 6, N. Y.



A. Irving Grass Is Mourned

A. Irving Grass, president of the I. J. Grass Noodle Company of Chicago, died in his sleep of a heart attack on August 19. He was 62.

Irving, as he was affectionately known by his colleagues, became active in the affairs of the National Macaroni Manufacturers Association about 1927 when there was a great to-do about artificial coloring in egg noodles. He was elected to the board of directors in the early thirties and for several years served as a vice-president. When approached with the idea of assuming the presidency, he refused because he was not in the macaroni manufacturing business.

His parents, Joe and Sophie Grass, started out on Chicago's south side with a delicatessen. Mrs. Grass had a reputation for preparing good things to eat but her husband's favorite recipe was for egg noodles. The acceptance of Mrs. Grass' egg noodles spread beyond the neighborhood and delivery service via bicycles was started by sons Irving and Sidney.

Hard Worker

By 1918 Irving was working on a full time basis with the noodle company on a sales truck. When his father, passed away in 1925, he assumed leadership in the company. That year they built a one-story building where the present factory is located, and in subsequent years added to this building and purchased a building adjacent to them.

In 1938 the company developed Mrs. Grass' Vegetable Noodle Soup and in 1941 followed with Mrs. Grass' Chicken Noodle Soup. Country-wide distribution was established and Mrs. Grass became a household word. Other products have been developed over the years but noodles and soup mix made the company famous.

Organization Man

Both Irving and Sidney Grass have been active organization men. In addition to his participation in the National Macaroni Manufacturers Association, Irving was a founder of the National Soup Mix Association, and attended meetings of the Grocery Manufacturers of America, the National Food Distributors Association and similar organizations regularly.

He was a member of the Masonic fraternity and had served as Master of his lodge. He was on the board of the Isaiah Israel Temple.

Sympathies go to his wife Jessie, daughter Ilyne Karlin, son Donald, grandchildren Natalie and Mitchell Karlin, Steven and Debra Grass, and brother Sidney.



A. Irving Grass

Knutsen Joins A-D-M

George Utter, general sales manager of the Flour Division, has announced that Donald W. Knutsen joined A-D-M September 1, as District Sales Manager in the durum flour sales area. Mr. Knutsen will headquarter in Minneapolis and will report to Clifford Kutz, sales manager of the Durum Products Department.

Knutsen comes to A-D-M from a position as district manager with General Mills, Inc. He joined that company in 1946 as a sales representative on the west coast until 1952 when he was transferred to the Minneapolis durum department. Later that year, he was named manager of durum sales in Chicago, a post he held until 1960 when he was transferred to Kansas City as district manager in charge of bakery flour sales.



Donald W. Knutsen

Time will bring to light whatever is hiding; it will conceal and cover up what is now shining with the greatest splendor.—Horace.

API Scientific Director

The appointment of Miss Margaret Lally as Scientific Director of the Institute of American Poultry Industries has been announced by Harold M. Williams, Institute president.

Miss Lally joined the staff of the Institute in 1953 when the National Egg Products Association merged with the Institute. She has since headed-up the Institute's laboratory for processors of poultry and egg products.

"With the shift in emphasis toward quality control, with the growing importance of research and development, and the need for more technical services to industry, with the added emphasis on the importance of scientific discoveries and their impact on the poultry and egg industry," Williams said, "it is fitting that Margaret Lally's duties be broadened to better reflect the Institute's growing services to industry."

In her new capacity, the Institute reported, Miss Lally will continue to direct the IAPI Laboratory but will more specifically aid industry members in improving quality standards and in getting a better product to consumers. Of particular importance, is the Institute's move, under Miss Lally's direction, toward helping industry firms establish their own quality control laboratories.

Miss Lally is also responsible for staff liaison with the Institute's Research Council, which is composed of research personnel from industry, government and education.

Assistant Administrator

The North Dakota State Wheat Commission has appointed Melvin G. Maier as assistant administrator.

Maier holds a master's degree in Agricultural Economics from the North Dakota State University. He will be located at Bismarck and will assist in carrying out the wheat promotional activities of the Commission.

Frozen Casseroles

The Kitchens of Sara Lee, Chicago, is test marketing five frozen casserole items in Rochester, New York and Columbus, Ohio. Chicken Sara Lee sells at a suggested price of 59¢; a beef and a chicken casserole, plus chicken and noodles au gratin at 69¢; seafood filets with shrimp and crab meat at \$1.39. The items are initially packed in foil containers which are inserted in waxed cartons. Chicken Sara Lee normally sells as a boil-in-a-bag item.

We can't cross a bridge until we come to it; but I always like to lay down a pontoon ahead of time.

—Bernard Baruch

THE MACARONI JOURNAL

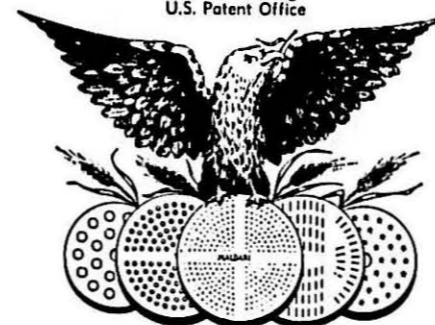
EXTRUSION DIES FOR THE FOOD INDUSTRY



Quality workmanship is an integral part of each Die manufactured with utmost precision to strict customer specifications. Service and satisfaction guaranteed.

For longer, more productive die life, return your dies to us regularly for periodic check-up and reconditioning.

Trade Mark Reg.
U.S. Patent Office



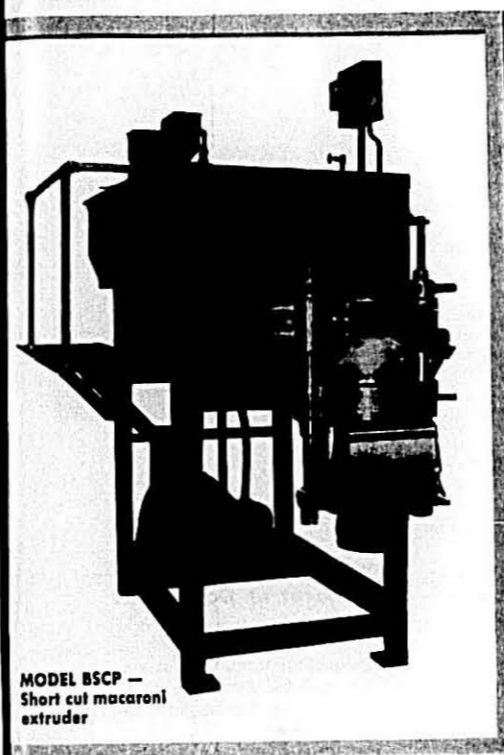
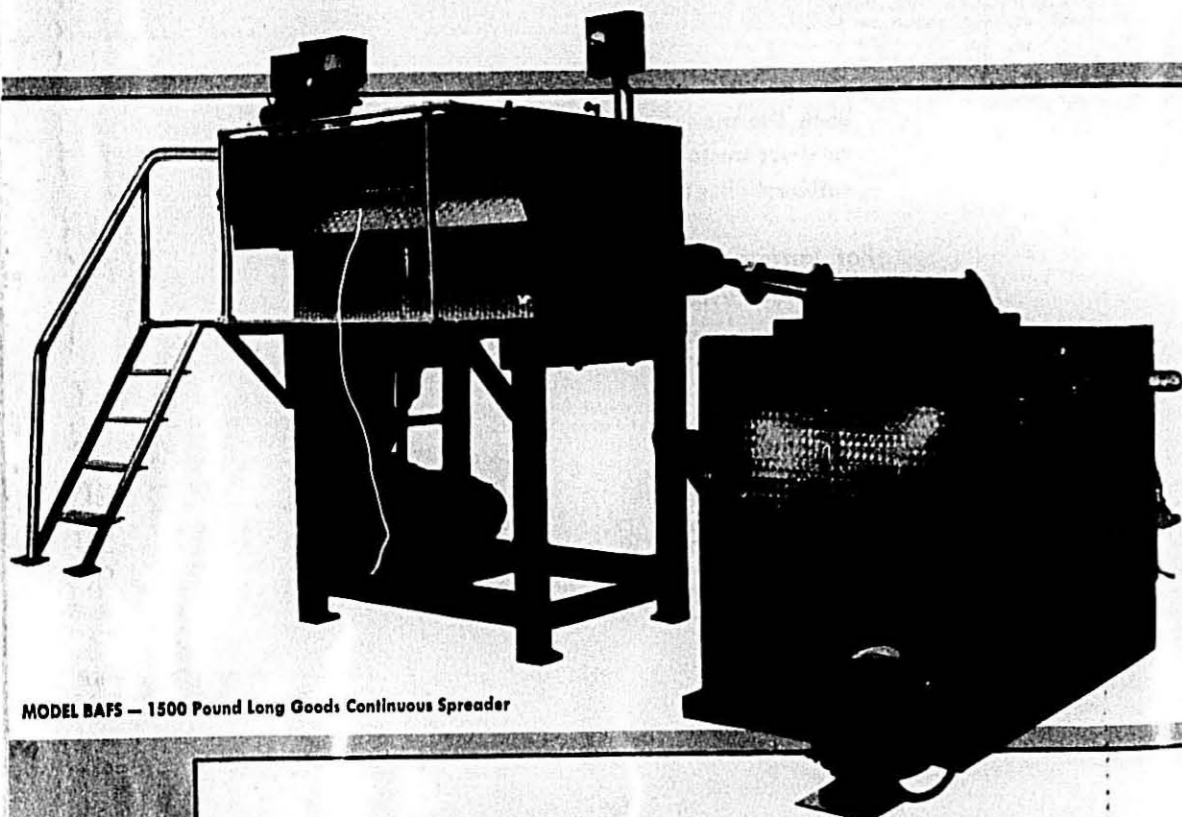
D. MALDARI & Sons, Inc.
557 THIRD AVE. BROOKLYN 15, N.Y., U.S.A.

America's Largest Macaroni Die Makers Since 1903 — With Management Continuously Retained in Same Family

**ANOTHER
FIRST!**

NEW SANITARY CONTINUOUS EXTRUDERS

A new concept of extruder construction utilizing tubular steel frames, eliminates those hard-to-clean areas. For the first time a completely sanitary extruder . . . for easier maintenance . . . increased production . . . highest quality. Be sure to check on these efficient space-saving machines.



MODEL BSCP —
Short cut macaroni
extruder

by *Ambrette*

SHORT CUT MACARONI EXTRUDERS

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

LONG MACARONI SPREADER EXTRUDERS

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

COMBINATION EXTRUDERS

Short Cut Sheet Former
Short Cut Spreader
Three Way Combination

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

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

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

SANITARY..... Easy to clean tubular steel frames give you the first truly sanitary extruder.

For information regarding these and other models, prices,
material testing and other services, write or phone:

AMBRETTE MACHINERY CORPORATION
155-166 SIXTH STREET, BROOKLYN 15, N.Y. • PHONE: TRIangle 5-5226
SINCE 1909

***NEW
**NEW
NEW**

POSITIVE SCREW FORCE FEEDER improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

3 STICK 1500 POUND LONG GOODS SPREADER increases production while occupying the same space as a 2 stick 1000 pound spreader.

1500 POUND EXTRUDERS AND DRYERS LINES now in operation in a number of macaroni-noodle plants, occupying slightly more space than 1000 pound lines.

THESE EXTRUDERS AND DRYERS ARE NOW GIVING EXCELLENT RESULTS THROUGHOUT THE UNITED STATES IN A NUMBER OF PLANTS.

*patent pending
**patented

Thoughts on Cooperative Advertising

Comments by Charles H. Reich, executive vice president,

Hillman's Fine Foods, Chicago, Illinois

I REPRESENT a chain of supermarkets, 16 in all, located in Chicago and suburbs. Our average sales area is 14,500 square feet, with sales averaging in excess of three million dollars per store per year. One of the most important segments of the image we try to project in our market is the large variety of merchandise we offer. We do not have a non-foods department and carry only the traditional non-foods items associated with supermarkets. The few non-foods items we offer from time to time are almost meaningless in terms of total sales. We devote our efforts to selling food products and would like to be known in our market as specialists. We feel a great many residents do think of us in terms of a chain specializing in variety.

Must Attract Customers

Since our volume and size is above average per store, we feel we must be extra-ordinarily aggressive in our merchandising efforts to maintain our marketing position. We must continually search for new ideas, items; be sensitive to the needs and desires of our customers; create the conditions which will not just stimulate her to buy one product in place of another, but to buy more. We need to raise the average sale; we must attract more customers.

This requires research, imagination and skill at every level of the food industry, and we depend on you, the manufacturers, to help. We need new products, especially in convenience foods. We must supply the ever greater demand for ease in preparation of meals, the housewives' search for menu variety, the desire to please her family. We need more exciting packaging design. We need improvement in packaging engineering to facilitate handling. These, and many other aids have been delivered to us in ever increasing amounts by you, the manufacturers; and yet we need more, to sell more.

Need New Techniques

We need your help in discovering new selling techniques. Many of those already developed were the result of painful processes. Co-op advertising, one of them which has become to many a dirty word and an evil necessity, need not necessarily be so. The trouble is that cooperative effort in advertising is of questionable value because it is

too often controlled by lawyers and not by marketing men and merchandisers. The emphasis seems to be not so much on what we can do, but on what we cannot do.

I'm not opposed to the Robinson-Patman Bill. As a small company we would probably be in a bad way without it. But I am for the development of programs within the framework of the bill which will be more meaningful for the movement of product.

What is the value of cooperative effort in advertising when the restrictions are so stringent the retailer can do little more than itemize a list of products which stifles his ads and contributes nothing to sales. Isn't this a colossal waste of money?

If we want to move product, and since advertising is so essential in accomplishing it, let us try, cooperatively, to search for ways to make that effort more productive.

I'm sorry I'm not here with answers to this problem, but I am here suggesting we move in a new direction. We are wasting your money and our time using cooperative expenditures as we mostly do in our ads. We take your money and usually ask for more; but under present circumstances you are not getting your money's worth. I'm sure it's no secret to you that a large percentage of the items we advertise has no effect on the sale of those items. Most of this is due to the way those items are promoted. An overhaul of the cooperative system is needed, and it can be done only if the manufacturer is willing to do it.

Encourage Individuality

One suggestion I would like to make is to find a way which will enable the operator to use cooperative money without hampering his ability to achieve individuality in his promotions. If he can customize your product to fit his promotional patterns, if he can utilize whatever originality he possesses, he will probably be more successful in selling. Let him be original and your support dependent on his ability to perform.

I propose, if you want to sell more product through cooperative promotional efforts, that you explore more thoroughly the possibilities that exist within the framework of our laws to find more effective methods than we



Charles H. Reich

presently employ. I think there must be ways to make the process more profitable for both you and us.

Cooperative Advertising— Life Saver or Dodo Bird?

Sloan McCrea, president of Earl V. Wilson Company of Miami, and past national chairman of the National Food Brokers Association, had this to say at the recent convention of Cooperative Food Distributors:

For many years the cooperative advertising contract as a promotional tool has been successfully used in the grocery industry. Cooperative advertising has gained distribution for new items and maintained sales on established items. Distributors valued it as much as manufacturer as it helped them sell more products. For many distributors it meant even more—it was the means whereby they could broaden their advertising and promotional work in their area.

You are aware of the recent developments which have made the subject of cooperative advertising contracts a major issue today in the grocery industry. Here are a few facts which have a bearing on this problem.

1. Cooperative advertising contracts, properly used, are invaluable as an incentive to customers and to their affiliated stores to promote and merchandise the manufacturer's product. The key lies in the words "properly used."

2. There can be no argument that in many cases such contracts have been abused. In some cases the abuse has

(Continued on page 38)

JACOBS-WINSTON LABORATORIES, INC.

156 Chambers Street
New York 7, N.Y.

It is with pride that we call your attention to the fact that our organization established in 1920 has throughout its 43 years in operation concerned itself primarily with macaroni and noodle products.

The objective of our organization has been to render better service to our clients by specializing in all matters involving the examination, production, labeling of macaroni, noodle and egg products, and the farinaceous ingredients that enter into their manufacture. As specialists in this field, solutions are more readily available to the many problems affecting our clients.

We are happy to say that, after 43 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

James J. Winston

PAVAN

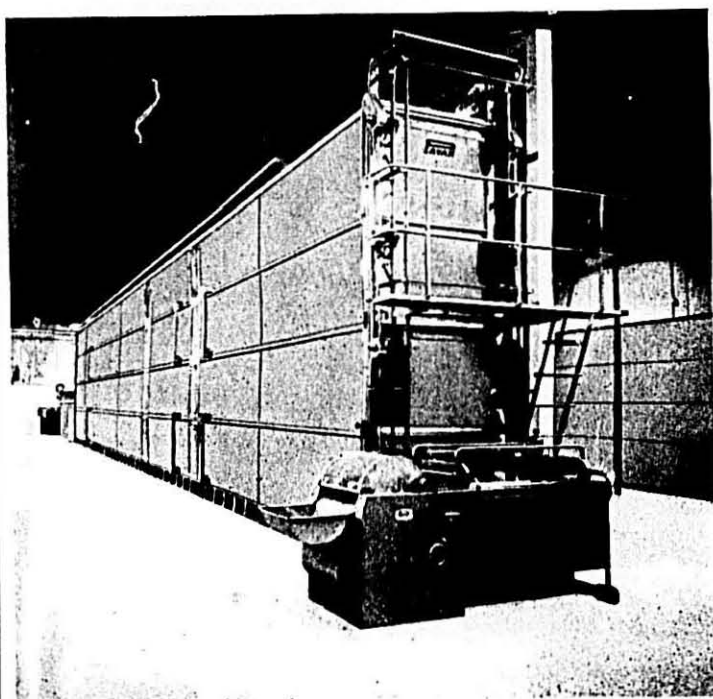
Dot. Ingg. NICO & MARIO

MANUFACTURERS — ENGINEERS — DESIGNERS

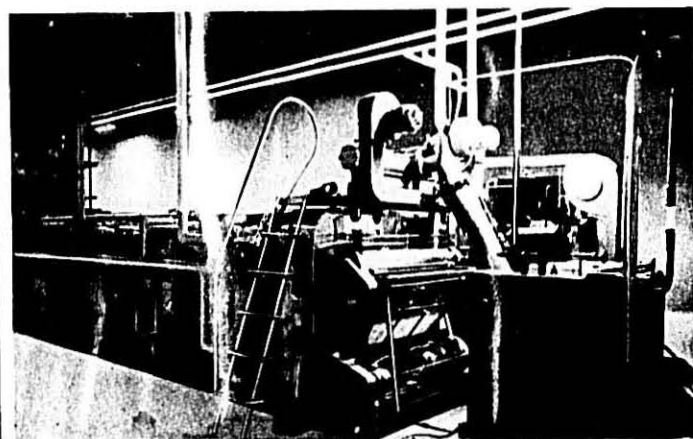
MACARONI PROCESSING MACHINERY

Galliera Veneta — Padova — Italy

TELEFONO 99.155-99.176-99-149 TELEGRAMMI PAVAN - GALLIERA VENETA
C. C. I. A. PALDOVA 50129 FF. 55. CITTADILLA



Finish Continuous Long Good Dryer With Saw



Lo Boy Press • Spreader • Long Good Pre Dryer

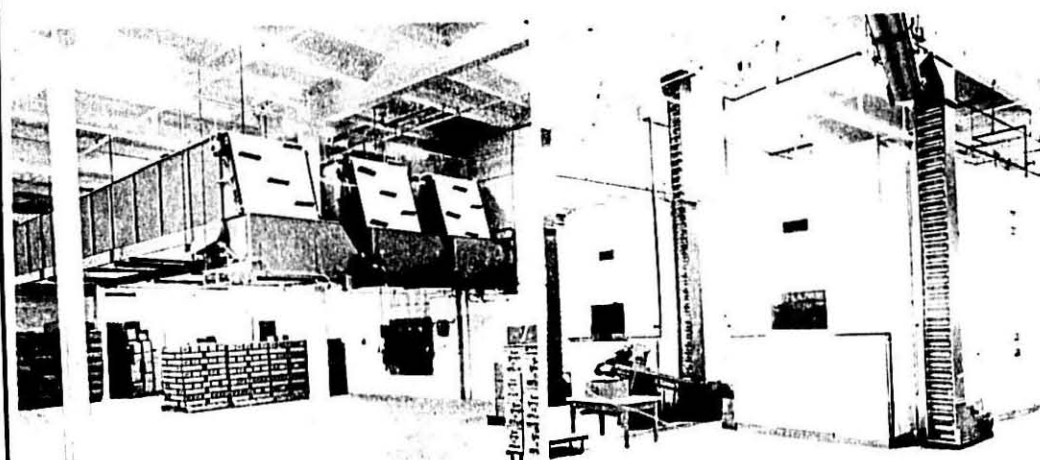
The New Plant
of
American Beauty
Macaroni Co.
at
Dallas, Texas
Completely
PAVAN
Equipped.

THE MACARONI JOURNAL

STOR-A-VEYOR FOR NOODLES

Recently Installed
at

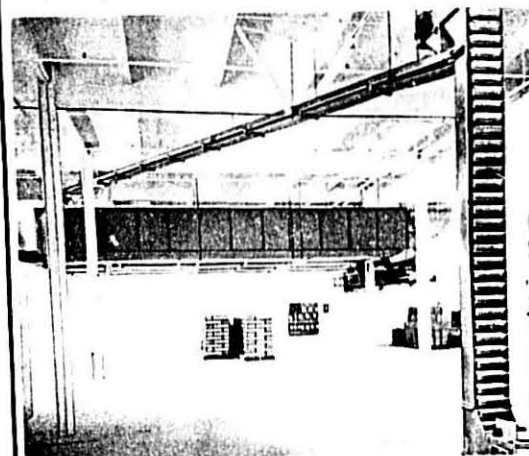
SAN GIORGIO MACARONI PLANT



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.

From Dryers to Storage



Verti-Lift Bucket Elevator picks up from the Noodle Dryer and delivers to the pre-selected Stor-A-Veyor.

OF the many macaroni firms that have solved Storage and Handling with Stor-A-Veyor are: American Beauty Macaroni Plants at Dallas, Denver, Kansas City and Los Angeles. Anthony Macaroni Los Angeles; Majorette Seattle; Skinner Omaha and U. S. Macaroni Spokane. Latest installation: Mueller Jersey City.

ASEECO CORP.

TO MEET YOUR NEEDS

Automated
Systems &
Equipment
Engineering

430 W. OLYMPIC BOULEVARD SUITE 500
LOS ANGELES 6, CALIFORNIA

OCTOBER, 1963

Wake Up - Move Ahead!

Comments by Paul Borman, vice president, Borman Food Stores, Inc.,

Detroit, Michigan, at the N.M.M.A. Annual Meeting

I AM happy to be here today for two reasons: It is always a refreshing experience to talk to some of the people who produce merchandise that is sold in our stores—and it has brought me up to a part of my state of Michigan I have never been to before.

To start with, let me reassure you that it is not my purpose to tell you how to manufacture macaroni or spaghetti. That requires the knowledge of an expert, of which there are plenty in this group. I would be the first to say I know nothing about manufacturing macaroni and spaghetti—and I am busy enough in our own company without trying to learn how.

I would like to discuss briefly with you my opinion towards your industry, and more importantly, how to sell more of your products in our stores. A person with an opinion and 10 cents can usually get a cup of coffee. I read recently that the Automat Kings in New York dropped the price to a nickel—I hope the value of my remarks doesn't drop like that.

The source of information for my remarks comes from our company, Borman Food Stores. We operate 61 stores under the "Food Fair Markets" name that give S & H green stamps, and 16 stores under the names "Savon Foods" and "K-Mart," which are discount food stores that do not issue stamps. Our volume is approximately \$150,000,000. Each of our two chains are located throughout the entire metropolitan Detroit area, and we are serving every ethnic and income group of the city. So, with these pertinent facts symbolic of our background in your possession, I shall proceed to ask you ladies and gentlemen to wake up!

Passing You By?

It is my opinion that you people are being passed by companies, generally speaking, outside your industry. These companies have done and are doing more to glamorize your industry than you people yourselves. I will admit that earlier this month a gentleman was sent in to our office by, I imagine, one of our suppliers, attempting to get some information on how these outsiders were doing. Well, I'm going to give you figures he didn't get.

General Mills, with three items called "Noodles Romanoff," "Noodles Almondine," and "Noodles Italianne," is



Paul Borman

selling on the average 300 cases per week during these summer months at the going retail of 44 cents for less than six ounces of noodles. It must be giving them a pretty decent gross. After all, the going retail is 29 cents for a 10 ounce package of plain old noodles! Take Kraft Foods, who also have three items. One is a spaghetti dinner and two are macaroni dinners. We are selling close to 600 cases a week of these items.

Now then, what have we had presented from you people? Nothing—a little—or else a duplicate. Those companies that present us with a complete old fashioned macaroni and spaghetti line are wasting their time and money. We already have two complete lines plus a couple of specialty lines—enough is enough.

There have been to my knowledge just two cases where you people have attacked these outsiders. In one case it was a dry product, and in one case a frozen product. The dry product failed; the frozen product has outdone its competitor. May I forewarn you people now: To duplicate General Mills is not going to make us at Borman's jump with joy. We are usually happy to put on "new items," but we do know it costs us \$1,800.00 to place one new item in our stores, so we are going to be selective.

At this point, you might say we are discriminating against you old timers. Not so, we more than double the na-

tional and our own regional sales figures of macaroni products as published in the July 1963 Chain Store Age Grocery Manual Edition. With that kind of movement and the good gross it shows us, we are happy to sell your products, but we do also think that there is room for you people to get into and sell convenience foods.

Not Promoting?

My second opinion is that yours is a food staple, such as sugar, rice, and potatoes. But you, as an industry, have done nothing to promote it. People are far more weight-conscious than ever before. Your starchy food has done nothing to fight this image! The sugar people have: one teaspoon—18 calories! The potato people have: one baked potato—150 calories; one boiled potato—85 calories; 10 french fried potatoes—197 calories. These figures I've seen in ads for some time, as well as you might have.

One cup of cooked macaroni contains 155 calories, and three-fourths cup of cooked spaghetti 100 calories. In this area you do very well! After all, butter most often does go on potatoes after cooking, just as it does on macaroni, or spaghetti sauce goes on spaghetti. These figures I had to look up in a calorie book, because I've never seen them anywhere else before. How many of your consumers know about this? Worse yet, how many of you knew these figures? You have the Association, and I think you ought to start making a practical use of it.

How to Sell

Now that I've given you my opinion of you, let's move to the more important task of selling more of your products in our stores. To do so, I would like to divide this up into three basic fundamental points.

Point No. 1 — Quality and Pricing. Again, let me say I know nothing of the production of your product, but quality must be first and foremost in all endeavor. I believe every company here feels it is their line which holds that coveted "Best Made" title—and this is as it should be. It is this kind of spirit that inspires all of us on to greater achievement. Certainly, any experienced manufacturer knows that quality is a "positive must," and it is only that kind of company that can enter, com-

pete, and prosper in the present day food industry, catering to the most discriminating home maker the world has ever known. To belabor this topic would be foolish.

Pricing is in reality subservient to quality. It is controlled by the quality standards you set up for your product, and it is controlled by three very definite factors over which you have very little influence whatsoever: (1) competition; (2) what the housewife will pay for your product; and (3) value—value in the eyes of your customer. Your competitor helps you in many ways to run your business, and he often proves to be your best sales manager or efficiency expert. What the housewife will pay for your product is often determined by your competitor—what he gets for his items, the time of the year, and if she can recognize your brand product. Value is actually a combination of both previous factors, plus adding in your customer, the wholesaler or retailer. Some place in your pricing there must be room for the retailer or wholesaler to profitably carry your product line.

Point No. 2—Proper Packaging and Research. It should be packaging that will bring the consumer to your product. Packaging that will create the desire to have, with explicit instructions on various methods of preparation of your product. It is packaging that creates an impression on Mrs. Consumer and brings her back to your product. It is packaging that the people at store level work with. Picturing your products, may I ask you gentlemen the following questions—have any of you tried to find a case of your product in a grocery back room? Picture, if you will, a young stock boy seeking out either an Italian name he can't spell, or a size number on the case. Have any of you ever tried to build a display of noodles in the cellophane bag, or spaghetti in the narrow boxes? An almost impossible task! Have you tried to price stamp one of these packages? Also an almost impossible task! Have any of you looked into the cupboards of Mrs. Housewife and noticed the loose spaghetti or noodles on the shelf because your package cannot be resealed properly? Has anyone thought of pre-pricing the line? Have any of you tried a different container or approach with the present container? I feel the field of packaging is just starting to grow, with unlimited possibilities, and it is a discussion topic all of its own.

In the field of research I can only throw out to you a couple of wild ideas. I don't know if you people know what diet pop has done for the pop industry, but it is representing to us today 16 per cent of our canned pop sales inside of a year and a half.

Is there such a thing as diet noodles? Are there different kinds of dinners that other manufacturers haven't come out with yet? There are, I would imagine, somewhere around a thousand different cookbooks and (I just heard a gentleman say with an IBM card) about 80,000,000 different recipes. Fine. But may I suggest that you buy a cookbook, for it may be of great benefit to you. From the first 10-ounce package of frozen French fried potatoes, we now carry nine different varieties and 17 different sizes of these varieties in our stores.

Thomas Edison once said, "I never did anything by accident, nor did any of my inventions come by accident. They came by work!"

Point No. 3—Advertising and Promotion. These two forces are a fundamental part of the supermarket business. The best way I know to cover this area of advertising and promotion is to explain to you how we handle our own private label merchandise. We advertise it on radio, television and in the newspaper at a cut price, or with no price at all. We have window signs hanging as Mrs. Consumer approaches the store. We'll have a display with a nice sign in the store and have a shelf reminder on the item in the aisle. All this, complete, we think in all details. The initial demand for your product must be produced by you, the manufacturer.

The media of newspaper, radio and television are well known, and equally well known are your competitors' methods of advertising. Once the demand is created, you must promote with the retailer—display allowances, advertising contracts, and promotional dollars for the sale of cases. Gentlemen, this is basically what you are going to have to do to really move merchandise, either on a local or national basis. One without the other is not going to work. You may advertise until you are blue in the face, but without real in-store cooperation, you are not going to move the merchandise in the quantity necessary to pay for that real big advertising campaign.

On the other hand, giving our company monies to display or advertise isn't going to help unless a customer is able to recognize your product and notice that there is a value to her to buy the item on this shopping trip. Not one—both are needed. You may say that we go all out for our own products, or that the complete cooperation is not available to you people. Speaking of lack of cooperation, I can only ask you to look at today's best selling women's magazine, McCall's, for the month of

July. Here is shown a beautiful ad put out by Hunt Foods for their tomato paste. The ad says, buried at the bottom—at Mrs. Housewife's choice, she may or may not serve this particular dinner with spaghetti!

Summary

Let me take just a moment now to sum up my ideas on how to sell more products in our stores:

First, your product must be of top quality, priced competitively, giving the housewife a fair value and the retailer a margin or profit.

Secondly, please look at your packaging cases and packages objectively to see if they can be improved upon. Do some searching for newer convenience items. This is where your big growth can and will come from in the next five to 10 years.

Thirdly, advertise. Advertising must be done at a local level to create the demand for your products; and in addition, an advertising campaign for the staple macaroni, spaghetti and noodles line on an industry-wide basis would be extremely beneficial to all of you.

Lastly, be assured that the promotional monies you give to your customers will be well spent.

I hope somewhere in my presentation I have gotten my main message across to you to "Wake Up And Move Ahead."

Durum Film Successful

The office of Great Plains Wheat, Inc. in Rotterdam, Netherlands writes:

"As you know, the durum film is playing to enthusiastic audiences all over Europe. We keep getting more requests than we can fill. In fact, it is the only film with which we have had real success.

"European interest in U. S. durum seems to be on the increase, and it seems likely that we will come to an agreement with Belgian and Luxembourg macaroni manufacturers about promotion for their products, provided they contain U. S. durum."

"Durum—Standard of Quality" has already been shown on several television stations across the United States, but now Sterling Movies U.S.A. is authorized by the North Dakota Wheat Commission, Durum Wheat Institute, and National Macaroni Institute to solicit showings.

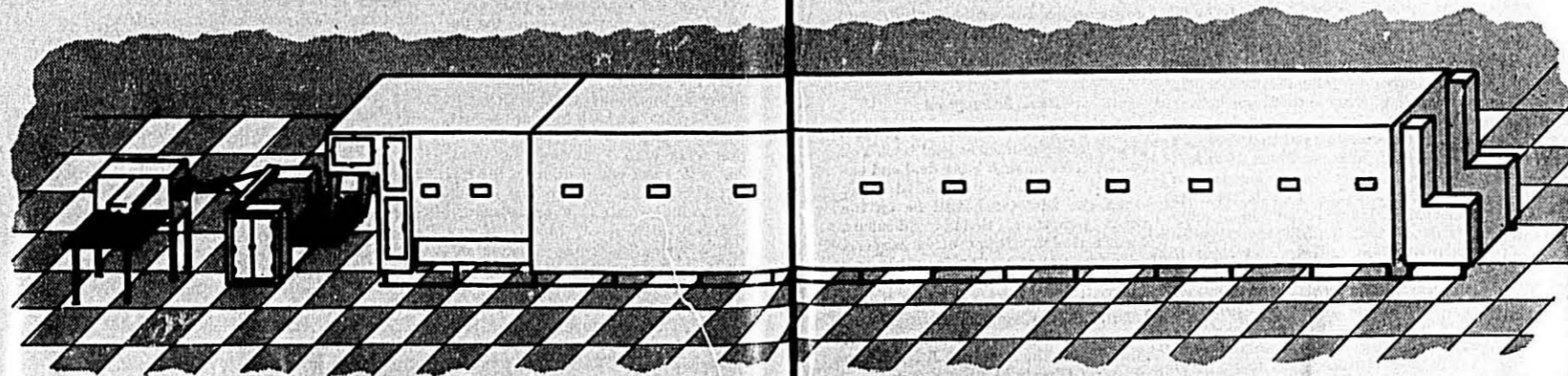
After racking up a successful season of showings in school classes and service clubs, the film was also shown at summer camps around the country.

National Macaroni Week
October 17-26

DEMACO

ENGINEERING DOES IT.....

**THE ULTIMATE IN
LONG GOODS DRYERS
1500 LBS. PER HOUR**



THE NEW DEMACO STRAIGHT LINE CONTINUOUS DRYER

Can be seen in operation by appointment

Unconditionally Guaranteed
Production—1500 lbs. per hour
Demaco's new straight line
drying and storage in one
straight line from entrance to
exit. Complete with Accumulator,
sticks, and automatic stick return.
**FULLY ACCESSIBLE FOR
SANITATION.**

DEFRANCISCI MACHINE
CORPORATION

46 45 METROPOLITAN AVE • BROOKLYN 37 N Y

The Importance of Merchandising

Comments by Melvin R. McConnell, director of store merchandising,

Spartan Stores, Inc., Grand Rapids, Michigan

A BRAHAM LINCOLN once said, "Before you speak, you should spend 75 per cent of your time thinking of the people to whom you are going to talk and 25 per cent of your time on what you are going to say."

With this thought in mind, I'll try to bring you some thoughts that may be of interest to you as manufacturers.

Many years ago (in the 30's), I stood beside John Hartford in a training store I was running, and asked him what we were doing that we shouldn't or vice versa. He said, "Mac, you know just as much about the super market business as we do." They have learned a great deal since then, but the independent hasn't been asleep either.

Macaroni at Spartan

I did a bit of checking since being invited to greet this convention to ascertain a few facts pertaining to your products at Spartan (Grand Rapids Division).

1. The total macaroni, spaghetti and noodle category, dry and canned, takes up one and three-fourths times as much warehouse space as compared to the average cube of other merchandise.

2. The gross profit return to the depot in this category, however, is five per cent as compared to our overall markup of 2.19. In other words, macaroni produces twice the revenue for the wholesaler. Here is an excellent sales point to stimulate the wholesalers to push macaroni products.

3. We achieve 22½ turns per year in this category, which is in keeping with the overall figure.

4. This category accounts for 1.3 per cent of total case sales and 1.1 per cent of total dollar sales.

In the past year, we enjoyed a 11 per cent increase in sales with conventional macaroni products just holding their own. Greatest sales gains were shown in the quick-serve dry products with frozen macaroni products jumping 17 per cent. This frozen gain is due in part to the aggressiveness of the buyer-merchandiser of these products.

Now, according to statistics, three out of four families serve macaroni, spaghetti or noodles in some form, week in and week out. The middle class, I am told, make up the heart of the market, the young and middle aged group with big families. With that in mind, let's remind ourselves that the



M. R. McConnell

average shopper visits her favorite store three times per week, spending 27 minutes on each trip, purchasing well over half of her needs, without the aid of a list, absorbing the impact of an individual item during her trip at the rate of a few seconds per item.

With the foregoing facts fresh in mind, let me remind you that there are six to eight thousand items in today's super market competing for position and promotion. Therefore, it certainly behooves a manufacturer to develop promotions with built-in incentives for the retailer, as well as interesting, if not glamorous point-of-sale material for Mrs. Consumer. It is a proven fact that displays sell over 600 per cent more merchandise than shelf position. Therefore, if I were a manufacturer, I would stay up nights scheming as to how I could get that sales impact on the grocery floor!!

Attractive displays ease the housewife's shopping burden, they make her shopping easier and more interesting, plus inducing her to try new products, often leading to regular purchases of the item.

Then too, there are more than 22 million working women, who have neither the time, nor the inclination to slave over a hot stove. They're ready-made prospects for selling convenience foods.

I Am Looking For You

You see, ladies and gentlemen, as a merchandiser, ever responsible for sales with profits, I am constantly look-

ing for you—with a dynamic package under your arm! And I am sorry to say that up until this time we haven't had too many dynamic packages!

It is the challenge of the manufacturer to motivate the wholesaler to act in his behalf.

That reminds me of a little story—

A young chap took his new date out for an evening and after dinner and dancing found a lovely moonlit spot to park. He summoned his courage and gently placed his arm around her for a kiss. She quickly drew away and let it be known that only with the top down and the moon streaming in, would she be at all interested. Undaunted, the lad jumped from the car and was back shortly after fulfilling her request.

The next day he was telling his boy friend about his date, and that it took him 20 minutes to get the top down. The friend said, "That's odd, it only takes me two minutes to get the top down on my convertible." "But," said the young chap, "I don't have a convertible!"

There is motivation in action!

Have A Program

The greatest detriment to product promotion is insufficient lead time. You cannot come in with a big deal and expect us to tie-in with the ad break when the advertising will be on the street tomorrow! Sounds ridiculous, doesn't it—but it quite often happens.

The nature of our business requires at least four or five weeks lead time for the most effective results whether it be deal pack, coupon offering, radio, TV, or newspaper campaign. Right now, during the month of July, we are planning Christmas promotions.

There are companies, and large ones, too, that firmly believe that 50 cents per case off constitutes a program!

We don't think much of a "National Week This" and a "National Week That." We could do a much better merchandising job if a particular company would set up an effective promotional program on its own.

A salesman, with an order pad as his only prop, is worthless to our cause and yours!

I prefer to think of the chap who calls on the retailer as a "consultant or merchandiser." This type of manufacturer's representative is well along in evolution towards a helpful and ex-

(Continued on page 32)

THE MACARONI JOURNAL



You couldn't be in better hands

Behind the Peavey diamond is the most complete line of durum products in the industry—the total range of grades and granulations. Behind the Peavey diamond are the most complete laboratory facilities in the industry. A pilot mill and macaroni press aid in the selection of the finest durum wheats. King Midas quality durum products are backed by a continuing testing and quality control program and a long-range, forward-looking research program.

You can't buy better durum products . . . or get a better value . . . or receive better service . . . or be in better hands.

King Midas DURUM PRODUCTS



FLOUR MILLS

PEAVEY COMPANY • FLOUR MILLS • MINNEAPOLIS, MINNESOTA 55415

OCTOBER, 1963

31

Importance of Merchandising

(Continued from page 32)

tremely profitable relationship with his customer. By acting as a "merchandiser" he is in a position to give sound merchandising advice, for he knows that orders increase as retail sales go up. These men are performing a sales producing service when their information enhances a grocer's profit.

Effective communication between salesman and independent retailer has led to merchandising so effective that their sales increase, across the country, are larger than the gains of their chain competitors.

Have Promotion

Volume is measured by a flow of goods through cash registers, not by back room inventory, so little if anything is gained by high pressure salesmanship that induces overstock and affects the retailer's cash position.

The broker or salesman is in an excellent position to have his "ear to the ground," so to speak; and it would be well if his principals would listen, now and then, in order to ascertain just what is going on in the market place.

Now, there is a difference between good promotions and just promotions, and we try to know that difference.

I believe some manufacturers lean toward production achievement rather than the emphasize on distribution goals. Many of you remember the many years it took the retail segment of the food industry to get a little white spot on a package for legible price marking!

Just the other day a broker of many items sat at my desk with a beautiful brochure. He extolled the beauty of it, and it did have everything—color, sell, advertising information—except one thing. What was it selling? What product? I had to ask him! It wasn't in the brochure, and in his pent up enthusiasm for that 15-minute presentation he had forgotten to even mention it.

I would also like to mention a word about psychological pricing. If I were a manufacturer, I would attempt to make my wholesale price structure so that the retailer would sell maximum merchandise—not for 31 cents, but for 29 cents; not for 43, but for 39. In the subconscious mind of the consumer the difference between 39 and 41 cents can be 10 cents!

Importance of People

I've mentioned product, program and promotion—and now a word about people. Spartan Stores didn't get where it is today without people—people who work within and upwards of 400 brokers and manufacturer's representa-

tives who toil without. This potential promotional force we utilize, working together to gain a common goal. Within the terrific population explosion, the potentials are unlimited. The business is there for the taking!

"The laborer is worthy of his reward." This was St. Paul's word to Timothy. Jesus also mentioned it in the 10th chapter of Luke. The Good Book would remind us that the laborer as well as the business establishment is worthy of its rewards and profits—always predicated, of course, upon a fair and ethical procedure and philosophy of operation.

Merchandising today is more than a matter of selling food and commodities—it is becoming more and more a matter of selling ideas, selling and merchandising a way of life.

In closing let me leave one thought with you: **There is no magic in advertising that will overcome the absence of merchandising at the retail level.**

Golden Grain Cuts Coupons

Golden Grain Macaroni Company has concluded a three cent coupon redemption fee to retailers stating that it was successful but they are halting store redeemed coupon promotions.

The experiment showed that store coupons are too costly a form of promotion for a firm at Golden Grain's stage of development and that they require too much "policing" of a sort that can lead to strained relations with customers.

One of the promotional devices Golden Grain used to introduce Noodle-Roni, Twist-A-Roni, Scallop-A-Roni and Italian style spaghetti dinner was a 5-cents-off, mail coupon. It previously had tried the 3-cent redemption fee in a limited way with its Rice-A-Roni, but last April's offer was the first full-scale use of the idea.

Golden Grain recently received a report on its experiment from A. C. Nielsen Company, which handled the redemption. It confirmed that the effort to come closer to supermarket operators' actual costs was appreciated and the retailers were more inclined to redeem the coupons properly, according to Paul DeDomenico, Golden Grain's national sales and advertising manager.

Mr. DeDomenico said Golden Grain's sales representatives had already indicated the effectiveness of the fee boost.

Closer supervision of fee payment also contributed, Mr. DeDomenico said. Instead of sending the check directly from the coupon clearing house, the usual practice, it was delivered by the Golden Grain representative who called on the wholesale or retail account. The sales representative was believed

to be in the best position to tally redemptions against sales.

Together, these two factors resulted in misredemption rates substantially lower than those listed by the major soap and detergent manufacturers whose figures were used for comparison.

Rice Items

Golden Grain Macaroni Co. of San Leandro, California is introducing two new items to its Rice-A-Roni line. Chinese Fried Rice-A-Roni combines rice and vermicelli with Chinese spices and a soup base. It retails at approximately 49¢. Wild Rice-A-Roni, retailing at a suggested price of 69¢, combines wild rice, long-grain rice, macaroni, herbs and a soup base. A dollar-a-case introductory allowance is being offered on the items.

Comstock Creole Macaroni

The Comstock Division of the Borden Company is introducing three canned food products nationally under the Comstock Foods label: rice pudding, Spanish rice dinner, and Creole style macaroni, all packaged in 15 ounce cans.

Pneumatic Totalizer

Wallace & Tiernan Inc. has just released a new continuous integrator for feeding, monitoring, and flow metering equipment. The Series A-787 Continuous Pneumatic Integrator is a very accurate totalizing device. Models are available for use with belt-type gravimetric feeders and meters, dry-flow monitors, fluid flowmeter transmitters or with any device producing a 3-15 psi signal proportional to a flow.

Flow changes are sensed continuously; there are no dead spots or measurement cycles. Because integration is continuous, an accuracy of 0.25% of full scale and a sensitivity of 0.1% of scale results. A servo-type positioner assures precision response to air signals and prevents calibration drift. Response to rotational input is instantaneous; to air signal, three seconds for an 80% instantaneous change. This fast response makes the integrator ideal for processes with sudden changes in flow rates.

A seven-digit counter, with suitable change gears, will read directly in any of several measurement units. The integrator is built for sustained accuracy over a long life. An optional, magnetically operated switch delivers one electrical contact for each revolution of the counter. This operates remote counters or controls batching systems.

Literature describing the Series A-787 Continuous Pneumatic Integrator is available from Wallace & Tiernan, Inc.

so who wants durum milled by experts?

You do! And it doesn't take an old-timer to realize that his macaroni products miss the mark if his durum hasn't been milled to meet exacting standards of performance. Here's where ADM's 60 years experience in processing agricultural products really pays off. It's this know-how that can guarantee you a uniform, consistently fine durum product that's been individually bin blended to your specifications . . . each and every time. For your next durum order . . . bulk or bag . . . call for a quote from ADM.

Where top performance counts, you can count on ADM



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY



USING ARDEX IN MACARONI PRODUCTS

by James J. Winston

ARDEX is the commercial name for a highly refined and specially treated Soya Flour which has a protein content of approximately 55%. The characteristic beany flavor of soya has been removed as the result of the present type of processing.

The protein quality of soya flour has been considered to be excellent, as noted by Osborne and Mendel (1). This nutritional quality has also been stressed by Bailey, Capen and LeClerc (2).

In 1943, Winston and Jacobs (3) investigated the use of different types of soya flour in the manufacture of macaroni products. Their conclusions indicated that the defatted soya flour could be used successfully in macaroni products up to a level of 15%.

In 1961, Paulsen (4) investigated the use of the special Ardex soya flour in the manufacture of macaroni products with favorable results.

The present study was undertaken to determine the practicability of manufacturing long Spaghetti using different levels of Ardex with emphasis on the following:

The effect on processing; mechanical strength; color characteristics; cooking qualities; storage under refrigeration and chemical criteria.

Processing

Arrangements were made with a manufacturer, under our supervision, to manufacture different lots of Spaghetti containing varying levels of Ardex. Our preliminary experiments in the laboratory indicated the necessity to have the Ardex premixed with semolina at the mill source in order to produce a uniformly blended product. The blended products which consisted of the following:

Sample No. 1—100% Semolina—Control—Lab. No. 103262
Sample No. 2—12% Ardex Flour—88% Semolina, Lab. No. 103263
Sample No. 3—17% Ardex Flour—83% Semolina, Lab. No. 103265

During the course of mixing, extruding and drying, it was observed that Sample No. 2 processed in a manner similar to that of Sample No. 1, the control. Sample No. 3, which contains 17% Soya Flour, processed through the extruder at a slower rate than the other samples. The time element required an additional 10% and, in our opinion, was due to the fact that the higher amount of soya flour required a longer period of time to build up the proper pressure for extrusion. However, Sample No. 3 extruded smoothly, and went through the cutter sharply and dried in about



James J. Winston

the same length of time as the other samples.

It was also of interest to note whether the use of soya flour increased or decreased the amount of spaghetti droppings that normally fall off the drying racks during the process of curing. The personnel in the macaroni plant were told to watch this very carefully, and their opinion was that Ardex did not affect the dropping of the spaghetti strands during the drying process. All the products extruded with a high degree of smoothness and no stickiness.

During the course of this experimentation, all the different batches were clearly marked by attaching tags to the drying trucks. Between different batches, eight to 10 sticks were discarded to preclude the possibility of admixing one sample with another.

Cooking Tests

The above products were subject to cooking tests, using our standard cooking procedure and the Buhler cooking apparatus (5). The cooking procedure is one that has been accepted by the Food and Drug Administration for determining loss of water soluble vitamins in macaroni products. This procedure was adopted as a result of an investigation made into the methods of cooking macaroni products by the National Macaroni Manufacturers Association Laboratory and the Food and

Drug Administration. Our cooking procedure consists of cooking the spaghetti in boiling water for 20 minutes. The products are examined after cooking for increase in weight, increase in volume, and per cent solids residue or slough in the water. The cooking tests were run in duplicate, and some in triplicate, and the average of the results are reported in Table I.

Observation of the cooked spaghetti products by a panel consisting of three persons shows the following:

Sample No. 1 shows a definite stickiness and pastiness, which is undesirable;

Samples No. 2 and 3, show a minimum of stickiness and slime.

Panel Evaluation—Cooked and Refrigerated Products

Experiments were determined to see what effect the presence of Ardex would have during the process of refrigeration. Each one of the cooked products was placed in the refrigerator for a period of five days, and then each sample was evaluated by our test panel for quality, such as sliminess, bite, elasticity, stickiness, texture and color. These products were evaluated before and after refrigeration, with the results shown on Table II.

It is to be noted that the spaghetti containing the Ardex shows less stickiness and less sliminess than the control sample (Laboratory No. 103262). The yellow desirable color is impaired where Ardex is used. However, the bite and elasticity is improved with the use of Ardex.

Mechanical Strength

The mechanical strength of the uncooked spaghetti was determined by means of the Buhler Bending Stress Tester. In a previous paper published in 1959 (6), we recommended a new concept known as Resiliency Index to evaluate the mechanical strength of a product. This Resiliency Index is determined on this Buhler Stress Tester, and is evaluated by the following formula:

$$RI = DF/DT \times D^2$$

This Resiliency Index is determined in our Stress Tester by noting the deflection or bend that takes place in the spaghetti when it is subjected to tension. The RI, or Resiliency Index, equals DF divided by DT times D², DF

Lab. No.	Sample No.	% Increase in Weight	% Increase in Volume	% Residue in Cooked Water
103262	1	203	190	7.62
103263	2	199	165	8.28
103265	3	178	150	9.05

Lab. No.	Color	Texture	Bite	Stickiness	Sliminess	Elasticity
103262 (a)	good	good	fair	noticeable	moderate amount	good
(b)	good	good	fair	very sticky	very noticeable	fair
103263 (a)	pale yellow	good	good	very slight	none	good
(b)	pale yellow	good	fair	very slight	slight degree	fair
103265 (a)	yellowish brown**	good	good	very slight	slight	good
(b)	yellowish brown	good	fair	slight	slight	fair

(a) After cooking, before refrigeration. (b) After cooking, refrigerated for period of 5 days.
** This product has a characteristic nutty taste.

equals deflection or bend. DT equals the force applied, or the distance traveled during the breaking. D² equals the square of the diameter. The greater the RI, or Resiliency Index, the higher is the mechanical strength and its resistance to breakage. Therefore, the products involved were subjected to this mechanical Stress Tester, and the average results of four determinations are tabulated in Table III as follows:

Lab. No.	Sample No.	RI (Resiliency Index)
103262	1	12.7
103263	2	11.7
103265	3	11.7

It is to be noted from the evaluation of the mechanical strength that the control shows the highest resiliency index. The use of Ardex reduces the mechanical strength and is probably the reason for the slight increase in dissolved solids or slough during the cooking procedure.

Color Score and Chemical Analysis

The products were also examined for chemical criteria and color score. The color was determined in terms of yellow and brown. This procedure makes use of disc colorimetry, where the color of the product is compared to that of standard Munsell color charts. (7)

Lab. No.	Sample No.	% Yellow	% Brown
103262	1	40	48
103263	2	33	50
103265	3	24	62

low and brown. This procedure makes use of disc colorimetry, where the color of the product is compared to that of standard Munsell color charts. (7)

Lab. No.	Moisture %	Ash %	Protein %	Color Score P.P.M. Ph
103262	11.1	0.68	13.18(a)	3.8 6.03
103263	11.1	1.20	16.12(a)	2.3 6.15
103265	11.6	1.41	17.77(b)	1.7 6.10

(a) Protein = N x 6.25
(b) Protein = N x 6.25
** P.P.M. Carotenoid Pigments, parts per million.
(Note that the use of Ardex reduces the carotenoid pigments owing to presence of lipoxidases which oxidizes the yellow color.)

It is to be noted that as the level of the Ardex is increased, the amount of yellow is reduced and the brown is increased.

Conclusions

The results of this investigation show that Ardex can be used commercially in the manufacture of long Spaghetti without impairing the efficiency of the processing. The finished product which contains 12% Ardex is superior to the control—100% Semolina, particularly in regard to the cooking qualities.

The 12% Ardex Spaghetti in the cooked state had less stickiness and less slime than the control. In the refrigerated condition, the 12% level of Ardex had improved qualities in regard to reduced surface moisture and slime. The bite and resiliency in the cooked condition were also improved at the 12% and 17% level of Ardex. However, the presence of Ardex reduced the yellow color because of the oxidation of some of the carotenoid pigment by the lipoxidases.

Acknowledgments

The author wishes to express his thanks to the following: Archer Daniels Midland Company, Minneapolis, Minnesota for their cooperation in supplying us with substantial quantities of Semolina, and Semolina admixed with different levels of Ardex.

Joseph Santoro of G. Santoro and Sons, Inc., Brooklyn, New York, and Frank Tangel, for their cooperation in the use of plant facilities.

Mrs. Lolita Ramans of this laboratory for her excellent technical assistance.

REFERENCES

- Osborne, Thos. B. Mendell, Lafayette B. J. Biol. Chem. 32: 369, 1917.
- Bailey, L. H., Capen, R. G., LeClerc, J. A., Cereal Chemistry, vol. 12, No. 5, 1935.
- Winston, J. J., Jacobs, B. R., 1943. Special report from private files of Jacobs-Winston Labs.
- Paulsen, T. M., Food Technology, 15: 118-120, 1961.
- Winston, J. J., Macaroni Journal, 1959.
- Winston, J. J., Macaroni Journal, 1960.
- Cereal Laboratory Methods, Seventh Edition, 1962 (14-20).

General Mills Consolidates

General Mills' new basic philosophy, calling for emphasis on the consumer food and specialty chemical fields rather than a widely diversified effort in many areas, "appears to be proving itself," General E. W. Rawlings, president, told shareholders at the annual meeting.

General Rawlings said the company would accentuate this program in months ahead, "staying continually alert to profit-making opportunities at home and overseas in these fields, and would be willing to adjust its holdings through the elimination of activities not connected directly to the main effort."

He cited as examples the sale of the profitable subsidiary, the Magnaflex Corporation to Champion Spark Plugs during the past year, and more recently, of the electronics division's aerospace research and engineering departments to Litton Industries.

A record amount for advertising in the fiscal year to help sell established product lines and introduce a steady flow of new products is planned. Last year, \$35,500,000 was spent for advertising.

Earnings for the fiscal year ended May 31 were the second best in the firm's history, just shy of \$15 million, General Rawlings noted. This is up 47 per cent from the previous year.

Total sales of \$523,946,000 were \$27,407,000 above comparable figures for last year, he said, with 1961-1962 sales of the now-discontinued feed division eliminated.

This constitutes an across-the-board increase of 5 1/2 per cent for all currently operating divisions and, on our adjusted basis, "is an all-time sales high for our company," said General Rawlings.

The consumer foods divisions made an especially strong showing last year with dollar sales of package foods, including family flour rising 11 per cent during the year. "This June and July have been excellent and, although there has been some leveling off of volume, we still expect a satisfactory first half," he said.

Cooperative Advertising—

(Continued from page 22)

been so great as to make people feel that such contracts have become obsolete as a promotional device and are merely being used as a means of obtaining extra advertising revenue.

3. The charge has been made that in practice the standard advertising contract has become ineffective, as the funds are collected with minimum performance in mind. Where true, the blame applies to both sides as many manufacturers, or their brokers, have not maintained the proper follow-through, and insistence that the contract be fulfilled.

More manufacturers are concerned, and should continue to be concerned, with proper performance under such contracts. Without performance the manufacturer is not getting what he is paying for and the customer is not getting the benefit of a valuable selling tool.

With the constant squeeze on profits, with the need to make every expenditure pay dividends, food processors are taking a critical look at all expenditures—they cannot afford the luxury of programs which do not produce definite and traceable results.

4. Some manufacturers have been developing display agreements, promotional funds or other substitutes to use at the retail level. Where the co-op

is not using cooperative advertising properly, this substitute can be expected to grow. On the other hand, there is no reason why the co-ops cannot continue to benefit from cooperative advertising contracts if they do the job properly.

5. The Federal Trade Commission has been taking a look at cooperative advertising. Recently, the Chairman of FTC said: "I'm not going to try to recite the details of the many cooperative plans challenged by the Commission. But the fact that the Commission is watchful for circumventions of this law certainly cannot be construed to mean that the Commission is opposed to cooperative advertising." The position of FTC will be most important in the future of cooperative advertising.

6. Some manufacturers say that some co-ops are not in a position to make their members follow through in their ads, nor are they in a position to see that the advertising reaches the areas in which all of their members are located.

7. Co-ops make a very effective argument that they can provide the manufacturer more for his co-op money than can others. They prove this by showing that when properly administered—with the headquarters working with its affiliated stores that advertise—the manufacturer gets not just one ad for his expenditures, but 10, 20, 30 or even more ads, depending on the size of the group.

Summary

In summary, it is everybody's responsibility to help make the program of cooperative advertising work. Perhaps one of the basic premises that should be established is that the cooperative advertising contract is not the magic answer for all types of products or sales problems. It should not be used indiscriminately but, instead, only where it will work best. Neither can it be effective without proper merchandising support.

The manufacturer should give serious consideration to means which will make this cooperative advertising contract most effective and helpful to you, the customers. He should insist on performance—so that these are honest and deserved payments and so that they can pay off for you and for him.

The broker should help the co-op understand the terms of the contract and show you how it can best be used. He should not neglect his responsibility to see that performance is maintained as required.

The co-op is required to use these funds properly with an attempt to gain maximum performance, not minimum performance. The co-op should follow through with its affiliated retailers to see that they benefit from it—to see that they use it for its real purpose—to build profitable plus-business for all concerned!



DIGGING FOR IDEAS?

You'll find pay-dirt in the analysis of the macaroni industry by Dr. Charles C. Slater in the November issue of the Macaroni Journal.

Do you know someone who should subscribe?

MACARONI JOURNAL

P.O. Box 336, Palatine, Illinois

DOUGH BREAKER

FORMS SHEET ANY WIDTH AND THICKNESS FROM 1/4" TO 6"



Blanchi's Machine Shop

221 Bay Street, San Francisco 11, Calif.

Telephone Douglas 2-3794

THE MACARONI JOURNAL

FIVE QUESTIONS FOR MACARONI MEN

QUESTION: Who developed the world's first automatic press 30 years ago?

ANSWER: Braibanti.

QUESTION: Who developed the world's first automated long, short and coiled goods line?

ANSWER: Braibanti.

QUESTION: Who developed the first automated drying control system of temperature and humidity?

ANSWER: Braibanti.

QUESTION: Who first employed macaroni presses with twin extrusion screws to minimize overheating and overworking of the dough, thus insuring even extrusion and top quality product?

ANSWER: Braibanti.

QUESTION: Who makes drying tunnels with double formica walls insulated with expanded polystyrene insulation between the walls?

ANSWER: Braibanti.

In fact, the answer to all equipment needs and systems for the production of the finest macaroni products can be found in Braibanti equipment. The Braibanti organization in America and Italy will be pleased to give you a quotation covering your current and future automatic macaroni equipment requirements.

PLEASE CONTACT LEHARA CORPORATION, 60 E. 42 St., New York 17, N.Y.

S. F. I. Dott. Ingg. M. G.
BRAIBANTI & C.
Milano Largo Toscanini, 1
Tel. 79.21.91.4.5
79.05.31.79.46.01

Braibanti

WAY BACK WHEN

40 Years Ago

• Join the National Clean Up and Paint Up Campaign, urged the October, 1923 Front Cover headline.

• In a lead editorial it was noted that while wholesale and retail trade was normal for the fall of the year, macaroni sales were better than average. Some firms were behind in their orders and indicated it would take several weeks to catch up.

• An eastern macaroni manufacturer chose the phrase "Eat More Wheat and Eggs" as a means for calling the attention of the consumer to the fact that their noodles contained both of these important ingredients.

• Results of a survey on uniform cost system showed that macaroni manufacturers felt the system filled a long felt want in an industry where the methods of figuring production costs are so varied.

• At a special board meeting held in Minneapolis to discuss macaroni publicity it was proposed that macaroni manufacturers be asked to contribute one cent or more a case toward the creation of a national fund to advertise macaroni products with the one idea of increasing consumption.

30 Years Ago

• The Macaroni Code had gained approval of several governmental bureaus and had gone to a formal public hearing. The aim of the Code was not a selfish one. Objectives were increased employment, enlarged payrolls besides profitable operation of the many plants to near capacity.

• Business conditions for two or three years prior required extra and different sales effort and promotional work to keep turnover and volume anywhere near normal. One answer to this problem was the combination dinner, a special technique which had been employed to prod and coax reluctant consumer demand.

• Estimated 1933 production of durum stood at 18,475,000 bushels. This was quite a drop from 40,000,000 bushels in 1932.

• Macaroni—the answer to the sulphur problem. After much research it had been learned that sulphur is an essential food element that man cannot live without. It was also learned that the body can use only certain special forms of sulphur such as the cystine sulphur which is found abundantly in the proteins of durum wheat.

20 Years Ago

• It was brought to the attention of macaroni manufacturers that food rationing had materially strengthened the position of macaroni products as an almost regular food rather than that of an occasional treat. Several firms had taken advantage of this fact and were quite successful while others had done practically nothing in a cooperative way to aid this up and coming business.

• Spaghetti was used by an electronics engineer at Westinghouse Lamp Division to speed the assembly of radio tube filaments some 75 per cent. Formerly, a piece of steel was used to do this job. Spaghetti used as a temporary filament could be "burned out" in a flash whereas steel pieces were difficult to remove from inside the coiled filament.

• Trade cooperation was the main feature of the GMA War Conference which was to be held November 3-5 at the Waldorf Astoria. Paul S. Willis, president, stated "Teamwork on the part of the whole food industry and excellent harvesting weather have combined to bring about a decided improvement on the food front."

• More and more macaroni manufacturers were testing the value of radio advertising by purchasing time to advertise their products.

10 Years Ago

• An industry meeting was called to review the crisis created by rust damage to durum. It was observed that with the low test weight of much of the new crop, durum would be considerably more costly than durum and hard wheat granular because "you can't make big ones out of little ones."

• National Macaroni Week, October 15-24, received help from Mr. Peepers. Wally Cox as Mr. Peepers worked for Macaroni Week during his TV program on October 11. The National Macaroni Institute publicity reached every daily newspaper in the country and special materials were sent to magazine, radio and TV.

• Releases from the National Macaroni Institute, concerning National Macaroni Week, to all food trade and restaurant publications stressed the point that macaroni, spaghetti and egg noodles are three of the most stable profit makers in the food field. Restaurants throughout the country featured macaroni products on their menus during the week.

CLASSIFIED ADVERTISING RATES

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

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

FOR SALE—Macaroni Trucks. All steel construction, 4-inch ball bearing swivel wheels. Height 81 in., width 36 in., length 55 in. John B. Canepa Co., 312 W. Grand Ave., Chicago 10, Ill. Superior 7-1061.

FOR SALE—Equipment for a complete macaroni plant 1000 lb. production. Long goods press, short goods press and noodle cutters. Long goods and short goods preliminary dryers. Long goods rooms, Lazzaro tray dryers, macaroni dies, stamping machines, and Flour Handling System. Reasonably priced. Box 208, Macaroni Journal, Palatine, Ill.

INDEX TO ADVERTISERS

	Page
Amber Milling Division, G.T.A.	13
Ambrette Machinery Corporation	20-21
ADM Durum Department	33
Asseco Corporation	23
Bianchi's Machine Shop	36
Braibanti & Company, M. & G.	8, 37
Clermont Machine Company	17
De Francis Machine Corporation	28-29
General Mills, Inc.	40
International Milling Company	15
Jacobs-Winston Laboratories, Inc.	23
Macaroni Journal	36
Maldari & Sons, Inc., D.	19
National Macaroni Institute	5
North Dakota Mill and Elevator	11
Paven, N. & M.	24
Peavey Company Flour Mills	31
Rossotti Lithograph Corporation	2
U.S. Printing and Lithograph	39

Fail Campaign

I. J. Grass Noodle Company of Chicago launches its largest campaign in September with news ads and radio commercials in major markets across the country. The drive is based on the story of origin of Grass soups and their recipes. The news ads will use a cartoon treatment.

• James J. Winston, director of research reported to NMMA members that President Eisenhower had signed a bill enacting into law the right to a compulsory factory inspection by Federal Food and Drug Agents. Mr. Winston recommended the industry should cooperate with the Food and Drug Administration in the enforcement of the new law.

THE MACARONI JOURNAL

DOES YOUR PACKAGING

Catch Her Eye?

OR
does
she

Pass It By?



In today's rough-and-tumble self-service market, too many passes mean more sales fumbles than any manufacturer can afford. At USPL, we specialize in packaging that makes the catch at crucial point-of-sale. May we help solve your next packaging problem?



UNITED STATES PRINTING & LITHOGRAPH
Division of Diamond National Corporation
FOLDING CARTONS • LABELS • ADVERTISING MATERIALS
Offices in 23 cities coast-to-coast

SAUCES / QUICK AND EASY



VERSATILE SAUCES FOR MACARONI, SPAGHETTI AND NOODLES

Here are four great new Betty Crocker sauce creations, now available as promotional point of purchase material for your merchandising program.

TOMATO SAUCE FOR MACARONI OR SPAGHETTI

2 med. onions, diced	1 tsp. ground dry basil, if desired
1 clove garlic, minced	1/2 tsp. sugar
2 tbsp. vegetable oil	1/2 tsp. salt
1 can (1 lb., 4 oz.) tomato juice	1/4 tsp. pepper
1 can (6 oz.) tomato paste	dash of cayenne pepper
1 tbsp. chili sauce	hot drained boiled spaghetti or macaroni (7 or 8 oz. pkg.)

Brown onion and garlic in oil in skillet. Add rest of ingredients except spaghetti. Simmer uncovered 30 min., stirring frequently. Serve over spaghetti. Sprinkle with grated cheese, if desired. 4 servings.

Note: If a meat sauce is desired, brown 1/2 lb. ground beef with the onion.

SEAFOOD SAUCE FOR NOODLES

1/4 cup butter or margarine	2 egg yolks, beaten
1/4 cup flour	1 tbsp. sherry flavoring or lemon juice
1/2 tsp. salt	2 cups cooked seafood in large pieces
1/4 tsp. pepper	1 pkg. (7 or 8 oz.) cooked noodles
2 cups milk	

Melt butter over low heat. Blend in flour, seasonings. Cook over low heat, stirring constantly until mixture is smooth, bubbly. Remove from heat; stir in milk. Bring to a boil, stirring constantly. Boil 1 min. Gradually blend half of white sauce into egg yolks; pour mixture back into remaining white sauce. Just before serving stir in flavoring and seafood. Pour over hot cooked noodles. Garnish with parsley and pimiento strips.

MACARONI WITH TUNA CHEESE SAUCE

1/4 cup butter	1/2 tsp. each thyme, basil, savory,
1/4 cup flour	minced parsley, and chives or onion
1/2 tsp. salt	
1/4 tsp. pepper	1 can (7 oz.) tuna or salmon
2 cups milk	1 pkg. (7 or 8 oz.) macaroni, spaghetti or noodles
2 cups grated Cheddar cheese	

Melt butter over low heat. Blend in flour, seasonings. Cook over low heat stirring until mixture is smooth and bubbly. Remove from heat. Gradually stir in milk. Bring to a boil, stirring constantly. Boil 1 min. Remove from heat. Mix in cheese and tuna and stir until cheese is melted. Serve immediately over hot boiled macaroni. 6 to 8 servings.

MEXICAN LUNCHEON

1 lb. bulk pork sausage, broken in pieces	1 can (1 lb.) tomatoes
1 cup finely chopped green pepper	1 cup commercial sour cream
1 cup finely chopped onion	1/2 cup water
1 pkg. (7 or 8 oz.) uncooked egg noodles	1 tsp. sugar
	2 to 3 tsp. salt
	1 to 2 tsp. chili powder

Sauté meat, onion and green pepper in heavy skillet, until meat is browned and onion translucent. Drain off excess fat. Stir in remaining ingredients. Cover and simmer 30 min., or until noodles are tender, adding more water if necessary to prevent sticking. Garnish with parsley. 4 to 6 servings.

Note: For speed in preparation use blender for chopping vegetables.

Now you can use these delicious new recipes under your own brand name. These four, plus four additional sauces (published earlier), are available in handy tear-off pads to use at the point-of-purchase. These kitchen tested recipes will have housewives serving imaginative and delicious macaroni foods frequently.

You get Sauces/Quick and Easy recipes in pads of 50 sheets each at just 12¢ per pad, f.o.b. Minneapolis (that's less than 1¢ per sheet).

In quantities of 200 pads or more your brand name and company address will be imprinted free of charge. To order your supply see your General Mills Durum representative or write:

DURUM SALES

MINNEAPOLIS 26, MINN.



GENERAL MILLS