

**THE
MACARONI
JOURNAL**

**Volume 48
No. 3**

July, 1966

Macaroni Journal

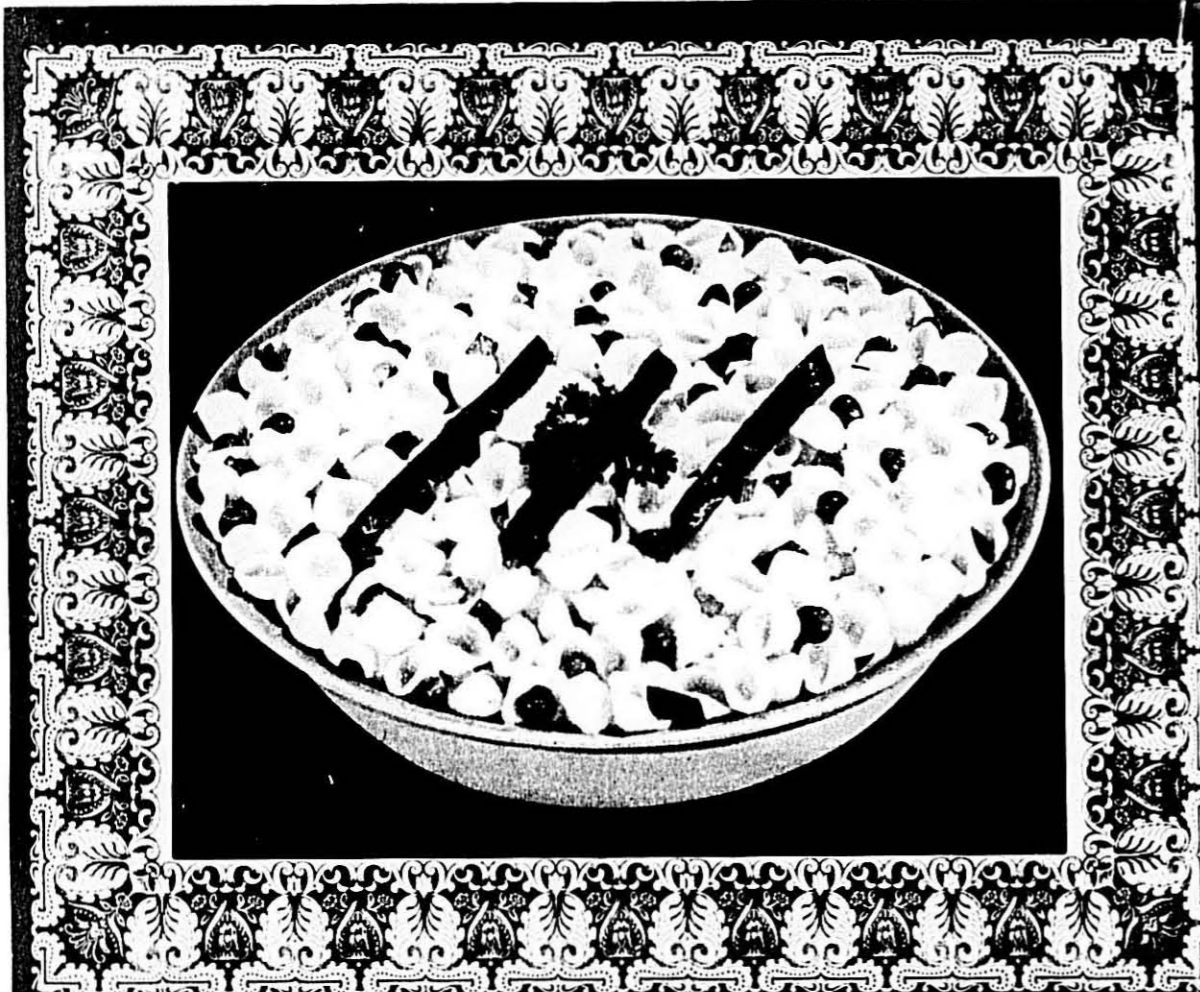


JULY, 1966

Convention Agenda

Pack Up A Prize Picnic





THERE'S MORE TO A PACKAGE THAN A PRETTY PICTURE

Carefully calculated components plus a pretty picture actuate a Rossotti package to promote, to convince and to sell. Tested legibility, for instance. It makes for surer package recognition and recall. Harmony...when typography pleases the eye and attracts attention to the thought, not the type. Controlled contrast in the use of color...with the appropriate juxtaposition of brand and product identification for planned emphasis.

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

BETTER MERCHANDISING THROUGH PACKAGING!

(Call today for samples of pretty pictures plus!)

ROSSOTTI
LITHOGRAPH CORPORATION
EXECUTIVE OFFICES: NORTH BERGEN, N. J.

ROSSOTTI CALIFORNIA LITHOGRAPH CORP., SAN FRANCISCO 24, CALIFORNIA • ROSSOTTI MIDWEST LITHOGRAPH CORP., CHICAGO 10, ILLINOIS

The Macaroni Journal

July
1966
Vol. 48
No. 3

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, 60067.

Officers

President Fred Spadafora
1st Vice Pres. Robert I. Cowen
2nd Vice Pres. Peter J. Viviano
3rd Vice Pres. Vincent F. La Rosa
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 Robilio Peter J. Viviano
Ralph Sarli Robert H. Williams
 Albert S. Weiss

Western Area:
Paskey DeDomenico Ernest Scarpelli
Vincent DeDomenico Fred Spadafora

At Large:
Saverio Arena Henry D. Rossi
Arvill E. Davis Nicholas A. Rossi
Kenneth J. Forbes Jerome L. Tujague
Raymond Guerrisi Robert William
 Walter Villaume, Jr.

Past Presidents:
Albert Ravarino Peter La Rosa
Emanuele Ronzoni, Jr. C. Fred Mueller
Horace P. Gioia C. W. Jack Wolfe
Lloyd E. Skinner Louis S. Vagnino

Subscription rates
Domestic \$5.00 per year
Foreign \$6.50 per year
Single Copies 75¢
Back Copies \$1.00

JULY, 1966

In This Issue:

	PAGE
Convention Program, 62nd Annual Meeting	6
Chicago, Convention Capitol of the U.S.A.	8
The Egg Market—The Egg and You	11
Nutrition Foundation Marks 25th Year	14
Industry Items—Gene Villaume Missing	16
Pack Up A Prize Picnic	20
Yankee Doodle Did Stick a Feather in His Cap	21
Millers Meeting—Wheat Situation	24
Waldbaum Package Redesign— European Packaging Needs	28
Here Are The Members	30
New Canning Process Wins Award	32
In the Soup Mix	34
Room at the Top—George S. Kahn	38
Way Back When—Index to Advertisers	42

Cover Photo

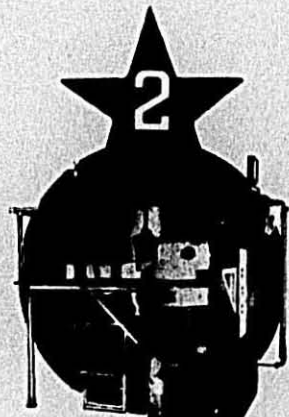
The recipe for the cover photo, Macaroni Turkey Salad, is given on page 20 in the story "Pack Up A Prize Picnic"

The Macaroni Journal is registered with U.S. Patent Office
Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.
Second-class postage paid at Appleton, Wisconsin.

Pick a **DEMACO** Number



1
INSULATED
DRYERS FOR
SHORT CUTS
AND NOODLES



2
SHORT-CUT
PRESSES 500
TO 2500 LBS.
PER HR.



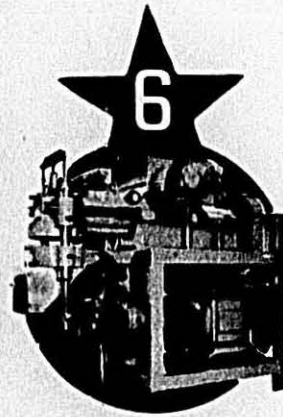
3
LONG GOODS
CONTINUOUS
LINES



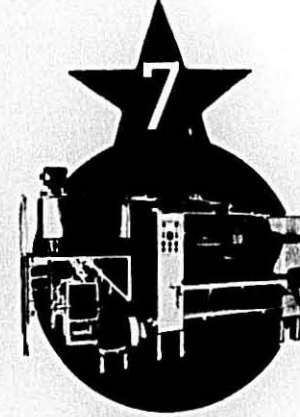
4
NOODLE
CUTTERS
AND SHEET
FORMERS



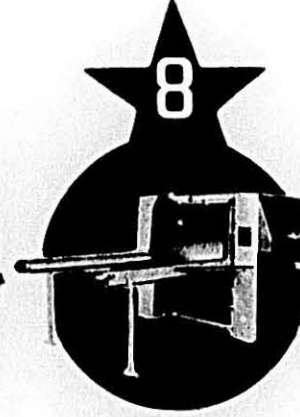
5
DIRECT
CANNING
SPREADERS



6
PRESSES FOR
SNACKS AND
CEREAL EXTRUSION



7
LONG GOODS
SPREADERS AND
DRYING ROOMS



8
MACARONI
CUTTERS AND
STRIPPERS

everyone is a winner!

WRITE FOR CATALOG

Western Representative: HOSKINS COMPANY
P.O. BOX 112 • LIBERTYVILLE, ILLINOIS, U.S.A. • TELEPHONE: 312-362-1031

DEMACO

DE FRANCISCI MACHINE CORPORATION

46-45 METROPOLITAN AVENUE, BROOKLYN, N.Y. 11237, U.S.A.

CABLE: DEMACOMAC

PHONE: 212-386-9880

62nd Annual Meeting

National Macaroni Manufacturers Association

Drake Oak Brook Hotel, Oak Brook, Illinois

TUESDAY, JULY 12

- 9:00 A.M. National Macaroni Institute Committee Committee Room 1, Ground Floor, East Wing
- 9:00 a.m. Financial Review Committee Committee Room 3, Ground Floor, East Wing
- 1 to 5 p.m. Registration Desk Open in Lobby
- 7:00 p.m. WELCOMING PARTY and SUPPLIER'S SOCIAL for all delegates on the Veranda and Poolside. Dinner where you choose.

WEDNESDAY, JULY 13

- 8:15 a.m. Registration and Assembly in the Glen Room.
 - 8:30 a.m. BREAKFAST SESSION—Greeting from President Fred Spadafora. Appointment of Convention Committees: Nominations, Audit, Resolutions. Proposed Program of the Wheat and Wheat Foods Foundation by H. Howard Lampman, Executive Director, Wheat Flour Institute.
 - 9:30 a.m. GENERAL SESSION—Conclave on Communications Association Contacts and Services: Panel Discussion Moderator, Robert M. Green, Executive Secretary, NMMA
- Participants:
- Paul E. R. Abrahamson, Administrator, North Dakota Wheat Commission;
 - Dr. K. A. Gilles, Cereal Technology, North Dakota State University;
 - Eugene B. Hayden, Executive Vice President, Crop Quality Council;
 - John W. Wright, President, U.S. Durum Growers Association;
 - C. L. Cap Mast, President, Millers National Federation;
 - Dr. Ralph Kline, Egg Research Department, Armour & Co. Laboratories;
 - James J. Winston, Director of Research, NMMA;
 - William V. Humphrey, Public Relations, National Confectioners Association;
 - Harold T. Halfpenny, Halfpenny, Hahn & Ryan, General Counsel



Mr. Spadafora



Dr. Gilles



Mr. Hayden



Mr. Mast



Mr. Winston



Mr. Humphrey



Mr. Halfpenny



Mr. Lampman



Mr. Abrahamson



Mr. Wright



Mr. Scales



Dr. Russo



Miss Church



Miss Ehrman

WEDNESDAY, JULY 13

- 11:00 a.m. Findings from the 7th Du Pont Consumer Buying Habits Study by Jerry L. Scales, manager of special projects for the marketing research section of the Du Pont Film Department
- 11:30 a.m. New Trends in Store Operations and Merchandising by Richard W. Daspit, Director of Administration, Super Market Institute.
- 12:00 noon Fast Buffet Luncheon Line for Golfers; Colonial Room. Round Table Discussion Groups for those who want to participate.
- 2:00 p.m. Buses leave for tour of Armour & Co. Research Laboratories.
- 7:00 p.m. SUPPLIERS' SOCIAL in the Colonial Room.
- 8:00 p.m. Authentic Italian Dinner Party in the Ball Room. Remarks by Dr. Augusto Russo, Italian Consul General in Chicago. Music through the courtesy of Rossotti Lithograph Corporation.



Mr. Daspit

THURSDAY, JULY 14

- 8:15 a.m. Registration and Assembly in the Ball Room.
- 8:30 a.m. BREAKFAST SESSION—Premiere of the film, "Macaroni Menu Magic — How to Prepare and Serve Macaroni, Spaghetti and Egg Noodles" for hotels, restaurants and institutions by Beverly Anderson, Durum Wheat Institute. Comments by Kathryn Bruce, Director of Educational Programs, National Restaurant Association.
- 9:30 a.m. GENERAL SESSION—Seminar on Public Relations moderated by Theodore R. Sills, public relations counsel for the National Macaroni Institute: Ruth Ellen Church, Food Editor, Chicago Tribune; Elinor Ehrman, Vice President, T. R. Sills & Co.; Charles R. Patton, Manager, Sales Promotion and Packaging, Kitchens of Sara Lee, will discuss the NMI's public relations program: What is the program— Who is doing it and how is it being done— Where does it cover— Why such a program— When is it being done.
- 11:45 a.m. Nominations Committee Report: Election of Directors. Audit Committee Report. Resolutions.
- 12:00 noon Board of Directors Organizational Meeting in Colonial Room. Fast Buffet Luncheon Line for Golfers; Glen Room. Round-Table Discussion Groups for those who want to participate.
- 7:00 p.m. SUPPLIERS' SOCIAL On the Veranda and Poolside.
- 8:00 p.m. Dinner-Dance in the Ball Room. Dancing to the music of Joe De Salvo and the Chicagoans.



Miss Anderson



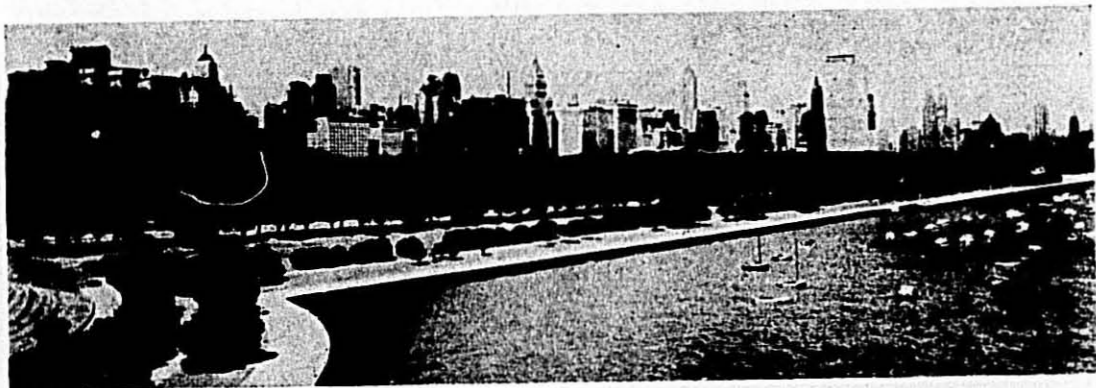
Mr. Sills



Mr. Patton

FRIDAY, JULY 15

- 9:00 a.m. Board of Directors Meeting in Club Room D. Adjournment in time for afternoon checkout.



Chicago, Convention Capitol of the U.S.A.

THE Drake Oak Brook, site of the 62nd Annual Meeting of the National Macaroni Manufacturers Association, July 12-15, offers the unusual combination of informal country atmosphere with close accessibility to O'Hare Airport and Chicago's Loop. The airport is twelve miles via the Tri-State Tollway. The Loop is about thirty miles via the Eisenhower Expressway.

In the area there are many things to see. Oak Brook shopping center boasts names of many famous shops. For the naturalist, Morton Arboretum has acres of trees, shrubs and flowers. For the historian, Cantigny War Memorial, featuring World War I memorabilia, and the Old Graue Mill, an old-fashioned grist mill. For everyone, Brookfield Zoo has animals in natural settings.

Sportsmen will find golf, tennis, swimming right at the Oak Brook. Arlington Park offers horse racing. The White Sox play Cleveland Friday night, July 15, and at 1:15 p.m. Saturday, July 16—ladies day.

Chicago has many fine eating places. Here are some recommended by a native son:



Old Chicago Water Tower

Armando's, 100 E. Superior, old mansion creates posh atmosphere.

Agostino's, 7 East Delaware, good Italian cuisine.

Athens on Rush, 940 N. Rush, Greek food and belly dancers.

Barney's Market Club, 741 W. Randolph, Les Halles restaurant, Chicago style.

Blackhawk, 139 N. Wabash Prime ribs, spinning salad bowl.

Boveri Restaurant, 20 E. Lake, The Loop's oldest Italian location.

Cafe La Tour, 400 E. Randolph, sky high restaurant, French cuisine.

Chez Paul, 660 N. Rush, Eat as French businessmen do.

Club El Bianco, 2747 W. 63rd St., Famous Italian Fiesta Dinners.

George Diamond's Steak House, 512 and 1133 S. Wabash, named correctly.

Dino's Alpino, 539 S. Wabash, more Italian food and wines.

Don the Beachcomber, 101 East Walton, Original and best for Polynesian food.

Fritzel's, 201 N. State, Chicago's Toots Shor with a repertoire.

Stanley Green's Buffet, 127 S. State, A "New York style" delicatessen and fine dining room.

Famous **Fred Harvey** operates: Bowl & Bottle, 71 E. Jackson; The Crossroads, Dearborn Station; Gold Lion, Clinton at Jackson; Harlequin Room, 919 N. Michigan; Harvey House, Riverside Plaza; Kungsholm Restaurant, 100 E. Ontario; 5 Oasis Restaurants, Illinois Tollway; Old Spinning Wheel, Hinsdale, Illinois.

Ireland's, 632 N. Clark, the best for seafood.

Italian Village, 71 W. Monroe, three separate restaurants with three menus.

Jacques', 900 N. Michigan, Fountains, umbrellas, real cool.

King Arthur's Pub, 126 S. Wells, Steak and Kidney Pie, Pimms Cup.

The Little Corporal, One E. Wacker, Elegant dining at no! to royal prices.

London House, 360 N. Michigan, Top name musical groups; good food.

La Strada, 1531 N. Wells, Italian food in the heart of Old Town.

Maison Lafite, 1255 N. State, Le bonne cuisine.

Maxim's De Paris, 1300 N. Astor, Supposedly an exact transplant.

Pump Room, Ambassador East Hotel, Flaming swords and celebrities.

Riccardo's, 437 N. Rush, Congenial, sometimes pleasantly rowdy.

Su Casa, 49 E. Ontario, Recreated Mexican hacienda.

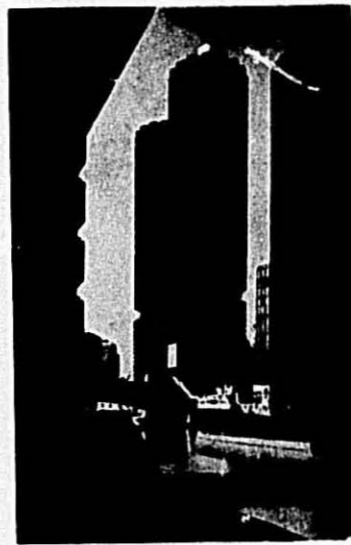
Sasha's, 914 Ernst, Old favorites and sad songs from Russia.

Stouffer's Top of the Rock, Prudential Building; other loop locations.

Water Tower Inn, 800 N. Michigan, Spectacular nighttime view.

Wrigley Building Restaurant, 410 N. Michigan, steaks, chops, whitefish.

Plus all of the good hotels and department stores.



Marine City Towers

THE MACARONI JOURNAL

You noodle-makers know everything about noodles, but Henningsen, the egg people, can tell you something new about eggs.



First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safely at or over the 5.5 per cent egg solid minimum content set by federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent salmonella-negative, by test. We homogenize our egg solids for uniformity.

We can also tell you ways to save money on the eggs you put into your egg noodles by better methods of handling and blending and storing eggs in your plant. And we know all the ways. After all, we're the egg people. One more thing. You get fast, on-time, dependable delivery of egg solids from Henningsen. And we have local representatives all over the country to help you out on egg problems. After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningsen, the egg people. But it is a good idea.

Henningsen Foods, Inc.
The egg people

60 East 42nd Street, New York, N. Y. 10017 (212) MU 7-1530

SALES . . . SERVICE . . . SAMPLES . . . INFORMATION . . .
OUR TEAM IS READY TO SERVE YOU

ALABAMA
 Mr. Floyd L. Downs
FLOYD L. DOWNS CO.
 2817 Norwood Blvd., Birmingham

CALIFORNIA
 Mr. Lowell Foster
 Mr. Mike Kearney
 Mr. James Dolan
MAILLIARD & SCHMIEDELL
 1300 West Third St., Los Angeles
 Mr. Richard P. Gatterdam
 Mr. Gene Lyford
 Mr. Nicholas Rubicom
 Mr. Arthur Vollert
MAILLIARD & SCHMIEDELL
 601 Montgomery St., San Francisco

COLORADO
 Mr. Harold U. Carpenter
 Mr. Robert Carpenter
INTERSTATE BROKERAGE CO.
 1863 Wazee Street, Denver

FLORIDA
 Mr. A. A. Green
 Mr. Bernard Cusmano
A. A. GREEN CO.
 3092 N. W. 62nd St., Miami

GEORGIA
 Mr. Al Hogan
 Mr. C. Huff
 Mr. G. W. Poppe
 Mr. A. E. Raley
RALEY BROTHERS, INC.
 146 Peters St., S. W., Atlanta

ILLINOIS
 Mr. James Downing
 Mr. James Hoakstra
JAMES B. DOWNING CO.
 450 East Ohio Street, Chicago
 Mr. Paul Holton
HOLTON FOOD PRODUCTS CO.
 222 West Adams St., Chicago

INDIANA
 Mr. N. J. Orr
ORN & CO.
 3001 Fairfield Ave., Ft. Wayne 6

KENTUCKY
 Mr. Harry E. Camighon, Jr.
LEWIS & COMPANY OF KENTUCKY
 1300 S. 4th, IBM Bldg., Louisville

LOUISIANA
 Mr. Fred Clerc
FRED CLERC BROKERAGE CO.
 200 Board of Trade Annex, New Orleans 12

MARYLAND
 Mr. Allan Menzies
THE RANSON CORPORATION
 211 East Pleasant St., Baltimore

MASSACHUSETTS
 Mr. Donald Cahoon
 Mr. Ed Peterson
BROOKS & CAHOON CO.
 24 East St., At Lachmere Sq., Cambridge 41

MICHIGAN
 Mr. Lloyd Somes
LOYD SOMES CO.
 16193 Lacherbie Rd., Birmingham

MINNESOTA
 Mr. Charles Skinner
C. A. SKINNER & CO.
 430 Baker Bldg., Minneapolis

MISSOURI
 Mr. Rol Miller
ROL MILLER & SONS, INC.
 10040 Big Bend Blvd., St. Louis

Mr. F. Foraha Russell
 Mr. Earl Schroder
RUSSELL BROKERAGE CO.
 210 West Tenth Street
 Kansas City, Mo.

NEBRASKA
 Mr. Leo Zents
RUSSELL BROKERAGE CO.
 WYW Building, Omaha 2

NEW YORK
 Mr. Theodore G. Heckel
 Mr. Miller Derrick
T. G. HECKEL CO.
 509 Fifth Avenue, New York 17

Mr. David Wagner
DAVID WAGNER CO.
 25 Parkers Road, Rochester

NORTH CAROLINA
 Mr. H. Allan Hoppe
 Mr. Truly M. Forlines
AVERY R. RHYNE, INC.
 Suite 524, Charlotte Mall
 P.O. Box 4349, Charlotte

Mr. Walter F. Dent
AVERY R. RHYNE, INC.
 P.O. Box 667
 Commercial Bonded Warehouse, Raleigh

OHIO
 Mr. Walter F. Eberle
 Mr. Lee Eberle
C. EBERLE & SONS CO.
 Sixth & George Streets, Cincinnati

Mr. Robert Hoyt
 Mr. Vincent MacCabe

R. E. HOYT CO.
 4614 Prospect Avenue, Cleveland

OREGON
 Mr. Frank Crank
GILLESPIE-PETERSON BROKERAGE CO.
 2500 S. E. Mailwell Drive, Portland

PENNSYLVANIA
 Mr. Robert Maloney
 Mr. James Mitchell
J. S. BITTENBENDER CO.
 383 Wyoming Avenue, Kingston

Mr. Stuart Felts
 Mr. Robert Bagatin
R. PELTZ CO.
 Rm. 217, 101 N. 33rd St., Philadelphia

Mr. Carlton Jewett, Jr.
CARLTON JEWETT CO.
 4032 Jenkins Arcade, Pittsburgh

TENNESSEE
 Mr. J. L. Skelton
J. L. SKELTON CO.
 211 Wabasha Ave., Johnson City

Mr. James F. Clarke
 Mr. Maurice Bratten
RASCOE-CLARKE COMPANY
 P.O. Box 9097 Melrose Station
 2305 Franklin Road, Nashville

TEXAS
 Mr. Harold Vogel
HAROLD C. VOGTEL CO.
 P.O. Box 1804, Fort Worth

UTAH
 Mr. Jack N. Leonard
TAPT & COMPANY, Div. of M&S
 2150 S. 2nd St., W., Salt Lake City

VIRGINIA
 Mr. James Black
JULIAN BLACK CO.
 307 14th Street, Richmond

Mr. Roy B. Martin, Jr.
 Mr. James Allen
FOOTE BROTHERS & COMPANY
 P.O. Box 3005, 148 Granby St., Norfolk

WASHINGTON
 Mr. Russ C. Hoshi
MAILLIARD & SCHMIEDELL
 1920 Sixth Ave., S., Seattle 4

Mr. D. E. Harvey
MAILLIARD & SCHMIEDELL
 E. 800 Front Ave., Spokane

WISCONSIN
 Mr. Jerry Host
OSCAR HOST BROKERAGE CO.
 225 E. Detroit St., Milwaukee

CANADA
 Mr. John Frapp
HENNINGSEN BROTHERS, LTD.
 200 Cooper St., Ottawa, Ontario

The Egg Market

The egg industry generally looks for lower prices after Easter. But this year April prices were about 30 per cent higher than a year ago. Just when it looked as if there would be no spring flush of shell eggs, production did increase and early May prices declined, although they are still about 20 per cent over last year's level.

The balance between yolk and albumen has been a precarious, and while both products remain at high levels they have benefited somewhat from the increased supply of eggs available in May. The demand for egg yolk has remained very strong and prices firm, so that albumen prices have benefited from the increased egg production more than yolk. The Henningsen Newsletter observes that it remains to be seen whether noodle manufacturers and other yolk users will continue to buy yolk or whether they will switch to whole egg. This will be a factor that influences albumen prices.

Chicago Market

Current receipts for standard shell eggs in Chicago during May ranged from 27 to 30.5 cents per dozen. Frozen whole eggs were quoted in a range of 27.5 to 29 cents, frozen whites from 10.5 to 12 cents, dried whole eggs \$1.15 to \$1.25 a pound, dried yolks \$1.27 to \$1.35 a pound.

In the New York market, frozen yolks, with 45 per cent solids in Under No. 4 color, sold at 56 to 62 cents per pound, with darker color bringing 63 to 67 cents. Frozen whole eggs ranged from 28 to 30 cents, with darker color bringing a two cent premium.

The Department of Agriculture reports egg production in April at 5,500,000,000 eggs, about the same as last year but one per cent below average.

The Egg and You

A dozen eggs will cost an average of 52 to 54 cents at yearend, according to authoritative projections—but of this, the farmer will be receiving an average of only 33 cents.

Who will be getting how much of that 21 cent difference?

Sylvia Porter, popular economist and columnist, recently gave this answer: "Let us make this point clear at the start: A large variety of expensive things are done to and for the egg between the time it leaves the nest and reaches your local food market.

"For instance, the eggs are not only collected by the farmer but they are sorted into size groups (extra large, large, medium); the undergrades are separated from the Grade A's; the eggs



are probably cleaned and they may be washed too.

"They are placed in 30-dozen cases, transported, perhaps over considerable distances, and then repacked in small cartons for consumers. They may be sorted for fairly long periods of time. Each phase will add to the cost of the eggs—and all this happens before the retailer adds on his expenses."

Price Spread

Here is an expert breakdown of the projected 21 cent spread:

Operation	Cost
Local assembly from farms to grading & packing stations	1.2
Grading & packaging, cartons & cases	2.9
Grading & packing, "other"	2.2
Storage & wholesaling	3.5
Transportation to market	2.7
Retailing, including promotion	8.5
Total	21.0

The 21 cent average may be higher in large city areas and lower in smaller communities, but the general pattern will hold.

Eggs for Breakfast

The Poultry and Egg National Board, alarmed at the gradual disappearance of breakfast in the United States, is aiming a double-barreled blast at consumers this fall in the form of an industry promotional effort.

"We want people to eat breakfast," Rob Roy Benson, director of merchandising for the Board, said. "Eggs naturally should share in the increase of volume of foodstuffs consumed at the breakfast table." The promotion will start September 1 and will be called "Let's Start the Day Off With a Better Breakfast." It will have full retail backing, Mr. Benson said, and will consist of an extensive in-store sign and display effort.

Displays

Eggs will be displayed alone and with related breakfast items. Cookbooks will be given away in egg cartons. Full-color pictures will show breakfast table settings, including many kinds of breakfast foods.

The industry program also includes distribution of visual aids to schools where it is hoped young people can be encouraged to eat better breakfasts.

Dr. L. A. Wilhelm, general manager of the Board, told ranchers and distributors that since 1955 egg consumption has declined per capita, and that the egg industry is growing at a lesser rate than population.

He cited a study which showed that boys and men under 50 and men and women over 65 eat more eggs as a group than other age classifications. Pre-teenage and teenage girls, he noted, eat fewer eggs than any other group.

Where It All Started

Henpecking by hens—has been restudied scientifically by poultry specialists at USDA's Poultry Genetics Laboratory in Athens, Ga. Findings were that chickens apparently recognize breeds and strains. Even though within a given strain the bigger bird usually was the more aggressive, the large Rhode Island Reds clearly yielded to the much smaller White Leghorns. Tougher strains not only produced more eggs, but had the lowest mortality.

fooling the Chickens

Several USDA scientists at Beltsville, Maryland are trying to prove that you can fool all of the chickens all of the time, by making them believe that days are only 18 hours long. If they succeed, they will have created 486.6 short days per year (instead of only 365), and the chickens may lay more eggs.

New Noodle Products

Three noodle products—Goulash Egg Noodles, Fettuccini Alfredo Unfolded Noodles, and Chicken Dumpling Noodles—are being sold under the Pennsylvania Dutch brand by Megs Macaroni Company, Harrisburg, Pennsylvania.

The products are packed in eight-ounce bags 29 cents retail. They are being distributed in the Mid-west, East and Northeast. A case of twelve packages is \$2.68 to the retailer.

Selective Marketing

La Rosa's Thin Spaghetti was promoted in the Boston market via king-size bus posters, which reportedly delivered the last impression many shoppers received before entering a supermarket.

Yolk

A Cambridge University scientist says that eggs can talk to each other. So that's where all those bad yolks come from.

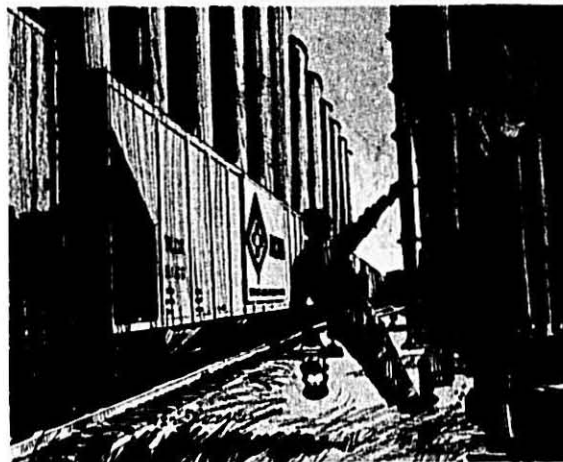
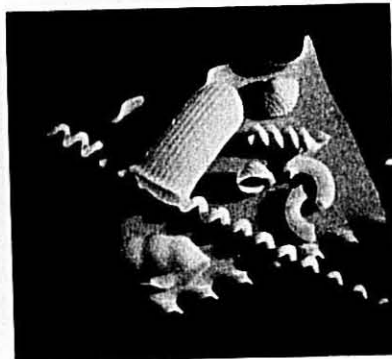
YOUR BEST SOURCE FOR
WHOLE EGG SOLIDS
EGG YOLK SOLIDS
DEHYDRATED CHICKEN
DEHYDRATED BEEF

HENNINGSEN FOODS, INC.

MANUFACTURERS OF QUALITY EGG PRODUCTS SINCE 1889
 Executive and Sales Offices
 60 EAST 42ND STREET • NEW YORK 17, N.Y. • MUrray Hm 7-1530

ADM is tops in wheat
selection, storage, milling,
quality control and
delivery. That's why...

where top performance counts, you can count on ADM



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNAPOLIS KANSAS CITY

Nutrition Foundation Marks 25th Year

WHEN the Nutrition Foundation was organized twenty-five years ago, a few days before Pearl Harbor, fifteen founding member companies each put up \$50,000 to start the Foundation's scientific research and public education program.

It was a new and is still a unique idea that the companies were attracted to—the idea that industrial competitors could pool their efforts and set up a Foundation entirely in the public interest. The Nutrition Foundation was set up to support research in nutrition at universities and medical schools and to help spread the word of new nutritional discoveries to the public. A Scientific Advisory Committee, made up of well-known nutrition scientists, guides the grant program.

Now the Foundation has 67 member companies in the food and allied industries. Each member company makes an annual membership payment of between \$500 and \$20,000, depending on capitalization.

Organization

The late Karl Compton, President of the Massachusetts Institute of Technology, played an important part in organizing the Nutrition Foundation and setting the path for the future. Industry leaders turned to Dr. Compton, an established leader in science and education, to carry out their idea. The idea, and the Foundation, have flourished. As one indication of this, Seven Nobel laureates and three university presidents have been supported by the Foundation during their early careers as research scientists.

War problems occupied the chief attention of the Foundation during its first years, of course. Dr. Charles Glen King, the scientific director of the Foundation for 22 years, often found himself busy in Washington. Many research projects closely related to the war effort were started. For example, studies were made which led to improvements in life raft survival rations. The Foundation supported work on ways to feed aviators to increase their tolerance to decreased oxygen supply at high altitudes. Nutritional studies of fatigue and resistance to stress were undertaken. Methods of detecting nutritional deficiencies were developed. Attention was given to the conservation of nutrients, particularly vitamins, during dehydration, cooking, freezing, sterilization and storage.

Financial Support

One of the first moves of the new Foundation was to provide financial support for the Food and Nutrition

Board of the National Academy of Sciences-National research Council. War Order Number One, which directed the enrichment of white bread and flour with iron and vitamins, grew out of work of the Board. Enrichment is generally believed to be a major factor in the virtual disappearance from the United States of some deficiency diseases that were widespread before this program was started.

Recommended Dietary Allowances

One of the important activities of the Food and Nutrition Board was the establishment of the recommended dietary allowances for the American people—the allowances are the guides which all physicians, nutritionists and dietitians use in defining a properly-balanced diet for men, women and children.

Protein Foods

Protein foods were another area in which the Foundation was, and is, active. One of the first of the Foundation's grants went to the University of Illinois for studies which achieved a feat that had long eluded scientists—the identification of the amino acids that are "essential" for man and the establishment of the amounts of these nutrients must be ingested to keep the body in good health.

The Foundation's long interest in proteins also contributed to the development of Incaparina, a high-quality plant protein food for use in areas lacking animal protein foods. Incaparina and related foods are now being produced and sold in South and Central American countries.

Cholesterol

Cholesterol, not so many years ago a little-known chemical name for a mysterious waxy material, and now a household word, has been under study by Foundation grantees for nearly 25 years. The early studies concerned the metabolism of cholesterol in the liver. After cholesterol became well-known, the Foundation feared that too many people (including physicians) subscribed to the view that dietary cholesterol intake, itself, was the sole cause of heart attacks and strokes.

University Research

A special fund of over a million dollars was provided by the Foundation to twenty-four universities for scientific work done over a five-year period. The Foundation contributed, through support of this scientific work, to the knowledge of the relationship of diet to heart attacks and strokes that is most

widely held today. The question of saturated or unsaturated fats in the diet is still under investigation as are the possible roles of exercise, cigarette smoking and other factors.

Physiology of Taste

The Nutrition Foundation has provided some \$7 million dollars in support of nutrition science in the twenty-five years. Recently, two new areas of nutritional interest have been opened. The first is the physiology of taste. Taste is not as well understood as are some of the other senses. It is believed by the Foundation that basic research on taste may have important but unforeseeable effects on eating in the underdeveloped nations as well as in this country.

Malnutrition Affects Minds

Second, the Foundation is supporting research which seeks to explore how mental development and learning are altered by poor nutrition. Some exploratory research suggests that malnutrition may have adverse effects on the mind of the developing child. This important new area of nutrition is being opened up, in part at least, through funds from the Nutrition Foundation.

Advisory Committee

The Foundation has a Food Industries Advisory Committee which provides a direct line of communication between the Foundation and its member companies. The top research official of each member company belongs to the committee. It holds a three-day annual meeting where scientists report on new developments in different areas of nutrition interest.

Monthly Publication

The Foundation also publishes *Nutrition Reviews*, a monthly publication covering developments in nutrition science. Dr. Herbert E. Longenecker, President of Tulane University, is chairman of the board of trustees of the Nutrition Foundation.

Optional Macaroni Ingredients

Definitions and Standards of Identity for both unenriched and enriched macaroni products made with non-fat milk were established by an order promulgated in the Federal Register April 9, 1966.

According to the Standards, the amount of non-fat dry milk or non-fat milk solids to be used is not less than 12 per cent and not more than 25 per cent.

(Continued on page 17)

THE STORY OF MACARONI



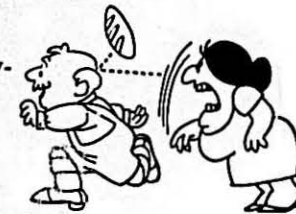
Who Really Invented Macaroni? Accounts vary. According to Greek legend there was a deafening crash of thunder and lightning one day, the heavens opened up, and the gods of Olympus gave man macaroni, which in their language meant "The Divine Food."

And according to Chinese legend a young Chinese maiden, enraptured by a handsome Italian sailor, happened to let her batch of bread dough overflow. The dough dripped from her pan in strings and dried in the sun, and these the sailor took back to his ship. When the ship's cook boiled these strings and covered them with broth,



the result was an appetizing success—word of which quickly spread throughout Italy on the ship's return.

But according to German legend, the food and the name were both inspired by German merchants, who once sold large, symbolically-shaped breads to the people of Genoa, Italy. The Italians balked at their large form and high price. "Ma Caroni", they protested—"But it is very dear." And when the merchants reduced the size of their dough forms and their prices, the phrase "Macaroni" persisted for their new products.



While macaroni legends often conflict, manufacturers agree on the consistent high quality of King Midas Durum Products



PEAVEY COMPANY
Flour Mills

Gene Villaume Missing

Eugene T. Villaume, president of Jenny Lee, Inc., macaroni manufacturers in St. Paul, Minnesota, has been missing since Saturday, June 4. He was boating on Mille Lacs lake, about a hundred miles north of Minneapolis, where he was attending an outing of Minnesota grocers.

Dragging operations were begun after several seat cushions were found floating on the lake which is one of Minnesota's largest. Operations were initially hampered by high winds and rough water. The body was recovered June 17.

Mr. Villaume, 33, was a member of the Young Presidents' Organization. He had recently been named a vice-president of Pan-O-Gold Baking Company and was also a director of the firm which is the largest Minnesota based bakery.

He and his wife Mary (Mimi) have three children. His brother, Walter, has been active in the formation of the Wheat and Wheat Foods Foundation as a representative of macaroni interests.

Paul Cardinal Appointment

The appointment of long time northern New Jersey resident Paul J. Cardinal, Upper Montclair, New Jersey, as Development Consultant to Columbia University's Institute of Nutrition Sciences has been announced, by Dr. W. Henry Sebrell Jr. the Institute's Director.

Mr. Cardinal will aid Dr. Sebrell in planning and development and in the Institute's relations with industry. He will assist in fund raising, development of brochures and in special projects as they develop. The Institute comes under the auspices of the School of Public Health and Administrative Medicine of the College of Physicians and Surgeons of Columbia.

Mr. Cardinal comes to the Institute after a 39-year association with Hoffmann-LaRoche Inc. a leading manufacturer of pharmaceutical products. During his career with that firm, he served as advertising manager and hospital sales manager. He was subsequently made head of the bulk vitamin marketing department of Hoffmann-LaRoche and later made vice president of the company.

ADM Promotions

Two promotions in flour and durum sales responsibilities in Archer Daniels Midland Company's flour were announced by George A. Utter, general sales manager.

Donald Knutsen, a district sales manager for durum products, has been promoted to district sales manager for bakery flours. William A. Julien, also a district sales manager for durum pro-



Eugene Villaume

ducts, has been promoted to handle increased responsibilities and accounts in durum sales. Knutsen will report to bakery flour sales manager, Ben Hargis, and Julien to durum sales manager, Cliff Kutz.

Knutsen joined ADM in 1963 as district manager for durum products. Prior to that he was associated with General Mills for 17 years, serving as durum sales manager in Minneapolis and Chicago and district manager of bakery flour sales in Kansas City.

Julien joined ADM's flour division in 1938 and has held a number of assignments since then, including billing and traffic, foreign shipment documentation and export sales. In 1953 he was named supervisor of the division's billing department. He became assistant division sales manager for durum in 1958 and a district manager in 1963.

Spaghetti Twirler

Columnists take delight in doing stories on the techniques of eating



Charles C. Rossotti

spaghetti. "There is no wrong way to eat spaghetti—just different methods," says Charles C. Rossotti. This pronouncement was made—"in an unthinking, almost ritualistic manner" in an interview with William Baynes of the Miami Herald at the time of the Rossotti Buffet Supper at the Winter Meeting of the National Macaroni Manufacturers Association at the Diplomat Hotel.

Qualified Expert

Charlie qualifies as an expert because of the many parties at which he has served spaghetti, because of his sincere devotion to the product, his Italian ancestry, and the fact that his company is a large packaging supplier to the macaroni industry. "Each person in the United States eats an average of eight pounds of spaghetti or other macaroni product annually," he said. "Spaghetti is a great dish!

"Spaghetti is economical. But just as many rich people eat it because it's good food."

In discussing the eating technique, Mr. Rossotti advocates the European method—twirling the noodles around the fork, using a spoon as a container and lifting the assemblage carefully to the mouth.

"This is a safe method. Use it when you are in formal company and well dressed," Rossotti says. "It's also fun."

Stag Party

In the movie "Stag Party", which is the saga of a mere man preparing his own spaghetti and sauces for feeding the office crowd, this technique is labeled of the Army Vanderbilt school. Emily Post would accomplish the feat with work alone, delicately separating two or three strands and twisting them against the face of the plate.

Ted, the star of the movie, finds fun in cooking spaghetti in rapidly boiling water, and finds the preparation of sauces a simple matter indeed. He prepared three kinds of a mix-and-match bar. Clam sauce for the exotic gourmets; low calorie meat sauce for those watching their diet; and melted butter and Parmesan cheese for the brave and hearty diners who display plenty of gusto when their eating.

In Advertising

At one time the North Dakota Mill and Elevator ran an advertisement showing a half dozen methods of spaghetti eating techniques.

The "Classic" method was rolling the strand on the fork against the plate or against the spoon.

"Neat" show a fuddyduddy cutting a forkful of strands off with scissors.

"Romantic" showed a girl and a boy who were going to meet when the strands at either end of their lips were consumed.

"Uninhibited" showed a small fry with a huge quantity on a fork stuffing it into his mouth.

"Devil-May-Care" showed a happy oaf twisting spaghetti strands around his fingers, his nose, and having a generally good time.

"Efficient" showed a middle-aged man with a bib slurping the strand off the plate with the suction of his pursed lips. The caption on the ad read: "How do you eat it? Who cares!"

Copy read: "Way and means of mouthward movement make no difference—they are all happy endings when the beginning of the macaroni or noodle product is semolina from one hundred per cent durum wheat."

Joe Pellegrino Honored

Massachusetts Governor John A. Volpe, Rhode Island Senator John O. Pastore, television personality Stan Freberg, Boston Italian Consul Dr. Giorgio Carega and prominent food chain executives in New England were among the five hundred guests honoring Joseph Pellegrino, president of the Prince Macaroni Mfg. Co., at a testimonial dinner held at the Sheraton Plaza Hotel in Boston on April 21. Gus Saunders, Boston radio and TV star was the toastmaster.

Cancer Crusade

The instigator of the gala affair in commemoration of Pellegrino's twenty-five years as president of the Prince firm was his son, Joseph P., executive vice-president. Proceeds from the \$55 a couple dinner went to the 1966 Massachusetts Cancer Crusade. The younger Pellegrino is serving as state chairman for the Food Specialties Division of the Crusade.

Like so many Americans, the Pellegrinos have known the loss of people close to them from the dread disease. Beyond that, the elder Pellegrino is a ruthless crusader against smoking and finds common cause with the Cancer Society's long-standing educational programs of cigarette smoking and health.

"I hate the smell of tobacco," states Pellegrino. "After the Surgeon General's report linking cigarette smoking and lung cancer came out in 1964, I issued a memorandum to all employees of the company urging them to abandon the habit. The results have been excellent."

Gus Gustafson

Clybourn Machine Corporation of Skokie, Illinois announced with deep regret the death of their west coast representative Anton Gus Gustafson, Monrovia, California on May 6.



Standing: Gus Saunders, Joseph P. Pellegrino. Seated: Sidney R. Rabb, Stop & Shop; Hon. John O. Pastore, Senator from Rhode Island; Joseph Pellegrino, Prince Macaroni Company.

Safety Record

Thirteen plants in eleven cities, members of International Milling Co.'s U.S. Flour Milling Division, have been honored for their outstanding safety records during 1965.

Receiving awards from both the company and the National Safety Council were flour mills in St. Paul, New Prague, New Ulm and Wabasha, Minn.; North Kansas City, Mo.; Salina, Kan.; Blackwell, Okla.; and Baldwinville, N.Y.; grain terminals in Duluth, Minn.; Salina, Kan.; and Columbus, Ohio; and a wheat germ plant at Carrollton, Mich.

Each plant completed the entire year without a lost time injury; some have operated for several years since suffering a lost time accident. Employees at the "A" mill in St. Paul continue to hold the all time company safety record. Through December 31, 1965, they had completed 4,542 days—over 12 years—without a lost time injury.

Counselor

The firm of Halpenny, Hahn & Ryan has announced that James J. Casey formerly trial attorney, U.S. Department of Justice, Washington, D.C. and special assistant U.S. attorney, Northern District of Illinois, has become associated with the firm. The firm serves as general counsel to the National Macaroni Manufacturers Association.

Food Mergers Up

Merger activity in the food field was high in 1965, ranking second only to the finance-bank-insurance group, according to a study by W. T. Grimm & Company. There were 135 mergers in the food industry last year; 91 were cash deals, 37 were effected for stock, and seven were a combination of cash and stock.

Optional Macaroni Ingredients—

(Continued from page 14)

cent by weight of the finished non-fat milk macaroni product.

There is also a provision that the use of Carrageenan or Salts of Carrageenan may be used in the quantity not in excess of 0.833 percent by weight or the non-fat milk solids. When Carrageenan is used, the label should bear the statement: "Carrageenan added" or "Salts of Carrageenan added" or "With added Carrageenan" or "With added Salts of Carrageenan".

The name of each food for which a Definition and Standard of Identity is prescribed under this order, or under this new Standard of Identity is "macaroni products made with non-fat milk" or alternatively, the name is "macaroni made with non-fat milk", as the case may be when the units of the food conform to the specifications of shape and size prescribed by the Standards.

This product can be made in the un-enriched or in the enriched form and must be labeled accordingly.

This amendment is optional and went into effect sixty days from its date of publication in the Federal Register.

Asian Noodle Company Damaged

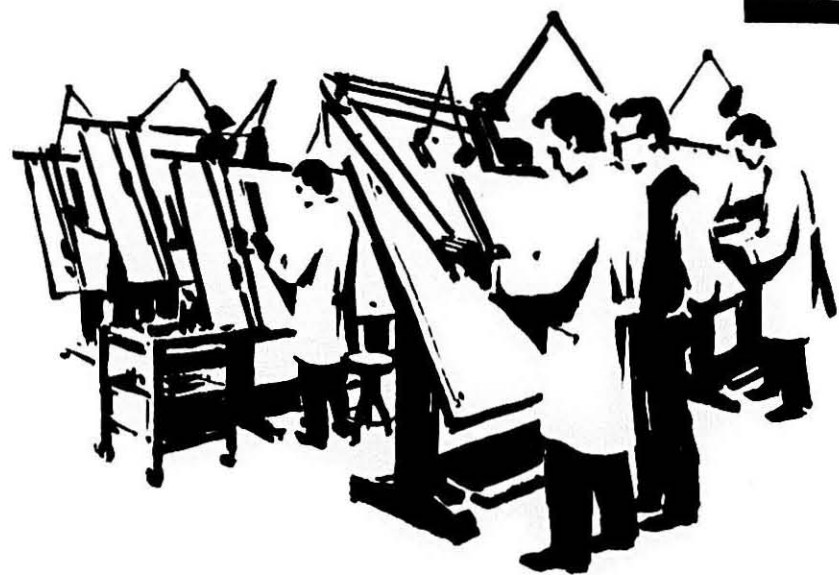
A tornado June 9 demolished the plant of Asian Noodle Company on Hintz Road in Wheeling, Illinois. The owner, Mr. Kenneth Fish, was undecided about rebuilding.

Baby Girl

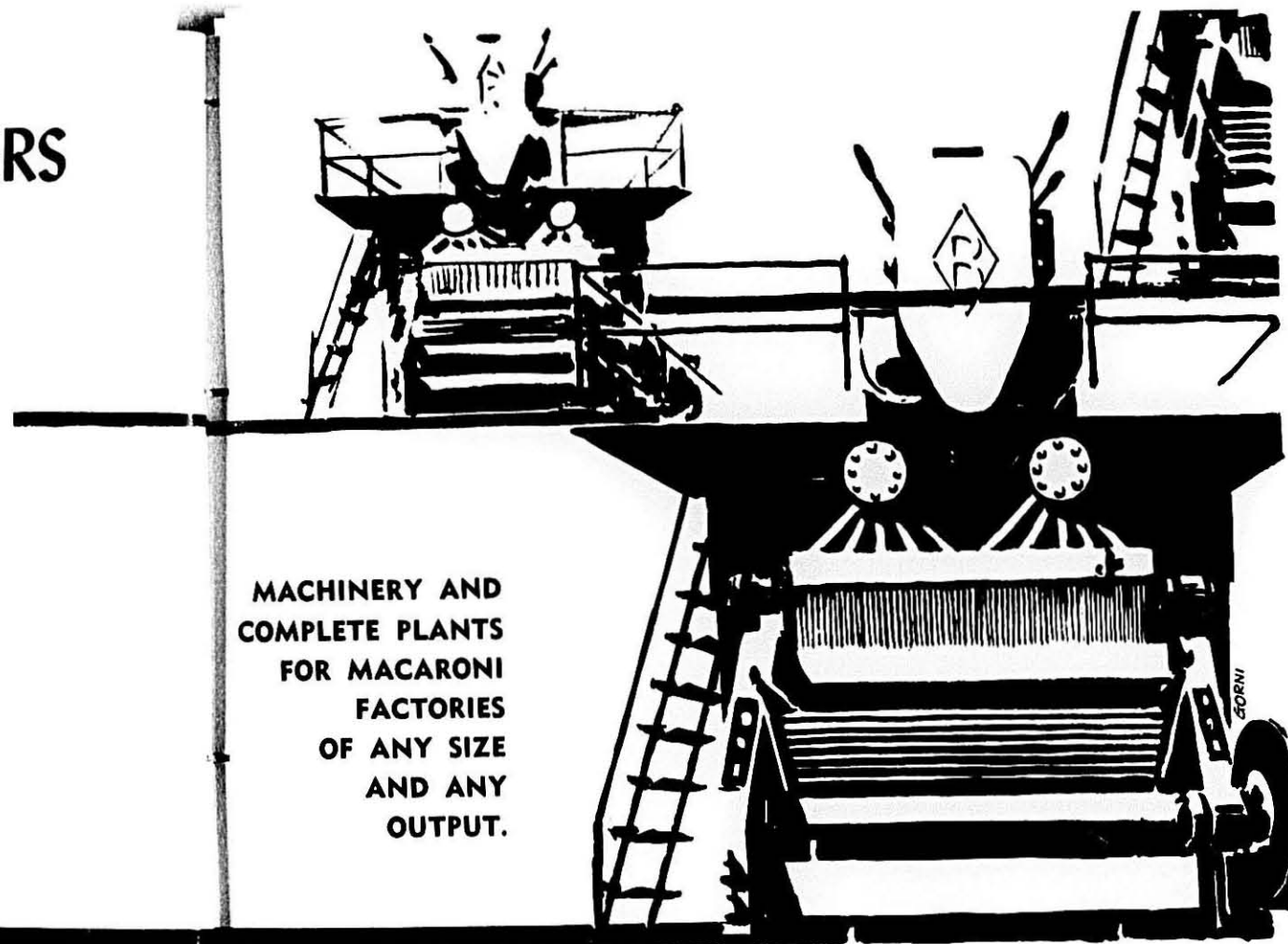
Mr. and Mrs. Vincent F. La Rosa announce the birth of their third child, a daughter, Rosanne Alexandra, on May ninth. Congratulations!

MACARONI MANUFACTURERS

BRAIBANTI HAS
ALL THE FACILITIES
TO SOLVE ALL YOUR PROBLEMS
SPECIALIZED TECHNICIANS
HIGHLY QUALIFIED
ARE AT YOUR DISPOSAL
TO SATISFY THE MOST
DEMANDING NEEDS



MACHINERY AND
COMPLETE PLANTS
FOR MACARONI
FACTORIES
OF ANY SIZE
AND ANY
OUTPUT.



Braibanti

DOTT ING. M., G. BRAIBANTI & C. S.p.A. - MILANO - LARGO TOSCANINI, 1 - TEL. 792393 - 780931

SOLE REPRESENTATIVES IN THE U.S.A. AND CANADA
LEHARA CORPORATION, 60 EAST 42 STREET NEW YORK, N.Y. 10017 (TEL. MU 2-6407)

PACK UP A PRIZE PICNIC



WHEREVER you are—in the mountains, by the seashore, or at home-sweet-home—picnic fever is in the air. What better way to entertain "kids" of all ages!

In the last ten years, the popularity of picnics has doubled until they are now one of our top ten forms of recreation. No wonder, since there are a million-and-one ways to pack up a prize picnic.

Ever try a breakfast picnic? Raise the family early in the morning, head for the beach, and after a refreshing dip, feast on bacon and eggs, hot muffins and coffee. Or how about a sunset cook-out? Invite a hamburger-hungry group to a spot where the view is breath-taking.

Vacationing by car? Have a picnic all the way. Most highways are dotted with picnic areas all set up for use. In cases where no tables are available, carry one on the new portable picnic table-outing kits. Soup and sandwiches on the shores of California's Lake Tahoe, ham and cheese along the Chicago skyline drive, or how about boiling a lobster along the rocky coast of Maine?

Anywhere you are, picnics are fun. Just be sure you have the right equipment along. Thermos ice chests and picnic jugs that keep cold things cold, camp stoves that burn any gasoline and outing kits with Thermos vacuum bottles and lots of room for sandwiches and things, are just a few items that probably account for much of today's picnic popularity. They make it easy for American picnickers to enjoy a wider variety of outdoor parties than ever before.

Ever try a foreign-flavor picnic? Bring your favorite spaghetti sauce in a Thermos wide mouth vacuum bottle to keep it hot, cook the pasta at the picnic, pour everyone a glass of Chianti, and after the fruit and fromaggio (cheese), finish with a rousing game of bocce (Italian bowling).

Then there's always a Swedish Smorgasbord, a sort of potluck picnic—everybody brings something different. Hot Swedish meat balls, of course; assorted cold fish, some in salad form, some creamed; two or three kinds of cold meats; pickled cold vegetables; cheeses; breads (including pumpernickel); molded salads; and deviled eggs. Depending on the number of people and how hungry they are, the list can go on and on.

One easy way to cook for outdoor meals is to roast a big turkey, then use it in different ways for several meals. A beautiful suggestion: mix julienne strips of turkey with golden cantaloupe balls and freshly cooked elbow macaroni. Toss in a few sliced filberts, dressing and seasonings. Easy, attractive and ever so good to eat! Our Cover Photo shows this dish all ready to serve for an outdoor supper. Here is the recipe.

Macaroni Turkey Salad (Makes 4 to 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 pound cooked turkey, cut in julienne strips
- 2 cups cantaloupe melon balls (about 1 melon)
- 1 cup sliced filberts
- 1 cup mayonnaise
- 1/2 teaspoon each: salt, celery seed, tarragon
- 1/4 teaspoon basil
- 1/4 teaspoon pepper
- Paprika

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain again.

Combined macaroni with turkey, melon balls and nuts. Mix together mayonnaise, salt, celery seed, tarragon, basil and pepper. Combine with macaroni mixture and toss. Chill. Sprinkle with paprika.

Another tempting salad for picnic fare is our Macaroni and Green Bean Salad. Chill it thoroughly and pack in a wide-mouth vacuum jug or ice chest to keep it cold while traveling. This is a great accompaniment to fried chicken or cold cuts.

Macaroni and Green Bean Salad (Makes 4 to 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 medium Spanish onion, sliced

- 2 cups green beans
- 1 teaspoon prepared horse-radish
- 1/2 cup salad oil
- 3 tablespoons vinegar
- 1 teaspoon paprika
- 2 teaspoons sugar
- 1 teaspoon salt
- 1/4 teaspoon pepper

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

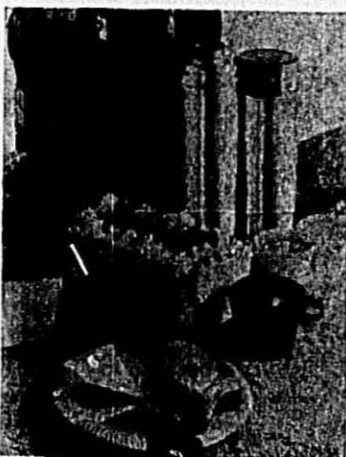
Combined macaroni and remaining ingredients; mix well. Chill. Garnish as desired.

Summertime cooking can be easy with macaroni. Salads can be cool and pleasing, and still provide plenty of nourishment. Macaroni and Cheese Salad is easy to carry to a picnic and stays cold in a wide-mouth vacuum jug. And it may be served as a main dish if you wish.

Macaroni and Cheese Salad (Makes 4 to 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 2 tablespoons chopped scallions or green onions
- 1 teaspoon celery salt
- 1 teaspoon salt
- 1/2 teaspoon white pepper
- 1/2 pound Swiss cheese
- 1 pound Cheddar cheese
- 3/4 cup mayonnaise
- 1/4 cup chili sauce

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



Macaroni and Cheese Salad

THE MACARONI JOURNAL

der. Drain in colander; rinse in cold water; drain again.

Combined macaroni, scallions, celery salt, 1 teaspoon salt and pepper. Cut half of the Swiss and Cheddar cheeses in 1-inch cubes, add to macaroni mixture. Blend mayonnaise with chili sauce, stir into macaroni mixture. Chill salad thoroughly. Cut remaining Swiss and Cheddar cheeses in 3-inch strips to arrange salad at serving time. Garnish with parsley and tomato wedges, if desired.

No doubt about it, picnics are popular and more fun than all outdoors. Above all, don't make them too complicated or their purpose is defeated. Make a thorough list beforehand and keep it with you when you shop and pack . . . and don't pack anything that isn't on the list. With a minimum of organization and imagination, anybody can pack up a prize picnic . . . with the help of macaroni products.

Swingin' Summer Salads

San Giorgio Macaroni of Lebanon, Pennsylvania is launching an extensive advertising campaign in its marketing areas for summer salads featuring elbow, shells, and rigatoni.

The real cool ideas that will get consumers swingin' include these catchy captions for shell macaroni salads: "The Claw" calling for lobster; "The Bird" calling for cooked chicken or turkey cut into bite-size pieces; "The Crawl" using Maryland lump crab meat; "The Sea-Shell" calling for shrimp, raw cauliflower, chopped celery, parsley and pickle.

"The Tony" uses rigatoni with chicken strips, veal strips, olives, chives, apples, and pistachio nuts. "The Chop" combines rigatoni with cooked beans and garden fresh vegetables.

Elbow macaroni recipes include "The Bend" featuring elbows with peas and Parmesan dressing; "The Swim" with cooked fish and avocado; "The Wedge" with elbows, ham, cheese, and sour cream; "The Can-Can" combining macaroni with tuna, seasonings and Italian dressing.

The newspaper schedule calls for full pages in four colors with black-and-white follow-ups in 400 lines.

W. B. Doner and Company of Baltimore is the agency.

Yankee Doodle Did Stick A Feather In His Cap

Few people know that Yankee Doodle, written in 1758, tells of a real colonial who actually did stick a feather in his cap and called it "macaroni."

In those days "macaroni" was the popular word for a real dude. It referred to the famous Macaroni Club of London—a clique of dandies who effected all the extreme styles of France and Italy. A journal of the day says "They came home with the airs of a dancing master, their wiggles tied with ribbons and their hats adorned with all the trinkets of a milliner."

This fact was recently dug out of the archives by the research department of John B. Stetson Company, the classic American hatter, whose curiosity was aroused by the numbers of men who are "sticking feathers in their hats" this year.

At the same time, the Stetson research unearthed a mine of other little known facts about the old patriotic ditty.

For instance, Yankee Doodle was no myth, but an aristocratic gentleman of New England. His home still stands in his native town of Norwalk, Connecticut. He did ride a horse into town ("pony" was just poetic license), and he did make news by sticking a feather in his hat.

Incidentally, the song was not sparked by the Revolution but by the French and Indian War 18 years earlier. The words were not written by an American but by a Dutchman. And the catchy tune had already been sung for a century, having originated with the English Cavaliers in derision of Oliver Cromwell.

The real Yankee Doodle was Thomas Fitch, whose father was governor of Connecticut. He was a captain in the Connecticut Militia when, in 1758, a call came for reinforcements for the British General Abercrombie, then on his way to hard-pressed Fort Ticonderoga.

Until then, the Connecticut colonists had felt far removed from the French attacks in the north. The farmers and tradesmen of the Militia had their hunting guns but no uniforms. But with the call to duty they gathered before the Witch home and were about to depart when Thomas' sister Elizabeth cried "Wait—soldiers should wear plumes!" Running to the chicken house she gathered a handful of feathers, and the men, grinning sheepishly, stuck them in their hats and rode away.

Two days later, more bedraggled than ever, they arrived at Fort Crailo, across the Hudson from Albany. Visiting at the Fort was a Dutch surgeon, Dr. Richard Shuckburgh. The sight of the Yankee farmers with the feathers in their battered tricorn hats promoted him to jot down some new verses for the familiar old tune. That night, in friendly ribbing of the newcomers, the band and the officers joined in the song.

In the accidental way of popular songs, this one caught on and became



a legend. When British troops landed in Boston to enforce the Stamp Act, a newspaper reported "The sons of liberty met them playing the Yankee Doodle song." It was also played at the surrender of Cornwallis at Yorktown.

And in the cemetery at East Norwalk there stands a stone inscribed:

In memory of
Thomas Fitch Esqr.
who died Janry 16th, 1785
in the 70th year of his age
son of Governor Fitch
Colonel in Revolutionary War
Called Yankee Doodle
by the British

Eating Out

Eating places outside the home are getting an increasing share of the consumer's food dollar, according to a survey by the Department of Agriculture. They report that between 1958 and 1963, sales by eating places increased 28 percent, compared with 20 percent for grocery stores and 16 percent for all retail food stores. Eating places have taken advantage of important changes in American habits. Two of these are increased mobility and more vacations. Others include the rise in the number of working wives who have less time to prepare meals at home, the rise in the number of people less able to cook, the increase in college students often without cooking facilities or time to inclination to cook, and the increase in the number of teen-agers, who patronize snack bars and hamburger stands.

The volume feeding market, according to Volume Feeding Management magazine, measured by cost of food purchased:

	Percent
Public restaurants, cafeterias	45.8
Educational	12.0
Hospitals, institutions	9.4
Drug, department stores, etc.	7.7
Clubs	5.2
Employee Feeding	4.5
Armed Forces Minimum	3.5
Hotels/Motels	3.2
Taverns	2.6
All Others	6.1

new

Ambrette Cyclo-Mixer Extruder with Twin Die Head for... continuous mixing, kneading, developing and extruding.

NEW TYPE HIGH SPEED CYCLO-MIXER

Flour and water are completely mixed with each particle receiving proper amount of water. Eliminates dry lumps found in conventional mixer.

NEW TYPE FLOUR FEED SYSTEM

Flour fed to cyclo-mixer by precision control resulting in a uniform and constant feed.

NEW TYPE WATER FEED SYSTEM

Water is filtered and fed under constant, precision control to the cyclo-mixer. Control is by micrometer adjustment with sight flow feed.

NEW TWIN HEAD DIE

Solid one piece head with two dies for slow extrusion with high production.

NEW CUTTING DEVICE SYSTEM

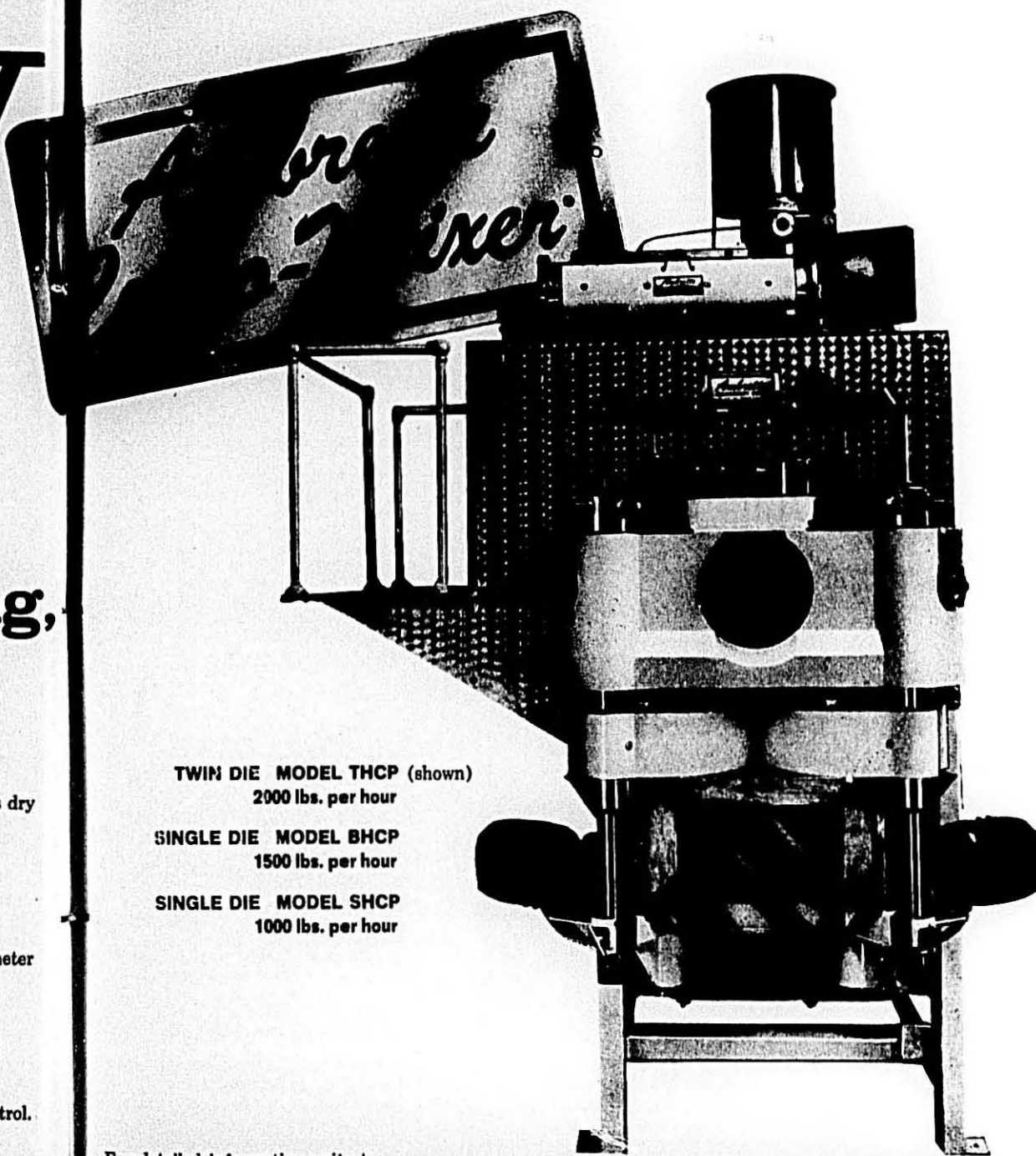
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

NEW TYPE SCREW FORCE FEEDER SYSTEM

Force feeder maintains constant feed of dough to screw under pressure.

NEW TYPE EXTRUSION SCREW AND ANTI-FRICTIONAL METAL LINER

High production screw with low speed. Anti-frictional metal liner in screw housing for long wear and low friction.



TWIN DIE MODEL THCP (shown)
2000 lbs. per hour

SINGLE DIE MODEL BHCP
1500 lbs. per hour

SINGLE DIE MODEL SHCP
1000 lbs. per hour

For detailed information write to:

AMBRETTE MACHINERY CORPORATION

Millers Meeting

Earl F. Cross of Colorado Milling and Elevator Company, Denver, was elected chairman of the board of the Miller's National Federation at their recent convention in Colorado Springs. John J. Vanier, Western Star Mill Company, Salina, Kansas, and G. Murray Ross, Ross Industries, Inc., Newton, Kansas, were elected first and second vice-chairman respectively.

Moisture Loss

In two resolutions adopted, directors called for the end to discrimination in railroad demurrage charges between export and domestic traffic and authorized participation in a proposed test of the constitutionality of the so-called "model law" and "model regulations" adopted by several states in the weights and measures field.

Glenn G. Paxton, Federation counsel, stressed the dangers for milling in laws and regulations which apparently do not recognize any moisture loss in flour weight before the first intrastate transaction, which could be the sale to the housewife in the grocery store. He contrasted this with the long-standing interstate regulations of the Food and Drug Administration that take account of moisture laws once the flour package moves into interstate commerce.

Transportation Policy

Reporting to the board as chairman of the transportation policy committee, Lawson Cook of Colorado Milling and Elevator Company, Denver, stressed the importance of the milling industry following a unified transportation policy through the Federation. He noted that at a conference in Washington with several members of the I.C.C., one of the commissioners expressed the following view:

"We usually have a very clear idea about various industries as to what they used in the way of rates and what they really want because most of them have associations that speak for their industry, but with the millers we have no idea since you millers always seem to be opposing each other and never come up with a unified front, nor do you come in and explain to us what are the right kind of rates necessary for your industry."

This led Mr. Cook to make the following comment: "It is my personal opinion that this is very detrimental to the milling industry, and for this reason the Federation should in every way possible represent the industry in as many phases of transportation as possible, so that a correct image can be not only be true with the I. C. C., but

built for the association, and this will also with the Department of Commerce, which is responsible for developing a transportation bill. Again, it is my belief that the milling industry will only have a voice in the transportation bill through our association. We will have no say-so as individuals."

International Cereal and Bread Congress

International cooperation in the achievement of adequate and nutritious food supplies in the years ahead was stressed at the Fourth International Cereal and Bread Congress held in Vienna May 22-27.

Dr. John A. Shellenberger, Department of Flour and Feed Milling Industry, Kansas State University, Manhattan, was installed as president of the International Association of Cereal Chemistry.

A technical program was divided into eight sections: cereal foods, food physiology, cultivation of cereals, methodology of analysis, milling technology, storage of cereals and flours, baking technology, and durum milling and decortication industry. Speakers in this last group were Dr. G. N. Irvine, Canada; G. Fabiani, Italy; and Dr. W. Selbel, Holland.

Dr. Shellenberger presented a paper on "Milling Technology Contributions to the Cereal Industry."

Laboratory, Winnipeg, spoke on "The Dr. G. Norman Irvine, Grain Research Current Status of Durum Wheat and Prospects for the Future."

Dr. Kenneth A. Gilles and Vernon presented a paper on "The Lipids of Youngs, North Dakota State University, Durum Wheat and Their Role in Distinguishing Durum From Vulgare Wheats."

Libertyville, Illinois, discussed "Development of Continuous Drying Equipment."

H. Howard Lampman, Wheat Institute, Chicago, presented a paper on "Perspectives for Cereal and Bread 1970-1980: Urgent Research Requirements."

European Acreage

French farmers have made a great effort to offset the loss of winter wheat sowings by extending the cultivation of spring wheat. As of April 1, the area under spring wheat was officially estimated at 539,200 acres as compared with 189-200 acres on the corresponding date a year earlier.

Nevertheless, the combined area of spring and winter wheat on that date

was only 9,853,000 acres as against 11,031,000 acres on the same date of 1965.

Although delayed by low temperatures, spring wheat germinated satisfactorily, while the winter plant also has quite a promising appearance, if a little backward in development.

More seasonable temperatures in the United Kingdom and in Holland, Belgium and Germany have had a stimulating effect on crop growth generally. There is an impression that most of the land left over from the winter program has been bedded down to spring barley. Some additional land has been put down to spring wheat but certainly not to the same extent as in France.

The Wheat Situation

The Department of Agriculture states that the carryover of wheat on July 1, 1966 is expected to be some 250,000,000 to 275,000,000 bushels below the 818,000,000 of a year earlier. The composition of the carryover has changed drastically in recent years. Hard red winter wheat, which accounted for nearly 80 per cent of the total in the early 1960's, may comprise half of the expected carryover. In contrast, the combined carryover of hard red spring and durum wheats may account for about one-half of the 1966 total, three times the proportion held in the early 1960's.

Durum	Mil. bu.
Carryover 7/1/65	67
Production	69
Supply	136
Exports	32
Domestic disappearance	40
Carryover 6/30/66	60

Cold April and May

The Crop Quality Council reports repeated snow and rain, combined with unusually cold weather in April and May, slowed seeding of small grains over wide areas of the Upper Midwest. Although overall progress is somewhat ahead of last year's late season, seeding and development of spring wheat is later than normal, especially in parts of North Dakota and Minnesota.

Latest areas are in the northeastern North Dakota and northern Red River Valley, heavy durum producing areas. Here only about 50 per cent of the acreage had been seeded by the last week in May, although statewide 72 per cent of the North Dakota crop was in the ground, compared with the ten-year average of 92 per cent.

(Continued on page 26)

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



by Gene Kuhn
Manager:
AMBER MILLING DIVISION

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

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

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

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

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

Be sure . . . specify Amber!



AMBER MILLING DIVISION

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

TELEPHONE: Midway 6-9433



The Wheat Situation—

(Continued from page 24)

Moisture conditions were generally excellent over most of the Canadian Prairie Provinces. Cold weather and excessive moisture slowed seeding there as well. Manitoba lagged seriously, with only five per cent of the wheat crop seeded in the Red River Valley. Progress in Saskatchewan and Alberta, although late, was much better off.

The North Dakota Weekly Weather and Crop Report indicated extreme variables, with temperatures ranging from daytime highs of 97 degrees in central South Dakota to nighttime lows below freezing in many areas during the last week of May. Wild oats were a problem, and spraying was general. Except for some localized areas, moisture conditions remained adequate and crop prospects were good.

Spring Wheat Exports High

Since July 1, 1965, when the current crop year began, 56.1 million bushels of hard red spring and 27.6 million bushels of durum have been exported. April shipments alone total nearly 16 million bushels; 11.3 and 4.6 million hard red spring and durum, respectively. These figures represent exports of wheat in the form of grain only.

The record export of 50 million hard red spring and 29 million durum set in 1963-64 also included wheat flour and durum semolina in terms of bushels of wheat.

Six Year Record

Commenting on the figures recently released by the U. S. Department of Agriculture, Paul E. R. Abrahamson, administrator of the North Dakota Wheat Commission noted that for the sixth year in a row exports will exceed domestic use of U. S. wheat.

"Should this export pace continue in the years ahead, North Dakota wheat producers will find a ready market for their expanding production. The recently announced increase in acreage allotments could be the forerunner of even greater relaxation of wheat acreage restrictions," Abrahamson added.

Two-thirds of the hard red spring and over 90 per cent of the durum exported through April has been for cash. India, which began receiving hard red spring wheat under Title I of Public Law 480 for the first time last February, has accounted for nearly 15 million bushels thus far.

More significant, however, has been the increase in cash sales to Japan, the Philippines, Venezuela and the European area.

Cash Markets Pay Off

Abrahamson states that emphasis on developing new cash markets for North Dakota wheat is certainly paying off. "Gaining and maintaining access to overseas markets has been and is a greater problem for North Dakota than any other wheat producing area. This record export year is showing that the lower westbound rail rates and industry-wide emphasis on maintaining quality are reaping dividends which benefit producers and grain handlers alike," Abrahamson said.

Winter Increase

More than 12,000 experimental bread wheat, durum, barley and oat breeding lines were harvested in Mexico recently and seed returned to Upper Midwest and Canadian experiment stations for spring planting. This winter seed increase program aids United States and Canadian plant scientists in efforts to speed the development of improved crop varieties, according to Eugene B. Hayden, executive vice president, Crop Quality Council, Minneapolis.

Practically all of the Upper Midwest spring wheat, durum and barley varieties in commercial production today became available several years sooner as a result of winter seed increase, Hayden said. These varieties have materially benefited crop producers, processors and handlers of Upper Midwest crops.

New Varieties

New varieties resulting from an accelerated research effort include Justin, Crim, Chris and Manitou spring wheats; Wells and Lakota durums; and the barley varieties, Larker, Trophy and Dickson. Justin spring wheat was seeded on more than 60 per cent of the North Dakota acreage in 1965, and Wells and Lakota durums were grown on more than 95 per cent of the U. S. durum acreage.

The earlier development of a new variety can mean hundreds of millions of dollars to the economy and benefit everyone from producers to consumers. The stem rust resistance of widely grown spring wheat and durum varieties meant more than 1 billion dollars to the Upper Midwest from 1962 to 1965, while older varieties such as Lee and Langdon, and rust susceptible winter wheats, suffered heavy stem rust damage.

Wheat Is King In North Dakota

Wheat is king—wheat is the staff of economic life in North Dakota.

Larry Chambers of the North Dakota State University Agriculture Information Service states that in most years it

represents half of the gross farm income and 70 per cent of base spendable crop income in the state. This is accomplished on about one-fourth the tillable crop land.

In 1965, all North Dakota wheat amounted to \$251,334,000. Of this, durum brought \$79,361,000 and other spring wheat (hard red spring) brought in \$171,302,000. Winter wheat was worth \$671,000.

Premiums Pay Freight

"Over the years, premiums for our wheat have just about paid the freight on North Dakota wheat to Twin City millers," says H. W. Herbison, extension marketing economist. Hard red winter wheat from Kansas and other states in the great plains are the top competitors of the grain markets of the nation.

Wheat returns fifteen times the net dollar over dairy operations in North Dakota, and the farmer gets three times as much his hourly earnings from wheat as from cattle feeding.

The future of wheat is brightening as the U. S. continues to increase farm exports. Research is finding new uses for it, putting it into new forms for foreign nations that is acceptable in their cultures.

As the scientists bring nutritional research back into balance from the frenzied fad diets, it is being found that as the consumption of wheat foods has dropped in certain areas, the incidence of heart disease has increased. The University of Iowa Medical School and the U. S. Department of Agriculture point the finger and tie increased heart disease more closely with declining intakes of starch-carbohydrates such as wheat than with increased intakes of saturated fats.

Importance of Wheat

Wheat is still the most important of the world's cereal grains and provides more nourishment for nations of the world than any other food. More than 70 per cent of the world's crop lands are devoted to grain production. Wheat accounts for the largest land area, more than 22 per cent, compared to 13 per cent for rice.



ANOTHER ANNIVERSARY . . .
and still producing like new!

All Maldari Extrusion Dies have good production records . . . especially when they're returned to us for regular periodic check-ups and reconditioning.



D. MALDARI & SONS, Inc.

557 THIRD AVE. BROOKLYN, N.Y., U.S.A. 11215

America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family

Aseeco Is Expanding

The Aseeco Corporation of Los Angeles, California has just completed the first stage of its expansion program designed to make it a major supplier of materials handling equipment to the macaroni industry. This stage was reached a full year ahead of schedule.

The program hinged upon the expansion of the following areas:

1. **Expansion of the Research and Development Division.** This phase is already completed and in operation in a new modern building.
2. **Expansion of production area.** Present properties allow space for 50,000 square feet of manufacturing facilities in the near future.
3. **Expansion of product lines.** Materials handling equipment as related to Aseeco's storage systems, companion equipment to the Verti-Lift bucket elevators and bucket conveyors.
4. **Product improvement program.** Aseeco's reliable Verti-Lift bucket elevators have been further improved both in design and in functionality. Plastic buckets have been developed for the Verti-Lifts to comply with stricter sanitary regulations. Their acceptance in the macaroni industry has been excellent.

Aseeco's Stor-A-Veyors and Trace-A-Veyors for storing either noodles or short cut macaroni have been further improved with the introduction of the new "totally enclosed" model with quick removable covers.

5. **Expansion of personnel.** Aseeco has doubled its personnel in the last three years to keep up with the total expansion program. The result is faster, more efficient processing of orders, better quality control, more research and developments, better service. This has also resulted in an expansion of Aseeco's capabilities. Today, Aseeco can take on any job regardless of size, and handle the whole project, including plan layout, architectural design, procurement of the best equipment to do the job, design of special equipment, installation, and training of operating crew. In short, Aseeco can supply a "turn-key" operation with guaranteed performance.

Vaughn Gregor, Aseeco's president, and Steve Brodie, director of sales, both acknowledge that this expansion was made possible by the constant encouragement from their clients and friends in the macaroni industry.



Aseeco's new facilities for research and development.

Package Redesign

Waldbaum, a New York chain, is big enough to have invested in a private label that cuts across many product groups. Yet it is small enough so that when a picture appears on its brand of Julia Waldbaum, widow of the founder, it conjures up memories of the first supermarket the Waldbaum family operated on DeKalb Avenue in Brooklyn.

Julia Waldbaum is the maternal symbol for the now 69-store chain. She is its secretary and the mother of its current president, Ira Waldbaum.

In what appears a capitalization on her symbolic influence, the chain has placed her picture on all Waldbaum labels. From this vantage point on the shelves she seems to say to shoppers, in effect: "This product has my approval—you can rely on it—it has quality—take it from me."

The technique appears to be a success. According to a source close to the firm, introduced after the chain moved to its 303,000-square-foot warehouse in Garden City New York at the end of 1964 is doing well and gaining in strength every day.



Photo and design by Muirson Label Company.

U-Shape Window

After a few changes in the initial design, the chain has settled on a label which forms a crown of gold with blue with white background; a logotype and red trim; and a U-shape underneath for showing pictures of the contents.

The U-shape is a see-through window, in the case of packaged products such as macaroni and noodles. The brand is said to encompass about 60 items including macaroni products, fruits, vegetables, cookies, crackers, jams and jellies, baked goods, vitamins, cleaning products and paper goods.

Point-of-purchase and aisle director signs have the same color scheme and feature the crown logotype. It is similarly featured in newspaper advertising and on storefront signs.

The Muirson Label Company, division of International Paper Company, designed the label.

European Packaging Needs

European food packagers, despite their many advances in graphics, need help from U.S. companies in two areas: (1) High speed production techniques and technology; and (2) inventiveness and sophistication in packaging design.

This is the opinion of John Kelly, marketing manager of Mahaffey & Harder Engineering Co., Totowa, N.J., whose processed meat packaging equipment is used extensively on the Continent.

"In some areas, of course, Europeans are ahead of us," Kelly said. "For instance, many of their semi-automatic pouch packaging machinery is constructed for longer life and easier cleaning, as well as higher speed of operation. In general, Europeans take better care of their equipment, because it represents a greater capital investment than it does for most U.S. companies."

Packaging Influences

Three factors Kelly says have influenced European packaging are:

1. Lack of some packaging materials, which led to wide use of plastics shortly after World War II.

(Continued on Page 42)

ASEECO'S AUTOMATED CUT GOODS STORAGE and DELIVERY SYSTEM



From Finish Dryer to the Storage Bins continuously around the clock.



The System delivers to three packaging lines from three different Bins, simultaneously (automatically on demand).

Closes the GAP between Dryers and Packaging!

- Do you still fill portable bins?
- Get overfilling and breakage?
- Waste valuable floor space?
- Push around bins trying to find the right one?
- Use Fresh product ahead of old?
- Lose time at packaging waiting for bins?
- Depend on the "human element" with its normal errors and Costs?

YES!

Eliminate all these outmoded methods. Eliminate these bottle-necks with:

ASEECO CUT GOODS STORAGE & DELIVERY SYSTEM

Receives from 1 to 3 dryers simultaneously into any pre-selected bin!

Special Spiral Chutes prevent breakage.

Discharges from any pre-selected bin into any number of packaging machines at the same time.

Storage bins of a size and capacity to meet the individual plants requirements.

Designed to fit the physical limits of YOUR plant.

FULLY AUTOMATICALLY CONTROLLED

ASEECO Systems are tried and proved.

Clear up the congestion on your floor.

Let us show you how an ASEECO system will fit into your plant.

There is no obligation!

Complete Engineering, design and layout service

Plus installation service.

Contact our main office for information.

Call or write:



1830 W. OLYMPIC BLVD. TEL. 213 DU 5-9091
LOS ANGELES, CALIF. 90006

HERE ARE THE MEMBERS

- of the National Macaroni Manufacturers Association, dedicated to elevating macaroni and noodle products manufacture to the highest plane of efficiency, effectiveness and public service—indicated with the letter A.
- of the National Macaroni Institute, organized to popularize macaroni and noodle products through research and promotion—indicated with the letter I.

MACARONI MANUFACTURERS

A-1 American Beauty Los Angeles, Calif.
 A-1 American Beauty Denver, Colo.
 A-1 American Beauty Kansas City, Kans.
 A-1 American Beauty St. Paul, Minn.
 A-1 American Beauty St. Louis, Mo.
 A-1 American Beauty Dallas, Tex.
 A American Home Foods Milton, Pa.
 A Angelus Macaroni Co. Los Angeles, Calif.
 A-1 Anthony Macaroni Co. Los Angeles, Calif.
 A Asian Noodle Company Wheeling, Ill.
 A Barilla G. R. F. Ili Sp. p. A. Parma, Italy
 A B. Birkel Sohne Stuttgart, Germany
 A W. Boehm Company Pittsburgh, Pa.
 A-1 Bravo Macaroni Co. Rochester, N. Y.
 I California Paste Co. San Jose, Calif.
 A-1 California-Vulcan Macaroni San Francisco, Calif.
 A-1 John B. Canepa Co. Chicago, Ill.
 A-1 Catelli Foods Products Montreal, Canada
 A Charbonneau, Ltd. Montreal, Canada
 A Cicero Macaroni Mfg. Co. Cicero, Ill.
 A Constant Macaroni St. Boniface, Canada
 A-1 Conte Luna Foods, Inc. Norristown, Pa.
 A Costa Macaroni Mfg. Co. Los Angeles, Calif.
 A The Creamette Company Minneapolis, Minn.
 A Creamette Co. of Canada Winnipeg, Canada
 A Crescent Macaroni Co. Davenport, Iowa
 A-1 Cumberland Macaroni Mfg. Co. Cumberland, Md.
 A-1 Delmonico Foods, Inc. Louisville, Ky.
 A 3 Glocken Weinheim, Germany
 A Dutch Maid Food Packing Co. Allentown, Pa.
 A-1 El Paso Macaroni Co. El Paso, Tex.
 A Fiesta Macaroni Co. Hialeah, Fla.
 A-1 Fresno Macaroni Co. Fresno, Calif.
 A Gabriele Macaroni Co. Los Angeles, Calif.
 A Gioia Macaroni Co. Buffalo, N. Y.
 A-1 Golden Grain Macaroni San Leandro, Calif.
 A-1 Golden Grain Macaroni Bridgeview, Ill.
 A-1 Golden Grain Macaroni Seattle, Wash.
 A-1 Gooch Food Products Co. Lincoln, Nebr.
 A-1 Goodman & Sons Long Island City, N. Y.
 A-1 I. J. Grass Noodle Co. Chicago, Ill.
 A Grocery Store Products Co. West Chester, Pa.
 A Grocery Store Products Co. Los Angeles, Calif.
 A Grocery Store Products Co. Libertyville, Ill.
 A-1 Horowitz & Margaretten Long Island City, N. Y.
 A-1 Ideal Macaroni Co. Bedford Heights, Ohio
 A Inn Maid Products, Inc. Millersburg, Ohio
 A-1 Jenny Lee, Inc. St. Paul, Minn.
 A-1 Kientzel Noodle Co., Inc. St. Louis, Mo.
 A-1 V. La Rosa & Sons Westbury, N. Y.
 A-1 V. La Rosa & Sons Danielson, Conn.
 A-1 V. La Rosa & Sons Chicago, Ill.
 A-1 V. La Rosa & Sons Warminster, Pa.
 A-1 V. La Rosa & Sons Milwaukee, Wis.
 A Luso-American Macaroni Co. Fall River, Mass.
 A-1 D. Merlino & Sons Oakland, Calif.

A-1 C. F. Mueller Company Jersey City, N. J.
 A-1 National Food Products, Inc. New Orleans, La.
 A-1 New Mill Noodle & Macaroni Chicago, Ill.
 A Noody Products Co. Toledo, Ohio
 A-1 O B Macaroni Company Fort Worth, Tex.
 I Paramount Macaroni Co. Brooklyn, N. Y.
 A-1 Pennsylvania Dutch-Meats, Inc. Harrisburg, Pa.
 A Philadelphia Macaroni Co. Philadelphia, Pa.
 A-1 Porter-Scarpelli Macaroni Co. Portland, Ore.
 A Primo Macaroni Weston, Canada
 A-1 Prince Macaroni Mfg. Co. Lowell, Mass.
 A-1 Prince Macaroni Mfg. Co. Schiller Park, Ill.
 A-1 Prince Macaroni Mfg. Co. Detroit, Mich.
 A-1 Procino-Rossi Corporation Auburn, N. Y.
 A-1 Ravarino & Freschi, Inc. St. Louis, Mo.
 A Refined Macaroni Co. Brooklyn, N. Y.
 A-1 Roma Macaroni Co. San Francisco, Calif.
 A Romi Foods, Ltd. Weston, Canada
 A-1 Ronco Foods Memphis, Tenn.
 A-1 Ronzoni Macaroni Co. Long Island City, N. Y.
 A Peter Rossi & Sons Braidwood, Ill.
 A Roth Noodle Company Pittsburgh, Pa.
 A-1 San Diego Macaroni Co. San Diego, Calif.
 A-1 San Giorgio Macaroni, Inc. Lebanon, Pa.
 I St. Louis Macaroni Co. St. Louis, Mo.
 A-1 Schmidt Noodle Mfg. Co. Detroit, Mich.
 A-1 Shreveport Macaroni Mfg. Co. Shreveport, La.
 A-1 Skinner Macaroni Co. Omaha, Nebr.
 A-1 Superior Macaroni Co. Los Angeles, Calif.
 A U. S. Macaroni Mfg. Co. Spokane, Wash.
 A Vetta Macaroni Pty., Ltd. Rosebery, N.S.W., Australia
 A Viva Macaroni Mfg. Co. Lawrence, Mass.
 A-1 Weiss Noodle Co. Cleveland, Ohio
 A-1 West Coast Macaroni Mfg. Co. Oakland, Calif.
 A-1 Western Globe Products, Inc. Los Angeles, Calif.
 A-1 A. Zerega's Sons, Inc. Fairlawn, N. J.

ASSOCIATE MEMBERS

A Amaco, Inc. Chicago, Ill.
 A-1 Amber Milling Div., GTA St. Paul, Minn.
 A Ambrette Machinery Corp. Brooklyn, N. Y.
 A-1 Archer Daniels Midland Co. Minneapolis, Minn.
 A Asecco Corporation Los Angeles, Calif.
 A Ballas Egg Products Co. Zanesville, Ohio
 A V. Jas. Benincasa Co. Zanesville, Ohio
 A Braibanti Company Milan, Italy
 A The Buhler Corporation Minneapolis, Minn.
 A Clermont Machine Co., Inc. Brooklyn, N. Y.
 A DeFrancisci Machine Corp. Brooklyn, N. Y.
 A Diamond Packaging Products New York, N. Y.
 A Distillation Products Industries Rochester, N. Y.
 A-1 Doughboy Industries, Inc. New Richmond, Wis.
 A DuPont Company, Film Dept. Wilmington, Del.
 A Faust Packaging Corporation Brooklyn, N. Y.

(Continued on page 32)

CONTINUOUS NOODLE DRYER

Dramatically New in Appearance

Clermont



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine—in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

large doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages: all are incorporated in the Clermont Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

The only Noodle Dryer that has conveyor screens that interlock with stainless steel side guides. Many other features are incorporated that are solely Clermont's.

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

Please consult us for full information.

Clermont Machine Company Inc.

266-276 Wallabout Street,
Brooklyn 6, New York, N.Y., U.S.A.

HERE ARE THE MEMBERS—

(Continued from page 30)

A	Fisher Flouring Mills Co.	Seattle, Wash.	A	Munson Bag Company	Cleveland, Ohio
A	Henningsen Foods, Inc.	New York, N. Y.	A-1	North Dakota Mill & Elevator	Grand Forks, N. Dak.
A	Hoskins Company	Libertyville, Ill.	A	Wm. H. Oldach, Inc.	Philadelphia, Pa.
A-1	International Milling Co.	Minneapolis, Minn.	A-1	Peavey Company Flour Mills	Minneapolis, Minn.
A	Lawry's Foods, Inc.	Los Angeles, Calif.	A-1	Rossotti Lithograph Corp.	North Bergen, N. J.
A	D. Maldari & Sons, Inc.	Brooklyn, N. Y.	A	Schneider Brothers, Inc.	Chicago, Ill.
A	McCarthy and Associates	New York, N. Y.	A	Vitamins, Inc.	Chicago, Ill.
A	Merck & Co., Inc.	Rahway, N. J.	A	Wallace & Tiernan, Inc.	Belleville, N. J.

New Canning Process Wins Award

A new process for canning a wide variety of foods passes many benefits on to consumers. The process retains higher nutritional protein and vitamin content, delicate flavors, homemade-like texture and appearance in a variety of canned foods that is not possible under conventional canning methods. The successful commercial development of this process has won its developers the 1966 Food Technology Industrial Achievement Award from the Institute of Food Technologists.

Significant Advance

The process, called "Flash 18", is the result of much technological effort and meets the standards of the coveted award: "a significant advance in the application of food technology to food production." Two food processing firms share the award. Named as co-recipients are Swift & Company (Chicago) and Trenton Foods, Inc. (Kansas City, Missouri). Each firm was presented with a large bronze plaque during the 28th Annual Meeting of the Institute of Food Technologists. Individual plaques were presented to the four individuals most responsible for the development and successful commercial application of this significant technological advance.

Basic Canning Change

"Flash 18" is said to be the first basic change in food canning since this preservation process was introduced during the Napoleonic wars in the 1800's. In the new process, plant operators actually work inside a huge pressure chamber that has been variously compared with a submarine, spaceship, etc. The process name denotes the rapid heating used and the fact that inside the chamber where the convenience-canned foods are filled and sealed, pressure is 18 pounds above normal atmospheric level—equivalent to that experienced by a skin diver at a depth of 41 feet. This combination—plus other designed factors—permits the consumer benefits. Also, products are canned and ready for labeling in less than 15 minutes. The can and product are subjected

to adequate processing and sterilizing heat for only a fraction of the time in conventional canning techniques (as much as 6 hours).

The continuous operation incorporates up-to-the-minute techniques in instrumentation, including a fully-automated "push button" control room, microphone systems for communicating with people inside the chamber, as well as a newly-added closed circuit TV monitoring system. Sterilized prepared foods are conveyed continuously into the pressure chamber where they go through a special deaerator, are filled into cans in one step, and sealed.

Wayne E. Livingston (now with Derby Foods, Inc., Chicago, a division of Swift), is cited for research on the prototype pilot plant and product development at Swift & Co. Warren R. Schack, Swift grocery foods research manager, was in charge of research on the prototype pilot plant and served as consultant to Trenton Foods for design, construction and operation of the commercial unit, and for new product research. Marshall Long, of Trenton Foods, was in charge of design and construction of the commercial unit. Warren W. Crafton, "Flash 18" operations manager, Trenton Foods, defined design, construction and equipping and operating of the commercial unit.

Improved Macaroni Canning

While there are some high temperature canning systems in commercial use, they are primarily designed and used only for liquids. The new process permits a wide range of foods, including meat cubes, macaroni, corned beef hash, chili with beans, and others. Many are being marketed by the award-winning firms. More are being developed. Elimination of long cooking time plus the flash action of a specially designed deaerator are keys to the improved taste and texture of the new pressure processed canned foods.

Conventional Canning

In general, canning is the process of sterilizing food by heat, and preserving the food in hermetically-sealed containers. Under the conventional system, the product is prepared and put into cans by mechanical methods. The cans are

sealed and generally placed in retort baskets. They then go into pressure vessels where steam is circulated around the cans, raising the cans and contents to sufficient temperature for required sterilization. The heat must penetrate the can and product. The time required can vary from 30 minutes to 6 hours, depending upon the nature of the product and can size.

New Method Explained

In "Flash 18", the partially prepared product is run through an ingenious steam-injector pipe system that heats the food to sterilizing temperature—without destroying texture—this rapid heating to above sterilization temperature eliminates prolonged cooking periods. Thus the degree of "cooking" of food is no longer under the rigid long sterilizing times required in conventional retorting systems. The food itself now asserts itself as controlling factor, built continuous "stuffer" (metering thus permitting better canned foods, as well as faster processing.

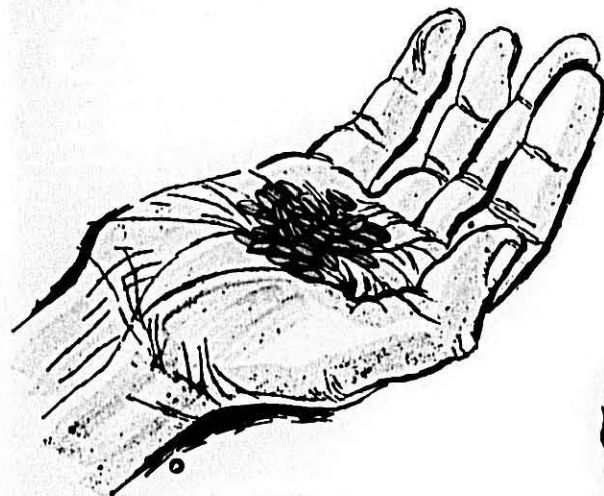
Then the product goes into a custom-feed pump) that feeds the material into the pressure chamber, and deaerator. This pump is also unique in that it can safely handle thick mixtures or delicate food materials.

Importance of Deaerator

The deaerator is especially important to the process in attaining home-like flavor and texture—it is compared to the "simmering process" of home cooking in that volatile (readily vaporized) materials that contribute to off-flavor are flashed out.

The pressure chamber requires entrance and exit pressure locks and small rooms at either end for personnel to gradually adjust to the change in atmospheric pressure. This usually requires 10 minutes.

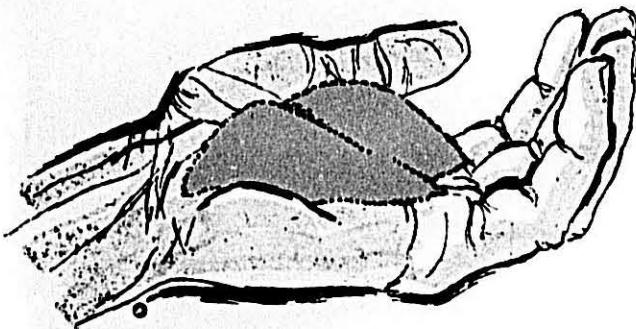
The control room is a key factor in the entire system. From here, the food product is continually controlled in blending, sterilization and supplying to the one-step can filler inside the pressured chamber. A battery of instruments controls and monitors every stage of the continuous flow of processing.



The best durum...



plus the best milling...



makes the best durum products

REMEMBER THESE NAMES

DURAKOTA
#1 SEMOLINA

PERFECTO
DURUM GRANULAR

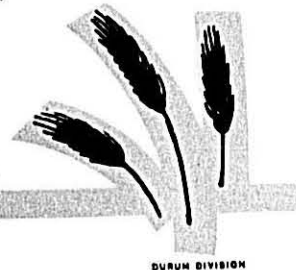
EXCELLO FANCY DURUM
PATENT FLOUR



North Dakota Mill and Elevator

"IN THE HEART OF THE DURUM BELT"

GRAND FORKS, NORTH DAKOTA PH. 573-4411



DURUM DIVISION



Soup Brand Preferences

A consumer analysis study for 1966 conducted by the Omaha World Herald shows consumer preference for dry soup mixes increasing for Lipton and Mrs. Grass, while Knorr, Campbell and Wyler's slipped.

Lipton now is the preferred brand by more than half of the families in Great-er Omaha.

This is also true in Peoria, Illinois, according to a study made by the Peoria Journal Star.

In the year 1965, Lipton and Wyler's increased their share of market, while Knorr and Campbell declined.

Heinz Strives For Greater Share

H. J. Heinz Company of Pittsburgh is striving to increase its share of the \$550,000,000 canned soup market with a campaign begun some eighteen months ago.

The campaign involves the introduction of new product lines and deals designed to bring retailers greater profits. A current coupon promotion is said to be getting good reaction. An ad allowance calls for 25¢ a case on a case of 48 cans of tomato soup, 40¢ a case on mushroom and chicken noodle soups in cases of 24 cans.

According to Louis A. Collier, vice president for marketing and sales, "new Heinz soup varieties and marketing techniques point up our determination to increase our share of the market." Retail source claim Heinz gets about 20 per cent of the market, and its special promotions increase its share up to 25 per cent.

Great American Soups

H. J. Heinz & Company is test-marketing six varieties of Great American soups.

Described as soups you do not dilute, the six varieties are cream of mushroom, tomato with vegetables, vegetable beef, vegetables with beef broth, chicken noodle with dumplings and chicken rice with mushrooms. Soups are marketed in 14-1/2-ounce cans bearing blue on blue labels, which display the brand name in red inserted upon a large white star bordered with gold.

Spot TV and Sunday Supplement ads in the selected markets promote the products.

Quick Meal Center

Campbell Soup will offer its "Soup 'n Sandwich" promotion during June and July. For the first time, the promotion will include beverages as well as soup and sandwich fixings. Merchandising aid include a "Quick Meal Center" display unit, full-color theme cards and ad mats.

Children's Soups

Lipton's Sheriff and Circus Wagon soup mixes, both aimed at the children's market, are being marketed in selected areas.

Circus Wagon, a chicken noodle soup, contains noodles shaped into circus objects; Sheriff, a beef noodle soup, has noodles cut into shapes depicting a western motif.

Mixes are packaged in a carton, each carton contains two foil-lined envelopes which are designed as hand puppets and can be cut and folded into clowns and animals.

Full-page color ads, TV and in-store display material support the introduction.

Merck Mertaste Enhances Flavor

A report released by Merck & Company shows that use of 'Mertaste' enhances flavor and acceptability of a wide variety of food products ranging from frozen casseroles to soups and gravies.

'Mertaste', a mixture of disodium inosinate and disodium guanylate, has proved particularly effective as a particularly effective as a partial or complete replacement for beef extract in soups, sauces and gravies. In a recent taste test by 361 food experts, members of the Institute of Food technologists, a five-to-one preference was shown for a bouillon containing Mertaste over one made with beef extract.

Since Merck introduced the flavor enhancer in 1963, its use has been spreading as food processors find new ways to use it to control production costs and to eliminate a number of handling and control problems.

Lawry's Expands

The company is extending its activities in the grocery products field with the addition of a new, autonomous Don the Beachcomber Division.

Caruso Brokers

Caruso Foods, Inc., New York, have named Williams-Luna-McManus, Inc., New York, to handle its line of de-hydrated continental soup specialties, and Ferolie Corporation to represent its Diamond and Musicaro frozen food lines, both for the New York metropolitan area.

Pizza People

Kraft Foods, Chicago, featured "Pizza People" cartoon type characters on the packaging introduced for its cheese pizza.

The deep green carton features a broad orange band carrying the cheese pizza identification, and a full-color photographic illustration of a slice of pizza.

"Pizza People" characters are shown on the back panel, while the front panel carries one presenting the pizza. These characters are featured in the in-store material, shelf-talkers, spot radio and Sunday comic strips advertising the product.

Pizza Mix and Kool-Aid

Applan Way pizza mix will feature an enclosed premium packet of Kool-Aid drink mix as the highlight of a summer promotion by Armour & Co.

Aiming at what it calls the pre-teen trade, Armour will offer a ten cent packet of presweetened soft drink mix in specially flagged cartoons of regular and cheese mix. Support will include a trade allowance and four-color ads in Sunday supplements.

Point-of-purchase materials consist of pole displays, back cards and shelf talkers.

Applan Way will have new packaging which will utilize a printed carton in place of the previous overwrap. Package fronts, yellow for the cheese, red for the regular, will feature a pie slice. The tops will have a tear strip.

This is the first time General Foods Kool-Aid is being offered as a premium.

Italian Calendar

Celentano Brothers of Newark, New Jersey are advertising Square Pizzas and other Italian specialties via a humorous calendar entitled "31 Days to a More Italian You". Sample menu suggestion from the calendar: For St. Patrick's Day, corned beef and cabbage followed by Celentano eggplant parmigiana.

Reminder

It's only a short step from "out of sight" to "out of mind".

VENICE IS UNIQUE



AND **F**AVAN, ITS NEIGHBOUR, IS EQUALLY UNIQUE

TO MAKE PASTA
IS EASY
TO MAKE IT GOOD
IS NOT SO EASY
WHY NOT LET **AVAN[®]**
HELP YOU

How to get ahead in business.

by trying

Should we all assume that the world of business must be accepted just the way we find it?

If there is a lack of excellence, should we accept it as "the way things are?" If there is corruption, dishonesty, a disregard for human values, should these be condoned, or overlooked?

You've heard people say it, time and again: "It's just the System. What can you do?"

It isn't always easy to find the answer in a world becoming ever more mechanized. Yet most men and many women spend the better part of their lives attending to

business. If we don't observe the highest ethical standards in our business lives—the same standards we seek in our personal affairs—it means we will have spent the better part of our lives living by a code alien to our very "human-ness."

Where do you look for the strength to apply standards of human excellence to all your affairs? Your church or synagogue is a good place to start. And if you put your Faith to work, your life cannot fail to be changed by it.

You may find that that's how "The System" can be improved, too.



Published as a public service in cooperation with The Advertising Council and Religion In American Life





George N. Kahn

SMOOTH SELLING®

by George N. Kahn

ROOM AT THE TOP

This is No. 22 of 24 sales training articles.

success in the business world.

I'm not condemning or belittling any of these actions. But if we could become prosperous by buying a fifty-cent bottle of mouthwash, there would be more millionaires than paupers.

The point is that success—getting to the top—hinges on your determination to improve yourself in technique, effort, personal relations, appearance and insight. There is no overnight magic that will transform you from a plodder to a brilliant performer. The salesman who believes there is, is deluding himself.

Lead, Don't Follow

The successful men in selling today are leaders, not followers. They launched new ideas, broke new ground, adopted new methods. The things they initiated are now common practice. They were pace setters and trends starters.

The top bracket man is bold and daring. He has no hesitation in breaking with tradition. He examines a practice, and if he feels it is outmoded or inefficient, he scraps it, no matter how long it has been used. He has no truck with sacred cows.

The president of a \$50-million concern came up in the organization through sales. This was somewhat unusual, because he started out in the company as a chemical engineer.

However, this fellow, whom I shall call Fred Smith, noticed something which troubled him. The firm was completely oriented toward production and paid little attention to the sales department. Millions were spent in improving production techniques, developing the line, etc., but the sales force had orphan status. As a result, the company's profit picture was not as bright as it should have been. Fred attributed this to the fact that management seemed to regard selling as a "necessary evil."

It happened that the sales manager became ill and would have to be hospitalized for some time. Fred asked for the job. His colleagues in engineering thought he was crazy. "That's the most thankless position in the company," one said. "I know," Fred replied, "and that's why I want it."

The first move Fred made was to convince management of the need for improved marketing. He didn't pussyfoot around the issue; he bluntly told the president and other officers that the firm must forge ahead in sales or die.

In a couple of years Fred built one of the finest sales organizations in the country. The company eventually spurred ahead of its competitors and doubled in size. Fred rose, too. He was named vice president of sales, then director of marketing and finally president.

No doubt Fred would have attained a degree of success as an engineer, but he would not have gone to the heights. It was his foresight and courage that took him there.

The Right Time

Someone once said that nothing is as powerful as an idea whose time has come. The salesman has good reason to remember this maxim. The difference between success and mediocrity can hang on whether you acted at the right time in the right way. This can mean knowing when to close a sale or when to stop talking in an interview. It can also mean your awareness of the proper time to seek promotion or expand your territory.

Steve Gordon, a lighting salesman, makes \$40,000 a year. Five years ago he barely reached \$8,500. He attributes his spectacular climb to taking advantage of situations.

"It seems simple now, but for years I was content to take things as they came," Fred said. "One day I read of the problems builders were running into in lighting new structures. That night I sat down and worked out a plan for lighting office buildings. The next day I showed it to one of our engineers, and he helped me work out some of the technical difficulties.

"When I presented it to the first five prospects, they were delighted. In six months I had made a name for myself in the field and orders were pouring in."

Many business success stories revolve around the submission of a new idea for (Continued on page 40)

IN the corporate structure there is always room at the top, but a limited amount. The hierarchy of management is such that the room narrows the higher you go. There can be only one president, one board chairman, so many vice presidents, etc.

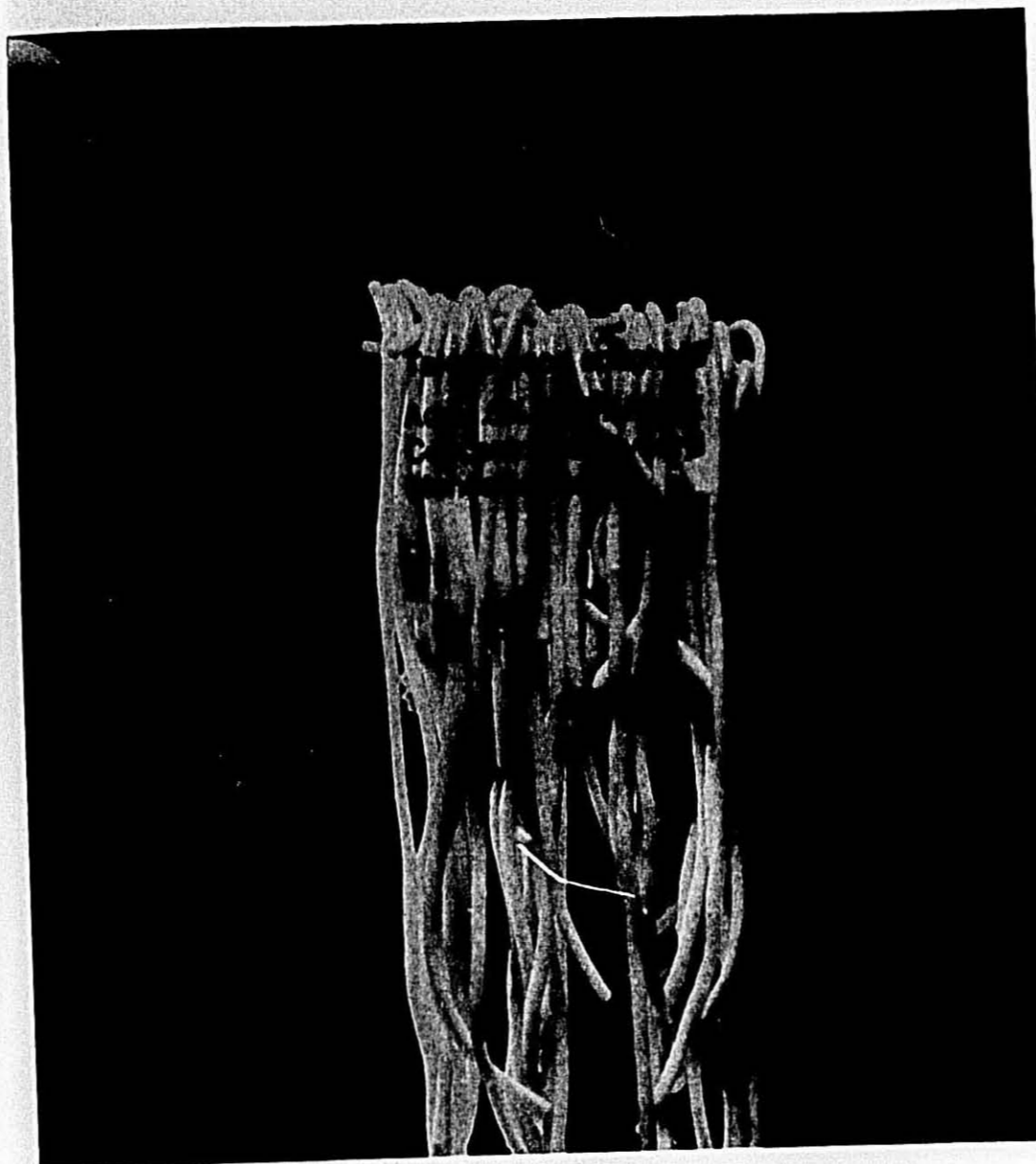
This is not true of sales. There is plenty of room at the top in selling. To rise in your field you need not replace someone above you. Nobody has to retire, die or move out before you can step up. Selling depends on individual effort, and you determine your own success—or failure.

It takes ability and dedication to get to the top—and to stay there. Whether you grow in stature as a salesman rests in your hands. Once in a while you can blame bad luck for a missed sale, but in the long run you create your own luck.

That Something Extra

The salesman who stagnates at the same income level for several years is not making the extra effort to hoist himself up. He goes through the motions of his job, but that's all. He is unwilling to work smarter and harder. Yet he'll sigh with envy at the sight of his more affluent colleagues as they vacation in Bermuda and drive Cadillacs. Are they basically better men than he? Of course not. They do work harder however. They know the value of extra effort.

Many salesmen, in their drive for the top, rely on what they think are easy solutions to their problems. They look for panaceas. For example, they will buy a new suit and generally spruce up their appearance. Or they will start using mouthwash regularly to have a clean breath before prospects. They may even buy a book which gives tips for



Now you have a premium spaghetti

It's a spaghetti that's just as appetizing after it's been in the steam table as when it comes fresh out of boiling water. Appetizing even when reheated after refrigeration. Gone are the old problems of mushiness and stickiness.

Improved with MYVAPLEX® Concentrate, your spaghetti becomes more practical to serve more often in more restaurants and institutional mass-feeding establishments. For home use as canned spaghetti, your product wins new favor. Your market grows and grows.

MYVAPLEX Concentrate has no effect on flavor. It meets the requirements of U.S. Food and Drug Definitions and Standards of Identity for Macaroni and Noodle Products, as amended.

Get more facts from *Distillation Products Industries*, Rochester, N.Y. 14603. Sales offices: New York and Chicago. West Coast distributor: W. M. Gillies, Inc.

Distillation Products Industries
is a division of Eastman Kodak Company



Room at the Top—

(Continued from page 38)

which the time was ripe. The man who opened a travel agency after World War II rode the crest of a popular tide. More than a million Americans go abroad every year. The builder who bought up vast land tracts in the suburbs in 1945 could not have picked a better time. Millions purchased homes in those areas. The person who designed the station wagon was also in tune with his time and environment.

As a salesman, you often encounter situations that demand prompt action. If you let the opportunity slip by, it may never come again. Keep abreast of your industry; know its history and direction. This will give you the background to take effective steps when the hour is right.

The Gracious Touch

Years ago I accompanied my father to an automobile show. He was impressed by a De Soto on the floor and bought it on the spot from a dealer. Walter P. Chrysler, the millionaire president of The Chrysler Corporation, witnessed my father's purchase and came over to us. He thanked my dad for his order and said he hoped he would be happy with the car. We were impressed and so was everyone around us. Here was one of the giants of industry going out of his way to show his appreciation to a customer. From that day on, my father swore by Chrysler cars. And I imagine a lot of other people in that auditorium remembered that gesture and bought Chrysler products as a result.

Most men who get to the top have a touch of graciousness about them. And the bigger they are the more gracious they are. As a salesman on the way up, you should cultivate this quality each day of your life. Be thoughtful and considerate to your customers and prospects, but also have a kind word for secretaries, receptionists, elevator operators and doormen. This mode of behavior marks the man who is headed for success. A salesman who snaps at clerical help and is rude to service employees doesn't hurt them very much, but he does incalculable damage to himself.

Does the size of the order determine the extent of your thanks? If so, you had better change your style. The salesman who aims high will show as much gratitude toward the small buyers as the big one. No one can afford to be contemptuous of a sale just because it's minor in size. If you demonstrate this kind of foolishness, you'll end up with no sale the next time. And this may be repeated with other customers as your reputation precedes you.

It doesn't cost one cent to be gracious, and it can gain you the prize you want. The story of the tough cookie who got to the top by fighting and gouging is mostly myth. That may have been true in the 19th century, but business today is breeding a different type of executive.

It is significant that I have never heard anything detrimental about the really big producers; and I know many of them. When terms like unethical, unscrupulous, rude or selfish are bandied about, I never hear them in reference to the front-runners. They are usually connected with also-rans or never-rans—people who will never hit the top in a million years.

The president of a corporation once got a call from a customer who complained about the "shabby" way he was treated by a salesman for that firm. "What did the salesman do?" the president asked. "He told me I was fifty years behind the times and was still in the horse-and-buggy era as to the way I run my store."

The president apologized and promised it would not happen again. When the salesman returned from his road trip, the head of the firm called him in. He told the man about the phone call and then requested an explanation. "I was doing it for the guy's good," the salesman explained. "He really does operate a museum; the place needs modernization badly."

The president reflected a moment and then said: "I'm sure it does, but your tactics will never get him to change. Your objective could perhaps be achieved by more subtle methods. You must remember that this man built up that business, bad or good. He is bound to be defensive about it, even though he may agree in his heart with you. You should have accomplished your purpose by gentle hints or suggestions. The smart way is to get him to wind up thinking a change was his idea."

The salesman never forgot that advice and put it to work for him with other customers.

Blunderbus or Feather

There are two methods a salesman can use with customers: The blunderbus or the feather. You can blast him with the former and achieve nothing. Or you can tickle him with a feather and get everything you seek. Those at the top have used the feather more often than the blunderbus.

In summary, let me leave you with this thought: There is always room at the top for the salesman who is willing to get there, not by cozy shortcuts but by hard work, perseverance, thoughtfulness and imagination.

What rung of the ladder are you on?

Perhaps this exercise may help you determine this fact. If you answer "yes" to at least nine questions, you're on your way up.

- | | Yes | No |
|--|-----|----|
| 1. Do you contribute something extra to your job? | — | — |
| 2. Do you discount quick or "easy" solutions to the problem of getting to the top? | — | — |
| 3. Are you aware of the importance of timing in improving your sales picture? | — | — |
| 4. Do you seize the right moment for ideas or suggestions? | — | — |
| 5. Do you practice graciousness in your dealings with customers? | — | — |
| 6. With receptionists? | — | — |
| 7. Are you working hard enough to achieve success? | — | — |
| 8. Do you shrug off the disappointments and strive harder the next time? | — | — |
| 9. Are you diplomatic in making suggestions to customers? | — | — |
| 10. Are you dedicated to your job? | — | — |
| 11. Do you believe that you make your own luck? | — | — |
| 12. Do you play square with yourself i.e., do you recognize your own mistakes? | — | — |

(Copy right 1964—George N. Kahn)

REPRINTS FOR YOUR SALESMEN

Reprints of this series come in a four page format, printed in 2 colors and three-hole punched to fit any standard 8 1/2 x 11" three ring binder, each reprint includes a self-evaluation quiz.

Prices are:
 1 to 5 copies (of each article) . . . 50c each
 10 to 49 copies (of each article) . . . 87 1/2c each
 50 to 99 copies (of each article) 90c each
 100 or more copies (of each article) . . . 85c each
 You may order the entire series, or, if you wish, individual articles. Each article in the series is numbered. Please specify your order by number.
 When ordering the various articles of this series, address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division—Services Department, Empire State Building, New York, N.Y. 10001.

When ordering, please mention the name of this publication.

Education

Education is now the pivot on which people will be at home in this headlong our civilization must turn. Whether and headstrong century, whether they will find themselves fulfilled in it, depends now on how vividly we make them feel and understand the power that drives it.

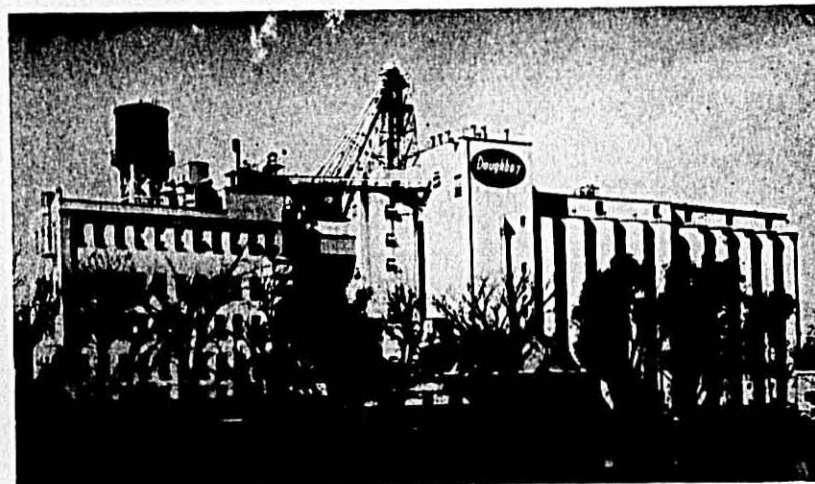
J. Bronowski

THE MACARONI JOURNAL

Finest Quality

DURUM SEMOLINA GRANULAR FLOURS

Call Ray Wentzel
MILLING DIVISION



DOUGHBOY INDUSTRIES, INC.

SINCE 1856

Phone 246-2101 • NEW RICHMOND, WIS. • Quality Since 1856

Craftsmen in Plastics — Packaging Machinery — Farm Feeds — Electronics — Printing

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

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

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



Your Zip Code is required

on your subscription address by the end of the year.

Please be sure we have it so you get every copy promptly with news of the Macaroni-Noodle business.

Twelve monthly issues \$5.00;
Add \$1.50 for foreign postage.

the MACARONI JOURNAL
P.O. Box 336, Palatine, Illinois 60067

WAY BACK WHEN

40 Years Ago

• Salesmen versus Order-Takers—(1) Making Them Say Yes; (2) Ethics of Three convention addresses included Competition; and (3) Quota Plan and Sales Budget.

• Charles Henry Mackintosh was the sales consultant advocating strong selling to get buyer approval—because "nobody wants to be sold."

• E. H. Shanks, The Dartnell Corporation, commented on the ethics of competition. This was a report on general practices and tendencies on such factors as terms of sale, discounts, sales agreements, price trends, etc.

• T. E. Kendall, Wolf and Company, Accountants, described methods in arriving at equitable sales quotas and sales budgets.

• E. W. McCullough, manager of the Department of Manufacture, U.S. Chamber of Commerce, stressed the great need of uniform cost accounting, not only in the macaroni industry but in every other. "Competition today is largely on the basis of efficiency, and any concern that does not regard the elimination of waste through efficiency in every line of its operation, including cost accounting, is likely to find itself eliminated."

30 Years Ago

• The N.R.A. had been declared unconstitutional. The depression continued. Association President Louis S. Vagnino ticked off industry problems: the breakdown of standards and labor provisions; the trend away from quality products; adulteration in egg noodles; olive oil fraud in New York; fake damage claims racket developing.

• Washington Representative Ben R. Jacobs added the problem of slack-filled packages. He also reported on the proposed Food and Drugs Act.

• Philip R. Winebrenner, the newly-elected Association president, said: "The production of a good food reasonably priced is a worthy vocation, but any vocation must look to the general welfare of all those whom it serves if its existence is to be justified. Our aims must ever have this in mind if we are to succeed."

10 Years Ago

• The welcome mat was out in Minneapolis for the macaroni convention.
• The world-wide shortage of food, the problems created by 80 per cent milling extraction, and the shortage of durum wheat were all of prime importance.

• Aims of the Durum Wheat Division (later called Institute) were outlined by Mary Albright Jackson of the Wheat Flour Institute. Prime aim of the new organization was to acquaint the ultimate consumer with information about durum wheat products, their many uses, and their importance in the diet.

• Earl F. Cross, Division Operations Manager for the Central Division of General Mills, with headquarters in Chicago, was appointed a Division vice president. Twenty years later he is president of the Colorado Milling and Elevator Company and has just been elected chairman of the board of the Millers' National Federation.

10 Years Ago

• Help Wanted: Aggressive company with fine product and excellent consumer acceptance wants to join with like company in the most successful promotion in the food industry. Happy customers, happy cash registers, and happy high profits guarantee to alert, aggressive associate. Address Box ABA.

• ABA stands for American Bakers Association, and they were plugging July as Picnic Month.

• G. E. Pendray of New York City defined public relations as the part of the sales function remaining after you subtract advertising and the salesman. He observed: "In the old-fashioned view, there would simply be nothing left—except possibly a little of what some businessmen still refer to as free publicity. But the modern view, backed by a great deal of actual experience, is that a very large part of the sales function still remains—a part without which, in many cases, the other two functions would lose much of their effectiveness."

• Two new movie shorts designed for television home show programs were premiered at the convention. They were "Use Your Noodle" and "Stag Party." They are still in circulation to home economics classes.

• A macaroni merchandising plan presentation to help grocers set up a "scientifically planned macaroni department" was developed by the Skinner Macaroni Company of Omaha.

Take Time

Take time to work - it is the price of success.
Take time to think - it is the source of power.
Take time to play - it is the secret of perpetual youth.
Take time to read - it is the foundation of wisdom

CLASSIFIED ADVERTISING RATES

Display Advertising ... Rates on Application
Want Ads 75 Cents per Line
Minimum \$2.00

FOR SALE—14" & 14½" Consolidated Presses, long or short macaroni; Consolidated Press, semi-automatic long goods; over 50 dies; 1½ barrel DeFrancisci Mixer & Kneader; Automatic Shortcut Preliminary Dryer 22' x 7'; Long Goods Preliminary Dryer 30' x 13'; Stainless Steel Die Tank 5' x 4' x 20" deep; Round Die Cleaning Machine; Semolina Bin 1500 lbs. & Weighing Hopper on tracks; CECO Adjustable Carton Glue Sealing Mach. Mod. #890-12; Guillotine type long macaroni cutting machine, adjustable; 2 16-truck Finish Drying Rooms, 6 9-truck Finish Drying Rooms (with trucks); 80 metal skids (plank platform) with lift truck. Box 235, Macaroni Journal, Palatine, Ill. 60067.

INDEX TO ADVERTISERS

Advertising Council, The	37
Amber Milling Division, G. T. A.	25
Ambrette Machinery Corporation	22-23
A D M Durum Department	12-13
Asseco Corporation	29
Braibanti & Company, M. & G.	18-19
DeFrancisci Machine Corporation	4-5
Clermont Machine Company, Inc.	31
Diamond Packaging Products Div.	43
Distillation Products Industries	39
Doughboy Industries, Inc.	41
Henningsen Foods, Inc.	9-10
Jacobs-Winston Laboratories, Inc.	41
International Milling Company	44
Macaroni Journal, The	41
Melderi & Sons, Inc., D.	27
North Dakota Mill and Elevator	33
Paven, M. & M.	35-36
Peavey Company Flour Mills	15
Rossoni Lithograph Corporation	2

European Packaging Needs—

(Continued from page 28)

2. Lack of home refrigeration, which has brought about the use of smaller food packages, and costly packaging processes (in England, sliced ham is vacuum-packed in laminated plastic, then pasteurized with live steam).

3. Lack of widespread advertising media, leading to greater emphasis on the excellence of packaging graphics.

Affluent Germany

Germany, most affluent of the European countries, also has a higher percentage of home refrigeration facilities, and a fast-growing number of super markets. Hence packages tend to be larger there than in other European nations, Kelly noted. In France and Italy, women have shown reluctance to use super markets, preferring to "socialize" with specialized grocers for various goods.

Notable in Europe, Kelly added, was for major packaging machinery companies to sell both machinery and packaging materials to food processors.



From now on, this one will do the job of these three!



We've shortened our name... and broadened our services.

You may have known us as United States Printing & Lithograph. Or Forbes. Or Brooks.

Now, we're one. The Diamond Packaging Products Division of Diamond National Corporation. But, we offer multiple advantages, broader services.

The resources, production and know-how of the three organizations have been welded together and strengthened to provide a highly integrated, coast-to-coast source for your packaging and promotion needs.

Got a creative, quality, price, or delivery problem? Ask the man from Diamond Packaging Products Division to show you his solution. Color printing is still our baby.



DIAMOND PACKAGING PRODUCTS DIVISION
DIAMOND NATIONAL CORPORATION
NEW YORK, NEW YORK

what's the crop situation?

what about the farm program?

what's the outlook?

The answers to these and other questions regarding durum products are vital to your business. Yet, you are busy with the many other problems involved in the production and marketing of macaroni products. Too busy really to devote the necessary time to properly answer them. That's where our marketing knowledge can be of real assistance to you.

International's team of marketing and milling experts studies the crops, the market and information from various sources to furnish you with data of particular significance. Their appraisal of the total marketing situation is based on years of experience and is your assurance of up-to-date, factual analyses.

This is yet another service from International, producer of the finest quality duruma products. At your service . . . 100%.

DURUM DIVISION



International
MILLING COMPANY INC.

General Offices: Minneapolis, Minnesota 55415