

**THE  
MACARONI  
JOURNAL**

**Volume 49  
No. 7**

**November, 1967**



# Macaroni Journal

THE NATIONAL MACARONI BOARD  
OF THE UNITED STATES OF AMERICA  
1967



**NOVEMBER, 1967**

**Bumper Durum Crop**



# The Macaroni Journal

November  
1967  
Vol. 49  
No. 7

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139 North Ashland Avenue, Palatine, Illinois. Address all correspondence  
regarding advertising or editorial material to Robert M. Green, Editor,  
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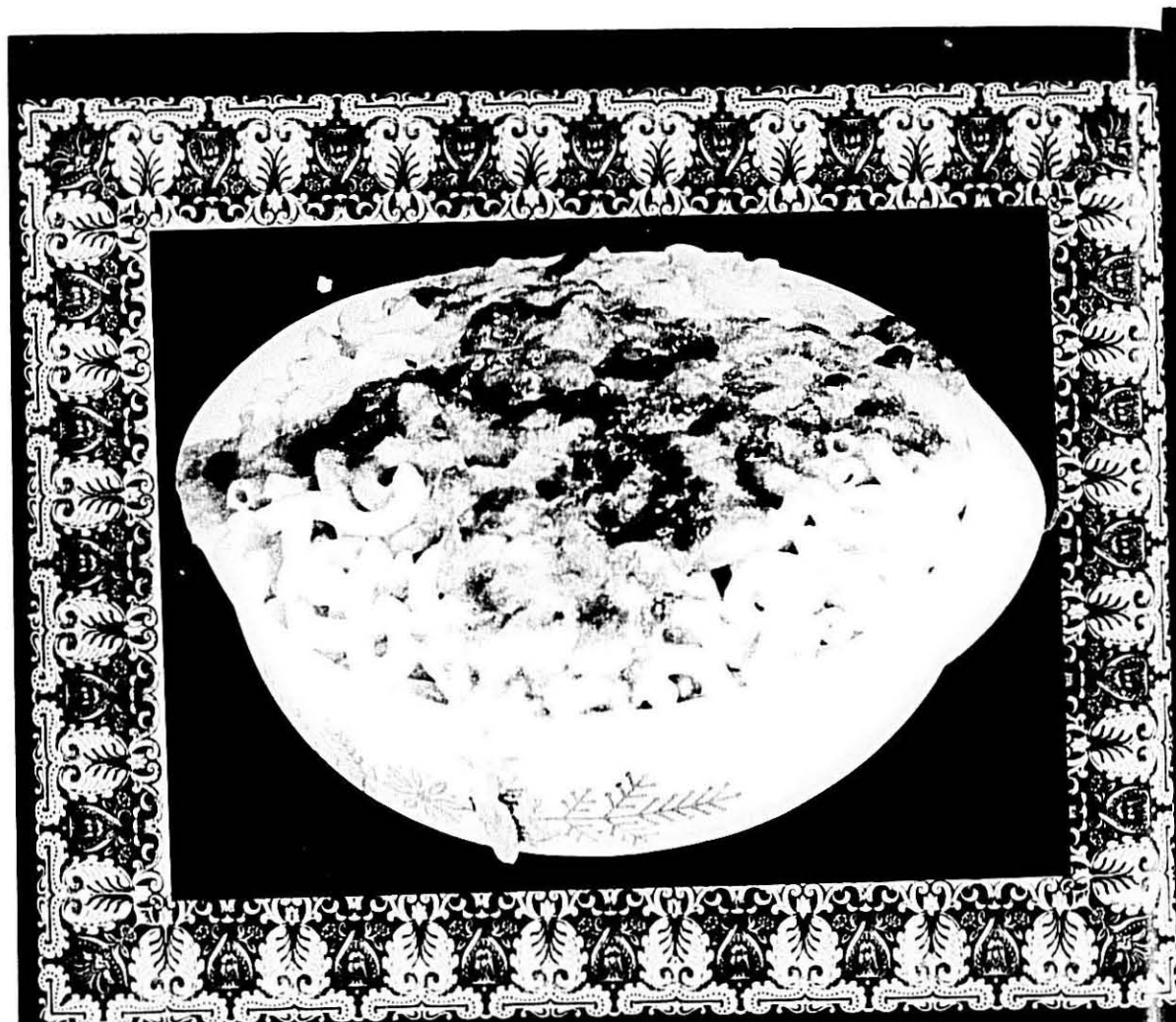
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## Cover Photos:

An inspection team checks the durum crop left to right: Ray Wentzel, John Einstroth, Dick Saunders, Bob Williams, Al Kenner, John Wright, and Bill Emerson. Story on page 6 by Joe Ferris.

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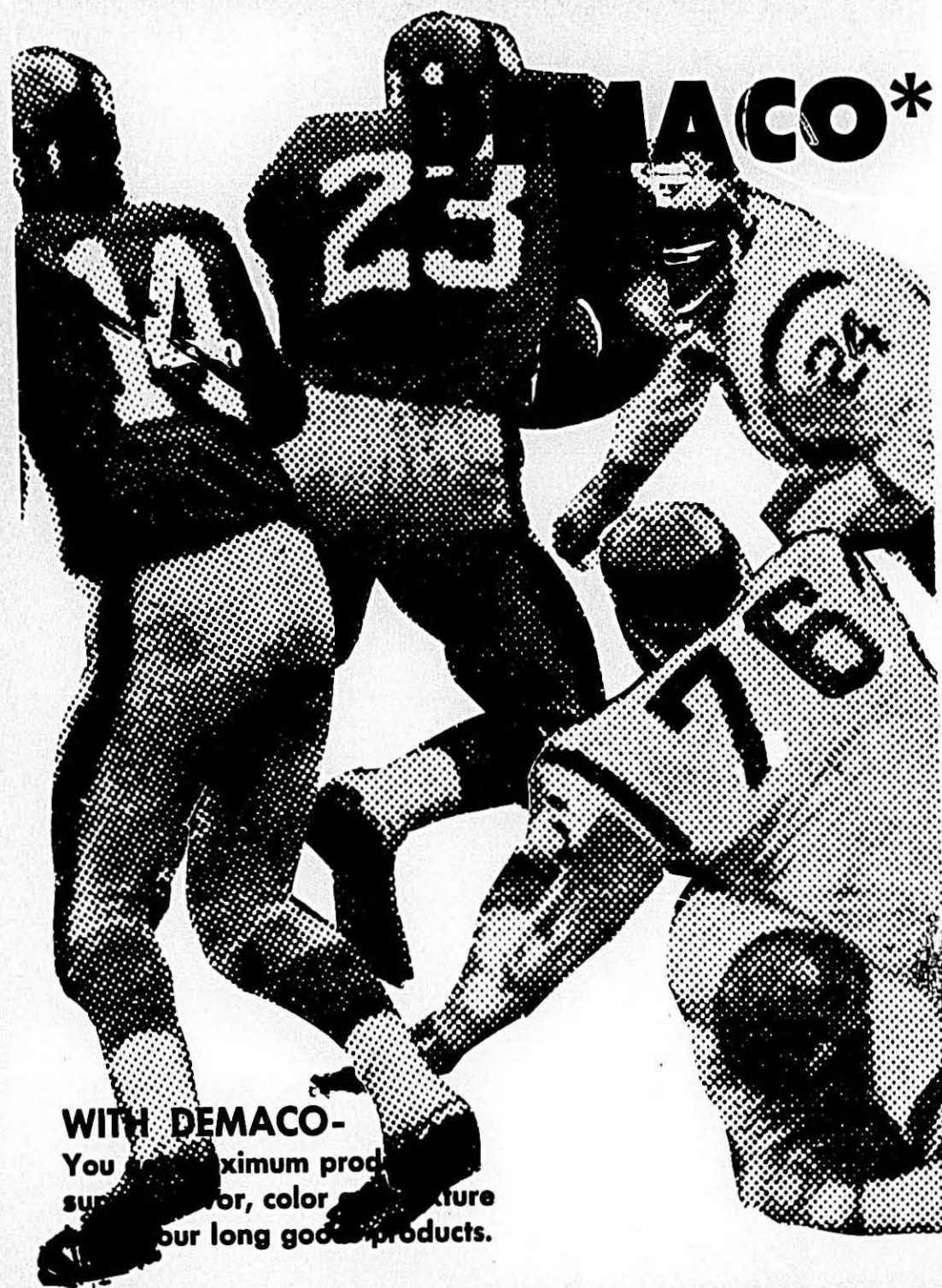
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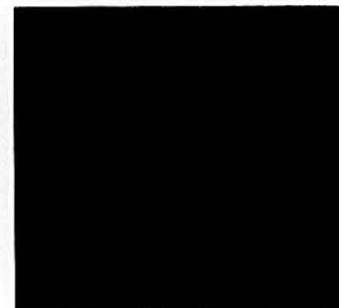




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## Excellent Harvest Weather Brings in Bumper Crop

Inspection team of macaroni makers, miller, and growers pleased with quantity and good quality.

THE man on the phone was pleased with the final report on the 1967 durum wheat crop and he found it a little difficult to control his enthusiasm as he chatted from his office in New Richmond, Wisconsin, with a macaroni manufacturer in Minneapolis.

Raymond R. Wentzel, Vice President of Milling for the Doughboy Industries, a veteran of the durum flour and semolina milling business, student of crops, markets and sales, had a good reason for feeling good about the information just put out in an official report.

### Hot Summer

He had gone to the North Dakota durum wheat fields during the critical drought days of mid-summer, those hot, muggy days when the blistering sun sent its withering rays down upon the wide open spaces of North Dakota, and gave their devastating touch to crops growing in the fields.

There had been gloom at the time of that visit, gloom, dark clouds and some pessimism in spite of the prospects of improved conditions, but Wentzel stood by his guns, stood by his forecast that the crop would be all right, providing, of course, that the growers got a break or two.

That was a period of uncertainty for many, a period of hope but, at the same time, a period of some doubt, with the growers, processors and manufacturers praying and hoping that nature would come to their rescue and produce moisture to help the crop along.

And now, after weeks of waiting, the crop report was in.

The report said that the crop for North Dakota, South Dakota and Minnesota would total 66,365,000 bushels, 11,000,000 bushels more than had been forecast in the August 1 report.

And this justified the optimism expressed by Wentzel and some friends when they visited the North Dakota fields in mid-summer.

"In spite of the long spell of dry, hot weather," a spokesman for the group said at that time, "the crop of durum for this year looks very promising."

This statement was recalled the day the final report came out.

"It confirms our feelings," said the spokesman for the group.

### Creamette Caravan

Wentzel had gone to the wheat fields as the guest of Robert Williams, presi-



Left to right: John Wright, Ray Wentzel, Bill Einerson, Dick Saunders, John Linstroth, Bob Williams, Al Kenner.

dent of the Creamette Company, manufacturer of macaroni, spaghetti and noodles, and a big user of the semolina produced in Doughboy's New Richmond mill.

Also in the party was John Linstroth, Vice President of the Creamette Company, an all three had made a previous inspection tour of the same area less than three years ago.

"But at that time," they said, "it was quite a contrast. A lot of acreage was under water because of the heavy rains and flood conditions in some areas. This time it was bone dry, hot and dusty."

### Met By Growers

The men flew to North Dakota in a twin engine Beechcraft plane owned by the Creamette Company and before landing at Devils Lake, North Dakota, where they were met by a delegation representing the growers, they made an aerial inspection tour of the wheat fields.

Down below them as they flew around, the tall, golden grain waved in the gentle, hot winds, looking like ripples on a huge body of water with the yellow rays of the sun beating down on the surface. Once in a while gusts of wind would whip the dry soil into clouds of dry, choking dust.

But the perspective of things from the air can be deceiving, the men learned when they landed and conferred with the growers. Soon they were out in the fields, examining the grain, inspecting the crop in different areas.

The berries (kernels) had a good color and were plump and as the grain approached maturity it was evident that yield would be good. The lack of rain during the growing season had caused a temporary setback—but nothing too serious. Cool nights came later, and these cool, refreshing hours, plus the not-too-hot days gave the grain a chance to grow to maturity.

### Top Crop

"In all my years of milling experience," said Wentzel, "I have never seen a better crop. The reports on the size of the crop and the top quality pleased us very much."

As a manufacturer of popular macaroni products, Williams and Linstroth shared Wentzel's enthusiasm over the crop and their production schedules were planned, checked and finalized so they could take full advantage of the first semolina of the new crop.

In the North Dakota durum wheat fields, Wentzel, Williams and Linstroth were accompanied by John "Bud"

Wright, of Webster, North Dakota, president of the U. S. Durum Growers Association; Richard Saunders of Doyan, North Dakota, secretary and treasurer of the Association; and Al Kenner of Leeds, past president of the group. Also on hand was Bill Einerson, Redco Feed Company, Doughboy dealer, Devils Lake, North Dakota, who worked with the others on the arrangements.

### Visit Winnipeg

After their tour of the North Dakota wheat fields, the party flew to Winnipeg, Manitoba, where they visited a plant of the Creamette Company.

The community of interest between the processor, manufacturer and grower is as deep rooted as the wheat which grows in the North Dakota fields, and all three segments of the industry benefit each year through an exchange of reports, information and data needed before schedules and plans can be completed.

Some day they hope to have a group of the growers come to Minnesota to visit the Creamette plant and then go on to the Doughboy mill where the semolina is produced from the durum they grow. And the day that visit becomes a reality, a certain chef will get the green light to produce a whole series of palate-tickling dishes made of durum products.

### Wheat Crop Estimate By Classes

Revised estimates on wheat production by classes in 1967, with comparisons for 1966 and the 1961-65 average, as presented in the September crop report of the Department of Agriculture, follow, in thousands of bus:

	1967	1966	1961-65 average
Hard winter	722,471	676,255	628,158
Soft red	278,725	212,867	196,484
Hard spring	230,070	180,730	170,415
Durum	66,365	63,248	56,208
White	245,442	177,542	162,760
Total	1,543,073	1,310,642	1,214,024

### Bountiful Yield in Europe

Wheat harvesting in many Western Continental countries is now well forward and, as might be expected in a season when there has been so much sunshine and adequate moisture, yields are bountiful.

The latest official estimate of the French wheat crop is no less than 14,000,000 metric tons which exceeds the previous forecast by 1,200,000 tons.

Spain and Portugal have near record harvests, while yields in Belgium, Hol-

land and Germany are frequently 20 to 30% above those of last year.

The 1967 crops of Sweden are almost sensationally estimated at a total of 1,293,000 tons as against 681,000 tons last year. Most probably Britain will see some Swedish wheat on the British market during the coming months.

The first cuttings of winter grains in the south of England are yielding well and crops in Lincolnshire and the midlands generally are practically ready for the combine. Barley will again be the crop of the year, though whether the surplus can be exported to the Continent as in the past 12 months remains to be seen. The Continent has now much more of its own grain.

### Russian Crop Down

Indications from Russia point to yields per acre considerably below those of last year. The combined spring and winter wheat crop is likely to thresh out at around 82,000,000 tons, as against 100,400,000 harvested last year. The drop in production is said to be partly due to a reduction of 10% in the winter wheat area. The estimate on spring output is 25% below 1966.

The wheat crop in eastern Europe generally is expected to exceed the previous record, according to Continental press reports. Hungary expects a record harvest, while Yugoslavia is gathering its second good crop in successive years. Rumania's wheat crop shows an increase of about 1,000,000 metric tons and will at least reach the 1965 total of 12,600,000 tons. Czechoslovakia and Poland have both reported an excellent harvest, although Poland will need to import considerable quantities of wheat and feed grain. Satisfactory reports of the harvest are also coming in from Bulgaria and East Germany.

### Grain Seminar

At a recent Minneapolis Grain Seminar, Clifford Pulvermacher, Director of Procurement and Sales Division, Agricultural Stabilization & Conservation Service, U. S. Department of Agriculture, said that exports of durum are expected to be off somewhat from last year. He pointed to the improved crop situation in North Africa and Western Europe affecting exports to Algeria and France. He also said that Argentine durums are expected to be available in larger quantities. Ben Nordemann of Continental Grain said that the main problem in durum exports is that "Algeria doesn't like us any more". U. S. prices are competitive but there are very few markets for it.

Japan and certain Western European countries hold the best potential for

modest increases for U. S. durum. The Department of Agriculture, through the subsidy program, is making every effort to maximize Asian dollar exports.

### Durum Exports

1966-1967 Crop Year  
(Millions of Bushels)

Algeria	11,665
Lebanon	853
Morocco	1,504
Dominican Republic	225
Venezuela	573
India	1,510
Japan	520
Italy	4,109
Belgium	2,041
France	7,630
W. Germany	411
Netherlands	6,145
Portugal	1,280
For Food	38,475

Chile	424
Venezuela	300
Ireland	1,018
Norway	657
U. Kingdom	6,270
For Feed	8,669
Total	47,144

### Semolina Sales

Semolina sold at \$6.90 a hundred-weight, Minneapolis, Thursday and Friday, September 21 and 22, on contracts to run ninety to one hundred twenty days. This was based on one mill's projections of possible costs at the end of the year and 25¢ below the payment-on-date-of-shipment level of \$7.15 per hundredweight. The blitz was of short duration, "a tough way to make sales," observed another mill. As cash durum prices held steady as farmers engaged in orderly marketing, milled products returned to the \$7.15 to \$7.35 level for semolina at month's end.

### Curbs Talk of Blends

"Strangely," says the Southwestern Miller, "concern was growing about substitutions in a year of almost uniformly excellent durum quality and increased production. Even at current differential for fancy and straight durum flour, 40 to 50¢ under semolina, prices are more than \$1.25 higher than southwestern hard winters. And that spread is considered unrealistically wide in view of lack of discount durum in the cash market. Macaroni and noodle manufacturers are reluctant to abandon 100% usage for quality reasons, but the wide differential over hard winter patents is causing some consideration of blending, especially among the noodle trade."





A. R. Pegler

### A. R. Pegler on Henningsen Board

The Board of Directors of Henningsen Foods Ltd. has announced the appointment of Mr. A. R. Pegler, O.B.E., to the Board. Henningsen Foods Ltd. is a wholly-owned United Kingdom subsidiary of Henningsen Foods, Inc., the country's largest producer of egg solids and a major producer of dehydrated chicken, meats and vegetables. Mr. Pegler, who recently retired as Director of Purchases for J. Lyons and Company, will take over as Managing Director of Henningsen Foods Ltd., and will work out of the company's London office at 120 Moorgate, EC 2.

Arthur Pegler has had a long and distinguished career in the British Food Industry. His years of service to the industry and to the British government were climaxed in 1963 when he was awarded the order of the British Empire by Queen Elizabeth, in recognition of his services over the years.

Currently he is a Vice President of the Food Manufacturers Federation and has been a member of the Council and the Executive Committee since 1946. He has served on a number of committees within the Federation. He is now a consultant to both the government and the trade on the recent amalgamation of the Meat Pie and Sausage Manufacturers Association.

### Elevator Strike

Operations resumed at twenty-eight terminal elevators on September 11 after locals of the American Federation of Grain Millers at Minneapolis, Duluth and Superior voted to accept a contract negotiated the previous weekend. The grain handlers had been on strike since August 15.

### Three Year Contract

The three-year contract calls for a 18¢ per hour wage increase retroactive to July 1, a second 15¢ increase July 1, 1968, and a 14¢ climb July 1, 1969. Vacation schedules were increased to three weeks after eight years of employment from three weeks after 10. Four-week vacations are in the contract for after 15 years of service instead of after 20 years.

The agreement also calls for triple time pay for holiday work, up from 2½ times. After five years of continuous service, severance pay applicable on the complete closing of an elevator provides for one week of pay for each full year of employment to a maximum of 20 weeks. Funeral leave was authorized at three days, to be taken within five days of the death.

### Limited Effect

Mills at Minneapolis and Superior were not affected by the strike and continued to receive grain, while the few elevators covered by other unions also operated, though total of this capacity was small. In addition, excellent mill demand prevailed for cars to be accumulated in yards for movement to Buffalo as unit trains. Outlets were sufficient to move the wheat coming in from eastern North Dakota and the Red River Valley, where bumper crops in several grains taxed storage facilities. In main wheat producing areas, ample storage space is available and a pronounced holding tendency on the part of farmers prevailed.

Although the strike was called during peak of the harvest, no great pressure of supplies developed. But widespread opinion was that holding tendency in North Dakota was accentuated by the strike, producers hoping for higher premiums upon settlement.

### Peavey Research Head

Leland K. Dahle, 41, has been named manager of Peavey Company Flour Mills research laboratory it has been announced by Peavey Company Executive Vice President Mark Heffelfinger. Dahle, who joined Peavey Company's research staff in 1961, was formerly an instructor of chemistry at Augsburg College in Minneapolis for four years.

He graduated from Minnesota's St. Olaf College in 1950 with a bachelor's degree in chemistry, and later received a master's degree from Purdue University. He received his doctorate from the University of Minnesota in 1961.

His primary areas of interest have included organic and biochemistry and his doctoral thesis dealt with the study of lipids and lipid oxidation.



Dr. Richard Forsythe

### Henningsen Appoints Dr. Forsythe

Henningsen Foods, Inc., one of the country's largest producers of egg solids and a major supplier of dehydrated chicken, meats and vegetables, has announced the appointment of Dr. Richard Forsythe as Vice President in charge of Food Research and Development.

Dr. Forsythe, who is president-elect of the World Poultry Science Association, U. S. Branch, originally joined the company in 1953. He was a vice president and head of Henningsen's Central Laboratories plant in Springfield, Missouri, until 1960, when he left the company to become a professor and head of the Department of Poultry Husbandry at Iowa State University.

Dr. Forsythe's interests include poultry products and technology. He is the author of numerous articles that have appeared in the Journal of Biological Chemistry, U. S. Egg and Poultry Magazine, Poultry Science, Food Technology, Cereal Science Today and Applied Microbiology.

Henningsen Foods, whose main office is in New York City, has five plants in the midwest, and Dr. Forsythe will make his headquarters at the company's Central Laboratories in Springfield, Missouri.

### In Canada

Durum wheat production in Canada was estimated on September 1 at 19,400,000 bushels, compared with last year's estimate of 28,400,000.

### Correction

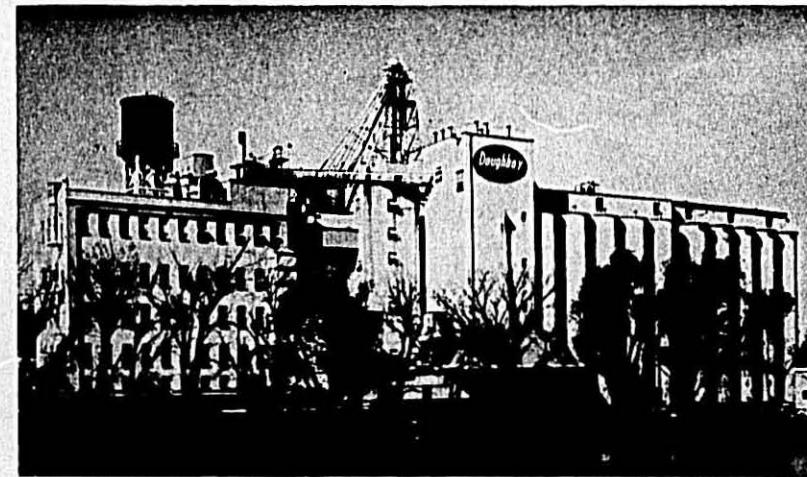
Macaroni production figures in column 2 of Statistical Compendium (p. 9, October issue) should be in millions of pounds.

THE MACARONI JOURNAL

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## Convention Coming Up

- Hotel Diplomat, Hollywood, Florida 33022**
- Jan. 22 Industry Business Meeting — Committee and Financial Reports
  - Jan. 23 A Two-Day Management Seminar
  - Jan. 24  
**COMMUNICATING TO UNDERSTAND**  
Communications within management;  
with consumers and the trade;  
Communications in labor relations.
  - Moderator: Robert C. Sampson, Behavioral Sciences Counselor, Chicago, Illinois.
  - Jan. 25 Board of Directors Meeting.

Write  
For Reservations,

**The National Macaroni Manufacturers Association**  
P.O. Box 336, Palatine, Illinois 60067



## New York Press Party



Paste Panelists: Manny Ronzoni, Vincent F. La Rosa, Robert I. Cowen, with Ted Sills standing. Al Ravarino, Lloyd Skinner, Jack Wolfe.



ON Wednesday, September 27, the National Macaroni Institute sponsored a press party for the magazine food editors, columnists, and leading newspaper people in the Metropolitan New York area. A reception and luncheon were held at Tiro A Segno (New York Rifle Club) on 77 McDougal Street in the Village. This has been the scene of many a social event for macaroni manufacturers entertained by the Rossettis and other suppliers. Both Charles and Alfred Rossetti have been officers in this unique establishment (see below).

The format was similar to that used at last year's successful presentation at the National Newspaper Food Editors' Conference held in Boston. Prior to the buffet luncheon featuring antipasto, baked ziti, spaghetti cooked to order and rushed to the tables (a grater for the Parmesan cheese was at each place), aperitifs were served with snack-a-ronis. These appetizers were

made of cooked spaghetti deep fried in oil and seasoned with onion salt and dill.

### Greetings

Following luncheon, President Robert I. Cowen greeted the more than forty food editors:

"It is my pleasure to greet you and say 'Welcome to Tiro A Segno.' You might like to know that our Association was organized in 1904. At present our membership includes 90 companies out of a potential 125 commercially important firms in the country. These all operate on a regional basis. The fragile quality of macaroni products does not permit shipping more than a few hundred miles from the manufacturing plant.

"Sitting here in this thoroughly Italian atmosphere, it might surprise you to learn that the first macaroni plant in America was not Italian at all, but French. A. Zerega established the

plant in Brooklyn in 1848; the company continues as A. Zerega's Sons in Fairlawn, New Jersey.

"And now on behalf of the National Macaroni Institute, sponsoring this meeting, I'd like to add that it is gratifying to see so many of you here today to quiz the experts of the macaroni business. The macaroni manufacturers take great pride in their products, and like to talk about them, so you'll find them willing to answer any questions you may care to ask."

Mr. Cowen then introduced the club steward, Antonio Manfredi, who made the luncheon arrangements, and Ted Sills, NMI public relations counselor, who moderated the panels. As each panelist was introduced, he made a brief statement to pique interest and stimulate questions.

### Best Wheat

Emanuele Ronzoni, Jr. said: "American macaroni products are the best in

the world. They are the best, first of all, because they are made with the finest durum wheat grown anywhere.

"Durum wheat is grown mainly in North Dakota, Minnesota, South Dakota and Montana. In this small area—called the 'Durum Triangle'—soil and climate combine to provide the conditions for producing the best durum wheat in the world.

"It is from this durum that the semolina used in making macaroni is produced. Semolina is made from the heart of the durum wheat and is prized for its amber color, 'nutlike' flavor and qualities which provide excellent cooking tolerances in the macaroni products made from it.

"Research is going on constantly at North Dakota State University and other cereal chemistry laboratories to develop disease-resistant strains of durum to provide adequate supplies for the future.

"Because of the special wheat used, macaroni products supply a high quality protein. While the protein is called 'incomplete,' only two of the eight essential amino acids are low. When macaroni is combined with meat or cheese, the level of these two amino acids is raised and the dish provides an excellent source of high quality protein.

### Fine Plants

"Not only are the ingredients of American products of high quality, American macaroni plants are equipped with the finest machinery in the world. Some of it is imported from Italy and Switzerland.

"In addition to the important protein, macaroni products are valuable as providers of energy-giving carbohydrates. Much maligned in these days of weight-consciousness, carbohydrates are a necessary part of the daily food intake.

"Enrichment adds iron, thiamine, riboflavin and niacin to macaroni products. A four-ounce serving (four ounces after cooking) supplies:

50% of day's need for thiamine  
25% of day's need for riboflavin  
40% of the day's need for niacin  
32.5% of day's need for iron

"Macaroni is thus seen to be a nourishing food, suitable for all ages and all kinds of diets.

"Furthermore, the same high quality macaroni, spaghetti and egg noodles is available all year 'round."

### Food For Mods

Vincent F. LaRosa declared: "Macaroni is a food for mods. Macaroni is one of the original 'convenience foods.' Macaroni, spaghetti and egg noodles can be stored in the packages in which they are bought.

"They can be stored on the cupboard shelf, requiring no special conditions. They keep well for long periods of time, so the homemaker can always have a supply on hand for instant use.

"They cook quickly . . . the average time is 8 to 10 minutes . . . less for the small thin products, more for the large and thick ones. Macaroni requires a minimum of utensils for cooking: a large pot, a spoon, and for some, a measuring cup. They require a minimum of ingredients to make them ready to eat: water and salt for the cooking. Then oil or butter, and perhaps Parmesan cheese or garlic or parsley would make cooked spaghetti into a delicious dish.

"All macaroni products combine well with the more recently developed convenience foods: canned sauces, packaged sauce mixes, frozen sauces . . . and in a two-step operation a main dish or a satisfactory accompaniment to meat is prepared.

They are easy to cook, requiring a minimum of work and watching. They can be transported (for camping and cookouts) with no special packing or protection."

### And Weight Watchers

"Macaroni is a good food for dieters," observed Robert I. Cowen.

"Macaroni products are included in one of the four food groups recom-

mended for inclusion in the daily diet, by the United States Department of Agriculture Daily Food Guide. A weight-reduction diet begins with normal diet.

"Calories and carbohydrates have for many people an evil connotation. Actually, carbohydrates are needed in every person's diet to produce the calories needed for energy to do all the work he has to do in any one day. It is important, when one is weight-conscious, to have the calories come from foods which supply other important nutrients. In addition to the carbohydrates, macaroni products also supply important protein. Enriched products also supply iron, thiamine, niacin and riboflavin.

### The figures:

1 cup cooked spaghetti provides only 155 calories (a little less than 2 ounces uncooked)

1 cup cooked macaroni provides only 155 calories (a little less than 2 ounces uncooked)

1 cup cooked egg noodles provides 200 calories (2 ounces uncooked)

"The sauces which accompany macaroni products are often rich and high in calories. Also causing excess calories are large servings of other foods which contribute lots of calories, but little else in the way of food value.

### Family Favorites

"One advantage of keeping macaroni products in the menu when one member of the family is trying to lose weight, is that the other members of the family can enjoy their favorite foods. The thin ones can put on the extra sauces, have two helpings, and yet basically the whole family eats the same menu. Macaroni products are suitable for people of all ages and all kinds of diets besides weight-control.

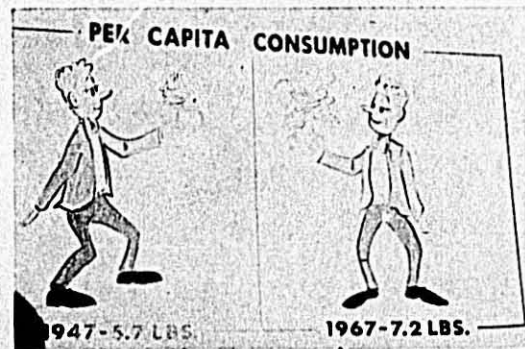
"National Macaroni Institute has worked out many satisfying and appetizing meals using generous portions of macaroni, spaghetti or egg noodles, and the total calorie count often comes (Continued on page 14)



Editors serve themselves at buffet tables at the Press Party.



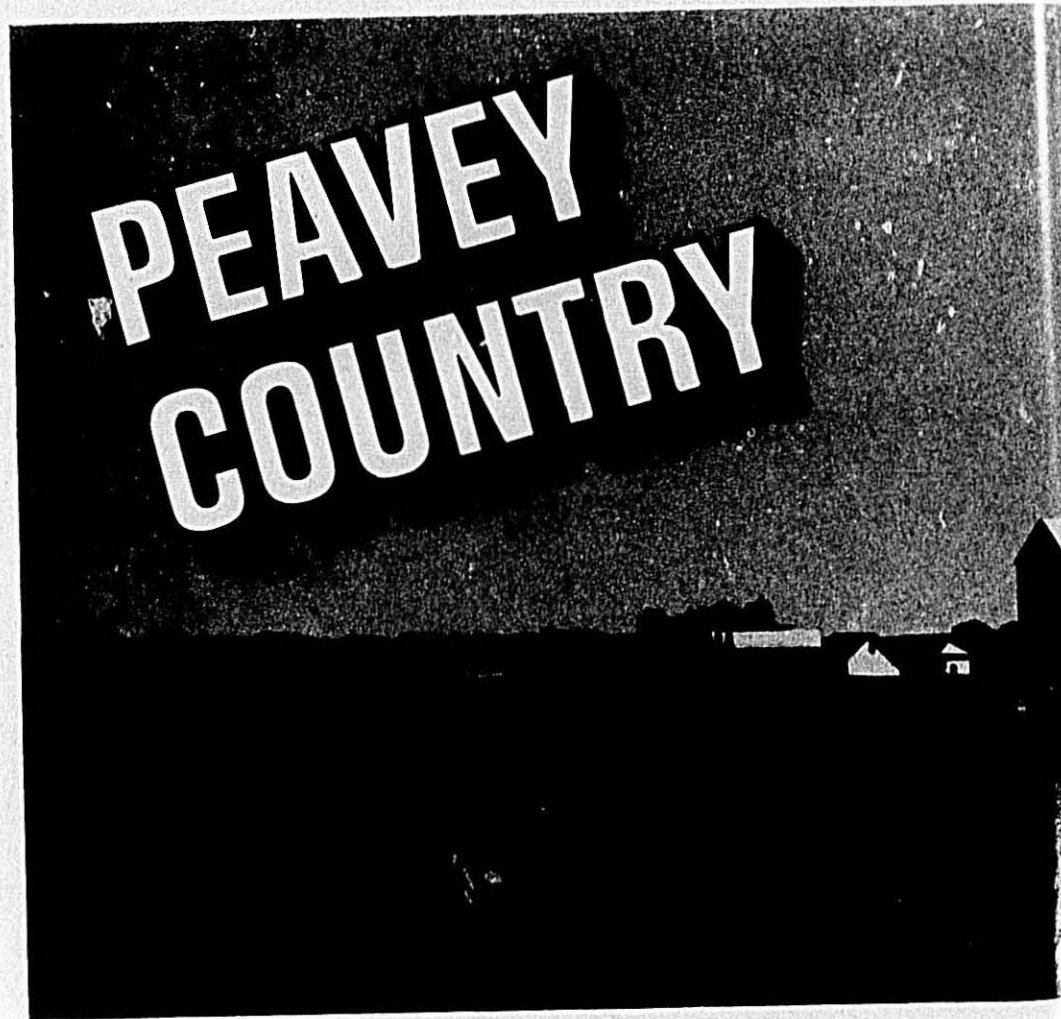
Lloyd Skinner helps boost sales.



Per Capita Consumption Increase.



# PEAVEY COUNTRY



**Famous  
for its  
durum  
wheat**

You might well expect Peavey to be a major factor in the milling and distribution of durum products. The reason? North Dakota's durum wheat fields where virtually all the nation's durum crop is grown—are in the heart of Peavey Country (see map). This is a broad, wheat-rich land that supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

Durum is an important product of Peavey, along with a multitude of other enterprises related to the growing, stor-

age, transportation, merchandising and processing of cereal grains. Peavey is a highly efficient operator in this complex business because its operations are streamlined and coordinated to the nth degree.

Durum mills operated by Peavey are located at Superior, Wisconsin, Grand Forks, North Dakota and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey has total milling

capacity of 60,000 hundred-weights a day, much of it, of course, in durum.

No wonder macaroni and spaghetti manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts 'way out in Peavey Country'.

■ Merchandising and commodity futures offices; ● Terminals; \* Flour mills and mix plants; ✱ Flour sales offices and warehouses; □ Country elevator, feed and service facilities; ⊕ Home offices of Peavey Company and National Grain Co. Ltd.

*King Midas* DURUM PRODUCTS

NOVEMBER, 1967



**PEAVEY COMPANY**  
Flour Mills

THE MACARONI JOURNAL



### Press Party—

(Continued from page 11)

to no more than 550. A calorie intake of 1200 is about the lowest one should undertake when still leading an active life."

### Cooking Problems

Albert Ravarino made the statement: "Most Americans don't know how to cook macaroni. Most Americans do not use enough water. Possibly because they do not have large enough pots. Eight ounces of any macaroni product requires 3 quarts of rapidly boiling water."

"The water must be rapidly boiling before adding the macaroni. And it must stay at the rapid boil throughout the cooking time. This is the reason that macaroni should be added gradually to the water—so that the water keeps on boiling furiously. The pot should never be covered! Some Americans don't even know this! The water is more agitated when uncovered, and this is essential to keep the macaroni moving around in the water, to cook quickly and evenly."

"Stirring once in a while helps to keep the product evenly distributed throughout the water too. Stir gently though, so as not to damage the tender pasta."

"At the exact moment the pasta tests done, it should be drained in a colander, then dressed with oil, butter or sauce and served immediately. Freshly cooked spaghetti is the best kind there is. There is no need to rinse macaroni products, unless they are to be used in salad. Then a rinse in cold water will cool it for adding to other ingredients."

### Cook Al Dente

"Most Americans overcook all macaroni products, making them soft and mushy. They could learn from the Italians who have had centuries of experience eating pasta. The Italians can fully appreciate the flavor and texture of pasta products, because care is given in the cooking to bring out all the virtues of their favorite dish."

"There is only one way to test macaroni products for doneness. That is to take a bite. . . . The Italians say it should be cooked just until it is 'al dente'—tender, but still firm—"to the tooth." The cooking time will vary with the product—more time for the larger and thicker shapes, less for the small and the thin ones. Average time is about 8 to 10 minutes."

### Economy Appeal

There was good news from Lloyd E. Skinner: "The cost per serving of macaroni is still only slightly over 3½¢. Calculating on the basis of the approximate national average cost of 29¢ per pound for macaroni products, and allowing eight servings per pound for generous portions, the cost per serving is only a fraction over 3½ cents."

"Prices do not fluctuate, as with seasonal products which vary with availability. Macaroni products are always in good supply and always low-priced. Economical macaroni products can be used to extend the higher priced foods, such as expensive cuts of meat, and thus help keep down the food costs. Macaroni products stretch left-overs, and so help provide an extra main dish, which would not otherwise be possible."

"Macaroni is an inexpensive source of high quality protein. It lacks only two of the essential amino acids, and when macaroni is combined with a small amount of food supply animal protein (meat, fish, eggs, milk, cheese) the protein in the macaroni then can be fully utilized by the body."

### Consumption Climbs

"Americans apparently recognize the economical aspect of macaroni products. Last year they consumed a total of 1,376,000,000 pounds. During the first six months of 1967, the consumption is 4.1% ahead of the 1966 figure. If the trend continues, and there's no reason why it should not, the total 1967 consumption will reach 1,432,416,000 pounds. On this basis the per capita consumption figure for 1967 will be 7.2 pounds. This includes the three most popular forms—elbow macaroni, spaghetti and egg noodles — and many other shapes."

### Plenty of Variety

"Macaroni can be made in 324 different shapes and sizes," said Jack Wolfe. If all shapes and their possible variations in size and length were available in any one market, the consumer could eat a different product almost every day for a year. (There are at least 324 possibilities.) About 150 different shapes are generally available throughout the country. Many more are made by various manufacturers to meet demand in particular areas."

"There are three general classifications: solid rod form (such as spaghetti), products with a hole (such as macaroni) and flat shapes (such as noodles) . . . and in addition the special shapes, such as shells, cavatelli, riccini, rotini."

"Yet all these many shapes are made basically from the same dough . . . with one exception: Egg noodles are made from the same mixture of semolina and water used for macaroni and spaghetti, with the addition of 5.5% egg solids."

### Any Time, Any Place

Ted Sills concluded: "There's a pasta dish for any time, any place. Macaroni cooked in milk can be a good breakfast dish. Hot or cold, macaroni, egg noodles and spaghetti are fine for lunch. One of the most frequent uses, of course is as side dish or main dish at the evening meal, whether it be called supper or dinner."

"Macaroni products are fine for carried lunches. A small wide-mouth vacuum bottle will carry hot or cold dishes. Salad, soup, stew, casserole are some of the possibilities. These may be a serving left over from the night before and reheated in the morning. Or, if there are several lunches to pack it may be worthwhile to make a recipe just for the carried meals."

"Macaroni products are great for camping trips. They are easy to carry, store and cook. They provide the basis for one-pot meals, or are fine accompaniments to freshly caught fish, or served with canned saucers."

### Out Of Doors

Macaroni products are ideal for picnic meals. A cold salad, a hot casserole, a stew, or spaghetti with sauce are all easy to carry. Some things carry well in a wide-mouth vacuum jug. Hot casseroles can be wrapped in several thicknesses of newspapers."

"Macaroni, egg noodles and spaghetti are good dishes for cookouts, either at home or at nearby park. The macaroni can be cooked in the kitchen while meat is broiling on the patio grill. Macaroni can be cooked at home and carried along to the cookout scene to be added to a skillet or stew."

"Macaroni is just as good for company meals as it is for family meals. There are many classic dishes that can be served quite elegantly: Noodles Alfredo, Turkey Tetrazzini, Spaghetti al Pesto, Spaghetti with Clam Sauce, Hungarian Goulash, Beef Stroganoff on Egg Noodles, Veal Paprikash on Egg Noodles. A robust tomato meat sauce over spaghetti, a colorful macaroni salad, any number of noodle-meat casseroles, all serve for a very informal meal."

### Holiday Fare

"Don't overlook macaroni products at holiday meals. Noodles, buttered and sprinkled with poppy seeds, toasted almonds, chopped parsley are good accompaniments to most any kind of roast. Macaroni casseroles with vegetables are, too. Make use of leftovers by combining with macaroni, spaghetti or egg noodles, for a family supper or lunch."

(Continued on page 16)

THE MACARONI JOURNAL

## Glide Along with BUCKETGLIDE

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**LOOSEN,**  
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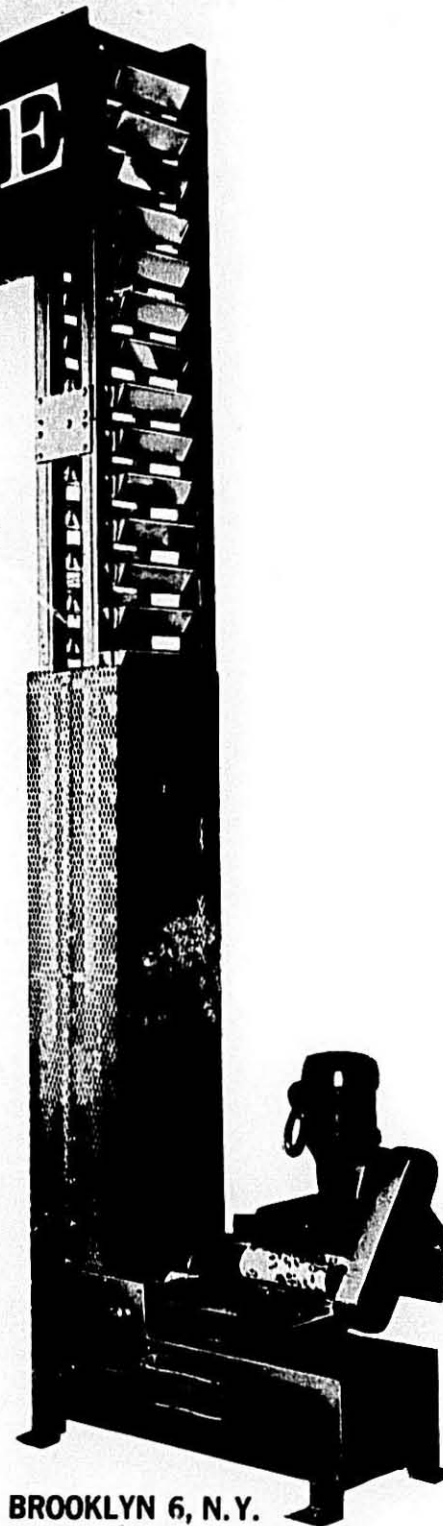
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NOVEMBER, 1967





### Press Party—

(Continued from page 14)

"Macaroni products can be served in all seasons. Macaroni products can be used to stretch a meal when unexpected guests appear. 'Snack-aroni' is good at cocktail time, tea-time or between meals."

Following a spirited question-and-answer session, the editors were presented with a press kit full of background material. All in all, it was a highly successful meeting.

### Tiro A Segno—A Unique Club

The name of this unusual club is hard to translate, but it's something like "Hit the Mark" in English. Also known as the New York Rifle Club, it came into existence, officially, in 1888. It was the logical result of a few newly arrived Italians who joined each other regularly to go hunting, thus continuing a favorite pastime of their former homeland.

Begun with only a small group of friends, the club now has 350 members. As the membership has grown, so has the club increased in size and facilities. The organization moved into its present headquarters in 1930. Originally three private residences, built in 1820, the houses have gradually been remodeled and redecorated to serve the club's growing needs.

The walls are hung with rifles of all sorts for the main interest of the Italian-American members is still hunting. There are clay bird shoots, target shooting and live pigeon shoots. The latter are held in Pennsylvania, the only state still permitting the sport, and for these there are highly prized silver trophies. Mr. Leon Michelini, Secretary of the club, happily tells a visitor of the activities and shows the big, gleaming cups.

### Great For Food

But food is the main topic of conversation with Antonio Manfredi, Steward since 1939. A native of Portofino, Mr. Manfredi came to New York in 1922. Working in various restaurants, he quickly acquired his talent for preparing and serving food. A zeal for perfection linked with his fondness for Italian food and his love of life make Mr. Manfredi a happy man in his work of managing Tiro A Segno.

Interviewed a few days before the press luncheon given by the National Macaroni Institute, Mr. Manfredi was happy to give the menu. The antipasto, he said, would be served buffet style and would include fifteen or more items. He named them rapidly, one after the other, and then after a slight pause, and with twinkling eyes, he



Antonio Manfredi

added, "And if I sleep good . . . maybe I put a little more."

Asked if the menu would include any macaroni products, the answer was prompt. But of course, there would be Baked Ziti and Lasagne. But what about spaghetti? The answer was immediate and firm. "No." Spaghetti absolutely could not be served from a buffet. Spaghetti must be cooked in small batches, rushed still steaming to the table, and eaten immediately! Therefore, he would serve spaghetti in this fashion. And so, after all, "Yes," there would be spaghetti!

### About Parmesan

"In a country called Bengodi, where the vines are tied up with sausages and a goose is to be had for a farthing, with a gosling into the bargain, there is a mountain all made of grated Parmesan cheese. On top of this mountain there are people who do nothing else but make macaroni and ravioli. They cook it in capon broth, then they toss it down—and those who can grab it may have all they want and more. Right beside the mountain is a lovely stream flowing with wine—the best you ever tasted—and not a drop of water in it."

—Boccaccio, Decameron

Obviously Boccaccio looked upon freshly cooked macaroni and grated Parmesan cheese as symbols of the good life. And so they are still today. For the simplest of dishes, a steaming plate of just-cooked spaghetti (al dente, of course) dressed with butter or oil and freshly grated Parmesan cheese is food fit for a king. It's easy to find excellent spaghetti, macaroni and egg noodles—the finest in the world are made in America. But for the true Parmesan cheese, look to Italy.

### Comes From Italy

In spite of the wide use of the name Parmesan, the only genuine product is made in a small area in Italy. For over nine centuries skilled cheesemakers have been making this superb food in the Reggio Emilia, Modena and Parma districts, as well as part of the Mantua district on the right bank of the Po river and part of the Bologna district on the left bank of the Reno river. The cheese is made only during the period when the cows are feeding on grass, and when the pasture is at its best at that. This accounts for the light golden color and high food value of Parmesan cheese. For in addition to its delightful flavor this unique cheese carries important protein, minerals and vitamins.

In buying Parmesan cheese, then, first be sure it came from Italy. Next, buy a piece which you can grate as you need it for only then will you capture the full, rich flavor of the cheese. There is hardly a pasta dish that cannot be served with freshly grated Parmesan. A simple sturdy minestrone becomes food for the gods with the addition of the pale golden cheese. The classic Fettuccine Alfredo and Spaghetti Aglio e Olio absolutely require it. Any sauce for spaghetti has a richer flavor for the sprinkling of cheese at the last minute before it is eaten.

### Table Cheese

Americans may not know, as Italians certainly do know, that Parmesan cheese can be served as a table cheese, without being grated. It is a very hard cheese and requires a sharp knife to cut. It is not smooth; after cutting the surface is quite rough. Which explains why it is called a *grana* (grainy) cheese. The tiny crystals can be seen and can be felt when eaten—even after these cheese has been finely grated. This graininess develops as the cheese is aged.

And that is another thing to remember: Parmesan cheese is aged at least two years. It is the aging which develops the great flavor, which is mild and piquant all at once. The black coating is put on the outside of a loaf of cheese during the ripening period, and this keeps the delicate sweet flavor sealed in.

Enjoy, then, all the many delicious American pastas with one cheese: the great Italian Parmigiano-Reggiano—which is called Parmesan in the United States. Once the flavor of freshly grated genuine Parmesan has been enjoyed, one will always prefer it.

**COMMUNICATIONS SEMINAR**  
Hotel Diplomat, Hollywood, Fla.  
January 22-25, 1968

THE MACARONI JOURNAL

## American Dairy Association Pushes Macaroni

The National Macaroni Institute is one of the partners in cooperation with the fall advertising and merchandising drive of the American Dairy Association.

A six-page spread in full color tells about the vitality parade of foods in the September issue of Family Circle. George Gobel is the band-leader and becomes a drummer boy in point of sale pieces. In a double page spread captioned "Play It Hot" Noodles Alfredo and Beef Stroganoff on Noodles are pictured. The Noodles Alfredo are the center of attention of the large danglers prepared for an all-store promotion.

Morton J. Pollack, product manager for ADA, reports about 15,000 food stores are using materials and distributing recipe books. This should show distribution of 7,500,000 copies with orders for additional recipe booklets by food stores and by dairies bringing the total up to 20,000,000.

Publicity releases to newspapers around the country have been sent out by the American Dairy Association. Two typical releases follow.

### Macaroni Never Tasted So Good

Snap out of the dull dinner routine. Take a break from meat and potatoes with this snappy new dish. It's Spicy Sausage-Mac Dinner, a hearty meal with a bright new flavor combination.

You start with ordinary macaroni but you spice it up with curry powder, chopped onion, chopped green pepper and sliced summer sausage. Then surround it with a creamy cheese and mushroom sauce and bake it. Garnish with egg slices and serve with a crisp green salad and cold refreshing milk.

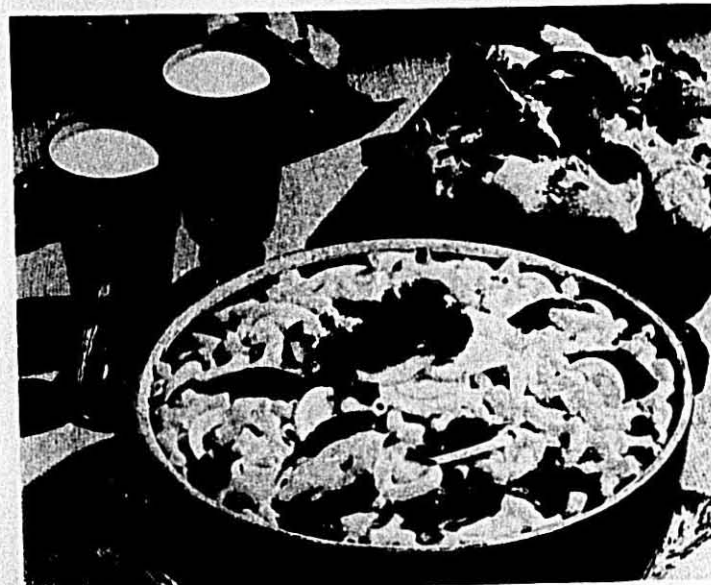
You think of macaroni always teaming up with Cheddar. This time it's different—Swiss is the cheese to add the flavor.

For variety, make Spicy Sausage-Mac Dinner another time substituting smoked sliced beef for the sausage. Smoky Beef-Mac Dinner will make a big hit with your family too.

Either way, it's a perfectly delicious dish for snapping out of the dull dinner routine. And your family will tell you, ordinary macaroni never tasted so good.

### Spicy Sausage-Mac Dinner

- 2 cups (7 or 8 oz.) elbow macaroni
- ¼ cup (½ stick) butter
- ¼ teaspoon curry powder
- ½ cup chopped onion
- ½ cup chopped green pepper
- 1 can (10½ oz.) condensed cream of mushroom soup
- ½ cup milk
- ¾ pound sliced summer sausage, cut up
- 1 cup (4 oz.) shredded Swiss cheese
- 4 hard-cooked eggs, sliced
- Egg slices for garnish



Spicy Sausage Mac Dinner



Cheesy Noodle Omelet

Cook macaroni according to package directions; drain and set aside. Meanwhile, in small skillet melt butter; stir in curry powder. Saute onion and green pepper until tender. In a large bowl combine soup and milk; add sausage, cheese, eggs, sauteed vegetables and macaroni. Turn into a 2½-quart buttered casserole. Bake in a preheated 350 degree oven 45 minutes or until heated through. Garnish with egg slices. Makes 6-8 servings.

Note: One package (3 oz.) smoked sliced beef, chopped, may be substituted for the summer sausage.

### Brighten Up Breakfast

Breakfast can get to be a pretty tiresome meal. Tiresome to serve and tiresome to eat. The same old thing day after day. Well, here's one sure way to brighten it up. Try a Cheesy Noodle Omelet. It's a perky dish that'll bring the fun back into breakfast. Children generally love noodles. Combine them with eggs for a breakfast dish and you'll find them enjoying this meal that generally is ignored.

And for that very special brunch, this tasty treat is perfect. Cheesy Noodle Omelet is delightfully different. It's fluffy. It's light. And your guests will think that you went to a great deal of trouble to prepare it. But they couldn't be more wrong.

Cheesy Noodle Omelet is as easy as one, two, three. One, just beat the eggs with salt and pepper. Two, stir in the cooked noodles, cheese and other ingredients. Three, cook, cut into wedges and serve. Each piece will look as good as it tastes.

(Continued on page 20)



# 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.

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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.

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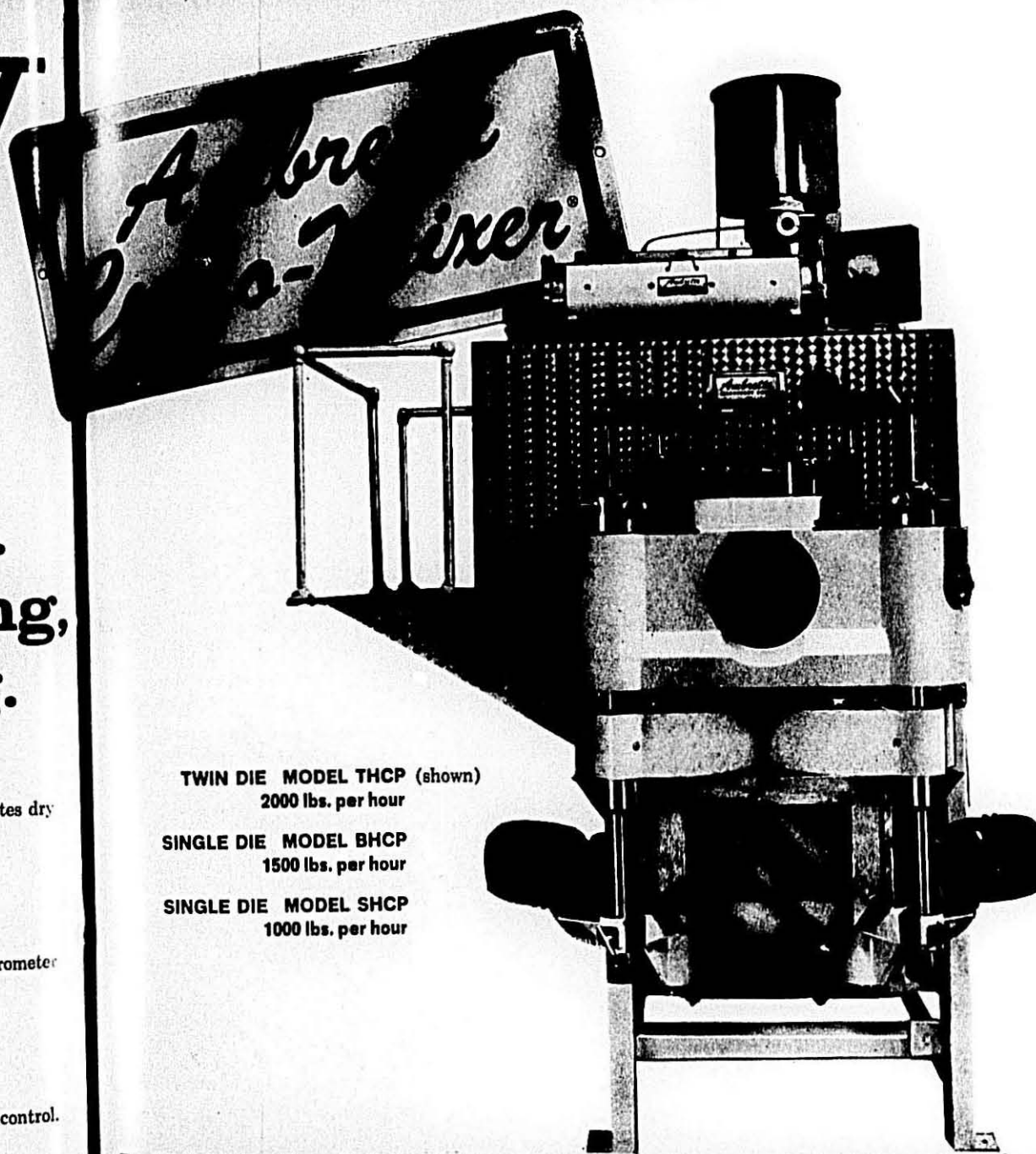
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

### **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**

NOVEMBER, 1967



### ADA Pushes Macaroni—

(Continued from page 17)

Now for the finishing flavorful touch. Serve with Canadian bacon, sausages or ham; a tangerine opened to form a flower; and a cup of creamy hot chocolate topped with whipped cream. And just think, breakfast used to be tiresome.

#### Cheesy Noodle Omelet

8 eggs  
1 teaspoon salt  
1/4 teaspoon pepper  
2 cups noodles, cooked  
1 cup (4 oz.) shredded Cheddar cheese  
2 tablespoons chopped green pepper  
1 tablespoon chopped pimiento  
2 tablespoons butter, melted

In a bowl beat eggs with salt and pepper. Stir in noodles, cheese, green pepper, and pimiento. In large covered skillet melt butter; pour in egg mixture. Cover and cook over medium heat 15-20 minutes or until set. (Do not stir.) Cut into wedges; remove from skillet and serve immediately. Makes 8 servings.

**Variation:** Substitute 3/4 cup grated Parmesan cheese for the shredded Cheddar cheese.

### The Egg Situation

Government figures released the third week in September substantiate what most egg men already know: more birds have been producing more eggs than a year earlier, reports the Tepco Pioneer, monthly news letter of the TranIn Egg Products Company.

Egg production during the first half of this year was a record 6.3 per cent above last year. However, a reduction in egg-type chicks hatched since March, coupled with a high-level culling of the flocks, will slow production gains. Number of layer-type eggs in incubators September 1 was reported five per cent below that of a year earlier.

By late fall or early winter, egg production may be near year-earlier levels. For the balance of this year egg prices are expected to strengthen from the August levels, but likely will continue below last year's prices for the same period.

#### Purchase Program Ends

The U. S. Department of Agriculture ended its 1967 egg purchasing program on September 7 with the purchase of 270,000 pounds of dried whole egg solids. Total purchase this year amounted to 2,430,000 pounds at a cost of \$3,187,000. These eggs were purchased for distribution to School Lunch Programs. In dropping the program, U.S.D.A. noted that egg prices to producers "have been

increasing seasonally, and this trend likely will continue into fall."

Secretary of Agriculture Orville Freeman invited a group of egg industry people to Washington for a one-day meeting the third week of September, to discuss with the Secretary and his staff possibilities for strengthening the bargaining power of egg producers. On the agenda: marketing agreements.

### Paperboard Cartons For Frozen Eggs

The publication, Food Processing-Marketing, September issue, reports an innovation in packaging fresh frozen eggs . . . the use of 2-gallon milk cartons!

The cartons, with a 16-pound capacity, supplied by Dairy-Pak, Division of Champion Papers, Inc., are the first in this large size. Blanks for the cartons are shipped in compact cases each holding the equivalent of 53 of the usual 30-pound cans used for frozen eggs. Storage space is at a minimum. When needed, the blanks are removed from cases, set up, filled and sealed in an operation similar to that used for milk packaging.

#### Saves Man-Hours

The article states that an Anheuser-Busch egg packer, Wenk Produce, Madison, South Dakota, estimates use of the cartons save 160 man-hours of labor per week in their operation. At this plant, corrugated cases, each holding two 16-pound cartons, are used to ship eggs to customers. Cost of two cartons and the shipping case is slightly lower than cost of the 30-pound metal can previously used.

Packaging operations consist of placing carton blanks into forming unit where cartons with heat-sealed bottoms emerge ready for filling. When filled with liquid egg from a cold storage tank, they are heat sealed, then packed in the corrugated cases for palletizing, freezing and shipping.

Sanitation and convenience are two more advantages of the paperboard cartons, with elimination of the operations of handling, storing and washing the empty metal cans.

### Quality Good in North Dakota

Spring wheat samples as of September 15 remain good in North Dakota, according to the United States Department of Agriculture, with the northeast, southeast and southwest districts having average test weight at just over 60 pounds.

Protein content continues to average better than 15 per cent in the north-

west, west central, central and east central districts.

Moisture was mostly around 11.4 per cent for the state as a whole, with the highest percentage found in the central and south central districts where the average was 11.8 per cent.

Total defects ranged from 2.5 per cent to 2.8 per cent in the northwest, west central and south central districts, sharing a percentage of shrunken and broken kernels ranging from 2.1 to 2.5 per cent.

There were 402 samples of about 3.4 million bushels tested.

A total of 109 samples of durum wheat, representing 784,000 bushels, showed counties in the central and southwest districts had defects of over 3 per cent with shrunken and broken kernels being the major factor.

Foreign material was generally of small percentage statewide.

### E. M. Murphy to Manage North Dakota Mill

E. M. Murphy has been appointed general manager of the North Dakota Mill & Elevator in Grand Forks, North Dakota. He replaces P. R. Fossen, who will remain to assist Mr. Murphy during the transition period. Mr. Murphy was with Montana Flour Mills Company, Great Falls, for thirty years, most recently as vice president in charge of flour sales and assistant secretary of the company. Sam Kuhl, previously chief chemist and head of production at North Dakota Mill & Elevator, advances to assistant general manager. Mr. Murphy says he anticipates no other changes in department heads.



**Well-Bearded:** The "trophy" of durum wheat, that is. Obviously it's not Al Bedor (left), office manager in the durum sales department of International Milling. Bedor accepts the trophy during celebration of his 40th anniversary with the company from Sal Maritato, International's general sales manager for durum products.



Production Manager who just switched to MALDARI Extrusion Dies -



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



## NEW YORK MEETING



Frank Dierson Speaks. Seated left to right: Monsignor Romaniello, Robert Cowen, Fred Mueller.

### Comments on Packaging Law

More than sixty macaroni manufacturers and suppliers attended a luncheon meeting at the Biltmore Hotel, New York City, on September 28.

They heard Frank T. Dierson, general counsel of the Grocery Manufacturers of America and chairman of the Industry Committee on Packaging, urge the group to proceed to the task of conforming with the Fair Packaging and Labeling Law while keeping up the battle to prevent further restrictions. He called the new law basically workable and stated that the All Industry Committee in meetings with Food and Drug Administration officials had succeeded in getting a number of concessions, such as those covering zip code, quantity declaration on expensive ingredients, net weight at room temperature on frozen foods, and type size on net contents.

Several manufacturers present found fault with the requirement that the declaration of net contents be in the lower third portion of the label, stating that it would be highly impractical for many macaroni packages, particularly those that would be tray packed.

Asked what can be done about the problem of having a large number of packages in inventory on slow-moving items, Mr. Dierson said he believed: "FDA will be generous in allowing you to use up present stocks if you can show you have moved with reasonable promptness to comply with the law."

### Product Promotion

Theodore R. Sills, Elinor Ehrman, and Marian Laylin of Sills' New York office, gave a report on the highly successful press party held the day before (see page 10).

Announcement was made that three mailing pieces would be prepared for the grocery trade by the National Macaroni Institute for Lent, Summer, and Fall Merchandising. The first will be "Noodles Have Oodles of Friends." The second will be "Macaroni Has Many Mates". For National Macaroni Week next year, the theme will be: "Spaghetti Goes Steady", emphasizing related item tie-ins with macaroni products.



Elinor Ehrman shows shopping bag with cheese grater and press kit.

### Budget Taste Treats

John Huston of the Beef Industry Council told of promotional plans for "Budget Taste Treats" scheduled for January and February, to increase post-holiday sales and profits with hearty meals with both variety and economy. An array of various sized posters and merchandising pieces will be utilized. Among them were four-color treatments of Spaghetti & Meat Balls and Round Steak on a platter of Noodles. Merchandising opportunities are set up in both the meat and groceries departments.

Some of the manufacturers and suppliers went to dinner at the Rifle Club, including Monsignor John Romaniello, the Hong Kong Noodle Priest.

### Consumer Survey

Food Topics in its annual survey of what consumers spend for grocery store products says macaroni products posted a 5.1% gain in 1966 compared to 4.2% in 1965. 1966 sales of grocery stores hit \$64,700,000,000, up 7.1% over 1965, with non-foods accounting for 16.2% gain.

Dollar value of total domestic consumption of macaroni products rose

\$22,000,000 to stand at \$432,250,000. Item breakdown was as follows: macaroni \$141,080,000, up 5%; noodles \$117,160,000, up 2.8%; spaghetti \$174,010,000, up 6.4%.

Sixty-eight per cent of total domestic consumption moves through grocery stores.

### Casserole Mixes

Birds-Eye home-style casserole mixes are being introduced in upstate New York and the Pacific Northwest by General Foods. The mixes come in three flavors, brown, white and golden sauce. Each mix contains selected vegetables, potatoes or macaroni, sauce, and a separate pouch of seasoned crumb topping.

The frozen mixes may be combined with meat, poultry or seafood along with milk or water. The topping is then sprinkled on and the casserole placed in an oven for 35 to 40 minutes.

The introduction will be supported with television and print advertisements. Suggested retail price is 79¢.

### In Test Markets

Betty Crocker casserole dishes are being test marketed. They are Noodles Canton, Rice Keri-yaki, Noodles Stroganoff, and Macaroni Monte Bello. Each retails for about 47¢, slightly higher in the West. Ground beef must be added to the mixes.



John Huston, Beef Industry Council

### Macaroni O's

















Campbell Soup Co. is launching Franco-American Macaroni O's with Sunday comics ads in color. A coupon worth 7 cents toward purchase of one can of the product will appear in the ads. There will be commercials on daytime children's television and nighttime television shows.

Point-of-purchase materials are available.

The price per can ranges from 19 cents to 23 cents.

THE MACARONI JOURNAL



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



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NOVEMBER, 1967





George N. Kahn

## SMOOTH SELLING®

by George N. Kahn

### A Customer Has a Name— Know It.

This is No. 35 of 36 sales training articles.

**T**ED Short, a roller bearing salesman, was introduced at a distributors' meeting to one of his firm's biggest customers.

Three weeks later, Ted was assigned to the territory in which that customer's company was located.

At his first call on the man Ted suffered the horrible embarrassment of forgetting the buyer's name. He had never dreamed it could happen to him. But it did, and very naturally. Ted stuck out his hand and said, "Glad to see you again, Mr. uh, uh..."

What made it even worse was that the customer had no trouble recalling Ted's name.

Ted got the order but the buyer was plainly unhappy about his mental lapse.

Later, Ted talked the incident over with his sales manager, Bill Murray.

"You were lucky," said Bill. "There are some buyers who would have been so angry they wouldn't have bought a dime's worth of merchandise from you. A bad memory can really hurt a salesman."

That was enough for Ted. That was not the first time he had forgotten an important name, and he resolved it would not happen again.

Ted began training himself to remember names and associate them with faces. He succeeded so well that in six months he developed one of the most phenomenal memories in the business world.

#### No Excuse

Are you guilty of fumbling awkwardly for the names of customers, prospects and business acquaintances?

If so, don't write it off as a natural handicap or some such excuse. There is no excuse for failing to remember

names, especially for a salesman. It's embarrassing to both you and the buyer and can lead to a very strained relationship, if not total rupture.

If you can't remember names, it means that you haven't tried hard enough to overcome the problem. You must teach yourself to improve this vital faculty.

Remember that a name is the only link between you and a prospect until you establish a closer relationship. How easy it is to break that link by the simple act of forgetting his name.

#### You Don't Like It Either

Nobody likes to have his name forgotten. You're no exception. Can you remember a time when somebody forgot your name or got it wrong?

Chances are that you didn't like it at all. On the other hand, do you recall how pleased you've been when someone remembered your name, even though he was only a slight acquaintance you hadn't seen for some time?

In other words, it's only human nature to feel good when somebody speaks your name and to be annoyed when he draws a blank. And if it happens consistently, you really begin to dislike the individual.

If you feel that way, just imagine how a buyer or customer feels when you goof on his name. It can mean the difference between starting the interview off on a cordial note or a frosty one. And ultimately it could easily mean the difference between walking out with an order or just walking out period.

Dick Atwater, a packaging equipment salesman, told me of an incident which illustrates this point.

On a particularly important call Dick remembered the buyer's name when they shook hands. However, midway in the interview, Dick was making a point and said:

"So you see, Mr. ah, ah ah—"  
He had forgotten the man's name! The prospect stiffened noticeably, and

it was evident he was unhappy over Dick's lapse. In fact, the slip put such a chill on the interview that Dick was never able to recover his poise. He lost the order.

"The man's name just wasn't firmly rooted in my mind," Dick told me later. "If I had spent a little more time memorizing it, that would not have happened. You can be sure it did not happen again."

#### Other Names to Remember

A smart salesman will not only remember the names of his customers and prospects but also of their assistants, associates, secretaries and even receptionists. These people have feelings, too, and you never know when one of them can help you get an order. A good word from an assistant or secretary can dispose the boss in your favor.

You start off on the right foot by saying to a receptionist, "Hello there, Miss Jones. It's nice to see you again." The possibilities are good that she will try to get you into the buyer's office at the first opportunity.

#### Memory Home Work

Improving your memory is not a difficult task. It's quite a common practice, and the material to help you is easily available. There are a number of books and pamphlets on this subject. You can also devise methods of your own to cure yourself of a bad memory. Practicing can take place at home or on the job. Here are some proven techniques to aid you in remembering names:

1. When you first meet a person, concentrate immediately on getting his name imprinted on your mind. Make sure you hear it clearly. If not, ask him to repeat it. He'll have no objection to that.

2. Associate the man's name with some personal characteristic or aspect of his appearance. For example, Mr. Morrison has shaggy eyebrows, or Mr.

Long wears a white carnation in his lapel.

3. After you hear a name, keep repeating it to yourself until you know it as well as your own. At home, write it out forty or fifty times.

4. Make a point of bringing up the man's name shortly after you hear it. You might, for instance, say to your supervisor that you had just met Mr. Blank. This is like adding a new word to your vocabulary. The more you use the word the quicker it will become familiar.

5. Carry around a little notebook with the names of persons you have met recently. Whenever you have an extra moment, run over them, each time associating them with some feature of the individual.

6. Study a man's face carefully as you're being introduced to him. In your practice periods you must make the association between name and face.

#### The Cool Salesman

Many psychologists believe that we tend to remember pleasant experiences and forget unpleasant ones. Under this theory, you might forget the name of a prospect who did not give you an order or who was nasty. I have two suggestions for avoiding this possibility:

1. Don't let frustrating or discouraging experiences knock you off the main track. An irate prospect may be having a bad day; the next time he might be far more amenable to giving you an order. Even after an unpleasant session with a buyer, file his name away in the active column and keep remembering it.

2. Keep cool during an interview, even if the prospect does not. If he wants to be peevish, let him. If you let yourself get hot under the collar, you will only be hurting yourself.

#### Motivation and Memory

Memory is closely linked to motivation. If remembering something will help a person or make him richer, he will be more apt to recall it.

Selling is your bread and butter. When you remember a buyer's name, it's not just a game. You should regard memory practice as important to your welfare as the development of a good presentation.

Jim Rarick, sales manager for a paper carton company, told me: "Unless a salesman remembers a prospect's name, the best presentation in the world will do him no good. There is a crucial rapport that must be established between salesman and buyer; if it's not

there, the interview is usually a failure."

He cited the case of one of his salesmen who had such trouble remembering names that he was losing customers in an established territory. "Finally," Jim said, "I bought him a book on memory improvement and ordered him to study it. The result was magnificent. His volume went up 30 per cent after he found the key to remembering names."

#### The Lazy Salesman

Often a poor memory is just a sign of mental laziness, and a lazy salesman has no business in this field. You must be prepared to put out the necessary effort to develop a good memory. And even if you have a fair memory, you should exert a little more effort to make it an excellent one.

How do you think people become expert bridge players? Judgment is, of course, important, but memory has a lot to do with it.

There are dozens of occupations in which individuals must remember long and involved tables, computations, processes, storage places, etc. An airline pilot, for instance, must remember the location and purpose of dozens of dials and switches. The life of every passenger and himself depends on his efficient handling of the plane. He does remember where everything is and he knows what switch to pull at the right time.

Now he was not born with his knowledge. He had to learn it. Just think that if a pilot can learn to remember all of that complex data, should you have any trouble learning a few names?

The human animal is capable of amazing feats of memory if he'll only work at it. In school you learned to read, spell, do arithmetic problems, and many other things. A large part of this was memory.

Some people are born with an outstanding memory, but most of us have to help it along a bit.

#### Get the Right Name

Make sure that you get the name right. This means knowing how to spell it as well as pronounce it. Many names are tricky and can lead to embarrassment for a salesman—just as bad an embarrassment as forgetting the name altogether.

Suppose you hear the name Bixbee. You file it in your brain or write it down as Bixby. So a few weeks later you write him a letter or send in your card referring to him as Mr. Bixby. He's annoyed because most of us like to have our own name spelled right.

This is an easy mistake to make. For example, there are 15 spellings of the name Riley. Even Smith isn't always spelled this way.

A friend of mine, Carl Fisher, is a newspaper reporter. It's part of his job to get names straight. "I take nothing for granted," he said. "Even if a man's name is Brown, I ask him to spell it out. A wrong spelling can lead to a libel suit against me and the paper. Sometimes I double and triple check names in the telephone book and city directory."

Getting the name wrong probably won't result in a libel suit against a salesman, but it could mean the loss of income which amounts to the same thing in the end.

This job is purely up to you. You won't find much about it in sales literature, and it may not be a part of your sales training program. Nevertheless you should accept the responsibility for making yourself stand out in this department. It may mean the difference between your being a \$9,000 a year man and a \$25,000 one.

Here's a chance for you to test whether or not you are taking steps to improve your memory. If you can answer "yes" to seven or more of the questions, you probably have no problem in remembering names of prospects and customers.

#### Yes No

1. Do you take pains to remember a name at an introduction? — —
2. Do you have a method for remembering names? — —
3. Do you make sure you know how to spell and pronounce the name? — —
4. Do you associate the man's name with some characteristic or aspect of his appearance? — —
5. Do you make a point of bringing up a man's name after you've heard it? — —
6. Do you take care to remember a prospect's name even though he was rude or unpleasant? — —
7. Do you believe that even a poor memory can be improved? — —
8. Do you study a man's face on being introduced to him so you can associate it with his name? — —
9. Do you remember the names of all your customers? — —
10. Could you write them down now without referring to notes? — —

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**REPRINTS FOR  
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**Building Better Brokers**

Eleven steps to building a stronger food brokerage firm were listed by Albany food broker, Joseph T. McDermott. The president of McDermott Food Brokers, Inc. spoke at the University of Delaware's Conference on Food Distribution. Analyzing new opportunities to raise the standard in food distribution, Mr. McDermott said that today's food broker knows that he must upgrade himself and his organization in the rapidly changing business environment. He viewed this as a tremendous challenge and a wonderful opportunity. As the industry grows increasingly complex the alert and progressive broker becomes even more necessary, he declared.

Mr. McDermott listed the following eleven points whereby brokers could

raise the standards of service to their principals and their customers.

1. Build a strong sales and administrative force.
2. Plan to continually upgrade all his personnel.
3. Provide the leadership needed.
4. Maintain a high spirit of enthusiasm in the organization.
5. Keep up to date on all latest marketing research, sales promotion, planning and advertising techniques.
6. Have adequate and top-rated sales people.
7. Plan for continuity with qualified younger men.
8. Master the all important communications.
9. Create more productive sales meetings.
10. Cooperate with the National Food Brokers Association to build a stronger and better NFBA.
11. Last but not least, to make a profit.

There is no shortcut in developing professional salesmen Mr. McDermott stated. "This takes theory and constant study, as well as on-the-job practice. It requires sound development on a continuing basis." He emphasized that the successful broker must provide leadership in his organization. He must take the lead in developing creative ideas in a creative climate. He cannot wait for things to happen, he must make them happen. And it is his job to motivate his people so that the needed results are obtained.

The New York food broker emphasized the importance of putting together all functions and aspects of the brokerage firm with the result that the broker shows a profit. "Admittedly it is getting more difficult to obtain because of the tremendous amount of detail that is being demanded of the broker today. However, true to form up to now, the broker has been able to overcome many, many obstacles, to cut costs, increase efficiency, and maintain that always important profit which keeps him in business. The brokerage business today is a product with a value and a cost and this must be properly managed if it is to be of optimum use to the broker, his employees, and his principals and customers."

Enthusiastic about the opportunity ahead and the ability of the nation's food brokers to thrive on them, Mr. McDermott said, "You can expect the food brokers to raise the standard of service to customers and principals in the future and continue to be the leaders in grocery sales."

**Revolutionary Process  
For Long Goods**

In order to extend their manufacturing program, Buhler Brothers Ltd., Uzwil, Switzerland, have acquired the rights for manufacture and selling throughout the world of a new long-goods line developed by the firm Basano in Lyons, France. This novel process offers considerable advantages to macaroni manufacturers.

**Rollnox Process**

In the Rollnox process, products leaving the long die (distributor tube) are spread out regularly on a horizontal table, drawn by suction onto a transport carriage equipped with a fan, cut to a length of about 10 1/4 inches (270 mm), moved over to the preliminary drying trays and placed on them. After the trays have passed through the two-zone preliminary drier, the product is stripped off into the drums of the final drier. Here it is dried down to its final moisture content. At certain locations the drums are moved backward and forward or rotated to ensure uniform drying and straightness of the goods.

Upon discharge from the final drier, the goods fall into a conveying shaker which has a capacity of about 440 pounds (200 kg). From here they are either:

- removed manually and placed in cases prior to packaging in smaller packages, or
- conveyed directly to the storage bins (stackers) which feed the weighing and packing machines.

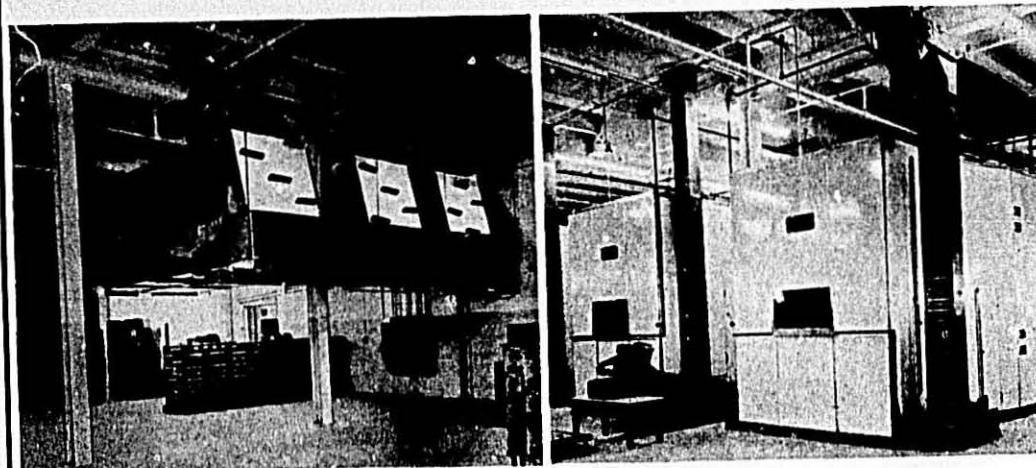
**Advantages**

This new and revolutionary process offers many advantages:

- Elimination of the stripping and cutting equipment formerly required for dried products, and the resulting elimination of dry waste to be stored, ground and re-processed.
- No capital investment or maintenance for the above equipment which is no longer required.
- No reuse of ground dry waste.
- Elimination of sticks.
- Very good results in the case of difficult shapes, such as twisted noodles and big hollow shapes.
- Very straight products.
- Hand-filling into cases is required only periodically as a result of the conveying shaker, which acts as an intermediate short storage.
- Fully automatic operating up to the scale when storage bins (stackers) are used for long dried goods.
- Optimum utilization of weighing and packing equipment due to

(Continued on page 28)

**STOR-A-VEYOR FOR NOODLES  
AND  
FRAGILE SPECIALTY ITEMS** such as: Mostaccioli, Large Shells, Rigatoni, Spirals

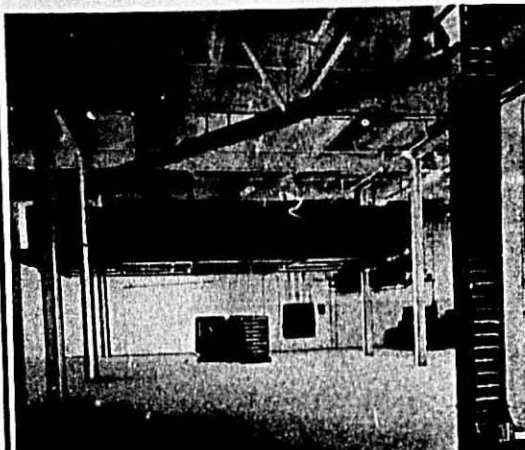


Battery of 3 Stor-A-Veyors with 24 Hr. dryer capacity — 3 Control Conveyors with dual discharge feeding 2 Packaging Lines.

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



From Dryers to Storage



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

Of the many macaroni firms that have solved Storage and Handling with Stor-A-Veyor are: American Beauty Macaroni Plants at Dallas, Denver, Kansas City and Los Angeles; Anthony Macaroni, Los Angeles; Majorette, Seattle; Skinner, Omaha; U.S. Macaroni, Spokane; Mueller, Jersey City; San Giorgio Macaroni, Lebanon; Jenny Lee, St. Paul; O. B. Macaroni, Ft. Worth, Texas; Porter-Scarpelli, Portland, Ore.; The Creamette Co., Minneapolis; Pennsylvania Dutch-Megs, Inc., Harrisburg. Latest installation: Quaker Oats Co., Cedar Rapids, Iowa.



1830 W. OLYMPIC BLVD. TEL. 213 DU 5-9091  
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### Rolinox Process—

(Continued from page 26)

- Straightness of product and elimination of cutting dust
- Reduction in size of wrapping paper
- Improved appearance of the long goods due to their straightness, clean cut, uniform length and the elimination of cutting dust and white ends

Manufacturing lines of this type have been in operation for several years in France, Italy, Germany and the Benelux countries. Capacities range from 11,000 to 55,000 pounds (5 to 20 metric tons) per 24-hour day.

A film has been made to show the operations of a Rolinox line with a capacity of 26,400 pounds (12 metric tons) per day. Your Bühler representative will be glad to arrange a showing of the film for you.

### Pop-Up Pizzas

Toasta Foods Company has been formed in Minneapolis to produce for the national market pop-up, frozen individual pizzas to be cooked in toasters. It was learned.

The president of the new company is Warren Peterson, who is also listed as chairman of the board and secretary of Taco Town of America, a Minneapolis-based franchised company concentrating on fast service restaurants and food operations.

Others listed as directors of the new firm include Marcus W. K. Hellefinger, who also is executive vice-president of Peavey Co. and Selmer B. Rothberg, vice-president of grocery products in the Flour Milling division of Peavey. Peavey is a large, old, closely-held Min-

neapolis-based marketing firm specializing in grain, flour and durum. Its only consumer products are regional flours like Occident, King Midas and American Beauty.

Toasta reportedly will offer frozen pizza for toasting in three flavors: pepperoni, sausage and beef, to be sold through food stores.

Directors and officers of Toasta Foods declined to comment on the company except to say it is completely separate from both Peavey and Taco Town.

### Cook Book Offer With Casseroles

General Mills announces that Betty Crocker Casseroles will offer consumers the hard cover edition of the popular Betty Crocker Dinner in a Dish Cookbook at a substantial saving. This national promotion began on a flow-in basis in early September.

Betty Crocker Noodles Romanoff (the four serving size), Noodles Almondine, Noodles Italiano and Macaroni and Cheddar will offer, through nearly four million specially flagged packages, this \$1.95 cookbook for \$1.00. Many of the more than 250 recipes found in this 152-page cookbook call for the use of specific Betty Crocker Casseroles, so while the consumer receives a true value with the cookbook, the trade will receive a stimulus of both current and future sales gains. To get this four-color cookbook, all the consumer needs to do is mail one box flap from these special-offer packages and \$1.00 to General Mills Inc., Box 169, Minneapolis, Minnesota 55400.

Advertising for this promotion will be through the specially flagged packages, stack cards and shelf talkers.



At the Hudson County Spaghetti Festival, twenty thousand people dined on La Rosa spaghetti and meatballs at an all-day affair having Manager Walter P. Arrich in the Jersey City armory. Mrs. D. Lily Sinatra, mother of Frank, was a member of the committee responsible for continuous entertainment, which featured, among others, Lea Marie and the Four Seasons. The gentlemen pictured above are left to right: Don Minigallo, Mayor Arrich and Vincent P. La Rosa.

### Instant Foods Gets Awards

Instant Foods has been awarded a \$333,200 contract to supply Powdered Beverage Base to the Armed Forces.

The contract, awarded by the Defense Supply Agency, calls for 285,000 cartons of beverage base packed 45 packages to the carton.

The firm's normal working force of 35 will be increased to more than 50 during the period of the 60 day contract.

Instant Foods last year produced over 50,000,000 packages valued at \$1,000,000 and had a payroll of \$150,000.

Instant Foods produces instant chip dip mix, sour cream dip seasoning, spaghetti sauce mixes, gravy base, sloppy joe mix, cocoa beverage powder, and beverage base, under the trade name of Guestime, at its plant at 501 Cannery Row, Monterey, California.

### Secret Weapon

"Participation in trade associations is America's secret weapon. In Europe they can't understand how competitors can get together in a trade association, trade ideas, defend each other, and then go back to work and try to beat each other's brains out. That's exactly what we do, and the only person who wins is the most important person in the world—the consumer."

Arthur H. Molley

President, Parade Publications, Inc.

NATIONAL MACARONI MANUFACTURERS ASSN.  
Management Seminar, Jan. 22-25, Hotel Diplomat, Hollywood, Fla.  
Plant Operations Seminar, April 22-24, Minneapolis, Minn.

THE MACARONI JOURNAL



At the P. G. A. convention in Atlantic City, John and Peter Schedler push La Rosa products, including the new frozen Pizza Pie.







**HITTING THE TARGET . . . week after week.**

National Macaroni Institute publicity on macaroni, spaghetti and egg noodles hits newspapers, magazines, radio and tv.

- It sets up related item promotions for merchandising.
- It creates demand for educational materials.
- All materials are available for member distribution.

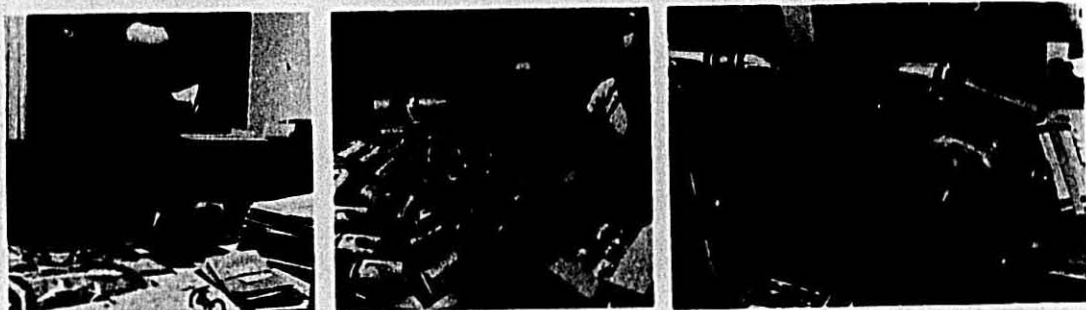
**NATIONAL MACARONI INSTITUTE**

P.O. Box 336, Palatine, Illinois 60067



## Luxury in a Practical Package

from E. I. DuPont de Nemours & Co. Film Department publication "Packages & People"



(Left) Norman Anseman, vice president of National Food Products, Inc. of New Orleans, Louisiana. (Center) Special horizontal form-and-fill machines package spaghetti, while vertical equipment (right) bags macaroni products. Packages are made of Du Pont's 2-in-1 polyethylene film which provides controlled slip for excellent machinability.

**WEBSTER** defines luxury as "something which pleases the senses and is also costly or difficult to obtain."

In a way, this definition describes the meaning of the word as used for the brand name of one of the South's most vigorously growing lines of grocery products. Luxury Brand® egg noodles, macaroni and spaghetti are marketed throughout the southern U.S. and also in Central America, and even in the Mediterranean countries of the Middle East, by National Food Products, Inc. of New Orleans.

### Finest Ingredients

Luxury Brand macaroni and spaghetti products, while certainly not costly or difficult to obtain, are made of No. 1 semolina, the finest wheat flour available. It is milled only from the purified hearts of durum hard wheat. Although perhaps not technically considered a luxury, semolina is a premium ingredient which commands a premium price. And the steady growth in sales volume of National's Luxury Brands establishes the fact that consumers definitely find these macaroni products pleasing to the sense of taste. Last year, the company reported sales increases three times greater than the rate of increase for food store sales in general.

"Since 1910," states Vice President Norman Anseman, "National Food Products has produced noodle and macaroni products with maximum concern that the housewife who tries them will continue to select our products because she is satisfied that their quality and taste are the best available. We believe that future growth will be influenced

by our further ability to promote these products out of the 'side-dish' category and into acceptance as main elements of a meal, where noodles and macaroni will become basic competition for staples like potatoes and rice. Our marketing efforts have been and will continue to be expanded in this direction."

### Advertising and Merchandising

To implement these efforts, the company uses television advertising, retailer promotions, point-of-sale displays and some practical packaging. Most of the Luxury line total of 40 items is packaged for product visibility, as evidenced by the packages shown in the next column. These printed bags of Du Pont 2-in-1 polyethylene film permit a clear view of the whole contents of each package: "This is the most practical way possible for us to communicate to the shoppers," says Mr. Anseman. "At the moment she's ready to buy, she can easily see the shapes, sizes, varieties, and all the natural appetite appeal of our entire line."

2-in-1 has also proven practical for Luxury Brands because of its economy and dependability in trouble-free performance on the company's packaging machines. High-speed vertical form-and-fill equipment is used to package noodles and macaroni and specially adapted horizontal-type machines produce the same kind of packages for spaghetti.

### Complete Line

National Food Products believes that its Luxury packages sell best as a complete line and urges retailers to display all products together on store shelves. "Our experience proves that merchandising the variety of selections together

will help boost sales," states Mr. Anseman. The strongest possible family relationship has been designed into the packages for this reason. All bags and boxes are very similar with red, white and green stripes, plus the silhouette of a gondola connected to a large Luxury logo to help recall the Italian origin of the products. Each package carries preparation instructions and recipes or serving suggestions which point out, as the company's advertising also does, that these products will put Luxury dining into every meal.

### In Memoriam

Leon G. Tujague, Chairman of the Board and founder of National Food Products, Inc., New Orleans, passed away on August 13, 1967. Sympathies go to the firm and family.



The Luxury Line  
THE MACARONI JOURNAL

## Training Packaging Machinery Mechanics

Training of packaging machinery mechanics was the major topic of a three-day seminar held during the morning hours of the Packaging Machinery Show 67, at the Atlantic City Convention Hall, September 18-21. Wilhelm B. Bronander, president of Scandia Packaging Machinery Co., North Arlington, N.J., was seminar chairman.

At the opening session, Richard Wellbrock, president of New Jersey Machine Corp., Hoboken, N.J., and 1967 president of the Packaging Machinery Manufacturers Institute, sponsors of the biennial event, sparked the interest of industry, government, and education leaders present by challenging them to recognize and help solve the critical problem of providing trained men to operate the indispensable machines of America's economy.

Referring to PMMI's educational program, which is headed by Ira Gottscho, president, Adolph Gottscho, Inc., Hillside, N.J., Wellbrock said that he was hopeful that all industries concerned would join PMMI's emphasis on training young men for mechanical jobs in the fast-growing packaging field.

PMMI's education program is an effort to bring industry, government and educators together in joint projects to train packaging machinery mechanics. One such course, the first in a U.S. public school, has been established at the Thomas A. Edison Vocational and Technical High School, Elizabeth, N.J., and another is underway at the George Westinghouse Area Vocational High School in Chicago.

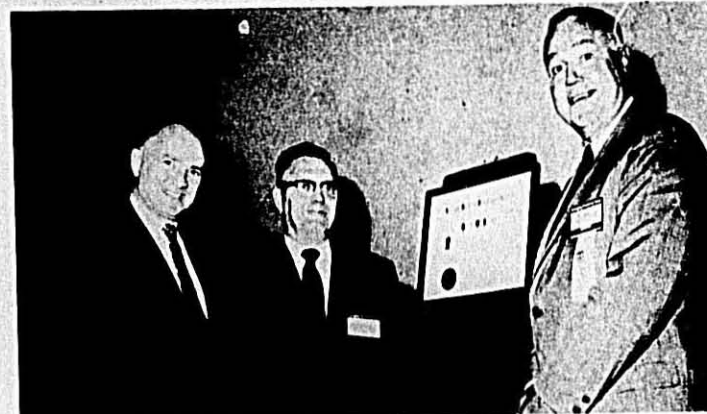
### Manuals in Preparation

Gottscho announced that PMMI headquarters in Washington is currently developing a series of manuals on packaging machinery, including one on "The Fundamental Workings of Components," scheduled for publication next summer.

Following Wellbrock's introductory remarks, the seminar buckled down to meeting the problem head-on. For the first two days of the seminar a wide range of discussions were held dealing with vocational school and in-plant training of packaging machinery mechanics. Gottscho led the first day's discussion and the second day was moderated by J. Joseph Cranmore, PMMI vice president and president of Crompton & Knowles' Packaging Machinery Division, Agawam, Mass.

### Program Participants

In addition to Gottscho, the first day's seminar program featured talks by



Ira Gottscho, L. W. Smith, Richard Wellbrock.

Raphael Sullivan, principal, George Westinghouse Area Vocational High School, Chicago; Robert Worthington, Assistant Commissioner of Education of the State of New Jersey; and Ted Breskin, publisher, *Modern Packaging* magazine.

In addition to Cranmore, the second day's program featured: Pat Lombardi, Hoffman-LaRoche; Helmut Voltmer, New Jersey Machine Corp.; William T. Boston, president, Bartelt Engineering, and Bruce Holmgren, editor, *Package Engineering* magazine.

The third day's program, moderated by Chairman Bronander, featured Fred B. Shaw of the Continental Can Company's Flexible Packaging Divi-

sion, three Colgate-Palmolive executives, Lawrence Kirk, Harold Allen, and Emile Duffot, and Wm. Brady of General Foods Corporation. The third day's program concerned itself with evaluation and procurement of packaging machinery.

### Carlisle Acquires Clermont

Announcement is made by Mr. John Amato of Clermont Machine Co., Inc. that the firm has now been acquired by the Carlisle Corporation whose corporate headquarters are in Carlisle, Pennsylvania. Plants are located in Indiana, New York, New Jersey, Ohio, Pennsylvania, South Carolina and California.

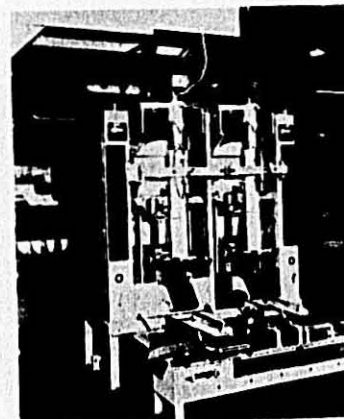
At Carlisle the corporation has a very large rubber plant. A prime line is tires but they have many other products pertaining to rubber. They have acquired many plants in varying industries and are a substantially diversified corporation listed on the New York Stock Exchange.

Clermont Machine Company, Inc. will continue operating under its name and with Mr. Amato as President. It will maintain its service to the macaroni/noodle industry. There are plans to expand more heavily in equipment for the industry which include design and development of new features as well as more sophisticated controls.

### Repeat Sales Spell Success

"While advertising encourages trial, success is determined by repeat sales. The consumer's choice of TV viewing and magazine reading is the basis of our advertising decisions. Self-service offered consumers freedom of choice, and consumers responded by asserting themselves through the process of selection or rejection."

I. A. Quackenboss  
Vice-President, Johnson and Johnson, Inc.

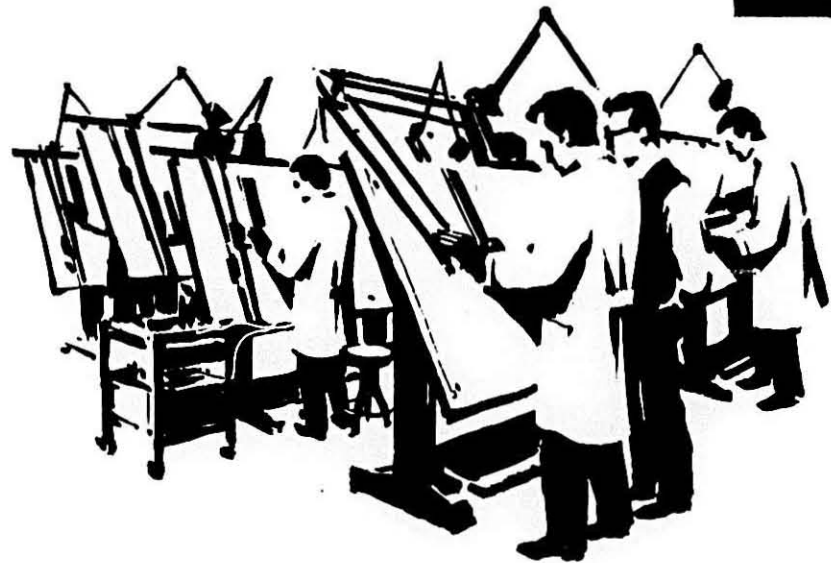


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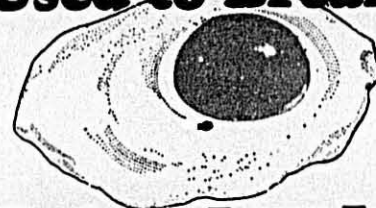
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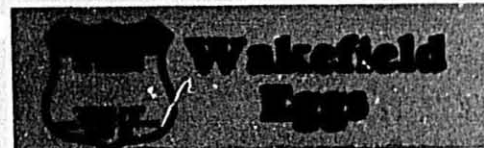
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THE MACARONI JOURNAL

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Millions of Americans consume tons of macaroni products each day. Thousands more are engaged in producing these products. But, how many people really know anything about the history of macaroni? Use your noodle and see how you come out on this quick quiz.



### Macaroni Quiz



1. What did the slang term "macaroni" mean during the American Revolution?  
(a) Patriot (b) Anything good or elegant (c) "Yankee Doodle's" horse.



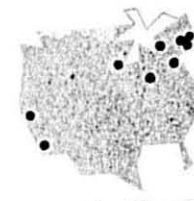
2. What is the most important thing to remember in cooking macaroni?  
(a) Add 1 tsp. salt for each cup of water (b) Avoid overcooking (c) A strainer.



3. In the language of the ancient Greeks, the word "macaroni" meant:  
(a) Courage (b) Mickey Rooney (c) The Divine Food.



4. According to legend, in whose reign was the recipe for preparing macaroni conceived?  
(a) King Frederick of Saubin (b) Queen Isabella of Spain (c) Duke Snider of Brooklyn.



5. What does Diamond Packaging Products have that surpasses other packaging suppliers to the macaroni industry?  
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