

**THE
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JOURNAL**

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March, 1969

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ASSOCIATION



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**Dr. Billy J. Hodge,
Seminar Moderator.**

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A record Winter Meeting audience pays rapt attention to Dr. Hodge's presentations.



BIG WINTER MEETING

THE largest assemblage of convention delegates to a National Macaroni Manufacturers Association Winter Meeting gathered in Hollywood, Florida, January 20-February 1.

On Wednesday they heard a condensed business session with reports from various committees.

On Thursday and Friday Dr. Billy J. Hodge, Management Professor in the School of Business Administration, Florida State University at Tallahassee, held their rapt attention with his discussions on Penetrating People Problems. An outline of his remarks follows.

The Board of Directors meeting Saturday morning discussed macaroni trends and saw the appointment of a long-range planning committee to bring recommendations to the Annual Meeting. They also elected to move the next Winter Meeting to Boca Raton, next January 18-21.

On the Social scene, the ice-breakers party on Wednesday, and the receptions prior to the Italian Dinner Party on Thursday, the Dinner Dance on Friday, were sponsored by the following list of suppliers:

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Peavey Company Flour Mills
Rossotti Lithograph Corporation
Schneider Brothers, Inc.
Triangle Package Machinery Co.
Vitamins, Inc.

Milton G. Waldbaum Company
President Peter J. Viviano expressed the thanks of the Association to these hosts at the banquet.

Music at the Italian Dinner was supplied by the Rossotti Lithograph Corporation.

Golf Tournament

The Ted Sills' silver trophy for golf on the Diplomat course was won by Dick Vessels of International Milling Company with a low net of 72.

Ted Sills scored 80 for the best low gross, but Joe Viviano won the bowl with an 81. Jim Kallestad garnered an 83 and Bill Freschi an 84.

Prize-winners under the Calloway system for net score were as follows:

Paul Benincasa	72
William Brezden	73
Ralph Maldari	73
Louis Coniglio	73
Mark Heffelfinger	74
Walter Villame	74
Bill Viviano	74
Les Swanson	74
Bob Hewitt	74

The Golf Tournament Committee was composed of Sal Maritato, Bob Cowen, Ralph Maldari, Len Ballas, and Walter Muskat.



H. Howard Lampman tells of pasta profit pointers.



James J. Winston reports on activities in research.



Harold T. Halfpenny comments on the Fred Meyer case.



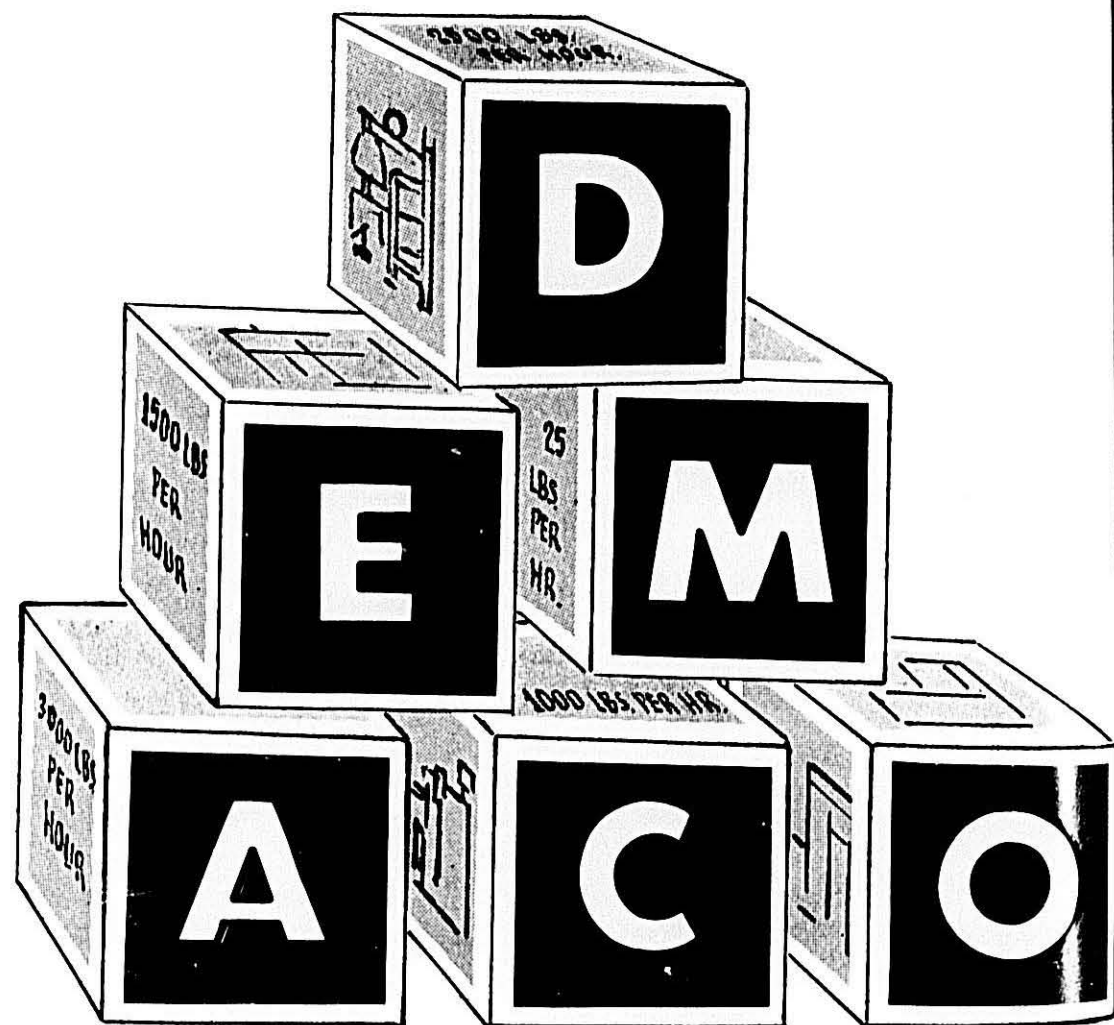
Louis E. Kovacs of Vitamins, Inc., speaks on additives.

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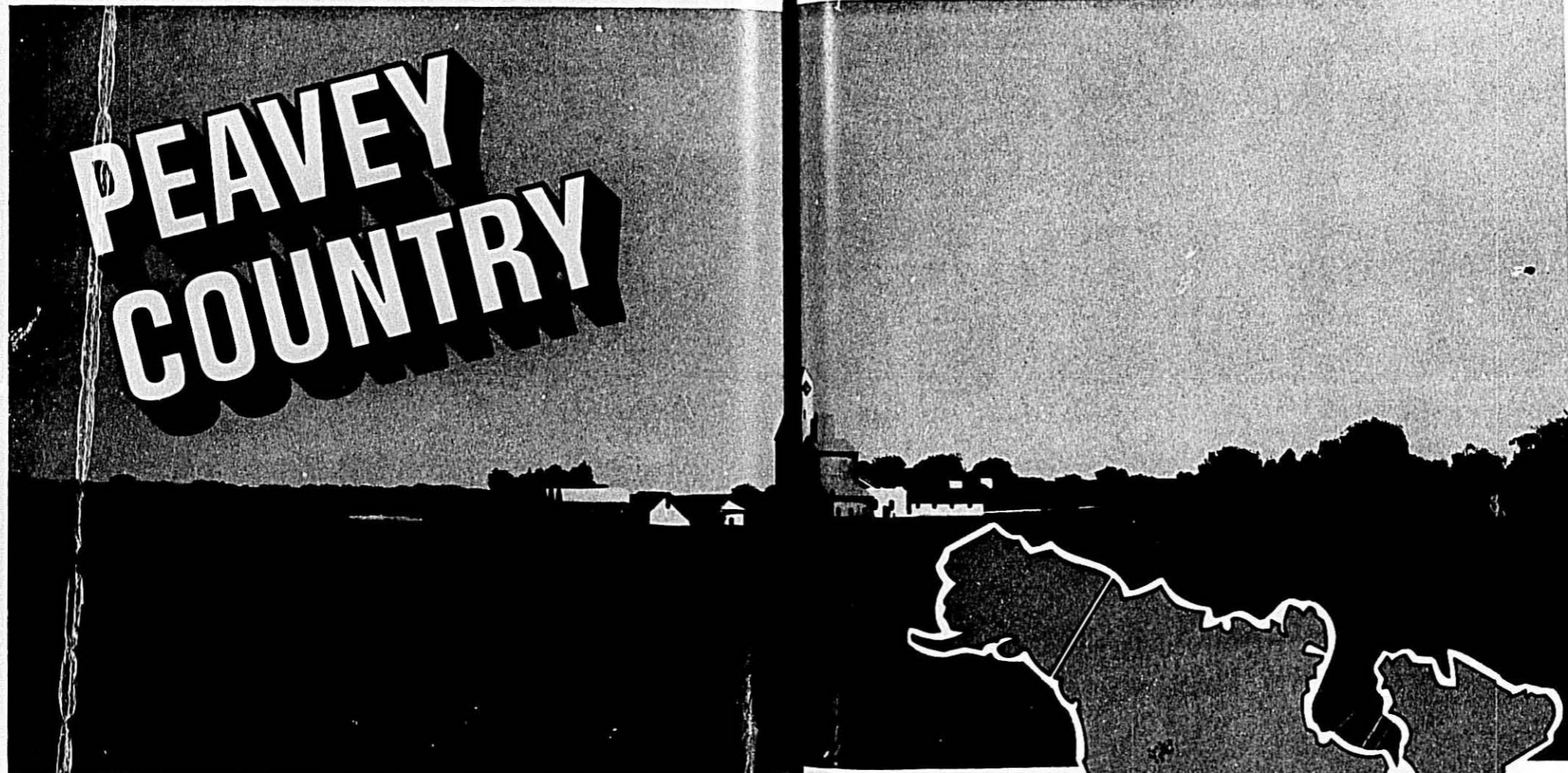
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Durum is an important product of Peavey, along with a multitude of other enterprises related to the growing, stor-

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 maximum degree.

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

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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.



PEAVEY COMPANY
Flour Mills

King Midas DURUM PRODUCTS

Remarks of Peter J. Viviano at the Winter Meeting

WE are living in an unsettled world, as evidenced by circumstances surrounding us. We do not plan to elaborate on these problems nor are we here for that purpose. But it would be well to focus on them as they might affect the macaroni industry. Maybe it could be said that we are at the cross-roads.

Misleading Statistics

By comparing various figures, statistics, and charts from an array of sources, it is apparent that the per capita consumption figures that have been used for many years by the industry are faulty and far from being accurate. Any manufacturer who has taken the time to research these records and data will find that this observation is true. Many of us are ready and willing to accept these faulty statistics because of our distrustful instincts which lead us to close an eye. These per capita consumption statistics are unquestionably untrue and the time has come to accept these facts, as distasteful as they might be. Pasta products, as such, not includ-



Peter J. Viviano

ing convenient dinners, have taken their place alongside the other wheat products in that they are gradually losing their popularity . . . to put it in understandable language, loss of per capita consumption.

I cannot divulge statistics or chart references because they are more or less confidential, but I can state that these records indicate that many duplications of production figures have distorted the actual results. Duplications usually take place in the manufacture of bulk products which are resold to the processors and packers. If the macaroni manufacturers had honestly and conscientiously filed statistical information as an industry, the figures would not be confidential, would be accurate and available to all of us, and would have been of real help to us during this trying period. However, as mentioned, selfish distrust had deprived us of this luxury. Now we are dependent on millgrind reports and other haphazard statistical information. It's a known fact that many manufacturers are using springwheat and Southwest wheat for noodles and even for macaroni products. So how can millgrind be any criterion for macaroni production figures. It might be well to add at this time that practically all industries report statistical information to a central bureau or a national association. This is a function of any association.

Unprogressive Attitudes

Whether it is admitted or not, the industry is suffering not only from inadequate and inaccurate statistical records but also from distrust of our fellow competitor . . . in addition to lacking a desire to initiate progressive ideas commensurate to the pressures of the time. This is a strong statement but true.

It might be said that maybe it isn't as serious as it is being indicated; and some of you might further say that anyone can complain or shift the blame but can any constructive criticism and suggestions be made. We are not here today to get the answers to all of these problems but I think we can admit our faults and recognize the position facing the industry and look to the future with a different attitude that might embody the determination for a little more trust between us and the desire to initiate progress.

For example, in 1964 some of the progressive members of the board insisted that we get a report from the Market Facts Institute. This was looked on very dimly and very little was accomplished by the report. On many occasions representatives from The Nielsen Company made presentations which fell on deaf ears. Further, to refresh your mind, I recommended strongly that we have a seminar at our January convention last year. The seminar was on communications and it was hoped that in some way we could improve our communications which would lead to an exchange of progressive ideas, which naturally includes statistics. I think that many criticized the program and many did not take full advantage of its potential.

Seminars Needed

I further recommended and pushed the spring seminar for secondary management which was held last spring. Although this was successful, many of us did not take advantage of the potential. Many feel that the seminars are too elementary. Maybe they are to some who are up in years and have been associated with the industry for many years. But certainly to the new people coming into management the seminars would not only give them understanding of the macaroni industry but also would give them an opportunity to know and appreciate their competition. The latter is extremely important. The seminars also give the industry an opportunity to exchange ideas that would be beneficial not only to each one but also to the industry as a whole.

Exchange Ideas

From its inception and throughout the years I have been a strong booster of the Hoskins organization. There has been a small group of manufacturers who have religiously sponsored this activity. Our aims were simply to more or less have a constant seminar going whereby we could exchange ideas, information, statistics, etc. The Hoskins organization was not the answer to our prayer—maybe it could have been the National Macaroni Manufacturers Association just as well, but the latter was not disposed to offer these services and benefits.

These incidents are only being cited to give an idea of what could have been done throughout the years to give the macaroni industry the tools needed for accurate communications of statistics and ideas. The records will show that a group of Midwest manufacturers have always been ready to cooperate on industrial projects of any nature. The lack of cooperation seems to stem from the Eastern manufacturers, possibly because of distrust. Whatever the cause, we are now faced with the dilemma.

Losses in the East

Whatever statistics are available indicate that the Eastern section of the United States enjoys the highest per capita consumption. Consequently, they have more to lose and under the circumstances should be more concerned with the perpetuation of this tremendous consumption. If the truth were known, and there is no authentic record, I would guess the biggest losses in per capita consumption have taken place in the Eastern section of the country. Gentlemen, it is later than you think.

Many manufacturers have had some increases in production during recent years. This had to come at the expense of some fellow competitors. It is the condition that existed in the macaroni industry 20 or 25 years ago and is again being employed today. Do you want to continue the practice of increasing production and sales at the expense of a competitor, or do you want to increase your business through new and better uses of our product?

Maybe one of the problems is that some of us are willing to sit back on our laurels and reminisce about the good old days and let nature take its course. If this feeling is very strong then we should consider letting more aggressive people run our industry, with the hope that they can solve some of the problems confronting us today.

Just to give you an idea of how we run this association, we have an accession program for presidents which is based on nothing but age and association with the industry. The president of any organization, including the National Macaroni Manufacturers Association, should be one who can do the most for it at the time. The practice should be followed of electing the president for one year, and the second year only if there is a specific reason for it. As I have stated, we may be at the cross-roads. We need strong, vigorous leadership.

Pasta Potential

I still personally believe that pasta products lend themselves to more diversified uses than any food on the grocer's shelves. We have a product that with some modifications could become the miracle food to feed the indigent in the United States and the world. To accomplish this however would require the concentrated effort of the industry as a whole and progressive leadership. When I was chairman of the Standards Committee for many years suggestions were made to improve the protein with nutritive additives that would make our products a modern food. Whenever these discussions took place the Eastern manufacturers had a built-in negative viewpoint. All of the suggestions made were not necessarily good or practical but the reactions were always the same. If improving pasta products nutritionally would improve the macaroni industry's image and business then I think serious consideration should be given. The pasta industry is in an ideal position to help solve the feeding problems of the world.

The potato industry for many years was faced with declining consumption and had many of the problems we have. To combat the problem they changed the form of their product by dehydration and offered the consumer a more convenient food. They have even added vitamins, including Vitamin C, and through this last effort were recommended federally for reimbursement under the school lunch program. The rice industry has in essence done the same thing. It behooves the macaroni industry to profit from these experiences.

More Eating Out

Nowadays more people are eating out. The public eating places have increasing labor problems and will resort to foods more easily prepared. Does

(Continued on page 38)

DEEP COLOR EGG YOLK PACKED IN THE CORN BELT



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PENETRATING PEOPLE PROBLEMS

Outline of remarks by Dr. Billy J. Hodge

I. There has been too much written and said about the techniques of motivation with out any real support for their use. In other words, there has been too much gimmick peddling.

II. There is a need to shift our attention and thinking to the pre-requisites to motivation. This is the previous question.

III. The pre-requisites to motivation are:

A. You must understand human behavior before you apply the techniques of motivation.

1. You must be aware of the other person's point of view and that there is more than one meaning of "reality" in any given situation.

2. Motivation can be defined as the level of desire of an individual to behave at a given time in a given manner.

3. Individuals appraise situation in order to determine if he wishes to devote his time and energy to behaving in it.

4. Man is a wanting animal and his wants and desires are the drives that motivate him to behave. Therefore, the motivation of an individual is invariably tied to his efforts to satisfy his needs. Needs are the base of motivation then.

5. Man has a priority of needs:

a. Biological needs — food, clothing, shelter. This is most basic need.

b. Safety needs—protection as well as physical, mental, and emotional safety.

c. Social needs—the need to associate with others in groups.

d. Ego needs—self-recognition, pride, and esteem are examples.

e. Self-fulfillment — the attempt to realize one's fullest potential. This is the highest order need.

6. You must know where your people are on this hierarchy before you can motivate them because they strive to satisfy their needs.

B. You must clearly define the purpose of desired behavior.

1. You must be able to direct human behavior in a manner



Dr. Billy J. Hodge

that will achieve the goals of your association.

2. In order to direct behavior, you must have previously defined the mission of your association.

3. Planning is essential in mission definition.

4. The association mission is the master plan for its operation.

5. The mission is composed of objectives, limiting factors, and standards.

6. This becomes the basis for the work which must be done.

7. This work becomes the basis for the assignment of personnel. A good match of talent and work demands is important to motivation.

C. You must empathize with the individual.

1. To empathize is to assume another's role and values.

2. When a person plays a given role, he is applying a combination of norms of behavior and attitude which are set by various groups in the association.

3. There are three concepts of role:

a. The self-concept—each individual's expectations about his behavior and attitude.

b. The formal group concept—expectations of the association itself.

c. The social group concept—expectations of the informal groups within the association.

4. There is a possibility for role conflict—a danger to the association and to your motivation efforts.

D. You must integrate association and member interests.

1. The individual must be able to identify with the association's purposes since he ties his personal need satisfaction to them.

2. The individual adopts group norms and missions as his personal property.

3. This helps him become self-involved in the work of the association.

4. Integration of interests revolves around tying the individual's need-want complex into the association's purpose.

5. To integrate interests effectively, you must communicate with others.

6. Your job is to develop team work, and in order to do this you must integrate interests if you are to be able to motivate.

E. You must provide auxiliary conditions.

1. Motivation depends on the provision of adequate auxiliary conditions.

2. Individual development (including both training and education) is necessary for effective motivation.

3. You must provide the individual adequate supporting resources if your motivations are not to be wasted.

F. You must develop a philosophy of motivation.

1. A philosophy of motivation is a statement of the values that you are seeking through your motivations efforts.

2. There are two basic kinds of philosophy — work-centered and people-centered.

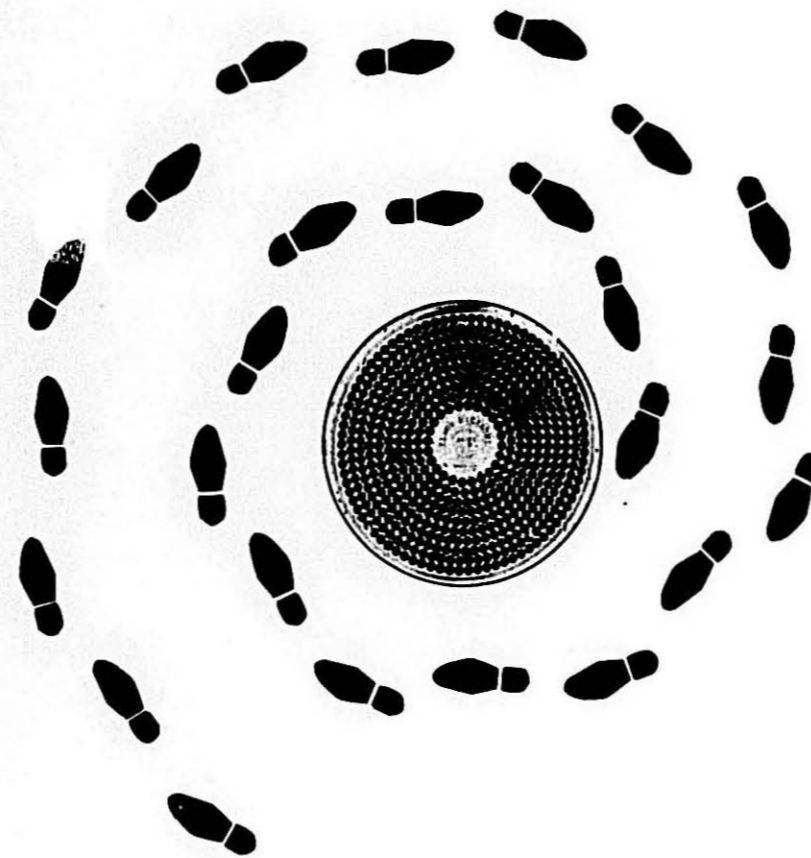
3. The Theories of Douglas McGregor clearly outline the difference in these two approaches.

a. Theory X assumptions:

(1) To the average man, work is undesirable.

(2) He must work but must be threatened

(Continued on page 38)



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Report of the Durum Relations Committee

by Chairman Lloyd E. Skinner

AS Chairman of your Durum Relations Committee, it is my privilege to bring you a short resume of the various activities concerning durum wheat during the last year.

The first event of 1968 was a joint meeting of the National Macaroni Institute Committee, Durum Wheat Institute representatives, and the administrator of the North Dakota State Wheat Commission at the Diplomat Hotel in Hollywood, Florida on January 22nd to review the need for coordinating respective programs and cooperation in disseminating industry information.

Minneapolis Meeting

On April 22-23-24 the three segments of the industry got together again in a seminar on wheat sponsored by the Association. This meeting for managers and plant personnel as well as milling representatives and durum growers, included a visit to the Grain Exchange, a trip through International Milling Company's "B" Mill in St. Paul and their quality control laboratory for research and development. Papers were presented and collated into a reference book on durum wheat and milling.

The idea of a Spaghetti Safari was discussed in Minneapolis with mill representatives and with personnel from the North Dakota State Wheat Commission. This was reviewed again in Montreal at our Annual Meeting in July with Paul Abrahamson and Tom Ridley, and it was arranged that Al Ravarino would attend the Durum Show to promote the project.

Poor Harvest Period

The durum harvest, begun in August, extended through six weeks of cold, wet weather, and created great problems in bringing the crop in.

Concerned about the deterioration of quality of grain cut and left in swath in the fields for a long period of time, a meeting of the Durum Advisory Committee was called for October 2 in Minneapolis. At that time, Dr. Gilles of the Cereal Technology Department of the North Dakota State University gave a preliminary report on the quality of the 1968 crop. It was not as bad as the pessimists predicted but not as good as the optimists had hoped. It was agreed that it would help the entire industry if the sprout damaged grain could be sealed and kept out of the trade channels during the current year. Clifford Pulvermacher of the Commodity Credit Cor-

poration was in attendance and seemed sympathetic to that viewpoint.

Mr. Pulvermacher had been in attendance at the Canberra Conference for discussions on the International Grain Agreement, and was preparing to leave for further meetings in London the following week.

Durum Show

At the Durum Show held in Langdon October 21-22-23, there was no great change in the quality picture of the durum crop. Vic Sturlaugson, superintendent of the Langdon Substation, was honored for his 43 years in agriculture and 30 years as an active spark-plug to the Durum Show. NMMA presented him with an "Oscar" and as usual gave a plaque to the Sweepstakes Winner of the Show.

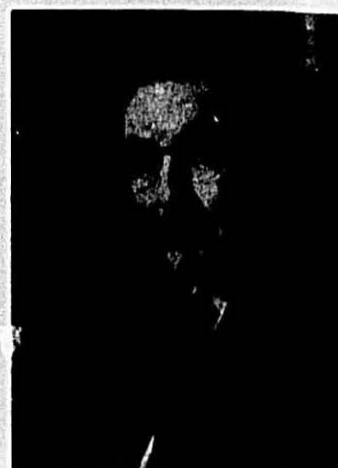
Wheat Foods Foundation

The Wheat and Wheat Foods Foundation finally incorporated in 1968, but the sticky problem of financing still remains to be solved. Howard Lampman resigned as Acting Secretary of the group, and Counselor Robert J. Hilliard of the American Bakeries Company took over. It is apparent that unless the millers and the bakers exercise leadership in getting the matter of financing solved, the organization will never get off the ground.

I would like to quote from a letter from Walter F. Villeneuve, President of Jenny Lee, Inc., and the association representative on the Wheat and Wheat Foods Association, which was written to our secretary, Robert Green.

"As you may recall from my comments in Montreal last summer, I have been very much disillusioned with the progress or better stated, lack of progress, of this group as of late, and am firmly of the opinion that since Howard Lampman has technically had to resign in an official association with this group, that it has gone downhill. Since last summer there have been two minor meetings which have been called from which nothing concrete was developed. I, too, have been aware, as have you, of dissension within this group, particularly on the part of the bakers as a group and some of the millers as individuals and feel that without these two important groups, nothing can be accomplished."

"As long as there is some hope of rejuvenation or continuation, I would be happy to represent the National Macaroni Manufacturers Association



Lloyd E. Skinner

but would concur in your belief that it would be most foolish to recommend any further contributions to the Wheat Foundation as an association."

Crop Quality Council

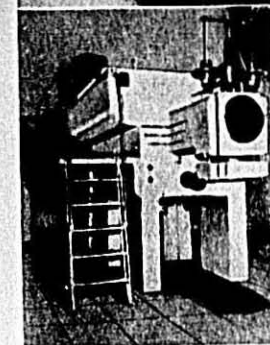
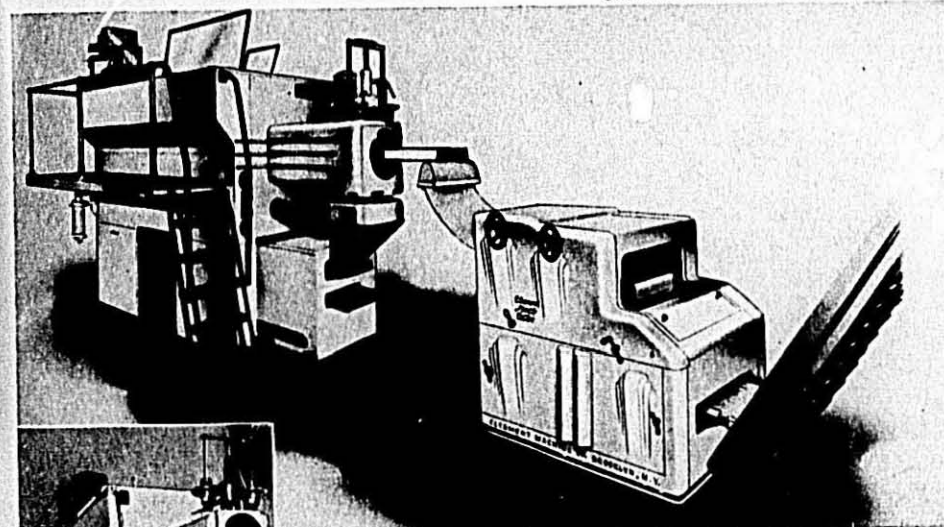
Finally, as your representative on the Crop Quality Council Board, I should comment on the work of the Crop Quality Council during this last year. As usual, the Council has stimulated research and the important role it has played in enabling farmers to raise better and higher yielding crops. This has been particularly true in the efforts of plant scientists to control rust attacks and to maintain and increase agricultural productivity. During the third week in November the Crop Quality Council held its most successful two day conference. There were 190 participants... the largest ever for this meeting.

Recently, it held a very successful Wheat Quality Conference on December 12th at Minneapolis. The Agenda of this Conference included "Progress in Developing Commercial Hybrid Wheats," and "Perspectives on Semi-dwarf Wheat in the United States and Canada." This last topic included considerable about semi-dwarf durum. The role of the commercial seed industry and the part it has played as a new resource to improve quality and develop new wheats was discussed.

The work of the Association has been directed by Mr. Eugene B. Hayden, Executive Vice President. You all know, and I am sorry to say that Mr. Hayden has resigned to take a position with (Continued on page 14)

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Durum Committee Report—
(Continued from page 12)

Cereal Institute and we are certainly going to miss his great leadership. He has brought along a man who I am sure will learn to fill his shoes and lead the Crop Quality Council to even more successful activities in the future.

Durum Exports Up

In closing, I think I should mention that at the recent Wheat Quality Conference Mr. Clifford Pulvermacher remarked that durum exports would probably amount to about 41,000,000 bushels and may even rise to equal our record year of 47,000,000 bushels. This would certainly indicate that there is going to be a stronger demand for durum than ever before. Undoubtedly, the export demand is partially stimulated by the fact that 90% of the exports are in dollar sales and this is very helpful to the economy of our country.



Dr. Kenneth E. Gilles

Dr. Gilles Named Vice President

Dr. Kenneth A. Gilles, professor and chairman of the Department of Cereal Technology at North Dakota State University, has been named vice president for Agriculture at NDSU by the State Board of Higher Education. Dr. Gilles joins one other NDSU vice president, a vice president for academic affairs, when he assumes the new post March 1. "Creation of the new position was called "an attempt to put agriculture in its proper perspective" by Dr. L. D. Loftsgard, NDSU President.

Established in 1890 as North Dakota's Land Grant institution, NDSU was known as the North Dakota Agricultural College until 1960 when it became North Dakota State University of Agriculture and Applied Sciences.

Nearly 500 faculty and staff members—more than half the university professional personnel—serve in three main agricultural divisions, the College of Agriculture, the Cooperative Extension Division and the Agricultural Experiment Station.

The magnitude of agriculture at NDSU, according to Dr. Loftsgard, is such that it justifies this position that will be one of coordinating and directing overall programs of three major agricultural divisions.

"Coordination of all three agricultural units under one office will help minimize autonomous tendencies that could otherwise develop and offers us assurance they will continue pulling in one direction," said Dr. Loftsgard.

Native of Minneapolis

Dr. Gilles, 46, came to NDSU from General Mills, Inc., Minneapolis, where he served as Project Leader of Flour Quality Research from 1952 to 1961. He worked in both a liaison capacity with various university experiment stations and headed a team seeking better utilization of products produced in the firm's flour mills.

As chairman of the Cereal Technology Department at NDSU, Dr. Gilles has headed a seven-man professional team of wheat researchers and chemists, and eight technicians, while directing the educational program for 15 graduate students. Five of the staff members are USDA employees.

"My role in research has been more as a coach here at NDSU rather than as a day-by-day participant," said Dr. Gilles, "but I still maintain close involvement through weekly brainstorming sessions with the entire staff." Much of the research currently being carried on is related to the qualities of wheat fats, starches and proteins with the goal of breeding in better characteristics.

Efforts at improving the economic status of the North Dakota cereal industry were made on the international level by Dr. Gilles in both 1964 and 1966 when he served on a Wheat Trade Mission to Europe. The purpose of the missions was to explore possibilities for increasing international markets for Hard Red Spring and Durum wheats. Since 1961 exports of Durum wheat have increased from 5 million to 43 million bushels.

Editor of "Cereal Chemistry"

Between 1961-68 Dr. Gilles served as editor of "Cereal Chemistry," the official journal of the American Association of Cereal Chemists. Since joining NDSU he has written more than 50 papers for professional journals and cereal magazines, and two chapters in wheat chemistry books.

Dr. Gilles is currently a member of a USDA Task Force on Wheat and other Small Grains that is preparing a recommendation on the course of research in wheat for the next ten or twenty years.

He earned his Ph.D. in Biochemistry at the University of Minnesota in 1952 and his B.S. in chemical Engineering there in 1944. While living in the Minneapolis suburb of Roseville, he served as chairman of the Planning Commission for five years and as Park Board chairman for two years. He is a member of numerous professional organizations and academic societies.

Modernization Program for North Dakota Mill

A major modernization program for North Dakota Mill & Elevator has been authorized by the North Dakota Industrial Commission, it was announced by Eugene M. Murphy, general manager. The three-year program, to cost up to \$750,000, is based on recommendations made by an engineering firm, Mr. Murphy said.

The modernization will include installation of pneumatic conveying systems for wheat and flour, improvements in the wheat cleaning system, air pollution controls and replacement of milling machinery. The Commission authorized Mr. Murphy to set up specifications for competitive bidding on all equipment.

Show Place

North Dakota Mill is the only plant now milling spring wheat in the state, the Commission pointed out in making its recommendations. The mill is a show for foreign wheat trade teams that visit the state and "it is a must that a modern, up-to-date mill reflect a good image," the Commission said.

Mr. Murphy said that the Commission took its action because the reputation of North Dakota wheat is in competition nationwide with other wheats, pointing out that 95% of the mill's output is sold outside of North Dakota. The modernization will give North Dakota a mill that will meet "all of the

(Continued on page 16)

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A complete line of standard belt conveyors with modern, streamlined frames—sanitary construction and "quick connect sections"—Special features are offered such as: Lorig self-aligning drive pulleys—Powered rotary doffers for wiping belts on return side—Dust tight enclosures—Flat-wire and mesh-wire steel belts. Write for Bulletin GC-10.

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For 'Free-Flowing' Materials with automatic 'in and out' feed systems, gates, alarm and controls. Capacities up to 120,000 lbs. Bulletin CBS-10.

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North Dakota Mill—

(Continued from page 14)

ever-tightening Food and Drug Administration regulations and rigid Federal sanitation standards," Mr. Murphy said.

Daily capacity of North Dakota Mill includes 4,000 cwts of wheat flour and 4,500 cwts of semolina.

The Industrial Commission, to which Mr. Murphy is responsible in managing the mill, is comprised of the governor of North Dakota, the attorney general and the commissioner of agriculture.

Peavey to Construct Technical Center

Construction of the Peavey Company Technical Center will begin in late January. The ultra-modern structure will be located in Chaska, Minnesota.

The two-building center will provide the company with a modern, efficient area in which to pursue expansion of new business and new product development. It will also consolidate testing operations that are vital to Peavey's continuing concern for quality control.

Main building facilities will centralize research, product development and quality control in the Minneapolis-based milling and marketing firm. Offices, arranged around the perimeter of the building, will face the scenic rolling countryside which overlooks Lake Hazeltine and is immediately adjacent to the new Jonathan Industrial Center. A central service core in the building will permit flexibility in laboratory zones.

Pilot Plant

The second building, connecting with the research plant by an enclosed bridge, will include a pilot plant where products will be test-produced on a small scale.

Designed by Elizabeth and Winston Close, the complex on a 9.4 acre site will be built by Bor-Son Construction, Inc. Other features of the center will be a library, conference room, demonstration area and dining facilities for 75-100 persons.

Puffing Durum

The puffing durum business is of special interest to the Farmers Union Grain Terminal Association according to grain merchandiser Herb Hankinson.

He told delegates at the annual GTA meeting that puffing durum is the best durum that can be bought and brings a premium of up to twenty cents over the top of the market. It is used to make puffed wheat cereals, and GTA sells

this durum to such firms as the Kellogg Company, Quaker Oats, National Biscuit General Foods, Malt O'Meal, Pop-Hitt Cereal, and others Hankinson said.

About two million bushels of best quality durum are required annually to meet the rigid puffing specifications. GTA has cleaning and sizing facilities at Moorhead, Minnesota and in Minneapolis.

Mel Werner grain department director reported that GTA handled 164,000,000 bushels of grain during 1968, including 62,000,000 bushels of bread wheat and 20,000,000 bushels of durum.

Canadian Durum

Western Canada's amber durum wheat crop is estimated by the Dominion Bureau of Statistics to amount to 44.4 million bushels (1.2 million metric tons) more than twice as large as the 1967 crop (20.2 million bushels). Nearly 80 per cent of the 1968 durum wheat crops was produced in Saskatchewan and about 15 per cent in Alberta. Average annual production of durum wheat in Canada for the 10-year period 1958-67 was 28.2 million bushels.

Acreage Up

Acreage seeded to durum wheat in 1968 was 2.3 million acres, over a million acres more than in 1967. The average yield per acre for durum wheat in 1968 was 19 bushels, slightly higher than the 10-year average, 18.0 bushels, and considerably higher than the 1967 average yield, 15.5 bushels. Average yield was highest in Alberta (31.1 bushels), nearly twice as large as in Saskatchewan (17.5 bushels) and well above that in Manitoba (22.3 bushels). The amount of durum from previous crops in store in Canada at July 31, 1968 was about 14.5 million bushels.

Conditions prevailing during the growing season and the harvest period reported for hard red spring wheat naturally apply to durum wheat. Due to cool and wet weather during the flowering stage, the incidence of ergot is higher than in previous years. Excessive precipitation during the harvest season resulted in appreciable quantities of durum being degraded on account of sprouting. In addition, other degrading factors are "blackpoint,"

"smudge," mildew and frost. As a result, only very limited amounts of new-crop durum wheat will qualify for the top grades. The predominant grade is expected to be No. 4 C.W.

Protein Down

Average protein content of the new durum wheat crop is 13.4 per cent, 0.4 percentage units lower than last year's crop. Test weight per bushel is also lower, averaging 65.7 pounds but kernel weight is unchanged. The percentage of vitreous kernels this year is somewhat lower than last year. Wheat ash content is comparable but semolina ash is lower. Pigment content is lower but since the pigment loss is considerably lower, macaroni color is excellent. Rheological properties are good, with mixing times being somewhat longer.

Compared with the 1967-68 fourth quarter durum cargoes, the new crop is slightly lower in protein content but shows the same percentages of vitreous kernels; it is lower in test weight and lower in semolina ash. Yellow pigment content is slightly lower but the low pigment loss results in a slightly higher macaroni pigment. Macaroni color is comparable except for No. 4 C.W. where brightness is one percentage unit lower.

Canadian Caper.

Al McConagha, Minneapolis Tribune European Correspondent, reported on activities of Canadian Prime Minister Pierre Trudeau, in London recently for the Commonwealth Prime Ministers' Conference.

Mr. Trudeau, an eligible bachelor, had a long luncheon with Eva Rittinghausen, attractive blonde, in a King's Road Italian restaurant. Eva was quoted as saying: "Prime Minister Harold Wilson had to wait as we savored our spaghetti!"

Ah, the tangled skeins of romance.

Super Sauce

A spice, a relish or grated cheese will lend to foods a best.

But I, I find it's their calories That make them taste the best!

Judy Michaels

U.S. DURUM PRODUCTION—in thousands of bushels

	1968	1967	1962-68	Yield per Acre	Acres
Minnesota	2,788	2,205	2,319	34.0	82
North Dakota	81,956	54,888	55,216	28.0	2,927
South Dakota	4,833	4,424	2,182	27.0	179
Montana	7,665	4,560	4,282	21.0	365
California	455	366	469	65.0	7

insurance policy.



People buy insurance for one big reason: protection. Insurance protects lives, property, businesses and lots of other important things. When you buy our durum products, you automatically have an assurance of top quality. There's never a taste failure. The flavor, the color,

the quality and the service are built-in. So, why take chances? Rely on the durum products from the North Dakota Mill. It's like an insurance policy. **the durum people.**



north dakota mill & elevator

GRAND FORKS, NORTH DAKOTA (701) 772-4841

Inside story of a Spaghetti Factory

JOHNRAE Earl, popular columnist in Chicago's American newspaper, recently wrote as follows in his "Wife's Night Out" column:

Rigatoni, rotini, mostaccioli, mostacciolini, mostaccioli rigati, and vermicelli. Any good spaghetti bender worth his sauce knows that these are types of pasta, or more correctly, of spaghetti.

They are some of the specialty products that flow night and day from machines on six floors of the block-square John B. Canepa Company, at 312 West Grand Avenue, Chicago. And can you just imagine six floors of spaghetti!

The Canepa Company has been turning flour and water into spaghetti for 108 years under the trademark "Red Cross Spaghetti."

We recently toured the spaghetti factory at the invitation of Canepa President Frank Denby Allen. We saw how most of the operations that were done by hand 54 years ago when Sam Granata, Canepa plant superintendent, started making spaghetti, are now mechanized.

President Allen turned us over to Sam, Richard Zajac, vice president in charge of manufacturing, and Bill Kleveno, production coordinator, to learn how 400,000 pounds of durum flour are blown into the Red Cross factory, mixed with water, and turned into a continuous stream of spaghetti.

The newest machines can handle 1,800 pounds of flour an hour. Man, that's a bunch of spaghetti!

Modern Methods

Some of the manufacturing processes have been speeded but some are unchanged over the years. The drying process, for instance, has been speeded from 50 or 60 hours to 22 hours in carefully dryers.

And while most of the spaghetti products are carefully weighed and boxed automatically, at least two kinds still must be packed by hand. Because of their peculiar shape, the long spaghetti with the hook on each end and lasagne with its ruffled edges defy progress and must be boxed—a pound at a time—by hand.

Recipe Idea

We would like to tell you how to turn one of these spaghetti products into an unusual and delicious meal.

It's a recipe for lasagne and the secret is in its tiny, tiny meat balls that are used instead of the usual ground meat. The secret has been handed down through the Paradise family of Chicago

for many, many years. It was given to us by Judy Paradise, one of our devoted fans and wife of a co-worker.

Judy leaves the first part of the preparation up to you. She suggests that you use 4 cups of your own favorite tomato sauce. Here's how to make Judy's Lasagne:

Judy's Lasagne (Serves 6)

4 cups your favorite tomato sauce
For meat balls:
½ pound ground beef
½ pound ground pork
1 egg
1 teaspoon salt
½ teaspoon pepper
1 clove garlic, minced
1½ slices crumbled bread
1 tablespoon fresh parsley, minced
Freshly grated parmesan cheese

Combine beef, pork, egg, salt, pepper, garlic, crumbled bread, and parsley. Add just enough parmesan cheese to make the mixture workable. Form into balls ½ inch in diameter. Heat 2 tablespoons olive oil in a heavy skillet and brown meat balls lightly—do not let get hard. Put aside.

For Sauce:

1½ pounds ricotta cheese
2 eggs
½ teaspoon salt
¼ teaspoon pepper
1 tablespoon fresh parsley, minced
1 pound mozzarella cheese

Mix ricotta, eggs, salt, pepper, and parsley well and set aside. Meanwhile, slice mozzarella into thin strips and put aside.

Now put 8 quarts of water and ½ cup of salt into large pan and bring to boil. Cook 1 pound lasagne noodles until tender. Drain and set aside.

Here's how to assemble your lasagne: Pour ½ cup of tomato sauce into a large baking dish. Top with layer of about one-third of the noodles and one-third of the ricotta mixture and spread evenly. Sprinkle some meat balls over this and top with about one-third of your mozzarella strips. Repeat layering process, ending with a few meat balls on top of the last layer of noodles. Sprinkle on a bit more mozzarella and top with tomato sauce.

Bake in 350° oven about 30 minutes, or until mixture begins to bubble. Let stand 5 or 10 minutes to set layers. Cut into 3-inch squares and serve hot with freshly grated parmesan cheese on the side.



Frank Denby Allen

Frank Denby Allen has been President and Chief Executive Officer of The John B. Canepa Company, Chicago, Illinois, manufacturers of Red Cross Macaroni Products, since February, 1966.

After leaving Trinity College of Hartford, Connecticut for service in the United States Army, his business career started with a sales training course at International Harvester Company in Chicago. In March, 1953, he joined Brinks, Incorporated, in the sales department, progressing to Assistant Vice President-National Sales.

Mr. Allen joined Canepa Company in August of 1956, serving in various sales capacities. He was elected to the Board of Directors and became Vice President in February, 1960.

He is a member of the Young Presidents Organization, The President's Council of the American Management Institute, the Marketing Committee of the National Association of Manufacturers, Grocery Manufacturers of America, Executives Club of Chicago, Grocery Manufacturers Sales Executives of Chicago, and the Merchandising Executives Club of Chicago.

Mr. Allen lives in Wilmette, Illinois, with his wife, Lindy Lou, and his two children, Denby and Lindy, where he has been active in community affairs and has served on the New Trier High School Parents Council in an administrative capacity.

He was elected a Director of the National Macaroni Manufacturers Association in June, 1967 and became Third Vice President in July, 1968.

ADM Flour Mills



Dr. H. E. Newlin

Tranin Egg Products Co. Alignment

Harry M. Spradling has been named president of Tranin Egg Products Co., a wholly owned subsidiary of United States Cold Storage Corporation. Mr. Spradling of Carthage, Missouri has been president of Refrigerated Services in Carthage, which was recently purchased by United States Cold Storage. This plant now operates as a part of the Kansas City Division. Mr. Spradling, who is an officer of the parent company, in addition to becoming president of Tranin, will head up a newly-formed division that also includes Nickerson Egg Company at 201 Oak Street as well as H & W Foods in Joplin, Missouri.

Mr. Spradling replaces O. Allen Rose who, because of health conditions, has resigned. Mr. Rose has completed twenty-five years of service with Tranin Egg Products, serving as president since 1960. He will continue as a consultant to the company.

New Technical Director

Tranin Egg Products Company has recently instituted a new department through the appointment of Dr. H. E. Newlin as Technical Director in charge of Research and New Products Development. Dr. Newlin has previously been Senior Food Technologist and Nutritionist of MidWest Research Institute in Kansas City. Robert Porter will continue to serve as Director of Laboratories and Quality Control.

James A. Mowat has rejoined the organization as Vice President-Drying Division. He had previously served as head of the Drying Division from 1960 to 1965. Max Chandler, who had previously been associated with Henning-

son Foods, Inc., has joined the company in the capacity of Drying Division Manager.

W. H. Joern, Vice President in charge of Sales, will continue to handle all sales.

Tranin Egg Products and United States Cold Storage Corporation is a division of American Consumer Industries, whose principal activities comprise the operation of public refrigerated warehouses from coast to coast and are also engaged in the ice business in many of these areas. The headquarters are located at 375 Park Avenue, New York City.

Tranin Egg Products Company is engaged in the manufacture and distribution of frozen and dried egg products which are marketed internationally.



Henry M. Spradling

Henningsen Move

Henningsen Foods, Inc. moved their executive and sales offices to new and expanded headquarters at 2 Corporate Park Drive, White Plains, New York 10604 on January 20.

Their new telephone number is 914-694-1000, and their teletype number is 710-566-1116-7.

New Member

Mr. Armand P. Cicciu is manager of Resale Products, Industrial Products Division, Anheuser-Busch, Inc., St. Louis. He sells egg products to the noodle industry and has just joined the Association as an associate member.

Hershey Pasta Marketing Post

Willoughby S. Dade has been named to the position of Manager, Sales and Marketing Pasta Division in an announcement made by H. S. Mohler, President, Hershey Foods Corporation.

In outlining Mr. Dade's area of re-

sponsibility, Mr. Mohler stated that he will be responsible for directing the formulation, execution and consolidation of the total marketing and selling operation, from Hershey, Pennsylvania, of Delmonico Foods, Inc. and San Giorgio Macaroni, Inc. Both Hershey Foods companies serve the American consumer with a variety of high quality macaroni, spaghetti, sauces and other pasta products. Delmonico Foods, Inc. with offices in Louisville, Kentucky markets their products primarily in Indiana, Kentucky and Ohio, while San Giorgio's major markets are located along the eastern seaboard.

Mr. Dade has been Director of Sales and Marketing for San Giorgio since joining that company in the fall of 1966. He had previously served in various sales capacities with Scott Paper Company. He received an A.B. degree in Economics from Central College, Fayette, Missouri.

Government Egg Reports

U. S. Cold Storage Report		Jan. 1, 1969	Year Ago
Shell Eggs (Cases)		66,000	85,000
Frozen whites	Pounds	6,578,000	8,865,000
Frozen yolks	Pounds	17,195,000	21,539,000
Frozen whole eggs	Pounds	45,342,000	54,988,000
Frozen unclassified	Pounds	2,943,000	1,855,000
Frozen Eggs—Total	Pounds	72,058,000	87,247,000
Crop Report (48 States)		Dec. 1968	Dec. 1967
Shell eggs produced		5,706,000,000	5,945,000,000
Average number of layers		317,757,000	328,144,000
Average rate of lay		17.96	18.09
Layer Report:		Jan. 1, 1969	Jan. 1, 1968
Hens and Pullets of Laying Age		317,900,000	327,083,000
Pullets not of Laying Age		48,300,000	43,835,000
Total Potential Layers		366,200,000	370,918,000
Eggs Laid per 100 Layers		57.9	58.7

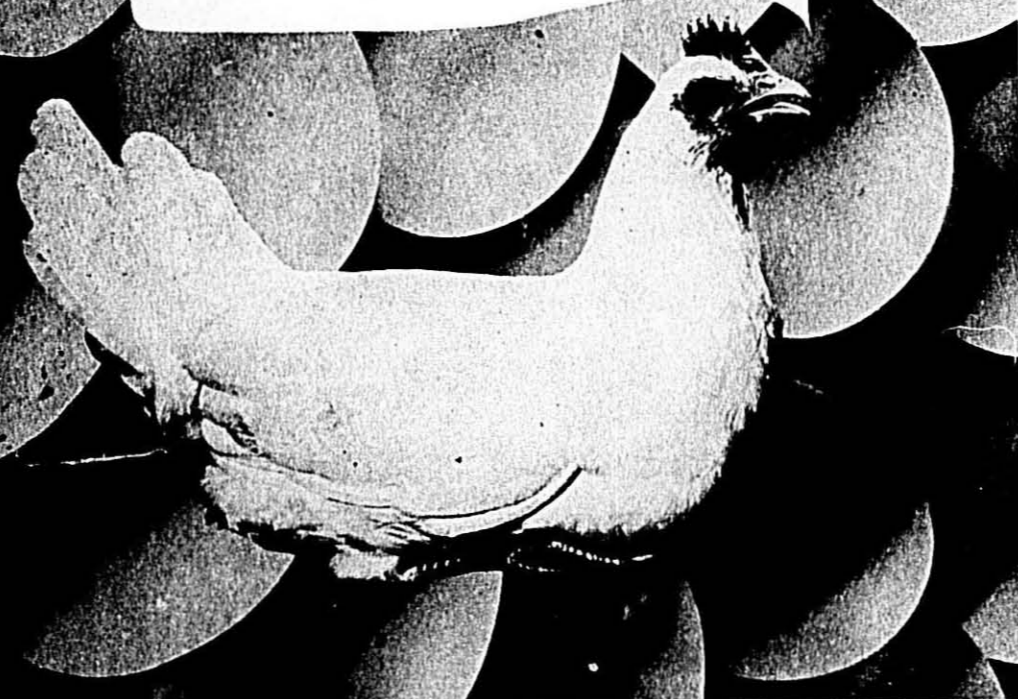
Why does a chicken cross the road? To get the picture on both sides. Standards, techniques for quality control, purchasing specifications, will all be considered at the National Macaroni Manufacturers Association

SEMINAR ON EGGS

Be a smart bird: mark your calendar now!

April 14, 15 and 16 Bismarck Hotel, Chicago
(coincides with the Packaging Show)

Visit the Chicago Mercantile Exchange, see an egg-breaking plant, hear ideas for new products.



National Macaroni Institute Report



by Albert J. Ravarino

WE have a really excellent report on the National Macaroni Institute program for 1968. We of course would not attempt to show it all to you, there's not enough time—but we do have a slide presentation that will digest the year's results.

You will see syndicated columns, color food pages, and metropolitan newspaper presentations of our products which dramatize our various sales messages of versatility, convenience, flavor and nutrition.

We received thousands of clippings last year indicating usage of our educational material on macaroni products—material which tells Mrs. Homemaker when and how to use our products for her family's meals and for party fare.

In looking over a report such as this, I am sure we all wonder sometimes how many people see these messages—what is our readership—are we getting to the homemaker with our story.

Well, in a survey I recently came across, it reveals that women depend on the women's and food pages for information about food and how to prepare it.

The study was conducted among thirty major newspapers and here are some of the findings that relate very closely to our situation.

1. Almost all women read the women's and food pages of their newspaper—three out of four are regular readers of these pages.
- The contents of the women's and food pages are relevant and helpful to homemakers.
- The notion of discontinuance of these pages would disappoint eight out of ten women.

2. The women's and food pages serve a number of purposes for women, specifically:
 - Recipe collection;
 - Meal planning help;
 - Shopping guidance.

3. Recipe collection from the women's and food pages of the newspaper is widely and actively pursued. Overall, three out of four women clip recipes. An average of 8.1 recipes were clipped in a month's time.

4. Nearly four out of ten women had used the recipe clipped most recently. The execution of recipes clipped from the women's and food pages generated purchases of food items among three out of four recipe clippers over a month's time.

5. Recipes clipped from newspapers are well-liked by homemakers and retained after initial use. About nine out of ten consider the recipes obtained from the women's and food pages to have been useful, primarily because of the good results achieved with these recipes.

6. The women's and food pages provide assistance in the meal planning area to approximately two out of three of its readers.

7. For over eight out of ten women who use the women's and food pages for meal planning guidance, this has been a helpful service. In this connection, the women's and food pages is credited for providing homemakers with ideas for both holiday and daily meals, and with specific menu items.

8. The women's and food pages are valued as a shopping guide by eight out of ten readers. The newspaper is consulted for information on shopping sources as well as for specific food products and brands.

9. Nearly seven out of ten women who use a shopping list for a major shopping trip refer to the women's and food pages in preparing their shopping lists.

This survey of homemakers' attitudes and uses of women's and food sections of newspapers and certainly indicates that our public relations material is falling on fertile ground and produces results for us in the marketplace.

Now for our report of results and a look into the future as to what is coming up in the months ahead.

Our present basic program for the National Macaroni Institute is divided into two essential categories, consumer press and trade press.

In the consumer press area, our 1968 Box Score of Results shows that we reached a total circulation in print media of 2,480,000,000 impressions. About 75% of this emphasis was placed in women's interest pages.

During 1968 we were able to amass 129 usages of our story and recipe features by newspaper syndicates and wire services reaching a circulation of almost one billion. The circulation increase over 1967 in this medium alone was over 140,000,000. In Newspaper Sunday Supplements, syndicated and independent, we achieved another striking increase, almost tripling our circulation figures from those of the previous year—123,664,258, up from 44,813,147. Almost another half billion circulation was racked up in our placements with consumer magazines, women's, youth, romance, shelter, farm, ethnic. Newspaper color pages—59 in all, many of them full-page features—accounted for another 37,000,000. Added to this activity were the direct-to-editor newspaper releases, the radio and TV scripts, plus the efforts of related-item food companies which cooperated with us in promoting macaroni products throughout the year—84 companies in all, with 104 different uses.

Trade stories on the macaroni industry were services on five different occasions throughout the year, to a total of 760 food, advertising and business trades nationwide.

Special Projects

Supplementing this basic program have been our special projects, some of which have been repeated often enough that they seem part of our regular program. These include:

1. Home Economics Teacher Publication Insertion with recipe leaflet offer. Each year our teacher demands for macaroni recipe leaflets for classroom use surpass record figures of the previous year. Our "Think Spaghetti" ad in October's Forecast for Home Economics produced requests for 197,500 leaflets to date.
2. New York Press Luncheon—Tiro A Segno. Our annual Festa di Pasta for the

New York Press was expanded in 1968 to include publicists from macaroni related-item food firms, with continued excellent results.

3. Merchandising Materials. Three point-of-purchase merchandising pieces, in full color, were produced for supermarket and chain store operators, each poster geared to a specific product and season. Forty-two thousand pieces were distributed of "Noodles has Oodles of Friends" (Lent); "Macaroni Has Many Mates" (Summer); "Spaghetti Goes Steady" (National Macaroni Week).

What's Ahead in 1969?

The basic program for consumer and trade will continue this year, with emphasis again on Lent, Summer and National Macaroni Week, incorporating themes of economy, nutrition, versatility, weight control.

An added dimension in 1969 will be a brand new summer promotion involving the growers, millers and macaroni makers to be called the Spaghetti Safari. Twenty food editors representing major consumer magazines, Sunday supplements, newspaper syndicates and metropolitan dailies will be taken on a 3-day flying safari of wheat country, flour country and spaghetti country—probably in early August when the wheat crop is being harvested. At this writing it is understood that the essential costs of this promotion will be underwritten by the wheat farmers.

Recommended Special Projects for 1969

1. Spaghetti Safari Support.

We think so much of the promotional potential of Spaghetti Safari that we plan to make it our theme for National Macaroni Week, 1969, and feature recipes and photographs of our country's heartland and the people who live there. We plan on-location shots in color and black/white which will lend reader interest and dramatize the heartland country. We anticipate considerable recipe development and testing of food ideas picked up on-safari.

2. Basic Program—additional color budget.

In analyzing our 1968 results, we believe that our color pages can be improved substantially if funds are provided for additional color for general distribution. At present, our color transparencies number six per year. We would like to increase this by 50%, adding one color release to each of our three seasonal promotions: Lent, Summer and National Macaroni Week.

3. Do-It-Yourself Television Kits.

In recent years we have had spectacular results with our Do-It-Yourself Television Kits to Demonstrators, including script, product and props with which the TV Demonstrator can develop her own presentation according to her own format. Our target would be the approximate 100-plus television shows currently carrying demonstration programs in and near the major markets.

A Macaroni TV Kit might consist of the following elements: five to ten minute script; buzz prop—such as the elbow macaroni die; set of four or five colored slides; product samples; advance letter and reply card.

We recommend a total of three TV Kits, but the actual number per year can be geared to the budget.

Kit No. 1 can be readied for release in April-May, geared to "Macaroni Meals for Calorie Watchers" or how the swim set at beach or pool can pare down for the swim season and still enjoy their favorite pastas. Slides might consist of fashion poses of the new swimsuits, followed by color slides of low-calorie menus. Buzz prop might be a Trim Twist Executive Exerciser.

Kit No. 2 can be readied for release to tie in with National Macaroni Week and the Spaghetti Safari theme. Here slides can show the wheat-flour-macaroni cycle from America's heartland. Buzz prop might be a pith helmet for the TV Demonstrator's vicarious TV Safari. Also included in this kit can be an offer of Spaghetti Safari recipe leaflets.

Kit No. 3 might be timed to coincide with the Thanksgiving-Christmas period, and stress the economy theme with "Macaroni Makes the Most of Leftovers." This would make a great co-op kit, and buzz props might include other related items in making of sauces, etc. in addition to the macaroni die.

To insure usage of the kit we would poll the demonstrators in advance with a letter describing its contents and script format. Only those returning the reply card expressing interest in the kit would receive it.

Sills has used television kits for other accounts in the past year with outstanding results. For a 1968 Fall Yam Promotion, the kits drew 59 requests.

4. Home Economics Teacher Publication Insertion with Recipe Leaflet Offer.

Once again we recommend a one-page insertion in the October issue of Forecast for Home Economics professional teacher publication, along with a recipe leaflet offer. We believe this is a

very efficient way to reach the student in the home economics classroom. We suggest this year's theme be geared to the Spaghetti Safari and include recipes from America's heartland.

Latest statistics from Forecast indicate that the magazine, through its teacher-readers, reaches 4,600,000 teenage girls who will actually handle and use products in classroom assignments. The magazine claims circulation to 50,000 Home Economics teachers who are demonstrating products in 200,000 classes especially equipped for food demonstration. Subscribers also include 5,000 home demonstration agents and agriculture extension specialists, home service directors of utility companies and leaders of 4-H clubs.

5. Third Annual Festa di Pasta Press Luncheon at Tiro A Segno.

From all reports, the press luncheon at Tiro A Segno is a favorite on the New York food editor's calendar. We recommend that the related-item publicists again be invited. Timing should be geared to the GMA Convention in New York in the fall, so that we can continue to have a good turn-out of macaroni manufacturers. The unique atmosphere of the Tiro A Segno club and the excellent pasta prepared there have done much to educate the New York food editor as to what to expect of pasta products. The eyeball-to-eyeball confrontations of macaroni manufacturers and editor have answered many editor questions and done much to enhance the image of the macaroni industry. The Festa di Pasta has already become a tradition—one which we think should be continued.

6. Merchandising Materials.

As a continuation of our extra merchandising activities we have prepared for 1969 another brochure which takes three new recipes and costs them out to prove dramatically that macaroni products really do sell related items.

We all know that macaroni products are rarely served alone. Therefore, when the homemaker buys a package of spaghetti, elbow macaroni or egg noodles, she is also going to buy other ingredients to combine with or top the macaroni products.

This related item package sale which is triggered with the purchase of macaroni products in a story which we have to tell the retailer again and again.

We have actually purchased the various ingredients needed to complete our three recipes in the 1969 brochure and have costed them out for the exact amount of ingredients called for in the recipe. By relating sale of the macaroni products to the sale of the ingredients, we believe this is a

(Continued on page 38)

MACARONI MADE MARVELOUS!

from the American Dairy Association

SAVE these recipes from the American Dairy Association. They make up a menu that will save you time, work, and money.

This delightful Cottage Macaroni and Ham casserole gives a high return of protein value at a low cost because of the use of dairy foods. Leftover ham or chopped luncheon meat mixed with budget stretching pasta makes it hearty fare.

It calls for a minimum of work too. You don't have to worry about a complicated cream sauce. The cottage cheese and sour cream becomes the dreamiest cream sauce you ever turned into a casserole.

Just before you take the casserole from the oven sprinkle on Cheddar cheese to melt to golden goodness.

The vegetable dish is fancy too . . . for just a few cents a serving. Just cook up the colorful combination of brussels sprouts and carrots and then top them with a butter sauce spiced with basil. The flavor is fit for a king. Why, even the name "basil" comes from the Greek



Cottage Macaroni and Ham

word meaning "royal" or "king." And, there is no topper more royal than real butter.

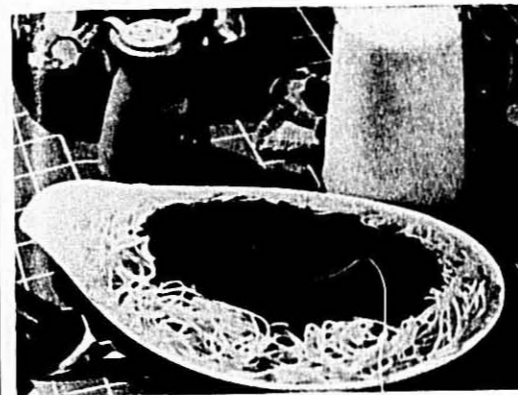
To complete the menu, remember the milk. It's the perfect beverage for any meal.

Cottage Macaroni and Ham

- 2 tablespoons butter
- 1/2 cup sliced celery
- 1/2 cup chopped onion
- 1/4 cup chopped green pepper
- 1 package (7-8 oz.) macaroni, cooked and drained
- 2 cups chopped cooked ham
- 3 tablespoons beef flavor mushroom mix
- 2 cups cottage cheese
- 1/2 cup dairy sour cream
- 1/2 cup (2 oz.) shredded Cheddar cheese

In a 1-quart saucepan melt butter; saute celery, onion, and green pepper. In a large bowl toss together sauteed vegetables, macaroni, ham, flavor mix, cottage cheese and sour cream just until combined. Turn into a 2-quart casserole. Bake in a preheated 350 degree oven 30-35 minutes. Sprinkle Cheddar cheese over casserole and return to oven 2-3 minutes or until cheese melts. Makes 6-8 servings.

Variation: One can (12 oz.) luncheon meat chopped may be substituted for ham.



Cheesy Spaghetti

Carrots and Brussels Sprouts

- 2 pints (1 lb.) brussels sprouts
- 2 cups (1/2 lb.) peeled and cut carrots
- 4 tablespoons (1/2 stick) butter
- 1/4 teaspoon basil leaves

Cook brussels sprouts and carrots together in a small amount of boiling salted water, drain. Meanwhile, in 1-quart saucepan melt butter; add basil. Pour butter sauce over drained vegetables. Makes 6-8 servings.

A Saucy Budget Meal

Here are some budget tips that'll make your meal less expensive but not less exciting.

First, stick to your shopping list. Keep in mind that every "extra" you buy adds up to a bigger bill. Second, try to shop where the bargains are. Look for the specials and then stock up on them. But don't buy anything you can't use or that your family won't enjoy. Any item that fits that bill is no bargain whatever the price. Third, serve meat-stretching dishes like Cheesy Spaghetti. Your family's sure to enjoy this one.

You start by spicing up ground beef as you cook it with onions, green pepper and garlic. Then it gets saucy by adding tomatoes and tomato paste and more savory seasonings. After simmering come the special flavor ingredients: Mozzarella cheese and Parmesan cheese. They make your spaghetti sauce twice as nutritious and twice as delicious with a cheesy flavor combination that's delightfully different.

Meanwhile, you can cook the spaghetti and toss a salad. When the family sits down you're ready to serve an Italian-style meal starring a platter of Cheesy Spaghetti topped with a sprinkling of Parmesan cheese . . . just for the fun and flavor of it. Hot buttered



Ground Beef Stroganoff

garlic bread and glasses of refreshing milk will complete your meal deliciously.

Cheesy Spaghetti

- 1 pound ground beef
- 1/2 cup chopped onion
- 1/4 cup chopped green pepper
- 1 small clove garlic, crushed
- 1 can (1 lb.) tomatoes
- 1 can (6 oz.) tomato paste
- 1 teaspoon salt
- 1/2 teaspoon leaf oregano
- 1/2 teaspoon sweet basil leaves
- 1 cup (4 oz.) shredded Mozzarella cheese
- 1/4 cup grated Parmesan cheese
- 1 package (7-8 oz.) thin spaghetti
- Grated Parmesan cheese

In a large skillet cook beef with onion, green pepper and garlic until meat is browned. Stir in tomatoes, tomato paste, salt, oregano and basil. Simmer 30 minutes; stir in Mozzarella and Parmesan cheeses. Meanwhile prepare spaghetti according to package directions; drain. Turn spaghetti onto heated platter; serve sauce over spaghetti with additional Parmesan cheese. Makes 4-6 servings.

Serve Stroganoff and Save

There are some dishes, like Beef Stroganoff, that most homemakers save to serve for very special "company" dinner parties. But, when you stop to think about it, who are the most important, very special, people you know? Why your family, of course! So why not treat them to a "company-type" dinner featuring beef stroganoff? Too expensive? Too much work? Not with this recipe . . . it makes gourmet stroganoff out of "everyday" ground beef.

Sound tricky? Well it is tricky but not difficult. The trick comes when you

save steps by using condensed cream of chicken soup.

But one thing you can't eliminate is the fresh dairy sour cream. After all, that's what makes stroganoff sauce so special. Nothing can replace the smooth flavor of the sour cream and it also plays a big role in bringing your family important nutrients.

Serve easy to fix, easy eating Ground Beef Stroganoff and you know your family will be enjoying lots of goodness along with the fun and flavor of a real "company" treat. Serve it over buttered noodles along with a tossed salad and hot rolls.

Ground Beef Stroganoff

- 2 tablespoons butter
- 1 pound ground beef
- 1/2 cup chopped onion
- 1 clove garlic, minced
- 1 tablespoon flour
- 1 can (10 1/2 oz.) condensed cream of chicken soup
- 1 can (4 oz.) mushrooms, undrained
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 1 cup dairy sour cream at room temperature
- Buttered noodles

In a large skillet melt butter; add meat, onion and garlic and cook until meat is brown. Stir in flour; then add soup, mushrooms, salt and pepper. Simmer 10 minutes. Stir in sour cream; heat to serving temperature. Serve over buttered noodles. Makes 6 servings.

Simple Salad

Protein-packed cottage cheese makes a great salad, says the American Dairy Association. If you please, spice it up with a pinch of sage and a turn of freshly ground pepper or a sprinkling of salad seasoning.

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James J. Winston, Director
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Durum Macaroni Hotel-Restaurant-Institutional Program

by H. Howard Lampman, Director, Durum Wheat Institute

THE year ending December 31, 1968, proved both busy and productive for the Durum Wheat Institute and its kindred organization jointly financed by the North Dakota State Wheat Commission and the National Macaroni Institute—the Durum Macaroni H-R-I (Hotel-Restaurant-Institutional) Program.

Macaroni Menu Magic

Major effort was directed at the H-R-I market: first, with the aggressive promotion of a new, 20-minute, full-color movie, "Macaroni Menu Magic," and an accompanying filmstrip; and second, with the production and release of new quantity recipe cards amplifying the impact of the audio-visual materials.

The three-pronged aims of this drive is the establishment of durum as the standard of quantity pasta; the reformation of cooking methods to improve the dishes served; and the upgrading of the service itself in the nation's 572,300 quantity food service establishments—where one of every three meals is consumed . . . away from home each day.

The importance of the market is twofold. It represents a vast outlay for sales, totaling 36.8 billion dollars in 1968. The average family spends 20 percent of its food budget on restaurant meals. But perhaps even more critical from the standpoint of durum producers, millers and macaroni manufacturers, hotels, restaurants and institutions are a "sampling" market—where people learn to like (or dislike) pasta, judged by the quality and taste of the dish ordered from the menu.

Common experience among those who know and relish pasta products confirms the conclusion that all but a very few of the most gourmet restaurants ruin or impair the industry's products in cooking and service. Although the chief user of prime grade meat, the H-R-I buyer, not knowing the consequences, purchases almost all other foods, including pasta products, at lowest cost. The chef, dietitian or cook, untrained or without palate, consistently overcooks spaghetti, macaroni and noodles. As a result, the consumer receives not pasta—but paste!

How To Cook Macaroni

The new audio-visual page of the movie and the filmstrip, "How to Cook Macaroni Foods," together with the quantity recipe cards, constitute a di-

rect, forthright effort to counteract and correct the problem. At the close of the calendar year, the film had been shown to 4,411 audiences, chiefly people in the H-R-I market or students training for positions in that industry.

More than 225 copies of the less expensive filmstrip, at \$2.00 each, have been sold as a permanent addition to audio-visual training film libraries in schools and colleges specializing in institutional areas. The filmstrip is also available "on loan," and a number of copies were circulated; with more than 1,000 copies of the accompanying Narration Guide.

The recipe cards each provide the formula for a finished dish with space for calculating ingredients, costs and modifications on six, 50 and whatever number of portions a cook wishes to prepare. The reverse side illustrates the finished dish in full color—to show what it should look like and to suggest accompanying garnishment and methods of service. Although the recipe cards came from the printer late in the year, more than 2,100 copies of the set of 32 were sold or distributed by year's end.

Profit Pasta Pointers

A prototype issue of a four-page bulletin, "Profit Pasta Pointers," was prepared for the printer. Sample copies will be distributed at the mid-winter meeting of the National Macaroni Manufacturers Association. The bulletin was devised as a regular quarterly publication for an audience in the H-R-I field, with each issue providing recipes, featuring a dish from a famous chef, and pointing out the advantages of pasta in building consumer acceptance and profit in the quantity food service field.

School Lunch Journal

In addition to the distribution of materials, a staff-written article, "Al Dente . . . Al Who?" was placed in the Journal of the American School Food Service Association to explain the consideration of purchase, cooking, cost and service to that magazine's 44,378 readers in the nation's school lunch system.

To help solve the problems of the school lunch manager in cooking and serving macaroni products as part of the 405 million meals prepared in the Federal school lunch program during 1968, the Durum Wheat Institute also

inquired into purchase specifications for macaroni products. It had been disclosed that some school lunch officials were ordering pasta made from flour supplied in the Government relief program—flour that produced greatly inferior macaroni, spaghetti or noodles. Better specifications would lead to an improved product and a more attractive pasta dish in school lunch food service.

Durum Wheat Notes

In the Durum Wheat Institute, four bulletins were published for circulation among 44,400 readers including professional home economists, home economics teachers, home demonstration agents, hospital dietitians, public utility demonstrators and food editors. "Theme" topics for each issue of "Durum Wheat Notes" included, "The History of Macaroni," regional differences in macaroni food service across the United States, a tour of the institutional area of the Durum Wheat Institute's Test Kitchen, and a discussion of iron deficiency in the United States pointing up the contribution of enriched macaroni foods to popular diet. Each issue provided recipes and were widely reprinted or used. One issue offering the filmstrip, "How to Cook Macaroni Foods," resulted in dozens of requests. Additional materials concerning the preparation and service of durum-based macaroni foods were also featured in other issues, stimulating their greater use and circulation.

Educational Materials

Within the calendar year, the Durum Wheat Institute distributed more than 1,500 copies of the chart, "Durum Macaroni Foods—From Farm to Table"; 2,800 copies of the Durum Demonstration outline; 30,000 copies of the recipe book, "Specialties of the House"; and almost 10,000 leaflets, "Twelve Show-Off Recipes."

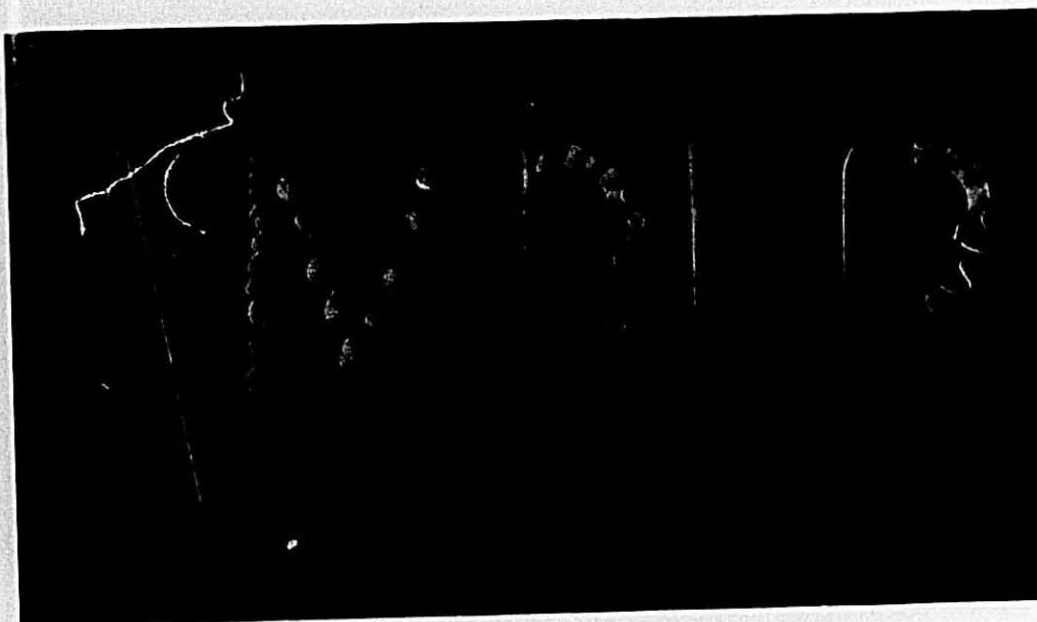
During the year, distribution of all printed and film materials totaled almost 288,000.

Members of the Durum Wheat Institute Committee also authorized production of a classroom and in-plant wall chart in full color illustrating the familiar and less common shapes and names of macaroni foods.

The discovery of a new dish does more for the happiness of man than the discovery of a star.

—Brillat-Savarin.

THE MACARONI JOURNAL



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Report of the Director of Research

by James J. Winston

I WISH to review briefly the activities of my office for the past six months and emphasize those matters of importance to our industry.

Quartermaster Corps

At the end of July, I conferred with the Division of Technical Operations of the Defense Supply Corp. of the Quartermaster Corps regarding the advisability of reducing the diameter of Spaghetti procured by the Army. According to the Federal Standards of Identity, the diameter of Spaghetti is fixed between the limits of 0.08 inch to a maximum of 0.11 inch. Commercially, Spaghetti being sold varies in diameter from 0.07 inch to 0.095 inch. It was my opinion that it would be pertinent to the interests of the army not to buy a thinner type of Spaghetti. It is of mutual interest to have a Spaghetti served in the cooked state that would not be soft, mushy, or sticky. Overcooking a thin Spaghetti would tend to create such a situation whereas with a thicker Spaghetti in line with present practice, overcooking would still yield a product with good appeal and palatability. The present practice of the Defense Supply Corp. is to continue to buy Spaghetti in line with my recommendation.

Conference With The New Commissioner of the FDA

On August 1, 1968, I had a conference with Commissioner Herbert Ley, Jr. and two of his associates. The purpose of this meeting was to indicate to the FDA that our industry was making a concerted effort to accumulate the necessary education and knowledge in order to do a more effective job in complying with the regulations under the Food and Drug Cosmetic Act. I discussed with the above gentlemen the problems in our industry and the means we are taking to resolve them. Reference was made to the Macaroni Seminars which are being conducted on a yearly basis for the purpose of imparting knowledge and expertise to production managers and sanitation personnel. I left with Dr. Ley a copy of a paper entitled "Effective Plant Sanitation" which was presented at the Chicago Seminar in April, 1967. All in all, I felt that this meeting made the officials realize that our industry has embarked on a vigorous sanitary program in order to insure compliance with the regulations, particularly with the control and elimination of dele-

terious type of organisms such as Salmonella type.

Plant Evaluator Code No. 19

The Food and Drug Administration issued PEV for many industries including the one which was sent to each member of our Association together with my Bulletin No. 372. The PEV refers to an outline of plant practices which should help a company do a more effective job in complying with good manufacturing practice. Bulletin No. 372 suggested additional necessary practices in order to supplement those recommended by the FDA. PEV's are used as a guide by FDA inspectors to evaluate the type of practice that prevails in a plant during the course of their inspection. The PEV's are no more and no less an information tool on the overall status of an industry's conditions and practices.

Nutrition News

On November 6, 1968, Bulletin No. 375 entitled "Nutrition News" made reference to a meeting of the American Dietetic Association where Dr. Nevin F. Scrimshaw, head of the department of Nutrition and Food Science at MIT, stressed the fact that ways must be found to provide the necessary protein requirements of the world. A severe deficiency of protein in the early years of a person leads to a permanent decrease in the number of brain cells and reduces a child's learning ability. An adult with enough calories may not be able to do a day's work due to the lack of essential protein.

On corresponding with Dr. Scrimshaw for the purpose of introducing a Macaroni product with a high protein quality and quantity, I was referred to UNICEF. The Chairman of the Standards Committee, Mr. Paul Vermeylen, accompanied me to UNICEF where we spent two hours with Dr. Milner and Mr. Hill discussing the possible role that our products could play in their nutritional program for children throughout the world. We learned that at the present time, this organization is interested in having countries in the impoverished group do their own manufacturing under the guidance of experts furnished by the UN. As a matter of fact, countries such as Algeria and Morocco are already manufacturing pasta products made with a formula similar to USDA formula No. 2. This consists of corn meal admixed with soya flour, non-fat milk solids, and vita-



James J. Winston

mins. These countries are extruding a short cut macaroni which was exhibited to us. The product has a poor color bordering on the deep grey, but apparently it has acceptability in these areas. At any rate, the results of this meeting indicate that at the present time the UN is not purchasing any finished commodities, but is restricting themselves to raw materials for peoples in need. We extended an invitation to the representatives of UNICEF to visit a macaroni company to acquaint them with the versatility of our products and our expertise in the manufacture.

I.A.D.S. Program of the USDA

I have had several talks and conferences with Dr. Dan Rosenfield of the USDA regarding the possible part that macaroni products can play in helping feed impoverished groups in the U.S. At the present time, the USDA distributes raw materials to poor and needy people with the recommendation that these materials be processed into finished products. In many instances, flour, egg solids, non-fat milk solids are given to the needy, but unfortunately, in many instances, the recipients do not convert the ingredients into finished products. Our thinking is to include finished products in this program, and macaroni products such as spaghetti and elbows fortified with protein additives are of interest to certain members of the department. An effort is being made to include pasta products as a regular item for distribution. However, this matter must be held in abeyance for several weeks pending the thinking of the new administration. I am very

Report On Imports of Macaroni-Noodle Products Rejected by the FDA During the Past Few Months				
Country of Origin	Date	Quantity	Port of Entry	Reason
Italy	Sept. 1968	1285 lbs.	Atlanta, Ga.	Insect Infested
Italy	Sept. 1968	19,710 lbs.	New York, N.Y.	Improper Labeling
Italy	Sept. 1968	325 lbs.	Los Angeles, Calif.	Insect Infested; Improper Labeling
Italy	Aug. 1968	19,000 lbs.	New York, N.Y.	Insect Infested
Italy	Aug. 1968	10,084 lbs.	Los Angeles, Calif.	Insect and Rodent Infested; Improper Labeling
Italy	Aug. 1968	1480 lbs.	Los Angeles, Calif.	Insect Infested
Canada	Aug. 1968	2000 lbs.	Portland, Ore.	Deviation from Standards
Japan	Aug. 1968	200 lbs.	Seattle, Wash.	Improper Labeling
Canada	Dec. 1968	11,496 lbs.	Buffalo, N.Y.	Foreign Filth; Wood Splinters
Canada	Dec. 1968	10,360 lbs.	Buffalo, N.Y.	Foreign Filth; Wood Splinters;
Canada	Dec. 1968	14,620 lbs.	Buffalo, N.Y.	Insect Infested; Wood Splinters; Metal Scraps

encouraged as a result of my last meeting which took place in December. I shall keep the membership advised of any new developments.

Imports

You will note the resume made of imported Macaroni-Noodle products

which have been detained and rejected by the Import Office of the Food and Drug Administration. Most of the shipments originated in Italy and the reasons for rejection consisted of Insect and Rodent Infestation and Improper Labeling. Several shipments from Can-

ada were also rejected because of Improper Labeling and the presence of Filth such as Wood Splinters and Insect Contamination. One small shipment from Japan was improperly labeled and in violation of our standards.

Macaroni Equipment Displayed at IPACK-IMA

The IPACK-IMA international exhibition, held in Milan, October 4 to 10, has the largest single collection of macaroni manufacturing equipment on display at any one time.

Held in the Milan Fair Grounds, this important bi-annual show also has on display packing, packaging, and materials handling equipment as well as food processing industrial machinery.

The show has shown constant growth over the years in both exhibits and attendance. In 1965, 49,875 visitors saw the show; in 1967, attendance was 60,848—with representatives coming from some 63 countries.

Housing becomes a problem so it is advisable to plan early to take in the fair. Catalogs and assistance can be obtained from the office of the Secretary General, Dr. Ing. Ezio Landini, 62 Via Ravizza, Milan, Italy 20149.

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MARCH, 1969

29

"GET WITH the Consumer" says packaging panel

Getting the consumer involved in the product is a major function of the package. However, packagers and manufacturers must get involved with the consumer if their offerings are to meet with success.

Too often this is not the case, according to panelists at a session on Communications—the Power to Profits, held at the American Management Association's National Packaging Conference.

Principles

Dean F. Thomas, vice-president, grocery sales, Pillsbury Company, gave several principles to follow for "getting with" the consumer.

Packages should identify with the broad tastes of the consumers the product will reach.

"A good logo is fine, but it is not the total picture," he said.

The package should have "believability," he said. "Some of the ways we do it now almost cannot be believed," he said.

Manufacturers should know what influences people; they must know how to communicate and inspire emotion through color and design, and they must be original.

Retarding factors in packaging are old habits, norms and traditions kept alive by management, he said.

"If you think you are up to date, just sit down and talk with your teenage sons and daughters about their tastes and attitudes. You'll be very surprised. And this youth market is where our future sales will come from," according to Mr. Thomas.

Idea Sources

There are many imaginative, unwrapped sources for creating good packages, according to Clifford H. Goidsmith, executive vice-president, Philip Morris, Inc.

He said Philip Morris used a reproduction of a famous old painting for one of its packages. For their line of Swiss chocolates, the firm had designed a package which distinguished the two "families" in the line—solid chocolate bars and cream-filled bars. The solid bars have a white panel in the upper left corner, carrying the brand name, and illustrations on the rest of the label identify the flavoring. The cream-filled bars do not have the white panel, but have fruit illustrations.

It was also said by Frank J. Sellinger, vice-president, Anheuser-Busch, that "sometimes consumers tell you what your package should look like." He referred to the former Michelob private mold bottle, which sold at about 45 cents per container. It was too expensive, consumers didn't buy, and the bottle was subsequently redesigned. "We changed the bottle to a more conventional one and passed on the savings to the public," he said. Sales shot up after that.

Innovate or Slide

A major innovation in packaging may be in order when a product has begun to slide, according to Walter Landor, president, Walter Landor & Associates, San Francisco industrial design firm.

He told the session on graphics and design that while each marketing problem calls for a tailored solution, the package should definitely be looked into when sales fall.

Another time to consider change is when a competitor has done something to change his product or package that is helping his marketing position.

Once a firm decides to change its packaging, the new design solution should be held up to the light and examined from several different viewpoints.

They are: appropriateness, believability, over-packaging, consumer advantage, production economy, timing, long range use and ability to communicate with the consumer. Also, it should be considered whether the innovation lends itself to a special introductory promotion.

Future Requirements

Future packages will have to satisfy certain requirements as indicated by automation systems, he said.

Markets will employ automated checkout systems that will read codes through the bag and calculate the price on a particular day as indicated on each package.

Future packages will have to meet requirements of the combination of microwave and infra-red heating of products. Canning procedures wherein the canning will be done in pressurized rooms will call for new packaging technology.



This process plus the progress being made in vacuum packing seem to indicate that the thermally processed flexible bag in a square box could take over from today's can, he said. And the product will have a fresher taste.

In the area of produce packaging, materials will be developed to allow certain gases to penetrate the bag while sealing out others.

Plastic containers of the future may be filled while they are still in the mold.

One of the big things ahead will be an increase in in-plant fabrication of the package, Mr. Landor said.

He cautioned against rejecting products in research and development without considering the package. "It is pathetic how many new product ideas never get beyond the first stage of concept testing, often as a direct result of their being tested in the abstract without the benefit of appropriate packaging," he said.

In a talk before the American Marketing Association, Francis P. Tobolski, Container Corporation observed:

"There are no such things as creative package designs. There are only successful ones. If a design is successful, it's creative. If it isn't successful, it lacks any connotation of creativity."

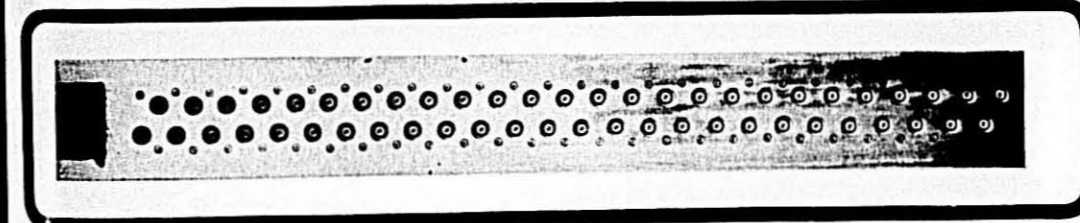
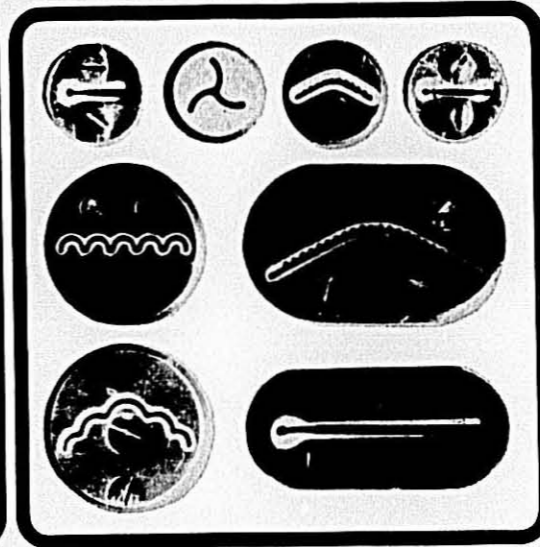
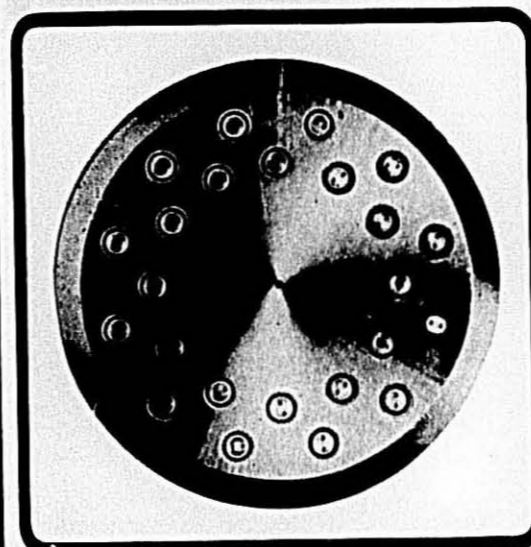
Your success depends upon you. You must make your own decisions. You must abide by the consequences of your acts. You may have spread before you the wisdom of the ages, but unless you assimilate it you derive no benefit from it. You are the creator of your own personality. You have to write your own record. You have to be you.

—B. C. Forbes

THE MACARONI JOURNAL

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Mr. Richard A. Zajac
John B. Canepa Company
Chicago, Illinois

Mr. and Mrs. Biagio Arena
Conte Luna Foods, Inc.
Norristown, Pa.

Mr. and Mrs. R. H. Williams
Mr. and Mrs. L. D. Williams
Misses Frances & Jeane Williams
Miss Carla Stakurski
Mr. and Mrs. John H. Linstroth
Mr. Peter Linstroth
Mrs. Frank Williams
Mr. and Mrs. John Knoedl
Mr. and Mrs. James O. Sullivan
Mr. Craig Currier
The Creamette Company
Minneapolis, Minn.

Mr. A. L. Katskee
G. D'Amico Macaroni Company
Steger, Illinois

Messrs. P. J. and J. P. Viviano
Delmonico Foods, Inc.
Louisville, Kentucky

Mr. and Mrs. Vincent DeDomenico
Golden Grain Macaroni Company
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Mr. and Mrs. Walter F. Villaume
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Mr. and Mrs. Armand Saavedra
Miss Nancy Saavedra
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Mr. and Mrs. Vincent S. La Rosa
Mr. Vincent F. La Rosa
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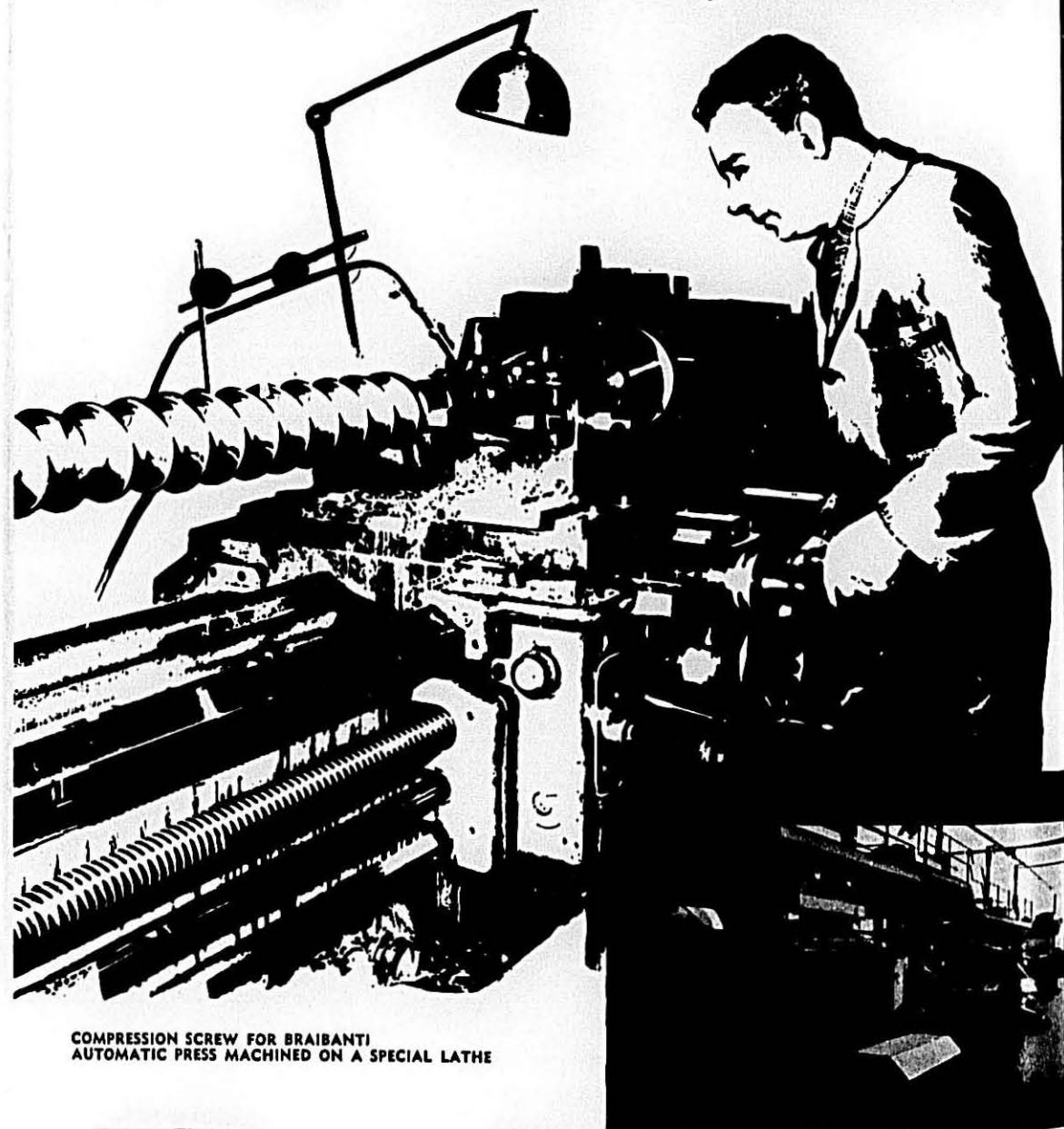
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Machinery and Complete Plants for the Macaroni Industry

What Part of Income Is Spent in Grocery Stores?

1966 Per Capita Disposable Incomes (After Taxes)	Increase from 1965	1966 Per Capita Grocery Store Sales	Shares of Income Spent in Grocery Stores
Total U. S.	7.4%	\$332	13.1%
New England	5.3	369	13.3
Metro New York	3.2	315	10.1
Middle Atlantic	5.3	339	12.7
East Central	9.5	333	13.0
Metro Chicago	6.4	362	11.0
West Central	11.1	321	12.9
Southeast	8.5	308	15.6
Southwest	7.9	314	15.0
Pacific	8.7	362	13.2

Shifting Shares in Store Volume

With all-around sales of grocery stores increasing steadily it is interesting to note the changing shares of sales by store type and size during the past five years. The super-large independents and the chains have increased their share of the total market seven percentage points in five years. This increase reflects a gain in sales of over \$14,000,000,000. Although grocery stores with average annual volumes of under \$500,000 have not appreciably decreased in total dollar sales, their share of the grocery business had diminished to 23 per cent by 1966.

	1961	1966
Small & Medium Independents (Under \$100,000 Annual Volume)	15%	10%
Large Independents (\$100,000 to \$500,000)	15%	13%
Super Large Independents (Over \$500,000)	22%	26%
Food Chains with 4 or more stores	43%	51%
Total U. S. Sales (in billions)	\$51.57	\$65.16

Control Costs, Grocers Urged

Wholesale grocers must mobilize an "all-out attack against the increasing costs of doing business," A. L. Scott, president of the United States Wholesale Grocers' Association, told the 74th annual meeting at the Shoreham hotel in Washington. Mr. Scott, of the Kimbell Grocery Co., Fort Worth, Texas, was renamed president of the association.

Mr. Scott said the attack on costs should and does take many forms. "First, we should and can develop our people in greater scope and in greater depth; secondly, using better developed people, develop and adopt new and improved material handling systems and procedures; third, utilize new

decision-making techniques and sophisticated electronic equipment to assimilate, analyze and print vital economic and business information; fourth, become better managers and stewards of our own time, resources and talents; five, provide the qualities and quantities and realistic prices of those items demanded by our customers, and six, tighten control throughout all phases of our individual operations."

He said the market place becomes less well defined each succeeding year and the competitive aspects become more clearly defined. "To make order out of chaos," Mr. Scott said, "the industry must become actors and not reactors, and must be quick to adopt new methods, new procedures, new systems and new concepts."

Support Farm Effort

The wholesale grocer association went on record as favoring "the efforts of farmers to join together to produce and market their unprocessed farm products through farmers' cooperatives for their common good." At the same time, it said that "in fairness to businesses subject to the antitrust laws, such exempt cooperatives should not be allowed to engage in other activities, such as the manufacture or buying and distribution of supplies and equipment, including processed foods and groceries."

Douglas W. Coulter was named executive vice-president of the association to replace Harold O. Smith, Jr., who has held the position for nearly 21 years. Mr. Smith, 66, was appointed to the new position of vice-president for national affairs.

Eddie Doucette in Japan

Famous IGA Chef Eddie Doucette demonstrated foods from the United States in meal preparations at the recent International Trade Fair in Tokyo. He was on tour at the request of the



Chef Eddie Doucette

U. S. Department of Agriculture. Two years ago he was on a similar assignment in Blackpool, England.

An excellent good will ambassador, Chef Doucette has been a culinary performer for the past thirty-five years in the restaurant field and on his own television show. He is presently Consultant Chef for the Independent Grocers' Alliance, National Headquarters for over 4,000 stores.

He is the narrator in the training film "Macaroni Menu Magic" and in the filmstrip "How to Cook Macaroni Products."

Macaroni Menu Magic

Now available on a free-loan basis is a new motion picture covering institutional preparation of macaroni products. Macaroni Menu Magic, a 16 mm, 20 minute sound film in brilliant color, stars chef Eddie Doucette, who presents tips on cooking, serving and storing macaroni.

People have been enjoying macaroni products for 7,000 years. The film tells how they are made, and gives a brief outline of nutritional values. A number of uses are suggested, and the parade of tempting dishes ranges from soups to side dishes and entrees to desserts. For all its glamor and good taste, however, macaroni is an economical food, and the film also tells how easily portions and costs can be controlled.

The film is distributed by Modern Talking Picture Service, Inc., 1212 Avenue of the Americas, New York, N. Y. 10036, through the courtesy of the Durum Wheat Institute, National Macaroni Institute, and North Dakota State Wheat Commission. The Durum Wheat Institute will make recipes available to viewing groups, including junior, senior high school and college institutional cooking classes.

MACARONI BRINGS TOP VOLUME RELATED-ITEM SALES FOR LENT



PROFIT POTENTIAL: \$1 worth of macaroni products calls for \$13.50 worth of related items, based on costs of three popular recipes.

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NATIONAL MACARONI INSTITUTE

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President's Remarks—

(Continued from page 9)

our product lend itself to volume feeding; and what steps have we taken to help ourselves in this field?

Because of the time element we cannot elaborate on the problems contained in my brief remarks as only the highlights have been hit. But I think the message should be received. At this convention we should make our start and we can do that by concentrating on the subjects being presented and particularly concentrating on the seminar portion which will dwell on "Penetrating People Problems." Our discussion leader and moderator is Dr. Billy J. Hodge. He can only make it as interesting and meaningful as we permit. This could be the stepping stone to opening our eyes. At any rate, it would behoove us to take advantage of its full potential.

In closing, I would like to say that Father Romaniello had very much wanted to be with us at this time. He was looking forward to renewing old friendships; but unfortunately his traveling schedule could not coincide with our convention dates. He asked me to remember him to all of you and he

hopes he can join us at some future date.

Thank you.

Penetrating People Problems—

(Continued from page 10)

- with punishment to get acceptable behavior from him.
- (3) Man is highly security-conscious.
 - b. Theory Y assumptions:
 - (1) Work is natural.
 - (2) Threats and punishments are only one way to motivate.
 - (3) Work is directly related to rewards associated with goal accomplishment.
 - (4) Man can learn to accept responsibility.
 - (5) The traits to creativity and ingenuity are widely, not narrowly, spread throughout the population.
 4. Today's philosophy of motivation in voluntary organizations must be based on the assumptions of Theory Y.
 5. We must begin to take a professional approach to motivation, and this requires that we develop a philosophy of motivation.

National Macaroni Institute—

(Continued from page 23)

roni products to a \$1 worth as a good common denominator, and then averaging out the cost of the three recipes, we arrive at the figure that \$1 worth of macaroni products sells \$13.50 in related items.

Copies of this brochure with the participating members of the National Macaroni Institute listed on the back page will be mailed to the macaroni buyer in about 550 chains with ten or more stores, and to approximately 780 voluntary and cooperative stores. The National Macaroni Institute office in Palatine, Illinois will have additional copies available, with the back page blank for imprint if desired.

Mini-Mac

Mini-Mac Macaroni is available from Ideal Macaroni Company, Bedford Heights, Ohio. The one-pound box will retail for about 25¢.

Radio, television and newspaper ads are scheduled and a certificate for a free package of the new product is offered. Mini-Mac is smaller and thinner than elbow macaroni.

Sampling Program

A program for sampling of Golden Grain products by 1200 women a week in Northern California has been undertaken by Golden Grain Macaroni Co., vice president Paul DeDomenico announced recently.

Through the services of the Ladies Luncheon League, clubwomen and churchwomen are being served Golden Grain products at organized luncheons which combine fund-raising for the ladies' organizations and product sampling for the sponsoring company.

DeDomenico pointed out that this effort to promote Golden Grain products and spur retail sales was still another arrow in Golden Grain's expanding quiver of sales promotion activities.

60,000 Ladies

The luncheon program will reach 60,000 ladies during the year, and DeDomenico said that the firm has discovered that most of the women served are already users of one or more Golden Grain products.

Gloria L. Thornton, president of Ladies Luncheon League, said that her organization provides the lunches at no charge to the clubs and allows them to set their own price per ticket. Her organization prepares the lunch for which the sponsor pays, entertains the clubwomen and supplies them with recipes, menus and buyers guides.

The Ladies Luncheon League also conducts contests in which cash prizes are awarded to the clubs for sponsors' labels and sales slips.

The League serves six lunches a week with Golden Grain products as the main course to organizations with a minimum of 100 ladies in attendance. The program runs through February and March.

Talking Package

New packages for Spatini Spaghetti Sauce Mix and Spatini Brown Gravy Mix have appeared on super market shelves in the Northeast. The packages feature a photograph of actor Lou Gilbert who stars in Spatini commercials as a mythical "Mrs. Spatini."

Carryover

The spaghetti sauce mix package continues Mr. Spatini's feud with his son. The copy also explains various ways of using Spatini Spaghetti Sauce Mix and says, "There are some nice recipes printed on the envelopes inside. There are also some stupid ones." Inside the packages are three envelopes of dry mix which repeat some of the conversational package copy.

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