

**THE
MACARONI
JOURNAL**

**Volume 40
No. 5**

September, 1958

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL MACARONI
ASSOCIATION



SEPTEMBER, 1958





Leading supermarket men* say that your product name must have high visibility. And, it's easy to see why. Your package has only a few seconds to tell your selling story in today's supermarkets. Consequently, it must identify your product immediately. Otherwise, you will lose sales.

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Cover Photo

Two junior residents of Devils Lake, North Dakota, share hib and spaghetti. They are Roger Kunkel and Barbara Johnson, both eight years old.

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September, 1958

THE MACARONI JOURNAL

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Youth Will Be Served

Promotional theme for National Macaroni Week

SPAGHETTI with Meat Sauce was the Number 1 favorite in a survey made by the American Spice Trade Association of more than 1500 families in some 84 cities. One of the questions on the survey listed 13 items and asked the families to check those their children liked best. Spaghetti was the winner.

Carlos Campbell, Executive Secretary of the National Canners Association, says "Teenagers buy 25% of the family's food, and older teen g's represent at least 50% of the brides in any given year.

"It costs \$1 to make a first impression for a product on a teenager, as opposed to \$7 needed to change brand loyalty later.

"Teens are reached best through the classroom distributed home economics magazines, teen magazines, and special youth programs," he stated.

Here is our opportunity and challenge. Kids like spaghetti and macaroni products, and the National Macaroni Institute is going to do something about it by using as a central theme for fall publicity "Youth Will Be Served."

Publicity Placements

Heavy publicity placements will begin in September as schools open around the country. Youth's liking for macaroni will be stressed at the Food Editors' Conference at New York City in late September with a classroom presentation of college level of home economic students following the pattern used at the Winter Meeting last January.

"Youth Will Be Served" will be highlighted during National Macaroni Week, October 16-25. Kits with suggestions for local publicity possibilities have been prepared and sent to members of the National Macaroni Institute.

Publicity placements of recipes with accent on youth have been placed with American Weekly, Parade, New York Daily News, Family Weekly, and This Week, so Sunday readers will be macaroni, spaghetti, and egg noodle conscious.

Magazines planning to spotlight macaroni products in fall issues include Good Housekeeping which in August kicked off the youth promotion with a color photograph of a father serving his son spaghetti with spaghetti tongs supplied by the National Macaroni Institute.

Good Housekeeping's Better Way Department plans to do a fall story on macaroni shapes. In their section for the Hostess Almanac a "Youth Will Be Served" hint suggesting serving canned chili on egg noodle bow ties for teen-age parties has been submitted.

The Young Perfectionist Editor and Children's Editors at Harper's Bazaar have been contacted about spaghetti supper backgrounds for the fashion section of that magazine. Publicity placements planned with other magazines include



Macaroni industry leaders attending their summer convention, July 8-11, in Coronado Calif., were momentarily stunned when they saw young Jimmy Skinner eating spaghetti until it literally ran out of his ears. They quickly learned that the six-year-old son of Lloyd E. Skinner, president of Skinner Manufacturing Company, Omaha, Nebr., staged the scene as a gag. He was attending the National Macaroni Manufacturers Association's annual convention with his father, who ended a two-year term as president of the group.

Family Circle, True Confessions, Modern Romances, Farm Journal, Progressive Farmer, Secrets, Daring Romances, Reveling Romances.

Special Material

Special National Macaroni Week material with the "Youth Will Be Served" slant has already been placed with mass circulation syndicates for use in their fall and back-to-school supplements. Among them are Stamps-Conhain, Newspaper Enterprise Association, and Meyer Both.

In addition to these special editions, National Macaroni Week placements are being made with all the key syndicate food editors. Stories, photos, and recipes appeal to the young in heart who want to cook with a flair. Copy suggests party ideas, family dinner suggestions, and even gives the fashion-conscious American girl the latest word on the shape of macaroni.

Among the syndicates who will tell the "Youth Will Be Served" story to their millions of readers are: Associated Press, Newspaper Enterprise Association, United Press International, General Features, Bell Syndicate, King Features, Pacific Coast Dailies, Chicago Tribune Syndicate, New York Daily News Syndicate, National Weekly Newspaper Service.

A clip sheet with eight stories with photographs and recipes will be directed to approximately 2,000 major market newspapers. In all of these stories, the accent will be on youth, glamour, convenience, and economy. Tomorrow's homemakers will be shown how macaroni prod-

ucts fit today's trend toward more leisure with convenience foods.

Macaroni products, convenience foods in themselves, will be combined with other less-work foods, and recipes will show the homemaker how she may with little effort give a gourmet touch to the short-cut foods.

In addition to the black and white photographs, color photographs will be released for use during National Macaroni Week. Among them will be some of the transparencies presented to the National Macaroni Institute by the Durum Wheat Institute.

A special story promoting macaroni, spaghetti, and egg noodles as fare for youth will be released with recipes to program directors of television homemaking shows. Since the Halloween season falls at the close of National Macaroni Week, material will be geared to this natural party time.

Four "Youth Will Be Served" scripts, each with two recipes, will be released to program directors of 700 radio stations. Additional scripts will be placed with Associated Press and United Press to be used by their member stations.

Farm Youth

Farm youth has a great interest in parties, so macaroni products will be promoted as party fare and menu suggestions as well as decor hints will be offered to farm publications.

The National Macaroni Institute reports that the roster of cooperative publicity continues to grow. Among the groups and companies interested in lending publicity support are: California Prune Advisory Board, Sterling Silver-Smiths of America, Mushrooms Canners' League, American Sheep Producers Council, Pimiento Growers Association, American Blue Cheese Association, Chocolate Milk Foundation, National Pickle Packers Association, Fisheries Council of the U. S. A., South African Rock Lobster Association.

Newspaper wire services will be covered with National Macaroni Week stories and photos on the youth theme.

Big network television and radio shows with huge audiences will be contacted for National Macaroni Week tie-ins on youth and other aspects of the macaroni story.

A selected list of 350 disk jockies from coast to coast will receive material to spark their comments on the promotion to their audience of millions at home and on the highways.

Releases are being mailed to the grocery trade publications. Follow-up stories and photos on the youth theme for National Macaroni Week are being placed with chain and supermarket publications.

All in all, National Macaroni Week, 1958, should be a week that kids remember.

National Macaroni Institute Report

by Theodore R. Sills at the 54th Annual Meeting

The annual public relations report of the National Macaroni Institute is the brochure that has been distributed to you and will be mailed to the members of the National Macaroni Institute.

The motivational themes that have been used as points in our publicity to be driven home again and again in the messages reaching millions of consumers telling them why they should buy macaroni products are: (1) tastes good; (2) easy to prepare; (3) economical; (4) nutritious and low in calories; (5) versatile "fun foods."

We think this brochure is an important report because above all it shows that the food editors like your products. Call this to the attention of your customers—they will be tremendously interested in the publicity job your industry is doing.

Fall Campaign

Last January in Miami Beach we announced the "Youth Will Be Served" program. There were a number of points regarding the importance of youth in the food field. I like to review some of these points now because I think they are important. The youth of today is the market of tomorrow. As you know, young people are marrying earlier these days. Twenty years ago family groups were formed in the late twenties, but today the average age for marriage is 19.8. Because of earlier marriages and the early formation of family groups it is necessary that we direct a large portion of our publicity efforts to youth and inform them all about macaroni—its history, romance, ease of preparation, something about the macaroni shapes, and above all how to prepare macaroni. If we do not do this, we will start losing our market.

One of the disturbing things about youth today is that surveys show there is practically no brand loyalty. In the old days, kids used to use the same brands as their mothers and grandmothers as long as these brands were promoted to them. That is not the case today. They buy what they want to buy and not because their parents do. Consequently, a brand with good acceptance by parents may be completely ignored by their children. This is a very serious problem for every manufacturer and every industry because they cannot only ignore a brand, they can ignore a product too. So it's important that we hit the youth market hard and keep the kids sold on macaroni products and your brands.

While the campaign has been going on all year, its heaviest impact will be



THEODORE R. SILLS

felt this fall. First will be the "Back-to-School" program, and macaroni products will be associated with kids going back to school. Then, in the last week of September we will have a National Macaroni Institute presentation in New York City at the Food Editors' Conference. During National Macaroni Week we'll hit the youth theme hard in October.

Food Editors' Conference

For the Food Editors' Conference we plan a classroom presentation similar to the one that was presented at the Winter Meeting in Miami Beach. We have been working with Dr. Henrietta Fleck of New York University, and plan to have students discuss and evaluate the variety of macaroni dishes which may be prepared in their own home economics kitchens. There will be some emphasis on foreign cooking because this is one of the vogues in America that kids are interested in. There will also be nutritional information given and, I think, all in all the presentation will be most interesting to the food editors.

National Macaroni Week

National Macaroni Week placements are already under way. For example, releases have gone to such Sunday supplements as American Weekly, Parade, This Week, the Sunday supplement of the New York Daily News, and many other Sunday papers. In addition, food editors in all the major cities will be supplied with materials pointing up the youth theme for National Macaroni Week.

We have been in touch with national magazines such as Good Housekeeping, Family Circle, Dining Romances, Secrets, etc., and a whole list who have said they

will come along and use our materials for National Macaroni Week.

The syndicates will be completely covered, and in addition we will aim for getting some big T-V networks as well as local radio and television shows.

We think the National Macaroni Week promotion can be strengthened by an increased volume of local publicity. We have prepared a kit to put into the hands of members of the National Macaroni Institute with suggestions as to what you can do and how to do it.

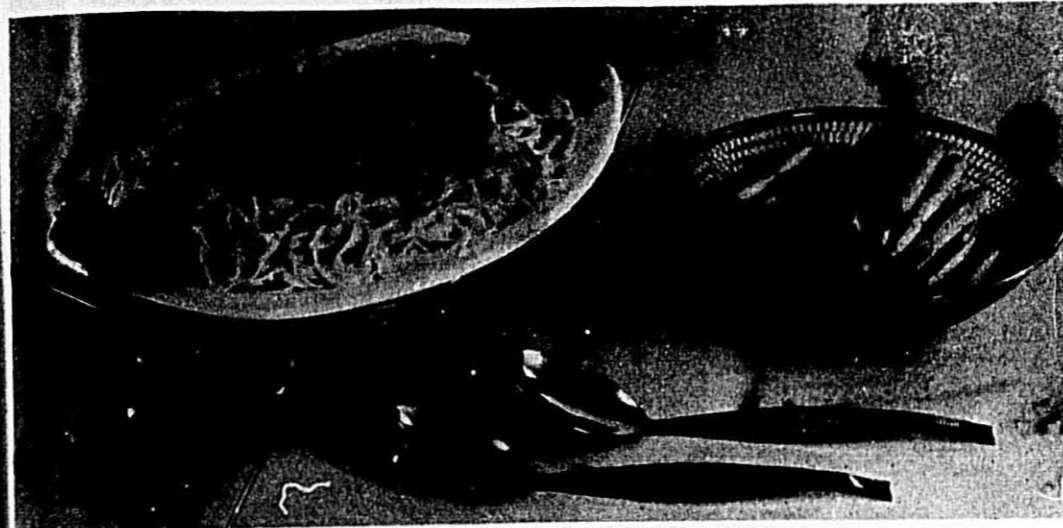
Next Year

In 1959 our plans call for a broad promotion that will really be composed of a number of campaigns that we will call "Macaroni and . . ." This could be the beginning of a great series of promotions for the industry and would have a strong effect upon sales and the growth of the market. The broad concept under which these programs are designed is to drive home to the public and other food processors that macaroni is a versatile food and that macaroni is a food that goes with every other food. Food manufacturers interested in related item promotions are willing to spend advertising dollars and put in merchandising effort. We want them to think of macaroni as one of the top possibilities when they work out such campaigns. The important information for us to have is to know what individual macaroni manufacturers will do along with such a program. In the past, heavy emphasis has been placed on the foot power and merchandising efforts that the macaroni industry can throw behind any related item promotion. But more frequently now, we are being asked for specifics as to what is being done in local markets in local advertising. We should have this information. Please put it in file in Bob Green's office on a confidential basis. It will help us to help you in getting substantial advertising appropriations behind these joint item promotions.

One promotion we are planning is with Swift and Company, scheduled for December, 1959. They are testing it in three markets now—Gary, Hammond and Whiting. A display piece has been prepared for them with their Brown and Serve sausage in a Macaroni-Sausage Skillet. In supplying them with about 50,000 posters, they will see that they get up and do the promotional work for this campaign. They will use the Brown and Serve Macaroni Skillet on the posters and they will stress the campaign in their commercials on the Art Link

(Continued on page 24)

Salmon Tetrazzini



SALMON Tetrazzini is one of the several recipes promoted by the Canned Salmon Institute during National Canned Salmon Week, August 22-29.

Here is the recipe prepared by Seranne & Gaden, home economists for the Canned Salmon Institute, and distributed to 591 newspapers with photograph and copy:

Salmon Tetrazzini

- 1/2 cup butter
- 1/2 cup flour
- 2 cups hot chicken broth
- 1/2 teaspoon salt
- 1/2 teaspoon pepper
- 1/2 teaspoon nutmeg
- 1/4 cup sherry
- 1 1-pound can salmon
- 1/2 cup cream
- 1 pound spaghetti
- 1/2 pound mushrooms, sliced
- 2 tablespoons butter
- 1/2 cup grated Parmesan cheese
- 1/2 cup bread crumbs

In a saucepan melt butter and stir in flour. Gradually stir in hot chicken broth and cook, stirring constantly, until sauce is smooth and thickened. Stir in salt, pepper, nutmeg and sherry.

Stir in liquid from the can of salmon and cook for eight minutes, stirring occasionally. Stir in cream and keep hot while preparing spaghetti. Stir sauce from time to time.

Cook spaghetti in rapidly boiling salted water until tender; drain. Sauté mushrooms in two tablespoons butter until lightly browned, stirring several times. This should take from five to seven minutes.

Mix half the sauce with spaghetti and mushrooms and pour into a baking dish or prep platter. Make a hole in center of spaghetti. Mix remaining sauce with the

flaked salmon and pour into hole in spaghetti.

Sprinkle with Parmesan cheese mixed with bread crumbs and brown lightly in a moderate oven (350° F.) for 15 to 20 minutes. Makes four to six servings.

Merchandising Tie-in

The Canned Salmon Institute sent a bulletin to their industry members alerting their brokers to local merchandising opportunities with macaroni manufacturers on a related item tie-in. They expressed the hope that salmon and macaroni people would arrange tie-in displays and local advertising, capitalizing on the national publicity efforts.

In addition to the Salmon Tetrazzini release, other recipe ideas were used, giving a total mailing of some \$852, plus magazine contacts and color placements with Sunday supplements.

The Canned Salmon Institute has prepared a layout for a recipe book and works with the Fish and Wildlife Service on a salmon film.

A publicity release to the trade press showed Miss Carol Bianchi as "Miss Canned Salmon Mermaid of 1958." Carol is a pretty, 19-year-old University of Washington coed.

Another tie-in has been arranged with canned salmon and Campbell's Soup. A canned salmon recipe is featured in full page color advertisements by Campbell's Soup Company in the July issue of McCall's, the August issue of Better Homes and Gardens, and the September issue of Good Housekeeping Magazine. In addition, Celery-Salmon Sandwich and Salmon Croquette recipes are being sent out by Campbell to magazine and newspaper, radio and television food editors all over the U. S.

A Canned Salmon Fact Book, available from the Canned Salmon Institute, 302 Colman Building, Seattle, Washington, has interesting data on varieties of salmon, pack sizes, and nutritive value as well as history and conservation information.

Five species of Pacific salmon are commercially canned—Sockeye, Chinook, Medium Red, Coho or Silver, Pink, and Clum.

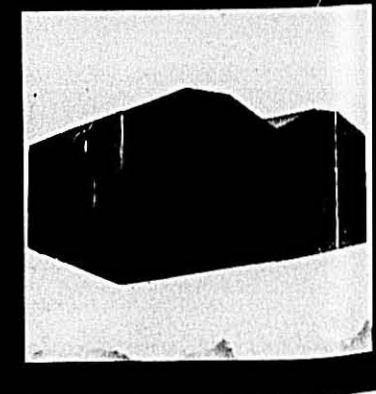
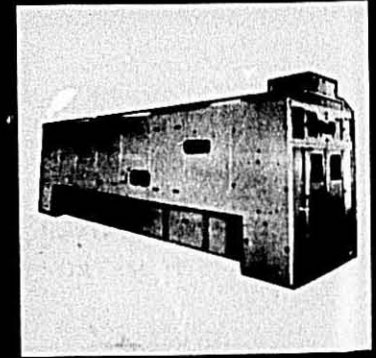
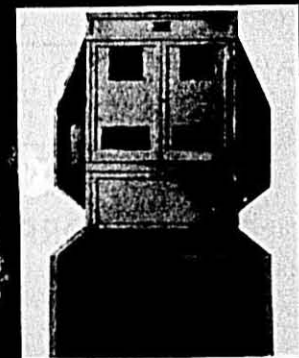
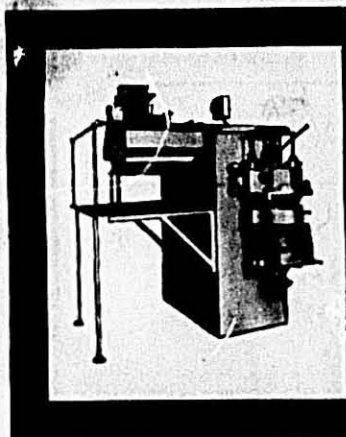
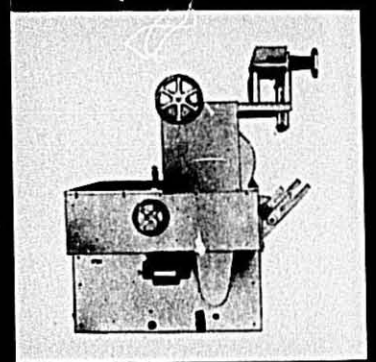
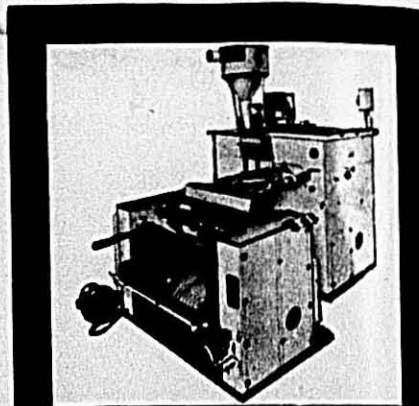
Salmon is packed mainly in three different size cans: (1) one-pound tall and one-pound flat, containing two cups and serving four; (2) half-pound flat containing one cup and serving two; (3) quarter-pound flat can containing 3 3/4 ounces, less common, and serving one. A special four-pound can is also packed for restaurants, hospitals, and other large scale cooking institutions.

Canned salmon is a perfect promotional tie-in for macaroni products because, besides the romance in its history, it is a complete-protein food, valuable for the replacement of worn-out tissues in the body and for building new tissues in growing children. It contains all the essential amino acids, the same as meat, cheese, eggs or poultry.

Because it is a complete-protein food, low calorie meals can be easily planned around it.

Substantial amounts of calcium and phosphorus in the presence of significant amounts of Vitamin D in salmon create a particularly fortunate situation for the building of bone. Iodine is also present in important quantities. Vitamin D is abundant, as is Vitamin A, niacin, riboflavin, and other B group vitamins, etc.

The fats in salmon are unsaturated, an important fact in the face of recent cholesterol studies.



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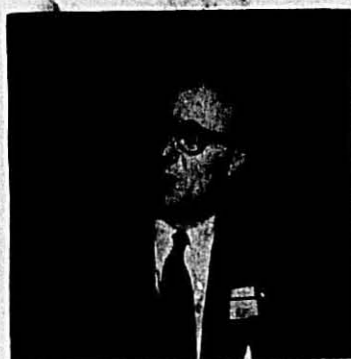
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Better Management

by Richard Oddie, Bank of America, at the 54th Annual Meeting



RICHARD M. ODDIE

YOUR president spoke about the gains you had made in recent years. He made one point that I think is worth emphasizing right now, and that is that eternal vigilance is the only safe-guard for change and the demands of business.

This is a pretty rough, hard, cruel world when you get right down to it. And the only people who care about macaroni in the broad sense of the word, are gathered right here.

Looking back on this growing industry in terms of Association growth, you think of changes that have taken place inside the companies in your organization. Unquestionably, the number of companies in the macaroni industry have decreased as the years have gone by. But the industry has become more stable. The existing companies have firmed out. They have become better adapted to the competitive situation that surrounds us.

When I was asked to come here and speak to you, one thought was that I would talk about the business outlook. But I thought rather than talk about that, I'd talk about the outlook for the firms in your industry.

I started to think. What is it that builds a better outlook for some firms than others? I imagine it is something that is partly a science.

Purpose of Business

Some manufacturers do not know why they are in business. I am speaking about men who are the heads of partner-owned, family-owned enterprises—small and medium-sized firms. Some manufacturers are in business for fun; some because they have to keep busy, and this is the only thing they know; some to provide jobs for the family; some to make money; but not very many of them ever say that they are in business

today to develop an organization that will last over a period of years and that will grow in strength at the same time. The reason that I mention that point is because the decision to grow or not to grow is an individual one. It is up to the owner to make it. Some people, for reasons of their own, like to take it easy. Still, it's awfully hard to keep something at a certain spot and not let it move from there. I can't make my watch stand still and neither can you. Things go up or they go down. Now that is a very old statement, but it is very true. If only you stabilize operations so that they have an upward trend, if only you make certain jobs are being provided for the oncoming generation, as safe-guards, then it's worthwhile management.

Management Fundamentals

The management that I am talking about is the management of basic ingredients of business—men, money, machines, markets, materials, merchandise, and methods. It is organized, planned management, as compared to the seat-of-the-pants management.

Now this management works in a simple way: organization, delegation, and supervision. It implies there is more than a one-man operation involved; there is a staff to share the burden. This is hard because some people just can't let go of anything. But growth demands a sharing of the work load. Watch out for a man operating his own business who insists on doing a clerk's work.

Art and Science

Management is an art and a science. It consists of setting up a company's objectives: not only to make macaroni, but to grow, to become stable, to become profitable as the years go by. And we intend to do that by manufacturing the best grade macaroni products that we can and by selling them in our market area.

Now, to do that we develop procedures and policies. We develop our organization, we direct men, we control the operation in various ways and interpret and measure the results obtained. That is very simple—objectives, procedures, the organizational set-up, ways to control, and the measuring of the results. The important thing is that it is being done by other people, people pulling together. Out of this comes strength and then you've got the raw material for growth.

When you organize in a simple way, write down on a piece of paper what

each man is going to do. Delegate authority. Tell your man, "You're in charge. Tell me about your tough problems. Give me reports periodically. If you can do the job, fine. If you can't do it, we'll get another man who can do it better than you."

On the Bridge

The captain's place is up on the bridge, steering the vessel. There is no need for him to be down washing the decks or down in the galley—he should be looking around to see what is happening. He looks at the weather. The business manager looks at the general economic conditions because they affect sales, costs, inventory, prices, products. That means that our manager is concerned with the industry that he is a part of, so that he learns how to measure the performance of his own company—not only in terms of profits, but in terms of performance by others of comparable volume.

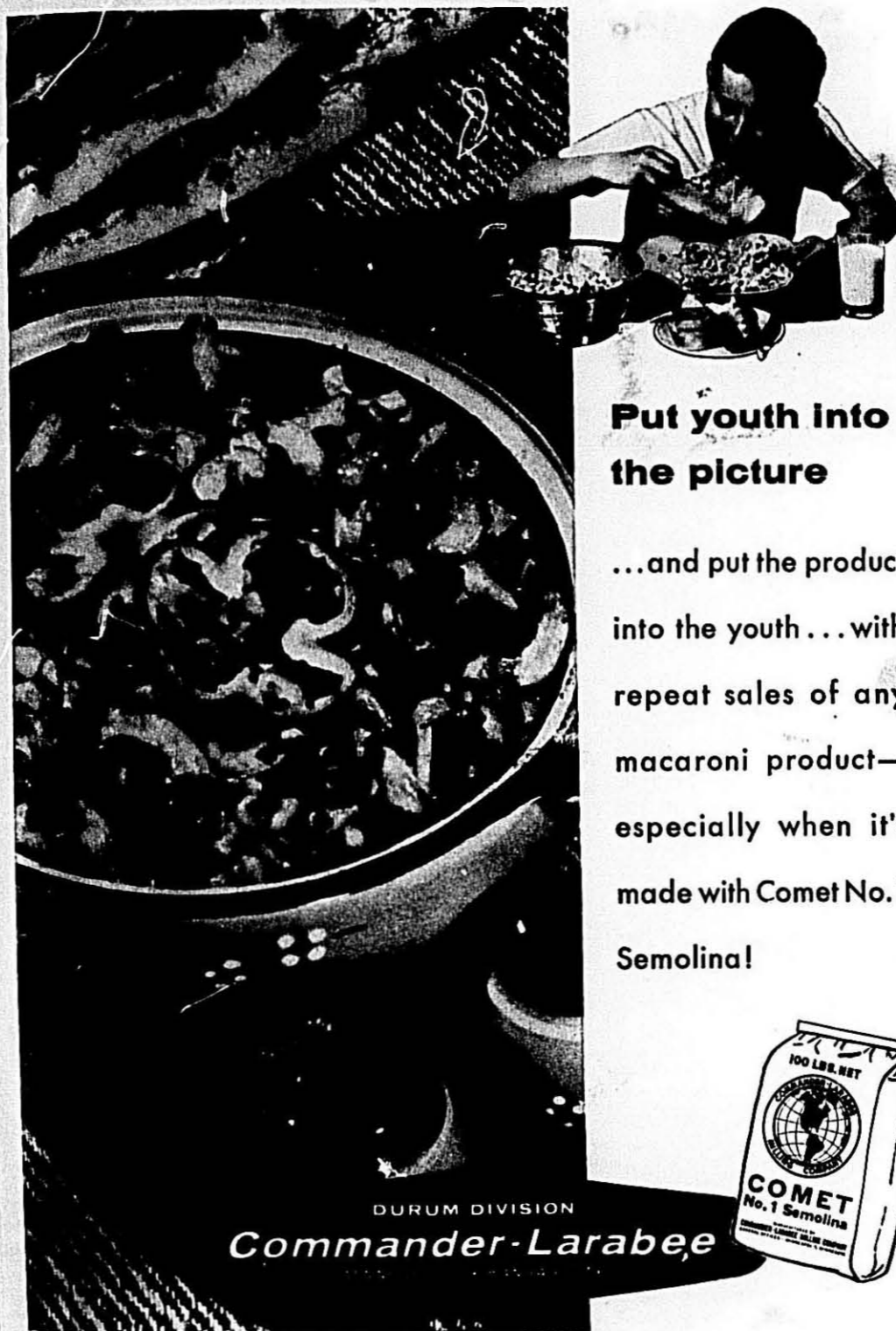
He begins to think of the industry's products. He thinks big for a while. He thinks of the industry as a whole—the degree to which companies are allied to him in a competitive way.

He tries to think in terms of what he knows about the people and how they are using the material as it comes in and how they are doing the job that he is doing. He thinks about the demand for the product generally by retailers. He thinks about the sales effort required to take care of that demand. He considers the result in loss of sales to other industries. He thinks about the potential for expanding the market. He thinks about the size of the market. He thinks about the trends in demands. Is the public with us or moving away from us? He thinks about the seasonal situations. How can we fill up the off-seasons? He thinks about the source of the demand. Are we a big city and suburban area product, or are we a rural area product? He thinks about the way he can raise sales in those outlets open to him.

Supplies

When the management thinks in terms of supplies—the supply of durum as a case in point, it has a very vital effect on the product's sales. Think of the eternal competition that goes on—you can be displaced by other foods if your products don't recommend a nutritional lift. You can be displaced by other products if you let up for one moment the very fine promotional campaign that Ted Sills is carrying on for you. I think it is extraordinary to see the extent to which

(Continued on page 26)



Put youth into
the picture

...and put the product
into the youth... with
repeat sales of any
macaroni product—
especially when it's
made with Comet No. 1
Semolina!



DURUM DIVISION

Commander-Larabee

Manufacturers Speak Up

MODERATOR Bob Green introduced panel members Sidney Grass, I. J. Grass, Noodle Company, Chicago; Al Katske, Gooch Food Products, Lincoln, Nebraska; Geddes Stanway, Skinner Manufacturing Company, Omaha, Nebraska; Bob William, Western Globe Products, Los Angeles, California; Fred Mueller, C. F. Mueller Company, Jersey City, New Jersey.

Moderator: We're going to start off our panel of experts with a report from Sid Grass on the Central Shippers' Council.

About Transportation

Sid Grass: Let me explain what the Central Shippers' Council is. It is a group of manufacturers and shippers in the Midwest who banded together originally to fight the 1½¢ surcharge put into effect on small shipments a few years ago. Their organized efforts were successful in getting the surcharge eliminated. Right now, they're studying shipping problems and sending out bulletins on transportation matters. A recent bulletin tells of the repeal of the war-time 3% tax on shipments, just passed by Congress. As you know, the railroads have been agitating about rate-making, the elimination of some passenger service, and the consolidation of freight runs. There is keen competition with the truckers, and shippers are watching developments closely.

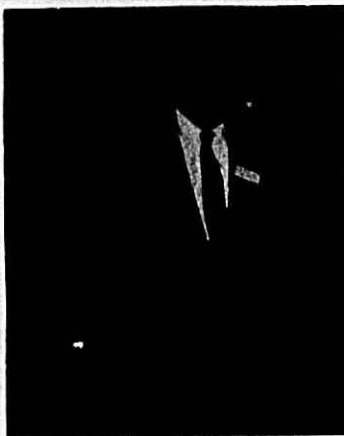
Lloyd Skinner: It seems to me that the railroads are an economical way of moving merchandise, but I don't think they have done a good job. Trucks have the advantage of doing a better delivery job, and sometimes railroad cars are lost in the yards. But I don't think competition will put the truckers out of business. I think competition is a good thing and will have a healthy effect on rates.

About Costs

Bob Green: Part of the squeeze on railroads comes from competition from the truck lines. But all of us are confronted with competition and are caught in a price squeeze when prices remain stationary. This brings us to another important area of consideration. Al Katske has some ideas on costs and their control.

Al Katske: Naturally, we have to know what costs are before we can start control. Right now, everyone is faced with the troubles of all costs rising. Labor costs are going up whether we like it or not. It is quite possible that our raw material costs will be up too. To meet this situation we must be efficient and have controls. For example, in our plant each day we figure out what our production was and average it on a per girl per hour basis. If the average slips, we try to find out why and do something about it.

Another area of control is waste. We have been able to cut down waste in our



SIDNEY J. GRASS

plant by just making our employees aware of it. For example, we have cut our waste 3.9% in six months without doing anything more drastic than making our employees conscious of it.

Bob Green: Very good, Al, but despite controls it seems that wage rates have gone up a lot faster than productivity has. How do we meet this problem, Stan?

About Labor

Geddes Stanway: Organized labor sets the wage pattern. It's up to each of us to see that we run efficient plants and have good communications with our employees.

I don't think employee security lies in paying union dues. I think proof of this is found in the automobile industry. Poor products won't sell no matter how many policy issues are involved. The consumer has the last word. There is no security in anything but good workmanship.

Among the forms of communications used in our plant are posters. One poster points out that waste material on the floor doesn't help sell the product. In talking to employees along the lines of the message in the poster, it is pointed out that their good housekeeping in the plant goes a long way in helping sell the product that in turn makes their job possible.

Don't be afraid of the union agent. Recognize that he has a job to do, but inform him with your thinking and get through to him. You will influence him just as you will influence the people who are working for you if they know what is on your mind and if you express yourself fully and frequently. You have to be sincere about this, but I think that the best bet for some time to come is improving communications with the people that must do the job for you.

Bob Green: The U. S. Chamber of Commerce Meeting in Washington last spring made a very strong point on the job that organized labor is doing, and how strongly they are influencing not only your employees, but high offices in this country. It was pointed out that there are more than 58 national labor organizations with offices in Washington, and they are a sight to see. They are doing a good job of communicating. They are taking a definite stand on issues and personalities whereas a lot of corporation house organs talk about bowling scores, birthdays, and anniversaries, and never talk about basic issues of interest to employees.

Bob William, tell us a bit about how you work with people.

Working With People

Bob William: I feel very strongly that business is people, whether you are dealing with a competitor, a union leader, or the guy that cleans up the plant. In dealing with people, you must remember that they are humans, and sometimes difficult to communicate with. For example, in our shop, I go around constantly telling people to pick up scraps off the floor. It has gotten to the point where I now demonstrate by bending over and picking them up in a dramatic fashion so the point is very, very clear. Sometimes this seems very elementary, but it is the only way to get a point across. Our employees now know that we want scraps picked up and a clean plant. As a consequence, I think we do have one of the cleanest plants in the industry.

Bob Green: Thank you, Bob. It does take simple clear-cut directions to make people understand what you want. Fred, we know about the problem in the plant, but how do you communicate with your sales representatives?

Working With Sales Representatives

Fred Mueller: There are many ways including meetings and bulletins, but primarily the responsibility for communications is with the regional sales manager. He is informed of company policy and programs, and passes this information on to his men, and they in turn to their customers.

Over the years we have developed what we think is a well integrated program of recruiting, training, and developing sales representatives. We train them in good trade relations, and good relations with their competitors. The man in the field is the one who makes the measure of success that the company enjoys. I wish we had more time to discuss this in detail.

Bob Green: We will plan to discuss these important subjects at greater length and in more detail at the Winter Meeting. Thank you, gentlemen, for your cooperation.

...INATION \$\$\$*
in self-selling packages by **MILPRINT!**

Rocket your macaroni, spaghetti and noodle sales to new heights with these high-powered salesmen" by Milprint! Brilliant, crisp, precision-printed Milprint packages are designed to keep your sales high and customer resistance low!

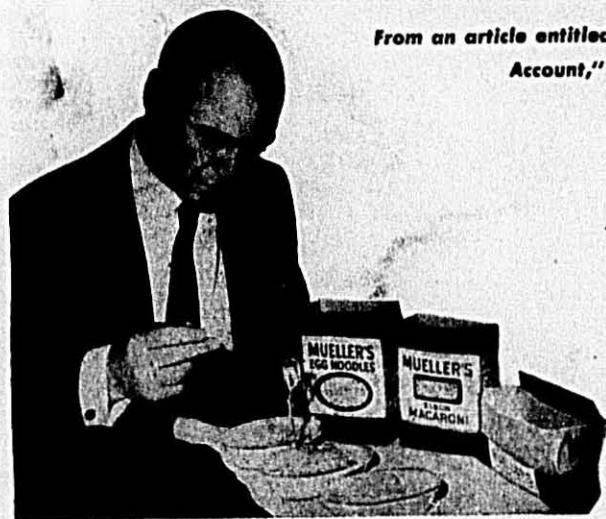
Put Milprint's unsurpassed experience and facilities to work for you! For the widest variety of packaging materials and printing processes anywhere — call your Milprint man — first!

Milprint INC.
PACKAGING MATERIALS

General Offices, Milwaukee, Wisconsin
Sales Offices in Principal Cities
Printed Cellophane, Pliofilm, Polyethylene, Saran, Acetate, Glassine, Vitafilm, "Mylar", Foils, Laminations, Folding Cartons, Bags, Lithographed Displays, Printed Promotional Material
*Reg. U. S. Pat. Off.

Macaroni Advertising Account

From an article entitled "How an Ad Agency Adapts Itself to a New Account," in *Printers' Ink*, June 27, 1958



C. FREDERICK MUELLER

LAST spring, Doherty, Clifford, Steers & Shenfield, New York, acquired the account of C. F. Mueller Company. Doherty, Clifford, Steers & Shenfield is a strong package-goods agency with a high percentage of its clients in the food and drug fields. The agency has added four new accounts so far this year.

Mueller distributes in twenty states east of the Mississippi—from Maine to Florida. Like its competitors, Mueller is a seasonal advertiser, doing its heaviest advertising between September and June. The Mueller advertising budget is about \$800,000. Because of its regional distribution, this budget goes into three primary media: newspapers, TV spots and radio spots.

When the agency received word that the Mueller account was theirs, the president sent out a memo to all department heads, management supervisors, and anyone else who would be concerned with the account, announcing the acquisition, and called them into a meeting. He explained how the agency got the account, who the people in it are, and who in the agency would be assigned to work on the account.

Briefing Session

A briefing session for all agency people directly concerned with the account followed. Mueller's top personnel told of the company's history, its policies, markets and sales. Each DSC's employee received a gift box of Mueller products and a recipe booklet. The session included a trip through the Mueller factory to see firsthand how the company's products are made.

All previous advertising and research done on the Mueller account was reviewed and a thorough study and analysis of Mueller's competitors was made.

All available printed information on Mueller's sales history, descriptions of products, past copy and media research, Market Research Corporation data and studies, budgets and expenditures, was distributed to the creative department.

Market Appraisal

Meanwhile, the research department did a complete appraisal of Mueller's market—its size, competitive standing, and problem areas.

The media department was brought up to date on a few of the problems that had to be handled immediately. This involved taking over Mueller's remaining advertising contracts for each of those existing schedules. The media department also began a series of meetings with Mueller account men on former media plans used by Mueller, what the media budgets had been in particular markets, and past testing done in various media.

The creative people came up with six basic appeals that they believed would be effective in selling spaghetti, macaroni and egg noodle products. In most instances, these appeals would apply to all products in the Mueller line. They also outlined some areas of creative exploration. This material was turned over to the research department which developed a research technique using the six appeals, and a split sample (alternated interviews—spaghetti for one, macaroni for the next). This was not

only to find the relative importance of the basic appeals, but also to measure them in terms of both spaghetti and macaroni.

Research used four large-city test markets, each in a different Mueller sales area. All of the material obtained was given back to the creative department with which to develop copy themes.

Art and copy people sat down together to develop copy themes and ad roughs with a flexible approach to fit both media. The completed ad roughs were then presented to the creative review board.

Then the approved work is submitted to the account group where the business judgment of the ads is examined and either changed or approved. Then, the work is made up in a slightly more complete presentation and taken to the client.

The media department, which has gotten an indication of the creative drift of the ads, has started work on media plans. It receives from the account group a marketing strategy to follow that sets up the client's objectives.

Campaign Plans

When all departments are in agreement on the media plan and it gets the approval of the account group, it goes to the marketing plans board. Then, along with the ad campaign roughs, it is presented to the client.

While the creative people are working out copy and art roughs, the research department enters another phase of its work on the account. Research goes into the field with some advertising roughs and some examples of what Mueller's competition is doing, and finds out their impact in relation to a standard appeal used for comparison.

Then the research department has two or three finished ads made and put into a dummy magazine. This study compares the impact and sales conviction of the Mueller ads in a completed form—ad A against ad B against ad C. They also do similar testing with radio commercials. They go into homes and play different commercials to the consumer, testing the impact of their commercial.

After the client has approved the campaign, the final ads are made. The media department then begins buying the media plan agreed upon, and following up with the detail work.

While research, creative and media have been working out their parts of the

(Continued on page 24)

General Mills announces new series of Newspaper Ad Mats

Betty Crocker of General Mills has created and consumer-tested four new macaroni, spaghetti and noodle recipes to be released in the Macaroni Journal. But that's not all! General Mills has had their advertising agency create newspaper advertisements from these recipes to help you gain consumer acceptance for your products.

To simplify matters all ads are in mat form, 2-column x 6 1/2 inches.

Capitalize on women's never-ending desire to serve new, different, exciting recipes!

COST? 50¢ PER MAT

You pay only 50¢ for each mat—a real bargain when you consider the recipe preparation time, photographer's charge, artwork and plates required to produce them. Offer good only in U.S.A.

Have your newspaper type-set your brand name where it appears in the ad. You may wish to insert an engraving of your package. Give insertion dates. You pay only for space used.

MATS ARE FLEXIBLE

If you wish, you can add, delete, or rearrange elements within the ad to make an entirely new or different size ad. Combine elements from other ad mats to make multi-product ads. Your newspaper representative will gladly help.

Ask your General Mills salesman for details—or use this coupon.

DURUM SALES—GENERAL MILLS
3200 Wyzata Boulevard
Minneapolis 26, Minnesota

Please send _____ (quantity)
2-column ad mats featuring
Chicken-Macaroni en Casserole.
I have enclosed 50¢ for each mat.

Name _____
Firm _____
Address _____
City _____ State _____

General
Mills

DURUM SALES

Minneapolis 26, Minnesota

No. 1 in General Mills' new series of ad mats

This mat is reproduced actual size—2 column x 6 1/2 inches. Other new macaroni, spaghetti and noodle recipes and ad mats will be offered in General Mills advertisements in subsequent issues of the Macaroni Journal.



the compliments will be all yours tonight... when you serve the new "Chicken-Macaroni en Casserole"

IT TAKES

YOUR BRAND MACARONI

to make "Chicken-Macaroni" en Casserole this good

What an easy way to make the family love you even more! Chicken-Macaroni en Casserole is the answer to your wish for a new hot dish. Simple to prepare with Your Brand Macaroni—cooks up plump and firm. Each yummy serving supplies a wealth of good food values. Save the recipe—you will want to serve Chicken-Macaroni en Casserole often.

clip this recipe now —takes little time to prepare

CHICKEN-MACARONI EN CASSEROLE

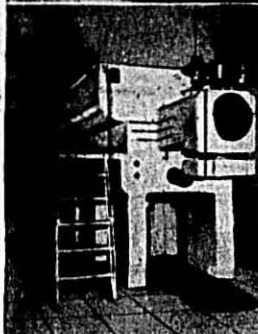
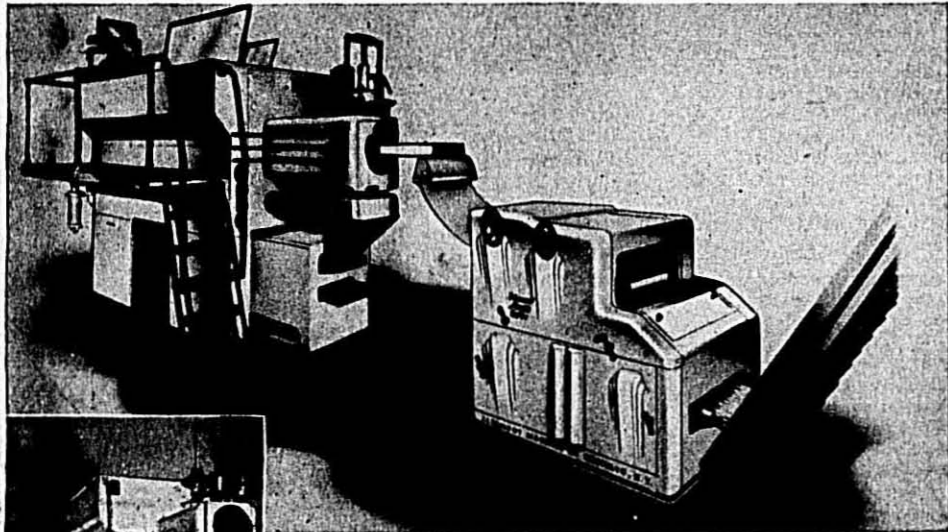
3 cups cooked YOUR BRAND Elbow Macaroni (1 1/2 cups uncooked)
2 cups grated American Cheddar cheese
12-oz. can chicken, diced (1 1/2 cups)
1 cup sliced canned mushrooms
1/4 cup diced pimiento
1 can cream of chicken soup plus enough milk to make 2 cups

Heat oven to 350° (moderate). Mix all ingredients together. Pour into buttered 2-qt. baking dish. Bake 60 minutes.

SEND COUPON TODAY!

Clermont **Unique New VMP-3**
Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour

Clermont Extruded Noodle Dough Sheeter VMP-3



Clermont Super High Speed Noodle Cutter, Type NA-4 working in conjunction with the VMP-3 for continuous 1600 lbs. per hour operations.

FOR THE SUPERIOR IN NOODLE MACHINES

IT'S ALL WAYS *Clermont!*

Machine can be purchased with attachment for producing short cut macaroni.

TAILOR-MADE FOR THE NOODLE TRADE
 Available with or without vacuum process

Capacity range - Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.

Large screw for slow extrusion for better quality.

Engineered for simplicity of operation.

Rugged construction to withstand heavy duty, round-the-clock usage.

Matchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.

Only one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.

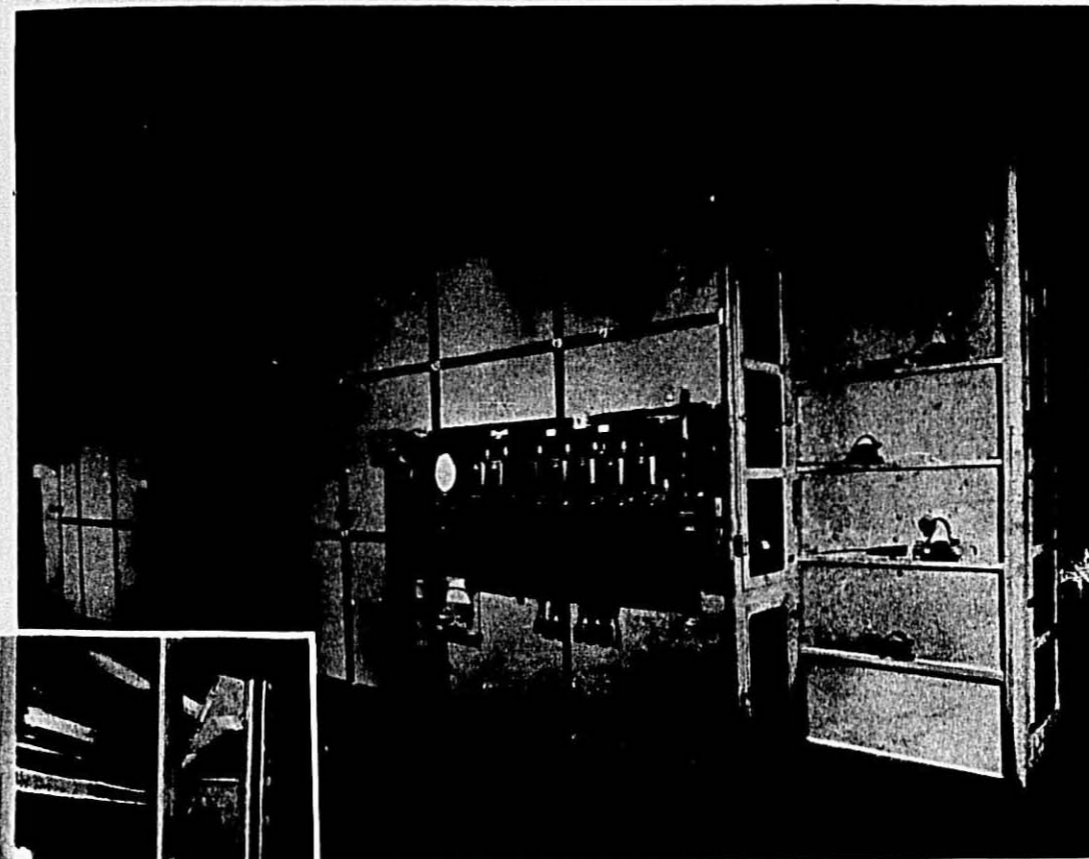
Newly designed die gives smooth, silky-finish, uniform sheet.

Totally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

Clermont Machine Company Inc.

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

Clermont **CONTINUOUS NOODLE DRYER**
Dramatically New in Appearance



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

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

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

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

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

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

Please consult us for full information.

Clermont Machine Company Inc.

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

Egg Outlook

Henningsen Headlines, a trade letter, says:

There have been a few years in the last decade when more people felt uncertain of market trends in the egg industry. Careful analysis of government figures last fall and winter led many to certain conclusions (always subject to revision upon receipt of more current statistics) which have proven most difficult to defend.

Long Range Pattern

The long range pattern this entire spring has been obscured and distorted by periodic fluctuations in the market for which there has been no discernible cause. It has always been a facile rationalization to blame the Chicago breakers and manipulators for otherwise unexplainable fluctuations in the market; but this season the fluctuations have, often as not, redounded to their disadvantage. Therefore, a great many of us have merely shrugged our shoulders and played the deal from day to day as close to our chests as economical production schedules would permit.

It would appear to be a fair statement that this has been a buyer's market thus far this season. The reluctance of large volume users to commit themselves for extended requirements has depressed the market, particularly in albumen, to a point where producers have been definitely reluctant to pack frozen or dried merchandise on speculation. The government production report and storage report shows only too clearly the results of this buyer's market. A correlation of these reports reveals a definite decrease in usage of egg products which does not appear reasonable in view of the generally lower consumer prices which have been prevalent most of the season, and the natural increases one would expect from a rising population curve, despite a decrease in per capita consumption.

It would seem reasonable to suppose, therefore, that a sizable quantity of merchandise remains to be packed and sold. If this potential demand is coupled with the estimated production figures, one could arrive at a very bullish point of view for the next sixty to ninety days.

Question of Timing

But here again, the question of timing comes into the picture. Hatchery and flock replacement reports incline one to believe that during the final quarter of this year there is likely to be a new and plentiful supply of eggs. But does this mean September, or November? And is there adequate supply of product to last consumers until the effect of this new production is felt throughout the market?

It is this element of uncertainty which is leading both producer and consumer alike to proceed with extreme caution. The absence of a clearly discernible trend, coupled with the belief that egg prices could be much more reasonable at the end of the year, has led to substan-



Eggs are all around Judy Cheney of the National Poultry & Egg Board.

tially less storage stocks and commitments. If consumption figures continue to be less than last year, a goodly portion of the bullish feeling could be dissipated. If consumption figures are considered likely to equal or exceed those of last year, then one can only ask, "Where is the merchandise coming from?"

There is one thing of which most of us are fairly certain. Supplies of dark yolk are short and will be shorter. Last year there were ample supplies of NEPA 3 available during the fall months. This is not likely to be the case this fall.

Egg Prices

The cash egg market in Chicago has seen a decline in shell eggs from better than 35c in early May to a low of 30c a dozen for standards in mid-July.

Frozen whole eggs were at a 30c level per pound in early May but slowly slipped to a range of 27c to 28c at the end of July.

Frozen whites, a drug on the market, were worth 12c to 13.5c most of May but deteriorated to a range of 10c to 11c by July's close. Yolks, of course, bear the brunt of poor white prices. Frozen yolks with 45% solids and No. 4 color were 61-63.5c May 1. They slipped to 57-58.5c during the first week in June, but were back up to 59-61c by July 31. With a scarcity of color, No. 5's held steady throughout the period within a range of 61c to 64c.

Dried yolk solids reflected the shell egg market with a high of \$1.37 and a low of \$1.25 in the three periods ending July 31.

Processed Eggs

Liquid egg production during June totaled 74,510,000 pounds. This was 1 percent above the production in June, 1957 and 21 percent above the 1952-56 average for the month. The quantities used for immediate consumption and drying were smaller than in June last year, but the quantity used for freezing was larger.

Egg solids production during June totaled 2,843,000 pounds, compared with

3,835,000 pounds in June, 1957 and the 1952-56 average of 2,297,000 pounds. June production consisted of 1,025,000 pounds of whole egg solids, 987,000 pounds of albumen solids and 831,000 pounds of yolk solids. Production in June, 1957 consisted of 1,979,000 pounds of whole egg solids, 946,000 pounds of albumen solids, and 910,000 pounds of yolk solids.

Frozen egg production during June, 1958 totaled 56,721,000 pounds, up 9 percent from the production in June, 1957 and 15 percent larger than the 1952-56 average for the month. Frozen egg stocks increased 80 million pounds during June, compared with 26 million pounds in June last year and the 1952-56 average increase of 24 million pounds.

Potatoes Are Cheaper

Potato prices have fallen already, but as movement of the summer crop gathers momentum, further declines are expected. High prices last winter following the Florida freeze and the over-lapping of summer marketing season with a rain-retarded late spring crop have caused prices to drop. Average price received by farmers for potatoes in mid-March was \$3.25 per hundredweight. In mid-July, the price was down to \$1.72. Long Island farmers are now digging the summer crop and prices on farms have fallen to around 90 cents a hundredweight. Some farmers are disgusted with current market prices and refuse to dig additional supplies. The price for Long Island potatoes delivered at New York, after allowing for bagging and handling, is about \$1.75, approximately \$1 under a year ago.

Last winter, when adverse weather hit the South and caused damage to potato crops, Northern farmers thought they would take advantage of the price situation and over-plantings resulted.

Potato area for harvest this year is indicated at 1,452,500 acres, compared with 1,382,600 acres a year ago and the 1952-56 average of 1,493,400.

Impulse Buying!

EYE APPEAL . . . APPETITE APPEAL
COLOR . . . PACKAGING . . . RECIPES

All these are necessary to move your products
off the shelves.

Let Us Help You!

Give Your Noodles the
Necessary Color, Eye
and Appetite Appeal for
Successful Merchandising!

USE OUR RICH NATURAL
HIGH COLOR YOLKS

Frozen - Spray Dried Yolk Solids -
Flake - Granular - Powdered Albumen

BALLAS EGG PRODUCTS COMPANY, INC.

Call or Write

MAX BALLAS
LEONARD BALLAS

71 Hudson Street
New York, N. Y.
WO 4-0114

V. JAMES BENINCASA
MARVIN R. PAINTER

Zanesville Cold Storage Bldg.
Zanesville, Ohio
GLadstone 3-0386

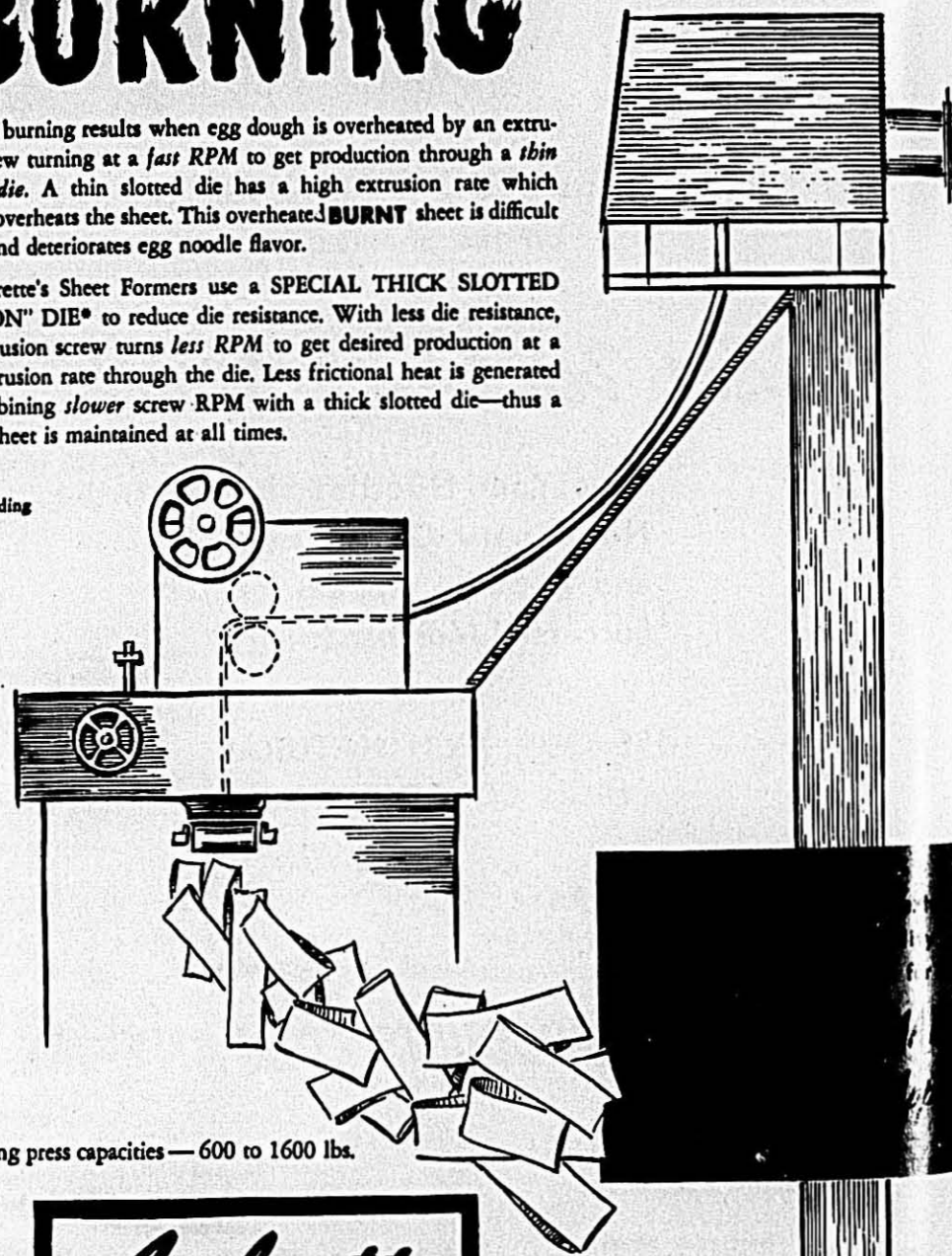
You can PREVENT Noodle Sheet

BURNING

Sheet burning results when egg dough is overheated by an extrusion screw turning at a fast RPM to get production through a thin slotted die. A thin slotted die has a high extrusion rate which further overheats the sheet. This overheated BURNED sheet is difficult to dry and deteriorates egg noodle flavor.

Ambrette's Sheet Formers use a SPECIAL THICK SLOTTED "TEFLON" DIE* to reduce die resistance. With less die resistance, the extrusion screw turns less RPM to get desired production at a low extrusion rate through the die. Less frictional heat is generated by combining slower screw RPM with a thick slotted die—thus a cooler sheet is maintained at all times.

*Pat. Pending



Sheet forming press capacities — 600 to 1600 lbs.

Ambrette
MACHINERY CORP.

156 — 6th Street, Brooklyn, New York

Another Ambrette Landmark!

Announcing...
3 STICK
LONG GOODS SPREADER



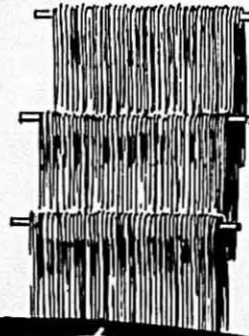
Patented

The only Spreader to greatly increase output of a 1000 lb. continuous press

Increases production ★ 1

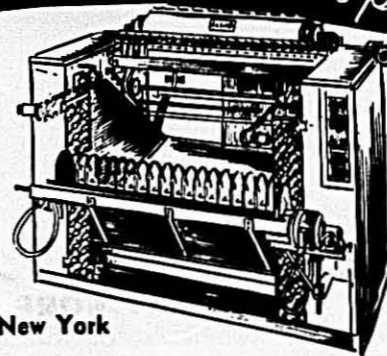
Improves quality ★ 2

Reduces waste ★ 3



The only Spreader for a 1500 lb. continuous press

Why not trade in your old stick spreader NOW?



Ambrette Machinery Corp., 156 6th Street, Brooklyn, New York

Background on Nutrition

by James J. Winston, Director of Research, N.M.M.A.
at the 54th Annual Meeting

IN reviewing the subject, "Background on Nutrition," it may be advisable to define the term "nutrition." Nutrition can be defined simply as the science of nourishing the body properly; i.e., providing adequately for its growth, maintenance and repair. This is quite a wide field and I shall limit myself to nutrition as it pertains to our macaroni and egg noodle products.

Nutrition Conscious

Our industry really became conscious of enhancing the nutritive values of our products toward the end of World War II. This may have been motivated primarily by the fact that in the early 1940's, the U. S. Department of Agriculture, together with the National Research Council, endorsed the policy of fortifying or enriching bread and flour to a certain prescribed level. This was the result of the examination of dietaries that were found to be deficient, particularly in the southern part of this country. One of the purposes of enrichment which provided for the addition of thiamine, riboflavin, niacin and iron, was to preclude the possibility of vitamin deficiencies in our population. Concomitant with this enrichment program, the USDA also issued a recommendation regarding foods that they considered to be essential for a good diet. Many of you will recall the so-called "Basic 7 Food Categories" recommended by governmental agencies, where unfortunately, no mention was made of either macaroni or egg noodles. Our industry, therefore, had indeed a strong motive in trying to amend its Standards to provide for optional enrichment of our products.

Many members of our industry were apathetic and showed very little interest in enrichment. However, a number of manufacturers thought this to be pertinent, and our Association requested the Food and Drug Administration to consider providing us with enriched macaroni and enriched egg noodles as optional ingredients.

Enrichment Problem

At this time, unfortunately, there seemed to be quite a bit of opposition to the enrichment of our products. Some nutritionists felt that our products were more or less restricted to the Italian segment of the population. According to one dietary survey, the results showed that in general, the Italian dietary provided an adequate supply of essential vitamins. Also, some of the scientists at that time were under the impression



JAMES J. WINSTON

that the enrichment of our products would be invalidated by the extreme leaching of these water soluble vitamins during the cooking process. It was therefore incumbent upon our Association, through laboratory investigations, to show that after cooking under standard normal procedure, there would be on the average, a good retention of vitamins; namely, thiamine (Vitamin B-1) 50% or more, riboflavin (Vitamin B-2) 70% or more, niacin 50% or more, iron 100%. We also emphasized the point that our products were becoming staple products and were used by all segments of the population.

Federal Hearings

After two weeks of hearings, and after due consideration by the Food and Drug Administration, our industry was gratified by the promulgation of these optional Standards of Identity for enriched macaroni and egg noodle products. These Standards on enrichment also provided for the use of optional ingredients, such as, defatted wheat germ and dry autolyzed yeast. These substances are significantly high in vitamins. At the same time, these substances because of high protein content, will therefore increase the protein of the finished macaroni product.

Slowly but surely, manufacturer after manufacturer began to enrich his products until today approximately 80% of our macaroni and egg noodle products are enriched.

At the present time, the government has recommended in a leaflet called "Essentials of an Adequate Diet" basic food groups; namely, milk group, meat group, vegetable-fruit group, and bread-cereal group. The foods recommended and included under this fourth group refer to enriched macaroni, enriched spaghetti and enriched egg noodles. This is the first time the government has included our products in any recommended food group, and the main reason for this is due to the fact that our products are enriched to a high level. This is very important for our industry because the "Essentials of an Adequate Diet" is being used today to a very great extent by nutrition workers, dietitians, and home economists. Our products have finally achieved nutritional notice.

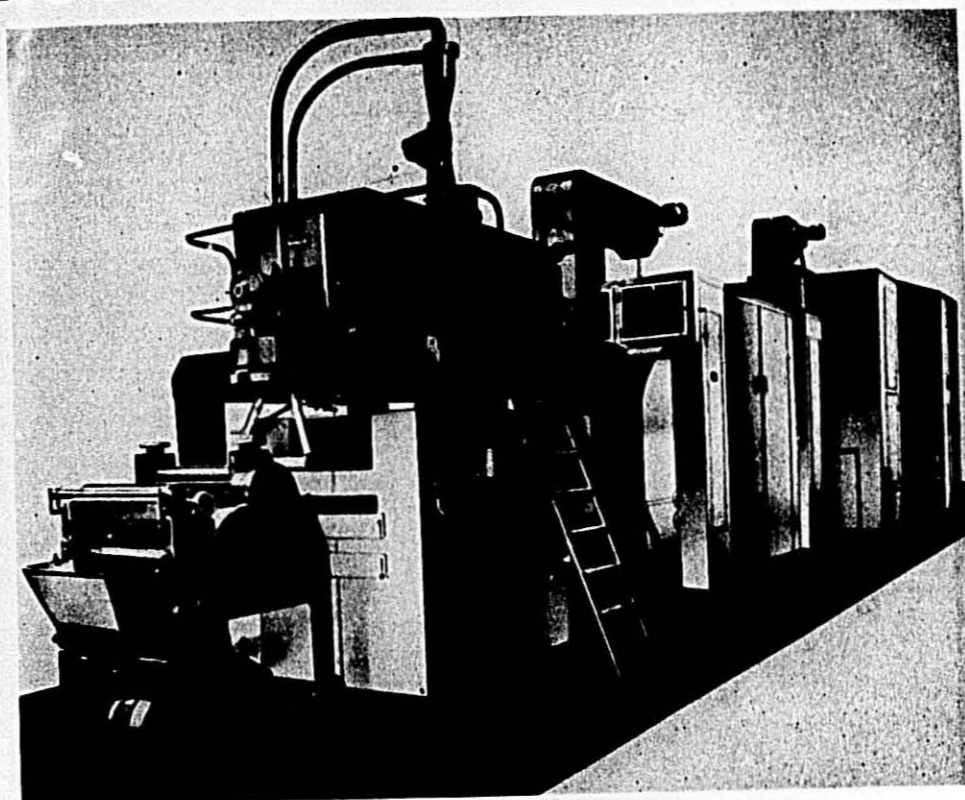
Another problem that confronted our industry stemmed from the publication of the USDA Handbook No. 8 entitled, "Composition of Foods," which was published in 1950. In this publication, for the first time, the USDA gave the proximate analysis of foods stressing caloric content, carbohydrates, protein and vitamins.

Caloric Count

Contrary to many other publications and our laboratory analyses, the caloric content of a cooked portion of macaroni was stated as being equivalent to 119 calories per 100 gram cooked portion. 100 grams are equivalent to 3½ ounces. This was very disconcerting to us. By contacting the nutritionists in charge of the forthcoming revision of this book and by analyzing and rechecking cooked macaroni with them, a much lower value has been obtained which will be incorporated in the revised book. The data from our laboratory show that on the average, a cooked portion of 100 grams or 3½ ounces or ¾ cup, as you prefer, will provide approximately 103 to 111 calories, depending upon how it is prepared and how long it is cooked. The Department has decided tentatively upon a figure of 112 calories, which is a substantial reduction from the original 119 calories. In addition, the new Handbook will also include data pertaining to protein, vitamins, and also sodium content. We are fortunate in this respect because our products contain about 12% protein in macaroni, and 13½% protein in egg noodles. The sodium content is low, which permits our products to be consumed by people who, because of circulatory disturbances, must be restricted

(Continued on page 36)

modern installations for modern macaroni plants



Completely automatic line for the production of Short Cuts and Bologna stamped goods. Consisting of:

Automatic Press Model "MAGOG."
ZAMBONI Stamping Machine Model "ULTRA-VELO."
Preliminary Dryer Model "TELEC."
Final Dryer Model "TELESS."

Hundreds of similar installations are working all over the world.

Send your inquiries to:

Eastern Zone: Lehara Corporation, 60 East 42nd St., New York 17, N. Y.
Western Zone: Permasco Division of Winter, Wolff & Co., Inc.,
2036 East 27th Street, Los Angeles 58, California

Braibanti - Milano

DOTT. INGG. M. G. BRAIBANTI & C. - Milano-1, Via Borgogna

Institute Report

(Continued from page 6)

letter Show plus several of their radio soap operas.

Another promotion shaping up now is with Reynolds Wrap. They will put advertising and merchandising support behind a macaroni casserole campaign using Reynolds Wrap. This promotion is scheduled for National Macaroni Week, 1959.

In addition, we are negotiating with the Cling Peach Advisory Board and the Wine Institute for related tie-in deals.

We think the 1959 program can be a great one and a hard hitting program. We will need your full support and we will need to know what you are planning on doing.

Now a word about the co-operative efforts between the National Macaroni Institute and the Durum Wheat Institute. These organizations are working very well together. We are still ironing out some of the rough spots which always occur but the efforts have been co-operative and well integrated.

I think your program of public relations, merchandising and promotions is going along very well and I am happy to make this report. We receive nice letters from time to time from manufacturers commenting on various things that are being done. We are always very pleased and very grateful to receive this. There are many fields into which this program can go, dependent upon what the industry wants and how much support the industry will give to it.

The program will now be carried into the nutritional field. This will, I think, be an important step forward. I think it will make a contribution to the thing that we're most interested in—good sales.

Advertising Account

(Continued from page 14)

Mueller assignment, the merchandising department has been calling at the trade area to determine Mueller's status in the field. They check chain-store headquarters, grocery wholesalers, and retailers. They study packaging, shelf space, store inventories, dislocated displays, distribution of different items in the line, trade and consumer opinions, cooperative advertising, and sales promotion such as trade and consumer special deals.

The department analyzes the client's sales by market area to see whether extra pressure is necessary in certain areas.

The Mueller timetable has not been particularly tight, and has given the agency adequate time for each phase of adapting to the account. Though the agency took over the account officially on May 1, the fall campaign for which it is responsible doesn't break until September 1. However, TV film production started around July 1, and the agency also had to get a promotion package for salesmen ready in advance of the fall campaign.

Food Faddis:

James J. Winston, N.M.M.A. Director of Research, recently told members that in April, 1957 the Food and Drug Administration published an article entitled, "Food Facts vs. Food Fallacies." This is recommended to the attention of all who are interested in improved health. The following is stressed:

1. The American food supply is unsurpassed in volume, variety and nutritional value. By patronizing all departments of a modern food store, we can easily supply all of our nutritional needs.

2. Notwithstanding the abundance and quality of the American food supply, a persistent campaign is being carried on to undermine public confidence in the nutritional value of staple foods. Fake ideas about food are circulated by food faddists and by fringe promoters of vitamin and mineral products. When notions are promoted inferring that garlic pills will reduce high blood pressure, or that grapes can be used for the treatment of ulcers and cancer, the price of ignorance may come high. This may be dangerous to health, especially if ailing people are led to put off getting proper medical attention.

Today the Food and Drug Administration is especially concerned about the promotion of "food supplements" as cure-alls for conditions which require medical

attention. *Misleading promotion of food supplements violates Federal law.* Nutrition authorities agree that the best way to buy vitamins and minerals is in the packages provided by nature—vegetables, fruits, milk, eggs, meats, fish and whole grain, or enriched bread and enriched cereals.

Spaghetti Sauce Campaign

J. Ragozzino & Son, Meriden, Connecticut, makers of Ragozzino Spaghetti Sauce, are planning to give new impetus to sales with a strong advertising campaign. Night-time TV spots will be used during the summer, with a market-to-market spot radio saturation campaign planned for the fall.

The Hard Sell

The drive to sell more merchandise is reflected in the revelation that salesmen are earning about 4.2 per cent more this year than last. The figure comes from a study on salesmen just issued by the American Management Association. It also finds that salesmen now get vacations on a par with others and that incentives are increasing. Study is available from the group at 1515 Broadway, Times Square, New York City.

National Macaroni Week
"Youth Will Be Served"
October 16-25, 1958



GOOD GUYS Donald F. Grass (left) and Irving Grass, vice president and president respectively of the I. J. Grass Noodle Company, manufacturers of the famous Mrs. Grass Noodle Soup mixes, submit to a trio of "bad men" at the Golden Nugget Placer Mine exhibit at Chicago's Free Fair. The exhibit, a replica of the placer mines of the "Old West," was built by the I. J. Grass Noodle Company and donated to the Fair which is sponsored by the Back of the Yards Council to raise money for its social service work in that community. It is estimated that more than 700,000 visitors viewed the exhibit. The I. J. Grass Noodle Company, 6027 South Wentworth in Chicago, manufacture Mrs. Grass Genuine Egg Noodles, Mrs. Grass Chicken-Y Rich Noodle Soup and Mrs. Grass Vegetable Noodle Soup.

There is something special
about Macaroni products made from

King Midas

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

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too. They meet all the requirements of big-family budgets to the most exacting taste of the gourmet. To obtain that "something special" in your products use the finest—use King Midas.



King Midas DURUM PRODUCTS

MINNEAPOLIS  MINNESOTA

Better Management*(Continued from page 10)*

the feeling for macaroni is stepping into the newspapers, magazines and cook-books of America. And, of course, it isn't just stepping in, it is being led by the hand by your own Association group.

Front Line Representation

Your industry is only as good as your front-line representation. We live in a world today in which people think somewhat differently than they did before in the old days. They are to a very great degree capable of achieving an objective from many sources.

Going back to the manager and his relationship of the business operation. He thinks in terms of the production, the supply of raw materials, people, competition, costs.

All you have to work with is the margin between the cost of your materials and the price at which you sell. Material costs are what you do with labor; what you do with all those other intermediate costs. It signifies profit or confirms loss. So, the manager thinks about his own costs. He thinks about the price increases in his goods—can he get more per package, more per pound, or hold even, or go down? Packages are another thing that he might think about. Then our manager thinks about profit occurred in the industry and the volume and profit outlook to see what place his enterprise has.

I bring these points up because they are very important to the banking world. We have used check lists of one kind or another to determine whether a customer merits a loan. See "Management Check List," page 8, August issue, Macaroni Journal.

Trade Associations

Right at the top of community and industrial relations is trade associations. The banker approves of the man who belongs to a trade association and attends its meetings. Whether it be retail or geographical area, the man who belongs to the association and goes to its meetings is a better citizen in his own industry. He is a man who unquestionably is going to learn more about his industry simply because he is going to be talking to like-minded men, be they competitors, suppliers, or friends—it makes no difference because he is going to get mentally sharpened up because of that contact at the convention. By reading the bulletins that come out, by reading the magazine, you keep informed.

Why Growth?

Sometimes you begin to wonder why some companies grow and other companies don't grow. Here in California we have got an organization called Stanford Research Institute. They are allied with Stanford University but are a business research organization that has been operating for about ten years. They made a study of the companies in America from

the 1930's to the 1950's, and they picked out a pretty diversified group that had a growth four times the average for that period in terms of sales. There were 210 of them. Then they picked out 160 companies who hadn't done so well and tried to match them up as far as products, suppliers, and size was concerned, and tried to find out why some improved their sales and others didn't.

In their inquiry they asked: "How do men manage in the way of producing company growth? What do they do and not do that distinguishes them from other business managers?" Here they set forth some of the human attributes of individual men which appeared to play such an important role in the growth of their companies.



Navco HCP air vibrator.

As men, they believe in progress as a way of accomplishment—they are not satisfied with things as they are. They recognize the importance of changing times and the need for constant readjustment in changing vision. They like to take the lead in making the changes. They reach out for new ideas and new opportunities rather than waiting to have them be brought to them. They have great confidence in the future. They realize they cannot be all things to all people and so their companies must also limit their interests to reasonable and obtainable goals.

Management Factor

It would appear to me that good management is an important factor of growth. There are others. Whether company growth is the desired goal or not, I don't know. But good management is an important factor in making your business go smoother. The factor of management is what determines the confidence of a banking institution in an enterprise.

It is a big problem to encourage men who are busy with daily operations to step back, to build up a staff if they don't have one, and to delegate to a properly chosen staff some of the work

load. I would say that the units of an industry like your own want good management because in the long run that is the only way your company survival can be insured in the business world. It is the only way to minimize the shock of a bad business outlook and the only way to automatically change that into a good business outlook.

Vibrator Cuts Unloading Time

The new Navco HCP line of heavy-duty air vibrators for unloading covered road hopper cars has just been announced by National Air Vibrator Company, 277 West Seventh Street, Cleveland 13, Ohio.

The Navco HCP line is designed with an exceptionally long piston stroke for maximum amplitude and thrust, and the piston is the only moving part. Units have stainless steel mounting head for long life—use no body assembly bolts to wear out or fatigue. Exclusive "free ride" design gives continued effective action in contrast to conventional vibrators that tend to jam in the mounting bracket, curtailing vibrator action.

According to the manufacturer, Navco Long Stroke units cut unloading time of covered hopper cars, eliminate "clean-out" of cars after emptying, and free unloading personnel for other work. The manufacturer also states that they are being used successfully on bulk truck trailers carrying potash, cement, and similar materials.

Two models are available—a 3" piston size which is 14 1/4" long and weighs 60 lbs., and a 4" piston size, 17 1/2" long, weighing 115 lbs.

A hydraulic clamp assembly is also available for attaching to cars not equipped with standard dove tail brackets.

Bill Ewe Retires

William Ewe, of King Midas Flour Mills' durum sales office in Minneapolis, retired July 1.

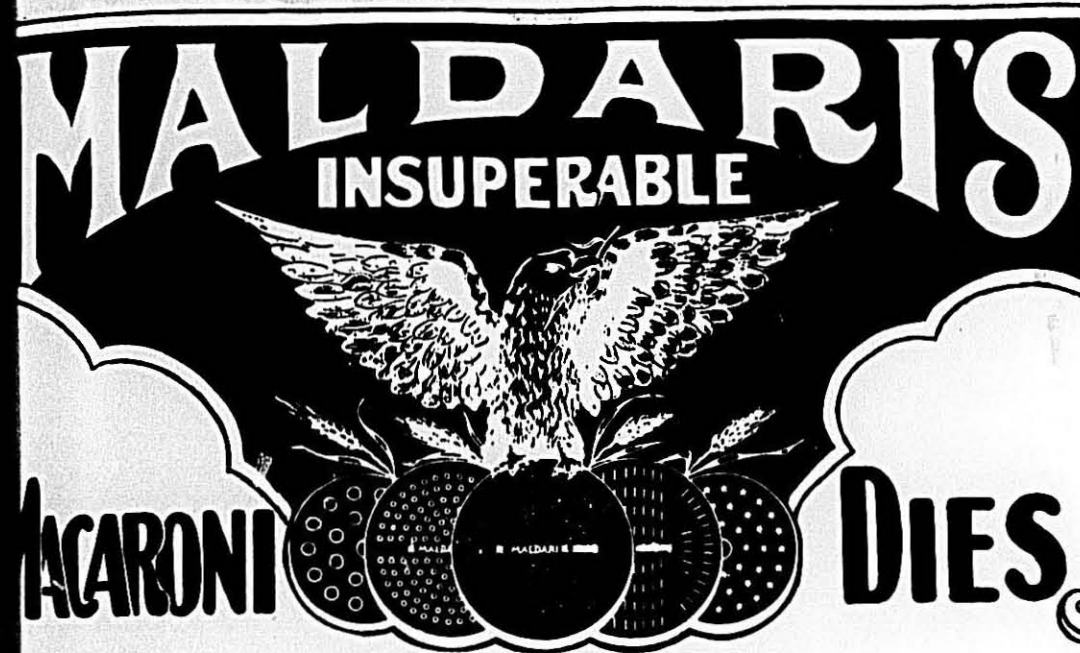
Bill began his career as a traveling solicitor in June, 1926. A year later, he started administrative work in the sales department, and in July, 1945 was appointed district sales manager. Mr. Ewe returned to administrative work in July of 1953.

In commemoration of his 32 years of service with the company, H. E. Kucka, executive vice president of the company, presented Mr. Ewe with an engraved silver pitcher.

Although he has not made definite plans, Mr. Ewe and his wife, Gertrude, may travel later; but for the present, the couple will just enjoy their leisure hours.

Eastern Office Moves

King Midas Flour Mills' eastern durum sales division is opening a new office at 2 Park Avenue, Manhasset, Long Island, New York. Their new telephone number is MANhasset 7-7605. David Wilson and his son, David F. Wilson, work out of this office.



Never Say Die—
Say Maldari

D. MALDARI & SONS, INC.

557 THIRD AVE. BROOKLYN 15, N. Y., U.S.A.

America's Largest Die Makers

1903 — MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY — 1958



Trade Practice Rules

For the Macaroni and Noodle Products Industry As Promulgated August 1, 1958

Statement by the Commission:

TRADE practice rules for the Macaroni and Noodle Products Industry, as hereinafter set forth, are promulgated by the Federal Trade Commission under the trade practice conference procedure. Such rules constitute a revision of, and supersede, the trade practice rules for the Macaroni, Noodles, and Related Products Industry as promulgated by the Commission July 7, 1958.

The industry for which these rules are established is composed of persons, firms, corporations, and organizations engaged in the manufacture, sale or distribution of macaroni, spaghetti, vermicelli or noodles. So-called Chinese noodles are not included.

Proceedings for the establishment of these rules were instituted pursuant to an industry application. Proposed revised rules for the industry were published by the Commission and made available to all industry members and other interested or affected parties upon public notice whereby they were afforded opportunity to present their views, including such pertinent information, suggestions, or amendments as they desired to offer, and to be heard in the premises. Pursuant to such notice, a public hearing was held in Washington, D. C. on June 18, 1958, and all matters there presented, or otherwise received in the proceeding, were duly considered.

Thereafter, and upon full consideration of the entire matter, final action was taken by the Commission whereby it approved the rules as hereinafter set forth.

The rules as approved become operative thirty (30) days after the date of promulgation.

The Rules

These rules promulgated by the Commission are designed to foster and promote the maintenance of fair competitive conditions in the interest of protecting industry, trade, and the public. It is to this end, and to the exclusion of any act or practice which fixes or controls prices through combination or agreement, or which unreasonably restrains trade or suppresses competition, or otherwise unlawfully injures, destroys, or prevents competition, that the rules are to be applied.

Definitions

As used in these rules the terms "industry member" and "industry products" shall have the following meanings, respectively:

Industry Member: Any person, firm, corporation or organization engaged in the manufacture, sale or distribution of industry products as defined below.

Industry Products: All kinds and types of macaroni, spaghetti, vermicelli and noodle products. So-called Chinese noodles are not included.

Group I

The unfair trade practices embraced in the rules herein are considered to be unfair methods of competition, unfair or deceptive acts and practices, or other illegal practices, prohibited under laws administered by the Federal Trade Commission; and appropriate proceedings in the public interest will be taken by the Commission to prevent the use, by any person, partnership, corporation, or other organization subject to its jurisdiction, of such unlawful practices in commerce.

Definitions and Standards for Macaroni and Noodle Products promulgated under the Federal Food, Drug and Cosmetic Act by the Food and Drug Administration will, when relevant, be taken into consideration in the administration of trade practice rules for the Industry.

The Commission has jurisdiction over the advertising of industry products, and both it and the Food and Drug Administration have jurisdiction over the labeling of such products. In order to avoid unnecessary overlapping and possible conflict of effort, the two agencies have adopted a working arrangement under which the Commission regulates the advertising of such products, and the Food and Drug Administration regulates the labeling thereof, with the recognition that there may be unusual situations in which the Commission will exercise its concurrent jurisdiction over the labeling of such products.

Nothing in these rules is to be construed as relieving anyone of the necessity of complying with the provisions of the Federal Food, Drug and Cosmetic Act with respect to the labeling of industry

products, and with the Definitions and Standards for such products as established by the Food and Drug Administration.

Rule 1—Deception (General)

It is an unfair trade practice for any industry member to use or cause to be used any advertisement¹ of industry products which contains any statement, representation, illustration, or depiction which directly, or by implication or through failure to disclose material information, has the capacity and tendency or effect of misleading or deceiving purchasers or prospective purchasers with respect to the grade, quality, quantity, substance, character, nature, origin, size, material, content, coloring, digestibility, nutritional properties, therapeutic value, effect on body weight, preparation, or manufacture of any industry products, or which has the capacity and tendency or effect of deceiving purchasers or prospective purchasers in any other material respect.

Rule 2—Misrepresentation of Protein, Caloric and Starch Content of Products.

It is an unfair trade practice for a member of the industry to make any representation in any advertisement¹ which has the capacity and tendency or effect of deceiving purchasers or prospective purchasers as to—

(a) the protein, caloric or starch content of any industry product, or

(b) the protein, caloric or starch content of any industry product or portion thereof when prepared for consumption in accordance with the member's directions or recommendations, or

(c) the protein, caloric or starch content of any industry product compared to other industry products or to specific foods or to food generally.

(Note: Among practices to be considered as subject to the inhibitions of this rule, are representations in any advertisement¹ that an industry product is a high protein food, or is a food of low starch or caloric content.)

¹The word "advertisement" as here used includes any written or verbal statement, notice, presentation, illustration, or depiction, other than labeling which is directly or indirectly designed to effect the sale of any industry product, or to create an interest in the purchase of any product, which same appears in a newspaper, magazine, or periodical, in a catalog, letter, or sales promotional literature, in a radio or television broadcast, or in any other media.

Rule 3—Misuse of Words "Macaroni," "Spaghetti," "Vermicelli," "Egg-Macaroni" and "Noodles," or "Egg Noodles," etc.

It is an unfair trade practice for an industry member to represent in an advertisement¹ any product as being macaroni, spaghetti, vermicelli, egg-macaroni, noodles or egg noodles when such is not the fact, or to misrepresent the identity of any industry product.

Rule 4—Misrepresentation of Semolina, Durum or Farina Products.

It is an unfair trade practice for an industry member to represent in any advertisement¹ an industry product as being semolina, durum or farina product when such is not true in fact.

(Note: Nothing in this rule is to be construed as inhibiting a representation of an industry product is—

(a) a semolina product when the wheat content thereof is solely of semolina, or

(b) a durum product or a durum wheat product when the wheat content thereof is solely of durum wheat, or

(c) a farina product when the wheat content thereof is solely of farina.)

Rule 5—Misrepresentation as to the Egg Content of Product.

It is an unfair trade practice for an industry member to misrepresent in any advertisement¹ the egg content of any industry product.

(Note: It is the consensus of the Industry that any representation as to the egg content of an industry product should be on a moisture free basis.)

Rule 6—Deception as to Ingredients of Products.

It is an unfair trade practice for an industry member to misrepresent in any advertisement¹ the presence, absence, amount or proportion of any ingredient in an industry product.

Rule 7—Defamation of Competitors or False Disparagement of Their Products.

The defamation of competitors by falsely imputing to them dishonorable conduct, inability to perform contracts, questionable credit standing, or by other false representations, or the false disparagement of the grade, quality, or manufacture of the products of competitors, or their business methods, selling prices, sales, credit terms, policies, services, or conditions of employment, is an unfair trade practice.

Rule 8—Prohibited Sales Below Cost.

The practice of selling products of the industry at a price less than the cost thereof to the seller, with the purpose or intent, and where the effect is, or where there is a reasonable probability that the effect will be, to substantially injure, suppress, or stifle competition or tend to create a monopoly, is an unfair trade practice.

This rule is not to be construed as prohibiting all sales below cost, but only such selling below the seller's cost as is resorted to and pursued with the wrongful intent or purpose referred to and where the effect is, or where there is reasonable probability that the effect will be, to substantially injure, suppress, or stifle competition or to create a monopoly. Among the situations in which the requisite purpose or intent would ordinarily be lacking are cases in which such sales were (1) of seasonal goods near the conclusion of the season; (2) of perishable goods in respect to which deterioration is imminent; (3) of obsolescent goods; (4) made under judicial process; or (5) made in bona fide discontinuance of business in the goods concerned.

As used in the foregoing paragraphs of this rule, the term "cost" means the respective seller's cost and not an average cost in the industry whether such an average cost be determined by an industry cost survey or some other method. It consists of the total outlay or expenditure by the seller in the acquisition, production, and distribution of the products involved, and comprises all elements of cost such as labor, material, depreciation, taxes (except taxes on net income and such other taxes as are not properly applicable to cost), and general overhead expenses, incurred by the seller in the acquisition, manufacture, processing, preparation for marketing, sale, and delivery of the products. Not to be included are dividends or interest on borrowed or invested capital, or nonoperating losses, such as fire losses and losses from the sale or exchange of capital assets. Operating cost should not be reduced by items of nonoperating income, such as income from investments, and gain on the sale of capital assets.

Nothing in this rule shall be construed as relieving an industry member from compliance with any of the requirements of the Robinson-Patman Act.

Rule 9—Imitation of Trade-Marks, Trade Names, etc.

The imitation or simulation in advertising of the trade-marks, trade names, containers, brands, or labels of competitors, with the capacity and tendency or effect of misleading or deceiving purchasers or prospective purchasers, is an unfair trade practice.

Rule 10—Fictitious Prices, etc.

The publishing or circulating by any member of the industry of false or misleading price quotations, terms or conditions of sale, or reports as to production or sales, with the capacity and tendency or effect of misleading or deceiving purchasers or prospective purchasers, or the advertising, sale, or offering for sale of industry products at prices purporting to be reduced from what are in fact fictitious prices, or at purported reductions in prices when such purported reductions are in fact fictitious or are otherwise misleading or deceptive, is an unfair trade practice.

Rule 11—Deceptive Invoicing, etc.

It is an unfair trade practice for any member of the industry to issue invoices, billings or sales slips, which, by reason of misstatements therein or omissions therefrom, have the capacity and tendency or effect of deceiving purchasers or prospective purchasers in any material respect.

Rule 12—Prohibited Discrimination.²

A. Prohibited Discriminatory Prices, Rebates, Refunds, Discounts, Credits, Etc., Which Effect Unlawful Price Discrimination. It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, to grant or allow, secretly or openly, directly or indirectly, any rebate, refund, discount, credit, or other form of price differential, where such rebate, refund, discount, credit, or other form of price differential, effects a discrimination in price between different purchasers of goods of like grade and quality where either or any of the purchasers involved therein are in commerce, and where the effect thereof may be substantially to lessen competition or tend to create a monopoly in any line of commerce, or to injure, destroy, or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination, or with customers of either of them: Provided however—

(1) That the goods involved in any such transaction are sold for use, consumption, or resale within any place under the jurisdiction of the United States, and are not purchased by schools, colleges, universities, public libraries, churches,

¹See footnote on page 28.

²As used in Rule 12, the word "commerce" means "trade or commerce among the several States and with foreign nations, or between the District of Columbia or any Territory of the United States and any State, Territory, or foreign nation, or between any insular possessions or other places under the jurisdiction of the United States, or between any such possession or place and any State or Territory of the United States or the District of Columbia or any foreign nation, or within the District of Columbia or any Territory or any insular possession or other place under the jurisdiction of the United States."

hospitals, and charitable institutions not operated for profit, as supplies for their own use.

(2) That nothing contained in Section A of this Rule shall prevent differentials which make only due allowance for differences in the cost of manufacture, sale, or delivery resulting from the differing methods or quantities in which such commodities are to such purchasers sold or delivered.

(Note: Cost justification under the above proviso depends upon net savings in cost based on all facts relevant to the transactions under the terms of proviso (2). For example, if a seller regularly grants a discount based upon the purchase of a specified quantity by a single order for a single delivery, and this discount is justified by cost differences, it does not follow that the same discount can be cost justified if granted to a purchaser of the same quantity by multiple orders or for multiple deliveries.)

(3) That nothing contained in this Rule shall prevent persons engaged in selling goods, wares, or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade.

(4) That nothing contained in Section A of this Rule shall prevent price changes from time to time where made in response to changing conditions affecting the market for or the marketability of the goods concerned, such as but not limited to distress sales under court process, or sales in good faith in discontinuance of business in the goods concerned.

(5) That nothing contained in this Rule 12 shall prevent the meeting in good faith of an equally low price of a competitor.

(Note: See subsection (b) of Section 2 of the Clayton Act as amended, which is set forth in the note following Section G of this rule.)

B. Prohibited Brokerage and Commissions. It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, to pay or grant, or to receive, or accept, anything of value as a commission, brokerage, or other compensation, or any allowance or discount in lieu thereof, except for services rendered in connection with the sale or purchase of goods, wares, or merchandise, either to the other party to such transaction or to an agent, representative, or other intermediary therein where such intermediary is acting in fact for or in behalf, or is subject to the direct or indirect control, of any party to such transaction other than the person by whom such compensation is so granted or paid.

C. Prohibited Advertising or Promotional Allowances, Etc. It is an unfair trade practice for any member of the industry engaged in commerce to pay or contract for the payment of advertising

or promotional allowances or any other thing of value to or for the benefit of a customer of such member in the course of such commerce as compensation or in consideration for any services or facilities furnished by or through such customer in connection with the processing, handling, sale, or offering for sale of any products or commodities manufactured, sold, or offered for sale by such member, unless such payment or consideration is available on proportionately equal terms to all other customers competing in the distribution of such products or commodities.

(Note 1: Industry members giving advertising allowances to competing customers must exercise precaution and diligence in seeing that all of such allowances are used in accordance with the terms of their offers.)

(Note 2: When an industry member gives allowances to competing customers for advertising in a newspaper or periodical, the fact that a lower advertising rate for equivalent space is available to one or more, but not all, such customers, is not to be regarded by the industry member as warranting the retention by such customer or customers of any portion of the allowance for his or their personal use or benefit.)

D. Prohibited Discriminatory Services or Facilities. It is an unfair trade practice for any member of the industry engaged in commerce to discriminate in favor of one purchaser against another purchaser or purchasers of a commodity bought for resale, with or without processing, by contracting to furnish or furnishing, or by contributing to the furnishing of, any services or facilities connected with the processing, handling, sale, or offering for sale of such commodity so purchased upon terms not accorded to all competing purchasers on proportionately equal terms.

(Note: See subsection (b) of Section 2 of the Clayton Act as amended, which is set forth in the note following Section G of this rule.)

E. The following is presented for the purpose of clarifying the requirements of Sections C and D of this Rule 12 with respect to the supplying of marketing services, facilities or allowances by industry members to their customers, but it is not intended to imply by such presentation that other methods which assure of proportional equality of treatment of competing customers may not also be used.

An industry member may simultaneously offer to each of his customers competing in the resale of his products the same kind of promotional service, facility

or allowance of a cost value equal to a uniform percentage of the sales (or purchases) of the industry member's products by each customer during a specified and identical period of time; provided, however, that when the service, facility or allowance offered is of a type which under reasonable terms and conditions is not usable or suitable to the facilities and business of all customers, and is offered to any one customer, the member offering each of those customers to whom the service, facility or allowance is not usable or suitable an alternate type of promotional service, facility or allowance which is of equivalent measurable cost, is usable by the customer, and is suitable to his facilities and business, and promptly informs all competing customers of the kind and amount of service, facilities or allowances which he has offered to each and the respective terms and conditions under which services, facilities or allowances are to be furnished by the industry member and provided, further, that when the offer of any service, facility or allowance to a customer is conditioned on such customer supplying some reciprocal service, facility or payment, a reciprocal service, facility or payment be required in the offers to all other customers and there be an equality of ratio among all customers as to the measurable cost of that which is supplied by the industry member and the reciprocal service, facility or payment required of any customer. The industry member must take every reasonable precaution to see that services, facilities or allowances which he furnishes to customers are used in accord with the terms of his offer; and upon failure of the customer to perform any obligation on his part the industry member must cease supplying the customer any further service, facility or allowance.

F. Inducing or Receiving an Illegitimate Discrimination in Price. It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, knowingly to induce or receive a discrimination in price which is prohibited by the foregoing provisions of this Rule 12.

(Note: The foregoing Section F of this rule is a restatement of Section 2(f) of the Clayton Act as amended. In a complaint proceeding under this section, the Commission must show that the favored buyer induced or received the lower price knowing, or knowing facts from which he should have known, that such price was violative of Section 2(f) of said Act and not justified under subsections (2), (4), or (5) of Section 2 of the Clayton Act as amended. When, in any such proceeding, the issue is limited to the question of whether the price differential involved was due only to allowance for differences in cost of manufacture, sale, or delivery resulting from the differing methods or

quantities in which the goods were sold and delivered, the Commission may establish a prima facie case in a number of ways, including:

(1) By showing that the buyer paying the lower price knew that the methods and quantities in which the goods were sold and delivered to him by the seller were the same as in the case of the competing buyer or buyers paying the higher price or prices; or

(2) By showing, when there is a difference in the methods or quantities in which the goods were sold and delivered to the seller to the buyer than in the case of the competing buyer or buyers paying the higher price or prices, that the buyer paying the lower price or prices knew the nature and extent of such differences and knew or should have known that they could not have resulted in sufficient cost savings of the kind and character specified as to justify the price differential.)

G. Purchases by U. S. Government—Applicability of Robinson-Patman Antidiscrimination Act to Same. In an opinion submitted to the Secretary of War under date of December 28, 1956, the U. S. Attorney General advised that the Robinson-Patman Antidiscrimination Act "is not applicable to Government contracts for supplies." (38 Opinions, Attorney General 539.)

(Note: The above Rule 12 is based on the provisions of Section 2 of the Clayton Act as amended by the Robinson-Patman Act.)

Subsection (b) of Section 2 of the Clayton Act as amended, which reads as follows is in amplification of the note to subsection (5) of Section A of Rule 12 and of the Note in Section D of Rule 12:

"Upon proof being made, at any hearing on a complaint under this section, that there has been discrimination in price for services or facilities furnished, the burden of rebutting the prima facie case so made by showing justification shall be upon the person charged with a violation of this section, and unless justification shall be affirmatively shown, the Commission is authorized to issue an order terminating the discrimination; provided, however, That nothing herein contained shall prevent a seller rebutting the prima facie case thus made by showing that his lower price or the furnishing of services or facilities to any purchaser or purchasers was made in good faith to meet an equally low price of a competitor, or the services or facilities furnished by a competitor.")

Rule 13—Commercial Bribery

It is an unfair trade practice for any industry member, directly or indirectly, to give, or offer to give, or permit or cause to be given, money or anything of value to agents, employees, or representatives of customers or prospective customers, or to agents, employees, or representa-

tives of competitors' customers or prospective customers, without the knowledge of their employers or principals, as an inducement to influence their employers or principals to purchase or contract to purchase products manufactured or sold by such industry member or the maker of such gift or offer, or to influence such employers or principals to refrain from dealing in the products of competitors or from dealing or contracting to deal with competitors, or to effect any other advantage in favor of the industry member making such gift or offer with respect to the sale of industry products to such employers or principals.

Rule 14—Exclusive Deals

It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, to lease or make a sale or contract for sale of any industry product, for use, consumption, or resale within any place under the jurisdiction of the United States, or fix a price charged therefor, or discount from, or rebate upon, such price, on the condition, agreement, or understanding that the lessee or purchaser thereof shall not use or deal in the goods of a competitor or competitors of the lessor or seller where the effect of such lease, sale, or contract for sale, or such condition, agreement, or understanding, may be to substantially lessen competition or tend to create a monopoly in any line of commerce.

Industry Committee Under Trade Practice Rules

The industry may, at its option, form a trade practice committee, which shall be fairly representative of the industry, to cooperate with the Federal Trade Commission in the following respects:

(a) to assist in keeping the rules of the industry active by periodically bringing to the attention of industry members the provisions thereof;

(b) to publicize and disseminate among all members of the industry Commission stipulations, orders and opinions, or administrative interpretations, relating to practices covered by the rules;

(c) to meet periodically with Commission personnel for the purpose of discussing the rules, the need for their revision, and the administration thereof, the committee's function in connection with such meetings being informative only, with decisions as to any action to be taken being left solely in the hands of government officials. All such meetings shall be:

(1) called and chairmanned by a full-time Commission official; and

(2) limited to a discussion of matters outlined in an agenda prepared by a full-time Commission official.

Full and complete minutes of each such meeting shall be prepared and filed with the Commission.

(d) It is not the function of the committee to:

(1) interpret the rules;

(2) attempt to correct alleged rule violations;

(3) make determinations or express opinions as to whether practices are violative of the rules;

(4) receive or screen complaints of violations of the rules; or

(5) perform any other act or acts within the authority of the Federal Trade Commission or any other governmental Agency or Department.

All complaints of industry members and other parties respecting rule violations should be made directly to the Commission. In the event any complaint is received by the committee or any information is brought to its attention indicating a probable violation of a rule, all relevant information with respect thereto shall be promptly transmitted by the committee to the Commission without the committee contacting the party or parties alleged to have violated the rule.

Immediately after its formation the committee shall inform the Commission of the identity of the members thereof, the names and addresses of the companies or concerns represented by such members, and shall supply the Commission with information showing that the membership of the committee is fairly representative of the industry. Changes in composition of the committee shall be reported to the Commission as soon as they may occur.

Full and complete minutes of all meetings of the committee, identifying the members in attendance and informative of the matters discussed and actions taken, shall be kept. The minutes of the meetings falling under Section (c) shall be filed with the Commission, and the minutes of all other meetings shall be kept by the committee and be made available to the Commission on request.

Promulgated by the Federal Trade Commission August 1, 1958.

Robert M. Parrish, Secretary

² See footnote on page 29.

How Do You Think?

Thirteen top food business executives answered the question "If your organization could achieve one, and only one, major objective in 1957, what would it be?" in thirteen provocative ways: "maintenance of highest quality" . . . "plan ahead by developing people" . . . "to tap employee reserves of enthusiasm, energy" . . . "the creation of awareness" . . . "to improve our service, add new products" . . . "our first responsibility—profits" . . . "profits for stockholders and to plow back" . . . "assimilation of our new activities" . . . "to increase sales—through efficiency" . . . "to broaden our distribution" . . . "research in the laboratory and market" . . . "to satisfy discriminating taste" . . . "to make the consumer quality-conscious."



Crop Conditions

CROP prospects for durum are generally good to excellent over most of the durum area, reports Don Fletcher, Executive Secretary of the Rust Prevention Association. This is confirmed by Henry O. Putnam of the Northwest Crop Improvement Association on his early August swing.

Mr. Fletcher continues: "Moisture is adequate for current crop needs except in parts of central North Dakota where top soil is becoming dry. Rust will not cause any material damage to wheat this year although it has been found in trace amounts. Some early fields of durum in the Devils Lake area were swathed early. Harvest in the later Langdon area, which made a remarkable recovery after earlier drought, is expected to get under way about mid-August."

John W. Haw, Director of the Agricultural Development Department for the Northern Pacific Railway, reports: "In the last half of July, unseasonably low temperatures and well-spaced, effective rainfall resulted in stepped up prospects for grain and grass crops. The grain crop is ripening slowly this year, and it looks better and better as maturity is approached. In mid-July the crops were well on the way to recovery from the adverse effects of the persistent May drought. Additional improvement in the prospects during late July has brought them through ready to harvest with average yields expected in sections previously reported as poor and with banner yields anticipated in sections with a consistently good prospect all season."

Crop Appreciation

"Last year a highly favorable season, up until mid-June, followed by a hot and droughty July, resulted in scaling downward the final outturn at two-week intervals during the last half of June and during July. A reversal of this situation has prevailed this year. It has proven difficult to keep up with the overall crop appreciation from week to week. Understandably, it has not been easy to reverse gears with the memory vivid of how last year's crop faltered during the crucial mid-summer period. Regardless of other factors, such as stooling and straw length, again this year the overriding importance of full head and kernel development has been or is being demonstrated. And too, moderate temperatures in July are proving to be as yield controlling as May and June rains. Not for many years have the northern plains states gone through July with only a few days in the 90's — the low 90's at that."

"Even western North Dakota and eastern Montana, droughty as they were during the spring and early summer, now are anticipating wheat yields somewhat above the long-time averages. In this territory, last year's extremely high yields are not expected."

"When May or June weather is unfavorable for small grain and then there is a change to excellent weather in July and August, early seedlings usually produce low yields compared to those put in later. This is the situation this year, particularly for wheat. Differences and prospect on early and late seedlings are more marked west of the Missouri River, where relief from the spring drought did not come as early in June. For instance, it is estimated that spring wheat in eastern Montana will produce more nearly average yields than winter wheat. Winter wheat was in the head-formation period when it ran out of water. Spring wheat, on the other hand, was only in the stooling stage, and its moisture needs were substantially lower. While harvest of spring wheat will not be general until mid-August, it is now fully expected that the average run of wheat will show large, plump kernels of low protein."

The Galvin Crop Estimate, based on conditions as of July 1, places durum wheat production in North Dakota at 14,940,000 bushels, South Dakota 1,174,000 bushels, Minnesota 594,000 bushels, and Montana 990,000 bushels. Total 17,698,000 bushels. This compares to last year's final crop of 39,680,000 bushels.

Cutback

Southern Alberta's durum wheat acreage, estimated at about 590,000 acres in 1957, is being cut by as much as 50% this year. Surpluses, slow markets, and the placing of durum under the quota delivery system are the reasons for the drop.

Alberta farmers swung strongly into durum production in 1953, when rust hit the crop in Manitoba. The surplus of bread wheat was affecting southern Alberta's wheat growers, and they were searching for an alternative crop that would have a ready market. Before that, only 15,000 acres of durum was produced in southern Alberta.

Within two years, durum acreage increased tenfold in southern Alberta, and then a big crop in almost every durum-producing area in the world last year created a big surplus problem. On August 1, 1957, the Canadian Wheat Board announced that because of the surplus, durum would be placed on the same basis in the quota grain delivery system as bread wheat and other cereal grains.

The U. S. Department of Agriculture reported durum growers' intentions a plant 1,179,000 acres. This is about half of last year's acreage. Montana indicated a reduction of 89% of 1957 acreage, Minnesota 67%, North Dakota and South Dakota 35%. While durum growers in the Dakotas apparently seeded their intended acreages, those in Montana exceeded their intentions and those in Minnesota planted less than they had originally planned.

Durum Prices

The Department of Agriculture's report on cash grain markets shows prices for No. 2 Hard Amber Durum ranging from a low of \$2.36 to a high of \$2.46 during the first half of 1958 for choice and fancy grade.

On July 1, the Commodity Credit Corporation announced that durum stock would be available for sale at the formula price or the market, whichever is higher. At that time the formula selling price for No. 1 Amber Durum figured at \$2.41 per bushel in store at Minneapolis and Duluth plus an average of 1 1/4¢ per bushel carrying charge for each month beginning July 1.

Heavy receipts of CCC durum considered unacceptable by terminal elevators for storage because of inferior quality sent durum prices down sharply August 1, some 6¢ to 7¢ to range \$2.31 to \$2.34 for choice and fancy grades, the lowest price of the season.

Semolina prices have hovered around the \$6.00 mark most of the year and flour costs did not reflect the decline in the cash market as a sharp drop in feed prices more than offset the market costs.

Semolina was quoted at Minneapolis August 1 at \$5.95 to \$6.00 per hundred weight with feed \$35.10 compared to a quotation of \$6.05 for semolina the week previous with feed at \$39.15.

Durum Mill Grind

Durum mill output reported by the Northwestern Miller shows 8,058,776 cwt milled for the crop year ending June 30, 1958. This compares with 7,761,917 cwt milled for a year ago. The increase was 14.5%.

Durum Exports

The U. S. Grain Market News reports 267,656 bushels of amber durum wheat were shipped to Europe during July-May 1957-58.

This compares with the 10,556,110 bushels of amber durum shipped during 1956-57.

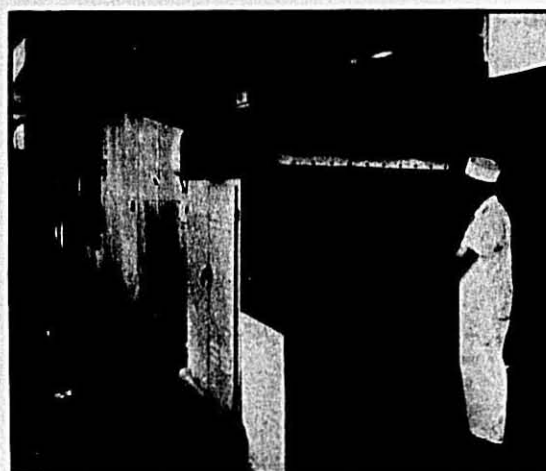
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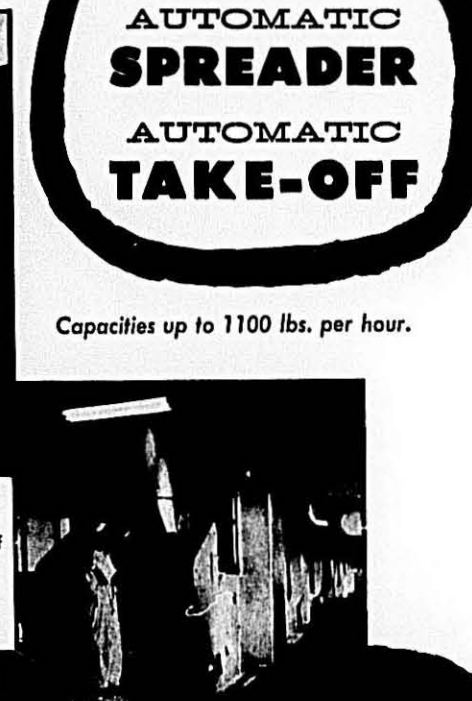
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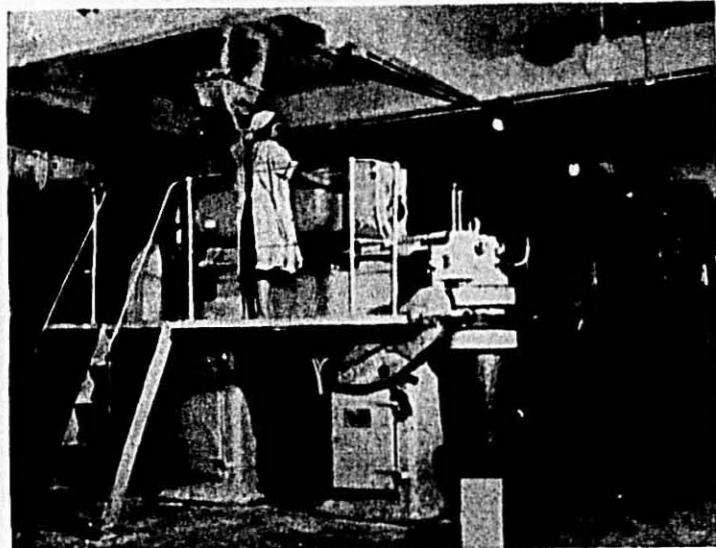
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Macaroni In Russia



Inside the most important and modern macaroni plant in the U.S.S.R. Pressroom pictured above, packaging below.

The following article, translated from the *Molini d'Italia*, was written by Prof. V. Lukianov of the Technical Institute of the Food Industry, Moscow.

Origin of Macaroni

MANY centuries before the Mongolian invasion of Russia (during the thirteenth century A.D.), the ancient Slavs were accustomed to eat noodles and lasagne, which was their traditional food, at their wedding and funeral celebrations. The people of Kazakhstan, Ukraina and Uzbekistan ate very fine noodles, which was their national food, a dish also well known in Georgia.

The best raw ingredient for macaroni products is hard wheat which for well over five centuries has been cultivated in the Steppes bordering on the Black Sea. According to Prof. Flaksberger, noted Russian authority on grain products, the best varieties of Russian hard wheat (those known as "Arnautka" and "Ghirka" which today enjoy a world-wide reputation) are derived from the same wheat grown in ancient times. The various types of Russian hard wheat, brought to the U.S.A. at the end of the Nineteenth century by Mark Carleton, are today grown in all of the western dry zones of the U.S.A., Canada and Argentina; from these types of Russian wheat have been derived the principal varieties of American hard wheat (Macaroni Journal, April 1951).

As early as the tenth century the Russian millers knew how to grind and to clean grain. In his book entitled "Description and Discourses on the Skills of the Miller, Vermicellerer and Baker (Paris 1767)," Paul-Jacque Malouin (of the

French Academy), among other curiosities, speaks of the Russian General Becovici and his regiment of Cossacks who, during a raid on the town of Ghilan (Persia), "subsisted on a very small quantity of semolina."

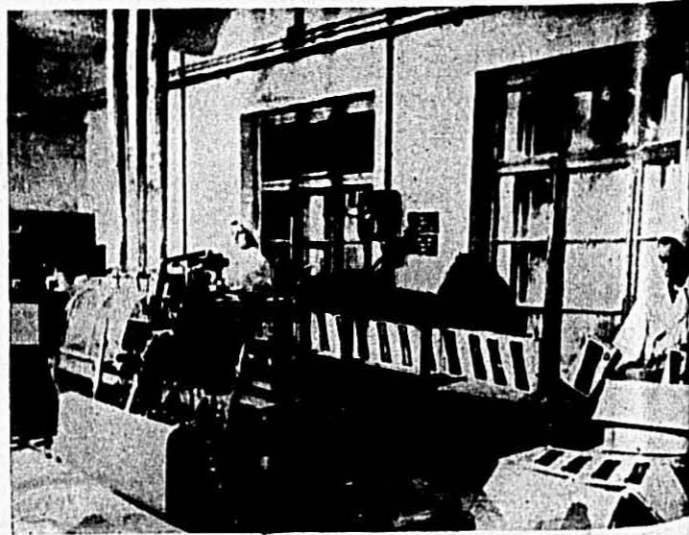
The first references to Italian macaroni are found in the reports of Lichaciev and Frolov, Russian ambassadors to Florence during the sixteenth century when Ivan IV was Emperor. During the reign of Peter the Great, some Italian naval constructors then working in the shipyards of St. Petersburg (now Leningrad), which

had just been founded by that Empire, introduced to the citizens of that city the national Italian dish known as "macaroni." Georgy, of the Russian Academy, in his description of St. Petersburg, published in 1794, noted that the artisans were producing macaroni and vermicelli. In 1805, the Russian newspaper, "St. Petersburg Vedomosti," published the announcement of a macaroni manufacturer, Anna Pinato by name, offering "to the Honorable Public the best macaroni made in the Genoese or Sardinian style, vermicelli and other Italian delectable dishes." The first two macaroni factories to be established in Russia were started at Odessa in the South of Russia in the year 1797 by two emigrants, one a Greek and the other an Albanian. From that time on, the Russians did not lag behind in the production of macaroni. For instance in Moscow, the newspaper "Severnaya Polia" published an article in 1853 written by a Prokofy Plighin, a genial Russian builder and dilettante of that time, who started a macaroni factory in that city. It seems that on account of its excellent quality this plant's products were greatly appreciated by the connoisseurs and preferred to all others—even the imported varieties.

Food of Poets

By this time, macaroni products were well known in Russia. In 1826, the famous Russian poet, Alexander Pushkin wrote the following couplet to his friend Sobolevsky:

"Da Galliani o da Colleoni (1)
Ordina per te a Tver
Con parmigiano i maccheroni
E la frittata fatti cuocer."



Russian macaroni is sold in cartons in food stores throughout the country.

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EST. 1920

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The market of tomorrow is an important one to reach.

That's why the National Macaroni Institute will concentrate its publicity program this fall on Youth. Write and learn how you can tie in.

Ask for a copy of the July 1, 1958 Annual Public Relations Report.

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Palatine, Illinois



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Company _____

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City _____



PHIL VON BLON

Macaroni in Russia

This might be put into the following passable doggerel:

"When in the fair city of Tver
From Galiani or Colleoni order
Macaroni and Parmesan cheese
With an omelet cooked to please."

(1) Restaurants in the city of Tver.

A famous Russian writer, Nicholas Gogol, who also lived for some time in Italy, was fond of macaroni dishes and every now and then he would prepare them himself in the Neapolitan style. A friend of Gogol, the writer Serge Aksilov, has recorded in his diary "... the macaroni (cooked by Gogol) was indeed very good but in the opinion of some of the guests it was rather tough and peppery." It would appear, then, that Gogol's macaroni was cooked "al dente," while the Russians usually prefer a softer product, more like noodles and lasagne.

Before the October revolution in 1917, macaroni products, either made locally or imported, were very expensive; consequently they were only purchased by the very wealthy; the majority of the people were obliged to make them at home in their own kitchens. In 1913, some 53 million pounds of macaroni products were produced in 39 factories situated in the South along the river Volga and in the metropolitan areas of St. Petersburg and Moscow (V. V. Lukianov, "Technology and Equipment of the Macaroni Industry," third edition, 1951).

Expanding Production

In the Russia of the Soviets, macaroni products are considered to be a valuable form of nutrition both by the factory workers and by the farmers. The tremendous increase in the volume of production, with its consequential cheaper price, has put this type of nourishment within the means of everybody. In 1955, approximately two billion one hundred million pounds of macaroni products were manufactured in Russia. At the end of the sixth five year plan, from 1955 to

1960, this production is expected to increase 25% and it should attain some two billion six hundred and fifty million pounds, writes V. P. Zotov, Minister of the Food Industry of the U.S.S.R., in the publication, "The Flour Industry of the U.S.S.R." (N1-1957). He adds: "The sixth five year plan visualizes a continuous improvement in the quality and an increase in the production of macaroni products as well as that of packaged goods. In fact we foresee a very large increase in the manufacture of spaghetti, vermicelli and special luxury types which are in great demand by certain classes of the population." The sixth five year plan also provides for the modernization of plant equipment including packaging machinery. It is expected that several completely automatic lines for long and short goods will be installed—also automatic and semi-automatic weighing and packing units for both of these shapes. By 1958, the automation of the production of short cuts should be 100% completed while that of long goods is expected to attain 50% of completion.

In 1958, the macaroni industry in Russia will only use flour/semolina made from hard wheat.

Von Blon Heads International Durum Sales

Paul M. Petersen, vice president of bakery flour and durum product sales for International Milling Company, has resigned from the company effective September 1, Chas. Ritz, chairman of the board, has announced.

"Mr. Petersen has for some time wanted relief from the pressures inherent in his responsibilities, but has kindly delayed his departure from the company until this time," Mr. Ritz said. "It was with sincere regret that we received Paul Petersen's resignation. His good judgment and counsel will be missed by all of us."

Mr. Petersen started in the milling business in 1922. He was employed by Capital Flour Mills in St. Paul in 1926 and was president of that company at the time International Milling Company acquired it in 1946. He then became general manager of International's durum division. Before assuming his present responsibilities in 1954, he was Canadian sales coordinator for a period of three years.

He has been a member of International's board of directors for eight years and a vice president for six years.

Phil Von Blon has been promoted to general sales manager of bakery flour and durum products for International Milling Company at Minneapolis.

For the past two years he has been eastern division manager for International at New York.

Von Blon, who was assistant to Petersen from 1949 to 1956, is a graduate of Amherst University. He started with International Milling Company in 1945, and held positions in various departments of the company until his promotion in 1956 to eastern division manager for International at New York.



PAUL M. PETERSEN

In his new position he will be responsible for all bakery flour and durum product sales.

Background on Nutrition

(Continued from page 22)

to a low sodium diet. Also, our products are enriched to a very high level. Our products, therefore, have a number of positive attributes which may be stressed in educational programs. Today, with the stress being placed on low fat foods, it is very heartening to realize that macaroni products contain anywhere from 1% to 1 1/2% of fat.

In my contacts with the nutritionists of the USDA, I also acquainted them with pastina; i.e., egg pastina, spinach pastina and carrot pastina. They found these macaroni cereal products very acceptable. They asked me for data to be included in this revised Handbook.

It has always been my opinion that our breakfast cereal product, pastina, has tremendous potential. It is prepared with ease, highly nutritious, particularly when we consider the egg or carrot pastina variety, and easily digestible, providing a quick source of energy. I believe it would be to the interests of our industry to place more emphasis on our macaroni breakfast cereal so that the public will become better acquainted with it.

At Mackinac

Last year at Mackinac, at one of the Board of Directors' meetings, the subject turned to nutrition and how to acquaint nutritional workers, home economists, dieticians and doctors with the virtues of our products. As you may be aware, some of the manufacturers in our group are most nutrition conscious. Mr. Albert Weiss, who is now Chairman of the Nutrition Committee, is very conversant with elements of nutrition and makes it a point to review all articles dealing with nutrition. Your President, Mr. Lloyd Skinner, in my opinion, is highly sensitive to all nutritional aspects that may be concerned with macaroni-noodle

(Continued on page 38)

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RETROSPECTIONS

by
M. J.

35 Years Ago - September, 1923

• Question of the day: "Are macaroni manufacturers being duped by questionable food expositions?" The Department of Commerce cautions against dealing with sellers of exposition space abroad without investigation. This advice followed disclosure of fraudulent solicitation and the offering of worthless medals.

• The Division of Foreign Tariffs, Department of Commerce, advised the industry to adopt a universally acceptable trademark for export products and then push it consistently and energetically.

• West Coast manufacturers complain that they are forced to stand the competition of artificially colored products.

• The Kansas City Macaroni Company, Kansas City, Missouri, has registered the trademark "Eat More" for its products.

• The Peter Rossi and Sons Macaroni Company, Braidwood, Ill., has been granted the right to use the trademark "Wheatlets" on their macaroni products.

• The Randazzo Macaroni Manufacturing Company, St. Louis, Mo., was awarded judgment against the Minneapolis & St. Louis Railroad for a shortage of 192 sacks of flour out of a billed shipment of 504 sacks.

• James T. Williams, president of the Creamette Company, announced that the annual convention of the American Specialty Manufacturers Association would be held in Minneapolis September 26-28.

25 Years Ago - September, 1933

• The macaroni industry adopted a temporary code while awaiting the permanent one with President Franklin D. Roosevelt's approval. Confusion in Washington causes delay.

• Eleven of twelve regional organizations under the Industry Code had been set up. Groups were organized in Providence, R. I.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; Rochester, N. Y.; Chicago, Ill.; St. Louis, Mo.; New Orleans, La.; Dallas, Tex.; Los Angeles, Calif.; San Francisco, Calif.; and Seattle, Wash.

• Kentucky Macaroni Company of Louisville, Kentucky, was awarded a prize for its NRA float announcing its adoption of the Code.

• The macaroni plant of V. LaRosa and Sons, 11th and Kent Avenues, Brooklyn, New York, was shaken and damaged by a blast the evening of August 11.

• Macaroni and noodle manufacturers have not been slow in realizing the benefits of a fair macaroni code as a preventive of price cutting and the lowering of quality that has caused so much trouble in the past.

15 Years Ago - September, 1943

• U. S. Quartermaster Corps greatly increased their purchases of macaroni foods for serving at military camps and naval bases at home and abroad. More than 125,000,000 lbs. of macaroni products was procured in 1943.

• Durum prospects were good in 1943 with a Government estimate of a 37,000,000 bushel crop.

• G. E. Barozzi, president of the Barozzi Drying Machine Company, Jersey City, New Jersey, passed away August 25, 1943.

• The Illinois Macaroni Company of Lockport, Illinois changed its name to Northern Illinois Cereal Company (Macaroni Division).

• Macaroni Victory Recipes appeared in the September issue of *Better Homes and Gardens* with ideas for quick spaghetti dishes and macaroni casseroles. "There's no priority on food ingenuity."

• Director of Research Benjamin R. Jacobs reported on War Food Administration hearings on flour enrichment.

• A Soup Mix Association was formed by 56 manufacturers meeting in Chicago.

• L. J. Gumpert of B. T. Babbitt, Inc. was elected president.

5 Years Ago - September, 1953

• Kids like spaghetti because it tastes good. It is good for them because it gives them quick energy and is quick to digest.

• Some 9,900,000 children in 57,000 schools were participating in the National School Lunch Program reports the Department of Agriculture. Wheat Flour Institute said their home economists work closely with the school lunch room managers.

• Macaroni manufacturers and durum millers met in Minneapolis to consider durum research to meet the threat of rust.

• One Shift Automatic Short Cut Drying was described by John Amato of Clermont Machine Company at the U. S. Macaroni Manufacturing Company, Spokane, Washington.

• "Please Pass the Pasta," wrote food editor of *Parade* magazine. Then they acknowledged, "Some people may think that is smart writing . . . but many of our readers didn't know what we were talking about. *Parade* is 'mass' instead of class. That means when you talk about macaroni, call it macaroni."

• Some like it hot. Some like it cold. National Macaroni Institute promoted cool salad suggestions and hot top-of-the-stove dishes for easy summer serving.

• A series of merchandising clinics were announced by President Thomas A. Cuneo.

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Want Ads75 Cents per Line

FOR SALE - Clermont Noodle Cutter, with five sets standard cutting width rollers. Dough Breaker, Noodle Dryer consisting of two units, Preliminary Dryer and Finish Dryer. In excellent condition, in operation now. Reasonably priced. Write Box 134, Macaroni Journal, Palatine, Illinois.

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Joan Swanson Married
Joan Swanson, daughter of Mr. and Mrs. L. S. Swanson, was married to William Grady of Providence, R. I. The bride's father is manager of durum sales for King Midas Flour Mills. The couple met while both were teaching dependents of American personnel in Frankfurt, Germany.

Background on Nutrition

(Continued from page 36)

products. Therefore, with these leaders at the helm, a Nutrition Committee was formed for the sole purpose of alerting the industry to nutritional trends and also to the ways and means of publicizing the nutritional content of our products. We have accumulated pertinent data and knowledge, and now it will be incumbent upon our industry to select the proper channels in which to disseminate this information.

The Nutrition Committee felt it was worthwhile to consult with the experts on nutrition, so we found ourselves at the door of Dr. Philip L. White, secretary of the Council on Foods and Nutrition of the American Medical Association. The members of the Committee were so impressed in their conference with Dr. White that they decided to invite him here. I am sure all of us can learn a great deal from Dr. White. (See "Look What Can Happen to Macaroni," by Dr. Philip L. White, beginning on page 14, *Macaroni Journal*, August, 1958).



WHY you should enrich your macaroni products

Market studies indicate that many of the homemakers and mothers buying macaroni products are looking for the word "Enriched" on the label before they buy.

These customers of yours know how enrichment is making processed foods nutritionally more valuable. Their experience with enriched flour, enriched farina, enriched corn meal and grits, fortified breakfast cereals, and now, fortified rice leads them to expect enriched macaroni and noodle products.

Do they see the familiar "buy-word"—ENRICHED, on your packages? If not, act now to bring your products into the group of dynamic foods.

Enrichment is easy. You can enrich with Roche square enrichment wafers for batch mixing or with enrichment premix containing Roche vitamins for mechanical feeding with any continuous press.

Get all the facts now on enriching your macaroni and noodle products to meet the Federal Standards of Identity.

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, N. J.
Enrichment Wafers and Premix distributed and serviced by Wallace & Tiernan Co., Inc., Newark 1, New Jersey

There's

of **POTENTIAL** for

PRODUCTS

No product available on grocery shelves today offers the homemaker more variety in serving, more nutritive value at a lower cost than macaroni products.

The sales potential of macaroni is as unlimited as the variety of ways which can be used in serving this outstanding food.

Capital Flour Mills can help you to greater sales by offering only uniformly perfect semolina, both in color and quality. You can be sure with Capital Semolina that your macaroni products will pass Mrs. Homemaker's most exacting tests with plenty of eye and taste appeal.

CAPITAL FLOUR MILLS