

**THE  
MACARONI  
JOURNAL**

**Volume 43  
No. 11**

**March, 1962**

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# Macaroni Journal

MARCH, 1962

Packaging Payoff



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# The Macaroni Journal

Official Publication of the National Macaroni Manufacturers Association  
190 North Adams Avenue, Englewood, Florida 33116  
Magazine Publishing Division, National Macaroni Association

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## Cover Photo

Photo provided by the manufacturer. According to the Dept. of Commerce Bureau of Economic Analysis, the total production of macaroni in the U.S. for 1974 is estimated to be 1.1 billion pounds. The total value of the production is estimated to be \$1.1 billion.

## Seminar Stimulates Packaging Ideas

WITH public interest in packaging at a current high, good attendance at the Winter Workshop of the National Macaroni Manufacturers Association was expected. The Macaroni Packaging Seminar drew record attendance. The delegates were rewarded with perfect weather and stimulating sessions.

### Socials

The Suppliers' Social on the patio of Diplomat West Monday, January 22, started things off with a festive air. The following firms were hosts at this party and at the reception preceding the traditional Rossotti Spaghetti Buffet on Tuesday and the Association Dinner Party on Wednesday evening:

Amaco, Inc.  
Amber Milling Division, GTA  
Ambrette Machinery Corporation  
Asecco Corporation—Pavan  
Ballas Egg Products Company  
V. James Benincasa Company  
Etraibanti-Lehara Corporation  
The Buhler Corporation  
Clermont Machine Company  
Commander-Larabee Milling Company  
DeFrancisci Machine Corporation  
The Dobeckmun Company  
Doughboy Industries, Inc.  
Du Pont Film Division  
Faust Packaging Corporation  
General Mills, Inc.  
Henningesen Foods, Inc.  
Hesser Maschinenfabrik A.G.  
Hoskins Company  
International Milling Company  
Monark Egg Corporation  
North Dakota Mill & Elevator  
William H. Oldach, Inc.  
Rossotti Lithograph Corporation  
Russell Miller-King Midas Mills  
Triangle Package Machinery Company

United States Printing & Lithograph  
West Virginia Pulp & Paper Company

### Perception

Seymour Robins, industrial designer from New York City, held the rapt attention of the first general session with his demonstrations of principles of perception and optical illusions. With the aid of portable versions of the apparatus employed at the Ames Laboratories, Perception Demonstration Center, Princeton University, he clearly demonstrated that things are not always what they seem. Highlights of his comments are to be found beginning on page 6.

The reception on Tuesday night was held at poolside in Diplomat East with the traditional Rossotti Spaghetti Buffet in the Bon Appetit Room. Mr. and Mrs. Charles C. Rossotti graciously greeted their guests at this traditional feature of every macaroni convention.

### Trends

At the second general session, Merrill O. Maughan, president of the Food Packaging Council, discussed what's new in packaging trends.

Allyn C. Boardsell, vice president of the Packaging Institute (a trade association devoted to packaging research) and director of the New Products Division, The Mead Corporation, of Cincinnati, Ohio, emphasized that package development is a full-time job. He dramatized his presentation by showing examples of special packaging design for difficult problems. A digest of his comments appears on page 10.

James J. Winston, director of research, National Macaroni Manufacturers Association, taking cognizance of

the Government's current interest in packaging, reviewed "The Do's and Don'ts of Packaging Regulation."

Following the Association's Dinner Party in the Mezzanine Theatre, the main entree was roast beef and foie gras (Alfredo). Ted Sills commented on the WAIF film "Precious Cargo." WAIF is a program to provide homes for orphans from around the world and will utilize spaghetti dinners in Milan as a fund-raising project.

### Equipment

At the final general session, films and slides of important new equipment were shown. These included: Hoedlger and Karg long goods weigher and wrapper machine and the H and K noodle weigher with automatic bag opening and positioning device.

Asecco automatic machine for weighing noodles. This equipment makes the bag, fills, and seals it.

DeFrancisci Machine Corporation is developing an automatic long goods weigher.

Fr. Hesser has a long macaroni and spaghetti weigher for the production of 75 cartons per minute with one electronic weighing head.

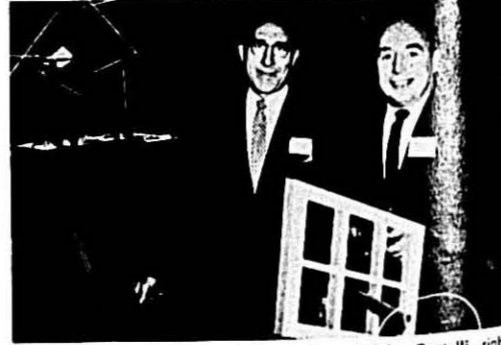
The Triangle Package Machinery Company is offering the Gaubert long goods weigher and wrapper.

Charles Hoskins, industrial consultant, stated that most of the important problems in the macaroni packaging room had now been solved. He described a bag opening machine which might be suitable for speeding up the hand packaging of twisted macaroni. He also described a sealing machine for cellophane bags which wraps flexible material around the top so that it is easy to open and close.

(Continued on page 1)



Committee Chairman Charles Rossotti thanks Suppliers for their part in Seminar Socials. President Emanuele Ronzoni, Jr. stands to his right. Seated are Ted Sills, Mrs. R. M. Green, and Vice President Albert Ravarino.



President Emanuele Ronzoni, Jr. (left) and John Guetelli (right) examine exhibits utilized in the Perception demonstration. Part of the fun in reviewing the optical illusions was looking over the props.

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Biennial international packing and packaging exhibition  
Exhibition of machinery  
for the chemical-pharmaceutical and confectionery industries  
Mechanical handling exhibition



# ima

International exhibition of machinery for the foodstuffs industry

Milan Fairgrounds  
1st - 8th June 1962

MARCH, 1962

V. de publicis

## Visual Perception, Communication and Packaging

SEYMOUR ROBINS' academic and philosophical investigation into the field of perception stem from his conception of design work as meaning "a part of an environmental field, and, therefore, causing some communication, believability, or serving as a directive for action."

He has studied with Dr. Ames, who pioneered in the field at Dartmouth. Later, Mr. Robins became consultant to the Psychology Department at Princeton and designed their Perception Demonstration Center.

In practical application, Mr. Robins now possesses basic patents for high speed highway devices, developed as a result of his studies in that field.

His presentation has been given before numerous university and specialized groups across the country, providing—especially through the demonstrational phase of the lecture—information for both lay and professional audiences on the function of the visual senses.

For example: A trapezoid window by its shape and shading seems to oscillate rather than revolve on the mechanical merry-go-round to which it is attached. When a little bird is placed in the center of the window, it appears to be going in a circle even though the window still appears to oscillate. This shows the kind of erroneous visual judgments we make when the visual cues are in conflict, and when we have no ability to check the cues to determine reality.

A model of the human eye was used to explain the physiological process of seeing, and the perception is concerned with interpretation of impinged patterns. Inverted vision and barrel distortion was also demonstrated.

Other demonstrations concerned themselves with probability, sequence of events, and object characteristics. A lines demonstration showed basic assumptions about similarity of objects and cues for depth perception.

Our own motion gives us a great fund of information and acts as a visual directive for action.

Mr. Robins' comments follow:

### Mr. Robins' Comments:

We have all seen and experienced the basic nature of our use of our senses in understanding and operating successfully in the world around us. Probably the most significant lesson to be learned from this is our need to re-assess and re-evaluate our points of view in our own on-going situations in a constantly changing world. For the designer, the Perception studies



Seymour Robins

offer insights into a more acute use of the tools of design. It leads the way to a more sophisticated use of the design factors of line, mass, form, color and texture.

But beyond that its major contribution is in showing means of problem solving through a discipline of inquiry and a need for an ever expanding range of point of view.

To review then:

1. The seeing process is one of making assumptions about the nature of objects and situations around us.

2. The perceiver makes his own contribution to the occasion through his experiences and his purpose.

3. All perceptions are involved with making a judgment about constancy and change in the perceived occasion.

4. Objects and situations have no significance in themselves apart from us. It is only through our transactions that values and meanings are established.

5. We each bring our own form-world to bear in all perceived occasions and for each of us it is a unique and personal perception.

6. Our perceptions are always made in terms of a possible sequence of events—of one event of significance following another and based on these anticipated sequences we take action to satisfy our own quest for well-being.

### Macaroni Packaging

Evaluation of macaroni packaging against contemporary standards and criteria of supermarket packaging as they relate to hard-working marketing techniques, indicates packaging in the macaroni field as an industry of millionaires riding in ox carts.

In considering some general objectives for packaging:

Overall company image

Package image and packaging family strength

Individual product portrayal and communication

Ability to be identified with consumer needs and values

and in considering the graphic elements that go to make the surface treatment of a package:

Use of trade name or mark

Use of color

Identification of product and its use

Character and quality of typography

Quality of secondary information such as use instruction, ingredients, etc.

End-use pictorial illustrations, etc. macaroni packaging has not kept abreast of its supermarket competition with other food products making a bid for the same shopper food dollar.

Your industry has grown from a system of almost purely local ethnically-oriented individual enterprises to an industry of compelling proportion reaching over bigger and more impressive market areas and forced into a position of fighting for growth against other food products previously not considered competition . . . and all this in a changing and growing society and in the face of that remarkable phenomenon of our times . . . the supermarket.

And yet the packaging in your industry seems to reflect the individual companies' attempt to compete with each other and still keep the traditional vehicles which were contrived many, many years ago when packaging considerations were a relatively thoughtless and minor aspect of management's policy and marketing objectives.

We have seen today that in human behavior and in human perception we bring an entire orchestration of experience and value judgments into play in our transactions with the objects in the world around us.

In our country there is no longer a backwoods of communication. The consumer you would like to reach has made her own judgment about the relative merits of this year's automobiles. She is constantly exposed to up-graded communication techniques in mass publications. She has become somewhat sophisticated in her own preferences of furniture and accessory styling and can be more easily reached in terms of her own current values, judgments, tastes.

(Continued on page 30)

## The Story of Macaroni

No. 15

### AMERICA LEADS

Macaroni manufacturing plants of today are a far cry from the first one-man hand operation plants.

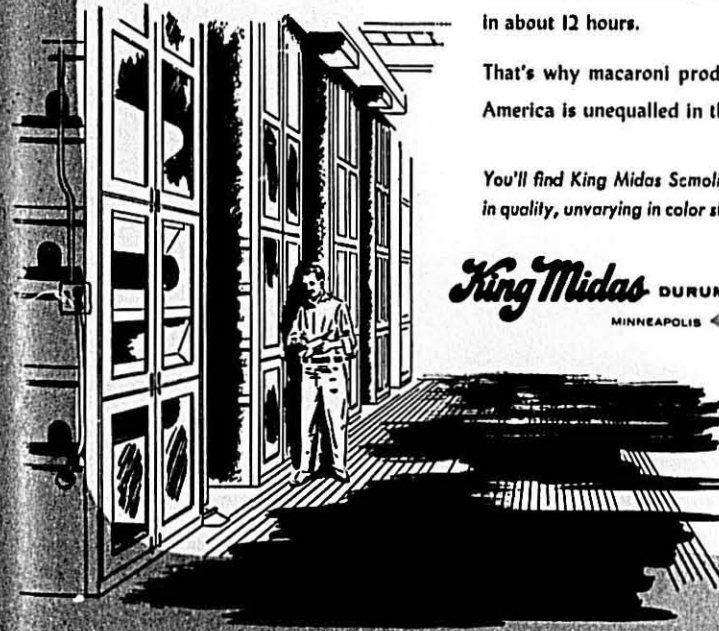
Today, macaroni plants are geared for high production through introduction and adoption of automatic, continuous macaroni presses. At the same time, the importance of sanitation has motivated construction and design of equipment for feeding of ingredients automatically into the presses. Automatic dryers have been

developed which put the macaroni through a process of drying and curing in about 12 hours.

That's why macaroni production in America is unequalled in the world.

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MINNEAPOLIS MINNESOTA



## What's New In Food Packaging

by Merrill Maughan, President, National Food Packaging Council  
and Sales Manager, Glenora Farms Dairy, in an illustrated slide presentation,  
Macaroni Packaging Seminar

### A Sudden Awakening to the Importance of the Package

PACKAGING has become big business almost overnight. Progressive business companies now consider it extremely important. It now has become too powerful a marketing weapon to be left to guesswork or "hunch."

Today we recognize that people buy a lot of things on impulse. Particularly is this true in the food field. For example, a woman enters a supermarket, and according to Du Pont & Company, she is motivated to action largely by the great array of beautiful packages, most of them reaching out to her and shouting "Take me, take me." Du Pont figures the buyer makes many food-decisions in split seconds. The package that looks most attractive to her is the one she generally selects unless she knows that the product inside is not to her liking. The package must be backed by a quality product because the best package will sell a poor product only once. Therefore, the macaroni industry must have not only a good looking package on the outside, but also a high quality product on the inside of the package.

Examples: Here is an egg carton that has great appeal. It definitely is attractive, as nearly all will agree. It has both eye-appeal and appetite-appeal. We have found it actually increases the sale of eggs. Our company was one of the first in the Chicago metropolitan area to go into this attractive package. Since then many of our competitors have done likewise. Furthermore, most of the supermarkets now have their better eggs in attractive packages on this order. Another point: This egg package is not a costly package, because it is a stock design, sold all over the U.S.A. (By the way, more and more paper companies are going into these stock designs.)

A recent article in a leading popular magazine titled "Snappy Carton puts 'SELL' in Eggs" points out that sales by both wholesalers and retailers increased 30-40 per cent when a certain new attractive package, namely "Fresherized Pak" was offered the public. One big egg cooperative says: "We'll stake our future on Quality and attractive Packaging."

Let's look at another package, namely this beautiful butter carton. It, too, is a stock design. We are going into it shortly.



Merrill O. Maughan

Let's look at still another powerful package, this time a cottage cheese package. Here is one with great appetite-appeal, in addition to protecting the product properly. Let me say that protection of product is not enough these days; the package may be ever so sturdy, but if it has no eye-appeal or appetite-appeal, it is a poor package.

Other good examples of excellent packaging include most of the cake mixes; the famous Sara Lee Products, and many macaroni products.

### Family Package Designs Are Recommended

One of the most recent innovations in the food industry is family-design packaging where all of one's products are packaged in containers that have a family resemblance. Also, the same design is used on trucks, letterheads, business cards, uniforms, and all items which the public sees. This idea started in the baking industry. Now it is moving into all branches of the food industry. As an example, you may be interested in the case of the two leading dairies in Omaha. Three years ago, the Alamito Dairy went into a family design for all their products. It proved so successful they were invited to appear on the annual meeting program of the National Food Packaging Council. They brought their family of pack-

ages, which had been created by a great package designer, with them. They told about their advantages. Their packaging program has been so successful that just recently the other big company in Omaha went into a family design. Reports are to the effect they, too, are very happy with their special new family design. This case in Omaha is not an exceptional case. In fact, probably many men here today have a family design for all their packages, trucks, uniforms, letterheads, and so on.

### There Is No Place for Deceptive Packaging in Food Industry

In all packaging operations, may we caution against any form of deceptive packaging. Right now the Federal Government is checking in this direction. Deceptive packaging has developed into a national issue. In fact, one national magazine on their front cover called it the great packaging scandal. Senate hearings, as well as activities by FDA and FTC make it imperative that packagers of food check their own packages very carefully. Don't be content on checking only your quality of product, your merchandising methods, and other well recognized items, but check your package also regarding any deception whatsoever. Some cottage cheese packages that look like pound packages, but which contain only 12 ounces, are being criticized in the public hearings in Washington where two have now been held. One report states: "One manufacturer of cottage cheese reduced the size of his large size package from two pounds to 30 ounces but the size of the package remained exactly the same." Why deceptive packaging? The only answer we can think of is to fool the public in order to make more money. However, such practices "kick back" and defeat their purpose. Some claim it is an added convenience to the public. This seems highly questionable in most cases.

Senator Hart, under whose direction these hearings are being conducted, has made 15 Recommendations toward Better Packaging. Here they are:

1. Require all weight to be broken down into ounces;
2. Require a designated area on the face of the package for weight or unit measure information;
3. Require this information to be

(Continued on page 34)

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## MORE PACKAGING COMMENTS

Highlights of remarks by Allyn C. Beardsell, vice-president of the Packaging Institute, and director of the New Products Division, The Mead Corporation, at the Macaroni Packaging Seminar.

I HAVE a selfish reason for being here. I think it's good to get out of the office, out of the day-to-day operating rut, and take a fresh look and do a little thinking about what others are doing.

This is my thirty-second year in business, and every bit of it has been in the packaging industry. I started out with a supplier, then went to a large user, did some consulting, and am now back to my first love of package development with a major producer.

I have been on the faculty of New York University offering a packaging course to practitioners. There is not too much in the way of education in packaging technology offered in universities. Michigan State now offers an under graduate degree in packaging engineering, but they do need industry support so we can develop technicians.

The Packaging Institute is devoted to packaging technology. It is about the only trade association that devotes itself solely to this subject. It has about 520 members who work on some 32 committees, some product oriented, some material, machinery, and so on. There might very well be a place for a committee on macaroni product packaging. Membership is one way to keep up to date in this fast-moving packaging technology.

### Big Business

Packaging is big business—it is one of the basic industries. Materials are only one aspect of packaging, and I don't think you can look at the cost of materials in making decisions, but you must look at the whole integrated packaging system. You must consider labor, space, investment in equipment, freight, handling, warehousing, the retailer, and the ultimate consumer.

When you go on a packaging development program, you must define your objectives, because without definite objectives you will never arrive at a satisfactory solution. It could be we need physical, functional retention of the product to be delivered in usable shape; a second consideration might be cost reduction or economics, and here the packaging engineer must be something of an accountant asking such questions as, "Will you sell more if you dress your package up?—Where is the break-even point?"



Allyn C. Beardsell

The crux of all of these are the marketing considerations—these considerations are getting more and more sophisticated, and they cannot be determined sitting in an office. You must get out and see what is going on. (Mr. Beardsell then related the experiences of a top executive in the Scott Paper Company who visits supermarkets to learn, among other things, what can be done about the out-of-stock problem. Stock-boys sometimes permit empty shelves in the store with merchandise in the back room because it is bulky and hard to handle. The company has considered the possibilities of the roll-out stock section to completely replace low sections, or flexible shelving of some sort, or perhaps increased pallet loads that can be moved out onto the floor, making the products easy to open and all marked up, making it easy for the stock-boys. While these may not be packaging functions, they are certainly allied.)

### Be Open Minded

What do we look for? How can we keep open-minded? Transportation liners have materials specifications drawn for the average commodity. Some of your products may be over-packed. Don't be hide-bound by current regulations, because the transportation agencies are certainly open-minded today. They are all competing and looking for ways to get your freight.

Another approach is to check quality and performance specifications. A container user discovered that some

200-pound test weight containers were not as strong as some of 175 from other suppliers. They were having no problems at all with any of them, but they decided that by standardizing and checking materials against the standard, they could get greater uniformity at less cost.

Don't be hide-bound in your thinking on design. (Mr. Beardsell then showed some samples of gimmick packaging. First was a gift fruit box shipped flat in one piece which, when pushed together, forms a top and bottom. A number of chemical companies are looking at it for a bag and a box application. A second example was a die-cut piece of corrugated now being used by leading nail manufacturers faced with the problem of meeting foreign competition. Tied in with some machinery development at the time, it was possible to automate the packaging so that the nails were lined up in a magnetized field and put into a doublefold box made from a single blank, completely eliminating the slack fill.) A clever designer, if you let him run free, can come up with a lot of things.

A detergent package has a built-in measuring device that volumetrically measures out a cup by tipping the carton back. Initial market testing indicates that this will be successful in generating new sales.

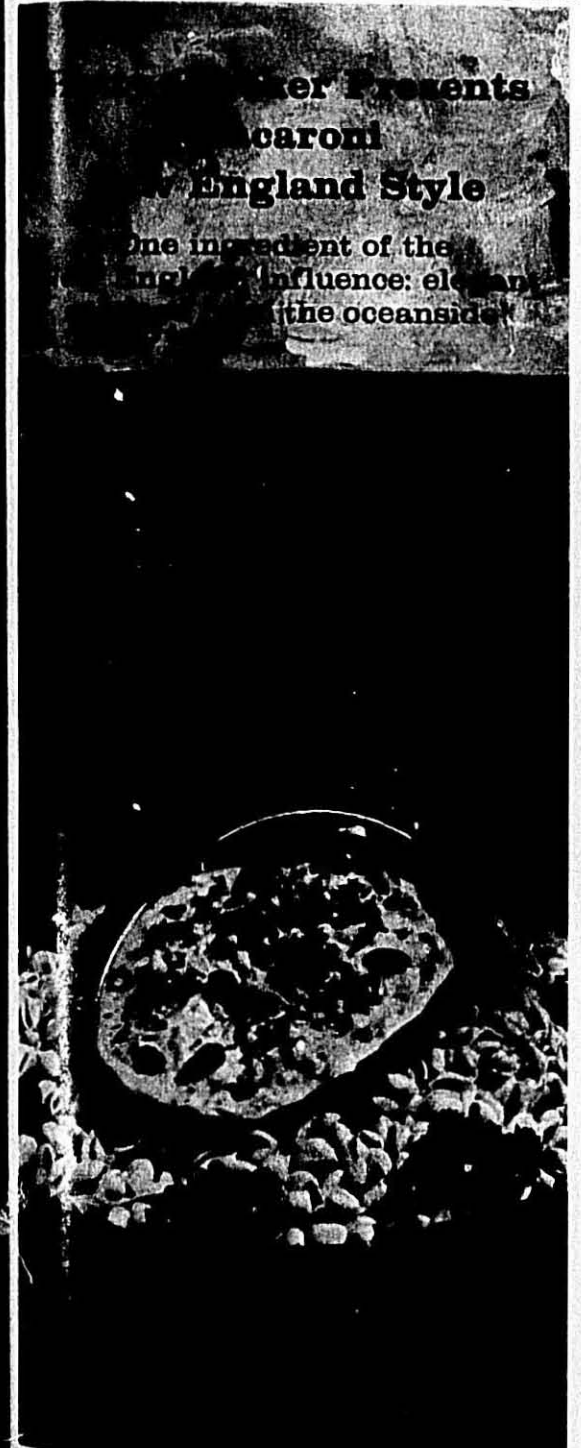
A breakfast cereal is marketed in a package with a built-in pour spout for easy opening, pouring, and reclosing.

We must be open-minded about new materials, because they are coming out thick and fast: new coatings, laminations, films, resins, plastics. All kinds of materials for functional or decorative uses. You've got to keep on top of this by getting information from suppliers, associations, and technical institutes, to see how these materials can be used in your operations.

### Full Time Job

Packaging development is a full-time job. It shouldn't be put in the hands of an executive on a part-time basis. A packaging development man with authority to go along with the responsibility will pay real dividends. A professional approach is a six-point program of collecting ideas, screening (Continued on page 38)

## MACARONI USA



### MACARONI NEW ENGLAND STYLE

3 slices fresh bread  
2 tbsp. butter  
1 pkg. (7 or 8 oz.)  
small shell macaroni

1 cup finely grated  
Cheddar cheese  
Creamed Sea Food and  
Mushroom Sauce  
(recipe below)

Finely crumb bread with fork and brown lightly in butter. Then cook macaroni following manufacturer's directions and drain. Immediately lightly toss cooked macaroni with cheese until all cheese is melted.

To serve: Spoon macaroni onto a warm plate in a ring around bowl of Creamed Sea Food and Mushroom Sauce which has been sprinkled with bread crumbs and garnished with parsley. About 6 servings.

### CREAMED SEA FOOD AND MUSHROOM SAUCE

1 can (8 oz.) button mushrooms (reserve liquid)  
¼ cup butter  
1 tbsp. minced onion  
1 tbsp. chopped chives  
1 tbsp. chopped parsley  
¼ cup GOLD MEDAL "Kitchen-tested Enriched Flour"  
1 tsp. salt  
pinch of cayenne pepper

pinch of nutmeg  
mushroom liquid plus enough water to make ¼ cup  
1½ cups commercial sour cream  
1 can (5 to 7 oz.) flaked crabmeat, lobster or clams  
2 egg yolks, slightly beaten  
1 tbsp. sherry flavoring

Slice mushrooms and sauté in butter with onions, chives and parsley until onions are transparent. Remove from heat. Stir in flour, salt, cayenne pepper and nutmeg. Cook over low heat until smooth and bubbly. Remove from heat. Stir in mushroom liquid. Bring to boil; boil 1 min., stirring constantly. Remove from heat. Blend in, in this order: sour cream, crabmeat, egg yolks and sherry flavoring. Bring just back to boil and serve immediately.

### Success tips:

1. Macaroni is best when cooked just before serving, and is slightly chewy. Do not overcook.
2. Stir sauce mixture constantly after mushroom liquid and water are added.
3. Do not boil sauce after sea food and sour cream are added, otherwise flavor of fish is lost and sour cream will curdle.

Macaroni (tossed with golden cheese) in company with sea food and a mushroom sauce balanced with sour cream, sherry flavoring and buttered crumbs

Once again in support of the National Macaroni Institute's "A Salute to the 50 States," General Mills and Betty Crocker offer you and your customers this exciting new main-dish creation with a New England flavor. Macaroni New England Style has met exacting standards in the Betty Crocker Kitchens and in typical homes in New England. Another delightful recipe pointing up the imaginative, easy, delicious ways of serving macaroni products.

To serve the macaroni industry is a source of pride and pleasure for General Mills, a leading producer of the finest Semolina and Durum flour. Look for more recipes from Betty Crocker in our Macaroni U.S.A. program to help you increase your profits through the broadened use of your products.

For more information on this Betty Crocker recipe program ask your Durum Sales representative or write...

**DURUM SALES**  
MINNEAPOLIS 26, MINNESOTA



## At the Seminar Sessions

### Macaroni Manufacturers

Mr. Ralph Sarli  
American Beauty Macaroni  
Kansas City, Missouri

Mr. and Mrs. Jos. Scarpaci  
Buy State Macaroni Mfg. Co.  
Lawrence, Massachusetts

Mr. Albert Bono, Sr.  
Mr. F. Denby Allen  
John B. Canepa Company  
Chicago, Illinois

Mr. and Mrs. J. T. Williams, Jr.  
Mr. and Mrs. H. E. Johnson  
The Creamette Company  
Minneapolis, Minnesota

Mr. and Mrs. Samuel Bellante  
Columbus Macaroni Company  
Cleveland, Ohio

Mr. Joseph P. Viviano  
Mr. Joseph P. Viviano, II  
Mr. Peter J. Viviano  
Delmonico Foods  
Louisville, Kentucky

Mr. Arvill Davis  
Mr. Emmett Taylor  
Gooch Food Products Company  
Lincoln, Nebraska

Mr. and Mrs. Robert Cowen, Sr.  
Mr. and Mrs. Robert Cowen, Jr.  
A. Goodman & Sons, Inc.  
Long Island City, New York

Mr. and Mrs. A. Irving Grass  
I. J. Grass Noodle Company  
Chicago, Illinois

Mr. and Mrs. Leo C. Ippolito  
Ideal Macaroni Company  
Bedford Heights, Ohio

Mr. and Mrs. L. A. Bergseth  
Mr. Fred Norris  
Kellogg Company  
Battle Creek, Mich.

Mr. Anthony J. Gioia  
Mr. Joseph A. Gioia  
Bravo Macaroni Company  
Rochester, New York

Mr. and Mrs. Peter La Rosa  
Mr. and Mrs. Vincent F. La Rosa  
Mr. and Mrs. Vincent P. La Rosa  
Mr. and Mrs. James Tallon  
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Mr. Harry W. Meicke  
Prince Macaroni Company  
Lowell, Massachusetts

Mr. and Mrs. P. Poloniato  
Mr. and Mrs. Joseph Castel  
Prime Macaroni  
Weston, Ontario, Canada

Mr. and Mrs. Alfred Rossi  
Pucino-Rossi Corporation  
Auburn, New York

Mr. and Mrs. Albert Ravarino  
Mr. and Mrs. W. J. Freschi  
Ravarino & Freschi  
St. Louis, Missouri

Mr. Albert F. Robillo  
Mr. Richard C. Gray  
Ranco Foods  
Memphis, Tennessee

Mr. Ed DeRocco  
San Diego Macaroni Company  
San Diego, California

Mr. and Mrs. Richard F. Schmidt  
Schmidt Noodle Mfg. Company  
Detroit, Michigan

Mr. and Mrs. Lloyd E. Skinner  
Mr. and Mrs. Cleve Haney  
Mr. H. Geddes Stanway  
Skinner Macaroni Company  
Omaha, Nebraska

Mr. A. R. Viggiani  
Mr. J. S. Pavia  
Toronto Mac. & Imported Foods  
Toronto, Ontario, Canada

Mr. and Mrs. Albert Weiss  
Weiss Noodle Company  
Cleveland, Ohio

Mr. and Mrs. P. A. Vermeylen  
A. Zerega's Sons, Inc.  
Fairlawn, New Jersey

### Associates

Mr. Gerard Ziffer  
Amaco, Inc.  
Chicago, Illinois

Mr. E. W. Kuhn  
Amber Milling Division GTA  
St. Paul, Minnesota

Mr. and Mrs. E. J. King  
Ambrette Machinery Corporation  
Brooklyn, New York

Mr. and Mrs. Vaughan Gregor  
Aseco Corporation  
Los Angeles, California

Mr. Leonard Ballas  
Mr. Max Ballas  
Ballas Egg Products Company  
Zanesville, Ohio

Mr. A. C. Beardsell  
Mr. Edward R. Shelly  
The Mead Corporation  
Cincinnati, Ohio

Mr. and Mrs. V. James Benincasa  
V. James Benincasa Company  
Zanesville, Ohio

Mr. Chas. F. Moulton  
Mr. Ralph W. Hauenstein  
Braibanti-Lehara Corporation  
New York, New York

Mr. William Berger  
Mr. Alfons Htensohn  
The Buhler Corporation  
Minneapolis, Minnesota

Mr. and Mrs. John Amato  
Clermont Machine Company  
Brooklyn, New York

Mr. and Mrs. C. W. Kutz  
Mr. and Mrs. L. J. Weldt  
Commander-Larabee Mills  
Minneapolis, Minnesota

Donald G. Fletcher  
Crop Quality Council  
Minneapolis, Minnesota

Mr. and Mrs. Joseph DeFrancisci, Sr.  
Mr. and Mrs. Joseph DeFrancisci, Jr.  
Mr. and Mrs. Ignatius Bontempi  
DeFrancisci Machine Corporation  
Brooklyn, New York

Mr. H. J. Schindler  
The Dobeckman Company  
Cleveland, Ohio

Mr. Ray Ventzel  
Doughboy Industries, Inc.  
New Richmond, Wisconsin

Mr. B. S. Robbins  
E. I. du Pont de Nemours & Co.  
Wilmington, Delaware

Mr. H. Howard Lampman  
Durum Wheat Institute  
Chicago, Illinois

Mr. Thomas Sanicola  
Faust Packaging Corporation  
Brooklyn, New York

Mrs. Evans J. Thomas  
Fisher Flouring Mills Company  
Seattle, Washington

Mr. W. A. Lohman, Jr.  
Mr. Lee Merry  
Mr. R. L. Vessels  
Mr. Harry I. Bailey  
General Mills, Inc.  
Minneapolis, Minnesota

Mr. Peter Pottetti  
Gevecke & Company  
Elmsford, New York

Mr. and Mrs. Roy N. Nevans  
Henningsen Foods, Inc.  
New York, New York

Mr. Charles M. Hoskins  
Hoskins Company  
Libertyville, Illinois



On the podium: The gentlemen pictured above all described packaging equipment excepting Mr. Skinner who spoke on the durum situation as Chairman of the Association's Durum Relations Committee.

### Associates—continued

Mr. and Mrs. L. E. Workman  
Mr. and Mrs. A. L. DePasquale  
Mr. and Mrs. George Hackbush  
Mr. and Mrs. Sal Maritato  
Mr. and Mrs. L. A. Viviano  
International Milling Company  
Minneapolis, Minnesota

Mr. and Mrs. M. O. Maughan  
Food Packaging Council  
Wilmette, Illinois

Mr. and Mrs. L. L. Bram  
Kelly-Erickson-Jones Company  
Omaha, Nebraska

Mr. and Mrs. M. E. Krigel  
Monark Egg Corporation  
Kansas City, Missouri

Mr. Joseph Morrissey  
John F. Morrissey & Company  
St. Louis, Missouri

Mr. William A. Brezden  
North Dakota Mill & Elevator  
Grand Forks, North Dakota

Mr. and Mrs. William H. Oldach  
Mr. Hugh Oldach  
William H. Oldach, Inc.  
Philadelphia, Pennsylvania

Mr. James R. Affleck  
William Penn Flour Mills  
Bala-Cynwyd, Pennsylvania

Mr. Seymour Robins  
Seymour Robins, Inc.  
New York, New York

Mr. and Mrs. Charles C. Rossotti  
Mr. Frank Prime  
Rossotti Lithograph Corporation  
North Bergen, New Jersey

Mr. Mark Heffelfinger  
Mr. and Mrs. L. S. Swanson  
Mr. and Mrs. David Wilson  
Mr. George L. Faber  
Russell Miller-King Midas Flour Mills  
Minneapolis, Minnesota

Mr. Walter Muskat  
Triangle Package Machinery Company  
Chicago, Illinois

Mr. John Guatelli  
Mr. William J. Koslo  
U.S. Printing & Litho  
New York, New York

Mr. Louis A. Viviano, Jr.  
Vitamins, Inc.  
Jersey City, New Jersey

Mr. George G. Otto  
Mr. Robert DeMott  
Mr. William Lawrence  
West Virginia Pulp & Paper  
New York, New York

Mr. Theodore R. Sills  
Theodore R. Sills & Company  
Los Angeles, California

Mr. Howard Eaton  
Ripe Olive Advisory Board  
San Francisco, California

Mr. James J. Winston  
Jacobs-Winston Laboratories  
New York, New York

Mr. and Mrs. Robert M. Green  
National Macaroni Institute  
Palatine, Illinois

### Seminar Report—

(Continued from page 4)

Charles Rossotti emphasized the importance of trademark identification.

Ted Sills of the National Macaroni Institute and H. Howard Lampman of the Durum Wheat Institute reported on promotional activities. Mr. Lampman's comments are on page 22.

Howard Eaton of the Olive Advisory Board, San Francisco, reported that the Tuna-Olive-Macaroni campaign is off to a flying start with national advertising in prime women's magazines. He said that the Olive Board feels that the 50 cent consumer redemption coupon will stimulate great interest and is good business.

Greatly concerned with the tight durum situation, the Board of Directors of the National Macaroni Manufacturers Association elected to work with the Crop Quality Council in providing essential facts on domestic needs for durum to encourage growers to avail themselves of the increase in acreage allotments. Attendance will be encouraged for the Durum Conference at the University of North Dakota in Fargo March 10-20 for a discussion of technological topics by cereal chemists and quality control personnel, and marketing considerations by growers, elevator operators, millers, and macaroni manufacturers, led by university personnel in the Department of Economics.

The group elected to return to the Diplomat for the Winter Meeting in 1963.



Left: Ted Sills poses with a poster of Jane Russell, president of WAIF, international adoption agency, which will feature spaghetti dinners for fund raising in May.

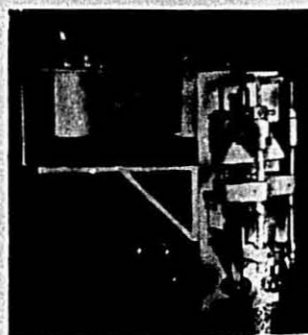


Right: Howard Eaton of the Olive Advisory Board shows point-of-sale pieces and advertising to promote the Tuna-Olive-Macaroni Buffet during January and February.



# DEMACO

## *twin die short cut press-*



### **DEMACO - the full line:**

SHORT CUT PRESSES, AUTOMATIC SPREADERS,  
SHEET FORMERS, SHORT CUT DRYERS, NOODLE  
DRYERS, LONG GOODS PRELIMINARY DRYERS,  
DRYING ROOMS, EGG DOSERS.

**NOW — get production of  
over 1500 lbs. per hour with  
Demaco's new TWIN DIE  
SHORT CUT PRESS**

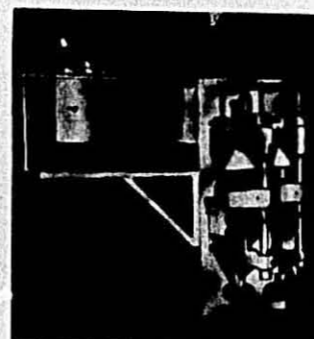
Come see the newest Demaco Short Cut Press with two extrusion heads assembled in one compact unit. Here the accent is on quality production with slow, slow extrusion over two dies, yet production is increased over 50% in the same floor space.

Demaco — will improve your quality of short cuts due to slow extrusion.

Demaco — will increase your production as this press is designed for today's high production demands.

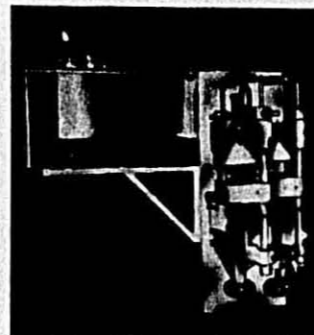
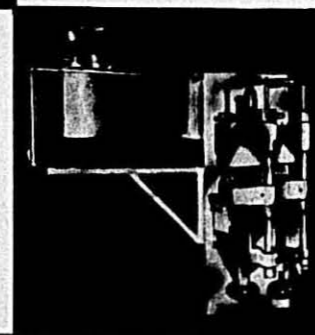
Demaco — will lower your production costs by increasing the efficiency of your operation.

Demaco's Twin Die Short Cut Press is planned for tomorrow's needs, today. This is the key to better production capacity needed today. Demaco's Twin Die Short Cut Press puts you in the position to produce top quality short cut products with top operating efficiency and stay on top of heavier production with equipment that can deliver — day after day after day!



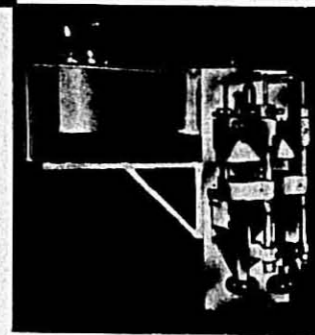
*to help  
you*

*produce  
the*



*BEST  
shortcuts*

*for LESS*



**De FRANCISCI MACHINE CORPORATION**

45-46 Metropolitan Avenue • Brooklyn 37, New York

Phone EVergreen 6-9880

## Complying With Packaging Regulations

by James J. Winston, NMMA Director of Research

THE Food Industry including our town segment has been rather disturbed by the innuendos resulting from the hearing on packaging under the direction of Senator Phillip A. Harf. The various charges have been widely publicized both in the newspapers and magazines and particularly by such organizations as Consumer Reports and the Kiplinger magazine "Changing Times." Let us refer to "Changing Times" November 1961 and note the heading which is "the great packaging scandal" followed by these introductory words "supermarkets have become a frustrating no-man's-land where the customer is trapped by deceptive labels, short measure, and prices almost impossible to compare."

You probably are aware of the fact that spokesmen for several divisions of the food industry have appeared before the Senate anti-trust and monopoly sub-committee to reply to charges that artfully contrived packaging techniques are deceiving the consumer. Some of the important witnesses representing the food industry consisted of Roy King, editor of the trade journal "Food Field Reporter," and Louis Cheskin, a motivational researcher with numerous clients and considerable influence in the food industry.

In view of the adverse publicity that has been focused on the food industry, let us evaluate the practices in our industry. I wish to emphasize the fundamentals of labeling and packaging in order to insure compliance with the federal standards of identity and the basic requirements of state regulatory departments.

### Fill of Container

First of all, the package should be reasonably full. This is important since during the course of 1961, the FDA made a number of seizures of our products which unfortunately received bad publicity. To review briefly the regulations on fill of container, let me carry you back to 1945 and 1946 when both the FDA and our association made a thorough study of slack fill of our containers. This resulted in 1946 in a tentative tolerance which was established for macaroni containers as follows:

- long spaghetti or vermicelli—a minimum fill of 70 per cent—maximum slack fill of 30 per cent;
- long macaroni or mezzani—a minimum fill of 75 per cent—maximum slack fill of 25 per cent;



James J. Winston

short cut free flowing products such as elbows, alphabets, etc.—a minimum fill of 80 per cent—a maximum slack fill of 20 per cent.

The FDA also stipulated that the fill of containers should be in excess of the minimum figures depending upon factory controls employing new engineering principles to attain the maximum fill. The government is energetically examining fill of containers in a relentless manner. Their feeling which prevails with some justification is that the size of the container is a reliable index to the amount of food in the package. You, the manufacturers, should make a concerted effort to re-examine your containers critically and if necessary reduce the size of the package in order to eliminate any undue slack fill.

### Net Weight

Let us now spend a few minutes on the net weight declaration. It is essential that the net weight shall be clearly and prominently shown and furthermore that it shall be in good color contrast without obscuring designs or vignettes. I would like to recommend that the net weight declaration if at all possible, be placed on the main panel. Fortunately, in our industry net weight is generally declared in whole numbers making it a simple matter for the consumer to figure out the cost per unit weight such as one ounce.

We might take note of the recommendations of the Cereal Institute regarding the ratio between size of type used for the net weight statement and the over-all packaging area. This is

the sort of ratio which is said to be the goal of the Hart group. The Cereal Institute recommends that the net weight declaration should be in bold-face type in the following sizes:

- Eight point type equals 0.1104 inch—where the main panel area is up to 25 square inches.
- 10 point type equals 0.1380 inch—where the area is 26-50 square inches.
- 12 point type equals 0.1656 inch—where the area is 51-75 square inches.
- 14 point type equals 0.1932 inch—where the area is more than 75 square inches.

Our industry has had its share of trouble relative to net weight. As you know, our products are of an hygroscopic nature and are easily influenced by climatic elements such as temperature and relative humidity. This is a disconcerting problem especially during the winter months where storage in super-heated areas will dry the atmosphere and therefore be conducive to moisture losses. This can affect adversely the net weight of the product which can cause an embarrassing situation. However, it has been my experience that you manufacturers, in general, are making a great effort to over-weight in order to compensate for moisture losses. This is a costly process but unfortunately necessary at times. It is incumbent upon each company to try to effectuate safeguards in the plant to insure compliance with net weight. This consists of checking periodically on a daily basis the net weight of packages coming off the lines. Also, making the necessary adjustments and having the various scales carefully checked for their accuracy. Lately, a number of manufacturers have found it expedient to install check weigh masters particularly on short goods lines. This equipment works very effectively and can be regulated to reject either or both over-weights and under-weights. It has a good tolerance and it is my opinion that it has merit on all short goods packaging lines.

### Labeling of Variety Forms

On numerous occasions, manufacturers have had conflicts with both the FDA and Departments of Agriculture of states relative to the labeling of variety forms and also enriched macaroni products. It is important to note that enriched products represent a separate category of macaroni and con-

stitutes an optional class. It is therefore essential that the enriched products be identified with the word enriched in bold type such as enriched macaroni, enriched spaghetti, or enriched elbows—a macaroni product. The word enriched should receive the same prominence as the word macaroni or spaghetti. Frankly it is to our advantage to emphasize this word since it indicates improved nutritive values which are endorsed by the USDA, for better nutrition. In my surveys, I regret to inform you that the word enriched is often shown in small letters and sometimes detached from the generic name. This should be corrected to your advantage. The enrichment legend should appear in bold type in a conspicuous place preferably on the main panel.

Another expression which has caused difficulty refers to "high in protein—low in calories." This has been deemed to be misrepresentation and the FDA has compelled manufacturers to delete this expression from their label.

The Government also contends that the expression "made from high protein semolina" is false and misleading since the macaroni produced from such a semolina is not high in protein compared to macaroni products generally available. Also, it is suggested that no reference be made to caloric content unless you intend to qualify this with the proximate analysis on the label setting forth the following:

per cent protein, per cent fat, per cent available carbohydrates.

The regulations also require that the name and address of the manufacturer should be prominently displayed on the main panel, if at all possible. Often a carton must be scanned for several minutes before the name of the manufacturer is noted. I would also like to suggest that on cellophane bags, an effort be made to eliminate any intense yellow markings which tend to emphasize the apparent yellowness of the product which when removed from the wrapper shows a significant decrease in depth of color. This has been held to be a deceptive practice since it is misleading to the consumer and therefore is considered a violation under the regulations.

### Salt Declaration

From time to time, reference is made to the expression "no salt added." This declaration categorizes the product as a special dietary food and according to our present regulations, the following is necessary to qualify this expression:

1. The amount of sodium in milligrams present in an average serving.

2. The amount of sodium in milligrams per 100 grams of the food.

I wish to emphasize the fact that inasmuch as our products have been standardized by law, it is not necessary to make reference to the ingredients used in its manufacture. The reference to ingredients therefore is optional. This also applies to the use of optional ingredients permitted under our standards with the exception of di-sodium phosphate which is used for quick-cooking. This therefore must be declared on the label.

It behooves our industry to make a concerted effort to improve our labeling and packaging practices. We must continuously strive to impress the consumer and regulatory officials with the integrity of our intentions and our products. This is vital to our continued success.

## This Is National Nutrition Month

The nutrition you derive from proteins, sugars, starches, fats, minerals, and vitamins helps govern your entire future. So, during National Nutrition Month, take your family to your doctor and discuss whether yours is a balanced diet.

If, for instance, you are getting too many calories, starches, or fats, follow his dietary advice. If you are getting too few proteins, minerals, or vitamins, follow his advice for increasing your intake of these nutrients.

## Majorette Expands

Major Italian Foods Company of Seattle is completing a \$174,000 addition to their Majorette macaroni plant. A new extrusion press and drying units will provide automatic production. A bulk flour handling system will use pneumatic pressure. This is the third expansion of the plant since 1957. Joseph Merino and sons are the managers.

## Busy Women Love Prince

Imogene Coca will help sell Prince products in 1962. Her surprise appearance at a recent sales meeting delighted Prince representatives. She was wearing a white apron red-lettered with the slogan, "Busy Women Love Prince."

Prince President Joseph Pellegrino has announced that the company will spend over \$1,000,000 this year in advertising and promotion. In addition to the slogan "Busy Women Love Prince" they will seek to sell "Wednesday Is Prince Spaghetti Day."

## V. La Rosa & Sons Appoints Controller

Robert F. Sheehan, CPA, has been appointed controller of V. La Rosa & Sons, Inc., it was announced by Vincent S. La Rosa, president of the Italian food manufacturing company.

Mr. Sheehan was formerly senior accountant at Peat, Marwick, Mitchell & Company, certified public accountants and, before that, was associated with Celanese Corporation of America. He is a graduate of Fordham University, a member of the American Institute of Certified Public Accountants, and a member of the New York State Society of Certified Public Accountants.

With his wife, the former Eileen Kenna, and their two children, Mr. Sheehan resides in Flushing, New York.

## Recuperating

Glenn G. Hoskins, banker in Libertyville, Illinois, former industrial consultant and macaroni manufacturer, underwent major surgery in January. Many of his friends in the National Macaroni Manufacturers Association, of which he is a past president, sent him a get-well card from the Winter Meeting.

D. D. Steve Brodie of Aseco Corporation, Los Angeles, suffered from a coronary thrombosis in January and is recovering at his home. His colleague Vaughn Gregor took his assignment in speaking before the Winter Meeting.

## Noodles Au Gratin

From the kitchens of Howard Johnson's a new addition has been made to its popular line of frozen food products—Noodles Au Gratin with Tomato. Packed in its own reheatable tray, this popular priced item contains large egg noodles in a rarebit sauce topped with bread crumbs and carefully selected spices. The package serving two is being distributed through grocery stores.

## Sauce Promotion

Spaghetti sauce mix is currently being promoted by McCormick & Company in the eastern portion of the United States. An aluminum spaghetti cooker which can also double as a vegetable blancher is being offered as a \$3.00 premium in the promotion which was advertised in a full-page ad in the February issue of McCall's. Retailers were supplied with in-store display material including coupon order pads. The promotion ends April 22.

The hardest tumble a man can make is to fall over his own bluff.—Ambrose Bierce.

# WHERE TOP PERFORMANCE COUNTS

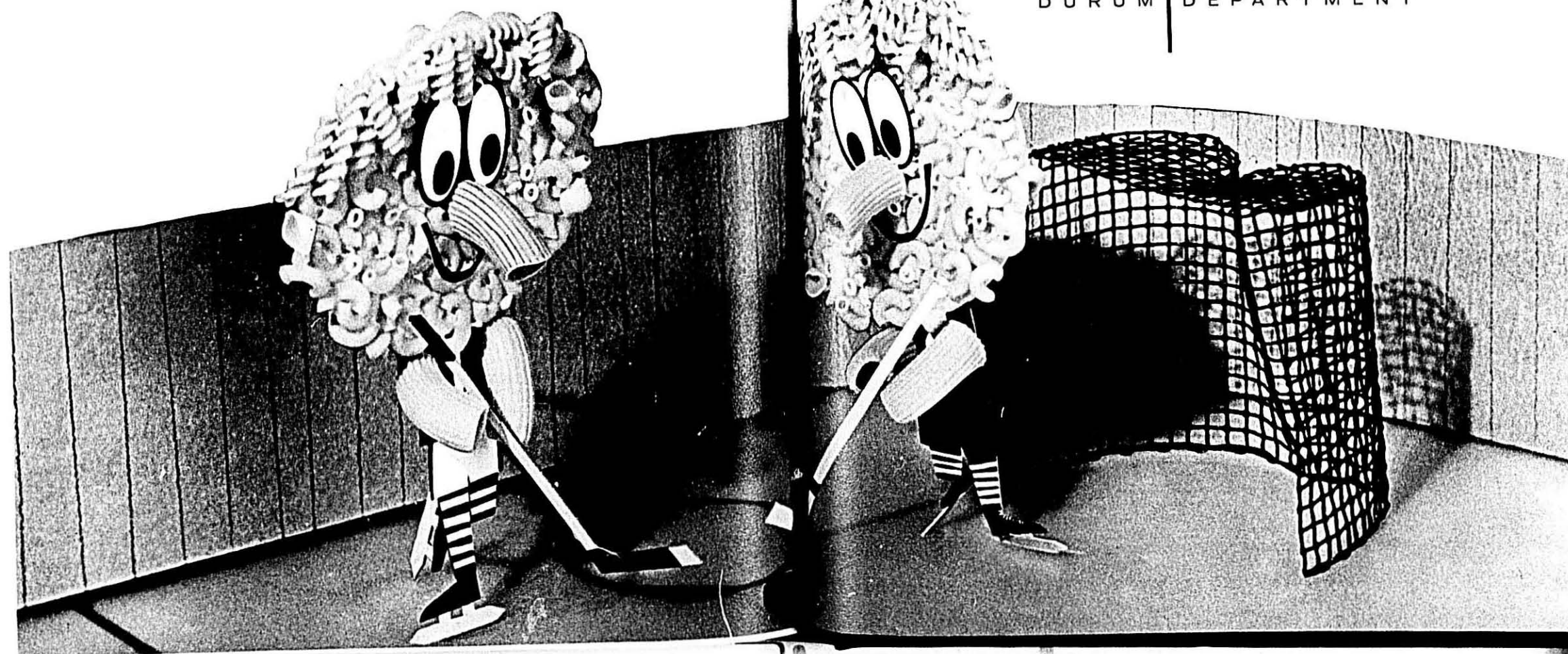
YOU CAN COUNT ON COMMANDER-LARABEE!

At Commander Larabee, it's teamwork that turns out top quality durum products. Yes . . . a combination of milling skills add up the points to make Commander Larabee the nation's top scorer in the durum league. From grain selection, milling and formula blending to precision lab control and fast-swing shipping . . . Commander Larabee's milling team scores mighty high with the nation's macaroni makers. Next time, why not put Commander Larabee's winning team to work for your macaroni fans.



Archer-  
Daniels-  
Midland

COMMANDER LARABEE  
DURUM DEPARTMENT



### Weather Market

Rough winter weather in January saw snow dumped from the Rockies east and freezing weather in Texas and Florida, damaging the citrus and vegetable crops.

Ice and snow in the midwest caused some eggs to freeze in transport, others to remain on the farms instead of being transported to the breaking stations, and most serious of all, the rate of lay per chicken to decrease.

Other factors causing higher egg prices were a stronger than usual demand for mid-western eggs, both on the west coast and in the south, and the fact that many industries are buying their egg products on a more balanced purchasing program over the year, instead of a relatively short period of time in the spring.

The prices of egg whites have remained steady, not advancing with shell egg prices. Shell eggs rose almost a dime in the Chicago market during January ending the month in a range of 34 to 35½ cents. Frozen whole eggs rose about a cent a pound to a high of 26½ cents. Dried yolk solids increased two cents selling at \$1.20 to \$1.26.

### Durum Receipts Light

Weather had its impact on the grain market as well, with durum receipts very light during the month of January, trading as high as \$3.70 a bushel making the price of semolina better than \$10.00 a hundredweight. Demand edged off, and the price fell to about \$3.50 a bushel Minneapolis.

The Southwestern Miller reported mill operations spotty and commented that the decline in grind was not surprising after the heavy pace of late fall. Most macaroni and noodle manufacturers were reported to have enough semolina for at least 120 days. Backlogs were often extended to the end of the crop year by addition of more hard wheat to blends. In early January the mills were expressing doubt that they would be able to offer 50-50 blends much longer, and more hard winter wheat went into macaroni mixes. Some users have reverted to 100 per cent hard wheat.

At mid-month the Crop Reporting Board of the United States Department of Agriculture announced total stocks of durum of 18,362,000 bushels on January 1. Of this 11,300,000 was on farms and 7,000,000 bushels in mills, elevators and warehouses. Some buyers indicated that they felt prices were too high based on these reported stock figures, and caution seemed to be the watchword of the market.

### Milling Scholarship

International Milling Company has offered its first annual \$750 flour milling technology scholarship to sons of company employees. The scholarship will apply to undergraduate study at Kansas State University, the only accredited college presently granting degrees in milling technology.

An outside committee of prominent educators will judge applicants on the basis of scholarship, leadership, character, career interest in flour milling, and financial need. The new milling technology award is part of International's annual \$6,000 competitive scholarship program for sons and daughters of company employees.

### Big Fork

F. Denby Allen, vice president of the John B. Canepa Company, producers of century old Red Cross Brand Macaroni, quips that 1962 is the year of the Big Fork for Red Cross Spaghetti! Allen's prediction is based on the unusual Canepa ad theme making its bow in both Life and Saturday Evening Post.

"We did a trial test of our theme, 'There are 121 five-strand three-twirl forkfuls in Every One-Pound Package of Red Cross Spaghetti' here in Chicago, home of Red Cross. It was so successful and brought forth so much controversy from readers over the spelling of forkfuls that we've expanded our markets to several cities in the Mid-West." Mr. Allen said.

Included in the media plan are full page four-color ads, 1000 line four-color ads, plus large size black and white in several newspapers. Added to this are insertions in both Life Magazine and the Saturday Evening Post—full page, four-color.

Television also gets a nod from Canepa this year. Testing in Memphis on newscasts will determine other TV buys in the future.

Allen also pointed out that considerable promotion is being carried on to back up this hypoed consumer schedule. A Bonus Profit plan, offered at the retail level, covers the entire Canepa spaghetti and macaroni line.

A 25-cent mail-back tie-in with Lawry's Spaghetti Sauce Mix and Hunt's Tomato Paste adds another strong promotion to the campaign. The 25-cent mail-in certificate will be featured on the one pound Red Cross Spaghetti packages for the next several weeks.

Lilienfeld & Company, Chicago, is the advertising agency handling the campaign.

### Coupon Fee Raised

Supermarket News headlines "Golden Grain Hikes Retailer Coupon Fee" to three cents, effective immediately. "The move was considered the first major break-through in the supplier-distributor handling fee impasse, although some smaller couponers have paid three cents. Major couponers have given no indication that they will follow Golden Grain's lead, but trade sources agree that other firms eventually will go to three cents."

The current two-cent fee was offered for the first time on a wide scale in the mid-1950's. Previously the fee was a penny. For several years a number of manufacturers, primarily soap firms, continued to offer one cent.

Vincent DeDomenico was quoted as saying that the firm's decision to change the rate was prompted by the presentation of the Arthur Anderson & Company study on retailer coupon handling costs at the Super Market Institute mid-year conference in Florida last month. The study concluded that using the most efficient handling methods, retailer cost per coupon was as high as \$.0222 in areas with the highest wage rates.

Golden Grain will be couponing eight soup mixes this month with the coupon legend offering grocers "10 cents plus three cents for handling." Mr. DeDomenico conceded that he hopes Golden Grain's recognition of the market operators' problem will result in increased trade interest in the new line of prepared soup mixes.

### Premium Plan

The Prince Macaroni Manufacturing Company, Lowell, Massachusetts, has begun participating in the Red Scissors Plan, a cooperative premium coupon operation, which is composed of 12 non-competitive manufacturing companies. Prince's Italian lines of prepared foods, sauces and grated, imported cheeses will carry the coupons.

### Coupon Operation

Kraft Foods will conduct a coupon mailing to 17 million families across the country during the last week of February. Coupons for Parkway Margarine, Kraft macaroni and cheese deluxe dinner and Kraft mayonnaise are included in the mailings, which will be conducted in a participation program with coupons from two other national non-competitive manufacturers.

Character is that which reveals moral purpose, exposing the class of things a man chooses or avoids.—Aristotle.

## A "pulling no punches" message from AMBER



by Gene Kuhn  
Manager:  
AMBER MILLING DIVISION

With the big sales season for macaroni products just around the corner, the serious situation in durum wheat reserves takes on an even-more-than-usually ominous look.

We, like any other responsible member of the milling industry, deplore the situation. Further, we're prepared to do something about it—beyond merely offering our sympathy.

Nationally-famed macaroni manufacturers have long preferred our Amber Venezia No. 1 Semolina and Imperia Durum Granular because of their uniform amber color, uniform granulation and uniform high quality. We would be foolhardy to say we can

offer these outstanding Amber products in unlimited quantities. But we can say—and DO say—that, because of our unique affiliations and connections throughout the durum wheat growing areas, we are able to supply the macaroni industry's demands for first-quality MACA, 50-50 Durum—Hard Wheat No. 1 and AMAX, 50-50 Durum—Hard Wheat, Granular.

We are prepared to meet your orders. Every order will be shipped when promised.

And you can be sure of the quality because it's Amber.

Be sure . . . specify AMBER.



### AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION

Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.

TELEPHONE: Midway 6-9433



## Activities of the Durum Wheat Institute

by H. Howard Lampman, Executive Director

FOR THE past three days, we have served as audience in a seminar on packaging. Without diminishing the importance of packaging or in any way depreciating the earlier part of the program, I would like to define in simple terms the subject area of our deliberations. A package protects and identifies a specific amount of your product from the time it leaves your plant to a point of final use in the kitchen. But more important, packaging is essentially the art of presenting your product with utmost "buy-appeal" in the competition for selling space on the supermarket shelves of the United States.

My part in this program—describing the activities of Durum Wheat Institute—is not without relation to the subject of your seminar. When you "wrap up" an industry and its products for public inspection and use, you have another kind of "package"—part of the art of presenting the total picture of your industry and its products to a public in their most appealing form.

Packaging of this kind is involved in my report and in the work of Ted Sills and Associates through the National Macaroni Institute.

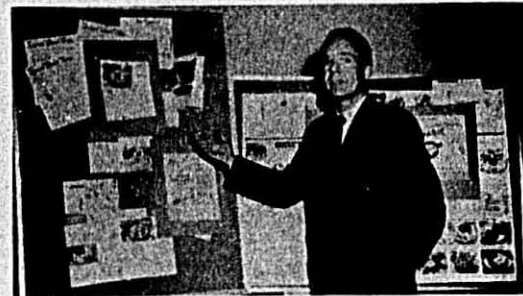
### Industry Package

Is this second kind of "packaging" important?

Perhaps you will agree—that what the public thinks of your industry and its products can finally determine how much and how frequently you sell your own brands.

You have already mentioned some of the considerations that go into this larger "industry package." We have heard some discussion of the fattening "phobia" which causes some people to reject macaroni foods. We have also discussed the nutritional values of enrichment.

At this point, may I mention that enrichment provides the macaroni industry with its only claim to a place in the recommended foods list of the United States Department of Agriculture. Called the "Daily Food Guide," this four-food grouping serves as the basis for educational promotion for almost all food and commodity organizations—including the dairy industry, the baking industry, the Wheat Flour Institute, fruit and vegetable growers and others who promote the contributions of their individual products in good diet.



Howard Lampman presents five possible projects.

As part of an "industry package," your companies and your products find their way into a different show place, too. They are presented in school rooms, home economics classrooms, before demonstration agents and leaders, women's clubs, the restaurant industry—and even physicians, dietitians, nutritionists, and other professional people who shape food habits and preferences.

In his remarks opening your seminar session, President Ronzoni mentioned the fact that the National Macaroni Institute, Durum Wheat Institute, and durum producer groups, represented by the North Dakota State Wheat Commission, all have worked together in exemplary fashion during the past year. Speaking for the millers who support the Durum Wheat Institute, may I point out that much of the success of this cooperation would be impossible were it not for your able Secretary, Mr. Robert Green. Much of the credit for what has been accomplished thus far must go to Bob.

And again, before we get into the actual report on activities, may I recall for you the division of responsibility in this work. The National Macaroni Institute seeks to stimulate the consumer market for your products through publicity and product promotion. The Durum Wheat Institute is responsible for school, educational and home economics materials, as well as for the restaurant market and the professions—physicians, nutritionists, dietitians and the like. Finally, we all gain considerably through the help of the durum growers in the distribution of materials.

Whatever the Durum Wheat Institute has produced, has been checked out at every step with both National Macaroni Institute and the durum growers representatives.

The materials on the display board here illustrate some of these points. They all were developed with the help of the N.M.I. and the durum grower groups.

### Wall Charts

Copies of the new classroom chart, "Durum Macaroni Foods From Farm to Table," have been mailed to all members. Released in November, more than 2,000 copies of this chart have already been distributed. Comment has been most favorable. I am sure any one of you could do a great deal for your company and its products by helping to place one of these charts in every classroom in the schools of your market area. We hope you can help in gaining greater distribution for this outstanding poster. Copies of this chart are available for \$31.00 per 100.

### Gourmet Entrees

The booklet of large quantity recipes for restaurant, school lunch and institutional use, "Economic Gourmet Entrees," has been available for the past year or two. It is now in its second printing. It costs 30 cents a copy, \$30.00 per 100. Without going into detail on what the use of this publication can do for you, may I recall that Mr. Dominic Palazzolo of Delmonico Foods related at one of these meetings how he had distributed 35 copies to a luncheon of 35 institutional buyers. Result: he gained 35 new accounts!

### Specialties of the House

Another project saw the production of this smaller booklet, "Specialties of the House." It contains recipes derived from the restaurant publication "Economic Gourmet Entrees," all standardized in household form. The North Dakota State Wheat Commission has been extremely effective in furthering the distribution of this publication. In cooperation with Great Plains Wheat,



Class Demonstration Outline.

The Commission has paid for the distribution of more than 110,000 copies. Most of these books were distributed on request, as a result of a bulletin offering the recipe booklet in the magazine published by the General Federation of Women's Clubs. Knowing how homemakers collect and trade recipes, you can imagine the effect of distribution of this quantity of booklets in so effective a market. This booklet, which has front and back imprint areas, is available for 10 cents a copy, \$10.00 per 100.

### Durum Wheat Notes

The fourth publication shown on the display board is "Durum Wheat Notes," a four-page educational home economics bulletin which represents the major continuing activity of the Durum Wheat Institute. It is mailed five times during the school year to more than 42,000 high school and college home economics teachers, home demonstration agents, professional home economists, food editors, durum millers and macaroni manufacturers. The information and recipes offered by "Durum Wheat Notes" can be utilized in many different ways. A central theme is chosen at the beginning of each year. The 1960-61 series presented "Macaroni Foods Around the World." The effective distribution of "Durum Wheat Notes" equals or exceeds any one of the commercial home economics publications serving that special market.

### Film Strip

And finally, as reported to the Directors of the National Macaroni Institute and in bulletins to N.M.M.A. members, we have worked with you as partners in the distribution of the filmstrip, "Tricks and Treats—with Macaroni Foods." The comment received from teachers on this filmstrip has

been uniformly good.

And currently, again as partners with NMI and the North Dakota Wheat Commission, we are helping finance distribution of the motion picture, "Durum—A Standard of Quality."

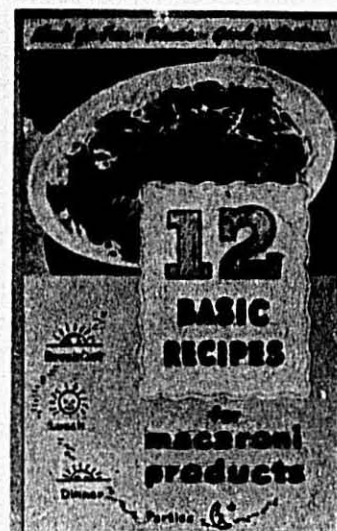
All these materials and activities are planned, produced and executed with the complete cooperation of the three groups. We want everything we produce and everything we do to meet with your complete approval as a preliminary to your enthusiastic support of each project, in all its phases.

### Future Plans

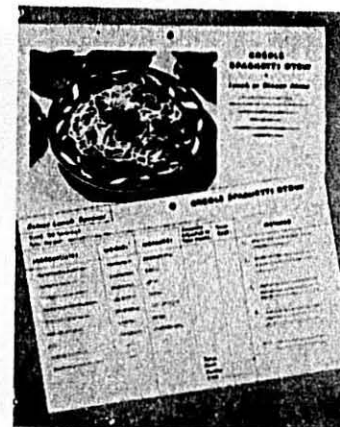
Now, what of the future?

Members of the Durum Wheat Institute Committee met earlier this month to consider new projects, their first meeting under the chairmanship of Mark Heffelfinger of Russell Miller-King Midas. You all know the other members of the Committee—Bill Brezden of North Dakota Mill and Elevator Company; Tony DePasquale, International Milling Company; Gene Kuhn, Amber Milling Company; Cliff Kutz, Commander-Larabee Milling Company; Lee Merry, General Mills; Les Swanson, Russell Miller-King Midas; and Ray Wentzel of Doughboy Industries.

Considering the state of the industry and the supply of durum, you might imagine that this would be a sorrowful kind of meeting. But despite all the difficulties in the durum picture, these men were most enthusiastic about the future. They outlined five areas of cooperative effort where once again they might work with macaroni manufacturers and durum growers. Here are the five projects:



Recipe Leaflet.



Quantity Recipe Card.

### Project No. 1

A food class macaroni product demonstration outline—for use by students, teachers, 4-H clubs, home demonstration agents and the like. Inexpensively produced in mimeograph form for trial at the beginning, the outline could also draw upon the resources of macaroni manufacturers, who might be asked to supply a specific brand name product for local use in demonstration work. With demonstration technique also a part of home economics training, you can see the value of such a publication in schools.

But there is still a large market. For example, through home demonstration agents we can reach as many as 600,000 home demonstration leaders—each of whom has responsibilities for the production of programs before groups of rural or urban women. And finally, there is supplementary use of the demonstration outline with church groups, women's club and other areas in which women are organized.

### Project No. 2

An inexpensive recipe leaflet—for distribution along with the demonstration outline or available for purchase and imprint by individual manufacturers, or for distribution to consumers in any one of a number of different ways. As many as 12 basic recipes could be included in a leaflet. The actual cost would be less than one-half cent each. While we know most of you like to produce your own recipe material, we ask your consideration of this project with its special application to the demonstration outline.

### Project No. 3

A concerted effort to gain a place for enriched macaroni foods in the commodities recommended for school lunch

(Continued on page 26)

**FOR YOU  
ADVANCED TECHNOLOGICAL IMPROVEMENTS**

Save Space — Increase Production  
Improve Quality

★ **NEW POSITIVE SCREW  
FORCE FEEDER**

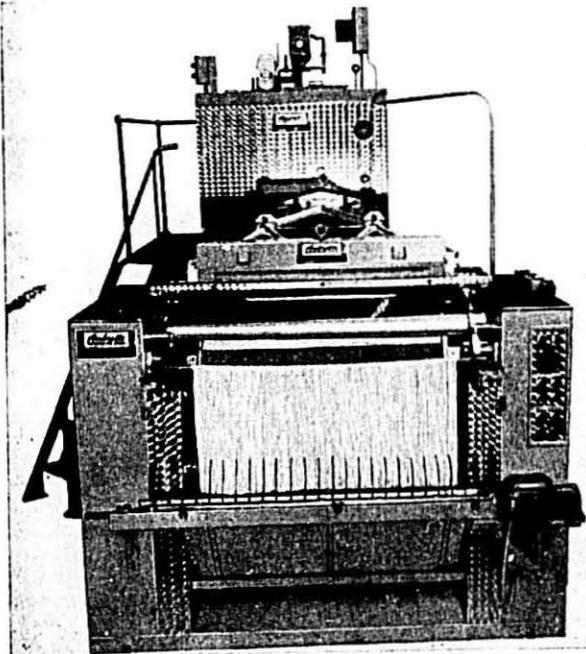
improves quality and increases production of long goods,  
short goods and sheet forming continuous presses.

★ ★ **NEW 3 STICK 1500 POUND  
LONG GOODS SPREADER**

increases production while occupying the same space as  
a 2 stick 1000 pound spreader.

**NEW 1500 POUND PRESSES  
AND DRYERS LINES**

now in operation in a number of macaroni-noodle plants,  
they occupy slightly more space than 1000 pound lines.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

These presses and dryers  
are now giving excellent  
results in these plants.

- ★ Patent Pending
- ★★ Patented

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THE MACARONI JOURNAL

**NEW SUPER CONTINUOUS  
PRESSES**

**SHORT CUT MACARONI PRESSES**

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- Model DSCP — 1000 pounds capacity per hour
- Model SACP — 600 pounds capacity per hour
- Model LACP — 300 pounds capacity per hour

**LONG MACARONI SPREADER PRESSES**

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- Model DAFS — 1000 pounds capacity per hour
- Model SAFS — 600 pounds capacity per hour

**COMBINATION PRESSES**

- Short Cut — Sheet Former
- Short Cut — Spreader
- Three Way Combination



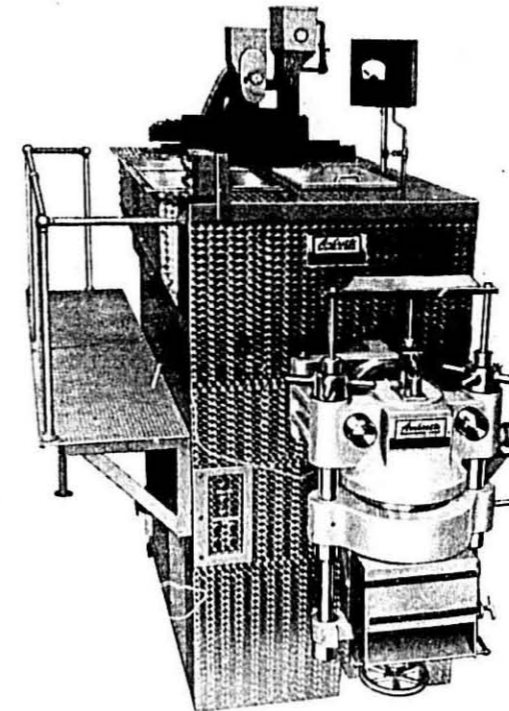
- QUALITY** — — — —
- PRODUCTION** — —
- CONTROLS** — — —
- SANITARY** — — —

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

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

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

Easy to clean and to remove attractive birdseyed stainless steel housing mounted on rugged structural steel frame.



Model BSCP

PLANT  
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155-167 Seventh Street  
Brooklyn 15, New York

*Ambrette*  
**MACHINERY CORP.**

MARCH, 1962

25

**Durum Institute Activities—**  
(Continued from page 23)

use. While macaroni foods are already served in the school lunch system, they are not in the list of recommended foods for the type A school lunch, which 14,000,000 children are fed each day in 64,000 schools. And the federal school lunch is only part of the picture. It is estimated that two-thirds of the total school population, in excess of 48,000,000 children, are daily served some form of lunch in school.

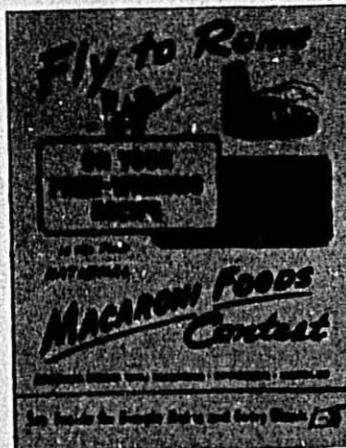
These boys and girls love macaroni foods. The youngsters represent one of the nation's biggest and best "sampling" markets as well as a primary area of high-volume distribution. At the same time, in work with government people toward gaining enriched macaroni foods a place in the recommended list, a similar effort will be made to eliminate the use of the phrase "allimentary paste" in government bulletins and materials issued by the government to the press and public.

**Project No. 4**

In our work with federal school lunch officials, we contemplate production of quantity recipe cards—drawn up according to the format specified by USDA, a five and one-half by eight and one-half inch card in the form you see here. One side of the card provides the recipe, with columns for working out cost figures. The other side of the card shows a picture of the finished dish in black and white or color, and a suggested menu of foods to be served with the macaroni dish in a combination for good nutrition. Perhaps we would also add to this project a series of school lunch room posters, providing we can gain the cooperation and support of the federal school lunch authorities. Once again, consider the tremendous opportunity inherent in this situation—to develop the appetite among millions of children for quality macaroni foods.

**Project No. 5**

The possibility of an annual contest to be held each year among restaurant operators and employees—to select a prize recipe for macaroni foods. We plan to explore the possibility and amplification of this project with the National Restaurant Association, whose 10,000 members represent 80,000 of the nation's top commercial eating establishments serving millions of meals each day. For the restaurant industry itself, the large quantity recipes could be fed back into the hotel and restaurant trade and to the school lunch system if the type of product involved were appropriate for child feeding. But



Restaurant Recipe Contest.

beyond this, the quantity recipes could be standardized in household form and subsequently made available to you manufacturers and to the public. Perhaps the top prize would be a two-week visit in Rome. You can see the opportunity here for you manufacturers—to sponsor local tie-in activity. In fact, a contest of this sort is whatever you choose to make of it. We suggest a restaurant industry contest rather than a consumer contest for the sake of the economy and ease of handling. When you have a consumer contest you are confronted with as many as 100,000 entries. In a restaurant contest you gain the same publicity impact, but you deal with only hundreds of entries.

These are the five tentative projects we submit to you. We would welcome your expression of opinion about the plans. Perhaps we can work with Bob Green to arrange some kind of bulletin outline so that you can give us your vote of preference on the series of projects. And here again we want to develop these and whatever other activities we undertake with the help of N.M.I. and durum growers through the North Dakota State Wheat Commission.

Rough layouts of covers on the material we have discussed in these five projects are posted here on the bulletin board. If you wish, tell me something about your own opinions after this meeting, or communicate your thoughts to any members of the Durum Wheat Institute Committee. These are your projects, and we want to make them work for you according to your own best wishes.

Thank you very much.

The greatest glory of a freeborn people is to transmit that freedom to their children.—Havard.

**Drought in North Dakota Took Toll**

Crop production in North Dakota in 1961 was the smallest since 1938. It amounted to about half of 1958 production.

Field work started about the usual time with adequate moisture for germination in virtually all sections. But moisture shortages became more and more apparent as seeding progressed. By the end of April topsoil moisture was short in all but a few localities.

Below normal precipitation started in September 1960 and continued on the short side most months except December, February and April. In May and June, the months when precipitation usually is heavy, rainfall was mostly less than half. By the end of June cumulative precipitation since September was only about half of normal in the western areas, ranging as high as 75 per cent in the east central and south-east districts.

In addition to the shortage of moisture during the planting and early growing season, temperatures were above normal with maximum readings of 90 to 100 degrees or more on more than the usual number of days. The maximum temperature at Bismarck was 90 degrees or above on 15 days during June, and the mean temperature averaged four to eight degrees above normal for the month at the state's weather stations. July temperatures were more moderate with a week or two of hot weather early in the month.

Under these conditions of drought and high temperatures early in the season small grains were severely damaged in many cases. In the worst areas, growth was only a few inches and plants dried up, while still in the booting stage.

Several weeks of cool weather with light to moderate rains starting about July 10 greatly aided small grain during the critical filling period. However, in many western areas rainfall came too late and was too light to bring much improvement as plants had already dried up. Where plants were still alive, the extent of recovery became more apparent as combining proceeded. Test weights of grain averaged from just slightly under standard to better in many eastern sections. Harvest proceeded rapidly with very little loss of either time or quality from wet weather.

Production of all wheat is estimated at 68,438,000 bushels, 46 per cent less than the 1960 crop. Durum, estimated at 14,570,000 bushels, was down the same percentage, smallest crop since 1955.

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- STAINLESS STEEL
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• PUERTO RICO	• ECUADOR	• HAWAII
• CANADA	• URUGUAY	• COLOMBIA
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## TRADEMARKS BUILD CONFIDENCE

by Charles C. Rossotti

**H**AVE you looked at your trademark recently?

A trademark is the most articulate selling power a modern business can own. It tells many things about the company. It also tells its story in an instant—sometimes with devastating finality.

For example, a trademark can tell the public, "We're a modern, progressive firm"; or "We're nice to do business with"; or "We've been selling a fine product since your grandmother's day"; or "Buy us . . . we're the new fun—or status—symbol."

On the other hand, it might say: "We're old-fashioned stick-in-the-muds and our product hasn't improved since we started making it" or "Our plant is shabby, our equipment old, and we just about squeak out of the red each year" or "Buy us if you dare, but we don't give much value."

Thus, a trademark may reflect the corporate image of a marketer more personally than any other effort he may make. For this reason a trademark is frequently more valuable to its owner than all of his equipment, real estate and inventory put together. It is the essence of his corporate good will and it can keep him in business when all else might go up in flames. In a greater sense, a trademark is as valuable to a business man as his birth certificate.

Trademarks, however, are also delicate creatures whose states of health must constantly be reviewed by the progressive business man. An established trademark sometimes must be modernized to conform with the accelerated demands of modern merchandising techniques. It may require a redesign to establish the concept of growth, expansion or change. It must be constantly and objectively evaluated by its owner for the image it continues to convey, in anticipation of the inevitable process of obsolescence and the attrition of age. Brand loyalty is no longer taken for granted. A marketer must win the battle for it each time the customer walks into the market place. A merchandising-minded operator knows that constant evaluation of his trademark as one of his most important corporate properties is as necessary a sales-winning ingredient as a good package or a good product.

For this reason, a well-designed trademark should be expected to deliver these things for your business:



Left to right: John Swan, Rossotti representative; Jack Procino and Nick Rossi, sons of the founders of P-R.

1. First of all, it identifies your business and its product.
2. It provides the most important ingredient for package recognition and recall.
3. It suggests prestige, power, strength, modernity, reliability, "niceness," experience of the company.
4. It suggests quality, desirability, dependability, innovation of the product.
5. It becomes the face of your company in the crowded market place where mass retailing of your product has become an otherwise impersonal phenomenon.

The trademark thus becomes a franchised property to its owner, the value of which cannot be measured in hard cash. Those charged with the responsibility of creating a trademark must be specialists not only in their field, but must understand the merchandising value of the trademark and its potential uses in advertising as well as in packaging. Many macaroni manufacturers, like other modern food marketers, re-examine their trademarks regularly as well as their packaging. They utilize professionals with long years of design and merchandising experience to provide the modernization as well as the objective evaluation of the trademark.

Have you looked at your trademark recently?

### Recognition for P-R

Rossotti Lithograph Corporation, packaging designers and producers with executive offices in North Bergen, New Jersey recently commemorated the creation of a trademark for Procino-Rossi Corporation. John Swan of Rossotti made the presentation of a trademark wall plaque to Jack Procino and Nick Rossi, sons of the company's founders. The presentation was made in connection with the forty-fifth anniversary of the establishment of Procino-Rossi at the company's executive offices in Auburn, New York.

Procino-Rossi was established in 1916 by Nick Procino and Alfred Rossi as a small bulk macaroni manufacturing plant in Syracuse, New York. In 1919 the firm moved to Auburn, its present location, incorporating the business in 1927.

Today, Procino-Rossi sells over 70 different sizes and shapes of macaroni products. In addition, they now produce a line of quality spaghetti sauces as well as convenient dry macaroni dinners. And, from a small area around Syracuse, New York P-R have expanded distribution into the major Eastern and Central States.

The creation of that most valuable corporate asset, the trademark, by Rossotti was accompanied by Procino-Rossi's entry into modern merchandising of pre-packaged cartons long before.

(Continued on page 38)

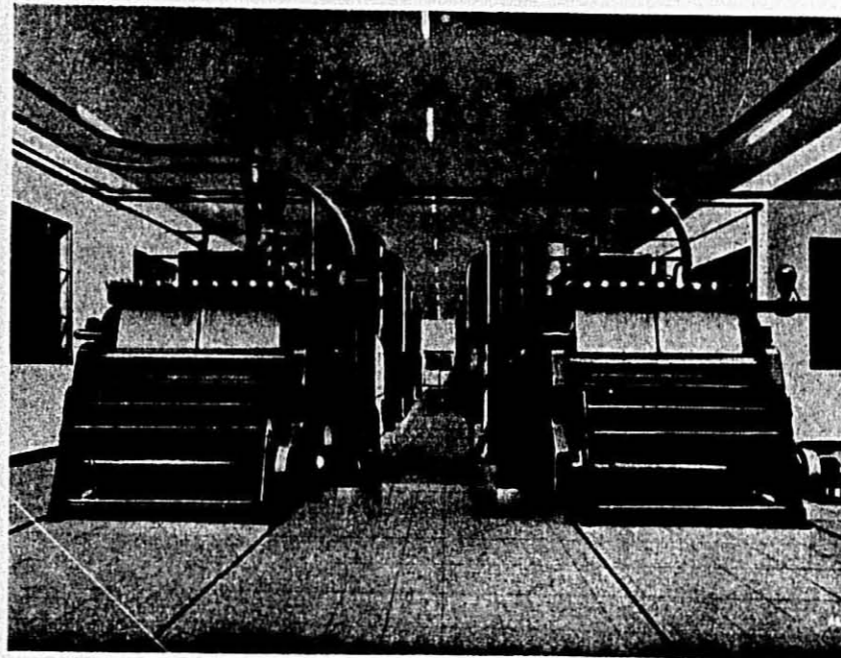
THE MACARONI JOURNAL

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Our Technical Office is at your disposal to study and to solve your problems.

**AVOID BUILDING COST!!**

of new premises. Renew instead your equipment. Only half of the space is required with the New Automatic Dryers.



Automatic Lines for Long Goods. Entrance of Products showing automatic spreader.

The picture shows our new automatic "GPL" Line for all types of long macaroni products. 67 lines of this type are already in operation in 16 different countries.

**ONE MAN PER SHIFT: 22,000 lbs. daily of dry products, ready for packing. Similar Lines are available for Twisted and Short Cut Goods.**

Send your inquiries to:

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# Braibanti

MARCH, 1962

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### Visual Perception—

(Continued from page 6)

etc., and thoughts about her own well-being. Esthetics, good taste and good design are too often scorned by business men as something that is only the concern of the artist, and yet your own customers are the ones who will be part of the line waiting to get into the Museum of Modern Art or the opera or concert.

Packaging in your industry, of course, has not kept abreast, but even beyond that, the incestuous inbreeding of packaging elements within the Macaroni Industry itself has produced a rather phenomenal lack of identification for individual brands.

For purposes of explaining this, I would like to show you just one or two slides as part of a study, on just one element of macaroni packaging, the use of the pictorial end-product illustration. This is not meant as being critical of any one package or any one company. We have just gathered all the macaroni packaging we could get that contained pictorial illustrations. In gathering them together you will note that the illustrations are all predominantly the same, used in the same way and in a few cases, exactly the same photograph is used on competing packages. You will note that the illustration on one package is completed on a competitive package. This serves to completely destroy any individual brand and company identification and is completely contrary to all current criteria in marketing practices.

We have seen in our examination of the perceptual process that we all have a selective perception, and that we tend to classify similar things into one image. A uniformity and similarity of pictorial elements as used in macaroni packaging tends to nullify any attempts by a manufacturer to build a brand image and identity.

#### Durum Wheat Shortage

In my opinion, the Macaroni Industry has a remarkable opportunity to turn a near-disaster into a positive, successful growth program.

The American Automobile Industry, faced with a real threat of foreign cars, launched into its compact styling. This was completely contrary to its own tradition, trade practices and its thoughts about the American public, but the tremendous influx of foreign cars caused it to take off some of its traditional blinders and think in terms of satisfying its customers needs.

The Cigarette Industry, a few years ago, faced with a really awesome situation, met the challenge with filters and cigarette sales and profits have

steadily grown. The fact that currently, as of this moment, non-filter cigarettes are showing greater growth corroborates the industry's awareness and sensitivity to changes in mood and motivation.

Probably the Cigar Industry's current problem with basic materials more closely parallels your own. The situation in Cuba has virtually put a halt to the acquisition of Havana leaf. Most of the cigar manufacturers have three to five years inventory of Havana tobacco, but they are faced with the prospect of having to plan for their own growth and additional product sales in the face of loss of what they have always considered a necessary and recognized ingredient.

Your industry, of course, will survive the current short supply of durum wheat. The crisis might turn up again as a result of bad crops in the future, but this would seem to be the right time for the industry as a whole, not individual companies, to launch into an aggressive program to improve its position and make itself safe from the whims of nature.

The danger of an apparent change in the ingredients of a product without adequate explanation or a substitute kind of reward for consumers is not that your companies will lose business to each other as much as perhaps a general dissatisfaction on the part of the consumer with macaroni products. In other words, a shopper moving through a market might pause just long enough to consider that the macaroni product that they had the other night just didn't please her family the way it usually does and maybe tonight she would try that new dehydrated flaked potato.

My suggestion here is that the industry as a whole advertise and promote and exploit what might be called a new *Al Dente* blend. This would have to be worked out and advertised with new cooking and preparation instructions very emphatically expressed both on the packages and in the advertising. This could probably be contrived so that it would take a shorter cooking time that would be a decided advantage and talking point. This will more closely work with the trend toward instant products and less cooking time. Making an emphatic issue of proper cooking procedure will also assure a more satisfactory final product as used by the consumer. Each individual company and manufacturer could, of course, work out his own blending formula with whatever ingredients he had or deemed desirable.

Macaroni products, even to the macaroni sophisticate, are primarily judged on the basis of texture and firmness.

Usually the satisfaction of taste will come from the sauce or dressing. If this *Al Dente* program could be launched with the cooking instructions made an important feature, the consumer would be assured of a consistent and satisfactory macaroni product in texture and firmness regardless of the whims of nature.

The Macaroni Industry's direction for meeting the current problem of the durum shortage lies in its own attitudes . . . of becoming consumer-oriented rather than specific-product oriented.

#### Cheroots—Packaging Case History

As a case in point of both examining tradition to see what was still valuable and valid and to show a means of problem solving and inquiry, the Cheroot package is a good example.

After a few years of package design and some redesign for our client, it appeared that the cigar business had peculiarities and limitations. Apparently there is a relatively static number of men in the country who will smoke cigars, some habitually, some now and then. Any attempt at broadening the market was not very successful for any length of time. It seemed that a fresher point of view in looking outside of the traditional cigar field and method of doing business was the best approach. Actually what we looked for was attitudes of acceptance of ideas that were prevalent, not fads or trends, but a condition of acceptance and agreement of a subject.

The country, at the time, was preparing for the centennial of the Civil War. Much new literature was being published and old literature revived. There was a whole rash of Old West, Civil War, early Americana motion picture films and, of course, television devoted to the horse opera, the romance of riverboat life and other aspects of the early development of our country. It seemed like a good idea to recommend that the client capitalize on this prevalence of acceptance of the mood and put out a cigar called a Cheroot.

There was almost 100 per cent resistance to this idea for the simple reason that the tobacco industry knew that the old Cheroot was an inferior product. Tobacco dictionaries were produced to prove the point that it was an inferior grade, poorly manufactured and no reputable company would want to be associated with such a product.

The consideration here is that within the company's sophisticated knowledge of its own business and products they were absolutely right. But their interpretation of the meaning of Cheroot was not at all shared by the men

(Continued on page 32)

## Combination NOODLE and CUT GOODS AUTOMATIC PACKER

- net weighs
- makes bag
- fills bag
- seals bag  
(poly or any sealable film)

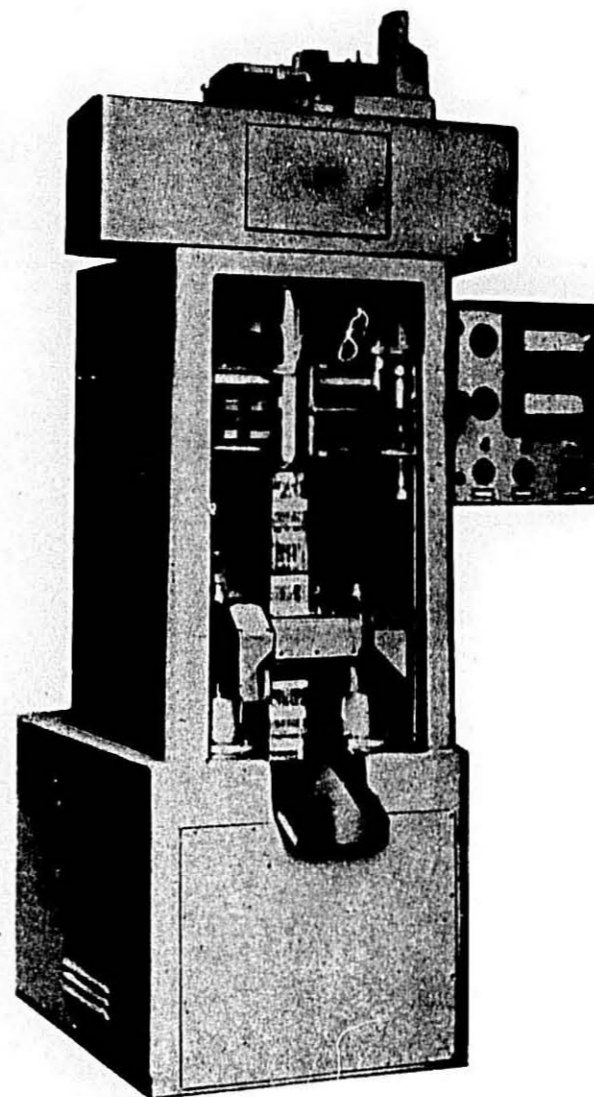
TWO MODELS	{ Single Scale { Dual Scale
NOODLES	5 oz. to 1 lb.
CUT GOODS	5 oz. to 32 oz.
SPEED	Up To 45 Per Minute

COMPLETE HYDRAULIC OPERATION.  
A Self Contained Machine. (No Air Required.)

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MARCH, 1962



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Presses  
Dryers

GARIBALDO RICCIARELLI  
Carton Make Up  
Carton Fill and Weigh  
Carton Closing

### Visual Perception—

(Continued from page 30)

of this country. The company did put them out, however, and they immediately became a success . . . within six months they became the best selling cigar in the country and have maintained that position.

This is a prime example of being customer-oriented rather than product-oriented. It had side advantages too, which are quite important because it was dealing with an idea rather than just another product in the line and gave the advertising, promotion and sales efforts a totally new vehicle to work with. Now the romance of the cowboy, the manliness of the early West could be exploited rather than the usual repetitious claims of superior tobacco, etc.

#### Design and Packaging

In the history of all civilizations, marks, emblems and trade identifications have been essentially used in two forms . . . the sign and the symbol. The sign, of course, used the language form to state the kind of product or service or institutional idea. The symbol could always go beyond the mere language statement by suggesting additional characteristics of values and ideas. In the complex of contemporary selling and marketing, both are necessary and symbology has taken on varied roles in communicating identity, image and additional meaning and connotations.

In contemporary packaging the designer must think in terms of being customer-oriented rather than product-oriented.

Corporate trademarks and package design must now be considered a top management function for both development, use and management. They must be considered a company asset such as capital equipment or real estate and thought of in terms of maximum use, exploitation and a major part of the company's manner and means of doing business.

I will show slides of packaging and design problems with two objectives in mind.

1. To show analysis and identification of the packaging tradition in any field as a means of understanding what departures could be made, and

2. Case histories to show method of attack on packaging problems once the problems have been sufficiently analyzed and qualified.

I will show some demonstration material touching on the nature of communication primarily aimed at communication as involved with conditions of agreement between the sub-

ject or thought to be communicated and the perceiver. This stresses the need for good attitudes of communication based on a willingness to understand the values and form-world of the people we try to reach.

#### Research

The experience we have had with the perception apparatus and the evidence supplied on how judgments, preferences, possibilities of a sequence of events to satisfy our wants are inherent in all perception, should give us some workable knowledge of research and testing. I emphatically believe that a well informed package designer is a better package designer, just as I believe a well informed business man is a better business man and a well informed general in the field has a better chance of success in a military engagement.

The entire area of research, information gathering, fact finding and testing has become, in recent years, so clouded by numerical gymnastics that we tend to lose track of just what research or testing is for anyway. It gets to be a little like the current battle of percentages in magazine circulation propaganda, where the figures and ratings themselves becloud rather than reveal valuable information.

In an investigation of anything, if it does not help to result in understanding, it is not worth its effort. The only valid purpose of inquiry is understanding.

In packaging and marketing there are many kinds of research programs available, covering all aspects of decision making from the name of the product, anticipated preferences on color, etc., exposure in a limited test market, to mechanical testing and rating devices. In my experience, two segments of the range of possible research are paramount. The first is a penetrating and honest set of objectives for the kind of information and, therefore, the kind of understanding necessary. The second is a penetrating and honest evaluation of the data produced by those investigations. Anything in between must be tailored to these two qualifications and may not be indiscriminate or routine.

The glorious results of a cross section panel of thousands of people representing the entire country, interviewed and queried in depth, really has very little to do with how many Edsels those people will buy.

We can quarrel, however, more specifically with the validity of the mechanical testing and rating devices now in use to supposedly give the manufacturer the assurance that his proposed package will be successful.

We have seen and experienced here very briefly some of the basic manifestations of behavior and perceptual judgment. Match them up against what the mechanical testers erroneously refer to as "the human element." I believe where the mechanical testers make their fundamental mistake is in considering that the human eye performs exactly as a camera. We have seen that the perception process is one of interpreting the patterns that impinge on the retina by a system of visual cues and that we select and organize these cues through our personal experiences or individual purpose and an orchestration of other pertinent knowledge about our own relation to that occasion. In other words, in every perceptual value judgment, we make judgments and preferences within a perceptual context. Elements of believability, reality, directive for action, faith, etc., are greatly affected by this context and our form-world structure. The mechanical testers completely disregard this important aspect of judgment-making in using a completely out-of-context set of conditions for both the subjects performing in the tests and the packages being tested.

As we have seen, another important aspect of Perception is that we construct a pattern of a possible sequence of events. We also gain information and, therefore, form judgments because of our own motion. The mechanical testers completely overlook this vital area of visual judgment by employing what you have seen in the demonstration referred to as "sucker position viewing."

Yet another shortcoming in the mechanical testing procedure is the total lack of risk for the respondents. We have seen that all perceptual judgments are involved with constancy and chance, and that a judgment of risk is inherent in every occasion and in every visual decision. A set of ratings achieved without a risk judgment cannot very adequately be used to judge a risk situation.

Mainly the claims for the mechanical testers seem to be some ratings of determining thresholds of visibility, thresholds of legibility, length of eye dwell, etc. These minimum requirements for visibility and legibility are such basic stock in trade for any designer that very often a big part of the designer's task is in finding ways of departing from these more obvious characteristics.

Actually, in vision and visual recognition, the language form, no matter how legible or visible, very often takes second place to other characteristics of form, structure and color. There is a

(Continued on page 38)

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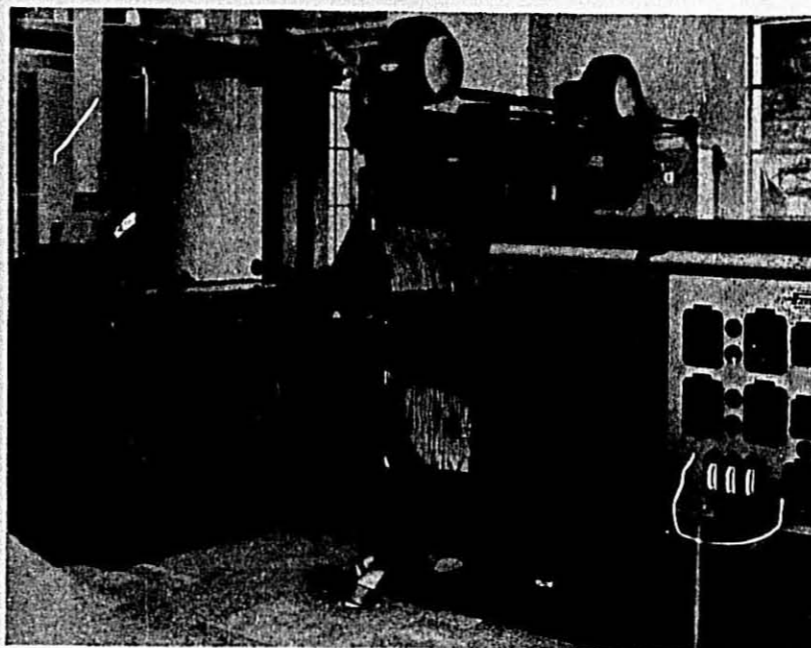
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PRESS

### What's New in Packaging—

(Continued from page 8)

in contrasting colors and in proportion to the size of the box;

4. Require a designated place on the package for the required ingredient information;

5. Establish slack fill standards with industry assistance in the various kinds of commodities;

6. Establish standards of nomenclature, such as small, regular and large to designate certain weights or measurements best suited to a particular commodity;

7. Establish some type of standardization of weights or sizes;

8. Require price per ounce or unit measurement to be placed on all packages;

9. Establish standards for average serving portions;

10. Require packaging to the nearest full ounce, thereby, doing away with fractionalized weights;

11. Require where weight is not the primary unit of efficiency the proper unit to be placed on the package in addition to the weight—for instance, standard washings in a detergent package;

12. Control the ratio of the volume of the product to the size of the package;

13. Control the proportions of packages;

14. Regulate or prohibit certain promotions, such as cents-off deals, which may be subject to high degree of abuse;

15. Abolish meaningless qualifying phrases such as super, economy, giant, etc., requiring instead that content be designated only by weight.

#### Light Spot for Price Marking

Now a word about a light spot on the package for a price mark. With more and more food products being sold through the stores, it becomes increasingly important that the shopper be able to see the price easily and quickly on all our food packages. You may wish to give some thought to this. It is one of the recommendations of the Food Packaging Council. In arranging for a price spot we suggest you make it large enough for multiple pricing, because stores are doing more multiple pricing all the time. We further suggest that the light spot be located in the upper right corner and/or top of the package.

#### Standardization and Uniformity of Package Sizes

This, too, is something you may wish to keep in mind. Some companies de-

light in changing their package shapes and sizes all too often. Because housewives, for easy and quick identification of your products, like to see them in the same good looking dress, it is recommended that you do not jump from one shape to another, except for real good reasons, or even from one style of type to another, but to keep packages and logo standardized, and to make them simple, not gaudy. Many packages are over-done, over-designed, over-engineered.

#### A Score Card for Your Macaroni Packages

For your convenience, we are suggesting below a score card for macaroni packages. A score of 60 per cent is allowed for consumer impact and 40 per cent for retailer impact.

Consumer impact ..... 60 per cent

##### 1. Appetite Appeal—15 per cent

Does the package have that "come hither, pick-me-up and take-me-home" look? Does it have high impulse value?

##### 2. Informative Value—15 per cent

Does the package answer the question "What is it?" "What will it do for me?" "Does it carry recipe suggestions?" etc., and "What is the price?"

(Make sure the price spot is in upper right corner and/or on top of package.)

##### 3. Product-Quality Appeal—15 per cent

Does the package reflect the high quality of the contents? Does it up-grade, rather than down-grade the product?

##### 4. Easy to Handle—15 per cent

Is the package a handy package? Is it easy to open or does the housewife need a "tool kit"? Is the package easy to reclose in order to save the unused portion?

Retailer impact ..... 40 per cent

##### 1. Brand Identity—10 per cent

Will the package maintain the identity of the food until the product is completely used up?

##### 2. Protective Qualities—10 per cent

Will the package properly protect the contents until used by the consumer?

##### 3. Stacking Ability—10 per cent

Does the package stack well?

##### 4. Standard Package Size—10 per cent

Is the package size as recommended by the Food Packaging Council?

#### Discount Houses (Will They Help or Hurt Packaging?)

Now a word about the future effect of discount houses on the packaging problem. Without attempting, myself, to give an opinion, let me quote two differing opinions, each man high in the ranks of package designing.

Walter Landor, of San Francisco, recently said:

The discount-house will affect packaging in the same way all previous marketing innovations seem to have influenced packaging—by increasing the importance of package design in stimulating the purchase decision. When a customer goes to a discount house, she does not expect cheaper merchandise—she just expects lower prices. The savings which are passed on to her she assumes are coming from a more economical operation, not from cheaper goods. Package design then, must assure her that she is getting top quality.

Another aspect of discount houses which increases the role of package design in the purchase decision is the fact that the more complex and impersonal a retail operation becomes, the more the customer is found to be influenced by the appearance of the product. Spinning dizzily from refrigerators to motor oil to candy in a matter of seconds, the consumer can only come more and more under the influence of the visual aspects of a product—which, in the case of foods, means solely the package.

A somewhat opposite view is taken by Frank Gianninoto, of New York City. A recent statement from him follows:

The rise of the discount-house is bound to have a profound effect on packaging. This is a new merchandising concept which will produce a new kind of merchandise handling, a new kind of display and in a sense, even a new consumer. The discount-house will ultimately be a far cry from the supermarket of today, and the discount house package will not only have to sell the product but also will have to function as a storage unit and provide a means for inventory control. Conceivably it also will have to be able to withstand a great deal of automation as, for instance, automatic handling from the storage to the display point and even, perhaps to the customer's automobile.

Specifically, I look for these changes: (1) Larger unit packs, to facilitate inventory, cut packaging costs, and enable the shopper to buy larger and

(Continued on page 36)

THE MACARONI JOURNAL

## DU PONT 2 IN 1 POLY IS BOTH TOUGH AND CLEAR!

Some polys are tough. Others are clear. But only Du Pont 2 in 1 poly is both: toughness to hold macaroni without puncturing or tearing . . . clarity to show the rich quality of your macaroni. Try it, and you'll see why many leading macaroni makers, like National Food Products, Inc., now specify 2 in 1 poly. You can get full information from your Du Pont Representative or Authorized Converter. Du Pont Film Dept., Wilmington 98, Del.



### What's New in Packaging—

(Continued from page 34)

more economical quantities on one shopping expedition. (2) Sturdier packaging construction, for reasons given above. (3) More emphasis on trademark and/or brand name, less on product illustration because consumers buying in large quantities and selecting from a larger number of competing products will want more assurance of reliability. (4) A decrease of the "luxury look" in packaging with more emphasis on quality, dependability. All in all, I think the discount houses will require more painstaking package design in terms of both structure and surface.

#### Industry Self-Regulation (Toward Packaging Progress)

You may wish to consider the advisability of doing as the cereal manufacturers are attempting to do. They have prepared Principles of Good Practice regarding: (1) declaration of net contents, and (2) the fill of cereal packages. Just how they are going to enforce these principles, I do not know.

Should you leaders in the macaroni industry decide you want to do some industry self-regulating, I am sure you could do a splendid job through your efficient secretary, namely Robert Green. In other words, you now have the machinery set up, if you decide to do the job.

Here are the principles set forth by the Cereal Manufacturers:

Principles of good practice regarding the declaration of net contents on, and fill of cereal packages—

1. Breakfast cereal packages should be properly filled and the net weight clearly shown.

2. The Cereal Institute is opposed to packaging which misleads the consumer.

3. The net weight statement shall be clearly and prominently shown on cereal packages so as to be readily found and easily read by interested consumers under customary conditions of purchase and use.

The Cereal Institute recommends that the "net weight" statement be on the main display panel of cereal packages in bold-face type of not less than:

- eight point on packages the main panel of which has an area of up to 25 square inches.
- ten point on packages the main panel of which has an area of 25 but not more than 50 square inches.
- twelve point on packages the main panel of which has an area

of more than 50 but not more than 75 square inches.

(d) fourteen point on packages the main panel of which has an area of more than 75 square inches.

In the interest of achieving the desired prominence for the "net weight" statement, the Cereal Institute does not believe it is feasible to recommend a particular location for such statement on the main display panel because of different package designs.

4. In filling breakfast cereal packages, attention should be given to the fill reasonably obtainable during the filling operation under good manufacturing practice with appropriate recognition of:

(a) the importance of maintaining product quality and of protecting the product through trade channels to the consumer's table;

(b) the package space reasonably needed for product protection as, for example, space for package liners and their insertion prior to filling, and space for the lining and closing of such liners, and

(c) the package space reasonably needed because of differences in volume, bearing in mind that in the normal course of manufacture, the same product having the same weight varies in volume, due to a great variety of unavoidable factors, which include: variations in size, moisture content, and characteristics of raw materials, which require very frequent changes in processing methods, such as cooking, drying, tempering, and toasting procedures and times, and maintenance of proper moisture content, so as to correct to the extent possible conditions caused by such raw material variations, and variations occurring in packaging caused by differences in particle size and shape and manner in which cereals flow from filling machines into the package.

#### What's Ahead in the Food Industry and in Packaging

It may well be that within 25 years we will truly see a world-wide food industry functioning in a big way, where conceivably a global television network may well be the consumers' personal shopper, taking and filling orders placed hundreds, even thousands of miles away. Jet transportation could revolutionize the food business. Macaroni products made in Europe could be flown to America for consumption within a few short hours. Many of our new markets will be overseas, where

a gradual rising standard of living will create a demand for a greater variety of quality merchandise. A truly world-wide food industry is a fascinating picture to contemplate. Its development will permit countless millions of people to be adequately nourished for the first time in history, and at the lowest possible cost.

In packaging (unless discount houses tip the boat over) the next five years should show a greater demand for packages that save time, reduce effort to open and close, and, in general, make the housewife's task easier. For example, the use of easy opening devices such as many cereal companies (and even chewing gum) now use will increase greatly. Too many packages now require a veritable tool-chest to open. Packages will be easier to handle and store; they will be much lighter in weight, and stronger too; and they will have a lot more "built-in-sell." We should see a pronounced increase in the use of plastics, resulting from new formulations and extrusions; a greater use of aluminum packages; more light weight glass containers; better designed cartons; improved laminations; and packaging machinery which will whirl away at high speeds and require less human handling—in other words, more automation. In the case of plastics, Mr. L. W. Hayhurst, head of packaging for the great National Dairy Products Corporation (including Kraft Cheese) says that all milk will be packaged in plastic bottles within 10 years. He further says a blow-moulding machine for making plastic milk bottles immediately prior to filling is now almost ready for use.

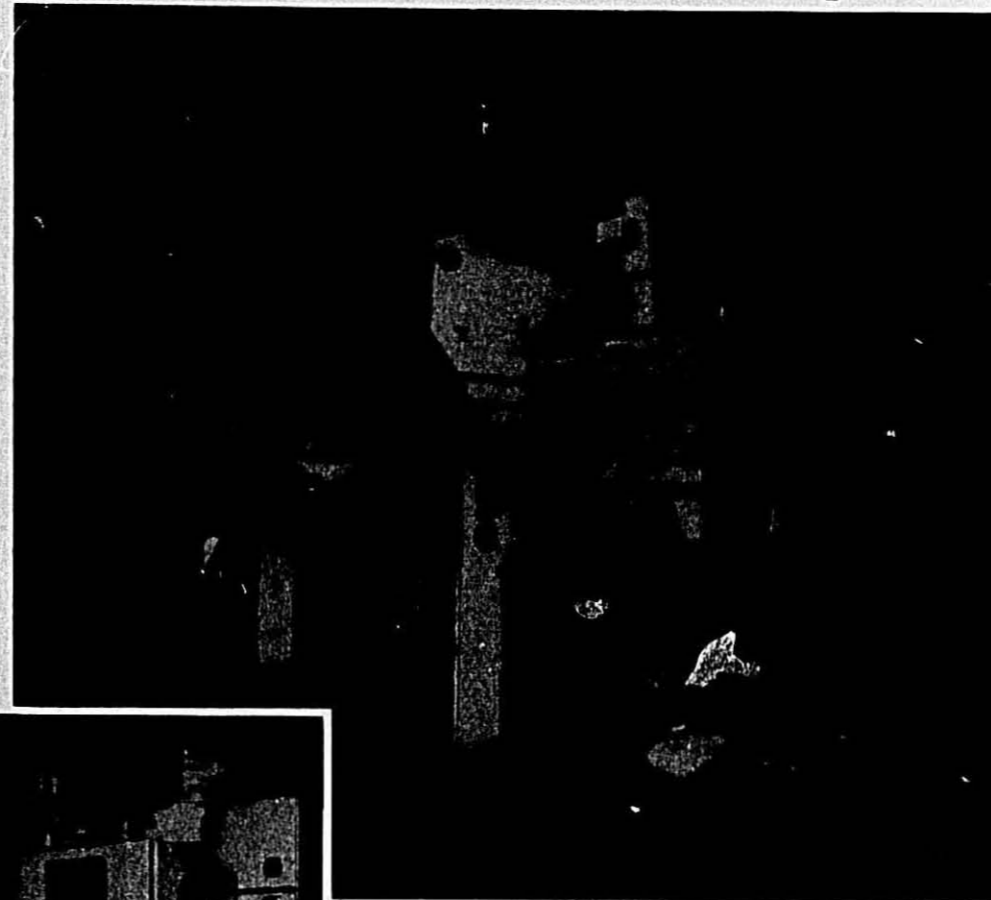
There will be more motivational research, more studies to determine the factors which most influence the consuming public with a specific product. For example, the recent experiment in Winston-Salem, North Carolina on cottage cheese in individual four ounce pouches has been so successful that the company which did the research now has the idea into commercial use in Rochester, New York.

The packaging industry is only in its infancy. It now is in the spotlight along with electronics and missiles. Because packaging can make, or break a company, we suggest that you watch your package, it is your silent, yet very powerful, salesman.

#### Annual Meeting

The Fifty-eighth Annual Meeting of the National Macaroni Manufacturers Association will be held at the Homestead, Hot Springs, Virginia, July 9-12, 1962.

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### Recognition for P-R—

(Continued from page 28)

fore the advent of self-service. Rossotti is a prime supplier of the company's colorful cartons and labels.

Alfred Rossi, president, commented that the trademark created by Rossotti was indeed the company's most important single property. It reflects, he said, the quality and experience of many years of faithful family supervision. The company intends to make maximum use of it on their stationery, trucks, advertising and promotion materials as well as on their packaging.

### Visual Perception—

(Continued from page 32)

very good example of this which must be familiar to all of us: I am about to enter a building. There, in large letters over the door handle is the word PULL. There is no question about the legibility or the visibility . . . any of the mechanical testing devices would rate them highly. Also, I for a moment am a captive audience for this visible-legible word PULL because I place myself squarely before it and must take action in this field of vision containing and surrounding this communication. There is no question about recognition, because it is presented in a language form familiar to me and I know its symbols. I might even dwell upon some point of interest in the incised characteristics of the letter forms, or the cut of the serif . . . but, as often as not, . . . I PUSH the door!

A perfectly good, high rating, highly visible, highly legible, recognizable and long-dwell graphic message has not only not worked for me, but I behaved just the opposite to its directives!

Why did I behave this way? Perhaps the structure itself communicated more convincing information to me in terms of my own experiences. Perhaps pushing was a more logical constancy with my own attitudes and motivations at the time, in moving positively to gain entrance to the building.

One thing is certain, any mechanical test rating of the letters, their size and visibility would not have foretold the kind of believability or action I could take relative to it under actual circumstances.

Mechanical research, too, cannot really find out a customer's wants—it can merely attempt to indicate preferences between the kinds of things it had already offered him.

It is indeed a sad indictment of recent business development that as far as mechanical testing of packaging is

concerned, that business sought a faith for packaging judgment and fell prey to a system of rating superstitions.

### Packaging Comments—

(Continued from page 10)

them, evaluating, developing, and market-testing them, before commercializing them. If you skip any of these steps, you are liable to be in hot water.

Now for some brief, timely observations: With regard to the Congressional investigations of deceptive packaging, I am convinced that Senator Kefauver doesn't want legislation if industry will regulate itself. But if industry doesn't do this, the Government will see to it that it is done, and there are some practices that need correction.

Anyone in the packaging industry or selling a supermarket should make it his business to see what goes on in stores. Find out what is happening to your product from the time it leaves you until it gets into the consumer's hands. You may have your eyes opened.

Finally, with all of the emphasis on higher speeds, mechanism and automation, remember that materials must be married to the machine—let's be sure we get the necessary performance and quality out of the materials so the machines will work.

### New Kraft Dinner Packages

Kraft Food's dinner line, consisting of spaghetti dinner, noodle with chicken dinner, and macaroni and cheese dinner in newly designed vertical packages, will be promoted in 1962 through a premium offer on the package and an advertising program.

Ads will appear in This Week, Parade, Family Weekly and a selection of independent newspaper supplements during the early part of the year. Perry Como's Kraft Music Hall will also promote the three products. Advertising, both television and print, will continue throughout the year and retailers will be supplied with in-store display material.

The newly designed packages feature enlarged dish illustrations and the macaroni and cheese dinner uses four different illustrations on alternating packages. The new packages also incorporate recipe suggestions and an "easy open" feature.

### Durum Seminar

A Durum Seminar is being held on the Fargo campus of the North Dakota State University March 19-20.

Four topical discussion periods are planned to deal with durum production, marketing, processing and research.

### Wrong Sales Techniques

The A. O. Smith Corporation of Milwaukee recently asked 30 of their procurement supervisors what they think about salesmen. The answers were sought only for their own use but they aroused so much interest that they disclosed the results. Here is what they found:

Three-fourths waste time with chit chat, more than half talk too much, a third lack enthusiasm, and 10 per cent call too often.

More than half lean too heavily on personal acquaintance, a third try to bypass purchasing people to get to production men, and 31 per cent depend on influence or pressure. About one out of seven thinks he can "buy you" with lunch.

Only a fourth try to learn a customer's problems and needs; 59 per cent don't even try to find this out. Some don't know their own product; many present an ineffective message; others merely take orders.

More than half fail to help with service, and more than a fourth don't follow the status of orders or delivery after they get an order.

When it comes to value analysis—research to determine what component or product will best serve a specific need—there is overwhelming agreement. Of the buyers surveyed, 80 per cent say that salesmen who visit them have little or no concept of the problem. About 85 per cent see this as a deterrent to a salesman's success.

### New Seymour Plant

A new egg processing plant was opened January 2, in Gainesville, Georgia by Seymour Foods, Inc.

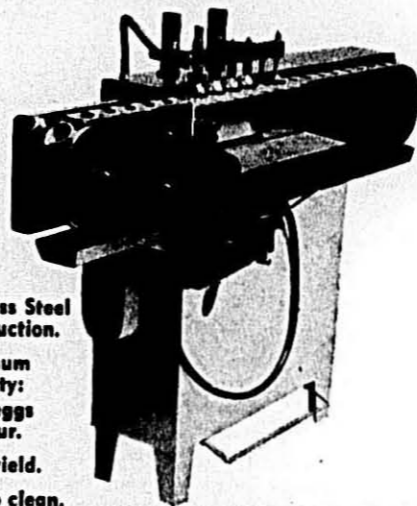
Housed in a specially designed modern, 10,000 square foot structure, the plant contains the latest in automatic egg processing equipment.

Seymour Foods of Georgia, Inc. employs 30 persons. Mel Cool is plant manager. Approximately 5,000 cases of eggs weekly will be broken and processed into egg products for distribution throughout the world under the Consort and Egglite trade names. Most of these eggs will be supplied by South eastern flocks according to Harry A. Perry, II, Seymour president.

Seymour Foods, Inc., has its main office in Topeka, Kansas. The firm began processing eggs in 1901, and since its beginning, has continuously introduced innovations and advancements that have made it a leader in its field.

Few things are harder to put up with than the annoyance with a good example.—Mark Twain.

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## WAY BACK WHEN

### 40 Years Ago

• "Is Your Package Perfect" asked the Macaroni Journal in March, 1922. Harry K. Knowlton, General Electric Company, observed that a package to be considered perfect must be of sufficient strength to insure delivery of contents in perfect condition, that it be as light as possible, and that its cost be not excessive. Shape, general appearance, and intelligible labeling also tend to stamp a package as "perfect."

• E. C. Baum of the Joe Lowe Company took Journal readers on an armchair tour of the dehydrated egg product industry in the Orient, where an average egg breaking plant employs some 500 women for an average daily wage of about four cents.

• Fresno Macaroni Manufacturing Company told plans to erect a new \$12,000 plant. Construction of the one-story brick building, so arranged as to permit future additions to the building as required, was to begin as soon as the weather permitted.

### 38 Years Ago

• The price cutting orgy in the macaroni industry as a result of the depression, affecting both bulk and package goods, reached new heights, with complaints coming in from all areas. The NMMA suggested manufacturers could best help themselves by avoiding overproduction to the point where surpluses must be dumped at ridiculously low prices.

• Figures issued by the Department of Commerce showed macaroni production had increased by approximately 100 per cent since 1914 and imports had declined about 92 per cent. Per capita consumption increased to about 4.03 pounds in 1927. Census figures in 1929 indicated there were 377 firms in the United States employing more than 5,200 workers.

• Henry Mueller, president, C. F. Mueller Company, Jersey City, commented in an article published in a business trade magazine: "The Chinese may have invented the macaroni making process and to Italy must go the credit of developing the process through the Middle Ages, but to Americans must be given the credit of developing the food into the clean, healthful and nutritious products of the present day."

### 20 Years Ago

• The special fund for Macaroni Products promotion and education paid for three excellent releases read by millions during the six weeks of Lent. Nutritious meatless recipes were given, economical but hearty dishes stressed, and an appeal made to the homemaker that good cooking aids morale during war time.

• B. R. Jacobs, Washington representative, reported on the proposal at the recent hearing on Standards of Identity, to fix standards for macaroni, spaghetti, noodles and noodle products, not only in terms of composition but in terms of shapes and sizes.

• Alfonso Gioia, president of Alfonso Gioia & Sons, Rochester, New York, and past president of NMMA, had three of his boys serving in the armed forces at the same time, all as artillery men. Horace, the eldest, was stationed in Stewart, Georgia; Anthony at Fort Bragg, North Carolina, and Joseph at Fort Devens, Massachusetts.

• Bread was quoted at \$15.00 a loaf and macaroni at \$10.00 a pound, according to London dispatches divulging American-British plans to send relief food to the starving millions in Greece.

### 10 Years Ago

• Charles M. Sievert of the New York World-Telegram, commenting on the New York meeting of the sponsors of the Winner Dinner related product promotion which the macaroni industry is supporting, observed: "You don't need a lot of money to advertise in a big way if you do the straight-line thinking that some packers and industries have done for a half-million dollar ad pitch." Some 19 macaroni manufacturers cooperated in the promotion.

• In 1951 elbow macaroni again proved most popular with American consumers, accounting for 39 per cent of all sales. Spaghetti with 28 per cent, egg noodles with 15 per cent, and long macaroni nine per cent, followed.

• The La Rosa brands of macaroni products continued to lead the sales in the Greater New York market, according to the monthly survey made by the New York World Telegram for December 1951 and January 1952. Others among seven top brands were Mueller, Ronzoni, Goodman, Buitoni, Prince, and Tenderoni.

### CLASSIFIED ADVERTISING RATES

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

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

**FOR SALE**—Ambrette Press with Spreader. Box 178, Macaroni Journal, Palatine, Ill.

**FOR SALE**—Used Senzani Spaghetti Cutter. Box 181, Macaroni Journal, Palatine, Ill.

**WANTED:** Macaroni Grinder—Good Condition. Box 188, Macaroni Journal, Palatine, Ill.

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### Swiss Visitors

Dr. Rene Buhler and Dr. Rolf Buhler visited the new Minneapolis headquarters of the Buhler Corporation recently. Dr. Rene Buhler is co-owner of the parent firm in Uzwil, Switzerland. Dr. Rolf Buhler, cousin of the owners, is a general director. The Buhlers were guests of Mr. and Mrs. C. Rudolph Moor. Mr. Moor is president of the American branch of the company.

### Free Spaghetti

Booth Fisheries is offering free spaghetti when you buy Booth Fishsticks. The offer is being made in 37 markets with newspaper advertising in March.

THE MACARONI JOURNAL



# 43 Years Young!

and we are cooking up some tasty reading for the April Anniversary issue of the **MACARONI JOURNAL!** Macaroni Around the World—The Latest in Packaging Equipment — Buyers Guide — all in the April issue of the Macaroni Journal.

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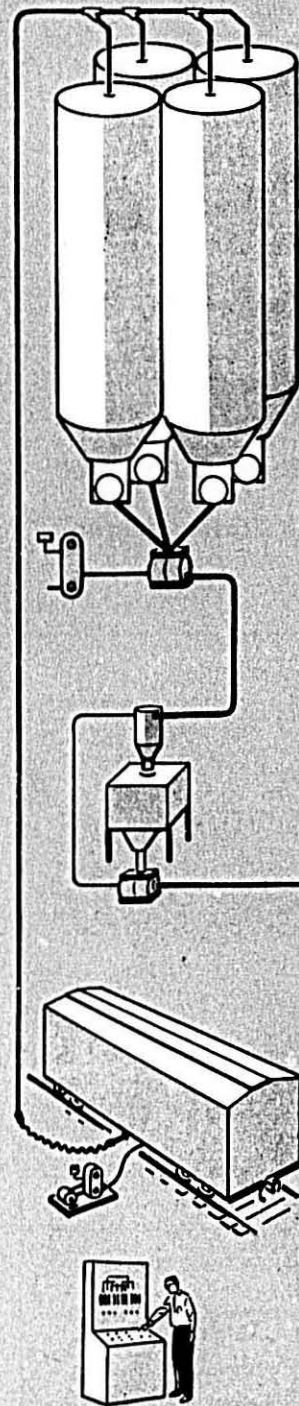
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# BUHLER

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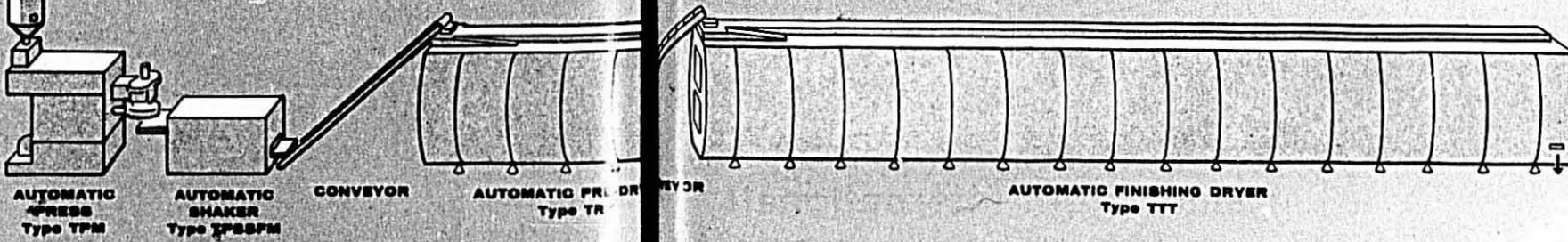
Whether you manufacture long or short goods, you will be pleased to discover the savings which a modern, automatic all-BUHLER production line can offer you.

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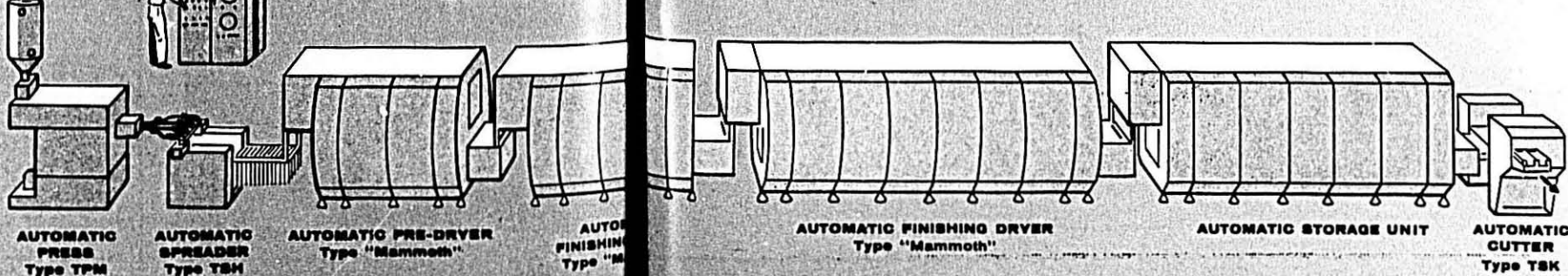
Typical BUHLER bulk handling and both long and short goods production lines are shown on these pages. In actual practice, however, the bulk handling system is engineered to fit your existing facilities and the Press, Spreader, Pre-dryer, Finishing Dryer, Automatic Storage, and Cutter need not be installed end-to-end. Thus, if your present floor space in your present building does not lend itself to such a plan, it's possible to arrange the various units side-by-side or on different floors.

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