

**THE  
MACARONI  
JOURNAL**

**Volume 45  
No. 9**

**January, 1964**

# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



JANUARY, 1964

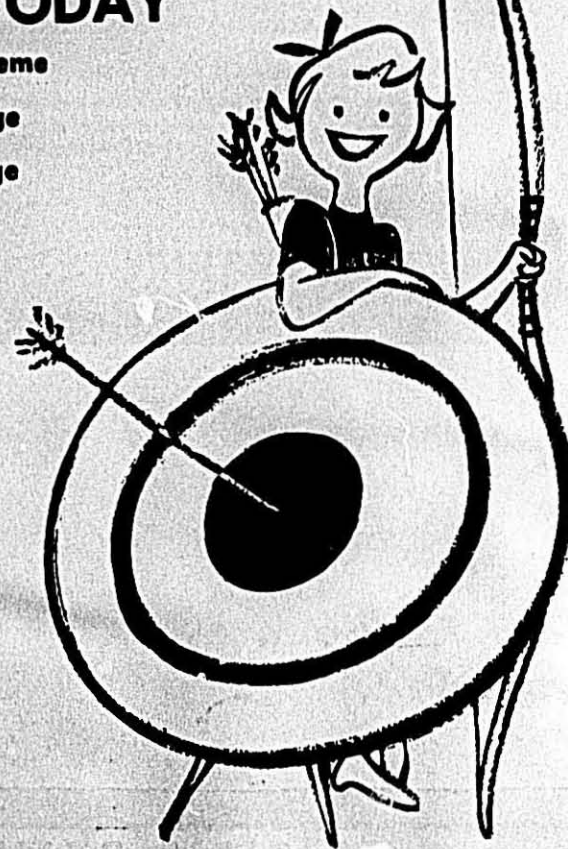
## TARGET FOR TODAY

Winter Meeting Theme

Product Knowledge

Market Knowledge

Industry Image



### On the Inside:

Four Basic Freedoms  
For Business

Recipe for Marketing

Macaroni Merchandising  
Calendar

World Wheat Situation

Drying with Dielectric  
Heating at High  
Frequency

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# The Macaroni Journal

January  
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Vol. 45  
No. 9

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JANUARY, 1964

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## TARGET FOR TODAY

Winter Meeting Theme: Product Knowledge,  
Market Knowledge, Industry Image.

THE soaring sixties have slipped. The fanciful forecasts of a few years ago based on expectations of the space race, population explosion, and increased leisure time from automation have fallen with the thudding realization that business goes on as usual although you have to run faster to stand still.

An editorial in Business Week on the assassination of the President said: "It was the fate of John F. Kennedy to become president of the United States at a moment when the world was moving across a great, historical watershed—when what we have called the postwar period was ending and a new, as yet unnamed epic in the affairs of mankind was beginning."

In reviewing the complex problems that faced the short Kennedy administration, there are cited relations with Russia and the realization that the threat of massive retaliation or massive aggression was becoming too dangerous to serve as an acceptable basis for policy. Our relations with our allies also were changing. With their economic health restored, the nations of the free world became increasingly impatient with U.S. leadership. At home, civil rights pressure was building into a whirlwind. Complicating difficulties both at home and abroad was the discouraging tendency of the U.S. econo-

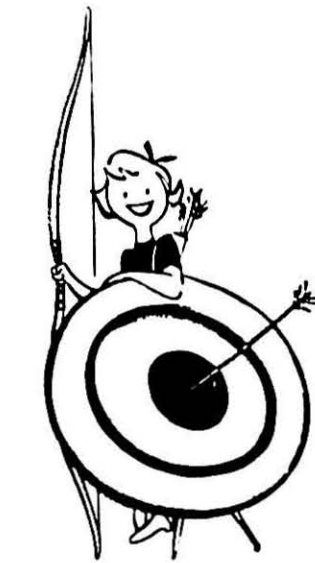
my to grow too slowly and to stall short of full capacity. The most obvious consequence of this failing was the persistence of unemployment at a painfully high rate.

The task for the nation, as pointed out by President Johnson, is to ask once again what we can do for our country—and do it.

At the Annual Meeting of the Grocery Manufacturers of America, reported in pages following, there was a realization that meeting present-day problems involves long range planning to preserve the American way of life. If business is distressed with the encroachment of governmental controls, it must develop a grass-roots educational effort to preserve the free marketplace.

### Increasing Complexity

The macaroni industry in the United States has traveled an interesting road in the past year. At the Winter Meeting a year ago, the cry was "Research or Perish," and the industry's organizations have responded. Grocers at the Annual Meeting in July said: "Wake up, move ahead." Dr. Charles C. Slater, Director of the Executive Development Programs in Mass Marketing Management at Michigan State University, pointed out the increasing complexity of the macaroni business by observing



that it looks like five businesses, in one. He enumerated the segments: (1) the dry macaroni products business of a regional character; (2) the canned spaghetti business dominated by a few firms who also dominate the wet sauce business; (3) the wet and dry sauce business (which he said was not dry macaroni); (4) the frozen business, which is actually a part of the frozen prepared foods business — not macaroni alone; and (5) the dry dinners which are the most exciting and potentially most dangerous sector of the industry.

(Continued on Page 6)

Macaroni merchandising will be discussed by three operating men of Publix Super Markets at a Winter Meeting luncheon session.



William M. Hollis  
Vice-President and Director



R. Buford Wray  
Director of Sales



Charles A. Copps, Jr.  
Southeast Regional V-P

THE MACARONI JOURNAL



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Dr. Kenneth A. Gilles  
Cereal Technology Researcher, North Dakota State University



Leonard D. Sibbitt



Verne B. Churchill, Jr.  
Market Facts, Inc.

### Target For Today—

(Continued from Page 4)

With the urgency of immediacy, current problems will be the concern of the Winter Meeting to be held at the Hotel Diplomat in Hollywood, Florida, January 13-14-15-16. Theme will center on "Target For Today," and will cover three areas of consideration: product knowledge, market knowledge, and the industry image.

On January 13 the Merchandising Committee will consider the thirty categories of the Colonial Stores Study made recently by Progressive Grocer Magazine as they apply to macaroni products. Their conclusions will be utilized in promotional work by Theodore R. Sills & Company on behalf of the National Macaroni Institute. General conclusions will stimulate discussions on merchandising scheduled for the following afternoon.

#### Association Goals

On January 14 a Breakfast Meeting opens the General Sessions with reports by the President and Executive Secretary on Association goals and objectives.

At a General Session on product knowledge, the Standards & Research Committee will preside while reports on research projects at the Cereal Technology Department of North Dakota State University in Fargo are presented by Drs. Kenneth A. Gilles and L. D. Sibbitt. Dr. George Y. Brokaw of Distillation Products, Inc., Rochester, New York, will present evidence of why Myverol should be a permitted ingredient in the Macaroni Standards of Identity. James J. Winston, Director of Research for the NMMMA, will give a report on Ardez, a soya additive.

H. Howard Lampman, Executive Director of the Durum Wheat Institute, will lead a panel discussion on a long range program of cereal-oriented research in the area of nutrition. He has headed an effort since mid-year in bringing producers, processors, nutritionists, and government personnel together to determine what can be done to create a better image for wheat.

At a Luncheon Meeting on Tuesday, January 14, a trio of operating men from Publix Super Markets will comment on merchandising macaroni products. This will be followed by a roundtable discussion on merchandising in the afternoon.

#### Management Objective

A Breakfast Meeting is scheduled for Wednesday, January 15, with a panel discussion on management objectives of macaroni companies. Audience participation will be invited.

At a General Session on market knowledge, Theodore R. Sills, public relations counsel, will give the report for product promotion on behalf of the National Macaroni Institute. Verne Churchill, Jr. of Market Facts, Inc. will discuss "Utilizing Market Research." His firm has just been retained to conduct a mail survey of consumer attitudes toward macaroni products.

#### Social Scene

On the social side, an Icebreaker Party will begin festivities on the patio of Diplomat West Monday evening. On Tuesday, the traditional Rossotti Spaghetti Buffet will be preceded by a Suppliers' Reception.

Wednesday afternoon a golf tournament will be held for the Ted Sills Silver Bowl, and in the evening a Dinner Dance is scheduled at the country club.

#### Board Meeting

The Board of Directors meet on Thursday, January 16, to review budgets and policy for the coming year.

Delegates have been urged to make reservations for rooms promptly and to register for the meeting in advance.

#### New York Meeting

A fine turnout of some 70 macaroni manufacturers and suppliers met for a Luncheon Meeting at the Hotel Belmont-Plaza in New York City November 14. President Al Ravarino, Fred Mueller, and Lloyd Skinner reported on topics discussed at the Annual Meeting of the Grocery Manufacturers of America, Inc. Lloyd Skinner has just been elected to GMA's Board of Directors.

H. E. Toner of the C. F. Mueller Company reported on the status of the Federal Trade Commission case, while Secretary Robert Green announced that the Association would be represented at hearings by the Tariff Commission to develop considerations for negotiations scheduled to begin next May in Geneva, Switzerland in the general agreement on trade and tariffs. The National Conference on Weights & Measures has also scheduled a Washington meeting to review the prominence and placement of quantity statements on packages.

In the morning, the National Macaroni Institute Committee, with representatives of T. R. Sills & Company, met with Kenneth Utech, Market Facts, Incorporated, to review the survey plan to determine consumer attitudes toward macaroni products.

In the evening, suppliers entertained at dinner at the New York Rifle Club

(Continued on Page 48)

## SAUCES / QUICK AND EASY



NUMBER ONE  
watch for number two

**VERSATILE SAUCES FOR MACARONI, SPAGHETTI AND NOODLES**  
Here are four great new Betty Crocker sauce creations, now available as promotional point of purchase material for your merchandising program.

#### SWEET-SOUR HAMBURGER SKILLET

- |                            |                             |
|----------------------------|-----------------------------|
| 1 lb. ground beef          | 1/4 tsp. pepper             |
| 1 cup finely chopped onion | 1/2 cup water               |
| vegetable oil              | 1 cup chili sauce           |
| 1 tsp. garlic salt         | 1 1/2 cups uncooked noodles |
| 1/4 tsp. salt              | 1 tbs. sugar                |

Sauté beef and onion in small amount of hot oil until browned. Sprinkle with seasonings; stir in water and 1/2 cup of chili sauce. Cover; simmer over low heat 20 min. Meanwhile, cook noodles as directed on pkg. Drain; rinse with hot water. Stir noodles into meat mixture; blend in remaining 1/2 cup chili sauce and sugar. Heat through. 4 servings.

#### BLEU CHEESE SAUCE WITH SPAGHETTI

- |   |   |
|---|---|
| 1 can (10 1/2 oz.) cream of mushroom soup | 1/4 tsp. salt   |
| 1/2 cup cream or evaporated milk          | hot drained boiled spaghetti or macaroni (7-oz. pkg.) |
| 1 cup crumbled Bleu or American cheese    | grated cheese or paprika                              |
|   | sliced stuffed olives                                 |

Mix soup, cream, cheese and salt in saucepan. Stir over heat only until thoroughly heated and cheese is melted. Serve immediately over spaghetti. Sprinkle with grated cheese. Garnish with olives. 4 servings.

#### EASY ITALIAN SPAGHETTI

- |                       |  |
|-----------------------|--|
| 1 small onion, minced | 1 can (8 oz.) tomato sauce (1 cup)             |
| 1 tbs. hot fat        | 1 can (8 oz.) mushroom spaghetti sauce (1 cup) |
| 1/2 lb. ground beef   |  |

Sauté onion in fat. Add ground beef and brown. Stir in tomato sauce, mushroom spaghetti sauce. Bring to boil; then reduce heat, simmer 5 minutes. Remove from heat.

Pour the hot sauce over drained hot boiled spaghetti (7 or 8 oz. uncooked) on hot platter. Sprinkle with grated sharp American or Parmesan cheese. Serve immediately. 4 generous servings.

#### TOMATO-MUSHROOM SAUCE

- |  |   |
|--|---|
| 2 strips bacon, diced                                      | *1 can (4 oz.) mushroom pieces and stems (about 1 cup), drained |
| 2 tbs. flour   |   |
| 1 tbs. sugar   | 2 tbs. butter   |
| 1/4 tsp. salt  | 1/4 cup chopped ripe olives                                     |
| 2 cups tomato juice or strained juice from canned tomatoes | hot drained boiled spaghetti or macaroni (7- or 8-oz. pkg.)     |

Sauté bacon. Blend flour, sugar and salt into bacon fat. Cook until smooth and bubbly. Remove from heat. Gradually stir in tomato juice. Bring to boil, stirring constantly. Boil 1 min. Brown mushrooms in butter. Add mushrooms and olives to sauce. Makes 2 1/2 cups.

\*1/2 lb. fresh mushrooms may be used.

Now you can use these delicious new recipes under your own brand name. These four, plus four additional sauces (to be published here later), are now available in handy tear-off pads to use at the point-of-purchase. These "Kitchen-Tested" recipes will have housewives serving imaginative and delicious macaroni foods frequently.

You get Sauces/Quick and Easy recipes in pads of 50 sheets each at just 12¢ per pad, f.o.b. Minneapolis (that's less than 1/4¢ per sheet).

In quantities of 200 pads or more your brand name and company address will be imprinted free of charge. To order your supply see your General Mills Durum representative or write:

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GENERAL MILLS

## Freedom to Produce Sell and Serve

THE American Food Industry is convincing proof of the benefits of our free enterprise system, Paul S. Willis, president, Grocery Manufacturers of America, Inc. said at the opening session of the organization's fifty-fifth annual meeting.

"The need for preserving our freedoms is one of our most challenging jobs in view of the criticisms directed at business and the growing pressures for more government controls of industry. In our complex society freedom cannot be reserved for some and denied to others. It must be equally preserved for everybody, the farmer, manufacturer, distributor, employee, the consumer. We must retain our freedom to innovate, to create, to market, to buy and so on, in order to keep our economy constantly moving and expanding. It is our American way of life," Mr. Willis said.

"The people who advocate more government controls often do so under the pretext of protecting the consumer. While we welcome constructive criticisms—they stimulate management to strive for better performances—we must oppose those proposals that tend to deny the right of men to make their own legitimate business decisions and we must express our disagreements with people when they question the ability of the consumer to make intelligent buying decisions in a free market place," he added.

### Big Business

"The American food industry is the largest private business in the world. More than one fourth of all working people in this country are employed in some part of our food industry," Mr. Willis pointed out.

Noting the unparalleled growth of the food industry, Mr. Willis reported that total annual food consumption increased from \$16 billion in 1939 to an estimated \$82 billion this year. "The outlook for the industry's continuing growth is promising," he said.

Citing ways in which consumers have benefitted from the industry's progress, Mr. Willis said that in 1939 grocery manufacturers, who produce the various products that make up the standard grocery basket, retained an average net profit of 4½ cents on dollar sales.

"This rate has steadily declined over the years and currently it is 3 cents, a reduction of 1½ cents. This means that the price which consumers pay for today's grocery basket is approximately 1½ cents less per each dollar spent than it would have been otherwise," he added.



Lloyd E. Skinner (left) macaroni manufacturer from Omaha recently elected director on GMA board with President Paul S. Willis.

"While the profit rate declined, manufacturers were able to steadily increase their total dollar earnings, and to increase their dividends. This was accomplished through modernization of plants, increased efficiencies, marketing skills, and the expansion of business," Mr. Willis noted.

### Consumers Benefit

Pointing out another way in which consumers have benefitted, Mr. Willis said, "For some years, consumers have been buying their food requirements for a continually smaller share of their disposable income. This year they can buy same for the lowest percentage at any time in history, and lower than anywhere else in the world. They can buy it for 19 cents of their dollar, compared with 23 cents ten years ago. Moreover, the available foods are of better quality, in greater variety, more nutritious, and above all safe to eat," he added.

Noting that manufacturers are investing more than \$120 million annually in research for new and improved products, Mr. Willis said that of the 8,000 items obtainable in supermarkets today, two-thirds of them are new or were materially improved within the last ten years.

Mr. Willis paid high tribute to the American consumer. "We know her as a smart, intelligent and thrifty shopper. We know her as an individualist, whom we must please with every purchase. We know her as a person who knows what she wants to buy, and understands quality and value." He also paid tribute to the farmers, manufacturers and distributors, who "through their combined efforts, annually supply the consumer with food in abundant quantities and varieties, food that is best, safest, the most nutritious, the tastiest, and at reasonable prices."

### Four Basic Freedoms For Business

GENERAL E. W. Rawlings, President of General Mills, recommends that American business adopt its own four freedoms, matching in number the Four Freedoms of the Atlantic Charter.

Speaking before the Grocery Manufacturers of America at their 55th Annual Meeting, Gen. Rawlings suggested the following as the basic and necessary freedoms of American business life: freedom to fail, freedom to be efficient, and freedom to succeed.

"When bombs fall and panzer divisions crash across international boundaries, there is no confusion in anybody's mind as to just what is happening," Gen. Rawlings said. "But when subtle trends and pressures begin to make their appearance in an economic system . . . when measures of momentary expediency are adopted without due concern for their long-range implications . . . when shifts in public philosophy begin to re-define and reshape the basic principles of our economic life . . . it is possible for drastic inroads in economic freedom to occur before any but the most vigilant see what is happening and in what direction we are moving.

"We are all immersed in an economic and cultural climate which has, in our American past, been dedicated to freedom and must remain so. Although liberty is never completely safe at any time in any area, today we face a period in world history in which the economic, rather than the political, freedom of man seems most imperiled."

American business needs some such Atlantic Charter of its own, General Rawlings said, ". . . a statement of aims and principles upon which we can all unite, for the benefit of ourselves and mankind—a sharp line drawn through a world of doubt and confusion beyond which we will not retreat, in defense of which we will stand and fight."

### Freedom to Fail

The "Freedom to Fail," he said, seems like a strange freedom to fight to preserve. Yet it is a freedom to cherish because, once eliminated, individual freedom and self-determination go along with it. "We don't have to imagine what I am talking about," he said. "We can see how this principle has been developed in a rival economic system across the seas." In that count-

(Continued on Page 10)

so who  
wants  
choice  
wheat?

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ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY





General E. W. Rawlings

### Four Basic Freedoms For Business—

(Continued from Page 8)

try, state planners and government bureaucrats have taken over from the businessman who might have failed or succeeded under a different system, he added.

#### To Be Different

The "Freedom to be Different" is another business freedom worth fighting for, General Rawlings said, and this is another right that must be preserved for the public benefit. "When something other than his own limitations prevents the innovator from innovating, the dreamer from dreaming, and the business pioneer from risking his neck on what, at a given period, seems a radical departure from established business products or procedures, the death knell of business democracy has sounded." He referred to the Hart-Celler bill, now in Congressional committee, as being an example of the wrong kind of underlying philosophy which "would make our government the champion of standardized mediocrity."

#### To Be Efficient

The third freedom advocated by General Rawlings was the "Freedom to be Efficient." The word "featherbedding" immediately comes to mind, he said, especially in view of our rapidly advancing technology. "Far from a new problem, each generation has had to face temporary dislocations and vexing problems as new methods, machines and concepts overturned the old," he said. But the problems, he said, were solved "not by hamstringing, not by artificial curtailment of production, but by increasing efficiencies in distribution and consumption—in other words,

by the creation of new goods and new wants, and by a steadily rising standard of living on an ever widening base, including in each generation better living for more and more millions of people."

#### To Be Successful

The fourth freedom, the "Freedom to Succeed," is pretty much wrapped up in the word "taxation," General Rawlings said. While business expects to bear its share of the necessary costs of government, when this cost "is wastefully excessive or unfairly allocated, when profits are drained off into non-productive government uses, not only does venture capital disappear but so also does the incentive for producing the foods and services which can be taxed."

### Farmers Reject Controls

AMERICAN farmers have resoundingly and rightly rejected the idea that the taking-over of the management of agriculture by the government can solve our farm problems, said Richard J. Babcock, president and publisher, Farm Journal, Inc. at the GMA meeting.

Striking evidence about how farmers feel about controls came last May 21st when they voted against the government control program in the wheat referendum, Mr. Babcock said. "Farmers are determined to keep control of their own business, even if they have to pay dearly for the privilege."

"Now the way has been cleared for a sound program of voluntary production control of the few crops which are in surplus; one which will achieve the results over a reasonable period of time—for it cannot be done overnight; one which will cushion farmers' income during the period of adjustment; one which will be reasonable enough in cost to win the support of Congressmen representing the taxpayers who live in the cities and towns," he added.

The president of the country's largest farm publication said that the trend in America has been toward a bigger and more powerful central government. "This country did not become great on government handouts and government coercion. America was built on new opportunities, not on new controls." He added that "What we need is new crop of old-fashioned frontiersmen and women willing and able to stand on their own two feet to get somewhere."

#### Russian Counterpart

Contrasting the American farmer with his Russian counterpart, Mr. Babcock noted that in the Soviet Union, it takes four times as large a share of the

total work force to produce only a "pitiful flow of food that is low in quantity, narrow in choice and high in price."

"There is no question whatsoever as to where Russia stands in agriculture. It's headline news all over Russia and headline news throughout the world. While private farm plots in Russia account for less than three per cent of the land, they nevertheless produced 46 per cent of the country's red meat, 49 per cent of her milk, 50 per cent of her green vegetables, 65 per cent of her potatoes and 80 per cent of her eggs," Mr. Babcock said.

The Farm Journal president also pointed out that the total number of man-hours used in farming in the United States since 1940 has been cut 50 per cent and the output per man-hour has been increased by 300 per cent. "During the 1950's the output per man-hour on the farm increased by an average of 5.1 per cent per year while the output per man-hour in industry increased by just 2.7 per cent per year," he concluded.

### Freedom of Choice

FREEDOM of choice is one of the great contributions manufacturers advertised brands make to consumers, declared Clifford L. Fitzgerald, chairman of the board, Dancer-Fitzgerald-Sample.

Speaking on the subject, "Advertised Brands . . . Their Contributions to Consumers, to Distributors, to Our Total Economy," he said, advertised brands contribute to our freedom of choice by making it possible for us to know what is available on the market, to know what qualities are offered and thereby to be able to choose the product we feel fits our particular needs."

Two other contributions which manufacturers advertised brands make are speed of movement and volume of movement, he added.

"Without this speed, choice, and volume, the same quality product would cost the consumer more—both distribution and manufacture would be less efficient and more costly," Mr. Fitzgerald said.

#### Dynamic Momentum

"This dynamic momentum benefits all of us both directly and indirectly—we can earn more—buy more—and get more value for our money. And we have the great advantage of living our lives to suit our own wishes and needs through freedom of choice. To enjoy freedom of choice, you must believe in the good sense of the public. I do. And the more I work with the public, the

more I respect their basic good sense and their knowledge of what they want and need," he added.

"There has been some unfortunate and unformed attempts to confuse the picture of the contributions these advertised brands are making to the American consumer—the distributor and to our total economy. These attacks are, in some cases couched in such scholarly tomes and presented in such plausible theory that I have to respect them but, only for their effectiveness in creating confusion."

"They are written by men who have never had the responsibility of building a working system that had to succeed in bringing a better product to the people at a lower cost. And, they are all the more dangerous, in my estimation because they are really aiming at our American way of life," Mr. Fitzgerald added.

#### The Private Brand

"A private brand is an attempt by a man or a committee to decide for the public what it should have. The private brand does contribute to freedom of choice when the public feels it knows what it needs to know about a product classification or the performance of a familiar or staple product."

"But the private brand does nothing to contribute to the momentum or dynamics of marketing. It rides on this momentum. Therefore, it does not generate speed of movement or expand volume for a distributor. Without this contribution, it does nothing for the total economy," Mr. Fitzgerald said.

#### Speed of Movement

Noting that advertising is a dynamic force that develops speed of movement, therefore greater momentum of volume distribution, Mr. Fitzgerald pointed out that a good product climbs to volume in a shorter period of time than it would without advertising.

"It also means the failure or death of a bad product is accelerated by advertising. The consumer gets the word, tries the product and exercises his, or her, right to decide," he said.

"Those who write these books attacking the American way of marketing with advertised brands have the advantage of a one-time sale. They don't have to rely on a repeat purchase. If their titles are sufficiently daring and attractive—if the jacket is good—and they are attacking something big and familiar to people, they make some one-time sales. They can make money on this once, but they couldn't build a brand this way," he noted.

### Conversion Table

There are 36.74 bushels in a metric ton of wheat.

JANUARY, 1964

THE MACARONI JOURNAL

### Recipe For Marketing

IF manufacturers are to continue serving the consumer with new brands, they must generate enough profit to pay these marketing costs as well as the development expenses of the many new products which never get past the test market."

J. O. Peckham, executive vice president, A. C. Nielsen Company, made this statement at the GMA meeting. He pointed out that "the investment required to market a new product is substantial and increasing." He also said that "the time required is also substantial."

#### Two Years Time

Mr. Peckham prescribed a "Recipe for Marketing," based on an analysis of nine case histories taken from Nielsen Food Index files. His formula is: "To a product with a good, strong consumerplus, add sufficient advertising over an 18 to 24 month period to produce a share of advertising about twice that of the share of sales you plan to attain. Season liberally with introductory offers to both trade and consumer and bring to a boil with a well-trained, hard-hitting sales force. Keep cooking on the front burner for the life of the brand, adding improvements from time to time along with enough advertising to maintain its share modestly ahead of its sales position."

The Nielsen study of the nine products also produced an experience curve relating share of sales to share of advertising.

#### Two to One Ratio

"In general," Mr. Peckham said, "normal expectancy as determined from the experience curve calls for an advertising share of about twice the share of market goal you set for yourself up to a level of approximately 17.5 per cent sales, about one and five-tenths times the share of market objectives where your goal is from 17.5 per cent to 30 per cent of sales and about one and one-tenth to one and two-tenths times for share of market objectives greater than 30 per cent."

"Once you have decided on the share of market goal for your new product, the experience curve will give you a basis for estimating the share of advertising you should try to maintain over the brand's normal growth period—about two years on the average."

"You can also use this experience curve as a check on the performance of a brand you have already introduced," he pointed out.

#### For Smaller Concerns

The executive vice president of A. C. Nielsen Co. had some advice for the



James O. Peckham

smaller manufacturer concerning the introduction of new products. He asked, "Is his new brand doomed for only mediocre success or perhaps even failure if he doesn't stand up there and slug it out with the giants of the industry on the basis of two advertising dollars to their one?" He said: "My reply would be 'no,' not if he picks his spots carefully. Obviously such a manufacturer would want to avoid those fields where advertising investments are so heavy that even a modest percentage quickly gets up into the multimillion-dollar class. But even here he can pick a specialized segment of the market too small to interest the larger companies and thus proceed to cultivate his own little garden, so to speak. A good example of this was the automatic dishwasher segment of the packaged detergent market a few years ago."

#### Create New Business

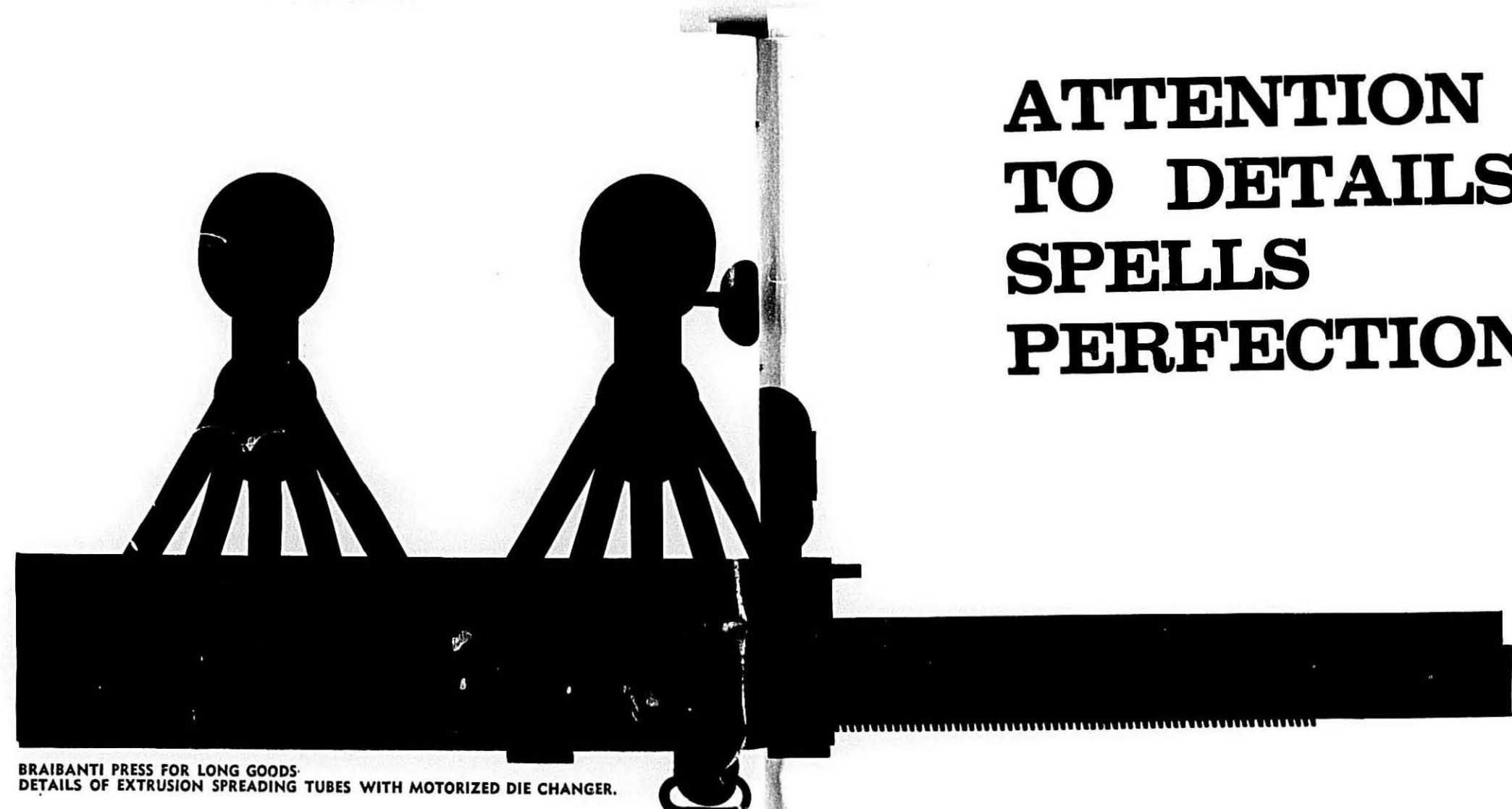
Mr. Peckham said that the food manufacturer with new products can add to sales and profits of "our wholesale and retail distributors through the creation of additional business rather than the replacement of business already going to existing brands."

### Ideal Twists

Ideal Macaroni Company of Cleveland will market its line of macaroni twists in full-color one-pound boxes, switching from its traditional cellophane bag. The new carton features a cellophane window on the front and a cut-out or mystery game on the back.

No man is fit to command another that cannot command himself.—William Penn.

11



# ATTENTION TO DETAILS SPELLS PERFECTION

BRAIBANTI PRESS FOR LONG GOODS.  
DETAILS OF EXTRUSION SPREADING TUBES WITH MOTORIZED DIE CHANGER.

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Robert W. Mueller

### Balanced Stocks Sell More

BALANCED stocks of manufacturers' advertised brands are essential for super markets who wish to achieve maximum sales and profits.

Robert W. Mueller, editor and publisher of Progressive Grocer, said that consumers appreciate a choice in the super market, and those stores with the widest selection of brands have the strongest appeal.

Citing the case of a super market chain which had switched from a strongly private label to a balanced program with a wide choice of manufacturers' brands, Mr. Mueller reported that manufacturers' brand purchases increase with family income and that women are more manufacturer brand inclined than men.

Mr. Mueller pointed out that super markets have new customers every day and that their main chance for greater volume lies in appealing to the newcomers by attracting them through promotion of manufacturers' advertised brands which they know and recognize.

Manufacturers' advertised brands have great consumer loyalty and it is to the super market's best interest to work closely and effectively with them, he said.

### New Products

Noting the importance of new products, introduced by manufacturers, in increasing super market's sales, Mr. Mueller said, "Food store sales have increased 70 per cent in the past decade, and half of this gain has come from the introduction of new products and improved versions of existing products."

Special promotional devices used by manufacturers are well received by consumers, Mr. Mueller also reported.

Middle to low income families and larger families are most receptive to special inducements such as premiums, coupons, "cents-off" deals and contests.

"Recipes on packages also have a remarkably high readership by consumers and also are tried by many of them," he said.

Differences in customer tastes, needs and preferences in merchandise were emphasized by Mr. Mueller.

"Standard stores with standard merchandise throughout any chain no longer fill the bill. The store must adapt to the customer rather than the customer to the store," he said.

### Persistent Problem

Correcting the persistent problem of low end stocks and out-of-stocks, common to the best run super markets across the nation, was cited by Mr. Mueller as offering the best chance for retailer and manufacturer to work together in the interests of increased sales and profits for both. Citing a case where in selected stores of a super market chain special efforts were made for a two week period to eliminate out-of-stocks and to keep all items in good supply all week, he reported that sales increases ranged from 14 to 32 per cent.

Noting that all stores could not make similar intensive efforts, he said, "We are certain that any store manager and his staff working more closely with the warehouse and with manufacturers could achieve gains in the 5 to 15 per cent range if they have a better knowledge of product and item movement and make greater efforts to create and maintain full stocks in good balance."

Mr. Mueller also paid tribute to the interdependence of the various parts of the food industry and said that a very healthy frame of mind is developing within the industry. Manufacturer, distributor and retailer recognize the importance of mutual common purpose, understanding and action, he added.

Mr. Mueller's remarks were based on the findings of the Progressive Grocer study of Colonial Stores, the nation's 11th largest food chain.

### A & P's President Charms GMA

Food Field Reporter stated: "A six-block walk—from 43rd to 49th Street in New York City—marked the end of an era as Melvin W. Alldredge, president and the Great Atlantic & Pacific Tea Company went from the Graybar Building to the Waldorf-Astoria Hotel to address the 55th Annual Meeting of the GMA. For the first time in decades, A & P made willing, explicit public contact with the industry. The nation's number one buyer, accounting for 10

per cent of all grocery sales, emerged from its years of withdrawal. Mr. Alldredge, its representative on this first occasion, gave a speech outstanding for its style, wit and understanding of industry problems."

Mr. Alldredge expressed the opinion that America's food business "is in the hands of men of integrity, men of wisdom."

He told the Grocery Manufacturers of America, Inc., that they deserved great credit for the success of this nation's food distribution system which is the envy of the rest of the world.

"All of us in the food industry are proud of the progress that has been rendered to the consumer in America," the A&P executive told his GMA luncheon convention audience at the Waldorf-Astoria Hotel.

"Certainly GMA, its leaders and members, deserves great credit for its contribution to this success, and for the present lofty position the American food distribution system occupies in the world."

### Professional Relationships

The most important people in the relationship between the manufacturer and the retailer, he said, are "your salesmen and our buyers." Both are "professionals," he added, and each respects the other for his professional handling of his assignment.

"A professional buyer has an interest in the professional salesman calling upon him," Mr. Alldredge said. "The salesman earns that interest not with gratuities, favors or gossip, but by knowledge, effort and service to his client, the buyer."

The young A&P president briefly related the 104-year history of his own company and pointed out how the

(Continued on Page 16)



Melvin W. Alldredge

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



by Gene Kuhn  
Manager:  
AMBER MILLING DIVISION

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

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

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

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

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

Be sure . . . specify Amber!



### AMBER MILLING DIVISION

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

TELEPHONE: Midway 6-9433



## A&P's President

(Continued on Page 14)

"human relationships" developed by the firm's founders had influenced the policies that still govern the thinking and the actions of today's corporate management.

"These men," he said, "were dedicated to the principle of providing quality food to American families at the lowest possible price. At the same time, they had extraordinary respect and a strong sense of fairness toward the supplier that sold us."

Growth of the manufacturing and retailing segments of the food industry during the past century, Mr. Alldredge commented, have completely changed the patterns of the food business.

A hundred years ago, he said, "the man who made the product sold it, and the man who bought it used it. . . . The woman who wanted a loaf of bread received it from the hands of the man who made it."

Mass production and mass distribution have changed this way of life, he noted, and, in spite of problems created by this revolution, the new way of life is better than the old, for the producer, the manufacturer, the retailer and the consumer.

## Freedom to Eat

NOTHING is more important than good nutrition in the development and maintenance of good health says Dr. Frederick J. Stare, professor of nutrition and chairman, Department of Nutrition, Harvard University.

"We have the freedom to choose between meat and fish, saturated or unsaturated fats, wheat or corn, coffee or tea, peas or beans, bananas or baked apples, and bourbon or scotch. And this freedom of choice, which automatically gives variety to the foods we consume is the keystone for good nutrition, both physiologically and psychologically," he said, at the GMA meeting.

## Lots of Quacks

"Quackery and charlatanism in medicine and health is big business in this country, and much of this relates to food and nutrition. Pick up the yellow directory in any city and look under 'health foods' and you will find many listings. Visit one of them and see and listen to the nonsense about organically fertilized foods, natural foods, honey and vinegar as a treatment of arthritis," he said.

"Quacks," according to Dr. Stare, "exaggerate small symptoms and turn normal physiological phenomena into signs of illness. They recognize that

most people are vulnerable to the power of suggestion and seek to make people sick so they can make them well."

## Health Principles

Dr. Stare cited four principles on the health of business executives that he said are important. These are: (1) good medical care which means have a good family or company physician who will provide an annual health examination, someone to consult when you feel you need a doctor, and one who will put you in the hands of a specialist if and when he thinks one is needed; (2) proper nutrition; (3) adequate exercise; and (4) relaxation, change of pace, or whatever it is you wish to call it."

He stated that the responsibilities, stress and tension are what make the health problem of the executive different from many others. "It is very easy for the executive to drift into a state of being overworked, overprivileged, and under-relaxed in which he cannot work effectively, enjoy himself contentedly, or rest satisfactorily."

Dr. Stare said that "the individual in an executive position in the food industry has a responsibility to help stamp out food faddism. This is important not only to society but to the economic welfare of the legitimate food industry of which you are an important part."

The chairman of the Harvard's Department of nutrition pointed out that "Freedom to eat is a priceless heritage—priceless to both physical and emotional health."

## Larrick Lauds Quality

American foods remain high in quality and character because of the very substantial efforts of the food industry as a whole, George F. Larrick, commission of food and drugs, U. S. Department of Health, Education and Welfare told delegates to the GMA meeting.

Mr. Larrick said, "There is a growing public awareness of the inter-related interests and problems of consumers, industry, and government in the food field."

Referring to the importance of communications he said, "We are all striving to improve the exchange of information between consumers and government and between industry and government."

## Industry Liaison

Mr. Larrick cited favorably the Food Industry Liaison Committee, composed of food industry representatives which meets with Food and Drug representatives. Its purpose is to improve voluntary compliance with the laws by industry through more knowledge of the

requirements; provide information about food industry problems to the Food and Drug Administration and thus promote better informed administration of the pure food law; and develop greater understanding of FDA laws and regulations by the general public.

"Our program of communications with industry is of long standing. We have always had an 'open door' policy. Any manufacturer or other interested person may seek our advice at any time by letter, by telephone, or by personal visit and he will be freely given our views on any problem of question of the application of the requirements of the Act," Mr. Larrick stated.

"It is evident that past education and communication efforts have resulted in improved compliance, and a narrowing of areas where legal action is necessary. Your industry has been quite successful in limiting the occurrence of large-scale, serious accidents due to contaminated, commercially prepared food. You are indeed to be congratulated," Mr. Larrick stated.

## Call For Action

It was suggested during its 55th Annual Meeting that Grocery Manufacturers of America, Inc. take the lead in developing a grass roots educational effort to preserve the free enterprise system.

The suggestion was made by industry leaders during the session of the "Board of Directors of the Food Industry." At this executive session, top people of agriculture, manufacturers and distributors discussed ways in which the industry can further expand its operations and meet its continuing public responsibilities.

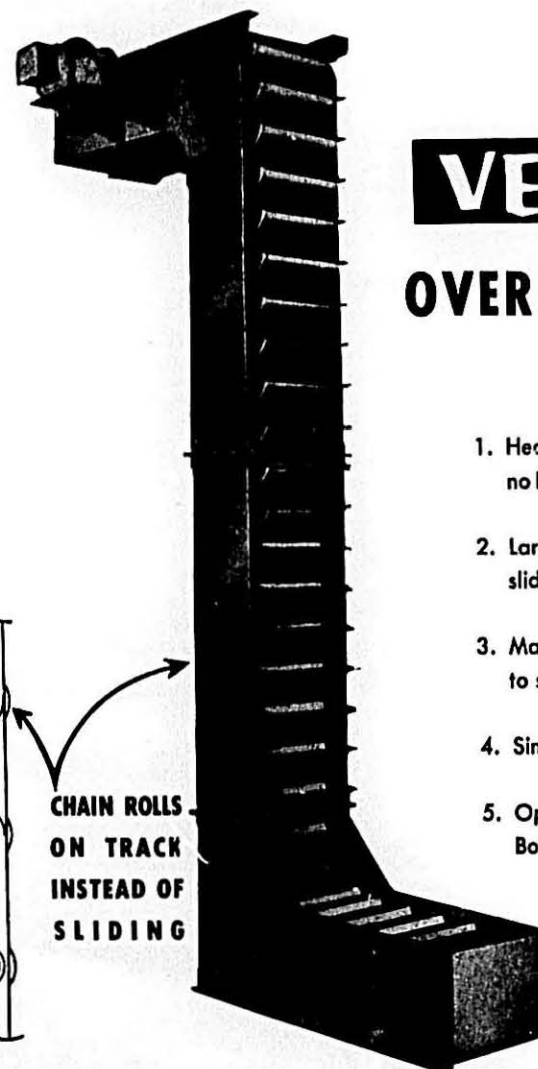
Paul S. Willis, GMA president, whose opening remarks had set the theme for the meeting, "Freedom to Produce, Sell, and Serve," thanked the leaders for their comments and indicated that careful study would be made of the suggestion.

## Sell Free Enterprise

The participants in the session praised the suggestion made by Clarence Francis that an inquiry by national leaders into freedom to develop policies to help government and industry, working together, achieve full development of the competitive enterprise system.

The participants also recommended that GMA and the food industry concern themselves immediately with current problems of freedom. It was suggested that GMA might provide information for individual companies and other food industry groups to use in

(Continued on Page 18)



# VERTI-LIFT OVERLAPPING BUCKET ELEVATOR

1. Heavy Duty Cast Buckets . . . One Piece, no Pins or Rollers.
2. Large Roller Chains that roll instead of slide . . . Reducing friction and wear.
3. Made in Sections . . . For rearranging to suit future needs.
4. Simple Operation . . . No cams.
5. Optional Discharge . . . End or Side or Both.

ASEECO CORP. has helped these and many more leading firms with its VERTI-LIFT.

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Macaroni Co., Dallas • American Home Prod. • American Nut Co. •  
Bell Brand Foods • Bel Air Foods, Inc. • California Date Growers, Inc.  
• Catelli Foods Ltd., Canada • D and R Nut Co. • Dumak Inc.  
• Emery Industries, Inc. • Elliot Mfg. Co. • Fresno Macaroni Mfg. Co.,  
Inc. • Gallo Macaroni Co. • Germain Seed Co. • Golden Dipt. Co.  
• L. A. Nut Co. • L. A. Service Packing Co. • Major Italian Foods  
Co. • Malino Harinero, Hermosillo, Mexico • Porter Macaroni  
Mfg. Co. • Prepared Foods Products • San Georgio Macaroni  
Co. • Service Packing Co., Canada • Laura Scudder's • U. S.  
Macaroni Mfg. Co. • Vallay Dale Gardens, Inc. • Venus Foods, Inc. •  
Waterman Loomis Seed Co.



### Call for Action—

(Continued from Page 16)

clearing up misunderstandings about the free enterprise system among students, employees and the general public. It was noted that more than one out of four working Americans are employed in some part of the food industry, and that this is an important group with which to begin.

Profits, advertising and bigness in business were cited as areas where misunderstandings exist.

Industry must act, it was pointed out, to protect its freedom in order to prevent government regulations from shackling business and crippling the free enterprise system.

### Make It Work

Businessmen also were urged to make the free enterprise system work even better. Citing the importance of creating more jobs to solve the unemployment situation, the participants said that businessmen should strive even more than in the past to enlarge the total market rather than just compete to divide up the existing market.

The role of farmers in preserving the freedom to produce was praised with reference made to their vote against government controls in the wheat referendum last spring. The necessity for farmers to maintain profitable sales of their crops was emphasized.

The role of the food industry in holding down the price of food and in providing good, nutritious products was cited as a major contribution to the American standard of living.

It was reported also that Europeans were buying American food products offered at the USDA Fair in Amsterdam at a record rate.

### People Want It

It was pointed out that the American people will have the kind of economic system they want. Individual members of the group pledged they would do more to teach the principles of free enterprise during the time ahead and they urged business leaders not just to talk to themselves, but to start at the grass roots in an educational effort.

The value of industry messages in individual company advertising and the importance of correcting misstatements about food and the food industry were stressed.

### Personnel

The chairman of the discussion was Frank Armour, Jr., president, H. J. Heinz Co. Other participants were: Lee S. Bickmore, president, National Biscuit Co.; H. F. Dunning, president, Scott Paper Co.; Joseph G. Foy, president, Spartan Stores, Inc.; Theodore R. Gamble, president, Pet Milk Co.; Ralph

A. Hart, president, Heublein, Inc.; Joseph W. Mooney, senior vice president, American Sugar Co.; Wesby R. Parker, president, Dr. Pepper Co.; Richard W. Reuter, special assistant to the President, director, Food for Peace; Charles B. Shuman, president, American Farm Bureau Federation; Lloyd E. Skinner, president, Skinner Macaroni Co.; Dr. Frederick J. Stare, professor of nutrition, Schools of Medicine and Public Health, Harvard University.

### Modern Food Distribution

Super Valu Stores of Minneapolis recently acquired the assets of Food Marketing Corporation, Fort Wayne, Indiana, wholesaler serving about two hundred affiliate retailers.

FMC marketing area is throughout northern Indiana, western Ohio, and southern Michigan. The firm, privately held, had wholesale warehouse sales totaling more than \$51,000,000 in their last fiscal year. The independently owned and operated stores work under two group names, Super Dollar Markets and Banner Markets with FMC also supplying several locally-owned chain groups.

Officers of Food Marketing Corporation said that FMC is to operate as an autonomous affiliate of Super Valu with no changes in management or policies planned.

FMC operates from a modern, one-floor food distribution center in the Interstate Industrial Park of Fort Wayne, Indiana. The center covers more than five acres of floor space, has 325,000 lineal feet of rack space (more than six miles) and room for 500 carloads of goods.

(Continued on Page 20)

### Macaroni Merchandising Calendar

The successful Profit Pointers of 1963 will be repeated in a Macaroni Merchandising Calendar for 1964. Monthly themes suggesting related item tie-ins stimulated by the sale of macaroni products will be called to the attention of buyers, merchandisers, and advertising executives of chains and voluntaries. It will be stressed that every dollar's worth of macaroni products sold moves \$6.55 in related items.

Themes for the twelve months of 1964 are as follows:

**January** — Macaroni - Spaghetti-Noodles Money Savers;

**February** — Macaroni - Spaghetti-Noodles and Cheese for Lent;

**March** — Macaroni - Spaghetti-Noodles and Fish for Lent;

**April** — Macaroni-Spaghetti-Noodles are for Calorie Counters;

**May** — Macaroni-Spaghetti-Noodles in Meals for Weight Watchers;

**June** — Macaroni-Spaghetti-Noodles Go to a Picnic;

**July** — Macaroni-Spaghetti-Noodles: Outdoor Suppers;

**August** — Macaroni - Spaghetti-Noodles: Campfire Cookery;

**September** — Macaroni - Spaghetti-Noodles in the Lunch Box;

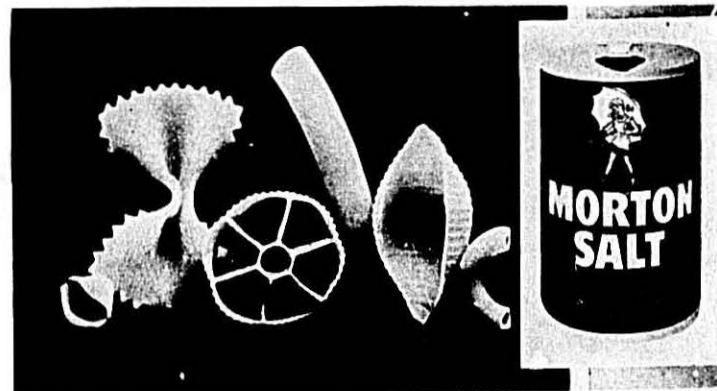
**October** — Macaroni - Spaghetti-Noodles Money Makers;

**November**—Balance the Budget with Macaroni-Spaghetti-Noodles;

**December** — Macaroni - Spaghetti-Noodles: Party Dishes.

### Lenten Season

Lent, 1964, begins on February 12, Abraham Lincoln's 155th birthday.



**Selling Salt.** The Morton Salt Company said: "Any pasta worth its salt is worth Morton" on billboards in fifty top markets through November. Consumer advertising also appeared in Family Circle, Family Week, Farm Journal, Parents', Redbook, True Story, Woman's Day, and Ebony.

In the Bay area, all the billboards were located on major arterials in business and shopping areas. All told, they exposed 94 per cent of the families in the market an average of 21 times during the month-long program. Morton Salt had miniature posters of the billboard at each place at the San Francisco Meeting October 30.

THE MACARONI JOURNAL

# AVAN

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## A REVOLUTIONARY DEVELOPMENT IN THE TECHNIQUE OF MACARONI PRODUCTION

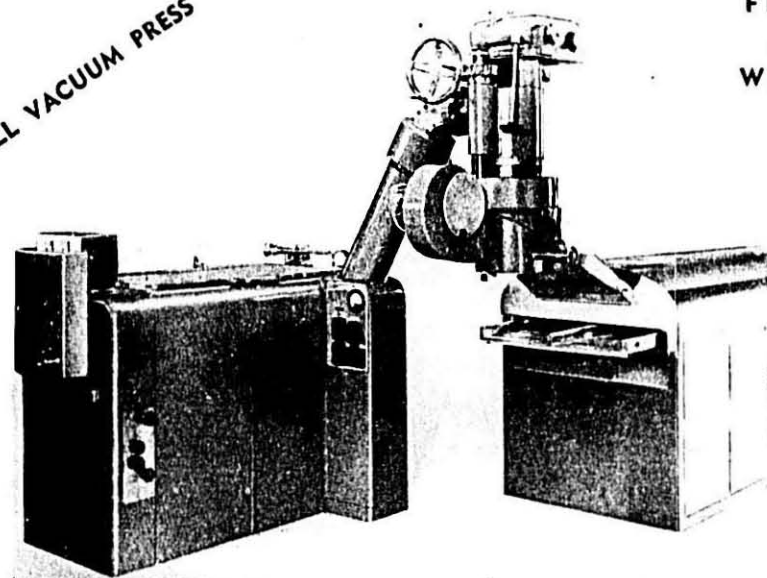
"THE LO BOY PRESS"

No Steps To Climb.

Accessible From The Floor.  
Positively Controlled Vacuum Infeed of

FLOUR  
And  
WATER

A FULL VACUUM PRESS



LOW BOY PRESS PS-400 SHAKER DRYER TP-60

### STANDARD MODELS

700 - 900 - 1600 Pounds Per Hour

Hi-Production Model

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JANUARY, 1964

19

## MODERN FOOD DISTRIBUTION

(Continued from Page 18)

ceries. An average of 500,000 cases, bags or other units of merchandise moves in and out of the center each week.

In addition to supplying the two hundred affiliated stores, the firm also offers a supply service to more than one thousand restaurants, hotels, schools, hos-

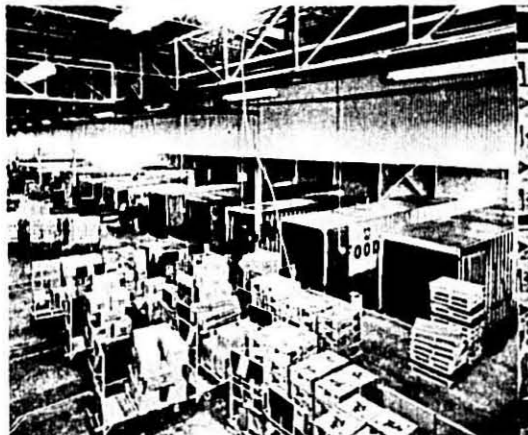
pitals and other institutions. The firm also has a division which maintains wholesale cash economy warehouses for smaller retail stores, a service available in Fort Wayne, Marion, Logansport, and Huntington, Indiana and in Lima, Mansfield and Sandusky, Ohio.

FMC was formed in 1957 by Bursley & Company, Fort Wayne, which was established in 1881, and the Bluffton Grocery Company founded in 1912. Both were wholesalers. In 1962, FMC acquired the Central Fruit & Grocery Company at Mansfield, Ohio.

A modern food distribution set up of Food Marketing Corporation, Fort Wayne, Indiana, is pictured below. This distribution center covers over five acres of floor space, has 325,000 lineal feet of rack space (more than six miles) and room for 500 carloads of groceries. An average of 500,000 cases, bags or other units of merchandise moves in and out of the center each week.

The loading area accommodates 30 standard semi-trailers at one time. During the day incoming merchandise is unloaded from trailers in this area. At night the process is reversed and trailers of the F.M.C. fleet are loaded for delivery to customers. The crew, with automation, loads 100 trailer units per eight-hour shift which more than doubles the possible volume using manual handling methods.

This towline is 970 feet long. It is so installed that palletized merchandise from receiving areas—either rail or truck—moves automatically to the proper rack or floor storage space and outgoing merchandise moves from racks and floor storage to loading areas. Forklifts move the merchandise on and off the two trucks, virtually eliminating all human effort. More than 16,000 wood pallets are required in the building.



"It's cold in here." Actually, the temperature is a bone chilling 40 degrees below zero. The workers look like arctic explorers. There are two refrigerated areas, the one shown in the picture for frozen foods and another where a higher temperature and humidity is maintained for storage of produce and dairy products. Total refrigerated capacity is 384,900 cubic feet. All merchandise is palletized and handled by forklifts.

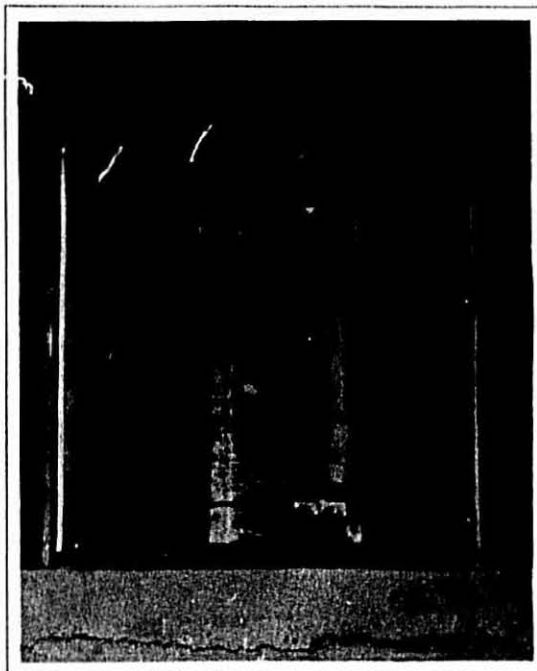
This data processing equipment handles purchase orders, customer invoices, perpetual inventory records, printing, calculating and making extensions at a rate of 200 items per minute. The rate will be stepped up to 600 per minute when special new equipment is installed later this year.

keep out cold, dust; cut down damage, injury



*The most beautiful-indestructible flexible door ever made!*

FOR PRICING INFORMATION WRITE LIFETIME FLEXDOOR, P.O. BOX 917, LOWELL, MASS.



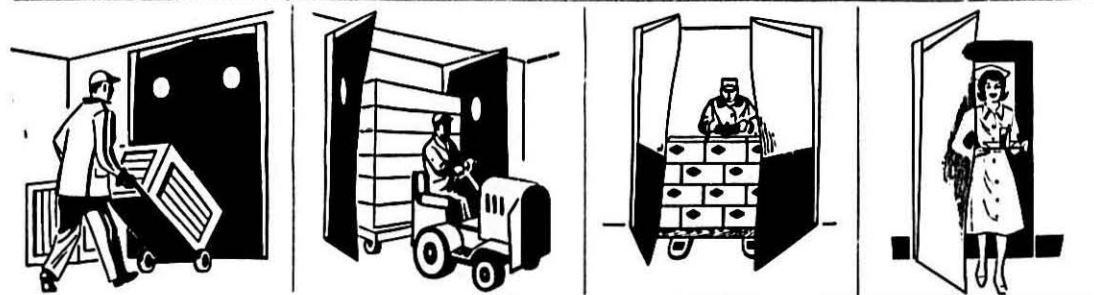
**NEW TORQUE-SWING RUBBER DOORS ELIMINATE HINGE AND SPRING REPLACEMENT COSTS!**

- Impact proof
- No maintenance
- Prevents injury and damage
- Speeds material and traffic flow
- Seals against industrial noise, dust, fumes, cold and weather

The revolutionary TORQUE-SWING rubber door system represents a complete departure from conventional spring and cam closing devices. No rasping hinges, no broken springs! Maintenance problems and costly parts replacements are nonexistent. TORQUE-SWING is dependable; it does not require time consuming frequent adjustment because it never loses its muscle and is self centering.

A true advantage of the system is the absence of moving parts that are subject to friction wear and shock

Loading Docks / Warehouses / Foundries / Freezers / Supermarkets / Restaurants / Bakeries / Hospitals



damage. Even if heavy equipment were to strike the torque bar at the door jam, where most breakdowns occur on conventional doors, there would be little chance of serious damage because the door springs away from the impact and then returns to normal position.

**FLEXDOOR PRINCIPLE FOR SWINGING DOORS**

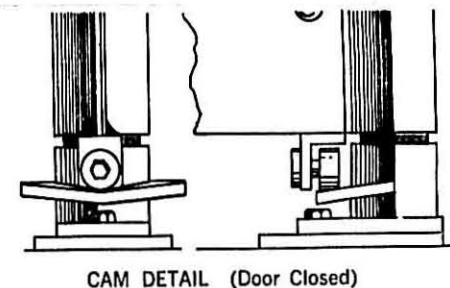
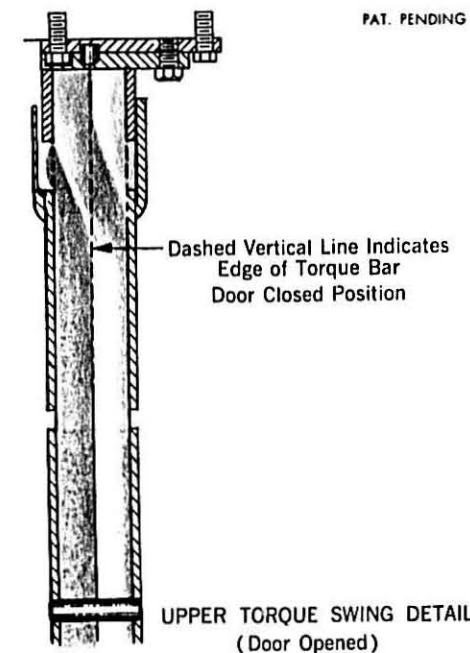
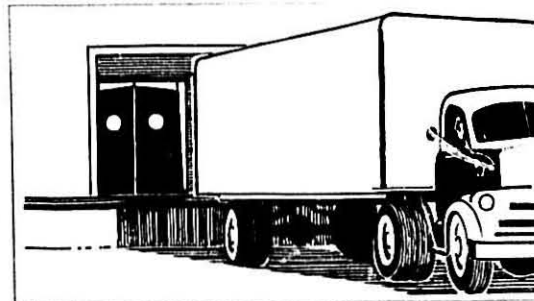
The TORQUE-SWING system is designed specifically for swinging traffic doors. All conventional closers require heavy springs and hinges . . . both of which are subject to fatigue and breakage. FLEXDOOR works on an entirely new principle. A sturdy torque bar of specially formulated rubber is mounted in heavy 1 3/4" square tubular steel holders forming a strong shock resistant, friction-free silent pivot. The TORQUE-SWING FLEXDOOR in closed position offers less pressure for opening than conventional doors, but the double cam design located on the bottom of the door in front of the lower torque bar offers positive insurance against the wind or improper closure.

As the door is opened the torque bar twists and compresses and the door rises slightly. This torque and the weight of the door bearing against the cam all act to return the door to closed position, swiftly and quietly.

Laundries / Printing Plants / Refrigerated Trucks

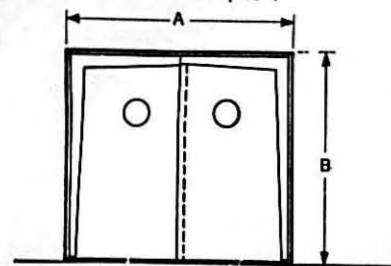


Optional Portable Vestibule Installations



## SPECIFICATIONS

Doors overlap from 2" — 6" depending on door opening — standard overlap is 4"



All rubber doors have vision level 1/4" thick shatter-proof Plexiglas ports. These are round ports held in cast aluminum frames (does not apply to PVC doors).

### STANDARD SIZES FOR PLASTIC AND RUBBER DOORS

#### SINGLE DOORS

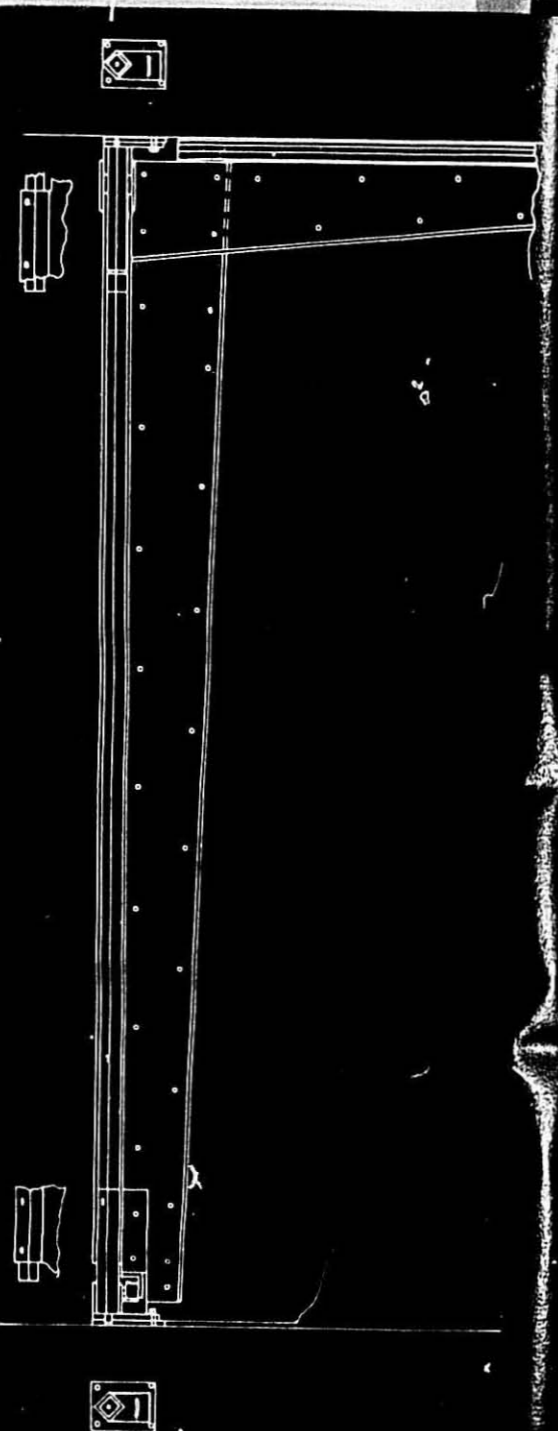
Width Between Jams A	Height Under Header B			
2' 0"	6' 6"	7' 0"	7' 6"	8' 0"
2' 3"	6' 6"	7' 0"	7' 6"	8' 0"
2' 6"	6' 6"	7' 0"	7' 6"	8' 0"
2' 9"	6' 6"	7' 0"	7' 6"	8' 0"
3' 0"	6' 6"	7' 0"	7' 6"	8' 0"
3' 3"	6' 6"	7' 0"	7' 6"	8' 0"
3' 6"	6' 6"	7' 0"	7' 6"	8' 0"
3' 9"	6' 6"	7' 0"	7' 6"	8' 0"
4' 0"	6' 6"	7' 0"	7' 6"	8' 0"

#### DOUBLE DOORS

Width Between Jams A	Height Under Header B			
4' 0"	6' 6"	7' 0"	7' 6"	8' 0"
4' 3"	6' 6"	7' 0"	7' 6"	8' 0"
4' 6"	6' 6"	7' 0"	7' 6"	8' 0"
4' 9"	6' 6"	7' 0"	7' 6"	8' 0"
5' 0"	6' 6"	7' 0"	7' 6"	8' 0"
5' 3"	6' 6"	7' 0"	7' 6"	8' 0"
5' 6"	6' 6"	7' 0"	7' 6"	8' 0"
5' 9"	6' 6"	7' 0"	7' 6"	8' 0"
6' 0"	6' 6"	7' 0"	7' 6"	8' 0"
6' 3"	6' 6"	7' 0"	7' 6"	8' 0"
6' 6"	6' 6"	7' 0"	7' 6"	8' 0"
6' 9"	6' 6"	7' 0"	7' 6"	8' 0"
7' 0"	6' 6"	7' 0"	7' 6"	8' 0"
7' 3"	6' 6"	7' 0"	7' 6"	8' 0"
7' 6"	6' 6"	7' 0"	7' 6"	8' 0"
7' 9"	6' 6"	7' 0"	7' 6"	8' 0"
8' 0"	6' 6"	7' 0"	7' 6"	8' 0"

#### RECOMMENDED DOOR OPENING SIZE

FLEXDOOR recommends the following formula for dependable trouble free service: Finished door openings should be at least 15" higher and 30" wider than largest pallet load, or vehicle passing through. If this general formula cannot be applied, consult our engineering department, address your local sales office. There is no charge.



**LIFETIME FLEXDOOR**

## World Wheat Situation

**W**EATHER damage to crops has sharply increased the need of many wheat importing countries; it has even turned some exporters, especially the U.S.S.R., into importers. Because of this unusual situation, world trade in wheat is expected to be at an all-time high.

### Europe Hard Hit

Western Europe's total crop in 1963 was expected to drop 300,000,000 bushels below 1962's record. Much of the wheat harvested was of poor quality and too wet for milling unless dried mechanically. Dry wheat for milling became an urgent need as wet weather delayed harvesting. As a consequence many European countries bought soft red wheat in the United States. This is the type their own production supplies.

Both acreage and yields were smaller in Western Europe. The reduced acreage was mainly due to a shift from wheat acreage to other grains after severe winter weather damaged fields. France was most affected, and acreage harvested there was down 2,000,000 acres. After a late start in the spring, the outlook for Europe's crop was good, until prolonged rains interrupted harvesting. This caused very high moisture content and sprouting of grains still in the fields. France, normally a sizeable supplier of wheat to other West European countries, has recently imported bread grain for milling, in addition to its usual imports of durum. Syria's crop is half last year's and its export prospects are small. Spain will slip back to import status and so will Italy. Sweden, in some years an exporter, needs wheat now.

The import needs of East European bloc countries are ordinarily supplied chiefly from within the bloc, but this crop year will be different because of smaller crops. The U.S.S.R. was hit by bad weather. It usually serves as the granary for Eastern Europe, and also sold wheat outside the bloc. Heavy purchases from Canada and Australia and cancellation of export commitments to West European countries were the first real indications of supply problems.

### Export Potential

Three of the world's top four wheat exporters — Argentina, Australia, and Canada — now have limited potential for further large exports for the crop year.

Argentina's 1962 crop was poor, and stocks on July 1, 1963 were the smallest in recent years. The 1963 crop was promising with expectations of an ex-



port surplus set at 35,000,000 to 40,000,000 bushels.

Australia had a record crop in 1962, but heavy sales to Communist China plus normal exports were expected to cut stocks to a minimum when the new marketing season began. The wheat recently purchased by the U.S.S.R. will all come from current harvested crops. Although this crop was expected to be good, it is not likely to be large enough to maintain exports at the level of the past year.

### Need in Asia

Though total wheat output in Asia was at an all-time high, the two big importers, Japan and Communist China, still need wheat. Bad weather sharply reduced Japan's crop, and its wheat import plans now call for 110,000,000 bushels, 20 per cent over 1962-63 imports. Pressure may have eased somewhat in Communist China, where reports indicate the crop was slightly better than the previous year. However, in August the Red Chinese signed a second three-year agreement with Canada, covering 112-187,000,000 bushels of wheat. Communist China is still receiving wheat under a contract with Australia.

### Canadian Crop

Canada's excellent wheat crop is pushing supplies to a record high, and considerably more wheat is available for export; but the shipments already scheduled for the Soviet Union and other customers will use railroad and port facilities to the limit.

The final crop report for 1963 by the Dominion Bureau of Statistics raised the durum estimates slightly to 53,400,000 bushels.

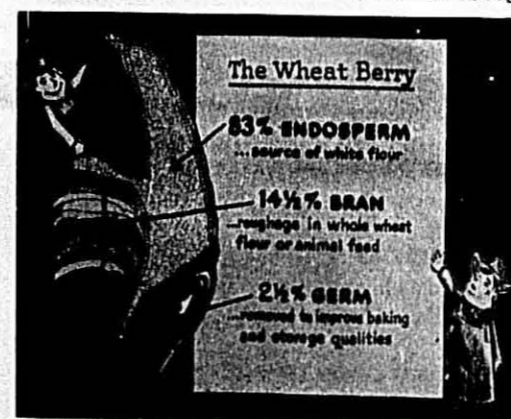
The sale to Russia included 9,250,000 bushels of No. 3 and 4 CW Amber Durum. Sales to Western Europe were reported to be progressing favorably, but that actual movement was a little slow until more bread wheat could be cleared. Even so, country elevators in western Canada shipped more than 9,000,000 bushels of durum during the first quarter of the crop year.

### In the U.S.

In the United States, 51,000,000 bushels of durum were harvested. While domestic demand was up, with the mill-grind running 10 per cent better than a year ago, export demand was less than 2,000,000 bushels. Growers complained of grading difficulties and unfavorable freight rates. On October 1, 1963 it was reported that 75,700,000 bushels were on hand compared with 70,700,000 bushels the year previous. More than half of the quantity was held on farms at that time.

The U.S.-Russian wheat deal hit a snag when the U.S. insisted that American ships be used to move part of the estimated 4,000,000 tons of wheat that Russia might buy. Soviet buyers who were negotiating the sale with U.S. grain dealers said they would not pay American shipping rates. These rates

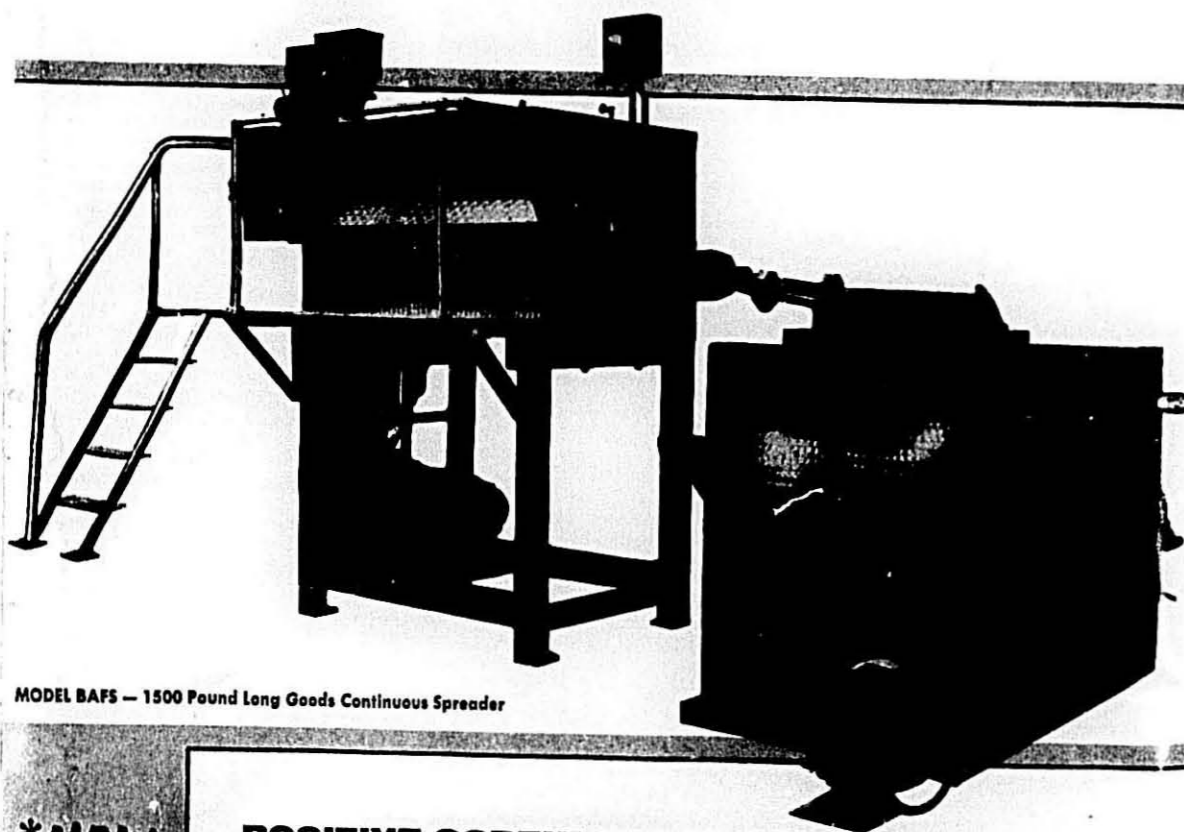
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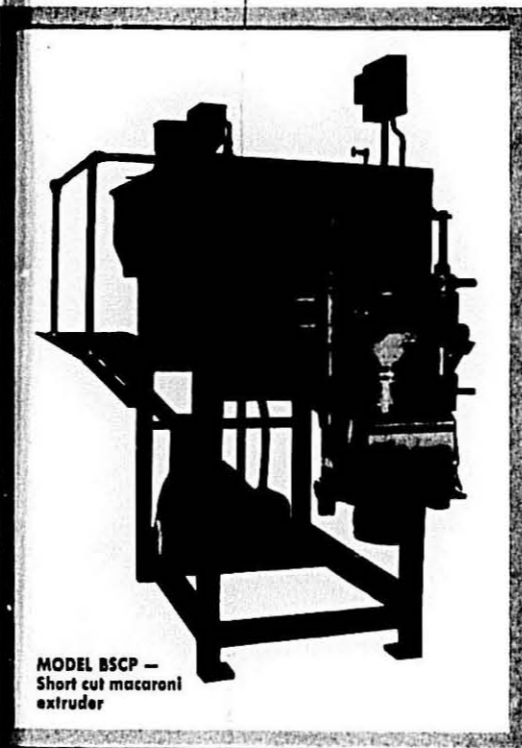
**ANOTHER  
FIRST!**

**NEW SANITARY CONTINUOUS EXTRUDERS**

A new concept of extruder construction utilizing tubular steel frames, eliminates those hard-to-clean areas. For the first time a completely sanitary extruder . . . for easier maintenance . . . increased production . . . highest quality. Be sure to check on these efficient space-saving machines.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader



MODEL BSCP — Short cut macaroni extruder

by *Ambrette*

**SHORT CUT MACARONI EXTRUDERS**

Model BSCP ..... 1500 pounds capacity per hour  
 Model DSCP ..... 1000 pounds capacity per hour  
 Model SACP ..... 600 pounds capacity per hour  
 Model LACP ..... 300 pounds capacity per hour

**LONG MACARONI SPREADER EXTRUDERS**

Model BAFS ..... 1500 pounds capacity per hour  
 Model DAFS ..... 1000 pounds capacity per hour  
 Model SAFS ..... 600 pounds capacity per hour

**COMBINATION EXTRUDERS**

Short Cut ..... Sheet Former  
 Short Cut ..... Spreader  
 Three Way Combination

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

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

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

**SANITARY.....** Easy to clean tubular steel frames give you the first truly sanitary extruder.

For information regarding these and other models, prices, material testing and other services, write or phone:

**AMBRETTE MACHINERY CORPORATION**

156-166 SIXTH STREET, BROOKLYN 15, N.Y. • PHONE: TRIangle 5-5226  
 SINCE 1909

**\*NEW  
\*NEW  
\*NEW**

**POSITIVE SCREW FORCE FEEDER** improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

**3 STICK 1500 POUND LONG GOODS SPREADER** increases production while occupying the same space as a 2 stick 1000 pound spreader.

**1500 POUND EXTRUDERS AND DRYERS LINES** now in operation in a number of macaroni-noodle plants, occupying slightly more space than 1000 pound lines.

THESE EXTRUDERS AND DRYERS ARE NOW GIVING EXCELLENT RESULTS THROUGHOUT THE UNITED STATES IN A NUMBER OF PLANTS.

\*patent pending  
\*\*patented

office. There is no charge.

## World Wheat Situation—

(Continued from Page 25)

were quoted at \$21 to \$25 a ton for deliveries to Black Sea ports. Foreign flag rates ran between \$12 and \$18 a ton.

Senator Mundt of South Dakota proposed that the Export-Import Bank should not guarantee obligations of Soviet Russia in extending credit terms for their purchase of wheat, but the measure was killed in the Senate 57 to 35.

## Egg Outlook

As winter set in, the egg yolk position was considered better than expected. October withdrawals of 3,587,000 pounds showed good usage. Egg whites were 5,430,000 below 1962 storage holdings and showed a decline of 3,423,000 for the month. During the month of October, considerable quantities of liquid yolks and whites were produced for dryers. Then liquid was offered very sparingly. Breaking stock is in short supply, and weather will play an important role in the market during the winter months.

## Processed Eggs

Production of liquid egg and liquid egg products (ingredients added) during October was 28,651,000 pounds—three per cent more than in October 1962, according to the Crop Reporting Board. The quantity used for immediate consumption was smaller than in October last year. However, the quantities used for drying and freezing were larger.

Liquid egg produced for immediate use was 4,166,000 pounds, as compared with 4,377,000 pounds in October last year. Liquid egg frozen totaled 15,827,000 pounds—up two per cent from October 1962. Quantities used for drying were 8,658,000 pounds in October 1963 and 7,968,000 pounds in October last year. Storage holdings of frozen eggs at the end of October were 81,325,000 pounds, compared with 98,058,000 pounds at the end of October 1962 and were 24 per cent below the 1957-61 average of 107,320,000 pounds. Holdings decreased 14 million pounds during the month, compared with a decrease of 15 million pounds in October 1962 and the average decrease of 20 million pounds.

Cold Storage Report	11-1-63	11-1-62	Five Year Avg.
Shell Eggs—Cases	141,000	236,000	328,000
Frozen Egg Whites	15,935,000	21,365,000	31,082,000
Frozen Egg Yolks	22,780,000	27,409,000	26,355,000
Frozen Whole Eggs	40,316,000	46,947,000	45,488,000
Frozen Unclassified	2,294,000	2,337,000	4,395,000
Total Frozen	81,325,000	98,058,000	107,320,000
Case Equivalent	2,200,000	2,718,000	3,052,000



## Egg Solids

Egg solids production in October was 2,540,000 pounds, consisting of 901,000 pounds of whole and blend solids, 532,000 pounds of albumen solids, and 1,107,000 pounds of yolk solids. In October last year, production totaled 2,166,000 pounds of which 655,000 pounds was whole and blend solids, 575,000 pounds albumen solids and 936,000 pounds yolk solids.

Preformed steel and aluminum parts are easily assembled and locked together by the use of one bolt. Parts are fitted so that protrusions and sharp edges are eliminated to help prevent accidental rupture of bags.

Base size is 9 in. x 16 in. which is large enough to accommodate almost any conventional size bag of material. Upright supports are 18 in. high, and casters are ball bearing. Shipping weight is approximately 8 pounds.

For further information write the W. L. Frey Co., 15 Meadow Park Court, Orinda, California.

## Handy Bag Toter

A new bag handling device, called Bag-Toter, is designed to hold, transport, and store full or partly used bags of material. It is used to handle 100 pound bags of flour and other granular materials.

Bags are held upright by a pair of sidebars that are mounted on a four wheeled, portable base. To save steps, bagged material is just carted to the work site without danger of spilling. Much heavy lifting is thus eliminated, and production work is simplified. With bags held in an upright position, material is always easy to scoop out, and yet partly used bags may be securely folded shut.

Waste in the store room is eliminated because bags do not fall over and spill, also the store room is easier to keep clean and orderly. Need for permanent storage bins is eliminated because the bag becomes a portable storage bin that also offers a single service feature. Empty bags may be arranged on the Bag-Toter so that the bag becomes a disposable refuse container.

In food processing plants, ingredients stored on a Bag-Toter comply with regulations requiring that all ingredients be stored off the floor.



Bag-Toter

## Freedom of the Marketplace

The only power corporations have, whether they be large or small, is the right to stand in the marketplace and cry their wares. If the customers find those wares good, they will buy and the corporation will prosper. If they do not, the proprietor will soon be sitting on the curbstone, whether we are talking about a large manufacturer or a roadside market.

—Crawford H. Greenewalt

THE MACARONI JOURNAL

# PACKAGING NEWS

## NOODLES AND MACARONI

### NEW SYSTEM PACKAGES NOODLES AT SPEEDS UP TO 60 BAGS PER MINUTE

The development of a new, high speed packaging system for macaroni manufacturers has been announced by the Hayssen Manufacturing Company. A special scale feed, that incorporates individual pin-belt conveyors, and the new EXPAND-O-MATIC form-fill-seal packaging machine make up the new system. Hayssen claims this combination solves the industry's long standing problem of slow packaging speeds.

### Noodles are tough to feed

The macaroni industry has never been able to utilize the full potential output of automatic packaging equipment when running fine, medium and broad noodles. These products could just not be accurately fed to a packaging machine at high speeds. They tend to clump and bunch together. They would flood or over-feed one scale head while starving another.

### Standard feeds aren't the answer

Hayssen engineers say that nobody really faced up to the problem. Everybody, including Hayssen, tried to feed noodles with some sort of modification of a standard scale feed. So the Hayssen people set to work to develop a feed just for noodles.

### New scale feed developed

They knew higher speeds and accuracies would be possible only if they could provide better control of the flow of noodles through the scale system. And that's just what they did. They did it by designing a scale feed with two major differences in principle of operation.

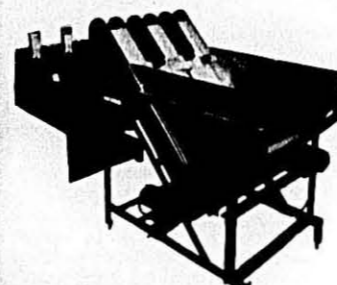
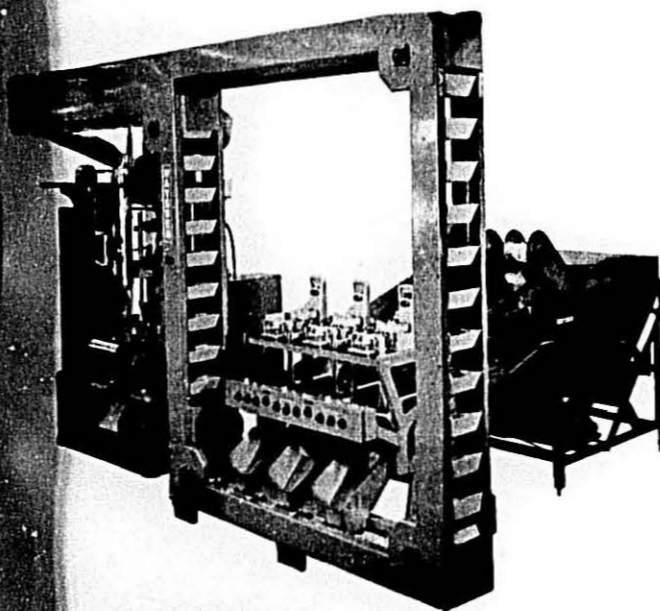
First, they separated the flow of noodles to each scale head starting from the time they went into a large floor hopper right up to the instant they were weighed.

Second, they developed devices that measured the amount of product in each separate pan feeding each scale head. These devices operate to automatically control the flow of noodles — starting it as noodles move forward and out of a pan . . . stopping it as noodles build up.

### Combined with EXPAND-O-MATIC

Not many months before this, Hayssen had introduced the EXPAND-O-MATIC, a new form-fill-seal packaging machine that had the speed and versatility needed to match this new feed. The two new machines were combined and tested on all types of noodle and macaroni products. Hayssen reports even the toughest to handle noodles were run consistently at speeds up to 60 bags per minute. A few installations are already running in macaroni plants, and several more are on the way.

**HAYSSSEN**  
AUTOMATIC PACKAGING EQUIPMENT



New scale feed with individual pin-belt conveyors developed by Hayssen

### HERE'S HOW THIS NEW FEED DELIVERS A CONTINUOUS, EVEN FLOW OF NOODLES AT HIGHER SPEEDS

Hayssen's new scale feed starts with a large floor mounted hopper to which the bulk noodles are delivered. Mounted in this common hopper are a number of separate pin-belt conveyors. Each of these conveyors feeds noodles to a series of four feed pans which in turn move the noodles ahead to be weighed on one scale head. A feed system with three scale heads or weighing devices will have three separate conveyors and three separate series of feed pans.

### Noodle flow is separated

This separation of the noodles before they even get to the feed pans overcomes the number one cause of slow speed and inaccuracies. No longer can you get too many noodles piling up in the pans feeding one scale head, while right next to it a scale head is starving for product.

### Noodle flow is controlled

However, separation alone was not the final answer. You still could have too much or too little product flowing through all of the separate systems. So Hayssen built into each conveyor-feed pan combination a series of devices that automatically control the flow of noodles. These devices measure the amount of product in each feed pan. If the noodles are moving ahead smoothly, they call for more product. If noodles start to build up, they stop the flow of product until it is needed again.

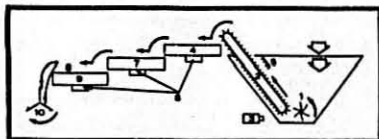


**Each pan controls its own feed**

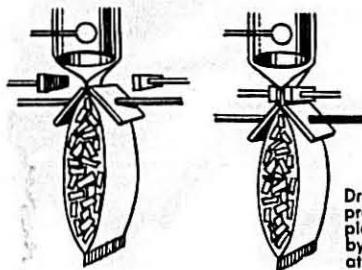
Actual control is accomplished by automatically engaging or disengaging the drive on the pin-belt conveyor and the vibrator installed under each feed pan. The operation of the vibrator on each feed pan is controlled by the product level measuring device in the pan just ahead of it . . . in other words, the pan it feeds. The drive on the conveyor is controlled by the device in the pan it feeds into.

**High speed and accuracy**

With a separate conveyor and a separate series of feed pans feeding each scale head, and with the flow through each of these systems individually controlled, Hayssen engineers knew they could now get higher speeds and accuracies. Tests and actual production runs of noodles have proved they were more than right. So right, that Hayssen is the only manufacturer guaranteeing weighing accuracy on 100% of bags filled.



- Continuously rotating spoke arms in bottom of hopper (1) separate and lift noodles on to the pin belt conveyor (2).
- Conveyor's drive motor (3) is engaged and product delivered upon signal from product measuring device in high level feed pan (4). When device indicates "full" condition, drive is disengaged.
- While conveyor angle of operation acts to string-out and separate the noodles, special overhead rakes (5) are installed to break up and stop large clumps so they can't get into the feed pan.
- Vibrators (6) move noodles forward in pans. Their operation is also controlled by product measuring devices located in the rear (7), bulk (8) and dribble (9) feed pans.
- For speed, both bulk and dribble feed the weight bucket (10) to a point just short of final weight. For accuracy, special devices instantly weigh the final pieces added by the dribble to overcome errors of estimation.

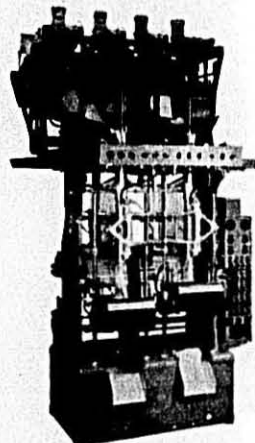


**HAYSSEN SAYS NEW PRODUCT SETTLERS SAVE FILM AND GIVE BETTER END SEALS**

Drawing shows how product settlers operate to provide tighter bags with no product in the end seal area to cause leakers. At top of jaw stroke, settler plates close and mechanically strip noodles down into formed bag being held by auxiliary brake. Plates remain closed during the sealing cycle. They open at bottom of jaw's stroke to release sealed bag.

**EXPAND-O-MATIC<sup>®</sup>**  
for automatic bag packaging of both noodles and macaroni

A twin tube EXPAND-O-MATIC packages noodles at speeds up to 60 bags per minute . . . equipped to feed macaroni, it will deliver up to 120 bags per minute. For maximum versatility, several twin tube machines have been equipped to feed and package noodles on one tube and macaroni on the other.



**Expand output as needed**

The equipment's unique expandable feature makes good business sense to many macaroni manufacturers. They can reduce investment by ordering a single tube model which will handle their present production. This single tube EXPAND-O-MATIC has the same frame as a twin tube model, and the second tube can be installed at any time right in the owner's plant. Packaging capacity can be economically doubled when needed.

**Saves packaging material**

Hayssen's exclusive "trim-seal" for poly and their new product settlers combine to save up to 10% on film used for a bag. Hayssen seals poly type films right at the end with no wasted film after the seal. Special product settlers work to shorten bag length and provide better seals by gently settling bulky products like noodles before end seals are made.

**Seals all films**

The EXPAND-O-MATIC has quickly interchangeable sealing systems. Impulse for poly and other unsupported films, resistance for cellophane type materials. It can be equipped with one or both systems or the second system can be installed in owner's plant at a later date.

**Any size bag**

There are over 30 different size forming tubes for the machine that are standard Hayssen equipment. Special sizes are built to handle extraordinary size requirements.

**HAYSSEN** MANUFACTURING COMPANY  
SHEBOYGAN, WISCONSIN



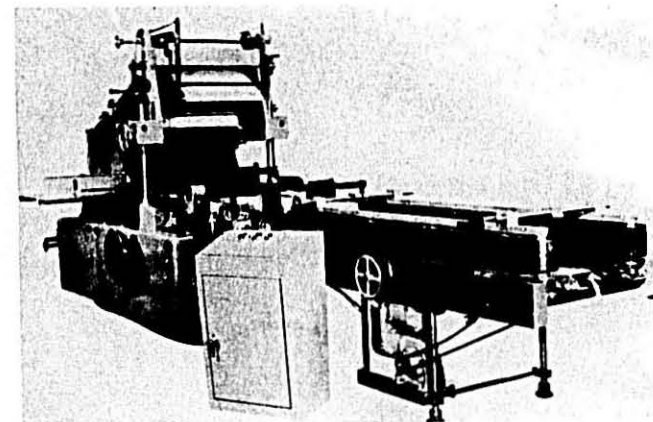
**AUTOMATIC PACKAGING EQUIPMENT**

**SEE COLOR FILM OF NEW SYSTEM**

Hayssen Representatives have available a full color film of this new system in operation. Just call your nearest Hayssen Man to see it (listed in the Yellow Pages in many cities). Or write us here in Sheboygan, we'll get it to you pronto.

**New Wrap-Ship Bundler**

The Hayssen Manufacturing Co. recently released the first production model of their new FP-3 Wrap-Ship bundling machine. This long rumored development presumably could revolutionize the entire field of shipping containers. It allows bundled items to be safely shipped in a single sheet of Kraft paper instead of corrugated cases. At current prices, this would reduce shipping container costs about 50 per cent.



FP-3 Wrap-Ship Bundling Machine

The machine automatically accumulates case quantities of individual packages into a selected pattern; then continually compresses them while bundling in heavy Kraft paper or linerboard at the rate of 15 bundles per minute.

The key to the strength of this Wrap-Ship bundle is a patented compression process which wraps the package-pattern tightly into a compact, non-shifting mass. It is attained by applying continuous compression on the packages along the vertical wall of the bundle. This action multiplies and utilizes the strength of all the inner packages and produces the strong, cellular construction of the finished bundle. This reportedly curbs buckling, reduces drop damage and printing defacement.

Hayssen claims that standard shipping tests have proven, that for many products, the Wrap-Ship bundles provide equal to corrugated cases and even better protection in some instances. By substituting Wrap-Ship bundles for corrugated cases, the problem and expense of destroying empty cases at retail outlets is eliminated. Hayssen says that the total cost saving with a Wrap-Ship bundle averages over 50 per cent.

control of V. La Rosa & Sons, leading producers of macaroni products and prepared Italian food specialties, has been announced by Vincent S. La Rosa, president.

As a specialist in quality control with General Foods Corp., Mr. Russell held a variety of responsible posts over a period of 20 years. These included inspection supervisor, laboratory supervisor and research project leader.

In addition to his duties in research and quality control at La Rosa, Mr. Russell is also responsible for product development and sanitation. He is making his headquarters in Hatboro, Pa., although his authority extends to all six La Rosa plants in the East and Midwest.

Mr. Russell has a B.S. degree in chemistry from Alma College, Alma, Mich. He is married and has two children.

tainer Corporation of America for five years.

Hayssen's sales and service department has more than doubled in recent years as the Sheboygan, Wisconsin firm has expanded rapidly. While the company has been building packaging machinery for over 50 years, the introduction of new equipment and the opening of a new plant has sparked recent growth.

**Brokers**

I. J. Grass Noodle Co., division of Hygrade Food Products Corp., has named four brokers to represent Mrs. Grass Soup Mixes: Albert N. Solomon, for Maine, New Hampshire, eastern Massachusetts and Rhode Island; Pezrow Enterprises, Inc., Springfield, Mass., for western Massachusetts and Connecticut; James O. Brown, Scranton, Pa., for Scranton and Wilkes-Barre areas; Smith & Swinton, Cleveland for Cleveland, Akron and Canton.

**Counsel**

A hundred load of worry will not pay an ounce of debt.—George Herbert.



David R. MacDonald

**MacDonald Sells For Hayssen**

The promotion of David R. MacDonald to the position of Manager, Domestic Field Sales for the Hayssen Manufacturing Company has been announced by F. E. Pringle, the firm's General Sales Manager.

In this newly created position, Mr. MacDonald will assume line responsibility for all sales activities in domestic markets. He will supervise sales on all of Hayssen's many lines including: pouch and bag machines, cartoning equipment, wrappers, bundlers and filling machines.

Mr. MacDonald has been a Staff Sales Engineer for Hayssen since 1962. He spent several years with the Triangle Package Machinery Co. where he advanced from salesman to the position of Assistant Sales Manager. Prior to that he was on the sales staff of Con-

**La Rosa Research Chief**

The appointment of Paul F. Russell as director of research and quality con-



Paul F. Russell

# THE DEMACO LINE is the complete line

*With Full Responsibility —*

**Demaco assumes full responsibility when you order Demaco equipment.** We are responsible for the engineering, construction and initial operation.

Demaco engineers stay on the job until the equipment performs exactly as desired. Our experts understand the important details of macaroni extrusion and drying which assures you of top performance, low maintenance and low down-time operation.

Come see our new equipment. . . . The Demaco long goods continuous line. . . . The fully automatic line that takes semolina and water, extrudes the mix under full mixer vacuum, preliminary dries the product, then goes through the new Demaco revolutionary one tier finish dryer, to an accumulator, to a stripper and finally to Demaco's amazing spaghetti weigher. **All at 1500 lbs. per hour** (based on dried product).

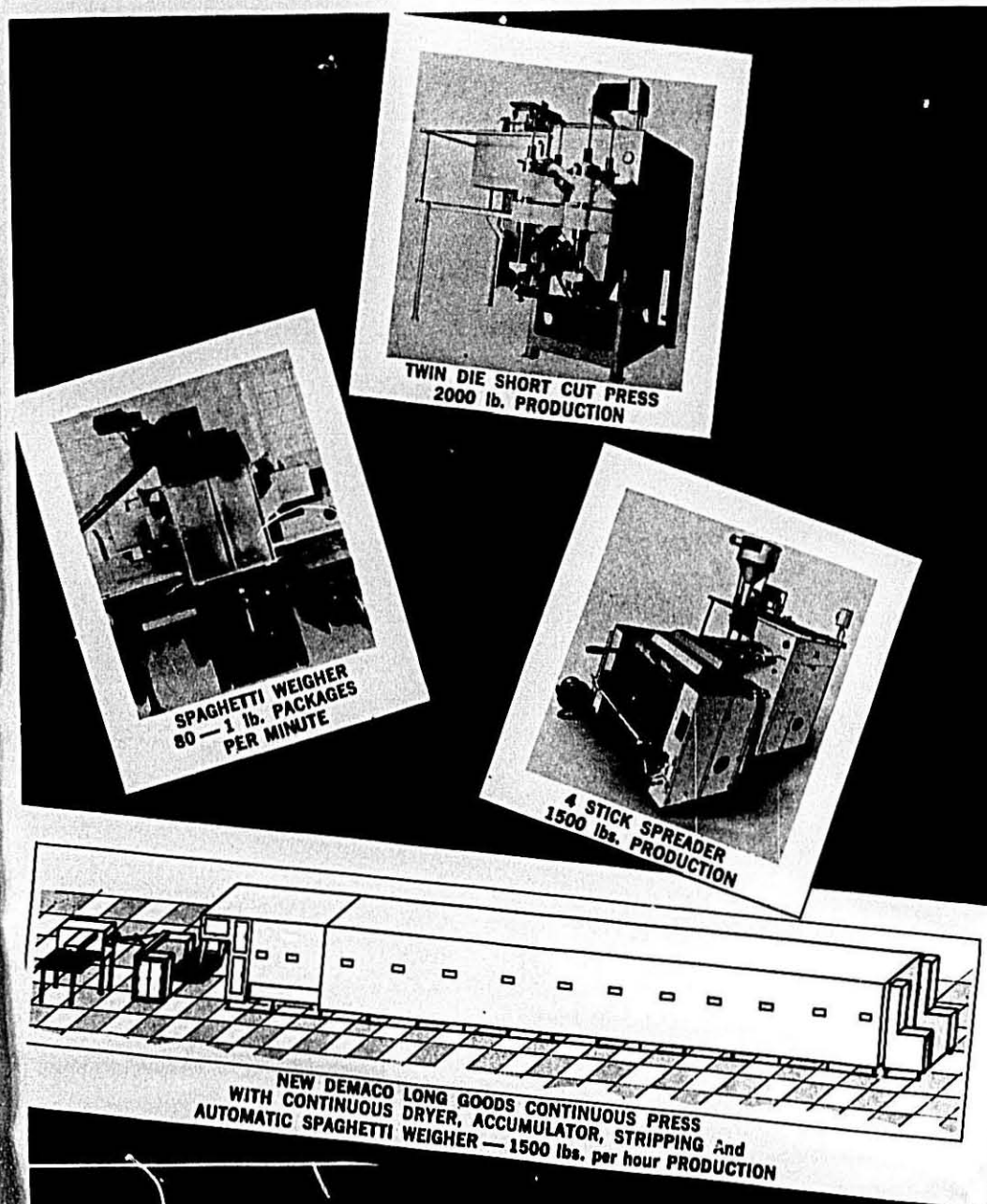
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**De FRANCISCI MACHINE CORPORATION**

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THE MACARONI JOURNAL



SPAGHETTI WEIGHER  
80 — 1 lb. PACKAGES  
PER MINUTE

TWIN DIE SHORT CUT PRESS  
2000 lb. PRODUCTION

4 STICK SPREADER  
1500 lbs. PRODUCTION

NEW DEMACO LONG GOODS CONTINUOUS PRESS  
WITH CONTINUOUS DRYER, ACCUMULATOR, STRIPPING And  
AUTOMATIC SPAGHETTI WEIGHER — 1500 lbs. per hour PRODUCTION

NEW DEMACO SHORT CUT DRYERS UP TO 2000 lb. PRODUCTION

NEW DEMACO NOODLE DRYERS UP TO 2000 lb. PRODUCTION

NOODLE CUTTERS, CONVEYORS, EGG DOSERS

### Pointers on Freezing

The Durum Wheat Institute offers these tips on frozen foods:

1. Season food very lightly with salt before freezing and always add other seasonings when reheating the food. Seasonings tend to intensify in flavor when frozen. Garlic, in particular, becomes bitter and should always be added after thawing.

2. Cut any excess fat away from meats before adding to the sauce to be frozen. By the same token, drain meats cooked in fat very well before freezing to avoid rancidity.

3. There are a number of packaging procedures for freezing. Sauces may be frozen alone in plastic containers, ice cube trays or other suitable covered freezer containers. Allow one-half to one inch space at the top for expansion. Complete dishes may be frozen by lining a baking dish or casserole with aluminum foil, freezing the mixture in it, then lifting out of the dish. Wrap it completely, seal, label and return to freezer, taking care that the food does not thaw at all in the process.

4. Label each package with the name, number of servings and the date. Place the most recently prepared dishes at the back of the freezer, bring later ones to the front so they won't be overlooked.

5. Freezer storage time for durum macaroni dishes should never exceed 60 days. After this point there is a loss of flavor and texture in various ingredients, particularly meats.

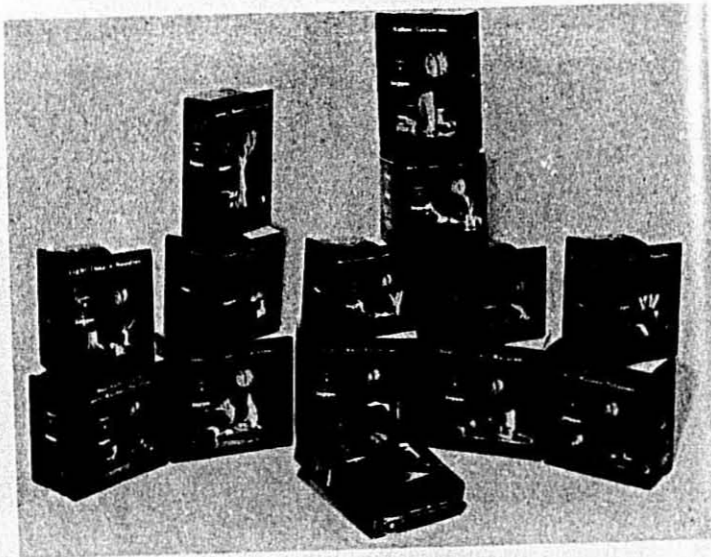
6. Avoid freezing sauces with high fat content, especially white sauce which tends to curdle and separate on heating. Skim the fat off other sauces easily by passing an ice cube over the top; the fat will adhere to the cube.

#### Tips on freezing macaroni products:

1. Cook the macaroni product about half as long as usual, approximately three to four minutes for regular durum products and even less time for fine varieties such as the vermicelli (fine spaghetti). Cook the macaroni product so it has just softened.

2. Always freeze the cooked macaroni in some type of sauce, particularly one low in fat. However, too much sauce will cause the macaroni product to become mushy so provide just enough to cover the macaroni well and still not be soupy.

3. Never hurry the thawing-heating of macaroni dishes. Allow enough time to heat them in a moderate oven. Avoid breaking up or over-stirring the macaroni dish while heating also.



### Pillsbury Packages

A blend of excellent design, creative photography and precision lithography have delivered an outstanding line of folding cartons and labels for Pillsbury's new family convenience dinner products. The cartons and labels were produced by United States Printing and Lithograph, division of Diamond National Corporation.

The basic treatment for each item is identical. A clock in the background peers down on the ingredients that compose the particular item involved. Clock and ingredients are set against a dark, subdued green background which gives the photo a dimensional quality and achieves a dramatic effect for the entire package or label. The point of the clock, of course, is the speed in which the convenience foods can be moved from package to plate—in most cases around 15 minutes.

Campbell Mithun Inc. and Pillsbury Co., both of Minneapolis, collaborated on the design. Luc Le Bon was Art Director on the project and the Brady Studio of Chicago takes a bow for the photography. USP&L was responsible for all engravings and lithography.

In all, a total of 14 five-color and varnish cartons, 6 five-color and varnish labels and 13 two-color labels were in the project. Some of the cartons were produced with automatic bottoms, some with built-in dividers for multiple products while others were seal end.

Consumer response in initial test markets of Topeka, Kansas, and Springfield, Illinois have been very encouraging.

### Appointment

Jack Damato has been appointed northeastern sales manager of Golden Grain Macaroni Co. In this new position, he will be responsible for sales of the company's entire line of foods throughout New England, upper New York State and northeast Canada.

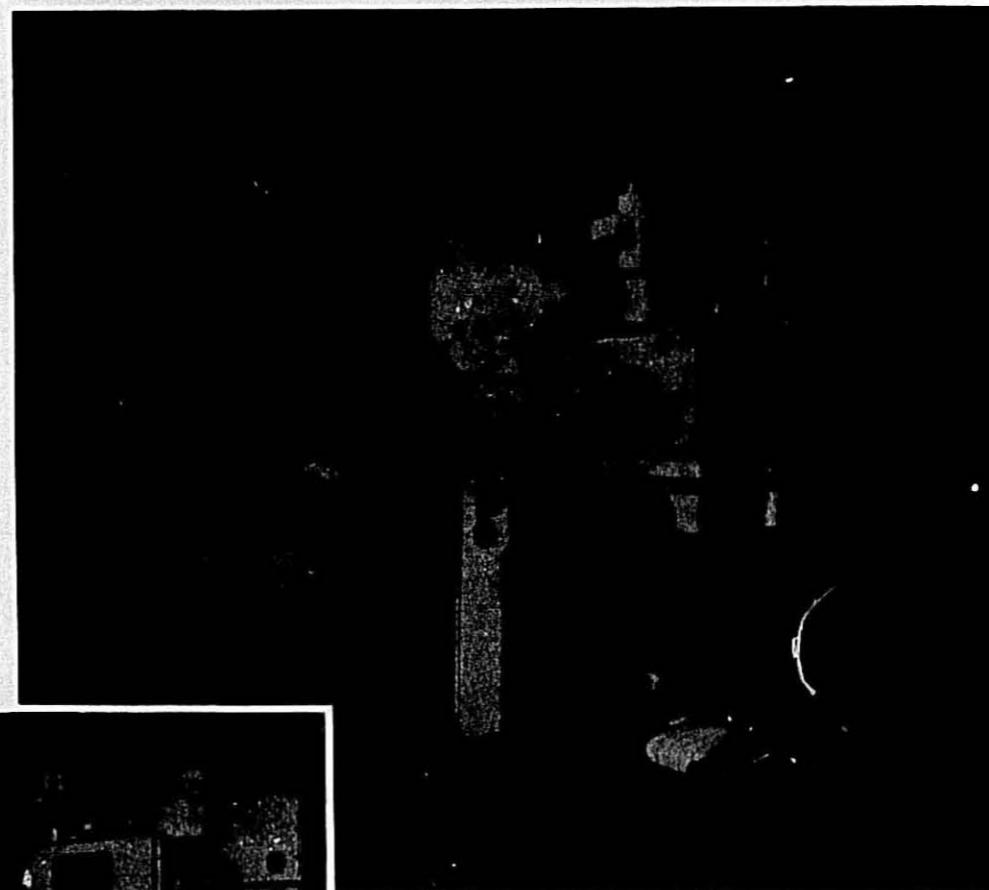
### Frozen Shells

Silver Star of Brooklyn, New York has redesigned its folding carton for its frozen Stuffed Jumbo Shells. The macaroni item is placed in a ready-to-look foil pan which is then inserted into the carton. U. S. Printing and Lithograph, Division of Diamond National Corporation, developed the design for the carton and printed it by four-color lithography.



THE MACARONI JOURNAL

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## NEW EXPORT OPPORTUNITIES

by John A. Logan, Chairman, Logan, Seaman, Slater, Inc.  
at the Millers' National Federation Convention

WESTERN Europe offers an attractive market for American wheat food products if they are adapted to local needs and wants, properly introduced, effectively promoted and competitively priced. This statement is based upon our study, observation and contact with leading food distributors, associations, business, press and others in 12 countries.

Prosperity in Western Europe, as many of you know, is near an all time high. Full employment of men and rapidly increasing employment of women creates an exceptionally attractive market for high quality packaged convenience foods.

### Changing Pattern

The pattern of food distribution in Europe is changing so rapidly that many Europeans—as well as Americans—find it difficult to keep up with the pace. Self-service was practically non-existent in 1950—with the exception of a few test stores in Belgium, France and Switzerland. After a study of European food retailing in 1950, I write "generally food distribution is 50 years behind the U.S.A." (Perhaps 40 years might have been more accurate.) Some prominent food retailers at that time bluntly stated "Self-service may be acceptable to Americans—but Europeans are different. Self-service is not for us."

Today sales through self-service outlets range from a low of five per cent in Italy to about 45 per cent in Germany in relation to total food store sales. A study recently completed by our firm indicates that 10 years from now self-service will account for 25 per cent to 85 per cent of total food store sales. Germany, Sweden and Switzerland lead in sales through self-service today—and they are expected to remain in the lead 10 years hence. Denmark, England and Holland are moving up fast. Belgium, France and Italy have some barriers to overcome but are making healthy progress.

### European Self-Service Soars

Growth of self-service in Europe, generally, is much faster than it was in the U.S.A. during a similar period. If present estimates are achieved, leading European countries will have reached in 22 years a percentage of sales through self-service outlets which required 45 years in the U.S.A. This



John A. Logan

demonstrates the value of a free exchange of knowledge and experience. It also indicates that this exchange now is on a "two way street." Many astute United States businessmen recognize this and are taking advantage of it.

American food industry executives at all levels—producing, processing, wholesaling and retailing—have freely and generously shared information and ideas with their colleagues from other countries. European businessmen also are alert, resourceful and imaginative. United States businessmen now can get useful ideas from progressive Europeans. They also can get business from them.

Most recent figures available indicate that over 57,400 self-service markets were in operation in Western Europe at the close of 1961. Over 11,000 new markets were scheduled to open in 1963—an average of about 40 each working day. Self-service food stores are opening in all parts of the world at a rapid rate. For example at the end of 1961—Japan had about 1500—up 42 per cent over 1960; Israel had 140—up 15 per cent; Turkey, 26—and more in the planning stage. In South-east Asia, the Near East, Africa and Latin America self-service has a firm foothold and is gaining ground.

### Reasons For Shift

What are the principal reasons for this "shift" in the distribution pattern? Food retailers in Europe give us these

reasons: Automation and mechanization due to shortage of manpower, greater mobility of people (more automobiles), more leisure time (shorter work week), refrigeration, modern housing developments—all due in part to full employment of men and larger employment of women. Obviously living standards are higher which in turn increase the demand for high quality packaged and convenience foods. A self-service system requires packaged foods of dependable quality. Customer confidence is essential in self-service and confidence is based on satisfaction with every purchase.

Now, what are the basic improvements in food distribution that gives self-service its appeal? Well, they are about the same in Europe today as they were in the U.S.A. forty-seven years ago when Clarence Saunders opened the first self-service store in Memphis, Tennessee.

(1) An exciting new experience for consumers—a customer can pick and choose, feel, smell, sometimes taste a wide variety of products leisurely or quickly—without interference or influence.

(2) Quality and quantity of products are standardized and attractively packaged in convenient sizes.

(3) Merchandise is clearly price marked—the same price to everyone—and no haggling or bargaining.

(4) Prices often are lower because of the "do it yourself" system. Savings enable the customer to buy more and different foods or other products and services thus raising living standards.

### Organized Retailing

And the pattern is similar to U.S.A. in another way. The shift to self-service is accompanied by a move toward "organized retailing." First to adopt self-service, as in the United States, were the corporate and family owned chains. Now progressive independents are forming voluntary chains and retailer owned cooperatives, taking to self-service at a rate faster than chains. These three organized groups—chains, voluntaries and cooperatives—are smart, alert, progressive. They simplify the problem of reaching this new market.

European retailers are experiencing a high percentage of impulse sales under self-service—as American grocers

do. Consequently food sales through self-service markets are "zooming"—up 50 to 200 per cent in many cases. Little wonder, then, that the system is spreading fast.

Now, what does this mean to United States millers? As we see it, at least two new channels are opened which present opportunities. Wheat foods of various kinds account for over five per cent of sales in a typical United States self-service market. In Europe these items represent a much smaller part of total sales. One reason is that such products in appealing variety, attractively packaged just are not available now. This is where you come in with a two-way approach—in Europe as you do in the U.S.A.

(1) Stock these modern retail stores with modern packaged wheat foods—enriched flour, specialty flour, mixes and other convenience foods.

(2) Acquaint flour users with their opportunities to cash in on this new, modern organized self-service distribution system. Show bakers how the use of United States flour will improve quality and add consumer appeal to their bread, crackers, cakes and pastries which the new self-service markets should stock.

### New Sales Approach

A new and different retail system calls for a new sales approach. You can help them to help themselves. You have done it at home—and you can do it abroad. You have the products, the know how and the technique. European processing to meet the chain store age is much behind the United States, particularly for most wheat foods including convenience food items.

"Made in U.S.A." means dependable quality to European consumers. They like it and many retailers know this.

European consumers and retailers are receptive to new products and ideas that will enhance living standards, add convenience, variety, appetite appeal—and save time. Perhaps in some countries, consumers are ahead of retailers in this respect. Retailers have, however, provided us with a large list of United States food products they would stock if available.

Immediate profits may not be realized in the foreign market—nor in the U.S.A.—so patience and perseverance are just as necessary abroad as at home. Careful market research, effective planning and aggressive execution are required abroad—just as they are in the U.S.A. Thoughtfully planned sales promotion programs to introduce products and develop sales are essential. But, promotion methods differ somewhat. Commercial TV and radio are used effectively in only a few

countries at this time. However, in those countries where radio and TV sets are available in a sufficient number of homes, these media are considered important. The use of newspaper advertising is growing rapidly but handbills still are used extensively. In-store promotion, demonstration and sampling are considered one of the most effective methods—especially to introduce products, despite its cost. Space is provided in many new supermarkets for this purpose. Trade fairs also are popular media to introduce products and make trade contacts.

### Import Duties

Import duties, tariffs, licenses may appear to present barriers—and temporarily restrict sales—but you have been faced with similar problems at home and have overcome them. European retailers have encountered problems of course—but who hasn't? They have found ways to get around them just as we all have done in the U.S.A.

No problem has been encountered in the European transition to self-service that we in the United States have not at some time experienced and conquered.

Some of you may now be experiencing some resistance in Common Market countries because of import duties recently imposed. We have made extensive studies and have observed the European Economic Community from its inception. Recently members of our firm have contacted retail leaders, high government officials, ambassadors and others in Common Market countries. Perhaps this is the "darkest moment" and some light may be in the offing. News often is inaccurate or slanted—and misunderstood.

Gordon Boals and his able associates in the Federation Export Program are well acquainted with all aspects of the problems, are in daily contact with developments and are acquainting United States government officials concerned with necessary information to enable them better to cope with wheat food problems.

### Rome Treaty Recalled

You may recall that in the Rome Treaty of 1958, the six EEC nations committed themselves to "contribute to the harmonious development of world trade and to the progressive suppression of restrictions on international exchange and to the reduction of barriers." It is our opinion from contacts with officials that most of the nations want to honor this commitment. The United States Committee on Trade Negotiations, headed by Christian Herter, recognize "that the United States must

have indications that the Common Market is not adopting a restrictive policy on agriculture before reducing tariffs on industrial products." Some good "horse trading" tactics probably are needed in high level negotiations.

### Freedom of Choice

Self-service is based on giving the consumer what she wants, when she wants it. Some leading European retailers recognize the importance of protecting the consumers' "Freedom of Choice" in their own self interest—as well as their customers' interest. One prominent retailer recently said, "Personally, I detest the idea of a small protectionist Europe with high tariffs. It's time for food distributors to protect our own interests."

Consumers also are objecting to higher prices. For example, in January alone Italian food prices rose eight per cent. Bread prices in Holland increased two cents a loaf as a result of the higher import duty on flour. EEC officials recognize that they cannot ignore public protest to these inflationary moves.

But, business still goes on and self-service grows and grows in spite of—or perhaps partly because of—the Common Market. Wheat food products are being sold—but not as many United States products as there should be.

Attractive as the EEC market is, we doubt that United States companies would limit their "foreign vision" to this area only. Some United States millers and other forward looking food processors interested in export markets are exploring the European Free Trade Association (Outer Seven) countries, the Near and Middle East and other parts of the world where the retail distribution pattern is changing and trade possibilities may be encouraging. You have proved that you can "win customers and influence people" in the U.S.A.—so you can do it anywhere.

Many of you know that customs and tastes of consumers as well as wants and needs of retailers vary from country to country. Market research will reveal helpful information on products, packaging and promotion and provide bases for more sound decisions—abroad as it does here.

### Food Fairs

One approach worth considering now is the relatively low cost, quick test, through Food Fairs sponsored by United States Department of Agriculture. This is superficial, at best, but it does expose your product—and your people—to large potential markets.

(Continued on Page 40)

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### New Export Opportunities

(Continued from Page 37)

The ANUGA International Exhibit at Cologne, Germany, was held September 21-29, 1963. This is a well known Fair held every other year. Over 50 countries exhibited their foods and sold to consumers as well as to the trade. Attendance of about 300,000 people from several countries is customary. It has long attracted leading food trade executives and special days are set aside for trade interviews.

The Amsterdam show was "solo"—sponsored by U.S.A. only. Dates were November 7-24, 1963. Facilities in Amsterdam are new and considered among the best in Europe. About 300,000 people also were expected to visit the U.S.A.-Amsterdam Food Show.

#### Self-Service Store

The U.S.A. exhibit at both Fairs featured a self-service store in which products supplied by manufacturers and processors were sold to consumers and trade. Commodity booths demonstrated wheat food products display in the selling area. Both dry and frozen products were displayed, sold and demonstrated. Sales records were kept and companies supplying products were paid by USDA check.

Cake mixes were the largest selling product in the Groceteria at the London Food Fair in September, 1962. The products furnished by several millers were sold out well before the end of the Fair. One Federation member had a booth in which his product was displayed, demonstrated and sold. We understand that cash sales amounted to over \$6,000—far above the cost of the exhibit—and some large trade orders were booked.

In the Cologne and Amsterdam Food Shows the Millers' National Federation Export Program sponsored a Commodity Booth. Products were demonstrated and sampled. Trade leaders were especially invited and urged to attend to discuss sales possibilities of the products. Records were kept of all trade representatives attending and products in which they were interested, so the Federation office might inform members who participate.

These Food Shows provide reasonably inexpensive methods of testing European interest in your products—new or old. They also may help some companies get acquainted with the European market relatively "painlessly."

The opportunity presented by this dynamic new distribution system is available to you in other countries,

just as it was in the U.S.A. You have done an extraordinary job here—you set an example for the whole world in modern merchandising methods. You also helped raise living standards to heights unknown elsewhere. Will you now look to broader fields?

Foreign markets—like Rome—are not "built in a day." Forward looking businessmen throughout the world now are reaching out for more trade, and trade in "Staff of life" products, not so incidentally, might well be looked upon as an instrument of peace as well as profit.



Mr. and Mrs. Donato Maldari

#### Golden Anniversary

Mr. and Mrs. Donato Maldari of Brooklyn, New York celebrated their fiftieth wedding anniversary recently. Family and friends celebrated the event with a banquet for the couple at Sirico's Restaurant. Festivities reached a climax when entertainers carried flaming torches through the hall in an impressive ceremony.

Mr. Maldari came to the United States from Italy in 1905. He and his two sons, Daniel and Ralph, have served the macaroni industry for many years with untiring efforts as die-makers.

Mr. Maldari has been active in his community operating a travel agency from his office for many years.

### GM Nutritional Head

General Mills, Inc., has announced the appointment of Dr. Ivy M. Celender, to the new staff position of Director of Nutritional Service, reporting to Dr. J. F. Shrouts, company Medical Director.

Dr. Celender will be responsible for further developing and strengthening General Mills' position in applied nutrition and will direct a product-oriented service concerned with the dietary needs of consumers and others requiring special guidance.

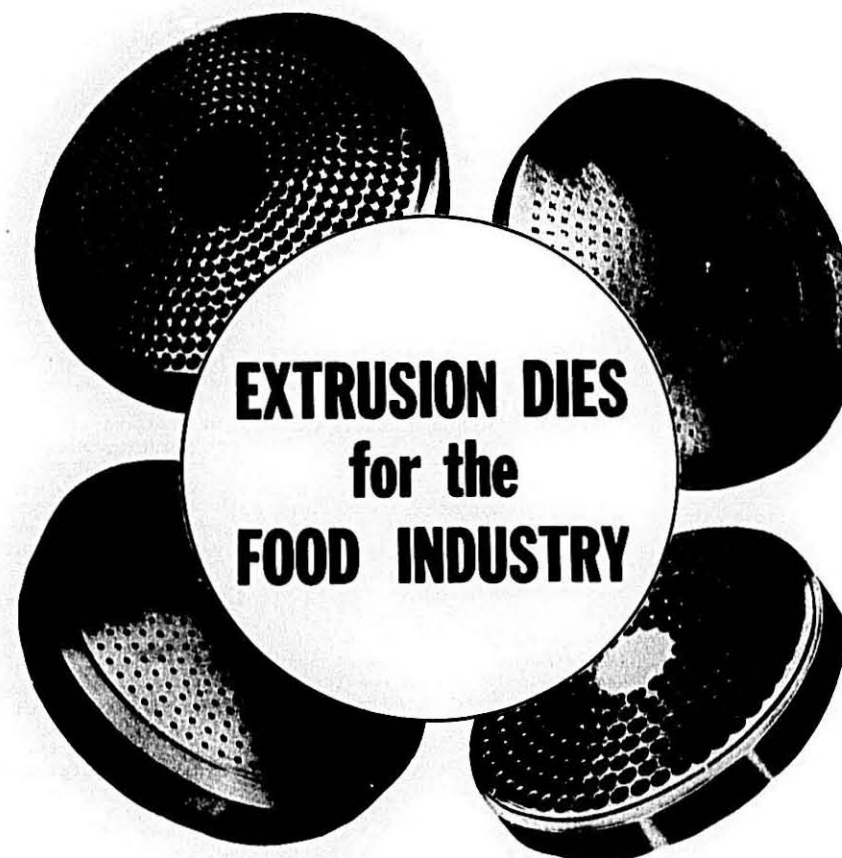
She will also work with management members responsible for food products having nutritional attributes that may be further promoted through marketing efforts and consumer advertising.

Dr. Celender earned her B.S. degree in Home Economics Education at Carnegie Institute of Technology and received her M.S. and D.Sc. degrees in Nutrition from the University of Pittsburgh. She is a member of Sigma Xi, Phi Kappa Phi and Omicron Nu. During 1962 she served as a consultant to General Mills and prior to that she taught nutrition, was active in clinical dietetics and did graduate public health work.

#### Business Commandments For Employees

From McCabe's Spot Shots, New England Grocer Magazine

1. Don't lie. It wastes my time and yours. I am sure to catch you in the end.
2. Watch your work and not the clock. A long day's work makes a long day short, and a short day's work makes my face long.
3. Give me more than I expect, and I will pay you more than you expect. I can afford to increase your pay if you increase my profits.
4. Keep out of debt. You owe so much to yourself that you cannot afford to owe anybody else.
5. Dishonesty is never an accident.
6. Mind your own business, and in time you will have a business of your own to mind.
7. Don't do anything here that hurts self-respect. The employee who is capable of stealing for Me is capable of stealing from Me.
8. It's none of my business what you do at night, but if dissipation affects what you do next day you will last half as long as you hope.
9. Don't tell me what I want to hear, but what I ought to hear. I don't want a valet for my vanity but for my money.
10. Don't kick if I kick. If you are worth correcting you are worth keeping.



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## Drying Macaroni With Dielectric Heating at High Frequency

by Dr. of Engineering Aldo Martinetti, Industrial Consultant, Milan.

FOR some time macaroni factories have been excited because of the announcement that apparatus is available to apply dielectric heating at high frequency to macaroni drying.

Dielectric heating at high frequency is already being used for the quick heating of food in restaurants as well as to accelerate baking of bread and biscuits.

### Heating the Interior

The chief characteristic of current in high frequency induced into non-conductor bodies, but containing water (which itself is a good conductor), is that heating produced in the interior of the mass is unlike other known systems of conduction, convection, and irradiation, where heat is brought from the outside.

To those who know macaroni drying, this is a highly significant fact. Attempts to utilize the principle were made more than a dozen years ago. Though lots of experiments have been made and many patents taken out, almost every research project on the part of large macaroni manufacturers has been abandoned or suspended because of the high cost of the electric energy with high frequency due to low output of generators.

Recently experiments have been resumed by macaroni experts interested in electronics which seems successful in developing devices covered by patents to meet the problem of drying off macaroni which has been most difficult. At present, a company has been constituted to manufacture the necessary apparatus and apply it to macaroni factories where experiments on an industrial scale have already been operating for several months.

### Advantages of Method

What are the advantages that may be expected for macaroni manufacturers adopting this new invention? It is my observation that above all heating at high frequency does not exclude but integrates the use of traditional dryers. In fact, the generator of microwaves is generally placed after the preliminary dryer. Regardless of the size or shape of the macaroni product, be it long, short, in coils, or nests, after it traverses the field formed by a series of electrodes, it goes into the normal cycle that drying takes.

The duration of the treatment of high frequency is in the order of some tenths of seconds and therefore the consumption of electrical energy is very limited. This is the chief advantage: the time of the drying cycle is reduced; results thus far show a reduction to about half of the traditional time, or namely, 10 to 12 hours for long macaroni and five to six hours for short cuts, coils and nests.

### Comparison

Other advantages of lines with high frequency compared to the traditional ones:

—Reduced space requirements resulting in lower building investment or greater utilization of the existing space.

—Greater flexibility of production and consequent greater ease of changing shapes and reducing inventories of stocks on hand.

—Work stoppages on the week-end are facilitated for long macaroni production, because fewer hours are needed between the end of production at the press and that of stripping the goods for storage.

—Reduced drying time reduces the storage area necessary particularly for the week-end's layover.

Additional advantages derived from treating macaroni with high frequency:

—Macaroni dried by high frequency has greater strength. Treatment with high frequency after pre-drying raises the macaroni's temperature, putting it in the condition of getting up humidity to the external layers by evaporation and fixing glutinous properties in porous structures having a conspicuous tendency of hydrating. This is contrary to what happens in the traditional process of ventilation from the outside by means of hot air. Final drying of macaroni previously treated by high frequency may therefore be obtained quickly.

### Conserve Color

—There is a better conservation of color since the pigments of the raw material are better distributed in the peripheral structure, and are subjected to less oxidation because of the reduced drying time.

—Macaroni so dried cooks better by having higher resistance and increased

volume caused by water absorption. There is less sediment.

—There is an absence of acidity and mold due to the pasteurization treatment to which the product is subjected during its passage through electrodes of high frequency.

In conclusion, there are several industrial and technological advantages that will pay the macaroni manufacturer to look into this new system of drying. It is an event as momentous as the development of the continuous line and of vacuum. It is appropriate that this development occurred in Italy, which can justly be considered the home of macaroni products.

### Cobra Automatic Press

Cobra, Braibanti's most powerful automatic press, can produce a daily output of 53,000 pounds of short cuts and 37,500 pounds of long macaroni goods. This machine, built in accordance with the latest technical developments and based on the 50 years experience of Mario and Giuseppe Braibanti, hits a high point in construction and performance. The Cobra has three mixers, four reducers, and two extrusion screws which allow for a better processing and a higher quality of product, a more even cut of the short macaroni products and less scraps in the long goods.

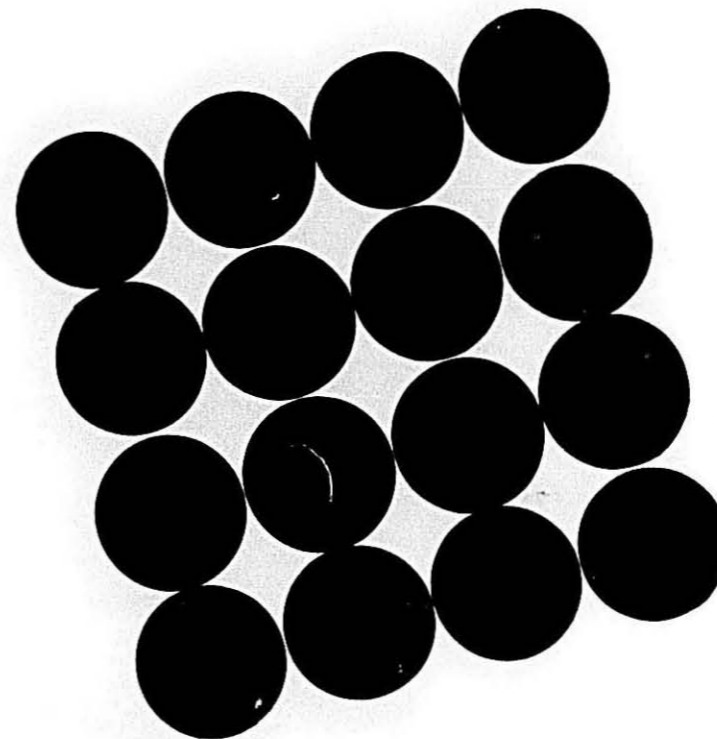
Unveiled recently at a showing at the Rovereto Works in Italy, the equipment was examined in detail by manufacturers and technicians from all over Europe. The new Braibanti automatic press met with approval and favor of all the participants who praised the Braibanti Company for always being in the vanguard for the development of macaroni machinery and equipment.

### New Goodman Dinners

Sesame sauce noodle dinner and Goulaah sauce noodle dinner have been introduced by A. Goodman & Sons, New York. Both are available in 6¼-ounce packages at approximately 39 cents each. A 7-cents-off sticker is included on the package as part of an introductory offer. Distribution of the products is mainly in New York and along the East Coast.

Advertising for the new products includes spot announcements on CBS and ABC TV.

# Braibanti



gomi 63

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## German Macaroni Press

Emil Lihotzky Engineering Works of Plattling, Germany, has begun advertising their equipment in this issue of the Macaroni Journal.

Since 1908

Since 1908 Lihotzky has built extruders for macaroni products reputed to be so rugged in construction that they are capable of matching requirements for decades, often under round-the-clock working conditions.

They boast of high-grade materials and reliable electrical equipment in their successful "Aktiva" extruders which can be fitted with a simple or elaborate control panel. The machine is full fitted electrically with all wiring on the inside. Water supply pipes are also on the inside and insulated to provide cleanliness.

With the softer mixtures used in vacuum processes today, some extruders are less rugged in construction than they were in the past. But Lihotzky reinforces their presses so heavy mixtures can be processed without difficulty. The oil seal on the vacuum maintains efficiency even after several years of use. Packings on driving rollers are tripled and mountings strengthened. Accumulations of dough and starting problems are guaranteed not to arise.

The Aktiva 220 Extruder has a mixing bath ten feet (three meters) long, while models 350 and 400 have approximately thirteen feet, or four meters. These are subdivided into two equally-sized compartments. The effect of these long mixing baths is that the dough reaches the extruder after some thirty-five minutes of intensive mixing, during which time the glutens and pigments are treated most gently in a perfectly hydrolysed state.

### Stainless Steel and Chrome

Lihotzky extruders are made from stainless steel, while mixing shafts are hard-chromium plated and mirror-finish polished steel. Stainless steel and chromium repel water and paste so that the mixture is quickly removed from the mixer and cleaning time is reduced considerably.

When starting up, the first batch is first filled, the dough allowed to mature satisfactorily, then passed on to the second mixer, and once this has been filled, the batch can be passed on to the extruder. The mixer has a single drive unit, but the individual mixing compartment can, at slight extra cost, be additionally fitted with separate drives. This can be an advantage because when shutting down, only the second

mixer which passes the batch into the extruder, need be operated while the first mixer can be emptied and cleaned, the machine continuing to run for the second mixer.

All Lihotzky extruders provide for complete de-aeration of the mixture. The Aktiva models feature quantity-regulated conveyance of product from the mixer to the extruder. Not only does this mean that they can be controlled with infinite variability over a range from about 50 to 100 per cent of rated output, but the mix is especially even and regular. This variable output control is important for accurate adaptation of the extruder to the capacity of any subsequent processing machine.

Various other types of extruders provide three-speed gearboxes. However, they are almost exclusively run on third gear, because everyone wants the maximum output possible.

The swing-out head of the Lihotzky extruder is easily opened in about half a minute, because of an easily-operated rapid-action lock. Taking out the two screws takes about one minute and requires a lifting force of only 33 pounds. Anyone can operate the hydraulic die-changing device in about 20 seconds.

Lihotzky made the first piping unit in 1904. As the customer wishes, piping units can be supplied in addition to the round head or even instead of the round head. These piping units are finished bright and being four feet in length can be cleaned in about a quarter of an hour. With other makes of equipment, cleaning these piping units can take as much as ten hours because the hollow compartments which carry the dough are very complicated in design and in most cases are only rough-cast.

### Twin Screw Extruder

A particular advantage of the modern type of twin-screw extruder is the homogenization which is produced during the extrusion process. Only dough uniformly balanced in moisture content and temperature ever reaches the extrusion head so uniform consistency can emerge. The inside of the ducts and particularly the head itself is designed with this aim in view. There are no filters or resistances apart from the dies. However, single screw machines do require such filters in order to prevent a rather jerky flow produced by the worm making itself felt through the die and producing an irregular emergence of product.

A twin-screw extruder calls for higher manufacturing costs, due to the fact that both screws have to be driven.

However, an extruder of this type offers the macaroni manufacturer lasting advantages in the extreme gentleness with which pigments, albumens and glutens are treated. Firmer structure, greater elasticity, boiling strength and swelling capacity, as well as greater natural color content and greater equality of length of the finished strands are achieved.

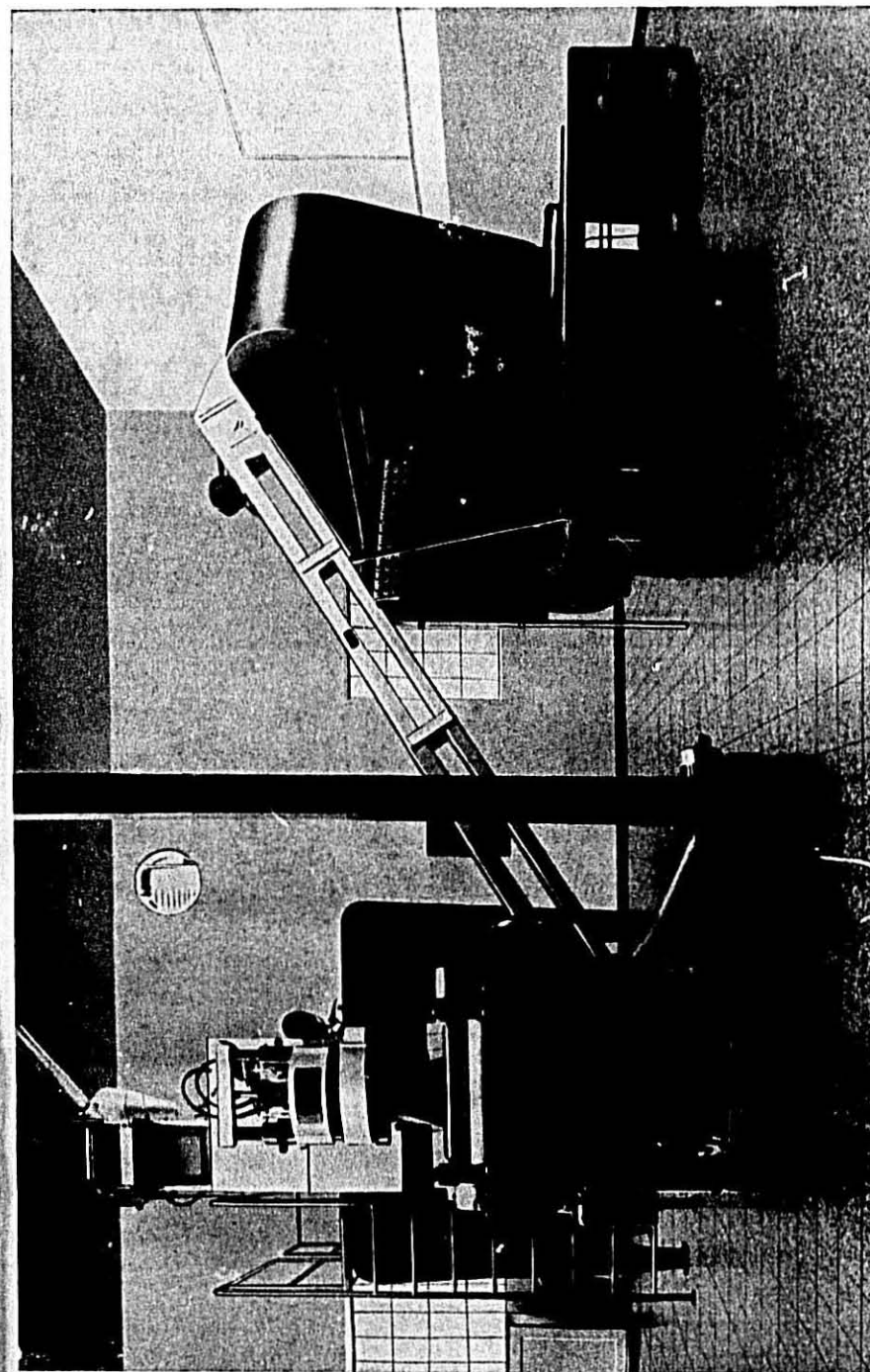
### Low-Pressure Machine

The twin-screw extruder is a low-pressure machine working with normal pressures of only 35 to 70 atmospheres, whereas single-screw machines are high-pressure units and generally run at 70 to 130. Single-screw extruders with a worm vacuum system are often called upon to extrude the mixture twice, which leads to a greater heat development due to friction in the mixture on the cylinder, worm and end of the cylinder. This has a bad effect on natural color, gluten and albumen.

In comparing the twin-screw with the single-screw extruder, it is found that single-screw machines can only push the mixture forward with the screw while the mixture is running round and rubbing against the end of the worm. Since this happens under substantially higher pressure than with the twin-screw machine, it can be described as harmful to the natural color pigments. Another unfavorable factor is that the air which is blended into the mix during the mixing process is finely distributed so that the de-aeration or vacuum unit cannot remove it completely. In the single-screw unit, the mixture forms what is tantamount to a seal between the worm and the lining of the cylinder, so that exclusion of the air by the vacuum unit is made more difficult and is sometimes even prevented altogether.

The situation is quite different with the twin-screw extruder, because the two cylinder compartments are connected by a longitudinal slot. This offers the air a return flow duct which it is ready to utilize. Visualize the air in a pneumatic tire of a vehicle escaping through the slightest porosity in the tire covering. In that case the pressure obtained is only one to two atmospheres. In the twin-screw extruders it is between 35 and 70 atmospheres, so that the air passes freely back and is expressed by the worm. Since these parts of the machine are under complete vacuum, the most perfect de-aeration possible is achieved.

(Continued on page 46)



LIHOTZKY AKTIVA 350 Extruder with a Bolognese machine, inclined conveyor, pre-drier for short-cut goods, and automatic rack-sprinkling unit. LIHOTZKY PRESSES since 1908 are unbeaten for strong construction, efficiency and quality.

For information write to EMIL LIHOTZKY MASCHINENFABRIK, 835 Plattling, Germany, Postfach 25.



### German Macaroni Press—

(Continued from Page 44)

#### Special Worm

Lihotzky has developed a special type of worm for special purposes, such as the manufacture of extremely fine spaghetti or products normally produced on the hydraulic extruder. Machines equipped with this special worm are also available with the vacuum unit. For particular applications, provision can be made for the introduction of gases.

Lihotzky builds equipment made to order to suit customer requirements for particular premises, and makes it possible to use dies already on hand. They claim products made on their single-screw extruder can compete with that of any other make, and that the twin-screw extruder can produce superlative food.

#### New Facts On Color Loss

The color of macaroni products is vitally important at the retail level, for when price is equal, the customer will nearly always choose the product with the most attractive appearance. One reason is that customers generally associate color with egg content. Actually, differences in color are more likely to be the result of differences in manufacturing methods.

Research chemists for Buhler Brothers have conducted a series of investigations into alteration of pigments during manufacture of macaroni products. They found pigment content varied greatly in the raw material, but that losses which occurred during mixing and extrusion were usually more important.

Destruction of pigment during manufacturing is largely due to chemical changes caused by lipoxidase, an enzyme naturally present in the wheat. Just as pigment content varies greatly from one wheat to another, so does lipoxidase activity. It is therefore important to select raw materials with relatively low lipoxidase activity, then do everything possible to reduce opportunity for it to act.

The greatest loss in pigment occurs during mixing. This loss can be as high as 41 per cent. Speed, blade setting, and level of material in the mixing trough should be regulated to reduce mixing time to a minimum while still giving the particles enough time to absorb the water. Additional pigment is lost during pressing, with losses running as high as 16 per cent of the original content. It is interesting to observe, however, that no further loss occurs during drying.

Pigment content is not the only factor which affects the color of the final product. Surface texture also has an important influence. Light is reflected differently from a smooth surface than a rough one, and with the same pigment content, the smooth one appears more yellow.

#### Macaroni School

A winter session of the macaroni school conducted by technicians of Buhler Brothers at St. Gall, Switzerland, has just been concluded. Besides theoretical subjects practical work was also carried out. The teachers are experts in the art of making macaroni.

Some of the subjects discussed included: fundamentals of physics, including thermodynamics, gas theory, and instrumentation technology; essentials of electricity including wiring diagrams.

On the subject of grain, different types of wheat were discussed along with the special properties of durum wheat, problems of storage, transport and infestation. The principles of milling and the production of semolina were presented. The use of eggs in the macaroni industry was considered with their characteristics and preservation. Nutrition was studied with a view toward the world situation, metabolism and food values.

Practical work consisted of essential analyses, the physical testing of doughs, pilot plant manufacture and excursions to several modern plants in Switzerland and Italy.

This series of courses were given in German. Others have been given in French. They always have good attendance.

#### International Milling Boosts Business

An all-time high in shipments of bakery flour, durum products and bakery mixes in the U.S. contributed greatly to the record sales and 30 per cent increase in earnings reported by International Milling Co. in its 71st annual report. The company's fiscal year ended August 31, 1963.

Sales of the Minneapolis based firm rose for the seventh consecutive year to the all-time high of \$308,427,636 compared with \$291,804,802 for the previous fiscal year.

Net earnings of \$5,033,200 were equivalent to \$2.13 per share on common stock, compared to \$1.58 per share on earnings of \$3,875,063 the previous year.

#### Volume Improves Profits

Each of the company's four major operating divisions contributed to the year's profits, said Chas. Ritz, chairman,

and Atherton Bean, president. They indicated that improved profits resulted from increases in volume of most of the company's lines, better margins for some products during the first part of the year and more stable currency exchange rates.

The report reflected changes in International Milling's capital structure as a result of its reincorporation in New York state on September 3.

Reviewing the year, the report indicated that additions to property, plant and equipment, including improvements in progress, totaled \$3,931,541.

#### Record Shipments

Shipments of bakery flour, durum products and bakery mixes reached record levels in the U.S. during the year.

Sales of formula feeds, now a part of the company's business in Venezuela, as well as in the U.S. and Canada, reached an all-time high and expansion continued with the opening of new formula feed plants at Danville, Ill., and Valencia, Venezuela.

In April, a flour mill was purchased at Maracaibo, Venezuela.

New cake mix flavors, icing mixes and pudding mixes were added to the company's Canadian line of consumer products by its affiliate, Robin Hood Flour Mills Ltd.

International employed a record 4,828 people at year's end. Assets of \$7,468,740 were held in trust at year's end for employee participants in the company's profit sharing retirement program.

#### Casing the Competition

One way to keep sales up is to keep up with the sales techniques of competing companies, notes Ted Pollock in *The American Salesman*. While every salesman has his favorite way of "casing" the opposition, certain strategies have proven successful time and time again. Leading ones include:

- Careful reading of competitive advertisements, sales literature, price lists, catalogues.

- Attending trade shows, visiting competitors' showrooms.

- Subscriptions to trade journals and the business press.

- Asking customers and prospects questions about competitive products.

- Listening "between the lines" to customer complaints, comments, etc.

- Swapping information with fellow salesmen.

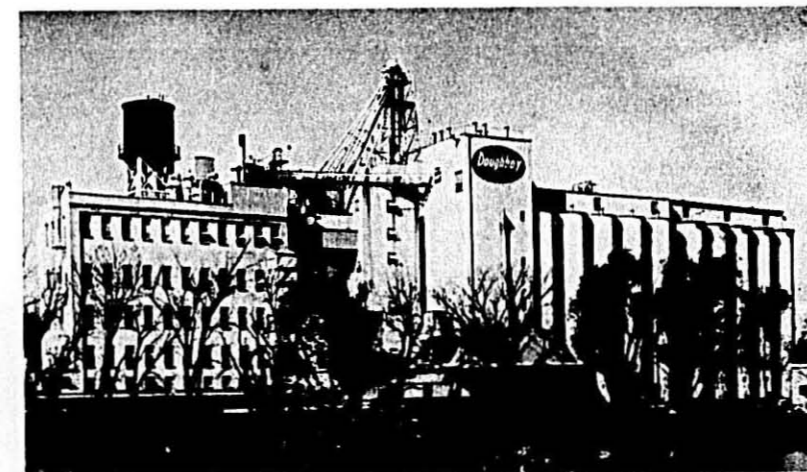
- Examining competitive products closely.

- Consulting basic reference books like Moody's, Standard and Poor's, and Dun & Bradstreet's.

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## WAY BACK WHEN

### 40 Years Ago

• "Take the high road in 1924," said the lead editorial. "Educate the American housewife and create consumer demand, so there will be greater and more frequent use of macaroni, spaghetti and noodles, not as a bird's portion on a side dish, but as the principal food of the meal."

• Senator Ladd of North Dakota proposed an increased rate of duty on wheat from 30 to 45 cents a bushel, and on semolina from 78 cents to \$1.17 per cwt.

• A crackdown on artificial coloring was called for by Ben Jacobs, who urged members to send suspicious products to the Association laboratory for analysis.

• The New York Journal of Commerce reported that macaroni was a good mover in grocery stores and was frequently understocked.

### 30 Years Ago

• Never in the history of macaroni manufacturing in the U.S. had conditions been so generally discouraging. Manufacturers who maintained fair prices and high quality saw their business dwindle to new lows, and the situation was not attributed solely to unbridled competition but to the fact that consumers were losing confidence in the poor competitive grades that were offered. The promised Code of Fair Competition due in June was still forthcoming. To restore confidence was the big battle of 1934 as far as macaroni was concerned.

• A Blue Eagle Pledge suggested (1) to support the Code and cut the arguments; (2) to give the iron ear to the fellow who has all the reasons why it won't work; to realize the slogan is "We do our part" and not "We dupe our partner."

• To complicate competitive conditions, the durum crop was about a quarter of the five-year average totaling 16,109,000 bushels.

• News Items—Racketeers set fire to a truck of A. Russo & Co. of Chicago destroying a valuable cargo of cheese, olive oil and macaroni products. Arson was suspected in a fire suffered by the Empire Macaroni Co. of Brooklyn. Three highwaymen stole the payroll of DeMartini Macaroni Co. of Brooklyn, holding Louis DeMartini at gunpoint.

### 20 Years Ago

• Macaroni products were still on the non-rationed food list but accompaniments like cheese had soared from comparatively low points to high point luxuries. Canned tomatoes and meats were also in a high point group.

• Labor was tight and costs were soaring. Many efficient men had gone into service, and war industries were attracting labor that could not be held by businesses expected to "hold-the-line."

• The Office of Price Administration announced it would base price squeeze relief on industry profits. The policy was based on two points: (1) to deny increases where industry profits were good; (2) to allow individual companies to recover manufacturing costs without consideration given to advertising or overhead.

### 10 Years Ago

• John W. Mock was on the Winter Meeting program to discuss "Selling Can Make a Profit." A panel discussion was planned on "What About Profits?"

• Hal Jaeger of the Can Manufacturers Institute announced four foods teaming up for Lent — salmon, cheese, canned soup, and macaroni, with the U.S. Steel Company supporting the campaign with national advertising.

• At the Durum Show NMMA presented Dr. Glenn Smith, Chief of the Bureau of Plant Industry at North Dakota Agricultural College, with \$1,000 for studies in developing rust resistant varieties of durum.

• Ruben Heermann, durum plant breeder, reported at the Show that experimental varieties designated as LD358 showed promise of being resistant to 15B stem rust.

• Fred Birkel of the large German macaroni manufacturing organization, was in the U.S. for study, and attended the Regional Meeting in New York City.

• Free Enterprise is not free was the theme of the annual meeting of the Grocery Manufacturers of America. President Paul Willis said the average consumer was eating 13% better than before World War II. This improvement of quantity, quality, convenience, tastiness and service was of great benefit to the consumer.

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### New Arrivals—

"It's a girl!" Mr. and Mrs. H. Geides Stanway of Omaha announce the arrival of Heather Nicole, born December 3, weighing in at 7 pounds, 9½ ounces. She is the first girl in the family of four boys for the production manager at Skinner Macaroni Company.

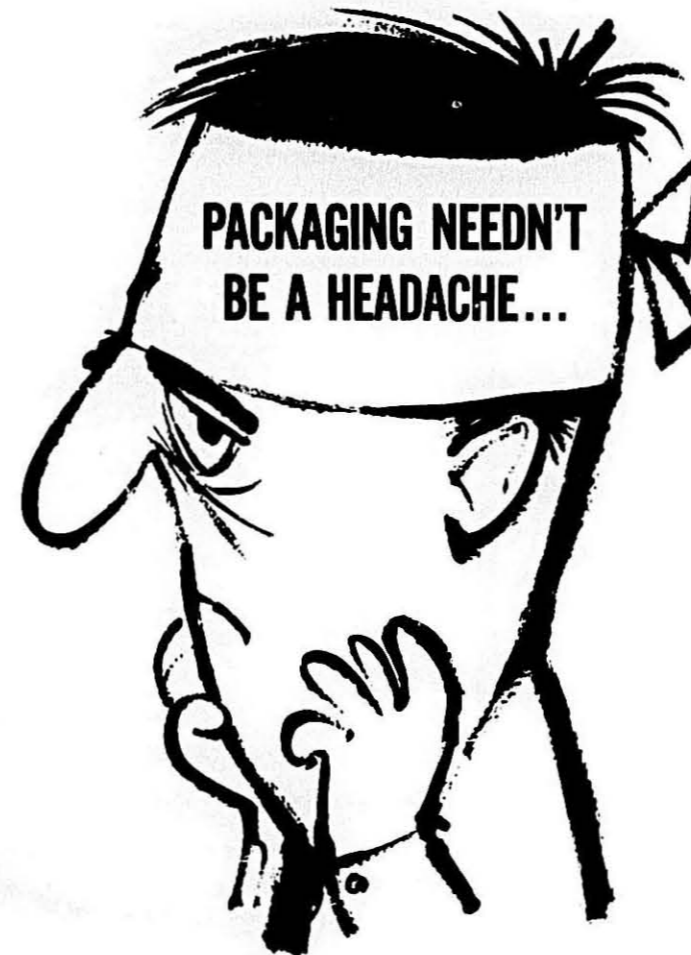
"It's a boy!" announce Mr. and Mrs. John C. Bohan. He is the account executive for the National Macaroni Institute at Theodore R. Sills & Company. The youngster, Andrew Rolf, born November 30, weighed 8 pounds, 11 ounces. He has one brother and two sisters.

### New York Meeting—

(Continued from Page 6)

on MacDougal Street in Greenwich Village. Honored guest at this affair was Monsignor John Romaniello, the Hong Kong Noodle Priest, returning from the Ecumenical Conference in Rome.

THE MACARONI JOURNAL



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