

**THE  
MACARONI  
JOURNAL**

**Volume 46  
No. 11**

**March, 1965**

# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL MACARONI  
MANUFACTURERS  
ASSOCIATION



**MARCH, 1965**

**Convention Report**

"How to Succeed in Business" was discussed by Thomas A. Rothwell, New York attorney. Panelist at his left is Joe Pellegrino, Jr.

At the traditional Rossotti Buffet are (left to right) Mrs. and Mr. Robert Cowen, Mrs. and Mr. Charles C. Rossotti, President Fred Spadafora, and Mr. Lloyd E. Skinner.



**Around the Table:**

Jim Affleck, Bud Wright, Alvin Kenner, Roy and Marie Wentzel, Walter Trengen, Louis Viviano, Jr.

In the foreground are Gene Kuhn and Rita Guerrisi.

Standing are Babe and Ole Sampson with Dick Saunders.

### A LEGEND FOR OUR TIME

He travelled from Bronx to Brooklyn by passing subway. His harp strapped to his back. What with the crowds and the timing, his stance was only more or less upright—depending on the tilt of his neighbor. Whenever he staggered with his Gargantuan pack he murmured a polite apology. He finally got to the party, his back near broke. Excuberantly, nevertheless, he slipped the instrument from his case. He tuned up fustily. Then he waited.

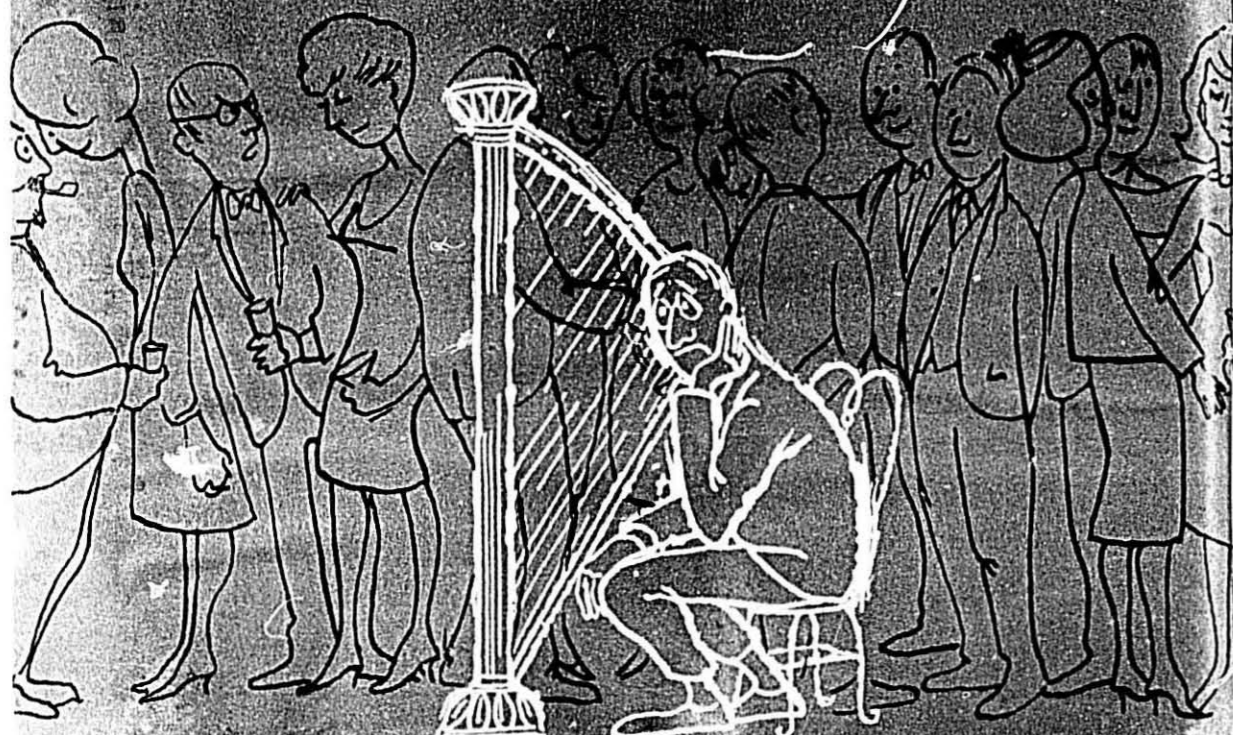
He was still waiting to be asked to play when the remaining crowd broke up at 3 a.m. True, they hadn't asked him to bring his harp. If they chose to ignore his offer to serve it was a free country, wasn't it?

All the way home in the wee hours he walked sobbing through the silent streets.

*"I brought me harp to the party but nobody asked me to play!"*

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# The Macaroni Journal

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No. 11

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## Rx FOOD FOR THOUGHT



Seated left to right are panelists Joe Gioia, Al Weiss and Joe Pellegrino, Jr., asking questions of attorney Tom Rothwell who gave pointers on "How to Get Along in Business Without a Subpoena."



RECORD attendance, fine weather and a good program made for a successful Winter Meeting of the National Macaroni Manufacturers Association held at the Hotel Diplomat in Hollywood, Florida, January 25-28.

Les Willson, trade relations manager for the Packaging Sales Division of Du Pont Filins, gave a chalk talk at a Breakfast Meeting in Convention Hall on Tuesday, graphically illustrating "Patterns For Success in Business." He stated that the pattern for success in business starts with the truism, "Fill a Need." To meet competition, he said, you must know your customers and their needs. Consumers today are willing to pay for convenience. Success, he summarized, depends on people and quality. See further comments on page 8.



Lloyd Skinner, right, assisted by Clete Hanley, left, gave the Progressive Grocer report on "Food Distribution in the Mid-1960's."

The first General Session Tuesday began with "Sounds of Freedom," a General Mills documentary film starring Bob Richards and family on a European holiday. Bob Richards took the viewer on a tour of colorful food centers of Europe and compared them with the modern American food distribution system. The contrast emphasized not only the variety of foods offered in the American market but clearly demonstrated that "Food is a Bargain."

"Food Distribution in the Mid-1960's," a slide presentation predicting that "the rest of the 60's should be the best of the 60's," originally given in an address by Editor Robert W. Mueller of Progressive Grocer Magazine at the Grocery Manufacturers of America convention last fall, was presented by Lloyd E. Skinner. This detailed report starts in the April issue.

### Surplus Wheat

In a panel discussion on "How to Expand Markets," Alvin Kenner, president of the U. S. Durum Growers Association, and James Ole Sampson of the North Dakota State Wheat Commission, both acknowledged the need for a constant supply of quality wheat for the domestic macaroni industry as well as the development of export markets. The question was: "How do we dispose of surplus—and we now have a two-year supply?" It was noted that government is involved in our business, so we had better be involved in government. They called for unified efforts from all segments of the industry to get macaroni durum products on the Plentiful

Foods List, the Type A School Lunch Program, and in P. L. 480 promotions abroad.

### Marketing and Promotion

Mark Heffelfinger, chairman of the Durum Wheat Institute, and H. Howard Lampman, its executive director, reported on the marketing and consumer promotion efforts to expand durum macaroni consumption. Goals include the improvement of the product image, its stature and acceptance; stimulation of product use through specific projects, such as the Economical Gourmet Cookbook, the Demonstration Outline on Twelve Show-Off Recipes, and the institutional preparation film now being considered for shooting in the near future. Recently there have been increased efforts to stimulate research.

Albert Ravarino, chairman of the National Macaroni Institute committee, and Ted Sills, public relations counsel for the National Macaroni Institute, mentioned three objectives of the NMI program: (1) to increase sales of macaroni and noodle products to present customers; (2) to attract new customers; (3) to keep grocers apprised of our efforts.

### New Merchandising Calendar

It was reported that grocers recently received the Macaroni Merchandising Calendar for 1965. The successful theme of Fund Raising Suppers for Churches and Clubs of last fall will be put into brochure form with graphic step-by-step instructions. The rapidly growing (Continued on page 6)

# THE STORY OF MACARONI



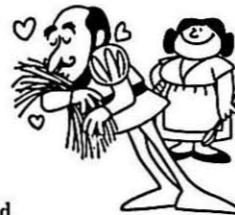
### How Was Macaroni Named?

According to legend, Cicho, a subject of King Frederic of Saubin, dreamed of discovering a wonderful new food that would bear his name. For years he studied and experimented. But before he could present his discovery to the people of Saubin a neighboring woman stole his recipe, prepared the new food herself, and served it to King Frederic. Needless to say, the king loved it. And when Cicho protested that the dish was his invention, the king replied, "Impossible—only an angel could have given mankind such a divine food." And he promptly named the new dish Macaroni, from the word Macarus, the divine fish.



And another legend says that a wealthy nobleman of Palermo, who loved fine food, had a marvelously inventive cook. She devised a dish of boiled strings of dough, covered it with rich sauce, topped it with grated Parmesan cheese, and proudly served it to the noble.

"Cari" or "The darlings" he shouted after the first mouthful—which freely translated means, "Man, this is great!" After the second taste he emphasized his statement exclaiming "Ma Cari," "Ah, but what darlings." And after the third mouthful his enthusiasm was boundless. "Ma Caroni!", "Ah, but dearest darlings!" he cried—paying a supreme tribute to his cook's wonderful discovery and naming the new food, both in the same joyful expression.



—So say the legends.

The naming of macaroni may have many legends, but there's only one name for the highest-quality macaroni flour: King Midas Durum Products



**PEAVEY COMPANY**  
Flour Mills

**Rx Food For Thought—**  
(Continued from page 4)



Italian visitor Dr. Nico Pavan of Galliera Veneto, right, is greeted by Louis A. Viviano, Jr., left, at the Florida Winter Meeting.

teen-age market—consumers of the future—offers the best potential to change the fattening image of macaroni products through education. The Negro market, also rapidly growing, is an excellent potential for macaroni sales, as their consumption is one and a half times that of white families.

Every market is changing today—none are what they were 15 years ago. We must keep up with the trend.

Lead-off man at the second General Session on Wednesday was Thomas A. Rothwell, attorney at law and a discussion leader for American Management Association Seminars on problems of business operation under Federal Trade Commission and other regulations.

**Businessman of the Future**

Mr. Rothwell discussed the interesting subject of "How to Get Along in Business Without a Subpoena." He declared that the businessman in the future will have to be fully conversant with electronic data processing equipment and the antitrust laws—neither can be ignored.

**Antitrust Laws**

In describing the antitrust laws, he pointed out that the Sherman Act makes conspiracies unlawful, so joint action should be avoided. The Clayton Act forbids individual actions in certain areas of promotion and advertising, with the Robinson-Patman Act as an amendment to the Clayton Act.

You can neither fight, run, nor hide from the government's antitrust activities, so your marketing plans and policies should be arranged in counsel with a good antitrust lawyer. If an FTC investigator calls on you at your office

again, he should be handled courteously but firmly by your attorney. His final admonition was: "It isn't what you do; it's how you do it."

In a panel discussion entitled "Taking the Pulse of the Industry," members of the Executive Committee commented on conditions affecting macaroni operations.

**Battle of the Shelf**

Vincent F. La Rosa said the battle in the grocery store is on the shelf. There are too many items that move less than a case a month. The grocer is a man of reason, being fed information by computers, and we must show him shelf movement. He will determine his own profit. There will be a loss of shelf space if there is no turnover, and turnover will come by stimulating the consumer to pick up the package through advertising and promotion.

Robert I. Cowen, Sr. declared that research is a problem for small companies who can do little in developing new products and packaging unless they have funds earmarked for this purpose. Basic research also costs money and can best be underwritten by cooperative efforts through the Institute and the Association. Mr. Cowen commented that we have made a small start in this direction and must not be impatient for results.

**Distribution Costs Up**

Joseph Viviano, sitting in for his father, Second Vice-President Peter J. Viviano, said that raw materials and production costs used to make up the total cost picture. Today, distribution adds much more to the total. Great changes are coming in distribution, and there must be sufficient margins for research and development to improve marketing practices.

President Fred Spadafora emphasized the need of profit to accomplish industry objectives as well as to make for individual company progress in the areas of improving consumer acceptance, strengthening the brand franchise, developing new products and marketing methods, research and development. "Know your costs," he declared, "and sell at a profit."

**Low-Fat Diet Suggested**

At a Luncheon Meeting, Dr. Walter W. Sackett, Jr. of the Dade County Medical Association and currently president-elect of the Florida Academy of General Practice, suggested that Americans would do well to emulate the low-fat diets of the Polynesians with their poi, the French with their bread, the Mexicans with their beans, the Balkans with their turnips, and the Italians with their macaroni products.



Dr. Walter W. Sackett, Jr.

"A look down through the ages should convince us that most civilizations have a basic food simple in composition which accounts for the survival of nations as well as for the state of their economy," Dr. Sackett declared.

"In my years as a family doctor," he continued, "I have found that the greatest cause of death and disease was directly connected with overeating and consequently overweight—namely, arteriosclerosis with some one million deaths a year. This does not include the suffering by the old folks of the myriad of effects due to the gradual closing of the arteries. This is in great contrast to the relative insignificance of cancer with its quarter million deaths a year and its far less imposing record of crippling effects."

The Board of Directors meeting Thursday morning elected to return to the Diplomat for the Winter Meeting in 1966 for the period January 18-21.

**On the Social Scene**

Good fellowship was enjoyed at the Suppliers' Socials beginning with an Ice-Breaker Party held on the Patio of Diplomat West Monday evening. Two other Socials were held: one prior to the traditional Rossotti Spaghetti Buffet Tuesday evening in Convention Hall; the other immediately preceding the Wednesday evening Dinner-Dance in the Calcutta Room of the Country Club. Participants included representatives from the following companies:

- Amber Milling Division, GTA  
St. Paul, Minnesota
- Ambrette Machinery Corporation  
Brooklyn, New York
- Archer Daniels Midland Co.—  
Durum Dept., Minneapolis, Minn.
- Ballas Egg Products Company  
Zanesville, Ohio
- V. Jas. Benincasa Company  
Zanesville, Ohio

(Continued on page 8)



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In any size—any shape—it's always easier to control the quality and color of your products with Amber's first quality Venezia No. 1 Semolina, and Imperia Durum Granular.

Nationally-famed macaroni manufacturers have long preferred these superior Amber products because of their consistently uniform amber color, uniform granulation and uniform high quality.

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We are prepared to meet your orders—prepared to ship every order when promised. And because of our rigid laboratory controls, highly skilled milling personnel and modern milling methods, you can be sure of consistent Amber quality. Be sure—specify AMBER.



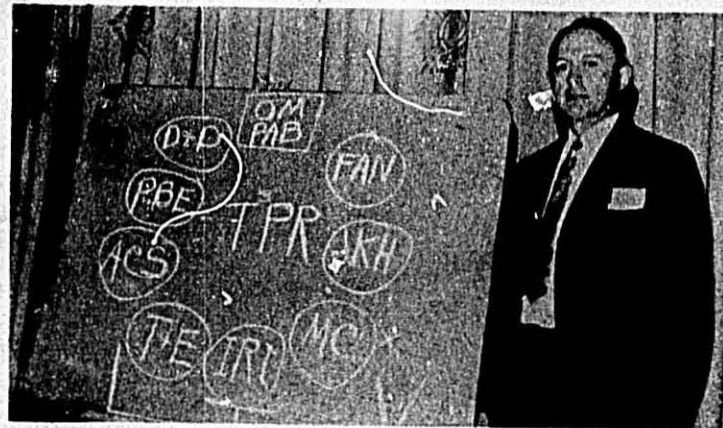
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## PATTERN FOR SUCCESS IN BUSINESS



Lester S. "Les" Willron, trade relations manager for the Packaging Sales Division of the Film Department of E. I. du Pont de Nemours & Company, Inc., gave a chalk talk at a Breakfast Meeting opening the Winter Meeting of the National Macaroni Manufacturers Association. The following is an outline of his pattern.

THE following principles and policies were emphasized in a speech by the late Lammont du Pont while he was Chairman of the Board of E. I. du Pont de Nemours & Company, Wilmington, Delaware.

"These points," he said, "seem to me to have governed the establishment and growth of the business and contributed to its success. These same points are followed today. We do not know what the future holds, but it would seem clear that these principles will remain fundamental."

Later, James Q. du Pont placed these points around a center or "hub" of TRY TO TREAT PEOPLE RIGHT. Here are the principles:

1. F.A.N.—"Fill A Need." Does that make sense to you? In whatever line of endeavor, it is essential that the activity fill a purpose; does it really fill a need?
2. J.K.H.—"Job Know-How." One must know how to do the job or perform the service, whichever it may be.
3. M.C.—"Meet Competition." You must be determined to make your product as good as, or better than, your best competition, and sell it at the best price to insure a reasonable return on the investment.
4. I.R.I.—"Improve — Research — Improve." Never be satisfied. Always strive to do better. Today quality is the

watchword of success. Too, safety must be considered, because a safe place to work, awareness and practice of safety rules on the job, result in production results.

5. T. & E.—"Thrift & Economy." Don't waste anything.

6. A.C.S.—"Additional Capital Secured." Be in a position to secure capital and apply it where and when needed. One way to do this, when collateral is lacking, is based upon the reputations or name one has made for himself in the past.

7. P.B.E.—"Plow Back the Earnings" into the business. Replace obsolete equipment. Improve present equipment. Remodel, etc.

8. D. & D.—"Departmentalize & Diversify." Diversify . . . product-wise. Departmentalize . . . organizational-wise.

9. O.M. & P.A.B.—"Owner-Management & Personal Attention to Business." The originator of our business believed in owner-management and personal attention to the business. This is particularly true today in view of the necessity of the demands on management to make decisions and take calculated risks.

10. L.T.V.—"Long Term View." It is necessary to plan ahead not just a day, a week, a month, or a year, but 5, 10, or even 20 years.

Finally, all of these spokes to the wheel must be secured to a "hub"—T.P.R.—"Try to Treat People Right." You could practice the "spokes" religiously, and yet unless you practice "Do unto others: as you would have them do unto you," all is to no avail.

I believe the philosophy of E. I. du Pont, himself, will act as a fitting summary to the above comments, in that "No Privilege Exists That Is Not Inseparably Bound To Duty."

Finally, I leave you with a personal ladder of success:

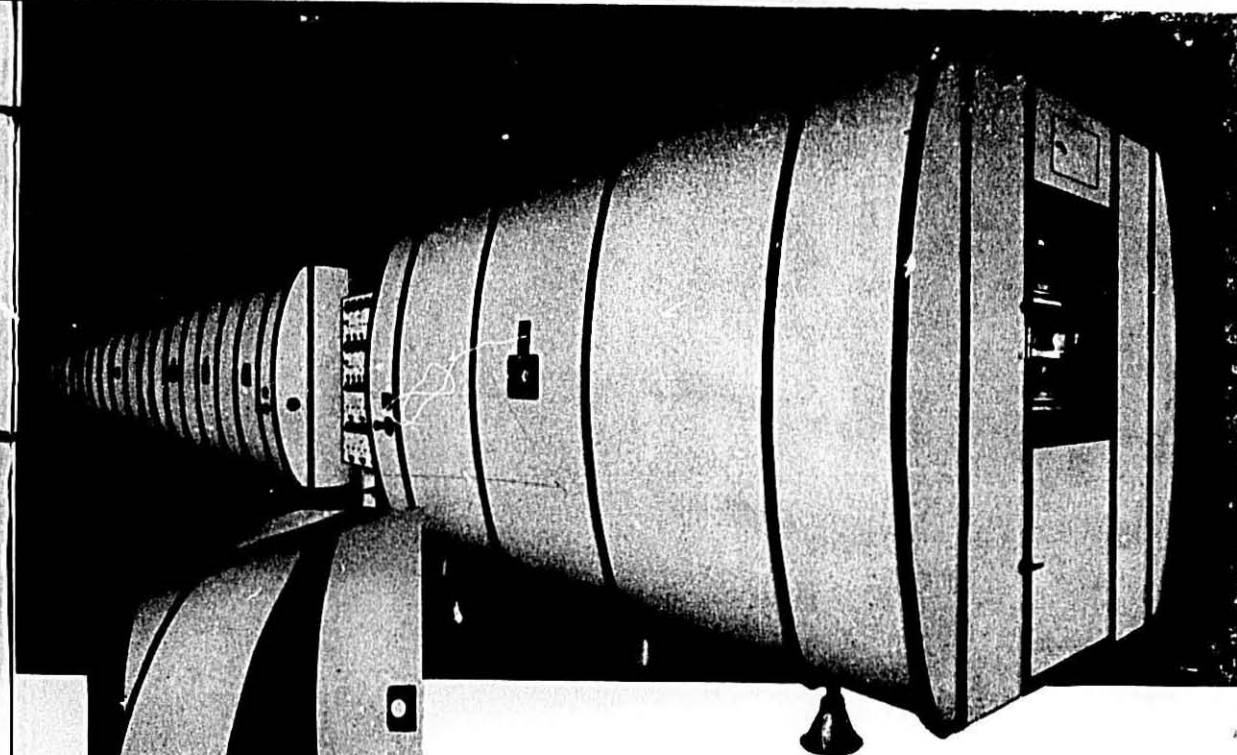
- 100 . . . . . I did.
- 90 . . . . . I will.
- 80 . . . . . I can.
- 70 . . . . . I think I can.
- 60 . . . . . I might try.
- 50 . . . . . I suppose I should.
- 40 . . . . . What is it?
- 30 . . . . . I wish I could.
- 20 . . . . . I don't know.
- 10 . . . . . I can't.
- 0 . . . . . I won't.

Which rung of the ladder are you on?

### Rx Food For Thought—

(Continued from page 6)

- Braibanti—Lehara Corporation  
New York, New York
- The Buhler Corporation  
Minneapolis, Minnesota
- Clermont Machine Company, Inc.  
Brooklyn, New York
- DeFrancisci Machine Corporation  
Brooklyn, New York
- Doughboy Industries, Inc.  
New Richmond, Wisconsin
- DuPont Film Department  
Wilmington, Delaware
- Faust Packaging Corporation  
Brooklyn, New York
- General Mills, Inc.  
Minneapolis, Minnesota
- Henningsen Foods, Inc.  
New York, New York
- Hoskins Company  
Libertyville, Illinois
- International Milling Company  
Minneapolis, Minnesota
- D. Maldari & Sons, Inc.  
Brooklyn, New York
- Monark Egg Corporation  
Kansas City, Missouri
- North Dakota Mill & Elevator  
Grand Forks, North Dakota
- Wm. H. Oldach, Inc.  
Philadelphia, Pennsylvania
- Peavey Company Flour Mills  
Minneapolis, Minnesota
- Rossotti Lithograph Corporation  
North Bergen, New Jersey
- Schneider Brothers, Inc.  
Chicago, Illinois
- Triangle Package Machinery Co.  
Chicago, Illinois
- United States Printing & Lithograph  
New York, N.Y.
- Vitamins, Inc.  
Chicago, Illinois



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By matching temperature to the product's capacity to release moisture, BUHLER Dryers are able to use higher temperatures, thus cutting drying time to as little as 4 hours for certain products.

**Sanitary.** From entry to discharge, the product touches non-corrosive materials only. BUHLER swing-out panels make cleaning an easy task, and off-the-floor construction likewise simplifies sanitation.

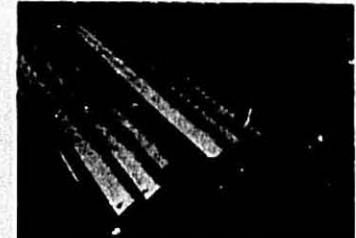
**Pre-dryer.** You can also improve your present drying operation by installing a BUHLER Preliminary Dryer in your present production line.

More than 200 BUHLER Dryers are now operating in the United States and other

countries. It will pay to investigate how you, too, will profit by drying the BUHLER way.

- Specially-designed swing-out panels
- Super-efficient insulation stops both heat and vapor
- Sanitary off-the-floor design prevents condensation on floor underneath
- Patented aluminum alloy conveyor
- No mixing of different type products because conveyor elements empty completely
- Positive air circulation dries uniformly over entire width of belt
- Needs practically no attendance
- Economical. Requires relatively little power, heat, or maintenance

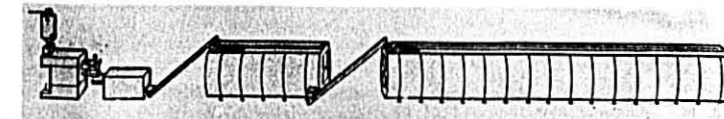
Swing-Out Panels provide easy access for inspection and cleaning. Requires less than a minute to remove.



**5-Element Aluminum Drying Belt.** Stronger, more rigid than any screen conveyor. Stays clean for there's no wire mesh in which dirt can lodge. No belts to loosen, no screens to mend.



**Shaking Distributor** prevents product from adhering when it first enters the Dryer. Spreads goods evenly over the belts for more uniform drying.



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# HOW TO EXPAND MARKETS

a panel discussion at the NMMA Winter Meeting

Alvin Kenner, of Leeds, North Dakota, president of the U.S. Durum Growers Association, stated:

I WAS impressed with Mr. Willson's statement that "just good enough, is not good enough." This is the theory we work on in our group, the Durum Growers Association. This goes for research, production, and marketing.

Come next July 1, we will have a two-year supply of durum on hand with a new harvest in sight. At an industry meeting held yesterday, we learned that the world supply of durum was adequate.

We have had adequate moisture since fall, and there is reason to believe that durum growers will plant about the same acreage in the coming year. I believe that even with a two-year's supply of durum we should sit down and take a look at our source of supply and market development. This, of course, points up the need for understanding within the entire industry.

As growers, we look at the market potential in two areas: One is domestic; the other is foreign. As suppliers, we are dedicated to the domestic market. We want you to know this. We indicate ourselves as growers to assure industry of an adequate source of supply through research in durum breeding. This is insurance against future losses.

We have been working through legislators and the Department of Agriculture to try to get durum macaroni products included under the Type A School Lunch Program. From notices of a meeting in Washington, February 9, we are encouraged.

We have asked the Department of Agriculture to aggressively implement their subsidy on durum, and promote durum under P.L. 480. I want to impress you with one thing: that in this day of market development, perhaps the starting point is to sit down and talk about our problems, recognize one another's problems and each go home and carry on from there.

James Ole Sampson, of Lawton, North Dakota; immediate past chairman of the North Dakota State Wheat Commission, commented:

It has been two years since I last appeared on your program. In that time a great change has taken place in the durum supply. This amount on hand is regarded with different points of view.



Seated, left to right, Ted Sills, Al Ravarino, Fred Spadafora. Standing, left to right, Ole Sampson, Howard Lampman, Al Kenner, and Mark Heffelfinger.

Some people look at it with alarm. Some people are very glad that it is there. However you look at it, we must realize that a constant supply of quality durum is essential. But there is a question of how to dispose of it and how to handle future production. The domestic market cannot take and utilize the full amount. If we gear and point at only one market, then you can have fluctuations; you can have differences in supply.

In the past, we farmers have concentrated on production and left the marketing and the promotion of the product entirely to industry. We felt that it was their problem. Now we know we must acquaint ourselves with this area as well. We know that no one segment can take care of itself completely.

We have a Wheat Commission that is approaching this problem. It has many committees, and they deal with domestic marketing, they deal with foreign, they deal with moving grains into market channels in as expeditious manner as possible and with as little governmental interference as we can have.

The Wheat Commission has distributed over half a million pieces of educational material. We are working to provide information to foreign buyers who are interested. We try to let them know about supply and shipping points. We are doing research on market areas. We do feel there is a great potential, both domestic and exportwise, in the West for the raw product as well as finished goods. We feel that to be on

top of the times we must anticipate mushrooming population both in the U.S., South America and in the Far East. And, we think that if we are there first, we can probably maintain our production and increase it and be of benefit to the entire industry in this manner.

Mark Heffelfinger, chairman of the Durum Wheat Institute Committee, referred to *Look* magazine, January 26 issue, and particularly to the article, "Let's Keep Politics Out of the Pantry." He said:

I think this article ties in very well with what was said earlier and what we saw on the films and slides. I will read one paragraph out of it, by Mr. Charles G. Mortimer, chairman of General Foods Corporation.

"We hear much about how a small share of each dollar spent for food goes to the farmer. Yet the fact is this. If every single dollar of the corporate profits made by the food marketing industry were eliminated; that is, all the profits of processors, wholesalers, food chains, independent food retailing corporations, the total marketing bill would be reduced only enough to add a single percentage point to the farmers share of the retail dollar."

I think this points out the fact that present marketing and processing systems, and distribution systems, are pretty efficient.

As far as the durum millers are concerned, we have the Durum Wheat Institute, and where we fit into the pic-

ture is in this overlap area of common interests between producers, millers, and macaroni manufacturers; namely—

the marketing and the increased consumption of domestic macaroni products made from durum wheat. Our Institute is made up of all the durum millers in the country, and through Howard Lampman we attempt to work with the National Macaroni Institute, the National Macaroni Association, the North Dakota Wheat Commission and the Durum Growers Association in covering all areas which will lead to the common objective of greater consumption of macaroni products in this country from durum wheat.

So far as the total durum picture is concerned, we also work with the various growers' associations and with the Department of Agriculture on the programs which will expand the total markets for durum, both domestic and abroad. At that point, we get into rather broad areas of political discussions on what the farm program is likely to be and what it should be in order to accomplish the things that Ole Sampson and Al Kenner are talking about in foreign markets.

Howard Lampman, executive director, Durum Wheat Institute, talked about extending the market:

In the Durum Wheat Institute we have rather well-defined goals. We try to improve the market in two ways; first, by improving the product image to give the product some stature and recognition and acceptance; and we also try to stimulate product use. Everything that we have done in recent years has been geared along these lines.

We have limited our activities in home economics to hotel, restaurant, and institutional work, and to special projects. We have more recently been engaged in trying to stimulate some research.

We also run advertising in the medical press, a modest schedule in which we mention that macaroni foods are one of the enriched or whole grain products in the Guide to Good Eating. These advertisements go to physicians and nurses.

We have a number of things in the works at the moment as far as our future program is concerned, in which we hope to join hands again with the National Macaroni Institute and the North Dakota Wheat Commission. One of them is an 8-minute color movie—"How to Cook Macaroni Foods" for institutional food service. Copies of the scenario will be given to Bob Green for circulation to the members of the Board of Directors of the National Macaroni Institute for comment and suggestions,

and also to members of the North Dakota Wheat Commission, and the Durum Growers Association.

The plan calls for the establishment of a regular hotel, restaurant, institutional program, financed jointly by the National Macaroni Institute, the North Dakota Wheat Commission, and the Durum Wheat Institute, in which we will hire a specialist to work particularly in that field, with some attention paid to the school lunch area.

## Research

Because we have had many promising indications, we have paid particular attention recently to the need for research on wheat and wheat flour foods. Cereal products such as yours reduce blood serum cholesterol. An experiment at Michigan State University showed that people on such a diet reduced their blood lipids.

Bob Green, Al Weiss, and Jim Winston, were on a Pro Tem Committee on human nutrition research. An outline of research needs for the cereal industry's wheat and wheat products of all sorts, including macaroni foods, will be presented to all segments of the industry at a meeting in Washington, April 20 and 21. If people suddenly got the idea that eating more macaroni and spaghetti and noodles would serve as a safeguard against heart disease, the number one killer in the U.S., we would automatically find much greater acceptance.

We worked with the growers to secure an \$94,000 appropriation for marketing research. We plan to follow up on this. The \$250,000 appropriation which we helped the growers secure for research exclusively in wheat, is being spent in the current fiscal year. Another similar appropriation has been requested for the next fiscal year. Half of this money is currently being spent to explore the nutrient character of wheat itself, the other half to explore the contributions of diets high in wheat as compared with other diets. If this work goes well, you can expect something which will exalt your product in relation to other foods and give you leverage in the market place.

Also proceeding through the Department of Agriculture, just recently announced, is a survey of consumption by households in the U.S., which will show what kinds of food people eat, when they eat them, how they eat them, and so on. We can expect something from that. We asked particularly about wheat flour foods in this survey and were told that the survey was planned some time ago, that the contract was already let and that there could be no change in it now—which is a typical reaction. Perhaps the growers can join with us to

see if we can explore that area of work and what can be done.

Ted Sills, National Macaroni Institute public relations counsel, said:

We are looking for new markets all the time. In addition to this, we are trying to keep the retail trade constantly aware of the progress of the macaroni industry and what we are doing. The new brochure shows that \$1,000 of macaroni will sell \$8,500 in related items. This particular brochure goes to the heads of all the chains, the advertising and promotional managers, as well as the macaroni buyer. In addition, it is put into the hands of the macaroni companies for their salesmen and brokers to further drive the point home. Along with our regular consumer work, we are hitting hard at the present time on three important segments of our market.

The first one, which has been exceedingly important and on which we have gotten great results, is the Church and Club Money-Raising Suppers. The papers have carried a lot of space on macaroni or spaghetti suppers. We have had requests from the editors who, in turn, have had requests from their readers for ways of doing this. Previously, Bob Green has had on hand for the individual members of the Institute, mimeographed copies of how to put on a money-making supper. The Institute Committee has okayed a brochure which will be pictorial, easily read, and very informative. This brochure will be ready in several months to be placed in the hands of the manufacturers who will promote it on a local level, while we are promoting it nationally in newspapers and magazines.

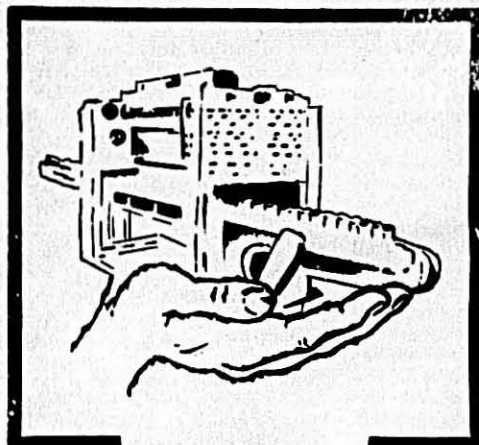
Our survey, presented last summer, showed a predominance of feeling among the American public that macaroni products are fattening. The only way we can soften this market is by inculcating in the kids that you can control your weight and still eat macaroni products. These kids are our consumers of the future. People who are in their forty's and fifty's now have their ideas firmly set and are not going to change them. The only way we can change our image, this fattening image, is to work on today's kids.

The third important segment is the Negro market. This is such a tremendously important market to you. We are thinking not alone in terms of the publicity we are getting among the Negroes but more important to the macaroni manufacturers, we are thinking of the importance of your own advertising and promotional efforts. Just a few facts on this:

(Continued on page 14)

You are in competent hands---

with **DEMACO** equipment!

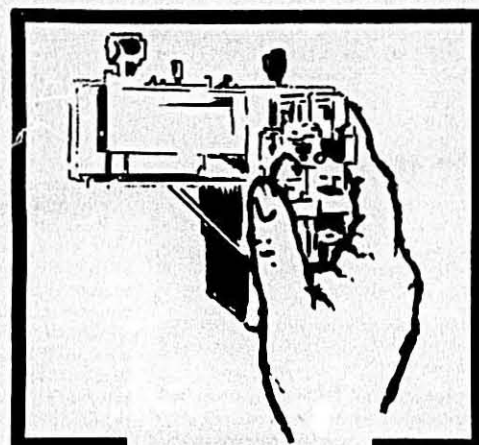


**DEMACO  
DIRECT CANNING SPREADER**

Only Demaco's direct canning spreader offers you the unique advantages of a spreader with an accurate measuring system plus direct feed into cans. All originated, engineered and manufactured by the same company. This results in unequalled flexibility and provides the greatest possible degree of freedom for the operator and the process planner.

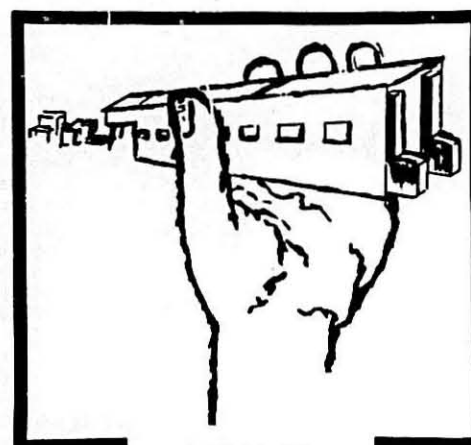
If you are planning to can spaghetti and want this investment to pay back full dividends—come see the Demaco direct canning spreader. Make sure the press you choose offers all the important features that Demaco offers you.

Write in for 16mm film showing the Demaco can spreader in actual operation.



**DEMACO  
2 HEAD SHORT CUT PRESS**

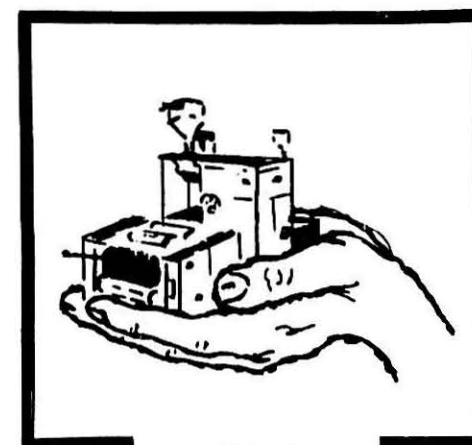
The new Demaco Short Cut Press with two extrusion heads assembled in one compact unit will produce over 2000 pounds per hour of short cuts. Here the accent is on quality, production with slow, slow extrusion over two dies. Before you buy, investigate the many outstanding features offered by Demaco. This new Demaco 2000 pound per hour press is planned for tomorrow's needs, today. This is the key to better production capacity needed today. Over the past 20 years, the outstanding performance of the 1000 lb. Demaco short cut presses have proved their value in longest service and lowest operating costs. Demaco's 2000 pound per hour press has even higher standards of quality and still lower maintenance costs. For more information write or call De Francisci Machine Corporation.



**DEMACO  
LONG GOODS  
CONTINUOUS LINE**

Compare Demaco's Automatic Long Goods Continuous Line with all others. Compare dependability . . . day in and day out guaranteed drying of all spaghetti, perlatelli, bucatini, spaghettini, vermicelli, capellini, linguine and linguine fine. Compare Sanitation—Access throughout the entire dryer for vacuum cleaning or washing down. Compare Quality—all components are from America's top manufacturers as Taylor, Moore & Honeywell Instrumentations, U.S. Motors, Torrington fans, Allen Bradley Controls, Link Belt. Service—24 hour daily production at 1500 lbs. per hour. Trained Demaco field engineers instruct your employees. Installation—easy installation as dryer is completely erected at plant and then numbered for knock down, making easy erection.

Come see how the entire 24 hour daily production, a total of 36,000 lbs. can be packed in less than 8 hours.



**DEMACO  
4 STICK SPREADER**

Demaco's new 4 stick spreader with a production of 1500 lbs. per hour or up to 2000 lbs. per hour. The spreader that is designed with two (2) extrusion heads and two (2) sets of connecting tubes, producing highest quality at a slow extrusion rate.

The spreader that takes the same floor space as the 1000 lb. press and has the "trade approved" Demaco single mixer extrusion press with the completely vacuumized mixer.

Demaco's 4 stick spreader is now operating in many plants and a personal inspection can be arranged for you to see the press in actual operation.

**THE MACARONI INDUSTRY'S HELPING HAND . . .**

**DeFRANCISCI MACHINE CORPORATION**

46-45 Metropolitan Ave.

Brooklyn, New York 11237

Phone: EVergreen 3-9880



**How to Expand Markets—**  
(Continued from page 11)

There are approximately 20 million Negroes in the U.S. We are in the midst of a tremendous migration, and they are changing the conformation of every city in the country. Today there are 78 major market cities that have Negro populations of 25% or over. By 1975 most of these cities will have Negro populations of over 50%. In New York, I think the present Negro population is around 14%, but that 14% is more than 1,000,000 people.

Of further importance — and this is the most important to the macaroni manufacturers, we believe—is the fact that the surveys among the Negroes have shown that the average Negro family eats 1½ times as much macaroni as the average white family. They eat twice as much rice and twice as much hominy grits as the average macaroni family.

Obviously our job in the Macaroni Institute is to switch the hominy grit eaters and the rice eaters into macaroni eaters. Because we have a tremendous market by just that switch. The Negro is not as diet-conscious as the average white person. The reason for this is that the Negro does more physical labor than we do because of the type of job he has. So, they are in a position to consume more foods that white people might consider fattening.

Consequently we urge you in your own promotional efforts and your advertising efforts to be extremely conscious of this market and not to approach it with any preconceived ideas. Every single market is changing today. The markets as we knew them 15 years ago do not exist any more. This is the whole trend of your public relations program—to try to keep with the trend of changing markets, and to try to switch people who eat competitive foods into macaroni eaters.

**Sounds of Freedom**

General Mills has released a documentary motion picture, "Sounds of Freedom," dedicated to the food industry's "Food Is A Bargain" campaign.

Recently filmed in England, France and Germany, as well as in the United States, the full-color picture stars Bob Richards, director of the Wheaties Sports Federation. Through the camera's eye, it compares colorful European food centers such as West Haven in Berlin, Les Halles in Paris, Covent Garden and Smithfield Market in London with American food marketing.

The "Food Is A Bargain" campaign theme is supported by visual proof as well as compelling facts and figures.

James P. McFarland, General Mills Vice President for Consumer Foods, terms viewing this film "a memorable experience for all interested in the American food industry and its future." It was shown at the N.M.M.A. Winter Meeting.

**Bob Richards Narrator**

On a holiday visit to Europe, Bob Richards and his family are startled by the great voice of West Berlin's famous "Freedom Bell," which rings every day from the tower of the Rathaus, or City Hall. Presented to the people of the city by the people of America, the bell and its voice are dedicated to a paraphrase of Abraham Lincoln's great hope: "that this world, under God, shall have a new birth of freedom."

An interview with West Berlin's Governor-Mayor Willy Brandt, and then a visit to the monument at Tempelhof Airdrome to the fliers who lost their lives in the famous "air lift," confirms in Bob's mind the principle that "whoever controls a nation's food supply controls the nation," and "without food, not even freedom itself can survive."

This converts the Richards family's trip, originally intended as a sight-seeing trip only, into a trip with a larger purpose: to combine sight-seeing pleasures with an exploration of European food practices for ultimate comparison with our own.

The result is a camera visit, in full color, not only to world-renowned places of scenic, cultural or historic interest in a sampling of Europe's greatest cities, but also to areas most tourists never see. In addition to the Berlin Wall, the Paris Louvre and London's Westminster Abbey, among many other places of general interest, the camera takes us to Berlin's West Haven and Fruethoffen, to Parisian Les Halles and a colorful French street market, to Covent Garden and Smithfield Market in London as well as to a little English



Thousands of bumper strips calling for frequent servings of 'noodles' and macaroni products were distributed by International Milling Company at the Winter Meeting in Hollywood, Florida. Ralph Sarr, N.M.M.A. director, left, and N.M.M.A. President Fred Spadafora, right, watch Anthony L. DePasquale, durum products sales manager for International Milling Company, as he fastens a noodle strip in place.

hamlet time forgot, while we roam through picturesque streets on weekly market day.

**U.S. Distribution**

Back in the United States, Bob takes a quick look at our own food production, also distribution and marketing procedures. He concludes that though European food distribution is colorful, it falls far behind United States standards. He dramatically points up that the United States food distribution system with the highest standards in the world delivers to consumers at an extremely low cost per unit, lowest in the world in relation to after-tax income.

Bob Richards handles both off-screen and on-screen narration.

**Bumper Strips**

One day during the convention at Diplomat West, all of the cars in the area blossomed forth with bumper strips urging the viewer to Make a Meal With Macaroni or to Use Nutritious Noodles. In addition to distribution at the convention, the Durum Division of the International Milling Company has distributed these bumper strips throughout their 40 plants and offices across the United States.

In a letter to the trade, Durum Division Sales Manager A. L. De Pasquale writes: "Our industry has made excellent progress, and we want to continue our combined efforts to get the American public consuming more macaroni products in the endless variety of preparations. These bumper strips will be another method of maintaining public awareness of the value of macaroni products and assisting in the increase of macaroni consumption."

Suggested application of the bumper strips include employees' cars, jobbers' vehicles, company trucks, and a variety of connections or tie-ins with friends and business associates.

In the words of Mr. A. L. DePasquale, "Let's make 1965 a bumper year!"

**Serving the Macaroni Industry  
With EXTRUSION DIES  
FOR MORE THAN**

**60**

**YEARS**

TRADE MARK REG. U.S. PAT. OFF.  
D. MALDARI

**Time Honored • Time Proven • Time Tested**

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## The World's Finest Durum Products

A few folks think North Dakota is somewhere south of Alaska with plenty of Indians (fairly peaceable) and very little indoor plumbing.

Truth is, North Dakota's in the heart of the world's finest durum-growing country. And wheat is our number one product. This is what we grow best — and mill best.

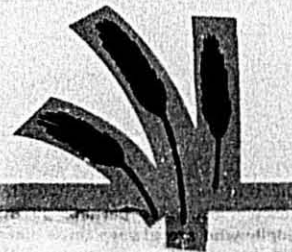
Everyone has to be proud of something. We're proud that so many outstanding macaroni manufacturers select North Dakota durum products (from our Mill) for the best possible uniform color, quality, flavor and service.

The best way to avoid an ambush is call us with your order. We'll see that your shipment gets to you — exactly when you asked for it.

DURAKOTA NO. 1 SEMOLINA  
PERFECTO DURUM GRANULAR  
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DURUM PATENT FLOUR

North Dakota Mill and Elevator

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DURUM DIVISION

## DURUM PROBLEMS AND POTENTIALS

by Daniel G. Amstutz, Cargill, Incorporated, at the Wheat Quality Conference

THERE are few examples as dramatic as durum to document the truly wondrous achievements of those dedicated individuals of our industry who have made quality improvement their watchword. Just 10 years ago we were faced with disastrous crop losses as a result of 15-B rust. The average yield in 1954 was only 5.6 bushels per acre, and total production was less than 9,000,000 bushels—not even one-third our domestic requirements.

Production for the last three crop years and current available supplies in our country is ample evidence indeed of the successful efforts of the scientists and technicians who shouldered the task of beating the rust menace. They did their jobs well!

The very fact that the scientists have given our continually more efficient growers the wherewithal to produce such abundance has created new problems for all of us employed in this industry. I would like to discuss these problem areas in some detail, but, first, I believe a short review of the current situation is in order.

### Domestic Efforts

It is refreshing to cite the many accomplishments within our own country. Producers, millers, and macaroni manufacturers first united to fight the common enemy—rust. But, fortunately, they saw more areas of probable beneficial cooperation. Research in raw material quality, nutrition research, product development, and consumer education are a few of the projects which were launched. As an industry, they developed a hard sell attitude from the farm to the dinner table.

How fruitful have these efforts been? This is probably easiest answered by mentioning an interesting paradox, cited by Theodore Sills, public relations counsel to the National Macaroni Institute.

He noted that there is a great wave of weight reduction in this country. Macaroni users and non-users alike both believe that macaroni products are fattening. Even so, there has been an increase in per capita consumption of this so-called starchy and fattening food.

On one side we have the feeling that macaroni foods are starchy and fattening. We also have perhaps 40 million people who are always on a diet. Yet, in the last six years, with a population increase of approximately 3%, macaroni



Daniel G. Amstutz

roni sales have increased about 15%. Apparently then, the American dieter has a virtuous desire to reduce, but he still continues to eat what he wants. But, in addition to this, the American consumer wants prime quality in his food products and he is sensitive to effective sales programs which call his attention to the myriad of food products available on grocery shelves. There seems to be little doubt that much of the credit for continually better acceptance of macaroni products in our country is due to the hard-sell, quality-conscious, efforts of the united industry approach.

So, we have a bright and optimistic future on the home front. Helpful as this may be, and even allowing for the maintenance of adequate reserves, it is not nearly enough. We have a proven capacity to produce far more durum than we either will or can consume domestically. Therefore, if we are to economically justify a continued high level of production, we must look to a broader market. It is as true for durum as it is for all other agricultural commodities produced in this land — the greatest potential lies outside the confines of this United States.

### International Situation

Let us then turn our attention to the international durum situation.

In analyzing world trade, we must focus our attention, not to total world production, but to areas of surplus and deficit production. First, the exporters. In addition to the United States, this list includes Canada, Argentina, and North Africa. Presently, there is only

one notable import area — Western Europe. With the sole exception of Switzerland, the other major importers — France, Germany, Italy, and Belgium, are all members of the European Economic Community. Only negligible quantities move to the United Kingdom. And the vast areas of Africa, South America, and Asia are equally unimportant durum consumers. Likewise, it is proper to exclude the Soviet Union from our list of importers—last year's shipment of this particular class of wheat to Russia is not likely to be repeated.

In passing, it is interesting to note that the Soviets do have a long history of durum production. In 1940, 15% of their total spring wheat acreage was sown to durum. As a result of diversion of acreage to higher-yielding hard winter wheats, this percentage declined to something less than 4% in the early 1960's. Reportedly, current Russian plans call for a reversal of this trend of declining area and production, and the official goal for 1965 is production of some 100,000,000 bushels.

To we who are wrestling with the problem of disposing of a similar quantity available in our own nation, this may appear to be an unrealistically high figure. But let us remember that present durum production in the United States constitutes only 10% of current total world production; that, while it is true that commercial demand for durum on our continent and in the traditional importing nations of Europe is almost entirely for the manufacture of macaroni products, durum is consumed in other forms as well. In those areas where outturn is substantial but where demand for food is acute, much is milled for bread flour for local consumption.

### Durum Exports

But, back to our analysis of world trade. The average annual total of durum exports, or the sum total of all commercial purchases by importing nations, is about 50,000,000 bushels. In 1961-62 this figure was indeed impressive. Today it appears pitifully small. At the beginning of the present crop year the United States and Canada each had stocks on hand of over 100,000,000 bushels. After deducting normal domestic requirements, North America had balances large enough to cover world de-

(Continued on page 18)

### Durum Problems—

(Continued from page 17)

mand for three years. And let us not forget Argentina and their ability to furnish one third of this year's export potential, and North Africa—able to supply another one-fourth.

Without the benefit of unusual and extraordinary demand from the Soviet Union and without benefit of drastic world shortages as existed in 1961-62, the present export possibilities for durum, unfortunately, can only be termed dismal. The Department of Agriculture forecasts exports this year at less than 10% of production. We can forecast a carryover next July—prior to the harvest of the 1965 crop—of in excess of 70,000,000 bushels. It is little consolation to note that the situation in Canada, where they do not have the advantage of substantial domestic disappearance, promises to be no better.

Obviously, we must find more outlets abroad for our durum. We need regular, dependable, foreign buyers for our products. Many have long recognized this necessity. Much has been done in hopes of making it a reality. The bid export subsidy, the rail transportation subsidy differential, and the revised grade standards were all designed to enhance our export position. Changes in the subsidy program are laudable. With the bid subsidy we at least have the mechanism to increase our international market penetration.

#### Foreign Outlets

Unfortunately, this is not enough to create the dependable and regular outlets we seek. What else is required?

Some would say, let us simply utilize this workable subsidy mechanism and induce the government to grant high enough subsidies to insure our ability to compete. Appealing as this may sound to producers and merchants alike, I consider such an attitude shortsighted. It might ease the temporary situation of oversupply, but it does not provide a workable long range solution. For this, I think we must adopt a more analytical approach.

First, we should ask ourselves the question: Why have we not been able to develop regular and dependable foreign outlets?

Second, we must ask: Where can we find these foreign outlets?

By answering these questions, we can determine the necessary corrective steps to be taken.

Why have we not developed the desired foreign outlets? I think there are three factors to consider. First, we have not been consistent and regular suppliers. Until the last several years we have been producing principally for our

domestic consumers. We have not had burdensome supplies — often we have been faced with deficits. In those years when we have had stocks available for exports, the quantities involved were relatively small and we were content, as a nation, to be nothing more than residual suppliers to the world. On the other hand, Canada and Argentina have been producing durum—almost exclusively for export—for many years. They have a long history of aggressively marketing their products to the European importers. It is a regrettable fact that American durum has been relatively unknown among many foreign buyers. We now have a three year history of keen interest in international markets and much of the uncertainty in the minds of the buyers regarding the reliability of the United States as a regular supplier has been erased. Only time and continual availability of supplies for export can overcome the head start still enjoyed by our competitors.

Second, we have not been competitive on quality. Our durum has not in the past, and does not now, meet the standard of quality deemed desirable by commercial foreign buyers. The word "quality" has a nebulous meaning in our industry. Because of this, my statement requires further amplification.

Foreign buyers have long maintained firm ideas on the quality characteristics they prefer. Those factors of paramount importance to them are:

- Large and uniform kernel size
- High percentage of hard and vitreous kernels
- Relatively low moisture
- Good color

American durum is fully as desirable as that from other origins insofar as moisture content is concerned. Also, although there are some differences in color preference among various overseas users, it can be stated that the color quality of our product can be considered equal to, or superior to, that of our competitors.

In the areas of large and uniform kernel size, and hard and vitreousness, we, regrettably, fall behind our competitors. It is not easy for us who naturally feel traditional Yankee pride in the quality of our products to admit they are not superior—and much worse, not even comparable—to products of our competitors. In the case of durum, however, this is an undeniable fact.

#### Rust Threat

We all know the story of the plant-breeders tireless efforts to develop rust resistant durum. They have given us Wells and Lakota, which have evolved as our primary commercial varieties. These varieties are characterized by relatively small kernels, however, which

does place American durum at a distinct disadvantage relative to durum produced in Canada and Argentina, for example.

The rust threat has been a more severe problem for the United States than for our neighbors to the North. Our durum producing areas could not be more vulnerable from the standpoint of geographical location. Producing areas in Canada, on the other hand, tend to be located west of the areas of primary rust threat. Because of this quirk of nature, Canada has long been able to continue production of Ramsey, originally an American variety, which possesses good kernel size characteristics. The newer approved variety in Canada—Stewart 63—has equally good kernel size characteristics.

I have always admired the Canadian practice of rigid variety control as a means of insuring desired quality characteristics. Undoubtedly, their intense awareness of the foreign buyers' insistence on large kernel size prompted them to refuse to license or approve the seeding of either Lakota or Wells in Canada. Our breeders have been aware of this kernel size problem and are at work seeking the best solution.

#### Wheat Grade Standards

As you know, last year's revisions to our wheat grade standards were prompted by a desire to improve the quality of U. S. wheat in world markets. I hope I have made it clear that I have no quarrel with the concept of quality improvement; that, to the contrary, I wholeheartedly endorse it. And I have no desire to launch into a full discussion of our revised standards; however, I think it important to note two major weaknesses of the revisions which pertain directly to durum.

First, the question of hard and vitreousness. This factor is of prime importance to foreign buyers. U. S. durum tends to contain lower percentages of kernels of this category than does Canadian durum. Hence, we have one more instance where we failed to achieve quality competitiveness. It is unfortunate that suggested higher minimum percentages for the content of hard and vitreous kernels in the subclasses hard amber durum and amber durum were not adopted — especially since they were endorsed by all segments of the industry—including the producers.

Second, the question of the new factor of total defects. Desire to decrease the amount of clean out in U. S. wheat prompted the addition of this factor. On durum, it was believed that the practical limitation this factor would

(Continued on page 22)



## MYVAPLEX Concentrated Glycerol Monostearate expands your market

This is the year of the big change in macaroni products for large-scale cooking. The best-selling brands of canned spaghetti for the home will sell much better than ever before. More classes of restaurants will serve spaghetti and macaroni dishes. Consumption of your products can start climbing steeply in schools, hospitals, and wherever else the energy-building spaghettis and macaronis that everybody loves cannot reach the palate ten minutes out of the carton.

The old problems of stickiness and mushiness can disappear forever this year. You merely add around 1.5% of MYVAPLEX Type 600 Concentrated Glycerol Mono-

stearate. That does it. That's how the new magic gets into your product.

Taste is not affected. MYVAPLEX Concentrate meets requirements of U. S. Food and Drug Definitions and Standards of Identity for Macaroni and Noodle Products, as amended.

To find out how sensible it all is, get in touch with Distillation Products Industries, Rochester, N. Y. 14603. Sales offices: New York and Chicago • Distributors: West Coast—W. M. Gillies, Inc.; in Canada Distillation Products Industries Division of Canadian Kodak Sales Limited, Toronto.

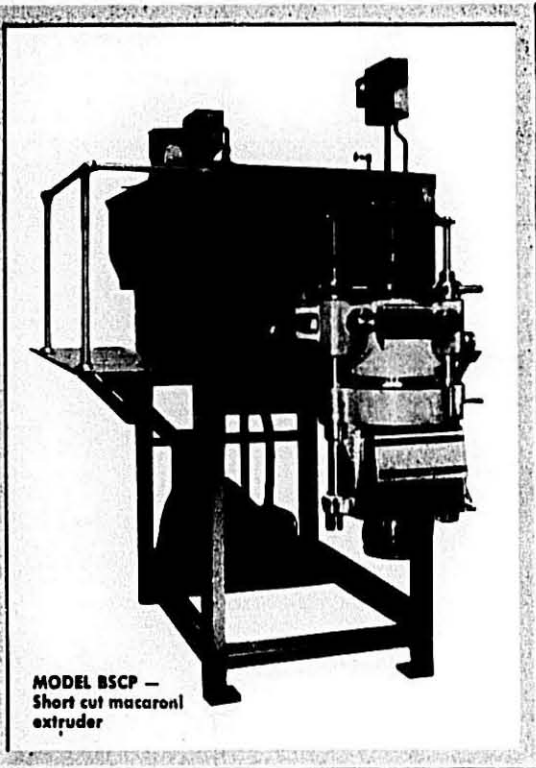
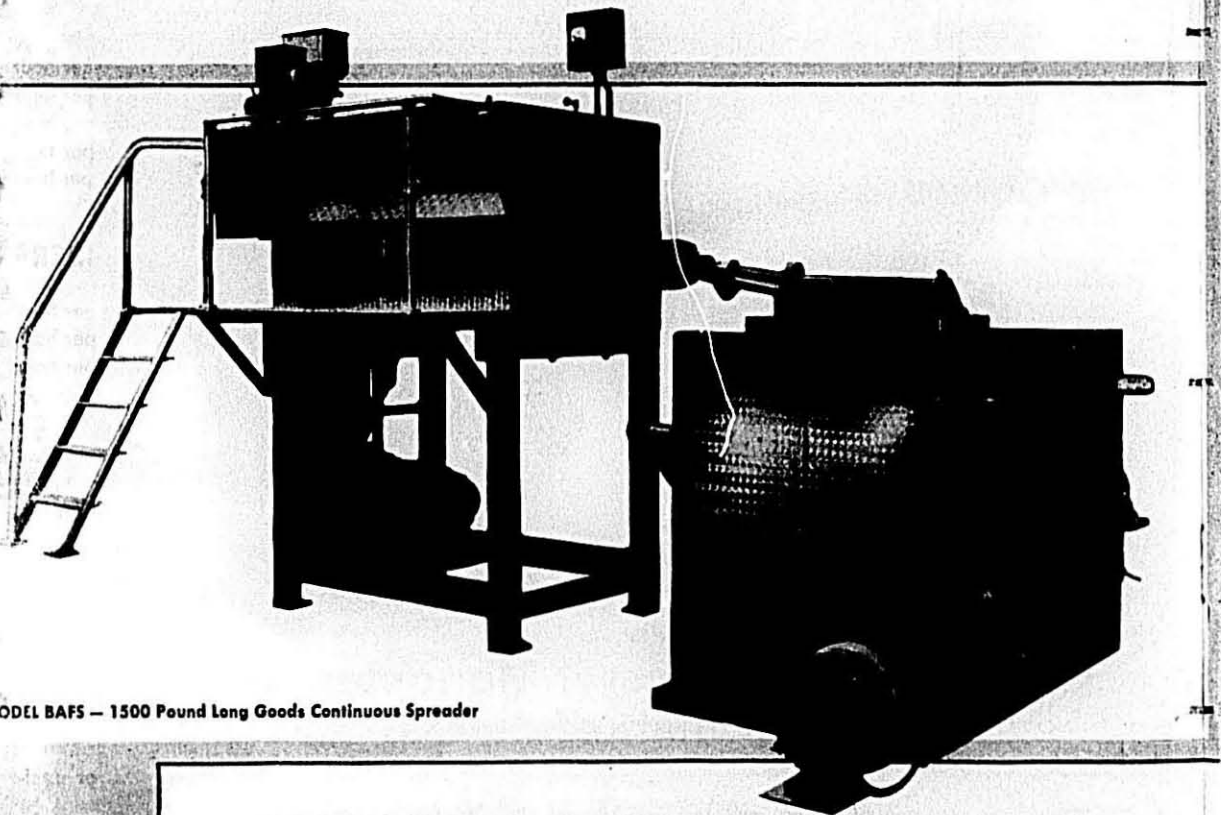


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A new concept of extruder construction utilizing tubular steel frames, eliminates those hard-to-clean areas. For the first time a completely sanitary extruder . . . for easier maintenance . . . increased production . . . highest quality. Be sure to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



MODEL 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
Model LAB	100 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
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**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:

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**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** now in operation in a number of plants, occupying slightly more space than 1000 pound lines.

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### Durum Problems—

(Continued from page 18)

place on shrunken and broken content would satisfy foreign complaints about the relatively high percentage of unmillable material in American durum shipments. Unfortunately, there is a difference in inspection methods and a difference in terminology between this country and countries with whom we trade. Where sieves are utilized by foreign buyers in their inspection process—such as in France—the size of the sieve openings are considerably larger than ours. That which the French have designated as clean out and, consequently, unmillable material, is not only the relatively small percentage that would be classified as shrunken and broken in our terminology and by our methods of inspection, but the small kernels which are characteristic of American durum. More simply stated, the French have been complaining—not so much about that which we classify as shrunken and broken—but rather, the small kernels which they consider unusable. Needless to say, the revised grain standards have done little to alleviate this problem.

And finally, the third reason for our lack of success in developing foreign outlets—we have not been competitive in price. Of course, it is impossible to separate price from quality. These two factors will always be inter-related. As we improve the quality of our product we can expect to receive higher prices relative to the value of competing products. Nevertheless, at the present time, our prices are usually too high. Also, it would be foolish to assume that quality improvement alone would insure future price competitiveness.

### Price Relationship

The corollary that durum is worth a premium over bread wheat—which had existed for many years—was decisively refuted this year. In this country and in international markets as well, durum has traded at a discount under prevailing bread wheat prices. It is clear to all that durum value is subject to the age-old law of supply and demand. And something else has become clear as well—that, while other classes of wheat can be substituted for durum in the manufacture of macaroni products, durum does not enjoy the same flexibility of reverse substitution—seemingly, no matter how reasonably priced the product becomes.

Since these lessons of price relationship have been so well documented, is it not time for us to question the level at which prices are supported? Is it logical for our government to continue loan payments on durum at a premium

over base loan rates for other classes of wheat? Supplies on hand, true value of the product when supply is plentiful, and average acreage yields would indicate a negative reply to this question.

But base price at the point of production is only one of the factors which make up total price and total value. Costs of handling the transportation to the point of consumption are also important.

### Transportation Costs

Although our nation is blessed with the world's finest financial and communication facilities, inland and port elevators second to none, an abundance of oil-season, deep water ports, and an aggressive and efficient domestic processing and distributing industry—all of which serve durum as well as the other agricultural products—there is one area where durum—and hard spring wheat as well—does not enjoy the economies available to other wheat classes.

Durum and hard spring are produced farther from major areas of domestic consumption than other wheat classes. They are produced farther from all season ocean ports than other classes of wheat. They can only partially take advantage of our low cost inland waterways. They are, consequently, largely dependent on high-cost rail transportation.

Contrary to what some would have us believe, the demand for durum, and other wheat classes as well, is indeed elastic. Certainly the macaroni manufacturers, rice millers, and potato marketers—competitors all—will confirm this. Certainly the high level of substitution for durum in the manufacture of macaroni products—when durum gets too expensive relative to other wheat classes—will confirm this. There are examples of the realities of the elasticity of demand the world over. In Italy, for example, macaroni products currently contain only 50% durum semolina; the other 50% is made up of soft wheat farina. Italy is one of the major durum producers of the world, yet one-third of their annual production never finds its way into macaroni products. That one-third is produced too far away from the major areas of consumption, and transportation costs are too high to make its use economical and feasible.

We continually hear reports of greater percentages of hard winter wheat and decreasing percentages of hard spring wheat used in the manufacture of bakery flour on the West Coast, Buffalo, and even here in our own backyard. Price relationships are important and the cost of transportation—when it reflects a substantial percentage of the total delivered cost—cannot be ignored.

We know that macaroni can be made from a blend using only 50% durum. Those versed in raw material research may even say that macaroni can be made without any durum. We know that neither the American people nor people in other lands need macaroni—there are other food substitutes. But we also know—we who are producers, handlers, processors, and merchants of durum—that we must take all possible steps to insure expanded utilization of this product. The growth of our respective fields dictate this to be a necessity. And this is no less true for those of the transportation industry. Economies of transportation are something in which we all have much at stake.

And now we come to the final element of price—the export subsidies. At this particular time, with a likely carryover of three year's domestic requirements at the end of this year, it may be practical to expect our government to offset high base prices as reflected in the producer loan; to make up the value of the difference in quality between our durum and that of competing nations; and to underwrite the present cost of inland transportation. It may be practical to anticipate this sort of governmental action which would be manifested in appreciably higher subsidies. Subsidies which would be higher than those currently being granted for durum and considerably above levels which are in effect for other classes of wheat. If this happens, it must be viewed simply as our government's attempt to rid this country of durum, which they may consider to be in burdensome surplus.

### If We Want Exports

However, if we are interested in developing and maintaining regular durum exports of a relatively high volume—which would justify a continued high level of production—then it is incumbent on us all to get our own houses in order. To improve the quality of our product and to agree to reasonable returns for goods and services which will permit costs to be maintained at reasonable levels. For, while the government may feel compelled to grant extraordinary subsidies to solve an immediate problem, we cannot expect them to continue such a policy indefinitely.

I have no wish to minimize the government's responsibilities in maintaining realistic, consistent, and aggressive export policies—of which the subsidies are an important element. The function they must fulfill is obvious. However, when we look to the future, we must recognize that all of us—producers,

(Continued on page 24)

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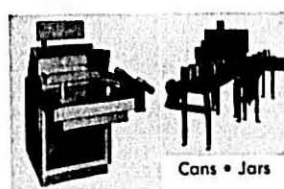
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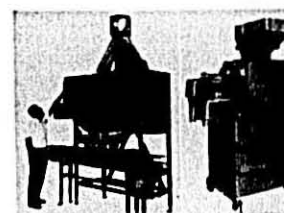
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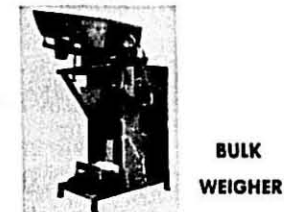
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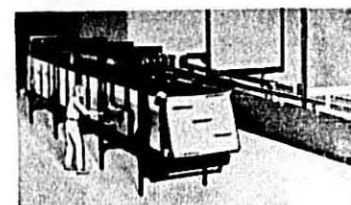
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### Durum Problems—

(Continued from page 22)

handlers, merchants, carriers — are in partnership with the government in the area of international market development. And durum must not only compete with similar products from other countries but with other classes of wheat produced in our own country. I think it would be a mistake to expect the taxpayers to assume higher costs to permit the continued export of durum than would be necessary for other classes of wheat which can also be produced in abundance.

Let us assume then, that the impediments to foreign trade are removed; that our product does become well known; that the quality will soon be comparable to that available from other countries; and that our prices are competitive. Where can we find the outlets?

It has been determined that to the traditional importing nations in Western Europe, the United States has a realistic potential of 12,000,000 bushels annually. But this is hardly enough to satisfy us. What of the other areas of the world?

The possibility of the Japanese importing substantial quantities of hard spring wheat has been widely publicized. The Japanese Food Agency will soon purchase a trial shipment for testing. But, in addition to spring wheat, it has been reported that they are also strongly considering the purchase of a trial shipment of durum and that, if their tests prove satisfactory, they will be a buyer of some 2,000,000 bushels annually. I believe this potential volume figure to be low. I think there are possibilities of other commercial outlets in the Far East, such as the Philippines, and that total Far Eastern commercial durum demand of between 5,000,000 and 7,000,000 bushels annually is a distinct possibility.

#### Increased Potential

Nor is it overly optimistic to anticipate increased potential in Central and South America and Africa. A similar total of between 5,000,000 and 7,000,000 bushels annually to these destinations can also be considered reasonable.

We can, therefore, easily arrive at an annual export volume of 25,000,000 bushels. And this is not something for the far distant future—it is potential we can realize relatively soon if—and I repeat—if we can solve our quality problems and if we can maintain prices which are competitive with other classes of wheat as well as with durum from other origins.

All this is not to say that we would be engaged in a business which would be a business which enhances our na-

tion's balance of trade and balance of payments positions.

When we consider the fact that three quarters of our nation's wheat exports are under the concessional Food for Peace programs, we can take justifiable pride in the fact that presently all durum exports are for dollars. But, should we not consider shipping durum to concessional buyers as well?

This year, in addition to soft white wheat, the U. S. will ship over 200,000,000 bushels of hard winter wheat to one country alone—India. All of this will be under Title of PL-480. Visitors to India tell me that the wheat actually produced there is more similar to durum than any other class of wheat produced in this country. The Indians grind their wheat and make what they call Chapatti—a tough, flat, bread. I have been informed that not only would durum be suitable for such a product, but that some durum, blended with our hard winter wheat, would make a product superior to what is now possible.

With durum in such plentiful supply, I think it only logical to include this class in our Food for Peace programs. India is only one of several destinations which should prove to be logical recipients of durum.

#### Food for Peace

Inclusion of durum in the Food for Peace programs now can have important long range significance. As you know, the PL-480 programs were instituted as a means of surplus disposal. They have also proved to be good foreign policy tools and the beneficial humanitarian aspects cannot be ignored. It is becoming increasingly obvious that the large over-populated, under-nourished, and dollar-poor areas of the world will undoubtedly continue to require our assistance in the years to come. If the U. S. does assume this moral obligation and continues the Food for Peace programs, only those food products which can be supplied at the lowest relative cost to our government can expect to enjoy maximum participation in these programs. Therefore, while we can justify inclusion of durum in current PL-480 authorizations because of our current supply position, if we hope to enjoy continued participation, we can see that the economies of which I spoke earlier can be considered of equal importance in the concessional areas as in the commercial.

You have heard much about the population explosion; the forecasts by the experts that world population will double in less than 40 years; that the real problem is not one of abundance but rather possible drastic shortages. Justification for continuation — if not expansion—of our Food for Peace pro-

grams is in keeping with these projections.

You have also heard these forecasts for the future discussed in terms of wheat. Over a year ago, in Minot, I stated that we can project world wheat demand of 16.5 billion bushels by the turn of the 21st century. That if the United States' share of this increased demand—i.e. our part of the difference between current usage and the estimated 16.5 billion bushels—is just 25%, that we will have to increase our wheat production by 300% in the next 40 years. Today, I still have confidence in the accuracy of those statements.

You might then ask: Why, in the face of such overwhelming demand in the future, should we be overly concerned about improving the quality of our durum? Why should we have to even consider the necessity of lower costs and more competitive prices?

#### Plenty of Competition

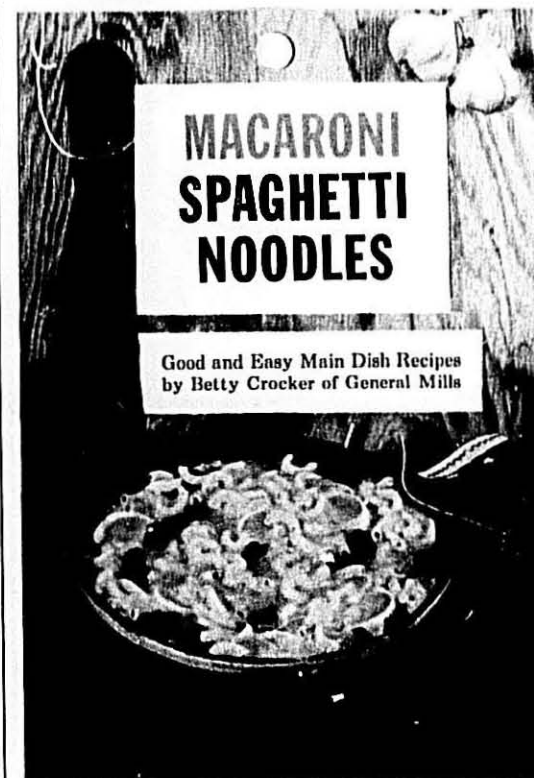
I think the answers to these questions are clear. True, we will undoubtedly see appreciably greater demand for wheat in the years to come. But it is also true that the "ability to produce" in all wheat growing areas in the world will also undoubtedly increase. Who, for example, would deny the realities of potentially larger production in the Southwestern wheat area of our own country—or of the Prairie Provinces of Canada—or Australia—or Argentina? These areas either produce wheat classes which can be substituted for durum or actually produce durum with which we will be in direct competition.

And when we consider competition, let us also remember that, in the U. S. we will be competing with a myriad of substitute food products for the consumer's dollar. And the foreign commercial markets will always be smaller in potential than the concessional areas. Everyone realizes the economic worth of hard currency business, so we must expect to see continuing keen competition from competing classes and competing countries for this trade. Clearly, the highest quality for the lowest price will always be important in commercial markets, be they in this country or abroad.

And finally, the concessional areas. Again, those products which can be supplied at the lowest cost will enjoy the widest distribution.

It is not a question of whether there will be demand for durum. Rather, it is a question of how much demand there will be for American durum. I am sure that none of us associated with this industry will be satisfied with anything less than growth of durum consumption proportionate with that for other wheat classes and for other food substitutes.

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in saucepan. Blend in flour, seasonings. Cook over low heat until smooth and bubbly. Remove from heat. Stir in milk. Bring to boil; boil 1 minute, stirring constantly. Remove from heat. Sprinkle lemon juice over salmon. Add cooked noodles, toasted almonds, white sauce and toss lightly. Turn into 8 individual shells or buttered baking dishes. Top each with crushed Wheaties. Bake 10 to 15 minutes. 8 servings.

Note: This may be baked in a 1-qt. baking dish 20 minutes. 4 family-size servings.

#### NOODLES WITH BROWNED CRUMBS

Heat  $\frac{1}{4}$  cup butter in heavy skillet. Add  $1\frac{1}{4}$  cups fine dry bread crumbs and leave over low heat, stirring frequently, until lightly browned. Add hot drained cooked noodles (7 or 8 oz. uncooked), gently mixing crumbs through noodles. Heap on hot platter. Sprinkle with minced parsley. Serve piping hot with pot roast and gravy, wieners and sauerkraut, or baked pork chops and gravy, etc. 8 to 10 servings.

Page 3

accompanied with a fruit salad. 6 to 8 servings.

#### POPPY SEED NOODLES

$1\frac{1}{4}$  tsp. butter  
 $\frac{1}{2}$  cup blanched almonds, noodles  
cut up (if desired)  
 $\frac{1}{4}$  cup butter

Cook noodles as directed on page 1. Melt butter in heavy skillet. Add almonds and stir over low heat until lightly browned. Add butter, noodles, poppy seeds and stir gently until heated through. Arrange around edge of serving plate and pour sea food or meat in gravy in center. Garnish with parsley bouquets. 6 to 8 servings.

#### PARSLEY BUTTER

Melt  $\frac{1}{4}$  lb. butter; add 1 clove garlic, minced or squeezed through garlic press. Toss in 1 bunch parsley, minced.

Try it for a change on hot drained cooked spaghetti or noodles (7 or 8 oz. uncooked) with grated Parmesan cheese on the side.

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## NOODLE Recipes

### HAMBURGER STROGANOFF

1/2 cup minced onion	10 1/2-oz. can cream of chicken soup, undrained
1 clove garlic, minced*	1 cup sour cream
1/4 cup butter	2 tbsp. minced parsley
1 lb. ground beef	7 or 8-oz. pkg. uncooked small, medium, or Kluski noodles**
2 tbsp. flour	
2 tsp. salt	
1/4 tsp. pepper	
1 lb. fresh mushrooms, or 8-oz. can mushrooms, sliced	

Sauté onion and garlic in butter over medium heat. Add meat and brown. Add flour, salt, pepper, mushrooms. Cook 5 minutes. Add soup, simmer uncovered 10 minutes. Stir in sour cream. Heat through. Sprinkle with parsley. Cook noodles as directed on page 1. Serve Hamburger Stroganoff over plain or Poppy Seed Noodles (recipe at right). 4 to 6 servings.

\*For quicker preparation use 1 tsp. garlic salt and 1 tsp. salt in place of fresh garlic.

\*\*See pkg. directions for cooking Kluski noodles.

### SCALLOPED SALMON, ALMONDS, AND NOODLES

Simple enough for a family meal, yet special enough for company.

4-oz. pkg. uncooked small noodles	1 to 2 tbsp. lemon juice (juice from 1/2 lemon)
1 tbsp. butter	1/2 cup cut-up almonds, toasted crushed
1 tbsp. flour	Wheaties, buttered bread crumbs, or buttered crocker crumbs
1 tsp. salt	
1/4 tsp. pepper	
1 cup milk	
7-oz. can red sockeye salmon, flaked	

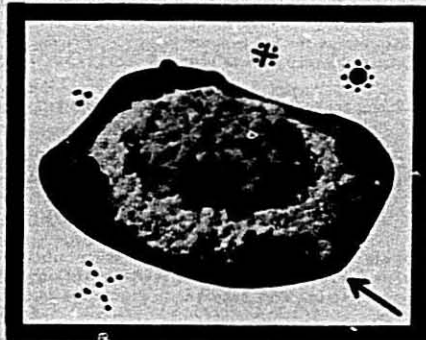
Heat oven to 350° (moderate). Cook noodles as directed on page 1. Make sauce by melting butter in saucepan. Blend in flour, seasonings. Cook over low heat until smooth and bubbly. Remove from heat. Stir in milk. Bring to boil; boil 1 minute, stirring constantly. Remove from heat. Sprinkle lemon juice over salmon. Add cooked noodles, toasted almonds, white sauce and toss lightly. Turn into 8 individual shells or buttered baking dishes. Top each with crushed Wheaties. Bake 10 to 15 minutes. 8 servings.

Note: This may be baked in a 1-qt. baking dish 20 minutes. 4 family-size servings.

### NOODLES WITH BROWNED CRUMBS

Heat 1/2 cup butter in heavy skillet. Add 1 1/2 cups fine dry bread crumbs and leave over low heat, stirring frequently, until lightly browned. Add hot drained cooked noodles (7 or 8 oz. uncooked), gently mixing crumbs through noodles. Heap on hot platter. Sprinkle with minced parsley. Serve piping hot with pot roast and gravy, wieners and sauerkraut, or baked pork chops and gravy, etc. 8 to 10 servings.

Page 3



### NOODLES, COTTAGE CHEESE RING

Well seasoned buttered noodles, topped with crisp toasted bread crumbs. Encircled in a ring of seasoned cottage cheese.

two 12-oz. pkg. large curd cottage cheese	7 or 8-oz. pkg. uncooked medium noodles
2 tbsp. finely cut chives	1/2 cup butter, melted
1/2 tsp. salt	1 tsp. salt
1/4 tsp. pepper	1/4 tsp. pepper
4 slices bread, finely crumbled	2 tsp. minced fresh dill or 1 tsp. dried dill
6 to 8 tbsp. butter, melted	

Whip cottage cheese with fork until fluffy. Add chives, 1/2 tsp. salt, 1/4 tsp. pepper; blend. Chill thoroughly. Toss bread crumbs with 6 to 8 tbsp. melted butter. Spread on baking sheet and brown crumbs in a moderate oven (350°) 10 to 12 minutes.

Cook noodles as directed on page 1. Combine 1/2 cup butter, 1 tsp. salt, 1/4 tsp. pepper, dill. Toss immediately with hot noodles. Heap piping hot buttered noodles on hot serving plate. Sprinkle butter crumbs over top and make a wreath around outside of noodles with the seasoned chilled cottage cheese. Serve immediately. This may be accompanied with a fruit salad. 6 to 8 servings.

### POPPY SEED NOODLES

1 1/2 tsp. butter	7 or 8 oz. pkg. uncooked noodles
1/2 cup blanched almonds, cut up (if desired)	1 tbsp. poppy seeds
1/4 cup butter	

Cook noodles as directed on page 1. Melt butter in heavy skillet. Add almonds and stir over low heat until lightly browned. Add butter, noodles, poppy seeds and stir gently until heated through. Arrange around edge of serving plate and pour sea food or meat in gravy in center. Garnish with parsley bouquets. 6 to 8 servings.

### PARSLEY BUTTER

Melt 1/4 lb. butter; add 1 clove garlic, minced or squeezed through garlic press. Toss in 1 bunch parsley, minced.

Try it for a change on hot drained cooked spaghetti or noodles (7 or 8 oz. uncooked) with grated Parmesan cheese on the side.

Nothing to noodle over

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### HOW TO COOK MACARONI, SPAGHETTI, AND NOODLES

- Using 7 or 8-oz. pkg. macaroni, spaghetti, or noodles (about 2 cups), follow manufacturers' directions or drop gradually into 3 quarts boiling salted water (1 tsp. salt). For larger amounts, increase water and salt proportionately.
- Cook uncovered at fast boil; stir occasionally to prevent sticking. Cook until tender but still firm (see time on pkg.). Test by cutting piece with fork against kettle. When done, strand cuts easily.
- Drain. If macaroni is to be used in hot dishes, dot with butter; serve immediately. If used for salad rinse with running cold water.

#### EASY COOKING METHOD

#### FOR MACARONI, SPAGHETTI, AND NOODLES

Less water means a smaller kettle, less watching, avoids danger of overcooking—assures perfect results.

- Using 7 or 8-oz. pkg. macaroni, spaghetti, or noodles (about 2 cups), follow manufacturers' directions or drop into 6 cups rapidly boiling salted water (4 tsp. salt). Bring back to rapid boil. Cook, stirring constantly 3 minutes.\*
- Cover with tight-fitting lid, remove from heat, and let stand 10 minutes.
- Drain. If used in hot dishes, rinse with hot water, dot with butter, serve immediately. If used for salad, rinse with running cold water.

\*For thicker walled products, such as Lasagne or Kluski noodles, etc., use conventional cooking method. Follow manufacturers' directions.

#### TIPS

- If spaghetti is left whole, place one end in boiling water and, as they soften, gradually coil them around kettle until fully submerged.
- Spaghetti and macaroni are at their best when slightly chewy—do not overcook.
- For hot casserole dishes, undercook macaroni slightly since macaroni is cooked more while baking.
- Macaroni and spaghetti double in volume when cooked; noodles remain the same.
- Macaroni, spaghetti, or noodles are best when cooked just before serving.

### MACARONI Recipes

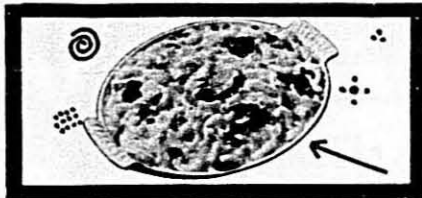
#### OLD-FASHIONED MACARONI AND CHEESE

- |   |               |
|---|---------------|
| 7 or 8-oz. pkg. uncooked elbow macaroni (2 cups)        | 1 tsp. salt   |
|   | ¼ tsp. pepper |
| 2 cups cut-up sharp processed cheese (½" cubes) (½ lb.) | 2 cups milk   |
|   | paprika       |

Heat oven to 350° (moderate). Cook macaroni as directed above. Place cooked macaroni, cheese, salt, and pepper in alternate layers in buttered oblong baking dish, 11½ x 7½ x 1½", ending with layer of cheese on top. Pour milk over all. Dot with butter. Sprinkle with paprika. Bake 35 to 45 minutes, until golden brown on top. Serve hot from baking dish garnished, if desired, with parsley sprigs, pimiento strips, pepper rings, etc. 6 servings.

*With Tomatoes and Tomato Sauce:* Follow recipe above—except use 8-oz. can tomato sauce and no. 2 can well seasoned cooked tomatoes (cut up) in place of the two cups milk. Add the tomato sauce and canned tomatoes to top layer of macaroni; top with remaining cheese.

Page 1



#### CHICKEN-MACARONI EN CASSEROLE

- |   |   |
|---|---|
| 3 cups cooked elbow macaroni (1½ cups uncooked) | 1 cup sliced canned mushrooms                               |
| 2 cups grated American Cheddar cheese           | ¼ cup chopped pimiento                                      |
| 1½ cups cooked cut-up chicken or 12-oz. can     | 1 can cream of chicken soup plus enough milk to make 2 cups |

Heat oven to 350° (moderate). Mix all ingredients together. Pour into buttered 2-qt. baking dish. Bake 60 minutes. 6 to 8 servings.

### COMPLETE DINNER SALAD

An inspiration for hot summer days . . . delicious and satisfying any time of year.

- |  |                       |
|--|-----------------------|
| 2 cups cooked and cooled elbow macaroni (1 cup uncooked)   | 1 tsp. grated onion   |
| 1 cup diced cucumber                                       | 1 tsp. minced parsley |
| *1½ cups cubed, leftover cooked meat (chicken, veal, etc.) | ¾ cup mayonnaise      |
|  | ½ tsp. salt           |
|  | ¼ tsp. pepper         |

Combine all ingredients; toss together until blended. Serve on lettuce. Garnish with additional chopped parsley and paprika, if desired. 4 to 6 servings.

Note: Salad may be served immediately or chilled.

\*8-oz. can salmon, flaked may be used in place of cooked meat.

### CHIPPED BEEF CASSEROLE

This is really different! You do it ahead and relax at dinner time. There's a bonus, too . . . extra nutrition for the family.

- |   |  |
|---|--|
| 10½-oz. can condensed cream of mushroom soup                      | 1 cup uncooked elbow macaroni  |
| 1 cup milk  | ¼ lb. dried beef, cut in bite-size pieces                                  |
| 1 cup processed American Cheddar cheese, cut finely (about ½ lb.) | (if dried beef is overly salty, pour boiling water over it and drain well) |
| 3 tbsp. finely chopped onion                                      | 2 hard-cooked eggs, sliced   |

Stir soup to make a creamy consistency. Add milk, cheese, onion, uncooked macaroni, and dried beef. Fold in eggs. Turn into buttered 1½-qt. baking dish. Store covered in refrigerator at least 3 to 4 hours or overnight. Heat oven to 350° (moderate). Bake 1 hour uncovered. 4 to 6 servings.

### SPAGHETTI Recipes

#### ITALIAN SPAGHETTI WITH MEAT BALLS

- |                              |                               |
|------------------------------|-------------------------------|
| ¾ lb. ground beef            | 1 clove garlic, cut fine      |
| ¼ lb. ground pork            | ½ cup milk                    |
| 1 cup fine dry bread crumbs  | 2 eggs, beaten                |
| ½ cup grated Parmesan cheese | 1½ tsp. salt                  |
| 1 tsp. minced parsley        | ½ tsp. pepper                 |
|                              | 7 or 8 oz. uncooked spaghetti |

Mix all ingredients except spaghetti lightly and shape into 1" balls. Brown meat balls on all sides in hot fat. Pour off fat as it collects. Add meat balls to sauce 20 minutes before sauce is done. Cook spaghetti as directed on page 1. Drain. Serve on warm platter topped with Tomato Sauce (below) and meat balls. Serve with grated Parmesan cheese. 4 to 6 servings.

#### TOMATO SAUCE

- |   |                            |
|---|----------------------------|
| ½ cup chopped onion                           | 6-oz. can tomato paste     |
| 1 clove garlic, minced                        | 1 tsp. basil               |
| 3 tbsp. olive oil                             | 2 tbsp. minced parsley     |
| two no. 2 cans tomatoes, rubbed through sieve | 2 tsp. salt                |
| 8-oz. can tomato sauce                        | ¼ tsp. pepper              |
|   | 1 cup water (if necessary) |

Sauté onion and garlic until yellow in olive oil. Add rest of ingredients. Simmer over low heat 1 hour.

#### QUICK SAUCES

For unexpected company or quick family meals why not try some of the commercial sauces with your hot buttered macaroni, spaghetti, or noodles? Examples: meat and gravy, meat balls and gravy, chicken fricassee, chicken à la king, spaghetti sauces.

#### QUICK ITALIAN SPAGHETTI

- |                                |  |
|--------------------------------|--|
| 1 small onion, chopped         | 8 or 10-oz. can mushroom spaghetti sauce |
| 1 tsp. hot fat                 | ½ lb. ground beef                        |
| ½ lb. ground beef              | 7 or 8 oz. uncooked spaghetti            |
| 8-oz. can tomato sauce (1 cup) |  |

Sauté chopped onion in hot fat. Add ground beef and brown. Stir in tomato sauce, mushroom sauce, and onion. Bring to boil; reduce heat, simmer 5 minutes. Remove from heat. Cook spaghetti as directed on page 1. Drain. Pour the hot sauce over cooked spaghetti on hot platter. Sprinkle with grated sharp American or Parmesan cheese. Serve immediately. 4 generous servings.



- |                           |  |
|---------------------------|--|
| 1 cup minced onion        | 1 tsp. sugar                                 |
| ¾ cup minced green pepper | 3½ cups cooked tomatoes, cut up (no. 2½ can) |
| 1 cup sliced mushrooms    | 7 or 8 oz. uncooked spaghetti                |
| 3 tbsp. hot drippings     |  |
| 1 lb. ground beef         |  |
| 2 tsp. salt               |  |

Heat oven to 350° (moderate). On top of range sauté onion, green pepper, mushrooms in hot drippings until onions are yellow. Add ground beef and cook until browned. Cook spaghetti as directed on page 1. Drain. Add rest of ingredients and heat. Pour into well greased 2-qt. baking dish. Sprinkle with grated sharp cheese. Bake 30 minutes. Serve hot, garnished with crisp bacon and parsley sprigs. 8 servings.

Page 2

imulator:



## GENERAL MILLS AND THE MACARONI INDUSTRY partners in progress

General Mills has continually worked with the Macaroni Industry in cooperative programs aimed at increasing consumer macaroni food usage. These objectives have been achieved in several ways:

1. The internationally famous Betty Crocker Kitchens have developed many new recipes for macaroni foods—spaghetti, macaroni and noodles. Many housewives participate in the Betty Crocker taste-testing programs, and in this way, have helped make available an ever increasing variety of macaroni recipes to American families.

2. Ever since 1928, consumer interest in macaroni products has been stimulated in many ways. General Mills has furnished scores of Betty Crocker recipes to nationwide newspapers. Special radio broadcasts by Betty Crocker have been devoted to macaroni, spaghetti and noodles.

General Mills has published five recipe folders for use by the Macaroni Industry. Many millions of these are now in consumer cookbooks and recipe files all over the country.

The folders are:

- 10 Main Dish Recipes for Spaghetti, Macaroni and Noodles
- Macaroni-Spaghetti and Noodles—Good and Easy Macaroni Dish Recipes

- Macaroni-Spaghetti-Handbook-Tempting Main Dish Recipes
- Six Macaroni Recipes Typical of Geographical Areas—Macaroni U.S.A.
- Sauces Quick and Easy—8 delicious cuisine sauces for macaroni foods

Seven pages of the Betty Crocker Picture Cookbook are devoted exclusively to macaroni food recipes. Estimated distribution for all these Cookbooks is nearly 13 million.

3. General Mills works closely with the Macaroni Institute, the DurumWheat Institute, Crop Quality Council and other groups to support the many promotions designed to broaden the markets for Macaroni foods.

4. To help provide the finest semolina and durum flours, General Mills annually conducts a Durum Wheat Survey of each new crop. We work closely with grain buyers and technicians to develop Durum Semolina and Durum Flours of highest quality for the macaroni industry.

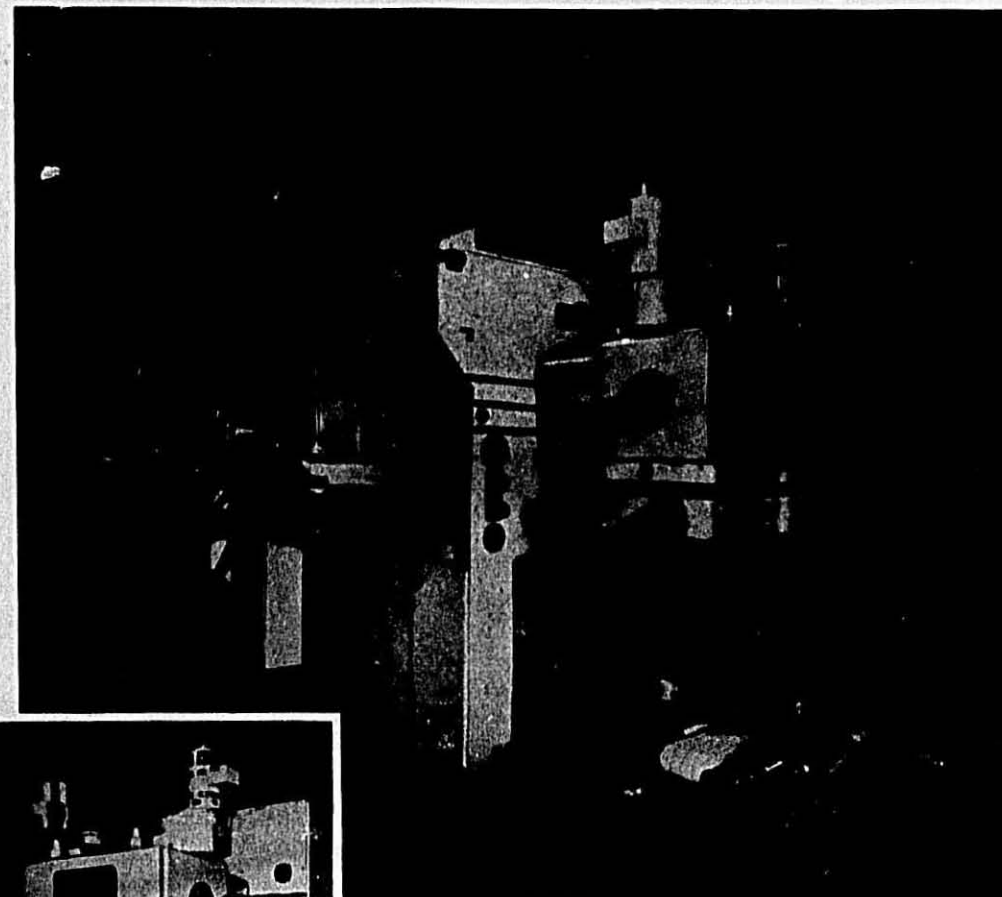
General Mills, together with its PARTNER IN PROGRESS, the macaroni industry continues such activities as these to generally broaden the market for the most versatile of foods: macaroni products.

Ask your Durum Sales representative for further information, or write

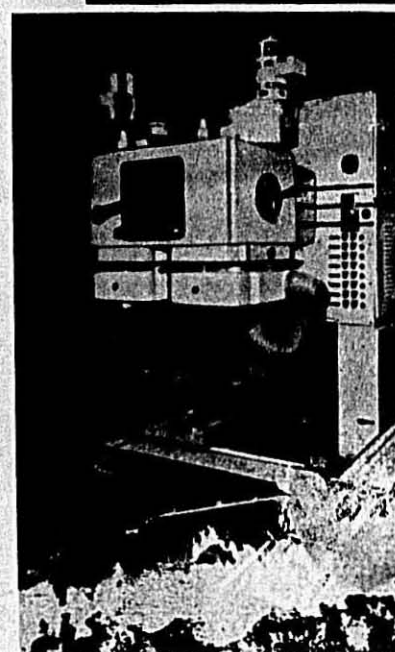


DURUM SALES

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Lloyd E. Skinner

### High Papal Award

Lloyd E. Skinner, president, Skinner Macaroni Co., Omaha, Nebraska, has been named a Knight of Saint Gregory—Civil Class by Pope Paul VI.

Mr. Skinner was one of 14 Omaha civic leaders to receive the high Papal Award. The group included one Protestant and one Jewish civic leader.

In announcing the awards, Archbishop Gerald T. Bergan of Omaha said, "In this day of the emerging layman, it is fitting that not only should laymen labor for the Church but some real recognition should be made for this service from time to time."

Citing Mr. Skinner as a leader in the midwest's food processing industry, the Archbishop said, "He has not allowed his business interests to usurp his civic and charitable contributions which have been very great."

### V-P of Sales Named

W. E. (Bill) Clark has been elected vice president of sales and a member of the board of directors of Skinner Macaroni Co., Omaha, Nebraska, it was announced recently by President Lloyd E. Skinner.

He had been sales manager since July, 1964 and assistant sales manager the previous six years. Prior to that he was Skinner division manager in Atlanta for eight southeast states for six years.

Clark had joined Skinner after several years with a food brokerage firm in Oklahoma City.

He directs the sales and distribution of all Skinner macaroni, spaghetti, and egg noodle products as well as Gold Medal macaroni and spaghetti products through the company's sales force and food brokers in its 26 state trade territory.

### Lenten Promotion

Betty Crocker's casserole products and Chicken of the Sea Tuna will join forces this spring for a record setting Lenten promotion.

Three million seven-cent coupons, redeemable on Chicken of the Sea Tuna or White Star Tuna, will be packed in all six Betty Crocker casseroles: Noodles Romanoff, Noodles Almondine, Macaroni and Cheddar, Rice Milanese, Rice Provence and Noodles Italiano. In addition to the couponing, the Betty Crocker casserole packages will carry tested Lenten recipes featuring tuna.

Advertising by both Chicken of the Sea Tuna and Betty Crocker will include heavy daytime and nighttime television commercials plus spot commercials in selected areas. A five-cent coupon redeemable on any Betty Crocker pasta casserole will appear in the February issue of Reader's Digest and the March issue of Good Housekeeping.

The advertising agencies are Doyle Dane & Bernbach for General Mills and Guild, Banscom & Bonfigli, Inc. for Chicken of the Sea.

### P-R Changes Agencies

Procino-Rossi, Inc., Auburn, N. Y., large regional manufacturer of macaroni and spaghetti products, has assigned its account to Mathison Advertising, Inc., Rochester, N. Y.

Mathison will handle advertising, public relations, and sales promotion for this company which is known in the Northeast by its trademark, P&R.

### Export Manager Named

Fisher Flouring Mills Company, Seattle, Washington, has named Charles E. Bowden as manager, export division, succeeding W. K. Holmes, recently retired. Mr. Bowden came to Fisher early in 1964 to assist with overseas shipments of bulgar. Formerly, he was associated with the Pillsbury Company.



W. E. Bill Clark

### Stan Wilde Named V-P

Stanley A. Wilde has been named Vice President in charge of macaroni operations of Grocery Store Products Co., headquartered at Libertyville, Illinois, according to Donald N. Givler, President.

Mr. Wilde joined Grocery Store Products in 1951, and had held production management positions in the Company's Los Angeles and Libertyville macaroni divisions before becoming General Manager of the Libertyville operation in 1956. In his new position, Mr. Wilde assumes responsibility for all macaroni division operations.

The deeper the sorrow  
the less tongue it hath—

Talmud



James T. Williams Jr.

### Creamette President Dies

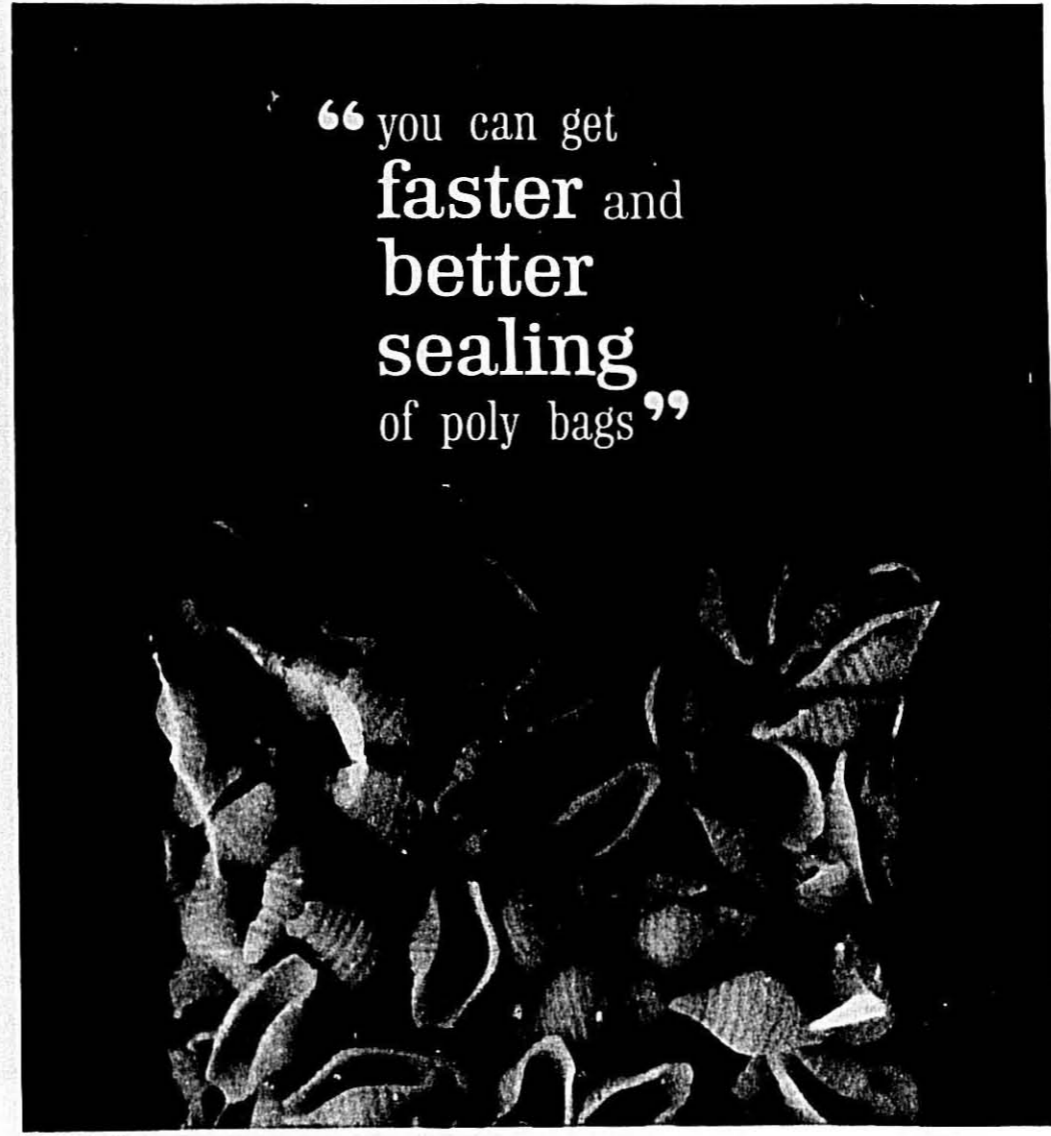
James T. Williams, Jr., president of the Creamette Company, Minneapolis, and Creamette Company, Ltd. of Winnipeg, Canada, died January 14 at the age of 52. He succumbed a week after undergoing heart surgery.

He had been both president and treasurer of the Creamette Companies since 1951. Previously sales manager, he succeeded to the presidency upon the death of his father, James T. Williams, Sr., Creamette president for 40 years.

The son was a director of the First Hennepin State Bank for 18 years and a director of the National Macaroni Manufacturers Association for the past nine years.

Survivors include his widow, Dolores; three sons, Dennis, Paul and Stephen; four daughters, Sister Valerie, Louise, Alice and Dolores; two brothers, Robert and Lawrence; and a sister, Mrs. John H. Linstroth, all of Minneapolis.

Memorials to the Cardiac Research Fund of St. Mary's Hospital, Minneapolis, are preferred.



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Archer Daniels Midland Company  
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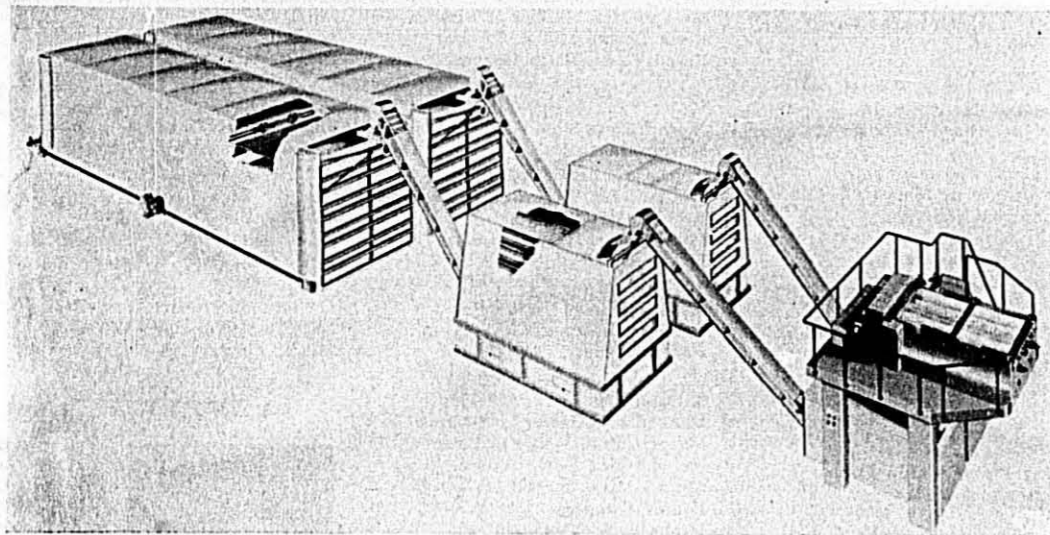
Off to Rome. Boarding a chartered plane that carried 140 New England food officials and their wives to a holiday in the land of spaghetti and sunshine are (from foreground): Conrad Lundell, New England sales manager of Prince Macaroni Mfg. Co.; Mrs. Lundell; Joseph Pellegrino, Jr., assistant to the president of the Prince company; Mrs. Pellegrino; Mrs. Ted Shemie and Ted Shemie, publisher of food trade newspapers in New England, New York, Ohio and Michigan. Departure was from Boston.

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Galliera Veneta — Padova — Italy

**P 1200 HIGH PRODUCTION SHORT CUT LINE  
— 2900 POUNDS DRY PRODUCT PER HOUR**



P 1200 LINE

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**Not Restricted to Making Only One Type  
of Pasta During a Press Run**

### SIMULTANEOUSLY PRODUCES:

**Two Types Short Cut Pasta**

or

**One Type Short Cut Pasta and One Type Noodle**

or

**One Type Pasta, Full Production**

or

**One Type Pasta, Half Production**

## AT THE N.M.M.A. WINTER MEETING



Left to right: Dr. Mario Pavan, Mr. and Mrs. Louis S. Vagnino, Mrs. Ronzoni, Mr. John Amato, Mr. Emanuele Ronzoni, Jr., Mr. D. D. Steve Brodie, and Dr. Roberto Zaniboni.

Dr. Pavan takes this opportunity to thank the National Macaroni Manufacturers Association for the courtesies extended to him and Dr. Zaniboni at the recent convention in Hollywood, Florida.

The Pavan Brothers, Dr. Zaniboni and the entire staff are looking forward to reciprocating with the traditional Italian hospitality when American delegates make their trip to Italy next September to visit the IPACK-IMA exhibition.

# P AVAN

DOTT. ING. NICO E MARIO

MANUFACTURERS — ENGINEERS — DESIGNERS  
MACARONI PROCESSING MACHINERY  
Galliera Veneta — Padova — Italy

### The Egg Market

At the beginning of February, the egg supply continued abundant for the time of the year, according to Henningesen Headlines. Prices seemed to have stabilized. For the first time in many years, 1965 began with egg product prices around spring levels.

Heavier purchasing was made, as the industry began to cover egg product needs earlier than usual. This heavy demand, coupled with the already low prices, strengthened the market in the first week of February, although prices were still well below their seasonal average.

There was a good deal of speculation that the government might soon re-enter the egg market with a new 1635 egg purchasing program; this speculation also led to some firmness.

The shell egg market in Chicago during January was steady until the last week of the month, when severe winter weather caused strengthening from a range of 20.5 to 23.5 cents a dozen during the previous week, to 24.5 to 25.5 cents at month's end.

Frozen whole eggs ranged between 21 and 22.5 cents a pound in Chicago, about a cent higher in New York and Philadelphia. Frozen yolks of 45 per cent egg solids remained steady all month in New York and Philadelphia, at 53 to 54 cents for dark color, 46.5 to 52 cents for under #4 color.

Dried whole eggs sold at \$.92 to \$1.02 a pound all month, while dried yolk solids were more expensive at \$.99 to \$1.06 a pound in the Chicago market.

### Chick Output Up

Production of chicks by commercial hatcheries in 1964 amounted to 2,835,025,000, an increase of 66,095,000, or two per cent, over the output in the previous year, according to the monthly hatchery report of the Department of Agriculture.

Output of egg-type chicks in 1964 also increased, amounting to 529,959,000, compared with 514,780,000 in the previous year, an increase of three per cent.

In December, commercial chick production was 210,323,000, an increase of one per cent over the output of 208,722,000 in the same month of 1962. Included in the December output were 24,387,000 egg-type chicks, up 5 per cent from December, 1963.

### December Egg Products

Production of liquid egg and liquid egg products (ingredients added) during December 1964 was 35,277,000 pounds, 29 per cent larger than the

December 1963 production of 27,399,000 pounds, according to the Crop Reporting Board, Statistical Reporting Service, U.S. Department of Agriculture.

Liquid egg used for immediate consumption totaled 4,472,000 pounds compared with 3,442,000 pounds in December 1963. Quantities used for drying totaled 10,700,000 pounds, 34 per cent more than the 7,978,000 pounds dried in December 1963. Liquid egg frozen totaled 20,105,000 pounds, 26 per cent more than in December 1963 and the largest of record for the month.

Egg solids production during December 1964 totaled 2,652,000 pounds—an increase of 33 per cent from December 1963. Production of whole egg solids was 330,000 pounds as compared with 117,000 pounds in December 1963. Albumen solids totaled 697,000 pounds, 9 per cent more than the 637,000 pounds produced in December 1963.

Output of yolk solids was 850,000 pounds, 40 per cent more than the 606,000 pounds produced in December 1963. Production of other solids was 775,000 pounds, 22 per cent more than the production of 635,000 pounds in December 1963.

### International Buys Turkey Business

International Milling Company, Minneapolis, is entering the turkey meat processing business with an agreement to purchase the assets of the Butterfield (Minn.) Produce Co., a leading Upper Midwest processor of turkeys and turkey meat products. Purchase price was not disclosed.

### Diversification

Darrell M. Runke, vice president in charge of International's Supersweet Feeds Division, said International is diversifying into turkey processing because it sees great potential for the industry. Until now, although well diversified in convenience foods in Canada, International has been primarily a flour miller and feed manufacturer in the U. S.

Butterfield products are shipped throughout the eastern half of the U. S. The plant can process up to 1,200 turkeys per hour.

The cash purchase is to include a fleet of trucks and a 30,000 sq. ft. processing plant. As a result of a modernization program, the Butterfield plant is equipped with the latest processing and packaging machinery.

The firm sells fresh and frozen turkey products primarily under its own Butterfield brands. The firm's main line is a full range of frozen eviscerated turkeys and frozen turkey parts (wings, breasts and drumsticks).



P. Norman Ness

### International Milling Officers Elected

P. Norman Ness, a veteran of 37 years with International Milling Co., has been elected president of the Minneapolis-based firm.

Ness succeeds Atherton Bean who was elected chairman of the board, a position vacated by Chas. Ritz. Ritz was elected honorary chairman of the board and will remain active in the business. Mr. Bean will also be chief executive officer.

Elected as vice president of the company was Paul G. Bartz.

L. R. Verschoyle, assistant controller of the company, was also elected assistant secretary of the firm.

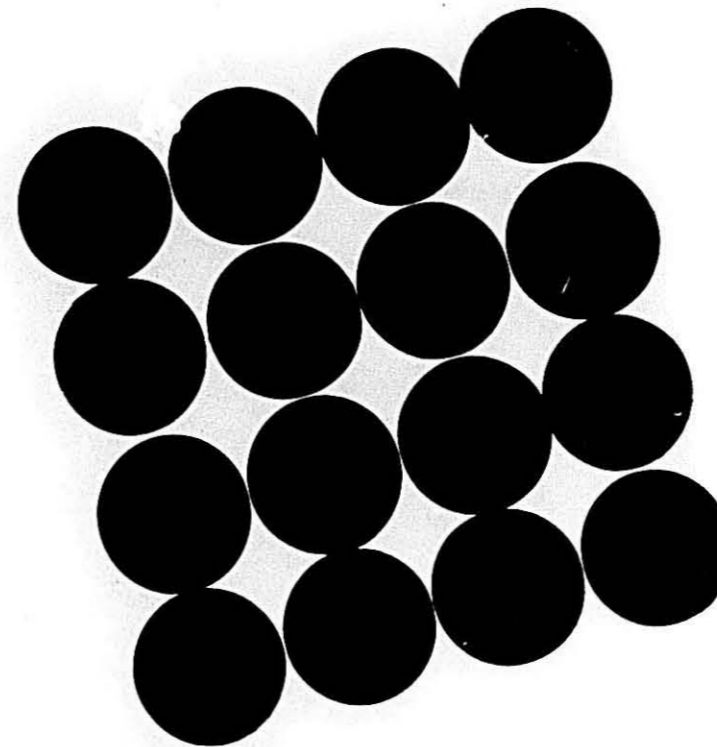
### A Grain Expert

Acknowledged as one of the nation's top grain experts, Ness has been executive vice president of International since so designated last April.

Ness, a graduate of the Minneapolis College of Law, began with International in 1928 in the purchasing department. He moved to International's grain department in 1935. In 1954 he was elected a vice president of the company with responsibility for all of the company's grain operations. In 1960 he was given additional responsibility for all research and financial control functions.

He is a director of Robin Hood Flour Mills Limited, International's Canadian affiliate, and has been a director of the Minneapolis Grain Exchange since 1956. A member of the advisory council of the Institute of Agriculture at the University of Minnesota, he is also chairman of the Crop Quality Council, and a member of the board of directors of the Upper Midwest Research and Development Council. Ness is also chairman of the Grain Grades Committee of the Millers' National Federation and on several occasions has acted as an adviser to the U. S. Department of Agriculture on grain matters.

# Braibanti



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**MACARONI MANUFACTURERS**  
TO COMPLETE YOUR WORKING  
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## SMOOTH SELLING®

By George N. Kahn

### YOU ARE A GOODWILL SALESMAN, TOO

This is No. 6 of 12 sales training articles

**G**OODWILL is the most elusive element in salesmanship. You can't wrap it, carry it, order it, service it, ship it or store it. Yet it is one of the salesman's most precious assets.

The goodwill of a business is a commonly accepted asset that may be worth millions of dollars when the company is sold.

A salesman's goodwill is just as important and also carries a dollars and cents value. The amount of goodwill you carry into your selling will often determine whether you are a \$10,000 or \$50,000 a year man.

Creating goodwill should be built into the selling process. You cannot operate effectively without it. Let me make one exception to that statement. If you don't want or expect repeat business, then don't bother about goodwill. But if you plan more than a one-shop deal with a customer, goodwill is as necessary as breathing.

The human relationship you establish with your customer will color your entire career in selling. If the buyer has faith in you and your firm, he'll stick with you through good years and bad. He will also help you get other customers.

#### Full-Time Job

But let me emphasize that building goodwill is a full-time job. It isn't something you turn off when the sale is closed. Goodwill continues throughout your entire connection with the customer.

If you're in doubt about the importance of goodwill, look around you. It manifests itself in all kinds of human endeavor. International diplomacy depends largely on goodwill among nations. Politicians run on the strength of the goodwill they have established with voters. Even doctors, despite their skill,

attract and hold patients by the image they put forth of themselves.

Your company and thousands of other firms spend millions of dollars to create goodwill among customers, the public and stockholders. Corporations buy uniforms for the school band, contribute to local charities, supply speakers for various events and offer their facilities for community use.

The barber seeks goodwill by giving junior a lollipop and the corner supermarket by loaning umbrellas to customers on rainy days.

So you can see our society functions largely on goodwill. In the business world this means trust and confidence between company and employee and customer.

#### Customer's Interest First

For the salesman, goodwill can be spelled out in three ways:

1. Putting the customer's interests first.
2. Working with the customer.
3. Remembering to do the little things that make the customer remember you.

First off you must impress on the buyer that you have his interest uppermost in mind. This is often hard for the salesman because he has been conditioned to think and act in terms of his own self interest. What you must remember is that you are in a service occupation. It's not the same as sitting behind a desk from nine to five or punching a time clock after a day's work. The customer must be your constant pre-occupation to the point that you think of him during off hours as well as on calls.

Larry Huff, one of the best salesmen I've ever known, had a motto he stuck to during his entire career: "It's a bad day when I haven't done something for a customer." Larry, who retired a few years ago while in the \$50,000 a year bracket, was the kind of salesman who cheerfully would overstay his time in a particular town to help a customer with some problem. Often he acted like a

member of the customer's firm instead of a salesman. He sold heating equipment, and many buyers can thank him for merchandising ideas that paid them handsome profits.

#### Personal Touch

Goodwill is doing favors for customers, but it's also a lot of other things.

It is sending the customer a card when he's sick, had a baby or on holidays.

It is showing admiration for the decor of his office or that stuffed marlin on his wall.

It is a congratulatory note when he's passed a business milestone.

It is small talk about his golf game or bowling score.

Some salesmen hurry in and out of a buyer's office as if it were on fire. Even if you don't get an order on a particular call, don't scamper for the door. Chat with the prospect for a while. The time you spend with him may one day net you a fat commission.

If you can't sell him the first time, entertain him, sympathize with his problems, comment on his new suit. And by all means let him know that sale or no sale you stand ready to serve him at all times. Treat the non-buyer with the same respect and deference that you would a customer who dumps a \$100,000 order into your lap. That big ticket has a good chance of becoming a reality if you show the prospect you care about him. That's goodwill at its finest.

#### Word of Goodwill Spreads

Even if you never sell him, the word about your consideration and good manners will get around. Prospects and customers spread the word about salesmen they like—and those they dislike. Goodwill is a quality that will precede the salesman who practices it.

Take the case of Andy Derren. He was transferred from an eastern to a southwestern territory in a complex company shuffle.

Andy has commanded a loyal band of customers in his old district and he was downhearted and somewhat bitter at leaving it. In fact he almost quit. But he stayed on and he was glad he did. During his first week in the new territory he was pleasantly surprised to find that several prospects and customers knew him by reputation and were ready to do business with him.

"One man," Andy recalled, "actually promised to line up other customers for me. That really gave me a good feeling." This did not happen to Andy by accident. He had earned it through the goodwill he had created over the years. A salesman should think of it as a kind of bank account from which he can draw when he needs it.

The promotion of goodwill is also putting yourself in the prospect's place. Try to see the selling situation from his point of view. This is called empathy, the art of understanding how the other person feels.

If the prospect balks at giving you an order because of heavy inventory, agree that it might be unwise at this time to make a purchase in your line. If he complains about the price, don't argue the point. Simply point out the features of your product that make it worth that much.

#### Don't Hit And Run

The salesman who hits and runs is destroying any goodwill his company may have created. Selling the merchandise is only the first step. You must follow through to make sure the product was delivered on schedule, that the billing was correct and that the customer is entirely satisfied. If you are selling electronic equipment or mechanical gear, work with the buyer until you are sure he thoroughly understands its operation. If you are selling a service, always make certain he is getting all the benefits to which he is entitled.

A top drawer insurance salesman, Jack Drail, always pays the first and second lapsed premiums of his clients so they won't lose the policy.

"This is simply good business," said Jack. "The customer may not increase the amount of his policy but they become second salesmen for me when it comes to recommending me to their friends."

#### Be Your Own Researcher

You may be unaware of it, but your company has numerous sales aids to help your customer's business. Take advantage of these to build goodwill. Distribute them to customers and prospects alike and study yourself.

They furnish helpful ideas on display,

merchandising, store arrangement, advertising, community relations, special sales, cost and quality control and many other business aspects. Small customers welcome this kind of data since they are unable to afford the vast research that went into them.

I know one large firm that has hired a management consulting outfit (at a fat fee) to find new ways its customers can cut costs and increase profits. But, you say, my firm isn't doing this. Perhaps not; but you can still do your own research. This means digging into all the available material in your industry and culling out what will help your customers.

Devote some of your spare time to soaking up facts that will help your customers. The libraries are full of such material, and your own company may yield a bonanza of useful information. And subscribe to two or three newspapers and magazines which contain news and developments in your industry. **Make yourself an expert to your customer.**

#### Customer Confidence

Keep a scrapbook of the stuff you gather. It makes a fine reference source to call on when you need it most. A pocket-sized notebook with additional data is also desirable.

This can be studied before going on a call, at lunch, or while you're waiting in reception rooms. Time is precious to a salesman. Don't waste it. You can use it to increase your income. You also cement goodwill by respecting a customer's confidence, being truthful with him, displaying tact and courtesy with recalcitrant buyers and conducting yourself at all times like a gentleman.

Taking snide pokes at the competition only elevates him and diminishes you. On the wall of one sales manager's office is this sign:

"You Strike Out When You Swing at The Competition."

Another exercise in futility is to make poor excuses for a job not well done. If deliveries fail to arrive on schedule or goods are damaged, admit the fumble and take the blame—even if you are blameless. You may lose the customer; that is the risk you take. But there is a better than even chance that you'll command his admiration and respect from then on. Bad breaks and accidents can happen and a customer knows it. The thing he won't forgive is a salesman trying to weasel out of a bad situation with tired, unconvincing stories.

Have you ever wondered what kind of a goodwill purveyor you are. Here is a little exercise to help you find out. Answer nine or more "yes" and your goodwill capacity is pretty high.

#### Anybody for Goodwill?

- |   | YES | NO |
|---|-----|----|
| 1. Do I keep an anniversary and Christmas card list of my clients?                        | —   | —  |
| 2. Do I listen as well as talk during an interview?                                       | —   | —  |
| 3. Do I spend time with a prospect even though he won't buy?                              | —   | —  |
| 4. Do I think of ways to improve a customer's profits?                                    | —   | —  |
| 5. Do I study references that may give me helpful hints for customers?                    | —   | —  |
| 6. Do I agree with customers when they have a legitimate gripe?                           | —   | —  |
| 7. Do I try to see the customer's situation as he sees it?                                | —   | —  |
| 8. If a customer's son graduated from college, would I write or wire him congratulations? | —   | —  |
| 9. Do I use company sales aids to build goodwill?   | —   | —  |
| 10. Do I refrain from knocking competition?   | —   | —  |
| 11. Do I avoid weak excuses for poor performance?   | —   | —  |
| 12. Do I make absolutely sure the prospect understands the proposition and product?       | —   | —  |

(Copyright 1964—George N. Kahn)

NOTE: See reprint offer on next page.

#### Italians All the Way!



John B. Canera Company of Chicago continues its Italian inspired theme in advertising. It is currently running a campaign with the pictorial above in full color in Chicago newspapers, with Spectator in Louisville, plus placements in Life and Look magazines. Lifenatal & Company of Chicago is the agency.

### REPRINTS FOR YOUR SALESMEN

Many sales and management executives are ordering reprints of this series of articles for distribution to their salesmen. These will be attractively reproduced in a 4 page format, three hole punched to fit a standard (8 1/2 x 11) binder—each reprint will include the self-evaluation quiz.

When ordering reprints of the various articles of this series, address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division—Service Department, Empire State Building, New York, N.Y. 10001.

#### Prices are:

1-9 copies (of ea. art.) 50¢ ea.  
10-49 copies (of ea. art.) 37 1/2¢ ea.  
50-99 copies (of ea. art.) 30¢ ea.  
100 or more (of ea. art.) 25¢ ea.

You may pre-order the entire series, or if you wish, individual articles. Each article in the series is numbered. Please specify your wishes by number.

- No. 1 The Salesman is a V.I.P.
  - No. 2 Are You a Salesman?
  - No. 3 Get Acquainted With Your Company
  - No. 4 You're On Stage
  - No. 5 You Can't Fire Without Ammunition
  - No. 6 You Are a Goodwill Salesman, Too
  - No. 7 Closing the Sale
  - No. 8 How to Set Up an Interview
  - No. 9 Resting Between Rounds
  - No. 10 The Competition
  - No. 11 Taking a Risk
  - No. 12 Playing The Short Game
- When ordering, please mention the name of this publication.

### "What's For Dinner, Mrs. Skinner?"

America's first popular-priced all-pasta cookbook is the focal point for 1965 spring promotion by the Skinner Macaroni Co., Omaha, Nebraska.

The book, entitled "What's For Dinner Mrs. Skinner?," was published for Skinner by Popular Library. It is a practical collection of more than 300 international pasta recipes for all types of macaroni, spaghetti, and egg noodle dishes.

In addition to 15 different recipe classifications, the book contains sections on pasta's history, nutritive value, and quality factors. A section titled

"Cooking for a Crowd" will be of special interest to women who arrange club luncheons and church suppers.

The new cookbook, which retails at 85¢, is expected to trigger more macaroni and related item sales.

"We have made an extensive investment in this cookbook," President Lloyd E. Skinner said. "And we have done so because we believe it will have very good long term benefits in increasing the consumption of pasta products. 'What's For Dinner Mrs. Skinner?' is a popular-priced vehicle that puts into the hands of Mrs. Homemaker new recipe ideas and helps her to serve more macaroni dishes to her family."

The book is packed in a 12-book self-displaying carton. The carton is designed to be placed on the macaroni department shelf, at the checkout stand, or in off-shelf displays.

W. E. "Bill" Clark, Skinner sales manager, said the books will be sold to grocers on a "sell-or-money-back" basis and will return a 46% profit to the retailer.

A complete set of promotion materials has been developed to assist the book's sale. In addition to the self-display carton, there are tie-in ads, banners, and shopping cart cards. The shopping cart card is of extra-sturdy stock and is designed to hold a carton of books.

#### Advertising Support

A full-scale advertising program breaking in February includes 127 newspapers, Good Housekeeping, Family Circle, Woman's Day, Progressive Farmer, and many religious newspapers, radio stations, and trade journals. The cookbook also will be pro-



moted in four newly issued Popular Library books with a total distribution of half a million copies.

Special care was taken not to commercialize the book. There are no references to Skinner in the recipes.

Author of the book is Charlotte Adams, a leading food authority in the radio, television, and publishing fields. Mrs. Adams has been a contributing food editor for Sports Illustrated magazine. She also has been associated as food or household editor with Charm, Collier's, Look, the Associated Press, and the newspaper P.M., and has contributed to almost every leading national magazine.

She also is well known from appearances on Weekday, an NBC production of which she was food commentator, as well as on the Charlotte Adams Program over WOR, New York.

### Crop Quality Council Names Changes

Donald G. Fletcher has been named to the newly created position of president of the Crop Quality Council, P. Norman Ness, chairman of the Council's board of directors announced recently. Elevated to executive vice president was Eugene B. Hayden, a member of the Council's staff since 1958.

This staff realignment will permit Mr. Fletcher to devote more time to long-range aspects of the Council's program, and Mr. Hayden will assume responsibility for day-to-day operations, Mr. Ness said. In other board action, Vance V. Goodfellow was named Council secretary. He had served as associate secretary since joining the staff in 1961.

Prior to joining the Council staff, Mr. Hayden had been involved in rust research for the United States Department of Agriculture from 1951 to 1956, stationed at the University of Minnesota. Since then he has been active in all phases of the Council's program, devoting special attention to the winter seed increases made in Mexico each year, and to the Council-sponsored wheat quality evaluation program. The release to growers of Justin and Crim wheats, Wells and Lakota durums, and Trophy and Larker barleys has been speeded up through these winter seed increases.

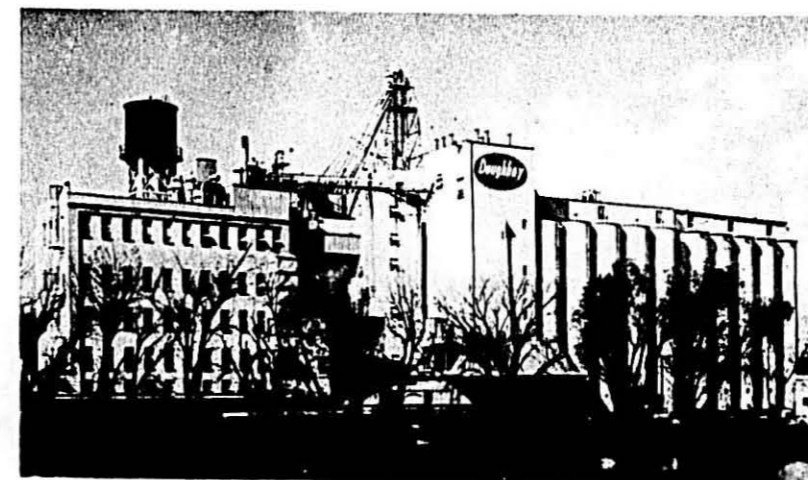
#### New Directors

Dean McNeal, executive vice president of The Pillsbury Company, Henry T. Rutledge, executive vice president, Northwestern National Bank of Minneapolis, and E. W. Ukkelberg, vice president, Deere & Company, Moline, Illinois, have been elected to the Council's board of directors.

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- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

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### Coming in next month's Anniversary Issue:

Food Distribution in the Mid-1960's;  
Obituary for Gross Profit;  
Buyer's Guide—Durum Report.

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## WAY BACK WHEN

### 40 Years Ago

• Strong opposition against the proposed law in California to regulate the size of packages and boxes of macaroni products was shown not only in California but in every section of the country. Noodle manufacturers would be hard hit by having to package their product in a minimum 8-ounce size. The bill was called "class legislation" by objectors, in that it would permit the sale of 3, 5, 7, and 9 ounces, or any quantity, of BULK macaroni, while it confined the sale in packages to eight ounces or multiples of eight.

• What does a housewife want when she orders macaroni or noodles? What does she get? What should she expect to get? The answer to all these questions is wholly dependent on a proper and recognized definition of the products and a determination of their standard of quality, said Editor M. J. Donna in March, 1925. A joint USDA committee on definitions and standards met in Washington in a week-long session to try to arrive at a concise definition of macaroni and all its leading forms.

• Sydney Anderson, president of the Millers National Federation, advised the macaroni industry that there will probably be no hearing on their appeal for an increased tariff on imported products unless they take steps to convince the Tariff Commission of the need of added protection. "Get someone to get together statistics both with reference to production, imports, exports, here and in other importing or exporting countries, and include more definite figures than are so far available relative to cost of production here and abroad. Make a real case before the Commission."

### 30 Years Ago

• Washington authorities forecast that food prices would increase from 10 to 12 per cent the first half of 1935, compared with the last half of 1934, said the Front Cover editorial. "Observant macaroni manufacturers are prone to agree with this prediction, especially in the macaroni markets, and are laying their future plans accordingly." Manufacturers were advised to keep their business in a liquid condition to enable them to take advantage of the favorable change in the future macaroni market.

• NRA officials were studying divergent ideas of different interests in the macaroni trade on the proposal to

amend the Macaroni Code to prohibit the use of premiums. G. G. Hoskins, chairman of the Macaroni Code Authority, presented that body's views which favored prohibiting the giving of premiums. Charles Wesley Dunn, representing a group of manufacturers opposed to the proposed amendment, contended that the proper use of premiums is a spur to sales of macaroni rather than a harm to the trade. The Government's decision was expected shortly.

• For the first time in 35 years of durum wheat production in the United States, there was a serious shortage of this class of wheat. Millers and manufacturers were concerned over the future production of durum, because during the past year it had been necessary to import durum from Canada to supply domestic demands. The poor U. S. crop was due to a most damaging drought.

### 20 Years Ago

• In a letter to Association President C. W. Wolfe, the Office of Marketing Service of the War Manpower Commission stated March 3, 1945: "The manufacture of macaroni products and noodle products is considered as being an activity included in the War Manpower Commission list of essential activities. Your effort to place this information before the members of the National Macaroni Manufacturers Association and other employers of labor who are manufacturers of macaroni products and noodle products will be appreciated."

• Mayor La Guardia of New York City offered his suggestion for a dish which has the proteins, vitamins, starches, and everything else you need for a balanced meal—and no ration points! He termed the dish "O.P.A. Pasta Fagioli." It consisted of noodles and kidney beans with a little salt pork added. "You can fill up on it," he said, "and never give up a red or blue stamp."

• Henry Mueller, president of the C. F. Mueller Company, Jersey City, was selected as representative of the macaroni-noodle industry to serve on the newly-created Industrial Relations Committee of the Grocery Manufacturers of America.

### 10 Years Ago

• Ralph Lakamp, director of the cereal division and assistant to the director of the Kroger Food Foundation, told man-

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ufacturers at the Winter Meeting held at the Flamingo Hotel in Miami Beach, how the third largest retail food distributor in the country controls the quality of merchandise they handle and measures consumer attitudes through research.

• At the meeting, authorities at FDA were phoned long distance to see what could be done about tightening up on imported macaroni, particularly insular products coming into the American market.

• An innovation in discussion techniques was introduced to the Winter Meeting: groups of six gathered around tables to discuss macaroni management matters. Product quality and greater promotional efforts dominated discussions. Cost control and efficiency in manufacturing were of great interest.

• Harry I. Bailey of General Mills reported on durum availability and use of substitutes in this year of great shortage. East of the Rockies, usage of substitutes was estimated at 33½%, while on the West Coast it was 75%. He pointed out, however, that the West Coast was responsible for only 10% of total macaroni production.

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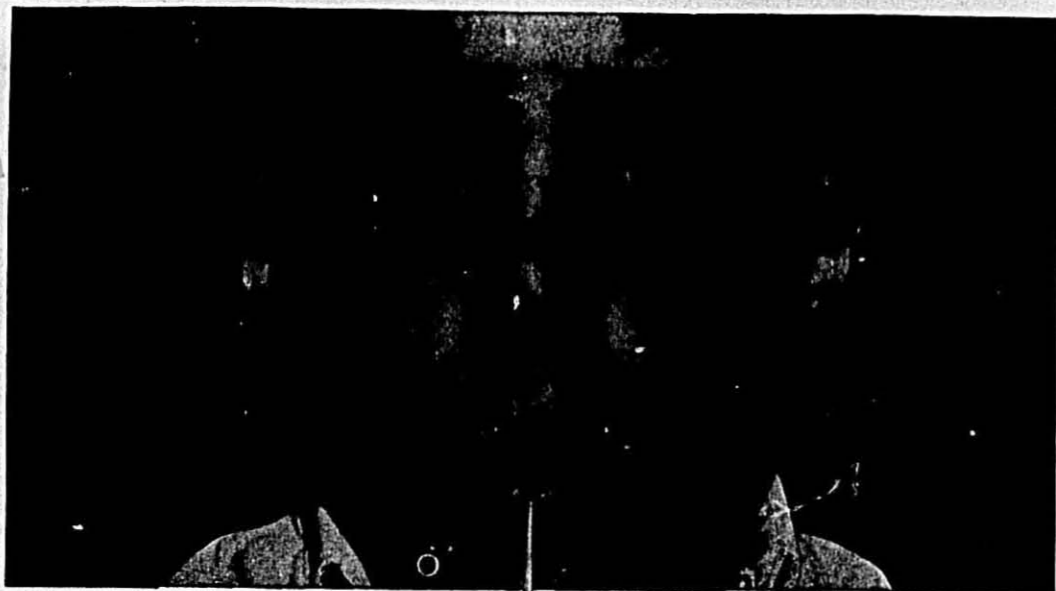
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## A Judge of Macaroni Products!

Yes, this young fellow is a judge all right! He is one of thousands of consumers who rule on the success of your macaroni products at the dinner table. That's why you start with the finest ingredients, and spare no effort to win his approval. And, of course, you exercise the utmost care in manufacturing to insure that the end result will meet his approval.

Likewise, we're proud of the ingredients we supply you and take every

precaution to see that they're the finest milled. Our success, like yours, is measured by the degree of customer satisfaction your macaroni products deliver.

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