

**THE
MACARONI
JOURNAL**

**Volume 48
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December, 1966

Macaroni
Journal



DECEMBER, 1966

HOLIDAY HANDICRAFT



Merry
Christmas
and Best Wishes
to our friends
everywhere

ROSSOTTI LITHOGRAPH CORP.
EXECUTIVE OFFICES: NORTH BERGEN, NEW JERSEY

The **Macaroni Journal**

Officers

Directors

In This Issue:

Cover Photo

HOLIDAY HANDICRAFT

MACARONI as craft material is an old idea.

Girl Scouts have used alphabets on plaques. Women's Clubs have made treasure chests and ornaments. Hand-crafters of all ages have strung macaroni beads and made gewgaws of every sort with the wide variety of macaroni sizes and shapes available in every market.

Many years ago A. Zerega & Sons while still in Brooklyn were coloring and stringing macaroni beads for a brisk export business to the Congo. Then, Western Globe of Los Angeles was selling macaroni products to Arizona Indians for craft material. The Skinner Macaroni Company of Omaha has promoted the idea of macaroni as craft materials for kids kept indoors during dreary winter weather. Porter-Scarpelli in Portland, Oregon, has a booklet on "Macaroni Sculpture." Ideal Macaroni Company in Cleveland has run holiday contests for awards for ingenious decorations. Deimonico Foods of Louisville, Kentucky, had a Deck + A + Roni promotion last year. The idea has been plugged by Betty Crocker, Coca Cola, and house organs all over the country.

Mac-A-Ritty

Last year Rit Tint & Dyes, Best Foods Division of Corn Products Sales Company, promoted a Mac-A-Ritty Campaign. Do-it-yourself ideas for holiday decorations were sent to food editors, radio commentators, television demonstrators as back-up publicity for in-store promotion. In-store materials included window banners and tear-off pads of instruction sheets.

C. M. Jennewein, Sales Manager for Rit, reports that last year's campaign was so successful that it is being re-



Swinging Angels



Shelf-talker and instruction pad

peated this year. Rit is making available banners and shelf-talkers and seeks active cooperation of macaroni firms in promoting the idea.

Instructions

The instructional sheet has this to say:

"Okay, so the Chinese invented it, the Italians made it famous, you love it . . . but who dyed it? Rit! Rit went wild with zingy colors, then slipped in oodles of noodles, scads of spaghetti and mounds of macaroni to make the craziest, but most fabulous Christmas trims ever . . . all with pasta. Try it, it's fun. Who knows? Macaritty could become a great family holiday tradition.

"To dye Macaritty, prepare hot dye solution by pouring one quart boiling water into mixing bowl containing ¼ level teaspoon Rit dye. (One teaspoon for light blue). Stir briefly to dissolve dye. Add macaroni, spaghetti and noodles and stir for about five minutes. Color will appear darker when dry. Remove with small strainer or slotted spoon and drain on paper towels to remove excess moisture. Place on waxed paper or foil to dry thoroughly.

"Macaritty colors come in yellow, Kelly green, scarlet, olive green, tangerine, gold, aqua, coral, turquoise blue, rose pink, golden yellow, pink, orange, chestnut brown, cocoa brown, light green, fuchsia, jade green and light blue. Though other colors may be used, Rit suggests these dyes for best results."

Then a Macaroni Bird 'n'-Box is illustrated along with instructions on how to make it. So are Swinging Angel mobiles, a Macaritty wreath, tree ornaments (Jolly Elephant, Blue Angel, Gingerbread House), and holiday settings such as candle holders and napkin rings.

Christmas Wreath

To make the Christmas wreath pictured on this month's front cover, follow these simple directions:

1. Out of regular corrugated cardboard, or other similar material, cut four rings, each one successively narrower. The following suggested size rings provide a well-balanced wreath:

	Outside Diameter	Inside Diameter
1st Ring	14 in.	9 in.
2nd Ring	13½ in.	9½ in.
3rd Ring	13 in.	10 in.
4th Ring	12½ in.	10½ in.

2. Glue or staple ring two upon base ring one, then ring three upon ring two, and ring four upon ring three.

3. Cover with linoleum paste (if to be used for outdoor display, use a water-proof linoleum paste.)

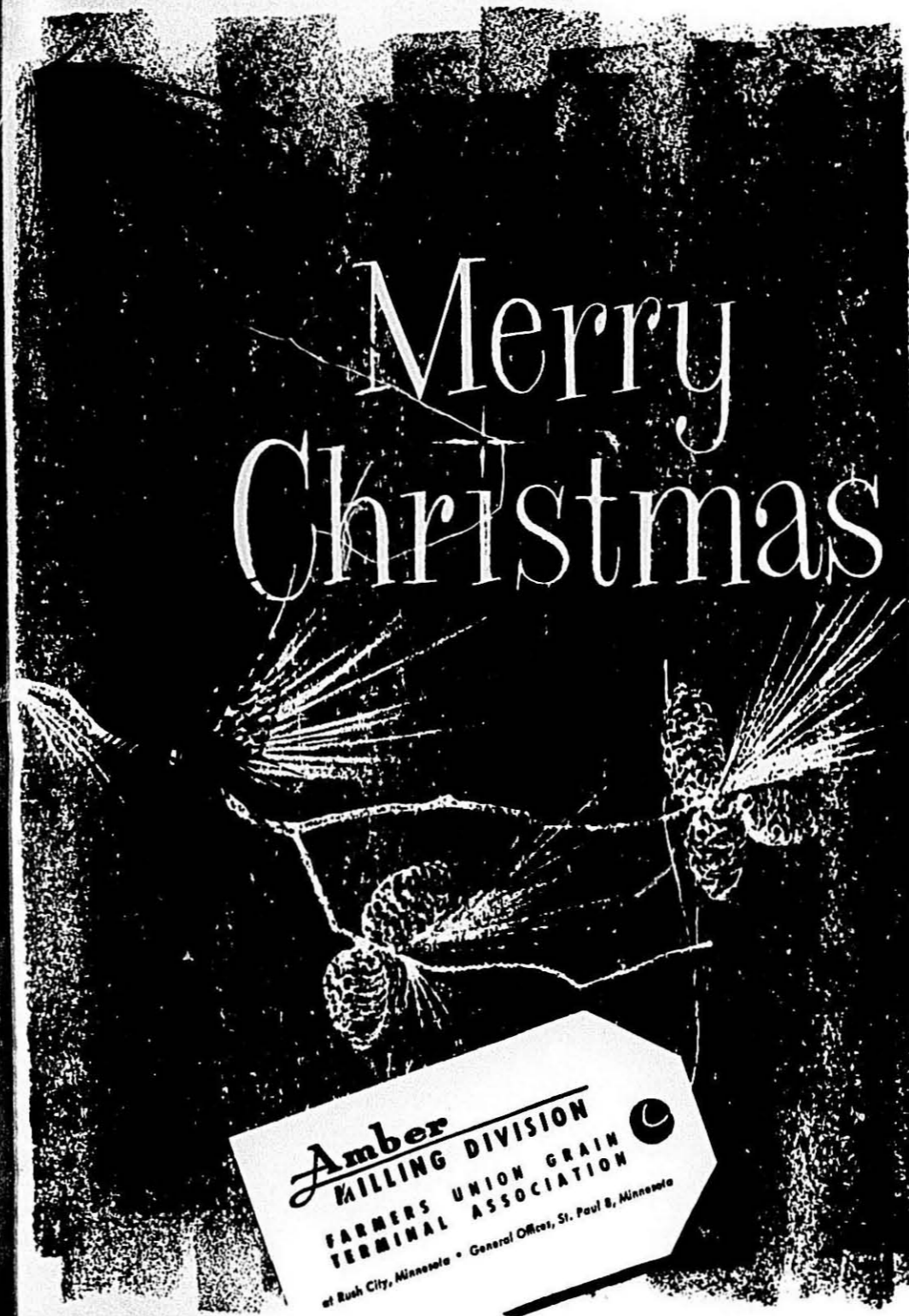
4. Build wreath with a variety of macaroni pieces to a thickness of an inch at the center and a half-inch at the edge.

5. Spray the entire wreath with white enamel (or gold spray paint, if you prefer).

(Continued on page 6)

THE MACARONI JOURNAL

Merry Christmas



Amber
MILLING DIVISION
FARMERS UNION GRAIN
TERMINAL ASSOCIATION
of Rush City, Minnesota • General Office, St. Paul 8, Minnesota

DECEMBER, 1966

5

Holiday Handicraft—

(Continued from page 4)

6. Add ribbon bows and colored balls for a festive touch.

Don't stop with a wreath now that you've discovered how easy it is. Delightful tree ornaments may be made by cutting out pendant shapes from posterboard and spraying with dull black or white enamel. Then glue golden macaroni pieces, previously sprayed in the bottom of a large pan, to the pendants with transparent drying glue.

Also, the macaroni may be placed on plain posterboard and the entire ornament sprayed gold. The number of patterns and decorative arrangements is endless.

For Entertaining

Reunions with friends, tree-trimming parties, caroling parties—these are the "fun" activities we always associate with this happy season. Since good food and fun go hand in hand, why not serve a combination of two favorite dishes—spaghetti and chili—to assure a doubly popular treat. This chili sauce can be prepared early in the day, refrigerated, and then heated to serving temperature while the spaghetti is cooking. Here is the recipe:

Tree Trimming Chili Spaghetti (Makes 4-6 servings)

- 2 tablespoons butter or margarine
- 3 tablespoons chopped onion
- 1/2 pound ground beef chuck



- 1/4 cup diced green pepper
- 1 No. 303 can tomatoes
- 1 6-ounce can tomato paste
- 1 1/2 teaspoons salt
- 2 teaspoons chili powder
- 1 No. 2 can red kidney beans, drained
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces spaghetti

Melt butter or margarine over low heat; add onion and saute until tender. Add beef and cook until browned. Add green pepper, tomatoes, tomato paste,

1 1/2 teaspoons salt and chili powder cook over low heat 25 minutes, stirring occasionally.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve sauce over cooked spaghetti.

Something New in Snacks

How many times have you wished something new under the sun would be invented in the way of food to give variety to pre-dinner snacking? What every woman likes to have as the holiday season approaches is a new recipe or two for tidbits to serve with friends that are different and delicious, easy to make and inexpensive.

For conversation - sparkling hot d'oeuvres, try Noodle Nibbles or Shrimp Bites. Both appetizers can be whipped up in a matter of minutes and they will enhance a hostess' reputation for creative cooking.

Noodle Nibbles (Makes about 2 cups)

- 4 ounces fine egg noodles (about 2 cups)
 - Fat for deep frying
 - Garlic salt to taste
- Cook noodles in hot deep fat 1-1/2 minutes, or until lightly browned. Drain thoroughly on absorbent paper. Season with garlic salt.

From this dough you get little bows. The spiral tubes and star-dust. The organ pipes and furbelows. Roller coasters and pie crust.

Antonio Viviani



THE STORY OF MACARONI

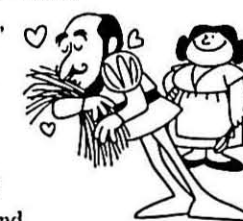


How Was Macaroni Named?
According to legend, Cicho, a subject of King Frederic of Saubin, dreamed of discovering a wonderful new food that would bear his name. For years he studied and experimented. But before he could present his discovery to the people of Saubin a neighboring woman stole his recipe, 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.



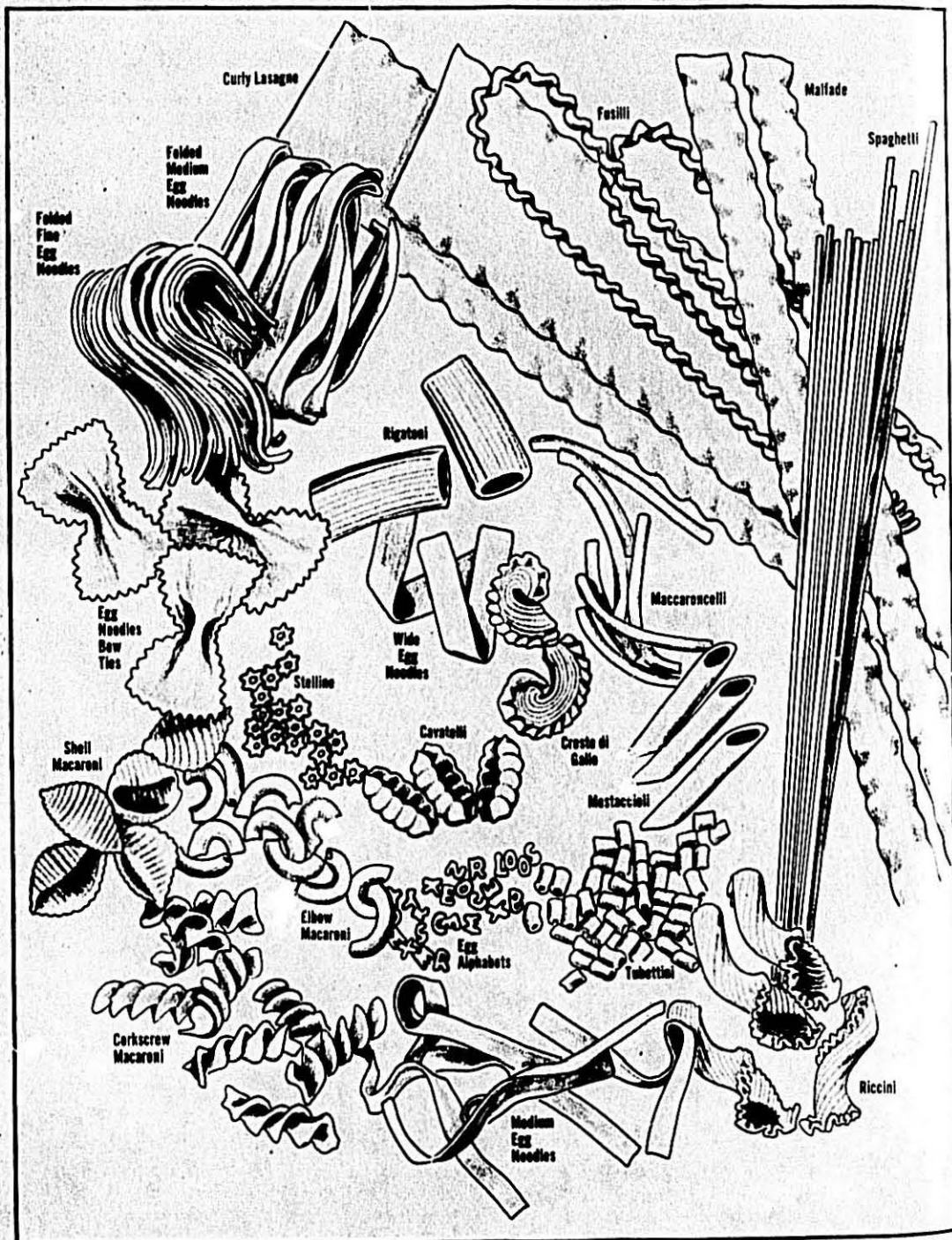
—So say the legends.

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

AMAZING VARIETY



ONE of the hardest questions to answer about macaroni is the most frequently asked one: "How many different shapes are there?" Because the macaroni business tends to be regional, and because each manufacturer makes the products best liked in his territory, not all the possible shapes and sizes will be made in one macaroni plant. And the shapes and sizes available in any one area may vary with the consumer demand. To add to the confusion, some manufacturers label their products with the traditional Italian names, others call them by their Americanized names, while still others give them imaginative new names.

So the answers to the question, "How many," may vary. The official estimate of the National Macaroni Institute is 150. A recent check with a manufacturer of dies (the metal devices which produce the macaroni shapes) indicates that a total of 324 shapes could be made in this country!

Obviously, any one family, even the most ardent macaroni eaters, does not need all of those shapes. Though it might be fun to eat a different shape every day for almost a year! Many of the forms are interchangeable in use, and might be of help to survey the by general category.

Rods

Spaghetti is a general term for the solid rod form of macaroni. Round rods may be made in any of sixteen different diameters, ranging from fidellini, the smallest, up through capellini, vermicelli, spaghettini, and spaghetti to spaghettoni, the largest size. Solid rods may be made in oval shape, too. This may be found in 6 sizes, bavettini being the smallest, followed by bavette, the familiar linguine and finally linguine de pastori. Often the various spaghetti may be identified on the package by a number, or the smaller varieties called thin spaghetti.

Noodles

Flat products are familiarly known as noodles. Among these, usually found in the long form, are the very narrow trenettine, trenette, fettucelle, fettucine, fettucce, lasagnette, and the wide lasagne, with a total of fourteen sizes in the group. Some of these may be found called egg noodles, and may be designated as narrow or fine, medium, wide or broad. Some may be extra long and called folded. Fettucine, means "ribbons" in Italian, a very descriptive work for many of these flat shapes.

Flat shapes may be curly on one side. "Fettucelle riccia un lato" describes a medium wide ribbon of this type. Altogether there could be eleven such flat shapes, echoing the names of the plain flat ones, but all curly on one side. More shapes are added to the list, when you imagine that all of these flat shapes could be made curly on both sides. In this group, from small to large, are malfadine, mafalda, lasagnette riccia, lasagne riccia, and lasagne large riccia, nine sizes in all. The large ones of this group are the ones familiarly known as lasagne.

Hole-in-the-middle

A third group of macaroni products contains the round products with a hole in the middle. Here the variety is almost uncountable. Start with the smooth ones. There are twenty possible sizes: tiny spaghetti bucati, followed by buccatini, perciatelli, macaroncelli, messanelli, messani, ziti, zitoni, occhio di lupo, cantelle and the jumbo-size tufoli. Now imagine most of those shapes, and more, made with ridges—start with small perciatelli, go up through cantelle and add the word rigati, then add to the list a larger one, rigatoni. There you have forty-one more. Most of these macaroni products can be made in a long form.

When these same hollow tubular forms are cut in short lengths, and the lengths are varied, the number of possibilities is multiplied. Smooth tubes, longer than the familiar elbow macaroni, provide fourteen more possibilities: they take some of the names already given to the hollow shapes, with the term magliette coming before. Tubes with ridges and cut into the shorter lengths offer twenty-eight more shapes. They are named in the same fashion, with rigati tacked on at the end.

Elbows

Still in the hollow tube family are the well-known elbow macaroni products. Familiar elbows may come in eleven sizes of diameter. And eight of these may be made with ridges. There's nothing ordinary about "ordinary" elbow macaroni! These tubular macaroni products can be cut in lengths even shorter than the elbows to provide nine more sizes. For example, elbow bucatini cut in very short lengths become tubettini; elbow macaroni similarly cut is called ditalini or salad macaroni.

Specialties

Many of the so-called specialty products are well-known and popular: sea shells, smooth and ridged range from very small to very large in size and account for thirteen more potential products. Then there are snails and nut shells both smooth and ridged to a total of eleven more. At least two sizes of alphabets are made. Imaginative names are given to the small fancy products, which number about eighty-four: anelli rigati (or gears, or ridged rings), stelline (small star), and there are crowns, hearts, clubs, spades and diamonds, melon seeds, and the very tiny pastina of various shapes.

And still, the end of the list is not reached. There are round and square wheels, cavatelli, creste de gallo (cock's comb), triangles, fish, fusilli (twisted spaghetti), yolanda and margherita (two more twisted types), riccini (curls). In all, there are probably another twenty-seven at least. And perhaps more to be invented in the future!

Just Imagine

A brief discussion such as this surely piques the imagination—what do all those Italian words mean? — what would you do with all those many sizes and shapes of macaroni products? Both are questions to be answered at another time. This is meant only to give a brief survey of the sizes and shapes which may be made in America. And to inspire a trip to the market to investigate which ones are available. Such a visit should inspire the preparation of a new recipe using a macaroni product (perhaps one not yet known to the family) and reward the cook with a round of applause at dinner.

Spaghetti Supper

A typical "Type A" (school lunch) platter served in school cafeterias—spaghetti and meat sauce—was served at a benefit supper October 6 in the Lower Merion High School cafeteria, according to the Main Line Chronicle of Ardmore, Pennsylvania. Ardmore is one of Philadelphia's more prosperous suburbs.

The report declared, "Spaghetti is perhaps the most popular hot dish of school kids." Proceeds of the affair went to the Southeastern Branch of the Pennsylvania School Food Service Association.



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PASTA PANEL

THE National Macaroni Institute was sponsor of a luncheon at the annual Food Editors' Conference at the Sheraton-Boston on September 30. Four buffet tables were set in the corners of the Commonwealth Room, which has Revolutionary War figures as murals on the wood paneled walls. In keeping with the motif, table linen was in red, white and blue. Centerpieces were toy drums filled with red and white carnations and shafts of durum wheat colored blue.

The luncheon was billed as a Yankee Doodle Buffet offering lobster-macaroni shells salad (inspired by the locale), a casserole of egg noodle bows with three cheeses, linguine served with three sauces—ground beef and hot Italian sausage, a white clam sauce, and an eggplant tomato sauce. These were accompanied by a tossed salad with a poppy seed salad dressing prepared by Andre Pierre Mercier, executive chef of the Sheraton Boston Hotel, and red and white wines at the tables.

Greetings to the Group

Following luncheon, the group was greeted by Joseph P. Pellegrino. He said:

Mr. Chairman, Food Editors and Guests:

It is with great pleasure and no small amount of pride that the members of the National Macaroni Manufacturers Association host this final luncheon of your first conference in Boston. You were a long time coming—a quarter of a century I'm told. Please don't ever stay away that long again.

I suspect all of you are pretty well convinced by now that the so-called New England dinner, 1966—style, is just as likely to include macaroni as potatoes, meatballs as boiled beef.

To be exact, the old familiar toast that begins

"And this is good Old Boston
The home of the bean and the cod . . ."
is as outdated as the year 1910 when

John Collins Bossidy memorialized this commonwealth capital at a mid-winter dinner of Holy Cross alumni.

Today, although the Lowells may still talk only to the Cabots, as Bossidy insisted in his original toast a half century ago, when it comes to food, spaghetti has far outdistanced the traditional bean in popularity.

It's time we updated old Bossidy:
"And this is good old Boston
The home of spaghetti and cod
Where beans may be the tradition
But pasta's getting the nod."

Popular Pasta

If it sounds like I'm plugging the macaroni industry, you're right. I am. For today, pasta rates only behind steak and chicken in popularity. And you're just as likely to find it in the homes of the Cabots, the O'Briens, the Kamin-skys, the Lowells and the Brookes as in the homes of the Pellegrinos, the Pastores and the Volpes.

The factors that have brought this about are many, and I will mention only a few: a World War—the one back in 1917—that first introduced a lot of doughboys (no pun intended there) to macaroni in its many wonderful forms; American mass production methods and merchandising ingenuity; the speakeasy operators of the prohibition era who turned the taste of many to spaghetti as the perfect dish to have with wine; the work that Fiorello LaGuardia did as a Congressman in helping to draft the Food, Drug and Cosmetic Act which gave the macaroni industry new standing and acceptability among American consumers.

But above all, it has been the work that you newspaper and magazine food editors have done by exploring and exploiting the world of pasta in your endless search for new and tempting ways with food.

The wonderful thing about pasta, quite aside from its versatility and its ability to excite the sight as well as the

taste, is the fact that it's good for you. A comforting thought in our health-conscious society. It's even great for athletes, believe it or not.

Dr. Warren Guild, senior associate in medicine at the Peter Brent Brigham Hospital in Boston, has found that spaghetti provides a far superior pre-competitive meal for athletes than even steak. He's a vice president of the American College of Sports Medicine and a distance runner who competes in the Boston Marathon. As a student at Harvard I often watched that race. I never saw him run. But it is nice to think that the industry I chose for my career has played some part in that wonderful spectacle.

So if any of you plan to attend any future strenuous conferences, you might consider taking along a supply of spaghetti, just in case you get feeling a little run down.

I want to thank you in behalf of my own company, Prince Macaroni, as well as the other fine companies that make up the National Macaroni Manufacturers Association, for the opportunity given us to participate in your conference this year.

I would like to invite all of you to be my guests tomorrow morning on a tour of this richly historic area.

I have arranged to pick you up at your hotel at 9:00 a.m. I am sure it will be a rewarding finale to your week-long conference in New England.

Thank you.

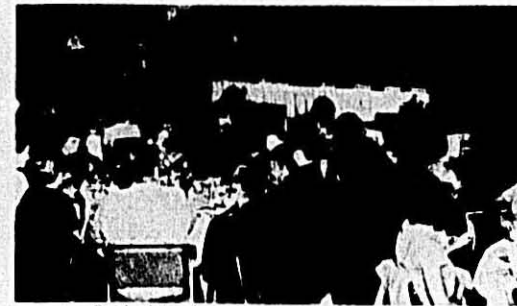
Ted Sills Moderates

Ted Sills then introduced the pasta panel who were to meet the press. As the macaroni manufacturers were introduced they made a one-sentence statement that was to be both explanatory on macaroni products and provocative to the editors to generate comments and conversation. This was the panel, and their statements:

Vincent De Domenico, Golden Grain, San Leandro, California: "Macaroni is



Mrs. DeDomenico (in white blouse) with a group of food editors.



Food editors from all over the country attended the Yankee Doodle Buffet.

one of the original convenience foods."

Vincent F. La Rosa, V. La Rosa & Sons, Westbury, New York: "Pasta in any shape or form can be used in meals for almost any occasion."

C. Fred Mueller, C. F. Mueller Company, Jersey City, declared: "Pasta products offer the utmost in versatility."

Albert Ravarino of Ravarino & Freschi, St. Louis, observed: "The majority of Americans do not know how to cook macaroni properly."

Emanuele Ronzoni, Jr., Ronzoni Macaroni Company, Long Island City, said: "Macaroni, spaghetti and egg noodles are the most economical buy in today's food basket."

Lloyd Skinner, Skinner Macaroni Company, Omaha, noted that "American macaroni products are the best in the world because they are made with the finest durum wheat that is grown anywhere."

Jack Wolfe of Pennsylvania Dutch-Meats, Harrisburg, explained that "The generic term 'macaroni' actually means a family of a tremendous variety made of the same ingredients but of various sizes and shapes."

Joseph P. Pellegrino of Prince made the statement: "Macaroni in itself is not a fattening food."

Comments and Questions

Ted Sills observed that in 1948 the macaroni industry sold some 850,000,000 pounds of product to the American public. In 1965, this volume had increased to over 1,750,000,000 and per capita consumption had jumped 50 per cent from six pounds to nine pounds per person. At the retail level, sales volume of macaroni products is close to half a billion dollars a year. In 1939 there were approximately 326 macaroni companies. Today there are about 125 commercially important plants with another 70 with four employees or less.

Then the editors were ready with their questions. The first one was: "What varieties are most popular?"

Jack Wolfe answered: "In urban areas and in the East, particularly where there has been an Italian influence, spaghetti is consumed in greatest volume. In the midwest and south, elbow macaroni is more popular and widely used. Noodles are popular with the Slavs, Teutons and Jewish communities. The many other shapes are used as a variety change."

Then came the question: "Are domestic products better than imports?" Vincent F. La Rosa replied: "Domestic spaghetti and macaroni is the best. We do not doubt that foreign manufacturers know how to make macaroni products and have the facilities to do so. The difference lies in the raw material. We have the finest durum wheat in the world. We have done more experimental work and have bred into this type of wheat the qualities that we felt were necessary in making fine macaroni products."

"In Europe, there is a scarcity of durum wheat and they do not have the varieties we have. They are forced to obtain wheat from North and South America to blend with their own hard wheats."

"The difference in the end product is the tolerance to over-cooking in durum and the constant tenderness and firmness that the Italians refer to as 'al dente', the bite according to the teeth. The difference in macaroni shapes is the texture in eating. We are proud to have taken a wheat originally grown in Russia and developed here to the point where we can say it is the finest durum wheat grown anywhere in the world."

Lloyd Skinner added: "Our products are more nutritious, too, because we add vitamin enrichment. All wheat products lose some nutrient in milling, and the thiamine, niacin, riboflavin and iron are restored in our enrichment of the product, according to Federal standards."

"How do you serve macaroni for breakfast?" asked an editor.

"Pastina is served as a cereal as farina," replied Fred Mueller. "The same pastina used by infants and little children. Also noodles can be used in pancakes and omelets. For lunch and dinner, you know the story pretty well."

How Much to Cook

Then the query: "How much macaroni does one cook?" Vincent De Domenico suggested measuring everyone's waist-line at the table, judging how big their appetite was, and going from there. "Normally," he continued, "two ounces per person is adequate, but if you are serving the macaroni product as the main course you may need three or four ounces. Instructions on the macaroni package should be a help with cooking times and approximate servings."

To the double query: "Is macaroni fattening? Does it contain protein?" came this answer from Al Ravarino—"Macaroni products are carbohydrates although they do contain 12 to 13 per cent protein, and this protein is the finest type of vegetable protein. Protein in meat is only 16 to 20 per cent. Pasta doesn't contain any fat other than those added in a recipe. Millions of people in the world obtain their subsistence from pasta dishes because of the valuable nutritive protein that it contains."

Joseph Pellegrino added: "The backbone of any diet is moderation. In a carbohydrate diet, you will find that many fruits have more calories than does a cup of cooked pasta. A cup of cooked macaroni has 28 grams of carbohydrate, about the same as a banana. Calorie-wise pasta has about 155 calories per cup while rice has 185 and mashed potatoes are about the same."

Mr. Mueller noted: "If you have spaghetti and meat sauce, the meat makes the protein in the pasta that much more efficient and more easily assimilated."

(Continued on page 14)

Pasta Panel—

(Continued from page 13)

Question: "We import macaroni from Italy. Does Italy import macaroni from us?"

Answer by Al Ravarino: "The main reason Italian macaroni comes to the U. S. is because of a price advantage. Also there is a certain amount of prestige claimed by status-seekers who say, 'I use the imported product'. Our products are not sold in Italy because the Italian government protects their large industry. Although the Italians do not eat our macaroni they just love our durum wheat."

Dorothy Crandall of the Boston Globe asked, "Did you notice a surge in sales when Jackie Kennedy's recipe for fettuccine went around the country?"

Al Ravarino replied, "I don't know when Jackie Kennedy's recipe appeared but there is an increasing popularity of fettuccine and lasagne, thanks to you food editors."

Fred Mueller chimed in: "More people are going to Europe, and anyone going to Italy has to have Fettuccine Alfredo in Rome. When they come home they demand fettuccine here."

Sizes and Shapes

Question: "How many sizes and shapes of macaroni are there, and why so many?"

Answer from Lloyd Skinner: "The National Macaroni Institute estimates that there are 150 shapes of macaroni generally made and a recent check with a manufacturer of dies says there are 324 shapes that could be made in this country."

"Most of these shapes originated in Italy," added Al Ravarino. "Italians enjoy being different and created many different sizes and shapes in the different towns and provinces." Vincent De Domenico gave the clincher: "Various shapes adapt themselves to various recipes."

"How do you spell lasagna?" asked an editor, "with an a or an e?" "It comes from the Latin," replied Al Ravarino—"lasagna means one piece; lasagne is plural."

"Do you rinse macaroni?" asked another editor. Manny Ronzoni gave this explanation: "When you are cooking a dish that is going to be served hot, it is best never to rinse the pasta. Just drain it in the colander. When you plan on serving a cold dish, such as salad, it is best to rinse the pasta in cold water to stop the cooking, drain it in a colander, and put a pat of butter on the pasta to keep the strands from sticking together. A spoonful of oil added to the pasta

when cooking will also keep it from sticking together. You are bound to lose some of the taste of the product by rinsing it."

The final question was: "Why do cooking times vary?" Jack Wolfe gave the answer: "Cooking times will vary with different shapes of pasta and with different wall thicknesses. Also when bottled gas is used, the pressure may not be as steady as that from a gas main and the water may not be kept at a rolling boil—this will affect cooking time of pasta in rare instances. High altitudes require longer cooking times."

Macaroni-of-the-Month

After thanking the panelists and editors for their participation, Ted Sills announced that the editors would be recipients of a Macaroni-of-the-Month gift mailing from macaroni manufacturers all over the country. As a bonus gift from Wear-Ever Aluminum, Inc., those editors attending the luncheon were the first people in the country to receive a newly-designed deluxe 8½ quart Dutch oven. The first of their kind, they match the other Wear-Ever Select Utensils, with the same milk brown cover and color-matched knob and handles. Made of extra thick Alcoa Aluminum for even heating and lined with Du Pont Teflon finish the color of French chocolate ice cream, this handsome utensil will have many uses. It is large enough to cook one pound of spaghetti, macaroni or egg noodles with plenty of water. It will be useful for making soup, stews, curries and casseroles for a large group.

Food Editors' Conference

Food editors led a rigorous schedule in their quest for new ideas and new information about food at their annual conference. The conference, sponsored by the National Association of Newspaper Representatives, was held in Boston at the Sheraton-Boston Hotel.

Here are highlights of the program which began with registration Saturday afternoon, September 24—

3:30 p.m. Keynote Meeting and Welcome.

4-6 "A Revolutionary Town Meeting and General Assembly"; host, Armour Grocery Products Company.

7 p.m. "Recreation of a Dinner with the Underwoods in 1866"; host, The William Underwood Company.

On Sunday, 9 to noon, Florida Citrus Commission Brunch.

12:30 to 4:30 p.m. Clambake Beer Party-U.S.A., New Ocean House, Swampscott, Massachusetts; hosts, National Fisheries Institute, Shrimp Association of the Americas, Halibut Association of North America, United States Brewers Association.

4:30 to 5:30 Filling period.

5:30 to 7 Green Giant White Sale, Top of the Hub, Prudential Tower.

7:30 "Menus with a Modern Tempo," dinner at the Algonquin Club; host, Standard Brands, Inc.

Monday, 8:30 to 10 "Apple Growers' Breakfast"; host, National Apple Institute, Inc.

10:15 to 11:15 Lamb Cutting Demonstration; host, American Lamb Council.

11:15 to 12:15 p.m. Filling period.

12:15 to 2:15 "The Wonderful World of Paper"; host, Kimberly-Clark Corp.

2:30 to 3:30 Barn Raisin' 1966 to House Warming 1966; host, Licensed Beverage Industries, Inc.

3:30 to 4:30 North American Blueberry Council meeting.

4:30 Presentation of Vesta Awards American Meat Institute.

4:40 to 5:30 Filling period.

5:30 to 7 "Gerber Foods Around the Clock."

7-9:30 p.m. "Food in the American Literary Tradition"; host, The Borden Company.

Tuesday, 9 to 11:30 Brunch and Press Session "A Happening"; host, The Quaker Oats Company; press suite hosts, American Home Foods, The Kitchens of Sara Lee, Knox Gelatine, Inc., John Oster Manufacturing Co. and T. Marzetti Co.

11:30 to 12:30 p.m. Filling period.

12:30 to 2:30 "Heinz Gets the Lead Out" Luncheon; host, H. J. Heinz Company.

2:45 to 4:30 "Buzz Session"; host, Pepsi-Cola Company.

4:30-6 Filling period.

6-10 "Deep Sea Treasures From New England Waters"; cocktails and Inspection of the United States Fish and Wildlife Research Vessel "Albatross," dinner at Anthony's Pier 4 Restaurant; hosts, New England Fishing Industry Committee.

Wednesday, 8:30 to 10 Breakfast with Chiquita; host, United Fruit Company.

10:15 to 11:15 "Tender Loving Care for Food in the Home"; host, Colgate-Palmolive Company, Baggles.

11:15 to 12:15 p.m. Filling period.

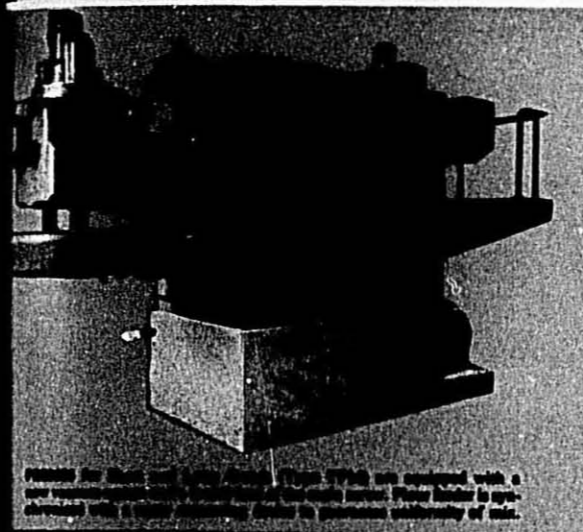
12:15 to 2:15 Champagne Reception and Luncheon; host, California Cannery and Growers.

2:30 to 3:30 Baking Soda Pop-Art Exhibition featuring soda uses A-"Go-Go"; host, Church & Dwight Co., Inc. (Arm & Hammer).

4-6 Interlude, High Tea at the Isabella Stewart Gardner Museum; host, Pet Inc.

(Continued on page 16)

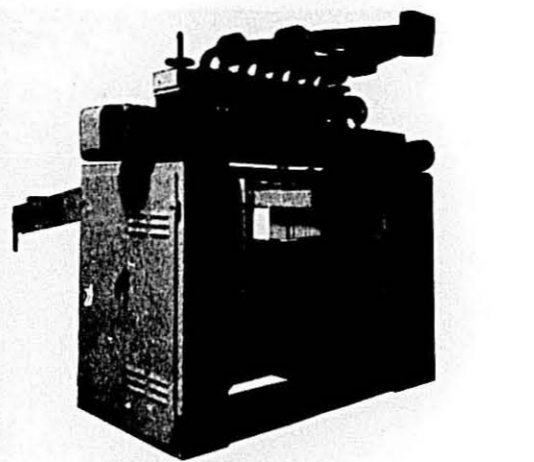
THE MACARONI JOURNAL



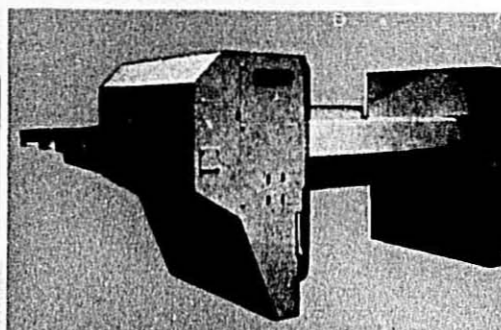
Fluidlift actuator

Machinery and equipment and complete engineering service for bulk storage and handling systems.

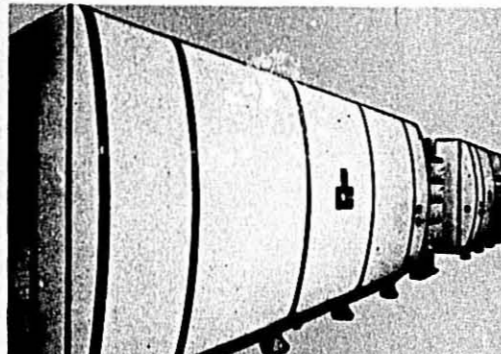
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AUTOMATIC SPREADER (Type TSH) has water jacket with 8 inlets to produce a perfect extrusion pattern. Die is unlocked by manually turning two hand wheels.



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PRE-DRYER and FINISHING DRYER for Long Goods designed to produce automatically, with almost no supervision, a first class product and to yield an optimum color effect. Sanitary construction with swing-out panels, better insulation and new positively controlled sick transfer are the features of this new and unique machine.

PRE-DRYER and FINISHING DRYER for Short Goods and Noodles. Automatically, with almost no supervision, these dryers produce a first class product with optimum color effect. Sanitary construction, swing-out panels, better insulation and new S-Element drying conveyors are features no other make can offer.

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Food Editors' Conference—

(Continued from page 14)

8 p.m. "Designs in Dining"; hosts, Sterling Silversmiths Guild of America and The Pillsbury Company.

Thursday, 9-11:30 Brunch and Press Session, "Frozen Foods Take Off in the Jet Age"; host, National Association of Frozen Food Packers. Press suite hosts, Best Foods Div. of Corn Products Company, Chinese Maid, Inc., Duffy-Mott Company, Inc., 3 M Company.

11:30 to 12:30 p.m. Filing period.

12:30 to 2:30 Luncheon at the Captain's Table; host, Anderson, Clayton & Co. Foods Division.

2:45 to 3:45 "A Closer Look at the Consumer"; host, Grocery Manufacturers of America, Inc.

3:45-5 Filing period.

5-10:30 Tour of Plimoth Plantation and 1966 Version of the First Thanksgiving Dinner, Plimoth Plantation and Bert's Restaurant, Plymouth, Mass.; host, General Foods Kitchens.

10:30-12 "Nite-Cap Party"; host, Diet Rite Div.-Royal Crown Cola Company.

Friday, 8:30 to 10:30 "Shades of Purple Breakfast Party"; host, The Welch Grape Juice Company.

10:15 to 11:15 "The Tale of the Ring"; host, The Dow Chemical Company.

12:30 to 2:30 p.m. Yankee Doodle Buffet—featuring macaroni, spaghetti and egg noodle specialties followed by Pasta Panel Meets the Press; host, National Macaroni Institute.

3-5:30 Farewell Reception Ostebord, Copenhagen Room, Sheraton-Plaza Hotel; host, Denmark Cheese Association.

5:30 Tea with Mr. and Mrs. Ernest Henderson (Historic 19th Century Beacon Hill Home).

SHELAGH HACKETT is a home economist and account executive with Theodore R. Sills, Incorporated, the largest public relations firm specializing in food. When she is not travelling around the country promoting pasta products in imaginative recipes, she can be found in Sills' Test Kitchens, where she creates and develops many of the recipes she demonstrates on radio and television shows.

A native of England, Shelagh spent her early years travelling with her family throughout Europe where she became familiar with the various Continental cuisines in her early childhood. Continuing her interest in food, she studied at the Perse School for Girls in Cambridge and received her bachelor of science and home economics degrees at Cambridge University. She also studied at the famed Cordon Bleu in Paris and has diplomas in public speaking and food demonstration.

TELEVISION DEMONSTRATIONS



Shelagh Hackett appeared with Lynn Sheldon in Cleveland.

Shelagh began her career as a home economist with the Electricity Board in England, where she developed and tested recipes for demonstrations to the public and on television. In June, 1961, she came to the United States on vacation, and liked this country so much she decided to stay.

Shelagh prefers to spend as much time out of doors as possible, and enjoys all sports, especially tennis, auto racing, mountaineering, and skiing. A trim five-foot-ten with dark hair and eyes, she lives in northern New Jersey, surrounded by dogs of every shape and size. Her husband is a nationally known dog handler.

Macaroni Week

In October, to kick off National Macaroni Week, Shelagh packed up her suitcase and three dog hampers of utensils, including a heating plate, to visit television and radio stations in the Midwest and to demonstrate the preparation of macaroni recipes.

On October 10, she was in Minneapolis to appear on WCCO-TV with Randy Merriman and Edie Shepherd in the "Something Special" show at noon-time. On radio, she was interviewed by Jane Johnston on KSTP and over WAGY by Mr. Trummell and Doris Burgess.

The next day in St. Louis, she was on Stan Kann's "Noon Show" where Stan did the cooking as she gave instructions. This was televised over KSD, and comments were carried on KSD-Radio. A second appearance on radio was carried over KMOX.

In Chicago on October 13, she appeared on "The Morning Show" on WBKB-TV with Jim Conway and Gloria Loden, preparing her recipes

and chatting about macaroni background. While in Chicago, she was interviewed by Martha Crane on Radio Station WLS.

The following week in Detroit, on October 18, she appeared on the noon-time television show, "Living," with Carol Duval, over WWJ-TV. WJLB-Radio carried her interview with Jan Foreman.

In Cleveland the next day, she was on the morning show of Paige Palmer over WEWS-TV, and in the afternoon on WKYC-TV in color with Linda Hunt and Gail Krielow on "Three on the Town." Betty Ott interviewed her on the "Ladies' Day" program over WGAR-Radio.

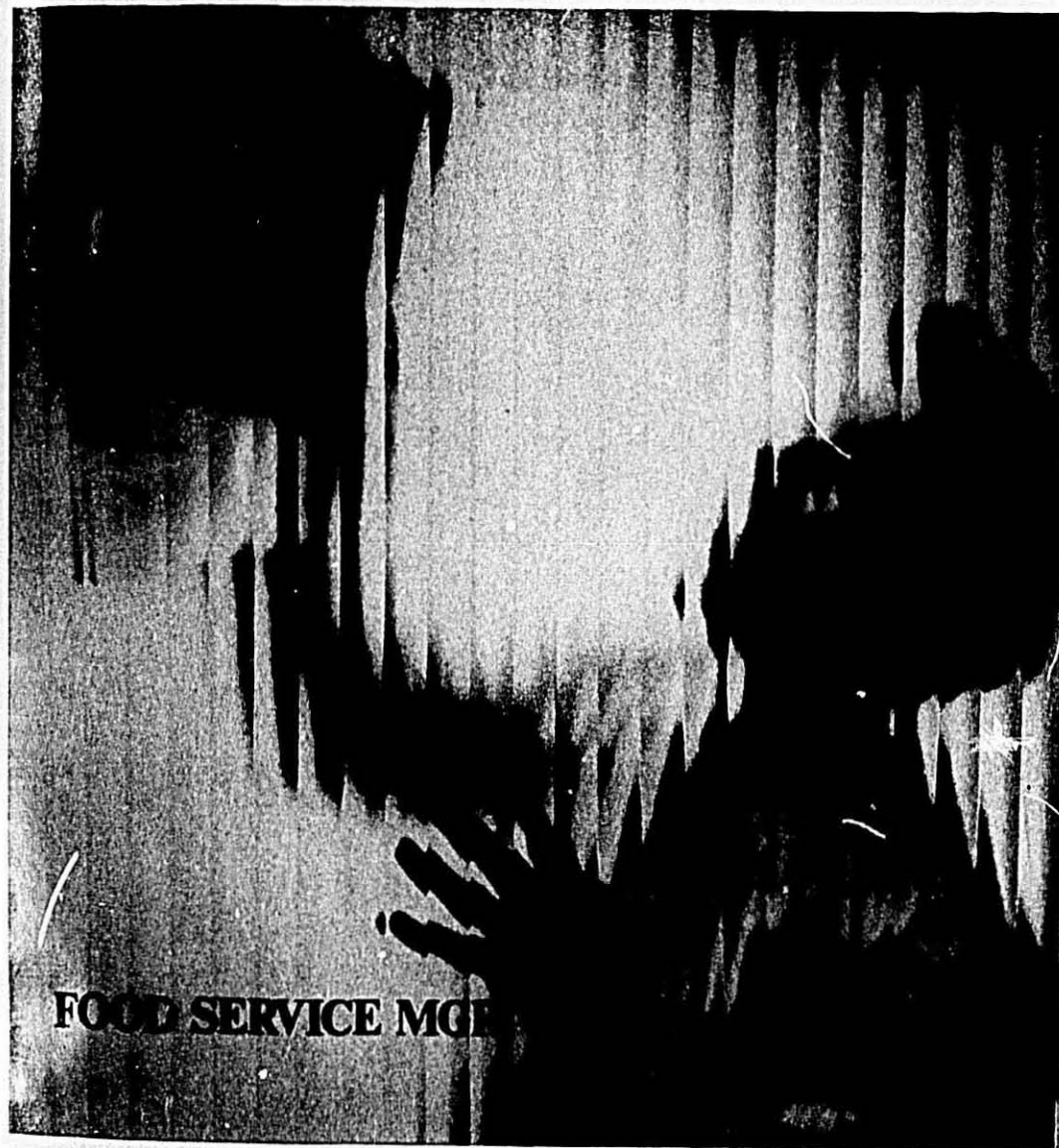
Recipe Requests

Requests for recipes demonstrated by Miss Hackett have been pouring in to the National Macaroni Institute office. The three recipes demonstrated are as follows:

Spaghetti Veal Turnover (Makes 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces spaghetti
- 1 pound veal cutlet, pounded thin
- 1/4 cup butter or margarine
- 1/4 cup chopped celery
- 1/4 cup chopped onion
- 1 tablespoon poppy seed
- 1/2 teaspoon salt
- 1/4 teaspoon pepper
- 1/2 cup heavy cream
- 2 cups shredded Gouda cheese (8 ounces)

Add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook until
(Continued on page 18)



FOOD SERVICE MGMT.

There's a new excitement about spaghetti! The addition of 1.5% MYVAPLEX® Concentrated Glyceryl Monostearate to the spaghetti you make keeps its appearance, flavor, and texture just as inviting in the steam table as when it comes fresh out of boiling water at home. Food service managers will want to serve it more often. You can look forward to a broadening market.

MYVAPLEX Concentrate does not affect flavor. It meets the requirements of U.S. Food and Drug Definitions and

Standards of Identity for Macaroni and Noodle Products, as amended. Learn more about its advantages by getting in touch with *Distillation Products Industries*, Rochester, N. Y. 14603. Sales offices: New York and Chicago. West Coast distributors: W. M. Gillies, Inc.



Distillation Products Industries
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Television Demonstrations—
(Continued from page 16)

covered stirring occasionally, until tender. Drain in colander.

In 10-inch skillet, saute veal in butter remove meat from pan. Combine spaghetti, celery, onion, poppy seed, 1/2 teaspoon salt pepper and heavy cream in large mixing bowl. Spoon half the spaghetti mixture into the heated skillet; top with cooked veal and 1 1/2 cups cheese. Top with remaining spaghetti mixture and sprinkle with remaining cheese. Cover and cook over medium heat 25 to 30 minutes, running spatula under mixture occasionally to prevent sticking. Unmold onto serving platter. Garnish with parsley, if desired.

Note: Canned luncheon meat, cooked ham or turkey may be used instead of the cooked veal. Melt 1/4 cup butter in the skillet before spooning in spaghetti.

Autumn Macaroni Shrimp Salad
(Makes 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 pound cooked shrimp, shelled and deveined
- 1 cup seedless grapes
- 1 large red apple, unpared and diced
- 1 cup toasted chopped filberts
- 1/2 cup mayonnaise
- 1/4 cup prepared clear French dressing
- 2 tablespoons lemon juice
- 1 teaspoon each salt, dill weed
- 1/8 teaspoon white pepper

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain again.

In large mixing bowl, combine macaroni with shrimp, fruit and nuts. Blend mayonnaise, French dressing, lemon juice, 1 teaspoon salt, dill and pepper. Pour over salad; toss and chill.

Egg Noodles and Three Cheeses
(Makes 6 to 8 servings)

- 2 tablespoons salt
- 4 to 6 quarts boiling water
- 1 pound medium egg noodles (about 8 cups) (or egg noodle bowls)
- 2 cups (1 pound) creamed cottage cheese
- 1 package (8 ounces) cream cheese, at room temperature
- 1 package (7 1/2 ounces) farmer cheese, at room temperature
- 1 cup chopped parsley
- 1/2 to 1 teaspoon each salt, onion powder

Add 2 tablespoons salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook un-

covered, stirring occasionally, until tender. Drain in colander.

Meanwhile, combine cheeses with parsley, salt and onion powder to taste. Toss with noodles and serve immediately.

Procino-Rossi Celebration

This is the Golden Anniversary Year of the Procino-Rossi Corporation. In 1916 the firm was organized and started making macaroni in the garage of a home at 408 East Division St., Syracuse, N.Y. The founders were the late Mr. Nicholas Procino and Mr. E. Alfredo Rossi. When the rented garage burned in 1919, the firm decided to move to Auburn where most of their customers were located. The present plant is in this location, but greatly expanded with the continued yearly growth of the company. In 1927 the firm was incorporated and the 'thirties found their territory expanding east, south and west. Today the company's sales areas are bringing more than 70 varieties of pasta into six eastern states. The executive officers of Procino-Rossi are Mr. E. Alfredo Rossi, president and treasurer, Mr. Jack A. Procino, vice president and secretary, and Mr. Nicholas A. Rossi, vice president.

In designating Mr. Alfred Rossi "man of the year," the Christopher Columbus Commemorative Committee recognizes the distinguished service to the community of this Auburn citizen. Mr. Rossi was a member of the Board of Directors of the National Macaroni As-

sociation. He also served on the Board of Directors of the Auburn Trust Company. Although in semi-retirement for the past two years, Mr. Rossi continues to lead the company into ever-increasing areas of expansion, using the latest marketing and merchandising methods through the services of Mathison Advertising, Inc. of Rochester and New York City.

New England Distribution Study

The 28th annual survey of retail distribution of grocery store products has been issued by New England Newspapers Advertising Bureau, Boston. The 202-page survey contains data from 1,155 stores, both chain and independent, in 57 markets, ranging from metropolitan centers to small towns. Distribution figures of 619 brands in 89 separate grocery classifications are given. Macaroni brands include Buitoni, La Rosa, Mueller, Pennsylvania Dutch, Prince, Tenderoni and Viva. Spaghetti sauces covered include Chef Boyardee, Enrico's, Franco-American, Gino, La Rosa, Prince, Progresso, Ragù and Spatini. The survey sells for \$2.

Prince Promotes Meat Items

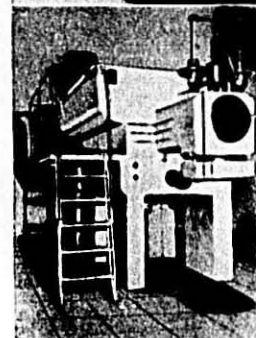
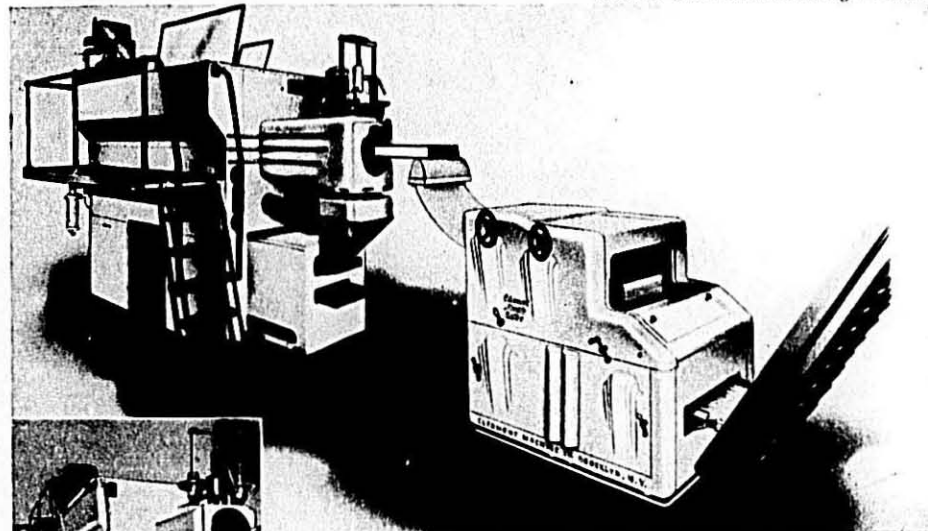
Skinless sausages and beef-balls, both in an Italian-type sauce, are being sold by Prince Macaroni Manufacturing Company. The products come in 16-ounce jars containing about twenty sausages or beef-balls retailing for 69¢.



Half a century (and countless millions of pastas) later, Mr. E. Alfredo Rossi contemplates and remembers the day when it all started . . . and also receives special recognition as the "man of the year" by the Christopher Columbus Commemorative Committee. Making the presentation was Francis J. Mastropietro, right, president of the committee. From the left are Mr. and Mrs. Rossi; John J. Pettigross, dinner toastmaster, and Mr. Mastropietro.

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

Clermont Extruded Noodle Dough Sheeter VMP-3



VMP-3 with short cut attachment.

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

FOR THE SUPERIOR IN NOODLE MACHINES

IT'S ALL WAYS Clermont!

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

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

- C**apacity range — Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.
- L**arge screw for slow extrusion for better quality.
- E**ngineered for simplicity of operation.
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- M**atchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.
- O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.
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DURUM SHOW REPORT

THE 28th Annual United States Durum Show at Langdon, North Dakota drew more than 400 samples of fine looking durum wheat.

Raymond Riveland of Fortuna, North Dakota won the NMMA Sweepstakes Award with an entry of 65.5-pound test weight Wells. Second and third prizes went to a husband-and-wife team of Mr. and Mrs. I. C. Reynolds of Ross, North Dakota. Mr. Reynolds entered Stewart 63, 64-pound test weight. Mrs. Reynolds' winner was 65-pound test weight Wells.

Other Winners	Variety	Weight
Joan Widdell	Stewart 63	63-lb.
Harry Anderson	Wells	65-lb.
Elmer Sogard	Stewart 63	65-lb.
Walter Jakobeck	Stewart 63	61.5-lb.
Soren Iverson	Leeds	63.5-lb.

Fortuna and Ross are in the western part of the state, and the winners from that section indicate that quality may be moving that way.

Durum Queen

The Durum Queen also came from the western section; she was Holly Triplett of Crosby. An attractive brunette, studying at Minot State College, Holly is taking vocal training there and is a member of the church choir. She played the role of Annie in "Annie Get Your Gun" for the Julian Theatre Company in San Francisco last summer and has a role in the college opera "All In Black, My Love Came Riding." Her hobbies are singing, dancing and water skiing.

She beat out ten other girls for the title of Miss Durum and will be a representative in the Miss North Dakota contest.



Holly Triplett receives a crown from Macaroni Association Secretary Bob Green.

Quality Report

The Preliminary Report from the North Dakota State University indicates that average quality of the 1966 durum crop is considered to be generally good. While some serious sprout damage has occurred in a number of counties, the degree of damage is quite spotty, and most of it comes in the southeastern part of the state.

Dividing the state into nine sections with bands running from west to east in three sections and down from north to south in three sections, the following composite of crop quality is reported:

District	Test Wt. lbs./bu.	Falling No. units	Total Defects %	Vitreous Kernels %	Grade
1	62.0	426	1.2%	94%	1 Heavy Hard Amber Durum
2	60.9	364	1.7%	82%	1 Hard Amber Durum
3	59.0	246	5.0%	85%	2 Hard Amber Durum
5	59.3	251	4.6%	72%	2 Amber Durum
6	58.1	128	14.2%	40%	5 Durum
7	60.1	396	1.3%	86%	1 Hard Amber Durum
9	57.6	93	13.9%	56%	5 Durum

Fifty-six per cent of the crop grades No. 1, 2 or 3 Hard Amber Durum. Protein is higher at 13.5 per cent, compared with last year's 13.2 per cent; test weights are running higher, and there is less damage.

Domestic Market

In discussing expansion of the domestic market for durum, Robert M. Green, executive secretary, National Macaroni Manufacturers Association, cited that the dynamic durum industry in the

tions on the farm, in the mills and in macaroni plants; and better promotion by the industry with the various segments cooperating with each other.

But he warned that "lest we rest on our laurels, there are serious problems on the horizon:

- (1) A consumers' protest against high food prices;
- (2) Shrinking profits and rising costs all along the line;
- (3) Increasing competition from other foods and imported products."

NMI Efforts

In reviewing what can be done to expand the market, Green pointed to the increased efforts of the National Macaroni Institute. A box score on the last twelve months of product promotion showed:

- 110 consumer magazine breaks;
- 59 newspaper syndicates and wire service releases;
- 20 daily and weekly newspaper releases;
- 21 placements in color pages of newspapers;
- 7 Sunday supplement placements;
- 2 releases to Negro and Labor press, with some 800 publications and 13,000,000 circulation;
- 3 releases to radio and television, with some 1,800 stations;
- 14 placements in cookbooks and calendars prepared by others;
- 7 trade releases to 1,010 publications;
- 105 placements of cooperative publicity and advertising by related food producers;
- quarterly mailings of a calendar of monthly merchandising tips for grocers;
- thousands of copies of educational materials for students including film distribution in cooperation with the Durum Wheat Institute and the North Dakota State Wheat Commission. These same partners are working on an institutional program for hotels and restaurants with a new film "Macaroni Menu Magic."

Expanding Promotion

Macaroni manufacturers meeting in convention in July agreed to increase their rate of contribution to take on special projects, such as the following:

- (1) Participation of the National Macaroni Institute in the Newspaper Food Editors' Conference.
- (2) A press party scheduled for food editors of magazines in the near future.

(3) Personal appearance tour of a Sills home economist on behalf of NMI on television and radio shows in the Midwest in October.

(4) A wall chart for home economists printed in Practical Forecast magazine, October issue.

(5) Additional color prints of the film "Durum . . . Standard of Quality" for television distribution; these will supplement the 47 black-and-white prints already in circulation. One-hundred prints are in general distribution to schools, clubs and camps, beamed chiefly at the educational field.

With continued promotional efforts by individual companies and concerted industry action, Mr. Green predicted a continuance of the upward trend.

Other Speakers

George Shanklin of the Bunge Corp. and William Goodale of Continental Grain Company both analyzed the export potential. While the government has commitments for 20,000,000 bushels of durum through December, they viewed the prospects for exports in the balance of the year to about equal those of the past crop year. Their analysis appears on page 24.

Durum Breeder Kenneth Lebsack reported on Leeds, a new variety of durum having larger kernel size and weight, better protein and color. This new variety will be reported on at the Winter Meeting of NMMA by Len Sibbitt of the North Dakota State University Cereal Technology Department.

Dr. Kenneth Gilles, head of the Cereal Technology Department, gave the crop quality report and highlights of his European trip.

Fred Soberling, University economist, declared that price is the crucial factor in realizing export potentials.

Ralph Elliott of Drayton, North Dakota reported that he would personally supervise the planting of the U. S. Durum Growers increase program on 226 acres in Arizona, to increase the variety of Leeds for next year's plantings.

Mrs. Beverly Anderson, director of home economics, Durum Wheat Institute, showed the new film "Macaroni Menu Magic, The Preparation and Serving of Macaroni, Spaghetti and Egg Noodles for Hotels, Restaurants and Institutions." She also spoke and gave recipe directions at a Program For the Ladies.

Richard Crockett, executive vice president of the Greater North Dakota Association, emphasized the importance of communications between the various segments of the industry and defended the policy of adequate reserves adopted after the shortage of 1961, in contrast

to the philosophy of keeping prices high through periodical shortages.

Optimism Runs High

Optimism permeated the discussions in the show, with the domestic mill-grind reported at an all-time high, exports for the crop year just completed at a record high, and prospects for the coming year bright for grower, miller, grain handler, and macaroni manufacturer.

A goodly representation of industry, milling and grain handling firms mingled with the growers to make the show highly successful. Macaroni manufacturers in the delegation included Lloyd and Mickey Skinner from Omaha, Joseph La Rosa from Westbury, New York and Stuart Seiler from Jersey City, New Jersey.

North Dakota Governor Proclaims Macaroni Week

PROCLAMATION

WHEREAS, wheat foods have been the staff of life for civilized man since Biblical days, and throughout the world wherever macaroni foods are enjoyed, Durum Semolina has been the Standard of Quality; and

WHEREAS, macaroni—once considered a nationality food—because of its nut-like flavor and great versatility has become a gourmet entree on menus throughout the world; and

WHEREAS, increased per capita consumption indicates strong future demand and a bright future for North Dakota durum growers; and

WHEREAS, durum production increased the agricultural income of North Dakota by about 90 million dollars annually; and

WHEREAS, Mother Nature has in 1966 once more given us a bountiful harvest,

NOW, THEREFORE, I, William L. Guy, Governor of the State of North Dakota, do hereby proclaim the week of October 16-22, 1966, as

"DURUM-MACARONI WEEK"

and urge the people of North Dakota to join in this observance for durum—a distinctly North Dakota crop—and macaroni—a high quality food made from Durum Semolina.

Given under my hand and the Great Seal of the State of North Dakota here in my office in the State Capitol at Bismarck, North Dakota, this 10th day of September, 1966.

William L. Guy, Governor
State of North Dakota

Lengthy Celebration

National Macaroni Week lasts nine weeks at International Milling Company. Postage meters at all International locations imprinted all mail during October and November with the slogan "Macaroni Makes the Meal."

Fine Financial Report

International Milling Co., Minneapolis-based food processor, has been selected to receive a first place award for having issued the best stockholder annual report of the milling and grain industry in the 26th Annual Report Survey sponsored by Financial World magazine. The report covered International's fiscal year which ended Aug. 31, 1965.

The bronze Oscar-of-Industry trophy, symbolic of this achievement was presented to company officials Wednesday evening, Oct. 26, at a banquet in the Grand Ballroom of the New York Hilton Hotel.

International's entry was one of approximately 5,000 reviewed in 97 classifications in the 1966 competition, which is the magazine's annual attempt to promote the improvement of share-owner annual reports. The company is now competing for a silver Oscar, awarded for the best annual reports in ten broad classifications, and a gold Oscar, awarded for the one annual report judged "Best of All Industry."

The 1965 report was the second issued by International since it became a public corporation. The company's annual report for 1964 won both a bronze and a silver Oscar in the Financial World competition.

One of the largest milling firms in the world, International owns 23 flour mills in the U.S., Canada and Venezuela. The company also has 24 formula feed plants in the same three countries and in Ecuador and Mexico.

Durum Stocks Down

Holdings of durum wheat included in the all wheat total on Oct. 1 were 60,558,000 bushels, down 19% from the total of 75,035,000 a year ago and compared with the 1962-64 average of 54,108,000. The durum holdings were equal to 98.8% of the 1966 crop, compared with a year ago when the Oct. 1 stocks were 9% larger than the 1965 crop.

Disappearance of durum from farms in the July-September quarter is estimated at 25,000,000 bushels.

N.M.M.A. Winter Meeting
Hotel Diplomat, Hollywood, Fla.
January 29-February 1

ADM maintains over 70,000,000 bushels of grain storage capacity to assure you *top performance* durum products, precisely like the last batch you bought . . . and the batch before that.

where top performance counts you can count on ADM



CHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY

Durum Export Potential and Problems

GEORGE S. SHANKLIN, manager, Washington office, Bunge Corp., and William R. Goodale, Continental Grain Company, New York City, analyzed the durum export situation at the 28th Annual United States Durum Show. Highlights from their comments follow.

Mr. Shanklin's Comments

Durum wheat, a class which is noted for its "feast or famine" export record, has prospects that look pretty good. During the first quarter of the current year, U. S. durum exports exceeded those of the same period a year ago by a respectable one-hundred per cent. Virtually all of this total 250,000 tons, was for dollars. Purchase authorizations issued under the Food for Peace Program so far this year account for 94,000 tons (3,500,000 bushels), but only one cargo had been shipped prior to September 30. Although durum has been listed along with other eligible classes, in other purchase authorizations, to our knowledge it has never been bought in these circumstances. Undoubtedly the reason is that alternative classes have been consistently cheaper.

Last year's U. S. production of 60,000,000 bushels will give us a total supply of 116,000,000 which, after domestic requirements estimated at about 32,000,000, leaves available for export and carryover a respectable 84,000,000 bushels (2,300,000 tons).

Canada's production this year was last estimated at 30,000,000 bushels (800,000 tons) which, coupled with a carryover which we will guess was about 700,000 tons, leaves a supply available for all purposes of about 1,400,000 tons. Canada's domestic requirements are only about 100,000 tons. The exportable surplus in North America, therefore, approximates 3,700,000 tons.

Production Areas

The durum wheat which enters world trade is produced in three relatively small areas of the world: in North America, where the production areas in Canada and the United States are well known to this group; in a few southern provinces of Argentina; and in the Mediterranean basin countries. One would think that such well defined source limitations would make it very simple to develop accurate statistics for durum wheat. Unfortunately, the reverse is true. It is only North America and a few European countries that are



George S. Shanklin

able to assemble reliable data separating durum wheat from total wheat production.

Lower Mediterranean Output

Production in the Mediterranean countries, for the most part, tends to be lower this year and, in some cases, sharply lower. Production in Algeria, Morocco, Tunisia, and Syria is expected to total 2,000,000 tons, down some 40 per cent from last year's 3,300,000 tons. These countries are sometime exporters of durum and, to the extent that their export capacity is reduced, prospects for commercial exports of American durum are improved. However, it is unlikely that these countries will import durum because of prices. Therefore, shipment to these destinations is likely to depend on allocations under the Food for Peace program which limits procurement authority to durum only.

In Greece, durum is not broken out of total wheat production in material so far available to us, but it is noteworthy that the over-all wheat production in Greece was almost equal to last year's record of 2,000,000 tons and the durum stocks, as of July 1, were the highest on record at 181,000 tons. Last year Greece exported about 70,000 tons and has already sold 50,000 tons for shipment during the current crop year. Undoubtedly more is available if markets can be found at satisfactory prices.

Production in the major consuming market, Italy, is sharply lower this year, being estimated at 1,500,000 tons, down nearly 25 per cent from last year. Import requirements are estimated at

400,000 tons, down slightly from last year but up sharply from the previous year. The lower import requirement in the face of lower production is a result of larger beginning stocks as well as confusion about EEC levy policies respecting replacement of flour exports with durum imports.

Import requirements in other European countries appear to be very much in line with last year's experience. The Benelux countries are expected to import about 90,000 tons, the same as last year. French imports are expected to be somewhat lower than last year's 450,000 tons but should easily exceed 400,000 since domestic production increased by only 35,000 tons. West Germany is expected to import slightly more than last year's 475,000 tons and Switzerland will probably require about the same as last year.

Argentine Assessment

The situation in Argentina is somewhat difficult to assess. It is simply too early to provide any accurate estimate of total production and the situation is further complicated by lack of any data whatever respecting the varieties of wheat which farmers have planted. Some observers speak of "rather large" plantings of Candeal/Taganrog. Durum is produced in the south where moisture conditions have been generally better than for the country as a whole, and the wheat crop itself has been variously estimated from a good average return to much better than average. The best information we can provide on the Argentine durum crop is little more than a pure guess, but it seems reasonable to expect a minimum of 350,000 to 400,000 tons. Carry-in stocks are bound to be negligible since the pipeline has been empty for some time.

In summary then, we find the commercial import market perhaps a little larger than last year with traditional exporters and principal suppliers in roughly the same position as a year ago if one considers that the improved potential in Argentina is offset by the crop disaster in the Southern Mediterranean exporting countries. Both Canada and the United States, of course, have more than adequate stocks to supply the foreseeable demand, but with anticipated requirements modestly larger, prospects for commercial export for United States durum are, if anything, modestly improved, assuming our prices are competitive.

(Continued on page 28)

THE MACARONI JOURNAL

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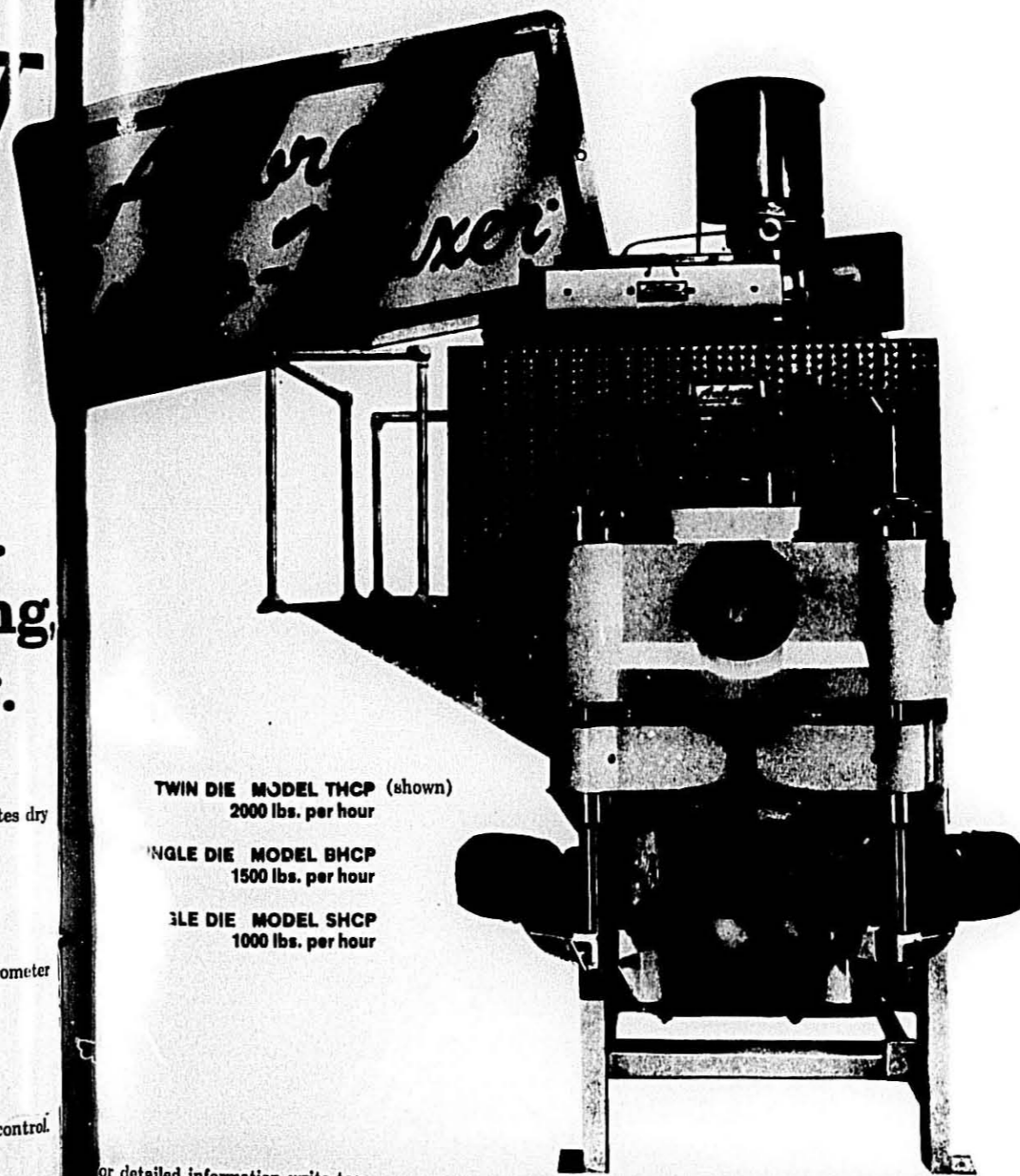
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Durum Export Potential—

(Continued from page 24)

CCC Coverage

In this country, paradoxically enough, it is not all that easy for an exporter to lay his hands on the necessary supply of export qualities. Heretofore it has usually been possible to fall back on CCC to cover large sales, and, for much of the time, CCC was the principal supplier of export durum on price consideration. But government stocks are now down to the point that they will hardly cover a single multi-cargo round lot sale. According to our last information, the Agency holds less than 280,000 tons in total, of which only 70,000 to 80,000 are known to grade No. 3 hard amber or better. About 100,000 tons are in country and sub-terminal locations where the grade is not known, and the remainder falls below No. 3.

This means, of course, that our full export potential will be achieved only if new crop durum flows rather freely through domestic marketing channels. In recent years it is doubtless true that a certain degree of price stability resulted from CCC's capacity to supply export requirements, an element which appears to be lacking this year. On the other hand, the exporter is caught squarely between the values he can obtain in the competitive world market and the combination of domestic price less subsidy. As prices of other classes of wheat rose to unusual premiums above the price support level earlier this year, the export subsidies did not follow. Should this pattern be repeated for durum wheat, commercial import requirements are likely to be supplied by other countries.

Coming Crop Year

Before closing, perhaps it would be worthwhile to look ahead another few months toward the 1967-68 crop-year. World-wide, we suppose one is wise to bet on continuation of the long-term trend which, since 1958, has consistently tended toward shrinking reserves—until this year. At some point we must hope that the efforts now in progress to improve production technology in the less developed countries will reverse this trend, but this is bound to take a little time. Of course, we have just seen a crop sufficiently large to interrupt the decline in carryover, and one must speculate upon how much of the yield improvement this year was attributable to technology and how much to weather. It is always possible the tide has already started to turn, carrying with it some important implications respecting world trade.

If world-wide production increases are indeed accelerating, the consequences to commercial exports might prove far more severe than to total world trade. Much of the recent increase in dollar exports is traceable to the enormous cash purchases by the Soviet Bloc, where much of this year's larger production occurred. On the other hand, there is almost infinite room to upgrade diets in the underdeveloped countries on concessional terms, providing distribution bottlenecks can be overcome.

Here in the United States, we are witnessing a very substantial and very abrupt expansion in acreage. Some of you who are wheat farmers may well know more about planting intentions than we do—at least you are each ahead of us by one farm. Later reports coming to our attention, however, tend to lean fairly consistently in the direction of larger plantings than had been anticipated earlier. Perhaps an increase of 23-25 per cent would represent a fair mental average of guesses we have heard, some educated, some not. We have also heard a wide range of production guesses but these, too, tend to increase as time goes on, and the earlier doubters respecting the 1.6 billion mentioned by Agriculture Department spokesmen seem to have disappeared. At least one professional economist will privately mention 1.9 billion bushels as being within the realm of reason.

Will Add to Carryover

There does appear to be a consensus of knowledgeable observers on at least one point: We will surely add substantially to carryover out of next year's production. And in this circumstance, we are most perplexed by the Agriculture Department's announced expectation that domestic wheat prices will hold well above price support levels. This runs contrary to earlier experience, to orthodox price theory, and, we must confess, to our prognostications. In fact, it is contrary to everything but the current value of new crop wheat futures, which hold well above support prices, just as the Department expects.

Some have theorized that a tremendous upsurge in export demand was expected to occur next year, and that this would be sufficient to sustain domestic prices. Certainly it is true that a record world crop is usually followed by a year of lower production. Aside from this observation, we find nothing upon which to predicate an increase of the necessary magnitude, although, in fairness, neither do we find reason to negate the possibility. However, if export demand should be sufficient to hold

prices well above support levels, it would seem to invalidate the premise that carryover stocks would be increased.

Perhaps there is in prospect some modification of present CCC operations, such as, for example, a purchase program. If the answer is to be found in this or some other change of rules, we urge the Department to announce its intentions well in advance of the season. New crop futures have been traded for several months now, and market positions have already been established. As time goes on, business continuity assures that new crop price involvement will grow.

Mr. Goodale's Comments

There must be very few industries that demand as much evaluation of the future as does the durum industry. Certainly involvement at any point between the preparation of soil for seeding and the final processing involves the assumption of risk without much opportunity of sharing it with someone else.

In the last five years the industry has unquestionably had to gear its thinking more to export demand. That is to say, the development of higher yielding varieties has made it profitable to expand production beyond domestic requirements, so long as export outlets can be found.

On the average, it appears that durum yields are running about four bushels per acre better than hard red spring wheat since 1962, and it isn't difficult to imagine an 80-million bushel durum crop at some time in the future. The question we must address ourselves to then is: What are our prospects for consistently exporting 30 to 40 million bushels of durum?

Recall

Let's recall some of the events of the past to get us started, and perhaps we can gain enough momentum to explain the present, and hopefully, to understand what it portends for the future.

The last issue of the U.S. Department of Agriculture's "Wheat Situation" aptly explains the phenomenal increase in world wheat trade since the early 1950's.

The explanation rests upon two factors:

- Large amounts of concessional sales by the United States.
- Entry of Communist countries into the market since 1961.

Adverse weather conditions have, of course, played a major role in bringing the Communist countries into the market. On the other hand, there are good



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Durum Export Potential—

(Continued from page 28)

indications that both China and the U.S.S.R. plan to remain in the buying arena in the foreseeable future. China has followed a policy of selling rice and buying wheat, which makes good sense inasmuch as rice is worth twice as much as wheat. It is also interesting to note that the Soviet Union has made advance commitments to purchase wheat even though a favorable crop was in prospect for them. These actions seem to suggest that the Communist nations are willing to leave the production of some of their requirements to areas where production is most economical.

Continued programming of wheat under P.L. 489 is not assured, at least in quantities seen in the last three years. However, the principle of Food for Peace is so universally accepted that it is hard to believe it will be abandoned. Therefore, I would expect a P.L. 480 program for wheat to continue in good amounts pending the harvest results expected for 1967.

All in all, the world wheat trade should not be expected to significantly decline.

Durum and Wheat Demand

Those here today are aware of the fact that durum is not the same commodity as wheat. Hence, the increased demand for wheat does not immediately call for increasing demand for durum. On the other hand, it is not normal to see durums escape the influence of other wheats since they share the same production area in most parts of the world.

Furthermore, it must be realized that a certain amount of demand for durums is interchangeable with cheaper wheats, and therefore the total demand for durums is less when durum sells at a premium over milling wheats. Demand under concessional sales programs roughly falls in this category—as does some hard currency demand to marginal consumption areas. Another factor affecting total demand of durums is the tendency of buyers to postpone durum purchases when a substantial premium exists over milling wheat. I would like to elaborate a little more on the different types of demand for durums. I believe there are three:

(1) Demand from sophisticated and mature markets. This demand cannot easily be dislodged even at tremendous premiums over milling wheat. Over an extended period of high premiums for durums, this demand will shrink only slightly to the extent that blending of semolina with farina

is tolerable. These are our prime markets for durums, and our best qualities should be channeled in this direction.

(2) Demand from developing markets where noodles and pasta products are made for the most part from milling wheat. These markets are in the process of improving the quality of their products by using more semolina and less farina. Typical of this market is Venezuela. These markets represent the greatest challenge. For a favorable price of durums relative to milling wheats can bring about a rapid conversion while an extended disparity will deter demand for durums.

(3) Marginal demand under concessional sales programs and to emerging dollar buyers as discussed a moment ago.

Since we have had a dramatic increase in the international trade in wheat, particularly since 1961, and since wheat and durums are influenced by many of the same factors, and demand is somewhat interchangeable: why have we not seen a greater demand for durums?

The answer to this seems to lie in the price relationship between durums and milling wheat. This relationship was not favorable to durums until 1965. It continued favorable throughout 1965, and half-way through 1966. At the present time, it is not favorable for durums. Therefore, throughout most of the period 1961 through today, we have been pricing our durum only for the sophisticated and mature markets. Additionally, it should be noted that our export results through the period indicate that only in years when our Argentine and Canadian friends were restricted in their ability to supply or ship, did we make reasonable inroads in these mature markets. There is no doubt that very light competition from both Canada and Argentina in the crop year ended June 30, greatly augmented the final result, but certainly the competitive attitude taken by USDA in granting subsidy also played a big part. Also, there are other factors.

Market Development

In the last three years a team effort by producers, merchandisers, exporters, North Dakota State University, and the USDA, has been under way to secure consistent year-to-year export markets. Many important steps have been taken and I believe many more will be taken. Certainly there is some encouragement in the results of the crop year ended June 30th—a record 34-million bushels, 96 per cent of which was for cash and scattered among many markets. These

results are more significant in the light of the great amount of sprouted durum in circulation during the crop year. There was a concerted effort by the USDA and the industry in general to protect the foreign buyer in his purchases of milling durum, and exporters made it a point to explain quality variations and, above all, to fairly represent the quality of shipments. I am sure these efforts have paved the way for a solid foothold in many markets.

One further aspect of the 1965-66 export figures should be pointed out. It is that a beginning was finally made in P.L. 480 sales. The quantity was not large—only a little over a million bushels—but further purchases have followed since, and there is reason to believe that P.L. 480 buying can be effectively used in years to come. It most assuredly contribute to the the results.

The Present

Turning to the present, the international situation at this moment is germane to the objective of maintaining consistent exports. U. S. durums have had a good year ended June 30th; the United States additionally has export commitments through December of almost 20,000,000 bushels. We do not have a serious competitor in mature markets at this time, even taking into account that international durum prices are very high—45 cents over soft red wheat, 40 cents over hard winter wheat, and 25 cents over spring wheat.

On the other side of the balance, our position gained last year is vulnerable. The Canadian crop was excellent, and although it is not expected to come on the market at low prices, it represents a factor to be reckoned with at today's world price levels. The Argentine received their much needed rain, and expectations are that the durum crop will run minimum 20,000,000 bushels and will be ready for harvest in December.

The prospective demand for December onward appears to be quite good if it materializes for durums. The questions to be answered are:

- (1) How interchangeable is this demand; or, in other words, how many buyers require more hard winter and less durum at a 40-cent spread in price?
- (2) What inroads will Canada and Argentina make on this prospective demand?

Therefore, the present situation may mature to the point where we may, through either action or inaction, determine the total exports for this year.

(Continued on page 32)

Durum Export Potential—

(Continued from page 31)

Looking to the future, it is clear that our export potential can be greatly increased, but we must be aware that this requires firm decisions and firm objectives.

I think the basic decision is: are we prepared to maintain the world price of U.S. durums at around-the-world market level of milling wheat over a period of years? If the answer is negative, we must then double our efforts to penetrate the mature markets, stressing quality and a better description of quality. We should also concentrate upon stepping up P.L. 480.

If the answer is yes, we do want to maintain our international price of durums at international milling wheat levels, then our export potential is significantly enlarged. However, we must be aware that this is a long term program, and we absolutely must maintain this competitive posture from year to year. This would not mean we keep the same export price from year to year without regard to world market conditions. It would simply mean that the lowest quality of millable durum would fluctuate within a cent or two of milling wheat. Maintaining this relationship of interchangeability from year to year would also require greater reserve stocks, and increasingly greater reserve stocks as exports build up. For the withdrawal of supplies to developing markets is particularly destructive to long term expansion of these markets.

Really, the future of the entire industry is quite brilliant if the right steps are taken. Think of the advantages of a broader export demand:

- Greater production to the producer, and greater turnover at all levels which enables a broad and fluid cash market. Eventually it may be sensible to begin a futures market.
- The milling segment of our industry will benefit greatly from this broader cash demand. Also, mill buyers could be assured a greater selection in quality.
- The exporter would gain in his ability to channel the right qualities into the right markets and therefore maximize returns.

Gentlemen, the future belongs to those who plan for it.

Concern Over Imports

A charge that Canadian macaroni is being "dumped" in the United States was made by Anthony H. Gioia of the Gioia Macaroni Company, Inc., Buffalo,

New York, in a statement before a subcommittee of the House Labor Committee investigating the impact of foreign imports on U. S. industry and employment.

"This dumping can be quite clearly illustrated by the fact that a two-pound package of Canadian macaroni sells at retail for 39¢ in Buffalo, while the same product sells for about 45¢ in Canada," Mr. Gioia said. He attributed the ability of Canadian macaroni manufacturers to sell below U. S. prices to higher U. S. raw material costs, operating expenses and wage rates.

In 1965, he said, Canadian macaroni sold in the Buffalo area averaged 16¢ a pound and in 1966 was down to 15¢, compared with a price of 21¢ for comparable U. S. product. "Our experience has been that at comparable prices housewives may remain quite brand loyal, but when Canadian macaroni can retail for that much less than ours, many customers will not pay the difference," he said.

Mr. Gioia declared that imports of Canadian macaroni into the United States during 1965 totaled 4,111,298 pounds of which some 2,500,000 moved through the Buffalo customs district. In the first seven months of 1966, imports through the Buffalo area were in excess of 2,000,000 pounds. Total Canadian imports were up more than 80 per cent over the same period a year ago.

It was pointed out that Canadians have a 7 to 8 per cent advantage in currency values which adds to the U. S. balance of payments problem.

Robert M. Green, executive secretary of the National Macaroni Manufacturers Association, also made a statement presenting industry facts and figures.

Argentina Promotes Exports

Argentina has canceled a standing five per cent export tax on wheat. Argentine government officials said the move was to promote grain sales abroad, and thus earn much-needed foreign exchange to bolster the country's economic position. Argentina for many years has ranked with the U.S., Canada and Australia as top exporters of wheat. But the last harvest was cut by drought and competition from Argentina in the export market had become negligible.

Record Canadian Crop

Excellent harvesting weather in the Prairie Provinces boosted Canada's spring wheat crop to a record 824,169,000 bushels. Of this 30,300,000 were

durum, nearly double last year's crop of 16,900,000. Acres planted were increased in 1966 to 1,135,000 from 1965 acreage of 840,000. Yields were up to 28.7 bushels per acre compared to 20.1 last year. Durum production by provinces this year includes 26,000,000 in Saskatchewan, 3,000,000 in Alberta, and 1,300,000 in Manitoba.

Australian Wheat

The Australian Wheat Board has forecast a crop of about 313,000,000 bushels. The sown area is a record 20,600,000 acres, but the outturn will not reach the all time high figure set in 1964-65.

French Wheat Crop Down

The 1966 French wheat crop is estimated at 465,000,000 bushels, twelve per cent under last year, according to an International Federation of Agricultural Producers bulletin.

Winter grain acreages were reduced because of poor planting conditions last fall. This resulted in larger acreages of all spring planted crops, and good yields are indicated.

Indian Crop Trouble

India is still having crop trouble, but further aid and the amount will depend on availability of food grain supplies Washington sources say.

Doughboy in So. Africa

Announcement was made by Doughboy Industries of New Richmond that its international division, Dobby International AG, Switzerland, has formed a subsidiary in South Africa. Headquarters of the subsidiaries will be in Johannesburg.

The new subsidiary of the Doughboy organization will offer automatic packaging machines, sealers, labelers, conveyors, filling machines, case packers, case sealers and shrink packaging lines.

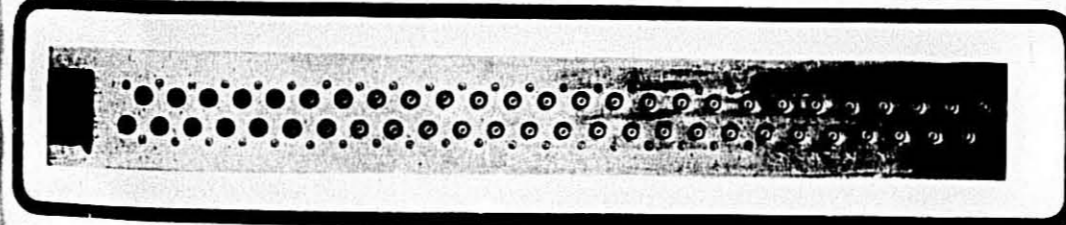
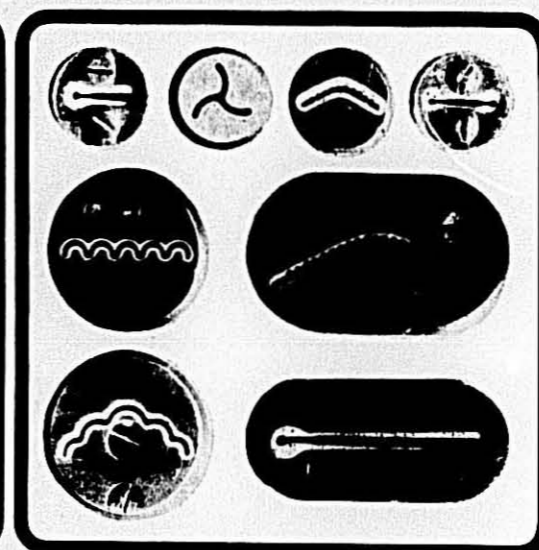
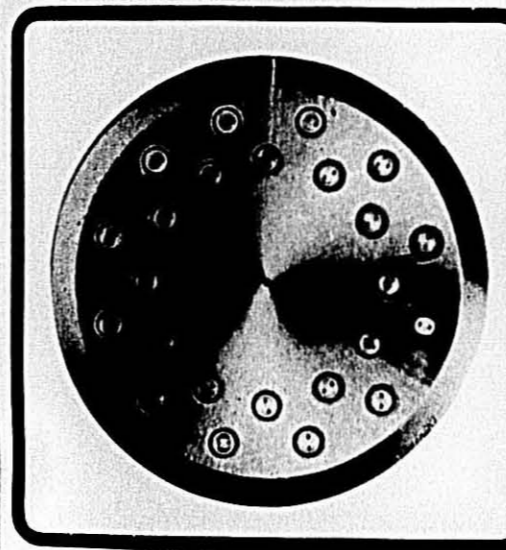
Travelers

Albert Robillo of Ronco Foods, Memphis, visited the Orient recently. While in Korea he saw a noodle operation similar to those of Monsignor Romanello, the Hong Kong noodle priest. They were feeding over two thousand persons daily.

Mr. and Mrs. Robert Cowen of A. Goodman & Sons, Long Island City, were in Venice, Florence and Rome before touring the Greek islands. The Association president was surprised to learn that Greeks eat almost as much macaroni as Italians.

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DECEMBER, 1966



George N. Kahn

SMOOTH SELLING®

by George N. Kahn

USE MORE THAN ONE BASKET

This is No. 25 of 36 sales training articles.

Charlie's second major customer merged a few weeks later with another outfit that had its own supplier.

"Sorry, Charlie," the purchasing agent told him, "but that's the way it is."

Two months later Charlie's third account got caught with too big an inventory and cut back production fifty per cent. Much of that fifty per cent was taken out of Charlie's regular order.

The Way Back

Charlie was in a panic. In less than three months he had lost almost eighty per cent of his business. There was only one thing to do. He had to go back to his old \$300 customers and try to win back their support.

The reception he got was less than enthusiastic.

"Sorry," one buyer told him, "but we've replaced your line. When you stopped coming around, we figured you weren't interested."

He might just as well have said, "Where were you when we needed you?"

Charlie's other former customers gave him the same story.

The moral of this story is that even the big ones can be lost. Every salesman should have a solid base of small but steady accounts. This protects him from sudden shifts in fortune that can leave him out in the cold.

Small Ones Get Bigger

There's no law that says a small account has to stay that way. Many of the giant firms today started as a one-horse outfit in somebody's barn or garage.

The salesman never knows when a company, through smart management or product development, will shoot up to become a powerful industry. You need only look at the post-war rise of some organizations to see the truth of this. One California firm started with three employees and now has branches and sales offices throughout the world.

Suppose some salesman had written that firm off as not worth bothering about. Maybe one did.

If so, he is probably a sadder and wiser man today.

Guard Your Reputation

A salesman's reputation usually travels with him. When you leave a small buyer in the lurch, you do yourself more harm than him. He depended on you and you let him down.

The word gets around about actions like that. That buyer will tell other buyers and they in turn will inform still others. Your rating will be minus zero in your particular industry. I've seen this happen to a number of salesmen.

One, whom I shall call Ray Smith, latched on to a couple of big customers and managed to forget that his old accounts ever existed.

A couple of years later one of his former buyers graduated to the big time, becoming a major corporation. Ray decided to renew old acquaintances.

He found the same purchasing agent still on the job. Their meeting was brief.

"I'm sorry, Ray," the agent said "but we changed to another supplier after you left us, and we've been quite satisfied with him. There is just no room for you here."

Go After Small Accounts

Instead of shedding small buyers, the salesman should pursue them. Often they are the mainstay of his income and should be nurtured.

It might be more profitable to go after five or six small accounts every month than to chase a \$100,000 one for three or four years. The loss in time, worry and income sometimes isn't worth the effort. I'm not suggesting that you never try for a big order, but don't look at it as the end-all. I know some mighty successful salesmen who never write an order above \$15,000 and are not concerned about it.

"The big ones give me the headaches," said Ernie Bartlow, a textbook salesman. "They demand the most and

(Continued on page 36)

THE MACARONI JOURNAL

ASEECO VERTI- LIFT

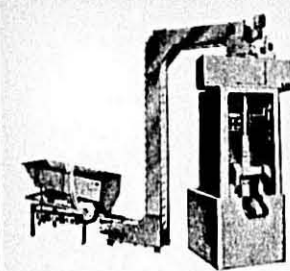
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Use More Than One Basket—
(Continued from page 34)

are the quickest to drop you. And you can't argue about it because you never get to see the man at the top.

"With a small firm you can discuss a problem on a close, personal basis which is a lot more satisfactory."

Helping Small Accounts

One way to assure yourself of small buyer loyalty is to study his needs and help him do better. Ask permission to make the survey of his problems and then tell him how to improve.

In a retail store this may involve finding out about his sales volume, his credit rating, his financial condition, the amount and nature of his advertising, and so forth. When you get the complete picture then you can make concrete suggestions.

This is work for you but it will pay dividends in the future. You will have earned the dealer's gratitude.

Jack Grange, a food products salesman, has made himself an expert in ironing out problems for the independent grocer. He has several big supermarkets as his customers but he never neglects the small grocers who actually provide a hefty slice of his income. One corner market by itself isn't much of an account, but forty or fifty of them add up to a sizeable contribution. Added to this is the fact that he has created an enormous amount of good will for both himself and his firm.

When You Are Ditched

We've been talking about the salesman who drops his small customers when he scores a personal victory by snagging a large account.

"What about the small account that drops the salesman?" you may ask. Admittedly, this occasionally happens. And there is not much you can do about it.

However, you can have enough of these small buyers so that the loss of one or two of them will not greatly affect your earnings. You should also have a regular prospecting system so this attrition is taken care of by new customers.

The Service Customer

The danger of putting all your eggs in one basket applies to the service salesman as well. It's nice to write up a \$100,000 life insurance policy but enough \$20,000 policies can keep your family in good clothes and put steak on your table.

An insurance salesman I know has a number of \$150,000 and \$200,000 policy

holders. But he also has some at \$10,000 and \$15,000. He gives the latter the same courteous treatment and care as the big ones. They can go to him at any time and he'll spend a week analyzing their situation and preparing a recommendation for them.

For one thing, some of his \$10,000 people are rising young executives who some day may need a \$100,000 policy. You can bet they will go to my friend when they do.

Another friend of mine sells mutual funds. He spends a great deal of time helping young couples plan their modest investments. He likes doing it and has drawn a number of such people as customers.

They tell their friends about him, and they tell their friends.

Coming Back for More

The loss of a big account is disheartening but it isn't the end of the world. In fact, there is a chance you may recover the customer.

**Coming Next Month
CLOSE THE DEAL
AND
EXIT QUICKLY**

If you are hit by something catastrophic like a merger or a product change that freezes out your line, don't take it lying down. Fight for your account. . . . You might even bring pressure to bear from your company.

And, above all, keep going back to the company. Let them know that you are still in there pitching and that you'd like to get their business back.

If a firm changed once it can change again and somebody is going to be around to grab the new business. It might well be you.

A huge machine tool manufacturer retooled and left one of its biggest suppliers high and dry. The salesman's line was not suitable any more.

However, in a year the salesman's firm changed its product and it was just the thing the machine tool outfit was using. The salesman got back the business, not because his company had restyled its product, but because he had maintained constant contact with the buyer during the dry spell.

To borrow a baseball phrase and apply it to selling: The game isn't over until the last man is out in the ninth inning.

Are you putting all your eggs in one basket? This quiz will tell you if you

are. If can answer "yes" to at least seven questions you are wisely putting them in a number of baskets.

- | | Yes | No |
|--|-----|----|
| 1. Do you cultivate small accounts? | — | — |
| 2. Do you continue to service them even after getting a big order? | — | — |
| 3. Do you help small buyers with their problems? | — | — |
| 4. Do you actively seek small accounts? | — | — |
| 5. Do you stay with a large account even though you lost it? | — | — |
| 6. Do you give small accounts enough of your time? | — | — |
| 7. Do you have a number of small accounts? | — | — |
| 8. Are they dependable? | — | — |
| 9. Do you get along well with them? | — | — |
| 10. Do you have both large and small accounts? | — | — |

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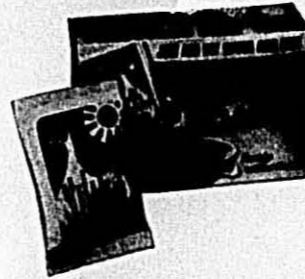
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18. Prospect or Perish
19. How To Dislodge A Prospect From An Existing Supplier
20. Making Salesmen of Your Customers
21. Repeat Orders Are Not Accidental
22. Room At The Top
23. You Must Give More To Get More
24. Running Into The Road Buyer
25. Use More Than One Basket
26. Close The Deal And Exit Quickly
27. Selling Sincerely
28. Re-Charging Your Battery
29. Beyond The Line of Duty
30. Don't Lead Money To Buyers
31. Analyzing The Turn-down
32. The Single Item Sale
33. Calling On The New Account
34. Words Are Power
35. A Customer Has A Name, Know It
36. Use Your Allies

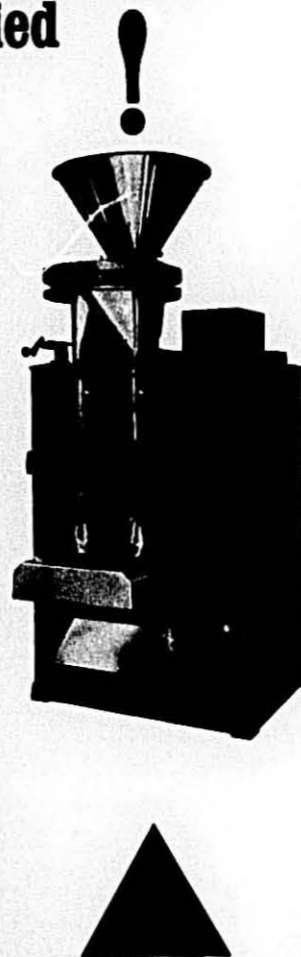
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Bag Machine that doesn't
have to be babied
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Here's What Robin Hood Mills Told Triangle "We've always had difficulty with service calls, because our plant is located in Moosejaw, Saskatchewan. Now our new production schedules for packaging individual portions of precooked cereal demand almost continuous operation at speeds of 160 bags per minute. That leaves hardly any time for tune-up and fix-up. So, what we need is a bag machine that won't have to be babied!"



Here's What Triangle Did About It This problem is one that Triangle has been called on to help solve for many companies. In the case of Robin Hood Mills, we recommended they use a Triangle Dual Tube Bag Machine. Like all our bag machines, this is an extremely reliable unit—though no larger than a single machine—it produces like a twin.



Robin Hood Mills installed a Triangle Dual Tube Bag Machine in December 1965. Since then the total time spent on installation, training machine operators and servicing the bag machine has amounted to only seven days. Spare part costs have been only \$612, including a complete spare parts kit purchased with original bag machine.

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Tell Triangle What You Want Why not do as Robin Hood Mills did and bring your packaging problem to Triangle. Our practical experience and reliable equipment can be put to use solving your particular problem.

We are confident of what we can do primarily because of the rugged, simple design of all Triangle packaging machines. They're sturdy enough to thrive on the wear and tear of fast moving operations; simple enough to perform without pampering or constant tuning-up; and fast enough to satisfy the most demanding production schedules. And best of all, Triangle machines are economical.

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Critical Issues in Marketing

An organized set of principles and concepts about marketing is urgently needed to meet the increasing complexity in today's world, Wendell R. Smith, president, Marketing Science Institute told the GMA convention.

The development of this consists essentially of recording and organizing what we normally refer to as "experience" so that it can be analyzed, organized, communicated, and made available to others, he told the executives of the nation's leading food and grocery manufacturers.

Referring to the food industry's involvement with the consumer, he said that for the industry to continue to serve the consumer it will require an ever increasing, more scientific and better integrated theory of consumer behavior.

Marketing Structure

The marketing structure, the activities in the channel of distribution by manufacturers, wholesalers and retailers, is one of the most dynamic elements in the whole marketing process. It is constantly in the process of changing and adapting in response to changes in the marketing requirements of manufacturers on the one hand, and changes in the habits and preferences of consumers on the other, Mr. Smith stated.

Noting that there are many obstacles to more scientific decision making and effective management in the marketing area, Mr. Smith said that most of them are related in one way or another to the central problem of getting the right amount of the right information to the right person at the right time.

"As a result of the computer and related developments and information explosion or revolution is upon us. It can be a friendly one if we can accelerate development of skills in the appropriate use of this fundamental tool. Hence, the current attempt in many companies is to review and improve information systems," he pointed out.

Communications Gap

Turning to another phase of communication, he said that the speed with which marketing can move more squarely into the area of science depends to no small measure upon our ability to bridge the gap of communication and understanding which now exists between the business community and business schools.

A preliminary survey by the Marketing Science Institute of marketing education in leading schools of business in the United States and Canada shows this communications gap has broadened somewhat in recent years," he stated.

"It is critical that our business schools and the users of their product better understand each other's goals and problems." At the moment, each is inclined to blame the other as the source of some of its difficulties," he said.

"It will take the best efforts of the business community and the academic community working together to put us where we want to be in an increasingly competitive world. The emergence of more science in marketing and more scientific attitudes toward it will make a great contribution in this direction," he added.

The Marketing Science Institute, Philadelphia, was founded in mid-1962 as a non-profit corporation for educational and scientific purposes. It has a membership of 50 companies, many from the food industry.

Will It Sell?

More companies are using a scientific approach to new product testing. The result should benefit manufacturers, retailers and consumers by reducing the high failure rate of new products, according to A.C. Nielsen, Jr., president of the A.C. Nielsen Company.

Despite this high failure rate, products new on the market since 1950 now account for approximately 50% of packaged grocery sales.

The ultimate purpose of test marketing, Nielsen said, is to find out what the consumer will actually buy—"not what she says she will buy."

The president of the international marketing research firm said seven basic standards are needed to provide reliable test marketing data.

1. The test area should be representative in size, geography and population characteristics. It should contain stores of all types and include suburbs and fringe areas as well as the city itself. Promotional media such as newspapers, television and radio, ought to be the type planned for future use if distribution is to be expanded.
2. Sample size, or number of stores used in the test, should be tailored to the product. A new laundry detergent can be safely tested in as few as 40 to 50 stores since products of this type are used in virtually every home. But a new dishwashing compound that depends upon ownership of an automatic dishwasher can require up to a hundred stores to obtain a reliable reading.
3. It's important to know how many test areas were used for a new product. Enthusiastic consumer reaction in several areas, rather than one, provides greater safety. It

eliminates the possibility that one area may produce biased results.

4. A new product may be accompanied by such inducements to the retailer as advertising allowances and free cases on volume purchases. This, of course, may hasten product distribution. But if comparable inducements are not given elsewhere, sales in the test market are likely to be higher than those in other areas.

5. The same principle should apply to consumer advertising and promotions. Will other areas receive the same amount of newspaper advertising, television and radio spots, coupons and other promotional offers? If not, results are unlikely to approximate the test area.

6. Duration of the test is important. Test data, to be valid, should cover a time period long enough to reflect repeat purchases and reaction from competitive products. Otherwise, it is impossible to predict that the sales levels reached can be maintained in the light of competition. Reliable results may require 6 to 12 months, and in some cases as long as two years.

7. Test data should be based on actual consumer sales. Logic would seem to indicate that to find out what is going on in stores, it is necessary to take the measurements in the store rather than in a warehouse or the home.

ADM Associate Director of Research

Promotion of Dr. F. E. Horan to associate director of research for agricultural products at Archer Daniels Midland Company was announced by Dr. William E. Thompson, vice president, research and development.

The promotion reflects the increasing importance of ADM's agricultural research and development of new foods and chemicals from agricultural products.

Dr. Horan, who has been manager of the agricultural research section since 1960, joined ADM as an agricultural research chemist in 1959. Prior to that he was associated with Huron Milling Company and Hercules Powder Company in research on wheat starches and proteins.

He is a director of the American Association of Cereal Chemists and a member of the Board of Governors of the Agricultural Research Institute.

N.M.M.A. Winter Meeting
January 29-February 1

THE MACARONI JOURNAL



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Prevents influenza and other respiratory diseases

Testing Boil-in-Bag Foods

THE food trial ends. The evidence is into the record, the jury weighs the results. And then the verdict: another food declared ready for boilable plastic packages.

This unique jury panel meets at least every two weeks in the Film Research Laboratories of 3M Company. It's an important feature of a test kitchen there—the first service of its kind for companies throughout the nation who become interested in the possibility of boil-in-bag packaging for foods and sauces.

The service is an outgrowth of the expanding packaging concept that allows frozen foods, either sauced or unsauced, to be sealed and even cooked in pouches of flexible, transparent film. The packages are merely inserted in boiling water or electronic oven for a few minutes, and the food is ready for serving.

The testing is designed to provide enough information to a food processor to investigate further the capability of using the concept for his product. Research covers a variety of tests for periods ranging from two weeks to as long as three months. And the taste panelists—six men and women who sit around a table to be served up the results of the experimenting—provide the final test of that possibility.

The test kitchen is operated by Anne Peterson, a graduate home economist. She likes to call the taste panel "organoleptic"—a term from her days at the University of Minnesota denoting employment of the sense organs in the subjective evaluation of food.

"With results from our taste panel," says Anne, "the customer knows better what he can do."

Information Clinic

But the test kitchen and taste panel are only part of a complete service at the 3M Film Laboratory for a potential boil-in-bag food processor who wonders if film pouches might produce more sales for his product, but needs more information.

Getting the answers to his questions is simple. Contact with the firm brings an invitation for his marketing and technical personnel to take part in an "information clinic" there. Using an informal conference format, clinic events average one day in length.

The early discussions center on marketing advantages and other economic factors of a boil-in-bag processing line. 3M marketing experts outline the ad-



Taste panel meets in research test kitchen of 3M Company at least every two weeks to evaluate food possibilities for cook or boil-in-bag packaging. Panel members approved approximately 90 per cent of the tested foods.

vantages of the packaging concept, drawing upon past experience of processors who adopted the approach.

Detailed studies of the size of the market for the pouched product are presented. And there are discussions of the growth estimates of that market.

The second half of the clinic is devoted to the technology of boil-in-bag processing. Packaging engineers from the 3M laboratory explain the properties of heat-sealable polyester film that make it appropriate for food marketing.

The needed processing equipment, whether pouch openers and sealers or form-fill-sealers, is detailed with machinery models, charts, motion pictures and slides. And the conference concludes with an explanation of costs, supplies and delivery times.



Anne Peterson stores food undergoing testing at 3M research laboratory for possible packaging in heatable and freezable polyester film.

Product Improvement

If the potential boil-in-bag processor has sent the laboratory samples of his product in advance, he is served the food already packaged. A full report is given on its performance in the test kitchen.

The testing includes a period of sample cooking and preparation under various conditions, then freezer storage. Finally, the results are ready for the taste jury's next meeting.

Questionnaires before each panelist's plate setting require him to rate the taste of the food heated or cooked in plastic pouches—ratings from excellent to unacceptable. Appearance and texture also are considered in addition to flavor. Nearly 150 different foods, from exotic seafood dishes to poultry drumsticks, already have been test-sampled by the laboratory and the taste panel. 3M reports. Nearly every one has been found suitable for the heat or cook-in-pouch principle.

In the seafood area alone, kitchen test records cover more than 80 products from miniature shrimp to Alaskan King Crab, and 90 per cent of them have been approved by the taste jury. Moreover, the testing found seafood to be especially suited to heat-sealable "Scotchpak" brand polyester film.

Seafood increasingly has become recognized in the consumer market as a significant source of protein as well as several vitamins and minerals. Boil-in-bag packaging insures retention of these nutrients, preventing them from being cooked off in the atmosphere or washed down a drain, 3M points out.

(Continued on page 42)

REMINDER

**Except for genuine hardship cases,
volume mailers must pre-sort by
Zip Code on or before January 1, 1967**

The Zip Code deadline is January 1, 1967.

After that, only mail that is properly Zip-coded will be eligible for Second Class and Third Class Bulk rates. Unzipped mail will be accepted *only at the higher single piece rate.*

If you have not Zipped yet, you had better start right now!

Plenty of help is available. Both the U.S. Post Office and many private companies in the "mail sector" have already helped thousands of companies to Zip their lists quickly and efficiently. To help speed up your Zip conversion:

1. Call your local Postmaster. He will advise you on ways and means of converting to Zip, and show you how the Post Office can supply the Zip numbers you need for a nominal fee of only \$1.50 per thousand.
2. Talk to your lettershop, addressing equipment salesmen, computer firms and other mail-oriented suppliers. They have developed many ingenious methods for Zipping lists at minimum cost to you.

Zip Code is here to stay!

Most businessmen clearly recognize that only through the modern Zip Code system can the Post Office hope to offer low bulk rates. But many are

also learning to their surprise that Zip Code offers additional benefits to them.

During Zip conversion it is easy to clean your list of duplicate and dead addresses. Zip filing order makes "look-ups" quicker and easier. Zip Codes are already speeding mail deliveries, and a number of businesses find that Zip territorial divisions are useful tools in marketing, sales and other unexpected areas.

IMPORTANT

Extensions have been given to mailers who demonstrated that they had made a substantial effort in good faith to comply with the deadline but were unable to do so because of circumstances beyond their control.

Remember: Zip Code means better postal service at lowest cost to you. There are and will be problems for all of us to solve. But we can be sure of one fact: January 1 starts a whole new era of postal efficiency and economy that will benefit your government, your customers and your business.

Contributed by this magazine as a public service in cooperation with The Advertising Council



Boil-in-Bag Foods—

(Continued from page 40)

But the protein in seafood developed into a problem in one case. A customer asked about the possibility of cooking raw sole, cod or perch in pouches with cream sauce, but early testing discovered that the protein in the fish would curdle the sauce. Test kitchen experiments, confirmed by the taste panel, showed that two specially-prepared white sauce recipes and one using butter sauce prevented such curdling in frozen pouch packaging.

In the testing of poultry, panelists have judged each one of the 40 samples placed before them acceptable for the 3M polyester film. And acceptance on other types of foods is running more than 80 per cent.

Other experiments have covered a new concept of so-called "thaw-in-bag" fruits — strawberries, raspberries and peaches. The product pouched in "Scotchpak" polyester film is simply placed under cold, running water from the kitchen faucet for "instant thawing."

Full reports on the kitchen tests and the taste jury's verdict are provided the inquiring processor. The recipes also are transcribed into "Test Kitchen Bulletins" made available to food processors curious about possible applications of the boil-in-bag concept, but unable to visit the laboratory.

It's been found that the test kitchen and other laboratory services can help permit marketing a product as soon as a month after testing—important time and dollars saved with the help of food research at 3M Company.

Italian Food Specialist

In Redwood City, California, Leo Pollano is manufacturing some twenty-seven frozen Italian food specialties under the Venezia Italian Foods label.

He manufactures such items as Gondolini, which he calls Venetian-style ravioli; Gnocchi, the traditional North-of-Italy potato dumpling; Raviolini, small-size ravioli; Ravioli, which needs no special identification; Tortellini, a doughnut-shaped filled pasta; Cannelloni, tubular shaped macaroni shells filled with meat and cheeses; Manicotti, similar to Cannelloni in shape except for the filling, which is of spinach and cheeses; Minestrone, the thick Italian soup; Fettucine, a wide egg noodle; Tagliatele, a spaghetti-shaped egg noodle; and also Fettucine, made with spinach.

Pollano is the first to admit that putting across Italian food items requires

promotion. He also thinks it takes attractive packaging and has developed a carton that can be stacked horizontally or vertically and dumped for special promotions.

Studies History

Pollano says he has done a good amount of study on the origin of pasta products and has poured over literature sent to him by the Italian Museum at Pontedassio which is devoted exclusively to the history of spaghetti and other pasta products.

From literature sent to him by the Museum, he has learned that Cannelloni were known as early as 1570, when reference is made to the chef for Pope Paul V. Bartolomeo Scappi, who made his Cannelloni for the Pontiff by using wooden cylinders to make the shells.

The word "cannelloni," Pollano says, derives from the Italian word "canna," which means "tube," and the suffix "oni," which means "large."

Manicotti, which are very similar to cannelloni, literally means "cooked hands," and the word derives from the use of fur muffs worn by Italian women in order to keep their hands warm.

Pollano's research indicates that in Italy Cannelloni and Manicotti are usually made with one of two fillings: one is with light meats—chicken, turkey or veal, and a combination of cheeses; or, in the place of meat, they are filled with spinach, and topped with cheese prior to cooking.

Regional Preferences

While Cannelloni is better known in the Bay Area of San Francisco, Manicotti are more popular in the East, Pollano says. Cannelloni are better known in California because so many restaurants feature it on their menus.

Both Cannelloni and Manicotti are essentially macaroni products, according to Pollano. The origin of the Italian word macaroni is also of interest. When Italians first bought macaroni, they would exclaim, "Ma caroni," ("How very dear!")

Pollano claims to be the first manufacturer utilizing boil-in-the-bag packaging for his frozen Italian specialties. He is using Scotch-pak film, a product of 3M Company.

Macaroni Eaters in Los Angeles

Macaroni an upper-class food? It is in Los Angeles according to 3,000 interviews made by the Los Angeles Times. The user profile they obtained for dry macaroni and spaghetti for the first six months of 1966 showed families with incomes over \$8,000 annually the group most likely to have the prod-

uct on the pantry shelf. The percentage was 74, compared to 66 for all households, and only 54 for families with incomes under \$5,000.

Similarly, in making user classifications by occupations it was the professional, technical, managers and proprietors who had the most in the house; some 75 per cent. College graduates were better consumers than persons with some high school or less: 70 per cent compared with 62.

The age group 30 to 49 was one point better than those under 30, 71 to 70 per cent. Homes with children ranked far ahead of those without children, 74 to 56 per cent.

Poultry Associations Merge

The 60-year-old National Poultry, Butter and Egg Association is joining forces with the Institute of American Poultry Industries, officials of the two organizations announced October 9.

Glenn Andersen, president of National, and Vic Pringle, chairman of the Institute board, said final details of the agreement were worked out during the National convention held in Chicago.

Directors of both groups approved the action.

In a joint statement, Pringle and Andersen emphasized that the mutual interests of their members have brought the two national organizations together.

"By joining forces," they said, "we feel it will be possible to do a more effective job for the members of both organizations, gain greater support at the grass roots, and strengthen the industry's voice in Washington."

Membership and activities of the National are being combined with and made a part of the Institute.

Institute President Harold M. Williams said activities that were exclusive with National will be carried out in the Institute through a special National Marketing and Transportation Division. Present plans call for strengthening the traffic and transportation service. National has offered and also continuing the fall convention.

Andersen pointed out that many of National's directors are also directors of the Institute. "They see this move," he said, "as a means to avoid duplication of effort."

Many companies in the industry have been members of both organizations. Richard Aylward, Executive Secretary of the National staff, will serve as consultant, to assure continuity of the National's programs in the transition. Wendell Tuohy, National Traffic Manager, will continue his service at the Institute.

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Peavey in Spain

A new corporate setup for its international operations—

A major new joint venture in Spain—These were announced by Peavey Company, Minneapolis-based grain, milling and export firm, after its annual meeting.

Fritz Corrigan, Peavey president, said George Gosko, 43, has been named Vice President-International Operations. Most recently Gosko had served in Peavey's affiliate, National Grain Company Limited, Winnipeg, Canada, as its vice president for planning and development.

The Spanish venture involves a new organization, "Servicios Agropecuarios Martin-Peavey, S.A.," in which Peavey and Senor Dionisio Martin Sanz join in operating feed and ingredient manufacturing, dehydrated alfalfa and poultry processing business in Spain.

Headquarters in Madrid

This new company will have its home office in Madrid. Gosko said it will have as its general manager F. Peavey Hefelfinger Jr., who moves to this task from his assignment as Peavey Company vice president for project planning. In this latter capacity Hefelfinger had helped lay the groundwork for the company's involvement in this joint venture. He will remain on the Peavey Company board of directors.

Sr. Martin, a prominent agricultural leader in his nation, developed the businesses which have been made the nucleus of the new joint venture. He got his early farming experience in the Castilian area of Spain, graduated from school as a highly qualified agronomist and is recognized as the architect of the national system of wheat marketing which is still used in Spain. He operates large farms and also a number of agriculture-related service enterprises in such fields as financing, insurance, farm machinery and the marketing of broilers.

First European Investment

"In our company's first important investment outside the North American continent," Corrigan said, "we feel most fortunate in this partnership with a man of Sr. Martin's stature, experience and vision.

"We look on this as a natural extension of our involvement in the dynamic field of agribusiness. It comes at an opportune time for us as we seek to grow in our capacity to serve the rapidly changing world food needs."

Corrigan said Gosko, headquartered in Minneapolis, will have responsibility

for Peavey's operations in Spain and others the company may engage in elsewhere.

Peavey's grain export operations are not involved in the new corporate structure, he said. These will continue as at present to be part of the responsibility of Charles B. Green, executive vice president for terminal operations, under whom Al Noble serves as acting manager in the export division.

More Stock for ADM

Shareholders of Archer Daniels Midland Company were asked to authorize 500,000 shares of preferred stock at the annual meeting held November 3. Previous capitalization was 2,500,000 shares of common stock of which 1,650,062 have been issued. The preferred stock plan would authorize ADM directors to issue the stock from time to time in one or more series. The board was increased to eleven members.

Jenny Lee Sales

Walter F. Villaume, president of Jenny Lee, Inc. has announced the appointment of Don Glander to the position of general sales manager and broker coordinator for the St. Paul, Minn.-based macaroni products firm. Mr. Glander has been with the company since 1959, and has served as district sales manager for the St. Paul-Minneapolis market area since June, 1964. He replaces James C. Hazlett III, who vacated the post recently to form a food brokerage company.

Mr. Villaume said Glander will be responsible for sales coordination with Colony Brokerage, Inc. on Jenny Lee products in the St. Paul-Minneapolis and Eau Claire, Wisconsin markets; Anderson Sales Co. for the Denver area; Ferguson Brokerage, Fargo, N. D.; and Pence Brokerage in Milwaukee. He will work directly with Jenny Lee sales personnel in the Duluth, Minn., and Green Bay, Wisconsin territories.

Uses Brokers

Colony Brokerage, Inc., Minneapolis, became a broker for Jenny Lee macaroni food products as of November 1. Mr. Villaume reported that Colony Brokerage will handle all sales contacts on Jenny Lee products in the St. Paul-Minneapolis, southern Minnesota, eastern South Dakota and western Wisconsin markets.

Appointment of Colony Brokerage marks a change in Jenny Lee sales policy. With a history dating back to 1892, Jenny Lee, Inc. has served the food trade on a direct basis until now.

Mr. Villaume said the decision to appoint a broker was made after an extensive study of marketing in today's food industry indicated the move would streamline the selling functions of Jenny Lee, Inc. He noted that sales year-to-date for 1966 are up substantially over a year ago.

He voiced confidence that the selection of Colony Brokerage would benefit all facets of Jenny Lee representation at both wholesale and retail levels. Principals of Colony Brokerage are J. C. Hazlett, III, President; William S. Peck, Vice President and Secretary; William E. Brick, Vice President and Treasurer. Mr. Hazlett was formerly sales manager of Jenny Lee, Inc.

At Grocery Store Products

Richard E. Shepherd has been named General Sales Manager of Grocery Store Products Co., headquartered at West Chester, Pa., according to Donald N. Givler, President.

Mr. Shepherd joined Grocery Store Products Co. in 1950 as a retail salesman. He was successively Manager of the South Central, South East, and Foulds Macaroni Products Sales, before becoming Western Division Manager in 1961.

New Name

Delmonico Foods Inc. of Florida has changed its name to Vivi Macaroni Company. Vivi will be the name of their top brand. The firm's prime activity is macaroni making in Tampa, Florida. Peter S. Viviano is chief executive.

Egg Prices Firm

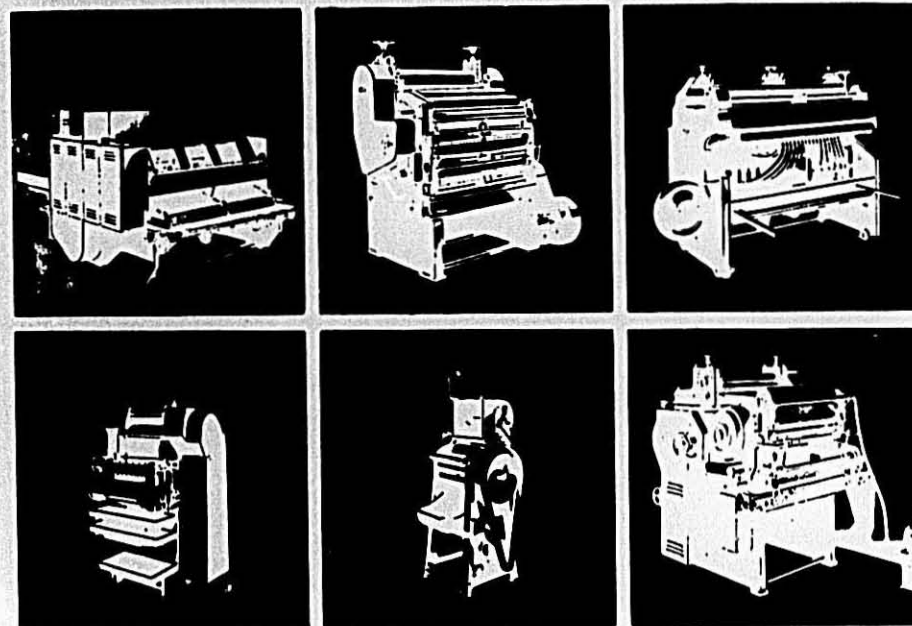
Henningsen Headlines reports the situation on shell eggs and egg products stable—product scarce and prices high. Perhaps the most important element they note is continued heavy purchases by the Army of shell eggs to feed troops.

The Poultry Survey Committee, composed of leading college economists says: "U. S. farm egg prices for the twelve months beginning October 1 are expected to average about 5¢ a dozen below the favorable prices of the preceding year."

The committee notes that feed prices will be higher than a year ago so the net income to egg producers will probably be considerably lower during the year ending in September, 1967.

The committee says that egg production in the coming year will be larger with an increase in the laying flock and a higher rate of lay because of a higher proportion of young birds.

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Buitoni Change

Marco Buitoni has been elected president and chief executive officer of Buitoni Foods Corp. He succeeds Giovanni Buitoni, who has been named chairman of the U. S. affiliate of Finanziaria Buitoni S. P. A.

The new president of the U. S. affiliate formerly was vice-president in charge of sales in France. In his new assignment, he will be responsible for the development of marketing concepts and the sale of new products in the United States.

As marketing director from 1959 to 1963, Mr. Buitoni spearheaded the successful development of new markets in Germany, Holland, Denmark, Spain and England, and sales of the company doubled. From 1963 until now he has held the added responsibility of international marketing director. A nephew of Giovanni Buitoni, he earlier had experience with the company in France and Italy and for two years in the United States in sales and administration.

Diversified Operations

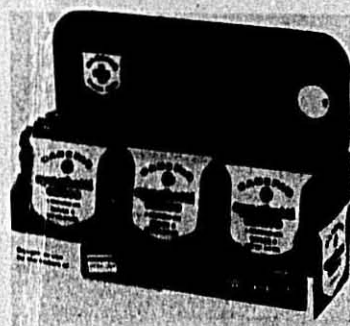
Finanziaria Buitoni S. P. A., with 1965 sales of \$150,000,000, includes large macaroni manufacturing plants in San Sepolcro, a modern baby food plant in Aprilla, and a lithographic plant in Perugia, all in Italy; a macaroni and sauce factory in France; a macaroni and sauce plant in Hackensack, N. J., and Perugia Chocolate and Confections, one of the largest chocolate manufacturers in Europe. The company was formed in June of this year to consolidate the international operations of Buitoni. At the same time the number of directors was increased by four and capital of the American corporation was raised from \$3,500,000 to \$10,000,000.

Giovanni Buitoni founded the Perugia Chocolate Co. in 1908, and founded the U. S. Buitoni company in 1940. He founded International Buitoni Perugia in 1953.

Stir-n-Serve

Stir-n-Serve macaroni and cheese with the milk in the mix is being test marketed in southern California by Golden Grain Macaroni Company, headquartered in San Leandro. The product is selling at a promotion price of two for 25 cents.

Newspaper ads for the new mix offer consumers a certificate good for two packages of Stir-n-Serve free with ad coupon and two box tops.



Canepa's Spaghetti Sauce

The John B. Canepa Company of Chicago, makers of Red Cross macaroni products, has announced the introduction of a unique, new spaghetti sauce.

The retailer will find Canepa's spaghetti sauce mix a highly profitable item. It is priced so that the consumer benefits with an approximately fifty per cent saving, while the retailer can realize a thirty per cent profit margin if sold at the suggested list price.

Another important feature for the retailer is the bright, attractive shelf container, which allows for three facings for more efficient display.

Canepa's new spaghetti sauce mix is unusual in that the consumer can prepare it hot or mild, whichever she prefers. And it's packaged in flavor-saving foil, containing all spices. Only tomato paste and water is added. Each package makes four generous servings. The mix also makes an ideal tomato sauce for veal and other meats.

Golden Grain Names Representative

David L. McElroy, Auburndale, Mass., has been named northeastern sales manager of Golden Grain Macaroni Company of San Leandro, California. McElroy will assist brokers in promoting the company's products in New England, upstate New York, and eastern Canada.

Agency Assignment

Wells, Rich & Greene of New York City is the new advertising agency for V. La Rosa & Sons, Inc.

Spaghetti Eating Automated

The Wall Street Journal reports a Los Angeles firm plans to market a battery-powered electric spaghetti fork. Rotation of the fork by a small motor in the handle is supposed to handily roll the spaghetti into bite-sized balls. Expected price: about \$3.

Frozen Seafood Salads

A line of frozen seafood salads from Eat-All Frozen Food Co., Philadelphia, is being marketed in Philadelphia, Baltimore and Washington.

King Crab and macaroni, shrimp and macaroni and tuna and macaroni, are a combination of seafood, elbow macaroni, celery, onions, green pepper, and other seasoning.

Varieties are packaged in color-coded cartons with an over lay of fishnet design, and the salad is contained in two plastic trays enclosed in the carton.

Introduction of the line is via regional newspaper ads and ten cents-off in-pack coupons.

Packaging is produced by Marathon Division, American Can Co.

Gastronomy for the Masses

What will replace convenience in food merchandising?

Exotica and status, most likely, says Printers Ink, coupled with more convenience. With more and more cooking being done in the factory, and measured meals having eliminated the challenge of the leftover, Mrs. America may be feeling vaguely unfulfilled in her role as a string-pulling mealtime Mandrake.

"The specialty food business is mushrooming," quipped Joseph Murtha of Sandgren & Murtha, design and market research firm, at a recent seminar. "But our studies show that while the consumer is becoming more receptive to new foods, there is a general lack of understanding of their uses."

There appears to be some impetus for a gastronomic rediscovery of the Old World, Asia Minor, South Seas, etc., but the convenience-processed consumer needs to be reeducated. One retailer told researchers: "We carry a line of French soups, and even the staff doesn't know what they are." Meanwhile, Supermarket News reports a food chain in the Northwest has boosted meat sales ten per cent by featuring a traditional American staple—buffalo.

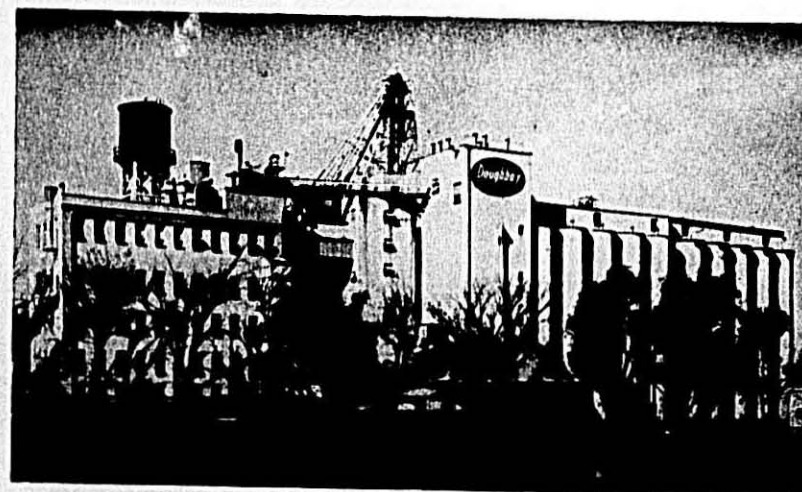
Tax Bite

Taxes take more per capita than food in the United States according to information gathered by the Council of California Growers. Consumers spend an average of \$439 per person for food in 1965 says the U. S. Department of Agriculture. At the same time, the Tax Foundation of New York City estimated that taxes averaged \$851 per man, woman and child.

Finest Quality

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- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

James J. Winston, Director
156 Chambers Street
New York 7, N.Y.



Season's Greetings
from the Macaroni Journal Staff

Robert M. Green, Editor
Vera Ahrensfeld, Advertising
Barbara Weihs, Circulation
Jean Bowen, Education Materials

WAY BACK WHEN

40 Years Ago

• Joseph Cuneo wrote that from 1912 through 1915 practically all of the official business of macaroni manufacturers in the United States, such as letters, orders, and the like, were transacted in Italian. He estimated the percentage as high as 90 per cent. By 1926 the proportion had completely turned around so that 90 per cent of official business was transacted in English.

• He pointed out that this change came about by demand from the American market for macaroni products.

• Stimulating that demand was a broadcast—1926 style—over thirteen radio stations by Betty Crocker, giving cooking instructions on macaroni recipes.

• "Meat from wheat" was the name given spaghetti by Food Expert Milo Hastings, director of physical culture, Food Research Laboratory.

• Industry Notes: Cuba preferred Spanish vermicelli. The U. S. Navy wanted bids on spaghetti. Spaghetti Suppers were given by church groups around the country. A two-story plant was constructed for Domino Macaroni Company in Springfield, Missouri.

30 Years Ago

• There were complaints in *Il Commercianto Italiano*, published in New York City, about flour spaghetti. The Italian trade wanted their semolina.

• Durum was in short supply, and prices were rising. From June to November semolina had advanced from \$6.00 to \$9.00 a barrel. Sharp competitive practices in the trade were hurting quality of many macaroni products.

• Betty Crocker was on the air telling 19,000,000 women via radio about Lumberjack Macaroni made with extra quality durum semolina.

• Fancy shapes are for fancy appetites, said Guido Tanzi, die maker in Brooklyn, New York.

20 Years Ago

• Better durum for quality semolina was pictured on the cover of the *Macaroni Journal*, showing Victor Sturlaugson, manager of the Agricultural Experiment Station at Langdon, North Dakota, standing in a field of Stewart and Carleton durums.

• Macaroni manufacturers were protesting the exporting of durum. They attributed increased acreage to their own efforts and urged cooperation of the durum growers in North Dakota to curtail shipments for foreign demands.

• Long extraction in milling had caused a violent drop in millfeed prices. Gray shorts slumped \$12 and bran as much as \$6 in a week's time. Semolina prices took the impact.

• Cheers were raised by a Government announcement that the 85 per cent milling restriction would be lifted December 1, 1946.

10 Years Ago

• At the Durum Show, Senator Milton R. Young stated: "Regardless of whose toes I happen to step on, I will continue my fight for 90 per cent supports until a better way is found to give farmers their prices."

• Glenn Smith, principal plant breeder at the North Dakota Agricultural College, declared it would have been ten years before rust resistant varieties could have been produced to meet the 15B rust epidemic, if it had not been for facilities at the college to grow three crops a year in the greenhouses and to get the winter increase program through the efforts of the Rust Prevention Association. Durum breeding facilities and the Cereal Technology laboratory for macaroni at the North Dakota State Agricultural College were pictured in the *Macaroni Journal*.

• Portraits done in spaghetti were presented to President Dwight Eisenhower and Adlai Stevenson, who were running in the Presidential election.

are dropping names like a social climber at a canape crunch. Nobody favors disparagement, but then nobody's doing it. Technically.

But the technical truth is no defense against damnation, as our politically poisonous age has proved. Nor is technical fairness—the art of staying just inside the provisions of some code—what the advertising business is presumed to be striving for. This is a min-

CLASSIFIED ADVERTISING RATES

Display Advertising—Rates on Application
Want Ads 75 Cents per line
Minimum \$2.00

FOR SALE—One rebuilt spaghetti die with teflon inserts. .071 for long goods. Length, 49" x 47"; width, 3-15/16" x 3-7/16". \$275.00. Box 239, *Macaroni Journal*, Palestine, Ill. 60067.

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imum and while a minimum may not be wrong, it very well can be mean and shabby.

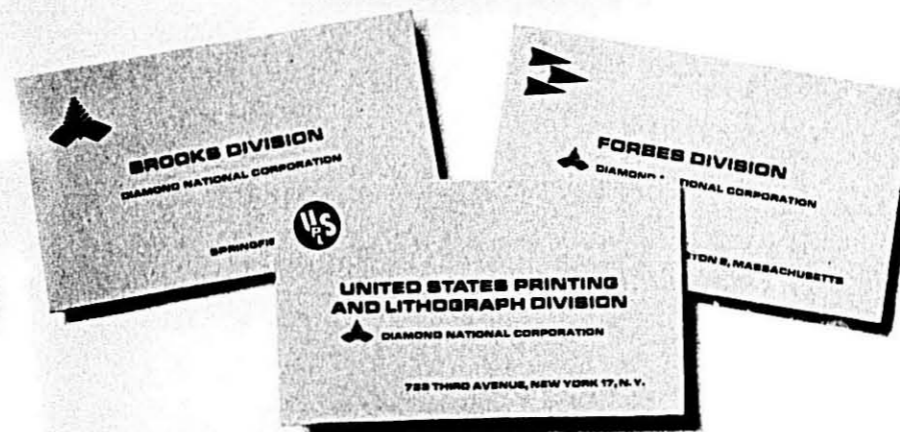
If anything, there's less restraint when actual names aren't mentioned, and the snide referring to unnamed competitors already is turning into a nasty proposition. We don't need a Ouija board to predict that it will get far nastier.

The association did mention another unhappy consequence of the name-dropping trend, and that's the practice of catching a free ride on somebody else's hard-bought reputation. This practice is growing, too, and we were glad to see the 4As blow the whistle on it. A borrowed reputation is seldom a secure one, and it's hard to imagine any advertiser being proud of a product which is presented this way.

In justice to the 4As, the only answer lies in the mature and responsible handling of competitive advertising, and these virtues can't be written into any exact code. They are professional attributes, and this may be the instance which tells us whether advertising really is a profession, as it often claims to be.



From now on, this one will do the job of these three!



We've shortened our name... and broadened our services.

You may have known us as United States Printing & Lithograph. Or Forbes. Or Brooks.

Now, we're one. The Diamond Packaging Products Division of Diamond National Corporation. But, we offer multiple advantages, broader services.

The resources, production and know-how of the three organizations have been welded together and strengthened to provide a highly integrated, coast-to-coast source for your packaging and promotion needs.

Got a creative, quality, price, or delivery problem? Ask the man from Diamond Packaging Products Division to show you his solution. Color printing is still our baby.



DIAMOND PACKAGING PRODUCTS DIVISION
DIAMOND NATIONAL CORPORATION
NEW YORK, NEW YORK

Right Here in River City

Editorial from *Printers' Ink*—reprinted with permission.

The American Assn. of Advertising Agencies has taken a forthright stand against advertising which "untruthfully or unfairly depicts or disparages a competitor." Well, good. We're also against it and other kinds of sin. So is everybody, including those advertisers who



**SEASONS
GREETINGS**

FROM THE DURUM DIVISION OF
INTERNATIONAL MILLING COMPANY INC.