

**THE
MACARONI
JOURNAL**

**Volume 47
No. 6**

October, 1965

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



**MACARONI IS
PARTY FARE**

OCTOBER, 1965



MACARONI

SPAGHETTI

NATIONAL
MACARONI
BEER

OCT
14-23

ROSSOTTI PACKAGING SELLS MODERN OF YOUR MACARONI

That's because it's predictable packaging. Because it's the kind of packaging only professionals can produce. Because it captures

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The Macaroni Journal

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No. 6

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Cover Photo

The promotional theme for National Macaroni Week this year, October 14-23, is built around recipes for party meals. (See "Macaroni is Party Late" beginning on page 4.) So Jeanne Cummins dons party gear to alert grocers to the "profits party" offered by macaroni products and related items. Spaghetti, elbow macaroni and egg noodle dishes are real crowd-pleasers whether the gathering be a birthday party, anniversary or just an impromptu after-the-football-game supper. Grocers are urged to display macaroni products with sauces, cheeses and meats and other related items during October and especially during National Macaroni Week.

The Macaroni Journal is registered with U.S. Patent Office.

Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.

Second-class postage paid at Appleton, Wisconsin.

Food is a Bargain

The food industry's second "Food is a Bargain" promotion, scheduled for October 17-31 will be climaxed by an hour-long spectacular starring Jimmy Durante on October 30. During the spectacular, which will be dedicated to the American food industry and its achievements, the entertainer will explain to the public during six minutes of commercial time why food is a bargain. Besides the spectacular, such Durante vernacular expressions as "Folks, the food yer enjoyin' today takes a smaller slice of yer pay," "Stop the Music! Everybody's Enjoyin' a Bargain Break," "Bargains! We got a million of 'em" will be used on advertising and promotional materials.

"Food is a Bargain" is a promotion designed to impress consumers and the total food industry with how inexpensive food really is in the market place. Today the cost of take-home food is 18½¢ of the consumer's take-home dollar compared to 19¢ when it was 19¢ and 1947-1949 when it was 26¢. The campaign will point out that today food is a bargain not just from the standpoint of cost, but also of nutrition, variety, abundance, tastiness, time-saving, and convenience.

Display Pieces Offered

Twenty-three manufacturers are taking part in the campaign, which will be supported by in-store display materials supplied by Food Advertiser Service, Kellogg Company, Battle Creek, Michigan, which gave the promotion its name, is spearheading the promotional campaign with special display materials, advertising and merchandising



A coloring book about Grocery Stores—the first time ever—will be offered this fall in connection with the "Food Is A Bargain" campaign by Skinner Macaroni Co.

aids, and by sponsoring the Durante Spectacular.

The National Association of Retail Grocers in Chicago said it will take orders for display pieces and advertising illustrations on the event from its 56,558 retailer members.

"Dramatizing the facts and figures about the cost of food," said a NARGUS spokesman, "and the great bargain today's food really is, is the best way to reach millions of American Consumers."

"This message is more important today than ever before in light of the criticisms from many quarters being aimed at the food industry."

According to the U. S. government, today the consumer spends "less than 19 cents" of each after-tax dollar for food compared with 26 cents fifteen years ago. This is the smallest share of income spent for food at any time in history.

Food Abroad More Costly

In other countries consumers have to spend much more of their income for food: U. S. 18½%; England 29%; France 21%; Italy 45%; Russian 53%.

Today's U. S. factory worker earns the cost of his monthly grocery basket in less than 37 hours—the smallest number of hours in history. Fifteen years ago it took him 60 hours.

Each U. S. farm worker today produces enough food for 32 people. Fifteen years ago, he produced enough for only 14 people.

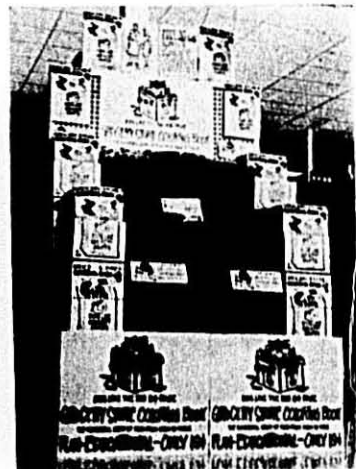
Coloring Book Tells Food Story

"Going to market" gets a modern twist in the new Grocery Store Coloring Book, a 64-page children's coloring book to be offered by Skinner Macaroni Company, Omaha, Nebraska.

Designed to give information as well as entertainment, the book will be distributed this fall in connection with the food industry's joint campaign, "Food Is A Bargain."

Says Lloyd E. Skinner, president of Skinner Macaroni Company, "The Grocery Store Coloring Book makes an easy-to-understand presentation of the wonderful story of food from farm to table. In doing this, it is also making a point that we think needs to be made; namely, that food in America is a bargain. We have tried to show in picture and text how so many steps—harvesting, transportation, warehousing, packaging, refrigeration, merchandising—are involved before food, at remarkably low cost, arrives in the home. This is one of the key statements that both food manufacturers and retailers are seeking to tell in the 'Food Is A Bargain' campaign. Skinner Macaroni is

pleased to make this contribution." Skinner pointed out that the specific ideas presented in the book were developed in a study of store owner or manager understandings of the image they seek to project.



The vastly popular children's coloring book was selected to carry the food industry's story of services and products that help give Americans a greater variety of foods, with greater convenience and at lower cost.

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Skinner pointed out that the specific ideas presented in the book were developed in a study of store owner or manager understandings of the image they seek to project.

To back up the significance of the Grocery Store Coloring Book, Paul G. Willis of Grocery Manufacturing Association said, "I think the Grocery Store Coloring Book is a fine idea. It helps to tell the food industry story from farm to table and the important fact that food is a bargain. It clearly evidences the fine spirit of cooperation which prevails among manufacturers, distributors, and brokers."

Heavy promotion plans have been set. In addition to a full trade publication schedule, Skinner will have consumer advertising in the October issue of Family Circle and in the November issue of Woman's Day. This supplements a series of weekly ads in 125 newspapers in the 22-state Skinner marketing area.

A large store poster and a shelf talker will be offered for point-of-sale material, as well as a specially designed carton for 50 books, which lends itself to off-shelf display with macaroni products. Tie-in ad mats for retail grocery advertising will also be available to grocers.

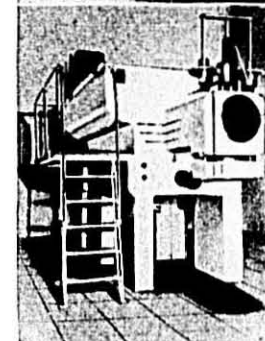
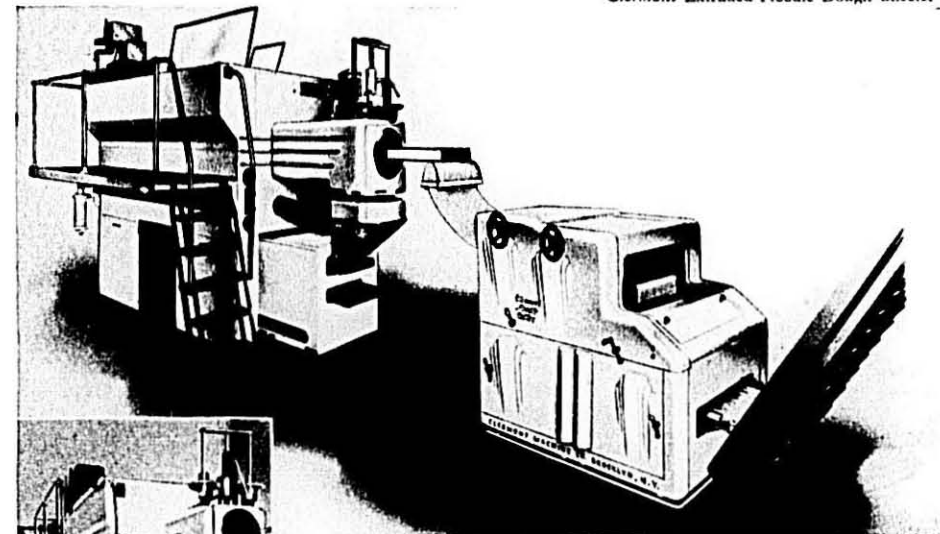
Grocery Store Coloring Book Fact Sheet

The plan for the Grocery Store Coloring Book was proposed by the Skinner Macaroni Company's advertising agent. (Continued on page 8)

THE MACARONI JOURNAL

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.
- R**ugged Construction to withstand heavy duty, round-the-clock usage.
- 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.
- N**ewly designed die gives smooth, silky-finish, uniform sheet.
- T**otally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

Clermont Machine Company Inc.

266-276 Wallabout Street,
Brooklyn 6, New York, N.Y., U.S.A.
Telephone—EVERgreen 7-7540

Coloring Book—

(Continued from page 6)

cy, Bozell & Jacobs, Omaha, in April, 1965.

In addition to providing Skinner with a strong merchandising vehicle, it was viewed as a unique opportunity to cooperate in grocery/industry promotion.

Inspiration for the coloring book idea came, in part, from the "Food Is A Bargain" industry-wide campaign, now in its second year. Skinner believes strongly that the record of the food industry in bringing food products from farm to table is a truly dazzling one. The company further feels it can best be told in the home . . . through children.

A rather striking impact is expected to be made by the Grocery Store Coloring Book. The reasons include:

- 1) The medium of a coloring book has enormous popularity. Over 200 million units are sold annually . . . for between 19¢ and \$1.00. A 19¢ sales price for a full size 64-page book is an obvious value.
- 2) Retailers and the food industry are especially well-served by this book—the first of its kind ever. The book relates the story of food from farm to table. It also tells in positive terms of the many friendly features and services of a modern food store. Children, ages 3 to 11, the direct audience for this book, will be helpful in passing on to their parents, a favorable and informative view of the food industry.

From Farm to Table

In the coloring book, the story is told how milk gets from the farm to your table. Then the story of wheat is told. It says: "Wheat is grown for bread, breakfast cereal and macaroni products." Pictures show durum growing on a North Dakota farm, a country elevator, a flour mill, and a macaroni plant. Processing diagrams are shown for mixing and extruding, as well as packaging. A lift truck is pictured putting a load of cases into a train and onto a truck. Finally, a macaroni display in a grocery store is shown and a Christmas tree made of macaroni, which says: "Maybe you have used macaroni for decorating as well as for delicious meals."

The coloring book also tells how orange juice gets from the grove to your table.

Point of Purchase

What do point-of-purchase signs accomplish? According to an analysis

published in *Progressive Grocer*, under normal shelf display conditions the average grocery product with a retail price of 33 cents sells 17 units per week. Tests show that the simplest merchandising aid, such as a shelf sign, will double the sales of a featured product. A special display will increase sales as much as 600 per cent over normal movement.

Cheaper Potatoes

California long white potatoes were selling at wholesale in Chicago at the end of August for \$3.50 a hundred pounds, down from \$10 in early July and \$5 a year ago. Midwest supermarkets featured Idaho bakers for 7 cents a pound, half what they brought two months earlier when retail prices hit a record.

This year's potato production is officially estimated at 282,700,000 hundredweight, 18% greater than the 1964 crop. Poor growing weather and early frosts trimmed last year's output to a seven-year low. Growers this year increased plantings 9% from last year to 1,400,000 acres. Better weather helped the crop.

National School Lunch Week

The Congress, in a joint resolution in 1962, requested the President to issue an annual proclamation calling for the observance of National School Lunch Week. For 1965 the Week starts October 10 with the theme, "School Lunch Serves Child Health". The Week provides an opportunity to salute a program which plays a significant role in the Food Service Industry.

18 Million Children Involved

"Getting to know about lots of different foods" — that's the way one bright-eyed youngster described the midday meals served in his school. Under the National School Lunch Program almost 18 million children are learning to enjoy a variety of U. S. produced foods through the nutritious lunches they receive daily at school.

The National School Lunch Program is very much a part of the vast food service industry which annually received about 25 per cent of the consumer's food dollar. As the trend toward more and more "eating out" continues, the educational role of the school lunch program becomes more important.

It is very difficult for the food service industry, as a whole, to introduce new foods or broaden food habits.

The National School Lunch Program, however, does provide an atmosphere for learning to eat and like new foods,



MISS AMERICAN STARLET—Mario Corlucci, 21-year-old brown-haired beauty of North Bellmore, N.Y., smiles for the cameraman as she receives the coveted Prince Trophy from Joseph P. Pellegrino Jr., executive vice president of the Prince Macaroni Mfg. Co., sponsor of the Miss American Starlet contest for 1965 at Palisades Amusement Park. She won the title over 24 other finalists selected from a bevy of 5,000 beauties. In addition to the cup, Miss Corlucci will be sent by Prince on a dream trip for two to Hollywood, Calif., be given a screen test at Paramount Pictures, a \$1,000 Jonathan Logan wardrobe and a Grace Downs Modeling Course.

or new forms of familiar foods in well-balanced diets. Individual food habits are broadened and the wondrous variety of foods available in the land of abundance are introduced.

Nationwide the National School Lunch Program is an amazing network of 71,000 separate enterprises operated locally for the benefit of children. These schools, both public and private, operating under the program provide lunches for one out of every three school children in the United States.

Billion Dollar Food Market

Currently, the school lunch program is a one billion dollar food market that will serve 3.1 billion lunches this year in schools in all 50 States, the District of Columbia, Guam, Puerto Rico, the Virgin Island and American Samoa.

Most of the food, about 80 per cent, is bought by schools from their local suppliers. The remaining 20 per cent is donated out of USDA stocks and supplemental purchases by the Consumer and Marketing Service to assist local school lunch managers in providing nutritious lunches at low cost to the children.

As children eating away from home, learn by example the foods to include in a complete nutritional meal, they are becoming better customers for the eating establishments they will frequent as adults.



The cafeteria and school market will grow and grow and grow for you

[if you feed it its own special kind of spaghetti]

MYVAPLEX Type 600 Concentrated Glycerol Monostearate is all it takes. The addition of 1.5% to your regular product keeps it just as appetizing in the steam table as it is moments out of the boiling water in the home. Food service managers can make sure they won't run out, yet be protected against waste.

So schools, hospitals, industrial plants, and other volume feeding establishments can serve spaghetti much more often than they do now. Your market broadens.

MYVAPLEX Concentrate has no effect on flavor. And it meets

the requirements of U. S. Food and Drug Definitions and Standards of Identity for Macaroni and Noodle Products, as amended.

To find out more about the advantages and economic effects of MYVAPLEX Concentrated Glycerol Monostearate, get in touch with *Distillation Products Industries*, Rochester, N. Y. 14603. Sales offices: New York and Chicago • Distributors: West Coast—W. M. Gillies, Inc.; in Canada—Distillation Products Industries Division of Canadian Kodak Sales Limited, Toronto.



Distillation Products Industries is a division of Eastman Kodak Company

SURVIVING or SUCCEEDING?

Highlights from an audio-visual presentation at the 61st Annual Meeting

by James C. Hirsch and Richard A. Noll of the Television Bureau of Advertising



James C. Hirsch

WE wish you a very successful meeting and we hope our portion of this meeting will contribute to your success and provide you with nutritional food for thought.

The Wheat & Wheat Foods Foundation has defined as its goals "To increase the knowledge and appreciation of wheat food products in all diets and to increase the per capita consumption of wheat foods in all forms." Further on it is stated: "Those product groups which show the greatest gain possess either low-calorie, high protein, or convenience appeal. It may be significant that while most wheat products can legitimately employ one or all of the three basic appeals little or nothing has been done to stress them."

We certainly cannot tell you about your own important problems, your objectives and goals, but we can tell you how other industries have told the public about their industry-wide objectives and how they have tackled the problem of succeeding, not just surviving.

Public Affairs Conference

This year and last at the U. S. Chamber of Commerce Public Affairs Conference we hosted a breakfast meeting attended by more than 200 association executives from around the country. To further the cause and objectives of their respective associations, we gave documentary presentations showing how and why association advertisers

use television. To help you in evaluating your objectives, we would like to show you some of the data of those who received TvB awards for outstanding performance in the art of total communication to promote an industry through advertising. They will include The American Gas Association, The New York & New England Apple Institute, The American Dairy Association, The American Iron & Steel Institute, The Cotton Producers Institute, and The National Federation of Coffee Growers of Columbia.

The Gas Story

When a company has business problems, that is the company's own concern; but when an entire industry has a common problem (for example: to increase the per capita consumption of wheat foods in all their forms) then it becomes the problem of every company in that industry; a problem best assigned to that industry's association. It has been said that an association must do for its members what its members cannot do as effectively for themselves. Today many responsible associations are doing just that; for example, The American Gas Association:

Nine years ago population gains had led to increased sales but the share of household gas appliances had dropped. Gas appliance manufacturers were many rather than large. Electricity was out-promoting the gas industry by as much as ten to one. Individual gas appliance manufacturers could not reverse the trend, nor could local utility companies. But together perhaps they could.

The director of The American Gas Association promotion, advertising and research said: "The members of some associations have been reluctant to advertise. They have been reluctant to appropriate sufficient funds to do a job. But when a responsible association shows its members the dimensions of their common problem and offers a common solution, the reluctance and the insufficient funds can be reversed."

Nine years ago, the American Gas Association became a television advertiser. Within one year, the downward trend of the previous decade had been reversed. The share of market of key gas appliances increased and the public's belief that gas and gas appliances



Richard A. Noll

were modern also substantially increased.

Results in Two Years

After two years viewers of the AGA commercials came to prefer gas, while only the non-viewers continued in their preference for electricity. The chairman of the AGA National TV Committee reported: "TV has become the most powerful and effective voice of gas to our customers and prospects. To our shareholders and the financial community our TV program is tangible evidence of gas industry unity. Little wonder that TV has generated a resurgence in the industry's entire sales and advertising program, locally and nationally." Today there is general agreement throughout the industry that AGA's entry into television was one of the most significant developments of the last decade in the marketing of gas.

Then the AGA television commercial was heard and seen.

Apple Institute

This year has been one of the most productive years for the apple-growers of this country — bumper crops have been produced. The New York & New England Apple Institute, which is a regional association with limited advertising funds, realized that as a result of nationwide competition it would be necessary to have a major marketing and promotional effort to increase consumption by frequently and dramatically reminding people to enjoy apples.

Displays were featured at point-of-sale areas in supermarkets. Television was used for it showed and told that pleasure is a crispier McIntosh apple. Since the first usage of television a few years ago, more television has been added and the western New York apple growers also have turned to television to increase consumer demand in their region.

Commercials for crispier McIntosh apples were viewed.

Dairy Farmers

Dairy farmers contribute to the American Dairy Association for two basic purposes: to sell more milk in the current market and to build a growing and profitable market for dairy products in the future. Therefore, every budget allocation faces up to the question: "Is this the best investment we can make of these dollars to increase the profitable sale of dairy products?"

Bill Rehmann, the promotion director for the American Dairy Association, reports: "The consistent use of television, our single most important method of communication, has been an industry leadership factor getting handlers, processors, and food stores to cooperate with and to extend our ideas, promotions and programs. We have found television advertising a happy blend of reach, frequency and cost-efficiency. We have found that we are able to buy leading programs at low cost to target our messages to selected audiences. This consistent use of television has encouraged our dairy farmers to continue their support and also to influence others to join with them. Each year our participation grows which we feel is a result of our dynamic and influential programs. By using television we are able to excite consumers to buying action and at the same time entice dealers to do something about it. Our milk commercials and programs with heavy teen-age viewing are developed to reach them with messages about milk vitality and the fact that milk is a socially acceptable beverage."

Milk commercials from ADA were then run.

Soda Pop in Cans

Today one industry may help another so that both may grow and the association is the place to turn for this help. For example, the American Iron & Steel Institute ran the largest single promotion in its industry's history with a product three steps removed from steel-making. Ten tinplate producers banded together under the auspices of their Institute to increase the share of market for canned soft drinks by going directly to the public. The Institute

planned to help sell products that used its product as a container.

A spokesman for the Institute said: "We must meet a mass audience, encouraging people to break an old habit and adopt a new one." The American Iron & Steel Institute further reported that television permitted them to demonstrate by sight and sound the benefits of buying soft drinks in cans, and to show actual brands available in each of the top forty soft drink markets. Sales increases in markets promoting on television were substantially higher than in non-television promotional areas; specifically, food store sales of canned soft drinks were 25 per cent higher in the television-promotion markets than in the rest of the United States. Also tin cans' share of the soft drink market jumped 70 percent.

Members were informed about the campaign by a novel attention-getting device called the "Can-Plan" which enclosed campaign information in a king-sized soft-drink six-pack designed to capitalize on the Institute's commercials.

Tin-plate manufacturers tied in with their Institute's campaign. For example, Jones & Laughlin advertising on its own behalf increased soft drink sales and the sales of soft drinks in cans. They did this by running their own commercials in markets where J & L had major marketing interests and their own plant facilities. Messages running 88 times a week reached over 90 per cent of all the homes in Detroit, Cleveland and Pittsburgh during the campaign.

Canned pop commercials were viewed.

Cotton Producers

The story was told for the Cotton Producers Institute. Their objective was to increase the distribution and sale of products made of cotton. Commercials stressed cotton's comfort, ease of care, beauty and fashion appeal. Television was used because of tremendous audiences reached at relatively low cost per thousand viewers. Surveys showed that television did increase consumer awareness of items made from cotton and of cotton's points of superiority in relation to other fibers.

Colombian Coffee

Coffee is the lifeblood of Colombia's economy. She is the second largest producer of coffee in the world and the largest producer of the more choice mountain-grown mild coffees, which command a premium price. Because of the vital importance of coffee to Colombia's economy, an advertising campaign was developed in her principal market, the United States, to accomplish the following objectives:

(1) To make consumers aware of Colombian coffee and convince them that it is the best coffee in the world.

(2) To provide a strong promotional background in support of 100% Colombian brands.

(3) As an important corollary of the objectives, it is hoped that the growing quality, reputation and success of Colombian coffee will induce roasters to increase the amount of Colombian coffee in their blends; to promote the use of Colombian coffee as an important reason why their brand is better—thereby receiving positive benefit from the campaign.

The story of Juan Valdez, a true-to-life typification of the more than 200,000 coffee growers in Colombia, was told in the July issue of Food Business magazine. This symbol developed by Doyle Dane Bernbach advertising agency could best be projected on television. Its success is attributed to the fact that now coffee roasters and distributors of 100% Colombian brands may use the "Juan Valdez Seal", a registered mark of the National Federation of Coffee Growers of Colombia.

Nationally, three out of four top coffee roasters now promote their use of Colombian coffee as an important reason why their blends are better. In the greater New York area, a market of 18,000,000 people, 100% Colombian coffee has grown to where it has become the fourth largest selling regular coffee.

Any Product

Gas, apples, dairy products, canned pop, cotton fabrics, or Colombian coffee—different problems but problems basically the same in their need for growth. So they have all gone to the total public to tell their story via television. Public understanding can well mean the difference between surviving or succeeding.

Television's Climb

Dick Noll traced television's climb since 1950 from 96 outlets and scattered coverage to some 560 stations and full geographic sweep today. Along with station growth home growth has increased from 3.4 million homes in 1950 to 52.6 million homes this year. About 98 per cent of all U. S. homes are now within range of television stations. By 1970 it is estimated there will be over 16 million multi-set homes, fewer than 3 million non-TV homes.

Color is adding another dimension to the TV home and TV advertising. With an estimated set count of about 2 million today and a penetration of 3.7 per cent of TV homes, it is expected that there will be over 15 million color sets by 1970.

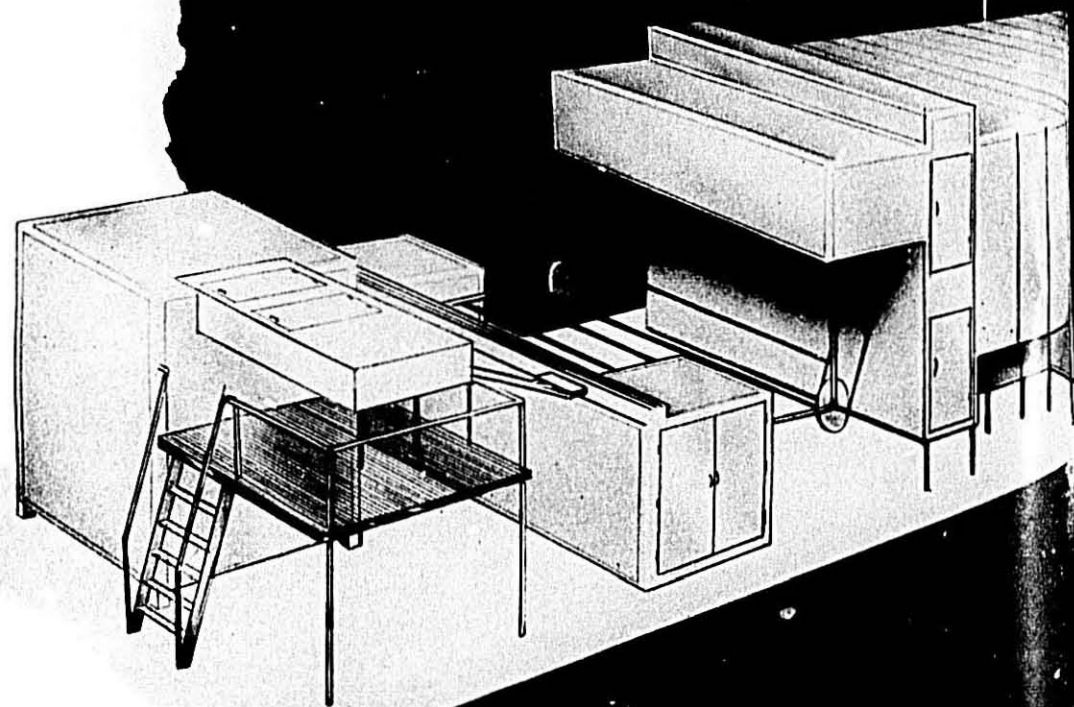
(Continued on page 14)

DEMACO[®]

offers these

Exclusive

design features ----

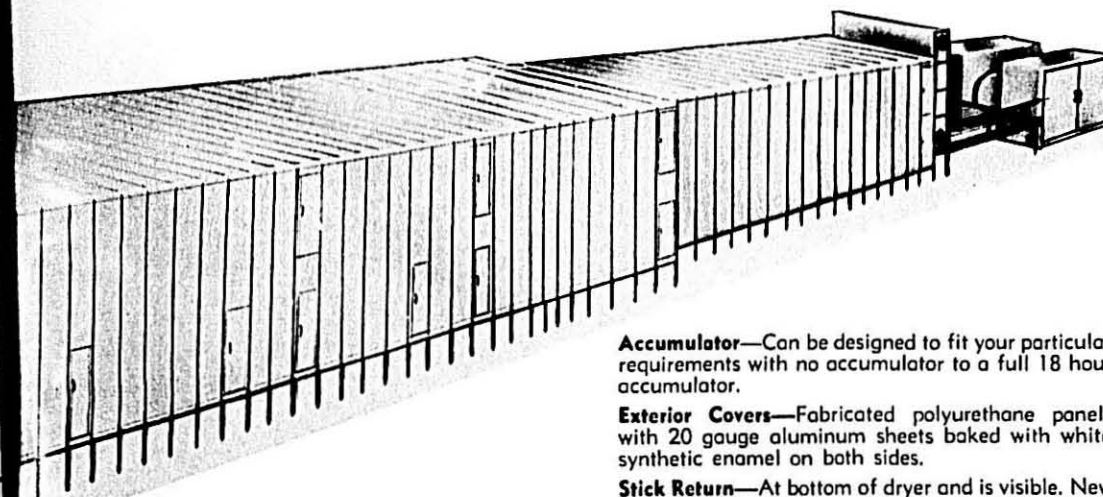
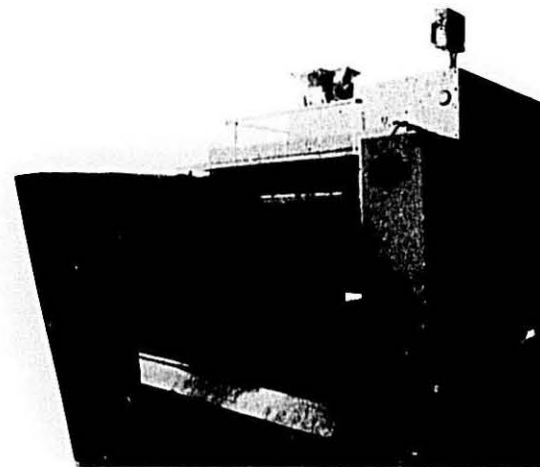


THE PRESS

One (1) Mixer—The famous Demaco "Trade Approved" single mixer with vacuum applied over the entire mixing cycle produces a product with a deep yellow color and extremely smooth.

Semolina and Water Feed—Simple airlock with new proportional water metering device—eliminates all the cumbersome gingerbread feeds.

Die Removal—Simple 4 bolt die removal. Dies can be changed in a few minutes.



THE DRYER

Sanitation—The only dryer that you can walk through to wash clean or vacuum all interior surfaces.

Maintenance—Remember only 1 stick pick up and 1 stick transfer for the entire finish dryer section and accumulator. Heavy extruded aluminum sticks with welded ends.

Accumulator—Can be designed to fit your particular requirements with no accumulator to a full 18 hour accumulator.

Exterior Covers—Fabricated polyurethane panels with 20 gauge aluminum sheets baked with white synthetic enamel on both sides.

Stick Return—At bottom of dryer and is visible. New patent pending positive stick return which does not utilize roller chain.

Temperature and Humidity Controls—Pre dryer and fully controlled finish dryer has 3 zone controls.

Construction—Ruggedness and simplicity of design with component parts supplied by America's top manufacturers. Immediate availability of spare parts—thereby minimizing "downtime". Drying sequence is not controlled by any operator, it is all pre-programmed thus eliminating the human element. Guaranteed 1500 lbs. per hour of dried, ready to pack spaghetti.

DeFRANCISCI MACHINE CORPORATION

46-45 Metropolitan Ave.
Brooklyn, New York 11237

Phone: FVergreen 6-9880

Western Representative: HOSKINS CO., P.O. Box 112, Libertyville, Illinois - Phone 312-362-1031

Surviving or succeeding—
(Continued from page 11)

The pattern of individual viewing is quite often predictable. Men, 69.9 per cent of whom watch TV in an average day, are at work and their viewing obviously remains low during the daytime hours. It remains high from 7 to 10 p.m. and then falls to about 15 per cent at 11 p.m. An estimated 78.4 per cent of all women watch TV during an average day, and their pattern shows a far higher daytime level than for men, following the differences in their schedules.

Teenagers are a smaller segment of the total population but 88.6 per cent of them view TV in a typical day. Their peak time is about the same as for the family but their early evening hours are higher, and less than 10 per cent view late evening TV.

Children Top Watchers

Children are far ahead of everyone in TV viewing—99.9 per cent in a typical day, higher in the morning than early afternoon with a long peak in their pattern from about 5 through 9 p.m.

Put the family back together and 82.7 per cent of all the people in the country watch TV on a typical day, the high point coming between 8 and 9 p.m. when some 45 per cent are watching. People are spending more time with TV, the average amounting to 6 hours, 23 minutes daily.

TV Food Advertising

Food is the largest single category in TV advertising by product group, though non-food products dominate among specific brands. Manufacturers of food and food products spent \$189,307,700 in network television advertising in 1964. This was an increase of 11.8 per cent over the previous year. Total network TV spending was up 8.3 per cent to \$1.146 billion.

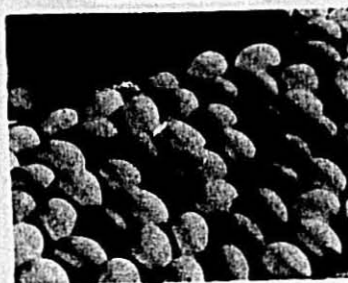
Some 167 food and grocery marketers (whose products are sold primarily or substantially through supermarkets) spent \$1,000,000 or more in television during 1964. Procter & Gamble far outdistanced the pack with a total of \$148,783,200. Others in the top ten included General Foods, Bristol-Myers, American Home Products, Colgate-Palmolive, Lever Brothers, R. J. Reynolds, American Tobacco, General Mills, and Alberto-Culver.

Alberto-Culver started in 1955 with an advertising budget of \$1800 and have grown to be the thirteenth largest advertiser in the world, placing 99 per cent of their budget into television.

Macaroni Advertisers

Two macaroni companies were mentioned in the list of 167 advertisers:

Golden Grain Macaroni spent \$3,259,600—\$1,830,800 on spot announcements—\$1,428,800 on network. V. La Rosa & Sons spent \$1,590,100 on spot announcements according to the Television Bureau of Advertising.



Egg Promotion

From Henningsen Headlines

Early in 1965, as egg prices dipped to an unusually low level, many industry would, as it has so often in the past, resume its purchase of dried eggs for needy people or for the School Lunch Program. However, this time the United States Department of Agriculture had a new and different prescription for buoying up the lagging market. This latest plan consisted of cooperating in an industry-financed promotion program to help step up the consumption of eggs. As the results so far have been encouraging.

When representatives of the egg products industry met in Washington early in the year, the USDA stated that it was most anxious to serve as a cooperative participant in formulating plans for developing major merchandising programs for the various egg products, though it didn't plan to be the innovator or manager.

USDA Egg Promotion Drive

Secretary of Agriculture Orville Freeman, in meeting with representatives of major poultry organizations, announced plans to kick off this new publicity campaign on behalf of their various products with a giant monthly egg promotion drive. He went on to outline the government's new self-help campaign in greater detail in a telegram which he sent to principal retailer and food service organizations. Secretary Freeman asked them to intensify their promotion efforts, noting that early in the year the nation's egg producers faced a troublesome marketing situation caused by an oversupply of eggs. He requested that they even further intensify the cooperation they had given to the government during the Spring Egg Months. He offered the full promotional and education re-

sources of the USDA in support of the industry effort.

Industry Promotions

The Poultry and Egg National Board, generally regarded as the industry spokesman, at the same time outlined the industry-supported promotion campaign, including radio scripts, TV films, promotional and educational material for newspapers and magazines, and welcomed USDA support in the effort.

The USDA egg products promotion parallels a program of the International Trade Development Committee to develop ways of competing in overseas market with subsidized poultry from other countries. E. H. Driggs, director of the European operations of ITD, has announced plans for special "American Poultry Weeks" to stimulate sales of poultry and egg products on the Continent.

Henningsen Foods, Inc., states they have long felt that a program such as this is preferable to a support program, and results so far seem to indicate that the program has been very successful. Egg prices are currently firm and have been at last year's level—or higher—through the spring and summer months without a costly government purchase program during the year 1965.

Egg Processing Lower

Production of liquid egg and liquid egg products (ingredients added) during July was 65,336,000 pounds, 3 per cent less than the 67,339,000 pounds produced during July 1964, according to the Crop Reporting Board.

Liquid egg produced for immediate consumption was 1,949,000 pounds as compared with 5,582,000 pounds in July last year. The quantity used for drying was 20,986,000 pounds, down 14 per cent from the 24,302,000 pounds used in July 1964. Liquid egg frozen totaled 42,401,000 pounds compared with 37,455,000 pounds a year earlier and was the largest for the month since 1944.

Egg solids production total 4,854,000 pounds, a decrease of 20 per cent from the 6,103,000 pounds in July 1964. Production of whole egg solids was 779,000 pounds as compared with 3,157,000 pounds in July 1964. Albumen solids totaled 1,310,000 pounds, 40 per cent more than the 937,000 pounds produced in July 1964. Output of yolk solids was 1,470,000 pounds, 62 per cent more than the 907,000 pounds in July last year. Production of "other solids" was 1,295,000 pounds, 18 per cent more than the production of 1,102,000 pounds in July last year.

We pasteurize all our egg products to make sure your shipment is salmonella negative. Want a written guarantee? O.K. You'll get one.

Cable: HENNDAM, NEW YORK
TELE: 212-667-8188

HENNINGSEN FOODS, Inc.
Quality Food Products
60 EAST FORTY-SECOND STREET
NEW YORK 17, N. Y.
MURRAY HILL 7-1530

March 10, 1965

ABC Noodle Corporation
650 South Lake Street
St. Louis 15, Missouri

Attention: Mr. David Richards

Dear Mr. Richards:

We are shipping this date the following 60/175# drums (10,500 pounds) of our SPRAY DRIED EGG YOLK SOLIDS NEPA 3 color to your St. Louis plant. This product was produced at our Ravenna, Nebraska plant.

The following is the laboratory analysis of this product:

Lot #	Drum #'s	No. of Drums	Moist	Color
R-45	RYB 101-120	20	4.7%	3.0
R-46	RYB 121-140	20	4.8%	2.9
R-47	RYB 141-160	20	4.6%	3.1

We further certify the product to be free of Salmonella as tested by the Official Food and Drug Method (North Method) upon receipt in your plant.

Sincerely,
HENNINGSEN FOODS, INC.
H.M. Slosberg
Dr. H. M. Slosberg
Technical Director
Research & Production.

Egg Market Firms

Shell egg prices in Chicago strengthened one-and-one-half cents during the month of August from a range of 24 to 27 cents to 25.5 to 28.5 cents. This found reflection in frozen egg whites and dried yolks. Whited edged up a quarter to a half cent between the range of 14 to 15 cents. Dried yolks were quoted at \$1.05 to \$1.18 with the top of the range advancing to \$1.21.

Frozen egg products were mostly steady with whole eggs at 25.5 to 27 cents; dark whole eggs were 28 to 30 cents; yolks under No. 4 color ranged 49 to 53 cents. There were no quotations reported for darker color.

Laying Flocks Down

Number of potential layers in flocks August 1 aggregated 373,962,000, down 4% from the total of 391,201,000 a year ago and compared with the 1959-63 average of 407,342,000, according to the August crop report of the Department of Agriculture.

Both the south Atlantic and south central regions show increases, up 1 and 2%, respectively, from the same date of last year. This was offset by a decrease of 12% in the west north central states, along with reductions of 7% in the north Atlantic, 9% in the east north central and 1% in the western states.

All of the cut is in number of pullets not of laying age, placed at 85,333,000, contrasted with 103,228,000 on the same date of last year and the five-year average of 127,115,000. "The decline in pullets not of laying age was substantial in all regions and reflects the drop of 12% in egg-type hatchings since the beginning of 1965," the Department says. "The reduced level of pullets not of laying age available for flock replacements this year is expected to prevail for the next few months."

Number of hens and pullets of laying age on farms August 1 was 288,629,000, up slightly from the 287,973,000 a year earlier and compared with the 1959-63 average of 280,228,000.

Rate of lay per layer during July was 18.73 eggs, a new high, compared with 18.60 in the same 1964 month. It marked the third successive month of a new record high in the rate of lay.

Egg production in July established a new peak for the month, totaling 5,411,000,000, compared with 5,438,000,000 in June and 5,343,000,000 a year ago. Egg production in the first seven months of 1965 totaled 38,495,000, compared with 38,456,000 in the corresponding period of last year.

Egg Merger

Ten feed and poultry firms at Winterhaven, Florida, have recently merged to form one of the largest egg-producing companies in the South. The firms merged to form Modern Foods, Inc., with offices at 42nd Street, N.W., Winterhaven, the location of Central Feed and Service Company, one of the member firms.

Firms joining the merger were Central Feed and Service, Cypress Gardens Eggs, Hatchery Enterprises, Modern Egg Farms, H & K Egg Farms, Polk Eggs, CFC, Inc., Quality Eggs, Poultry Organics, and Cypress Gardens Poultry Products.

Poultry Processor

International Milling Company, Minneapolis, has announced plans to diversify into the poultry processing business in Canada through an agreement to purchase the outstanding shares of Dundas Producers Ltd., Dundas, Ontario, for an undisclosed amount of cash.

The Dundas firm has a capacity to process 3,500,000 frozen and refrigerated broilers annually. The purchase also includes a 50-acre poultry farm at Guelph, Ontario, with facilities to raise 300,000 broilers annually.

International Milling operates 21 formula feed plants in the United States, Canada, Venezuela and Ecuador. The firm also operates turkey hatcheries and a turkey processing plant in the U. S.

Wheat Gluten Price Rise

Hercules Powder Co., Wilmington, Del., raised its price on Vicrum, a vital wheat gluten, 4 cents a pound, on September 1.

The increase will bring the quote to 33 cents a pound on shipments of 10,000 pounds or more, Hercules said. It blamed the move on higher costs for raw materials.

Midwest Solvents Co., Atchison, Kansas, said it has made an over-all 2 cent-a-pound increase in its price of Vicrum vital wheat gluten—1 cent as of July and 1 cent as of August 1.

In Minneapolis, General Mills, Inc., said it doesn't currently plan to boost prices on vital wheat gluten, but a spokesman added:

"The cost of materials has gone up, and we're studying a price raise very carefully."

Keever Starch Co., Columbus, Ohio, also said that it was studying the Hercules Powder move but that no decision had been made yet.

An industry source said annual sales of vital wheat gluten total about \$10 million.

Book Review

"The Chemistry of Wheat Starch and Gluten," 176 pages, \$12, is distributed by The Chemical Rubber Co., 2310 Superior Avenue, Cleveland, Ohio 44114.

Essentially a practical book, "The Chemistry of Wheat Starch and Gluten" describes the manufacturing processes relating to all types of starch and gluten.

While present uses are fully discussed, many potential applications are also given. Its thorough and comprehensive account of recent research work on the subject makes it a unique contribution to the field.

Profusely illustrated and diagrammed, this new book is divided into four basic sections: Manufacture of Starch and Gluten From Flour; Wheat Starch and Its Forms; Gluten; and Laboratory Methods.

Included is an up-to-date section on starch derivatives with details of the most modern developments — such as cationic starch.

The last section of the book is on the more theoretical side of the subject. This together with an extensive bibliography, makes this book a valuable and well balanced treatise for the manufacturer, researcher and all concerned with this branch of the food industry.

Doughboy Progress

Sales and profits of Doughboy Industries, Inc., New Richmond, Wisconsin, during the six months ended July 31, increased over the same period of a year ago, Edwin J. Cashman, president, reported to company shareholders.

In his semi-annual report to the Doughboy shareholders, Mr. Cashman disclosed that net sales totaled \$26,697,000, an increase of \$3,411,000 over the first half of 1964.

Profits were \$671,000, a gain of \$121,000, and earnings per share of common stock totaled \$1.30, compared to \$1.09 in last year's first half. There are 508,713 shares outstanding.

"Doughboy is keeping pace with the economic growth of the nation," Mr. Cashman said. "Many factors, including our long-range plans and objectives contributed to these results. There are favorable sales trends in all divisions and we expect them to continue."

U. S. Durum Show

The U. S. Durum Show will be held at Langdon, North Dakota, October 18-20. The Durum Festival takes place Monday evening October 18. Industry specialists speak at the general session on Tuesday.

THE United States Department of Agriculture, Minneapolis office of the Consumer and Marketing Service, issued a semi-annual statement on durum in mid-August. It reported durum crop prospects as bright, with large stocks available. The report reads as follows:

Present prospects are for a 1965 durum wheat crop of 71,000,000 bushels based on August 1 conditions. If it materializes, this would be 8 per cent above 1964 production and 81 per cent above average. Production prospects were favorable in the important growing counties, although planting was delayed by wet soil condition and the crop remains behind in maturity as compared to last year. Each of the durum wheat producing states reduced their acreage, and present indications are for a yield of 32.1 bushels per acre compared with 28.0 bushels in 1964.

SEMI-ANNUAL DURUM REPORT

Canadian Acreage Down

Canada's durum acreage was expected to be down sharply, according to the Dominion Bureau of Statistics report released July 14, 1965. A 56 per cent reduction in acreage was planned, and if those intentions are carried out, Prairie farmers will plant 840,000 acres compared with 1,888,000 grown in 1964. The Canadian durum crop in 1964 was estimated at 33,600,000 bushels. Canadian domestic use (including milling for export) took 3,088,223 bushels (August 1, 1964 through June 30, 1965). Exports during that period amounted to 30,724,870 bushels with total disappearance in Canada at 33,813,093 bushels against 26,015,048 bushels the same period last year. The visible supply amounted to 37,941,797 bushels June 30, 1965 against 40,314,630 the year before that date.

Exports Fall

A sharp decline in exports this year from last reflected a large world supply and competition from other exporting countries. Exports declined nearly 20,000,000 bushels and amounted to 7,700,000 bushels July 1964 to June 1965, against 27,900,000 during the 1964-65 crop year. Last year the Soviet Union took about 20,000,000 bushels in the January-June period, while they took only 1,700,000 bushels this season. Export subsidies paid for shipping durum wheat to foreign ports ranged from 26 to 43 cents.

The U. S. Department of Agriculture on July 15 announced changes in its Wheat Export Program designed to expand outlets for durum wheat produced in the United States. The revised program permits exporters to provide im-

State	Acreage Harvested (000's)			Yield per Acre (bu.)			Production in 1,000 bu.		
	Average 1959-63	1964	1965	Average 1959-63	1964	1965	Average 1959-63	1964	1965
Minnesota	37	77	61	26.9	28.0	30.0	1,029	2,156	1,830
North Dakota	1,415	1,965	1,926	21.8	29.0	33.3	32,397	56,985	63,558
South Dakota	110	112	101	15.3	15.0	21.0	1,792	1,680	2,121
Montana	177	188	120	18.8	24.0	26.0	3,530	4,512	3,120
California	9	7	6	59.6	55.0	55.0	542	385	330
Total	1,748	2,349	2,214	21.4	28.0	32.1	39,299	65,718	70,959

Mill Grind Up

U. S. mills ground 14,306,000 bushels of durum wheat in the 6-month period ending June 30, 1965, and for the 1964-65 season 27,395,000 bushels were milled. This was 3 per cent more than was milled the year before and was the second largest grind of record. In 1947-48, 28,200,000 bushels were ground. Marketing certificates for 1965 crop are worth 75 cents per bushel for the domestic portion.

On July 1, 1965, U. S. durum wheat stocks were reported to total 66,513,000 bushels in the various storage positions. Farm stocks were 19,000,000 bushels or about 29 per cent of the 1964 crop. Farm stocks were ten times the small July 1, 1964 holdings and 7 per cent above the amount stored in that position in 1963. Off-farm stocks amounted to 47,547,000 bushels on July 1 with 1,828,000 of them held by durum mills. CCC-owned stocks amounted to 44,960,000 bushels on July 1, 1,805,000 bushels of which were in bins owned and controlled by that agency. Current stocks indicate a disappearance of 40,200,000 bushels during the crop year. CCC sales during the period July-June 1964-65 amounted to about 9,700,000 bushels. Producers delivered 17,279,555 bushels of 1964 crop durum to CCC as of June 30, 1965.

Preliminary Estimate of 1965 Durum Wheat Acreage with Comparisons

Province	Average			1965 as % of 1964
	1953-62	1963	1964	
Manitoba	71,000	140,000	120,000	33
Saskatchewan	1,144,000	1,706,000	1,541,000	47
Alberta	198,000	234,000	227,000	33
Prairie Provinces	1,413,800	2,170,000	1,888,000	44

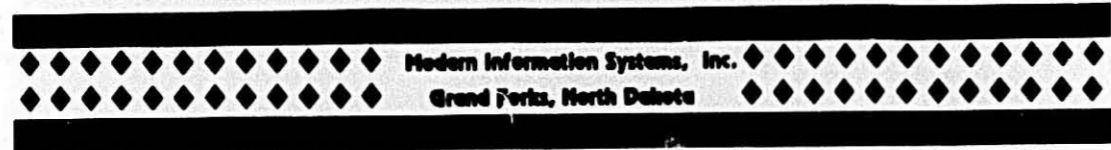
Farmers' Price Drops

The midmonth average price received by North Dakota farmers for durum wheat fell from \$1.42 in July 1964 to \$1.33 during most of the last half of the crop year and was at \$1.28 per bushel in mid-June. At Minneapolis No. 1 Hard Amber Durum was priced in a rather wide range of \$1.55-\$1.70 per bushel at mid-July, depending on quality. The Minneapolis terminal support rate for 1965 crop No. 1 Hard Amber Durum will be \$1.63 per bushel, which includes a 5-cent premium for class and grade. Durum not grading Amber will carry a 5-cent discount. 1964 crop Hard Amber Durum Wheat was supported at \$1.73 per bushel at Minneapolis, St. Paul and Duluth terminals.

Year	No. 1 Hard Amber Durum Wheat Monthly Price at Minneapolis 1961-65												
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Average
1961-62	263	311	337	345	344	365	360	335	229	321	301	280	326
1962-63	268	261	253	257	259	261	257	255	257	252	246	242	256
1963-64	240	229	231	241	235	233	232	230	221	220	213	180	225
1964-65	176	168	170	169	170	166	167	163	165	163	160	156	166

porters with "custom-screened" durum wheat, ready upon arrival in a foreign country for manufacture into macaroni and similar pasta products.

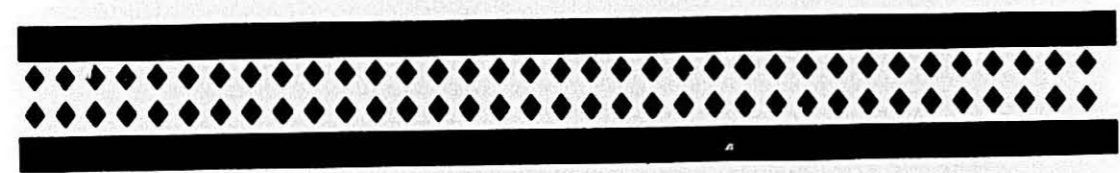
Exporters, however, must export the "screened" durum wheat and screenings on the same vessel. This is because the subsidy payment will be made on (1) the lesser of the net quantity of durum wheat subjected to the screening process (less any dockage reflected on inspection certificates issued before screenings); or (2) the net quantity of screened durum wheat and screenings resulting from the screening process (less any dockage reflected on the inspection certificates). The screening process must be performed at the terminal elevator from which exportation will be made.



MISSING DOCUMENT

Identified as:

Pgs 18 & 19



Year	Durum Wheat Production in 1000 Cwis. Exports in Cwis.		Durum Wheat Products: U. S. Production and Distribution	
	(Ground) (1000 bushels)	Semolina and Flour	Macaroni	Durum Flour
1961-62				
July-December	8,241	2,108	2,334	18,694
January-June	6,031	1,011	3,037	14,051
Total	14,272	3,119	5,371	32,745
1962-63				
July-December	9,881	3,297	1,515	8,228
January-June	11,584	4,530	754	9,104
Total	21,465	7,827	2,269	17,332
1963-64				
July-December	12,871	5,391	416	10,199
January-June	13,633	5,625	522	11,028
Total	26,504	11,016	938	21,227
1964-65				
July-December	13,089	5,361	515	14,998
January-June	14,306	5,889	490	8,490
Total	27,395	11,250	1,005	23,488

Durum Harvest Delayed

In North Dakota the 1965 season to date has been one of the coolest and wettest in recent years, comparable to 1962 but lacking the extreme flooding and root diseases so prevalent that year. Rainfall not only was timely, but generous in April, May, most of June and all of July. Wet fields in May delayed planting to growth and development of most crops are later than 1964 and also later than usual. Temperatures averaged below normal practically the entire season, which was very favorable for small grains, allowing plants to tiller well and to mature unhurried during the critical filling stage. Crop conditions are more uniformly good over the state than in other recent good years. August vegetative growth this year gives the appearance of June conditions. There were only a few warm days during most of the season when maximum daytime temperatures reached into the 90's only briefly. There were no extremely high temperatures nor hot drying winds.

Little Damage Noted

So far there has been no serious damage from disease or insects. Most serious probably is widespread leaf rust in hard spring wheat, which no doubt reduced yield prospects somewhat. Black stem rust is severe on winter wheat in the southwest and also on susceptible varieties of spring wheat although over all loss of production is not great. Barley thrips were a problem for a short time. These have largely disappeared as the crop matured. Hail damage has been severe in many localities, but for the state is no worse than usual. There has also been some flooding from excess moisture in the northern part of the Red River Valley and this probably caused more loss than shortages of moisture elsewhere. Winds and heavy

Much of this acreage recovered after a few days where maturity was not too far advanced.

Durum harvest was much delayed with 40 per cent combined at the end of August. A year ago durum was 65 per cent combined and the average was 72 per cent. About a third of the durum acreage is in the swath but there is considerable late acreage, some of it very green that needed at least two weeks of warm weather to mature.

The quality of this year's crop was generally good on the early harvested durum. It is questionable what the balance of the crop will be after being rained on.

There have been scattered reports of frost but so far has caused very little damage to durum wheat.

Wallace & Tiernan Chairman

The Directors of Wallace & Tiernan Inc. elected a new Chairman, a new President and an additional Director at their quarterly meeting on August 4, 1965.

Robert T. Browning, President since 1962, was elected Chairman of the Board and continues as Chief Executive Officer of the Company. As Chairman, he succeeds Robert M. Jackson, who continues as a Director.

Charles H. Rybolt, a Director and previously Vice President-Operations, was elected President. Robert J. Brockmann, Vice President-Finance was elected a Director.

Wallace & Tiernan Inc., with sales of \$87 million in 1964, is a diversified manufacturer of chemicals, pharmaceuticals and mechanical equipment. Operating results for the first half of 1965, released recently, showed sales and earnings at record high levels with sales increasing by 11% and earnings by 26% over the comparable period of 1964.

F. H. Corrigan, Peavey President

Peavey Company directors in annual meeting elected Fredric H. Corrigan president.

Totton P. Heffelfinger, who has served as president of the Minneapolis-based agribusiness firm since 1959, becomes chairman of the board and chief executive officer.

Board chairman, F. Peavey Heffelfinger now will serve as chairman of the company's executive committee.

Corrigan, 50, has risen steadily in Peavey Company responsibility since August 1936 when he was employed as an assistant grain inspector.

Most recently he has been executive vice president and director of terminal operations. In this capacity he has been in charge of grain merchandising both domestic and export, and has directed considerable Peavey expansion in these activities.

Green Follows Corrigan

Moving up to succeed him in this work is Charles B. Green, until now second in command in terminal operations. Green also has been elected a member of the company's executive committee.

Always a family-headed company since its founding by Frank H. Peavey nearly a century ago, the Peavey Company now has moved away from that precedent in selecting Corrigan.

Peavey Company is one of the nation's major flour milling concerns; has terminal grain merchandising operations in a dozen major markets from coast to coast; is a grain exporter; operates country elevator, feed and farm supply units in the upper midwest; has some non-agricultural operating investments including Peavey Air motive Operations at Minneapolis-St. Paul International Airport; and is involved in electronic and ultrasonic research in various agribusiness applications.

Pioneer in Grain Storage

The company's history spans the entire period of the development of the American spring wheat belt as the nation's breadbasket. Peavey pioneered modern grain storage methods. Still an operating part of its 10-million bushel Duluth terminal is a section of grain tanks which were the first ever constructed on this continent by the continuous-pour monolithic type of concrete construction now so commonly used.

Throughout its history the Peavey organization has been actively identified with crop improvement and the support of agricultural research and education.



WE FULFILL YOUR DREAMS . . . IN DIES -

Not only in shapes, sizes and designs - but in extruded results, quality and service as well.

Let us apply our experience . . . over half a century . . . to your extruded die requirements. We'll fulfill your dreams.



D. MALDARI & SONS, Inc.
557 THIRD AVE. BROOKLYN, N.Y., U.S.A. 11215

America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family

Bread Tax Beat

Farm legislation passed the House by a vote of 221 to 172. The provision labeled "bread tax" was eliminated.

The *Wall Street Journal* reported that the House approved an extra generous version of the Administration's farm bill after scuttling a provision for higher wheat-processor charges that foes had labeled a "bread tax."

Republicans voted heavily against the bill, while urban Democrats grudgingly backed it, though it does little to accomplish their aim of curbing Federal farm costs. In the case of wheat, rice and wool price props, in fact, the legislation would either increase Federal outlays or undercut Administration efforts to reduce them.

Full Parity

"Growers who comply with acreage controls on wheat will receive higher returns through a Federal payment of 50¢ a bushel on the 40% of their crop destined for domestic use. The Government would be directed to assure growers full parity—a theoretically fair price—of about \$2.50 a bushel on domestic wheat through a combination of price supports, marketing certificates paid for by processors, and the Federal payments. Processors couldn't be charged more than the current \$2.00 a bushel; this, so long as the support price continues at \$1.25, the price on marketing certificates to millers would remain at 75¢.

"The Agriculture Secretary would receive continuing authority to employ certificates on wheat for exports too. These certificates currently result in growers receiving 35¢ a bushel above the support price on the 55% of their crop destined for overseas. The Administration's plan, however, is to do away with these certificates, eliminating the need for subsidies to wheat exporters.

"Another provision would permit wheat growers to get paid for diverting up to 50% of their allotted acreage to conservation uses, compared with a 20% maximum at present. Overall wheat grower returns, it is calculated, would rise about 10¢ a bushel to slightly more than \$1.80."

"Johnson's Worst Setback"

Business Week stated: "A smooth lobby effort by big wheat processors, several unions, and bakers from national giants to neighborhood outlets handed President Johnson his worst setback of the year. Agriculture Secretary Freeman wanted processors to pick up the added cost; they would have passed it along to consumers. Instead, the increase for the farmers will come as a Federal subsidy out of general revenues. A well-financed Wheat

Users Committee tacked the label 'bread tax' to Freeman's plan. With food costs rising anyway, urban Congressmen refused to go along, and Freeman had to give up."

Super Market News said: "The House killed off the controversial 'bread tax' provision in the farm bill but, in doing so, lawmakers serve notice they will expect to see bread prices remain at present levels." . . . "And the baking industry came under sharp attack for conducting a 'cold bloodedly deceptive' war on the Administration backed proposal."

Russia Buys Canadian Wheat

Canada sold the equivalent of 187,000,000 bushels of wheat to Russia in mid August bringing its sales to the Soviet Union to about \$450,000,000. In 1963 Canada sold 239,000,000 bushels of wheat and flour to Russia for \$500,000,000 following a disastrous crop failure there. Trade estimates put the Russian harvest this year at 1.4 million bushels, off from 1.7 million bushels in 1964, because of a cold, wet spring. The decline more than wiped out a slight gain in winter wheat output. Officials in Washington say that a cold, wet spring, plus current dryness is the cause of this decline. These analysts also report that other countries in the Communist bloc are experiencing poor harvests this year as a result of excess moisture.

It is reported the Russians took No. 3 and 4 Northern Manitoba Wheat along with 250,000,000 tons of durum Grades 3 or 4.

Australian Sales Stop

Australia, after selling 50 million bushels of wheat to Russia, has suspended further wheat sales for export in the balance of the current crop year, as a result of severe drought which has resulted in a considerable expansion in feeding of wheat to maintain the country's large livestock industry, and has created great uncertainty on the outlook for the new crop wheat which is harvested beginning late in November.

The news that President Johnson may lift the ruling requiring half the wheat sold to Soviet bloc countries shipped in U. S. vessels was applauded by American wheat producers. Howard W. Hardy, President of Great Plains Wheat, Inc., said that the favorable consideration by the President to lift the 50 per cent shipping requirement can serve as a tremendous shot in the arm to the economy of the United States.

U.S. Competition

"By eliminating the 50 per cent requirement we would be in a position to compete with other major wheat-pro-

ducing countries for dollar sales," Hardy said. "We are hopeful that the President will follow through with early action to reverse the policy initiated by President Kennedy in the fall of 1963."

"In light of the recent sale of 6.0 million metric tons of wheat to Russia by Canada and Argentina, we were made graphically aware that \$483 million in cash sales had slipped through the fingers of American wheat growers, grain merchants and transportation interests."

According to the wheat market development association's head, the administrative shipping policy agreement has, in effect, amounted to 50 per cent of nothing. Hardy pointed out that there is no requirement that any other commodity than grain sold commercially to the Soviet Union must be shipped in American flag vessels.

New Markets Possible

At a time when millions of U. S. wheat acres lie idle, economically depressed wheat producers and merchandising systems search out new markets, and the U. S. balance of payments problem continues, we feel that the removal of the flag requirement is most timely. In lifting the ban President Johnson would enable American farmers to market millions of bushels of wheat to Eastern European countries and Russia.

Italy Sells Russia Spaghetti Machines

An official source from the Italian Food Ministry has reported that arrangements are being made for the sale of \$45,000,000 worth of macaroni processing equipment to Russia. This equipment will automatically convert flour from one end to packed spaghetti at the other. Italian experts think highly of Russian durum for macaroni manufacture.

The Russians are reported to like fine items such as vermicelli for soup. The new machines can produce many varieties of macaroni products in addition to spaghetti and vermicelli.

Astronauts Eat Noodles

Mrs. Slaby's noodles orbited in space with Astronauts Gordon Cooper and Pete Conrad on the famous Gemini V flight. Jerry Slaby of Berwyn, Illinois says the Fifth Army Quartermaster specifies "angel hair noodles" because they freeze-dry so well after being cooked with various meat sauces. They are put in tubes, and when the astronauts eat it's just like squeezing a tube of toothpaste into your mouth.

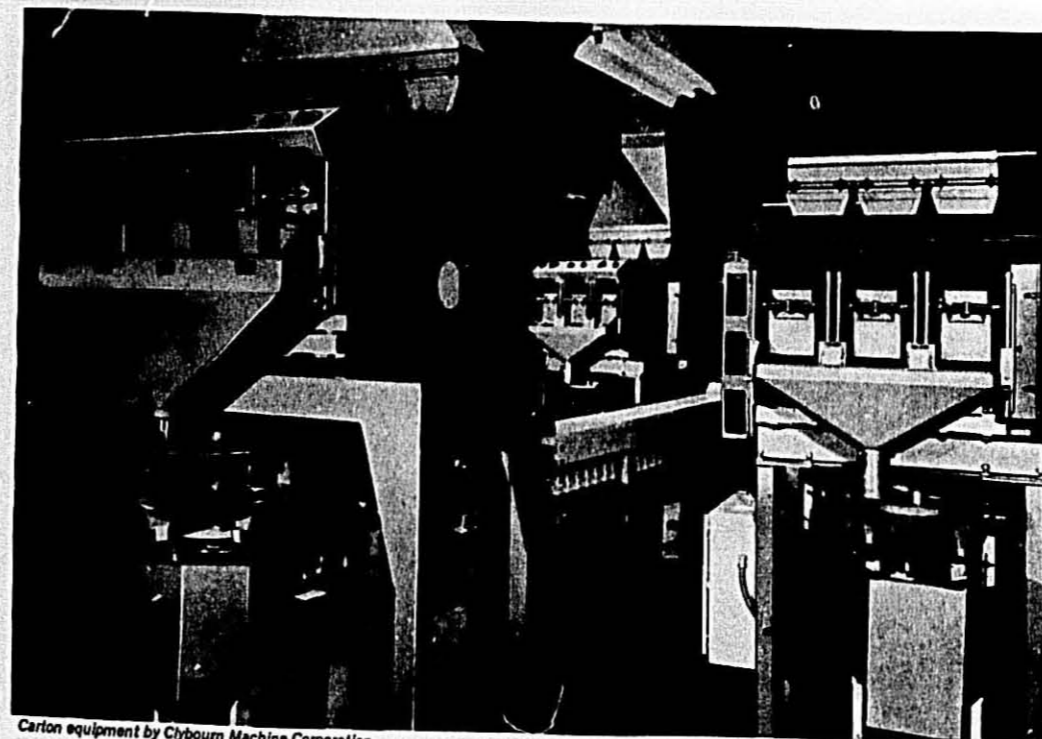
THE MACARONI JOURNAL

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FARMING'S FREEDOM FIGHTER

UNDER the heading of "Agriculture" Time magazine tells how Charles Shuman, president of the American Farm Bureau Federation, wants to shoot Santa Claus.

Time says: "Shuman and the Farm Bureau want far more than greater freedom or higher prices for farmers. Essential to their philosophy is a dream of restoring the U.S. farmer's lost image as the prototypical American, the sturdy pioneer who fed the nation's body and nourished its spirit with his fierce independence, his self-reliance, his courage. It is an image that burns brightly in the American imagination, and ideal rooted in the precepts of Jeffersonian democracy and articulated in the economics of Adam Smith—and it is sadly lacking on the U.S. scene today."

Nation's Biggest

The American farmer is the nation's biggest industry, owns assets totaling \$230 billion, which equals two-thirds of the value of all U.S. corporations, three-fifths of the market value of all corporate stocks on the New York Stock Exchange. Each year he spends \$3.1 billion for new tractors, trucks, machinery and equipment; \$3.3 billion for fuel, oil and maintenance; \$1.6 billion for fertilizer. Moreover, as a grower, consumer and notoriously tetchy voter, the U.S. farmer today is a rough-knuckled realist. Yet he has a wide streak of idealism.

Technological Revolution

In the past fifty years, agriculture in the U.S. has gone through a technological revolution. First there was the mechanical era that substituted horse power for horses, and continues today. Then came the chemical breakthroughs in fertilizers, insecticides and herbicides that largely eliminated hand-labor. There have been biological improvements in plant and animal strains. Last, but most important, the managerial phase promises even greater future gains from the use of computers to plot every facet of farm life.

Back in the early days of the New Deal, when the bottom had dropped out of farming, the Farm Bureau cheered virtually every program it now condemns. Says Time: "It sat on Franklin Roosevelt's lap, busily buried pigs for Agriculture Secretary Henry Wallace—even had a loose alliance with labor (in exchange for labor support of farm programs)." By the late 1930's, its ardor for the New Deal had cooled, and with the start of World War II the Farm Bureau break with the Roosevelt administration was complete.

Hardly anyone denies that the farm program is riddled with inconsistencies, inequities and absurdities. But in the brave new world of U.S. agriculture, Shuman's solution for the U.S. farm problem is perhaps too simple and old fashioned. He wants the government to phase out price supports, notch by notch, over an extended period. In addition, Shuman would retire from 50 to 70 million acres of cropland as a way of reducing production and keeping prices firm. Agriculture Secretary Orville Freeman argues that abolition of government commodity programs and a return to the free market "would mean instant disaster for much of agriculture".

Findings of Economists

Studies by non-government economists at Iowa State, Oklahoma State, Cornell and Pennsylvania State back him up. Their findings: (1) net farm income, now running about \$12.6 billion a year, would fall 40% to 50%; (2) farm prices would drop 25% to 30%, livestock prices would fall 10% to 20%; (3) two-thirds of the U.S.'s 437,000 farmers who sell goods worth more than \$20,000 a year would be wiped out. "This situation," says Freeman, "would not only bankrupt most farmers; it would mean economic and social ruin for most of rural America and a serious economic setback for the whole nation."

The Administration farm bill, as passed by the House, would extend the program for four years—the longest life of any omnibus farm bill in U.S. legislative history. Its provisions essentially are little changed from previous programs, with the exception of an additional 50¢-a-bushel subsidy for wheat, raising the support price to \$2.50 for wheat grown for domestic consumption, and a new cropland retirement plan under which the Agriculture Secretary may draw up five and ten year contracts with farmers to fallow single fields or whole farms.

Secretary Freeman has high hopes for the bills long-range effects and says, "by 1970 we'll have Agriculture's house in order." Not likely, says Shuman. "It is bad legislation", he maintains. "From the standpoint of farmers, this complicated monstrosity won't increase income. It will simply increase the dependence of farmers on an annual dose of payments and subsidies from Congress."

Shuman's Rival Speaks

The farming community, never noted for consistency presents many points of view. The Farm Bureau's biggest rival

is the National Farmers Union with 750,000 members (Farm Bureau has 1,647,455). Farmers Union president Jim Patton says: "What Charlie Shuman doesn't realize is that we've got the welfare state and we've had it for thirty years. We are not going to give it up unless we loose the ballot box."

Between the Farm Bureau on the right and the Farmer's Union on the left stands the National Grange with 800,000 members. Herschel D. Newsom believes that "government has a proper role in agriculture."

Newest of all is the militant National Farmers Organization, headquartered in Corning, Iowa. N.F.O. opposes government farm programs as vociferously as the Farm Bureau; on other matters it is even farther to the right. Under President Oren Lee Staley, N.F.O. (estimated membership 200,000 in 25 states) maintains that the only workable approach to the farm problem is to control the flow of supplies to market. Staley claims that contracts with six of the nation's 15 major hog processors are now in effect, and that grain marketing is next on the agenda.

Time concludes: "For the next decade, at least, the logical solution to the farm problem—if logic is ever applied to it—may well lie in a slow, carefully phased, commodity by commodity lowering of price supports. At the same time, this great society should be able to afford a larger share of its anti-poverty funds for rural America, to provide jobs and training programs so that those who prefer to stay on the land are not forced into the cities. All this, coupled with direct, market price purchases of commodities for the Food for Peace program by the government—rather than siphoning off surplus stocks—and the realistic prospect of greatly increased demand for U.S. farm products around the world, should in time assure farmers a better standard of living than they now enjoy, and a more rewarding way of life than growing—or not growing—food for Washington."

Tomato Prices Up

Tomato growers in California face heavy crop losses because of the shortage of domestic workers. Prices processors pay for tomatoes have risen 40 per cent from a year ago and the increases will be translated into sharply higher retail costs for canned tomatoes, catsup, paste and juice. Harvesting will be aided by Labor Secretary Wirtz's decision to permit 8,000 Mexican braceros to join domestic pickers, but this is only about one-third the number requested by tomato growers.

THE MACARONI JOURNAL




THE STORY OF MACARONI



When Did Americans First Enjoy Macaroni? Domestic macaroni first appeared in this country about 1848, well over a hundred years ago. It was introduced in the East and gradually spread through the Middle West, being sold only in apothecary shops and recommended chiefly for infants and invalids.

Macaroni manufacturers were quick to realize the advantages of this new wheat. Durum production increased. And the Macaroni Industry in America began to flourish.

New, high-speed machines were invented. Automatic dryers were developed. Macaroni's popularity continued to increase, and so did production.



And this popularity has continued to grow. Today, over one billion pounds of macaroni are consumed annually in the United States, and macaroni is served and enjoyed in nearly every home. In fact, macaroni is now a staple in the food diet of the world!

By 1900 there were only a handful of macaroni factories, with a combined output of 500 barrels a day.

And then, in 1898, an especially hardy variety of durum was brought to America from Russia by the United States Department of Agriculture.



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FOOD RESEARCH ON WHEAT

by Dr. Willis A. Gortner, Director, Human Nutrition Research Division

U.S. Department of Agriculture, at the Wheat Flour Institute Committee Meeting.



Dr. W. A. Gortner

IN April the entire industry concerned with wheat and wheat products launched a joint effort to call attention to the need for acceleration of research on the rightful role of wheat in human nutrition. Many of you may have been at that dinner of the Pro Tem Committee for Human Nutrition Research on Wheat. Certainly, it again documented your interest in nutrition. I say "again" because last summer you also demonstrated your serious interest in nutritional aspects of your number one commodity. At that time, you went to bat with the Congress to get a quarter of a million dollars restored in my budget for expanded research on food values of wheat to supplement the already considerable commitment we had made for wheat studies. And you succeeded—which is why we had breakfast together today, so I could give you a preliminary accounting of my stewardship for this special appropriation which we had requested and you had supported.

Those of you who have had any contact with the conduct of scientific research will appreciate that the seven months or so that have elapsed have only permitted us barely to get underway and not to have come up with any answers that you can carry away with you today. But I can give you a digest of where we hope to go, and what we

hope to find, and why we feel it is urgent and important to agriculture and to the American consumer and to you in the Wheat Flour Institute and associated groups.

What is in Wheat?

A generation ago the foremost problem facing American agriculture was producing sufficient food to feed a nation at war. In 1965 agriculture is no longer facing this problem. Rather, it is challenged with the need to use intelligently our bounty of foods to achieve a long, productive, healthy life for each of us as consumers of the products from our farms. And it's agriculture's job—to know what is in our foods and how best to combine them for our well-being.

So one of our major projects in our expanded research program on wheat is to find out what is in wheat and wheat products. We have set out on the most extensive program of multiple nutrient analysis of wheat products ever undertaken. Through research contracts, we are calling on the assistance of analytical chemists at the American Institute of Baking, at Purdue University to supplement the efforts of a large team of our own chemists who are being involved in this study of the nutrients in wheat products. We will be sampling wheats of all types—hard wheat such as predominates in the Dakotas and Kansas, soft wheat such as is grown in the Illinois to Ohio area, durum wheat from western Minnesota, etc. We will be getting samples of hard wheat blends from each of five milling areas, soft wheat from three areas, durum from two mills. The flours from each wheat blend, and bread or cake or crackers or macaroni prepared from the flours will also be obtained for analysis. Both conventional and air classification milling treatments will be studied, as will both conventional and continuous mix bread formulation.

Form of Nutrients

We will be getting the full complement of nutrients and the forms in which they occur—the individual B-vitamins, minerals, including trace elements, the amino acid components, individual tocopherols and fatty acids, carbohydrate constituents—all will be determined. In addition we will be

getting and analyzing samples of wheat and white breads, rolls, flour, biscuit mixes, doughnuts, various types of wheat cereals, etc. It should give us a unique picture of the nutrients in wheat products available to the consumer, and the inter-relationships and forms of these nutrients in such products.

This emphasis upon forms in which the nutritional factors occur is important, and is the reason for a second study of wheat involving laboratory animals. Wheat is rather unusual in that its protein has a high proportion of nitrogen tacked onto acid groups in a form we call amide nitrogen. About 1/5 of the nitrogen in wheat is in this amide form, and it is still uncertain whether it can be used in building muscle tissue and should be included in calculating protein values of wheat. Our nutritionists have initiated a study on the ability of this form of nitrogen in wheat gluten to build protein—to find out under what conditions and to what extent the considerable amounts of amides in wheat may be incorporated into body tissues. The Madison Avenue counter-part in my General Mills alma mater would say we are looking at whether all of the nitrogen in wheat has "go-go-go power."

Dr. Mickelsen's Study

Recently, Dr. Olaf Mickelsen spoke on the seemingly undue malignment of the quality of wheat protein that crops up in connection with discussions of nutritional values of foods. He told of his recent research, which our division sponsored under a research contract. For two months, healthy and vigorous young men subsisted on a diet where all of the protein was from plant sources, 95 per cent of it from enriched wheat flour. Dr. Mickelsen pointed out that these men remained healthy and active, and actually increased their muscle tissue at the expense of body fat.

But the diet must really have been monotonous, and in many situations impractical, since it involved a daily consumption of about 1 lb., 2 oz. of flour. So we are now extending this work through a research contract to find out, on humans, how more modest but still significant intakes of wheat can be made effective in maintaining body needs through dietary supple-

mentation with lesser quantities of other low cost vegetable protein sources, including foods common in the diet in many parts of the United States.

Right Combination

Well, let me move on to a final project which we have initiated using the new funds for wheat research. I think you'll be interested in some of its background. It ties in with the point I made earlier—that it is part of agriculture's job to know how best to combine our foods for our well-being.

We keep hearing that America is the best fed nation on earth. Yet there is an appreciably greater life expectancy for man in at least a half dozen other countries, and in many more countries in the case of women. In Scandinavia, a female child may expect to live five years longer than here.

We have far more diet-related heart disease than most of the countries of the world. Japan has less than 1/8th our rate. Heart ailments in the United States occur at 11 times the rate in Poland.

We obviously need to know much more about what constitutes the best use of our available foods. In other words, nutrition. And this in turn has some vital and long range implications to agriculture and the food demands of the next generation.

And it has some vital and long implications to wheat growers and millers and bakers.

Nutrition research has already shown its effects on patterns of agricultural production. In a two-year period, safflower oil production for food use has grown from just a few million pounds to over 46 million pounds because of increasing concern over the types of fat in our diet.

Concern for Carbohydrates

What about concern for the types of carbohydrate in our diet?

Recent research in our human nutrition research division reinforces the growing awareness that carbohydrate—sugar and starch—may play a very important role in how the body metabolizes fat and cholesterol, and in our long term well-being. For many years, the carbohydrates have been considered chiefly as a source of calories, and have only recently been recognized as actively influencing important metabolic processes involved in the utilization of foods.

We have been using rats as experimental animals so that we could study effects of lifetime dietary habits. Our recent investigations have shown some rather dramatic responses to different diets even when all of the diets fed supplies all of the nutrients considered

to be needed. In one test, three diets were fed, identical in all respects except for the source of carbohydrate—ordinary cane or beet sugar, starch or glucose (grape or corn sugar).

After some months of these diets, some important differences in how the animals metabolized fat turned up. With one strain of rats, higher cholesterol levels in the blood and liver were consistently found, with by far the highest value being found when the animals were fed the sugar containing diet. Yet other animals of different heredity showed no real response to dietary carbohydrate, and had much lower, normal levels of cholesterol in the blood and liver.

The percentage of cholesterol in a normal liver from human subject is similar to that observed in the liver of this diet-unresponsive, Wistar strain of rats. If we take this (one unit) as representing the amount of cholesterol in the liver of those of us who are "normal," we can contrast it with this (seven units) as the amount of cholesterol that could be in the liver of man if, by chance, there are individuals among us that respond to sugar in the diet in a manner similar to the diet-responsive animals in our tests.

And these effects may be important in other respects. The animals on the starch diet had an average lifespan 1/3 longer than those on sugar—but this response was only observed with a particular hereditary background along with a particular diet combination.

Starch vs. Sugar

I've taken a long time to get to the point regarding our current research on wheat. Obviously, we all will want to know whether we as individuals will also show metabolic responses to a shift in dietary carbohydrate, such as from cereals to sweets. Equally obviously, the wheat industry has a stake in the question. We are just setting out with a comparison of starch—wheat starch—and sugar diets with human subjects to try to pick up any subtle changes in fat, cholesterol, or various components of the blood that may suggest likelihood of long term diet responses in man.

Let's hope we all respond—or fail to respond—like the unresponsive Wistar rat. But let's find out.

Wheat Germ

On occasion, wheat germ has been attacked as a "food fad."

Writing in defense of wheat germ in the Open Forum of the Food Executive, magazine of the Food Service Executives Association, Charles H. Kretschmer, Jr., vice president of Kretschmer

Wheat Germ Products, had this to say, in part:

Dr. Stare's Opinion

Nutritional merits of wheat germ have been cited in the syndicated columns of "Food and Your Health," authored by Frederick J. Stare, M.D., Department of Nutrition, School of Public Health, Harvard University. In a column dated March 13, 1963, Dr. Stare stated, in reply to a question: "Wheat germ is an excellent source of protein and B-complex vitamins; the oil (wheat germ) or one of the essential fatty acids and vitamin E."

In an April 2, 1964 column Dr. Stare wrote: "Wheat germ does have superior nutritional qualities, as does the germ of corn, oats and other cereals. It is a richer source of protein, and better quality protein, and of many of the B vitamins and minerals."

Athletes and the Navy

If you were to research wheat germ, you would learn that 87 per cent of the American athletes in the 1960 Olympic Games in Rome used wheat germ as a dietary supplement, but not to the exclusion of meat and other foods from their well-balanced diets. (Results of an exacting 1964 survey haven't been released as yet).

You would also learn that the Navy cooperated in two wheat germ oil projects—one at Key West in 1955 with an underwater swimming school, and another at Little Creek, Virginia, in 1958 with an underwater demolition unit. Reports on the research, conducted by Dr. Thomas K. Cureton, director of the physical fitness research laboratory, University of Illinois, are now on file with the Navy's Bureau of Medicine and Surgery in Washington. The reports show matched groups which took wheat germ oil performed better.

"Endurance-Plus"

Dr. Cureton could tell you, also that he has worked with wheat germ and wheat germ oil for more than 10 years in his University of Illinois laboratory with matched groups of athletes, young and older businessmen and youngsters. The results of his longtime and repetitive research show trend after trend that wheat germ and its oil derivative are ergogenic (endurance-plus) foods. Dr. Cureton postulates that there may be a factor in wheat germ which helps the body to use carbohydrate, the energy food, more efficiently.

Dr. Cureton is quick to point out, however, that his research must be confirmed by other independent scientists, but in the meantime, the world's greatest athletes are using wheat germ and wheat germ oil as dietary supplements. (Continued on page 31)

new

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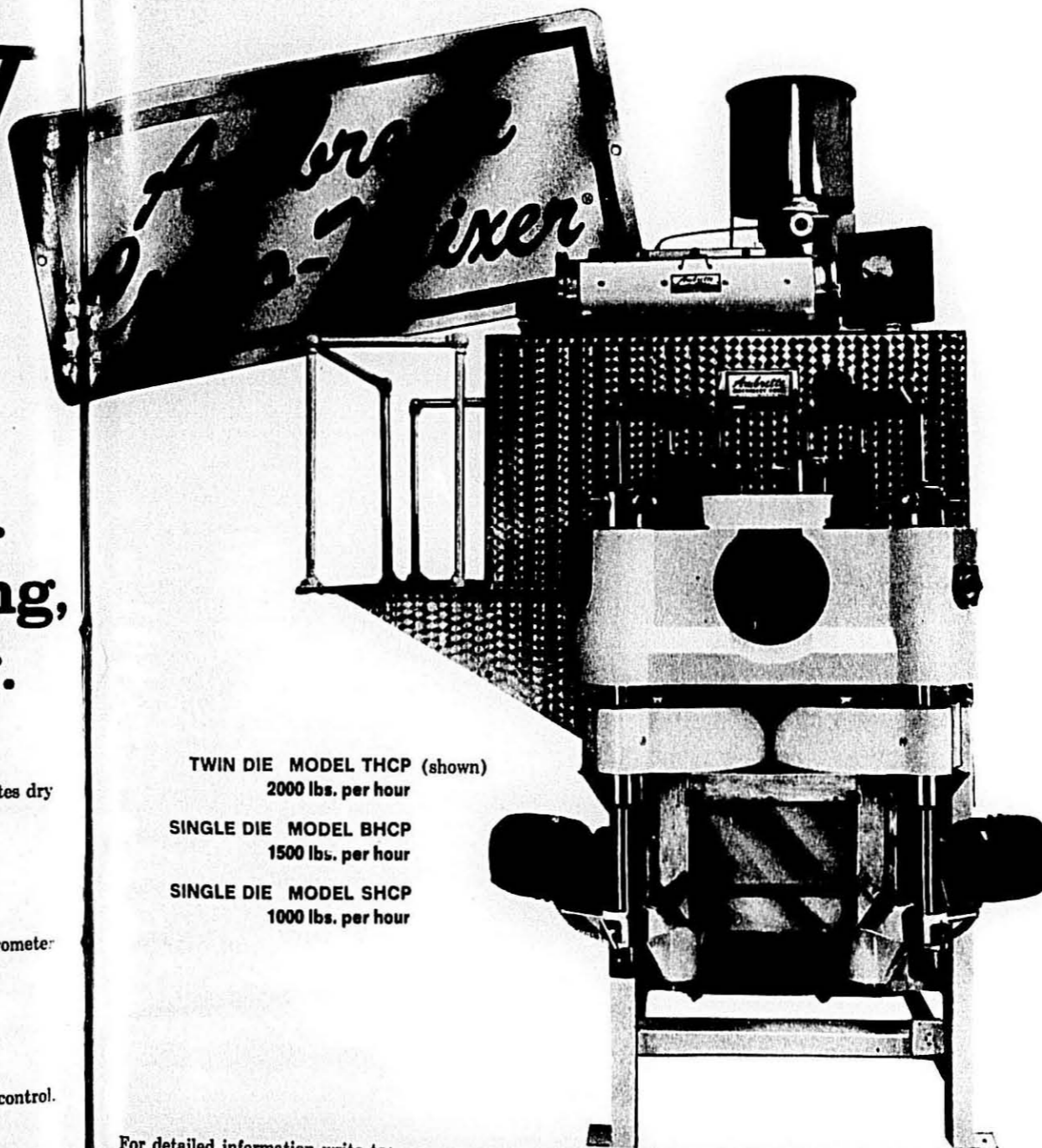
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Panel Discussion on Voluntary Compliance

by James J. Winston, Director of Research, National Macaroni Manufacturers Association

AT the 61st Annual Macaroni-Noodle Convention which was held in New York City, an interesting and pertinent panel discussion was presented on Voluntary Compliance with Federal and State regulations. The members of the panel consisted of the following: C. A. Herrmann, Director, New York District, Food and Drug Administration; Eaton E. Smith, Division Chief, Food and Unfair Sales Practices, State of Connecticut; John F. Madden, Director, Bureau of Weights and Measures, State of New York.

Preface

James J. Winston, moderator, prefaced this program with a brief review of the recent 8th Annual Conference of the Food Law Institute and the Food and Drug Administration. The general theme of this conference, which was held in November, 1964, and which was endorsed both by government and industry, was Voluntary Compliance by industry and more self-regulation by associations and individual companies. Already several industries such as canning, dairy, and the bakery field have made significant strides in policing themselves to insure compliance by individual companies with current regulations.

Education

It was pointed out by Mr. Herrmann that the Food and Drug Administration has established a very important bureau called the Bureau of Education and Voluntary Compliance. This bureau has as one of its prime objectives the desire to give added emphasis and help to programs in order to aid industry to regulate itself. This bureau is further divided into two branches:

1. The Advisory Opinions Branch, which answers questions of individuals and firms regarding labeling, controls, formulas, and other practices and furnishes interpretations of the law and regulations applicable to a particular product, label, formula, or process. Requests for comments on proposed labeling or manufacturing practices should be accompanied by complete ingredients or formula information. The confidentiality of trade secret information is protected by law.

2. The Industry Information Branch, which provides informational materials explaining the law and regulations to various segments of organized industry, and works cooperatively with industry



James J. Winston

associations to develop materials or projects to meet particular needs. Types of materials used include trade papers, news releases, pamphlets, exhibits, films and filmstrips.

Self-Regulation

Mr. Herrmann stressed the fact that industry must make a concerted effort to reevaluate its quality control and sanitation programs to insure compliance with standards of identity and existing sanitary regulations. Self-sanitary plant inspections constitute a necessity. There are two ways to comply with the law:

1. Voluntarily, which means adequate self regulation following guidelines furnished for this purpose.

2. Involuntarily, or by enforcement using the tools provided by the statute, i.e., seizure, injunctions, and prosecution.

The latter constitutes a type of notorious publicity which every company must avoid in order to remain in business.

State Officials

The state regulatory officers, Mr. Madden and Mr. Smith, each in turn stressed the necessity for companies to adopt the most advanced types of control to assure the consumer of receiving a product that will comply with net weight; to have a reasonable fill to avoid deception; and, lastly, to comply with the state regulations on quality

and wholesomeness. These criteria closely parallel the requirements under the Food, Drug, and Cosmetic Act. The consumer is expecting to receive a product that is in accord with the stipulated net weight on the label in spite of variations which may take place due to climatic conditions or hygroscopic nature of the product.

The members of the panel emphasized that they are available at all times to discuss problems either with individual companies or with representatives of industry. This has already taken place on several occasions which have resulted in resolving certain problems as they have arisen.

Conclusions

The general conclusions of the panelists were as follows: Industry has the manpower, ability, equipment, and motivation to comply with consumers' interests to the letter of the law. As one of the speakers so succinctly stated, "An ounce of prevention means voluntary compliance on the part of industry to yield an effective program which would possibly require less policing on the part of the government."

Pennsylvania Considers Food Law

Broad regulations prohibiting the advertising and sale of adulterated and misbranded foods and beverages are contained in a bill introduced in the State Senate.

Called The Pennsylvania Food Law, it is in addition to the packaging regulation bill introduced in May which spells out requirements on weight identification words and pricing by weight.

Under terms of the bill food shall be considered adulterated if:

- It contains any added deleterious substance.

- It is a raw agricultural commodity and contains a pesticide which may be deemed unsafe.

- It has been produced, prepared or transported under unsanitary conditions.

- The container is composed in whole or in part of any poisonous substance which may make contents injurious to health.

- It has been intentionally subjected to radiation.

(Continued on page 31)



Guests listen to addresses of international meeting in Palazzo Vecchio, Florence.

International Meeting

An international convention of macaroni manufacturers, sponsored by Braibanti Company in Florence, Italy, June 9-11, attracted more than 400 manufacturers representing 42 nations. Tours to Florence, Siena, S. Geminiano were conducted for the delegates and their wives.

Visits were made to the specialized works of the Braibanti organization in Cento, Bologna and Pistoia. The discussions and tours provided opportu-

nities for macaroni manufacturers to exchange ideas, to inspect large, modern production facilities, and to see the Braibanti construction systems.

This first international convention drew considerable attention in the Italian and European press. The convention was greeted by the Mayor of Florence and Dr. Giuseppe Braibanti. Ettore Berini outlined technical and economic facts and the services offered by the world-wide organization of Braibanti. Dr. P. Barracano, Food Com-



Dr. Giuseppe Braibanti speaks to the group attending the June meeting.

missioner, spoke for the Italian Ministry for Agriculture. On behalf of the visiting macaroni manufacturers statements were made by Mr. Lopez for the South American industry and Mr. Neuron for Switzerland.

Dr. Giuseppe Braibanti proposed an international agreement for worldwide advertising of macaroni products. This idea will be discussed further at the IPACK-IMA convention, held in Milan, which also attracts international attention.

Food Law—

(Continued from page 33)

- Any valuable constituent has been omitted in whole or in part.

- It contains natural or added artificial color added directly or indirectly which would tend to conceal damage or inferiority.

- It contains a color additive other than one from a batch which has been certified by Federal statute.

A food would be considered misbranded, if:

- Its labeling is false or misleading in any particular.

- It is an imitation of another food unless the label bears the word "imitation."

- Its container is so made or filled as to be misleading.

- If in package form and it does not bear a label identifying the manufacturer, packer or distributor.

- It is a product intended as an ingredient of another food and if used as such will result in the final food product being adulterated.

The bill interprets false advertising as an advertisement which is untrue in whole or part, or if by words or pictures, or both, it produces an untrue message.

The Secretary of Agriculture would be empowered to administer and enforce the act. Violators would be subject to a fine of not less than \$100 nor more than \$1,000 or imprisonment for no more than 120 days or both for the first and second offense.

For a third and subsequent offenses within two years, violators would be fined not less than \$500 and not more than \$10,000 or imprisonment for one to two years or both.

The bill has been referred to the committee on agriculture.

Certified

Robert M. Green was among a select group of 37 of the nation's leading association executives named to receive the Chartered Association Executive (CAE) Award of the American Society of Association Executives at their recent 46th Annual Meeting.

The CAE Award is special recognition of qualified association executives who have acquired broad backgrounds in all phases of association management. The award is granted for high standards of service and professional responsibility by outstanding achievements and contributions to association management.

Hoskins Partner

Al Katskee, formerly with Hygrade Foods, has joined the Hoskins Company as a partner. Mr. Katskee has had eighteen years of experience in all activities of macaroni plant operation, sales and management. His experience has been gained with such companies as Golden Grain, Western Globe, and Gooch Food Products.

All public speakers fall into geometrical patterns: those who have no depth try to make up for it in length, and those without breadth make up for it by going around in circles.

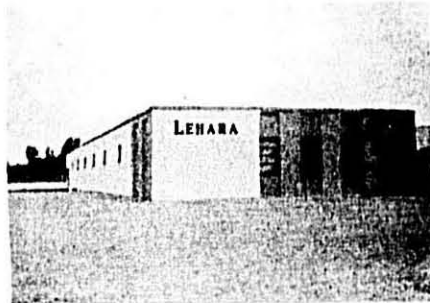
—Sydney J. Harris,
Chicago Daily News

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MACHINES AND COMPLETE PLANTS FOR MACARONI FACTORIES

More on the Cifrino Report

by C. Reese Musgrave, Supermarkets Editions, Chain Store Age

A FEW months ago I took a tour of a brand new food distribution center located in the Midwest. Naturally, our guide—an operations vice president—was a bundle of unbridled enthusiasm as he led us from one operation to the next. But as we approached one room near the executive offices, I noticed that his face took on a new even more delighted expression. He opened the door and pointed proudly to a maze of machines, typewriters, wires, tapes. And said: "There it is . . . our new computer set-up; kinda takes your breath away, doesn't it?"

Well, I think that for someone in our industry who is used to dealing with buyers and merchandisers across the desk with words as the only communicating tool, this computer set up would be downright frightening. It's tough enough selling against the buyer's preconceived notions . . . but how do you sell against an impersonal machine . . . a machine that can be fully understood only by a handful of programmers, mathematicians, and the like?

Man vs. Machine

But is the computer so frightening? For the unsophisticated salesman who is still peddling gross percentages, the answer is **yes!**

Buyers, merchandisers — even store managers, are talking a new and different language today. It's the language of net profit . . . of departmentalization . . . of return on investment . . . of space costs . . . handling costs . . . palletization . . . rate of inventory turnover research. It's a more sophisticated language because supermarket operators are more sophisticated. They are more research-minded.

And because of this, the good old days when golf dates and high gross profit sold goods are things of the past — sales techniques that relied entirely on friendship, big lunches and big percentages are as out-of-date as last week's newspaper.

Space Yield Concept

A couple of years ago, Chain Store Age sensed this new sophistication and began presenting in its pages a concept called Space Yield. Without going deeply into the mechanics of Space Yield, I would like to point out that this concept typifies supermarketings' explosion in sophistication.

Some examples:

In our January issue, we had a story which details the Space Yield determinations for cigarettes. The story



C. Reese Musgrave

notes that cigarettes yield \$6.34 per exposure foot on a weekly sales volume of 498 cartons.

What do these words mean? For the unsophisticated individual, they mean nothing.

Cigarettes Most Profitable

But for Supreme Markets who did the research for the study and for other supermarket companies as well, they mean that cigarettes are far and away the most profitable dry grocery section in the supermarket!

This fact alone would surprise a host of supermarket operators who have long classified cigarettes as high volume, but low profit merchandise. It would also make some decisions to drop cigarette brands look **pretty silly . . . in view of the department's high profit.** And certainly if cigarettes are this profitable, it would make sense for the operator to consider departmentalizing his entire tobacco department.

Gross Profit No Criterion

Could these sorts of conclusions be reached had only cigarettes' gross profit been considered? The answer is obviously **no.** In fact, had only gross profit been used as the criterion upon which decisions of that sort were based, many supers would be pruning away daily at their cigarette departments.

Still another example that shows the potential of research is the canned fish department. At one time, supers were relegating canned fish to the bottom shelves . . . giving products in this classification less and less space. Reason: Not much gross profit, slow turnover. When Supreme Space Yielded the canned fish department, they found that items like tuna, crabmeat, sardines

were yielding an average of \$2.50 and more. This compares with the average yield for the entire grocery department of 51 cents. Conclusion: Canned fish items merit more space, more promotion, better positioning on the shelf.

Comparisons Made

Let's look at an illustration which I think should prove without any doubt that Space Yield has replaced gross profit as an indicator of product performance. The gross profit of canned fish is 23.8%. Gross profit of canned vegetables 25.6% . . . and gross profit of canned fruit 24.9%. Average yield for three categories . . . \$2.50 for fish; .92¢ for vegetables; .48¢ for fruit. If gross profit were all-important, you'd promote vegetables first, fruits second, fish third. But with Space Yield research, you now know that fish should be first, vegetables second, fruit third, all things being equal, in your promotion plans.

New Yardsticks Used

To review then, the supermarket industry is becoming more research-minded, more sophisticated. New tools for judging product profitability are being developed and used. The computer is providing merchandising execs with reams of statistical data upon which important decisions are based.

Which companies, you might ask, are doing the job? I'll name just a few: Marsh Supermarkets in Indiana, Bayless Markets in Phoenix, Red Owl in Minneapolis, Stop & Shop in Boston, Grand Union in New Jersey, Furr's in Texas, Tom Thumb in Dallas, Kroger in Cincinnati, Jewel Tea in Chicago. Each of these companies is using or developing product profitability measurements . . . yardsticks which they will use to:

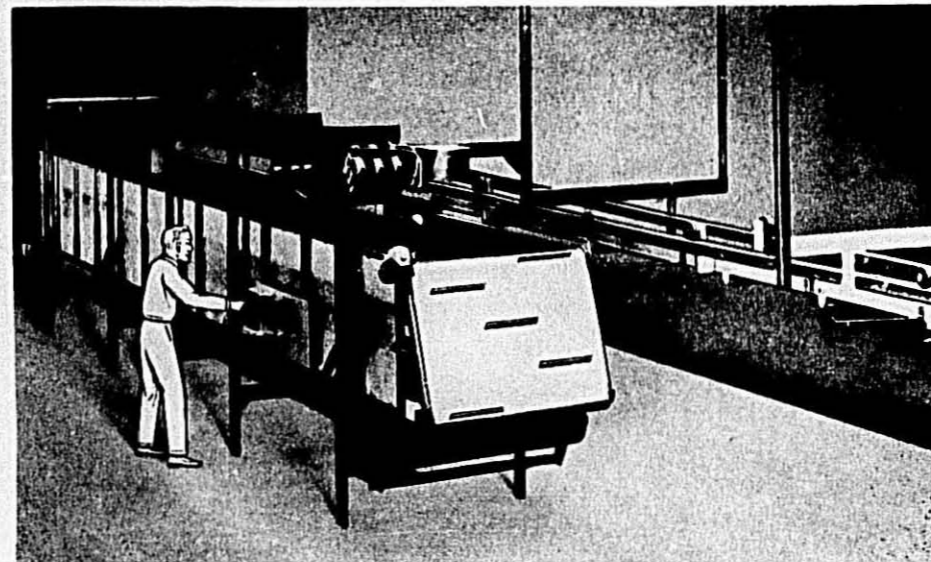
- Decide whether to accept or reject a new item offering.
- Decide upon which items will be pruned from a category's product mix.
- Decide where entire categories should be placed in the store.
- Decide upon the amount of inventory to be stocked for any particular item or product category.

Other Products Pending

But research isn't confined to Space Yield alone. At this very moment, supermarket operators with the help of manufacturers are working together on projects like:

- Standardized pallets.
- Tray-packed shipments.

(Continued on page 36)



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Cifrino Report—

(Continued from page 34)

- Better warehouse product handling.
- Smaller case packs.
- Centralized retail pricing and coding.
- Improved product refrigeration methods.

This exchange of information to solve common problems is what we call the **Industry Dialogue** . . . and the Dialogue is becoming an increasingly important activity in the food business. And is an activity that will come to grips eventually with such problems as:

- What to do about the proliferation of deal packs, cents-off promotions.
- Controlling direct store deliveries.
- The true status of national brands and private labels.

But even as these brain busters are being solved, new headaches will arise. We hope that by that time the Dialogue will be so far advanced that these new headaches will be handled instantly.

Problem is Change

One problem—or should I say opportunity?—many individuals have who try to understand the food industry is that this industry has a peculiar way of changing just when you think you've got the puzzle completely doped out. Most people are used to dividing the industry up in three neat compartments . . . corporate chains, wholesalers, independents.

Several years ago, the walls that separated those neat compartments came tumbling down as:

The voluntary and co-operative groups took on new stature, emerging as highly sophisticated organizations offering affiliate retailers a host of chain-like operating and merchandising services. As these retailers took on these services, they too transformed into aggressive competitors quite capable of holding their own in any market.

Franchising

The corporate chains in the meantime took a long look at food wholesaling and some of them—Jewel Tea, Red Owl, Elm Farm, Loblaw's—swung into franchising. For instance, Elm Farm operates 40 corporate owned supers . . . but wholesalers of 47 other supers who today contribute 30% to the company's gross volume.

The voluntaries in the meantime began snapping up corporate chain accounts—these chains either because of geography or lack of sufficient warehousing decided to buy through the wholesaler in their area. West Coast Groceries, a voluntary on the West

Coast, finds that half of its substantial business is with corporate chains.

And if all of that isn't confusing, the trend today is to more mergers, more consolidations in the voluntary and co-op field; more institutional selling by voluntaries and co-ops; more corporate chains who will shortly launch franchise divisions.

Couple all these changes . . . these many new thrusts in food distribution . . . with changes taking place in buying, merchandising, store layout—and you begin to see that our industry is headed for a complete face-lift.

Death of a Salesman

Barney Kingston, merchandising director of Salesman's Opportunity magazine, states that it costs anywhere from \$750 to over \$5,000 to make a salesman productive, usually in about a year's time. Then despite the dire need for salesmen, despite the numerous inducements and incentives, it is a rare sales organization that will not lose three-quarters of the men hired in any given month in three year's time. Here's how:

Assign house accounts to management officials. "Joe, we're giving you the exclusive territory of Detroit. But you understand accounts like General Motors, Ford and Chrysler which we've had for 27 years will be contacted by Bill Smith, our vice-president."

Encourage a man to stay on the road. "Joe, we know you want to see your wife and kids so we will arrange that you get home one weekend in every month."

Make a salesman feel he's on his own. "Joe, be resourceful. If you run into a snag anywhere send us an airmail letter."

Set up incentives only your top men can reach. Everybody knows that in most companies 15 percent of the salesmen will produce 60 to 80 percent of the annual sales volume so why try to make it possible for every salesman to get his name "in lights"?

Use selling tools that worked 20 years ago. Why increase costs with new-fangled ideas when you used to murder competition with tried-and-proved ways?

Have salesmen send in complete daily and weekly reports. This will keep them busy in the evenings when they are on the road.

Belittle your salesmen to keep them on their toes. Be indifferent to the man who muffs a sale; complacency can kill a sales force.

Have frequent meetings at the home office. Your men won't have as much

selling time and may lose momentum, but in the long run they are bound to be more effective.

Question every dime a salesman charges to expense. Cut out those ridiculous items like cab fares and laundry and needless phone calls.

Discourage the praise seekers. You find these characters in every selling organization. They sell a tough prospect and barge into the sales manager's office radiating happiness, good cheer and pride. When this happens, tell him about the ones he hasn't sold and tell him to stop acting like a prima donna expecting a brass band every time he makes a sale. He may think you're a stuffed shirt but you're building a "mature" sales force - these fellows should find inner pride in their achievements.

New Prince Cookbook

A 50-page "Prince Treasure" of Italian Recipes", profusely illustrated with 4-color photographs and delightful drawings, has been published by the Prince Macaroni Mfg. Co., Lowell, Mass.

The booklet suggests a variety of ways to use prepared sauces "as is" and as a base for creating sauces precisely to individual taste. It also offers a quick route to such pasta dining delights as Cheese Noodle Cake, Egg Spaghetti with Lobster Sauce, Fettuccine Alfredo and Rotini with Beef Bracirole, and explores a variety of vegetable and pasta combinations, soups and salads.

Valuable Tips

A page of "Prince Cooking Secrets" discloses tips that help solve the problem of keeping spaghetti or noodle strands sleekly separated while cooking, adding zip to the ordinary bread stick, and advises on how to dress up those Sunday morning scrambled eggs and sausages. Another feature is a dictionary of "Italian Words and What They Mean"—from *al dente* to *tetrazzini*.

Macaroni Is Party Fare—

(Continued from page 5)

Grocers are being offered a color mat for advertising spaghetti and meatballs. Available in two sizes from Sta-Hi Color Service, 6 columns by 8¼ inches, and 5 columns by 6¾ inches, the cost of the mats is completely paid for by the National Macaroni Institute with no charge to the newspaper. Fall food sales will soar with macaroni products leading the way with advertising and promotion. Spaghetti and Meatballs, high in popularity, low in cost, is a great dish for any group!

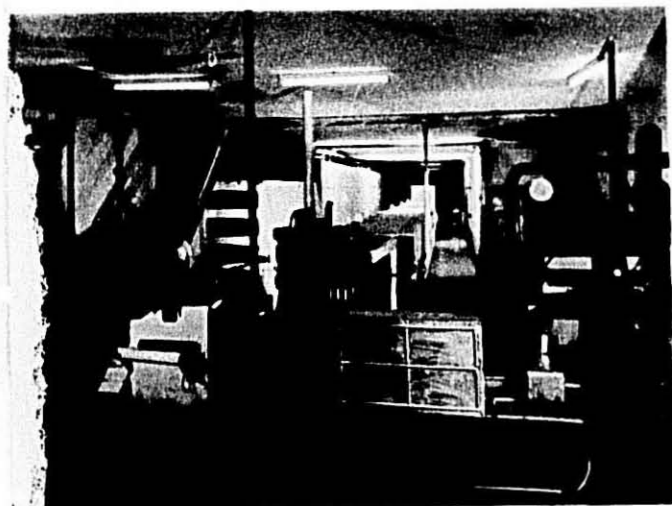
THE MACARONI JOURNAL

PAVAN



Air view of Pavan works

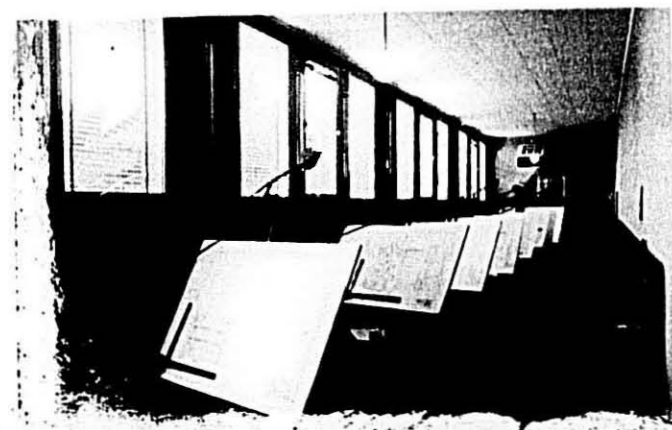
PAVAN WORKS COVER AN AREA OF 110,000 SQ. FT WITH A LABOR FORCE OF 400 PEOPLE, 26 HOUSES, ONE GUEST-HOUSE AND SOCIAL SERVICES. IT IS THE WORLD'S LARGEST MANUFACTURER IN THE FIELD.



Inside views of the macaroni factory



Pre-assembling room



Technical office

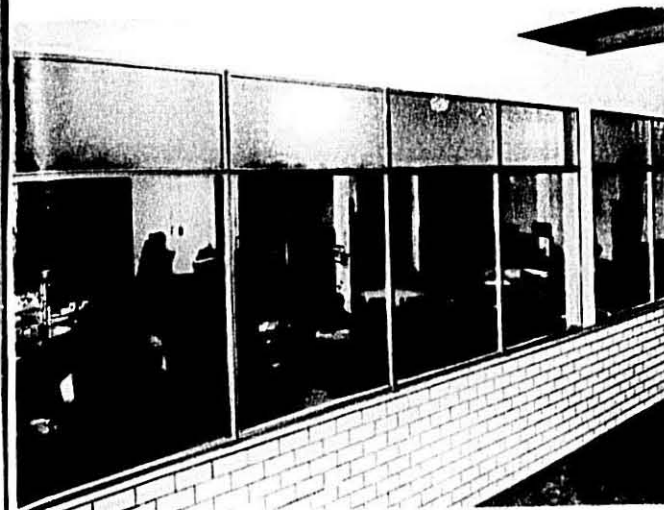


Spray-painting department



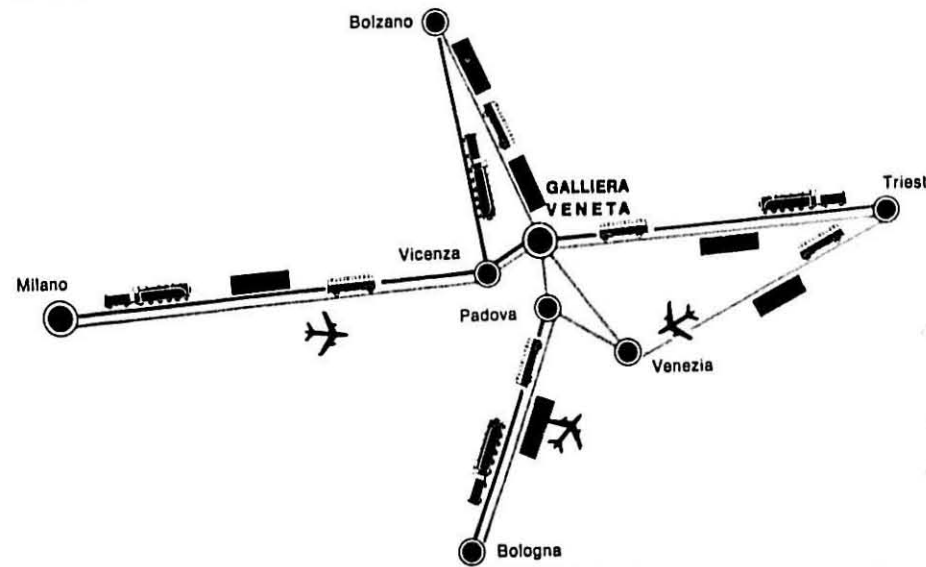
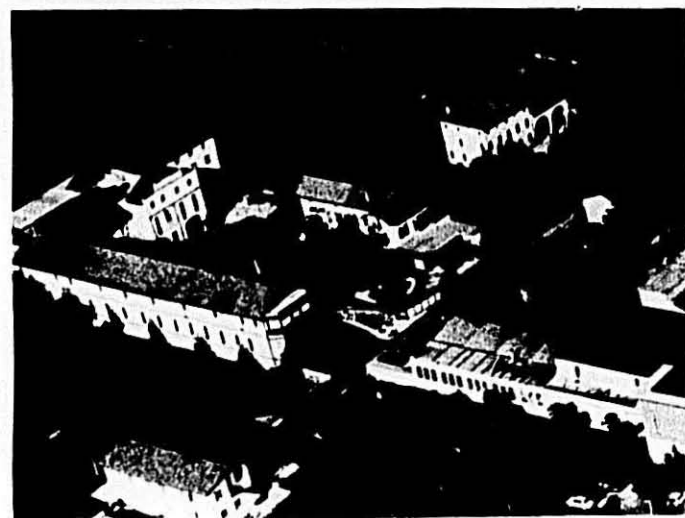


Offices and labs



Side view of a workshop

Air view of the macaroni factory



Messroom

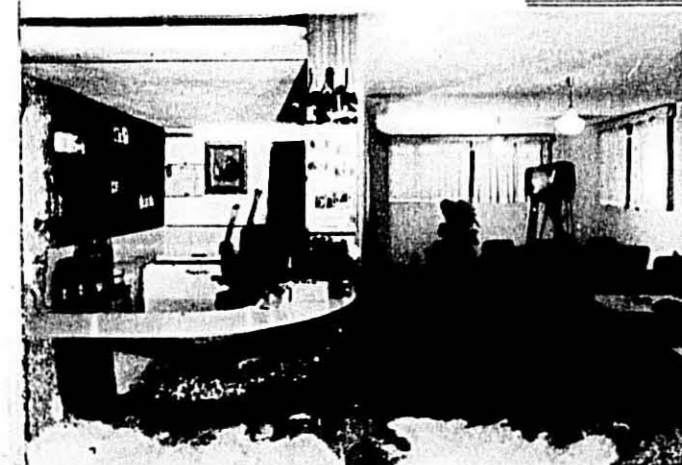
Delivery department





Houses for managerial staff

Inside of the club



George N. Kahn

SMOOTH SELLING®

By George N. Kahn

SELLING AN IDEA

This is No. 13 of 24 sales training articles.

SEVERAL years ago a young salesman was on the verge of getting the biggest order of his career. For months he had worked hard to sell a complete air-conditioning system for a 10-story office building in Manhattan. The final decision rested with the board of directors, who asked the salesman to come in and make yet another presentation.

The salesman, Pat Baxter, was received politely but not too warmly. A couple of the directors were clearly cold to the idea and threw Pat some sharp questions. As he attempted to answer the queries, Pat began to see months of effort going out the window. As the questioning progressed he seemed to be getting farther away from his goal. Then Pat had an idea.

It was a rather warm day and he asked permission to remove his coat. He then took out his handkerchief and mopped his brow. The idea was contagious. Several board members shed their jackets and one complained aloud: "It's kind of hot in here."

That did it. The directors began to think about air conditioning in terms of their own comfort. Twenty minutes later Pat wrapped up the sales. The simple act of taking off his coat had triggered a favorable response.

Creating Buying Readiness

Pat's experience illustrated an important truism in selling: buyers often must be put into a state of readiness by the salesman. They must be jolted, kidded, cajoled or charmed into giving you an order. The prospect is seldom ready to buy when you approach him. He has problems, worries, etc. that prevent him from giving you his full attention. His mind is likely to wander away from the discussion.

Under these circumstances a straight selling talk won't get him back on the track. Something else is needed—a ploy or gambit to snap him out of his mood. A humorous anecdote or story may do it. Occasionally, telling a joke will pull the buyer out of his funk. It's even all right if you make yourself the target or butt of the story. Here I speak from experience.

Jay Walking Admitted

I was hurrying to an important conference with a buying committee, which held my future in their hands. It would be the biggest sale of my life or my biggest bust. So engrossed was I in my thoughts that I hardly noticed my surroundings as I quickly crossed a street. When I got to the curb, I almost bumped into a burly policeman who had been waiting for me, hands on hips. "Do you always jaywalk?" he asked me, pulling out his ticket book.

I hadn't been aware that I was jaywalking and told him so. Further, I asked him to excuse the violation as I was on my way to an important business meeting. Instead, the officer lectured me for ten minutes on the danger of jaywalking and then wrote out a ticket. The result was that I was late for my interview.

As I walked into the conference room, some members of the buying committee glanced at their watches. Their faces showed annoyance. Not an auspicious beginning. In this situation I instinctively knew it would be foolish to go right into my sales talk. Clearly, some sort of ice breaker was needed. So I explained the reason for my tardiness, admitting both the jaywalking charge and the lecture. "If I don't do a better job of selling with you than I did with that policeman, I'm doomed," I said, smiling.

That did it. There was appreciative laughter and everyone seemed to relax, including myself. I went on to make the sale.

I like to think that my selling skill had something to do with getting the order, but there's no doubt that my jaywalking story put the committee into the right frame of mind.

Get Buyer's Interest

Relating an anecdote or tossing off a gag are simply examples of techniques in getting the buyer on your side. The means can vary. The important thing is to somehow clutch his interest, to make him aware of you. Your job is to create a climate that is favorable to you.

The mechanics used in attaining this objective may vary with the prospect. A joke may land with a dull thud with one person and confuse another. Some individuals would warm up to a comment or two on the national political scene. It's not easy to predict the reaction of any one person but you might make a few tentative stabs to feel him out.

Mentioning the buyer's hobby might strike a right note. If you should learn that he is an avid fisherman, prepare some small talk about angling before you call on him. A friend of mine, Norm Rustin, learned that a certain buyer was devoted to chess. Norm knew nothing about the game but he crammed for three nights and at the meeting was able to make intelligent conversation about chess. The prospect was clearly delighted and talked about the game during almost the entire interview. The last five minutes he used to give Norm a whopping order.

Make Plans Enroute

Don't wait for inspiration in the buyer's office. Decide the night before or even enroute what tactic you are going to employ to get the interview off the ground. In fact, it's best to have two plans in case one proves unworkable.

(Continued on page 44)

Selling an Idea—

(Continued from page 43)

Be aware of your surroundings as you travel to the interview. Perhaps something you see will be enough to excite the buyer's interest. Or spend some time reading the paper for ideas that might appeal to the prospect. The financial section is a good place to start, but it isn't the only possibility. A story on the sports pages or in the general news columns may provide you key to the buyer's heart—or funny bone.

One buyer had been brooding for weeks over the poor showing of his favorite baseball team. One day, before an interview with the fellow, I spotted an item in the paper about his ball club. The story said the team had acquired a top pitcher in a trade with another outfit. The story was in a late edition and I figured the prospect had not seen it. I was right. When I gave him the news his face lit up like a neon sign. His manner toward me from then on was friendly and deferential. I walked out of his office with one of the bigger orders of my career.

Even keeping the radio on in your car might produce an idea that you can profitably use with a buyer. You should also read books and magazines to glean thoughts that will aid you in selling.

Let Him Unburden Himself

Sometimes a buyer wants a good listener to his troubles. He wants to unburden himself to someone available and that happens to be you. Let him. There is probably no one within his own organization to whom he can confide. He needs you badly. He will regard you as sympathetic even if you don't say a word. However, with some buyers it's wise to throw in a word or two of commiseration now and then.

The advantage to you is that the prospect can't fail to feel somewhat indebted to you. You have provided a shoulder for him to cry on and he will be grateful. So grateful in fact that he'll hand you an order. This won't happen all the time but the percentages are in your favor.

Allan Dale, a bakery supplies salesman, stopped in at a prospect who was really down in the dumps. He poured out all his woes to Allan and they were numerous. His employees were lazy, his managers incompetent and his wife did not understand him. "I don't know why I stay in business," he lamented. That was Allan's clue.

"You're in business because you are very successful at it," the salesman reminded him. Allan then went on to tell the prospect just what he wanted to hear: that his bakery was of high repu-

tation; that he himself was a top businessman; that he deserved better employees, etc. Allan then gently swung the conversation around to his products. He told the man that some of his troubles could be eliminated by installing Allan's equipment. The prospect nodded agreement and soon was signing a substantial order. Even if you don't get an order the first time, consider your patience and understanding an investment that will pay off later.

Use Social Aids

The right atmosphere for getting an order may not be in the prospect's office. He might be more receptive over a good dinner. A certain amount of judicious entertaining is a proven aid to selling. I am not referring here to bribery or excessive free loading. I doubt that many orders are obtained because the buyer got a free meal from a salesman.

There is a definite advantage in creating a pleasant atmosphere in which to conduct business. In his office the buyer may be harassed and overworked. He doesn't have time to think about buying. He needs to get away from the hurly-burly of his schedule to collect his thoughts. This is where you can help him. Suggest (but don't push the matter) that he meet you for dinner so he can hear your presentation. You might say something like this:

"I see that you are pretty busy this morning, Mr. Jones. Maybe we can both relax at the end of the day over a nice dinner someplace. I can give you my story then." Chances are that he will appreciate your thoughtfulness. This has happened to me more than once—as a buyer and seller.

Do What Comes Naturally

I have mentioned jokes, anecdotes, etc. as a means of getting the buyer's attention and creating the proper climate for selling. Your particular method should depend on what sort of person you are. If you don't like to tell jokes or don't tell them well, then abandon that idea. Nothing will be gained by forcing yourself into an unwanted role. Perhaps small talk comes easier to you. Or you might be a good listener. Adopt the style that suits you best. The important thing is not what method you use to excite interest but how effective it is.

Look for the sign from the buyer that will tell you how to approach him. For many salesmen this is a matter of their long experience in studying people. A veteran seller can tell almost by instinct what style to use with a prospect. Salesmen are among the best judges of human nature in the world.

How are you in selling ideas? Try this quiz and see. If you can answer "yes" to at least eight questions, you are a likely candidate for success in this area.

- | | Yes | No |
|-------------------------------------------------------------------------------------------------|-----|----|
| 1. Do you think in terms of selling ideas? | — | — |
| 2. Have you developed techniques for developing buyer readiness? | — | — |
| 3. Do you put them into practice? | — | — |
| 4. Are you willing to listen to a buyer's troubles? | — | — |
| 5. Do you sometimes encourage him to unburden himself? | — | — |
| 6. Do you plan your approach with the buyer before the interview? | — | — |
| 7. Do you try and tailor it to the type of buyer? | — | — |
| 8. Do you sometimes suggest meeting the buyer for dinner to talk business? | — | — |
| 9. Are you always aware of the "climate" for selling? | — | — |
| 10. Do you occasionally make yourself the butt of an anecdote or joke to warm the buyer to you? | — | — |
| 11. Do you believe you use the technique for warming a buyer that is suitable for you? | — | — |

(Copyright 1964—George N. Kahn)

Editor's Note

We are delighted with the overwhelming response from our readership to George Kahn's "Smooth Selling sales training series. Some of our readers have written in to tell us that they have used these articles as part of a basic sales training program for beginners. Others have used it as a refresher for old timers. It has been used as an idea starter to spark sales meetings and as a supplement to meetings which in the past concentrated on product, service and price.

In our readers' interests we have prevailed upon Mr. Kahn to continue this major contribution to the important field of sales training, and we are proud to announce that we are publishing an additional twelve articles beginning with "Selling an Idea" on page 43 of this issue.

Reprints of all the Kahn sales training articles are available. See complete listing in the box on page 48.

THE MACARONI JOURNAL

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



by Gene Kuhn
Manager:
AMBER MILLING DIVISION

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

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

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

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

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

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SWISS SHOWPLACE



Jowa/AG, Buchs/AG modern macaroni plant designed by Buhler.

RESEARCH and development in the field of macaroni manufacturing have led to new perceptions and substantial innovations throughout the whole manufacturing process. In Switzerland the owners of Jowa AG have recently constructed a new factory incorporating many advantages of product flow and processing methods. The plant was built near the town of Aarau, a central location for product distribution throughout the country.

It is considered a showplace because it is up to the minute and highly automated from the receipt of raw material to the packaging for long goods as well as short cuts.

Designed by Buhler Brothers of Uzwil, the extruders and dryers produce

high quality products in minimum space and at low processing costs. For example, minimum drying space is required for .078-inch spaghetti which is handled in 16 hours.

Pneumatic Handling

Raw material is unloaded and transferred to bulk storage bins pneumatically. During a five-day week, approximately 220 tons (88,000 pounds per day) of semolina is being processed. Most of the raw material is delivered in bulk cars. Conveying capacity is 44,000 pounds per hour; the total storage capacity of the bins is 440,000 pounds (220 tons.) Pneumatic line switches, controlled from the plant's control center, guide the raw material into the proper bins. The conveying system is also de-

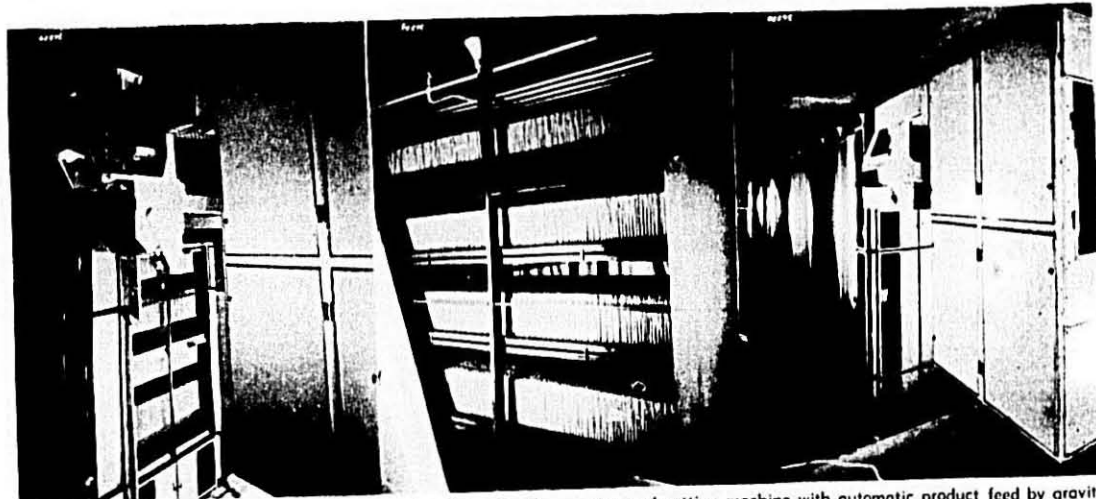
signed to deliver the raw material from one bin to any other bins. This is useful for discharging unused portions of a certain raw material into another bin. Bin level indicators, with monitors installed in the centrally located control panel, allow accurate raw material inventory at all times. An automatic high level control automatically stops the raw material feed.

Jet Dust Collecting

A new dust collecting system by Buhler is equipped with jets for low pressure air cleaning of the filter material. This dust collector recovers virtually all the raw material out of the conveying air. The flour dust from all bins and other locations where dust is created is recovered in this filter, and the clean air is discharged back into the room.

Storage bins are equipped with remote controlled slides operated pneumatically. The raw material is discharged into automatic scales and from there to a pneumatic conveying system. The raw material passes a continuous mixer, where five different components can be blended at the same time. The blended raw material is fed by gravity into the four press bins which are sized to contain enough raw material for 24 hours production. This arrangement has been selected to allow preparation

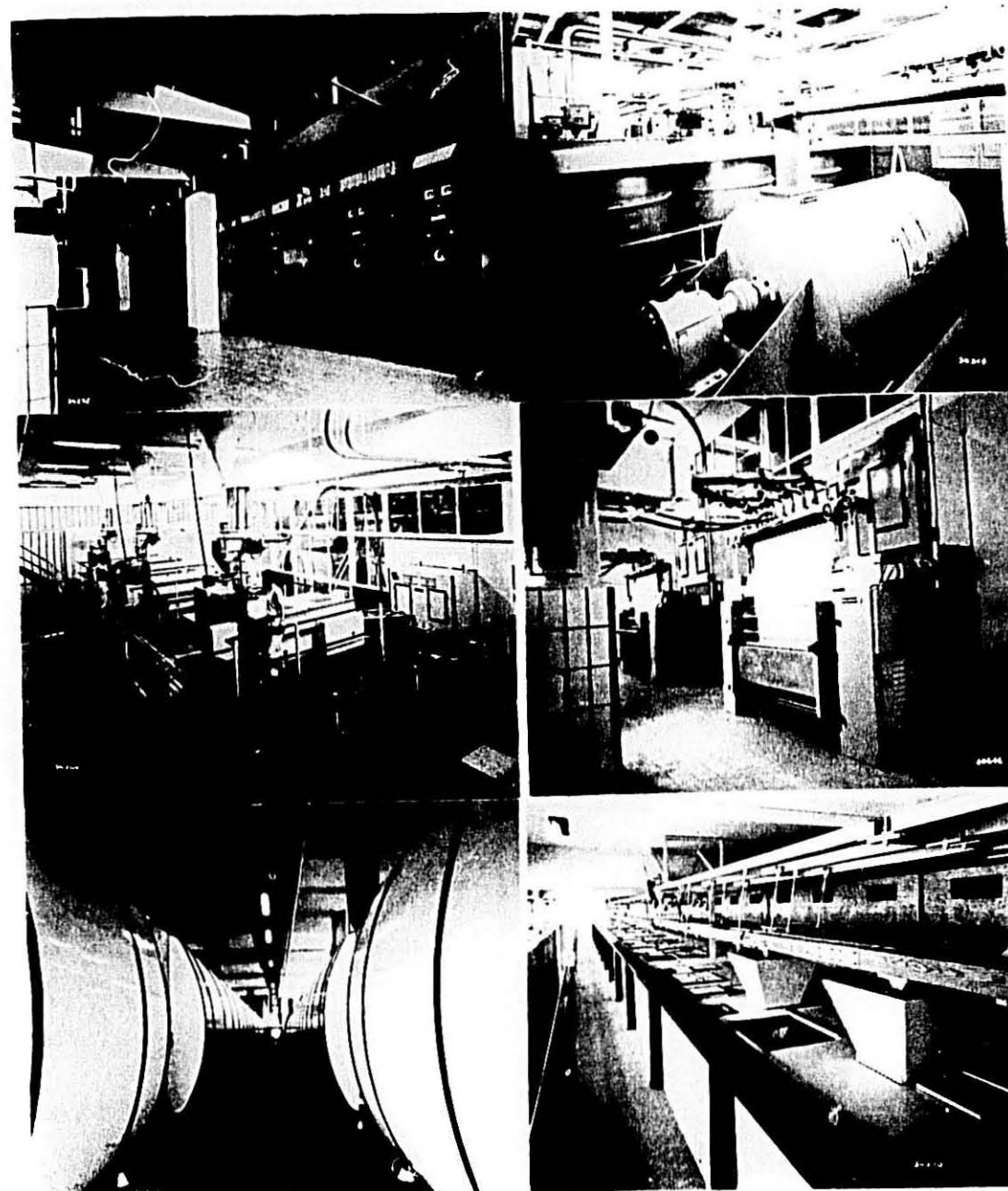
(Continued on page 48)



To the left, automatic storage for an 8-hour per day discharge of long goods. Center photo shows long goods in automatic storage ready to be discharged, cut and packed. On the right is the strip-

ping and cutting machine with automatic product feed by gravity into automatic packaging machine.

THE MACARONI JOURNAL



Top left: Nerve center of the manufacturing process. Centrally located control panel containing push buttons, control lights, indicating and recording instruments of the raw material handling system and the manufacturing process. Product flow is outlined with schematic machinery diagrams at the top of the control panels, and small pilot lights indicate the operation of individual electric motors.

Top right: Part of the vertical storage bins and continuous mixer where five different raw materials can be blended at one time.

Center left: Press room with common catwalk. Presses are equipped with dumping scales. Note small hoppers below ceiling which permit dumping of bags directly into the press for test runs with new raw materials.

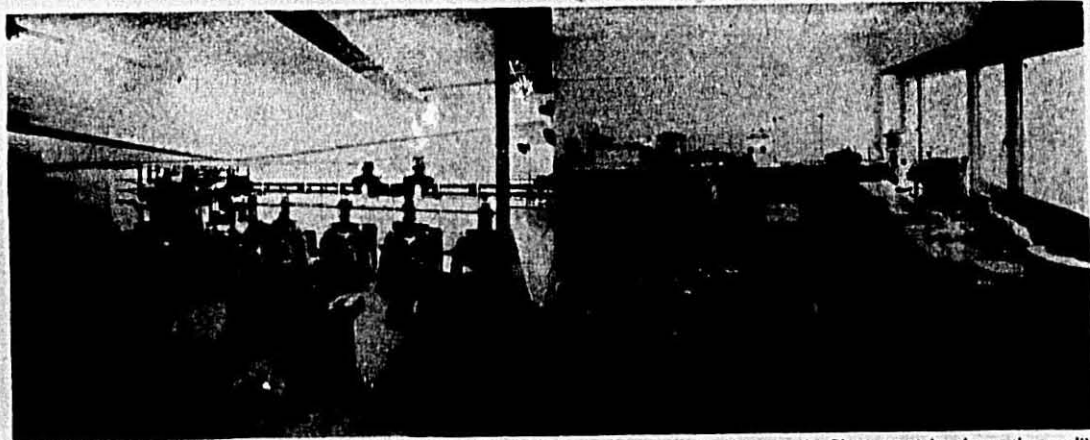
Center right: Automatic spreaders feed product into long goods pre-dryer.

Lower left: Continuous dryers for long goods. Sanitary installation in legs. Note direct discharge of exhaust air to the outside.

Lower right: Strapping and cutting machine with automatic product feed by gravity into automatic packaging machine.

OCTOBER, 1965

47



The packaging area is shown in the photo far left. Packaging machines for short goods and noodles are seen on the left side of the picture, while in the center and to the right are automatic packaging machines for long goods. Photo to right shows the quality control laboratory.

Swiss Showplace—

(Continued from page 46)

and blending of all raw materials in eight hours, which will be needed for 24 hours production. Each press is fed with its own pneumatic conveying system. High and low level controls installed in the small surge bins above the press feeders control the product flow between the 24-hour storage bins and the presses.

Central Control Panel

The complete raw material unloading system and the pneumatic inplant transfer system including the blending and mixing and press feeding systems can be controlled from a centrally located control panel.

Four Lines

Four automatic manufacturing lines are installed in the production area. Two are continuous long goods lines. Each line consists of a press, spreader, and dryers with three drying zones. There is automatic storage for long goods, with a stripping and cutting machine. An automatic stick storage has automatic return to the spreader.

The automatic storage unit allows cutting and packaging of 24 hours production of long goods in one daily shift.

There are two short cut manufacturing lines. Each line consists of a press, shaker, pre-dryer belt and finishing dryer belt. Rolling goods are stored in stationary wooden bins designed for smooth and sanitary handling of finished goods. Noodles and other shapes which cannot be discharged by gravity out of stationary bins are stored on five belt storage unit.

The four presses are installed in line and are interconnected with a catwalk

to facilitate supervision of the presses.

The complete manufacturing process can be controlled from the central control panel. Besides all the electrical controls, this panel also contains recording and control instruments for the automatic climate control of the dryers. The drying foreman can supervise the drying process of the four production lines at one location. The central control panel, walk-in panel design, is located behind the presses and contains all the controls for raw material unloading, storage, blending, press feeding and macaroni manufacturing.

Packaging

The automatic packaging machines are laid out to obtain a continuous product flow. The packaging area is directly below the manufacturing area. The packed goods are stored on pallets in an area located between the packaging area and the shipping area.

A well-equipped quality control laboratory continuously samples the raw materials, semi finished and finished goods. Products of continuously good and uniform quality are the result of a well organized quality control program.

Merger Invalidated

Consolidated Foods' 1951 merger with Gentry, Inc., a Los Angeles maker of food seasoning, was invalidated by the Supreme Court. Its ruling engraved into antitrust law the doctrine that business reciprocity can be illegal. In 1962, the Federal Trade Commission attacked the merger on the ground that it gave Consolidated the "power to extort or simply attract reciprocal purchases from suppliers."

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THE MACARONI JOURNAL

JACOBS-WINSTON LABORATORIES, Inc.

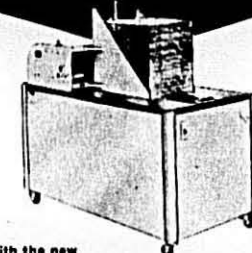
EST. 1920

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Packaging Show Program

The theme for the seminars, to be held in conjunction with the November 1-4 Packaging Machinery Show 1965 at Chicago's International Amphitheatre, is "Packaging Machinery: Management's Profit Tool."

According to Richard Wellbrock, chairman of the seminar program and president, New Jersey Machine Corp., the seminars will be held from 9:30 a.m. to noon on the first three days of the show, which is being produced by the Packaging Machinery Manufacturers Institute (PMMI).

Wellbrock said the moderators for each of the three morning sessions, and the general areas their speakers will cover are:

Monday, Nov. 1—William T. Boston, president Bartelt Engineering Company, "Executive management's concern with its investment in and utilization of packaging machinery."

Tuesday, Nov. 2—A. V. Petersen, vice president, Lynch Corporation, "How operating management selects and rates packaging machinery."

Wednesday, Nov. 3—Robert Potdevin, president, Potdevin Machine Company, "Service, technical, and maintenance aspects to consider for the efficient use of packaging machinery."

Commenting on the planned seminars, Wellbrock said: "Because packaging machinery is an integral part of overall management planning as well as packaging operations, this year's seminar program will be helpful to everyone concerned with company profitability."

A total of twelve speakers, four at each session, will participate in the seminar program. Each speaker will give a 20 to 25-minute presentation which will be followed by a 5 to 10-minute question and answer period. At

the conclusion of each morning session, the four speakers and their moderator will form a panel to answer additional questions from the audience, Wellbrock said.

Triangle and Clybourn Exhibit New Machines

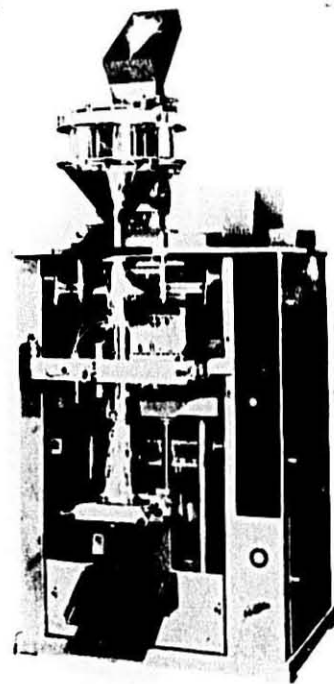
Triangle Package Machinery Company of Chicago will exhibit a new model in its Bag'n Box series of packaging equipment. Designed for use by the smaller packager or for applications where only limited production requirements exist, this unit will be capable of production speeds ranging from 30-75 per minute.

Consisting of a single tube bag machine as shown in the attached photo and fully synchronized to a Clybourn Tuc-Pac intermittent motion cartoner, the unit will be equipped with a volumetric filler. This combination will automatically measure a pre-set volume of product, form the bag and discharge the completed pouch onto a special infeed conveyor system for the Clybourn cartoner. The pouch is automatically inserted into a set up carton with gluing completed at the succeeding station utilizing a hot melt system.

The combination includes all necessary controls for safety on both the bag and cartoning units. Options can include electric eyes for registration of film, guessting attachments, central lubrication, hot melt glue system and carton code daters.

Space Requirements

Complete variety of filling heads is available for the bag machine including volumetric-auger-Flexitron scales to best match the production requirements for filling control. Space requirements are extremely small with only 7' x 10' floor area required.



Triangle Bag Machine

Triangle will also exhibit "for the first time at a major packaging show" its brand new dual tube bag machine.

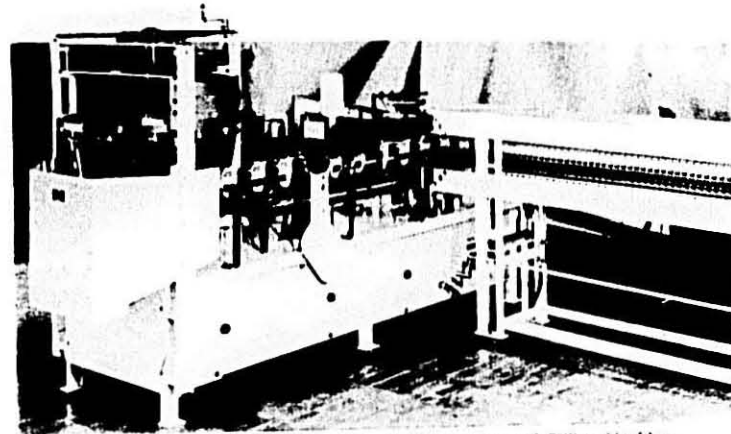
This automatic form, fill and seal bag machine operates two tubes in a single frame, permitting normal production of a twin tube in the floor area required for a single tube. Unit will be set up for operation with polyethylene film. It will be equipped with a specially designed horizontal trap gate volumetric filling head and will be shown in operation on a short cut macaroni item at 110-120 bags a minute.

Clybourn Machine Corporation of Skokie, Illinois has recently developed and will exhibit for the first time their high speed vertical cartoning and filling machine.

This equipment is available in two models. Model C-7 will handle a carton size up to 7 1/4 by 3 1/4 by 11 inches at speeds up to 180 cartons per minute utilizing a seven cup volumetric filler. Model B-10 will handle a carton size up to 5 1/2 by 2 1/2 by 8 inches at speeds up to 225 cartons per minute utilizing a ten cup volumetric filler.

Products successfully packaged on this equipment are detergents, bleaches, rice, beans, candies, fertilizers, macaroni and many other free flowing products.

Triangle display will be at Booth 745. Clybourn will show in Booth 625.



Clybourn Model B-10 High Speed Vertical Cartoning and Filling Machine.

TESTIMONIAL

"My Name Is
Bill Brezden"

"Most of my working life has been spent in the durum products field — and talking to macaroni manufacturers. 'Bout all the folks I talk to want the same thing . . . good uniform quality, granulation, color — and service. And quite a few of them think the North Dakota Mill and Elevator rates right up there when you talk along these lines.

"Course the North Dakota Mill is located in the heart of the world's best durum belt, so maybe they care more than most.

"If quality and service are your prime concerns, why not drop me a line (or call) and I'll see that they get the message.

"Being in sales of the Durum Division of the North Dakota Mill and Elevator gives me kind of an advantage when I tell 'em that here's another customer who wants the consistent product and service we've built our reputation on."



Bill Brezden

DURAKOTA	PERFECTO	EXCELLO
NO. 1	DURUM	FANCY DURUM
SEMOLINA	GRANULAR	PATENT FLOUR

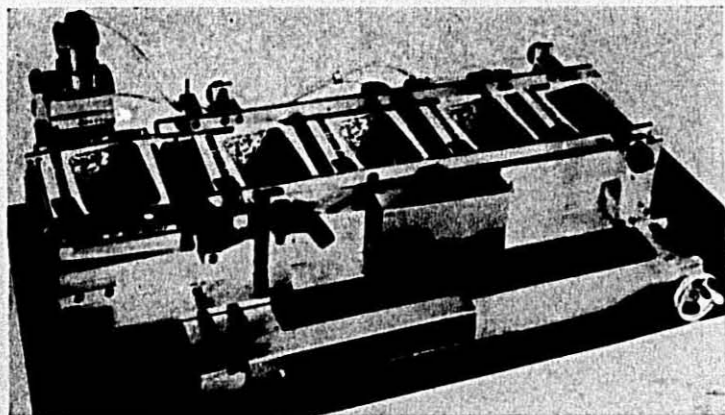
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DURUM DIVISION



Rossotti Econ-O-Mate, Series B, Carton Sealer

Heat Seal Equipment

Rossotti Lithograph Corp., packaging producers with executive offices at North Bergen, N.J., will show a new line of heat-seal equipment at the forthcoming Packaging Machinery Show in Chicago. Called the Rossotti Econ-O-Mate line, Series B, these carton sealers are adjustable, low-cost units which seal cartons on which hot-melt adhesive has been pre-applied in the carton producer's plant. This eliminates the need for glue pots in the food manufacturer's packaging line, with its attendant admixture of glue odors with food. Also eliminated is the make-ready and clean-up time by the food packer which is normally required with other carton sealers.

Tests have indicated that the Econ-O-Mate line delivers a fiber-tearing bond which will not pop under rough handling in shipping, or storing, or at temperatures as low as -40°F.

The equipment is ideal for hand-packed macaroni specialty items such as lasagna, manicotti, giant shells, etc. It is also being successfully used by packers of frozen Italian specialty foods, frozen macaroni or noodle dinners, meat specialties, bacon, sausages, ice cream, frozen baked goods, pizza, frozen foods, soft goods, small hardware items, etc. where a securely sealed, tamper- and pilfer-proof package is desired.

Other features of the equipment which appeal to marketers have been that the Rossotti Econ-O-Mate eliminates an overwrap, thus saving on materials, labor, operating time, and overwrap storage. The equipment needs only one man to operate as well as tend to the upkeep and changeover, the supplier indicates. It has also been called a time-saver because conversions of different size packages can be made in minutes. The compact size of

the equipment also enables packers to save valuable floor area.

The Rossotti line includes manual and automatic models, the former being only 44" long and the latter only 60". Each operates on 80# PSI air pressure, and uses 110V., 60 C. current. Special features include adjustable plows and adjustable compression chamber pressure bars. Each model is portable.

The standard manual model can seal up to 28 packages per minute. The automatic model can seal up to 36 packages per minute. Adjustment ranges for the manual are height: 5/8" to 2"; length: 3/4" to 1 1/2"; width up to 8". The adjustment range for the automatic is the same in the height and width. In the length the adjustment range is 6 1/2" to 15". Changeover time for each is a matter of minutes with no change parts required.

The machines are greatly appreciated for their compact size. Their dimensions are as follows: For the manual, 12" H x 44" L x 28" W. Weight 90 lbs. For the automatic, 52" H x 60" L x 30" W. Weight is 800 lbs. Optional equipment for each includes code dater, embossing type, 11 digits; code dater inker; top mounted carton timer and ejector. In addition, the manual has an air filter and lubricator as optional equipment.

Some one hundred installations have been made of the Rossotti Econ-O-Mate, Series A, equipment nationally in the past months. The list of food packers and manufacturers using this equipment is available on request.

Long-Cut Drying Goes Continuous

Food Engineering Magazine for July had a story on how V. La Rosa & Sons, Inc., engaged the DeFrancisci Machine Corp. to deliver and install a long-cut

dryer according to specified requirements. Installed at their Danielson, Connecticut, plant it has been so successful that five more units have been ordered.

The recent development of the stick accumulator makes this type of equipment attractive. It is now possible to store the sticks loaded with product for a period of 20 hours, thus enabling the entire 24-hour production to be stripped, cut, and packed in an 8-hour shift in the packaging room.

The Food Engineering article tells about the composition of the line and how the equipment operates. Among the advantageous it points out are the following:

Better sanitation. When empty for cleaning, the dryer is completely open so that every part is readily accessible.

Easier maintenance. Construction is rugged and simple, thus reducing maintenance cost and downtime.

Reduced handling. Stick and truck handling have been eliminated since there is no movement from preliminary dryer to batch dryers and back again to the stripper and cutter.

Minimum space. About 50% less floor space is required in this continuous process.

Greater output. At a rate of 1500 lbs. per hour, the output has been practically doubled compared with the old batch process.

Improved product quality. Product from continuous drying is smoother, has better color, is free of white specks. Because of more accurate temperature and humidity controls the product does not check.

Less product loss. Automatic operation with greatly reduced handling has resulted in far less scrap than in previous method.

Ease of operation. Since the equipment is not complex, operators can be trained quite easily, thereby increasing efficiency of labor.



Sign of the times: Marquee of Molatore's Restaurant, Klamath Falls, Oregon reflects popular sentiments of many.

Heaters Help Drying

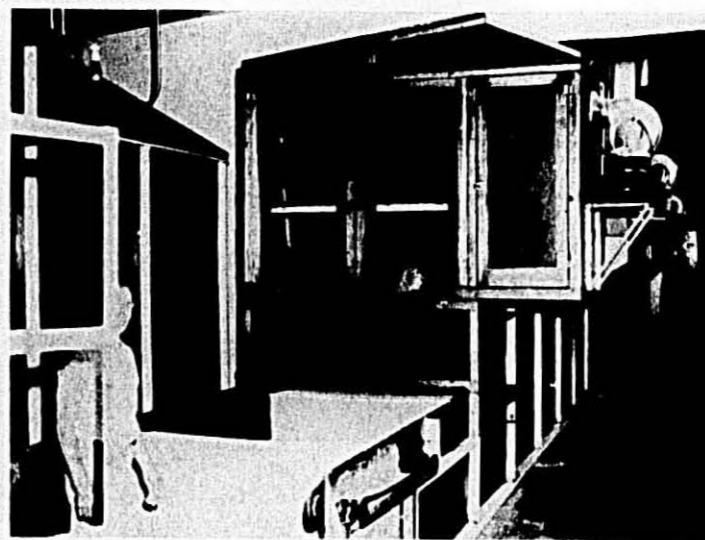
The Kilbury Manufacturing Company of Lawndale, California, reports satisfaction of Anthony Macaroni Company of Los Angeles, in using their heaters in connection with the drying of macaroni products.

Anthony management reports that as the spaghetti leaves the press and spreader, it enters a preliminary dryer which is heated by two 50,000 BTU Kilbury heaters and four 20-inch fans running 1800 RPM. The purpose of the preliminary dryer is to dry the product from 33 per cent moisture to 28 per cent. The thermostat setting is at 105 degrees with the humidity setting of 87 per cent.

On leaving the preliminary dryer, the product enters the semi-finish, which is also heated by two Kilbury heaters with a heat setting at 90 degrees and humidity at 78 per cent. This dries the product to 22 per cent moisture. Finish drying utilizes the heaters again with the heat setting at 95 degrees. Drying rooms hold approximately 4,500 pounds, utilize three 20-inch fans running at 1800 RPM.

The drying process takes approximately 27 hours for most of Anthony's products. Cut goods run in about 24 hours. Dryers are in constant use and handle approximately 1,000 pounds per hour.

Utilization of the heaters has been



Two continuous dryers, preliminary and semi-finish, each equipped with two 50,000 BTU Kilbury Heaters, installed at Anthony Macaroni Company, Los Angeles, California.

instrumental in cutting drying time from about 72 hours to 24.

New Products

General Foods Corp. has introduced Minute Salad Macaroni to markets in Connecticut, Ohio and Arizona. They

state the product requires no cooking. For salads, the product is ready by merely adding hot tap water. For soup, it can be mixed directly from the carton. Other items in the line include elbow macaroni, shell macaroni, bite-size spaghetti and egg noodles.

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New BUHLER long goods dryer installed at the new Skinner Macaroni Company plant in Omaha, Nebraska.

New from BUHLER the industry's finest long goods DRYER

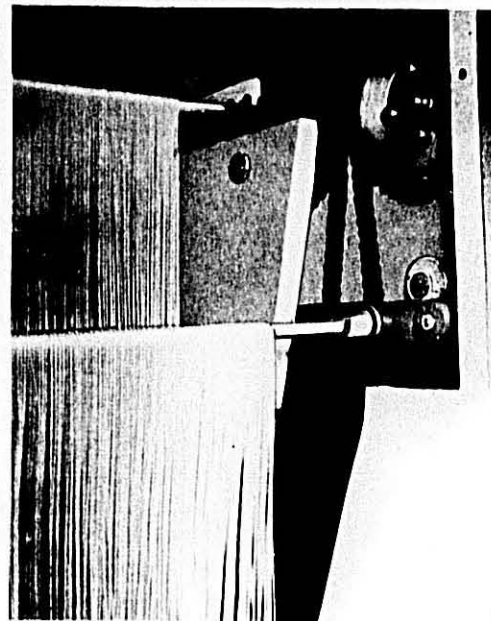
Control center for dryer line at Skinner Macaroni Company.

- Sanitary off-the-floor construction prevents condensation on the floor underneath and allows for easy cleaning.
- New positive-control stick elevator with special stick guides prevent rolling or slipping of long goods in transfer.
- Swing-out panels make inspection and cleaning easy.
- Centralized control panels contain unique climate control systems which allow the product to set its own drying temperature according to its water release capability, and also all electrical controls.
- Positive air circulation produces uniform controlled drying.
- New design paneling with special thick insulation stops heat and vapor.

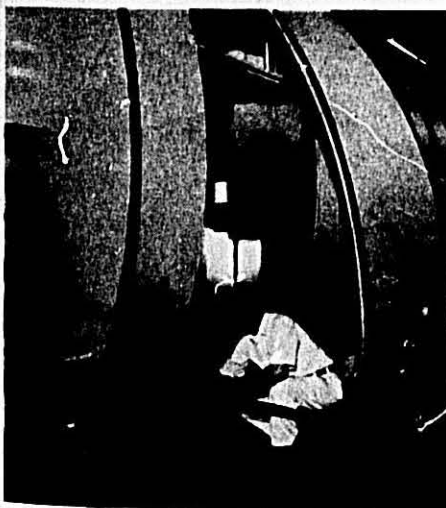
Specially designed to produce long goods of finest QUALITY

Here is a long goods dryer that features the latest techniques and developments in the industry. Ultra modern and fully automatic, this new dryer was designed from the beginning with the quality of the long goods product in mind. Precise control of temperature, humidity, and air circulation insure the even and thorough drying necessary to producing uniform and sturdy long goods.

Custom-engineered. Buhler long goods dryers are custom-engineered to fit your floor space requirements and can be adapted to handle stick lengths from 54 to 80 inches with capacities up to 1500 pounds of long goods per hour. The entire long goods line need not be installed end-to-end. If floor space does not permit it is possible to arrange the various units side-by-side or on different floors.



New positive-control stick elevator. This new stick elevator is an exclusive Buhler feature. The sticks are actually picked up by special stick guides which control them positively in transfer. Unlike conventional stick elevator chain devices, these guided sticks can't roll or slide from the chain at the transfer point to the drying tiers, thus practically eliminating mechanical breakdowns.

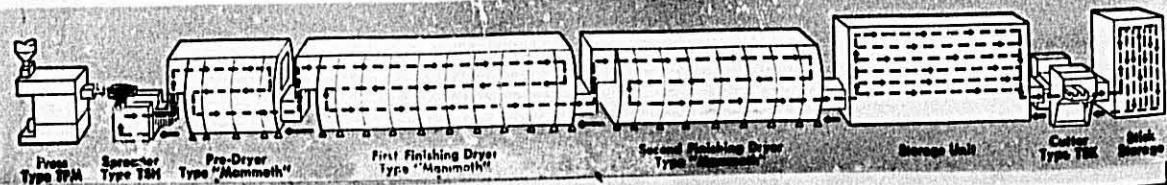


Swing-out panels for easy access. Individual panels on each of the dryer units swing out to provide quick and simple cleaning or inspection. It takes only seconds to get at the interior of the dryer. The panel swings out far enough to give sufficient room for cleaning and maintenance equipment.

Pre-dryer. Drying of the product begins immediately at the entrance to the pre-dryer to prevent stretching of the long goods on the drying sticks. The Buhler "Mammoth" pre-dryer handles up to 1500 pounds of long goods per hour and can reduce moisture by 10%. You can also improve your present drying

operation by installing a Buhler pre-dryer in your present production line.

Inquire now. If you are interested in producing the finest quality long goods while at the same time increasing the efficiency of your operation, call or write BUHLER today.



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WAY BACK WHEN

40 Years Ago

• An editorial was written on fighting waste. It said that waste in raw materials which occurs in almost every plant can and has been reduced because such waste is easily discernable. Business practices that might not be so discernable included: price cutting, artificial coloring, ridiculous deals, misrepresentation on labels, and dumping to demoralize the market. A Vigilance Committee was being considered to give a word to the wise when such practices were reported.

• At a Board of Directors meeting of N.M.M.A. in Chicago, Dr. B. R. Jacobs was appointed Washington representative and urged to work on the revised definitions and standards of macaroni products as modified by the joint committee on definitions and standards.

• The Board also concerned itself with attitudes toward tariff revision and unanimously voted the prohibition of artificial color in products manufactured in this country and imported from abroad.

• A testimonial to macaroni as a good filling food was made by Douglas Griesemer, Director of Public Information, the American Red Cross, following the Santa Barbara earthquake.

• The U.S. Department of Agriculture reported a total of more than four million bushels of wheat imported into bonded mills for grinding into flour for export in the first three quarters of 1925.

30 Years Ago

• Within an appreciable improvement in the general business conditions of the country there was a noticeable consumer trend toward better grade products this was particularly in foods the editor noted.

• The best spaghetti may be spoiled by a poor sauce. Food authority Judith Wilson gave recipes for Sauce Genovese and Quick Sauce for Spaghetti, Macaroni and Egg Noodles—the energy trio.

• The Bureau of Chemistry issued a regulatory announcement entitled "Use of Artificial Color in Alimentary Paste". It stated that "a food product is adulterated if it be mixed, colored, powdered, coated, or stained in a manner whereby inferiority is concealed."

• Congressional investigation of foods, food dealers and manufacturers, and the emphasis placed on quality as they concern the production and sale

of sub-standard or adulterated products caused quite a stir in the offices of the Pennsylvania State Bureau of Foods and Chemistry. As a result more than three score dealers in various parts of the state were ordered prosecuted as violators of the state or federal food laws, or both. In addition many of the manufacturer's were charged with selling short weighted packages, among them were several chain stores.

20 Years Ago

• The Quartermaster Corps reported that G.I. Joe ate well and wasted little in the best fed army in history.

• Post war planning estimates indicated that between ten to fifteen million dollars would be spent during 1946-47 by the three hundred firms manufacturing macaroni and noodle products. The sum was to be invested in post-war factories, re-modeling, modernization and replacement of equipment.

• President C. W. Wolfe appointed a Package Committee to work with the War Foods Administration on definitions of slack filled packaging.

• The government subsidy on durum wheat was increased 7¢ a bushel and durum millers claimed that this would ease a tight price situation which had existed for some time and would enable them to start accepting orders for semolina. Mills were booked solidly for 120 days.

• With war time travel forbidden, the 1945 convention was definitely called off and macaroni manufacturer's were alerted to plan on attending the grocery trade conference at the start of the year and the canners' convention scheduled for the first week in February.

10 Years Ago

• National Macaroni Week was set for October 20-29th. Spaghetti and meat balls appeared in Look magazine as one of America's favorite foods.

• In a clip sheet going to food editors of every newspaper in the country, Macaroni Week was heralded as offering a wide variety for budget menus.

• The William Underwood Company of Watertown, Massachusetts advertised and promoted egg noodles with deviled ham. Deviled noodle ring took on a zesty zip with the deviled ham served with buttered peas and bread sticks.

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New or Used Macaroni Trays for drying short cut macaroni, etc. WRITE:

PRINCE MACARONI MFG. CO.

Prince Avenue, Lowell, Mass.

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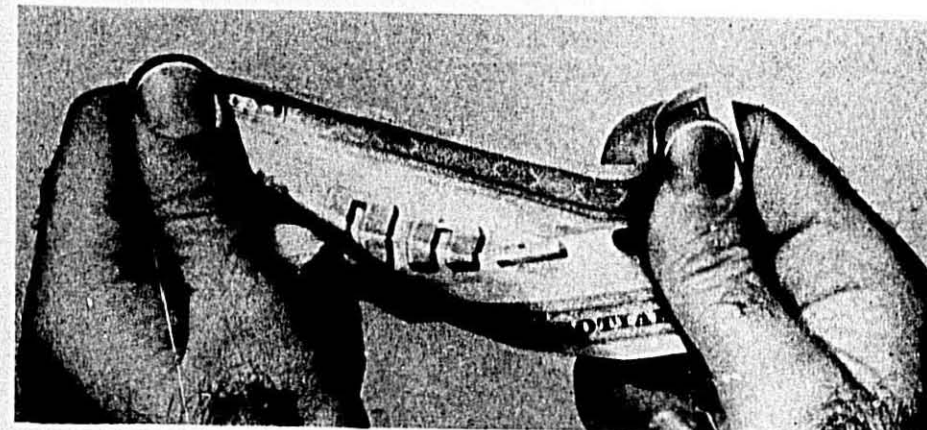
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• "Add ten years to your life," wrote Gaynor Maddox, syndicated columnist of Newspaper Enterprises Association, "by keeping your weight at the proper level." He recommended eliminating snacks when you know there is a big dinner schedule for the evening. Occasional and violent exercise only stirs up a big appetite and wrecks good intentions.

• A Du Pont survey of supermarket shopping habits showed that 61.7% of all sales of macaroni products were made on impulse. Only 19.1% sales were planned for a specific item or brand.

THE MACARONI JOURNAL

Does it REALLY Pay to Stretch it?



Of course. No businessman worth his monthly stipend denies that it's smart economics to get the most out of every dollar spent. But like all things, it's not only what you do, but how you do it. Get the most out of every dollar, sure, but be careful not to stretch so far that you forget what you're buying in the first place.

At USPL we stretch dollars—your dollars—to deliver as much as possible for every dollar

spent on packaging and advertising materials. But we never lose sight of the fact that our customers need high quality packaging to stay ahead in the battle of the grocery shelves. This is why we have a satisfied selection of customers who get more and sell more with packaging by USPL.

May we help with your next packaging problem? We have offices in 21 cities coast to coast and one is near you.



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