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Macaroni Journal

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MACARONI ASSOCIATION



SEPTEMBER, 1967

A Changing Food Market
Opportunities in School Lunch



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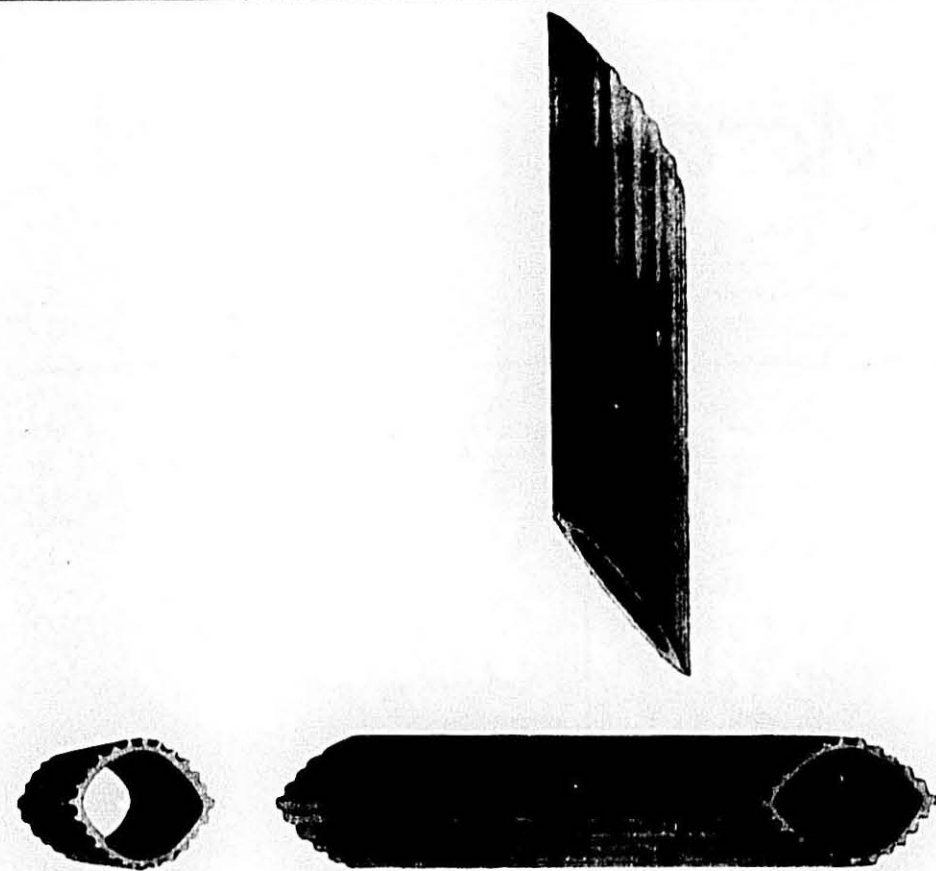
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In This Issue:

Cover Photo

Macaroni production scheme



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A Changing Food Market

by Theodore R. Silts, public relations counsel,
at N.M.M.A. 63rd Annual Meeting

THE past twelve months have been a very strange year for the food industry in the United States.

Many things have happened to change the concept of grocery store merchandising of food products.

Buyers Protest

Perhaps the most interesting development in the last year was the buyer's strikes that started in Denver and spread across the country.

These buyers' strikes were started by a group of women in Denver fighting high prices of food who picketed the chain stores.

The consumers were learning the effectiveness of mass protest.

As a result of the picketing, first in Denver and then in other cities, the chain stores immediately slashed their prices.

In spite of the fact that the attitude was unfair, from the standpoint of chains, it nevertheless led to price cuts.

The buyer's strike was touched off by a raise in the food price index that averaged 5% higher than the previous year.

Although the retail food industry itself was not responsible for this upward trend, it was the most convenient target, and the homemakers directed their wrath against food stores in expressing their resentment to the general inflationary forces that raised prices of all consumer products and services.

The consumer storm, abated after the November elections, blew away by year's end but left in its wake a higher degree of consumer price consciousness than at any time since the sharp rise in price levels occurring after World War II.

Undoubtedly, this resentment will continue.

Food Business Excellent

In spite of the buyers' strike, the picketing and the uncertainty caused by edicts of the Catholic church, the food business in the United States in 1966 was excellent.

For example, total retail food store sales in 1966 were up 65% from 1956.

The 1966 total food store sales were \$70,750,000,000, up 7.5% from 1965.

This is the best gain the retail food industry has made in ten years.



Theodore R. Silts

Retail food prices for 1966 were up 20.7% in the 10 years since 1956 and showed a 5% increase in 1966 over 1965.

During this same 10-year period macaroni people, with whom we have talked, estimated that macaroni prices were up about 26%.

Of the sales gains of all U. S. grocery stores over the past decade, approximately one-third of the dollar gain came from price increases. The remainder of the gain came from increased tonnage.

Reasons for Gains

The major contributors to expansion in retail sales, according to Progressive Grocer, are:

- ... increased consumption due to population growth
- ... a continued expansion in products more highly processed for purposes of convenience in preparation and selling
- ... processing to meet dietary needs

- ... a steady upgrading in consumer affluence

- ... and a consequent ability to purchase foods and non-foods in wider variety and higher quality.

It is interesting to note that the thousands of food industry leaders participating in the Progressive Grocer year-end survey predicted a price rise in 1967 of 3% and a sales gain of from 6%-8%.

Church Edict

Another outstanding event of the past year has been the edict of the Catholic church lifting restrictions on meatless days.

The effect of this edict on the grocery and restaurant industries was one of immediate confusion.

Everyone tried to prognosticate the effect this would have on such products as fish, rice and macaroni.

It is still too soon to judge the effect of the Lenten sales on these products, but preliminary investigation seems to indicate that there is little basic change in sales caused by the meatless edict.

For example, the restaurant industry reports that while their fish sales are down on Fridays, their fish sales for the rest of the week are up, so that the loss of one day is balanced off by the increase of the rest of the week.

To give you an idea of the amount of confusion that exists, special market studies were made of sales during Lent in specific communities.

It was found that in Boston, which has a heavy Catholic population (it has been estimated that the Catholic population is 78%), tuna sales during Lent increased.

In Baltimore and New Orleans, both with a very heavy Catholic population, tuna sales were down, while in various predominately Protestant markets, tuna sales were up.

Macaroni Results Diverse

The preliminary results in the macaroni industry were just as diverse.

Some manufacturers in the west told us their sales were down as much as 10% during Lent.

Others in the midwest indicated that their Lenten sales held about even.

Some manufacturers in the east informed us that their Lenten sales were up 4-8%.

Those who experienced a 10% cut in sales during Lent have informed us that their sales for the five months were about even.

Regardless of what the ultimate findings will be on the subject of Lenten sales, one fact stands out very clearly.

The grocers, and certainly the manufacturers, want Lent to be a sales vehicle. Therefore, the opportunities of

pushing products during Lent are still great.

Another factor rests with the food editors.

By habit they are used to devoting a good deal of space during Lent to Lenten dishes.

I doubt very much whether they will change this pattern.

Therefore, the macaroni industry is assured good, strong-selling newspaper stories and pictures during Lent.

The editors will be very cooperative, and regardless of what happened during Lent of this year, it would behoove the industry to continue to push hard for Lenten sales in future years.

The conclusion of these preliminary studies indicates that there is no pattern and at present no way to ascertain what the eventual sales pattern will be. It will probably be several more months before the true facts begin to emerge.

What's Ahead?

What lies ahead in the United States for the macaroni industry?

In order to look ahead—in order to evaluate the future—in order to know where we are going—it is necessary to look back—to see where we have been.

Let us, therefore, examine the macaroni situation in the United States today and in the past ten years, and attempt to prognosticate the sales for the future. (Mr. Silts then showed several charts.)

Chart No. 1

People eat macaroni. The macaroni market is composed of people. Therefore, it is necessary to know what is happening to that market.

In 1957, the population of the United States was 171.9 million people, almost 172 million.

In 1966, the U. S. population reached 196.8 or roughly 197 million people.

The projection by the United States Department of Commerce calls for a population by 1972 (or in six years) of 215 million.

This will be the size of the potential macaroni market by 1972.

Let us see what happened to macaroni sales during the last ten-year period and what the projection is for sales in the future.

In 1957, there were 773.5 million pounds of macaroni sold.

By the end of 1966, there were sales of 1.2 billion pounds of macaroni.

Now, macaroni sales over a period of years have increased steadily at an over-all rate of 4.1%.

Based on USDA figures, we are projecting an increase of between 3.5% and 4.5%, which means by 1972, there will be an approximate sale of 1,500,

000,000 pounds. (75 million annually.)

In projecting any figures, it is necessary to know what the population increase will be.

If your sales increase keeps pace with the growth of population—in other words if your growth is the same percentage as the growth of population—it means, of course, that while your sales are increasing with the population, the per-capita consumption remains the same.

Therefore, it is important to see what the per-capita consumption of macaroni has been over the last ten years and what the projection will indicate.

It is also important, I believe, to view the per-capita consumption of macaroni in direct relationship to the per-capita consumption of other similar foods.

Chart No. 2

This figure shows that the population from 1957 through 1966 indicates an increase of 15% (or an annual increase of 1.5%).

The per-capita consumption figures used on this chart are the latest available from the United States Department of Agriculture.

The three foods which lend themselves best to comparison with macaroni for sales and per-capita consumption are rice, potatoes and bread.

Bread, because it is a wheat product, and susceptible to nonuse by people who are dieting.

Rice and potatoes because they are substitutes for macaroni and are also deleted from the diet by the weight-conscious.

In the period, 1958 to 1965, bread sales increased 7.6% in per-capita consumption.

During the period, 1957 through 1966, potatoes went from 103.6 pounds per-capita to 112.9 pounds per-capita, or an increase of 8.9%.

In this same period, rice, which is more nearly comparable to macaroni in sales, showed an increase of from 5.7 pounds to 7.2 pounds per-capita, or a whopping increase of 26.3%.

Let us see how macaroni shapes up against these comparative foods in the same general period of time.

Macaroni's per-capita consumption has increased by 42%.

This, of course, bears out the story of increasing sales and shows that macaroni is steadily increasing in per-capita consumption and in popularity in the United States market.

As Bob Green told you, we are changing the estimates of macaroni sales and per-capita figures from the figures we have previously used because, while they were the only in-

dustry figures available to us, they have always been suspect and probably inaccurate.

Therefore, in order to have a ground for comparison with other products and a consistent yardstick for the evaluation of macaroni sales, we are using the figures supplied by the U. S. Department of Agriculture which gives us a good indication of where we stand.

One interesting point on the macaroni figures is the fact that the USDA figures are only for semolina or durum. So, the actual macaroni sales would be higher due to the fact that many manufacturers are not using 100% durum and some, I understand, are using practically no durum at all.

How Publicity Works

Last summer, in Chicago, we talked of the genesis of a publicity story.

How it originates
How it is developed
How it is placed with the various media

And, how it appears before the public.

We have been asked by several Institute members to continue this discussion and to explain:

- ... The planning
- ... The motivation
- ... And the implementation of your public relations program.

First, what are the aims, ideals and purposes of the program?

Your public relations program is the art of establishing communications between you and your publics . . . in this case, your customers . . . both the consumer and the retail trade.

Probably the best communication is for you . . . personally . . . to tell your customers how good your product is.

But, you can't talk to all of your customers personally.

So, the next best way is to let a third person tell your customers about your product.

This third-person endorsement has a high degree of credibility and believability.

It is someone else telling your customers how good you or your products are.

And that someone else—that third party—has a good following—a built-in receptive audience.

So, there is the first step:

A good story to tell.

A good communicator (or editor) to tell it.

All of us believe pretty much what we read unless it's political or controversial when we have strong opinions of our own.

(Continued on page 8)

Our conversation is made up largely of topical information we pick up in newspapers, magazines or from radio or television.

This pretty well establishes the credibility of the third person and our belief in what we read, see and hear.

In the planning stages of your program, there are two definite phases.

The first is your market—the publics to whom you want to sell.

The second phase consists of the storylines or the themes which are considered to be most effective in doing a strong selling job for the product.

Market Comments

Now for the first phase as we view your publics. They break down immediately into two broad classifications—the consumer and the trade.

The consumer market is further fragmented by other subdivisions.

For example, while some of our themes are devoted to the general or over-all consumer nationally, other appeals for product consumption are directed to:

- The teen-age market
- the youth market
- the Labor market
- the rural market
- the urban market
- and the Negro market.

The general consumer market we are all familiar with.

The Labor market is important because there are 16-million members of Labor unions.

And the laboring family generally is a heavy consumer of macaroni products.

I'd like to touch again on how we get our message to the Labor market because I think it is easy to forget.

The rural market, which is composed of farm groups and smalltown groups, are good consumers of macaroni products, although in smaller volume, of course, than the larger cities. But, because of the cost of reaching this market by means of public relations is not high and because your advertising (other than television and radio), does not reach this market, we cover it for you.

The urban market has now become further fragmented by the tremendous influx of people into the suburbs.

While the cities themselves are not growing, generally, the vast suburban complex around the cities is, and, therefore, special attention must be paid to the suburban markets, which in many cases are the best markets of the urban areas.

For example, in cities such as New York, Chicago, and San Francisco your suburban areas are generally the

wealthy areas, and it is necessary that constant product impact must be made upon these people, who are reached not only by the urban newspapers, but by the suburban newspapers, which is usually quite well read.

The Negro market, which I have discussed with you many times, continues to be the most rapidly growing, dynamic market in America.

The Youth Group

The fastest growing demographic group in all marketing is the teen-age and young-married group.

Today, there are approximately 24-million teen-agers.

They have a buying power of approximately \$15-billion.

In the ten years since 1957, there has been a 23% increase in the teen-age population and an increase of approximately 50% in teen-age buying power.

It is estimated that by 1975, the teen-age population will be approximately \$30-billion.

All of us have been impressed, I think, by the tremendous success of many products which have slanted their appeal to the teen-age population.

I was startled two weeks ago to read in Newweek that Chevrolet was dropping the sponsorship of the Huntley-Brinkley program.

According to Chevrolet, they have been entirely pleased with the program, itself, but they are going to devote that money to the teen-age market and to television programs that cater to the teen-agers.

This means that more and more of the larger companies have thoughtfully per-used the buying power of the teen-agers and more and more of the advertising dollars, as well as the promotion dollars, are going to the selling job directed at the teen-agers.

This, too, is our feeling for the macaroni industry.

Not only are the teen-agers party-givers and not only are they voracious eaters, but they are your coming market, which is all-important to the progress of the industry.

Inasmuch as teen-age girls now marry at an average of slightly under twenty years, the young-married group, which is becoming larger all the time, is a group that is just barely out of its teens.

Statistics indicate that by 1975, only a little over seven years away, more than 47% of our population will be under 26, and that is your market.

In order to reach this market—to sell it and to hold it—it is our opinion that a great part of our effort and a great part of your effort must be directed at this market.

The older market we now have.

They are virtually a captive market. It is the younger market that becomes overwhelmingly important to the macaroni industry.

Therefore, it would be well for all of us to examine our selling procedures and pitch harder toward this important, present young market and the future young-homemaker market.

These then, are the markets that constitute the central part of the planning of your public relations program.

Macaroni Themes

Now, how do we motivate these markets?

We use a number of themes which we feel present macaroni in the best possible light.

Themes which make macaroni a most desirable food to buy, serve and eat.

The themes we use to motivate these markets have been carefully planned and evaluated through macaroni surveys, discussions with food editors and research among consumer groups.

These themes are:

1. Good taste
2. Nutrition
3. Economy
4. Versatility
5. Low-calorie
6. A fun food
7. Combines with many, many other foods
8. Great for leftovers
9. A universal favorite

All of these themes are skillfully woven into the motivational story of why the consumer should buy macaroni and why she should serve it to her family frequently.

These themes change with the national and the marketing conditions.

Thus, in time of general high prices, the economy theme is stressed.

Sometimes, a whole year's program, combining most of these points, will stress the low-calorie content of macaroni products.

For certain seasons, we specifically will stress the fact that macaroni is an extender—will use leftovers—will easily combine with other foods.

For party themes, particularly for teen-agers, the fact that macaroni is a fun food—a highly desirable food—a great food for the gang—the "in" food.

For the Negro market we stress all of the copy themes, plus the fact that prominent and greatly admired Negro leaders—in sports, stage and political fields—serve macaroni products at home and parties.

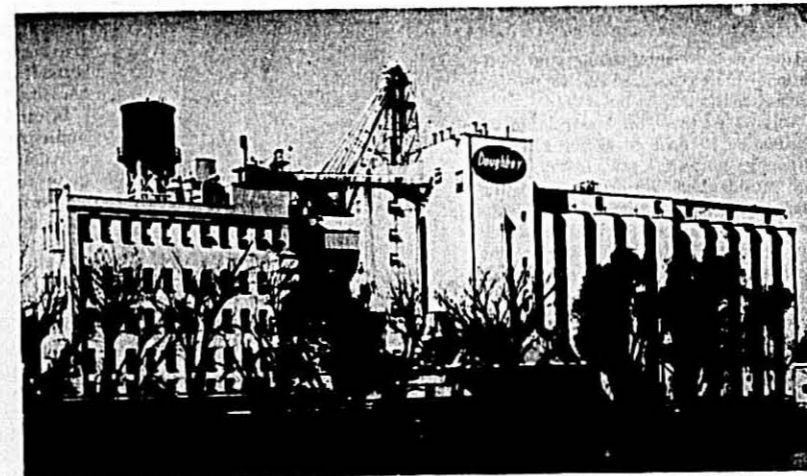
Now, we come to the third phase—the implementation.

(Continued on page 10)

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- 2—Egg Solids and Color Score in Eggs and Noodles.
- 3—Semolina and Flour Analysis.
- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.

James J. Winston, Director
156 Chambers Street
New York, N.Y. 10007

SEPTEMBER, 1967

Eggs Like Grandma Used to Break!



**Egg Solids Frozen Eggs
Dark Yolks a Specialty**



MILTON G. WALDBAUM

Write or Call
Ugon Gardner, Bob Berns
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Wakefield, Nebraska
Cable: Waldbaum (Wakefield)
Manufacturers of Quality Egg Products

A Changing Food Market—
(Continued from page 8)

How are these copy themes and motivational themes carried out to the important markets?

And, for this implementation, I would like to turn to Elinor Ehrman. Elinor, as you all know, is the senior vice president of our organization, the head of our New York office, and generally acknowledged to be one of the top women in the public relations business.



Elinor Ehrman

Comments by Elinor Ehrman
By implementation, we mean selling.

Themes Are Products
In the world of publicity, the themes which have been listed for you become our product. And the editors, the opinion-moulders, are our customers.

The combined staffs of executives, home economists, TV personalities, et al. in our offices in New York, Chicago, and Los Angeles become a unified sales staff selling ideas and themes which will reap increasing profits. In our business, profits are not just in dollars and cents, but consist of lineage in newspapers, magazines, Sunday supplements, cookbooks, and the like. Our profits consist of air time on radio and television.

Different Types of Customers
Our customers, the editors, also operate different types of stores: There are the supermarket chains, such as the newspaper syndicates with outlets in major cities across the country; Associated Press and United Press International are examples as well as the Sunday supplements such as Parade and Family Weekly, which are nationwide.

We also have the big independents in the major magazines, who require a specific style of merchandise tailored to their special audiences. Magazines like Family Circle or Woman's Day look for economy stories. Magazines like McCall's stress a bit of the exotic. Magazines like Seventeen stress ease of preparation and gimmick recipes.

We also have the "mom and pop" stores in the newspapers in major markets, who want material geared to local conditions and local products in season.

And we have our specialty stores—the Negro market, the rural market, the labor publications, who need another kind of product to satisfy their clients—their readers.

Salesman Knows Customers
To be a good salesman, you have to know your customers. In our field of publicity, we have known our customers

and their requirements long and well. This past year's leader—highlighted by our exhibit in the Sun Room—shows a pleasing upward sales trend.

In the comparison, it is interesting to note that there was a 27 per cent increase in major magazine placements and a 57 per cent increase in national syndicates; 60 per cent increase in major market releases, and 150 per cent increase in colored pages.

We sincerely hope that you take advantage of our increased exposure in

all media, and translate these persuasive articles and themes geared to positive reasons of why macaroni should be served, into tangible dollars and cents benefits for you.

In other words, the final steps of our implementation are up to you—the conversion of our publicity selling climate (of increased stories and public exposure to macaroni product themes) into sales dollars and increased per capita consumption of macaroni products.

Press Party Planned

The National Macaroni Institute plans to entertain the New York corps of magazine editors, columnists, and food press at a party at the Tiro A Segno (Italian Rifle Club) on McDougal Street in the Village. Luncheon will be served in the garden room on Wednesday, September 27.

A Pasta Panel will provide the program, meeting the press and answering questions on the highly successful format used at last year's Food Editors' Conference in Boston. The results of that event were many fine compliments from the editors and many fine stories on macaroni products in newspapers from coast to coast.

NATIONAL MACARONI INSTITUTE BOX SCORE
July 1, 1966 — June 30, 1967

MEDIUM	TOTAL No. Circulation	JULY-DEC. No. Circulation	JAN.-JUNE No. Circulation
Consumer magazines: Women's, Youth, Romance, Shelter, Farm, Negro, Spanish, Special Interest	140 482,829,193	82 233,148,048	78 229,681,045
Newspaper Syndicate and Wire Service releases	83 812,361,386+	46 272,182,206+	47 240,189,180+
Daily and Weekly Newspaper releases	22 714,000,000+	20 402,000,000+	12 312,000,000
Sunday Supplements	7 48,582,888	5 38,083,835	2 9,478,054
Color Pages	53 28,473,194	30 13,849,191	23 15,030,043
Negro and Labor Press releases	2 12,000,000	2 12,000,000	— —
Radio and Television releases	7 3,300	6 2,450	1 850
Co-operative Publicity and Advertising	35 companies & organizations with 81 uses	13 companies & organizations with 37 uses	22 companies & organizations with 44 uses
Cookbooks	13	6	7
Trade releases	4 804 publications	2 360 publications	2 244 publications
SPECIAL PROJECTS:			
Food Editors' Conference	8 releases	8 releases	—
Personal Appearance Tour	14 Radio & TV stations, 18 releases, 5,777 requests	11 Radio & TV stations, 3 releases, 4,878 requests	13 Radio & TV stations, 18 releases, 898 requests
Macaroni-of-the-Month Club	12 releases	3 releases	8 releases
Home Economics Advertisement	1	1	—

Opportunities in the School Lunch Program

by Miss Pluma C. Reeve, Director of Food Services,
Colorado Springs Public School System

DO you know about the School Lunch Program?

Boston was one of the pioneer cities in serving lunches to school children of poor families—as far back as 1837. Of course these lunchrooms were privately sponsored, and I'm sure operated at a loss, since a lunch of a hot dish and bread was served for 2¢—or free to those who could not pay.

The idea spread to New York and other eastern cities, with the movement growing during the early 1900's through 1920's. Lunches were simple, with emphasis on "filling" foods rather than on well-balanced meals. Some lunchrooms were operated by school authorities, others by concessionaires, even janitors got into the act. As you can imagine, this situation sometimes meant little regard for nutrition or sanitation.

War Impetus

The draft of World War I gave impetus to a nutritional program, when the public learned that 33½ per cent of the men drafted were rejected because of physical defects traceable to faulty nutrition. Dr. Parran, Surgeon General of the U. S. Health Service said, "We are wasting money trying to educate children with half-starved bodies. They cannot absorb teaching—they hold back classes—require extra time of teachers—and repeat grades. This is expensive stupidity.—Its immediate cost to our educational system is nothing compared to the ultimate cost to the nation." Sounds familiar, doesn't it?

So—even though school lunch programs continued to grow, they were considered a "necessary evil"—a way to keep children on the school grounds and prevent truancy. Unfortunately, some school boards still believe this!

During the depression years, farm products were purchased by the government to support prices, school lunchrooms were given these products, and W.P.A. workers were hired to prepare lunches. Congress passed enabling legislation, and this was the beginning of our federal commodity program. When W.P.A. projects terminated in the early 1940's, most lunch programs were taken over by local school districts.

Again, it took a war and the draft to point out that many thousands of young Americans were rejected because of malnutrition, and the country was

aroused enough for Congress to take action.

Program Established 1964

Our National School Lunch Program was established in 1964; funds appropriated by Congress; and a formula worked out designating amounts apportioned to each state on the basis of per capita income, and population of school age children. More recently the formula was changed to number of school age children participating in the lunchroom program in a state, since obviously there is no point in providing funds to a state where little or nothing is being done to encourage the lunch program.

I'm sure that many of you read in the newspapers last year about the proposed cuts in the appropriations for the School Lunch Program, and the reaction of school people. I admit to having been part of the "lobby" of interested persons—as were school lunch people all over the country—who urged upon our Congressmen that the budget not be cut, but be increased to keep pace with the larger child population. The appropriations voted by the 89th Congress restored the proposed cuts, and the appropriations for the current year are:

School Lunch Program . \$210,855,000.00
Child Nutrition Act 104,000,000.00
Total \$314,855,000.00
(this includes school milk, school breakfast, and non-food assistance for low income areas). Note that we no longer say "poor" areas—they are now "deprived" or "low income"!

Funds Spread Thin

Now, perhaps you are saying—"Gee, I wish I could be a part of a government handout like that." But when you consider that the appropriation is for all 50 states, for 71,300 schools, serving approximately 18 million children per day, 2¼ billion meals per year, you can understand that the amount which reaches any one school district or any one child is not so much.

I might insert here how the funds reach us—the designated funds are assigned to the state of Colorado, to be administered by the Director of School Lunch Division, State Dept. of Education. The Director assigns amounts to each participating school district on the basis of the number of children they

expect to serve, the price of lunches, and whether or not they are in a low income area. The commodity foods are administered by the Director of Commodities, State Welfare Department. And don't ever think that these foods are "free"—we pay public freight carriers to deliver them to us, we pay storage on perishable foods, and we pay our own delivery man to deliver them to the schools.

In the Colorado Springs Public Schools, where we have 12 lunchrooms and cafeterias, we serve almost 900,000 lunches per year. We received this year commodity foods in the amount of approximately \$38,000.00, about 13½ per cent of our total food budget, or about 4¢ per meal served. We have received 2½¢ cash reimbursement per lunch. Estimated total food cost \$265,000.

Hence we are caught in a price squeeze, just the same as private industry or any other institution. We are faced with meeting the minimum wage regulations next year, as well as rising food costs on every side—and on the other side, pressure from patrons, our School Board, the U.S.D.A., and our State Supervisor to keep our prices DOWN.

Where You Come In

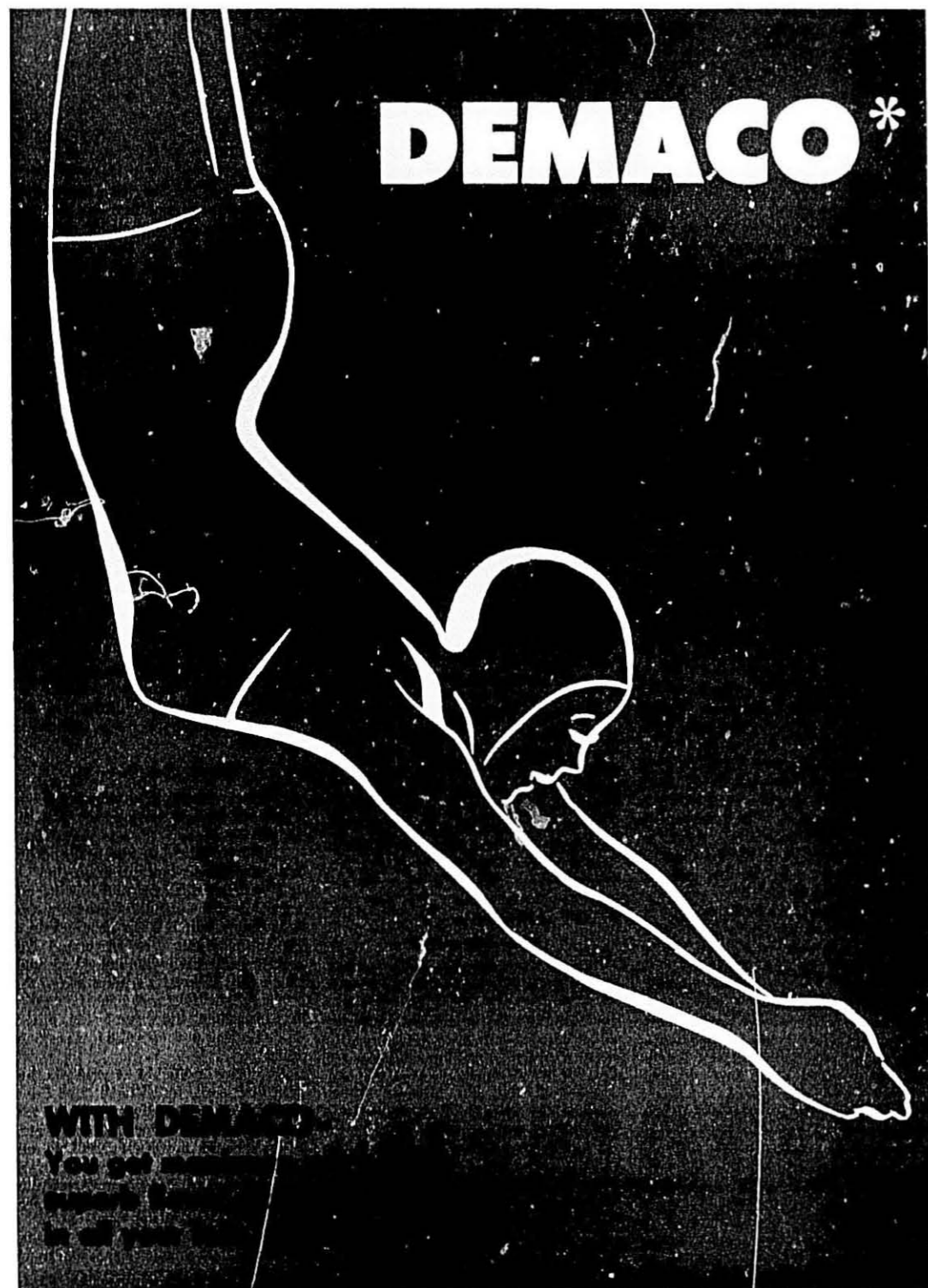
I have gone the long way around to reach where you folks come into the picture.

I believe that all of you realize what a tremendous potential market there is in School Lunchrooms—but this has not always been so. Speaking from my own experience, when I first worked in a lunchroom about 15 years ago, I had only two salesmen who had called upon me in the University dining hall—who realized that there was a sales potential in the school lunchroom—the others thought that our operation was "peanuts."

Because you offer to us products that are: low cost, nutritional, and labor saving, you would be missing a tremendous possible market. Add these other factors: macaroni products are attractive, they are liked and accepted by children, and they are most useful to us as "carriers" for the needed proteins in our school lunches.

Now may I appeal to you as sales people, as how to approach school lunch

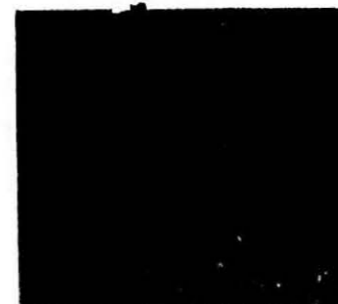
(Continued on page 14)



THE MACARONI JOURNAL

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SEPTEMBER 1967

School Lunch—

(Continued from page 11)

people with your "pitch." While we know that macaroni products contain protein, as all wheat products do, remember that we are not allowed to count this protein when evaluating a lunchroom menu. But we can count the other food values, riboflavin, thiamine, niacin, and iron—and are grateful that a well liked food contains these essentials.

USDA Sets Standards

Because of the standards set up by the USDA, and our state supervisors for what must be included in each Type A lunch, school lunchroom personnel are becoming more and more knowledgeable about products. But I appeal to you to be honest and sincere in whatever claims are made for your products. A lunchroom manager or supervisor is most interested in high quality products, as high as she can afford; in convenience (hence labor-saving); in attractiveness and flavor.

In school systems where foods are purchased on bids, you would have to abide by the specifications given to you. But I would suggest that you do not hesitate to submit alternate bids, with a full explanation of what you are offering.

Writing Specifications

I would write specifications for macaroni products thus:

200 cases Macaroni, elbo, enriched first quality durum wheat, packed in 20 lb. sealed cases.

OR

200 cases Macaroni, elbo, unenriched, good quality durum wheat, packed in 20 lb. sealed cases.

Submit samples of items bid.

Remember that while school lunchrooms must have nourishing and palatable foods, we can seldom afford top quality, and a "second grade" may be perfectly satisfactory for our use, so don't be afraid to offer this. But, be honest in telling the customer that you are offering the second line.

I might mention a company who did a big volume of business here in Colorado several years ago, mostly in the smaller districts, in a product that they claimed was a protein supplement, to be added to hamburgers or meat loaves to "make the meat go further." Our State supervisor became suspicious, and took a sample in from one of the schools—sent it to the U.S.D.A. labs in Washington for analysis. The product was flavored bread crumbs! This same company was making a big thing of Vitamin C added to their pudding mixes

—which is the last place you should look for Vitamin C!

School Lunch Journal

The excellent article by Mrs. Davies in the School Lunch Journal, March, 1967 issue brought to my attention the great variety of items that your industry offers. Since lunchrooms are not specialty restaurants, you will find that most of us like the simpler and better known items—our favorites are thin spaghetti, elbo macaroni, medium size shell macaroni, and medium size egg noodles. With the increased interest in all kinds of Italian foods, lasagna noodles are in our future, as well as tiny shells for soups, and fine noodles for some special uses.

In closing—"Never underestimate the power of women"—most lunchrooms are operated by women. They may be naive, but they aren't dumb; and they appreciate your honesty and sincerity in bringing to them the type of products that they can afford, can use with convenience, and can serve with pride.

Beverly Anderson of the Durum Wheat Institute Comments on the School Lunch Market

As you know, the school lunch market is sizable indeed and important for several reasons: sheer dollar volume in sales potential—the less potatoes and rice used, the more macaroni products you will sell. So, one of our tasks must be to acquaint the school lunch manager and cook with the merits of the product—its storability, low cost, high nutrient content, student acceptance, and constant quality, which doesn't vary with the season.

But, almost as important, is the need to teach proper preparation of macaroni products. The child who is served an over-cooked product, or a dish that is made from a poor quality product will not enjoy it. Not only will he shy away from eating it at school, but he will not wish to eat it at home. School lunch is famous for its influence on the eating preferences as learned experiences—and the foods children like at school are the dishes they will ask for when mother is opening the cookbook.

Here is an opportunity to directly teach almost 50 per cent of our population just how good macaroni products can be.

How to Reach Them

How do we reach the school lunch manager and the school lunch cook? According to Dr. John Perryman, Executive Director of the National School

Food Service Association, we can reach 4,000 managers by exhibiting our educational materials at their annual meetings and visiting with the persons who make the decisions and do the buying. According to Dr. Perryman and Helen Kowtaluk, who is editor of the School Lunch Journal (and very much aware of what her readers are asking for), the managers are looking for new ideas, recipes and information. They feel that recipes printed on standard cards to fit the USDA files with a photograph of the food, would be greatly appreciated, and—what is more important, used. They suggest printing the cards in 100 portion and 6 portion quantities (the 6 portion size so that cooks may do a sample run before they commit themselves and their food to serving 100's). They also suggest that the cards give an indication of the preparation time involved, the cost, and serving suggestions for Type A lunches. The recipes developed for School Lunch would, of course, be planned to incorporate government donated foods and seasonal foods in plentiful supply. As you have heard, the Lamb Council has found this effective.

Home Economist

The Durum Wheat Institute has been fortunate in securing a home economist with an excellent background in quantity food service work by the name of Betty Kraut. Betty has operated her own restaurant, is down to earth, practical, intelligent, and a beautiful blonde. We are sure that she will do an excellent job of recipe development for the program and our new test kitchen includes the equipment commonly found in quantity food preparation kitchens and schools.

Arrangements have been made with Sara Brown, School Lunch Director for the City of Atlanta, to have the recipes field tried in their school lunch program, before they are printed.

The Director of Hospitality Education for the State of South Carolina, D. J. Foust, has volunteered to have the recipes which are developed for the restaurant industry and college dormitory service, tested through the facilities in his state. As Mr. Blish of the Lamb Council pointed out, the recipes must be developed for distinct segments of the food service industry. Recipes which would interest the operator of the Broadmoor Hotel kitchens would not be suitable for School Lunch use; and those which might interest the Executive Chef of United Air Lines wouldn't be of much use to an Army mess sergeant.

(Continued on page 16)

ASEECO VERTI- LIFT

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School Lunch—

(Continued from page 14)

We do not have funds for an extensive program of personal contact and demonstration — though this is undoubtedly the most effective way of influencing the buying public. We could maintain a staff doing nothing but this if the funds were available—the requests come thick and fast, and when feasible we attempt to help out.

St. Louis Project

Mr. David Page, manager of the School Lunch Programs for the city of St. Louis, persuaded us to do a demonstration for their managers and cooks in March. The audience totaled 225 persons. Since Mr. Page had a large group, promised excellent cooperation and it did not conflict with other commitments, we were able to take the assignment. It seemed worth the time and expense. We contacted the macaroni manufacturers in the St. Louis area and appraised them of the workshop. We asked them if they would like to participate. Ravarino & Freschi responded and did a very fine job. I demonstrated on-stage the preparation of a macaroni dish using government donated chicken (the recipe had been chosen by the St. Louis School Lunch staff), pointing out to the audience the versatility of macaroni products, its preparation, and serving. It was not possible to cook the pasta itself in front of the audience, so the film, "Macaroni Menu Magic," was shown. When my portion of the program was completed, Mr. Ravarino spoke to the audience and we all adjourned to the cafeteria where samples of the dish were demonstrated, plus three other recipes using a variety of pastas. Ravarino & Freschi had prepared the other three dishes and donated all the macaroni products used. They also had a display of long goods, short goods, and semolina for the group to inspect as they moved through the line filling their plates. At the end of the line copies of "Economic Gourmet Entrees" and a sample box of a Ravarino & Freschi product were distributed.

Seek Out Questions

Since many women are hesitant to ask questions of a speaker, I circulated about among the tables, answering questions and discussing macaroni products with them. The comments were interesting, and I'm sure that I learned as much, or more, than they did. An interesting side-commentary was made by one woman, who said that she operated a summer resort in the mountains and planned to use mac-

aroni dishes on her menus now. She had heretofore confined herself to rice and potatoes. She didn't say why, and I certainly didn't press her—I just agreed that it would indeed be a fine treat for her customers.

The total cost of this one demonstration—even though none of the food was supplied by the Durum Wheat Institute, except that used in our preliminary test in the Institute test kitchen, and no staff time was included in the total cost—was \$128.23.

The movie, of course, is a demonstration in itself—not as effective perhaps as personal contact, but if audience response is any indication, it is doing very well. From January 1 through May 31, the movie was shown 1,175 times to a total audience of 33,793 persons.

In West Virginia

May I tell you of a most pleasant experience I had in Morgantown, West Virginia, where I had gone to discuss the film and our other educational materials and point out how they could effectively be used. We have been contacting persons on a state level who influence the use of educational materials: the state directors of home economics education, the state extension service leaders, the state 4-H Club leaders, and State School Lunch directors, and if there is a college in the city, and time permits, I call upon Teacher Trainers and Nutritionists at the school. In Morgantown a college professor greeted me with, "Who is responsible for this movie about cooking spaghetti?" I hesitated a moment and she jumped into the breach with: "I want you to tell them thanks, and tell them how much we need such materials and how excellent it is."

Film Strip Available

In the past year or two, Federal funds have made it possible for every classroom to have its own slide and filmstrip projector, and since many teachers prefer to use filmstrips—which they can stop for class discussion at specified points, a filmstrip to supplement the movie was planned.

You may recall that at our last meeting in Florida, slides were taken from the movie which we proposed to use in the filmstrip, and the narration guide was discussed. At that time we planned printing a double-columned narration guide—one an advanced and the other a simplified text. The simple text was to be suitable for use in the Gainful Employment Training Programs which are supervised by the state directors of home economics education and which are being established in every state in the Union.

As printing time approached, we decided that a simple version would be most effective for every learning level and we might be providing a greater service if we included a Spanish translation of the text. Many persons being trained for hospitality industry jobs are of Puerto Rican, Cuban or Mexican birth. The narration guide has been completed and there are copies available.

The filmstrips are for sale at the very low price of \$1.25 which includes can, label, shipping expense and narration guide. You might consider purchasing a print for each school in your area, and for your sales personnel to use as well.

I really must thank again Mr. Blish and Mr. Hickman of the American Lamb Council for the fine job they did in reappraising you of the potential market in the quantity food service field and the part this market can play in both increasing your present food industry sales, and in developing the future domestic market.

Home Economist

Mrs. Herberta Hermann has been named Director of Home Economics for Grocery Store Products Company, West Chester, Pa. It was announced by Donald N. Givler, President of the firm. She succeeds Miss Elizabeth Lahr, who recently retired.

Mrs. Hermann will be responsible for recipe development and testing, as well as consumer service and publicity, for the company B in B Mushrooms, Kitchen Bouquet, Cream of Rice and macaroni products.

For the past 17 years Mrs. Hermann has been with General Foods in White Plains, N.Y., where she was first a product representative and then product publicist and field home economist. Prior to that, she was a home service representative for the Portland Gas & Coke Company, in Portland, Ore.

Mrs. Hermann is a graduate of Oregon State University, Corvallis, Oregon, with a BS degree in Home Economics. She is a member of the American Home Economics Association and has served as membership chairman and treasurer of local chapters of the AHEA's Home Economists in Business division.

New Parmesan Pack

Borden Foods Company displayed a new pack of Parmesan cheese in 3-ounce and 8-ounce sizes at the convention of the National Food Distributors Association.

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For 25 years ads like these have been prepared by advertising agencies who volunteer their services. Radio and television give time on the air; space is donated by newspapers and magazines. Last year alone, for example, business publications like this one gave more than a million dollars' worth of space in the public interest through The Advertising Council of which the American business press is a part.



25 years of advertising contributed for the public good

new

Ambrette Cyclo-Mixer Extruder with Twin Die Head for... continuous mixing, kneading, developing and extruding.

NEW TYPE HIGH SPEED CYCLO-MIXER

Flour and water are completely mixed with each particle receiving proper amount of water. Eliminates dry lumps found in conventional mixer.

NEW TYPE FLOUR FEED SYSTEM

Flour fed to cyclo-mixer by precision control resulting in a uniform and constant feed.

NEW TYPE WATER FEED SYSTEM

Water is filtered and fed under constant, precision control to the cyclo-mixer. Control is by micrometer adjustment with sight flow feed.

NEW TWIN HEAD DIE

Solid one piece head with two dies for slow extrusion with high production.

NEW CUTTING DEVICE SYSTEM

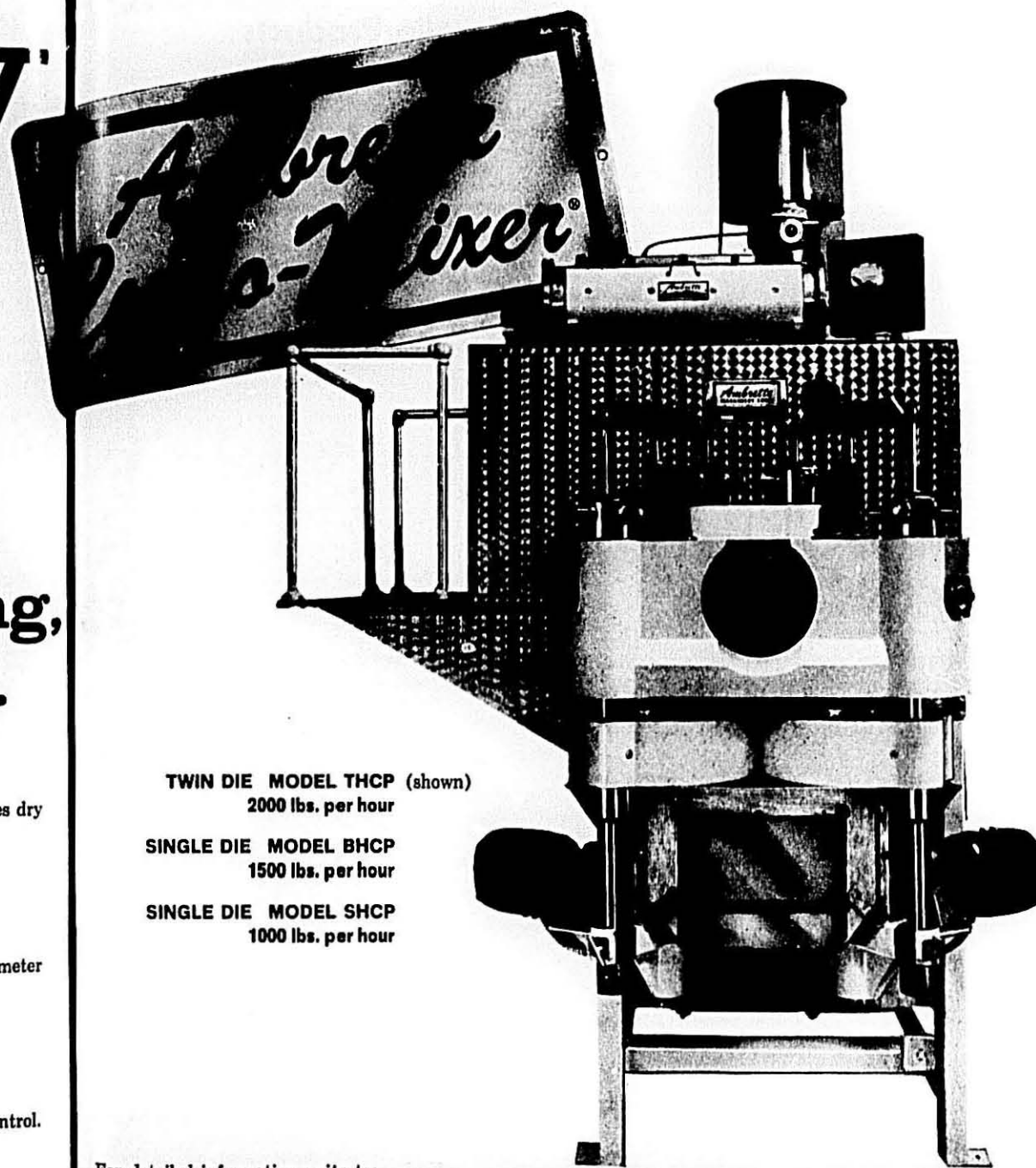
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

NEW TYPE SCREW FORCE FEEDER SYSTEM

Force feeder maintains constant feed of dough to screw under pressure.

NEW TYPE EXTRUSION SCREW AND ANTI-FRICTIONAL METAL LINER

High production screw with low speed. Anti-frictional metal liner in screw housing for long wear and low friction.



TWIN DIE MODEL THCP (shown)
2000 lbs. per hour

SINGLE DIE MODEL BHCP
1500 lbs. per hour

SINGLE DIE MODEL SHCP
1000 lbs. per hour

For detailed information write to:

AMBRETTE MACHINERY CORPORATION

Egg Solids Analysis of Noodle Products

By James J. Winston

There are three official procedures published in the Book of Methods of the Association of Official Agricultural Chemists (1) These consist of the following:

1. Lipoid P205—Most adaptable for routine analysis and yields the results in 1-1½ days.
2. Cholesterol Bromination — Very time consuming. Takes about 3 days for completion.
3. Cholesterol Digitonin — Takes about 2 days for completion.

A review of the above procedures and methods of calculating the egg solids using the official formulas is in order.

The Lipoid P205 study was initiated in 1923 and the results were published by Raymond Hertwig (2). This was followed by an extensive study by Ruth Buchanan (3) in 1924. As a result of these two investigations, the following formula was adopted for calculation of egg solids:

$$\% \text{ Egg Solids} = \frac{\% \text{ Lipoid P205(D.B.)} \times 1.1 - 0.55 \times 100}{(1.78 - 0.055) - (1.38 - 0.055)}$$

The factor 1.38 is substituted for 1.78 when Whole Eggs are used in the manufacture.

An explanation of the formula is as follows:

Lipoid P205 — Obtained from sample during the course of analysis.

D. B. — Calculated to a moisture free basis—based on the moisture of the sample analyzed.

0.055 — Equals average percentage of Lipoid P205 (D.B.) present in durum flours.

1.78 — Equals average percentage of Lipoid P205 (D.B.) present in yolks.

1.38 — Equals average percentage of Lipoid P205 (D.B.) present in whole eggs.

1.1 — Equals factor used to compensate for the loss of Lipoid P205 during the course of manufacture.

The Lipoid P205 is a factor that is derived from the lecithin present in the egg ingredient. In 1945, Winston and Jacobs (4) presented a method for differentiating between egg lecithin and soybean lecithin in macaroni and noodle

products.

In 1952 and 1953, the Referee of the A.O.A.C., Dr. V. E. Munsey, instituted additional collaborative studies of the Lipoid P205 procedure by modifying slightly the current procedure in order to make the determination more accurate. The results were published in the Journal of the A.O.A.C. (5) and (6) and made official. Our laboratory played an important part in the above collaborative studies, and the publications show that our results in all the tests agreed closely with the amounts added to the noodle products.

Cholesterol Bromination

Dr. E. O. Haenni studied the Cholesterol Bromination Procedure and published a paper on this method (7) which subsequently became a second official procedure. In this involved and time-consuming test, the cholesterol is determined and the egg solids calculated using the following formula:

$$\text{Egg Solids \%} = \frac{C \text{ (D.B.)} - 0.024 \text{ (D.B.)}}{(2.88 - 0.024) - (2.11 - 0.024)} \times 100$$

C — % cholesterol obtained by analysis

D.B. — Dry basis (moisture free)

0.024 — Average cholesterol present in durum flour (D.B.)

2.88 — Average cholesterol present in Yolk (D.B.)

2.11 — Average cholesterol present in Whole Eggs (D.B.)

This Cholesterol Bromination Procedure was subsequently followed by the application of the Digitonin Cholesterol procedure (sterols) method #3. This is less complicated and less time consuming than the Haenni Bromination test.

Under the auspices of Dr. V. E. Munsey, Referee of Cereal Products for the A.O.A.C., another collaborative study was initiated in which our laboratory participated as the only non-government chemists. The results of this study were published in the Journal (8) and adopted as another official procedure. The following formula is used for calculation of egg solids:

$$\text{Egg Solids \%} = \frac{\text{Sterols (D.B.)} - 0.52}{(2.88 - 0.052) - (2.17 - 0.052)} \times 100$$

Sterols — % obtained by analysis by precipitation with Digitonin.

D.B. — Dry basis (moisture free)

0.052 — Average amount of sterols (D.B.) present in durum flour.

2.88 — Average amount of sterols (D.B.) present in Yolk.

2.17 — Average amount of sterols present in Whole Eggs (D.B.)

It is our opinion, based on thirty years of experience, that a chemist familiar with the above procedures will obtain a close correlation using the different methods on the same sample unless the sample has been in storage for more than six months.

Recently, one of our clients sent us a tabulation of egg solids results obtained on 13 different samples of noodle products analyzed both in their laboratory and in our laboratory. These results are very significant, since they show a high degree of correlation obtained by chemists who are experienced in this type of analysis.

This company is the San Giorgio Macaroni, Inc. located in Lebanon, Pennsylvania, where the chief chemist, Lester H. Reed, and his assistant, Shari Fair, analyzed the noodles using the Lipoid P205 procedure. Their results as noted from the data, agree very closely with the results obtained in our laboratory. The average differential in the egg solids of these 13 samples is plus or minus 0.2%.

Egg Solids Results

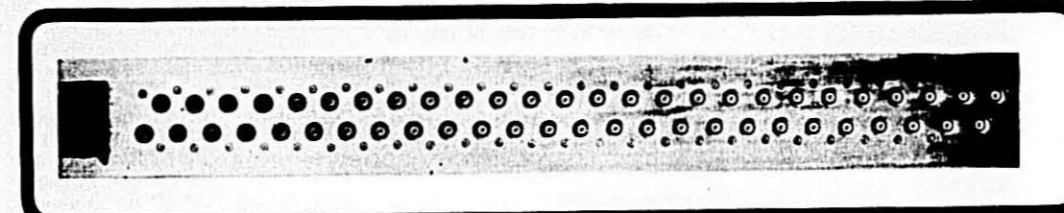
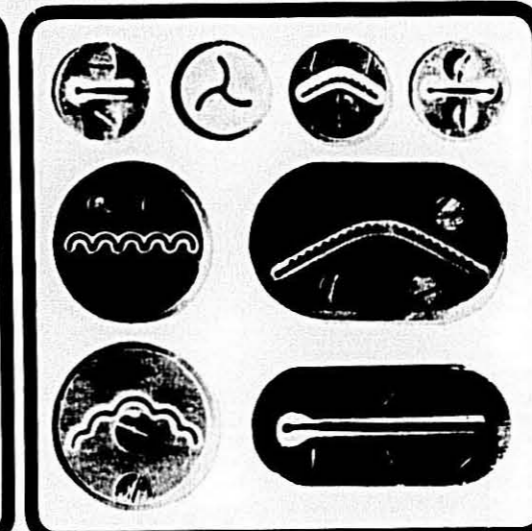
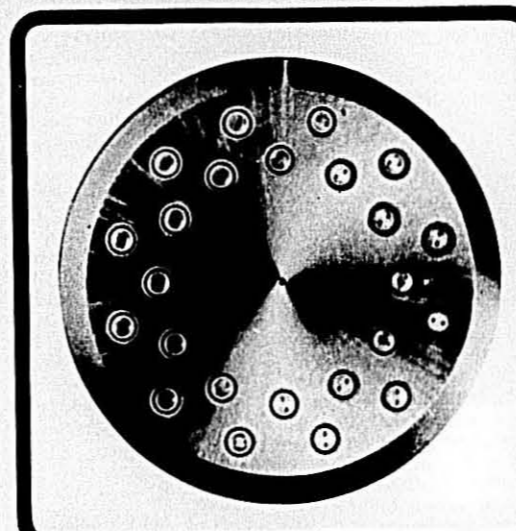
Sample No.	San Giorgio Laboratory %	Jacobs-Winston Laboratories Inc. %
1	5.56	5.81
2	5.50	5.06
3	5.81	5.65
4	5.81	5.50
5	5.81	6.05
6	5.50	5.65
7	5.89	5.89
8	5.65	5.65
9	5.81	5.98
10	5.30	5.00
11	5.50	5.50
12	5.40	5.80
13	5.30	5.10

Literature Cited

- (1) Book of Methods A.O.A.C., Tenth Edition 1965
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- (4) J. J. Winston & B. R. Jacobs, Ibid., vol. 28, August 1945
- (5) V. E. Munsey, Ibid., vol. 35, August 1952
- (6) V. E. Munsey, Ibid., vol. 36, August 1953
- (7) E. O. Haenni, Ibid., vol. 24, February 1941
- (8) V. E. Munsey, Ibid., vol. 37, May 1954

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Egg Processing Gains

Production of liquid egg products (ingredients added) during June 1967 totaled 92,561,000 pounds, according to the Crop Reporting Board. This was 2 per cent more than the preceding month and an increase of 12 per cent from June 1966. Accumulative production of liquid egg during January through June 1967 totaled 434,996,000 pounds, 28 per cent above the same months of 1966.

Liquid egg produced for immediate consumption during June totaled 6,120,000 pounds, up 21 per cent from the preceding month and up 79 per cent from a year earlier. The quantity used for drying amounted to 33,917,000 pounds—20 per cent above the June 1966 total. The quantity used for freezing totaled 52,524,000 pounds compared with 51,028,000 pounds used a year earlier.

More Egg Solids

Egg solids production totaled 7,764,000 pounds during June 1967. This was an increase of 1 per cent from the preceding month and 27 per cent above the same month a year earlier. Egg solids production during the 6 months January through June 1967 totaled 37,223,000 pounds compared with 27,365,000 pounds during the same period of 1966. Production of whole egg solids during June 1967 amounted to 1,555,000 pounds—up 24 per cent from the June 1966 production. Output of albumen solids during June totaled 2,108,000 pounds, up 24 per cent from a year earlier. Output of yolk solids was 2,199,000 pounds compared with 1,863,000 in June 1966. Production of "other solids" was 1,802,000 pounds compared with 1,785,000 pounds produced in June a year earlier.

Salmonella Test

A new lab technique developed by the Agriculture Department may cut by two days the time required to test pasteurized dried whole egg for salmonella contamination, the department reports.

USDA now requires pasteurization of all egg products produced under inspection and moving in interstate commerce. But tests still must be made to check for inefficient pasteurization or post-pasteurization contamination.

California Produces Eggs

Chicken eggs valued at \$229,000,000 nosed out cotton for third place in gross income ranking in California's leading agricultural commodities in 1966. Cattle held the top spot with dairy products second.

Egg production in California doubled in the past 10 years—from four billion in 1957 to eight billion in 1966. California ranks No. 1 in egg production in the United States, accounting for 12 per cent of the total.

U.S. Egg Production

Egg production in July totaled 5,886,000,000 compared with 5,477,000,000 a year ago and 5,298,000,000 for the five-year average, up seven per cent.

January through July inclusive was 41,282,000,000 for 1967; 38,764,000,000 for 1966; 38,265,000,000 average 1961-65, up 6.5 per cent.

Dr. Sullivan Retires

Dr. Betty Sullivan, Flour Mills vice president and director of research, retired June 30 after 43 years with Peavey Company at the Minneapolis research laboratory. Miss Sullivan came to work for the Russell-Miller Milling Co. as an assistant chemist in 1922 after her graduation from the University of Minnesota with a B.S. degree in chemistry. In 1924 and 1925 she left Russell-Miller temporarily in order to take advantage of an international education scholarship to study at the University of Paris and the Pasteur Institute in Paris, France. Upon her return to Russell-Miller in 1926 she was made chief chemist. She received her doctorate in biochemistry from the University of Minnesota in 1936. In 1948 she was named vice president and director of research for Russell-Miller, a post which she assumed at Peavey when Peavey acquired Russell-Miller in 1954.

Studies Lipids

Miss Sullivan has done extensive work in the area of lipids in wheat and flour, moisture in wheat and flour, the effects of oxidizing and reducing agents on wheat and flour and air classification in milling. She is known nationally and internationally for her research and for her service on national committees dealing with cereal chemistry and the food industry. She presently serves on the United States Department of Agriculture Research Advisory Committee. She has received the Thomas Burr Osborne Medal, the Garvan Medal and the University of Minnesota Outstanding Achievement Award for her work in cereal chemistry.

Information

Information, its communication and use, is the web of society; the basis for all human understanding, organization and effort.

—John Diebold

Skinner Named to National Marketing Committee

U. S. Secretary of Commerce A. B. Trowbridge has announced the appointment to the National Marketing Committee of Lloyd E. Skinner, President of Skinner Macaroni Co., Omaha, and Board Chairman of the National Small Business Association, Washington, D.C.

This Committee of 53 marketing and education leaders will provide Commerce Dept. officials with advice and recommendations on the Government's marketing and business policies. A second purpose is to create closer ties between the Department of Commerce and the business community.

Mr. Skinner has been Chairman of the NSBA Board of Trustees since 1966 and is immediate past President of the Association. He is a Director of Grocery Manufacturers of America and Mississippi Valley Association; a Director and past President of the National Macaroni Manufacturers Association. Mr. Skinner also has been a Governing Member at Large of The Arthritis Foundation and is founder and past President of the Nebraska Chapter of The Arthritis Foundation.

Potato Picture

Lowly potato highlights trend in food processing. Key indicators:

Nearly 40 per cent of crop went to consumer in processed form in 1966, compared to just under 14 per cent 10 years earlier.

Agriculture Department reports breakdown, based on 1965 crop, as 13.5 per cent for potato chips, 8.6 for dehydrated and 15.9 for frozen. In Idaho, nearly 60 per cent of the crop was processed.

Department economists comment: "Homemakers who value their time at 50 cents an hour or more will be way ahead preparing three out of four potato recipes with processed potatoes rather than fresh ones."

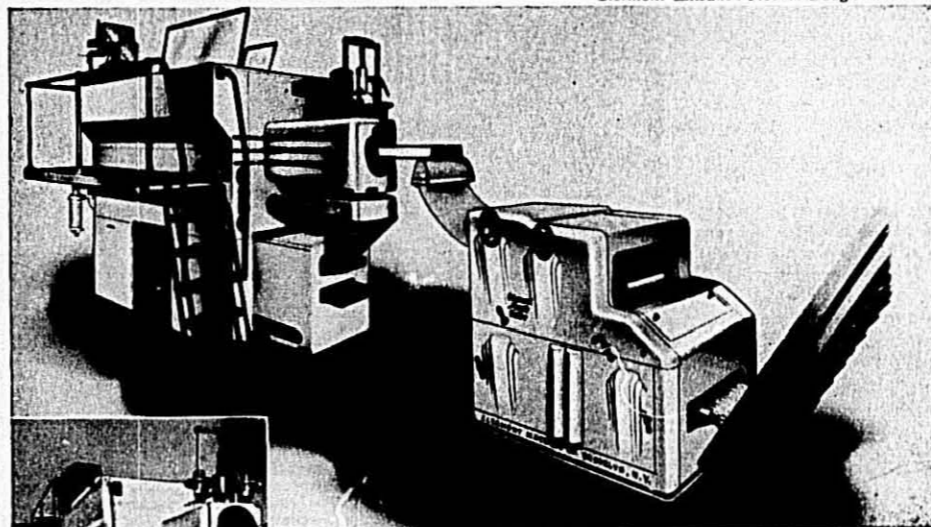
From Chain Store Age

Managers shift to smaller (10-25 case) features to generate more sales-per-man-hour from fewer payroll dollars. Cuts in allocated labor (grocery) range from 8-15% in Midwest, up to 10% in East.

Kroger, Chicago, uses multi-item, traypack ends... five to ten case stacks for each product on display. Plus benefits from mini-displays: Ends turnover weekly, eliminating clean-up features; fewer item overstocks in storage.

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.

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Drouth Hurts Crop

North Dakota Senator Quentin Burdick predicts small grains in the state will be off 50 per cent in output because of the long dry spell.

Canada's crop may be cut to less than half of last year's output. If so, Canada will be hard put to maintain its position in the world export market.

In South Dakota, the small grains are "made," observers say, and a bountiful crop appears in prospect. On the Minnesota side of the Red River Valley everything looks good.

Moisture has been critically short in central and northwestern North Dakota and in northeastern Montana. Unusually cool weather in June and early July helped but the drouth persisted along with hot weather towards the end of July.

July Forecast

The government prediction for the nation's wheat production this year as of July 1 would be another all-time record at 1.5 billion bushels. The Northwest crop, if it reached expectations, would be a new record. The area's durum predicted at 78,048,000 bushels, would be a modern record, but short of the fabulous 95,000,000 produced in 1928 and just under the 78,059,000 in 1927.

Harvest is likely to be about two weeks late throughout most of the Upper Midwest, as a result of widespread snow in April which delayed seeding from two to four weeks. Cereal rusts are light and will not likely affect production greatly this year.

Eugene B. Hayden of the Crop Quality Council says important shifts to new wheat and durum varieties occurred this year. Crim, Chris and Justin are the leading hard wheat varieties, while Wells is the leading durum type. About 60,000 acres were seeded to Leeds this spring. This new variety is expected to increase rapidly in acreage next year because of its good yielding ability, larger kernel size, and excellent stem rust resistance.

Drastic Drop

Durum wheat prospects declined in the month by nearly 23,000,000 bushels to a projected 55,574,000 bushels as of Aug. 1. "Deficient rainfall in the important durum states caused the decline," the U.S.D.A. stated. Other spring wheat also suffered from dry weather, causing a revised harvest projection, as of Aug. 1 of only 219,499,000 bushels, down 10% from the July 1 estimate.

Total wheat production this year is reckoned at 15% more than the 1966 crop of 1,310,642,000 bushels and 24% above the 1961-65 average of 1,214,024,000 bushels.



International's Durum Sales Group, backgrounded by the company's new U.S. corporate symbol, discuss their sales plan for the coming year. From left: George Hockenbush, senior account executive, Chicago; Dick Vessels, assistant durum products sales manager; Sol Maritato, durum products sales manager; Bill Brezden, senior account executive, Minneapolis; and Andy Rondello, senior account executive, New York. The introduction of the new symbol coincided with the celebration of the 75th anniversary of the company's founding in New Prague, Minnesota in 1892.

Egg Marketing Conditions

The president of a food chain and a marketing research specialist will report at the National Poultry and Egg Marketing Conference how they converted eggs from an accommodation item to the top-profit item in the dairy case, outselling 17 other items.

The marketing conference, to be held in Chicago September 14-17, is sponsored by the Institute of American Poultry Industries. It will be held at the La Salle Hotel.

Merchandising

The report by Karl Kepner, Purdue University and Michael de Fabis, president of Safeway Quality Foods, Inc., Indianapolis, Ind., will be a feature of the Friday morning session on shell eggs.

A new arrangement of dairy case items, tested in de Fabis' stores, resulted in an unexpected sales increase in eggs, raising the turnover rate to 17.6% and giving them a 311% return on investment.

"The change we made is the first idea I've seen developed in a long time for bringing egg sales up to where they ought to be," the Indiana retailer says. Speaking at the same session, Arnold G. Whittaker, marketing director of Sealtest Foods, Inc., will report on tests they ran.

They offer further confirmation that, properly displayed, eggs can be the

dairy department's top profit item. Even more important to the retailer is the fact that both tests show eggs can provide the leverage needed to increase the total profit of the dairy department.

Winding up the Friday morning egg session will be Fred Munroe, Home Juice Co., Melrose Park, Ill.

Munroe reported at Fact Finding that egg sales on their routes increased five times. He now has further evidence on why their consumers are using more than the average number of eggs.

Richard Riley, Earl K. Riley, Inc., Chicago, will preside at the session.

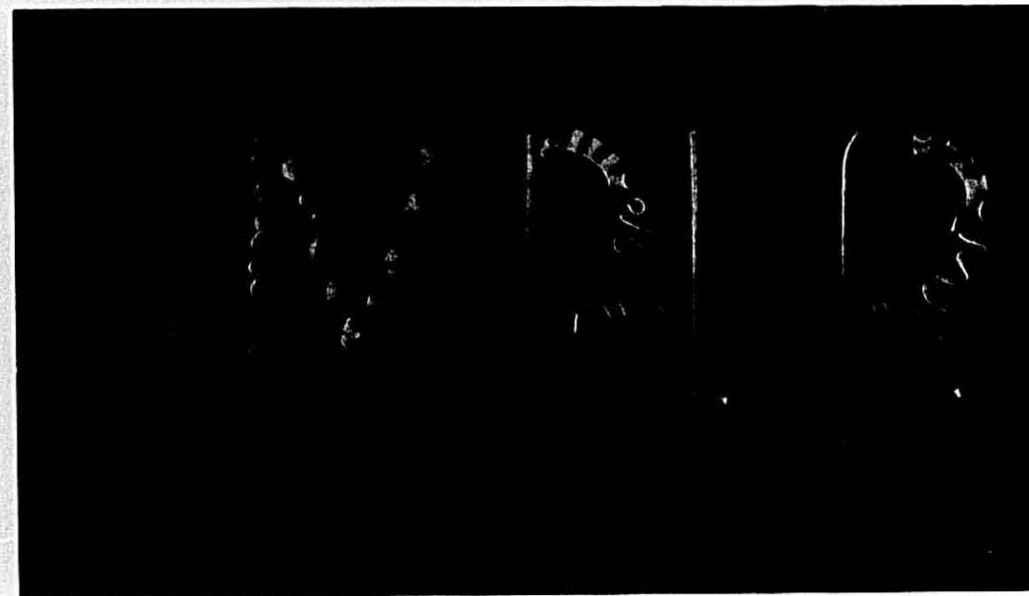
"Facts these speakers will present have never been available before," says Frank Wollney, Institute programs director. "This is the kind of information retailers, distributors, brokers, and egg handlers can all use to increase sales."

Shell Egg Quotations

A session on shell egg quotations is scheduled for Saturday morning, and roundtable sessions for shell egg integrators and processors will be held both Friday and Saturday afternoons.

The program also includes sessions of special interest to processors, distributors and retailers of broilers and turkeys.

Full details are available from the Institute of American Poultry Industries, 67 East Madison St., Chicago, Ill. 60603.



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Packaging Regulations Passed

The Food and Drug Administration published the final regulations on fair packaging and labeling of foods July 21, 1967, with few concessions to the protests registered in more than 300 written comments filed on the proposals.

The FDA said the regulations will be effective December 21 for all new packages, new label designs and labels that have been reordered. All other food packages in interstate commerce must be in compliance by July 1, 1968. This will permit packagers to use up existing stocks, FDA said.

In addition to reviewing the comments filed on the March 17 proposals, FDA consulted with and leaned heavily on the advice of the executive committee of the Association of Food and Drug Officials of the U. S. and consulted the committee on laws and regulations of the National Conference on Weights and Measures.

Super Market News reported that FDA settled some of the points of greater controversy as follows:

- "Dual Declaration" is required. On packages of less than four pounds or one gallon and labeled in terms of weight or fluid measure: The declaration shall be expressed both in total ounces and for instance, pounds and ounces, where applicable.

- Transparent outer containers or wrappers are requirements where they do not obscure underlying labeling information.

- Type size of net quantity declarations—Regulations call for type sizes established in relation to the available container surface area. Regulations also provide for more explicit computation of the area of the principal display panel.

- Special forms of foods, such as sliced or diced—must be part of the name of the product or by label illustration be shown on the labeling.

- Statement of net contents must be placed in approximately the same area, the lower 30 per cent of the principal display panel, on all food packages.

- Terms such as "jumbo pound" or "full gallon" must be eliminated.

- Ingredient listing must be stated in the order of decreasing predominance "to show the consumer the relative quantity of each ingredient in a commodity."

A statement of policy on the timing of the appearance of new labeling and packaging under the regulations was also published in the July 21 Federal Register. It provides for extensions for stocks of packages and labels beyond July 1, 1968, on an individual case basis

and upon a showing of "good cause" which must include evidence:

- (1) that stocks in question are in compliance with present terms of the Federal Food, Drug and Cosmetic Act and regulations;

- (2) that due diligence has been expended in devising and obtaining labels and packages in compliance with the new regulations insofar as facilities of the manufacturer permit; and

- (3) that the stocks did not result from a deliberate attempt to overstock.

Paramount Packaging Corp. Opens New Plant

Paramount Packaging Corporation, Chalfont, Pennsylvania, announces the opening of a new flexible packaging converting plant, containing approximately 50,000 square feet, in Murfreesboro, Tennessee (Greater Nashville area). This modern facility is situated on an eleven acre site in the Rutherford County Industrial Park adjacent to programmed U. S. Interstate 80.

Paramount is one of the largest independent companies for the printing and converting of flexible packaging in the United States. Industries served include manufacturers of fresh and frozen baked goods, prepared foods, produce, meats, cheeses, candies, snack foods, textiles, paper goods, liquors, and "convenience foods."

The plant is completely air conditioned throughout and designed to provide for maximum manufacturing efficiency. The production facilities include the latest in printing and bag making technology. Products to be converted include polyethylene, polypropylene, cellophane, coated glassine, aluminum foil, and laminated products.

Site for Customer Service

The company president, Mr. Theodore Isen, said that this geographic location was selected because it is an ideal center in which Paramount can provide broader coverage to its customers in the rapidly expanding markets in the Southeast, Southwest, and Central United States.

The new facility will be managed by Mr. Robert Kirkman who has over a decade of experience in industrial management.

While corporate headquarters for Paramount will remain in Chalfont, Pennsylvania, plans have been made to expand office space to accommodate the enlarged management staff.

Mr. Isen further stated that this is the first expansion move which will lead to the further erection of additional regional operations in the next few years.

Gooch Uses Polyethylene

Gooch Food Products Co., Lincoln, Neb., uses a transparent polyethylene package with a picture and recipe design for its 10 pasta specialty products under the Martha Gooch label.

Two recipes are on the back panel of each package. A dish showing the prepared food is on the front panel in color.

The Impact of Packaging

Remus A. Harris, V.P. & Director of Business Planning and Development, MacManus, John & Adams, Inc., New York City

WHAT is packaging?

Packaging is a major weapon of total marketing warfare, designed to communicate a brand's superiority over its competition, through its physical properties, color, symbolic imagery, graphic and physical design. It must communicate this superiority with sufficient force to compel initial and continuing purchase of the brand.

As a weapon of total marketing warfare, a package can be so superior that it does a major job in building a brand's franchise—or it can also be a weapon which a marketer turns against himself to destroy his own business.

Now, before we can start to determine the impact of packaging on the consumer, perhaps we should analyze exactly where packaging fits in the total marketing mix.

Total Marketing System

Here we see the Total Marketing System organized in chronological sequence.

This Total Marketing System is made up of sixteen steps.

1. Strategic Product Plan
2. Evaluation of Product Categories
3. Initial Consumer Research
4. Market Analysis
5. Product Concepts
6. Concept Tests
7. Production Feasibility
8. Financial Feasibility
9. Market Planning
10. Evaluation of Profit Opportunity
11. Manufacturing
12. Test Marketing
13. Market Expansion
14. National Introduction
15. Monitor Franchise Development
16. Test and Implement Improvements

Since the packaging strategy is an interdependent strategy that fits into

the marketing strategy, this bare fact might lead someone to believe that the package is relatively unimportant in the Total Marketing System.

Process of Purchase

Now, where does the package fit in the consumer process of purchase?

At the first stage, the consumer sees or hears advertising for a brand, or she reads about it in a publicity article, or hears about it from a friend. Of course, it often happens that the consumer discovers the brand for the first time when she sees the package on a shelf or on display. But in this analysis, that is the second stage in the process.

Brand Image

So, at the first stage, advertising communicates the image of the brand's reality—a mental image of the brand begins formation—so the advertising is the brand to the consumer at this stage, until she sees the brand package at point-of-purchase.

For advertising to communicate the image of a brand's reality, the package must become an important part of the advertising. That is why many astute marketers in grocery products, toiletries and cosmetics make dominant use of the package in television and in print—to convey the reality of their brand.

On Shelf or Display

At the second stage, the consumer sees the brand package on shelf or on display. Many efficient and accurate research studies indicate conclusively that the consumer takes very little time in making shopping decisions. Such decisions are made in seconds, not minutes.

Furthermore, according to the Seventh DuPont Consumer Buying Habits Study, nearly seven out of ten purchases result from a final decision made at the point-of-purchase. In some categories, such as baked foods, cookies, crackers and snacks, frozen foods and most groceries—about eight out of ten or 80 per cent of purchases are unplanned and are decisions made at the point-of-purchase. Ninety per cent of the final purchase decisions for some product categories are made right at the point-of-purchase. These essential facts place a great burden on the package to perform.

So, in the second stage of our process of purchase, the package is the brand to the consumer, at the point-of-purchase, until she is induced to purchase and try what is contained in the package.

Therefore, the package must communicate the brand's superiority over

its competition through its physical properties, its color, its symbolic imagery, its design, and do it with sufficient force to compel purchase.

Price

In the third stage of the process of purchase, the consumer sees the price of the brand. Until the first purchase, the price is a symbol of value to the consumer in direct relationship to the brand's advertising and packaging and in comparison to all competition. The price must communicate a positive value—in relation to all competition—with sufficient force to compel purchase.

The package plays a dominant role in conveying value to the consumer—through its quality, appeal, attractiveness, its emotional appeal, its tactile and color properties, and through its physical and graphic design.

Purchase

At the fourth stage in the consumer process of purchase, the consumer purchases the brand.

At this stage, the brand has become worth a trial. It has an appealing advertising and packaging image, and the price has been judged a positive value in relation to the advertising, packaging, and values of all competition. So as a brand, it is worth a trial.

Time of Trial

At the fifth stage, the consumer tries the product at home.

At the time of trial, the brand as an image becomes the product as a reality for the first time. As the brand is tried, the combined impression made and maintained by the advertising, packaging and value symbol are transferred to the product itself and influence the consumer's judgment of its appearance, use and performance.

Also, at the time of trial, the consumer experiences for the first time the basic tactile feel of the package in use, its convenience, its proper or improper performance—and the package either enhances the brand's superiority, or it does not. Many packages have been redesigned because of consumer letters flowing into manufacturers telling them ways in which the product package could be improved. In such cases, the consumer discovers what the marketer should have known in advance.

Customer or Not?

At the sixth stage in the process of purchase, the consumer becomes a customer—or not.

She only becomes a customer when the total entity of the brand satisfies her needs and wants, known and expressed, as well as unarticulated, better

in some ways than they are being or can be satisfied by competition.

This clearly indicates that, under the conditions imposed by self-service shopping habits and attitudes, a brand and its package must be equipped to develop a positive psychological relationship that will make consumers want to buy for the first time and keep coming back for more—without switching brands.

Analysis of the package in this process of purchase reveals just how important it is in the total marketing mix. For we see that packaging plays a vital role in seven areas:

1. Building brand awareness.
2. Building brand attractiveness.
3. Building brand familiarity.
4. Compelling brand purchase.
5. Contributing to superiority in brand trial and use.
6. Contributing to brand purchase.
7. Building brand loyalty.

Basic Characteristics

In order for a package to accomplish the specific purposes required of it, it must have seven basic characteristics:

1. It must have high visibility—instantaneous visibility.
2. It must be memorable—drive its image into the consumer's subconscious mind.
3. It must be attractive—compel the consumer to reach for it.
4. It must convey true value—enhance the pricing structure of the brand.
5. It must perform in use—perform with superiority over all of its competitors.
6. It must be easy to handle—to pick-up, to put down, to place in the pantry, to open, to use in every way.
7. In addition, it must be economical, within the framework of the brand's own competitive retail price and cost-of-goods structure.

While, of course, some of the foregoing may seem to be an over-simplification—nevertheless, we have set up seven objectives that a package must achieve in today's marketing mix, and seven characteristics required to fulfill these objectives. As simplified as it may sound, how many major and sophisticated manufacturers sometimes overlook one or more of these seven objectives to their own embarrassment and financial loss?

Determining Impact

Now, how do we determine the impact of these characteristics on the American consumer? There are ten (Continued on page 28)

Impact of Packaging— (Continued from page 27)

steps that can provide most of the answers.

In preparation for this meeting, we contacted over 200 leading firms in different packaged goods businesses, in packaging research, in packaging design, and in packaging material development. We requested information on how they determine the impact of packaging on the consumer.

The replies to our requests for information were most generous in providing material, and everyone was extremely cooperative. But, one basic fact emerges from our correspondence and talks with over 200 firms. Only a small percentage of them do any thorough package research whatsoever.

If they take any of the ten steps which we are going to outline, it is usually no more than two, sometimes three or four.

Ten Steps

Assuming that the problem is to design a new package for a new product, or to redesign an old package for an established brand—here are the ten steps that provide a discipline for determining the impact of packaging on the consumer.

1. First, through qualitative research at point-of-purchase, and point of use (in homes), measure the effectiveness of current packages in the product category now on the market. This step is accomplished by in-store interviews at the point-of-purchase and in-home interviews concerning each of the packages that constitute the present product category.

2. In addition, group interviews with consumers should be conducted so that the consumers' emotional juices flow as they comment about competitive packages.

3. Controlled measurement tests of competitive packages should be made. These consist of controlled visibility tests, display effectiveness, and color association tests. The controlled visibility tests should be made with the tachistoscope procedure (sometimes called the T-meter technique), the angle camera technique, and the eye movement technique. Display effectiveness should be tested through controlled tests, as well as at point-of-purchase; and color association tests should be made of all competitive packaging.

Since you are probably going to hear all the details of these research techniques separately at this meeting, or know of them already, it is not our purpose to go into detail. Nevertheless,

these techniques outlined can help determine the impressions that a package creates as to size, content and brand image, during its period of immediate communication to the consumer.

Each of these steps measures perception and emotional communication. And it is undoubtedly true that the package is the most emotional element in the total marketing mix—including advertising.

4. A qualitative attitude and awareness study of the entire competitive product category should be made to turn up the underlying attitudes of consumers toward the types of packages currently used and awareness of the various brands at different levels of consciousness. Many times, a qualitative study of this type leads to specific packaging innovations and is of positive help in avoiding future mistakes and shortcomings.

5. After the qualitative attitude and awareness study has turned up specific information, for additional study, a quantitative attitude and awareness study should be made. The quantitative awareness study should turn up brand awareness on a top of the mind basis, as well as on a probe basis. Share of mind precedes share of market—and our research studies indicate conclusively that at mature stages in a brand's life cycle, share of mind equals share of market. A quantitative attitude study should be of great value in determining the characteristics that a new package development should provide to assure satisfaction of consumer needs and desires.

6. After completion of the qualitative attitude and awareness study and the quantitative awareness and attitude research, a package strategy statement should be prepared that spells out specific packaging objectives that the new design or new package is to achieve.

Color Selection

7. Color selection is the next step. At this stage, color experts should be called in to help provide the best possible color selections for the product category. As Johannes Itten says in his magnificent work, "The Art of Color": "Color is life; for a world without colors appears to us as dead.

"Nothing affects the human mind more dramatically than the apparition of a gigantic color corona in the sky. Thunder and lightning frighten us; but the colors of the rainbow and the northern lights soothe and elevate the soul. The rainbow is accounted a symbol of peace."

In today's color explosion—in fashion, in magazines, on television, every-

where about us—packaging is hard put to it to compete.

Colors are dynamic and crucial to packaging. Nothing less than color experts should be employed to determine the best colors for a package.

8. After color selection, a professional package designer should be assigned the task of meeting the objectives set forth in the packaging strategy.

9. After the package designer has developed a number of packaging concepts that meet the requirements of the packaging strategy statement, concept tests of these package designs should be conducted with consumers in group sessions where expert psychologists can guide the discussion and determine the true feelings of the group.

10. After the first packaging concepts are screened from this research, they should be further concept tested in print advertisements, and in television commercials.

Research for Results

Out of this concept test, at least three designs should be selected for additional research versus all competition at point-of-purchase and in home use.

Graphics, colors and tactile perception on display and in use should be measured to come up with a final and successful package design.

Before the package that comes out of this research goes national, it should be put in test markets to determine its final effectiveness under conditions of actual sale.

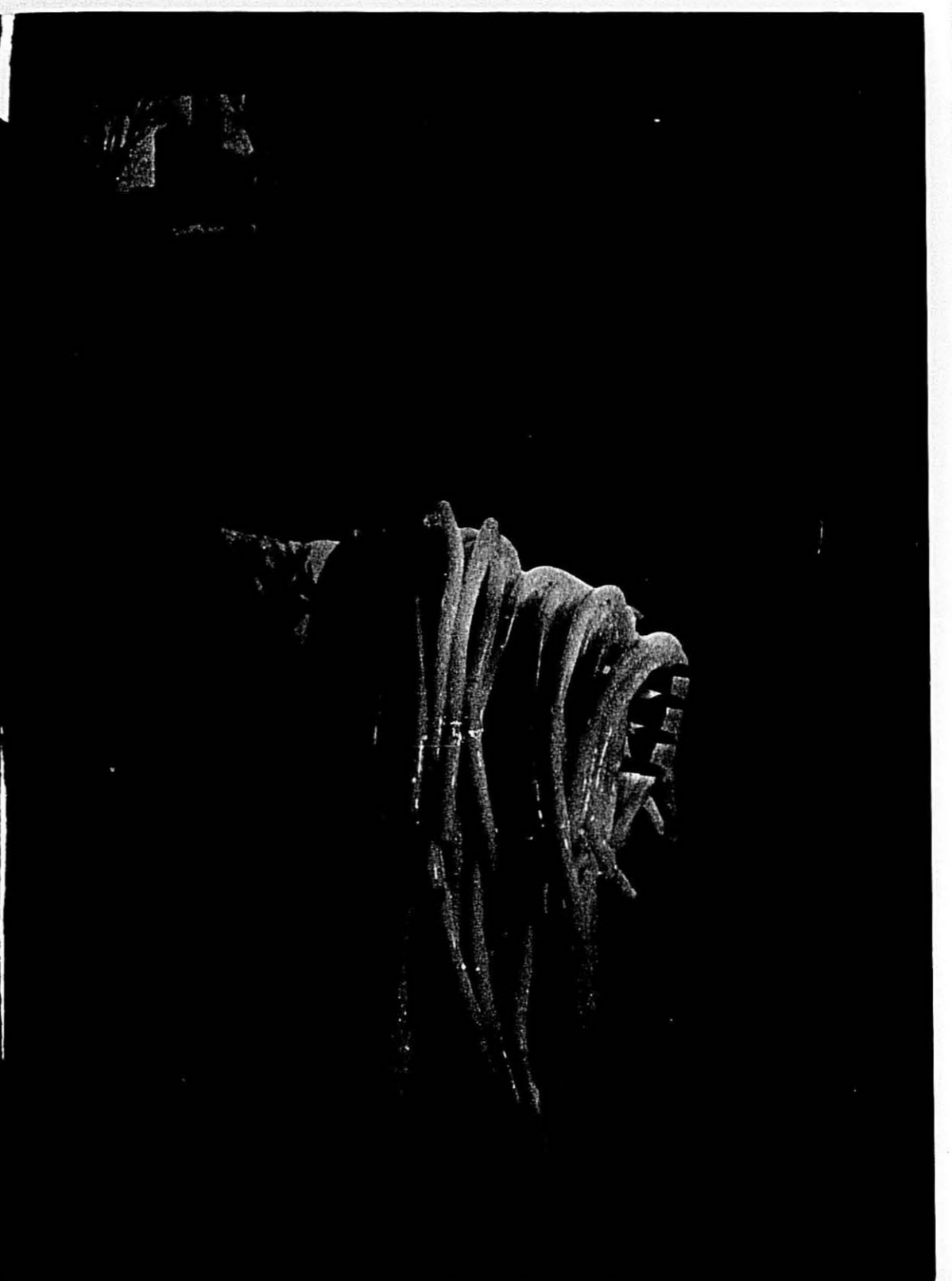
The correct interpretation of research results is, of course, primary to successful end results. While most research analysts are honest and objective, many do not have the basic depth of experience to unearth critical factors of significance that may be hidden and beyond the scope of formal research. This points out the need for using highly reliable research organizations to conduct the research to insure that they will reflect the actuality of research findings rather than reflect a client oriented interpretation. If these research steps are taken, they should help to insure the creation of successful packages that are completely adaptable to the total marketing mix.

Develop Brand Loyalty

In summary, thorough consumer research can take a package from concept to brand loyal customer. But a rush to market can be a rush to disaster—or a rush from concept to catastrophe.

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George N. Kahn

SMOOTH SELLING[®]

by George N. Kahn

CALLING ON THE NEW ACCOUNT

This is No. 33 of 36 sales training articles.

"On your second and third calls you began getting through to me somewhat but not to the extent that I was ready to even consider buying from you.

"It wasn't until your fourth visit that I thought that I might give you a small order. Even then I figured I was taking a chance. I was happy with your competitor's product and saw no reason to bring you in to the picture."

So you can see what you're up against. No buyer is waiting with open arms for your first appearance. You've got to change him from a stranger to a friend.

Two Different Approaches

You can't make the same kind of call on the new buyer that you make on the old buyer. You must develop an approach attuned to the former's prejudices and habits. The old maps and charts won't help you in this new "territory."

First, you must get the buyer to accept you personally. Keep in mind that he is initially disposed to ignore and even dislike you. You pose a threat to his secure and tidy world. So strong is this feeling that the new buyer may seize on a trivial excuse to dismiss you. He may decide he doesn't like your necktie or hat. Admittedly this is not fair play, but the customer is not acting rationally.

However, if you show yourself to be reserved, friendly and tactful it is unlikely that the buyer will persist in this attitude. In time his conscience will begin to bother him as he realizes that he hasn't treated you fairly. However, this is not time to force a friendship. Let a warm relationship build up gradually. New accounts aren't won over on the first call.

Nick Elbert, a paint salesman, said that his three top accounts were drawn to his camp only after 12 to 15 calls.

Added Nick: "The old joke about getting a foot in the door was almost true in these three places. But I just made up my mind that I was going to get them on my books and I did. Nothing is impossible if you try hard enough."

Nick, incidentally, is the leading paint volume producer on the Eastern Seaboard.

Alter Veils

Your next job is to break down the barrier that the buyer has thrown up to keep out new ideas. You must show him that he can serve his interest as well as yours by giving you his business. This is not as simple as comparing one product with another. You must overthrow a whole set of concepts he has acquired over the years.

There is a lot of precedent for this task. At one time people believed the world was flat, and it took Columbus' voyage to change their minds. Skeptics were convinced the steamboat wouldn't work, and many laughed at the Wright brothers when they were experimenting with their airplane. Throughout history man has been slow to alter his views. A few bold pioneers have been responsible for the progress of the human race.

"This is all very well," you reply, "but what can I do specifically to bring about these changes in the buyer's thinking?"

A good question. Let's explore the answer.

Revising the Buyer's Thinking

Here are some steps you can take to bring about fundamental shifts in the buyer's position:

1. Give the prospect a good reason for wanting to see you. When you ask for an interview, ignite his imagination and curiosity with a promise of something to show him—a new price discount list, the results of the latest lab tests made by your firm, an industry report, etc. You must remember that you're seeking the time of a man already committed to another salesman and another company. He isn't going to give you that time on a mere whim.

2. Have a definite plan before the interview. Make every moment in the buyer's office meaningful. He isn't going to be too favorably disposed to you anyway, so an efficient presentation will offset his coolness.

3. Hit him immediately with the benefits you can offer him. Show him point-by-point the advantages to him in buying from you. "I can save you \$60,000 a year" is a good opening.

4. Convince him that your intention is not to undermine his present supplier but to plead your own case. Then he can make his decision on the basis of more than one choice.

5. Give him compelling evidence of others who have been converted to your company and have been glad of it. Get him to accept the idea that change is healthy and desirable when it produces advantages.

Nursing the New Account

Don't buy that new house right away even if you do snag the new account. It takes from two to three years to develop this business. At the same time, you are trying to lift the productivity of your old accounts which can't be neglected.

In the first place you will average only one new account on every ten calls you make. In the first year all your new accounts will probably account for 2 to 3 per cent of your income. It will be 6 to 7 per cent the second year and 9 to 12 the third.

Treat a new account as a long-term investment. The more you put into it, the stronger and larger it will grow.

Ted Long, who sells roller bearings, sums it up this way:

"Once in a great while somebody will achieve spectacular results immediately from a new account. This is a lucky break, however. The new business that I and others in my industry get requires careful cultivation. These new buyers start out by giving you a chance, but they're not ready to take you in their arms."

Ted, by the way, has managed to land one new account a month for the last five years.

Seeing the Right Man

Some salesmen never get to first base with new accounts because they never interview the right person. Going after new business is a delicate operation, and it isn't made any easier by hit or miss methods.

Suppose you're selling staplers. Does the office manager buy this equipment or does someone else? Who has the authority to make the purchase? Make sure of your man before you arrange the interview.

If you're in doubt, call on the most important executive you can. If he doesn't buy himself, he'll steer you to

the right individual. Also, his referral will mean a lot in getting a hearing.

No salesman will be condemned for asking questions.

If you don't know the person who buys staplers, ask someone. Often you need go no further than the receptionist for this information. Be courteous and polite with these girls, but there is no need to tell them too much.

Be On Target

You must make a cold call to get new business, but your knowledge of the prospect should be as hot as a jet engine.

Find out the prospect's problems and circumstances before you set up the appointment. Buyers act on self-interest and will respond to a presentation that fills this need. He'll be able to tell in two minutes whether you know anything about his situation.

One way to get the prospect to change his buying habits is to display an interest in his welfare and be genuine about it. Do everything you can to make him feel that he is the important man in the interview. Assure him of your desire to help him. Perhaps this quality is lacking in your competitor. If so, your chances of nailing the prospect are even better. He might not like the idea of being taken for granted.

Assume Nothing

A lot of new business goes by default. Salesmen assume that a company is satisfied with its supplier and don't even bother to check it out.

There are many buyers who actually could not give you a good reason why they remain with a particular salesman. Often it's just habit. The buyer can do better elsewhere but he's gripped by inertia. This is an ideal time for you to step in and jar him loose from this lethargy with hard-hitting salesman-ship.

One of the most successful producers I've ever known, Rick Lane, assumed nothing when calling on new accounts. He said:

"I would try and get an interview with a buyer even if I knew he was being supplied by his brother-in-law. The relationship might not mean much, and the purchaser could be waiting for a reason to get out of it."

To sum up then: With new accounts, get a new approach, serve their interests, and be persistent.

As a means of checking on your progress with new business, here is a gauge of 10 questions. If you answer "yes" at least 7 times, your new account technique is productive:

- | | Yes | No |
|--|-----|----|
| 1. Do you seek new accounts? | — | — |
| 2. Do you have an approach for new accounts that is different from old accounts? | — | — |
| 3. Are you aware that people are usually reluctant to change old habits? | — | — |
| 4. Do you give a new buyer good reason for wanting to see you? | — | — |
| 5. Do you have a definite plan for the interview? | — | — |
| 6. Do you quickly point out benefits to him? | — | — |
| 7. Are you prepared to treat a new account as a long-range investment? | — | — |
| 8. Do you tend your old accounts while seeking new ones? | — | — |
| 9. Do you expect some coolness or even hostility on the first interview? | — | — |
| 10. Do you take the attitude "assume nothing" and go after any business that offers some chance of getting it? | — | — |

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REPRINTS FOR YOUR SALESMEN

Reprints of this series come in a four page format, printed in 2 colors and three-hole punched to fit any standard 8 1/2 x 11" three ring binder, each reprint includes a self-evaluation quiz.

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- 23. You Must Give More To Get More
- 24. Running Into The Hurd Buyer
- 25. Use More Than One Basket
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- 27. Sell It Sincerely
- 28. Re-Charging Your Battery
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- 32. The Single Item Sale
- 33. Calling On The New Account
- 34. Words Are Power
- 35. A Customer Has A Name, Know It
- 36. Use Your Allies

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THE easiest way to spoil a salesman is by letting him handle only old accounts.

There is no challenge in the existing customer even though the salesman deals with him efficiently and profitably.

The salesman has built up a very comfortable relationship with the old account. He and the buyer have a mutual interest so that no actual salesmanship is required. Both enjoy a profit from the transaction. This blissful condition may make life pleasant for the salesman, but it will not stimulate him to cut new paths. Only a new account will provide this opportunity.

New and Tough

The new account is a different proposition. In this case the buyer is likely to be hostile rather than pleasant. Whereas with the old customer the salesman is greeted with open arms, with the new man he is met by a closed door—and a closed mind.

"Who needs you?" is the new man's reaction to the strange salesman.

As far as the buyer is concerned he has a perfectly satisfactory relationship with the salesman's competitor. He sees no reason for changing and is, in fact, resistant to change. His first tendency then is to quickly dismiss the new seller. In most instances there is nothing personal in the dismissal. The purchaser simply doesn't want to switch long-cherished habits and prejudices.

A tough buyer whom I had sold on my 15th call to him revealed his attitude toward me.

"On your first call," he said, "I didn't even really see you and I doubt if I heard three words you said. My first thought was to get rid of you as quickly as possible."

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Peavey is strategically located in the heart of North Dakota's durum wheat fields. Selecting, testing, processing the finest durum wheat products for the macaroni industry.



Durum wheat inspection is made by Peavey grain men whose long experience quickly tells them the quality and quantity of the crop.

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A miniature, miniature press and steam mangle Peavey's special machinery ensures uniform quality and consistent color.

King Midas DURUM PRODUCTS



PEAVEY COMPANY
Flour Mills



Chef Boy-Ar-Dee Plugs Large Cans

"Family meals in tune with the budget" is the theme of a big summer promotion by American Home Foods, division of American Home Products, for their Chef Boy-Ar-Dee line of 40-ounce canned pasta products.

Ready for heating and eating, the canned products include: Chef Boy-Ar-Dee Beefaroni, Spaghetti with Meat Balls, Beef Ravioli, and Lasagna. The large-size 40-ounce cans are aimed at "convenience with a capital C—cost-wise, timewise, nutrition-wise, flavor-wise."

American Home Foods points out that these high-volume, fast-turnover items are good sales potentials for menu suggestion displays for summer meals. Chef Boy-Ar-Dee canned pasta products tie in with quickly prepared canned or frozen vegetables, and canned or frozen fruits.

Store Materials

Colorful in-store display material is available to retailers. Included are: a 24 in. x 18 in. backboard a 10 in. x 14 in. stack card (with room for price marking), and a 10 in. x 14 in. combination stack card and shelf talker.

The store promotion will be supported by a newspaper ad schedule.

The Chef Boy-Ar-Dee 40-ounce canned products are being pushed as ideal for summer vacation use. With children at home for lunch every day and needing a hot dish for energy, Mother can prepare something in a hurry and get out of the kitchen.

This "hot weather cool cooking" also facilitates preparing unexpected lunches for the younger set, spur-of-the-moment picnics, and weekend food to take to the cottage or on a camping trip.

Test Marketing

Delmonico Foods is test marketing two packaged dinners and a new spring and summer salad. The salad is available in a 7 1/4-ounce package and will be marketed in five cities—Louisville, Cincinnati, Dayton, Columbus and Indianapolis.

Four Seasons dumpling dinner and Iron Skillet dinner, in 8 3/4- and 7 1/4-ounce packages respectively, are being tested in Louisville stores only and will go into other cities in the fall if the response is good.

All three products will retail for approximately 35 cents per package.

Spring and summer salad is a yellow container with the salad pictured in a brown wooden bowl. It contains macaroni shells, dehydrated vegetables and seasonings.

Four Seasons dumpling dinner is in a blue package and shows the dinner pictured in a red casserole. It contains whole egg dumplings, chicken gravy flavoring and freeze-dried vegetables.

Iron Skillet dinner is in a tan container and has a black iron skillet pictured on the package face. The package contains macaroni curls, roast beef gravy flavoring and seasonings, sliced almonds and freeze-dried vegetables.

Chicken Products

College Inn will enter the southern California market with six items, including chicken broth and egg noodles and chicken. The canned chicken broth is available in 13 3/4- and 46-ounce sizes and retails for approximately 39 cents for two cans.

Egg noodles and chicken, in a 1-pound jar, has a suggested retail of 39 cents. Other College Inn products to be introduced are beef broth, chicken a la king, fricasee chicken and boned chicken.

Major Italian Sues Golden Grain

The Federal Court in San Francisco has been asked to order Golden Grain Macaroni Co. of San Leandro to divest itself of stock it now owns in a Seattle macaroni manufacturing firm.

The court also was asked to halt any further acquisition of stock of the Seattle firm, Major Italian Foods, Inc., whose founder and two officers filed an antitrust suit after the board majority refused to do so.

The plaintiffs include Joseph Merlino, founder of the firm in 1958, and his two sons, Ernest, president, and Michael, vice-president.

Manteca Bean Co., a subsidiary of Golden Grain, also was named as a defendant in the action, which seeks

triple undetermined damages.

Golden Grain has plants in San Leandro, Seattle and Bridgeview, Ill., and had 1983 gross sales of \$15 million, according to the suit.

Gourmet Dishes by Pet

Three frozen, gourmet, Italian main dishes are being test-marketed by Pet, Inc., St. Louis, under the Romeo Salta name.

Cannelloni, manicotti and lasagna have been reproduced from the Northern Italian menu specialties of New York's Romeo Salta restaurant and introduced in the New York and Philadelphia markets.

The cannelloni are spinach-tinted pasta rolls stuffed with a blend of meats and cheeses in sherry-flavored, butter-cream sauce. The garnish is boil-in-the-bag tomato sauce. The weight is 16 ounces.

The manicotti are similar pasta rolls stuffed with a blend of cheeses. The garnish and weight are the same.

The lasagna is spinach-tinted noodles layered with tomato and beef sauces flavored and garnished with cheese. The weight is 14 ounces.

The preparation time for three products is between 35 and 45 minutes. The retail price will be over \$1, according to a spokesman for Pet.

CLASSIFIED ADVERTISING RATES

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Minimum \$2.00

WANTED—Ambrette or DeFrancisci long goods automatic press with attached spreader, complete. Ravioli machine, vacuum pump, and packaging machine also wanted. Box 245, Macaroni Journal, Palatine, Ill. 60067.

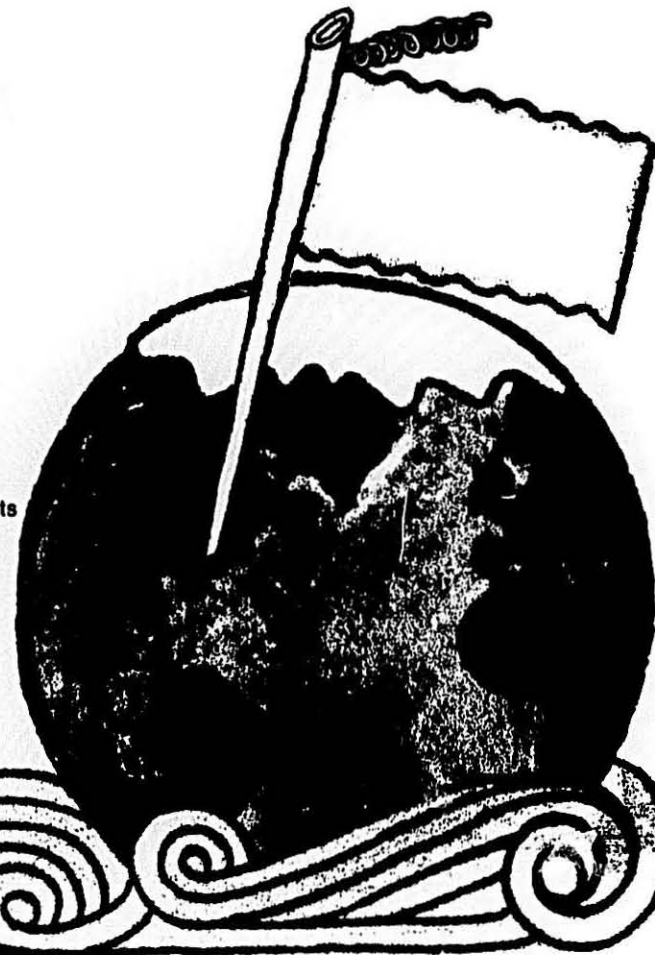
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THE MACARONI JOURNAL

Macaroni Capital of the World?

In your advertising you try to make people's mouths water. Judging from industry sales—thousands do. In our advertising we try to whet your appetite for the kind of mouthwatering packaging Diamond Packaging Products Division can turn out. This Quick Quiz should give you something to think about. And, next time you have a packaging problem, we hope you'll think of us.



Macaroni Quiz



1. In what city are more macaroni products sold than any other in the world?
(a) Naples
(b) New York City
(c) Rome



2. According to legend, macaroni was named in the 14th Century. A noted chef named Cico created a new dish and served it to a Neapolitan Cardinal who tasted it and exclaimed, "Oh, ma caroni!!!!" Roughly translated, this means?
(a) Oh, how very dear
(b) Oh, Mother of Heaven
(c) Wow!



3. The course flour ground from the durum wheat kernel is called:
(a) Bull Durum
(b) Riccini
(c) Semolina



4. What famous musical composer concocted an excellent macaroni dish?
(a) Jackie Gleason
(b) Rossini
(c) Verdi



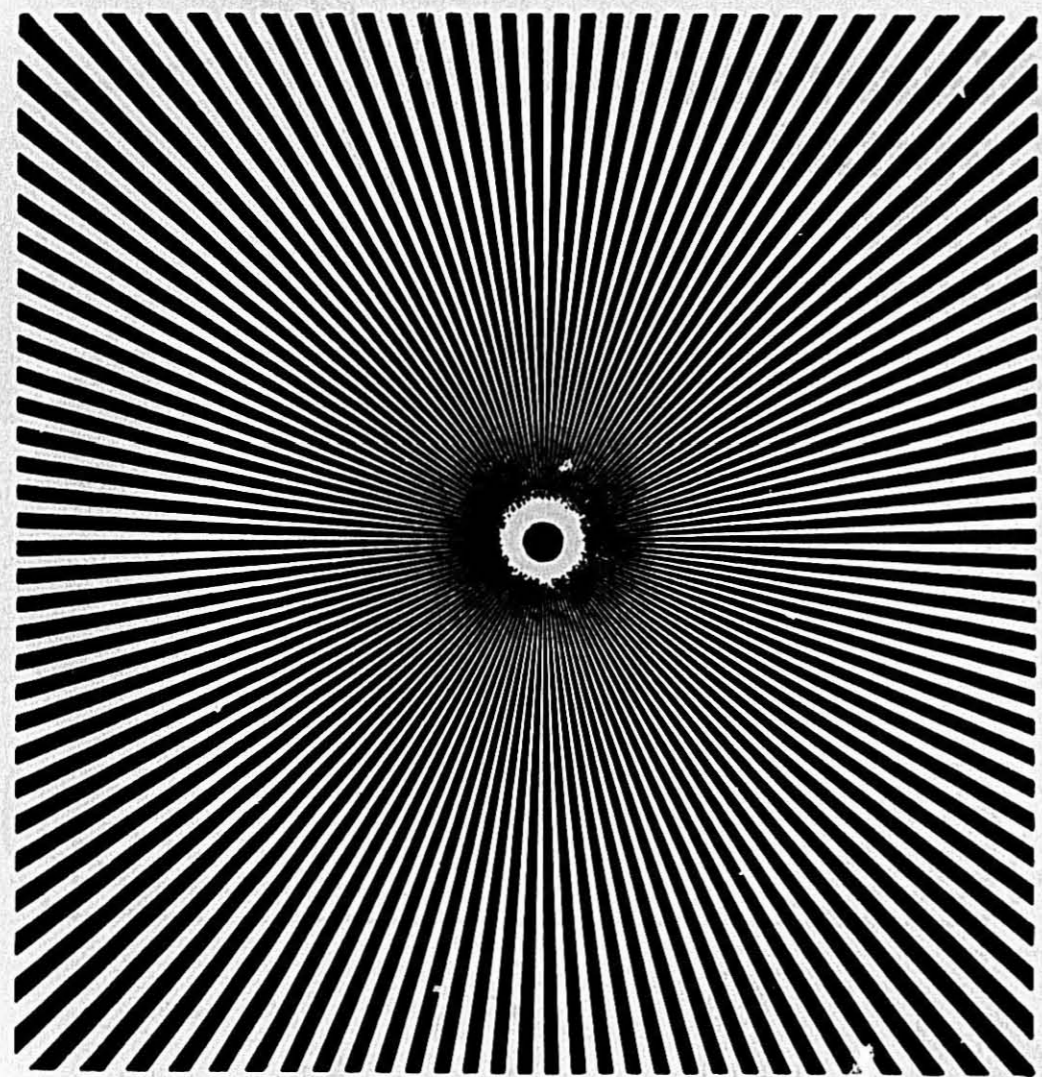
5. The kind of packaging Diamond Packaging Products Division turns out for its customers in the macaroni products field can best be described as:
(a) Hard-selling
(b) Economical
(c) Functional

Answers to Quiz:

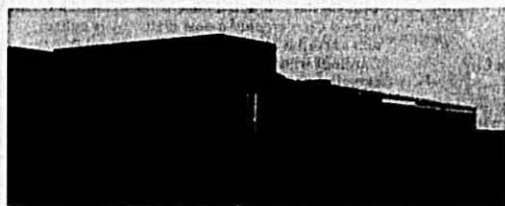
1.b; 2.a; 3.c; 4.b; 5.c



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