

**THE
MACARONI
JOURNAL**

**Volume 46
No. 7**

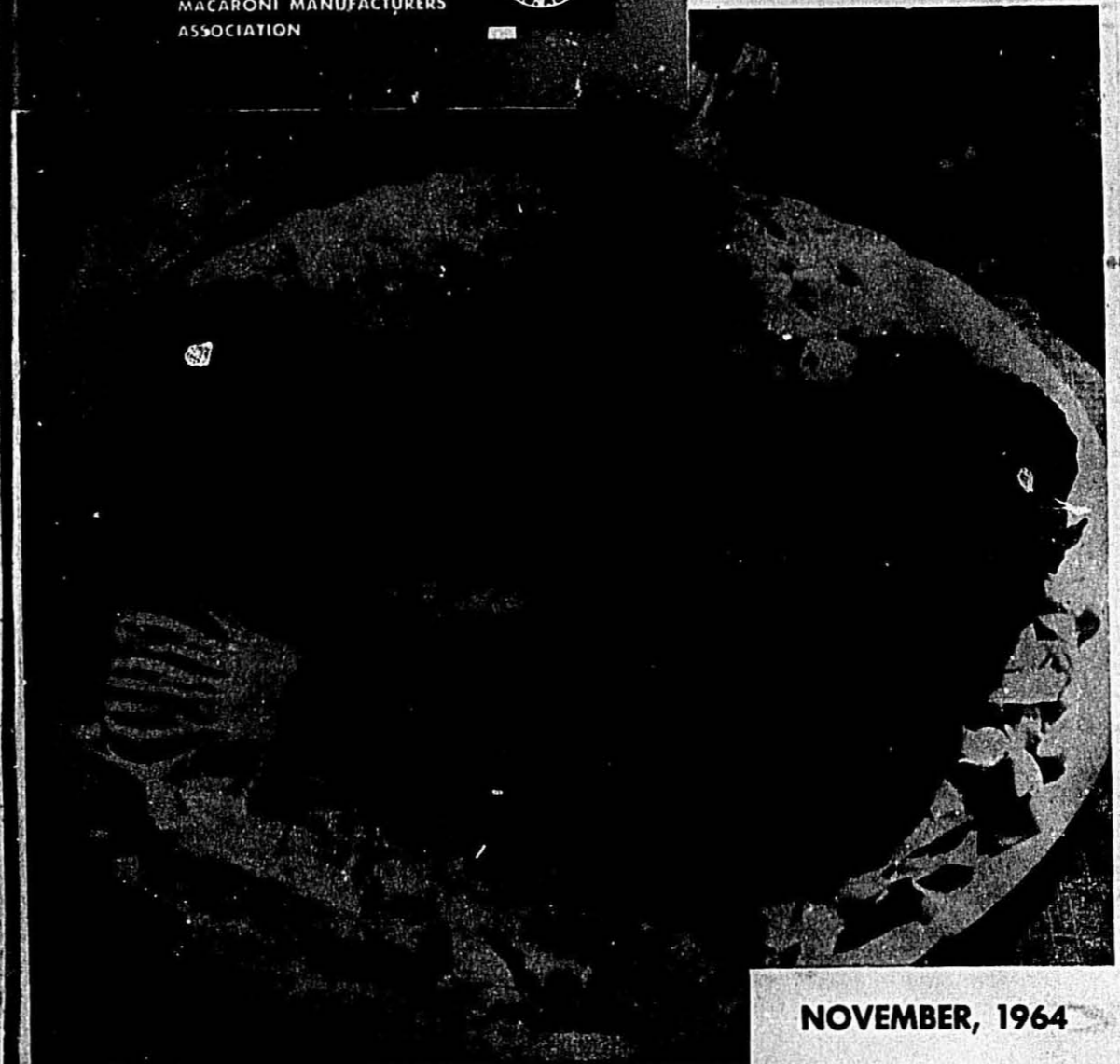
November, 1964

Macaroni Journal

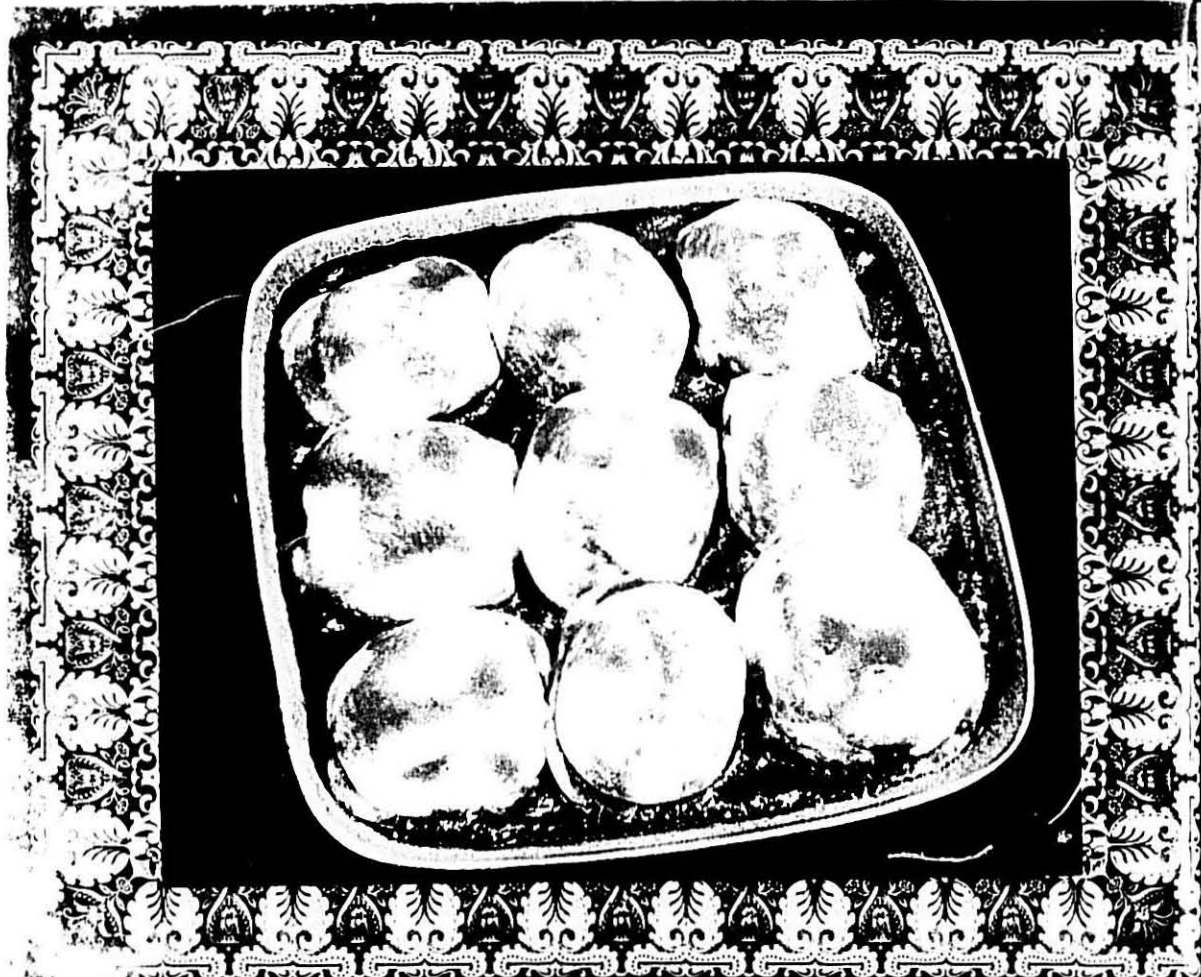
OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



**Macaroni Meals Are
Money-Makers**
Chicago Meeting Report



NOVEMBER, 1964



THERE'S MORE TO A PACKAGE THAN A PRETTY PICTURE

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CHICAGO 10, ILLINOIS

The Macaroni Journal

November
1964
Vol. 46
No. 7

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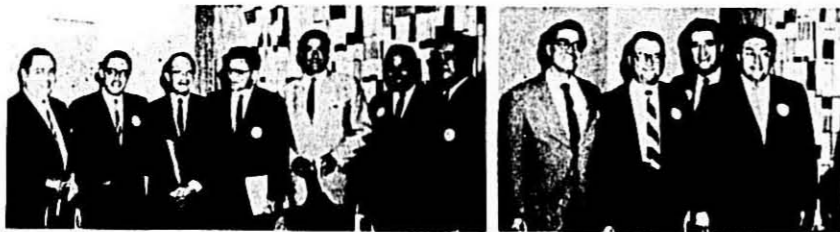
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Cover Photo
Macaroni Manufacturers Association
Director of Research
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Cover Photo

When you see the Macaroni Journal cover, you know it's a pretty picture. It's a picture of a tray of macaroni and cheese, served in a square tray with rounded corners. The macaroni is served in a square tray with rounded corners, and the cheese is melted and bubbly. The entire image is set within a wide, ornate border featuring a repeating floral and scrollwork pattern.

Subscription information and contact details for the Macaroni Journal, including the address of the Macaroni Manufacturers Association in Philadelphia, Pennsylvania.



Larry Williams, Dick Vessels, Howard Lampman, Henry Van Leur, Joe Viviano, Howard Ross, Bob Sennott, Jim Winston, Bill Broaden, Gene Kuhn, Lloyd Skinner.

CHICAGO MEETING

HALF a hundred macaroni manufacturers and suppliers attended a marketing meeting at Chicago's O'Hare Inn on September 10.

They heard merchandising ideas from Dick Day of Morton Salt Company, a run-down on publicity plans for National Macaroni Week from John Bohan, comments on sanitation by Jim Winston, and then reviewed points made in the Consumer Attitudes Study made for the National Macaroni Institute by Market Facts, Inc.

"Your sales representative must be a merchandising idea man to make any impact on the grocery retailer today," said Dick Day, advertising manager of Morton Salt Company. "Morton's objective," he continued, "is to get price ads, displays and features for a product that is bulky, not particularly profitable, and has little chance for increasing its per capita consumption."

It used to be that salt was sold by personal salesmanship—this is still the best way but it is too expensive. The external influence for merchandising became the national advertising program of the company. But buyers became more sophisticated and computers maintained the inventory count and determined when orders would be

placed unless you had a deal. So the food representative was under pressure to bring in more information on how the distributor could make a profit.

Morton decided to take the altruistic approach (page 32, Macaroni Journal for September, 1964). Mr. Day then traced the development of artistic point-of-sale pieces plugging products other than salt. The first was "Cheese, Please," then "Yellin' For Melon," "Life of the Party Snacks" using vegetables which appealed to the produce buyer and the chain merchandiser as well as the salt buyer. There were others, including one on "The Great American Pasta Time."

In the pasta promotion they discovered that shapes are more interesting to picture than finished dishes; that they do serve as a focal point of interest for consumers in the store. So they prepared shelf-talkers with recipes to give the consumers menu ideas. Even if the poster didn't get up in the store, it gave the grocer the idea that Morton brought in ideas and soon had Morton representatives asking "What new idea do we have now to promote?"

This has increased the enthusiasm of Morton's men and has helped maintain its market share in a declining pattern.

Macaroni Publicity

John Bohan, of Theodore R. Sills & Company, reported on publicity plans for National Macaroni Week, using the outline recently sent to members of the National Macaroni Institute. He displayed releases for members — one in black and white for Country Style Macaroni and Cheese, and one in color for quantity recipes of Spaghetti With Meat Sauce, lettuce wedge salad and Autumn Spice Cake in quantity, for fund-raising dinners.

Winston Warns

Jim Winston warned against loosening up on sanitation practices during the heavy production period of the year. He said that Food and Drug Administration inspectors are out en masse in the fall, because they know food plants are busy.

He recently visited the Quartermaster Corps Laboratory at Natuck, Massachusetts, to review specifications for Instant Macaroni. At present, this product requires a 6 per cent moisture content, and only General Foods, who has the patent on the pre-cooking method, can supply this convenience field ration. Purchases of 5,820 pounds were made by the military in mid-September.

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Dick Day, Morton Salt Co.

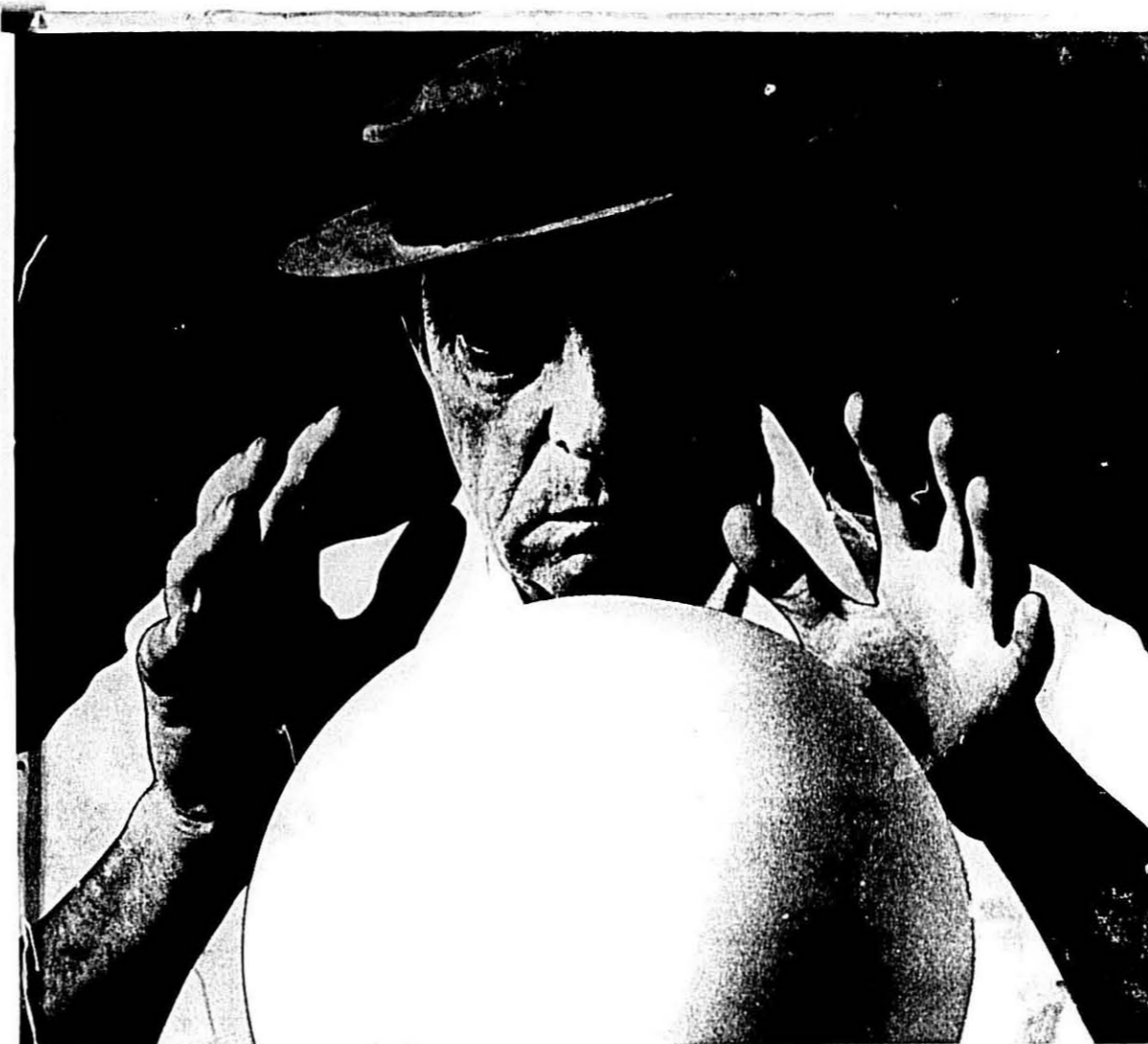


Frank Heibert, Tony Giannini, Arthur Russo.



John Bohan, T. R. Sills & Co.

THE MACARONI JOURNAL



SO WHO NEEDS A CRYSTAL BALL?

Not macaroni makers who buy durum products from ADM. ADM helps its customers see into the future . . . to take advantage of the best market values. ADM's experienced specialists collect, analyze and interpret all the facts (and all the rumors, too!) about the crop, weather, demand, government policies, etc. Your ADM representative helps you to be the best informed buyer in your business. He'll see that you get Top Performance durum products . . . on time . . . at the best possible price. You can count on it!

Where top performance counts, you can count on ADM.



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY

Macaroni Meals Are Money-Makers

SPAGHETTI was the main topic of conversation at a recent committee meeting of the Raymond A. Hartmann Post of Veterans of Foreign Wars 6080 Ladies' Auxiliary of Schaumburg, Illinois.

The group, headed by Chairman Mrs. L. Bob Smith, were planning to feed five hundred people all the spaghetti they could eat on Sunday, September 6, at the Hoffman Bowling Lanes Restaurant. Mrs. Charles Camel, president of the Ladies' Auxiliary, estimated that more than 200 pounds of meat sauce would be required, made with about 100 pounds of ground beef as the principal ingredient. Her husband, Charles, past post commander, figured that close to 100 pounds of spaghetti would be needed.

Bowling Bargain

A "bowling bargain" was an added attraction, while the Spaghetti Dinner was served from 11:00 a.m. to 11:00 p.m. The menu included toasted garlic bread, milk or coffee, salad and dessert, all included in the ticket price of \$1.25 for adults and 75 cents for children.

Harry Mathews, Hoffman Bowling Lanes general manager and a VFW member, contributed the entire restaurant and its facilities to the Ladies' Auxiliary for this spaghetti affair.

Local youth organizations were the principal beneficiaries of the fund-raising efforts of the veterans group, which includes sponsorship of the Guardsman Drum and Bugle Corps and the Twirlettes, baton twirlers organized, sponsored, taught and escorted to recent parades by the VFW.

Mrs. Smith reported after the function that results exceeded their expectations. Some 535 patrons enjoyed the

Spaghetti Dinner, and gross receipts were around \$600.

Provisions

About 100 pounds of beef were used in the sauce, along with 14 No. 10 cans of tomatoes, 14 cans of puree, and 7 cans of paste. Ten pounds of grated Parmesan cheese were used both in the sauce and for garnish. Salads took two cases of lettuce and two bushels of tomatoes. Some 60 loaves of bread were served along with 100 pounds of spaghetti.

About half of the spaghetti was cooked in advance. This was stored in plastic bags and refrigerated. The spaghetti was heated in hot water before serving. When the advance supply ran out, the bottleneck in preparation was keeping up with the crowd with the limited cooking facilities in the bowling alley.



The Ladies' Auxiliary prepares salads.



Commander Camel serves sauce.

Two men handled the cooking and serving of sauce, while half a dozen ladies served salads and waited on tables.

Orphans Feast

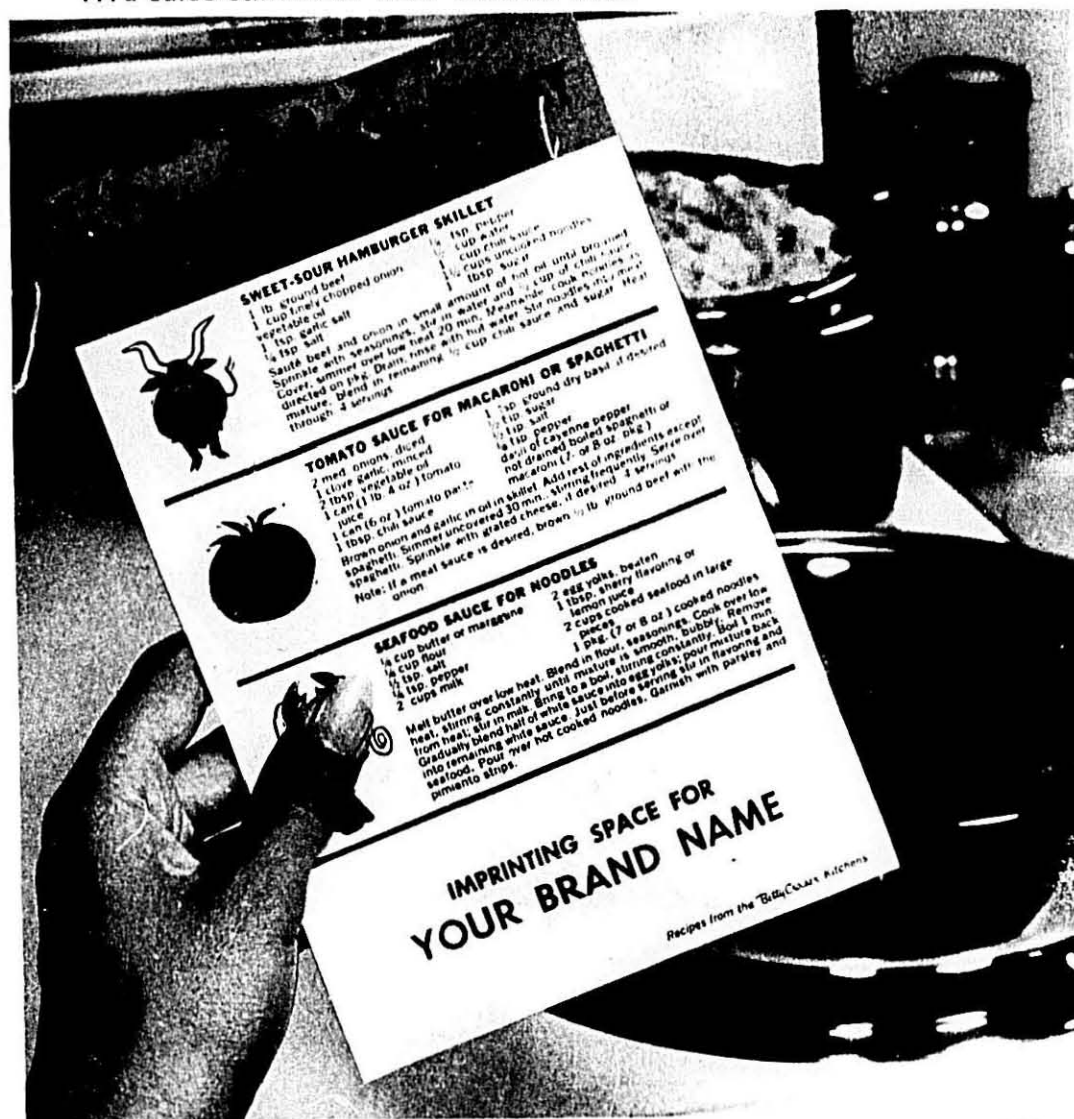
On Sunday, September 13, the 115th Annual Orphan Feast of the General Protestant Orphan Home drew crowds of 75,000 to 100,000 people in Cincinnati. It took 35 acres of parking space to handle the automobiles.

Among the attractions were a big parade in the morning, amusements and rides and a kiddyland, raffling of a new Mustang Hardtop, and a hundred booths crammed with attractive merchandise. Fried chicken or ham dinners were served at \$1.50, while Pete Palazolo's famous spaghetti, cooked to order and served immediately, sold for 40 cents a portion at the Sandwich Bar.

(Continued on page 8)

THE MACARONI JOURNAL

... a sales stimulator from General Mills



"NOW STIR NOODLES INTO MEAT MIXTURE"

It was from the macaroni section at the supermarket that this housewife got her recipe: "EIGHT SAUCES/QUICK AND EASY for macaroni, spaghetti, noodles." Recipes from the Betty Crocker kitchens. The lady tore off a sheet, bought a package of noodles and the other makings for "Sweet-Sour Hamburger Skillet". Just the thing, she thought, for dinner tonight.

Order your supply of recipe pads now. Powerful sales stimulator at point of purchase. Another service from General Mills. 50 sheets to a pad. Punched for hanging. Only 12¢ per pad, f.o.b. Minneapolis (less than 1¢ per sheet). Imprinted with your brand name and company address, free of charge, in quantities of 200 pads or more.

See your General Mills Durum representative or write

DURUM SALES &
Minneapolis, Minn. 55402 GENERAL MILLS

NOVEMBER, 1964



Satisfied customers: W. J. Schoefer family.



Giacinto Fabbriolo assists John Ramundo cooking spaghetti for Orphans' Fete.



After cooked spaghetti is drained Peter Palazzolo and John Ramundo mix it with a ladle of sauce in serving pan.

Macaroni Money-Makers—

(Continued from page 6)

About 3,000 servings netted \$1,200 for the affair, as the materials and labor were contributed by the Palazzolo Company.

Eighty Gallons of Sauce

Eighty gallons of sauce was prepared in the morning prior to the serving on the orphans' grounds between 11:00 a.m. and 7:00 p.m. Using canned Chef Tony Sauce, packed for Palazzolo in Cincinnati, the recipe for 20 gallons of meat sauce is as follows:

- 15 cans No. 10 Chef Tony Italian Sauce
- 4 cans No. 10 hot water
- 5 ounces lard
- 4 cloves garlic
- 2 cups chopped onions
- 16 pounds lean ground beef
- 8 pounds lean ground pork



On the serving line, spaghetti is forked onto plate and garnished with sauce and cheese.

- 1 cup chopped parsley
- 12 level tablespoons salt
- 2 level tablespoons black pepper
- 2½ cans No. 10 tomatoes
- ½ can No. 10 hot water
- 3 bay leaves

Rinse the sauce cans in measuring out four cans hot water, add to Chef Tony Sauce, and heat in large pot.

Melt lard, mash garlic slightly, brown in lard, then discard garlic. Add onions and ground meat. Saute, and when nearly done add chopped parsley, salt and pepper. While meat is being sauteed, heat apart the canned tomatoes which have been strained through colander, the half can of hot water, and bay leaves, and continue to simmer for 10 minutes.

Add the sauteed meat to the Chef Tony Sauce, along with hot strained tomatoes. Bring to a boil. Then allow to simmer for 10 to 15 minutes. Hold one hour before serving.

Sauce from Scratch

Starting from scratch, without a prepared canned sauce, the recipe for 12 gallons would be as follows:

- 10 pounds lean ground beef
- 5 pounds lean ground pork
- 6 pounds onions, chopped fine
- 2½ ounces garlic, chopped very fine
- 2½ pounds sliced mushrooms
- ½ cup olive oil
- ½ pound butter
- 1 bunch parsley, chopped fine
- 1 pound Continental Chicken Seasoning (optional)
- 1 can No. 10 size tomato paste
- 2 cans No. 10 water (rinse tomato paste tin)
- 2 cans No. 10 puree

- 4 cans No. 10 tomatoes (pass through Foley Mill)
- 2 bay leaves
- 1 generous pinch oregano
- Salt and black pepper to taste

1. Season meat with salt and black pepper and braise dry in pot over hot plate until most of moisture is reabsorbed or evaporated.

2. Meanwhile: In a separate pot, braise mushrooms in 4 oz. butter until most of moisture is removed, then add onions (see No. 3).

3. In still another pot, braise onions and garlic in ½ cup olive oil and 4 oz. butter until soft and slightly golden brown, then add mushrooms and continue to braise together.

4. When both pots are braised to the right degree (with still a little moisture

(Continued on page 14)



Boy Scout Daryl Abston and his brother Danny say, "Spaghetti is swell!"

THE MACARONI JOURNAL

King Midas now offers you the most complete line of durum products in the industry—the total range of grades and granulations. Whatever your specialty, King Midas has the right product for you. That's why our standards as a supplier have to be so high; why we maintain the most complete laboratory facilities; why we back up our line with

a continuing testing and quality control program that reaches all the way from scientific wheat selection to product development research.

Look to King Midas for the most complete line of uniformly high-quality Durum Products available—anywhere. Peavey Company Flour Mills, Minneapolis, Minnesota 55415.

King Midas DURUM PRODUCTS



PEAVEY COMPANY
Flour Mills

**Dr. Dichter Dwells on Dilemmas of Consumer Motivations—
or did you know that cooking spaghetti
causes ego satisfaction?**

RUSSELL Baker, a writer for the New York Times, has recently reviewed a new book by Dr. Ernest Dichter, the motivational psychologist. It is "Handbook of Consumer Motivations" and nobody who wants to know the worst about himself can afford to be without it.

In 478 disturbing pages, Dr. Dichter turns a brutal psychological spotlight on every consumer product from wedding rings to spaghetti (a linkage that he would surely find significant), and leaves the reader feeling that life is a drab business.

Take spaghetti. According to Dr. Dichter, the woman planning a spaghetti meal is toying with emotional dynamite. If it is freshly cooked spaghetti, of course, it will provide the housewife with "emotional approval and ego satisfaction," because freshly cooked spaghetti "suggests family fun and conviviality" and, thus, creates a "positive atmosphere" in the kitchen.

Not So With Cans

Canned spaghetti is another matter. Women see it as "a blatant symbol of their lack of efficient planning" and may come down with "guilt feelings and fears of rejection by the family," Dr. Dichter reports. Even freshly cooked spaghetti may start the whole family down the road to psychotherapy if they are forced to eat it in company. "Low-status quality" attaches to even the best spaghetti, and "many people are embarrassed by having to eat it outside the family circle since it may expose irreflexible eating habits," Dr. Dichter says.

In view of all this, sound mental hygiene would seem to call for cutting spaghetti off the shopping list, except on psychiatric prescription. The problem here is that it is impossible to eat anything, if Dr. Dichter can be believed, without risking emotional trouble.

Sausage Satisfaction

Sausages, for example, give "a feeling of being well-provided for," which is all right, especially if eaten with soup—"a profoundly emotion-charged food" which induces "moods of nostalgic reverie" about "family ties, especially mother's love."

But think of the emotional mess that might be created by having a dish of prunes served with the soup and sausage. Dr. Dichter's studies have shown

that prunes "are a symbol of old age; they are like dried-out spinsters." Imagine the psychic conflict that may be created in a husband who finds his wife serving him soup and sausages—security, nostalgia, mother's love—along with prunes (decrepitude, sterility).

Masochistic Shaving

If the husband has read Dr. Dichter's book, he may conclude that his wife is trying to drive him mad and drift into a murderous frame of mind. Trouble lurks everywhere, in the bathroom as well as the kitchen. Men who shave with razor blades, for example, may be alarmed to learn that they are indulging in a masochistic ritual.

"Each time a man shaves he is, on the one hand, robbing himself of a masculinity symbol, on the other hand, reasserting it," Dr. Dichter asserts. "The shaver who uses razor blades is a person who enjoys the ritual that goes with it." Electrified shavers, by contrast, prefer a "bloodless, unemotional, nonmasochistic procedure."

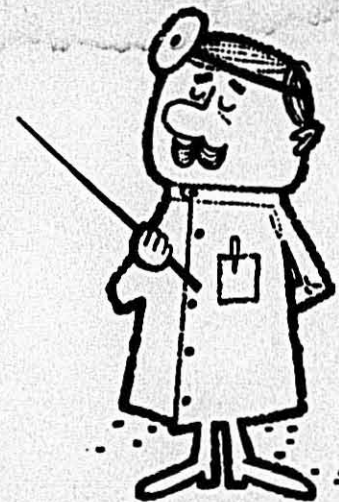
Why Argue?

It is pointless to argue with Dr. Dichter about all this. He has degrees from Vienna and the Sorbonne and has made a successful career of snitching to salesmen about our private emotions toward prunes, spaghetti, and razor blades.

And yet, one feels foolishly compelled to argue with him on every point. Hasn't anyone told him that freshly cooked spaghetti also produces a negative atmosphere in the kitchen when the housewife and her housechildren collide over who is to wash those tomato-pasted plates and pans? Or that it also suggests headache next morning, due to the fifth-rate chianti which invariably accompanies it to the American table?

Didn't any of his subjects tell him that sausages are also symbols of indigestion as well as security? Or that the reason so many people don't eat prunes is simply that they taste like prunes? Or that shaving with a razor blade, masochistic or not, is the only way for men with big pores to get the hair oil off their faces?

Why does the reader feel compelled to argue the case at all? Perhaps because he resents seeing himself so simply exposed as a wretched piece of machinery twisting and jerking before symbolic soup and sausages and razor



blades. "There must be more to me than this!" the machinery protests.

And yet, through such science, sales rise ever upward.

How Fat Is Fat?

In recent years, a new element has been added to the American dream of a socially poised, popular-at-parties, dandruff-free existence. This element, about which your best friend is usually more than willing to tell you, is the desire to lose weight. With images of half-starved fashion models dancing in their heads, American women have added that extra piece of lemon meringue to the venial sins of civilized existence, and with their menfolk joining the joyless parade, weight watching has become a way of life.

The extent of this weight preoccupation was measured by a recent survey, which showed that nearly one half of the women in this country think they are over their best weight:

Want to Lose	47%
Want to Gain	12
Weight Just Right	39
Express No Opinion	2
	100%

Yet among those who carried their wish for better figures into dieting action during the last year, less than half turned out to be overweight in terms of the standard height-weight tables of the Metropolitan Life Insurance Company. Forty-four per cent were within the recommended normal range, and 9% were actually underweight. Clearly, somebody wasn't with it, but who?

As these double statistics were being pondered, a newspaper release shed a ray of enlightenment. A report issued

by the Society of Actuaries, based on a comprehensive four-year study of weight and its consequences, emphasized the link between overweight and death. Among its conclusions: at age 30, the lowest mortality is to be found among persons fifteen to twenty pounds below average weight.

In this case, vanity and health seem to go hand in glove. The result: Metropolitan has issued a new set of height-weight tables, thoroughly revised.

The Psychology of Eating

AND that diet lecturer said that if we all chewed our food properly we wouldn't have all these wars . . . " says a matron to her husband in a "Grim and Bear It" cartoon.

The cartoon evokes a chuckle, but there was a time when many otherwise rational people did believe that each mouthful of food had to be chewed from 30 to 70 times to be properly digested. They were followers of Horace Fletcher whose motto was "Nature will castigate those who don't masticate."

It is perfectly true that food must be chewed properly to get the digestive system into gear. However, it does not follow that the more food is chewed the easier it is to digest. By the same token, while red meat provides the body with muscle, among other things, a diet consisting only of red meat will not necessarily make you a Hercules.

Balanced Diet? Nol

Why we eat, what we eat, is a fascinating study. We Americans are surrounded by an abundance and variety of the best foods in the world. Do we choose only foods that constitute a balanced diet? For the most part, no! Children given a choice of a constant diet of candy or other foods will soon adjust their menus to include the elements their bodies need. Yet we adults, left to our own devices, choose the foods we like — foods, which because of their taste, appearance, consistency, touch a warm and responsive cord in our memories.

In like manner, we resist many of those foods which mother insisted were "good for us." Take milk. Many adults insist they "hate" milk. Yet they will happily "eat" their milk in soups, puddings, sauces, and many other dishes without even being aware of its inclusion — and consequently, without any feelings of resentment.

Milk Nutrients Doubled

Many homemakers who must resort to such commando tactics depend on evaporated milk in those dishes to get twice the milk nutrients into their fam-



ilies at one peaceful sitting. That's because evaporated milk is actually milk, times two—pure whole milk from which part of the natural water, nothing else, is removed. So one cupful of evaporated milk contains twice the amount of protein, calcium, and other important nutrients found in the same quantity of whole milk.

No member of the family is likely to insist "I hate milk" when confronted with a deliciously - moist meat loaf, crunchy oven-fried chicken or crumbed cutlets made with evaporated milk, simply because they are not aware that milk is an important part of the dish. A word of warning here. The smart homemaker won't try to make these dishes with any other form of milk. It is the smooth, thick consistency of evaporated milk that holds a meat loaf together, develops a crunchy crust on oven-fried chicken, and makes the crumbs cling to cutlets and other crumbed foods.

Holiday Fare

The significance of food in our religious and holiday observances has long interested psychologists and the public alike. Though the original reasons for certain foods on these days were obviously their availability, we still cling to them today when foods—in America at least—are available pretty much on a year round basis. Why? Because they represent the tradition of the event. They are familiar and comforting, and we respond warmly to the emotional satisfaction they give.

A new husband might suffer through his young wife's daily culinary trials without comment. But we won't risk "experimental" pumpkin pie or giblet gravy with his Thanksgiving turkey. He wants, actually expects, velvet-textured pie and a smoothly-blended gravy "just like mother used to make" with evaporated milk. And he is apt to "go home to mother" for them should

they not be forthcoming at his own table.

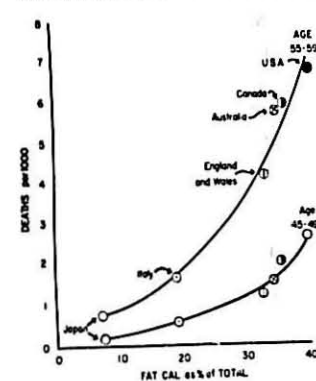
Exotic Tastes

Our cultural backgrounds play an equally important role in the psychology of what we will, and will not, eat. While Afro-Asian societies thoroughly enjoy a diet of locusts and grass-hoppers, the Westerner will either turn green at the thought, or look upon the suggestion as a joke. Similarly, in parts of Mexico roast dog is a hearty family meal. Only a few miles to the North, Americans would be appalled at the mere mention of such a dish.

Tomatoes Favored Now

But times do change and many a taste changes with them. Remember when most Americans thought tomatoes were poisonous? And people wouldn't eat canned foods because fresh foods were supposedly better? Today many canned foods outsell fresh foods, and the previously misunderstood tomato is a major form of sustenance. All proof that one can never be sure when dealing with the psychology of man.

DEGENERATIVE HEART DISEASE IN MEN



U.S. Public Enemy Number One can be beaten by the F.B.I. (Food Budgeted Intake). That was the opinion of Dr. Norman Jolliffe, famed nutritionist and director of New York City's bureau of nutrition, who stated that heart disease, the major killer in the United States, can be cut to a fraction of its present deadliness by eliminating dangerous fats from the national diet. The chart above shows the present heart death rate among nations, in relation to their intake of these dangerous fats. Japan, a fish and rice eating nation, has lowest number of heart attacks. Luxury-eating United States heads the list. Dangerous fat intake in this country can be dropped from present 40 per cent to safe intake average of 25 to 30 per cent, according to Dr. Jolliffe, by increasing consumption of canned fish, bread, cereal, lean meats, poultry, fruits and vegetables, cottage cheese and skim milk.

THE CHOICE.....

THE REASON.....

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consecutive time --**

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Chicago Meeting—

(Continued from page 4)

In the review of Consumer Attitudes Toward Macaroni Products, the following points were reiterated:

About one family in six uses macaroni and spaghetti on a weekly basis or more frequently; just under half use macaroni and spaghetti two or three times a month or more often. Egg noodles are used less widely, with about a third of the homemakers serving them at least two or three times a month. Thus, the opportunity for conversion to regular usage of macaroni products includes the majority of homemakers.

While about two out of three homemakers serve dry macaroni or spaghetti once a month or more, the proportion who serve canned or packaged dinner forms ranges from nine to twenty-one percent.

Consumption is higher in urban areas than in rural areas—and higher along the Eastern Seaboard, including the New York City area, than in other parts of the country.

Macaroni products tend to be viewed as economy foods. Heavier usage has developed among large, young, blue-collar families residing in urban areas. It is reasonable to assume that expansion opportunities extend to all segments of the population.

Egg noodles are viewed more as a side dish or as an ingredient to be used in combination with other food items. Thus, it has achieved a more balanced usage configuration compared to macaroni and spaghetti in terms of the population segments using noodles regularly.

Younger children and teen-agers tend to prefer macaroni products more than adults. Earlier marriages and children in these families give a younger family group, which make the best markets.

The proportion of families with some Italian background who use macaroni and spaghetti regularly is about fifty percent higher than the general population.

The homemaker must be convinced of the nutritional adequacy of macaroni products, and anything that can be done to relieve the anxieties concerning the "starchiness" notion should prove to be an effective stimulant to increased usage.

Discussion

In the discussion that followed, it was noted that we may be on the verge of a new type of thinking of cereal foods, and of all cereals wheat provides the best and most efficient nutrition. The U. S. Department of Agriculture has recently been granted an appropriation from Congress of \$250,000

for research work in the nutritional characteristics of wheat. This may be a big breakthrough.

Comments on the heart study in Roseto, Pennsylvania emphasized the "happiness" idea and lack of stress rather than dietary contributing to a low incidence of heart disease in this community. It was noted that pizza is sold as a fun food and a high impulse item, and that the same principles might be applied to macaroni products if we underplayed the economic aspects somewhat and emphasized the romance more.

Macaroni Money-Makers—

(Continued from page 8)

remaining), combine both in one pot, add the chopped parsley and continue to braise for a few minutes or until nearly all the moisture is evaporated and meat begins to stick slightly to bottom of the pot.

5. Add tomato paste, and work in until all oil is absorbed and none is apparent on top or sides of pot.

6. Add the water, tomato puree, and the strained tomatoes.

7. Check for salt and black pepper, add bay leaves and the oregano.

8. Allow to simmer for three hours (or more), at a very low flame until sauce is cooked.

9. Caution: Stir often!

Cooking Procedure

Two men handle all the cooking of the spaghetti. Their set-up is at the end of a cinder block building and consists of a 50-gallon tank kept constantly filled with boiling water. Alongside are three burners, two of which held 24-quart kettles and the third one a 10-quart kettle. Boiling water is ladled from the storage tank into the cooking kettle, and as the water boils rapidly six pounds of spaghetti are quickly dumped from two 3-pound packages into the boiling water. The 10-quart kettle gets one 3-pound quantity. Cooking time is from 10 to 12 minutes. A cook tests the product for doneness, and then pulls the kettle off the fire and drains the cooked spaghetti into a colander setting in a stainless steel sink. The colander sets on a cylinder about the same size, but raising it to twice its height so the hot water will not splash out of the sink.

A ladleful of sauce is put into a stainless steel steam table pan, and the drained spaghetti poured into it.

The steam table pan is kept on top a hot plate while serving, with a container of sauce kept warm over a double boiler on a second hot plate. The six pounds of spaghetti are served in approximately five minutes with the

three kettles keeping the 15-minute cycle going.

Hot sauce is ladled onto the spaghetti and garnished with grated cheese.

Cooked to order as this spaghetti is, the quality is always high, as the product is "al dente" and the sauce itself of highest quality. This fine food brings many compliments to the Palazzolos and does a tremendous job for the industry.

Midwest Marketing

Dominic Palazzolo, Lester Wagner and Peter Palazzolo have formed Midwest Marketing, Inc. to provide complete marketing services as manufacturers representatives. They are located on the mall, Hyde Park Plaza, Cincinnati, Ohio.

Frozen Foods For Institutions

Prince Macaroni Mfg. Co. has entered the frozen foods field with a line of fully prepared Italian foods for institutional use.

Products, blast frozen and ready for heating, include stuffed lasagna with meat sauce, stuffed lasagna with meatless sauce, stuffed manicotti (16 pieces per pan) with meatless sauce, meat ravioli (70 count) with meat sauce, cheese ravioli (70 count) with meatless sauce, and spaghetti and meatballs (16) with sauce. Packaged in a 4-pound size in aluminum foil trays, six to the case, the Prince frozen foods range in cost from 25 to 30 cents per 8-ounce portion for the restaurant and institution.

The latest in modern blast and holding freezers, plus packaging equipment, for the frozen foods line have been installed in the Merchantville, N.J., plant of Prince Famous Foods of New Jersey, a division of the Prince Macaroni Mfg. Co. of Lowell, Mass. William Bencosky has been named sales manager of the institutional division, including the frozen foods division.




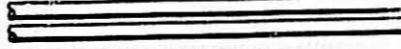





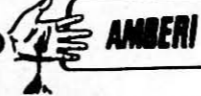

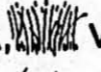





Initial marketing is being done in New England, the metropolitan New York-New Jersey area, eastern Pennsylvania, and as far south as Virginia. Brokers are currently being appointed. A network of public refrigerated warehouses will be used as distribution points.

Name Change

Vimco Macaroni Products Company, Carnegie, Pa., has changed its name to Viviano Macaroni Company, but will retain the Vimco label. The firm is testing cartons for several of its products and is expanding its sales force.

THE MACARONI JOURNAL



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT   , EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  IS ALWAYS UNIFORM IN COLOR AND GRANULATION.  BECAUSE OF OUR UNIQUE AFFILIATIONS IN THE DURUM WHEAT GROWING AREA,  WE CAN SUPPLY  THE FINEST DURUM  WHEAT PRODUCTS AVAILABLE. AND WE SHIP EVERY ORDER  AT THE TIME  PROMISED. BE SURE... SPECIFY 



AMBER MILLING DIVISION

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

TELEPHONE: Midway 6-9433

NOVEMBER, 1964

PACKAGES ARE FOR CONSUMERS

from an address by Fred M. Stefan, president, Milprint, Inc.
to the Film & Foil Industries Seminar, American Management Association

THE packaging business has become a science. It used to be an art, purely and simply printing, geometry and design. Now, we are in a more sophisticated area. A maturity of the best kind has set in. No longer do we just put a wrapper around something like bread, butter, and crackers. The frontiers of packaging are expanding. The industry's greatest rewards lie in pushing beyond the present boundaries and looking ahead to packaging the new and different products that nobody at the moment knows how to package. Many of these products have yet to be invented.

Our customers in all industries are working on new items. Clearly, the premium and the profit in packaged products will go to those among us with the greatest technical superiority. I will amend that . . . the premium and profits will go to those among us who demonstrate the greatest technical superiority.

Orientation to Consumer

To whom do we have to demonstrate this? In the final analysis, we have to convince the end user of the product. Our success, our progress—depends on the consumer. Our job is to make the consumer feel more pleased, when he or she has purchased a product and taken it home and opened it and used it. More specific orientation to consumers must now be our goal. This is true whether we are a company with a product to package, or a supplier of film or foil. It is just as true for a converter or a designer.

How do we reach this goal? There are five areas in which we all must become experts, whatever our position in the chain of events. Our success in these key areas will be the basis from which the consumer will judge our package.

Be An Expert or Find One

(1) All of us—not just the suppliers and converters—must become experts in the physical characteristics of our film and foil materials, and if it isn't logical for you to be the expert, then make sure you find an expert to use. We must understand thoroughly the "older" materials—paper, cellophane, polypropylene, polyester, polyethylene, polypropylene, and foils. We must also be prepared to quickly understand the new ones that are coming along. To fulfill the demands of our expanding industry, more and more new materials will be developed. I cite Milprint's new "Forlan" as a recent example.

(2) We must all become expert in combining these materials, whether old or new, to match the increasingly more demanding requirements of the particular products to be packaged. In the next decade these requirements will bring about a great upsurge in the use of laminated and extruded materials, coated films built to specific needs, special materials for thermo-formed packaging, and new materials for vacuum and inert gas packages.

(3) We should all know as much as possible about how these materials behave in manufacturing. How readily do they adapt to in-plant production of the products to be packaged? How easily or uneasily does the packaging material fit the entire packaging system? How can we better integrate and economize end products production and packaging material production?

Merchandising Knowledge

(4) We all need to know more about merchandising. We must know more about what happens to our packages at the actual point-of-sale. For example, under what conditions will it be displayed? A simple, telling illustration comes to mind: We might produce a package dramatically colorful and striking in itself. But this package, when placed in a supermarket setting among rows of packages also ablaze with color, could easily turn out to be lost in the crowd. In this setting a simple black-and-white package could easily be the most readily distinguishable of the lot—the standout by its contrast with the riot of color on the shelves.

(5) Every one of us in the industry must become expert in the behavior reaction of the consumer in response to our packages. We must learn to more accurately visualize the consumer's response to the package on the shelf; and, we must also "think through" and anticipate the consumer's experience in using our packages. Our goal, as I said earlier, is to make consumers more pleased that they bought our product, instead of another. It seems that after somebody invented the tear tape for flexible packaging, we assumed we had solved the consumer's problem forevermore. Perhaps we need to now invent a can opener for "flexible packages," too.

We must come to grips with this new discipline. The discipline involves starting with the end result—packaging performance in the consumer's hands.

From this point, we should work all the way through the chain of events to the supplier of the raw material.

A Limit to 'Convenience'?

This is particularly important today because "the logic of packaging" is reversible. We can reach a point where our packaging becomes so sophisticated and cumbersome that the consumer loses interest in paying for "convenience packaged" foods.

Unless we are careful, at some critical point in the design or price scale, "reason" takes over and the consumers seek out the more primitive package—or may even return to the more primitive mode of production. Witness the increasing suburban fad of baking your own bread.

I intend this only as a healthy note of warning, not of pessimism. The trouble signals are all about us. I believe we should be bold, daring, and unconventional, but hopefully not foolish in our consumer relations viewpoint.

We have a great many good things working for us in the next decade.

Not Foods Alone

I believe the great future growth for film and foil will come from convenience packaged products in general, not just foods. Some contend the consumer's demand for "convenience" is the result of a shortage of time available to the average American for execution of daily duties. I do not agree. The basic reason for increased buying of convenience packaged products, stems from the growing American emphasis on ease and convenience in every aspect of daily living. I don't think women like automatic dishwashers because they are too busy to wash dishes. I just think they plain don't like to wash dishes. Our rising standard of living enables more and more households to seek the comfort of convenience. Convenience, in the early days of packaging, meant primarily that we made things easily available to the consumer. It still means that, plus the critical factor of making it easier to use the package after you own it.

More Home Freezers

Another trend in our favor is the continuing move toward outdoor living and more recreational time. It has been shown that the move out-to-the-lawn means more home freezers. As freezer

(Continued on page 21)

THE MACARONI JOURNAL

Announcement

Clermont Machine Co. Inc., announces great space saving advantages for manufacturers of Long Goods products.

We now have a 2000 lbs. Long Goods Dryer in operation that saves 1/3rd the space previously required for a 1000 lbs. dryer.

THINK OF IT!

NOW YOU CAN PRODUCE 2000 lbs. per hour in 1/3rd LESS SPACE!

In addition to this Long Goods equipment we also manufacture a Short Cut Press and dryer capable of producing 2400 lbs. per hr. in the same space that has been required for 1000 lbs.

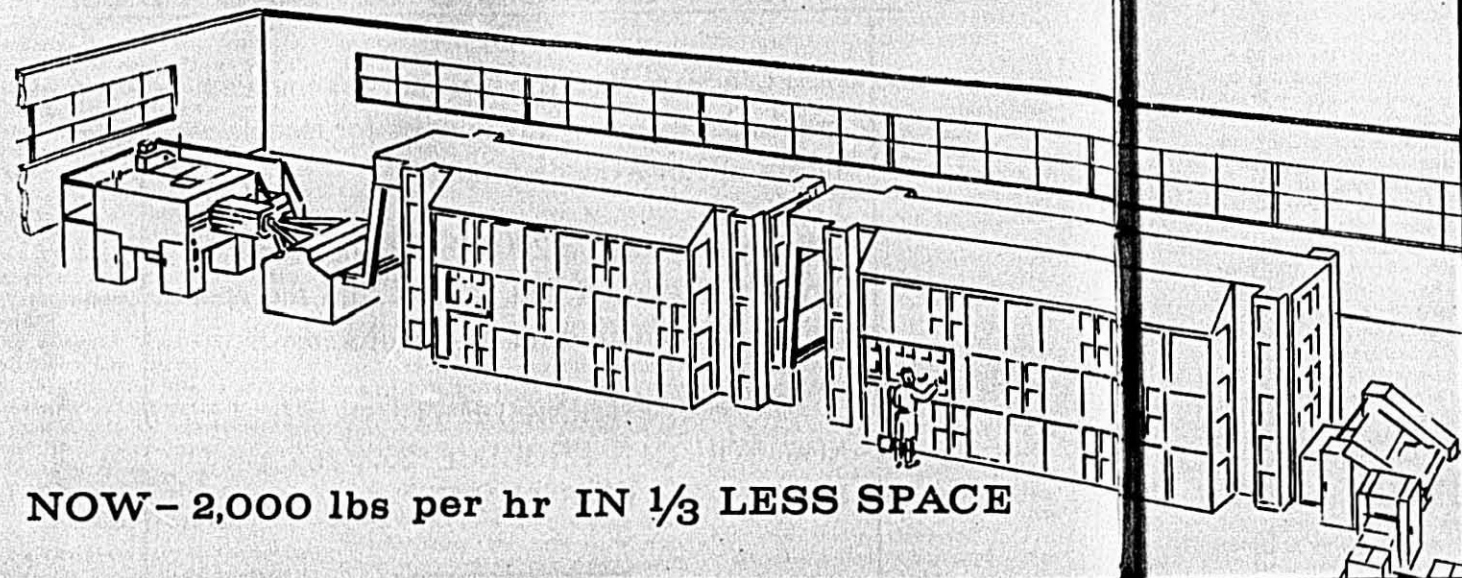
This outstanding equipment is now in operation at Delmonico Foods, Inc., Louisville, Kentucky.

On your trip to the Worlds Fair - visit us and see the latest designs on display at our plant.

Clermont
MACHINE CO., INC.

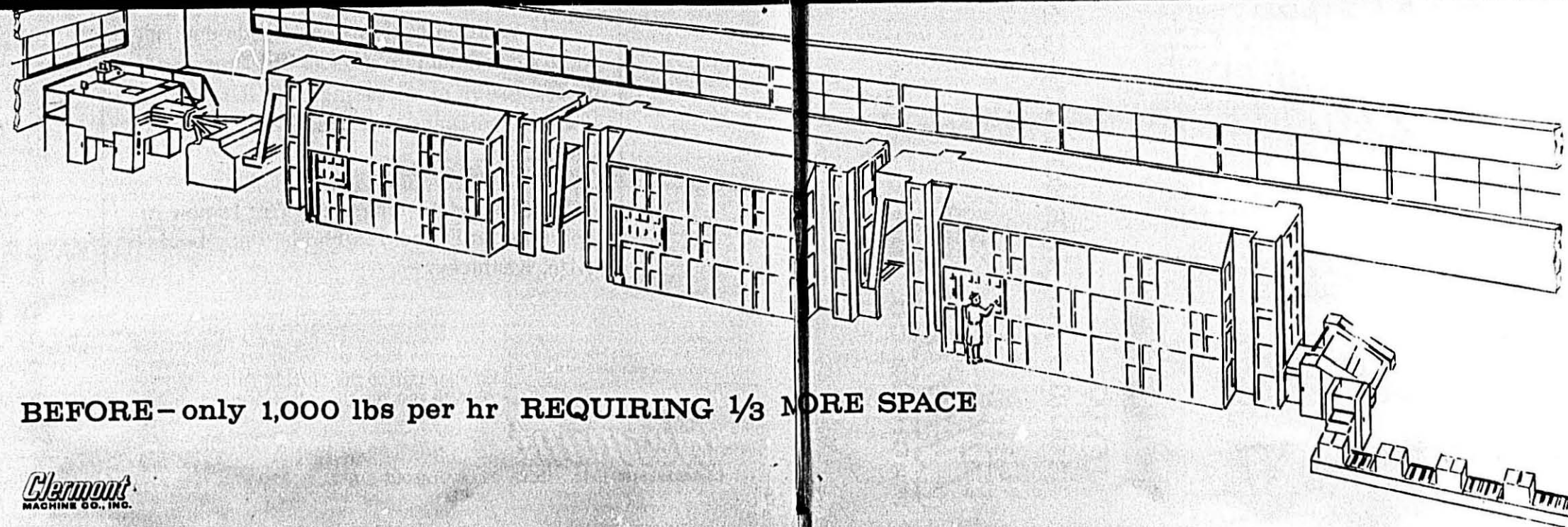
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Twice the Production.



NOW - 2,000 lbs per hr IN $\frac{1}{3}$ LESS SPACE

$\frac{1}{3}$ rd
LESS
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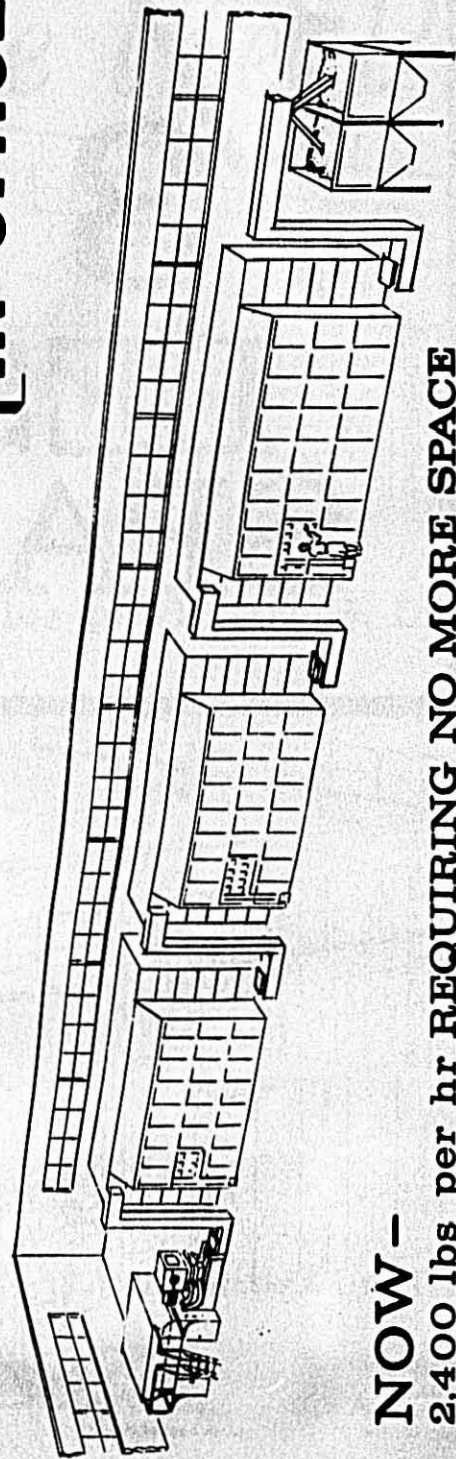
BEFORE - only 1,000 lbs per hr REQUIRING $\frac{1}{3}$ MORE SPACE

Clermont
MACHINE CO., INC.

**WITH NO
INCREASE
IN SPACE**

Twice the Production

FOR SHORT GOODS AND NOODLES



**NOW -
2,400 lbs per hr REQUIRING NO MORE SPACE**

Clemont
MACHINE CO., INC. 280 WALLABOUT STREET, BROOKLYN 6, NEW YORK • EVERGREEN 7-7540

**Packages Are
For Consumers—**

(Continued from page 16)

capacity increases at the ultimate consumer level, as well as in the channels of distribution, more frozen packaged foods will be sold.

Self-service and self-help in non-food as well as food retailing continues to grow. The gains from this for packaging are self-evident. So is the fact that the further apart the housewife's shopping trips become, the more she needs well packaged foods that will store compactly and keep well at home.

Automatic vending machines continue to multiply. Here, our industry faces one of its major challenges over the next decade. Packaging for the vending industry requires unique packaging that can survive handling, automatic delivery devices, and a wide range of temperatures from frozen products to heated, ready-to-eat items, with the same package required to survive the full cycle from frozen-to-hot serving.

So, you can easily observe that the opportunities for our progress in the next decade will only be limited by the limitations of our mental "flexibility" in tailoring and customizing our packages to the requirements of the consumer, and the special needs of the increasing variety of product packagers.

Cook and Serve Bags

Dry foods that must be boiled before serving may now be offered for sale in convenient disposable net bags of Tenite polyallomer plastic that also serve as colanders for draining off the cooking water.

Loosely filled with rice, macaroni products, dried fruits or dried vegetables, the tough Naltex cook and serve bags are simply dropped into boiling water. After cooking, the unopened packages are removed from the pot and the hot water is allowed to drain through the open net.

Designed to appeal to busy housewives, the net packages help prepare the foods for use with a minimum of clean-up. They also eliminate some of the strain and bother of lifting heavy containers of hot water.

Rossotti Appointments

Rossotti Lithograph Corp., packaging producers, with executive offices in North Bergen, N.J. announces several appointments in executive sales categories. The first is Frank Prime, recently appointed to the position of Eastern Divisional Sales Manager. Prime has been with Rossotti for 14 years, 13 of them as a salesman. Most recently he was Regional Sales Manager of the



Bill Cox Frank Prime

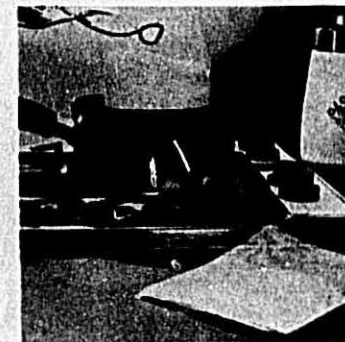
Southeastern area in which capacity he served for three years.

Prime is a graduate of St. Peter's College of Jersey City where he was a Business Management Major. As such he studied Marketing, Sales, Merchandising and Management. He served with the Infantry in the U. S. Army for three years and saw action in the Second World War in Europe from 1944-1946. He is married and the father of five children ranging in age from nine months to eight years. He resides with his wife and family in West Orange, N.J.

Midwest Man

The second Rossotti appointment was that of Bill R. Cox as Sales Manager of the Rossotti Midwest Lithograph Corp. Mr. Cox brings to Rossotti many years of experience in packaging, printing and package design. Formerly at Cuneo Press, he inaugurated the printing of newspaper color preprints and developed the basis for the printing equipment to handle it. Earlier, Mr. Cox directed the art department and later folding carton sales for the Central Packaging Division of Potlatch Forest.

In the Second World War Mr. Cox served two years with the Air Force. He attended Sacramento State College, the San Francisco Academy of Advertising Art, the Chicago Academy of Fine Arts and the American Academy of Art in Chicago.



Mesh bags of Naltex

Mr. Cox holds a private pilot's license and uses a fully instrumented Piper Tri-Pacer for sales hops.

Hayssen in Canada

The appointments of George Redfean as Secretary-Treasurer and Arthur D. Sedgwick as Sales Manager of Hayssen Canada Ltd. have been announced by William A. Hayssen, President of the Hayssen Manufacturing Company, parent firm of the new Canadian subsidiary.

The main office of Hayssen Canada Ltd. and 3000 sq. ft. of warehouse space for spare parts and machine overhauls has been established in Toronto, Ontario at 38 Torlake Crescent. A district sales office has also been opened in Montreal, Quebec at 1176 Sherbrook Street, West.

Sales and service coverage in British Columbia will be provided through Hayssen's Portland, Oregon office. Mr. Lloyd C. Johnson is the Sales Engineer in Portland.

Redfean joins Hayssen from the firm's former Canadian representative, Griswold Engineering Ltd. He was most recently Vice President, Ontario Operations for Griswold.

Sedgwick comes to Canada from Hayssen's home office in Sheboygan, Wis. He has been an Area Sales Manager for the firm the past year. Prior to joining Hayssen, Sedgwick was a sales representative for Triangle Package Machinery Company.

All sales and service of Hayssen packaging machinery in Canada will now be handled directly through Hayssen Canada Ltd.

Volumetric Filler Brochure

A descriptive brochure on its high speed Volumetric Filler is available from Triangle Package Machinery Company.

Among the important features of the Triangle Filler described in the brochure are: its quick changeover to various cup sizes, versatile speed drive, and adjustable cup volume. The Volumetric Filler can also be equipped with an auxiliary vibrating feed tray to handle products such as radishes and certain hard to handle pieces.

To obtain a copy of this informative brochure, write to: Triangle Package Machinery Company, 6855 West Diversey Avenue, Chicago, Ill. 60635.

Italian Exports

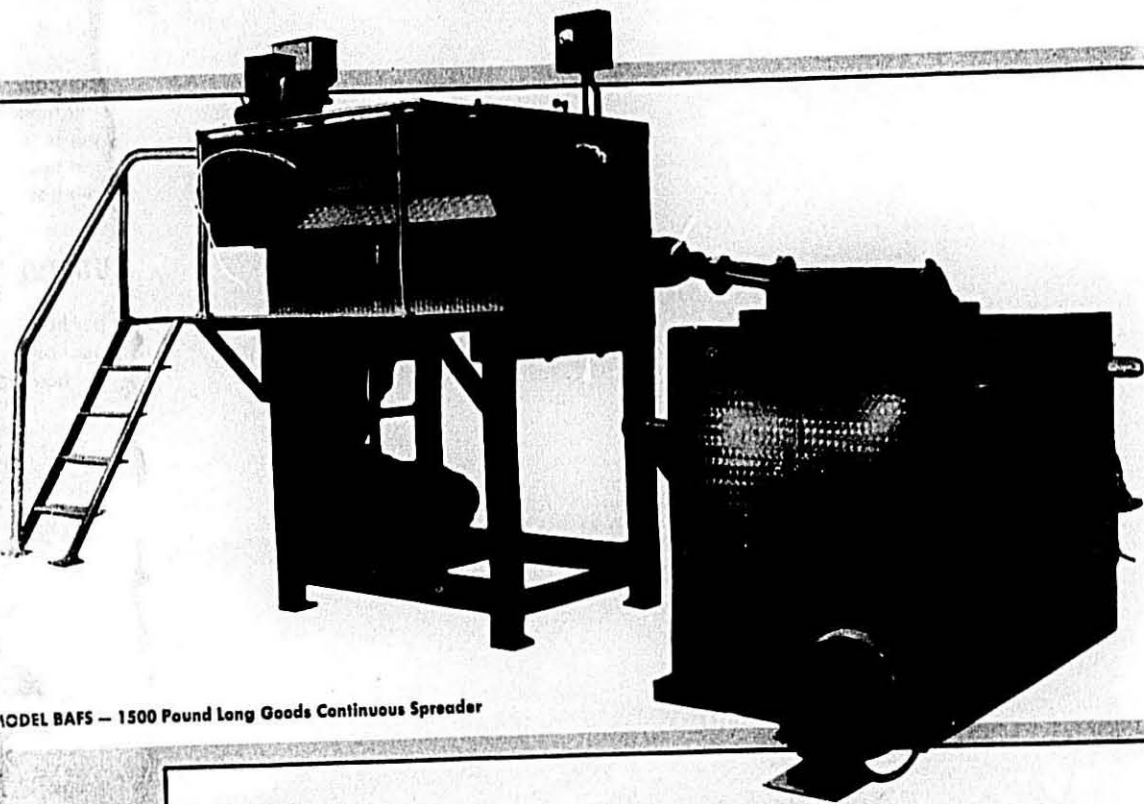
The manufacture of macaroni making equipment is estimated to be more than \$13,000,000 annual business in Italy. About 65 per cent of this equipment is exported. Exports to the U. S. in 1963 amounted to \$358,000.

TOPS IN PERFORMANCE

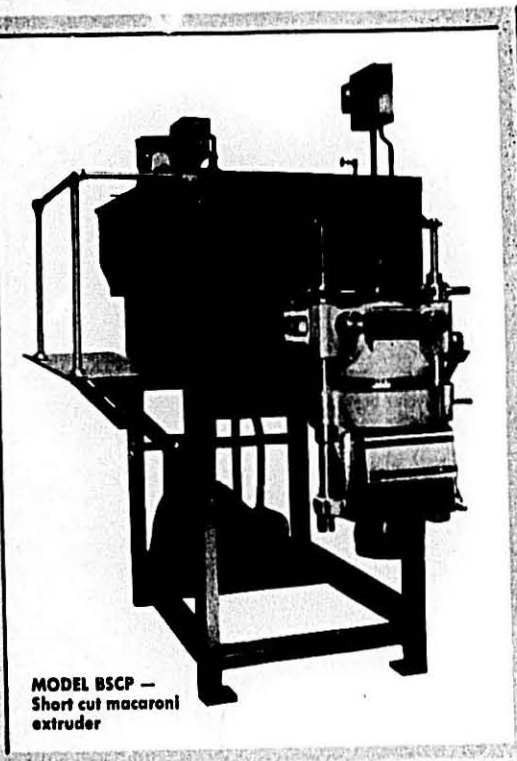
A new concept of extruder construction utilizing tubular steel frames, eliminates those hard-to-clean areas. For the first time a completely sanitary extruder . . . for easier maintenance . . . increased production . . . highest quality. Be sure to check on these efficient space-saving machines.

SANITARY-CONTINUOUS EXTRUDERS

by *Ambrette*



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader



MODEL BSCP — Short cut macaroni extruder

SHORT CUT MACARONI EXTRUDERS

Model BSCP	1500 pounds capacity per hour
Model DSCP	1000 pounds capacity per hour
Model SACP	600 pounds capacity per hour
Model LACP	300 pounds capacity per hour
Model LAB	100 pounds capacity per hour

LONG MACARONI SPREADER EXTRUDERS

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

COMBINATION EXTRUDERS

Short Cut	Sheet Former
Short Cut	Spreader
Three Way Combination	

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

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

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

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

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

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

**NEW
NEW
NEW**

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

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

1500 POUND EXTRUDERS now in operation in a number of plants, occupying slightly more space than 1000 pound lines.

AUTOMATIC CONTINUOUS DRYERS
 FOR ALL SHORT CUT AND LONG
 CUT PRODUCTION OF MACARONI
 ALSO AVAILABLE

*patented

Checkweigher Test Procedure

A "first" in scale technology and know-how becomes available with the publication of "Automatic Checkweigher Test Procedure" by the Scale Manufacturers Association. Illustrated with graphs and examples, the leaflet originates an important phase for modern, high-speed weighers at the packaging line. Automatic checkweighers are of great significance to packers in this day of emphasis on correct package weights.

Automatic checkweighers — a relatively new breed of weighing scale—are installed in the production line to receive packages in sequence on the conveyor after they have left the filling machine. Thus, the usual static accuracy tests of the weighing elements are inadequate for this high-speed, in-motion automatic weighing operation. The new statistical test procedure outlines the method of evaluating the accuracy of the weighing system at its normal operating speed.

This recommended test procedure is institutional in nature—it was prepared by a special industry task force of scale engineers, as a service for users and prospective users of automatic checkweighers.

Chart Accuracy

In essence, the described procedure suggests a means of charting the accuracy of the machine's performance in classifying, as either acceptable or unacceptable, regular packages whose weights are known or precisely determined. The reaction of the automatic checkweigher is charted as it approves

or rejects the varying weights. The chart provides the statistical basis for ascertaining the checkweigher's accuracy—the weight difference between the approve-all and the reject-all points which the chart identifies.

Arthur Sanders, Executive Secretary of SMA, reported that single copies are available by writing to the Scale Manufacturers Association, One Thomas Circle, Washington, D.C. 20005, or from member companies of SMA's automatic checkweigher group.

Facts

Some interesting general considerations from the leaflet include the following:

- Automatic checkweighers operate in a conveyor line handling the package flow. For true test results, it is necessary that test packages be in the normal stream at rated speed, rather than by static test of the weighing element.

- Automatic checkweighers do not indicate the weight of the package. They accept (approve) or reject the package weight on a Go, No-Go basis.

- An approval zone normally set for the checkweigher may have upper and lower set points which establish the commodity tolerance range (variation from perfect). The commodity range differs from the accuracy zones, which are just above and below the weight value of the upper and lower set points. Within these accuracy zones, the checkweigher will tend to either reject or approve package weights—those closely approximating the weight values at the adjustable set points.

- Checkweigher accuracy is the weight difference between the approve-all and reject-all weights, for each set point. The set point commonly falls in the middle of this weight difference.

Deferred Payment Plan

Low down payments, a low five per cent interest rate and a liberal service contract are key features of a new deferred payment or lease plan for users of packaging machinery manufactured by the Triangle Package Machinery Company, 6855 West Diversey Avenue, Chicago, Ill. Triangle is a leading manufacturer of packaging equipment for the food and dairy industries.

The unique plan is believed to be the first such comprehensive one of its type to be offered in the packaging machinery industry, according to Walter Muskat, vice president. "An important additional advantage to the buyer," Muskat stated, "is the fact that payments will be made directly to Triangle, not to a disinterested third party such as a bank of finance company. This will facilitate the best possible buyer-seller relationships."



Miss Italian America, Sal Cardinale, general manager of the New York division of Prince Macaroni Mfg. Co., Lowell, Mass., awards prize of "vacation for two at Sorrento Hotel in Miami Beach" to Maria Carlucci, the newly-crowned Miss Italian America—1964. The national beauty was selected at Palisades Amusement Park from among 25 winners of weekly preliminary contests staged during the summer months by the macaroni company.

In amplifying on the new plan, Muskat pointed out that the interest rate of five per cent per year on the unpaid balance will in itself realize substantial savings for the buyer over the life of a deferred or lease contract, which will be written for a minimum of three years. Down payments can be as low as 10 per cent, allowing packagers to modernize their operation to compete successfully while conserving working capital, Muskat emphasized.

An integral part of the plan is inclusion of the firm's standard service program contract at no extra charge for the length of the payment term. The liberal contract provides for periodic inspection and service by qualified repairmen located in major cities throughout the country. "Through this continuing program of preventive maintenance," Muskat said, "customers are assured of trouble-free machine operation. Incorporating Triangle's lengthy warranty, we know of no other overall program that offers such a broad guarantee."

Two New Soups

Campbell Soup Company, Camden, N.J., is introducing Noodle and Ground Beef and Old-Fashioned Vegetable soups. The Noodles and Ground Beef retail at two for 37 cents in a 10 3/4-ounce can, and the same size Vegetable retails at two for 29 cents. Refund offer will be used during the introductory period.



Square Spaghetti Eating Contest. Sal Cardinale, head of the greater New York division of Prince Macaroni Mfg. Co., Lowell, Mass., raises hand of Danielle Reines, 11, of Pearl River, N.Y., winner of the girls' division crown in the national Square Spaghetti Eating contest. The bicycle was one of her prizes. Summer-long contests staged at chain and independent food stores were climaxed by the grand finals at Palisades Amusement Park, with 107 boys and girls competing.

Appreciation...



will accrue to the thoughtful giver of a gift that lasts the whole year 'round.

Give a subscription for the Macaroni Journal to that representative, employee, customer, or business colleague of whom you think highly.

Twelve monthly issues are \$5 — add \$1.50 for foreign postage.

Great for Christmas giving!

The MACARONI JOURNAL

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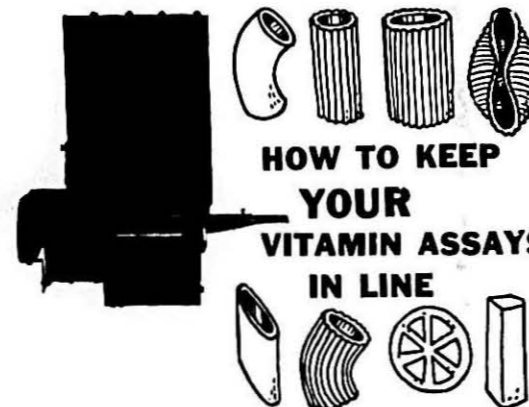
JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

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

James J. Winston, Director
156 Chambers Street
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HOW TO KEEP YOUR VITAMIN ASSAYS IN LINE

Start right with Wallace & Tiernan's quality controlled "N-Richment-A"®. Whether you feed it in powder or wafer form, NRA gives you uniform enrichment.

With a uniform product, the next step is uniform addition. The W&T NA Feeder has been proved by over 30 years of mill operation. Set it for a few ounces to 10 lb. per hour and it never varies. It feeds "N-Richment-A" consistently, accurately, dependably.

The right enrichment . . . the right feeder. Combine them, and you can't miss on vitamin assays.

Offices and warehouse stocks in principal cities.

Or write Dept. N-122.53.



WALLACE & TIERNAN INC.

NOVADEL FLOUR SERVICE DIVISION
23 MAIN STREET, BELLEVILLE 9, NEW JERSEY

Durum Market

Rain and cold weather caught much of the durum in the swath in the prime growing territory of northern North Dakota and Montana in early September. Color deteriorated as the harvest moved northward, and color was one of the most important considerations. No. 2 Durum with good color traded above No. 1 Hard Amber of poor color.

Movement of the 1964 crop reached its crest in September with quality steadily decreasing. The 1963 peak occurred in the last week of August. Producers obviously were not anxious to hold poor quality durum.

At the beginning of the month, prices were in a narrow range of \$1.76 to \$1.78 for No. 1 Hard Amber Durum but by month's end had slipped to range \$1.60 to \$1.70. At times during the month the spread was as much as 15 cents from the top to the bottom of the range for this single grade. As prices slid, they approached the level of the August blitz. Shipping directions to macaroni manufacturers were heavy with retail business good. Most manufacturers have supplies booked to year-end and beyond. Those who did not book in advance were impressed with the spectacular rise and then fall of durum prices.

1964 Crop Tests

Preliminary reports on the 1964 Wheat Quality Survey were released by the North Dakota State University. Tests on almost 400 early harvested samples of durum checked out to be of good quality. However it was anticipated that due to the rains considerable amount of late harvested durum would be of lower quality. Some sprout damage will result in a lower test weight and consequently a lowering of grade. The amount of the crop affected was expected not to exceed 15 per cent of the total. Additional samples of late harvested durum were collected for study. Results on early crop show the following quality factors:

Test weight,	Low	High	Avg.
lbs./bu.	52.0	63.3	58.7
Protein	11.3%	17.9%	14.2%
Moisture	9.8%	15.0%	12.0%
Dockage—farm			
samples	0.1%	15.0%	3.4%
—merchandised			
samples	0.1%	8.7%	1.4%
—all samples .	0.1%	15.0%	2.3%

The Department of Agriculture report for September 1 estimates, put durum production for 1964 at 61,285,000 bushels. This was up from the August estimate of 59,843,000 and last year's crop of 49,763,000. The Farmers' Union Grain Terminal Association comments that they believe these predictions are

high and that the overall quality of the 1964 crop has been disappointing.

Montana Varieties

Wells surged into first place among the durum varieties planted in Montana this year. It was seeded on 77,800 acres or 37.2 per cent of the total durum acreage in the state. This was a sharp increase from 18.4 per cent last year and 2.4 per cent in 1962. Wells, released by the North Dakota Agricultural Experiment Station in the spring of 1960, is a nearly maturing, rust-resistant variety with short, strong straw. Langdon, last year's leader by a wide margin, dropped to second place this year with 27.3 per cent. Stewart, a leader six years ago currently a non-recommended variety in Montana, continued its decline and is now in third place with 16.8 per cent. Lakota moved up to fourth with 6.7 per cent compared to only 2.7 per cent a year earlier. Mindum with 5.5 per cent of the total and Ramsey with 4.8 per cent both accounted for a smaller percentage than in 1963.

Proposed Addition To Cereal Lab

Plans for a proposed addition to the facilities of the Cereal Technology Department at North Dakota State University, Fargo, N.D., are being submitted to the state legislature at its next session, accompanied by a request for an appropriation of about \$500,000.

Under the expansion plan, the Department's building on the Fargo campus would be increased from the present 14,080 square feet to a total of 31,888, according to Dr. Kenneth A. Gilles, Department head.

Among the facilities within the expanded building under the plan are a hard red spring wheat milling laboratory, baking laboratory, food processing laboratory, physical dough testing and flour laboratory, macaroni evaluation laboratory, and facilities for research on protein, carbohydrates, enzymes, instruments and barley.

The Egg Market

During the month of August, withdrawals of frozen whites from warehouse holdings totaled 2,142,000 pounds, compared with 1,144,000 pounds a year ago. Frozen egg yolks amounted to 2,958,000 pounds, compared with 561,000 a year ago. This amounted to a net increase in whites used of 998,000 pounds, and yolks a big 3,519,000 pounds. This put yolks in a good position to maintain firm prices for the balance of 1964. Frozen whole egg withdrawals in August were 1,020,000 pounds, compared with 1,971,000 pounds

the year previous. Evidently yolks are replacing whole eggs.

The Department of Agriculture continued to buy a limited amount of whole egg solids. From March 26 to mid-September, total purchases amounted to 14,400,000 pounds, compared with 8,400,000 pounds in 1963. In 1964, the Government purchases were equivalent to about two per cent of total egg production.

Production Up

On September 1, there were 293,000,000 birds laying and 93,000,000 pullets not yet laying, compared with 291,000,000 laying birds the year previous and 96,000,000 pullets not yet laying. Essentially, the laying flock in 1964 will be about the same as in 1963 for the balance of the year. Rate of lay may be slightly above 1963, so there may be slightly more eggs on the market during the fall and winter months. This would indicate that prices should be in line with last year, but whites and yolks may fluctuate due to changing demand.

Current receipts of shell eggs in the Chicago market declined three cents at the bottom of the range and one cent on top, closing at 27.5 cents to 31 cents a dozen at the end of September. Frozen whole eggs were steady at 24.5 to 28 cents a pound while whites eased slightly to range 14.25 to 15.5. Frozen yolks of 45 per cent solids, quoted for the New York and Philadelphia markets by the USDA Marketing Service, strengthened slightly, to close at 47 to 52 cents for under No. 4 color, and 53.5 to 54.5 cents for No. 4 and 5 colors.

Dried whole eggs were more expensive than dried yolk solids at \$1.07 to \$1.12, compared with \$1.06 to \$1.12.

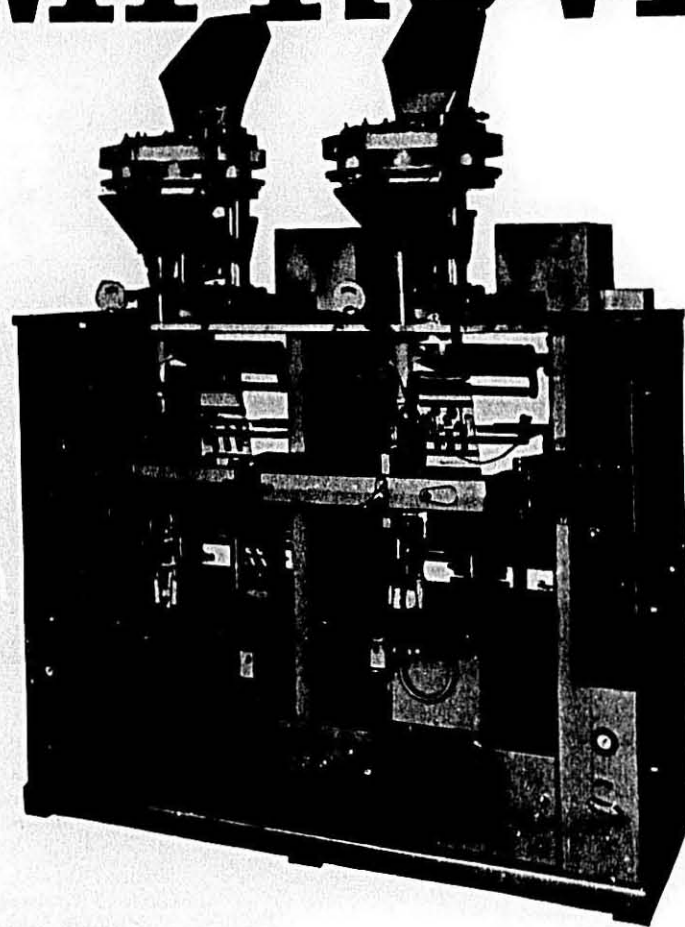
August Processing Down

Production of liquid egg and liquid egg products (ingredients added) during August was 41,037,000 pounds, 12 per cent smaller than the August 1963 production according to the Crop Reporting Board.

Liquid egg used for immediate consumption totaled 4,250,000 pounds, up three per cent from August last year. Quantities used for drying totaled 15,223,000 pounds, 10 per cent less than the 16,921,000 pounds dried in August 1963. Liquid egg frozen was 21,564,000 pounds, 15 per cent less than August 1963. Storage holdings of frozen eggs at the end of August were 107,536,000 pounds, two per cent larger than a year earlier. Holdings decreased six million pounds during August, compared with two million pounds during August 1963.

Egg solids production during August totaled 3,845,000 pounds as compared (Continued on page 28)

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Egg Processing Down—

(Continued from page 26)

with 4,688,000 in August last year. This was a decrease of 18 per cent. Production of whole egg solids was 1,563,000 pounds, as compared with 1,422,000 pounds in August last year. Albumen solids totaled 731,000 pounds, 13 per cent less than the 837,000 pounds last August. Output of yolk solids was 614,000 pounds, 53 per cent less than the 1,312,000 pounds produced in August 1963. Production of other solids was 937,000 pounds, 16 per cent below the August 1963 output of 1,117,000 pounds.

Suggestions on Salmonella

Dr. J. E. Williams of the U. S. Department of Agriculture, in a recent address before the American Poultry and Hatchery Federation in Dallas, Tex., gave a detailed review of the salmonella problem as it exists today and pointed out the need for those assembled to fully understand the problem and take immediate positive action. He also stated that the poultry industry should neither carry the full responsibility for salmonellosis in humans, nor be handicapped by unfair publicity indicting poultry or poultry products as the source.

Dr. Williams, a research veterinarian at the Southeast Regional Laboratory in Athens, Ga., said: "The task ahead is largely one of erasing the feeling of futility that has dominated control efforts." He called upon the industry to learn as much as possible about the problem, and then to apply whatever control measures are presently available.

Problem Sources

Pointing out the sources of the problem, the speaker said: "Foods of all types derived from animals, and not heated sufficiently in preparation to kill salmonella, should be regarded as a potential source of infection. Such animal-derived foods by no means include only poultry and eggs."

Dr. Williams said that despite documented non-avian sources of Salmonella infections, egg and poultry producers still have a primary interest in avian-derived products as a source of salmonellosis. He said that surveys show that in some areas as many as 15 per cent of poultry carcasses yielding cultures showed salmonella contamination. Salmonella have also been recovered from the skin of turkeys, frozen for more than a year.

The Doctor told his audience that "Foods that are derived from eggs that are broken out pose the biggest problem. Organisms present on shells read-

ily gain access to the egg substance as the shells are broken. Large batches of broken eggs may become contaminated with high populations of the bacteria. Frozen egg yolks and whites are widely used in the bakery industry and often contain salmonella."

Watch Food Handlers

Particular attention should be paid to food handlers, Dr. Williams warned, in pointing out the human carriers. He also stressed the importance of poultry control, particularly in hatchery management and the feed industry. Most standard pelleting processes may lower salmonella count but do not eliminate the organisms.

For the past three years USDA has developed sanitation suggestions for manufacturers of animal by-products used in feeds, and the U.S. Public Health Service issues a monthly detailed salmonella surveillance report including data on both human and animal outbreaks. This service, according to Dr. Williams, "as it is expanded to cover a large number of the cases of salmonellosis that actually occur, will make a very substantial contribution to efforts to prevent and control salmonellosis in our human population."

Sanitation Is People

"Sanitation is only as good as the people who practice it", says the Ameri-



Basket of Eggs

A basket of eggs is being used by Prince Macaroni Mfg. Co. to highlight its newly designed egg noodles package. The Prince package features a three-dimensional photo of the eggs, an extra 10 value bonus Red Scissors coupon offer, and a meat spaghetti sauce recipe by Joseph Pellegrino, president of the Prince firm.

Products from four of the cooperating companies in the Red Scissors coupon plan as well as other Prince products are featured on the back of the package.

can Sanitation Institute of St. Louis.

Posters Help

To help improvement in food plants, warehouses, and similar establishments ASI is offering 24 posters to keep the employee constantly aware of his role in the plant's sanitation program. These "Huge Henry" posters remind him to watch for possible avenues of filth contamination to the product, make him safety conscious, point out the why behind sanitary procedures, and encourage him in clean personal habits. These posters not only impress employees but regulatory inspectors and plant visitors as well.

Twelve of the posters deal with general themes. Twelve criticize bad sanitation practices or compliment good ones. A brochure showing the 24 in full color is available by writing Box 9502, St. Louis, Missouri.

Japanese Like Noodles

Per capita consumption of wheat flour in Japan has leveled off in recent years at a record high level, 119 per cent above the 1934-38 average, and total production of flour in the country is continuing to show steady increases, according to data compiled by Mitsui & Co., Ltd.

Mitsui estimates daily per capita consumption of wheat flour in 1961 at 70.8 grams, against 70.6 in 1959. In 1955, daily consumption averaged 68.7 grams per capita, while the 1946-48 average was only 38.3. In the 1934-38 period, daily average consumption of wheat flour in Japan was only 32.3 grams.

While per capita consumption has leveled off, production of flour by Japanese mills continues to increase. Production in the 1961 fiscal year totaled 2,421,655 metric tons, or about 54,000,000 cwts., against 2,370,000 tons in 1960, and 2,328,774 in 1959. In the 1956 fiscal year, flour production was 2,039,748, with the 1961 total showing an increase of 18 per cent.

Noodles Climb

Noodles continue to account for the major share of Japanese flour, 42.4 per cent of the 1961 aggregate production. Surprisingly, the share of the annual output going into bread has trended downward, at 31.9 per cent in 1961, against 32.5 per cent in the previous year, and the peak of 34.4 per cent in 1957. In 1961, 1,026,631 metric tons of wheat flour were used for noodles, compared with 1,022,458 tons in 1960. Production of bread in 1961 took 771,226 metric tons of wheat flour, compared with 771,523 tons in the previous year.

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Skinner Premiums

A four-piece set of handy, conveniently sized kitchen aids is being offered as a 25¢ mail-in premium by Skinner Macaroni Company, Omaha, Neb., in its fall promotion.

The set, consisting of a strainer, egg separator, funnel and scoop, comes in sturdy aqua-colored plastic. Each piece is about six inches in length, a size homemakers find easy to use and saves drawer space. Retail value is 89¢.

A newspaper advertising schedule in over 125 dailies is scheduled in support of the offer. The Skinner schedule will also include advertisements in the October issue of Progressive Farmer magazine, and in sectional editions of the October issue of Family Circle and the November issues of Good Housekeeping and Woman's Day.

Exciting point-of-sale materials are being offered grocers. One piece, a unique 17 in. x 22 in. wire display card, contains actual kitchen aids set on both sides of the card. The card is supported by a wire standard which fits between the tops of two grocery gondolas. Thus, the set is well displayed, without taking valuable shelf space. Other display materials include shopping cart cards, posters and order blanks.

Lloyd E. Skinner, president of Skinner Macaroni Company, said when announcing the promotion, "We anticipate this being a most successful premium. Homemakers and home economists we have consulted are enthusiastic about the appeal of the kitchen aids set. They advise that every homemaker has a need for a set of this size and type, and that it is frequently impossible to buy a comparable set in retail stores."

Food Is a Bargain

Today the consumer spends the smallest percentage of her after-tax dollar for food of any time in history—26 cents for 1947-49; 19 cents for 1963-64.

Pasta Padre

"Win the war in Viet Nam with noodles!" the man in the Roman collar said to Bill Hearst at Toots Shor's. "Get me a couple of noodle machines to put out there, and the hungry people will be fed and stop fighting."

In the column "On the Line" by Bob Considine in the Hearst Papers, he recently wrote about the Maryknoll missionary, Monsignor John Romaniello. The Hong Kong Noodle Priest, because he can sell like a Latter-Day St. Paul, has noodle machines running around the clock in Peru, Chile, San Salvador, India, the Philippines, Formosa, and Korea.

The man has some dizzying statistics: "We explore space and work all kinds of wonders here on earth. But millions—I really mean millions—of human beings die of starvation each year. We have surpluses so huge that they cost nearly \$2,000,000 a day just to store. Most of the starving people of the world don't have a stove. Most of them wouldn't know how to make use of what we've stored, such as make a loaf of bread. The noodle is the answer. If I could only get more noodle machines.

"Ours is a United States activity, not a Catholic activity," Monsignor Romaniello said, with dignity. "The Catholic Relief Services, one of the several great organizations in the field, arranges for the delivery of surplus ingredients. When some poor soul receives his or her three-pound bag of noodles, there is nothing on the package except a legend, in English and the local language, that the noodles are a gift from the people of the United States.

"I say bring the starving back to life and see what they can do to make it a better world."



C. W. Jack Wolfe, president of Megs Macaroni Co., Harrisburg, Pa., appears in television commercials for their Pennsylvania Dutch brand noodles.



Here's one gal who's doubly happy with the eye-catching jewelry premiums the C. F. Mueller Company is offering this Fall. Both the sunburst pin and matching earrings—available with her favorite macaroni, spaghetti and egg noodle products—are of exclusive design, created to lend prominence to genuine cultured pearls, in a setting with a rich Florentine finish. Complete details on the availability of the jewelry are right on the Mueller packages.

GMA Barometer Shows Grocery Trends

The current issue of the GMA Barometer, which highlights trends affecting grocery manufacturers, states that in the second quarter of 1964 dollar sales of all retail food stores totaled \$15.2 billion; sales for the first six months of 1964 were \$29.9 billion. In both cases the gain was about 3½ per cent.

Sales of grocery and combination stores, the largest segment of the retail food group, totaled \$27.1 billion for the first six months of 1964, a gain of \$950 million (3½ per cent) over the 1963 period.

Retail food store tonnage sales for the first half of 1964 rose 2½ per cent above the year-ago period.

Stable Influence

Six month sales of grocery wholesalers were 9 per cent ahead of last year, while sales of grocery manufacturers advanced 8½ per cent.

The dollar value of retail food store inventories at the end of the first six months was unchanged from a year ago. Grocery wholesalers' inventories over the same period rose by almost 11 per cent.

The Government's index of food prices at the grocery store—officially called the "Food at Home" index—remained remarkably stable during the first six months of 1964. Average prices during the six month period were only one per cent higher than a year ago.

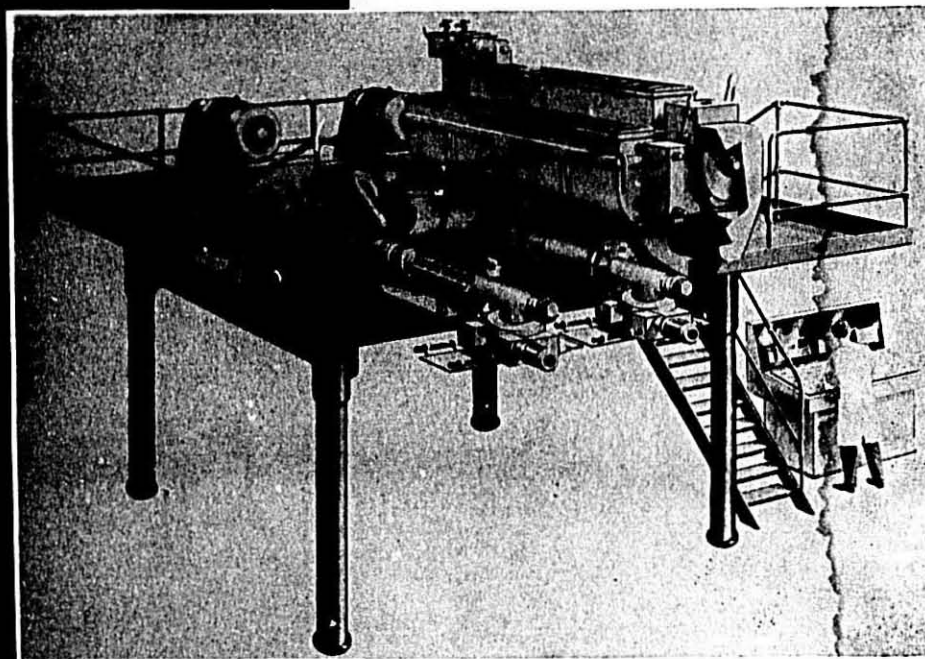
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De Francisci Appointments

In view of many foreign inquiries received in recent years and in accordance with its decision to expand its manufacturing facilities De Francisci Machine Corporation of Brooklyn, N.Y. has announced the appointment of Charles F. Moulton as export manager for the sale of its equipment in foreign markets. Mr. Moulton is well known in the United States and to many macaroni manufacturers abroad. Educated in England, resident in both France and India, Moulton has travelled all over the world and speaks several languages. For 17 years he was associated with LeHara Corporation where he handled the Braibanti representation both in this country and in Canada.



Charles F. Moulton

In expanding domestic coverage Charles M. Hoskins of the Hoskins Company, Libertyville, Ill., has been appointed sales representative for the western half of the United States including Chicago and points west. Mr. Hoskins has been a long-time industrial consultant to the macaroni industry.

La Rosa Appointments

Joseph Falabella has been named sales manager of the La Rosa Institutional Division by Vincent F. La Rosa, senior vice president and director of sales.

He joined the La Rosa institutional division in 1960. Mr. Falabella has been associated with the food industry since 1944 when he became a wholesale grocer distributor. He is the holder of many awards in sales and sales-promotions prior to his joining the La Rosa sales force.

He has been closely associated with Boy Scout and civic organization work



Joseph Falabella

for many years as well as pursuing a hobby of woodworking and refinishing furniture.

Another recent La Rosa appointment is that of Nicholas P. Vitale, who has been named sales manager of V. La Rosa & Sons, Inc. in the New York City area.

He joined the La Rosa sales force in 1955 at the Hatboro, Pa. offices. Later he was made sales manager covering central eastern and southern Pennsylvania, as well as central and southern New Jersey.

Mr. Vitale is on the board of directors of the Association of Manufacturers Representatives, a member of American Grocers and Brokers Association, and a third degree member of the Knights of Columbus. He is also a devout student of numismatics.

Macaroni Salute

"Macaroni—A Best Buy in Food!" General Mills is carrying this slogan on every envelope mailed from their Minneapolis mills and offices during the month of October as a salute to National Macaroni Week.

They have offered a prize to their macaroni customers for guessing how many times it will be used during the month. The prize: a share of General Mills common stock.

Football Figures

"Fight, team, fight!" urges International Milling Company. Heralding the football season, a series of four cute cutouts for posting on the company bulletin board were mailed to macaroni companies with copy such as this: "Here we go again. The football season is just about here, and this means another scrimmage for the consumer's dollar.

"Let's make a run for it—tackle a bigger share of this dollar than ever before!

Financial Reports

In the first quarterly estimate of earnings ever issued by the company, General Mills announced net profits for the three months ended August 31 of approximately \$4,671,000, compared with \$4,013,000 in the first quarter of 1963-64 fiscal year. Net for the June-August quarter was equal to 58 cents a share on the common stock, against 49 cents in the first quarter of last year. Sales increased \$5,720,000 over the same period of a year ago.

General Mills attributed the increase in sales and earnings largely to successful consumer food operations. It said that "profit margins in the bakery flour business continue to be depressed."

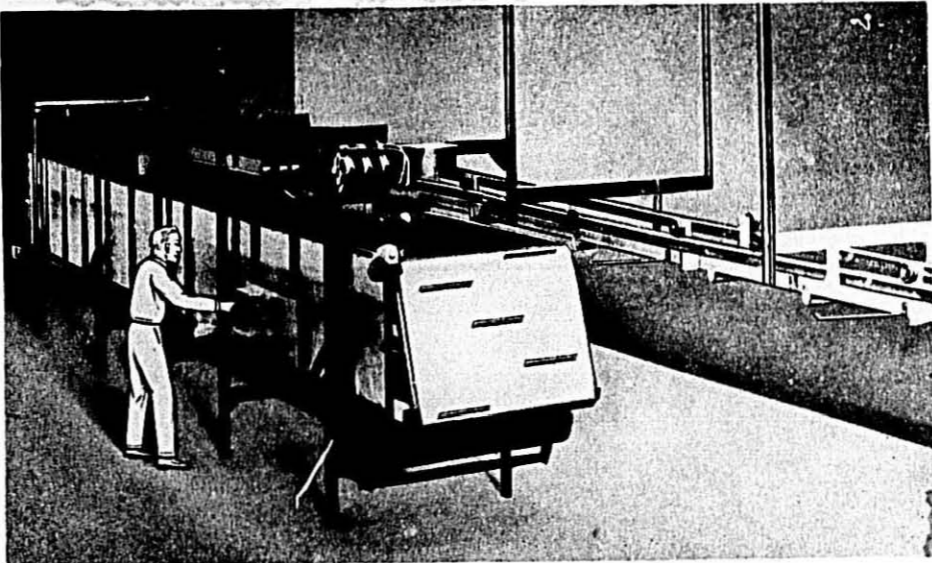
International Milling Company expects 1964 net to be near 1963. Atherton Bean, president, said in an interview, that barring unexpectedly large year-end adjustments this would be the case. Figures for the latest fiscal year ending August 31 aren't yet available, he explained, and final results will depend to some extent on the valuation of year-end inventories and open orders.

In the first half of fiscal 1964, earnings were about eight per cent below those of the year earlier period, despite a gain in sales, largely because of low margins in flour sales in this country. But in the final six months, Mr. Bean said, profit margins showed some improvement.

Archer Daniels Midland Company, processor of agricultural and chemical products, reported that its sales in the fiscal year ended June 30 were seven per cent ahead of the previous year. Net earnings after taxes for 1964, according to the annual report to shareholders, were \$3,282,299, equal to \$2.05 a share. This compared with \$3,854,275, or \$2.41 a share, in fiscal 1963.



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SMOOTH SELLING[®]

by George N. Kahn

ARE YOU A SALESMAN?

This is No. 2 of 12 sales training articles.

CERTAIN words mean different things to different people. Rich, poor, smart, dumb—all these terms take on various shades of meaning, depending on the person using them. A Calcutta beggar would consider any American rich; a man who can read and write is thought of as smart by an illiterate.

The term "salesman" produces the same kind of semantic problems. To many people, the noun would apply to anyone who sold anything to anybody. This would include sidewalk pitchmen, door-to-door gadget vendors, newsboys and store clerks as well as the man making \$100,000 a year selling highly technical industrial equipment.

I don't believe that merely because a man performs the selling function he is necessarily a salesman. I have too much respect for true salesmen to be that generous.

To me, a salesman is a creative individual who plays an influential role in our economy. He also is a man who develops markets, who aids the buyer as well as himself, and who is constantly trying to increase his sales through bold, imaginative thinking.

A big order? It certainly is, but not impossible to achieve. A moment ago I posed the question: "Are you a Salesman?" Now I want you to ask yourself if you just have the title of salesman without the necessary credentials.

Selling Credentials

Let's examine some of these credentials.

Unless you can really communicate with a customer so that he thinks like you and is motivated to buy through your persuasive powers, you are not a salesman.

Unless you can see the customer's point of view and turn it to your ad-

vantage, you are not a salesman.

Unless you can determine what a customer needs—not what he wants—you are not a salesman.

Unless you have a thorough knowledge of yourself, you are not a salesman.

Unless you have studied other people so you have some insight into their character, you are not a salesman.

Unless you know what you are selling, you are not a salesman.

Don't Stop Growing

Put this question to yourself, also: Are you still growing? A man who has stopped learning is not much of a salesman. Growth is at the heart of salesmanship. Even if you have been selling for 25 years you should still look for new ideas and methods to boost your production and make yourself more valuable to the company.

One of the nation's leading insurance salesmen, a man whose income runs over \$100,000 a year, surprised his supervisor one day by volunteering to take the firm's training course for sales recruits.

"But, Dan," the boss said, "you sell more insurance than anyone in the organization. This will be kid stuff to you."

"Jack," Dan replied, "not a day goes by that I don't learn something new. In that training course, no matter how basic it is, I'll pick up some piece of information that will help me sell more insurance. No salesman knows everything, and when he stops learning he's on the downhill slide."

Some people stop learning the day they leave school, whether it is grammar, high school or college. These are the individuals who are passed by in earnings, promotion and prestige. They stand still on the road of life, and whatever latent talent they possessed is soon dried up and useless.

Look at some famous men who did not stop learning.

Henry Ford was past forty when he invented the internal combustion engine.

Albert Schweitzer was an established musician and philosopher when he decided to become a physician and missionary.

Grandma Moses was in her seventies when she began to paint.

Maurice Chevalier was still entertaining thousands with new songs and acts at the age of seventy-five.

Now, what about the seeds for growth?

Qualities Needed

A mark of the successful salesman is his work habits. If you are committed emotionally or philosophically to the eight-hour day, then forget salesmanship. The man who writes the big ticket, thinks nothing of putting in a 10, 15, or 18 hour day. He loves his work and never considers it a chore.

Thomas Edison said that genius is 99 percent work. The salesman can figure out his own percentage, but his income will invariably be related to the time he puts on the job.

In addition, the salesman must build good work habits. Before he starts out in the morning his day should be so organized that there will be no lost motion, hesitation or indecision.

A sales manager for a well-known rubber company once asked a discouraged salesman how many prospects he had seen that day.

"Two," the salesman said.

"How many had you planned to see?" the boss continued.

"As many as I could," the salesman answered.

"That isn't planning, that's hoping," the supervisor said.

The salesman who drives off in the morning with nothing more than hope

(Continued on page 38)

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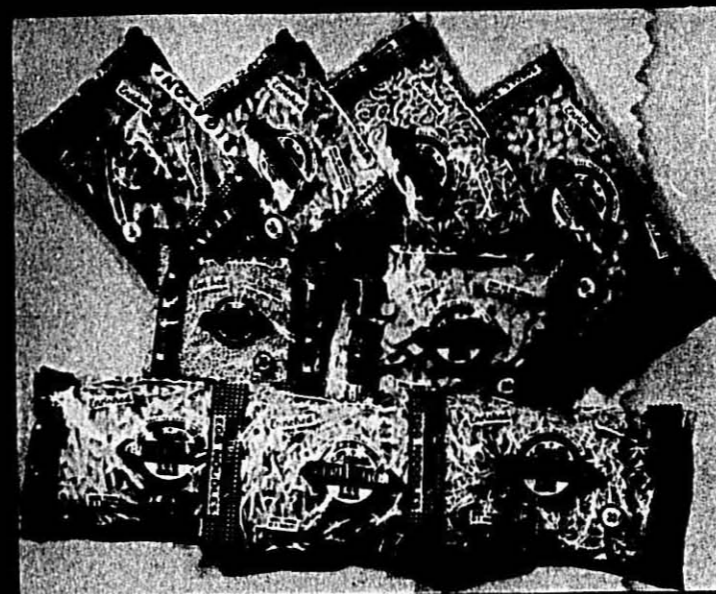
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AUTOMATIC PACKAGING EQUIPMENT

Are You a Salesman?—

(Continued from page 34)

is travelling too light. He should plan his time, prepare his sales talk and develop his defense against objections. And all this planning must be flexible enough to allow for any contingency—postponed appointments, long waits for interviews, etc.

Honesty is another quality the salesman must have. This means being honest with yourself, your customer and your company. If you make promises you can't keep or lie to cover up your lack of knowledge, you are betraying the customer's confidence in you and your firm. You also are betraying yourself, your superiors and your family.

There is a lot of concern today about whether this country is on the moral skids. The television quiz scandals, the price fixing conviction of some businessmen, the link between sports and gambling—all these have prompted serious soul searching among Americans. In fact, a national magazine devoted almost an entire issue to the question: "Is Morality Losing?"

I'm also concerned about this question, but I do not believe for a minute that morality—particularly business morality—is an outdated product. Sure, there are cheaters and fast-buck operators, but they don't establish the tone for the business community. Most people in business believe in and practice honesty.

And no salesman should think honesty is old-fashioned. The man who cynically disregards business principles is deluding himself and headed for trouble. I know many successful salesmen and not one of them achieved his position by deceit and trickery.

I'm reminded here of my good friend Pete Blaney, a pharmaceutical salesman. One day Pete got a \$4,000 order from a small drug store in rural Illinois. "You're buying too much," Pete told the proprietor.

"But I thought selling was your business," the amazed owner said.

"It is," Pete said, "but I don't want to see you overstocked with stuff you're going to find it hard to move."

He then explained that two of the drugs the man had ordered were due to be replaced by superior products developed by the company. The druggist cut his order in half, thereby depriving Pete of his big commission. But in the years that followed, he gave Pete thousands of dollars worth of business.

Today, Pete is one of the major earners in the industry. He would no more think of acting selfishly, dishonestly or unethically than he would of taking a bath with his clothes on.

Character Important

A man's character will usually determine what kind of a salesman he will be.

Honesty and dependability are not outworn attributes. The salesman who has them is endowed with human values that will translate into earning power.

While we're on the subject of values, let me mention another equally important: maturity. Unless you are grown up enough to assume responsibility and take your lumps as well as your rewards, then you're not ready for selling.

A man who flies off the handle at criticism is not mature. The mature individual who is criticized will use the censure as a lever for improvement. The man who cannot learn from criticism should take serious inventory of himself.

Unselfishness is still another quality of the mature man. This means the ability to consider the interests of others. Never forget that behind you is an army of production, distribution, advertising, office and engineering people who make your task easier. In front of you is the customer, who must benefit from the purchase he makes.

The guy who lives for and thinks only of himself will one day find that he got just what he wanted. He will be alone, a forsaken man without a friend or even anyone to speak a kind word for him.

Help Your Customer

It's human nature that men are drawn to individuals who are understanding and sympathetic. If someone knows that you care about him, he will care about you. This is especially true of the customer-salesman relationship. Be of value to your prospect or customer, and he will remember you the next time you call. The recollection will often take the form of an order.

A genuine liking for people is another invaluable asset for a salesman. In fact, I don't see how he can get along without it.

A buyer for a midwestern electrical firm was such a grouch that salesmen used to go miles out of their way to avoid him.

"Who wants to be insulted by that crank?" they would say.

A friend of mine, Fred Naylor, had a different idea. He breezed into the buyer's office one day, stuck out his hand and announced:

"Mr. Grant, I've made up my mind about two things: I'm going to like you and you're going to like me."

The crusty purchasing agent was so surprised that for a few seconds he simply stared at Fred, open mouthed.

Then he began roaring with laughter and put out his hand to Fred.

Fred walked off with a huge order, and the two men became good friends.

Do You Like People?

That was more than a stunt with Fred. He does have a warm feeling toward his fellow human beings. That's one of the reasons he is a top salesman. This carries over into his private life as well. He is active in charity work, boys' clubs and in the improvement of his community.

This like of people should include understanding them as well. There must be sympathy before a salesman can truly cater to the needs of his community. You can't be expected to read a customer's mind, but you should have a fairly good idea of the things which motivate him—his fears, aspirations, likes and dislikes.

When a man and his wife live together long enough they can almost infallibly predict each other's behavior and sometimes seem to read each other's thoughts. You can't know a customer that intimately, but it is a goal to reach for. Study your man and know him so well that you can almost anticipate a turn in the conversation.

I've hit on what I think are the chief qualities a man should have to sell smoothly. There are, of course, others. Neatness, good health, social poise, ambition, loyalty, business acumen, enthusiasm, courage and perseverance are all important.

No man can have all these qualities. The perfect salesman has not yet been born. However, the more of them you possess, the more likely you are to be a successful salesman. Some you are born with; others can be acquired.

Every salesman should have a full-length mirror in his home. The purpose is not only to check your grooming and appearance, but to practice your sales talk and presentation. Look at yourself with a critical eye. Do you look and sound convincing? If you were the prospect, would you be impressed by your argument?

I'm going to give you a little quiz to test your self-honesty and help you answer the question: Am I a salesman or an order-taker? A score of ten or more "yes" answers means that selling is for you.

Am I a Salesman or an Order Taker?

- YES NO
- Do I actively seek new knowledge about selling? _____
 - Do I spend extra time with a customer on his problems? _____

3. Do I work beyond 5 o'clock on some days without thinking of it as a burden or chore? _____

4. Do I plan my working day? _____

5. If the competition uses unfair tactics, do I maintain my dignity and composure by not emulating them? _____

6. Do I see criticism as an effort to help me? _____

7. Would I spend time with customers if it didn't mean money to me? _____

8. Do I know and understand my own weaknesses? _____

9. Do I do anything about them? _____

10. Do I like most people I meet? _____

11. Do I sometimes seek out an appraisal of my work? _____

12. Do I look forward to sales meetings as a chance to learn something that will help me? _____

13. Do I feel my customer's problems affect me? _____

14. Do I believe that selling and service go together? _____

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REPRINTS FOR YOUR SALESMEN

Many sales and management executives are ordering reprints of this series of articles for distribution to their salesmen. These will be attractively reproduced in a 4 page format, three hole punched to fit a standard (8½ x 11) binder—each reprint will include the self-evaluation quiz.

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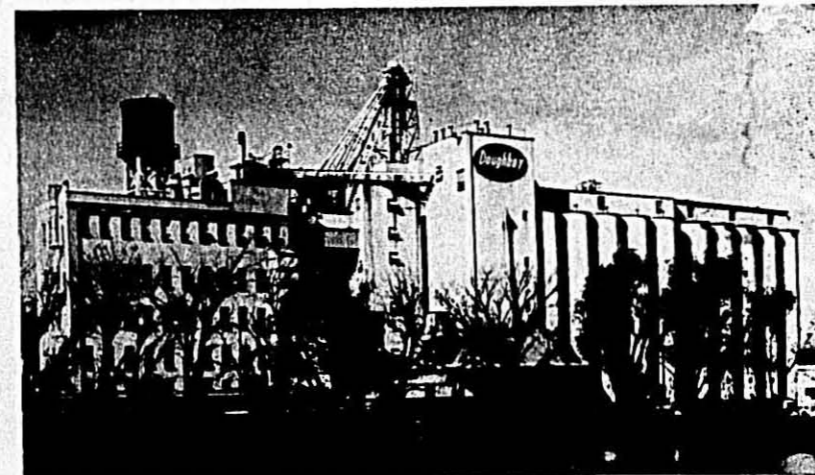
When ordering, please mention the name of this publication.

It cost \$8,731 for the average company to find, select, train and supervise each new salesman in 1963. And half of the total cost was wasted because only 50% of the new men hired in 1963 were expected to stay through 1964. The figures are from a recent 12-page study of 503 manufacturing and service firms prepared by the Sales Executive Club of New York.

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WAY BACK WHEN

40 Years Ago

• William Clendenin of the American Package Macaroni Association made a collection of comments on nutritional characteristics of macaroni, including the following: "Macaroni is well-tolerated and quickly taken up into the system. It does not contain any injurious substances so common in other protein foods, substances which make difficult work for the liver and blood vessels," said Arnold Lorand of Carlsbad.

• "Macaroni is made from the harder varieties of wheat. It is rich in carbohydrates and proteins and is almost entirely absorbed in the body," wrote Lulu Graves in Modern Dietetics.

• Starving Armenian orphans were being saved by a relief program providing them with macaroni and cheese as the principle dish. Sixty per cent of the youngsters were under twelve years of age.

• Government Standards were promulgated for macaroni and noodle products, calling for no more than 13½ per cent moisture and permitting egg yolk to be substituted for whole eggs in making egg noodles.

30 Years Ago

• Difficult business conditions brought about by the depression caused criticism of Industry Codes. The Editor turned the question around by asking: "Is It the Code Or You?"

• Court decisions involving Codes upheld the validity of price fixing but enjoined sales below cost. Approval of an amendment to the Macaroni Industry Code permitted members of the industry who desired to do so to enter agreements among themselves providing for "liquidated damages" in cases of Code violations.

• The Department of Agriculture reported that in applying a processing tax of 30 cents a bushel on wheat, an additional import tax was made on macaroni at 75 cents a hundredweight and 71.4 cents per hundredweight for egg macaroni products.

• "Enthusiasm for corrective governmental regulation of abuses and activities should be curbed before the regulators are stampeded into all sorts and kinds of minute regulations which will hamper and hamstring the free flow of business," said Albert Morrill, president of Kroger Grocery and Bakery Company.

20 Years Ago

• "The job ahead," said Paul S. Willis, president of the Grocery Manufacturers of America, "in preparing for the end of the war in Europe is to prepare for relief feeding on the Continent and to look for the return of competition in the United States. To do the kind of selling job that will be necessary after the war, to meet the competition in the grocery industry, we will need a crackerjack army of good salesmen."

• Cereal chemists standardized flour moisture basis for analytical reports. Fourteen per cent moisture seems sensible to the members of the Association, since it was close to the average moisture content of freshly milled flour.

• "Soy flour for the paste goods industries" was advertised by A. E. Staley and Company and Spencer Kellogg and Sons.

10 Years Ago

• The durum crop forecast was cut from 12,438,000 bushels in August to 8,698,000 bushels in September, while average yields dropped from 8 bushels to 5.8 because of 15B rust.

• Millers announced that with the crop failure the best blends that could be offered would be 75 per cent hard wheat and 25 per cent durum.

• Mill representatives met with the Northwest Crop Improvement Association and Rust Prevention Association to discuss financing increases of rust-resistant durum seed in Arizona over the winter. A \$100,000 project was proposed for increasing rust-resistant varieties at Yuma.

• Beef was in plentiful supply, so the National Macaroni Institute tied-in publicity and sent out suggestions for related item selling.

• A cookbook supplement appeared in the October issue of Good Housekeeping Magazine full of recipes for Spaghetti and Macaroni Suppers.

• In Chicago, the New Mill Noodle & Macaroni Company moved into new quarters.

• A survey of 5,338 shoppers in 250 representative supermarkets in 35 U.S. cities indicated that 80.9 per cent of macaroni sales were "store decisions," or impulse sales. Retail gross profit was reported as 18 per cent to 24 per cent.

• A macaroni which cooks in 60 seconds was reported being marketed on a test basis by Bravo Macaroni Company, Rochester, New York.

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WANTED—A Pre-Dryer for noodles. To make, condition and price. Box 216, Macaroni Journal, Palatine, Ill.

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Baby Girl

Mr. and Mrs. Barton Hempel are the proud parents of a third daughter, Kathryn Elizabeth, born September 9. Bart is sales manager for durum products at Park Ridge, Illinois office of General Mills.

Ray Greenleaf Dead

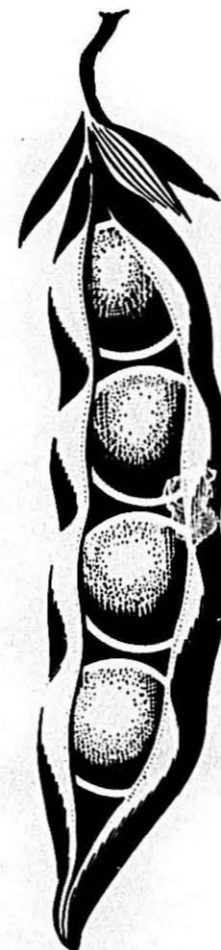
Raymond L. Greenleaf, plant manager of D'Amico Macaroni Company, Steger, Illinois succumbed to cancer October 3. He was 53 years old. Sympathies go to his wife Mariece and daughter Roberta.

Refund

Golden Grain Macaroni Co., San Leandro, California, will refund the full retail price of its Noodle-A-Roni, Twist-A-Roni, Scallop-A-Roni and Spaghetti dinners on receipt of a mail-back coupon. The coupons appear with full-color ads in the October, November and December issues of Family Circle and Woman's Day.

Chinese Style

Chinese-style fried Rice-A-Roni is being added to the line of Golden Grain Macaroni Co. The product previously introduced in western states is being extended nationally. Ingredients are rice and vermicelli in vegetable sauce with almonds. A six-and-one-quarter ounce package, said to serve four to six, retails at a suggested price of 49 cents.



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