

**THE
MACARONI
JOURNAL**

**Volume 48
No. 1**

May, 1966

Macaroni Journal

MAY, 1966

Macaroni Sells
Related Items



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The Macaroni Journal

May
1966
Vol. 48
No. 1

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139 North Ashland Avenue, Palatine, Illinois. Address all correspondence
regarding advertising or editorial material to Robert M. Green, Editor,
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MAY, 1966

In This Issue:

	Page
Macaroni Makes New Sales Mark	6
Industry Items	8-12
Grains Around the Globe—Planting Intentions	14
Convention Theme—Communications	15
Significance of Sanitation in Grain Handling and Storage	18
FDA Orders Egg Pasteurization—Egg Markets	22
Red and White Conference	24
Taking the Mystery Out of Motivation	26
Farmers Look at Marketing	28
Making Salesmen of Your Customers by George N. Kahn	32
Way Back When	36
Index to Advertisers	36

Cover Photo

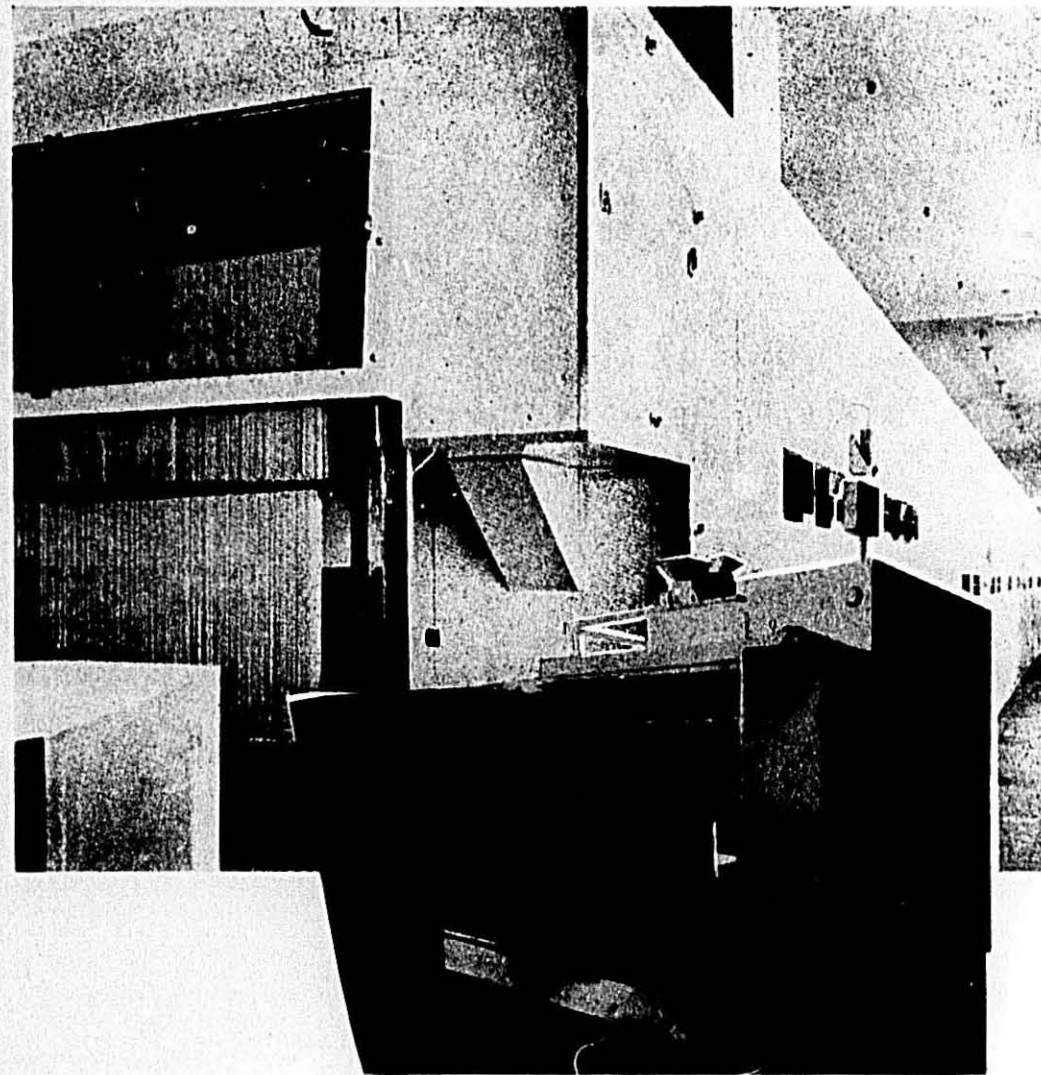
Jan O'Toole gathers the various ingredients necessary to prepare spaghetti and meat balls for her family and costed out the individual items that she bought in the supermarket to serve this dish. Prices on the various items will vary slightly but they do indicate that macaroni products, including elbow macaroni and egg noodles as well as spaghetti, deliver a hefty related item sale for the retailer.

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Macaroni Makes New Sales Mark

MACARONI product sales in the first quarter of 1966 set new records. Contributions to the National Macaroni Institute were up sharply from a year ago.

Reasons accounting for the spectacular showing include wide advertising and publicity for macaroni products with related foods; the economy appeal of macaroni products has figured strongly in the sharp rise in the cost of living with food prices accounting for about three-quarters of this steep gain. Further, the increasing acceptance of convenience forms of combination dinners and frozen Italian prepared foods has broadened the base of acceptance for macaroni and noodle products.

Jump in Food Prices

The Consumer Price Index for February showed housewives were paying \$10.60 for the same amount of food that \$10 bought only a year earlier. The increase in February was the steepest since 1951. Housewives were not surprised by the jump in prices. Many of them have been struggling with food budgets since the middle of last year, and they feel the Government has understated the climb.

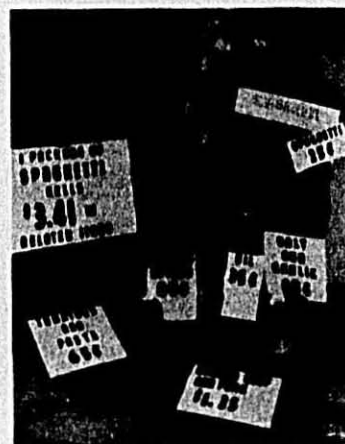
High Priced Hogs

Most of the six per cent rise in food prices over the past year stems from a shortage of hogs. During 1963 and 1964, pigs at the farm were bringing a low \$14.85 per hundredweight, and farmers simply bred fewer. Meanwhile, heavy consumer demand sent pork prices up wildly. Farmers now are getting an average \$27 per hundredweight, up more than \$10 from a year ago, while pork in the market has shot up an average of 37 per cent.

The shortage of hogs had other effects. Total U. S. per capita meat consumption dropped from a record high of 174.5 pounds in 1964 (when pork was cheap) to 166.6 pounds last year. And the Department of Agriculture expects another three pound drop this year.

Beef Production Down

Furthermore, beef production is not keeping pace with the population, and this, coupled with the shortage of pork, has sent beef and veal prices nine per cent ahead of last year. Chicken prices, too, have gone up. Milk has not taken its customary spring price dip because less milk is being produced. High beef prices have encouraged farmers to slaughter their less productive dairy cows.



Gathering together the ingredients for the very popular Spaghetti and Meat Ball dish, Jon O'Toole demonstrates that macaroni products deliver a hefty related item sale for the retailer.

The weather has compounded the problem. Last year a rainy August in California damaged the cling peach crop, the most popular canned fruit. The pear crop also was small because of rain. Florida freezes have trimmed supplies of citrus and vegetables. Untimely rains in Texas hurt the onion and carrot crops.

Budget Blues

Nearly every year, of course, bad weather somewhere boosts certain prices, but the trouble this year has come by the bushel. They are especially noticeable because of the higher meat costs. The Bureau of Labor Statistics figures meat accounts for only 31 per cent of the home food budget, but many housewives insist they spend 40 per cent or more on meat. That is why many personal food bills have risen much more than the six per cent national average.

Heavy Macaroni Promotion

On the plus side for macaroni, product promotion has been heavy. Editorial features have appeared during Lent in such consumer magazines as Better Homes and Gardens, Family Circle, Good Housekeeping, Grit (rural distribution), House and Garden, McCall's, Sepia (Negro market), Sunset Magazine (West Coast publication), and Woman's Day. The cover of the March issue of "What's New in Home Economics" had a large color photo of Salmon Confetti Casserole made with elbow macaroni.

Recipe was given in the story "How to Teach About Canned Fish."

Sunday supplements, syndicated columns, and newspaper stories appeared all over the country featuring macaroni, spaghetti and egg noodle recipes.

Cooperative Effort

Cooperative advertising and publicity has been heavy. The American Dairy Association ran an ad in the March issue of Ladies' Home Journal giving recipes and color photo for Tuna Noodles Napoli with Cheddar cheese.

Other cooperators included Angostura Bitters, Campbell's Soup, Contadina Tomato Paste, Hunt's Tomato Sauces, International Tuna Fish Association, Lawry's Foods, U. S. Brewers Association, and the Wine Institute.

Student Requests

Student requests for National Macaroni Institute recipe folders continues to run heavy, as do placements of films for telecasts and home economics class showings.

The National Macaroni Institute's Merchandising Calendar brings favorable comments. Ralph's Grocery Stores (47 of them in California) recently distributed recipe cards for Lasagna Italia to shoppers.

Macaroni Sells Related Items

A recent release to the grocery trade publications stresses that macaroni sells related items to the profit of the grocer and to the assistance of the budget-conscious consumer. Cover Girl Jan O'Toole points out that a package of spaghetti sells \$3.41 in related items—perhaps more with fancier recipes. The addition for the cover page illustration shows the 25-cent spaghetti generating sales for ground beef and pork at \$1.35, tomatoes and paste at 65¢, spices at 88¢, oil at 35¢, salt and garlic at 18¢.

In consumer copy, it is pointed out that if pork is too dear, simply use all beef. Here is a recipe to serve four with spaghetti and chili beef sauce:

Spaghetti With Chili Beef Sauce (Makes 4 servings)

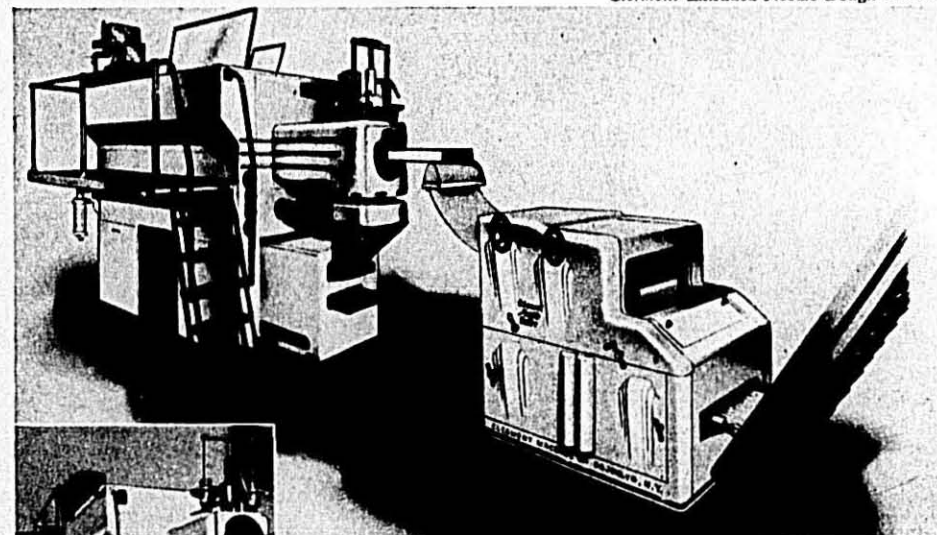
1 pound beef chuck, cut in 1-in. cubes
2 tablespoons butter or margarine
½ cup coarsely chopped onion
1 clove garlic, minced
2 teaspoons chili powder
½ teaspoon oregano
1 teaspoon salt
1 can (1-pound, 3-ounces) tomatoes, undrained

(Continued on page 8)

THE MACARONI JOURNAL

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

Clermont Extruded Noodle Dough Sheeter VMP-3



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

FOR THE SUPERIOR IN NOODLE MACHINES

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

TAILOR-MADE FOR THE NOODLE TRADE

Available with or without vacuum process

VMP-3 with short cut attachment.

Capacity range — Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.

Large screw for slow extrusion for better quality.

Engineered for simplicity of operation.

Rugged Construction to withstand heavy duty, round-the-clock usage.

Matchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.

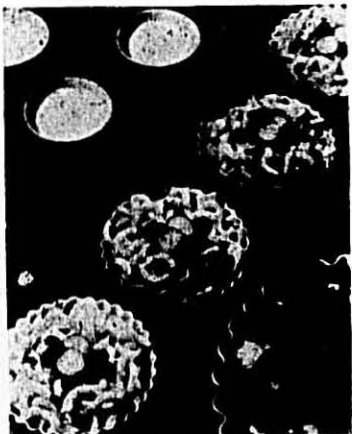
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A good food budget stretcher is Macaroni and Cheese in individual casseroles.

Macaroni Makes Mark— (Continued from page 6)

1 tablespoon salt
3 quarts boiling water
8 ounces spaghetti

Brown beef in hot butter; drain off any excess fat. Add onion, garlic, chili, oregano, 1 teaspoon salt and tomatoes. Bring to boil. Cover and simmer 45 minutes; uncover and simmer 30 minutes longer or until beef is tender and sauce is slightly thickened.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve beef over spaghetti. Garnish with raw chopped onion, if desired.

Chicken is a good buy; take a tip from the Italians and serve egg noodles with Chicken Cacciatore. The tomato sauce glows with appetizing color, and its savoriness enhances the delicate flavors of the chicken and egg noodles. Serves four.

Egg Noodles With Chicken Cacciatore (Makes 4 servings)

2½ to 3-pound broiler-fryer, cut into serving pieces
3 tablespoons olive or salad oil
1 small onion, chopped
1 clove garlic, minced
½ pound mushrooms, sliced
1 can (1-pound, 3-ounces) tomatoes
¼ cup dry sherry
1¼ teaspoons salt
¼ teaspoon each: pepper marjoram
1 tablespoon salt
3 quarts boiling water
8 ounces medium egg noodles (about 4 cups)

In large skillet, brown chicken in oil. Drain chicken on paper towels; discard

drippings. Stir together onion, garlic, mushrooms, tomatoes, paste, sherry, ¼ teaspoons salt, pepper and marjoram in skillet. Cover and boil gently 30 minutes. Add chicken; simmer, covered 20 minutes or until chicken is tender.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve with chicken.

Macaroni and Cheese in individual casseroles needs only a tossed salad to round out a good main course for supper. This recipe will help stretch the food budget without sacrificing either nutrition or good eating.

Macaroni and Cheese Casseroles (Makes 4 to 6 servings)

1 tablespoon salt
3 quarts boiling water
2 cups elbow macaroni (8 ounces)
3 tablespoons butter or margarine
3 tablespoons flour
1 teaspoon salt
1½ cups milk
1½ cups grated Cheddar cheese (about ½ pound)

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

Melt butter; add flour and 1 teaspoon salt and blend. Gradually add milk and cook over low heat, stirring constantly, until thickened. Add cheese; stir until cheese is melted. Add macaroni; mix well. Turn into greased individual casseroles. Bake in 350° (moderate) oven 15 to 20 minutes. Garnish as desired.



Service With a Smile. Vincent S. La Rosa (in the center) president of V. La Rosa and Sons, Inc., is doing the honors, and Vincent P. La Rosa, executive vice president, looks on while playing host to "The Cedorettes," (The Tall Cedars of Lebanon) of East Meadow, New York, in the La Rosa dining room at their executive offices in Westbury, New York. The ladies enjoyed a complete Spaghetti and Meatball luncheon, included during an entertaining afternoon. Seated between Vincent P. and Vincent S. La Rosa is Mrs. Don Appar, president of the club, with fellow officers sharing the table.

Hershey Acquires San Giorgio

Hershey Chocolate Corporation made its first move outside the confectionery field with the acquisition of San Giorgio Macaroni, Inc., of Lebanon, Pennsylvania, for an undisclosed amount of Hershey stock.

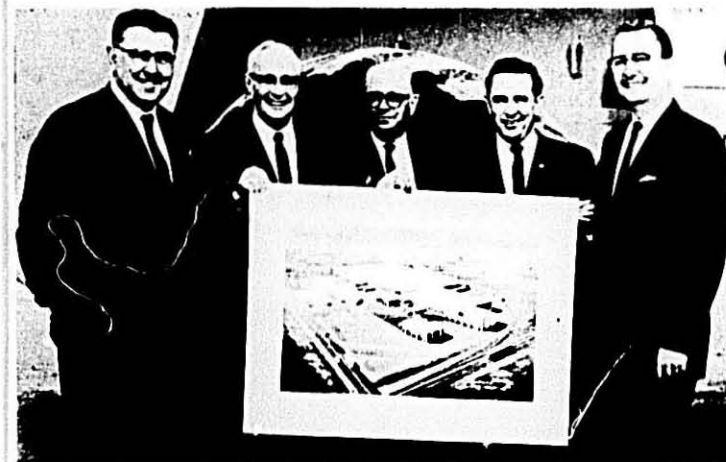
The transaction is scheduled for completion about June 1, subject to the approval of San Giorgio stockholders.

Harold S. Mohler, president, told the annual meeting held in March that Hershey hopes to expand San Giorgio's market area to cover the nation, but hasn't any definite plans for such an expansion at the moment. "San Giorgio markets throughout the Eastern Seaboard, with the greatest concentration between Washington and New York," Mr. Mohler said.

San Giorgio "has been growing; it is profitable and it has been profitable," he continued. But he declined to say how much Hershey paid for the company, or to give its annual sales. Mr. Mohler said the venture into the macaroni business didn't indicate any lack of confidence in the future of the chocolate industry. "But we feel Hershey is strong enough to move into some other areas and that's what we intend to do," he added.

He said Hershey is constantly considering acquisitions in the nonconfectionery grocery line, as well as confectionery companies, and even companies that are in neither of these fields.

Through the acquisition of San Giorgio, Hershey will be advertising in the United States, a departure for the company, although it advertises its confectionery products in Canada. San Giorgio advertises and will continue to do so, Mr. Mohler said.



At ground breaking ceremonies for the new Associated Grocers distribution center were, left to right, Albert Ravarino, Fred S. Fishburn, Joe Ruvoilo (R-F broker), Sherman L. Jones and Jack Kennedy.

Distribution Center For Albuquerque

Ground breaking ceremonies for the new multi-million dollar Albuquerque warehouse and distribution center of Associated Grocers of Colorado were held March 9 on the 16-acre site at 2nd Street and Montana, Albuquerque, New Mexico.

Associated Grocers executives participating in the ceremonies were Fred S. Fishburn, executive vice president and general manager; and, Jack Kennedy, assistant general manager. Also present were Sherman L. Jones, manager of the Albuquerque warehouse; Archie Westfall, Mayor Ex-Officio; Gene Hinkle, president of the Chamber of Commerce; Jim Sabino and John Martins, directors of Associated Grocers; Larry Roybal, past director; and other members of Associated Grocers.

The Martin K. Eby Construction Company, Denver, is the general contractor for the new facility, scheduled for completion this year. The building will accommodate the distribution operation of all departments necessary to operate today's modern supermarkets.

Automated, Palletized Equipment

The plans call for all departments under one roof and to include fully automated, palletized equipment. Also included are in-floor towveyor system in the dry grocery department; enclosed rail siding for merchandise receiving, refrigeration docks in the perishables department and a garage for preventive and light maintenance of equipment.

The steel and masonry building of 5.4 acres under roof will include 231,300 square feet of building space allocating 176,215 square feet for dry groceries; 47,844 square feet for perishables, 4,358

square feet for offices and 4,500 square feet for a garage in a separate building. There will be over 3 acres of paved drives and parking area.

A unique feature of the warehouse in the perishable portion will be a fully refrigerated dock area. There will be nine access doors for shipping and receiving in the refrigerated area and 15 doors for receiving and shipping of non-refrigerated products in the 1 6 mile frontage of the warehouse. The width of the building will be 316 ft. The mammoth size of the building will allow an enclosed railroad dock 470 ft. in length.

Grass Progresses

I. J. Grass Noodle Company, Chicago, a subsidiary of Hygrade Food Products, is making "rather good strides" in soup sales. So stated Hugo Slotkin, Hygrade's chairman and president, at their annual meeting. He disclosed no figures but reported the Chicago factory had recently been enlarged.

Private Blend Garlic Salt

Lawry's Foods, Los Angeles, is testing Lawry's "private blend" garlic salt. A blend of garlic, salt and parsley, it comes in 2-½-ounce bottles and retails for the suggested price of 39 cents.

Test markets, comprising 21 cities, include San Francisco; Sacramento, California; Houston; Jacksonville, Florida; and Rochester, Syracuse, and Buffalo in New York State.

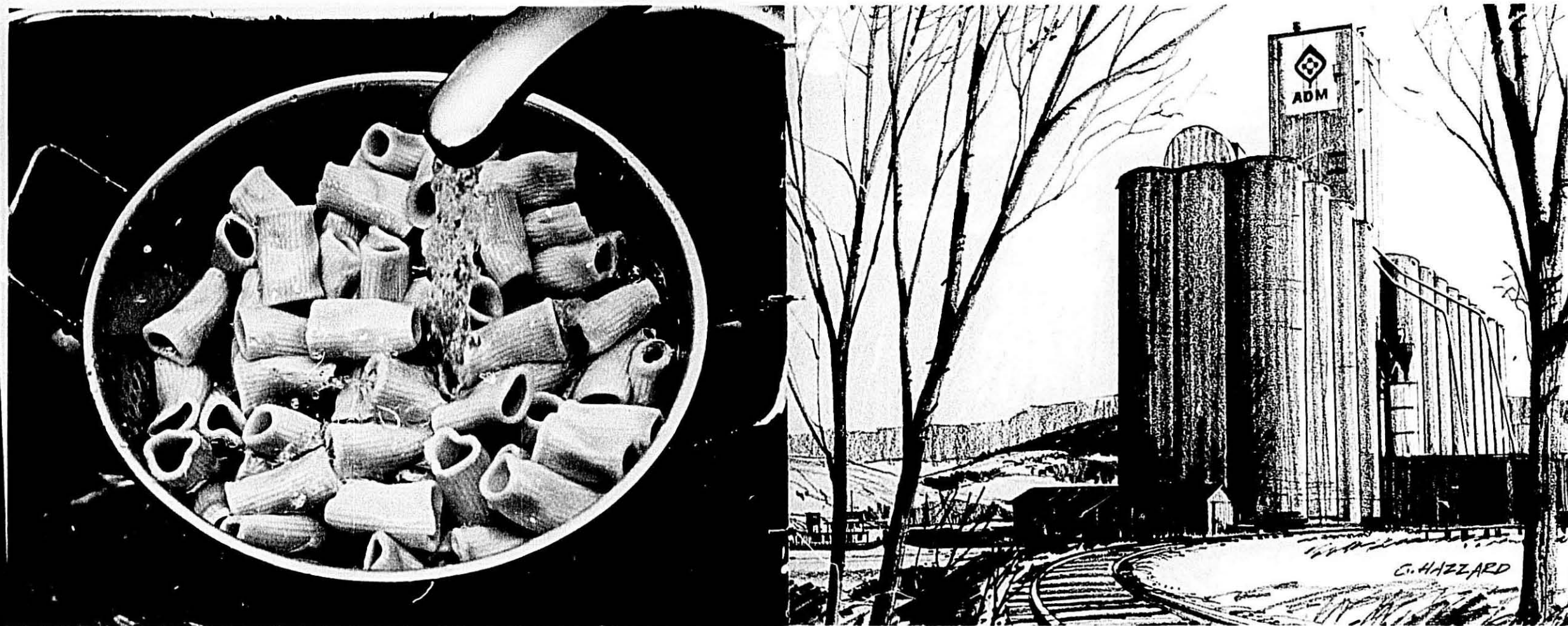
A Lawry's spokesman said it hopes to begin national distribution later this year.



Mr. Ed Welford, left, of O'Ryan & Batchelder, Cleveland, does things in a big way—like taking a large 48-passenger bus for a recent luncheon appointment with Mr. Leo Ippolito, president of Ideal Macaroni Company. It is very obvious, from the display signs on the side of the bus, why Mr. Welford decided to take "Exhibit A" directly to the Ideal Macaroni Company in suburban Bedford Heights. He showed everyone there that this bus, plus many others, carried nothing but the Ideal message. These consumer buses had outside signs including large, colorful rear bus cards and inside displays which contained recipes in holders for the consumers to take. Ideal bought all this transit advertising space for their special Lenten promotion held in conjunction with Contadina tomato products for tastier meatless meals. "Honey-moon Italian Style" was the theme of this unique promotion, which also included newspaper and radio advertising plus consumer cash offers and retailer case lot discounts.

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

where top performance counts, you can count on ADM



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY



Smiles greet the announcement that Joseph P. Pellegrino, center, executive vice president of the Prince Macaroni Manufacturing Company, Lowell, Mass., was appointed chairman of the State Food Specialties Division of the Massachusetts 1966 American Cancer Fund Drive. Shown with Pellegrino are Dr. William A. Meissner, left, president of the Massachusetts division of the American Cancer Society, and James F. Cleary, chairman of the 1966 Massachusetts Cancer Crusade.

Ogilvie Acquires Habitant

Ogilvie Flour Mills Company of Montreal has purchased Habitant Soup Company of Manchester, New Hampshire. The price was around \$1,000,000, according to an Ogilvie spokesman.

In 1964 Catelli Food Products of Montreal acquired the Habitant soup line in Canada when it bought Dominion Preserving Company, then a subsidiary of Habitant. Catelli-Habitant, Ltd. was then formed to manufacture and market the line.

Catelli Food Products was acquired by Ogilvie Flour Mills in 1959.

A & P Cares

"Who cares if one string of spaghetti is thinner than the others?—We care," says advertising of the Great Atlantic & Pacific Tea Company. Copy continues: "When spaghetti is perfectly prepared, there's no question that it's perfectly delicious. But you can't cook it perfectly when it varies too much in thickness."

"Maybe only one person in a hundred would notice it. But . . . we make Ann Page spaghetti for perfectionists. So we check to see that it doesn't vary more than 0.006 of an inch in diameter. We make all thirty-two of our pasta products for perfectionists. We even count the spirals on spirelle macaroni."

"The ingredients in Ann Page spaghetti are selected for perfectionists by perfectionists, too. And yet the price is so low . . . well, we some times think it's perfectly ridiculous."

In its continuing effort to win added confidence for its private brands, A & P has advertised its various commodities since October with the "We Care" theme. The chain has two plants manufacturing macaroni products: one at Horseheads, New York, the other at Terre Haute, Indiana.

French Introduces Two New Products

Two products—spaghetti sauce mix with mushrooms and flake-processed instant mashed potatoes—are being introduced by R. T. French Company, One Mustard Street, Rochester, New York.

The flake potatoes will be called French's Country Style mashed potato flakes and will be promoted separately from the company's granular product. A one-pound box, said to make 24 servings, will retail for about 69 cents. Initial markets will be New England, Missouri, Iowa, Minnesota, North Dakota, South Dakota, Nebraska, Kansas and parts of Illinois and Wisconsin.

The firm previously has marketed only instant potatoes in the granular form. A spokesman said that although the granular form has dominated the instant potato business, continuing interest in the flake type has encouraged French to compete in that portion of the market.

The spaghetti sauce mix will be sold in four-serving, 1-1/2-ounce envelopes prepriced at 25 cents. Introductory markets will be decided soon.

Company officials report test market results of three potato casserole dish products have been successful, and distribution is expected to be expanded some time this year. The casseroles—bake-and-serve scalloped potatoes, au gratin and potatoes Orleans—have been in test in Syracuse, N. Y., Milwaukee and Denver.

"Symbolism" Sells

Forecasting future trends in food packaging at a meeting of the General Designers Council, Eastern chapter, held in New York City recently, Walter Landor, president, Walter Landor &

Associates, San Francisco, industrial design firm, asserted that there will be a trend toward more "symbolism" in food packaging. By this, he said, he meant the depiction of the ingredients, rather than the prepared product.

Symbolism Sells Pasta

This technique gets across the story of freshness, and can also avoid the appearance of similarity among brands in a product group. Symbolism, Mr. Landor stated, is effective on rice mixes, pasta products, soups, fruit desserts, and preserves.

"Private brands have been most daring in experimenting with new, unusual package designs and concepts," he said, "but advertised brands are starting to move in that direction."

Mr. Landor, who recently did an extensive label redesign for The Kroger Company, Cincinnati, described a "white-on-white" design principle which he used. Canned peaches were shown against a lighter, peach-colored background. Green vegetables were photographed against a lighter, green background. A white ribbon was used as background for product lettering. The ribbon, and the blue Kroger logo-type, provided contrast, he said.

Mood Maker

The labels are successful "because they create a mood," he said. "The peach can labels, for instance, make the consumer think of the sunny atmosphere in which the peaches were harvested." They set up the right kind of chemistry between consumer and product.

Joseph Sunseri Succumbs at 79

Joseph Sunseri, a long-time resident of Shreveport, Louisiana, died April 5 following a lengthy illness.

He was founder and president of Shreveport Macaroni Manufacturing Company and was a member of Holy Trinity Catholic Church, the Shreveport Chamber of Commerce, National Macaroni Manufacturers Association, National Macaroni Institute, and the Progressive Men's Club.

Born in Caccamo, Italy, Mr. Sunseri had come to America at the age of ten. He lived in Shreveport for fifty-five years.

Survivors include his nephews, Frank Cordaro, Dominic Cordaro, Joe Cordaro, Anthony Cordaro and Joe Nolani, and nieces, Mrs. Sarah Samponaro, Mrs. John Lalena, Mrs. Tom Wilson, and Mrs. Stanley Kolniak, all of Shreveport.

THE MACARONI JOURNAL

THE STORY OF MACARONI



Everything Becomes "Macaroni"

In Paris when you tip a cab driver, he calls it a *pourboire* . . . literally, *in order to drink*. In sunny Naples your cabbie likely will descend from his horse-drawn vehicle, tip his hat and say, "For macaroni"—and chances

are he's referring to his horse. For Neapolitan cab drivers often decorate their horse with a feather behind his bridle, a touch they consider "macaroni"—a term adopted from the dish they consider superb or "the most." And just as the food has named the feather, so the feather nicknamed the horse.

And in England about 1770 a group of

men named themselves the Macaroni—after the dish that graced their table at meetings, then little known in England.

And for a time this group dictated the fashion for clothes, music and manners, and nothing was acceptable that was not "macaroni" . . . a flattering tribute to this superb food.

And when Yankee Doodle stuck a feather in his hat and called it

"macaroni", he was repeating a popular expression of his day, now preserved in song. For "That's macaroni" had become a slang phrase about the time of the American Revolution, describing anything exceptionally good—a phrase inspired by the delicious taste of the food itself.



For the finest-tasting macaroni always insist on the consistently high quality of King Midas Durum Products



PEAVEY COMPANY
Flour Mills

GRAIN AROUND THE GLOBE

SEVENTY per cent of the world's harvested acreage grows grain, reports the Farmers' Union Herald.

Farmers take grain from about 1,600 million acres and 40 per cent of all world grain production is harvested by farmers in Russia, China (mainland) and the United States. United States farmers produce about 170 million tons of grain annually, the equivalent of almost one ton for each United States resident. About 20 per cent of the grain is exported by the United States.

Russian farmers meet their country's grain needs and in most years have fairly large exports. Chinese grain farmers, however, are not producing enough even for domestic consumption and major imports are needed.

A survey of the world grain supply by the United States Foreign Agricultural Service notes that wheat, rice and corn rank as the world's chief grains, measured in terms of production.

Wheat has the largest acreage, but its yields are relatively low. Acreage for rice is about one-half of wheat, but production in the past few years has been nearly equal to the wheat output. Corn ranks third in output with 20 per cent of total grain production, and barley, millet and sorghums, oats and rye make up the rest of the world total.

Production Expanding

Farmers in many countries have been expanding their output because of wider use of fertilizer, better farm equipment and improved farming methods. Between 1949 and 1953 production averaged 650 million tons. In recent years, however, production has averaged more than 900 million tons.

The largest increases, according to the Foreign Agricultural Service survey, have occurred in wheat, rice and corn. Barley and sorghums are of lesser importance, but their total output also has increased rapidly. Oats and rye are declining in production: oats because there are fewer horses to be fed; rye because it is being used less for bread in Europe.

Wheat Grown Everywhere

Wheat is grown in most countries, but only in ten does the average production exceed five million tons a year: Russia, the United States, China, Argentina, Australia, Canada, France, India, Italy and Turkey.

Russian farmers are the leading producers, with averages of 50 million tons in recent years, even with the 1963 setback. Acreage has been especially high but the average yield of 12 bushels

per acre is lower than in any of the other nine major wheat producers.

Total United States wheat production has averaged about 33 million tons a year since 1960, a 10 per cent increase over the 1950-54 rate. Acreage has been reduced, but yields have made a significant increase, reaching a peak of 26 bushels per acre.

High European Yields

European farmers obtain the highest yields per acre in the world. Dutch farmers reached 66 bushels in the 1960-63 period and yields are about 55 bushels in Belgium, the United Kingdom and West Germany. France, the world's fifth largest producer, reports 1962 average yields of 45 bushels per acre, although in some northern parts of France, farmers report as high as 90 bushels.

The United States is the world's biggest wheat exporter with 40 per cent of world wheat and flour trade. Canada is second, followed by Australia, Russia, Argentina and France.

Rice in Asia

Rice is to the Asian countries what wheat is to the western nations. China and India are the leading producers and grow more than one-half the world total. Chinese production has been estimated at 80 million tons a year while Indian farmers produce about 55 million tons. Pakistan farmers produce 18 million tons of rice annually; Japanese farmers, 16 million tons; and in Indonesia output is 13 million.

In the last ten years, world rice acreage has jumped from 204 million to 228 million. At the same time, yields have increased 12 per cent. This has combined to raise production to record highs.

Most rice production is consumed in the producing countries and thus rice exports amount to only about 20 per cent of wheat exports. Since 1961 rice exports have been averaging close to 6.5 million tons a year. Burma and Thailand are the leading exporters with shipments of about 1.5 million tons each. The United States is in third place with 900,000 tons.

Corn

World corn production was at a record high of 205 million tons in 1963 with the United States accounting for 51 per cent of this production. Average United States yields were 67 bushels per acre.

Chinese farmers produce the second largest corn crop in the world and Russian farmers the third biggest. Soviet output has doubled in the last

decade, while in Brazil, farmers report a 50 per cent increase in the same period.

In world trade, the United States accounts for at least half the corn exports. Other big exporters are Argentina, France, Mexico, South Africa, Rumania, Russia, Thailand and Yugoslavia.

Barley is second in importance, after corn, in the coarse grains, and Russia is the top barley producer with 16 million tons in 1963. The United States is second.

Spring Planting Intentions

The nation's farmers headed into the spring planting season with the most favorable nationwide weather conditions in several years. While a late spring storm dumped fourteen inches of fresh snow on the Twin Cities in the fourth week of March, closing the Minneapolis Grain Exchange at mid-week, there was ample moisture in the durum area.

Planting intentions for durum in 1966 amount to 2,306,000 acres, according to the U. S. Department of Agriculture's spring plantings intention report of March 1. This figure is up 0.4 per cent from last year's 2,296,000 acres. The four-year average for 1960-64 was 2,070,000 acres.

North Dakota, the top-ranking producing state with 86 per cent of the total, intends to plant 1,972,000 acres, one per cent less than the 1,992,000 in 1965. At the same time, this is offset by a 15 per cent increase in South Dakota and a 25 per cent gain in Montana.

Planting intentions for durum in Canada are up 10 per cent to 920,000 acres from last year's 840,000. This is sharply below 1964 acreage of 1,888,000 and 1963's 2,170,000. The all-time record in durum plantings in Canada occurred in 1962 with 3,429,000. Saskatchewan will increase acreage by 10 per cent from 1964, for a total of 800,000 acres. Alberta intends to plant 75,000 acres this year, unchanged from last year; while Manitoba's intentions are for planting 45,000 acres, up 12 per cent.

Durum Outlook Good

Wheat farmers face an "exceedingly good" outlook for the coming year, Dr. Richard Goodman, research economist for Great Plains Wheat Associates, told the U. S. Durum Growers Association at their annual convention held at Devils Lake, North Dakota, March 30.

Dr. Goodman said his prediction was based on the wheat exports of 1963-64, and on the reduction in carryover stocks. He tempered his prediction on

the future with a statement that he is "not as optimistic as others" looking beyond a year in the wheat picture.

Poor weather conditions in Europe and drought in the southern hemisphere and India since 1963 were "of prime importance in the bullish wheat situation," he said. Improvements in weather could reverse the situation in the next twenty-four months, he added.

Exports Up

Dr. Goodman said wheat exports totaling 12,000,000 bushels were forecast for the current year, but he said the level has hit 19,000,000 in eight months. The increase in exports to Europe, particularly France, shows encouraging results for the efforts of the Great Plains wheat trade teams, he declared.

He forecast an increase in wheat allotments under the federal program for the 1967 crop year but saw problems for the future unless trade policy questions are solved on the international level.

Sturlaugson Honored

At the convention, Victor Sturlaugson, manager of the Langdon Branch Experiment Station since 1926, was honored for his contributions to the durum wheat farmer in research.

Resolutions adopted asked continued durum research at an accelerated rate, restoration of \$246,000 in budget cuts for North Dakota State, a reseal program for 1964-65 durum and continued efforts to relieve the shortage of boxcars for grain shipments.

At a meeting of the board of directors, all officers were re-elected. They are John Wright, Edmore, president; Harold Hofstrand, Leeds, vice-president; and Richard Saunders, Doyon, secretary-treasurer.

International Increases Net

International Milling Company increased its net income six per cent during the six months ended February 28, to \$1,951,947 or 75¢ a common share, compared with \$1,849,198 or 70¢, for the comparable six months of the previous fiscal year. Sales rose to \$171,781,668 from \$159,796,311 a year earlier. The higher earnings resulted from more profitable operations in the U. S. and Canada. However, earnings were adversely affected by the need to set up reserves for possible losses in an experimental Venezuelan farming operation, which has been discontinued. Atherton Bean, chairman, and P. Norman Ness, president, commenting on prospects for the fiscal year ending next August 31, indicated optimism for somewhat higher earnings for the year as a whole compared with the previous fiscal year.

Communications To Be Convention Theme

Communications will be the prime topic of discussion at the 62nd Annual Meeting of the National Macaroni Manufacturers Association to be held at the Drake OakBrook, OakBrook, Illinois July 12-15.

Tentative program plans call for committee meetings on Tuesday, July 12. Both the committees for finance and the National Macaroni Institute have full agendas. In the evening, a welcoming reception party will be sponsored by suppliers for all delegates.

The first general session on Wednesday, July 13, will feature a panorama of Association service activities and demonstration of how information of interest to macaroni and noodle manufacturers is gathered. This will cover governmental relations, durum grower contacts, research activities, legal matters, and communications with the trade.



Jerry Scales reports on Du Pont study

For more than thirty years, the marketing research people at Du Pont have been probing the buying habits of the food consuming public. The results of these studies have been published every five years in special reports. These nationally famous studies have been given to food processors and manufacturers across the country and have become standard reference material for the food industry.

Macaroni manufacturers will witness an exclusive presentation based on the recently completed Seventh Du Pont Consumer Buying Habits Study at the convention. The report will highlight information on macaroni, noodle, and

spaghetti buying decisions in the supermarket.

The report is from a survey of 7,147 shoppers in 345 representative supermarkets distributed nationally in 63 counties according to a validated pattern based on U. S. Census figures. More than 95,262 purchases were recorded.

The presentation will be made by Jerry L. Scales, manager of special projects for the marketing research section of the Du Pont Film Department.

Tour Planned

In the afternoon, a tour is being arranged to visit the Research Division of Armour & Company Laboratories in the OakBrook area. Dr. Ralph Kline, who heads the Egg Research Department, received his doctorate some twenty years ago and is one of the most respected egg men in the country. The laboratory has pasteurization equipment and spray dryers and personnel who will be able to answer your questions.

In the evening an unusual Italian dinner party is being planned to be followed by entertainment and dancing provided by the Rossotti Lithograph Corporation.

PR Seminar

At the second general session on Thursday, July 14, Theodore R. Sills will conduct a seminar on public relations covering the subject from alphabets to ziti.

Arrangements for golf carts can be made for play at the York Country Club directly across the road from the Drake OakBrook and the afternoon will be free for recreation. In the evening, a Suppliers Reception will precede a dinner dance featuring the music of Joe De Salvo's Chicagoans.

On Friday, the Board of Directors will hold a concluding business meeting.

Details on how to get there, reservation cards and program plans are being sent to members shortly, the office of the National Macaroni Manufacturers Association states.

Improvement of Knowledge

"Improvement of knowledge" is the reason most members give for attending association conventions, meetings and conferences. So reported a survey "Business Attitudes Toward Associations" conducted by Opinion Research Corporation in cooperation with the Chamber of Commerce of the U.S. and 42 other sponsoring associations.

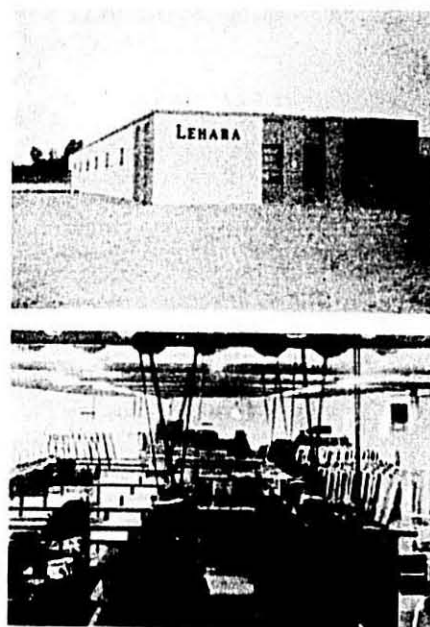
Other primary reasons given: exchange of ideas, discussion of problems, information, ideas, new trends, methods, personal contacts, fellowship.

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Significance of Sanitation in Grain Handling and Storage

by Ron Kennedy, Vice President — Public Affairs, Peavey Company,
at the Grain and Cereal Products Sanitation Conference, Kansas State University.

RECENTLY I read the opinion that for the long run, the outcome of the battle between the cell and the virus is far from settled. To be sure, the cell has evolved into organized forms of life that can move around on their own; the virus has not. This would seem to be quite an advantage for the cell. Yet the virus doesn't appear to lack for handy carriers to get it around and into attack position. Neither, of course, do hostile bacteria.

To a non-scientist like me, this war—and our almost daily breakthrough of knowledge about it—is pretty exciting. From all directions, people are zeroing in on the behavior of the electrons in the atoms of living things. I read in a newspaper the other day, for example, that the cracking of the genetic code is just about complete. In less than five years after two men in the National Institutes of Health identified the first key!

What people learn about these electrons, and the forces that make them behave as they do, will have a great deal to do with the subject we are talking about here—sanitation. This is the setting within which we discuss the significance of sanitation in the handling and storage of the raw commodity, wheat.

Meanings Change

As we consider how rapidly our understanding of these things is changing, we have to realize that even the meanings of the terms we use are subject to change also. "Sanitary" means "pertaining to health." And "health" is a word that comes from the Anglo-Saxon term for being "hale or whole."

The optimum course of action toward human health is what we're all searching for. What was optimum for the Angles and Saxons would be a poor choice for us; what is optimum right now is going to be different tomorrow. Back in the 1790's except for the country folk around Gloucester, England, who else thought it was particularly healthy to get sick with the cowpox? Yet after a local doctor named Jenner proved experimentally that this virus, called "vaccinia," defeated the far more deadly virus of smallpox, it wasn't too hard to talk people into deliberately getting "contaminated" by it.



Ron Kennedy

Being free of a foreign organism, in this case, is not healthy. On the other hand, as the result of new knowledge, we now suspect many things we used to think were OK. The work on cancer has turned up several examples.

In this context of swift evolution in the field of health, I would answer the topic of my talk by asserting that sanitation is of very great significance in the handling and storage of grain, and always has been

Quality

"Quality" is a term that is probably as old as the grain business. It is just as dynamic a term as the others already referred to. Essentially it describes what people want and will pay for. This changes, as people's knowledge and wishes change.

"High quality" products are the best ones to handle in commerce. Their very description connotes marketability.

We look for certain qualities in wheat for milling into bread flour; other qualities for pasta; still others for feeding to poultry or livestock. The health of the bread eater is one thing; the health of the chicken may be quite another. So we come to the handling and storage of wheat, some destined for one and some for the other. And in varying amounts and proportions from year to year. They bring premiums over less desired items.

It would be a beautifully simple world, I suppose, if only premium qualities of raw products were produced and moved through the channels of commerce to the consumer. But immediately, then, we have to start asking "What consumers?", "Where?", "When?" and that vital question in a freely competitive economy, "At what price?". We are into the economics of the matter.

The grain man's wheat is raw; it is seasonal; it is commingled. These are economic facts of life. True, they are subject to change. It would be possible to handle all wheat on an identity-preserved basis. It would be theoretically possible to segregate certain parts of a crop, even in two-ounce glassine bags, sterilized — if someone were to create an effective demand for this kind of service, and pay for the cost of it.

Such an extreme example only serves to help make the point that it is optimum solutions we're all after, with the market in one way or another the final arbiter.

It is over-simplifying to say that economic pressures reflect themselves in price, although that is the end result. But the public has more than one way of asserting its wishes in our kind of society.

Grain Standards

Historically, as I said, there has been plenty of consciousness in the grain storage and handling industry, as to qualities of grain desired by users. The design of facilities and the selection of equipment have reflected this. The grain standards, adopted with national uniformity in 1916, helped to deal nationally with problems of quality. And the prime force for adoption of that U. S. Grain Standards legislation was the industry itself. The President of the United States addressed the trade's national convention in St. Louis in the year that law was adopted.

More recently, and especially since 1938 with the major amendments to the food and drug law, the public's wishes have been reflected into the marketplace also through government administrative activity. We have all seen this influence work itself steadily back along the food stream, through bakery,

transport vehicle, mill, terminal, country elevator, farm bin, combine and field.

During this process I have served as grain trade association secretary, as executive of a grain exchange, and now in a grain and milling firm. From this perspective it seems to me there has been a great deal of earnest effort to find reasonable courses of action. I didn't say all action by all parties has been always reasonable. I said I can think of a great many examples of people in both trade and government trying real hard to be reasonable, when it would have been easy not to be. The result has been progressive.

Economic Pioneers

Grain handling and storage is in somewhat of an economic pincer. It gets each year whatever the farms deliver, and there is a big variation in this. It passes along what the processor will pay for. And the processor often wants uniformity more than he wants variation.

Major factors of change in recent years have added to the grain man's challenge. A revolution in transportation has really taught grain people how to live dangerously. Cheaper transport for the raw grain than for the product of grain has abetted the shift of processing to areas closer to consumption. More sanitation problems for the grain prior to its coming under mill control.

Another effect of this shift is that cool-climate grain which used to be converted into product before it moved into hotter, more humid climates, now moves raw into those situations. This has the effect of transferring to the grain handler some of the headaches that used to be the mill's more or less exclusive property.

The evolution of the government's vast commodity programs has had its effect, too. We have all struggled with the problems of quality of wheat that has lain for years in farm loan storage. Elevators also have had their relationships with the Commodity Credit Corporation to look after. We have been through periods as you know, when at the end of a crop year virtually all the existing wheat was in CCC hands. Another illustration of the fact that grain preservation is a teamwork proposition.

One way our new knowledge shows up dramatically is in the techniques for detecting problems in grain and in products, and also the techniques for protecting grains against invasion by unwanted organisms. As new knowledge always does, this really puts on the economic pressure for different—and usually more expensive—facilities and equipment, all along the line.

Handlers and shippers at many hundreds of points in wheat territory are now equipped to perform services that used to be available only in terminals. Sometimes I hear this development referred to in criticism of country elevators, but I doubt if such criticism is really justified. It is response to need, and to the opportunity to serve the needs of users.

Sprouted Durum

Let me illustrate with the case of last year's disastrous treatment of our durum crop by that casual and conscienceless mistress, Mother Nature. There has been some recent political criticism of country elevators for their alleged "blending" of sprout-damaged durum with sound durum.

Any reasonably fair-minded look, however, at the job the market system has been doing with this durum crop should result in praise rather than blame. There is of course no conceivable way in which every separate lot of durum from the farm could be identity-preserved, except at prohibitive cost. But the badly-damaged durum has been moving well into feed uses, and at feed-market prices. And the premiums offered for the more scarce qualities have helped to draw them out of farm storage and into processing channels.

Both kinds of users have been well served. Both can be glad the shippers have developed the facilities and the skills to do this difficult job.

Similar competence is seen in matters directly related to what we think of under the heading of sanitation. Take the case of mercury-treated seed wheat. The FDA's excellent little leaflet on this subject, outlining policy on the color-identification of food seed treatment, comes as no news to the good operator who has been dealing with this serious problem. What it really does is outline the requirements that have been thoroughly market-tested for their practicability, and serves notices on any who may not have taken the matter seriously enough.

Similarly the FDA's new booklet on "Handling of Food Grains," just recently distributed widely by the Grain and Feed Dealers National Association, starts out with a phrase that is very familiar to many of us: "Clean grain will pay dividends."

Grower Education

In my own company, when we put our own grower-education program into high gear over a decade ago, we phrased it slightly differently: "Grain is food—Keep it clean!" This area of education is an absolutely vital one which I would like to urge on all here

present as calling for intensified teamwork by industry and government at all levels.

Continuing to use Peavey Company as my example, we were already at work, a dozen years ago, as many of you were, with the methods of protection that were available to us. We were good customers of the exterminators. We were vigilant in behalf of uniform loading. We used the fumigants of that period. We were screening openings and baiting with poisons, and intensifying efforts toward good housekeeping. All these continue to be part of the costs of our doing business.

Even then we were carrying on research in additional possible ways of discouraging pests. As many of you know, we have been working on ultrasound, produced with compressed air through horns, with a repellent effect on rodents. Applications of this idea have worked well in some test situations in our own and other facilities, and further investigation is going on now to try to establish the precise circumstances in which this effect can be controlled.

Start in the Fields

But we could see, as indeed everyone in this grain and processing business soon learns, that cleanliness in grain has to start in the field where it is grown. My own company has spent money in six figures in the past decade, in incentive programs to the rural youth of the spring wheat area, on the subject of clean grain.

Focus of this work has been awards to FFA chapters and to 4-H clubs, for achievement in clean grain projects. We have tied in award trips to the Minneapolis and Duluth markets, cash awards and in some cases, scholarships. Kits have been furnished to participating clubs and chapters, and their members have been encouraged to move out into their communities, inspecting granaries and persuading adults to take grain sanitation seriously. Since 1953, participation by farm youth in these activities has totalled around 33,000. Last spring our count showed a total of some 42,000 granary inspections, capacity 111 million bushels.

The other day a merchandiser of wheat in the Minneapolis market was remarking to me about the notable decline in the frequency of "troublesome" cars coming into the market. I like to think that our own leadership efforts with a dozen years of young people growing up in the wheat country has had something to do with this result.

Considering the persistent vitality of the bacterium and the virus and the fungus, and their carriers the bugs, the

(Continued on page 31)

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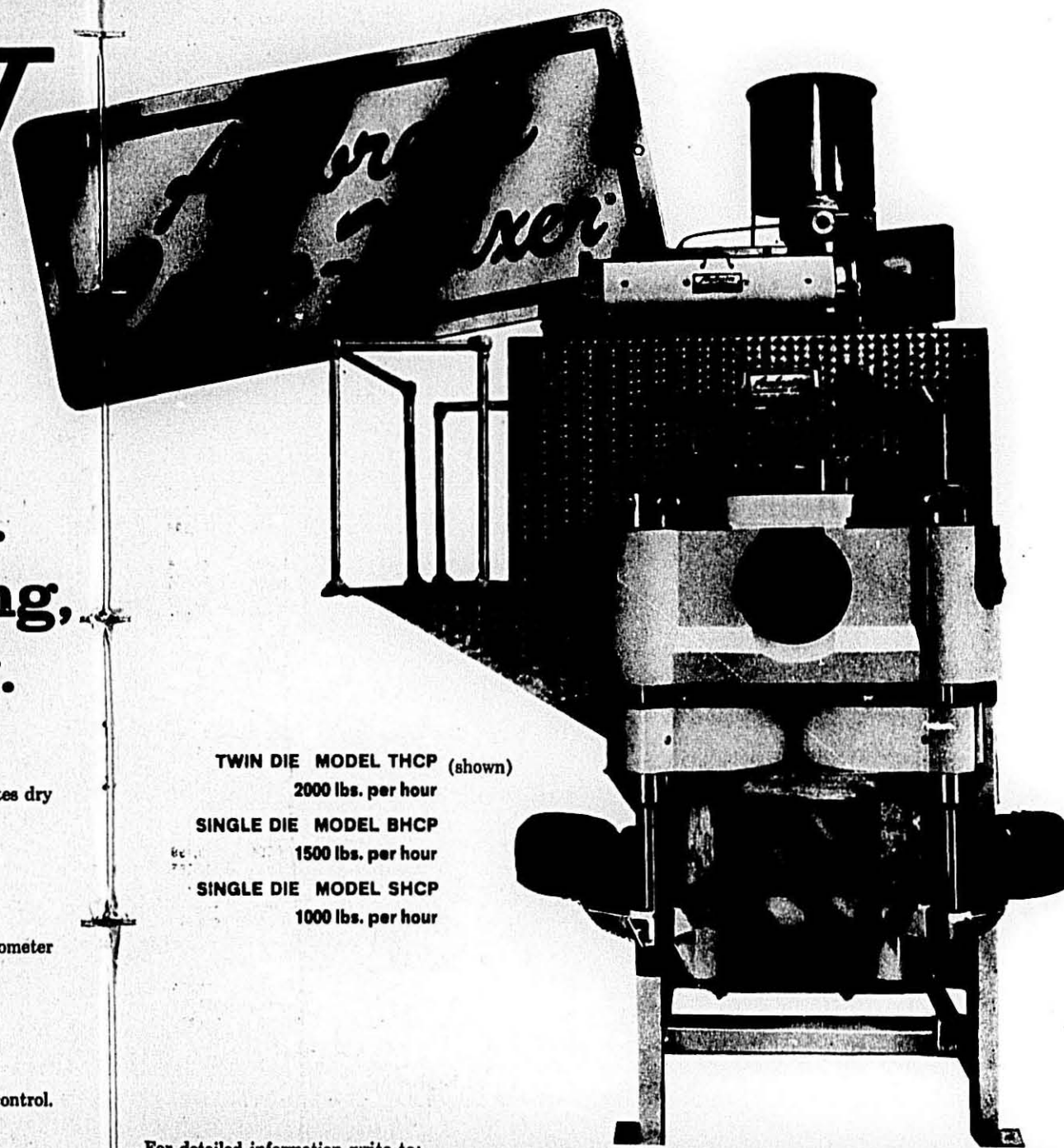
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FDA Orders Egg Pasteurization

The Food and Drug Administration has ordered that eggs used in food products be pasteurized or "otherwise treated" to destroy salmonella microorganisms.

Salmonella poisoning has been described by the U. S. Public Health Service as one of the most prevalent forms of food poisoning in the United States. Many outbreaks have been traced to salmonella-containing eggs or egg parts in prepared foods such as cake mixes. The temperatures used in home preparation of such convenience foods are not sufficiently high to kill the tough organism.

Proposed Last Year

On August 21, 1965, FDA made its egg pasteurization proposal. More than forty comments were filed on the proposal, with only five in opposition. The detailed order appeared in the Federal Register March 19. Another order in the same issue of the Register exempted treatment and labeling of eggs being shipped from one plant to another for pasteurization.

In publishing the exemption, FDA said that the Institute of American Poultry Industries and individual egg-processing firms assumed that FDA allow non-pasteurized egg products to be shipped to a different plant for pasteurization, providing that the egg products retained their identity and that for plants under separate ownership, there be a written agreement that the egg products would be processed by the receiver in compliance with identity standards.

FDA said this was a fair assumption, adding that each container of such non-pasteurized egg products must bear a conspicuous tag or label stating: "Caution—this egg product has not been pasteurized or otherwise treated to destroy viable salmonella organisms."

Mayonnaise Petition Denied

FDA turned down a joint petition by the Mayonnaise and Salad Dressing Institute, Corn Products Company, and Kraft Foods that eggs broken from shell and used in dressings in the same plant not be required to be pasteurized before incorporation in "acidified dressings." They referred to mayonnaise, salad dressings, french dressing and non-standardized dressings.

One request was made for a similar exemption when the egg products were obtained from a different establishment. The petitioners submitted data to show that nonpasteurized egg products in such foods posed no danger to health. But FDA responded that the petitioners had not shown that pasteurized egg

products would not function effectively in such foods.

The Agency stated: "Information is available to the Commissioner of Food and Drugs that properly pasteurized egg products have been extensively used in such dressings by a number of . . . manufacturers without adverse functional effects in the dressing."

The requirement of pasteurization or other treatment of egg products was ordered substantially as proposed. It affects:

- Liquid eggs, mixed or whole.
- Frozen eggs, mixed or whole.
- Dried whole eggs.
- Liquid, dried and frozen yolks.
- Liquid, dried and frozen whites.

The order provides for use of certain amounts of specified color preservative or anti-caking substances. The detailed order becomes effective May 18, 1966. No hearings will be held unless supported by valid objections.

Liquid Egg Production

Production of liquid egg and liquid egg products (ingredients added) during February was 32,670,000 pounds, 36 per cent less than February last year and the smallest production for the month since February 1963. Aggregate production of liquid eggs January and February 1966 totaled 67,875,000 compared with 97,929,000 the same months a year earlier.

Liquid egg produced for immediate consumption during February 1966 was 3,778,000 pounds, down 35 per cent from February last year. The quantity used for drying was 10,522,000 pounds as compared with 17,340,000 pounds during February 1965. Liquid egg frozen totaled 18,370,000 pounds, down 35 per cent from February last year.

Solids Production Down

Egg solids production during February 1966 totaled 2,857,000 pounds, down 26 per cent from February last year when 3,866,000 pounds of egg solids were produced. Egg solids production during the two months January and February 1966 totaled 5,877,000 compared with 7,444,000 during the same period of 1965. Production of whole egg solids during February 1966 was 647,000 pounds compared with 592,000 pounds in February last year. Production of albumen solids during February 1966 totaled 712,000 pounds, down 44 per cent from February production last year. Output of yolk solids was 639,000 pounds compared with 1,170,000 pounds in February 1965. Production of "other solids" was 859,000 pounds, 4 per cent more than the production of 824,000 pounds in February last year.

Egg Solids Production (in 1,000 pounds)

From the Crop Reporting Board, U.S. Department of Agriculture

	1964	1965
Whole eggs	19,850	9,795
Albumen	10,864	13,595
Yolk	10,677	13,412
Other products	10,836	13,275
Total	52,027	50,077

Production of Liquid Egg (1,000 pounds)

Total for all commercial egg breaking and egg drying plants.

	1964	1965
Plain whole eggs	199,858	174,659
Mixed whole eggs	111,470	116,168
Total Whole	311,328	290,827

For immediate consumption	18,567	17,246
For drying	104,620	82,385
For freezing	188,141	191,196

Plain yolk	43,645	49,814
Sugared yolk	36,634	37,550
Salted yolk	49,283	46,483
Other yolk	7,501	4,354
Total Yolk	137,063	138,201

For immediate consumption	10,874	11,939
For drying	23,443	29,549
For freezing	102,746	96,713

Total Albumen	210,570	199,764
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For immediate consumption	38,664	15,199
For drying	81,187	104,165
For freezing	90,719	80,400

All Products, total	658,961	628,792
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For immediate consumption	68,105	44,384
For drying	209,250	216,099
For freezing	381,008	368,309

High Prices

Shell egg prices in March have been the highest in many years. Current receipts in Chicago went to 41.5¢ per dozen. Frozen whole eggs reached 35¢ per dozen. Frozen whole eggs reached 35¢ per pound, with whites 16¢. Frozen yolks, 45¢ solids, under 4 color went to 67.5¢ per pound. Dried whole eggs ranged \$1.35 to \$1.40 with yolks a nickel higher.

Maybe you've heard the talk

this



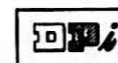
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RED & WHITE CONFERENCE

AN in-depth exploration of problems facing independent food distributors and their retailer members was made by a group of experts from many facets of the food industry in a conference sponsored by the Red & White Corporation.

The meeting, described as "one of the most successful in Red & White's 45 year history," was attended by key executives from 34 distributor houses, serving nearly 2,000 food stores.

Planning for Progress

Richard Kunze, comptroller, Charley Brothers Company, Greensburg, Pennsylvania, outlined "Planning for Progress" in his presentation at the meeting. Kunze stated:

"In the last ten years, with the perception and insight gained from conventions and visiting other distributors, armed with this knowledge, the Company (Charley Bros.) has increased its sales almost 1,000 per cent with the aid of well-developed programs and a team of capable specialists. Our sales growth has been based on a vertical expansion directed at retail service only. No mergers, no buy-outs, no institutional work, no company owned super markets, only complete devotion to expanded lines, services, new departments."

Kunze listed two primary rules for success: (1) Alert and progressive management. (2) Location in teeming population centers—and went on to say:

"Today, in less than ten years, our firm's retailers have moved from less than ¼ of a per cent of retail sales to approximately seven per cent of the consumer's dollar. In our primary trading area, of approximately a 50 mile radius of the supply depot, the weekly concentration of purchases reports indicate that our affiliated retailers, both super markets and convenience stores, will complete over \$75,000,000 in sales transactions in 1965."

Communications

"The Role of Communications in Wholesale Food Distribution" was emphasized by Richard Mulville, publisher, *Voluntary and Cooperative Groups Magazine* in his address. In part he stated:

"Communications mean different things to different people but good communications really consist of getting the right message to the right people at the right time in the right place. We must know who our communications program is meant to reach. The food wholesaler has three audiences: There are his customers, the retailers; there



At the Red & White Corporation Conference. Left to right: Hil C. Olney, president, S. M. Fickinger Company, Inc., Buffalo; Edward Bierhaus, president, E. Bierhaus & Sons, Inc., Vincennes; Charles Shuman, president, American Farm Bureau, Chicago; Leo Bushey, president, Red & White Corporation, Chicago.

are his employees; and there is the community in which he does business.

Each part of the total audience is, in the ideal communications program, a completely separate audience, with its own individual desire and responses. Each sub-audience, then, dictates its own type of communications program. We suggest the basic program of communications, one that every wholesaler should strive to put into effect, be three-fold: First, for the retailer, certainly the retailer bulletin plus an internal house organ, a new member booklet, and a booklet outlining company operations and policies. For the employee, an indoctrination booklet, plus an internal house organ. For the community, an annual report."

Motivation—Planning

Gordon Spitzer, Director of Merchandising, Hudson-Thompson Company, spoke on "Taking the Mystery Out of Motivation." His remarks appear on page 00.

John R. Hertz, director of administration, Super Market Institute, describe "Long-Range Planning — Concepts and Techniques" on page 00.

Profitability

A talk by Ray Klein, manager, merchandising services, Hussmann Refrigeration, Inc. emphasized profitability: "The good store engineer," he said, "must keep abreast of the latest trends and the newest developments in the retail food industry — and must relate these to sound economics—so that he designs a store that not only looks good and fits the trade area, but also one that is planned and equipped in such a way that it can be merchandised effectively—and above all operated profitably."

The theme of "Consumer Research Pays Off" was outlined by Peter M. McAvity, director, food and package store sales, Falstaff Brewing Corpora-

tion. Discussing his firm's "do it yourself" approach to consumer research, available to any super market operator, he stated:

"New ethnic groups are affecting present trading area. Americans are on the move, frequently changing jobs and moving from community to community. By 1980 it is estimated there will be over 730,000,000 people in the nation, but of even more importance to you are the changing age groups within your particular community.

"You are not selling the same people you sold five years ago. Five years from today, or perhaps even sooner, it is conceivable that you will have a complete changeover in terms of customer needs and wants. Promotional and advertising costs are becoming more critical each and every year. Are you getting maximum mileage from promotion and advertising dollars? How do you know you are?"

Because of these reasons, and many more, customer research—the need to know more about your customers, is an absolute requirement in today's competitive marketing situation."

Farmers Look at Marketing

Charles A. Shuman, president of the American Farm Bureau Federation, reported that farmers are taking a new look at their marketing system. A digest of his comments begins on page 28.

Education

Albert H. Messer, president, Brand Names Foundation, emphasized the need for increased consumer education with respect to the business world. Seven areas that need clarification were listed as follows:

1. How Competition Operates: Price uniformly, for example, is interpreted by most as a result of col-

(Continued on page 28)

★!!@#@!

That's right!!! - - - we can make Extrusion Dies in Any Language...any shape...any design...

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

Red and White Conference—
(Continued from page 24)

- clusion among businessmen—not as a result of hard-nosed competition.
2. The Economics of Distribution: The value of advertising, packaging and distribution are all suspect.
 3. The Role of Capital Investment: The relationship of investment, economic growth and job expansion is not understood. The productivity concept of raising living standards is also misunderstood.
 4. How the System Shares: The broad belief that stockholders get too much of the fruits of labor's production is prevalent.
 5. The Function of Profits: While people recognize the need for making profits, they assume it to be almost automatic and, on an average, envision twenty cents on the dollar after taxes.
 6. Career Selection: Graduating youngsters shun business careers calling such a vocation 'dull, unexciting and unsatisfying.'
 7. The Proper Role of Government: There is a blind trust in the government resulting from history teaching and the parental role of the government in times of crisis. The increase of legislative intrusion into the economy, restricting individual freedom, is not understood.



Seen at the Atlanta Americana Hotel while attending the Red & White Corporation Conference were, left to right, Richard Kunze, controller, Charley Brothers Company, Greensburg; Gordon Spittler, director of merchandising, Hudson-Thompson, Inc., Montgomery; John Kertz, director of administration, Super Market Institute, Chicago.

Taking the Mystery Out of Motivation
by Gordon Spittler, Director of Merchandising,
Big Bear Stores, Hudson-Thompson, Inc.
Montgomery, Alabama

It does not develop from the outside in, rather it develops from the inside out. Motivation as an ingredient is something that the individual or individuals must develop for himself or, in some instances, help or even inspiration can be given this individual to foster its growth and development.

Areas Affected

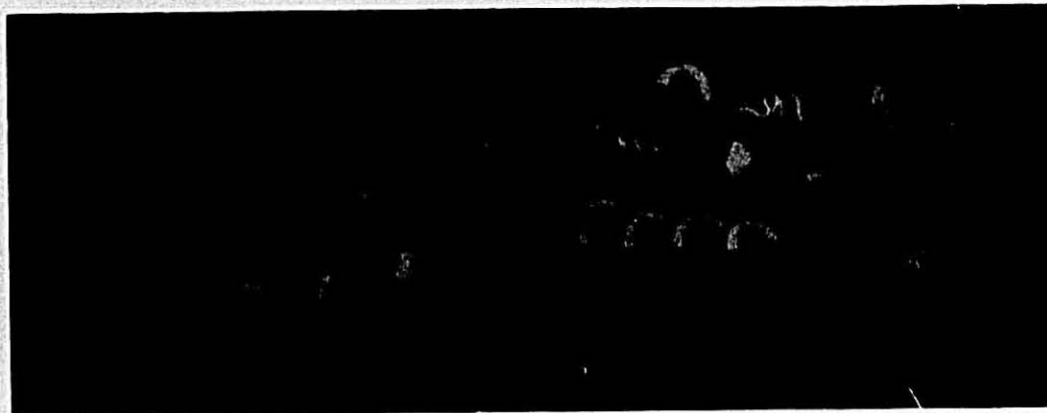
Three general areas are affected by motivation; namely, operations, merchandising and personnel, but people as an ingredient, are entwined throughout all three. A house can only be as good as the building materials from which it is constructed, and we at Hudson-Thompson, feel that a business likewise can only be as good as the people which comprise it. With this psychology we have developed a very complete and adequate personnel department, and rely upon this department to locate, interview, screen, test and check out applicants and prospective employees, and to handle the complete orientation program with each new employee. Then begins the training period. We have classes under capable supervision for bag boys, check-out, stock boys, produce and meat. Not only is the employee given this original training, but follow up training sessions are scheduled regularly. In fact, our schedule has been completed through the entire year of 1966. It is also company policy to regularly send our various personnel to appropriate seminars and clinics, such as those sponsored by SMI and NAWGA. Recently, we sent our assistant grocery buyer to the Merchan-




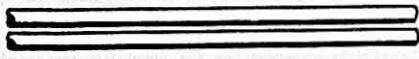



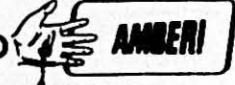








disers' Clinic sponsored by NAWGA and held at St. Clair, Michigan. This past summer we sent three of our department heads; namely, assistant produce manager, our retail produce specialist and one of our accountants to the SMI Clinic in Chicago which dealt with "Getting Work Done Through People," and in November plan to send five store managers to a SMI Clinic in Memphis.

Recognition

All of our people have confidence that their efforts and accomplishments will be fully recognized for, through our personnel department, we have a program of semi-annual and annual review. This is instigated from personnel with regular review forms and directed to each department head. Every employee thus has confidence that due to a conflict of personalities, or for other reasons, that his efforts and accomplishments will not be buried and go unnoticed and unrecognized. Annually with our department heads we have an evaluation review in which the past year's accomplishments or deficiencies are reviewed, recognized and discussed, and at this same time objectives and goals for the forthcoming year are jointly planned. By so doing, we know that he feels that he is a member of the team.

Esprit de corps in people is at best an elusive, an evasive, a delicate thing, but is such a very vital and important ingredient to motivation. We feel that this spark as such must be genuine and sincere, starting with top management
(Continued on page 28)



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 8-5433

Motivation—

(Continued from page 26)

and extending all the way down the organizational ladder. Certainly, nothing contributes to this esprit de corps more than a sincere and honest application of the Golden Rule: "Do unto others as you would have them do unto you." Again we repeat, the spark, the will, the desire and the drive must be manifest at top management, and genuinely and sincerely expressed.

Shopping Survey

Several months ago we had a renowned Chicago firm conduct a survey of shopping habits in Montgomery. And as surveys go, many facts uncovered were those of which we were well aware, but one of the findings that we felt to be extremely significant was that the average Montgomery homemaker thought food shopping to be a burden and drudgery. We immediately decided upon a program to make her shopping tour pleasurable, and adopted for Big Bear the slogan: "Where Shopping Is A Pleasure." Now slogans as such without the proper conditions, the atmosphere, the personality are as meaningless or as unsatisfying as a kiss without a squeeze, so we immediately embarked upon a program to build atmosphere and personality into Big Bear Markets. Realizing that this can be done only through people, we began our campaign with a manager's sale, in which we pictured the managers as an intricate part of this layout. This was followed shortly by a meat manager's or market manager's sale, again recognizing pictorially each individual. At this time, we struck upon the idea of putting a bright blue coat upon each of our store managers, which gave them recognition to the buying public through immediate identity. In addition they were to always have within the pockets of this coat, gum, suckers, or balloons, or other desirable tidbits to be passed out to children accompanied by their parents while shopping at our markets. This, of course, is being crazy like a fox, for while the way to a man's heart may be through his stomach, the way to a woman's heart is through her children. The blue coat was announced to the trade by a very graphic color ad, utilizing the blue coat as the focal point and the manager as the man to see, the one who makes shopping a pleasure while in Big Bear. It is indeed heartwarming to stand in our markets and see children coming in with their mothers and coming to the man in the blue coat and asking "May I have some gum, please?" The mother stands back with a broad beaming smile. Needless to say this ad was very effective in developing within

our managers a high esprit de corps by "making them feel 10 feet tall."

Institutional Advertising

Moving further with this same concept, we have since embarked upon an institutional advertising campaign, highlighting various departments and various favorable facets of our markets. One of the most outstanding being that which paid recognition to our bag boys, announcing that they go to college. Each bag boy in Big Bear, although it was not his picture in the ad, unconsciously identified himself with the young man whose picture did appear. When this appeared in the paper, we obtained Mortar Boards for the bag boys in all of our markets to wear during the Thursday, Friday, and Saturday that this ad was effective. Here again, we received much favorable consumer interest and comment. More recently, we ran this same type ad, recognizing our meat department, in which the young lady is commenting that she has never met the important men in her life, those who select the finest in meats, and make them available at Big Bear. This ad showed our meat merchandiser discussing a cut with one of our meat managers and here again each meat manager in Big Bear unconsciously identified himself as the one pictured.

Departmental Image

While we are attempting to create a public image for Big Bear, with this approach, we also feel that we are creating an image by department and department head, and all the people so connected. Thus far, it has proven most successful. In meetings, with our people, we constantly strive toward a team spirit, but always keeping uppermost in mind, that there is no letter "I" in the word team. Team spirit is a combination of all departments, driving and striving towards a unified goal. Taking the mystery out of motivation? Truthfully, there is no mystery, for motivation is doing unto others as you would have them do unto you, keeping them well informed, giving them praise, giving them constructive criticism, giving them a smile and a pat on the back for a job well done. Giving them recognition, giving them the opportunity through two way communication to fully express themselves — yes, and most importantly to stand as a man among men. By displaying this essence of sincerity from top management, to middle management, to store manager, to department heads, to all personnel, and when done honestly and sincerely, the clouds of mystery evaporate, and the sun of motivation shines through.

Farmers Look at Marketing

FARMERS are taking a new look at their marketing system as a means of improving their position in a booming and expanding national economy, Charles B. Shuman, president of the American Farm Bureau Federation, told a meeting of wholesale distributors of the Red & White Corporation.

Marketing of farm commodities, Shuman said, has progressed from a pioneer system of peddling and bartering a miscellaneous array of commodities to a complex distribution system necessary to serve a largely urban population.

In view of these revolutionary changes, the farm leader said, farmers must find new and better approaches in gearing output to shifting consumer demand and, through improved marketing practices, earn a better price in the market place.

"If we are successful in modernizing our marketing, it will be of benefit to consumers, retailers, wholesalers, and all others in the food industry," Shuman said.

One new Farm Bureau approach to marketing, Shuman reported, is represented in the American Agricultural Marketing Association, an affiliate of the American Farm Bureau Federation, established in 1960 to assist state Farm Bureaus in carrying out their current marketing programs and in setting up new projects.

Advance Contracts

Presently, producers of 17 commodities covering a geographical area of 24 states are functioning as member-state marketing association.

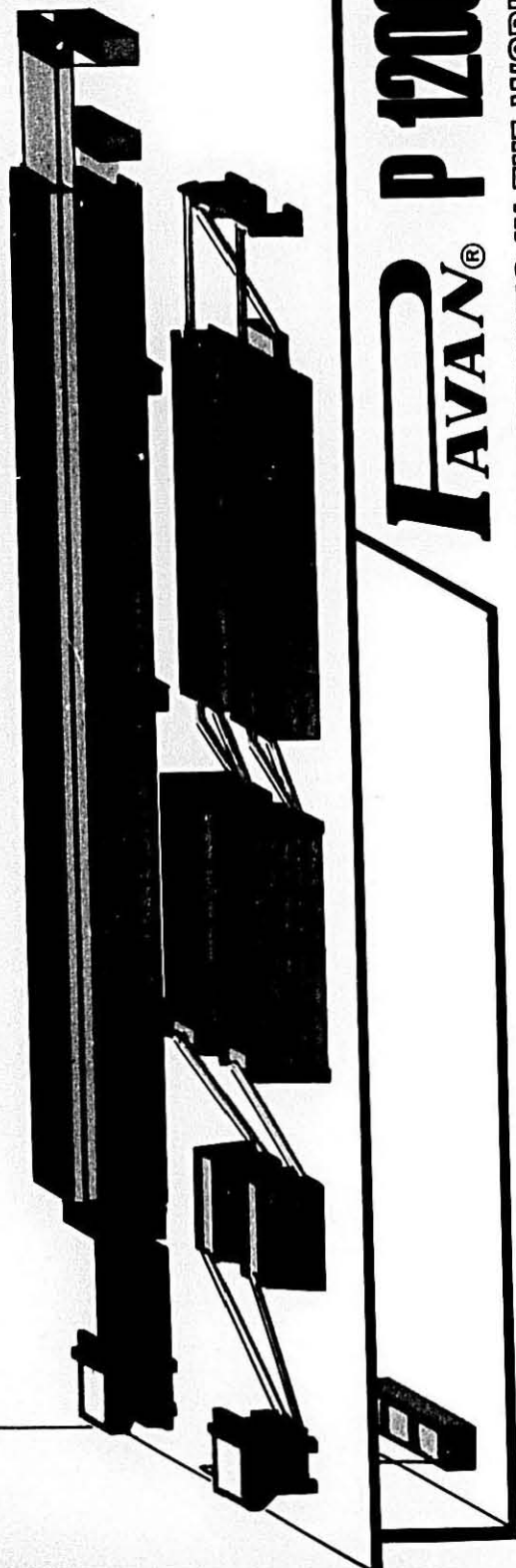
"Key aspect of the AAMA's program involves the negotiation of advance contracts," Shuman said.

"The sale of farm products through advance contracts is not new. It is common practice in a number of commodities including sugar beets, white corn, seed corn, broilers, hatching eggs, and fruits and vegetables for processing. There is, however, a need to organize and coordinate contracting activities.

"The AAMA has endeavored to develop coordinated national marketing programs for two processing commodities—apples and tomatoes. These programs have made excellent progress. Sales have been negotiated by state associations for producers of both apples and tomatoes for processing. Conferences between grower committees and processor representatives have been arranged to discuss mutual points of interest. Grower information services have been effective in analyzing market

(Continued on page 31)

THE MACARONI JOURNAL



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30 tons short goods and 24 tons long goods daily* with night production storage and simultaneous packaging of day and night production in 8 working hours.

(* dry product)

**TO MAKE PASTA
IS EASY
TO MAKE IT GOOD
IS NOT SO EASY...
WHY NOT LET
FARAN®
HELP YOU**

Farmers Look at Marketing—
(Continued from page 28)

conditions and in creating a price image in the industry. Grading and quality recognition have been focal points in some areas.

"Attention has also been given to a wide range of other commodities including asparagus, broccoli, cucumbers, lima beans, snap beans, fowl, feeder cattle, apricots, potatoes, soybeans, hogs and peaches.

"Studies are now under way to determine Farm Bureau's role in the marketing of broilers, livestock, wool, dairy products, and soft red winter wheat, to name a few.

"Traditionally, farmers have concentrated on improving production, but have neglected their marketing responsibilities. This is the vacuum that has provided an excuse for government control programs. As these programs are eliminated, it is imperative that the marketing power of farmers be strengthened," Shuman said.

Look to Long Term

The Farm Bureau leader stressed that the organization's marketing approach is not based on threats or compulsion, but is an effort to develop a sound program for long-term gains.

"Our marketing efforts are designed to use and improve the market system. Farm Bureau marketing associations are not seeking to push prices to unrealistic levels. They are seeking to perform a service and to help growers determine, earn and obtain the full market value of their products.

"This approach should be of benefit to consumers, retailers, wholesalers, and all others in the marketing line from the farm to the table. Insofar as farmers are able to tailor their production to market needs, the food industry will be benefited by an assurance that it can get an adequate supply of all farm products of uniform, high quality from month to month and year to year at relatively stable prices," Shuman explained.

In addition to improving our marketing, Shuman said, there is a definite need for market expansion.

"People are buying more food and clothing every year. Yet we are producing more than we can sell at favorable prices.

"Home markets can be expanded by research to find new uses for agricultural commodities, commodity promotion, improvement of diets and consumer education on nutrition, and aggressive merchandising," Shuman said.

One of the objectives, Shuman reported, of the National Food Conference, in which Farm Bureau partici-

pates with other segments of the food industry, is to promote an interest in nutrition.

"We have been neglectful as a nation in research on human nutrition; and in disseminating what meager information we have to teenagers as well as adults," Shuman asserted.

Common Interests

Farmers and businessmen have many common problems and interests, Shuman said.

"Both farmers and businessmen," he said, "are plagued with rising production costs and higher taxes which spell lower net income. While some federal taxes have been reduced, social security taxes and many state and local levies are rising. Between 1947 and 1964, production costs increased from less than 50 per cent of gross income to 70 per cent in 1964. Today's farming is characterized by large capital investment for land and equipment and a high percentage of purchased inputs. Farm spending for production items amounts to nearly \$30 billion a year.

"Farmers and businessmen share a common interest in preserving the private competitive enterprise system. Government interference with this system in one sector of the economy affects other sectors. Many businessmen, including processors, have considered government farm programs of little concern to them. However, it should be clear from recent experience that such complacency was an error. A year ago, the Administration secured adoption by Congress of a wheat certificate plan whereby processors were taxed 75 cents per bushel on all wheat milled for domestic use. In the 1965 session of Congress, the Administration attempted to increase this tax to \$1.25 per bushel and failed only because of vehement protests from consumers, farmers and the trade. The taxpaying consumer will not realize any savings, however, as the proposed increase in collections from the industry was replaced by a direct payment from the federal treasury.

"Farmers and all citizens likewise have a common interest in preserving individual rights. The last session of Congress witnessed the defeat of an Administration drive to eliminate state right-to-work laws by repealing section 14(b) of the Taft-Hartley Act. Organized labor considered a ban on state right-to-work laws as payment for its vote in the 1964 election, so it can be expected that the issue will be revived when Congress reconvenes in 1966.

"All citizens have a common interest in the increasing threat of inflation sparked by excessive spending and 'break-the-line' wage settlements. When Congress adjourned the spending total

authorized in that session amounted to \$119 billion. This is just the initial payment on the new spending programs demanded under the Great Society. The new farm bill, which provides for a four-year run, will cost between \$4 and \$5 billion a year. These are a few of the matters that demand the critical attention of farmers, businessmen, consumers, all of whom are taxpayers, first, last and until death."

Sanitation in Grain Handling—

(Continued from page 19)

birds and the beasts—plus the newer man-made foes of chemical residues in the wrong places—I would say there is not a moment for resting on past accomplishments.

In a freely competitive economy, the consumer is the boss. Laws and regulations, press and publicity are additional vehicles by which consumer preference is focused. But sanitation, like all other parts of grain storage and handling, is finally a matter of economics.

If clearly understood, and approached with reasonably balanced judgment, health will continue to assert its requirements in the marketplace. And the market will deliver.

Du Pont Increases Poly Capacity

DuPont Co. said it will boost its capacity to make polyethylene packaging film by 50 per cent with a multimillion-dollar expansion at its Richmond, Virginia, plant.

The plant addition is needed, a spokesman said, "because of the continuing expansion of the market for polyolefin film." Polyethylene film, used for packaging, is a member of the polyolefin family. The expansion of the Richmond site would be the second since the plant started operations in 1960. A 1962 expansion doubled the then existing capacity.

Construction on the latest project will begin "soon" and be finished by late 1967, DuPont said. The plant will then have an annual capacity of more than 100 million pounds, the company said.

Old Stuff

Automation, a 20th-century byword, goes back nearly two centuries. In 1784 an entirely automatic flour mill was set up outside Philadelphia. From the moment grain entered the continuous-process plant until it emerged as flour, no human labor was required.

FOOD COSTS—An American family two generations ago spent 50 per cent of its income for food. Today we eat better for only 22 per cent.



George N. Kahn

SMOOTH SELLING®

by George N. Kahn

MAKING SALESMEN OF YOUR CUSTOMERS

This is No. 20 of 24 sales training articles.

"I wonder," said Dick, "if you would put in a good word for me with them. I'd like to call on them one of these days."

Roger said he would be happy to and even helped arrange interviews for Dick. The upshot was that Dick sold both other men policies and eventually made sales to two other classmates of Roger's. These are customers that Dick would never have obtained without help. He uses this technique frequently and has piled up an impressive record of sales through introductions and referrals from customers.

Pick Your Time

When you ask a customer to be a kind of second salesman for you, make sure that your timing is right. Choose the moment when you have done him a particular favor—obtained a hard-to-get item or given him a sure-fire merchandising idea. This is the time when the customer has a benign feeling for you and will be more likely to give you a nudge in the right direction. A salesman who wins the friendship of a customer can often write his own ticket.

You'll also find that many customers like doing favors for salesmen. It gives them a chance to do a good turn with no expense to themselves. This is true of all kinds of selling, consumer goods included.

A shoe salesman, George Harman, was having trouble expanding his volume. He couldn't seem to get near the top shoe buyers for a couple of large department stores. One day he was getting his usual order from a meddlum-sized store. A thought struck him.

"By the way," he said to the buyer, "do you know Jim Brown and Russ Green?" (the department store shoe buyers). The man said he did. George then asked if he could introduce him to the two.

The buying fraternity is a small one and the members all know one another. George's customer liked him and said he would be glad to arrange it. He mentioned a shoe industry meeting at which both would be present. "You be there

and I'll see that you meet them," the customer promised. He was as good as his word, and two weeks later George shook hands with the two men he had sought for so long. This led to getting a fat order from one of them and a tentative assurance from the other of future business.

Dig Up Your Own Leads

Don't expect the customer to do all your work for you. He often will be glad to put you in touch with a prospect or give you an introduction, but don't expect any more. If you do, it will be an imposition—and resented.

In other words, the customer cannot be expected to turn up leads for you. You should have specific prospects in mind when you seek his help. It's not a good idea to conduct a fishing expedition in the customer's office; something like this:

"You don't happen to know of anyone who might be interested in my line, do you?" Such a question puts the customer on the spot and an uncomfortable spot at that. He has to take time to think, and more than likely he has better things to do than ponder your problems. If you want his aid, give him something to work with. Do some research before you make the call, so you can have names to present to him.

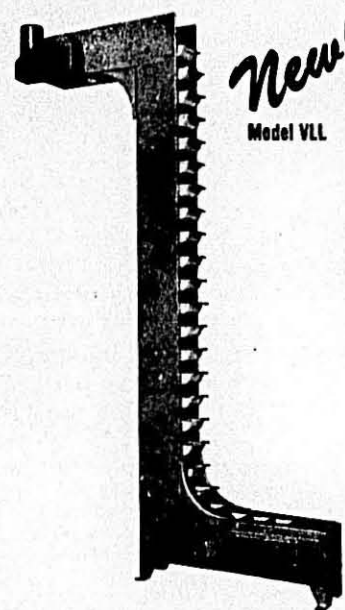
Also, the shot-in-the-dark question does nothing to enhance your prestige. In fact, it might give the impression that you don't know your business very well or that you are a low producer.

The buyer for a big knitting mill told me: "I can't stand the salesman who depends on me to dig up orders for him. If he can't do his job, there is no reason why I should do it for him. One man, for example, asked me to supply him with a list of prospects in three cities. I don't like being used like that."

I don't blame him. But if that salesman had taken the trouble to gather the names of particular prospects and then asked for a hand in meeting them, his reception might have been quite different with the mill buyer.

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Added to the ASEECO Vert-Lift Line!
The NEW "Lo-Cost" Model VLL
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FEATURES: Sanitary "SANI-PLAS" Plastic Buckets (Polypropylene - Lexan - Poly). Large Delrin Self-lubricated Rollers. Extended Pitch, Roller Chain, Motor and Drive.

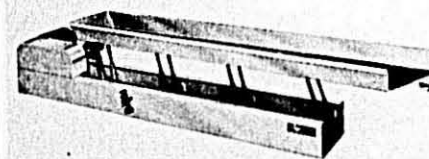
INNOVATION: Available at Your Option (never before offered). KNOCKED DOWN - ready for quick assemblage (you save assembly costs) - or - assembled, motor and drive mounted, ready to put in operation.

CAPACITIES:

From 150 to 500 Cubic Ft. per Hour. Other models up to 4000 Cubic Ft. per Hour.

Non Corrosive • Clean • Sanitary

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VIBRA CONVEYOR Model VC
The economical and sanitary means of Conveying, Heating, Cooling, Separating and Screening granular, free flowing and semi-free flowing materials (grains, vegetables, chemicals and pharmaceuticals).
Capacities: Up to 2000 Cu. Ft. per Hour.
Features: "Scotch Ply" plastic tray supports (Stainless Steel or Plastic Coated trays available).

Model CWG



AUTOMATIC CHECKWEIGHTER & CLASSIFIER Model CWG (Gravity Type)

Weighs and classifies packages weighing up to 5 lbs. at speeds up to 120 per minute with accuracies of $\pm 1/30$ ounces on a simple gravity type weigh platform. Packages are checked while in motion and the overs and unders are rejected.

Models for Cartons, Boxes, Cases, Bags, Bottles or individual pieces.

FEATURES: Visual weight indicator makes adjustments simple.

Suspended weigh platform for quick cleaning.

Easily fits into packaging line.

No belts, chains, or drives.

Sanitary, easy to clean.

Model VW



VOLUMEWEIGH

Automatic Filler & Net Weigher
Volume Metered Quick Fill Accurate Scale "Finish"
"High Speed with True Precision"

Automatic Filling and Net Weighing of:

Blended powders, frozen fruits and vegetables, mixed nuts, or candies and other "hard to weigh" products (having a mixture of large and small pieces).

Precision Weights of: from 4 oz. to 5 lbs. at speed of 15 to 360 per minute.

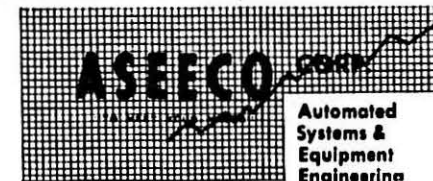
Automatically filled into: Cans, Cartons, Glass Jars or Plastic Containers.

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Smooth Selling—

(Continued from page 32)

The Process in Reverse

Customers can be your salesmen in another way. This method calls for a little judicious name-dropping when you are making a call. It won't hurt to mention, for example, that Mr. Blank of the ABC Company gave you a substantial order. If the prospect is on the fence, this may be the thing that will topple him off—on your side. It's a psychological fact that people like to have their opinions and decisions verified by others. A theater-goer reads the reviews next morning to see if they agree with his own evaluation of the performance. The owner of a particular make of car is constantly seeking assurance that he made the right choice.

A hesitant prospect is apt to be gratified by the information that another firm bought your product. In this way, your last customer becomes an indirect salesman for you.

Such news does not have to be delivered in a bragging manner. Let it drop casually that the ABC and XYZ firms are two of your biggest customers. Find a way to bring up the information so it fits naturally into your presentation. It might go something like this:

"This particular feature was the thing that pleased Mr. Jones the most. He's the buyer for the XYZ outfit. Seems they had been having trouble with another product, and this was the part they were looking for." Right away you have made Mr. Jones your extra salesman.

Delayed Reward

Don't expect to always get an immediate payoff from referrals and introductions. Sometimes it takes weeks or months before you can cash in on prospects you have met through customers. The idea is to keep cultivating them. You have passed the first hurdle by getting to know them. From then on, you must maintain contact and perfect your presentations. Think of this prospect in terms of a long-term investment that will mature in time.

Sandy Jackson, a plywood salesman, met a prospect through the good offices of one of his regular customers. The prospect was pleasant but said he was perfectly happy with his present supplier and foresaw no change in the arrangement. Sandy, nevertheless, kept on the track of the prospect, visiting him at least once a month. Then came the day when the prospect's supplier merged with another firm. The prospect developed a dislike for the way the new organization handled his orders. One afternoon he called Sandy and said,

"Come on over. I think we can do business." And they did. To the tune of a \$60,000 order.

Even when orders are at a high peak, you should build up a reserve of future customers. This can often be done by referrals and letters of introduction from customers.

Getting Around More

I have found that a salesman can do himself a great deal of good by going where prospects are—sales meetings, industry conventions, etc. At these affairs a social atmosphere prevails which is conducive to meeting new people and talking business at the same time.

If you know one or two buyers at a convention, they can introduce you to a lot more. Some of the top producers I know manage to attend two or three of these gatherings a year and have found them profitable.

When you go, make sure you use your time wisely. Move around, meet people and let them know who you are. The impression you make may turn into orders for you in three or four months. Sometimes it can happen even faster.

Burt Kolb, a textile salesman, met a buyer for the first time at an industrial association meeting in Chicago. They had a drink, parted friends, and Burt made a note to himself to call on the man in the next few weeks. He didn't have to. The buyer called him and told him he wanted to give him an order.

There's Profit in Joining

A salesman should be a joiner. He should belong to every social and business organization he can afford. Club contacts are often extremely helpful in bringing orders. Your fellow members can be salesman for you. This has happened frequently. A member knows someone who uses your product. He drops the right word, and you've made a connection. Often the members themselves are potential customers.

Gus Merckel, who sells refrigeration equipment, belongs to more than a dozen social, fraternal and business groups. "The dues are enormous," he explained, "but I more than make up for it in the good contacts I establish. I would estimate that at least a third of my best customers came to me through a club source."

In most cases you don't have to push yourself or your product with club members. If you are pleasant, reliable and thoughtful your reputation will speak for itself. Your friends will say to their friends: "Joe Smith is an awfully nice guy. If you can do something for him, I would appreciate it."

It's an old axiom that friendship is a strong factor in business. Sometimes it

is better to have one influential friend than a dozen acquaintances.

I knew a wealthy manufacturer who once took a liking to a young salesman. The older man was personally responsible for making the salesman a rich man. It was through the manufacturer's influence that the salesman became sales manager and then vice president of marketing.

Are you making any headway in turning your customers and friends into salesmen? Let's have a look. If you can answer "yes" to seven or more questions, you have found the formula.

- | | Yes | No |
|---|-----|----|
| 1. Are any of your customers in a position to be salesmen for you? | — | — |
| 2. Do you take advantage of the fact? | — | — |
| 3. Do you make sure that the time is right for asking a customer to intervene in your behalf? | — | — |
| 4. Do you do your own research before asking a customer for an introduction to another buyer? | — | — |
| 5. Do you avoid "fishing expeditions" with customers to get new prospects? | — | — |
| 6. Do you figure that introductions and referrals may take some time to bear fruit? | — | — |
| 7. Are you a joiner? | — | — |
| 8. Do you "drop names" while making a call so your prospect will know your important customers? | — | — |
| 9. Do you follow up on prospects given you? | — | — |
| 10. Do you try and make friends? | — | — |

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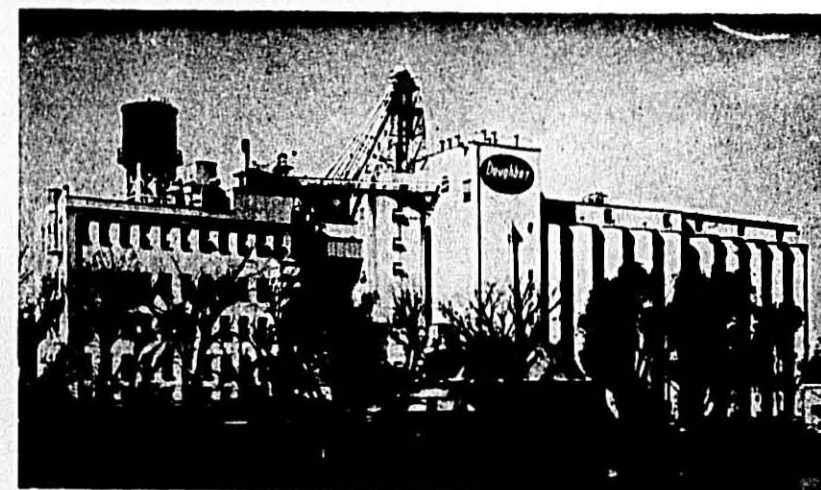
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WAY BACK WHEN

40 Years Ago

- The program for the Annual Meeting at the Edgewater Beach Hotel in Chicago was announced. Shop talk was to be featured, along with tips for selling the trade and selling consumers.
- The U. S. Bureau of Chemistry banned the sale of artificially colored products sold in interstate commerce after April 1. The only violations reported concerned brands of some small concerns and products distributed before the law became effective.
- The first macaroni export customer in 1926 was Canada, followed by the Dominican Republic, Mexico, the United Kingdom, Australia and New Zealand.
- "Fight Italians With Macaroni" was the watchword in Southern Tyrol where a German minority rebelled against Italian authorities.
- Potatoes were selling at two pounds for a quarter, and the shortage was stimulating sales of spaghetti and macaroni.

30 Years Ago

- "Practical and Profitable Macaroni Merchandising" was to be the theme of the 1936 conference. The Editor wrote: "Every line of business is facing acute problems that grew out of the world's worst economic upset. Among the 375 macaroni/noodle manufacturing firms in the U. S., the problem of deepest concern is that of better merchandising. How can the industry best stem the tide toward poorer grades of products that are having an unfavorable effect on consumption?"
- Under the illusion that the Federal Specifications Board had waived the ash limit in macaroni products intended for use in the military, CCC camps, and elsewhere, many manufacturers accepted government contracts at ridiculously low prices. When the low grade products were delivered on these contracts, they were refused, with the result that thousands of dollars worth of inferior food was dumped back on the producers.
- A swing to window cartons was reported, because manufacturers wanted to eliminate losses resulting from breakage and returned goods.
- A cartoon panel showed a bridge-playing housewife looking up at the clock and saying: "Gracious! Five o'clock. I must hurry home and get supper for Bill. What'll I do?" In the final panel, the pleased hubby is saying: "I didn't know macaroni and cheese could taste so good. You must have been home all afternoon preparing it."

20 Years Ago

- Plans for the Industry Conference in Minneapolis called for an Industry Day, a Durum Day, and a Mill Visiting Day.
- Wheat Flour Order No. 144 became effective March 1, calling for 80 per cent extraction of wheat. The order called for durum mills to grind no more products from April 1 to June 30 and 75 per cent of the amount they ground in the corresponding period of the previous year of domestic business.
- Director of Research Ben Jacobs reported that he and President C. W. Wolfe had spent May 1 in Washington interviewing officials of the Department of Agriculture concerning the condition of the durum wheat crop and officials of the Office of Price Administration concerning increases for the ceiling prices of macaroni and noodle products.
- They were joined on May 2 by Mr. C. F. Mueller and Mr. G. G. Hoskins, and the rounds were repeated.
- On May 3, a meeting was held at the Hotel Pennsylvania in New York City to discuss the matters taken up in Washington.
- Enrichment of macaroni and noodle products were approved by the U. S. Food and Drug Administration on May 17.

10 Years Ago

- "Swindle" headlined the "Mail Bag" column of the Bottineau Courant, a weekly newspaper in the heart of the North Dakota durum triangle. George Foulkes, Jr. of Cando, addressed an open letter to durum growers and Senators Young and Langer, charging that the macaroni industry was misleading the American consumers with false and misleading labeling and advertising. His charge went on to say the industry had not converted back to one-hundred per cent durum as they should have.
- Senator Young of North Dakota introduced a bill into Congress requiring a full and accurate statement of ingredients in macaroni products labeling and advertising.
- Association President Peter La Rosa sent a letter to Senator Young with copies to Senator Lister Hill, chairman of the Committee on Labor and Public Welfare, and to Commissioner George P. Larrick of the Food and Drug Administration, protesting the vilifying accusations made against durum millers and macaroni manufacturers. He pointed out that the industry wants quality and was doing all that was possible to get it. He cited consistent support of

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INDEX TO ADVERTISERS

Advertiser	Page
Amber Milling Division, G. T. A.	27
Ambrette Machinery Corporation	20-21
A D M Durum Department	10-11
Assoce Corporation	33
Braibanti & Company, M. & G.	16-17
Clarmont Machine Company, Inc.	7
DeFrancisci Machine Corporation	4-5
Dino and Packaging Products Div.	37
Distillation Products Industries	23
Doughboy Industries, Inc.	35
International Milling Company	38
Jacobs-Winston Laboratories, Inc.	35
Maldari & Sons, Inc., D.	25
National Macaroni Mfr. Assn.	35
Peavey, N. & M.	29-30
Peavey Company Flour Mills	13
Ressoti Lithograph Corporation	2

F. T. Heffelfinger Elected

Frank T. Heffelfinger was elected president of the Grain & Feed Dealers Association March 24 by the members meeting in Chicago for their 70th annual convention.

Mr. Heffelfinger is executive vice president of Peavey Company whose operations span many areas of the grain business.

Jesse Cook Is Dead

Jesse K. Cook, retired durum expert, died suddenly of a heart attack on March 7 while vacationing in Florida. He and his wife lived in the Richfield section of Minneapolis.

Well known for his knowledge of the durum industry, Mr. Cook was head durum buyer for Farmers Union Grain Terminal Association for many years. He retired a little more than two years ago and has since been retained as a consultant by Doughboy Industries.

His survivors include his widow, Helen; a daughter, Mrs. Jane Bohrn; and a sister, Mrs. D. E. Breckenridge.

durum research, the rust prevention program, advertising in the durum area, and historic consumption over the years of virtually all the durum produced. • A progress report on the three-year-old dry commodity car indicated that "air-slide had been an idea that clicked."



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