

**THE  
MACARONI  
JOURNAL**

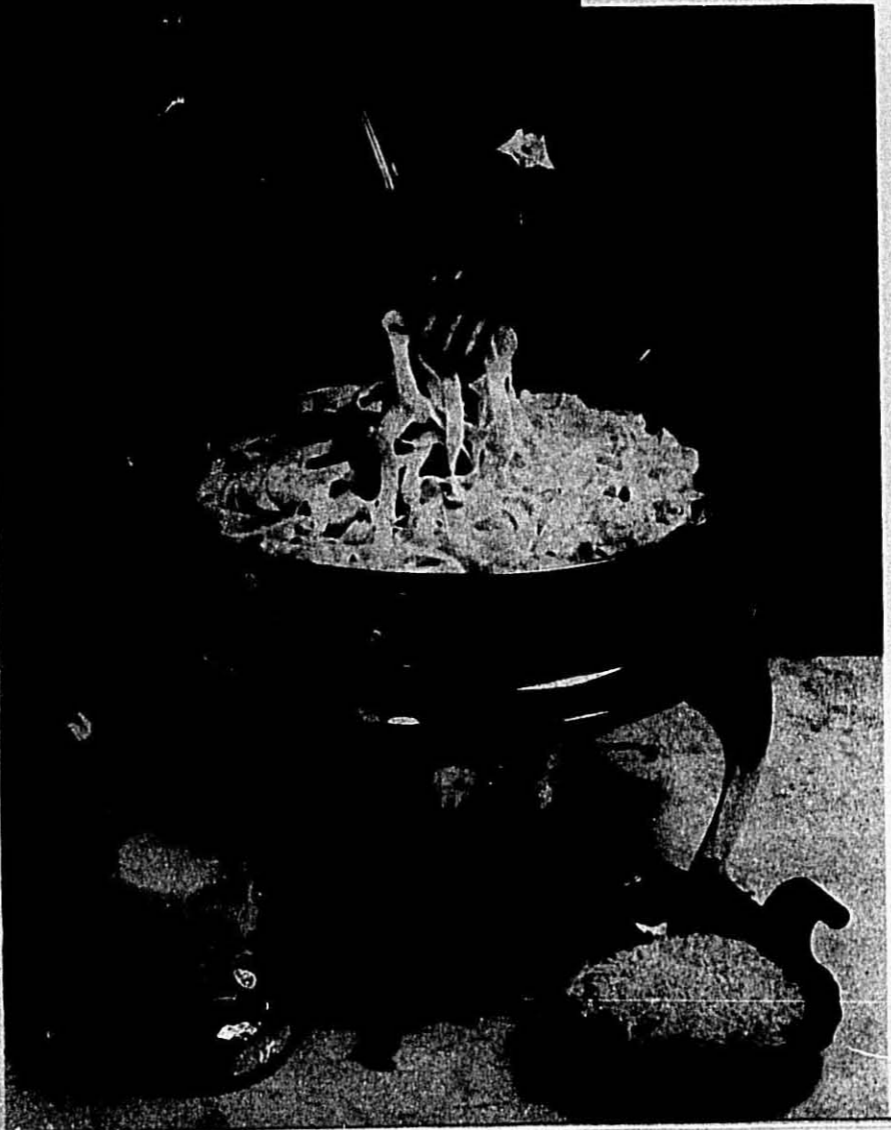
**Volume 49  
No. 1**

**May, 1967**

# Macaroni Journal

MAY, 1967

Product Promotion  
The Packaging Act





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Elinor Ehrman

## PRODUCT PROMOTION

At the Winter Meeting of the National Macaroni Manufacturers Association, Theodore R. Sills, Elinor Ehrman, and Shelagh Hackett told of the product promotional activities the Sills organization is performing in behalf of the National Macaroni Institute, the promotional arm of the industry.

Mr. Sills described the NMI's participation in the Food Editors' Conference in Boston last fall. He noted that 175 to 200 editors representing top newspapers from across the country attend these meetings, and that food manufacturers vie for their attention.

There are 30 to 35 spots on the convention program at which food manufacturers can make presentations and talk about their products. The quality of the meeting determines your treatment in the press.

The appearance in Boston was the fourth time that the National Macaroni Institute had been on a Food Editors' Conference agenda. Informality has marked the style of these meetings which the food editors have apparently liked.

Coupled with informality was knowledge of the product, represented by a Pasta Panel of eight manufacturers from all parts of the country. They were knowledgeable, articulate, and surprisingly not too talkative. They



Shelagh Hackett

made short, provocative statements about macaroni products, and then handled questions from the editors. The Pasta Panel was definitely a hit of the Conference and resulting stories proved it.

### Clips and TV-Radio

Elinor Ehrman then displayed clip sheets that resulted from the Food Editors' Conference, National Macaroni Week, Macaroni-of-the-Month Club mailings, and the advertisement in the home economics publication, Forecast.

Shelagh Hackett gave a report on her activities in demonstrating macaroni products on television and radio interviews in five Midwestern cities during National Macaroni Week. Movie clips were shown illustrating the demonstrations.

Recipes were offered for the dishes shown in the demonstration. They were Egg Noodles and Three Cheeses, Spaghetti Veal Turnover, and Autumn Macaroni Shrimp Salad. In addition, the recipe folder "For Weight Control—Use Your Noodle" and the how-to-do-it kit "To Feed A Crowd" were offered. More than 5,000 requests came in for these materials.

While in Miami for the macaroni convention, Miss Hackett appeared on Miami Radio Station WIOD and WKAT with N.M.M.A. President Robert I. Cowen. The appearances, listed in the newspapers as "Cooking With Macaroni," were listed as "the best on radio."

Enroute back home, Miss Hackett gave more TV demonstrations in Jacksonville, Florida on February 1 over WFGA-TV. On February 2, she was in Baltimore on WMAR-TV.



T. R. Sills

### Questions

In handling questions from the floor in explaining how the National Macaroni Institute program works and how and why the Sills organization operates as it does, Ted Sills and Elinor Ehrman showed slides with headlines on publicity placements outlining themes that are commonly used. These included economy, nutritional contributions, versatility, seasonal appeals, and diet aspects with low calorie recipes and menus.

### PUBLICITY BOX SCORE — 1966

	Placements	Circulation
Consumer Magazines—		
Women's, Youth, Romance,	Jan.-June 60	230,730,312
Shelter, Farm, Negro	July-Dec. 62	233,148,048
	Total 122	463,878,360
Newspaper Syndicates and	Jan.-June 32	309,875,494
Wire Service releases	July-Dec. 46	272,162,206
	Total 78	582,037,700
Daily and Weekly	Jan.-June 8	203,000,000
Newspaper releases	July-Dec. 20	402,000,000
	Total 28	613,000,000
Sunday Supplements	Jan.-June 4	34,344,410
	July-Dec. 5	39,083,635
	Total 9	73,428,045
Color Pages	Jan.-June 9	8,452,172
	July-Dec. 30	13,642,131
	Total 39	22,095,703
Negro & Labor Press releases	July-Dec. 2	13,000,000
Radio & Television releases	July-Dec. 6	2,450 stations
Cooperative publicity	Jan.-June 25 companies,	54 placements
and advertising	July-Dec. 22 companies,	37 placements
	Total 47	91
Cookbooks, textbooks, calendars	Jan.-June 6, July-Dec. 6	
Trade releases	Jan.-June 4 to 470 publications	
	July-Dec. 2 to 360 publications	
	Total 6 to 830	

Mr. Sills declared that in contacts with chain store merchandisers, there has been a demand for more point of sale material particularly on macaroni products with related items.

### Box Score

A publicity box score for 1966 shows a comparison of placements in circulation between the first half and second half of the year.

Special projects, all in the second half of the year, included eight releases for the Food Editors Conference; three releases for the personal appearance tour were used for eleven radio and television appearances; three releases went with Macaroni-of-the-Month Club mailings to editors; and preparation of the home economics advertisement in Forecast, October—What's Cooking Here? (basic instructions) and editorial Macaroni Manual.

## MACARONI - THE DANDY MIXER

by Mrs. Virginia Habeeb in the American Home Magazine.

Noodles can be served very simply to accompany any main dish. Try these:

**Poppy Seed Noodles.** Melt ½ cup butter or margarine. Add one tablespoon poppy seeds and 1½ teaspoons salt; mix. Cook over low heat five minutes. Add eight ounces hot, cooked medium egg noodles and mix well. Marvelous with beef, veal or lamb.

**Almond Noodles.** Melt ½ cup butter or margarine. Add ½ cup blanched, slivered almonds; cook until browned. Pour over eight ounces hot, cooked medium egg noodles; mix. Fine with fish or poultry. Another time try substituting chopped filberts for the almonds.

**Pennsylvania-Dutch Noodles.** Add ½ cup milk to eight ounces hot, cooked medium egg noodles. Cook over low heat five minutes, stirring occasionally. Meanwhile, melt three tablespoons butter or margarine over low heat until lightly browned. Turn noodles into serving dish, top with ¼ cup croutons and the melted butter. Good with pork roast or chops or with kraut and frankfurters or ham steaks.

### Macaroni Salads

You hardly need a recipe to make a macaroni salad. Name a favorite, then add two ounces cooked macaroni for each serving. Increase the salad dressing, adjust the seasoning. It's an easy way to extend a salad already prepared when unexpected guests appear and is great for using leftover meat. Macaroni salads are also fine in the lunch box.

### Elegant Dish

**Noodles Alfredo** is an elegant dish to serve guests. For six to eight servings, cook one pound medium egg noodles until tender, but still firm. Put ½ pound unsalted butter or margarine, softened, in a hot dish. Add the hot noodles; toss quickly. Add two cups freshly grated Parmesan cheese; toss. Pour over ½ cup heavy cream, at room temperature; toss. Serve immediately, and pass the pepper mill.

Noodles are excellent for casseroles, soups, or under any of the sauces used for spaghetti. Noodles look different shaped into a ring. Cook eight ounces medium egg noodles; season with salt and pepper to taste. Turn into a well greased one-quart ring mold. Place in a pan of hot water and bake at 350 degrees F. for fifteen to twenty minutes. Unmold onto hot platter. Fill center with chicken à la king, creamed ham, sweet-sour shrimp, tuna sauce. Don't wait for company—let the family enjoy it too.



Noodles Alfredo

Combinations are easy to plan.

Macaroni, tuna, cucumber, capers, mayonnaise or salad dressing—serve in avocado halves. Sprinkle with paprika or chopped parsley.

Macaroni, chicken, celery, sour cream—delicious in half a cantaloupe. Toss toasted nuts on top.

Macaroni, ham, pineapple, mustard, mayonnaise or salad dressing— with chilled, cooked artichokes.

### Spaghetti Sauces

Spaghetti deserves a good sauce. Try the classics—all easy to prepare. Enough for eight ounces of spaghetti, to provide four servings. For a change, use linguine, fusilli, or spaghetti. Or try the interesting shell or bow shapes.

**Parsley Butter Sauce.** Brown two cloves of garlic, finely chopped, in ½ cup melted butter. Pour over eight ounces hot, freshly cooked spaghetti. Toss. Add ½ cup finely chopped parsley and toss again.

**White Clam Sauce.** Steam one dozen washed clams in covered kettle, with a very small amount of water, just until the clams open. Remove clams from shells and chop finely. Strain clam juice and reserve ½ cup. Melt ¼ cup butter or margarine over low heat. Add one clove garlic, finely chopped; cook until garlic and fat are golden brown. Add reserved clam juice; cook over low heat five minutes. Add clams and ½ cup chopped parsley; cook two to three minutes. Season with salt and pepper to taste. Serve over eight ounces hot, cooked spaghetti.

**Anchovy Sauce.** Cook four cloves of garlic, finely chopped, in ½ cup olive oil, over low heat until garlic is lightly colored. Add one can (two ounces) anchovy filets, ½ cup chopped parsley, and freshly ground black pepper to taste. Cook, stirring occasionally, until sauce is thoroughly heated. Serve over eight ounces hot, cooked spaghetti.

**Shrimp Sauce.** Saute two cloves garlic, chopped fine; and one pound cooked, shelled deveined shrimp in ¼ cup butter or margarine five to ten minutes or until shrimp are lightly browned. Serve over eight ounces hot, cooked spaghetti.

**Mushroom Sauce.** Heat ¼ cup olive oil in large skillet. Add one pound mushrooms, sliced; ½ cup chopped onion; and one clove of garlic, finely

(Continued on page 10)

## From the Test Kitchen of American Dairy Association

**T**WO recent publicity releases from the American Dairy Association plug macaroni products in casseroles. Their recipe for Crab and Cheese Casserole calls for 8 ounces of egg noodles, while Tuna Lasagna requires 8 ounces of lasagna macaroni. Here is what they say:

### Casserole Teams Crab and Cheese

The better the ingredients, the better the casserole, and here's a fine, flavorful one that starts with succulent crab meat and robust Cheddar cheese. Add golden noodles, bright pimiento, crunchy toasted almonds and the luxury of mushrooms and you can easily see why this Crab and Cheese Casserole is a sure winner with family and guests.

Besides shredded cheese inside the casserole, there's more golden Cheddar on the top. When you bring the casserole to the table, hot and bubbly, this bright note gives promise of good things to come. Dip the spoon in, and there they are: chunks of tender crab meat, delicately flavored mushrooms, almonds and all the rest.

With canned and frozen crab meat readily available in supermarkets, this recipe can serve as a standby for impromptu entertaining. It's a gourmet style dish that can be put together quickly, baked in just 45 minutes. It lends itself to buffet service or more formal, sit-down dinners, as well as to family meals. Once the main dish is in the oven, there's plenty of time to toss a crisp green salad, heat a frozen vegetable and some ready-baked rolls. Pour milk for a refreshing beverage, and scoop ice cream sundaes for dessert.

Since you can keep the ingredients on hand, this menu's a blessing when unexpected company arrives. A ready-made casserole waiting in the refrigerator is also the answer to quick family dinners when Mom has a busy afternoon. Crab and Cheese Casserole makes a delightful meal with a minimum of last-minute fuss.

### Crab and Cheese Casserole

- 1 package (8 oz.) medium noodles
- 3 tablespoons butter
- 3 tablespoons flour
- ¼ teaspoon salt
- ¼ teaspoon pepper
- 3 cups milk
- 2 cans (7½-oz. each) crab meat, drained and flaked



An outstanding main dish begins with tender nuggets of crab meat, mellow Cheddar cheese and egg noodles. It's convenient to serve unexpected guests, and a real treat for the family.

2 cups (8 oz.) shredded Cheddar cheese

1 can (4 oz.) sliced mushrooms, drained  
½ cup chopped pimiento  
½ cup toasted silvered almonds  
½ cup shredded Cheddar cheese

Cook noodles according to package directions; drain. In a saucepan melt butter; blend in flour, salt and pepper. Remove from heat; gradually stir in milk. Cook over medium heat, stirring constantly, until thickened. Cook 2 additional minutes. In a large bowl combine crab meat, 2 cups cheese, mushrooms, pimiento, almonds and noodles; turn into a 2¼-quart buttered casserole. Pour white sauce over all; sprinkle top with ½ cup cheese. Bake in a preheated 350 degrees oven 40-45 minutes. Makes 8 servings.

### Tuna Goes Italian in a Casserole

Many Americans who haven't a trace of Italian ancestry and never saw Italy have learned to appreciate the variety and verve of Italian cooking. They've discovered it doesn't stop with spaghetti and pizza, and it's time you made that discovery, too. There are all sorts of tempting recipes for authentic Roman or Milanese dishes, as well as

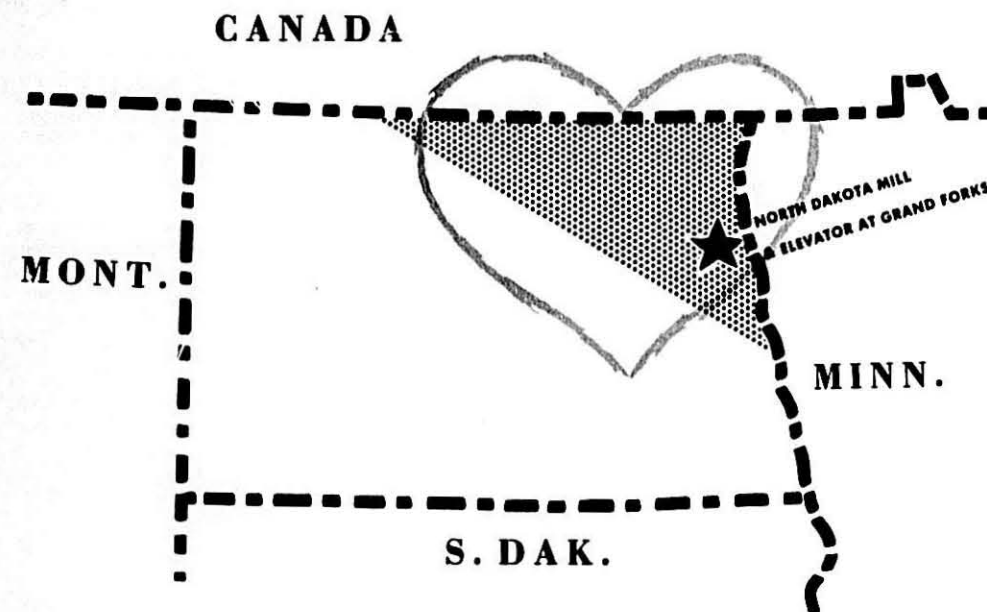
Americanized versions like this tasty Tuna Lasagna.

This recipe is an easy one and since it serves eight you'll find it ideal for a party, potluck or buffet style meal. Assemble the casserole ahead of time and have it ready to pop in the oven about the time guests start arriving. The sauce is a speedy one made with packaged spaghetti sauce mix to save time. It also has some extra added ingredients like tomatoes, tomato sauce, garlic, tuna, and that aromatic Italian herb, oregano. Its fragrance perfumes the kitchen as the sauce simmers. Just like the regular lasagna with meat sauce, this meatless version is put together in layers.

In a large baking dish, layer the wide lasagna macaroni, cottage cheese, the tomato-tuna mixture, and the Italian style cheese, Mozzarella. Sprinkle Parmesan on top to add its special flavor as the casserole bakes.

Cottage cheese and tuna give the dish a double helping of protein that's important to family diets. Serve this hearty Tuna Lasagna with a crisp salad that includes cauliflower, onion rings and radish slices as well as lettuce. (Continued on page 10)

THE MACARONI JOURNAL



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DURUM DIVISION

May, 1967

9

### Macaroni, the Dandy Mixer

(Continued from page 7)

chopped. Cook until onion is tender. Add two cans (one pound each) tomato puree; two teaspoons salt; ¼ teaspoon pepper; and ¼ teaspoon leaf oregano, crumbled. Cover; cook over low heat one hour, stirring frequently. Serve over eight ounces hot, cooked spaghetti. Serve with grated Parmesan cheese.

#### How to Cook

At last, here is the first thing to know about macaroni, spaghetti, and egg noodles: **Basic Directions for Cooking:** 1. Heat three quarts of water to rapid boil in a large sauce pot. 2. Add tablespoon salt. 3. Gradually add eight ounces of the macaroni product, so that water continues to boil. The continuous and rapid boiling keeps it moving about so it will cook quickly and evenly. 4. Cook, uncovered; stir occasionally, so all pieces will be cooked to the same degree of doneness. 5. Test for doneness by tasting a piece. It should be tender, yet firm—as the Italians say, *al dente*, "to the tooth." Cooking time will vary with the size and thickness of macaroni product used; average is eight to ten minutes. Cook a little shorter time if it is an ingredient in a casserole. 6. Drain immediately in a colander. Serve as quickly as possible, or mix with other ingredients in the recipe, for when freshly cooked, it's at its best. Do not rinse unless it is to be used in cold salad. Rinse with cold water and drain again.

#### From the Dairy Association—

(Continued from page 8)

Milk and buttered, toasted bread round out the meal.

#### Tuna Lasagna

1 can (1 lb. 12 oz.) tomatoes  
1 can (8 oz.) tomato sauce  
1 package (1½ oz.) spaghetti sauce mix  
1 teaspoon leaf oregano  
1 teaspoon sugar  
1 small clove garlic, minced  
2 cans (6½ oz. each) tuna, drained  
8 ounces lasagna macaroni  
½ cups cottage cheese  
2 cups (8 oz.) shredded Mozzarella cheese  
¼ cup grated Parmesan cheese  
In a 2-quart saucepan combine tomatoes, tomato sauce, spaghetti sauce mix, oregano, sugar and garlic. Simmer uncovered for 30 minutes, stirring occasionally; add tuna. Meanwhile, cook lasagna macaroni according to package

directions. Place one-half lasagna macaroni in a buttered shallow, 2-quart baking dish; cover with one-third of tuna sauce. Add one-half cottage cheese; cover with one-half Mozzarella cheese. Repeat layers, ending with tuna sauce. Sprinkle Parmesan cheese over top. Bake in a preheated 350 degree oven 30 minutes. Remove from oven; let stand 15 minutes before cutting into squares for serving. Serves 6-8.

#### The Positive Power of Pasta

"The Positive Power of Pasta" is a feature by Norman Bussel, associate editor of Progressive Grocer, in the March issue. He says: "Macaroni elbows its way into the profit picture through unsurpassed ability to sell related products. Macaroni products, adding a new twist to profits, are so proud they are almost bursting their bow ties. With an average gross margin of about 25 per cent, this great American favorite promises an annual return of \$5.83 for each dollar invested in shelf inventory, compared to a \$4.96 average for all other groceries and non-foods."

"The Progressive Grocer Consumer Dynamics Study revealed that in ten super markets, with average weekly sales of \$29,619, weekly unit sales of macaroni products were 621.9 and weekly dollar sales were \$169.20. Figures were based on eight-week sales audits.

"If these figures come as a surprise, the following statement may be even more amazing. Based on recipe ingredients, industry sources estimate that for every \$1.00 of macaroni products sold, \$6.55 is purchased in related items. When planned as the main course, one package sold from this department, the average cost of which is 19¢, can lead a

customer into almost every section of the store.

"Some of the related items which macaroni magnetically attracts to the shopping cart are tuna, salmon and other seafoods, canned foods, fresh produce, cheese and other dairy products, sauces, oils, meats, poultry, condiments and bread.

"In the past fifteen years, sales of macaroni products have increased 100 per cent. Twenty per cent of all customers who pass the department make purchases from that section."

In areas populated by certain ethnic groups, macaroni, spaghetti and egg noodle sales are often better than average. High volume is usually attained in Italian, German, mid-European, Jewish and Negro neighborhoods. The average Negro family eats 1½ times as much elbow macaroni as a white family.

Here are some suggested merchandising ideas to stimulate macaroni sales:

- Feature a spot with an Italian theme, placing tomato paste, spaghetti sauces, grated cheese and other related items on display.
- Keep a supply of tempting recipes in the macaroni section.
- Use point-of-sale material in the meat department to promote the sale of meat and macaroni products.
- Use shelf signs in the dairy section to suggest various types of cheese that go well with pasta.
- Feature a special package in the produce department with seasoning portions of mushrooms, garlic, bell pepper, onions and celery.

Storewide, there are few products which lend themselves so wholeheartedly to a vast variety of casseroles and combination dishes as the macaroni family. Operators who use their noodles will feature macaroni products as often as possible.

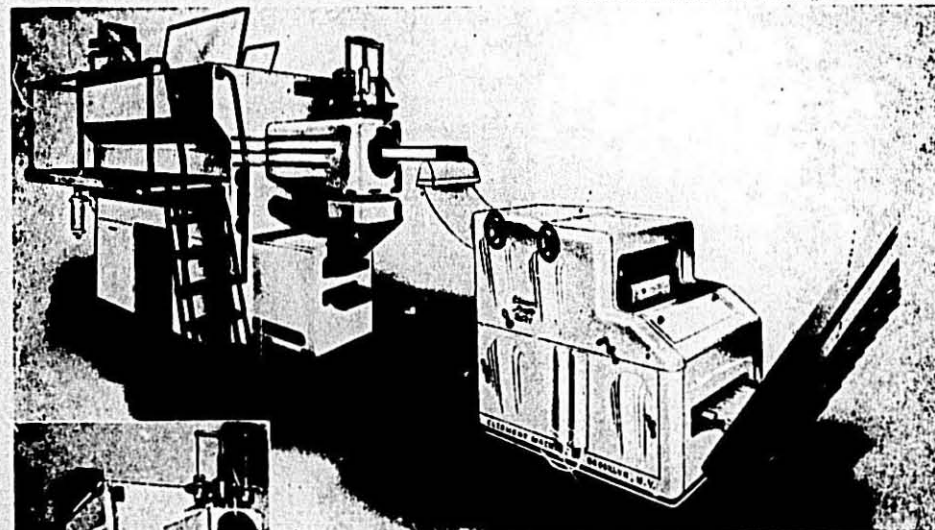
An efficient macaroni setup for a \$30,000 through \$50,000 a week store would be the 24-foot layout diagram below. Product arrangement lends definition and promotes easy selection; while flanking assortment of sauces, grated cheese, pastes, canned tomatoes, etc., helps to build sales of related items.

	National Brand 8 ft.	Private Label 8 ft.	National Brand 8 ft.	
Top Shelf	Sea Shells LOCALLY POPULAR CUTS	Sea Shells LOCALLY POPULAR CUTS	Sea Shells LOCALLY POPULAR CUTS	Prepared Dinners
2nd Shelf 12¾"	Spaghetti LONG GOODS	Spaghetti LONG GOODS	Spaghetti LONG GOODS	Sauces, Grated Cheese
3rd Shelf 14½"	Elbow Macaroni FAST-SELLING CUTS	Elbow Macaroni FAST-SELLING CUTS	Elbow Macaroni FAST-SELLING CUTS	Pastes, Canned Tomatoes
Bottom Shelf 19½"	Egg Noodle NOODLES	Egg Noodles NOODLES	Egg Noodles NOODLES	Canned Spaghetti & Macaroni

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.

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Only one piece housing. Easy to remove screw, easy to clean.  
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## THE BEAUTIFUL BROADMOOR

SITE OF THE 63RD ANNUAL MEETING OF  
THE NATIONAL MACARONI MANUFACTURERS ASSOCIATION

JUNE 18-22, 1967

COME to the Pikes Peak Region of the Colorado Rockies for the Annual Meeting of the National Macaroni Manufacturers Association in one of the finest resorts the world offers. This is the Broadmoor in Colorado Springs, Colorado.

### Mild Seasons

Nature favors the Broadmoor's setting with mild season changes, each welcomed for the outdoor treasures it brings. Golf on the two nationally famous Broadmoor courses is played all months of the year; swimming is year around in heated mountain spring water in two outdoor pools; indoor ice skating, hockey games and ice shows are performed throughout the year in the World Arena; there is horseback riding on scenic mountain trails, tennis, bowling, handball, squash, skeet shooting and fishing.

Water skiing in summer is replaced in winter by snow skiing five minutes away at Ski Broadmoor, whose automatic snow making equipment assures new snow every day.

Fashionable boutiques and shops offer many hours of pleasant browsing, and the Theatre shows top motion pictures nightly.

On top of nine-story Broadmoor South is the Penrose Room, an elegant dining area viewing the city of Colorado Springs to the east, and the close proximity of the Rocky Mountains to the west. The service and cuisine are European, the decor specifically Edwardian. A large selection is offered from the Penrose Room menu including specialties from culinary capitals of the world.

### First Built in 1918

In the main building is the Broadmoor Tavern, well known and popular since the construction of the Broadmoor in 1918. The decor here is timeless. Seven original Toulouse-Lautrec posters, purchased from the Louvre, are displayed in the main room. Adjoining this room is a dining area filled with tropical plants and trees; the entire ceiling is a sky light, the floor imported stone. An orchestra plays music for luncheon, dinner and dancing in the evening. The Tavern food service comes



Get in the swim in Broadmoor's outdoor pool.

from the famous chefs of the Broadmoor Main Dining Room, which is sought for banquets and convention dinners.

On the mezzanine floor are large spacious rooms carpeted and furnished with endearing pieces from five continents. The Lake Terrace Lounge is located here, looking out upon the lake in the center of the Broadmoor complex. Authentic art objects of the Ming, T'ang dynasties and 17th century Coromandel are to be found here. Equally as unusual, though opposite in decor, is the Golden Bee, an authentic, reconstructed 18th century English Pub featuring imported stouts and ales and the food specialty hot steak-and-kidney pie.

### Golf Club

Country club atmosphere is gained in the Golf Club, now the oldest building on the Broadmoor grounds as it was originally a gambling casino at the

turn of the century. Completely remodeled, the dining room in the Golf Club looks over the eighteenth hole and across the far reaching course to the steeply rising backdrop of Cheyenne Mountain. And on the slopes of Cheyenne Mountain, at the base of Ski Broadmoor, is Winter House and its apres ski entertainment.

### Things to See

Surrounding Broadmoor are some of the nation's most popular scenic attractions.

• Cheyenne Mountain Zoo is rated among the top ten in the nation. Owned and operated by the Cheyenne Mountain Museum and Zoological Society, their collection includes over 700 specimens of mammals, birds and reptiles. Clean and airy, the Cheyenne Mountain Zoo is five minutes from the Broadmoor up paved Wonder Road.

(Continued on page 14)

THE MACARONI JOURNAL

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,  
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ARCHER DANIELS MIDDLAND COMPANY . . . DURUM DEPARTMENT . . . MINNEAPOLIS . . . KANSAS CITY



**The Beautiful Broadmoor—**  
(Continued from page 12)

- Pikes Peak is one of the world's most famous mountains. Rising 14,110 feet above Colorado Springs, the summit is accessible via highway and the Pikes Peak Cog Railway.
- Royal Gorge has the world's highest suspension bridge spanning its 1,053 foot chasm. Through this canyon, carved by the Arkansas River, runs the Denver and Rio Grande Railroad, an historic name in the building of the West.
- United States Air Force Academy attracts over half a million visitors annually. The buildings, site and academic interest are not to be soon forgotten. This great monument of American education is ten miles from Colorado Springs.

**Make Plans Now**

Mark your calendar and make your convention plans now. One hundred fifty rooms have been allocated for registered N.M.M.A. convention guests; deadline is June 1. Registration forms are available through the Association office.

**Good Millgrind**

Easter came early this year, but macaroni manufacturers did a good Lenten business and the Southwestern Miller reports an extremely long period of near maximum mill operations.

Despite good business, contracts on the mill books continue to run for lengthy periods, and drastic declines in millfeed prices early in the year plus the uncertainty about the durum market as far as exports were concerned caused mills to favor firm pricing practices. In March, quotations were 40 to 50 cents below the record September bookings, and at the end of the month quotations for semolina in bulk in Minneapolis ranged \$6.85 to \$6.90 a hundredweight.

**Large Planting Intentions**

Buyers in the macaroni trade noted with interest that record plantings for durum were contemplated by growers. The U. S. Department of Agriculture reported an expectation totalling 3,307,000 acres, 31 per cent more than last year and 47 per cent above average. Montana showed an increase of 81 per cent, Minnesota 38 per cent, North Dakota 28 per cent, and South Dakota 15 per cent.

The Department noted that the report of planting intentions is to assist growers in making such changes in

their acreage plans as may appear desirable. The acreage actually planted in 1967 may turn out to be larger or smaller than indicated by reason of weather conditions, agricultural programs, price changes, labor supply, financial conditions, and the effect of the report itself on farmers' actions.

**Shift to Durum**

In North Dakota, the major shift is to durum wheat, but other spring wheat is up 16 per cent. Also up is acreage for soy beans, dry beans, and sugar beets. Decreases are planned for flax, oats, corn, barley, and potatoes. Total acreage of principal crops is expected to be about seven per cent larger than last year, due partly to land coming out of the soil bank and less summer fallow. If growers' intentions are carried out, this year's planted acreage of durum will be the largest since 1949 and for other spring wheat it will be the largest since 1959.

**In Canada**

In Canada, acreage is expected to increase from last year's 1,135,000 to 1,420,000. Saskatchewan will plant 1,200,000 acres compared to last year's 975,000; Alberta plans to plant 160,000 acres compared to last year's 100,000; Manitoba's acreage is unchanged at 60,000.

**Heavy Durum Exports**

Great Plains Wheat, Inc. reports that the United States has enjoyed 75 per cent of the French durum market during the first quarter of 1967, with a total of 82,000 metric tons. Imports of durum into Italy have increased from 183,679 metric tons for the first nine months of 1965, to 431,273 metric tons during the same period of 1966. U. S. share in this market increased from 4.2 to 19 per cent. Argentina's share has decreased, and local production has been reduced. Durum shipments to 1966 over 1965.

**Wheat Situation**

Wheat prices during the current marketing year are running well above those of a year earlier and substantially above the 1966 loan rate, reports the U. S. Department of Agriculture in "Wheat Situation" released in early March.

In reviewing prospects for 1967-68, winter wheat seeding was reported up 26 per cent over a year ago. The February crop production report indicated that small grain conditions continued poor in the central and southern plain

states, but prospects remain generally favorable over the rest of the country. If the 1967 winter wheat crop materializes at around the December estimate and spring wheat farmers expand seedings as did the winter wheat producers, a record crop is probable.

In the world situation, Canada and Australia have record crops for export. The present estimate of the Argentine crop is up only moderately from the poor crop of a year earlier. The French crop is down sharply from last year. There has been too much rain in Europe and too little in Asia.

**Variety Recommendations**

The Crop Quality Council has distributed 1967 wheat variety poster to 2,208 county elevators, 1,707 implement companies, 1,051 banks, and 225 county agents. Recommended varieties combine high yield, disease resistance, and processing quality. Production of poor quality, inadequately tested wheats is actively discouraged.

Durum varieties recommended include Wells, Lakota in Minnesota, Montana, North and South Dakota. Langdon may be grown in districts 5 and 6 in Montana. Leeds and Stewart 63 are recommended in North and South Dakota. Leeds is a promising new variety. It is noted that Stewart 63 was discontinued in 1966 because of light semolina color.

**Push On Eggs**

Agriculture Secretary Orville L. Freeman has called for the food industry to cooperate in a merchandising campaign to encourage consumption of unusually heavy supplies of eggs.

Mr. Freeman said egg output is running 7 per cent above a year ago, and that supplies will continue to be larger than normal at least through July.

He lauded the egg industry for aggressively promoting its product through the Poultry and Egg National Board. He sent a letter to retailers, food trade associations and public feeders asking for their support.




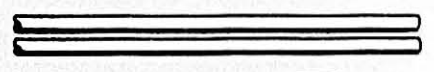


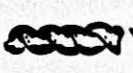


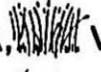





"The ability of the food industry to employ effective, imaginative merchandising to move abundances of farm products through commercial trade channels has been demonstrated frequently," Mr. Freeman said.

"Your help, now, for eggs, will be appreciated by and beneficial to producers and consumers alike," he added.

**Plentiful Foods**

The U.S. Department of Agriculture is currently emphasizing these plentiful foods: eggs, oranges and orange juice, peanuts and peanut products, and beef.



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  **AMBERI** WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT , EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  **AMBERI** 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  **AMBERI** NO. 1 SEMOLINA

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### Boxmakers Study Marketing Problems

**A**LING profit margins alongside a robust 70 per cent sales climb for grocery retailers during the past decade indicate less than subtly there's lots of room for profitable industrial doctoring. With more profit pressure in the offing, retailers impatiently await a "better mousetrap."

Obviously the bulk of the better mousetrap responsibility falls on the food processors' shoulders. It is just as obvious no single panacea is going to be the cure-all. It is going to be a factor-by-factor project, and it will have to involve every aspect of the food industry to be successful.

One important factor, boxmaking, is undergoing some serious introspection. Several innovations have been offered, none with any outstanding degree of acceptance. Corrugated box manufacturers are in the midst of a total re-education program geared to fundamental technological and economic trends in grocery marketing and handling. Theme of the program is "What can the corrugated boxmaker do to provide better service to the food processor to help both processor and retailer reduce operating costs?" The program was launched by a year-long, \$50,000 study by Arthur D. Little, Inc., sponsored by corrugated's trade group, the Fibre Box Association.

#### Areas of Improvement

This extensive report was developed through field interviews with executives in key chain and independent retailers, food processors, government, market and trade sources, and was supplemented by the broad experience of the Arthur D. Little organization in the grocery field.

Although the study revealed many areas in which the boxmaker can improve his product and increase his service to the grocery industry, it also brought out that corrugated still provides substantially better protection for the merchandise than other shipping container systems. In one test, shipments of canned corn, one film wrapped and the other packed in corrugated, were subjected to identical rough handling. Corrugated provided approximately 50 per cent more protection to the contents. This finding was substantiated by the railroad's analysis of out-turn reports of 110 shipments involving both corrugated and shrink film packs. Supermarket operators also reported problems with paper overwrap and shrink pack such as difficulty in shelving,

and in the storage of partially emptied packs.

#### Lack of Communication

No evidence was developed which would indicate that the more recent shipping container systems will replace any appreciable volume of corrugated in the foreseeable future; however, the report indicates that the boxmaker who thinks he can rest on his laurels may be in for some very unpleasant surprises. One very serious problem brought out is a surprising lack of communication between the grocery and the corrugated box industries. The report stresses the vital necessity for boxmakers to completely familiarize themselves with the problems of their customers as related to shipping containers. Improvements in this area afford very concrete opportunities to help loosen the profit squeeze on the supermarket operator. This demands the closest communication and cooperation between the boxmakers, retailers and food processors. Together they must develop solutions to current and future needs, and eliminate difficulties which have arisen in the past from poor communications. The progressive boxmaker, the report states, should place his entire resources, including management, marketing, engineering, development and research capabilities at the disposal of the customer.

A thorough understanding of in-store handling of corrugated boxes is vital for a number of reasons. For example, the Arthur D. Little study discloses that the cost of opening, stacking and shelving totals close to 5 per cent of the supermarket's operating dollar. When the nearly 4 per cent for pricing and salvage is added to this, it becomes a total almost as large as that of all other in-store handling costs combined. This obviously is a major area which needs the application of imaginative design in corrugated boxes to help the supermarket operator reduce his handling costs.

#### Disposal Problems

In addition to easier opening, disposal of boxes is a problem to some supermarket operators. Surprisingly enough, disposal can be either an asset or a liability. Many retailers are baling their empty boxes and selling them to waste paper dealers at a profit; others, for various reasons, pay disposal firms to remove the empties. Boxmakers, retailers and paperboard mills should work together in an effort to develop more efficient methods of salvaging this corrugated material to benefit more supermarket operators.

Corrugated manufacturers can assist in other ways in reversing the profit-squeeze on the grocery industry. The report cites the improvement and further development of color-coding of cases as one means of simplifying warehousing and inventory control, reducing mistakes due to poorly identified goods and speeding handling, especially in computerized and automated warehousing.

Although the problem of matching case size to product movement is not new, it has received significant impetus in the past two years from several processors, retailers and associations. Varying requirements among supermarket operators will further accelerate this trend. As an example, most cake mixes are now shipped 12 to a box; retailers would prefer a six-pack for slow moving items.

#### Study Unearths Problems

The study unearthed numerous needs and problems in the packaging industry, the solution of which represent a direct challenge to the management, research and development teams of each box manufacturer.

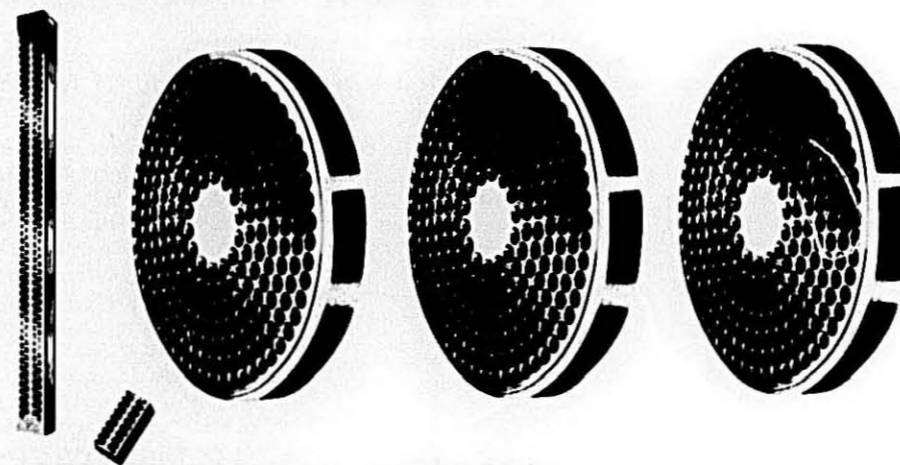
It is not enough, the report states, that performance has proved corrugated boxes provide a wide margin of superior protection to product over either the paper overwrap or the shrink pack. The information in this study must be used as a guide in continuing efforts to improve the product, thus insuring that corrugated will continue to be the most efficient and popular box for all food products.

#### Association Handbook

The Fibre Box Association publishes a comprehensive handbook on the latest applications of corrugated and solid fibreboard boxes and products. It also contains valuable information on handling and storage, carrier regulations and packaging rules for land, sea and air shipment. Users of these products may obtain a copy of this Handbook from box manufacturers who are members of the Association. Copies of the Arthur D. Little study can be obtained directly from the Association, whose address is 224 South Michigan Avenue, Chicago, Illinois 60604.

The Association maintains completely staffed statistical and research and development departments to assist manufacturers of corrugated products in the solution of new or unique problems. Members of the Association, which was established in 1140, manufacture 90 per cent of the corrugated which is produced each year in the United States.

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## THE PACKAGING ACT

Comments by Harold T. Halfpenny,  
Halfpenny, Hahn & Ryan

General Counsel to the National Macaroni Manufacturers Association

THE new Packaging Act specifying the designations required to be made on certain packages has been the subject of considerable mis-information in the press, and therefore warrants careful examination. Most of the publicity has related to a stricter bill which was defeated last year. Although Senator Magnuson (D. Wash.), Chairman of the Senate Commerce Committee, is continuing to push in the present 90th Congress for a tougher law, the present Act is not too restrictive.

### Negative Proposition

The Act is centered around a negative proposition—a prohibited act. It provides that it is unlawful to distribute in commerce any consumer commodity contained in a package, or a commodity to which a label is attached, which does not conform to the provisions of the Act or of the regulations promulgated under it. (3(a)). The prohibition applies only to persons engaged in packaging, and manufacturers, and does not apply to wholesale or retail distributors.

Authority to "promulgate" regulations is vested in (A) the Secretary of Health, Education and Welfare as to any commodity which is a food, drug, device, or cosmetic, and to (B) the Federal Trade Commission as to any other consumer commodity. This specification preserves the historical division of responsibility between these two agencies. Since the Act cannot tell in advance which will act in any case, it refers to the "promulgating authority," meaning apparently, whichever agency "promulgates" any particular rule.

**Mandatory Standards.** The two agencies ("promulgating authorities") is too awkward a term to be used except in an Act of Congress) have no discretion as to some of the regulations they will issue; Section 4 tells them what they must prescribe. These mandatory standards are concerned with the identity of the commodity and the manufacturer, and with detailed directions as to how the label shall describe the net contents of the package.

**Identifications.** Although the Act has, as we shall see, been the object of considerable critical comment, one section should be welcomed by United States manufacturers competing with imports. This is the section which required that "the commodity shall bear a label specifying the identity of the commodity and the name and place of business of the manufacturer, packer, or distributor."

**Net Contents.** The net quantity of contents are required to be stated separately and accurately, in a uniform location upon the principal display panel of the label. This statement is required to be in conspicuous and easily legible type in distinct contrast with other matter on the package; the contrast may be achieved by typography, layout, color, embossing, or molding. It shall contain letters or numerals in a type size, and the rule making agency is required to prescribe size of type in relationship to the area of the principal display panel of the package which shall be uniform for all packages of substantially the same size. The notice is required to be so placed that lines of printed matter included in the statement are generally parallel to the base on which the package rests as it is designed to be displayed. (Sec. 4 (a), (2), (3) B and C).

The specific requirements as to weights and measures are:

1. If on a package containing less than four pounds or one gallon and labeled in terms of weight or fluid measure, quantity shall be expressed both in ounces, and, if applicable, in pounds for weight units, with any remainder in terms of ounces or common or decimal fractions of the pounds; or in the case of liquid measure, in the largest whole unit (quarts or pints) with any remainder in terms of fluid ounces or common or decimal fractions of the pint or quart; (Sec. 4 (a) (A) (i)).

2. If on a package labeled in terms of measure of area, quantity shall be expressed both in terms of square

inches and the largest whole square unit, with any remainder in terms of square inches or common or decimal fractions of the square foot or square yard. (Sec. 4 (a) (3) (A) (iii)).

**Discretionary Standards.** The rule-making agencies are authorized to make exceptions to the above requirements if they find that full compliance with them would not be practicable. Thus the Senate Report notes that a small commodity may of necessity be so packaged as to render impracticable principal display panel net quantity of contents designation.

The agencies are authorized to establish standards for the specification of the number of "servings" contained in a package.

The agencies are also authorized (Sec. 5 (c) (3)) to regulate printed label representations that a consumer commodity is being offered for retail sale at a price lower than the ordinary and customary retail sale price or that a retail sale price advantage is accorded to purchasers by reason of the size of the package or the quantity of its contents. The Senate Report comments that this provision is primarily directed at "cents off" label representations (such as have caused such a commotion in the coffee industry), and at labels proclaiming "large economy size."

While the Congressional Committee was of the opinion that these practices should be prohibited when they are abused, the Act did not directly prohibit them but left it up to the agencies to determine when there is deception requiring regulation. In a communication to Congress, the Department of Health, Education and Welfare recognized that to outlaw these labels completely would be to prohibit such labels even where they are completely accurate and honest. The Department wants to issue rules only upon determination that this is required to enable consumers to make a rational comparison between products, or to prevent the deception of consumers.

In establishing the various rules which they are authorized to make, the agencies are required (Sec. 5 (g)) to give due regard to the probable effect of their work upon (1) the cost of the packaging of the product affected; (2) the availability of any product in a reasonable range of packaging sizes to serve consumer convenience; (3) the materials used for the packaging of the affected products; (4) the weights and measures customarily used in the packaging of the affected products; and (5) competition between containers made of different types of packaging material.

**Discretionary Standards Continued—Variety of Sizes.** At any time the Secretary of Commerce determines that there is such a great variety in quantities contained in packages of the same commodity that consumers are not able to make reasonable value comparisons, he is directed to request the industry to participate in the development of a voluntary product standard (Sec. 5(d)). One year after he makes this request, if it has not brought results, the Secretary is required to report to Congress his determination as to whether or not additional legislation is required giving regulatory authority to deal with the situation.

### Concern for Consumers

In view of the present administration's general concern for the consumer, it would seem that industry would be wise to attempt standardization of sizes rather than allowing mandatory requirements by the Government.

The Food and Drug Administration detailed in the Federal Register of March 17 proposed regulations to implement the Fair Packaging and Labeling Act, which becomes effective July 1. On or before May 15, 1967, any interested person may file written comments on this proposal. The important sections of the new regulations are summarized below.

**Packages.** The regulations apply to "packages," which means any container in which any food is enclosed for retail purchasers. Shipping containers are not included.

**Principal Display Panel.** There are requirements as to what must be included on the "principal display panel." This means the part of a label that is most likely to be displayed or examined when the package is displayed for retail sale. Where packages bear alternate principal display panels, the required

information must be duplicated on each of them. The panel (or panels) must be large enough to accommodate all the required label information clearly.

**Labeling Requirements.** The label shall include:

(1) Identity of the commodity, using its common or usual name.

(2) Name and place of business of manufacturer or distributor. In the case of a corporation, the actual corporate name shall be used. Note that "Where the food is not manufactured by the person whose name appears on the label, the name shall be qualified by a phrase that reveals the connection such person has with such food; such as, 'Manufactured for and packed by \_\_\_\_\_, Distributed by \_\_\_\_\_'."

(3) A declaration of the net quantity of contents. This shall be expressed in the terms of weight, measure, numerical count, or a combination. Statements of weight shall be in terms of avoirdupois pound and ounce. The quantity declared shall be that which is delivered from the package exclusive of wrappings.

On packages containing less than 4 pounds, the declaration shall be expressed both in ounces, and if applicable (1 pound or 1 pint or more) followed in parentheses by a declaration in pounds for weight units, with any remainder in terms of ounces or common or decimal fractions of the pound. On packages containing greater than 4 pounds, the declaration shall be expressed in pounds for weight units with any remainder in terms of ounces or common or decimal fraction of the pound.

**Examples:** (1) A declaration of 1½ pounds weight shall be expressed as "Net Wt. 24 oz. (1 lb. 8 oz.);" "Net Wt. 24 oz. (1½ lb.);" or "Net Wt. 24 oz. (1.5 lb.);" (2) A declaration of ¾ pound avoirdupois weight shall be expressed as "Net Wt. 12 oz.;" (3) A declaration of 1 quart liquid measure shall be expressed as "Net 32 fl. oz. (1 qt.)"

**Form of Declaration.** The declarations of quantity shall appear as a distinct item on the principal display panel, and shall be separated from other printed matter appearing above the declaration, and shall be without qualifying words or phrases. It shall be placed on the principal display panel within the bottom 20 per cent of the area of the panel in lines generally parallel to the base on which the package rests as it is designed to be displayed, and no label information shall appear below or to either side of the declaration on the principal display panel.

"The declaration shall appear in conspicuous and easily legible boldface type and in distinct contrast (by topography, layout, color, embossing, or molding) to other matter on the package. Requirements of conspicuousness and legibility shall include the specifications that:

- No decorative or ornamental letters shall be used.
- The ratio of height to width (of the letter) shall not exceed a differential of 3 units to 1 unit (no more than 3 times as high as it is wide).
- When upper and lower case or all lower case letters are used, it is the lower case letter 'x' or its equivalent that should meet the minimum standards.

"The declaration shall be in letters and numerals in a type size established in relationship to the area of the principal display panel of the package and shall be uniform for all packages of substantially the same size by complying with the following type specifications:

- Not less than one-sixteenth inch in height on packages the principal display panel of which has an area of 5 square inches or less.
- Not less than one-eighth inch in height on packages the principal display panel of which has an area of more than 5 but not more than 15 square inches.
- Not less than three-sixteenth inch in height on packages the principal display panel of which has an area of more than 15 but not more than 75 square inches.
- Not less than one-fourth inch in height on packages the principal display panel of which has an area of more than 75 square inches, except not less than one-half inch in height if the area is more than 400 square inches."

The foregoing requirements are intended to insure that the net weight statement will be readily readable. The type size specifications are greater than those required or recommended by several states.

**Number of Servings.** The label of any package of a food which bears a representation as to the number of servings contained in such package shall bear in immediate conjunction with such statement, a statement of the net quantity (in terms of weight, measure, or numerical count) of each such serving. However, such statement may be expressed in terms that differ from the terms used in the required statement of net quantity of contents (for example, cupsful, tablespoonfuls, etc.)

(Continued on page 22)

# new

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### **NEW TYPE HIGH SPEED CYCLO-MIXER**

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

### **NEW TYPE FLOUR FEED SYSTEM**

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

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

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

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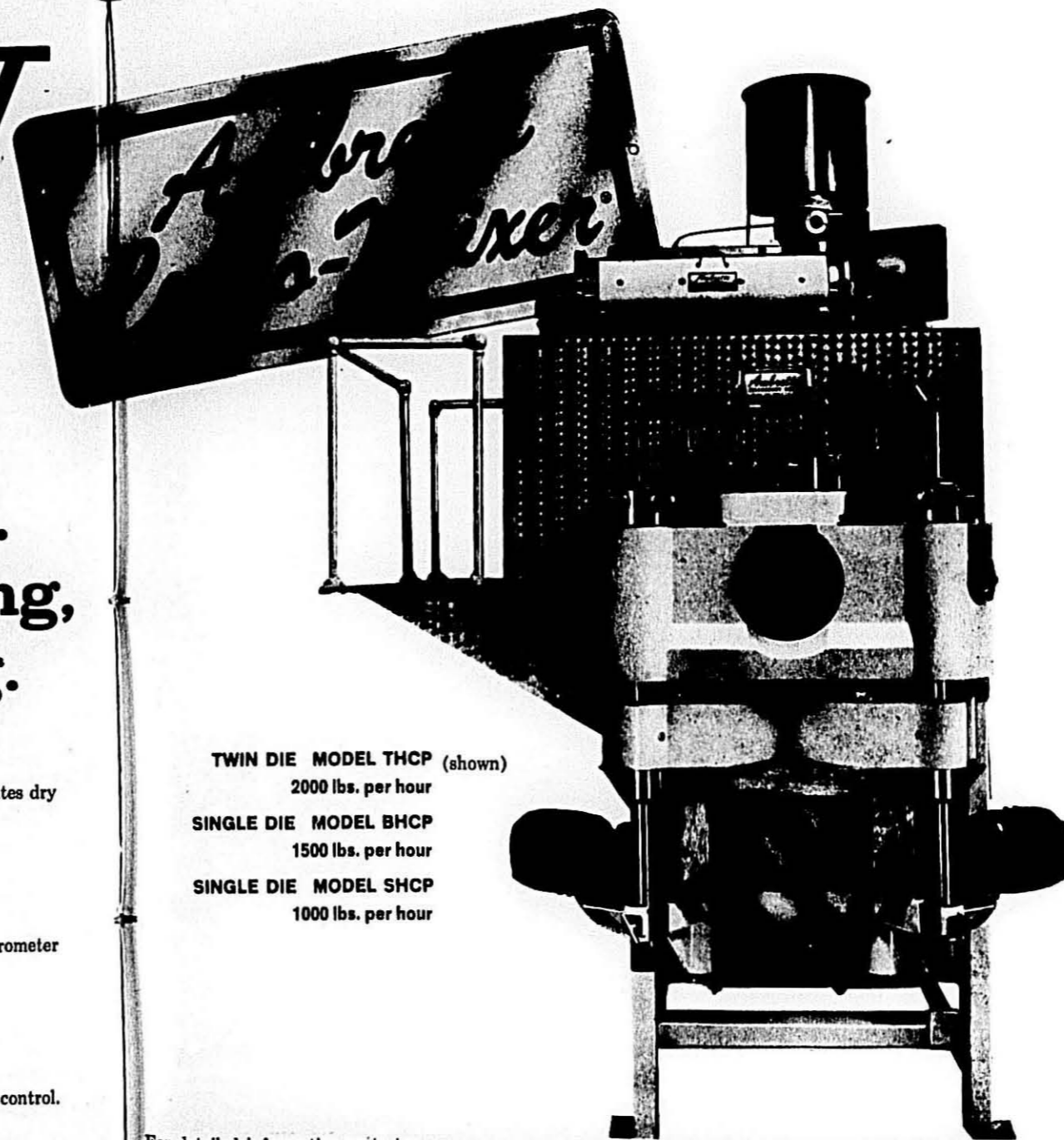
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

### **NEW TYPE SCREW FORCE FEEDER SYSTEM**

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

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**TWIN DIE MODEL THCP (shown)**

2000 lbs. per hour

**SINGLE DIE MODEL BHCP**

1500 lbs. per hour

**SINGLE DIE MODEL SHCP**

1000 lbs. per hour

For detailed information write to:

**AMBRETTE MACHINERY CORPORATION**

### The Packaging Act—

(Continued from page 19)

when such differing term is common to cookery and describes a constant quality. Such statement may not be misleading in any particular. (Note that this refers to the contents of the package itself. It will probably not be interpreted to refer to a recipe which includes ingredients added from outside the package.)

**Comments Invited.** Comments should be sent before May 15 to the Hearing Clerk, Department of Health, Education and Welfare, Room 5440, 330 Independence Avenue, S.W., Washington, D.C. 20201. Comments should be in quintuplicate, and may be accompanied by a memorandum.

Please send copies of any comments to the National Macaroni Manufacturers Association, so that we can correlate them, and determine whether there is sufficient cause for alarm to warrant action by the Association.

### New Flavors for Rice-a-Roni

Rice-a-Roni in ham and turkey flavors will be added to the line of rice mixes sold by Golden Grain Macaroni Company. The products which bring the number in the line to eight, will come in seven ounce packages retailing for 49¢. Product ingredients are rice, vermicelli and ham flavor sauce or turkey flavor broth.

Support for the new products will be with color ads in Life, Ladies Home Journal, McCall's, Better Homes & Gardens, Family Circle, Woman's Day, and Sunday supplements. The Rice-a-Roni line will be promoted with color commercials on seven CBS and ABC network shows and with local television spots.

### Frozen Italian Items

Three Italian frozen food products are being test marketed in Buffalo, Rochester, Syracuse and Cleveland by Ragu Packaging Company of Rochester, New York. The products are: ravioli with cheese in sauce, weighing one pound six ounces; lasagna with cheese and sauce, weighing one pound ten ounces; and manicotti with cheese, weighing one pound one-and-a-half ounces.

All three products come in aluminum trays and lithographed cardboard containers measuring 7 x 7 and 1 3/4 inches. Prices range from 89¢ to \$1.39.

Introduction will be backed with 20¢-off coupons in all areas and newspaper and television advertising in the Buffalo area.



### Rene Samson

Rene Samson, director and former executive vice president of Catelli Food Products, Ltd. in Canada, was retired from that company at the age of 65 last year.

Disliking the idea of remaining inactive, he has decided to continue to work for as many years as possible, and has joined the newly formed organization of Samson, Belair, Simpson, Riddel, Inc. This group is made up of experienced consultants in management as well as technicians in all fields of services and activities pertaining to the administration of public and private enterprises.

Mr. Samson will continue to specialize in the technology of food production in which he has 26 years experience. It includes the macaroni industry and all the services involved therein. He holds patent rights to a special drying process, production of quick cooking products, and the manufacture of chips with wheat flour.

### John P. Zerega, Jr.

John P. Zerega, Jr. of A. Zerega's Sons, Inc., Fair Lawn, New Jersey, has announced his retirement from the company, and that he will serve as consultant to them.

### Marketing Man

Robert F. Sennott, formerly with Delmonico Foods, has opened an office for market consulting in the Heyburn Building, Louisville, Kentucky.

"To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity."

—Donald A. Adams

### Food Is A Bargain

Average incomes in the U. S. have doubled since 1950 while food costs have risen only 25 per cent, according to figures gathered by the Council of California Growers.

Even in 1966, the year of the housewives' "revolt," retail food prices increased by about five per cent while disposable personal income rose approximately eight per cent.

The Economic Research Service of the U. S. Department of Agriculture, source of this information, also reported that Americans today are spending only about 18.2 per cent of their income after taxes on food. This compares with 27 per cent in 1947. ERS predicts that the 18.2 per cent ratio is not expected to increase in 1967, despite slightly higher food prices.

The National Livestock and Meat Board recently issued a booklet titled "Facts About Food Prices," which states that "an hour of labor today purchases about 70 per cent more beef and 75 per cent more pork than it did in 1947."

The booklet also reported that, "Today's factory worker earns the cost of his monthly grocery basket in less than 37 hours, the smallest number in history. Fifteen years ago it took him 60 hours."



Introduce new food products. More than 300 Southern California grocery industry leaders recently attended parties at Continental Hotel, Los Angeles, and Disneyland Hotel, Anaheim, sponsored by Leslie Salt Company to introduce seven new Spice Islands products: five seasonings for rice, spaghetti sauce mix, and instant tenderizing marinade. Presenting the seasonings for rice—herb, Spanish, chicken, beef, curry—are the five lovely Spice Islands models, (from left), Helba Farud, Charito Mitchell, Carolyn Ludwig, Jill Templeman and So-Ling Quon.

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Floor Hopper, Feeder and Verti-Lift elevator for feeding overhead hoppers, blenders or other processing machines. Portable base optional.



Lo-Level Vibrating Hopper feeder (Belt type Hopper also available) and Verti-Lift Bucket Elevator, with Automatic Dual Discharge, for feeding twin overhead hopper on form and fill machines, or feeding two overhead chutes or conveyors.



Lo-Level Vibrating Hopper (Belt type Hopper also available) and Verti-Lift Bucket Elevator feeding Form and Fill machine hopper automatically on demand. Handles product gently and saves floor space.

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American Beauty Macaroni Co. • American Home Products • California Vegetable Concentrates • Castle & Cooke Co. • Emhart Corporation • Germain Seed Co. • Hoffman Candy Co. • Thomas J. Lipton, Inc. • Monsanto Co. • Ruberoid Corporation • Laura Scudder's • Socony Mobil Oil Co. • Standard Oil Company • U.S. Polymeric Co.

Contact the Main Office for Your Area Representative



### Egg Processing Increases

Production of liquid egg products (ingredients added) during February 1967 totaled 59,831,000 pounds, according to the Crop Reporting Board. This was 4 per cent more than the preceding month and an increase of 83 per cent from February 1966. Accumulative production of liquid eggs for January and February was 117,574,000 pounds, 73 per cent above the same months of 1966.

Liquid egg produced for immediate consumption during February totaled 4,847,000 pounds, down 3 per cent from the preceding month but up 28 per cent from a year earlier. The quantity used for drying amounted to 21,379,000 pounds—more than double the February 1966 total. The quantity used for freezing totaled 33,605,000 pounds, compared with 18,370,000 pounds used a year earlier.

### Solids Increase

Egg solids production totaled 4,725,000 pounds during February 1967. This was an increase of 7 per cent from the preceding month and 65 per cent above the same month a year earlier. Egg solids production during the 2 months January and February 1967 totaled 9,151,000 pounds compared with 5,877,000 pounds during the same period of 1966. Production of whole egg solids during February 1967 amounted to 629,000 pounds, a decrease of 3 per cent from the 1966 February production. Output of albumen solids during February totaled 1,392,000 pounds, up 96 per cent from a year earlier. Output of yolk solids was 1,007,000 pounds compared with 639,000 in February 1966. Production of "other solids" was 1,697,000 pounds, almost double the 859,000 pounds produced in February last year.

### Iowa Profile

In a product-use study in the state of Iowa the Des Moines Register and Tribune learned older middle-class consumers ate more dry macaroni and spaghetti.

Thirty-five per cent of the consumers fell in the age group 50 and over; 34 per cent in age group 35 to 49; 31 per cent in the age group 18-34.

### Middle Class Food

Income-wise, the most consumers were in the bracket of \$5,000-\$7,999 per annum—39 per cent. Thirty-five per cent earned \$5,000 or less. Twenty-six per cent earned \$8,000 or more.

For some reason or other, larger families ate less macaroni in Iowa. Thirty-two per cent of the usage was in the bracket of 5 in the family or more.

Family size of 1 and 2 had the same incidence of macaroni consumption as families of 3 and 4—34 per cent.

Queried on amount used in the past 30 days, answers ranged from 14 per cent using one pound or less; 31 per cent using one pound; 26 per cent using two pounds; 23 per cent using three pounds or more. Six per cent didn't know.

## CEREAL CHEMISTS MEET

The American Association of Cereal Chemists held their 52nd Annual Meeting in Los Angeles April 2-8. More than 1,000 delegates were in attendance.

Cereal technologists from North Dakota State University were active. Dr. Kenneth A. Gilles chaired the session on lipids. Leonard Sibbitt presided at the session on cereal processing. Drs. V. L. Youngs and Darrell Medcalf presented papers. A joint effort was on the distribution of lipids in the four major fractions of hard red spring and durum wheat flour.

From Rome came Drs. G. Fabiani, C. Lintas, and G. B. Quaglia. Their paper was on the study of the chemistry of lipids in various processing and technology of pasta products.

Highlights from some of the various papers follow:

### Taste Tells the Story

Other than price and convenience, the only way that consumers judge the food products they buy is through the flavor properties of those products, concludes Dr. Jean Caul, senior project leader in the Food & Flavor Section of the industrial research and consulting firm of Arthur D. Little, Inc., Cambridge, Massachusetts.

Consumers rely on both food manufacturers and the Government to ensure the edibility and the nutritional value of the foods they buy, Dr. Caul said in her discussion of "The Nature of Flavor," but they make up their own minds about a particular product mainly on the basis of the unspoken question, "Shall I eat it?" Consumers use their senses of sight and smell to predict how the food will taste—they may reject burnt toast or broiling kidneys without even tasting them. But "the test of the pudding is in the eating."

Since the main goal of the food manufacturer is to please consumers, he must be assured that his product has the right flavor. Before deciding to market a new product, therefore, he often consults consumer panels, and

### Test Marketing

Catelli-Habitant of Manchester, N.H. is test marketing Catelli brand chicken-flavored noodle soup mix and a macaroni-and-cheese dinner mix in Providence, R.I.

The wholesale price of the soup mix is \$5.10 per case of 24 and the dinner mix \$3.60 per case of 24.

during the product's development stages he must have it evaluated by trained, experienced taste panels.

According to Dr. Caul, the main difference between consumer panels and taste panels is that members of the latter practice to become accurate tasters. She pointed out that both consumers and taste-testers have the same organs for sensing flavor; these are the senses of taste, feeling, and smell in the mouth and nose, and like the senses of sight and hearing, they are activated by stimuli. But sight and hearing stimuli are physical, whereas flavor stimuli are chemical.

Since all foods are complexes of chemicals, Dr. Caul said, chemists are applying their most modern tools to learn what chemicals in naturally occurring foods are responsible for such flavors as ripe strawberry, raspberry, and banana, and how fermentation, baking, and cooking alter the chemistry of foods. Current flavor research in physiology and chemistry, all of which is leading toward a better understanding of the laws of nature, ultimately should be of the benefit of consumers everywhere.

### Protein Test

Neutron activation analysis, with its speed, precision, and simplicity, is being used to determine the protein content of food products. Cereal chemists were informed of this by D. E. Wood of Kaman Nuclear Div., Kaman Aircraft Corp., Colorado Springs, Colo. Dr. Wood explained the research work and its purpose—to develop a routine, fast industrial system for analyzing food products for protein content, as a replacement for the standard but slow Kjeldahl process.

Previous indications that neutron activation could be used for the analysis of nitrogen (hence protein) led to this research, Dr. Wood said. He explained that neutron activation analysis basically consists of a system which can transport a sample to the neutron

(Continued on page 26)

THE MACARONI JOURNAL

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MAY, 1967

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25

### Cereal Chemists Meet—

(Continued from page 24)

source so that it can be bombarded and made temporarily radioactive, and then return the sample to the detector, to detect the radiation as the sample decays. A standard is carried with every sample to act as monitor for the neutron flux. When the sample and standard are counted for radioactivity, the ratio of this activity is then directly proportional to the per cent nitrogen content. The results are presented as numbers on three scales from which the nitrogen content is calculated. A computer is planned for future development to perform this calculation, Dr. Wood said.

From a comparison of activation analysis with results of Kjeldahl analyses for a wide range of samples supplied by the Clinton Corn Processing Co., good agreement has been found, according to Dr. Wood, and multiple runs made by activation analysis on these samples have indicated good reproducibility.

A system based on neutron activation has been constructed for the Clinton Corn Processing Co., Clinton, Iowa, Dr. Wood stated, and will be used in their laboratory to replace the standard Kjeldahl measurement of nitrogen of various corn products.

D. E. Wood was educated in physics at the University of Nevada, and later at Northwestern University (Ph.D. 1955). Work at the Hanford Laboratories of General Electric Co., Richland, Washington and several positions in the shielding, design, and lattice physics of reactors preceded his present position at Naman Nuclear (from 1963). Here he is concerned with the development of application for nuclear equipment, especially activation analysis and neutron radiography. P. L. Jessen and R. E. Jones were co-workers with Dr. Wood in this work.

### Fortifying Grain Products

Can high-protein food products for developing countries be made by fortifying or modifying wheat? Research with this aim was described to cereal scientists by Robert P. Graham of USDA's Western Regional Research Laboratory, Albany, California. Co-workers with Graham were Arthur I. Morgan, Jr., Marcus R. Hart, and James W. Pence.

Mr. Graham outlined several different procedures used to fortify or modify wheat, as an approach to making high-

protein products for developing countries. To get a product with a definite chewable structure, he said, wheat was slightly wetted, coated by tumbling with a high-protein flour, and then steamed. In other trials, wheat was toasted in a high-temperature air stream and then dried, or was put through heated rolls. For most of the products, final drying was necessary.

Products with 20 per cent protein, Mr. Graham stated, were obtained from whole and cracked wheat coated with low-fat, high-protein safflower and soya flours; the coatings remained intact during cooking. Rolled and drum-dried flakes with 20 per cent protein were prepared, to be used as a mush or a gruel.

For large quantities of wheat, procedures were established to fortify it with 0.1 to 0.2 per cent of L-lysine monohydrochloride, which is made commercially by fermentation. Mr. Graham explained that such fortification improves the quality of the protein, thus improving the wheat as a food.

Mr. Graham holds B.S. and M.S. degrees in chemical engineering from the University of Washington. He worked 3 years for Battelle Memorial Institute, Columbus, Ohio, and 3 years for Johns Manville at Lompoc, California, and for the past 23 years has worked at the USDA's Western Regional Research Laboratory.

### Fish Protein Concentrate

Could wheat, and thus bread, be improved nutritionally with fish protein concentrate? Studies to compare the effectiveness of FPC with the known value of lysine for this purpose were described to cereal chemists by Bruce R. Stillings, Bureau of Commercial Fisheries, Technological Laboratory, College Park, Maryland. Working with him were V. D. Sidwell and O. A. Hammerle.

Dr. Stillings noted that mixtures were prepared which contained wheat flour with either 5-25% FPC or 0.1-1.0% lysine; these were fed to weanling rats, either 1) directly in diets or 2) in bread, both at 10% protein level.

Without exception, Dr. Stillings told the cereal chemists, nutritional quality of wheat flour was significantly increased. With lysine, the response was maximum with 0.4%, which was equivalent to the response with 5% FPC. Higher lysine supplements were not effective, but additional FPC (up to 15%) significantly improved quality.

Bread showed similar increases in nutritive quality, Dr. Stillings contin-

ued; but 10% FPC was needed to give a response equivalent to the maximum lysine response, with 0.4% lysine. Further additions of FPC, up to 25%, continued to improve quality.

Dr. Stillings gave these conclusions from the study: that nutritive quality of wheat flour is enhanced when either lysine or FPC is added; however, FPC will yield a greater increase and a greater amount of high-quality protein than will lysine. The increase in nutritive value was slightly lower when either was used in bread.

Bruce R. Stillings received the M.S. degree, and the Ph.D. degree in animal nutrition, from Penn State University and was a postdoctoral fellow at Cornell University, Geneva, New York. He has been in his present position with the Bureau of Commercial Fisheries since 1965, with the primary responsibility of conducting nutrition research on utilizing marine protein.

### Microwaves Make Quick-Cooking Rice

Microwaves can be used to make a precooked rice quick-cooking. This was told to cereal scientists by Charles C. Huxsoll, USDA Western Regional Research Laboratory, Albany, California, in describing studies with Arthur I. Morgan, Jr., and David F. Houston, to evaluate the advantages of using microwaves for this purpose.

To make a precooked rice quick-cooking, Dr. Huxsoll said, two objectives must be attained: the rice must be thoroughly gelatinized, and the dry product must be highly porous, to promote rapid rehydration. Microwaves can be used to attain both these objectives.

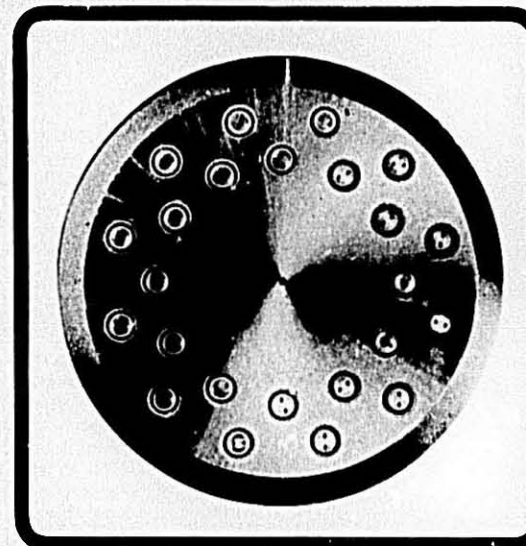
The penetrating nature of microwaves gelatinizes the hydrated rice, without condensing steam on the outside of the kernel, Dr. Huxsoll told the cereal chemists. Hence, the cooked rice has a less sticky surface and needs less water—washing before drying; the result is a higher yield and a natural flavor.

For the second objective, Dr. Huxsoll noted that because of the selective nature of microwave-energy heating of low-moisture precooked rice, water is vaporized within the gains, producing a porous structure capable of rapid rehydration.

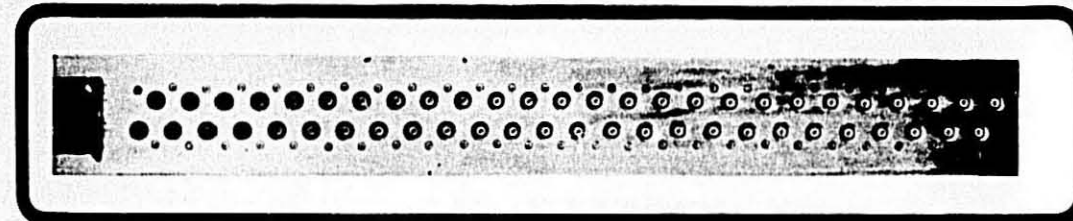
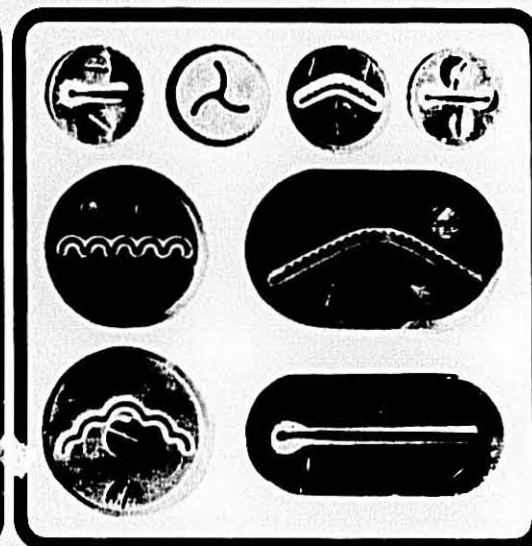
In view of the relatively high cost of microwave energy, Dr. Huxsoll said, these processes are designed to use a minimum of microwave and a maximum of conventional energy to produce the desired results.

(Continued on page 28)

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### Cereal Chemists Meet—

(Continued from page 28)

Charles C. Huxsoll received B.S. and M.S. degrees from Purdue University, and the Ph.D. degree from Michigan State University. He has been employed as research agricultural engineer at the Western Regional Research Laboratory since 1964.

### New Test for Contamination

Newly developed means to assure food products that are free from contamination were described to cereal scientists by William V. Eisenberg of the U. S. Food and Drug Administration. He also related research leading to this end and to develop enforcement tools for regulatory authorities.

Mr. Eisenberg, head of the Division of Microbiology, Analytical Branch, FDA, told of his Division's work to develop regulatory methods for extraneous materials in foods. He explained that the work is directed toward enforcing sections of the U.S. Food, Drug and Cosmetic Act, and forms the basis for a unique microanalytical sanitary science.

Techniques for extracting and identifying foreign particulate matter in foods have been developed, Mr. Eisenberg told the cereal chemists; these relate to filth—insect fragments, rodent hairs—and decomposition. Physical principles of surface properties of solids, flotation, and differential wetting are used to separate contaminants from the food particles; the contaminants can then be identified and quantified microscopically. He noted that regulation of sanitary conditions in establishments producing and handling foods is part of the aim of this research.

William V. Eisenberg received his degree in chemistry and biology from Brooklyn College, College of the City of New York; and in botany and plant pathology from George Washington University. He has served as General Referee on Methods for Extraneous Materials in Foods and Drugs for the Association of Official Analytical Chemists, and as U.S. Delegate, FAO, UN, on the Committee on Food Hygiene, International Codex Alimentarius Commission. He has published about 50 articles in scientific journals and trade periodicals on food and drug microscopy related to determination of composition and adulteration.

"There are few, if any, jobs in which ability alone is sufficient. Needed, also, are loyalty, sincerity, enthusiasm, and team play." —William B. Given, Jr.

### Salmonella Surveillance

A central clearing house of information concerning salmonella isolations from all sources was described by Mildred M. Galton of the National Communicable Disease Center, Atlanta, Georgia.

The surveillance program was established after an epidemic of gastroenteritis caused by *Salmonella thompson* in July 1961 Mrs. Galton told the cereal chemists. The problem is of concern to them because cereal products in "convenience" and other packaged foods are sometimes contaminated with salmonella.

The bulwark of the program, Mrs. Galton explained, is the routine weekly reporting of isolations from the 50 states, the District of Columbia, the USDA's National Animal Disease Laboratory, the New York City Health Department, the Salmonella Typing Laboratory at Beth Israel Hospital in New York City, and the Virgin Islands.

From the information so obtained, general statements regarding the trends of the disease in the country can be made on a current basis, Mrs. Galton said. The surveillance has made it possible to detect and bring under control rapidly, interstate outbreaks of salmonellosis.

Mrs. Galton studied at the school of Hygiene and Public Health, Johns Hopkins University, Baltimore, Maryland, where she received the Sc.M. degree. After some years of experience as a bacteriologist with the state boards of health of Georgia and Florida, she became chief of the Veterinary Public Health Laboratory, National Communicable Disease Center, Atlanta, Georgia. She is a member of the International Committee on Microbiological Specifications for Food.

### Swiss School on Macaroni

Buhler Brothers of Uzwil, Switzerland plan to hold a Macaroni School in English either the week before or the week after the IPACK Exhibition in Milan, October 4-10.

Subjects would be handled in two hour sessions. In the 8 to 10 period Dr. Charles Hummel will discuss Physics on Monday, Physics and Thermodynamics on Tuesday, Drying Procedure Theory on Wednesday and Thursday, with examples on Friday. He will take the 10 to 12 period with Pasta Statistics and Raw Material on Monday; Quality and Economics on Tuesday; Packaging and Storage on Wednesday. Dr. Ziegler discusses Food Research at this period on Thursday and Friday.

In the afternoons from 2 to 4 the following subjects will be discussed: Monday, Machine Maintenance and Lubrication; Tuesday, New Laboratory Methods; Wednesday, Macaroni Demonstration; Thursday, Sanitation; Friday, Development in macaroni machines. One hour discussion periods follow each presentation.

Firms interested in sending key personnel to the school should contact Buhler Brothers promptly.

### Material Handling Feature of IPACK-IMA

The fifth edition of IPACK-IMA has developed into a triple feature: Packing & Packaging, sponsored by the Italian Packing Institute; Food-Processing Industrial Machinery, sponsored by the "Co. CE. MA.—Comitato Costruttori Europei Materiel Alimentaire"; Mechanical Handling.

The U. S. Department of Commerce will repeat their cooperation of two years ago in displaying latest technological developments in mechanical handling considered to be in advance of European developments. The display will be sponsored by the Department of Commerce in Washington. Preparation and organization will be handled by the U. S. Trade Center in Milan.

Dates of the international exhibition are from October 4 to 10. The displays are in the Milan Fairgrounds.

### Diet Dinners

Distribution of Metrecal brand diet dinners is being expanded nationally by Mead Johnson Nutritional division of Mead Johnson & Co., Evansville, Indiana.

The 225-calorie dinners, packed in 9-ounce cans, are vegetables and beef; rice and chicken; chili-spiced beans and beef, and tuna and noodles. Retail prices are about 33 cents.

Advertising support will be with magazine ads and network television commercials.

### Tips for Tops

The National Macaroni Institute has been filling requests for local chapters of Tops (Take Pounds Off Sensibly) for the recipe folder "For Weight Control, Use Your Noodle!" Macaroni products fill a necessary nutritional need for weight watchers.

"Regret is an appalling waste of energy. You can't build on it; it's only good for wallowing in."

—Katherine Mansfield



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### Teens Take to Spaghetti

Fifi Gorska, writing in the Washington, D. C. Evening Star "Weekender" had this item in the teen column entitled "Pasta, People and Profit":

If you want to put spaghetti on a plate and profit by it, Annandale High's junior class has the secret ingredient.

#### Organized People

It's people—organized people. It also helps to have two girls like Mary Lamantia and Wende Sylvester running things.

"We've had three years to get organized," says Wende. "We started as freshmen giving a spaghetti dinner because we wanted to do something different other than give the usual sock hop to raise money.

"We were a bunch of little freshmen with a lot of spaghetti because we'd sold only five tickets by eating time. But we ended up serving 150 and made \$100. As sophomores we made \$200 and this year, as juniors, we made over \$400 profit." The money will go toward the prom and class gift to the school at graduation.

Mary and Wende succeeded in getting 300 of the 400 juniors to actually work on the event. They also talked an English teacher into dressing like a gypsy and reading palms in an Italian garden in the corner of the school cafeteria.

#### Decorations

Rick Clark, president of the juniors, designed a 35-foot long mobile gondola that hung from the ceiling. Jean Gardner, in charge of decorations, put travel posters around the cafeteria and hand-made roses around the wine-bottle candle holders.

The juniors were so organized they had a "pour-drinks-ahead committee," along with cake cutting, bread dance, salad and miscellany committees. Junior girls at home baked 100 cakes for the affair.

Wende and Carol Snider did all the grocery shopping for the dinner and personally chopped six pounds of onions. "We still smell like onions," they claim.

#### Day of Cooking

The girl cooks met over the cafeteria stove at 7 a.m. the day before the dinner; Wende gave them a pep talk before they began a day of cooking the spaghetti sauce. They took the 68 gallons of sauce home over night and then cooked it all the next day until dinner time.

"The secret is cooking it so long," Wende says. "We got the recipe from an Italian family."



The teen-agers also cooked 88 pounds of spaghetti, made salad but bought the dressing because "ours didn't go over so good last year."

Juniors who didn't have specialty jobs, such as Mark Parris, who was maitre d' or Karen Selby, who baked a 10-layer cake for a door prize, were ticket salesmen and spaghetti eaters themselves.

After seating, the teen-agers went behind the silver-colored dividing wall in the cafeteria and danced to the Fables. Some threw coins into the little fountain set up in the Italian garden corner.

#### Money Maker

"We were the first class at Annandale that ever made money on a dinner," says Wende.

"It's gotten to be a trademark. When you think of our class, you think of spaghetti."

Wonder if they'll work spaghetti into that class gift to the school when they're graduated?

#### Poetic Perspective

"Spaghetti-eating automation is due soon, when a battery-powered spaghetti fork goes on the market. A motor in the fork's handle rotates it."

—Wall Street Journal Item

Which prompted Mike Mitchell to write:

With old-time fork I strove for years  
To roll spaghetti into spheres.  
I spun it, wound it, but alack!  
I simply couldn't get the knack.  
But now a fork with built-in motor  
Will be an automated rotor.  
My rolling problem nears solution  
By automation's revolution!

"He is your best friend who brings out of you the best that is in you."

—Henry Ford

THE MACARONI JOURNAL.

### Lawry's Goulash Seasoning Mix

Lawry's Foods, Inc. of Los Angeles heralds another "first" in the field of specialty flavor food products with the introduction of Beef Goulash Hungarian-style Seasoning Mix, a new dry seasoning mix of characteristic high quality that has triggered an immediate and enthusiastic consumer response in areas of initial distribution.

Lawry's Beef Goulash Seasoning Mix is the result of almost a year of careful research, laboratory analysis and testing in the company's modern test kitchen, according to Ralph Frank, Jr., Vice-President—Marketing. It is a skillful blend of premium quality spices, seasonings and vegetables.

#### Cash Prize Contest

This "first in its field" has already been tested through an exciting Cook-Off that found 20 finalists from an original group of over 2000 women competing for cash prizes. Each contestant had to submit an original recipe utilizing Lawry's Beef Goulash Seasoning Mix as one of its ingredients, and also prepare it. The three winning recipes, which point up the versatility of the product, were Spicy Beef Boats, Hungarian Lecso (sausages with vegetables), and Magyar Eggplant.

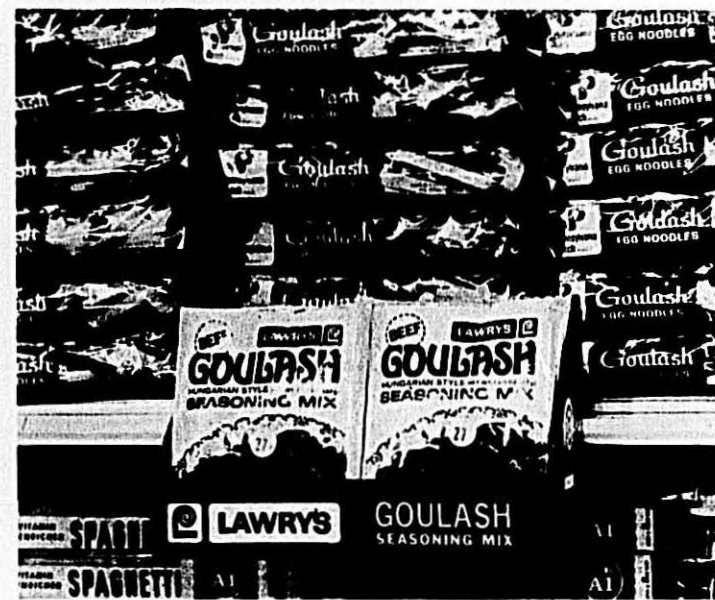
The sparkling bright package of moisture-vapor resistant laminated foil features appetite appeal and was designed by the internationally famed Saul Bass and Associates.

#### Shipper/Display Carton

A new shipper/display carton and merchandiser has been created for this new product. The carton contains 24 packages, and is easily converted into an attractive, shelf and related item merchandiser.

Lawry's feels that this new Beef Goulash Hungarian-style Seasoning Mix fills a long-felt need on the part of the consumer. It is being introduced with a special offer, details of which may be obtained from any of Lawry's broker representatives.

As do all of Lawry's specialty flavor food products—including their popular Spaghetti Sauce Mix, Seasoned Salt and Seasoned Pepper, Garlic Spread and more than 25 others—this new mix creates an extra sale of a related product since it must be combined with meat, fowl or any number of other items such as noodles, rice or vegetables for use.



#### Lenten Merchandising

Progressive Grocer Magazine predicted that Lenten merchandising would be very much alive after conducting a special survey of marketers around the country. Despite the Vatican decree announcing easements of diet restrictions, the general consensus was to have promotions and merchandising continue as before.

In a special feature, Progressive Grocer told: "How Special Displays Build Sales, Create Excitement." Reasons were listed as to why customers like special displays.

1. They shout "Bargain!"
  2. They put a "string on her finger."
  3. They suggest what to serve.
  4. They answer the question "What's new?"
  5. They create a change of pace.
- Retailers' reasons for liking special displays:
1. They sell more merchandise.
  2. They help balance inventories.
  3. They create a low-price impression.
  4. They strengthen retailer advertising.
  5. They dispel monotony.

Among the examples given was a special display for tuna and noodles. Construction time was 1½ hours. There was no advertising in seven selling days. The display produced sales of 1,315 cans of 6½ ounce tuna, display price 3 for 89¢ (regular price—35¢) and 283 1-lb. packages of noodles sold at the regular price of 31¢. Combined sales totaled \$477.85 with \$85.62 profit.

During Lent Chicken of the Sea Tuna advertised three tie-in promotions recognizing the fact that "all business is local." Taking their cue from the Progressive Grocer Consumer Dynamics study, in high income neighborhoods they tied-in with Betty Crocker Noodles Romanoff; in Negro neighborhoods with Minute Rice; in young family neighborhoods, with Kraft Macaroni & Cheese Dinners.

The C. F. Mueller Company trade advertising gave grocers five suggestions for increasing Lenten sales: (1) quick, effective display in the shopping cart; (2) simple shelf spotter; (3) mass end display; (4) sell two items instead of one with related item display; (5) get the macaroni section in order — full shelves sell more.

Index of Dollar Sales	Type of Neighborhood	Macaroni	Noodles	Rice
	Young Family	113	91	82
	Negro	81	83	160
	High Income	68	103	83

—From Progressive Grocer Consumer Dynamics study.



## This miniature macaroni plant is an important member of Peavey's Quality Control Team

*...because it duplicates production procedures  
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This miniature commercial press and dryer enables us to test right in our Quality Control Lab under actual plant conditions to assure uniform quality and consistent color. It plays an integral role in our program of selecting and testing durum wheat for King Midas durum products.

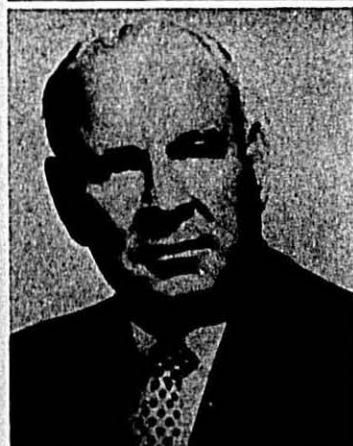
Our miniature plant is but one of many reasons why you can always depend on top quality—whenever you specify King Midas durum products.

*King Midas* DURUM PRODUCTS

Norton Risdal, Peavey durum quality control chief, completes a test. The vacuumized press has a water-jacketed cylinder and is fully automatic and continuous. The dryer is automatically controlled for both humidity and temperature.



**PEAVEY COMPANY**  
Flour Mills



George N. Kahn

# SMOOTH SELLING®

by George N. Kahn

## Don't Lend Money To Buyers

This is No. 30 of 36 sales training articles.

When the buyer finally did emerge he was brusque—almost curt. He gave Fred a routine order and dismissed him. Neither of the two mentioned the \$50 loan.

On his next call Fred was treated even more coolly by the buyer. The latter reported through his secretary that he was "tied up" and could not see Fred.

By this time Fred began to suspect that something was wrong. He insisted on seeing the customer, however, and was finally admitted.

The salesman asked the buyer for an explanation of his behavior, but the man only mumbled a thin excuse. When Fred pressed him further, the buyer flew into a rage.

"Look," Fred said, "if it's the \$50, I can wait."  
This made the buyer even angrier. He denied the money had anything to do with it. Whereupon, he quickly wrote out a check for \$50 and threw it over to Fred.

Well, Fred got his money but he lost a customer. The buyer refused to see him again and the salesman's company had to assign a new man to that firm.

### A Bad Debt

Fred, a plumbing supplies salesman, was one of the highest paid men in his field. He also was one of the most liked.

One day a buyer, with whom Fred had dealt for years, casually asked him for a \$50 loan.

"I'll have it for you the next time you call," the man assured Fred.

Without hesitation, Fred took \$50 from his wallet and gave it to the man.

Fred called at the account a month later and got a strange reception. He cooled his heels in the reception room and for an hour after being told the buyer was "busy." Previously, Fred had been whisked into the man's office upon arrival.

### The Guilty Buyer

Does the above anecdote sound extreme? I can assure you that it can and does happen all the time. A salesman doesn't realize the devastating effect a debt can have on the buyer-seller relationship until it happens to him.

In this kind of situation you must understand the motivation of the debtor. When a buyer borrows money from a salesman, their relative positions change. Before, the buyer had considered himself in a superior position to the salesman. He was the one to whom the salesman had to come. He (the buyer) could dispense favors. The salesman depended on him for his bread and butter.

After the buyer has hit the salesman for a loan, the relationship alters. Now the buyer feels himself in an inferior position. He is obligated to the salesman and this fact changes his feeling toward him.

This feeling is heightened if the buyer can't pay back the loan when he promised. He may seek to avoid his creditor. When he is forced to meet him, he will be cool, almost hostile. This is a human reaction that's easy to understand. The buyer feels guilty.

It's not difficult to see how this can ruin a friendship between the buyer and the salesman. Think of your personal relationships with friends outside your business life. Can you remember when someone who owed you money avoided you on the street or in a public place? He was ashamed to face you.

In business, this is even more serious. A salesman puts his livelihood on the line when he lends money to a customer. The amount of the loan may be small, perhaps only \$25, but the problems it can cause are tremendous. He may lose a customer who has accounted for a volume of perhaps \$100,000 a year.

### Lending Ruled Out

A midwestern clothing company has issued a standing order against the practice of salesmen loaning money to buyers. It has instructed its salesmen that they risk losing their jobs by making such loans.

The rule was imposed after one of the firm's top salesmen lent \$450 over a period of several months to the buyer for a leading department store. The latter had been deeply in debt before he tapped the salesman as the result of gambling losses. He studiously avoided the salesman, going so far as to lie through his receptionist that he was out of town.

(Continued on page 35)

### Smooth Selling—

(Continued from page 34)

The salesman eventually lost the account. Fortunately, it was only temporary. The buyer's employer found out about his habits and fired him.

"But we learned our lesson," the clothing firm's sales manager told me. "I found later that some of our other salesmen had been making loans to buyers. In each case there was trouble. Since we ruled out the practice, our salesmen have thanked me for it. It was something they never really wanted to become involved in."

### The Art of Saying "No"

Some salesman might ask me: "How am I going to refuse a loan to a buyer I've known for 20 years and accounts for a third of my volume?"

Admittedly, this puts the salesman in a tough position, but not in an impossible one. There is absolutely nothing wrong with telling the man that it is your policy not to lend money to customers. You might even explain your reasons. If he is at all reasonable, he will understand and even admire you for your stand.

If the buyer won't see it from your point of view, there is little you can do. If, however, your refusal to make a loan causes the buyer to freeze you out of orders, you are perfectly justified in going over his head.

Only a small minority of buyers would abuse their office in this way.

I know salesmen in the \$50,000 income bracket who have a firm policy of not lending money to buyers. Obviously, their principles have not stood in the way of their success. One of these men, Jerry Adlen, told me:

"The salesman always loses when he lends money to a customer. I've seen it done and nothing good has come of it."

Another top producer, Harry Curtis, puts it this way:

"There is something wrong when a customer borrows money from a salesman. Why does he turn to a salesman when he has his own friends and business associates? Why doesn't he try a bank? The answer, I am afraid, is that he considers the salesman an easy mark, who won't press too hard to get his money back. This is reprehensible."

Harry has put his finger right on it. I know of buyers who have caged a loan from a salesman without ever intending to pay it back. In other words, the loan was a subtle bribe. A salesman caught in this kind of situation should get out immediately. Of course, the best thing is not to get into it.

### Don't Borrow Either

Just as he should not loan money to buyers, the salesman should not borrow from them either.

To ask for such a loan will only embarrass the buyer. He will probably never feel the same again toward the salesman, whether or not he gives him the money.

A business relationship should remain just that. The buyer is not your brother or father-in-law. He is not there to bail you out of your financial troubles. You will lose his respect by putting him on the spot with a request for a loan. You will be much better off going to your supervisor or someone in your organization. At least it's kept in the family so to speak.

When you ask a buyer for money, it's also bad publicity for your company. Your firm expects you to conduct your personal affairs to reflect no discredit on it.

Gary Link, a buyer for a farm equipment company, said:

"I could never feel the same about a salesman who asked me for money. The guy may need it, but he should not presume on his relationship with a customer."

### Good Management

Salesmen should learn to manage their money so they will not have to borrow. I know this is easier said than done, but it can be done. True, your income fluctuates, but after a few years most salesmen can predict with a high degree of accuracy his earnings.

The idea is to plan your budget so you will not be caught short between paychecks. The man who receives an unfixd income must be more careful in money matters than someone who gets a regular salary check every Friday. The salesman should keep an account of his income and outgo to better control his funds. A wife can usually help in this problem.

### Competitive Angle

Remember this about borrowing or lending: it gives your competition an advantage. When you lend money to a buyer, you could very well be sending him to your competitor. After all, why shouldn't he seek out your rival. He's embarrassed at seeing you, but he can face your competition with an easy conscience. He doesn't owe him money.

By the same token, the buyer you ask for money may turn to another supplier who will not put him in such a spot. In today's highly competitive

market, the salesman cannot afford to risk losing an account through tactlessness. Some buyers resent strongly being asked for money and will say so.

Don't jeopardize your job and your future by becoming involved in personal loans with your customers. It isn't worth the trouble it can bring you.

Are you conducting yourself properly with regard to your relations with buyers? Take this quiz and see. If you can answer "Yes" to at least five questions, you have nothing to worry about.

	Yes	No
1. Do you manage your money so you don't run short?	—	—
2. Do you refrain from borrowing money from customers?	—	—
3. Are you concerned about your image with buyers?	—	—
4. Would you refuse a steady customer a loan?	—	—
5. Would you explain to him your reasons?	—	—
6. Are your relations with all your customers satisfactory?	—	—
7. Can you say that none of your customers owe you money?	—	—
8. Do you believe a relationship with a buyer could be ruined by loaning him money?	—	—

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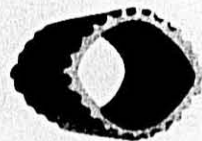
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## WAY BACK WHEN

### 40 Years Ago

• One of the greatest problems that confronts the American Macaroni Manufacturing Industry today is—how to manage one's plan so as to provide adequately for present obligations and for future needs. It takes planning, education, determination and cooperation to shape one's destiny and to meet the keen competition that comes from both within and without.

• Twenty-fourth Annual Convention was held at the Nicollet Hotel, Minneapolis, Minnesota, "The World's Semolina Storehouse," June 13, 14, and 15, 1927.

• Italy was importing 400,000 to 600,000 tons of durum wheat in addition to 1 1/4 to 2 million tons of bread wheat. Il Duce had a problem getting enough to supply Italy's daily need for bread.

• Dr. H. E. Van Norman, president, Dry Milk Institute, was talking about dry skim milk in macaroni. "It would seem that the macaroni manufacturer might find it worth while to consider the possibilities of adding dry skim milk to his macaroni, thus making a new product with a slightly different character and a higher food value."

### 30 Years Ago

• "To The Top One Hundred: If you, Mr. Macaroni-Noodle Manufacturer, are one of those whose earnings are not entirely satisfactory (frankly, I am one of those) and are troubled by the many abuses now so prevalent within the trade, come to Cleveland and help make the fight. If One Hundred of the interested manufacturers will attend the 1937 Cleveland Convention with the desire and willingness to correct the abuses and bring stability to our craft, I can promise that after the convention we can all go back home and throw the red ink bottle out of the window. Should you be one of the more fortunate whose individual problems are at present satisfactory, then by all means come to Cleveland and help us make the fight so as to keep it so." (Signed) Phillip R. Winebrener, President, NMMA.

• The wonder of all wonders is that some manufacturers can continue to sell their output below cost and still remain in business. Reasonable prices will cure practically every ill to which the trade is heir. A good dose is recommended.

• June 27 was designated as "Macaroni-Noodle Manufacturers Day" at the 1937 Great Lakes Exposition in Cleveland, Ohio.

### 20 Years Ago

• "The experiences of the normal businessmen during the two world wars, the booms and depressions in between, have taught them one fundamental truth—that in any business the operators therein are interdependent to a greater or lesser degree, since what affects one individual or firm in any line generally affects all in the same line of business.

"The macaroni-noodle industry is no exception. The potato crop, the price of rice, and other competing foods affect everyone in the industry, irrespective of the size or calibre of his plant. A record-breaking durum wheat crop or a crop failure equally concerns large and small operators, the semolina millers, the machine and equipment companies, all suppliers.

"This interdependence has resulted in cementing closer cooperation between operators, not altogether for individual benefits that surely result from such understanding and cooperation, but the general advancement of the trade. Everyone benefits from a "going" industry, very few from one that is stagnant or slipping."

• The Macaroni Convention at French Lick, Indiana June 23-24 assumed international significance with representatives of Canadian firms, Jacques Audigier from Paris, and Paul Martens from Bergen, Norway attending.

• The Northwest Crop Improvement Association, with which the National Macaroni Manufacturers Association had been cooperating in a "Grow More and Better Durum Wheat" program, reported that it had assisted with twenty-seven meetings in the durum growing area of the Dakotas during the past winter. Attendance at these meetings totaled over 2,800, said Henry O. Putnam, the executive secretary.

### 10 Years Ago

• The American Dairy Association ran a full page in color in the Ladies' Home Journal for March showing "Five Ways to Put Glamor into Supper with Cheese." The illustrated casseroles showed cheese sauce poured onto a noodle-shrimp combination. The Carnation Milk Company spent about a

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half million dollars in advertising time and space merchandising materials to push noodles and macaroni with tuna and cheese. The Can Manufacturers Institute developed shelf talkers to add an extra push at the retail level for the tuna-noodle buffet recipe.

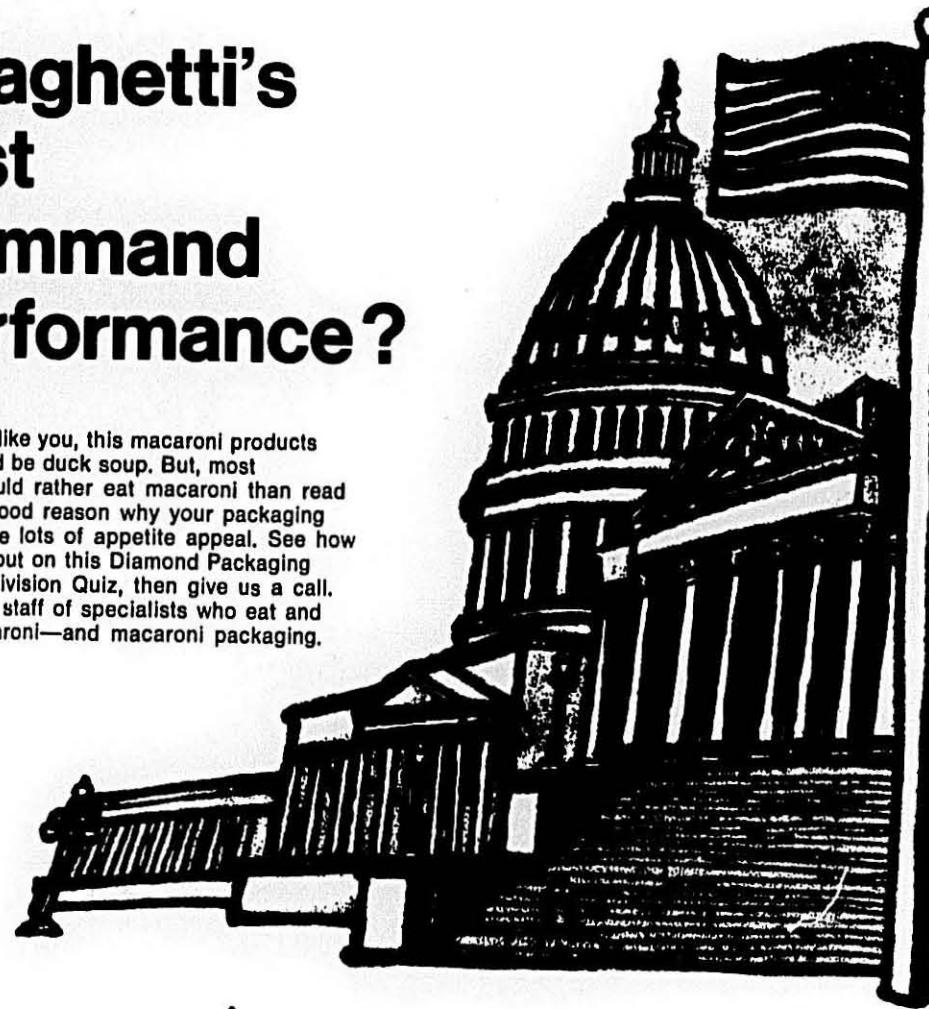
• Albert S. Weiss, chairman of the Macaroni-Noodle Industry's Trade Rules Practice Committee, announced a meeting of the Committee in the offices of Charles E. Grandey, Director of the Bureau of Consultation, Federal Trade Commission, in Washington, D.C. May 1.

• Wheat Varieties for 1957. Enough durum seed of the new rust resistant varieties were available to sow nearly all of the 1957 crop. They were Langdon, Ramsey, Towner, and Yuma.

• King Midas was advertising: "100% Durum is back. As all of you know, I've had a little bout with rust, and they had to send in substitutes for me. But I'm back now—feeling full of protein and rich with color. I'm ready to fight for the quality of your macaroni products 100 per cent. Remember there's no substitute for 100 per cent Durum—That's Me!"

# Spaghetti's first Command Performance?

To people like you, this macaroni products quiz should be duck soup. But, most people would rather eat macaroni than read about it. Good reason why your packaging should have lots of appetite appeal. See how you make out on this Diamond Packaging Products Division Quiz, then give us a call. We have a staff of specialists who eat and sleep macaroni—and macaroni packaging.



### Macaroni Quiz



1. Which U.S. president was first to serve spaghetti at a formal presidential dinner?  
(a) H. Hoover  
(b) A. Jackson  
(c) T. Jefferson



2. Italy tops the world in macaroni products consumed—50 lbs. per person per year. The U.S. ranks 2nd. How much do we eat?  
(a) 45 lbs.  
(b) 9.2 lbs.  
(c) 27.1 lbs.



3. Four ozs. of roast chicken contains 210 calories. How many calories in 1/2 cup serving of the average macaroni product?  
(a) 300 (b) 100 (c) 210



4. What is the meaning of the word "mostaccioli"?  
(a) Little mustaches  
(b) Northern noodle  
(c) Much macaroni



5. The Diamond Packaging Products Division can provide you with which of the following services?  
(a) Package design  
(b) Top quality printing  
(c) Packaging systems

### Answers to Quiz:

1: c, 2: b, 3: b, 4: a, 5: b; you can't go wrong.



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