

**THE
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JOURNAL**

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December, 1968

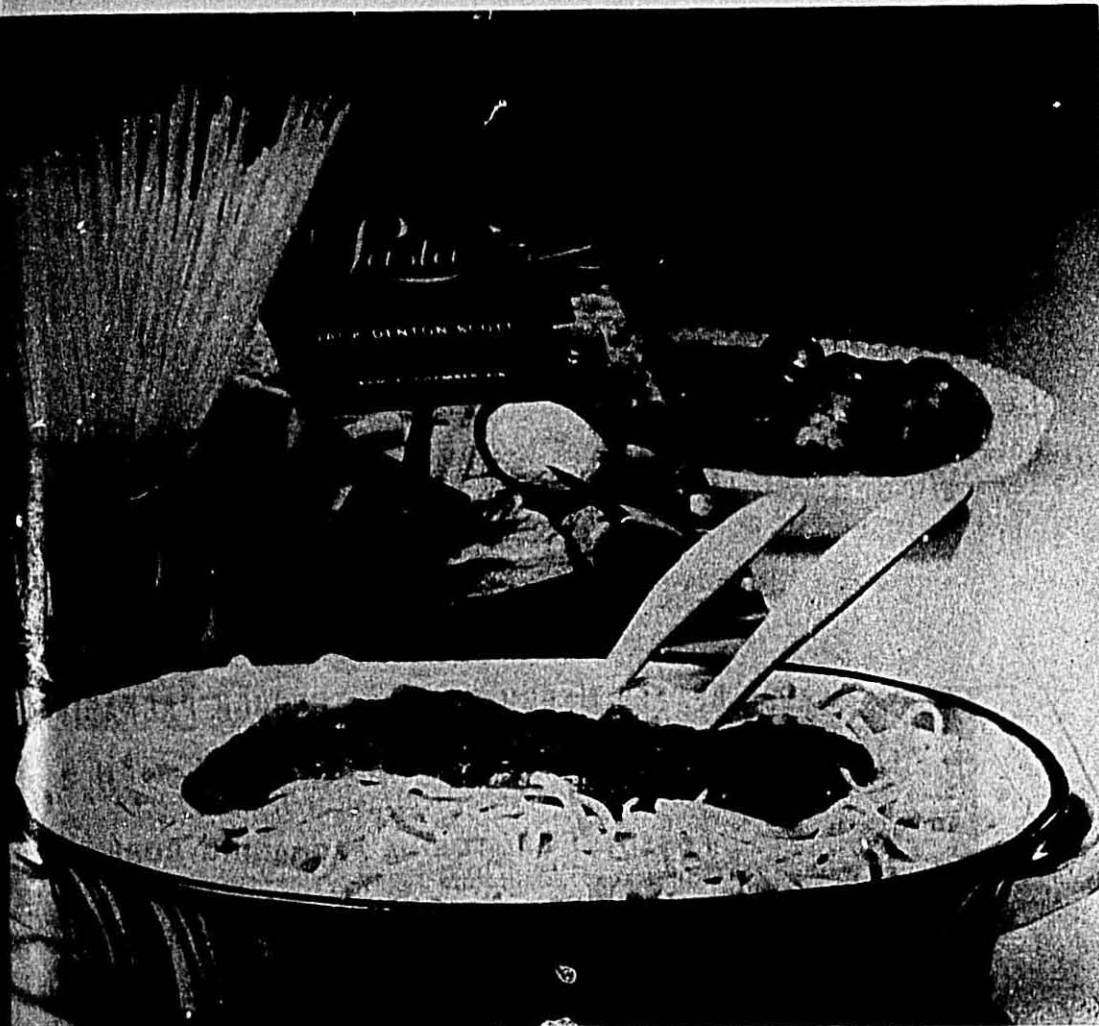
Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



DECEMBER, 1968

DURUM SHOW DIARY



PACKAGING PERSONALITIES



Santa Claus

THIS genial gentleman is a very well known packaging personality indeed. He's been in the business a long, long time, specializing in gift wrapping. His profession takes him all over the world, and so he is also known as St. Nicholas, Father Christmas, Pere Noel, Kris Kringle, Sinterklaas, Sint Klaes, La Befana, Knecht Clobes, Julenissen, and Yule Tomten.

RIGHT ABOUT NOW, this colorful distributor of good will and good cheer is making ready to fill all his orders. His ample pack is crammed to the drawstrings with decorative parcels. His roomy sleigh is loaded to the runners with fancy packages. The mode of transportation he uses may seem antiquated (it has only 8-rein-deer-power) but somehow our good friend manages never to disappoint a single customer. He'll have all his deliveries made by the morning of December 25. It's a tradition with him.

Over the years, the Rossotti organization has established something of a Yuletide tradition, too. It has become our happy custom at this special time of year to clap up the shutters on our commercial messages and express ourselves in keeping with the spirit of the festive holidays ahead.

*All Of Us Here At Rossotti
Wish You And Yours
The Very Best Of The Season's Greetings!*

R

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DECEMBER, 1968

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Cover Photo

Bavette con Bracioline di Pollo Alla Giovannino, an unusual and delightful dish, is described in this month's feature "The Complete Book of Pasta." Turn to page 6 for recipe.

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THE COMPLETE BOOK OF PASTA

PASTA lovers, rejoice! There's a new book out just for you. Called "The Complete Book of Pasta," it includes a glossary of pasta names, how to prepare pasta with the respect which is its due, how to eat it in the Italian manner, and hundreds of recipes gathered by the author in his travels. For Jack Denton Scott, who labored with love to write this definitive work on his favorite food, is an adventurer who has roamed all over the world. His book is spiced with personal accounts of where he encountered wonderful pasta dishes, under what circumstances, and with whom he enjoyed eating them. So this is more (much more!) than a cook book—it is also a personal meeting with the author and a sharing of his adventures.

The fly-leaf reads: "Pasta! The Italian national dish is beloved everywhere in the United States, yet no comprehensive book has ever been published in English on the innumerable ways Italians sauce and serve it. A huge variety of spaghettis, noodles, macaronis, shells, bows, lasagne, etc. is as available in our markets as it is in Italy. Most Americans are also familiar with at least three or four pasta sauces. But there are in fact hundreds of delicious ways to serve pasta—and over 500 of them are given in this book.

Quick and Easy

"Fully two thirds of these recipes are for conveniently quick and easy dishes, for simplicity is a virtue of Italian cooking in general and of pasta cookery in particular. Most of the authentic ingredients of sauces for pasta—the vegetables, meats, fine olive oil—are as available as the pastas themselves. There are also impressively elaborate pasta dishes, however, great regional classics to challenge the skill of experts.

"Pasta cookery is an astonishingly varied subject. Not only is there an uncounted number of sizes and shapes of pastas (over 100 of those found in this country are described in the illustrated



Author Jack Denton Scott

glossary), but also, all of the style, tradition, regional flavors, ingredients, techniques of Italian cooking must be at least touched upon to write a complete book of pasta. One must in effect write a major Italian cookbook—which is what Jack Denton Scott has done."

Jack Scott has spent most of his life traveling to far and unusual places, as a war correspondent, as a columnist, and to write ten books and innumerable articles for major American magazines. His most recent books published by Morrow are "The Duluth Mongoose" and "Speaking Wildly."

World Travelers

Mr. Scott and his wife, nee Maria Luisa Limoncelli, live in Washington, Connecticut, but have logged 700,000 miles of international travel since 1959. Needless to say, they have made it a point to spend a good portion of that time wandering through Italy. He has been cooking since he was fourteen and establishing fast friendships with leading chefs and restaurants all over the world ever since he first started to trav-

el. His particular passion for pasta he attributes to the influence of his wife and of his mother-in-law, Maria Limoncelli, both accomplished cooks and to a conviction that Italian cuisine is the world's best. The many Italian chefs Jack Scott knows have taught him the techniques of pasta cookery as few amateurs could ever know and several of them have honored him by sitting back and letting him do the cooking when he has visited them, or they him.

Samuel Chamberlain, artist, photographer, and author, has written and illustrated some fifty books, most of them about New England and about food and travel in Europe. An architect by training, he started his career as an etcher. Among his best-known books are "Bouquet de France," of which a new edition has recently appeared, "Italian Bouquet," and "English Bouquet"—gastronomic travel epics, illustrated with his drawings, prints, and photographs, for which his wife, Nar-

(Continued on page 6)

Merry Christmas



Amber
MILLING DIVISION
FARMERS UNION GRAIN
TERMINAL ASSOCIATION

of Rush City, Minnesota • General Offices, St. Paul 8, Minnesota

Complete Book of Pasta—

(Continued from page 6)

cissa G. Chamberlain, was culinary advisor and collaborator. His most recent books are "The New England Image" and an autobiography, "Etched in Sunlight: Fifty Years in the Graphic Arts." The Chamberlains live in Marblehead, Massachusetts.

Detailed Directions

One of the early chapters of the book gives the author's careful and emphatic directions for cooking pasta properly. Read well Mr. Scott's words: "At least seven quarts of water should be used for one pound of pasta. It should be in a very deep pot, so the pasta has space to swim without the strands or pieces being forced against one another. Two tablespoons of salt should be added—after the water is sharply boiling, and at the instant just before the pasta goes in." He continues: "Now to keep the water at this boiling rate and temperature, having added the salt, turn up the heat, then gently add the pasta (without breaking!), and push it down until it is all submerged. As stated before, use a wooden fork to stir, separating the strands or the pieces as they cook. Continue this. Gently does it." The author concludes with advice on timing; his view is that there is only one test for doneness and that is to begin the bite test after about three minutes and continue it until the pasta is biteable, but still firm, and tastes cooked.

Now you have the start of a recipe. Are you ready for an usual and delightful dish? Bavette con Bracioline di Pollo Alla Giovannino is the Italian name for Chicken Rolls with Bavette. Bavette is an oval shaped long strand of pasta like linguine, only a little narrower. So, if you can't find bavette, you can substitute linguine, or even spaghetti or spaghetti. Here then is the recipe, taken word for word, from "The Complete Book of Pasta."

Bavette con Bracioline di Pollo Alla Giovannino

- 2 whole chicken breasts, boned
- 8 slices of prosciutto
- 6 walnuts, ground
- 12 pignoli (pine nuts), ground
- ¼ cup grated Parmesan cheese
- 1½ teaspoons salt
- Liberal amount of milled black pepper
- ½ teaspoon monosodium glutamate
- 1 tablespoon minced parsley
- 1 garlic clove
- 2 tablespoons butter
- 1 tablespoon olive oil
- 4 cups (one 2-pound can) Italian plum tomatoes, pushed through food mill

- 1 teaspoon dried sweet basil
- 1 pound bavette (narrow linguine)

Cut each chicken breast into quarters. Between sheets of wax paper pound the pieces with a wooden mallet or flat side of a cleaver into thin, but intact, scallops. Place 1 slice of prosciutto on each scallop; sprinkle lightly with all the ground walnuts and pignoli, a little Parmesan, some salt and pepper, the monosodium glutamate and parsley. Tie with string into compact rolls. Sauté the 8 chicken rolls with the garlic in the butter and oil over medium high flame, turning often, until they are brown; remove garlic. Lower heat; stir in tomatoes, basil, remaining salt and pepper. Simmer, uncovered, stirring often, until chicken rolls are tender and sauce smooth and thickened. Cook bavette al dente; drain. Place in a large hot bowl and toss with remaining cheese and half of the tomato sauce. Serve in hot bowls with 2 chicken bracioline and a liberal amount of remaining sauce atop each portion. Serves four.

Spaghetti Eating Etiquette

ONE wonders why there should be any question about how to eat such a popular and such a frequently enjoyed food as spaghetti. And yet, the question is asked, the doubt still remains: "What is the proper way to eat spaghetti?"

The Italian Way

Ask an Italian. Surely the native of the country which has enjoyed spaghetti longer than any other will give you a quick and definite answer. Or better yet, ask for a demonstration. With a gentle but sure grip on the fork, holding it almost upright in the manner of holding a pencil, he sends the tines speeding into the very center of the platter of spaghetti. And starts twirling the fork immediately. In the wink of an eye the fork is wrapped around with a generous mouthful of the slender pasta strands. And the next thing you know the fork is lifted, then it's empty and on its way back to the steaming spaghetti. It is one continuous movement, deft and graceful, from start to finish. Yes, do ask an Italian what is the best way to eat spaghetti and most likely he'll answer: "With gusto!"

A Large Spoon

The use of a large spoon is probably an American invention. After all this country has not had the centuries of practice that Italy has. And perhaps the wish to handle the delectable food ef-

ficiently and gracefully inspired the use of a second tool. In this method the spoon is held in the left hand, the fork is held in the right hand in an oval manner. The fork is sent through the spaghetti with its tines resting in the bowl of the spoon while it is being twirled to gather a supply of spaghetti.

Book on Etiquette

One book on etiquette includes spaghetti in its list of foods difficult to eat, and says that it is properly eaten with only a fork. Other books either do not consider it difficult to eat, or do not think it matters what method is used. The use of the large spoon is frequent enough that one need not be embarrassed about it, though if the place setting does not include that large spoon, there would be no choice except to use the fork alone.

Knife and Fork

Yes, of course there is another way to eat spaghetti. The cautious diner cuts up spaghetti with knife and fork, then scoops it up on the fork to transport to the mouth. While this is quite practical, and causes no serious social repercussions, it doesn't seem very sporting! The timid should be bold and adventurous just once, and learn what pleasure there is in eating spaghetti twirled around the fork.

Hand to Mouth

Then, of course, there's the child's favorite method. With his fingers he catches hold of one strand of spaghetti, pops one end of it in his mouth and—quickly or slowly, depending on his particular nature—"slurps" it musically all the way to the other end. His race is a picture of sheer bliss as he employs all five senses in the enjoyment of this special food. It's a deprived child indeed who hasn't been allowed a brief interlude with this method before being trained into the more acceptable eating habits!

It's Up To You!

Take your choice, depending on who you are, where you are, and with whom you are. But don't let self-consciousness about the proper method deter you from eating spaghetti. It's a frankly easy-going dish, and meant to be enjoyed.

Eating Out

About one meal in five is eaten outside the home. Since the early 1950's, some 20% of the total sum spent by U.S. families for food and beverages has gone for meals and snacks away from home. It all adds up to a \$30 billion annual expenditure.

ADM Flour Mills

Quarterly Durum Report

The quarterly durum report of the U.S.D.A. Consumer Marketing Service, issued early in November by Albert Fiesland, Grain Market Reporter for the Grain Division, Minneapolis, read as follows:

The durum wheat harvest started in early August but stretched out through early October as intermittent rains, heavy dew and frost tended to limit the amount of combining during some weeks in September. In face of the unfavorable weather conditions during harvest, U. S. production of durum was estimated at 101,000,000 bushels based on October 1 conditions. This is 61 per cent above 1967 surpassed in two previous crop years. Quality of this year's crop was hurt some by being wet in the swath but damage was not too severe. Traders say about 60 per cent of the crop will grade Hard Amber Durum but that some of the crop contains sprout and color damage. The carryover on July 1 of 23,300,000 bushels, along with the new crop of 101,000,000 bushels, provides a supply of 124,300,000 bushels for the crop year, 30 per cent more than last year.

U.S. Stocks Up

U. S. stocks of durum were up 67 per cent from last year and totaled 93,000,000 bushels on October 1. Commodity Credit Corporation bins held only 169,000 bushels. Stocks in all other positions were down 12 per cent from last year and amounted to 17,300,000 bushels. Stocks in Minneapolis/St. Paul regular elevators at the end of October held 170,000 bushels compared with 893,000 the year before. The CCC carried only 335,000 bushels in its non-committed inventory at the end of October. Disappearance of durum during the July-September quarter is indicated at 14,000,000 bushels compared with 17,200,000 bushels the comparable period in 1967.

Brisk Export Demand

Export demand for durum has been quite brisk during the first quarter of the crop year. 7,500,000 bushels were inspected for export during July-September, more than double the amount inspected during these months in 1967. All of that inspected for export was dollar sales. Italy took 2,600,000 bushels, France 2,300,000, and the Netherlands 1,700,000, with these three countries accounting for 87 per cent of the export inspections. The U. S. Department of Agriculture accepted bids prior to July for shipment after July 1, 1968 for 6,100,000 bushels, and from July 1 through October 28 bids were accepted for export of 30,700,000 bushels for a total of 36,800,000 bushels for export.

Durum prices to the North Dakota farmers in July were about the same as July 1967. In August prices fell 27 cents per bushel below last year, and in September prices to North Dakota farmers averaged 24 cents lower than a year ago. No. 1 Hard Amber Durum at Minneapolis averaged \$1.92 per bushel in July, \$1.74 in August, and \$1.93 in September.

The 1968 durum acreage in Canada was 80 per cent more than that seeded in 1967. The average yield estimated at mid-September at 19 bushels per acre is 23 per cent above the 1967 level. Mid-September indications were for a crop of 44,000,000 bushels compared with 20,200,000 in 1967. Commercial disappearance of Canadian Durum from August 1 through October 16 was 5,700,000 bushels compared with 3,900,000 the same period the year before. The visible Canadian supply of October 16 was 15,300,000 bushels compared with 15,700,000 a year ago.

Durum Stocks Up

Stocks of all wheat were up 3 per cent over Oct. 1 a year ago. Durum stocks were up 47 per cent. Durum on farms totaled 92,544,000 bushels compared to last year's 55,251,000, and the five-year average of 60,340,000.

Mills and elevators only had 17,254,000 bushels compared with 19,324,000 a year ago. The average is 34,526,000 bushels.

Commodity Credit Corporation held 169,000 bushels this Oct. 1; 151,000 last year, and a five-year average of 1,777,000.

Semolina Bookings

The Southwest Miller reported a brisk expansion in bookings of semolina, granular and durum flour on October 15 when mills started pressing vigorously for 120-day business on protection against a decline in hundredweight price advance. Volume reached the largest total of many weeks and represented the first major purchases since the 1968 crop became available. Within a couple of days a major share of macaroni and noodle manufacturers had made sizeable commitments for widely varying periods of time.

Coverage average to about mid-December, including many bookings to year-end and a smaller number through January. But a significant segment held to October-November needs and some only bought for a couple of weeks ahead.

With current lists as much as \$1.15 higher than the levels at which September needs were booked late in

August. Mill quotations of \$7.50 per cwt. compared to a starting basis of \$6.90 on last year's crop and \$7.00 two years ago.

A major Eastern manufacturer made price hikes on noodles reflecting adjustment to higher prices for ingredients, including durum flour. The noodle advance became effective October 1. Narrower differentials of 30¢ a cwt. on durum flour held firmly, making flour prices an additional 20¢ higher than a year ago.

Shipping directions have been brisk and mill-grind near top capacity throughout August, September and October.

Canadian Concern

James Richardson, writing in the Winnipeg Free Press, states: "Weather has continued unsettled across the west in mid-October, and millions of acres of crops still remain to be harvested. More and more it looks like a great deal of the crop will not be gathered unless a miracle occurs."

"By mid-October, only a third of the wheat crop had been combined in Alberta. Yields have been holding up well, though quality of recently harvested grain has been tough and damp because of inclement weather."

"The Canadian Wheat Board accepted bids for upwards of 100,000 tons of durum to go to Italy, West Germany and Switzerland."

"The government convened a meeting in Winnipeg to discuss the formation of a National Grains Council. Federal ministers of Trade & Commerce & Agriculture were in attendance as well as representatives from all segments of the grain trade from across the country."

"Many briefs were presented and the consensus seemed to favor a 25 to 30 man committee led by 5 or 6 executive groups. Hopefully representation would be limited to producers groups, marketing groups and associated industries who will presumably act as a catalytic body between production, marketing and research, and report directly to the Prime Minister."

Russia Sells Wheat

International grain trade sources report that USSR is offering wheat in Rotterdam—the first time offerings have been made in Europe since last spring. Such sales, observers say, do not necessarily mean the Soviet Union has a surplus, reducing the need for imports from Canada under the current agreement. The Soviet often sells wheat in order to obtain foreign exchange to pay for immediate indebtedness for purchases of other commodities.

Every Christmas

and

A Healthy, Prosperous and Happy New Year



D. MALDARI & SONS, INC.

557 THIRD AVE. BROOKLYN, N.Y., U.S.A. 11215



DURUM SHOW DIARY

by Roving Reporter Bob Green



Vic Sturlaugson Honored

AL Ravarino went to the Durum Show this year. He had an assignment which he handled with skill and sincerity.

He was impressed with the people and the event and urged that I write the story with some human interest and local color.

I have been going to these Durum Shows for twenty years, and in that course of time the change has been terrific. So I am pleased when a macaroni manufacturer comes along and catches the enthusiasm.

The Group Gathers

We met at the Minneapolis airport—Al Ravarino coming in from St. Louis, John Hickman from Sills, Inc. in New York City, and I from Chicago. We rode together to Fargo lunching on the plane. We were met by Dr. Kenneth A. Gilles, head of the Cereal Technology Department at the North Dakota State University.

Ken proudly showed us the new facilities at the expanded Cereal Technology Department, which included a new automatic macaroni press, durum milling equipment, and all kinds of fancy scientific gadgets. After visiting with Len Sibbitt and Dave Walsh in the Department, we took off for Langdon, a four-hour ride of some 200 miles.

The country is pretty flat, and aside from observing an occasional pile of wheat in some farmer's front yard or noticing a load of sugar beets going to the railroad, we had uninterrupted time for a thorough bull session on durum from plant development to exports.

Dusk was falling as we approached Langdon with a skyline view of G.T.A. and Cargill elevators. As we pulled into

the courtyard of the Terry Motel, some of the macaroni boys and miller representatives greeted us and told us the bunch would be eating dinner at Nick's. Nick's is a restaurant on the outskirts of town known for its charcoal grill and new bar.

Miss Durum Pageant

After dinner, we went with everybody else in town to see the Beauty Pageant that the Jaycees put on for Miss Durum. Nine girls were vying for the title, and they all looked great in their evening gowns, swim suits, and talent demonstrations. More than once Dick States, the MC, remarked that the particular girl he was describing had as hobbies: "Cooking, sewing and singing." Some macaroni man piped up: "This is the place to send your boy to find a wife."

Nancy Jean Tangen, a senior at Northwood High School, copped the talent award with her singing, and the title "Miss Durum." She was crowned by last year's queen, Crndy Skarsgard, amid the tears and jubilation of a typical beauty pageant.

Sad Samples

Next morning there was ice on the pond, and it was a cool, brisk walk to the skating rink where the Durum Show program was being conducted. A display of some 300 samples of durum were arranged in waxed paper pint containers on top of a line of tables in the unheated portion of the rink. They were sad specimens compared with the beautiful samples of a year ago.

Jake Geritz in Charge

Inside where it was a little warmer, Jake Geritz was conducting the meeting. Jake is a successful farmer with ruddy complexion, thin red hair, and hands big enough to knock down any problem that arises. He conducted the meeting with dispatch, keeping everybody on time so coverage could be obtained on Radio Station KNDK. He delightedly announced that he was from Nelson County as was the new Durum Queen.

Speakers on the morning session included Charles Nelson of the North Dakota State Wheat Commission, who discussed the importance of exports; Ken Baghatt from Tulalake, California, who made a plea for support for more acreage in that state; and Dr. Richard Kiesling of the Plant Pathology De-

partment at North Dakota State University, who pointed out the problems of head blight and blackpoint. It seems that root rot which causes this was widely prevalent this year aided by the cool, damp weather. It had spread like the common cold, and they know about as much about it.

Governor William L. Guy and Arne Dahl of the North Dakota Department of Agriculture were in attendance and introduced to the group. Then they had lunch with the boys before departing for other political commitments.

Vic Sturlaugson Gets Awards

Vic Sturlaugson, superintendent of the Langdon Agricultural Substation, was honored for his 43 years service in agriculture and his 30 years in promoting the Durum Show. He has served on the Board of Directors since the show was organized in 1938 and was President from 1944 through 1961.

Several of his married children were back to see their father honored, as Paul Abrahamson, administrator of the North Dakota State Wheat Commission, read a eulogy and presented Vic and his wife with a plaque. I presented an Oscar from the National Macaroni Manufacturers Association as a Distinguished Man Award.

Other awards were given to the prizewinners of the grain exhibits, and Ervin Frank of Devils Lake was crowned Durum King for his 63-pound test weight entry of Leeds.

Field Trip Proposed

Al Ravarino told the audience how his father and Mr. Freschi had gotten into the macaroni business; how he had sold spaghetti while a student at Notre Dame; and how the industry's product promotion was conducted through the



Al Ravarino Gave Talk

THE MACARONI JOURNAL

National Macaroni Institute. He noted his interests in the work of the Institute of product promotion and his part in it, and then briefly sketched what the possibilities of a field trip through North Dakota at harvest time would mean to the food editors as well as the growers and the state.

John Hickman, formerly with the American Sheep Council, and now with Theodore R. Sills, Inc. in New York City, showed some slides of the Tall Timber Trail in sheep country where food editor tours are conducted annually. Between the two, the idea seemed to have been sold.

Product Publicity

I showed a few slides on current publicity breaks in magazines and newspapers, some shots from the New York Press Party in September, and point-of-sale material utilized over the past year to promote the sale of macaroni foods.

Ray Wentzel, now with the Semolina Department of North Dakota Mill and Elevator, also showed slides of his European trip to promote the sale of U. S. durum wheat last spring.

Free Spaghetti Supper

At 5:30, Spaghetti and Meat Sauce was served free of charge to the whole town at the Auditorium. The Women's Auxiliary did a great job of preparing a very tasty sauce and serving "al dente" spaghetti. Al Ravarino thought it was great! Lloyd Skinner assured him that it had improved greatly from the pancakes we got some fifteen years ago.

In the evening, the stag party was held at Sportsman's Hall. The stag party is a great gimmick to get the farmer to bring in samples of their grain for showing. Each entry gets a ticket to come to the party, which is a great card game and some dice-rolling at a blackjack table or two—but gambling, in any event.

We have been coming long enough to now arrange for a table in the back room near a window so we can get some fresh air occasionally to cut the smoke haze and really to protect our status as city slickers and not be "taken" by the big ante playing farmers. Sal Maritato, Bill Brezden, Horace P. Gioia, Wally Villame, John Hickman, Alex Frank, and I played poker; while Lloyd Skinner, Stu Sellar, Joe La Rosa, and Al Ravarino circulated among the crowd and visited.

Dutch Lunch

Midnight is the magic hour when a Dutch Lunch is served, compliments of the Durum Show. A spread of cold cuts,

cheese, olives and pickles, hard boiled eggs, pork knuckles, and piles of a sliced bread are set out for the boys, who by this time have consumed copious quantities of beer and possibly an occasional cup or coffee or two.

Some of these young giants of Scandinavian background fill up their plate like food is going out of style. Some of them have obviously lost some money during the evening, so this is one way to recoup.

You usually sleep soundly after a full day's activity like this, laced with several long walks in the brisk air, and nothing will disturb you unless it's a flock of honking Canadian geese flying overhead in the middle of the night.

Mayor Cooks Breakfast

Next morning we pack and get ready to check out before attending a breakfast of the key Show personnel with the interested farmers, elevator men, millers' representatives and macaroni manufacturers. Breakfast is hearty.



Mayor Doc Blanchard cooks the eggs, sausage and leftover spaghetti in butter, because there is a shortage of restaurant help. The Ladies' Auxiliary pitches in to help serve the coffee. Everybody picks up his plate and serves himself buffet-style.

Bull Sessions

In the round-table discussions, subjects ranged all the way from "How do we keep the junk off the market?" to "How much storage does the farmer really have?" Dick Crockett of the Greater North Dakota Association, points out that just ten years ago we were producing only 40,000,000 bushels of durum a year. Now there is 100,000,000 bushels, which is enough for export, domestic demand, and cushion against the loss of some seven per cent of the crop this year that got frost damage or sprouted. He attributes good communications between various segments of the industry as an important factor in this progress.

Storage on Farms

Probably the busiest guy at the show was selling steel bins. There is lots of storage on the farms (Southwestern Miller reports wheat loan tieup 86 per cent above a year ago), and growers

are sitting on the good stuff while they dispose of the poorer qualities. It was pointed out that with a crop of over 100,000,000 bushels, there should be plenty of good stuff to go around, but the farmer wants his price for it.

Spaghetti Safari

The Spaghetti Safari comes up for discussion, and it is agreed that a committee will be appointed by the Durum Growers Association to work with the National Macaroni Institute in working out an itinerary and getting a price tag on it. Proposed schedule calls for plans being ready by the Winter Meeting and financing considered by the time the North Dakota State Legislature meets in March.

Another idea to come up at the session is for a trip to Argentina via the macaroni association's Winter Meeting in Miami in February of 1970, and then on down to South America and back by way of Mexico. There seems to be interest and the idea will be pursued.

We Depart

Ken Gilles has other meetings to attend in the area, so we prepared to go back with Ken Lebsack, the Durum Plant Breeder. The ride back to Fargo is uneventful, and we have opportunity for plenty of conversation ranging from evaluation of the show (great people, lousy samples) to family matters and politics.

The Durum Show is a great experience—it gives the city boys something to talk about all winter long.

County Agent Honored

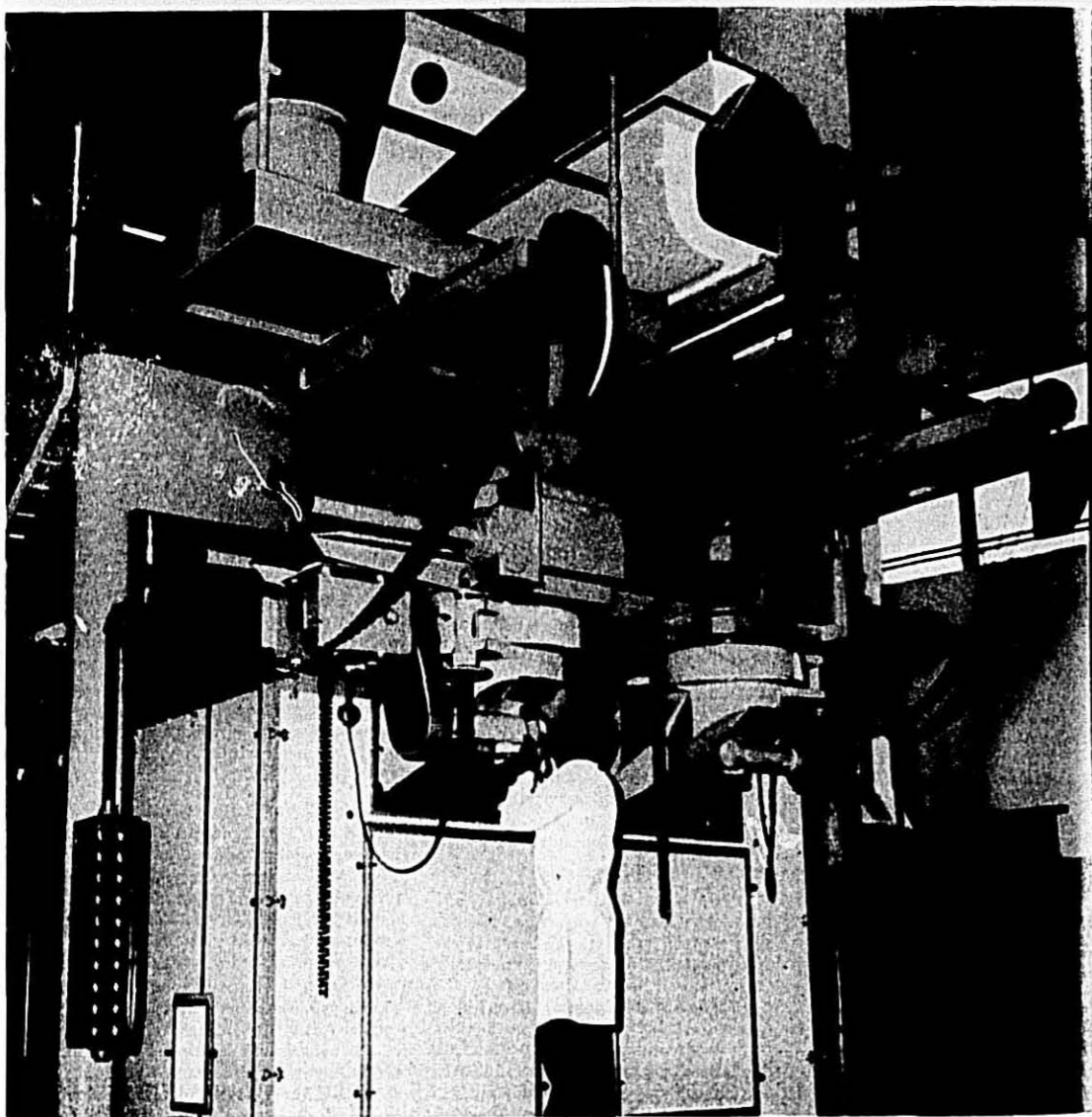
Edsel Boe of Langdon, North Dakota, Cavalier county agent for eighteen years, was selected to receive the National Agents Association's certificate for distinguished service. The award was presented at the annual meeting of the Association in Louisville, Kentucky, October 15.

Each year the North Dakota County Agents' Association makes nominations for the award, and Boe was chosen to receive the honor this year. A graduate of North Dakota State University, Boe started his Extension Service career as assistant agent in Grant county.

Cheers!

Reports showing the Macaroni team favored over Rice and Spud State accompanied attractive paper cut-out cheerleaders, banners and footballs sent to macaroni manufacturers by International Milling Company. Good luck wishes for another winning season were extended by the sales manager.

A SINGLE MACHINE A WHOLE FACTORY



**COBRA
2002**

**THAT'S RIGHT : BRAIBANS NEWEST PRESS
PRODUCES MORE THAN 5000
POUNDS PER HOUR.**

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SOLE REPRESENTATIVE IN THE U.S.A. AND CANADA, LEHARA CORPORATION,
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RONZONI GETS ITALIAN MARKET FLAVOR



Upper Left: Cameraman Dick Miller films actress Rose Roffman plunking the Ronzoni package on the counter. While she puts the package down, the announcer says the only line of the commercial: "Next time you're in an Italian neighborhood, go into a grocery store and ask for spaghetti. No particular brand just spaghetti. See what brand you get."

Lower Left: Cameraman/Director Dick Miller gives actress Polly Magaro and grocer Ralph Buono some instructions for a segment of the new Ronzoni commercial filmed at Buono's Market, 2328 Arthur Avenue, The Bronx. Bronx merchants, bakers, butchers,

etc., play themselves in the new spot; actresses take the parts of the customers.

Upper Right: Mike Randazzo of F. Randazzo & Sons Fish Market, 2340 Arthur Avenue, shows actress Helen Ross how to eat raw clams while neighbors and Allan Buitekant, holding notepad, creative director of Firestone and Associates, Inc., the agency making these commercials for Ronzoni, looks on.

Lower Right: Makeup man Billy Hermon puts the finishing touches on actresses Ann Freeman, Polly Magaro and Joyce Orlando before they play the parts of customers in a fruit and vegetable market. Arthur Avenue (Bronx) shoppers stop to watch.



Meanwhile, back in Tokyo . . . Beverly Anderson of the Durum Wheat Institute, on tour for Great Plains Wheat, took this shot in a Japanese supermarket. Would you believe the product is Ronzoni?

NEXT time you are in an Italian neighborhood, go into a grocery store and ask for spaghetti. No particular brand—just spaghetti. See what brand you get."

TV Promotion

This is the theme of Ronzoni Macaroni Company's fall campaign, using WABC, WNBC, and WNAW on daytime rotation and prime period television.

On Location

To get authentic atmosphere for the commercials, Firestone and Associates, Ronzoni's new agency, took its film crew on location to an Italian neighborhood in the East Bronx. The pictures above tell the story.

Grocers Turn Actors

Professional actresses played the part of customers in the television spots, but the real store owners and employees were featured in cheese-slicing, clam-splitting, bread-baking, and similar scenes. Signs for all the areas where commercials were shot have been made, showing a frame of the owner or employee who is seen in the commercial, and the line: "Watch for our store in the new Ronzoni commercial on Channel 4 and Channel 7."

Campaign Publicized

Il Progresso-Italo-Americano, Italian language paper in the New York community, as well as Advertising Age, have carried stories on the campaign.

Golden Grain Ad Campaign

With an advertising campaign budgeted at \$2.5 million, Rice-a-Roni products are launched on a major fall-winter promotion drive from coast-to-coast.

Tot DeDomenico, vice president of Golden Grain Macaroni Company of San Leandro, California, which manufactures Rice-a-Roni, said the new promotion campaign "is one of the biggest in our history and already is reflected in new sales records."

Utilizing the theme "More families serve Rice-a-Roni than all other rice mixes," 4-color ads are appearing each month in eight leading women's magazines, with a combined readership of more than 80 million monthly. DeDomenico said additional publications are under consideration.

Moreover, a television "blitz" featuring Rice-a-Roni has been scheduled for major market areas.

Store Coupon

During the holidays, Rice-a-Roni's new Wild Rice Mix is being extensively promoted and the magazine ads are carrying a 10 cent store coupon good toward purchase of this brand.

DeDomenico estimated some 15 million of these coupons will be in circulation during the period of the promotional campaign.

Recipes Featured

Readership surveys confirm that Rice-a-Roni ads are of high interest to consumers, especially women, for each advertisement carries a quick, easy-to-make recipe for the specific flavor featured.

For example, the Wild Rice Mix ad spotlights a recipe for "Turkey San Francisco," showing how to use the product either as a side dish or a turkey stuffing. The colorful ad employs the Golden Gate Bridge as a backdrop.

Pasta Prego

There's a young lady named Ruth. Who will tell you the absolute truth, is about to be married. Now she feels somewhat harried. Since she's the man of her choice (You can tell by his voice)

Eats macaroni, spaghetti, and spice. Which, indeed, is all very nice.

But the girl's in some doubt. For she really knows naught about macaroni—the Italian way.

She doesn't give him spuds every day.

You will be glad to know we have sent Ruth a recipe folder with Basic Cooking Instructions. The National Macaroni Institute office has a supply available for you.



Resting Lasagna. Vincent DeDomenico, secretary-treasurer and general manager of Golden Grain Macaroni Company, San Leandro, California, checks out the double-page, four-color, center spread ad with which Golden Grain is promoting its lasagna and new Stuff-a-Roni products in two major California markets during November and December. The advertisement is appearing in Sunday magazine supplements of San Francisco and Los Angeles newspapers. Using the catchy slogan "Fun cooking—fun eating," it is the first heavy promotion of these fast-selling foods by the company. The campaign, handled by McCann-Erickson, may be broadened to include additional months and other states.

Sharpen Sales Promotion

Research into the results of sales promotion is "still in the horse-and-buggy, if not the square stone-wheel stage," according to John Phillips, president of R. J. Reynolds Foods.

Big Business

As a tool of a marketing program, sales promotion is becoming increasingly important. An estimated \$10 billion is spent annually on sales promotion.

Communicate with Marketplace

The most innovative and imaginative sales promotion material can "die a quick death" unless creativity is based on up-to-date know-how and knowledge of the marketplace, says Mr. Phillips.

Lack of communication with the marketplace, Phillips observed, means a loss of awareness of the end use of promotion material.

Not Quite Right

"How many of you have worked with promotion material in the last month that was not completely usable—not completely satisfactory?" he asked at a meeting of the Sales Promotion Executives Association.

Everyone in a managerial post must work with salesmen in the marketplace

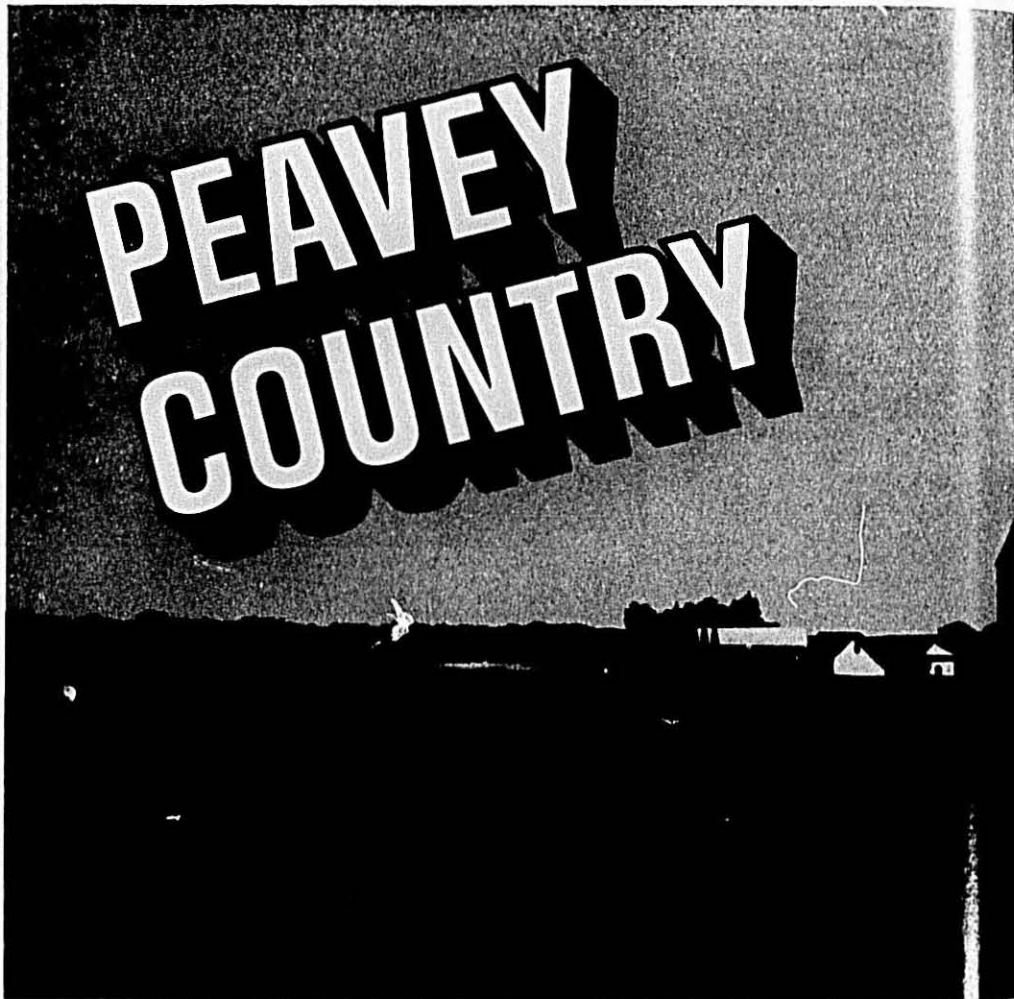
at least once every two months so as to be completely attuned to consumer needs, attitudes and buying habits.

"A brand manager (supervisor of a particular product) can say he's too busy. We say, schedule it like a holiday—but do it. This is imperative."



Marco Buitoni, 37-year-old president of Buitoni Foods Corporation, manufacturers of a complete line of basic Italian foods in South Hackensack, N.J., has just taken possession of 20 diesel-powered trucks capable of transporting 20,000 lb. pay loads and four specially constructed 40 feet tandem axle trailers. The introduction of Buitoni's new toastable Instant Pizzas plus soaring sales of pastas, sauces and frozen foods required these answers to the transportation challenge.

PEAVEY COUNTRY



Famous for its durum wheat

You might well expect Peavey to be a major factor in the milling and distribution of durum products. The reason? North Dakota's durum wheat fields where virtually all the nation's durum crop is grown—are in the heart of Peavey Country (see map). This is a broad, wheat-rich land that supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

Durum is an important product of Peavey, along with a multitude of other enterprises related to the growing, stor-

age, transportation, merchandising and processing of cereal grains. Peavey is a highly efficient operator in this complex business because its operations are streamlined and coordinated to the nth degree.

Durum mills operated by Peavey are located at Superior, Wisconsin; Grand Forks, North Dakota and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey has total milling

capacity of 60,000 hundred-weights a day, much of it, of course, in durum.

No wonder macaroni and spaghetti manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts 'way out in Peavey Country'.

■ Merchandising and commodity futures offices; ● Terminals; * Flour mills and mix plants; ✱ Flour sales offices and warehouses; ☉ Country elevator, feed and service facilities; ☺ Head offices of Peavey Company and National Grain Co. Ltd.



PEAVEY COMPANY
Flour Mills

THE MACARONI JOURNAL

King Midas DURUM PRODUCTS

DECEMBER, 1968

THE NMMA DIRECTOR-OF-THE-MONTH

Lloyd E. Skinner Honored

Lloyd E. Skinner, president of Skinner Macaroni Company, Omaha, was the recipient of the College of St. Mary's fifth annual Mercian Medal October 6.

Wins Highest Award

Mr. Skinner was cited by the Omaha college for "his vigorous leadership in socio-economic causes, his uncompromising love of human rights and dignity, and for his boundless generosity in giving of himself and of his means to countless good works." The Medal is the College's highest award. Recipients are selected for their work in social, educational, civic and religious endeavors or the arts.

The principal address was given by Donald R. Keough, former Omahan and now Vice President—Marketing of the Coca Cola Company, Foods Division, Houston, Texas.

Becomes Involved

Mr. Keough said, "Mr. Skinner has demonstrated his commitment to society and has not waited for the ills of our environment to erupt before becoming aware. He heard the signal and became involved. He has taken the time to understand the needs of our changing society and has committed himself to fulfillment of these needs."

Second Generation

Mr. Skinner is the second generation President of his company, which was established in 1911. The company makes macaroni products for distribution in the Southeast, Midwest and Far Southwest. Skinner brand enjoys particularly good distribution in Texas and Oklahoma.

He graduated with a Bachelor of Arts degree from Creighton University in 1936.

Organization Man

Mr. Skinner is an active organization man and, among other offices, is now serving as a Director and Past President of the National Macaroni Manufacturers Association and the National Macaroni Institute. He is a director of the Crop Quality Council, and a member of the Durum Industry Advisory Committee as well as the North Dakota State Industrial Advisory Committee. He is on the board of directors of Grocery Manufacturers of America and is chairman of its Southern Merchandising Committee. He is former president and now chairman of the board of the



Lloyd Skinner receives the Mercian Medal Award from Sister Mary Patricia Wathen, RSM, President, College of St. Mary, Omaha. At right is Donald R. Keough, vice president—marketing, the Coca Cola Company, Foods Division, Houston, Texas, who gave the principal address.

National Small Business Association. He currently serves on the National Marketing Advisory Committee for the U. S. Department of Commerce.

Other Activities

Other activities have included Omaha Civic Opera Society board 1959-1965; president, 1959-1963.

Nebraska Division of National Conference of Christians and Jews, 1957 to present (Catholic co-chairman 1961-66).

Member, Junior Chamber of Commerce, 1940-1949; president, 1949; Distinguished Service Award, 1949.

Senior Chamber of Commerce board of directors 1949.

Alpha Sigma Nu, president of alumni chapter, 1967-68.

Beta Gamma Sigma (honorary), 1967.

Boy Scouts of America—trustee, Mid-America Council.

Nebraska Tax Research, member since 1952; trustee, 1952-1968; advisory board, 1968.

American Legion member since 1947. Commander of Omaha Post No. 1, 1954.

Trustee of the Nebraska Council on Economic Education.

Trustee, National Arthritis Foundation, 1968.

Management Ability

Lloyd has the management ability to have developed a fine organization within his company and contributes greatly of his time and talent to the many organizations in his community, state, and industry.

Married to Kathryn Garrett on May 31, 1941, they have four children: James Garrett, Lloyd Edward, Kathryn Louise and Mary Elizabeth.

Here is one of Lloyd Skinner's favorite recipes. It was supplied to food editors in the press kit for the recent New York Press Party.

Spaghetti With Chili Lloyd E. Skinner (Makes 8 servings)

- 2 pounds ground beef round
- 3 tablespoons butter or margarine
- 2 cups chopped onions
- 3 cloves garlic, minced
- 1 can (1 pound, 12 ounces) tomatoes
- 1 cup tomato juice
- 3 tablespoon salt
- 2 tablespoons chili powder
- 1 1/4 teaspoon cumin seed
- 1/2 teaspoon each: cracked bay leaf, oregano leaves, pepper
- 4 to 6 quarts boiling water
- 1 pound spaghetti

In Dutch oven or heavy saucepan, brown beef in butter, stirring frequently. Add onions, garlic, tomatoes, juice, 1 tablespoon of the salt and remaining seasonings; mix well and simmer covered 1 1/2 hours.

Add remaining 2 tablespoons salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander. Serve with chili.

Shield of Good Health

Recommended servings in the Four Food Groups:

Group 1—Breads and Cereals—Four or more servings daily.

Enriched, whole grain or restored breads and cereals; other baked foods made with enriched or whole grain flour; enriched macaroni, spaghetti and noodles.

Group 2—Milk and Milk Products—to drink and in cooking.

Children—2 to 3 cups

Teen-agers—4 or more cups

Adults—2 or more cups

Cheese and ice cream may replace part of the milk.

Group 3—Vegetables and Fruits—four or more servings daily.

Include a citrus fruit or tomato, a dark-green or yellow vegetable, and other vegetables and fruits, including potatoes.

Group 4—Meat Group—Two or more servings daily.

Beef, veal, pork, lamb, fish, poultry, eggs . . . with dry beans, dry peas, nuts and peanut butter as alternatives and for variety.

Plus—Other Foods—to complete meals and to provide additional food energy and other food values.

ASEECO

CONVEYING SYSTEMS

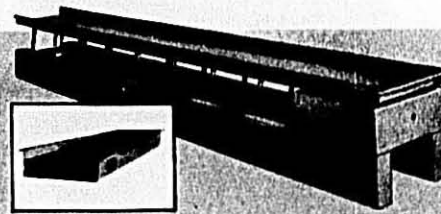
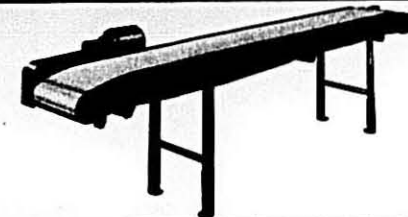
ASEECO LIFTS

SANI PLAS BUCKET

DELRIN ROLLERS

BELT CONVEYORS

A complete line of standard belt conveyors with modern, streamlined frames—sanitary construction and "quick connect sections"—Special features are offered such as: Lorig self-aligning drive pulleys—Powered rotary doffers for wiping belts on return side—Dust tight enclosures—Flat-wire and mesh-wire steel belts. Write for Bulletin CC-10.



VIBRATING CONVEYORS

Ideal for conveying: Cereals • Snack Foods • Powdered Products • Frozen Vegetables • Chemicals • Detergents • Insecticides • Seeds • Macaroni • Flour • Pharmaceuticals • Beans • Rice • Metal Parts • Chips and Scraps. Sanitary Construction for easy cleaning; Capacities up to 4200 cu. ft./hr. Models for screening, dewatering, cooling, heating. Bulletin CVC-10.

ASEECO BULK AND SURGE STORAGE SYSTEMS

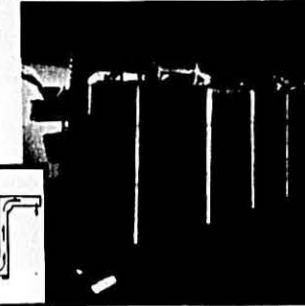
AUTOMATIC BELT STORAGE



For 'Non-Free Flowing' Materials such as: Snack foods, cookies, frozen foods, stringy-wet-sticky and other 'bridgy' items. Capacities up to 70,000 lbs. Bulletin CAC-10.

STATIONERY BIN STORAGE

For 'Free-Flowing' Materials with automatic 'in and out' feed systems, gates, alarm and controls. Capacities up to 120,000 lbs. Bulletin CBS-10.



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**PENETRATING
PEOPLE
PROBLEMS**

A MANAGEMENT SEMINAR

will be held by the National Macaroni Manufacturers Association
at the Hotel Diplomat, Hollywood-by-the-Sea, Florida 33022.

Industry Business Meeting, Wednesday afternoon **January 29, 1969.**

Seminars on People Problems, Thursday and Friday **January 30-31.**

Board of Directors meet Saturday morning **February 1.**

Social and recreational program planned for all three days.

"How individuals react in the business environment depends on how they are treated. . . . Too many companies treat people like commodities, like a certain amount of ore, or raw product."
—Dr. Roy Menninger

Dr. Billy J. Hodge, professor, Management Area, School of Business, Florida State University, says "You must understand human behavior before you apply the techniques of motivation."

You must clearly define the purpose of desired behavior.

You must empathize with the individual.

You must integrate company and employee interests.

You must provide auxiliary conditions.

You must develop a philosophy of motivation."

Two full mornings of round-tables and discussions will help you penetrate your people problems. Dr. Hodge will lead the seminar and bring interesting case studies for you. The U.S. Chamber of Commerce has had him conducting such seminars around the country this year. You are in for a real treat.



Dr. Billy J. Hodge

Make reservations now! Write today to

National Macaroni Manufacturers Association,
Box 336, Palatine, Ill. 60067.



Peter La Rosa

Peter La Rosa, a founder and chairman of the executive committee of V. La Rosa & Sons, Inc., Westbury, Long Island, N.Y., leading manufacturer and distributor of macaroni and other Italian foods, died October 5 of a heart attack at his home.

He was 72 years old.

Born in the Province of Trepani, Sicily, Italy, Peter La Rosa emigrated with his family to the United States at the age of ten. Settling in the Williamsburg section in Brooklyn, his father, Vincenzo La Rosa, established a small grocery store specializing in imported Italian foods. In 1914, Mr. La Rosa and his four brothers founded the macaroni firm of V. La Rosa & Sons. Today it has four factories, several warehouses, and 750 employees.

Throughout his association with the business, Peter La Rosa was in charge of sales and advertising, helping to make La Rosa one of the nation's renowned brand names. He is credited for packaging spaghetti which formerly had been sold loose in bulk.

Mr. La Rosa was president of the company from 1947 to 1961 and has been chairman of the executive committee since 1961.

Always active in civic affairs, Mr. La Rosa was a director of the Pruden-

tial Savings Bank of New York, Wyckoff Heights Hospital in Brooklyn, and was on the governing board of the Italian Board of Guardians. He was a member of the Garden City Country Club. He served on the Board of Directors for the National Macaroni Institute and was President of the National Macaroni Manufacturers Association in 1954 to 1956.

In his administration, there were great problems with the durum supply because of 15B rust. He represented the industry in contacts with Government officials and in establishing communications with the durum growers. The National Macaroni Institute made a great progress during his term of office.

Surviving are his widow, Mildred; two daughters, Mrs. Josephine Cuneo and Mrs. Eleanor Lalena; two brothers, Stefano, chairman of V. La Rosa & Sons, and Filippo, vice chairman of the corporation, and five grandchildren. The other founding brothers of the company were the late Pasquale and the late Frank La Rosa.

Make the Most of Meetings

How many meetings do you attend? Chances are that you, like most businessmen, go to dozens of them — or more.

The conference, the convention, the seminar have become part of American business life. Yet many executives do not get full value from the time they invest in them.

Here are ten ways to make that conference pay off:

1. Decide exactly what you expect to get from the meeting—contacts, information, new business.
2. Check with colleagues, superiors and subordinates before you leave. Each may have an assignment or suggestion helping to expand the scope of your trip.
3. Be sure to register officially and early so that your name appears in the directory. It lets people know you're there and where to find you during the conference.
4. When you make your travel and hotel reservations, plot out a series of time slots. They could coincide

with idle periods or breakfast or luncheons. Then phone or write ahead to persons you would like to see and reserve a slot for them.

5. At working sessions, be sure to make notes on points with which you disagree as well as agree. In participation sessions, be sure to contribute constructive ideas, not just disagree or agree.

You can report something you know from experience.

You can inquire in order to have someone else help broaden your knowledge.

Direct your remarks to issues, never at individuals.

6. Be sure your contacts beget other contacts.

Meet men from other companies, including competitors, and from other industries. Seek out men with specialties other than your own. If you're an accountant, meet engineers. If you're a salesman, meet personnel people.

Your own breadth as a manager results from developing yourself in work disciplines other than the one you know best.

7. Renew acquaintances and mend fences.

Set a minimum contact quota—perhaps five or ten persons with whom a cordial exchange may be all that is necessary.

8. Pick up material and releases that might be available.

Many of these stories never get into print because they are competing for space with current events. For you, the full treatment of the material may be available nowhere else.

9. If a report to your office is desirable, "do it now," even if you only scribble a few sentences.

Conference notes and thoughts cool off very fast after you travel home and are soon blotted out by the problems which piled up in your absence.

10. Write to people whose cards you collected at the conference and to speakers from whom you would like full texts. Often your letter will be moved on to their company's sales, purchasing, traffic or research department and blossom into profitable contacts.

Keeping the "go" in go carts



Perfect packages. All day long. Day after day. That's what keeps your profit pipeline filled and Triangle knows it. And the reason we're moving fast. In areas like solid state control. Making our bag machines and scale systems run long and strong with less time out for adjustments and maintenance. Enabling you to maintain the performance production demands with utmost accuracy and speed. We can perform for you. For details write, Triangle Package Machinery Co., 6654 W. Diversey Ave., Chicago, Ill. Phone (312) 889-0200.

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Bag machines • Scale • Fill equipment
• And related high performance packaging systems

NO ONE OF US
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AND ALL OF US
ARE EVEN
SMARTER

WHEN WE USE
EACH OTHER'S
TALENTS!



Donald G. Fletcher

Donald G. Fletcher, agricultural consultant to the Rockefeller Foundation and former president of the Crop Quality Council, died Oct. 14 in Minneapolis.

Fletcher devoted a lifetime of service to U. S. agriculture and to the industries concerned with it, from 1923 when he began his career as executive secretary of the Conference for the Prevention of Grain Rust until his official retirement as president of the Crop Quality Council in December, 1965.

Since then, he had become increasingly active in encouraging international agricultural development through his assignment with the Rockefeller Foundation. Last April Fletcher completed an 8-week round the world survey of agricultural research and food production efforts in India, Pakistan, and the Philippines.

Fletcher recently received recognition for his contributions, in late August, when he became the 13th recipient of the Elvin Charles Stakman Award, named for Dr. E. C. Stakman, internationally known rust control expert. The award recognized his efforts in aiding agricultural research in the United States, Canada and Mexico, and for his vision in establishing a pioneer winter grain increase program in Mexico in 1954. He was made a Fellow of the American Society of Agronomy earlier.

Years of quiet effort by Fletcher gained him widespread recognition and respect. He received an honorary Doctor of Science Degree from North Dakota State University in 1959, and the University of Minnesota's Outstanding Achievement Award in 1966.

Fletcher was born October 4, 1898 in Brooklyn Center, Minnesota and grew up in St. Louis Park. He was active in

civic affairs and served the St. Louis Park school board as a member and as a chairman for a number of years.

He is survived by his wife, Winifred, a son Bruce, and two daughters, Mrs. Samuel Moorhead and Mrs. Herbert Davis, all of the Minneapolis area, and his sister, Mrs. Richard Murrell, Santa Clara, California.

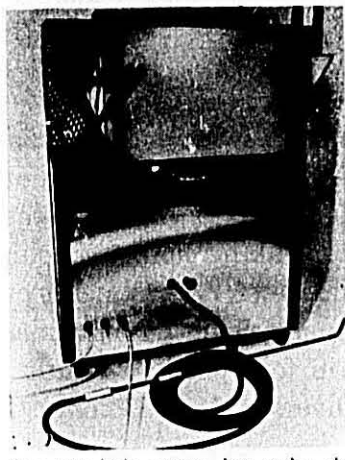
High Pressure Hot Water Washer

Commercial Mechanisms, Inc. presented its new high pressure hot water washer at the National Truck, Trailer & Equipment Show in Los Angeles. The washer is a compact combination of water heater mounted above the high pressure power package.

Method of Operation

A high pressure water pump delivers 3 GPM at 700 PSI and pumps nothing but cold, clear water. The high pressure chemical injection system pumps a choice of alkaline, caustic, solvent or acid products into the pressure line after it leaves the hot water heater. This unique injector automatically flushes clean during each rinse cycle. This washer has a hot or cold solution selector, a multi-chemical selector, and features a slide out power package for easy accessibility.

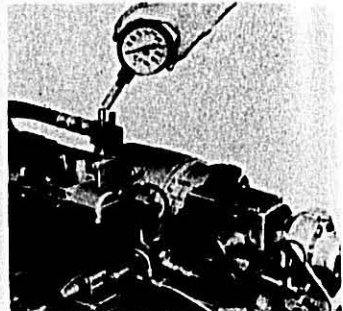
CMI claims this new workhorse will revolutionize washing of vehicles and equipment as well as almost any conceivable high pressure inplant cleaning problem. Commercial Mechanisms' factory is located at 7400 Birmingham Road, Kansas City, Mo. and their national sales office is 6075 Roswell Road, Atlanta, Ga.



This new high pressure hot washer developed by CMI is a compact combination of water heater mounted above the high pressure power package.

Reddy-Chek for Pressure Systems

An ingenious device for checking pressure systems is being marketed by Womack Machine Supply Company, 2010 Shea Road, Dallas, Texas. The device, being sold under the trade name of Reddy-Chek, is designed to check pressure systems quickly, without tools, to bleed air at high points in a system, and to test for pressure drops.



The device, originally developed for use in the oil industry, eliminates many of the hindrances of any pressure system requiring a number of gauges to be permanently installed. Such gauges are subject to vibrating pulsations which cause inevitable deterioration and subsequent gauge malfunction.

The leak tight device is designed to function with any pressure or vacuum gauge with a 1/4 inch pipe thread, and its uses are unlimited where pressure is utilized in air, gas, vacuum, chemical and hydraulic systems.

To operate the device, pressure taps are installed into pipe tees or elbows by drilling and tapping or in fluid power component gauge ports. Gauge adapters can easily be pushed on multiple pressure tap outlets by hand, testing from full vacuum through 5000 p.s.i. pressure. With the installation of the device permits spot check air bleeding and testing for pressure drops, without the conventional drawbacks of shutting down the entire system, uncoupling pipes or installing test gauges. Such activity in the field is impractical, but with Reddy-Chek and with taps installed in systems, checking is simple and fast.

According to Womack spokesman, many manufacturers are installing taps for the use of the checking device in original equipment, making it easier for both the customer or factory service men to quickly check out the system.

The new instant check-out device is fast, accurate, and inexpensive. It quickly locates pressure trouble, saves gauges, and prevents costly production downtime.



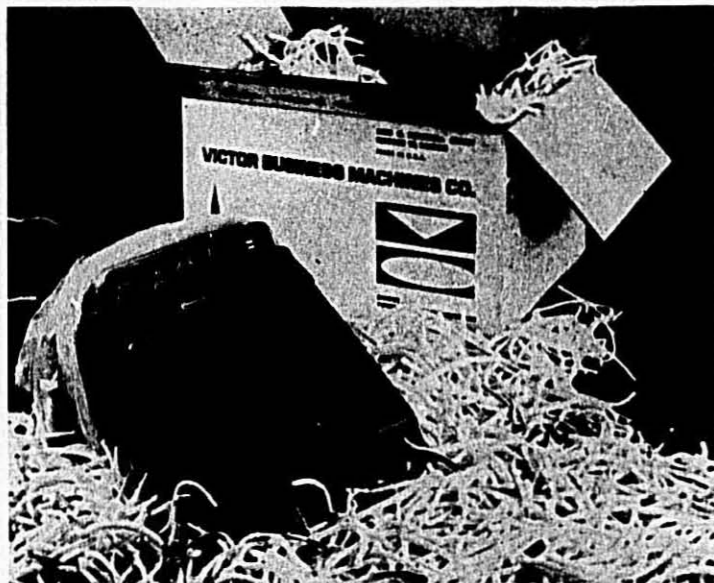
Happy Holidays



North Dakota Mill and Elevator

GRAND FORKS, NORTH DAKOTA PH. 772-6641

DURUM DIVISION



Attention to Packages Pays Profits

No segment of a successful business operation is too small to examine closely, whether it be designing the right product, the right package for that product, or ways to save money in shipping the product.

Emphasis on such details and on over-all teamwork have helped Victor Comptometer Corporation grow from an obscure firm with eight employees and one product in 1921, to a multi-product corporation with a sales volume approaching \$150 million.

Attention to Detail

Even with sweeping growth changes, full attention to every detail is still insisted upon. Packaging of the company's sturdy machines is a good example of this. With an experienced packaging force, Victor keeps a close watch on the condition of its products in shipping and on packaging costs and shipping charges.

With the introduction of a new calculator line in August, 1962, Victor packaging engineer Kurt Faust decided a new shipping package was needed. He studied a number of approaches and tested each with varying success. Test shipments showed that control key covers were being jarred off in transit. "Our conventional packing (die-cut corrugated base inserts and folded hold-down pieces) just wasn't good enough.

Trial and Error

"We tried molded foam pieces," Faust continued, "but even these were

not the answer. Finally, we decided to investigate polystyrene foam strands marketed in our area by General Box Company. This plastic loose-fill material resembling spaghetti is called Pelaspan-Pac expandable polystyrene strands and is six times lighter than conventional loose-fill packing material."

Faust tested this material by shipping machines from Chicago to New York and return. The new package using Pelaspan-Pac proved less expensive and more efficient, a rare combination in any product or process improvement. Vibration and drop tests confirmed the shock absorbing qualities of the new material.

Questionnaire

"The real convincer came from a survey we made. Over a thousand questionnaires on the condition of the calculator upon reaching its destination were received from dealers and sales offices throughout the country. These offered conclusive evidence we had found a better packing material."

Of 1,550 machines shipped, Faust found that only 1 1/4 per cent of the machines lost their key buttons in the new package, a substantial improvement. Also, damage to the attractive painted surfaces of the machines was reduced, with realized savings of 23 per cent in packaging costs and three cents per unit on freight cost.

Today, Victor still uses this material for protective loose-fill packing for more than 50 per cent of its machines, although other methods have been test-

ed. General Box Company supplies more than 1,000 cu. ft. a week of expanded Pelaspan-Pac from polystyrene strands to Victor. This product is provided in 10-pound polyethylene bags, each holding approximately 20 cu. ft.—enough to package about 40 of Victor's smaller machines.

More Warehouse Space

Another advantage: warehouse areas formerly set aside for the storage of conventional loose-fill packing materials have been restored to productive purposes.

Victor considers the use of Pelaspan-Pac as a good example of the attention the company pays to every aspect of its business, to quality products and to good economics.

Improved Cyclone Collector

A cyclone dust-particle collector with "new dimensions"—literally—has larger capacity, greater efficiency, smaller size and lower cost, reports Fisher-Klosterman, Incorporated, Louisville, Ky.

The new cyclones are particularly effective in collecting granary and chemical dust and food particles in the milling, chemical, food, drug and fertilizer manufacturing and bulk handling industries.

They can be produced at a cost ranging from 7¢ to 15¢ per cubic foot per minute of capacity—depending on size—as compared with conventional cyclone costs of 12.5¢ to 20¢ per cubic foot per minute of capacity.

Analysis Paid Off

The improvements result from new physical dimensions and proportions obtained in a recent engineering analysis of cyclone principles. The new "XQ Series" units have yielded significant improvements in collection efficiency with only half the size and weight formerly used.

The conventional cyclone collector called upon to handle 5000 cubic feet of gas per minute at a pressure drop of 4.6 inches is 6 feet in diameter, 13 feet tall, and weighs 590 pounds. The new high capacity "XQ" model that does the same job measures only 3 feet in diameter, 12 feet tall, and weighs 325 pounds.

Smaller Particles Collected

In still another dimension, the new series excels by collecting particles 25% to 50% smaller than cyclones of comparable capacity under similar operating conditions. For example, in one instance the critical particle size (at which 100% collection efficiency is ob-

tained for a conventional cyclone was 24 microns—whereas the comparable XQ collector showed 100% collection of particles down to 18 microns.

Improvements in this direction have added from 2 to 10 percentage points to efficiency ratings of the new collectors.

Brochure Offered

Features and specifications of the new "XQ" series are described in a new brochure (217-C) now available from Fisher-Klosterman, 2901 Magazine, Louisville, Kentucky 40211.

Betty Crocker News

General Mills announces the introduction of a unique new magazine column—"Betty Crocker—News from General Mills."

Constructive Dialogue

Designed to be a bridge from General Mills to the consumer and back again, this monthly column plans to talk with women through Betty Crocker. Using Betty Crocker as a spokesman, the column is designed to aid in establishing constructive dialogue with today's American consumer. The Betty Crocker column will talk about some of the things women are interested in—packing, labeling, budgeting—as well as the latest news on foods and new products.

Helpful Hints

The Betty Crocker column will bring together in one spot the entire wide-ranging General Mills family of products—from cereals to casseroles, from snacks to puddings, from cookbooks to toys. It will feature new products as fast as they arrive on the grocery store shelves. And it will be sparked with helpful hints and service ideas that homemakers are certain to use and appreciate. All this from one of today's foremost and trusted names in food—Betty Crocker.

National Magazines

This informative, four-color column will appear monthly beginning in the October issues of McCall's, Better Homes and Gardens, Woman's Day, Ebony and Good Housekeeping magazines. "Betty Crocker—News from General Mills" will appear in Sunset Magazine in black and white.

The advertising agency is Knox Reeves of Minneapolis.

Household Hint

Store fragile noodles in a three-pound coffee tin with a plastic lid. From Mrs. John Pangia, West Sayville, N.Y.

Wet Scrubber Dust Collector

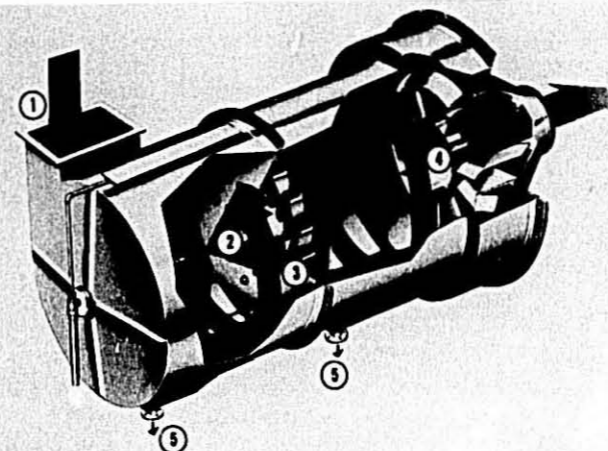
A new wet scrubber with patented curved venturi blades which promote higher collecting efficiency has been developed by Carter-Day Company of Minneapolis, Minnesota, a manufacturer of air pollution control equipment and systems.

The cost of the machine—called the Carter-Day Vortex Venturi Wet Scrubber—is 50 per cent below that of dry filters per cubic foot of air (CFM) processed, the company said. It also pointed out that the machine is ideal for wet, oily or sticky dusts, high temperature operations or where total product recovery is not required.

The advantage of the curved venturi sections is that the dust-bearing water enters the separation with a twisting, vortical action which provides greater scrubbing contact and high dust collecting capacities, the Company said.

According to Carter-Day engineers, in the overall operation of the unit, dust-laden air enters the first chamber tangentially where it is mixed with water spray and receives a twisting motion which separates coarse dust particles. The airflow then enters the second chamber (the separator drum) through the patented curved venturi blades which accelerate the velocity and provide additional vortical action.

It is the accelerated vortical action which develops more efficient scrubbing contact, and eliminates the need for auxiliary cyclone separation. After the airborne droplets are separated, the washed air enters the outlet cone where it is discharged.



Vortex Venturi Wet Scrubber. Dust-laden air enters the first chamber tangentially (1) where it is mixed with water spray (2) and receives a twisting motion to separate coarse dust particles. The airflow enters the second chamber through curved venturi blades (3) which accelerate the velocity and provide additional vortical action. After airborne droplets are separated, washed air goes through the outlet cone (4). Process water is discharged through drains (5), and can be recirculated or piped directly to a disposal area.

Process water can be collected in a settling tank underneath the scrubbing unit, from which it can be recirculated; or it can be piped directly to a disposal area.

The new unit will be available in three sizes and 13 models, with capacities ranging from 2,800 to 33,000 CFM of air. Options include the settling tank, a sludge ejector, recirculating pump and fans.

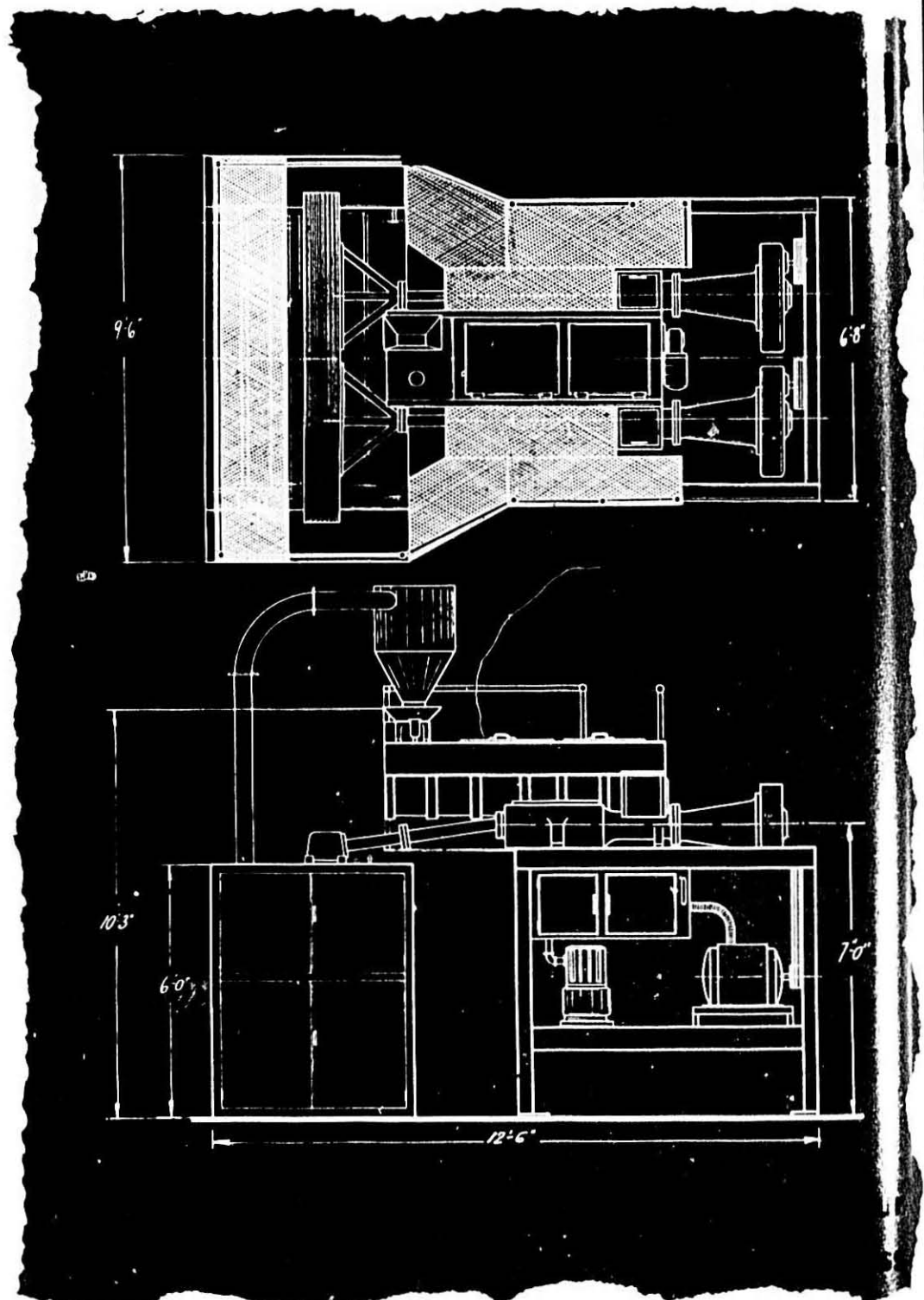
Further information about the Carter-Day Vortex Venturi Wet Scrubber is available in Bulletin VVS-1 from Carter-Day Company, 655 Nineteenth Avenue N.E., Minneapolis, Minnesota 55418. Carter-Day is a subsidiary of Hart-Carter Company, Minneapolis.

Water Economizer

A new revised bulletin describing the full line of Water Economizer cooling and recirculating units is now available from Mayer Refrigerating Engineers, Inc., Lincoln Park, N.J.

The Mayer Water Economizer is a complete evaporative type water recirculating system that reclaims and re-cools process water by recirculating it through an evaporative type force draft cooler. The Water Economizer reduces water consumption by 87%, provides precise temperature control of the process water and makes possible increased quality control in the processing operation.

Bulletin WE-3D describes the construction and operation of the unit. It also contains a photograph and cut-away drawing and basic specifications for the 33 models currently available.



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Egg Price Forecast

The Poultry Survey Committee meeting recently in Chicago made the following prediction:

"Egg prices for the twelve months beginning Oct. 1, 1968 are expected to average 5¢ per dozen above preceding 12 months. During the fourth quarter 1968 the U.S. farm egg prices are expected to average about a dime a dozen above the previous year. This can be translated at \$3.00 per case or 8¢ per pound on liquid whole eggs, or 32¢ per pound on dried whole eggs. In the first quarter of 1969, these prices will likely average about 8¢ per dozen or \$2.40 per case above the same quarter of the previous year. During the second quarter, prices are expected to average about 4¢ per dozen or \$1.20 per case over 1968; and the last quarter will probably average about 2¢ a dozen or 60¢ higher.

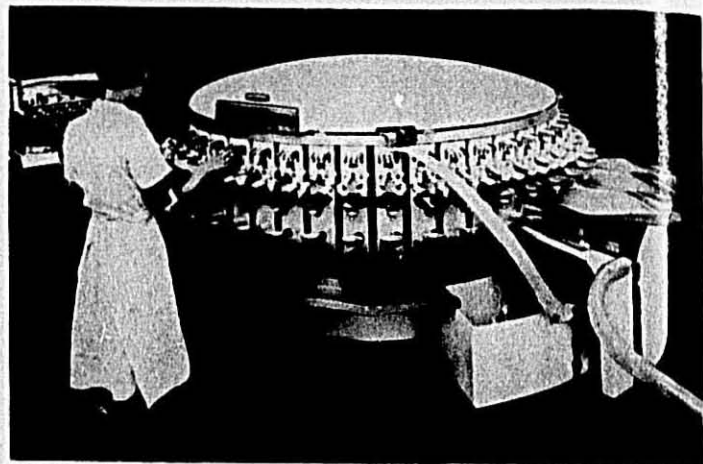
"The layer flock is expected to stay under year-earlier levels until the third quarter of 1969. The rate of lay is also expected to average under the same months of the previous year until mid-1969."

The Committee's batting average on forecasting has been pretty good in the past.

Egg Prices Somersault

September saw one of the most dramatic price turnarounds in shell egg history, as shell egg prices in Chicago advanced from an August low of 33¢ per dozen to a September high of 53¢, reported Henningsen Headlines.

Erosion of prices during the month to 43¢ helped regain and improve consumer purchases of eggs, reports the V. Jas. Benincasa Company newsletter.



New Egg Breaker-Separator

Diamond Automation, Inc., Farmington, Michigan, has introduced the Page Systems Egg Breaker-Separator.

The machine was shown for the first time at the International Poultry Industry Exposition in Chicago early in September.

The new Page Systems Breaker-Separator is specifically engineered for high yield and low maintenance, and incorporates several unique self-cleaning features.

The machine breaks any size egg, from peewee to jumbo, without adjustment, and at speeds up to 43 cases per hour.

Rate for breaking and separating is up to 35 cases per hour. Independent lab tests show a yield of 45-46 per cent solids.

Ruggedly built for minimum maintenance, the machine has 42 independent breaker heads that operate without complex electronics. Breaking and clip-

ping are entirely automatic. The special design of yolk cup and white clipper tray assures dry yolks.

Each breaker head features a signal system by which the operator can easily activate the machine to deposit rots, blood yolks, mixed egg and dark yolks into proper discharge trays. The same signal also starts clean-in-place operation of the individual head. If the operator rejects a rot, for example, it's immediately dumped, never carried over edible product. The entire head is automatically sent through a detergent wash, plus clear, sanitizing, and final rinses without interrupting the production cycle.

Two additional self-cleaning processes are also a part of the machine:

The automatic operational wash feature allows the operator to send all breaker heads through the final rinses without interrupting production.

And at the end of the production day, all heads can be sent through both washes. No parts need to be removed for cleaning.

Additional information available from Diamond Automation, Inc. 3400 Haggerty Road, Farmington, Michigan 48024.

Poultry and Egg Research Considered

The Institute of American Poultry Industries' Research Council, meeting in Chicago, cited 40 areas of research that can be helpful to the poultry and egg industry, with special emphasis on five:

- Treatment of waste water;
- Leukosis;
- Salmonella;
- Microbiological procedures;
- Physical and chemical composition of eggs and poultry.

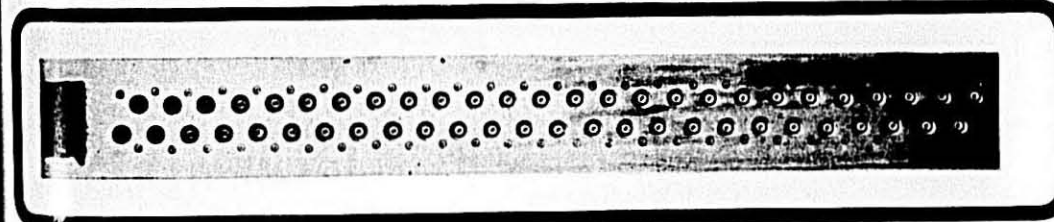
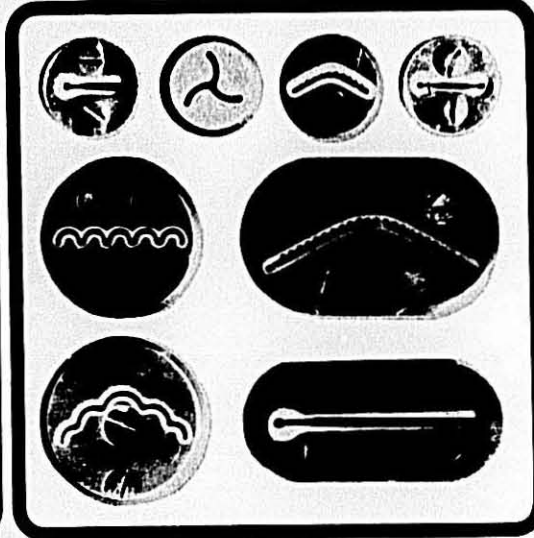
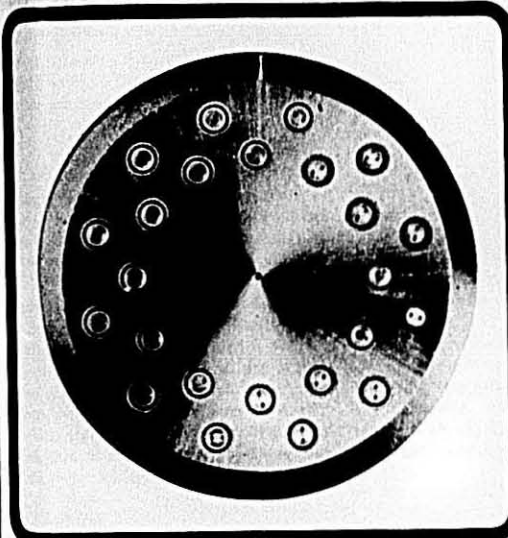
(Continued on page 32)

Government Egg Reports

U. S. Cold Storage Report		Oct. 1, 1968	Year Ago	5 Yr. Average
Shell Eggs (Cases)		146,000	253,000	187,000
Frozen whites	Pounds	10,616,000	10,760,000	17,382,000
Frozen yolks	Pounds	22,310,000	23,352,000	22,678,000
Frozen whole eggs	Pounds	62,819,000	64,352,000	48,691,000
Frozen unclassified	Pounds	5,096,000	2,227,000	2,017,000
Frozen Eggs—Total	Pounds	100,241,000	99,991,000	90,768,000
Crop Report (48 States)		Sept. 1968	Sept. 1967	
Shell eggs produced		5,409,000,000	5,596,000,000	
Average number of layers		310,700,000	317,418,000	
Average rate of lay		17.46	17.63	
Layer Report:		Oct. 1, 1968	Oct. 1, 1967	
Hens and Pullets of Laying Age		312,586,000	321,648,000	
Pullets not of Laying Age		69,180,000	77,450,000	
Total Potential Layers		381,766,000	399,098,000	
Eggs Laid per 100 Layers		58.0	58.2	

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DIES IN TEFLON WITH INTERCHANGEABLE ROUND AND AT OVAL SECTION ELEMENTS

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Egg Research—

(Continued on page 30)

The Council includes 68 scientists from industry, universities, and government agencies. Its recommendations will be presented to poultry, food science, and extension departments of state universities and to industry laboratories, as well as to appropriate government advisory committees.

Dr. L. E. Dawson, Michigan State University, compared the Council's recommendations for research needed by the egg and poultry industry with those made by the government's advisory committees on research and also with active USDA projects.

Dawson's study shows that the Institute's recommendations have been a prime source for the advisory committees' recommendations.

He pointed out that the Institute has consistently recommended research related to public health.

Reviewing what is currently known on Leukosis, Dr. Morris Cover, Ralston Purina Company, told the scientists he is optimistic that practical measures can be developed to control it.

Reporting on USDA's salmonella surveillance study, Dr. Paul Elliott, technical services division, Consumer & Marketing Service, said the information they have compiled indicates

that chlorine kills salmonella in the chill water, which means that the washing and chilling process does not result in cross-contamination.

Glen Shaw, Purifications Sciences, explained the operation of ozone systems designed to treat 100,000 gallons of industrial wastes. He said the systems are currently being tested by his organization in pilot installations.

Dr. Hans Lineweaver, Western Regional Research Laboratory, presided at the meeting in the absence of Barde Rogers, Armour and Company, director of the council.

Institute President Harold M. Williams and Margaret Huston, scientific director, credit the Council with stimulating research that has resulted in much of the industry's progress.

Tranin Technical Director

Tranin Egg Products Company of Kansas City has announced the appointment of Dr. H. E. Newlin as technical director. He will be in charge of Tranin's endeavor toward a widening line of quality products based on eggs. Dr. Newlin was formerly with Midwest Research Institute, has industrial experience with General Goods Central Laboratories, did graduate work at Cornell University.

Tranin Tie-up

The Tranin Egg Products of Kansas City, Missouri is a division of the States Cold Storage Corporation. Founded in 1919, it has complete storage facilities strategically located in Philadelphia, Peoria, Kansas City, Omaha, Carthage, Missouri, Detroit, Worth Dallas, San Francisco and Honolulu. As "guardian of the nation's food" it stores everything from beef, poultry, eggs, and pork products to fruits and vegetables.

These facilities aid Tranin in the quality control of liquid eggs as they go directly to the drying rooms for all egg solids.

Bug Book

A comprehensive reference book on industrial insect pests and how to control them has been published by West Chemical Products, 42-16 West Street, Long Island City, N.Y. 11101.

Entitled "The Bug Book," the twenty-eight page manual illustrates and describes a total of 35 of the common insect pests and gives data on the most effective means of controlling each. These include such widespread vermin as cockroaches, bedbugs, flour and carpet beetles, stored product and fabric moths, silverfish, booklice, and others.

ADM Product Wins Prize

Arthur Daniels Midland Company won first prize for food research at the International Food Products Exhibition in Paris, France with their new product, TVP textured vegetable protein.

TVP is high in protein nutritional quality. It is available in various forms and flavors, including beef, pork, ham, bacon, pepperoni and chicken as well as nut and fruit flavors.

A dry product, TVP can be stored for long periods without refrigeration. When hydrated, it becomes tender and chewy.

Gioia Sues Vimco

Gioia Macaroni Co. has filed a suit seeking \$1,690,000 in treble damages from Viviano Macaroni Co., Carnegie, Pa., on charges that Viviano engaged in unfair competitive practices in sales to the Loblaw food chain. According to the Gioia suit, filed in federal district court in Buffalo, the company sustained a loss of \$546,688 as a result of the Viviano practices during the 1963-66 period.

The Gioia suit claims that it experienced a steady decrease in volume as a result of the Viviano practices to the point where it made no sales to Loblaw in 1967.



Presenting the grand prizes for the biggest sales. Left to right, Ralph Knapp, president, Knapp Sales Company, Inc., Birmingham, Ala., and John Marchant, southeast division manager, Grocery Store Products Company, Atlanta, Ga., receiving their tickets to fly with their wives to Europe. The tickets are being presented by Donald N. Givler, president, Grocery Store Products Company, manufacturer of various foods, as R. E. Shepherd, vice-president—sales, looks on. The presentation took place at the headquarters of the food company at West Chester, Pennsylvania. Ralph Knapp, who will be accompanied by his wife Kitty, won the broker's contest in the 1968 National Kitchen Bouquet sales contest in conjunction with National Barbecue Month. John Marchant, who will be accompanied by his wife Betty, won the division manager's contest in the same promotion.



A MOSTACCIOLI CHRISTMAS and A HAPPY NOODLE!

from the Macaroni Journal Staff

Robert M. Green, Editor
Vera Ahrensfield, Advertising
Lorraine Amtmann, Circulation
Jean Bowen, Educational Materials

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EST. 1920

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Eggs Like Grandma Used to Break!



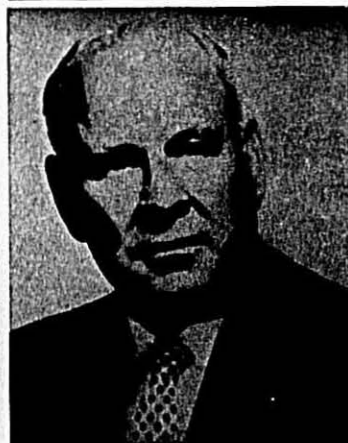
Egg Solids Frozen Eggs
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George N. Kahn

SMOOTH SELLING®

by George N. Kahn

LEGITIMATE BUCK PASSING

This is No. 46 of 48 sales training articles.

panies are full of specialists who will lend their talents to a salesman in need. Better answers mean bigger and better orders.

Don't Hide Weakness

A salesman often bulls his way through a question because he's afraid to admit that he doesn't know the answer. He won't concede that someone may know more about the matter than he does. The result is that the prospect sees through his smokescreen and the order goes down the drain.

Who says that a salesman must be expert in everything? How can he be expected to have professional knowledge of all phases of production, finance, etc.? His basic skill is selling, not engineering.

A doctor will readily call in another doctor for consultation and advice on a case. A lawyer seeks other legal opinion. Even engineers pick the brains of other engineers. Why shouldn't salesmen do the same?

Too frequently the salesman is ashamed to admit that he's weak in certain areas. He hates to admit that someone else might know more than he does.

One salesman who was not afraid to reveal his ignorance was Larry Sough-ton, who represented a manufacturer of engineering equipment. An installation by his firm involved an order running into thousands of dollars.

Now Larry was the holder of a degree in mechanical engineering and knew a great deal about his product. But he didn't know everything. When an engineer goes into sales, he inevitably falls behind in the latest methods and developments in his profession. He cannot be expected to keep up with them and sell also.

One day Larry was in a crucial conference with a buying committee composed almost entirely of engineers. At stake was a \$300,000 contract.

He was handling himself well until one man threw him a highly complex question. Larry knew he could give a general answer to the query, but he also knew that a specific one was needed.

Larry made his decision instantly. "Gentlemen," he said, "I can try and answer this question, but it would not be satisfactory to you. We have a man in our company who probably knows more about this application than anyone else in the country. I would like him to answer the question."

The committee agreed and Larry got on the phone. He got the engineer, fed him the question and then handed the receiver to the buyer who had asked it. In five minutes the latter had all the information he required. Larry got the order that same day. Later he was told by a member of the buying committee:

"If you had tried to bamboozle your way through that question, we would have dismissed you."

Larry remains a top salesman because of his knowing when to ask for help.

Look It Up

Perhaps you are working for a small company that doesn't have an array of experts to pull your chestnuts out of the fire.

Then you'll have to do it yourself. For this you need time. If, during an interview, you're stumped by a question, ask for a "recess" so you can dig up the answer.

You'll find that the prospect won't mind waiting a day or two. He would rather wait for a right answer than have a wrong one dished up on the spot.

Go to a good source of information and collect all the facts and data you need. The source may be company literature, industry publications or perhaps an authority in the field.

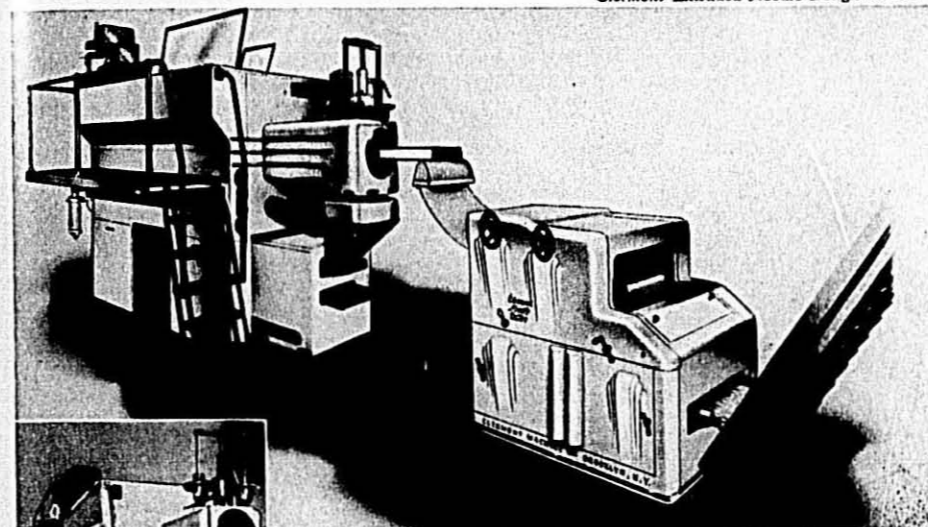
When you have gleaned the material you need, present it at another face-to-face interview. A phone call is a poor substitute in this case. Your facts will not register at long distance as well as they will in a personal meeting. Then too, buyers are apt to forget information they receive via telephone.

There is another factor involved here: An interview carries more weight and dignity with the prospect. It has an

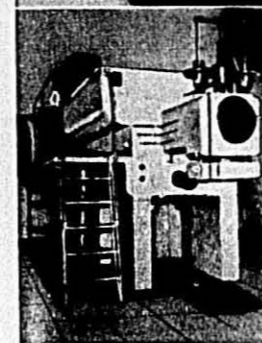
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Clermont Unique New VMP-3 Extruded Noodle Dough Sheeter-1600 Pounds Per Hour

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.



VMP-3 with short cut attachment.

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- L**arge screw for slow extrusion for better quality.
- E**ngineered for simplicity of operation.
- R**ugged Construction to withstand heavy duty, round-the-clock usage.
- M**atchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.
- O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.
- N**ewly designed die gives smooth, silky-finish, uniform sheet.
- T**otally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

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PASSING the buck" is a term that has an unfavorable connotation in the English language. We use it to mean the avoidance of a responsibility by shifting it to others.

In selling, however, buck passing is a technique that can be profitably used by the salesman.

Many salesmen feel under strict obligation to reply instantly to any question from a buyer. Some answer must be blurted out even if it is the wrong one.

This is fallacious thinking. There are times when you should stall your questioner until you can give him a proper answer. You don't have to answer every question on the spot.

Get Expert's Opinion

A salesman, in his desire to please a customer or prospect, will often render a "curbstone" opinion on some query. He has a passing acquaintance with the subject and replies on the basis of his slight knowledge. He usually fills in the gaps out of his imagination. Or to put it another way: he bulls his way through.

This is a pointless rigamarole. He can get a qualified answer from an expert in his own organization if he'll just take the trouble.

What's wrong with saying to a prospect:

"Mr. Brown, your question on specifications is a good one. I have part of the answer but there is someone in our firm who is an expert on this matter. If you'll let me make a collect call on your phone, perhaps I can get him right now and you can talk to him directly."

The salesman is passing the buck but he is passing it to the right person. Why should he give a fragmented answer and risk losing the sale when he can draw on an engineer or other expert to give an educated reply? Com-

Buck Passing—

(Continued from page 34)

air of importance and gravity that a phone call can never have.

John Riley, a packaging machinery salesman, got some of the largest orders in his industry by his dramatically staged presentations.

One a prospect asked him for additional facts about a particular piece of equipment.

"I'll have the dope for you in two days," John promised.

Two days later John phoned the buyer and requested an interview to give him the information. The salesman also asked for a room in which to make a supplementary presentation. The prospect was puzzled but agreed.

John arrived with a crew of technicians and a truck which contained the equipment. It was set up in the reserved room and John answered the additional questions by application on the machine. He got the order a few minutes later.

Is It Stalling?

A salesman must be on guard against the prospect who requests more information as a means of delaying a decision. He may be a chronic fence straddler or he may have to get the okay of higher authority. In any case, he hides behind a barrage of seemingly irrelevant queries while he decides his next move.

This poses a ticklish problem for the salesman. He can't accuse the man of stalling. Still he should try and ascertain the underlying reasons for the questions. He might tactfully suggest, for example, that the prospect bring in others for the presentation. Or the salesman may volunteer to appear before the president or anyone else.

Sometimes it's a good idea to be forceful as a means of making up the buyer's mind for him.

"I'm sorry, sir," the salesman might interject, "but these questions are not pertinent. If you'll tell me really what's on your mind, I'll try and clear up the problem."

Such a remark is likely to have enough shock value to close the deal. In fact, it has done just that with me on a number of occasions.

Bring Expert Along

Some salesmen would rather walk barefoot over hot coals than let someone accompany them on a call. Yet they are missing a great opportunity to lift their sales and their prestige.

Some of the top producers in the country have taken a company expert

along on a sales call to help explain a particular application.

If you are going to face a tough buyer who will demand answers you don't have, take along some support. This may be in the form of your sales supervisor or an expert in your firm. This is particularly good insurance on a big order.

The prospect will think more of you, not less for deferring to others. As I said before, a salesman can't be expected to know everything. There is a vast storehouse of brains and know-how in your firm; why not use it?

There is an added dividend in bringing superiors or engineers to the interview. The prospect is flattered by the attention and is much more likely to buy. The good will potential is enormous.

A salesman friend of mine, Ed Ferriss, once took along two vice presidents and his sales manager on a call. Said Ed.

"I could never have wrapped up the order alone. I had been trying for weeks. Our little delegation was the ice breaker. The guy was really pleased to be the focus of so much attention by top brass. He was almost afraid not to buy."

This situation can be worked in reverse by inviting the prospect to visit your plant if its convenient. This also establishes good will and is a technique used by leading salesmen.

Ask Questions for Prospect

Some buyers are so inexperienced (or inarticulate) that they don't have any questions to ask—stiff or easy ones. They nod at what you say but you realize it is not registering. This is when you have to supply both questions and answers.

You might say: "Perhaps you are wondering about maintenance, Mr. Smith. I can assure you, etc."

Or you might shower him with a number of endorsements of your product by customers. Some buyers worry about this point but fail to bring it up in an interview.

Don't prolong this one-sided conversation. After you have nailed down the principle points for him, move in and close the sale. An extended monologue by you could have an adverse effect on the buyer. Just steer him in the direction you want him to go. Don't push him.

Warming the Prospect

Some salesmen meet hostility or coolness because they haven't spent any time warming up the prospect. They are barraged with a series of

sharp, almost unfriendly questions.

This can be avoided if you devote a few minutes to creating a relaxed atmosphere. Also let him know that you have all the facts at hand and will not waste his time on non-essentials.

Above all, show him that you want to be helpful. If you seek expert help in your company, let the prospect know that it's for his benefit that you are taking the trouble. Be sure he understands that you want to do everything humanly possible to see that he is treated fairly and fully. Never skimp on services.

If you are asked a question that will take extra time and trouble, never be short or cranky in your reply. It's all in the day's work of a salesman.

Fred Forner, an electrical appliance salesman, once spent two weeks getting certain information for a prospect. And then the latter did not give him an order. But a year later this same buyer called Fred up and asked him to come over. After a 25 minute interview Fred had an order totaling \$70,000.

"I appreciated what you did for me last year. You were unselfish and that's what I like about you." The old saying about bread cast on the waters certainly can be applied to salesmanship.

How good a buck passer are you? This quiz may help you arrive at an evaluation. If you can answer "yes" to at least six of these questions, you are passing with skill.

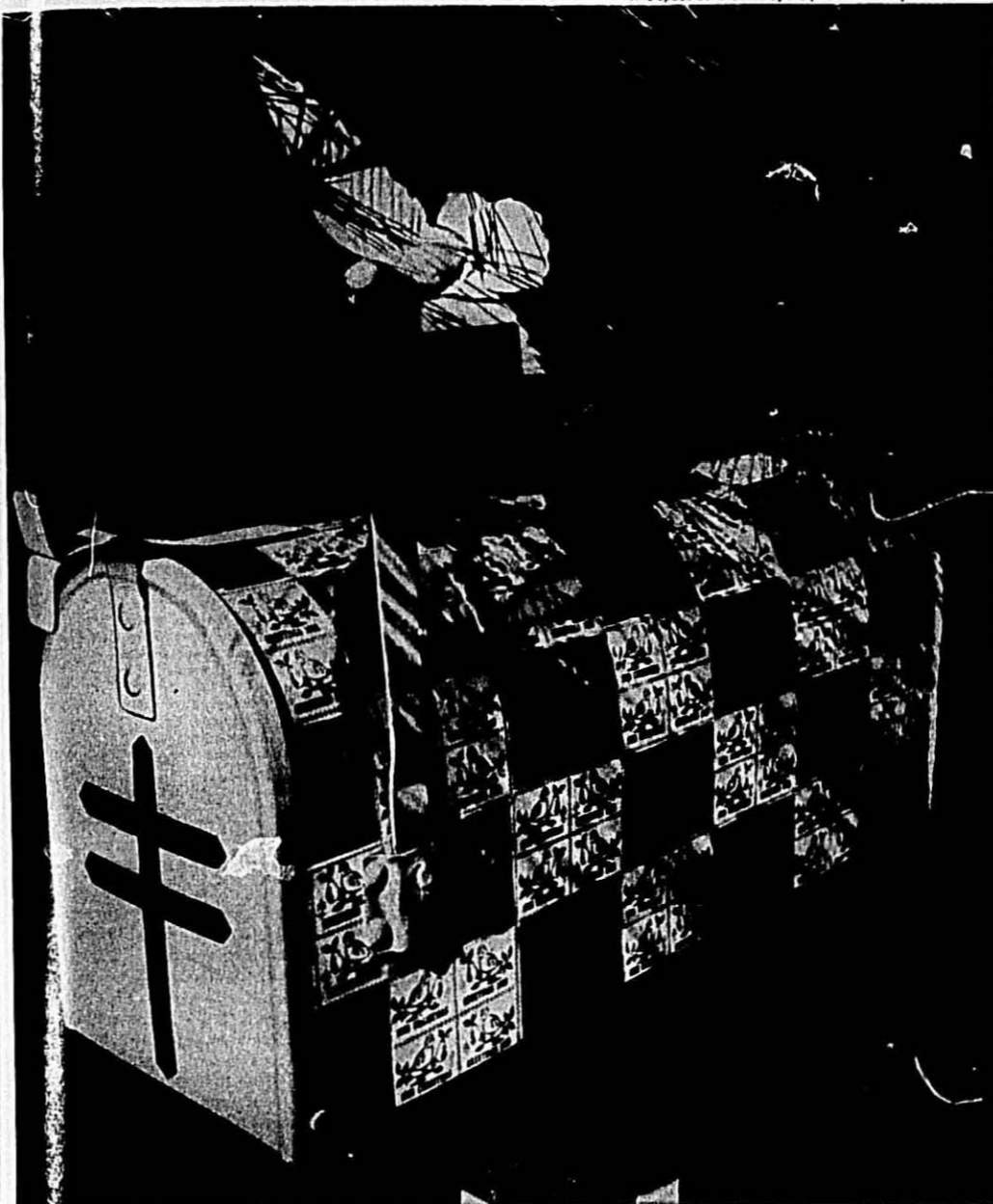
Yes No

1. Do you get experts from your firm to answer questions you cannot? —
2. Are you frank enough to tell a prospect you don't have the answer to a particular question? —
3. Do you sometimes research a question yourself that you can't answer immediately? —
4. Are you aware of when a prospect is asking questions merely to delay a decision? —
5. Do you occasionally take a company expert or an executive along on a call? —
6. Do you ask questions for a prospect when he seems incapable of asking them? —
7. Do you warmup a prospect before trying to close the sale? —
8. Do you let the prospect know that you are thinking of his problem and want to help him? —
9. Do you use the phone in contacting experts in your firm? —

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DECEMBER, 1968



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Single issue nearest to filing date (October, 1967): Total copies printed (net press run), 1,100; Paid circulation—(1) Sales through dealers and carriers, street vendors and counter sales, 0; (2) Mail Subscriptions, 986; Free Distribution (including samples) by mail carrier or other means, 49; Total Distribution, 1,035; Office use, left-over, unaccounted, spoiled after printing, 65; Total, 1,100.

I certify that the statements made by me above are correct and complete.

ROBERT M. GREEN
(Signature of editor, publisher, business manager, or owner)

Peavey Company Actions

Peavey Company board of directors in annual meeting:

—transferred the designation of chief executive officer from Tomon Heffelfinger, board chairman, to Fredric H. Corrigan, president.

—recognized the retirement of F. Peavey Heffelfinger, executive committee chairman, and named him honorary chairman of the board.

—elected new corporate treasurer, Wm. G. Stocks, who joined the firm as a tax accountant in 1958. Gilbert Gieblink, who has served as treasurer, remains as vice president—finance.

—elected Doug G. Johnson, manager of Peavey's flour mill at Hastings, Minnesota, as divisional vice president. Johnson joined the company in 1937 as flour salesman.

—honored the retirement from the board of Robert W. Kemerer, who recently closed out a 36-year management career in the company, most recently as vice president—research.

—re-elected other officers.

Peavey Company's agribusiness operations include major U.S. flour milling, farm supply services in the U.S. and Canada, grain merchandising operations in major North American markets and commodity exports from all coasts and the Seaway.

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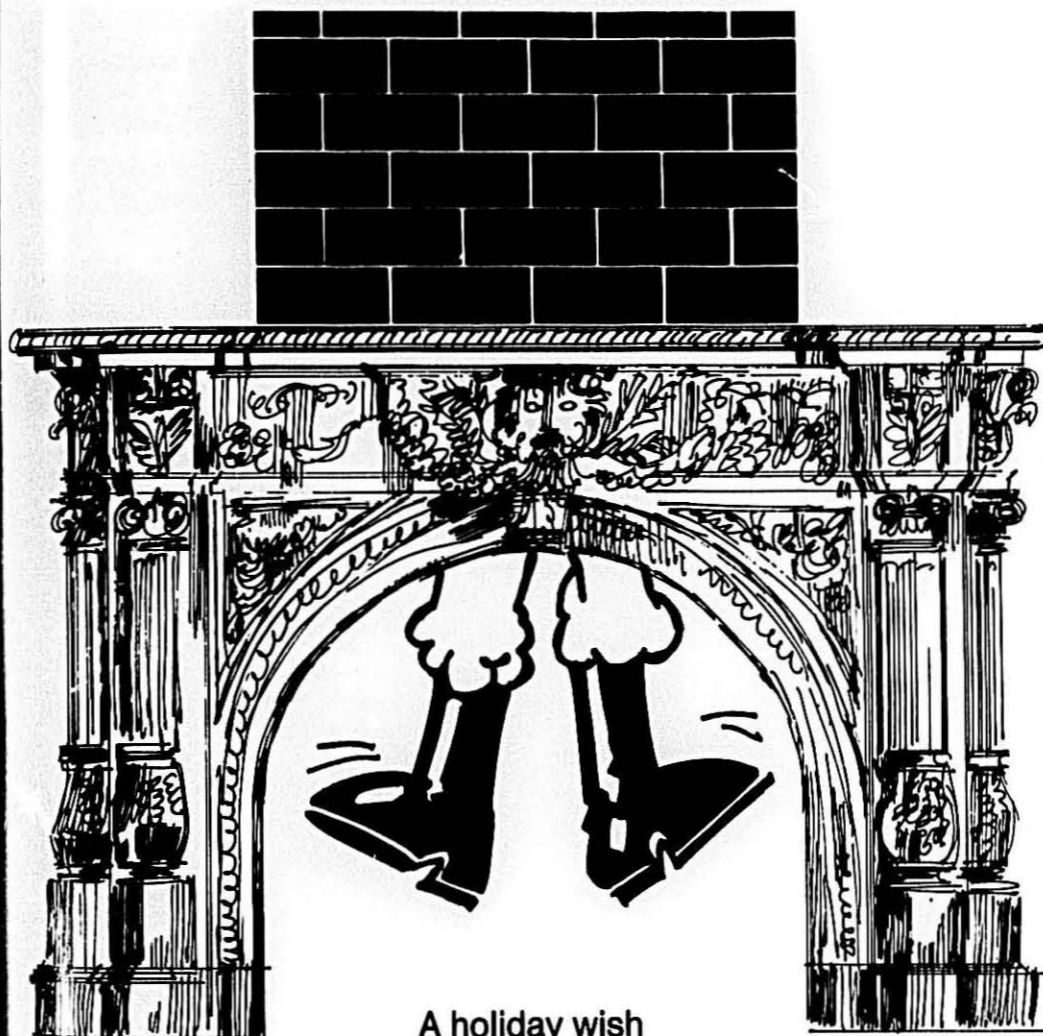
Australia Has Record Harvest

Australia is anticipating a record wheat harvest. Based on conditions at mid-October, a 530,000,000 bu. crop was in prospect compared with 278,000,000 in 1967. According to the latest newsletter of the Grain Pool of Western Australia, the current estimate is approximately 64,000,000 bu. over the previous record established two years ago. The first advanced payment on the new crop is expected to be announced the beginning of November. There is some speculation whether the advance will be maintained at \$1.10 bu. If there is any reduction, it will be used as a means of deterring growers from planting larger acreages in the future. It is reported.

I have no sympathy with those who regard technology as intellectually a poor relation of science. To me science without technology is incomplete and inconclusive.

—Sir George Thomson

THE MACARONI JOURNAL



A holiday wish

May the Christmas season bring you a full measure of peace and joy. And may health and prosperity be yours through the New Year.



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