

**THE
MACARONI
JOURNAL**

**Volume 45
No. 4**

August, 1963

Macaroni
Journal

AUGUST, 1963

Summer Salads

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Cover Photo

Summer is the Salad Season. For recipes of the tempting trio seen on the front cover, turn to page 38.

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Economic and Social Trends Affecting Your Market Opportunities and Distribution

an address before The Miller's National Federation,
by Arno H. Johnson, Vice President and Senior Economist,
J. Walter Thompson Company, New York

THE MARKET for food products in United States is being influenced by rapid economic and social changes. The indications are that these changes will accelerate in the next decade, and that there will be an opportunity for major increases in the total market for food products as part of a surge upward in our standard of living. We can expect an upgrading of the diet and an increased interest in health, and quality, and convenience, and variety of foods and useful household products contributing to a better way of life. This can influence substantially the market opportunities and distribution problems of all segments of the grain growing and the milling and food processing industries.

Soaring Sixties

Some of the factors that will influence the United States potential market for food in the next decade are:

1. A movement upward in income groups which will give mass millions of our population greater discretionary spending power and greater freedom of choice in the upgrading of their way of life and their diet.
2. A rapid upward movement in the education level of our population which will influence food and health and home interests.
3. A continued growth in population and a change in the age distribution of our population with a rapidly growing segment of adolescents and young adults which will affect the calorie requirements—a rapid increase in young housewives just learning how to shop and prepare the family food—and a growing segment of population over 60 with different diet and household requirements.
4. An increase in the number of families with two or more children.
5. A change in composition of our labor force, with less manual labor, increased numbers of skilled and educated workers, and an increase in the number of married women workers.
6. A movement to urban areas—particularly to the suburbs with a change in character of the central city population—and a decline in farm population. This is causing a revolution in dis-

tribution—with a rapid growth of self-service supermarkets, discount outlets, and shopping centers.

7. An increase in competitive efforts to change people's habits and likes.

Wheat Could Be Hurt

Several of these changes and pressures in our economy could have an adverse effect on the per capita consumption of wheat and wheat food products in the United States. An alert and aggressive wheat industry, however, can turn these potentially unfavorable factors into opportunities for bringing wheat into the pattern of the upgraded diet and thus expanding per capita consumption of wheat and wheat products.

Let's take a look at these economic and social factors which point to expanded opportunities in our food market.

Food sales to consumers should expand by over 60 per cent within the next 10 years—from the 1962 level of about \$75 billion to over \$120 billion by 1973—in order to keep up with the potential expansion in our standard of living during this next decade.

This potential market for food would exist if food products retained their recent average share of total personal consumption expenditures (average of approximately 21.6 per cent over the last five years, 1958 to 1962 inclusive).

Food expenditures in terms of constant dollars—at June 1962 prices—have declined slightly since prewar as a share of total consumption expenditures. At the low point of the depression, in 1933, food represented 23.5 per cent of the standard of living as measured by total personal consumption expenditures. In the immediate prewar years—1939 and 1940—food represented 23.3 per cent. By postwar 1950 the food share had increased to 24.3 per cent but, since 1950, the food share has lagged somewhat to represent an average of 21.6 per cent of personal consumption in the five years of 1958 to 1962. It fell to 21.1 per cent in the recession period up to mid-1962. With improved packaging and processing, with improved and more convenient food products, and with a continued upgrad-



Arno H. Johnson

ing of the diet to better quality and more protective foods, this "Habit Lag" should be overcome and the share consumers are willing to devote to food products should retain at least the recent level of 21.6 per cent of personal consumption expenditures.

Our total production and our standard of living has increased from prewar 1940 to 1962—and the market for food products has expanded. By 1973, with food at the recent average relationship of about 21.6 per cent of personal consumption, there would be an opportunity for an increase of 60 per cent over 1962 up to a potential food market of \$120 billion.

Great Growth

The possibility that in the next 10 years—by 1973—the total gross national product in the United States may grow to over \$870 billion has implications to the future of the food industry that should be given consideration.

Eight hundred and seventy billion dollars by 1973, in terms of 1962 prices, is a conservative measure of our total productive ability since it allows for a gain of only 2.4 per cent per year in per capita productivity—a rate of gain no larger than we have demonstrated since prewar. Actually, in the 22 years between 1940 and 1962, total physical production per capita (in terms of constant dollars) increased by about 2.4 per cent per year. Projections from the Bureau of the Census estimates indi-

(Continued on page 6)

THE MACARONI JOURNAL

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Market Opportunities—

(Continued from page 4)

cate a possible growth of population to 226 million by 1973 from the level of 186 million in 1962.

So \$870 billion of productive ability for 1973 should be looked upon as a minimum level for long-range planning. If any allowance were made for an increase in rate of improvement of per capita productivity, or for the much discussed "five per cent growth rate," the productive ability 10 years from now would be in the neighborhood of \$950 billion.

To support an \$870 billion production economy in the United States by 1973, which is the minimum to anticipate if we are to avoid general unemployment and under-utilization of our productive ability, we in the United States alone must add to our annual level of domestic sales to consumers the huge amount of about \$200 billion (up to a total personal consumption of over \$555 by 1973 compared with the \$355 billion level in mid-1962).

Even after allowing for a rapid growth in government needs to \$185 billion (versus \$116 billion in 1962) and an expansion of private investment needs from \$81 billion in 1962 to \$130 billion by 1973, there still remains the startling conclusion that personal consumption in the United States must be expanded by at least 56 per cent to about \$555 billion in 1973 if we are to match a productive ability of \$870 billion. That means adding \$200 billion of personal consumption to the \$355 billion level of mid-1962.

Velocity of Change

The velocity of change in living standards of the population needed to match the most conservative estimates of future productive ability nearly staggers the imagination. To add \$200 billion to the U.S. standard of living means adding, in the next ten years, on top of the present high level of consumption the equivalent of more than the entire growth in consumption in the 320 years from the landing of the Mayflower at Plymouth in 1620 to the best prewar year of 1940! Total consumption in 1940 was only \$163 billion in terms of today's dollars.

In the 33 years from 1929 to 1962 we added \$211 billion to total personal consumption (in June 1962 prices), so even talking modern times the United States must add as much to consumption and total standard of living in the next 10 years as in the previous 33 years if it is to keep up with minimum estimates of production growth. That is

an indication of the increased velocity of change we face.

That means rapid changes in markets and in the purchasing habits and consumption desires of people. It means that total food requirements which, in terms of today's dollars, doubled from \$37.8 billion in 1940 to \$75 billion in 1962 can grow to over \$120 billion by 1973 in terms of today's prices—an increase of 60 per cent!

Are the wheat growers and processors prepared for this velocity—this rapid change in concepts and habits of living? How can wheat gain, rather than lose, consumption during this probable rapid upgrading of diets?

Try to visualize the rapid changes in markets, in distribution, and in the purchasing habits and consumption desires of people needed to keep pace with our productive ability.

Population increase alone will not be sufficient to account for the higher food potential. The population increase up to 226 million by 1973 from the 1962 level of about 186 million, can contribute an increase of about 21 per cent to total food expenditures (assuming today's prices). The remaining three-fifths of the 60 per cent potential increase by 1973 will need to come through changes in food habits—upgrading the diet and increasing the quality, and convenience, and range of selection of foods.

Discretionary Spending

An important factor in changing and expanding our requirements is the rapid growth in discretionary spending power of our population resulting from our increased productivity per capita.

Discretionary spending power, based on a 1950 standard of living concept, grew 125 per cent between 1950 and 1962. It could grow another 90 per cent over 1962 to an impressive total of about \$370 billion by 1973 if we reach our minimum production opportunity of \$870 billion and succeed in keeping consumer prices reasonably near the present range with an index not over 100 (1957-1959 equals 100). There is a likelihood of a 45 per cent growth in discretionary spending power in the next five years—by 1968.

Discretionary spending power is defined here as the surplus spending power over and above what would be required to supply the same per capita standard of living for the basic necessities of food, clothing, and shelter as equivalent to the 1950 actual standard of living after taking into account present prices. The discretionary spending power just since 1950 has increased from 42 per cent of total disposable income after taxes to 51 per cent in

1962, and by 1973 its share of the greatly increased income could grow to 62 per cent!

That means that families moving up to better income groups could take on the greater physical consumption of many products, for example, that was found prewar in similar income groups if they desired. They could upgrade their diet and their purchase of better quality and better packaged or more convenient foods. The additional purchasing power is there even with higher prices, but the interest and desire has to be created.

Middle Class Boom

In the 11 years, 1950 to 1961, the number of families in the United States with real incomes over \$10,000 increased 208 per cent. This is in terms of constant 1961 dollars. In other words, by 1961 there were three times as many families (of two or more persons) with a real purchasing power of over \$10,000 annually as existed 11 years before.

The number of families with a real purchasing power between \$7,000 and \$10,000 doubled. Thus the number over \$7,000 jumped to two and one-third times the number in 1950 (17.0 million families in 1961 versus 7.2 million in 1950).

The total of families with over \$5,000 of real purchasing power (in terms of income in constant 1961 dollars with inflation removed) nearly doubled from 14.8 million or 37 per cent of the total in 1950 to 27.2 million or 59 per cent of the total in 1961; while those with under \$5,000 real income dropped from 25.1 million to 19.1 million—a decline of 24 per cent in numbers.

The median average real income per family grew 39 per cent from \$4,138 in 1950 (in 1961 dollars) to \$5,737 in 1961. Without correction for inflation the median family income grew 73 per cent from \$3,319 in 1950, and the number of families with incomes over \$5,000 jumped from 9.2 million in 1950 to 27.2 million in 1961. This movement upward in family income groups has continued into 1963 resulting in a rapid expansion in potential purchasing power.

By 1973 the average personal income per household should exceed \$10,300 and the number of families of two or more persons with real purchasing power of over \$10,000 should grow to 22 million, or about three times the 7.4 million in 1961 and nearly 10 times the number in 1950.

With the possibility of the average total personal income per household in the United States reaching over \$10,300 if our production level reaches the minimum goal of \$870 billion 10 years

from now, the climb upward in income groups will continue to expand the opportunities for upgrading the standard of living by consumers.

Eight hundred and seventy billion dollars of production by 1973 should provide about \$690 billion of personal income for consumers—an average of \$10,300 per household for the 67 million households we are expected to have in 1973. This average income per family would be about 27 per cent above the average of \$8,100 in 1962.

Expanded Income

The following table shows how our increased productivity could expand personal income and purchasing power over the next decade.

In Current Dollars (not corrected for inflation between 1940 and 1962)	Total Production (billions)	Personal Income (billions)	Households (thousands)	Average Income Per Household (before taxes)
1940	\$100.6	\$ 78.7	34,949	\$ 2,250
1950	284.6	228.5	43,554	5,250
1962 (2nd Quarter)	552.0	439.5	54,200	8,100
Opportunity (in terms of June 1962 prices)				
1963-64	585.0	\$470.0	56,000	\$ 8,400
1968 (in 5 years)	700.0	565.0	61,000	9,250
1973 (in 10 years)	870.0	690.0	67,000	10,300

Profile by Income Group

The new studies by the U. S. Bureau of Labor Statistics — Survey of Consumer Expenditures and Income 1960-61—give further evidence of the opportunity for substantial increases in food expenditures by consumers as their income increases. The purpose of this survey was to obtain detailed expenditures data by income groups for use in revising the Consumer Price Index.

Advance reports on seven major cities and their Metropolitan Areas were issued in November 1962 (BLS Reports Number 237—one to seven). An average of the reports for these first seven cities shows that families with above average income spend considerably more for food prepared at home than families with below average income.

Average expenditures per family in 1960 for food prepared at home ranged from \$545 per family for the 17 per cent where incomes, after taxes, were below \$3,000, to \$1,811 or over three times as much in the 3.4 per cent of families with incomes over \$15,000.

Even excluding the very highest 3.4 per cent with incomes over \$15,000 it is significant to note that today's average family in the group with incomes of \$10,000 to \$15,000, which could be typical of the average urban family 10 years from now, represents a food market 60 per cent greater than the family of \$5,000 to \$6,000 representing today's

median income family. This supports the possibility of a potential increase of 60 per cent in the food market in the next 10 years as average family incomes go above \$10,000.

Change Wheat Image

For many food products which have greater acceptance and consumption in better income groups than in lower income groups the rapid movement of families upward into better incomes can be a very favorable factor. In upgrading their diets people will tend eventually to change their eating habits to conform to the habits of the income group into which they move.

In the case of wheat, however, this trend to better incomes could be a

smaller and as people moving upward in income change their diets and food likes.

There are several major food groups that have the unfavorable profile by income groups — i.e., decline in consumption as income goes up. Wheat flour, potatoes, corn meal, evaporated and condensed milk are examples. Yet it often is possible to change this disadvantage into an advantage. Prepared mixes have an entirely different income profile from regular flour. In commercial bakery products, rolls and specialty breads have an income profile much more favorable than for white bread. This means great opportunity for expansion in this area. Consumption of potato chips, for example, has grown rapidly while consumption of fresh white potatoes has declined.

Food items with a favorable acceptance in the middle and upper income groups have, of course, benefitted by the shift upward in income groups. Cheese, for example, was shown in 1955 to have a steady rise in acceptance with each step up in income. The aggressive merchandising and promotion of cheese has built this favorable income profile and has resulted in overall increases in total per capita consumption.

The 1955 household food consumption survey showed that consumption of wheat in farm families was 45 per cent greater than in the average urban family.

With the decline in farm population and the movement of population to urban centers, suburbs and interurban non-farm areas, the drop in per capita consumption of wheat could continue unless measures were taken to establish a place for wheat in the urban diet.

Changing Educational Level

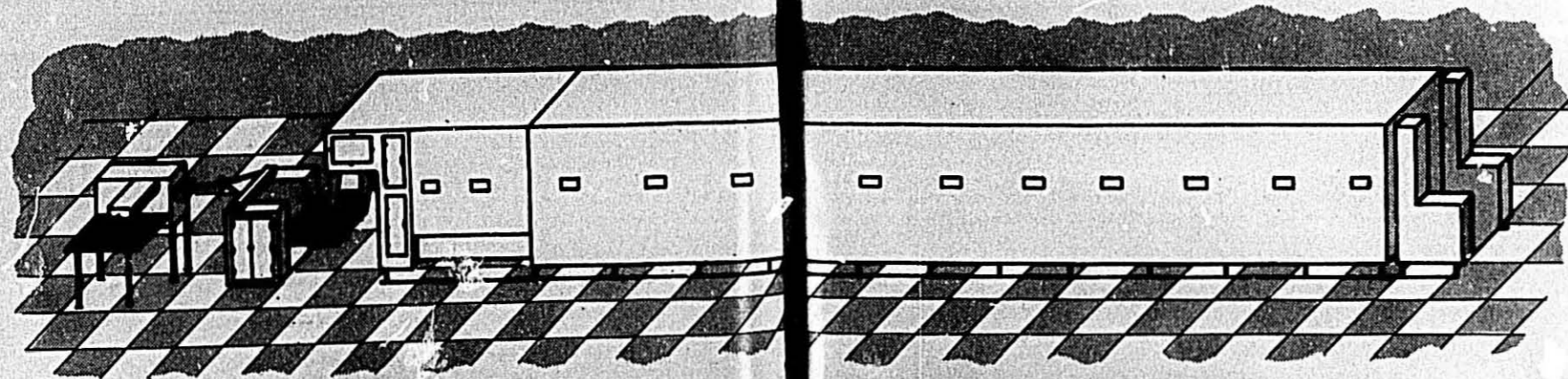
Another rapidly changing characteristic of our population is that of education level. By July 1963 the number of adults (over 20) with a full high school education will be two and one-half times as great as in 1940 and 62 per cent greater even than in 1950. This adult population, containing about 57½ million high school graduates in 1963, contrasted with an adult population of 23 million graduates in 1940 as we entered World War II, or a population of about four and one-half million graduates shortly after World War I, in 1920.

This means that, today, we have quite a different population in terms of education than we had prewar and that this change can have a significant influence on living and reading habits and on "social mobility" of the population. It can offer favorable opportunities for expansion of consumption of

(Continued on page 16)

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Current Crop Conditions Ideal

Substantial improvement in crop conditions and prospects, with few exceptions, were reported in the spring wheat area during June. Rainfall was received in all areas and ranged from about an inch to high total of ten inches in the northern end of the Red River Valley, where the moisture is now excessive.

During the first few days of June, temperatures ranged somewhat higher than normal and reached the high 80's and low 90's but dropped down to slightly below normal. The cool weather and ideal moisture supplies induced unusually heavy stooling in the later crops, as well as providing for maximum development in the fields that were in the more advanced growth stages. While these conditions have been most favorable to grasses and remarkable advancement.

The general appearance of the spring wheat area has never been better. Reporters describe the lush, dense, dark green mat of plant growth which exists everywhere is ideal. Optimism as to production is reflected in reports by growers and in the indicated yield figures released by government crop reporting agencies.

Great Expectations

Production of durum wheat is estimated at 43,000,000 bushels compared with last year's record of 72,000,000 and the 1957-61 average of 27,000,000. If realized, this production will be the second largest since 1948.

United States government estimates as of July 1 set seeded acreage at 2,182,000 as compared with 2,478,000 a year ago and the five-year average of 1,598,000.

In Minnesota acreage is up from 53,000 to 67,000. In North Dakota acreage is down from 1,963,000 to 1,747,000. South Dakota acreage is down also from 151,000 to 119,000. Montana's decline is from 300,000 to 240,000. In California where the growing is concentrated in the Tulare area acreage has dropped from 11,000 acres to 9,000. Output is estimated on a yield per acre of 20 bushels compared to last year's record-breaker of 29.7 and a five-year average of 14.6.

Big Carryover

Carryover of durum stocks as of June 30 was estimated at 50,000,000 bushels. The figure for the previous year was 5,000,000 plus the 72,000,000 production, giving a total supply figure of 77,000,000. Of this, exports took 4,000,000 and domestic disappearance 23,000,000 bushels.



The Northwestern Miller reports durum products output for 51 weeks of the crop year ending June 30, 1963, at 9,434,529 hundredweights. This is an increase of 5.4 per cent over the previous year.

Exports and Premiums

The government has announced the export rate on durum at 24 cents a bushel after August 15 through the end of the year. It is currently 55 cents a bushel. The export rate on durum flour is \$1.44 through August, 1963, and will drop to 73 cents September 1 through the end of the year.

Premiums for 1963 crop durum will be 25 cents for Hard Amber Durum and 10 cents for Amber Durum. There will be no premium for Ordinary Durum. For the 1963 crop year, comparable premiums were 40, 25, and 10 cents. The reduction in premiums is made because of larger supplies now available. The higher 1962 values reflected the fact that the crop was drastically reduced by drought in 1961 and stocks were very low.

Wheat and Chaff

An editorial in Food Field Reporter states:

The defeat of the wheat referendum seems to provide everyone a platform for his special point of view. Those in favor of strong government control express an attitude of chagrin—as if the farmers had shown an ungrateful attitude. Others see the "no" vote on wheat as a vote to "keep the government out of private enterprise."

The more politically sober-minded guess that farmers don't really believe the Administration would dare turn them out into the cold free market. Indeed, it did not take several members of the Senate long to come up with a new "floor" for wheat prices based on a new level of parity. It has even been expressed in a leading mass circulation magazine that this represents a sane approach to the farm surplus problem and a way for government to "phase" itself out of the business of paying for farm surplus. We have small hope for government ever voluntarily phasing itself out of anything—but no matter.

One thing is certain. The wheat referendum has given everyone an opportunity to re-do their thinking about farmers, the farm surplus problem and

responsibility of all of us as taxpayers in this 30-year-old problem. It is time to stop using the farm problem as a platform for individual party politics, "canned" votes, and all manner of ingenious argument that has neither solved the ultimate problem for the farmer nor given the urban taxpayer a fair deal.

Washington observers say that the Administration is of a mind to "let them stew in their own juices." Will they stick to it? Did they really mean it when they said "either-or"—either controls or a free market? Last year, Congress turned down the Administration farm bill, farmers rejected controls of feed grains. This year we have the defeat of the wheat referendum. The opportunity was never greater for an administration to deal with the farm problem without politics, without special favor, with a clear conscience. The question is: will they?

Acreage in 1964

In a symposium conducted by the Northwestern Miller magazine this opinion is given for the Northwest:

In the hard red spring wheat area, without new legislation, a Minneapolis-based executive anticipates an increase for wheat plantings in '64. However, while he sees this as entirely true for North Dakota and Montana, he qualifies his opinion by saying it is possible that Minnesota will show a decrease. He says this primarily because farmers in the southern half of the state have other crop choices—corn and soybeans—and will shift away from Selkirk wheat if they face a national price of \$1.25 a bushel. Lending support to the view that North Dakota and Montana will show a substantial increase is an independent miller who points out that in those two states corn, sorghum and bean planting are nil.

Explaining why he believes there will be a large increase in winter wheat raised in the central counties of Montana, a veteran trader says: "Acreage has been drastically cut over the last several years and supplies of dark hard winter wheat in this territory are practically exhausted. Spring wheat will be increased in all of Montana and North Dakota, I am sure, as there seems to be plenty of demand for high quality spring wheat and this is the only territory that can raise it."

Farm Numbers Dwindle

Farm numbers keep falling. The total dropped three per cent last year to 3,888,000, almost 2,000,000 fewer than in 1950.



The Informer!

He has his ear to the ground, his eye on the durum wheat. He's part of our "intelligence service," helping us locate the best durum wheat while it's still in the field . . . keeping us informed about the new crop.

Our men in the field watch this wheat from the time it begins to ripen until it is harvested. Early in the year they're in the durum wheat growing areas. They follow the ripening crop through the Dakotas, Montana and the Canadian durum wheat belt.

Hundreds of durum wheat samples, each identified by specific location in the durum wheat growing areas, are sent to our Central Laboratory in Minneapolis. Here they undergo extensive analysis by our cereal chemists and laboratory technicians to determine their desirability as the basic raw material for macaroni products.

As a result we know the characteristics of all the durum wheat grown throughout the upper midwest, the great northwest and the Canadian provinces. We know where the best durum wheat is, and exactly what types are needed to maintain the quality and uniformity for which International Durum Products are famous.

This careful selection of the durum wheat is just one step in the quality control of International Durum Products. All of our quality control procedures have a common purpose—to bring you durum products that will insure your macaroni products are the best in your market!

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AUGUST, 1963

THE MACARONI JOURNAL

Egg Peak Passes

The peak of the producing season for eggs has been reached and hot weather adversely affects output. The government apparently is using the same plan as in 1962, when each week they bought off the bottom of offerings at prices below the previous week. Sellers, realizing this, are making large offerings hoping to get top dollar as the next week would have to be less. Even a penalty would not be as costly as lower prices.

Total egg production for half of 1963 was about one per cent below a year ago, the result of one per cent fewer layers and a slightly reduced rate of lay. While activity of egg breakers has increased, at last report it was still below the previous year. It is possible breakers will break longer this year than last. This could help maintain prices to producers. Demand from retailers for egg supplies has been relatively weak.

Processing Declines

Production of liquid egg and liquid egg products (ingredients added) in the United States during May totaled 97,449,000 pounds, three per cent less than in May 1962, according to the Crop Reporting Board. The quantity used for immediate consumption was larger than in May last year. The quantities used for drying and freezing were smaller.

Liquid egg used for immediate consumption was 7,258,000 pounds compared with 5,497,000 pounds in May last year. Liquid egg frozen totaled 61,403,000 pounds—down five per cent from May 1962. Storage holdings of frozen eggs at the end of May were 83,073,000 pounds compared with 84,763,000 pounds at the end of May 1962 and the 1957-61 average of 114,914,000 pounds. This was an increase of 25 million pounds during May compared with an increase of 24 million pounds in May 1962 and the average May increase of 31 million pounds. Quantities of liquid egg used for drying were 28,788,000 pounds in May 1963 and 31,012,000 pounds in May 1962.

Egg solids production during May was 7,649,000 pounds consisting of 4,756,000 pounds of whole egg solids, 1,166,000 pounds of albumen solids and 1,727,000 pounds of yolk solids. In May last year, production consisted of 5,253,000 pounds of whole egg solids, 1,204,000 pounds of albumen solids and 1,311,000 pounds of yolk solids.

Prices Rise

Current receipts in the Chicago market ranged from a low of 24.5 cents at the beginning of June to 26.5 to 30 cents at the end of the month.

Frozen whites strengthened with a rise of three-quarters of a cent to sell at the end of the month in a range of 12.25 to 13.25 cents. Frozen yolks with 45 per cent solids and No. 3 color were steady at 51 to 52.5 cents, with No. 4 color about three cents higher.

Dried whole eggs sold a bit cheaper on the lower level of the range than the month prior. Final June figure was \$1.02 to \$1.13 a pound. Dried yolk solids spread in the range with \$1.06 at the bottom, \$1.17 at the top.

Defrosting Frozen Eggs

The egg is a unit package of delicately balanced, highly nutritious, perishable product that is desirable to both man and bacteria as food. Functional performance of the egg—leavening, binding, emulsifying, or coagulative action—further enhances its value to man. Freezing is a method of preservation employed to protect its perishable and functional properties for commercial use.

High quality frozen eggs are produced by: 1) breaking clean, sound, shell eggs of good quality, 2) processing the broken out contents speedily in clean equipment in a sanitary manner, and 3) chilling the resulting product rapidly to minimize possible increase in bacterial content during the initial cooling period of the freezing process. Freezing and storage will destroy some of the bacteria present in frozen eggs. Many organisms survive freezing, however, and will multiply and cause spoilage during or following thawing unless the defrosting process is carefully controlled.

Defrosting, therefore, must be handled with care to assure retention of initial high frozen egg quality for use in the end products—noodles, cakes, salad dressings, candies, etc. Poor performance or spoilage may result from careless thawing technique. Accordingly, National Egg Products Association calls attention to three methods of defrosting that have been used successfully on commercial scale.

Do It Quickly

Frozen eggs should be defrosted as rapidly as possible following removal from cold storage while maintaining a product temperature that is low enough to retard bacterial growth. A thawing schedule should be established to cover daily egg product requirements. Lids should be left on the cans to prevent contamination.

1. Preferred NEPA Method: Defrost cans of frozen product by placing them in a tank of cold running water (50-60 deg. F.). Separate cans sufficiently to allow uniform circulation around each unit. Galvanized iron tank dimen-

sions will depend upon size of operation. A standpipe welded into one end of the tank will control water level. Occasional manual shaking or continuous mechanical agitation will provide more uniform regulation of heat transfer and product temperature, and may reduce thawing time to about nine hours.

2. Defrost cans of frozen product by tempering them out for 24 to 36 hours in a cool storage room which has temperature controlled at 40-50 deg. F. Separate cans to allow air circulation around each unit and employ fans to insure mild circulation.

3. Defrost cans of frozen product at room temperature by placing them on skids. Separate cans to allow air circulation around each unit and use fans to insure mild circulation.

3. Defrost cans of frozen product at room temperature by placing them on skids. Separate cans to allow air circulation around each unit and use fans to insure mild circulation.

A migration of egg solids occurs during the freezing process. Cans of thawed product should, therefore, be mixed thoroughly prior to use.

Crushing or flaking equipment and agitated cold wall or coil vats for rapid defrosting have many possibilities for volume users of frozen eggs. This equipment should be of sanitary design, and should operate in a manner that will not cause appreciable aeration of product.

Salmonella

Warm weather emphasizes the need for proper handling and defrosting eggs as well as extreme caution in keeping all utensils and equipment in the plant thoroughly clean and sanitary.

Some food inspectors at times blame eggs for a multitude of sins, of which they would not be guilty unless there was improper handling. Salmonella has been getting publicity lately, as in this item from the Wall Street Journal:

"One zoonosis which is becoming an increasingly serious problem is salmonellosis. Caused by the salmonella germ, the disease is harbored most often in poultry and swine. Humans, when infected, often from eggs laid by infected hens, suffer similar to those of food poisoning. The disease hits hardest among the young and the elderly and is sometimes fatal. In a recent check of pork sausage, 50 per cent of the meat examined was found to be contaminated with the salmonella germ. The germs, however, are killed by ordinary cooking temperatures, so the danger is that meat or eggs containing germs might be placed near and

contaminate foods already cooked. In addition, the soft boiling of eggs may not be sufficient to kill the germs."

Such information is harmful to the egg processing industry.

Barnes and Noble Quoted

"Bacteriology" by Barnes & Noble, under Salmonella Infection, says: "This is a quite common type of food infection. Indications that actual infection takes place are (1) the somewhat longer incubation period—usually over 12 hours—that with Micrococci; and (2) the presence of organisms in the feces. The illness is characterized by gastrointestinal disturbances of short duration and a low mortality of 0-10 per cent. The disease is spread by human carriers, by the excreta of mice and rats, and by ingestion of meat of infected animals. Almost any kind of food may be involved, but high protein foods predominate. The disease is also spread by raw or improperly cooked food, or cooked foods that are left uncovered, exposing them to excreta of rodents, or that are left unrefrigerated, giving the organisms a chance to grow.

"Preventative measures include cleanliness in the kitchen and on the part of food handlers, proper cooking and refrigeration, and avoidance of uncooked foods at club suppers or picnics, where the disease is often spread because of long incubation time in the kitchen or in transit."

Technical Reference

"Eggs in the Food Industry," a technical reference, says: "It is well known that poultry is one of the natural reservoirs for salmonella and these organisms have been found in egg products. However, food poisoning from contaminated egg products does not appear to be likely with eggs that have been properly processed and properly handled by the consumer."

One breaker with years of experience in handling frozen eggs and egg solids states they are well aware that eggs often contain salmonella, but other foods contain it more often than eggs.

Egg solids can be made salmonella negative with more certainty than frozen or liquid eggs. Pasteurization helps.

In the reference "Bacteriology of Spray Dried Egg with Particular Reference to Food Poisoning" it is stated: "In the opinion of the council's advisors, risk would chiefly arise if the product were allowed to stand for lengthy periods of time (hours) after reconstituting—The number of living salmonella in the dried egg material by them examined was usually very small, never exceeding 30 per gram.



James J. Winston

Since then, there was fairly strong evidence that food poisoning organisms of the salmonella group had to be ingested in large numbers if they were to set up gastro-enteritis."

Check Supplies

With the current interest in salmonella, noodle makers should be sure that their egg suppliers are able, equipped, and experienced in the production of salmonella negative products. The Jacobs-Winston Laboratories recently circularized the membership with information that they are equipped to analyze eggs and egg products for salmonella.

Quartermaster Specs Revised

James J. Winston, technical director of the National Macaroni Manufacturers Association, has advised that the Quartermaster Corps has revised its specifications pertaining to macaroni products. The new specifications, N-MS1d, will now apply to future contracts.

This requires an additional test to insure compliance with the use of semolina as the farinaceous ingredient. This applies to the carotenoid pigments where the minimum requirement is "not less than 2.5 parts per million." This is a measure of the yellow color in the finished product.

Manufacturers are advised to make certain that the semolina used in macaroni contracts will fulfill the color specifications when processed into macaroni products.

Color Caution

In another communication, Mr. Winston notes that it has been called to his attention that a manufacturer of a coloring agent has circulated a segment of the macaroni industry indicating its possible use to improve the egg

color of the finished products. Federal Standards of Identity prohibit the use of added color whether in the form of natural or synthetic state. These coloring substances generally are in some form of carotene or carotene derivatives and can be detected by using standard and official procedures of analysis.

Manufacturers are warned to refrain from using such materials, as they constitute a violation under the Federal Food, Drug and Cosmetic Act.

H. Kuehn Named President

Henry E. Kuehn became president of Peavey Company Flour Mills July 1, succeeding William M. Steinke.

Steinke will continue as executive vice president of the parent firm, Peavey Company, and will also continue as a company director and member of the executive committee.

These actions were announced by Totton P. Heffelfinger, Peavey president, following a company directors' meeting.

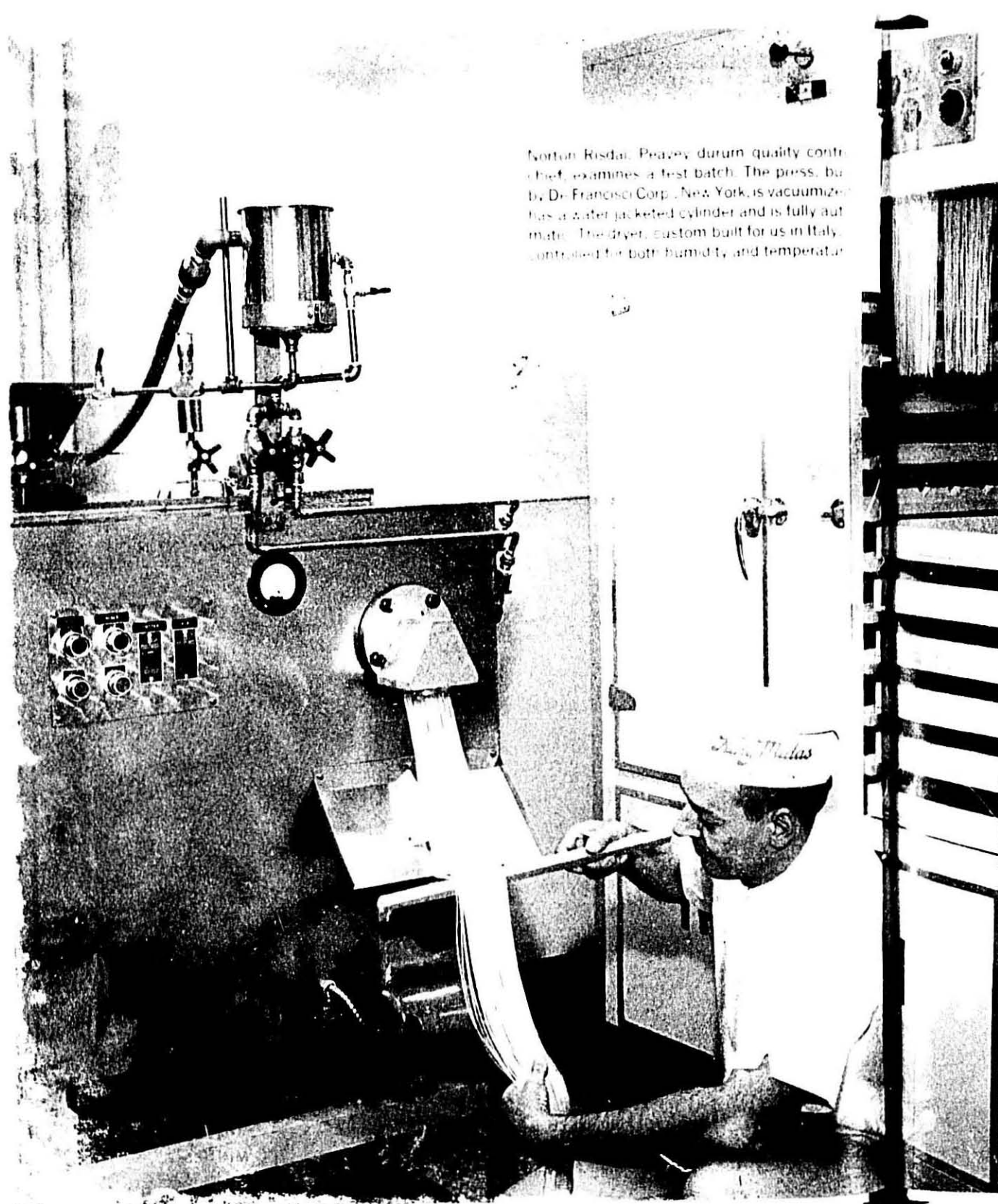
"After nearly 50 years of service, Bill Steinke has asked to be relieved of the day-to-day detailed management of our milling operations," Heffelfinger said. "He has agreed to continue for a period in an advisory capacity. The directors have accepted these decisions with deep appreciation for his fine career of milling industry service and leadership."

The new president, Henry Kuehn, is also a director of Peavey Company, and member of its executive committee. He has been executive vice president of the Flour Mills division since 1960, and has served the Peavey organization through a long career. For many years he and Steinke together managed the former King Midas Flour Mills division.

Both Kuehn and Steinke have served in many capacities of milling industry leadership. Presently Kuehn is chairman of the finance committee and member of the executive committee of the Millers' National Federation.

The company had previously announced election of a top management team of three younger executives, E. E. Powers, Mark Heffelfinger and Harry Deaver, Jr., who will direct the operations of Peavey Company Flour Mills under the guidance of president Kuehn.

A high honor recently bestowed on William Steinke for his milling industry leadership was the Distinguished Service Award of the University of Minnesota presented to him at the 50th reunion of his graduating class. Later this year he will round out a full 50 years of Peavey Company service.



Norton Risda, Peavey durum quality control chief, examines a test batch. The press, built by De Francis Corp., New York, is vacuumized, has a water-jacketed cylinder and is fully automatic. The dryer, custom built for us in Italy, is controlled for both humidity and temperature.

New at Peavey...

Here it is... the newest member of Peavey's Quality Control Team

*... a miniature commercial press and dryer
that duplicates production procedures used
in modern-day macaroni plants!*

More progress from Peavey — this miniature plant works for us and for you, right here in our Quality Control Lab. Its job: to strengthen our program of selection and testing of durum wheat for King Midas durum products, to give us the most effective quality control possible on mill operations, and, most important of all, to open the door to a practical program of durum research.

We feel this installation represents an important step forward in our service to the macaroni industry.

King Midas DURUM PRODUCTS



FLOUR MILLS

PEAVEY COMPANY • FLOUR MILLS • MILWAUKEE, WISCONSIN

Market Opportunities—

(Continued from page 7)

items that fit into an upgraded standard of living in terms of quality, convenience, variety, and cultural tastes.

The rapid change in educational composition of our population will continue. In 10 years—by 1973—the probable 78 million high school graduates in our adult population will represent about 58 per cent of the total persons 20 years and over. That is a numerical increase of 36 per cent over 1963 while the adult population grows 17½ per cent. Total college graduates increased from four million in 1940 to 10 million in 1963, and by 1973 they should total 14 million—or three and one-half times the number in 1940.

Trend Toward Family Life

There is a trend toward increased home and family life in America that points to pressures for substantial improvement in living standards.

This trend to family life is reflected in the rapid increase in number of families; in a higher percentage of the population being married; in marriages at an earlier age; in an extraordinary increase in the number of children under 10 in our population resulting in more children per family, and a higher percentage of families having children; in a rapid increase in home ownership, and in expenditures for activities of home life; in a movement of population to the suburbs; in the rapid growth of shopping centers and self-service distribution; and in a resurgence of religious worship and church membership as shown by the growth of 54 per cent in church membership from 1947 to 1961 while population was increasing 27 per cent. In the same period consumer expenditures for religious and welfare activities jumped 145 per cent.

The change toward family living, even since 1947, is reflected in the trend of consumer expenditures. Those items having to do with family living have gone up since 1947 considerably more than average whereas expenditures for other types of items like spectator amusements have failed to grow much even though purchasing power is much higher.

Population Growth

Along with a rapidly rising standard of living we have the added stimulus of a bulge in population growth and a likelihood of large increments in family formations in the next few years.

Our population has grown by over 38 million in the last 13½ years from 151.7 million in 1950 (April) to over

190 million expected by the fall of 1963 (including Alaska and Hawaii in both periods). It is expected to reach 228 million by the middle of 1973.

Population continues to grow at the rate of about 2.9 million per year, or 240,000 per month. That is the equivalent of adding a Providence, Rhode Island, or an Omaha, Nebraska to our market each month.

The "baby boom" since 1940 in the United States has been of such proportions that it will have a pronounced effect on market potentials, population characteristics, and food needs, over the next 10 to 15 years.

The number of births in the United States has continued at a level far above earlier predications by population experts. The total births may reach nearly four and one-half million in 1964 compared with about two and one-half million in 1940. This is changing the composition of families and the age distribution of the United States population.

Shift In Age Groups

As of July 1962 it was estimated that there were 88 per cent more children under 10 years of age in our population than in 1940.

This huge increase in the number of children soon will cause public outcry against inadequate school facilities and shortage of teachers, as well as juvenile delinquency. It will affect housing requirements, food consumption, and many phases of family living. During the next five years, by 1968 and beyond, there will be a huge movement of children into the adolescent age groups where food consumption is high and where interest in many products starts.

The 22 year period from 1940 to 1962 was characterized by the rapid increase in population of the two extremes of age groups—the very young under 10, and those over 60. There was an actual decrease of minus two per cent in the number of young adults in the prime family-formation age group of 20-29.

Next Decade Different

The next decade will be different. It will be characterized by a 43 per cent increase in the family-formation age group 20 to 29, plus a 30 per cent increase in the number of adolescents 10 to 19, and a minus 10 per cent decline in the middle executive group 30 to 39.

This rapid growth in the family-formation age group implies coming pressure for new homes, remodeling of homes, added home equipment, and packaged and convenient foods. It, obviously, means an important new group of young customers who need to be

educated to a better knowledge of health and convenience advantages many wheat products.

The rapid increase also in the number of elders—over 60—indicates expanded market opportunities among a group with greater leisure time, greater cultural interests and many special health and food needs.

Larger Families

The trend to families with two or more children at home has been pronounced. In the 10 years between 1951 and 1961 the number of families with two or more of their own children at home increased 47 per cent while total families increased only 15 per cent. Thus families with two or more children have increased three times as fast as the total growth in families. This is putting increased pressure on housing and household facilities since many of the homes in existence have only one bath or too few bedrooms. And it greatly increases the family need for hospital and medical protection.

Now some 61 per cent of all families of two or more related persons have related children under 18 in the home. This is an important factor influencing the food market.

Married Women Workers

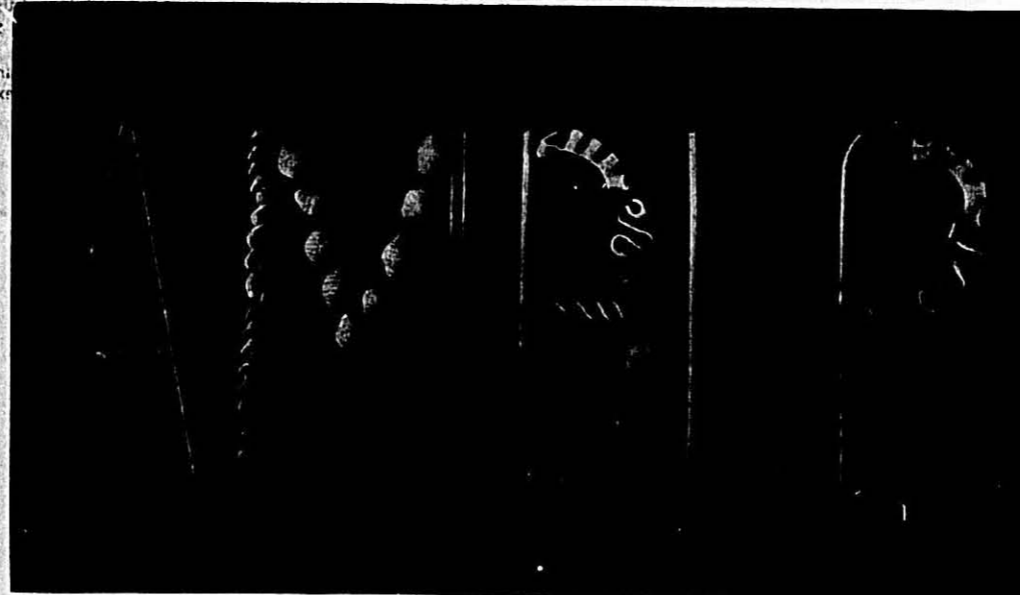
The number of women in the labor force has grown four times as rapidly since 1947 as the growth in the number of men in the labor force. And the major part of this increase among women workers has been in the number of married women with families. Since a very large share of these are married women with children at home, this means not only added purchasing power for the family but added need for convenient home services and appliances, as well as quickly prepared quality foods.

Although the presence of children formerly kept many women from entering or re-entering the labor force this now seems to be much less of a deterrent. In 1959, for example, as compared with 1950 there was a 57 per cent increase in the number of children ever born per 1,000 women 15 to 44 years old in the labor force compared with a 24 per cent increase in the rate of childbirth among women not in the labor force. The rapid increase in the number of women in the labor force and the increased fertility of this group could be of considerable significance to the food industry.

The growing need for advertising and promotion to establish food product recognition and preference is emphasized by the high mobility of the United States population—particularly

(Continued on page 18)

THE MACARONI JOURNAL



TO INSURE QUALITY IN ANY MACARONI PRODUCT, ALWAYS SPECIFY AMBER

In any size—any shape—it's always easier to control the quality and color of your products with Amber's first quality Venezia No. 1 Semolina, and Imperia Durum Granular.

Nationally-famed macaroni manufacturers have long preferred these superior Amber products because of their consistently uniform amber color, uniform granulation and uniform high quality.

Because of our unique affiliations and connections throughout the durum wheat growing areas, Amber is able to supply the finest durum wheat products available anywhere.

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AMBER MILLING DIVISION

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Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.

TELEPHONE: Midway 8-8433



Market Opportunities—

(Continued from page 10)

among the younger half of our married couples.

Within any five-year period the equivalent of our entire civilian population over the age of one year changes place of residence. In the year March 1960 to March 1961, for example, the number moving totaled 37 million or 21 per cent of the civilian population over the age of one year. The greatest mobility was among young adults of 20-24 years—46 per cent of these moved place of residence within the year. All of the group from 18 to 34 were well above average in shifting.

The new homemakers, young married females, were far above average in changing place of residence. Fifty-six per cent of these housewives between 18 to 24, and 25 per cent of the ones between 25 to 34, moved during the year. This group of the young-married who were under 35 years old represented 37 per cent of all married females in 1961. With the large increase to be expected soon in the number of young homemakers this mobility will become an increasingly important marketing factor.

With a population shifting as rapidly as this, the importance of national advertising and promotion is obvious. The newcomers' ability to find the familiar and preferred product at once in the new supermarket or shopping center outlet smooths the process of distribution.

The rapidity with which our markets can change also is indicated by this increasing mobility of our population. Most of us are aware of the regional shifts in population such as Florida growing 79 per cent in 10 years (1950-1960), and California growing 49 per cent while the total population was growing 19 per cent.

But even more important are the continuous shifts to suburban areas from both the rural population and the central cities.

Population Shifts

Between 1950 and 1960 population in the suburban portion of 199 Metropolitan Areas grew 61 per cent while the central cities grew only one per cent and the rest of the United States, outside of the 199 Metropolitan Areas, increased only seven per cent. The farm population declined 20 per cent.

Farm population dropped from 30.5 million or 23.2 per cent of the total in 1940 to 23.0 million or 15.3 per cent in 1950, and on April 1, 1960, at 15.6 million, the farm population was approximately 8.7 per cent of the total population of 180 million. How-

ever, with productivity per man hour increasing much more rapidly on the farm than in industry, the average purchasing power of the remaining farm families is growing substantially—a selective market not to be ignored. Productivity per man hour on the farm has doubled between 1950 and 1962—from an index of 100 to an index of 202. Average net income per farm (in constant dollars at 1962 prices) increased 20 per cent from \$2,951 per farm in 1950 to \$3,537 in 1962.

The drop in farm population has significance to wheat growers and processors, in particular, since the government's household food consumption survey of 1955 showed that the average rural farm household consumed 45 per cent more wheat than the average urban household. With a continuing drop of this farm population and a shift to urban areas, wheat consumption per capita could be hurt. This can only be offset by expanding the acceptance and desire for wheat products among the urban population.

Revolution in Distribution

Along with the climb in incomes, the shift to the suburbs, and the growth of shopping centers since 1950, there has been a revolutionary change in distribution to match the changing population. Rapid growth of discount merchandising and of self-service in supermarkets, drug stores, and other outlets is increasing the importance of advertised products with well-developed consumer preference, and the importance of attractive packaging. As an example of the revolution in distribution, consider the changes in grocery-store distribution in the last 10 years.

Thirty thousand supermarkets in 1961, with total sales of \$38.2 billion, had an \$8 billion greater total volume of business than all the 394,000 grocery stores in existence in 1951—only 10 years earlier.

Representing only 12 per cent of the stores today, the supermarkets have 70 per cent of the volume of sales. An additional group of 55,000 superettes, representing 22 per cent of the stores, account for 22 per cent of the volume so that two classes of stores that are almost entirely self-service—supermarkets and superettes with only 34 per cent of the stores, handle 92 per cent of the grocery volume. The total number of grocery stores dropped from 394,000 in 1951 to 249,000 in 1961, but total grocery store retail sales volume increased from \$30.4 billion to \$54.5 billion.

Increasing Competition

Wheat and wheat products face increasing competition for a share of the

consumer dollar and a place in the increasing and rapidly changing living standards and diet and health concepts of the population.

In 10 years, from 1940 to 1950, total advertising influence directed to consumers grew by \$3.8 billion from \$2.1 billion to \$5.7 billion (including both national and local advertising). Then, in the next 13 years, from 1950 to estimated 1963, another \$7.8 billion of advertising influence on the consumer has been added—an increase of 137 per cent from the \$5.7 billion in 1950 to an estimated \$13.5 billion in 1963. That's over six times the prewar total! In relation to the standard of living (total consumer expenditures for all goods and services) advertising influence has increased from 2.9 per cent in 1950 to 3.8 per cent estimated in 1963 (with 1963 potential personal consumption estimated at \$375 billion and total advertising estimated at \$13.5 billion).

With the growth of mass distribution and self-service, lower retail margins and a decline in the higher cost personal selling and clerk service, advertising has assumed an increasing importance and share in the consumer education and selling effort needed in efficient distribution.

Educational Effort

An important part of this increased advertising influence, since 1950, has been educational effort on the part of manufacturers and processors to change people's habits and to expand the acceptance and sales of new or improved products—particularly in food products.

This growth in competitive effort can be expected to continue during the next decade.

To sell the volume of goods and services necessary to support an \$870 billion level of production in 1973 could well require about \$28 billion of total advertising—or about double the present! That would represent about five per cent of the standard of living, measured by personal consumption of \$555 billion. And food and household products are a basic part of our standard of living where the educational force of advertising can hasten changes in concepts of a better life.

Population growth alone should expand total requirements for food by about 22 per cent by 1973. The rest of the 60 per cent growth can develop through upgrading of diets as our population moves up in productivity and incomes; through the changed age distribution and place of living; and through a changed concept or pattern of family life with increased demand

for convenience and quality and health factors.

With the growth in productive ability and the need for expanded demand to utilize this productive ability, there has developed an increasing understanding of the educational value and sales stimulus of advertising. As people move up in income groups through increased productivity they may not immediately take on the same concepts of a standard of living or of diets as those who already are in these better income groups. There is a "Habit Lag" based on past training and experience. Advertising is a powerful force in overcoming or shortening this "Habit Lag."

Advertising is growing rapidly in recognition and acceptance as a powerful educational and activating force that stimulates improvements in living standards.

Advertising Expands Total Markets

In its educational influence, advertising expands total markets as well as speeds up the sales and turnover of recognized brands of goods and services. This is a concept that may not be generally accepted yet in academic circles—but, it is most important because the expansion of total markets and the upgrading of concepts of needs, can influence the whole economy of the free world.

For wheat and wheat products this rapid expansion of competitive effort must be recognized, and offset, if the industry hopes even to hold its present level of acceptance. And to increase per capita consumption will require concerted and aggressive action by both the producers and processors.

Wheat consumption per capita in the United States once was as high as 310 pounds (310 pounds of wheat in food products—grain equivalent—per capita of civilian population in 1909). By the period just prior to World War II—1940—consumption of wheat had fallen by 30 per cent to 217 pounds per capita. An estimate for 1962 is 161 pounds per capita or a drop of 28 per cent from the prewar 1940 level. This was in spite of the big increase in purchasing power and in spite of the fact that civilian per capita food consumption (in physical units) was 13 per cent higher in 1962 than in the prewar period of 1935-1939.

Wheat for food uses has dropped 14 per cent in per capita consumption just in the last ten years—from 187 pounds per capita in 1952 to the estimated 161 pounds per capita in 1962. Wheat flour pounds per capita in 1963 is 15 per cent below the 1947-49 average of 137 pounds per capita.

It is obvious there has been a competitive shift in the average diet away from wheat to other food products. For the good of the wheat growers and processors this trend must be corrected.

The trends to better incomes, better levels of education, less manual labor and to urban living will continue in the next decade. These trends which are so favorable to the food market as a whole and to an upgraded diet will continue to be unfavorable to wheat consumption unless aggressive educational measures are taken by the industry to change the "image" and profile of wheat and wheat products.

With its many important competitive advantages over other foods, wheat should be in a position to share favorably in the upgraded diet and the probable 60 per cent expansion of the total food expenditures during the decade of the sixties. But this won't happen automatically!

Cash Register Yardstick

The New England Grocery Merchandiser Magazine says it's dollars that go into the cash register that count! All the percentage figures in the world and all the talk about "product-mix" at supermarket conventions is all right in its place, but what the grocer is interested in is cash-register dollars. So they have tabulated a listing of dollars of sales out of each \$100 that goes through the cash register. All stores means just that, and supermarkets include chain and independent.

These are selected items from their listing of Per \$100 Sales each product takes in:

Bread (all stores)	\$4.44
Bread (supermarkets)	3.00
Cake Mixes	.46
Cakes (including Coffee Cakes and Sweet Rolls)	.93
Canned Goods (total)	8.74
Cereals (all stores)	1.28
Cereals (supermarkets)	.90
Cereals (for babies)	.08
Cereals (hot, Cream of Wheat, Oatmeal, etc.)	.19
Cereals (total)	1.37
Cheese (all stores)	1.31
Cheese (supermarkets)	1.60
Cookies and Crackers (all stores)	1.72
Cookies and Crackers (supermarkets)	2.60
Corn Meal	.17
Eggs (all stores)	1.84
Eggs (supermarkets)	2.00
Frozen Foods (all stores)	3.70
Frozen Foods (supermarkets)	3.89
Macaroni (dried)	.17
Macaroni Products (all stores)	.47

Macaroni Products (supermarkets)	.50
Noodles (dried)	.13
Spaghetti (dried)	.22
Potato Chips	.40
Potatoes	1.09
Rice	.26

Italian Supermarkets Grow

Private enterprise and socialist city officials in Italy have come to the conclusion that Italian food distribution is antiquated and needs strong revision. They are both going into the supermarket business.

La Centrale of Milan, Italy's leading financial holding company, has put some of the money it was reimbursed from the nationalization of electricity, into the \$24,000,000 capitalization of General Shopping.

General Shopping already has bought into Jelmoli, Innovations and Au Grand Passage of Switzerland; Galerias Preciadas of Madrid, and Intershop, an international real estate development firm.

Its latest move was the acquisition of \$1,600,000 worth of shares in La Rinascente, a Milan department, variety store and supermarket chain. It is expected that this investment would aid in the expansion of Rinascente's SMA supermarket chain, which now includes 34 stores in Rome, Genoa, Turin and Milan.

The chain expects to open four more supermarkets within a month in Lecco, Siena and Rome. Its overall program calls for 12 to 15 new supermarkets yearly.

Also expanding in the food field is Standa, which operates 94 variety stores. It has 10 free-standing supermarkets as well as 78 superets in its variety stores. Within six months, the group plans to open two more supermarkets and to put food in seven more variety stores.

Supermarkets Italiani has five stores in Florence and six in Milan, with two scheduled to open shortly.

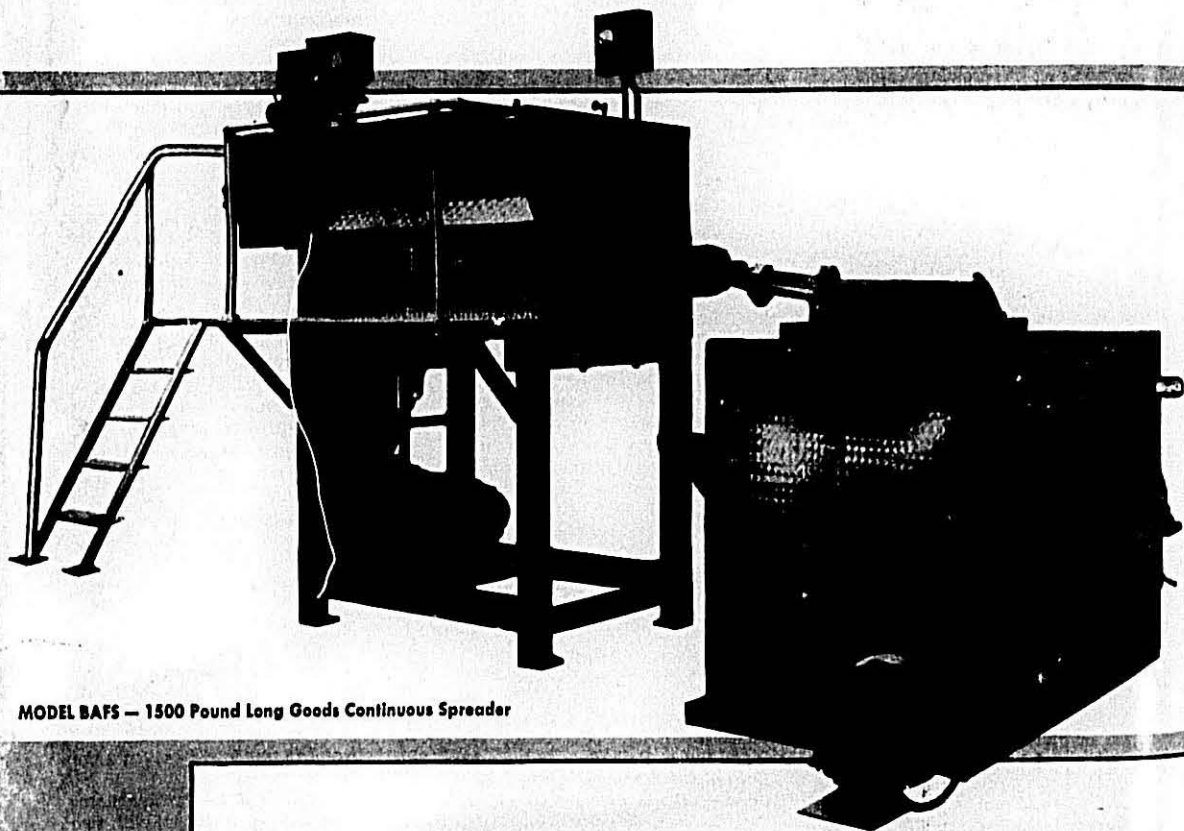
The socialist government of Milan, which for years has run various types of markets, is planning to enter the self-service field. Three of its 28 covered markets here this year will be remodeled into 30,000 square foot, two-story, self-service stores, selling food on the first floor and housewares and electric upstairs.

The city provides the real estate, controls prices, leaving administration to individuals. Prices must be at least five per cent below those in privately operated stores. Cooperation will be given first choice in operating the new supermarkets.

**ANOTHER
FIRST!**

NEW SANITARY CONTINUOUS EXTRUDERS

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



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

***NEW
**NEW
NEW**

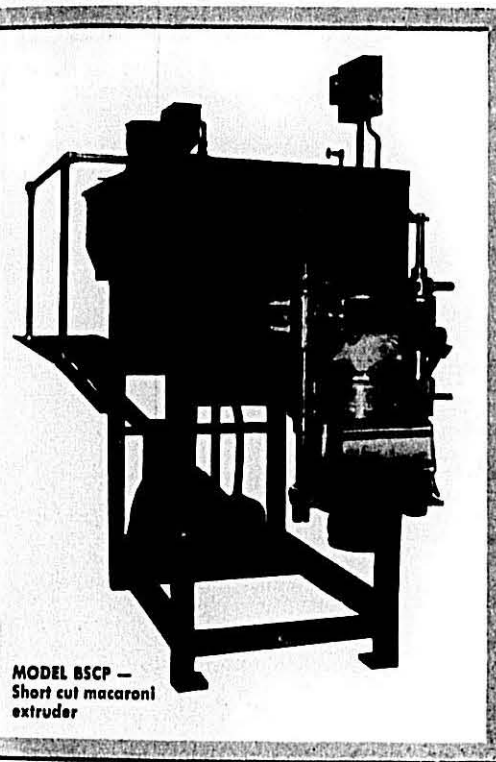
POSITIVE SCREW FORCE FEEDER improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

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

1500 POUND EXTRUDERS AND DRYERS LINES now in operation in a number of macaroni-noodle plants, occupying slightly more space than 1000 pound lines.

THESE EXTRUDERS AND DRYERS ARE NOW GIVING EXCELLENT RESULTS THROUGHOUT THE UNITED STATES IN A NUMBER OF PLANTS.

*patent pending
**patented



MODEL BSCP — Short cut macaroni extruder

by *Ambrette*

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Model DSCP	1000 pounds capacity per hour
Model SACP	600 pounds capacity per hour
Model LACP	300 pounds capacity per hour

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

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

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SINCE 1909

Opportunities and Challenges for the Food Broker

Comments by Dr. Edward M. Barnet, Director of Executive Development Programs in Food Marketing Management, Michigan State University, before a National Food Brokers Association Management Conference.

ASTROLOGY places the broker under the twin stars of Gemini. For the broker must look, like Gemini, in two directions at once. He looks to his customers, the retailers and wholesalers; and he looks to his principals. His effectiveness with the retailers determines his usefulness to his principals.

But he must do more than that. He must be a salesman to his customers and a consultant to his principals. He does not merely look at retailers and principals. He serves both, that each may better serve the others while retaining their own adaptation to their own differing objectives.

The broker is a middle man indeed and he must be a promoter, a diplomat, a detective agency and a research organization. His eyes must be on both sides of his head.

In a sense, this dual opportunity to serve two masters is a challenge that, wrongly interpreted, can lead to profound inner conflict, perhaps schizophrenia.

Salesman to Manager

The broker started out being a manufacturer's representative—a salesman. Now he needs to be considerably more than that—he needs to be a manager.

The broker has to shift rapidly from external relations to internal operations—each hour, each minute. The conflicting roles of the broker challenge his capacity to manage men and time. And his external problems are multiplying.

The brokerage firm today is asked and required to perform many new functions. It is caught in the vise of standard per cent commissions from principals, based on functions performed historically, but not always realistically related to the costs of functions he is now asked to perform.

His alternatives are few. If he adds more principals and more lines, he could, really, be shortchanging himself and his principals by rendering a thinner more diluted service to each.

In effect, costs can rise more rapidly than income in account. The personal factor, so vital in slower times, has had to be spread over more levels of contacts. There is a shift in the time

allocation factor. More kinds of people in each retail organization have to be contacted at several echelons of authority. Knowing the Boss of a large corporation is perhaps the least important contact, for retail store presidents are forced to work in the corporate stratosphere of finance and anti-trust policy. The buyer and the merchandise manager, the store manager and even the grocery clerk become the critical points of contact.

This combination of circumstances: more functions, more costs, more contacts compels the broker to consider even more the role of being a manager himself.

On this issue hangs the broker's very survival. As a child born under the Sign of Gemini, he must look out and he must look in. In fact, if he is to look out intelligently, he had better budget the time and resources necessary for internal organizational efficiencies.

Knowing that at least \$500,000 worth of sales are necessary to support one additional \$10,000 a year man, he cannot lightly add staff specialists. Instead, he must mobilize his informational controls that the men he has can multiply their creativity.

Information System

A broker's office is in reality an information system. Events move so swiftly on prices, packaging, deals, promotions, specials, advertising that speed is of the essence. Hence, every broker's chief problem is to have and to give the kinds of information that are essential to his double-barreled public: the customer and the principal.

What kinds of information should he gather and to whom should he give it?

1. Broker must be better informed about:

- (a) goals of the customers he serves
- (b) retailer merchandising habits and needs
- (c) retailer WANTS

2. Broker must know:

- (a) location of "better volume" stores
- (b) per cent of total stores with best volume. Do 20 stores of a chain of 80 do 60 per cent volume?

3. Internal Operations:

- (a) What are the objectives? Of the firm?
- (b) each person in the firm
- (c) the principal's objectives vis-a-vis the broker

4. Systems Procedure:

- (a) Information flow to all within to customers to principals
- (b) feedback system
 - (1) office information
 - (2) order handling
 - (3) job description
 - (4) work distribution charts

5. Internal Accounting Systems require:

- (a) knowing costs of operations on a monthly basis
- (b) and these must be broken down by the categories of operations, such as:
 - (1) telephone and telegraph
 - (2) travel expense
 - (3) office expense and salaries
 - (4) salesmen's salaries
- (c) and they must be known early enough to change.

6. Information Systems to Keep Customers informed on their own successes on the various products he represents.

7. Cost Analyses must be continuous because ultimately the broker must be in a position to offer at least four service packages:

- (1) one with retail detail men
- (2) one without retail store servicing
- (3) one with extensive testing and research service
- (4) one without research service

Predict Profitability

The day may not be distant, in this age of computers, when the broker may be asked to show his retail accounts the net profitability of the items they are selling.

The broker may be asked to offer his principals an assortment of prices for assorted mixtures of his services. He will need to know his costs or he'll be giving away his assets.

Speaking of "fat" and "lean" products, Perry Bliss stated: (footnote: page 35, Business Topics, Michigan State

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THE MACARONI JOURNAL

PAVAN

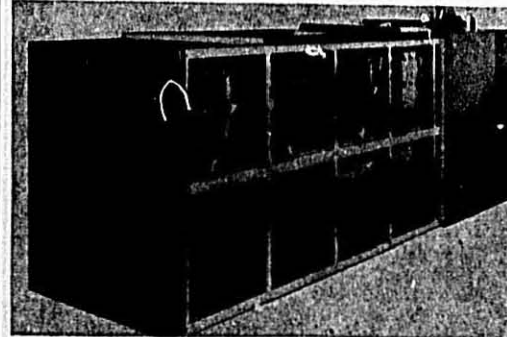
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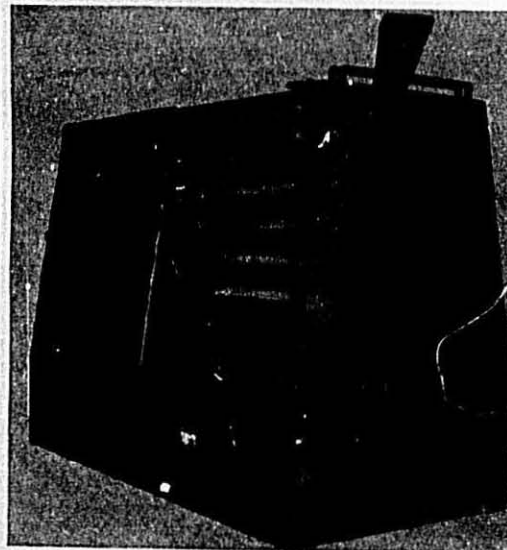
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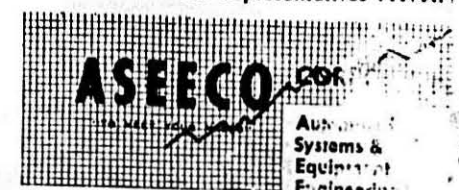
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AUGUST, 1963

Opportunities for Brokers—

(Continued from page 22)

University, Spring 1962—"Business and the Consumer").

They suggest that a "fat" product line that has any attribute unwanted by the purchaser, be it a physical defect (deluxe feature, extra richness, etc.), extra service (credit or delivery, sales assistance, premiums, etc.), or other cost-incurring but assumed demand-generating activities (celebrity endorsements, advertising gimmicks, TV quiz programs, fancy wrappings, etc.).

"A 'lean' offering is the opposite, i.e., it has only the physical and psychic attributes attractive to the purchaser."

The same is as true of services as it is of products. And the day is fast approaching when brokers will have to know their costs so they can offer "fat" services or "lean" services at different charges to different customers.

This can only be done with proper internal management controls. That is but one side of the story.

Teach Your Customers

The other side of the story is what the brokers have to teach their customers. In a lead article in the May issue of Food Business (page 40, "Stokely's Educated Brokers"), there is a description of how Stokely's educated their brokers in ways to help retailers solve at least some of their over-all store and profit problems. One section reads: Stokely top management "certainly recognized that quality, pricing, services, premium sales, advertising, and sophistication in the use of advertising media too often balance out each other among the advertised brands.

... To provide a unique service to its customers, one approach would be for Stokely and its brokers to help the chain sales manager and the Independent supermarket operator solve their sales and profit problems ... (they had) A short course on such supermarket riddles as mark-downs, space management, product mix, shrinking profit margins, over-stuffed shelves and the constant pressure for increasing volume.

Now what could a broker do with this kind of information? ... He could use it as a wedge: whereas the brokers had previously dealt with chain and independent buyers almost exclusively, they now asked their buyer contacts for information regarding sales man-

Result: "One chain had resisted adding new Stokely items simply for lack of shelf space. The buyer requested that the 'lean' survey his

cracker and cookie section for duplications and slow movers. The survey led to elimination of 157 overlapping items. The new found shelf space was filled with 11 additional Stokely products, along with several other manufacturers' products. As a by-product, cookie and cracker sales increased three per cent. . . .

"Another sales manager's big problems was declining volume in older stores in changing neighborhoods. The broker suggested a technique he had learned about at the clinic. The stores in question were withdrawn from the parent chain 'image,' given a new group name, and stocked, merchandised, and advertised to appeal to lower-income Volume and profit in those stores showed an immediate increase and Stokely sales to the chain have shown a comparable rise.

"The clinics provided brokers with new ammunition in the national-brand vs. private-label struggle, namely with the concept that per unit profit is actually lower on the private labels than on the advertised brands, a fact that is masked in many food chains by obsolete retail accounting practices and allocation of advertising allowances."

In short, there is much the brokers need to be able to teach their customers about space management and profitability.

Importance of Net

A study made by one of our graduate students at Michigan State University this year reveals that net profit contributions of products is far more critical than gross. After charging all fixed and administrative costs to each linear foot of shelf space, it was amazing indeed to see how much space was squandered on various products whose net contribution, even on items with high percentage gross margins, were in fact in the red. It also showed a basis for more scientific allocation of space on a net profitability basis with resulting increases on smaller numbers of facings even for named brands. This included variable cost charges for restocking as well.

Market information on consumer spending patterns and item preference also adds to increased sales and profits. By ascertaining customer reference by store areas, it is possible to get better proportions of wanted items stocked on shelves. Product mix is the issue. It is not helping a principal to push his product in areas where it is not wanted. When considerably less effort and cost could be incurred in pushing it in areas where it is wanted. A study of "How to Use Market Information to Improve Route Averages" in *Bakers'*

Weekly, brings out a series of illustrations of this point.

The Challenge

The challenge to the broker therefore is not based on the fact that he could be a two-headed monster, looking forward and backward or outward and inward. It is the challenge to integrate these obligations into the role of management, to simplify his work by more informational systems and controls. To be a unified Gemini—with coherent coordination of his dual roles.

The challenge to the broker lies in assuring that the question he is asking himself provides the answers that others need and want. He must organize to manage—not merely to sell! He must organize for his own profit, not merely to serve. He must mobilize new resources and the tools of modern management. They are there—if he has the men who know how to use them.

This brings me to my concluding statement. There is a mounting scarcity of managerial talent in this country. Due to the low birth rate of the thirties, there are fewer men available to an expanding economy. By the same token, managerial skills are at an increasing premium in a period of innovative competition. The shadow of the discount house had fallen against the land. The handwriting is on the wall for those who are not shrewder, smarter, quicker or different. The broker is in a unique position to render managerial services to his customers and to his principals—if he is armed with managerial skills himself. This is the challenge and the opportunity for the broker.

Training for Better Sales Supervision was discussed by Dr. Frank Johnson of the National Food Brokers Association Research and Operations Department at the NFBA Management Conference.

Practice does not make perfect. It only makes permanent. It is training that brings improvement.

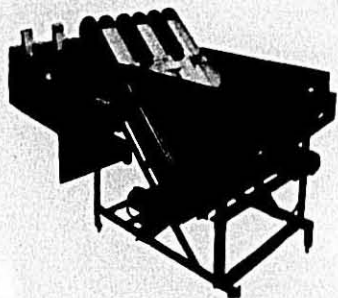
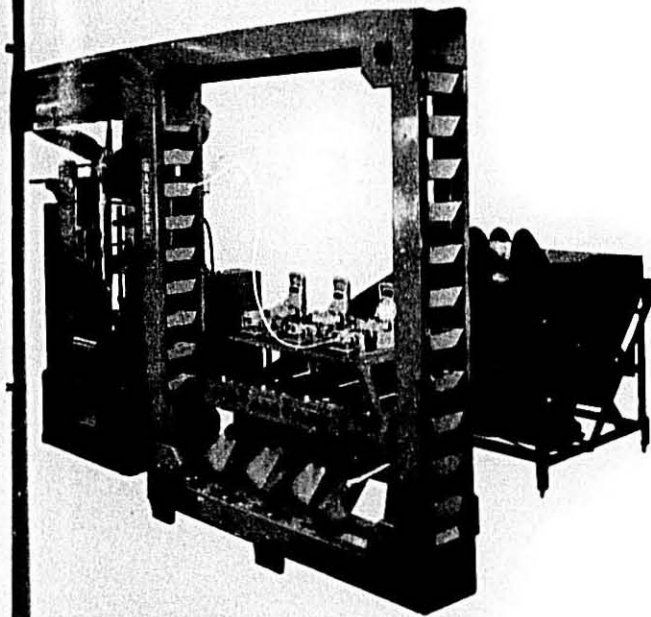
Constant improvement in the effective and economical operation of brokerage firms is necessary if brokers are to continue to effectively meet the needs of a vigorous and changing food industry.

To assist members in operating effectively and profitably the NFBA Research and Operations Department has been established. Its first assignment is that of holding regional seminars on sales supervision. This is now being done.

The two-year Delaware study provides a solid base for the Research and Operations Program, indicating how

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THE MACARONI JOURNAL



New scale feed with individual pin-belt conveyors developed by Haysen

HERE'S HOW THIS NEW FEED DELIVERS A CONTINUOUS, EVEN FLOW OF NOODLES AT HIGHER SPEEDS

Haysen's new scale feed starts with a large floor mounted hopper to which the bulk noodles are delivered. Mounted in this common hopper are a number of separate pin-belt conveyors. Each of these conveyors feeds noodles to a series of four feed pans which in turn move the noodles ahead to be weighed on one scale head. A feed system with three scale heads or weighing devices will have three separate conveyors and three separate series of feed pans.

Noodle flow is separated

This separation of the noodles before they even get to the feed pans overcomes the number one cause of slow speed and inaccuracies. No longer can you get too many noodles piling up in the pans feeding one scale head, while right next to it a scale head is starving for product.

Noodle flow is controlled

However, separation alone was not the final answer. You still could have too much or too little product flowing through all of the separate systems. So Haysen built into each conveyor-feed pan combination a series of devices that automatically control the flow of noodles. These devices measure the amount of product in each feed pan. If the noodles are moving ahead smoothly, they call for more product. If noodles start to build up, they stop the flow of product until it is needed again.

PACKAGING NEWS

NOODLES AND MACARONI

NEW SYSTEM PACKAGES NOODLES AT SPEEDS UP TO 60 BAGS PER MINUTE

The development of a new, high speed packaging system for macaroni manufacturers has been announced by the Haysen Manufacturing Company. A special scale feed, that incorporates individual pin-belt conveyors, and the new EXPAND-O-MATIC form-fill-seal packaging machine make up the new system. Haysen claims this combination solves the industry's long standing problem of slow packaging speeds.

Noodles are tough to feed

The macaroni industry has never been able to utilize the full potential output of automatic packaging equipment when running fine, medium and broad noodles. These products could just not be accurately fed to a packaging machine at high speeds. They tend to clump and bunch together. They would flood or over-feed one scale head while starving another.

Standard feeds aren't the answer

Haysen engineers say that nobody really faced up to the problem. Everybody, including Haysen, tried to feed noodles with some sort of modification of a standard scale feed. So the Haysen people set to work to develop a feed just for noodles.

New scale feed developed

They knew higher speeds and accuracies would be possible only if they could provide better control of the flow of noodles through the scale system. And that's just what they did. They did it by designing a scale feed with two major differences in principle of operation.

First, they separated the flow of noodles to each scale head starting from the time they went into a large floor hopper right up to the instant they were weighed.

Second, they developed devices that measured the amount of product in each separate pan feeding each scale head. These devices operate to automatically control the flow of noodles — starting it as noodles move forward and out of a pan . . . stopping it as noodles build up.

Combined with EXPAND-O-MATIC

Not many months before this, Haysen had introduced the EXPAND-O-MATIC, a new form-fill-seal packaging machine that had the speed and versatility needed to match this new feed. The two new machines were combined and tested on all types of noodle and macaroni products. Haysen reports even the toughest to handle noodles run consistently at speeds up to 60 bags per minute. A few installations are already running in macaroni plants, and several more are on the way.

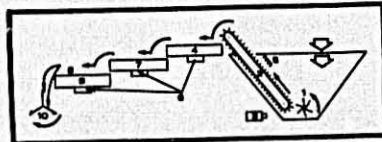
HAYSEN
AUTOMATIC PACKAGING EQUIPMENT

Each pan controls its own feed

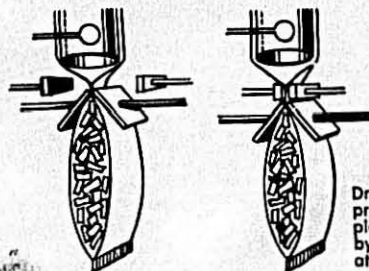
Actual control is accomplished by automatically engaging or disengaging the drive on the pin-belt conveyor and the vibrator installed under each feed pan. The operation of the vibrator on each feed pan is controlled by the product level measuring device in the pan just ahead of it . . . In other words, the pan it feeds. The drive on the conveyor is controlled by the device in the pan it feeds into.

High speed and accuracy

With a separate conveyor and a separate series of feed pans feeding each scale head, and with the flow through each of these systems individually controlled, Hayssen engineers knew they could now get higher speeds and accuracies. Tests and actual production runs of noodles have proved they were more than right. So right, that Hayssen is the only manufacturer guaranteeing weighing accuracy on 100% of bags filled.



- Continuously rotating lift noodles on to the pin bopper (1) separate and lift noodles on to the pin belt conveyor (2).
- Conveyor's drive motor (3) is engaged and product delivered upon signal from product measuring device in high level feed pan (4). When device indicates "full" condition, drive is disengaged.
- While conveyor angle of operation acts to string-out and separate the noodles, special overhead rakes (5) are installed to break up and stop large clumps so they can't get into the feed pan.
- Vibrators (6) move noodles forward in pans. Their operation is also controlled by product measuring devices located in the rear (7), bulk (8) and dribble (9) feed pans.
- For speed, both bulk and dribble feed the weight bucket (10) to a point just short of final weight. For accuracy, special devices instantly weigh the final pieces added by the dribble to overcome errors of estimation.



HAYSSSEN SAYS NEW PRODUCT SETTLERS SAVE FILM AND GIVE BETTER END SEALS

Drawing shows how product settlers operate to provide tighter bags with no product in the end seal area to cause leakers. At top of jaw stroke, settler plates close and mechanically strip noodles down into formed bag being held by auxiliary brake. Plates remain closed during the sealing cycle. They open at bottom of jaw's stroke to release sealed bag.

HAYSSSEN MANUFACTURING COMPANY
SHEBOYGAN, WISCONSIN

AUTOMATIC PACKAGING EQUIPMENT

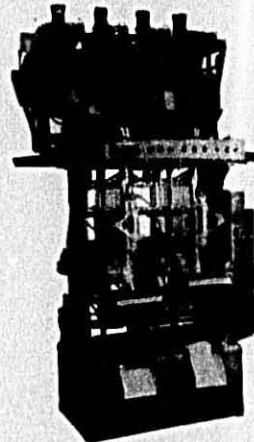
SEE COLOR FILM OF NEW SYSTEM

Hayssen Representatives have available a full color film of this new system in operation. Just call your nearest Hayssen Man to see it (listed in the Yellow Pages in many cities). Or write us here in Sheboygan, we'll get it to you pronto.

EXPAND-O-MATIC[®]

for automatic bag packaging of both noodles and macaroni

A twin tube EXPAND-O-MATIC packages noodles at speeds up to 60 bags per minute . . . equipped to feed macaroni, it will deliver up to 120 bags per minute. For maximum versatility, several twin tube machines have been equipped to feed and package noodles on one tube and macaroni on the other.



Expand output as needed

The equipment's unique expandable feature makes good business sense to many macaroni manufacturers. They can reduce investment by ordering a single tube model which will handle their present production. This single tube EXPAND-O-MATIC has the same frame as a twin tube model, and the second tube can be installed at any time right in the owner's plant. Packaging capacity can be economically doubled when needed.

Saves packaging material

Hayssen's exclusive "trim-seal" for poly and their new product settlers combine to save up to 10% on film used for a bag. Hayssen seals poly type films right at the end with no wasted film after the seal. Special product settlers work to shorten bag length and provide better seals by gently settling bulky products like noodles before end seals are made.

Seals all films

The EXPAND-O-MATIC has quickly interchangeable sealing systems. Impulse for poly and other unsupported films, resistance for cellophane type materials. It can be equipped with one or both systems or the second system can be installed in owner's plant at a later date.

Any size bag

There are over 30 different size forming tubes for the machine that are standard Hayssen equipment. Special sizes are built to handle extraordinary size requirements.

Sales Supervision—

(Continued from page 24)

our attention can best be directed. In regard to sales supervision, there are three issues to which we can most profitably devote attention.

The first is:

1. Further develop skills in managing men.

The foundation of managing men, is helping them want to achieve. It should be recognized that motivation cannot be conferred. It is more delicate than that. People motivate themselves. Managers provide the climate.

In managing men, the supervisor needs to have a clear understanding of incentive compensation so it will not be just an expense, but will bring profitable results.

Another step in managing men is to define the training needs of the men in your firm, and tailor your program accordingly. It should be remembered that an effective program shows the salesman how to improve, and does not just exert pressure. Emphasis is not on cheer-leading, but on coaching.

Motivation, compensation, and the process of designing training programs specifically for your firm are all discussed at some length in the seminars currently being conducted by the NFBA Research and Operations Department.

The second opportunity for more profitable and productive sales supervision is that of:

2. Making greater use of scientific procedures.

Consider some of the changes that have been taking place in the food business that have been affecting the broker salesman's job.

- a. Brands are pre-sold on a broad and powerful scale.
- b. Impersonal buying committees have emerged.
- c. Store managers' roles vary. Some make buying decisions, others merely go through the motions of buying.
- d. Attitudes vary toward store-level contact, and the function of such contacts.
- e. Competition for shelf and display space is intensifying.
- f. Discounters are growing and "scrambled" merchandising is increasing.

In short, the activities of broker salesmen are changing. This underscores the need for a realistic "job description." A job description is a simple but scientific approach which very specifically

describes the tasks to be performed. It facilitates a systematic analysis of the type of man needed for a particular job, and helps identify the experience or training he should have.

A considerable amount of attention in the seminar currently being held is devoted to the preparation and use of job descriptions.

Greater use of professional screening would increase the likelihood of obtaining suitable men who will stay with you. This is especially so when a detailed but realistic job description has first been prepared.

The third opportunity for more profitable and productive sales supervision is that of:

3. Making a systematic analysis of sales and sales effort:

Sometimes on the surface sales figures look good, but underneath trouble exists which is not yet visible. It's like an iceberg. The beautiful part shows, but nine-tenths is below the surface and that is the part that can sink the ship.

A systematic analysis of sales can identify potentially troublesome areas before they create disasters.

Sales can be analyzed by:

- customers
- products
- time periods, and
- salesmen

Two other types of analyses are time and duty analyses of salesmen:

A time study measures the use of time by salesmen and seeks methods of trading non-productive time for selling time.

A duty study analyzes the functions and activities and seeks methods of applying efforts more effectively.

Neither of these seeks to have the salesmen work harder, just smarter.

Such analyses of sales and of salesmen's efforts provide management with controls that can point the way to more profitable application of effort. They also facilitate evaluation of performance.

To sum up: An economics professor recently asked me: "Why do brokers continue to exist? I thought they would dwindle away." Brokers continue to exist and grow in importance simply because they can do the job more efficiently than can the manufacturers. If that were not so, in our competitive system, brokers would fade away,

rather than grow in numbers and importance.

The future of food brokers depends directly on their ability to make sales effectively and economically. This requires effective sales supervision adapting to the dynamic needs of the times.

The NFBA Research and Operations Department has been established to provide information and assistance that you can use in your constant quest for effective, economical, and profitable operation.

Three of the current needs or opportunities of brokers in regard to sales supervision are:

1. Further develop skills in managing men.
 2. Make wider use of scientific procedure.
 3. Make a systematic analysis of sales.
- Your increased attention to those three should prove profitable.

The basic elements of sales supervision, says Marsh H. Blackburn of the Hoosier Brokerage Company, Indianapolis, apply in any size brokerage operation with only a slight variation in approach.

In reality, the control factor of a food brokerage operation is time . . . and this we must always be mindful of. The more effectively you can eliminate the loss of time in the sales and merchandising application of your men, the greater the opportunity for productivity.

If the average lifetime of your men would be 70 years (I doubt if this applies to the manager, however) . . . only 19 years, or 27.2 per cent of the total time is spent working. To survive in today's marketing area, maximum productivity, through successful management of your men's time, is essential.

Management of time, although a Sales Manager's responsibility, is actually the responsibility of every man in the organization. In fact, it's imperative, through aids and procedures provided by the Sales Manager, that each man recognize and accept these responsibilities or you probably won't have the desired productivity. The ultimate objective on the part of any food broker sales manager should be recognition and effective control on the part of his men in the application of work application.

It is sales management's responsibility to provide the tools that productivity can be increased. Then to work with the salesman until they are effectively using the tools.

Men should be supervised, trained, and individually responsible for their own performance.

(Continued on page 26)

FROM THE "Macaroni Journal" NOVEMBER, 1962

INSTALLED IN THE NEW PLANT OF
SAN GIORGIO MACARONI, INC., LEBANON, PA.

and now...

THE MACARONI JOURNAL

...and now

San Giorgio

MACARONI, INC.

LEBANON • PENNSYLVANIA

February 6, 1963

Dott. Ingg. M. G. Braibanti & C.
Casella Postale #3579
Milan, Italy

Gentlemen:

For some months, we have been operating two Braibanti long goods lines and three Braibanti short cut and noodle lines in the manufacture of our products. We are happy to report that we are well satisfied with the quality of the product produced, the new and unusual features of this equipment, and the efficient production resulting from its use.

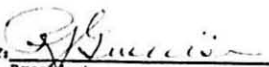
Difficulties in the manufacture of short cut items formerly experienced have virtually disappeared. We can dry any shape from the smallest pastina to the largest rigatoni sizes and produce an excellent product.

We are well pleased with your presses. The employment of two extrusion screws marks a definite improvement in press technology.

We have recently ordered the sixth automatic line, which is the third for long goods. This fact alone is testimony of the satisfaction we have had with your equipment. We can recommend your equipment for the manufacture of pasta to everyone. You are at liberty to use this letter for publicity purposes.

Yours very truly,

SAN GIORGIO MACARONI, INC.

BY: 
President

YOU, TOO, SHOULD SEE **Braibanti** FIRST

Sales Supervision—

(Continued from page 27)

measured against these objectives. It is the responsibility of the "supervisor," by actual observation of performance, and by a thorough analysis of the recorded performance, to help each man to correct his weak points, and further develop his strong points.

Few people have specific goals, and in many cases where they do set goals, these goals are far below what they even realize they are capable of. The basic responsibility of sales supervision is to set the proper goals, and then to lead those being supervised to the attainment of them. By and large, you will get what you ask for . . . if the objectives are reasonable . . . and actual performance is followed by supervision.

In reality, if all other factors essential in the composition of a good salesman and merchandiser are applicable, such as:

1. recruitment and employment practices
 2. teaching and training procedures
 3. compensation programs
 4. morale and motivation
- then the control factor is actually the aids and procedures supplied by the food broker sales and/or marketing manager, to guide effective time management from his men.

George D. Hardy of the Harry B. Cook Company in Washington, D.C., observed:

Only a few years ago, few people dreamed that food brokers of this nation would reach the heights, both in sales and prestige, which we now occupy.

Credit may be given to many areas of our activities, such as in-store merchandising, etc. However, the fact is that the food brokers' prestige has risen immeasurably with his ability to keep pace with ever-changing marketing conditions in his area and to continually up-date his procedures in the introduction and presentation of new items.

We, as food brokers, operate at the so-called "local level." We are in a position to know local conditions and adjust our presentation accordingly. New item acceptances are the backbone of our growth, so what about this business of introducing and presenting new items?

No. 1—Preparation. In areas where buying committees confront us, with every member of the committee we have some real problems. We should tear apart the marketing procedure, etc., that manufacturers send us, and reassemble in the

best fashion we know how, to fit the particular customer we are making the presentation to. Many chains and wholesalers want to see, and do consider every piece of material on all new items. Others do not. We should know our items and customers to the extent that we present the items by pushing the items' strong points, as well as hitting hard at the customers' weakness as it pertains to the particular item. What I am really saying is, to make up separate presentations for each major buyer.

No. 2—Presentation. Never leave the buyer unless you have first given him the best presentation you know how and then invited him to ask any questions you may have left unanswered. You not only sell an interviewer, you instruct him on how to sell the committee for you. You want him to be your salesman, not a presenter.

Pricing and Profit

During your presentation you should have covered pricing, profit at suggested retails where applicable, and where it fits into the over-all product category of his particular operation. In the case of canned goods, you should have cut against competition and left enough samples of your item and your competitors' to allow the interviewer to do the same before the buying committee. If the presentation is complicated, you may wish to write him a letter with all details outlined and hand it to him just before you leave. I was told by one of our largest chain buyers a few weeks ago that cutting samples had become a neglected part of new item presentations. A salesman brings in his samples for cutting and expects to get his item stocked without demonstrating how his quality stands up against other brands already stocked by the customer. The salesman leaves it to the interviewer to get competitive samples. (We should provide competitive samples.) I hope the buyers in your market do not reflect this, and if they do, I hope it is against the manufacturer's direct salesman—and not we food brokers. Cutting samples and good product information makes the interviewer a better salesman for us.

No. 3—Follow-Up. We find this is one of the most important parts of our operation on introducing new items. If we are turned down, we go back and back until we hit pay dirt. I recently was successful on my 21st presentation of a new size of a product we represent to one of our major chains—the 21 presentations were over a period of 48 weeks.

A major chain executive told me that many times they would finally approve

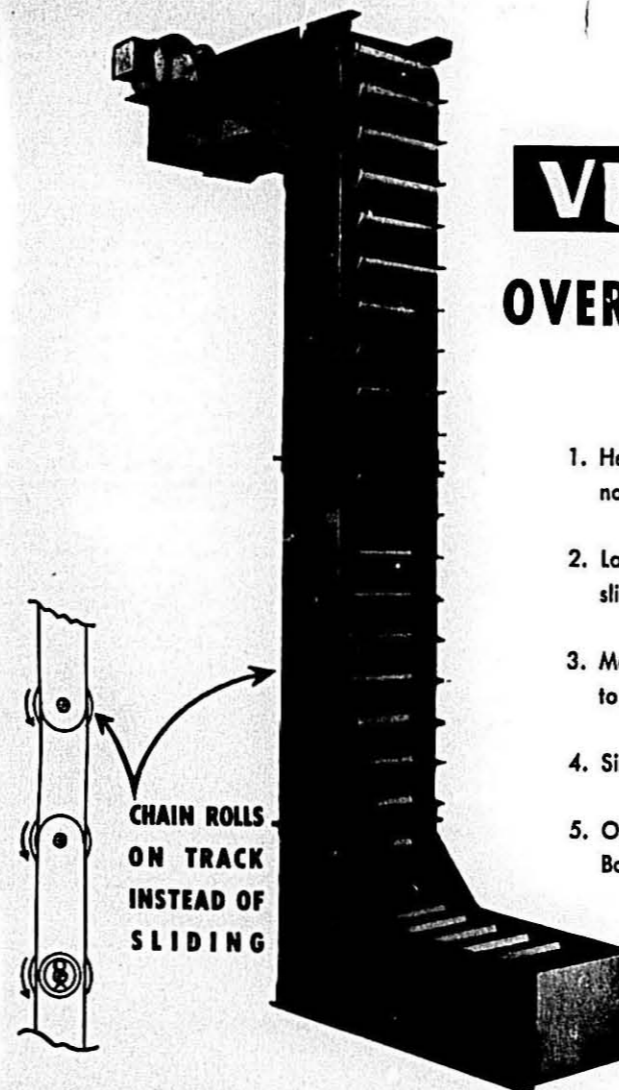
an item because the broker or salesman was so persistent that they finally gave the item a try. If you think that I apologized or asked if this were the reason you're wrong. I thanked them and complimented them on the opposition they put up. They, on the other hand, complimented me on the battle I waged.

Accent on Planning

From McCabe's Spot Shot,
New England Grocer Magazine

Some family-owned business firms have been operated successfully through several generations. Others, unfortunately, have quickly followed their late owners. The cause of such failures can frequently be attributed to inept management by beloved but unqualified family members. What plan of action is best in a given situation depends, of course, on all the circumstances. To avoid making the wrong decision, a business owner should seriously weigh his answers to the following questions:

1. Is there a family member capable of operating the business?
 - a. If so, has he been consulted as to his own aims and ambitions?
 - b. If not, would it be practical for someone else to operate the business for the family's benefit? An outside trustee?
 - c. Could some practical and mutually attractive arrangement be made with one or more key men?
 2. Would a change now in the form of doing business (sole proprietorship, partnership, corporation) be helpful later?
 3. Would the family be better off if the business interest were sold?
 - a. If so, has an assured market been established on a binding buy and sell agreement?
 - b. What method was used to establish the price?
 - c. Has the price been reviewed recently and brought up to date?
 - d. What assurance is there that the proposed buyer will be able to finance the purchase at the death of the owner?
 4. What value is likely to be placed upon the business interest for death tax purposes, and how can it be defined in advance?
 5. Will there be enough liquidity in the estate to meet all transfer costs (including estate and inheritance taxes)?
- When these questions have been answered satisfactorily the business owner is then ready to have his business interest integrated with his overall estate plan. With the help of qualified advisers, definite steps can be taken to assure the desired results.



VERTI-LIFT OVERLAPPING BUCKET ELEVATOR

1. Heavy Duty Cast Buckets . . . One Piece, no Pins or Rollers.
2. Large Roller Chains that roll instead of slide . . . Reducing friction and wear.
3. Made in Sections . . . For rearranging to suit future needs.
4. Simple Operation . . . No cams.
5. Optional Discharge . . . End or Side or Both.

ASEECO CORP. has helped these and many more leading firms with its VERTI-LIFT.

Anthony Macaroni Co. • American Beauty Macaroni Co., Kansas City
• American Beauty Macaroni Co., Los Angeles • American Beauty
Macaroni Co., Dallas • American Home Prod. • American Nut Co. •
Bell Brand Foods • Bel Air Foods, Inc. • California Date Growers, Inc.
• Catelli Foods Ltd., Canada • D and R Nut Co. • Durak Inc.
• Emery Industries, Inc. • Elliot Mfg. Co. • Fresno Macaroni Mfg. Co.,
Inc. • Gallo Macaroni Co. • Germain Seed Co. • Golden Duff Co.
• L. A. Nut Co. • L. A. Service Packing Co. • Major Italian Foods
Co. • Molino Harinero, Hermosillo, Mexico • Patis Macaroni
Mfg. Co. • Prepared Foods Products • San Giorgio Macaroni
Co. • Service Packing Co., Canada • Laura Scudder's • J. S.
Macaroni Mfg. Co. • Valley Date Gardens, Inc. • Venus Foods, Inc.
• Waterman Loomis Seed Co.



AUGUST, 1963

THE MACARONI JOURNAL

How to Sell

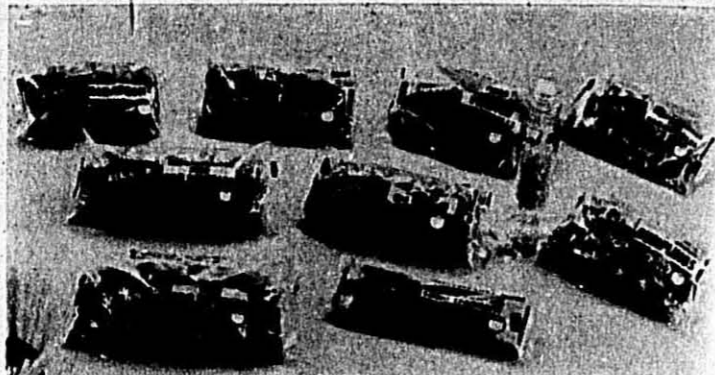
Dr. Norman Vincent Peale, author of the best-selling book "The Power of Positive Thinking," gives salesmen an inspiring and practical formula they can use every day to maintain their enthusiasm and their belief in themselves, their company and their products.

Point 1. Believe in yourself. There comes a time in the life of every one of us when we become completely discouraged. At times like these, the first thing to do is to ask yourself this question: "Who am I?" You are the same person you have always been! Only your thinking has become different, that's all. So make a true estimate of your own ability, then raise it ten per cent. Do not become egotistical, but develop a wholesome self respect. Have faith in your abilities, develop a firm belief in yourself. Each morning upon awakening, try saying to yourself, "I believe, I believe . . . I believe."

Point 2. Think success. Remember, you can go no higher than you think. Fortunately we have all been given the ability to think very high! Marcus Aurelius, a Roman Emperor and one of the greatest thinkers of all time, once said, "A man is what he thinks all day long." So, if you have the will to win, think success in every endeavor you undertake, both in your business and personal life, and you will succeed.

Point 3. Welcome your problems. Tomorrow morning, no doubt, you will face the same old difficulties, the same old problems, as you had today. Remember, however, that problems are what make men strong. A friend of mine has only one sign on his office wall. It reads: "Do not bring me your success; they weaken me. Bring me your problems; they strengthen me." I heard a psychiatrist say the other day that the chief duty of a human being is to endure life. That isn't it at all. The chief duty of a human being is to master life. Since problems are a sign of life, welcome them! Meet them! Master and overcome them!

Point 4. Be a whole person. Many people unfortunately inhibit and frustrate the talent power within them by giving only half of themselves. Be a whole person! Don't be a "half-a-minder." Usually when you hear someone say, "I've half a mind" to do this or that, he's thinking half, but maybe only giving a quarter of himself. Start thinking and talking "Whole Personality," "Whole Heartedness." People are defeated not because of lack of ability, but lack of "wholeness" in personality, heart and mind. Whatever you do, do it with everything you've got. Then nothing can stop you.



Skinner Macaroni packages were featured recently in duPont's publication "Packages & People." Housed in a new plant in Omaha, Nebraska, Skinner's packaging is done one-half flight below grade level; directly below manufacturing. The area is air conditioned. Once packaged, the products are cased and moved back on conveyor belts to the upper-level storage and shipping area. Here they are prepared for distribution throughout 26 states. Though most of the manufacturing and packaging operations are automated to a large extent, about 120 employees are required to man the plant, and in addition, a sales staff of 45 persons is maintained.

Sales have grown since moving into the new plant in 1961, reports H. Geddes Stonway, executive vice president. "Approximately half of our products are now packaged in polyethylene. We were an early user of transparent films but switched to Du Pont 2-in-1 polyethylene for additional strength. It feels soft and the film's clarity shows the 'golden glow' of our product to best advantage. Consumers like it too . . . the poly packages have been very well accepted."

Point 5. Be proud you are a salesman. I have always believed that selling is a profession, an important, vital profession, fundamental to any economy. So realize and remember every day that you, as a salesman, are a fundamental part of your economy; that without you, thousands of people could never be introduced to goods and services which are important to them and all mankind. Remember that without salesmanship, we could never have reached the standard of living we enjoy today. So stand tall! Walk tall! And every day of your life say to yourself, "I am proud I am a salesman."

The Dartnell Corporation of Chicago is offering a 30 minute film starring Dr. Peale in "What It Takes to Be a Real Salesman" in 16 mm sound, black and white. Price is \$290 for purchase or it can be rented at \$1.03 per person per showing with a minimum of \$40.00 for each showing.

Merchandise the Advertising

Charles H. Lillienfeld, president of Lillienfeld & Company, Chicago advertising agency was once the merchandising executive of a supermarket chain.

As such, you are on the receiving end of several thousand presentations from manufacturers annually. Over 50 new items are presented to you every week, most of them supported by advertising programs which, as far as they go, are well executed.

But your problem is that your stores each already stock six to eight thousand items. And there simply isn't any space left to hold more.

On the other hand, you certainly can't reject all the new products. Otherwise, your competitors will gain the advantage of featuring more interesting items and greater variety. So what to do? You take on a number of select new items and drop a number of old ones to make room.

Important Criteria

This leads to the questions of which to accept and which to drop. Aside from the obvious criteria of profit margin and turnover, the decision is usually made in favor of that product which seems to be most aggressively and intelligently promoted.

As a food store executive, you are in an excellent position to make this judgment. There could hardly be a better laboratory than a food store in which to discover what works and what doesn't. And you soon learn that many of the advertising programs which are so proudly presented will bring only mediocre results or actually fail.

Not, mind you, because the art work isn't beautiful or the copy provocative. But because there are serious flaws in the merchandising follow-through, flaws usually caused by ignorance of the retailers' problems.

That's why I constantly remind my staff that it is virtually important to

"merchandise the advertising" and merchandise it properly. If I were to prepare any rules on how to do this, I would start by saying try to understand what these problems are.

Five Points

The first step is to realize that, no matter how enthusiastic you may be about your product, the retailer just does not need it in his store.

Second, don't attempt to create your own arbitrary rules. Be guided by the retailer's experience, desires and policies. For example, perhaps you don't like co-operative advertising.

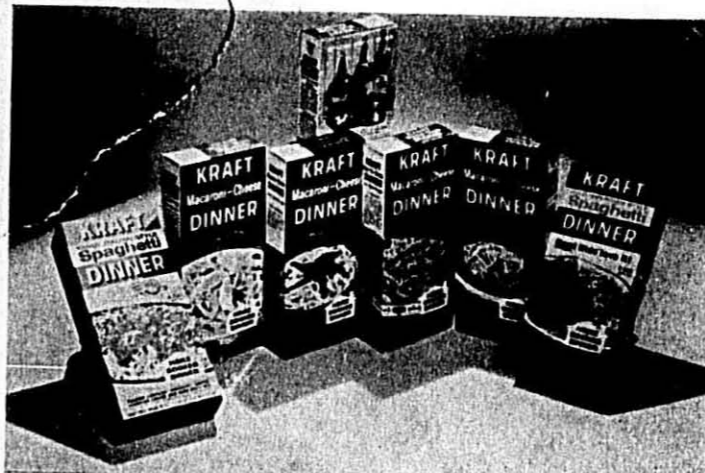
But, if the retailer wants it, you'll be wise not to ignore him unless you are one of the giants who have created an irresistible consumer demand.

Third, make sure point-of-purchase material not only fits the space available, but also fits the policies of each particular chain. If you don't, thousands of dollars' worth of beautiful lithography will end up in the scrap pile.

Fourth, use showmanship. Hard-pressed as a store manager is for space, he will often make room for display material if it is done with a flair that makes it arresting.

This brings me to another point which I cannot over-stress: don't treat merchandising as second-rate material to be assigned to your second team. In too many agencies, there is a tendency to give such assignments to cubs as training exercises.

The theory seems to be, "You can't tie up your top creative brains on these unprofitable, time-consuming jobs."



Kraft Dinner Cartons. A series of six different dinner cartons have been lithographed in five colors for Kraft Foods by United States Printing & Lithograph, division of Diamond National Corporation. The macaroni cartons feature four different recipes, the spaghetti comes in American and Italian styles, and a Noodle-Chicken dinner complete the assortment. The cartons feature a seal end, full flap and are produced in .015 Con-Blend.

Merchandising Vital

We feel merchandising is so important that it should be given the same attention as advertising.

Therefore, in our shop, you might find for instance, that a shelf-talker was written by the same person who just finished a full-page, four-color ad for Life.

From the short-term view, this costs us money. But we feel it pays off in the long run by helping to increase clients' sales.

Most important of all, there is nothing easy about keeping an old product in the supers or introducing a new one. Certainly, brilliant copy and outstanding art won't do the job alone. The interest your ads create must be paid off at point-of-purchase, where the sale is made or lost.

And that means "merchandise the advertising."

Advertising Excellence

Delmonico Foods, Louisville, and its advertising agency, Leonard M. Sive & Associates, Inc., Cincinnati, have won two awards for excellence in advertising. One, a first award by the Huntington Advertising Club, for a direct mail program to the trade; the other, a gold award by the Affiliated Advertising Agencies International, at its 25th anniversary meeting in Los Angeles, for a television film commercial.

Delmonico House Organ

Delmonico Foods has begun publication of an external house organ known as "The Noodler." First issue was published in May, 1963. The publication contains merchandising and marketing information, news of research and development in the food industry, tips on display and sales promotion, and other news and information of interest to retailers and wholesalers in the food field.

Live with men as if God saw you; converse with God as if men heard you.—Seneca.



Golden Grain Macaroni sports redesigned cartons. New fold-cartons for the West Coast's Golden Grain macaroni products have been lithographed in four colors by United States Printing & Lithograph, division of Diamond National Corporation. The cartons, all of which feature a cellophane show-through window, were designed by U-S West Coast Art Director Dieter Vleihofer.

August, 1963

THE MACARONI JOURNAL

Control of Extrusion Pattern of Short Cut Goods Continuous Presses

by C. Daniel Maldari, D. Maldari & Sons, Inc.



C. Daniel Maldari

The question of extrusion pattern has been prevalent since the inception of macaroni extrusion but has not until comparatively recent times been brought to light by the discriminating glare of quality control.

Briefly stated, extrusion pattern can be defined as the cross-sectional rate of extrusion distributed across the diameter of the die in a given period of time. Thus, if the rate of extrusion from every outlet in a given die is exactly the same we will obtain an even extrusion pattern; and, conversely, should the rate of extrusion vary we will obtain an uneven extrusion pattern.

In the ideal hypothetical situation, the extruding pressure is exactly the same over the entire surface of the die.

In the practical and existing situation, however, the resulting pressure on the die varies, creating an extrusion pattern in direct proportion to the forces applied at stated points on the die.

No Set Pattern

The continuous presses do not show a set pattern on short cut extrusions, but vary widely and demonstrate individualized characteristics which makes impossible any significant statistical analysis. With the introduction of continuous presses, dies extruded short on the outside and long on the inside. Gradually this pattern changed until at this writing the general characteristic is to extrude long at both the outside and center of the die. This pattern now displays a continuing trend, but still varies widely according to mix, raw material, rate of extrusion, and methods of operation.

Chamber Design

There are a number of ways we have endeavored to correct the problem of uneven extrusion. Initial attempts were directed towards layout by designing the die with intake chambers spaced further apart at the center of the die than on the outside. This served not only to increase extrusion resistance at the center but also resulted in a stronger die. This endeavor was soon supplemented by the use of longer head pins with varying thickness. This method proved successful and is still in limited use today.

Our next venture was with equalizing plates. This plate consists of a brass sheet averaging three-eighths of an inch thick designed with varying diameter

holes to counteract the faster rate of flow at designated areas of the die. To explain, the long extrusion at the center of the die was shortened by drilling smaller holes at the center portion of the equalizing plate. The resulting action of increased resistance to flow tended to equalize the uneven extrusion pattern. This method proved most satisfactory provided all conditions remained constant. Any variation in mix, raw material, rate of extrusion, or other applied methods of operation had a direct effect on the extrusion pattern.

Rings or Bushings

We next turned to "rings" or "bushings" with different size holes for more rigid control. This method afforded the valuable quality of flexibility in the field in that correction could be made by adding or removing controlling bushings as required. The disadvantage lay in the time element, in that expensive time is consumed when making the required adjustments. This disadvantage must be weighed carefully against the advantage of flexibility and immediate availability of corrective change.

There are other methods of controlling the rate of extrusion at specific areas of the die, but to date they have been found to be impractical and expensive.

These, then, are the most common methods of extrusion pattern correction in use today. The method selected is a matter of choice with the individual, with the factors of flexibility, convenience, time, cost, and quality control all having a direct effect on the final decision.

Newlyweds

Mr. and Mrs. Albert Margulies of Cliffside Park, New Jersey, have announced the marriage of their daughter, Barbara Jill, to Charles O. Rossotti on June 9 in Cambridge, Massachusetts.

Mr. and Mrs. Charles C. Rossotti, parents of the groom, plan a reception in their honor at their home in Englewood, New Jersey prior to their departure for a honeymoon in Europe in late August.

Barbara graduated magna cum laude in 1961 from Mount Holyoke College, where she was elected to Phi Beta

(Continued on page 36)

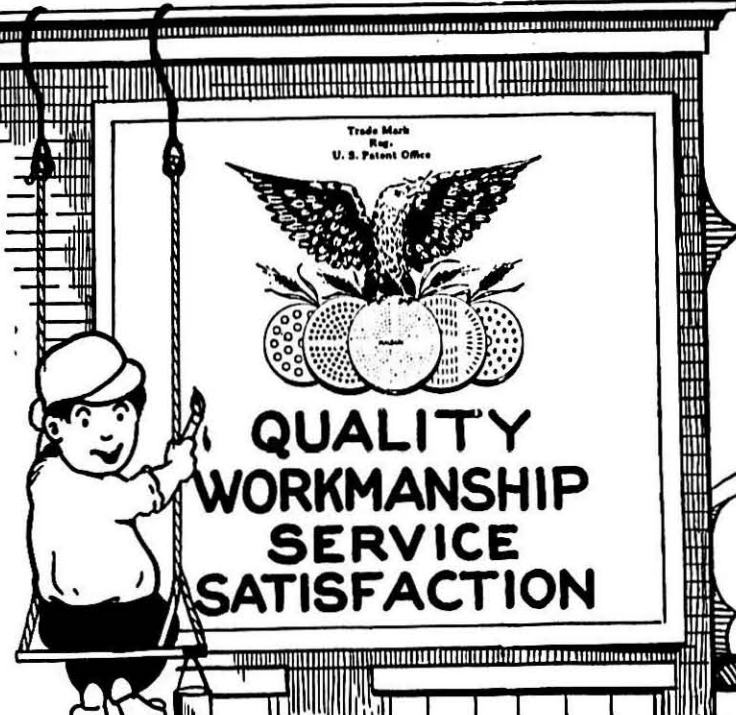


Charles O. Rossotti



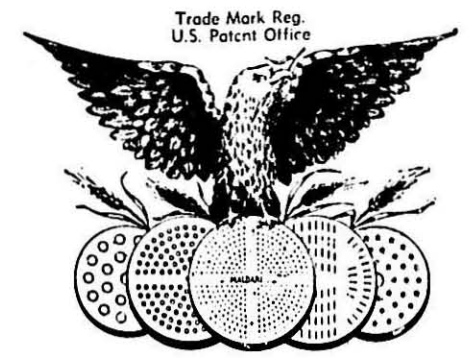
Barbara Rossotti

THE MACARONI JOURNAL



**QUALITY
WORKMANSHIP
SERVICE
SATISFACTION**

EXTRUSION DIES FOR THE FOOD INDUSTRY



Makers of **Macaroni Dies**

D. MALDARI & Sons, Inc.
557 THIRD AVE. BROOKLYN 15, N.Y., U.S.A.

America's Largest Macaroni Die Makers Since 1903 — With Management Continuously Retained in Same Family

Mixup

Abigail Van Buren, syndicated columnist known as "Dear Abby," has had a battle raging on the proper way to eat spaghetti.

One reader writes: "Dear Abby—where did you get the idea that one uses a fork and a spoon for spaghetti? According to Emily Post it is not considered etiquette either here or in Italy. Please correct yourself in your column before millions of Dear Abby fans start eating their spaghetti like Italian peasants. Vella."

The reply: "Dear Vella—All right, so I was taught to eat spaghetti like an Italian peasant. But it is easier to eat that way and, in my book, common sense and convenience transcend 'etiquette,' so let us not have any Emily Postmortems."

She went on to say: "Dear Readers—I finally became so exercised over the spaghetti-eating controversy that I sent the following cable to a well-bred Italian friend in Florence, Italy—'In Italy, is it considered proper etiquette to eat spaghetti with a fork and large spoon?'"

By return cable, here was the answer: "Only the middle-class southern Italian eats spaghetti with a fork and large spoon. Aforementioned technique strictly excluded by good society throughout the whole of Italy. Giorgio Gianese."

Editor's note: Take a few strands of spaghetti with the tines of your fork and twist them against a spoon or your plate. It isn't a problem because it isn't difficult. Just eat it often and enjoy it because it's good for you and you will like it.

Strike While the Pasta Is Hot!

Jack Procino, the pleased mentor in the chef's hat, has been teaching Puddy Morabito the fine points of bowling and savoring spaghetti from a king size bowl.

Puddy was captain of the winning team in Procino-Rossi macaroni league held in the Roman Athletic Club bowling lanes of Auburn, New York. Team names give a clue to the bowlers' culinary interests. They were: Ditalini, Spaghetti, Rigatoni, Elbows, Farfalle, Gnocchi, Cut Zita, Lasagna, Linguine, Maccaroncelli, Acini Di Pepe, and the league winners—Fettuccellis.

Pud's teammates on the winning combination included Tom Leone and Frog Colangelo. There wasn't an Irishman in the league.

Jack Procino is a principal in the Procino-Rossi Corporation, a leading macaroni manufacturing establishment in western New York state.



With fork against a spoon.

Sequel

You have seen the pictures in the papers of messy babies slurping spaghetti. It is always a "cute" subject which captures attention.

Recently the Fresno Bee in California ran two columns of pictures showing what an incredible difference six and one-half years can make.

Richard Lee Smith, a seven year old spaghetti twirler who uses the fork against the spoon technique, is now the essence of elegance. Pictured wearing a coat and tie he cleans up his plate as completely as he did when ten months old.

Ricky's grandmother, Mrs. Nick Dambrosio says: "Neat and polite Ricky's favorite food is still spaghetti."

Wheat Commissioners

James "Ole" Sampson of Lawton was elected Chairman of the North Dakota State Wheat Commission at their annual reorganization meeting held in Bismarck. Vice-chairman for the coming year will be Tom Ridley of Langdon. Four Commission members were also selected to the Board of Directors of Great Plains Wheat, Inc.

As chairman of the group, Sampson



Jack Procino coaches Puddy Morabito.

will chair the meetings of the seven Commissioners, six elected by wheat growers and one at-large, who are charged with determining the best means of promoting and developing markets for wheat and durum grown in North Dakota.

Sampson and Ridley will both represent the North Dakota Wheat Commission on the Board of Directors of Great Plains Wheat, Inc. Otis Tossett of Lansford, who was recently re-elected Chairman of the Board, and Robert Huffman of Regent complete the list of four representatives from North Dakota included on the policy-making Board of Great Plains Wheat.

Other members of the North Dakota Wheat Commission are Sydney Hoveskeland, New Rockford; Lloyd Jones, Palermo; and M. H. Gifford, Gardner.

In Canada

Dr. G. N. Irvine has been named to succeed Dr. J. Ansel Anderson as chief chemist of the Grain Research Laboratory, Board of Grain Commissioners for Canada, Winnipeg. Dr. Anderson is now director general of the Research Branch, Canada Department of Agriculture, Ottawa.

The Wheat Board recently entertained five members of the General Syndicate of French Semolina Millers; the Frenchmen studied the Canadian grain trade and examined methods of maintaining and improving the quality of wheat exports.

Officials of the Board see a chance to build sales of macaroni wheats in the European Common Market and the invitation of the French millers was not just the opening shot of the campaign, but the continuance of a major battle to cash in on some of this potential business.

Newlyweds—

(Continued from page 34)

Kappa. She has one more year in her studies at Harvard Law School.

Charles, a magna cum laude graduate of Georgetown University, Class of 1962, was elected to the Gold Key Society. He has one year to complete requirements for a Master's degree at Harvard Graduate School of Business Administration.

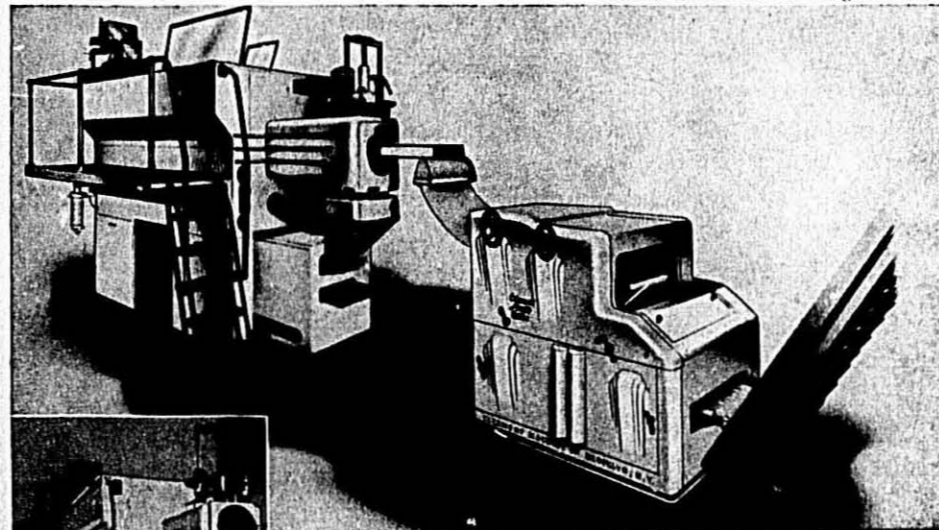
Executor

Robert Williams of Western Globe A-1 Products, Los Angeles, was named one of five executors of the estate of his father-in-law, William O. Jenkins, who died in early June in Pueblo, Mexico. Mr. Jenkins was 89 years old. He was reputed to have been the richest man in Mexico, leaving an estate valued in excess of \$210,000,000.

THE MACARONI JOURNAL

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

Clermont Extruded Noodle Dough Sheeter VMP-3



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

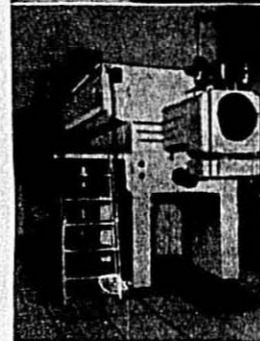
FOR THE SUPERIOR IN NOODLE MACHINES

IT'S ALL WAYS *Clermont!*

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

TAILOR-MADE FOR THE NOODLE TRADE

Available with or without vacuum process



VMP-3 with short cut attachment.

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

Clermont Machine Company Inc.

266-276 Wallabout Street,
Brooklyn 6, New York, N.Y., U.S.A.
Telephone—EVERgreen 7-7540

SUMMER IS THE SALAD SEASON

Macaroni salads are always eagerly sought after and are most appropriate for summer buffet service. Best of all, these salads may be prepared ahead and chilled until serving time so there is no last minute preparation.

The trio pictured on the cover of this month's magazine are Nippy Ham Salad, Tomato-Onion-Cheese Salad, and Spanish Onion - Green Bean - Macaroni Salad.

Nippy Ham Salad (Makes 4 to 6 servings)

- 1/2 pound boiled ham, about 1/8 inch thick
- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 2 medium-sized tomatoes, coarsely chopped
- 1/2 cup sliced scallions
- 1/3 cup salad oil
- 3 tablespoons vinegar
- 1-1/2 teaspoons dry mustard
- 2 teaspoons sugar
- 1 teaspoon salt
- 1/8 teaspoon pepper

Roll up ham slices tightly, jelly-roll fashion; chill. Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain.

Combine macaroni and remaining ingredients; mix well. Chill. Arrange ham rolls on macaroni salad. Garnish as desired.

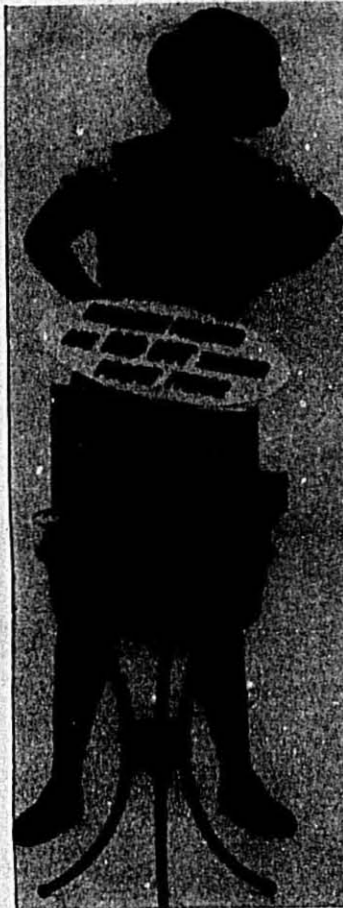
Tomato-Onion-Cheese Salad (Makes 4 to 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 2 cups grated process American cheese (about 1/2 pound)
- 1 cup sour cream
- 6 tablespoons vinegar
- 1 medium-sized onion, chopped
- 1 medium-sized tomato, coarsely chopped

Salt and pepper to taste

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

Reserve 1/2 cup cheese. Combine macaroni, remaining cheese and remaining ingredients; mix well. Sprinkle with 1/2 cup cheese. Chill. Garnish as desired.



Audrey Becker

Audrey Becker has a good idea.

Spanish Onion-Green Bean-Macaroni Salad (Makes 4 to 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 medium-sized Spanish onion, sliced
- 2 cups cooked green beans
- 1 teaspoon prepared horse-radish
- 1/3 cup salad oil
- 3 tablespoons vinegar
- 1 teaspoon paprika
- 2 teaspoons sugar
- 1 teaspoon salt
- 1/8 teaspoon pepper

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

Combine macaroni and remaining ingredients; mix well. Chill. Garnish as desired.

Educational Efforts

"Durum—The Standard of Quality" goes on television. The prize winning picture has already had showings on several television stations across the country, but now Sterling Movies U.S.A. is authorized by the North Dakota State Wheat Commission, Durum Wheat Institute, and the National Macaroni Institute to solicit showings on TV.

After racking up a successful season of showings in school classes and service clubs, the film is now being shown at summer camps around the country.

In the past two years 3,200 filmstrips "Tricks and Treats With Macaroni Foods" have been distributed to schools through Audio Visual Associates. Approximately 40,000 student recipe leaflets accompanied the filmstrips and were placed in the hands of individual students for their permanent use and reference. AVA's analysis of film usage shows that the filmstrips have been shown to approximately 950,000 individual students and adults during these two years. With an average lifetime use of five years, these same filmstrips may be expected to reach an additional audience of approximately 4,000,000.

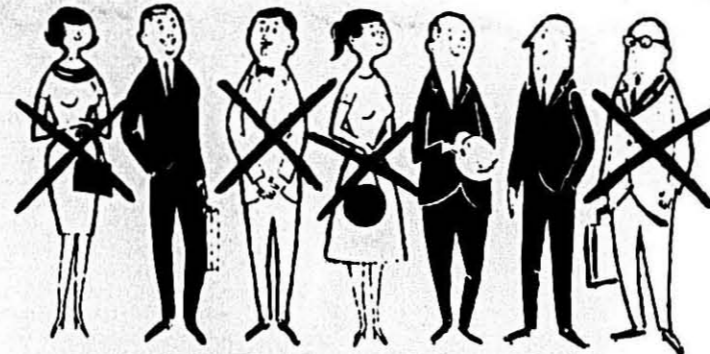
Recipe folders and nutritional brochures continue to be requested by students, teachers, and such diverse groups as the Training Coordinator for Den Mothers of the Boy Scouts of America in Dayton, Ohio, to Workshops for the Food Research Center for Catholic Institutions meeting in northeastern Massachusetts.

Response is coming in from the mailing of a second Macaroni Art Gallery, this one with quantity recipes. A typical respondent says: "Since we are engaged in the retail end of the food business with about 90 supermarkets, we can use all of your glossies for publication in local newspapers and/or printed flyers."

Spaghetti Painter

Gino DiFillipo, a 22-year-old window designer from Hamilton, Ontario, Canada, is creating a name for himself as well as art from macaroni products.

His art-form began when his mother asked him to make a sign to advertise the annual spaghetti dinner at her church. He made it of spaghetti and it was a hit. Then he did the Colosseum, the Tower of Pisa, a Venetian gondola, and a mural of Hamilton's new city hall. Now one of the galleries in Hamilton has offered to put on a one-man show of the spaghetti art, but Gino thinks he should develop his talent just a bit more.



SOME PEOPLE JUST AREN'T INTERESTED IN THE MACARONI JOURNAL.

We are looking for those special ones who want to know what's going on with macaroni, spaghetti and egg noodles.

Do you know someone who should subscribe? Twelve monthly issues \$5.00; \$1.50 more for foreign postage.

Macaroni Journal
P.O. Box 336, Palatine, Illinois

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EST. 1920

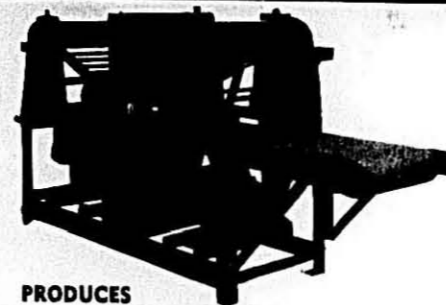
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AUGUST, 1963

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WAY BACK WHEN

40 Years Ago

• "Help educate the consumer," pleads the lead editorial. "Educational advertising will help any industry. None, perhaps, needs this more than the macaroni manufacturer of this country."

Forty years later, the theme of the Annual Meeting is "Selling the Consumer."

• Association President Frank L. Zerega in his message at the Annual Meeting observed that the difference in cost of production between here and importing countries is the only justification for retaining the present rate of tariff duties. The cost of production can be ascertained only through a uniform cost accounting system, and the system that was then being worked out was considered the strongest card in maintaining the existing rate.

• "Say It With Flowers" was a highly successful industry slogan. Macaroni manufacturers aiming to achieve the same end came up with suggestions like these: "You'll like it better day by day," "Wheat At Its Best, Easy to Digest," "Eat Macaroni—Nature's Best Body Builder."

• The pernicious practice of northern firms dumping overstock into Texas was deplored by a Texas manufacturer.

30 Years Ago

• The macaroni industry eagerly awaited the Blue Eagle—symbol of national recovery signifying that those who displayed the emblem were paying living wages to an increasing number of employees.

• The National Macaroni Manufacturers Association set up an organization of 12 regions for organization and control under the code approval at the Chicago convention.

• Durum prospects were poor, with expectations of only 17,500,000 bushels and a carryover of only about 7,000,000 bushels. Short crops were in prospect in Italy and North Africa as well. Trade barriers restricted international movement.

• There was a roll call by states, just like at political conventions, when manufacturers met in Chicago to elect Glenn G. Hoskins president and Louis S. Vagnino vice-president of the National Macaroni Manufacturers Association.

• M. J. Donna was re-elected Secretary-Treasurer and Benjamin R. Jacobs, Director of Research.

20 Years Ago

• Heavier government buying was predicted by Association President C. W. Wolfe. He had urged the Quartermaster Corps and Lend Lease Administration to make purchases ahead during the summer months when the industry was not in full production to avoid too much demand at any one time.

• Problems of container re-use were considered. Informative releases set forth data regarding the container shortage and suggested means of carefully handling, opening, and re-using every existing container where possible.

• Rising living costs and the draining of skilled workmen to defense industries caused labor problems in the food field. The War Labor Board called for employees' suggestions for production shortcuts to speed the winning of the war.

• C. Fred Mueller returned to his company after serving on the staff of the Office of Price Administration in Washington. He was one of the several food specialists drafted by the government to plan its complex set-up of price controls.

• Macaroni was designated as "the nation's Number One meat stretcher" by the Department of Agriculture in a food trade letter.

10 Years Ago

• The National Macaroni Manufacturers Association in convention at Colorado Springs passed a resolution calling for more adequate and reliable data on durum from the U.S. Department of Agriculture.

• Officers reelected at the 49th Annual Meeting were Thomas A. Cuneo, president; Peter LaRosa, Lloyd E. Skinner, and Guido Merlino, vice presidents.

• A successful related item promotion, said Ralph Brubaker, sales manager of the Carnation Company, has consumer appeal with strong appetite appeal in the recipe; distributor appeal with profit possibilities; and for the manufacturer should represent volume and new use possibilities.

• Some Like It Hot, Some Like It Cold. The Tuna Research Foundation and the National Macaroni Institute offered suggestions for summer menus ranging from salads to appetizing top-of-the-stove dishes and baked casseroles.

CLASSIFIED ADVERTISING RATES

Display Advertising..... Rates on Application
Want Ads..... 75 Cents per line

FOR SALE—Buhler Press, like new. Box 175, Macaroni Journal, Palatine, Ill.

FOR SALE—Macaroni Trucks. All steel construction, 4-inch ball bearing swivel wheels. Height 81 in., width 36 in., length 55 in. John B. Canepa Co., 312 W. Grand Ave., Chicago 10, Ill. Superior 7-1061.

WANTED—Interested in obtaining macaroni made from 100 per cent Durum Semolina and made via the old-fashioned method—Midwest Region is the area of request. Reply Box 207 Macaroni Journal, Palatine, Ill.

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Vaughn Gregor in Europe

Vaughn Gregor of Asecco Corporation, Los Angeles, is studying macaroni production in Europe on a six week trip.

First stop is at the Pavan plant in Galliera Veneta. Asecco represents Pavan in the United States. While in Italy he will visit some of the larger macaroni plants as well as Garibaldi Ricciarelli Company, package machinery manufacturers also represented in the U.S. by Asecco.

He plans to see precision scale manufacturers in both Switzerland and Germany.

A New Son

Mr. and Mrs. Frieder Birkel of Stuttgart are proud parents of their first son, Frank Olaf, born on March 30. Mr. Birkel is with the firm B. Birkel Sohn, large macaroni manufacturers of Germany.

THE MACARONI JOURNAL

DOES YOUR PACKAGING

Catch Her Eye?

or
does
she

Pass It By?



In today's rough-and-tumble self-service market, too many passes mean more sales fumbles than any manufacturer can afford. At USPL, we specialize in packaging that makes the catch at crucial point-of-sale. May we help solve your next packaging problem?



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SAUCES / QUICK AND EASY



VERSATILE SAUCES FOR MACARONI, SPAGHETTI AND NOODLES

Here are four great new Betty Crocker sauce creations, now available as promotional point of purchase material for your merchandising program.

SWEET-SOUR HAMBURGER SKILLET

1 lb. ground beef
1 cup finely chopped onion
vegetable oil
1 tsp. garlic salt
1/4 tsp. salt

1/2 tsp. pepper
1/2 cup water
1 cup chili sauce
1 1/2 cups uncooked noodles
1 tbsp. sugar

Sauté beef and onion in small amount of hot oil until browned. Sprinkle with seasonings; stir in water and 1/2 cup of chili sauce. Cover; simmer over low heat 20 min. Meanwhile, cook noodles as directed on package. Drain; rinse with hot water. Stir noodles into meat mixture; blend in remaining 1/2 cup chili sauce and sugar. Heat through. 4 servings

BLEU CHEESE SAUCE WITH SPAGHETTI

1 can (10 1/2 oz.) cream of mushroom soup
1/2 cup cream or evaporated milk
1 cup crumbled Bleu or American cheese

1/4 tsp. salt
hot drained boiled spaghetti or macaroni (7-oz. pkg.)
grated cheese or paprika
sliced stuffed olives

Mix soup, cream, cheese and salt in saucepan. Stir over heat only until thoroughly heated and cheese is melted. Serve immediately over spaghetti. Sprinkle with grated cheese. Garnish with olives. 4 servings

EASY ITALIAN SPAGHETTI

1 small onion, minced
1 tbsp. hot fat
1/2 lb. ground beef

1 can (8 oz.) tomato sauce (1 cup)
1 can (8 oz.) mushroom spaghetti sauce (1 cup)

Sauté onion in fat. Add ground beef and brown. Stir in tomato sauce and mushroom spaghetti sauce. Bring to boil, then reduce heat, simmer 5 minutes. Remove from heat.

Pour the hot sauce over drained hot boiled spaghetti (7 or 8 oz. cooked) on hot platter. Sprinkle with grated sharp American or Parmesan cheese. Serve immediately. 4 generous servings

TOMATO-MUSHROOM SAUCE

2 strips bacon, diced
2 tbsp. flour
1 tbsp. sugar
1/4 tsp. salt

1 can (4 oz.) mushroom pieces and stems (about 1 cup), drained
2 tbsp. butter
1/4 cup chopped ripe olives
hot drained boiled spaghetti or macaroni (7- or 8-oz. pkg.)

Sauté bacon. Blend flour, sugar and salt into bacon fat. Cook smooth and bubbly. Remove from heat. Gradually stir in tomato sauce. Bring to boil, stirring constantly. Boil 1 min. Brown mushrooms in 1. Add mushrooms and olives to sauce. Makes 2 1/2 cups.
* 1 lb. fresh mushrooms may be used.

Now you can use these delicious new recipes under your own brand name. These four, plus four additional sauces (to be published here later), are now available in handy tear-off pads to use at the point-of-purchase. These "Kitchen-Tested" recipes will have housewives serving imaginative and delicious macaroni foods frequently.

You get Sauces/Quick and Easy recipes in pads of 50 sheets each at just 12¢ per pad, f.o.b. Minneapolis (that's less than 1/4¢ per sheet).

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