

**THE
MACARONI
JOURNAL**

**Volume 46
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Macaroni Journal

THE ASSOCIATION
OF
MACARONI
MANUFACTURERS
OF
AMERICA



Rx Food For Thought

New York Meeting

JANUARY, 1965

Rx FOOD FOR THOUGHT



Les Willson presents "Patterns For Success."



Bob Richards narrates "Sounds of Freedom."



Robert W. Mueller charts "Food Distribution in the '60's."

IT'S time for the annual check-up. The Winter Meeting of the National Macaroni Manufacturers Association scheduled for January 25-28, 1965, at the Hotel Diplomat in Hollywood, Florida, will offer food for thought.

Hospitality will be served in large doses, starting with the Ice-Breaker Party Monday evening, January 25, at 7:00 p.m. on the Patio of Diplomat West. Sponsored by suppliers, this will follow a day devoted to committee meetings. The National Macaroni Institute Committee, Standards and Research and Executive Committees are scheduled for morning sessions, while the Durum Industry Advisory Committee meets in the afternoon.

General sessions start on Tuesday, January 26, with a Breakfast Meeting in Convention Hall.

Pink Capsule

In a pink capsule, L. S. (Les) Willson, trade relations manager for the packaging sales division of the Film Department, E. I. duPont de Nemours and Company, Inc., will present "Patterns For Success in Business."

Mr. Willson has obtained a national reputation as a public speaker on sales training and motivation and packaging. He spent most of his life as an employee of the duPont Company. He did graduate work at the University of Pennsylvania and went from there to duPont. After completing military duties, he returned to the company and was assigned a sales territory in the Southwest. states.

Mr. Willson is also a director of the Produce Packaging Association and chairman of its Trade Relations Committee. In 1964 he was elected a director of the American Institute of Baking

and is currently serving on the Membership Committee. He is a permanent instructor of the short course in sales training which is conducted each quarter of the year by his company.

Green Capsule

In the green capsule will be "Sounds of Freedom." This documentary film by General Mills stars Bob Richards and his family on a European holiday. The title comes from West Berlin's "Freedom Bell." Colorful food centers such as West Haven in Berlin, Les Halles in Paris, Covent Garden and Smithfield Market in London, are compared with the modern American food distribution system.

Yellow Capsule

In the yellow capsule, diagnosing food distribution in a slide presentation will be the story given by Robert W. Mueller, editor and publisher of Progressive Grocer Magazine, at the recent Annual Meeting of the Grocery Manufacturers of America. "The rest of the sixties is the best of the sixties" for manufacturers, retailers and consumers, Mr. Mueller declares. Among the predictions:

- \$89,000,000,000 food stores sales volume by 1970. Food stores will continue to be the fastest growing of all major retailing industries.

- Thousands of new and improved products—close to 8,000 by 1970. Manufacturers and retailers are providing dynamic leadership in bringing better nutrition, more comforts and conveniences to the American family.

- Food will continue to be America's biggest bargain. In the last five years, food prices have risen only 3.8 per cent—less than housing, medical care, cloth-

ing and recreation. Competition and efficiency will keep prices low, value high.

- 12,500 new supermarkets will be constructed by 1970 — easier, more pleasant parking and shopping facilities in stores styled and stocked with the neighborhood in mind.

National Brands Gain

- Even greater gains for national and advertised brands. So far in the sixties, national brand sales are up 31 per cent—a greater increase than overall food store sales.

You will want to hear for yourself the stimulating predictions, facts and figures, presented in "The Best of the Sixties" to keep your own growth curve climbing.

Red Capsule

In the red capsule, to keep blood pressure normal and industry products flowing, will be a discussion on "How to Expand Markets." Representing the durum growers' point of view will be Alvin Kenner, president of the Durum Growers Association, and Paul E. R. Abrahamson, administrator of the North Dakota Wheat Commission.

Views of the durum millers will be expressed by Mark Heffelfinger of the Peavey Company Flour Mills and H. Howard Lampman, executive director of the Durum Wheat Institute. Mr. Lampman will comment on prospects in the hotel, restaurant and institutional field, as well as progress in the efforts for improving the image of wheat through nutritional research.

Views of the macaroni manufacturers will be given by Al Ravarino, chairman of the National Macaroni Institute (Continued on page 6)

so who wants durum milled by experts?

You do! And it doesn't take an old-timer to realize that his macaroni products miss the mark if his durum hasn't been milled to meet exacting standards of performance. Here's where ADM's 60 years experience in processing agricultural products really pays off. It's this know-how that can guarantee you a uniform, consistently fine durum product that's been individually bin blended to your specifications . . . each and every time. For your next durum order . . . bulk or bag . . . call for a quote from ADM.

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Plunge in the pool, or sun on the patio at Diplomat West.



Drive down the fairway of two 18-hole championship courses.

Rx Food For Thought—

(Continued from page 4)

Committee, and Theodore R. Sills, public relations counsel for the National Macaroni Institute.

The afternoon is being left free for small group discussions, sunning, or exercising, with the many fine facilities of the Diplomat establishment.

Rossotti Buffet

In the evening a reception will be held just prior to the traditional Spaghetti Buffet of the Rossotti Lithograph Corporation. This popular social event has become a fixture of macaroni conventions, and it is done exceptionally well by the chefs and staff of the Diplomat.

Blue Capsule

The second general session in Convention Hall on Wednesday morning starts off with a blue capsule of preventive measures to be taken for an overdose of regulations. "How to Get Along in Business Without a Subpoena" will be presented by Thomas Rothwell, attorney at law, a discussion leader for American Management Association Seminars on problems of business operation under Federal Trade Commission and other regulations.

This will be followed by a panel discussion of macaroni manufacturers considering trade practice rules and business ethics.

Orange Capsule

In an orange capsule, the blue ribbon members of the Executive Committee, President Fred Spadafora, Vice Presidents Robert I. Cowen, Peter J. Viviano, and Vincent F. La Rosa, will consider the general health of the industry and where we are going. They may take on such questions as "Are cholesterol clogs webs clogging our thinking system?" "How do we deal with the patient's

family?" "What are the prospects of the macaroni manufacturing industry for the shortened view and long-range?" Audience participation and buzz sessions will be planned to coordinate with this discussion.

For a noontime meeting with a light luncheon, a medical man from the Miami area has been invited from the Dade County Medical Association to discuss matters of personal health—the avoidance of stress and strain, proper diet and exercise, and other matters concerning the care and feeding of executives.

In the afternoon, there will be more informal discussion groups, recreational activities, and an opportunity to wiggle your toes in the sand.

In the evening a country club Dinner Dance will be held in the Calcutta Room of the Diplomat Country Club, preceded by the Suppliers' Social. This festive occasion will feature a fine dinner and dancing to the music of Van Smith.

Directors Meet Thursday

Thursday, January 28, will be devoted to a Board of Directors Meeting to consider policy and financial matters for the coming year.

Delegates have been urged to make reservations for rooms promptly and to register for the meeting in advance.

Do You Contribute To Meetings?

You probably find yourself a participant in meetings more often than you chair them. Yet most advice on meetings centers on leadership. What can you do to make yourself more productive as a participant?

First prerequisite is a cooperative, contributing attitude. Prepare yourself on the subjects to be discussed. Be interested, informed. And be open-minded, understanding of the remarks of

others. By being less critical, you encourage a free exchange of ideas.

Support the prerogatives of the chairman: encourage the silent ones to speak up; help to clarify fuzzy or confused ideas; ask for clarification when necessary; help to keep the meeting on track; but don't hog the floor. Listening intelligently is the most vital role you can play.

Disagree when you must, but be tactful. A healthy exchange of views and opinions is inevitable in any meeting, and it's your responsibility to speak up in support of your ideas and to try to refute those ideas which you disagree with. But remember—you never really win an argument; your best bet is to try to conciliate, recognize the other person's point of view from his standpoint, then state your own position, soundly, dispassionately.

Do You Just Belong?

Are you an active member—
The kind that would be missed,
Or are you just contented
That your name is on the list?

Do you attend the meetings
And mingle with the flock,
Or do you stay at home
To criticize and knock?

Do you take an active part
To help the work along,
Or are you satisfied
To only "just belong?"

Do you bring in new members
And help the old ones stick,
Or leave the work to just a few
And talk about the clique?

Now, think this over, member,
For you know right from wrong;
Are you an active member,
Or do you just belong?

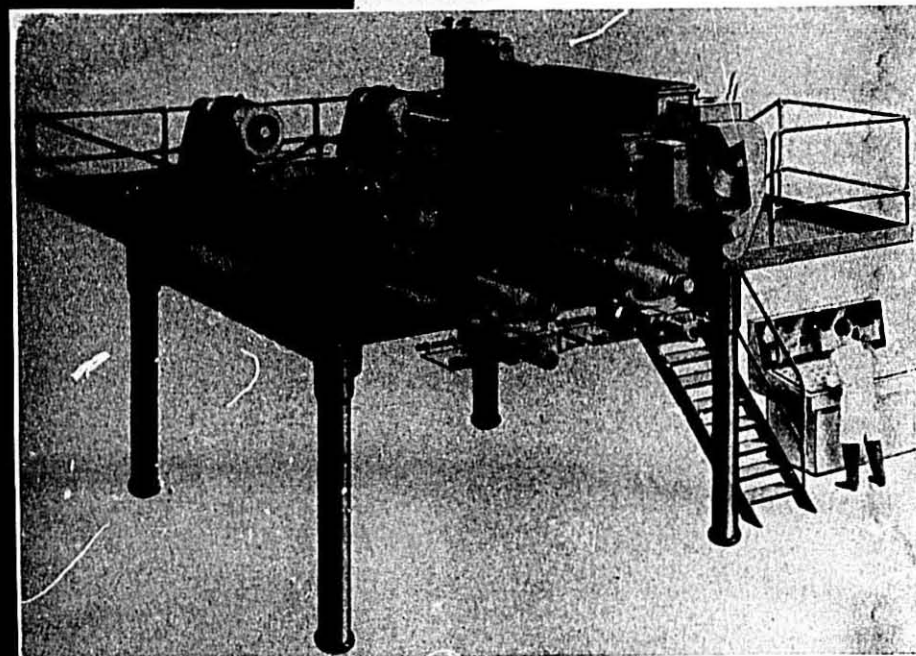
THE MACARONI JOURNAL

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Independent extrusion screws both fed by the mixers above

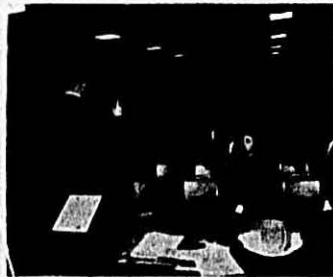
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HIGH QUALITY
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NEW YORK MEETING



Reese Musgrave of Chain Store Age Magazine addresses group.

RETAIL grocers, operating by the seat of their pants, have seen net profits decline and have turned to methods advocated by the McKinsey Report, studies by Price Waterhouse, Arthur Andersen Company, and others. Reese Musgrave of Chain Store Age reported on this to some 70 macaroni manufacturers and suppliers at the N.M.M.A. New York regional meeting in mid-November.

Space Yield Formula

Mr. Musgrave cited Paul Cifirino, president of Supreme Markets in Dorchester, Massachusetts, and program chairman of the National Association of Food Chains, as having developed a formula to determine net space yield. His yardstick takes handling costs per case, linear display in square feet of exposure area, and occupancy costs divided by weekly sales to give the space yield. For example, 33 cases of spaghetti and sauces sold had a total handling cost of \$13.20—40¢ per case. There was 12 feet of linear display or 60 square feet of exposure area display. Occupancy cost was \$6.00. With a gross margin of 24.4 percent, dollar sales in this department were \$140. Gross dollars earned were \$35.00 making the net gain \$16.00. This made the space yield 27¢. This was based on a store doing \$40,000 per week in total.

Reallocations, additions and deletions in assortment, better merchandising and cutting down on handling costs can boost space yield. Mr. Musgrave stated that with study Supreme Markets were able to improve the space yield of their macaroni departments from the 27¢ to 89¢ when the store average was only 52¢. In area studies, Chain Store Age has come up with these figures:

Regional	Mac. Dept.	Space Yield	Avg. Dept.
Northeastern	71	89	71
Mid Atlantic	51	77	51
Mid West	64	64	64
South East	62	80	62
South West	40	56	40
Pacific	53	20	53



He tells of results in space yield studies around the country.

Chain Store Age is presenting departmental studies monthly in their publication, Mr. Musgrave declared. The macaroni study is planned for sometime in the spring.

1965 Merchandising Calendar

Ted Sills, public relations counsel for the National Macaroni Institute, showed the group the final form of the 1965 Merchandising Calendar planned for distribution to macaroni buyers, merchandising managers, and presidents of supermarkets, large volunteers and cooperatives for the first of the new year.

Elinor Ehrman of Sills & Company showed clippings of publicity placements through the fall and for National Macaroni Week. These ranged from trade press coverage to extensive use of color for NMI releases in such publications as Grit, national farm magazine, the New York Sunday News, Staten Island Advance, Buffalo Courier Express, Charleston, South Carolina Evening Post, Atlanta Journal & Constitution, Los Angeles Times, San Francisco Examiner, and Spokane Spokesman-Review.

Magazines and Supplements such as American Home, Family Circle, Ladies Home Journal, Revealing Romances, This Week and Parade all carried macaroni features. A long list of newspapers, both dailies and weeklies, labor press and Negro markets ran materials received from the National Macaroni Institute.

Cooperative Publicity

Cooperative publicity came from the American Dairy Association, B & B Mushrooms, Dole Pineapple Company, and Campbell Soups. The Lehigh Valley Gas Division of the United Gas Improvement Company in Allentown, Pennsylvania is distributing National Macaroni Institute folders "Spaghetti—Plain and Fancy" to clubs and civic organizations showing its thirty minute sound and color film on "Italian Cooking."



Elinor Ehrman of Sills & Co., reports on fall publicity placements.

Recipe Demand Grows

A second run of 100,000 copies of the folder "Spaghetti — Plain and Fancy" has been made to answer the avalanche of requests from home economics teachers in response to advertising in Practical Forecast.

Technical Topics

Technical topics were commented upon by N.M.M.A. Director of Research James Winston. Following luncheon, Lloyd Skinner, Clete Haney, Al Ravarino, Larry Williams, Fred Mueller and Bob Green commented on presentations at the Grocery Manufacturers of America convention.

Social in Evening

A hospitality suite at the Belmont Plaza Hotel, site of the meeting, was maintained by Tom Sanicola and Faust Falconi of Faust Packaging Corporation. They joined with other suppliers in providing a social evening and dinner at the New York Rifle Club. Suppliers included the following:

- Amber Mills: Gene Kuhn, Arthur Simonetti.
- Ambrette Machinery Corp.: Ed King, Bernard Castronovo.
- Archer Daniels Midland: Cliff Kutz and Don Knutsen.
- Ballas Egg Products: Jack Russo.
- Braibanti-Lehara: R. Balossi.
- S. Campanella: Mary and Jack Campanella.
- Clermont: John Amato.
- De Francis: Joseph DeFrancisci, Leonard DeFrancisci, Nat Bontempi, Charles Moulton and Charles Hoskins.
- Doughboy Industries: Ray Wentzel, Jim Affleck.
- General Mills: Dick Vessels, Joe DeMarco.
- Henningsen Foods: Bob Ginnane, Roy Nevans.
- International Milling Co.: A. L. DePasquale, Sal Maritato, Andrew Rondello, L. A. Viviano.

(Continued on page 32)



TO TELL THE TRUTH... There's only one Bill Brezden but sometimes I'm not sure which one he is.

There are times when I'd like to put on a lab technician's coat so I could spell out in detail the skills and testing that go on every day in our research program. A program that accounts for our continued high-quality durum products.

Then again, the cooking's the thing. And macaroni made from North Dakota Mill semolina wins blue ribbons when it comes to color and flavor.

What I really am is a salesman — representing the finest durum products made (with service to match). If you haven't tried us, this would be a good time. Any of the Bill Brezdens will be glad to help you.



DURAKOTA NO. 1 SEMOLINA PERFECTO DURUM GRANULAR
EXCELLO FANCY DURUM PATENT FLOUR

North Dakota Mill and Elevator

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DURUM DIVISION

Freedom to Serve the Consumer

THE need for preserving its freedoms to do business is one of the most challenging jobs facing the food industry, Paul S. Willis, president, Grocery Manufacturers of America, Inc., told delegates to the 56th Annual Meeting. The theme of the meeting was "Freedom To Serve The Consumer."

"We must retain our freedom to innovate, to create, to produce and to sell in order to keep our economy constantly expanding. It is our American way of life," Mr. Willis said.

Observing that food industry leaders were meeting in an atmosphere of optimism that the future is bright, he said, "We fully recognize that we are not without problems, nor can we be complacent or over-confident. The ever-present demands for excellence, rising costs, labor matters, pressure for government controls, and the scheduled investigation of the entire food industry, all of these things and many others make it quite clear that we must carefully plan ahead in order to meet all new conditions."

Constructive Criticism Welcome

Noting the growing pressures for more government controls of industry, he said that the people who advocate such needless and often duplicating controls do so under the pretext of protecting the consumer.

"While we welcome constructive criticisms, we must oppose those proposals that deny the right of men to make their own legitimate business decisions, and we must express our disagreement with people when they question the ability of the consumer to make intelligent buying decisions in a free marketplace."

Intelligent Buyers

Mr. Willis paid high tribute to the intelligence and ability of the American consumer. The food industry, he pointed out, knows the consumer as a smart, intelligent, and thrifty shopper. It knows her as an individualist—a person who knows what she wants to buy, and understands quality and value.

"When the consumer buys our products, which she does frequently, she has come to expect them to be wholesome, dependable, and convenient. Food manufacturers must, therefore, please her with every purchase, otherwise she will not buy them again," he said.

"As it applies to food, the American consumer never had it so good," Mr. Willis stated. Noting that consumers spend only 19 cents of their after-tax dollar for food today compared with



Paul S. Willis

28 cents 15 years ago, he pointed out that this is the smallest percentage of income spent for food at any time in history, anywhere in the world.

1964 has been an eventful year for the food industry. For manufacturers business has been good. It has been eventful for consumers, because manufacturers have made available many new wholesome products. Many of these offer new convenience, are more nutritious, tastier and reasonably priced," Mr. Willis stated. The total value of food consumed in 1964 will be more than \$84 billion compared with \$82 billion in 1963.

People More Aware

"The American people have become much more aware of the fact that wholesome, nutritious foods and balanced meals are good for them. This enlightened use of foods has contributed greatly to the reason why children are taller than their parents, why the life span is continually lengthening, and why the health of this nation is so good," he said.

Consumer Attitudes Favorable Toward Food Manufacturers

Walter Barlow, president of Opinion Research Corp., reported on a nationwide study of a wide range of consumer attitudes towards food and grocery manufacturers and their products. He said that three out of four men and women interviewed described themselves as "very" or "mostly" favorable toward food and grocery manufacturers. Less than one out of 10 indicated an unfavorable impression.

The pattern of highly favorable attitudes toward food manufacturers and their products, with only small minorities expressing unfavorable opinions, shows up among both men and women and among all the population subgroups studied, Mr. Barlow reported.

Food and grocery manufacturers, he said, are looked upon more favorably, both in general and on most specifics than six other consumer goods manufacturers which were studied for comparison purposes.

"It is evident that the food and grocery manufacturing industry has a reputation among consumers of which it can be justifiably proud," Mr. Barlow said.

Advanced Methods Used

The study conducted during the summer of 1964 by Opinion Research Corporation, Princeton, New Jersey, for GMA, involved interviews with 1420 women heads of households, age 18 and over, and 505 male heads of households. The most advanced sampling methods were used to ensure the greatest possible validity and reliability of the findings and to ensure their projectability to the total American population of household heads, male and female, and to the various population subgroups included in the analysis, Mr. Barlow said.

Strong points in the opinions which consumers have of food manufacturers center around what they do for the consumer. Consumers particularly appreciate that food manufacturers provide a wide variety of good, safe, dependable products, which are well packaged and easy and convenient to buy and to prepare, the study shows.

When asked to describe their impression of food manufacturers, consumers frequently noted that food manufacturers do a much better job for customers than they did 10 or 20 years ago; their products make life easier and better; manufacturers continually develop new or improved products and try to protect customers' health.

Product Quality

Four out of five, and in some cases more, consumers express their satisfaction with food product quality, with the ease with which food products can be prepared and used in the home, with their cleanliness and safety and their nutritional value.

For instance, 95 per cent of the women expressed satisfaction with the convenience of packaged food products; 91 per cent with the cleanliness and safety; 90 per cent with their quality.

87 per cent with their nutritional value. No more than one consumer in 10 expressed dissatisfaction, even mildly, with any of these aspects of food products, Mr. Barlow pointed out.

Food Packaging

Packaging of grocery products is a subject of great consumer interest, Mr. Barlow reported, and in general, consumers are well pleased with the packaging of food and other groceries.

Both men and women showed a high degree of appreciation of grocery packaging improvements in recent years. They cited particularly new and improved packaging techniques and materials and greater convenience of handling, storage and use of products. Mentioned frequently were such developments as containers that are easier to open, throw away bottles, easy-pour spouts, and reusable containers.

Only about one person in 20 expressed any dissatisfaction, even mild, with respect to the convenience of either food or other grocery packages, Mr. Barlow said.

Ninety-one per cent of the women interviewed were "extremely, very" or "fairly" satisfied with the convenience of packages; 86 per cent with the range of package sizes; 86 per cent with the information on packages and labels; 79 per cent with product pictures on packages; 70 per cent with the accuracy of the number of servings when given on packages; and 70 per cent with the level of fill in packages.

While 7 out of 10 women expressed satisfaction with package fill, less than 1 out of 10 were "extremely" or "very" dissatisfied. Less than 2 out of 10 expressed "some" dissatisfaction with the fill of food packages.

Reactions to Changes

The study also investigated consumer reactions to proposals for changes in packaging practices.

"After hearing the proposals for changes and the manufacturers' viewpoint on these changes, most consumers expressed satisfaction with present industry practices," Mr. Barlow stated.

For instance, consumers indicated almost no interest in standardization of food products, he added.

Eighty-three per cent of the women expressed satisfaction with the present shapes and designs of packages after they were told that suggestions had been made that a law be passed to compel manufacturers to make their packages conform to uniform standardized shapes and designs. Only one per cent of the women thought packages should be standardized.

Seventy-seven per cent of the women were satisfied with the range of package sizes after they were told that

it has been proposed that all grocery manufacturers be made to pack their products in the same sizes. Only six per cent thought sizes should be standardized while eight per cent wanted a greater range or number of sizes.

Similarly, 83 per cent were satisfied with the information given on packages; 84 per cent with the pictures on packages; 75 per cent with the information given about the number of servings and 74 per cent with the fill of packages.

While 75 per cent—or three out of every four women were satisfied with the number of servings, 13 per cent of the women felt manufacturers' serving statements were on the conservative side and too small.

The few who supported the need for changes considered it the manufacturers' responsibility rather than a matter for government action. On every packaging issue studied, fewer than one consumer in 19 was in favor of government agencies taking action to bring about any changes.

Prices Favorable

Most consumers are also satisfied with the "reasonableness" of food prices, 81 per cent of the women and 59 per cent of the men, Mr. Barlow reported. In comparison with the other consumer goods industries included in the study, food prices compared favorably.

Of those who considered prices "too high" there were more who felt the prices of the products of the other industries were too high than there were who said food prices were "too high."

Sum Up

In summing up the findings of the study, Mr. Barlow said that it is obvious that in view of the high level of approval which the industry has gained from the public it is not surprising that the public shows little inclination toward greater governmental control over food manufacturers, its products and practices.

He noted that the critics of the industry are few in number, but said that the areas in which there are minority criticisms can be regarded positively as industry opportunities to improve an already strong position and to avoid possible future threats to the industry's freedom to run itself.

The Impact of Advertising On Turnover

More imaginative follow-through at store level is needed to get the most mileage out of manufacturers' advertising and sales promotion, J. O. Peckham, executive vice-president of A. C. Nielsen Co., said at the GMA convention.

The average major advertised brand turns 34 per cent faster than miscel-



James O. Peckham

aneous competing brands, a Nielsen survey of 89 major advertised brands and their competing products indicates.

New manufacturers' advertised brands turn over even more rapidly in comparison with competition, a study of sales of six new products, which was part of the same survey, shows.

Marketing expenditures of major brand producers for new brands substantially approach supermarket gross profit dollars, according to Nielsen. Manufacturers spend amounts equal to 88 per cent of supermarket gross profits realized on new products by the end of the second year. For established brands, they spend 45 per cent.

Helpful Suggestions

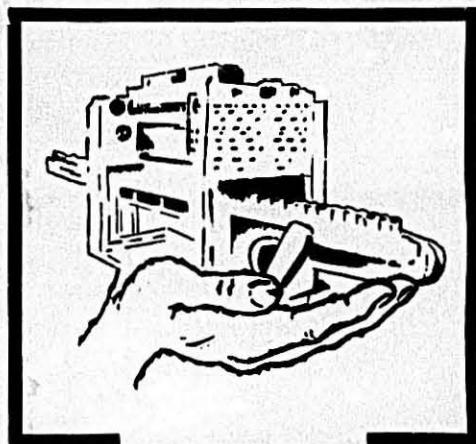
Mr. Peckham suggested several ways for supermarket operators to take greater advantage of manufacturers' advertising and promotion. "In some instances merely more accurate and timely knowledge of what the manufacturer plans to do may be all that is necessary. The exact nature of any more effective use of the manufacturer's advertising and promotional dollars will depend on the circumstances at the individual store."

In general, he said, there may be opportunities to use cooperative advertising money in featuring the high-volume, fast-turnover brands more imaginatively. Bulletins or displays advising the entering customer what is being promoted and where she can find it would give an added spur.

He pointed out that were a supermarket operator to assume the marketing expenses on new brands, he would have to almost double his gross margin, and would probably not be able to duplicate the advertising efficiency of the manufacturers.

You are in competent hands---

with **DEMACO** equipment!

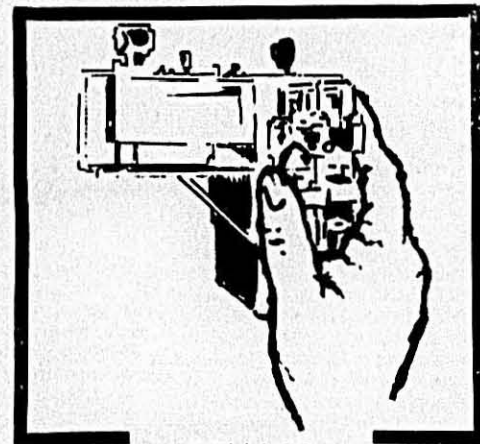


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Only Demaco's direct canning spreader offers you the unique advantages of a spreader with an accurate measuring system plus direct feed into cans. All originated, engineered and manufactured by the same company. This results in unequalled flexibility and provides the greatest possible degree of freedom for the operator and the process planner.

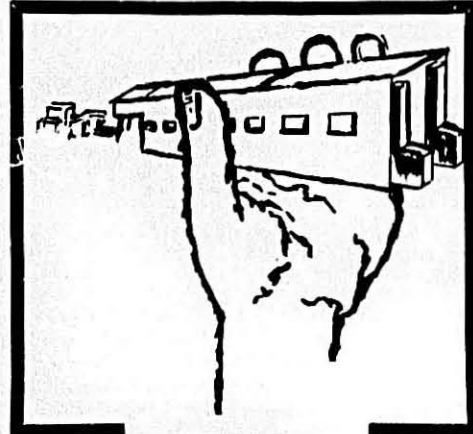
If you are planning to can spaghetti and want this investment to pay back full dividends—come see the Demaco direct canning spreader. Make sure the press you choose offers all the important features that Demaco offers you.

Write in for 16mm film showing the Demaco can spreader in actual operation.



**DEMACO
2 HEAD SHORT CUT PRESS**

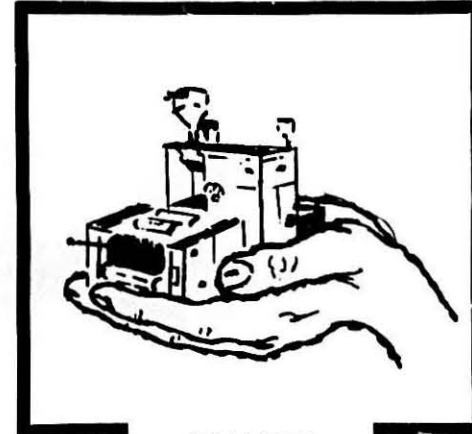
The new Demaco Short Cut Press with two extrusion heads assembled in one compact unit will produce over 2000 pounds per hour of short cuts. Here the accent is on quality, production with slow, slow extrusion over two dies. Before you buy, investigate the many outstanding features offered by Demaco. This new Demaco 2000 pound per hour press is planned for tomorrow's needs, today. This is the key to better production capacity needed today. Over the past 20 years, the outstanding performance of the 1000 lb. Demaco short cut presses have proved their value in longest service and lowest operating costs. Demaco's 2000 pound per hour press has even higher standards of quality and still lower maintenance costs. For more information write or call DeFrancisci Machine Corporation.



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Compare Demaco's Automatic Long Goods Continuous Line with all others. Compare dependability . . . day in and day out guaranteed drying of all spaghetti, perciatelli, bucatini, spaghettini, vermicelli, capellini, linguine and linguine fine. Compare Sanitation—Access throughout the entire dryer for vacuum cleaning or washing down. Compare Quality—all components are from America's top manufacturers as Taylor, Moore & Honeywell Instrumentations, U.S. Motors, Torrington fans, Allen Bradley Controls, Link Bolt. Service—24 hour daily production at 1500 lbs. per hour. Trained Demaco field engineers instruct your employees. Installation—easy installation as dryer is completely erected at plant and then numbered for knock down, making easy erection.

Come see how the entire 24 hour daily production, a total of 36,000 lbs. can be packed in less than 8 hours.



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4 STICK SPREADER**

Demaco's new 4 stick spreader with a production of 1500 lbs. per hour or up to 2000 lbs. per hour. The spreader that is designed with two (2) extrusion heads and two (2) sets of connecting tubes, producing highest quality at a slow extrusion rate.

The spreader that takes the same floor space as the 1000 lb. press and has the "trade approved" Demaco single mixer extrusion press with the completely vacuumized mixer.

Demaco's 4 stick spreader is now operating in many plants and a personal inspection can be arranged for you to see the press in actual operation.

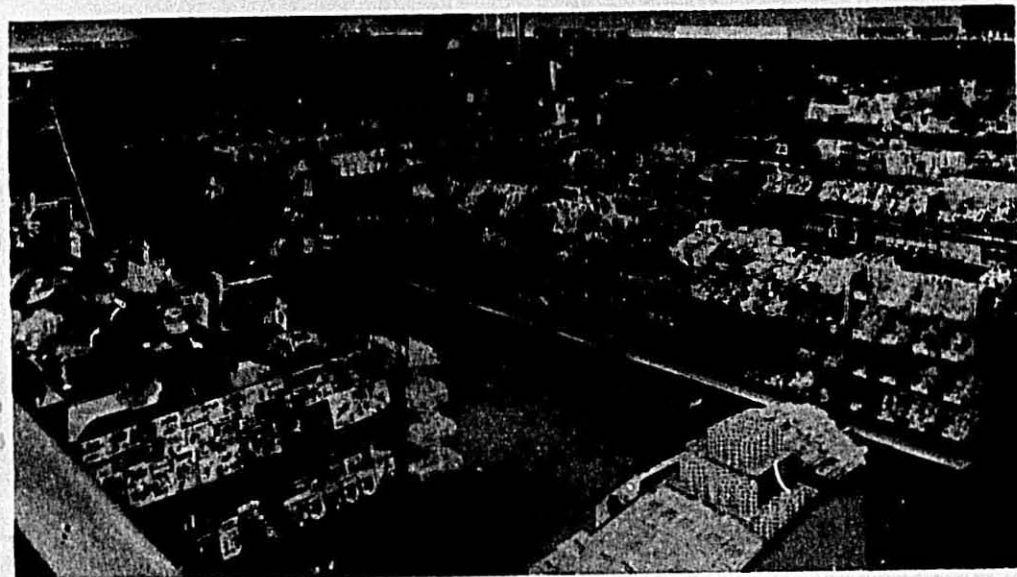
THE MACARONI INDUSTRY'S HELPING HAND . . .

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Store Personality Precedes Price

Price is taking second place to personality in the weekly battle waged by supermarket operators for the shopper's dollar, John Duncan, Director of Advertising, Red & White Corporation, told members of the Chicago Chapter of Alpha Delta Sigma, national professional advertising fraternity.

Duncan spoke on "Moving a Two Billion Dollar Mountain," referring to the annual sales at retail made by the more than 4,000 retail food markets in the Red & White Distribution system which operates in 30 states and every Canadian Province. In his talk, he drew a parallel between the modern food store operator and the political candidate saying:

Vigorous Campaign Needed

"Today's supermarket operator, like the candidate for public office, must campaign vigorously in his community for the shopper's vote of confidence. But unlike the political candidate, the retail grocer campaigns 52 weeks a year instead of every two or four years. His platform must advocate a reduced household budget through low food prices plus the added services and conveniences demanded by today's homemakers. Failure to carry out such a platform can lead to disastrous defeat at the cash-register polls."

"Price remains highly important, but price is no longer enough. The personality of the supermarket, as reflected by its operator, is an increasingly determining factor in attracting and holding today's shoppers. The modern retail market operator must not only

be a competent executive capable of running a sizeable, fast moving and complex business, but he must also be a sincere person who takes a genuine interest in the lives and problems of his customers. He must admire babies, be aware of weddings, be sympathetic in times of sorrow. He must participate in community affairs, be active in service clubs, and lend his support to charities on an impartial basis."

Rules for Success

He went on to say:
"He must be competitive in his store facilities; his employees must be properly trained and courteous; he must be competitive in services, such as carry outs, special meat cuts, etc.; and competitive in merchandising, offering a variety and selection of foods as well as ideas for serving them."

"Although he is an independent merchant, the campaign strategy of the usual supermarket operator is to be an active member of a local voluntary or cooperative, as well as a part of state and national organizations. These organizational affiliations keep him competitive in merchandise, services, and in day to day operational knowledge."

Newspaper Advertising

Touching on newspaper advertising, Duncan said:

"One important phase of the grocer's weekly campaign has changed little over the years. Historically, and today, the modern food merchant has an advertising budget, small in comparison to total volume, which must provide an adequate return. Newspapers have rendered the results needed for survival."

Duncan, who said "proof of this philosophy lies in performance," outlined the advertising program he coordinates from Red & White's national headquarters with 55 U.S. and Canadian Red & White Distribution houses and over 4,000 affiliated food stores, saying:

"Our distributors and many of their individual retail members place 335 pages of newspaper space each week, spending in excess of \$3,600,000 annually. The results achieved from this type of year 'round campaign have helped our organization grow consistently since its founding at the nation's first voluntary movement in 1921."

Performance Gains Importance

Duncan concluded by saying:
While **Price** and **Personality** are the two basic campaign themes utilized by supermarket operators today, in the near future a third area—**Performance**—should play a more important role. The retailer and other members of this industry from the farmer to the manufacturer to the distributor, have not properly outlined the benefits the public derives from their efforts. U.S. citizens spend less of their income for food than any other nation on earth and are offered the widest variety and most nutritious food in the history of mankind. This is a story that must be told."

"Do-It-Yourself" Successful

Three supermarket groups, he said, have tried the do-it-yourself method and have found it successful: Hinky Dinky Stores, Omaha; Smirnoff's of Stratfield, Bridgeport, Connecticut; and an unnamed Eastern chain.

Here is the semolina you've wanted from **AMBER**



by Gene Kuhn
Manager:
AMBER MILLING DIVISION

Yes, the *finest* of the big durum crop is delivered to our affiliated elevators.

And only the *finest* durum goes into Amber Venezia No. 1 Semolina and Imperia Durum Granular.

We make Amber for discriminating macaroni manufacturers who put "quality first" and who are being rewarded with a larger and larger share of market.

These macaroni manufacturers tell us the consistent Amber color, uniform quality and granulation improve quality and cut production costs at the same time. Amber's "on time" delivery of every order helps too!

A phone call today will insure the delivery you want for Amber Venezia No. 1 and Imperia Durum Granular.

Be sure . . . specify Amber!



AMBER MILLING DIVISION

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

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"Defensive" Pricing

Does a food retailer lose his "style" when he prices defensively to meet competition? And should local store managers have the authority to adjust basic list prices of commodities in given situations?

These questions provoked disagreement between Paul Cifrino, president, Supreme Markets, Dorchester, Massachusetts, and David J. Epstein, treasurer and merchandise manager of Great Eastern Food Markets, Elmont, New York, discount chain, at the Super Market Institute convention.

Messrs. Cifrino and Epstein squared off, the former tending to deemphasize price and the latter espousing hard-sell discount prices.

"Defensive" Style Out

Mr. Cifrino told supermarket operators, "Don't let your style be defensive, based on what your competition is doing—or you'll wind up with no style at all." Mr. Epstein later denied his store group follows competition, but insisted that "as part of your training and discipline, you must get to understand your competition and know his weaknesses."

In response to a question, Mr. Epstein explained that his chain works from a list of authorized local prices, but store managers may adjust prices to meet local needs and exigencies.

Mr. Cifrino took exception to this concept. He said, "We would not delegate control to the stores. We don't feel we can let our competition run our business. Let them pick their own specials."

Confused Measuring

Mr. Cifrino cited "the confusing variety of ways of measuring product performance prior to 1963" and conclusions in the first McKinsey study, which he said "got back to the fundamental product performance" measurement. The study, he pointed out, recognizes that items have different gross margins and handling costs, and produce different yields relative to space allocations.

He, then, challenged the value of non-foods merchandise. Until recent years, he noted, the trend was toward larger stores and it was natural that retailers allocate a good amount of space to non-foods.

"We would wonder now, with smaller stores, if we would give as much space to non-foods as we did before, in terms of product performance and space yield," he said.

Colonial Studies Cited

Mr. Cifrino cited the Colonial study, showing advantages of eye-level displays for canned tuna and other products, while recommending displacement

of cereal and other items to lower shelves because of low margin producers and handling costs. He also noted recommendations for putting more productive items in areas where the shopper starts her tour and less productive items at the end of the trip.

He then gave various methods of pricing, such as across-the-board versus selective; discount pricing; convenience and variety considerations; psychological pricing on multiple purchases; private label pricing, and the intuitive versus the scientific approach.

Mr. Cifrino noted that large chains generally run specials across the board, while independents and smaller stores feature selective pricing. A danger in the latter approach was that it could distort the price mix, and customers would buy only the specials.

No Answer for Industry

Discount pricing might be one operator's salvation—but it probably would never be the answer to the industry's pricing problem, Mr. Cifrino felt. "And if everybody discounts, then nobody discounts."

He suggested that convenience and variety may be "more important than pricing."

The Colonial Stores study showed that multiple prices sell more goods than conventional pricing, he said. In that connection, he felt industry has perhaps become "too sensitive" to consumers' awareness of price, speculating that perhaps "we feel she knows more about prices than she really does."

Mr. Cifrino also speculated that "as you lower prices on private-label merchandise, sales pick up. But then you reach a point of cutting prices where sales tail off. There seems to be a point where the customer gets scared of too-low prices."



Stan Freberg, master of the humorous "soft sell" in advertising, samples a dish of spaghetti at Joseph Pellegrino, president of the Prince Macaroni Mfg. Co., and the New Prince Spaghetti Minstrels look on at a party given in Freberg's honor at the Somerset Hotel in Boston. Freberg, who created the 1964 radio commercials for Prince, flew in from Hollywood to discuss plans with Pellegrino for the new year. Prince's agency is Kenyon & Eckhardt Inc.—Boston.

He concluded: "With the grocery industry under Government scrutiny, our pricing policy should be designed broadly to keep our companies and our industry healthy; replace equipment; reward stockholders; pay higher wages, and be creative, discharging our marketing responsibilities. We do tend to use price pressures to promote items that do not need promotion."

"We're Sellers"

Mr. Epstein noted his company includes two conventional supermarkets and a discount food store on Long Island, and two other discounters.

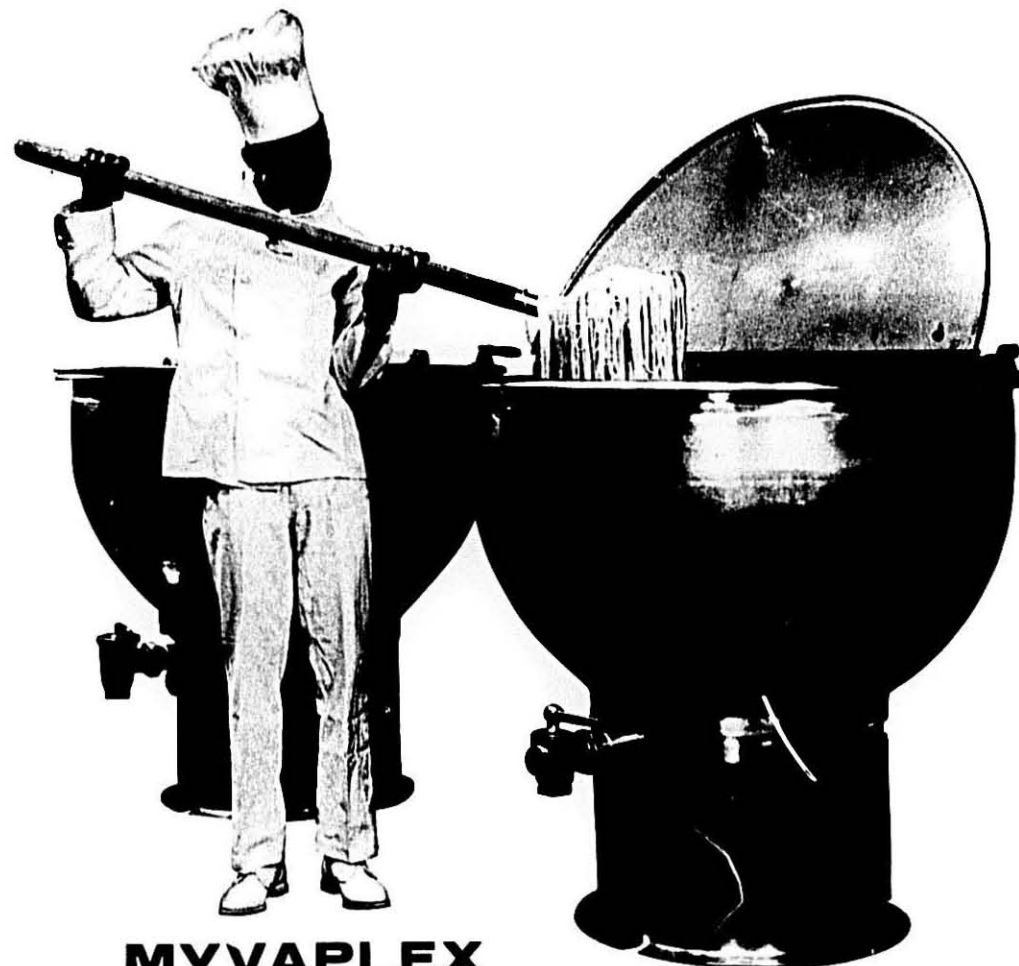
He summed up its pricing and operating philosophy this way: "We're sellers—we push—we promote—our organizational structure dictates this. Our buyers are responsible to our sellers. Our store managers have the authority to reduce prices or mark down merchandise to create excitement—as long as they let us know."

"Undersell All Competitors"

"Our basic philosophy is this: to undersell all competitors. We never underestimate the intelligence of our customers. They are sophisticated money spenders. We price for impact—we eliminate slow-movers."

"We experiment with prices to see what will sell best. We raise prices when we believe it will have the least effect on the customer's belief in us. We are never undersold on seasonal items. We feel we are basically, honestly, truthfully the customer's agents."

During the question period, a merchandiser asked what could be done to meet discount house prices. Mr. Epstein said every competitor has his strength and weakness, and urged retailers to "seek out the weakness and pound away."



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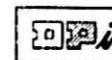
This is the year of the big change in macaroni products for large-scale cooking. The best-selling brands of canned spaghetti for the home will sell much better than ever before. More classes of restaurants will serve spaghetti and macaroni dishes. Consumption of your products can start climbing steeply in schools, hospitals, and wherever else the energy-building spaghettis and macaronis that everybody loves cannot reach the palate ten minutes out of the carton.

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SMALL BUSINESS: THE RECEDING FRONTIER

from "Business in Brief," bi-monthly report of the Chase Manhattan Bank

WHAT with unemployment, the international payments deficit and now poverty jostling each other for position as the nation's number one economic worry it's not too surprising that the problems of independent business people have received scant publicity of late.

But problems there are, and in such abundance that the men and women who work as their own boss — including those with a retail shop, a small manufacturing concern, a family farm or a professional practice — are fast losing their place in the country's economic life.

In 1948 there were almost 70 persons in business for themselves for every 1,000 of population. Now there are only 50. What's more, most signs suggest the down-trend is likely to persist, development that could ultimately produce profound economic and social consequences.

Why Worry?

Why might it have such consequences? In answering this question, let's take a brief look at the roles the independent entrepreneur has played through U. S. history.

He appeared as the farmer who moved inland, opened the continent and settled the wilderness — as the peddler with a pack on his back who brought necessities and small comforts to the heartland — as the inspired tinker who came up with the ideas that now form the backbone of many large companies. And he appears as the small businessman of today who makes the economy more competitive, who keeps the industrial giants on their toes, and who, because of his flexibility and inventiveness, quickly adapts on their toes, and who, because of his flexibility and inventiveness, quickly adapts to ever-changing consumer wants and needs. Then and now, and in many ways, these people have refreshed and rejuvenated our economic life.

Independent Entrepreneur

And as important as these things is the independent entrepreneur's contribution to a free society. His independence and willingness to go it alone helped enormously in cultivating the freedom we know today.

Historian Frederick Jackson Turner considered the frontier — "the hither edge of free land" — a key element in the development of America's open society. By providing the man who was dissatisfied with his lot the opportunity to move on and up, it instilled in the

American conscience a faith in economic and political freedom — a faith sufficient to withstand hard times and adversity.

Today small business serves as a frontier. It gives those caught in what they consider dead-end jobs the opportunity to move out on their own. It gives the energetic and creative an opportunity to build a place for themselves. And it affords everybody — whether they actually take it or not — the chance to improve their position through dint of hard work and diligence.

A Look at the Record

The Western frontier is long closed, of course, with the crucial question here and now being whether the small business frontier is closing, too. There are many ways of approaching the issue and many ways of gauging small business's role. But whatever yardstick one uses, the record strongly suggests that the frontier — though far from played out — has receded in recent years.

The broadest measure is the total number of proprietors, both farm and nonfarm, and covering those with professional practices, such as lawyers, doctors and dentists. These people declined from 69.3 per thousand population in 1948 down to 50.6 in 1962, a precipitous tumble of almost 30%. The biggest drop here occurred among farmers, reflecting the great strides taken over the past several decades in agricultural know-how. Between 1948 and 1962 the number of farms per thousand population plunged from 29.8 to 14.2, a decline of over 50%.

Nonfarm Proprietors

But farm proprietors are not the only declining ones. Nonfarm, ordinary business proprietors have likewise fallen, going from 39.5 per thousand in 1948 to an estimated 36.4 in 1962. This is a loss of about 9%, with the drop after 1960 generating special concern. In the past the number of small business proprietors had shown a cyclical pattern, shrinking in recessions and expanding in recoveries. Since the beginning of the early 1961 recovery, however, the drop has continued. So, too, have business firms been declining per capita. Although growing absolutely from 3.9 million in 1948 to an estimated 4.8 million in 1963, businesses slipped from 26.3 per thousand in 1948 down to 25.3 in 1963. Moreover, since these figures are compiled on a consolidated basis — each corporation and corporate subsidiary is counted separately even though

under the same ownership — they probably understate the decline in independently owned firms. And it is the number of independent firms that provides economic and social benefits a flourishing small business community confers.

On the surface these continuing declines among nonfarm proprietors and business firms may not seem terribly sharp. But of vital importance here is the fact that as the number of farms dwindles the number of businesses in towns and cities must rise quite rapidly in order to keep total independent economic units per capita on a reasonably even keel.

Two of the major developments behind the decline are: the technological revolution and a sluggish economy.

New Technology Welcomed

Few observers would hold that the first of these is either reversible or unfortunate. On the contrary, the great majority welcomes it. New farm technology means we can raise abundant food with fewer people and less back-breaking toil. New industrial technology, some of it requiring huge factories and thousands of employees, means more and better products for everyone. In addition, as productivity and incomes grow, a larger share of total expenditures will go for services rather than goods. This could open up many new opportunities for small entrepreneurs — in recreation, in maintenance and repair, and in areas still unheard of as yet.

The second development — a relatively sluggish economy — is an entirely different matter. It's of benefit to no business, whether large or small. But to small firms, it represents special hardship, owing to the fact that they work with less capital and greater risk than do the larger outfits.

Sluggish Economy Hurts

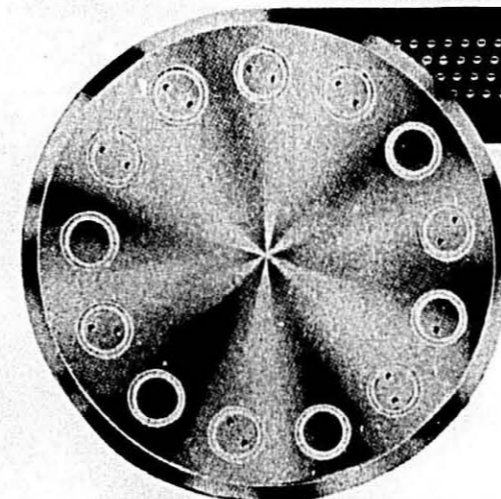
A growing frontier requires a vigorous base from which to operate. The development of the West took place in the context of a rapidly expanding economy back East. So it is, too, with the small business frontier. It cannot develop the way it should with the economy showing excess industrial capacity and a total output that runs below full potential.

Also bearing down on small businesses with particular force are problems of management, taxation, capital and regulation. Here are some areas where the trade association can help the small businessman survive and grow.



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Improved Method for Testing Macaroni Products

by Adolph Holliger, Research Laboratories, Buhler Brothers, Uzwil, Switzerland
 printed in "Cereal Chemistry," American Association of Cereal Chemists, Vol. 40, No. 3

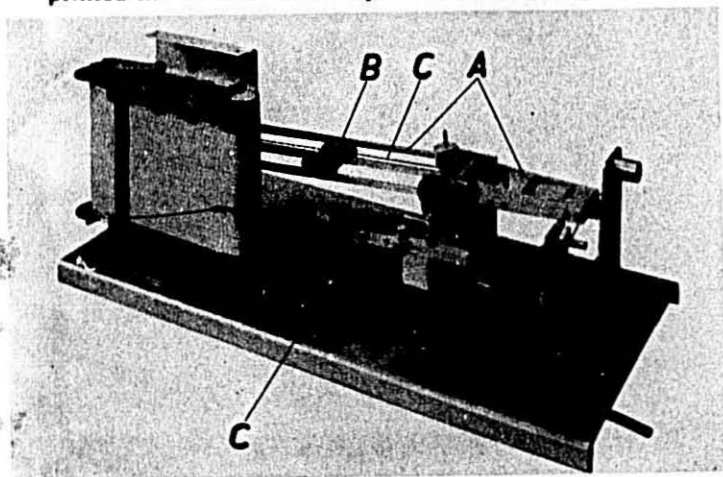


Fig. 1. Bending Stress Tester.

Abstract. An apparatus is described which permits measurement of the mechanical properties of both uncooked and cooked spaghetti. Stretching and bending tests of a variety of cooked and uncooked samples are reported. It could be shown that addition of eggs during production has a great effect upon cooking qualities of spaghetti.

THE quality of macaroni products is determined essentially by the following factors: (a) color and appearance; (b) mechanical properties of the uncooked product (of special interest in the packaging and transportation of macaroni products), and (c) behavior upon cooking (cooking loss, texture of the cooked material).

Whereas determination of color is relatively simple (1), evaluation of the mechanical properties of the uncooked and cooked macaroni products is much more difficult; apparently there are no generally accepted tests to measure these properties, and only few suggestions are found in the literature.

In a recent paper by Karacsonyi and

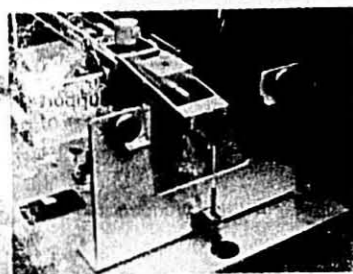


Fig. 2. Clamping device for stretching tests.

Borsos (6) an apparatus was described for measuring the torsional strength of uncooked macaroni products. This property is of special importance for manufacturers because of its relationship to breaking during packaging and shipping.

From the consumer's standpoint, however, the properties of the cooked products are of primary interest. Repeated attempts have been made to correlate the cooking properties of macaroni products either to the water uptake (weight increase during cooking) or to the cooking loss (amount of solids lost to the cooking water) (1, 4, 5, 7, 8).

These tests, however, do not sufficiently characterize the properties of the cooked products. Therefore, Binnington, Johannson, and Geddes (2) have tried to measure the mechanical properties of cooked macaroni products with a specially constructed recording tenderness tester. Glabe, Goldman, and Anderson (3) have reported measurements of the tensile strength of cooked spaghetti with the Brookfield stress-strain gage. It is obvious that a device permitting measurement of mechanical properties of both uncooked and cooked products would be of advantage. Such an apparatus is described in this paper. Its application and utility have been tested on a number of macaroni products from various raw materials and of various shapes. Since the determination of the water uptake and cooking losses referred to above are simple and still in fairly wide use, some results with these tests also are included.

(Continued on page 23)

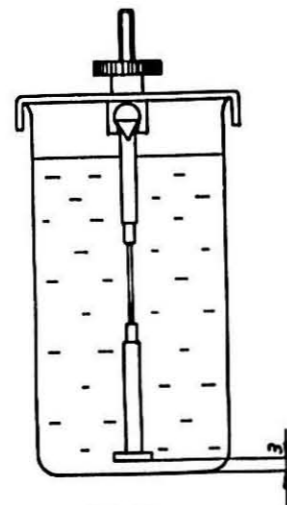


Fig. 3

beaker for cooking procedure,
 clamped spaghetti in cooking
 position



Fig. 4

clamped spaghetti

THE MACARONI JOURNAL

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We told 71,000 grocers that macaroni is the one item that returns 655% extra profit in related sales. Here's the ad from Progressive Grocer, October, '64.



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We sent out 281,417 pieces of mail from General Mills, carrying the "Support National Macaroni Week" over-stamp. And sent an award of one share of General Mills Stock for the closest guess in our contest for customers. Henry D. Rossi, Sr. is the winner.

We also continued to supply the highest quality Durum products for the macaroni industry.

GENERAL MILLS DURUM SALES





Consumer Attitudes Toward Macaroni Products

A study by Market Facts, Inc. for the National Macaroni Institute is available to members only. Isn't this a good reason to join?

NATIONAL MACARONI INSTITUTE

P.O. Box 336, Palatine, Illinois 60067

TABLE I
Cooking Losses and Water Absorption for Spaghetti of Different Qualities

Sample	% Water Absorption during Various Cooking Periods*			% Cooking Losses after Various Cooking Times*		
	10 Min.	20 Min.	30 Min.	10 Min.	20 Min.	30 Min.
1	129	215	278	4.5	6.4	8.2
2	127	188	256	4.6	6.2	7.7
3	120	183	227	4.2	5.7	7.4

* Expressed on 14.0% moisture content.

Materials and Methods

The spaghetti investigated have been dried under identical conditions in our pilot plant. Of special interest were spaghetti obtained from biscuit flour (milled from a domestic soft wheat), durum semolina, and spaghetti containing eggs (four fresh eggs per kg. durum semolina).

For determination of water uptake and cooking loss (1, 4, 5, 7, 8), 25 g. of macaroni products are cooked in a stainless-steel basket placed in a 600-ml. beaker, for 10, 20 and 30 minutes respectively. After cooking, the basket is removed and the cooked product rinsed with cold water and then weighed after excess water is shaken off. The difference between weight of the cooked material and weight of macaroni product used is equivalent to water uptake. The cooked materials are then dried to determine the percentage of cooking loss (difference between dry substance before and after cooking).

For measurement of the bending strength of dry spaghetti and the tensile strength of cooked spaghetti, a special apparatus was constructed, which records: (1) the bending of dry spaghetti under the influence of a continuously increasing force, and (2) the stretching of cooked spaghetti, also under the influence of a continuously increasing force. The main features of the apparatus are shown in Figs. 1 and 2. The continuously increasing force is

a mobile beam B on the bending device A. The more the beam moves from the starting position, the more the strands of spaghetti are loaded. The bending device must be tared before the tests. The beam is connected by a thin strap C with the recording paper. This paper (and therefore also the beam) is driven by a motor with a given constant speed. The weight of the beam is 20 g.; additional weights can be attached, if higher forces are desired. The distance which the beam travels is recorded in a horizontal direction in a ratio 1:1 (1 cm. on the graph means that the beam actually moved 1 cm.). The following procedures are used for the two types of measurements:

Bending Test with Uncooked Spaghetti. The spaghetti needed for this test should have the same moisture content and diameter in order to obtain comparable curves. After calibration of the bending device, the strands are clamped, and the measurement is started. The length of the strands between the two clamps is 10 cm.

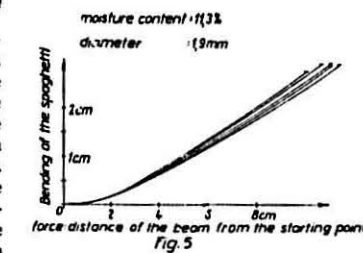
Tensile Tests with Cooked Spaghetti. Again spaghetti with uniform diameter should be used. As it is very difficult to fasten cooked spaghetti, we first clamp the strands and then cook them together with the clamping device (Fig. 4). After being cooked for a certain time, the spaghetti is removed from the cooking water, carried in a beaker with

water at 20° C., transferred to the calibrated apparatus, and clamped; then the measurement is started.

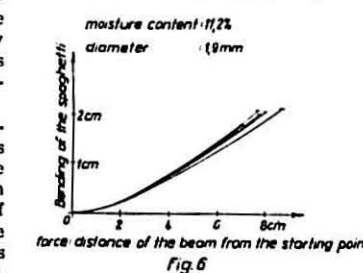
Results and Discussion

Testing of the Uncooked Spaghetti. Figures 5 and 6 represent two typical

Bending diagram of Spaghetti from durum semolina



Bending diagram of Egg spaghetti, 4 eggs per kg



bending diagrams. They show considerably inferior physical properties for egg-containing paste products than for commercial durum grade goods. Regarding further tests with this apparatus and possibilities of its application for determination of the physical properties of raw spaghetti, we refer to a publication by Winston (9).

(Continued on page 26)

TABLE II
Influence of Shape on Cooking Results (Cooking losses and water absorption)

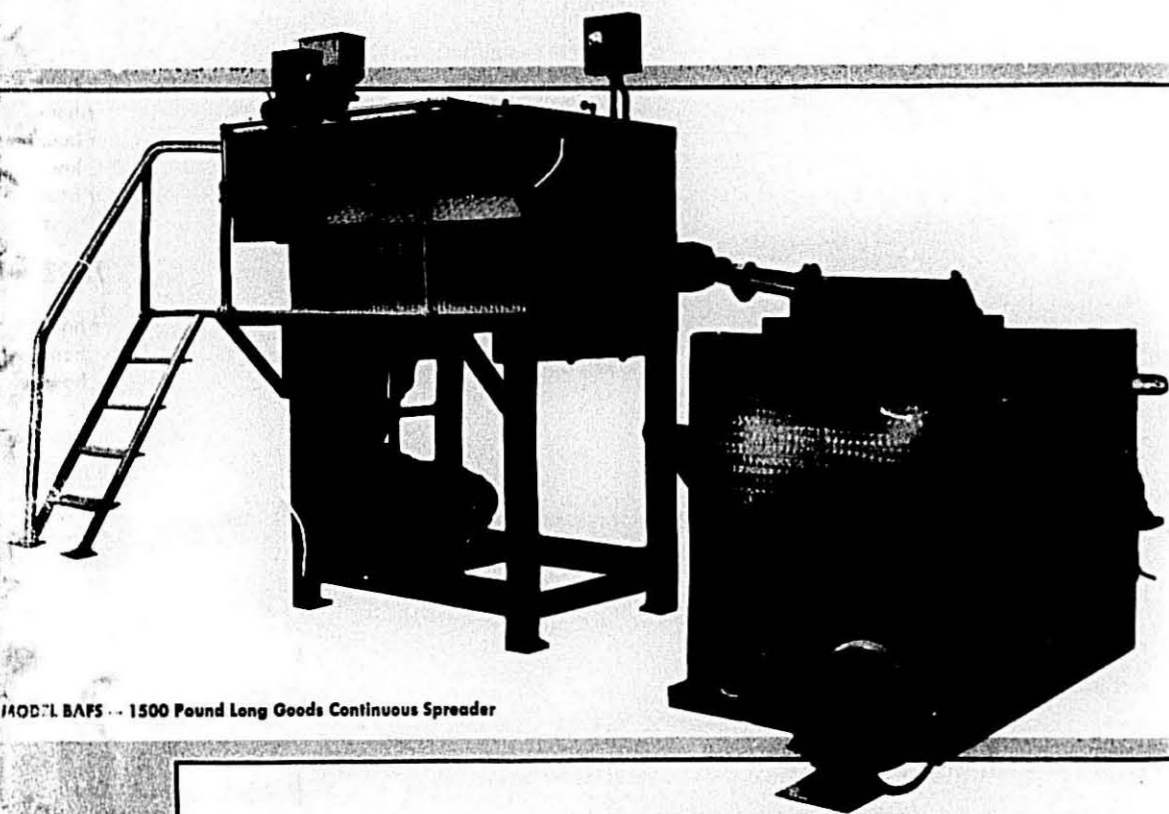
Destination of Product	Over-All (External) Diameter (mm.)	Wall Thickness (mm.)	% Water Absorption for Various Cooking Periods*			% Cooking Losses for Various Cooking Periods*		
			10 Min.	20 Min.	30 Min.	10 Min.	20 Min.	30 Min.
Vermicelli I	0.9	..	342	448	519	8.3	10.3	11.7
Vermicelli II	1.1	..	232	327	400	7.0	8.6	10.2
Spaghetti I	1.6	..	134	220	292	5.6	6.5	8.3
Spaghetti II	1.9	..	127	188	256	4.6	6.2	7.7
Macaroni	3.6	0.9	138	201	270	6.3	7.1	8.0
Short macaroni	5.6	1.1	125	178	250	4.6	5.4	7.2

* Expressed on 14.0% moisture content. Compared with the values cited in the literature, we generally find somewhat higher figures for our cooking losses. This may be attributed to the fact that most other investigators work with temperatures of 95° C. and we cook the spaghetti in boiling water. Fair correlation is found with the results of Paulsen (8).

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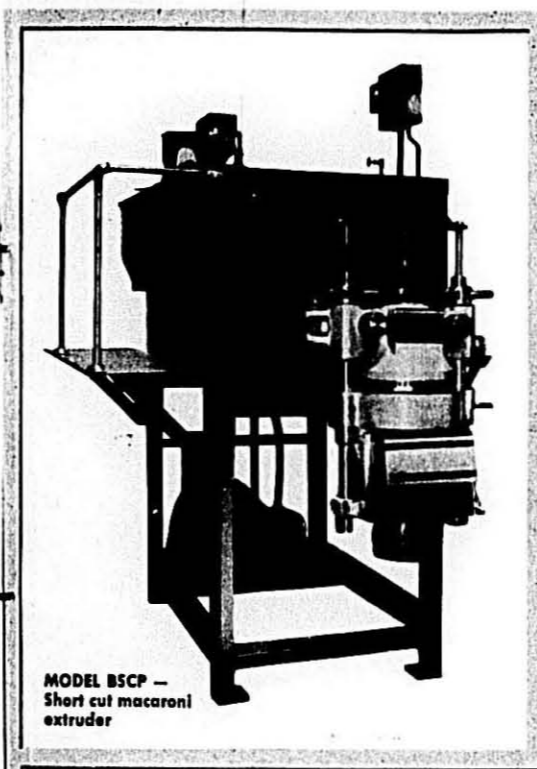
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3 STICK 1500 POUND LONG GOODS SPREADER increases production while occupying the same space as a 2 stick 1000 pound spreader.

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FOR ALL SHORT CUT AND LONG
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ALSO AVAILABLE

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MODEL BSCP --
Short cut macaroni
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QUALITY A controlled dough as soft as desired to enhance texture and appearance.

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SINCE 1909

Testing Macaroni Products—
(Continued from page 00)

Testing of Cooked Products. Table I shows the cooking results (cooking loss and water absorption) for three completely different spaghetti qualities.

Sample 1 represents spaghetti made from a soft wheat of poor quality (biscuit flour containing 8.0 per cent protein, with the protein contents (N x 6.25) being expressed on 14.0 per cent moisture basis).

Sample 2 represents spaghetti of a special grade of semolina (protein content 12.6 per cent).

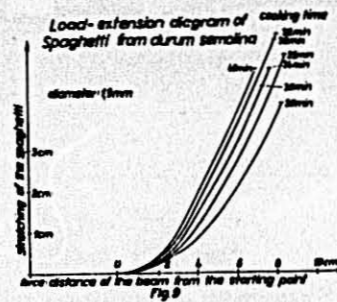
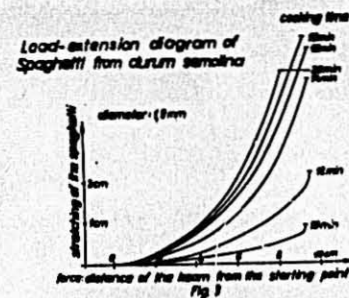
Sample 3 represents spaghetti of a special grade of semolina plus four whole eggs per kg. (protein content 14.1 per cent).

Sample 1 corresponds to a poor-quality soft-wheat paste product, while Sample 3 represents a really first-class product. All figures of Table I are the mean values of five tests. The diameter of the spaghetti was always 1.9 mm.

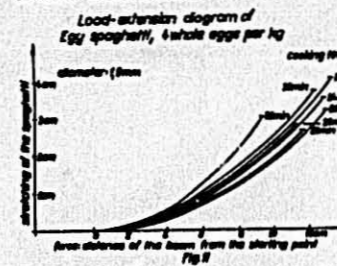
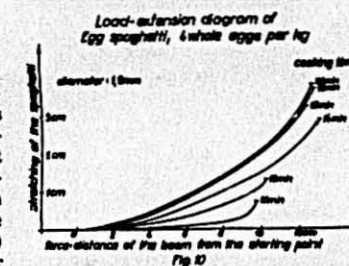
As shown by the results, the differences in the cooking losses are not significant. Somewhat different conditions prevail in the swelling ability represented by the water absorption. It must be noted here that Binnington, Johansson, and Geddes (2) have already shown (1939) that the swelling ability (volume increase of the goods during cooking) practically corresponds to the water absorption. The amount of water absorbed therefore represents a direct measure for the swelling capacity.

Here some differences can be noticed, in that soft wheat products with lowest protein content are subject to the strongest swelling, while the egg-containing high-class products show least swelling. Table II shows the influence of the shape on the cooking qualities (cooking loss and water absorption). All samples consist of durum-grade macaroni products without egg.

The figures of Tables I and II indicate, most clearly and definitely, that tests to determine cooking losses and



water absorption do not sufficiently characterize the properties of cooked macaroni products, and that the influence of the shape on these tests is pronounced. Harris and Knowles (4) have made similar statements. The fact that in many countries the official testing methods are based on these tests (1, 7) has prompted this re-examination.



The testing of the physical properties of alimentary paste products such as macaroni and spaghetti seems more appropriate. This difficult problem has already been scrutinized by Binnington, Johansson, and Geddes (2) and, at least for macaroni, successfully solved. The tenderness tester simultaneously developed and described in detail in the same paper has meanwhile been adopted in "Cereal Laboratory Methods" (1). With the apparatus described in the present paper, however, the much more important types of spaghetti can be tested.

Testing of the Physical Properties of Cooked Spaghetti (Stretching Tests). Figures 7 to 14 show some typical load-extension diagrams.

The carriage load amounted in all cases to 46 g. The unsupported length of the clamped spaghetti (span between ends of silicon tube) was 3 cm. Further tests (not included) demonstrated a most striking dependence of the pull-test on the diameter of the spaghetti. Therefore, the spaghetti to be selected for this test must have a well-defined diameter.

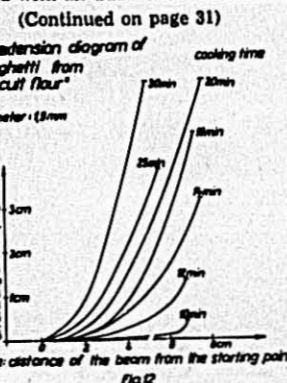
Figure 7 shows the reproducibility of the stretching test. The stretching apparatus yields reproducible results for diameters of 1.8 mm. and higher, but it is hoped that further improvements of

this apparatus will also enable its use for spaghetti diameter smaller than 1.8 mm.

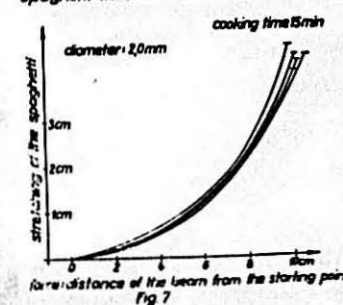
Figures 8 to 12 show the difference between spaghetti from durum semolina, egg spaghetti, and that from biscuit flour. The pull diagrams mentioned above show in some parts very characteristic dissimilarities (in contrast to

the cooking losses mentioned in Table I, which show too small variations). Particularly striking are the dissimilarities between egg-containing products and the other paste products. The difference between the strength of cooked egg spaghetti is especially pronounced after longer cooking times. In future, the load-extension diagram of egg spaghetti will therefore serve as standard diagram for our examinations of cooked spaghetti.

Figures 8, 9, and 12 show the difference of the cooking qualities of spaghetti from durum semolina and biscuit flour. Spaghetti intensely interspersed with air bubbles is not suitable



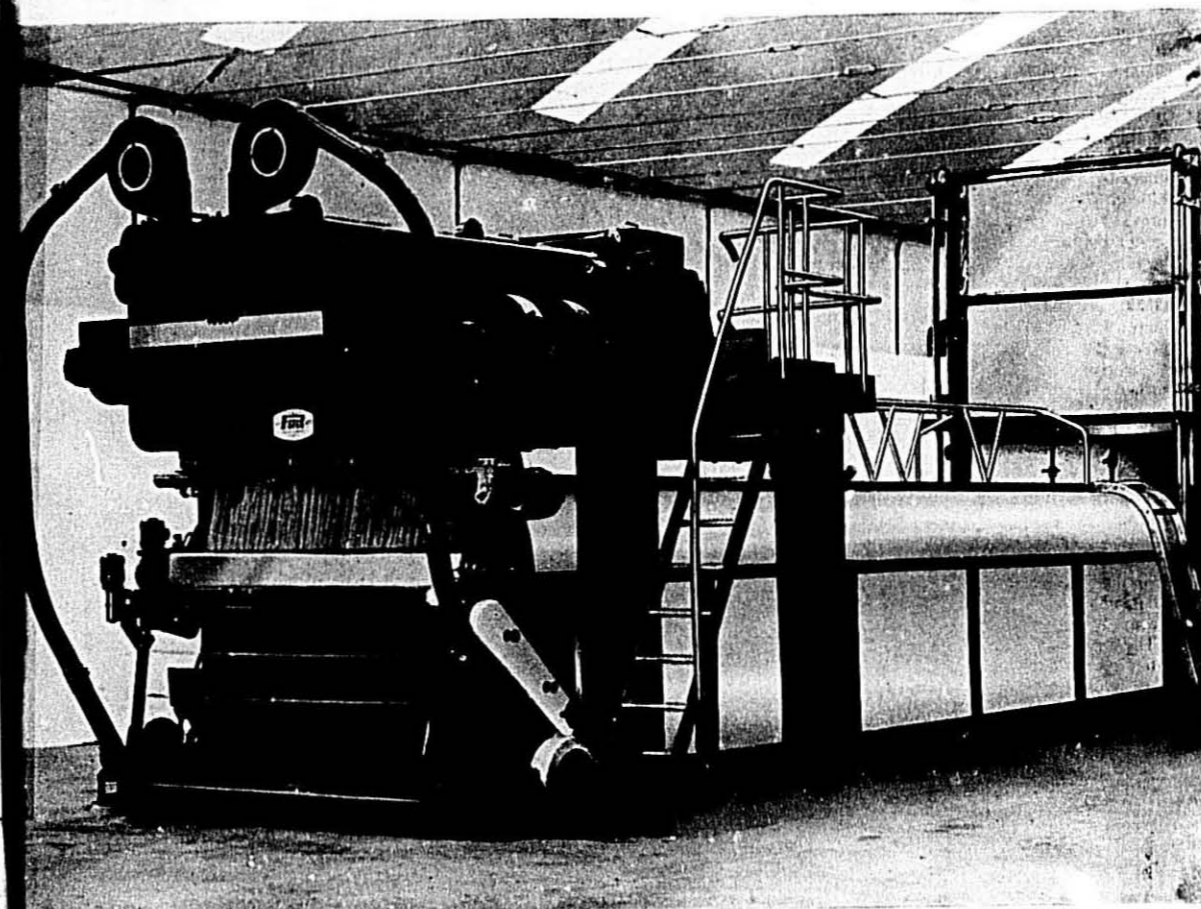
Reproducibility of the stretching test
Load-extension diagram of Spaghetti from durum semolina



PAVAN
NICOLE MAHLE

OFFICINE MECCANICHE SPECIALIZZATE
MACCHINE ED IMPIANTI PER PASTIFICI
GALLIERA VENETA

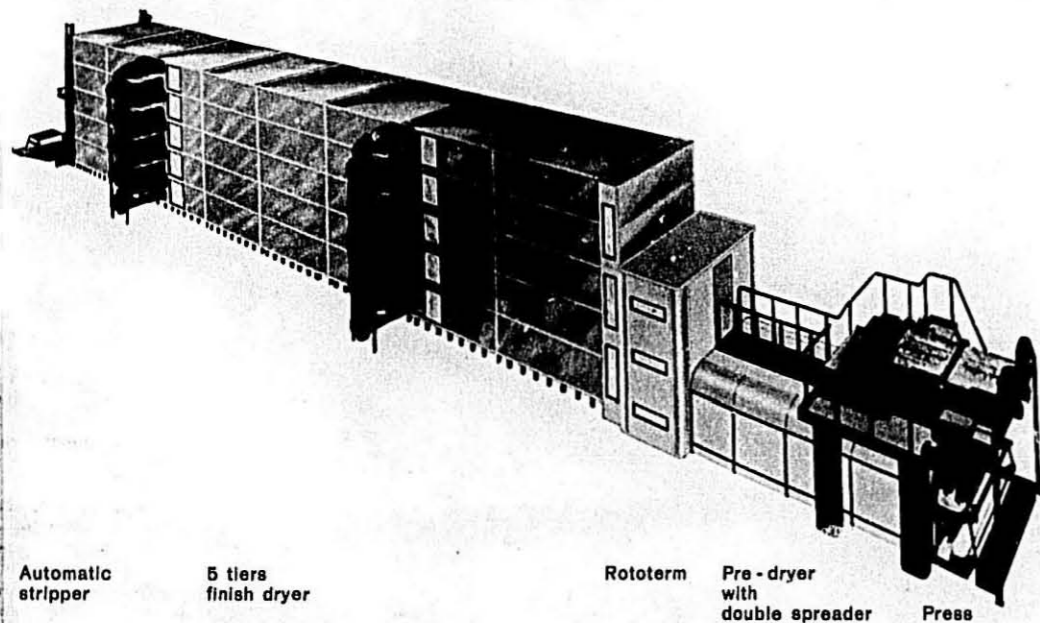
NEW PAVAN RECORD IN 1964



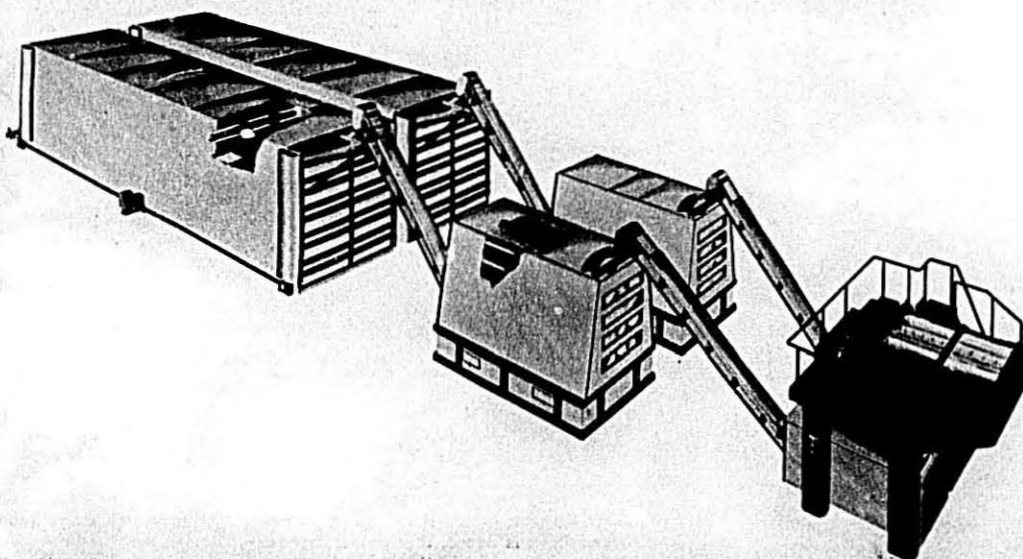
2200 lbs. long - cut pasta (dry product) per hour
2900 lbs. short - cut pasta (dry product) per hour

P 1200

Entirely automatic line for the production of long-cut pasta, daily capacity 53,000 lbs.



The walls of the dryers are in stainless steel!



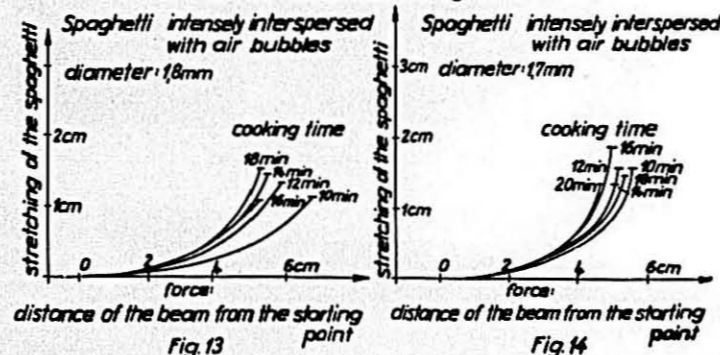
Entirely automatic line for the production of short-cut pasta, daily capacity 69,600 lbs.

Testing Macaroni Products— (Continued from page 26)

for stretching tests (Figs. 13 and 14). However, a few bubbles in general are of little importance.

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 8. Paulsen, T. M. A study of macaroni products containing soy flour. Food Technol. 15: 118-120 (1961).
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Load-extension diagrams of



Holemaking With Spaghetti

If you want to form small holes in ceramic parts and someone suggests spaghetti, be patient—that's precisely how Boeing Company, Seattle, solved the problem, says a recent issue of Steel, The Metalworking Weekly. The company's Wichita, Kansas, branch needed an insulator to go into the head of an electric welding torch.

A ceramic insulator was chosen because the insulator had to resist heat and also serve as a shield against the splatter of molten metal. In addition, it had to have small holes.

The magazine reports that making the washerlike part—about one inch wide—was easy up to a point. A plaster mold was formed which could be crumbled after the ceramic compound had been hardened in a firing oven. The hole in the center also could be formed to breakaway plaster.

Ceramist Tries Pasta

But the small holes presented a problem. Several possible methods were too slow or too costly. Then a ceramist, O. W. Thrallkill, tried pasta. Tiny dry sticks, just as they come from the store, were inserted in holes drilled in the plaster mold.

During baking, the spaghetti goes up in smoke, leaving nothing but holes, exactly where they should be and exactly the right size.

About Obesity

A leading medical authority says obesity is the No. 1 threat to America's health—a greater hazard even than dreaded cancer.

Why? Here's the way this nationally-known doctor explained it recently to a syndicated medical writer: "Obesity is certainly a deterrent to long life. Most of all it puts a strain on the heart. And heart disease is still the No. 1 killer."

He made it clear that obesity did not account for all heart disease. "But the fact remains," he added, "when you're overloaded with weight, you overload your heart."

Heart's Worst Enemy

The Metropolitan Life Insurance Company says the same thing a different way: "Overweight is probably the worst and most insidious enemy of your heart. Excess weight . . . is simply a burden—and the more overweight you are, the more likely you are to impair your heart's efficiency."

It works this way. The heart's job is to distribute cell-nourishing blood throughout the body. It's marvelously designed to do its job perfectly in the supple, well-proportioned body. But when excess flesh is added, the heart's work load goes up with the added weight.

New tissues must have blood, and blood vessels to circulate it. This means

hundreds more feet of vessels to push more and more blood through, and a consequent rise in the amount of work the heart must do. And the greater the work, the greater the wear and tear on the heart.

Constriction and Clotting

Coupled with the circulatory problems posed by obesity is the possibly deleterious role of fats in circulatory disorders. Though the picture is still clouded, many medical quarters hold that certain fats may be injurious to the circulatory system. There is evidence that the fats found in butter, whole milk and many other everyday food sources influence the body's supply of a substance called cholesterol.

Some authorities think cholesterol is linked to the formation of fatty deposits in the blood vessel lining. These deposits build up in the affected vessels, causing increased resistance to circulation.

One medical investigator has estimated that reducing the diameter of the passageway in the vessels by 10 per cent increases the pressure of blood flow by 50 per cent (another source of heart strain). High fat intake, too, causes acceleration of blood clotting time.

These two factors—constriction of the vessels by fat deposits and clotting acceleration—thus indicate fats may play a definite role in heart attacks.

Underweights Live Longest

The Society of Actuaries, an organization of the experts who calculate insurance risks and costs, have just completed a new age-weight-height index. This study, involving some 5 million policyholders, indicated that people who were considerably under average weight lived longest. Greatest relative longevity, according to the study, occurred in persons as much as 20 pounds under the average for their age and height. A chilling summation of these findings might be: Reduce or die!

This ties in with the statement of a syndicated physician-writer, Dr. J. D. Wassersug, who wrote in a recent newspaper column: "All of my patients in their vigorous 80s are thin. They are the lean people who have been lean most of their lives. This, then, must be an attribute toward longevity. Get thin and stay thin!"

In the first place, what is the problem? Why is one-fifth of the adult population 10 per cent or more overweight? Most doctors say bluntly: Overeating—eating too much and exercising too little.

Dr. Wassersug punctuates this opinion with his statement that "in most patients, you know, overweight is simply a matter of overeating."

o.p. muzzio vicenza - printed in Italy

AT THE DURUM SHOW



Miss Durum-Maceroni, lovely Myrna Rae Munson, winner of the beauty pageant which kicked off the 1964 Durum Show, serves platefuls of spaghetti to macaroni manufacturers representatives. Left to right: Lloyd E. Skinner of Skinner's, Omaha; Stuart Sailer of Mueller's, Jersey City; Miss Munson; Robert M. Green of NMMA; Walter Villaume of Jenny Lee's, St. Paul; Joseph S. LaRosa of LaRosa's, Brooklyn.



Durum King Ludvig Gullickson, left, of Adams, North Dakota, exhibiting a 65 pound test weight sample of Wells, was winner of the coveted NMMA Sweepstakes Award. Former Durum King Palmer Dahlgren, center, also of Adams, was winner in the Professional Class with his exhibit of a 64 pound sample of Wells. They receive congratulations from Richard States, right, president of the U.S. Durum Show.

Durum Subsidies

A further modification of the export subsidy on durum exported from Atlantic and Gulf ports over accepted subsidy bids was announced by the U. S. Department of Agriculture in mid-November.

Under the revision, exporters wishing to export durum will continue to submit "bids" on the amount of the subsidy that will be paid. Any accepted durum subsidy bid will be automatically increased by 17¢ a bushel for clearance from Atlantic ports and 19¢ for Gulf outgo if all-rail movement to ports is proved. Also, a 7¢ automatic premium will be paid above the accepted bid on Gulf durum exports, if the grain did not move to port by rail.

Export Sale

A sale of 1,664,000 bushels of U. S. durum to France brought outcries from Canada for unfair competition. The Canadian press pointed out that subsidies of about 38¢ a bushel made the price at shipside at Eastern ports about \$1.715 for No. 2 Hard Amber. They complained that the subsidy was more than three times as large as the 12¢ assist provided on a much smaller sale of 37,000 bushels in October. At the same time the Canadian equivalent was selling for \$1.98125 (with the Canadian dollar pegged at 92.5¢ U.S. funds).

The Canadian Wheat Board slashed durum prices following the U. S. sale from 11.75¢ to 16.625¢ depending on the grade. New prices posted at Lake Superior ports were No. 1 at \$1.9125; No. 2 \$1.8825; No. 3 \$1.8325; No. 4 \$1.8025.

Processed Eggs

Production of liquid egg and liquid egg products (ingredients added) during October was 35,772,000 pounds, 25 per cent larger than the October 1963 production of 28,651,000 pounds, according to the Crop Reporting Board.

Liquid egg used for immediate consumption totaled 4,608,000 pounds, up 11 per cent from October last year. Quantities used for drying totaled 11,793,000 pounds 38 per cent more than the 8,658,000 pounds dried in October 1963. Liquid egg frozen totaled 19,371,000 pounds, 22 per cent more than in October last year.

Egg solids production during October totaled 2,889,000 pounds, an increase of 14 per cent from October 1963. Production of whole egg solids was 967,000 pounds as compared with 201,000 in October last year.

Plentiful Eggs

Egg abundance will continue in 1965. Hatching of chicks which grow into laying hens in about six months totaled 87,000,000 in the June-September quarter of 1964, up by 79,000,000 a year earlier. The laying flock is expected to be two per cent larger this spring. Record egg production in 1964 kept prices below year ago levels.

New York Meeting—

(Continued from page 8)

Donato Maldari and Sons, Dan and Ralph. McCarthy Associates: Alexander Frank.

North Dakota Mill: Bill Brezden.

Peavey Flour Mills: Lester Swanson, David Wilson, David F. Wilson.

Rossotti Lithograph: Charles Rossotti, Frank Prime, Arthur Tarditi, John Tobia.

Triangle Packaging Machines: Donald Thom.

U. S. Printing & Litho: Joe Pette, Dominick Petrosillo.

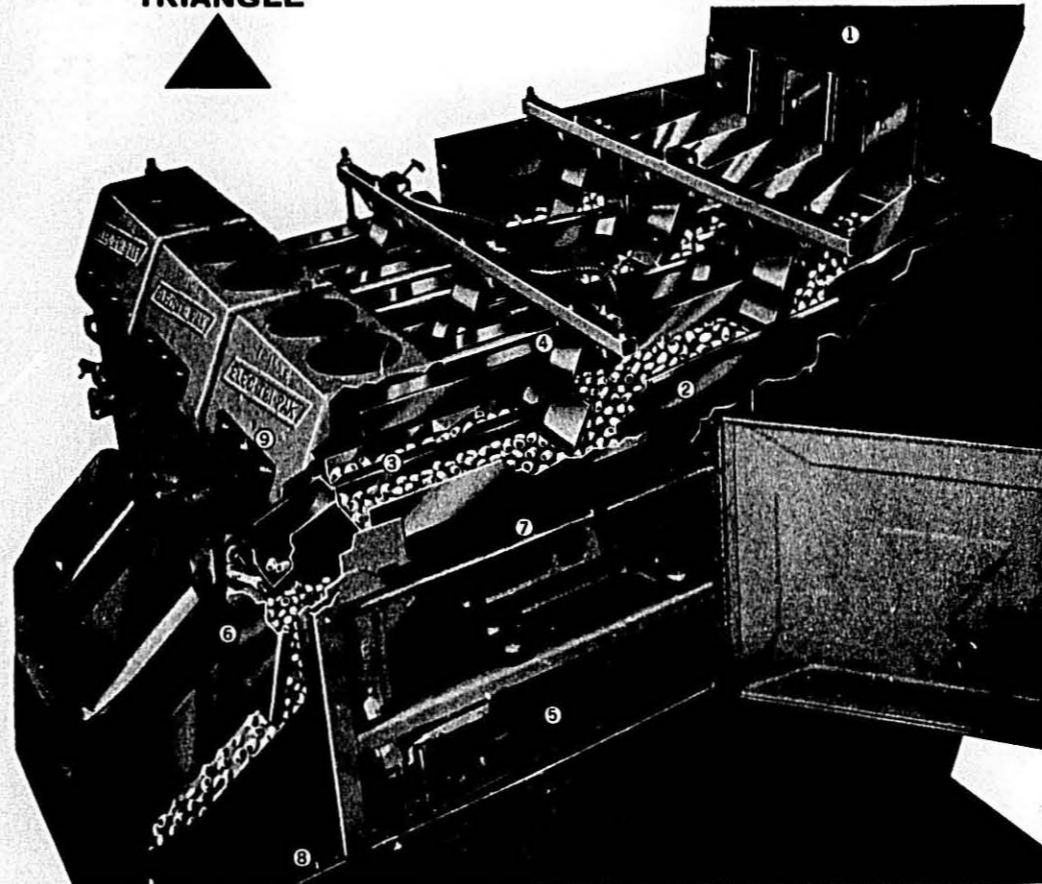
Vitamins, Inc.: Louis Viviano, Jr.

Macaroni firms represented at the meeting included Anthony Gioia of Bravo; K. J. Forbes, Catelli; Sam Arena, Conte Luna; Larry Williams, Creamettes; Robert Cowen and Mel Golbert of A. Goodman's; Leo Ippolito of Ideal; Walter Villaume, Jr. of Jenny Lee; A. Saavedra, LaRinascente; Vincent F. La Rosa, V. LaRosa & Sons; Lester Thurston, Jr. and John Dixon of Megs; Fred Mueller, C. F. Mueller Co.; Joseph Pellegrino, Prince; Nick Rossi, Procino-Rossi; Louis and Rosario Coniglio, Paramount; Al Ravarino, Ravarino & Freschi; Adolf Iorio, Refined; Emanuele Ronzoni, Jr. and Roger DiPasca, Ronzoni; Lloyd Skinner, Clete Haney, Bill Clarke of Skinner's; Joe Scarpaci of Viva; John P. Zerega, Jr., A. Zerega's Sons.

Sam Marshall, chemist from Alpine Flour Mills, Abbottsford, Victoria, Australia, attended the meeting and the dinner, while Giovanni Barilla and Manfred Manfredi of the large macaroni firm in Parma, Italy, were able only to make the evening affair. Mr. Barilla had two other members of his firm in the party studying conditions in the United States. They were Doctors DeBro and Barbieri.

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A. V. Koos (right) of Skinner Macaroni Company, America's oldest active grocery salesman, accepts cake from Meyer Ruback (center), Omaha grocer, one of Mr. Koos' customers for 42 years. At left is Paul Skinner, Omaha sales supervisor. Writing on the cake says: "Happy Birthday Albert Koos 90 Years Young."

Ninety Years Young

Al Koos is a grocery salesman. Works every day. Drives a car on his rounds to two dozen or so regular grocery customers. Arranges macaroni sections with an experienced eye.

Nothing particularly unusual about what Mr. Koos does. But the fact that he is 90 years' old raises a few eyebrows.

Albert V. Koos of Skinner Macaroni Co., Omaha, Nebraska, several years ago claimed the title of "America's oldest grocery salesman." Nobody has ever challenged him. And every day he pushes his title a little further out of reach.

October 28 his fellow employees at Skinner and some of his customers decided that his 90th birthday should be something special. Mr. Koos didn't see that any fuss was called for, but he went along with the plans.

There was a luncheon attended by employees and a special customer, Omaha grocer Meyer L. Ruback, who has been buying Mr. Koos' wares for 42 years. Mr. Ruback presented the guest of honor with a cake. Fellow workers gave him 90 one-dollar bills. Paul Willis, New York City, president of the Grocery Manufacturers of America, sent Mr. Koos a telegram of congratulations. So did the Kulakofsky family, who operate Central Market in downtown Omaha. Mr. Koos has sold three generations of this grocer family.

Having worked 25 years beyond the age when most persons retire, Mr. Koos might be expected by those who don't know him too well to be ready to call it a career. After all, he's been a salesman for 68 years.

But after the luncheon Mr. Koos had hardly wiped the frosting from his chin before he was in his car and on his way

to call on a customer. Retirement? It's a word Albert Koos has not paid much attention to.

He came to Omaha in 1896 and got a job selling woodenware at a store which passed out of existence a generation or two ago. A long-time tobacco salesman, he once sold cigars to former Kansas City political boss Thomas J. Pendergast. And he served in Kansas City's National Guard Battery B with "quiet, bashful" Harry S. Truman.

A friend of Mr. Truman in 1905, Mr. Koos recalls him as a shy soldier "who blushed every time you talked to him."

While he spent part of his selling career in Missouri and Ohio, the bulk of the veteran salesman's business life has been in Omaha. He has worked for Skinner Macaroni Co. since 1941. Now he's selling to grocers who are two generations removed from the men he used to call on in the late 1890's.

He remembers that back around 1890 he trained to run a four-minute mile.

"I could have done it, too," he said, recalling how he walked Iowa farm fields with two-pound weights attached to his ankles, how he jogged the seven miles into Council Bluffs, Iowa, and back each summer night, how on hilly, dusty roads with a pony to pace him he clocked himself in four minutes, 30 seconds for a mile.

Today he still enjoys sports, goes fishing often.

As for the future, Albert Koos will continue to sell, using the same sales formula that has stood the test of time so well: "Personality, perseverance, product and push."

"There's a lot of enjoyment in selling," he said. "I have a lot of friends and the good Lord has been very kind to me." Mr. Koos smiled when he was asked about reaching one hundred. "I just live day to day. I'm perfectly happy."



Canepa's Top Men. Congratulations were in order recently at the awards presentation of the John B. Canepa Company of Chicago. Left to right are Albert Bono, president; George Ogle, sales representative; E. Ray Davis, district sales manager; and F. Denby Allen, vice president of the company, which manufactures Red Cross brand macaroni products. Mr. Davis and Mr. Ogle were the top award winners in a recent sales contest. Mr. Ogle's award was a complete home set stereo; Mr. Davis received a crisp \$100 bill.

New Product

The C. F. Mueller Company of Jersey City, New Jersey is marketing a new one-pound package of Italian style enriched lasagne. Recipes on the package give instructions for preparing baked lasagne and baked manicotti made with lasagne.

Freeze-dried Tetrizzini

The Colgate-Palmolive Company is busy broadening its product base by adding two lines of food products from the newly established Colgate Kitchens. Five freeze-dried main dishes are being test-marketed in Madison, Wisconsin. They are Chicken Tetrizzini mix, Shrimp Creole, Crabmeat Newburg, Chicken ala King mix, and Shrimp and Crabmeat Cutlet. Being freeze-dried, they require no refrigeration. The other line is a snack food, dried apple slices dusted with sugar and cinnamon.

The products are packed in aluminum foil pouches and the pouches enclosed in paperboard boxes. Television ads and color pages in regional editions of national magazines are being used to promote the products.

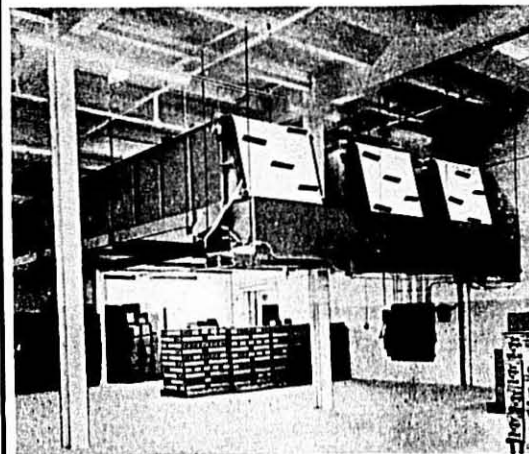
Awards Advertised

Roma Macaroni Company of San Francisco is advertising to the trade the winning of four awards in the XII Fair of Rome 1964. Three of these coveted awards covered 29 Roma products. The other award was granted to Roma for hygiene and industrial achievement.

Roma is now introducing three new products—Rice a la Roma—Beef Flavor; Rice a la Roma—Chicken Flavor; and Roma Spaghetti Sauce Mix.

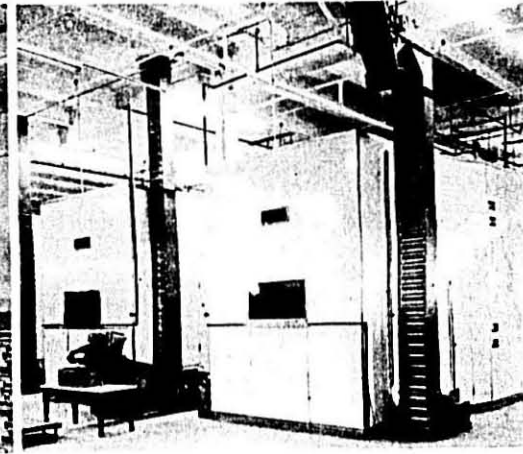
STOR-A-VEYOR FOR NOODLES AND FRAGILE SPECIALTY ITEMS

such as: Mostaccioli
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Spirals

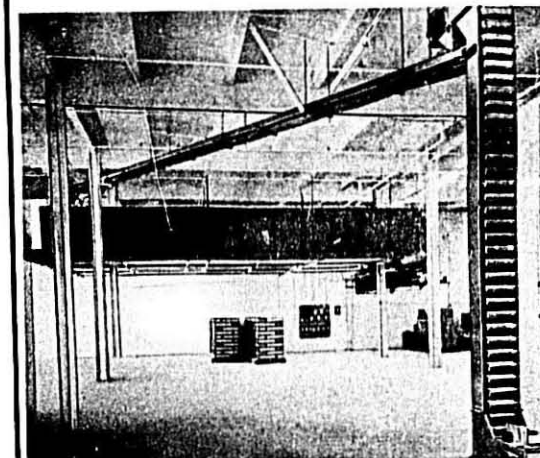


Battery of 3 Stor-A-Veyors with 24 Hr. dryer capacity — 3 Control Conveyors with dual discharge feeding 2 Packaging Lines.

Note — Ceiling Mount allows free storage area under the Stor-A-Veyors.



From Dryers to Storage



Verti-Lift Bucket Elevator picks up from the Noodle Dryer and delivers to the pre-selected Stor-A-Veyor.

Of the many macaroni firms that have solved Storage and Handling with Stor-A-Veyor are: American Beauty Macaroni Plants at Dallas, Denver, Kansas City and Los Angeles. Anthony Macaroni, Los Angeles; Majorette, Seattle; Skinner, Omaha; U.S. Macaroni, Spokane; Mueller, Jersey City and San Giorgio Macaroni, Lebanon.

Latest installation: Jenny Lee, St. Paul.

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La Rosa Expands

With an expansion program moving at an accelerated pace and new automatic continuous presses and dryers replacing equipment that is still considered quite modern, V. La Rosa & Sons, Inc. have announced the addition of their new international executive offices in Westbury, New York, located at 111 Cantigue Rock Road.

Within recent years, the family owned firm has expanded to a total of six plants and offices. Commenting on the need for their latest addition, Vincent S. LaRosa, president, stated: "The present La Rosa office building adjacent to our 12-story manufacturing plant has become overcrowded with personnel and equipment. Larger quarters were badly needed to provide ample room for our greatly expanded I.B.M. department. Other departments were created and have grown in keeping with modern business trends within recent years."

An increase in sales divisions automatically called for sales managers and a staff to handle the added activity on the headquarters level. There have been additional men moving into executive posts, thus enlarging the corporate structure of the company. An increase in the La Rosa purchasing operation made placement of people into created jobs necessary. Two new departments — Consumer Relations and Public Relations—have been added in the past several years.

In addition to the many private offices, general office areas and various departments, the new building will contain three fully staffed dining rooms. Included in the overall expansion program will be branch offices, manufacturing buildings and equipment.

Much of the new equipment installation is going on at the present time. The Hatboro, Pennsylvania plant, which is located on an 85 acre site, will eventually have new building space. Plans for more acreage and building in the Midwest area are now in the final stages.

Producing a line of approximately 170 items covering spaghetti, macaroni, egg noodles and Italian style prepared foods distributed in America and for-

oreign countries, it is essential for La Rosa to plan for continued expansion and growth.

Holiday to Rome

A mother of seven, whose husband holds down two jobs to make ends meet, has been named winner of a seven-day, all-expenses-paid holiday for two in Rome.

Mrs. John Rooney, 39, Oxon Hill, Md., was chosen on the basis of her entry in a Greater Washington-Baltimore area contest sponsored by the Prince Famous Foods of New Jersey, Merchantville, New Jersey, a division of the Prince Macaroni Mfg. Co. of Lowell, Massachusetts. Contestants were required to submit a name for a recipe which included Prince's spaghetti, sauce and cheese, plus frankfurters and sausages.

The surprised winner was informed of her good fortune during a personal visit to her home by Sam Roselli, Prince sales manager. Mrs. Rooney then visited the nearby Buckingham Supermarket, where she had picked up her entry blank, to receive congratulations of Bernard (Sonny) Rosenberg and Stanley Greenstein, market officials.

The winner's husband, an employee in the government printing office, drives a taxi during the evening hours. In 1957, he worked as a cashier in the Glassmanor store of the Giant Food chain.

"With a family as large as mine," Mrs. Rooney said, after being told she was the grand prize winner, "Prince spaghetti plays a big part in our menus. It's economical and nourishing. I serve it as the main dish every Wednesday and Saturday. We use two pounds for each meal. The kids love it. They even like it for breakfast!"

Mrs. John Rooney of Oxon Hill, Md., receives congratulations and airline tickets for two from Sam Roselli, sales manager of Prince Famous Foods of N.J., a division of the Prince Macaroni Mfg. Co., and sponsor of a contest in the Greater Washington-Baltimore area to name a spaghetti recipe. Adding their congratulations are, left to right, Bernard (Sonny) Rosenberg of Buckingham Supermarket in Washington, D.C., where Mrs. Rooney shops, and Ed Laird of Good Brothers, Prince's food brokers.

Advertised Brands Help Retail Profits

"Manufacturers' advertised brands make a substantial contribution to our profit picture," states Robert B. Wegman, president of the 18 store chain, Wegman's Food Markets of Rochester, New York.

"Through trial and error," he said, "we have found that our customers do not buy large quantities of a few featured items, but rather they purchase a few of many items."

Accordingly, Mr. Wegman prefers to select a manufacturer's advertised brand which has a large representation in his stores—at least 20 items—and, with an all-out effort, promote that brand for one full week.

"We endeavor," he said, "to sell the manufacturer's brand rather than the individual item. About half of our newspaper advertising space is devoted to a listing of all these brand items on sale. We back this up with large mass displays of these brands in our stores."

"Our success has prompted us to bring in additional items of the manufacturer's brand for these sales that we do not regularly stock. These become in-and-out items for this sale."

"We have discovered that customers are ready for such promotions about every seven weeks. In fact, they wait for us to run another such manufacturer's advertised brand sale," Mr. Wegman said.

Previous to the inauguration of this policy, Mr. Wegman said the same items were merchandised in unit price promotions, many times at below cost. With this new emphasis on the value of the manufacturer's advertised brand the chain now prices the items in the brand in multiple units on a mix-or-match basis "at a point which represents fair value to our customers on all the items listed," he added.

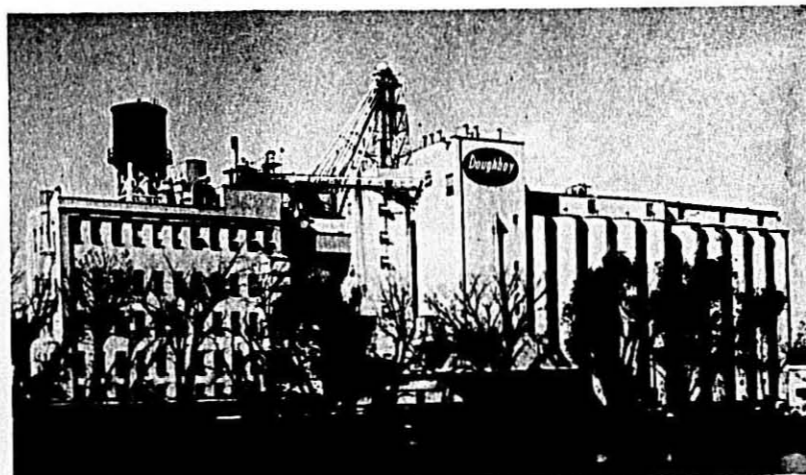


THE MACARONI JOURNAL

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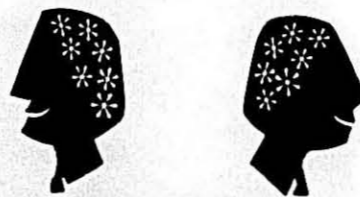
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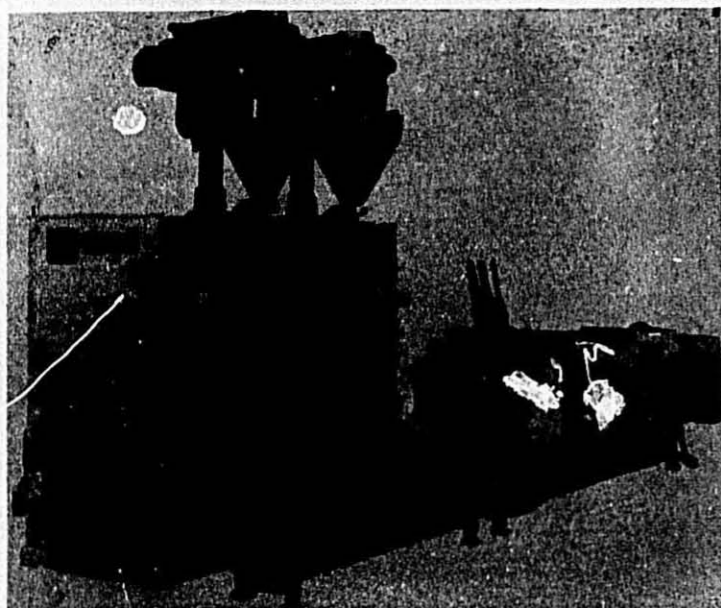
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Bag 'n' Box Machine

A new unit, the Triangle-Clybourn Bag 'n' Box Machine has been announced by Triangle Package Machinery Company of Chicago. This unit, a combination of Triangle's proven bag machine and Clybourn's continuous motion cartoner provides the latest in high speed operations with products now packaged in envelopes, liners or pouches inserted in a carton.

Designed for speeds as high as 300 per minute, the Bag 'n' Box unit requires only nominal floor space. One recent installation is operating at 120 per minute in a floor space of 20' x 7' for the packaging of instant puddings using an auger filling head.

The Bag 'n' Box unit has been designed for utmost simplicity of operation. Changes from size to size are easily accomplished providing the greatest flexibility. In addition, more than one pouch may be cartoned automatically so that a variety of packaging assignments can be fulfilled on one simple unit. All essential controls are included for prevention of any malfunction.

The Bag 'n' Box unit really consists of a family of combinations. Designed essentially for free flowing products, a number of units are available to meet packaging speeds from 50 per minute to 300 per minute. These would use single tube bag machines with a Clybourn intermittent motion cartoner for the slower speeds up to two twin tube bag machines with the high speed Clybourn continuous motion cartoner. Various filling heads including volumetric, auger or scales will, of course, be available.

Smaller Case-Packs

A committee of retailers and wholesalers heard a proposal for smaller size case-packs during a session of Super Market Institute's convention.

Mr. William Applebaum, Harvard University, food consultant and lecturer, reported on the tremendous impact in West Germany of pressure upon the manufacturer to cut case sizes.

Substantial improvements, he said, have occurred there because manufacturers not only have reduced case sizes, but now there are three case sizes in some instances where before there was one.

For slower-moving items, the wholesaler can ship a portion of the case. The case is made to be broken up. Contents are wrapped by the manufacturer in two to three-can lots within the case.

Mr. Applebaum also cited the experience of the Federation of Migros Cooperatives in Switzerland, where the pressure of independents, cooperatives and chains has led to the successful use of small cases.

An investigation in West Germany last summer led Mr. Applebaum to conclude that smaller cases and the smaller packages within cases of slower-moving items have resulted in substantial improvements.

He suggested that "if people could form a committee with manufacturers and wholesalers, to study the problem (of overstocking and slow movement) in a few years much of the problem could be licked."

Mr. Applebaum's proposal came on the heels of the following conclusions:

- It was possible to save \$1,500,000 in inventory for both the Thorofare Markets' stores and warehouses through a careful study of inventory control.

- This had resulted from relating inventory to turnover, computing averages of unit sales every six months, with shelf allotment revised each week for new products, and a complete revision of allocation once a year. A criterion was a three week average inventory on the shelf, allowing a week's lapse of time in delivery and a week's sale time.

- Results of the Thorofare control had "reduced labor time in stacking shelves, allowed more time for customer service, built more merchandise flexibility into shelving and offered a uniform store selling image, enabling customers to find products easily.

- All of the Thorofare stores carried the same facings to establish this image. Major efforts were directed at the below average volume of the two-thirds (55 stores) of these stores, where heavy inventories for slow-moving items generally piled up.

Overstocking Common

Mr. L. B. Smith, Jr., president of the chain, cited several examples where overstocking was common. "All of us," he said, "carry too much candy. All of us spend most of our time selling stale candy." This was due to carrying too many units in a candy carton.

"We sell a lot of baby foods, all brands, which makes for a lot of problems. The fastest moving brand doesn't justify a 24-pack. The problem is with the 24-pack, where we sell only a jar or two a week. The manufacturers shouldn't have to pack everything in 24's.

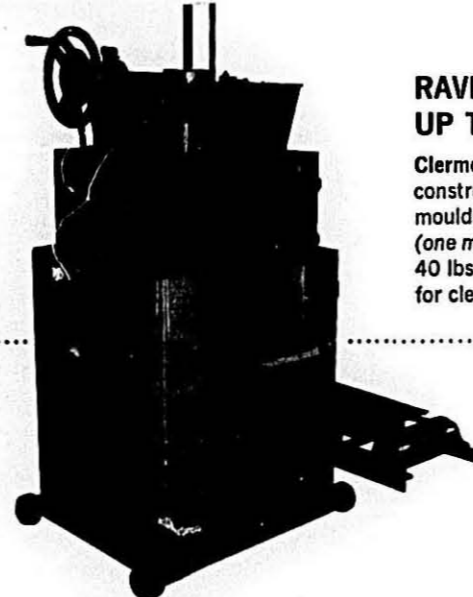
"In our 75 stores," he explained, "a half-case per week movement meant 35 to 40 cases per week. This is above the average of most items in our stores. Some items like Campbell soups, move the average way up."

Buhler Sales

Buhler Brothers of Uzwil, Switzerland have announced the sale of macaroni manufacturing equipment to Lance Hermanos, S. A., Mexico City, Pastas y Galletas de Tijuana, and La Italiana S. A. of Puebla.

Continuous long goods, short cuts, stamped and twisted goods lines have been put into operation for an Argentine manufacturer. Equipment has been installed for Nicolini Hermanos, S.A. of Lima, Peru and Lucchetti S. A., Santiago de Chile.

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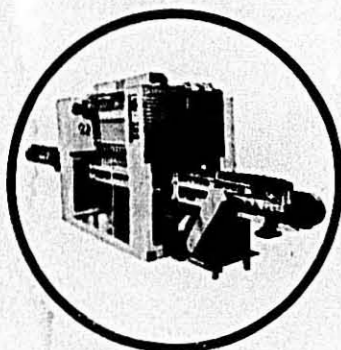
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PROSPECTS



De Maco Canning Device

It is customary from time to time to review the technological advances made in any one industry. In the early 1950's the macaroni industry was accused of lagging behind the great advances made in the other food processing industries, especially cookies, crackers and other bakery products. However, in the past few years there has been a very noticeable improvement in the technical features of the equipment now available to macaroni manufacturers. Automatic dryers for long goods with sophisticated refinements including automatic return of the empty sticks to the press; an accumulator section to contain the production of 16 hours so that all of the 24 hours production can be stripped and cut in the eight hours operation of the packaging department. Automatic conveyors from the stripping device to the automatic weighing and packaging machines have now become accepted features in most modern macaroni plants possessing a sufficient volume of sales to justify a continuous production of long goods for 24 hours per day at least five days per week. We do not feel that this automatic dryer and accumulator for long goods justify the capital investment involved unless they are operated round the clock if possible for six days per week and preferably for what we might call the "bread and butter shapes," (but not excluding the pierced shapes like perciatelli), like spaghetti, spaghettini, linguine, etc., so that there is as little interruption as possible caused by changing dies. In the case of small productions or for special shapes, which are not in great demand, we still believe that the acquisition of static rooms each with a capacity of 12 to 20 trucks and equipped with automatic temperature and humidity controls, is the best solution. Excellent drying conditions are provided by the De Maco room dryers irrespective of the sur-

by C. F. Moulton, Export Manager, De Francisci Machinery Corp.

rounding atmospheric conditions with an average drying time of 20/24 hours which is actually no longer than the time required in the automatic tunnels.

Two of the De Maco automatic drying tunnels for long goods are installed at V. La Rosa & Sons' plant in Hatboro, Pennsylvania, where they are giving excellent results, so much so that a third unit will be in operation shortly. Two have also been sold to an important macaroni manufacturer in New York state and will be installed in their plant next summer.

Simplicity

One of the prime advantages of De Maco drying tunnels for long goods is their simplicity. The product enters a three tiered preliminary section and it is then conveyed straight through four tiers without any transfer of levels. This has the very great advantage of eliminating transfer points which are always a potential source of trouble. The division between the final drying section and the storage silo is effected by a baffle and an air curtain so that any further drying ceases as soon as the loaded sticks enter into the accumulator section. The production of 24 hours operation is stripped and cut to the required length in eight hours to synchronize with the one shift or eight hours work in the packaging department. In the meantime the stripped sticks are returned to the reservoir of the press by means of an ingenious device which is practically fool-proof and on which the sticks exercise no pressure at all. After the sticks are stripped the cut product is conveyed automatically by a bucket conveyor to the automatic weighing and packaging machines. This is all accomplished without any manual labor whatsoever. These drying tunnels, of course, are also equipped with automatic temperature and humidity controls which De Maco first applied to their static dryers in the early 1950's.

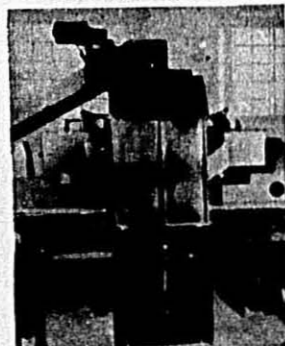
Sanitation

Secondly, this automatic dryer has been designed with the very important factor of sanitation in mind. They are economical to maintain and easy to clean. One operator can give this dryer a general cleaning in two hours time at the maximum. There are no hidden or inaccessible places where insects can proliferate.

We do not expect much change in the construction and technological improvements of the short cuts and noodle dryers. All equipment manufacturers appear to have standardized these dryers except in the varying number of

screen passages and the use of nylon or wire meshing for the screens. Probably the present tendency towards larger hourly capacities will continue and it is very likely that drying units to handle 4,000 pounds per hour will soon be available to the industry.

What about other innovations? There is no doubt that the present trend to the increased consumption of canned macaroni is certain to continue. Every year sees a far greater increase in the use of these so-called convenience foods, stimulated, of course, by a very vigorous advertising campaign only made possible because of the large financial resources of these canning companies. In this field De Maco has recently placed on the market an ingenious device for inserting a specified quantity of spaghetti directly from the extrusion press into cans which are then sealed and undergo the cooking process without any need of blanching. This device is being operated by several of the leading canners in this country with excellent results.



De Maco Weigher

Automatic machines for weighing long goods are now here to stay. Again in this field De Maco pride themselves on being pioneers. They have recently developed a very simple and practical weigher which has met with the approval of several of the leading macaroni manufacturers. Refinements are certainly coming.

De Maco has great confidence in the continued growth of the macaroni industry in the United States and around the world. They have recently established an Export Department to seek sales abroad. Eating habits of the world are changing and more and more emphasis will be placed on cereal products in diet improvement. Processing these products into attractive forms should enlarge the market. American equipment has always been highly regarded abroad. De Maco aims to maintain this tradition.

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SMOOTH SELLING®

By George N. Kahn

YOU'RE ON STAGE

This is No. 4 of 12 sales training articles.

Product Potential

Almost any product or service has the potential for demonstration. Salesmen have jabbed pens into the floor, painted buyers' walls and taken articles apart piece by piece to gain attention.

Sometime, the demonstration is a pure attention getter, having nothing to do with the product's merits. Look at today's television advertising. A car rental agency shows a man dropping out of the sky into the driver's seat of an automobile. An investment firm pictures a lion prowling Manhattan streets. A brawny arm emerges from an automatic washing machine. None of these devices is remotely connected with the product or service's worth, but they surely hold the viewer in his chair. Hundreds of persons have written to the network and the sponsor, asking how these tricks are done. But the point is that these gimmicks commanded attention.

Aids to Selling

You can stage an equally effective performance without resorting to hocus-pocus. Simply use two things: (1) your imagination and (2) the selling aids provided to you.

As I said, virtually every product or service has the possibility of demonstration. Your imagination should tell you that any time you create action your presentation becomes more interesting. The sales aids or tools supply the means for such action. These props include charts, graphs, mock-ups, models and slides. They give life and buoyancy to your presentation.

Think of the movies or plays you have seen. How dull they would be if the characters just sat around talking for the entire performance, with little or no movement. It is the action that makes the drama or comedy interesting and arresting.

If you have selling aids, by all means put them to work for you. But even if you don't, there is no reason why you must let a prospect fall asleep on you.

(Continued on page 46).

If you see him nodding absently at your recital, jar him with a statement designed to electrify him. I knew a plywood salesman, Ray Simmons, who once blew a police whistle in a buyer's office. The man started to throw my friend out, but wound up giving him a big order.

"I admire your guts," he told Ray. "Frankly, I was sort of dozing off during your talk."

Another salesman, Dick Travis, once descended on a tough prospect with do-it-yourself furniture which he had assembled right in front of the man—by Dick's nine-year-old son!

If a door-to-door vacuum cleaner salesman can impress a housewife with a quick demonstration, surely you ought to be able to nail down a prospect with the facilities you have on hand.

Here is what demonstration can do for you:

1. Catch the buyer's interest.
2. Fortify your argument.
3. Help the prospect understand the proposition.
4. Stimulates your own interest in the product.
5. Cuts down objections.
6. Helps close the sale.

The last is especially important. There's something hypnotic about a demonstration. The buyer may not be convinced by your sales talk, but the demonstration often will swing him over.

Tools Need Personal Touch

Dramatic demonstrations are used effectively by some of the most influential corporations in the United States. General Electric, Fridan, Inc., B. F. Goodrich, Equitable Life, IBM, Westinghouse and many others have equipped their salesmen with diverse tools which include kits, graphs, charts, slides, photos, tape recorders, manuals, portfolios and models. No doubt your company has furnished you with similar aids.

THE scene is a murder trial several years ago.

A young defense attorney takes up the alleged murder gun, slips a bullet into the cylinder and places the revolver to his head. Then, as jurors and spectators gasp in horror, he pulls the trigger.

There is only a harmless click. Because of a faulty firing pin, the gun will not discharge. The lawyer knew it would not fire. He had tried it countless times outside the courtroom. The defendant was acquitted.

That lawyer could have dragged all the gunsmiths and weapon experts in the world to the witness stand to affirm the gun would not fire. Their testimony would not have been nearly as effective as that demonstration.

The counsel, incidentally, was Homer Cummings, who later became Attorney General of the United States.

Any salesman who doesn't see the point of this story is in the wrong business. Drama! Showmanship! These are what swung the jury, and they are the same techniques that will make a buyer out of your prospect.

Showmanship Sells

Don't dismiss showmanship as mere carnival hoopla. A well-timed dramatic touch gets the attention of the prospect and holds it.

A buyer can listen to you for an hour and not absorb a third of what you said. His attention span is short. But take out a Yo-Yo and twirl it a few times and he'll take notice in a hurry. If you are not selling Yo-Yo's, he may be a bit bewildered, but by that time you can be closing the sale. This is not as far-fetched as you might think. Anything you can do (short of punching him in the eye) to jar a prospect out of his lethargy will move you closer to the order.



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That's why our standards as a supplier have to be so high; why we maintain the most complete laboratory facilities; why we back up our line with

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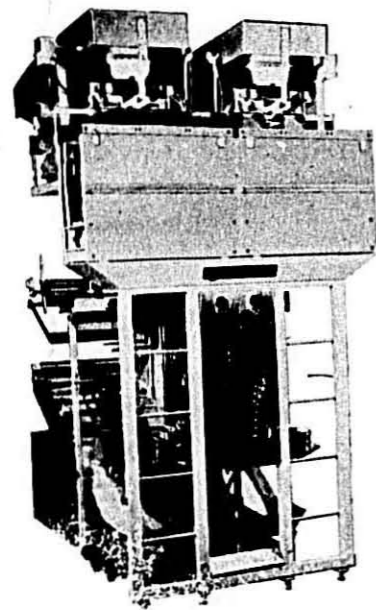
Look to King Midas for the most complete line of uniformly high-quality Durum Products available—anywhere. Peavey Company Flour Mills, Minneapolis, Minnesota 55415.

King Midas DURUM PRODUCTS



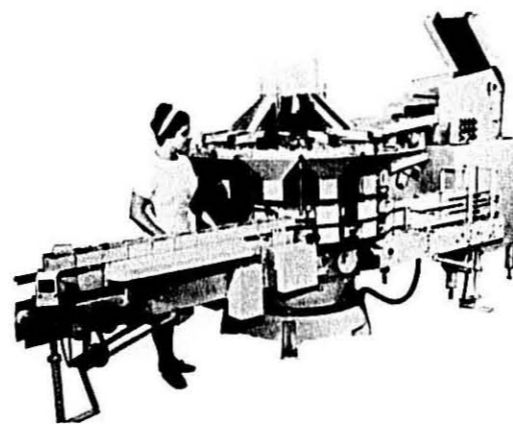
PEAVEY COMPANY
Flour Mills

Weiss Noodle Company Solves Bag Packaging Problems with WrightTwin®

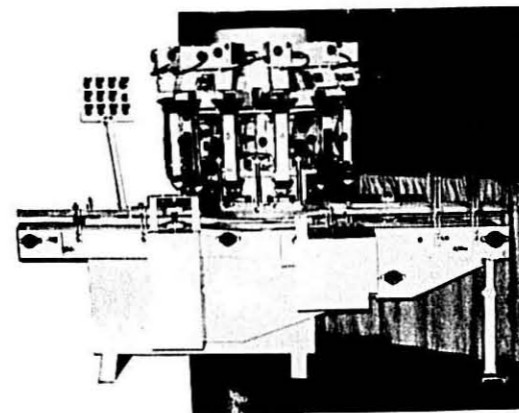


Weiss Noodle Company of Cleveland, progressive pioneer in the noodle industry, sets efficiency records in flexible packaging. Weiss found the answer . . . the WrightTwin weigh/form/fill 170 LV. This completely automatic system produces a tight package. No slack. No excessive air in the bag. Important: the WrightTwin will handle all widths of noodles even extra fine up to six inches long. And the weighing accuracy is precise. Unique feed arrangement minimizes bridging and speeds the noodles in an even flow to four Hy-Tra-Lee® weighers which precision net weigh and fill. Get complete details from WRIGHT MACHINERY COMPANY, DIVISION OF SPERRY RAND CORPORATION, Durham, North Carolina

THE MACARONI JOURNAL



WRIGHT NT. A completely automatic weighing system for packaging macaroni and noodles in cartons. Provides you with precision weighing accuracy at high speeds. A proven, dependable system featuring continuous carton handling and product flow.



WRIGHT NT II. Designed for weighing and packaging macaroni and some types of noodles in smaller sized cartons. Like the Wright NT, this model has 12 electronic weighing heads mounted on a rotating turret. High speed weighing accuracy.

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Bags or cartons. You can weigh and package your products more efficiently with Wright equipment. Long years of experience in the packaging machinery business, plus the latest know-how in handling noodles and macaroni, are at your command. We welcome the opportunity to recommend the machines and layout best suited to your particular requirements.

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JANUARY, 1965

You're on Stage—

(Continued on page 42)

But how are you using these aids? The most elaborate equipment in the world is of no value to the salesman who is unprepared. If you don't know, don't show. The salesman should know his product thoroughly—what it will do and what it won't do. He must also translate this information into terms the buyer will understand. It also helps if he comes armed with knowledge of the prospect.

If props are used, you must be familiar with their operation so the performance will run smoothly. Check out the equipment before using it. An inept demonstration is more likely to kill a sale than win it.

Nothing can chill a prospect's interest more quickly than a screen that doesn't pull down, a set of charts in the wrong order or an assembly model with parts missing. And don't forget that extension cord.

Demonstrations that drone on too long may also be your swan song.

A purchasing agent for an eastern steel fabricating plant told me of a salesman who pushed his luck too far by unrolling a voluminous color chart of office furniture.

"That in itself was all right," the agent said, "but what soured me was the way he handled it. For nearly an hour he poked at that chart with a long stick, mumbling data that was perfectly visible on the chart. I felt like a school-boy and not too bright a one at that. That's the way he made me feel."

Feeling of Confidence

Demonstrations or showmanship give the customer a feeling of confidence in the product. They can do the same for you. The manipulation of charts, graphs, slides, etc., give you something to do with your hands while you are talking. Also, if the demonstration is well organized and prepared, you can see for yourself what the product does and its merit. The demonstration backs up your claim for the product, thereby increasing your faith in it.

A good salesman is enthused about his sales aids. He thinks of them as keys that will unlock the door to higher earnings and good will for him and his company. He knows that his firm gave him these tools to use, not to discard in his basement. Good sense tells him that the aids were successfully tried before he got them.

At a chemical company sales meeting, Jim Ayers, a new man, astounded the old timers with a record crop of orders. After the session, one of the veterans, Hank Simms, took Jim aside and asked him how he did it.

"Well," Jim replied, "when I started out they gave me a kit full of selling aids and told me to study and use them. That's what I did, and I think it paid off. They helped my presentation and made me feel more assured."

Hank admitted ruefully that he had the same kit, but it was stuck away in the trunk of his car.

At the next meeting, the sales manager issued a standing order that the sales materials were to be employed in every selling situation. It worked. Sales shot up 38 per cent within a few months.

Importance of Summary

Remember this: The more complex and elaborate your demonstration, the greater is the need for some kind of a summary. Many salesmen put on a flashing display but forget to wind it up in a manner that will have the greatest impact on the buyer. After you have shown him your slides, graphs and so forth, close the demonstration by carefully going over the high points of the showing and enumerating the benefits to the prospect. If you repeat, so much the better. Repetition never hurt a sale. After a half hour or more of trying to concentrate on the maze of facts and figures contained in your demonstration, the man may be a little confused by it all. That's your cue to wrap it all up for him to make sure he has understood everything.

Personal Showmanship

Showmanship is more than props and gimmicks. They're important, but not as important as you are.

Your voice, personality, manner, dress, tact and sense of timing are as vital to your salesmanship as they are to an actor on stage. The handling of the product, for example, can be turned into a supreme act of showmanship that will melt the hardest buyer. Hold the product as if it were precious and the prospect will think of it that way. Toss it around carelessly and he will take the same attitude toward it. Remove samples from your case as if they were rare jewels or paintings. But later, if you want to show the toughness of your product, fling it against the wall.

A moment ago I mentioned appearance as a facet of showmanship. I did not mean checkered vests and crimson jackets. These will grab the prospect's attention all right, but most likely in the wrong way. What I meant was that the salesman creates a style for himself by the way he dresses and grooms himself. This is doubly important when your product is difficult to demonstrate or you lack props. Then the prospect's entire attention is directed at you. By your manner, clothes and voice you can

radiate confidence and trust or you can plant an impression of falsity and incompetence in the buyer's mind.

A salesman who dresses quietly in good taste and who cultivates a charming voice and smile is a walking example of showmanship. Of course, this is more subtle than flipping over charts or running a slide projector, but it counts just as much—maybe more.

Showmanship also may be in some personal "prop" like a handsome cigarette case or walking cane. I once worked with a man who wore a fresh boutonniere every day. On someone else this may have appeared cheap or showy, but not on Ed. He sported the flower with style, and it soon became a trademark that made customers remember him. That was showmanship.

Whatever you do in the way of showmanship, do it in your own style. Imitate others when it fits your personality, but shun imitation if it doesn't fit. Find your own way in the art of showmanship, and you'll feel more comfortable. But don't be afraid to act if the performance will help you get the order. Drama never hurt a sale and never will.

Here's a little exercise to help you determine whether you are using enough showmanship in your selling. "Yes" answers to at least nine out of 13 questions puts you on the passing side.

Is Your Sale Showing? YES NO

1. Did your last interview include a demonstration? — —
2. Do you know where your sales aids are right now? — —
3. Would you ever think of getting a prospect's attention by asking him if he had ever seen an alligator? — —
4. Do you think of selling as playing a role? — —
5. Have you ever timed your demonstration in practice? — —
6. Have you ever asked other salesmen about their use of tools, aids, etc.? — —
7. Do you remove samples with loving care from your case? — —
8. Do you put them back the same way? — —
9. Are you aware of the impression your appearance makes on a prospect? — —
10. Do you note advertising techniques? — —
11. Do your sales aids work? — —
12. Do you move around much in a prospect's office? — —
13. Do you boldly use drama in your sales talk? — —

(Copyright 1964—George N. Kahn)

NOTE: See reprint offer on opposite page.

REPRINTS FOR YOUR SALESMEN

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

When ordering reprints of the various articles of this series, address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division—Service Department, Empire State Building, New York, N.Y. 10001.

Prices are:
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Can't Compute Merchandising

Many supermarket operators, while acknowledging that the computer is becoming a fact of life in the food business, are vehemently against relying on the electronic gadget to do much more than add and subtract.

When James D. Sweeney, Waples Platter Company, Fort Worth, mentioned, at SMI that he made a couple of accountants merchandisers and, with the aid of an IBM 1440 computer made them successful, a number of store operators couldn't have disagreed more.

Mr. Morris Lewis, Jr., Lewis Grocer Company, Indianapolis, Mississippi declared, "I don't agree that you can substitute accountants for buyers. A ma-

chine can't put imagination into merchandising."

Mr. George Jenkins, Publix Super Markets, Lakeland, Florida, said, "If we get the human touch out of merchandising we have lost much of the excitement and pleasure of doing business. If we can't gamble we become robots and if we do this the food business will surely suffer."

The discussion of creative and imaginative merchandising came as a result of an exploration of ways for stores to get more from their warehouses.

Mr. Richard Harrison, vice-president, Fleming Company, Topeka, Kansas, discussed his firm's Impact (inventory management procedures and control) program. This program is designed to increase efficiency.

"Your job," he said, "is to supply the total merchandise needs of your stores completely and properly."

Getting the most from the warehouse involves many things and consideration should be given to:

1. The constant conflict between your goal of low cost distribution and personal convenience. Operating ease must occasionally give way to economics. For maximum warehouse efficiency there must be maximum cooperation between the warehouse and you and your stores.

2. The tools and abilities provided by the merchandising and warehouse team cannot be used most effectively unless you are supplying your stores' inventory needs to the most complete extent possible.

3. Proper scheduling of both incoming and outgoing orders and store deliveries so that warehouse work loads can be balanced, is a necessity.

4. Full advantage must be taken of the benefits to be derived from sound and accurate advance planning and ordering of sale items, special display items, seasonal items and manufacturers' promotional items to allow for purchasing, receiving and distributing.

5. Take advantage of automatic distribution, which can result in speeding up warehouse turnover and a reduction of handling costs.

6. Develop imaginative, original, aggressive, exciting programs for the merchandising of products at store level.

7. Be actively dissatisfied with your present methods and achievements.

Mr. Harold A. Bogert, general merchandise manager for the New York region of the Grand Union Company, East Paterson, New Jersey, said that getting more out of the warehouse really means improving the level of efficiency and/or lowering the cost of distribution centers.

He cited several ways of increasing

efficiency:

1. Stores can get more service through better in-stock positions—less "cuts" or "no-stock" items.

2. More service can be obtained through better scheduling of deliveries.

3. Reduction of damage to merchandise should result in more efficiency.

4. Better ordering systems would improve operations.

5. Better "broken package room" operations would lead to better service.

6. Advance notice on shipments should be given to stores so that they will know what will be received and why they are getting it.

7. Better handling of one-shot and special buys will produce better service.

8. Promotional goods could be handled better to produce better service.

9. Improved service would result from better handling of new items.

New Product Plan

In a recent address to the California Merchandising Executive Club, M. F. H. Graf, Executive Vice President of A. C. Nielsen Company and Manager of its Retail Index Division, pointed out that the continuing success of food and drug product manufacturers is becoming increasingly dependent on new product introductions. He offered this four point plan for successful new entries.

1. Strive for product originality—particularly products that offer convenience for consumers. Graf pointed out that such products for the past three years show a sales gain nearly four times greater than that recorded for all food and drug products.

2. Evaluate the new product against the background of existing competition and trade conditions. Illustrating this point, Graf said that the average food store handles 6,000, or only 17%, of the total 35,000 non-perishable grocery items currently offered for sale to the public. "Manufacturers must simultaneously evaluate profitability to the retailer, as well as product satisfaction in terms of repeat sales to consumers" he added.

3. Equip salesmen with a total marketing plan. Graf emphasized that when today's retailer is asked to gamble on stocking a new product he fully expects to have that product backed by adequate merchandising and promotion. In a discussion of consumer promotions, Graf pointed out that the success of a deal is frequently in proportion to its originality, and is not necessarily dependent on the duration of

(Continued on page 46)

WAY BACK WHEN

40 Years Ago

• Like a wise physician diagnosing a case, the macaroni manufacturer to be successful in 1925 was expected to prescribe wisely and knowingly for a business that was happily in a stage of convalescence from the usual post-war effects. It was predicted that complete recovery depended on the constructive and wholesome treatment that would cause the industry to avoid the excesses and abuses that brought about the malady from which business was recuperating.

• The Periodical Publishers Association of America reported that an unbiased investigation of a series of cooperative advertising campaigns conducted by 33 associations during the past 10 years promised great returns if properly financed and conducted. The National Macaroni Manufacturers Association was exploring ways of raising such revenue.

• The vote against coloring macaroni ran 9 to 1, as regulation against the practice was discussed.

• The wheat shortage in Italy was causing macaroni manufacturers to use inferior materials and adding more coloring matter.

• Durum millers asserted that their interests were identical with those of macaroni manufacturers. They pointed out that the best macaroni is made from durum wheat, and that every effort would be bent to the gradual increase of "say, at least one pound per capita each year for the next 10 years."

30 Years Ago

• A 1935 resolution appeared on the cover that predicted better and more satisfactory business in the new year. Resolved:

- A plant, spotless, fully equipped and efficiently managed;
- A staff of employees, able and satisfied;
- A product of a quality worthy of your standing;
- A policy that gains and retains trade good will;
- A will to cooperate with fellow manufacturers, support your trade association, and promote the industry's general welfare.

• The cure for price cutting recommended by E. J. Buckley, a Philadelphia lawyer, was simply for manufacturers to refuse to sell cutters as long as they cut. "There has never been any doubt that they could legally do this. Admittedly it would not stop all the price-cutting, but it would stop a lot of it—far more than any other possible plan

20 Years Ago

• The rise of macaroni consumption in 1943-44 was attributed largely to the fact that these foods were not rationed and that the military fed the products to many men in service. Prospects for permanent increased consumption in 1945 were dependent upon education of the American consumer and the betterment of industry relations with the public in its many promising ways.

• On December 23, 1944, the Food and Drug Administration issued an order establishing Definitions and Standards of Identity for macaroni and noodle products. They ruled against enrichment, declaring that macaroni products were not effective vehicles but scheduled hearings for January 29 to consider the matter further.

• T. J. Braida, business analyst, declared: "The business man who looks at his competitor's price as a sole key to his business, and who, not having the courage to strike a path of his own, nor the self-reliance needed to meet ever-changing circumstances, and who believes that he must muzzle his competitor in order to be able to breathe himself, is not living with the times."

10 Years Ago

• 1954 was the poorest year for durum growers, but it turned out to be the best for the Durum Show, reported in the January issue. Rust had all but wiped out the crop, and there was keen interest shown in the discussion of new varieties. A winter crop project in Arizona to produce some 7,000 to 8,000 bushels of four promising new varieties was launched.

• Reserve Champion went to Bonita Dahlgren, of Adams, North Dakota. Her father, Palmer, took first place in the Professional class as he did 10 years later. See story on page 32.

• Gordon Ellis of the Pet Milk Company outlined what his company was going to do in a Lenten promotion with the Can Manufacturers Institute, Tuna Research Foundation, and the National Macaroni Institute, to a group of some 50 macaroni manufacturers and allies meeting at the New York Regional Meeting.

• Jim Winston reported on contacts with the Quartermaster Corps in obtaining specifications for 25-75% blends set for macaroni products purchased in dried form and in canned rations.

• Concern was expressed about Italian imports of 100% durum products selling at prices below those asked for by domestic manufacturers with only 25% durum.

CLASSIFIED

ADVERTISING RATES

Display Advertising ... Rates on Application
Want Ads 75 Cents per line
Minimum \$2.00

INTERESTED in purchasing surplus equipment in macaroni/noodle plants. Box 217, Macaroni Journal, Palatine, Ill.

WANTED—Used egg doser and metal macaroni storage truck bins. Box 218, Macaroni Journal, Palatine, Ill.

FOR SALE—Equipment for complete macaroni plant. Automatic press and coiler. Dies. Six dryers. Flour handling system. Other pieces. Excellent condition. Low price. On West Coast. Box 219, Macaroni Journal, Palatine, Ill.

WANTED—Will buy used kneaders. Box 220, Macaroni Journal, Palatine, Ill.

WANTED—Short cut macaroni trays. Box 221, Macaroni Journal, Palatine, Ill.

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New Product Plan—

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the promotion or the amount of the discount. "In fact," he added "fewer dealed units, representing a larger value, can often develop larger increases in brand share than can many deal units of smaller value which tend simply to take over existing brand share at a discount."

4. Sufficient advertising: Graf drew from a study of successfully launched food brands to show that share of advertising in a given product class should be roughly twice the hoped-for share of that new product's market.

Why Does **PILLSBURY** Ask **USPL** To Help Introduce New Items?



For the same reason so many other top food companies work hand-in-hand with USPL on new packaging. Because experience shows and market tests confirm that modern food packaging demands maximum appetite appeal. Because only the very best in quality printing can deliver the full-color illustrations that excite appetites. Because USPL bows to no one in producing quality packaging. Which is the answer to the question at the top of the page.

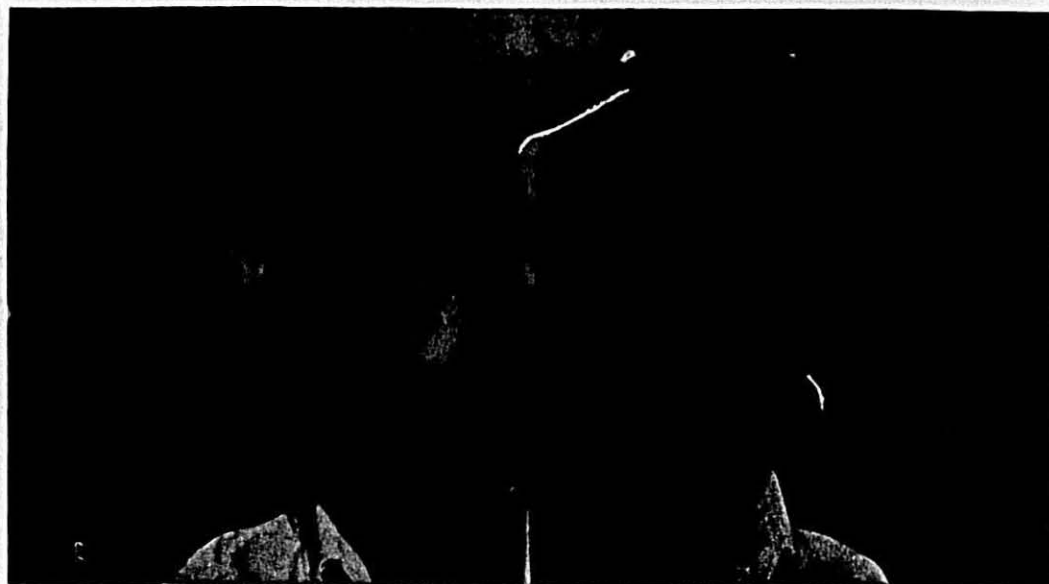
If Pillsbury does, why not you? For help on your next new carton or label, call on USPL. We have offices coast-to-coast and one is near you.



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Yes, this young fellow is a judge all right! He is one of thousands of consumers who rule on the success of your macaroni products at the dinner table. That's why you start with the finest ingredients, and spare no effort to win his approval. And, of course, you exercise the utmost care in manufacturing to insure that the end result will meet his approval.

Likewise, we're proud of the ingredients we supply you and take every

precaution to see that they're the finest milled. Our success, like yours, is measured by the degree of customer satisfaction your macaroni products deliver.

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