

**THE
MACARONI
JOURNAL**

**Volume 46
No. 10**

February, 1965

Macaroni
Journal

FEBRUARY, 1965

A Lift for Lent



A NO-NONSENSE APPROACH TO PACKAGING

A Rossotti-produced macaroni package is a modern marketing tool. It will do these things for you, efficiently, without fuss or fanfare:

It will give you a sensible, hard-selling package not only at the point of purchase but all through the cycle of distribution. It will run trouble-free on your equipment. It will yield cost-cutting economies, without sacrificing quality or service.

How can one sales tool do so much?

Because it utilizes the proper size and construction factors for your market. Because it is convenient to stack and convenient to use.

Because its recipes reflect the geographical taste patterns of your own consumers. Because its design is geared to an increasingly value conscious customer.

Also, because it's been created by people who have seen the inside of a macaroni plant who have worked in it... who know macaroni production. And, because Rossotti is a name your company, and others like it, have trusted for three generations.

No-nonsense speaking, Rossotti gives modern macaroni marketers better merchandising through packaging!

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PACKAGING
PUTS MORE
MACARONI
HERE!**



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The Macaroni Journal

February
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In This Issue:

	Page
The Past is Prologue	4
Flexible Film in the Packaging Market	10
Cellophane Use Grows	14
In the Mill	18
A Gift for Lent	20
Leone's, Famous New York Restaurant	24
What Have Brokers Done for Beatrice Foods Company?	31
Food and Drug Administration Reports	38
You Can't Fire Without Ammunition	44
Way Back When	48
Index to Advertisers	48

Cover Photo

Bob Green and Barbara Cannon review the main item listed in the Macaroni Merchandising Calendar to make related item sales. See story on page 31.

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The Past is Prologue

Nineteen sixty-four was the year of the big wheat deal. After stewing for months, Russia finally bought over a million metric tons of U.S. wheat in early January. Some twenty million bushels of durum triggered the sale with the negotiable subsidy offsetting complaints on high American freight rates. This twenty million was a substantial portion of the 27,900,000 bushels of all durum exported during the year.

Certificate Plan

In January, a wheat subsidy plan that provided for farmers to get a cash certificate besides \$1.25 a bushel price support was proposed by South Dakota Senator McGovern and others. The 70 cents would be collected by the mills as they ground wheat. This was cussed and discussed until power politics pushed the measure through in April.

Secretary of Agriculture Orville Freeman declared that the transfer of supports from the taxpayer to the consumer would involve no increased cost in bread—but it did. At year's end, bakers and millers met with the Secretary to urge more understanding of the economics of the business and assistance in increasing consumption of wheat foods. The millers complained that they had been operating at unsatisfactory margins for several years and the burden of being tax collector as well as taxpayer was a heavy load.

Durum plantings were up. They got a late start but with plenty of moisture which sustained the crop during the

summer drought. Rain at harvest time created sprout damage in about 15 per cent of the 65,718,000 bushels harvested. This was the third successive bumper crop, and boosted carryover to record proportions.

Bumper Crop

The Annual Crop Summary from North Dakota, prime producing state for durum, reported the crop at 30 per cent above the 1963 production; more than double the 1958-62 average and the fifth largest on record. The acreage planted in North Dakota was placed at 1,999,000 acres, up 18 per cent from 1963 and the largest since 1951. The number of acres harvested were estimated at 1,965,000, better even than 1963. Durum yields were lowered somewhat by excessive moisture during harvest in the Northeast, causing some loss of test weight along with some sprouting, but the estimated yield was still 29 bushels per harvested acre compared with 26.5 bushels obtained in 1963.

Millers' Problems

The durum millers after closing their mills at the end of June with the transition from the old support basis to the new certificate plan, watched crop conditions closely, jumped the gun, and loaded up the trade with bookings as long as six months at \$5.75 per cwt. Minneapolis. This was not profitable for the mills, and it forestalled any price advance in macaroni products such as the bakers were taking on bread. Later, however, prices firmed, and replacement costs were 40 cents to 50 cents

per cwt. higher than the blitz, so there were sporadic increases of macaroni prices here and there.

Common Market

An accord on Common Market grain prices was reached just prior to the deadline of December 15 when the French threatened withdrawal from the agreement unless the deadline was met. Prices agreed upon will apply on the 1967-68 crop and are approximately 30 to 50 per cent above world levels now prevailing. The prices per bushel are \$3.95 on durum wheat, \$2.89 on soft, \$2.38 rye, \$2.30 corn, and \$1.99 barley. The cut to Germany is about \$13 a ton on soft wheat, and the adjustment on other grains are about in the same proportion. It is expected that this protection of European grain will cut American exports.

It is reported that French bins bulge with wheat, but quality is poor. If so, the U.S. probably will continue selling France high grade, soft red wheat, the type used to make cake and cracker flour. The 1964 French crop was a bumper 509,000,000 bushels, more than double the needs of France. Much of the crop will be used for livestock feed or exported to nations not requiring top quality milling wheat.

A sale of 1,680,000 bushels of durum to France was reported in November. This brought charges in the Canadian press that the U.S. had broken its "solemn international obligations" by dumping durum into Europe. The charge was that the U.S. sale was made at a lower than usual price, made possible by an increased government subsidy.

Canadian Carryover

Earlier, Dr. R. L. Kristjanson, executive assistant to the Canadian Wheat Board, told the Annual Meeting in Winnipeg of the United Grain Growers that there are now 100,000,000 bushels of durum on hand in Canada. Normal yearly sales are around 26,000,000 bushels. Asked if the Wheat Board would urge farmers to grow less durum, he said that this was not the Board's function; "eventually we'll come to a point where we will no longer allow them to deliver durum, but there are no plans to make such a move immediately," he said. Nineteen sixty-four's harvest was 33,700,700 bushels.

Egg Market

The egg market was dominated by the government purchase program which ended immediately after the national elections with the final purchase on November 5. Under the program, the government bought a total

(Continued on page 6)



MYVAPLEX Concentrated Glyceryl Monostearate expands your market

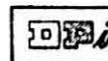
This is the year of the big change in macaroni products for large-scale cooking. The best-selling brands of canned spaghetti for the home will sell much better than ever before. More classes of restaurants will serve spaghetti and macaroni dishes. Consumption of your products can start climbing steeply 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.

The old problems of stickiness and mushiness can disappear forever this year. You merely add around 1.5% of MYVAPLEX Type 600 Concentrated Glyceryl Mono-

stearate. That does it. That's how the new magic gets into your product.

Taste is not affected. MYVAPLEX Concentrate meets requirements of U.S. Food and Drug Definitions and Standards of Identity for Macaroni and Noodle Products, as amended.

To find out how sensible it all is, get in touch with Distillation Products Industries, Rochester, N. Y. 14603. Sales offices: New York and Chicago • Distributors: West Coast—W. M. Gillies, Inc.; in Canada—Distillation Products Industries Division of Canadian Kodak Sales Limited, Toronto.



The Post Is Prologue—

(Continued from page 4)

of 15,767,000 pounds of egg solids mostly around a price of \$1.05 a pound.

Prices in the Chicago market, reported by the Wall Street Journal and the U.S.D.A. Agricultural Marketing Service, showed current receipts of shell eggs at a high in January of 37 to 38.5 cents a dozen. This had slipped to 23.75 to 27.25 by mid-May. Almost the identical prices were quoted at the end of December.

Frozen egg whites, which were selling as high as 16.5 to 17 cents a pound in January, dropped to 11.75 to 12 cents a pound by the end of the year. Frozen egg yolks of 45% solids and No. 3 color were at a low point during the spring breaking season in May at 44 to 45 cents per pound. The high point for No. 5 color was at the end of the breaking season in August, when they reached 57 cents.

Frozen whole eggs started out the year at 28.5 to 29.5 cents a pound and were at their low during the spring breaking season in May at 23 to 24 cents. By the end of December, they had returned to that low point.

Dried whole eggs dropped from a range of \$1.12 to \$1.19 in January, to an even \$1.00 to \$1.05 in December. Dried yolk solids were underselling whole eggs slightly, in a range of \$1.12 to \$1.18 in January, but were \$1.00 to \$1.06 in December. More noodle manufacturers are using dried egg solids as technological improvement enhances color.

The egg industry has been changing rapidly with the farm flocks replaced by giant egg factories in the South and along the coastal periphery of the United States. The heavy production of the Midwest has now become the surplus area.

Complex Packaging

Packaging has become more complex and sophisticated. See the comments of Robert C. Myers on page 10.

Boxboard, generally regarded as an economic barometer, has been riding high for the past four years of general economic prosperity, and though predictions point to a dip in the second half of 1965, the first half looks good.

An ad hoc committee on quantity declarations was formed to meet the development of actions in several states and requests by the legislative committee of the National Conference on Weights and Measures. Frank Dierson, general counsel of the Grocery Manufacturers of America, expressed industry's concern for the lack of uniformity in those states which have already proposed or recommended minimum type

sizes for declaring quantity of contents. The work of the committee was enthusiastically received by the Conference on Weights and Measures and carried influence in the adoption of the regulations by Pennsylvania and California towards the end of the year.

Consumer Consultant

Mrs. Esther Peterson, President Johnson's special assistant on consumer affairs, addressing the Eastern Conference of the American Association of Advertising Agencies in New York, replying to reports that she desires "something called 'full disclosure' in advertising," declared: "Frankly, I don't know what they are talking about. I have never mentioned the words 'full disclosure' in relation to advertising in general.

"I have stated that there should be full disclosure in relation to finance charges on loans. I have stated that there should be as much information on packages as necessary for the consumer to make a wise decision, and I have supported, in principle, legislation directed toward those problems.

"I have also stated that advertising should avoid the ambiguous, and present its message in an honest, clear and comprehensive manner, and that a delicate balance of information and persuasion should be maintained."

Labor Rates Rise

Labor rates continue to rise. The Grocery Manufacturers of America Barometer indicated food industry production workers were averaging \$2.40 an hour in June, an increase of nine cents over the same period the previous year. According to the Labor Department's Bureau of Labor Statistics, fringe benefits and other non-wage charges for production workers in manufacturing are now costing an average of 53.4 cents an hour.

A month's long strike by the Teamsters tied up Southern California grocery warehouses, was settled with a 40 cents per hour contract package over the next three years. Management claimed victory in thwarting union attempts to take over management prerogatives.

Motor carriers got 2.5 to 5 per cent increases to meet mounting costs, while the rails were eyeing increased rates after four years of cutting freight rates to win new business.

Profit-Squeeze

Nineteen sixty-four was a good year for macaroni—but not spectacular. At this writing, it appears that half of the industry had a better year than a year ago, while the other half couldn't quite reach the record. The correlation with the millgrind was upset by the

race to meet the certificate deadline in June.

The profit squeeze continues and is sharpest on the smaller firms. The persistent problems of cutting costs and expanding volume will be with us in 1965 as always. Profits do not arise out of a single source or a single activity—but a coordination of many activities. This is the measure of profitable management. It takes many extra efforts to achieve that many-splendored thing called profits:

1. Sales increased at lower costs.
2. Exposure to new customers.
3. Keeping present customers sold.
4. Increased selling power of sales staff.
5. Improved distributor-dealer relationships.
6. Promotions made more effective.
7. New uses and applications revealed.
8. New markets opened.
9. Counteract competition.
10. Build greater prestige.

Product Promotion

In 1964, the National Macaroni Institute did many things to enhance the image of macaroni products:

The film, "Durum . . . Standard of Quality," distributed by Sterling Movies U.S.A. primarily to schools and service clubs, was seen by 162,967 persons in the first ten months of 1964. This was more than all of 1963. Telecasts for ten months totaled 133 with approximately 3,797,355 viewers. Cost of distribution is split three ways by the National Macaroni Institute, Durum Wheat Institute, and the North Dakota Wheat Commission.

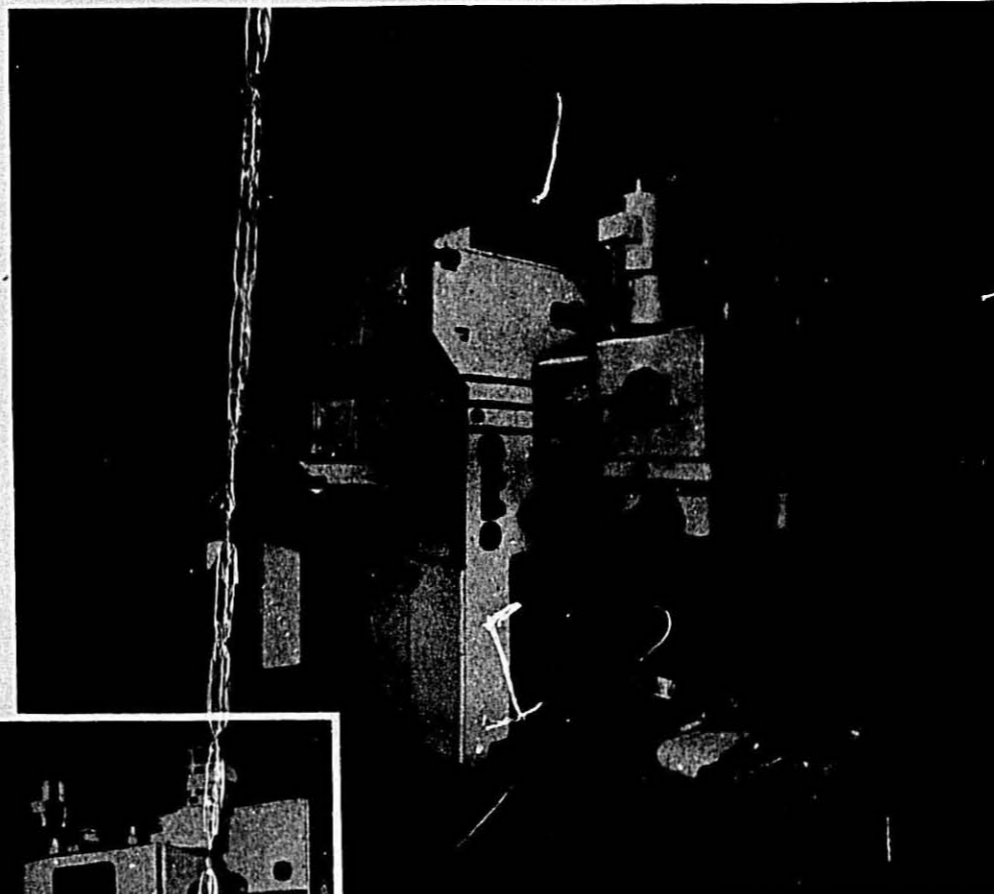
Another 1,040 filmstrips, "Tricks and Treats With Macaroni Foods," were distributed with classroom materials to teachers through Audio Visual Associates. This adds to the 3,750 already out with an expected classroom life of five years each.

Recipe folders, "Spaghetti, Plain and Fancy," are being shipped primarily to home economics teachers responding to October advertising by the NMI in Practical/Forecast. Most of 200,000 copies have been requested, compared to 150,000 "Macaroni Money Savers" distributed in 1963 and 55,000 "Macaroni Makes Your Party Menu" in 1962.

Mention of free materials such as Nutritional Values of Macaroni Products, Who Puts the Hole in Macaroni?, quantity recipes, and wall charts on Enriched Macaroni and Durum Macaroni Foods—From Farm to Table, in Educators' Free Guide and the 4-H Club magazine brought a large response.

(Continued on page 8)

CLERMONT'S TWIN HEAD PRESS PRODUCES 2,400 lbs. of **SHORTCUT** per hr.



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Twin Head for **TOP PRODUCTION**
with slow extrusion for **HIGH QUALITY**
Large mixer and screw for **UNIFORM PRODUCT**

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The Past Is Prologue—

(Continued from page 6)

Sta-Hi Color ads, used for National Macaroni Week in 1963, and made available again in 1964, had limited distribution but were enthusiastically acclaimed where used.

The highly successful Merchandising Calendar of 1964 set forth the publicity themes to be utilized by Theodore R. Sills & Company throughout the year and offered grocers black-and-white photos of macaroni, spaghetti and egg noodles for advertising, handbills, etc. A similar piece emphasizing the volume of related item sales created by the sale of macaroni products has been mailed to chain and voluntary buyers, merchandising heads and presidents.

Consumer Study

The Market Facts study of Consumer Attitudes Toward Macaroni Products drew favorable reaction from advertising and sales managers of macaroni members as well as from the staff of Sills and Company who will use the findings in sharpening the appeals to major markets and special groups.

Our contribution of another noodle press to Monsignor John Romanello, the Hong Kong Noodle priest, aided the work of this fabulous man who has been publicized from the Orient to Rome. His story of feeding hungry people with surplus flour made into noodles has touched the hearts of many.

Theodore R. Sills & Company completes its sixteenth year of service to the National Macaroni Institute in February. Their preparation of recipes, photos and background materials for food editors of newspapers, magazines, syndicated columns and supplements, radio and television, has had an acceptance that has been amazing even to the food editors. Major magazine placements, columns in syndicates and supplements and on the food pages of newspapers all over the country appeared regularly throughout the year.

Potato Shortage

Macaroni and noodle product sales should prosper in the next several months because of the potato shortage. Storage stocks of potatoes held by growers and local dealers in the fall producing areas of the country totaled 12,000,000 cwt. on December 1, 1964. This was 15 per cent less than the previous year and the smallest December 1 stock since 1957.

Stocks in eight eastern states were 12,000,000 cwt. on December 1, compared with 49,700,000 a year earlier. Maine's stocks were three per cent larger, while Long Island and Vermont

also had larger stocks. Holdings in Rhode Island, upstate New York, and Pennsylvania were substantially less than in 1963. Wisconsin stocks were above 1963, but all other central states had less on hand. North Dakota and Minnesota were 29 per cent below a year ago. Stocks in nine western states amounted to 45,700,000 cwt., compared with 58,800,000 a year earlier. All western states had substantially fewer potatoes on hand this year. Idaho stocks were 26 per cent less.

Challenge

But there will be no shortage of problems. To meet the challenge of change and competition in 1965, macaroni and noodle manufacturers are urged to join their Association and participate to take full advantage of membership. Association publications and meeting schedules of national conventions and regional meetings are designed to provide a forum for industry thought and action. You will gain most by participation—in attending meetings, participating on committee assignments, and keeping up with what's going on. You need your industry organizations—your industry organizations need you.

Lipton Acquires Megs

Thomas J. Lipton, Inc., leading producer of a broad line of teas and food products has acquired the Megs Macaroni Company, Inc. of Harrisburg, Pa., it was announced by W. Gardner Barker, Lipton President.

Megs Macaroni Company manufactures quality macaroni, noodle and spaghetti products, including the well-known "Pennsylvania Dutch Brand" of egg noodles. The company markets its products in supermarkets and grocery stores in about one-third of the U.S., largely in the East Coast and mid-western states.

"This acquisition is another important step in Lipton's program for long term growth," Mr. Barker said. "In our diversification activities we seek to acquire companies that will enable Lipton to continue its policy of providing the American homemaker with economical food products that are of the highest quality."

Mr. Barker said that the present management of the Megs company will continue with Lester R. Thurston, Jr. as President. Megs will operate as a wholly-owned subsidiary of Lipton with manufacturing continuing in Harrisburg.

Lipton, long the leading marketer of teas, now produces a full line of popular convenience foods including the well-known Lipton Soup Mixes, Wish Bone Salad Dressings and Good Humor Ice Cream products.

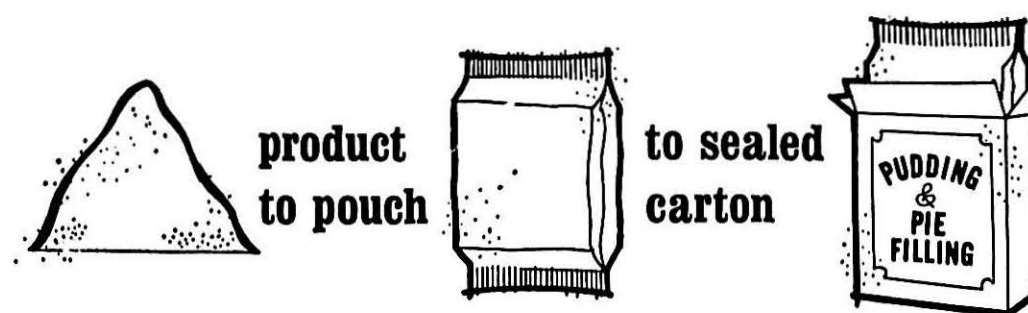
Terms of the acquisition were not announced.

Packaging Director

Arthur W. Harekham has been appointed to the newly-created position of Manager of Corporate Packaging Development of Thomas J. Lipton, Inc.

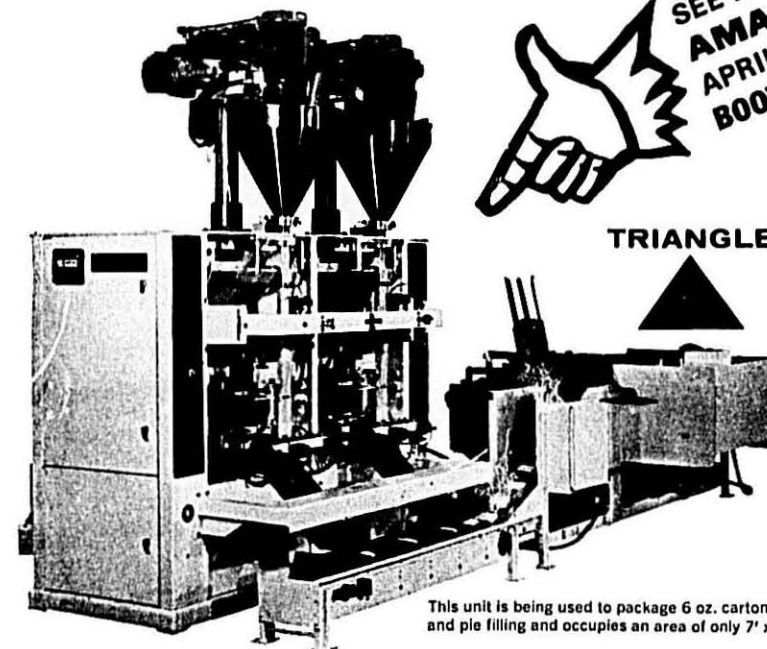


Prince Macaroni of Chicago, Inc., digs in to double the size of its Schiller Park, Ill., pasta plant. The new addition will add upward of 15,000 square feet to its manufacturing facilities besides increasing its warehouse area. Participating in ground-breaking ceremonies are (from left): Al Dubs, Prince sales supervisor; Weston Booth, Chicago manager of the Seavey & Flansheim Food Brokerage Co.; Anthony Costello, general manager of Prince; Frank Motta, Prince plant manager, and Joseph DeBartola of the Pilgrim Construction Co. Prince Macaroni of Chicago is a division of Prince Macaroni Mfg. Co., Lowell, Mass.



at 120 per minute

SEE IT AT THE
AMA SHOW
APRIL 5-8
BOOTH No. 954



TRIANGLE

This unit is being used to package 6 oz. cartons of pudding and pie filling and occupies an area of only 7' x 20'.

■ Here is a new concept in packaging for any product now using a lined carton, pouch, or envelope in a carton. It is a marriage of two highly production proven units—the Triangle Bag Machine and the Clybourn continuous motion cartoner.

This Bag 'n Box unit handles up to king size cartons, inserting one, two, or even more pouches. Yet, the unit is so simple, changeover can be made

in less than 30 minutes. The low cost is equally surprising for any one of the machine combinations available for various products at production rates of 50 to 300 per minute.

The Bag 'n Box packager is an exclusive development of Triangle and Clybourn Machine Corporation. To obtain further information about this spacesaving, moneysaving machine, write to:

TRIANGLE PACKAGE MACHINERY COMPANY

8654 West Diversey Avenue • Chicago, Illinois 60635 • Telephone (312) 889-0200

Flexible Film in the Packaging Market

A digest of comments made by Robert C. Myers, Director of the Packaging Sales Division, Film Department, E. I. du Pont de Nemours & Co., before the Container and Packaging Forum, New York Society of Security Analysts, Inc.

The growth rate in the films business has been and will continue to be phenomenal. Over the past ten years the growth rate, on a tonnage basis, has averaged almost ten per cent per year and it may be even greater in the years ahead.

In 1953 estimated film sales were \$300,000,000 on 475,000,000 pounds. In 1963 estimated film sales were \$700,000,000 on 1,275,000,000 pounds. Another healthy fact has been the growth in the number of films. Ten kinds of films were available in 1953:

Cellophane, Polyethylene, Cellulose acetate, Cellulose acetate butyrate, Rubber hydrochloride, Vinylidene chloride-Vinyl chloride, Polyvinylidene chloride, Polyvinyl chloride, Vinyl rubber, Polyvinyl alcohol.

Today, there are eighteen kinds of film commercially available. The eight new films that have been added to the list include:

Polyester, Polypropylene, Nylon, Polystyrene, Polycarbonate, Polyvinyl fluoride, Fluorocarbon, Fluorohalocarbon.

New Families of Films

Technical developments have created new families of films within each of these eighteen. This has been due to the need to tailor-make or modify basic films to meet the specific and varied requirements of different applications or markets.

So, none of these eighteen kinds are one film but actually many films.

Another very significant trend has been the growth in the number of film producers. Today, there are well over one hundred film manufacturers, probably double the number of ten years ago. Of the top one hundred industrial corporations listed in Fortune's 1963 Review, twenty-nine are flexible film producers. As recently as 1958 only fourteen of these twenty-nine were in the films business.

We estimate that all film producers are currently investing at least \$50 million annually for research—research aimed at improving existing film products as well as seeking out and developing entirely new film formulations.

The Converting Trade

A converter is a company who purchases film for conversion and subse-



Robert C. Myers

quent resale to the packager or end-user. Converting includes printing, bag making, laminating, extrusion coating, etc.

Over the years, converting technology has proceeded hand-in-hand with the rapid development of the films business. Today there are over three hundred converters whose sales of converted film products amount to about \$500,000,000.

Converting enhances the utility value of films from a merchandising as well as functional standpoint. The attractively designed and/or technically engineered products of the converters have contributed substantially to the growth of the films business.

Another helpful and contributing force in the expansion of the films business has been the package machinery industry. This industry which numbers over one hundred companies has kept pace with the needs or demands for faster and more efficient machines for film packaging.

As you can appreciate, production speeds and efficiencies are significant factors in the overall cost of any package. Many good packages or packaging materials have never made the grade for the lack of a low-cost, efficient method of application.

The Packaging Market

The packaging segment or market accounts for about seventy per cent of the total films business. This portion has declined slowly over the years as the relatively new industrial segment has shown more rapid growth. This in no way diminishes the vigor of the packaging segment. Tonnage-wise, the growth rate of packaging films has averaged about eight per cent per year

over the past ten years. Dollar-wise the growth has been about six per cent over the past ten years. The rapid growth of lower-cost polyethylene has caused the dollar growth rate to lag behind the tonnage growth rate.

Another and perhaps even more significant measure of the growth rate of packaging films is coverage. On the basis of coverage sold, the growth rate has increased about ten per cent per year over the past decade marking the trend to higher-yield or thinner gauge films.

The food industry over the years has accounted for about seventy-five per cent of total packaging film sales, with tobacco products, textiles, paper products, and dry cleaning bags pacing the balance. The rather steady three to four per cent increase in retail food store sales annually has provided a firm base for packaging films expansion.

The ability of films to double this food growth rate attests to the success they have had competing against other packaging materials or packages such as waxed paper, glassine, foil, cartons, etc. The historical and anticipated success of films in packaging rests on their ability to meet the widely varied and increasingly sophisticated needs of the packaging market; rests on their ability to keep pace with the changing requirements of new packaging systems or concepts.

The Balance of Properties

The selection of a packaging material or package is made on the basis of the best balance of properties, all factors considered. Major considerations which are of equal importance in selecting a packaging material can be broken down into four categories which essentially reflect the underlying reasons for the success of films: (1) Material Cost; (2) Production Efficiency; (3) Protection Requirements; (4) Sales Considerations.

Regarding this first category, film prices run from "well below" most other packaging materials to the highest on the market—from one cent per thousand square inches for the lowest priced polyethylene to as high as 20 cents per thousand square inches for the more sophisticated film laminates. While material cost obviously is not the overriding factor, the packager has a very broad range to weigh in relation to his other packaging considerations.

As for production efficiency, the packager has another wide choice depending on the requirements of his

(Continued on page 12)



Portrait of an Ultimate Consumer!

Here's a picture of an "expert" about to test a macaroni product. He's the fellow you want to please, for he is typical of the thousands of consumers who are the final judges of your product's appeal and acceptance. To win his approval, you start with the finest ingredients and exercise the utmost care in manufacturing to insure a product of which you can be proud.

Likewise, we're proud of the ingredients we supply you and take every care to see that they're the finest milled. Our success, like yours, is meas-

ured by the degree of customer satisfaction your macaroni products deliver.

Let International Quality Durum Products help you please your customers.



International
MILLING COMPANY INC.

DURUM DIVISION

General Offices: Minneapolis, Minnesota 55402

Flexible Film—

(Continued from page 10)

production line. From semi-automatic packaging operations to fully-automatic, high-speed, packaging systems, films will perform at least as efficiently as any other flexible material on the market. In fact, superior machineability has opened the door for films in some very sizeable markets.

Regarding protection, here again the packager can run the gamut—from no moisture protection to almost an essentially impermeable film—from a so-called breathing film to almost zero oxygen permeability—from a film that readily transmits odors and flavors to films that lock in odors and flavors. Whatever the packager needs to protect his product through the channels of distribution and while on display in the retail store he can get from one film or another or from a combination of films.

Protection from the standpoint of package durability is another area where films provide a wide choice. Not too many years ago, a film that would withstand temperatures as low as minus 80 degrees Fahrenheit and as high as 300 degrees Fahrenheit was beyond comprehension. Today, such a film is in volume production and, incidentally, it is one-third as strong as steel.

Then, sales requirements of the finished package at the point of sale—From your visits to supermarkets, I think you will agree that the converting industry does an outstanding job through Flexo or Gravure printing in dressing up film packages for appealing display. And, of course, one major advantage for films is visibility. Over the years, visibility has become a very powerful sales aid in self-service merchandising simply because people like to see what they buy.

The point to be emphasized again is that most packaging decisions are based on the best balance of properties for any given application, all factors considered. In a nutshell, the success of films in packaging is that after these factors are carefully weighed more often than not there is a film that fills the bill more adequately than other materials.

The Expanding Markets

In 1953, 30 per cent of all bread was wrapped in film. Today over 80 per cent of all bread is in film.

Film penetration grew from 50 per cent in 1953 to over 90 per cent today for wrapping fresh meat. From 30 per cent to over 60 per cent in produce and from 35 per cent to over 65 per cent in the snack market.

In addition to steady penetration in established packaging markets, new

packaging concepts, which have attained substantial volume in recent years, have accelerated the growth of the films business. Some of these relatively new packaging concepts:

1. Vacuum and gas flush packaging of processed meats and cheese in a flexible film composite of polyester combined with polyethylene.
2. IQF—Individual quick-frozen vegetables—in polyethylene bags.
3. "Heat-in-the-pouch" packaging of frozen products.
4. Shrink film packaging of many food and non-food items.
5. Blister and skin packaging for non-food products.
6. Portion packaging of foods such as bread for the mass feeding market.
7. Fractional packaging of cookies.
8. Film multi-packing of beer, soft drinks and other canned items.
9. Carton replacement — another brand new concept which is just starting but which offers substantial potential.

The outlook is most encouraging. Film packaging volume should advance on all fronts—in the long established markets, in the relatively new markets and in markets now under development.

Research and Development

Due to extensive research and development activities, more new kinds of film and new varieties of existing films are certain to play a key role in the future.

Polypropylene heads the list as an exciting new comer. To date this film has had rather limited utility. However, many producers are mounting major efforts toward developing oriented varieties, both coated and uncoated, assuring wider application.

There is increasing activity on shrinkable films in all of the plastic types which show much promise for the future.

Even cellophane, the "grand-daddy" of this film business, is acquiring new dimensions such as improved durability and new coatings to extend its versatility.

The varieties of film combinations achieved by laminating and extrusion coating are multiplying rapidly.

All this activity on new products is bound to broaden the horizons for packaging films.

As for film prices, we expect that the average will continue to drift gradually lower and give further impetus to the penetration of films into non-film packaging markets. This, obviously, assumes that the price of the newer films will decline over the years as volume increases.

A disturbing note in the price picture is polyethylene. Under the pressure

of excess resin and film capacity the price of polyethylene has dropped to an unrealistically low level, particularly considering its functionality. As demand and capacity come more into balance, more orderly and more profitable pricing may appear.

While these comments have been confined essentially to the domestic market, film manufacturers are not overlooking the possibilities abroad. Generally speaking, the development of film markets abroad, packaging as well as industrial, lags far behind the U.S. Per capita film consumption is only a fraction of the U.S. figure but the foreign film markets are developing at a more rapid rate.

Obviously, a variety of barriers exist against the sale of U.S. films—tariffs, government protection of local producers, unattractive prices—but U.S. film technology generally exceeds our foreign competitors and, therefore, we believe there will be growing demands for sophisticated films that only U.S. producers can supply.

The Upward Trend

In summary, we expect that packaging film sales by U.S. producers will continue the present upward trend—will at least double over the next ten years. The climate for this expectation is most favorable and considers the following significant factors:

1. The film manufacturers' substantial resources and desires to research and produce new and better films.
2. The film manufacturers' substantial resources and efforts to exploit old packaging markets as well as to seek out and develop new packaging markets or concepts.
3. An obvious one — the growth in population.
4. The continuing rise in our standard of living.
5. The continued growth in self-service merchandising which has always favored transparent packaging.
6. The aggressive efforts of the converting industry to further extend the utility value of films through new and improved converting techniques.
7. The further improvement of existing wrapping techniques and the development of new packaging systems that will continue to reduce the cost of packaging with flexible films.

In short, the outlook in the films business is good.

Introduced forty years ago, cellophane manufacturers have produced and sold more than 6.3 billion pounds.

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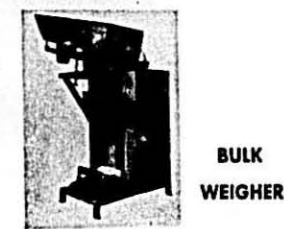
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Weight units up to 150 lbs.



AUTOMATIC NET WEIGHERS

Volumetric Quick Fill with Electronic Scale "Finish" Speed from 15 to 360 per minute Extremely accurate weights



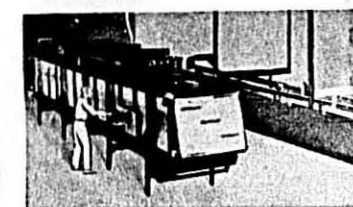
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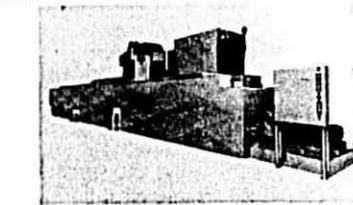


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CELLOPHANE USE GROWS

By George J. Alles, Vice President, American Viscose Division, FMC Corp.

Increased use of cellophane during 1964 confirms the optimistic forecasts made in 1963. Further gains are seen for 1965.

Saran-coated types showed significant increases following major gains in 1963. Polyethylene-coated cellophane, pioneered by American Viscose and now the standard for fresh meat wrapping films, has climbed to an all-time high. Applications for vinyl copolymer-coated cellophane grew substantially during the past year. American Viscose is the only manufacturer in the U.S. producing vinyl-coated cellophane (called R-18) commercially. The acceptance given R-18 in 1964 has more than justified the effort spent in developing this unique kind of cellophane.

The increasing use of cellophane by converters reflects packagers' realization that original price advantages of some plastic films are swiftly overcome by cellophane's quality standards and superior performance in every phase of the converter's production operations. The past year saw a growing demand for high yield saran-coated types for cellophane-to-cellophane lamination, a new development to which we made significant contributions. The cellophane industry expects the inherent advantages of cellulose films to become more important as packaging moves steadily upward in quality and complexity.

New Types

Three new cellophane types were introduced by American Viscose in 1964: RS-7, designed to provide high-speed form and fill performance in a film with exceptional cold weather durability; M-1, a cellophane with superior dead-fold characteristics for improved twist wrapping; and CR-18, a vinyl-coated cellophane making available the benefits of a tango-colored film to packagers, particularly bakers of specialty breads. The cold weather durability of RS-7 will be demonstrated in the coming winter months.

A. V. Approach

At American Viscose we feel our contribution to cellophane's progress has been made in three important areas — marketing, manufacturing, and in research and development.

Our marketing efforts have been directed more than ever before to specific customer needs. Tuning up for this approach has meant a larger and better trained sales force which is kept abreast of developments through a steady flow of information and aids with which to

assist packagers. The sales force itself is specialized, with men trained for either direct sales to users or sales to converters. They are further supported by technical sales and supermarket sales groups.

Emphasizing our marketing services has also meant a larger and more mobile Technical Service Department with new testing facilities at its disposal. A recent significant improvement, typical of the service given to packagers by our Technical Service group, is an improved thermal laminator. The laminator, a result of Technical Service Department and FMC Packaging Machinery Division cooperation, provides a method of laminating two cellophane webs by activating the film's coatings. A number of major converters have already incorporated the improvements into their operations and as a result have opened up potentially large markets for the cellophane-to-cellophane laminations.

Market Development

The Market Development Department, a third arm of our marketing effort, has aided in the extension of cellophane's now admitted advantages for the booming semi-moist pet food market and the institutional coffee field. The Avisco Candy Study carried out by the Market Development unit typifies the direction of this group. Helping customers to better understand market needs will also help us to understand the packaging requirements which will always be part of those needs.

Service to our customers is further aided by the six distribution centers, which provide speed and flexibility in deliveries unmatched in the cellophane industry. Fully equipped with slitting and sheeting facilities, the centers can furnish custom-sized film in the shortest possible time.

Quality Control

American Viscose has a 35-year history of cellophane manufacture. Each year since 1929, refinements in the process and new ways of controlling quality have been found. The very recent years have seen the refinements speeded up and quality control extended. Perhaps more importantly we found a system for extending quality control techniques and incentives to virtually every production worker. In our continuous, high-speed manufacturing process this system has proven invaluable. Its benefits have been felt directly by our customers.

Research and Development

Research and Development not only shares credit for the increases of the past year but is the base upon which our confident projections for the future are built. Saran-coated and vinyl-coated film, both major factors in the future of cellophane, are the result of postwar work done by cellophane researchers. To date most of the development work has been in the area of coatings applied to the base cellophane sheet. Further work in the area of improving dimensional stability and durability is already well underway. American Viscose is in a particularly advantageous position to pursue this new work for cellophane because no organization has broader experience in and knowledge of cellulose.

We foresee this effort coming to fruition in the near future. These new film types, added to our aggressive pursuit of our customers' point of view, are the basis for our certainty that the future for cellophane is bright. While considerable research activity is being devoted to noncellulosic film types—including many different plastic materials — no effort is being spared in regard to the further advances known to be possible among the cellulose.

Packaging Shows

The latest U. S. packaging machinery will be demonstrated for Scandinavian and North European businessmen as the inaugural exhibition of the new U. S. trade center in Stockholm, Sweden, March 16-26, under the combined auspices of the Packaging Machinery Manufacturers Institute (PMMI) and the Bureau of International Commerce of the U. S. Department of Commerce. Thousands of visitors from Scandinavia are expected to attend the 10 day show and inspect the equipment shown by 20 PMMI members.

PMMI, which comprises one hundred leading U. S. manufacturers of packaging machinery, recently took part in a similar exhibition at the U. S. trade center in Tokyo. Some 5,000 industry executives attended the show, a record for the center.

Chicago in November

The Packaging Machinery Manufacturers Institute is devoted to improving manufacturing methods and designs and fostering closer cooperation between makers and users of packaging machinery. In addition to acting as a

(Continued on page 16)

THE STORY OF MACARONI



Who Really Invented Macaroni?

Accounts vary. According to Greek legend there was a deafening crash of thunder and lightning one day, the heavens opened up, and the gods of Olympus gave man macaroni, which in their language meant "The Divine Food."

And according to Chinese legend a young Chinese maiden, enraptured by a handsome Italian sailor,

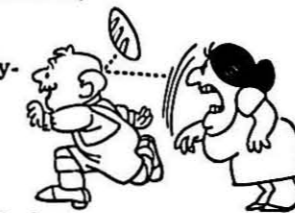
happened to let her batch of bread dough overflow. The dough dripped from her pan in strings and dried in the sun, and these the sailor took back to his ship. When the ship's cook boiled these strings and covered them with broth,



the result was an appetizing success—word of which quickly spread throughout Italy on the ship's return.

But according to German legend, the food and the name were both inspired by German merchants,

who once sold large, symbolically-shaped breads to the people of Genoa, Italy. The Italians balked at their large form and high price. "Ma Caroni", they protested—"But it is very dear." And when the merchants reduced the size of their dough forms and their prices, the phrase "Macaroni" persisted for their new products.



While macaroni legends often conflict, manufacturers agree on the consistent high quality of King Midas Durum Products



PEAVEY COMPANY
Flour Mills

Packaging Shows—

(Continued from page 14)

collection and dissemination agency for technical information and inquiries on a world-wide basis, the PMMI also sponsors a packaging machinery show every two years. The Packaging Machinery Show 1965 will be held November 1-4, 1965, in Chicago. The massive show, with 250 exhibitions occupying 120,000 net square feet of exhibit space, is expected to attract 15,000 key executives in packaging and related fields from all over the world.

A.M.A. in April

The 34th American Management Association's National Packaging Exposition will set a new record for size when it is held at McCormick Place, Chicago, April 5 through 8. It will occupy 200,000 square feet of exhibit space, exclusive of aisles and other non-exhibit areas, the maximum capacity of the hall. Concurrently with the show, a three-day conference on packaging will be conducted.

Grand Union Packages

Rossotti Lithograph Corporation of North Bergen, N.J., has produced newly-designed spaghetti and macaroni cartons for The Grand Union Company's private label line.

The cartons stress continuity of brand identity through repeated use of the food chain's new "Big G" trademark, a red and white logotype now being employed on more than 400 Grand Union Brand items of food and general merchandise distributed in the company's outlets in 11 eastern states, Washington, D.C., and Puerto Rico.

Wraparound Illustrations

Full color, wraparound illustrations and a see-through window are features of the cartons. Red, white and green striping, dramatizing the Italian motif, is also printed on the white carton stock as further identity of the pasta product.

General cooking directions are printed on a side panel, with the rear of the carton showing a special serving suggestion.

The cartons are part of the Grand Union redesign program for private label merchandise. Formerly packaged as Freshpak Brand, macaroni, spaghetti and egg noodle products will now carry the Grand Union Brand label. This emphasis on a single brand name permits more detailed integration of the advertising, marketing and merchandising functions of the food chain.

The cartons were lithographed in four colors by Rossotti.



"Big G" is predominant in newly designed line of Grand Union pasta packages.

Instant Sauce for Institutions

A new instant Italian tomato sauce in a one-pound package has been added to Continental Coffee Company's line of foods for restaurant, hotel and institutional use. It is a complete, flavorful sauce with all ingredients, including tomatoes, dehydrated and capable of storage for an indefinite period. For a delicious spiced sauce, water is added and brought to a boil.

February Drive

Campbell Soup Company will launch a promotion of spaghetti and macaroni products with meat during February, when sales volume of these products is at a peak. Television spots and in-store displays will stress main dish uses of Franco-American spaghetti with ground beef, spaghetti with meat balls, and macaroni with ground beef.

Lent Begins March 3

"LOGAN LADY" at FINGER LAKES, Canandaigua, New York
 Owned by Wm Teske. First race Sept 23, 1964
 Trained by Wm Teske, ridden by George Kellhammer
 6 furlongs in 1-17-0 \$10.90 \$6.40 \$5.30
 THE EPICUREAN..Presentation by Mr Jack Procino...



Macaroni sportsman Jack Procino, of Procino-Rossi Corporation, Auburn, New York, is pictured on the far right presenting a blanket to the owner of "Logan Lady" who won the Epicurean race on her first start. Jack and his firm also sponsor a company bowling team for employees who are also Epicureans.

FRESNO MACARONI PACKAGES 50 DIFFERENT PRODUCTS AND BAG SIZES WITH 1 HAYSSEN EXPAND-O-MATIC®

HERE'S WHAT VP BOB BORRELLI SAYS ABOUT THE EXPAND-O-MATIC®

ECONOMY

We save money by using the Expand-O-Matic® because it produces a package that is 50% smaller than the standard size. This means we can store more packages in the same space.

DEPENDABILITY

We depend on the Expand-O-Matic® because it produces a package that is 50% smaller than the standard size. This means we can store more packages in the same space.

SPEED

The Expand-O-Matic® produces a package that is 50% smaller than the standard size. This means we can store more packages in the same space.

PACKAGE QUALITY

We have had no complaints about the quality of our packages. The Expand-O-Matic® produces a package that is 50% smaller than the standard size. This means we can store more packages in the same space.

OPERATION

We set up the Expand-O-Matic® in a few minutes. It is easy to operate and produces a package that is 50% smaller than the standard size. This means we can store more packages in the same space.

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The Expand-O-Matic® produces a package that is 50% smaller than the standard size. This means we can store more packages in the same space.



LAST BUT FAR FROM LEAST

We are considering the purchase of another EXPAND-O-MATIC® machine. It is a great investment for any business that produces packages.

SEE IT IN OPERATION

Visit our plant in Fresno, California, to see the Expand-O-Matic® in operation. It is a great investment for any business that produces packages.

HAYSSEN MANUFACTURING COMPANY
 P.O. BOX 571P, SHEBOYGAN, WIS.

Bob Borrelli, VP of Fresno, with the EXPAND-O-MATIC® installed in his Fresno, California plant.

HAYSSEN MANUFACTURING COMPANY
 SHEBOYGAN, WISCONSIN



AUTOMATIC PACKAGING EQUIPMENT

About Amber Mill

(From Farmers Union Herald)

A model of modern industrial efficiency, the Amber Mill division of Farmers Union Grain Terminal Association is a sparkling example of what farmers can accomplish when they join together cooperatively to integrate their agricultural operations.

The GTA Amber mill, located just 60 miles north of St. Paul at Rush City, Minnesota, turns durum wheat into semolina, the highly specialized product that is the basic ingredient in the manufacture of noodles, spaghetti and macaroni and other similar table delicacies.

Acquired by GTA in 1942, the Amber mill is one of only 11 such mills in the United States and is the only one owned by farmers. It processes about two million bushels of durum annually. GTA is the world's largest handler of the special wheat which is grown mostly in the famous "Durum Triangle" in the Dakotas and in western Minnesota. Durum's high gluten content is what makes it possible to cook spaghetti and noodles until they are tender and yet retain the firmness that chefs call "al dente"—to the tooth.

Growing Business

Manager of the Amber Mill division is Eugene W. Kuhn, who reported on the year's operation of his facility at the recent annual meeting of Farmers Union Grain Terminal Association in St. Paul. Kuhn said that the semolina industry has been growing every year, with per capita consumption of durum wheat products steadily increasing throughout the United States and in other nations.

During 1964, Kuhn reported, the Amber mill installed an additional number of bulk tanks and now can offer all grades of flour in bulk or sacked shipments, and can create blends that meet a customer's exact specifications. In addition, during this year the mill has completed a bulk millfeed truck-loading system. This makes it possible, Kuhn said, to furnish feed dealers, cattle feeders and farmers in the mill's area with their mill-feed requirements in either bulk trucks or sacks. Millfeed ingredients are a by-product of semolina flour processing.

Full Schedule

The Amber mill, Kuhn reported, now grinds four or five carloads of durum every day, and runs 24 hours a day, usually on a seven-day-a-week schedule.

Last year, Amber installed an elaborate dust collection and filtering system that forces dusty mill air through cloth filters, thus salvaging as a milling by-



Gene Kuhn

product the tiny durum particles and fibers that previously were not cleaned in processing.

In winter, the warm cleaned air from the new dust collection system is fed back into the mill building to form part of the heating system.

Airlide Fleet

To service nationwide customers, Amber leases 20 modern airlide rail cars, and an additional 35 cars are assigned to the mill by various railroads. These big cars are loaded automatically, using air to pump semolina through pipes into the car. The product is unloaded at the customer's plant in the same fashion.

Kuhn told convention delegates and visitors that he hopes in the years ahead to see farmers "own many more cooperative processing plants." "We must continue to build if we are to have a dependable farm prosperity. That's why your GTA, including the Amber mill, exists—to serve farmers on the land and help them move forward into better days," Kuhn said.

Ogilvie Offer

Lake of the Woods Milling Company, a subsidiary of Ogilvie Flour Mills Company, has offered \$40 a share for all of the Class A shares of Catelli Food Products, Ltd., not already held by Lake of the Woods or an affiliate. They currently hold 27.9 per cent of Catelli's 91,204 nonvoting Class A shares outstanding. Ogilvie owns all of the voting B shares.

Under the tender offer, Lake of the Woods would have to pay \$2.6 millions for the shares. The offer will expire April 23.

Catelli is a Montreal based manufacturer of macaroni products, pickle pecker and canner. Ogilvie is a major flour miller.

Unit Train Loads

International Milling Company has announced that it will again use the unit train concept to move grain this winter from its Duluth, Minn., elevator to its mill at Buffalo, N.Y.

This concept of a one-commodity unit train, shuttling back and forth between two locations was first applied to grain marketing a year ago when International began such shipments between Duluth and Buffalo.

The unit trains go directly to Buffalo without intermediate switching, except for the direct transfer between the Soo Line and the Pennsylvania Railroad at Chicago, and without the cars being weighed or opened for inspection until arrival.

The whole trip, including loading at Duluth and unloading at Buffalo will take less than five days. In the past, using the single carload system, similar sized grain movements have taken as long as three weeks.

Last winter International shipped 18 such unit trains from Duluth to Buffalo, moving 3,300,000 bushels of grain.

New Dry Feeder and Meter Construction

All W&T belt-type feeders, both gravimetric and volumetric, and the belt-type meter have been redesigned so that the enclosure is essentially dust-tight. A connection is provided for purging or inert gas blanketing. The scale beam has a separate enclosure to prevent dust fouling.




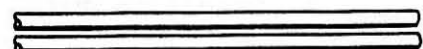


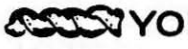



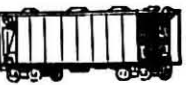




All gravimetric models feature the W&T low inertia, lightweight deck with Ni-Span C flexure mounting which provides long-lasting accuracy. They retain the time-proven weight-section which carries only a short section of the belt and the material on it. Accuracy as high as plus 1% of feeder set rate and plus 1% of meter actual flow are provided. Feed rates from 0.0167 to 3000 pounds per minute are available.

The enclosed construction is available in belt-type feeder with electric gate control (Cat. File 310.100), belt-type feeder with pneumatic gate control (Cat. File 310.130), belt-type meter (Cat. File 310.150), and volumetric belt-type feeder (Cat. 320.200).

Government Sale

The Minneapolis office of Agricultural Stabilization & Conservation Service sold 43,000 bushels of No. 1 Hard Amber for domestic use at \$2.905 per bushel, f.o.b. car, Minneapolis, on December 31.



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT , EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  IS ALWAYS UNIFORM IN COLOR AND GRANULATION.  BECAUSE OF OUR UNIQUE AFFILIATIONS IN THE DURUM WHEAT GROWING AREA,  WE CAN SUPPLY  THE FINEST DURUM  WHEAT PRODUCTS AVAILABLE. AND WE SHIP EVERY ORDER  AT THE TIME  PROMISED. BE SURE... SPECIFY 



AMBER MILLING DIVISION

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

TELEPHONE: Midway 6-8433

A LIFT FOR LENT

LENT can be a time of monotony meal-wise, or it can be a nice holiday from the usual meat-and-potatoes pattern. A pantry well-stocked with a good supply of such staples as tuna fish, evaporated milk, pimiento-stuffed green olives and a variety of macaroni products is a gold mine of inspiration. Mix and match them to your heart's content for many a delicious quick-and-easy main dish that will rate cheers from the family and a return engagement by popular request.

Here is a National Macaroni Institute kitchen-tested recipe which enjoys year-round popularity but is especially welcome during the Lenten season.

Individual Tuna Casseroles (Makes 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 2 tablespoons butter
- 2 tablespoons all-purpose flour
- 1 1/2 cups (large can) undiluted evaporated milk
- 1 cup grated process American cheese (about 1/4 pound)
- 2 7-ounce cans tuna, drained
- 1/2 cup chopped pimiento-stuffed green olives
- 1 cup grated Parmesan cheese

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

Meanwhile, melt butter. Add flour, blend. Gradually add evaporated milk and cook over low heat, stirring constantly, until thickened. Add American cheese and cook, stirring constantly, until cheese melts. Combine macaroni, cheese sauce, tuna and olives; mix well. Arrange macaroni mixture in six buttered individual casseroles. Sprinkle with Parmesan cheese. Bake in moderate oven (350°) 20 minutes.

Another Lenten dish tailor-made for the busy homemaker is Spaghetti with Clam Sauce. Spaghetti requires very little preparation... no peeling, no paring. Simply open the box and cook in boiling salted water. And a twist of the can opener is all the preparation the clams need.

Spaghetti with Clam Sauce (Makes 4 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces spaghetti
- 1/2 cup butter or margarine
- 1 clove garlic, finely chopped
- 1 10 1/2-ounce can minced clams

1/2 cup chopped parsley
Salt and pepper to taste

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

Meanwhile, melt butter or margarine. Add garlic and cook until browned. Drain clams and reserve 1/2 cup liquor. Add 1/2 cup clam liquor to garlic mixture; cook over low heat five minutes. Add clams and parsley; cook 2-3 minutes. Season with salt and pepper. Serve over spaghetti.

If you're stumped by the problem of what to serve when you entertain at luncheon during Lent, consider an omelet... with egg noodles! Prized over the years as a necessary ingredient in many delicious dishes, egg noodles have always been a favorite with American families. A quarter of a century ago, many homemakers made their own noodles... a tedious chore that didn't always produce a good product. Nowadays it isn't necessary for anyone to go to the trouble of making her own egg noodles because they can be made commercially with far better results.

Usually fine egg noodles are used in soups and desserts, whereas medium and wide egg noodles are ideal for baked casseroles and top-of-the-range dishes. Below is our recipe for a luncheon omelet made doubly delicious by the addition of egg noodles, and topped with a browned mushroom sauce.

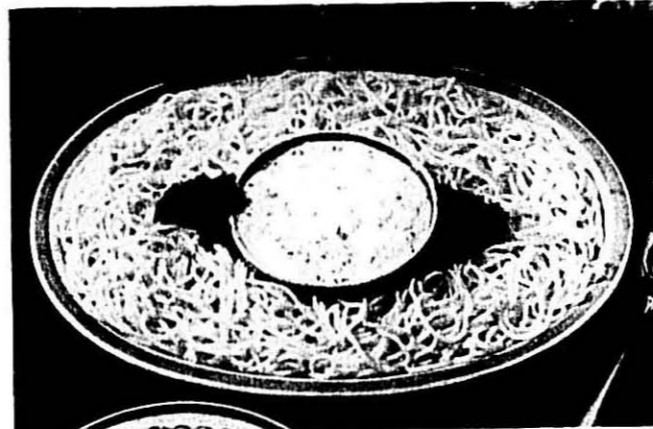
Noodle Omelet with Mushroom Sauce (Makes 4 servings)

- 1 1/2 teaspoons salt
- 1 1/2 quarts boiling water
- 2 cups (4 ounces) medium egg noodles
- 2 tablespoons butter or margarine
- 2 tablespoons all-purpose flour
- 1 cup milk
- 1/4 teaspoon salt
- 1/8 teaspoon pepper
- 1 tablespoon chopped chives
- 4 eggs, separated
- 2 teaspoons butter or margarine

Add 1 1/2 teaspoons salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Melt two tablespoons butter or margarine over low heat; add flour and blend. Gradually add milk and cook until thickened, stirring constantly. Remove from heat; add 1/4 teaspoon salt, pepper, chives and noodles.

Beat egg yolks until thick and lemon



Spaghetti with Clam Sauce. Long a favorite, spaghetti always rings the bell at the dinner table. Here's a delicious version with a clam sauce.

colored. Beat egg whites until stiff. Add noodle mixture to egg yolks; mix well. Fold in egg whites. Melt two teaspoons butter or margarine. Add egg mixture, cook over low heat until lightly browned on bottom (about 10 minutes). Bake in moderate oven (350°) 12-15 minutes, or until lightly browned. Fold omelet and serve with Browned Mushroom Sauce.

Browned Mushroom Sauce: Melt two tablespoons butter or margarine over low heat. Add one tablespoon all-purpose flour and blend; cook over low heat until golden brown. Add 1 3-ounce can broiled mushrooms and 1/2 cup cream; cook until thickened, stirring constantly. Add 1/4 teaspoon salt, 1/8 teaspoon basil and a dash of pepper; mix well.

Macaroni Sells Related Items

A merchandising calendar, with a die-cut cover, says: "Every \$1,000 sale of macaroni products moves \$6,550 in related item sales!" Sent by the National Macaroni Institute to macaroni buyers, merchandisers and presidents of leading chains and voluntary cooperatives, the following reasons are given to feature and display macaroni, spaghetti and egg noodles:

- Macaroni products offer a \$5,839 annual return per \$1,000 invested which is twenty per cent higher than the average for dry grocery products.
- Macaroni products return a 24.2 per cent margin which is 26 per cent higher than the average for dry grocery products.
- Macaroni products deliver a related item package worth repeating again and again—"Every \$1,000 sale of macaroni products moves \$6,550 in related items."

cipes are made with leftovers and economy foods.

In February, Cherry Noodle Cream is pictured as a festive dish for the holidays of the month—Valentine's Day, Lincoln's and Washington's Birthday.

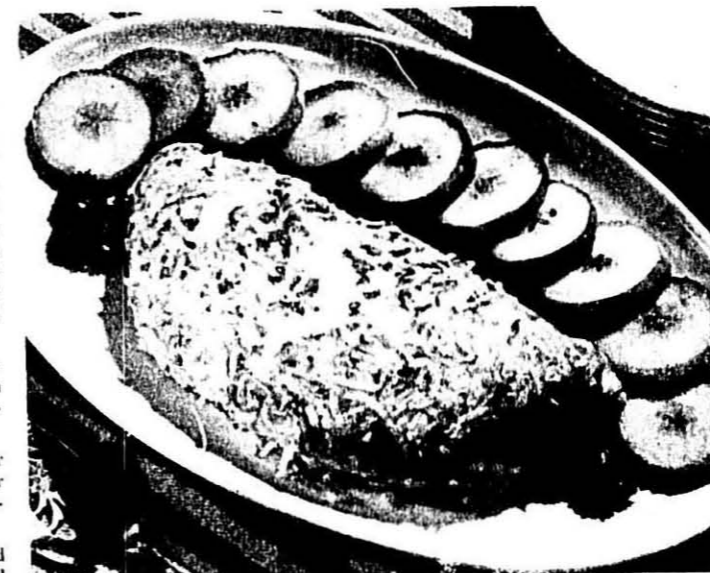
March mentions Lenten dishes featuring cheese with spaghetti, egg noodle or macaroni. The second Lenten month, of April features fish dishes with macaroni products.

A January jotting—"Lent starts March 3—stock up now!"

Among the related item suggestions:

Apples	Milk and dairy products
Applesauce	Evaporated milk
Cabbage	Eggs
Celery	Cheese
Green peppers	Frozen vegetables
Frozen vegetables	Sour Cream
Canned peas	Olives
Canned tomatoes	Pickles
Canned tomato sauce	Fresh fish
Canned tomato juice	Frozen fish
Canned mushrooms	Canned tuna
Canned soups	Canned salmon
	Shrimp
	Cooking oils

An eye can threaten like a loaded and leveled gun, or can insult like hissing or kicking; or, in its altered mood, by beams of kindness, it can make the heart dance with joy.—Emerson.



Noodle Omelet with Mushroom Sauce. You'll never miss meat when you serve this noodle omelet with mushroom sauce. Garnish with glazed apples.

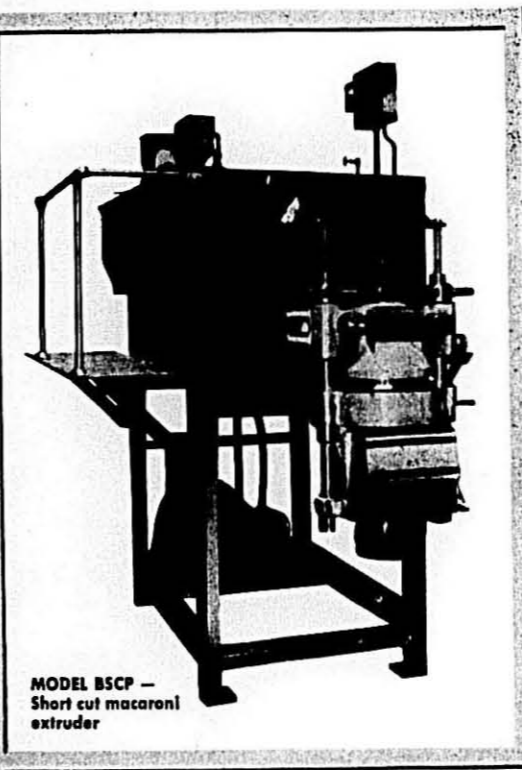
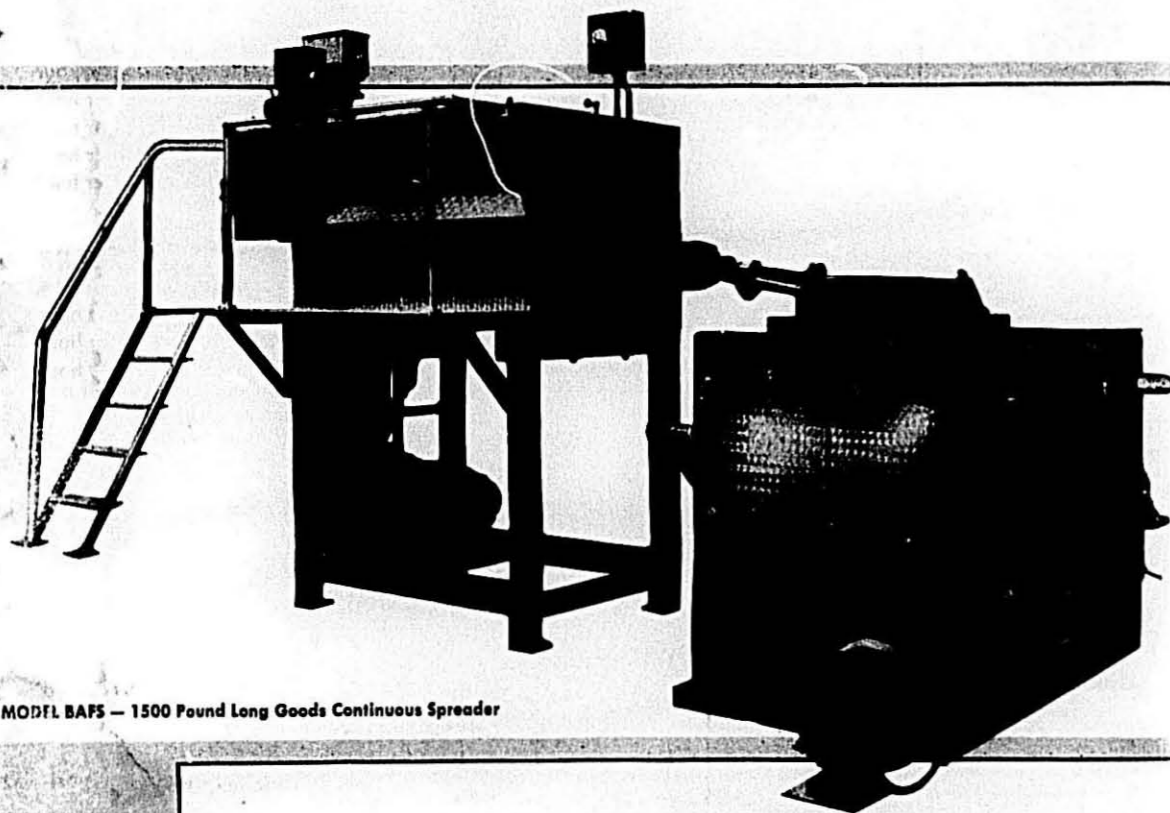


Macaroni Tuna Casseroles. Individual casseroles like this make Lenten meals a treat instead of a trial. Everybody's favorite macaroni recipe is a sure-made super economy with evaporated milk, packed with dried, pimiento-stuffed fish, and the piquant flavor and in many parts of pimiento-stuffed green olives.

**TOPS IN
PERFORMANCE**

SANITARY CONTINUOUS EXTRUDERS

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



MODEL BSCP — Short cut macaroni extruder

by *Ambrette*

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Model BSCP	1500 pounds capacity per hour
Model DSCP	1000 pounds capacity per hour
Model SACP	600 pounds capacity per hour
Model LACP	300 pounds capacity per hour
Model LAB	100 pounds capacity per hour

LONG MACARONI SPREADER EXTRUDERS

Model BAFS	1500 pounds capacity per hour
Model DAFS	1000 pounds capacity per hour
Model SAFS	600 pounds capacity per hour

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Short Cut	Spreader
Three Way Combination	

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

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CONTROLS So fine—so positive that presses run indefinitely without adjustments.

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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.

1500 POUND EXTRUDERS now in operation in a number of plants, occupying slightly more space than 1000 pound lines.

AUTOMATIC CONTINUOUS DRYERS FOR ALL SHORT CUT AND LONG CUT PRODUCTION OF MACARONI ALSO AVAILABLE

*patented

Leone's, famous New York Restaurant

LEONE'S is very likely the nation's largest restaurant—and one of the best known. It serves 16,000 patrons weekly and is almost as well-known to tourists as to nearby Broadway stars in New York City.

Business Week reports it seats 1,300 persons and feeds an average of 16,000 a week. This year it will gross nearly \$4,500,000 and net its owners, Restaurant Associates, considerably better than 10% of that.

Mighty Marketing Job

To maintain a volume of this size, Leone's does a marketing job that would do credit to the central staff of an automobile company. The management doesn't wait for the casual stroller to drop in, nor does it depend on a small but loyal coterie. It goes out and grabs its trade, even to the most distant reaches of the U. S., and spends \$100,000 a year doing it. Business Week states that its clientele is generally unassuming. Catering to a class of tourists too well-heeled for cafeterias but too unsure or low-budget to brave the credit card emporia on New York's silk-stocking East Side, Leone's is the place to go. Often they arrive clutching one of the 500,000 menus mailed back home each year by people just like them. That menu, by the way, is at least 50% of the soft-sell promotion in itself.

But there are other mainstays: The restaurant is not open to the public for lunch, but private functions are held one day out of two months in the month out; West Point cadets, high school and college athletes, professional ball players, generally regard Leone's as their unofficial New York headquarters.

In increasing numbers, Italian-Americans in family groups patronize the place.

It is no accident that Leone's dinner is a fixed price (the after-theater supper trade is another story; everything then is a la carte). The firm price for a complete dinner is designed to reassure (the average check is \$6.50). A teenager on a date — and thousands come to Leone's—need not agonize over whether his girl will run the bill up.

Sell the Sizzle

The basic tab is \$5, covering a choice of 25 entrees. Extra tags running no higher than \$8 are attached to 17 other entrees. But even so, the prices contribute mightily to Leone's reputation as a restaurant equal to any man's appetite. Leone's sells the sizzle, not the steak. The diner is confronted immediately with what amounts to a



As seen in Co-ed—young people enjoy the atmosphere, the Italian cuisine of hearty food at reasonable prices, served at Leone's of New York City.

meal: a huge bowl of ripe red tomatoes, olives, celery, green peppers, scallions, Swiss cheese, and a long loaf of Italian bread. The first course is the antipasto—the food that built Leone's reputation. There are shrimps in mayonnaise, stuffed clams, salami, slices of melon wrapped in prosciutto ham. Then comes a dish of pasta—lasagne, spaghetti, or manicotti. Leone's makes 50 gallons of spaghetti sauce a day.

By the time the main course comes along, there is little appetite left. Total cost of the meal up to that point: about 72 cents. About three out of 10 diners order the first entree on the menu: veal cutlet Parmigiana. The total food cost of a meal with that entree, complete with vegetable, salad, rich dessert, and

plenty of coffee, runs \$1.60. Add 30 per cent for labor and 35 per cent for general overhead, and the meal costs about \$2.65. The cutlet itself, under five ounces of it, costs about 62 cents.

Specialists in Kitchen

The kitchen runs like clockwork on a mass-production basis. One man specializes in cacciatora. Four cooks do nothing but prepare spaghetti. The entrees are limited, which reduced preparation problems.

In short, Leone's is a machine beautifully tuned to its market. To the restaurant's manager, Bruno Bernabo, the formula is simple: "We get the man who builds the Cadillac, the man who buys it, and the chauffeur who drives it."

THE MACARONI JOURNAL

PAVAN

OFFICINE MECCANICHE SPECIALIZZATE
MACCHINE ED IMPIANTI PER PASTIFICI
GALLERIA VENETA

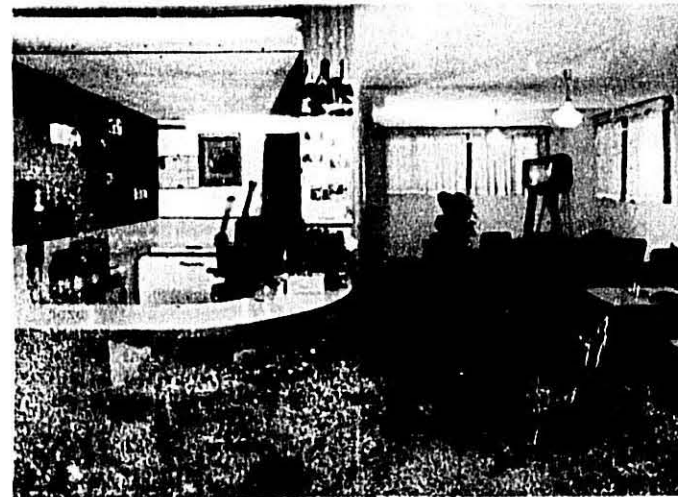


Air view of Pavan works

PAVAN WORKS COVER AN AREA OF 10,000 SQ. FT WITH A LABOR FORCE OF 400 PEOPLE, 26 HOUSES, ONE GUEST-HOUSE AND SOCIAL SERVICES. IT IS THE WORLD'S LARGEST MANUFACTURER IN THE FIELD.



Houses for managerial staff



Inside of the club

What Have Brokers Done for Beatrice Foods Company?

Address by William G. Karnes, president, Beatrice Foods Company

at the Sixty-First Annual Convention of National Food Brokers Association.

BEATRICE Foods has worked with food brokers since the turn of the century. But as recently as 10 years ago, our company was represented by only 74 food brokers.

Most of them were on the sales teams of La Choy, then managed by Ed Muldoon, now vice president and general manager of our Grocery Products Division. Our sales of non-dairy foods for that year 1954, amounted to \$53 million.

Today, the 27 companies in our Grocery Products Division are represented by 966 individual food brokerage firms. We are advised that this is the largest number of food brokers working with any company.

Why Brokers?

Why does Beatrice Foods have so many brokers and what have brokers done for Beatrice Foods?

For the answer, look at our sales chart.

We anticipate that our sales for this fiscal year will be more than \$600 million. Of this total, sales of Grocery Products will account for \$260 million, about 40 per cent of our net sales. In 10 years, our sales of Grocery Products have increased by more than \$200 million.

We credit brokers for contributing substantially to this sales increase of more than \$200 million in the last decade. We have then, you might say, more than 200 million reasons why Beatrice Foods believes in brokers.

There are a number of other compelling reasons why we place the future of our products in the hands of brokers. Through brokers, we engage some of the finest and best-trained minds in food marketing, men with ingenuity, initiative and incentive.

Known Costs

With the low margins we have in the food business, there is no margin for error. We must have every percentage possible working for us. We cannot afford to gamble. Therefore, we believe in the economics of employing brokers. With brokers, we know sales costs. Payments of commissions are made only on the dollar-value of cases sold.

Some of our companies with limited volume could not possibly afford their own salesmen. Others that might be able to maintain sales staffs, at least in certain markets, know that they can get more for their sales dollar working through food brokers.



William G. Karnes

Few food companies with low profit margins can afford the area-marketing-specialists that a sound brokerage firm can provide. We are assured that we have contracted for high caliber men, men who know the food business, men who know the territory, men who can provide the vital retail-detail.

A broker is an established businessman in his community. He has stature there, recognition, reputation. He has strong and continued relationships with the trade. Through him, his community becomes our community.

Let me cite an example of how this has worked in our behalf. One of our companies has an excellent plant with a well-trained, efficient production team. Since its distribution was regional, we were producing products faster than we could sell them.

We added 32 brokers to the marketing team for this company. Now, the plant is operating on two shifts, shipping truckloads every week into areas in which we previously had no sales at all.

Reliable Service

We believe in brokers because they provide reliable service. A brokerage firm must have someone available at all times to provide service promptly. We look at him, as our representative to the operator, to do everything possible today—and the impossible tomorrow — to help the retailer move our products out of the front door of the supermarket.

These are the retail-details so vital to successful operations—things such as:

Checking our products—that is, for location, space allocation, pricing and rotation;

Merchandising our advertising and promotions;

Placing our displays and other point-of-purchase materials;

Handling our warehouse stock;

Helping test-market our new products and new packaging;

Arranging and supervising demonstrations;

Arranging for returns of damaged or outdated merchandise.

More Factors

Most food manufacturing businesses lend themselves to marketing through brokers. Ours does. Here is why.

Although we have a wide range of products, from pickles and chili powder to strawberry ice box cake and powdered ice cream mix, these products follow specific patterns:

1. They are specialty foods—mostly with regional distribution.

2. They all are convenience foods.

3. They all are foods that are growing in popularity and consumption per capita.

4. Almost all of them are established brands.

For all of these reasons, we have used brokers in increasing numbers and have grown through this association. We believe our brokers have grown with Beatrice Foods, too.

Rugged Competition

You undoubtedly have heard it said that competition in our nation's economy is gradually diminishing in vigor, that competition is being supplanted in our industry by various form of monopoly, that government regulation is stifling competition.

We don't believe it! I doubt that any of you who must wage the day-to-day war on the food front believe it. Competition is not dying; it is spreading; it is taking new forms; it is increasing in vigor. If this were not so, we all could increase our profits from the razor edge margins upon which almost all of us balance our daily operations. Ours is a rough and tumble business—from producer to operator—and it's going to get rougher.

(Continued on page 24)

Brokers for Beatrice Foods—

(Continued from page 31)

We are convinced that competition in the food business is going to increase and become more intense. This will be true for the manufacturer; we think it will be true for the retailer; we think it will be true for the broker. The number of brokers is increasing as is the use of brokers. The role of brokers is changing and their functions are increasing. Brokers are doing many of the things wholesalers used to do and have eliminated. Brokers will be asked to do more; they will be asked to become "super brokers."

Projections

Most of us are so busy, we don't have the time to evaluate the future, except perhaps when we are "parked" on a freeway during the rush-hour traffic.

Let us pause here for just a minute to look a few years ahead. Visualize with me, if you will—a country with almost 250 million people—a labor force of more than 100 million men and women.

Gross national product up to one thousand billion dollars—compared to 623 billion dollars for this year—120 million autos on the road, agricultural production of 29 billion dollars annually, a federal budget of 240 billion—and who knows what the national debt will be?

These are projections for 1980 based on a study financed by the Ford Foundation. That is just 15 years from now, within the lifetimes of most of us. In other words, this is tomorrow for all of us.

Can you then doubt that we will grow? We will have to have big government, big farming, big business, big food companies, big brokers, big retailing operations. Bigness is being thrust upon us.

Super Broker

The needs of our industry dictate this need for the development of the super broker. What do we mean by a super broker? What will he be expected to do that he or his firm isn't doing now?

Generally, the super broker will have to provide more concentrated effort at the retail level . . . keeping pace with the food industry . . . an industry which is experiencing a more rapid rate of change than any in the world.

The super-broker will have to do more merchandising of product in the store. He will undoubtedly have to provide more troops in the fight for shelf space. And he will have to improve liaison between his principals and the operators. He will need to provide more detailed market analysis to anticipate

changes in trends in the industry and in consumer buying habits.

What all of us in the food industry do well today, we must do better tomorrow.

The day is past when a broker hangs his office on a hatrack. The day is past when brokers can work out of an office by telephone or work without experienced retail know-how.

How will the superbroker be able to afford to do this?

Our answer to increased competition is growth in sales—profitable growth—and greater efficiencies.

I ask you the same question we continually ask our plant managers:

"Are you fellows operating as efficiently as you can? Are you reviewing every expense you have? Are you getting the maximum for every dollar spent for products . . . for production . . . for quality control . . . for packaging . . . for transportation . . . for sales?"

We believe the trend toward growth will continue in all phases of the industry. This trend calls for bigger and better broker operations. If we are to grow, we believe our brokers must grow. Through growth we can counter ever-rising costs and add the manpower necessary to serve customers more effectively.

Manufacturer's Role

What, then, can we do to help each other?

It is incumbent upon us, as food manufacturers, to create new products and to improve present products, packages and promotions continually. We feel we must provide our brokers with the strongest arsenal of products possible—or the biggest battle of the food industry . . . the battle for shelf space in the stores.

Most of you are well aware that shelf space in supermarkets is shrinking. Five years ago, the average size of a supermarket was 13,300 square feet. Today, it is down to an average of 13,000 square feet. Yet, volume is higher and the stores are stocking more items.

We also recognize our obligation to provide our brokers with selling ammunition. This could include regional advertising, cooperative advertising allowances, coupons, premiums, displays and other point-of-purchase materials and qualitative analysis of product, to name a few.

In turn, we feel it is becoming more and more necessary to obtain appraisals and studies of individual markets and market needs from our brokers. There is no such thing as a national marketing program as far as we are concerned.

The fact that a program has been extremely effective in moving certain products off the shelves in one market does not mean that the same program will be effective in another market. The market can change radically in a few years, especially when you consider that 20 per cent of our population moves each year.

We believe marketing programs must be tailor-made for the area and for the product. Who can provide the necessary information to guide us better than the team that knows the territory—the brokers?

Obviously, this calls for further improvement in communication, more complete posting on what we are doing and planning. This will enable our brokers to plan further ahead and compete more aggressively in their markets.

And certainly, we can adopt plans more quickly in response to the voice of the consumer at the check out counters—as relayed to us by our broker with his ear to the cash register.

Golden Rule of Marketing

In essence, this is the golden rule of marketing—the more we help our brokers help their customers improve their business, the more we improve our own business.

What we are witnessing is the growth in specialization in broker firms—specialists for the supermarkets—specialists for the convenience stores—specialists for the independents, specialists in the institutional field. Some have specialists trained to deal only with certain items such as snack foods and candy which require different handling.

The day is over when the broker drove home a big sale or putted in a little one by playing golf with the buyer. We are in the era of scientific computations, the era of the "super brokers."

Sometimes we find that the operators are fighting harder to throw items out than we are to get our products in the store.

Even getting them on the shelves is just a hunting license. That is why we cannot consider a broker as a representative if he cannot provide the retail detail so necessary. As Ed Muldoon has said for most of his 40 years in the industry, "Everything happens at the retail level." Super retailer-mindedness will be a necessity for the super broker of the future.

Figures Replace Friendship

The cold, hard fact is that we and the brokers who represent us are numbers: to an increasing degree, friendship is

(Continued on page 34)

"We stand behind every extrusion die we produce."

D. Maldari

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UNCONDITIONAL GUARANTEE

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

Brokers for Beatrice Foods— (Continued from page 32)

being replaced by figures. The interest in direct product sales and profit and dollar sales and profit per exposure foot documents this.

As a result, we know our products seldom get a second chance. We must know when an item is slowing down as soon if not sooner than the operator and do the necessary retail detail to re-accelerate sales.

For example, the broker for one of our products detected that sales were declining in a group of stores in his area. He stepped in quickly with a suggested program. The result was that sales of this item were tripled within a month.

The prime mover for all of this of course is the need for increased profit. Unfortunately, the public image of profit has been severely distorted over the years.

But, I am encouraged by the growing recognition on the part of the public, educational groups—and even the government—of the need for profit in our society. However, there are still too many superficially informed who believe that business "never had it so good."

In a talk in Chicago recently, Roger Blough, Chairman of the Board of U.S. Steel, made the following comments:

"The truth is, of course, that by any meaningful standard of measurement, profits—for nearly 15 years—have been in a serious decline;

"That they have not kept pace with other segments of the economy;

"That they have not been adequate to do the job that a profit must do;

"And that our national economy with its persistent unemployment problem has suffered accordingly."

Taking 1947 through 1949 as the base period, Mr. Blough pointed out that from that period through 1963, gross national product increased \$381 billion—or 76 per cent. Compensation of corporate employees increased \$96 billion—or 82 per cent. Meanwhile, corporate profits increased by \$8 billion—or only 25 per cent.

He added, "Measured as a share of the total gross national product, profits have dropped from 7.3 per cent in the base 1947-1949 period to 5.1 per cent in the first half of this year. This is a drop of 30 per cent."

Emphasize Profits

When we consider that the total net earnings for all food chains in the 1963-1964 period average 1.31 per cent—that the dairy processor makes one-third of a cent profit on a quart of milk—that a broker must pay his way and try to

show a profit on the basis of about five per cent of his sales, then, the necessity for improving our profits can't be over-emphasized.

We now are in the 45th month of the longest period of peacetime-prosperity in our history. The source of that prosperity is profit. The profit system is the foundation of our society. It is the means for creating more jobs and spurring progress and capital investment. It supplies the wealth to support our health, education and welfare programs, our national defense and space programs. Our government itself is based upon profit.

And so, along with the battle for shelf space, we must continue to wage the war for improved profits—not only as the end unto themselves—but as the means to continued prosperity, more jobs and a higher standard of living.

Most of us can reel off a list, as long as a politician's speech, of ways to improve profits by cutting costs. Perhaps many of you already have all 10 figures, and perhaps a few toes, in the dike, stopping profit leaks. Cost cutting, particularly to counter rising expenses of distribution, can help hold the profit line.

But, we have a saying around our general office that you can economize yourself right out of business. To us, the path to greater profit is growth—more sales—more profitable sales.

Plan For Future

There is one related subject that I would like to discuss briefly in regard to growth and the future. That is planning for the perpetuation of your business. Some brokerage firms here have represented Beatrice Foods for 20 years or more.

May I insert here that we do not presume to tell you how to run your business. However, too often we have seen brokerage firms collapse when the principals retired, left the business or passed on, because inadequate provision had been made for the future.

Suddenly a thriving business is destroyed overnight.

Since we have a personal interest in our brokers' welfare, we favor brokerage firms which have established programs for developing management and manpower. This is insurance for the future.

Developments Ahead

Since we are talking about the future, let us examine some of the salient developments we can expect in the years ahead based upon present trends.

I mentioned earlier that the battle for shelf space will be the war of the century in the food business. We know that there will be more food items offered in supermarkets which means there will

be more competition for shelf space. At present, an average supermarket stocks almost 7,000 items. The average supermarket has made a net addition of 1,100 new products in the last five years. That means that—even allowing for normal attrition and substitution—there will be more than 8,000 items on the shelves from which the shopper can choose in the 1970's.

Since we are unlikely to have rubber shelves that stretch, this increase in the number of products places additional emphasis on the need for more retail detail by brokers. It also means that manufacturers will have to streamline their lines.

There will be fewer grocery stores in the future than there are now. We and you will have fewer customers. This is the result of the growth of shopping centers and one-stop shopping. The supermarket is going to be selling more things, both food and non-food items. There may be growth of smaller stores, such as the convenience stores, that will stay open longer hours. But the emphasis will be more and more on one-stop shopping. If our items are not in the store, if our broker is not working the store on our products, the customer will take what is on the shelves. This again emphasizes the broker's role in being more retailer-minded.

The demand for convenience foods, foods with built-in maid service, such as canned, frozen and dehydrated foods, will continue to grow.

This will require dynamic improvements in packaging and merchandising techniques. There will be more and more multiple purchasing and increases in the bigger "family-size" package units. Refrigerators and freezers will become bigger as the shoppers seek to reduce the number of weekly trips to the supermarket.

Demand for greater quality will become more pronounced in the future. Bluntly speaking, the day of the junk dealer is gone in the food business. Operator: just won't consider a brand name unless there's an effective quality control program behind it.

As the American consumer improves his standard of living, he upgrades his diet. Greater personal income and greater percentage of disposable income permit him to satisfy his tastes for the better things in life. An obvious conclusion is that there will be greater competition in the Cadillac end of the food business.

I guess it's human nature not to comment when a product is satisfactory. But when the consumer doesn't like a product, everybody hears about it.

For example, Newton Minow was reminiscing about his days as chairman

(Continued on page 38)



Monthly news on marketing, merchandising and other matters of concern to macaroni, spaghetti and egg noodle sales. Keep your staff informed. Have them read the

MACARONI JOURNAL

\$5.00 annually; add \$1.50 foreign postage.

Write Box 336, Palatine, Illinois 60067

Brokers for Beatrice Foods— (Continued from page 34)

of the Federal Communications Commission and recalled a letter he received from a viewer. It read:

"Dear Mr. Minow: You have done a fine job in improving TV programming. Now, can you do something about those TV dinners?"

Younger Population

There is another strong trend in our population which I am sure most of you have noted. Our population is growing younger. In 1960, those boys and girls under 20 numbered 69 million. By 1970, when our population is expected to reach 211 million, 86.6 million will be 20 years old or less, according to the Census Bureau.

A significant part of this youth market will be the teen-agers, the fastest growing segment of our population.

Teens are more than an age—they're a market—the young "influentials." We have 22 million of them now—complete with transistor radios. By 1970, there will be more than 27 million teens.

They spend 12 billion dollars per year now—92 cents of every dollar they receive. Their spending power will be up to \$21 billion per year by 1970.

What are their main interests? A survey shows these are food, parties, clothes and grooming.

It is apparent, then, that we must have a major interest in this lively, articulate and influential market.

In the vernacular, if we're not "cool," we'll be out in the cold.

We will have to think young, not only will we have to introduce more food products with appeal to the teen-agers, we will have to develop new and better techniques to sell them.

Other Trends

The public is following you brokers in another trend — they're out on the road. The outdoor life, from back-yard barbecues to long camping trips, has opened up new vistas for enterprising food processors and distributors. We believe this market, too, will travel upwards faster and faster.

How will all this, coupled with tax cuts and the growth of personal disposable income, affect the price of food?

We believe the price of foods will tend to lag behind the cost of such things as clothes, cars and hard goods. The pressure to keep costs of food down at the retail level will—like taxes—always be with us.

Our foreign food business will grow substantially in the next few years. The lure of the imported product is growing overseas as well as at home.

Much of this business will be handled through brokers because of the nature of the types of products, mostly specialty foods, which can be exported profitably.

There are two trading sides to the ocean. Certainly, we can anticipate that imports of specialty food products from overseas will grow markedly in the years ahead. This should offer greater opportunities for brokers to increase their domestic volume as well.

Shoot High

William Faulkner once observed: "Always dream and shoot higher than you know you can do. Don't bother to be better than your contemporaries or predecessors. Try to better yourself."

This is a basic philosophy of Beatrice Foods. We try to better ourselves every year. We believe we have the finest personnel in our history; we believe we have many of the finest and the most retailer-minded brokers in the industry.

Every signpost on the economic superhighway points upward. The opportunities of the future are almost unlimited.

When we anticipate that the average broker firm has increased its sales 55 per cent in the last five years, a faster rate of growth than the food stores, we look forward to the future with brokers with genuine optimism.

The members of every division of Beatrice Foods join me in extending congratulations to you on the many outstanding contributions you and your association have made to the food industry . . . and will continue to make as the super brokers of tomorrow.

Egg Seminar

J. F. Ziegler, Golden Grain Macaroni Company, San Leandro, California, was among 60 persons registering for the Institute of American Poultry Industries' three-day school on egg products, held in December in Chicago.



Left to right: Margaret Huston, Institute of American Poultry Industries' Scientific Director; J. F. Ziegler, Golden Grain Macaroni Company, San Leandro, California; and R. R. Hixon, Safeway Stores.

Those attending were from companies that process egg products and manufacturers of other food products who use them.

The school is held annually to give both groups the latest information on quality control.

Margaret Lally Huston, Institute scientific director, who is in charge, said major interest this year is in the newly developed method for pasteurizing eggs.

Harold M. Williams, president of the Institute says, "We're complimented that leading companies in the food field look to the Institute for authoritative information on egg products."

Ronco Meeting

Representatives of Ronco Foods met at their Annual Sales Meeting during the last week of the year in Memphis.

Theme of the meeting was "Something Big Happens When A Package of Ronco Macaroni is Sold." The idea came from the National Macaroni Institute Profit Calendar which states: "Every \$1,000 Sale of Macaroni Products Moves \$6,550 in Related Items!" This highly successful brochure which set forth the publicity themes utilized by Theodore R. Sils & Company throughout the year for the National Macaroni Institute was repeated in similar form for 1965 and mailed to the buyers, merchandising heads, and presidents of chains and voluntary buyers soon after the first of the year.

At the Ronco meeting, slide presentations, films and film strips were used to dramatize the message. "The Ronco Story" has been put on film for sales presentations this year.

Comments were made by Albert Robillio, general manager; L. M. "Andy" Anderson, assistant general manager; Dick Gray, sales manager; Tony Giannini, advertising manager; and regional managers Earl Jones, Cecil Doffit, and Shelby E. Steele. Round-table discussions with all men participating really made for a good meeting, it was reported.

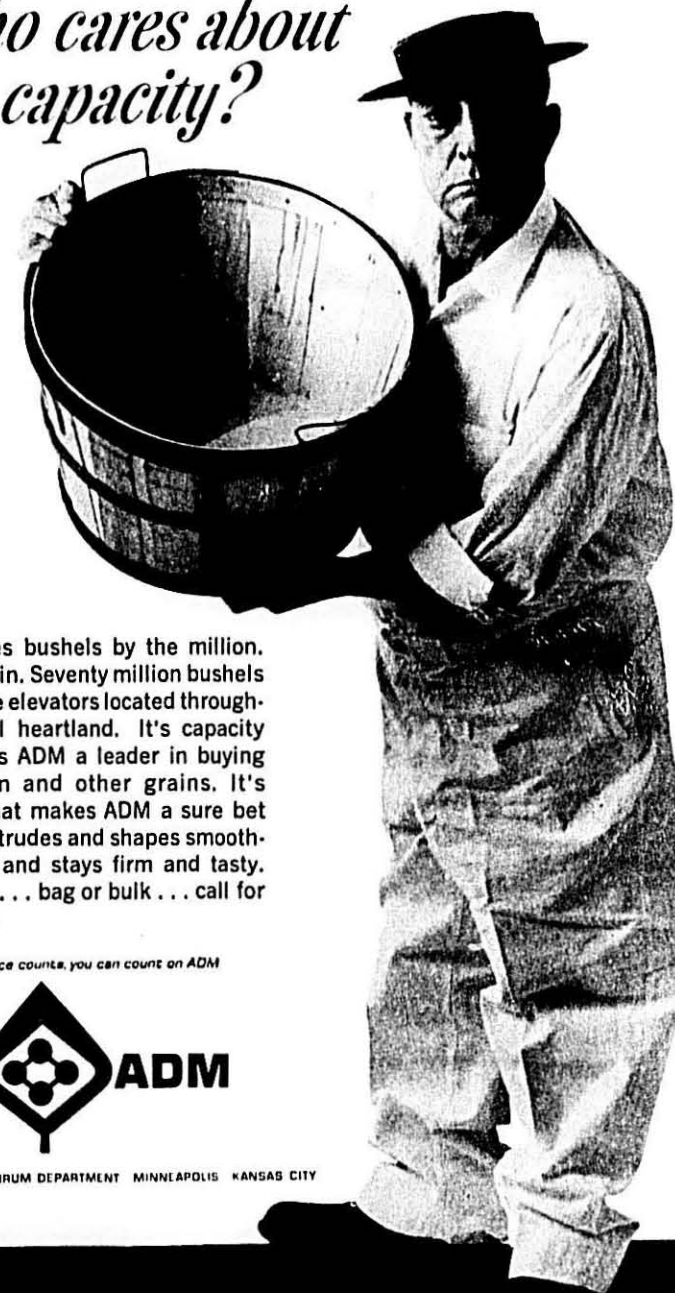
At the banquet climaxing the meeting, service emblems were presented to men with five, ten, fifteen and twenty year anniversaries. John McIntyre won the "Tops in Ronco Award" for the largest sales gain in 1964.

Sayings of the Sages

Unlimited power is apt to corrupt the minds of those who possess it.—Pitt.

It is not the man who has little, but he who desires more, that is poor.—Seneca.

So who cares about storage capacity?



We do! ADM stores bushels by the million. Not baskets, but grain. Seventy million bushels in steel and concrete elevators located throughout our agricultural heartland. It's capacity like this that makes ADM a leader in buying and milling durum and other grains. It's capacity like this that makes ADM a sure bet for semolina that extrudes and shapes smoothly, cooks firm . . . and stays firm and tasty. For your next order . . . bag or bulk . . . call for a quote from ADM.

Where top performance counts, you can count on ADM



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY

Report on the Eighth Annual Conference of the Food Law Institute and the Food & Drug Administration

by James J. Winston, Director of Research, N.M.M.A.

On November 30, 1964, the Eighth Annual Conference under the auspices of the Food and Drug Administration and the Food Law Institute was held in Washington, D.C.

This meeting was attended by over 700 persons representing companies in the food and drug industries.

The morning program was devoted to a number of papers that were presented by members of the Food and Drug Administration, Food Law Institute and industry. Among the participants were Anthony Celebrezze, Secretary of the Department of Health, Education and Welfare; George P. Larrick, Commissioner of Food and Drugs; Shelby T. Grey, Acting Deputy Director of the Bureau of Education and Voluntary Compliance; M. R. Stephens, Assistant Commissioner for Regulations of the Food and Drug Administration; Franklin M. Depew, President of the Food Law Institute; Dr. Oral L. Kline, Assistant Commissioner for Science Resources of the Food and Drug Administration; Dr. Robert P. Parker, General Manager of Lederle Laboratories; Dr. Austin Smith, President of the Pharmaceutical Manufacturers Association; Dr. Robert M. Scheffner, Vice President of Libby, McNeill and Libby; William W. Goodrich, Assistant General Counsel of the Food and Drug Administration and Dr. Richard L. Hall, Director of Research and Development, McCormick & Company.

Voluntary Compliance

The general theme of the conference endorsed both by government and industry was voluntary compliance by industry and more self-regulation by associations and companies.

It was pointed out that several industries, such as canning, dairy, and the baking industry have made significant strides in policing themselves to make certain that the individual members are complying with existing regulations. They have issued booklets and bulletins regarding processing techniques, particularly in respect to the canning industry, and also have placed a great deal of emphasis on self sanitation plant inspection, followed by vigorous inspections made by professional sanitarians. According to Shelby T. Grey, there are two ways to comply with the law:

"We believe there are two ways to comply with the law—(1) voluntarily, which means adequate self-regulation



James J. Winston

following guidelines furnished for this purpose, and (2) involuntarily, or by enforcement, using the tools provided by the statute; i.e., seizure, injunction, and prosecution."

The latter constitutes a type of notorious publicity which every company must avoid, in order to remain in business.

In 1963, the Food and Drug Administration established a very important bureau called the Bureau of Education and Voluntary Compliance. This Bureau has as one of its objectives the desire to give added emphasis to programs in order to help industry regulate itself and voluntarily comply with the law.

This bureau has established a Division of Industry, Advice, composed of two branches. The Advisory Opinions Branch answers questions of individuals and firms regarding labeling, controls, formulas, and other practices and furnishes interpretations of the law and regulations applicable to a particular product, label, formula, or process. Requests for comments on proposed labeling or manufacturing practices should be accompanied by complete ingredients or formula information. The confidentiality of trade secret information is protected by law.

Industry Information

The Industry Information Branch provides informational materials explaining the law and regulations to various segments of organized industry,

and works cooperatively with industry associations to develop materials or projects to meet particular needs. Types of materials used include trade papers news releases, pamphlets, exhibits, films and filmstrips.

It was also stressed by several speakers that industry has the manpower, ability, equipment and motivation to comply with consumers' interests to the letter of the law. The Food and Drug Administration feels that industry is making a concerted effort to comply with existing regulations. As one of the speakers so succinctly stated, an ounce of prevention means voluntary compliance on the part of industry to yield an effective program which would possibly require less policing on the part of the government.

Annual Inspections

As has been publicized in previous bulletins, at the present time, the Food and Drug Administration is committed to the policy of inspecting a manufacturing plant at least once a year.

There are 18 regional offices of the Food and Drug Administration at the present time; they have a staff consisting of 700 chemists.

It was pointed out by Dr. Kline that new procedures by means of complex instrumentation that were recently developed has extended the scope of the Government chemists in their law enforcement study. Some of the procedures are based on:

(1) Gas chromatography, which is very selective in detecting pesticide residues.

(2) Infra-red spectrophotometry and X-ray fluorescence and photo fluorimetry have become routine use on the part of Government chemists.

Commissioner Larrick in an optimistic note ended his speech as follows:

"The new approaches to promoting voluntary compliance which are being progressively adopted are possible only if we have the cooperation and support of foresighted trade association and industry leaders. We look forward to continued cooperation with industry and consumer leaders so that all of our efforts toward voluntary compliance will increase the level of protection afforded consumers. When you have suggestions for further innovations in achieving greater compliance, do not hesitate to let us know. We welcome your thoughts and ideas."

Highlights from the 1963 Report For the Federal Food and Drug Administration

resume from the American Sanitation Institute

THE basic mission of the Food & Drug Administration is to protect consumers by insuring the safety and integrity of the nation's foods, drugs, therapeutic devices, and cosmetics. Thirty cents out of every dollar spent by the American consumer goes to purchase these products. More important to public welfare, however, are the potentialities of these products to accomplish more good than at any period in the past, or to cause irreparable harm.

The FDA is assigned the task of checking on about 100,000 establishments dealing in foods, drugs, therapeutic devices and cosmetics; about 2,600 establishments manufacturing or packaging hazardous household chemicals; about 56,000 drugstores subject to prescription drug sale regulation; and more than 375,000 public eating places subject to the margarine amendment.

In 18 districts field inspectors deal directly with people at the grass-roots level and chemists analyze products being manufactured, stored, or marketed in their own territories. The 1964 budget provides for approximately 2,200 people for field operations. The food industry, for example, has increased its research and development investment from \$87 million in 1957 to an estimated \$120 million in 1962.

More Enforcement

The enforcement appropriation for fiscal year 1964 is \$35,805,000. This compares with \$29,084,700 for fiscal year 1963, representing a net increase of \$6,740,300. It provides for 635 new positions, bringing the authorized enforcement staff to 3,884. In the field, until 1958 when the long-range program of district office modernization began, FDA's scientific and inspectional staffs were housed in office buildings, custom-house buildings, post offices, and other Federal buildings not designed for laboratory operations. Funds have been made available so that now 11 out of 18 field installations will operate in new, modern facilities.

In 1962 FDA made 34,057 plant inspections; 43,366 in 1963; and expected to make 48,000 in 1964. In the past, the practice has been to cover regulated firms at an average of about once in every four years. Now the goal is annual visits and oftener in the event of poor conditions encountered.

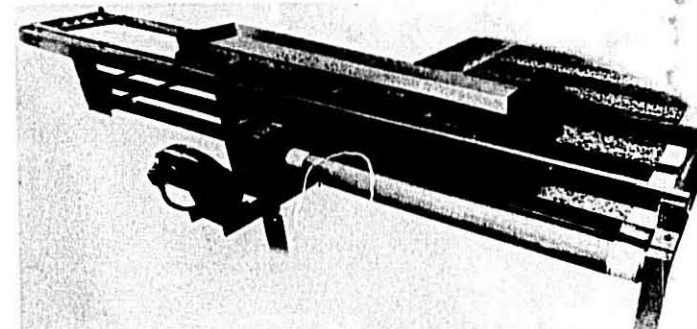
FDA Goals

FDA has set some goals for itself for achievement within the next 10 years, such as: (1) encouragement of industry

self-regulation and optimum consumer vigilance on commodity safety and purity. (2) Development of improved laboratory methods and scientific data and standards having immediate response to new technological developments. (3) Continue to provide industry with clear, concise guidelines to law compliance. (4) Develop methods for correlating bacterial contamination and fitness of foods.

Industry Efforts

While general surveillance over plant sanitation and wholesomeness of ingredients and finished products still occupies a major portion of enforcement time, the insanitary conditions encountered in many plants in the past seem to have been corrected, with a few notable exceptions. The food industry has been making its own changes in facilities and operations that contribute to sanitary operations, in addition to voluntary corrective actions after inspectors point out conditions that might result in violative shipments. The brewing companies have turned to the use of cans and "no return" bottles that have eliminated most complaints about foreign objects in bottles. Many of the older bakeries were in sections in various cities being redeveloped, and their antiquated and difficult-to-clean buildings have been demolished. Chain bakeries have been closing their smaller factories and are distributing over wide areas from larger new units, with better opportunity for sanitary controls. Most of the smaller wheat mills have closed and the larger mills have been installing new equipment to keep up with the



Reciprocating Conveyor. Clermont Machine Company of Brooklyn, New York, has developed a reciprocating conveyor to distribute all kinds of free-flowing bulk materials in continuous, uniform, twelve-inch wide spreads across the entire width of existing belt conveyors. It is especially suited to handling food and bakery products. Available in standard sizes for specific spreads from three-feet to 10-feet in length it readily adapts and fits into a space six-inches high over existing belt conveyors. Standard dimensions and specifications are available upon request from the company.

changing times. Consolidation is taking place in the dairy industry: 10-gallon cans of milk, local collection routes, and receiving stations are giving way to refrigerator tank trucks hauling milk a hundred miles or more to large modern dairy manufacturing plants. Food sanitation consultant service is on the increase, and more food manufacturers have or are instituting their own vigorous sanitation programs.

Enforcement activities included 36,039 inspections of food, drug and cosmetic factories, warehouses, and pesticide practices, and 4,318 of public eating places to check on the serving of oleomargarine. The 87,729 domestic samples collected consisted of 23,058 foods. In the 290 criminal actions terminated (or terminated for some defendants) in the Federal courts during 1963, fines assessed totaled \$261,490. Twenty-nine individuals were required to serve jail sentences ranging from one day to four years, and averaging ten and one-half months. The highest fine of the year was \$20,000.

For Monthly Durum Data

A strong protest has been made by the North Dakota State Wheat Commission, Durum Wheat Institute, National Macaroni Institute and National Macaroni Manufacturers' Association against a decision of the Bureau of the Budget to continue reporting durum mill grind by the Bureau of the Census on a semi-annual basis. These organizations had strongly urged that durum grind and semolina production reports be placed on a monthly basis.

In protesting the continuation of semi-annual reports, the groups noted that a monthly durum report basis would involve little or no additional work.

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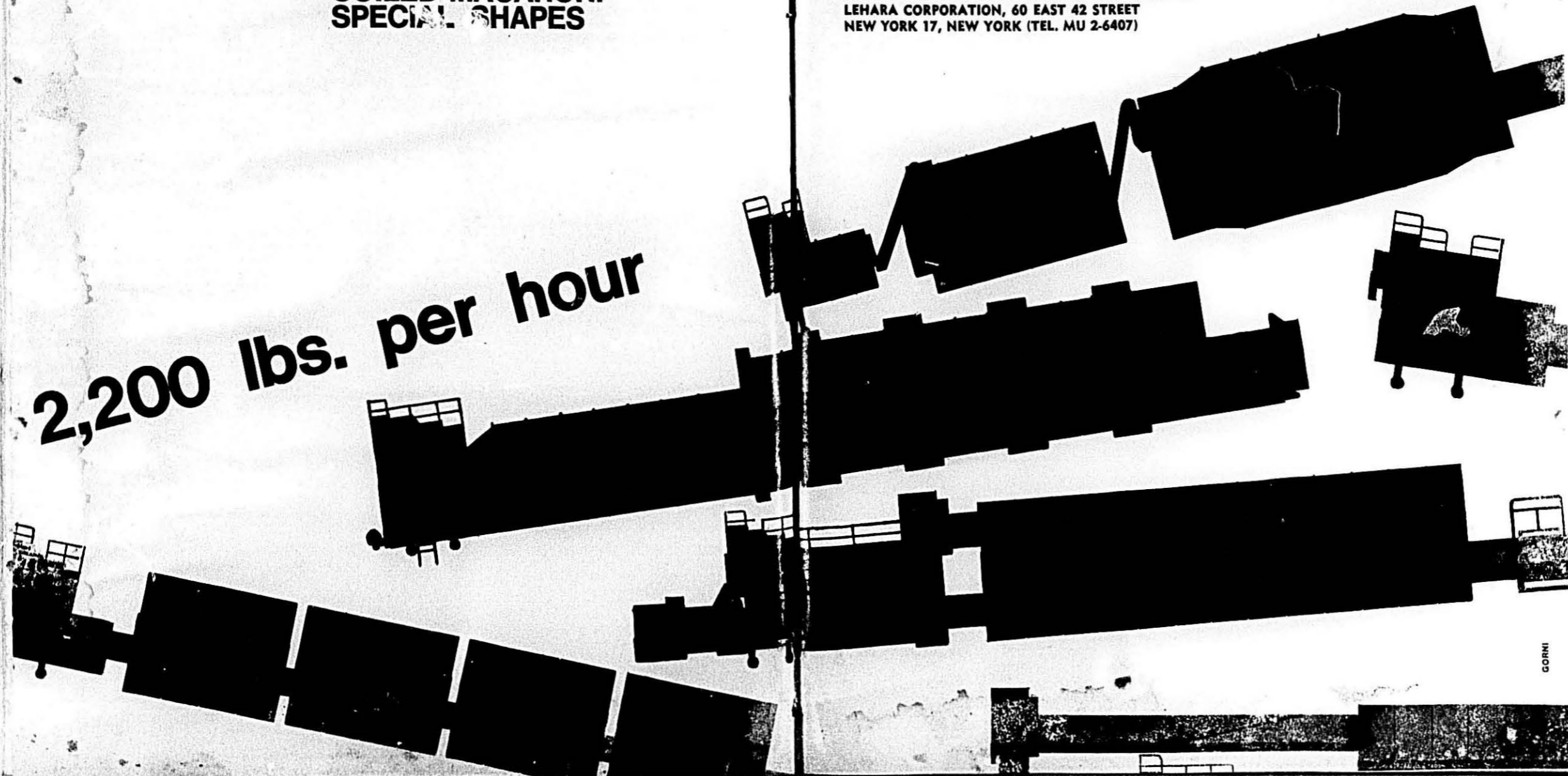
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GOMI

New Offices

San Giorgio Macaroni, Inc. of Lebanon, Pennsylvania is planning a new office building at Guilford and Spruce Streets. Designed in contemporary style, the building will blend with the architecture of the firm's recently constructed plant. The new office building will provide facilities for increased sales and office operations resulting from overall company growth. Completion is expected during the first quarter of 1965. Haak and Kaufman, Myerstown, are the architects for the project; the contractor is J. H. Greiner and Co., Lebanon, and the interior is being designed by Wilbur Z. Weik. The new building represents another step in the firm's planned recovery from the fire which destroyed its facilities in 1960.



Defective mortar has been cut away, reinforcing steel replaced where necessary, and cavities are ready for filling with gun-applied concrete.

New Look for R-F Building

Through the use of modern materials and restoration techniques, a food processing plant in St. Louis has acquired a new look of beauty, as well as increased structural soundness that will prolong its life immeasurably.

The St. Louis Branch office of Western Waterproofing Company recently completed an extensive restoration project on the plant of Ravarino and Freschi Company. The St. Louis processing firm produces a wide range of macaroni and spaghetti projects which are marketed under the trade name R-F, and are among the leading foodstuffs of their type in the St. Louis area.

Involved in the project were about 20,000 square feet of exterior concrete surface.

First step was the complete removal of all old coatings which had flaked, peeled and faded under exposure to the variable midwest climate. All weak, crumbling and spalled areas of concrete were then cut away, and the patches filled with gun-applied concrete. Finally, the entire exterior surface was coated with an epoxy compound which effectively prevents water penetration.

Other work involved removal of many old windows. In some cases, new windows were installed, and in others, the window openings were filled in with concrete or with glass block.

Work on the adjacent Ravarino and Freschi office building included miscellaneous tuckpointing of masonry joints, and coating of the concrete base.

Home Economist

Grocery Store Products has announced the appointment of Elizabeth Lahr as Director of Home Economics. Mabel Stegner continues as consultant.

Buhler Appointment

The Buhler Corporation, Minneapolis, Minnesota, announces the appointment of John Olsen as manager of their Pneumatic Materials Handling Division.

Mr. Olsen has a Master of Science degree in mechanical engineering obtained from the University of Minnesota in 1950.

For the past four years he was chief engineer at Flo-Tronics.

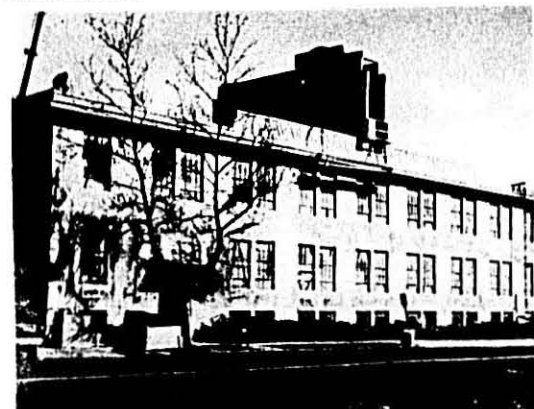
The pneumatic materials handling division of Buhler, which John Olsen will manage, engineers and manufactures conveying systems for bulk materials such as grains, flour, sugar, chemicals, etc.

Sales Director

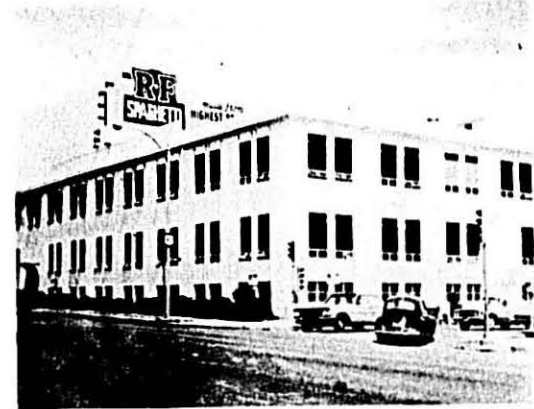
Buitoni Foods announces the appointment of Michael DeCavalante as Vice President, Director of Sales—Delaware Valley marketing area.



Workmen in process of applying second coat of white epoxy compound. Windows are carefully masked to protect them during application of paint.



"Before" view of R-F plant shows deteriorated condition of the concrete structure before restoration work was started.

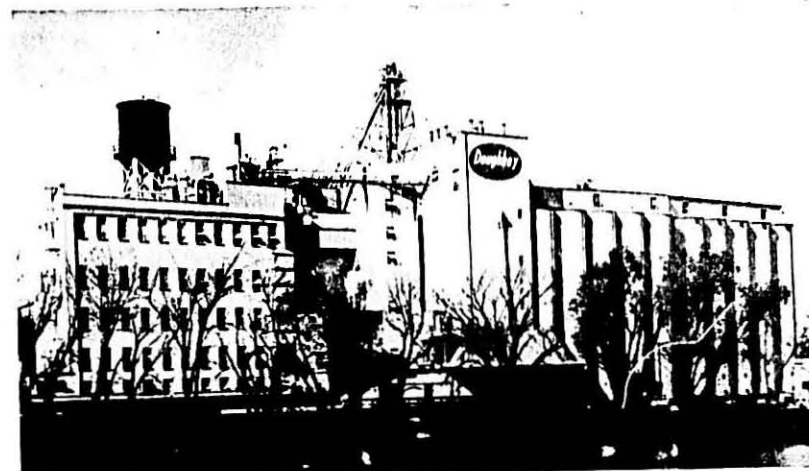


Beauty of the building in "after" view goes much more than skin deep. Structural soundness has been restored and life expectancy extended by professional treatment.

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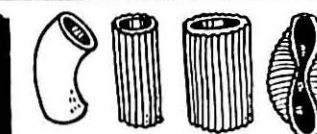
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SMOOTH SELLING[®]

By George N. Kahn

YOU CAN'T FIRE WITHOUT AMMUNITION

This is No. 5 of 12 sales training articles.

A WELL-PREPARED salesman inspires buyer confidence. This is almost a truism; yet so many men neglect this important principle.

Every move you make in a prospect's office must reflect thorough organization and planning. The way you handle a presentation or demonstration will often determine whether you get the order or the brush-off.

One way to be convinced of the value of preparation is to be on the buyer's side of the desk. This happened to me recently when I purchased a transistor radio.

The salesman handed me an expensive model reputed to be one of the best produced in the world. But there was just one thing wrong when I turned it on: the radio would not play.

The clerk, flushed with embarrassment, grabbed the instrument from me and started fiddling with it. He was so nervous, he dropped the radio while trying vainly to get the case open. I was rapidly losing confidence in both the transistor and the salesman.

In desperation, the man finally summoned over another clerk. The latter took one look at the radio and then fixed it with such speed and dexterity that it was a pleasure to watch him. The only thing wrong with the transistor was that the battery was upside down.

What impressed—and sold—me was that the second man knew what he was doing. The first salesman obviously had never even tried to learn how his product worked. It had apparently never occurred to him that even reputable merchandise needs expert presentation.

Be a Craftsman

Smooth selling depends on intangibles. The salesman must turn all situations into advantage. Your earnings

often depend on your ability to answer an objection, handle a complaint or conduct a demonstration. The intangible is not your product, but YOU. You must have complete mastery of the selling function to put the prospect in your corner. He should be able to say to himself: "This is a man to whom I would entrust my problem."

Prospects are quick to recognize craftsmanship in salesmen. They are drawn to men who act confident and who seem to know what they are doing.

Training For Perfection

None of us achieves perfection, but it should be our goal in selling. The salesman who gives a sterling performance for a prospect usually has put in many hours in preparation. He has memorized his company's story, the product's advantages (and disadvantages), the prospect's problems and the answers to possible objections. He makes his call with enough ammunition to carry him over any hurdle—expected and unexpected.

One of my good friends, Ernest Morlin, is a criminal trial lawyer and highly thought of in his field. Before one of his clients went to trial, Ernie decided to ask the court for a change of venue. His argument would be that the case had aroused so much publicity that the defendant would not find an unbiased jury.

The reason for changing the location of the trial seemed compelling, and there was legal precedent for such action. There was just one thing to worry about: The trial judge had never granted a change of venue.

Prior to making his motion, Ernie of course spent a great deal of time studying the law as it applied to his case. But he also made unusual visits to the morgues of two leading newspapers.

When the trial opened, the judge, as expected, dismissed Ernie's legal arguments for the transfer. My friend was not finished, however.

"Your honor," he continued, "news-paper files show that on October 24, 1939, you as a defense counsel asked for and received a change of venue on the same ground on which I am appealing."

The jurist's face registered amazement as Ernie calmly handed him two news clippings. The judge read them slowly, and then without further ado granted the motion.

Later, in the judge's chambers, the magistrate smiled ruefully at Ernie. "You were really prepared for me, counsellor," he said.

That was the key word—prepared. Ernie won his point because he had done a thorough job of preparation. He walked into that courtroom with confidence because he knew his strength.

If you can muster that kind of strength, you can sleep well before that important call, knowing that you'll be able to bat down anything the prospect throws at you in the way of an argument or objection.

The Buyer's Viewpoint

When you make a call unprepared, you're not only abusing the hospitality of the buyer, but you are costing him valuable time. He has given you an audience because he hopes you can help him. A fumbling, maladroit sales talk will not only send you out of his office without an order, but it is unlikely that you'll ever be back.

The purchasing agent for a big West Coast aircraft and missile company told me: "I can tell after three minutes whether a salesman is worth listening to. When you have to see 20 to 25 vendors a day, you can't waste time with the foul balls."

Early Lesson

One of my first customers taught me a lesson I never forgot. I was young, brimming with enthusiasm, but I counted too much on exuberance to carry me through. This buyer, a man about 60 years old, heard me out on what was a

rather inept presentation. Then he looked at his watch.

"Young man," he said, "you've taken up a half hour of my time with no profit to me and certainly none to you. You'll be permitted one more visit here, but this time you will have only 15 minutes to make your presentation. If it isn't any better than today's, you will not be welcome here again."

At first I resented the way he talked to me, but later I decided the man had done me a favor. I spent the next two weeks boning up on every facet of my company and the application of my product to his special needs. I went back to the buyer's office and delivered my sales talk in 12 minutes. The prospect gave me a substantial order and became a regular customer.

Avoid Embarrassment

Some prospects may not give you a second chance. But it's a risk you don't have to run if you will devote some time to getting ready for your calls. There's no need to be embarrassed.

Here are some steps to follow:

1. Learn the facts of your company, product, competition and your prospect's firms until they become an effortless part of your sales talk.

2. Rehearse your presentation at home until you can rattle it off without stammering, repeating or nervousness. (Actors, politicians and clergymen do this all the time; that's why their delivery sounds so polished.)

3. Plan your sales calls, allowing for flexibility. High volume men are never disorganized.

4. Make the most of the sales literature and other tools provided by the company. They should be incorporated into your presentation where they count most.

5. Set goals for yourself so you know where you're going and how you're going to get there. A salesman without a definite aim in his job is not apt to make an effective appearance on his calls. Customers can spot the ambitious man who likes what he's doing. Goals can be both short and long range.

6. Use your time so that you do have the hour or two to prepare your sales talk. A glance at your daily schedule will probably reveal waste that can be chopped out.

Memory Is Not Enough

In memorizing your sales talk, don't become a robot. Your recital should always be flexible and informal enough to make you sound interesting as well as informative. The trick is to memorize your stuff, but make it sound extemporaneous.

The trouble with many rote-learned presentations is that they sound stilted and canned. Get away from the mono-

tone approach; practice voice inflections, change of expressions, etc., that will enliven your talk.

Another drawback to the straight-memory spiel is that it rarely gives the buyer a chance to get a word in.

Make sure there is a pause or two in your speech to allow the customer to cut in. He may want to give you an order. Also, don't become so wrapped up in your presentation that you forget about the buyer's problems. He'll notice the omission, even if you don't.

Keith Biggers, a medical equipment salesman, told me of the time a doctor listened to him for 20 minutes and then said: "You were so absorbed in your message that you did not notice that I have the same piece of equipment in my office that you offered."

"After that," Keith said, "I began looking around and taking notice of my surroundings. It made a difference in my presentation quite often."

Keith added that his sales shot up when he became a little more relaxed during his memorized deliveries.

Almost everything on a sales call can be anticipated. There is very little that should surprise you—if you are prepared. With proper backgrounding, you can ad lib your way through any situation.

To start you off on the road to good sales preparation, here is a short quiz. If you can answer "yes" to at least nine of the questions, you are getting along well with your homework.

Sales Ammunition YES NO

- | | |
|---|-----|
| 1. Do you devote some part of your day to preparing your calls? | — — |
| 2. Do you gear your sales talks to the prospect's needs? | — — |
| 3. Do you practice your presentation before a mirror or your wife? | — — |
| 4. Does your talk contain more facts than oratory? | — — |
| 5. Do you have a set goal in life? | — — |
| 6. Do you give the prospect a chance to interrupt your talk? | — — |
| 7. Is your day planned? | — — |
| 8. Are you completely familiar with your company story and product line? | — — |
| 9. Do you feel sure of yourself before a buyer? | — — |
| 10. Do buyers seem glad to see you? | — — |
| 11. Are you glad to see them? | — — |
| 12. Would criticism of your presentation cause you to try and improve it? | — — |

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:
1-9 copies (of ea. art.) 50¢ ea.
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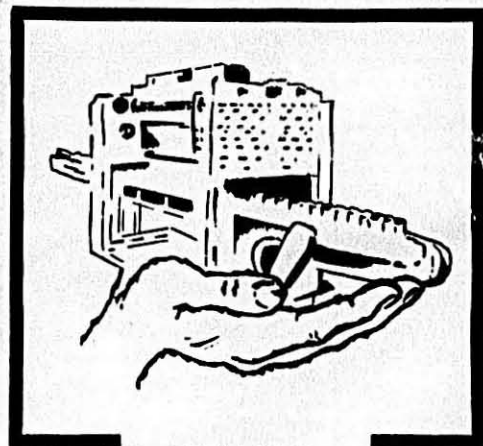
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To End a Sales Slump

What can a salesman do to snap out of a selling slump? An insurance agent says: "Self-pity is a luxury no salesman can afford. I recommend that he reconsider his role and see himself for what he really is—a benefactor. Once you get behind your product and understand what it can do for your customers, you gain a new insight into yourself. You are no longer a seeker of favors, but a conferrer of them." From a metal container sales rep: "I periodically revisit my firm's factory. When I see the pains we take to turn out a perfect product—our quality control program—the problems we solve daily, I take new pride in what I sell."

You are in competent hands---

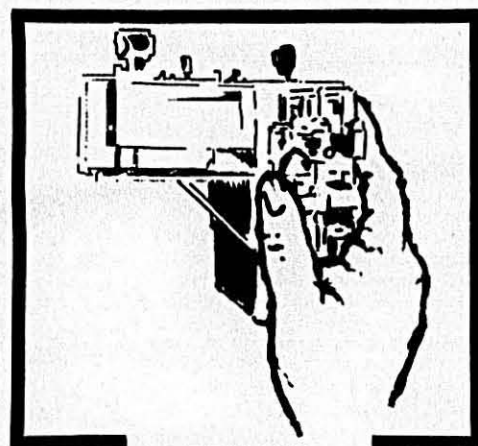


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If you are planning to can spaghetti and want this investment to pay back full dividends—come see the Demaco direct canning spreader. Make sure the press you choose offers all the important features that Demaco offers you.

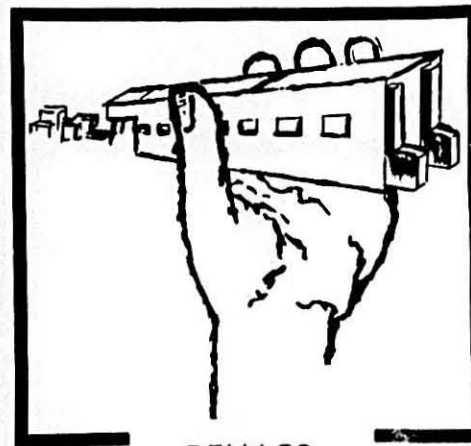
Write in for 16mm film showing the Demaco can spreader in actual operation.



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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 De Francisci Machine Corporation.

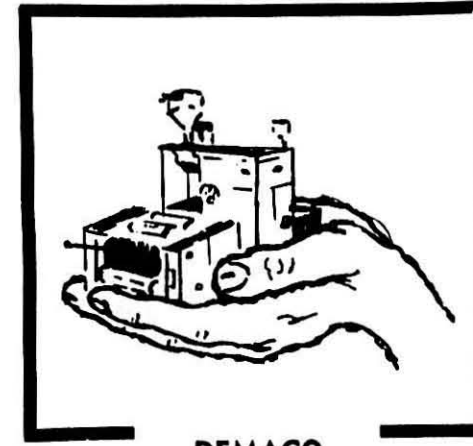
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4 STICK SPREADER**

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.

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WAY BACK WHEN

40 Years Ago

• A meeting of macaroni manufacturers at the LaSalle Hotel in Chicago on January 23 considered the proposed law favoring the entire elimination of "added coloring" to all macaroni products sold in the United States. The question of macaroni publicity was given serious consideration.

• The timely question of whether or not macaroni products should be blanched after boiling was discussed. The general opinion seemed to favor blanching in cold water only when macaroni is to be cooked in large quantities for serving later in small portions and for reheating. It was also considered proper where products are to be served in salads. Otherwise, blanching was voted harmful and inadvisable.

• Free starch on the surface of cooked macaroni products produces a slimy feeling. This usually occurs with products made from flour rather than semolina, because the semolina does not free the starch.

• A multiplicity of macaroni groups created comment by the editor, M. J. Donna. The American Macaroni Manufacturers were set up to look after the affairs of the smaller firms of the Greater New York market. There was a Macaroni Club in Philadelphia, New England, in the tri-states of West Virginia, Maryland and Western Pennsylvania, the Western New York Macaroni Club, the Southern Macaroni Club, and the Pacific Northwest Macaroni Club. Southern California manufacturers retained Attorney William Ireland as a part-time secretary. All groups were affiliated with the National Macaroni Manufacturers Association.

30 Years Ago

• Editor Donna wrote: "All macaroni-noodle manufacturers regardless of size should weld themselves into a coordinated trade association permitting them to speak and act in a united manner. Secondly, they should build consumer confidence by offering quality products creating value for money spent and gaining everlasting good will. Third, they should arrange to tell a pleasing, convincing story of the food value of macaroni products to willing listeners in plain, easily understood language through whatever media this message can best be broadcast, economically and convincingly to the public."

• NRA Code Administrator G. G. Hoskins was quoted in the press as saying: "Unless the price provisions in the

codes are enforced, the U. S. Marines cannot enforce the labor provisions in the codes."

• "Fixed prices are the chiselers' paradise," said Mary E. O'Connor, director of purchases for New York State. "If you think chiseling is eliminated under price fixing of the NRA Codes, you have not been in public purchasing for the last year and a half."

• Consumption of the Eney Trio—Macaroni, Spaghetti and Egg Noodles—could easily be trebled in 1935 if manufacturers would continue their Lenten effort throughout the balance of the year, said Editor Donna.

20 Years Ago

• The Mid-Year Conference was held in Chicago again. President C. W. Wolfe stressed the need for continuing the fight to allow enrichment in macaroni products for those who wish to fortify them. He urged full cooperation in the government program of increased plant sanitation. He urged cooperation with the government's manpower program while exploring ways and means of retaining essential workers in plants. Descriptive labeling was endorsed as a most practical idea for macaroni foods.

• Benjamin R. Jacobs reviewed the new government definitions and standards of identity for macaroni products.

• C. L. Norris, as chairman of the Future Activities Committee, reported on conferences with executives of durum mills on possible plans for undertaking a continuing program of product promotion, consumer education, and public relations.

• General Mills advertising was to be broadcast coast-to-coast on 38 stations March 2. The Betty Crocker macaroni recipe was to be accompanied by free recipe slips, colorful reprints, tempting main dishes folder, newspaper mats and listings, and radio commercials.

10 Years Ago

• The dire durum situation brought experts to the convention program at the Flamingo Hotel. Phillip Talbot of the Grain Branch of the Department of Agriculture reported on prospects for legislation to permit durum growers to use idle acres in 1955 and get some kind of crop insurance against 15-B stem rust.

• Ruben Heermann discussed rust and durum breeding, while Don Fletcher of the Rust Prevention Association reported on the international efforts of Canada, the United State and Mexico

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INDEX TO ADVERTISERS

	Page
Amber Milling Division, G.T.A.	19
Ambrette Macaroni Corporation	22-23
A D M Durum Department	37
Asesco Corporation	13
Braibenti & Company, M. & G.	40-41
Clermont Machine Company, Inc.	7
DeFrancisci Machine Corporation	46-47
Distillation Products Industries	5
Doughboy Industries, Inc.	43
General Mills, Inc.	50
Hayssen Manufacturing Co.	17
International Milling Company	11
Jacobs-Winston Laboratories, Inc.	43
Macaroni Journal	35
Maldari & Sons, Inc., D.	33
Pavan, N. & M.	25-30
Peavey Company Flour Mills	15
Rosotti Lithograph Corporation	2
Triangle Package Machinery Co.	9
U.S. Printing and Lithograph	49
Wallace & Tierman, Inc.	43

to lick the problem.

• President Peter La Rosa proclaimed: "Despite our problems of raw materials, we will have the job of selling our products made with the best materials available."

• The National Macaroni Institute, Tuna Research Foundation, Can Manufacturers Institute, Jones & Laughlin Steel Company, Pet Milk Company, tuna industry and macaroni manufacturers all combined forces to promote Tuna Macaroni Bake during Lent.

• Faced with the problem of only enough durum for one-quarter of the wheat blends to be used for macaroni during the crop year, the NMMA wrote to the Tariff Commission asking that bars against the importation of durum be lifted. A storm of protest from growers and elevator operators in the durum area put pressure upon the Department of Agriculture who withdrew their support from the Association's petition. Consequently, without government backing and with the danger of antagonizing domestic suppliers, the Association withdrew its request.

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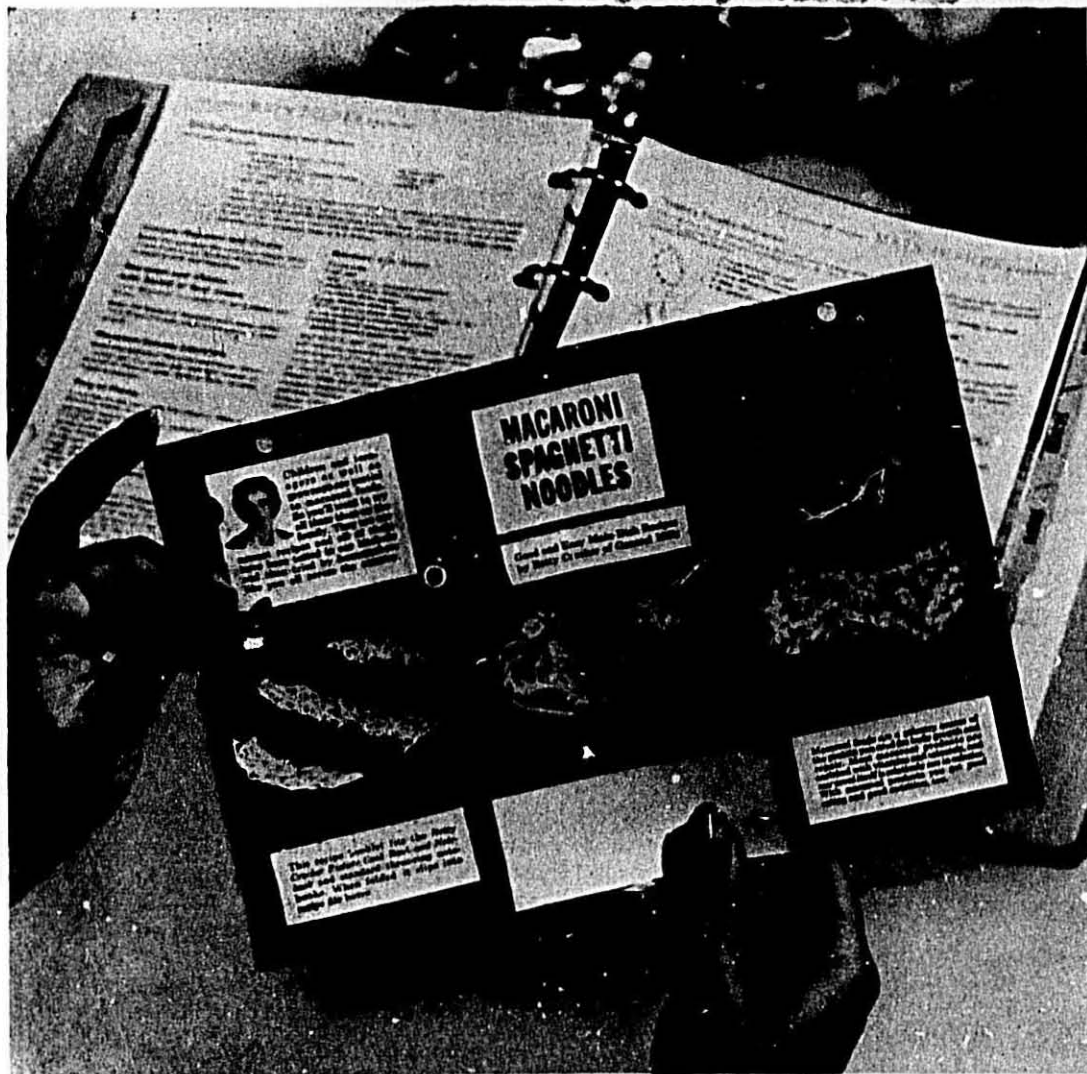
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