

**THE
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JOURNAL**

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46th Anniversary Issue

Macaroni Journal

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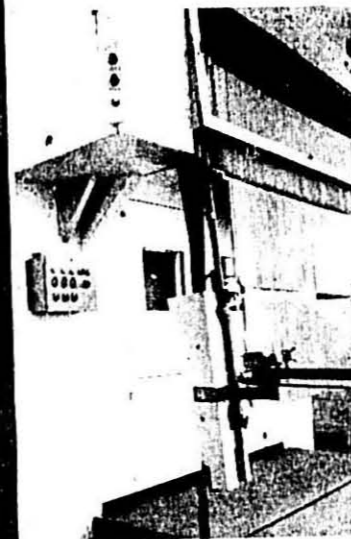
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46th Anniversary

BACK on April 19, 1904, twenty macaroni manufacturers met in Pittsburgh, Pennsylvania, and formed the National Association of Macaroni and Noodle Manufacturers of America. The name was shortened in June, 1919 to the present one, the National Macaroni Manufacturers Association.

At about the same time, the first paid administrator was hired, Modesto J. Donna, of Braidwood, Illinois. Soon thereafter, M. J. found he was also editor of The New Macaroni Journal, which was to report news of the industry and sell sufficient advertising space to help defray his salary. He gathered sufficient material to meet his first deadline and subsequently 410 more. In 1953, after more than thirty-four years with the macaroni industry, he retired as managing editor of the magazine, but still maintained his interest by contributing a monthly column until his death in December of 1959.

Through those years the Macaroni Journal developed status as the official publication of the National Macaroni Manufacturers Association and historian for the industry.

Objectives

The objectives of the National Macaroni Manufacturers today continue to be to promote and safeguard the welfare of the macaroni and noodle manufacturing industry and to elevate it to the highest plane of efficiency, effectiveness, and public service.

Some eighty-five manufacturing firms, representing between 70 and 80 per cent of the industry's production, belong to the organization. Membership also includes forty overseas manufacturers and thirty-two associates who



Fred Spadafora, President



M. J. Donna

are bona fide suppliers of goods and services to the industry.

Eastern Directors

Policy is set by a board of directors elected by the members. Six directors are from the eastern area. They are:

Robert I. Cowen, A. Goodman & Sons, Long Island City, New York.

Vincent F. La Rosa, V. La Rosa & Sons, Westbury, Long Island, New York.

Joseph Pellegrino, Prince Macaroni Manufacturing Company, Lowell, Massachusetts.

Lester R. Thurston, Jr., Megs Macaroni Company, Harrisburg, Pennsylvania.

H. Edward Toner, C. F. Mueller Company, Jersey City, New Jersey.

Paul Vermylen, A. Zerega's Sons, Fair Lawn, New Jersey.

Central Area

There are five directors from the central area:

Albert Robilio, Ronco Foods, Memphis, Tennessee.

Ralph Sarli, American Beauty Macaroni Company, Kansas City, Kansas.

Peter J. Viviano, Delmonico Foods, Louisville, Kentucky.

Albert S. Weiss, The Weiss Noodle Company, Cleveland, Ohio.

One vacancy occurs since the death of James D. Williams, Jr. of the Creamette Company, Minneapolis.

In the West

There are four directors for the western area:

Paskey DeDomenico, Golden Grain Macaroni Company, Seattle, Washington.

Vincent DeDomenico, Golden Grain Macaroni Company, San Leandro, California.

Edward DeRocco, San Diego Macaroni Company, San Diego, California.

Fred Spadafora, Superior Macaroni Company, Los Angeles, California.

At Large

There are nine directors-at-large. They are:

Saverio Arena, Conte Luna Foods, Norristown, Pennsylvania.

Arvill E. Davis, Gooch Food Products Company, Lincoln, Nebraska.

Kenneth J. Forbes, Catelli-Habitant Ltd., Montreal.

Raymond Guerrisi, San Giorgio Macaroni, Inc., Lebanon, Pennsylvania.

Henry D. Rossi, Peter Rossi & Sons, Braidwood, Illinois.

Nicholas A. Rossi, Procono-Rossi Corporation, Auburn, New York.

Jerome L. Tujague, National Food Products, Inc., New Orleans, Louisiana.

Robert William, Western Globe Products, Inc., Los Angeles, California.

Past Presidents

Past presidents of the Association, of which there are eight, are also members of the board, and form the National Macaroni Institute Committee. They are:

Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Missouri.

Emanuele Ronzoni, Jr., Ronzoni Macaroni Company, Long Island City, New York.

Horace P. Gioia, Bravo Macaroni Company, Rochester, New York.



Robert I. Cowen, Sr., First Vice President



Peter J. Viviano, Second Vice President

Lloyd E. Skinner, Skinner Macaroni Company, Omaha, Nebraska.

Peter La Rosa, V. La Rosa & Sons, Westbury, Long Island, New York.

C. Frederick Mueller, C. F. Mueller Company, Jersey City, New Jersey.

C. W. (Jack) Wolfe, Megs Macaroni Company, Harrisburg, Pennsylvania.

Louis S. Vagnino, American Beauty Macaroni Company, St. Louis, Missouri.

The National Macaroni Institute was incorporated in 1948 to form a separate entity to publicize the macaroni industry and its products—macaroni, spaghetti and egg noodles.

Officers

The board of directors elects a president and three vice presidents. Fred Spadafora serves as president; Robert I. Cowen, first vice president; Peter J. Viviano, second vice president; and Vincent F. La Rosa, third vice president. The secretary-treasurer is a full time staff employee who administers the affairs of both the Association and the Institute and edits the Macaroni Journal. He is Robert M. Green.

Counsel

The Association retains James J. Winston as director of research. An analytical chemist and sanitation consultant, Mr. Winston oversees the law enforcement program of the Association with regard to egg solids requirements and freedom from adulterants. He maintains liaison with federal and state regulatory officials in matters regarding the Standards of Identity, labeling, various methods of analysis, and the like. Contact is maintained with the government to assist with specifications and to clarify methods of testing and sampling. Monthly bulletins are sent to members dealing with sanitation, regulatory and nutritive matters.

The firm of Theodore R. Sills & Company, with offices in New York, Chicago and Los Angeles, is retained to handle the publicity and promotional efforts of the National Macaroni Institute. News facilities are maintained in Chicago, while the home economics kitchen in New York tests recipes and prepares photographs of material sent to every type of media.

Clearinghouse

The Association is essentially a clearing-house of information. It serves the industry as a focal point for concerted action on common problems, offering a forum in regional meetings and semi-annual national conventions. The next convention is scheduled in New York City July 11-14, to take place during the New York World's Fair.

News service provided by the Association includes a weekly bulletin carrying information on commodity markets and current events in the macaroni industry, as well as this monthly magazine.

Durum Relations

Durum relations has been an important part of the Association's program since 1946. In that year it began sending representatives to the Annual North Dakota Durum Show to award a plaque to the best entry. Since that time, contacts have been maintained with the county agents of the durum area, the cereal technologists at the North Dakota State University (where a fellowship for research on macaroni processing is maintained), the Crop Quality Council, to which the NMMA contributes financial support. This group publicizes the work and needs of state and federal research agencies. Cooperation has been maintained with the members of the Durum Growers Association since its formation. There have been cooperative efforts with them for necessary legislation and representation to officials in Washington.

In addition, there has been close cooperation between the Durum Wheat Institute, the North Dakota State Wheat Commission, the National Macaroni Institute, and the National Macaroni Manufacturers Association in the exchange and distribution of educational materials.

Resolve

In gathering information and disseminating it to macaroni manufacturers, industry suppliers, consumers, and the general public, the Macaroni Journal has served a useful purpose for some forty-six years. It should continue in its endeavors.



Vincent F. La Rosa, Third Vice President

WAY BACK WHEN

40 Years Ago

• Approximately fifty per cent of NMMA membership was made up of firms that manufactured only bulk goods; ten per cent of the membership specialized in packaged goods; thirty-five per cent of the members sold their products both in package and bulk form; while five per cent of them were exclusive noodle makers.

• Sanitary requirements for macaroni factories in New York City were spelled out in the Macaroni Journal by Frank J. Monaghan, Commissioner of Health. In addition to provisions for keeping plant and equipment in good repair and clean, there were prohibitions of sleeping on the premises and using tobacco in any form.

• The industry called for tariff increases to protect them against rising foreign competition. A 22-pound box of macaroni from Italy shipped to New York sold for \$1.88, against domestic production costs of \$2.04. The \$1.38 included 44 cents of duty on the 22 pounds.

30 Years Ago

• Concerted industry action convinced the Agricultural Adjustment Agency of the need for unlimited planting of durum wheat in 1935.

• In 1935, the macaroni manufacturing industry comprised approximately 400 factories producing one-half billion pounds of product annually.

• Noodles, the most delicate member of the "energy trio," was being recommended for serving in the simple combination with butter with a dash of Parmesan cheese "alla Alfredo."

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The Executive Committee Takes the Pulse of the Industry

A Panel Discussion at the Winter Meeting of the National Macaroni Manufacturers' Association

IS there a place for dry macaroni products on the grocer's shelf," asked Vincent F. La Rosa, vice-president and director of sales for V. L. Rosa & Sons, Brooklyn, New York?

The time has come to take a good look at the modern grocer. He is no longer a clerk in the store, but a businessman who sits behind a desk. He is a man of reason; therefore, we must reason with him.

It seems to me that the macaroni manufacturer uses the buyer as a referee. We are battling in his office whereas the firing line is on the grocer's shelf. The grocer is being fed statistical information from which he is making determinations by reason. Unless we are able to reason with him he will depend on mechanical computers to determine his decisions.

Let us look at the shelf. A lot of space is devoted to macaroni products and we are all concerned with new products replacing the dry products. How many items do we have on the shelf? I say we have a great deal of space that is not properly utilized. We have items on the shelf that are not turning over one case per month.

A reevaluation of this movement within the store justifies the grocer in eliminating it from the shelf, and replacing it with a prepared item, because he is being sold through advertising and promotion to put convenience items on his shelves. We have to show him movement, a case a week, two cases a week, from statistical data of movement on his shelves.

Each manufacturer should consider every item he has on the shelves. If any are not moving, it should be replaced with something that will move. Maintain that shelf space; give the grocer turnover; he'll like our products; he'll make more profits.

Create movement for your products. The only way you can do this is to advertise to the consumer. The consumer is the one who determines what goes on the shelf and what remains on the shelf.

Research and Development

Commenting on research and development, Robert I. Cowen, vice-president and secretary of A. Goodman Sons, Long Island City, New York, had this to say:



Panelists seated left to right: Bob Green, Fred Spadafora, Robert I. Cowen, Sr. Standing: Joseph P. Viviano and Vincent F. La Rosa.

As individuals in relatively small companies, we have a big problem when it comes to research. I suppose we all do what I call practical research in so far as we try to better our processes, but we have done practically nothing so far as I know to develop new products. Some of us have come out with dinners. These are not new products, they are just combinations of old ones.

Little Change

As I look back through the years, and I have been in this industry since 1922, I see very little change in any of our basic products that we are still selling today. I see little change in packaging. Sure, we now have colored pictures on the packages, cellophane windows, or flexible bags but that is about it.

For companies of our size to engage in fundamental, basic research, is most difficult. It takes a lot of money and the results are a long time coming. We heard yesterday from the representative of Du Pont about what happened to that company in the early 1920's. It was pulled together by three cousins and built into the tremendous company it is today. It was done not because they stuck with gunpowder, but because they have some 10,000 products. A tremendous amount of money was poured into research, from which came the fundamental products, by-products, and by-lines. From this research came products which we all use today.

How can we do something like this? The companies which you represent have sales of possibly \$1,000,000 to \$20,000,000 a year. How much can we spend when the return in the macaroni business is small, as it is in the food business in general? The big chemical, automobile, and machinery companies make larger profits. They can pour more back into their business.

Our industry has started in a small way to put some money into fundamental research, through a fellowship in the Coval Technology Department of the North Dakota State University. Some things have been found about wheat that ultimately may lead to important information for us.

What can we do then to develop practical research? Something that will give us new products, something that will expand what we've got. If we want to rely on the population increase to increase sales, we can sit back; but is that enough? Where can we get the money for research? Do any of you have the answer to this problem?

Marketing Costs Up

Joseph P. Viviano, sitting in for his father, Peter J. Viviano, of Delmonico Foods, Louisville, Kentucky, stated:

In the early days of our industry, from what my grandfather tells me, raw materials and conversion made up most of the cost picture. Our company got its start because we were efficient

producers. Probably a lot of you got started that way.

As times and markets change, the cost picture changes. Today, the production costs take a smaller percentage. Research and development, as Mr. Cowen mentioned, enters into the picture, and even more important are marketing costs.

Marketing today covers a multitude of jobs. It is taking a product, advertising and merchandising it, so the consumer buys more of it than she used to. In the next ten years, we will probably see more changes in marketing methods, especially in the food industry, than we have ever seen before. With our present cost attitudes, are we going to make enough allowances for marketing research and development?

Some might note that large food companies have been in the macaroni business before. They tried to sell dry products and they found there just wasn't enough profit for them to be satisfied. Perhaps there is a lesson here.

Why are new companies coming in? The basic difference is that they are making a different product and merchandising it. They are making more profits or they wouldn't be in the business at all. The new competitors have a new concept. They are coming to us for macaroni, and adding a simple idea to change the product. Then they sell it. Right now it seems like it is a good effort.

New dinners are coming out. Here again they are taking a percentage of our shelf space. If they weren't moving, they wouldn't continue to stay in the store. "Is our effort to be good enough, good enough?"

Profits, the Key

Fred Spadafora, Association president and president of Superior Macaroni Company, Los Angeles, queried the group, "What's in store for the future of this industry?" He answers his question by saying: "It all hinges on what we do to improve our situation. If dinners are cutting into our market, we will have to change our methods."

We can have a lot of space for a display, but if the product doesn't move, it isn't going to carry you. We must give the consumer new methods of preparing macaroni dishes and we must advertise them. We are doing some of this, but we must do more. Then we must have more research to develop better products, something the consumer will want to eat more often, and develop ideas on how to serve them. These things all hinge on one thing—profit.

With the pressure that exists, dry macaroni product profit margins become narrower and narrower; competi-

tion becomes more keen, and additional discounts enter into the picture. You start with something that looks profitable, and by the time you take away all the trimmings, you wind up with very little with which to do anything. This has been a problem of the industry for a good many years, and it isn't getting any better. With keener competition in convenience foods, we must go out and do a job that we have never done before. The best way to do the job is for the members of the Association to improve their management and efficiency and to support the Institute in its efforts to increase consumption. With the industry moving in a forward direction, we will get the job done.

Real Profit—What Can It Do?

We all talk about "profit" in the food business. It is the most used and least understood subject relating to our business. Forums discuss it. Panels speak about it. Executive meetings explore it. Managers hear about it daily. And, still the deeper meaning of "profit" is beyond the comprehension of far too many food trade management executives. These men understand "profit" simply as the final figure on the Profit and Loss Statement of the corporation. They see profit merely a result. A result of good management. A result of their executive talent.

What they fail to understand is that profit goes far beyond being merely a result. For long-range planning, good profit must be understood as the most energizing and dynamic force in industry. How?

The New England Grocery Merchandiser turned to an outstanding authority on the subject of how good profits promote progress, Frederick R. Kappel, chairman of the board, American Telephone and Telegraph Company. The interview below is based on answers provided by Mr. Kappel in his statements on the subject and are reprinted with the permission of the New England Merchandiser Magazine.

Question: Why do you say that profit has a deeper meaning than simply indicating good management?

Answer: Actual studies show that where profits have been relatively good the result has been better growth records, with all that connotes of better value delivered to consumers, than for those firms with poor earning records. The companies showing good profits put more investment, including retained earnings, into new and improved equipment, they offered better job opportunities. In fact good profits cause things to happen that would not happen in the absence of good profits.

Question: Is this broader concept of profit new?

Answer: It is a new thought that profit can be causative in this broader sense. Our popular notion of profit is derived from the familiar classroom illustration that if a man grows an apple for 8 cents and sells it for 10 cents his profit is 2 cents.

Not Just Leftover

Question: Then profit is not simply "the residuum" or what's left over as the classical economists of the past have seen it?

Answer: No. Residuum (or residue), there is something lifeless about the word. It supports the prevalent view that the figures on the bottom line belong at the bottom of the scale of values, and the typical P & L statement showing profit as simply something left over helps this view. Its place in time at the bottom after the transaction is completed does not reflect its true potential. The idea that its vitality is ended once gained lends credence to those who contend that while a little bit of profit may do no harm, profits for the most part are bad, as a reflection of the ability of some to gain at other's expense. The fact is we are at odds with ourselves about profits. Our attitude too often is hurrah for the profit motive but down with profits.

Benefits of Profits

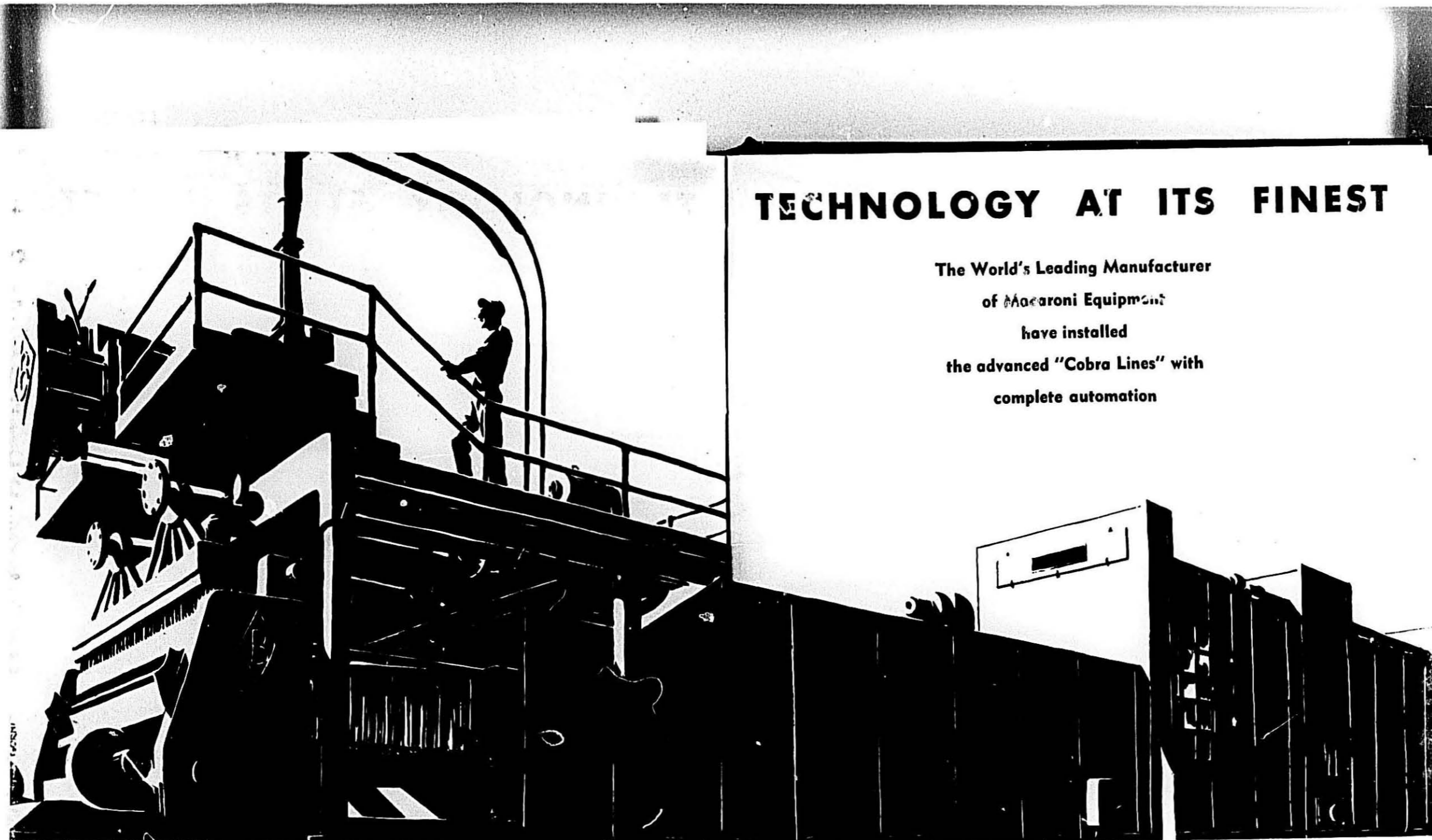
Question: What specific benefits to our business arise from making good profits?

Answer: The business that is profitable can operate much more economically than the one that is not. The profitable business need not defer current expenditures that will cut costs in the long run. The company that puts off doing what it ought to do because it can't afford to do it is in trouble by sacrificing long-run economies.

Question: Are there other benefits from good profits?

Answer: Yes. In the area of training of employees that goes beyond the formal training of any individual worker in his day by day tasks. Developing superior executive talent requires extra thought, time, and money to bring out their full potential. Young executives must learn from their mistakes. The company that cannot afford even small mistakes cannot afford the development of superior executives. In short (the food industry) faces a tremendous task in educating employees to newer concepts of distribution. It (the food industry) can't earn the means to do the training and educational job, the job is not going to be done.

Continued on page 24



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APRIL, 1965

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Rx FOOD FOR THOUGHT

An Undesirable Rx in Modern Living?

by Walter W. Sackett, Jr., M.D., Dade County Medical Association

IT is a corollary of living down through the ages that the hungry nations and peoples are the ones on the march, the ones who think the clearest and carry a plan through to completion. From what, then, stems our theories that as the best-fed nation we qualify as the most powerful, that three meals a day with in-between snacks constitute the ideal diet, that the coffee break increases our efficiency?

The blame for these dietary misconceptions and many others can be laid at the feet of the modern American mother; along with the unwelcome health results derived from such philosophies. By the same token, the modern doctor is equally culpable, for he has oft declared that the answer to hunger is food. This was fine in a society where food was in short supply, inasmuch as it constituted a protective mechanism; but in our country with its overabundance of food, it looms as a trap for our own citizenry.

Only recently, our best known luminary in baby-raising (with a name that has often revised mine in letters to sound something like Spockett) has admitted that his theory of demand (and more recently, permissiveness) in baby-raising has been an incorrect one for the good of our country. All too often, this theory devolved into a stuffing of a bottle of milk into the mouth of the crying infant.

Theories of Nutrition

Steeped in these theories of nutrition, now looked upon as overnutrition, my awakening resulted from a series of practical observations which fitted in well with my experiences as a family doctor. I soon found that the greatest cause of death and disease was directly connected with overeating and consequently overweight—namely, arteriosclerosis, with its some one million deaths a year, not to reckon with the old folks who, though alive, are suffering from the myriad of effects from a gradual closing of the arteries. This is in great contrast to the relative insignificance of cancer, with its quarter million deaths a year and its far less imposing record of crippling states.

The 77 per cent occurrence of atherosclerotic deposits in the walls of the arteries of autopsied American casualties in Korea (contrasted with the freedom from these deposits in the Korean, Turkish, and English casualties) has made many of us suspect the source as



Dr. Walter W. Sackett, Jr., M.D.

being the high fat diets of the average American. Forty to fifty per cent of the calories in the American diet come from fat, while in the more primitive races or those living closer to nature only ten to twenty per cent comes from fat, and in the latter these are mostly vegetable fats rather than of the animal variety.

The basic factor, then, in atherosclerotic diseases, be it the heart attack, stroke, the high blood pressure, the hardening of the arteries, has its origin in youth, indeed in babyhood. It is a modern enigma in health that we would raise a national clamor against tobacco with its insignificant death rate causation of 25,000 to 50,000 a year, and stand idly while watching American youth being banded into a diet dictated by scientists and food lobbies in our great nation.

Basic Foods

In my own practice, an episode with a baby without food for three weeks from birth and survival with normal subsequent growth only following major surgery, and my occasional talks with survivors from World War II prison camps (Japanese and German), have convinced me, along with my own personal experience with weight, that health lies in deprivation and the use of basic foods rather than those foisted upon us by an already fattened group of thinkers.

A look down through the ages should convince us that most civilizations have a basic food, simple in its composition, which accounts for the survival of nations as well as for the state of their

economy. The Mexicans with their beans; the French with their bread; the Irish with their potato; the Polynesians with their poi; the Orientals with their rice; the Balkans with their turnips; and, last but not least, the Italians with their macaroni and spaghetti have all made valuable contributions to the health and well-being of mankind.

Those nations who have not proceeded as yet to garnish these basic foods with fatty substances continue to enjoy a fractional rate in the occurrence of the great plague of modern civilization, the atherosclerotic diseases. The Italians are among those who enjoy this favorable freedom from modern disease — macaroni, rice, poi, bread, corn, and turnips being classified as low fat, high carbohydrate and modern protein foods. We in America would do well to emulate their diets—yes, in fact, to set up a powerful lobby in our Congress to that end which would convince the American public on countless hidden dietary facts.

Indeed, I would salute you men here today, in a sense dedicated not just to the health of America but to the health of all mankind. Should you at any time seek to establish a lobby in Washington, I would be honored to play a part in this laudatory health measure.

Man's Menu

TWO-THIRDS of the world's people live in countries with nutritionally inadequate national average diets, said an editorial in a recent issue of the Farmers' Union Herald. The diet-deficient areas include all of Asia except Japan and Israel, all but the southern tip of Africa, the northern part of South America, and almost all of Central America and the Caribbean.

The diet of people in these areas averaged 900 calories per day below the level of the one-third of the world living in countries with adequate national average diets in 1959-61, and 300 calories below the average nutritional standard for the diet-deficient areas.

The daily consumption of protein was less than two-thirds of the level in the diet-adequate countries; the fat consumption rate was less than one-third.

Some progress is expected in the diet-deficient area during the rest of this decade. The calorie level by 1970 is expected to be eight per cent above the base period (1959-61). Consumption of

Continued on page 14

The best macaroni, spaghetti and egg noodles . . .



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. . . . and kept fresh with Doughboy heatsealing.

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Congratulations, Macaroni Journal, on your 46th Anniversary!

Man's Menu—

Continued from page 12

protein and fat is expected to be up 10 and 16 per cent, respectively. This indicates an improvement not only in the quantity of food per person but also an improvement in quality.

However, a food deficit will still exist in 1970. The expected calorie gap will be the equivalent of 54,000,000 metric tons of grain. The deficit in animal protein will likely be equivalent to 6,500,000 tons of non-fat milk. About 3,200,000 tons of soygrits would be required to fill the protein deficit. About 3,100,000 tons of vegetable oil would be needed to satisfy the fat deficit.

The total cost of the food deficit in 1970 is projected to be \$8,800,000,000. This amount would be about one-third below the cost of the food deficit during the base period, 1959-61. About 93 per cent of the deficit is accounted for by countries in the Far East; Communist Asia alone is responsible for 62 per cent.

The diet-deficit countries are poor and food deficiencies merely reflect the low level of living in general. Per capita income in the base period was only \$97 compared to \$1,074 in the diet-adequate countries.

Although economic development is taking place, it is to a large extent offset by increases in population. These countries are already densely populated—53 persons per 100 acres of agricultural land compared to 17 persons per 100 acres in the diet-adequate countries. And the population is increasing at a rapid rate of 2.1 per cent annually, compared to 1.3 per cent in the adequate areas.

Problem of Productivity

The basic problem in the diet-deficit countries is one of productivity. The people cannot produce enough food to feed themselves or produce enough other products to afford to buy the food they require.

Dr. Louis O. Williams, chief curator of botany at the Chicago Natural History Museum, in his scholarly way, has devoted half a lifetime to the problem of hunger, especially as it afflicts the Latin Americans, and he sees no easy solution to the problem. Here is how he explains it:

"Where plants flourish and contain sufficient protein and carbohydrates, great civilizations spring up. Perhaps the world's best sources of protein and carbohydrates are beans and corn. The autonomous American civilizations would never have arisen without maize and beans. A man who must eat grass seed, nuts, anything he can scrounge, does not have the time to think.

"Go look at the Kalahari desert, which stretches across the southern part of Africa. In the Kalahari they still gather their food the way the American Indian did 10,000 or 15,000 years ago. These Indians were hunters, seed gatherers. This is all right so long as you have just a few people and a lot of land. But when the population begins to grow, you cut down on your protein supply and eventually eliminate it by killing off all the wild animals. Without protein, civilizations decline and men die.

"Most people from Mexico to Argentina are underfed, says Williams. "And there are more and more people all the time. Someone said recently that there are more people alive today than the total of all the people who ever lived before through all of history. And all of them must be fed."

Food Aid

Food aid accounts for a large part of the food imports into diet-deficit countries. These countries imported \$3,200,000,000 worth of food in 1959-61. Close to one-third of this came from the United States under concessional programs. Food aid will likely continue to make important contributions to diet improvement as well as economic development.

However, considering the size of the nutritional gap, the limitations of expanding food aid, and the chronic balance-of-payments problems in most less developed countries, the food gap will eventually have to be filled largely within each country itself.

Combating World Hunger

Monsignor John Romaniello, popularly called the Noodle Priest of Hong Kong and well-known to many U. S.



macaroni manufacturers, is seeing his dream come true of feeding millions of refugees from Communism with steaming portions of nutritious noodles in his noodle kitchens in Hong Kong.

Noodles made of enriched wheat flour, corn meal and milk powder donated by the people of the United States have saved millions of lives of refugees since the beginning of his noodle project in 1957.

The Maryknoll priest reports that there are now 28 noodle machines in Hong Kong, turning out 6,000 three-pound bags of noodles every day. The idea is now taking root in other parts of the world where there are thousands of hungry people and backward economies.

The noodle project has spread to Korea, the Philippines and Formosa, and pilot projects are under way in Africa and Latin America.

"A man who is hungry is half dead. You have to bring him to life first. Then you can teach him to read or write and look after himself. He cannot do any of these if all he has on his mind is the emptiness of his own stomach." This is the philosophy of Monsignor Romaniello.

Party Project

To help Monsignor Romaniello supply his noodles to the hungry, Catholic Youth magazine is encouraging its young readers to have an "Oodles of Noodles" party project. "Plan your fun for everyone," they say. Those working on decorations can place fireproof paper lanterns over the lighting fixtures, use rug mats (throw rugs) for sitting on the floor, urns of tree branches with tiny paper flower buds, and scrolls of bamboo with oriental scenes painted on them. The committee can wear kimonos (bathrobes) and other loose fitting clothing.

For refreshments, it's noodles, of course! Recipes for French Fried Macaroni, appetizers using small shell macaroni, and Noodles a la Alfredo with wide egg noodles, butter and Parmesan cheese, are given. At the conclusion of the refreshment period, they suggest everyone contribute 10 to 25 cents each to the "Oodles of Noodles" basket to help the Noodle Priest in his noodle project.

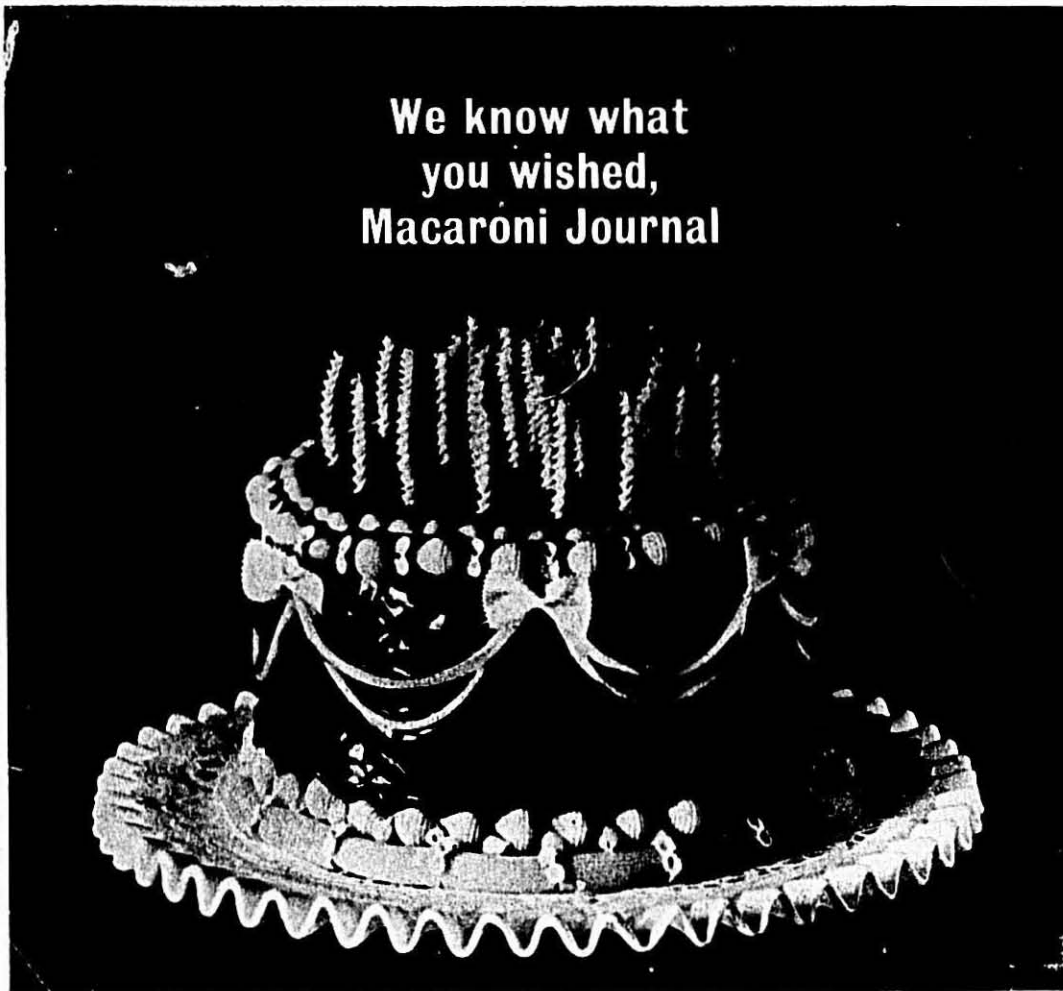
Recent Letter

A recent letter written by Monsignor Romaniello to Robert M. Green, executive secretary of the National Macaroni Manufacturers Association, said, in part:

"I am very appreciative of all that various individuals of the National Macaroni Manufacturers Association have done to help hungry people in

Continued on page 24

We know what
you wished,
Macaroni Journal



On your 46th anniversary we'll bet your wish is simply this: to be privileged to continue serving the macaroni industry for years to come.

Take our word for it. That's a good wish. As the oldest durum miller in the country we've been doing our best to deserve that privilege for four generations of macaroni manufacturers. Both of us, we know, take

real pride in helping these manufacturers turn out the finest products. Both of us will keep on improving this help.

Congratulations from King Midas—from one old hand in the business to another.

King Midas DURUM PRODUCTS



PEAVEY COMPANY
Flour Mills

Macaroni Is For Calorie Counters!

The National Macaroni Institute consumer publicity and promotional theme for the month of May will be "Enjoy Spaghetti—Egg Noodles—Macaroni in Calorie-Counted Meals."

Counting calories is a popular indoor sport these days. Even people who are not seriously overweight sometimes feel they should avoid their favorite foods in order to keep trim figures. For most, however, weight-control is simply a matter of planning menus with a variety of foods in sensible amounts.

Macaroni IS for calorie-counters! Too often, the would-be dieter looks at calorie figures only, and arbitrarily omits particular foods. She forgets that the combination of food for the whole day is to be considered, rather than just a single item. By all means continue to eat your favorite foods when you are concerned about weight problems, but keep an eye to the total calories for the day.

The dinner meal might supply from 600 to 800 calories. Then plan the other two meals so as not to exceed the total calorie budget for the day.

But often, it is difficult to figure the calories in a casserole or skillet main dish. Here is where the National Macaroni Institute helps. Below is a Calorie-Counters Dinner menu, with recipe for the main dish, and with calories for individual servings counted.

Calorie-Counters Dinner (About 631 calories)

- Jellied Consomme, with Lemon Wedge (1 cup, 13 calories)
- Tuna Noodle Skillet (1 serving, 313 calories)
- Buttered Broccoli (1 cup, 1 pat butter, 95 calories)
- Skim Milk (8 ounces, 90 calories)
- Raspberry Sherbet (1/2 cup, 120 calories)

Tuna Noodle Skillet (Makes 4 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces wide egg noodles (about 4 cups)
- 2 chicken bouillon cubes
- 1 can (10 1/2 ounces) tomato puree
- 1 can (6 1/2 to 7 ounces) tuna, drained
- 1 1/2 cups water
- 1/4 cup sliced ripe olives
- 1 tablespoon finely minced onion
- 1 teaspoon vinegar
- 1 teaspoon salt
- 1/4 teaspoon pepper

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

Dissolve bouillon cubes in tomato puree in large skillet. Add remaining ingredients and stir over medium heat until sauce begins to boil. Simmer, covered, 15 minutes. Add noodles, stir and heat.

The homemaker's problem of meal planning every day gets more complicated than ever, if there are weight-watchers in her family. Yet she knows that it is psychologically important to include favorite foods, at the same time seeing to it that each menu provides the maximum nutritive value with a minimum calorie content. How about a delicious Spaghetti Supper for that weight-conscious husband or teenager, Mrs. Homemaker? You think it can't be done? The National Macaroni Institute comes to the rescue again, with a complete supper averaging only 550 calories. Here it is:

Spaghetti Supper (About 551 calories)

- Spaghetti With Meat Balls and Parmesan Cheese (1 serving, 445 calories, 3/4 teaspoon cheese, 14 calories)
- Italian Bread with Butter (1 small piece, 53 calories, 1/4 teaspoon butter, 9 calories)
- Italian Salad
- Black Coffee

Spaghetti and Meat Balls (4 servings, about 445 calories per serving)

- 3/4 pound ground beef round
- 1 tablespoon chopped parsley (optional)
- 1 tablespoon salad oil
- 1 can (1 pound) tomatoes
- 1 can (8 ounces) tomato sauce
- 1/2 teaspoon basil
- 1 teaspoon salt
- 1/2 teaspoon salt
- 1/4 teaspoon pepper
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces spaghetti

Combine beef and parsley; mix well. Shape into 8 meat balls. Cook in oil until browned on all sides. Add tomatoes, tomato sauce, basil, 1 teaspoon salt and pepper. Cook over low heat 30 minutes, stirring occasionally.

Add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve meat ball-tomato mixture over spaghetti.



Spaghetti and Meat Balls

Perhaps your family favorite is elbow macaroni, instead. You think this dish's high in calorie content? Not at all! You can eat a generous dish of Macaroni and Cheese with Tomato Sauce, which tastes amazingly satisfying, and yet totals only about 248 calories per serving.

Macaroni and Cheese with Tomato Sauce (Makes 6 servings, about 248 calories per serving)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 cup creamed cottage cheese
- 1/4 cup chopped parsley
- 1/2 teaspoon onion salt
- 1 can (8 ounces) tomato sauce
- 1 teaspoon butter or margarine
- 1/2 cup grated process Cheddar cheese

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

Combine cottage cheese, parsley and onion salt; mix well. Combine cheese mixture, macaroni and tomato sauce; mix well. Grease 2-quart casserole with butter. Turn macaroni mixture into casserole; top with Cheddar cheese. Bake in 350° (moderate) oven 45 minutes or until cheese is lightly browned.

Drinking Man's Diet

Time Magazine says: "All over the U.S., overweight men and women are indulging in a new diet craze: drink all the martinis and whisky you want, stow away marbled steaks and roast duck, never mind the fats. Forget calorie counting, but avoid sugar and starchy foods as though they were poison. Adherents of the fad take as their battle

cry the title of a paperback booklet, *The Drinking Man's Diet* (Cameron & Co. \$1). The book's contents are a cocktail of wishful thinking, a nigger of nonsense and a dash of sound advice."

The diet is a derivative of the long-popular, high-protein regimen, and was attributed last year to the medical department of the U.S. Air Force Academy. Air Academy medics deny all knowledge of it on the credible ground that drink is not part of the standard diet of air cadets.

Simple Idea

"This really is a very simple diet," author Robert Cameron and son assert. "It can be summed up in one sentence. Eat Less Than Sixty Grams of Carbohydrate a Day. That's all there is to it" (Sixty grams are about two ounces.) At first, say the authors, the dieter will have to consult the tables to avoid ordering lima beans (15 grams of carbohydrates to an average serving) instead of green beans (a mere 3 grams). Afterward, they claim, it will be easy to run down the menu and pick poached filet of sole, champagne sauce—perhaps one gram for the flour in the sauce; highly recommended—or filet mignon, Bearnaise sauce—one gram for the eggs; no danger here. But as for a chocolate malted and mocha layer cake, "150 grams!—jamais de la vie!" The "grisy alternative" of a reducing diet is listed in terms of defatted French dressing, vegetableburger (a dry, scratchy mass of grated carrots, soybeans, daisy petals, etc.), skim milk and dry toast.

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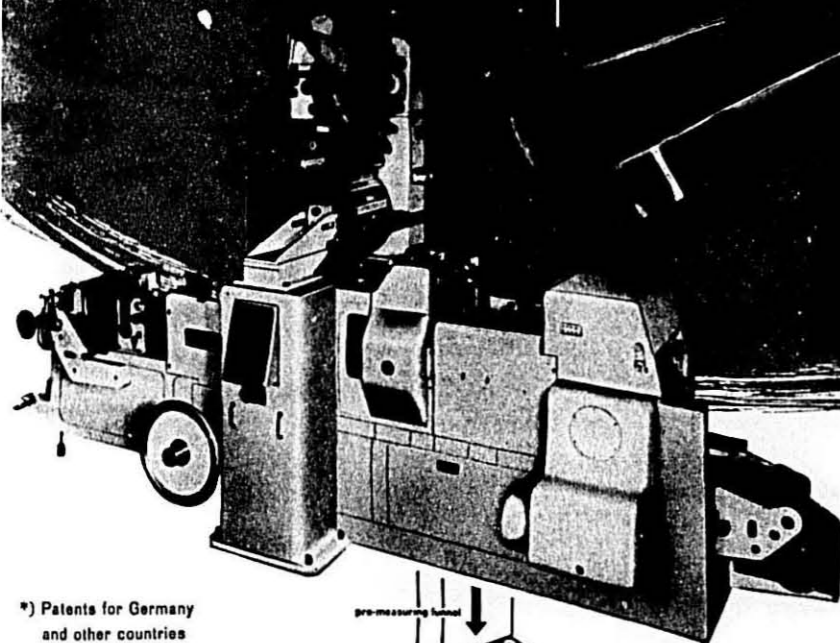
Tuna Noodle Skillet



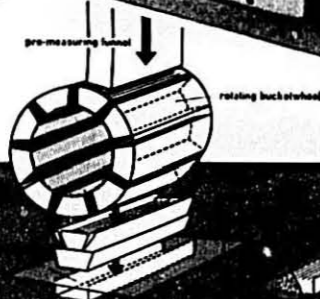
Macaroni and Cheese with Tomato Sauce

HESSOTRON-NT*

HESSOTRON-NT*



*) Patents for Germany and other countries already granted resp. applied for.



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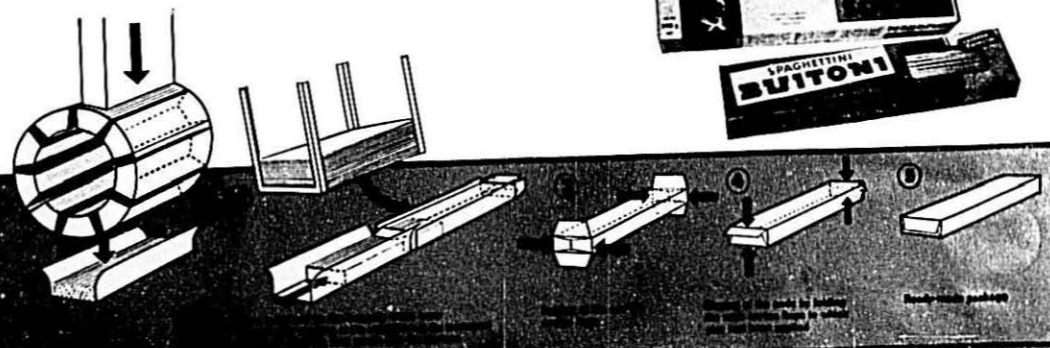
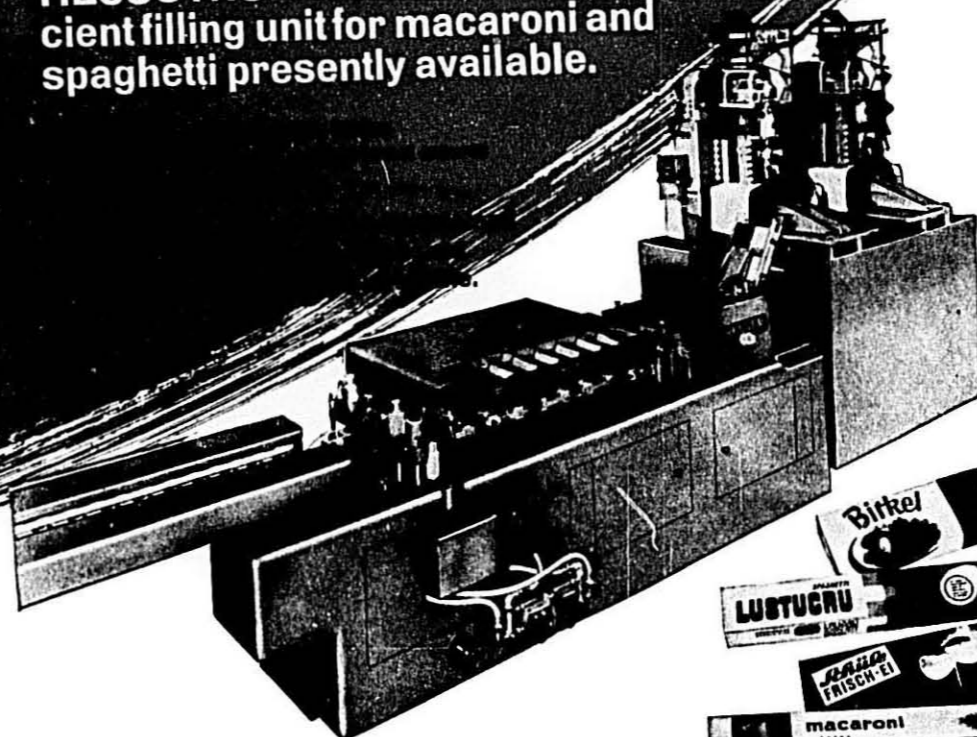
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one

two

HESSOTRON-NT is the most efficient filling unit for macaroni and spaghetti presently available.

297/2 9



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MYVAPLEX MEETS MARKETING CONCEPT

by Kendrick S. French, Assistant General Sales Manager,

Distillation Products Industries, Division of Eastman Kodak Company

FUNDAMENTAL to the "marketing concept" practiced so successfully by most of the major companies in the food field is a determination to give the customer what he wants, rather than try to sell him what the company happens to make.

Progressive companies are directing every phase of their operations toward this objective—research, product formulation, production, advertising, distribution and sales. The marketing concept, in its infancy, led to canned foods; as it has matured, it has brought such advances as frozen foods, convenience packaging, continuous improvements in product quality—and even the super-market itself.

Reason For Emphasis

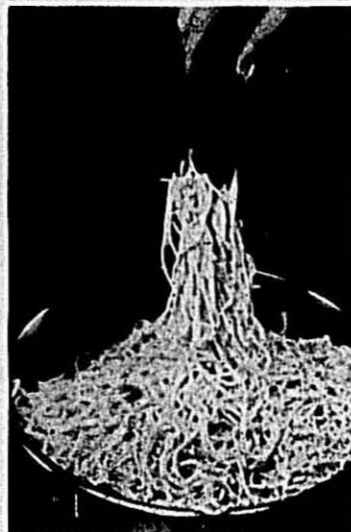
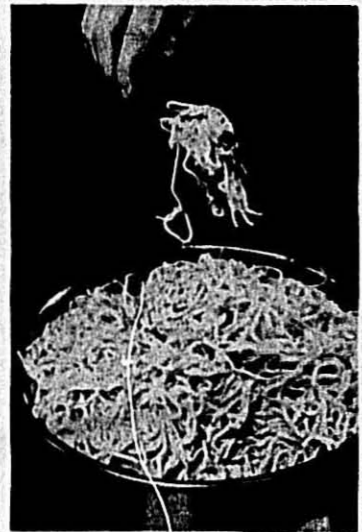
The reason for this industry-wide emphasis on the marketing concept is basic: today's consumer is sophisticated and discriminating. Her loyalty goes to the brand which offers dependable quality, readily available in easy-to-use form.

The same is true of the institutional buyer who, in turn, must satisfy the discriminating "wants" of the cafeteria or in-plant lunchroom patron, within an efficient operation that minimizes costs.

But the marketing concepts doesn't always start with the food manufacturer. More and more, particularly in the research stage, it extends back to the manufacturer's suppliers of ingredients or technology. This was the case in the development work that led to the amendment of the Macaroni and Noodle Products Standard last December to permit the use of distilled monoglycerides in these products. Research by Distillation Products Industries in cooperation with macaroni products manufacturers and canners led to the proposed use of distilled monoglycerides to improve the product in both eating quality and handling characteristics.

New Amendment

The amendment opens up new opportunities for better meeting customer "wants"—with consequent greater sales and better profits—throughout the macaroni industry, whether the product is dry, frozen or canned. Again, the reason is basic: addition of distilled monogly-



Refrigerated cooled spaghetti: No monoglycerides on the left; added on the right.

cerides makes it possible for the industry to offer the customer a superior product that better meets his "wants"—a product that is more firm and resilient, free of stickiness, tolerant to prolonged cooking, exhibits better sauce cling and is capable of being refrigerated or frozen and then reheated without loss of quality.

Prestige Products

Because the very lack of these product characteristics keeps canned macaroni from being considered a prestige product, the impact of distilled monoglycerides such as Myvaplex concentrated glyceryl monostearate will undoubtedly be felt first and strongest in the canned product.

Even before amendment of the Standard, a number of canners marketed product containing Myvaplex for approximately one year under special FDA permits. All of them are expected to make it standard production procedure now and many others who preferred to wait for amendment can be expected to do the same.

These are some of the opportunities these producers see for more purchases of their canned products in the home-use market:

More frequent servings by the housewife because she can have the conveni-

ence of a prepared meal and appetite appeal that approaches home-cooked spaghetti.

More adult, dinner-time use of canned macaroni, spaghetti and noodles — instead of just for quick lunches for the children.

More generous use of the product by housewives, perhaps preparing two cans instead of one because she can safely refrigerate the one without it becoming compacted or saturated with the sauce—and reheat it the next day without being ashamed of the quality.

Convenience Foods

Dry and frozen macaroni marketers can expect to benefit from these same opportunities, especially with "instant" and convenience-oriented products. In addition, dry spaghetti makers can directly attack two housewife-error problems that spoil many a home-cooked dinner and make young wives shy of trying it again—overcooking and improper rinsing to avoid stickiness.

The key to all of these opportunities is marketing what the housewife wants—a product she can prepare quickly,

Continued on page 22

THE MACARONI JOURNAL



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.



Distillation Products Industries is a division of Eastman Kodak Company

Myvaplex Meets Marketing Concept—

Continued from page 20

amidst the rush of modern living, and surely, enhancing her status as a good wife, mother and hostess.

Similarly, this is the key to new opportunities in institutional and restaurant markets.

Cafeterias and restaurants that have to hold macaroni dishes for long periods on steam tables will be able to do it without serving late-comers the mushy, swollen product that such overcooking formerly produced.

Volume feeding institutions will be able efficiently to precook large batches to be refrigerated until use.

Short-order restaurants who need the speed and convenience of canned, frozen or instant macaroni will be able to serve these products without endangering their reputations for quick and tasty foods. In fact, they will be able to purchase economical gallon cans which previously have been nearly impossible for the canner to produce.

These significant new opportunities for the macaroni industry are typical of the marketing concept at work, providing what the customer wants. But the research and development work on distilled monoglycerides for macaroni has not overlooked another important aspect of the marketing concept—that it must be possible to produce the product the market wants efficiently and economically so it can be marketed at competitive prices.

Easy to Use

Myvaplex Type 600, for example, is easy to use in the macaroni plant. It comes in the form of white free-flowing beads that are easy to handle and measure but which disperse readily in warm water.

Numerous experiments have demonstrated that use of Myvaplex at the economical level of 1.5 per cent of the dough gives optimum results.

Its in-plant use is fully compatible with the existing production equipment for maximum production efficiency. Those who have tested the use of Myvaplex report that the macaroni extruder dies—a little extra benefit which is in perfect keeping with the marketing concept.

One company even reported that the product effectively lubricated the extruder dies—a little extra benefit which is in perfect keeping with the marketing concept.

In the Test Market

General Foods Corporation is market testing elbow and shell macaroni, bite-size spaghetti and egg noodles in Phoenix, Arizona, Hartford, Connecticut, Portland, Oregon, and Cleveland,

Ohio. The products, being sold under the Minute Brand label, are precooked. This is done under a patented process. The company claims that the product has a low starch content and requires no draining after boiling. A label statement says: "Lighter—starch controlled."

This statement as well as the implication of quick cooking by the brand name, Minute Macaroni, is being checked with the Federal Food and Drug Administration, to see if the product conforms to the Standards of Identity and is properly labeled.

The macaroni products are being sold in 9-ounce packages retailing at a suggested price of 29 cents and 18-ounce packages retailing at about 55 cents. Egg noodles are packed in 7-ounce packages and retail for about 37 cents.

Chicken and Stars

Campbell Soup Company is reported to be planning test marketing of a condensed soup called Chicken and Stars. Probable markets will be in Minnesota, Milwaukee and Denver.

The soup contains chunks of chicken and star-shaped macaroni in a chicken broth. It is reported that an introductory advertising offer would include a coupon offer which may be mailed with two labels from the soup for a full refund of the purchase price.

Bohack Line

A modernized logotype and bolder color treatment characterize the new folding cartons for H. C. Bohack Co. Inc.'s line of macaroni, spaghetti and egg noodles. The cartons utilize more dramatic delineations of color and a more unified blend of graphics, to yield greater appetite appeal with a quality image.

Produced by Rossotti Lithograph Corp. of North Bergen, N.J. the cartons for this eastern chain utilize several

additional innovations. These include a window on the front panel, recipe treatment on the back panel and an easy opening device for partial use and better storage of the contents.

In a further effort to satisfy the consumer's requirements, the chain's cartons carry the product identification over to the side panels to make for easier pantry shelf identification.

The Bohack line of pasta products is an expanded one over the original. It is expected to reflect a more effective marketing technique.

The entire line was lithographed in four colors by Rossotti Lithograph Corp.

Golden Grain Promotion

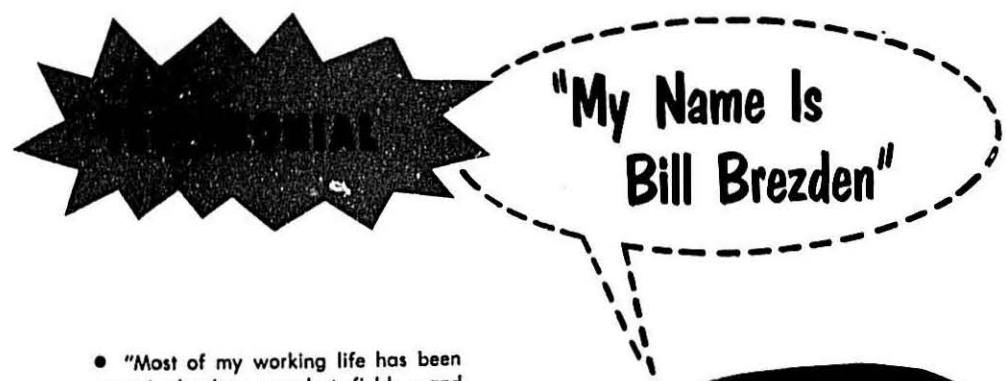
"It looked as if we had created a Gold Rush," said Gene McCormick, grocery manager of Shoppers' Paradise, Spring Valley, N.Y., the day after he and his assistant manager, Ronald Jones, put the finishing touches on the largest display of Golden Grain Macaroni Company convenience dinners and Rice-a-Roni products ever assembled in one store.

In one week, customers bought 3,120 of the exhibit's 4,368 packages of eleven different Golden Grain convenience foods, which included Cheese, Chicken, Beef and Spanish Rice-a-Roni; Wild Rice-a-Roni; Fried Rice-a-Roni with Almonds; Rice-a-Roni Rice Custard Pudding; also Spaghetti Dinner, Noodle-Roni, Twist-a-Roni and Chicken, and Scallop-a-Roni convenience meals.

The exhibit, topped by an attention-getting cable car sign which prompted customers to "Climb Aboard the Golden Grain Carload of Values," was conceived by Howard Pratt, sales supervisor for Seggerman-Nixon Corp., a Long Island City, N.Y. food brokerage firm.



New Bohack line of packages



Bill Brezden

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

North Dakota Mill and Elevator

GRAND FORGE, NORTH DAKOTA PH. 721-4221



Way Back When— Continued from page 7

30 Years Ago

• Dr. Morris Fishbein, editor of the Journal of the American Medical Association, noted that people on relief were getting a better selection of the right kinds of food for their health than many of those who were free to make up their diets. Macaroni, spaghetti and egg noodles showed up on relief dietaries frequently.

20 Years Ago

• The death of President Franklin Delano Roosevelt on April 12 was mourned.

• Members of the armed forces and civilians in Europe put a strain on the food supply. Macaroni gained with the rationing of meat and many canned goods.

• The National Macaroni Institute, started in 1937 by M. J. Donna, was passing the hat to make some periodic publicity releases. Ben Jacobs was selling the publicity campaign on the West Coast, as well as explaining the new Standards of Identity and Control Orders from the Office of Price Administration, War Production Board and War Food Administration.

10 Years Ago

• Bulk flour service was started in the metropolitan area of New York. The Brooklyn plant of LaRosa Macaroni Company was the first consignee to use the combination bulk rail car and trailer truck delivery service.

• A series of merchandising meetings were held around the country to discuss plans for the macaroni, egg noodle, and canned meat promotion scheduled for "Easy Summer Serving."

• Consultant Franklin C. Bing, Ph.D., conducted a search at Chicago's John Crerar Library to list available literature on macaroni products.

• A DuPont survey in supermarkets showed 19.1 per cent of macaroni purchases were planned; 17.6 per cent were planned in a general way and purchased; 1.6 per cent were purchased as a substitute; and 61.7 per cent were purchased without previous plan, making a total of 80.9 per cent store decisions for macaroni products.

Real Profit— Continued from page 9

Question: Where else is there a specific need for good profit?
Answer: In the area of engineering and building facilities. An example from the telephone industry tells the story. An engineer decides what size cable to serve a growing neighborhood.

There are 200 homes now, but he knows there will eventually be over 400 homes. Putting in a 400-home cable will be more costly than one to serve 200 presently. So what will he do? If his company is hard up, he must put in the cheaper cable now but the long-range cost will be much greater than if he could put in the 400-home cable in advance. It is common knowledge that profit or the prospect of profit, is necessary to attract capital. But the more important factor is that healthy profit promotes the effective use of this capital. In (the food business) thousands of decisions like the cable-decision must be made.

Depreciation

Question: What about depreciation?
Answer: A large portion of our "plant" across the nation is growing so old that almost a third should be scrapped. Our tax laws do not allow industry enough depreciation expense, either in total or year by year. This results in understatement of true costs, overstatement of income. In consequence we have an actual tax on capital. The combination makes adequate depreciation and adequate real profit impossible.

Wrap-up

Comment: What does all this mean to our food industry? First it points out that profit is not merely what's left over. That "profit" means much more than this to every operator. It means that, now in 1965, long-range pricing policy to earn a good profit is necessary to the continued good financial health of our industry. This will mean a long hard look at the current policy of pricing based on competitive pricing which is simply subsidized by eating up a part of future working capital. Such pricing policy, continued for long, will mean that a number of operators will be forced to turn to short-term costly borrowing in the near future to meet capital needs.

A further fact is that over-storing is a reality in New England and will continue as a reality and that the point will be reached when it is just too expensive to maintain a projected volume level in the face of an aggravated over-store situation in a given area.

It is only in the degree operators recognize the long-range dangers and act now to put themselves in the "good-profit" class of operators that our industry will continue to prosper.

**61st Annual Meeting
National Macaroni Processors Assn.
Hotel Biltmore, New York City
July 13-14, 1965**

Combating World Hunger— Continued from page 14

other parts of the world. The American ideal, of course, is to help the forgotten man, and anyone who is hungry does fall into that category. Our friends in the U. S. macaroni industry do exemplify this ideal in their compassionate help to these people. It has given me courage to devote my efforts to help hungry people wherever they are . . . and the opportunity now is great, with the American surplus flour available to be processed into noodles for feeding these people. Give my kindest greetings to all the members of the Association."

Food to Flood Area

More than 18 tons of food were loaded aboard a Slick Airways plane and flown to the isolated community of Eureka, California, recently by the Golden Grain Macaroni Company, according to Vincent DeDomenico, general manager of the firm.

Located 285 miles north of San Francisco, Eureka was one of the communities stricken by floods this winter which plagued the West Coast. All roads to the city were impassable and were not expected to be restored for some time, DeDomenico said.

The food—37,000 pounds of Rice-A-Roni and macaroni products—was delivered to food brokers for immediate distribution to retail stores serving the 28,000 residents of the area.

Don Fletcher Honored

Donald G. Fletcher, president of the Crop Quality Council, Minneapolis, was honored at the annual convention of the U. S. Durum Growers Association for outstanding service to the durum industry. A plaque was presented in recognition of his work in the development of new durum varieties and in encouraging quality production.

The U. S. Durum Growers Association plans to make an annual event of recognizing outstanding contributions to the durum industry.

Purchasing Agent

John Philip Palermo has been appointed purchasing agent by De Francis Machine Corporation. Born in Brooklyn, John attended Forest Hills High School where he graduated with highest honors. He presently attends Pace College in New York City evenings as a junior studying accounting. John is a baseball fan as well as a ski enthusiast.

SALES BOOSTER FROM GENERAL MILLS



SWEET-SOUR HAMBURGER SKILLET

1 lb. ground beef
1 cup finely chopped onion
vegetable oil
1 tsp. garlic salt
¼ tsp. salt

¼ tsp. pepper
½ cup water
1 cup chili sauce
½ cups uncooked noodles
1 tbsp. sugar

Sauté beef and onion in small amount of hot oil until browned. Sprinkle with seasonings; stir in water and ½ cup of chili sauce. Cover; simmer over low heat 20 min. Meanwhile, cook noodles as directed on pkg. Drain; rinse with hot water. Stir noodles into meat mixture; blend in remaining ½ cup chili sauce and sugar. Heat through. 4 servings.



TOMATO SAUCE FOR MACARONI OR SPAGHETTI

2 med. onions, diced
1 clove garlic, minced
2 tsp. vegetable oil
1 can (1 lb. 4 oz.) tomato juice
1 can (6 oz.) tomato paste
1 tsp. chili sauce

1 tsp. ground dry basil, if desired
½ tsp. sugar
¼ tsp. salt
¼ tsp. pepper
dash of cayenne pepper
hot drained boiled spaghetti or macaroni (7- or 8-oz. pkg.)

Brown onion and garlic in oil in skillet. Add rest of ingredients except spaghetti. Simmer uncovered 30 min., stirring frequently. Serve over spaghetti. Sprinkle with grated cheese, if desired. 4 servings.
Note: If a meat sauce is desired, brown ½ lb. ground beef with the onion.



SEAFOOD SAUCE FOR NOODLES

¼ cup butter or margarine
¼ cup flour
½ tsp. salt
¼ tsp. pepper
2 cups milk

2 egg yolks, beaten
1 tsp. sherry flavoring or lemon juice
2 cups cooked seafood in large pieces
1 pkg. (7 or 8 oz.) cooked noodles

Melt butter over low heat. Blend in flour, seasonings. Cook over low heat, stirring constantly until mixture is smooth, bubbly. Remove from heat; stir in milk. Bring to a boil, stirring constantly. Boil 1 min. Gradually blend half of white sauce into egg yolks; pour mixture back into remaining white sauce. Just before serving stir in flavoring and seafood. Pour over hot cooked noodles. Garnish with parsley and pimiento strips.

IMPRINTING SPACE FOR YOUR BRAND NAME

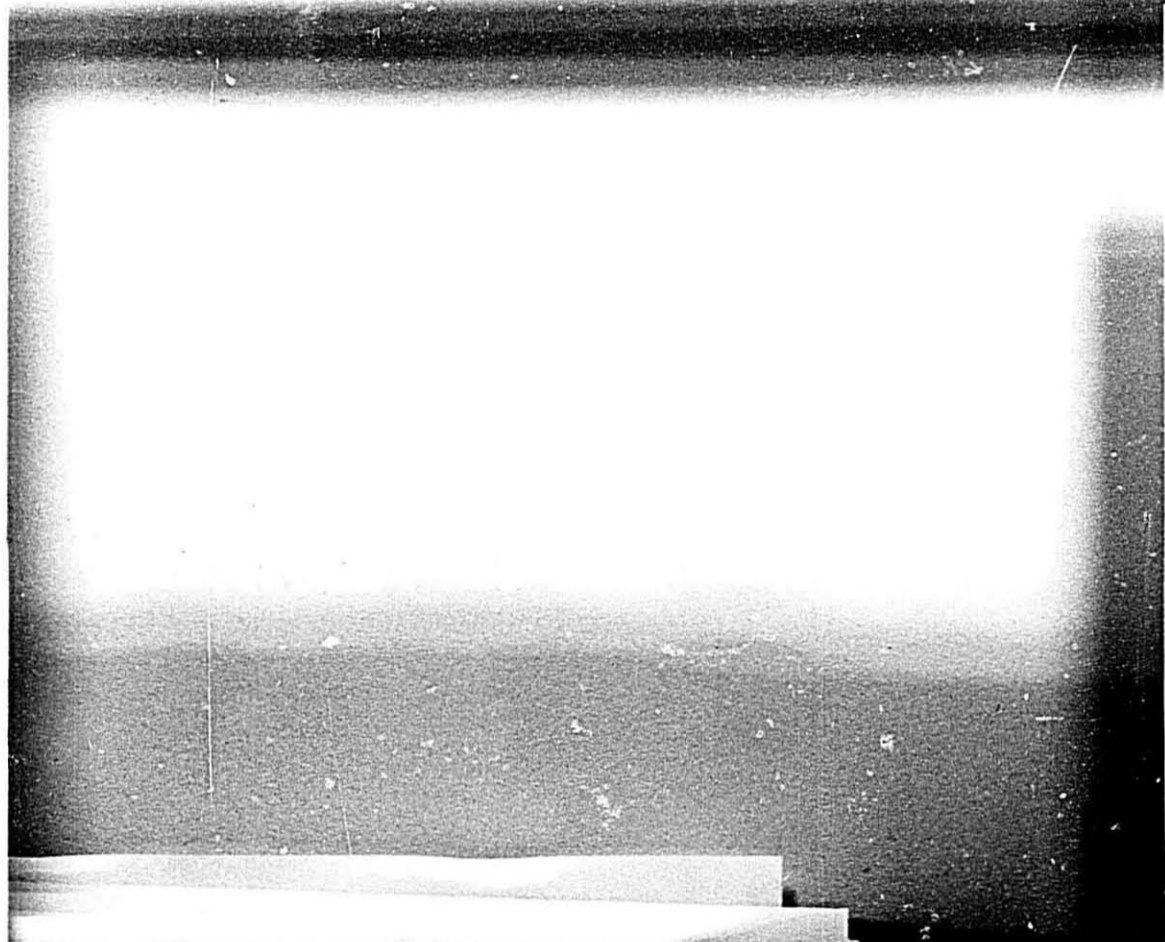
Recipes from the Betty Crocker Kitchens

Eye-catching tear-off pad of eight recipes from the Betty Crocker kitchens. Quick and easy sauces for macaroni, spaghetti and noodle dishes. Displayed at point of purchase, these recipes will stimulate your sales of macaroni products. Another service from General Mills. There are

50 sheets to a pad. Punched for hanging. Only 12¢ per pad, f.o.b. Minneapolis (less than ¼¢ per sheet). Imprinted with your brand name and company address, free, in quantities of 200 pads or more. To order your pads, see your General Mills Durum representative or write:

DURUM SALES
Minneapolis, Minn. 55400





• The Delar...
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 • Cons...
 • A D...

There are 200 homes now, but he knows there will eventually be over 400 homes. Putting in a 400-home cable will be more costly than one to serve 200 presently. So what will he do? If his company is hard up, he must put in the cheaper cable now but the long-range cost will be much greater than if he could put in the 400-home cable in advance. It is common knowledge that profit or the prospect of profit, is necessary to attract capital. But the more important factor is that healthy profit promotes the effective use of this capital. In (the food business) thousands of decisions like the cable-decision must be made.

Depreciation
Question: What about depreciation?
Answer: A large portion of our "plant" across the nation is growing so old that almost a third should be scrapped. Our tax laws do not allow industry enough depreciation expense, either in total or year by year. This results in understatement of true costs, overstatement of income. In consequence we have an actual tax on capital. The combination makes adequate depreciation and adequate real profit impossible.

Wrap-up
Comment: What does all this mean to our food industry? First it points out that profit is not merely what's left over. That "profit" means much more than this to every operator. It means that, now in 1965, long-range pricing policy to earn a good profit is necessary to the continued good financial health of our industry. This will mean a long hard look at the current policy of pricing based on competitive pricing which is simply subsidized by eating up a part of future working capital. Such pricing policy, continued for long, will mean that a number of operators will be forced to turn to short-term costly borrowing in the near future to meet capital needs.

A further fact is that over-storing is a reality in New England and will continue as a reality and that the point will be reached when it is just too expensive to maintain a projected volume level in the face of an aggravated over-

Combating World Hunger—
 Continued from page 14

other parts of the world. The American ideal, of course, is to help the forgotten man, and anyone who is hungry does fall into that category. Our friends in the U. S. macaroni industry do exemplify this ideal in their compassionate help to these people. It has given me courage to devote my efforts to help hungry people wherever they are . . . and the opportunity now is great, with the American surplus flour available to be processed into noodles for feeding these people. Give my kindest greetings to all the members of the Association."

Food to Flood Area

More than 18 tons of food were loaded aboard a Slick Airways plane and flown to the isolated community of Eureka, California, recently by the Golden Grain Macaroni Company, according to Vincent DeDomenico, general manager of the firm.

Located 285 miles north of San Francisco, Eureka was one of the communities stricken by floods this winter which plagued the West Coast. All roads to the city were impassable and were not expected to be restored for some time, DeDomenico said.

The food—37,000 pounds of Rice-A-Roni and macaroni products—was delivered to food brokers for immediate distribution to retail stores serving the 28,000 residents of the area.

Don Fletcher Honored

Donald G. Fletcher, president of the Crop Quality Council, Minneapolis, was honored at the annual convention of the U. S. Durum Growers Association for outstanding service to the durum industry. A plaque was presented in recognition of his work in the development of new durum varieties and in encouraging quality production.

The U. S. Durum Growers Association plans to make an annual event of recognizing outstanding contributions


SALES

Who's U.S.A. A17212

MEXICAN LUNCHEON


1 lb. bulk pork sausage, broken in pieces
 1 can (1 lb.) tomatoes
 1 cup commercial sour cream
 1/2 cup water
 1 tsp. sugar
 1/2 tsp. salt
 1 cup finely chopped onion
 1 pkg. (7 or 8 oz.) uncooked egg noodles
 Sauté meat, onion and green pepper in heavy skillet, until meat is browned and onion translucent. Drain off excess fat. Stir in remaining ingredients. Cover and simmer 30 min., or until noodles are tender, adding more water if necessary to prevent sticking. Garnish with parsley, 4 to 6 servings.

Note: For greater speed in preparation use blender for chopping vegetables.




MACARONI WITH TUNA CHEESE SAUCE

1/2 cup butter
 1/2 cup flour
 1/2 cup milk
 1/2 tsp. salt
 1/2 tsp. pepper
 1 can (7 oz.) tuna or salmon
 1 pkg. (7 or 8 oz.) macaroni
 2 cups grated Cheddar cheese
 2 cups grated Swiss cheese
 1/2 cup minced parsley, and chives or onion
 1/2 tsp. each thyme, basil, savory.
 Melt butter over low heat. Blend in flour, seasonings. Cook over low heat stirring until mixture is smooth and bubbly. Remove from heat. Gradually stir in milk. Bring to a boil, stirring constantly. Boil 1 min. Remove from heat. Mix in cheese and tuna and stir until cheese is melted. Serve immediately over hot boiled macaroni, 6 to 8 servings.




TOMATO-MUSHROOM SAUCE

2 strips bacon, diced
 2 tsp. flour
 1 can (4 oz.) mushroom pieces and stems (about 1 cup), drained
 1/2 cup chopped ripe olives
 1/2 cup drained boiled spaghetti or hot drained tomato juice or strained tomato juice
 2 cups tomato juice or canned tomatoes
 Sauté bacon. Blend flour, sugar and salt into bacon fat. Cook until smooth and bubbly. Remove from heat. Gradually stir in tomato juice. Bring to a boil, stirring constantly. Boil 1 min. Brown mushroom in butter. Add mushrooms and olives to sauce. Makes 2 1/2 cups.




EASY ITALIAN SPAGHETTI

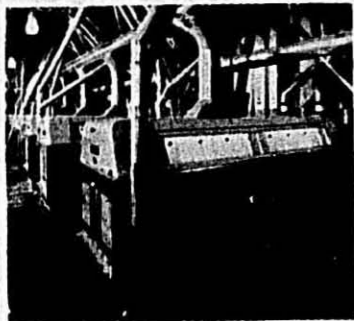
1 small onion, minced
 1 can (8 oz.) tomato sauce (1 cup)
 1 tsp. hot fat
 1/2 lb. ground beef
 1 can (8 oz.) mushroom spaghetti sauce (1 cup)
 Add ground beef and brown. Stir in tomato sauce, mushroom spaghetti sauce. Bring to boil; then reduce heat, simmer 5 minutes. Remove from heat.
 Sauté onion in fat. Add ground beef and brown. Stir in tomato sauce, mushroom spaghetti sauce. Bring to boil; then reduce heat, simmer 5 minutes. Remove from heat.
 Pour the hot sauce over drained hot boiled spaghetti (7 or 8 oz. uncooked) on hot platter. Sprinkle with grated sharp American or Parmesan cheese. Serve immediately. 4 generous servings.



BLEU CHEESE SAUCE WITH SPAGHETTI

1 can (10 1/2 oz.) cream of mushroom soup
 1/2 cup cream or evaporated milk
 1 cup crumbled Bleu or paprika macaroni (7-oz. pkg.)
 1/2 tsp. salt
 1/2 cup hot fat
 1 can (8 oz.) tomato sauce (1 cup)
 1 tsp. hot fat
 1/2 lb. ground beef
 1 can (8 oz.) mushroom spaghetti sauce (1 cup)
 Add ground beef and brown. Stir in tomato sauce, mushroom spaghetti sauce. Bring to boil; then reduce heat, simmer 5 minutes. Remove from heat.
 Sauté onion in fat. Add ground beef and brown. Stir in tomato sauce, mushroom spaghetti sauce. Bring to boil; then reduce heat, simmer 5 minutes. Remove from heat.
 Pour the hot sauce over drained hot boiled spaghetti (7 or 8 oz. uncooked) on hot platter. Sprinkle with grated sharp American or Parmesan cheese. Serve immediately. 4 generous servings.





New Purifiers

Improvements at International Milling Co.

In order to improve the quality of a product already well known for its high standards throughout the macaroni industry, International Milling Co. Inc. recently completed a \$160,000 improvement project at its "Capital B" mill in St. Paul.

"The improvements are part of our '100 percent service' program designed to serve the macaroni manufacturers and provide them with the finest quality ingredients," said A. L. DePasquale, International's durum products sales manager.

Then new quadruple purifiers, plus additional sifters and roll stands, comprise the latest addition of new equipment to the mill.

The St. Paul "B" mill was one of the first mills built exclusively for semolina production in the U. S. It is one of four durum mills operated by International. Other plants are located at Humberstone, Ontario; Baldwinsville, N.Y.; and the company's St. Paul "A" mill which is located across town from the "B" mill.

Constant Program

International's mills are constantly being modernized as new and better milling equipment comes on the market. The recently completed plant improvement program in St. Paul is an example of the steps International is taking to retain the confidence of its durum products customers.

Although a slight increase in capacity may result from the new equipment, the primary reason for the installation is International's desire to further improve products already well known for their high quality.

The ten new purifiers have replaced 22 old-style purifiers in the mill. These, together with four quad-purifiers installed in 1962, have replaced all the mill's older purifiers. As a result the entire purification system at St. Paul is less than three years old.

Another recent improvement at the "B" mill occurred in 1963 when the company installed equipment to load bulk trucks, supplementing its bulk loading facilities for shipment by rail. "This was necessary because many of our durum products customers do not have railroad sidings and are some distance from any of the company's durum mills or bulk stations," DePasquale said.

International has made a number of other improvements at its durum mills recently. A pneumatic by-products loading system was installed at its St. Paul "A" mill. Its mill at Baldwinsville, N.Y., was recently equipped with bulk equipment. The result is that all of the durum mills are now able to handle bulk loading of both trucks and railroad cars.

Laboratory Control

Each of the mills are served by well equipped mill laboratories where skilled technicians run tests to judge color, dress and granulation.

The company's central research and quality control laboratory in Minneapolis carefully rechecks the quality of all durum flour and semolina products.

Tests are also run on samples taken from every car of durum wheat which the company purchases. "In this way we make sure that all of the durum wheat which we use will measure up to our rigid quality standards," DePasquale said.

Sales Activities

Sales activities of the company are organized so that durum products are sold direct to the macaroni industry by a separate sales organization under the direction of DePasquale.

The firm's eastern durum products sales region is headed by Sal Maritato who headquarters in New York City. The central states sales are directed by George Hackbush who works out of International's Chicago office.

In addition to its recognized status as one of the leading producers of durum products in the country, International also produces a wide variety of flours and bakery mixes for bakeries and large institutions throughout the U. S. International exports its products to 70 countries around the world.

In an effort to increase public awareness of macaroni products, International has initiated a campaign within the industry to spur greater macaroni consumption. The campaign has been well accepted and already thousands of bumper strips have been distributed. They carry the message: "Macaroni Makes a Meal—Serve Some Soon" and "Nutritious Noodles—Serve Some Soon."



New Sifters

"Our industry has made excellent progress and we want to continue our combined efforts to get the American public consuming more macaroni products in the endless variety of preparations. These bumper strips will be another method of maintaining public awareness of the value of macaroni products and assisting in the increase of macaroni consumption," DePasquale said.

Golden Grain Advertising

Golden Grain Macaroni Company is using consumer magazine advertising for the first time. The company has contracted for a series of monthly full-color ads in Woman's Day and Family Circle. It has also begun an intensive campaign of spot TV commercials in 50 metropolitan markets—a minimum of 25 spots a week in each market. The spots are expected to increase the local impact of Golden Grains's \$1,000,000 schedule of national TV advertising on five network daytime shows, "Jack Benny Show," "I Love Lucy," "The Real McCoys," "Andy Griffith Show," and "CBS Morning News."

Wedding Bells

Mr. and Mrs. Albert S. Weiss of Cleveland, Ohio have announced the wedding of their daughter Susan to Dr. Howard Saul Lubar on the sixth of February. Mr. Weiss is president of Weiss Noodle Company.

Mr. and Mrs. John H. Linstroth of Minneapolis, Minnesota have announced the wedding of their daughter Catherine Ann to Richard Donovan Stewart on the twentieth of February. Mr. Linstroth is an official of the Creamette Company.

At your service...

100%

Our only interest is to serve you
and to provide you with
the finest quality ingredients

DURUM DIVISION



International
MILLING COMPANY INC.
General Offices: Minneapolis, Minnesota



Lloyd E. Workman Malcolm B. McDonald James H. Kallestad Lee W. Walden

International Milling Appointments

Malcolm B. McDonald, vice president of International Milling Co.'s U. S. Flour Milling Division, has been elected to the newly-created position of senior vice president for corporate development.

In his new position, McDonald will be responsible for the development of corporate expansion and diversification for the Minneapolis-based company.

McDonald joined the company as a vice president in 1951, becoming a member of the board of directors in 1952. In 1960 he was placed in charge of the company's U. S. Flour Milling Division. He is a graduate of Carleton College, Northfield, Minn., and received his LL.B. degree from Harvard University.

In Milling

Replacing McDonald as head of International's U. S. Flour Milling Division is Lloyd E. Workman. Workman will have overall responsibility for all sales and production functions at International's 15 flour mills in the U. S. This includes the firm's U. S. industrial sales (bakery flour, bakery mixes and durum products), and all grocery products sales. The division is the firm's largest, employing 1,000 persons.

Workman joined International in 1946. He became a vice president in 1959 and was elected a director of the firm in 1961. He directed the company's U. S. Supersweet Feeds Division prior to assuming responsibility as general sales manager in charge of all U. S. industrial products sales in 1961, a position he held until his current promotion.

In Sales

International also announced new responsibilities for James H. Kallestad and Lee W. Walden.

Kallestad, who has been sales manager in charge of overall durum products sales and bakery mixes, will become general sales manager, central region, with overall responsibility for International's industrial products sales activities at Minneapolis, Detroit and Greenville, Tex. He will make his headquarters in Minneapolis and will retain responsibility for bakery mixes.

Walden, who has been assistant general sales manager for bakery products, has been promoted to director of marketing for industrial products. In addition, he will be responsible for U. S. export and by-products sales and credit management.

Pan-O-Gold Director

Eugene Villaume has been elected to the Board of Directors at the Pan-O-Gold Baking Company which has its central offices in Minneapolis, Minnesota.

Villaume is president of Jenny Lee Inc., a 73-year old St. Paul firm that



Eugene Villaume

manufacturers macaroni, egg noodle products and salad dressings. Jenny Lee Inc. was formerly known as the Minnesota Macaroni Company, and distributes its products to markets throughout the Upper Midwest.

Villaume is also president of Val-laume Sales Inc., an auto leasing firm.

He is a 1934 graduate of Georgetown University where he majored in their School of Foreign Service. He then spent two years in the Air Force as an Administrative Officer and Squadron Commander. He holds the rank of Captain in the Air Force Reserve. He is a Founding Director of the Summit National Bank in St. Paul.

Howard R. Alton, Jr., Pan-O-Gold President, said Villaume will bring increased market knowledge and experience to the Company's Board. Pan-O-Gold has plants in Pipestone and St. Cloud, Minnesota and Fort Dodge, Iowa.

"Miss American Starlet"

Prince Macaroni Manufacturing Company of Lowell, Massachusetts, is sponsoring a "Miss American Starlet" contest at the Palisades Amusement Park, New Jersey.

The contest is open to all girls who are single, between the ages of 17 through 25, and are American citizens.

Contestants in the "Miss American Starlet" contest will be judged in one-piece bathing suits on the basis of beauty of face, figure, charm, poise, personality and attractiveness in the sense of good grooming and in stage presence.

The winner will receive an all-expense paid round trip to Hollywood, California, and a stage test with a major studio.

**Come to the Fair!
Macaroni Convention in July.**

THE MACARONI JOURNAL

Buhler Organizational Changes

A number of changes in the organization of The Buhler Corporation, Minneapolis, Minnesota will become effective on June 1, 1965.

Ruedi Schatz, president of The Buhler Corporation, was sent to Minneapolis in 1962 for a limited time and with a specific job to do. He is being called back to the parent company, Butler Brothers, of Uzwil, Switzerland, where he will be a corporate vice president and a member of the Executive Committee of Buhler Brothers, and will for the time being continue to serve as president of The Buhler Corporation and on its Board of Directors.

May, General Manager

Peter May, up to now manager of the Mechanical Materials Handling Division, has been nominated executive vice president and general manager of The Buhler Corporation. Peter May is a graduate engineer; he has been with the Buhler Corporation in New York and Minneapolis for twelve years.

Curt Schneider, secretary and treasurer, will also join the parent company, Buhler Brothers, Uzwil, where he will be an officer of their International Division. His successor, as responsible manager of the administrative and financial services and as secretary, will be Willi Zogg, who has been with Buhler USA for seven years. The new Treasurer will be Tom Keegan, up to now chief accountant.

The new manager of the Mechanical Materials Handling Division will be Richard Swanson, formerly Peter May's assistant. As announced earlier, John Olsen, formerly chief engineer of Flo-tronics, Incorporated, is at present in charge of the Pneumatic Conveying Division.

In Milling Division

In the Flour Milling Division, Ernest Caderas, for fourteen years with Buh-

ler, has been nominated assistant to the technical director of the Flour Milling Division of Buhler Brothers, Uzwil. He is succeeded by Fred Schumacher, Division Manager-Sales, and Hans Wanzenried, Division Manager-Engineering. Fred Schumacher has been with the Buhler Corporation since 1950; Hans Wanzenried since 1958.

In the sales force, Emil Kliebenschaedel has, due to family obligations, to go back to Switzerland temporarily, where he will work as the supervisor of the sales training program of Buhler Brothers. He is succeeded by Emil Kunz, who is located in Kansas City. After having worked for six years with The Buhler Corporation in the U.S.A. Mr. Kunz was delegated to Uzwil for an extensive training program about a year and a half ago. Ernest Wick, sales engineer with Buhler Brothers (Canada) Limited in Toronto, will start his sales activity for Buhler U.S.A. in the Detroit-Toledo-Cleveland area.

The Buhler organization has been considerably reinforced by the fact that in the brewing industry, Mangel-Scheuermann and Oeters, Incorporated, is representing Buhler in the East; Meyer Supply Company in the area west of the Mississippi but inclusive Milwaukee; and B. C. MacDonald and Company in St. Louis.

In the ink manufacturing industry the Buhler roller mill will be distributed by the Morehouse-Cowles, Incorporated, organization.

Sprout, Waldron and Company, Incorporated, will continue to give assistance to the Buhler sales force in the flour milling industry.

Sales Engineers

Berndt Wullenweber, vice president, in charge of the New York office, and Arthur Kunz, New Orleans, will both continue as sales engineers above all in the mechanical and pneumatic materials handling field. Karl Truniger (Northwest and California), Warren Sutherland (Chicago-St. Louis), Hans

Traver (New York - Pennsylvania), Hank Zogg (New York) will all continue their activity as sales engineers. So will William Berger and Ralph Burgess, their experts for macaroni, snack food machinery, oil processing and malt breaking machinery, and Gus Boller, sales engineer and manager for chocolate and ink processing machinery.

The Buhler team is thoroughly familiar with the market and the respective industries, and is trying to do their best in helping to solve industry's problems and to help to find more economical and more dependable ways of doing things. It is their continued policy to supply only high-quality equipment, dependable and with long life, to back up this equipment and to give first-class service.



Robert E. Schnadig

Schnadig Promoted

Mr. Vincent P. La Rosa, Executive Vice President of V. La Rosa & Sons, Inc., has announced the promotion of Robert E. Schnadig to Assistant Sales Manager of the company's Chicago division.

Starting with La Rosa in 1961 Schnadig has compiled an outstanding record in the Chicago area which has earned him this promotion, stated Mr. La Rosa.

Residing at 4720 Washington Street, Skokie, Illinois with his wife Eleanor and daughters Nancy and Merle, Schnadig is active in the Jewish War Veterans and PTA, and is also a recipient of the Purple Heart and Presidential Citation for his service with the U.S. Navy in World War II.

Prosper through Understanding

Convention discussions for the 61st Annual Meeting of A.M.A. will bear the "Survival through Success" theme. The program is designed to provide a forum for general discussion of the industry's problems and solutions. The convention will be held at the New York City Sheraton Hotel, New York City, June 1-4, 1965.



The Buhler Team. From left to right around the table: Dick Swanson, Fred Schumacher, Hans Wanzenried, Tom Keegan, Pete May, Willi Zogg.

APRIL, 1965

Unloading, storage,
transfer, and rebolting

BUHLER automatic

Continuous operation . . . 24 hours a day

Here are modern production methods at their best . . . truly *automatic* and *continuous* production lines that operate 24 hours a day. And at the same time, they also provide automatic storage for long goods so you can do all packaging during the daytime shift.

From the truck or car which delivers the raw material to discharge of the finished product, each step is carried out by modern equipment designed to produce the best possible product in the most economical possible manner.

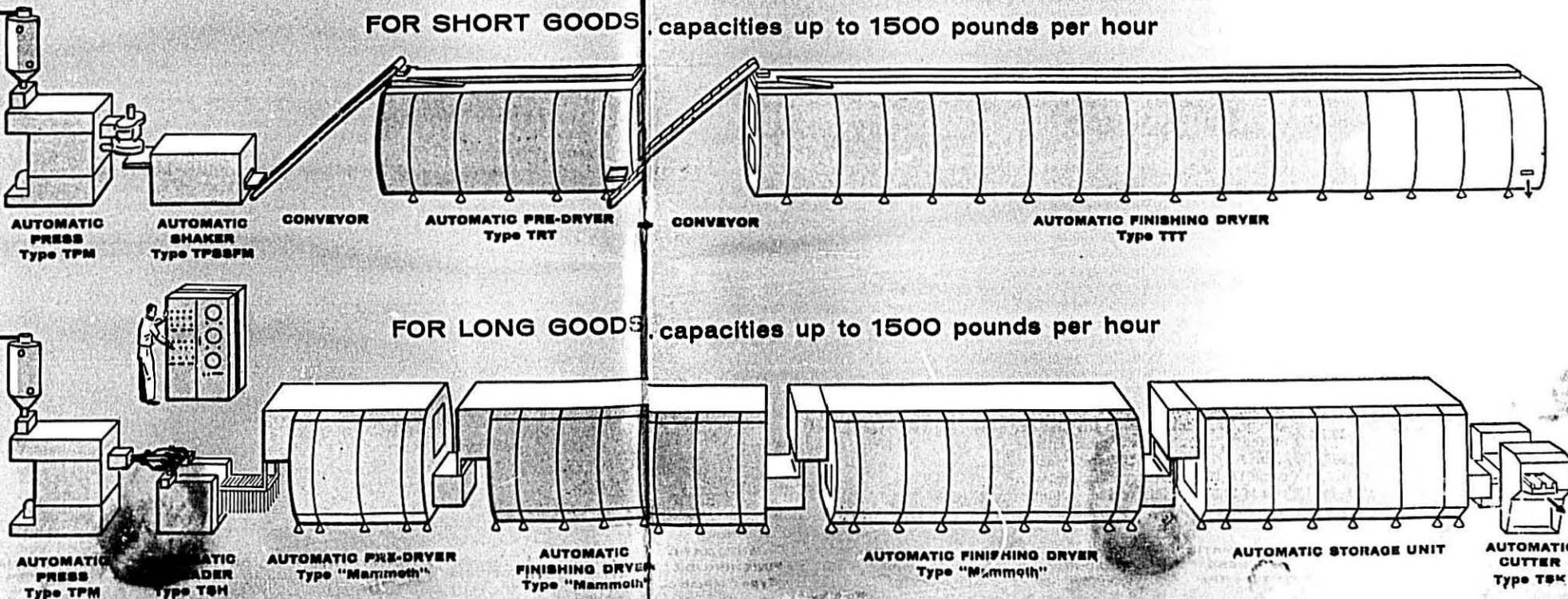
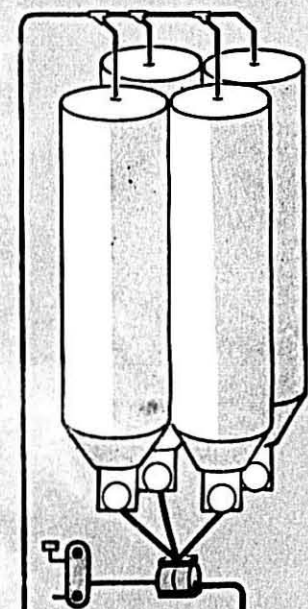
Whether you manufacture long or short goods, you will be pleased to discover the savings which a modern, automatic all-BUHLER production line can offer you.

production lines

Flexible...to fit your available floor space

Typical BUHLER bulk handling and both long and short goods production lines are shown on these pages. In actual practice, however, the bulk handling system is engineered to fit your existing facilities and the Press, Spreader, Pre-dryer, Finishing Dryer, Automatic Storage, and Cutter need not be installed end-to-end. Thus, if your present floor space in your present building does not lend itself to such a plan, it's possible to arrange the various units side-by-side or on different floors.

Your nearest BUHLER representative can give you valuable assistance in reducing your production costs through plant modernization. Call him or write The Buhler Corporation, Minneapolis 26, Minn., *today*.





Robert W. Mueller

FOOD DISTRIBUTION IN THE MID - 1960's

by Robert W. Mueller, editor and publisher, Progressive Grocer

for government investigation into so-called concentration in this industry and the compulsion to protect the consumer that today characterizes so much of our political philosophy—for no industry provides so much to our nation for so little.

Now, let us break our total distribution system into some of its components to see the rate of progress in each. First, the chains.

All food chains, the national, the regional, the local have done very well since 1959. Total sales are up 30.2% and represent 41% of our total retail volume. One of the more surprising developments, however, has been the in-

ability of the top 10 chains to keep pace with the all-retail gain of 24%. The greater share of the total chain gain was contributed by all other food chains, whose total volume increased by a whopping 63%. This does not imply that all the big chains were off the industry pace—but it does indicate the problem inherent in bigness and suggests also that the smaller chains with their closeness to local markets, their merchandising flexibility, and, according to manufacturers' salesmen, their tendency to work more effectively with well-known brands, have done remarkably well.

It helps also to explain why most, but not all, of our bigger chains are continuing to move toward decentralization and the flexibility, incentives, and localization that it can provide.

Independents, particularly those belonging to voluntary and cooperative groups, can look back on the first half of the 60's with considerable satisfaction. All independents, which include some 175,000 small stores, saw sales increase 31.3% in this period. Voluntary and cooperative independents, a group that now controls the largest share of U. S. retail sales, enjoyed a gain of 34.6%, well above the all-industry gain, about twice the gain of the top 10

chains, but below that of "all other" chains. The unaffiliated independents declined in dollar volume due to some extent to the tendency of the more aggressive among them to join voluntaries and co-ops.

Of great importance to the manufacturer is the balance and competition between independents and chains—a condition that is likely to prevail for a long time to come. Much of the credit for this balance belongs to the organizations that have created what many call the modern miracle in food distribution. We refer, of course, to the voluntary and cooperative distributors whose 60% sales gain produced a 40% gain for the entire wholesale grocery category. These organizations have won great respect and admiration not only among retailers and manufacturers but also from the world of finance and the entire business community as well. Facing what seemed like impossible odds only a decade ago, the nearly 1,000 establishments typified by the IGA's, Red & Whites, Clover Farms, Associateds, Certifieds, Shop-Rites, and Super Valus have provided facilities, prices, merchandise and services that have brought profound changes in the structure of food retailing.

Voluntary and cooperative independents have increased their share from 47% to 50% of our total retail volume. Chains have expanded their share to 41%, while the unaffiliated independents, many of whom have moved into wholesaler affiliation, have seen their share decline to 9% of the total. These, then, are some of the trends and changes in distribution and retailing that should be studied and evaluated by the manufacturer.

Equally interesting are what we might term the intra-mural trends within retailing, most of which affect the plans, products and fortunes of the manufacturer and the consumer as well. Source for the statistics following is "Operating Results of Food Chains"—Harvard and Cornell Studies.

Margins in Food Chains

1955	17.8%
1959	20.6%
1960	21.3%
1961	21.0%
1963	21.2%

Retail margins have performed pretty much as expected in the 1960's. But to understand this trend, we must go back a few years to 1955—when trading stamps had not yet been accepted widely by food retailers. The period 1955 through 1960 was the period of the stamp flood, and it more than any other factor served to increase the total margins on sales by 2.8 percentage points—a rise of 16% in the spread between cost of merchandise delivered to the warehouse and retail price.

Five years ago, we predicted that margins might go to 22% in the 1960's, but no higher—and as we consider the forces now at work in food retailing, we suspect they will not reach 22%, but may even decline.

Trading Stamps?

Trading stamps undoubtedly have reached their peak in food retailing, since some 90% of food chain and 40% of independent supermarkets have taken them on. Today there is widespread questioning, particularly among local chains and independents, whether the \$25,000 spent by a \$1,000,000 supermarket per year for stamps could be applied in more productive fashion. The Super Market Institute, which measures stamp usage and retailer attitudes toward stamps, reports a decline of 7% in 1963 in the number of supermarkets giving stamps. Of those who dropped them, 59% said the change worked "very well," 32% "fairly well," and 9% "too soon to tell."

While the feeling is by no means universal among retailers, for most are still fully committed to them, it seems clear that the stamp trend has reached and passed its peak—with the major alternative—low price promotion.

Low Price Promotions

In almost every market in the U. S., one now finds stores which dramatically hammer home low prices and low-price image. They demonstrate savings by ingenious and convincing means—special displays, price comparison advertising, loaded shopping carts in stores showing costs of the identical family purchase in their stores compared to stamp stores, and consumers are responding. Of very special significance to manufacturers is the emphasis on well-known brands, in terms of special display and price. If this trend to low-price appeal, the base on which the supermarket was first established, continues, it will bring with it many new opportunities for manufacturer-retailer cooperation and promotion.

Many food retailers have rediscovered an important merchandising principle in the 1960's. After many years of relatively uniform thinking in terms of store appearance, decor, merchandise assortment, services, brands and prod-

uct presentation — food retailers are recognizing that each supermarket should be considered as an individual entity, because consumers have widely different tastes, habits, preferences and needs. These differences relate very directly to age, size of family, and family income. Ethnic differences tend to become less pronounced, but are still important.

Progressive Grocer's Colonial Study demonstrated these differences with striking impact:

Middle to High Income Customers Buy More

Frozen Foods	+52%
Meats	+26%
Gourmet Foods	+55%
Pickles, Olives	+27%
Baked Goods	+89%
Crackers, Cookies	+28%
Junior Foods	+66%
Light Bulbs	+40%

Higher income families spend their supermarket dollars quite differently from lower income families. Already we see more of our new supermarkets designed, stocked, and operated in order to meet these differences. Store layouts, department size, product variety, brand emphasis, all are being suited to the clientele, and this will be speeded and refined in the future.

Does this hold meaning for the manufacturer? In our opinion, a definite yes, for he can be of direct assistance in pointing out to retailers the special appeals his products and brands hold for the kind of consumers served by the individual supermarket.

Retailers, large and small, chain and independents, are increasingly receptive to manufacturer assistance; and the men who run our supermarkets are in a better position to appreciate and to act on manufacturer recommendations than ever before.

Manager Authority

Independents have traditionally been free to adapt store to customer, and today we find the majority of chain operators looking to their local executive, the store manager, to make more operating, merchandising and promotion decisions. Relate this new manager authority to the "new breed of salesmen," both broker and manufacturer, and one can see only an important new opportunity for the manufacturer.

New item introduction, so important to the manufacturer and to the continued growth of the supermarket itself, continues to be a major activity in the first half of the 1960's.

It is impossible to precisely define the trend in new item introduction in a national average basis, but according to our analysis of chain, voluntary and coopera-

tive supermarkets, 3,200 new items were taken on since 1959, 2,100 were discontinued, for a net increase of 1,100—an increase at the rate of 22 items per year.

Among the categories showing higher-than-average gains were non-food canned vegetables, soft drinks, frozen foods, pet foods, soups, candy, baking supplies and mixes, extracts and spices, detergents, laundry supplies, paper products, confections, dietetic foods, and health and beauty aids.

Supermarkets

When we think of number of items, we must also think of size of supermarket. In the late 1950's, the prevailing opinion was "supermarkets will get bigger and bigger" with the end nowhere in sight. What has actually happened?

Size of New Supermarkets

Year	Sq. Ft.	Sales Av.
1959	13,300	
1960	12,700	
1961	12,900	
1962	13,400	
1963	13,000	

* Source: SMI Facts About New Supermarkets

We did not share this view at the time, for we have long felt that the supermarket is a townwide or neighborhood rather than a sectional or regional business. This appraisal has proved to be an accurate one. Supermarket size has remained fairly constant. In fact, of course, presents a problem: both to manufacturers and retailers in terms of new items, for store size has not kept pace with new item introduction. Manufacturers must face this problem to explain reasons why their products have not developed, now they meet customer needs, now they are in the categories the department, how to manage merchandise more effectively than ever before if one believes that growth is to be maintained and improved.

This same size supermarket has not only accepted new items in food and grocery products but in the newer non-foods as well.

Discount Stores

Five years ago, one often heard that the supermarket was moving in the direction of a big, modern general store—that could and should sell everything under the sun, from automobiles to tires. Now, however, the contributions to the supermarket are coming out of the supermarket. Retailers now generally recognize there are definite limits to the number and kind of product that can be handled. In 1959, non-foods represented

Continued on page 36

TODAY we ask you to look with us at what has been achieved in the industry of the 60's and then to consider the challenges, changes and growth in store for us over the next five years.

First, let us look at the most comprehensive of all food industry measurements, the sales gain of all grocery stores in the U. S.

Sales Gains U. S. Grocery Stores:

	1961 vs. 1959	
	1961 Totals	% Gain
Grocery Store Sales	\$61.8 Billion	24
U. S. Population	19,000,000	7
Gross National Product	\$618 Billion	28
Retailers Other Than Grocery	\$200 Billion	22

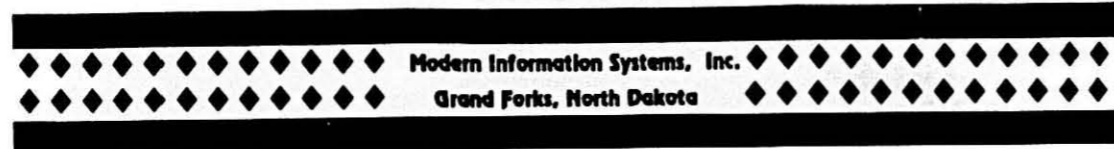
The \$61.8 billion sales expected in 1964 represents a five-year gain of 24%. It far exceeds the 7% growth in our population, does not quite measure up to a 24% gain in gross national product—substantially by accelerated department store and by consumer services, but exceeds the sales gain attained by retailers other than grocery.

One of the most significant achievements is that this 24% sales gain was achieved without any appreciable increase in food prices, for retail food prices have changed very, very little since 1959, up only 3.8% compared with much higher price increases in housing, health and recreation, medical care, and all services.

BLS Price Index 1963 vs. 1959

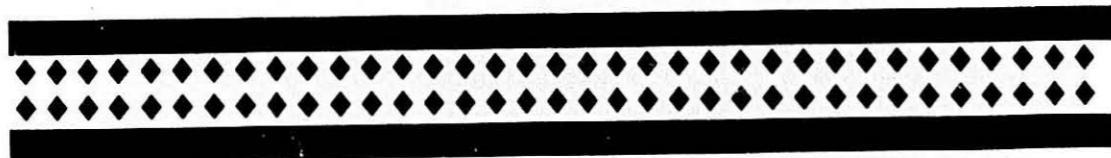
Food at Home	+3.8%
Living	+16.0%
Leisure and Recreation	+11.3%
Medical Care	+12.1%
All Services	+8.5%

This is direct testimony not only to the steady competitive nature of food retailing, but also, in our opinion, a reflection of the constant drive for more efficiency and greater cooperation within this biggest U. S. industry. It leaves no doubts, too, as to the need



**DEFECTIVE,
ILLEGIBLE,
OR
POOR CONTRAST
DOCUMENT
FOLLOWS**

When referring to more than one consecutive image, indicate total # of images..... Pg. 34 & 35



Food Distribution—

Continued from page 36

5.2% of supermarket sales; in 1964, it had increased to 6.7% of sales. Progressive Grocer predicts that these non-foods will attain approximately 8% of total supermarket sales by 1970.

A phenomenon that shook up many food retailers and manufacturers in the late 50's was the emergence of discount centers containing supermarkets. This, according to some observers, was to be the ultimate in retail evolution, a total retailing concept that would one day play a major role in and perhaps one day dominate food retailing.

These predictions did not materialize. In 1959, according to Progressive Grocer, there were 100 such centers with built-in supermarkets, and our forecast was that by 1960, they would account for some 2% of total retail food sales. Here is their current status:

Grocery Sales in Discount Centers	
	1959 1964
Number with Super Markets	100 625
Per cent of U.S. Grocery Sales	0.8% 2.5%

According to our estimates, indicating we believe that this phenomenon, which has had profound impact on many other kinds of retailers, has not approached dominance in foods but instead has been absorbed into our distribution system.

At the other extreme in store size is the convenience store that started in the weather belts and now is moving into the rest of the nation. These stores appear to fill a niche among consumers for quick shopping where the Progressive Grocer estimates:

Convenience Stores Expand	
	1959 1960
Number of Stores	2,200 4,900
Per cent of U.S. Grocery Sales	0.7% 1.2%

Convenience stores carry about half as many items as do supermarkets, rely almost wholly on national brands, and are important to many manufacturers whose business is done almost entirely in what we think of as "national" or "advertised" brands have increased by 31% since 1959.

Share of Total Store Sales by Category	
Category	Convenience Supermarket
Food	10.00% 3.75%
Soft Drinks	2.80 1.23
Beer	1.86 1.65
Other	14.99 2.70
Soft Drinks	8.00 1.70
Beer	12.50 1.50

This, of course, stems from the fact that virtually all sales are accounted for by manufacturers' brands and from the radically different sales mix in convenience stores compared with the traditional supermarket. This analysis, based on generally accepted supermarket figures and on the performance in a well-known convenience chain, indicates that in many categories convenience stores are far more important to the national brand than their total sales and share of market might indicate. Convenience stores are definitely on the move. They will increase in number and—like the compact car—may very likely tend to increase in lines and brands handled and thus to increase sales per store as well.

But the traditional supermarket continues to be the main force in food retailing. In the tabulation below, the Supermarket is represented by stores doing \$500,000 or more.

Supermarket Share of Total Sales	
Year	Share (%)
1959	63%
1960	65%
1961	67%
1962	68%
1963	69%
1964	70%

In the first five years of the 1960's, supermarkets have increased their share of total sales from 63% to 70%. In looking to the future, we can expect supermarkets to claim about 75% of total volume, the prediction we made in 1959. This seems their maximum share, for there will always be a need for neighborhood markets which include the flourishing class of convenience outlets.

These are a few of the highlights of distribution and retailing. Let's turn our attention now to your business, grocery manufacturing, your progress, services and contributions in the first half of the 60's as revealed by two Progressive Grocer surveys among GMA members—the communications survey conducted early in 1964 and a more recent study made expressly in anticipation of the GMA Annual Meeting.

Sales of 88 leading manufacturers, whose business is done almost entirely in what we think of as "national" or "advertised" brands have increased by 31% since 1959.

This exceeds by a substantial margin the 24% gain made by all grocery stores and by a wider margin the increase in our population—indicating the extraordinary vitality of national brands in meeting the needs of the modern American consumer and the merchandising activities of the food retailer.

Through which types of retail store were national brands' sales gains primarily achieved?

How Manufacturers Sales Gains Compare	
Manufacturers	31%
Top 10 Chains	17.5%
All Other Chains	63%
Vol. & Coop. Inds.	34.6%

One cannot draw any absolute conclusions from these five-year sales measurements, but there may be reason to assume that the lion's share of the manufacturers' gain was rung up in the retail stores operated by smaller chains and by voluntary and cooperative group independents, both of whom did remarkably well in recent years and who have long been regarded as strong promoters of well-known brands. However, we are sure that your own sales analysis will reveal more clearly the precise nature of this situation.

A major share of manufacturers' and retailers' sales gains since 1959 must be attributed to the introduction of new and improved items.

Here is the performance of leading manufacturers in new and improved items: In 1959, the average manufacturer among those surveyed had 73 different items. Since then, he has successfully introduced 45 new items, discontinued only 7, and in 1964 was marketing 111 items, a gain of 52% in five years, approximate increase of 10% per year.

Especially noteworthy is the very low drop-out rate in national brands, only 10% in five years compared with some 35% for all items handled in the supermarket over a similar period, indicating that well-known brands have great staying power in addition to a great growth rate.

Introducing New Items
Successful new item introduction depends on many, many factors, requires exhaustive and expensive product, consumer and retailing research, intensive sales coverage, effective trade and consumer advertising and communications. These elements are hard to measure, but we think you will be interested in the magnitude of just one phase of the job—the use of coupons and samples to achieve faster acceptance and use of new and existing items.

In 1964, grocery manufacturers distributed 2.5 billion coupons and samples by mail to American homes—more than 40 per family—at a cost of more than \$100,000,000, not including the cost of samples themselves or cost of coupon redemption. If we include these costs, the manufacturer investment would be three to four times \$100,000,000.

One of the most important contributions manufacturers have made to better marketing, to closer and more effective relations with distributors and retailers and therefore to greater consumer values and satisfaction has been the development and improvement in communications through salesmen.

In the earlier years of supermarket expansion, many manufacturers tended to minimize the role of the salesman, to reduce size of staff, to question the value of direct contact between salesman and distributor, between salesman and retail store. But starting in the 60's, the majority of those in the food industry have rediscovered the essentiality of the salesman, and today the entire food industry operates more effectively because of the caliber, qualities and services of manufacturer and broker salesmen.

This is no small service. Every working day, 60,000 salesmen are making 400,000 calls on chain and wholesale grocery headquarters and on supermarkets and superettes across the nation—an investment of some \$4,000,000.

The men they call on have undergone almost unbelievable change in recent years. Where not long ago the food retailer was a little man operating a little store, today he is an administrator with responsibilities commensurate with the new magnitude of the modern supermarket. His income, \$10,000 to \$20,000 or more if a chain manager, and \$35,000 to \$40,000 if he is the owner-operator of an independent supermarket, also attests to his new stature in food distribution.

It should be highly gratifying to manufacturers to know that their salesmen are each year becoming more valuable to store operators and to those manufacturers they represent.

Progressive Grocer Study
A Progressive Grocer study made among several hundred salesmen revealed that they are more welcome both at headquarters and stores than formerly—and those on whom they call confirm this most emphatically. These men have a broad market to cover and service, and it's going to get bigger in number of stores and in number of key people in the second half of the 60's.

There are 230,500 food stores in the U.S., but 55,500, or 24% of the total number, account for 82% of total U.S. food store sales. This is the heart of the market for the grocery manufacturer, and his salesmen and brokers are finding that coverage of these stores and sound communication with them have become increasingly essential to the welfare of national brands. A typical manufacturer with a sales force of approximately 300 men calls on an average

of 41,000 of these stores on a regular basis today.

Food Brokers
In connection with store sales coverage, we want to make special mention of food brokers, firms who represent grocery manufacturers in selling and merchandising to headquarters and stores on a local rather than a national basis.

Progressive Grocer, in cooperation with the National Food Brokers Association, has completed a nation-wide study of food broker operations, service and progress. Here are some figures that document what many of you have already noted—that food brokers are doing an outstanding job in serving both their principals and their customers. Sales of the products they carry have increased much faster than total food

The Surge of the Food Broker: Average Broker Firm			
	1959	1964	% Change
Annual Sales Per Firm	\$3,217,000	\$5,075,000	55
Number of Principals	21	22	5
Number of Brands	23	28	13

store sales, due to many factors, but perhaps primarily because of their local knowledge and strong and continuous relationships with the trade, and their sense of responsibility both to manufacturer and retailer.

In viewing manufacturer services and selling philosophy over the past five years, we are also impressed with what might be termed the new retailer-mindedness of many grocery manufacturers. This retailer-mindedness has taken many forms, but one of the most dramatic and productive has been in the great new fund of retail merchandising research undertaken in cooperation with food retailers to find ways to increase retail sales and reduce costs by helping to provide realistic recommendations on how new ideas can work to advantage to both manufacturer and retailer.

The excellent work done in recent years in such categories as baking needs, cereals, detergents, soups, condiments, dairy, crackers and cookies, baby foods, frozen foods, macaroni and spaghetti, soft drinks, health and beauty aids are but a few examples of merchandising research that have helped retailers, wholesalers, salesmen and manufacturers.

Preview of Future
Let's leave our review now, and attempt a pre-view of the next five years in food distribution, first, in terms of food retailing's physical plant. Although we cannot expect a full-fledged boom in the next five years in new supermarket construction will definitely

proceed at a higher rate in the second half of the Sixties. In 1964 the tempo stepped up considerably, and we can look forward to the construction of at least 12,500 new supermarkets by 1970, most of which will be in addition to existing supermarkets and not simply replacements of stores, such as prevailed in recent years. We also note a very substantial increase in renovation and expansion among existing stores throughout the retail industry.

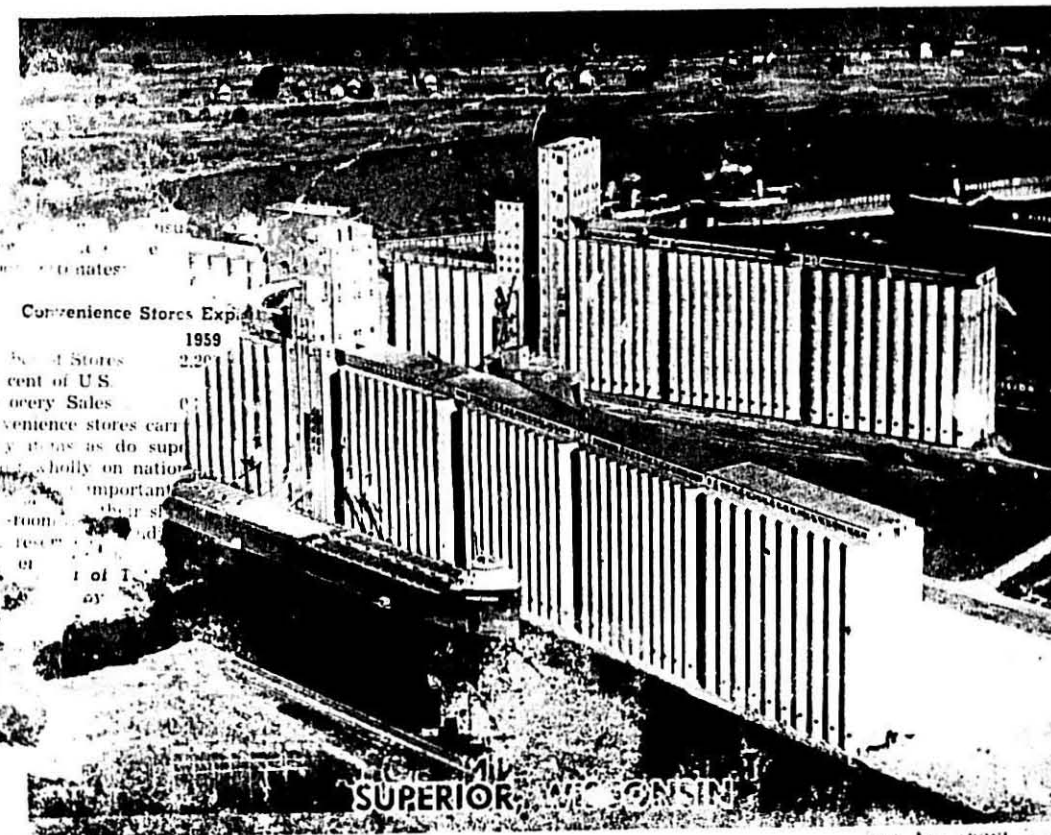
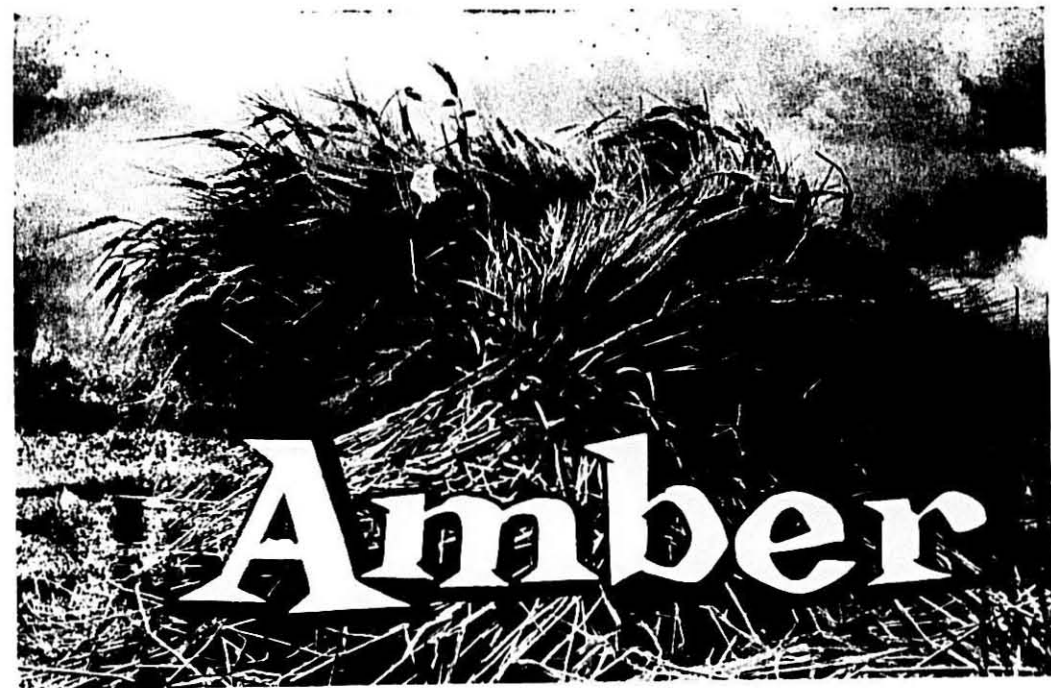
Changes Benefit Manufacturer
This new forward movement marks the end of a period in which over-expansion, declining profits and uncertainty over discount centers showed expansion plans among both chains and independents. Extensive change and expansion in retailing facilities tremendously beneficial to manufacturers,

opening vast new exposure to new and established products to consumers, increased opportunity for special display and for the introduction of departmental and category arrangement plans. But which lines will receive more, which less emphasis within these new and remodeled units?

Space Allotments
Progressive Grocer asks the store engineers and new store planners of leading chains, voluntary and cooperative distributors: How much more total store space do you plan to give their competitors? To get the think their competitors are getting, because it's halfway 6-9433.

More Merchandise
More space for merchandise? Here are their MINNESOTA

Frozen
More space for frozen foods department? Here are their MINNESOTA



Convenience Stores Exp...

1959

Percent of U.S.
Grocery Sales
Convenience stores carry
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SUPERIOR WISCONSIN

The New 1959



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Be Sure... Specify Amber

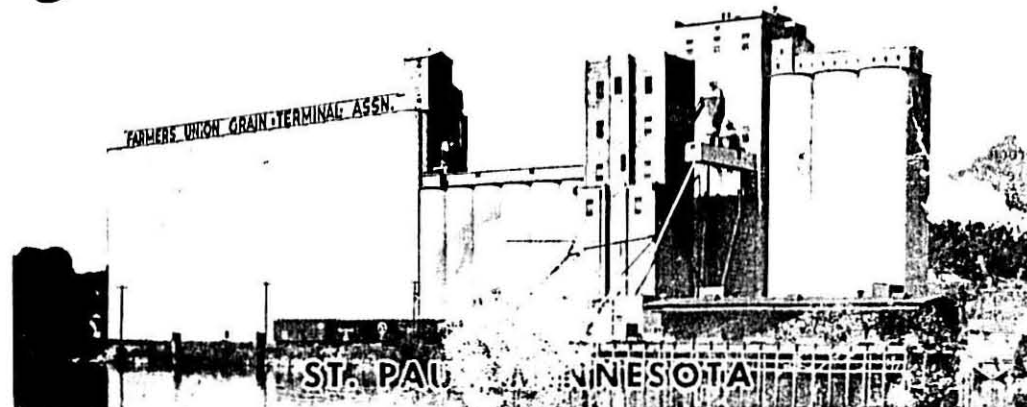
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1959 905

Food Distribution—

Continued from page 37

Non-Foods Space

More62%
Less24%
Same14%

Non-foods, in total, will be granted a larger share of floor space although there is some disagreement on which non-foods will be specially favored.

Dairy Space

More59%
Less41%
Same—

Dairy, a line of products that did not attain departmental status until the late 1940's, will continue to expand in most new supers, but it is interesting to note that 41% will reduce dairy floor space.

Grocery Space

More36%
Less24%
Same40%

Grocery share of total store area, of prime importance to the majority of manufacturers, will tend to expand in our new and remodeled supermarkets.

Fresh Meats Space

More19%
Less28%
Same55%

Fresh meats, however, may be given a somewhat smaller share of store area, which may be a reaction to the bigger share planned for frozen meats.

Produce Space

More4%
Less38%
Same58%

Similar to the plans for fresh meats, space for produce will decline, say 38%, of these respondents, who look for a continued growth in frozen fruits and vegetables.

Backroom Space

More5%
Less41%
Same54%

Of very special importance to grocery manufacturers is the widespread determination to reduce still further the backroom area. This will obviously reduce the amount of stock, place much emphasis on correct shelf space, reorder patterns and frequencies, of course, no faster delivery to warehouses if low stocks and out-of-stocks are to be prevented.

But as one considers the trends in this total space program, certain basic observations can be made. The primary conclusion, to us, is that food retailers are anticipating a continued growth in sales of packaged, branded products,

both new and established, and will adjust store space accordingly.

As we look to the future, we can expect certain fundamental changes and challenges.

Among them:

- A definite speed-up in new and remodeled stores—a definite plus for the manufacturer.
- A trend toward low-retail-price emphasis, particularly in national and well-known brands.

- More new items per manufacturer and therefore more new items for the retail store to accommodate—a trend and a challenge that must be faced by manufacturer and retailer.

- Far more attention and effort to match store personality, products, services and brands to the needs and preferences of those who patronize or who could patronize the individual store.

- Increased recognition of the importance of salesmen and further clarification of their trade coverage, objectives, and functions in headquarters and in stores.

These are relative certainties, but there is one big question that food distributors and retailers face as they look to the future: the application of the information pumped out by electronic data processing—not so much in relation to warehouse inventory control, order assembly, billing and delivery—but its application to retail store operation and retail store merchandising.

The Challenge of E.D.P.

Number of items and brands
Facings and position
Seasons
Consumer Income, Age, Family
Displays
Promotional but Profitable Pricing
Logistics
Full Stocks
New Item Forecasts
Automatic Distribution

This is quite a challenge and a great opportunity for better planning in the several elements shown here, not in a massive format, but related to variations in type of store and in characteristics of consumers served by each type of store.

We feel, with most manufacturers and retailers, that the food industry is in excellent condition. All the evidence tells us that 1964, the year just past, will be the best of the 60's. Retailers, wholesalers and manufacturers all report a strong rise in sales and a comparable increase in net profit!

Year	Grocery Sales	% over '48
1948	\$25.6 billion	—
1958	\$48.3 billion	88%
1965	\$68.5 billion	42% over '58
1970	\$89.0 billion	85% over '58

In 1959, Progressive Grocer showed you this prediction for the solid 60's. While we are a little off the pace at this mid-point, we submit that with hard work, more cooperation and better understanding among manufacturers, distributors and retailers—and with a little bit of luck we can still reach the goal of \$89 billion in 1970. The rest of the 60's should be the best of the 60's.

European Food Market

EUROPEAN housewives are beginning to change their grocery shopping habits to follow patterns that are now well established in the United States. There are about 60,000 self-service food stores in Europe, as opposed to only 150 in 1948, and they account for an increasing percentage of retail sales. In the Netherlands, for example, self-service food stores represent ten per cent of all retail food outlets but 32 per cent of the sales. By 1970, half of all European food sales may be made in self-service stores.

Varied Reasons

The trend has started for several reasons: since the formation of the European Economic Community and the European Free Trade Area, cultural and economic barriers among countries have been relaxed, and new products are being introduced rapidly. In the recent past, European business and industry have grown at astonishing rates—the gross national product in West Germany, for example, has grown 8.7 per cent per year since 1953, as compared to three per cent in the United States; in France, industrial growth has been seven per cent per year since 1950; and even in Italy, where average income has traditionally been low, gross national product rose 15 per cent in 1960 and eight per cent in 1961.

The population in the European Economic Community and European Free Trade Area countries is one and one-half that of the United States; yet the European food market is only three-fourths the size of the U. S. food market.

Many Stores

There are 1,725,000 food stores in Europe, five times as many as in the U. S. The four major markets—Germany, United Kingdom, France and Italy—with a combined population about equal to the United States, have three times as many retail food outlets. The difference may be attributed largely to the phenomenon of the supermarket, widely developed in the United States in the '30's, and introduced in Europe in 1951. The average clientele at a U. S. food store numbers 530, but the figures for Europe are much lower—

Sweden, 289; West Germany, 254; United Kingdom, 190; down to Belgium with 62 customers per store.

Separate Markets

The United States food market is considered as an entity, while the thirteen countries of western Europe must still be considered as separate markets. Established patterns of production and distribution vary sharply from country to country. In the United Kingdom, for example, wholesaling and retailing are highly organized, so the method for introducing a new product is fairly clear-cut; in Italy, independent grocers usually buy directly from producers, rather than wholesalers, to avoid paying a 3.3 per cent invoice tax.

Setting up a market for a product in the United States has some advantages. Radio and television advertising are geared to a national audience; only the Federal government regulates food laws; and there is only one major language. In Europe, on the other hand, conditions vary. Commercial advertising and promotional activities are not allowed in some countries and are strictly

limited in others. Magazine advertising is inordinately expensive considering the limited circulation. Consumer tastes vary sharply—the Swedish, for example, have readily accepted frozen foods, but in Italy, where 80 per cent of the women are at home, there is more time to prepare fresh foods.

It is interesting to note that, as disposable income increases, the percentage spent on food decreases. In the United States, one-fourth is spent on food; in western Europe, one-third; and in Greece and Italy, one-half.

Self-Service

The trend toward trading in supermarkets and self-service stores has been sharpest in the northern countries, where the average income is higher, where the increased number of automobiles has made it possible to travel farther than walking distance to shop, and where acceptance of new products is more likely. In the southern countries, food shopping is more of a social pastime. Italian women, for instance, visit an average of six markets in one

day, and in the process take great delight in bargaining.

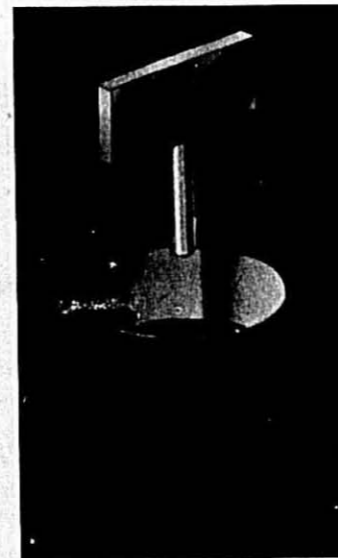
Contrary to earlier opinion, Europeans are quite willing to try the new products usually found in the chain stores which can afford to absorb some of the initial expenses involved in marketing them. Frozen foods would be even more popular if more stores had freezing units.

With increased automobile travel, Europeans are becoming exposed to a wider variety of foods, and as a greater percentage of women are becoming employed outside the home, there is demand for processed foods and convenience items such as cake mixes, instant potatoes, and the like.

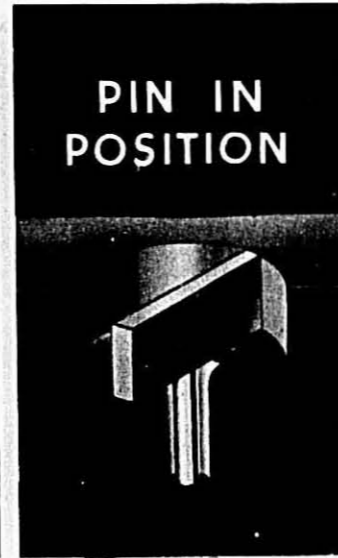
Patterns Emerging

As the demand for a wider variety of food becomes widespread, and as distribution channels become clearer, a set of retail food marketing patterns should emerge within each country. This, combined with increasing incomes, should result in greater volumes of food being bought at fewer outlets, less often.

Who Puts the Hole in Macaroni?



The die shown above, is a flat disc or cup with a very thick bottom, which has a hole in the middle, the same size as the outside of the macaroni to be manufactured. The PIN is a rod the size of the hole in the macaroni, with wings at the top which hold it to the die.



Ready to make macaroni: the PIN has been inserted in the DIE. From the point where the wings of the pin end, to the bottom of the die, the hole of the pin is suspended in the exact center of the hole in the die.

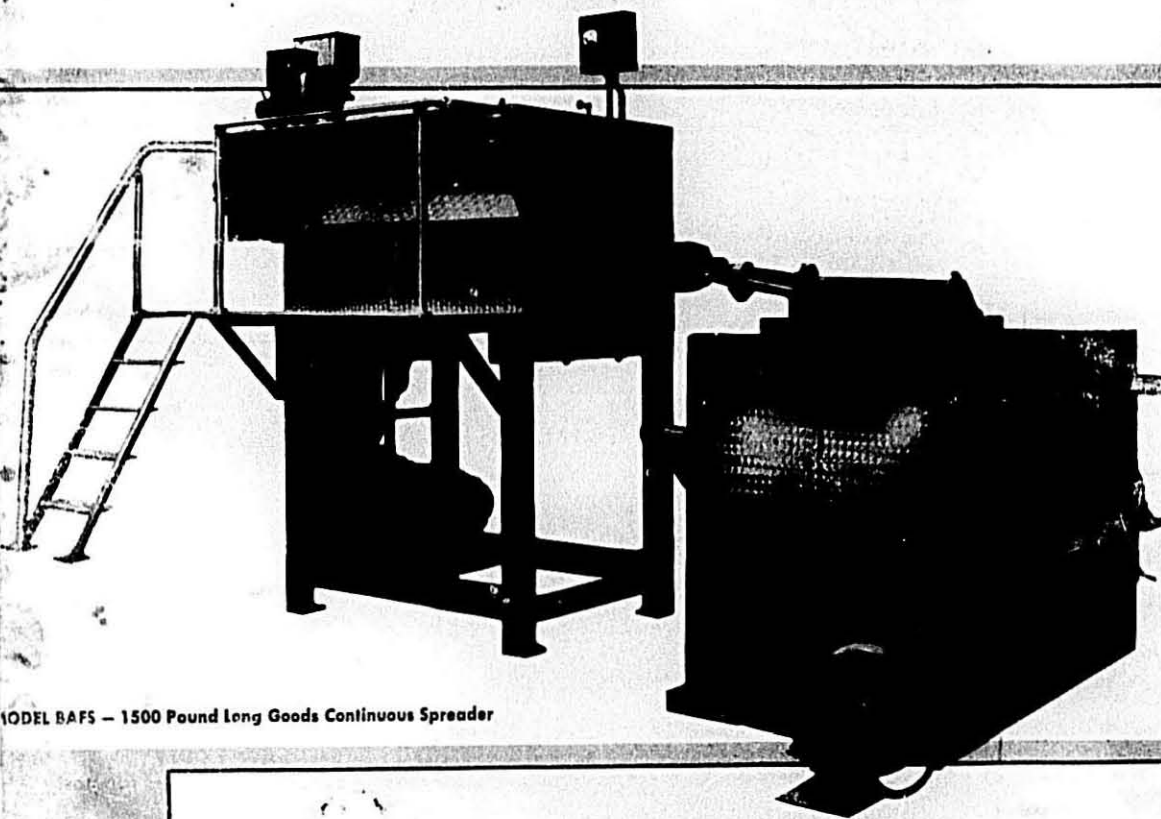


The dough, when pushed against the die, is split by the wings and then pressed together around the lower end of the pin to form a solid tube. As it comes out at the bottom of the die, the macaroni is cut to the length for the type of macaroni that is being manufactured.

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.



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*NEW
*NEW

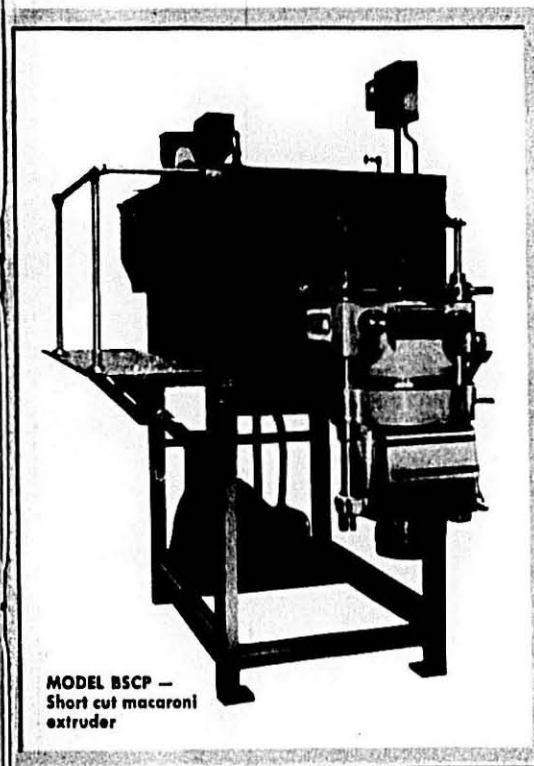
POSITIVE SCREW FORCE FEEDER improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

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

1500 POUND EXTRUDERS 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



MODEL BSCP - Short cut macaroni extruder

by *Ambrette*

SHORT CUT MACARONI EXTRUDERS

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

COMBINATION EXTRUDERS

Short Cut	Sheet Former
Short Cut	Spreader
Three Way Combination	

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

PRODUCTION . . . Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.

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SINCE 1909

The Italian Pasta Story

THINK of pasta, and you think of Italy. The two go together as naturally as identical twins." So says a recent issue of *Italy Presents*, The Italian Trade Magazine, and *Quality*, its monthly supplement, published under the sponsorship of the Italian Foreign Trade Ministry by the Italian Institute for Foreign Trade, in collaboration with the Confederazione Generale dell'Industria Italiana in Rome. Highlights of their write-up on the story of pasta-making in Italy follow.

Spaghetti Museum

Did you know that Italy even has a historic Spaghetti Museum? This Museo Storico degli Spaghetti is located in the small Ligurian town of Pontedassio, near Imperia. It contains a fascinating collection of documents, ancient decrees, engravings, old machines and unique original equipment connected with the art and evolution of pasta-making, and of eating habits through the centuries.

That the eating of Italian pasta is a time-honored custom is demonstrated by a document carefully cherished in the legal archives of the city of Genoa. Compiled by a painstaking lawyer in 1279, it refers to a "crate of macaroni" left to his heirs in the will of a certain Ponzio Bastone. Eloquent testimony indeed of the value of good pasta even in these far-off days! The date of this entry is thirteen years before Marco Polo's return from his explorations in Asia, a fact which neatly dismantles the popular belief that it was he who introduced noodles into Italy from China. Thanks to the Genoese lawyer, we know that they were already well-established in Italy.

The Neapolitans

It is impossible to talk about the history of Italian pasta without mentioning Naples, where steaming, succulent platefuls of one or other of the hundreds of varieties are still a favorite food in every family. The Neapolitans prepare their pasta with a know-how (not to mention love) that has been passed down through the centuries. They were not always great pasta eaters, however. In the first half of the seventeenth century, there were no more than thirty-five or forty shops selling it, few indeed for a population number three hundred thousand.

It was a luxury, in fact, to be eaten on holidays only, with cabbages and greens making up every-day fare. An old saying of that time warned: "There



[The Macaroni Seller of Naples.]

are three things likely to run a family—sweetmeats, hot bread and macaroni."

More than a hundred years later, in England, it was also regarded as a luxury for the most refined of palates. The *Scotts Magazine* of November, 1772, wrote the following:

English Reference

"The word 'macaroni' is the name of a well-known Italian dish, unknown in our country before the recent peace (1763). It was imported by gourmets as a refined addition to Almack's (a famous London restaurant) bill of fare. In time, the dandies who frequented this eating house, to underline their fashionableness, began to preen themselves with the title of 'macaroni'. Now, however, it is used only in a derogatory sense for affected, exaggerated people."

About Semolina

The Statutes of the Genoese Guild of Macaroni Makers of the year 1538 refer to the buying of wheat or semolina, from which it is clear that the special hard wheat from which pasta products are made constituted then as it still does today the most important single element in what is rightly called Italy's national dish.

Semolina flour should on no account be confused with other kinds of flour. Semolina is of a yellow, granular consistency, like sand. It comes from a special hard wheat, through the husk of which daylight passes to give it its characteristic ripe, yellow color.

Italy produces more hard wheat than any other country, but the Italians are such prodigious pasta-eaters that home-grown grain is insufficient and they are forced to supplement with that grown in other countries.

The semolina is not spotless, but contains tiny dark yellow specks. These specks are the pigment of the embryo, or wheat germ. The wheat germ houses the vitamins and enzymes that deal with the absorption and assimilation of the substances stored in each grain, thus providing for the growth of the embryo until it is a small plant and able to support itself.

Italian Milling

Before milling, the hard wheat is washed in plenty of water. This is followed by another prolonged washing during which the moisture penetrates into each grain. Next, according to Italian milling methods, comes a "resting" stage. The moist grains are then placed in special warm storage cells for several hours, thus imitating the natural conditions of a grain of wheat sown in soil.

So, germination begins. The substance of the grain becomes more soluble, and gradually the wheat germ begins to move and develop. Certain experts claim that the nutritive value of the germinating grain is greater than when in its resting phase.

At this point, grinding takes place, followed immediately by doughmaking so that the wheat germ stays fresh. In southern Italy today, as in the past, you will still see mills and pasta works built close together in order that one phase rapidly follows another, thus conserving the food value of the germinating wheat in the macaroni product. This preservation of the wheat embryo, believed to be of great importance by Italian macaroni manufacturers who work according to the traditional Italian pattern, is but one of many refinements that are used in modern-day macaroni manufacturing in Italy.

Comes the Spaghetti

After the grain is milled, giant gleaming machines perform the process of mixing and kneading the semolina dough. These machines are, in effect, large-scale reproductions of ordinary kitchen meat grinders. In the place of curls of meat, they push out spaghetti (literally, "little strings" of pasta).

Before 1918, when pasta-making was still unmechanized, the sun had an essential part to play in its making. At that time, the climatic factor was decisive in the territorial placing of pasta production. Campania, Sicily and the Italian Riviera area of Liguria all possessed the mild, dry climate and warm sun required for the proper drying-out of the pasta.

The same conditions were also necessary for the growing of the hard wheat grain from which pasta is made and from which it gets its characteristic yellow color. Even the local water used

to mix the dough had a special importance and contributed to the flavor of what was thought to be the best pasta in the world.

Since that date, however, scientific research has discovered the secret of mechanically reproducing the correct climatic conditions—even the water—required. By constructing special drying rooms, you can now make "Italian" pasta anywhere in the world, regardless of the weather. In this equipment, the pasta is dried out to the correct brittleness by the action of damp heat and artificial ventilation.

Automation

The real beginning of the industrial development of pasta-making took place in 1934. In that year, the first automatic machine was produced, which combined the functions of a whole complex of small hand machines previously used for mixing the dough or paste, for kneading, and for pressing or rolling out the dough. From then on, progress was rapid, and in the post-war years complete automation was reached. So began a new era.

From the beginning of this transformation, the production of pasta on a local scale proved uneconomic and very soon found itself unable to compete with the automatic plant of large-scale industry. Thus, the expansion of industrialization also witnessed the decline of the industry on a small, local scale.

Nowadays, for a pasta works to be both up-to-date and economically sound, it cannot afford to produce less than 15 tons a day. But production cost studies prove that, to be more profitable, the pasta manufacturer must produce not less than 50 tons per day.

Pasta Classes

Pasta is divided into three types, and each one needs special equipment—long goods, short goods, and skeins or "nests." Apart from these three, there is another type of pasta which requires special supplementary accessories which do not, however, substantially modify the technical structure of the basic production line. This last type is either long-stranded, or thin-layered pasta.

The long-stranded pasta is pressed out through narrow-holes and then cut into lengths as required. In this group are spaghetti (meaning little string); ziti, a long pasta; rigatone, which is a chunky, ribbed tube; conchiglia, a short pasta in a curved shell-shape; and the various twisted skeins and "nests" of spaghetti.

Sheet pasta comes out from the automatic press in thin layers or sheets, which can then be made into the most varied of shapes—tagliatelle, ribbons of tagliatelle; farfalle, which is a short pasta in butterfly-bow shapes; and also

the tangled skeins and "nests" of tagliatelle ribbons.

Even from this short list it is clear that the range of machines required by a fully-equipped pasta producer is both numerous and complex. Only approximately, the list can be divided into the following headings:

Grinding or pulverizing machines. These take care of the mixing of the powdered grain and convey it to the operating machines.

Operating machines. A vast range of automatic presses that make and knead the dough and also press it out from the machine.

Stretching-out machines. These automatically spread out long pasta on rods or rollers.

Special machines. These are connected up with the presses for the making of special shapes of pasta, classified with the name of "Bologna." In this category are the skeins and "nests," ravioli "envelopes" and tortellini "rings" that are filled with minced meat or spinach.

Dryers. There are many different types. Continuous automatic, semi-automatic, static dryers, dryers for long and short pasta and for skeins, tube dryers, cell dryers, revolving drum dryers, ribbon dryers, and the like.

Perforating and shaping. The many attractive and characteristic shapes of pasta are achieved by special accessories attached to the main operating machines and are capable of perforating, boring, twisting, fluting and curling.

Machines, apparatus and auxiliary accessories. Under this heading come the machines for washing the pipes and dies, machines for packing the pasta, and apparatus for air-conditioning and for transportation.

Braibanti Sponsors International Meeting

Representatives from nearly forty countries of the world will take part in the First International Convention of Macaroni Manufacturers to be held in Italy, on June 9, 10 and 11, 1965.

One of the most interesting aspects of this convention is the fact that it is being conducted under the auspices of private enterprise, the Braibanti Company, thus permitting this world-famous firm to mark another milestone in the history of the macaroni industry.

The names of Dott. Ing. Mario and Giuseppe Braibanti are synonymous with the macaroni industry, the brothers having devoted themselves to this effort since 1922 when the manufacture of macaroni goods was limited to a small artisan field.

Continued on page 48

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Devices
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Systems

The Name ASEECO — Automated Systems and Equipment Engineering Company — embodies the science, engineering and experience acquired in many years of believing that a product — no matter how good and economically made today — can be made better and more economically through "Automation."

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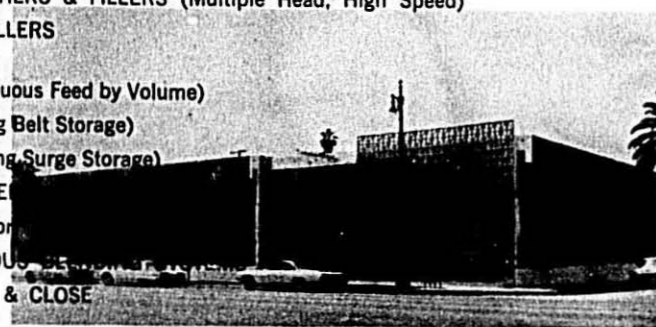
The quality of products manufactured by ASEECO and the caliber of services rendered has resulted in many repeat orders, as well as a continuous increase of new customers. We hope this Catalog will give ASEECO's present and prospective customers a brief cross section of the ingenuity and diversity of ASEECO's operations.

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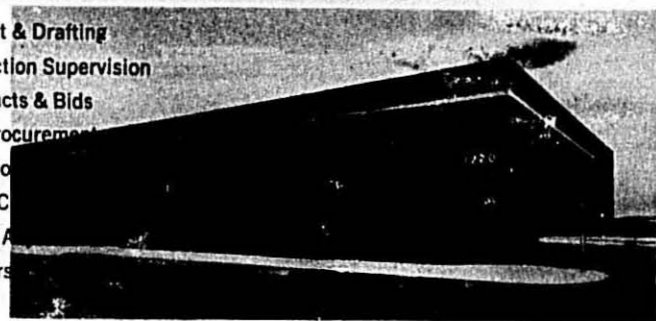
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PRESSES & DRYERS for
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Continued from page 45

Since the beginning of their activity, the Braibanti brothers realized that the use of the standard machines as mixers, kneading machines, screw type or hydraulic presses, were complicating the full operation and prevented the possibility of an industrial production that could not guarantee a constant quality; therefore, they began to study the problems for automatic production.

Several years of studies, trials, experiments resulted in the construction of the world's first automatic press in 1932. This machine became the milestone in the continuous production of the macaroni goods and was the first step of the transformation from the artisan system to the industrial production.

Some of the very first presses are still in operation after more than 30 years of continuous production. They are the most efficient proof of the engineering perfection of the Braibanti equipment in those times, as well.

Design and Construction

The Braibanti Company continues to be engaged in the exclusive design and construction of machines and equipment for the manufacture of macaroni goods that has resulted in more than one million tons of macaroni being produced daily throughout the world with Braibanti equipment.

The Braibanti organization covers the world with 55 agencies, the Societe Francaise Braibanti de Paris and the Braibanti do Brasil-Sao Paulo, and sends into the field seven specialized inspectors who do not limit themselves to the control of the commercial transactions and of the agents, but give suggestion and technical assistance to the customer for all that concerns the production of the macaroni goods.

One of the main characteristics of the Braibanti plants is they are equipped for the automatic and continuous production 24 hours a day, permitting the automatic packing in eight hours.

Braibanti recently designed the Cobra Press to meet the new trend required by the modern industry for automatic lines. This machine has an hourly production of more than 2200 lbs. The new lines are in operation in many countries and have proved a tremendous asset.

In U.S. and Canada

American and Canadian customers who have recently installed the new Cobra lines and declared unanimously their satisfaction are Gioia Macaroni, Buffalo; Catelli Foods, Montreal and Forni Foods, Toronto. The last line installed at Catelli Foods, Montreal was inaugurated January 27, 1965 by the Italian Ambassador in Canada, Mr. Car-

lo de Ferraris Salzano, who started the plant from a distance by pressing a button at the Dennis Club in Sherbrooke St. The ceremony was televised in all Canada.

The macaroni manufacturers attending the International Convention will have the possibility of inspecting some of these new lines in operation at Buitoni, Sansepolcro, which is one of the biggest and most modern macaroni factories in the world.

Italian Semolina Mill

S.p.A. Agnesi & Figli has erected a new semolina mill in Imperia-Oneglia, Italy. With its two sections of 150 tons each, the mill can grind a total of 300 tons of durum wheat per day.

The Agnesi family, who are the owners of the mill, have been in the milling trade for 140 years. Their tradition-conscious enterprise can look back on a long history.

In 1824 Paolo Agnesi bought the "mill beyond the bridge" in Pontedassio near Imperia. This small mill with only a single grinding course had received the privilege of a milling charter from the King of Sardinia, to whose territories the Riviera then belonged, and the grain for the whole district had therefore to be ground in this mill and no other!

One of P. Agnesi's sons later heard in Paris about an "economical grinding system" by which more flour could be obtained from the wheat than had been possible hitherto. This was, in effect, an early form of the milling method employed today. In 1836 the founder of the mill decided to adopt the new system for the first time in the Kingdom of Sardinia.

Widely Known

The name Agnesi soon became widely known, and the firm thus set out on a noteworthy rise to prominence. The next generation also showed a keen spirit of enterprise. A grandson of the founder, an engineer by profession, not only distinguished himself by his energetic contribution to the rebuilding of the town of Oneglia which was destroyed by an earthquake in 1877, but was also the initiator of the plan of giving up the old mill and building a newer and larger one with a siding connecting it to the station and to the nearby port.

A small macaroni factory was later added to the new mill. It was under the personal direction of the chairman of the company, P. Agnesi III, who died recently at the age of 93.

The mill and macaroni factory have since grown steadily together, under a management always ready to consider

new ideas and to follow up new lines of development. An example of this growth is the new durum wheat mill. The decision to build it was no doubt influenced by the establishment of the Common Market in Europe and the prospects thus opened up.

Quality

As quality has always been the watchword for Agnesi products, high-performance machines were needed. Buhler Brothers, long experienced in the design of semolina mills, were entrusted with the new large-scale project for building Europe's biggest durum semolina mill.

The Italian allied house of Buhler Brothers, Fratelli Buhler in Milan, drew up the plans and supervised their execution, whereas the Swiss headquarter plant in Uzwil furnished the new machines.

For the wheat elevator and clearing house, some new machines were supplied to complete the set-up.

For the new semolina mill in a new building, Buhler supplied all the equipment. This included MDDB four-roller mill, Planostar MPAD high-efficiency sifters, semolina purifiers with three layers of sieves, as well as the pneumatic conveying equipment, mechanical conveyors (shaker tube conveyor, chain conveyors), and the aspiration system including new filter sets. Equipment supplied for the warehouse included seven Fluidlift conveyors for supplying semolina to the macaroni factory.

In addition, several pieces of laboratory apparatus were supplied, and a large order was placed for the feed warehouse.

Wheat Germ

In the Agnesi mill, special attention is paid to the recovery of wheat germ, used for enriching a specialty of their macaroni factory, called "Pasta Gemma."

Buhler technicians solved the drive problem with due regard for the technological cycle of a modern mill and for the requirements of simple control. Careful study and experience were brought to bear in making the automatic system as optimal as possible. The motors were divided into six groups. A central control panel for starting the motors singly or in groups, with a clear diagrammatic plan of the whole plant, visual and audible alarms, and the like, makes supervision and checking simple.

The Agnesi family is proud to be the owners of the largest and most productive durum wheat mill in Europe for the production of semolina for macaroni manufacturing.

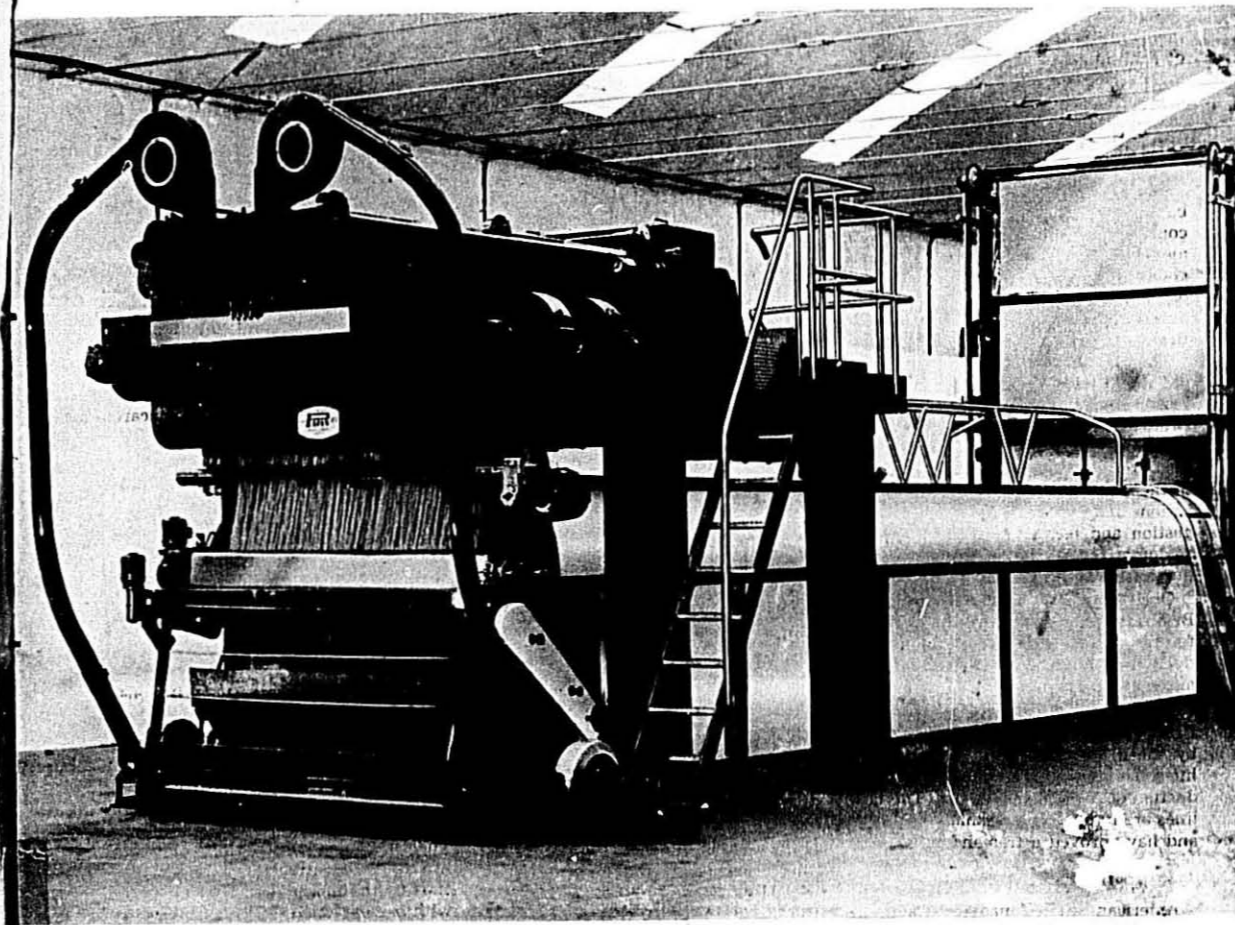
PAVAN

DOT. ING. NICOLÒ E MARIO

OFFICINE MECCANICHE SPECIALIZZATE
MACCHINE ED IMPIANTI PER PASTIFICI
GALLIERA VENETA

TELEFONO 0429/210111 - TELEGRAMMI PAVAN - GALLIERA VENETA
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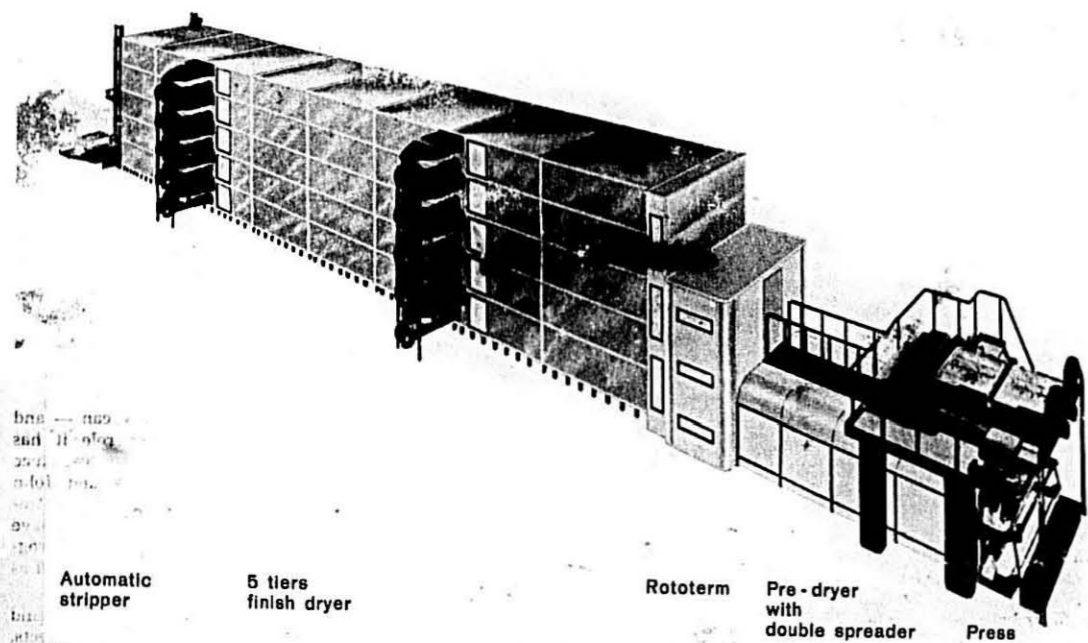
NEW PAVAN RECORD IN 1964



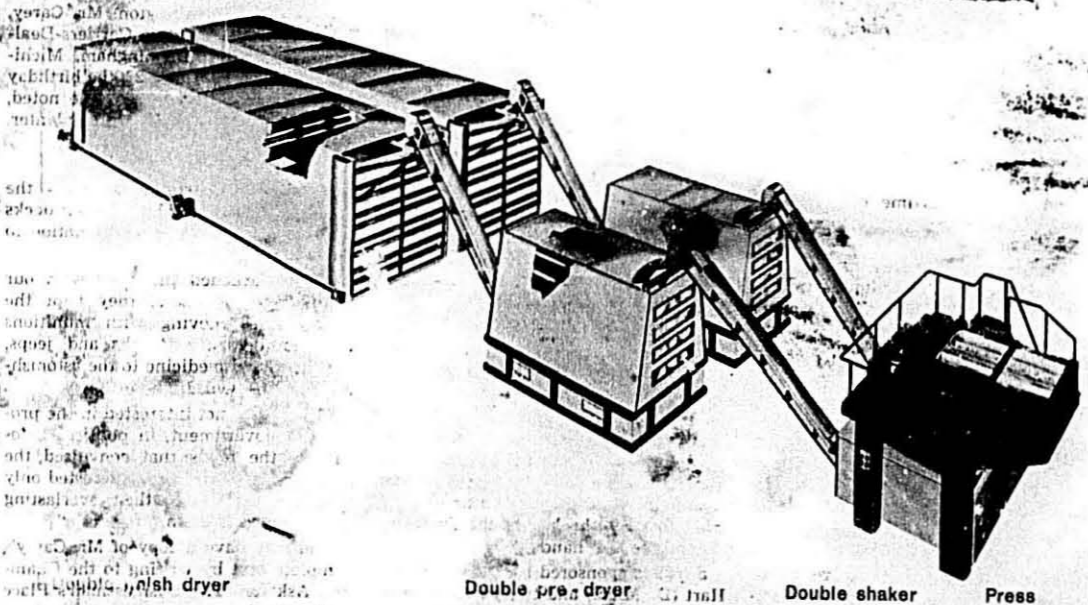
2200 lbs. long - cut pasta (dry product) per hour
2900 lbs. short - cut pasta (dry product) per hour

P 1200

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



The walls of the dryers are in stainless steel!



Entirely automatic line for the production of short-cut pasta, daily capacity 69,500 lbs.

WORD FROM WASHINGTON

WHILE there is no crystal ball to predict the future, the President's State of the Union message and budget proposals, coupled with the overwhelming Democratic control (more than two to one) in both Houses of Congress, lead any reasonable man to the conclusion that a majority of the Administration's numerous requests will become law. There have been Presidential messages sent to Congress on health, education, foreign aid, national defense, presidential succession, home rule for the District of Columbia, farm policy, conservation of natural and human resources, to mention only some of them.

The Chamber of Commerce of the United States lists some of the following as major areas in which the lawmakers will be legislating:

Social Security Medicare—The President has served notice that he intends to make a major push for health care financed by higher payroll taxes. The Chamber believes that the health needs of the aged can, and are, being met through existing government programs, private insurance, and the Kerr-Mills Act.

Federal Aid

Education—The Administration is likely to come up with a broad proposal of general federal aid for elementary and secondary schools. The Chamber contends that school financing is primarily a local responsibility and that federal funds would only lead to some measure of control over our nation's school system. Besides, school needs already are being met without large-scale federal intervention.

Taxes—The President is set to ask Congress to eliminate or reduce many of the present wartime excise taxes. The revenue loss reportedly would total around \$4 billion. The Chamber agrees that virtually all the present discriminatory levies should be eliminated and a new low broad-based excise enacted.

Push For Repeal

Labor—The unions are certain to push for repeal of the Taft-Hartley's sanction of state right-to-work laws. The Chamber believes this Taft-Hartley section should be left alone because it prevents the spread of compulsory union membership.

Wage-fixing—The unions are also likely to demand legislation to increase and expand the minimum wage, to require double pay for overtime, to shorten the work-week, and to liberalize

Unemployment Compensation benefits. The Chamber believes that these proposals, if enacted, would only up production costs, retard economic growth, and in some cases, increase unemployment.

Anti-poverty—In this category is proposed aid for Appalachia, an expanded Area Redevelopment program, and a new Accelerated Public Works plan. The Chamber is convinced that regional ills can be solved in the particular region involved and that make-work programs accomplish little toward reducing unemployment.

If you produce or sell consumer goods or services, then prepare to watch the progress of S. 1052, recently introduced by Senator Philip Hart (D-Mich.) and seventeen other democratic senators.

Protect and Promote

The legislation proposes to "protect and promote" consumer interests by creating a new Federal Office of Consumers having functions that will unnerve even the hardest businessman.

For example: The Office would be empowered to intervene in proceedings of regulatory agencies, to present evidence in court cases, to receive and evaluate consumer complaints, and to urge the appropriate agencies to act upon complaints.

In addition, the Office could conduct investigations of prices and their reasonableness, the quality and suitability of goods, and the systems of distribution. With regard to such subjects, the Office could even require annual and special reports from corporations.

The legislation is comparable to that proposing a Department of Consumers, on which brief hearings were held in 1960. On that occasion, fifteen federal departments and regulatory agencies opposed the legislation — reasoning wisely that all government agencies and departments traditionally must consider consumer interests.

The Senate Commerce Committee will hold public hearings sometime in April on the truth-in-packaging bill (S. 985).

The bill was referred to the Committee February 19 after a Senate floor fight in which Senate minority leader Everett Dirksen (R., Ill.) unsuccessfully tried to steer the bill to the Judiciary Committee for handling.

S. 985 is sponsored by Senator Philip Hart (D., Mich.) and twelve other Democratic senators.



The Business Role

The business community should—be proud of the role played in American history. Ever since the days of John Hancock and Joan Marshall, businessmen both, entrepreneurs in commerce and trade have made notable contributions to the progress of this nation, politically as well as economically.

And yet businessmen themselves and the public tend to overlook these facts, to forget that 23 of the 56 signers of the Declaration of Independence were merchants or farmers. It is time, therefore, for the businessman to rid himself of any misgivings when considering his relations with his fellow-citizen.

This, in essence, was the theme of Chamber President Carey in a recent speech to the American Bond Builders Association in Washington. Mr. Carey, president of Automobile Carriers and Drivers Transit, Inc., Birmingham, Alabama, spoke on February 23, at the home of George Washington, who he thought of himself as a Virginia patriot.

Special Tribute

Mr. Carey paid special tribute to business executives who left their careers in World War II to lead this nation to victory. He had this to say:

"They darkened the skies with fighters and bombers; they kept supply lines moving with men and clothing, with trucks and ships with food and medicine to all corners of the world.

"They were not interested in the accolades of government, in the honors, in the feuds that convulse bureaucracy. They were interested in results — and to glory, they got them.

You may have a complete text of this address in the February, 1965 issue of "The Businessman's Magazine."

WHEAT CAMPAIGN CONSIDERED

STEPS toward establishment of an industry wide organization to carry out promotion, education and research programs on wheat foods were taken at a meeting of industry representatives in Washington on February 9. The meeting was held at the Department of Agriculture under its auspices and was the outgrowth of a session last November where Secretary of Agriculture Freeman assured industry leaders that he would help them to the maximum extent possible in developing a program to spur consumption of wheat foods in the United States.

Howard P. Davis, deputy administrator, Consumer Food Programs, Agricultural Marketing Service, conducted the meeting. Following introductions of those present, Assistant Secretary George Mehren greeted the participants on behalf of the Secretary's office.

A brief review of the mechanism of how research by the Department is initiated and conducted was given by William Hoofnagle, acting deputy director, Marketing Economics Division, Economic Research Service. Mr. Hoofnagle presented background information relating to advisory committees, how research is initiated, the types of research conducted, and some of the research which has been conducted relative to the special interests of the industries represented.

Highlights

Howard Morton, Director of Wheat Utilization Research, Great Plains Wheat, Inc., led off the discussion period by summarizing a statement he had prepared. Highlights of the statement follow:

"As you might imagine, there has been considerable discussion prior to this meeting among those assembled here today—

"We, representing various segments of the industries associated with wheat, do have a community of interest.

"I wish to propose the formation of an action group — an agency for the domestic promotion of the products of wheat, jointly financed and controlled by those whose future, like mine, is dependent on the market for wheat and foods derived from wheat.

"The Secretary's call for this meeting and the response you have given to it, as testified by your presence here, fortify the conviction that the time for action has finally arrived."

"It seems to me that the advantages in a combined program far outweigh any disadvantages.



Howard P. Davis

"We must strive to increase public understanding and appreciation of our products—or, as an advertising man might phrase it, improve our 'image.' Second, we must take every means known to modern marketing to stimulate greater consumption of our products, no matter what their form.

"What shape should this new action organization take? It should be based on at least six essential points:

Marketing Research
Editorial Service—All Media (Consumer Use)
Educational Service
Public Relations/Member Service—Communications
Administration

"I suggest, to spur you to reaction, that those groups represented here each gain through their participation in the program one 'charter' director's seat, for a man who would serve for a minimum three year term.

Charter Seats

"I suggest that such 'charter' seats for directors be given to: (1) American Bakers Association, (2) American Institute of Baking, (3) Biscuit and Cracker Manufacturers' Association, (4) Millers' National Federation, (5) Wheat-Flour Institute, (6) National Association of Flour Distributors, (7) Associated Retail Bakers of America, (8) National Soft Wheat Millers Association, (9) Cereal Institute, (10) National Macaroni Manufacturers' Association, (11) U. S. Durum Growers Association, (12) Na-

tional Association of Wheat Growers, (13) Great Plains Wheat, Inc., (14) Western Wheat Associates, (15) Grain and Feed Dealers' National Association, (16) National Grain Trade Council, (17) National Federation of Grain Cooperatives, (18) Bulgur Associates, (19) W. E. Long Company, (20) Quality Bakers of America, (21) American Bakers Cooperative, Inc.—Total: 21 seats.

"In addition, I would propose that the duly constituted wheat growing organizations in each of the eleven commercially-producing states receive director's seats, these for two-year periods—an addition of 11 for a total of 32.

"A deputy of the Secretary of Agriculture should have a permanent seat, subject to change by appointment. Total: 33.

"In addition, I would suggest consideration of an additional seat for every \$500,000, or fraction thereof, contribution on the smaller scale of assessment; one additional seat for every one million dollars, or fraction thereof, contribution on the larger scale. Again, I would suggest election for two year terms to insure rotation and exposure of the program to leaders within industries while, at the same time, we keep a reservoir of experience. According to my calculations—17. Total number of directors: 50.

"Consumer interest, farm group organizations and retailers could be consolidated into an advisory council which might meet periodically with the directors, most probably at annual or semi-annual meetings."

Fine Job Done

There was general agreement among the meeting participants that Mr. Morton had done a fine job in bringing together in concise form the items which should properly be considered at the meeting.

Albert S. Schmidt, Sr., chairman, American Bakers Association, commented that contributions from bakers should be based on full membership, a task force should be formed for later negotiation and the ABA will back this project to the hilt.

Albert Herling, American Bakery and Confectionery Workers International Union, AFL-CIO, stated that his union has a real interest in increased consumption of wheat and wheat products and have an interest in any proposed organization. He also stated that he had specific proposals to make, but

Continued on page 56

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Wheat Campaign Considered—

Continued from page 54

felt it might be premature to make them at this time.

E. William Ohlin, president, Associated Retail Bakers of America, stated that the retail bakers back Schmidt's statement and feel there is a need for an industry wide organization.

Alfred G. Beckmann, chairman, Millers' National Federation, stated that his industry backs a proposed industry-wide organization.

Desmond H. O'Connell, chairman, American Bakeries Company, stated that before getting involved in any discussion on specific proposals, there should be a smaller group formed from those present to hammer out details. He also stated that any proposed organization would not get support until there is an respected organization which will intelligently spend the money.

Crockett Speaks

R. C. Crockett, U. S. Durum Growers Association, stated that while durum consumption has increased by 25 per cent, the group he represents is not satisfied with this figure. Also, even though their problems may not be the same as others present, his organization is willing to support an industrywide organization. He also stated that the Durum Growers are interested in consumer research.

J. C. Bowman, president, Biscuit and Cracker Manufacturers, stated that while he was not speaking officially for his association, he was sure that they would endorse the community of interest expressed by the meeting. He also suggested that the presentation made

by Howard Morton would serve as a starting point for discussion.

Community of Interest

Kenneth B. Arrington, Continental Baking Company, stated that it is most important to confirm that we do have a community of interest and to make plans to move forward; that the group should address itself to the next step necessary for the formation of an organization.

C. L. Mast, Jr., president, Millers' National Federation, then stated that the millers will support this organization.

Winn Tuttle, Washington representative, Western Wheat Associated USA, Inc., stated his group was in favor of an organization.

Rondall Huffman, National Soft Wheat Millers Association, and R. G. Myers, chairman, Wheat Flour Institute Committee, commented on the inadequacy of wheat research conducted by the government.

Joseph M. Creed, general counsel, American Bakers Association, suggested that each of the various groups represented at the meeting caucus and bring back the names of persons who could serve on a task force to work out the details of a proposed organization.

Nominations

Based on the bakers' understanding that the mission of the smaller group would be to work out specific proposals for an industrywide organization representing the groups present, the following persons were selected to represent the bakers: E. William Ohlin, president, Associated Retail Bakers of America, and Albert S. Schmidt, Sr., chairman, American Bakers Association.

Howard Morton announced that he and Ken Kendrick, executive vice pres-

ident, National Association of Wheat Growers, would represent the producers.

Alfred G. Beckmann announced that James McFarland, executive vice president, General Mills, Minneapolis, Minnesota; Howard Lampman, director, Wheat Flour Institute, and himself would serve as millers' representatives. Subsequently, Mr. McFarland announced that it would be impossible for him to serve and that W. A. Lohman would take his place.

Robert M. Green, executive secretary, National Macaroni Manufacturers Association, announced that Alvin Kenner, president, United States Durum Growers Association, and Walter Villeneuve, National Macaroni Manufacturers Association, would represent their group.

Joseph M. Creed suggested that it would be desirable to have a person from the government serve as the initial chairman of the task force group. It was the consensus of the meeting participants that Howard Davis should serve as the initial chairman of this smaller group.

Committee Name

There was general discussion on an appropriate name for the committee. It was unanimously decided that the name should be Organization Development Committee. The group wanted it clearly understood that this committee would operate on an informal ad hoc basis and that its conclusions would be in the form of organization proposals to the larger group. Matters relating to specific programs and financing of a future organization would be left to that organization to decide once it was formed. The first meeting of the O.D.C. was scheduled for March 2.

What Industry Can Expect From the Food Commission

A digest of a talk by Representative Catherine May of Washington State, one of the fifteen members of the National Commission on Food Marketing, before the 61st annual convention of the National Food Brokers Association, in New York City.

THE establishment of the National Commission on Food Marketing is the outcome of several developments. Some of these are fundamental, long-run changes taking place in the food industry. Others are more temporary or special situations that have drawn particular attention to the changing nature of food marketing at the present time. Changes raise many questions, some minor and some profound. Consumers may welcome new forms of food

and conveniences, but at the same time, question whether some changes are entirely in their interest. Thus, the Commission has been charged with the responsibility of looking at the whole area of food marketing and trying to determine where we are going—if where we are going is different from where we want to go—and if so, what should we do about it.

"The Commission is made up of five Senators, five members from the House of Representatives, and five "public" members; it is headed by Phil Sheridan Gibson, retired Chief Justice of the California State Supreme Court. Dr. George E. Brandow, professor of agri-

Continued on page 60



Representative Catherine May

BALLAS GOLDEN YOLK EGGS

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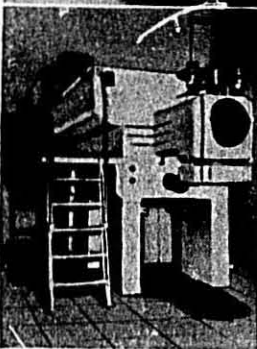
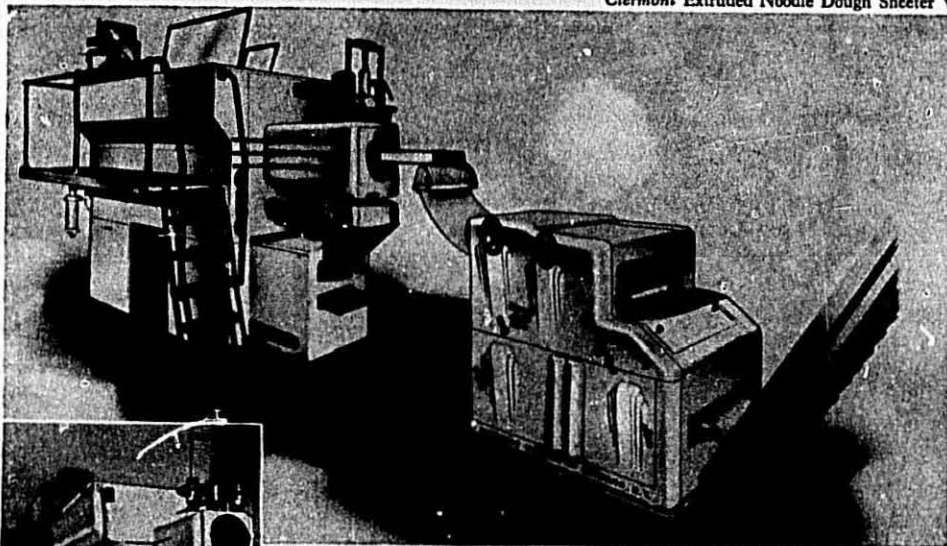
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Extruded Noodle Dough Sheeter-1600 Pounds Per Hour

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VMP-3 with short cut attachment.

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

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

TAILOR-MADE FOR THE NOODLE TRADE
 Available with or without vacuum process

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

Large screw for slow extrusion for better quality.

Engineered for simplicity of operation.

Rugged construction to withstand heavy duty, round-the-clock usage.

Attachmentless controls. Automatic proportioning of water with flour. Temperature control for water chamber.

Only one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.

Evenly designed die gives smooth, silky-finish, uniform sheet.

Completely enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

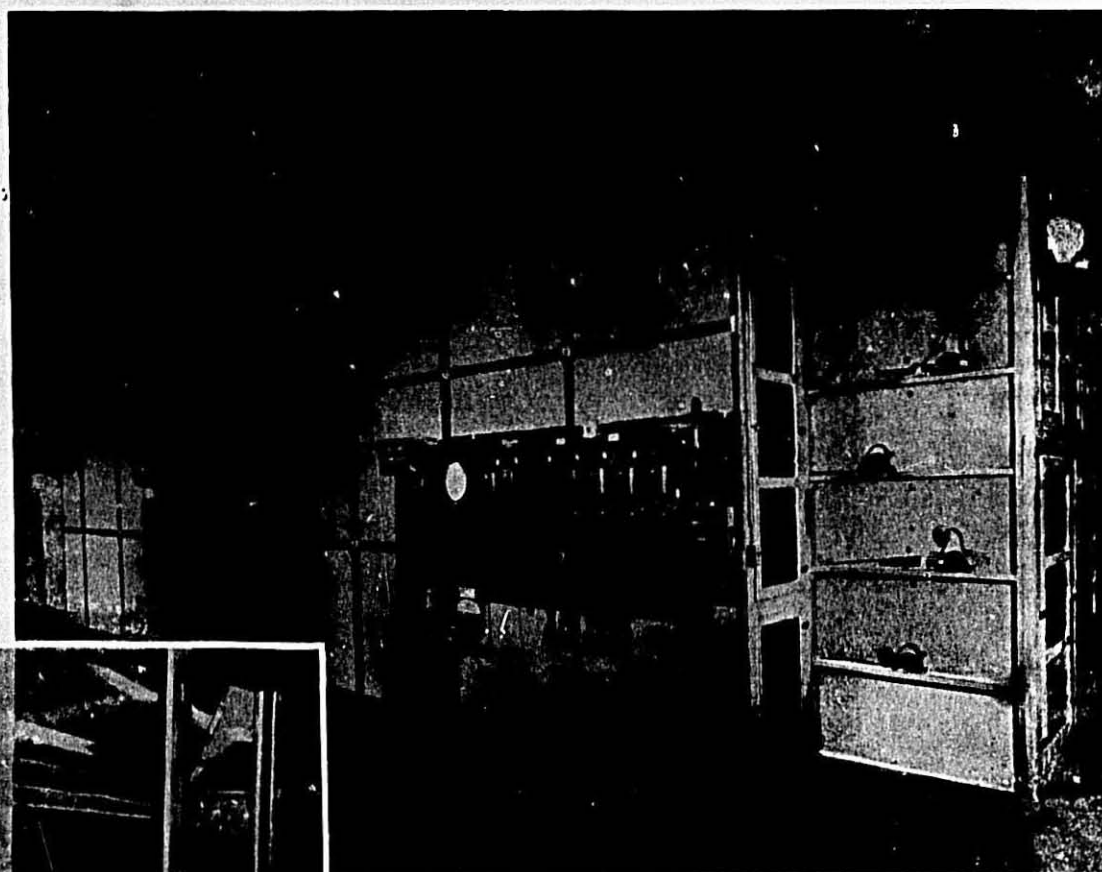
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Clermont

CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine—in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

large doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages: all are incorporated in the Clermont Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the front chamber and the air chamber sides.

The only Noodle Dryer that uses heavy screens that interlock with stainless steel side panels. Many other features are incorporated that are only Clermont's.

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

Please consult us for full information.

Clermont Machine Company Inc.

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Food Commission—

Continued from page 56

cultural economics at Pennsylvania State University, has been appointed executive director—with the responsibility of hiring personnel and directing the study. His staff will include economists—several of them from universities—research personnel, and a small legal group.

The Task

"Here, in general, is how Dr. Brandow envisions the Commission's task: First, it must get the facts about the current situation in the food industry and about trends—to understand what lies behind them, to see how they affect the efficiency and competitiveness of the industry, and to judge what they portend for the future. Finally, it is to reach conclusions regarding the kind of food industry that the Nation should have and the policies conducive to maintaining this sort of industry.

"Information will be developed by three principal means: (1) by bringing together a large amount of data relating to the food industry but now scattered through government agencies, trade sources and universities; (2) collection of necessary data from firms in the food industry; and (3) holding hearings in Washington and probably in various areas of the country.

"I anticipate that retailing and the processing and procurement of beef will receive especially careful attention because of its strategic importance and wide public interest. Other subject matter areas will include poultry, dairy, millip and baking, fruits and vegetables, and other foods.

Specific Studies

"Study on a specific commodity basis will deal with competition and trade practices in wholesale, processing, procurement, vertical integration, and methods of buying from farmers. Naturally all work in this area will have to be coordinated with retailing practices. It is felt that throughout its studies, the Commission must focus upon efficiency in the performance of necessary functions and the nature of competition at all stages and marketing.

Congress has empowered the Commission to hold hearings, subpoena witnesses to testify and quote from the law. To require by special or general orders, corporations, business firms, and individuals to submit in writing such reports and answers to questions as the Commission may prescribe; such submission shall be made within such reasonable period and under oath or otherwise as the Commission may determine."

"The Commission's staff will go about its duties in a true spirit of inquiry, without prior judgments as to what the facts are. All segments of the industry will have an opportunity to be heard. Studies made within the industry will be welcomed. The Commission needs the full cooperation of the industry; and while it must seek information relevant to its duties, it will make every effort to avoid trivial or unreasonable demands on food firms."

Vertical Cartoners Modified

Clybourn Machine Corporation of Skokie, Illinois, has recently redesigned and modified their vertical cartoners for volumetric filling of free flowing products to keep abreast of the ever-increasing demand for greater production.

200 Per Minute

The standard Model "B" & "C" machines with four and three cup fillers respectively, have been redesigned with ten and seven cup fillers respectively. Carton size range of the two models remains the same, up to 5 1/4" x 2 1/4" x 8" on the "B" and up to 7 1/4" x 3 1/4" x 11" on the "C", but speeds have been increased up to 200 cartons per minute on the "B" and 160 cartons per minute on the "C". The increase in speed is accomplished by the added quantities of volumetric cups, increased cup filling and carton filling time and by the development of a combination vacuum and mechanical motion carton erection and set up device. Sizes of the machines have been increased to nine feet in length and 3 feet in width plus compression unit and carton magazine.

Horizontal Lead

Horizontal, automatic load equipment, specially designed for long cut macaroni products has successfully proven itself on recent installations. Several features make the equipment unique for macaroni products. These include, any length of product infeed buckets; sliding product buckets which move directly to the carton edge and coupled with an overhead plate which then confines product on all four sides at joint of product insertion eliminating any "fanning" and causing a jamb; full adjustability including provisions for divided trays and divided cartons for multiple items; intaglio pattern gluing for aiding to acquire infestation-proof carton.

All equipment can be fitted with net weighing, standard scales for cut items and the newer scales for long cut.

Packaging Show

The 34th National Packaging Exposition was held in McCormick Place, Chicago, by the American Management As-

International Macaroni Meeting

Within the framework of the technical and economic displays which will take place during the fourth edition of IPACK-IMA from September 11 to 17, 1965: International Exhibition of Packaging and Packaging; Food-processing Industrial Machinery; Mechanical Handling; there will be an international meeting of representatives of the macaroni manufacturing industry sponsored by the Associazione Italiana fra Industriali Pastificatori and with the collaboration of the National Macaroni Manufacturers Association of the United States and of the following European Associations:

Chambre Syndicale des Fabricants des Pates Alimentaires de Belgium;
Syndicat des Industriels Fabricants de Pates Alimentaires de France;

Bundesverband der Deutschen Teigwaren-Industrie E. V. and Verband der Teigwaren-Industrie E. V. of Germany;
Groupement de Pates Alimentaires de la Federation des Industriels Luxembourgeois of Luxembourg;

Nederlandse Vereniging Van Fabrikanten Van Vermicelli en Macaroni of Holland;

Fachverband der Teigwaren-Industrie of Austria;

Food Manufacturers' Federation Incorporated of England;

Grupo de Fabricantes de Pastas Alimenticias of Spain;

Union des Fabricants Suisses de Pates Alimentaires of Switzerland.

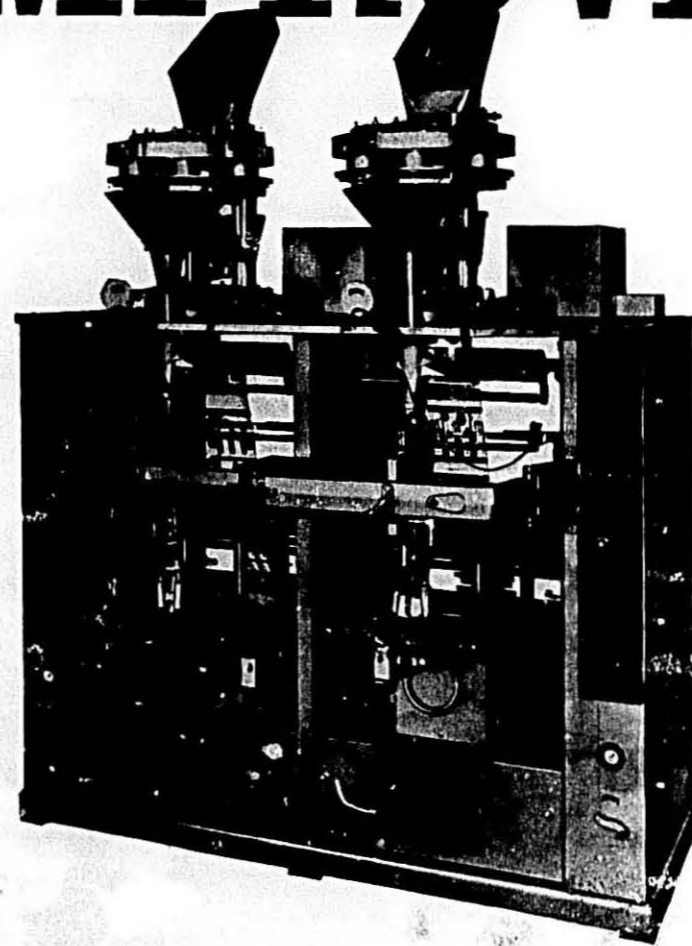
Time and Agenda

The meeting will take place in the Sala Cicogna in the IPACK-IMA premises—piazza Carlo Magno, Milan—on Wednesday and Thursday, September 15 and 16, 1965.

In anticipation of the definitive arrangement of the time-table, it is already known that the main subjects to be discussed will be in connection with the agricultural and industrial aspects of the industry. The following subjects will be on the agenda: raw materials (sole use of hard wheat—availability of hard wheat—hard wheat prices); treating and drying methods; direct and indirect packing; processing costs; distribution (sales organization, distribution costs); exchanges between countries within the European Economic Community; exchanges between countries not in the E.E.C.; the egg problem, and the problem of training within the industry.

sociation April 5 through 8. Theme was "profitability and Penetration through Packaging." International packaging was discussed.

PROVED and IMPROVED



TRIANGLE



Triangle's Improved Twin-Tube Bag Machine has an all new frame that's solidly built for smooth, trouble-free operation. This gives it a sturdy foundation that safely protects all parts throughout the life of the machine.

But still it has all the production-proven components that have long provided continuous high-speed production of all packaging films. For further information about the improved bag machine, write or call:

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T. H. Crowe



H. L. Gibbs



F. E. Pringle

Hayssen Promotions

The promotion of three men to newly created executive positions in an expanded marketing department has been announced by William A. Hayssen, President of the Hayssen Manufacturing Company in Sheboygan, Wisconsin.

F. E. Pringle has been advanced to the post of Director of Sales and Marketing. For the past five years, Mr. Pringle has been General Sales Manager for this leading builder of automatic packaging machinery.

The promotions of H. L. Gibbs to the position of Sales Manager and T. H. Crowe to the post of Marketing Manager were also announced.

Mr. Gibbs will supervise Hayssen's entire field sales organization. This includes 17 sales offices in North America and over 50 international offices. He has been with Hayssen six years and was Manager of International Sales the past four years.

As Marketing Manager, Mr. Crowe will head up Hayssen's newly expanded sales, service and marketing staffs including a new field product group, located at the firm's home office in Sheboygan. He has been with Hayssen four years; most recently as Field Product Manager for their Econ-O-Matic line of horizontal pouch packaging machines.

Merck Reorganization

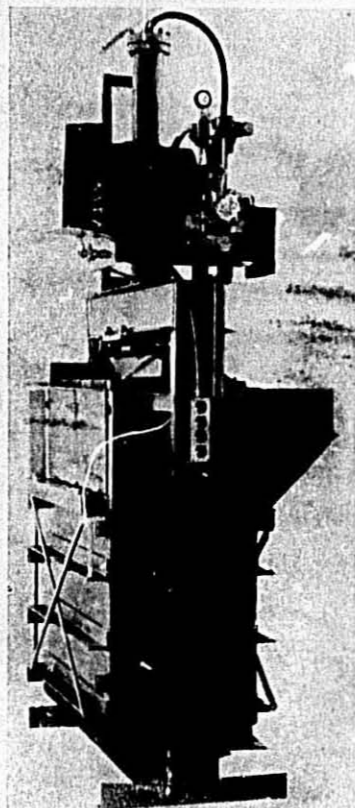
Merck & Co., Inc. has reorganized the Merck Chemical Division into separate divisions for marketing and production, according to an announcement by Henry W. Gadsden, company president.

Dr. Luther S. Roehm, formerly vice president for marketing of the Merck Chemical Division, has been named vice president and general manager. He will direct marketing operations and serv-

ices for the company's industrial and fine chemical products and animal health and feed products.

Merck has four divisions in addition to the Merck Chemical Division and Merck Chemical Manufacturing Division. They are: Merck Sharp & Dohme, which manufactures and markets pharmaceutical and biological medicinals; Merck Sharp & Dohme International, which conducts the company's foreign operations; Merck Sharp & Dohme Research Laboratories, which conducts basic and applied research in the fields of human and animal health; and Quinton Company, which markets the company's line of proprietary drugs, household products and laboratory chemicals.

new loading door. Two are heavy duty, downstroke hydraulic balers, the Models DHBS and DHWS. The other, Model STDS, Consolidated's popular and widely used baler. All units are self-contained, single chamber presses, designed to produce compact bales from paper, cloth, plastic, metal and other classifications of scrap material.



Improved Baler

Consolidated Baling Machine Company, Inc., Brooklyn, New York, announces that it is currently offering an additional feature in their line of single chamber baling presses; a new, special loading door having side panels which can be used in conjunction with the standard side loading door.

This special loading door meets plant maintenance requirements where overhead filling from a chute or conveyor above the press is more desirable. The loading door with side panels when partially open, as shown in the photograph, forms a chute and receives the scrap material from above. While the new door facilitates top filling, it will also contribute to cleaner operation. Side panels on the loading door funnel the scrap directly into the press and minimize spilling and clutter. Operation is neat, clean and fast as the waste is being processed into compact bales.

The company is currently producing three types of baling presses with the

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

When you buy one Hayssen Expand-O-Matic you get 50 different products and bag sizes. This means you can handle all your packaging needs with one machine.

DEPENDABILITY

The Hayssen Expand-O-Matic is built to last. It's made of heavy-duty materials and is designed to handle the toughest packaging jobs.

SPEED

The Hayssen Expand-O-Matic is fast. It can produce up to 100 bags per hour. This means you can get your packaging done in less time.

PACKAGE QUALITY

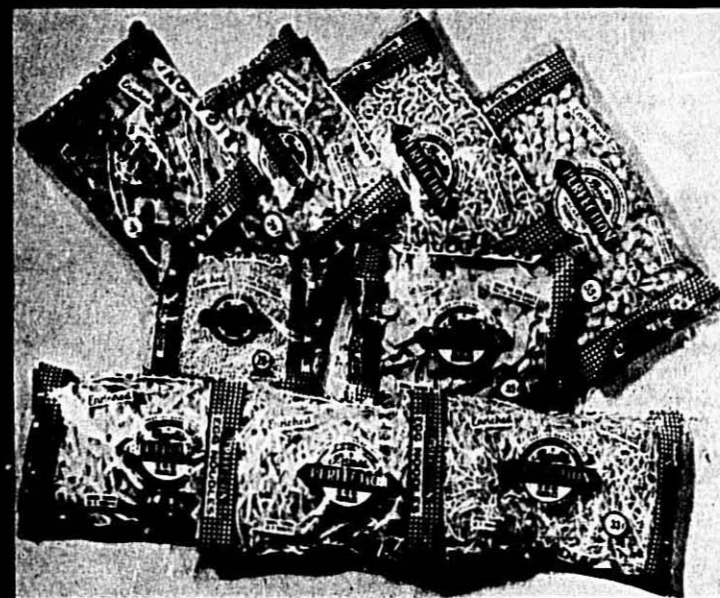
The Hayssen Expand-O-Matic produces high-quality bags. The bags are strong and durable, and they look professional.

OPERATION

The Hayssen Expand-O-Matic is easy to operate. It's simple to set up and adjust, and it's easy to clean.

PERFORMANCE

The Hayssen Expand-O-Matic performs well. It can handle a wide range of products and bag sizes, and it's built to last.



LAST BUT FAR FROM LEAST

When you buy the Hayssen Expand-O-Matic, you get a lot more than just a machine. You get a lot of service and support.

SEE IT IN OPERATION

Visit our factory in Sheboygan, Wisconsin, to see the Hayssen Expand-O-Matic in operation. You'll be impressed by its performance.

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

Bob Borrelli, VP of Fresno, with the Hayssen Expand-O-Matic installed in his Fresno, California plant.

HAYSSEN MANUFACTURING COMPANY
SHEBOYGAN, WISCONSIN

AUTOMATIC PACKAGING EQUIPMENT

Cap's Package Redesign

A colorful new folding carton for Cap's Fresh Frozen Egg Noodles incorporates a suggested kitchen decor as part of the selling design. The packaging was designed and produced by Rossotti Lithograph Corp. of North Bergen, N.J. in four-color lithography. The use of the new carton is the first totally different approach seen for this product in several years, according to a company spokesman.

Originally Hand Packed

Originally the package for this refrigerated product was a pre-formed fiber tray which was hand-filled, weighed and overwrapped with cello and then hand-sealed. A heat-seal label was applied to identify the product and the manufacturer.

The new carton was developed from research conducted by Rossotti's marketing and design teams. It was their recommendation that the manufacturer utilize a carton to expand distribution for the product and to increase consumer demand. The carton created greater appetite appeal, the noodle manufacturer found. It was also more acceptable to retailers because of its easier stackability and protection against breakage of contents.

The carton design features a window for easy identification. It also stresses the egg content of the product by the use of process drawings of bright yellow eggs and eggs. The design follows the basic pattern of the cartons for Cap's Pizza also manufactured by Rossotti.

Econ-o-mate

The end flaps of the noodle carton have been coated with a special hot-melt adhesive to run on Rossotti's hot-melt Econ-o-mate equipment. In addition, one of the flaps features a zip-opening for easy opening. The manufacturer uses the Rossotti Econ-o-mate equip-



Related item display of Lawry's Stroganoff Sauce Mix and Globe A-1 Noodles.

ment to pack other items in his line as well.

The Econ-o-mate equipment is a semi-automatic, side-loading operation working at speeds up to 35 per minute. Because the adhesive is applied in the packaging supplier's plant there are no glue pots in the noodle manufacturer's plant to give de-waxing odors at the point of packaging.

The Econ-o-mate has also proved to be a significant labor saver for Cap's, according to company spokesmen.

Stroganoff Sauce Mix

Lawry's Foods of Los Angeles, California, are introducing a new product—Beef Stroganoff Sauce Mix. They say the flavor is delicious and the following recipe shows how easy it is to fix. This gourmet dish can be made economically with a less tender cut of beef and easily with the mix which imparts all the rich, savory flavor. Add sour cream just

before serving — serve with buttered noodles and wine if you wish.

Beef Stroganoff

(Makes 4-5 servings)

- 2 tablespoons butter or salad oil
- 1 1/2 pounds round steak, sirloin tip, or boneless chuck, cut into 1/4" by 1/2" by 1 1/2" strips
- 1 1/2 cups water
- 1 package Lawry's Stroganoff Sauce Mix
- 1/4 cup dairy sour cream

Heat butter or salad oil in a skillet and brown the beef strips. Add the 1 1/2 cups water. Bring to a boil, reduce heat, cover and simmer about one hour until meat is tender. Remove meat. Measure juices and add water to make 1 1/2 cups. Return to skillet and stir stroganoff mix into juices. Return meat to skillet. Bring to a boil, reduce heat, cover, and simmer 10 minutes. Before serving, blend in sour cream and heat. Serve with noodles.

For wine variation: Add 2 tablespoons sherry with sour cream.



Beef Stroganoff and Noodles

The product is packed in foil in an envelope containing 1 1/2 ounces. It is loaded with appetite appeal in full color. Packed 24 to the case, shipping weight is 3 1/2 pounds. Minimum quantities of 150 pounds from Los Angeles or 250 pounds from the warehouse. Retail price is about 25 cents.

Promotional Program

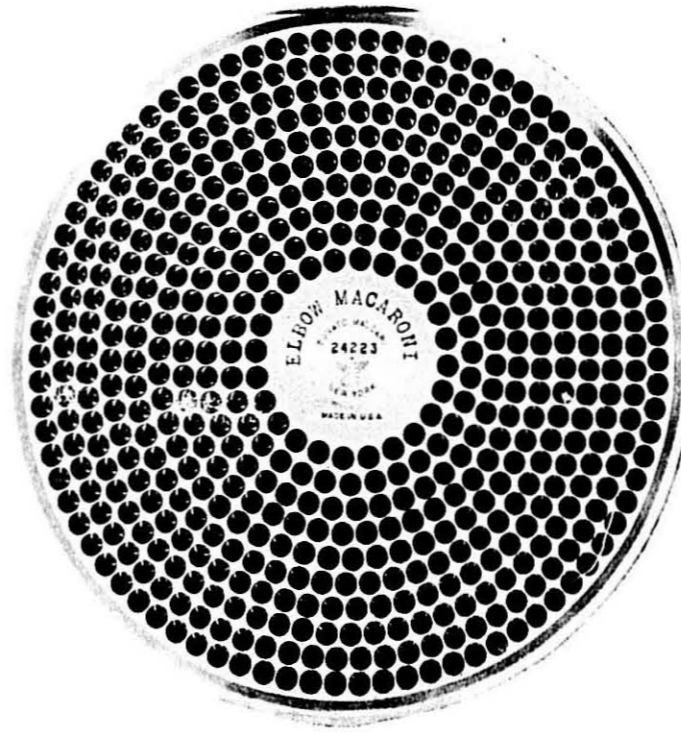
Easy-to-install merchandising racks are available along with special display materials, including recipes. One-half square foot of selling space produces \$6.00 in sales and \$1.90 in profit, plus related-item sales. Advertising support currently appears in McCall's Good Housekeeping, Woman's Day and Family Circle Magazines.

Lawry's offers to buy the noodles if the consumer buys the mix. A 25 cent refund offer is made to motivate sales. The consumer has nothing to lose and a wonderful dining experience to gain.

Post-Lenten publicity by the National Macaroni Institute centers on calorie-counted menus.

THE MACARONI JOURNAL

THE PERFECT CIRCLE*---



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Largest Macaroni Die Makers Since 1913 - With Management Continuously Retained in Same Family



Convenience Products for Convenience Foods

THE American housewife's demand for new and better convenience foods has added a rosy glow to the outlook of many macaroni manufacturers. Products like packaged chicken tetrazzini, Noodles Romanoff, Noodles Almondine, chicken noodle dinner, Rice-a-Toni and others have had a marked impact on sales and profits. Now that the demand has been established, research departments are working overtime to develop new products that will satisfy this market. Clearly, the picture is one of a nation asking for better things that will require less work, almost without regard to cost, and of an industry striving mightily to fill this need.

This yearning for products that do not require much preparation is not restricted to the consumer alone. Many manufacturers are also engaged in an intensive search for better and cheaper ways of producing these products. There are two ways of accomplishing lower costs . . . either lower the manufacturing expense or reduce the cost of selling.

Savings in Solids

For some years, many macaroni manufacturers have found that they could reduce a number of previously fixed costs by using egg solids rather than frozen or shell eggs. First, they eliminated the cost of freezers, since egg solids do not require this type of storage. Secondly, they lowered the cost of storage itself because egg solids require less than half the space taken up by frozen eggs.

Another important factor is that egg solids can be used immediately and at will. If the macaroni manufacturer has a change in production plans he merely has to put the egg solids back in storage; there is no loss. Frozen eggs, on the other hand, must be thawed out in advance—a messy and time-consuming job. And, should there be a change in plans, the thawed eggs must be written off as a loss.

Health Considerations

The health factor must also be considered. As every food processor and manufacturer knows only too well, the United States Government has ruled that every ingredient going into a food product must be salmonella negative. It doesn't matter that the finished product will be salmonella free. If one ingredient should test salmonella positive, every batch of food in which it was used will be condemned and seized.

One of the major producers of egg solids, Henningsen Foods, Inc., pasteurizes its products so that they are guaranteed salmonella negative by official Food and Drug Administration method. Frozen eggs, even if salmonella negative when delivered, may become contaminated during the thawing process.

Henningsen's pasteurization and processing techniques improve the functional properties of the egg, making it function even better than frozen or liquid eggs and better than many competitors' egg solids.

Time Saver

A time saver for macaroni manufacturers is Henningsen's special pack which was developed especially for this market. Containing 53 pounds of dried egg yolk or whole egg in a polyethylene-lined box, the pack is available at the same price as the standard drum pack. It eliminates scaling and weighing for batch size, and provides the precise poundage necessary to add to 1,000 pounds of durum flour or semolina.

Egg solids save dollars because there is no product loss when using. Frozen eggs, on the other hand, tend to cling to the can when the can is dumped. Despite the laborious, time-consuming scraping of the thawed egg from the sides of the can, there is still about a 2% loss of product. What's more, there is always the possibility of contamination from the scraping. This does not exist with egg solids.

These savings have meant dollars saved to many noodle manufacturers. As the new convenience foods began to emerge, the problem arose of how and where to purchase, and use the ingredients.

The correct answers could mean manufacturing economies that would allow healthy profits at competitive prices. The right answers and the right products are available from the same company that has been supplying this industry with money-saving egg products. Henningsen Foods is also a leading supplier of the convenience beef and chicken products that have become so important in the preparation of the specialty foods.

Beef and Chicken

The wide range of beef and chicken products, and their adaptability to many different manufacturing situations have prompted leading companies in this industry to utilize them. In addition to their convenience, they too are salmonella free and so certified.

Henningsen's versatility is reflected in its chicken products. According to their needs, manufacturers may choose from: chunk style cooked chicken, dehydrated, cut to the size and shape specified by the customer, for the taste, feel and chewiness of fresh chicken; frozen diced cooked chicken, boned and diced for chicken noodle products in the freezer compartment; freeze dried chicken with the moisture removed with the appearance and texture of fresh chicken meat. In this state, it can be kept on the shelf without refrigeration for long periods of time without spoiling. The addition of water restores the chicken to its natural state and flavor. Its use in chicken and specialty packages is limited only by the imagination of the maker.

Spray Dried Broth

Henningsen also supplies spray dried chicken broth and spray dried chicken meat with authentic chicken flavor for use in casserole dishes and rendered and powdered chicken fat for use in casseroles. To complement their chicken products, Henningsen produces a complete line of similar beef products including dehydrated chunk beef, powdered beef, freeze dried beef and dehydrated beef broth.

All signs point to a continually expanding convenience food market. The firm that does not take advantage of this opportunity for added growth and profit is limited, indeed. All the resources for the preparation of these products are readily available. With quality foods, competitive prices, and attractive packaging, there is no reason why every macaroni manufacturer cannot succeed in the most promising new market since the introduction of frozen foods.

Waldbaum of Wakefield

Milton G. Waldbaum Company of Wakefield, Nebraska is in the heart of the golden corn and green alfalfa growers. They use "Wakefield" as their brand name.

Waldbaum operates their own farm procurement set-up, break only the highest quality eggs, and maintain a twelve-month supply of frozen and dried eggs. They have their own company laboratory for analysis and guarantee service to noodle makers as well as their many other users.

You are invited to attend the 61st Annual Meeting of the National Macaroni Manufacturers Association Hotel Biltmore New York City July 11-14, 1965

Convention theme: Prosper through Understanding

On the Program: "Surviving or Succeeding?" "How to get out of the Cost-Price Squeeze on Profits." "Federal and State Food and Drug Regulations." Unusual Social Schedule and time for the Fair.

For reservations and details write Box 336, Palatine, Ill. 60067

National Macaroni Manufacturers Association

"WAKEFIELD" BRAND



Fine Quality Eggs and Egg Products

Frozen Eggs Egg Solids Dark Yolks

USDA and Army approved — Pasteurized Eggs Our Specialty Lab analysis on all shipments

Write or call Dan Gardner Area 402-287-2211

MILTON G. WALDBAUM Company WAKEFIELD, NEBR.

Grades Are a Guide To Egg Quality

From the American Grocer

How do you shop for eggs—by grade, by size, by color? Do you always buy large, grade A, white eggs because you think they are best? They may or may not be, depending on your needs. There are several egg buying guides that offer keys to economy and satisfaction.

You can be sure of the quality of the eggs you buy because all eggs sold in New York State must be graded, according to law. The only eggs that can be sold ungraded are those that the poultryman sells from his own flock directly to the consumer. Egg grades are clearly printed on the carton label.

Eggs of every size come in every grade. For example, a carton of Grade A eggs may contain large, medium, small, or extra large eggs. Quality alone determines the grade of the egg; size has nothing to do with grade.

Eggs are graded to designate their quality at the time of candling. Standards exist for four grades of eggs—AA or Fancy, A, B, and C. Grade A and Grade B are most commonly seen on the retail market. Unavoidable changes in eggs may take place after candling and before the eggs reach the consumer, still not more than two eggs per dozen may be below the requirements for the designated grade. These two eggs must meet requirements for the next lower grade.

Appearance

Grade AA and Grade A eggs are of the highest quality. The white is thick and firm, and the yolk is high, firm, and well centered. They are ideal for all uses but especially where appearance is important, as in frying, poaching, or cooking in the shell.

Grade B eggs are satisfactory for uses where appearance is not so important, as in scrambling, baking, and general cooking. When they are broken out, the whites of Grade B eggs spread wide and the yolks are rather flat and enlarged. Grade B eggs are just as nutritious as eggs of higher grade and usually cost less.

Eggs are perishable and require refrigeration to maintain their quality. Eggs standing at room temperature for a few days lose as much freshness as those stored in the refrigerator for several weeks. Buy eggs from a refrigerated display case in the market, and keep them refrigerated at home.

The carton eggs come in a good storage container. It covers the eggs lightly, avoiding loss of moisture and absorption of odors and flavors through the porous shells. It holds them in the preferred position, large end up.

Egg shell color varies from white to brown, depending on the breed of hen. Some breeds of poultry produce eggs with brown shells; others with white. The color of the shell has no effect on the flavor or the nutritional value of the egg. If you find a price difference among the same grade and size eggs, be guided by the price, not the color of the shell.

You can be sure of the size of the eggs you buy because New York State law requires that all eggs be sized before they are offered for sale. Egg size is clearly printed on the carton label. Eggs are sized according to their weight per dozen; large ones weigh more than mediums, and mediums weigh more than small ones. The weight per dozen of common sizes is as follows:

Extra large	27 to 30 ounces
Large	24 to 27 ounces
Medium	21 to 24 ounces
Small	18 to 21 ounces

Individual eggs may vary slightly in weight within a one-dozen carton. As a rule of thumb, eggs should appear uniform in size to the eye. A dozen eggs of any given size cannot vary more than 3 ounces in weight, as shown in the scale above, according to law.

Weight alone determines the size of the egg; quality or grade is unrelated to egg size.

Variations In Price

Egg prices vary somewhat during the year, and so different sizes may give you more egg for the money at one time of year than another. Generally, small and medium eggs provide somewhat more egg for the money during fall when they are more plentiful. Large eggs are more abundant in spring and so may cost less per pound than smaller sizes. Compare prices of different egg sizes of the same grade to determine which size is the most economical.

Smaller size eggs are plentiful in the fall because they come from young hens that have just begun to lay. These young hens will not start to produce large size eggs until December or after. Young hens make up a proportionately greater share of the laying flock in fall than older hens.

At this time older hens are being sold to make room for the new young birds. The flock consists of fewer birds that lay large size eggs, and so the supply of large eggs declines.

Variations in egg prices have become less pronounced because egg production has become more evenly distributed throughout the year than formerly. Twenty years ago the spring peak in receipts was about 60 per cent above the monthly average, and the fall low was about 40 per cent below. But in the late 1950's the seasonal changes shrunk

to not more than 20 per cent above the annual monthly average and 10 per cent below. Hence, egg prices vary less than in the past, rising less in the fall and dropping less in the spring from the monthly average.

The use of new breeds of chickens that lay more eggs per bird in the fall largely accounts for the more evenly distributed production throughout the year. Also, producers are hatching chicks earlier so that they will be producing more eggs by fall when large egg production drops.

Voluntary Inspection Program for Eggs

Representatives of the egg products manufacturers, the Institute of American Poultry Industries and USDA met in Chicago February 25 to review proposed regulations covering the treatment of egg products processed under the voluntary inspection program.

They also reviewed the time schedule for putting these regulations into effect.

The meeting was arranged by the Institute's egg products committee for its industry action group. It was the latest in a series of meetings the Institute has arranged within the last two months to clarify some of the problems the egg products people are facing and work out solutions compatible with the public interest.

Representing USDA were Herron I. Miller, B. W. Kempers and Connor Kennett.

Miller indicated the Department expects to make certain modifications in the regulations it first suggested. After they are published in the Federal Register, the industry will have the usual 30 days to comment on them before they become effective.

Industry representatives seemed generally agreed that the changes USDA now proposes will make the program more workable and indicated their willingness to cooperate.

Institute Will Report

At the request of the industry people, the Institute will report improvements in manufacturing procedures to trade groups whose members are users of egg products, pointing out that these products can be used with complete confidence, so there is no reason for going to substitutes.

President Harold M. Williams said the Institute and its members have been commended by cake mix manufacturers for the work it did with them on methods of testing for salmonella.

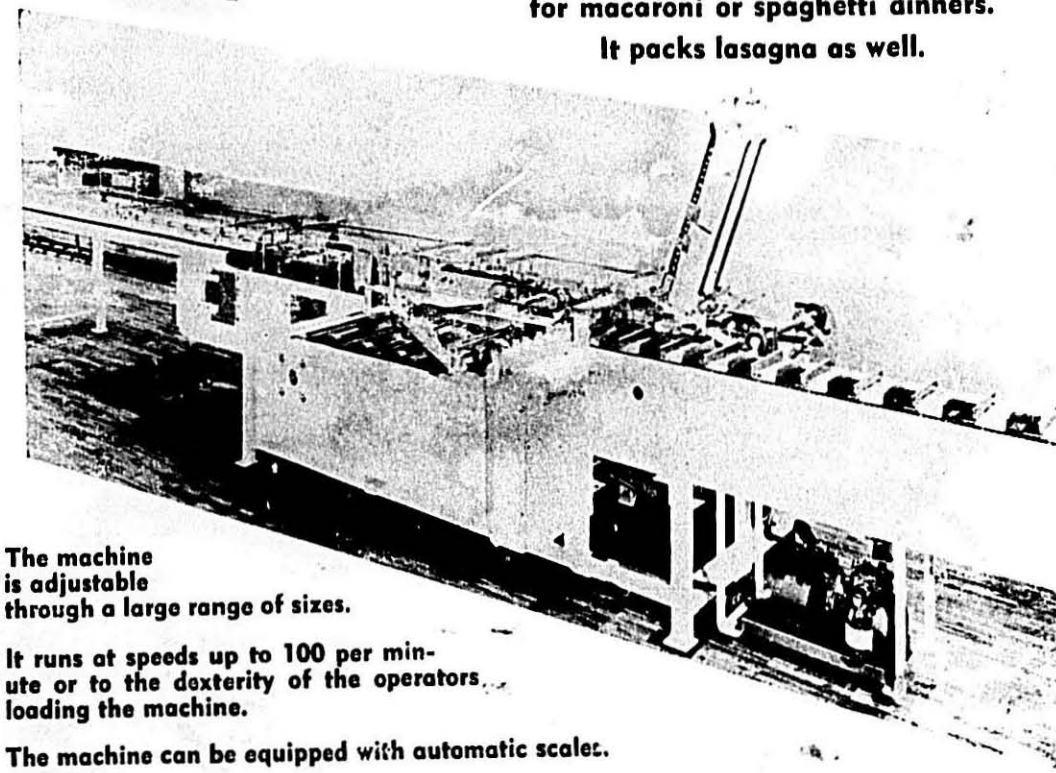
Williams, Frank Wolney and Mar-

Continued on page 70.



Long Goods Automatic Load Horizontal Cartoner

for long goods only, or combination of packets for macaroni or spaghetti dinners. It packs lasagna as well.



The machine is adjustable through a large range of sizes.

It runs at speeds up to 100 per minute or to the dexterity of the operators loading the machine.

The machine can be equipped with automatic scales.

The equipment has sliding product trays which move to the edge of the carton for perfect product insertion without fanning. Product is confined in tray on four sides during insertion by means of an over-head hold-down.

Adhesive application over-all or vertical intaglio pattern.

Available extra features: no product-no carton control; code-dating; counters and the like.

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Telephone: Area 312, 677-7800



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Dependable Equipment for the Packaging Industry

Egg Inspections—

Continued from page 68

garet Lally Huston of the Institute staff indicated the organization will be expanding its educational program to insure industry cooperation both in controlling salmonella and in the proper use of pesticides.

The Institute Research Council put a high priority on both these projects, Wollney said. Mrs. Huston pointed out that over 8,000 charts showing the proper use of pesticides were distributed through member companies.

A Food and Drug Administration spokesman told members of the Research Council that the level of pesticide residues they found in eggs was noticeably reduced following an intensive educational campaign the Institute and its members conducted with egg producers early in 1964.

Specifications Change

It was suggested at the meeting that the Chicago Mercantile Exchange probably should be asked to change its specifications on frozen egg to conform with the new USDA regulations when they become effective.

Industry representatives present at the meeting were:

Lawrence Atkin, Standard Brands; D. J. Purcell, Armour & Co.; Jack Wilson, Seymour Foods; Allan Rose, Tranin Egg Products; Mel Krigel, Monark Egg Company; Dan Gardner, M. G. Waldbaum Co.

Carl Plowaty, Emulsol Egg Products; Harry Slosberg, Henningsen Foods; Morris Schneider, Schneider Bros.; Carl Lane, Producers Produce Co.; Harold Ahlers, Carl Ahlers, Inc.; and Marvin Painter, Ballas Egg Products Co.

Egg Drive

The Poultry and Egg National Board is launching a series of promotions to roll back the depressed egg market.

A twin drive, aimed at supermarkets and school lunch administrators, has been introduced to point up the current low egg prices and tie-in products.

It's Egg Time

"It's Egg Time," a folder with eight easy-to-use egg recipes, has been made available by the board for major food chains at a half cent each.

In a letter sent to supermarkets, operators were reminded that March 3 marks the beginning of the Lenten season, and they were urged to take full advantage of meatless meals promotion in conjunction with National Egg Month.

An order form for the "It's Egg Time" folder was attached for quantity orders.

The folder to be inserted in egg cartons and made available to customers.

In addition, the board is offering egg decorating kits for use at Easter time. The kits, offered in bulk for 10 cents each, also are available to consumers through coupon inserts. The consumer may receive a kit by sending the coupon and 25 cents to the board here. Inserts are available at 50 cents per 1,000 or in pads of 50 at 10 cents per pad.

The kit is a series of letters and designs which are to be cut out and affixed to eggs. After eggs are colored, the stencil designs are removed, leaving the design in the natural color of the egg.

Wide Support

Among organizations aiding the board and the U. S. Department of Agriculture in efforts to relieve the current egg crisis, are the Super Market Institute and the Independent Grocers Alliance.

The Super Market Institute stressed egg promotion in its recent monthly bulletin. The Independent Grocers Association sent out an elaborate 10-page bulletin to its wholesale units, headlining National Egg Month, promoting the National Egg Cooking contest now under way, and materials available for the contest.

In addition, the association offered a variety of point-of-purchase advertising aids which are available to wholesalers, and, in turn, to their retailers.

Approach Criticized

An official for New York's largest locally-based chain criticized egg-promotional materials for ignoring an important cause of declining egg sales.

Adrian Etzel, head dairy buyer for H. C. Bohack Co., 200-store Brooklyn-based chain, says that according to Department of Agriculture figures, egg consumption fell from 393 per capita in 1951 to 315 in 1964.

Cholesterol Scare

He blamed this on bad publicity connecting eggs, as a high cholesterol food, with danger of heart disease.

But material available from egg industry sources is geared only to price promotions and recipes, broadly making reference to quality, he said.

The promotions do not get specific in rebutting the bad publicity which has put fear in people's minds about high-cholesterol foods, Mr. Etzel said. Such an approach would be more valuable in pushing egg sales up than the present approach, he stated.

Mr. Etzel said Bohack will place institutional ads in local newspapers to promote sales during National Egg Month.

Partial reprints of a story which appeared in the New York Times last year on the chain's AA eggs will appear in upcoming ads, he said.

Price promotions will be conducted during the first half of March, followed by extra-trading-stamps promotions in the latter half of the month. The chain distributes King Korn trading stamps.

Ballas Improvements

For about ten years European markets have required that egg products be pasteurized to meet their rigid health standards. Ballas Egg Products Corporation, with processing facilities in Zanesville, Ohio, along with others in the egg breaking industry has had pasteurizing equipment and offered these products to domestic customers as well as to the export trade. Now they have installed a second pasteurizer so that all products for all customers will be fully pasteurized.

In cooperation with Exact Weight Scale Company they have developed an automatic scale to accurately weigh liquid egg into the can. So customers are also insured of full measure.

Practically all of the eggs broken by Ballas are produced in large commercial laying operations which is the equivalent to the quality of eggs used for the breakfast table.

Ballas takes pride in selling quality merchandise, fully pasteurized, with guaranteed full measure.

American Home Net Up

American Home Products Corp. reported record operations for 1964 with gains of 8.2 per cent in earnings and 7.6 per cent in sales.

Net income rose to \$61,515,593, equal to \$2.65 a share, compared with \$58,679,838, or \$2.45 a share.

Sales totaled \$618,874,723 against \$575,041,228.

Alvin G. Brush, chairman, said all divisions contributed to the increases. Ethical drugs accounted for 43 per cent; packaged drugs, 23 per cent; household products, 18 per cent; and food, 16 per cent.

American Home produces the Chef Boyardee line of Italian foods.

Benincasa Pasteurizes Eggs

The V. Jas. Benincasa Company has announced that all their plants are now fully equipped for pasteurization, and all eggs shipped are salmonella controlled. Jim Benincasa states: "Our customers can be assured when placing orders with us that eggs delivered to them will meet all government specifications and regulations."



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Use Market Research Report on Consumer Attitudes toward Macaroni Products . . .

1965 Macaroni Merchandising Calendar with publicity and promotional themes . . .

Progress Reports and pictures to be used as sales tools . . .

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Prompt shipment on Frozen Dark Yolks • Whole Eggs • Dried Albumen

ALL PRODUCTS
PACKED
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ORDER WITH CONFIDENCE—Lowest Prices Always!

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Macaroni Census

Manufacturers shipments of macaroni, spaghetti and noodles amounted to 1,144 million pounds shipped in 1963, 15 per cent higher than the 996 million pounds shipped in 1959, according to a preliminary report of the 1963 Census of Manufactures just issued by the U.S. Department of Commerce's Bureau of the Census.

The report shows that shipment of

macaroni and spaghetti increased 18 per cent from 796 million pounds in 1958, year of the previous Census of Manufactures, to 936 million pounds in 1963 while shipments of noodles went up 14 per cent from 143 million pounds to 163 million pounds in 1963.

For the industry as a whole, payrolls went up 27 per cent, employment advanced 7 per cent although the number of establishments remained relatively the same, value of shipments increased

24 per cent and value added by manufacture went up 43 per cent from \$47 million in 1958 to \$96 million in 1963. "Value added" approximates the value of shipments less the cost of materials used to produce them.

The report, "Macaroni and Spaghetti," MC63(P)-201-3, is for sale by the Bureau of the Census, Washington, D.C. 20233 and U.S. Department of Commerce Field Offices. The price is 10 cents.

Year	Establishments Total employees	All employees		Production workers		Value			Capital expenditures (\$1,000)		
		Number	Payroll (\$1,000)	Number	Man-hours (1,000)	Wages (\$1,000)	Value added by manufacture (\$1,000)	Cost of materials (\$1,000)		Value of shipments (\$1,000)	
1963	222	71	7,274	35,508	5,098	10,374	21,175	96,016	126,541	223,027	4,763
1958	214	76	6,825	27,910	4,930	9,597	16,445	67,130	113,813	180,190	5,274
1954	233	84	7,058	24,278	5,276	10,216	14,465	52,568	102,570	154,830	2,469
1963 United States											
total	222	71	7,274	35,508	5,098	10,374	21,175	96,016	126,541	223,027	4,763
New England	23	3	457	2,234	309	655	1,161	5,715	10,719	16,976	480
Middle Atlantic	59	21	2,860	14,558	1,954	4,152	8,527	38,731	51,983	78,784	1,930
New York	36	12	1,586	7,811	1,067	2,329	4,760	18,204	25,316	43,565	817
New Jersey	8	3	620	3,786	401	861	2,043	9,938	14,560	24,522	792
Pennsylvania	15	6	654	2,961	486	962	1,724	10,589	12,107	22,667	321
East North Central	43	16	1,214	4,891	977	1,843	3,557	14,190	17,871	32,209	597
Illinois	23	9	691	2,959	557	1,111	2,100	8,454	9,531	17,997	285
West North Central	16	7	821	4,237	520	1,069	2,242	11,907	15,478	27,381	567
South	19	8	645	2,660	472	956	1,700	6,997	8,180	15,265	618
West	62	16	1,277	6,928	866	1,699	3,988	18,476	22,310	40,812	571
California	40	10	843	4,960	587	1,118	2,798	14,110	16,828	30,986	407

Note: Each producing State not shown separately in the above table was withheld either (a) to avoid disclosing figures for individual companies, in this or associated industries or aries, or (b) because the industry was of relatively minor economic importance in the State. (Additional publishable detail will appear in the final report on this industry.)

January Egg Products

Production of liquid egg and liquid egg products (ingredients added) during January was 46,593,000 pounds, 97 per cent larger than the January 1964 production of 27,959,000 pounds, according to the Crop Reporting Board.

Liquid egg used for immediate consumption totaled 5,345,000 pounds as compared with 2,841,000 pounds in Jan-

uary last year. Quantities used for drying totaled 14,951,000 pounds, over twice the quantity used in January 1964. Liquid egg frozen was 26,297,000 pounds, 48 per cent more than in January 1964.

Egg solids production during January, 1965, totaled 3,578,000 pounds—an increase of 90 per cent from January, 1964 and the largest January production since 1947. Production of whole egg solids was 361,000 pounds as com-

pared with 140,000 pounds in January, 1964. Albumen solids totaled 1,066,000 pounds, 97 per cent more than the 542,000 pounds produced in January, 1964. Output of yolk solids was 1,076,000 pounds, 111 per cent more than the 511,000 pounds produced in January last year. Production of other solids was 1,075,000 pounds, 55 per cent more than the production of 695,000 pounds in January 1964.

Dried Egg Production in United States, By Months, 1963-64 (Figures in 1,000 pounds)

Month	1963					1964				
	Whole	Albumen	Yolk	Other	Total	Whole	Albumen	Yolk	Other	Total
January	244	446	559	160	1,465	140	542	511	695	1,888
February	352	423	450	553	1,778	202	891	018	896	2,907
March	573	817	1,166	714	3,302	542	1,127	1,412	927	4,008
April	891	999	1,493	623	3,976	2,825	1,267	1,325	981	6,398
May	3,738	1,166	1,584	1,187	7,675	3,887	1,358	1,388	1,376	8,009
June	3,697	955	1,380	936	6,968	4,159	1,259	1,037	1,327	7,782
July	2,492	892	1,416	1,041	5,751	3,157	937	907	1,102	6,103
August	1,422	837	1,312	1,117	4,688	1,563	731	614	937	3,845
September	230	526	792	1,000	2,548	946	805	632	503	2,886
October	201	532	1,107	700	2,540	987	663	637	622	2,889
November	191	481	807	545	2,024	932	587	446	695	2,660
December	117	637	600	635	1,995	330	697	850	775	2,652
Total	14,170	8,651	12,672	9,217	44,710	19,650	10,864	10,677	10,836	52,027

JACOBS-WINSTON LABORATORIES, INC.

156 Chambers Street
New York 7, N.Y.

It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 45 years in operation concerned itself primarily with macaroni and noodle products.

The objective of our organization, has been to render better service to our clients by specializing in all matters involving the examination, production, labeling of macaroni, noodle and egg products, and the farinaceous ingredients that enter into their manufacture. As specialists in this field, solutions are more readily available to the many problems affecting our clients.

We are happy to say that, after 45 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements and help you progress with your business.

James J. Winston



George N. Kahn

SMOOTH SELLING®

By George N. Kahn

CLOSING THE SALE

This is No. 7 of 12 sales training articles.

most of them fall into the category of excuses, not objectives. No professional salesman should be discouraged by such statements as:

We're bound up with other producers.
We are reducing our inventory.
We're buying from too many different firms now.

We're waiting until business conditions pick up.

Your product is like one we are already using.

These are such obvious excuses that the prospect may as well be wearing a sign to that effect. Still these excuses can sink you if they go unchallenged.

Take these negative replies to your sales talk and turn them into positive selling points. Battle down this wall of excuses by showing the prospect that he needs your product—that its benefits far outweigh his reasons for not buying.

Excuses like the above can be knocked over like tenpins by the salesman who is agile of mind and has a strong belief in the superiority of his company and his merchandise. And who has a powerful will to succeed in his profession.

Self Confidence

The ability to close a sale with ease and precision comes largely from having confidence in yourself.

Frank Murray, a top producer in fiber glass, doesn't think of anything else except getting an order when he walks into a prospect's office.

"I take the order as a matter of course," he explained. "Before going on a call, I have figuratively, but most of the time this attitude helps me close the sale. I just don't let myself think of defeat."

Men like Frank know that some salesmen defeat themselves. They invite rejection because they haven't learned that self confidence pays off. You must be in the proper frame of mind to sell.

When is the right moment to close the sale? Its hard to find agreement on

this question. Some veteran salesmen claim there is only one psychological moment and if that is missed, the order is lost. Others assert there are various times during an interview when the sale can be closed. The important thing to remember, they note, is that the salesman must take advantage of his opportunity. Like a halfback, he must scamper through the opening made for him. Any prospect will provide the opening more than once during the sales talk, they argue.

Both these points of view are right. On some calls there is only one propitious moment to drive home the sale. This cannot be explained by logic. The one-chance closing may occur only once in every 20 interviews. The other nineteen may offer several opportunities for closing. In either case the self confidence the salesman feels will be the determining factor in getting the order. You must go into an interview with the expectation that you'll come out with an order.

Pressure Point

The term "high pressure" has fallen into disrepute these days. Yet there is nothing wrong in using a little pressure if it brings results. Often it does.

Many prospects are bored by the soft sell and will welcome a figurative boot in the pants to help them make up their minds. Buyers often toss in objections, not out of conviction, but as a means of obscuring their own doubts and indecision. They're on the fence and waiting for someone to knock them off.

Tread carefully here. Know your man before you apply pressure. Some prospects may resent it and will show you to the door. But if a buyer seems to be wavering, make up his mind for him. Such an interview might go like this:

Prospect: "I don't think I'm ready to buy right now."

You: "Mr. Smith, I think you're as ready as you'll ever be. If there is still something you're in doubt about, name

Continued on page 76

RICH - NATURAL DARK COLOR

EGG YOLK AND WHOLE EGG SOLIDS AS WELL AS FROZEN

ALL EGGS PASTEURIZED

V. JAS. BENINCASA COMPANY

First National Bank Building, Zanesville, Ohio

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PLANTS

Louisville, Kentucky . . . Bartow, Florida . . . Farina, Illinois

THE art of closing the sale can be compared to the approach of a shy suitor.

He wants to marry his girl and she is more than ready to accept his proposal. But he cannot bring himself to pop the question and chatters on about irrelevant matters.

Here the analogy ends. A woman can steer the conversation back on the main track or, in some other manner, make it easy for him to ask for her hand.

A prospect, however, usually offers no such help and often the order is lost because the salesman simply didn't know how to close. He muffed his chance because he did not realize that the prospect was ready to buy and needed only the final, decisive action by the salesman.

Even while a buyer is offering objections, he still may be psychologically ready to give you an order. All he needs is assurance from you that he is making the right decision. Give it to him and he will be grateful.

Remember the buyer is not infallible. He only acts that way sometimes. He has his self doubts, fears and apprehensions like anyone else. In addition, he is burdened with tremendous responsibility. Very often it is up to you to direct his thinking into proper buying channels.

How is this done? By always being on the offensive. Always advance and never retreat. Fight back objections with strong counter arguments until the prospect has exhausted his reasons for not buying. Then move in quickly and close the sale.

Excuses or Objections?

If you made a list of all the types of sales arguments you get, you'd find that

Closing the Sale—

Continued from page 74

it and I'll clear it up. Otherwise, why don't we get this thing over with?"

Or

Prospect: "Your company is a little high in price."

You: "If that's all that's worrying you, you may as well sign right now. Our prices are competitive and you won't do better anywhere in the industry."

Don't, under any circumstances, lie to get an order. Don't tell a prospect that prices are going up when they're not as a means of scaring him into an order.

Don't tell him that your product is in short supply when it isn't. These tactics will invariably boomerang on you, even though they may work the first time. It's better to lose the order than to begin your relationship with a customer with a lie. Sooner or later he'll find out the truth and you will lose him—along with your reputation.

I discussed this at lunch one day with Gabe Pelham, an old friend and a 30-year veteran in selling.

"If I have to lie to get an order I don't want it," Gabe said. "I figure that I'm not much of a salesman if I can't sell on the strength of what I have going for me—a good company, a good product, a rising market and my own knowledge and experience. I leave the tricks to the fly-by-night boys selling gadgets and widgets."

Gabe reflected the position of high caliber salesmen everywhere. They operate honestly and fairly because it's more profitable that way.

Objections Are Standardized

A new objection is as unlikely as a snowstorm in July. The same excuses and stalls keep popping up on call after call. The prospect who is too busy to talk, overstocked or satisfied with his present supplier is a familiar figure to the experienced salesman.

My advice is to make a list of these stock objections so you can counter them each time they come up. In this way you will close more sales in less time. Selling is like a game of chess. The more often you can counter your opponent's move, the quicker victory is yours. Try to find the prospect is not exactly an opponent, but on the other hand he isn't going to make your work easy for you. The salesman who has planned his presentation, is seldom caught off base by an objection—or excuse. He fields the objection and goes on to close the sale.

But pick your arguments with care. Don't magnify an obstacle by giving it unnecessary attention. For example, a prospect may raise a minor point merely to show you that he is no push over.

If the objection is weak, skip around it and hammer at the really essential features of your product or service. He will soon forget all about his trivial dodge.

When to Stop Talking

Don't sidestep a serious objection, however, meet it squarely and try to satisfy the prospect. Once you do, stop talking about this query. That's the time to close the sale. Many sales have been kicked away because the salesman talked past the psychological moment for closing. Don't oversell.

I can speak with authority on this matter since I committed the same mistake myself many years ago.

I had answered the prospect's question fully and honestly. But by that time I had worked up a full head of steam and charged ahead. I went completely beyond the original issue and was off on a different topic. Suddenly, I was aware of a gentle tug on my arm. The prospect smiled at me.

"I was ready to buy ten minutes ago," he said.

That buyer was a compassionate man who understood that I was inexperienced and anxious to make a good impression. With other prospects, however, you may talk yourself beyond the point of ever making the sale. Give the man a chance to buy.

Summing Up

Every presentation should end with a summing up. Remember, you've hurled a lot of information at the prospect in a short period of time. Make sure he's digested it all. Wrap it up carefully for him at the end, highlighting important points. Closing will be easier if he understands your proposition. The summary also will forestall objections, especially if you put yourself in the place of the prospect by anticipating his arguments.

George Hall, a highly successful salesman of fabricated steel, always has a dry run at his home before an important call. He times his presentation so five minutes is always left for summing up. Now let's check your closing technique. If you can answer "yes" to seven of these questions you're closing with success.

Closing on Cue

- | | |
|---|--------|
| 1. Do you anticipate obstacles to smooth closing? | Yes No |
| 2. Do you pause in your talk to give the prospect a chance to buy? | — — |
| 3. Can you really tell the difference between an excuse and an objection? | — — |
| 4. Do you recognize the psychological moment or moments for closing? | — — |

5. Do you expect to sell when you make a call?
6. Do you use a little pressure with an undecided prospect?
7. Do you feel on an equal footing with the prospect?
8. Do you help the prospect make up his mind?
9. Do you keep minor arguments minor?
10. Can you sell without lying?

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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 form—three hole punched to fit a standard (8 1/2 x 11) binder—each reprint will include a valuation quiz.

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THE MACARONI JOURNAL



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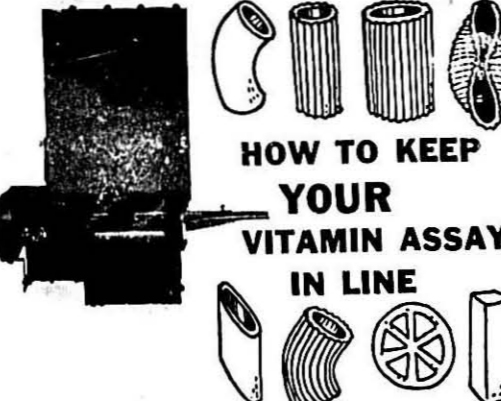
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**Hoskins Company
Marks Silver Anniversary**

Twenty-five years ago Glenn G. Hoskins founded the Hoskins Company to help the macaroni industry grow in quantity, efficiency and quality and to solve the problems raised by intense competition, government regulation and increasingly complex technology.

The same problems are here today in more complex form and the Hoskins Company is available to make your growth more effective and to help solve your problems.

It is their aim to have as great an impact as possible on solving the most important technical problems in the macaroni industry. In order to do this, they have formed strong ties with several organizations which expand their ability to help clients.

When a business grows, it has problems in the areas of machinery, plant design and modernization, research and development, auxiliary plant systems and in-plant services.

At Hoskins they have concluded that they can make the maximum impact on improving basic production machinery by participating in the design, development and application of this machinery in cooperation with DeFrancisci Machine Corporation.

They have designed and installed automatically controlled flour handling systems in leading macaroni factories over the past fifteen years.

They can supply auxiliary equipment to tie the various parts of the plant together and to perform special services in the plant. This equipment includes storage for finished goods, conveyors, regrids handling systems, automatic dry blending of eggs and flour, macaroni sticks and many other products specifically designed for the macaroni industry.

They have helped macaroni manufacturers design and build some of the most modern factories in the United States. In many cases a company prepares to expand an existing plant and to modernize it to bring it up to the efficiency of a new plant. They have had wide experience in this field.

Research and Development

Through their associate, Food Technology, Inc., they have had an active hand in the research leading up to macaroni products made with monoglycerides, non-fat milk solids and soy flour. They have developed new products using macaroni equipment for other industries.

Throughout the years they have discussed technical problems of research with the leading scientists in the macaroni industry throughout the world. It is their hope to keep these contacts and to improve communication between the research people and the macaroni manufacturers so that the research will solve problems which have commercial value and which help the industry to grow in quantity and quality.

For many years they have worked with the American Sanitation Institute and the Hyge Company to help the industry improve its sanitation level. They hope to intensify these efforts. They state it is their hope to improve the sanitary design of new equipment and to develop methods of improving existing equipment so that it can be more easily cleaned.

The Hoskins Company claims every macaroni plant should have a laboratory which at least runs cooking tests and moisture tests. The leaders in the industry should have more elaborate laboratories which are capable of running salmonella in eggs, color tests, solids in noodles and tests on packaging materials. They work with clients to help them develop laboratories which suit their needs.

The control of temperature and humidity in the plant is needed to prevent condensation on walls and ceiling, to improve the efficiency of workers and to hold plant conditions at a level which will not harm the product. They have had many years of experience in the field of controlling temperature and humidity inside dryers and in general areas.

In their weekly bulletins they keep their clients abreast of important developments in the field of regulations, statistics and technology. If this information is used, it can be very valuable.

Meatless Meal Merchandizing

Kraft Foods recently ran an eight-page supplement in color in Supermarket News showing grocers how meatless meal merchandizing can help make Lent, 1965 (March 3-April 10) one of the biggest selling seasons of the year.

Four panels pictured the stocking of a dairy case display with all varieties of cheeses, Pillsbury refrigerated products and Kraft citrus products. Operations Impact '65 calls for 138 Kraft magazine ads and 153 tv commercials on dairy items alone. All through the year, 350 Kraft commercials on Kraft's weekly night-time network tv shows are scheduled. They carry Kraft Suspense Theatre and Perry Como. Three hundred sixteen color ads are scheduled in Ladies Home Journal, Good Housekeeping, Look, Better Homes & Gardens, Family Circle and Woman's Day.

**Drinking Man's Diet—
Continued from page 1**

Carnegie & Co. point out accurately enough that distilled liquors and unfortified wines contain considerable amounts of carbohydrates. Alcohol's calories, they argue, just can't count—they somehow disappear in a mysterious metabolic process. The truth is that soon after alcohol gets out of the bottle and into a healthy liver, it goes through a series of complex processes, one product of which is a sugar (a carbohydrate). And if it is not used for energy, much of this may be turned into fat.

Misleading on Fats

The drinking man's diet also proclaims that protein is not especially fattening. And it goes on to assert that a man can eat almost as much fat as he wants to without trying about weight, which is in fact the author's admit, can be dangerous for people who may be developing heart-artery disease.

The fact is that the drinking man's diet will work in some cases, but not for many of the reasons given by its advocates. A bon vivant executive who is ordered to take off 20 to 30 pounds is made miserable and tense by being denied most of his drinks and rich meats. Told that he can go on drinking, he stays relaxed, which reduces the temptation to nibble between meals. Also, despite a popular misconception, two or more cocktails actually depress the appetite. The drinking man feels satisfied after a filet mignon, and the little bit of fat that he gets with it will do him no harm.

Reduce Calorie Intake

The main thing is that a man who sticks to the drinker's diet will cut down drastically on his calorie intake by avoiding not only bread, potatoes and even innocent strawberries but, far more important, the butter and cream or sour cream that usually go with them. If he loses weight, it is because of a reduced calorie intake.

"Bunk" Says A.M.J.

Says Dr. Philip L. White, the American Medical Association's top nutrition expert: "The drinking man's diet is utter nonsense, has no scientific basis, and is chock-full of errors. Some individuals on these low-carbohydrate diets may at first undergo a change in water balance, which might account for a loss of a few pounds. Even the authors of the book make the interesting admission that if a man eats and drinks heavily, he is going to gain weight and get drunk."

yolk
war



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BUYERS' GUIDE

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DURUM PRODUCTS

AMBER MILLING DIVISION of Farmers Union Grain Terminal Association, 1067 North Snelling Avenue, St. Paul, Minnesota 55108, Telephone Midway 6-9433. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Patent Flour, and Kubanka Durum First Clear Flour. See ad pages 38 and 39.

ARCHER DANIELS MIDLAND COMPANY, Durum Department, P. O. Box 532, Minneapolis, Minnesota 55440. Manufacturers of Comet No. 1 Semolina, Romagna Granular, Fancy Durum Patents, Palermo Durum Flour. See ad pages 34 and 35.

DOUGHBOY INDUSTRIES, INC., New Richmond, Wisconsin 54017. Manufacturers of Doughboy No. 1 Semolina, Granular, Fancy Durum Patent, and other Durum Flours. See ad page 13.

FISHER FLOURING MILLS COMPANY, 3235 16th Street, S.W., Seattle, Washington 98134.

GENERAL MILLS, INC., 9200 Wayzata Boulevard, Minneapolis, Minnesota 55426. Makers of the following for the manufacturer of macaroni foods: Durell Semolina #1, Gold Medal Durum Granular, Gold Medal Fancy Durum Patent Flour, Rocamani Durum Flour, Durum First and Second Clears, Toasted Wheat Germ (low fat), Pro-Vim and Pro-80 Vital Wheat Gluten. Sales offices in New York, Chicago, Minneapolis, Los Angeles, Palo Alto, Ogden, Portland, Seattle and Oklahoma City. See ad pages 25 and 84.

INTERNATIONAL MILLING COMPANY, INC., Durum Division, Investors Building, Minneapolis, Minnesota 55415. Manufacturers of Como No. 1 Semolina Capital Durum Granular, Capital Fancy Durum Patent, Ravenna Durum Patent and Bemis Durum Clear. General offices in Minneapolis; sales offices in New York, Chicago, Detroit, Cleveland, Pittsburgh and Greenville, Texas. Three durum mills, one in Baldwinville, New York, and two in St. Paul, Minnesota. See ad on page 27.

NORTH DAKOTA MILL & ELEVATOR, Grand Forks, North Dakota 58201. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Modak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour. See ad page 23.

PEAVEY COMPANY FLOUR MILLS, 4860 Grain Exchange, Minneapolis, Minnesota 55415. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular, Gagnano Durum Granular Flour, King Midas Durum Fancy Patent Flour, King Midas Durum Fancy Patent Flour, Duhambo Durum Flour. See ad page 15.

FORTIFICATION

DISTILLATION PRODUCTS INDUSTRIES, Division of Eastman Kodak Company, Rochester, New York 14603. MYVAPLEX® Glyceryl Monostearate, a starch complexing agent to permit manufacture of macaroni products with increased firmness, reduced stickiness and greater resistance to prolonged cooking. An optional ingredient permitted by Federal Standards of Identity. See ad page 21.

HOFFMANN-LA ROCHE, INC., Fine Chemicals Division, Nutley, New Jersey 07110. Vitamins for enrichment of macaroni products.

MERCK & COMPANY, Rahway, New Jersey. Suppliers of vitamin ingredients distributed directly to millers for inclusion in semolina and flour mixes.

VITAMINS, INC., 809 West 58th Street, Chicago, Illinois 60621. Manufacturers of Vitine Defatted Wheat Germ Type L, especially manufactured to improve the flavor, functionality and nutritional value of macaroni and spaghetti products. It is permitted for use under the Federal Standards of Identity for enriched macaroni and spaghetti products. Sales representatives: East, Louis A. Viviano, Jr., Jersey City, Henderson 4-2788; Midwest, Jack W. Rogers, Chicago, Hudson 3-3900; West, Joseph P. Manson, Beverly Hills.

WALLACE & TIERNAN INC., 25 Main Street, Belleville, New Jersey 07109. N-RICHMENT-A® gives macaroni-noodle manufacturers a proven method for the enrichment of their products. Available in wafer or powder form. Wafers dissolve quickly; W&T Feeders apply the powder form uniformly and dependably. Stocks are maintained in convenient, nationwide locations. See ad page 77.

EGGS

BALLAS EGG PRODUCTS COMPANY, INC., 200 Second Street, Zanesville, Ohio 43701. Sales office in New York City. Packers of pasteurized frozen and spray dried high color yolks for the noodle trade. See ad page 57.

V. JAS. BENINCASA COMPANY, First National Bank Building, Zanesville, Ohio 43701. Packers of frozen and dried egg products. High color yolks available. Plants in Louisville, Kentucky; Bartow, Florida; and Farina, Illinois. See ad page 75.

HENNINGSEN FOODS, INC., 80 East 42nd Street, New York, New York 10017. Manufacturers of whole egg solids, egg yolk solids and egg albumen solids. Manufacturers of dehydrated, frozen spray dried and freeze dried beef and chicken products. Plants in Springfield, Missouri; Omaha, Nebraska; Malvern, Iowa; Norfolk, Nebraska; and Ravenna, Nebraska. See ad page 55.

C. KAITIS COMPANY, 2043 North Damen Avenue, Chicago, Illinois 60647. Distributors of fresh-broken, frozen, and shell eggs. See ad page 77.

MONARK EGG CORPORATION, 601 East Third Street, Kansas City, Missouri 64106. Manufacturers and packers of all dried and frozen egg products. Specializing in dark color for the noodle trade. All products are pasteurized. Main office located Kansas City. Brand name: Monark. Drying and breaking plants in Missouri and Kansas. See ad page 71.

WILLIAM H. OLDACH, INC., American and Berks Streets, Philadelphia, Pennsylvania 19122. Packers and distributors of frozen and dried egg

distributed nationally from stocks located throughout the United States.

1400 Grand and Grand Avenue, Chicago, Illinois 60608. Birmingham office and plant, P. O. Box 1590, Birmingham, Alabama. Processors of frozen fresh eggs since 1915. Broker and Clearing House member, Chicago Mercantile Exchange.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska. Dried whole eggs. Dried yolks (color specified); frozen whole eggs (color specified); frozen yolks (color specified). See ad page 67.

MANUFACTURING EQUIPMENT

AMBRETTE MACHINE CORPORATION, 156-166 Sixth Street, Brooklyn, New York 11215. Manufacturers of Ambrette automatic presses for short cut and long goods and noodle production. Automatic long goods finish dryers and preliminary dryers and long goods finish drying rooms for long goods production. A complete line of all type automatic conveyors. A complete line of Ambrette high-speed mixers and automatic flour feeder and water metering systems for both macaroni and egg noodle production. Exchange systems for all equipment. Catalogs on request. See ad pages 42 and 43.

ASECO CORPORATION, 1830 West Olympic Boulevard, Los Angeles, California 90006. United States and Canadian representatives for Garibaldo Ricciarelli (Pistoria, Italy), packaging equipment manufacturers; United States and Canadian representatives for Montoni (Pistoria, Italy), macaroni die manufacturers; manufacturers of Asecco packaging and material handling equipment; Asecco combination noodle and cut goods packer, fully or semi-automatic; the Stor-A-Veyor noodle storage system; and the Trace-A-Veyor surge and storage system. See ad pages 41 and 47.

DOTTI ING. M. G. BRAIBANTI & COMPANY, Large Toscanino 1, Milan, Italy. American representative: Lehara Corporation, 60 East 42nd Street, New York, New York 10017. Manufacturers of completely automatic lines for long, twisted, and short goods. Production lines from 5,000 to 72,000 pounds in 24 hours. Pneumatic flour handling systems.

All types of specialty machines, including ravioli and tortellini. Free consultation service for factory layouts and engineering. See ad pages 10 and 11.

THE BUHLER CORPORATION, 4422 Wayzata Boulevard, Minneapolis, Minnesota 55426. Planning and engineering of complete macaroni factories; consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short and long goods, multi-purpose dryers for short, long and twisted goods, automatic cutters dry long goods, twisting machines, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 230 Park Avenue, New York, and Buhler Brothers, Ltd., Toronto, Ontario, Canada. See ad pages 30 and 31.

CLERMONT MACHINE COMPANY, INC., 280 Wallabout Street, Brooklyn, New York 11206. Manufacturers of a complete line of machinery for the macaroni and noodle trade, including bucket and cleat conveyors. See ad pages 58 and 59.

CONSOLIDATED BALING MACHINE COMPANY, Sales Division of N. J. Cavagnaro & Sons Machine Corporation, 406 Third Avenue, Brooklyn, New York 11215. Department MJ. Manufacturers of a complete line of all steel, hydraulic Baling Presses for baling all types of waste paper, cartons, semolina bags, cans, etc. Also manufacture machinery for producing Chinese type noodles, dough brakes, and cutters. See ad page 77.

DE FRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Brooklyn, New York 11237. Suppliers of the most modern equipment to the industry built to meet the most stringent criteria of the sanitation regulations. Full range of automatic presses for both short cuts and long goods from 500 to 2,000 pounds per hour. Demaco Continuous Automatic lines for long goods with new patent pending automatic return of empty sticks to the stick reservoir of the press. Automatic stick stripping device with a speed up to 24 sticks per minute. Automatic long goods cutters and automatic weighers for long goods automatic sheet formers, noodle cutters, continuous dryers for short cuts and noodles, automatic long goods finish drying rooms, new dual air chamber design preliminary dryers for long goods. Exchange system for preliminary dryers, ADS Spreader conversions and screw cylinders. Die

vasters, egg dosers and special canning device for filling macaroni products at a pre-determined quantity directly from extrusion press into cans. Consultations and factory layouts available for your requirements. Full line of rebuilt presses and hydraulic presses. Italian representative of Demaco spreader attachments: Meneghini, Via Scarlatti 29, Milan, Italy. See ad pages 4 and 5.

PAVAN, Galliera Veneta, Padova, Italy. Macaroni manufacturing equipment. Automatic continuous lines from 2900 lbs. per hour to 300 lbs. per hour for short and long cut pasta. Entirely automatic noodle, nest and coil lines (no trays). Conventional and fast drying cycles with pre-dryers and finish dryers in stainless steel. See ad pages 49 through 52.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, New York 11215. Complete line of all types of extrusion dies. See ad page 65.

PACKAGING EQUIPMENT

AMACO, INC., 2601 West Peterson Avenue, Chicago, Illinois 60645. Designers and distributors of all types of weighing, bag making, filling and cartoning equipment for all branches of the macaroni trade.

CLYBOURN MACHINE CORPORATION, 7515 North Lincoln Avenue, Skokie, Illinois 60076. Vertical cartoning equipment with volumetric or net weigh filling. Horizontal cartoners for long cut macaroni products. See ad page 69.

DOUGHBOY INDUSTRIES, INC., Mechanical Division, New Richmond, Wisconsin 54017. Heat sealing machines for bag top closures. Model AT rotary sealers for cellophane bags and Model CBS-AB band sealers for polyethylene bags. See ad page 13.

HAYSSEN MANUFACTURING COMPANY, Sheboygan Wisconsin. Expand-O-Matic® automatically forms, fills and seals bags of noodles at over 60 per minute; macaroni products at more than 120 per minute. Wrappers, accumulators and handlers, cartoning equipment. Offices in major U. S. cities and around the world. See ad page 63.

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Buyers' Guide—

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Fr. HESSENER Maschinenfabrik AG, Postfach 569 and 580, 7000 Stuttgart-Bad Canstatt, Germany. Hesser machines are available for packaging long goods in cartons or wrap at speeds from 70 to 180 packages per minute—using electronic weighing equipment of a unique design. A complete range of machines is also available for packaging short goods. Exclusive East Coast distributor of Hesser fully automatic macaroni and spaghetti packaging machines: Geveke International, 630 Third Avenue, New York, New York 10017. See ad pages 18 and 19.

TRIANGLE PACKAGE MACHINERY COMPANY, 6655 West Diversey Avenue, Chicago, Illinois 60635. Phone: 889-0400 Area Code 312. Manufacturer of automatic form, fill, seal bag machines for the packaging of short cut goods and hoodies; automatic and semi-automatic flexitron net weighing systems for short cut goods; automatic scales and wrappers for long goods spaghetti items including a new wrapper and scale for the handling of Italian style products. See ad page 61.

PACKAGING SUPPLIES

E. I. DU PONT DE NEMOURS & COMPANY, INC., Wilmington, Delaware 19899. The principal films from Du Pont used for packaging macaroni and noodles are: Du Pont "K" cellophane 16-402 or 140-207 and Du Pont 2-in-1 polyethylene bag film. Sales offices: Boston, Massachusetts; New York, New York; Philadelphia, Pennsylvania; Atlanta, Georgia; Chicago, Illinois; Prairie Village, Kansas; and San Francisco, California.

FAUST PACKAGING CORPORATION, 100 Water Street, Brooklyn, New York 11201. Creators and manufacturers of multi-color macaroni, noodle and frozen food cartons.

THE MUNSON BAG COMPANY, 1366 West 117th Street, Cleveland, Ohio, 44107. Converters of cellophane and polyethylene bags as well as printed roll stock for automatic bag equipment.

ROSSOTTI LITHOGRAPH CORPORATION, 8511 Connelley Avenue, North Bergen, New Jersey 07047. Complete packaging services for macaroni manufacturers, from design and produc-

tion via latest lithographic equipment, to merchandising and marketing assistance in packaging promotions. Rossotti Clo-Seal Cartons (sift-proof, infestation-proof carton construction); Rossotti Econ-O-matic equipment (heat-seal packaging machinery). Executive offices: North Bergen, New Jersey. Sales offices: Rochester, Boston, Philadelphia (Pennsauken, N.J.), Pittsburgh, Chicago, Milwaukee, Kansas City, Los Angeles, San Francisco, Seattle, and San Juan, P.R. See ad pages 2 and 3.

UNITED STATES PRINTING AND LITHOGRAPH, Division of Diamond National Corporation, 733 Third Avenue, New York, New York 10017. Creators and producers of multi-color labels, folding cartons and other packaging materials; point-of-purchase displays, outdoor posters, booklets, folders, banners and other advertising materials. Sales offices in principal cities offer nationwide package design service and marketing consultation. Six manufacturing plants are strategically located coast to coast. See ad page 63.

SERVICES

HOSKINS COMPANY, P. O. Box 112, Libertyville, Illinois 60048. Food Technology Laboratory at 5901 Northwest Highway, Chicago, Illinois. Industrial consultants, engineering services. Consulting on drying, new plant design, plant layout, modernization, technical consulting on all phases of research and macaroni and noodle production. Western sales representative for De Francisci Machine Corporation. See ad page 79.

JACOBS - WINSTON LABORATORIES, INC., 156 Chambers Street, New York, New York 10017. Consulting and analytical chemists; sanitation consultants; new product development; labeling and packaging advisors. See ad page 73.

ACCOMPANIMENTS

LAWRY'S FOODS, INC., 568 San Fernando Road, Los Angeles, California 90065. Manufacturers and distributors of Lawry's Spaghetti Sauce Mix, Stronganoff Sauce Mix, Chili Mix, Beef Stew Mix, Tartar Sauce Mix, Seasoned Salt, Seasoned Pepper, Garlic Spread, Spanish Rice Seasoning Mix, liquid dressings, dry salad dressing mixes, gravy/sauce mixes, and dip mixes.

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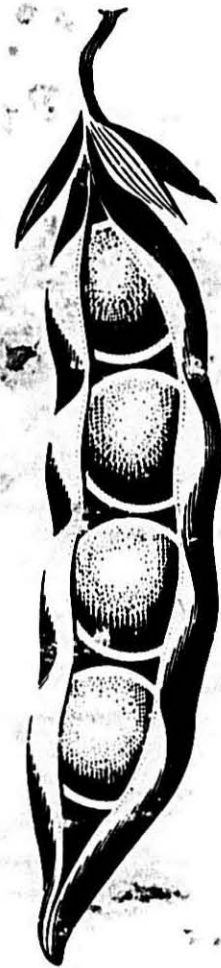
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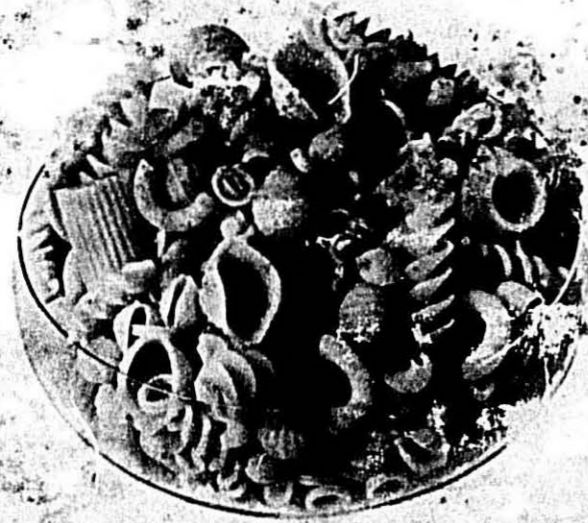
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