

**THE
MACARONI
JOURNAL**

**Volume 47
No. 1**

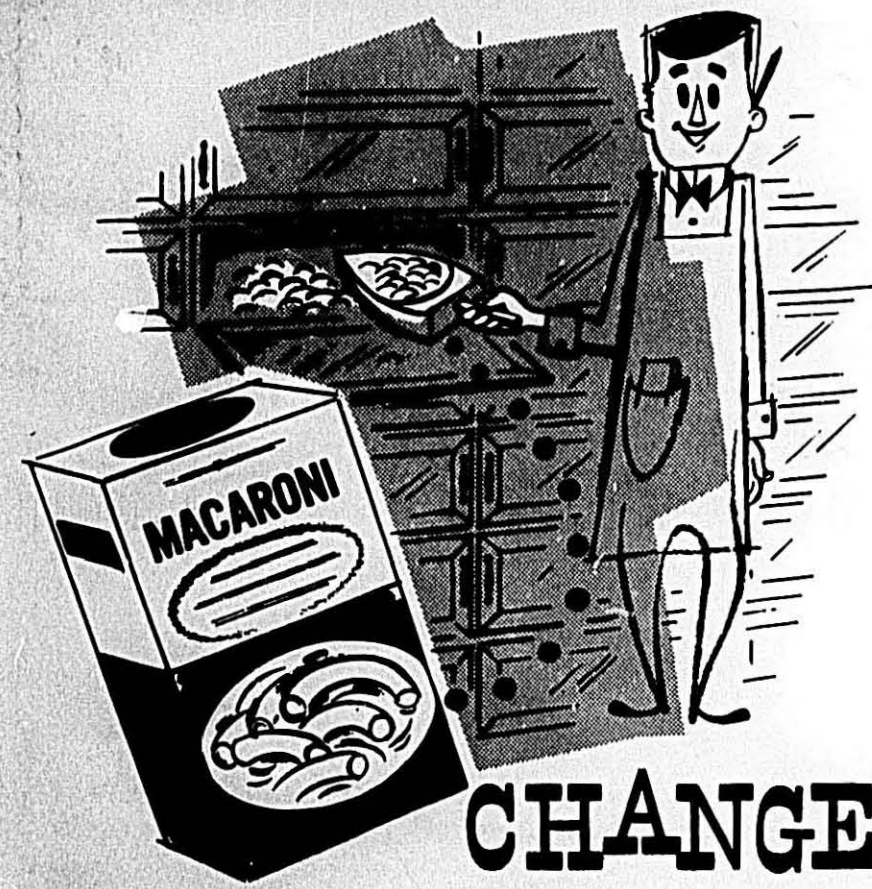
May, 1965

Macaroni Journal

OFFICE OF PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION

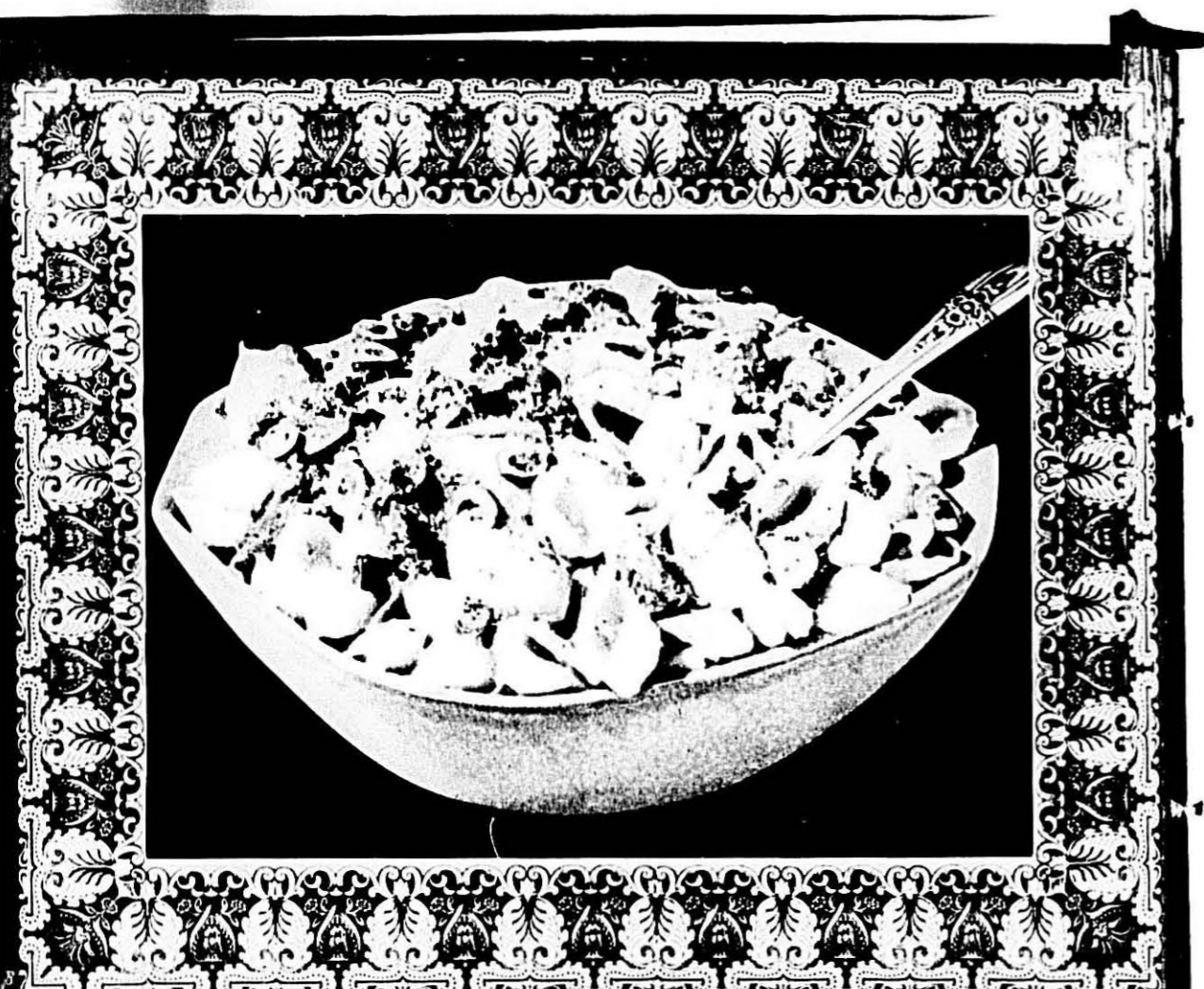


MAY, 1965



CHANGE?

Pointers on Packaging in This Issue



THERE'S MORE TO A PACKAGE THAN A PRETTY PICTURE

Carefully calculated components plus a pretty picture actuate a Rossotti package to promote, to convince and to sell. Tested legibility, for instance. It makes for surer package recognition and recall. Harmony...when typography pleases the eye and attracts attention to the thought, not the type. Controlled contrast in the use of color...with the appropriate juxtaposition of brand and product identification for planned emphasis.

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The Macaroni Journal

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Cover Photo

Many changes have occurred in packaging and many more are on the way. Just forty years ago, half of the Association's membership sold their output in bulk, to be scooped out of bins and sacked by the grocer. Today, bulk business is for institutional or industrial sales. Three quarters of macaroni industry output is sold in consumer packages. Thanks to U.S. Printing and Lithograph, Division of Diamond National Corporation, for the use of the illustration.

The Macaroni Journal is registered with U.S. Patent Office.

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The Changing Art of Packaging

TODAY, some \$12 billion to \$13 billion is spent each year on packages and packaging materials. Conversion to finished packages nearly doubles this figure by the time packaged products go out the door.

But figures don't begin to indicate how much packaging has changed in the last two decades. Nor do they give an inkling of the increasing rapidity of this change. The coffee can is a good example. The key-opening coffee can first hit the market in 1927—and remained the standard for 37 years. In 1964, the industry completed a switch to the can opened by an opener and reclosed with a plastic lid. But in 1965, just one year later, the industry will probably begin switching to a recently developed tear-open coffee can that forsakes both the key and the can opener.

Accompanying all these basically marketing-oriented changes—and in many cases helping to bring them about—are changes in materials and methods. Two wholly new printing methods, for example, are in advanced development and will be ready for use in the not-too-distant future. New plastics, new metal applications, new kinds of paper, new materials generally, and combinations of materials are being introduced every day to companies that package or want to package their products.

Rapid Progress

Progress in the packaging field has come a lot faster than the corporate ability to cope with it. Recent publications, as Dun's Review with its recent supplement "Packaging: the Big Push Forward," and the special report in Business Week "The Power of Proper Packaging," along with the many magazines in the packaging field, have reported this change.

Clothes make the man—and the package can go far in making the product. The idea that you can sell a product by its clothes started primarily in the food industry.

As self-service spread outside the supermarket, customers took their supermarket shopping habits with them.

The newer packaging ideas followed them right in the door.

Putting a package into a new suit of clothes can often have dramatic results. An example is Glade Air Freshener's new slanted top so that the user never has to worry about spraying in the wrong direction. It took over each market it entered. Another example is the Sylvania electric bulb new shipping carton that converts to a display and departmentalized selling rack.

Design and Redesign

Package design for new products and redesign for old products usually form part of a company's over-all marketing strategy.

That's the way it should be, according to one food industry expert. In explaining claims of sales increases brought about by packaging, he says: "Packaging—when executed skillfully and used effectively in combination with other marketing tools, produces a total end result out of proportion to its individual contribution."

The design of a new package actually begins, though, not in company strategy sessions but back in the retail store, says industrial designer J. Roy Parcels. It begins with such questions as "What do the competitive packages look like?" and "Where is the product displayed in most stores?"

A package that sets itself off from the competition, Parcels and most other designers say, is an elementary idea all too often ignored, even by companies with otherwise excellent packages. An American Management Association packaging expert calls the result of ignoring this principle "a monotony of excellence."

The project usually moves from the store back into the company, where marketing and packaging objectives are hammered out. Only then, says Parcel, can actual design begin.

At various stages of design, a whole host of elements are worked in. The ideal, Parcels indicates, is a package that's all these things: new, functional, convenient to use, appealing both in the

store and in the kitchen cabinet, salable in all kinds of retail outlets, distinctive, and easily identified. It must also be adaptable to illustration in color or black-and-white ads, and it must still be economical to produce and, especially today, ready to go fast.

The average new package now takes 29 weeks to design, six weeks to manufacture, two weeks to fill, ship, and test—total, about nine months.

One part of design that has become increasingly vital is the market research side. A few suppliers and designers are set up to undertake market research on packages; usually, however, this task is farmed out to market research outfits.

Convenience

Perhaps the newest big development in package design is an attempt to produce a package that becomes almost a product in itself, with features that make the product easier to use. Functional or "convenience" packaging is by now fairly familiar.

Somewhat more sophisticated than easy-opening devices are packages that help to cook or serve the foods they contain. Boil-in-the-bag foods for the consumer market will really take over the next few years, though, say such proponents as Green Giant Co. They offer not only convenience, but also upgraded products—fresh vegetables, that are vacuum packed and supplied with gourmet sauces right in the boiling bag. Improved methods of packaging these varieties of foods more economically, plus marketing that can create bigger demand, are on the way, some food industry people say.

The readiness of consumers to pay for actual and even for imaginary benefits of new packages, has been getting more and more attention from packagers.

Market Planning

Whatever novel forms packaging design may assume the main direction of packaging is toward closer integration with over-all marketing planning.

One thing that is putting packaging solidly into the over-all marketing scheme is the trend toward "umbrella" (Continued on Page 6)

THE STORY OF MACARONI



Everything Becomes "Macaroni"

In Paris when you tip a cab driver, he calls it a *pourboire* . . . literally, *in order to drink*. In sunny Naples your cabbie likely will descend from his horse-drawn vehicle, tip his hat and say, "For macaroni!"—and chances

are he's referring to his horse. For Neapolitan cab drivers often decorate their horse with a feather behind his bridle, a touch they consider "macaroni"—a term adopted from the dish they consider superb or "the most." And just as the food has named the feather, so the feather nicknamed the horse.

And in England about 1770 a group of



men named themselves the Macaroni—after the dish that graced their table at meetings, then little known in England.

And for a time this group dictated the fashion for clothes, music and manners, and nothing was acceptable that was not "macaroni" . . . a flattering tribute to this superb food.

And when Yankee Doodle

stuck a feather in his hat and called it "macaroni", he was repeating a popular expression of his day, now preserved in song. For "That's macaroni" had become a slang phrase about the time of the American Revolution, describing anything exceptionally good—a phrase inspired by the delicious taste of the food itself.



For the finest-tasting macaroni always insist on the consistently high quality of King Midas Durum Products



PEAVEY COMPANY
Flour Mills

Art of Packaging—

(Continued from Page 4)

merchandising in a number of consumer goods companies — with the company using the same brand name, logotype, and general design scheme on a broad range of products. It gives a billboard effect that is very effective in the supermarket.

Another major trend that ties packaging and marketing closer together is a growing consciousness that a package not only can be an advertisement in itself, but can be — and should be — a backstop to regular media advertising.

Whitman Hobbs, of Benton & Bowles, told packaging people at last year's National Annual Packaging Forum of the Packaging Institute to compare the "brilliantly photographed" food ads in the women's magazines with the same food pictured on the package. "So often," he said, "it is flat and dull and tasteless. So often it's hard to believe it's the same product."

For these and other reasons, a number of advertising agencies are bidding, at least in public, for a bigger voice in packaging design and strategy.

Research

Research has become a way of life for the suppliers of packages and packaging materials. Their customers and their competition won't let them live any other way. Training old packages to do new jobs is one aim of packaging research at the supplier end. The result for packagers is an unending river of new and better packages and packaging materials.

In paper products, companies are coming up with new shiny paperboard and corrugated that can receive as good an illustration as the slickest magazine page. They're also turning out stronger paperboard and thinner corrugated.

With such products as Du Pont's Elvax, a plastic and wax blend, manufacturers have developed paperboard frozen food cartons that no longer need an inner wrapper; that's because the wax-plastic blend gives the paperboard all the barrier quality it needs. With Elvax-treated paper, the makers of such soaps as Camay, Palmolive, and Cashmere Bouquet have cut costs on their packaging by 10 per cent.

Printing Methods

New printing methods, too, have a big part in expanding the selling role of packaging. The beauty of electrostatic printing is that no stencil, plate, or stone touches the package being printed. This means that almost any kind of surface, no matter how fluted, rough, or nobby, can get a snappy printing job, without distortion. "We're beginning to be competitive with paper

labels," says Jerome Flax, president of four-year-old Electrostatic Printing Corp. of America.

Another new process, is three-dimensional printing. It needs further development before packagers can use it; but that time may not be too distant. Last year, a trade magazine carried a four-color, three-dimensional picture. American Can, whose Marathon Division is working out commercially feasible methods of 3-D printing, claims that its results to date "are at least as satisfactory as the magazine's."

Another new process, is three-dimensional printing, but this needs further development before packagers can use it.

Be Judicious

If newness is the byword, judiciousness is the watchword. "We should consider form and materials from the standpoint of function and purpose, not just for change's sake," says Philip B. Schnering, director of commercial development at McCormick & Co.

With the increasing complexity and expense of packaging requirements, the management of packaging is potentially one of the most challenging and demanding jobs in industry today. Yet with few exceptions the status of packaging management is generally deplorable. Compared with advertising, or even transportation, packaging receives scant attention, and when it does, it is generally at a low organizational level.

Good Management

Good packaging management rests on a few fundamental principles:

1. Packaging contributes to profitability, and its contribution can be measured and evaluated.

2. Packaging is part of the total marketing program and must be managed in close relation with other parts such as physical distribution, advertising and promotion, and personal selling.

3. The need for packaging change in the future is certain, and change must be adequately planned and programmed.

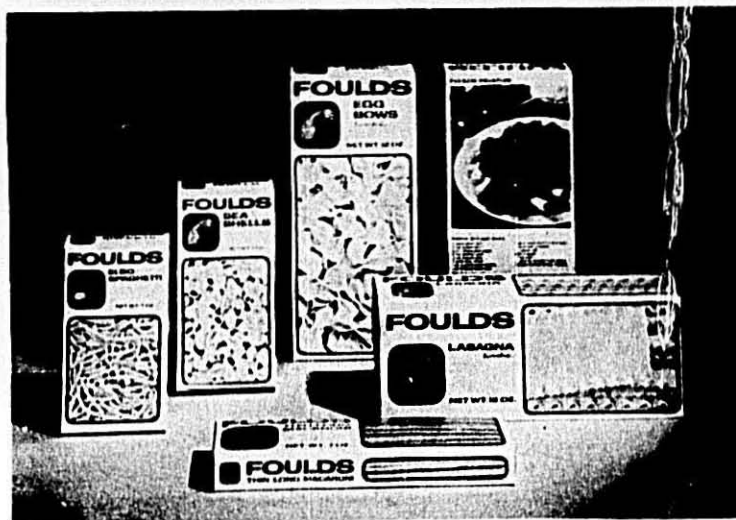
Since packaging is a major cost element in most businesses, it has a direct effect on profitability; therefore packaging changes that bring cost savings can result in immediate profit improvements. The other side of packaging's contribution to profitability—sales improvement, cannot be overlooked. It has been possible for companies to increase packaging costs and still increase profitability because sales were stimulated sufficiently to offset increased costs.

The classic case of this phenomenon was the rise of cellophane as a wrapping material. Cellophane-wrapped products sold much better than unwrapped or paper-wrapped products.

Package Requirements

Good packaging management starts with an understanding of all of the requirements for a package. If it is recognized that the marketing or merchandising requirements are as important as product protection and cost factors, package change will not be viewed as simply an opportunity for cost cutting. Opportunities for sales stimulation

(Continued on Page 32)

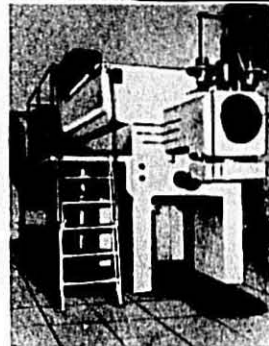
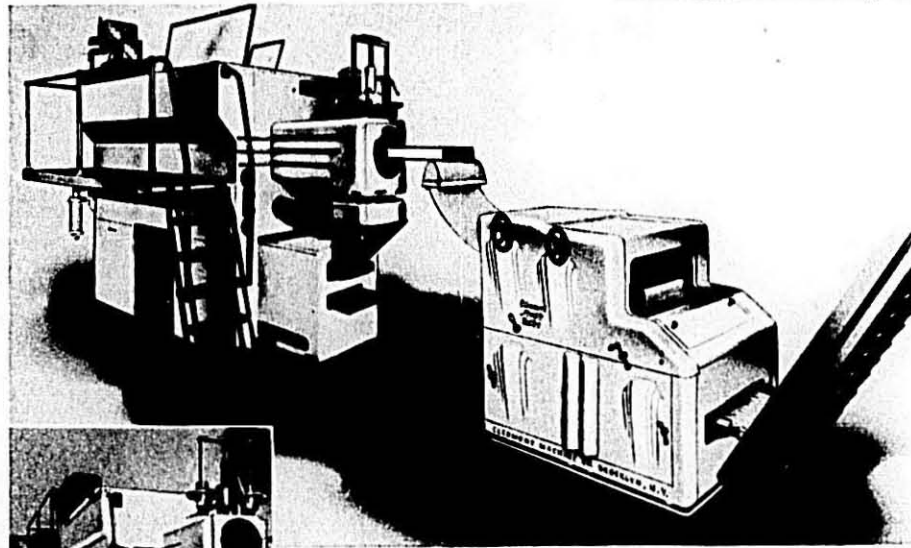


Foulds' Prize Winning Packages. Directness of treatment helped get the Marketing Merit Award for the St. Regis Paper Company for Grocery Store Products Company's Foulds' line of macaroni products packages at the 1965 International Competition held recently by the Folding Paper Box Association of America. Graphic designs by Morton Goldshall Associates. The printed window effect illustrations, as seen above, provide quick identification of the product.

THE MACARONI JOURNAL

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

Clermont Extruded Noodle Dough Sheeter VMP-3



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.

FOR THE SUPERIOR IN NOODLE MACHINES
IT'S ALL WAYS Clermont!

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

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

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.

Matchless 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.

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

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

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Telephone—EVERgreen 7-7540

Macaroni Around the World

"IT'S an ill wind that blows no one any good," quotes the Italian trade magazine, Italy Presents, discussing the present-day popularity of macaroni products. The publication claims that if it were not for the last war, perhaps millions of people would still be unacquainted with the pleasures of eating pasta.

At that time, thousands of foreign troops passed through Italy, many of whom would never have had the opportunity to visit the country under normal circumstances. During their enforced stay, they tasted the traditional dish of Italy and found it to their liking. The fighting finished, a happier invasion took place—an onslaught of tourists who wanted to see and sample the delights of Italy. Taking prime place among the "musts" were macaroni products. Even if today many tourists still arrive knowing only one word of Italian—spaghetti—they soon learn that this is just one example of what must be one of the most varied foodstuffs in the world.

For All Palates

Macaroni products suit all palates and all purses. In affluent societies, such as the countries of northern and central Europe, North America and Australia, it is much appreciated both as a change from normal diet and also because it is easy to prepare successfully, provided a few basic rules are followed.

In countries where life is less easy, macaroni products solve food problems, because they are both inexpensive and nourishing. Proof indeed of the popularity of macaroni products comes from Japan, until now a largely rice-eating country. Officially sponsored and encouraged by food experts, the Land of the Rising Sun now consumes macaroni products at a rate that rises by 30 per cent each year.

Popularity of Macaroni

To point up the popularity of macaroni products around the world, Italy Presents lists the following figures:

Per Capita Consumption of Macaroni Products in Pounds

European Countries:	Pounds
Italy	66
Switzerland	17.6
Portugal	15.4
Greece	14.3
France	13.64
Germany	5.72
Belgium	4.4
Holland	4.4
Finland	2.64



Schwoben-Nudel-Werke B. Birkel Sohne, Endersboch bei Stuttgart, Germany.

North and South America:	
Argentina	27.5
Venezuela	22.0
Chile	14.3
Brazil	9.46
Mexico	7.7
U.S.A.	7.7
Other Countries:	
Algeria	7.7
Egypt	2.6
Syria	1.5
South Africa	1.3
Philippines	0.6

In Italy

The Italian macaroni industry is not able to use 100 per cent Amber Durum semolina because of the fact that this durum product is about 30 per cent higher on the domestic market than the price of soft wheat. Therefore, one finds some manufacturers using only Amber Durum semolina while others use blends of durum and soft wheat. Average price for durum wheat is Lit. 9,700 per quintal (entry price); soft wheat, Lit. 7,200 per quintal.

In 1946, there were about 3,600 macaroni manufacturing firms in existence in Italy. In 1964, there were about 600 of industrial size and approximately 100 to 200 more smaller plants.

Problems

With the gradual adoption of automatic machinery in macaroni plants in Italy, our subscribers tell us that there are naturally some problems which arise regarding packaging of the product. Also, there is great diversity of packaging materials used in this country. Cardboard boxes, paper, and cellophane bags are all popular, with cellophane bags being widely distributed at present.

The domestic market consumes about 1,500,000 metric tons of macaroni prod-

ucts. As an industry-wide cooperative educational campaign to increase consumer acceptance of the product has not been possible, the various firms carry on their own advertising and promotional efforts individually.

Major current problems of the industry are cited as (1) the absolute necessity of fixing the price of durum wheat at the same level as the price of soft wheat, or at a level which does not exceed the price of soft wheat by more than five per cent; (2) the problem of industrial concentration; and (3) protecting the industry against the especially easy terms which the government accords agricultural producers for the industrial manufacturing of their products.

In France

At the present time, France's requirements for durum are about 500,000 tons yearly. She has always produced a small quantity of durum, between 80,000 and 100,000 tons a year, mainly in the south of France. But she has to depend on North America, Argentina and Syria for the rest.

There has been a steady uptrend in consumption of macaroni products in France, due to three factors: (1) the birth rate is still on the increase; (2) most of the white refugees from North Africa, used to eating quantities of macaroni products and couscous, have settled in France; and (3) a large number of native Algerians, who feed themselves with semolina, are working in France, with their numbers increasing daily because of the lack of employment and welfare aid in their native land.

Packaging materials used for macaroni products in France are divided into three classifications, with cellophane and film being by far the most popular.

Here is how the materials are rated:

Folding Board	32%
Paper	6%
Cellophane or Film	62%

Germany

In last year's round-up of world wide macaroni statistics, we reported that West Germany's macaroni consumption had declined for the first time in several years. When asked about sales trends of macaroni products in the year just past, two of our subscribers replied with but one word: "Stagnating!"

Amber Durum semolina is the main raw material used, average price for which is about 65 DM per 100 kilograms. Macaroni manufacturers list their struggle with prices and rebates, along with the European Economic Community and its consequences, among their major current problems. One noodle manufacturer lists as his major problem the difficulty in obtaining an adequate supply of good, dark yellow egg yolk solids from outside the Common Market countries—for example, from the United States, Yugoslavia or China. It is estimated that in 1964 there were between 135 and 140 macaroni manufacturers in Germany, who produced 187,880 tons of product.

Switzerland

The sales trend of macaroni products in Switzerland remained steady as to per capita consumption in 1964, with the total consumption figure growing. Raw materials used in manufacturing are durum (99.5%) and soft wheat (0.5%). Prices of the semolina used in processing, delivered to the plants, are as follows:

Semolina	Swiss Francs
"Special"	69.50
Ordinary I	60.50
Ordinary II	56.50

Greece

When our Macaroni Journal subscribers in Greece were asked "Are you hav-

ing any problems with raw materials?"—the answer was: "From a quantity standpoint, no; from a quality standpoint, yes!" Main ingredients used in macaroni production are blends of about 70 per cent farina, 30 per cent semolina. Prices of the raw materials are fixed by the State, with farina costing 18 cents per kilogram; semolina, 27 cents. The ½ kilo package is the most popular in Greece, where per capita consumption is relatively high, and the sales trend is upward for some 50 manufacturing firms. Chief problem at the present time is lack of personnel who are educated technically. Estimated production of macaroni products is about 6,000,000 kilograms per month.

Norway

From Norway we hear that while per capita consumption is considerably lower than the other non-Scandinavian countries of Europe, the market continues to grow. Sales for the first six months of 1964 were more than 20 per cent above those of the comparable period in 1963. Spaghetti is now taking 40 per cent of the total macaroni market in Norway.

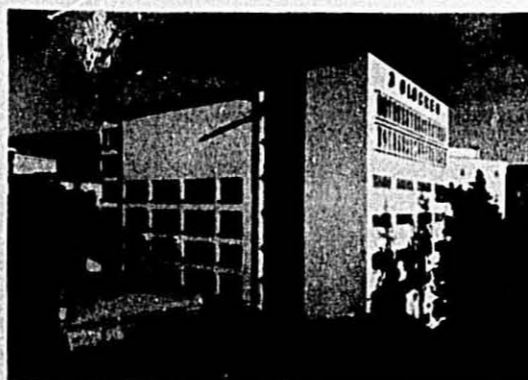
United Kingdom

A subscriber from the United Kingdom tells us that there is a declining sales trend for the dry pasta product. However, sales of convenience meals containing pasta are expanding. Macaroni manufacturers pay 46 to 50 pounds a ton for Semolina-Durum or Manitoba. Their products are packaged mainly in one-half pound and one-pound packages of white-lined grey back board .017 inch thick. There are approximately twenty macaroni firms in the United Kingdom of industrial size, including those who market convenience foods containing macaroni which they may not manufacture themselves. The biggest problem of the industry as a whole is consumer acceptance of dry macaroni and the problems which are brought about by the growth of convenience meals and snack meals.

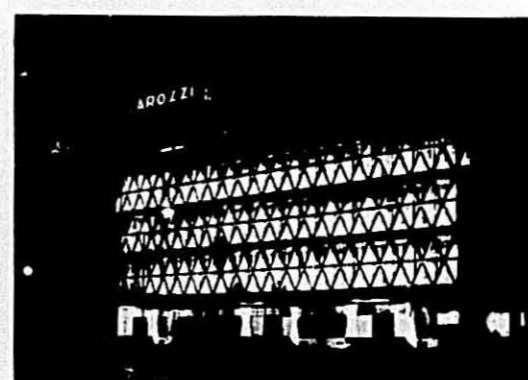
Japan

In Japan, 1964 production of macaroni products totaled about 50,000 tons, an increase of about 5,000 tons from that reported in 1964. This annual production is maintained by some twenty-two macaroni manufacturing firms, who use both durum and Manitoba wheat, paying about 1400 to 1500 yen for a 25-kilogram bag of flour. Products for family use are packaged in polyethylene or

(Continued on Page 12)

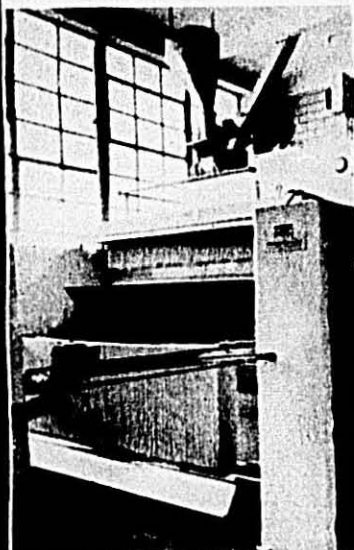


3 Glocken, Main Building, Weinheim, Germany



Durum Mill at the new plant of Carozzi, Quilpué, Chile.

MAC



SANITATION

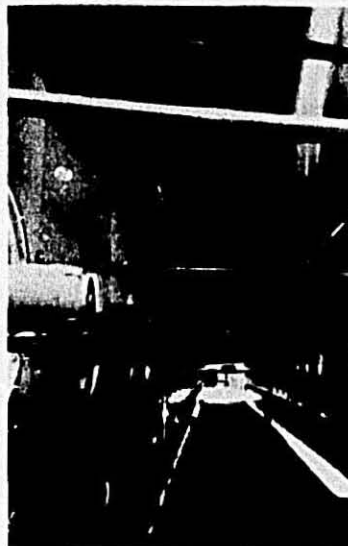
The Demaco finish dryer and accumulator when empty is completely open for cleaning. Every part is accessible and within easy reach for vacuum cleaning or washing down. You can walk through the dryer—no other dryer on the market has this advantage. The dryer has its own floor raised off the building floor and is supported independently on jacks. The Demaco continuous dryer is the "Ne Plus Ultra" in sanitation.

2

DEFRANCISI

WEST

NEW LONG GOODS CONSTRUCTION AND OFFERS A MULTITUDE OF ADVANTAGES!



CONSTRUCTION

The Demaco dryer is equipped with exterior panels of aluminum sheet faces, spray baked with white enamel on both sides, bonded to 3/4" self-extinguishing polyurethane foam core. No semi-insulated panels which do not hold the correct temperature and humidity indexes.

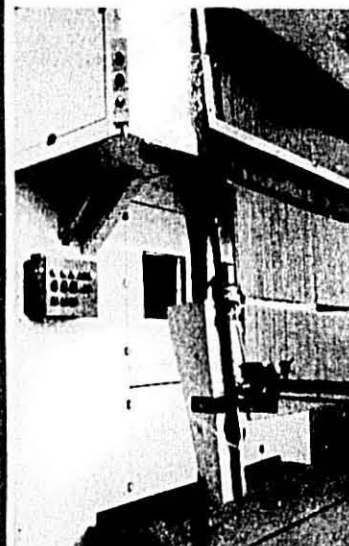
Extrusion Press has Demaco's new cast steel extrusion head which produces a perfect pattern. Dies can be removed and changed in minutes. Demaco heavy duty gear box on main drive plus heavy duty thrust bearing insures long life.

4

46-45 Metropolitan

HOSKINS CO., LIBERTY

NEW STANDARDS AND OFFERS A MULTITUDE OF ADVANTAGES!



ECONOMICAL PRICE

The "Demaco" Continuous Lines are designed to be as simple as possible at the same time using a rugged construction. This is done to keep the initial cost to a minimum and reduce the number of moving parts so that maintenance is kept as simple as possible. Remember always, that DEMACO's Equipment outworks and outlasts other equipment on the market today.

Now Demaco offers Continuous Lines for production of 900 to 1500 lbs. per hour.

6

Brooklyn, N.Y. 11237

Macaroni Around the World—
(Continued from Page 9)

cellophane bags, with 40 to 60 packages contained in one carton box. Products for business use are packed in thick paper bags which contain 4 kilograms of product, and four of these bags are contained in a carton box. Promotion of macaroni and spaghetti products has been carried on through various media, including television, radio, newspapers and magazines. The present problem in the industry, according to one manufacturer, is "Free trade of macaroni products."

Chile

Straight from Chile comes word from our contacts there that the annual consumption in that country is about 10 kilos per person (or 22 pounds). This figure is considerably higher than that reported on the chart at the beginning of this article. We are also told that the per capita consumption in Chile will increase due to the great population growth and the fact that macaroni products are economical in comparison to other foods of that country.

Durum wheat is used in Chilean macaroni products, the price of the wheat running some 18 to 20 per cent higher than other wheat types. Cellophane and cardboard are used as packaging materials, and one of the industry problems is the high price of these materials. Other general problems of the industry are listed as inflation and excessive taxes. There are about 14 macaroni manufacturing firms in Chile, producing some 72,000 tons of product per year. Educating the consumer in better ways to prepare macaroni products is the goal of manufacturers for increasing consumer acceptance.

Mexico

In Mexico, there is a growing market for macaroni products because it is considered a staple product there. One manufacturer reports that hard wheat flour, however, is not available to him,

and consequently problems arise with quality and consistency of the end product when using soft wheats as the raw material. Cellophane and polyethylene bags are the most popular packaging materials; they are packed in corrugated cartons. There are probably more than fifty macaroni manufacturers in Mexico at the present time.

Canada

Biggest problem of manufacturers in Canada is stiff competition from other manufacturers. To increase consumer acceptance of their products, individual Canadian manufacturers use hard sell techniques and advertising. Durum flour and semolina are raw materials preferred by those manufacturers responding to a Macaroni Journal questionnaire. There seems to be a variety of packaging materials used in Canada, with some manufacturers using mostly cartons, while others prefer laminated cellophane. Sales trends in Canada are steady to slightly upwards in most markets.

United States

In the United States, 1964 was a good year for macaroni—but not spectacular. The profit squeeze continued and was hardest on the smaller firms. Major current problems seem to be, as always, the problems of cutting costs and expanding volume.

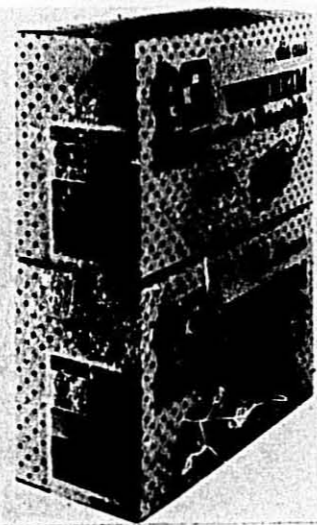
U. S. Center at IPACK-IMA

The U. S. Department of Commerce is sponsoring a United States Trade Center for the special displaying of American products at the IPACK-IMA International Exhibition of Packaging, Materials Handling and Food Processing Machinery. The exhibit is scheduled from September 11 to 17 in the Milan Fair Grounds.

In conjunction with the IPACK-IMA Exhibition, an international meeting of macaroni manufacturers is being sponsored by the Associazione Italiana fra gli

Industriali Pastificatori. Delegates from some ten countries are expected to participate.

Information on the Fair and details on travel arrangements can be obtained through the offices of the National Macaroni Manufacturers Association in Paistine, Illinois.



3 Glocken Packaging

New packaging for 3 Glocken of Weinheim, Germany, was designed by the firm of Frank Giannino & Associates of New York City.

Spaghetti packaging has a cellophane window showing the merchandise, tying into a vignette of the finished product.

Noodle packages are so designed that a full serving is shown on front and side when stacked in that manner on the grocer's shelf.

Corrugated shipping cases have been brightened to tie in the company's symbol of a rag doll while still providing easy identification of the contents of the case.



THE MACARONI JOURNAL

... a sales stimulator from General Mills

SWEET-SOUR HAMBURGER SKILLET
 1 lb. ground beef
 1 cup finely chopped onion
 1/2 cup vegetable oil
 1 tsp. garlic salt
 1/4 tsp. salt
 1/2 tsp. pepper
 1/2 cup water
 1 cup chili sauce
 1/2 cup uncooked noodles
 1 tsp. sugar
 Saute beef and onion in small amount of hot oil until browned. Sprinkle with seasonings, stir in water and 1/2 cup of chili sauce. Cover, simmer over low heat 20 min. Meanwhile, cook noodles as directed on pkg. Drain, rinse with hot water. Stir noodles into meat mixture, blend in remaining 1/2 cup chili sauce and sugar. Heat through 4 servings.

TOMATO SAUCE FOR MACARONI OR SPAGHETTI
 2 med onions, diced
 1 clove garlic, minced
 2 tbsp. vegetable oil
 1 can (1 lb. 4 oz.) tomato juice
 1 can (8 oz.) tomato paste
 1 tbsp. chili sauce
 1 tsp. ground dry basil, if desired
 1/2 tsp. sugar
 1/2 tsp. salt
 1/4 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 spaghetti. Sprinkle with grated cheese. 4 servings.
 Note: If a meat sauce is desired, brown 1 lb. ground beef with the onion.

SEAFOOD SAUCE FOR NOODLES
 1/4 cup butter or margarine
 1/2 cup flour
 1/2 tsp. salt
 1/2 tsp. pepper
 2 cups milk
 2 egg whites, beaten
 1/2 cup shrimp, flaked
 lemon juice
 2 cups cooked seafood in large pieces
 1/4 cup (1/2 oz.) dry sherry
 Melt butter over low heat. Blend in flour, seasonings. Cook over low heat, stirring constantly until mixture is smooth. Stir in milk from first strain mark. Bring to a boil, stirring constantly. Boil 1 min. Gradually blend half of white sauce into seafood, pour mixture back into remaining white sauce. Just before serving stir in lemon juice and seafood. Pour over hot cooked noodles, garnish with parsley and pimiento strips.

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YOUR BRAND NAME

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Here's a sure-fire sales stimulator: Colorful tear-off recipe pad. Eight recipes from the Betty Crocker kitchens. Quick and easy sauces for macaroni, spaghetti and noodles. Displayed at point of purchase, these recipes will give Mrs. Homemaker ideas for immediate use of your products. A proven sales stimulator from General Mills. There are

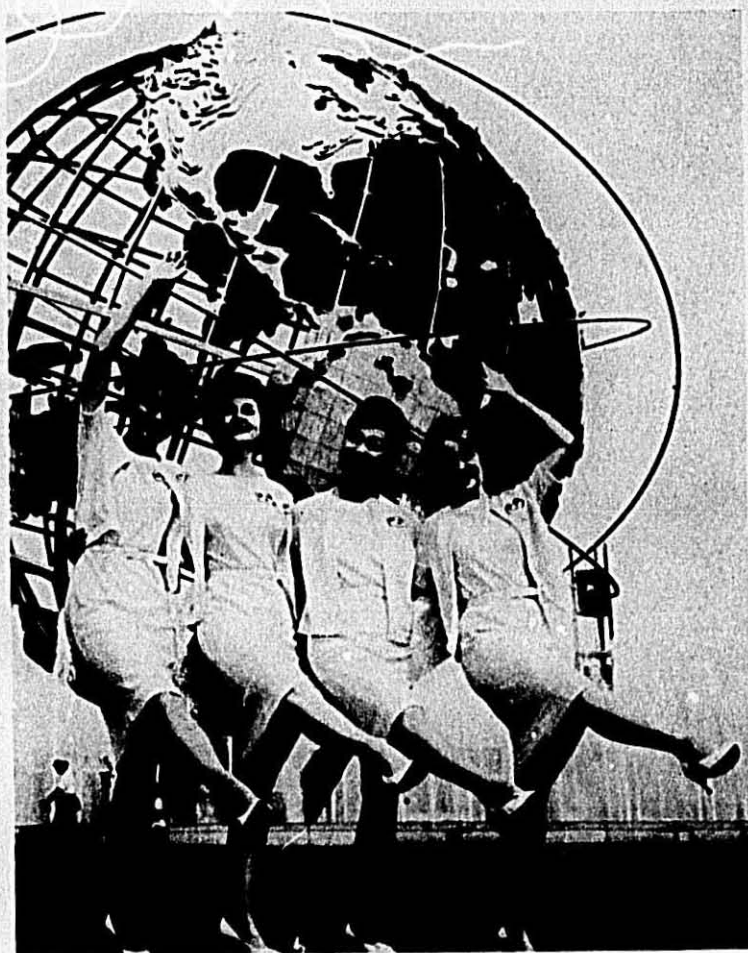
50 sheets to a pad. Punched for hanging. Only 12¢ per pad, f.o.b. Minneapolis (less than 1/4¢ per sheet).

Imprinted with your brand name and company address, free of charge, in quantities of 200 pads or more.

To order your pads of sauce recipes, see your General Mills Durum representative or write:

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Time's Trip to the Fair



Hostesses at the Socony Mobil Pavilion.

THE Fair will be there—bigger and better than ever!

Despite financial troubles and a poor press, the New York World's Fair is an educational experience well worth having. Last year Time Magazine presented a confidential guide to the Fair with some pertinent comments. With more than three hundred companies, sixty-six nations, Mormons, Methodists, Catholics, and assorted amusement park types all reaching for him, a Fair-goer is lost without a plan.

Take An Overall View

One good way to start is to float over the grounds in a Swiss cable car. At 115 feet, the ride goes high enough to offer a sweep of the view below, but still low enough to make the rider feel the clash of the architecture and the overall dynamic of the vast bazaar.

An elevator trip to the top of the towers at the New York State Pavilion gives one a 360 degree aerial view from a platform more than 200 feet high.

Plan In Advance

Beyond architecture, one other characteristic of the Fair stands out from above, and before descending to join the masses the Fair-goer might do well to contemplate it. There are sometimes more than 200,000 people down there, and half of them seem to be standing in lines. People have waited more than 2½ hours to get into Ford, 2 for General Motors, 1 for General Electric. There is obviously a number of minutes beyond which a show is not worth waiting for. The Fair is full of fine things that demand no cueing at all.

Ford's Magic Skyway is worth a wait of perhaps 30 minutes, on a cool day.

General Motors has a plan for taking groups in before or after Fair hours.

IBM makes a show of its own mechanics. Of all the big shows, G.E.'s Carousel of Progress is one of the most frankly commercial, but it is so studded with million-dollar gimcracks that it is worth seeing.

Pepsi-Cola has about 350 doll-size robots flanking a boat ride that children seem to like more than anything else. In the Illinois Pavilion, Disney's Abraham Lincoln does a show every twelve minutes.

A movie called "To Be Alive!" presented by Johnson's Wax lasts 17½ minutes. It has been applauded not only for its message but for its technique. One of the most discussed movies is "Parable" presented at the Protestant and Orthodox Center. Its central figure is a white-faced clown. Throughout the Fair, films are a basic denominator.

Socony Mobil uses films in a fine game for teen-agers. Thirty-six kids at once sit in drivers' seats, hold steering wheels, adjust themselves to brakes and accelerators, and stare at a road ahead of them which is shown on small, individual screens.

A pavilion called Sermons from Science, one of the minor discoveries of the Fair, presents the Word only as a kind of commercial at the ends of its excellent and varied movies on scientific subjects.

Foreign Features

Several times a day, five Mexican Indians climb a giddy 114-foot pole outside the Mexican Pavilion. At the state of Oregon's timber carnival, a talented sculptor casually shapes human faces from massive logs.

At the Coca Cola Pavilion, the visitor takes an amusing, self-propelled international walk.

Spain's incredibly beautiful pavilion offers art, culture and cuisine that has been acclaimed by all who have participated there.

The Belgian Village looks as if it had been standing right where it is for at least 500 years.

Food and Drink

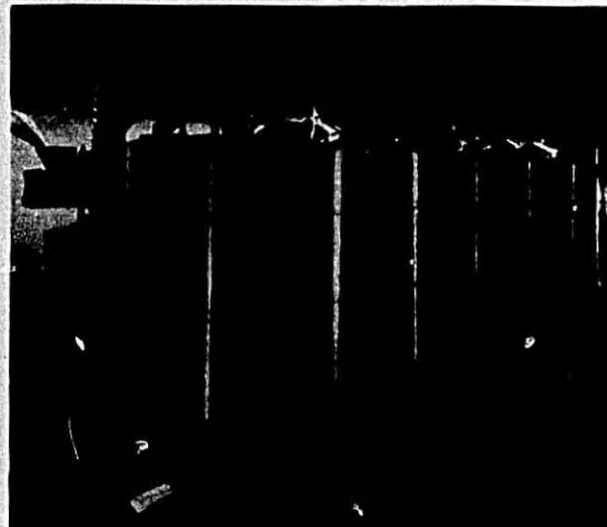
The high cost of drinks and food has been a general complaint of out-of-towners. Time says the smartest way to eat is to bring your own sandwiches or buy a quick one in a place like Liebmann Breweries' Oldtime Tavern, where a fast beer and a ham on rye cost \$1.10.

You can eat pastry flown from Tunis, drink Israeli orange soda, savor an

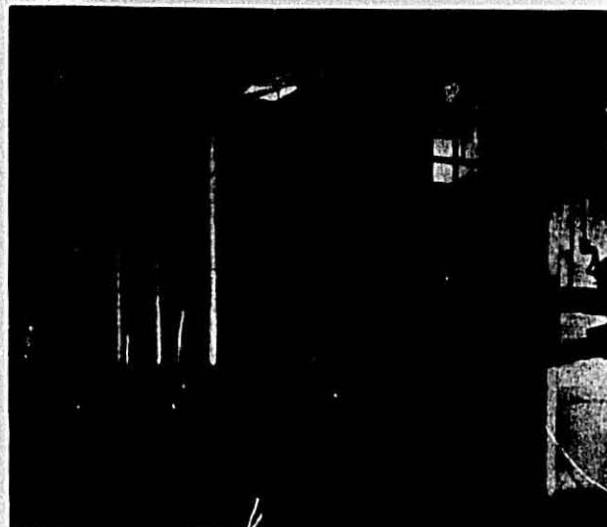
(Continued on Page 38)

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CUT GOODS STORAGE and DELIVERY SYSTEM



From Finish Dryer to the Storage Bins continuously around the clock.



The System delivers to three packaging lines from three different Bins, simultaneously (automatically on demand).

Closes the GAP between Dryers and Packaging!

- Do you still fill portable bins?
- Get overfilling and breakage?
- Waste valuable floor space?
- Push around bins trying to find the right one?
- Use Fresh product ahead of old?
- Lose time at packaging waiting for bins?
- Depend on the "human element" with its normal errors and Costs?

YES!

Eliminate all these outmoded methods. Eliminate these bottle-necks with:

ASEECO CUT GOODS STORAGE & DELIVERY SYSTEM

Receives from 1 to 3 dryers simultaneously into any pre-selected bin!

Special Spiral Chutes prevent breakage.

Discharges from any pre-selected bin into any number of packaging machines at the same time.

Storage bins of a size and capacity to meet the individual plants requirements.

Designed to fit the physical limits of YOUR plant.

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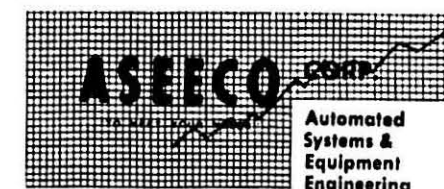
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Food Marketing Commission

The National Commission on Food Marketing is planning its study of the country's food marketing system. Chairman Phil Sheridan Gibson announced they would move into meat and poultry first, as it accounts for the largest single use of the consumer's food dollar. Hearings were first held in Cheyenne, Wyo.

Dr. George E. Brandow, executive director of the Commission, in an address to the 11th Annual Agricultural Marketing Clinic in East Lansing, Michigan, enumerated these five characteristics of the "desirable" food industry—admittedly difficult to achieve all at the same time:

- (1) Technical efficiency, in the sense of well-run, technologically up-to-date and fully-utilized plants, and effective coordination of the operations of different plants or stores.
- (2) Economic efficiency, in the sense that the goods and services produced are responsive to the demands of consumers and to availability of raw materials, labor and capital.
- (3) Progressiveness is developing better products or producing old ones more efficiently as time goes on.
- (4) Effective competition of the kind that results in prices and margins consistent with necessary costs and reasonable profits.
- (5) Equity, in the sense of fair conduct, absence of exploitation, and comparable returns on labor and investment for similar contributions to production.

Government Losses

Government losses on surplus operations ran over \$2,000,000,000 for the first seven months of fiscal 1965, up \$140,000,000 from a year ago. Farm legislation was delayed, as President Johnson requested more time to study ways of cutting farm program costs.

WORD FROM WASHINGTON

Wheat Legislation

Representative Graham Purcell of Texas, Wheat Subcommittee Chairman, has introduced legislation to provide that, beginning with the 1966 crop, "price support for wheat accompanied by domestic certificates shall be \$2.50 per bushel," or nearly one hundred per cent of parity. In addition, a most unusual feature of the Purcell proposal is that this \$2.50 rate would be subject to change, as follows: "with annual adjustments after the first year equal to the percentage by which the gross hourly earnings for manufacturing labor for the preceding year, as reported by the Bureau of Labor Statistics, exceeds the average of such gross hourly earnings for the preceding five years." It is estimated that this formula would mean annual increases of around two to three per cent.

Wheat Meeting

An industry-wide meeting of all segments of the wheat business to hear an outline of needed research exploring the use and value of wheat products in human nutrition was called for Tuesday, April 20, in Washington, under the auspices of Secretary of Agriculture Orville L. Freeman.

The outline of needed research presented by the Pro Tem Committee on Human Nutrition Research has been developed over the past five years. The committee's membership includes all segments of the wheat industry.

Invited to the dinner meeting were Congressmen, Governors of wheat producing states, leaders of wheat growers, millers, bakers, macaroni manufacturers, and associated industries, along with distinguished members of the scientific community involved in nutrition research.

Jointly financing the Washington meeting at the Washington Hilton Hotel were the American Bakers Association, Great Plains Wheat, Inc., National Macaroni Institute, and Wheat Flour Institute.

Hart Bill

Senator Philip S. Hart of Michigan has reintroduced for the third time his so-called "fair packaging" legislation. In the past, the highly controversial measure has not reached the floor of Congress for debate. This time it is going through the Senate Commerce Committee which expects to hold hearings in late April. The measure, strongly opposed by practically all elements of the food processing industry, will again be subject to considerable controversy.

Social Security

The Illinois State Medical Society, in pushing for Eldercare, has issued this tabulation showing the combined tax paid by employee and employer in Social Security taxes ever year:

Years	Percentage	Per Year
1937-49	2% on 1st \$3,000	\$ 60
1950	3	90
1951-53	3	108
1954	4	144
1955-56	4	168
1957-58	4.5	189
1959	5	240
1960-61	6	288
1962	6.25	300
1963-65	7.25	348
1966-67	8.25	396
1968-7	9.25	444

This is being proposed:

Years	Percentage	Per Year
1966-67	8.5 on 1st \$5,600	\$476
1968	10	560
1971	10.4	582

Certificates and Loan Rates

Last year Congress passed legislation providing for two crop years. The current 1965-66 crop year begins July 1.

On that date the loan support price drops from \$1.30 a bushel to \$1.25, but the value of domestic certificates increases from 70 cents to 75 cents per bushel. Export certificate value increases from 25 cents to 30 cents per bushel. The domestic certificate percentage is constant at 45 per cent. The export certificate percentage drops from 45 to 35 per cent.

In addition, the 1965-66 program provides for increased flexibility by allowing farmers to substitute between wheat and feed grain acreage. The full effect of this provision will not be known until all wheat farmers file their intentions under the new program.

Proposals for the 1966-67 program call for the loan support price to remain the same at \$1.25 per bushel, but to increase the domestic certificate value from 75 cents to \$1.28 per bushel. This increase of 53 cents per bushel would increase the price of semolina or flour by approximately \$1.30 to \$1.35 a hundredweight. Export certificate value at 30 cents per bushel in 1965-66 under the proposal would drop to zero to 25 cents per bushel.

Office Building

The new House of Representatives office building houses 169 Congressmen; cost \$122,000,000.

THE MACARONI JOURNAL



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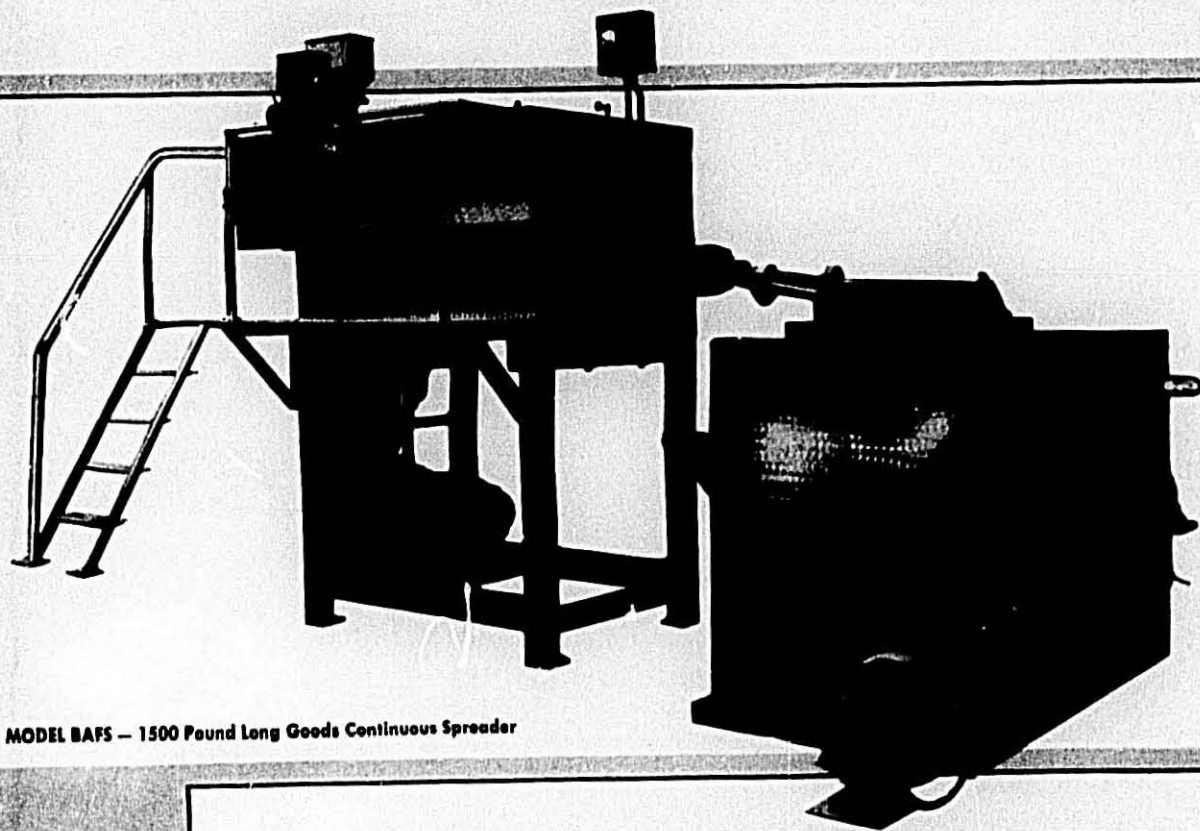
America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family

MAY, 1965

17

**TOPS IN
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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**

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
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CUT PRODUCTION OF MACARONI
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SANITARY CONTINUOUS EXTRUDERS

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SHORT CUT MACARONI EXTRUDERS

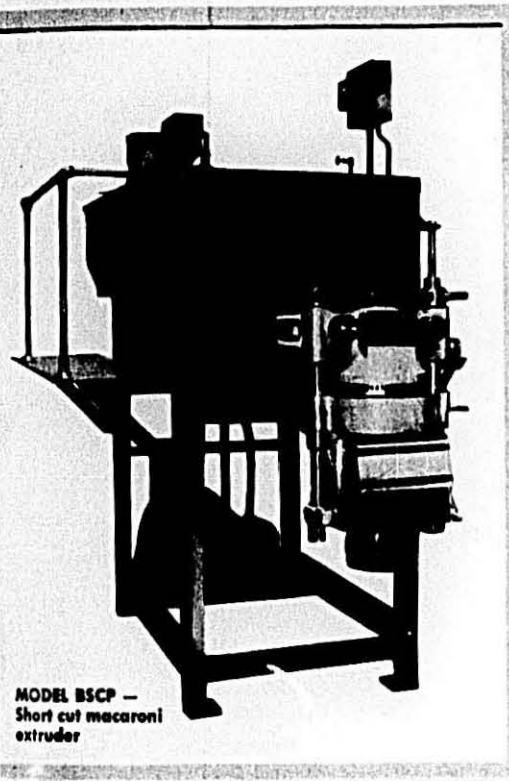
Model BSCP	1500 pounds capacity per hour
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Model SACP	600 pounds capacity per hour
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LONG MACARONI SPREADER EXTRUDERS

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Three Way Combination	



MODEL BSCP —
Short cut macaroni
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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.

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

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SINCE 1909

New Record Supply of Durum Set

THE Agricultural Marketing Service of the United States Department of Agriculture has released its semi-annual report which reads as follows:

A crop of 65,718,000 bushels of durum wheat was harvested in 1964 from 2,349,000 acres. The crop was 28 per cent larger than in 1963 and nearly double the average for the years 1958-

1962. The growing season was generally favorable. The per acre yield for all producing states at 28.0 bushels is 2.3 bushels above 1963 and 7.0 bushels better than the 1958-1962 average.

State	Average Acreage Harvested in 1,000 Acres		Yield Per Acre in Bushels			Production in 1,000 Bushels			
	1958-62	1963	1964	1958-62	1963	1964	1958-62	1963	1964
Minnesota	31	50	77	27.1	29.0	28.0	853	1,450	2,156
North Dakota	1,239	1,651	1,965	21.3	26.5	29.0	27,342	43,752	56,985
South Dakota	103	109	112	16.7	14.0	15.0	1,785	1,526	1,680
Montana	151	171	118	18.5	22.5	24.0	2,937	3,848	4,512
California	8	11	7	27.0	61.0	55.0	466	671	385
Total	1,532	1,992	2,349	21.0	25.7	28.0	33,383	51,247	65,718

Durum Stocks

Durum stocks in all positions January 1, 1965 totaled 92,416,000 bushels compared with 79,225,000 a year earlier. 46,497,000 bushels were stored on farms. Mill, elevator and warehouse stocks amounted to 44,254,000 bushels, and 1,665,000 bushels were stored in bins owned or controlled by CCC. Of the off-farm stocks, 4,390,000 bushels were held by durum mills. Farm stocks of 46,500,000 were about the same as a year earlier.

There were 19,347,362 bushels of the 1963 durum crop placed under loan through March 31, 1964. As of June 30, 1964, 20,205,053 bushels of 1963 crop durum were delivered to the Commodity Credit Corporation. CCC-owned stocks of durum June 30, 1964 were estimated at 38,121,000 bushels. At the end of December 1964, those stocks were down to 32,822,000 bushels. CCC-owned stocks of durum were stored in the following states December 31, 1964: Minnesota, 12,100,000 bushels; North Dakota, 6,500,000; Wisconsin, 5,700,000; New York, 4,600,000; Maryland, 2,200,000; all other states, 1,700,000 bushels. CCC sales of durum wheat July 1-December 31 amount to 1,957,165 bushels, of which 858,000 were export. Figures showing the amount of 1964 crop durum placed under loan are not yet available.

Support Price

The terminal support price for No. 1 Hard Amber Durum, Minneapolis-St. Paul, is \$1.73 per bushel. The market price has been somewhat depressed by the large overall supply, and it is expected that loan participation will be quite heavy. In addition to the loan payment, growers who cooperated with the wheat program in 1964 were provided

with marketing certificates valued at 70 cents per bushel on that portion of their farm marketing allocations designated for domestic use and at 25 cents for certificates on marketing allocations designated for export.

Over the years, durum wheat has ordinarily commanded a premium over other spring wheat. With the abundant supply available this year, prices have been guided pretty much by the loan level. The midmonth average price received by North Dakota farmers July through December 1964 was \$1.36 compared with \$2.01 the same period in 1963. Cash prices for No. 1 Hard Amber Durum at Minneapolis during July-December this season started in a range of \$1.75-\$1.85 in early July but dropped to \$1.57-\$1.66 in August. The top of the range has held at around \$1.75 during the past several months with the low end of the range for No. 1 Hard Amber Durum falling as low as \$1.55 in December 1964.

Record Mill-Grind

Production of semolina and durum flour by mills of the United States in the 1964 calendar year established a new all-time record, according to data compiled by Minneapolis office of the Agricultural Marketing Service and the Bureau of the Census in Washington.

The 1964 output is placed at 12,023,000 cwts., compared with 11,091,000 in 1963, representing an increase of about 17 per cent. Prior to the 1964 record, the all-time high in semolina production was 11,387,000 cwts. in 1948, a year of unusual export demand for both semolina and macaroni products.

The 1964 output of 12,023,000 cwts. compares with 8,880,000 in 1962, a total of 9,755,000 in 1961 and 10,168,000 in 1960.

Included in the output for 1964 are 1,037,000 cwts. of blended products made by grinding both durum and hard wheats. In 1963, blended products accounted for 1,170,000 cwts., while the total in 1962, at height of the shortage following the exceptionally small 1961 crop, was 4,552,000 cwts. Output of blended products in 1951 was 2,684,000 cwts.

Grind of durum wheat by U. S. mills in the 1964 calendar year amounted to 28,722,000 bushels. This compares with 24,455,000 in 1963 and 15,912,000 in 1962. Durum wheat mills reported that they ground slightly more durum during the July-December period than in the comparable period in 1963. 11,089,000 bushels were ground with a total output of 5,876,000 cwts. of durum products.

Exports Slow

Durum exports were very slow during the first six months of the 1964 crop year. Only 639,000 bushels have been shipped over seas against 3,107,000 the same months in 1963.

A survey made by the North Dakota Crop and Livestock Reporting Service revealed that Wells was the most popular variety of durum wheat planted in North Dakota in 1964, accounting for 77.5 per cent of the acreage. Lakota ranked second with 19.5 per cent. Langdon was third in popularity and accounted for 1.9 per cent of the state's durum acreage.

In Canada

Farmers in the Prairie Provinces of Canada planted 12 per cent fewer acres to durum in 1964 than in 1963, and based on mid-October conditions, were expected to harvest 33,600,000 bushels. This was quite sharply below the 53,400,000 bushels harvested in 1963.

The Dominion Bureau of Statistics states that about 60 per cent of the crop will grade No. 2 and No 3 C.W. Macaroni quality is equal to that of last year's crop. The 1964 crop is also higher in protein content and in percentage of vitreous kernels.

The visible supply of Canadian durum on December 31, 1964 was 44,234,707 bushels compared with 28,691,567 bush-

els on that date in 1963. Commercial disappearance—domestic and export—during the current season (August 1-December 30) amounted to 13,406,447 bushels against 14,776,670 the same period in 1963. Overseas exports accounted for 12,100,000 bushels of the disappearance. During the 1963-64 crop year Canada exported a total of 24,735,056 bushels of durum wheat.

Province	November estimate of Canadian Durum Acreage		Yield per Acre		Production in Bushels	
	1963	1964	1963	1964 ¹	1963	1964 ¹
Manitoba	140,000	120,000	17.1	21.7	2,400,000	2,600,000
Saskatchewan	1,796,000	1,541,000	25.6	17.1	46,000,000	26,000,000
Alberta	234,000	227,000	21.4	22.0	5,000,000	5,000,000
Total	2,170,000	1,888,000	24.6	17.8	53,400,000	33,600,000

¹ As indicated on the basis of conditions on or about October 15.

Durum Situation

The Department of Agriculture's report on The Wheat Situation as of March 1 estimated the durum supply at 107,000,000 bushels, an all-time record. Exports of durum continue to be carried at 5,000,000 bushels for the current year, although during July-January they totaled only 1,000,000 bushels. Domestic disappearance of durum is placed at 27,000,000 bushels, and a carryover of 75,000,000 bushels is indicated for June 30. The Commodity Credit Corporation owned 32,822,483 bushels in commercial elevators at the end of the year, and it was expected that substantial quantities would be added to this figure as of March 31 by default of current crop loans.

During March, U. S. exporters were reported to have sold 1,800,000 bushels of durum to France and 430,000 to Portugal. The Commodity Credit Corporation moved 129,000 bushels of No. 3 Hard Amber Durum for export at a price of \$1.85 per bushel, delivered track Gulf or Atlantic ports.

The domestic millgrind was heavy during Lent, and shipping directions brisk. Most mills worked at top capacity. Seasonal slowdowns were anticipated after Easter.

Planting Intentions

March 1 planting intentions for durum were set at 2,350,000 acres, down two per cent from the 1964 acreage of 2,398,000, but 29 per cent above the 1959-63 average. In North Dakota a two per cent increase is planned—offset by a 14 per cent reduction in South Dakota, down 22 per cent in Minnesota and 28 per cent in Montana.

Canada reported a visible supply of durum wheat at 45,300,000 bushels as of March 1, compared with 32,500,000 at the same time a year ago. Canadian

farmers in the Prairie Provinces intend to cut their acreage sharply in 1965. They intend to plant 953,600 acres this season, compared with last year's 1,888,000.

Grain Inspection Changes

Some major revisions in grain inspection procedures are under study in the Grain Division of the Agricultural Marketing Service. The suggested revisions are based on two main premises—that the cost of supervising grain inspection activities should be self-supporting and that the mandatory inspection provisions in the U.S. Grain Standards Act should be terminated unless they are applied equally to all methods of transportation.

In line with these basic premises, the Grain Division has raised 13 possible points of revision in present grain inspection procedures. Edward J. Overby, director of the Grain Division, in submitting these possible changes for consideration by various grain groups, has indicated that "the Department's position is still open, subject to further study and discussion."

1—Inspection of grain in domestic commerce should be on a completely permissive basis insofar as the U.S. Grain Standards Act is concerned.

2—Use of official grades and/or other grades or names in domestic commerce should be on a completely permissive basis.

3—If inspection is required, submitted sample inspections should be considered official inspections if accepted by the industry, with the state and federal governments and trade groups developing objective sampling devices and procedures.

4—All export grain should be officially inspected at the time of loading in the export carrier and the inspection

certificate should accompany the shipping papers.

5—Licensing of inspectors should be confined to employees of inspection agencies that have signed cooperative agreements with the Department.

6—The cost of federal supervision should be obtained from inspection fees.

7—Federal employees should be authorized to provide inspection service at points where it is not otherwise available.

8—False representations with respect to inspected grain should be prohibited by law.

9—Federal inspection licenses should be issued only to persons who have demonstrated their competency to inspect grain in accordance with approved procedures.

10—Inspectors should be authorized to issue lot certificates on the basis of samples obtained and submitted by bonded warehouse employees.

11—If inspection is required in domestic commerce, both the shipper and receiver should be responsible for having the grain inspected.

12—Qualified lot certificates should be issued whenever samplings and inspections are not performed in a complete and approved manner.

13—Whenever complete samplings can be made, dual-grade certificates should be issued only when the portions differ in condition (heating, musty, sour, etc.).

CCC Suspends Statutory Sales

The Commodity Credit Corporation has suspended statutory wheat sales on the grounds that sales for domestic unrestricted use have been small in recent months, and stock now at producer's hands or in commercial channels is ample to meet needs. Actually, the Department has sold little or no wheat at statutory prices since early November.

New Wheat Offices

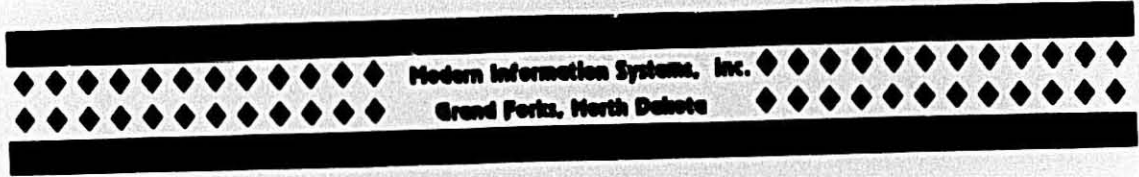
All the major wheat producer organizations in Washington have moved to a building at 1030 15th Street, N.W. The groups that will occupy the offices, all adjoining on the 10th floor of the building, are the National Association of Wheat Growers, Great Plains Wheat, Inc., Western Wheat Associates and Bulgar Associates.

Potatoes

Potato prices are poised for a tumble. After hitting the highest levels in over thirty years, heavy plantings in spring areas promise large supplies by late April moving to market about three weeks earlier than last year.

Midmonth average prices received for Durum Wheat by North Dakota farmers

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1963	2.23	2.22	2.22	2.23	2.16	2.14	2.12	1.92	1.92	2.09	2.04	2.02
1964	2.03	2.02	1.96	1.92	1.80	1.49	1.42	1.35	1.36	1.36	1.37	1.35

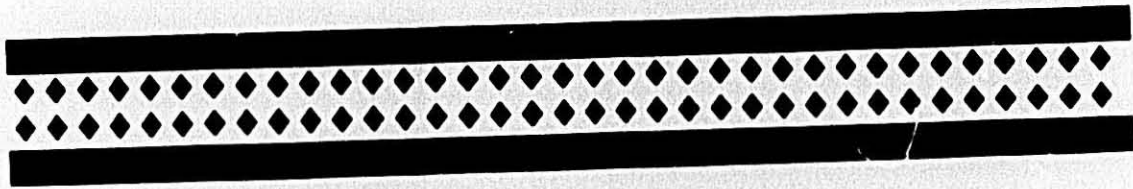


Modern Information Systems, Inc.
Grand Forks, North Dakota

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Identified as:

Pgs. 22 & 23



The Egg Problem

Egg producers are in the throes of economic disaster, reports Farmers Union Herald. Prices are down to 26 and 27 cents a dozen on the Chicago and New York markets. Farmers in the Upper Midwest are receiving prices as low as 18 cents a dozen.

Iowa's Senator Jack Miller has called upon the Administration to resume its dried egg purchasing program, while expressing his concern over the failure to take action to stabilize the egg market. Senators Eugene McCarthy and Walter Mondale of Minnesota have urged a surplus removal program.

Much of the egg and broiler business that used to be a routine part of agriculture in the Upper Midwest has gravitated to the South, for a number of reasons. They all have a problem.

Changes in Egg Production 1953 to 1963

Florida	up 219%
Arkansas	up 212
Georgia	up 205
Mississippi	up 193
Alabama	up 181
South Carolina	up 161
Arizona	up 82
California	up 77
North Carolina	up 72

1-50% Increase 1-20% Decrease

Washington	Oregon
New Mexico	Idaho
Texas	Montana
Louisiana	Nebraska
South Dakota	Iowa
Indiana	Kentucky
Ohio	Tennessee
Virginia	West Virginia
Connecticut	Pennsylvania
Maine	New York
	Rhode Island

Over 20% Decrease

Nevada	-52%
Kansas	-43
Maryland	-43
Delaware	-43
Oklahoma	-41
Missouri	-34
North Dakota	-30
Illinois	-29
Wyoming	-28
Colorado	-28
Utah	-26
New Hampshire	-26
Minnesota	-25
New Jersey	-25
Massachusetts	-24
Vermont	-21
Michigan	-21
Wisconsin	-19

The Egg Market

The egg market has been erratic. Around the first of the year, markets dropped to the lowest level in some time. This brought about heavy flock liquidation particularly to small farm flocks.

The relatively mild winter was conducive to heavy egg production, but the month of March has seen more snow, ice and cold weather than the rest of the season put together. This has hurt production and held up some eggs in the country. The Hatchery Report shows 20 per cent less egg-type eggs in incubators on March 1, 1965 than in 1964, and this has caused some interest in storage shell eggs, prompting the future markets to advance.

No Government Program

The government has contributed to confusion by announcing at one time there would not be a purchase program, and then turning around and saying they were taking another look at it again. The latest report seems to be that the Department of Agriculture has not ruled out a purchase program, but feels that the type of operation that it has used in the past might do more harm than good. This still leaves the market unanswered.

Based on all figures of number of hens on the farms, pullet replacements to March 1 and the average rate of lay, eggs should be plentiful and at attractive prices. During March, the market has been quite firm and shell eggs hard to buy for breaking. After Easter the breakers normally get a very large share of egg production.

Prices Slip

Current receipts in the Chicago market during March ranged from 21.5 cents to 28.5 cents a dozen. Frozen whites have been steady at 10 to 11.5 cents per pound. Frozen whole eggs ranged 20 to 23 cents per pound, 1.5 to 2 cents higher in New York and Philadelphia. Light colored frozen yolks quoted in New York and Philadelphia only, ranged 44 to 52 cents.

Dried whole eggs were quoted in a range of 94 cents to \$1.00 a pound, while dried yolk solids starting the month out at \$1.07 to \$1.14 a pound, dropped to \$1.00 to \$1.04.

Liquid Egg Production Up

Production of liquid egg and liquid egg products (ingredients added) during February 1965 was 51,336,000 pounds, 13 per cent larger than the February 1964 production of 45,589,000 pounds, according to the Crop Reporting Board.

Liquid egg used for immediate consumption totaled 5,834,000 pounds as compared with 5,375,000 pounds in February last year. Quantities used for drying totaled 17,340,000 pounds, up 46 per cent from the quantity used in February 1964. Liquid egg frozen was 28,162,000 pounds, slightly less than quantity frozen in February last year.

Egg solids production in February 1965 totaled 3,868,000 pounds—an increase of 33 per cent from February 1964. Production of whole egg solids was 592,000 pounds compared with 202,000 pounds in February 1964. Albumen solids totaled 1,280,000 pounds, 44 per cent more than the 891,000 pounds produced in February 1964. Output of yolk solids was 1,170,000 pounds, 27 per cent more than the 918,000 pounds produced in February 1964. Production of other solids was 824,000 pounds, 8 per cent less than production of 896,000 in February last year.

Pasteurization Called For

The Chicago Mercantile Exchange introduced a frozen egg futures contract with new specifications calling for pasteurization of the product. The new contract is in line with proposed changes in Agriculture Department regulations on grading and inspection of egg products.

The proposed amendment would require pasteurization or testing of all egg products at Government-inspected plants after June 1. A Government announcement said pasteurization has been found to be effective in destroying bacteria, such as salmonella, which can cause gastro-intestinal disturbances.

New specifications requiring pasteurization of frozen eggs delivered against futures contracts on the Mercantile Exchange were placed in effect because of the expected change in Government standards. E. B. Harris, exchange president, said. The old contract which didn't require pasteurization was delisted by the exchange earlier this year.

Contadina Advertising

A full page ad in color in the February 28 issue of Life Magazine said: "Our Contadina Tomato Paste never gets tired of spaghetti. If you do, try: "... And then they pictured Stelline, Ditall, Mafalde, Fusilli, Margherite, Tofe, Maruzelle, Cappelletti, Rigatini, Triangoli, Fettuccine, Farfalle, Occhi di Lupo, Gemilli, Rotelle, Cavatelli and Gnocchi. In the lower right-hand corner was pictured a satisfied male consuming "all purpose pasta sauce" on his favorite dish.

We pasteurize all our egg products to make sure your shipment is salmonella negative. Want a written guarantee? O.K. You'll get one.

CHARL HENNINGSEN, NEW YORK
TELEPHONE 212 687-8188

HENNINGSEN FOODS, Inc.

Quality Food Products
60 EAST FORTY-SECOND STREET
NEW YORK 17, N. Y.
MURRAY HILL 7-1530

March 10, 1965

ABC Noodle Corporation
650 South Lake Street
St. Louis 15, Missouri

Attention: Mr. David Richards

Dear Mr. Richards:

We are shipping this date the following 60/175# drums (10,500 pounds) of our SPRAY DRIED EGG YOLK SOLIDS NEPA 3 color to your St. Louis plant. This product was produced at our Ravenna, Nebraska plant.

The following is the laboratory analysis of this product:

Lot #	Drum #'s	No. of Drums	Moist	Color
R-45	NYB 101-120	20	4.7%	3.0
R-46	NYB 121-140	20	4.8%	2.9
R-47	NYB 141-160	20	4.6%	3.1

We further certify the product to be free of Salmonella as tested by the Official Food and Drug Method (North Method) upon receipt in your plant.

Sincerely,

HENNINGSEN FOODS, INC.

H. M. Slosberg
Dr. H. M. Slosberg
Technical Director
Research & Production.

United States Liquid Egg Production and Disposition
Crop Reporting Board, Washington, D.C.
 (Figures in 1,000 pounds)

1964	Whole	Albumen	Yolk	For Freezing	For Drying	Immediate Use	Totals
January	12,756	9,264	5,935	17,790	7,324	2,841	27,955
February	19,436	15,967	10,186	28,302	11,912	5,375	45,589
March	23,704	22,239	15,788	39,083	16,127	6,521	61,731
April	39,904	27,286	17,883	50,375	25,859	8,839	85,073
May	48,632	29,523	19,048	57,271	31,831	8,101	97,203
June	47,612	28,733	18,124	54,300	31,687	7,782	93,769
July	35,010	19,461	12,868	37,455	24,302	5,582	67,339
August	21,134	12,730	7,873	21,564	15,223	4,250	41,037
September	16,628	11,367	7,183	18,945	11,560	4,673	35,178
October	17,586	11,067	7,119	19,371	11,793	4,608	35,772
November	15,067	11,079	6,892	17,045	10,932	5,061	33,038
December	13,859	13,254	8,164	20,105	10,700	4,472	35,277
Total	311,328	210,570	137,063	381,606	209,250	68,105	658,961

Recommended Varieties

The Crop Quality Council has distributed the 1965 wheat variety posters to country elevators, implement companies, banks, county agents, government agricultural offices, and vocational agriculture departments in Minnesota, North Dakota Stewart 63 is recommended.

Wells and Lakota varieties of durum are recommended for all states. In North Dakota Stewart 63 is recommended as a later maturing tall but weak strawed variety. It has good stem resistance, large kernels, and good quality. Langdon is recommended for certain sections of Montana, although still susceptible to prevalent strains of stem rust race 15B.

General Mills Shows Improvement

General Mills has announced a record in both net earnings and earnings per share of common stock as the company released preliminary figures at the three-quarter mark in its current fiscal year.

Earnings per share of common stock are expected to be \$1.93, an increase of 31% over the \$1.47 for the same period last year. Net earnings after taxes for the 39 weeks ended February 28 are expected to be \$14,900,000, an increase of \$2,800,000 over last year.

Sales for the first 39 weeks of the current year were over \$417,000,000. This is an increase of more than \$28,000,000 over the first three quarters of last year when adjustments are made to put the two years on a comparable basis. A total of nearly \$17,000,000 in sales last year came from operations sold or discontinued prior to June 1, 1964, the beginning of the company's current fiscal year.

Chairman C. H. Bell and President E. W. Rawlings said that steady prog-

ress in the company's expanding consumer food operations and strength in the specialty chemical business accounted for the good results. Unsatisfactory profit margins continued in the bakery flour business.

International Milling Dividend

International Milling Co., Inc. has declared a regular quarterly dividend of 30 cents a share on its common stock.

There are 2,351,083 common shares outstanding. International became a public corporation in January, 1964 with a public offering of 450,000 shares.

The regular quarterly dividend on the four series of preferred stock was also declared.

N.M.M.A. 61st Annual Meeting
Hotel Biltmore, New York City
July 11-14, 1965



Nebraska Wheat Queen Visits Gooch. The 1965 Nebraska Wheat Queen-elect, Miss Carol Schroeder of Eustis, visited recently at the Gooch Milling and Elevator Company in Lincoln to become acquainted with wheat milling and food products manufacture. Shown in the photograph above, from left to right, are Miss Jodene Goetsch, director of the education and nutrition division of the Nebraska Wheat Commission; Arvill Davis, general manager of Gooch Food Products Company; Miss Schroeder; Mrs. Dale Erlwine of Grant, Nebraska, president of the Nebraska Wheat Hearts Association, affiliate of the Nebraska Wheat Growers' Association; and Paul Babue, assistant manager of Gooch Milling & Elevator Company. At a special luncheon for Miss Schroeder preceding the mill and macaroni plant tour, the queen was presented an educational endowment fund by the Gooch Companies. The check was presented on behalf of the companies by Mr. Babue and Mr. Davis.

Du Pont Sets High

Du Pont Company sales in 1964 established a new high for the sixth consecutive year, Lamot du Pont Copeland, president, said in his annual report. He described it as "a good year for the Du Pont Company and one of continuing growth in the face of increasing competition."

Sales of \$2,761,000,000 were 8 per cent above the previous high of \$2,555,000,000 in 1963. Physical volume of sales was 11 per cent greater, while the company's index of selling prices averaged about 2 per cent lower than in 1963.

Creamette President

Robert H. Williams has been elected president of The Creamette Company to succeed the late James T. Williams, Jr. The Creamette Company manufactures macaroni products in the United States and Canada.

Finest Quality

DURUM SEMOLINA GRANULAR FLOURS

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 MILLING DIVISION



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JACOBS-WINSTON LABORATORIES, Inc.

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Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

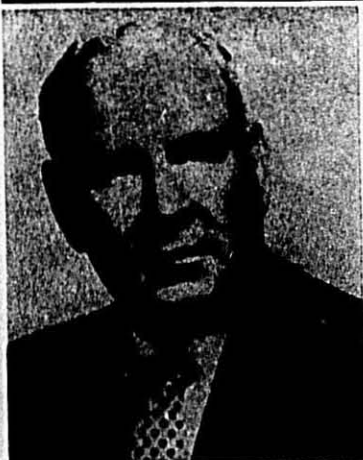
- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

James J. Winston, Director
 156 Chambers Street
 New York 7, N.Y.

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

National Macaroni Manufacturers Association

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



George N. Kahn

SMOOTH SELLING®

By George N. Kahn

HOW TO SET UP AN INTERVIEW

This is No. 8 of 12 sales training articles

Fifty per cent of all interviews fail because the salesman assumes a passive role before the buyer.

This is especially true when the buyer reacts negatively to the seller. Sometimes the prospect only has to frown and the salesman trembles in his shoes. Before long he is pleading and whining to be heard.

What a terrible way to lose a sale! He might as well have told the prospect: "Don't buy from me. I'm incompetent and not very bright."

The interview is the payoff, the moment of truth in selling. All your training, preparation, and planning are aimed at the moment when you stand before a prospect. The idea of blowing such an opportunity seems incredible; yet many do every day.

The major reason for this is that the salesman automatically adopts a secondary position. He becomes the pupil instead of the teacher.

Now let's chop the interview down to size.

Buyer Reaction

First, it should come as no surprise to the salesman when he gets a cold shoulder from a prospect. The latter is reacting according to his experiences with hundreds of salesmen, most of whom were mere order takers or worse. They didn't know their story; they were phonies, etc.

So even though you may be a first rate man in every respect, you still must suffer from the sins of those who preceded you into that buyer's office. He doesn't know you and has no reason to expect that you'll be any different than the others. The prospect has all his defenses up. You're guilty before you even get a word in.

A rough game? Yes, it is, but it gets easier if you start playing your rules instead of his. If you have the guts and ability to survive those first few moments of hostility, you stand a better than even chance of not only walking out with an order, but of creating a permanent customer as well.

Show that buyer you are totally different than other salesmen he's confronted. Let him know right off that you don't want to be treated like the rest of the pack. But to create this impression, you must take the offensive.

Be The Teacher

To be the aggressor you must assume a teaching role. You are bringing valuable knowledge into the prospect's office and he should be made aware of it.

The purchasing agent for a large corporation said to me:

"I see 5,000 salesmen a year and every one of them, even the stupid ones, give me information I can use. They are terrific sources of knowledge about our industry, their competition, production, general business conditions, you name it. Whenever a salesman leaves my office, I dictate into a machine the nuggets that he dropped. Salesmen are useful to me."

You didn't know you were that smart, did you? Don't preen just yet, however. Ask yourself first if you are using your sagacity for your own advantage as well as the buyer's.

Radiate Confidence

Here we go into the area of psychology. Obviously you can't appear before a buyer wearing a sign that reads: "I am a teacher. Listen to me." He must be made to feel that you occupy a principal position in the interview. For this you must radiate confidence and authority.

Be more than a seller. Be a bearer of important facts and information which will help the prospect in a very concrete way. Make him believe that your coming was the best thing that happened to him all day.

Dave Nichols, a food products salesman, is often thanked by customers with

prospects because of what he does for them.

"But I don't kid myself," Dave told me. "When I first started selling I used to bring them the same kind of dope and sometimes didn't even get a small order for my pains."

"Then an older salesman set me straight. He said the way I was delivering the information was all wrong; I was hesitant, almost apologetic. He taught me to be forceful, to take charge of the interview. Now they listen to me."

When I was selling I made it a point to read the Wall Street Journal from first to last page every day. The facts I learned I transmitted to my customers and prospects, many of whom didn't have time to read the papers thoroughly. Many times I fed them news about their own industries which they hadn't known. I can honestly say that these buyers looked forward to my visits. In addition, I read everything I could about the state of business, the market, credit and so forth. I tried to make myself a business encyclopedia. My learning paid off in sales.

Related Sales

An interview can fail even if you get an order. If you sell \$1,000 worth of merchandise when you could have sold \$2,000 worth, the interview was not a success.

So many salesmen today pass up an easy opportunity because they don't think of related selling. Even a haberdasher clerk is alert to this possibility. When you buy a tie, he'll ask if you need socks or handkerchiefs. And in supermarkets tartar sauce and lemons will be displayed over the frozen fish case. The telephone company sells lots of extension phones just by suggesting them.




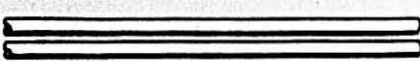



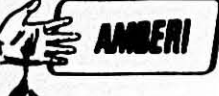


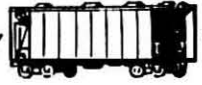




Don't isolate your line. If you have related items, push them. The customer can only say no and he is quite likely to say yes.

Ritchie Graves, a paper products

(Continued on Page 30)

THE MACARONI JOURNAL



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



AMBER MILLING DIVISION

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

TELEPHONE: Midway 6-8433

How to Interview—

(Continued from Page 28)

salesman, said to me not long ago:

"We've got a natural setup for related sales, napkins, paper towels, bathroom tissue, etc. Yet it's amazing how many salesmen in my firm simply never try to sell similar items. Some of them could be making twice as much money as they are."

You're actually performing a service for the buyer when you mention related products. If you don't, he may very well buy them from your competitor the next day. He often needs a reminder.

Joe Morris, a life insurance salesman, once sold a \$50,000 policy to an old college friend. Three months later Joe ran into his chum at a social function.

"By the way," Joe said, "we offer an awfully good annuity program to send your youngster to college."

His friend smiled ruefully.

"You know, Joe," he said, "I wish you had mentioned that when I bought my life policy from you. About two weeks ago my wife's cousin sold me a policy for my son's education."

The old adage, "strike while the iron is hot" may have been meant for salesmen. When you are across the desk from the buyer, use the opportunity to sell him everything you can. Don't wait until next time you see him. That will be too late.

Same Old Story

Interviews also fail because the salesman is dull, repetitious and a bore. He tells the same old story in the same old way. Even the pauses between sentences are the same length. There is not a spark of originality.

Unless you can make yourself distinctive in some way, you are doomed to mediocrity.

The successful salesman is one who varies his approach, who is not wedded to a formula in making his presentation. He strives to be interesting as well as informative and, if need be, he can even be entertaining. I don't mean he must tell off-color jokes; that sort of thing is passe. But if he can spread the fruits of his reading or special interests, he can sparkle during an interview.

There is more than one way of telling a sales story. If 20,000 salesmen are reeling off the same spiel, that is no reason why you should, too. The average income of these 20,000 may be \$7,500 a year. It's no trouble to ride along with the herd; the problem is to go your own way. Only by striking out on your own, will you lift yourself above the mob and get into a higher income category.

At the sales training school of a big electronics manufacturer, freshmen

salesmen are required to draft an entirely original sales talk before a panel of experienced salesmen. The trainee is graded on the basis of how new his talk sounds to the panel.

One way to lick this problem of dullness is to make a recording of your talk. Then put yourself in the position of a buyer as you play it back. How does it sound to you then? Be absolutely merciless in your critique.

Then deliver another talk, eliminating all the cliches, overworked phrases, repetition, etc. You might also fool around with your beginning. Perhaps the nub of your talk is tucked in somewhere in the middle, or even at the end. In short, change the whole speech around if necessary. Perhaps it is even better to lead off with a demonstration.

Phone Ahead

You can precondition the interview to your advantage if you phone ahead for an appointment. This implies to the buyer that you are courteous and considerate of his time. It also lets him know that your time is valuable also. The call creates a selling situation before you even meet the prospect. Just by agreeing to see you, the buyer indicates interest in your product or service.

If you can't make an appointment by phone, don't give up on the buyer, however. When you have time drop in on him and make your pitch. He may have turned you down over the phone because he's allergic to disembodied voices. He wants to get a look at you.

I once telephoned a man who refused to see me. The next day I went to his office and was shown right in. An hour later I had a \$20,000 order.

I told him frankly that I had never expected to land such an order in view of his attitude on the phone.

"Young man," he said, "I wanted to see how much persistence and drive you had. If a man is discouraged by a telephone call, then he shouldn't be in selling."

To sum up then: The interview should mark your supreme effort as a salesman. You must be authoritative, knowledgeable, interesting and alert to parallel sales. You must be the teacher imparting valuable and vital information to the prospect. You must strive to be different, to steer away from time-worn statements.

Here is a 12-question quiz to determine if you are functioning at top capacity during the interview. If you score nine yes or better, you are:

Sales Ammunition	YES NO
1. Do you feel you take charge in most interviews?	— —
2. Do you ever examine your sales talk for weak spots?	— —

3. Do you seek knowledge which will enhance your interview? — —
4. Have you suggested tie in sales in your last five interviews? — —
5. Can you forge ahead smoothly with your sales talk after a frosty reception? — —
6. Do you use the phone to make appointments? — —
7. Do you try to catch the buyer's interest at the start of the interview? — —
8. Have you ever sought the advice of older salesmen in planning your interview? — —
9. Do you vary your tone in your talk? — —
10. Do you regard the prospect as a pupil who will appreciate worthwhile information? — —
11. Do you feel confident before an interview? — —
12. After an interview, do you feel you did everything you could to get the MAXIMUM order? — —

(Copyright 1964—George N. Kahn)

REPRINTS FOR YOUR SALESMEN

Many sales and management executives are ordering reprints of this series of articles for distribution to their salesmen. These will be attractively reproduced in a 4 page format, three hole punched to fit a standard (8 1/4 x 11) binder—each reprint will include the self-evaluation quiz.

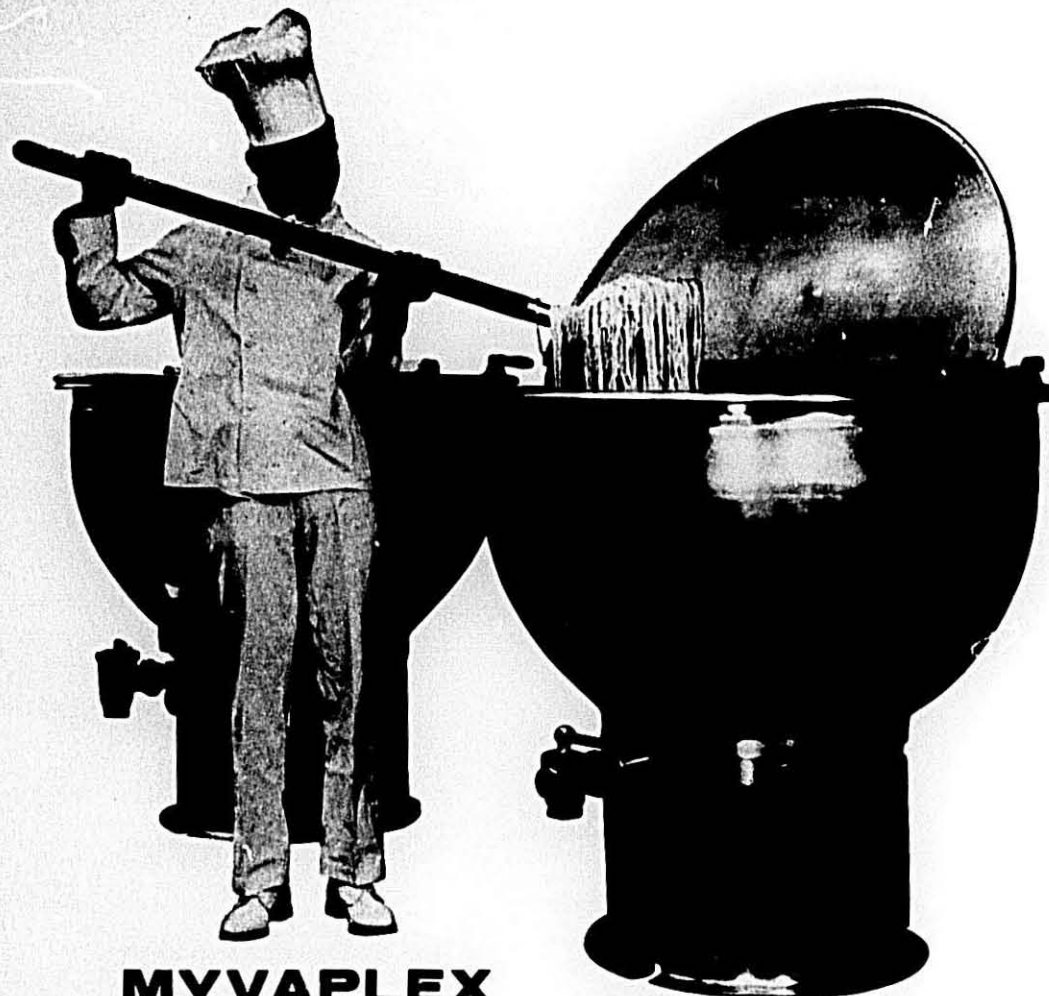
When ordering reprints of the various articles of this series, address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division—Service Department, Empire State Building, New York, N.Y. 10001.

Prices are:
1-9 copies (of ea. art.) 50¢ ea.
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- No. 2 Are You a Salesman?
- No. 3 Get Acquainted With Your Company
- No. 4 You're On Stage

(Continued on Page 32)

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

MAY, 1965

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Reprints for Salesmen—
(Continued from Page 30)

- No. 5 You Can't Fire Without Ammunition
 - No. 6 You Are a Goodwill Salesman, Too
 - No. 7 Closing the Sale
 - No. 8 How to Set Up an Interview
 - No. 9 Resting Between Rounds
 - No. 10 The Competition
 - No. 11 Taking a Risk
 - No. 12 Playing The Short Game
- When ordering, please mention the name of this publication.

The Art of Packaging
(Continued from Page 6)

through knowledge of consumer needs and wants will also be explored.

Packaging management is concerned with fulfilling requirements for product protection and product marketing at lowest possible cost.

On the marketing-merchandising side, the major requirements of a package are ease of handling and storage, point-of-purchase appeal and consumer convenience.

Packaging cost requirements are exceedingly complex. Not only must the cost of purchased packaging materials be considered but also the cost of packaging operations in the plant and the distribution costs of the package.

It is obvious that most of the functional parts of a company are concerned with packaging decisions. Sales, advertising, production, engineering, research and development, and purchasing all have pieces of the puzzle; none has all. All of the pieces must be assembled in arriving at final packaging decisions. Obviously, a centralized packaging management function is necessary.

The job of packaging management is to assemble all of the information needed and to recommend packaging decisions.

Tools of Management

Tools of management must also be defined. One that might be useful is the minimum-package concept. Packaging costs above the minimum must be justified on the basis of sales increases and market research.

Another packaging management tool is the packaging audit. This can be used to determine which packages require change. In a packaging audit, the packaging requirements of all products are carefully determined and measured against competitive packages. Recommendations are made for change where there appears to be a significant potential for improving the contribution of the package to profitability.



Newly designed noodle package for German distribution by Birkel.

A third and most important tool for packaging management is the long-range plan. It is virtually certain that any product will require some package change within five years because of changes in the product itself, in methods of marketing, in the competitive environment and in the availability of new packaging materials and technology. These changes can be foreseen with some degree of precision and plans worked out to make gradual changes in packages as time goes on, instead of having to make a major change all at once, with a view to improving the contribution of packaging to profits.



Conte Luna's new look embraces more than 50 pasta items. Most dramatic example of Conte Luna's new visual direction is the Twistetti carton, designed to strengthen the association between the product and that most contemporary of phenomena, the Twist. The old look (above, left) has been abandoned in favor of a new package (right) featuring free-flowing horizontal shapes and a free-form cellophane window.

More Harm Than Good

Crowns, crests, and other "high-toned" symbols which appear on many grocery product packages may be doing more harm than good, according to William Capitman, president of the Center for Research in Package Marketing.

"It has become quite clear," he says, "that building an upper level social status into a product has been wrong in at least two respects. In the first place, the use of social position symbols which are too aristocratic tends to cut sales. Secondly, the use of these status symbols for products which should be much more mundane tends to destroy the value of symbols for everything"

—Food Business

Conte Luna Launches New Look

Conte Luna Foods, Inc., Norristown, Pa., one of the oldest spaghetti, macaroni and egg noodle manufacturers on the Eastern Seaboard, has introduced recently new packaging designed to broaden its market and to increase its share of a younger, "less ethnic" group of consumers.

Design strategy inherent in the new packaging is to widen the visual appeal of the product through a highly contemporary new package featuring free-flowing horizontal shapes and a "free-form" cellophane window. Old loyalties were retained—and brand recognition assured — by maintaining the well-entrenched blue-and-white color-styling and the 50-year-old full-moon brandmark. Conte Luna's new look embraces more than 50 pasta items.

Drama in Design

Most dramatic example of Conte Luna's new design direction is the Twistetti carton containing a custom-shape, bite-size spaghetti. Here, designers have put new emphasis on the rhythmic letter-styling of the brand-name in order to strengthen the association between the product and that most contemporary of phenomena, the Twist.

Other design considerations in the overall program were the careful positioning of the die-cut window against color of the product, a new layout structured to create an eye-catching horizontal movement in mass display, and an overall "aura of softness" in keeping with the product. The previous design direction was somewhat "harsh and industrial looking," the designers report.

Conte Luna's new packaging is designed and produced by Container Corporation of America.

Braibanti

ZAMBONI

SOLE AGENTS ALL OVER THE WORLD IN THE INDUSTRIAL MACARONI BRANCH

Mueller Moves Cartons Vertically

The C. F. Mueller Company of Jersey City faced a problem of limited floor space. New product-weighing, packaging, cartoning and sealing operations needed to meet increasing demand were to be added to Mueller's production facilities. Instead of rushing into costly remodeling, Mueller investigated the possibility of production line modification, hoping to gain greater output by rearranging and adding to existing equipment without increasing floor space. To accomplish this, engineers looked upward and decided to place the sealing operation just underneath the room's ceiling. The idea was ideal—but an unusual vertical elevator system would be required to move packaged cartons to the airborne sealer.



Six Cartons a Minute

Cartons to be transported contained 20 one-pound packages each. The elevator had to handle a minimum of six cartons a minute. It had to lift them vertically because of cramped quarters, and it had to meet with the overhead sealing facility. Also of prime importance, Mueller required an elevator designed to handle filled cartons open at both ends.

After investigating equipment, they selected the Lynch Robo-Lift Tray Elevator. The elevator operates straight up, giving 75 per cent more floor space than would be allowed otherwise.

Can Handle Fifteen

Filled cartons approach the tray elevator at the prescribed rate of six-per-minute (speed can be stepped up to 15-per-minute if the need arises). The infed admits but one carton at a time, automatically holding back the oncoming cartons until the elevator is ready to accept them.

This tray elevator is so designed that it cannot mar or rub the cartons' printed message. Also, each tray is held in a fixed position which eliminates any product spillage. Foulproof infed and discharge systems prevent jamming.

Since its installation, the elevator is operated on a daily sixteen-hour schedule, requiring virtually no maintenance. Operation is pictured in booklet form, and information is available from the Lynch Corporation, Anderson, Indiana.

Rossotti's Clo-Seal Carton Receives Award

For its scientifically designed container, the Clo-Seal Carton, Rossotti Lithograph Corporation, North Bergen, New Jersey, has been named recipient of the Canner/Packer Award for creative progress in processing foods for the

year 1964. This award is given for outstanding innovations or improvements in equipment or supplies used by processors of food.

The Rossotti Clo-Seal construction is of particular interest to manufacturers of dry or granular products with inherent siftability or infestation problems, such as macaroni, rice, beans, pancake mixes and dehydrated potatoes.

Little Adjustment

The new carton will run on most types of packaging equipment with very little adjustment. Moreover, its construction provides a certain production line advantage by minimizing filling problems. The locked flaps hold the carton square, so that it cannot tip or slip into a diagonal position. The lock also tends to give the closure added strength and eliminates buckling. Perhaps the most unusual feature of its construction is that it needs no extra board and eliminates the expensive overwrap.

The invention which renders the package resistant to insect infestation is achieved with short flaps that lock into corresponding slots in the larger main flap. The short flaps are held up against the main flap when it is glued and sealed.

Innovation

Ralston Purina Company is introducing a new concept in hot cereal package design. According to James F. Pomroy, product manager for advertised foods, the design "is intended to increase impulse sales and consumption of hot cereals by appealing to the young families who are the greatest potential market. We're keeping the 'old time nutrition' theme, but telling in appealing, full-color photographs, the benefits to families with children of serving Hot Ralston."

At the Packaging Show

Top, left. Golden Grain executives Carlo Varesco, Paskey DeDomenico, Armand Favro and Vincent DeDomenico.

Top, right. Victor Bagnas, Walter Muskat, Eugene and Walter Villaume. Mr. Muskat is with Triangle, the other gentlemen with Jenny Lee.

Second, left. H. Carlson, L. R. Muskat and Al Christianson. Mr. Muskat is with Triangle Package Machinery Company, the other gentlemen with Clybourn Machinery Corporation.

Second, right. John Grevich and Darwin Zimmerman of Doughboy Industries with a new bag making machine.

Third, left. Al Karlin of I. J. Grass Noodle Company notes macaroni packaging.

Center. Dorothy Jason displays Mission macaroni and Gooch spaghetti packed in Du Pont polyethylene.

Third, right. Dom Petrosillo of United States Printing and Lithograph shows La Rosa cartons.

Lower, left. F. E. Pringle, Jr., of Hayssen Manufacturing Company.

Center. Pete Ritschel of Wright Machinery Company, Division of Sperry Rand Corporation.

Lower, right. Gerry Ziffer of Amaco, Inc.



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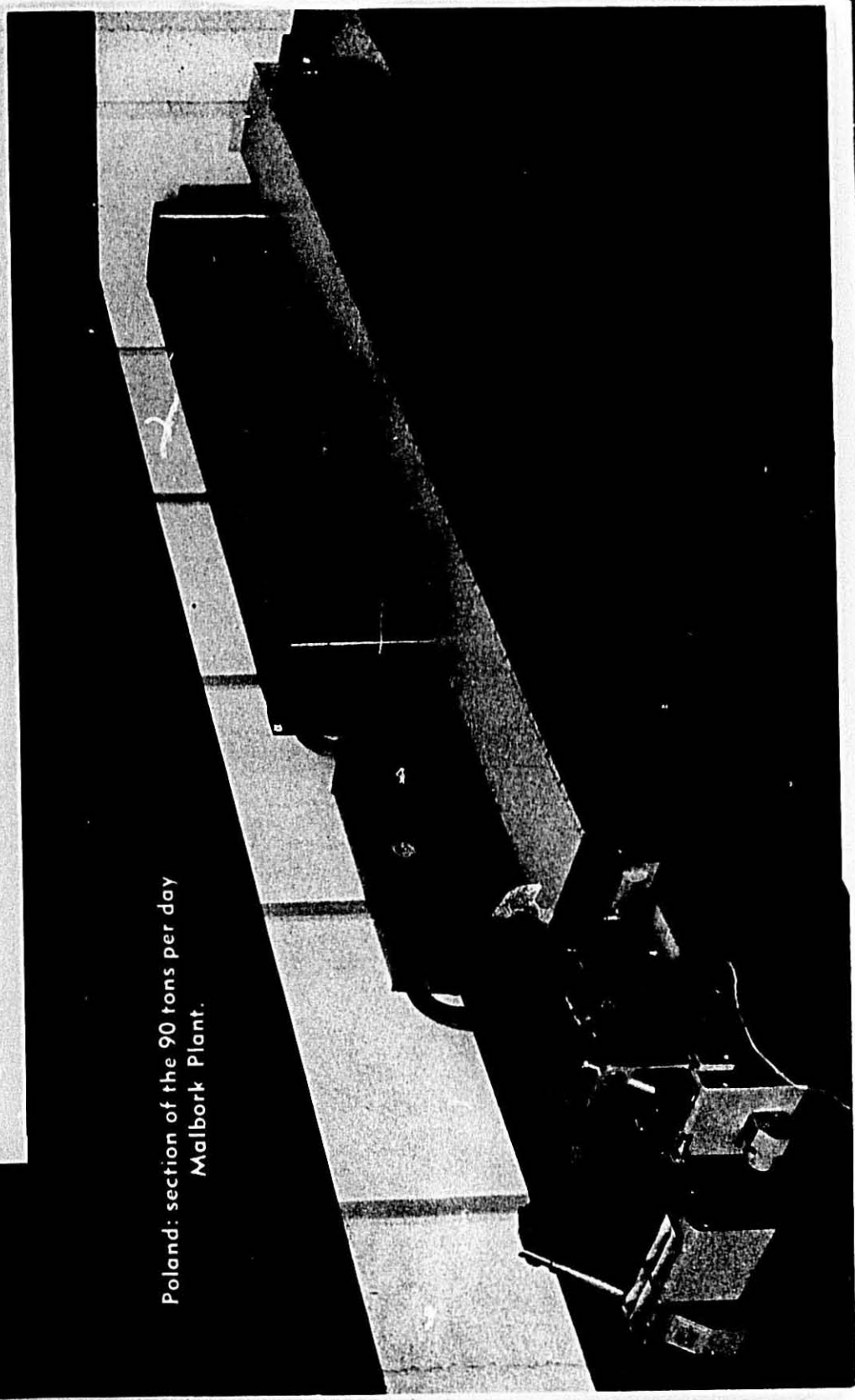


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Poland: section of the 90 tons per day
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WAY BACK WHEN

40 Years Ago

• The basic reason for the existence of any trade association is the promotion of the special interests of a particular business and those associated with it. Get and give for mutual help through the National Macaroni Manufacturers Association. It needs you, wants you, invites you! So wrote Editor M. J. Donna.

• Spaghetti While You Wait was being offered by enterprising restaurateurs in New York City, where the idea of cooking macaroni and spaghetti in view of passing customers proved to be effective merchandising.

• Macaroni imports rose from 2,917,369 pounds in 1922 to 4,534,928 pounds in 1924. The value per pound dropped from 8 cents to 6.5 cents. Meanwhile, exports were slipping from 7,494,837 pounds to 7,486,436 pounds with value declining from 8.7 cents to 7.8 cents.

• A meeting was held in New York City to develop information for the Tariff Commission to show the need for greater protection of the American macaroni industry. President L. E. Cuneo presided over the conference attended by a large representation of Eastern manufacturers. A resolution was adopted urging the increase of duties on imported macaroni from 2 cents to 3 cents.

30 Years Ago

• Plans were being made for a June convention at the Hotel St. George in Brooklyn. Special convention rates for rooms were \$2.00 per person for a single on-the-club plan, \$3.00 with bath, \$4.00 and up for double rooms with bath.

• A critical durum situation was explored by H. K. Wilson and R. F. Crim of the Department of Agriculture, University of Minnesota. In three years durum acreage had fallen from 3,946,000 to 1,061,000. In 1934 durum commanded about 25 cents a bushel more than hard red spring wheat. The specialists urged the planting of Mindum variety.

• The Government was cracking down on "soya colored" macaroni. The Daily Food News of New York City warned grocers against the sale of macaroni and noodle products that did not meet government standards.

• Violations of the Code Authority caused withdrawal of Blue Eagles from half a dozen macaroni manufacturers.

20 Years Ago

• Minneapolis meeting plans were formed for a July convention at the Hotel Nicolet. July 17 was Industry Day; July 18 Durum Day; July 19 was Mill Visiting Day.

• Eighty per cent extraction was called for in War Food Order No. 144. "It's au revoir, and not goodbye," said the Amber Mill ad. "Our brands of quality to which you have been accustomed have entered foreign service, to insure food for the hungry over there."

• President C. W. Wolfe, Ben Jacobs, Glen Hoskins, and Fred Mueller made the rounds in Washington interviewing officials of the Department of Agriculture concerning the condition of the durum wheat crop and OPA officials concerning the need for increases in the ceiling prices for macaroni and noodle products.

• A new spaghetti house was opened by Prince Macaroni Manufacturing Company at the corner of Avery and Washington Streets in Boston.

10 Years Ago

• Lots of meetings were being held: The Hoskins Plant Operations Forum met on the Chicago campus of Northwestern University and gave a repeat performance at Palo Alto on the West Coast. The National Packaging Show was held at the International Amphitheater in Chicago. Plans were being made for the 51st Annual Meeting of the National Macaroni Manufacturers at Del Coronado across the bay from San Diego.

• Chicken a la Queen was being promoted by C. A. Swanson & Sons of Omaha. Canned boned chicken and elbow macaroni made royal eating at 19 cents a serving.

• Easy summer serving was being planned in a joint campaign between the National Macaroni Institute and Canned Meat Packers for the period from mid-June through July.

• "Wanted: 40,000,000 Bushels of Durum" read an advertisement placed by the N.M.M.A. in newspapers throughout the durum growing area. Industry requirements were set at 25,000,000 bushels for millgrind, 3,000,000 bushels for seed, cereal puffing from 1,000,000 to 3,000,000, and export demand 7,000,000 bushels.

• Food Consultant Franklin C. Bing reported on the nutritive values of macaroni, spaghetti and egg noodles.

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Time's Trip to the Fair—

(Continued from Page 14)

Egyptian beancake sandwich, try a taco from Colombia, drink Greek wine, and sober up at an Indian tea bar. You can inspect benni seeds from Sierra Leone, pitchforks from Taiwan, and yourself on RCA color TV. You can see the Pieta of Michaelangelo in the Vatican Pavilion.

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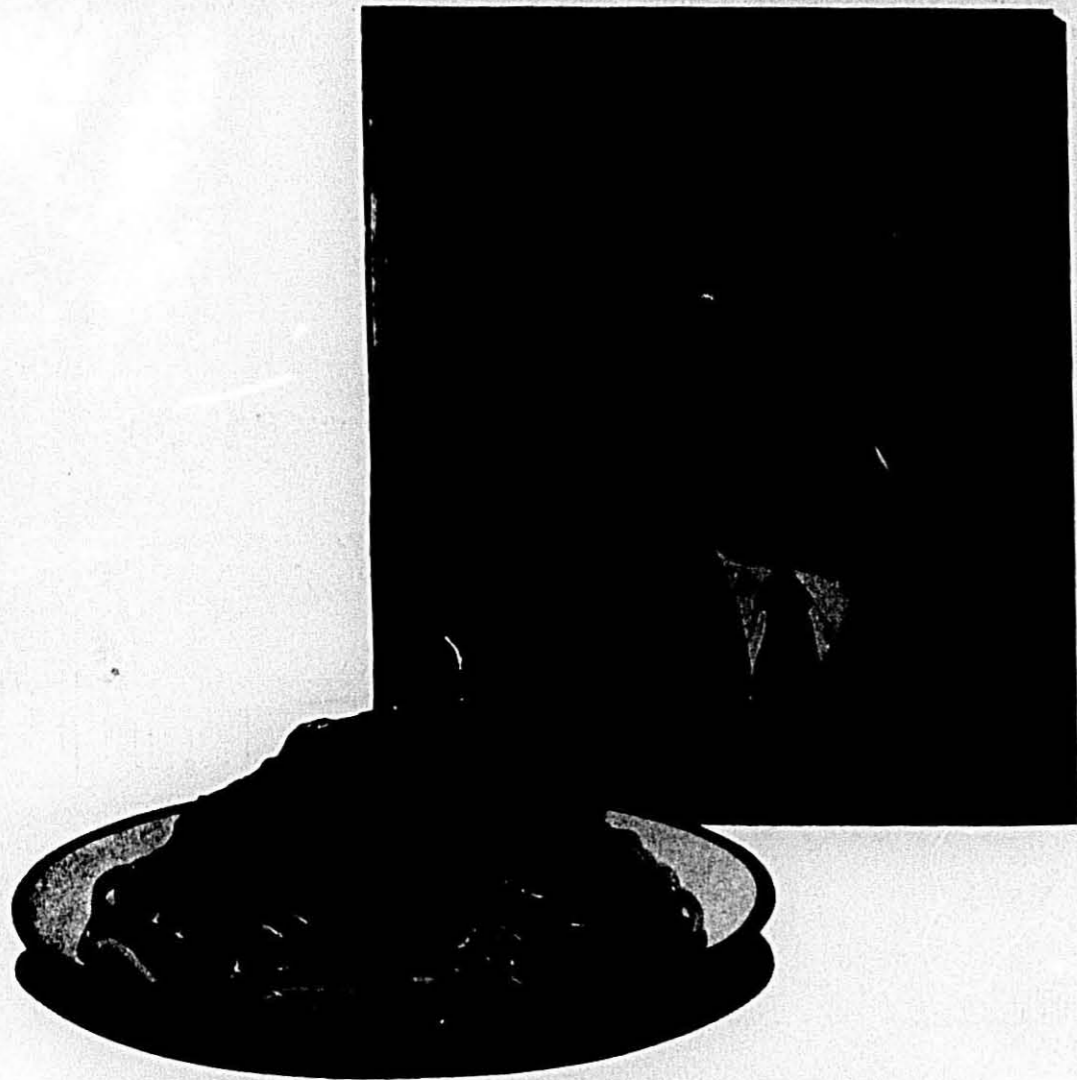
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