

**THE  
MACARONI  
JOURNAL**

**Volume 47  
No. 2**

**June, 1965**

# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



JUNE, 1965



Attention, Calorie Counters!  
Recipes begin on page 32

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## The Macaroni Journal

June  
1965  
Vol. 47  
No. 2

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JUNE, 1965

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### Cover Photo

Macaroni makes for easy summer serving and great for calorie counting, too. See recipe for Spicy Macaroni and Cheese on page 32. Recipes for Lasagna, International Favorite, on pages 33 and 34.

The Macaroni Journal is registered with the Patent Office.

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## WHEAT MEETINGS

A **SIZABLE** step has been taken toward a broad-based program to promote increased consumption of wheat food products. A strong "community of interest" in such a possible program was shown by macaroni bakers, flour millers, wheat growers and others, meeting in Washington February 9 with the U.S. Department of Agriculture.

A temporary "Organization Development Committee" was appointed and held its first meeting in Washington on March 2. Members of the committee include:

**For Bakers:** E. William Ohlin, president, Associated Retail Bakers of America; Albert S. Schmidt, chairman, Board of Directors, American Bakers Association.

**For Wheat Growers:** Kenneth Kendrick, executive vice president, National Association of Wheat Growers; Howard L. Morton, director, Wheat Utilization Research, Great Plains Wheat, Inc.

**For Millers:** Alfred B. Backman, chairman, Board of Directors, Millers' National Federation; W. A. Lohman, Jr., vice president, Director of Customer and Trade Relations, Flour Division, General Mills, Inc.; Howard Lampman, director, Wheat Flour Institute, Durum Wheat Institute, Self-Rising Flour and Corn Meal Program, Inc.

**For Macaroni Interests:** Walter Villeneuve, Member, Durum Advisory Committee and the National Macaroni Manufacturers Association; Alvin Kenner, president, United States Durum Growers Association, Leeds, North Dakota.

### In Washington

On April 20, some 70 representatives of the wheat and wheat products industries met under the auspices of the Department of Agriculture to review proposed articles of incorporation for a Wheat and Wheat Products Foundation. The three segments of the industry, namely—producers, millers, and end product users (which generally are referred to as "bakers," although it includes pretzel benders and macaroni manufacturers), were also supposed to submit nominations for a governing board of directors for an interim organization that will consider incorporation and financing. To date, financing has not been discussed, and many of the groups represented stated it would be impossible to get a commitment from their organizations until it was known how much money would be raised and what it would be spent for.

Because there are some 23 to 25 producer organizations, it has been recom-

mended that each of the three segments of the industry have, roughly, 25 representatives. Under this formula, the macaroni industry would be represented by two—Al Ravarino of the National Macaroni Institute Committee, and Walter Villeneuve of the Durum Industry Advisory Committee, have volunteered to attend the next general meeting to be held in Chicago at the American Bakers Institute on July 1.

### Pro Tem Program

A program of proposed research on the contribution of wheat foods in human nutrition was presented at a dinner meeting at the Washington Hilton hotel, April 20, by the Pro Tem Committee on Human Nutrition Research. George Mehron, Assistant Secretary of Agriculture, greeted the group and urged them to combine their efforts to do basic research and promote wheat and wheat food products.

Dr. Olaf Mickelsen, Professor of Nutrition, Michigan State University, addressed the group on, "Wheat—A Source of Protein—A Challenge." Dr. Mickelsen recently completed a study in which 12 male students were placed on a diet of mainly bread for 50 days. Preliminary observations from this study suggest that young men can be maintained in nitrogen balance, good health, and good physical condition for the 50 day period, when they received a diet in which 95 per cent of their protein was provided from white flour or wheat products.

### Research Outline

Dr. D. Mark Hegsted, Professor, Department of Nutrition, Harvard University, gave an outline of needed research exploring the use and value of wheat products in human nutrition.

### I. Nutritional Contributions of Wheat Foods

- A. In Nutrients
  1. Carbohydrate
  2. Protein
  3. Lipids
  4. Minerals
  5. Vitamins
- B. In Special Health Conditions
  1. Malnutrition
  2. Athlete's Diet
  3. Obesity
  4. Dental Care
  5. Anemia
  6. Degenerative Diseases
  7. Gastrointestinal Conditions
    - a. Ulcer
    - b. Celiac Syndrome
  8. Pregnancy and Lactation

9. Exposure to Infection
10. Convalescence

### II. General Considerations of Research

- A. Types of Study
  1. Human Clinical
  2. Epidemiological
  3. Animal
- B. Types of Wheat Foods
- C. Production and Processing

The presentation was the culmination of five years of work. Members of the Pro Tem Committee on Human Nutrition Research represent every segment of the wheat and allied industries plus members of the scientific community devoted to nutrition research.

### Committee Members

Members of the Pro Tem Committee are: Dr. C. E. Barthel, Jr., executive director, The Research Foundation of Kansas; Mr. Joseph Berkely, public relations counsel, Kansas Wheat Commission; Mr. Gordon P. Boals, director, Export Programs, Millers' National Federation; Dr. William B. Bradley, president, American Institute of Baking; Mr. David A. McCulloch, executive secretary, Bulgur Associates, Inc.

Mr. Robert M. Green, executive director, The National Macaroni Institute; Dr. D. Mark Hegsted, professor, Department of Nutrition, Harvard University, School of Public Health; Mr. Robert Huffman, member, North Dakota State Wheat Commission; Mr. H. Howard Lampman, executive director, Wheat Flour Institute; Dr. Ruth M. Leverton, assistant administrator, Agricultural Research Service, U.S. Department of Agriculture; Mr. F. H. Mewhinney, Washington representative, Millers' National Federation; Mr. Howard Morton, director, Committee on Utilization, Great Plains Wheat, Inc.

Dr. James W. Pence, chief, Cereals Laboratory, Western Regional Research Laboratory, U.S. Department of Agriculture; Dr. Fredus N. Peters, Jr., Food and Nutrition Board; Dr. J. Richard Stockton, director of research, The Pillsbury Company; Dr. Betty J. Sullivan, vice president, research, Peavey Company Flour Mills; Dr. LeRoy Voris, executive secretary, National Research Council, Food and Nutrition Board; Mr. Harold West, administrator, Idaho Wheat Commission.

### Dinner Sponsors

The dinner meeting was financed jointly by American Bakers Association, Great Plains Wheat, Inc., National Macaroni Institute and Wheat Flour Institute.



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## The North Dakota Wheat Commission

Established in 1959, the job of the North Dakota State Wheat Commission is to promote wheat. It is financed by wheat growers and administered by them.

For over three years, the Commission has spearheaded efforts to lower rail rates for export from the Dakotas to the West Coast. This has finally started to pay off. Trial lots of 90,000 bushels of Hard Red Spring Wheat as well as a trial supply of durum have been ordered by Japan for evaluation.

Lower transportation costs can put North Dakota producers solidly in the rich export market to such countries as Japan and the Philippines. Their best avenue to the U.S. is the Pacific Ocean. Any big amounts of wheat we sell must be in competitive export position on the West Coast.

The new 95-cent rate still doesn't make wheat very competitive off the West Coast, but the Wheat Commission figures it's a foot in the door. They have had to marshal support in their push for lower freight rates. The North Dakota Public Service Commission has helped from the beginning.

It is felt that Dakota hard wheats have a potential export outlet off the West Coast of at least 10 to 15,000,000 bushels a year. A competitive freight rate geared to this market should trigger the sales.

### Research—With a Mission

The Wheat Commission acts as a sort of foundation (endowed by North Dakota wheat producers) looking for worthy causes to contribute to, such as research at North Dakota State University. The University agricultural economics department received \$8,000 the last fiscal year, using part of it to assemble marketing facts of great help to the Commission's case for lower freight rates.

The University Extension Service and Experiment Station have conducted surveys of wheat quality in North Dakota farm bins and country elevators for every crop since 1961. This had never been done before.

The \$10,000 the Commission granted the University agronomy department last year supports studies on developing hard red spring and durum wheat with better milling and baking properties.

Actual study of milling and baking is done by the North Dakota State University cereal technology department, which received \$8,000 from the Commission last year. They are perfecting a new way to measure how much durum and how much other wheats might



Paul Abrahamson, Commissioner, North Dakota State Wheat Commission.

be in such products as spaghetti and macaroni.

### Great Plains Wheat, Inc.

Working directly at developing overseas wheat markets is Great Plains Wheat, Inc.

Two ideas fuel the efforts of this organization:

1. There is great potential for more export sales of wheat.
2. There is need for a producer organization to promote exclusively U.S. wheat to back up companies which make the actual sales.

Until recently the government prevented commercial firms from engaging in advance pricing for future delivery, a very useful sales tool. This restriction was lifted.

The North Dakota Wheat Commission hosts an endless procession of foreign trade teams through the state. They get a firsthand look at production, marketing processing and research. More than once, a country has ordered hard wheats just after its trade team returned.

We have trade teams, too. Last year a group went to Europe to assess potential of U.S. durum sales there. They found kernel size of our durum is smaller than important domestic varieties in Europe and in export-competitor nations of Canada, Argentina, and Australia. European millers are reluctant to reset the breaker rolls for our smaller durum. Besides, the plumper kernels give them a higher flour yield.

### Wheat Grades

The Commission has been up to its neck in the controversy around adoption of the recently revised wheat grade standards by the U. S. Department of Agriculture. The grades were tightened to allow for less unmillable material and damaged and contrasting kernels in the upper grade ranges. The changes were directed to improve our competitive position in world dollar markets. Wheat coming off North Dakota farms

can meet the new standards without too much trouble.

The changes also provide a greater range of described grades to choose from, and will better reward the producer who maintains quality on his farm.

The Commission spends a lot of its time promoting the state's wheat industry here at home, not only to North Dakotans but the rest of the nation. In addition to leaflets, displays and other education work, it sponsored the film, "Durum — The Standard of Quality," and distributes it in cooperation with the Durum Wheat Institute and the National Macaroni Institute.

### Durum Planting Delayed

Durum planting was held up by a cold, wet spring.

Floods in the Minneapolis-St. Paul area crested at Easter season and slowed up shipments from the mills. With all but one railroad line under water, shipping was badly disrupted.

North Dakota Weather and Crop Report stated floods extended up through the Red River Valley. Subsoil moisture was good generally, except in some areas of central North Dakota and South Dakota. With frost in the ground, field work was not expected to be general throughout the area until after the first of May.

While moisture reserves are good, they will not produce bountiful fall harvests unless there are timely rains during the growing season.

### Macaroni Sales Good

The macaroni business enjoyed good business during the first quarter, with plenty of publicity, promotions, and Easter later than a year ago.

There was a modest filling out of semolina coverage through June, but buyers watched developments and awaited announcements of durum premiums, if any, over spring wheat in the loan program.

No. 1 Hard Amber Durum was mostly steady through the month of April, ranging from \$1.53-1.75.

The Commodity Credit Corporation was active in making offers for export. By the end of the first three quarters of the crop year, 2,957,000 bushels of durum had been exported, compared with 14,884,000 bushels the previous year. The best customer was France, with 1,718,000 bushels. The Netherlands took 987,000 bushels; Venezuela 167,000; the United Kingdom 86,000; Japan was sold a trial lot of 21,000 bushels. Ray Wentzel, of Doughboy Industries, and Dr. Kenneth A. Gilles of the Cereal Technology Department of the North Dakota State University will show the Japanese how to mill this wheat for the growing noodle market.



The cafeteria and school market will grow and grow and grow for you

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MYVAPLEX Type 600 Concentrated Glycerol Monostearate is all it takes. The addition of 1.5% to your regular product keeps it just as appetizing in the steam table as it is moments out of the boiling water in the home. Food service managers can make sure they won't run out, yet be protected against waste.

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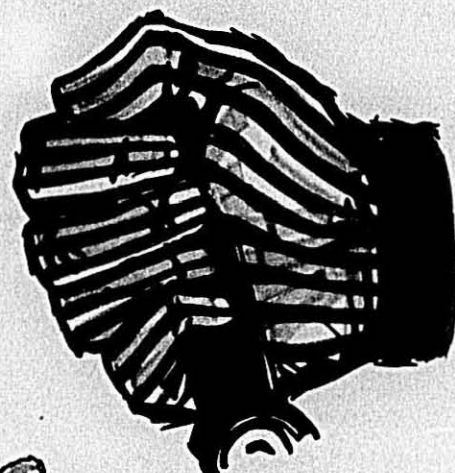
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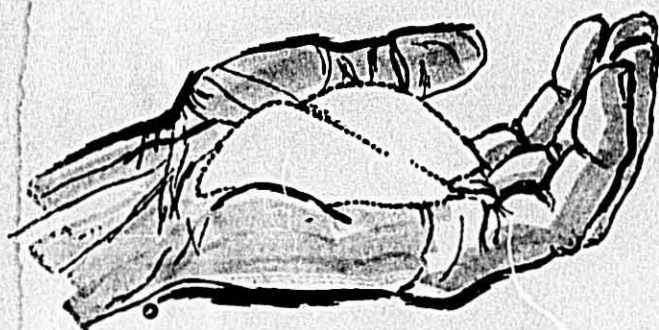
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*makes the best durum products*

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DURUM DIVISION

**Research at North Dakota State University**

Ten years ago 15-B rust required a crash program of plant breeding supported by findings in cereal technology to develop rust-resistant strains of durum. This effort was aided by the lobbying of the Crop Quality Council for funds and facilities for researchers in the Extension Service and on the University faculty. NMMA has given financial support to that organization and that work for the past ten years.

A couple of years ago a fellowship was established at the Cereal Technology Department of the North Dakota State University, to do basic research. Present studies center around the fractionation of semolina and to major components: starch, gluten, water soluble materials, and sludge, to determine the effect of each of these on macaroni quality.



Dr. Kenneth A. Gilles

**Advisory Committee**

At an Industry Advisory Committee Meeting April 13 in Fargo, Dr. Kenneth A. Gilles, head of the department, reviewed the past year's activities. Other reports presented were:

Effect of Spring Settings and Absorption on Mixograms for Measuring Dough Characteristics by W. C. Shuey. Computer Evaluation and Machine Listing of Wheat Quality Data by L. D. Sibbitt.

Wheat Starches. Comparison of Physicochemical Properties and Determination of Starch Damage by Rate of Iodine Absorption by D. G. Medcalf.

Studies on the Purity of Semolina and Semolina Products by V. L. Youngs. The Effects of Glycerides on Macaroni by C. E. McDonald.

An Automatic Laboratory Drier for Macaroni Products by K. A. Gilles.

A. G. Hazen, director of the Agricultural Experiment Station discussed the "Importance of Agricultural Research" at luncheon, and following luncheon committee views were sought on the role of cereal technology in assisting the macaroni industry.

**1964 Quality Factors**

The rust resistance of the principal durum varieties, Wells and Lakota, meant more than \$100,000,000 to crop producers and the North Dakota economy in 1964. North Dakota produced more than 52,000,000 bushels of the 61,000,000 bushel 1964 United States durum crop.

An expanded durum research program at North Dakota State University,

coupled with winter seed increases, provided growers with protection against heavy rust losses as the acreage of Wells and Lakota increased.

On the average, the 1964 durum crop appears to be of good marketing quality. The test weight, hectoliter weight, 1,000 kernel weight, semolina yield, and macaroni color are all higher than the 1963 crop. Semolina ash content and semolina specks per 10 square inches, although higher than the 1963 crop, are within limits for experimentally produced semolina.

Physical dough characteristics, wheat and semolina protein contents and macaroni processing absorption are quite similar to the 1963 crop. The color of the processed macaroni is excellent.

The Cereals Technology Department of the North Dakota Agricultural Experiment Station, according to a statistical plan devised to reflect the area of durum production, tested 448 samples; 49 per cent were taken from farms and 51 per cent from elevator bins. The samples were evaluated for dockage, test weight, moisture and protein content.

**Wheat Tests**

The test weight of this year's crop ranged from 58.5 to 60.2 with an average of 59.5 pounds per bushel. The hectoliter weight ranged from 77.7 to 80.0 with an average of 79.1 kilograms per hectoliter. Weight per 1,000 kernels was quite uniform and averaged 28.4 grams. As for kernel size, the tests showed a range of material passing through the sieve from 5.8 to 9.0 per cent with an average of 7.4 per cent.

The samples graded No. 1 and No. 2 Hard Amber Durum, with an average of No. 2 Hard Amber Durum. The vitreous kernel content ranged from 78 to 96 per cent with an average of 88 per cent. The protein content averaged 13.8 per cent which was about the same as last year's crop (13.9 per cent).

**Semolina Tests**

The tests showed that the semolina yield, ash content, protein content, wet gluten and diastatic activity are at acceptable levels. Semolina speck count is a little higher than last year's crop but this is probably explained by a lower percentage of vitreous kernels and a slightly modified milling technique.

Absorption is quite uniform, with the exception of grain from areas that received the heavy rains during harvest. The mixing times, as determined by the Farinograph, were quite similar and about average for good quality durum wheat. The over-all farinogram classification was the same for all composites.

The processing absorption averaged 28.6 per cent and showed a range of 1.2 per cent. The color of the macaroni on the average was excellent.

The percentage of the crop falling into the various grades using the official revised grain standards of the United States is 6 per cent in No. 1 Hard Amber Durum; 37 per cent in No. 2 Hard Amber Durum; and 30 per cent in No. 3 Hard Amber Durum.

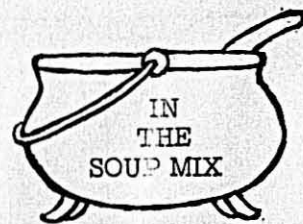
**New Freight Rates**

New freight rates on spring wheat moving west from North Dakota points for export will become effective in June—the cuts bring rates ranging from 88 cents in the west to 70 cents in eastern North Dakota, say officials of the Great Northern, Northern Pacific and Milwaukee railroads—the present export rate of 95 cents was granted a year ago. Paul E. R. Abrahamson, administrator, North Dakota Wheat Commission, while expressing the view that the rate cuts are enough to get wheat moving, indicated the Commission was somewhat disappointed that the approved, or "inverse" rate plan, of the rails was granted instead of the "Dakota-Montana producer proposal" for rates ranging from 75 cents to 80 cents west to east filed by 13 organizations in North Dakota, South Dakota and Montana.

**Durum Stocks**

Durum stocks on farms as of April 1 was reported at 38,806,000 bushels by the Department of Agriculture compared with 10,824,000 a year ago.

35,800,000 bushels of wheat were used on farms for feed this year.



### Soup Mix Distribution

Scripps-Howard newspapers in a dozen markets have issued a joint report on distribution of dehydrated soups, including mixes and bouillon. The twelve were Albuquerque, El Paso, Fort Worth, Denver, Memphis, Knoxville, Indianapolis, Evansville, Cincinnati, Cleveland, Pittsburgh and New York City.

Campbell's Red Kettle, Knorr-Swiss, Lipton and Wyler were reported having distribution in all twelve markets. Herb-Ox was in all cities but Denver.

Mrs. Grass was reported in all markets but El Paso, Knoxville and Memphis. Maggi was not sold in the markets of Indianapolis, Cincinnati and Cleveland. Wilson's B V also missed Indianapolis, Cincinnati and Evansville, as well as New York.

G. Washington was found in half of the cities: New York, Pittsburgh, Cleveland, Cincinnati, Knoxville and Albuquerque.

Brands found in three or four markets included Armour, Carmel Kosher, Cellu Bouillon, Croyden House, DeLooks, Goodman, Liebig, MBT, Manischewitz, Nestle, Ronco, Steero, Striet's, Telma.

### Campbell Coupon

The Campbell Soup Company is offering consumers coupons in newspapers worth eight cents toward the purchase of any can of Red Kettle Soup Mix. The grocer receives two cents for handling. Offer is good for any of the seven kinds of Red Kettle Soup Mix Campbell makes: noodle, chicken noodle, onion, vegetable, beef, beef noodle, potato.

Advertised as the only soup mix that comes in cans, Campbell claims that moisture and air are sealed out; and in minutes you cook up a delicious soup.

### Campbell Cookbook

A two-month Cooking With Soup promotion, including a cookbook of that name, has been launched by Campbell Soup Co., Camden, New Jersey. The cookbook, retailing for \$1, contains 600 recipes using six of the company's soups.

The promotion will permit retailers to tie in sales of the book with the six

soups and related items used in the recipes. In-store displays and mention in Campbell's regular magazine and television advertising will highlight the promotion.

### Happy Soups

H. J. Heinz Co., Pittsburgh, is test marketing four soups designed for children in Omaha, Nebraska; Wichita, Kansas; and the Troy-Albany-Schenectady, New York area. The soups, sold under a Happy Soup label, are Mickey Mouse cream of tomato, Donald Duck vegetable, Goofy cream of chicken and Pluto chicken noodle. Each soup utilizes the Walt Disney character in its name with drawings on the label and with egg noodle cutouts in the soup. Other novelty noodles are also included. The Disney characters will also be used in television commercials.

The products are said to have more nutritional value and to be sweeter and less spicy than other soups. Retail price is about two for 29 cents for a 10½ ounce can of the tomato and about 21 cents for the same size of the others. In making the soups the company suggests using only water, not milk, on a one to one basis. Puzzles for children are printed on the inside of the labels.

### Lipton Records

New records in net earnings and sales were announced by W. Gardner Barker, President, Thomas J. Lipton, Inc. In the Lipton annual report, Mr. Barker reported a 21 per cent increase in net earnings and six per cent in sales over the previous year—thus recording the 31st consecutive year of net sales gain. Consolidated net profits after taxes in 1964 were \$9,366,000, an increase of \$1,657,000 over 1963's record high.

Sales during 1964 advanced for the 31st consecutive year, amounting to \$151,233,000, an increase of \$8,021,000 over sales for the previous year.

Mr. Barker attributed the growth in volume to greater sales of all product lines. "Volume increases for Lipton tea were due mainly to increased consumer acceptance of instant tea and flavored iced tea mixes," Mr. Barker said. "Lipton soup significantly increased its share of the highly competitive soup mix market in 1964 and achieved an all-time high in domestic dollar volume."

### Diversification

Mr. Barker added that Wish-Bone salad dressings successfully launched two new varieties during the year and achieved a record high in total sales for the brand. Good Humor sales also increased, because of gains made in grocery store sales as well as in street vending, Mr. Barker said.

The Lipton President also noted continuation of the company's expansion program. On January 4, 1965, Thomas J. Lipton, Inc. acquired the Megs Macaroni Company of Harrisburg, Pa. for cash. Megs is a leading producer of quality macaroni, noodle and spaghetti products, including the well-known "Pennsylvania Dutch Brand" of egg noodles.

Lipton opened a new instant tea operation at Independence, Mo., and accomplished the modernization and expansion of its tea plant at Suffolk, Va. The company's tea operation at Streator, Ill. was closed down at year end, as planned.

### Name Change

The corporate name of Megs Macaroni Company has been changed to Pennsylvania Dutch-Megs, Inc.

### Dinner Mix

Ann Page macaroni and cheese dinner mix is being sold by A & P in New York. The dinner comes in a 7½ ounce carton retailing at about two for 35 cents.

### Court Upholds FTC Ruling

The U.S. Court of Appeals in Chicago on April 15 affirmed a cease-and-desist order issued by the Federal Trade Commission last year against the National Macaroni Manufacturers Association.

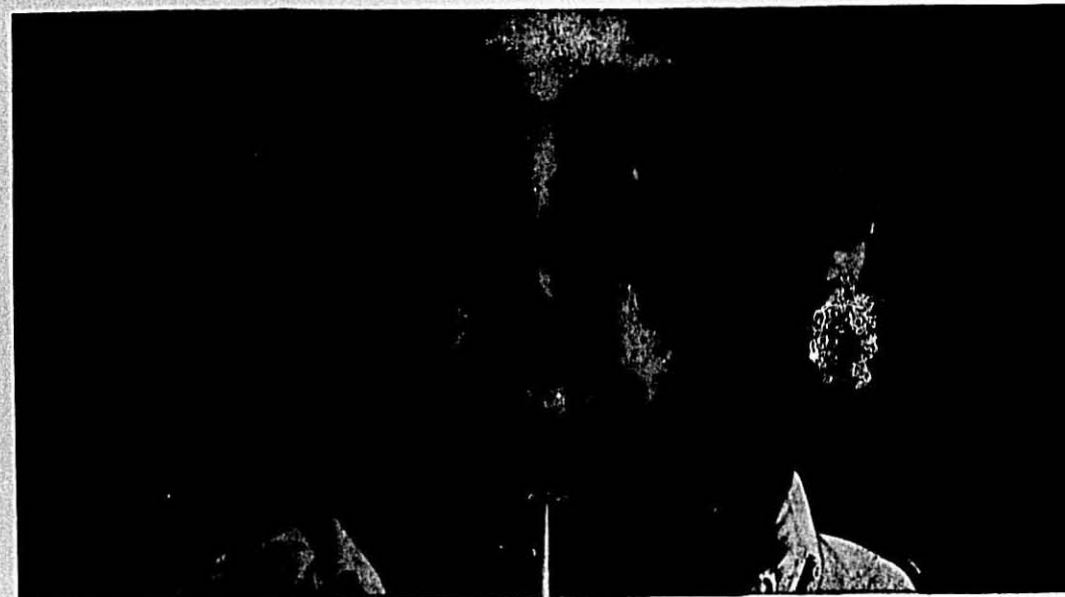
FTC had barred any agreement to fix the kinds or proportions of ingredients to be used in producing macaroni and related products or any other concerted action to fix the price of such ingredients.

The court noted that the macaroni industry is the only market for durum wheat and that there had been a shortage of durum in 1961. It said the association had adopted a resolution that year fixing the proportions of durum to other types of wheat.

The Commission charged the agreement had been intended to ward off price competition for durum by lowering the total industry demand to the level of the available supply.

The court, as well as the FTC, rejected the association's contention that the resolution was merely a suggestion. It also said there was ample support of the FTC's findings that the purpose had been to unlawfully fix prices and that the action violated the Federal Trade Commission Act.

Details of the ruling and advice for compliance have been sent to association members.



## A Judge of Macaroni Products!

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

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

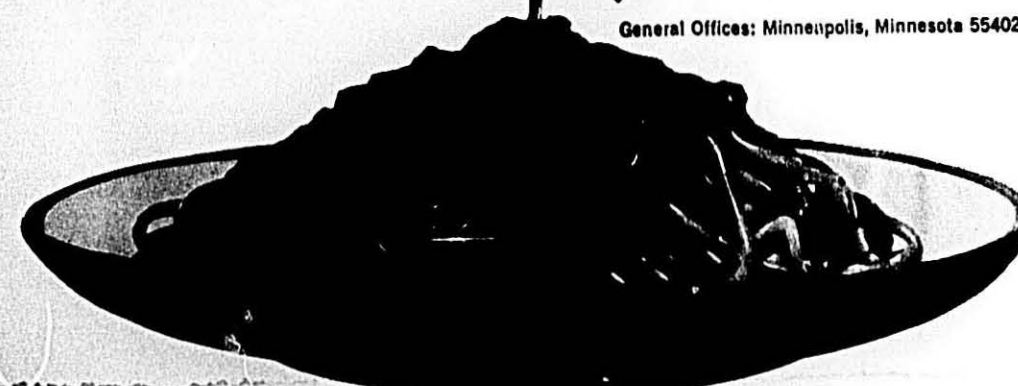
precaution to see that they're the finest milled. Our success, like yours, is measured by the degree of customer satisfaction your macaroni products deliver.

Let International Quality Durum Products help you please your customers.



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### Hard Boiled Approach

The Wall Street Journal recently ran an editorial predicting trouble for Senator Clifford Case of New Jersey. Senator Case has some constituents who want to know why the Federal Government won't help them when it seems to help everybody else.

The constituents are operators of small, family-size poultry farms who contend that egg prices are running below their cost of production. In the past six years the number of such farms has dwindled from 9,200 to 2,700.

The Department of Agriculture apparently holds the view that an egg buying program will only make matters worse by triggering an expansion in production which would then bring on a new period of overproduction and lower prices.

Current receipts of shell eggs in Chicago dropped from a range of 26-29.5 cents to 23-26 cents at the end of April. Frozen whole eggs in Chicago ranged from 21-23.5 cents during the month, while they were a cent to one and a half cents higher in New York and Philadelphia. Dark colored whole eggs commanded 3-3½ cents premium.

Frozen 45 per cent yolks under No. 4 color strengthened from 44.5-50 cents to 47-52 cents.

Dried whole eggs were steady at 94 cents-\$1.00, while dried solids which had ranged from \$1.00-\$1.04, dropped 4 cents on the low side.

### More Eggs Processed

Production of liquid egg and liquid egg products (ingredients added) during March was 68,075,000 pounds, 7 per cent larger than the March 1964 production of 61,731,000 pounds, according to the Crop Reporting Board.

Liquid egg used for immediate consumption totaled 6,701,000 pounds compared with 6,521,000 pounds in March last year. Quantities used for drying totaled 23,659,000 pounds, up 47 per cent from the quantity used in March 1964. Liquid egg frozen was 35,655,000 pounds, 9 per cent less than the quantity frozen in March last year.

Egg solids production in March 1965 totaled 5,329,000 pounds, an increase of 33 per cent from March 1964. Production of whole egg solids was 795,000 pounds compared with 542,000 pounds in March 1964. Albumen solids totaled 1,684,000 pounds, 49 per cent more than the 1,127,000 pounds produced in March 1964. Output of yolk solids was 1,550,000 pounds, 10 per cent more than the 1,412,000 pounds produced in March last year. Production of other solids was 1,300,000 pounds, 40 per cent more than the production of 927,000 pounds in March last year.



It's the egg-breaking season.

### Color With Chelate

Enchanted color in eggs and chickens is possible by adding a cheap chemical compound called a "chelate" to feed given to chickens.

Dr. Alva B. Watts, head of the Louisiana State University poultry science department and director of the research project, does not know how feed manufacturers will react as yet. They are continuing tests to show that pigmentation of hens can be increased and egg yolks made more tempting when a chelate is mixed with feed. Experiments at the University so far have been conducted with one specific chelate called EDDHA.

"It seems," Dr. Watts says, "that the chelate affects the metals found in chicken feed and hinders their part in a pigment-destroying reaction in the chicken's digestive tract. It also appears that more of the metals are absorbed by the chickens when the feed contains the chelate. Consequently more of the pigmentation or color in the metals will be deposited in the chicken."

Commercial manufacturers might also save millions now spent on fortifying feed with vitamins, Dr. Watts believes, as the chicken's pigment-destroying reaction also destroys vitamins. Addition of the EDDHA compound not only improves color but reduces the destruction of such vitamins as riboflavin and vitamin A, according to Dr. Watts.

### Eggs On Plentiful Foods List

The Consumer & Marketing Service of the U. S. Department of Agriculture is promoting eggs on the plentiful food list for nutritional value and for outdoor eating, especially in salads.

### Call for Onions

During the summer campaign of 1864 General Grant sent a telegram to the War Department: "I will not move my army without onions." He believed onions were a sure cure for dysentery and other hot weather ills. The next day three trainloads of onions were dispatched to the front.

### Free Butter

A free pound of butter, linked to the purchase of Prince egg macaroni products and its grated 100 per cent imported Italian cheese, is being offered to the consumer.

Housewives sending in the label from the cheese jar and the egg basket photograph which appears on the front of all Prince egg pasta packages will receive from the Prince Macaroni Mfg. Company, Lowell, Massachusetts, a certificate redeemable for a free pound of butter in local stores. Along with the certificate, consumers will receive a set of recipes featuring noodles, butter and cheese. Certificates will be redeemable through September 30.

The promotion, launched in April, will reach its peak in June to coincide with National Dairy Month. Prince egg pasta products include egg noodles, large and small egg bows, egg shells, egg barley and egg pastina.

Prince's "Free Butter" promotion follows a highly successful campaign from March 1 through April 16 in which a free dozen eggs were linked to the purchase of Prince egg pasta products.

### Too Wordy

Albert Kner, in Advertising Age, says, "Today's packages often talk too much. Talky packages are usually designed to sell the boss instead of the customer. A package is a salesman. But unlike the human salesman, a package cannot appeal to the ear or the intellect, but only to the eye. When you sell to the eye, design and color are your most effective sales tools. . . . Words perform a secondary function. The ultimate responsibility for package effectiveness rests with the packaging executive. Base your decisions on what will sell your customers rather than your boss . . . and your package will be the best sales tool."

Who keeps the truth from the people stands in the way of God.—Leonard Robbins in "The Truth and John Billington."

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

CABLE HENNINGSEN, NEW YORK  
TELEPHONE 212 687-6100

## 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	KYB 101-120	20	4.7%	3.0
R-46	KYB 121-140	20	4.8%	2.9
R-47	KYB 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.



## CONVENTION PLANS

### 61st ANNUAL MEETING National Macaroni Manufacturers Association Hotel Biltmore New York City

Sunday, July 11, will be Macaroni Day at the New York World's Fair. Theodore R. Sills and Company are making plans to publicize the event as the opening of the 61st Annual Meeting of the National Macaroni Manufacturers Association.

That evening a cruise around Manhattan Island is planned with a Suppliers' Reception and the traditional Rossotti Buffet served on board.

#### July 12

General sessions open Monday, July 12, with greetings from President Fred Spadafora.

"Is Your Association Surviving or Succeeding?" will be the title of a provocative audio-visual presentation by the Television Bureau of Advertising. C. Reese Musgrave, of Chain Store Age magazine, will present "More on the Cifrino Report." This will be followed by a panel of retailers giving the grocers' viewpoint.

#### Profits Seminar

At a luncheon meeting, "How to Get Out of the Cost-Price Squeeze on Profits" will be demonstrated and discussed by John D. Corrigan, president, The Executives Institute, noted trainer of executives and salesmen. After the luncheon program, some 50 registrants will be invited to attend the seminar. Attendance will be limited to the first 50 who reserve for the session.

At 4 p.m. buses will leave for Westbury, Long Island, for a reception and cocktails as guests of V. LaRosa & Sons, Inc. at their new executive offices. Dinner will follow in the Directors' Lounge at the nearby Roosevelt Raceway. After an evening of harness racing, buses will bring delegates back to the hotel.

#### July 13

A reports on current developments in Washington will open the General Session for Tuesday, July 13.

Suggestions for voluntary compliance programs will be offered and a panel discussion with James J. Winston, Association Director of Research, as moderator. Invited guests, Mr. Charles A. Herrmann, district director of the Federal Food and Drug Administration in Brooklyn; Mr. John F. Madden, New York State director of the Bureau of Weights and Measures; and Mr. Eaton E. Smith, division chief, Food and Unfair Sales Practices, State of Connecticut.



John D. Corrigan

cut, will comment on labeling laws, sanitation practices and other requirements affecting the consumer.

#### Product Promotion

H. Howard Lampman, executive director of the Durum Wheat Institute, will report on that organization's activities. Theodore R. Sills, public relations counsel to the National Macaroni Institute, will outline promotional plans for the macaroni industry.

In the afternoon buses will take interested delegates to visit the C. F. Mueller plant in Jersey City, New Jersey.

The Suppliers' Social followed by the Association Dinner Dance will cap the evening's festivities.

#### July 14

The Board of Directors meets Wednesday morning, July 14. All others are urged to visit the New York World's Fair. Savings on general admission is possible by acquiring tickets through the Association.

The Hotel Biltmore is accepting reservations for rooms for the convention period.



Columnist Earl Wilson shows Editor Bob Green a copy of his new book, "Earl Wilson's New York."

### Guides to New York

Earl Wilson, syndicated columnist, has just written a new book called "Earl Wilson's New York," published by Simon & Schuster. This treatise covers the big city from Wall Street to way Uptown and is a treasure of useful information such as "Tips on Tips," "Delicatessen Society," and "Globe-Trotting by Restaurant."

Mr. Wilson writes: "We have more 'quartiers' than Paris, each throbbing and crackling with its own individualistic excitement—modern, future-exploring, often challenging and inspiring.

"There's that great concentration of culture and creativity, Lincoln Center, which is reconstructing the face of the city: the upper West Side. There's that mile or two of millionaires where wealth is piled upon wealth from penthouse to penthouse and tower to tower: the upper East Side. There's that undisciplined rebel area that's warning Broadway it had better do something worthwhile: Off Broadway. That lazy but happy giant that's languorously taking over much of the city: Spanish Harlem. A suddenly awakened, potentially dangerous giant called merely Harlem. The United Nations' thousands that have made us the hope of the world. And then Irish Town, Chinatown, Little Italy; our Bohemia, called Greenwich Village—and on the other side of our Seine lies Brooklyn.

"I've tried to divide the city into ethnic categories—and money groupings—and just neighborhoods—always reporting and never punditting—hoping never to sound very serious—trying to tell you the simplest things, such as where you can eat and save a fortune—where to go people-watching and find the fascinating facets of our town."

#### Walking Guide

Schrafft's restaurants have a new 1965 edition of a step-saving "Walking Guide." This shows the highlights of various sections of Manhattan and how to get there. Copies may be had by writing Schrafft's at the Chrysler Building, Lexington and 42nd Street, New York City.

#### Fair Guide

The editors of Time-Life Books have put out an Official Guide for the New York World's Fair. Selling for \$1 is a 312-page edition presenting information on the many exhibits at the Fair as well as tips on seeing New York.

They have also put out an official Souvenir Map of the Fair at \$1. A copy is a most useful tool for planning a day's visit to this vast expanse.

Both publications are available from Time-Life Books, Time-Life Building, New York City.



# THE STORY OF MACARONI



chiefly for infants and invalids.

By 1900 there were only a handful of macaroni factories, with a combined output of 500 barrels a day.

And then, in 1898, an especially hardy variety of durum was brought to America from Russia by the United States Department of Agriculture.



To satisfy this demand for high-quality, appetizing macaroni, depend on King Midas Durum Products



**PEAVEY COMPANY**  
Flour Mills

**When Did Americans First Enjoy Macaroni?** Domestic macaroni first appeared in this country about 1848, well over a hundred years ago. It was introduced in the East and gradually spread through the Middle West, being sold only in apothecary shops and recommended

Macaroni manufacturers were quick to realize the advantages of this new wheat. Durum production increased. And the Macaroni Industry in America began to flourish.

New, high-speed machines were invented. Automatic dryers were developed. Macaroni's popularity continued to increase, and so did production.

And this popularity has continued to grow. Today, over one billion pounds of macaroni are consumed annually in the United States, and macaroni is served and enjoyed in nearly every home. In fact, macaroni is now a staple in the food diet of the world!



## Obituary for Gross Profit

Address by Ed Mooney, Editor and Publication Director, Chain Store Age Supermarket Editions, at the Annual Convention of National Food Brokers Association.

THERE are definite signs in the supermarket business that the good old days of high gross profit as the major buying criterion are rapidly drawing to a close. Only a few weeks ago Paul Cupp, president of Acme Markets, the nation's fourth largest food chain, said at an industry meeting: "The gross profit concept is as obsolete today as the Model T Ford; both did well in their times, but today's marketing calls for new knowledge like direct product profit."

The Model T didn't survive. But happily the Ford Motor Company is flourishing. Perhaps we should take a page from Henry Ford's book. Let's be very frank with ourselves, and consider that if our own Model T Gross Profit selling concept has had its day as a be-all and end-all, and is merely becoming one of many ingredients in the sale, what route should be taken to assure that canned foods continue to flourish for the retailer.

### Research and Merchandising

I submit that the best defined, surest route to that end is in a prudent mixture of intelligent research and intuitive merchandising sense.

That word research seems to lose about half the audience every time. It conjures up in many minds doctors of philosophy with long gray beards or mad scientists in shadowy cellars. It suggests IBM machines the size of this room being operated by Harvard Business School students bent on taking over the retail food business.

This sort of mental picture of research is no more believable than the fantasy that because golf dates and high gross profit sold a lot of goods in the past they will continue to do so in the future. The good old days are ending, and with them are going the sales techniques that relied entirely on friendship, big lunches, and big percentages. Too many chains are getting on the research bandwagon and it might be wise to begin anticipating their demands as a growing number of suppliers are doing.

### Retailing Trend

A couple of years ago Chain Store Age, along with many other people, sensed this sophisticated retailing trend developing and we have discussed it with thousands of words and tens of thousands of figures in our magazines. Most of our work has dealt with the Direct Product Profit concept, or in less



Ed Mooney

frightening terminology, the Space Yield system for determining profit. I hope, then, that you are all avid readers of Chain Store Age and have had a chance to evaluate some of our writing on the subject.

In the event you haven't, or found that our findings befuddled you, let me put in capsule form some of the food-for-thought that the retailer-manufacturer dialogue has been stirring up for the past year or so.

### Direct Product Profit

Direct Product Profit was a by-product of the McKinsey - General Foods study that made headlines in 1963. In simplest terms, the retailer was shown how to arrive at the costs entailed in handling your products, and keeping it on the shelf. The thought that this detailed study was a little too high-falutin' for a food chain operator to get interested in was burst when chains began to make hay with it. One chain, Supreme Markets of Boston, took the handling and space cost determinations suggested by McKinsey and, for cross checking purposes compared their own figures with the New England sales data contained in our Supermarket Sales Manual. The cross-check indicated that they were right on target as being representative of the New England market.

At this point, however, Supreme departed from conventional supermarket space measurements by developing their own profit yardstick — yield per exposure foot. Their reasoning was this: when a customer walks through a

supermarket, she is exposed to one thing only—facings. She couldn't care less about linear or cubic feet. The chain figured that to the shopper these facings were similar to the pages of advertising in a magazine—she picked and chose from the advertising as she went through the publication just as she picks and chooses products from the shelf. Thus, Supreme set up its product profit research program on a facings basis.

As you who have followed this series might recall the Direct Product Profit, or Space Yield, in these test stores averaged 51¢ per exposure foot per week. In other words after the handling and space costs had been deducted from the store's weekly gross profit dollars, the grocery department yielded 51¢ per exposure foot.

Let's also recall how some canned food varieties stacked up again this store average:

### Canned Fish

#### Space Yield Per Exposure Foot

Canned Fish Section	.....\$2.50
Crabmeat	..... 3.20
Tuna	..... 3.25
Shrimp	..... 2.92
Sardines	..... 2.21
Salmon	..... 1.72
Misc.	..... .39
Grocery Department Average	..... .51

Perhaps next to Health and Beauty Aids canned fish is one of the retailers' best friends. These yields are remarkable. The lowest major item, salmon, still yielded three-and-a-half times the store average, and would have been higher had it received its share of feature displays. This is precisely the sort of marketing interpretation you will have to make with your customers.

#### Space Yield Per Exposure Foot

Canned Vegetables Section	.....\$ .92
Peas, Carrots	..... 1.15
Corn	..... 1.03
Asparagus, sauerkraut, spinach	..... 1.00
Tomatoes	..... 1.00
Beets	..... .99
Buffets	..... .93
Mushrooms, onions, misc.	..... .86
Beans (excl. baked)	..... .80
Potatoes (incl. instant)	..... .55
Grocery Department Average	..... .51

The canned vegetables department also made an impressive showing, earning almost twice the average yield of the entire grocery department. But there is more to it than simply patting it on the back. Look at how the old standbys came through. Corn and tomatoes are right at the top; and peas, had it been broken out from carrots, would have led the entire pack with a yield of \$1.42. And, certainly buffet vegetables should no longer be misrepresented by salesmen as "convenience" items, but as a strong and profitable part of the departmental mix. Buffet is a real comer.

### Canned Fruit Space Yield Per Exposure Foot

Canned Fruit Section	.....\$ .48
Applesauce	..... .95
Citrus	..... .57
Fruit cocktail	..... .56
Buffets	..... .48
Pineapple	..... .47
Apricots, Prunes, plums, figs	..... .46
Pears	..... .45
Peaches	..... .35
Cherries, cranberries, boysenberries	..... .18
Grocery Department Average	..... .51

Canned fruits are just about in line with the grocery department average of 51¢. And here's a question that could very well be put to you—Why didn't canned peaches yield more than 35¢? Several reasons suggested themselves: 18 peach items were stocked, and only three of these contributed 47% of the section's profit. Space allocation was poorly executed—seven peach items, all private labels accounted for 21.4% of the peaches yield but occupied 41.6% of the space. Obviously, peaches have got to be pruned to give the best selling brands room to operate in. Maybe one of these marginal peach items is yours. Are you doing your DPP homework? It may very well suggest ways to breathe life into your brand. Does this chart suggest that applesauce, the top classification in the line, should have items added?

### Opportunity For Broker

Perhaps not, because the DPP investigation shows that five of the 11 applesauce items carried—or almost half the items—accounted for only three per cent of the applesauce profit yet occupy 27% of the applesauce space! The astute broker of a better producing brand has a whale of a case to get a big chunk of that unproductive space.

We have just sampled three classifications of canned foods—fish, vegetables and fruits—and find wide productivity

ranges between them. But in order to establish the point that Gross Profit is diminishing rapidly as an index of true profit, let's make a comparison:

	Space Yield	Average Gross Margins*
Canned Fish	.....\$2.50	23.80%
Canned vegetables	..... .92	25.60%
Canned Fruit	..... .48	24.90%

and ask ourselves if buyers are to blame for putting Gross Profit in its proper place and look, instead, at the overall direct product profits of space yield. Gross margin is not an indication of productivity, the bank deposit slip is, and it is the \$2.50 and the 92¢ and the 48¢ which goes into the bank each week.

	Space Yield	Average Gross Margins*
Instant coffee	.....\$1.06	14.90%
Regular coffee	..... .82	10.00%
Sauces	..... .57	24.90%
Dressings	..... .94	22.30%

### Other Findings

And this Space Yield versus Gross Profit characteristic is not confined to these three classifications. Here are some others which we have studied, each indicating that gross profit must be considered only as an ingredient in the total selling effort, not as the effort itself.

- The gross on Instant Coffee is only 14.90%—but its yield is greater than Dressings with a 22.3% gross.
- The gross on Regular Coffee is 10%—but its yield is greater than Sauces, though the latter enjoys a gross of 24.9%.

There is this about good research. One finding leads to another and another, just as the study behind the jet propelled buzz bomb of World War II has led to a very real probe of outer space.

### Expanding Departments

Exceptionally good space yield results, for example, are leading retailers to consider expanding departments and giving them more favorable locations; just as undesirable results are putting poor producing items under a very cold-blooded microscope. The true effect of retail pricing as a contributor to Direct Product Profit has taken on added significance. We have seen cases where modest shelf price increases have increased the space yield of items 20 times, without sacrificing the sale of a single package. Moreover, the added profit dollars resulting from this price increase has given the retailer flexibility to lower prices on other feature merchandise.

\*CSA 1964 Supermarket Sales Manual

### Case Study

Let's see what at least one manufacturer has done with Space Yield worked out the Space Yield figure. His line of merchandise in a regional chain based on the chain's gross profit, handling costs and space costs. He found he had a good story to tell, for this is the way his items worked out on a weekly space yield basis. Most of them were well above average, except for a weak sister which yielded only 28¢ a week. Prior to this era of Dialogue, I'm sure the recommendation would have been "increase the facings—the more sell the more you'll make." Want to guess what the salesman's recommendations were?

1. INCREASE the price of the poor producing item from 41¢ to 43¢.
2. REDUCE the shelf facings from five to four in each store.

These recommendations were put into effect on September 12th. Sales didn't hold up, they increased 12½% and the space yield of that item boosted itself from 28¢ to 61¢! And this tremendous improvement took place in spite of the fact that a different size of the same item introduced a 7¢-off price pack on September 26th and sold a nine weeks supply in seven days.

Why did sales and profits rise in the face of a price increase? Your guess is as good as mine, but wasn't it worth the experiment?

By no means do we suggest that the way to retire wealthy is to recommend that your customers raise prices of your merchandise. But we do suggest that every element of Direct Product Profit is worth an experiment.

### Grocers Aware of DPP

How well are the supermarket operators in your market geared to DPP? Frankly, I don't know. But I do know—whether they use it or not—that they are aware of it. For example:

Marsh Supermarkets in Indiana is now developing an impact program and plans to blend Space Yield into it.

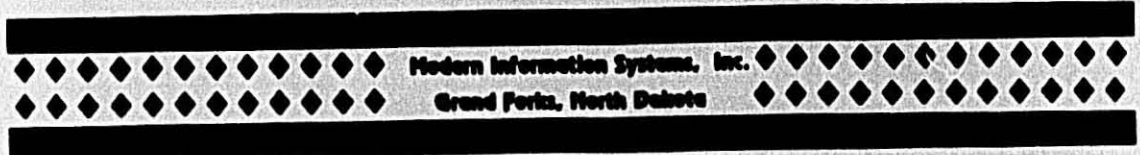
Bayless Markets in Phoenix has begun preliminary Space Yield studies in one store, looks for chain-wise applications.

Red Owl has spent a great deal of time studying the Space Yield concept and has currently set up experimental stores to further its work.

Stop & Shop has reset stores as a result of recent profitability studies and has changed space allocations as a result of manufacturer research.

Grand Union has begun to program Direct Product Profitability into its impact system and foresees results on thousands of items once the program is in full gear.

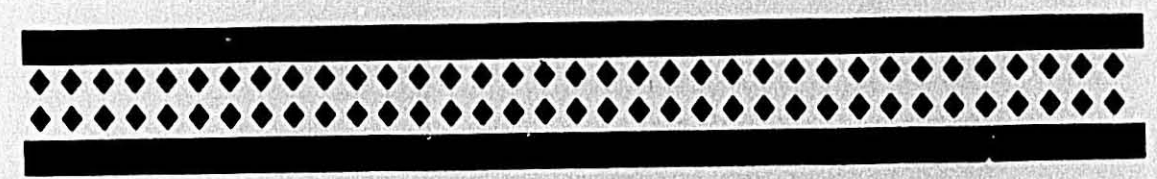
(Continued on page 20)



# MISSING DOCUMENT

Identified as:

Pgs. 18 & 19



## Obituary for Gross Profit—

(Continued from page 17)

Furr's is applying profitability measurements to its sales programming and encourages store managers to become more profit conscious.

Jewel Tea was striving to isolate space and handling costs as far back as 1949. Today the chain is evaluating handling costs by individual product type, and is getting its people to think in these new terms.

To prevent you from being sandbagged by your customers, why not burn a little midnight oil. Study each account's sales of your products, and the gross earnings. Estimate the handling and space cost determinations suggested by McKinsey or those used in CSA. Then make an objective appraisal of the strengths of your brands and develop comprehensive recommendations for the customer based on these strengths. You'll probably surprise him with your research approach, and you'll certainly impress him with your logic.

Forewarned is forearmed. The opportunity is yours to become the marketing expert in your territory. The responsibility is yours to become the consultant to the food trade in the areas in which you operate.

So let's not conclude by saying "The End." It's really the beginning. It's a time when the greatest rewards will go to those who are best prepared, and who accept the fact that an obituary for Gross Profit as a be-all and end-all has indeed been written.

## Making Consumer Deals Pay Off

"Nobody likes consumer deals, but we're stuck with them." That's a common complaint heard throughout the food industry. But here comes a voice that exclaims, "Don't gripe! Deals can be a good, profitable part of your overall marketing strategy."

This bright ray of sunshine is offered by Frederic G. Berner, of Market Research Corporation of America, New York.

"While the existence of dealing has been deplored," he says, "dealing has become a steadily increasing part of the total marketing picture."

Dealing can and should be a major ingredient of marketing strategy, the researcher declares, within these two limitations:

• Dealing will not "build" an item over the long term.

• Dealing is not a cure-all for marketing problems. Consumer deals he says, do at least three things:

1. Deals expand the consumer potential. Price is a factor in the consumer's decision-making process, and when a deal increases the consumer's appreciation of the value of the item, it thus helps produce more favorable buying decisions. Also, deals are by their very nature attention-getters.

2. Deals are selective in their appeal. A specific type of deal can be used to draw a high response from a specific type of consumer. For instance, coupons tend to obtain a relatively higher draw among small families than off-label packs do; coupons have a substantial edge over off-label packs in reaching new buyers. The manufacturer can pinpoint a market further, by offering a premium that appeals to a certain group, or by selective mailing of coupons. "If the objective is to obtain new buyers for an item in the line, a coupon packed in another item in the line might do the trick," Berner notes. "However, before embarking on such a program, a study of the extent of duplication in families purchasing these two items is suggested."

3. Deals result in a "plus" carryover in purchasing volume. Some new buyers obtained via a deal will discover desirable qualities in the product that the advertising had not effectively communicated, the researcher says. "Of considerably greater importance, is the fact that individuals do not necessarily go through a conscious decision-making process each time they make a purchase. They are also creatures of habit. Thus, in obtaining a purchase, you are not only obtaining that purchase, you are obtaining a probability of subsequent purchases."

The life cycle of a brand can be divided into stages, each of which presents opportunities for judicious use of consumer dealing, Berner says.

For a new or revised brand: Tests show that products get off to a faster start when introduced with a deal, although, over time, the franchise for the product is the same in both the deal and non-deal areas. "Management must decide whether the advantage resulting from a faster start is worth the added expense of introductory dealing. The possibility of early competition is a pivotal question."

When a brand is in a relative state of equilibrium in the market place: "Price, product claims, and product qualities are the major elements involved in the decision-making process by consumers," the researcher says. "If competitive activities on the first two result in a relative stalemate, the marketing advantage can go to the company that most skillfully manages its price strategy." Since list price changes are usually met by the competition, and prefer-

ential prices to the trade are outlawed, consumer deals become the most important tactic in price manipulation.

When a brand has a persisting downward trend: Here, deals can prolong the life and profitability of the brand by (a) holding loyal buyers longer via the habit factor, and (b) trading on the existing prestige image among lower price buyers.

Statistical research of the market in equilibrium, Berner's research shows, indicates a constant shifting among consumers. He gives some examples of how dealing affects the situation.

• In a broad, frequently-purchased product class, 29% of the buyers, defined as deal buyers accounted for two thirds of all deal volume. At the other extreme, close to half of all buyers did not purchase any deal goods—this despite the fact that one third of the total product class volume was in consumer deals.

• Deal buyers have little brand loyalty. The "better buyers" of Brand B were divided into two categories—those who were heavy deal buyers, and those who were not. Four months after the "better buyers" were first charted, only 28% of the deal buyers remained loyal, while 58% of the non-deal buyers remained loyal.

• "Equilibrium" actually means give-and-take. The source of a brand's volume over a six-month period shows that loyal buyers from the previous half year accounted for only 28% of the brand's total volume. The rest comes from those formerly loyal to competing brands, not loyal to any brand, or deal buyers.

• Does defensive dealing hold loyal customers? The source of a brand's volume, measured in terms of regular merchandise and deal merchandise indicate that defensive dealing is not too effective in this respect. Loyal buyers accounted for only 13% of the deal merchandise volume.

Finally, Berner offers some points to consider while planning a consumer deal:

• The amount of deal merchandise made available in relation to the buying cycle of the product. "A deal allotment that extends into the second or even third buying cycle will result in a small number of buyers purchasing a disproportionately large share of the deal," he notes. "This concentration is not necessarily bad; it is bad only if the objective of the deal is to reach as many people as possible." The length of time the deal is on the shelves also affects the relationship between the number of new and repeat buyers obtained. The longer the deal is available,

(Continued on page 22)

# Why do so many corporations contribute to America's colleges?

1. ( ) they want to help the colleges

You were right if you checked No. 2.

American corporations want to make sure there will be enough college-trained leaders to fill the management jobs open today and in the future.

This is good insurance for business.

And the need, we must remember, isn't smaller.

Trade is developing fast; business is getting more competitive, more complex; science is introducing new products and processes rapidly.

College-trained men and women are needed, in increasing numbers, to plan and direct the activities of business.

2. ( ) they need the leaders colleges train

But the colleges can't do the training job alone. They need classrooms, laboratories and facilities, yes. But even more, they need backing to maintain a staff of top-notch teachers.

This is the human equation that makes the difference in reaching the margin of excellence needed in the U.S.

This is everybody's job, but especially industry's.

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Published as a public service in cooperation with The Advertising Council and the Council for Financial Aid to Education

### Consumer Deals—

(Continued from page 20)

the greater is the proportion going to regular customers.

• Consider varying your deal tactics. The impact of consumer deals, especially in attracting new users, is lessened when you offer the same kind of deal as the competition.

• Don't make the deal too attractive. While a manufacturer may improve his volume position by an unusually attractive deal, research indicates that he may be getting much of his increased volume from people who normally buy low-price or private label merchandise, and does little to win away customers from his direct customers in his price class.



The experiment revealed that young shoppers are very much aware of brand names, that they are well informed on new methods of packaging and that they pick items off the shelf more on the basis of family influence and personal taste than price advantage. There was nothing in the test results which indicated that the shoppers found packaging and labeling deceptive.

Mrs. Patricia Bain, another home economics teacher at Yorktown High, also shopped the Nation's Business list. She shopped the longest and spent the least. She is accustomed to shopping for only her husband and herself and has only limited storage capacity.

### Who Says Shoppers Are Stupid?

A heart-tugging melodrama is playing in Washington these days, starring Connie the Confused Consumer in the role of typical American shopper, according to an article in Nation's Business.

Connie's ordeal takes place in an average supermarket, where alluring but deceptive labels leave her dazed and helpless. In her moment of peril, Connie is rescued by Uncle Sam, armed with something called "Truth-in-Packaging."

Political concern about the consumer in recent years has been channeled into a drive for enactment of so-called truth-in-packaging legislation. It would give the federal government the power to set up new and complex controls and standards over the packaging and labeling of many consumer items. This would be in addition to present federal laws requiring purity and quality in foods and drugs, and honesty in packaging and labeling.

### Consumer Test

Nation's Business conducted its own experiment to test the need for greater consumer protection. Each test shopper was given a list of 35 categories of food and household commodities. None of the volunteers was told the purpose of the test. All items on the shopping list have been cited at one time or another in congressional hearings as fooling or confusing the nation's housewives.

When the students completed their swings through the supermarket they were interviewed separately by a Nation's Business editor. In addition, their purchases were carefully checked over by Mrs. Lucy Nicholas, a teacher of home economics at Yorktown High. Purchases the girls made were, in the judgment of Mrs. Nicholas, intelligent.

### Clerks Checked

To get a seller's-eye view of consumer savvy, Nation's Business interviewed personnel of the Kroger supermarket and other sales people at supermarkets in the Washington, D.C. area.

The portrait of the typical shopper drawn by these people hardly corresponds with that painted by those who are calling for more federal regulation. Far from being timid, confused souls hopelessly adrift in Supermarketland, most buyers, especially housewives, are a flinty band that surveys the newspaper food sections during the week and then descends on weekend supermarket sales with the determination of commandos hitting the beach, say sellers.

"They're getting shrewder all the time," said one supermarket manager. They come through the door clutching bargain buys clipped from our newspaper ads and the specials from ads by all the other stores in the neighborhood. Buyers who carefully note only the bargain sales and then systematically pick them off in one market after another are sometimes known more irreverently as "grave-diggers."

Every day there is a nationwide vote taken by consumers in the supermarket and other stores. They vote for the products they select and buy. If they find they've been cheated, they never buy that product again. This is a much more effective form of regulation than anything the government could set up.

### Danger of Uniformity

Some of the dangers of federal regulation are that it will tend to encourage an increasing degree of package uniformity which will effectively disguise important differences in character, taste, performance and convenience between different products competing in the same general area.

Groups and individuals who oppose more federal regulation argue the existing laws and industry practices have produced packaging that is both good and understandable.

### Recipes on Packages

Most housewives are interested in recipes they see on product packages. They think they can be improved by larger or more legible print, and with perforated recipe panels that can be easily salvaged from the box and saved.

—Super Market Merchandising

### Flip-Top Box

Packaging has proved as effective advertising in building sales in markets where products differ little. Phillip Morris helped prove this in the cigarette industry with its flip-top box.

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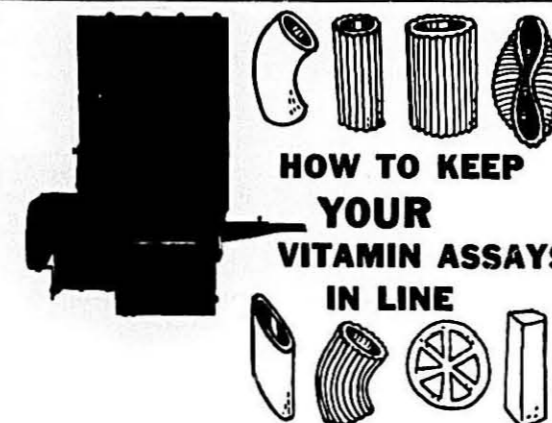
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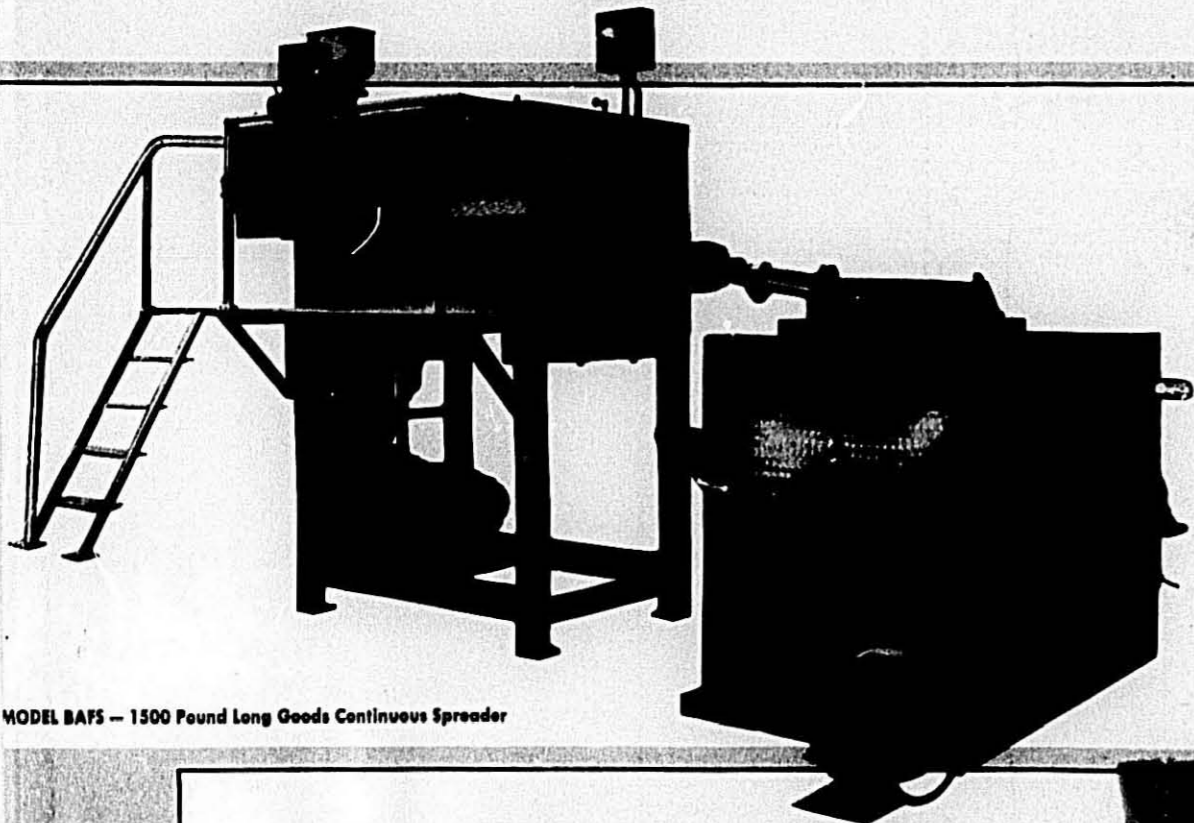
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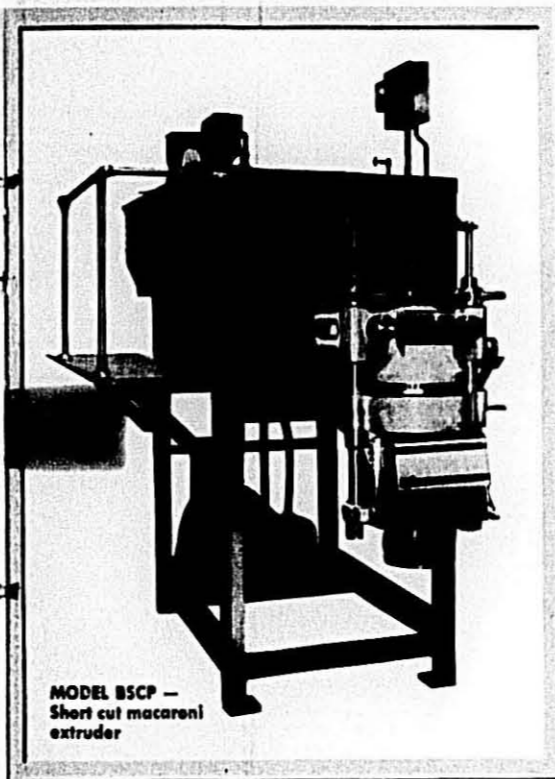
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### Tax Time

The cost of government has no magic about it. It is paid by us as taxpayers. Here is what's ahead, according to U.S. News and World Report: Federal cash spending this year is \$121.4 billion. Next July 1, 1966, it will be \$136.3 billion. By 1970 it will pass \$150 billion, assuming present trends continue.

Are the votes there so the big new programs can glide through? Medicare (\$3.6 billion first year); school aid (\$1.3 billion); anti-poverty (\$2.1 billion), etc., etc.

### Farm Bill

The Administration package farm bill would raise bread prices by a penny a loaf and rice by several cents a pound. A Department of Agriculture spokesman says the increase would not affect the average consumer much, but might have a substantial effect on rice consumption in Hawaii, the southeastern states, and in Puerto Rico.

By hiking the certificate price on wheat from 75¢ to \$1.25, the Department of Agriculture would shift about \$250,000,000 a year in costs of the wheat program from its own budget. The burden would fall on processors and/or consumers. In the case of semolina or durum flour, the certificate increase would amount to approximately \$1.30 to \$1.35 per hundredweight.

An ad hoc committee of wheat and flour processors plan to push for consumer complaints against a "bread tax" when excises are being lifted from furs and jewelry.

### Marketing Costs Up

Dr. John A. Schnittker, director of agricultural economics for the Department of Agriculture, recently testified before a House Appropriations Subcommittee. He pointed out changes in consumer food purchases as income increases and the trend of food marketing costs and profits.

He pegged labor and transportation costs as key cost items in the marketing bill, with other costs being interest,

## WORD FROM WASHINGTON

rents, containers, advertising and promotion.

Regarding corporate profits, he said, "Corporate profits, and this may seem surprising, have continued at almost a stable level, despite the rise in the total marketing bill."

Here are other highlights from Dr. Schnittker's testimony.

- Food expenditures averaged \$417 per person in 1964 which was some 19 per cent of disposable income, compared with 26 per cent in the 1947-1949 period, 23 per cent in 1951 and 20 per cent in 1960.

- Of the 19 per cent of disposable income spent for food in 1964, U.S. farm foods accounted for 16 per cent and imported foods and fish accounted for nearly 3 per cent. The 16 per cent for United States farm foods was divided between farm producers who got five per cent and the marketing bill which took 11 per cent.

- If consumers bought exactly the same quantities and kinds of foods now as in the 1930's, food spending would account for only about 13 per cent of disposable income, rather than 19 per cent. This difference is one measure of the upgrading of the diet by shifting away from cereals and potatoes to higher cost meats as well as expanded and improved food services.

### Diet Improvement

Dr. Schnittker told the subcommittee, "Each person as he gets higher income does usually upgrade his diet a little, eats a little more steak, a little more chicken, and a few more of the fresh fruits and vegetables. Also, he eats less potatoes and less cereal products. He spends much of his increased income on non-food goods and services — a new television set, new cars, a better house."

Dr. Schnittker also noted:  
• The 19 per cent of disposable income spent on food in 1964 is expected to drop to nearer 18 per cent this year. But food consumption per capita this year is expected to equal 1964's high level, with increases for beef and citrus fruits likely to offset declines for pork, lamb and dairy products.

- On the food marketing bill, civilian consumer spending for farm foods totaled \$69 billion in 1964, or \$2.6 billion above 1963. The farm value of this food was \$22 billion, or \$600 million higher than 1963; and the marketing bill in 1964 was \$47 billion, or \$2 billion more than in 1963.

- The marketing bill continues to increase, partly due to increased volume of farm commodities being marketed

and partly due to more services being put into the marketing.

### Packaging Bill

The U.S. Chamber of Commerce reports that there is apparently indecision within the Administration as to the position to take on the Hart packaging bill. President Johnson's economic message indicated he would likely support some form of packaging legislation—and his consumer advisor, Mrs. Esther Peterson, has often advocated such legislation.

Now comes word that the new Secretary of Commerce, John Connor, has signified his opposition to the Hart bill, recommending instead a revised form retaining the same regulatory proposals but making them all discretionary with the enforcing agencies.

### Labor Measures

The U.S. Chamber of Commerce reads a grass-roots campaign imploring Congress to keep Taft-Hartley section 14(B) permitting state union shop bans. The National Right to Work Committee plugs a poll showing two-to-one public backing for 14(B). Ex-Rep. Hartley crops up as honorary head of a blue-ribbon "Save Taft-Hartley" group.

But President Johnson's anticipated message supporting repeal, plus AFL-CIO influence in the heavily liberal Congress, imperil 14(B) seriously. Right-to-work will focus on slowing the quick House action sought by union chiefs. "We've got the votes, but it still will be a rough battle," concedes one union man.

Other proposals being anticipated might include:

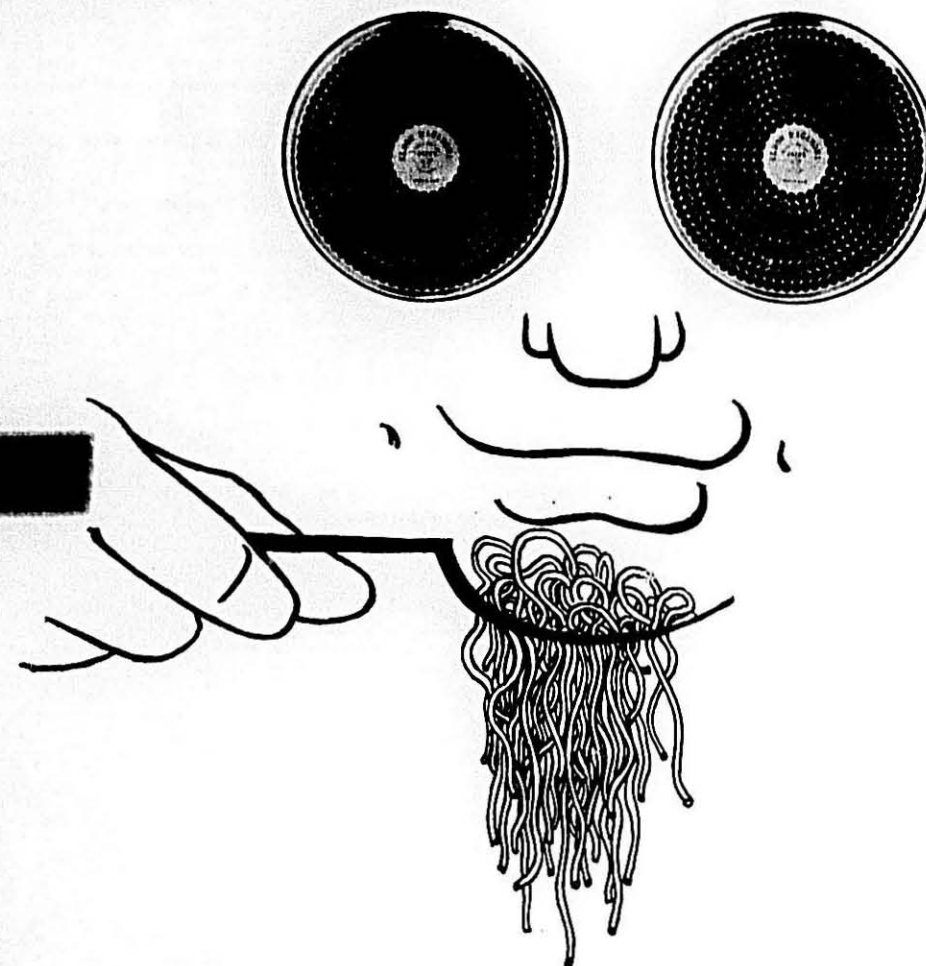
- A boost in the statutory minimum wage to as high as \$1.50 or even \$1.75 an hour, taking effect beginning in three to six months after enactment, covering retailing as well as manufacturing and rising to the ceiling by periodic steps.

- Mandatory double time for overtime, probably excluding retailing.

- A cut in the statutory work week below 40 hours a week.

- Major overhaul of the State-Federal unemployment compensation system. This would include raising the amount and duration of benefits payments; imposing a higher payroll tax on employers; providing stricter and more uniform standards for State UC programs; and making UC coverage universal by changing the standard from employers of four or more employees to one or employees.

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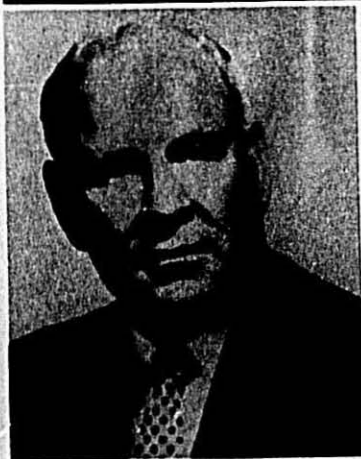
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George N. Kahn

# SMOOTH SELLING®

By George N. Kahn

## RESTING BETWEEN ROUNDS

This is No. 9 of 12 sales training articles.

WHEN a woman is down in the dumps, she may go out and splurge on a \$40 handbag or an expensive hat to lift her spirits.

Salesmen, whose spirits—and sales—are sagging need the same kind of therapy. A new hat may help, but usually a more drastic remedy is called for.

Several things may happen to a man when his earnings fall off. Often, whether he is aware of it or not, he has lost his zest for selling; the edge is off his approach and style. He also may blame his failure on other people—his boss, his customers, or even his wife. As these rationalizations take hold, he retreats further into self-pity. He works less and complains more. Afternoons may find him in a movie house.

### Change of Pace

Whether his slide is temporary or prolonged, every salesman needs a change of pace to keep him at top performance level. He will work out at a gym to tone his muscles and maintain physical trim, but it seldom occurs to him that his inner being needs the same kind of toning.

Before you alter your present direction, however, I strongly urge you to sit down and take stock of yourself. Literally stop and think about what you are doing and where you are going.

Ron Morrison, a friend of mine, was walking through Central Park one day when he noticed one of the country's most prominent industrialists sitting idly on a bench. Ron had met the man socially and went up and introduced himself.

"I'm amazed," said Ron candidly, "to see a man of your position just sitting here and doing nothing."

The industrialist, whose business interests stretched from one end of the nation to the other, smiled and replied:

"Well, I don't get a chance to do this often, but I am far from idle. I make it a point every now and then to get away from the heat of battle and think my problems through. At the same time I honestly appraise myself. This keeps me from becoming stale and self-satisfied. After a half hour or so here, I go back to my office refreshed in both mind and body."

Salesmen are not introspective enough. Because they are in a profession that calls for an outgoing, extroverted personality, they feel wrongly that self-contemplation is an indulgence, even a weakness.

This is an erroneous attitude. A little time spent in self-appraisal and analysis will help make you a more effective salesman. Some of the most important salesmen in finance, medicine, government and law put on the brakes periodically and tend to their inner being. I assure you they are far from being weak.

### Develop New Interests

But contemplation is not always enough. You should, at one time or another, strike out for new experiences and interests.

Most professional people—salesmen, doctors, lawyers, engineers—confine themselves to rather narrow worlds. They rarely see anyone outside their sphere of activity and seldom extend their knowledge beyond their own field.

You can add richness to your life and make yourself more interesting and attractive as a salesman if you will broaden your horizon. The cost is cheap. It can be accomplished by reading, meeting new people, developing a hobby or by traveling.

One of the most successful salesmen I have ever known is an amateur archaeologist, an avocation that he fell into quite accidentally.

Several years ago my friend, Merritt Lanning, was on a train and spotted a book that had been left on an empty seat. Having nothing else to read, Merritt leafed through the book, noting without much interest that it was about archaeology. As he read more, however,

the subject began to fascinate him. He read the book from cover to cover. When he returned home, he virtually emptied the library of all its volumes on archaeology. Since then, he has read almost everything about the science.

That isn't all. He spends many of his vacations digging for ruins in Mexico, Arizona and as far away as Peru. At this writing, he is in Greece in pursuit of

His job? His earnings? His percent after he found an outside interest. He claims it has been a real shot in the arm to his selling. "You would be surprised," he told me, "how often my hobby comes up in an interview. Many of my customers and several prospects have heard about it and want to know more. They sort of stand in awe of me, and this usually means an order."

Merritt also pointed out the change his avocation has made in him. "It has added zest and probably years to my life," he explained. "It provides me with a fresh outlet from the cares and worries of my job. I go on calls with the enthusiasm of a 21 year old kid, even though I have been selling for 34 years."

Archaeology may not be your cup of tea, but find something that is. I know another salesman who collects rare books. He not only has a satisfying hobby but has made a small fortune as well from it.

### Traveling Is Relaxing

Another way to break new ground is by taking a trip. A salesman should not travel to run away from his problems but to better equip himself to face them. The main purpose of travel should be relaxation and enjoyment. Don't take your problems with you as extra luggage.

A change of scene can do wonders to improve your mental state and rekindle your fire. Some of the top sales producers today are inveterate travelers to places all over the world. Greg Wylie, a fire apparatus salesman, takes one trip abroad each year. "It's really cheaper than touring the United States, and it gives me a chance to see my job in a clearer perspective," he asserted.

### Suit Your Own Needs

Each man should change his pace in a way that is best suited to him. You might find that the best way to break out of a slump is to work harder. Some salesmen keep themselves so busy on the job that they don't have time to brood about near misses and other irritants that blight a day.

And movies, if you don't make a habit of them during working hours, are a good way to relax. But above all, select some form of diversion that will please you. There are no hard and fast rules for resting and relaxing.

### To Your Health

Your health, also, has much to do with your progress. Nobody can do his best work if he is not well. Regular medical checkups should be a part of your life. And when you are not feeling up to par, take time out and see a doctor.

Amos Reed, a printing paper salesman, was once almost driven out of his mind by recurring headaches which cut down on his work effort. After an extensive medical examination, it was decided that his teeth were the cause of his illness. He had two pulled and thereafter felt like a new man. His volume began to pick up within a week or two.

### Benefit From Criticism

Another key to a peaceful mind is in not allowing yourself to become discouraged and bitter by criticism. Some men let themselves go downhill because they can't take criticism either from their boss or their customers. Instead of trying to profit from the censure, they see themselves as all white and their critics as all black.

Thousands of successful men in business today owe their position to advice or criticism they received early in their careers. We all have something to learn from other people.

### Your Family Helps

The answer to many of your inner needs may be found within your own family. Don't go home and stew around the house all night, nursing your troubles. Your family is on your side. Talk it over with them, particularly your wife. She does not want to be shut out of your working life, and she shouldn't be. You are both in this thing together.

Use your off days to go places and do things with your family. This is as refreshing a tonic as you will find to get you on the high road in selling.

I once arrived home tired and dispirited after a day in which I didn't even come close to getting an order. My wife, after hearing my tale of woe, suggested brightly: "Let's go to Boston."

I looked at her in amazement. "Why on earth should we go to Boston?" I asked.

"Just for fun," she replied, "and because we've never been there."

We took a two-day trip to Boston and had a wonderful time seeing the historic sights, eating good food and simply relaxing.

The next week I went after the same prospects who had turned me down. But now I was feeling as powerful as a recharged battery. The excursion had restored my spirits and energy. Of the three prospects who had sent me away, I sold two of them big orders and got a promise from the third. He delivered on the promise two weeks later.

### Take Action

To sum up: When things are going bad, don't let them get worse by default. Buck up your confidence in yourself. Take stock of yourself and then do something different—even dramatic. You are a thinking person—don't let your brain stagnate while your earnings fall.

Here is a little exercise to see if you let yourself get into a rut. An answer of "yes" to at least eight of the questions is a pretty good indication that you know how to relax:

- |   | YES | NO |
|---|-----|----|
| 1. Do you spend at least a half hour a week doing nothing but thinking? | —   | —  |
| 2. Do you have a hobby?   | —   | —  |
| 3. Do you like to read?   | —   | —  |
| 4. Do you ever try an exotic dish in a restaurant?                      | —   | —  |
| 5. Does travel refresh you?   | —   | —  |
| 6. Do you look for new ways to approach your job?                       | —   | —  |
| 7. Do you talk over your problems with your family?                     | —   | —  |
| 8. Do you use criticism to your advantage?                              | —   | —  |
| 9. Do you sound interesting to a prospect?                              | —   | —  |
| 10. Do you get regular medical checkup?                                 | —   | —  |
| 11. Are you dissatisfied with your progress?                            | —   | —  |

(Copyright 1964—George N. Kahn)

### Doughboy Dividend

Directors of Doughboy Industries, Inc., of New Richmond, Wisconsin, have declared a regular quarterly dividend of 12½ cents a share on 508,713 shares of common stock. The dividend was payable April 30 to shareholders of record April 20.

The Doughboy directors also declared a 3 per cent stock dividend which will be distributed October 29 to shareholders of record October 1.

### REPRINTS FOR YOUR SALESMEN

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

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

Prices are:  
1-9 copies (of ea. art.) 50¢ ea.  
10-49 copies (of ea. art.) 37½¢ ea.  
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  - 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.

### American Home Chairman

William F. Laporte was elected chairman and chief executive officer of American Home Products Corporation by the board of directors. He succeeds the late chairman, Alvin G. Brush, who died April 24, 1965. Mr. Laporte will continue as sixth president of the company, well-known for its drugs, food and household products.

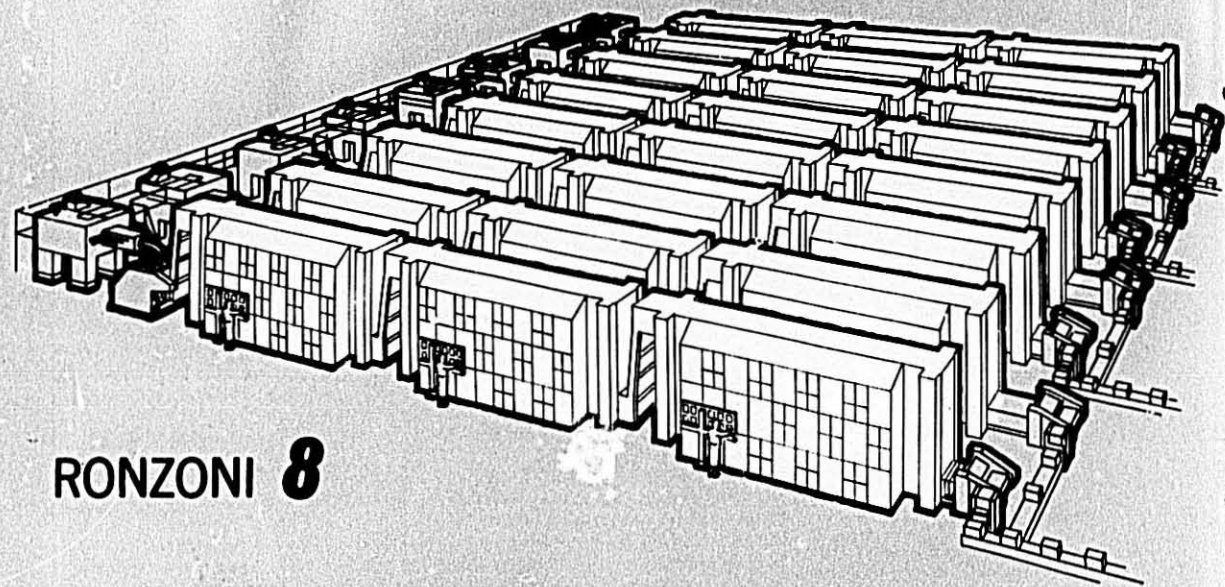
### Pizza to Chow Mein

John G. Lee, Jr., has moved from American Home Foods where he was group product manager for Chef Boyardee line to become vice-president for marketing for Chun King Oriental foods.

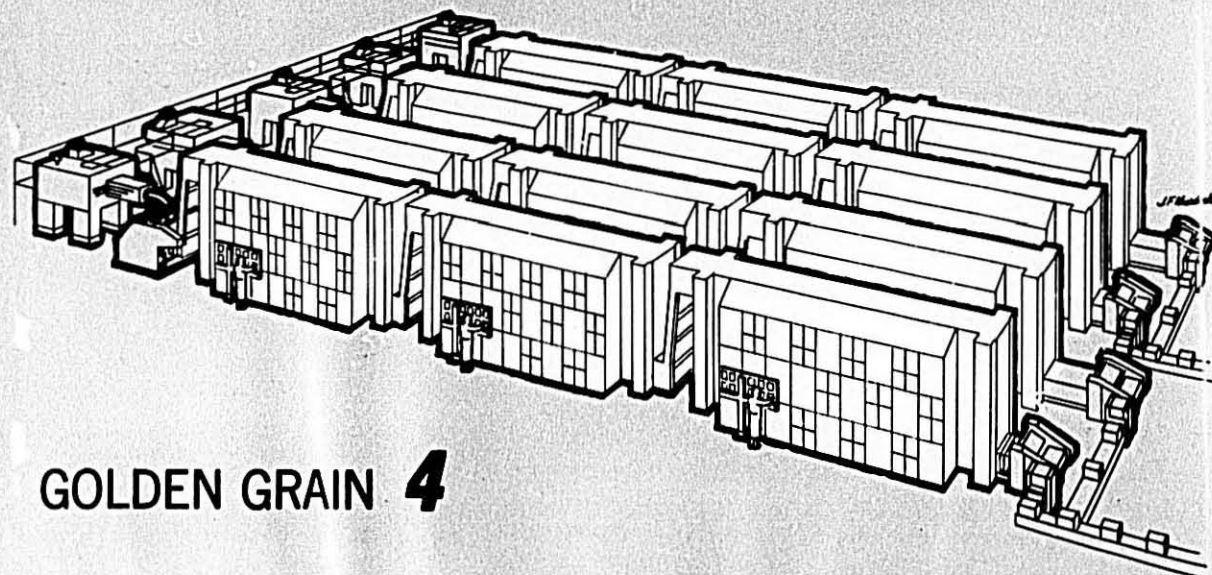


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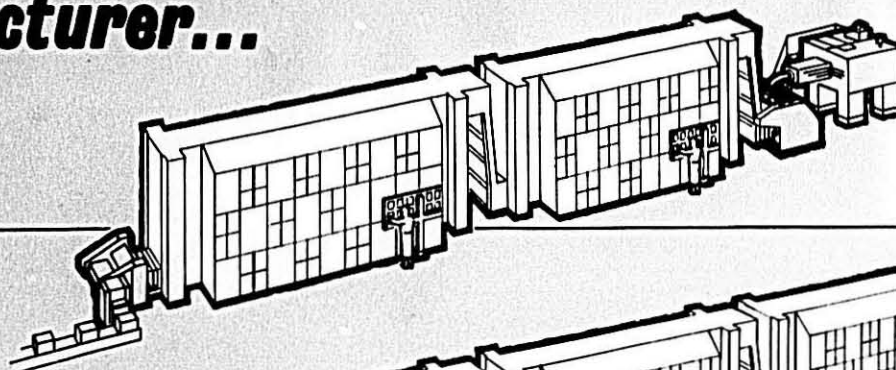
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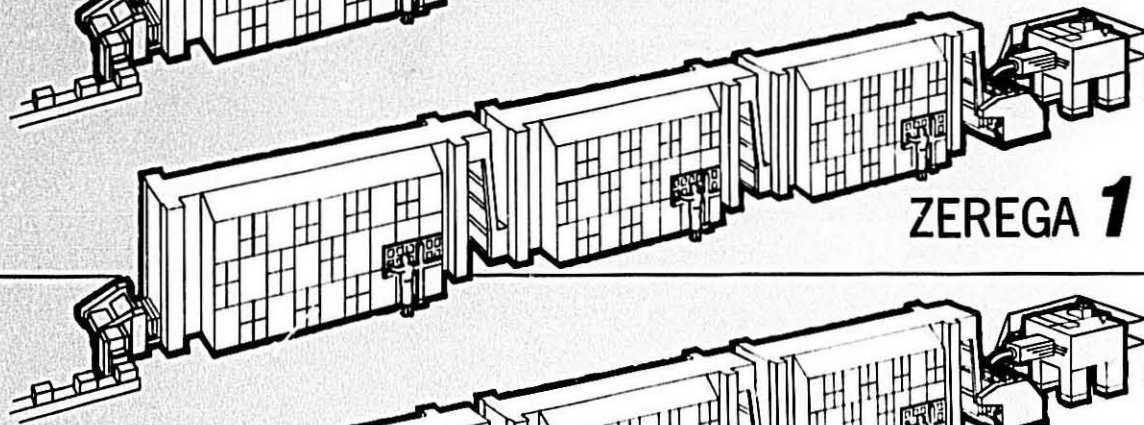
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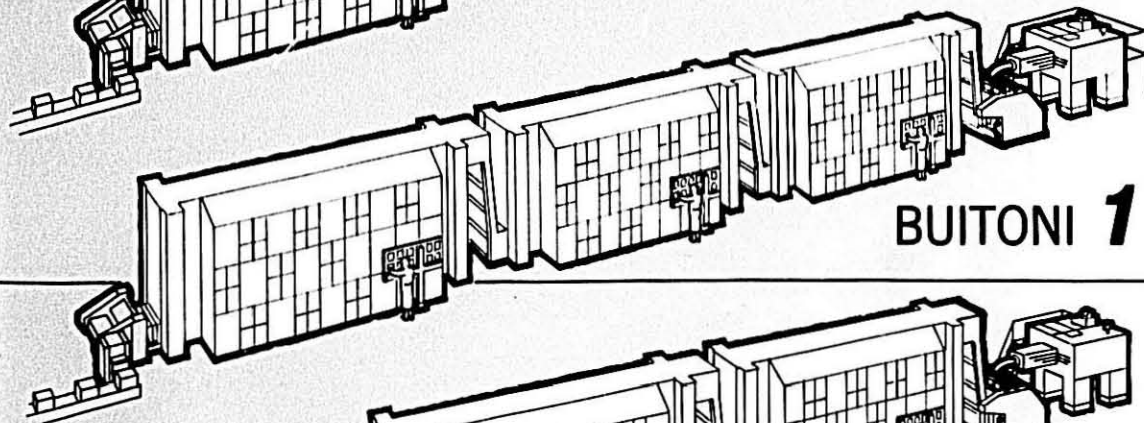
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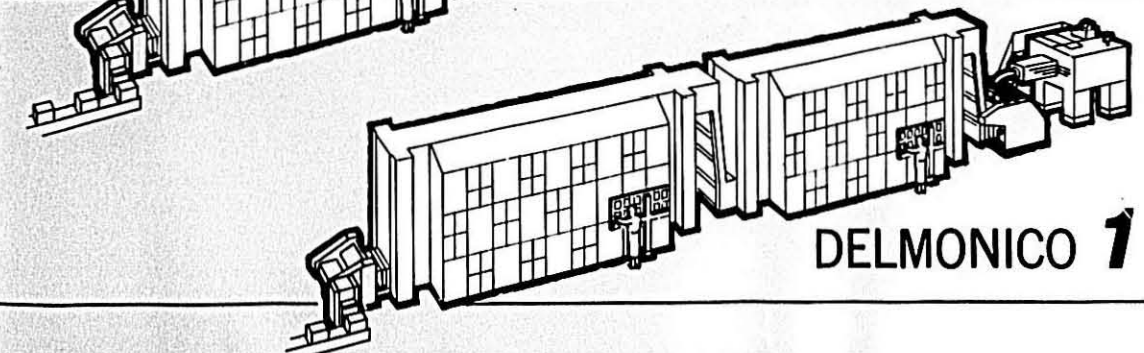
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### Attention, Calorie Counters!

Here's good news for calorie-counters! A number of menus, with all the calories calculated for them, have been planned by the National Macaroni Institute, with main dishes of macaroni products.

For example, a menu might start with nibblers of 3 celery sticks, 1 stuffed green olive and 2 scallions. The main course is Slim Jane Macaroni and Cheese, served with  $\frac{1}{2}$  cup cooked broccoli with lemon juice. Dessert—6 tablespoons canned fruit cocktail and juice—would bring the calorie total to about 550 calories. Recipe for the entree follows.

#### Slim Jane Macaroni and Cheese (Makes 6 servings, about 425 calories per serving.)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 tablespoon butter or margarine
- 1 tablespoon flour
- 3 tablespoons non-fat dry milk solids
- 1 cup water
- 1 cup creamed cottage cheese
- 1 teaspoon onion salt
- $\frac{1}{4}$  teaspoon pepper
- 1 can (12 ounces) luncheon meat, diced
- 2 tablespoons chopped parsley
- $\frac{1}{2}$  cup grated Cheddar cheese

Add 1 tablespoon salt to 3 quarts rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

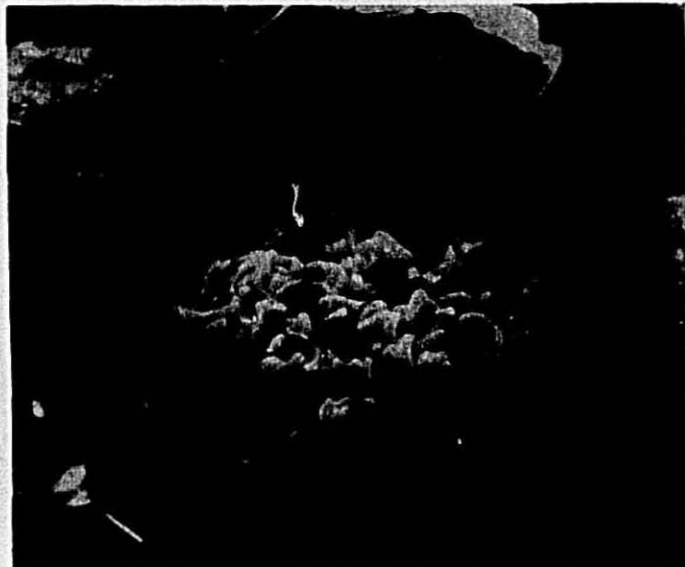
Melt butter; add flour and milk solids and blend. Gradually add 1 cup water and cook over low heat, stirring constantly, until thickened. Add macaroni, cottage cheese, onion salt, pepper, luncheon meat and parsley; mix well. Line a 10 by 2-inch skillet with aluminum foil. Turn macaroni mixture into skillet and top with Cheddar cheese. Cover and bake in 350° (moderate) oven 45 minutes.

### Starvation Won't Get Rid of Fat

A starvation diet may help you lose weight but it's not the best way to lose fat, a naval research team has reported.

Lt. Comdr. Fred L. Benoit recently told the American College of Physicians that most of the weight reduction achieved by persons who stop eating entirely is due to loss of lean tissue and muscle rather than fat. He called this "physiologically undesirable."

In contrast, he said, patients lose less weight but drop about twice as much fat when put on a special low-calorie



Slim Jane Macaroni and Cheese.

diet instead of fasting. Paradoxically, the best results are obtained with a low-calorie diet that contains a high percentage of fat.

Benoit reported on studies of seven overweight male patients (average weight 254 pounds) conducted at the U.S. Naval Hospital in Oakland, Calif.

The study compared the effect of ten days of fasting, in which the patients were allowed only non-caloric drinks, with the effect of ten days on a 1,000-calorie diet composed of 82 per cent fat.

Some men started with the fast, then went on a more balanced diet for four days, to return them towards normal, and ended up with the special low-calorie high-fat diet. Others followed these steps in reverse.

#### Weight Losses

Benoit found that the men lost an average of 21 pounds while fasting, but 65 per cent of this was lean tissue and only 35 per cent body fat.

In contrast, the men lost an average of about 14.5 pounds on the low-calorie high-fat diet, but 97 per cent of this was fat and only three per cent was lean body tissue.

The men lost almost twice as much fat on the low-calorie diet (14.1 pounds) as they did while fasting (7.5 pounds).

The amount of lean and fat tissue loss was determined by measuring the levels of potassium in the body.

The body's potassium resides almost entirely in muscle.

Benoit said several researchers have reported that low-calorie diets are most

effective in treating obesity when they are high in fat content. The reason is "imperfectly understood," he said.

One possibility, based on animal research: When the calories are cut, the body does not seem to utilize a high-fat diet as efficiently as it does a mixed or a high-carbohydrate diet. Thus the patient on a high-fat low-calorie diet is forced to burn off more of his own body fats to get energy than he would if he were on a different low-calorie diet.

### Lasagna, International Favorite

LASAGNA is a popular dish with many nationalities besides Italians," says popular hostess Mrs. Robert S. Benjamin, wife of the chairman of the United Nations Association of the United States. "I often serve it at supper when our guests are representatives from the UN or their friends!"

Lasagna—sometimes spelled lasagne—gets its name from the wide egg noodles drenched with sauce and layered with other ingredients, then baked (al forno—in an oven).

Green, spinach-flavored noodles may be used, in which case the dish is called lasagna-verde. But wide golden egg noodles are good, too.

Many regions of Italy have slightly different interpretations of this robust dish, but it is predominantly associated with Bologna. In Italy it usually is washed down with a red wine, but Italian-Americans sometimes prefer to serve it with beer.

#### Lasagne al Forno (Makes 6 servings)

- 1 pound lasagna noodles, 2 inches wide
- 1 pound Mozzarella cheese, diced
- $\frac{1}{2}$  pound ham or sweet Italian sausages, chopped
- 1 pound ricotta cheese, crumbled
- Salt and pepper to taste
- 3 or 4 cups tomato sauce with small meat balls
- 1 cup grated Parmesan cheese

Cook noodles in boiling, salted water for 5 to 6 minutes. Drain. In buttered, wide casserole, arrange a layer of noodles, then layers respectively of Mozzarella, chopped ham or sauteed sausage, eggs, ricotta, salt and pepper, grated Parmesan cheese and tomato sauce. Continue until all ingredients are used, ending with tomato sauce on top. Bake in a preheated, moderately hot 375° oven for 30 minutes.

Lasagna Verde in the Roman style is a regular menu item at a New York City midtown restaurant, the Trattoria. Wide spinach noodles are custom-made by the chef and folded over in triangles, then layered with cheese and two sauces. The homemaker will probably prefer to take the shortcut of using the widest "bought" noodles, with the Trattoria chef's two luscious sauces.

#### Lasagne Trattoria (Makes 5 servings)

- 1 pound wide lasagna noodles
- Boiling water, salt, olive oil
- $1\frac{1}{2}$  cups grated Parmesan cheese
- 5 cups red sauce
- 4 cups white sauce

Boil noodles in a large pot of water with 1 teaspoon salt and a few drops of oil to prevent sticking, for 10 minutes. Drain noodles, and separate.

#### Red Sauce

- $\frac{1}{4}$  cup butter
- $\frac{1}{4}$  cup each chopped carrots, onions, celery
- $\frac{3}{4}$  pound beef, pork and veal, ground together
- 6 ounces Burgundy wine
- $\frac{1}{2}$  cup tomato puree
- $1\frac{1}{2}$  teaspoons flour
- 4 cups broth (meat or chicken)
- 1 bay leaf
- 1 clove garlic

Saute carrots, onions and celery in butter until soft. Add ground meat,  $\frac{1}{2}$  teaspoon salt, and cook slowly for 20 minutes, stirring. Add wine and simmer 10 minutes or so. Add flour blended to a paste with the tomato puree, broth, bay leaf and garlic clove on a toothpick. Simmer about 30 minutes or until sauce thickens. Remove garlic.

#### White Sauce

Melt  $\frac{1}{2}$  cup butter, blend in 1 cup flour until absorbed. Then add 4 cups milk, and stir over low heat until thickened and smooth—nearly 10 minutes. Add 1 teaspoon salt and  $\frac{1}{4}$  teaspoon pepper.

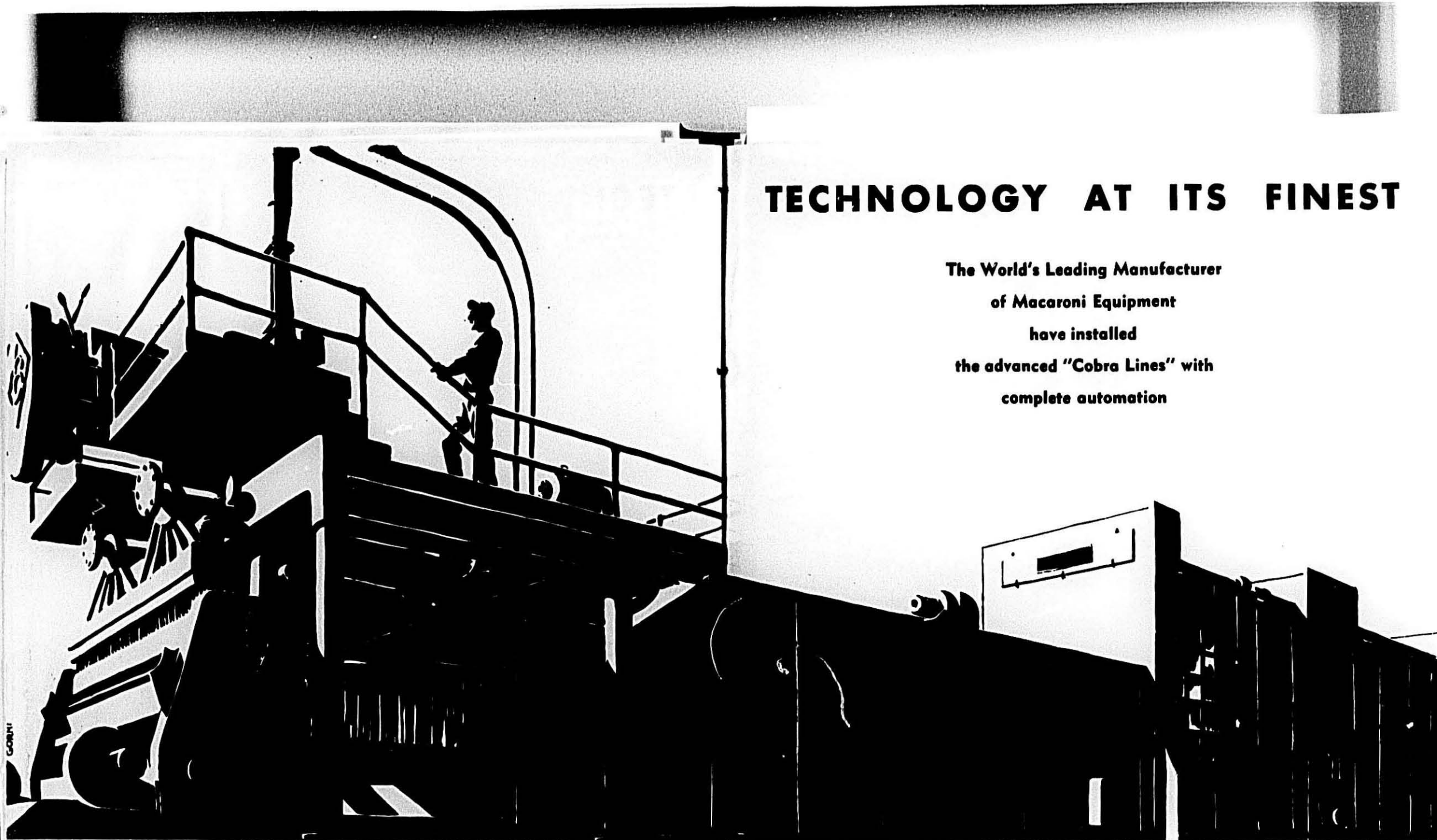
Spread a layer of red sauce in the bottom of a large baking dish. Add a single layer of noodles, sprinkle with grated Parmesan cheese, add a layer of white sauce. Continue with red sauce, noodles, cheese and white sauce until all ingredients are used. Top with Parmesan, and bake in a preheated moderate (350°) oven for 20 to 30 minutes or until top is nicely browned.

Another version of red sauce is the Bolognese. Here is a recipe for making it:

**Sauce Bolognese:** Saute  $\frac{1}{4}$  pound chopped lean bacon or ham in 1 tablespoon butter. Add 1 onion, 1 carrot and 1 spear celery, all minced, then  $\frac{1}{2}$  pound ground beef. Stir and cook gently until beef is nicely browned. Add  $\frac{1}{4}$  pound chicken livers, cut up, 1 tablespoon tomato paste and  $\frac{1}{2}$  cup dry white wine. Season to taste with salt and pepper, and  $\frac{1}{4}$  teaspoon nutmeg and 1 cup meat or chicken broth (or water). Stir, cover and simmer for 35 minutes. Add one tablespoon butter. Makes two cups.



Lasagne, International Favorite.



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### Lasagne Americana—

Feeding a crowd? There are so many factors to consider: food everyone likes, a menu that's easy to prepare and serve, attractive and satisfying portions, economy. An Americanized version of lasagna has been developed by the Silla's Test Kitchens in behalf of the National Macaroni Institute to use for large group serving. Tasty accompaniments would be a green bean tossed salad, with a pudding topped by a fruit sauce for dessert.

#### Lasagne Americana (Makes 24 servings)

- 1½ cups (about 8 ounces) onion, chopped
- 4 pounds ground beef
- 2½ tablespoons salad oil
- 3 cans (1 pound, 12 ounces each) canned tomatoes
- 2 cans (10½ ounces each) tomato puree
- 2 tablespoons salt
- 1 tablespoon basil, crushed
- ½ teaspoon pepper
- ½ cup salt
- 12 to 18 quarts (3 to 4½ gallons) boiling water
- 3 pounds wide egg noodles
- 2 pounds (1 quart) creamed cottage cheese
- 8 ounces American cheese, sliced

(1) Brown onion and beef in heated oil. Drain off fat. Add tomatoes, puree, 2 tablespoons salt, basil and pepper. Simmer, uncovered, 1 hour, stirring occasionally.

(2) Add ½ cup salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. (You may cook noodles in one or more pots, according to sizes available. Use proportion of 4 to 6 quarts rapidly boiling water and 2 tablespoons salt to each pound of noodles.)

(3) Turn half of noodles into each of two 7½ by 11¾ x 2¼ inch baking pans. Layer each with sauce and cottage cheese. Repeat with remaining noodles, sauce and cottage cheese. Top with American cheese, cut in triangles.

(4) Bake in 375° (moderate) oven 15 to 20 minutes or until bubbling hot and cheese triangles are melted. Cut 12 servings from each pan.

### Art Professor

From a Minneapolis, Minnesota Star staff writer, we get the following spaghetti story:

Peter Lupori, professor of art and artist in residence at the College of St. Catherine, picked up several Italian recipes from his parents, who once ran



Everybody Likes Spaghetti!

a restaurant in Pittsburgh, Pa.

When Lupori married in 1958, he whipped up a few of the dishes for his wife. She liked them, tried them and "she did a better job than I did," Lupori said. "Now I just sort of fill in at home," he continued.

He also has cooked at the annual summer picnics of the Society of Minnesota Sculptors and for meetings with other members of the faculty at St. Catherine's. His specialties are variations of spaghetti.

At the table, Lupori is a spear-the-spaghetti-with-a-fork-and-twist-on-the-plate man, although he admits twisting the spaghetti in a soup spoon also works. He doesn't fully approve of people who cut up the spaghetti: "That's no fun," he remarked. Here is Peter Lupori's recipe:

#### Italian Spaghetti

- ½ to ¾ pound ground beef or veal
- ¼ pound chicken livers
- ¼ pound gizzards
- ¼ pound chicken hearts
- 1 pound can tomatoes
- 1 can tomato paste
- Onion, chopped
- Sage
- Garlic
- Parsley
- Cinnamon
- Nutmeg
- Salt and pepper
- 5 cups broth or water
- Mushrooms (optional), sliced fresh

Brown ground meat in one pan and hearts, gizzards and livers in another pan in olive oil over low flame. Mix and add onions. Sprinkle on seasonings. Add tomatoes and tomato paste. Simmer mushrooms in broth or water and add to meat mixture. Simmer for one hour.

Cook spaghetti for 12 minutes in well salted, boiling water. Top with spaghetti sauce. Serves 5 to 6.

### Merck Expands Research Facilities

Merck & Co., Inc. expects to complete its three-year, \$13,000,000 expansion of research facilities within the United States in 1965, according to the pharmaceutical and chemical firm's annual report, mailed to stockholders.

The first step in the program, a 78,000-square-foot addition to the Merck Sharp & Dohme Research Laboratories at West Point, Pa., was finished during the winter of 1963-64. The second phase, completion of a 130,000-square-foot research complex added to present biological research facilities at laboratories in Rahway, N.J., is expected to be finished "this year," Board Chairman Charles S. Garland and President Henry W. Gadsden report, in their letter to stockholders.

#### Future Progress

"The increased scale of our research investment demonstrates confidence that our laboratories will contribute to the company's progress in the future, through significant discoveries, on at least the same scale as they have in the past," the report notes.

Total sales and earnings for 1964 were released to the press February 11. As announced then, consolidated net sales for 1964 were \$286,705,000, up from \$264,599,000 in 1963; net income after taxes was \$44,867,000, up from \$35,829,000 in 1963; and earnings per share of common stock were \$1.39, compared with the previous year's figure of \$1.11, adjusted for a three-for-one stock split in May 1964.

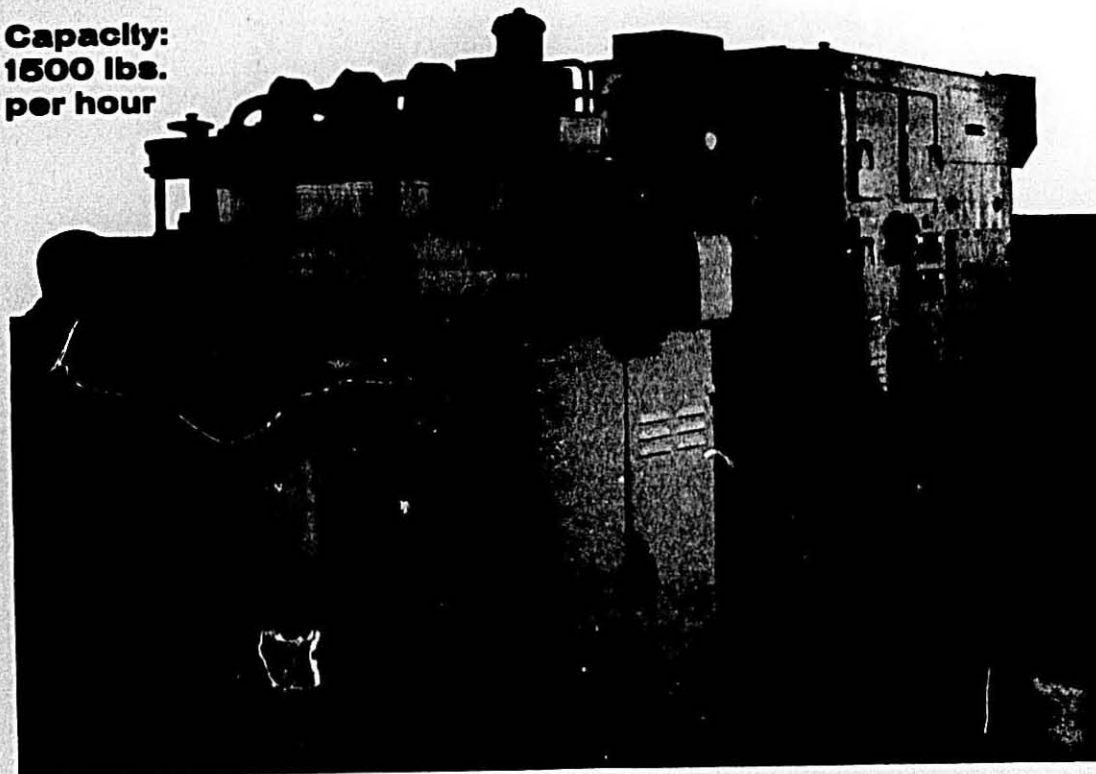
#### International Sales Up

The letter from Mr. Garland and Mr. Gadsden notes a 24% increase in international sales for the year. "This growing demand for our products," it comments, "indicates the extraordinary opportunities for the company's growth abroad."

The letter continues: "Within the United States over the last decade, our human and animal health business has grown greatly and we expect this growth to continue. Also, we intend to remain competitive in the United States and elsewhere as a major producer of vitamins, antibiotics, sulfa drugs and other industrial and fine chemicals that have become standard commodities. In addition, we have taken steps to broaden our activities in proprietary drugs and other consumer products. Our planning also envisages growth through development of new business opportunities in human and animal health and in specialized chemicals."

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1500 lbs.  
per hour



## New BUHLER press has increased capacity

Macaroni manufacturers in the USA and Canada are satisfied owners of more than 100 BUHLER Presses. Altogether, a total of approximately 1,000 BUHLER Presses are in operation throughout the world.

**Only Buhler has these features:** Here are four new developments which make the BUHLER Press an even more profitable machine for you to own.

**Only one Mixer.** BUHLER Presses have only one large double shaft mixer with positive feed into the extrusion elements. You can easily inspect the mixture at any

time. No complex vacuum sealing system is required for flour feed and mixer.

**Positive Feed.** This important new BUHLER innovation keeps a steady flow of mixture moving through the vacuum chamber into the extrusion elements. Tests show this positive feed has increased press capacity up to 20% without increasing the auger speed. You can process dough as soft or as hard as you wish.

Some owners report production consistently exceeds 2,000 lbs. per hour although the presses are rated at 1,500 lbs. per hour.

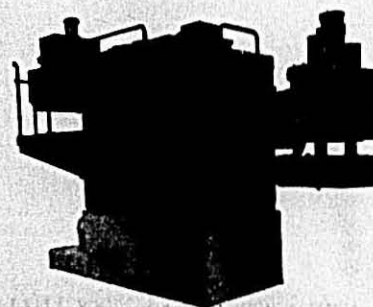
**Extremely efficient Vacuum.** The product is completely de-aerated in a vacuum chamber located between mixer and extrusion elements. Because the new design virtually eliminates leakage, the new BUHLER Press needs only about 1/3 the vacuum

pumping capacity of other presses... while maintaining a higher vacuum.

**New Screw Doser.** This fourth BUHLER improvement consists of a dosing device connected directly to a water metering wheel. This guarantees that the mixing ratio between flour and water remains constant regardless of operating speed.

**Can be installed on present Presses.** The new BUHLER Mixer, Positive Feed, Vacuum System and Screw Doser are now standard equipment on each new BUHLER TPM Press. They are also available for installation on your existing BUHLER Press.

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### Porter-Scarpelli of Portland

In the early 1900's the Scarpelli Brothers left their sunny Italy, bought some rain gear, and came to Oregon. Upon arriving, the three of them went to work as section hands for the railroad, and as Mr. Sam Scarpelli, president of the company, relates, "The eagerness with which they tried to show their worthiness as Americans was probably responsible in part for the rapid growth of railways in the early Northwest."

The Sales and Advertising Manager for the company is Mr. Charles Pope, an energetic gentleman with a contagious smile.

Mr. Pope says, "This company got its start back in 1916. Macaroni was an item that was almost unheard of in the Northwest at that time, so the Scarpelli Brothers decided to make their own. Since it was then intended for their own use, the very finest ingredients were incorporated in its preparation. This quality was the foundation for the business as it stands today."

#### Waterproof Box

One of the many interesting facets of the Porter-Scarpelli operation comes in the form of a new type of cardboard box that can be submerged in water for twenty-four hours without damaging its inner contents. Mr. Pope states, "This export carton was designed for the purpose of accommodating the hungry people of the world who, for one reason or another, don't have ports for large ships. Their coast line may be too rocky, or perhaps the water too shallow, so with this carton, a ship can lay off-shore and throw the entire shipment overboard. The shipment is then carried to shore by the tide or by small boats."

#### Clean Plant

The Porter-Scarpelli plant manufactures 1,000,000 pounds of macaroni every month. The company tries to maintain modern methods of operation and to keep the plant clean and light.

Mr. Pope, asked by a reporter how he really felt about Porter products compared to others, said, "If I didn't honestly believe that we were giving our customers the very finest, which they deserve, I wouldn't be working here."

### Canny Canner

One spring day in 1827, an enterprising lady of the little Italian town of San Sepolcro decided to make and sell spaghetti to her neighbors, little dreaming that the tiny business would be built by her equally industrious great grandson into a \$15 million international enterprise. But Giovanni Buitoni did more than continue manufacturing spaghetti.



Sam Scarpelli and Conrad Ambrette, both 83 years old, are out pushing for business every day.

He became a sauce canner, beginning at the World's Fair in 1939, where he had opened a successful restaurant.

Today, Buitoni markets nine different sauces and eight processed foods, including macaroni, spaghetti and ravioli in sauce, says Food Business magazine, and the list is growing. Most recently, Buitoni's experimental kitchens at the company's South Hackensack, New Jersey headquarters developed a thumb-sized ravioli, in chicken broth, as well as a minestrone which, says Buitoni, "tastes freshly made, with the home kitchen flavor locked inside the can."

#### Frozen Raviol-ettes

The new Raviol-ettes item is a frozen item—250 little ravioli (10 oz.) packed without sauce, carrying a suggested retail price of 59 cents. It went on the market in New York in January in A & P and Food Fair stores.

Food Business says that Perugia Chocolate Company, with two plants in Italy, accounts for 80 per cent of the total Buitoni business both here and overseas. Although the United States sales make up only 20 per cent of all shipments, it is a growing market. The average American consumes about 17 pounds of candy and 6 pounds of spaghetti annually. "Increased domestic consumption is one reason why we can expect our business to expand to \$20 million within three years," Buitoni says.

Buitoni's own sales force, plus 30 brokers and four sales affiliates, are bucking up against at least 54 sauce competitors, "not to mention innumerable basement producers in almost every neighborhood," as Senior Vice President Carl D'Amico puts it.

"This isn't a high volume market," adds Sales Manager Edward Cirigliano. "Rather we're dealing with a quality specialty product, where the price is a little higher, and we have to work a lot harder to stay out in front." Apparently,

the extra effort is paying off, with sales figures showing Buitoni first in its major distribution area (New York metropolitan area, Philadelphia, and Florida), sometimes out-selling all others combined.

#### Italian Food Festival

Buitoni has experienced considerable success with displays in his distribution area, primarily because his sales representatives have played up the idea of creating an "Italian Food Festival" section with colorfully labeled, easy-stacking cans.

Another feature offered by the merchandising-minded Buitoni is that of an Italian cookery consultant who is shown on every label—and who really exists. She's Elia Mari, production manager at the South Hackensack plant, who has created a number of recipe books.

Buitoni's interest in restaurants has not waned, either. He maintains a small but heavily-trafficked 74-seat establishment in the heart of Times Square in Manhattan. Naturally, the restaurant specializes in Italian cuisine, and has been called by a leading food editor "the cleanest food service in New York."

### Great Grandfather

Henry Rossi, Sr., of Braidwood, Illinois, became a great grandfather on April 7, with the birth of Elizabeth Allison Harper. Mr. Rossi is a director on the Board of the National Macaroni Manufacturers Association.

### Grocery Store Products Company Gains

Increases of 2.3 per cent in sales and 10.6 per cent in earnings for the fiscal year ended December 31 were reported by Grocery Store Products Company of West Chester, Pennsylvania. The Foulds Division in Libertyville, Illinois and the Gold Medal Division in Los Angeles manufacture macaroni.

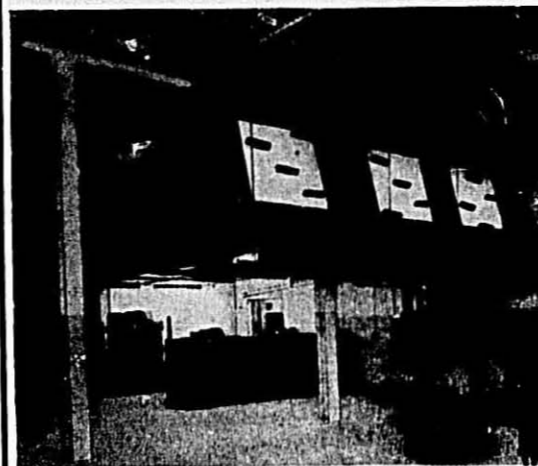
### International Milling Earnings Down

International Milling Company, Minneapolis, has announced the financial results of the first six months of its current fiscal year which ended February 28. Consolidated net sales were \$150,796,311 compared to \$164,052,362 for the same period a year ago, and consolidated earnings were \$1,849,196, down from \$3,009,552.

Low flour margins in both the United States and Canada, and a decline in exports, particularly from Canada, were major contributing factors in this decline in earnings.

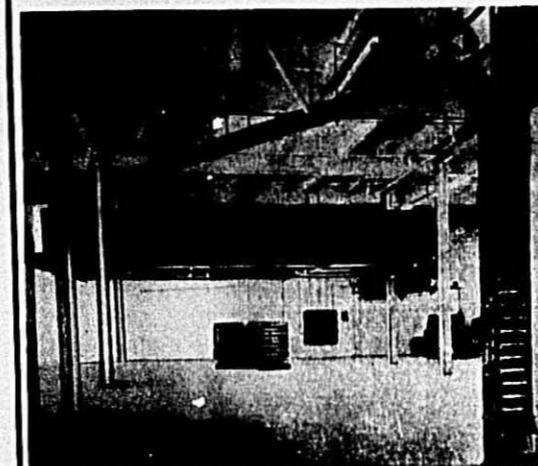
## STOR-A-VEYOR FOR NOODLES AND FRAGILE SPECIALTY ITEMS

such as: Mostaccioli  
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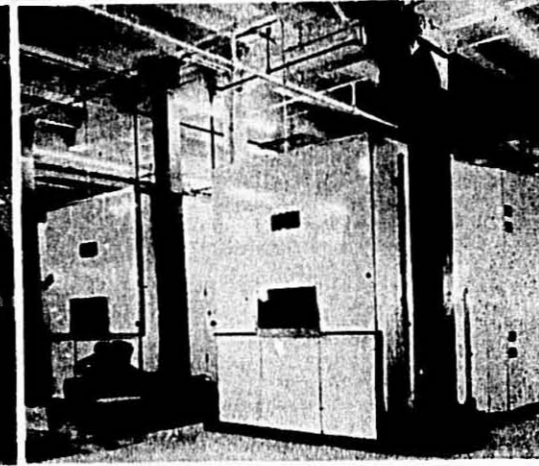


Battery of 3 Stor-A-Veyors with 24 Hr. dryer capacity — 3 Control Conveyors with dual discharge feeding 2 packaging lines.

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



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



From Dryers to Storage



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

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### Dual-Tube Bag Machine

A new dual-tube bag machine that operates within a single or twin frame has been developed by Triangle Package Machinery Company.

As a result of this new machine, the high production speeds of a twin tube unit are available in the space occupied only by a single frame or double the speeds available for the standard twin.

Using the most acceptable method of film control, Triangle's dual-tube unit operates with separate film rolls and electric eyes for registration. The machine has only one jaw carriage but uses separate release mechanisms for each tube to assure positive registration without sacrificing any flexibility and quick changeover for other bag widths.

The new machine is equipped with Triangle's proven features including quick return drive, proportioning heat controls, and is easily convertible to both supported and unsupported films. It also can be equipped with a width variety of filling heads and be converted to single package of 8 by 14 through an interchangeable jaw assembly. Maximum package size is 5 inches by 14 inches.

### Triangle-Clybourn Bag 'n Box

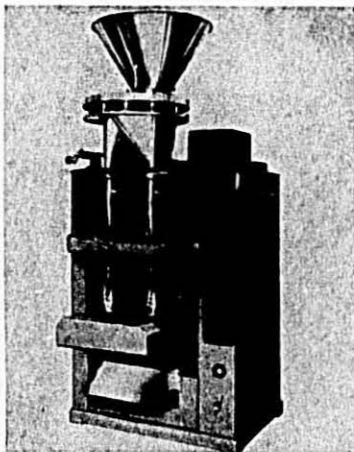
A new, more accurate net weighing scale and the new Triangle-Clybourn Bag 'N Box Machine were introduced by Triangle Package Machinery Co. at the AMA Packaging Exposition.

Triangle's new scale features a complete redesign for higher speeds and greater accuracies. These results have been achieved by using electronic controls and flexures to provide molecular pivot points in the balanced beam scale. This has resulted in quicker response time for greater repeatability and accuracy. Serviceability of the scale is excellent and all controls are located for complete ease of adjustment. This new scale system will be demonstrated in conjunction with the Triangle form-fill-seal Bag Machine.

### Bag and Carton Merger

The Bag 'N Box unit is a marriage of Triangle's proven Bag Machine and Clybourn's Continuous Motion Cartoner. The combination provides the latest in high speed operation for products now packaged in envelopes, liners or pouches inserted into a carton. Designed for speeds as high as 300 a minute, the Bag 'N Box unit requires only nominal floor space.

This unit provides for the utmost simplicity of operation. Changes from size to size are easily accomplished, providing the greatest flexibility. Since



Dual-Tube Bag Machine

more than one pouch may be cartoned automatically, a variety of packaging assignments can be fulfilled on one simple unit. The unit shown at McCormick Place utilizes the Triangle twin tube form-fill-seal Bag Machine with Volumetric Fillers and the CMC Cartoner. Production rates demonstrated were 150 packages per minute.

### "K" Cellophane 210-207

A new, high-yield, polymer-coated cellophane has been added to the Du

Pont line of high durability "K" 207 cellophanes.

"K" cellophane 210-207 has significantly better low temperature durability than other polymer-coated cellophanes of the same gauge and more durability and moisture protection than any of the heavier 195-gauge nitrocellulose-coated cellophanes.

Samples of several on-the-market applications of "K" 210-207 were exhibited at the Packaging Show.

The durability of the new film permits the packager to change to a higher yield film and gain coverage at lower cost with equivalent or better appearance and protection.

The film, which has a yield of 21,000 square inches per pound, will be priced at 74 cents a pound in rolls. It is particularly suited for bag applications, including packaging of candy, cookies, crackers and assorted snack products.

"K" cellophane 210-207, from a durability standpoint, joins two other Du Pont "K" 207 films of 140 and 195 gauge. However, the new film provides superior moisture barrier protection in comparison to nitrocellulose-coated films. In appearance, the cellophane is typical of the 207 family, combining high transparency and gloss with low haze in its optical properties.

Machine performance and jaw release characteristics are similar to the high quality standards of all "K" cellophanes.



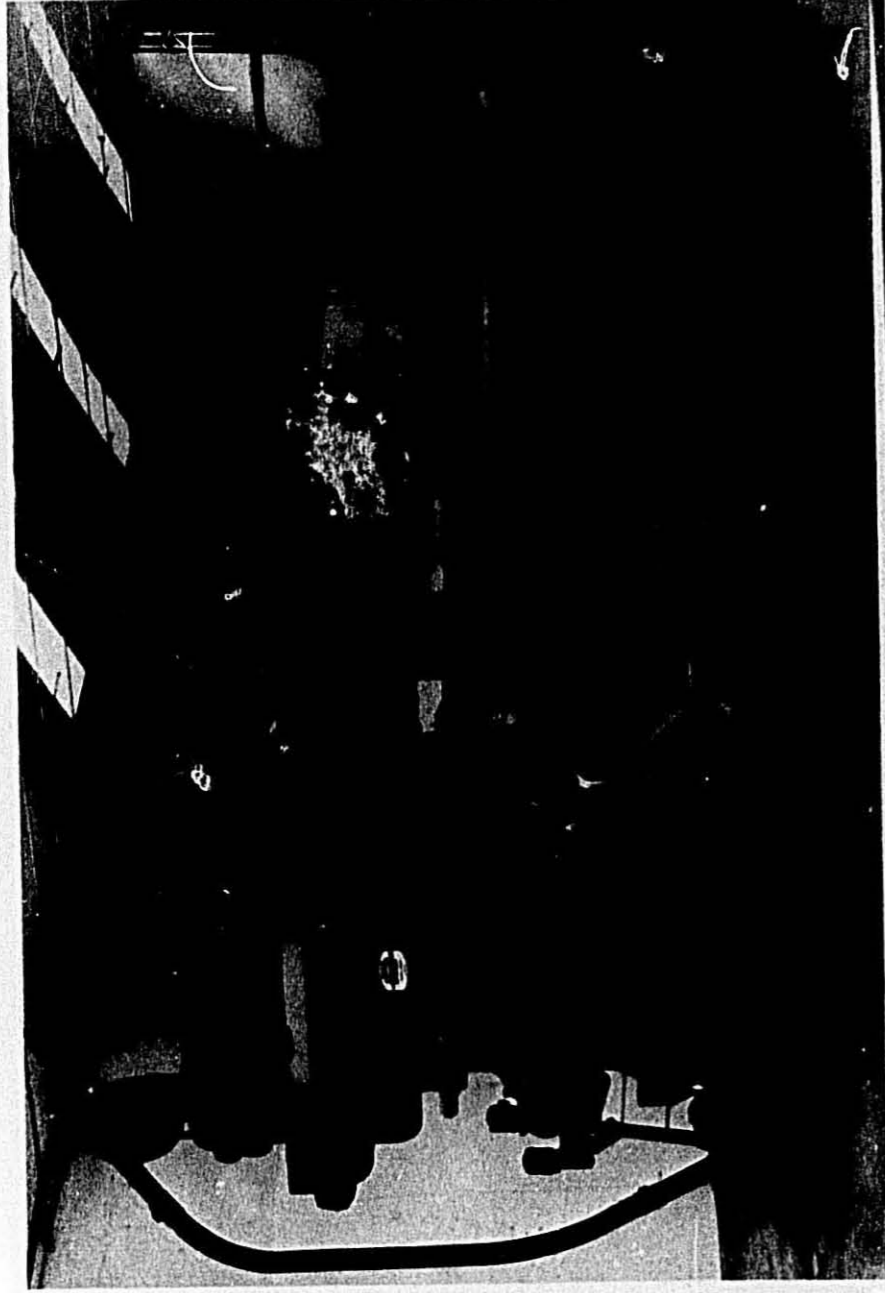
Rossotti Management Team, Rossotti Lithograph Corp., packaging producers with main offices in North Bergen, N.J., announced the formation of a new management team recently. Shown in photograph, they are from left to right (bottom row) Julius Besselman, Controller, Frank Prime, Eastern Divisional Manager, Charles C. Rossotti, Executive Vice President, Robert Van Galder, General Sales Manager, California Division, Bill Cox, Central Division Sales Manager. Rear Row: left to right Francis Farrissey, General Sales Service Manager, Albert Rossetto, Marketing Manager, Miriam Morris, Sales Promotion and Advertising Manager, Robert Abys, Director of Design and Quality Control, Jack Schoenberg, Plant Manager and Technical Director. Not shown in the photograph is John Swan, Northeastern Regional Sales Manager, whose headquarters is in Rochester, N.Y.

Rossotti is an old, established name in the carton and label industry. Recently they installed a six color press, the largest of its kind with a double feed and double delivery. Rossotti was known as an innovator in the use of appetite appeal, and was among the first to recognize the value of color on a package at a time when the package was thought of as nothing more than a container. Recently they acquired the Rossotti Econ-o-mate equipment line, a hot melt equipment series which pre-applies the adhesive so that the dewaxing odors are eliminated in the food manufacturer's plant. They also promoted the use of the Rossotti Clo-Seal carton construction, a sift-proof, infestation proof construction which has been tested by the U. S. Department of Agriculture and found to be considerably superior to other carton construction for combating these problems.



11-17 settembre 1965

imballaggio e confezionamento  
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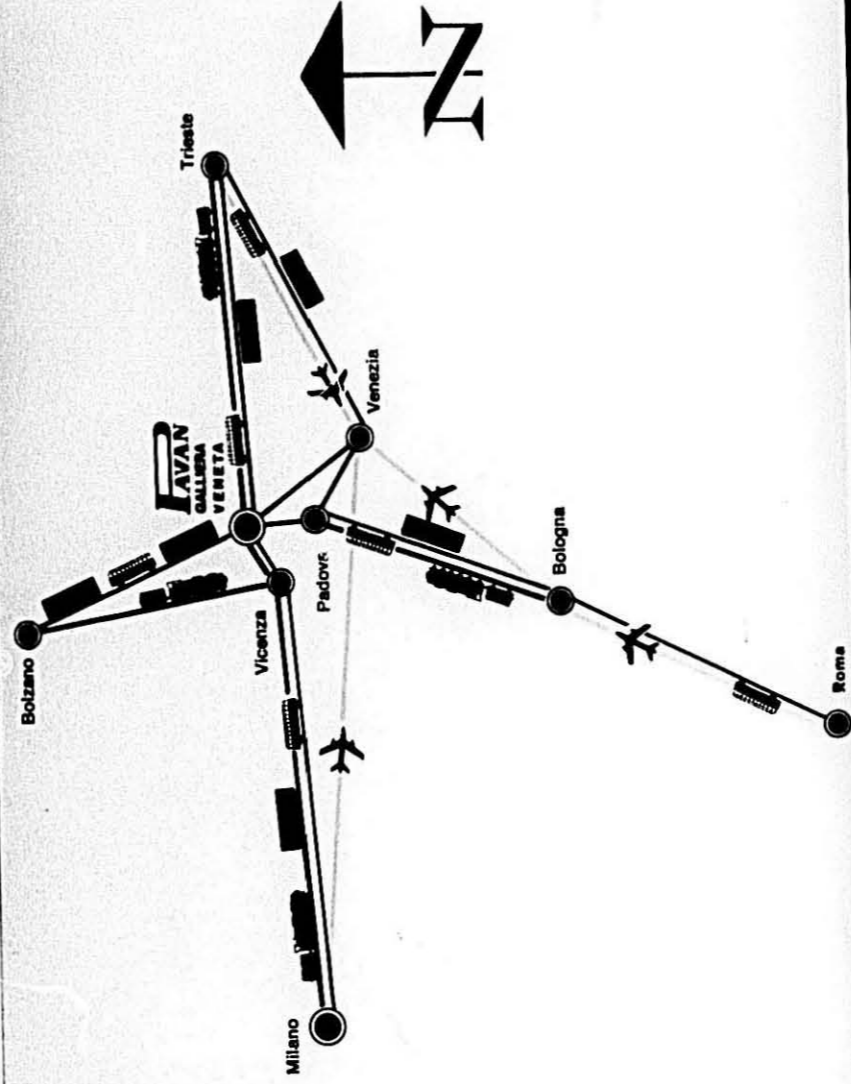


**A Press producing  
2200 lbs. per hour of  
long dry pasta!**

**The largest hourly  
production ever achi-  
eved up to now.**

**¡Una prensa de 1000  
kilos hora de pasta larga  
seca!**

**La mayor producción  
horaria alcanzada hasta  
ahora en el mundo.**



**imballaggio e confezionamento  
trasporti industriali interni  
macchine per industria alimentare**

## ATTENTION PLEASE!

Not in June anymore but in September the Macaroni Manufacturers are invited from all over the world to the great exhibition prepared for them from the 11<sup>th</sup> to the 17<sup>th</sup> September 1965.

The most important firms will exhibit what may be interesting for a modern development of the Macaroni Factories.

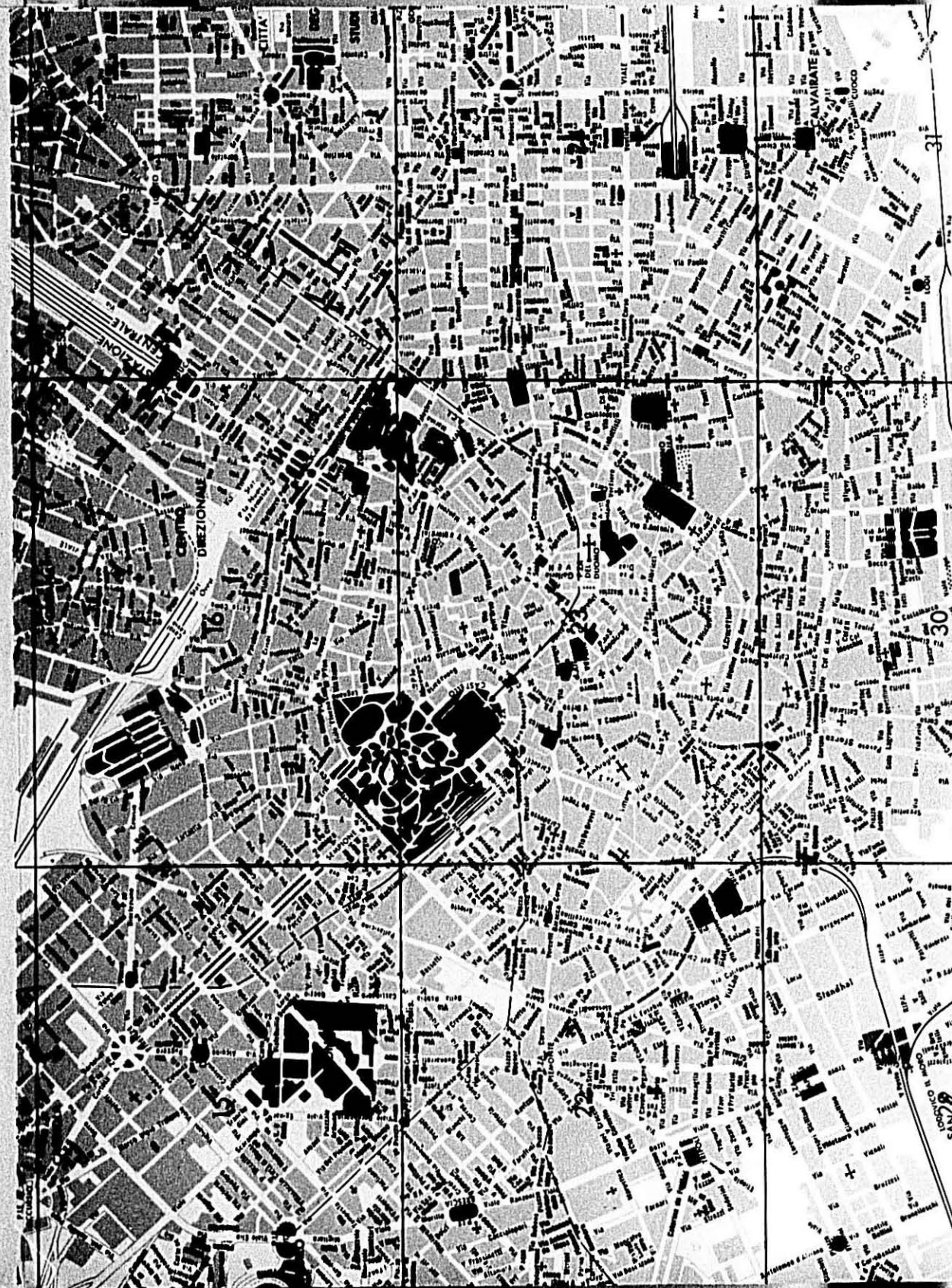
An occasion for useful comparisons and careful decisions.

## ¡ATENCIÓN!

Nunca más en Junio, sino en Septiembre, los Sres. Fabricantes de Pastas Alimenticias de todo el mundo están invitados a la gran Exposición preparada para ellos del 11 al 17 Septiembre 1965.

Las mejores casas constructoras expondrán todo aquello que más interesa al moderno desarrollo de las Fábricas de Pastas Alimenticias.

Una ocasión para útiles confrontaciones y para tomar decisiones verdaderamente cuidadosas y estudiadas.





# ipak 1965 ima

11<sup>th</sup> - 17<sup>th</sup> september

**Packaging**

**Material Handling**

**Equipment for the  
Food Industry**

**Embalaje y confeccion  
Transportes industriales  
interiores**

**Maquinas para la indu-  
stria alimenticia**

Milan 11th-17th september  
1965



## International Exhibition

**Packing and Packaging  
Mechanical Handling  
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IPACK-IMA • Milano (Italia) • Via G. G. Mora, 13

### Study Tour

The National Macaroni Manufacturers Association has announced that a study trip can be arranged following the international macaroni meeting to take place during the 4th edition of IPACK-IMA. This is the International Exhibition of Packing and Packaging, Food Processes Equipment, and Material Handling Machinery. The exhibition is scheduled for the Milan Fair Grounds, September 11-17.

#### Milan Meeting

On September 15 and 16, delegates from macaroni associations from all over Europe will meet in convention.

Group travel can be organized by the National Macaroni Manufacturers Association for a 21-day excursion leaving New York on Monday, September 13, in time to have delegates attend the convention and see the exhibits.

Following the meeting, visits will be planned to plants in the Milan area.

#### Visit Switzerland and Italy

Over the weekend of September 18, the group would fly to Zurich, Switzerland where the Buhler Brothers would arrange tours.

Returning to Italy on September 21, arrangements would be made to visit Barilla in Parma, Zamboni in Bologna,

Fava in Cento, and Braibanti installations at Corticella.

Thursday and Friday, September 23 and 24, would be spent in Florence before flying to Venice for the weekend.

The establishments of Pavan at Gallera Veneta would be visited on September 27.

From there the group would fly to Naples to visit plants there and in Salerno, with visits scheduled to Capri and Pompeii.

From Naples the group would go to Rome on the first of October for the weekend before returning to New York on an evening flight, October 4.

#### Last Call

Housing arrangements will be tight, so interested macaroni manufacturers are urged to contact the Association offices promptly.

### African Operation

Manji Biscuits of Nairobi, Kenya, is reported to have built a new factory costing 100,000 pounds to produce macaroni under license from Buitoni International of Italy.

### Raising Rotameter Reliability

A new, vertically connected metal-tube rotameter, the Straight-through

Vareameter, has just been released by Wallace & Tiernan Inc. It is available with easily interchangeable units for indication or pneumatic transmission.

Flow through the meter is directed into a fast-moving pattern which keeps the float and guides clean and functioning perfectly. To gain reliability, an extra long float magnet has been placed above the metering disc. It can't trap magnetic dirt under the disc to change float profile and cause errors in flow indication or signal transmission.

The Straight-through Varea-meter's magnetic coupling is foolproof. The float magnet can't lose the indicator magnet during a flow surge. No awkward float extensions project beyond the flanges. The 3-15 psi transmitter unit has a built-in indicator which operates independently of the transmitting mechanism.

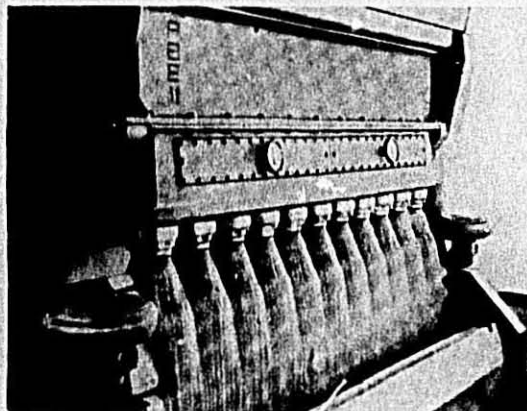
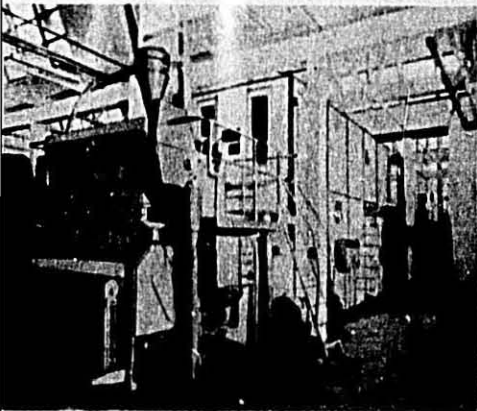
#### Different Sizes

The Straight-through Varea-meter is available in 1/2- to 2-inch sizes. Capacities are 1.1 to 180 gpm water and 4.7 to 613 scfm air. Indicating or transmitting accuracy is 2 per cent of full scale over a 10 to 1 range. Custom calibration to 1 per cent of full scale is available.

Literature describing the Straight-through Varea-meter is available from Wallace & Tiernan Inc., 25 Main Street, Belleville, N.J. 07109.

## New Methods for Long Goods Production

by Dr. Ing. Aldo Martinetti, Industrial Consultant, Milan.



New Essonice-Garbulo lines produce long goods through small vertical screws and utilize high frequency drying. A close-up shows a multi-head press.

Some Italian macaroni factories have been recently introduced methods of producing long goods which are fundamentally different from the old way. The new press is fundamentally different from traditional models in that it has a leading tube for the distribution of dough at the rectangular die. There is a number of small vertical screws each of which feeds a small or die or a rectangular extruder. The advantages of the new system include the following:

Greater regularity in output of the with consequent smaller quantities of trimmings which have to be discarded again. Rough mechanical handling of the product, due to the lack of the spreader, with improvement to color and quality of the product. Loading can be done on any desired stick length, so these presses reach very high production yields (up to 1,000 kg. per hour with 2.5 m. sticks).

### Drying Lines

Drying lines are characterized by important differing features: there is considerable reduction in drying times for the adoption of high frequency, resulting in a consequent saving of overall dimensions and

possibility of stopping production any time, without having to unload the tunnel while the macaroni operation takes place in the clockwise motion. The interruption of production on the week-end is thus greatly reduced and consequently the expensive silos which were developed to

solve this problem are rendered unnecessary.

All movements are mechanically synchronized through a speed change gear controlling the spreader also. Electrical impulses and consequent harmful stops of all mechanical units are therefore entirely eliminated.

The tunnel is made of various zones partitioned off from each other, in each of which it is possible to create the most desirable thermo-hygrometrical conditions. This ensures the drying of any size of goods whatsoever, including large sized goods with holes.

### High Frequency

With the adoption of high frequency drying mentioned above, it seems in order to highlight this process aimed at revolutionizing the drying techniques of macaroni production.

The first industrial results, which were reached long ago, showed reduction in the drying time of long goods to eleven to twelve hours and from five to six hours for short and coiled goods.

Among the advantages of this shortened drying time are the following:

A reduction in the length of the line containing high frequency, as compared with traditional lines. This results in lower investment in building or greater utilization of existing space.

### Conversion Possible

In the case of the existing traditional lines, it is possible to convert them with a subsequent increase in the productive efficiency of the units. The presses certainly should be replaced.

Greater production flexibility is possible with more facility in changing sizes and shapes.

There is higher drying safety with elimination of dangers of acidity and mold.

There is better conservation of color in the dried product.

The macaroni so dried cooks better. There is less sedimentation.

This range of industrial and technological advantages undoubtedly makes the adoption of the new drying system highly convenient to any macaroni factory.

### Long Goods Wrapper

Dr. Giovanni Coppa-Zuccari of Rome reports that Gariboldo Ricciarelli Company of Pistoia has introduced a machine to pack long products, such as spaghetti and bread sticks, on a continuous automatic process.

The machine, called Cello-o-pack "L", uses cellophane, polyethylene, aluminum foil, or coated papers.

As the roll of film unfolds, it flows through a tube shaper. The bottom is cut and sealed as the longitudinal seal is made. The bag is then filled with the product and cut, making the bottom seal for the next bag being formed.

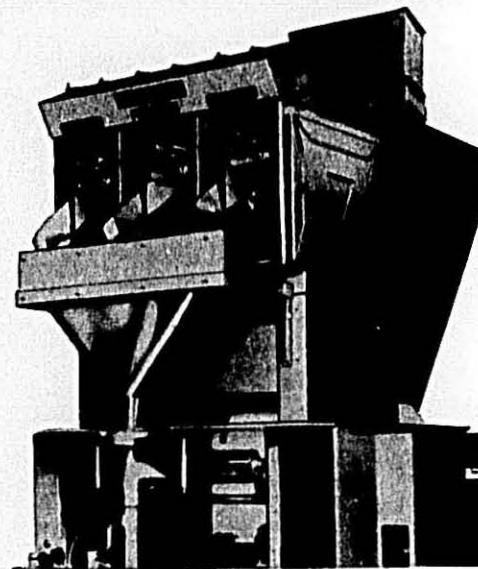
All moving parts of the machine are hydraulically operated and controlled, including the back-and-forth movement of the sealing jaws.

Bag dimensions range in size from 2½ inches to 5½ inches in width and from 6 to 14 inches in length. Changeovers are fast and simple.

Production rate is approximately 30 bags per minute, depending upon the material and the size of the bags.

The Cello-o-pack "L" can be coupled to one or two semi-automatic or fully-automatic scales.

# Net weighing will never be the same again - not since FLEXITRON!

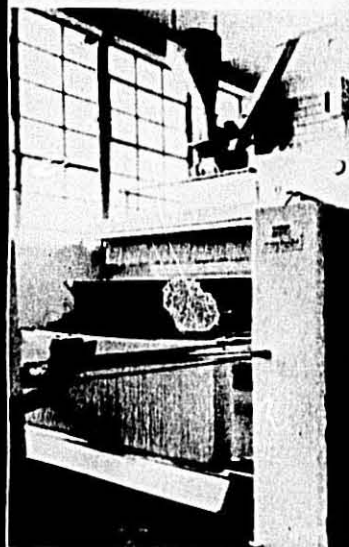


Triangle's new Flexitron Net Weighing System is faster, more accurate, and much more consistent than all others. Flexitron has no moving parts that can cause friction or distortion. Response time and signal sensing accuracy are greatly improved. New easy-to-reach controls precisely adjust bulk and final weight while machine is running. Even the vibrating trays have been redesigned to provide more consistent, uniform feed rate. You'll be hearing much about Triangle's Flexitron scale, because it's the first to combine a short balanced beam with flexures and a differential transformer. This means you get the same consistent efficiency and accuracy—year after year after year. To see a demonstration of the new Flexitron scale, write Triangle.



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**SANITATION**

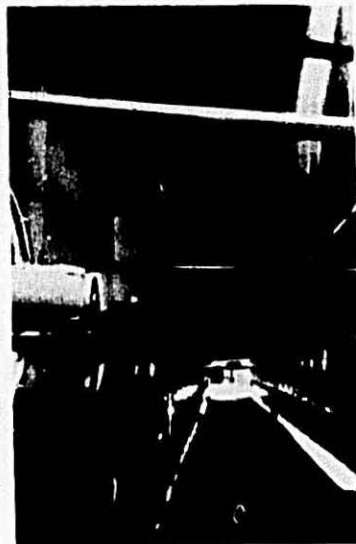
The Demaco finish dryer and accumulator when empty is completely open for cleaning. Every part is accessible and within easy reach for vacuum cleaning or washing down. You can walk through the dryer—no other dryer on the market has this advantage. The dryer has its own floor raised off the building floor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

**2**

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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.

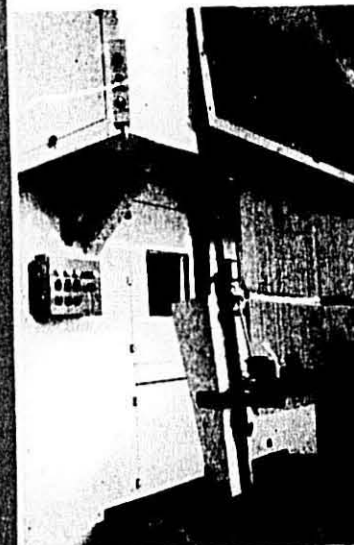
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Now Demaco offers Continuous Lines for production of 900 to 1500 lbs. per hour.

## WAY BACK WHEN

### 40 Years Ago

• Leading railroads offered special reduced rates for all macaroni manufacturers and representatives attending the Atlantic City annual meeting. The special Certificate Plan allowed conventioners to make their return railroad trip at one-half the regular one-way fare.

• The activities of trade associations were upheld in two separate cases involving the cement manufacturers association and the fur dressers and dryers association. Commenting on the decisions, Arthur Brisbane, syndicated columnist, said:

"The Supreme Court decides that the trade association method of cooperating, within great industries, is not a violation of the antitrust law. That's a most important and very wise decision, but it will cause roars and heart pains in certain circles. It means that the heads of great industries can agree on prices to be paid by the public.

"It will be said that the decision will open the door to extortionate price fixing, and there is no doubt that it will facilitate excesses if manufacturers are foolish enough to indulge in them. But that can be attended to when the time comes. Meanwhile, prices will be stable, wages can be made fair, without giving the mean employer an unfair advantage. And the business should go to the best goods and the best salesmen."

### 30 Years Ago

• The National Recovery Act was declared unconstitutional by the Supreme Court decision of May 27, 1935, rendering illegal the fundamental principles establishing minimum wages, maximum hours and the right of self-regulation under government supervision.

• "After the Code, What?" asked the June editorial. It then goes on to say that an honest, determined cooperative effort should be made to find ways of retaining all the beneficial features of the macaroni industry's self-government.

• A processing tax of approximately \$1.38 a barrel of semolina or flour used in macaroni manufacturing was paid indirectly by each macaroni manufacturer. It was imposed in such a way that the tax was reflected in the price charged for the raw material. The Macaroni Journal pointed out that, in effect, it was a sales tax upon the necessities of life, the proceeds of which were passed along to the farmers because they were not making the money they thought they should.

### 20 Years Ago

• Enrichment of macaroni and noodle products were approved by the Food and Drug Administration. Under the order, enrichment of all macaroni products, whatever the size or shape, including all noodle products, egg noodle products, egg noodle products and egg macaroni products, was not mandatory, but permission was granted to those who wished to enrich. The enrichment proposal did not include whole wheat macaroni products, wheat and soya products, milk macaroni products or vegetable macaroni products.

• The Food and Drug Administration refused to prescribe a definition of Standards of Identity for gluten macaroni products, believing that it would not be beneficial to the consumer.

• "Price Relief or Price Release" was the plea of the NMMA Committee appointed by President C. W. Wolfe conferring with Government officials. The committee sought relief, not only in a larger assignment of raw materials in a market situation made tense by government buying for export, but also in higher price ceilings to cover increased production costs. Five months of inaction by the Government irked Association committee members.

### 10 Years Ago

• Merchandising meetings held in Chicago and New Orleans heard of publicity placements obtained for macaroni, spaghetti and egg noodles from Ted Silla. Related item tie-ins running since the first of the year, reported by Secretary Bob Green, were Tuna-Macaroni Bake with the Pet Milk Company, the Swanson Chicken a la Queen promotion with money-back coupon deal, Monterey Spaghetti with the Olive Advisory Board, and Nut Crust Macaroni with the California Almond Growers.

• "Easy Summer Serving" was the headline calling attention to the macaroni-noodle and canned meat promotion the last two weeks in June. Brochures announcing the campaign stated that "here was a sure cure for that hot weather slump." Drop-in mats were offered by the National Macaroni Institute.

• Tests that reveal flour quality for flour used in the production of macaroni and noodle products were explained by Earl V. Hetherington of General Mills, Inc. They included color, protein, mineral, moisture, granulation, specks, grit, insect fragments, and cooking.

• Experiments reported by James J. Winston on the use of Huron gum glu-

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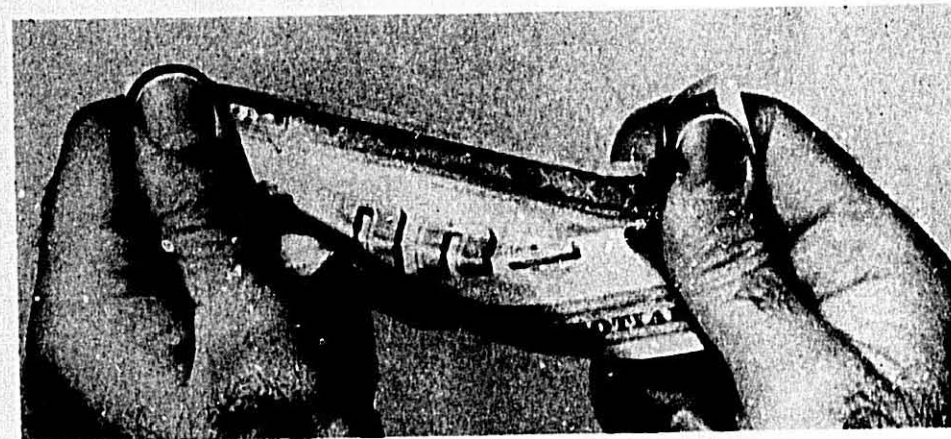
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ten in macaroni products showed that up to a level of 12 per cent protein obtained by the use of gum gluten, there was no reduction in color score. However, raising the protein content above 12 per cent by means of gum gluten reduced the percentage of yellow and increased the brown. A macaroni product should have a maximum of yellow and a minimum of brown.

• A new, effective macaroni merchandising display system was introduced by Skinner Macaroni Company, Omaha. It was made up of three pieces: shelf dividers to prevent mixing of the various cuts; product identification strips; and an Italian style spaghetti bin.

## Does it REALLY Pay to Stretch it?



Of course. No businessman worth his monthly stipend denies that it's smart economics to get the most out of every dollar spent. But like all things, it's not only what you do, but how you do it. Get the most out of every dollar, sure, but be careful not to stretch so far that you forget what you're buying in the first place.

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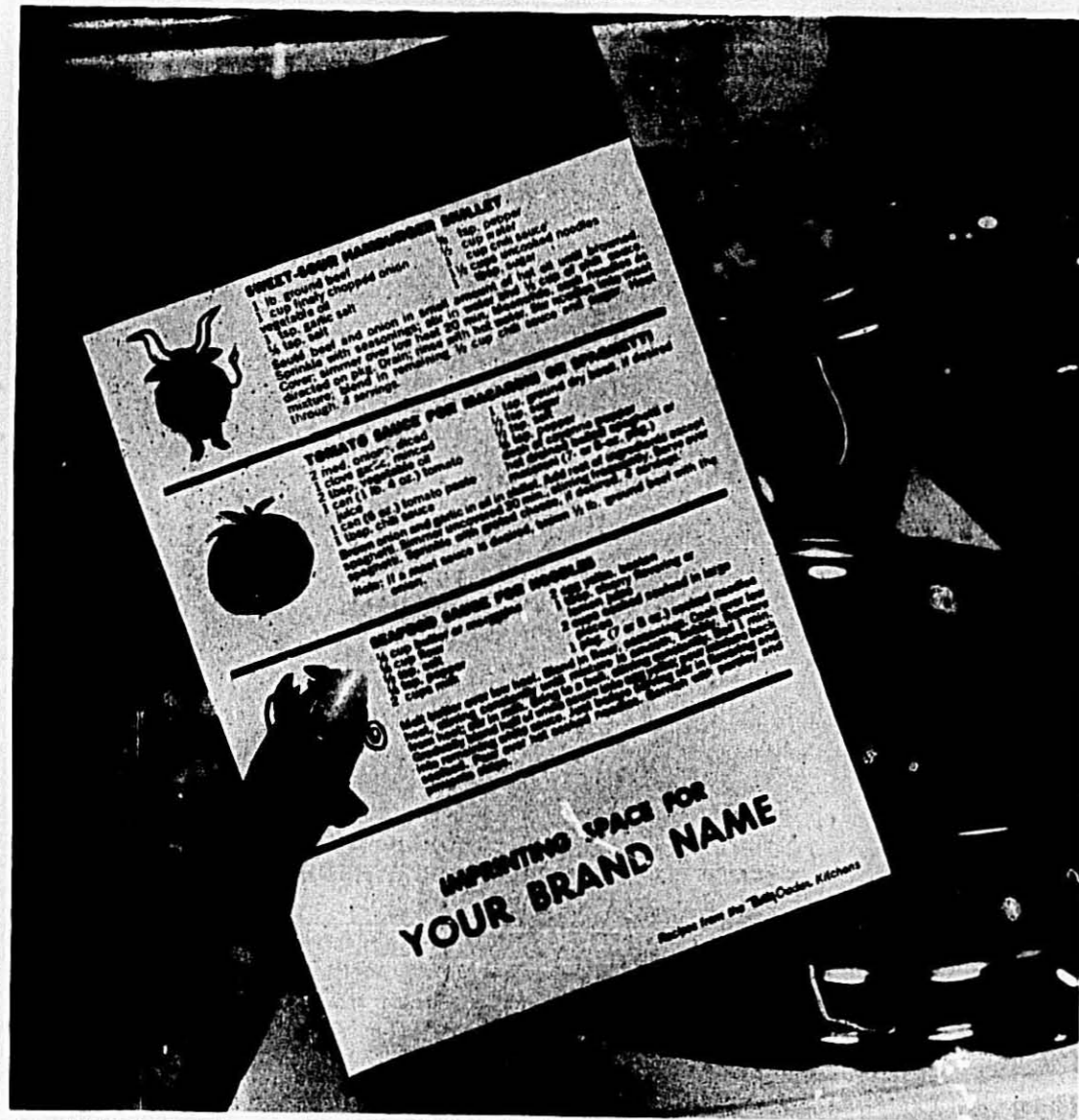


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**THE  
MACARONI  
JOURNAL**

**Volume 47  
No. 2**

**June, 1965**

# The Macaroni Journal

June  
1965  
Vol. 47  
No. 2

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JUNE, 1965

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## Cover Photo

Macaroni makes for easy summer serving and great for calorie counters, too. See recipe for Slim Jane Macaroni and Cheese on page 32. Recipes for Lasagna, International Favorite, on pages 33 and 34.

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

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Second-class postage paid at Appleton, Wisconsin.

## WHEAT MEETINGS

A **SIZABLE** step has been taken toward a broad-based program to promote increased consumption of wheat food products. A strong "community of interest" in such a possible program was shown by macaroni bakers, flour millers, wheat growers and others, meeting in Washington February 9 with the U.S. Department of Agriculture.

A temporary "Organization Development Committee" was appointed and held its first meeting in Washington on March 2. Members of the committee include:

**For Bakers:** E. William Ohlin, president, Associated Retail Bakers of America; Albert S. Schmidt, chairman, Board of Directors, American Bakers Association.

**For Wheat Growers:** Kenneth Kendrick, executive vice president, National Association of Wheat Growers; Howard L. Morton, director, Wheat Utilization Research, Great Plains Wheat, Inc.

**For Millers:** Alfred B. Backman, chairman, Board of Directors, Millers' National Federation; W. A. Lohman, Jr., vice president, Director of Customer and Trade Relations, Flour Division, General Mills, Inc.; Howard Lampman, director, Wheat Flour Institute, Durum Wheat Institute, Self-Rising Flour and Corn Meal Program, Inc.

**For Macaroni Interests:** Walter Villame, Member, Durum Advisory Committee and the National Macaroni Manufacturers Association; Alvin Kenner, president, United States Durum Growers Association, Leeds, North Dakota.

### In Washington

On April 20, some 70 representatives of the wheat and wheat products industries met under the auspices of the Department of Agriculture to review proposed articles of incorporation for a Wheat and Wheat Products Foundation. The three segments of the industry, namely—producers, millers, and end product users (which generally are referred to as "bakers," although it includes pretzel benders and macaroni manufacturers), were also supposed to submit nominations for a governing board of directors for an interim organization that will consider incorporation and financing. To date, financing has not been discussed, and many of the groups represented stated it would be impossible to get a commitment from their organizations until it was known how much money would be raised and what it would be spent for.

Because there are some 23 to 25 producer organizations, it has been recom-

mended that each of the three segments of the industry have, roughly, 25 representatives. Under this formula, the macaroni industry would be represented by two—Al Ravarin of the National Macaroni Institute Committee, and Walter Villame of the Durum Industry Advisory Committee, have volunteered to attend the next general meeting to be held in Chicago at the American Bakers Institute on June 1.

### Pro Tem Program

A program of proposed research on the contribution of wheat foods in human nutrition was presented at a dinner meeting at the Washington Hilton hotel, April 20, by the Pro Tem Committee on Human Nutrition Research. George Mehren, Assistant Secretary of Agriculture, greeted the group and urged them to combine their efforts to do basic research and promote wheat and wheat food products.

Dr. Olaf Mickelsen, Professor of Nutrition, Michigan State University, addressed the group on, "Wheat as a Source of Protein—A Challenge." Dr. Mickelsen recently completed a study in which 12 male students were placed on a diet of mainly bread for 50 days. Preliminary observations from this study suggest that young men can be maintained in nitrogen balance, good health, and good physical condition for the 50 day period, when they received a diet in which 95 per cent of their protein was provided from white flour or wheat products.

### Research Outline

Dr. D. Mark Hegsted, Professor, Department of Nutrition, Harvard University, gave an outline of needed research exploring the use and value of wheat products in human nutrition.

- I. Nutritional Contributions of Wheat Foods
  - A. In Nutrients
    1. Carbohydrate
    2. Protein
    3. Lipids
    4. Minerals
    5. Vitamins
  - B. In Special Human Conditions
    1. Malnutrition
    2. Athlete's diet
    3. Obesity
    4. Dental Caries
    5. Anemia
    6. Degenerative Diseases
    7. Gastroenterological Conditions
      - a. Ulcers
      - b. Celiac Syndrome
    8. Pregnancy and Lactation

9. Exposure to Infection
  10. Convalescence
- II. General Considerations of Research
    - A. Types of Study
      1. Human Clinical
      2. Epidemiological
      3. Animal
    - B. Types of Wheat Foods
    - C. Production and Processing

The presentation was the culmination of five years of work. Members of the Pro Tem Committee on Human Nutrition Research represent every segment of the wheat and allied industries plus members of the scientific community devoted to nutrition research.

### Committee Members

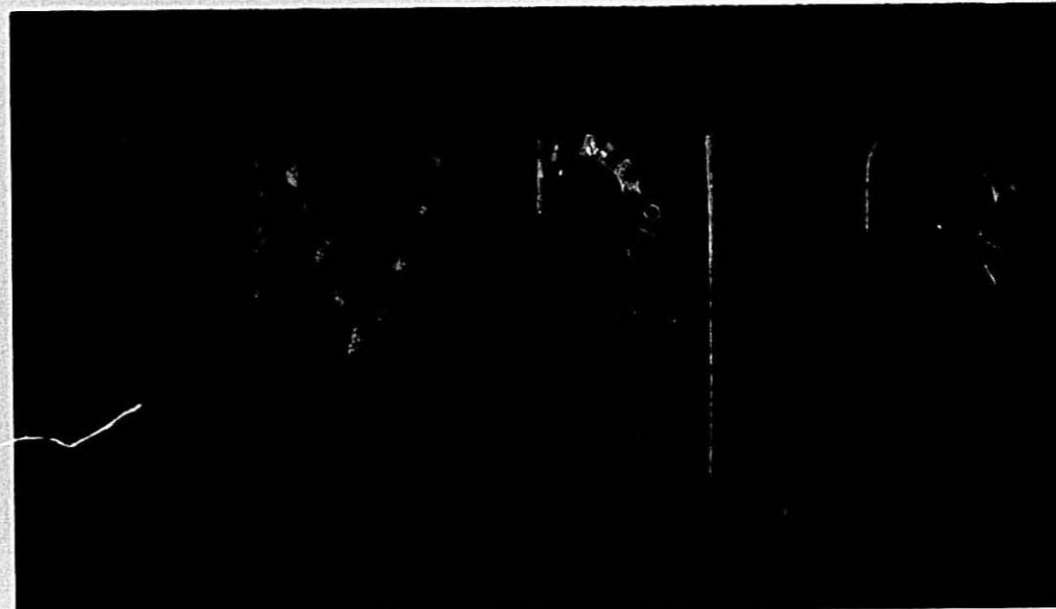
Members of the Pro Tem Committee are: Dr. C. E. Barthel, Jr., executive director, The Research Foundation of Kansas; Mr. Joseph Berkely, public relations counsel, Kansas Wheat Commission; Mr. Gordon P. Boals, director, Export Programs, Millers' National Federation; Dr. William B. Bradley, president, American Institute of Baking; Mr. David A. McCulloch, executive secretary, Bulgur Associates, Inc.

Mr. Robert M. Green, executive director, The National Macaroni Institute; Dr. D. Mark Hegsted, professor, Department of Nutrition, Harvard University, School of Public Health; Mr. Robert Huffman, member, North Dakota State Wheat Commission; Mr. H. Howard Lampman, executive director, Wheat Flour Institute; Dr. Ruth M. Leverton, assistant administrator, Agricultural Research Service, U.S. Department of Agriculture; Mr. F. H. Mewhinney, Washington representative, Millers' National Federation; Mr. Howard Morton, director, Committee on Utilization, Great Plains Wheat, Inc.

Dr. James W. Pence, chief, Cereals Laboratory, Western Regional Research Laboratory, U.S. Department of Agriculture; Dr. Fredus N. Peters, Jr., Food and Nutrition Board; Dr. J. Richard Stockton, director of research, The Pillsbury Company; Dr. Betty J. Sullivan, vice president, research, Peavey Company Flour Mills; Dr. LeRoy Voris, executive secretary, National Research Council, Food and Nutrition Board; Mr. Harold West, administrator, Idaho Wheat Commission.

### Dinner Sponsors

The dinner meeting was financed jointly by American Bakers Association, Great Plains Wheat, Inc., National Macaroni Institute and Wheat Flour Institute.



## TO INSURE QUALITY IN ANY MACARONI PRODUCT, ALWAYS SPECIFY AMBER

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

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

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

We are prepared to meet *your* orders — prepared to ship every order when promised. And because of our rigid laboratory controls, highly skilled milling personnel and modern milling methods, you can be *sure* of consistent Amber quality. Be sure—specify AMBER.



### AMBER MILLING DIVISION

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

TELEPHONE: Midway 6-9433





## The North Dakota Wheat Commission

Established in 1959, the job of the North Dakota State Wheat Commission is to promote wheat. It is financed by wheat growers and administered by them.

For over three years, the Commission has spearheaded efforts to lower rail rates for export from the Dakotas to the West Coast. This has finally started to pay off. Trial lots of 90,000 bushels of Hard Red Spring Wheat as well as a trial supply of durum have been ordered by Japan for evaluation.

Lower transportation costs can put North Dakota producers solidly in the rich export market to such countries as Japan and the Philippines. Their best avenue to the U.S. is the Pacific Ocean. Any big amounts of wheat we sell must be in competitive export position on the West Coast.

The new 95-cent rate still doesn't make wheat very competitive off the West Coast, but the Wheat Commission figures it's a foot in the door. They have had to marshal support in their push for lower freight rates. The North Dakota Public Service Commission has helped from the beginning.

It is felt that Dakota hard wheats have a potential export outlet off the West Coast of at least 10 to 15,000,000 bushels a year. A competitive freight rate geared to this market should trigger the sales.

### Research—With a Mission

The Wheat Commission acts as a sort of foundation (endowed by North Dakota wheat producers) looking for worthy causes to contribute to, such as research at North Dakota State University. The University agricultural economics department received \$8,000 the last fiscal year, using part of it to assemble marketing facts of great help to the Commission's case for lower freight rates.

The University Extension Service and Experiment Station have conducted surveys of wheat quality in North Dakota farm bins and country elevators for every crop since 1961. This had never been done before.

The \$10,000 the Commission granted the University agronomy department last year supports studies on developing hard red spring and durum wheat with better milling and baking properties.

Actual study of milling and baking is done by the North Dakota State University cereal technology department, which received \$8,000 from the Commission last year. They are perfecting a new way to measure how much durum and how much other wheats might



Paul Abrahamson, Commissioner, North Dakota State Wheat Commission.

be in such products as spaghetti and macaroni.

### Great Plains Wheat, Inc.

Working directly at developing overseas wheat markets is Great Plains Wheat, Inc.

Two ideas fuel the efforts of this organization:

1. There is great potential for more export sales of wheat.
2. There is need for a producer organization to promote exclusively U.S. wheat to back up companies which make the actual sales.

Until recently the government prevented commercial firms from engaging in advance pricing for future delivery, a very useful sales tool. This restriction was lifted.

The North Dakota Wheat Commission hosts an endless procession of foreign trade teams through the state. They get a firsthand look at production, marketing processing and research. More than once, a country has ordered hard wheats just after its trade team returned.

We have trade teams, too. Last year a group went to Europe to assess potential of U.S. durum sales there. They found kernel size of our durum is smaller than important domestic varieties in Europe and in export-compelling nations of Canada, Argentina, and Australia. European millers are reluctant to reset the breaker rolls for our smaller durum. Besides, the plumper kernels give them a higher flour yield.

### Wheat Grades

The Commission has been up to its neck in the controversy around adoption of the recently revised wheat grade standards by the U. S. Department of Agriculture. The grades were tightened to allow for less unmillable material and damaged and contrasting kernels in the upper grade ranges. The changes were directed to improve our competitive position in world dollar markets. Wheat coming off North Dakota farms

can meet the new standards without too much trouble.

The changes also provide a greater range of described grades to choose from, and will better reward the producer who maintains quality on his farm.

The Commission spends a lot of its time promoting the state's wheat industry here at home, not only to North Dakotans but the rest of the nation. In addition to leaflets, displays and other education work, it sponsored the film, "Durum — The Standard of Quality," and distributes it in cooperation with the Durum Wheat Institute and the National Macaroni Institute.

### Durum Planting Delayed

Durum planting was held up by a cold, wet spring.

Floods in the Minneapolis-St. Paul area crested at Easter season and slowed up shipments from the mills. With all but one railroad line under water, shipping was badly disrupted.

North Dakota Weather and Crop Report stated floods extended up through the Red River Valley. Subsoil moisture was good generally, except in some areas of central North Dakota and South Dakota. With frost in the ground, field work was not expected to be general throughout the area until after the first of May.

While moisture reserves are good, they will not produce bountiful fall harvests unless there are timely rains during the growing season.

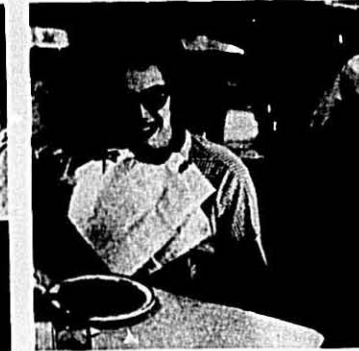
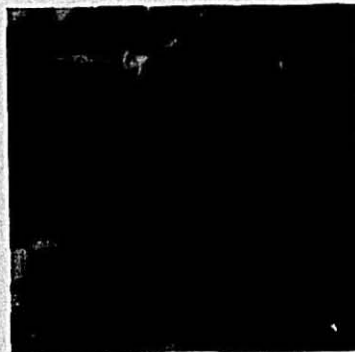
### Macaroni Sales Good

The macaroni business enjoyed good business during the first quarter, with plenty of publicity, promotions, and Easter later than a year ago.

There was a modest filling out of semolina coverage through June, but buyers watched developments and awaited announcements of durum premiums, if any, over spring wheat in the loan program.

No. 1 Hard Amber Durum was mostly steady through the month of April, ranging from \$1.53-1.75.

The Commodity Credit Corporation was active in making offers for export. By the end of the first three quarters of the crop year, 2,957,000 bushels of durum had been exported, compared with 14,684,000 bushels the previous year. The best customer was France, with 1,716,000 bushels. The Netherlands took 987,000 bushels; Venezuela 167,000; the United Kingdom 66,000; Japan was sold a trial lot of 21,000 bushels. Ray Wentzel, of Doughboy Industries, and Dr. Kenneth A. Gilles of the Cereal Technology Department of the North Dakota State University will show the Japanese how to mill this wheat for the growing noodle market.



**The cafeteria and school market will grow and grow and grow for you**  
[if you feed it its own special kind of spaghetti]

MYVAPLEX Type 600 Concentrated Glycerol Monostearate is all it takes. The addition of 1.5% to your regular product keeps it just as appetizing in the steam table as it is moments out of the boiling water in the home. Food service managers can make sure they won't run out, yet be protected against waste.

So schools, hospitals, industrial plants, and other volume feeding establishments can serve spaghetti much more often than they do now. Your market broadens.

MYVAPLEX Concentrate has no effect on flavor. And it meets

the requirements of U. S. Food and Drug Definitions and Standards of Identity for Macaroni and Noodle Products, as amended.

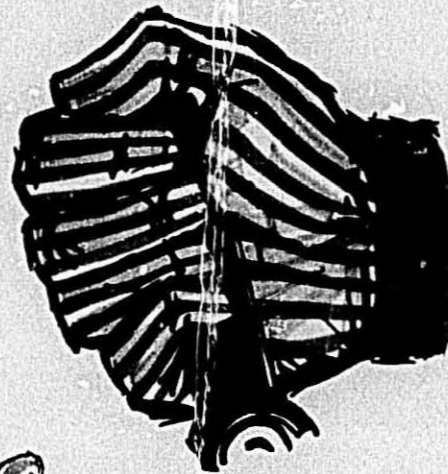
To find out more about the advantages and economic effects of MYVAPLEX Concentrated Glycerol Monostearate, get in touch with Distillation Products Industries, Rochester, N. Y. 14603. Sales offices: New York and Chicago • Distributors: West Coast—W. M. Gillies, Inc.; in Canada—Distillation Products Industries Division of Canadian Kodak Sales Limited, Toronto.



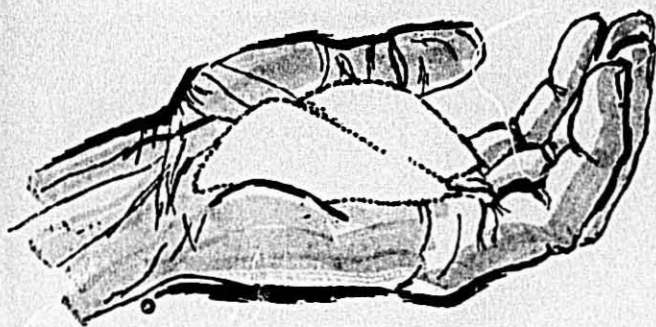
Distillation Products Industries is a division of Eastman Kodak Company



*The best durum...*



*plus the best milling...*



*makes the best durum products*

**REMEMBER THESE NAMES**

DURAKOTA  
# 1 SEMOLINA

PERFECTO  
DURUM GRANULAR

EXCELLO FANCY DURUM  
PATENT FLOUR



*North Dakota Mill and Elevator*

GRAND FORGE, NORTH DAKOTA PH. 772-4641



DURUM DIVISION

**Research at North Dakota State University**

Ten years ago 15-B rust required a crash program of plant breeding supported by findings in cereal technology to develop rust-resistant strains of durum. This effort was aided by the lobbying of the Crop Quality Council for funds and facilities for researchers in the Extension Service and on the University faculty. NMMA has given financial support to that organization and that work for the past ten years.

A couple of years ago a fellowship was established at the Cereal Technology Department of the North Dakota State University, to do basic research. Present studies center around the fractionation of semolina and to major components: starch, gluten, water soluble materials, and sludge, to determine the effect of each of these on macaroni quality.

**Advisory Committee**

At an Industry Advisory Committee Meeting April 13 in Fargo, Dr. Kenneth A. Gilles, head of the department, reviewed the past year's activities. Other reports presented were:

Effect of Spring Settings and Absorption on Mixograms for Measuring Dough Characteristics by W. C. Shuey.  
Computer Evaluation and Machine Listing of Wheat Quality Data by L. D. Sibbitt.

Wheat Starches. Comparison of Physicochemical Properties and Determination of Starch Damage by Rate of Iodine Absorption by D. G. Medcalf.

Studies on the Purity of Semolina and Semolina Products by V. L. Youngs.

The Effects of Glycerides on Macaroni by C. E. McDonald.

An Automatic Laboratory Drier for Macaroni Products by K. A. Gilles.

A. G. Hazen, director of the Agricultural Experiment Station discussed the "Importance of Agricultural Research" at luncheon, and following luncheon committee views were sought on the role of cereal technology in assisting the macaroni industry.

**1964 Quality Factors**

The rust resistance of the principal durum varieties, Wells and Lakota, meant more than \$100,000,000 to crop producers and the North Dakota economy in 1964. North Dakota produced more than 52,000,000 bushels of the 61,000,000 bushel 1964 United States durum crop.

An expanded durum research program at North Dakota State University,



Dr. Kenneth A. Gilles

coupled with winter seed increases, provided growers with protection against heavy rust losses as the acreage of Wells and Lakota increased.

On the average, the 1964 durum crop appears to be of good marketing quality. The test weight, hectoliter weight, 1,000 kernel weight, semolina yield, and macaroni color are all higher than the 1963 crop. Semolina ash content and semolina specks per 10 square inches, although higher than the 1963 crop, are within limits for experimentally produced semolina.

Physical dough characteristics, wheat and semolina protein contents and macaroni processing absorption are quite similar to the 1963 crop. The color of the processed macaroni is excellent.

The Cereal Technology Department of the North Dakota Agricultural Experiment Station, according to a statistical plan devised to reflect the area of durum production, tested 448 samples; 49 per cent were taken from farms and 51 per cent from elevator bins. The samples were evaluated for dockage, test weight, moisture and protein content.

**Wheat Tests**

The test weight of this year's crop ranged from 58.5 to 60.2 with an average of 59.5 pounds per bushel. The hectoliter weight ranged from 77.7 to 80.0 with an average of 79.1 kilograms per hectoliter. Weight per 1,000 kernels was quite uniform and averaged 28.4 grams. As for kernel size, the tests showed a range of material passing through the sieve from 5.8 to 9.0 per cent with an average of 7.4 per cent.

The samples graded No. 1 and No. 2 Hard Amber Durum, with an average of No. 2 Hard Amber Durum. The vitreous kernel content ranged from 78 to 96 per cent with an average of 88 per cent. The protein content averaged 13.8 per cent which was about the same as last year's crop (13.9 per cent).

**Semolina Tests**

The tests showed that the semolina yield, ash content, protein content, wet gluten and diastatic activity are at acceptable levels. Semolina speck count is a little higher than last year's crop but this is probably explained by a lower percentage of vitreous kernels and a slightly modified milling technique.

Absorption is quite uniform, with the exception of grain from areas that received the heavy rains during harvest. The mixing times, as determined by the Farinograph, were quite similar and about average for good quality durum wheat. The over-all farinogram classification was the same for all composites.

The processing absorption averaged 28.6 per cent and showed a range of 1.2 per cent. The color of the macaroni on the average was excellent.

The percentage of the crop falling into the various grades using the official revised grain standards of the United States is 6 per cent in No. 1 Hard Amber Durum; 37 per cent in No. 2 Hard Amber Durum; and 30 per cent in No. 3 Hard Amber Durum.

**New Freight Rates**

New freight rates on spring wheat moving west from North Dakota points for export will become effective in June—the cuts bring rates ranging from 88 cents in the west to 70 cents in eastern North Dakota, say officials of the Great Northern, Northern Pacific and Milwaukee railroads—the present export rate of 95 cents was granted a year ago. Paul E. R. Abrahamson, administrator, North Dakota Wheat Commission, while expressing the view that the rate cuts are enough to get wheat moving, indicated the Commission was somewhat disappointed that the approved, or "inverse" rate plan, of the rails was granted instead of the "Dakota-Montana producer proposal" for rates ranging from 75 cents to 80 cents west to east filed by 13 organizations in North Dakota, South Dakota and Montana.

**Durum Stocks**

Durum stocks on farms as of April 1 was reported at 38,806,000 bushels by the Department of Agriculture compared with 10,824,000 a year ago.

35,800,000 bushels of wheat were used on farms for feed this year.



#### Soup Mix Distribution

Scripps-Howard newspapers in a dozen markets have issued a joint report on distribution of dehydrated soups, including mixes and bouillon. The twelve were Albuquerque, El Paso, Fort Worth, Denver, Memphis, Knoxville, Indianapolis, Evansville, Cincinnati, Cleveland, Pittsburgh and New York City.

Campbell's Red Kettle, Knorr-Swiss, Lipton and Wyler were reported having distribution in all twelve markets. Herb-Ox was in all cities but Denver.

Mrs. Grass was reported in all markets but El Paso, Knoxville and Memphis. Maggi was not sold in the markets of Indianapolis, Cincinnati and Cleveland. Wilson's B V also missed Indianapolis, Cincinnati and Evansville, as well as New York.

G. Washington was found in half of the cities: New York, Pittsburgh, Cleveland, Cincinnati, Knoxville and Albuquerque.

Brands found in three or four markets included Armour, Carmel Kosher, Cellu Bouillon, Croyden House, De-Loeks, Goodman, Liebig, MHT, Manischewitz, Nestle, Ronco, Steero, Striet's, Telma.

#### Campbell Coupon

The Campbell Soup Company is offering consumers coupons in newspapers worth eight cents toward the purchase of any can of Red Kettle Soup Mix. The grocer receives two cents for handling. Offer is good for any of the seven kinds of Red Kettle Soup Mix Campbell makes: noodle, chicken noodle, onion, vegetable, beef, beef noodle, potato.

Advertised as the only soup mix that comes in cans, Campbell claims that moisture and air are sealed out; and in minutes you cook up a delicious soup.

#### Campbell Cookbook

A two-month Cooking With Soup promotion, including a cookbook of that name, has been launched by Campbell Soup Co., Camden, New Jersey. The cookbook, retailing for \$1, contains 600 recipes using six of the company's soups.

The promotion will permit retailers to tie in sales of the book with the six

soups and related items used in the recipes. In-store displays and mention in Campbell's regular magazine and television advertising will highlight the promotion.

#### Happy Soups

H. J. Heinz Co., Pittsburgh, is test marketing four soups designed for children in Omaha, Nebraska; Wichita, Kansas; and the Troy-Albany-Schenectady, New York area. The soups, sold under a Happy Soup label, are Mickey Mouse cream of tomato, Donald Duck vegetable, Goofy cream of chicken and Pluto chicken noodle. Each soup utilizes the Walt Disney character in its name with drawings on the label and with egg noodle cutouts in the soup. Other novelty noodles are also included. The Disney characters will also be used in television commercials.

The products are said to have more nutritional value and to be sweeter and less spicy than other soups. Retail price is about two for 29 cents for a 10½ ounce can of the tomato and about 21 cents for the same size of the others. In making the soups the company suggests using only water, not milk, on a one to one basis. Puzzles for children are printed on the inside of the labels.

#### Lipton Records

New records in net earnings and sales were announced by W. Gardner Barker, President, Thomas J. Lipton, Inc. In the Lipton annual report, Mr. Barker reported a 21 per cent increase in net earnings and six per cent in sales over the previous year—thus recording the 31st consecutive year of net sales gain.

Consolidated net profits after taxes in 1964 were \$9,366,000, an increase of \$1,657,000 over 1963's record high.

Sales during 1964 advanced for the 31st consecutive year, amounting to \$151,233,000, an increase of \$8,021,000 over sales for the previous year.

Mr. Barker attributed the growth in volume to greater sales of all product lines. "Volume increases for Lipton tea were due mainly to increased consumer acceptance of instant tea and flavored iced tea mixes," Mr. Barker said. "Lipton soup significantly increased its share of the highly competitive soup mix market in 1964 and achieved an all-time high in domestic dollar volume."

#### Diversification

Mr. Barker added that Wish-Bone salad dressings successfully launched two new varieties during the year and achieved a record high in total sales for the brand. Good Humor sales also increased, because of gains made in grocery store sales as well as in street vending, Mr. Barker said.

The Lipton President also noted continuation of the company's expansion program. On January 4, 1965, Thomas J. Lipton, Inc. acquired the Megs Macaroni Company of Harrisburg, Pa. for cash. Megs is a leading producer of quality macaroni, noodle and spaghetti products, including the well-known "Pennsylvania Dutch Brand" of egg noodles.

Lipton opened a new instant tea operation at Independence, Mo., and accomplished the modernization and expansion of its tea plant at Suffolk, Va. The company's tea operation at Streator, Ill. was closed down at year end, as planned.

#### Name Change

The corporate name of Megs Macaroni Company has been changed to Pennsylvania Dutch-Megs, Inc.

#### Dinner Mix

Ann Page macaroni and cheese dinner mix is being sold by A & P in New York. The dinner comes in a 7½ ounce carton retailing at about two for 35 cents.

#### Court Upholds FTC Ruling

The U.S. Court of Appeals in Chicago on April 15 affirmed a cease-and-desist order issued by the Federal Trade Commission last year against the National Macaroni Manufacturers Association.

FTC had barred any agreement to fix the kinds or proportions of ingredients to be used in producing macaroni and related products or any other concerted action to fix the price of such ingredients.

The court noted that the macaroni industry is the only market for durum wheat and that there had been a shortage of durum in 1961. It said the association had adopted a resolution that year fixing the proportions of durum to other types of wheat.

The Commission charged the agreement had been intended to ward off price competition for durum by lowering the total industry demand to the level of the available supply.

The court, as well as the FTC, rejected the association's contention that the resolution was merely a suggestion. It also said there was ample support of the FTC's findings that the purpose had been to unlawfully fix prices and that the action violated the Federal Trade Commission Act.

Details of the ruling and advice for compliance have been sent to association members.



## A Judge of Macaroni Products!

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

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

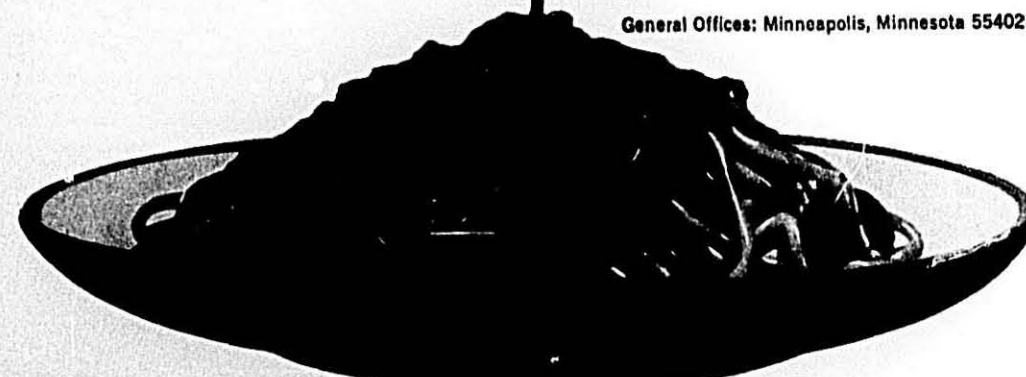
precaution to see that they're the finest milled. Our success, like yours, is measured by the degree of customer satisfaction your macaroni products deliver.

Let International Quality Durum Products help you please your customers.



**International**  
MILLING COMPANY INC.  
DURUM DIVISION

General Offices: Minneapolis, Minnesota 55402



### Hard Boiled Approach

The Wall Street Journal recently ran an editorial predicting trouble for Senator Clifford Case of New Jersey. Senator Case has some constituents who want to know why the Federal Government won't help them when it seems to help everybody else.

The constituents are operators of small, family-size poultry farms who contend that egg prices are running below their cost of production. In the past six years the number of such farms has dwindled from 9,200 to 2,900.

The Department of Agriculture apparently holds the view that an egg buying program will only make matters worse by triggering an expansion in production which would then bring on a new period of overproduction and lower prices.

Current receipts of shell eggs in Chicago dropped from a range of 26-29.5 cents to 23-26 cents at the end of April. Frozen whole eggs in Chicago ranged from 21-23.5 cents during the month, while they were a cent to one and a half cents higher in New York and Philadelphia. Dark colored whole eggs commanded 3-3½ cents premium.

Frozen 45 per cent yolks under No. 4 color strengthened from 44.5-50 cents to 47-52 cents.

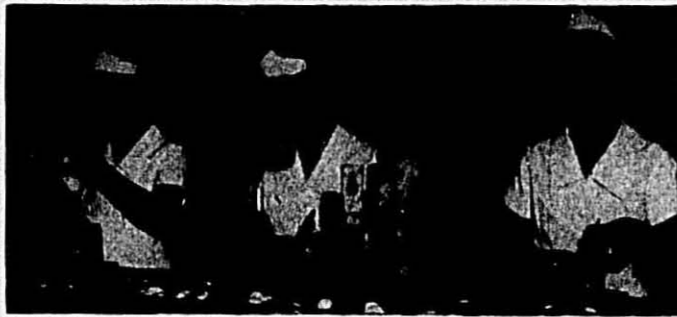
Dried whole eggs were steady at 94 cents-\$1.00, while dried solids which had ranged from \$1.00-\$1.04, dropped 4 cents on the low side.

### More Eggs Processed

Production of liquid egg and liquid egg products (ingredients added) during March was 66,075,000 pounds, 7 per cent larger than the March 1964 production of 61,731,000 pounds, according to the Crop Reporting Board.

Liquid egg used for immediate consumption totaled 6,761,000 pounds compared with 6,521,000 pounds in March last year. Quantities used for drying totaled 23,659,000 pounds, up 47 per cent from the quantity used in March 1964. Liquid egg frozen was 35,655,000 pounds, 9 per cent less than the quantity frozen in March last year.

Egg solids production in March 1965 totaled 5,329,000 pounds, an increase of 33 per cent from March 1964. Production of whole egg solids was 795,000 pounds compared with 542,000 pounds in March 1964. Albumen solids totaled 1,684,000 pounds, 49 per cent more than the 1,127,000 pounds produced in March 1964. Output of yolk solids was 1,550,000 pounds, 10 per cent more than the 1,412,000 pounds produced in March last year. Production of other solids was 1,300,000 pounds, 40 per cent more than the production of 927,000 pounds in March last year.



It's the egg-breaking season.

### Color With Chelate

Enchanted color in eggs and chickens is possible by adding a cheap chemical compound called a "chelate" to feed given to chickens.

Dr. Alva B. Watts, head of the Louisiana State University poultry science department and director of the research project, does not know how feed manufacturers will react as yet. They are continuing tests to show that pigmentation of hens can be increased and egg yolks made more tempting when a chelate is mixed with feed. Experiments at the University so far have been conducted with one specific chelate called EDDHA.

"It seems," Dr. Watts says, "that the chelate affects the metals found in chicken feed and hinders their part in a pigment-destroying reaction in the chicken's digestive tract. It also appears that more of the metals are absorbed by the chickens when the feed contains the chelate. Consequently more of the pigmentation or color in the metals will be deposited in the chicken."

Commercial manufacturers might also save millions now spent on fortifying feed with vitamins, Dr. Watts believes, as the chicken's pigment-destroying reaction also destroys vitamins. Addition of the EDDHA compound not only improves color but reduces the destruction of such vitamins as riboflavin and vitamin A, according to Dr. Watts.

### Eggs On Plentiful Foods List

The Consumer & Marketing Service of the U. S. Department of Agriculture is promoting eggs on the plentiful food list for nutritional value and for outdoor eating, especially in salads.

### Call for Onions

During the summer campaign of 1884 General Grant sent a telegram to the War Department: "I will not move my army without onions." He believed onions were a sure cure for dysentery and other hot weather ills. The next day three trainloads of onions were dispatched to the front.

### Free Butter

A free pound of butter, linked to the purchase of Prince egg macaroni products and its grated 100 per cent imported Italian cheese, is being offered to the consumer.

Housewives sending in the label from the cheese jar and the egg basket photograph which appears on the front of all Prince egg pasta packages will receive from the Prince Macaroni Mfg. Company, Lowell, Massachusetts, a certificate redeemable for a free pound of butter in local stores. Along with the certificate, consumers will receive a set of recipes featuring noodles, butter and cheese. Certificates will be redeemable through September 30.

The promotion, launched in April, will reach its peak in June to coincide with National Dairy Month. Prince egg pasta products include egg noodles, large and small egg bows, egg shells, egg barley and egg pastina.

Prince's "Free Butter" promotion follows a highly successful campaign from March 1 through April 16 in which a free dozen eggs were linked to the purchase of Prince egg pasta products.

### Too Wordy

Albert Kner, in Advertising Age, says, "Today's packages often talk too much. Talky packages are usually designed to sell the boss instead of the customer. A package is a salesman. But unlike the human salesman, a package cannot appeal to the ear or the intellect, but only to the eye. When you sell to the eye, design and color are your most effective sales tools. . . . Words perform a secondary function. The ultimate responsibility for package effectiveness rests with the packaging executive. Base your decisions on what will sell your customers rather than your boss . . . and your package will be the best sales tool."

Who keeps the truth from the people stands in the way of God.—Leonard Robbins in "The Truth and John Billington."

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

COLE HENNING, NEW YORK  
TELE 212 867 8186

## 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	KYB 101-120	20	4.7%	3.0
R-46	KYB 121-140	20	4.8%	2.9
R-47	KYB 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.

## CONVENTION PLANS

**61st ANNUAL MEETING**  
National Macaroni  
Manufacturers Association  
Hotel Biltmore  
New York City

Sunday, July 11, will be Macaroni Day at the New York World's Fair. Theodore R. Sills and Company are making plans to publicize the event as the opening of the 61st Annual Meeting of the National Macaroni Manufacturers Association.

That evening a cruise around Manhattan Island is planned with a Suppliers' Reception and the traditional Rossotti Buffet served on board.

### July 12

General sessions open Monday, July 12, with greetings from President Fred Spadafora.

"Is Your Association Surviving or Succeeding?" will be the title of a provocative audio-visual presentation by the Television Bureau of Advertising.

C. Reese Musgrave, of Chain Store Age magazine, will present "More on the Cifirino Report." This will be followed by a panel of retailers giving the grocers' viewpoint.

### Profits Seminar

At a luncheon meeting, "How to Get Out of the Cost-Price Squeeze on Profits" will be demonstrated and discussed by John D. Corrigan, president, The Executives Institute, noted trainer of executives and salesmen. After the luncheon program, some 50 registrants will be invited to attend the seminar. Attendance will be limited to the first 50 who reserve for the session.

At 4 p.m. buses will leave for Westbury, Long Island, for a reception and cocktails as guests of V. LaRosa & Sons, Inc. at their new executive offices. Dinner will follow in the Directors' Lounge at the nearby Roosevelt Raceway. After an evening of harness racing, buses will bring delegates back to the hotel.

### July 13

A reports on current developments in Washington will open the General Session for Tuesday, July 13.

Suggestions for voluntary compliance programs will be offered and a panel discussion with James J. Winston, Association Director of Research, as moderator. Invited guests, Mr. Charles A. Herrmann, district director of the Federal Food and Drug Administration in Brooklyn; Mr. John F. Madden, New York State director of the Bureau of Weights and Measures; and Mr. Eaton E. Smith, division chief, Food and Unfair Sales Practices, State of Connecticut,



John D. Corrigan

cut, will comment on labeling laws, sanitation practices and other requirements affecting the consumer.

### Product Promotion

H. Howard Lampman, executive director of the Durum Wheat Institute, will report on that organization's activities. Theodore R. Sills, public relations counsel to the National Macaroni Institute, will outline promotional plans for the macaroni industry.

In the afternoon buses will take interested delegates to visit the C. F. Mueller plant in Jersey City, New Jersey.

The Suppliers' Social followed by the Association Dinner Dance will cap the evening's festivities.

### July 14

The Board of Directors meets Wednesday morning, July 14. All others are urged to visit the New York World's Fair. Savings on general admission is possible by acquiring tickets through the Association.

The Hotel Biltmore is accepting reservations for rooms for the convention period.



Columnist Earl Wilson shows Editor Bob Green a copy of his new book, "Earl Wilson's New York."

## Guides to New York

Earl Wilson, syndicated columnist, has just written a new book called "Earl Wilson's New York," published by Simon & Schuster. This treatise covers the big city from Wall Street to way Uptown and is a treasure of useful information such as "Tips on Tips," "Delicatessen Society," and "Globe-Trotting by Restaurant."

Mr. Wilson writes: "We have more 'quartiers' than Paris, each throbbing and crackling with its own individualistic excitement—modern, future-exploring, often challenging and inspiring.

"There's that great concentration of culture and creativity, Lincoln Center, which is reconstructing the face of the city: the upper West Side. There's that mile or two of millionaires where wealth is piled upon wealth from penthouse to penthouse and tower to tower: the upper East Side. There's that undisciplined rebel area that's warning Broadway it had better do something worthwhile: Off Broadway. That lazy but happy giant that's languorously taking over much of the city: Spanish Harlem. A suddenly awakened, potentially dangerous giant called merely Harlem. The United Nations' thousands that have made us the hope of the world. And then Irish Town, Chinatown, Little Italy; our Bohemia, called Greenwich Village—and on the other side of our Seine lies Brooklyn.

"I've tried to divide the city into ethnic categories—and money groupings—and just neighborhoods—always reporting and never punditing—hoping never to sound very serious—trying to tell you the simplest things, such as where you can eat and save a fortune—where to go people-watching and find the fascinating facets of our town."

### Walking Guide

Schrafft's restaurants have a new 1965 edition of a step-saving "Walking Guide." This shows the highlights of various sections of Manhattan and how to get there. Copies may be had by writing Schrafft's at the Chrysler Building, Lexington and 42nd Street, New York City.

### Fair Guide

The editors of Time-Life Books have put out an Official Guide for the New York World's Fair. Selling for \$1 is a 312-page edition presenting information on the many exhibits at the Fair as well as tips on seeing New York.

They have also put out an official Souvenir Map of the Fair at \$1. A copy is a most useful tool for planning a day's visit to this vast expanse.

Both publications are available from Time-Life Books, Time-Life Building, New York City.



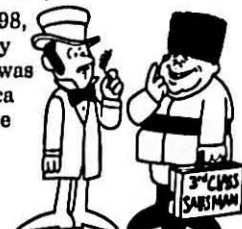
# THE STORY OF MACARONI



**When Did Americans First Enjoy Macaroni?** Domestic macaroni first appeared in this country about 1848, well over a hundred years ago. It was introduced in the East and gradually spread through the Middle West, being sold only in apothecary shops and recommended chiefly for infants and invalids.

By 1900 there were only a handful of macaroni factories, with a combined output of 500 barrels a day.

And then, in 1898, an especially hardy variety of durum was brought to America from Russia by the United States Department of Agriculture.



Macaroni manufacturers were quick to realize the advantages of this new wheat. Durum production increased. And the Macaroni Industry in America began to flourish.

New, high-speed machines were invented. Automatic dryers were developed. Macaroni's popularity continued to increase, and so did production.

And this popularity has continued to grow. Today, over one billion pounds of macaroni are consumed annually in the United States, and macaroni is served and enjoyed in nearly every home. In fact, macaroni is now a staple in the food diet of the world!



To satisfy this demand for high-quality, appetizing macaroni, depend on King Midas Durum Products



**PEAVEY COMPANY**  
Flour Mills

## Obituary for Gross Profit

Address by Ed Mooney, Editor and Publication Director, Chain Store Age Supermarket Editions, at the Annual Convention of National Food Brokers Association.

THERE are definite signs in the supermarket business that the good old days of high gross profit as the major buying criterion are rapidly drawing to a close. Only a few weeks ago Paul Cupp, president of Acme Markets, the nation's fourth largest food chain, said at an industry meeting: "The gross profit concept is as obsolete today as the Model T Ford; both did well in their times, but today's marketing calls for new knowledge like direct product profit."

The Model T didn't survive. But happily the Ford Motor Company is flourishing. Perhaps we should take a page from Henry Ford's book. Let's be very frank with ourselves, and consider that if our own Model T Gross Profit selling concept has had its day as a be-all and end-all, and is merely becoming one of many ingredients in the sale, what route should be taken to assure that canned foods continue to flourish for the retailer.

### Research and Merchandising

I submit that the best defined, surest route to that end is in a prudent mixture of intelligent research and intuitive merchandising sense.

That word research seems to lose about half the audience every time. It conjures up in many minds doctors of philosophy with long gray beards or mad scientists in shadowy cellars. It suggests IBM machines the size of this room being operated by Harvard Business School students bent on taking over the retail food business.

This sort of mental picture of research is no more believable than the fantasy that because golf dates and high gross profit sold a lot of goods in the past they will continue to do so in the future. The good old days are ending, and with them are going the sales techniques that relied entirely on friendship, big lunches, and big percentages. Too many chains are getting on the research bandwagon and it might be wise to begin anticipating their demands as a growing number of suppliers are doing.

### Retailing Trend

A couple of years ago Chain Store Age, along with many other people, sensed this sophisticated retailing trend developing and we have discussed it with thousands of words and tens of thousands of figures in our magazines. Most of our work has dealt with the Direct Product Profit concept, or in less



Ed Mooney

frightening terminology, the Space Yield system for determining profit. I hope, then, that you are all avid readers of Chain Store Age and have had a chance to evaluate some of our writing on the subject.

In the event you haven't, or found that our findings befuddled you, let me put in capsule form some of the food-for-thought that the retailer-manufacturer dialogue has been stirring up for the past year or so.

### Direct Product Profit

Direct Product Profit was a by-product of the McKinsey - General Foods study that made headlines in 1963. In simplest terms, the retailer was shown how to arrive at the costs entailed in handling your products, and keeping it on the shelf. The thought that this detailed study was a little too high-falutin' for a food chain operator to get interested in was burst when chains began to make hay with it. One chain, Supreme Markets of Boston, took the handling and space cost determinations suggested by McKinsey and, for cross checking purposes compared their own figures with the New England sales data contained in our Supermarket Sales Manual. The cross-check indicated that they were right on target as being representative of the New England market.

At this point, however, Supreme departed from conventional supermarket space measurements by developing their own profit yardstick — yield per exposure foot. Their reasoning was this: when a customer walks through a

supermarket, she is exposed to one thing only—facings. She couldn't care less about linear or cubic feet. The chain figured that to the shopper these facings were similar to the pages of advertising in a magazine—she picked and chose from the advertising as she went through the publication just as she picks and chooses products from the shelf. Thus, Supreme set up its product profit research program on a facings basis.

As you who have followed this series might recall the Direct Product Profit, or Space Yield, in these test stores averaged 51¢ per exposure foot per week. In other words after the handling and space costs had been deducted from the store's weekly gross profit dollars, the grocery department yielded 51¢ per exposure foot.

Let's also recall how some canned food varieties stacked up again this store average:

Canned Fish	
Space Yield Per Exposure Foot	
Canned Fish Section	\$2.50
Crabmeat	3.29
Tuna	3.25
Shrimp	2.92
Sardines	2.21
Salmon	1.72
Misc.	.39
Grocery Department	
Average	
	.51
Space Yield Per Exposure Foot	
Canned Vegetables Section	\$.92
Peas, Carrots	1.15
Corn	1.03
Asparagus, sauerkraut, spinach	1.00
Tomatoes	1.00
Beets	.99
Buffets	.93
Mushrooms, onions, misc.	.86
Beans (excl. baked)	.80
Potatoes (incl. instant)	.55
Grocery Department	
Average	
	.51

The canned vegetables department also made an impressive showing, earning almost twice the average yield of the entire grocery department. But there is more to it than simply patting it on the back. Look at how the old standbys came through. Corn and tomatoes are right at the top; and peas, had it been broken out from carrots, would have led the entire pack with a yield of \$1.42. And, certainly buffet vegetables should no longer be misrepresented by salesmen as "convenience" items, but as a strong and profitable part of the departmental mix. Buffet is a real comer.

Canned Fruit	
Space Yield Per Exposure Foot	
Canned Fruit Section	\$.48
Applesauce	.95
Citrus	.57
Fruit cocktail	.56
Buffets	.48
Pineapple	.47
Apricots, Prunes, plums, figs	.46
Pears	.45
Peaches	.35
Cherries, cranberries, boysenberries	.18
Grocery Department	
Average	
	.51

Canned fruits are just about in line with the grocery department average of 51¢. And here's a question that could very well be put to you—Why didn't canned peaches yield more than 35¢? Several reasons suggested themselves: 18 peach items were stocked, and only three of these contributed 47% of the section's profit. Space allocation was poorly executed—seven peach items, all private labels accounted for 21.4% of the peaches yield but occupied 41.6% of the space. Obviously, peaches have got to be pruned to give the best selling brands room to operate in. Maybe one of these marginal peach items is yours. Are you doing your DPP homework? It may very well suggest ways to breathe life into your brand. Does this chart suggest that applesauce, the top classification in the line, should have items added?

### Opportunity For Broker

Perhaps not, because the DPP investigation shows that five of the 11 applesauce items carried—or almost half the items—accounted for only three per cent of the applesauce profit yet occupy 27% of the applesauce space! The astute broker of a better producing brand has a whale of a case to get a big chunk of that unproductive space.

We have just sampled three classifications of canned foods—fish, vegetables and fruits—and find wide productivity

ranges between them. But in order to establish the point that Gross Profit is diminishing rapidly as an index of true profit, let's make a comparison:

	Space Yield	Average Gross Margins*
Canned Fish	\$.250	23.80%
Canned vegetables	.92	25.60%
Canned Fruit	.48	24.90%

and ask ourselves if buyers are to blame for putting Gross Profit in its proper place and look, instead, at the overall direct product profits of space yield. Gross margin is not an indication of productivity, the bank deposit slip is, and it is the \$2.50 and the 92¢ and the 48¢ which goes into the bank each week.

	Space Yield	Average Gross Margins*
Instant coffee	\$.106	14.90%
Regular coffee	.82	10.00%
Sauces	.57	24.90%
Dressings	.94	22.30%

### Other Findings

And this Space Yield versus Gross Profit characteristic is not confined to these three classifications. Here are some others which we have studied, each indicating that gross profit must be considered only as an ingredient in the total selling effort, not as the effort itself.

- The gross on Instant Coffee is only 14.90%—but its yield is greater than Dressings with a 22.3% gross.
- The gross on Regular Coffee is 10%—but its yield is greater than Sauces, though the latter enjoys a gross of 24.9%.

There is this about good research. One finding leads to another and another, just as the study behind the jet propelled buzz bomb of World War II has led to a very real probe of outer space.

### Expanding Departments

Exceptionally good space yield results, for example, are leading retailers to consider expanding departments and giving them more favorable locations; just as undesirable results are putting poor producing items under a very cold-blooded microscope. The true effect of retail pricing as a contributor to Direct Product Profit has taken on added significance. We have seen cases where modest shelf price increases have increased the space yield of items 20 times, without sacrificing the sale of a single package. Moreover, the added profit dollars resulting from this price increase has given the retailer flexibility to lower prices on other feature merchandise.

\*CSA 1964 Supermarket Sales Manual

### Case Study

Let's see what at least one manufacturer has done with Space Yield. He worked out the Space Yield figures for his line of merchandise in a regional chain based on the chain's gross profit, handling costs and space costs. He found he had a good story to tell, for this is the way his items worked out on a weekly space yield basis. Most of them were well above average, except for a weak sister which yielded only 28¢ a week. Prior to this era of Dialogue, I'm sure the recommendation would have been "increase the facings—the more sell the more you'll make." Want to guess what the salesman's recommendations were?

1. INCREASE the price of the poor producing item from 41¢ to 43¢.
2. REDUCE the shelf facings from five to four in each store.

These recommendations were put into effect on September 12th. Sales didn't hold up, they increased 12½% and the space yield of that item boosted itself from 28¢ to 61¢! And this tremendous improvement took place in spite of the fact that a different size of the same item introduced a 7¢-off price pack on September 28th and sold a nine weeks supply in seven days.

Why did sales and profits rise in the face of a price increase? Your guess is as good as mine, but wasn't it worth the experiment?

By no means do we suggest that the way to retire wealthy is to recommend that your customers raise prices of your merchandise. But we do suggest that every element of Direct Product Profit is worth an experiment.

### Grocers Aware of DPP

How well are the supermarket operators in your market geared to DPP? Frankly, I don't know. But I do know—whether they use it or not—that they are aware of it. For example:

Marsh Supermarkets in Indiana is now developing an impact program and plans to blend Space Yield into it.

Bayless Markets in Phoenix has begun preliminary Space Yield studies in one store, looks for chain-wise applications.

Red Owl has spent a great deal of time studying the Space Yield concept and has currently set up experimental stores to further its work.

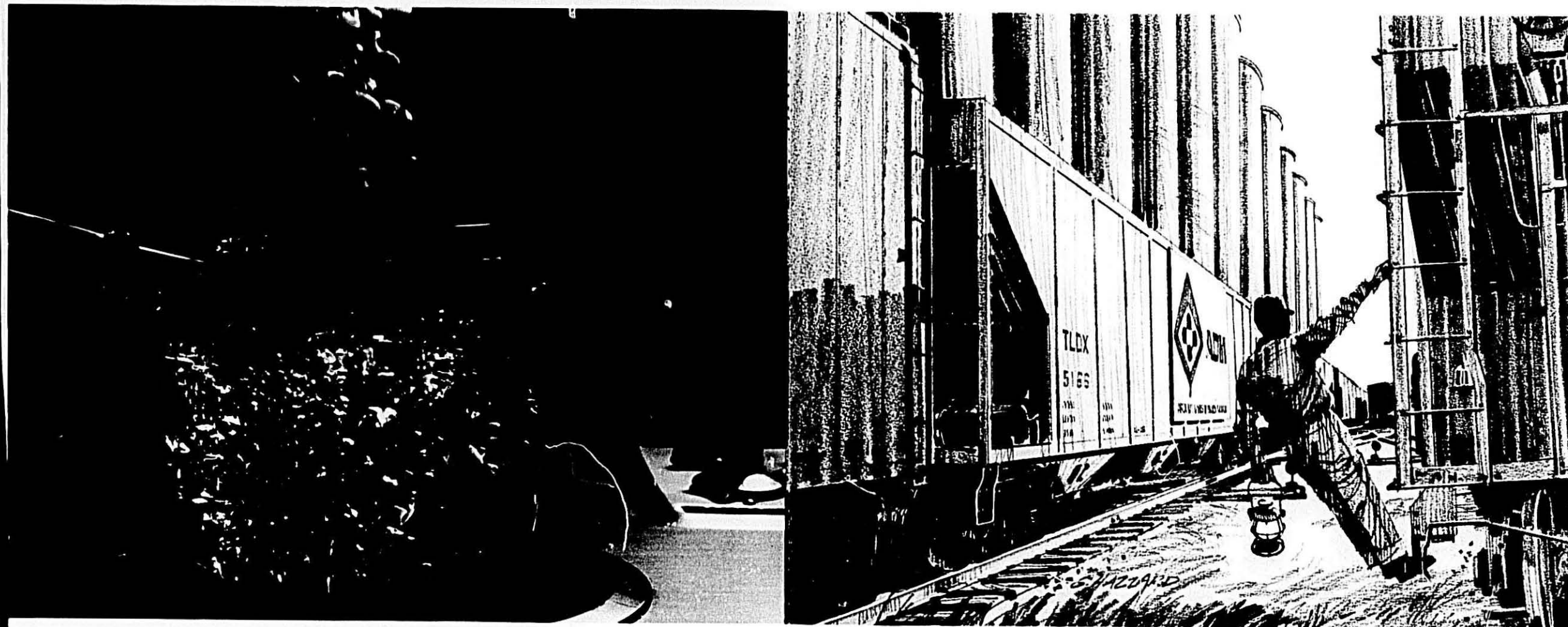
Stop & Shop has reset stores as a result of recent profitability studies and has changed space allocations as a result of manufacturer research.

Grand Union has begun to program Direct Product Profitability into its impact system and foresees results on thousands of items once the program is in full gear.

(Continued on page 20)

ADM schedules 250,000 barge, truck and rail shipments a year . . .  
pioneered the use of air slide cars for durum products and loaded the first  
of the new giant 90-tonners . . . has a bulk transfer point or will install  
one just so you can count on *top performance* durum products, too.

*where top performance counts, you can count on ADM*



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY

## Obituary for Gross Profit—

(Continued from page 17)

Furr's is applying profitability measurements to its sales programming and encourages store managers to become more profit conscious.

Jewel Tea was striving to isolate space and handling costs as far back as 1949. Today the chain is evaluating handling costs by individual product type, and is getting its people to think in these new terms.

To prevent you from being sand-bagged by your customers, why not burn a little midnight oil. Study each account's sales of your products, and the gross earnings. Estimate the handling and space cost determinations suggested by McKinsey or those used in CSA. Then make an objective appraisal of the strengths of your brands and develop comprehensive recommendations for the customer based on these strengths. You'll probably surprise him with your research approach, and you'll certainly impress him with your logic.

Forewarned is forearmed. The opportunity is yours to become the marketing expert in your territory. The responsibility is yours to become the consultant to the food trade in the areas in which you operate.

So let's not conclude by saying "The End." It's really the beginning. It's a time when the greatest rewards will go to those who are best prepared, and who accept the fact that an obituary for Gross Profit as a be-all and end-all has indeed been written.

## Making Consumer Deals Pay Off

"Nobody likes consumer deals, but we're stuck with them." That's a common complaint heard throughout the food industry. But here comes a voice that exclaims, "Don't gripe! Deals can be a good, profitable part of your overall marketing strategy."

This bright ray of sunshine is offered by Frederic G. Berner, of Market Research Corporation of America, New York.

"While the existence of dealing has been deplored," he says, "dealing has become a steadily increasing part of the total marketing picture."

Dealing can and should be a major ingredient of marketing strategy, the researcher declares, within these two limitations:

• Dealing will not "build" an item over the long term.

• Dealing is not a cure-all for marketing problems. Consumer deals he says, do at least three things:

1. Deals expand the consumer potential. Price is a factor in the consumer's decision-making process, and when a deal increases the consumer's appreciation of the value of the item, it thus helps produce more favorable buying decisions. Also, deals are by their very nature attention-getters.

2. Deals are selective in their appeal. A specific type of deal can be used to draw a high response from a specific type of consumer. For instance, coupons tend to obtain a relatively higher draw among small families than off-label packs do; coupons have a substantial edge over off-label packs in reaching new buyers. The manufacturer can pinpoint a market further, by offering a premium that appeals to a certain group, or by selective mailing of coupons. "If the objective is to obtain new buyers for an item in the line, a coupon packed in another item in the line might do the trick," Berner notes. "However, before embarking on such a program, a study of the extent of duplication in families purchasing these two items is suggested."

3. Deals result in a "plus" carryover in purchasing volume. Some new buyers obtained via a deal will discover desirable qualities in the product that the advertising had not effectively communicated, the researcher says. "Of considerably greater importance, is the fact that individuals do not necessarily go through a conscious decision-making process each time they make a purchase. They are also creatures of habit. Thus, in obtaining a purchase, you are not only obtaining that purchase, you are obtaining a probability of subsequent purchases."

The life cycle of a brand can be divided into stages, each of which presents opportunities for judicious use of consumer dealing, Berner says.

For a new or revised brand: Tests show that products get off to a faster start when introduced with a deal, although, over time, the franchise for the product is the same in both the deal and non-deal areas. "Management must decide whether the advantage resulting from a faster start is worth the added expense of introductory dealing. The possibility of early competition is a pivotal question."

When a brand is in a relative state of equilibrium in the market place: "Price, product claims, and product qualities are the major elements involved in the decision-making process by consumers," the researcher says. "If competitive activities on the first two result in a relative stalemate, the marketing advantage can go to the company that most skillfully manages its price strategy." Since list price changes are usually met by the competition, and prefer-

ential prices to the trade are outlawed, consumer deals become the most important tactic in price manipulation.

When a brand has a persisting downward trend: Here, deals can prolong the life and profitability of the brand by (a) holding loyal buyers longer via the habit factor, and (b) trading on the existing prestige image among lower price buyers.

Statistical research of the market in equilibrium, Berner's research shows, indicates a constant shifting among consumers. He gives some examples of how dealing affects the situation.

• In a broad, frequently-purchased product class, 29% of the buyers, defined as deal buyers accounted for two thirds of all deal volume. At the other extreme, close to half of all buyers did not purchase any deal goods—this despite the fact that one third of the total product class volume was in consumer deals.

• Deal buyers have little brand loyalty. The "better buyers" of Brand B were divided into two categories—those who were heavy deal buyers, and those who were not. Four months after the "better buyers" were first charted, only 28% of the deal buyers remained loyal, while 58% of the non-deal buyers remained loyal.

• "Equilibrium" actually means give-and-take. The source of a brand's volume over a six-month period shows that loyal buyers from the previous half year accounted for only 28% of the brand's total volume. The rest comes from those formerly loyal to competing brands, not loyal to any brand, or deal buyers.

• Does defensive dealing hold loyal customers? The source of a brand's volume, measured in terms of regular merchandise and deal merchandise indicate that defensive dealing is not too effective in this respect. Loyal buyers accounted for only 13% of the deal merchandise volume.

Finally, Berner offers some points to consider while planning a consumer deal:

• The amount of deal merchandise made available in relation to the buying cycle of the product. "A deal allotment that extends into the second or even third buying cycle will result in a small number of buyers purchasing a disproportionately large share of the deal," he notes. "This concentration is not necessarily bad; it is bad only if the objective of the deal is to reach as many people as possible." The length of time the deal is on the shelves also affects the relationship between the number of new and repeat buyers obtained. The longer the deal is available,

(Continued on page 22)

# Why do so many corporations contribute to America's colleges?

1. ( ) they want to help the colleges

You were right if you checked No. 2.

American corporations want to make sure there will be enough college-trained leaders to fill the management jobs open today and in the future.

This is good insurance for business.

And the need, we must remember, isn't getting smaller.

World trade is developing fast; business is getting more competitive, more complex; science is introducing new products and processes rapidly.

College-trained men and women are needed, in increasing numbers, to plan and direct the activities of business.

2. ( ) they need the leaders colleges train

But the colleges can't do the training job alone. They need classrooms, laboratories and facilities, yes. But even more, they need backing to maintain a staff of top-notch teachers.

This is the human equation that makes the difference in reaching the margin of excellence needed in the U.S.

This is everybody's job, but especially industry's.

Of course American business wants to help the colleges, so you were also right if you checked No. 1. College, after all, is business' best friend.

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Published as a public service in cooperation with The Advertising Council and the Council for Financial Aid to Education



### Consumer Deals—

(Continued from page 20)

the greater is the proportion going to regular customers.

• Consider varying your deal tactics. The impact of consumer deals, especially in attracting new users, is lessened when you offer the same kind of deal as the competition.

• Don't make the deal too attractive. While a manufacturer may improve his volume position by an unusually attractive deal, research indicates that he may be getting much of his increased volume from people who normally buy low-price or private label merchandise, and does little to win away customers from his direct customers in his price class.

### Who Says Shoppers Are Stupid?

A heart-tugging melodrama is playing in Washington these days, starring Connie the Confused Consumer in the role of typical American shopper, according to an article in Nation's Business.

Connie's ordeal takes place in an average supermarket, where alluring but deceptive labels leave her dazed and helpless. In her moment of peril, Connie is rescued by Uncle Sam, armed with something called "Truth-in-Packaging."

Political concern about the consumer in recent years has been channeled into a drive for enactment of so-called truth-in-packaging legislation. It would give the federal government the power to set up new and complex controls and standards over the packaging and labeling of many consumer items. This would be in addition to present federal laws requiring purity and quality in foods and drugs, and honesty in packaging and labeling.

### Consumer Test

Nation's Business conducted its own experiment to test the need for greater consumer protection. Each test shopper was given a list of 35 categories of food and household commodities. None of the volunteers was told the purpose of the test. All items on the shopping list have been cited at one time or another in congressional hearings as fooling or confusing the nation's housewives.

When the students completed their swings through the supermarket they were interviewed separately by a Nation's Business editor. In addition, their purchases were carefully checked over by Mrs. Lucy Nicholas, a teacher of home economics at Yorktown High. Purchases the girls made were, in the judgment of Mrs. Nicholas, intelligent.



The experiment revealed that young shoppers are very much aware of brand names, that they are well informed on new methods of packaging and that they pick items off the shelf more on the basis of family influence and personal taste than price advantage. There was nothing in the test results which indicated that the shoppers found packaging and labeling deceptive.

Mrs. Patricia Bain, another home economics teacher at Yorktown High, also shopped the Nation's Business list. She shopped the longest and spent the least. She is accustomed to shopping for only her husband and herself and has only limited storage capacity.

The youngsters really got more for their money than Mrs. Bain did, but their buying has to be considered in light of the fact that they come from larger families. They tended to shop more for specials and for a longer period, to have something on hand.

The list included canned goods, packaged good, frozen products, and household and toiletry items. Mrs. Nicholas says the shoppers generally showed good judgment and bought wisely. The way they conducted themselves indicates that they are closely observing how their parents shop.

### Clerks Checked

To get a seller's-eye view of consumer savvy, Nation's Business interviewed personnel of the Kroger supermarket and other sales people at supermarkets in the Washington, D.C. area.

The portrait of the typical shopper drawn by these people hardly corresponds with that painted by those who are calling for more federal regulation. Far from being timid, confused souls hopelessly adrift in Supermarketland, most buyers, especially housewives, are a flinty band that surveys the newspaper food sections during the week and then descends on weekend supermarket sales with the determination of commandos hitting the beach, say sellers.

"They're getting shrewder all the time," said one supermarket manager. They come through the door clutching bargain buys clipped from our newspaper ads and then systematically pick them off in one market after another are sometimes known more irreverently as "grave-diggers."

Every day there is a nationwide vote taken by consumers in the supermarket and other stores. They vote for the products they select and buy. If they find they've been cheated, they never buy that product again. This is a much more effective form of regulation than anything the government could set up.

### Danger of Uniformity

Some of the dangers of federal regulation are that it will tend to encourage an increasing degree of package uniformity which will effectively disguise important differences in character, taste, performance and convenience between different products competing in the same general area.

Groups and individuals who oppose more federal regulation argue the existing laws and industry practices have produced packaging that is both honest and understandable.

### Recipes on Packages

Most housewives are interested in recipes they see on product packages. They think they can be improved by larger or more legible print, and with perforated recipe panels that can be easily salvaged from the box and saved.

—Super Market Merchandising

### Flip-Top Box

Packaging has proved as effective as advertising in building sales in markets where products differ little. Phillip Morris helped prove this in the cigarette industry with its flip-top box.

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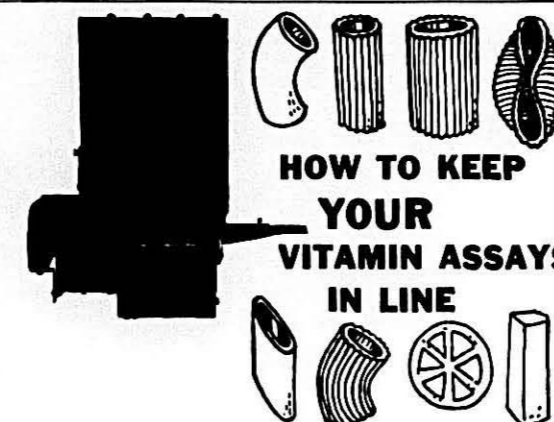
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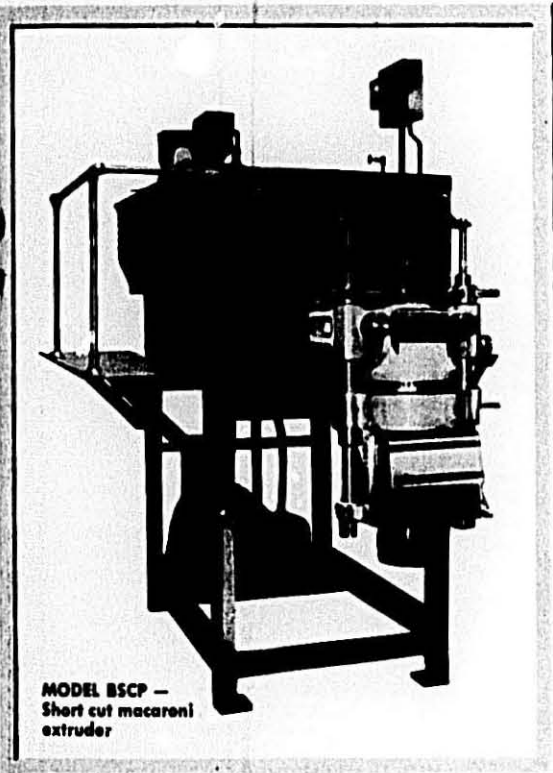
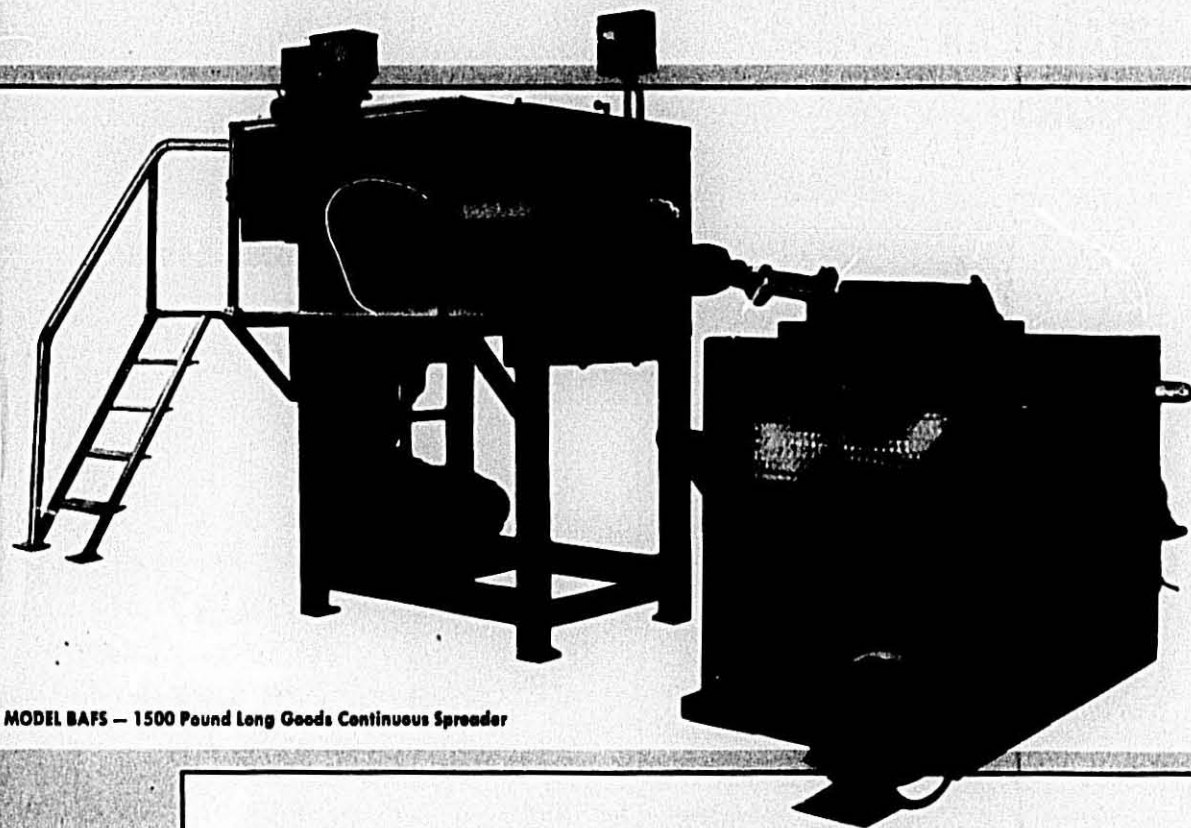
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Model DAFS .....	1000 pounds capacity per hour
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### Tax Time

The cost of government has no magic about it. It is paid by us as taxpayers. Here is what's ahead, according to U.S. News and World Report: Federal cash spending this year is \$121.4 billion. Next July 1, 1966, it will be \$136.3 billion. By 1970 it will pass \$150 billion, assuming present trends continue.

Are the votes there so the big new programs can glide through? Medicare (\$3.6 billion first year); school aid (\$1.3 billion); anti-poverty (\$2.1 billion), etc., etc.

### Farm Bill

The Administration package farm bill would raise bread prices by a penny a loaf and rice by several cents a pound. A Department of Agriculture spokesman says the increase would not affect the average consumer much, but might have a substantial effect on rice consumption in Hawaii, the southeastern states, and in Puerto Rico.

By hiking the certificate price on wheat from 75¢ to \$1.25, the Department of Agriculture would shift about \$250,000,000 a year in costs of the wheat program from its own budget. The burden would fall on processors and/or consumers. In the case of semolina or durum flour, the certificate increase would amount to approximately \$1.30 to \$1.35 per hundredweight.

An ad hoc committee of wheat and flour processors plan to push for consumer complaints against a "bread tax" when excises are being lifted from furs and jewelry.

### Marketing Costs Up

Dr. John A. Schnittker, director of agricultural economics for the Department of Agriculture, recently testified before a House Appropriations Subcommittee. He pointed out changes in consumer food purchases as income increases and the trend of food marketing costs and profits.

He pegged labor and transportation costs as key cost items in the marketing bill, with other costs being interest,

## WORD FROM WASHINGTON

rents, containers, advertising and promotion.

Regarding corporate profits, he said, "Corporate profits, and this may seem surprising, have continued at almost a stable level, despite the rise in the total marketing bill."

Here are other highlights from Dr. Schnittker's testimony.

- Food expenditures averaged \$417 per person in 1964 which was some 19 per cent of disposable income, compared with 26 per cent in the 1947-1949 period, 23 per cent in 1951 and 20 per cent in 1960.

- Of the 19 per cent of disposable income spent for food in 1964, U.S. farm foods accounted for 16 per cent and imported foods and fish accounted for nearly 3 per cent. The 16 per cent for United States farm foods was divided between farm producers who got five per cent and the marketing bill which took 11 per cent.

- If consumers bought exactly the same quantities and kinds of foods now as in the 1930's, food spending would account for only about 13 per cent of disposable income, rather than 19 per cent. This difference is one measure of the upgrading of the diet by shifting away from cereals and potatoes to higher cost meats as well as expanded and improved food services.

### Diet Improvement

Dr. Schnittker told the subcommittee, "Each person as he gets higher income does usually upgrade his diet a little, eats a little more steak, a little more chicken, and a few more of the fresh fruits and vegetables. Also, he eats less potatoes and less cereal products. He spends much of his increased income on non-food goods and services — a new television set, new cars, a better house."

Dr. Schnittker also noted:

- The 19 per cent of disposable income spent on food in 1964 is expected to drop to nearer 18 per cent this year. But food consumption per capita this year is expected to equal 1964's high level, with increases for beef and citrus fruits likely to offset declines for pork, lamb and dairy products.

- On the food marketing bill, civilian consumer spending for farm foods totaled \$69 billion in 1964, or \$2.6 billion above 1963. The farm value of this food was \$22 billion, or \$600 million higher than 1963; and the marketing bill in 1964 was \$47 billion, or \$2 billion more than in 1963.

- The marketing bill continues to increase, partly due to increased volume of farm commodities being marketed

and partly due to more services being put into the marketing.

### Packaging Bill

The U.S. Chamber of Commerce reports that there is apparently indecision within the Administration as to the position to take on the Hart packaging bill. President Johnson's economic message indicated he would likely support some form of packaging legislation—and his consumer advisor, Mrs. Esther Peterson, has often advocated such legislation.

Now comes word that the new Secretary of Commerce, John Connor, has signified his opposition to the Hart bill, recommending instead a revised form retaining the same regulatory proposals but making them all discretionary with the enforcing agencies.

### Labor Measures

The U.S. Chamber of Commerce reads a grass-roots campaign imploring Congress to keep Taft-Hartley section 14(B) permitting state union shop bans. The National Right to Work Committee plugs a poll showing two-to-one public backing for 14(B). Ex-Rep. Hartley crops up as honorary head of a blue-ribbon "Save Taft-Hartley" group.

But President Johnson's anticipated message supporting repeal, plus AFL-CIO influence in the heavily liberal Congress, imperil 14(B) seriously. Right-to-work will focus on slowing the quick House action sought by union chiefs. "We've got the votes, but it still will be a rough battle," concedes one union man.

Other proposals being anticipated might include:

- A boost in the statutory minimum wage to as high as \$1.50 or even \$1.75 an hour, taking effect beginning in three to six months after enactment, covering retailing as well as manufacturing and rising to the ceiling by periodic steps.

- Mandatory double time for overtime, probably excluding retailing.

- A cut in the statutory work week below 40 hours a week.

- Major overhaul of the State-Federal unemployment compensation system. This would include raising the amount and duration of benefits payments; imposing a higher payroll tax on employers; providing stricter and more uniform standards for State UC programs; and making UC coverage universal by changing the standard from employers of four or more employees to one or more employees.

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George N. Kahn

# SMOOTH SELLING®

By George N. Kahn

## RESTING BETWEEN ROUNDS

This is No. 9 of 12 sales training articles.

WHEN a woman is down in the dumps, she may go out and splurge on a \$40 handbag or an expensive hat to lift her spirits.

Salesmen, whose spirits—and sales—are sagging need the same kind of therapy. A new hat may help, but usually a more drastic remedy is called for.

Several things may happen to a man when his earnings fall off. Often, whether he is aware of it or not, he has lost his zest for selling; the edge is off his approach and style. He also may blame his failure on other people—his boss, his customers, or even his wife. As these rationalizations take hold, he retreats further into self-pity. He works less and complains more. Afternoons may find him in a movie house.

### Change of Pace

Whether his slide is temporary or prolonged, every salesman needs a change of pace to keep him at top performance level. He will work out at a gym to tone his muscles and maintain physical trim, but it seldom occurs to him that his inner being needs the same kind of toning.

Before you alter your present direction, however, I strongly urge you to sit down and take stock of yourself. Literally stop and think about what you are doing and where you are going.

Ron Morrison, a friend of mine, was walking through Central Park one day when he noticed one of the country's most prominent industrialists sitting idly on a bench. Ron had met the man socially and went up and introduced himself.

"I'm amazed," said Ron candidly, "to see a man of your position just sitting here and doing nothing."

The industrialist, whose business interests stretched from one end of the nation to the other, smiled and replied:

"Well, I don't get a chance to do this often, but I am far from idle. I make it a point every now and then to get away from the heat of battle and think my problems through. At the same time I honestly appraise myself. This keeps me from becoming stale and self-satisfied. After a half hour or so here, I go back to my office refreshed in both mind and body."

Salesmen are not introspective enough. Because they are in a profession that calls for an outgoing, extroverted personality, they feel wrongly that self-contemplation is an indulgence, even a weakness.

This is an erroneous attitude. A little time spent in self-appraisal and analysis will help make you a more effective salesman. Some of the most important people in finance, medicine, government and law put on the brakes periodically and tend to their inner being. I assure you they are far from being weak.

### Develop New Interests

But contemplation is not always enough. You should, at one time or another, strike out for new experiences and interests.

Most professional people—salesmen, doctors, lawyers, engineers—confine themselves to rather narrow worlds. They rarely see anyone outside their sphere of activity and seldom extend their knowledge beyond their own field.

You can add richness to your life and make yourself more interesting and attractive as a salesman if you will broaden your horizon. The cost is cheap. It can be accomplished by reading, meeting new people, developing a hobby or by traveling.

One of the most successful salesmen I have ever known is an amateur archaeologist, an avocation that he fell into quite accidentally.

Several years ago my friend, Merritt Lanning, was on a train and spotted a book that had been left on an empty seat. Having nothing else to read, Merritt leafed through the book, noting without much interest that it was about archaeology. As he read more, however,

the subject began to fascinate him. He read the book from cover to cover. When he returned home, he virtually emptied the library of all its volumes on archaeology. Since then, he has read almost everything about the science.

That isn't all. He spends many of his vacations digging for ruins in Mexico, Arizona and as far away as Peru. At this writing, he is planning a trip to Greece in pursuit of his hobby.

His job? His earning increased 50 per cent after he found an outside interest. He claims it has been a real shot in the arm to his selling. "You would be surprised," he told me, "how often my hobby comes up in an interview. Many of my customers and several prospects have heard about it and want to know more. They sort of stand in awe of me, and this usually means an order."

Merritt also pointed out the change his avocation has made in him. "It has added zest and probably years to my life," he explained. "It provides me with a fresh outlet from the cares and worries of my job. I go on calls with the enthusiasm of a 21 year old kid, even though I have been selling for 34 years."

Archaeology may not be your cup of tea, but find something that is. I know another salesman who collects rare books. He not only has a satisfying hobby but has made a small fortune as well from it.

### Traveling Is Relaxing

Another way to break new ground is by taking a trip. A salesman should not travel to run away from his problems but to better equip himself to face them. The main purpose of travel should be relaxation and enjoyment. Don't take your problems with you as extra luggage.

A change of scene can do wonders to improve your mental state and rekindle your fire. Some of the top sales producers today are inveterate travelers to places all over the world. Greg Wylie, a fire apparatus salesman, takes one trip abroad each year. "It's really cheaper than touring the United States, and it gives me a chance to see my job in a clearer perspective," he asserted.

### Suit Your Own Needs

Each man should change his pace in a way that is best suited to him. You might find that the best way to break out of a slump is to work harder. Some salesmen keep themselves so busy on the job that they don't have time to brood about near misses and other irritants that blight a day.

And movies, if you don't make a habit of them during working hours, are a good way to relax. But above all, select some form of diversion that will please you. There are no hard and fast rules for resting and relaxing.

### To Your Health

Your health, also, has much to do with your progress. Nobody can do his best work if he is not well. Regular medical checkups should be a part of your life. And when you are not feeling up to par, take time out and see a doctor.

Amos Reed, a printing paper salesman, was once almost driven out of his mind by recurring headaches which cut down on his work effort. After an extensive medical examination, it was decided that his teeth were the cause of his illness. He had two pulled and thereafter felt like a new man. His volume began to pick up within a week or two.

### Benefit From Criticism

Another key to a peaceful mind is not allowing yourself to become discouraged and bitter by criticism. Some men let themselves go downhill because they can't take criticism either from their boss or their customers. Instead of trying to profit from the censure, they see themselves as all white and their critics as all black.

Thousands of successful men in business today owe their position to advice or criticism they received early in their careers. We all have something to learn from other people.

### Your Family Helps

The answer to many of your inner needs may be found within your own family. Don't go home and stew around the house all night, nursing your troubles. Your family is on your side. Talk it over with them, particularly your wife. She does not want to be shut out of your working life, and she shouldn't be. You are both in this thing together.

Use your off days to go places and do things with your family. This is as refreshing a tonic as you will find to get you on the high road in selling.

I once arrived home tired and dispirited after a day in which I didn't even come close to getting an order. My wife, after hearing my tale of woe, suggested brightly: "Let's go to Boston."

I looked at her in amazement. "Why on earth should we go to Boston?" I asked.

"Just for fun," she replied, "and because we've never been there."

We took a two-day trip to Boston and had a wonderful time seeing the historic sights, eating good food and simply relaxing.

The next week I went after the same prospects who had turned me down. But now I was feeling as powerful as a recharged battery. The excursion had restored my spirits and energy. Of the three prospects who had sent me away, I sold two of them big orders and got a promise from the third. He delivered on the promise two weeks later.

### Take Action

To sum up: When things are going bad, don't let them get worse by default. Puck up your confidence in yourself. Take stock of yourself and then do something different—even dramatic. You are a thinking person—don't let your brain stagnate while your earnings fall.

Here is a little exercise to see if you let yourself get into a rut. An answer of "yes" to at least eight of the questions is a pretty good indication that you know how to relax:

- |   | YES | NO |
|---|-----|----|
| 1. Do you spend at least a half hour a week doing nothing but thinking? | —   | —  |
| 2. Do you have a hobby?   | —   | —  |
| 3. Do you like to read?   | —   | —  |
| 4. Do you ever try an exotic dish in a restaurant?                      | —   | —  |
| 5. Does travel refresh you?   | —   | —  |
| 6. Do you look for new ways to approach your job?                       | —   | —  |
| 7. Do you talk over your problems with your family?                     | —   | —  |
| 8. Do you use criticism to your advantage?                              | —   | —  |
| 9. Do you sound interesting to a prospect?                              | —   | —  |
| 10. Do you get regular medical checkups?                                | —   | —  |
| 11. Are you dissatisfied with your progress?                            | —   | —  |

(Copyright 1964—George N. Kahn)

### Doughboy Dividend

Directors of Doughboy Industries, Inc. of New Richmond, Wisconsin, have declared a regular quarterly dividend of 12½ cents a share on 508,713 shares of common stock. The dividend was payable April 30 to shareholders of record April 20.

The Doughboy directors also declared a 3 per cent stock dividend which will be distributed October 29 to shareholders of record October 1.

### REPRINTS FOR YOUR SALESMEN

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

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

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### American Home Chairman

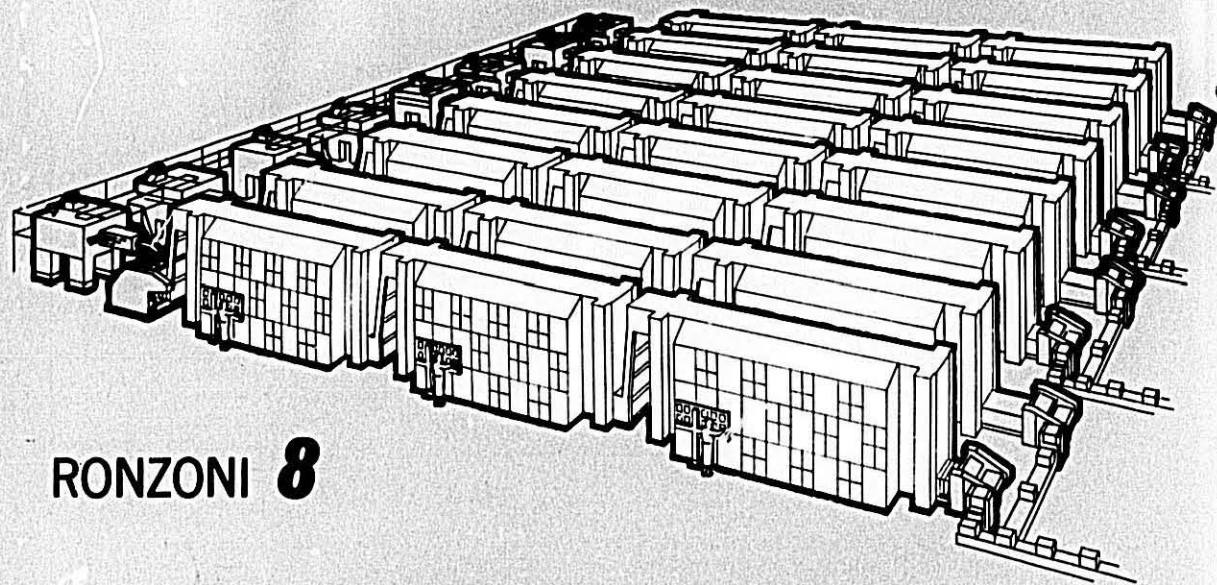
William F. Laporte was elected chairman and chief executive officer of American Home Products Corporation by the board of directors. He succeeds the late chairman, Alvin G. Brush, who died April 24, 1965. Mr. Laporte will continue as sixth president of the company, well-known for its drugs, food and household products.

### Pizza to Chow Mein

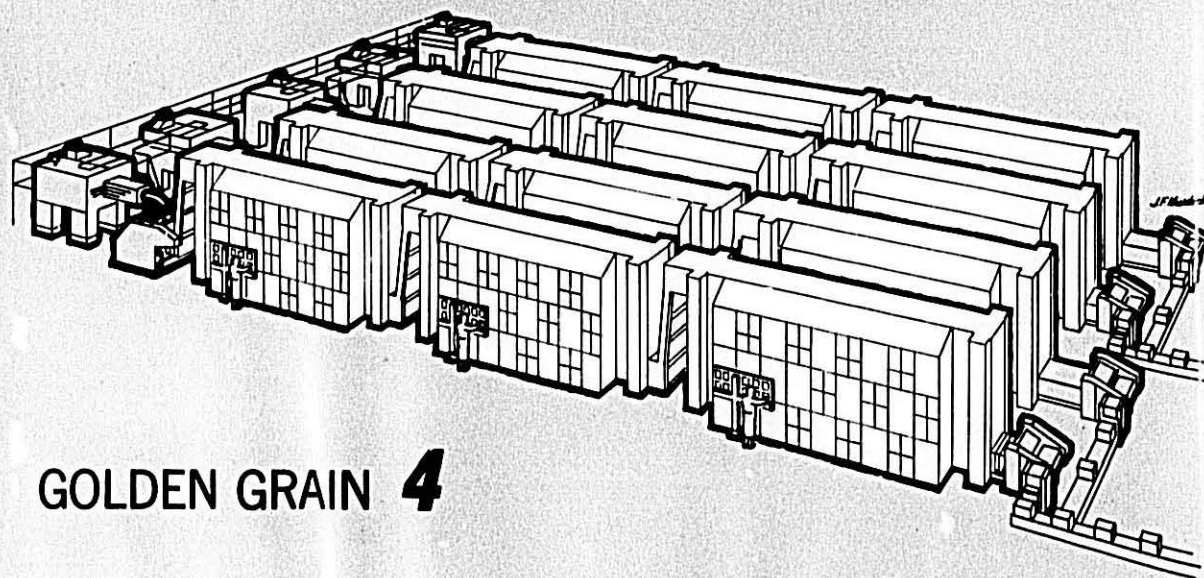
John G. Lee, Jr., has moved from American Home Foods where he was group product manager for Chef Boy-ardee line to become vice-president for marketing for Chun King Oriental foods.

QUALITY IS ALWAYS IN STYLE

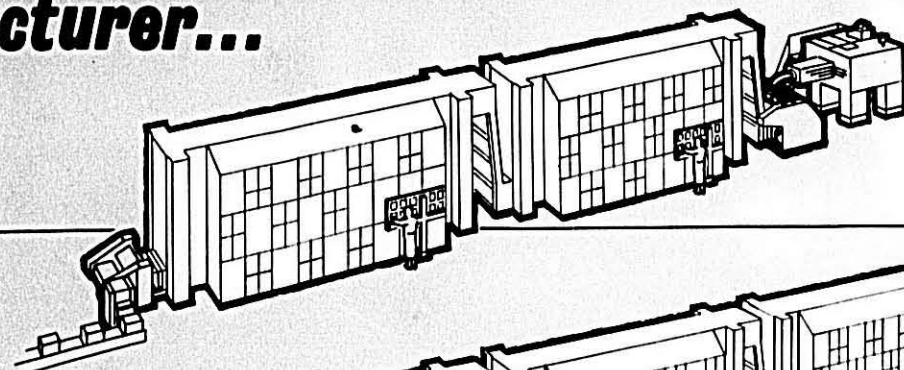
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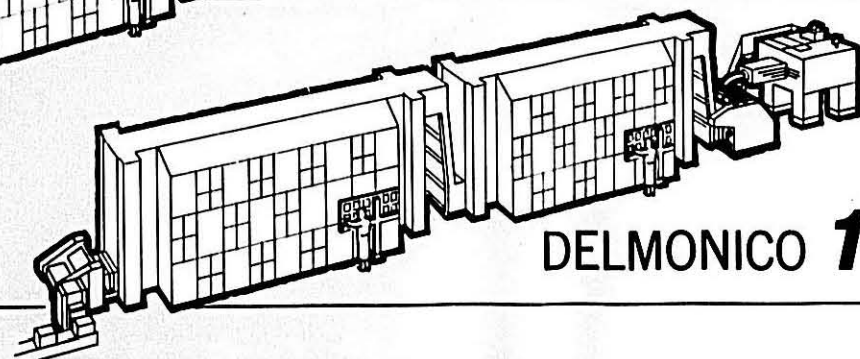
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### Attention, Calorie Counters!

Here's good news for calorie-counters! A number of menus, with all the calories calculated for them, have been planned by the National Macaroni Institute, with main dishes of macaroni products.

For example, a menu might start with nibblers of 3 celery sticks, 1 stuffed green olive and 2 scallions. The main course is Slim Jane Macaroni and Cheese, served with  $\frac{3}{4}$  cup cooked broccoli with lemon juice. Dessert—6 tablespoons canned fruit cocktail and juice—would bring the calorie total to about 550 calories. Recipe for the entree follows.

#### Slim Jane Macaroni and Cheese (Makes 6 servings, about 425 calories per serving.)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 tablespoon butter or margarine
- 1 tablespoon flour
- 3 tablespoons non-fat dry milk solids
- 1 cup water
- 1 cup creamed cottage cheese
- 1 teaspoon onion salt
- $\frac{1}{4}$  teaspoon pepper
- 1 can (12 ounces) luncheon meat, diced
- 2 tablespoons chopped parsley
- $\frac{1}{2}$  cup grated Cheddar cheese

Add 1 tablespoon salt to 3 quarts rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

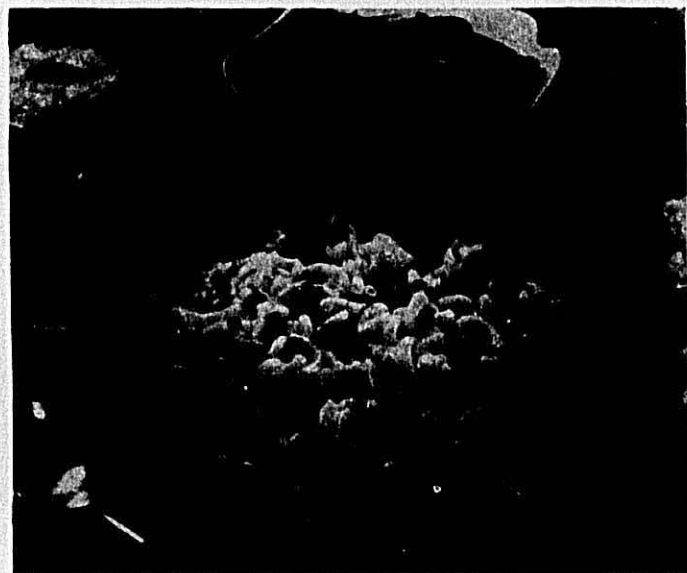
Melt butter; add flour and milk solids and blend. Gradually add 1 cup water and cook over low heat, stirring constantly, until thickened. Add macaroni, cottage cheese, onion salt, pepper, luncheon meat and parsley; mix well. Line a 10 by 2-inch skillet with aluminum foil. Turn macaroni mixture into skillet and top with Cheddar cheese. Cover and bake in 350° (moderate) oven 45 minutes.

### Starvation Won't Get Rid of Fat

A starvation diet may help you lose weight but it's not the best way to lose fat, a naval research team has reported.

Lt. Comdr. Fred L. Benoit recently told the American College of Physicians that most of the weight reduction achieved by persons who stop eating entirely is due to loss of lean tissue and muscle rather than fat. He called this "physiologically undesirable."

In contrast, he said, patients lose less weight but drop about twice as much fat when put on a special low-calorie



Slim Jane Macaroni and Cheese.

diet instead of fasting. Paradoxically, the best results are obtained with a low-calorie diet that contains a high percentage of fat.

Benoit reported on studies of seven overweight male patients (average weight 254 pounds) conducted at the U.S. Naval Hospital in Oakland, Calif.

The study compared the effect of ten days of fasting, in which the patients were allowed only non-caloric drinks, with the effect of ten days on a 1,000-calorie diet composed of 82 per cent fat.

Some men started with the fast, then went on a more balanced diet for four days, to return them towards normal, and ended up with the special low-calorie high-fat diet. Others followed these steps in reverse.

#### Weight Losses

Benoit found that the men lost an average of 21 pounds while fasting, but 65 per cent of this was lean tissue and only 35 per cent body fat.

In contrast, the men lost an average of about 14.5 pounds on the low-calorie high-fat diet, but 97 per cent of this was fat and only three per cent was lean body tissue.

The men lost almost twice as much fat on the low-calorie diet (14.1 pounds) as they did while fasting (7.5 pounds).

The amount of lean and fat tissue loss was determined by measuring the levels of potassium in the body.

The body's potassium resides almost entirely in muscle.

Benoit said several researchers have reported that low-calorie diets are most

effective in treating obesity when they are high in fat content. The reason is "imperfectly understood," he said.

One possibility, based on animal research: When the calories are cut, the body does not seem to utilize a high-fat diet as efficiently as it does a mixed or a high-carbohydrate diet. Thus the patient on a high-fat low-calorie diet is forced to burn off more of his own body fats to get energy than he would if he were on a different low-calorie diet.

### Lasagna, International Favorite

LASAGNA is a popular dish with many nationalities besides Italians," says popular hostess Mrs. Robert S. Benjamin, wife of the chairman of the United Nations Association of the United States. "I often serve it at supper when our guests are representatives from the UN or their friends!"

Lasagna—sometimes spelled lasagne—gets its name from the wide egg noodles drenched with sauce and layered with other ingredients, then baked (al forno—in an oven).

Green, spinach-flavored noodles may be used, in which case the dish is called lasagna-verde. But wide golden egg noodles are good, too.

Many regions of Italy have slightly different interpretations of this robust dish, but it is predominantly associated with Bologna. In Italy it usually is washed down with a red wine, but Italian-Americans sometimes prefer to serve it with beer.

#### Lasagne al Forno (Makes 6 servings)

- 1 pound lasagna noodles, 2 inches wide
- 1 pound Mozzarella cheese, diced
- $\frac{1}{2}$  pound ham or sweet Italian sausages, chopped
- 1 pound ricotta cheese, crumbled
- Salt and pepper to taste
- 3 or 4 cups tomato sauce with small meat balls
- 1 cup grated Parmesan cheese

Cook noodles in boiling, salted water for 5 to 6 minutes. Drain. In buttered, wide casserole, arrange a layer of noodles, then layers respectively of Mozzarella, chopped ham or sauteed sausage, eggs, ricotta, salt and pepper, grated Parmesan cheese and tomato sauce. Continue until all ingredients are used, ending with tomato sauce on top. Bake in a preheated, moderately hot 375° oven for 30 minutes.

Lasagna Verde in the Roman style is a regular menu item at a New York City midtown restaurant, the Trattoria. Wide spinach noodles are custom-made by the chef and folded over in triangles, then layered with cheese and two sauces. The homemaker will probably prefer to take the shortcut of using the widest "bought" noodles, with the Trattoria chef's two luscious sauces.

#### Lasagne Trattoria (Makes 5 servings)

- 1 pound wide lasagna noodles
- Boiling water, salt, olive oil
- $1\frac{1}{2}$  cups grated Parmesan cheese
- 5 cups red sauce
- 4 cups white sauce

Boil noodles in a large pot of water with 1 teaspoon salt and a few drops of oil to prevent sticking, for 10 minutes. Drain noodles, and separate.

#### Red Sauce

- $\frac{1}{4}$  cup butter
- $\frac{1}{4}$  cup each chopped carrots, onions, celery
- $\frac{1}{4}$  pound beef, pork and veal, ground together
- 6 ounces Burgundy wine
- $\frac{1}{2}$  cup tomato puree
- $1\frac{1}{2}$  teaspoons flour
- 4 cups broth (meat or chicken)
- 1 bay leaf
- 1 clove garlic

Saute carrots, onions and celery in butter until soft. Add ground meat,  $\frac{1}{4}$  teaspoon salt, and cook slowly for 20 minutes, stirring. Add wine and simmer 10 minutes or so. Add flour blended to a paste with the tomato puree, broth, bay leaf and garlic clove on a toothpick. Simmer about 30 minutes or until sauce thickens. Remove garlic.

#### White Sauce

Melt  $\frac{1}{2}$  cup butter, blend in 1 cup flour until absorbed. Then add 4 cups milk, and stir over low heat until thickened and smooth—nearly 10 minutes. Add 1 teaspoon salt and  $\frac{1}{4}$  teaspoon pepper.

Spread a layer of red sauce in the bottom of a large baking dish. Add a single layer of noodles, sprinkle with grated Parmesan cheese, add a layer of white sauce. Continue with red sauce, noodles, cheese and white sauce until all ingredients are used. Top with Parmesan, and bake in a preheated moderate (350°) oven for 20 to 30 minutes or until top is nicely browned.

Another version of red sauce is the Bolognese. Here is a recipe for making it:

**Sauce Bolognese:** Saute  $\frac{1}{4}$  pound chopped lean bacon or ham in 1 tablespoon butter. Add 1 onion, 1 carrot and 1 spear celery, all minced, then  $\frac{1}{2}$  pound ground beef. Stir and cook gently until beef is nicely browned. Add  $\frac{1}{4}$  pound chicken livers, cut up, 1 tablespoon tomato paste and  $\frac{1}{2}$  cup dry white wine. Season to taste with salt and pepper, and  $\frac{1}{4}$  teaspoon nutmeg and 1 cup meat or chicken broth (or water). Stir, cover and simmer for 35 minutes. Add one tablespoon butter. Makes two cups.

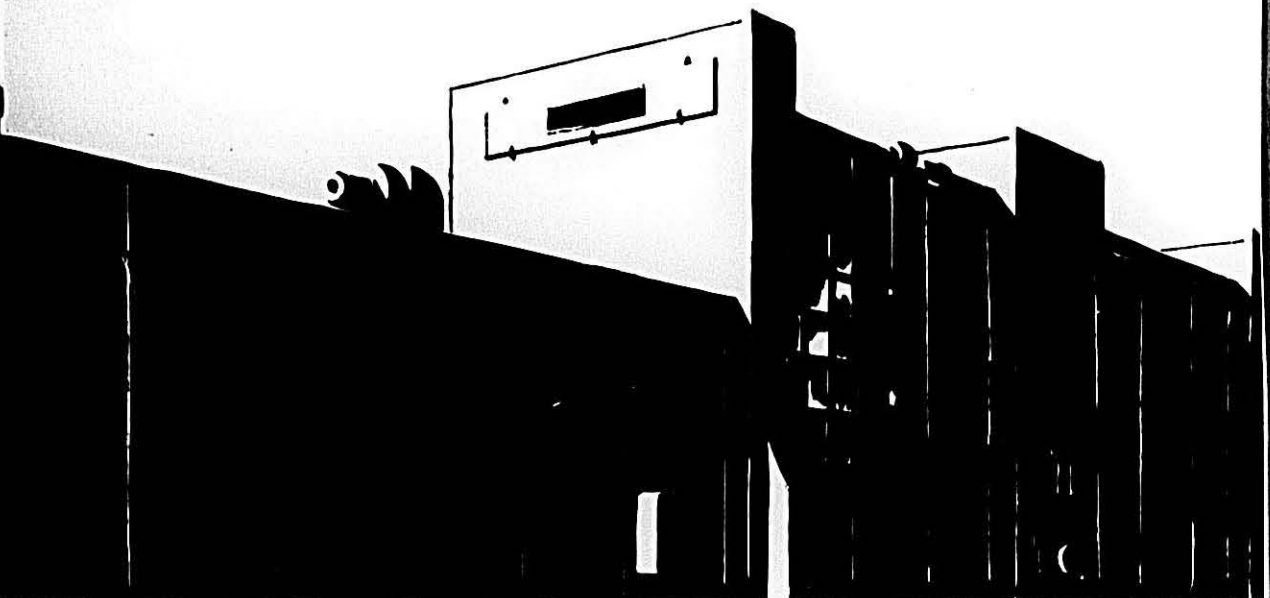


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## Lasagna Americana—

Feeding a crowd? There are so many factors to consider: food everyone likes, a menu that's easy to prepare and serve, attractive and satisfying portions, economy. An Americanized version of lasagna has been developed by the Sills' Test Kitchens in behalf of the National Macaroni Institute to use for large group serving. Tasty accompaniments would be a green bean tossed salad, with a pudding topped by a fruit sauce for dessert.

### Lasagne Americana (Makes 24 servings)

- 1½ cups (about 8 ounces) onion, chopped
- 4 pounds ground beef
- 2½ tablespoons salad oil
- 3 cans (1 pound, 12 ounces each) canned tomatoes
- 2 cans (10½ ounces each) tomato puree
- 2 tablespoons salt
- 1 tablespoon basil, crushed
- ½ teaspoon pepper
- ½ cup salt
- 12 to 18 quarts (3 to 4½ gallons) boiling water
- 3 pounds wide egg noodles
- 2 pounds (1 quart) creamed cottage cheese
- 8 ounces American cheese, sliced

(1) Brown onion and beef in heated oil. Drain off fat. Add tomatoes, puree, 2 tablespoons salt, basil and pepper. Simmer, uncovered, 1 hour, stirring occasionally.

(2) Add ½ cup salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. (You may cook noodles in one or more pots, according to sizes available. Use proportion of 4 to 6 quarts rapidly boiling water and 2 tablespoons salt to each pound of noodles.)

(3) Turn half of noodles into each of two 7½ by 11¾ x 2¼ inch baking pans. Layer each with sauce and cottage cheese. Repeat with remaining noodles, sauce and cottage cheese. Top with American cheese, cut in triangles.

(4) Bake in 375° (moderate) oven 15 to 20 minutes or until bubbling hot and cheese triangles are melted. Cut 12 servings from each pan.

## Art Professor

From a Minneapolis, Minnesota Star staff writer, we get the following spaghetti story:

Peter Lupori, professor of art and artist in residence at the College of St. Catherine, picked up several Italian recipes from his parents, who once ran



Everybody Likes Spaghetti!

a restaurant in Pittsburgh, Pa.

When Lupori married in 1958, he whipped up a few of the dishes for his wife. She liked them, tried them and "she did a better job than I did," Lupori said. "Now I just sort of fill in at home," he continued.

He also has cooked at the annual summer picnics of the Society of Minnesota Sculptors and for meetings with other members of the faculty at St. Catherine's. His specialties are variations of spaghetti.

At the table, Lupori is a spear-the-spaghetti-with-a-fork-and-twist-on-the-plate man, although he admits twisting the spaghetti in a soup spoon also works. He doesn't fully approve of people who cut up the spaghetti: "That's no fun," he remarked. Here is Peter Lupori's recipe:

### Italian Spaghetti

- ¼ to ¾ pound ground beef or veal
- ¼ pound chicken livers
- ¼ pound gizzards
- ¼ pound chicken hearts
- 1 pound can tomatoes
- 1 can tomato paste
- Onion, chopped
- Sage
- Garlic
- Parsley
- Cinnamon
- Nutmeg
- Salt and pepper
- 5 cups broth or water
- Mushrooms (optional), sliced fresh

Brown ground meat in one pan and hearts, gizzards and livers in another pan in olive oil over low flame. Mix and add onions. Sprinkle on seasonings. Add tomatoes and tomato paste. Simmer mushrooms in broth or water and add to meat mixture. Simmer for one hour.

Cook spaghetti for 12 minutes in well salted, boiling water. Top with spaghetti sauce. Serves 5 to 6.

## Merck Expands Research Facilities

Merck & Co., Inc. expects to complete its three-year, \$13,000,000 expansion of research facilities within the United States in 1965, according to the pharmaceutical and chemical firm's annual report, mailed to stockholders.

The first step in the program, a 78,000-square-foot addition to the Merck Sharp & Dohme Research Laboratories at West Point, Pa., was finished during the winter of 1963-64. The second phase, completion of a 130,000-square-foot research complex added to present biological research facilities at laboratories in Rahway, N.J., is expected to be finished "this year," Board Chairman Charles S. Garland and President Henry W. Gadsden report, in their letter to stockholders.

### Future Progress

"The increased scale of our research investment demonstrates confidence that our laboratories will contribute to the company's progress in the future, through significant discoveries, on at least the same scale as they have in the past," the report notes.

Total sales and earnings for 1964 were released to the press February 11. As announced then, consolidated net sales for 1964 were \$286,705,000, up from \$264,599,000 in 1963; net income after taxes was \$44,867,000, up from \$35,829,000 in 1963; and earnings per share of common stock were \$1.39, compared with the previous year's figure of \$1.11, adjusted for a three-for-one stock split in May 1964.

### International Sales Up

The letter from Mr. Garland and Mr. Gadsden notes a 24% increase in international sales for the year. "This growing demand for our products," it comments, "indicates the extraordinary opportunities for the company's growth abroad."

The letter continues: "Within the United States over the last decade, our human and animal health business has grown greatly and we expect this growth to continue. Also, we intend to remain competitive in the United States and elsewhere as a major producer of vitamins, antibiotics, sulfa drugs and other industrial and fine chemicals that have become standard commodities. In addition, we have taken steps to broaden our activities in proprietary drugs and other consumer products. Our planning also envisages growth through development of new business opportunities in human and animal health and in specialized chemicals."

N.M.M.A. 61st Annual Meeting  
Hotel Biltmore, N.Y.C., July 11-14

THE MACARONI JOURNAL

## Capacity: 1500 lbs. per hour



## New BUHLER press has increased capacity

Macaroni manufacturers in the USA and Canada are satisfied owners of more than 100 BUHLER Presses. Altogether, a total of approximately 1,000 BUHLER Presses are in operation throughout the world.

**Only Buhler has these features:** Here are four new developments which make the BUHLER Press an even more profitable machine for you to own.

**Only one Mixer.** BUHLER Presses have only one large double shaft mixer with positive feed into the extrusion elements. You can easily inspect the mixture at any

time. No complex vacuum sealing system is required for flour feed and mixer.

**Positive Feed.** This important new BUHLER innovation keeps a steady flow of mixture moving through the vacuum chamber into the extrusion elements. Tests show this positive feed has increased press capacity up to 20% without increasing the auger speed. You can process dough as soft or as hard as you wish.

Some owners report production consistently exceeds 2,000 lbs. per hour although the presses are rated at 1,500 lbs. per hour.

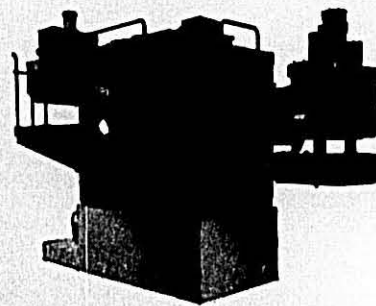
**Extremely efficient Vacuum.** The product is completely de-aerated in a vacuum chamber located between mixer and extrusion elements. Because the new design virtually eliminates leakage, the new BUHLER Press needs only about ¼ the vacuum

pumping capacity of other presses... while maintaining a higher vacuum.

**New Screw Doser.** This fourth BUHLER improvement consists of a dosing device connected directly to a water metering wheel. This guarantees that the mixing ratio between flour and water remains constant regardless of operating speed.

**Can be installed on present Presses.** The new BUHLER Mixer, Positive Feed, Vacuum System and Screw Dosers are now standard equipment on each new BUHLER TPM Press. They are also available for installation on your existing BUHLER Press.

If you would like to learn other ways you can improve the quality of your products at the same time you are increasing output and efficiency of your plant, write or call BUHLER today!



## Complete Macaroni Plants by BUHLER

THE BUHLER CORPORATION, 8925 Wayzata Blvd., Minneapolis 26, Minn. Phone: Liberty 5-1401  
BUHLER BROTHERS (Canada) LTD., 111 Queen St. E., Toronto 1, Ontario. Phone: EMpire 2-2575  
Sales Offices: NEW YORK CITY—230 Park Avenue. Phone: MU 9-5446

100 YEARS  
BUHLER  
1886



### Porter-Scarpelli of Portland

In the early 1900's the Scarpelli Brothers left their sunny Italy, bought some rain gear, and came to Oregon. Upon arriving, the three of them went to work as section hands for the railroad, and as Mr. Sam Scarpelli, president of the company, relates, "The eagerness with which they tried to show their worthiness as Americans was probably responsible in part for the rapid growth of railways in the early Northwest."

The Sales and Advertising Manager for the company is Mr. Charles Pope, an energetic gentleman with a contagious smile.

Mr. Pope says, "This company got its start back in 1916. Macaroni was an item that was almost unheard of in the Northwest at that time, so the Scarpelli Brothers decided to make their own. Since it was then intended for their own use, the very finest ingredients were incorporated in its preparation. This quality was the foundation for the business as it stands today."

#### Waterproof Box

One of the many interesting facets of the Porter-Scarpelli operation comes in the form of a new type of cardboard box that can be submerged in water for twenty-four hours without damaging its inner contents. Mr. Pope states, "This export carton was designed for the purpose of accommodating the hungry people of the world who, for one reason or another, don't have ports for large ships. Their coast line may be too rocky, or perhaps the water too shallow, so with this carton, a ship can lay off-shore and throw the entire shipment overboard. The shipment is then carried to shore by the tide or by small boats."

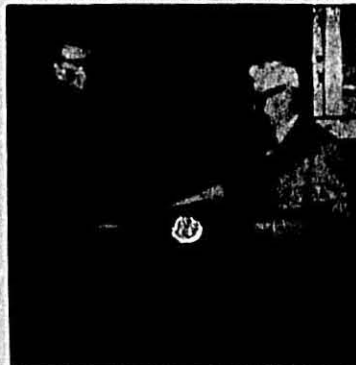
#### Clean Plant

The Porter-Scarpelli plant manufactures 1,000,000 pounds of macaroni every month. The company tries to maintain modern methods of operation and to keep the plant clean and light.

Mr. Pope, asked by a reporter how he really felt about Porter products compared to others, said, "If I didn't honestly believe that we were giving our customers the very finest, which they deserve, I wouldn't be working here."

#### Canny Canner

One spring day in 1827, an enterprising lady of the little Italian town of San Sepolcro decided to make and sell spaghetti to her neighbors, little dreaming that the tiny business would be built by her equally industrious great grandson into a \$15 million international enterprise. But Giovanni Buitoni did more than continue manufacturing spaghetti.



Sam Scarpelli and Conrad Ambrette, both 83 years old, are out pushing for business every day.

He became a sauce canner, beginning at the World's Fair in 1939, where he had opened a successful restaurant.

Today, Buitoni markets nine different sauces and eight processed foods, including macaroni, spaghetti and ravioli in sauce, says Food Business magazine, and the list is growing. Most recently, Buitoni's experimental kitchens at the company's South Hackensack, New Jersey headquarters developed a thumb-sized ravioli, in chicken broth, as well as a minestrone which, says Buitoni, "tastes freshly made, with the home kitchen flavor locked inside the can."

#### Frozen Raviol-ettes

The new Raviol-ettes item is a frozen item—250 little ravioli (10 oz.) packed without sauce, carrying a suggested retail price of 59 cents. It went on the market in New York in January in A & P and Food Fair stores.

Food Business says that Perugina Chocolate Company, with two plants in Italy, accounts for 60 per cent of the total Buitoni business both here and overseas. Although the United States sales make up only 20 per cent of all shipments, it is a growing market. The average American consumes about 17 pounds of candy and 6 pounds of spaghetti annually. "Increased domestic consumption is one reason why we can expect our business to expand to \$20 million within three years," Buitoni says.

Buitoni's own sales force, plus 30 brokers and four sales affiliates, are bucking up against at least 54 sauce competitors, "not to mention innumerable basement producers in almost every neighborhood," as Senior Vice President Carl D'Amico puts it.

"This isn't a high volume market," adds Sales Manager Edward Cirigliano. "Rather we're dealing with a quality specialty product, where the price is a little higher, and we have to work a lot harder to stay out in front." Apparently,

the extra effort is paying off, with sales figures showing Buitoni first in its major distribution area (New York metropolitan area, Philadelphia, and Florida), sometimes out-selling all others combined.

#### Italian Food Festival

Buitoni has experienced considerable success with displays in his distribution area, primarily because his sales representatives have played up the idea of creating an "Italian Food Festival" section with colorfully labeled, easy-stacking cans.

Another feature offered by the merchandising-minded Buitoni is that of an Italian cookery consultant who is shown on every label—and who really exists. She's Ella Mari, production manager at the South Hackensack plant, who has created a number of recipe books.

Buitoni's interest in restaurants has not waned, either. He owns a small but heavily-trafficked 74-seat establishment in the heart of Times Square in Manhattan. Naturally, the restaurant specializes in Italian cuisine, and has been called by a leading food editor "the cleanest food service in New York."

#### Great Grandfather

Henry Rossi, Sr., of Braidwood, Illinois, became a great grandfather on April 7, with the birth of Elizabeth Allison Harper. Mr. Rossi is a director on the Board of the National Macaroni Manufacturers Association.

#### Grocery Store Products Company Gains

Increases of 2.3 per cent in sales and 10.6 per cent in earnings for the fiscal year ended December 31 were reported by Grocery Store Products Company of West Chester, Pennsylvania. The Foulds Division in Libertyville, Illinois and the Gold Medal Division in Los Angeles manufacture macaroni.

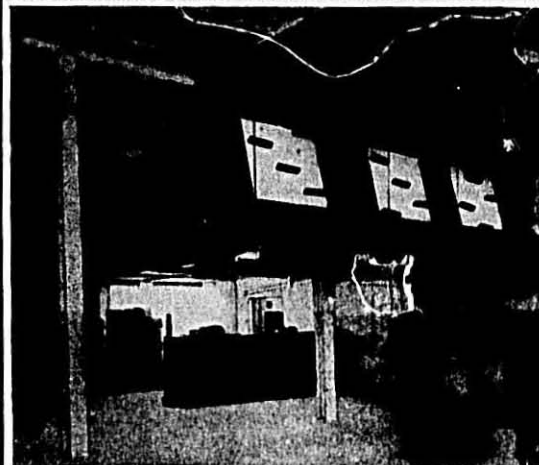
#### International Milling Earnings Down

International Milling Company, Minneapolis, has announced the financial results of the first six months of its current fiscal year which ended February 28. Consolidated net sales were \$159,796,311 compared to \$164,052,362 for the same period a year ago, and consolidated earnings were \$1,849,196, down from \$3,009,552.

Low flour margins in both the United States and Canada, and a decline in exports, particularly from Canada, were major contributing factors in this decline in earnings.

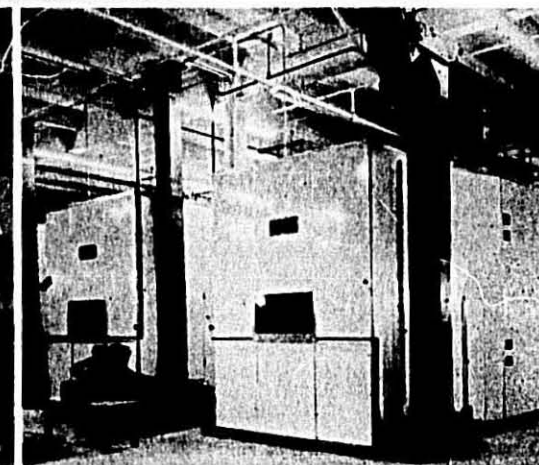
## STOR-A-VEYOR FOR NOODLES AND FRAGILE SPECIALTY ITEMS

such as: Mostaccioli  
Large Shells  
Rigatoni  
Spirals

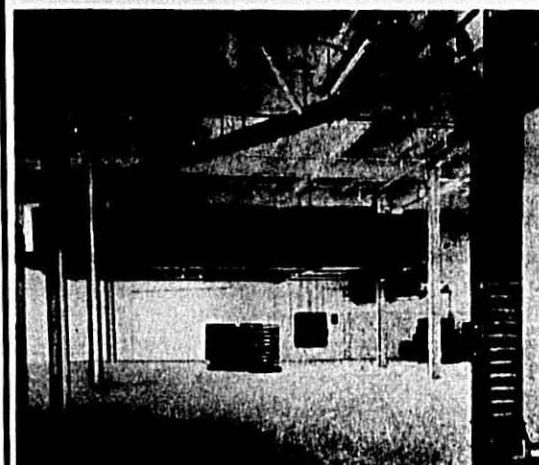


Battery of 3 Stor-A-Veyors with 24 Hr. dryer capacity — 3 Control Conveyors with dual discharge feeding 2 Packaging Lines.

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



From Dryers to Storage



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

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

Latest installation:  
O. B. MACARONI, Fort Worth, Texas.

**ASEECO CORP.**

"TO MEET YOUR NEEDS"

Automated  
Systems &  
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Engineering

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LOS ANGELES 6, CALIFORNIA DU 5-8091

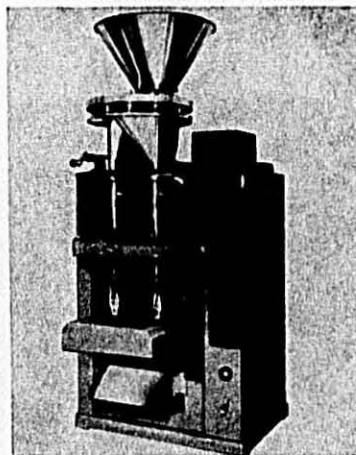
### Dual-Tube Bag Machine

A new dual-tube bag machine that operates within a single or twin frame has been developed by Triangle Package Machinery Company.

As a result of this new machine, the high production speeds of a twin tube unit are available in the space occupied only by a single frame or double the speeds available for the standard twin.

Using the most acceptable method of film control, Triangle's dual-tube unit operates with separate film rolls and electric eyes for registration. The machine has only one jaw carriage but uses separate release mechanisms for each tube to assure positive registration without sacrificing any flexibility and quick changeover for other bag widths.

The new machine is equipped with Triangle's proven features including quick return drive, proportioning heat controls, and is easily convertible to both supported and unsupported films. It also can be equipped with a wide variety of filling heads and be converted to single package of 8 by 14 through an interchangeable jaw assembly. Maximum package size is 5 inches by 14 inches.



Dual-Tube Bag Machine

more than one pouch may be cartoned automatically, a variety of packaging assignments can be fulfilled on one simple unit. The unit shown at McCormick Place utilizes the Triangle twin tube form-fill-seal Bag Machine with Volumetric Fillers and the CMC Cartoner. Production rates demonstrated were 150 packages per minute.

### Triangle-Clybourn Bag 'n Box

A new, more accurate net weighing scale and the new Triangle-Clybourn Bag 'N Box Machine were introduced by Triangle Package Machinery Co. at the AMA Packaging Exposition.

Triangle's new scale features a complete redesign for higher speeds and greater accuracies. These results have been achieved by using electronic controls and flexures to provide molecular pivot points in the balanced beam scale. This has resulted in quicker response time for greater repeatability and accuracy. Serviceability of the scale is excellent and all controls are located for complete ease of adjustment. This new scale system will be demonstrated in conjunction with the Triangle form-fill-seal Bag Machine.

### Bag and Carton Merger

The Bag 'N Box unit is a marriage of Triangle's proven Bag Machine and Clybourn's Continuous Motion Cartoner. The combination provides the latest in high speed operation for products now packaged in envelopes, liners or pouches inserted into a carton. Designed for speeds as high as 300 a minute, the Bag 'N Box unit requires only nominal floor space.

This unit provides for the utmost simplicity of operation. Changes from size to size are easily accomplished, providing the greatest flexibility. Since

Pont line of high durability "K" 207 cellophanes.

"K" cellophane 210-207 has significantly better low temperature durability than other polymer-coated cellophanes of the same gauge and more durability and moisture protection than any of the heavier 195-gauge nitrocellulose-coated cellophanes.

Samples of several on-the-market applications of "K" 210-207 were exhibited at the Packaging Show.

The durability of the new film permits the packager to change to a higher yield film and gain coverage at lower cost with equivalent or better appearance and protection.

The film, which has a yield of 21,000 square inches per pound, will be priced at 74 cents a pound in rolls. It is particularly suited for bag applications, including packaging of candy, cookies, crackers and assorted snack products.

"K" cellophane 210-207, from a durability standpoint, joins two other Du Pont "K" 207 films of 140 and 195 gauge. However, the new film provides superior moisture barrier protection in comparison to nitrocellulose-coated films. In appearance, the cellophane is typical of the 207 family, combining high transparency and gloss with low haze in its optical properties.

Machine performance and jaw release characteristics are similar to the high quality standards of all "K" cellophanes.

### "K" Cellophane 210-207

A new, high-yield, polymer-coated cellophane has been added to the Du



**Rossotti Management Team.** Rossotti Lithograph Corp., packaging producers with main offices in North Bergen, N.J., announced the formation of a new management team recently. Shown in photograph, they are from left to right (bottom row) Julius Besselman, Controller, Frank Prime, Eastern Divisional Sales Manager, Charles C. Rossotti, Executive Vice President, Robert Van Gelder, General Manager, California Division, Bill Cox, Central Division Sales Manager. Rear Row: left to right Francis Farrissey, General Sales Service Manager, Albert Rossetto, Marketing Manager, Miriam Morris, Sales Promotion and Advertising Manager, Robert Abyn, Director of Design and Quality Control, Jack Schoenberg, Plant Manager and Technical Director. Not shown in the photograph is John Swan, Northeastern Regional Sales Manager, whose headquarters is in Rochester, N.Y.

Rossotti is an old, established name in the carton and label industry. Recently they installed a six color press, the largest of its kind with a double feed and double delivery. Rossotti was known as an innovator in the use of appetite appeal, and was among the first to recognize the value of color on a package at a time when the package was thought of as nothing more than a container. Recently they acquired the Rossotti Econ-o-mate equipment line, a hot melt equipment series which pre-applies the adhesive so that the dewaxing odors are eliminated in the food manufacturer's plant. They also promoted the use of the Rossotti Clo-Seal carton construction, a sift-proof, infestation proof construction which has been tested by the U. S. Department of Agriculture and found to be considerably superior to other carton construction for combating these problems.



11-17 settembre 1965

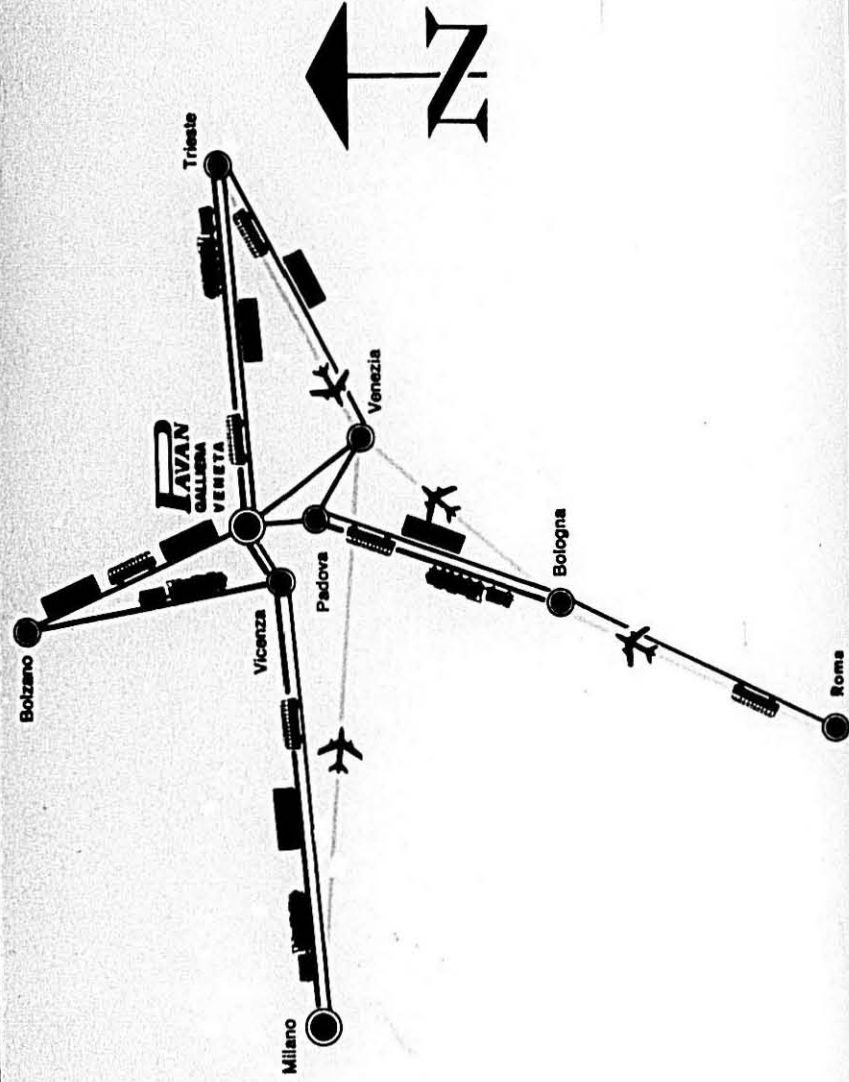
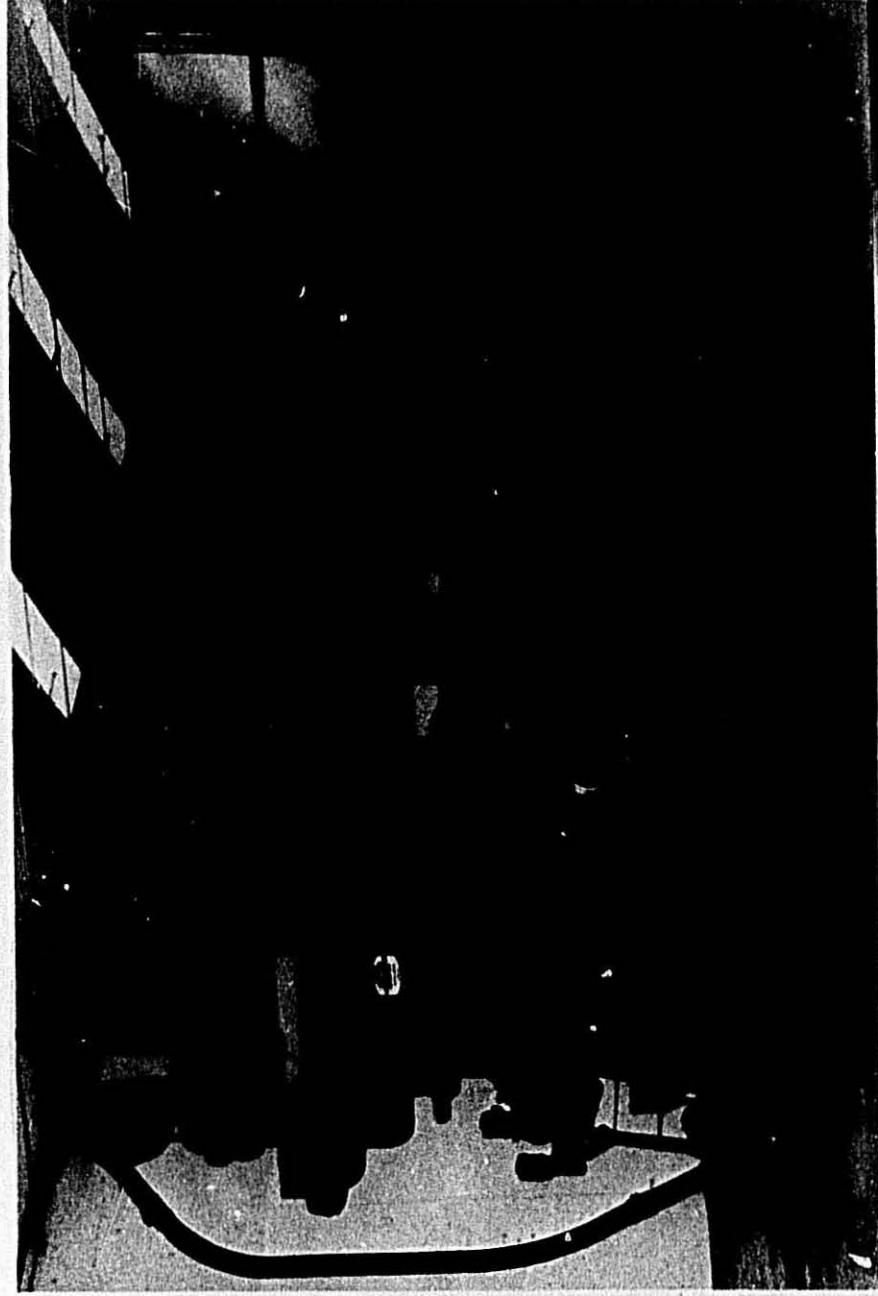
imballaggio e confezionamento  
trasporti industriali interni  
macchine per industria alimentare

**A Press producing  
2200 lbs. per hour of  
long dry pasta!**

**The largest hourly  
production ever achi-  
eved up to now.**

**¡Una prensa de 1000  
kilos hora de pasta larga  
seca!**

**La mayor producción  
horaria alcanzada hasia  
ahora en el mundo.**



**imballaggio e confezionamento  
trasporti industriali interni  
macchine per industria alimentare**

**ATTENTION PLEASE!**

Not in June anymore but in September the Macaroni Manufacturers are invited from all over the world to the great exhibition prepared for them from the 11<sup>th</sup> to the 17<sup>th</sup> September 1965.

The most important firms will exhibit what may be interesting for a modern development of the Macaroni Factories.

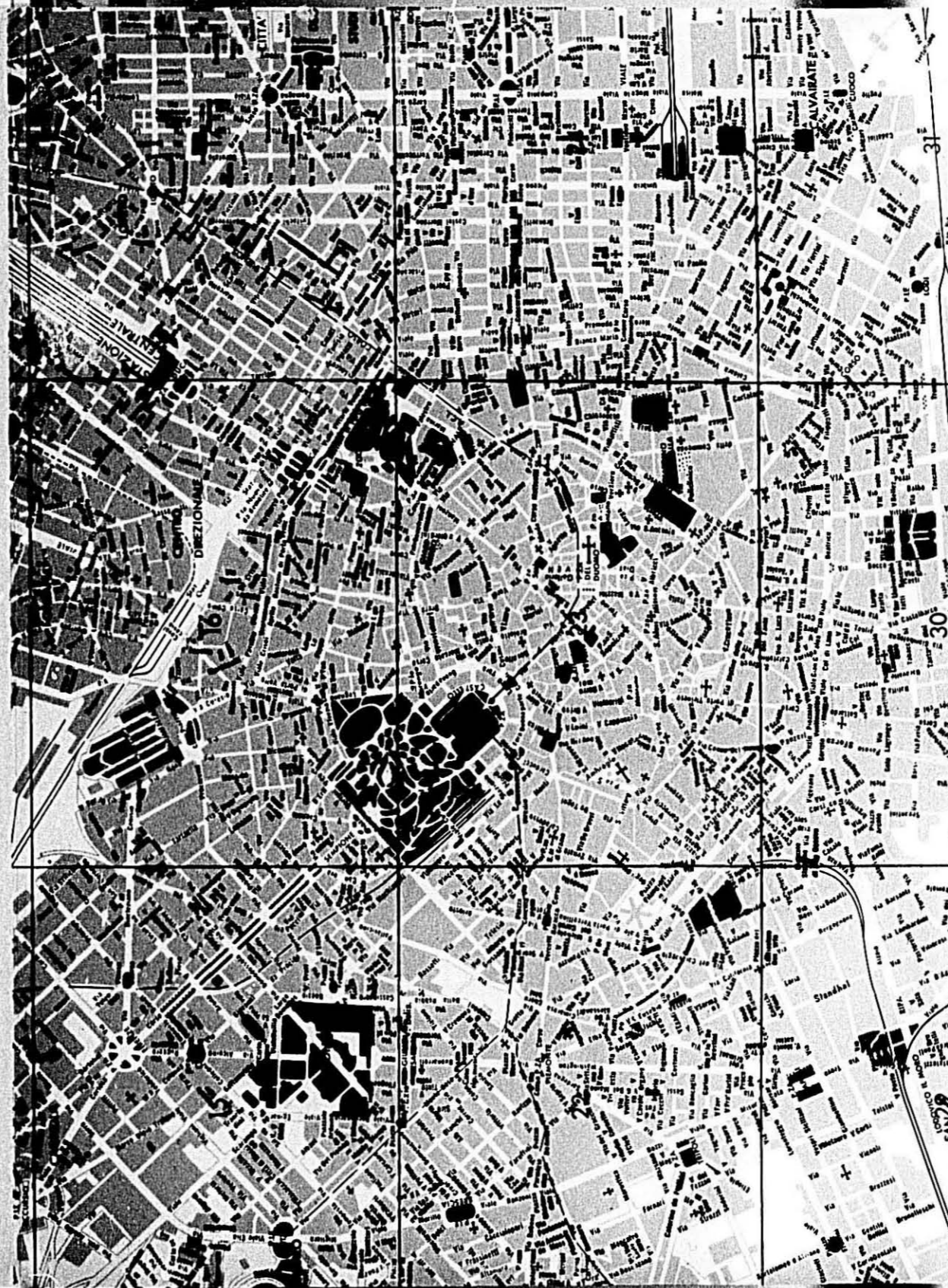
An occasion for useful comparisons and careful decisions.

**¡ATENCIÓN!**

Nunca más en Junio, sino en Septiembre, los Sres. Fabricantes de Pastas Alimenticias de todo el mundo están invitados a la gran Exposición preparada para ellos del 11 al 17 Septiembre 1965.

Las mejores casas constructoras expondrán todo aquello que más interesa al moderno desarrollo de las Fábricas de Pastas Alimenticias.

Una ocasión para útiles confrontaciones y para tomar decisiones verdaderamente cuidadosas y estudiadas.



# ipak 1965 ima

11<sup>th</sup> - 17<sup>th</sup> september

**Packaging  
Material Handling  
Equipment for the  
Food Industry**

**Embalaje y confeccion  
Transportes industriales  
interiores  
Maquinas para la indu-  
stria alimenticia**

Milan 11th-17th september  
1965



## International Exhibition

**Packing and Packaging  
Mechanical Handling  
Food-Processing Industrial Machinery**

IPACK-IMA • Milano (Italia) • Via G. G. Moro, 13

### Study Tour

The National Macaroni Manufacturers Association has announced that a study trip can be arranged following the international macaroni meeting to take place during the 4th edition of IPACK-IMA. This is the International Exhibition of Packing and Packaging, Food Processes Equipment, and Material Handling Machinery. The exhibition is scheduled for the Milan Fair Grounds, September 11-17.

### Milan Meeting

On September 15 and 16, delegates from macaroni associations from all over Europe will meet in convention.

Group travel can be organized by the National Macaroni Manufacturers Association for a 21-day excursion leaving New York on Monday, September 13, in time to have delegates attend the convention and see the exhibits.

Following the meeting, visits will be planned to plants in the Milan area.

### Visit Switzerland and Italy

Over the weekend of September 18, the group would fly to Zurich, Switzerland where the Buhler Brothers would arrange tours.

Returning to Italy on September 21, arrangements would be made to visit Barilla in Parma, Zamboni in Bologna,

Fava in Cento, and Braibanti installations at Corticella.

Thursday and Friday, September 23 and 24, would be spent in Florence before flying to Venice for the weekend.

The establishments of Pavan at Galleria Veneta would be visited on September 27.

From there the group would fly to Naples to visit plants there and in Salerno, with visits scheduled to Capri and Pompeii.

From Naples the group would go to Rome on the first of October for the weekend before returning to New York on an evening flight, October 4.

### Last Call!

Housing arrangements will be tight, so interested macaroni manufacturers are urged to contact the Association offices promptly.

### African Operation

Manji Biscuits of Nairobi, Kenya, is reported to have built a new factory costing 100,000 pounds to produce macaroni under license from Buitoni International of Italy.

### Raising Rotameter Reliability

A new, vertically connected metal-tube rotameter, the Straight-through

Vareameter, has just been released by Wallace & Tiernan Inc. It is available with easily interchangeable units for indication or pneumatic transmission.

Flow through the meter is directed into a fast-moving pattern which keeps the float and guides clean and functioning perfectly. To gain reliability, an extra long float magnet has been placed above the metering disc. It can't trap magnetic dirt under the disc to change float profile and cause errors in flow indication or signal transmission.

The Straight-through Varea-meter's magnetic coupling is foolproof. The float magnet can't lose the indicator magnet during a flow surge. No awkward float extensions project beyond the flanges. The 3-15 psi transmitter unit has a built-in indicator which operates independently of the transmitting mechanism.

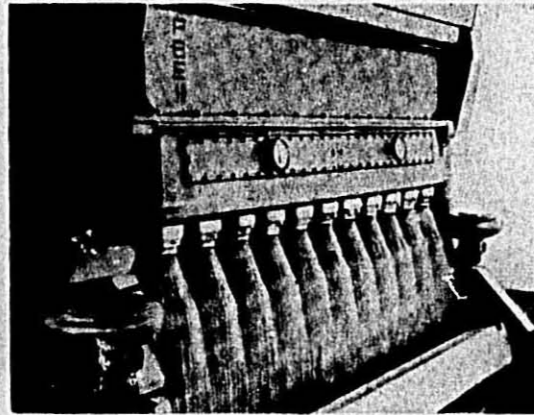
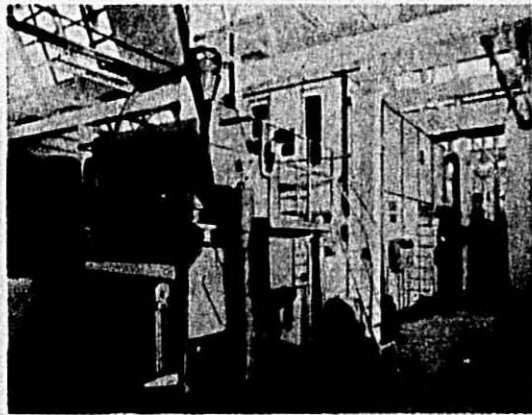
### Different Sizes

The Straight-through Varea-meter is available in 1/2- to 2-inch sizes. Capacities are 1.1 to 180 gpm water and 4.7 to 613 scfm air. Indicating or transmitting accuracy is 2 per cent of full scale over a 10 to 1 range. Custom calibration to 1 per cent of full scale is available.

Literature describing the Straight-through Varea-meter is available from Wallace & Tiernan Inc., 25 Main Street, Belleville, N.J. 07109.

## New Methods for Long Goods Production

by Dr. Ing. Aldo Martinetti, Industrial Consultant, Milan.



The new Essonico-Gariboldi lines produce long goods through small vertical screws and utilize high frequency drying. A close-up shows the new multi-head press.

IN some Italian macaroni factories there have been recently introduced new methods of producing long goods dramatically different from the old way.

The press is fundamentally different from traditional models in that it has no spreading tube for the distribution of the dough at the rectangular die. Rather, there is a number of small vertical screws each of which feeds a small circular die or a rectangular extruder area. The advantages of the new system include the following:

A greater regularity in output of the goods with consequent smaller quantities of trimmings which have to be kneaded again.

No rough mechanical handling of the product, due to the lack of the spreading tube, with improvement to color and quality of the product.

Spreading can be done on any desirable stick length, so these presses can reach very high production yields (up to 1,000 kg. per hour with 2.5 m. length sticks).

### Drying Lines

The drying lines are characterized by these important differing features:

There is considerable reduction in the drying times for the adoption of high frequency, resulting in a consequent cut of overall dimensions and costs.

The possibility of stopping production at any time, without having to unload the tunnel while the macaroni drying operation takes place in the closed cycle motion. The interruption of work on the week-end is thus greatly eased, and consequently the expensive stick silos which were developed to

solve this problem are rendered unnecessary.

All movements are mechanically synchronized through a speed change gear controlling the spreader also. Electrical impulses and consequent harmful stops of all mechanical units are therefore entirely eliminated.

The tunnel is made of various zones partitioned off from each other, in each of which it is possible to create the most desirable thermo-hygrometrical conditions. This ensures the drying of any size of goods whatsoever, including large sized goods with holes.

### High Frequency

With the adoption of high frequency drying mentioned above, it seems in order to highlight this process aimed at revolutionizing the drying techniques of macaroni production.

The first industrial results, which were reached long ago, showed reduction in the drying time of long goods to eleven to twelve hours and from five to six hours for short and coiled goods.

Among the advantages of this shortened drying time are the following:

A reduction in the length of the line containing high frequency, as compared with traditional lines. This results in lower investment in building or greater utilization of existing space.

### Conversion Possible

In the case of the existing traditional lines, it is possible to convert them with a subsequent increase in the productive efficiency of the units. The presses certainly should be replaced.

Greater production flexibility is possible with more facility in changing sizes and shapes.

There is higher drying safety with elimination of dangers of acidity and mold.

There is better conservation of color in the dried product.

The macaroni so dried cooks better. There is less sedimentation.

This range of industrial and technological advantages undoubtedly makes the adoption of the new drying system highly convenient to any macaroni factory.

### Long Goods Wrapper

Dr. Giovanni Coppa-Zuccari of Rome reports that Gariboldo Ricciarelli Company of Pistoia has introduced a machine to pack long products, such as spaghetti and bread sticks, on a continuous automatic process.

The machine, called Cello-o-pack "L", uses cellophane, polyethylene, aluminum foil, or coated papers.

As the roll of film unfolds, it flows through a tube shaper. The bottom is cut and sealed as the longitudinal seal is made. The bag is then filled with the product and cut, making the bottom seal for the next bag being formed.

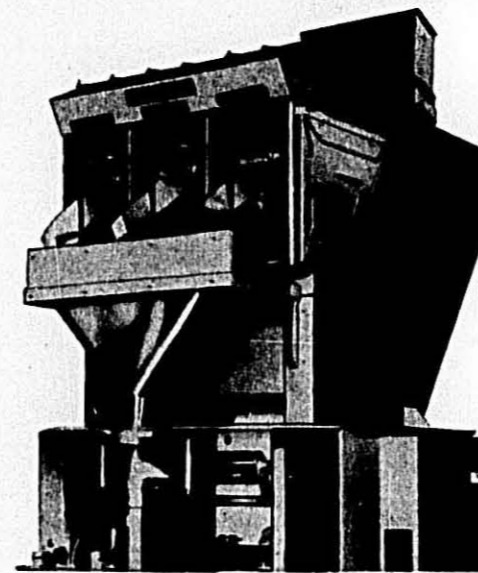
All moving parts of the machine are hydraulically operated and controlled, including the back-and-forth movement of the sealing jaws.

Bag dimensions range in size from 2½ inches to 5½ inches in width and from 6 to 14 inches in length. Changeovers are fast and simple.

Production rate is approximately 30 bags per minute, depending upon the material and the size of the bags.

The Cello-o-pack "L" can be coupled to one or two semi-automatic or fully-automatic scales.

# Net weighing will never be the same again - not since FLEXITRON!

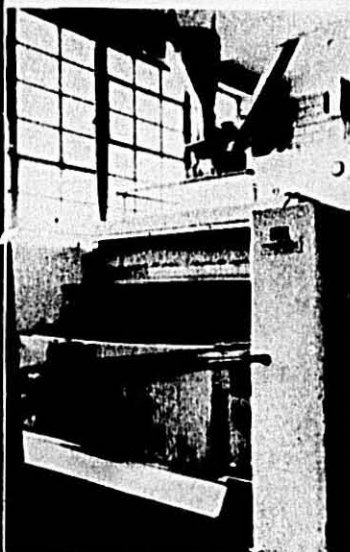


■ Triangle's new Flexitron Net Weighing System is faster, more accurate, and much more consistent than all others. Flexitron has no moving parts that can cause friction or distortion. ■ Response time and signal sensing accuracy are greatly improved. New easy-to-reach controls precisely adjust bulk and final weight while machine is running. Even the vibrating trays have been redesigned to provide more consistent, uniform feed rate. ■ You'll be hearing much about Triangle's Flexitron scale, because it's the first to combine a short balanced beam with flexures and a differential transformer. This means you get the same consistent efficiency and accuracy—year after year after year. To see a demonstration of the new Flexitron scale, write Triangle.



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# MAC



### SANITATION

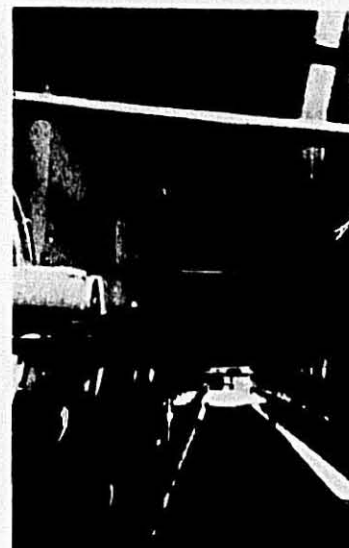
The Demaco finish dryer and accumulator when empty is completely open for cleaning. Every part is accessible and within easy reach for vacuum cleaning or washing down. You can walk through the dryer—no other dryer on the market has this advantage. The dryer has its own floor raised off the building floor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

## 2

**DEFRANCISI M**

WEST

**NEW LONG GOODS CONSTRUCTION MEETS NEW STANDARDS AND OFFERS A MULTITUDE OF ADVANTAGES!**



### CONSTRUCTION

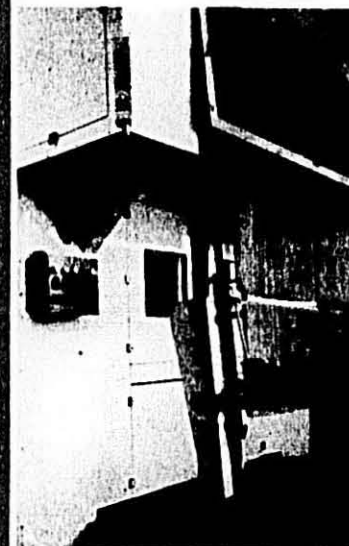
The Demaco dryer is equipped with exterior panels of aluminum sheet faces, spray baked with white enamel on both sides, bonded to 3/4" self-extinguishing polyurethane foam core. No semi-insulated panels which do not hold the correct temperature and humidity indexes.

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

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### 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

## WAY BACK WHEN

### 40 Years Ago

• Leading railroads offered special reduced rates for all macaroni manufacturers and representatives attending the Atlantic City annual meeting. The special Certificate Plan allowed conventioners to make their return railroad trip at one-half the regular one-way fare.

• The activities of trade associations were upheld in two separate cases involving the cement manufacturers association and the fur dressers and dryers association. Commenting on the decisions, Arthur Brisbane, syndicated columnist, said:

"The Supreme Court decides that the trade association method of cooperating, within great industries, is not a violation of the antitrust law. That's a most important and very wise decision, but it will cause roars and heart pains in certain circles. It means that the heads of great industries can agree on prices to be paid by the public.

"It will be said that the decision will open the door to extortionate price fixing, and there is no doubt that it will facilitate excesses if manufacturers are foolish enough to indulge in them. But that can be attended to when the time comes. Meanwhile, prices will be stable, wages can be made fair, without giving the mean employer an unfair advantage. And the business should go to the best goods and the best salesmen."

### 30 Years Ago

• The National Recovery Act was declared unconstitutional by the Supreme Court decision of May 27, 1935, rendering illegal the fundamental principles establishing minimum wages, maximum hours and the right of self-regulation under government supervision.

• "After the Code, What?" asked the June editorial. It then goes on to say that an honest, determined cooperative effort should be made to find ways of retaining all the beneficial features of the macaroni industry's self-government.

• A processing tax of approximately \$1.38 a barrel of semolina or flour used in macaroni manufacturing was paid indirectly by each macaroni manufacturer. It was imposed in such a way that the tax was reflected in the price charged for the raw material. The Macaroni Journal pointed out that, in effect, it was a sales tax upon the necessities of life, the proceeds of which were passed along to the farmers because they were not making the money they thought they should.

### 20 Years Ago

• Enrichment of macaroni and noodle products were approved by the Food and Drug Administration. Under the order, enrichment of all macaroni products, whatever the size or shape, including all noodle products, egg noodle products, egg noodle products and egg macaroni products, was not mandatory, but permission was granted to those who wished to enrich. The enrichment proposal did not include whole wheat macaroni products, wheat and soya products, milk macaroni products or vegetable macaroni products.

• The Food and Drug Administration refused to prescribe a definition of Standards of Identity for gluten macaroni products, believing that it would not be beneficial to the consumer.

• "Price Relief or Price Release" was the plea of the NMMA Committee appointed by President C. W. Wolfe conferring with Government officials. The committee sought relief, not only in a larger assignment of raw materials in a market situation made tense by government buying for export, but also in higher price ceilings to cover increased production costs. Five months of inaction by the Government irked Association committee members.

### 10 Years Ago

• Merchandising meetings held in Chicago and New Orleans heard of publicity placements obtained for macaroni, spaghetti and egg noodles from Ted Sills. Related item tie-ins running since the first of the year, reported by Secretary Bob Green, were Tuna-Macaroni Bake with the Pet Milk Company, the Swanson Chicken a la Queen promotion with money-back coupon deal, Monterey Spaghetti with the Olive Advisory Board, and Nut Crust Macaroni with the California Almond Growers.

• "Easy Summer Serving" was the headline calling attention to the macaroni-noodle and canned meat promotion the last two weeks in June. Brochures announcing the campaign stated that "here was a sure cure for that hot weather slump." Drop-in mats were offered by the National Macaroni Institute.

• Tests that reveal flour quality for flour used in the production of macaroni and noodle products were explained by Earl V. Hetherington of General Mills, Inc. They included color, protein, mineral, moisture, granulation, specks, grit, insect fragments, and cooking.

• Experiments reported by James J. Winston on the use of Huron gum glu-

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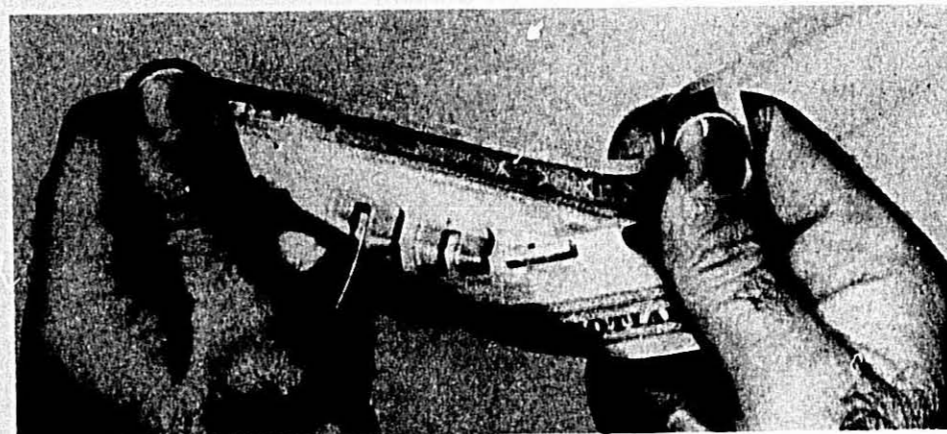
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ten in macaroni products showed that up to a level of 12 per cent protein obtained by the use of gum gluten, there was no reduction in color score. However, raising the protein content above 12 per cent by means of gum gluten reduced the percentage of yellow and increased the brown. A macaroni product should have a maximum of yellow and a minimum of brown.

• A new, effective macaroni merchandising display system was introduced by Skinner Macaroni Company, Omaha. It was made up of three pieces: shelf dividers to prevent mixing of the various cuts; product identification strips; and an Italian style spaghetti bin.

THE MACARONI JOURNAL

## Does it REALLY Pay to Stretch it?



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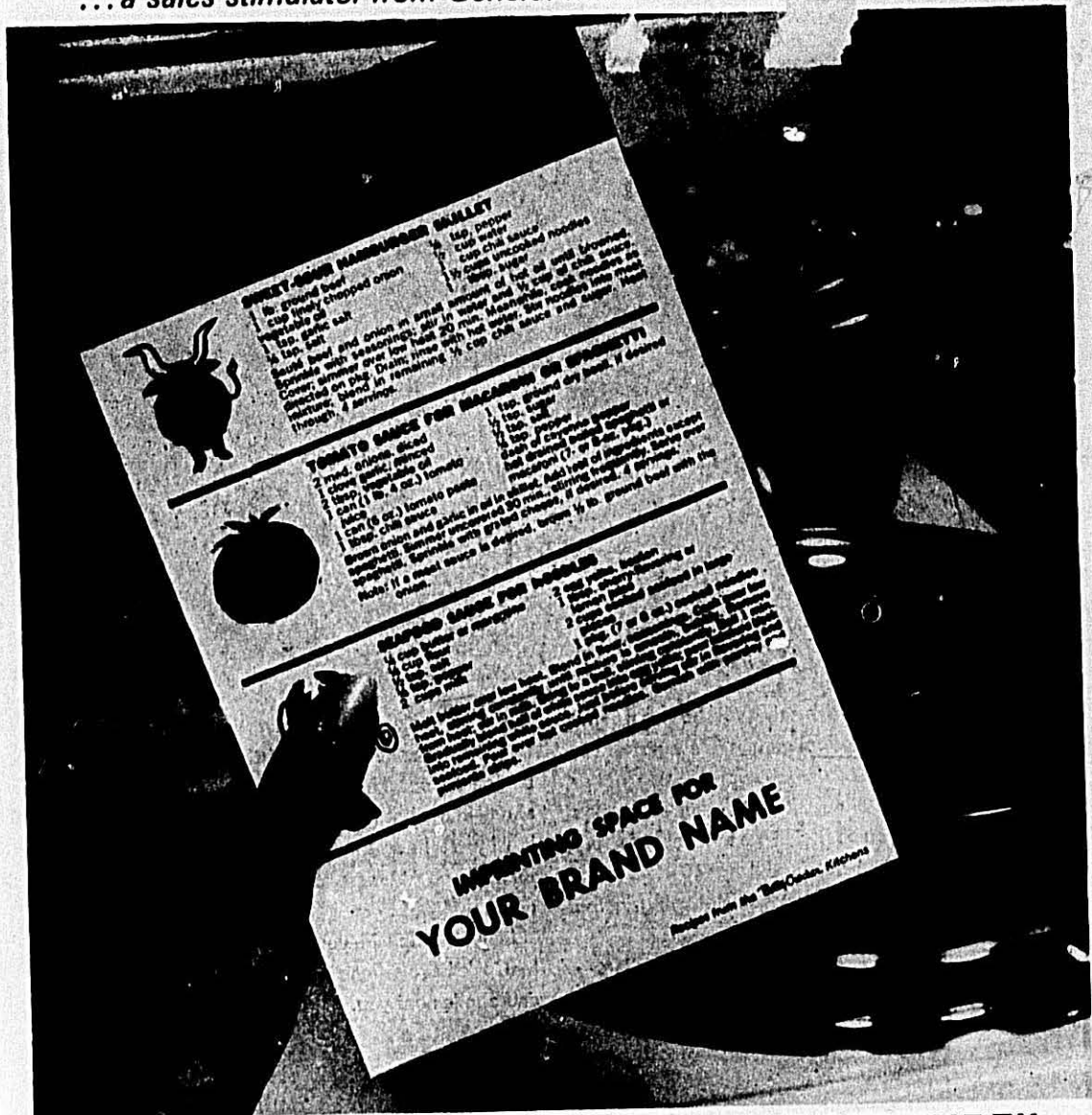
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