

**THE  
MACARONI  
JOURNAL**

**Volume 47  
No. 3**

**July, 1965**

# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



JULY, 1965

61st ANNUAL MEETING  
Macaroni Manufacturers  
New York World's Fair  
Unisphere



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# The Macaroni Journal

July  
1965  
Vol 47  
No 3

Official publication of the National Macaroni Manufacturers Association  
139 North Ashland Avenue, Palatine, Illinois. Address all correspondence regarding advertising or editorial material to Robert M. Green, Editor, P.O. Box 336, Palatine, Illinois, 60067.

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## In This Issue:

Meet Me in New York	Page 4
Convention Highlights	6
Members Meeting	7
Cheese Chemists Meet	8
Good Grain Prospects	11
Rice Cross Macaroni	16
Dining Aways Indicates Eggs Rebound	20
Eggs' Yen for Spaghetti	22
Noodle Court Tournament	26
Word from Washington	28
Testimony on the Future of Pasta in B.	30
Cheese Shows in Paris - IPACK/IMA - M. 30	30
Ketchup: A Matter of Competition with K. 30	30
Editorial Items	33
Was Back When	36
Index to Advertisers	37

## Cover Photo

The New York World's Fair Unisphere is seen from during the 1965 Annual Meeting of the National Macaroni Manufacturers Association, July 2-4, in New York City.

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## MEET ME IN NEW YORK

**T**HE 61st Annual Meeting of the National Macaroni Manufacturers Association will be held at the Hotel Biltmore in New York City July 11-14.

The Biltmore was selected because of its location in the Grand Central area. It is easily accessible to shopping, the theatre district, and a subway directly beneath the hotel will take conventioners to the World's Fair via subway in 20 minutes.

### July 11

Sunday, July 11, has been designated as Macaroni Day at the World's Fair. It was expected that Monsignor John Romaniello, the Hong Kong Noodle Priest, and Association President Fred Spadafora of Los Angeles would be on hand for festivities.

In the evening, the first social event opening the convention will be held aboard a Circle Line cruiser to take delegates around Manhattan by water. The Suppliers' Social and traditional Rossotti Buffet will be served on board.

### July 12

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

An audio-visual presentation of the Television Bureau of Advertising examines the interesting question "Is Your Association Surviving Or Succeeding?"

Discussions on food retailing begin by facts from the Cifrino Report given by C. Reese Musgrave of Chain Store Age. Three New York area retailers have been invited to participate in panel discussions moderated by National Macaroni Institute Chairman Albert Ravano.



When you visit the Fair, be sure to wear comfortable shoes. Though buses are available, the Fair grounds cover 646 acres.



The Biltmore Hotel, convention headquarters, is in the Grand Central area, directly across the street from the new Pan Am Building.

They are: Howard M. Miller, head buyer at Food Fair Stores, Inc.; Albert Gitnes, general manager of Shop-Rite Supermarkets, a Division of Wakefern Food Corporation; and Louis Campanelli, assistant head buyer of H. C. Bohack Company, Inc.

### Profit Seminar

At a luncheon session, John D. Corrigan, president of the Executives Institute, noted trainer of executives and salesmen, will discuss and demonstrate "How to Get Out of the Cost-Price Squeeze on Profits." After the luncheon program, some 50 registrants are invited to attend a Profit-Making Seminar. Attendance is to be limited to the first 50 who register for the session.

At 4:00 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. In the evening a Roast Beef Dinner is planned to be served in the Directors' Lounge followed by harness racing at the Roosevelt Raceway. Buses will bring delegates back to the hotel.

### July 13

On Tuesday, the general session will open with a report on developments in Washington.

A panel discussion offering "Suggestions For Voluntary Compliance Programs" will be moderated by Association Research Director James J. Winston. Panelists include C. A. Herrmann, Food and Drug Administration Director of the New York District; John F. Madden, Director of New York State's Bureau of Weights and Measures; and

Eaton E. Smith, Division Chief of Food and Unfair Sales Practices for the State of Connecticut.

H. Howard Lampman, executive director of the Durum Wheat Institute, will report on their activities and developments in the interindustry wheat research and promotional projects. Theodore R. Sills, public relations consultant for the National Macaroni Institute, will report on plans for product promotion.

In the afternoon, delegates have been invited to visit the C. F. Mueller plant in Jersey City, New Jersey. Bus transportation will take the group there and bring them back in time for the Suppliers' Social in the evening, followed by the Association Dinner-Dance.

### July 14

On Wednesday, July 14, the Board of Directors meet in the morning to elect officers for the coming year and review Association and Institute plans and projects.

There is much to see in New York City; there is much to see at the World's Fair; there is much to learn in the business discussions.

### General Mills Reduces Milling Operations

General Mills will close nine of its seventeen flour mills, it was announced by Gen. E. W. Rawlings, President, after action by the company's Board of Directors. The decision followed exhaustive studies of changing conditions in the flour industry.

"The decision to discontinue production at these mills was based on an analysis of many factors," Gen. Rawlings said. "Over-capacity in the milling industry plus material, transportation and manufacturing costs at certain locations have brought about such unsatisfactory profit margins that it is economically unfeasible to continue to operate some of our milling units. The situation has existed for several years and we see nothing in the future which would change this picture."

Mills will be closed in Minneapolis, Minn.; Amarillo, Texas; El Reno, Okla.; Hopkinsville, Ky.; Wichita, Kans.; Wichita Falls, Texas; Ogden, Utah; Tacoma, Wash.; and the "B" mill units in Buffalo, N.Y. All of the mills except those at Wichita, Tacoma and Ogden are programmed to close about July 1.

### Continuing Operations

General Mills will continue to operate flour mills in Avon, Iowa; Chicago, Ill.; Kansas City, Mo.; Johnson City, Tenn.; Great Falls, Mont.; Los Angeles, Calif.; Vallejo, Calif.; the "Bellera" mill in Buffalo; and an oat mill in Minneapolis.

(Continued on page 14)

*Sincere best wishes  
for a productive convention  
and a prosperous future  
for the macaroni industry.*



**GENERAL MILLS**

**DURUM SALES**

### Meetings Held in Los Angeles and San Francisco

Meetings of macaroni manufacturers were held in Los Angeles at the International Hotel on May 25 and at the St. Francis Hotel in San Francisco May 27. Both meetings drew good attendance.

Pending legislation, such as increased certificate values under the proposed Farm Bill, truth-in-packaging under the Hart Bill, and repeal of Paragraph 14(b) of the Taft-Hartley Act voiding right-to-work laws, came in for discussion. It was the consensus that concerned individuals should write their Congressmen expressing their views.

#### Product Publicity

Executive Secretary Bob Green reported on macaroni publicity placements in such consumer magazines as Better Homes and Gardens, American Home, Good Housekeeping, Family Circle, Ingenua, and Sunset Magazine with West Coast distribution.

Macaroni, spaghetti and egg noodles have been illustrated in color in such supplements as the Los Angeles Times Sunday Magazine "Home," the Daily Oklahoman Orbit, Miami Herald, New York Sunday News.

Lenten features for macaroni products were carried heavily in syndicated columns and on the food pages of newspapers all over the country.

Cooperative releases have recently been placed by Angostura Bitters, Bureau of Commercial Fisheries, American Lamb Council, National Livestock and Meat Board, Carnation Evaporated Milk, American Dairy Association, Lawry Foods, Inc.

#### Noodle Promotion

Fletcher Satterwhite of Lawry's reported on related item promotions between their new Beef Stroganoff Mix and noodle manufacturers. Supported with national magazine advertising, local newspaper advertising, consumer coupons, point-of-sale material, and attractive point-of-purchase pieces, the combinations have racked up an impressive array of support.

#### Good Attendance

Macaroni manufacturers in attendance at the Los Angeles meeting included Fred Spadafora, John Costa, Sandy Blavin, Ed DeRocco, Pat Gabrieli, Lou Fusano, Ed Minni, P. F. Vagnino.

In San Francisco, those attending included Vincent and Paskey DeDomenico, Julio DiDonato, Richard Merlino, Frank Cafferata, George Paolini and Wilbur Massetani.



Fletcher Satterwhite shows display card. Fred Spadafora stands on right, with Peter Vagnino and Pat Gabriele in the foreground.

### Millers' Meeting

A RECORD attendance was reported at the 63rd annual meeting of the Millers' National Federation in Washington, D.C. during the last week of April.

#### Dr. Willis Gortner

Lead-off speaker at a breakfast session Monday was Dr. Willis Gortner, Director, Human Nutrition Research Division, U. S. Department of Agriculture. He gave generous recognition to the Federation for going to bat with Congress to get \$250,000 restored to the budget for wheat studies. In describing the various projects under way, Dr.

Gortner noted that the job of the Department and the obligation of all of us is to know how best to combine our foods for our well-being. The outlook for increased emphasis on wheat products appears to be bright.

#### Alfred G. Beckmann

In opening the general session Chairman Alfred G. Beckmann reported how the Federation, with the Wheat Flour Institute and the Export Department, attempted to solve some of the major problems that faced the milling industry during the past year. He noted that while all efforts were not completely successful, what progress that was achieved could only have been accomplished through combined efforts. He concluded on the optimistic note: "This is our challenge and our opportunity—creative aggressive effort to sell our products!"

#### C. L. Copeland

C. L. Copeland, Director of Public Relations, National Association of British and Irish Millers, reviewed the work of the British Flour Advisory Bureau. This covered consumer advertising, merchandising, promotions, research, editorial service to all media, professional relations with medical-dental groups, educational materials for schools, and home economics operations in the field. He disclosed that British millers pay the equivalent of one and one half cents per hundredweight to support such association work. He stressed the need for mass advertising to influence mass markets. Concerning American efforts to form a more comprehensive, consolidated program

### The Billing at the Biltmore

"Surviving or Succeeding?" presentation by the Television Bureau of Advertising is convention curtain-raiser.



James C. Hirsch



Richard A. Nell

THE MACARONI JOURNAL

## CONVENTION HEADLINERS



John D. Corrigan speaks on cost-price squeeze on profits.



Albert Gitnes, General Manager, Shop Rite Supermarkets, participates on Grocers' Viewpoint.



Louis Camponelli, Assistant Head Buyer, H. C. Bohack Co., comments on Grocers' Viewpoint.

(Wheat and Wheat Foods Foundation), he observed—"If you wait until everything is perfect for such a step, you will wait forever. You have a great opportunity in the present situation. I think you should participate in the planning of such an organization without restraint."

#### Howard L. Morton

Further emphasizing the critical need for coordinated programs among wheat producers, processors, and end-product manufacturers was Howard L. Morton, Director, Committee on Utilization, Great Plains Wheat, Inc. He urged support for the developing Wheat and Wheat Foods Foundation and for the

program of research proposed by the Pro Tem Committee on Human Nutrition Research.

#### R. G. Myers

R. G. Myers, Chairman of the Wheat Flour Institute Committee, described that organization as a foundation for sales—today and tomorrow. But in spite of its outstanding work, he commented, the future of the industry is in jeopardy. The Institute is the only remaining organized effort to maintain and develop markets for wheat flour foods and its future is threatened by lack of unanimous support. He issued a strong call to all millers to make an investment in the Institute as part of the cost

of doing business. Mr. Myers also urged that the Wheat and Wheat Foods Foundation and the outline of proposed nutrition research of the Pro Tem Committee be made a part of every mill's foundation for sales.

#### Howard P. Davis

Governmental officials then held the spotlight. Howard P. Davis, Deputy Administrator, Consumer Food Programs, U. S. Department of Agriculture described the workings of the Food Stamp, School Lunch, Direct Distribution, and Plentiful Foods programs. He gave a progress report on the Wheat and Wheat

(Continued on page 8)

### Regulatory Officials Discuss "Establishing Voluntary Compliance Programs."



C. A. Hermann, Director, N.Y. District Food and Drug Administration.



Eaton E. Smith, Division Chief, Food and Unfair Sales Practices, State of Connecticut.



John F. Madden, Director, Bureau of Weights and Measures, State of New York.

JULY, 1965

7

### Millers' Meeting—

(Continued from page 7)

Foods Foundation, which he has served as temporary chairman. He expressed cautious optimism as to the outlook for a solid, genuine industry effort to bring the Foundation into actual and permanent existence.

#### George P. Larrick

George P. Larrick, Commissioner of the Food and Drug Administration, reviewed the close working relationship which has existed between the industry and FDA over many years. While his remarks were generally commendatory, he did urge that more careful attention be given to sanitation and pesticidal residues.

#### Panel

A panel discussion of 1965 wheat processor regulations was moderated by Carl Farrington of the Federation's Committee on Agriculture. Another member of the committee was on the panel, Dugald MacGregor, Department of Agriculture representative included Roland Ballou, Clifford Pulvermacher, George S. Shanklin.

#### Dr. Kenneth Ogren

Dr. Kenneth Ogren, Director of Marketing Economics, U. S. Department of Agriculture, commented on results of cooperative efforts between his agency and the Federation to improve milling statistics. Most of his talk related to data which show how much of the consumer price of a loaf of bread goes to each segment involved in making that bread available to the consumer, from wheat producer to retailer. As a result of changes in methodology and information supplied by the Federation through its members, the share of marketing spread attributed to the millers has been reduced by 30 per cent. Dr. Ogren pointed out that there is no issue as to whether the government will collect and publish statistics on the milling industry; the question is how accurate they will be and the answer depends in large measure on industry-government cooperation.

#### Richard W. Reuter

Speaking on Food for Peace, Director Richard W. Reuter reported a total of around 33,000,000 hundredweights or nearly 80 per cent of U. S. flour exports moved under this program in 1964 which was authorized by Public Law 460, now 10 years old. Mr. Reuter pointed out that "much greater attention and emphasis must be given to the nutritional implications of the Food for Peace program." The donations programs alone, he noted, are reaching 100,000,000 people and with bread and

other products we have the greatest sampling program in history. "There are new millions of people eating bread and bulgar and noodles and doughnuts." The experience of such programs has been that they not only relieve hunger or malnutrition but provide a basis for commercial trade as country economies develop. Food aid overseas will continue and probably increase somewhat, he said.

#### Jerome Jacobson

Jerome Jacobson, Deputy Assistant Secretary of State for Economic Affairs, discussed current developments in U. S. foreign economic policy. It is these policies that are so important for carrying on foreign trade, especially on a long-time basis. The status of trade negotiations under the General Agreement for Tariff and Trade (GATT) was reviewed, as well as balance of payments problems, foreign economic development, the European Common Market and other regional groupings—the U. S. policy in regard to all these important questions, he stated, was aimed at expanding trade, improving income and purchasing power in foreign markets and promoting growth and development.

#### Rep. Paul Findley

Representative Paul Findley of Illinois delivered a hard-hitting attack on current farm programs at a Wednesday luncheon meeting. Using wheat and cotton as examples, he described the unbelievable complexity such programs have had built into them, almost to the point of incomprehensibility. He questioned the rationality of the two entirely different approaches. Under the cotton bill, cash payments are made to processors in an apparently unsuccessful effort to lower consumer prices. Wheat processors, on the other hand, are taxed in such a way that consumer prices must be increased. In concluding his remarks, Mr. Findley said: "I hope this organization will take as its objective, clear and unconditional, the goal of getting the government out of the grain business. I think we play with dynamite when we seek any lesser objectives."

#### Vice President Humphrey

High point of the meeting was an address by Vice President Hubert H. Humphrey. Most of his message was an outline of the objectives of the Johnson Administration and the state of the national economy. He concluded:

"You are agri-business. You can't stay in business without a good farm economy, and a good farm economy won't do very well without you. I also know that your part of the economy has not

flourished as well as others. I believe that you have a message to get to our government. I wouldn't be here tonight if I didn't think you had one, because I have other things to do. I wanted to come here and let you know one thing above all: that we will welcome your advice and counsel. You will be asked for it. We hope that when you present it, you will present workable alternatives to us, because there is no fixed position in matters where we have doubt, and we surely have doubt today as to how best to direct and how to help organize this great agri-business economy of the United States."

### Cereal Chemists Meet

THE American Association of Cereal Chemists held their Golden Anniversary Annual Meeting April 25-29 at the Hotel Muehlebach, Kansas City, Missouri.

#### G. Norman Irvine

An afternoon program was devoted to durum wheat. G. Norman Irvine, Grain Research Laboratory in Winnipeg, gave the keynote on 50 years of progress in durum wheat.

He noted that the first durum was brought to the United States by Dr. Mark Carleton from Russia and was accepted by the farmers of North Dakota because it was more rust resistant than other wheat. At this time it was used for bread. Later when stem rust resistance was developed in ordinary wheat, durum became a specialty item used chiefly for macaroni.

Research showed that air bubbles and rough surface obscured yellow color, and this was eliminated by vacuum and teflon. Further research into the chemical aspects of color showed that the enzyme lipoxidase destroyed some yellow pigment by oxidation during mixing, and more recent research has identified some of the substances which cause brownish macaroni.

When the batch process was used, semolina with 30 to 40 per cent yield of coarse particles was best, because it gave a low ash and a bright yellow color and could be processed with a low per cent of water, such as 25 per cent.

This left a finer semolina which had a duller color and a higher ash and a flour with poor color. This system of milling is still used in Europe. It requires a large kernel for high yield milling. Therefore, Europeans need a large kernel which is supplied by Canada but not by United States at the present time.

To satisfy the needs of continuous processing, millers in the U. S. and Canada extract 65 per cent of the durum to make a relatively fine semolina or even

(Continued on page 10)

# THE STORY OF MACARONI

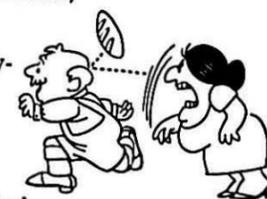


**Who Really Invented Macaroni?**  
Accounts vary. According to Greek legend there was a deafening crash of thunder and lightning one day, the heavens opened up, and the gods of Olympus gave man macaroni, which in their language meant "The Divine Food."

And according to Chinese legend a young Chinese maiden, enraptured by a handsome Italian sailor, happened to let her batch of bread dough overflow. The dough dripped from her pau in strings and dried in the sun, and these the sailor took back to his ship. When the ship's cook boiled these strings and covered them with broth,

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

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



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



**PEAVEY COMPANY**  
Flour Mills

### Cereal Chemists Meet—

(Continued from page 8)

a granular containing flour. In milling this product, a smaller kernel such as that of present varieties of U. S. durum is satisfactory. When durum is in short supply, two varieties of vulgare (common) wheat are used. Garnet is used in Canada and Ramona on the west coast of the United States.

In 1915 there were no durum hybrids. A selective breeding program at the University of Minnesota improved Mindum which was the dominant variety used for 30 years. In 1954 Rust 15B wiped out Mindum in the U. S., but it is still the standard of quality in Canada. Stewart and Carleton were varieties developed with good agronomic qualities and rust resistance gained from Vernal Emmer.

#### Crash Program

In 1954 there was a crash program against 15B, and Sentry was developed which had tolerance. In close succession came Langdon, Townner, Yuma, Ramsey, Lakota and Wells.

Durum growing in Canada moved north and west with Stewart predominating. This is now being replaced by rust resistant Stewart 53, the first development of a new variety in Canada released for general distribution. Lakota and Wells are not licensed in Canada because of small kernels which they cannot sell easily in Europe.

Nugget was developed in 1950 and had two to three times the yellow pigment of regular durum and low lipoxidase activity. However, it was not a success agronomically. It was used by plant breeders to give color by crossing it with other varieties.

The color problem has been substantially solved by United States and Canadian breeders, and research is now moving in the direction of cooking quality.

The Winnipeg Laboratory has found it difficult to produce poor cooking quality with their laboratory equipment. Their primary problem now is to develop laboratory equipment which will duplicate the commercial process on a very small scale to evaluate wheats.

#### Communications Needed

Dr. Irvine concluded by asking for more communication between the scientists who are developing raw material and the manufacturers who are making macaroni. Since he has not been able to produce bad macaroni with his laboratory equipment, he is interested in receiving samples of macaroni which is slimy or mushy or has some other fault of cooking quality.

### Principles of Evaluation

A paper entitled "Principles of Evaluation of Durum Wheats and of Their Products" by Giuseppe Fabiani, Istituto Nazionale della Nutrizione, Rome, was read by Dr. Irvine.

The tests for whole wheat kernels were given as: shape—which should be elliptical; appearance—which should be uniform and brilliant or opaque; color—yellow or red-brown; and 1000 kernel weight, which is important in Europe because of milling for a large durum particle.

The characteristic fracture should be glassy. This is measured with a "granitome," which cuts a large number of grains of wheat in two in little pockets so that the fracture can be examined.

Semolina tests are eight in number: amber color, taste and smell, granularity, protein, gluten, ash, rheological tests—including farinograph and amylograph readings, and practical macaroni manufacturing tests.

Dr. Fabiani stated that a negative test on these different qualities will show poor quality, but a positive test does not necessarily prove that good quality can be made from the product.

Tests for raw macaroni include color, which should yellow or amber; the product should be hard and elastic and resistant to breaking. Aspect of fractures should appear glassy.

Cooked macaroni is evaluated for color, smell, taste, water absorption, guinness and mushiness.

There are three tests currently used to measure the percentage of soft wheat mixed with durum. These are the Matweef test which is used in France, a new test developed in the United States by Gilles and Youngs, described below, and the Bragioni & Franconi test.

In Italy, some of the soft wheat varieties behave like durum with respect to the Matweef and the Gilles & Youngs tests, and at least two durums show some sitosterol palmitate, which is the basis of these two tests. The Bragioni & Franconi test measures the infra-red transmission of an acetone extract and has proved quite reliable under Italian conditions.

#### Purity of Semolina

A paper entitled "Evaluation of Durum Wheat and Durum Products III—Studies on the Purity of Semolina and Semolina Products" was presented by V. L. Youngs and K. A. Giles, North Dakota State University, Fargo. This described the method for detecting mixtures of common wheat with durum. The lipids (fats) were extracted from equal amounts of the different macaroni samples with petroleum ether. A

small drop of the extract was placed on a thin film of silica gel and carbon tetrachloride flowed over the spot. The various fats migrated at different speeds as the carbon tetrachloride flowed past the spot so the various fats were separated, and each one formed a spot at a different distance from the original spot. The spots were made visible by treatment with sulfuric acid and the density of the sitosterol palmitate spot was measured with a Photovolt densitometer. Very good agreement with the percent of hard wheat mixed into the durum was obtained at many percentages of mixture.

#### Component Causing Brownness

R. R. Matsuo, Grain Research Laboratory at Winnipeg, reported on "Characterization of the Component Causing Brownness in Macaroni." It was stated that the component causing brownness in macaroni made from certain varieties or grades of durum wheat was found to be a water soluble protein involving copper. Previously, it had been suspected that browning occurred because of a reaction between protein and sugar, but this was found not to be the case.

Browning is not a problem with existent durum varieties, but understanding of the browning reaction is needed in plant breeding, since many of the varieties developed do turn brown upon processing and drying.

### Scientific Award

The establishment of a new scientific award to recognize outstanding workers in the field of rheology has been announced by the American Association of Cereal Chemists.

The citation, which was approved by the AACC's Board of Directors during the organization's recent annual meeting, will be known as the Carl Wilhelm Brabender Award, and will be presented every two years to an individual who has made distinguished contributions to applied milling and baking rheology.

According to the AACC, the objective of the newly established citation is to "provide a worthy candidate with the opportunity of visiting scientists and laboratories in other parts of the world than his own, for the purpose of increasing his knowledge and experience in the field." The award will consist of a travel grant of approximately \$1,000, to be used for a trip to Europe, if the recipient is an American; a trip to the United States, if the recipient is European; and a trip to either Europe or the United States if the recipient lives in any other part of the world. In addition to the travel grant, the winner will receive an

(Continued on page 11)

### Scientific Award—

(Continued from page 10)

appropriate plaque as a permanent token. There is no restriction on the qualifications of the recipient other than that he be professionally active in rheology.

The Brabender Award will be given alternately by the AACC and its German counterpart, the Arbeitsgemeinschaft Getreideforschung, headquartered in Detmold, Germany, and will be sponsored by two well-known instrument suppliers to the milling, baking and plastics industries—C. W. Brabender Instruments, Inc., South Hackensack, New Jersey, and Brabender OHG, Dulsburg, West Germany.

### Wicked Weather

Spring unleashed a torrent of disasters in the form of fires in California, floods in the Pacific Northwest and along the Mississippi River, hurricanes in Florida and Louisiana, tornados in the Midwest, soil-sweeping winds in the Southwest, and drought from New England to Texas.

The Department of Agriculture reported record demand for Federal cost-sharing in farmers' disaster recovery efforts—debris-clearing, fencing and anti-erosion measures. The total in ten months through April was more than \$70,000,000, topping loans of \$60,000,000 in the previous full fiscal year.

Floods in the Minneapolis-St. Paul area slowed up shipments from mills to the macaroni industry. With all but one railroad under water, shipping was a real problem, but fortunately came after the big Lenten push for supplies was over.

#### Flood

The Peavey Company house organ reported that the flood preparation work, destroyed property, and lost working time cost the company thousands of dollars. Dolphins and loading gallery in the river were tied together with one-inch cables to secure facilities against floating ice chunks and river current. Next to the elevators and office, a crescent-shaped dike was erected for protection. More than 12,000 sandbags were filled, and tons of gravel were hauled in to reinforce the dike when the river rose above expected predictions.

Because of pre-flood precautions taken by all Peavey facilities, an uncountable amount of damage loss was averted.

#### Tornados

When a series of tornados struck the Minneapolis-St. Paul area, it was only a matter of minutes before disaster

crews went into action, but it was several days before their important work could be finished. And throughout this critical period, macaroni products played an important role in disaster feeding.

Source of this information is L. T. (Roy) Heikkila of General Mills' Durum Sales Department, who is also a Councilman at Mound, Minnesota, a suburb of Minneapolis. One of the areas most heavily hit by the tornados was a section in Mound called Island Park. Here civilian volunteers, police, fire, Civil Defense and military personnel all worked as a team to bring help and hope to those affected by the disaster.

During the emergency, the ladies' auxiliaries of the various civic, fraternal and social organizations, coordinated by the Fire Department auxiliary, began the task of feeding the victims and the disaster crews who worked around the clock. During the disaster period, an estimated more than 2,000 persons were served hot food. And Roy reported that casseroles featuring macaroni products were a mainstay of the hot food service.

When Roy commented on the preponderance of macaroni dishes to one of the women in charge of the feeding, her reply was: "Macaroni dishes are economical, nutritious, easy-to-prepare, tasty, popular, and they can be kept hot so they can be served to a large crowd at any time."

Important roles in the disaster feeding also were played by a number of Twin Cities and area firms who contributed milk and other food to help feed both victims and workers.

#### Storms

The Farmers' Union Herald reported that the Minneapolis tornado and storm hit the Grain Terminal Association and the Farmers' Union Central Exchange just after they were cleaning up the damaging Mississippi flood. Huge steel high voltage line towers at Northern Pump Company were bent to the ground like crushed toys. An estimated \$3,000,000 in damage left the plant looking like a wartime bombing target, but the storm skipped the Farmers' Union linseed plant located just a few yards away. Just north of the area, the twister roared through the suburb of Fridley—killing, maiming and leaving homes and business places strewn in tragic disorder.

#### Earthquake

In Seattle, the Fisher Flouring Mills was near the center of a 45-second earthquake that hit April 29. Kenneth R. Fisher, general manager, paid tribute to the plant's technical staff for what he termed an "incredible accomplishment" in placing the plant back to near full

operation. This included restoring all loading spouts and legs to their tracks, correcting scales, restoring power and water supplies and other steps necessary to efficient operation.

The earthquake resulted in two deaths at the Fisher plant, a warehouse foreman and a state grain inspector.

For farmers in the northern part of the Great Plains—hit in many sections by excessive moisture, floods and a lingering winter—the planting season could be one of the latest on record.

### Good Grain Prospects

Small grain prospects are excellent over wide areas of the Upper Midwest and Canada, despite cool weather and repeated rains, which have delayed seeding of wheat, oats, barley and flax, according to Donald G. Fletcher, president, Crop Quality Council, Minneapolis. Good topsoil moisture over virtually all of the Upper Midwest and the Canadian Prairie Provinces should get the small grain crop off to a better than average start, even though seeding is late, Fletcher said.

Latest areas include the northern Red River Valley, northeastern North Dakota, northeastern Montana, and the Canadian Prairie Provinces, where the season is about two weeks late. Durum seeding has been especially delayed in the North Dakota "durum triangle." Sunshine and warm, drying weather are needed now to permit completion of small grain seeding and planting of row crops, he reported in mid-May.

Prospects for winter wheat are excellent in central and northern Texas, most of Oklahoma and central Kansas. Drought has seriously reduced wheat prospects in the Texas and Oklahoma panhandles, eastern Colorado, and western portions of Kansas and Nebraska. Combinations of drought and winterkill have damaged winter wheat in South Dakota. Winter wheat has also suffered extensive winterkill in eastern areas of Kansas and Nebraska, southwestern North Dakota and eastern Montana.

Cereal rusts have developed slowly this season in Mexico and southern Texas. Wheat stem rust has increased somewhat, but is now present only in trace amounts in northern Texas and parts of Oklahoma. Wheat leaf rust is present, but generally light, in Oklahoma and southern Kansas. The oat rusts are also moving north. Crown rust was heavy in southern Texas, but oat stem rust development has been limited. The extent of subsequent rust development on later maturing crops to the north will depend on weather conditions, maturity of the crop, and the rust races involved, Fletcher said.

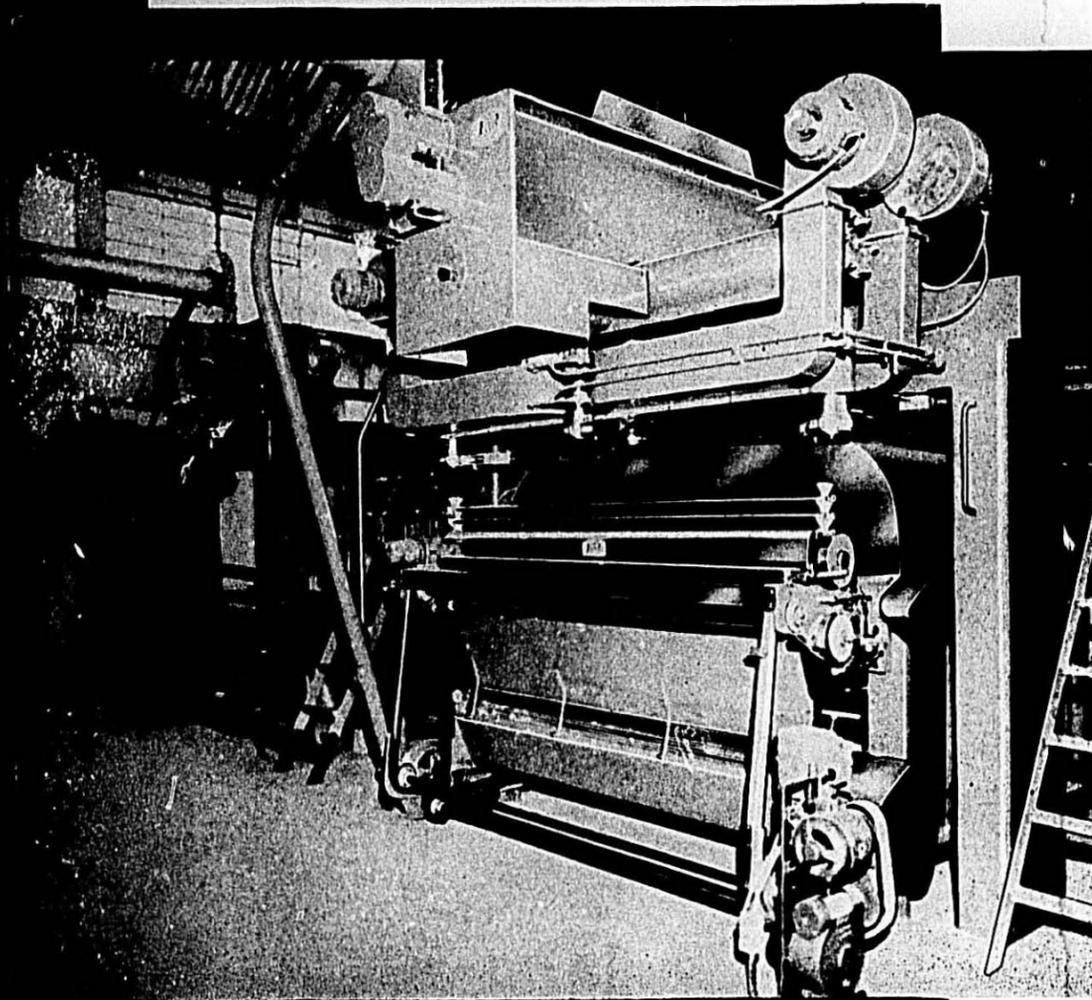
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 HUNGARY  
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 URUGUAY  
 BOLIVIA  
 COLOMBIA  
 U.S.S.R.  
 LUXEMBURG  
 SOUTH KOREA  
 SOUTH AFRICA



**IN THE  
 WORLD**

**Foreshortened view of the installation of Messrs. Pastificio  
 Universal, Puerto La Cruz, Venezuela—Daily Capacity: 40 Tons**

(Courtesy of M/s. Pastificio Universal, Puerto La Cruz).



**FVAN**

OFFICINE MECCANICHE SPECIALIZZATE  
 MACCHINE ED IMPIANTI PER PASTIFICI  
 GALLIERA VENEZIA

### General Mills Closing—

(Continued from page 4)

Elevator and grain merchandising operations will continue at Minneapolis, Duluth, Minn.; Enid, Okla.; and Ogden as well as at all operating mill points. Portland, Ore., will also remain as a grain merchandising office.

"This is a move consistent with the fundamental policy adopted by General Mills three years ago," it was pointed out by Gen. Rawlings. "That policy is to concentrate corporate effort and resources in areas of maximum potential. For our company, these areas are clearly consumer foods and specialty chemicals. Not only do the food and chemical markets have great potential, but General Mills has demonstrated its strength and abilities within them."

### Expansion Program

In the past two years, General Mills has conducted a vigorous acquisition, construction and expansion program in its food business. A little over a year ago the company acquired Morton Foods, Inc., of Dallas, Texas, and recently announced the formation of Morinaga-General Mills, Ltd., a Japanese company, to manufacture convenience foods in Japan and the Far East. Also during the past year, General Mills acquired the assets of Collett-Week Corporation, a producer of fine chemicals at Ossining, N.Y.

The company has also been extremely active in the development and marketing of new convenience food and specialty chemical products and has introduced more than 48 such items on a national basis in the past two years.

Construction of a package foods plant will start in mid-June in Lancaster, Ohio; a food service and bakery mix plant is under construction at St. Charles, Ill.; a large addition to the package foods plant at West Chicago, Ill., is under construction; some expansion work on the Toledo, Ohio, package foods plant has been completed and other expansion work is continuing.

### Several Studies

Gen. Rawlings stated that five separate studies, two by outside concerns and three by the company, had been conducted since 1962. "The results show that from a business standpoint it would be better to reduce the huge investment we have in flour milling facilities for use in operations that offer better opportunities for profit and growth," Gen. Rawlings said.

"We regret having to make this decision because of the effect it will have on the employees and their communities," said Gen. Rawlings. "Our employees have given long, loyal and

dedicated service. We will retain as many as possible and will carry out retraining programs where feasible to aid in relocating employees within the company. Some will take early retirement and unfortunately others will be terminated. Every effort will be made to help them find new positions." Approximately 1,400 employees will be affected.

### Still in Flour Business

Gen. Rawlings emphasized that the company is not going out of the bakery flour business, but is merely curtailing production and concentrating in areas that offer the best economic results. "General Mills intends to maintain its important position in family flour, bakery mixes and in its export and domestic branded bakery business," Gen. Rawlings said. "We will continue to aggressively market Gold Medal 'Kitchen-tested' flour, Gold Medal Instantized flour, Red Band, Drifted Snow and all the other of our regional brands of family flour."

"The company will also continue to move ahead in its food service, grain merchandising and overseas milling operations."



Joseph M. DeMarco

### DeMarco Retires

Joseph M. DeMarco, Eastern Durum Sales Manager for General Mills, retired June 1 for reasons of health after 42 years of service.

DeMarco started in the New York Export Department of the Washburn Crosby Company in 1923, became New York Credit Manager in 1942, and after serving in the Navy during World War II sold bakery flour in New York. He was appointed Eastern Sales Manager for durum in 1952.

Joe has demonstrated his great interest in the macaroni industry, and hopes

to see his friends at the National Macaroni Manufacturers convention in New York in July. He plans to devote time to his church and charitable activities in his home town of Elizabeth, New Jersey.

### General Mills in Joint Venture With Japan Firm

General Mills will expand the manufacture and marketing of its convenience foods into the Far East. The company has announced that it has joined with Morinaga Confectionery Company, Tokyo, to form Morinaga-General Mills, Ltd., a Japanese company.

The new firm will manufacture and market convenience foods in the Far East. General Mills said it is expected that H. Ito, a director of Morinaga Confectionery, will serve as president of Morinaga-General Mills, with John P. Eckert, recently on special assignment in General Mills' International Division, as vice president.

Morinaga Confectionery has seven confection plants, 21 dairy plants, two food processing plants and four research laboratories. It has an affiliation with more than 2,000 food markets known as Angel stores.

Morinaga's product lines include candy, cookies, crackers, soft drinks, milk, coffee, tea, soups (including noodle soup mix), sauces, macaroni and spaghetti, instant potatoes, cake mixes, desserts, spreads, canned fruits and vegetables.

### Auction

In the summer of 1962, the Area Redevelopment Administration of the U. S. Department of Commerce announced the extension of an industrial loan in the amount of \$425,750 to help build and equip a plant for the T. E. Barnicle Macaroni Company in Franklin, Massachusetts. The loan was to run twenty-five years at an interest of 4 per cent.

Unfortunately, the project never got off the ground, and three years later a Mortgagee's Foreclosure Sale by Public Auction was scheduled for June 16 for both the real estate and macaroni machinery and equipment.

The real estate was a one-story concrete block building of 31,900 square feet. There originally was 141,050 square feet of land area, but the State has taken some for an interchange of Highway 495 with Route 140, leaving about 80,000 square feet.

Equipment offered included a Flo-Tronics system for flour handling, three lines for long goods, short cuts, and noodles, and the auxiliary units to go with them.



**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

## RED CROSS MACARONI



From production to presidency marks the career of Albert Bono. Mr. Bono brings thirty-five years' experience to his presidential post at The John B. Canepa Company. His solid production background and manufacturing skills have been instrumental in enabling Red Cross to meet their expanding sales quotas.

Food Mart News, a Chicago trade publication, recently wrote: "When Napoleon and the Prime Minister of Sardinia argued over whose army should do what to the city Genoa, at least two young men decided to leave that town. They sought the relative peace and quiet of the American frontier city of Chicago."

In 1880 John B. and James V. Canepa

started a spaghetti factory, The John B. Canepa Company. At that time, Chicago's population was over 100,000 people, including many Italian immigrants.

A year later, war finally did catch up with the Canepa brothers—the American Civil War. But the quality of their product seemed already established, and the company grew. The end of the war

found them producing two brands of

spaghetti. One was packaged in the Italian colors of red, white and green and carried the name "Del Aquila." When it became widely popular, the Canepa brothers happily translated the name to "Eagle" brand.

The second brand was called "Red Cross" and had nothing to do with the American Red Cross, which had not yet been founded. Rather, it was named for



Red Cross advertising plans are carefully scrutinized by advertising agency and management personnel. From left to right: Anne Coyle, account supervisor, Lilienfeld & Co., Advertising; Paul Keegan, regional sales manager; F. Denby Allen, vice president; and Richard Zajac, marketing manager.

the Duke of Genoa, whose coat of arms was a red cross on a white field. The red, white and blue packaged Red Cross Spaghetti was obviously the favorite of the Canepa brothers, since they named it for the Italian Duke whom they admired as one of the great gourmets of the day.

### Chicago Fire

Then, 11 years after its founding, the Canepa plant was destroyed by the Chicago Fire of 1871.

Quick to rebuild, the John B. Canepa Company grew steadily in size and reputation. With the demand for their product reaching far beyond the Italian community they first supplied, The Eagle brand name was eventually discontinued, and the company concentrated on the increasingly popular Red Cross brand.

The Civil War and Chicago Fire were not the last calamities to face the nation and the company. Over the years came the Haymarket Riot, The First World War, the Depression, and World War II.

Through these years, the company continued its growth with the increasing popularity of Red Cross spaghetti and macaroni products. With each generation, new areas and new states were added to the Red Cross market.

### Rich in History

Today, the John B. Canepa Company is 105 years old, rich in history and prestige. Its large plant on Grand Avenue was once near the outskirts of the city. Today it is close by the rushing Kennedy Expressway where speeding trucks connect with terminals and warehouses to supply 27 varied packages of 14 different Red Cross macaroni products to a growing market of 15 mid-America states.

One of the most important innovations in Canepa's operation took place this past year. In an endeavor to steadily increase sales, the Canepa management undertook a service assistance program for the grocer. As any alert retailer knows, however, any promotion to be successful must offer a double benefit. Not only to the grocer's sales ... but also to the consumer. Canepa's plan did just this.

### New Retailing Program

F. D. Allen, vice president of the John B. Canepa Company, manufacturers of Canepa's Red Cross Macaroni Products, reports that response to their new retail merchandising assistance program has been most enthusiastic.

Recognizing the need to assist the consumer by an orderly arrangement of grocery items, the Canepa Company inaugurated a by-brand vertical section of dry macaroni products and moved prepared macaroni-spaghetti dinners into the prepared foods section. In many

cases, the vertical section was arranged with a more complete line of fast moving Red Cross macaroni varieties generally purchased in the retail store.

Reports from retailers are most gratifying. Dry macaroni sales showed an increase of from nine per cent to 33 per cent and macaroni-spaghetti prepared dinners showed an increase of from 3.8 per cent to 25 per cent.

The retailers reported that the macaroni department canopy erected over the vertical section has enhanced the appearance of their macaroni section and helped to attract the attention of Mrs. Consumer.

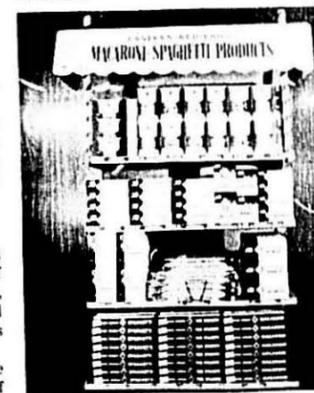
### Sell Related Items

Retailer's enthusiasm is further enhanced by the ability of dry macaroni products to help sell related items. According to a recent study, every \$1.00's worth of macaroni products sold resulted in the sale of \$6.55 for related items.

Macaroni products have returned a margin 26 per cent higher than the average for all dry grocery products. In addition, the related items sold also carry higher margins such as:

Tomato Sauce	30.9%
Frozen Vegetables	30.4%
Produce	29.4%
Olives	28.8%
Tuna	22.3%
Cheeses	23.8%

Aggressive advertising, both consumer and trade, backs up this strong merchandising program. This past season saw both Life and Look magazines as well as major full page four color newspaper advertisements on the Canepa schedule. A network of Canepa's own representatives as well as major brokers worked effectively under Mr. Allen's direction.



New by-brand vertical display of dry macaroni products has dramatically created increased sales movement. Recently inaugurated by the John B. Canepa Company, this display has had wide acceptance by the trade.



Mickey Skinner  
Jaycee President

C Mickey Skinner, superintendent of production and packaging for Skinner Macaroni Company, Omaha, Nebraska, has been elected president of the Omaha Junior Chamber of Commerce for 1965-66.

Skinner, 31, took office July 1. He has been extremely active in many civic, charitable, business, and youth organizations. A graduate of University of Omaha, he has participated in the affairs of the YMCA, the Omaha Civic Opera Society, Omaha Safety Council, Omaha Zoological Society, Salvation Army, Junior Achievement, Urban League, Boys Club, Midwest Employers Council and other organizations.

He has held many state and local Jaycee offices and has taken part in the March of Dimes, Muscular Dystrophy, Heart, Cancer, United Community Services, and other financial campaigns.

### Skinner Chairs Dinner

Lloyd E. Skinner, president of Skinner Macaroni Company, Omaha, Nebraska, was chairman at the annual dinner meeting of the National Conference of Christians and Jews held recently in Omaha, at which Vice President Hubert H. Humphrey was the speaker. More than 1,000 Omahans attended.

Honored at the meeting were Nebraska Governor Frank Morrison and Dr. Abe Greenberg of Omaha, who received brotherhood award for their long service to humanity in a number of capacities.

Mr. Skinner has been on the board of directors of the NCCJ—Nebraska Division since 1957 and has been its Catholic Co-Chairman since 1961.



OUT  
DOOR  
EATING

recipes for August.

Every month  
Read the **MACARONI JOURNAL**  
P.O. Box 336, Palatine, Illinois 60067

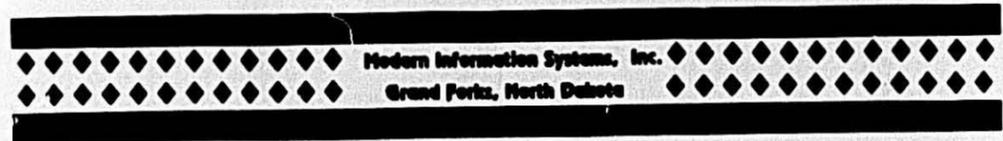
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EST. 1920

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

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

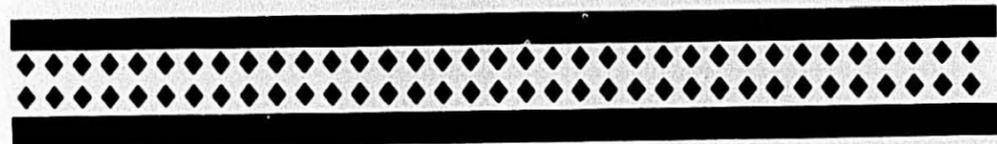
James J. Winston, Director  
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# MISSING DOCUMENT

Identified as:

Pgs. 18 & 19



### Durum Acreage Estimated

U. S. Department of Agriculture estimates as of March 1 for acreage seeded to durum:

	Acreage		
	1959-63	1964	1965
Minnesota	38,000	78,000	61,000
North Dakota	1,474,000	1,999,000	2,039,000
South Dakota	121,000	121,000	104,000
Montana	185,000	193,000	139,000
California	9,000	7,000	7,000
Total U. S.	1,827,000	2,398,000	2,350,000

Dominion Bureau of Statistics estimates as of March, 1965 for Canadian acreage seeded to durum:

	1965	
	1964	1965
Manitoba	120,000	33,600
Saskatchewan	1,541,000	830,000
Alberta	227,000	90,000
Total Canada	1,888,000	953,600

### Mexican Harvest Completed

Harvest of nearly 10,000 experimental bread wheat, durum and barley breeding lines grown in Mexico for increase was completed in late Spring. Seed was returned to Upper Midwest and Canadian experiment stations for planting. The "second crop" made possible each year by this Crop Quality Council sponsored program has become an important aid in efforts to speed up the development and release of new varieties.

Plant scientists are making increasingly effective use of this opportunity to increase breeding materials in Mexico each winter. It also provides an opportunity for United States, Canadian and Mexican scientists to exchange genetic stocks.

### Stewart 63

Stewart 63 durum, developed by the Canada Department of Agriculture, will be available for seeding this spring in the Upper Midwest. It has a different type of stem rust resistance than Wells or Lakota, and also has larger kernels. Stewart 63 is essentially the same height and maturity as the older variety, Stewart, from which it was developed. Two years of limited tests have shown it to yield slightly less than Wells and Lakota in North Dakota. It is a later maturing variety with taller and weaker straw. Seed stocks are limited in North Dakota, but adequate supplies are available in Canada and some southward movement of seed is expected.

### Wheat Commissioners

Steve Reimers of Carrington has been elected to the North Dakota State Wheat Commission. Tom Ridley of Langdon was re-elected. Other commissioners are Robert Huffman, E. J. Jones, Ole Sampson, M. H. Giftora and Otis Tossett.

### Egg Prices Rebound

Overproduction of eggs dragged prices down to a 24-year low in January, reports the Wall Street Journal. By the end of May however, prices were back to equal those of a year ago. Traders predict eggs at wholesale this fall will be as high as 50 cents a dozen, a five-year high.

A sharp cutback in laying flocks brought on by low prices, caused the turn-around. Hatcheries produced 297,342,000 chicks during April, 1965, compared with 300,643,000 in April, 1964. The hatch of egg-type chicks during the first four months of 1965 totaled 202,989,000—a decrease of 15 per cent for the same period last year, and the smallest egg-type hatch of record for these months. The number of egg-type eggs in incubators on May 1 was down 11 per cent from the previous year.

### Bad Information?

Some egg breakers complain that the market data quoted in the Macaroni Journal is "misleading information." It is not presented as up-to-the-minute marketing information but rather a historical record of the trend in the egg market. The sources of information used are the quotations on the Chicago market by the Wall Street Journal and the Consumer Marketing Service of the United States Department of Agriculture. A survey of dealers in the Chicago area produced no better information, although complaints were made that both the Wall Street Journal and the Government give too wide a range.

### Chicago Market

Current receipts in the Chicago market during May ranged from 22 to 26.5 cents a dozen. Frozen whole eggs of light color ranged from 22.5 to 25 cents. In New York and Philadelphia, the same eggs sold up to 1.25 cents higher than in Chicago, with dark color in a range from 2.5 to 3 cents higher. Frozen plain yolks under #4 color sold at 48 to 52 cents a pound. The trade indicated that because of the severe weather experienced this spring, dark color would be in short supply.

Dried whole eggs and dried yolk solids followed in similar ranges of \$1.03 to \$1.10 a pound.

Current quotations are reported weekly in the news letter of the National Macaroni Manufacturers Association from the sources quoted above.

### Futures Market Active

The Futures Market became very active in June on both frozen and shell eggs with the prediction of higher prices this fall. This gave shell egg handlers a home for over 300,000 cases of shell eggs, which, however, must be used up by year's end.



### Storage Rates Reduced

The Department of Agriculture has announced reduced grain storage rates for the new crop year effective July 1. The yearly rate on older stocks will be dropped 3/1000 of 1¢ a day, to a yearly figure of 12.045¢ per bushel for all grains except oats, which will be 8.76¢. The rate for shorter term storage will remain at present rates, equivalent to 13.14 and 9.855¢ per bushel, respectively. The lower rates are to apply after July 1 to all commercially stored grains on which warehouse receipts are dated earlier than Jan. 1, 1964 and to farm-stored grains from 1963 and earlier crops.

### Egg Processing Down in April

Production of liquid egg and liquid egg products (ingredients added) during April was 59,146,000 pounds, 30 per cent less than the April 1964 production of 85,073,000 pounds and the smallest production for the month since April 1960.

Liquid egg production used for immediate consumption was 3,925,000 pounds compared with 8,839,000 pounds in April last year. The quantity used for drying was 22,119,000 pounds, down 14 per cent from the quantity used in April 1964. Liquid egg frozen was 33,102,000 pounds, 34 per cent less than the quantity frozen in April last year and the smallest frozen during the month on record.

Egg solids production totaled 5,099,000 pounds—a decrease of 20 per cent from April 1964. Production of whole egg solids was 797,000 pounds compared with 2,825,000 pounds in April 1964. Albumen solids was 1,455,000 pounds, 15 per cent more than the 1,287,000 pounds produced in April 1964. Output of yolk solids was 1,514,000 pounds, 14 per cent more than the 1,325,000 pounds produced in April last year. Production of other solids was 1,333,000 pounds, 36 per cent more than the production of 981,000 pounds in April last year.

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



by Gene Kuhn  
Manager:  
AMBER MILLING DIVISION

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

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

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

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

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

Be sure . . . specify Amber!



### AMBER MILLING DIVISION

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

TELEPHONE: Midway 6-9433



## JAPAN'S YEN FOR SPAGHETTI

by Joseph A. Ferris, Doughboy Industries, Inc.

THE two bankers from the Upper Midwest had promised their wives to take them to one of Tokyo's most exotic restaurants for dinner and the women were excited as they approached the place in the heart of Japan's largest city.

The bustling Ginza, the city's colorful, brightly lighted, world famous thoroughfare was really swinging and the visitors, like all other tourists out on the town that night, were thrilled over the prospects of eating Oriental delicacies.

But they were in for a real surprise. Inside they found pretty, almond-eyed Japanese girls wearing colorful kimonos and with gorgeous hairdos, serving, of all things, Italian style spaghetti instead of sukiyaki, raw fish and other dishes.

And instead of the shiny silver used by diners in this country, the Japanese were eating with bamboo chopsticks, taking advantage of their skill as they speared tiny meatballs when they weren't rolling up the spaghetti.

One of the women turned to her banker husband and whispered, "Look, dear, they're eating spaghetti with chopsticks. Now I've seen everything!"

But they hadn't really. For a great transformation is taking place in the Land of the Rising Sun, and the new eating habits of the Japanese is just a part of the changing scene. And in this case it will bring direct benefits to durum farmers of the Upper Midwest.

### Growing Popularity

For as a result of the growing popularity of spaghetti, the North Dakota durum wheat producers are finding new, important markets for their grain in Japan where the consumption of all durum products is on the increase.

The first reaction to the sight of seeing Japanese eating spaghetti is mild compared to the shock some people experience when they discover the changes taking place in the Orient.

An old friend of mine, Horace Sutton, associate editor and travel writer for The Saturday Review, recently commented that "Tokyo is beginning to look like a stage set of a Western city filled with Oriental actors."

It has been known for a long time that the Japanese are buying more Western-style clothes, but the facts on changing eating habits were not disclosed until recently when a long range study was completed.

That study painted a bright picture for the North Dakota durum producers and they moved swiftly to take advan-



**Chopsticks and Spaghetti.** Raymond R. Wentzel, vice president of the Milling Division of Doughboy Industries, Inc., left, member of a two-man team just returned from the Far East to help the Japanese make durum products out of wheat from North Dakota, demonstrates his skill with a pair of chopsticks by eating, of all things, some Italian style spaghetti—a dish which is very popular these days in the Orient. Pouring tea is Reiko Umetani Weston, owner of the Fuji-Ya restaurant, where Mr. Wentzel held a conference prior to his departure to discuss the potential markets in the Orient for durum. Also eating spaghetti is Utaki Hiroki. To her right is Peter R. Spokes, vice president of the Northwestern National Bank of Minneapolis, who is interested in the mission because of what it will do to help the economy of the wheat farmers and the durum industry.

—Doughboy Industries photo.

tage of the situation and prepare for the future.

### Mission to Japan

First of all, they named a two-man mission to Japan to assist a government agency in a major food production program involving durum wheat from the United States.

The men are Raymond R. Wentzel, vice president of the Milling Division of Doughboy Industries, and Dr. Kenneth A. Gilles, head of the cereal technology department of North Dakota State University, Fargo, North Dakota. Both men have had wide experience with durum products.

They went to the Far East to assist the Japanese food agency in tests of the milling quality of a shipment of durum from North Dakota. The grain will be used for macaroni, spaghetti and noodles, the consumption of which is gaining rapidly.

Mr. Wentzel, who directs operations of the Doughboy Industries semolina mill in New Richmond, is a pioneer in

the milling of durum products and in Japan he assisted the Japanese millers in using the latest, most modern milling techniques.

Dr. Gilles worked on tests and quality control with the agency, millers and cereal chemists. Last year he served as a member of the Durum Wheat Trade team in Western Europe and he is currently chairman of the Research Committee for the North Dakota Agricultural Station.

### Long Range Program

The project is the result of a long range program launched several years ago by several organizations representing durum growers, millers and others in the industry and studies have disclosed that Japan is a good market for wheat from the Upper Midwest.

Serving as coordinator of the group is Paul E. R. Abrahamson, administrator of the North Dakota State Wheat Commission. The wheat producer organizations backing the effort are Western

(Continued on page 23)

Wheat Associates, U.S.A., Inc., Portland, Oregon; Great Plains Wheat, Inc., Kansas City, Missouri; and United States Durum Growers Association, Leeds, North Dakota.

The Foreign Agricultural Service of the U.S.D.A., in Washington has confirmed the approval of the two-man team. The cargo of durum wheat was shipped to Japan May 1, from West Coast ports in the State of Washington where it was taken by rail from North Dakota. The stage is already set in Japan for the laboratory and milling tests.

The durum wheat industry has acclaimed movement of the grain to Japan as the first step toward "paving the way for the opening of new markets in the Far East" for grain from the Upper Midwest. And these people have plenty of exciting statistics to support their enthusiasm.

### Pasta Consumption Rise

Reports compiled since the project was started with a study of the market possibilities have revealed great gains in the consumption of macaroni, spaghetti and noodles in Japan. As people in the United States were eating sukiyaki, fish and other exotic Japanese dishes, the Orientals have turned to spaghetti and meatballs, and a wide variety of macaroni and noodle dishes.

In 1954, for example, production totaled 4,260,060 pounds and every year since there have been gains. In 1963, the total was 93,161,250 pounds and there was a further gain last year. Of the total production in 1963, the Japanese shipped 264,000 pounds of durum products to Okinawa, Hong Kong and Singapore and these areas are considered potential marketing areas for the future.

The import of semolina flour for macaroni, spaghetti and noodles produced in Japan during 1962 totaled 363,825 pounds and in 1963 the total was 370,440 pounds.

Up until now the Japanese have blended flour with a limited amount of imported semolina to make their macaroni, spaghetti and noodles and the new, all-durum product is expected to bring a further increase in the consumption of the products.

"This increased consumption of these products," say the sponsors of the project, "is due to the Westernization of Japan's food life. There has been a decided change in eating habits and standard of living and this has been stimulated by Japan's rapid economic growth."

### Bright Prospect

Representatives of the durum industry in this country point out that "the consumer's day dawns in the land of the rising sun" and they quote facts and

figures to support their enthusiasm for the market potential in Japan.

In 1963, for example, Japanese consumers spent \$33 billion, an increase of 15.3 per cent over the previous year. In 1964 there was an increase of 11.7 per cent and this year, it is estimated, the total will reach \$37 billion, a 76 per cent increase in five years.

With wages rising an average of 10 percent yearly, the Japanese are the best fed, best clothed and healthiest consumers in Asia and the only Asians with enough weekly pay left over to have some fun in their leisure time. And that fun includes eating spaghetti and macaroni and noodle dishes at their favorite restaurant or at home.

### Western Foods

Meanwhile, the attitude of the Orientals has changed drastically and they are showing interest in other food products that are so popular in the United States. Having thousands of G-I's in Japan has had a lot to do with that situation. Tourists and exchange students have also played a major role.

This comes as no real surprise in Tokyo, the home of 11 per cent of Japan's 96 million people. The city abounds with evidence of the blooming market for consumer goods and right now spaghetti, macaroni and noodles are high on the list.

Those close to the situation point to the fact that Coca-Cola and Pepsi-Cola have done well with their products in the field of refreshments and Revlon and Max Factor are ringing up record sales with their cosmetics. But the most dramatic illustration involves instant coffee. It set record sales in the tea drinking country.

Spaghetti, recent studies disclosed, takes about 70 per cent of the market for durum products. More than a dozen different types of macaroni and spaghetti are produced.

### Modern Mills

Processing equipment now used in Japan is mostly from Italy and Switzerland. A semolina mill was constructed in Nagoya last year and two others were completed this spring in the Tokyo area. But operations had been on a limited scale before these modern plants were built and equipped.

Durum wheat farmers feel that the opening of new markets in the Far East will brighten their future by enabling them to increase their wheat acreage.

"And," explained Administrator Abrahamson, "with more acreage in production, the United States producers of spaghetti, macaroni and noodles will be assured of a dependable source of the world's finest grain for their products. The durum industry and the North Da-

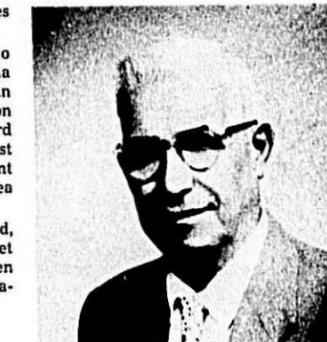
kota State University should be commended for their cooperation in building this potential new market in the Far East for North Dakota producers."

The Agricultural Marketing Service of the United States Department of Agriculture has just released a report showing that a crop of 65,718,000 bushels of durum was harvested in 1964 from 2,349,000 acres. The crop was 28 per cent larger than in 1963 and nearly double the average for the years 1958 to 1962.

The tests conducted in Japan by Mr. Wentzel and Dr. Gilles took several weeks and both men will make reports to the organizations involved upon their return. The information will also be filed in Washington with government agencies interested in the development of these new markets in the Pacific.

### Visit Noodle Priest

Before they return to the United States, the men expect to confer with Monsignor John Romaniello, known as the Noodle Priest of Hong Kong. There are now 28 noodle machines in Hong Kong and these are turning out 6,000 three-pound bags of noodles every day. These noodles have saved millions of lives of refugees since Monsignor Romaniello started the project in 1957.



Conrad Ambrette

### Conrad Ambrette

Conrad Ambrette, well-known machinery manufacturer, died of a heart attack on June 14. He is survived by his wife, his daughter Alice King (wife of Ed King, Sales Manager, Ambrette Machinery Corporation), his son Louis, and daughter-in-law Josephine (wife of his late son Paul), and several grandchildren. He was 84.

Mr. Ambrette gave many years of his life to developing and supplying machinery to macaroni manufacturers.

Known as an avid golfer and good fellow in the trade, he will long be remembered.

# new

## Ambrette Cyclo-Mixer Extruder with Twin Die Head for... continuous mixing, kneading, developing and extruding.

### NEW TYPE HIGH SPEED CYCLO-MIXER

Flour and water are completely mixed with each particle receiving proper amount of water. Eliminates dry lumps found in conventional mixer.

### NEW TYPE FLOUR FEED SYSTEM

Flour fed to cyclo-mixer by precision control resulting in a uniform and constant feed.

### NEW TYPE WATER FEED SYSTEM

Water is filtered and fed under constant, precision control to the cyclo-mixer. Control is by micrometer adjustment with sight flow feed.

### NEW TWIN HEAD DIE

Solid one piece head with two dies for slow extrusion with high production.

### NEW CUTTING DEVICE SYSTEM

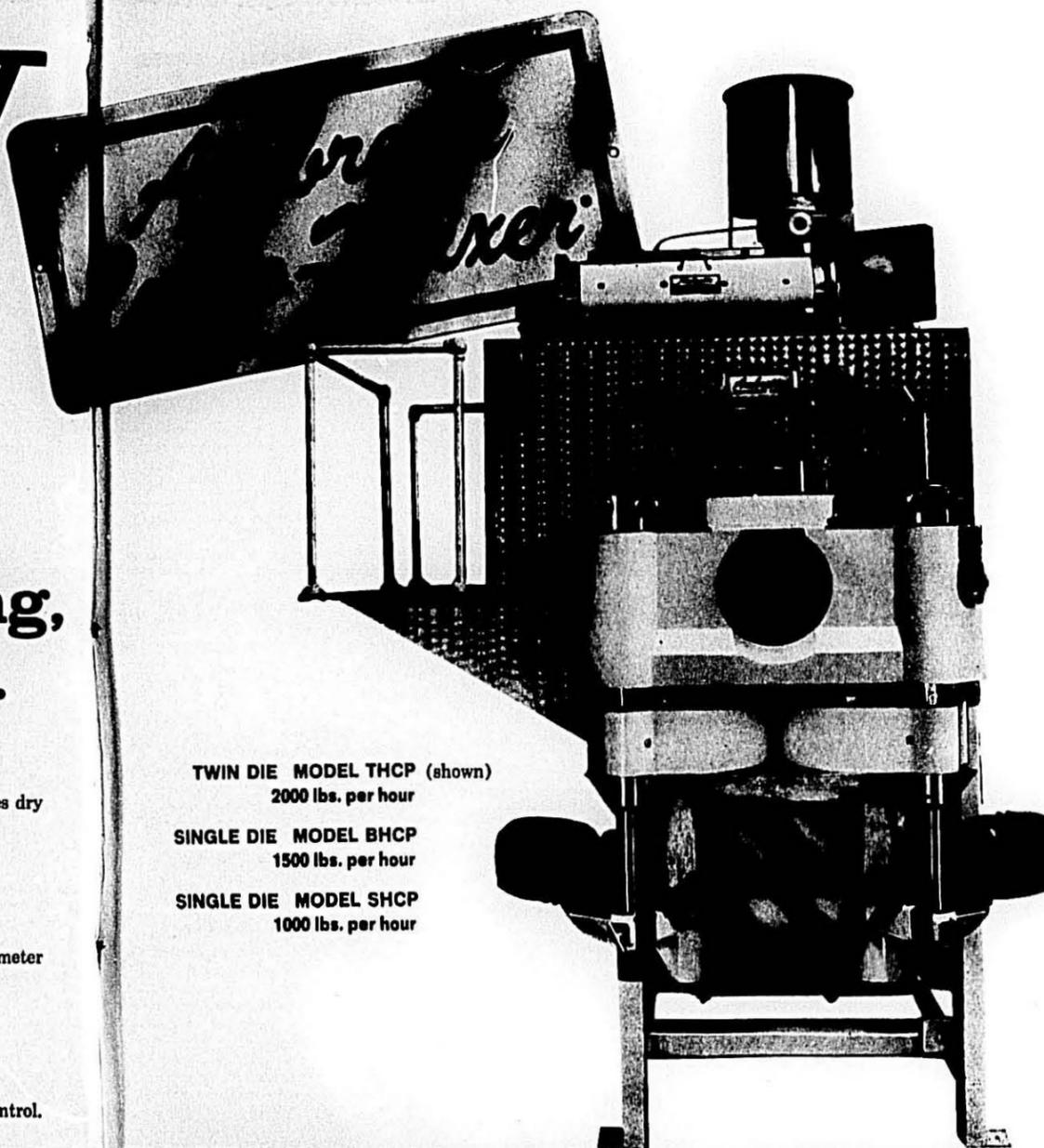
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

### NEW TYPE SCREW FORCE FEEDER SYSTEM

Force feeder maintains constant feed of dough to screw under pressure.

### NEW TYPE EXTRUSION SCREW AND ANTI-FRICTIONAL METAL LINER

High production screw with low speed. Anti-frictional metal liner in screw housing for long wear and low friction.



TWIN DIE MODEL THCP (shown)  
2000 lbs. per hour

SINGLE DIE MODEL BHCP  
1500 lbs. per hour

SINGLE DIE MODEL SHCP  
1000 lbs. per hour

For detailed information write to:

**AMBRETTE MACHINERY CORPORATION**



Left to Right: Joseph Pellegrino; Ed Sullivan; J. R. Pisano, Chairman of the golf tournament; Msgr. John Romaniello; Peter Lind Hayes.

#### Noodle Golf Tournament

The First Annual Noodle Golf Tournament was played at the Westchester Country Club at Rye, New York, recently for the benefit of Monsignor John Romaniello's fight against world hunger.

Over \$2,800 was raised for this crusade by the tournament in which 180 golfers contended, according to information received from Charles Romaniello of New Rochelle, New York, nephew of the famous Noodle Priest and publicity chairman of the event.

Many figures of the sport and entertainment world were among the contestants. They included Ed Sullivan, Peter Lind Hayes, Rocky Graziano, Jack McCarthy, and Bob Considine.

Members of the National Macaroni Manufacturers Association participating included Tom Sanicola, Ralph Maldari, John Amato, Joseph Pellegrino, and Manny Ronzoni.

#### Donation by Corn Mills

A \$5,000 cash donation has been made by the Export Development Institute of the American Corn Millers' Federation to introduce noodles to the diets of Brazilian children now being fed under the Alliance for Progress "Operation Ninos" program.

The check was presented in May to Herbert J. Waters, assistant administrator of the Agency for International Development, by C. Stuart Rambo, executive secretary, and F. Robert Melina, field director of the American Corn Millers' Federation.

The money will be used to purchase two noodle manufacturing machines. One of the machines will be used in the state of Sao Paulo and will be operated by the Lions Club there. It also will serve the state of Parana and Mato Grosso. The second unit will be demon-



Left to Right, Tom Sanicola; John Amato; Msgr. John Romaniello; Manny Ronzoni; Ralph Maldari.

strated at a regional seminar in mid-June and then operated in the Rio de Janeiro area by the National Child Feeding Program of Brazil.

"Use of surplus U. S. corn and wheat in noodle form, mixed with butter fats and flavored with food items available in Brazil, is expected to introduce increased tastefulness of the surplus food, making it more appealing to children than mixtures now being used," the Food for Peace staff said.

Mr. Waters heads the A.I.D. Office of Material Resources and is responsible for the agency participation in the Food for Peace program.

#### Dr. Nair IFT President-Elect

Dr. John H. Nair, a consultant to the food industry, became president-elect of the Institute of Food Technologists at the annual meeting of the organization May 16-20 in Kansas City, Missouri. After a one year term, he will be installed as president during the 1966 annual meeting in Portland, Oregon.

Formerly a visiting professor in the

department of food science and processing at North Carolina State College, Dr. Nair helped pioneer work in dry soup mixes, freeze dehydration, flexible packaging and instant tea during his years of research activity. He has been associated with the Borden Company and Thomas J. Lipton, Inc.

Since his retirement he has been an active consultant, speaker and writer, while serving as a director of Avi Publishing Company and the Onyx Chemical Corporation. A graduate of Beloit College, he was granted the honorary degree of Doctor of Science by the college in 1958 and is currently a trustee of the school.

Long active in the work of the IFT, he is a founder-professional member of the organization and has held many major posts with the group. He is a past president of the American Institute of Chemists and the Association of Research Directors. For the past 25 years he has been a member of the national council of the American Chemical Society.

#### Heinz Enters New Market

H. J. Heinz Company has announced it has agreed to acquire Ore-Ida Foods, Inc., Ontario, Oregon, a processor of frozen potato products, in exchange for Heinz common and preferred shares valued at \$29,700,000. Ore-Ida had sales of \$30,800,000 in the year ended last November 1. Its acquisition would mark Heinz's entry into a new market area, the company said.

#### Scientists

U.S. Agriculture has more scientists than any other industry. President Johnson's science advisory committee reports there are about 75,000 of these researchers in the country, one out of every five or six.



Dr. John H. Nair

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... extrusion dies that is ... especially for the food industry. No wonder! We have been at it since 1903. Same family, same high standards.

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### 1965 Price Support Rates

The Department of Agriculture has reduced terminal price support rates by five cents to reflect the lower 1965 average loan level of \$1.25. Except for two terminal areas, however, further adjustments have been made to reflect freight rate changes and other factors. Terminal area rates for 1965, with 1964 rates in parentheses, are:

Missouri River	\$1.43	(\$1.53)
California	\$1.52	(\$1.55)
East Coast	\$1.64	(\$1.69)
Pacific	\$1.44	(\$1.47)
Northwest	\$1.58	(\$1.63)
Gulf Port	\$1.67	(\$1.77)
Central	\$1.49	(\$1.57)
South Central	\$1.48	(\$1.56)

The most radical change in the discount and premium schedules for 1965 is the complete elimination of sedimentation values. On the other hand, protein premiums are being increased by 50 per cent across-the-board and protein discounts will not apply. The reason given for dropping sedimentation values is lack of acceptance both by the export and domestic trade.

The premium on No. 1 Hard Amber Durum has been dropped from 10 cents to five cents beginning July 1; on Amber Durum from five cents to zero; and on Ordinary Durum from zero to a dockage of five cents.

### Certificate Increase

The proposed farm program for 1966-67 would increase the domestic certificates from 75 cents to \$1.28 while dropping export certificates from 30 cents to a range of zero to 25. The 53 cent increase in certificate value to give the grower 100 per cent parity would increase flour cost \$1.30 to \$1.35 per hundredweight. This would raise the retail price of macaroni 1.5 to 2 cents a pound and the one-pound loaf of bread about 2 cents.

## WORD FROM WASHINGTON

A Wheat Users Committee, marshaling forces to stop Congress from passing the proposed bill, has prepared a leaflet that states: "The 'bread tax' proposed by Secretary Freeman (H.R. 7097 and S. 1702) is not in the public interest." The proposal would produce substantial increases in bread and other wheat food product prices. Low income groups would bear the burden of the proposed bread tax. The proposal might decrease wheat food product consumption and further aggravate the wheat surplus problem. This would be of little benefit to wheat farmers.

### Labor Laws

On May 18 President Johnson urged these four major changes:

1. Repeal 'right-to-work' laws. Nineteen states have laws barring compulsory membership in unions. Recommendations would rule out such laws.
2. Extend minimum wage to 4.5 million more workers. The President did not ask for an increase in the present \$1.25-an-hour minimum wage, but said Congress should determine the timing and amount of a raise in the future.
3. Boost overtime pay to double time for work over 48 hours a week in the first year under the plan. Later, double time would start after 45 hours a week. Time-and-a-half pay would be required for work over 40 hours a week as at present.

4. "Sweeten" unemployment benefits. Under the President's proposal, 5,000,000 more workers would be covered by unemployment insurance. Employers' taxes would rise. The long-term unemployed could get new Federal benefits after using up State benefits. Federal standards would be enforced, requiring higher and longer benefits in many states.

### Hart Bill Hearings

The Senate Commerce Committee holding hearings on the Hart Packaging Bill was presented with overwhelming evidence that if the bill were passed now, it would represent a massive and conscious rejection of the needs of consumers and business. Businessmen were particularly critical of the bill's prohibition of "cents off" deals on packages and the power it gives the Food and Drug Administration and the Federal Trade Commission to standardize quantities and sizes. Among them, Campbell Soup President W. B. Murphy said: "This type of regulation not only is unnecessary, but could be costly to the

consumer while taking away her right to make a free choice." National Biscuit President Lee S. Bickmore testified: "Standardization inhibits invention. . . I worry lest this standardization result in freezing yesterday for our children." He added that the cost of complying with the bill's provisions would lead to higher food prices.

### GMA Suggests Code

Paul S. Willis, president of Grocery Manufacturers of America, Inc., has written Senator W. G. Magnuson, chairman of the Senate Commerce Committee: "While great progress has been made in packaging, labeling, and in many other ways, in the interest of serving our consumers even better, our industry is continually expanding its efforts in promoting full compliance with our laws." The development of a specific program designed to further promote voluntary compliance with existing packaging and labeling laws and their enforcement should be ready for presentation to the entire food industry at the GMA Annual Meeting to be held in November in New York.



Vincent S. La Rosa

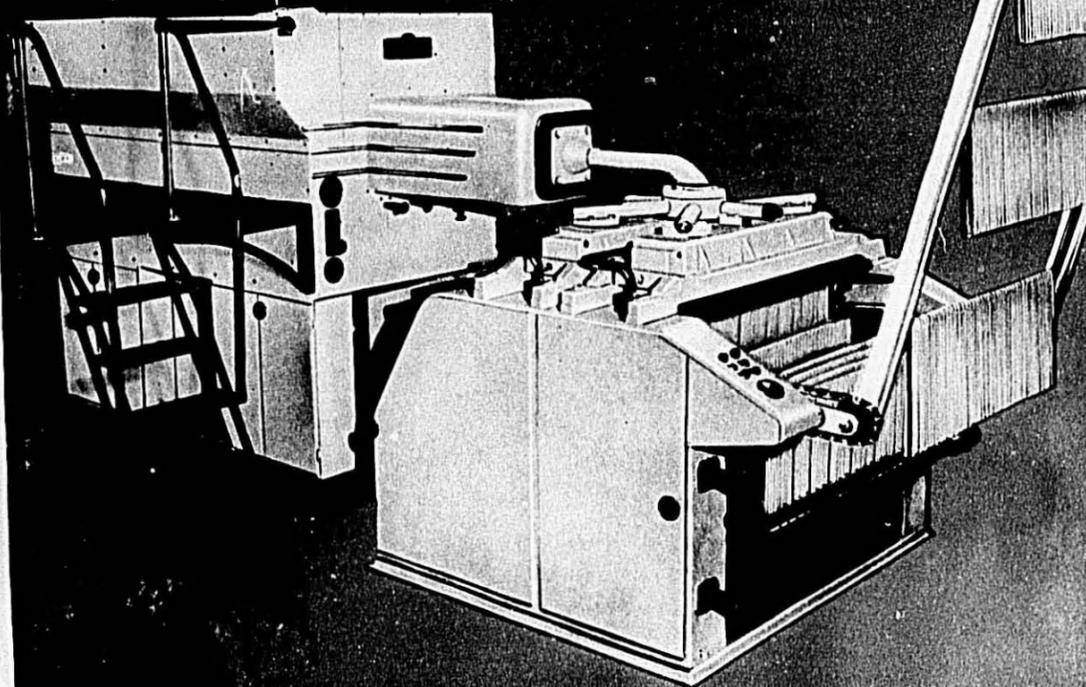
### Instrument Systems Director

Vincent S. La Rosa, president of V. La Rosa & Sons, Inc., has been appointed to the Board of Directors of Instrument Systems Corporation, of Huntington, Long Island, it was announced by Helmuth W. Waldorf, Board chairman of ISC.

ISC is engaged in the design and manufacture of electronic, electro-mechanical, and communications products for industrial and military markets. Their Telephonics Division is a major producer of underwater sonar devices.

THE MACARONI JOURNAL

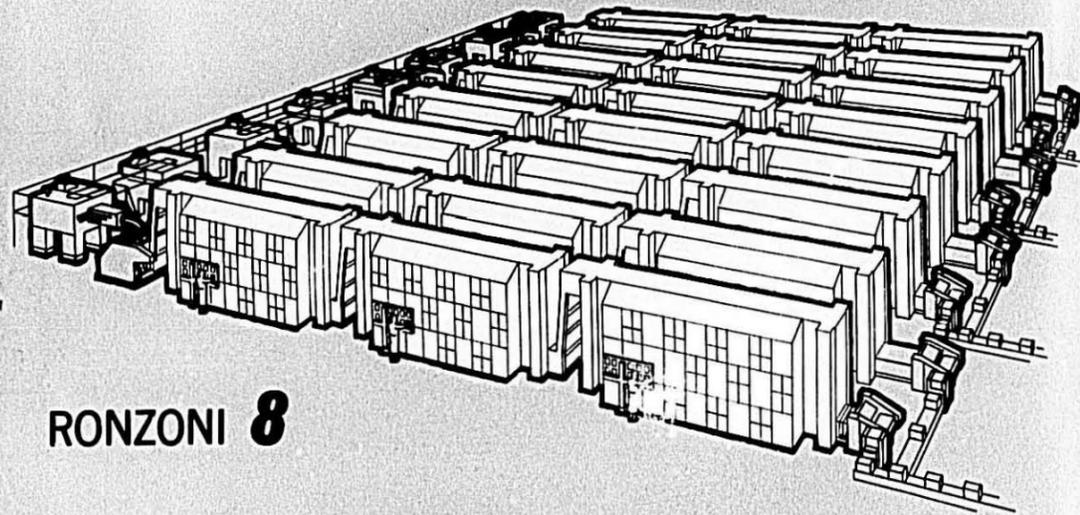
# QUALITY IS ALWAYS IN STYLE



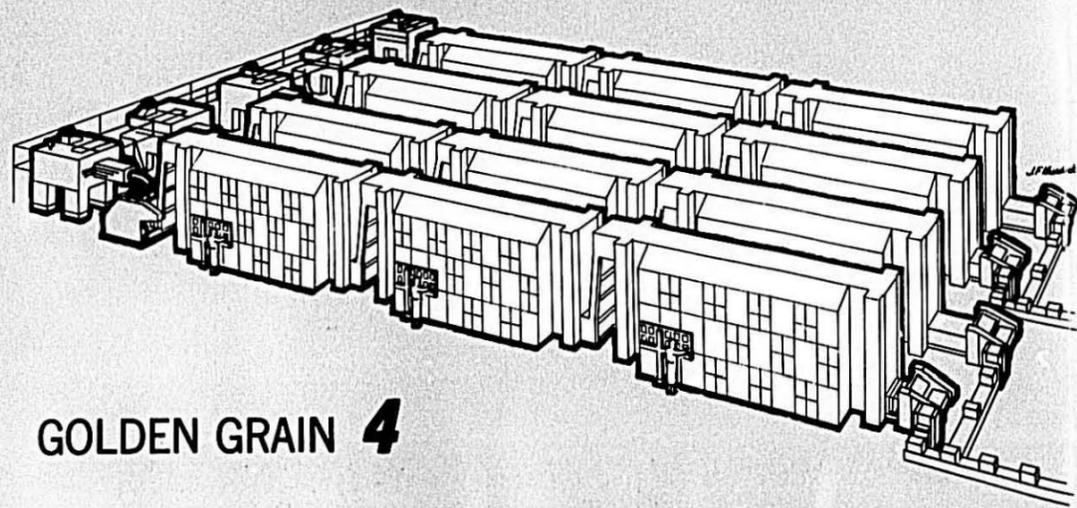
Instrument Systems Corporation  
 The quality requirements of particular markets are met by the production of over 4 styles of pasta, including long production and short production, uniform stick patterns and an eye appealing product of consistent structure, color and consistency.

QUALITY IS ALWAYS IN STYLE

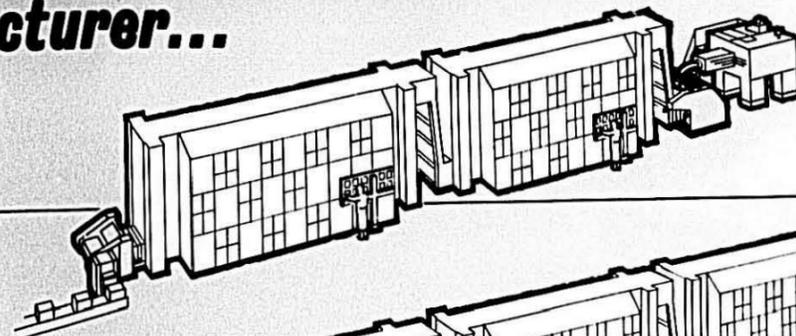
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RONZONI 8



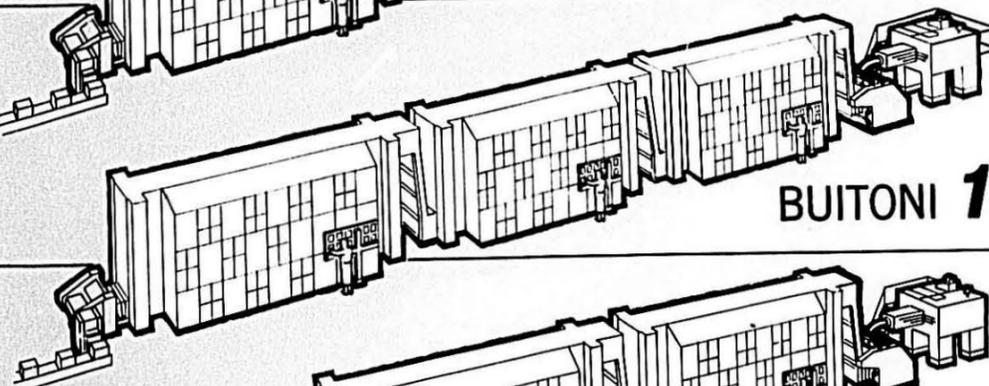
GOLDEN GRAIN 4



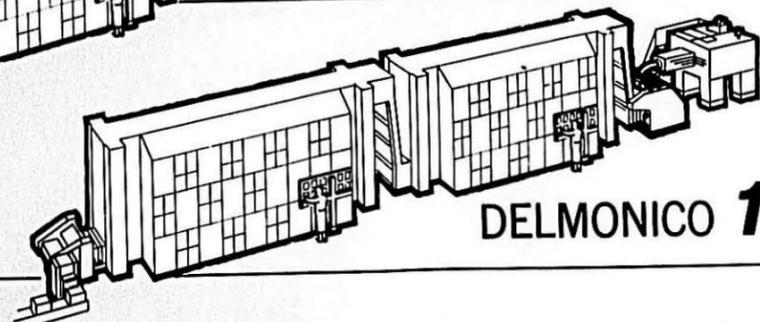
EAGLE 1



ZEREGA 1



BUITONI 1



DELMONICO 1

and each producing from 1,000 to 2,000 lbs/hr

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## Clermont dryers permit 2000 lbs./hr. production in 1/3 less space

New advancements in the drying process now gives big production in minimum space as shown in the Delmonico installation inside. Only two units are required—the preliminary and finish dryers. The primer finish dryer has been eliminated.

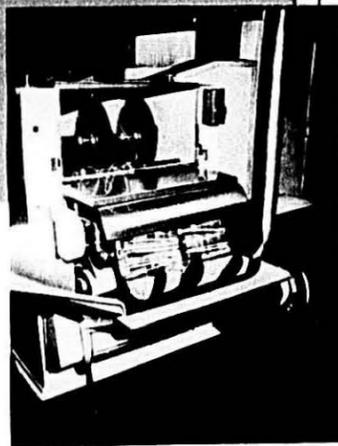
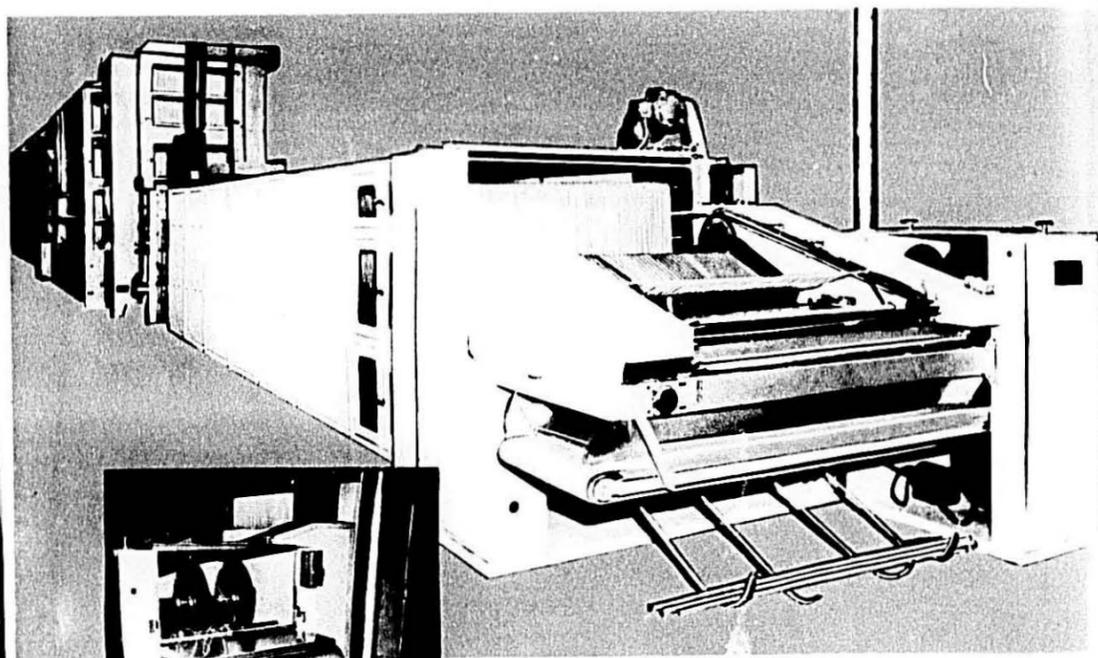
### Preliminary and Finish Dryers

Redesigned with many new features, to accept 2000 lbs. per hour. Have five tiers. Give large volume of air on product, at low velocity, to penetrate through the product during entire preliminary drying process. Air intake passes through preheating chambers on both sides, making atmospheric conditions no longer a factor. Stick transporting apparatus, moving from one tier to another, is constructed to prevent sticks from falling. With per-

fect timing, sticks are delivered precisely on successive, or alternate chain links, depending upon which tier is being processed. Each dryer unit has self-control instruments for humidity, temperature and air. Drying cycle through both dryer units is completed in 24 hours, to include three rest periods, delivers a product which is evenly dried, smooth and strong in texture, with eye-appealing bright color.

### Cumulator

One shown below is 24 ft. long with two lanes which holds approximately 3000 lbs. One operator can discharge the 3000 lbs. in half an hour and then take care of other duties while it is filling up again. Other Cumulators can be built to accumulate for 8 or 16 hours.



### Stick Remover/Cutter with Blower

Works in conjunction with the Finish Dryer or Cumulator in continuous operation and functions so smoothly that product breakage and waste are completely eliminated. Equipped with three split blades which simultaneously cut off heads and ends of product and also cuts product in half. The blades are adjustable and constructed so that either one, two or all three can be removed.

Cut off ends and crooks are broken into pasta sized pieces in a cross-screw conveyor which feeds directly to a blower, and then blown to a storage tank before being pulverized.

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## Testimony on the Truth-in-Packaging Bill

**L**LOYD E. Skinner testified on behalf of the National Small Business Association before the Senate Committee on Commerce holding hearings on Senate Bill 985, the Hart Truth-in-Packaging Bill. His statement follows: Mr. Chairman and Gentlemen of the Committee:

My name is Lloyd E. Skinner. I am President of Skinner Macaroni Company of Omaha, Nebraska, and also past president of the National Macaroni Manufacturers Association. I am appearing as president of the National Small Business Association of Washington, D.C.

I testified against this Bill during the hearings held in April of 1963, not because I am not in sympathy with the objectives of the Bill, but because of the grave doubts about the apparent lack of understanding of the economic considerations involved, as well as the potential impact upon small business and the consumer.

### Careful Study

I have closely followed the testimony relating to this legislation. I have carefully studied all of the evidence produced. I have examined the marketing situation with respect to my own industry, and I have not been able to verify the existence of sufficient consumer deception and confusion to justify the legislation under consideration.

I would like to observe also that all through the hearings the general tone surrounding the discussion of this matter appears to cast industry on the one hand and consumers on the other in roles which are basically antagonistic and incompatible. This is certainly not a realistic view, and in fact misrepresents the attitude of the food manufacturer and processor. The truth is that the patronage of consumers is absolutely essential—but this hinges on a number of factors which include price, quality, packaging, class of advertising, class of distribution, manner of display, type of promotion, and general reputation of the product. I wish to point out with great emphasis that these are not independent elements of food marketing—they are interlocking mechanisms of the competitive process, and it is impossible to treat one phase of this chain as though it could be manipulated and recast to fit a theoretical or idealistic notion of merchandising reform.

In addition to these considerations it must be remembered that the paramount consideration of any business enterprise is to stay in business and there are a great many concerns in the



Lloyd E. Skinner

food industry with high quality competitive products which have exactly the same idea. I would venture to assert that at least 95% of the huge volume of food items sold in this country today are beyond serious criticism with respect to display of price and weight, and general packaging practice. The competition between these items is so keen that the slightest disruption of the manufacturing and distributing process by regulation or otherwise can cause a chain reaction of serious proportions.

### Management Decisions

This legislation proposes to transfer from management to government bureaucracy some of the most critical and costly decisions with which management is faced. There is no room for mistakes or delays in this area. Lack of knowledge of the market, ignorance of cost factors, and unawareness of the competitive pressures can put a company out of business as quickly as anything I know, and yet it is seriously proposed here to give bureaucracy control over these vital decisions. My own company by any standards is a relatively small business, and yet we have over \$300,000.00 invested in packaging machinery. Any deviation from the standards for which this machinery is designed could result in disastrous expense. I am amazed to note that the Secretary of Commerce suggested that it might be desirable to provide some sort of advance clearance of package labeling and design. This is the most impractical idea I have ever heard advanced. Anyone who has ever had any experience with government knows that

this process entails six months to a year's delay, to say nothing of the expenditure of many thousands of dollars in trying to convince some official why it is necessary to do things in a particular way—whether it be to meet competition, to satisfy the psychological preferences of the consumers, to reduce manufacturing costs, or the necessity of staying within the performance limits of automated machinery.

I would like to point out with great emphasis that this legislation does not deal with offenses which as a matter of public policy clearly ought to be prohibited by general law. At best we are talking about matters of personal opinion—about what kind of a label can be easily understood by a consumer of the lowest mentality about fair display of relevant factual information. The implication of much of the testimony here is that most consumers are fools, which I assure you is not the case. There is no question but that this legislation would put federal bureaucracy in complete control of the size, the weight, the pictorial matter and the copy on every food package.

### American Tradition

I wonder if anyone has stopped to think that the idea of seeking government authority in advance before making a vital business decision is absolutely inconsistent with some of our most fundamental and cherished American traditions. Advance government permission is the Latin system—nothing can be done without a government license. Unless I have been misinformed all these years I have been under the impression that we are dedicated to the proposition that within reasonable limitations the American citizen is free to do as he pleases, and that if he transgresses the law he must be tried and proved guilty of a specific offense. This legislation proposes to deal with merchandising ethics which are matters purely subject to personal opinion. What kind of additives will be regarded as likely to mislead? What kind of pictorial matter leads to a false conclusion about the product? What is a proper relation of price to weight? How is a full pack when you produce a number of food products of different densities and shapes which inevitably will reduce in volume as a consequence of transportation? Furthermore, it certainly cannot be argued that these considerations are of such gravity that public policy demands advance clearance by

(Continued on page 36)

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**Semolina and Water Feed**—Simple airlock with new proportional water metering device—eliminates all the cumbersome gingerbread feeds.

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**Sanitation**—The only dryer that you can walk through to wash clean or vacuum all interior surfaces.

**Maintenance**—Remember only 1 stick pick up and 1 stick transfer for the entire finish dryer section and accumulator. Heavy extruded aluminum sticks with welded ends.

**Accumulator**—Can be designed to fit your particular requirements with no accumulator to a full 18 hour accumulator.

**Exterior Covers**—Fabricated polyurethane panels with 20 gauge aluminum sheets baked with white synthetic enamel on both sides.

**Stick Return**—At bottom of dryer and is visible. New patent pending positive stick return which does not utilize roller chain.

**Temperature and Humidity Controls**—Pre dryer and fully controlled finish dryer has 3 zone controls.

**Construction**—Ruggedness and simplicity of design with component parts supplied by America's top manufacturers. Immediate availability of spare parts—thereby minimizing "downtime". Drying sequence is not controlled by any operator, it is all pre-programmed thus eliminating the human element. Guaranteed 1500 lbs. per hour of dried, ready to pack spaghetti.

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### Truth-in-Packaging Bill

(Continued from page 33)

the government. Such a contention would be little short of ridiculous.

I have brought with me a number of packages for the purpose of demonstrating some of the practical problems encountered in food packaging, and to show how we display the weight of the product contained therein. You will note that there is no mistake about the weight of the product placed in these packages. First, it will be noted that the packages have a certain uniformity. This is not at all due to merchandising plans, but to practical necessity. This machinery will adjust the size of packages to a very limited extent, but only within a very narrow range, and we are thus compelled to market the full line of pasta—that is spaghetti, macaroni, etc.—in packages of similar size. In view of the fact that shapes and density vary from product to product, the degree of fill is slightly different in each case, and for this reason we take great pains to display the weight of the contents in figures of unmistakable size. I can assure you that any significant change in package size is almost prohibitive in terms of cost, and changes in package dress represent a major cost item of serious proportions.

#### Manufacturers' Motives

A great deal has been said, with dark insinuations, about the motives of manufacturers who vary the weights of the products in food containers. There is no mystery about it, and there is certainly nothing reprehensible in the practice. One only has to read the current financial papers to be aware that the margin of profit has been steadily decreasing, and is continuing to do so notwithstanding the pace of current business activity. The pressure of increasing costs and taxes is ever present in any business, and most particularly in the food industry where the profit margins are extremely narrow.

Let us take the example of this product which I hold in my hand. It is composed of several different types of wheat and it conforms to a quality standard which has always been maintained. What happens when the cost of labor and the cost of wheat force a reconsideration of price structure of this item? It is a paramount necessity to remain competitive. It is also a paramount consideration to maintain the quality, but something has to give one way or the other because we can no longer produce the same quantity of the same quality for the same price. At this point we are forced to consider the elements of psychological pricing. I can assure you there is a vast difference in

terms of market acceptability between an item priced at 19¢ and an item priced at 21¢. The changes made in this area have to be considered very carefully and made only with full knowledge of consumer reaction.

#### Quality Considerations

Let us pass on for the moment to the next consideration—can anything be done about the quality of the basic ingredients? If a product has achieved a high-class reputation over a long period of time it might be possible to downgrade the components, and get by for a while, but in the long run any manufacturer knows that this is the beginning of the end. If tampering with quality is out, what else can be done? An increase in price is always bad, so the only practical answer is a weight adjustment, which will do two things. It will take care of the increase in cost, and perhaps as well permit a downward price adjustment which will benefit the competitive situation. So long as the weight is plainly and prominently displayed on the package this adjustment has precisely the same effect as would the increase in price on the original quantity.

With respect to "cents off" promotion, I believe this is a perfectly legitimate merchandising device, and to arbitrarily rule it out as proposed by this legislation would represent an unnecessary loss to consumers, as well as a serious handicap to the manufacturers. There may be a few instances of misuse, but this can certainly be reached under present law.

#### Conclusion

Mr. Chairman and Gentlemen, many distinguished witnesses have fully covered these points, and I do not wish to belabor the issues. But in concluding I wish to emphasize a few undeniable facts which ought to be conclusive. You can review this record from one end to the other and you will find no evidence of any kind which establishes that the subject matter of this legislation is of sufficient gravity or of sufficient volume to justify the exercise of federal authority especially in terms of advance clearance. Also it is my informed opinion that this legislation, if passed as proposed, can impose an unnecessary price burden on consumers amounting to between 15 per cent and 20 per cent. May I say also that the pressures of present federal regulation are gradually forcing the production of food into the hands of the giant corporations. The regulatory burden on research and development in terms of endless bureaucratic entanglement and expense is making it more and more prohibitive for the small manufacturers to stay in the food business.

His only recourse is to sell out to the large competitor.

I believe I have demonstrated to this Committee that I believe in fairness to my customers in terms of quality, price and packaging. I firmly believe that I must adhere to this policy in order to stay in business. But I also insist that in this close margin business any extensive meddling with management decisions in this area can very quickly put me out of business. Furthermore, I am convinced that it is impossible to regulate matters of ethics which are purely matters of personal opinion, and I think it is most unwise and impractical to attempt to do so.

I appreciate the opportunity to appear before this Committee.



#### Prime Promoted

Rossotti Lithograph Corporation, packaging producers, with executive offices in North Bergen, N.J. announces the appointment of Frank M. Prime as National Sales Manager. Prime has been with Rossotti for 15 years, 13 of them as a salesman. Most recently he was Eastern Divisional Sales Manager of the Southeastern area in which capacity he served for four years.

Prime is a graduate of St. Peter's College of Jersey City where he was a Business Management major. As such he studied Marketing, Sales, Merchandising and Management. He served with the Infantry in the U.S. Army for three years and saw action in the Second World War in Europe from 1944-1946. He is married and the father of five children ranging in age from one to nine years. He resides with his wife and family in West Orange, N.J.

Rossotti is well known nationally as a leader in the manufacture of creative packaging for the food industry.

# Braibanti

# ZAMBONI

### Collaboration on Packaging

Recently, Leif Oxaal, general director of the Packaging Machinery Manufacturers Institute of New York, visited in Milan. While there he consulted with Martin Stahl and Harry Heikenen of the U. S. Trade Center and with Enrico Granozio, vice-president, and Ezio Landini, general secretary of Ipack-Ima. The potential of the Italian market for package machinery was explored.

The first large showing of American package machinery will take place at the next Ipack-Ima Show, September 11 to 17, at the Milan Fair Grounds. Packaging Machinery Manufacturers Institute plans to promote exports for its 140 members. Representing some 65 per cent of the national market totaling some \$400,000,000 annually, the domestic market takes about 80 per cent of production while exports are only about 20 per cent.

According to Mr. Oxaal, American manufacturers are of the opinion that European production is technically advanced and of a very high quality so that it will provide tough competition which should by no means be underestimated. However, a strong point in favor of the American machinery is its greater versatility and flexibility, quick and easy substitution of parts giving a wider range of products.

After observing the prestige and promotional force that Ipack-Ima enjoys in Europe, Mr. Oxaal reminded his audience that in the United States there is an annual packaging show and a biennial exhibit sponsored by the Packaging Machinery Manufacturers Institute. This latter show will be held at McCormick Place in Chicago, November 1 to 4 with some 225 machinery exhibits.

### Canning Show in Parma

The 20th International Exhibit of the Industries for Alimentary Preserves will be held in Parma, Parco Ducale, from the 26th to the 30th of September. This exhibition will cover food preservation from raw material to finished goods, including machinery, containers, control equipment, and the like. The main purpose is to emphasize the present standard of progress, to encourage and advertise the consumption of preserved food, and, finally, to create the proper place for the attendance and meeting of the manufacturers and technicians of various countries.

The National Macaroni Manufacturers Association announces that a visit can be planned to attend this show on the Study Tour following the International Macaroni Meeting to take place during the 4th edition of IPACK-IMA in Milan.

On September 15 and 16, delegates from macaroni associations from all over Europe will meet in convention. A delegation from the United States plans to attend.

They will leave from New York September 13 in time to attend the meeting and see the exhibits of packing and packaging, food processing equipment, and materials handling machinery on display at the IPACK-IMA Show in the Milan Fairgrounds September 11-17.

In addition to visiting Parma, plans are being made for trips to Zurich, Switzerland, Venice, Florence, Naples and Rome, before returning on October 4.

### Paperboard Booms

Demand keeps paperboard mills from their usual summer slump, reports the Wall Street Journal.



One of the entries in the Sixth Annual Design Contest held by St. Regis for college students was this striking black and white outside shipping case for spaghetti. Venizio, a made-up name, was in red.

Winning students win U.S. savings bonds, with top winner and his art professor receiving a three-day all expense trip to the award presentation ceremony in New York City, plus a gold medal.

Paperboard production so far this year totals about 9.4 million tons, 5.6% ahead of the 1964 rate. Orders in June were rolling in at a rate 9% above year earlier.



Packaging promotions recently stole the spotlight for Procino-Rossi Corporation of Auburn, New York, and won for them a packaging award to boot. This manufacturer of spaghetti, macaroni and noodle products used a coupon promotion refined and developed by their packaging supplier, Rossotti Lithograph Corp. of North Bergen, N.J. Called "Rossotti Coup-Pack", the promotion utilizes a coupon on the package to offer a cents-off deal on a related product. In the case of the P&R macaroni products, the related deal was tuna fish and the promotion was geared to the Lenten season.

A panel of packaging judges awarded Rossotti's Merchandising Award of the Month to P&R for its use of the merchandising device on the package. Shown in the picture during the presentation of the award are left to right, John Swan, Sales Manager, Northeastern Division, Rossotti Lithograph Corp., Jack A. Procino, Vice President-Secretary, Procino-Rossi Corp., John McMath, President, Mathison Advertising, Inc. and Nicholas A. Rossi, Vice President, Procino-Rossi Corp. Swan is credited with developing the concept of Coup-Pack to its present sophisticated form.

The reception of the P&R packaging promotion has been newsworthy. Spot checks have revealed that Procino-Rossi has sharply accelerated its image as a major marketer in its trading area. The Rossotti Coup-Pack has found favor, it was learned, all through the distribution cycle because it appears to have something in it for everyone. The consumer likes it, it was reported, because it is simple for her to obtain the bonus. Retailers advise that they appreciate the benefits of increased sales of the Coup-Pack'ed product as well as the profit contribution it makes towards another department. Salesmen like it, says P&R, because they have something different to talk about. Retailers are favorable to it because of the consumer interest it creates. Rossotti Coup-Pack is being covered by patent protection.

Milan 11th-17th september  
1965



## International Exhibition

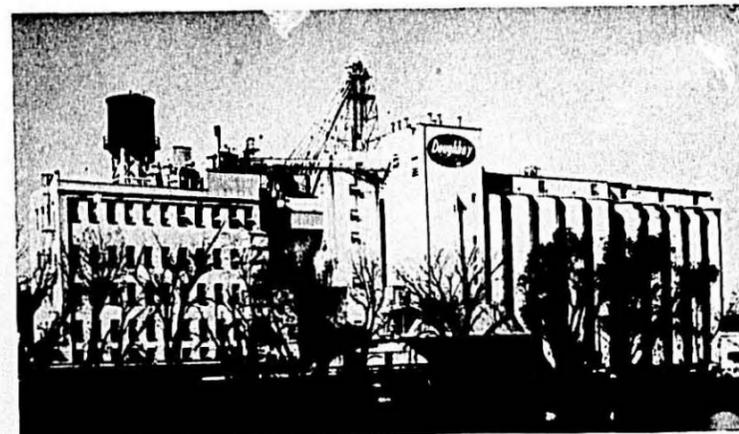
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George N. Kahn

# SMOOTH SELLING<sup>®</sup>

By George N. Kahn

## KEEPING AHEAD OF THE COMPETITION

This is No. 10 of 12 sales training articles.

ONCE asked a brilliantly successful salesman: "What's the toughest competition you've ever faced?" "Myself," he replied without hesitation.

This is a simple truth that many salesmen take years to learn. Some never learn it. They are the "also rans" who cannot grasp the idea that success begins with oneself.

I am not urging you to forget about your competitors. This could be fatal. I am asking you to perfect yourself before you let yourself be panicked by the opposition. If you are a sound, thoughtful salesman, an expert in techniques and product knowledge, you will have little to fear from rivals. Your strength will be apparent to the customer who will inevitably turn to you as a mentor and friend.

If you are a first-rate man, there is no need to engage in jungle fighting with your competition on a price basis. Many salesmen complain constantly to their managers about being undersold. If you have other resources at your command, there will be no need for this lament. The lowest price isn't some kind of god to which you must bow down. Actually, the lowest price ultimately leads to disaster. All business in this country does not revolve around the cheapest price. If it did, thousands of wholesale and retail establishments would have closed down long ago.

The point is this: A good salesman can circumvent price spiraling; he can drop it to a secondary position in the presentation. The men who consistently lead the pack do not get bogged down in price games. They are educated, well-informed and interesting personalities who win the prospect's confidence and eventually his friendship and goodwill. These men have first of all mastered themselves and then have amassed a

vast amount of information that will help the buyer. So consummate is their skill that price rarely enters into their sales talk. Vance Dillerd, sales manager for one of the nation's largest leather companies, said:

"If I have a man who continually gets in a price dog fight, I call him in for a little talk. There is something wrong with his selling."

### Facing Competition

The first thing to realize about competition is that it will always be around. You can't dismiss it from your mind for long. So each salesman should develop a healthy philosophy toward competition that will carry him through his entire selling career.

Secondly, there is nothing wrong or unfair about wooing away business from your competitor—if you do it in an above board manner. That's part of the game and you can be sure he is trying to take orders away from you.

When you start hitting below the belt, however, you do yourself and your company no good at all. To revile and drag down a competitor before a prospect only demeans you in the latter's eyes. It's a cheap way to get an order and one that is unworthy of the profession of selling. If you have to fight competition during an interview, do it intelligently. Deliver your key points and let the prospect compare for himself. Conduct yourself like a gentleman. Name calling and innuendo will destroy whatever goodwill you have built. Neal Craner, purchasing agent for a steel fabricating plant, once listened quietly while a salesman issued a venomous diatribe against a competitor. When he had finished, Neal said to him:

"Come back some day when you're selling, not slamming."

I also remember that I once went into a store and asked for a particular brand of snow sled that I wanted to give my son. The clerk said he did not have that kind of sled and started to show me other brands. When he noticed my lack of interest, he began running down the

sleigh I had sought; he termed it overpriced and said it was unworthy of its reputation.

"Just a minute," I interrupted. "You're talking about a product that's rated the best in its field. It's almost a household word. Thousands are bought each year. How can you justify your blackening of its reputation?"

The man stammered and fumbled but could not give me a satisfactory answer. He had worked himself into a trap and could not get out.

Don't trap yourself by tearing down the other guy's product. There are better ways to sell yours.

### Know Your Competition

No salesman should spend much time talking about competing products before a buyer. Mention them only if the prospect brings up the matter and then discuss them just briefly.

However, you should know about the competition's product so you can make your presentation more effective. Knowing the other firm's prices, models, strengths, weaknesses, and the like, will be of immense aid in preparing for your interview. With such information it's possible to answer prospects' questions before they are even asked. It also shows that you are knowledgeable and serious about your work. A buyer has confidence in a salesman who is well grounded in the fundamentals of his own and his competitor's product.

I know many top producers who make a list of the competition's line, noting all of its characteristics. They study these carefully, comparing them with their own. Some keep a record on every product in the rival line with detailed facts on each. Some of these files are so sophisticated as to include the competitor's price, position, advertising and promotion effort, distribution, type of salesman and position in the industry.

Some companies provide this data for their salesmen. There are other sources of information, however. Trade magazines, financial newspapers, and indus-

try association literature all supply facts on the competition. Your own contacts and observations are also useful.

You might even elicit a few tidbits from the competitor himself. There's nothing wrong with maintaining friendly social relations with your opposite number, and it might be helpful.

### Selling Confidence

A thorough knowledge of the competition will also give you the confidence you need to nail down the order. A salesman prepared to meet objections and queries based on competitive points has no fear of the interview. He can sail through, knowing that he can hold his own against any attack. Bill Powers, a dyes salesman, told me:

"I once had a psychological block against learning anything about my competition. I pretended that if I ignored it, it would go away. But it didn't go away, and I often took a beating because of my lack of information on the competition.

"I started boning up and it really made a difference. But, more importantly, it gave me a new feeling of confidence and ease during my sales talk. I felt like a world beater. And often I was."

### Ring Your Own Bell

Although it is a good idea to protect yourself by knowing your competition, the major emphasis in your sales talk should be on your product. Ring the bell and bang the drum at every available opportunity for your firm and for your line. You didn't seek the interview to discuss the competition. Your data on the competition is merely a reserve battery to bring up if needed. Think of it as a kind of insurance.

Here are some "don'ts" in reference to the competition:

1. Don't volunteer any facts of information on the competition. If it must be brought up, let the prospect bring it up.
2. Don't dwell for any length of time on the competition if the subject is discussed.
3. Don't try to build yourself up by running down the competition.
4. Don't spread malicious stories or rumors about competing salesmen; they might do the same for you some day. Besides, it is not consistent with gentlemanly behavior.
5. Don't allow a bad temper to color your remarks about the opposition. Always keep your presentation in good taste.

### The Alibi

A final don't should be added here. Don't use the competition as a whipping boy for your poor performance. Some

salesmen can hardly wait to complain to their supervisors about the competition's superior numbers, product, distribution, advertising, etc. Too often the salesman simply uses these factors as an alibi. In many cases they are not even true.

Before you run for help to your manager, make sure that you are doing your very best. Be honest with yourself. Orrie Abel, a front-rank textile salesman, admits that he once blamed most of his troubles on the competition.

"I was always running to the district manager, crying-towel in hand. But I learned my lesson when he told me one day that every other salesman in the district had passed his quota, even in areas where the competition was tougher than in my own. I resolved then to fight my own battle or get out of selling. I stayed in and climbed to the top." Orrie explained that he actually had been afraid of the competition and thus had stunted his own progress.

Remember: The competition is just as worried about you as you are of him.

To judge for yourself how you are handling the competition, try this little test. If you can answer "yes" to eight of eleven questions, you're ahead of your competition:

- |  | YES | NO |
|--|-----|----|
| 1. I always let the prospect bring up the matter of competition, if it is to be mentioned. | —   | —  |
| 2. I never run down or heap scorn on the competition's product.                            | —   | —  |
| 3. I never tell unflattering or disparaging stories about rival salesmen.                  | —   | —  |
| 4. I never use the competition as a cover-up for my own mistakes and bad judgment.         | —   | —  |
| 5. I try to overpower and out-gun the competition by self improvement.                     | —   | —  |
| 6. I have the facts on the competition if I need them.                                     | —   | —  |
| 7. I don't permit myself to get trapped in price spirals with the competition.             | —   | —  |
| 8. If I make a statement about the competition, I know what I'm talking about.             | —   | —  |
| 9. I'm always aware of the competition.  | —   | —  |
| 10. I use sources that provide me with information about the competition.                  | —   | —  |
| 11. I keep up-to-date files on the competition.  | —   | —  |

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## 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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4. Ask questions. You can't uncover motives if the prospect doesn't tell you about them.
5. Explore for the vital issue—the special reason why the buyer should buy your product.
6. Let silence work for you—Let the buyer do the talking; it's fodder for your sales mill.

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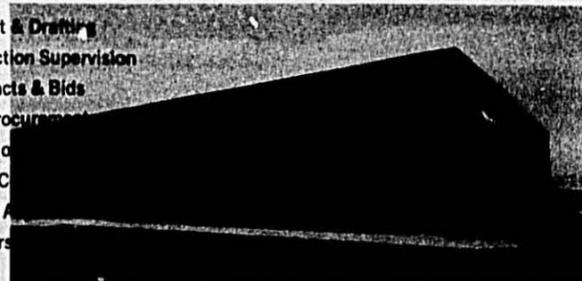
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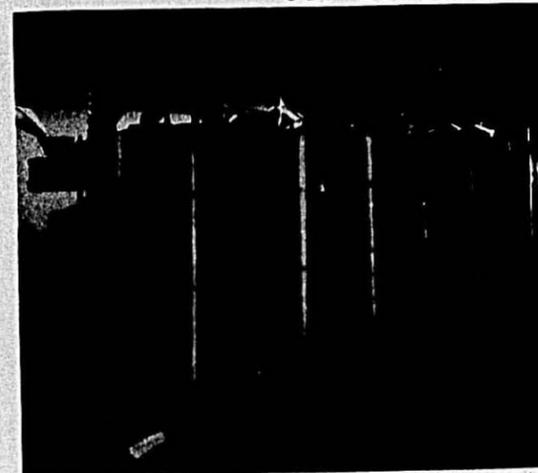


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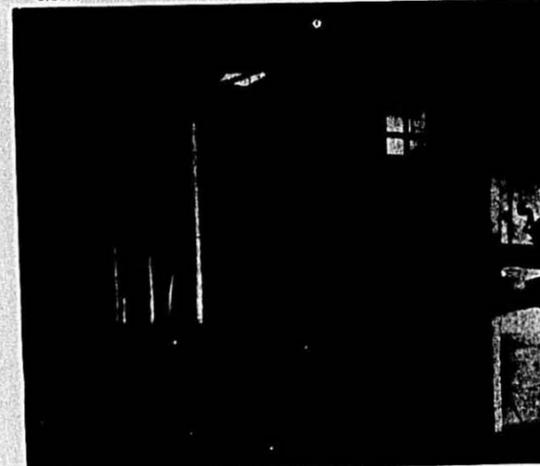
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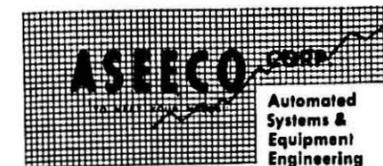
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### Prince Pushes Eggs With Egg Noodles

Miami, Florida is one of the cities where Prince Macaroni Company is conducting an advertised promotion tying in fresh eggs with egg noodles.

The tie-in value of eggs with other food items has long been accepted as an ideal one in supermarkets. John Ruth, manager of one of the Publix Markets in Miami, and a representative of the Prince broker, Earl V. Wilson Company, prepared the display shown here.

Mr. Ruth said that although the promotion did not require the purchase of eggs at the time the noodles were bought, there was a considerable increase in the sale of eggs because of the impulse buying created by having the noodle display next to the egg department.

The free eggs were obtained by mailing in coupons with a portion of the noodle box to the Prince Company, who in turn sent patrons a certificate good for a dozen eggs.

Coupons were included in newspaper ads on the special, and they were also available at the store display.

During the promotion, which started in March and ran through June in Miami, several large ads were sponsored by the Prince Company, and one of the newspaper food editors devoted an entire column to the subject under the topic "Use your noodles for free egg gift." The column included a photograph of three noodle dishes, and recipes were given for the use of eggs and egg noodle products.

### Salad Line

The Jell-O Division of General Foods Corporation, of White Plains, New York, is adding Italian Salad and Seasoned Tomato flavors to its Jell-O "green line"—gelatins made expressly for salads. The gelatins come in 3-ounce packages and retail at four for 41 to 43 cents.



### Marketing Formula

The composition of sales marketing programs is of interest to all those engaged in marketing—especially if those programs have proven successful based on product sales. An examination of some of the important elements in 14 such programs is covered in the Nielsen Researcher, No. 1—1965, put out by the A. C. Nielsen Company, of 2101 Howard Street, Chicago, Illinois 60645.

The 14 brands were chosen from a group of 31 which achieved average sales of close to \$10,000,000 based on consumer prices. A breakdown by individual brand indicated that nine of the 31 brands reached volume sales of \$15,000,000 and over, during their first year on the market. An additional separation was made by brand type—edible versus non-edible.

Since 14 of the brands had been on the market for three or more years, comparisons of advertising expenditures and sales progress were made for those brands which had increased sales between the second and third years versus those that declined. Of the seven brands suffering sales declines, all but one had drastically reduced advertising expenditures after the brands' first year on the market.

The use of trade and consumer promotions is also reviewed. Of primary interest here was the wide use made of coupons with nine brands using this method—two of them exclusively.

### Viviano Macaroni Purchases Two Firms

Viviano Macaroni Co. has bought two food firms. Samuel T. Viviano, chief executive officer, said Vimco has acquired both Lunardini Frozen Foods, Cecil, Pa., and Russell Spruance Co., Narberth, Pa.

Both transactions were for cash, but details were not disclosed except that the Russell Spruance acquisition involved cash for assets only. Lunardini was bought as a going concern.

The plant and executive management of Lunardini are to be retained. It will operate as a division of Vimco. Joseph Lunardini, general manager and chief executive officer, will become a vice-president of Vimco in charge of its Lunardini division.

Vimco makes spaghetti, macaroni and noodles which it sells in Pennsylvania, Ohio, Maryland, West Virginia, upstate New York and the Eastern Seaboard South to Florida.

The company will now offer a complete line of Italian-style products, both frozen and regular, according to a Vimco spokesman.

Spruance is a manufacturer of bread and biscuit mixes with distribution through 43 food brokers in this country and Canada. Its line includes white bread mix, rye bread mix and whole wheat bread mix. It also makes a buttermilk biscuit mix.

Spruance will also become a separate division of Viviano Macaroni. Its headquarters has been moved here from Narberth.

W. P. Wampler, Jr., principal officer of Russell Spruance Co., will serve as a vice-president, Spruance division, headquartered in Carnegie.



Jack Bailey, known as "Mr. Queen For a Day" holds Barbara Bernard's hand, as Prince Macaroni Mfg. Co. Chef Fortunato (Lucky) Nervo and Prince Salesmen Lawrence Lindahl (second from left) and Dominick Desso (far right) beam. Occasion was an interview by Miss Bernard with "Lucky" on the WHY-N-TV show in Springfield, Massachusetts.



Singing Up a Storm for Spaghetti. The New Prince Spaghetti Minstrels perform in downtown Philadelphia, while chefs, at right, prepare samples of Prince macaroni for crowd. It was part of a bit promotion by the Prince Macaroni Mfg. Co. during week when the Minstrels appeared at Polumbo's Restaurant and Nightclub. Over 1000 onlookers were served in one and a half hours.

# ethics links

## Ethics. Where have they gone?

Ethics, says the dictionary, is "the science of human duty; moral science."

In today's world, so complicated with gadgetry and machines that we often lose sight of others and of our own best selves, it isn't always easy to keep "human duty" in mind.

As life gets more complicated, men lose their sense of identity, value and purpose. Life, in a sense, becomes "cheap" and "unimportant." And with that, it becomes ever easier to take the easy way, to ignore the principles of right—and our human duty to others.

The one place where human values are kept in proper focus is where you worship. Nowhere is the individual more valued. *And if you care*, the place where you worship can become, with your help, a rallying point for lifting all the deteriorating values you see around you. Worship this week—and put your faith to work all week.

Worship this week



RELIGION IN AMERICAN LIFE

Published as a public service in cooperation with The Advertising Council and Religion in American Life

## WAY BACK WHEN

### 40 Years Ago

• Henry Mueller of C. F. Mueller Company, Jersey City, New Jersey, was re-elected president of the National Macaroni Manufacturers Association for the 1925-26 term at the Atlantic City convention. Also re-elected to serve another term were officers and directors E. Z. Vermeylen, H. D. Rossi, Fred Becker, William A. Tharinger, A. C. Krumm, J. V. Canepa, and M. J. Donna.

• On the convention agenda: a recommendation to get behind the promotion of "Friday—Macaroni Day," tariffs, macaroni standards, and the problems of artificial coloring.

• Annual imports of macaroni products into the United States had fallen from a prewar average of 113,900,000 pounds to 2,900,000 pounds in 1922; 3,500,000 pounds in 1923; 4,500,000 pounds in 1924; and a total of 2,700,000 pounds for the first four months of 1925, according to J. A. LeClerc of the Bureau of Foreign and Domestic Commerce, who spoke on "World Trade in Macaroni" at the convention.

• C. P. Walton, president of the Capital Flour Mills, Inc., Minneapolis, announced that plans were under way for remodeling their "B" mill to produce a capacity of 1000 barrels of semolina in 24 hours.

• The Napoli Brand trademark was granted Western Union Macaroni Company of Denver, Colorado. Olympic-Mezzani was the registered trademark for macaroni products of Musher & Company, Washington, D.C. L. Lambros & Company of Brooklyn had its trademark "La Montanara" registered, which showed an Italian signorina standing in a wheat field carrying in her arms a wheat bundle. In the background was a wheat field and a village situated in the foothills of beautiful mountains over which appeared the letters of the trade name.

### 30 Years Ago

• From the Macaroni Journal, July, 1935: "To be in a position to take the fullest possible advantage of any contingency that may arise in the near future, either as a result of the survey of the industry ordered made or new legislation by Congress concerning industry control or supervision, it was agreed to retain the regional setup under the code and to elect Association Directors by regions with three at large." Louis S. Vagnino of St. Louis, Missouri, was re-elected as president of NMMA.

• Glenn Hoskins, chairman of the Macaroni Code Authority, recommended a thorough survey of the whole industry to ascertain just what special activities it should and would sponsor and support, aimed at better trade practices, elimination of unbridled competition, abolition of inferior grades, and the support of some cooperative activity that would make Americans more macaroni-conscious.

• "Better Business With Better Products" was the subject of an address by L. V. Burton, editor, Food Industries, at the macaroni convention. He talked on inter-food competition, citing examples from his daily contacts with the trade, and emphasizing the importance of good salesmanship and keeping up the quality of your product.

• The macaroni industry's problems were outlined by Aaron Sapiro, former Deputy Code executive, New York Regional Office. He advised that from the experience of the past two years manufacturers must retain their sense of dignity as well as an awareness of the importance of the macaroni industry.

### 20 Years Ago

• An Industry Conference in Minneapolis considered the production of "emergency" macaroni products, necessitated by the Government's War Food Order No. 144 calling for an extraction of 80 pounds of so-called semolina instead of the customary 68 to 70 pounds.

• Mary Albright Jackson outlined aims of the Durum Wheat Institute to macaroni manufacturers in convention in acquainting the ultimate consumer with information about durum wheat products, as well as promoting indirectly, through various educational channels, the sale of macaroni, spaghetti and egg noodles made from durum wheat.

• With the proposed definitions and standards of identity for enriched macaroni and noodle products having been published in May of 1946, vitamin suppliers were using the pages of the July Macaroni Journal to plug enrichment generally and their products in particular.

### 10 Years Ago

• Durum seed progress with four rust-resistant varieties was reported by Donald G. Fletcher of the Rust Prevention Association. Approximately 7,200 bushels were produced in the Yuma, Arizona area. About 300 farmers in the "durum triangle" area, together with the Rust Research Laboratory at Winnipeg, re-

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## INDEX TO ADVERTISERS

	Page
Advertising Council, The	45
Amber Milling Division, G.T.A.	21
Ambrette Machinery Corporation	24-25
A D M Durum Department	18-19
Asoca Corporation	42-43
Braibanti & Company, M. & G.	37
Clermont Machine Company, Inc.	29-32
DeFrancisci Machine Corporation	34-35
Distillation Products Industries	13
Doughboy Industries, Inc.	39
General Mills, Inc.	5
International Milling Company	48
IPACK-IMA Exhibition	39
Jacobs-Winston Laboratories, Inc.	16
Macaroni Journal	27
Malden & Sons, Inc., D.	12-13
Peven, M. & M.	9
Pevevy Company Flour Mills	2
Recent Lithograph Corporation	2
United States Printing & Lithograph	47

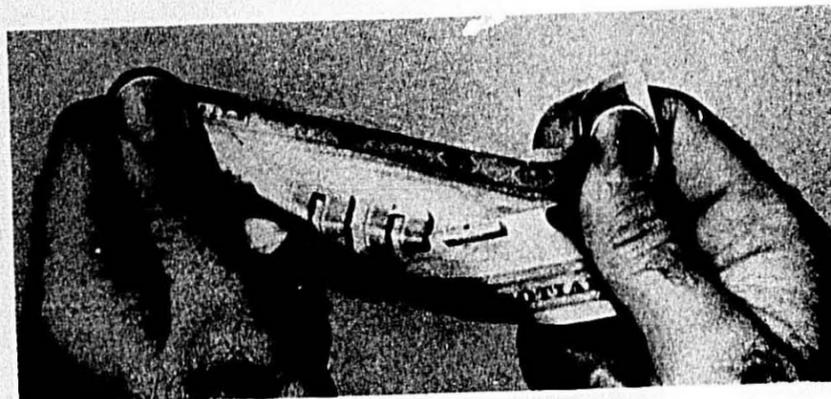
ceived seed from these lots for increase during the summer of 1955, with the expectation of 150,000 bushels of rust-resistant seed being harvested.

• Chef Reno of the Omaha Athletic Club supervised spaghetti preparation at the Devils Lake, North Dakota, Macaroni Festival. Used to cooking for crowds, Chef Reno didn't even wink an eyelash when told that the Chamber of Commerce estimated 7,000 would attend the spaghetti luncheon July 13. Spaghetti sauce and 1800 pounds of spaghetti were supplied by the Quality Macaroni Company and Minnesota Macaroni Company, both of St. Paul, Skinner Macaroni of Omaha, and V. La Rosa & Sons of Brooklyn.

• Macaroni and canned meat teamed up for easy summer serving in July, 1955. Through the efforts of the National Macaroni Institute and the Canned Meat Packers Association, food stores all over the country were promoting combination sales of macaroni products with such products as Vienna sausage, corned beef, canned ham, and luncheon meat.

• Developments in drying were discussed by Charles Hoskins at the 7th Plant Operations Forum. He pointed out that successful macaroni drying depended on temperature and humidity of the air; heat necessary for drying; relation of air circulation; and the rate of diffusion of moisture through the dough.

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