

**THE  
MACARONI  
JOURNAL**

**Volume 47  
No. 7**

**November, 1965**

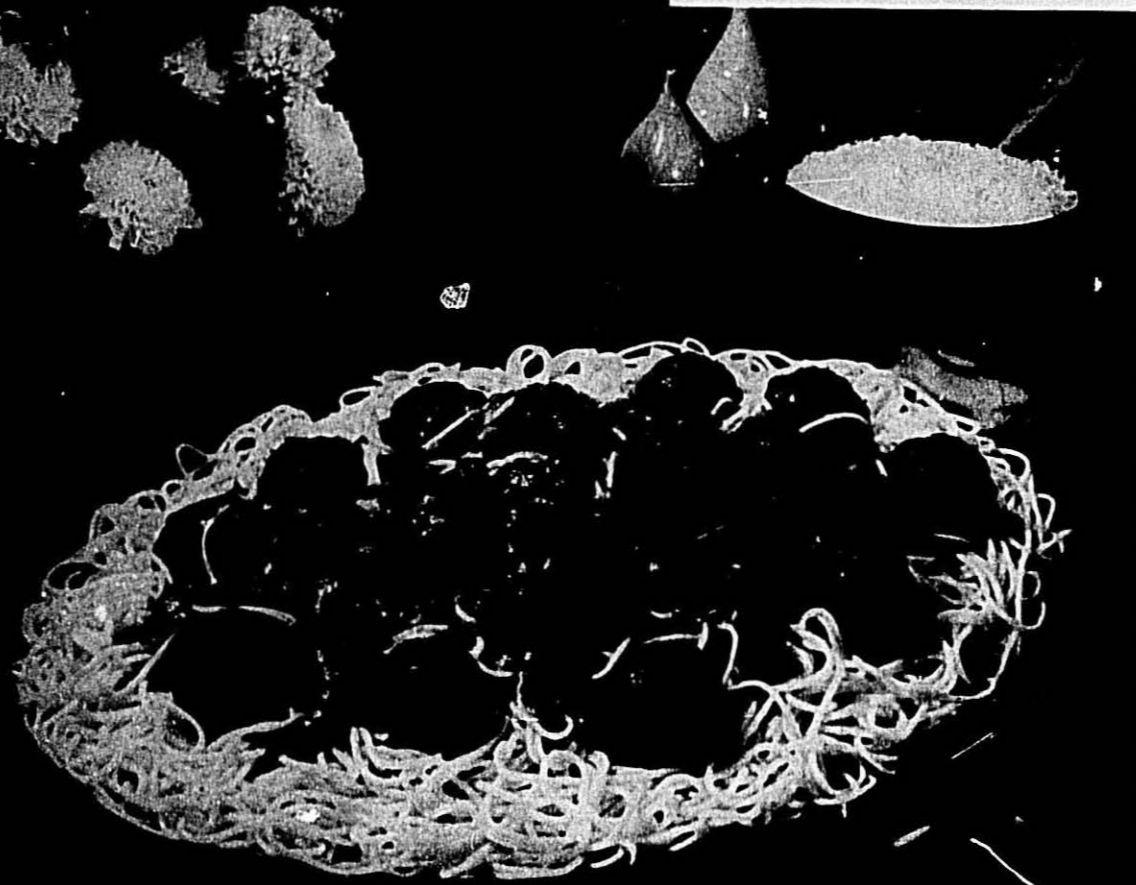
# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



**NOVEMBER, 1965**

**Report from Europe  
For Weight Control -  
Use Your Noodle**



## A NO-NONSENSE APPROACH TO PACKAGING

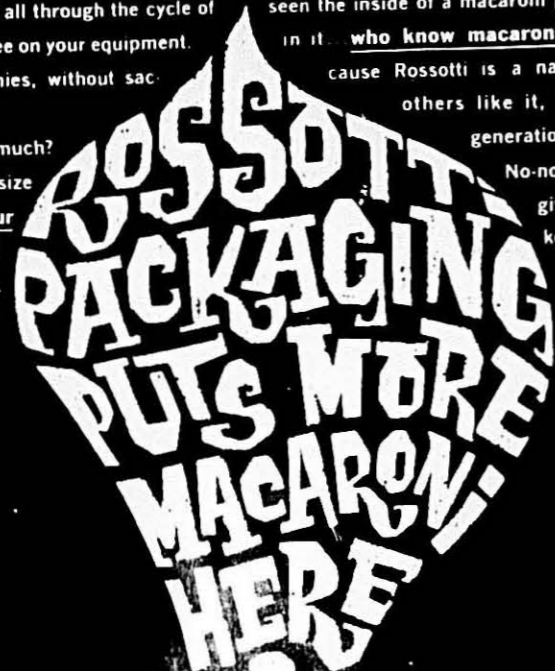
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## The Macaroní Journal

November  
1965  
Vol. 47  
No. 7

Official publication of the National Macaroni Manufacturers Association,  
139 North Ashland Avenue, Palatine, Illinois. Address all correspondence  
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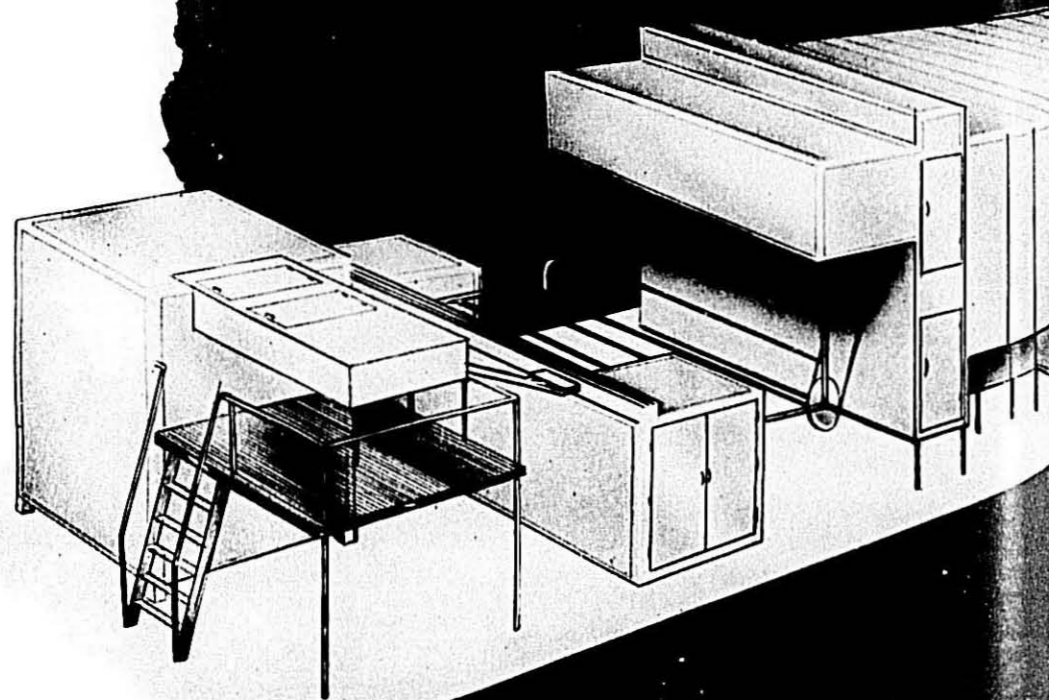
Spaghetti and Meat Balls are an American favorite. A Look Magazine survey puts the combination just behind steak, roast beef, and fried chicken. It's easy on the waist line, too - see pages 20-21. It's the top seller in the macaroni department - see page 17. Beat the drum for spaghetti, macaroni and egg noodles - see page 16.

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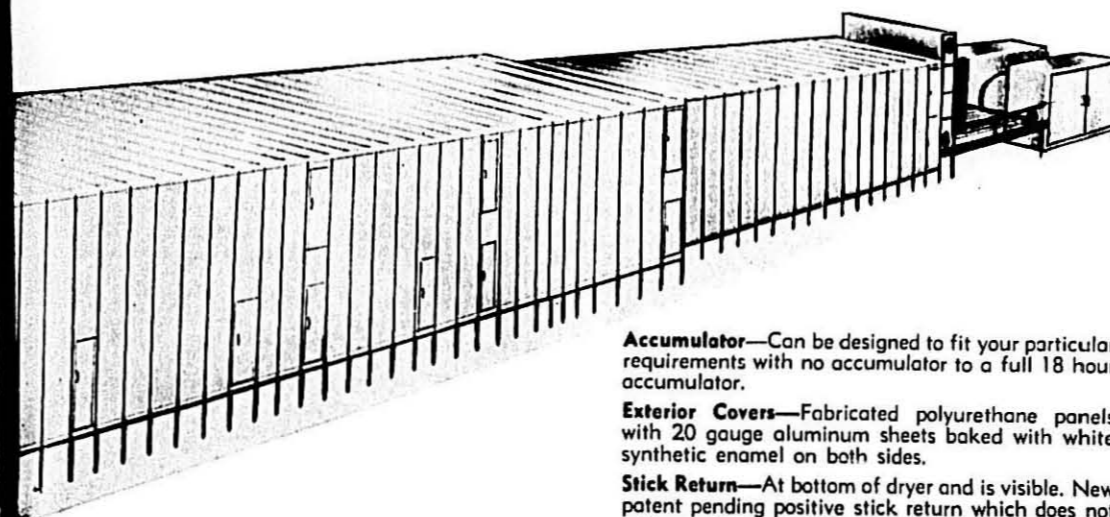
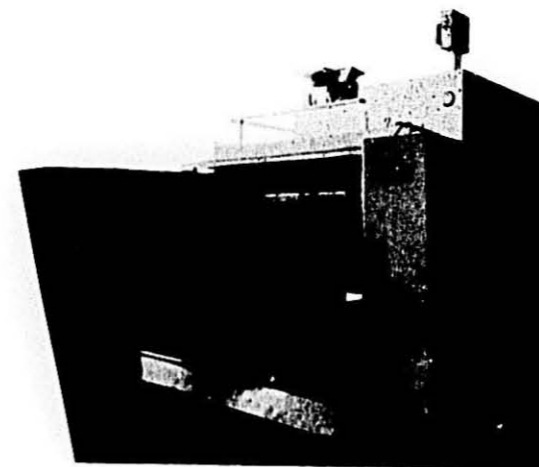


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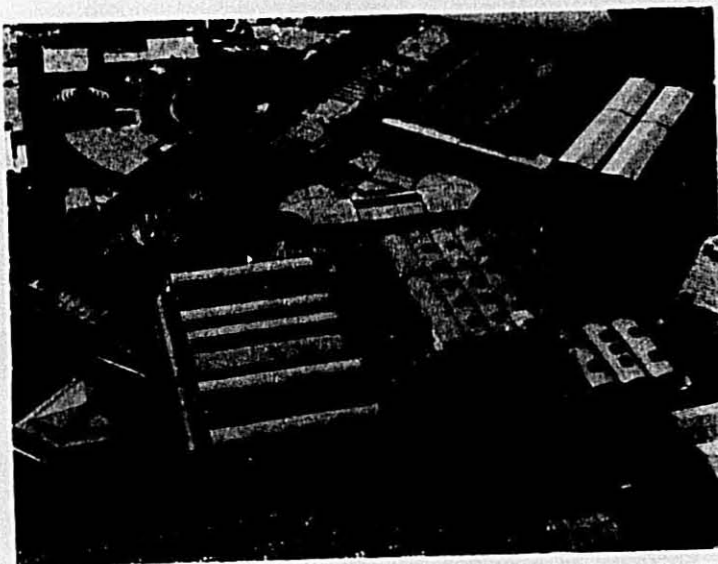
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## REPORT FROM EUROPE



At IPACK-IMA exhibition on the Milan Fair grounds: Pavilions in the foreground contain displays of materials for packing and packaging. In the background are buildings housing exhibits of materials handling equipment, packaging machines and machinery for the processing of food-stuffs, including the largest display of macaroni equipment in the world.

**T**HE fourth edition of the IPACK-IMA Exhibition held on the Milan Fairgrounds from September 11 - 17 and the Seminar of Macaroni Manufacturers on September 15 and 16 attracted delegates from all over Europe, Africa, North and South America, and Australia.

### U.S. Representatives

In the delegation from the United States were Mr. and Mrs. Ernest Scarpelli of Porter-Scarpelli, Portland, Oregon; Mr. and Mrs. Joseph La Rosa of V. La Rosa & Sons, Westbury, New York; Mr. and Mrs. Joseph DeFrancisci of DeFrancisci Machinery Corporation, Brooklyn, New York; and Mr. and Mrs. Robert M. Green of the National Macaroni Manufacturers Association, Palatine, Illinois.

### American Packaging Displayed

The IPACK-IMA show contained exhibits of major macaroni equipment manufacturers of Europe ranging from full production lines to die washers and packaging machines. For the first time, an important cross-section of American packaging and packaging equipment was displayed through the United States Trade Center. The display was promoted by the Packaging Machinery Manufacturers Institute in cooperation with the U. S. Department of Commerce.

### International Macaroni Meeting

At the Convention of Macaroni Manufacturers, sponsored by the Associazione Italiana fra gli Industriali Pastificatori in Milan, managed by Dr. Mario Battaglia, papers were presented ranging from improvement of durum wheat to efficiently planning modern macaroni production. Highlights will appear in future issues as translations are received. The author's paper appears on page 10.

### Supply Problem

A good deal of the convention's time was spent on the problem of getting sufficient supplies of good raw materials and control methods to ascertain how much soft wheat is mixed with durum for quality control and consumer acceptance.

Basic problem is that durum must be imported to fill out limited Italian and Spanish production and to supply the rest of Western Europe. Taxes and tariff put the price of durum some 40 per cent above soft wheat, which encourages blending and false claims in packaging statements of quality. This is tough competition to meet anywhere. Hence, there was great interest shown in a new test for soft wheat in blends using infra-red spectrograms by Brogioni, supplementing the sisterol palmitate method and improving on the Maatweef test.

There is a practical difficulty however in the application of this test by the average macaroni manufacturer — the equipment costs some \$10,000.

### French May Change Requirements

The French (only country where one hundred per cent durum is required by law) now contemplate changing their law to permit soft wheat, which France produces, and make imported durum even more costly with Common Market tariffs. This created considerable opposition from other countries, and the matter will have to be worked out in the Kennedy round of tariff discussions.

### Brussels Specifications Challenged

Mr. H. Pellissier of the French Association of Macaroni Manufacturers declared that the Brussels specifications for durum (emphasizing the fourteen chromosomes in the botanical variety) started at the wrong point with a botanical reference—that quality standards must be set for the consumer so that along the line consumers and macaroni manufacturers will not be at the mercy of suppliers. There are variations in quality of durum and semolina dependent on season and area, Mr. Pellissier said.

He was taken to task by some of his Italian colleagues for alluding to scientific or botanical specifications, but his point on standards for consumer acceptance and the economic disparity between classes of wheat was well taken.

### World Wide Product Promotion

Dr. Giuseppe Braibanti called for a world wide effort to promote the nutritional story of macaroni, but no discussions of how this would be done took place.

### Braibanti Hosts Group

On September 17, a delegation of macaroni manufacturers were taken by M. & G. Braibanti & Company to visit machine works of Zamboni in Bologna, Fava in Ferrara, and the Corticella macaroni plant just completed for the Italian Communist Party in Bologna.

Zamboni produces manufacturing equipment for macaroni products specialties and packaging equipment. Packaging is developing rapidly, but more than half of the output of the macaroni industry in Italy is still sold in bulk.

### Custom Cooked Spaghetti

Fava manufactures presses and dryers. They also have perfected a compact spaghetti cooker to automatically

(Continued on page 8)

# Leading packagers prove Du Pont "K" 207 is the most durable cellophane.

Two years of on-the-market sales experience by leading packagers in all areas of the U. S. A. offers you positive proof of the superior durability of "K" 207. This on-the-market experience, including two winters in the country's coldest climates, has proven that, gauge for gauge, "K" 207 is the most durable cellophane you can buy.

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Unique Spaghetti Cooker Perfected by Fava.

**Report From Europe—**  
(Continued from page 6)

control perfect preparation for hundreds of servings in a short time. The machine handles four-pound quantities in each unit for a 12 to 15 minute cooking period, discharging the product cooked to order every four minutes. The visiting group of delegates was served a hot luncheon of Spaghetti Bolognese from this equipment. It was excellent!

**Corticella Operations**

At the Corticella macaroni plant, milling is done in one building and the milled product transported to a newly-erected macaroni plant. The plant has four completely automatic production lines. Some packaging equipment is utilized, but as indicated above more than half the output is still sold in bulk. The Communist Party has wide distribution through its own network of stores.

**Tour of JOWA**

We then traveled to Switzerland to visit the works and laboratories of Buhler Brothers in Uzwil. Their personnel escorted us to see the new, modern operation of JOWA at Buchs, macaroni manufacturing division of Migros, supermarket chain doing about 40 per cent of the retail food business in Switzerland, a country of 6,000,000. (The October 1965 issue of the Macaroni Journal carried a picture story of this "Swiss Showplace.") This plant, with four continuous lines, is highly automated and supplies about half of the macaroni requirements for 200 stores. Flour coming into the plant is pneumatically handled directly to the continuous production lines. Fresh eggs are broken at the plant to provide the egg product used in most of the production. In contrast to the Italian production, all of the output is packaged, and in this instance either in cellophane or polyethylene bags. Larger quantities

are tied with wire bands rather than heat-sealed. Because production goes directly to Migros stores, it is put in transportable wooden crates that can be returned back to the plant after carrying the merchandise to the various stores.

**Canning Show**

On September 21 we visited the Canning Show at Parma. Fruit, vegetables and especially tomatoes are the main products. Little in the way of pasta products are canned and those that are shipped for export. Parmesan cheese on the locally made tortellini is the greatest!

**Forty-Four Presses**

On September 22 we saw the tremendous plant of Barilla in Parma, with 44 presses working seven days a week. This fine company keeps up on developments around the world — and are most interested in the latest developments in marketing, as well as production and administration.

**Convenience Items Unpopular**

On September 23 we lunched with Guido de Luca, general director of Bertagni, General Foods' establishment in Bologna. They pack sauces, canned ravioli and tortellini in addition to making a line of macaroni products. Minute Rice, Minute Macaroni, and similar convenience items apparently have little appeal to the Italian market, where money is more important than time.

**Pavan Plant Visited**

The following week we visited the establishment of Mario and Nico Pavan in Galliera Veneta. Some thirty miles from Venice, this important plant employs about 400 persons and has a backlog of orders. Established in 1947, the engineering firm is the outgrowth of a macaroni plant which is still maintained as a practical laboratory. In the afternoon of September 27, we saw the operations of Pastificio Jolly, a modern plant with five lines: one long goods, one coiled goods, and three short cut. Drying is continuous. Two men and a boy handle the production department. Packaging is also modern, with a Senzani bag forming and filling machine among the most interesting.

**Birthplace of Spaghetti**

On September 28 we saw Alfonso Garofalo in Gragnano, in the Bay of Naples area. Spaghetti was reportedly born here and in Torre Annunziata. The Garofalo family has a patented extract of the enzymes from the aleurone of fermented wheat (appearing similar to soy sauce). This is supposed to impart



Dining at Alfredo's! Restaurant Manager Pietro Di Napoli prepares to serve Mr. and Mrs. Robert M. Green the famed Fettuccine all' Alfredo.

special properties to the pasta, as does the special spring water that flows from the mountains. Of course, the sea breezes once used for drying the products on rooftops makes Naples products world famous. Today, modern presses, continuous dryers and automated packaging are found, although housekeeping leaves something to be desired. The fact that four generations have been making spaghetti accounts, in part, for their skill.

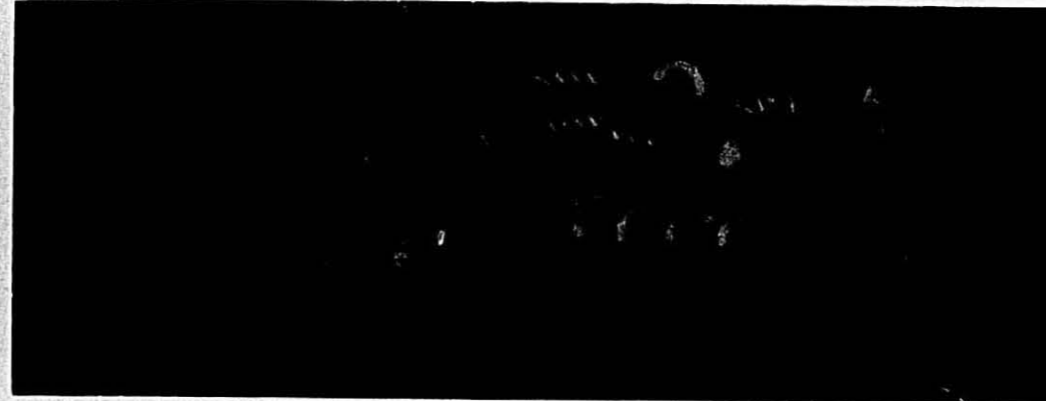
Everywhere, finished dishes are superb. This is due, in my opinion, to skillful cooks who know the product. Methods of production are no better in Italy than in the United States, and the materials are generally inferior to our standards of quality.




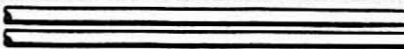














**Alfredo's in Rome**

In Rome, we dined at the famous Ristorante of Alfredo, "the real king of fettuccine," in the Piazza Augusto Imperatore. This is the son of the original, and there are two other imitators. Restaurant Manager Pietro Di Napoli visited with us, as Mr. Alfredo was absent the day we called. He deftly sweeps the noodle strands through butter and Parmesan cheese with the flair of showmanship that makes this an incomparable dish with three simple ingredients. It convinced me that while the food industry in the United States might dwell on the fact that food is a bargain, the Italian approach that food is an adventure might do more to increase sales and consumer acceptance.

**Pantanella Publicity**

Everywhere in Rome there were posters of sad-faced individuals in this country of noted gaiety that had empty plates before them asking plaintively, "Where is my Pantanella spaghetti?" I didn't listen to television or read many papers, but the billboards appeared to be effective advertising to me.



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## MACARONI IN A CHANGING MARKET

by Robert M. Green, Executive Secretary, National Macaroni Manufacturers Association,  
for the Convegno dell' Industria della Pastificazione, Milano, September 15, 16, 1965

EATING habits of Americans have changed drastically in the past fifteen years. According to information from the United States Department of Agriculture, the average consumer is eating 44 per cent more beef, 65 per cent more chicken, 33 per cent more cheese, and 150 per cent more frozen fruit and vegetable.

Consumption of fresh fruit is off 40 per cent. Eggs are down 18 per cent. Potatoes and wheat products, down 15 per cent; and pork, 5 per cent.

### Consumption Trends

Recently Mr. D. J. Uhrig, president of Interstate Bakeries Corporation at Kansas City, had this to say: "It is true that compared with fifty years ago, the average individual is eating less bread — but he is also eating less of everything else. His caloric intake has dropped from over 3500 calories to under 3000 calories per day — the result of the change from a manual labor to a machine oriented society. Based on government statistics, the so-called decline ended about ten years ago, and flour consumption and per capita consumption of bread has remained fairly steady during the past ten years. In fact, it gained a pound per person in each of the last three years. Actual consumption has kept pace with population growth.

### Nutritional Education

"Another encouraging factor, in the consumption area, is the recent move by all wheat interests to join in promoting increased consumption. The bakers, macaroni manufacturers, millers, and wheat growers have independently carried on promotional programs for their products. Their effectiveness has been limited due to limited funds and lack of common direction. Now, under the guidance of the Department of Agriculture, a committee has been formed to coordinate a program of nutritional education, stressing the part that cereal grains and their end products play in a well balanced diet. This should make the future much brighter for the aggressive wholesale baker with a well-advertised quality product."

### Macaroni Sales Up

While the Department of Agriculture has reported that many of the products made from wheat have declined in per



Robert M. Green

capita consumption, the pasta products — macaroni, spaghetti and egg noodles — are among the notable exceptions to the downward trend. The Economic Research Service of the Department reported that total dollar sales of these products increased by 84 per cent during the period 1947-1963, whereas personal consumption expenditures for all food increased by 66 per cent. During the period 1958-1963, dollar sales of macaroni products increased at an average annual rate of 4.4 per cent, while total personal consumption expenditures for food increased at an annual rate of 2.4 per cent.

Between 1958 and 1963, annual per capita consumption of macaroni products increased from 5.7 pounds to 6.1 pounds, a gain of 7 per cent. During the same period, total domestic consumption of the products increased by 14.8 per cent, while the population of the country increased by 8.3 per cent.

### Consumer Study

In a consumer study made in early 1964, these points were made:

1. About one family in six uses macaroni and spaghetti on a weekly basis or more frequently; just under half use macaroni and spaghetti two or three times a month or more often. Egg noodles are used less widely, with about a third of the homemakers serving them at least two or three times a month.

Thus, the opportunity for conversion to regular usage of macaroni products includes the majority of the homemakers.

2. The most dominant form of macaroni products used is dry form. For instance, while about two out of three homemakers serve dry form macaroni and spaghetti once a month or more, the proportion who serve macaroni or spaghetti in canned or packaged dinner form ranges from 9 to 21 per cent.

3. The Eastern seaboard, including the New York City area, tends to produce more regular users of all macaroni products.

### Urban Areas

4. Consumption of macaroni products in larger urban areas is much higher than in rural areas.

5. There is a high degree of duplication between the use of macaroni and the use of spaghetti. Seven out of ten homemakers who qualify as fairly regular users of either macaroni or spaghetti also qualify as fairly regular users of other products.

### Economy Food

6. Macaroni and spaghetti tend to be viewed as economy foods. Heavier usage has developed among large, young, blue collar families residing in urban areas. By no means, however, is usage concentrated among these people, and it is reasonable to assume that the opportunities for expansion extend to all segments of the population.

7. Egg noodles are viewed more as a side dish or as an ingredient to be used in combination with other food items. Thus, it has achieved a more balanced usage configuration compared to macaroni and spaghetti in terms of the population segments using noodles regularly.

### Children Love It

8. The presence of children may offer real opportunities for greater sales of macaroni products. While most homemakers regularly serve macaroni products because for total family acceptance, where differences exist, younger children or teenagers tend to prefer macaroni and spaghetti more often than adults.

9. An Italian background clearly enhances acceptance of macaroni products. The proportion of families with some Italian background who use macaroni and spaghetti regularly is about 50 per cent higher than the general population.

(Continued on page 12)

THE MACARONI JOURNAL



# THE STORY OF MACARONI



### Who Really Invented Macaroni?

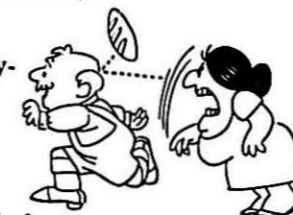
Accounts vary. According to Greek legend there was a deafening crash of thunder and lightning one day, the heavens opened up, and the gods of Olympus gave man macaroni, which in their language meant "The Divine Food."

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



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

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



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



PEAVEY COMPANY  
Flour Mills

## Changing Market—

(Continued from page 10)

But the market is changing. At the Annual Meeting of the National Macaroni Manufacturers in July of 1963, Dr. Charles C. Slater, Director, Executive Development Programs in Mass Marketing Management, Michigan State University, stated: "The macaroni business looks like it has five segments."

### Dry Packaged Goods

He continued: "In any one market, three or four firms compete for most of the retail sales of the dry packaged product in a tight competitive race." The Preliminary Census of Manufacturers for 1963 puts the industry volume at the factory level at \$205,000,000, whereas Food Field Reporter put the value at retail level at \$382,180,000. The same source indicated that 68 per cent of total consumption moved through grocery stores, with 32 per cent going to institutional and industrial uses.

### Canned Spaghetti

The second segment mentioned by Dr. Slater was the canned spaghetti business, amounting to about \$85,000,000 at the manufacturer's level. He said two firms dominate this business; the same two firms dominate the wet sauce business.

### Sauce and Dry Dinners

The wet and dry sauce business was the third segment, amounting to about \$30,000,000 in annual sales, and was termed by Dr. Slater "as not a dynamic sector of the industry."

Dry dinners, which consist of dry macaroni products and other ingredients such as sauce, cheese, or seasonings, represent a market of \$35,000,000 to \$40,000,000 and is growing rapidly.

### Frozen Business

A few firms are large in the frozen business, but the frozen business is a part of the frozen prepared foods business — not macaroni alone. This may represent \$5,000,000 to \$7,000,000 in sales as of 1963.

Thus, nearly half of the volume of sales of the macaroni industry is now accounted for by products not in the traditional dry form. A new form of product is growing rapidly. Will it add volume or replace traditional sales?

The dry form of macaroni products has shown a consistently upward sales trend accentuated during World War II because of meat rationing and thereafter because of things Italian being popular, with the single exceptions of the periods when durum wheat was in short supply.

These increases in consumption however are not attributed to factors that

are tied to specific ethnic groups. One of the strongest factors has been the growing popularity of all nationality foods among consumers generally. Casseroles as a household dish also appear to have been growing in popularity. And certainly advertising by manufacturers of other food items featuring their products in casserole dishes has benefited macaroni.

### Five Year Forecast

It is expected that during the period 1965 to 1970, the retail value of all food and beverages consumed annually in the United States will increase at an annual average rate of 2.7 per cent. It is anticipated that consumer interest in casserole dishes, nationality foods, and convenience foods will continue to grow in the future and provide expanding markets for standard macaroni products at a higher rate than this.

### Canned Spaghetti Sales

Sales of canned spaghetti increased by about 200 per cent between 1947 and 1963, but the rate of increase has been materially lower during recent years. Between 1958 and 1963 the average rate of increase was only 1.7 per cent. It may be expected that sales of canned spaghetti will increase slowly in the future, at a rate below the 2.7 per cent annual increase anticipated in retail value of expenditures for food and beverages. However, it is expected that sales of other canned pasta products, such as lasagna and ravioli, may increase at an annual rate equal to or somewhat higher than that.

Total retail sales of frozen Italian style foods in 1963 was estimated at approximately \$43,000,000. It is impossible to determine what portion of this total consisted of pasta products.

### The Stouffer Story

Stouffer Foods of Cleveland operate 38 restaurants that contribute about 70 per cent to total revenues and approximately the same proportion to net income. The restaurants are located in several major metropolitan areas. They are noted for high quality food and service and reasonable prices. Their Frozen Food Division has increased at an average rate of 11.5 per cent in the last ten years, and prospects for the future appear to be even better. Of the key 13 items of the Stouffer line that they try to merchandise as a department, two are the fastest movers — macaroni and cheese and spinach souffle. Among the other items are escalloped chicken and noodles, tuna noodle casserole, spaghetti sauce with meat, macaroni and beef with tomatoes. Stouffer tells retailers in key areas that this department will turn in more

than \$51 a week in sales — or Stouffer will make up the difference.

### Golden Grain's Study

In the magazine *Modern Packaging* for February, 1965, the trend in convenience foods toward dry, packaged products was reported by the Golden Grain Macaroni Company on the basis of a survey of 200 housewives in 24 cities. According to the study, women were currently buying 75 per cent more dry packed convenience foods than in 1959 and 25 per cent more frozen items, but 27 per cent less canned products. However, canned foods were still the first choice of 45 per cent of the women surveyed (as against 60 per cent five years earlier); frozen items were preferred by 30 per cent and dry packaged items by 25 per cent. Reason for the trend? According to Vincent DeDomenico, president of Golden Grain, women "are growing bored with being merely tab pullers, can openers, and stove controllers;" they want to add a personal touch to dishes that they serve.

### More Companies Enter Field

During 1963, three large food companies began test marketing new lines of dry packaged dinners comprising a variety of items. Armour & Company's line included noodles and chicken; noodles, ham and chicken; potatoes and ham au gratin; and shrimp creole dinners. Lipton & Company's line consisted of noodles and chicken; beef and rice espanole; rice and chicken; and shrimp newburg with rice dinners. Pillsbury Company's line of dinners consisted of twenty items. The new products were convenience items. For example, to prepare Lipton's products the housewife added water to the noodles or rice, then added the meat, and cooked the combination for 8 to 10 minutes.

Explosion puff drying, freeze-drying, and liquid nitrogen freezing are among the processing innovations that may affect food markets of the future. These new developments in dehydration and freezing offer improved quality of food as well as the possibility of preserving new foods.

### Freeze-Drying

Freeze-dried foods have been on the U. S. market for about five years. Freeze-drying is a method of drying a frozen product under vacuum. The food, kept frozen during dehydration, maintains its flavor, color, and texture. During the process, it loses up to 80 per cent of its weight and 98 per cent of its moisture. Freeze-dried products are brittle and light-weight, but when soaked in a specific quantity of water for several minutes they may be treated and used as fresh food.

At present the liquid nitrogen process is more costly than conventional freezing methods, but with new developments and volume operations, cost may be reduced and the method widely used. It is expected that the rapid freezing process will not only improve the quality of many frozen products, but also make possible the freezing of items never successfully frozen before.

Some preservation methods, like irradiation, may be new concepts in processing, while others, like puff drying and liquid nitrogen freezing, are improvements or refinements of existing methods.

General Foods, best known in the United States for instant coffee, also successfully sells Minute Rice and Minute Tapioca. They are currently test marketing a product called Minute Macaroni. This is supposed to be a pre-cooked product and is being sold as starch-controlled, which gives it an advertising "gimmick." General Foods has a reputation for advertising and promotional weight that comes from experienced attention and massive expenditures. Their product planners are not infallible. They stubbed their toes on a gourmet food line a few years back, but they have marked up more successes than they have failures.

### Requirements for Success

Requirements for success in the future would appear to be maintenance of a high consumer acceptance for individual brands product, brands that are marketed aggressively, and the development and introduction of new products. The new products may include items based on materials other than macaroni products. The Green Giant Company is an example of a company following a similar type of program in the canned and frozen vegetable industries.

## BIG "M"

Chain Store Age magazine recently described Migros, Switzerland's giant co-op, "as ruffling the retailing scene with all the flair of a three-stage rocket."

Operated with the precision of a Swiss watch, big "M" is everywhere in Switzerland; in the big cities and suburbs, in remote Alpine villages. A co-operative since 1945, Migros is 15 semi-autonomous regions with 433 stores, 144 truck stores—and bakeries, butcher shops, do-it-yourself stores, appliance and record outlets. Plus a vast network of manufacturing and packing plants, warehouses, trucks and cargo ships, banks, an insurance company, and 200 discount gas stations. In addition, it is

NOVEMBER, 1965

## SUCCESSFUL SWISS SUPERMARKET



New Migros macaroni manufacturing plant at Buchs.

involved in adult schools, cultural centers, book and record clubs, youth activities, travel groups and five newspapers in three languages.

### Rapid Buildup

Begun in 1923 by Gottlieb Duttweiler, Migros launched a rapid buildup acquiring supply and distribution sources as fast as they could be consolidated. Today, some 60 per cent of the items in the stores come from Migros manufacturing and packing plants, with the rest made up of private labels and exclusives. It accounts for 12 per cent of the country's total food sales.

In the production set-up is the new JOWA operation at Buchs, described in the *Macaroni Journal* for October. Also Paul Eckert is listed as a supplier of macaroni and noodle products. They also produce candy, baked goods, chocolate, canned fruits and vegetables, jams, dairy goods, meats and poultry, cookies, margarine, rice, frozen foods, bottled soda, cosmetics and toilet goods, wrapping and packaging materials. In their retailing set-up there is complete decentralization to tailor operations to local needs. There is no "standard" Migros layout, even within categories of stores, and every unit presents new and different problems of merchandising.

This makes the Swiss operation quite different from the typical U.S. chain. Another difference is the political activity of the co-op's three weekly newspapers. Members and others are kept abreast of local and Federal Government politics, economics, education and other cultural happenings.

### Planned Promotions

Key to their spectacular sales success, says Chain Store Age, is continual, hard-hitting promotions, organized well in advance. Every month buyers and merchandising men from each region meet to map out a fresh promotion for the following month. They pick the theme, the merchandise, design the displays, order the special display material. The advertising de-

partment is brought in to lay out ads for the local newspapers. Tape recordings are made for the promotional announcements broadcast over the store's P.A. systems. Free samples of some of the promoted food items are lined up. Slide films are selected for projection in local theaters during intermissions. For chain-wide promotions, television spot commercials are written and scheduled. Resulting displays are often spectacular—so are the results.

Tie-ins, multi-pricing and related item promotions are pushed hard in Migros units.

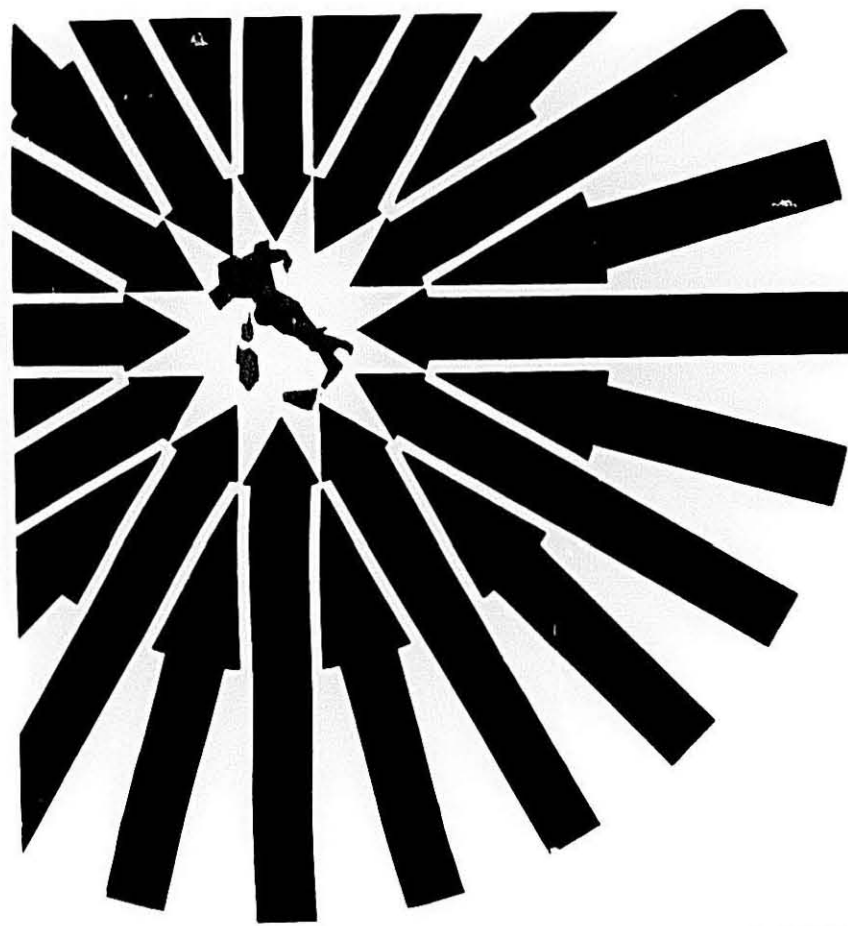
### Precision Marketing

"What can U.S. chains learn from Migros?" Chain Store Age asked operating executives who recently toured the facilities. Their answer was "Precision supermarketing!" A summary of comments indicated that this is a very thorough outfit—they think of everything. For instance, some of their stores are on very narrow streets. Deliveries were a king-sized headache until Migros engineered a truck that could be loaded and unloaded from the side by pallets.

Migros tries to use every inch of selling, even if it's on the outside of the store. Most of their exterior promotions feature fruits and vegetables, but on occasion they can even display canned goods. Their promotional efforts for getting more early week business—especially the way they tie-in a gas station purchase with a food purchase—show some very sound thinking.

Few chains have been so successful in creating an image as the consumer's friend. They have fought to cut the price of milk and to cut the price of gasoline. The David versus Goliath theme is oddly out of scale, but Migros manages to conjure it up. The chain has created an impressive image of itself, not so much as a commercial enterprise but as a national institution attempting to hold down prices in defense of the consumer.





## INTERNATIONAL MEETING OF MACARONI MANUFACTURERS

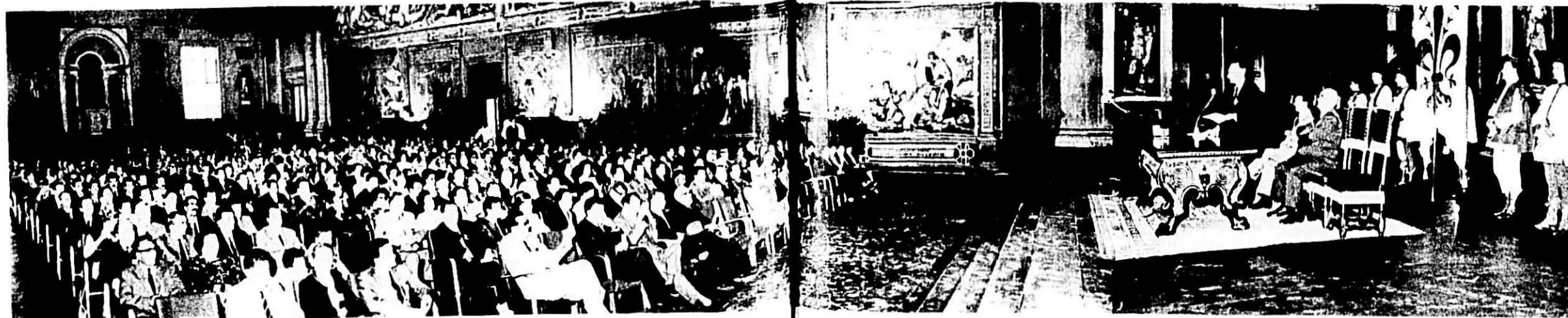
# Braibanti

More than 500 macaroni manufacturers from 42 countries participated in the Braibanti International Meeting held in Florence, Italy, on June 9-11, 1965.

The guests visited two large and very modern macaroni factories equipped with automatic presses for large productions. Also visited were Braibanti's workshops in Cento-Bologna-Pistoia, highly specialized in the construction of machinery for the macaroni industry.

The perfection of operation of the equipment, the technological high standard of the product, the modern equipment of the workshops, the quality of the equipment, once again have demonstrated that the Braibanti Company is synonymous of quality and perfection for the macaroni industry.

FINAL MEETING OF THE CONVENTION IN THE "SALA DEI 500" AT PALAZZO DELIA SIGNORIA — FLORENCE



DOTT. ING. M., G. BRAIBANTI & C. S.p.A. - MILANO (ITALY) - LARGO TOSCANINI 1 - TEL. 792393-780931

SOLE REPRESENTATIVES IN THE U.S.A. AND CANADA, LEHARA CORPORATION, 60 EAST 42 STREET NEW YORK 17, NEW YORK TEL. MU 2-6407

## Beat the Drum

Publicity for macaroni, spaghetti and egg noodles issued by the National Macaroni Institute through Theodore R. Sills and Company reached a crescendo during National Macaroni Week, October 14-23.

### Sunday Supplements

Coverage included nationally distributed Sunday supplements such as This Week, Family Weekly and Parade. On September 12 Parade presented a full page feature for "Spaghetti and Steak." Distributed by 75 newspapers, Parade has a circulation of 12,162,553.

### Syndicates

Syndicated columns have been supplied recipes and background material. They include: United Press International, Associated Press, Newspaper Enterprise Association, King Features, Pacific Coast Dailies, Bell-McClure Syndicate, Westchester, Rockland Newspaper Publishers, Copley News Service, Chicago Tribune Syndicate, New York Daily News Service, Afro-American Newspapers, Pittsburgh Courier and Chicago Defender.

Typical of the columnists was Gaynor Maddox of Newspaper Enterprise Association. On September 1 he released a black-and-white photograph of Macaroni Campfire Skillet. Story described the accompanying two recipes as suitable for a Labor Day cookout. The column of Mr. Maddox has some 25,000,000 readers.

### Newspapers Using Color

Color photograph of Macaroni Oriental, with story and recipes, has been sent to all newspapers using color transparencies. Publication has been scheduled by the Philadelphia Inquirer, Buffalo Courier Express, Columbus, Ga. Ledger, St. Louis Globe-Democrat, New York Journal American, Los Angeles Herald Examiner, Orlando Sentinel, Denver Post, Daytona Beach Journal, and the magazine - Grit.

### Black-and-White Releases

Three new black-and-white photographs with recipes to serve eight or more, have been supplied with stories on entertaining with macaroni products to food editors of newspapers in 212 standard metropolitan areas. First was a black-and-white version of Macaroni Oriental, with recipes for Macaroni Oriental and Turkey Tetrazzini. Next was Curried Egg Noodles with Sausage, with a second recipe for Spaghetti with Lamb Sauce. Finally, the recipe and photo for Spaghetti with Turkey Mole Sauce and a second recipe for Egg Noodles with Flemish Pot Roast.



1964 Miss Durum-Macaroni, Myrna Raye Munson of Lakota, North Dakota, presents the Honorable William L. Guy, governor of North Dakota, with a sheaf of durum as a symbol of the emphasis being placed on durum during the month of October.

### Special Markets

Special market areas were covered such as the Negro press. In addition to the syndicates, a separate release to 125 papers with about 2,000,000 circulation, featured a photo of a Negro woman serving a plate at a buffet table with a recipe for Egg Noodles with Sausage Tomato Sauce. A second recipe included Baked Macaroni Turkey Salad.

A special mailing was made to 600 labor newspapers. A story about National Macaroni Week, entertaining, recipe and photo of Turkey Tetrazzini had coverage from about 11,000,000 readers.

A similar release went to 1500 small town daily and weekly newspapers with some 12,000,000 circulation.

### TV and Radio

Two hundred demonstrators on television stations across the country were supplied with script and two recipes to serve company: Two-Way Macaroni and Egg Noodles with Curried Pork. Radio broadcasters were provided a script with recipes for Spaghetti Pork Dinner and Wor Mein given for use when entertaining. Some 900 stations received the release. More than 700 disc jockeys from coast to coast were supplied background information on macaroni and National Macaroni Week.

### Cooperative Publicity

Publicists for food products compatible with macaroni products were contacted with regard to preparing pub-

licity during National Macaroni Week. Examples of cooperation recently include the release of the International Tuna Fish Association of a recipe for Sea Food Noodle Casserole. National Live Stock and Meat Board sent a recipe release to food editors for Veal Noodle Special. The American Dairy Association released a color photograph of Italian Casserole made with noodles.

United States Brewers Association sent out a recipe and photograph for Spaghetti with Buttered Crab Sauce. The story was about a Spaghetti and Beer Party, and relates the origin of spaghetti in this country—the spaghetti making machine brought here by Thomas Jefferson.

The Dole Pineapple Company has included "Macaroni Week" in October in its 1965-66 Desk Dairy supplied to home economics teachers.

### Cover Girl

Last month's Macaroni Journal cover girl Joanne Cummins donned party gear to alert grocers to the "profits party" offered by macaroni products and related items. Releases to grocery trade publications said: "Spaghetti, elbow macaroni, and egg noodle dishes are real crowd-pleasers whether the gathering be a birthday party, anniversary, or just an impromptu after-the-game supper, so display macaroni products with sauces, cheese and meats and other related items during the fall and especially during National Macaroni Week."

THE MACARONI JOURNAL

## Durum-Macaroni Week

The Honorable William L. Guy, governor of North Dakota, proclaimed the week of October 17-23 as Durum-Macaroni Week. A feature of the special week was the U.S. Durum Show held at Langdon October 18-20. The proclamation read as follows:

### Proclamation

WHEREAS, wheat foods have been the staff of life for civilized man since Biblical days, and throughout the world wherever macaroni foods are enjoyed, Durum Semolina has been the Standard of Quality; and

WHEREAS, macaroni—once considered a nationality food—because of its nut-like flavor and great versatility has become a gourmet entree on menus throughout the world, and

WHEREAS, increased per capita consumption indicates strong future demand and a bright future for North Dakota durum growers; and

WHEREAS, durum production increases the agricultural income of North Dakota by about 85 million dollars annually; and

WHEREAS, Mother Nature has in 1965 once more given us a bountiful harvest,

NOW, THEREFORE, I, William L. Guy, Governor of the State of North Dakota, do hereby proclaim the week of October 17-23, 1965 as

### "DURUM-MACARONI WEEK"

and urge the people of North Dakota to join in the observance for durum—a distinctly North Dakota crop—and macaroni—a high quality food made from Durum Semolina.

Given under my hand and the Great Seal of the State of North Dakota here in my office in the State Capitol at Bismarck, North Dakota, this 2nd day of October, 1965.

(Signed) William L. Guy  
Governor  
State of North Dakota

Attest:  
(Signed) Ben Meier  
Secretary of State

## National Wine Week

Wine growers and wine sellers of America had a special reason to celebrate during the week of October 23-30. It was the vintage season of a bumper year in California vineyards, and approaches the climax of an outstanding sales year for American wines.

The Silver Anniversary of National Wine Week was marked by a series of special events throughout the nation and a special effort by wineries and wine retailers in support of wine as a beverage of moderation and good living.

NOVEMBER, 1965



1965-66 National Wine Queen Bonnie Barrett comes from the wine country in California.

An assortment of promotional items, including posters, maps and free booklets were available from Wine Advisory Board in San Francisco to help retailers capitalize on National Wine Week publicity. The Board also has timed introduction of its new cookbook "Adventures in Wine Cooking" (companion to the best-selling "Favourite Recipes of California Winemakers") to take advantage of autumn wine promotions.

### Special Events Scheduled

Tastings, luncheons, banquets and other special events were scheduled across the U.S. during the week to call attention to the growing acceptance of wine on American tables. Emphasis also was given to the "Drink American" trend aided this year by President Johnson and the Department of State.

In California, interest was centered around a lovely brunette from the wine country, 25-year-old Bonnie Barrett. Bonnie reigned as National Wine Queen. Crowned at the California State Fair September 7, Queen Bonnie will hold office for a year.

National Wine Week found her presiding over a tightly-scheduled round of celebrations, receptions, dinner dances and tastings in the nine wine districts of California and in major U.S. cities. Also scheduled for duty during the week was the International Ambassador for California wines, Hollywood's Vincent Price.

This year's tribute to our own wines coincides with booming sales of wines for use with meals. Shipments of California table wines in the first half of 1965 were nearly a million gallons ahead of last year's record pace, and sparkling wines were up almost 14 per cent.

## Macaroni Sales Up

Food Topics, the magazine for supermarket management, in their September, 1965 issue, reported the results of their 18th annual study of what shoppers spent in supermarkets and other grocery outlets in 1964.

Food store volume increased 5.1%, the best gain since 1958. Sales of all food and grocery products were up 4.5 per cent (macaroni products, 3.6 per cent), and sales of non-foods in supermarkets and other grocery stores up 12.8 per cent.

Value of total macaroni products domestic consumption was \$395,450,000, up 3.5 per cent from the previous year's \$382,180,000. Spaghetti accounted for sales of \$156,950,000, a gain of 3.6 per cent. Macaroni totaled \$128,700,000, a gain of 3.9 per cent. Noodles netted \$100,480,000 for a gain of 2.8 per cent. Sixty-eight per cent of total consumption of macaroni products goes through grocery store channels.

## Letter from Rome

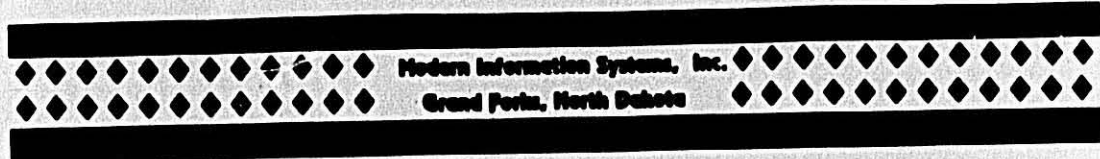
Monsignor John Romaniello, the Hong Kong noodle priest, sends greetings from Rome where he is attending the Ecumenical Council at St. Peter's in the Vatican City.

As hunger is the great problem in the world, he is still promoting noodles. He notes that golf pays off for noodles (Noodle Golf Tournament in the Macaroni Journal for July). As a participant in the World Seniors' Tournament at the Broadmoor in Colorado Springs he ran into C. W. Jack Wolfe of Pennsylvania Dutch-Megs Company. They posed before the big cup, which they didn't win, but they did make new friends for noodles.

The Monsignor hopes to attend the Macaroni Convention in Florida in January.



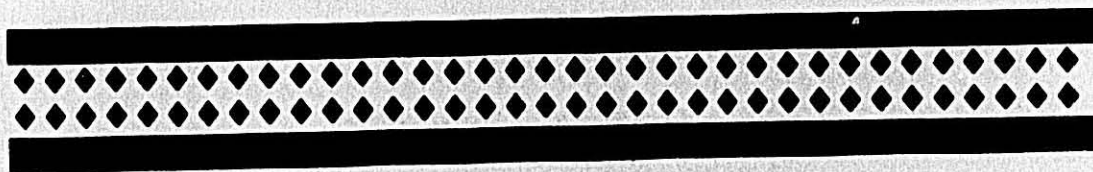
Msgr. John Romaniello and Jack Wolfe.



# MISSING DOCUMENT

Identified as:

Pgs. 18 & 19



## FOR WEIGHT CONTROL -



Egg Noodles With Meat Sauce

The National Macaroni Institute carried advertising in the October issue of Practical Forecast for Home Economics, the teacher edition of Co-ed.

A folder of six menus with main dish recipes was developed to show how easy it is to plan nourishing meals that are not excessively high in calories.

The NMI message said: "You may be pleasantly surprised to see that you can eat egg noodles — or macaroni or spaghetti — and still have a low-calorie meal."

"Macaroni products are included in one of the four food groups in the United States Department of Agriculture's Daily Food Guide. They furnish valuable protein and carbohydrates. Most macaroni products are enriched and supply B vitamins and iron. They have a definite place in the normal diet, which is after all the pattern from which a weight control diet is planned."

"Using the food guide given in this leaflet, you can plan the other meals and snacks which must be added to each of the calorie-counted menus to meet your food needs for a day. We wish you good eating, good health — and a good figure!"

### Calorie Counters' Noodle Supper

(About 600 calories)  
Egg Noodles with Meat Sauce  
Zucchini with Paprika  
(¾ cup, cooked, diced)  
Green Salad: Lettuce (3 large leaves, torn); French Dressing  
(1 teaspoon)

421  
20  
3  
23  
5  
38  
90

### Slim-Down Noodle Dinner

(About 600 calories)  
Egg Noodles and Ham Casserole  
Broccoli (½ cup, chopped)  
Lemon Wedge (1/8 medium)  
Carrot Salad (½ cup grated)  
Lettuce (1 large leaf)  
Grapefruit (½ cup sections)  
Skim Milk (1 cup)

419  
20  
3  
23  
5  
38  
90

### Egg Noodles and Ham Casserole

(Makes 4 servings)

1 tablespoon salt  
3 quarts boiling water  
8 ounces wide egg noodles  
(about 4 cups)  
1 cup chicken bouillon or stock  
2 cups diced cooked ham  
1 can (3 ounces) sliced mushrooms  
¼ cup non-fat dry milk crystals  
1 teaspoon dry mustard  
1 teaspoon onion salt  
1 teaspoon butter or margarine

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

Meanwhile, mix together bouillon, ham, undrained mushrooms, dry milk crystals, mustard and onion salt. Add noodles; mix well. Turn noodle mixture into buttered 2-quart casserole and bake in 350° (moderate) oven 1 hour.

• • •

### Weight Watchers' Spaghetti Supper

(About 600 calories)

Spaghetti with Tuna Sauce 389  
Green Beans (½ cup, cooked) 15  
Mushrooms (½ cup, canned solids and liquid) 10  
Sliced Tomatoes with Oregano (½ medium) 18  
Banana with Cinnamon (1 medium, sliced) 85  
Skim Milk (1 cup) 90

### Spaghetti with Tuna Sauce

1 can (10½ ounces) beef consommé  
1¼ cups water  
½ cup flour  
2 tablespoons horse-radish  
2 teaspoons Worcestershire  
2 tablespoons butter or margarine  
2 cans (6½ to 7 ounces each) chunk-style tuna, drained  
¼ cup chopped parsley  
1 tablespoon salt  
3 quarts boiling water  
8 ounces spaghetti

Heat beef consommé to boiling point. Combine 1¼ cups water and flour; mix well. Add to consommé and cook over low heat until thickened, stirring constantly. Add horse-radish, Worcestershire, butter, tuna and parsley; cook over low heat 10 minutes, stirring constantly.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve horse-radish sauce over hot spaghetti.

• • •

## - USE YOUR NOODLE

### Dieters' Club Spaghetti Dinner

(About 600 calories)

Parsley Spaghetti 396  
Relish Plate: Cottage cheese  
(½ cup, uncreamed) 65  
Celery (1 large outer stalk) 5  
Radishes (4 small) 5  
Green pepper strips  
(¼ medium) 4  
Fruit cup (½ cup equal parts  
fresh pineapple, white grapes) 35  
Skim Milk (1 cup) 90

### Parsley Spaghetti

(Makes 4 servings)

1 tablespoon salt  
3 quarts boiling water  
8 ounces spaghetti  
2 cloves garlic, chopped  
½ cup butter or margarine, melted  
½ cup finely chopped parsley  
Add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.  
Brown garlic in butter. Add, with parsley, to spaghetti. Toss.

### Macaroni Low Calorie Supper

(About 600 calories)

Tomato Juice (½ cup canned) 23  
Macaroni and Cheese 325  
Asparagus (½ cup cooked, cut spears) 35  
Pimiento strips (½ canned) 5  
Cucumber Salad with Chives (1 medium, sliced) 30  
Sour Cream (2 teaspoons) 20  
Cling Peaches (½ cup canned, sliced) 67  
Skim Milk (1 cup) 90

### Macaroni and Cheese

(Makes 4 servings)

1 tablespoon salt  
3 quarts boiling water  
2 cups elbow macaroni (8 ounces)  
2 teaspoons butter or margarine  
1 tablespoon flour  
3 tablespoons nonfat dry milk solids  
1 cup water  
1 cup creamed cottage cheese  
1 teaspoon garlic salt  
1 teaspoon caraway seeds  
½ teaspoon pepper  
½ cup grated American cheese

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

Melt 2 teaspoons butter, blend in flour and milk solids. Gradually add 1 cup water and cook over low heat, stirring constantly, until thickened. Stir in cottage cheese, seasonings and macaroni.



Spaghetti with Tuna Sauce

Turn macaroni mixture into greased casserole and top with American cheese. Bake in 350° (moderate) oven 1 hour.

### Trim Line Macaroni Meal

(About 600 calories)

Macaroni Chicken Salad 477  
Fresh Strawberries (¾ cup) 33  
Skim Milk (1 cup) 90

### Macaroni Chicken Salad

(Makes 4 servings)

1 tablespoon salt  
3 quarts boiling water  
2 cups elbow macaroni (8 ounces)  
2 cups diced cooked chicken  
1 cup diced celery  
2 sweet gherkins, chopped  
2 tablespoons chopped onion  
1 canned pimiento, chopped  
½ cup mayonnaise  
Juice of 1 medium lemon  
¼ teaspoon dry mustard  
Dash Tabasco  
1 medium tomato, cut in 8 wedges  
Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain again.  
Combine and toss macaroni, chicken, celery, gherkins, onion, pimiento, mayonnaise, lemon juice and seasonings. Chill. Garnish with tomato wedges.

### For Weight Watchers

Your weight control plan may only involve learning the pattern of a good normal diet and sticking with it until

it becomes habit. (If you are seriously overweight, see your doctor. He will help you work out a food plan which will bring weight loss without danger to your health.)

Learn what a good daily food pattern is. You may be simply eating too much food altogether, or you may be eating too many foods of a particular type. One simple guide includes four main food groups:

**Milk group:** some for everyone every day, amount depends on age.

**Vegetable and Fruit Group:** 4 or more servings a day (including citrus, dark green or yellow).

**Meat Group:** 2 or more servings of meat, fish, poultry, eggs, dry beans.

**Bread Cereal Group:** 4 or more servings (whole grain or enriched bread, other cereal products including egg noodles, spaghetti and macaroni).

**Other Foods:** Fats, sugars or other foods to round out meals and satisfy appetite.

Check a reliable source to determine the number of calories your diet should supply each day; it varies with sex, age and activity. Check, too, to learn what your ideal weight should be. Plan to lose no more than two pounds a week. Stick to the daily food plan and you'll lose slowly, but steadily. And more important, you'll keep the pounds off!

Shun any diet plan which puts great emphasis on, or eliminates entirely any

(Continued on page 24)

# 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

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

### NEW CUTTING DEVICE SYSTEM

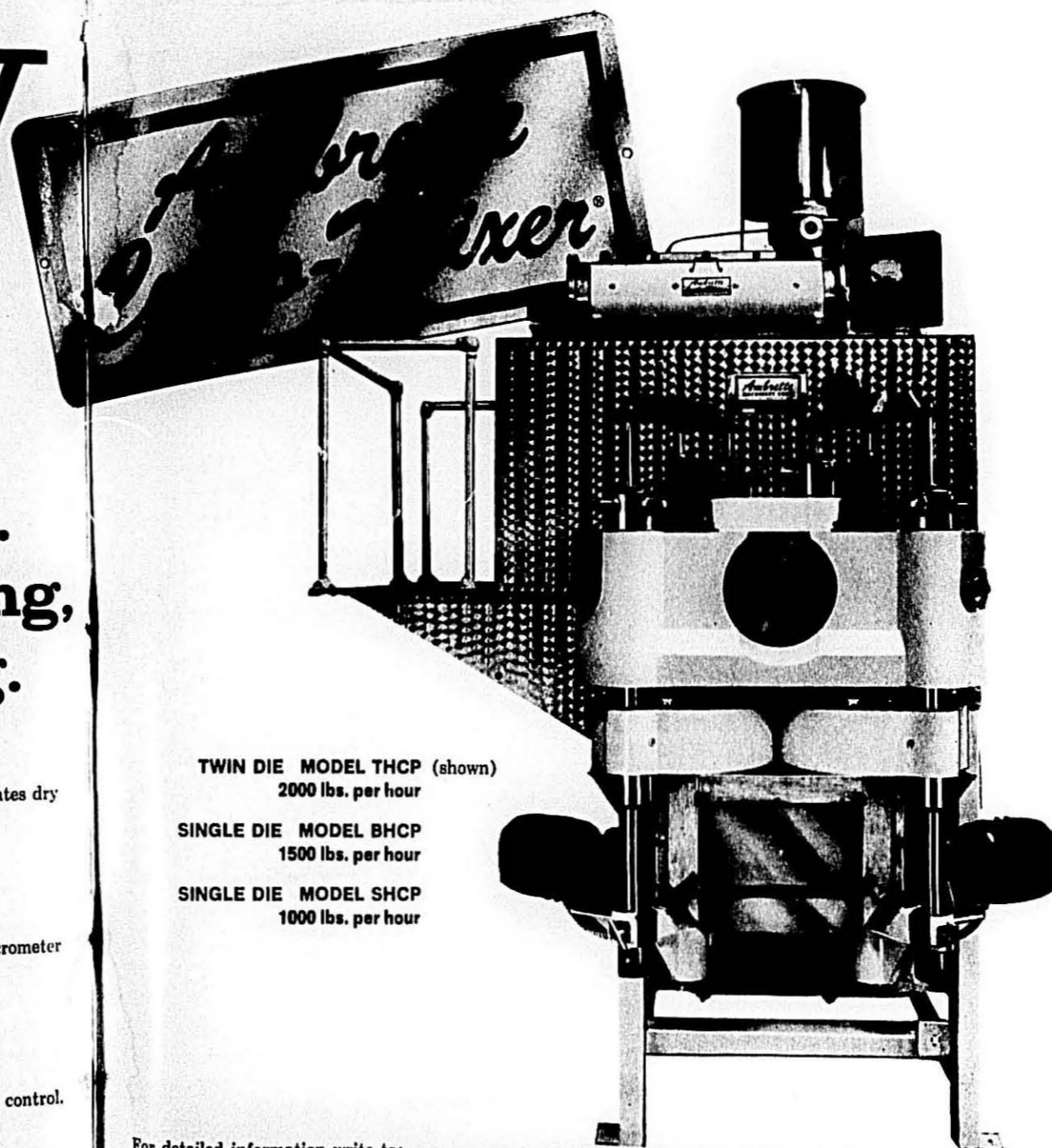
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

### 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**



### The Soup Market

Patrick J. Kelly of Printers' Ink says: "The soup business is one of the phenomena of marketing. In most product lines there are at least two brands in strong contention. This is not so in the soup industry—either the wet or dry-mix segments.

"Campbell takes better than 80 per cent of the total sales volume. In the wet segment, which includes the condensed and frozen varieties, its share is 90 per cent. Heinz is a weak second with five per cent.

#### Dry-Mix Market

"In the dry-mix market, there is a bit more competition, but again there is one strong leader getting stronger. This is Lipton with 56 per cent of the market. Oddly enough, despite its know-how in the soup market, Campbell has not been able to make a sizable dent in the dry-mix market with its Red Kettle line."

#### Total Sales Gain

Total soup sales in 1964 increased moderately over 1963, but this gain was attributed entirely to the wet variety as the dry mixes lost ground. According to the Maxwell Report, sales of wet soup increased four per cent to \$520,000,000. Sales of dry soup mixes dropped 7.7 per cent to \$60,000,000.

#### Dry Brands Shift

Brand shares have been constant in the wet-soup market, but there has been sizable activity in brand standings among the various dry-soup products. Campbell's Red Kettle, for example, has been slipping, and Knorr in 1964 had only half as much as they controlled in 1962. Wyler's, under the control of the Borden Foods Company, is coming on strong, almost doubling its share since 1962.

#### Heavy Advertising

Campbell Soup not only dominates the sales scene but the advertising picture. Its investment of \$17,400,000 for wet-soup in 1964 was 62 per cent of the total. Magazines are their major media. Spot TV has been increased by other soup advertisers.

#### Aim at Youth

Heinz is apparently going directly after youth with their new campaign on Happy Soups, tied-in with Disney characters. Knorr has been featuring homemade quality, while Wyler has placed major emphasis on price and quality under the dominant headline "How on earth does Wyler do it at the price?"

#### Active Industry

Printers' Ink described the soup industry as "active." At every level there is activity—changes in sales standing, packaging changes, new brands, promotion schemes and counter moves, new products galore, and new management consideration for what appears to be a basic item.

#### New Packages

The Weiss Noodle Company of Cleveland, Ohio, has introduced a new line of packaging for its soup products.

#### Old Fashion

Utilizing antique style type and illustrations, Old Fashion Noodle Zoup (mix with chicken flavor) comes two packages of three ounces each to the box. Each package makes four to six servings. Print is brown on yellow background. Kluski Zoupa (noodle dumpling soup mix with chicken flavor) utilizes black and white print on a blue background. These are also in three ounce packages.

Mushroom soup mix with egg barley uses black and white copy on a russet brown background. These packages are 2½ ounces each. Each unit was retailing at 39 cents in the Chicago area.

#### New Soups

Campbell Soup Co., Camden, N. J., is adding bisque of tomato and chicken and stars soups to its line of concentrated soups. Chicken and stars, which has been in the test market, contains cubes of chicken and tiny macaroni stars in a seasoned chicken broth. The bisque is a rich tomato cream soup with butter and pieces of tomato.

The bisque and chicken soups are in 11- and 10½-ounce cans respectively, and retail from about two for 37 to 39 cents.

An introductory "Try Both, Get Both Free" offer will be run through Dec. 31. The full price of the products is refunded when the customer buys one can of each and submits proof of purchase.

#### Spaghetti Sauce

A "new improved" Chef Boy-Ar-Dee spaghetti sauce with mushrooms is being sold by American Home Foods, Division of American Home Products Corporation. The sauce has a high ratio of tomato solids and contains Italian seasoning. It comes in 15½- and 8-ounce cans.

#### For Weight Control—

(Continued from page 21)

particular food. It is not a food plan you can continue using the rest of your life. Avoid any diet which calls for special dietary products. They are usually expensive, and they are not necessary for sensible reducing.

Note: Calorie figures used in these menus and recipes were taken from or calculated from U.S. Department of Agriculture publications: Home & Garden Bulletin No. 72, Home & Garden Bulletin No. 74, Handbook No. 8.

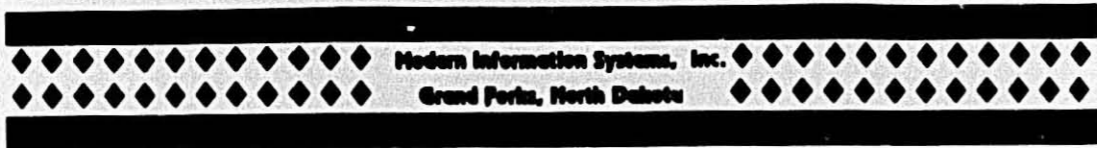


Food editors at the 23rd Annual Food Editors' Conference, held in Chicago recently, were hosted by Prince Macaroni executives. Shown at the Prince press suite are some of the more than 150 food editors who visited with Joseph Pellegrino, Jr., executive vice president of the Prince Macaroni Mfg. Co., Lowell, Mass., to the left; Ted J. Settanny, vice president—sales, for right; and Chef Fortunato Nervo, who heads up the kitchens of the Prince sauce plant. The food editors from all parts of the nation are tasting some treats prepared from the new "Prince Treasury of Italian Recipes," introduced at the Conference.

THE MACARONI JOURNAL

FOR  
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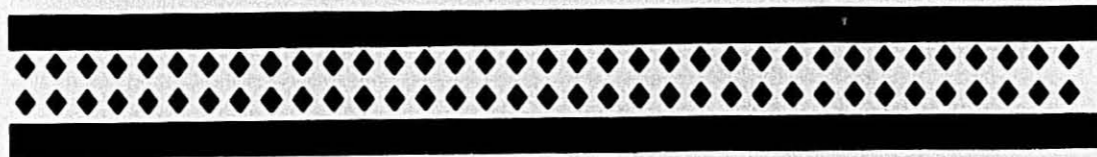
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# MISSING DOCUMENT

Identified as:

Pgs. 26 & 27



## THE EGG SITUATION



### New Standards for Egg Products

The Federal Register for August 21, 1965 carried proposed new standards of identity for whole egg, yolk and egg white products. The new standards merely amend standards already in existence for whole egg and yolk, but this is the first time that a standard of identity for liquid egg whites, frozen egg whites and dried egg whites has been established.

In general, the physical standards of identity for yolk egg products are unchanged. Frozen and liquid yolk must still contain a minimum of 43% total egg solids and dried yolks may not exceed 5% moisture content.

#### Liquid Egg Defined

Liquid eggs, mixed eggs, liquid whole eggs and mixed whole eggs are defined to be eggs of the domestic hen broken from the shells and with yolks and whites in their natural proportion as so broken. Dried eggs and dried whole eggs are defined as liquid eggs dried to a moisture content which does not exceed 8%.

#### Egg Whites

Egg whites, liquid egg whites and liquid egg albumen is defined as the food obtained from eggs of domestic hens, broken from the shells and separated from yolks. Frozen egg whites and frozen egg albumen are prepared by freezing liquid egg whites. Dried egg whites are prepared by drying liquid egg whites.

The Commissioner of Food & Drugs has stated that he proposes:

1. To amend the definitions and standards of identity for liquid eggs, frozen eggs, dried eggs, liquid egg yolks and dried egg yolks to require these articles of food to be pasteurized or otherwise treated so as to destroy all viable Salmonella micro-organisms.

2. To establish definitions and standards of identity for liquid egg whites, frozen egg whites and dried egg whites and to require these articles of food to be pasteurized or otherwise treated so as to destroy all viable Salmonella micro-organisms.

Both proposals would permit the use of safe and suitable substances (other than chemical preservatives) that are essential to a method of pasteurization or other treatment to destroy Salmonella without designating such substances for label declaration.

### Higher Egg Prices Predicted

Egg production is expected to be below a year earlier for the rest of the year and into the first quarter of next year, and egg prices are expected to be higher says the U. S. Department of Agriculture.

#### Government Purchase

An announcement by the Army in mid-September that it would purchase about four million pounds of egg solids for use in Viet Nam had an immediate effect on the shell egg market. Four million pounds of whole egg solids is the equivalent of about 400,000 cases of shell eggs and in this season of the year is a large quantity of eggs to take off the market. Delivery is for November and December.

Even without the government purchase, prices were advancing and the Army order was expected to accelerate that advance. Trade sources said that although the Army would purchase whole egg solids, the program would affect yolk and albumen prices as well, since many eggs which would have gone to separation will now be broken as whole egg tending to firm up the market across the board.

#### September Egg Market

September egg prices in Chicago saw shell eggs in a range of 28 to 29.5¢ advance 2¢ a dozen. Frozen whole eggs ran from 25 to 26.5¢. In the East they were one-half to three-quarters of a cent higher for light color; two-and-one-half cents higher for dark color. Frozen yolks, 45% solids under No. 4 color, were not quoted in the Chicago market; were steady at 49 to 53¢ in Eastern markets. Frozen whites were stronger at the end of the period ranging 14.5 to 16¢ per pound.

### August Egg Processing Up

Production of liquid egg and liquid egg products (ingredients added) during August was 49,537,000 pounds, 21 per cent more than the 41,037,000 pounds produced during August 1964 and the largest production for the month since 1944, according to the Crop Reporting Board.

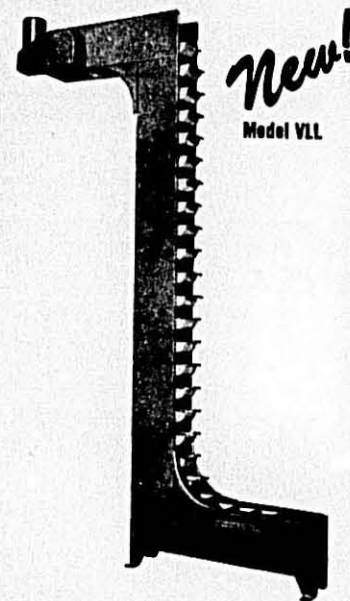
#### Liquid Egg Figures

Liquid egg produced for immediate consumption was 3,359,000 pounds compared with 4,250,000 pounds in August last year. The quantity used for drying was 16,974,000 pounds, up 12 per cent from the 15,223,000 pounds used in August 1964. Liquid egg frozen totaled 29,204,000 pounds compared with 21,564,000 pounds a year earlier and was the largest production for the month of record.

#### Egg Solids Production

Egg solids production totaled 4,096,000 pounds compared with 3,854,000 pounds in August 1964, an increase of 7 per cent. Production of whole egg solids was 601,000 pounds compared with 1,563,000 pounds in August 1964. Albumen solids totaled 1,096,000 pounds, 50 per cent more than 731,000 pounds produced in August 1964. Output of yolk solids was 1,237,000 pounds, slightly more than twice the production of 614,000 pounds in August last year. Production of "other solids" was 1,162,000 pounds, 24 per cent more than the production of 937,000 pounds in August last year.

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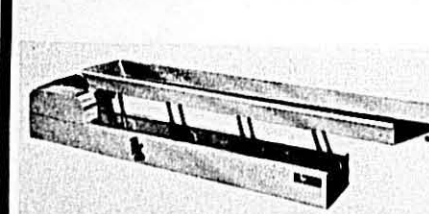
INNOVATION: Available at Your Option (never before offered). KNOCKED DOWN - ready for quick assembly (you save assembly costs) - or - assembled, motor and drive mounted, ready to put in operation.

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From 150 to 500 Cubic Ft. per Hour. Other models up to 4000 Cubic Ft. per Hour.

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**VIBRA CONVEYOR Model VC**  
The economical and sanitary means of Conveying, Heating, Cooling, Separating and Screening granular, free flowing and semi-free flowing materials (grains, vegetables, chemicals and pharmaceuticals).  
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### AUTOMATIC CHECKWEIGHER & CLASSIFIER Model CWG (Gravity Type)

Weighs and classifies packages weighing up to 5 lbs. at speeds up to 120 per minute with accuracies of  $\pm 1/30$  ounces on a simple gravity type weigh platform. Packages are checked while in motion and the overs and unders are rejected.

Models for Cartons, Boxes, Cases, Bags, Bottles or Individual pieces.

FEATURES: Visual weight indicator makes adjustments simple.

Suspended weigh platform for quick cleaning.

Easily fits into packaging line.

No belts, chains, or drives.

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#### Model VW



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Automatic Filler & Net Weigher  
Volume Metered Quick Fill Accurate Scale "Finish"  
"High Speed with True Precision"

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Blended powders, frozen fruits and vegetables, mixed nuts, or candies and other "hard to weigh" products (having a mixture of large and small pieces).

Precision Weights of: from 4 oz. to 5 lbs. at speed of 15 to 360 per minute.

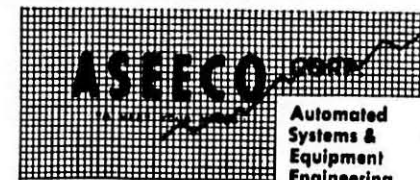
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### Egg Notes

To make one pound of dried egg, 36 eggs are required. Thus, the government's order will require 144 million eggs.

Before the sharp recovery with the Army order, September contracts had dropped to 29 cents a dozen, their low this year. December and January contracts also had hit lows.

Good buys have been scarcer than hen's teeth in the egg industry lately. One reason was a disappointing crop report issued by the Department of Agriculture early this month which said about 292 million egg-laying hens now exist.

That is about the same number of hens in existence last year when farmers were supposedly killing egg-laying hens but not replacing them. The hens became unpopular last year because their enthusiastic production caused egg prices to drop.

Coupled with trader disenchantment with the September crop report is the fact that the industry also has built up heavy storage stocks.

### Poultry Research Council

"To sell me on research, talk to me about it in my language, not yours," Mark Goldberg, Polo Food Products Company, Chicago, told members of the Institute of American Poultry Industries' Research Council.

Speaking at the Council's dinner meeting in Chicago, September 30 Goldberg said communication is the jugular vein of business and warned the scientists not to cut it.

He described research, properly applied, as "the most powerful weapon the business community every had."

"You know your 'product,'" the food processor said. "Now get to know your customer — the business man who can put your results to use. Tell us about these results in terms we understand, and that have meaning to us."

#### Importance of Communication

Harold Williams, Institute president, and A. Barde Rogers, Armour and Company, director of the Research Council, also emphasized the importance of communication.

"Research is only of academic value until it is put to work," Rogers said. "We have a real responsibility to get information to plant superintendents and service men, who can put it to use."

The Council is planning to prepare periodically reports on results of research in specific fields. Williams said the Institute will "translate" this information into businessmen's language

so it can be readily understood.

The first of these reports will summarize what is presently known about how to prevent losses from bruising. The information to be included in it was presented to the Council by K. N. May, University of Georgia.

#### Bruising Losses

May said a broiler plant running approximately 10,000 birds an hour found downgrades were costing \$905 a day, with most of the loss due to bruises.

May cited research indicating that 98% of bruises are inflicted within the 24 hours just before the birds are killed.

Based on this information, practical suggestions have been developed to reduce the loss from downgraded birds. Williams said these suggestions will be included in the Institute's report.

#### Egg Pasteurization

B. W. Kempers, USDA, and Dr. John Silliker, representing industry, discussed experiences in pasteurizing eggs under the new USDA regulations.

Dr. Silliker emphasized what he said is a basic difference between USDA and FDA requirements. USDA, he says, emphasizes the act of pasteurizing, while FDA emphasizes the result—the product must be free of *Salmonella* organisms.

#### Studies on Salmonellae

Ellen Tuttle, Wilson & Co., Inc., chairman of the Council's microbiology division, reported on the comparative studies members of this division made on methods used to determine whether *Salmonellae* are present. Joseph Heck, Armour and Company, and Richard Greenberg, Swift & Co., and the Institute laboratory worked with Miss Tuttle on the studies.

The egg, poultry, farm production and microbiology divisions of the Council, after half a day's discussion, each recommended research projects they felt should be given priority.

#### Research Needed

High on their lists were those having to do with tenderness, product stability, waste disposal, water conservation, chemical composition of both eggs and poultry, control of environment and of such diseases as salmonella, coccidiosis, and leucosis, which is causing from 25 to 35 per cent of the condemnations on the processing lines.

Margaret Lally Huston, Institute Scientific director, reports that seven new members were recently appointed to the Council. They are:

Maxwell Brockmann, chief, Animal Products Branch, Food Division, U.S. Army Natick Laboratory, Natick, Mass.

James Welch, William Underwood Co., Watertown, Mass.

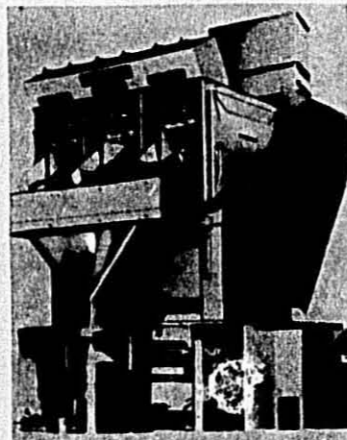
Donald B. Schwall, Armour and Company.

Robert Baron, Dr. Salsbury's Laboratories, Charles City, Iowa.

C. W. Darby, Ralston Purina Company, St. Louis.

W. K. Warden, Dawe's Laboratories, Lansing, Mich.

Andrew Singleton, National Dairy Research Laboratories, Glenview, Illinois.



### Net Weighing System

The first net weighing system to combine a short blanced beam with flexures and a differential transformer to insure greater speed, accuracy and repeatability has been introduced by Triangle Package Machinery Company.

This new Flexitron scale has no moving parts that can cause friction or distortion. It has new easy-to-reach controls to provide pin-point adjustments of bulk and final weight while the machine is running. Also, it has a new constant mass weighing system and redesigned vibrating trays for more consistent, uniform feed rate.

Faster response time is achieved by the greatly shortened beam to improve accuracy while still retaining inherent stability against vibrations of any associated mechanisms. The "molecular pivot" flexures insure positive accuracy longer than ever before possible and replace the knife edges that are subject to friction and dullness. The differential transformer of the Flexitron scale has a repeatability of 3/1,000 of an ounce.

This new Flexitron net weighing system can be installed within existing scales so that even present users of Triangle's scales can take advantage of this new greater speeds and accuracies. And it's available for automatic and semi-automatic weighing lines.



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

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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 Glyceryl 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

### Design For Better Business

"The real yardstick of progress is the awakened managerial awareness of the subject of design," says Paul Reilly, Director of the Council of Industrial Design in London, addressing the opening-day luncheon of the three-day "Design for Better Business" conference to be conducted in New York by the American Management Association.

The conference, presented at the Hotel Pierre on October 27-29, explored the creative skills of top management in marketing, merchandising, public relations and corporate image building.

#### English Ideas

As director of London's Council of Industrial Design, Mr. Reilly heads an organization that was set up in 1944 to improve the standard of design of British manufactured goods by all practicable means. Its purpose is to stimulate British industry to design more competitive and more acceptable products in the markets of the post-war world.

Mr. Reilly explains that the phrase "typically English" has come to conjure up a world of tradition "a gracious, gentle, even grandmotherly way of life." He feels that British manufacturers have "long been lulled into the belief that all the world wants of them is to repeat the successes of their ancestors."

#### Buy Up to a Standard

One of the objectives of the Council, Mr. Reilly reveals, was realized when it opened a Design Centre to contribute to a more discriminating awareness of design in the home market "to persuade people to buy not down to a price but up to a standard."

Additionally, the Council attempts to create the climate in industry for the employment of college-trained designers and through its exhibitions and publications, prepares the market for their wares. But the acid test of good industrial design, Reilly continues, is to be "unashamedly commercial"—it should benefit not only the consumer and the community, but the client as well.

Underscoring the importance of top managerial awareness of the subject of design, Mr. Reilly states: "No design policy will get off the ground if it starts from the bottom or even halfway up the ladder—it must come from the top." But it must be fed into an organization continuously at all levels from the top downward, he continued.

Mr. Reilly foresees the time coming "when one of the yardsticks by which we shall measure the maturity of a society or an economy will be the de-

gree of consultation between industry and the consumer before a product is put on the market."

Joining Mr. Reilly in the opening-day sessions were Walter Hoving, Chairman of the Board of Tiffany & Company; Milton Immermann, partner in Walter Dorwin Teague Associates; William P. Keeshan, President of I. Magnin & Company; Max O. Urbahn, head of the Office of Max O. Urbahn, Architects; E. William Mandel, Vice President and Assistant to the Chairman—Marketing, of Revlon, Inc., and Walter P. Margulies, President of Lippincott & Margulies, Inc.

#### Trend at Tiffany's

Mr. Hoving, who will deliver the keynote address of the conference, just recently observed his 10th anniversary as board chairman at Tiffany's, where he has seen sales increase 124 per cent since he arrived.

He believes "one of the greatest mistakes in merchandising is to figure out ahead of time what people want." At Tiffany's, long a mecca of good taste for its elegant jewelry, china and silver, he has succeeded substantially in putting a new gloss in that emporium's polished old name by selling what he wants people to buy. When it comes to taste, he insists, you can be 95 per cent arbitrary.

#### Industrial Design

Milton Immermann, as a partner in the firm of Walter Dorwin Teague Associates, industrial designers, explains that his firm "practices industrial design organized on the theory that all phases of design—product design, architecture and interiors, graphic arts, engineering—are interrelated.

"Whatever success we have achieved is due to the ability to apply the same techniques to design problems, no matter what their nature may be, and to the fact that all our design is market-oriented. Everything we design must be made in quantity and sold by industry at a profit."

#### Architectural Design

Max Urbahn, whose architectural designs have won him many awards and international recognition, prescribes that perhaps we should "sit back and critically evaluate where we are headed—and do we really want to go there." He believes that in a world where events move so rapidly, people frequently fall into a pattern of thinking and of actions which may signify nothing—or all the wrong things.

"With the quickly changing scenery and increasing pace of events in the space age, these re-evaluations are necessary at more frequent intervals to

help us understand where we are headed," Mr. Urbahn states.

Much of the problem resulting in poor architecture for business stems from the fact that rapport between management and the architect "has been shattered. Industrialists have lost touch with architectural disciplines which have become so complex that management too often makes arbitrary decisions. At the other extreme, he may leave everything to the architect without adequate two-way consultation."

#### Marketing Objectives

At Lippincott & Margulies, New York industrial design and marketing consultant firm, President Walter P. Margulies explains one aspect of his firm's business: the relationship of creative design to marketing objectives.

"Without full reckoning of opportunities and problems in the market place, the designer would be functioning in a vacuum. With the background provided by research, analysis and planning, the designer's contributions are limited only by his creative skills."

#### Better Image Needed

Distributors, manufacturers and ad agencies must act to end the cynicism which supermarket buyers have toward new products, was the consensus at the Frozen Food Distributors of New England convention this fall.

#### "New" An Old Word

An advertising executive told the group that buyer cynicism has grown because "manufacturers and their agencies have fallen in love with the word 'new' and as a result distributors and buyers have developed a defense which condemns every item being presented as new. I've had salespeople tell me that a buyer refused to consider a new product simply and flatly because there are 'too many new products' or 'we don't have space for another,'" he said.

#### Problem of Survival

James Blair, assistant marketing director of This Week magazine, stated that an estimated 5,000 to 6,000 new products were introduced in 1963. Of these, 1,800 were accepted for sale by supermarkets, and of these 500 survived more than a year. "In this herceat market by market arena," he said, "by far the most important competitive weapon is new product development." Frozen foods departments, because of new frozen food products, are the fastest growing segments of the retail grocery industry, in 1964 growing almost three times the rate of the gross national product, it was pointed out.

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## FORECAST FOR 1966

and the Decade Ahead.

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of the National Macaroni  
Manufacturers Association

Hotel Diplomat,  
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January 16-20, 1966

Plan now to attend.  
Reserve rooms directly  
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P.O. Box 336, Palatine, Illinois 60067



Peter Rossi & Sons macaroni plant circa 1900

### Braidwood Centennial

Braidwood, Illinois celebrated its one-hundredth anniversary with a gala parade and homecoming between August 23-27. The Braidwood Journal, housed in what used to be the headquarters of the National Macaroni Manufacturers Association and the Macaroni Journal, put out an anniversary issue replete with quotations from the Braidwood Story written by the late M. J. Donna, first paid employee of the Association.

Braidwood was a mining town — strip mining coal. Among its population were many Italians who came there seeking employment with the mines. It was logical that this market have a macaroni factory and Peter Rossi, Sr. supplied that need.

### Pioneer Operation

Before coming to the United States he had operated a macaroni factory in his native Italy, had experience in milling and as a government inspector. The Rossi plant in Braidwood was established in 1886 on Division Street. It was the third plant in the country with one in Chicago and the other in Brooklyn. Much of the manufacturing equipment was home made and powered by a horse turning a capstan. Capacity was one barrel or 196 pounds of macaroni per day.

Within a few years Peter Rossi was joined in the business by his four sons, Stephen, Felix, Henry and Peter. The business grew and in 1900 the Broad-bent Hotel on Front Street was purchased and the plant moved into it. This building still forms part of the present plant, however, many additions have been added.

After a number of years Stephen and Peter sold their interest to Felix and Henry who incorporated the business as Peter Rossi & Sons in 1920. In 1946, Felix retired and sold his interest to Henry Rossi, Jr. and Albert Rossi, sons of Henry Rossi, Sr. who presently are operating the company.

The company sells its products throughout the midwest under the Rossi and Lincoln labels.

### Food & Drug Hearings

The Food & Drug Administration proposes to eliminate Vitamin D from enriched macaroni products, flour, bread, corn meal, rice and margarine. It would still be permissible in milk and milk products at levels of 400 USP units per quart.

The proposal is to prevent possible injury to infants. The safety question raised last year by Dr. Robert Cooke of John Hopkins University precipitated the proposal, FDA explained. Dr. Cooke questioned whether ingestion of excessive Vitamin D by pregnant women or young infants might be related to infantile hypercalcemia. This is a condition which in severe cases causes high blood calcium levels, changes in facial bones, adverse effects on the aortic valve of the heart and mental abnormalities.

### Non-Fat Milk Solids

Another proposal calls for the establishment of definitions and standards of identity for macaroni products containing milk solids, non-fat. The recommended amount of non-fat dry milk would be not less than 12% and not more than 25% by weight of the finished non-fat milk macaroni product. There is also a provision that the use of carrageenan or salts of carrageenan (a sea-weed derivative) may be used in a quantity not in excess of 0.833% by weight of the non-fat milk solids.

The Commissioner of Food and Drugs proposes on his own initiative that other sources of milk solids non-fat, namely liquid skim milk, concentrated skim milk, condensed skim milk and evaporated skim milk, alone or in combination, be provided for if such proposed standards are established. The Commissioner also proposes on his own initiative that the names "skim milk

macaroni products" and "enriched skim milk macaroni products" be specified in the labelling.

The petitioners are Milk Research, Inc. located in Fond du Lac, Wisconsin and Marine Colloids, Inc. of Springfield, New Jersey.

### Food Fair in Cologne

Cologne's mammoth fair grounds was filled as far as the eye could see with munching and bibbling people.

The occasion was the opening of the 1965 International Exhibition of Fine Foods and Provisions, probably the biggest food fair in the world.

The exhibition, which ran through October 3, attracted about 250,000 visitors. More than 2,500 exhibitors from 48 nations, including the United States and the Soviet Union, spread a seemingly endless variety of tempting delicacies throughout the vast halls of the fair ground.

### Sipping and Sampling

Many of the visitors were buyers from Germany and other nations. But they seemed to be in no hurry to make their purchases. Instead, they wandered from booth to ornate booth, tasting here and sipping there.

To be really thorough about tasting requires a strong and capacious stomach. There were smoked and fresh meats and fish, candies and cakes, fruits and vegetables, cheeses, breads, preserves and honey, milk and butter, soups, spices, condiments, nuts, pasta, ice cream, coffee, tea, beer, wine champagne whiskey, soft drinks and bottled mineral water.

### Chicken Leg Attraction

The biggest attraction at the United States exhibit, which is sponsored by the Department of Agriculture, was a stand where chicken legs broiled with half a peach were being sold at 50 pfennig (12 cents) each. Peter H. Pohl, director of the Institute of American Poultry Industries in Germany estimates that the stand passed out about 30,000 chicken legs a day.

Because of the high Common Market tariff on poultry imports, Mr. Pohl explained, United States poultry raisers cannot compete with Germans in selling whole chickens. But they can compete in specialty products such as poultry parts, and Americans are stepping up their competitive efforts.

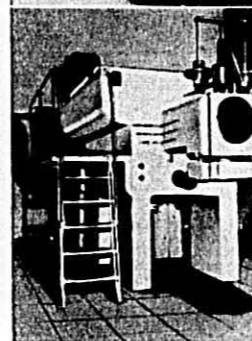
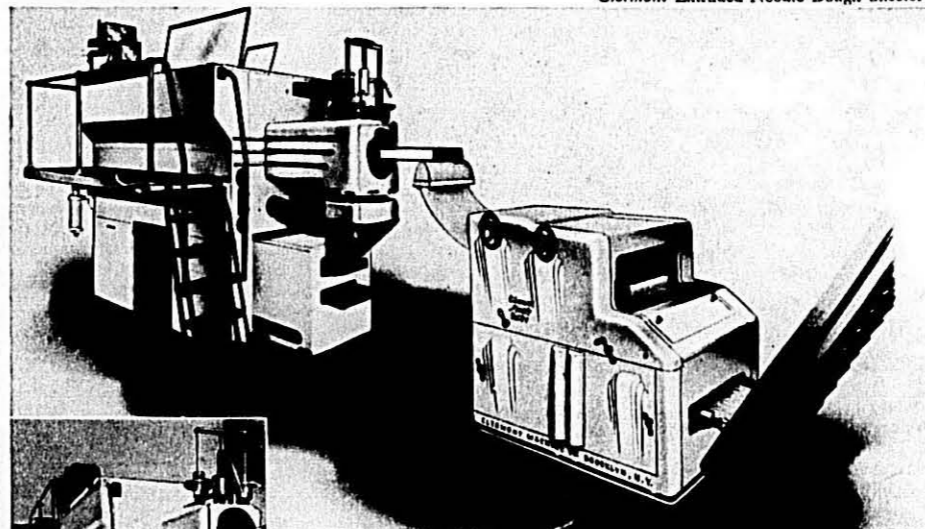
### Burke's Comment on Law

Laws are commanded to hold their tongues among arms, and tribunals fall to the ground with the peace they are no longer able to uphold.

THE MACARONI JOURNAL

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

Clermont Extruded Noodle Dough Sheeter VMP-3



VMP-3 with short cut attach-

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### Windmills in Portugal

A windmill in full sail has for centuries symbolized man's aspiration for release into space. Today, reality has outdistanced dreams and the windmill is in danger of extinction.

The Portuguese, who are nearly all poets and who relish the past, have taken on the role of Protectors of Wind and Watermills and hope to persuade other nations to join in a common defense program.

#### Protect and Preserve

An international symposium, organized by the Portuguese Friends of Mills Association, met in Estoril, Portugal, the last week in September to study the problems of the protection and preservation of windmills and watermills.

About 80 specialists in molinology (the study of mills) from 11 countries discussed the future of this rapidly disappearing phase of technology and prepared a molinologic map of Europe. Reports on historic origins and types of mills were presented by delegates coming from Spain, France, Belgium, England, the Netherlands, West Germany, Denmark, Sweden, Finland, Brazil and Portugal.

The climax of the symposium was a pilgrimage on October 3 to a village north of Estoril to pay homage to a 10th-century Arab poet, Ibn Moclne, who wrote lyrical praise of that then new invention, the windmill.

Portugal—not the Netherlands as might be supposed—has Europe's finest collection of live mills today, according to Joao Dos Santos Simoes, a leading Portuguese molinologist. There are still 2,500 working windmills on mainland Portugal and 400 alone in the Estoril area, he said.

Portugal boasts many more watermills—about 25,000 in use today, but since they are generally hidden beside small brooks, they are not so great an attraction as the windmills.

#### Tourist Treasure

For years, many Portuguese were somewhat ashamed of the proliferation of windmills about the country. They considered it a sign of their still underdeveloped economy. There is now, however, a growing realization—even among the millers—that these archaic winged structures are one of the country's main tourist treasures.

The Portuguese Government has gone so far as to give the Friends of Mills a grant to protect and restore up to 300 windmills and 200 watermills. The association has accordingly embarked on a program to conserve some of the finest mills, many of which date back to the early 1600's.

### Italian!

"Italian!" headlines an ad for Lawry's Foods in Supermarket News. Copy continues: "All those great Italian dinners people will eat this fall call for Lawry's Garlic Spread. Moves mountains of specialty breads, too. Twice normal sales, if you use Lawry's merchandising rack."

### Saucy Sophia

Italian actress Sophia Loren celebrated her thirty-first birthday recently. She was quoted as saying: "Everything I am, I owe to spaghetti. But don't get me wrong. A woman isn't spaghetti alone. It's the sauce that counts."

### Good Report

International Milling Company Inc. has been selected to receive a first place award for having issued the best stockholder annual report of the milling and grain industry in the 25th Annual Report Survey sponsored by Financial World magazine. The report covered International's fiscal year which ended August 31, 1964.

### G.T.A. Appointments

B. J. (Barney) Malusky has been named assistant general manager of Farmers Union Grain Terminal Association, it was announced by M. W. Thatcher, general manager. Mr. Malusky formerly was vice-president in charge of country operations.

Mr. Thatcher said that Mr. Malusky's appointment as assistant general manager, as well as three other executive promotions, were confirmed at a meeting of the G.T.A. board of directors last week.

#### Overseas Sales

Also announced was the appointment of Thomas F. Toohey to the newly-created position of director of overseas sales and services. Mr. Toohey, formerly vice-president in charge of marketing and merchandising, "will have a global-ranging job indicative of the cooperative's increasing involvement in foreign grain markets," Mr. Thatcher said.

#### Domestic Marketing

Named to succeed Mr. Toohey as domestic marketing and merchandising director is Royce Rensland. He has been Mr. Toohey's assistant for the past two years.

Also announced was the appointment of Russ Johnson as general superintendent of all the G.T.A.'s terminal elevator operations. Mr. Johnson has been superintendent of the cooperative's 20,000,000-bushel terminal elevator at Su-

perior, Wis., since that facility was built in 1942.

The G.T.A. top management team also includes Dwayne O. Andreas, executive vice-president, and Lowell W. Andreas, vice-president in charge of oilseeds processing. All function under General Manager Thatcher and a 13-man board of directors headed by Emil Lorik, president.

#### Frigo Grain Handler

G.T.A. annually handles more than 100,000,000 bushels of grain originating in the Upper Midwest, and is a major factor in the processing of oilseeds, durum wheat, malting barley and the manufacture of livestock and poultry feeds. Its latest acquisition in August, was the Froedtert Malt Corp. of Milwaukee, the nation's largest processor of malting barley for the food and brewing industries.

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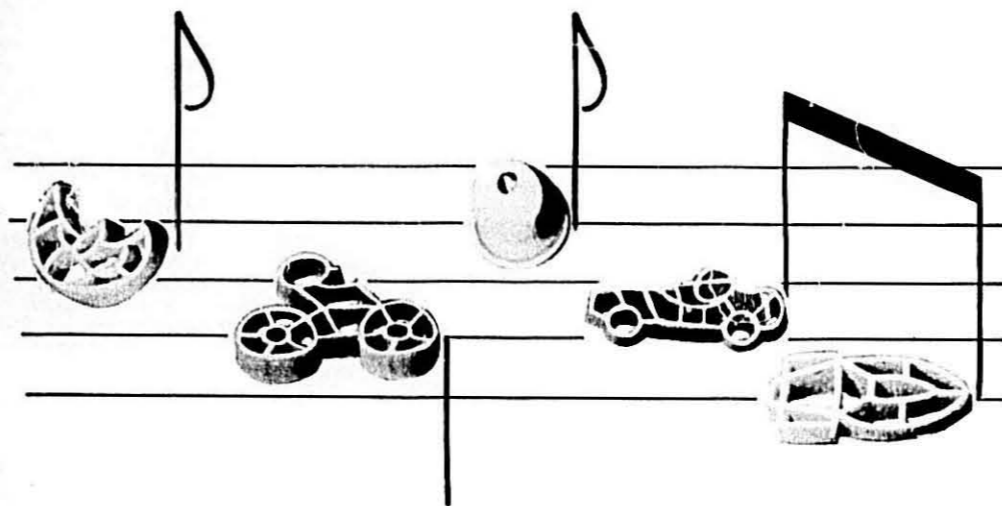
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George N. Kahn

## SMOOTH SELLING<sup>®</sup>

By George N. Kahn

### BUYING COMMITTEES ARE HERE TO STAY

This is No. 14 of 24 sales training articles.

#### Choosing Your Arguments

When you engage a buying committee, you don't have to drastically alter your approach to selling; you just have to be better prepared. You must develop answers and arguments to an array of questions in different areas. This means you must work a little harder, learn a little more and be a bit more versatile.

Charlie Rogers, a food salesman, was really shattered by his first experience with a buying committee. A good salesman with an enviable record, he blew the interview higher than Teletar. He felt he was lucky to get out of the room with his skin, much less getting an order.

His lament to his district manager was a study in self pity.

"Look," Charlie exclaimed, "I'm used to dealing with one buyer, a guy I've known for a long time. When they put a committee in front of me it's like playing with a stacked deck. How can one salesman have a chance against a bunch of experts?" The supervisor told Charlie he may as well get used to the idea. "Committees are here to stay," he added.

#### Ideas from Court

It so happened that Charlie and his wife visited their son in Washington, D. C. about this time.

Their son, an attorney, invited Charlie to come along one day to the United States Supreme Court to hear arguments in an important case.

Charlie's boy picked up valuable legal tips but Charlie learned a great deal also, and not only about the law. The food salesman was highly impressed by the way the lawyers handled themselves before the court. He noted how they were prepared for a number of different questions shot to them from the bench. Charlie made up his mind on the spot that he would prepare himself

in the same way for the buying committee.

He made it a point to learn about finance, production and advertising. He did not become an expert in these fields but he didn't have to be. Charlie merely picked up enough information on these subjects to stay on his feet in front of a buying committee. He could talk intelligently about new production techniques or financial management.

The other salesmen in Charlie's company thought he was deserting them since they had all objected to the buying committee. But, as it turned out, he eventually led them. The others began taking Charlie's advice and prepared themselves for the committee rather than resist it.

Charlie developed his appearances before the committees to such a fine point that he was often praised by their members for his showing. And, of course, orders began to pile up.

Each year Charlie is called in to headquarters to teach a sales training class in dealing with the buying committee. The course has become so popular that his firm is thinking of making him a full-time instructor.

#### Win Over One Man

The psychological factor of the buying committee is a barrier to some salesmen. They're afraid to face what seems to them a hostile ring of faces. As one engineering salesman put it: "It's worse than when I had to stand in front of a board of high-ranking officers to get into officer's training school in World War II. And I thought that the worst ordeal of my life."

This stage fright is normal. There is usually some fear of the unknown. But it should not inhibit you to the point of freezing before the group.

One way of getting over the hurdle is to mentally pick out one member of the committee and concentrate on him.

Pretend there is nobody else in the room but you and this man. You will find yourself warming up to your presentation. If you reach this man you will usually get to the rest of the committee. If you watch your chosen man you will spot a reaction sooner or later. He may smile or nod at you. This means you're making headway.

Lawyers use this device quite often in addressing juries. They will single out one juror and play to him. The idea is that he might swing the others to the attorney's side.

Now carry this theory over to the buying committee. Suppose you make one friend on that committee. He may go to bat for you when it meets to make its final decision. It has worked this way more than once as many salesmen know. One of them is Jim Mooney, who said:

"If you know someone on the committee, work on him. If you don't, pick the man who looks the friendliest. This isn't as hard as you might think. Because five people are serving on the same committee doesn't mean they all think alike or act alike." Jim, incidentally, got a \$25,000 order for roller bearings the first time he ever faced a committee.

#### Take It Easy

Some committee members may try to get you off balance with rapid-fire questions. There is no reason you have to adopt their pace. Take your time. Think over each question and answer clearly and to the point.

Don't waste time in long embellishments after you've answered the question. These are busy men who are interested only in pertinent facts.

If matters reach a standstill, you might invite questions from the committee. This will show you confidence in your product and company.

#### Motivation is the Same

Always bear in mind that whether you are dealing with one buyer or a committee, their motivation is the same.

Purchases are not made on the basis of sentiment, personality or whim. Committee members are primarily interested in whether your product fills a particular need in their organization. First, your price has to be right and your company able to supply the product when it is needed.

"Well," you say, "this is nothing new. Every buyer I've ever dealt with has thought along the same lines."

Exactly! Only now you have six or seven minds running in the same direction instead of one. Therefore your sales talk must be that much more effective.

When talking to a committee your proposition must be angled to the buyer's point of view more so than when you are selling to a single purchaser. You must understand the needs and wants of the prospect firm and convince the committee that your product will satisfy its needs. Stress the buyer's point of view throughout your presentation.

"Any salesman who goes before a committee with a selfish viewpoint is doomed," said Don Masters, sales manager for a southwestern tool company. "He must put himself in the place of the committee and try and think as it does."

Even more convincing is the word of a man who serves on the buying committee for a large lumber products company.

"We can usually tell in a few minutes if a salesman really has our interests in mind," he asserted. "If he does, there is rapport between us and we can usually do business. If not, we dismiss him."

#### Think Big

If you appear before a buying committee, the chances are that you are dealing for big stakes. In a large order, committee members are mainly concerned about the essential qualities of your product, not the trivial details. They want to know its performance, durability and maintenance needs. Don't dwell on secondary issues that will only take up time without shedding much light.

I once sat in on a buying committee session where a salesman spent 20 minutes in telling about the product's evolution. The committee wanted to know what the product could do now, not ten years ago.

You might also keep in mind that the committee appearance does not permit much of the easy, informal give and take that you experience with one buyer. Jokes, anecdotes and small talk should be kept to a minimum. Get on the track and stay there. Oren Hart, a chemical salesman, summed it up this way:

"I'm pretty fair at amusing a single buyer with a joke or two, but with a committee you practically have to be a professional entertainer to go over. Its better to stick to the presentation." There is also this to consider. If you try and entertain a large group and fail, you'll have a difficult time getting back in its good graces.

#### Make Lasting Impression

Your appearance before a buying committee may be a great success except for one thing: you did not get an order. This can and does happen. When it does, be sure that you get a rain check. Conduct yourself in such a manner that you'll be invited back.

Rollie Bateson, who sells advertising specialties, was once given a hearing before a committee for a firm which normally spent \$50,000 or more for such products. After talking for more than an hour, Rollie was given one of those "don't call us, we'll call you," dismissals. He felt badly, but his hurt feelings were nothing compared to those when he learned that another outfit got the order.

A year later, Rollie got a phone call from one of the committee members, asking him to come over to discuss a possible order. It turned out that the committee had been completely revamped since Rollie had last appeared before it. The man who had called him was the only original member left. He had remembered Rollie's presentation and had liked it and Rollie.

The outcome was different the second time. Rollie walked away with a huge order thanks largely to his benefactor who convinced the others that he had the best product. A salesman never knows when a good impression will help him at some future time.

Are you effective before a buying committee? Hold up the mirror to yourself and see. If you can answer "yes" to at least seven of the following questions, you are probably at home before the committee.

#### Sales Ammunition

- |  | Yes | No |
|--|-----|----|
| 1. Are you seriously intent on understanding the buying committee instead of rebelling against it?   | —   | —  |
| 2. Do you stick to the main facts when appearing before a committee?                                 | —   | —  |
| 3. Do you try and catch the attention of one committee member and convince him?                      | —   | —  |
| 4. Do you think over carefully each question that is put to you?                                     | —   | —  |
| 5. Do you adopt the committee's point of view?   | —   | —  |
| 6. Do you understand the needs and wants of the committee's firm?                                    | —   | —  |
| 7. Do you leave a good impression with the committee, order or no order?                             | —   | —  |
| 8. Do you keep jokes and small talk to a minimum?  | —   | —  |
| 9. Are you training yourself in knowledge about various facets of business, e.g. finance production? | —   | —  |
| 10. Are you able to talk intelligently about them before a committee?                                | —   | —  |

(Copyright 1964—George N. Kahn)

THE traditional person-to-person selling is giving way in many instances to a person-to-people relationship.

Instead of a single buyer, a salesman often finds himself confronted by a buying committee which at first glance is a rather awesome group. Salesmen meeting this committee for the first time have been known to quail. Some become so flustered that their normally smooth presentation falls to pieces.

If you've been through this ordeal you know it's a little like being on trial and having a jury hear your story. You might convince three of the jurors but what about the other nine? It has been done in court and you can do it with the buying committee. When we cut this bunch down to size, you will find they are not so formidable.

#### Why a Buying Committee?

First, let's find out about the reason for the buying committee. The committee is a perfectly logical step for industry. Orders involving hundreds of thousands of dollars are becoming routine. Many companies have decided that they don't want to place the responsibility of these big orders on one man. There's too much at stake.

So these firms have delegated a group of individuals to make the buying decisions. The committee is usually made up of finance, production, marketing advertising etc. Individually they can really put a salesman through his paces; collectively they are even tougher.

The buying committee is rather prevalent in the food and other industries. It is gaining in popularity, so you may as well learn to live with it rather than fight it.

## WAY BACK WHEN

### 40 Years Ago

"Know your competitor," urged Editor M. J. Donna.

• When you hear a man always attributing dishonorable motives to others, be careful in your business dealings with that man.

• Most of us assume that other people act just as we would act in the same circumstances; if we are honest, we give the other man the benefit of the doubt.

• It is difficult to judge one whom you do not know. Make the acquaintance of your competitors, and you will be better able to judge them justly.

• That's the prime purpose of trade associations — better acquaintanceship.

• Tentative standards for alimentary pastes were proposed by a joint food committee calling for no more than 13 per cent moisture and 5½ per cent by weight of the sound edible solids of egg in egg products.

• NMMA awarded a silver loving cup to Albert O. Schutz of Eureka, South Dakota, as the Champion Durum Grower exhibiting in the North Dakota State Fair.

• President Coolidge sponsored an International Golden Rule Sunday for December 6, 1925. Contributions for that day would feed 35,000 hungry orphans in the Near East. Meat stew with macaroni was on the menu.

### 30 Years Ago

• Tomorrow's macaroni business will be exactly what the manufacturers of today wish it to be, wrote Editor M. J. Donna. "Conditions of the trade have improved somewhat in the past few months, and greater improvements may be expected as a natural trend."

• Activities of the Macaroni Code Authority had been terminated with the Supreme Court's decision in May, declaring the National Recovery Act unconstitutional. Chairman G. G. Hoskins issued a final financial report audited by Wolf & Company.

• Columbus Day was celebrated by La Premiata Macaroni Corporation in Connellsville, Pennsylvania, with a banquet for its employees and friends. More than 250 attended the affair and enjoyed the meal prepared and served by girls employed in the factory.

• Vincenzo Agnesi of Oneglia, Italy wrote an interesting article on the macaroni kneader — La Gramola.

• An interesting macaroni publicity test was reported in a news release containing a short introductory story about macaroni products and a macaroni recipe couplet. Conclusions were that the \$35 investment for the cost of preparation and distribution of the release garnered results worth many times that amount.

### 20 Years Ago

• How clean is your plant? How well protected are your products in their consumer packages? The food inspector may catch you if you become careless, warned the editor of the Macaroni Journal.

• DDT in the food processing plant was described by Conrad Johnson of Innis, Speiden & Company.

• A trend in diminishing durum acreage was of concern to macaroni and noodle manufacturers, and yield per acre dropped to 14.8 bushels putting production at 31,933,000 bushels. Meanwhile, macaroni demand was growing each year.

• Durum Wheat Notes was inaugurated as the durum millers' latest contribution to the promotion of macaroni products. Mary Jane Albright, a noted home economist, was in charge of the new Durum Wheat Products Division of the Wheat Flour Institute.

• Better Homes and Gardens magazine featured macaroni and spaghetti for autumn with recipes for "so good meals" — Quick Spaghetti Caruso, Spaghetti and Meat Balls, School Day Casserole, Spaghetti All-American, and Macaroni and Cheese Souffle.

• Hearings on the use of gluten flour for macaroni were called by the Federal Security Agency in Washington. NMMA expressed the opinion that gluten flour be added as an optional ingredient to the standards of identity in such amount that the finished product shall contain no more than 13 per cent on a moisture free basis, and that this shall be added only for the purpose of increasing the cohesive or binding qualities of the product.

### 10 Years Ago

• At a New York regional meeting, Heather Allen of the Sills organization gave a report on publicity for National Macaroni Week. Bob Higgins of William Underwood Company described the advertising and merchandising promotion of noodles and deviled ham being conducted by his company during the third quarter of 1955.

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• The Queen of National Macaroni Week was a new 20-year old Italian movie star — Sophia Loren. She was pictured eating a platter of spaghetti in a restaurant in Rome. Copy read: "Shapely Miss Loren is a living testimonial of the assets of a spaghetti diet."

• Look Magazine for October 18, 1955 listed the twelve favorite American dishes. They were (1) steak; (2) roast beef; (3) fried chicken; (4) lobster; (5) spaghetti; (6) shrimp; (7) apple pie; (8) strawberry shortcake; (9) ice cream; (10) hamburgers; (11) beef stew; (12) baked beans.

• Latest development in bulk flour handling were demonstrated by the International Milling Company in Detroit. Among the macaroni manufacturers at the demonstration were Horace P. Gioia, Dan Piscitello, and Albert Weiss.

• Durum from Montana was commanding a higher premium than that from North Dakota. This brought protests from Bert Groom, chairman of the board of the Greater North Dakota Association, and Dick Forkner, business manager of the North Dakota State Durum Show.

### Joseph DeMarco

Joseph DeMarco passed away October 3 after an illness. He had retired as Eastern Durum Sales Manager for General Mills on June 1 for reasons of health after 42 years of service. Sympathies go to his wife Mildred.

THE MACARONI JOURNAL



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