

**THE
MACARONI
JOURNAL**

**Volume 49
No. 9**

January, 1968

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



JANUARY, 1968

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The Macaroni Journal

January
1968
Vol. 49
No. 9

Official publication of the National Macaroni Manufacturers Association,
139 North Ashland Avenue, Palatine, Illinois. Address all correspondence
regarding advertising or editorial material to Robert M. Green, Editor,
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Subscription rates:
Domestic \$6.00 per year
Foreign \$7.50 per year
Single Copies \$1.00 each
Back Copies \$1.00 each

In This Issue:

	Page
Winter Meeting Program	6
Wheat Utilization Research Conference A.I.D. Goals, P.L. 480 Lauded	7
Wheat in Overseas Programs, Food Additions From Milled	8
Protein Quantity and Quality	10
The New Era of Growing Competition Confronting Wheat Foods	12
Potential for Growth of the Durum Industry	17
Doughboy Quits Durum Milling	20
Cereal Technology Facilities Expanded at North Dakota State U.	21
Snack-a-roni, a new taste treat	21
Grocery Manufacturers of America Elects Officers Food Distribution in 1977, Women of Tomorrow	27
The General Store, Past and Future Congressmen Caution of Consumeritis	29
Industry Items	31 and 34
Anticipated Demands for Food and Feed Grains	34
Research Before You Sell, George N. Kahn sales tips	38
Government Egg Reports	42
Index to Advertisers	44

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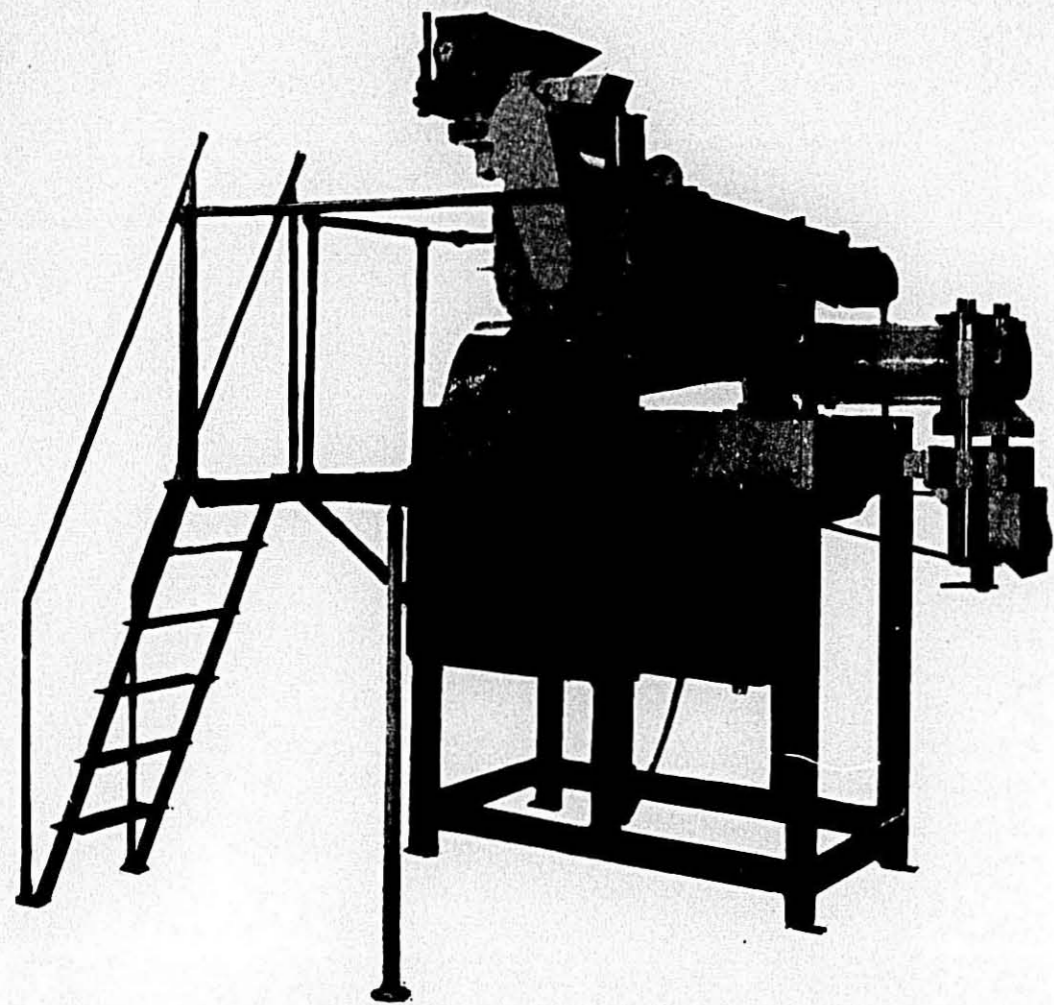
Noodle snack-a-ronies were developed by the home-economics kitchens of Theodore R. Sills, Inc. along with spaghetti snack-a-ronies. They were served at the recent New York press party and received acclaim. Story on page 24.

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Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.

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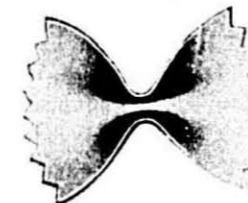
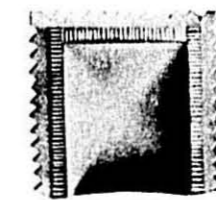
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JANUARY, 1968



WINTER MEETING

NATIONAL MACARONI MANUFACTURERS ASSOCIATION
Hotel Diplomat, Hollywood, Fla.

Monday, January 22

INDUSTRY BUSINESS SESSION

- 8:00 a.m. Breakfast in Mezzanine Theatre, Diplomat East.
- 9:00 a.m. The President's Report, President Robert I. Cowen, Sr.
- 9:30 a.m. National Macaroni Institute Report, Chairman Albert Ravarino.
- 10:00 a.m. Durum Wheat Institute Report, Chairman Ray Wentzel.
- 10:30 a.m. North Dakota State Wheat Commission Administrator Paul E. R. Abrahamson.
- 10:50 a.m. U.S. Durum Growers Association President John W. Wright.
- 11:10 a.m. Activities in the Nation's Capitol, Counselor Harold T. Halfpenny.
- 11:30 a.m. The Development of Voluntary Standards to Eliminate Proliferation of Packaging—a representative of the National Bureau of Standards, U.S. Department of Commerce. Luncheon adjournment, afternoon free.
- 1:00 p.m. Committee Meeting, National Macaroni Institute, Durum Wheat Institute, North Dakota State Wheat Commission. Card Room, Diplomat West.
- 3:00 p.m. Discussion Leaders meet with Moderator Bob Sampson for Round-Table Briefing. Card Room, Diplomat West.
- 7:00 p.m. Ice Breakers Party and Reception—Suppliers' Social on Diplomat West Patio. Evening free for dinner on the town.



Robert C. Sampson

Tuesday, January 23

MANAGEMENT SEMINAR

- 8:00 a.m. Breakfast in Mezzanine Theatre, Diplomat East.
- 9:00 a.m. Moderator Robert C. Sampson, Behavioral Sciences Counselor, sets the stage: "Communicating to Understand."
- 10:00 a.m. First Round Table Session: Your choice of three topics—
- 11:30 a.m. Communications with Management, Up and Down the Line; Communications in Labor Relations; Communications with the Trade and the Public.
- 11:30 a.m. Second Round Table Session: Pick another table, another topic.
- 1:00 p.m. Adjournment. Afternoon free.
- 7:00 p.m. Cocktails, Beaux Arts Ballroom, Convention Hall, Diplomat East.
- 8:00 p.m. Italian Dinner Party.

Wednesday, January 24

MANAGEMENT SEMINAR

- 8:00 a.m. Breakfast in Mezzanine Theatre, Diplomat East.
- 9:00 a.m. Third Round Table Session:
- 10:30 a.m. Pick another table, another topic.
- 10:30 a.m. Panel Reports and Summary.
- 12:00 noon Evaluation and Wrap Up. Adjournment.
- 7:00 p.m. Cocktail Reception, Country Club.
- 8:00 p.m. Dinner Dance with music by Van Smith, Calcutta Room.

Thursday, January 25

- 9:00 a.m. Board of Directors Meeting, Card Room, Diplomat West.

THE MACARONI JOURNAL

WHEAT UTILIZATION RESEARCH CONFERENCE

THE fifth national conference on Wheat Utilization Research was held at North Dakota State University at Fargo November 1, 2, 3.

Some twenty speakers probed the problems of feeding the world's hungry and expanding uses for wheat and wheat foods. Papers were presented on subjects ranging from improvement of varieties of wheat, new products and new uses with maximum benefits from the nutritional content of the wheat berry, to exciting research on the quantity and quality of wheat protein. Other highlights included discussions on contributions of corn, barley and fish protein concentrates in meeting world food needs.

The "War on Hunger" will dominate the United States foreign aid effort for at least the next 15 years, the conference was told by Frank R. Ellis, director, Food for Freedom Service, Office of the War on Hunger, Agency for International Development, Department of State. Posing the question, "Will there be any sanctuary for the well-fed?" Mr. Ellis said the question of whether we should commit our dollars and goods to the war on hunger is academic and the question of whether we can do it is irrelevant. "We must do it," he concluded.

A.I.D. Goals

Mr. Ellis described specific goals of the A.I.D. program for the next five years:

"An increase in the average caloric intake in the poor nations of 100 calories per person per day, or a total increase of 5% to 2,200 calories per day;

"An increase of protein availability by 5 grams per person per day, or a total increase of 15% from 32.5 to 37.5 grams per day;

"Increased food production or buying power to lessen the need for concessional food aid despite population increases;

"Increase in the availability of agricultural requisites, particularly fertilizers;

"Limitation of the overall population growth in the less developed countries to a total of 15% over the five-year period;

"Provide the opportunity for every AID recipient nation to seek U.S. help in adopting family planning programs;

"Make preferred means for family planning freely available to all recipient nations which ask for help in population control, and

"Establish a nucleus of institutionalized scientific and technological capabilities in the high priority areas of agriculture, population and nutrition."

Mr. Ellis prefaced his comments with the announcement that an agreement had just been signed with Indonesia under Title I of P. L. 480 involving 10,000 tons of bulgur. He expressed the hope that the agreement would be an initial transaction in business that could develop "significantly."



Daniel G. Amstutz

P.L. 480 Lauded

In his presentation, entitled "Wheat and Food for Peace—An Exporter's Viewpoint," Daniel G. Amstutz, Cargill, Inc., said that "when the history of this period is finally written, P.L. 480 will stand out as one of the most important measures ever enacted by a Congress." Under the measure we exported \$15,700,000,000 worth of food and fiber between July 1, 1954, and December 31, 1966, he said, and an additional \$2,200,000,000 worth was shipped under Mutual Security programs. Over this period, he said, our food aid exports represented 30% of our total agricultural shipments. They went to some 115 countries having a combined population of some 1,700,000,000 persons.

"Change makes commodity markets nervous," Mr. Amstutz said, pointing to the "astounding range in wheat values during the past year." "The range of Chicago wheat futures since mid-September 1966 has been some 60¢ per bu, reflecting about 40% of current Chicago wheat futures values," he said.

He spoke of the pendulum action of the market with the change from drought reports to bumper production in the Soviet Union, Australia's great recovery last year, beneficial monsoons in

India, and "premature pessimism regarding this year's North American production." These developments, he said, "seem to provide a resounding 'yes' answer to the question, Is there enough food in the world—at least for now."

Mr. Amstutz described the benefits of P.L. 480 shipments in recipient countries in the prevention of malnutrition, hunger and even famine. Our shipments have helped to further economic growth and reduce tensions and have demonstrated the superiority of the American free farm system over regimentation in Communist countries, he said.

1,000,000,000 Bushels

Actual shipments of wheat will depend on many factors, Mr. Amstutz said, but "it is not unreasonable to expect that total annual U. S. wheat exports will hit the billion bu level some time within the next five years." He added that "it is a demonstrated fact that this nation's near term productive capacity would justify such exports." He pointed to benefits to American producers of P.L. 480. Farmers were provided with an additional outlet for their products and additional income, he said, and these shipments kept surpluses from being unmanageable. The shipments have given employment to labor and profits to U. S. business enterprises, he said.

An added increase in future grain demand will be furnished by increasing per capita consumption as nations develop, Mr. Amstutz pointed out. "As income trends continue to climb, the demand for grain rises dramatically," he said. Demand for grain will increase even more as people in developing areas consume less grain directly and more as animal protein products," he said. "The 'income explosion' creates competition for the same crop land between rich and poor," he said. "One is demanding more feed grains, the other more food grains."

U.S. Has Dominant Role

"There is no doubt in my mind that the United States will continue to play a dominant role in the probable perpetual battle of the world food problem," Mr. Amstutz said, adding that "it will be a role which we can realistically afford." Most of the technological advancements will have their birth here, he said, and our "great agricultural universities and the reservoir of knowl-

(Continued on page 8)

Wheat Utilization Conference—

(Continued from page 7)

edge they represent will continue to pay real dividends to the less developed countries." Recognition of the desirability for a favorable foreign investment climate must be forthcoming from the governments of the developing countries, Mr. Amstutz said. "Technical knowledge is of little help without the needed monies for implementation of the various programs," he said.

The enigma of agriculture, Mr. Amstutz said, is that the unforeseen occurs so frequently, including the vagaries of weather. "This year we are faced with comparatively abundant world supplies of wheat relative to demand," he said. "So much so that in spite of the self-help aspects of the revised Food for Peace regulations, it appears that our government is earnestly searching out new areas of P.L. 480 demand, evidently with little regard to self-help requirements. Apparently one primary objective is to bolster sagging wheat prices," he said. Even though the master plan shows the probability of larger commitments in the future, there is "too much" today, Mr. Amstutz said.

Science Advisory Committee

According to the President's Science Advisory Committee, the time required to double the population in most developing countries is 18 to 27 years, while it is 55 to 88 years in most developed countries. The developing regions, Mr. Amstutz said, now contain about two-thirds of the world's human beings. "By the year 2000," he added, "if present rates of population growth continue, there will be more than four times as many people in the developing countries as in the developed ones." But Mr. Amstutz said that some predict world population will be stabilized within another generation. He quoted Dr. Donald J. Bogue, director of Community and Family Study Center at the University of Chicago, who said, "The world is currently being swept by one of the greatest mass movements in all history—a unanimous movement to take emergency action to reduce human fertility quickly to within the limits needed for orderly human progress toward generally accepted social and economic goals." Dr. Bogue predicted that by the year 2000 world population growth will have slowed to zero, "or a rate so nearly zero that it could easily be brought to zero." Mr. Amstutz also suggested that mortality rates may be sharply lower than expected and "therefore it would be foolhardy to place too little faith in the demographers' projections."

"While we all applaud successful efforts to develop new, high yielding varieties for release in this country," Mr. Amstutz said, "let us be certain that these varieties possess those quality characteristics which will enable our various wheat producing areas to maintain and expand outlets in commercial markets."

Wheat in Overseas Programs

"The Role of Wheat in Present Overseas Programs" was a report presented by F. R. Senti, Deputy Administrator, Nutrition, Consumer and Industrial Use Research, Agricultural Research Service, U.S.D.A., in which he stressed the importance of wheat as a world food source. Wheat and rice are produced in about the same quantities and "wheat provides about one-fourth of the food energy to run the world."

Mr. Senti outlined the background of the development of Blends A and B as being based in the greater needs for protein among children and pregnant or lactating mothers. Wheels are now in motion, Mr. Senti said, for the shipment of 5,000 tons of protein fortified wheat flour, Blend A, for India, and an additional 3,000 tons has been requested for Iran. The product consists of a blend of 70 parts of straight-grade unbleached wheat flour and 30 parts of wheat protein concentrate, properly supplemented with vitamin A and extra calcium, he said. He said that Blend B consists of 70 parts of straight flour and 30 parts of unground wheat shorts. "Purchases of Flour Blend B are contemplated for a later date," he said.

Simple and inexpensive ways of infusing wheat with up to 15% of lysine have been worked out, Mr. Senti said, and the government of India is interested in testing its value. The Tunisian government is interested in the addition of lysine to regular wheat flour, he said. "The simplicity and low cost of this method of making our wheat more useful is very attractive," he said.

India Aims for Sufficiency

The government of India plans by 1970-71 to be self-sufficient in food grains, Richard K. Baum said, but he expressed doubt that the goal will be achieved due to the tremendous population increase each year. The government of India "wants to become exporters of rice to the eastern European countries and use the foreign exchange to purchase wheat," he said. One ton of rice today will purchase about three tons of wheat, he added.

It has been estimated that 80% of the total protein in India is provided by cereals, Mr. Baum said. He said that wheat provides not only the biggest

quantity of protein per serving, but also the best quality. "Five years ago when non-vegetarians comprised half the population there was a definite trend toward turning away from the vegetarian way of life," he said, "but now the trend has reversed itself, more because of the high price of animal proteins than because of religious beliefs." This places a higher priority on wheat protein, Mr. Baum said.

"During the past five years the United States has shipped over 936,000,000 bushels of wheat to India under P.L. 480," Mr. Baum said. "Countless more people would have suffered from hunger and many would have died from starvation if this had not been done," he said, "and irreparable damage would also have afflicted millions more of children."

Food Additions from Millfeed

Dr. William R. Johnston, vice-president, International Milling Co., after describing "the various interacting elements which provided the information and experience leading to formulation of a few specific wheat-based protein foods," came to the part of the discussion which "should normally constitute the end." "However," he said, "I prefer to think of this part of my talk as a new beginning, a beginning from which you and I will build on the past to generate new information and new products to eradicate hunger and malnutrition from the world of the future." Dr. Johnston had described efforts of the Millfeed Research Committee of Millers' National Federation to use millfeeds in helping alleviate a predicted world shortage of protein.

Dr. Johnston emphasized that more than 5,000,000 tons of millfeed are produced annually in the United States, representing roughly 25% of the wheat milled. Essentially, all of the millfeed fractions are fed to animals, he said. But, he said that "if 80% of the wheat millfeeds can be channeled to food uses rather than to animal feed, we would be able to increase the supply of wheat products for human consumption by about 20%—a most significant figure amounting, in the case of the United States alone, to almost 4,000,000 tons of food having about 500,000 tons of excellent protein." In the form of a supplement, Dr. Johnston said that this protein could meet half the requirements of about 30,000,000 people.

Durum Potential in Rice Countries

Mearl H. Gifford, president of Great Plains Wheat, Inc., told the conference that the "market potential for durum

(Continued on page 10)

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Wheat Utilization Conference—

(Continued from page 8)

in most of the countries I visited is practically nil in the immediate future." One bright exception to the statement was provided by Japan, "where the economy is booming." As the economies of Asian countries improve, Mr. Gifford said, "so will our opportunities for promoting the use of pasta products made from durum semolina." Food nutritional education is also needed and he suggested that, especially in Hong Kong, the introduction of pasta manufacturing plants would be helpful. Mr. Gifford called durum the "Cadillac wheat of the world for pasta products" and said it would be first used in many Asian countries in gourmet dishes for the wealthy.

More Blended Food Products

Bert Tollefson, Jr., executive director of American Corn Millers Federation, spoke on New Milled Corn Products, including CSM (Corn-Soy-Mills), and pointed to distribution of CSM to over 100 countries "with very good acceptance." The United States government has purchased 332,000,000 lbs. of CSM, he said, and UNICEF has purchased 7,000,000 and is considering more distributions to needy children.

In his presentation entitled "Second Generation Protein-Fortified Wheat and Barley Products for Export," Dr. James W. Pence, chief of cereals laboratory, Western Utilization Research and Development Division, A.R.S., suggested products similar to CSM with other cereals as the basic ingredient, such as wheat or barley. Excellent laboratory progress is being made, he said. The official title for CSM is Blended Food Product—Formula No. 2. Dr. Pence pointed out.

Protein Quantity and Quality

"The differences in the distribution of protein components and in the change of protein components with mixing could serve a useful indication for protein quality and provide a new angle for testing flour quality," it was concluded by C. C. Tsen, Research Group Leader, American Institute of Baking, in his presentation entitled "Indication of Wheat Flour Quality by Changes of Flour Proteins Under Various Conditions." It is well known that various flours of nearly equal protein contents often differ markedly in both mixing properties and baking performance, Mr. Tsen said, and "the difference presumably is due to the variation in protein quality of different flours." He said that the "difference in protein quality is likely due to the variation in

the quantitative distribution of protein components in different flours or the structural difference of proteins in various flours."

Broad and extensive approaches to the investigation of wheat flour proteins were also described by Joseph S. Wall, head, Chemical Reactions and Structure Investigations, Northern Utilization Research and Development Division, A.R.S., U.S.D.A., Peoria, Ill. "Perhaps as we know more about the structure of wheat flour proteins, we will be able to understand the relationship between genetic differences and protein quality among wheat varieties," Mr. Wall said. "We are gaining a better insight into the role of flour proteins during the formation of dough," he said, "and thus we can appreciate better the action of additives and improvers on flour performance."

The need for adequate testing of varieties was emphasized by Glenn S. Smith, dean of Graduate School, North Dakota State University, in his speech, "Improving Wheat Through Breeding." Sorting the environmental from the genetic influences is a continual task, he said. "Wheat research should be geared to the complexity of the problem," he said, "not just to the economic difficulty or the cost-price squeeze of the moment. Otherwise wheat utilization will fall behind in competition, and will not make the maximum contribution it should."

Consideration of Wheat Protein Lags

Discussing "Importance of Protein in Wheat" before the fifth National Conference on Wheat Utilization Research, Dr. John A. Shellenberger, distinguished professor in the Department of Grain Science and Industry at Kansas State University, pointed to a lag in attention to wheat protein.

"There is a vast store of information on the chemical composition of physical properties of wheat, but as yet there is mostly ignorance of why wheat proteins behave as they do," Dr. Shellenberger said. "All we know and have known for many, many years is that wheat proteins are different."

"Strangely enough, the recognition that wheat proteins are different has not been based on the wealth of scientific knowledge about the detailed composition and structure of the proteins. The proteins of wheat have been the subject of innumerable solubility studies following the work of Osborne. Various chromatographic and electrophoretic techniques, immunochemical studies, molecular weight determinations and electron microscope patterns

have been reported; yet none of these procedures specifically shows why wheat proteins are so very special. The peculiar properties are explained only by the fact that about 80% of the total wheat protein forms gluten and gluten contains gliadin and glutenin, a combination of constituents that provides the basis for the use in baked products.

"It is inescapable that wheat continues to be grown and occupies a special place both in our domestic economy and in foreign trade because of the special protein characteristics that make it uniquely acceptable for the preparation of food products. Considering the importance of the protein content of wheat, it might be expected that protein would overshadow all other considerations, commencing with the wheat breeding programs and continuing throughout marketing and eventual use. That, however, is not the case.

"A fair appraisal would be that little progress has been made in persuading the wheat plant to produce in the kernel proteins of improved quality or in greater abundance. The importance and significance of the protein in wheat does not receive the attention it should from wheat breeders, because protein, when obtained at the expense of yield, is objectionable to the wheat producer. Under present price support programs, a decrease in yield results in a decrease in income. In addition, protein content is not included in the official grade standards for wheat, and is given little consideration in formulating international wheat agreements.

"Yes, it is the amount and properties of the wheat protein that determine what food products can best be made from wheat.

"It, thus, becomes paramount that greater attention be focused on producing more and better quality protein in wheat. Protein is the dominant reason for the food or feed use of wheat and therein lies its uniqueness among all plant or animal materials.

"Nature has created in wheat a unique combination of proteins. Man has known for centuries how to make use of this uniqueness for his food uses. The urgent need now, before it is too late, is to build on the strength already achieved to create through research the quantity and nutritional quality of protein in wheat that will serve ideally the needs of man.

"Wheat utilization progress has been slow and only the surface has been scratched of what must be done to keep wheat products among the world's major food items. Everyone's support is needed for greater efforts toward wheat quality improvement."

(Continued on page 16)

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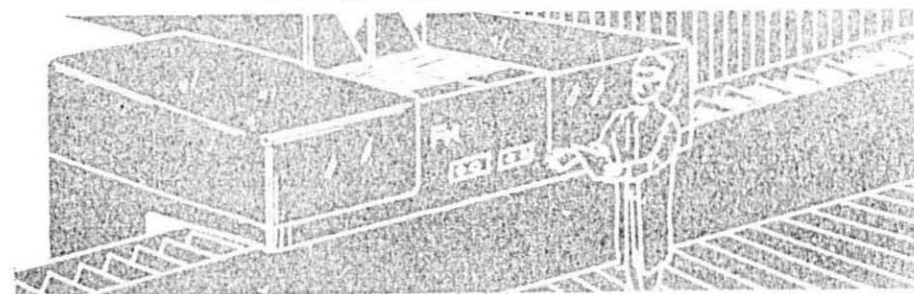
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The New Era of Growing Competition Confronting Wheat Foods

by Howard Lampman, Executive Director, Wheat Flour Institute,
at the Wheat Utilization Research Conference.

WHEN we mention competition, we presume the existence of a marketplace in which wheat producers, millers, bakers, pasta manufacturers, and others using wheat products, sell their foods. They compete with each other. They also compete with rival foods. And on the face of it, they or we, as the case may be, haven't been doing too well. Not too many weeks ago, domestic consumption figures were again revised downward—to a new, all-time low level of 113 pounds per person per year. Macaroni products continue to prove the only bright exception in the steadily declining picture of consumption.

Or, look at the dismal picture another way. Using 1911 as a base year with per capita consumption of all foods at 100—cereal products have now lost 32 per cent of their market. Potatoes fared worse—off 54 per cent. Meats, fish and poultry gained 27 per cent; dairy products 5.6 per cent; eggs 6.5 per cent; and fruits and vegetables increased 30 per cent in the same period.

We can explain this phenomenon somewhat glibly by pointing out that in an affluent society, such as ours, people eat more meat and less bread. But that isn't too satisfactory. We can say that bread, the principal product of wheat, hasn't changed much in the past six thousand years, and that pasta was supposedly introduced to Europe by Marco Polo in the 13th century. So our products are time-honored foods, but there's small comfort in mere age when the world keeps demanding foods that are new. We live in a new world and compete in a new kind of market. Let's examine it.

Many Motivations

People buy food for a variety of reasons—taste; convenience; availability; cultural or family tradition and personal habit; nutritional benefits and economy. If we use these reasons for purchase as a scale, we can rack up a high score for the products of wheat—perhaps a better total score than for any other group of food products.

Bread obviously has taste appeal, whether you prefer the bland flavor of the standard loaf or the wheatier specialty breads. Even the blandness of the standard loaf has advantages since



H. Howard Lampman

it permits you to taste the stronger flavor of spreads and fillings. And if you don't like the standard loaf, you can always buy a specialty bread.

Bread represents something of an ultimate in convenience, since you can eat it without heating, presliced, directly from its package.

Bread is readily available, perhaps more widely distributed in a multitude of forms than any other food.

Bread is a deeply imbedded part of our food habit patterns. It is highly nutritious and relatively low in cost. In addition to these attributes, bread is a go-together food supplementing many other items in preferred diet. In fact, properly presented, it might be said that no other food can match the appeal of breadstuffs.

Now, if bread has all these advantages, what are the competitive forces that appear to be slowly pushing us out of the marketplace and off the family table? To me, the answer seems quite obvious. The human stomach holds from two to five pints of bulk. If wheat foods gain, other foods lose. If other foods gain, wheat foods lose. The difference, it seems to me, lies in the strength and effectiveness of the marketing effort.

Series of Battles

To bring some order to the situation in my own mind, I have somewhat arbitrarily catalogued the competitive factors as a series of "battles." The analogy may be apropos, since if we are to keep or maintain our place in the market, we must engage in an all-out, full-scale, competitive war and prepare for a constant battle on all fronts. It is no longer possible to invent a better mousetrap and have the world beat a path to your door. The world doesn't care unless we make it care—and that step demands that we muster all the forces of modern marketing. Some of these forces are exerted on domestic sales, some worldwide.

Rival Products

Our first engagement is our battle with rival products—foods that might be substituted or exchanged for breads and other wheat products in the standard meal pattern, foods like rice, potatoes and corn—all perhaps more aggressively promoted than wheat products in many situations. I have heard a miller complain, for example, that the corn industry's foundation had persuaded two of his better customers that the substitution of some corn flour not only was cheaper than wheat flour but actually enhanced the taste.

On the export side, most of you attending this conference know more than I about CSM-Mix, Ceplapro and similar formulas of wheat, corn, soy and other ingredients blended as high-protein foods. Mention should also be made of fish protein concentrate as an additive to increase the protein value of bread at the sacrifice of some wheat flour. Or, bread made entirely without wheat flour, or bread that carries added proteins derived from petroleum.

Such products exist. They have been exhibited, publicized and oftentimes vigorously promoted as the answer to world food problems and protein needs.

In this day of technology, we find "milk" without cows, sugarless sweeteners, meatless hamburger. There is both a threat and a promise in such new developments. We may yet find wheatless bread on the market one day. But there's also a lesson in the experience of the potato industry, which is

enjoying an upward surge in the sale and consumption of instant forms. Technology can help as well as hurt us.

But I am more interested in the proportion of wheat found in the two-and-a-half tons of food eaten each year by the average family of four in the United States. Which brings me to another battle of the marketplace—the conflict of choice.

Conflict of Choice

In the past 30 years, the number of items in the supermarket has increased from about 800 to as many as 8,000. Bread and other products of wheat obviously gained more prominence among 800 items than among 8,000. And the majority of those 8,000 items are new and exciting while bread is taken for granted. The competing products clamor for attention, purchase and use in their prepackaged, preproportioned, premixed, convenient, easy-to-use, colorfully packaged form. In the past 30 years, the sale of convenience or partially processed foods has risen from 50 to 70 per cent of total store volume. While a loaf of baker's bread may be an ultimate in convenience, the impact of the trend on family flour is obvious.

Cost-Price Squeeze

As everyone is well aware, convenience foods cost more—and this brings us to another battle front. A decreasing proportion of the consumer dollar—now about 20 cents—is spent on food, and farmers, processors and bread manufacturers, and retailers as well, are all caught in a cost-price squeeze. In an effort to solve some of the problems of increasing labor cost, the baker turned to the technologists who developed highly automated machinery—like continuous mixing equipment. Then, in an effort to save some of that money for himself, the retailer bought the same equipment, so that he could offer the same bread under his own label at less price—without the burden of advertising and promotion. Or, sometimes the retailer contracts with a baker for bread production, and in effect sells the same bread in two different wrappers under different names.

At this time, almost half of all baked goods offered by chains sell under a private label, often as a "loss leader." You might say that this immense volume of bread, sold without advertising, tends to depreciate the total market since it rides on the promotion of advertised brands without carrying its fair share of the cost of merchandising pressure necessary to sell a food in today's market.

There are several aspects of the race toward mechanization that also work

to the competitive disadvantage of wheat foods. The distribution costs of the commercial baker continue along with his advertising, whereas the chain baker simply uses his own trucks to deliver his bread. Because the trucks are going to the retail outlets anyway, there is no charge for delivery or the pickup of "stales" added to the cost of the private label bread.

Thus the battle of distribution, serving the nation's almost 250,000 food stores, which sell more than four fifths of all flour in one form or another, has become all important in the competitive battle. Forty-seven per cent of sales are made through chain stores; 44 per cent through cooperative and voluntary chains, leaving the small balance to the corner grocery traditionally run by "mom" and "pop." The stress of distribution costs in the competitive situation actually limits the promotion of baked goods, since the wholesale baker must meet the price level set by chain store bread at the sacrifice of what might otherwise be spent for marketing.

Standardization

Another facet of mechanization of the milling and baking industries has been the standardization of bread and flour—consequently robbing both baker and miller of the most essential ingredient of marketing success—the claim to real or attributed product advantages. How can one brand of bread or flour be better than another if they look, taste and perform exactly alike? The only competition possible under these circumstances becomes one of price—with disastrous results.

Shelf Space

Another constant battle of any food product is competition for shelf space and position. Food retailers have become increasingly sophisticated in their approach to the allotment of space and position. They know that products displayed more prominently, at eye level, with larger areas of facings, sell in high volume. Naturally they tend to give their own private labels the advantage. They compute the value of such position in terms of "shelf rental." Even though the occasionally publicized fact that family flour helps sell other items used for home baking with consequent higher sales at the check-out counter, the shelf space devoted to family flour appears to be shrinking. After successful demonstration that a sandwich promotion increased sales storewide by 15 per cent or more, part of the record of Sandwich Month, there is evidence that space devoted to bread has increased.

Battle of Calories

There are many other considerations in today's system of marketing foods which bear on the struggle to sell those derived from wheat. One area might be called the battle of calories. Influenced by an almost constant campaign citing the hazards of overweight, an increasingly large proportion of our population worries about obesity, tries crash diets, buys low-calorie foods and attempts to manipulate weight. Unfortunately, largely because of nutritional ignorance, these people believe bread to be somehow peculiarly fattening. The result not only reduces the consumption of bread but also stigmatizes a worthy food product.

Nutrition is in itself a battle area—domestically where some baked foods are promoted on the basis of being nutritionally improved, and in foreign aid programs where the hue and cry is "protein." The fact remains that, if a product seems to require nutritional improvement, then logically it must be deficient to start with in some way. Such a conclusion is almost inescapable, and in some ways "nutritionally improved" foods tends only to depreciate those similar products not "improved."

It is difficult, indeed, to merchandise a high protein loaf of bread or wheat product without suggesting that all other breads and similar products are low in protein. In this fashion some of the technology that permits product improvement tends to depress the total sale of all wheat foods. And if all products of wheat are so improved, as with enriched bread and flour, then enrichment becomes standard, unexciting and works to no one's particular advantage. Yet the public health benefits of enrichment are almost incalculable.

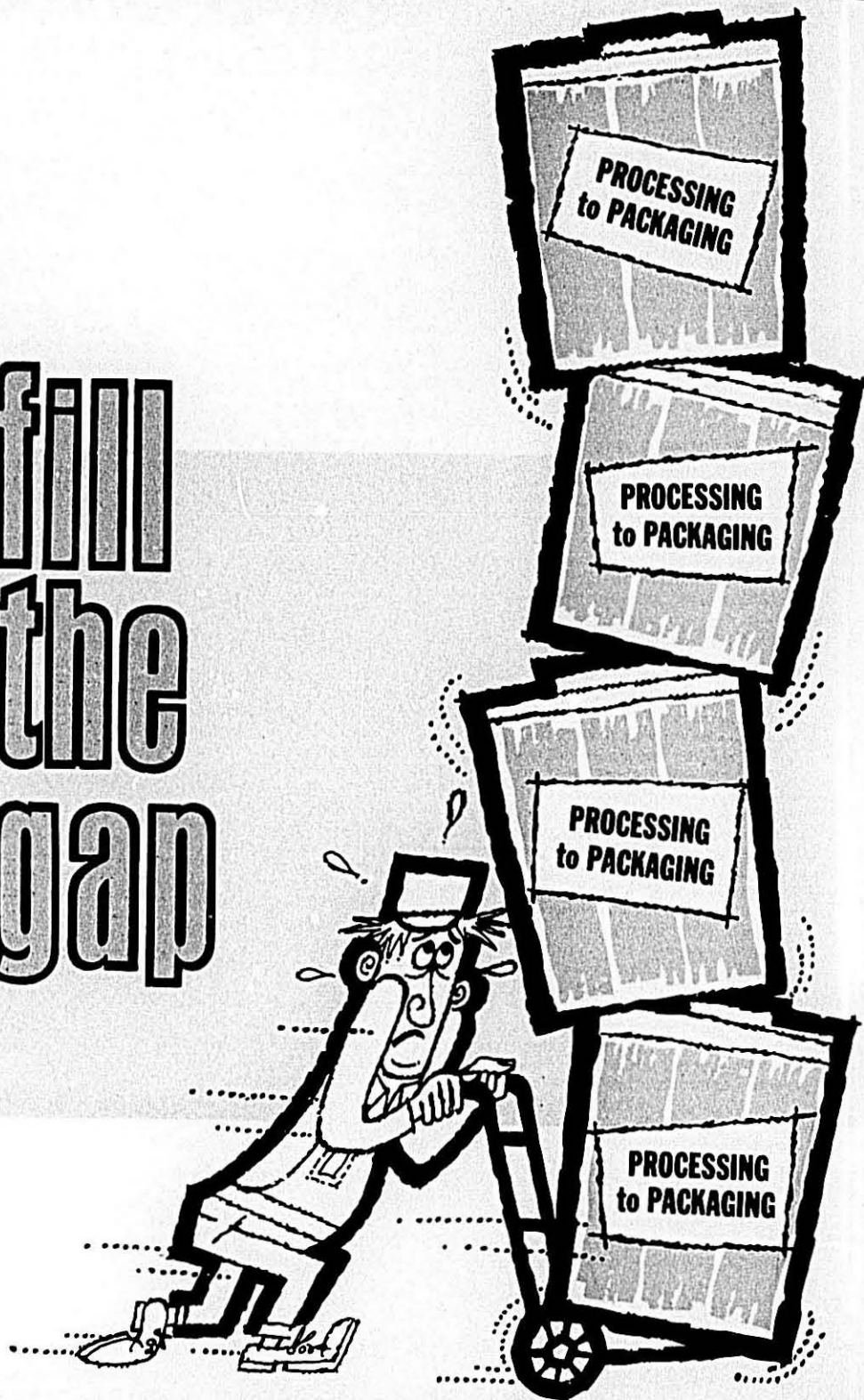
This is not to suggest that that effort toward product improvement be abandoned. Rather it should be intensified and applied to wheat products in such a way that it provides them with competitive advantages over non-wheat foods rather than against their own kind of foods.

New Products

This brings us to the battle of new product forms and product improvements, either in packaging or substance. The development of bulgur serves as a good example of what can be done to open vast new market areas. Or, the profusion of new wheat-based snack foods suggests that the trend is just beginning. Yet we should not rest easily in the mistaken notion that the same technology is not being applied to competitive foods. If anything, the

(Continued on page 16)

fill
the
gap

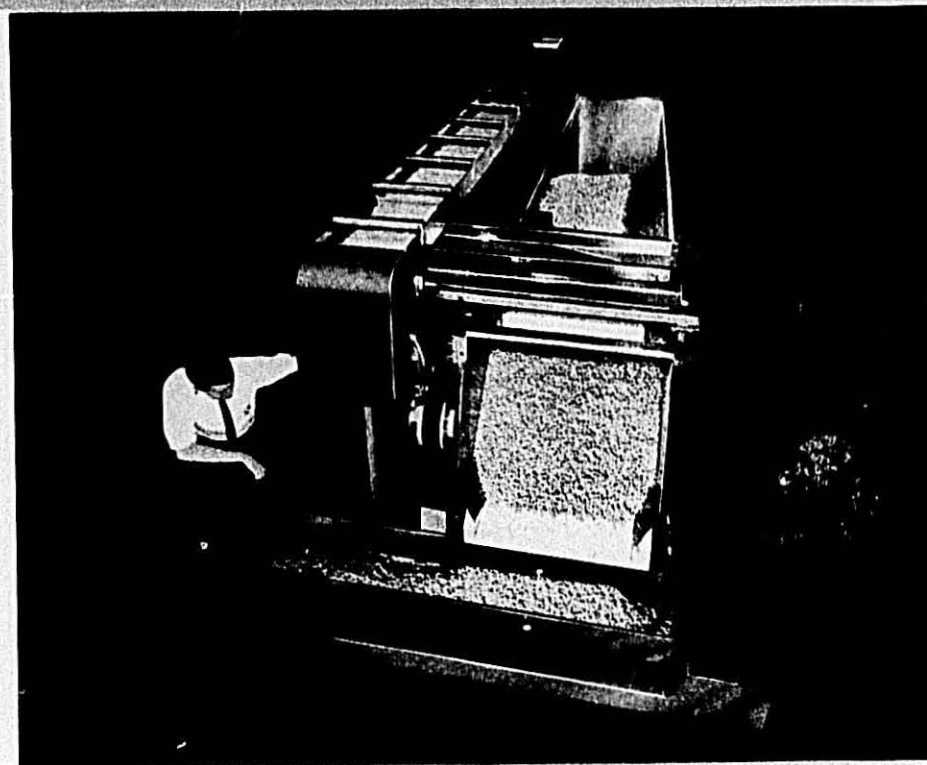


the gap —an unautomated interval between processing and packaging. A gap now cluttered with tote boxes, cans, racks, drums and handtrucks, creating unnecessary rehandling and confused scheduling. A gap with inherent inefficiency, costly breakage and degraded products.

Now you can eliminate expensive unneeded labor and recover valuable floor space with the:

ASEECO accumaveyor

The Accumaveyor is a Fully Automatic Surge Storage Unit for fragile, non-free flowing items. Product from processing is Accumulated into an electrically programmed moving storage that automatically compensates for surges and distributes to single or multiples of packaging lines "on demand."



Aseeco offers, without obligation, engineering services to aid in design and layout of conveying and storage systems, as well as installation service.

Find out what the Accumaveyor can do for you. Write or call for your nearest representative.

ASEECO CORP.

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Equipment Engineering

1830 W. OLYMPIC BOULEVARD
LOS ANGELES, CALIF. 90006
TELEPHONE (213) 385-9091

Growing Competition For Wheat—

(Continued from page 13)

wheat-oriented industries appear to be laggard in the race to find new outlets.

Advertising

Competition among foods shows up no more dramatically than in advertising. The magazine, "Advertising Age," reported in August that 125 top advertisers invested almost four-and-one-half billion dollars in all media in 1966—a 12 per cent increase over 1965. But only one of those 125 top advertisers was a baking company. Continental, ranked 85th with a 17 million dollar expenditure. Three milling companies were listed—General Mills ranked 22nd, with 54 million dollars; Pillsbury 45th with 30 million; and Quaker Oats 53rd with 26 million. National Biscuit Company was 33rd, spending 43 million dollars.

That may sound as though huge sums of money are being spent in behalf of wheaten foods in competition with other products offered in the supermarket. But there is what might be called a "joker" in the hand. Most of the advertising money spent by mills is devoted to the marketing of snack foods, breakfast cereals, mixes and other products, many of which have little or no wheat in them. Advertisers tend to put their money where their greatest profit lies. And think of the competition for consumer minds and money represented by the four-and-one-half billion dollars spent for advertising.

Retailers, however, tend to feature and merchandise those products which are advertised, and advertising volume in itself may be used as an index to the success of an industry or a company. On this basis one can only conclude that the products of wheat stand in dire need of advertising. It can be demonstrated that even a small investment in advertising pays off in greater sales, even for commodity foods featured without brand names.

Image

There is another battle area in the competitive struggle—an area more akin to psychological warfare. It is the battle for product prestige, stature or "image." One would think that any food called, "the staff of life," and named in the Lord's Prayer carried distinct advantages in competition with other foods. But the sale of flour is highest among low income groups and the curve of consumption declines as income rises. Bread consumption climbs until family income reaches the \$10,000 a year level, then drops sharply. Another survey indicated that among

adults bread was considered a "filler-upper," something good for children but of dubious value for grown-ups.

Baking company advertising reflects the situation since it is beamed primarily at the child market. Obviously one of the greatest problems we face is trying to make bread somehow as important as it was when it was named in the Lord's Prayer. Or, failing that, we must find some way of making it more important as a food that contributes to personal health, national welfare and the pleasure of eating.

Reaching Youth

Finally, a vignette of this rapidly changing market where foods compete for consumer favor. You've heard the often quoted statistic that half our present population is 25 years or younger. There are 63 million boys and girls under 14 years of age to whom one baker says he sells two million pounds of product every day. The under-thirty population group soon will dominate, if it doesn't already, our national life. Our marketing plans and methods of winning consumer favor competitively must be directed to the young, who do not conform to what we consider standards of today, either in thought or action. Pepsi Cola, you may have noticed, and many other advertisers are making a studied attempt to reach this younger generation.

How do you reach them with a product essentially as old as bread? Well, one way is to make macaroni, flour or bread into a product that is entirely new, because this market constantly seeks the "new." New sandwiches and recipes for new dishes are an example. There are many ways of reaching the market, and many manufacturers of precooked and prepackaged foods are succeeding in showing us how—in the form of processed potatoes, oven-ready pizzas, cake mixes, brown and serve rolls and convenience foods.

And More Change

And the market is about as static as a drop of water on a hot stove lid. Experts predict it will change as much in the next few years as in the preceding 50—which, you must admit marked a revolution insofar as food marketing is concerned. The big question, to me at least, and hopefully—to the others attending this conference—is: Will we be able to adapt our thinking and our products to the new market? We have the tools, I know—but will we be able to use them? Our competition is going to intensify rather than slacken. We must win all the competitive battles, every one of them, if we are to win the war.

Wheat Utilization Conference—

(Continued from page 10)

Competition for Spring Wheat

Dr. O. B. Jesness, head emeritus, Department of Agricultural Economics, Institute of Agriculture, University of Minnesota, addressed the conference on "Economics of Wheat in the North Central Great Plains." Dr. Jesness discussed some features of government wheat programs and pointed out that "government programs have recognized only in part the difference among classes of wheat." Adjustment programs have not been scaled very directly to the surplus situation of each class, he said.

"The present prospects for hard spring wheat do not include sizable expansion in the domestic market," Dr. Jesness said. He said that population increase rate has been slowing down during the past decade so "some optimistic guesses with respect to future numbers need to be revised." Hard winter will continue to be the principal wheat competitor of hard spring, he said, because "technological developments in milling and commercial baking tend to set a limit on the premium of hard spring over hard winter by facilitating substitution." Other farm enterprises also provide competition for spring and durum, he said, including vegetable oil crops and feed grains.

Export outlook for spring wheat is mixed, Dr. Jesness said. Western Europe is an important buyer, he said, but "the agricultural policy of the Common Market leads in the direction of increasing self-sufficiency in wheat."

Fish Protein Concentrate

"Wheat and cereals will remain the base of diets for many years to come, and many years will pass before tonnage of fish protein concentrate will make the slightest dent in wheat flour utilization," said E. R. Pariser, Avco Corporation, Wilmington, Mass., in his presentation on "Fish Protein Concentrates." FPC cannot be used by itself and "is just an additive," he said.

Citing some problems with the concentrate, Mr. Pariser said it does not hydrate easily and is sometimes difficult to suspend, it is gritty and sometimes has a slight odor and taste. Fish protein concentrate will provide a lb. of protein for 35 @ 45¢, he said, "much more expensive than had been anticipated before Food and Drug regulations about removing fluorides became known."

Potential for Growth of the Durum Industry

by Robert M. Green, Executive Secretary,
National Macaroni Manufacturers Association,

at the Fifth National Conference on Wheat Utilization Research

IF THE past is prologue, then the future is bright for the durum industry.

Going back some twenty years, the macaroni industry was calling for two million acres to be planted to durum to produce a crop of forty million bushels. Macaroni consumption had jumped during World War II because macaroni products were not rationed and meat required red ration stamps. Then with the end of hostilities in Europe, there was a lush export market for macaroni products going to Southern Europe, and this had many small plants working around the clock, accounting for a quarter of total industry production.

In the crop year 1946-47 production was 38 million bushels, with July 1 stocks just under five million bushels, giving a total supply of 41½ million bushels.

To stimulate grower interest in durum, the National Macaroni Manufacturers Association bought paid space in newspapers in the growing area and participated in the North Dakota State Durum Show by offering prizes and having its members attend the event.

Acreage did increase and production rose until the disastrous period in the early 50's when 15B rust devastated the crop.

Rust Epidemic

In the crop year 1953-54, less than 14 million bushels of durum were produced, and total supply was about 20 million bushels. The macaroni industry went on a blend of half durum/half bread wheat. The following year, less than five million bushels of durum were produced, and total supplies were under 10 million, so the industry went to three-quarters bread wheat and one-quarter durum.

A crash research program was showing signs of hope in the year 1955-56—with almost 20 million bushels produced, so the industry was back to a fifty/fifty blend, and by 1956-57 semblance of normalcy was restored with a crop of better than 38 million bushels.

Better than the recitation of any statistics, this experience in the 1950's proved that macaroni consumption went up or down with the availability of durum wheat.



Robert M. Green

Industry Promotion

By this time the industry's product promotional program was in high gear. It had been established in 1948 when the Marshall Plan went into effect cutting off the export market overnight. Instead, American funds for equipment and the purchase of American wheat aided the suffering Western Europeans.

But product promotion was not sufficient to offset the decline in quality, and consumption declined during the rust years.

Once consumption was on the increase again, the macaroni industry had problems of getting sufficient acreage, because growers who had had sad experiences with durum were not going back to it quickly enough, so there was a period of feast and famine with widely fluctuating prices.

While macaroni manufacturers want durum as their standard of quality and pay a premium for it, there is an economic point of no return where other wheats become substitutes in order to keep the price level competitive with other carbohydrate foods such as potatoes and rice.

The macaroni industry, then, was delighted when the development of export business for durum began with

efforts of the North Dakota State Wheat Commission and Great Plains Wheat, Inc. The sale to Russia of some 20 million bushels in 1964 seems to have been a turning-point. Since that time exports have ranged from almost 10 million bushels in 1965, to more than 33 million in 1966 and better than 47 million in the past crop year.

Export Potential

At a recent seminar at the Minneapolis Grain Exchange, Clifford Pulvermacher, Director of Procurement and Sales Division, Agricultural Stabilization and Conservation Services, said that exports of durum are expected to be off somewhat from last year. He pointed to the improved crop situation in North Africa and Western Europe affecting exports to Algeria and France. He also said that Argentine durums are expected to be available in larger quantities. Ben Nordemann of Continental Grain said that the main problem in durum exports was that Algeria did not like us any more. But then there were reports that Algeria came into the market for some five million bushels.

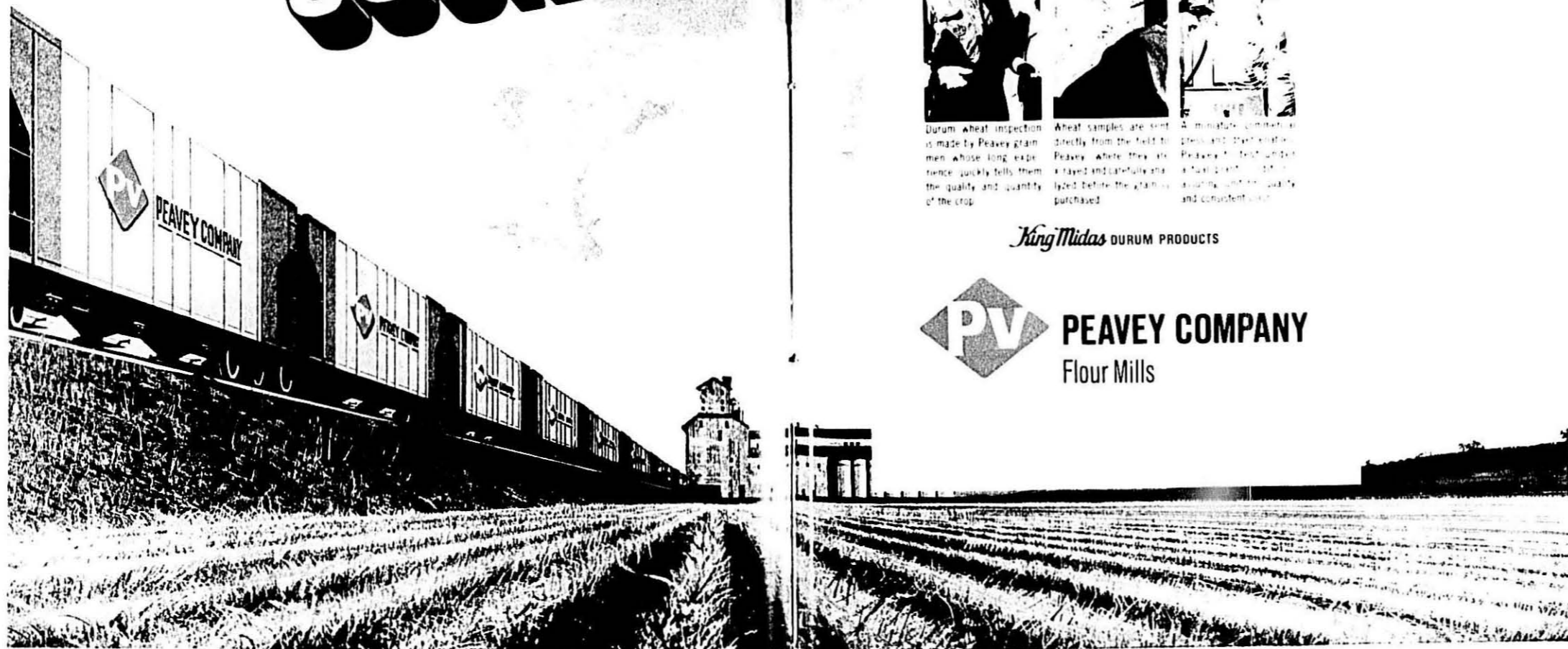
Japan and certain Western European countries hold the best potential for modest increases for U. S. durum. The Department of Agriculture, through the subsidy program, is making every effort to maximize Asian dollar exports.

At the Durum Show two years ago, Dan Amstutz of Cargill, Inc. made the statement that to develop desired foreign markets, we must first be recognized as a consistent and regular supplier. We cannot be in and out of the market. Secondly, we must be competitive on quality, and it was apparent that foreign buyers didn't think our kernel size was large enough although we had excellent color. Finally, said Mr. Amstutz, the third necessary factor to develop foreign outlets was that we had to be competitive in price. In addition to the United States, Canada, Argentina and normally North Africa have supplies to sell to the only one notable import area, Western Europe.

Canada produces as much durum as we do, and their domestic industry is only a tenth the size of ours, so 90 per cent of their production must go to export channels. As regular suppliers,

(Continued from page 20)

PEAVEY COUNTRY



Wherever the
sun shines
on durum wheat
you'll find the
Peavey symbol

Peavey is strategically located in the heart of North Dakota's durum wheat fields. Selecting, testing, processing the finest durum wheat products for the macaroni industry.



Durum wheat inspection is made by Peavey grain men whose long experience quickly tells them the quality and quantity of the crop.

Wheat samples are sent directly from the field to Peavey where they are saved and carefully analyzed before the grain is purchased.

A miniature commercial press and stacker at Peavey's test plant assures uniform quality and consistent color.

King Midas DURUM PRODUCTS



PEAVEY COMPANY
Flour Mills

Potential for Growth—

(Continued from page 17)

they know and want to keep their export business. We got our foot in the door largely because of their huge commitments to Russia and China for large volumes of all wheats that curbed their ability to meet increasing demands in Europe.

It is interesting to note that while our exports of durum are on the rise, the exports of macaroni are on the decline. Back in 1958, macaroni exports just about offset imports at around seven million pounds per year. Since that time, exports have declined to slightly less than two million pounds, but imports have increased to over 13 million pounds—much of this from Canada where wheat and labor costs are lower and where the markets of New England and Western New York State offer as many macaroni consumers as the whole of Canada.

Domestic Consumption Rises

Domestic consumption of macaroni continues to rise. The Super Market Sales Manual prepared by Chain Store Age in July, 1967 reported that macaroni products continued a ten-year upward swing in 1966. The category posted an eight per cent increase over 1965 in dollar volume (54 per cent better than 1962) to reach an all-time high of \$172,600,000.

Food Topics, in their annual survey of Consumer Expenditures for Grocery Products, sets the total value of domestic consumption of macaroni products at \$432,250,000. They say that some 68 per cent going to institutional and industrial uses. Their surveys show an increase in macaroni products sales volume of 4.9 per cent in 1966, 4.2 in 1965, 3.5 in 1964, 5.5 in 1963 and 6.5 in 1962. This is considerably better than the annual rate of total personal consumption expenditures for all food, which runs around 2.4 per cent.

This increase is accounted for by the continuing popularity of dry macaroni products, the introduction of combination dinners or dinner bases in packaged form, and the rise of ethnic foods in frozen form with such Italian specialties as lasagna, manicotti, and cavatelli, plus the old standbys of spaghetti with meat sauce and macaroni and cheese.

Elements of Success

An economic study of the macaroni industry by an important research organization recently observed that: The manufacture of macaroni products involves a relatively simple processing of materials that can be obtained from well established sources of supply. The

major requirements for success in this industry are efficiency in processing operations, proficiency in marketing, and the ability to develop new products and to introduce them to the markets.

To date the industry has been doing an excellent job, so the future for the durum industry looks good. This year intentions to plant durum were the largest on record since 1949. Acreage was closer to 3,000,000 than to 2,000,000. The October 1 estimate sets production at 68,860,000 bushels; not bad for a crop that was buried at least twice; with late spring planting, and drought through a long hot summer.

The durum mill grind for the first eight months of 1967 is running 4.8 per cent ahead of a year ago.

Doughboy Quits Durum Milling

Doughboy Industries, Inc., of New Richmond, Wisconsin, highly diversified company which grew from a small, bread flour mill operation, is going out of the milling business, it was disclosed December 7.

The company has been producing semolina for spaghetti and macaroni manufacturers around the nation, but that production will cease when present contracts are filled. This should be within the next three months or less.

The action was announced by James H. Buell, President and Chief Executive Officer of the company, who said the milling facilities would be offered for sale or lease.

The withdrawal of Doughboy from the milling scene was approved by the company's Board of Directors, Buell said, and the plan had been under consideration for some time.

Buell made it clear that the closing of the mill will not affect the Doughboy Formula Feeds plants in New Richmond, Wisconsin and Ames, Iowa.

"Going out of the milling business is a simple matter of economics," Buell said. "We do not feel that it satisfies our requirements for growth and return on investment."

The company has produced durum flour and semolina for more than two decades and before that the mill made bread flour for the bakery trade and the consuming public. Raymond R. Wentzel is Vice President of the division and he is directing the phasing-out activities.

Doughboy is active in many other manufacturing fields including packaging machinery, swimming pools, printing, turkey and poultry processing, food products, publications and electronics. It also has special research and development projects involving combustion engines and carburetion systems.

Durum Milling Units from the Northwestern Miller

State	No.	Capacity Cwts.
Minnesota	4	18,000
New York	1	4,600
North Dakota	1	4,000
Washington	2	7,000
Wisconsin	2	9,700
	10	43,300

International Milling Gains

International Milling, diversified Minneapolis food and feed processor, achieved record sales and a ten per cent gain in earnings according to the firm's annual report.

Consolidated net earnings in the 1967 fiscal year were \$5,000,000 while net earnings for 1966 were \$4,621,000.

Earnings per common share, after payment of preferred dividends, were \$1.94 as compared to \$1.80 for the prior fiscal year.

As previously announced, International Milling also recorded a new high in sales with a figure of \$374,373,000 for the 1967 fiscal year which ended Aug. 31. This figure compares to \$353,490,000 from the previous fiscal year, an increase of six per cent.

Year-end working capital also set a company record at \$53,700,896, up from \$34,879,196 the previous year.

Zerega Officials

A. Zerega's Sons, Inc. of 20-01 Broadway, Fair Lawn, New Jersey, the oldest and one of the largest macaroni manufacturers in the United States announced at a recent meeting of the board of directors the election of the following officers:

Antoni Z. Vermylen, Chairman; Paul A. Vermylen, President; Louis C. Galasso, Vice President; Donald A. Zierold, Secretary-Treasurer.

The present chairman and president are respectively grandson and great grandson of the founder, Antoine Zerega, who established A. Zerega's Sons, Inc. in Brooklyn in 1848.

Symposium

The Central States Section of the American Association of Cereal Chemists will sponsor their ninth annual Symposium on February 16 & 17 in St. Louis.

Discussions will be on "Infestation and Microbiological Control of Cereals and Cereal Products." Contact is Thomas Kichline, Monsanto Company, 800 North Lindbergh, St. Louis, Missouri 63166, telephone area 314-694-4434.

CEREAL TECHNOLOGY FACILITIES EXPANDED AT NORTH DAKOTA STATE UNIVERSITY

Plant breeding facilities and work in cereal technology has been expanded at the North Dakota State University at Fargo, through enlarged facilities of greenhouses and almost doubling the size of the Cereal Technology building. At the recent National Conference on Wheat Utilization Research, a tour was taken of the improved facilities. These pictures were taken at that time.



A. David Walsh drapes spaghetti on rods to test commercial quality of a new wheat variety.



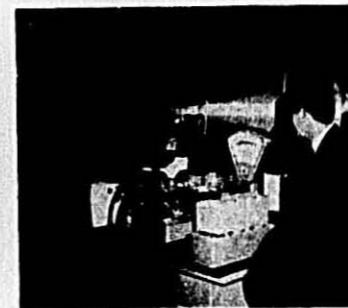
B. Myron Boeder pours semolina into experimental continuous press with vacuum.



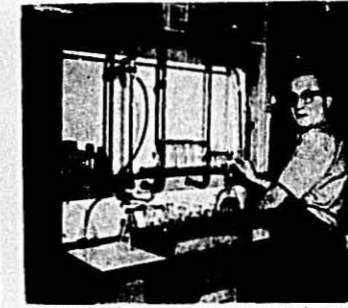
C. Mrs. Dianne Thompson runs fat tests in the Lipids Laboratory.



D. Vernon L. Youngs does research on component parts of wheat in basic studies.



E. Visitors examine Farinograph in Cereal Technology Department.



F. Bill Rumpka is set up to run protein tests.



G. Karl Luchen and Ken Lebsack, plant breeders, check a hybrid cross.



H. Dick Froberg, hard red spring wheat breeder, looks over some stock.



I. Dr. Shivcharan Maan examines a wheat hybrid.

new

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

NEW TYPE HIGH SPEED CYCLO-MIXER

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

NEW TYPE FLOUR FEED SYSTEM

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

NEW TYPE WATER FEED SYSTEM

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

NEW TWIN HEAD DIE

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

NEW CUTTING DEVICE SYSTEM

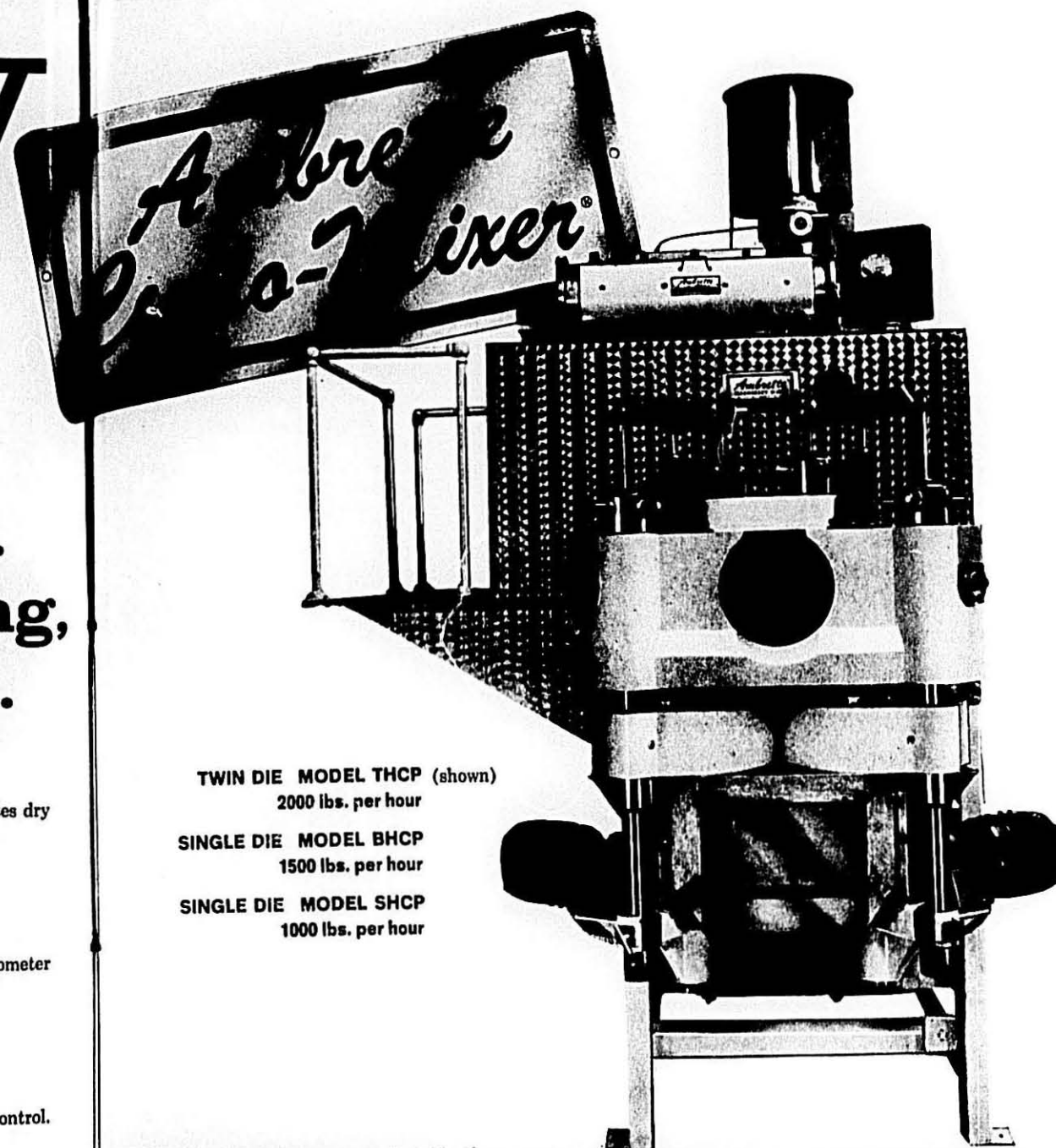
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

NEW TYPE SCREW FORCE FEEDER SYSTEM

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

NEW TYPE EXTRUSION SCREW AND ANTI-FRICTIONAL METAL LINER

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



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

SINGLE DIE MODEL BHCP
1500 lbs. per hour

SINGLE DIE MODEL SHCP
1000 lbs. per hour

For detailed information write to:

AMBRETTE MACHINERY CORPORATION

Snack-A-Roni

An entirely new way of preparing egg noodles has been developed by the National Macaroni Institute. Crisp and crunchy, the noodles make a sweet—but not too sweet—snack.

Any one of several kinds of egg noodles can be used to make this intriguingly different sweet snack. Wide noodles, or those called wide-wide or dumplings, or even egg noodle bows could be used.

The noodles are cooked in boiling water, then drained and fried in deep fat. The crisp noodles are then sprinkled or shaken in a bag with confectioners sugar. An alternate would be a mixture of cinnamon and sugar. Crisp, and not too sweet, these "Snack-A-Roni" are delicious with tea or coffee, with fruit or ice cream. They serve equally well between meals and at dessert time.

Egg Noodles "Snack-A-Roni"

(Makes about 2½ quarts, loosely packed)

1 tablespoon salt
3 quarts boiling water
8 ounces wide egg noodles
(or egg noodle bows or egg noodle dumplings)
Hot salad oil for deep frying
Confectioners sugar

Add salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain again.

Separate any noodles which may cling together and drop a few at a time into hot fat (375°). Deep fry just enough at one time to cover bottom of fry basket or fryer. Fry about 3 minutes or until evenly and lightly browned. If necessary, separate noodles while frying. Spread on paper towels to drain. Sprinkle, or shake in paper bag, with confectioners sugar. (Or shake with mixture of cinnamon and granulated sugar). Serve with coffee or tea, fruit or ice cream.

Variation

As a variation of the Egg Noodles "Snack-A-Roni" recipe, here is another unusual new snack food made from—of all things—spaghetti. The spaghetti is cooked as usual; then, after draining, it is fried in deep fat. The spaghetti is twisted into amusing shapes as it fries. A sprinkle of salt and dill weed is the finishing touch. Or if preferred, onion salt is the zesty seasoning. This fun-to-eat, crunchy accompaniment to cold drinks is shown on our Front Cover this month.



Spaghetti "Snack-A-Roni"

(Makes about 4 quarts, loosely packed)
1 tablespoon salt
3 quarts boiling water
8 ounces spaghetti, broken in half
Hot salad oil for deep frying
Salt and dill weed

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. Rinse with cold water; drain again.

Separate pieces of spaghetti which may cling together and drop a few at a time into hot fat (375°). Deep fry just enough at one time to cover bottom of fry basket or fryer. Fry about 3 minutes or until evenly and lightly browned. If necessary, separate spaghetti pieces while frying. Spread on paper towels to drain. Sprinkle with salt and dill weed. (Or sprinkle with onion salt only.) Serve with choice of cold beverages.

Warning: When you think you've made enough, make that much more. The appealing shapes, delightful crunch and tangy flavor are reasons why this unusual snack food will disappear quickly. If there's any left over, store in a tightly covered container.



Let Your Eyes Taste

Simonetta, born a duchess in Italy, is now a world-famous clothes designer and author of "A Snob in the Kitchen." Don't be put off by the put on title. At a recent press conference she said, in answer to a question about rich foods, "Just eat one thing . . . but that should be very good."

Another observation: "Eat with your eyes and then your taste."

Here are two samples from her book. They are chic rather than classic.

Cognac Sauce for Spaghetti (Makes four servings)

¾ cup butter
¼ cup cognac
4 or 5 drops Tabasco sauce
20 drops Worcestershire sauce
¼ teaspoon white pepper
¼ teaspoon black pepper
1 chili pepper
4 tablespoons sour cream

Melt the butter in a small saucepan, being careful not to overheat it. Stir in and mix well half the cognac, followed by the Tabasco, Worcestershire, and black and white pepper. Continue stirring while you add the chili pepper, cut in half, followed by the sour cream. Go on stirring, taking great care that the sauce never boils.

Save the remaining cognac to thin the sauce minutes before the spaghetti is cooked and ready.

Hobo Salad (Makes four servings)

1 can white beans
2 tablespoons oil
4 tablespoons good caviar
juice of half a lemon

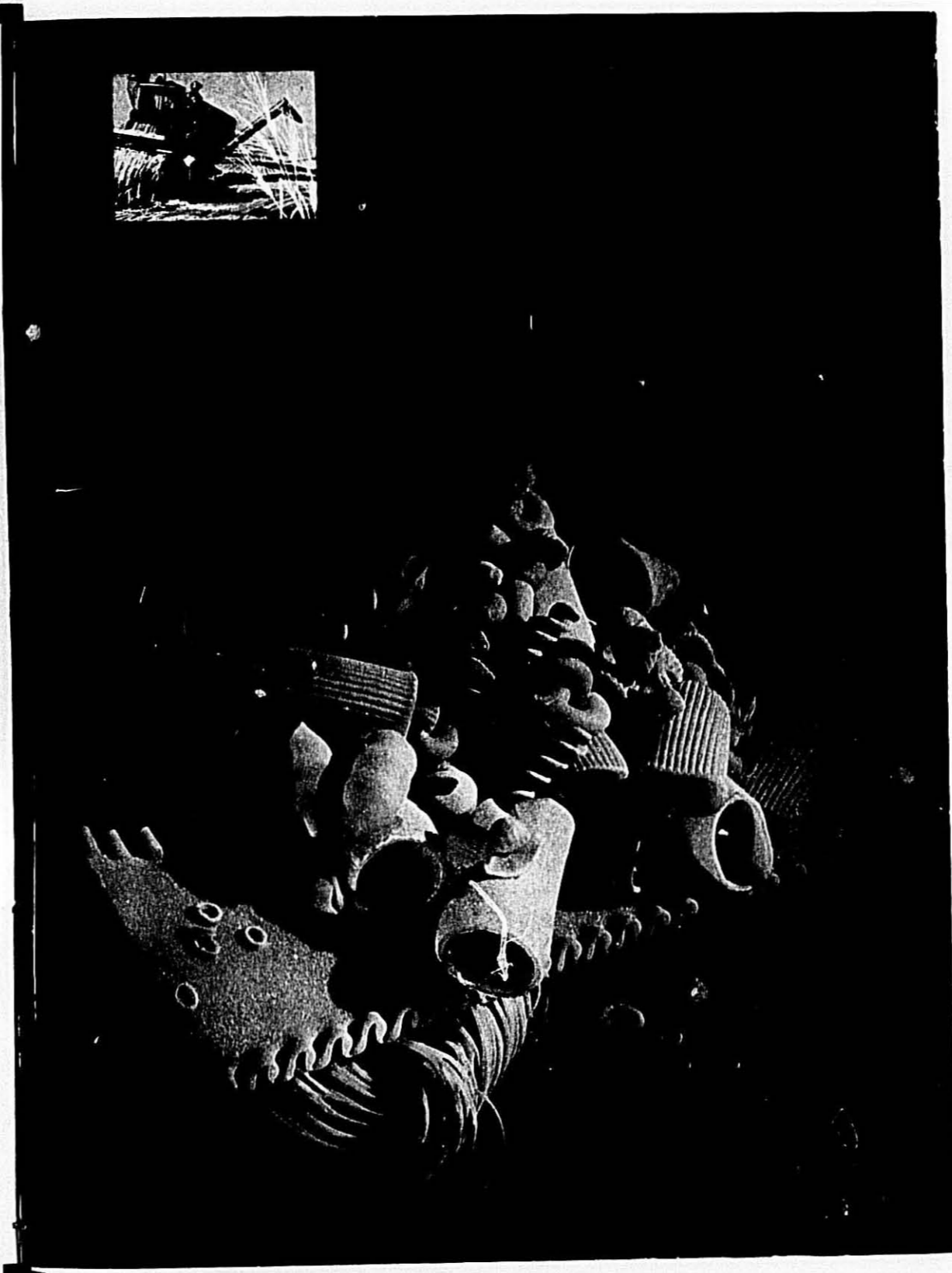
Strain the beans well, then mix them with the oil. Heat them in a pan just a little, so they are tepid, then turn them into a glass bowl. Mix the caviar with the lemon juice, very gently, and then fold it carefully into the beans. Serve tepid.

Vermicelli is not more than 0.06 inches in diameter.

Buitoni Tests Toastable Pizza

Buitoni Foods Corp. of South Hackensack, New Jersey has put into test markets a frozen pizza which can be heated in a toaster. Albany, New York and Scranton, Pennsylvania are the test markets.

Each one-pound package contains six round frozen cheese pizzas. Retail price will be 79¢. If successful, the product's distribution will be expanded to Buitoni's present markets along the Eastern seaboard and in Chicago.



GMA Elects Officers

Harrison F. Dunning, president and chief executive officer of Scott Paper Company, was elected chairman of Grocery Manufacturers of America, Inc. for the coming year during the association's 59th Annual Meeting held at the Waldorf-Astoria Hotel.

Mr. Dunning, who has long been active in GMA, was named to the post by the association's board of directors. He has served as vice chairman during the past two years. GMA is composed of small, medium and large manufacturers and processors who produce the great majority of advertised packaged products sold in the nation's supermarkets.

A leading spokesman for the grocery manufacturing industry, Mr. Dunning has been president of Scott Paper Company since April, 1962. He was named chief executive officer of the company in November, 1966. He joined the company in 1935 and rose through a variety of posts and departments. He was elected to the Board of Directors in 1957 and in 1960 was named executive vice president of marketing, the position he held until assuming the office of president, succeeding Thomas B. McCabe who became chairman of the board.

Other Officers

Elected as vice chairman of GMA for the coming year was Donald M. Kendall, president PepsiCo, Inc.

Other officers elected were: Treasurer, Ralph A. Hart, chairman, Heublein, Inc.; Secretary, Lyle C. Roll, president, Kellogg Company.

George W. Koch was reelected president of GMA. Other staff positions filled by the board were the reelection of Karl G. Heinze as executive vice president and Frank T. Diersen as general counsel.

Among directors elected for three-year terms are H. M. Cleaves, General Foods Corp.; A. N. MacFarlane, Corn Products Co., and Robert D. Stuart, Jr., Quaker Oats Co. Among holdover members of the board are Lee S. Bickmore, National Biscuit Co.; R. Hal Dean, Ralston Purina Co.; E. J. Hekman, Keebler Co.; Robert J. Keith, The Pillsbury Co.; General E. W. Rawlings, General Mills, Inc., and Lloyd E. Skinner, Skinner Macaroni Co.

Food Distribution in 1977

"During the next decade the most important challenge facing men in top distribution management will be their capacity for flexibility and long-range planning," Bert L. Thomas, president,



Harrison F. Dunning

Winn-Dixie Stores, said in discussing "Food Distribution in 1977."

Mr. Thomas said that "Constant improvement by business with the results passed on to the public in terms of higher standards of living is our only assurance of continued approbation in the face of efforts toward a welfare state."

Costs and Computers

In examining likely changes to be expected in food distribution during the next decade, Mr. Thomas predicted that "We will see a continued upward cost spiral, primarily resulting from increased labor costs. Governmental action could well cause the minimum wage level to be in the \$2.50 per hour range."

Mr. Thomas foresaw computers in control of "most facets of distribution—resulting in faster action, better control and more accuracy." He said that to support progress through the use of computers "our great need will be for faster, more accurate and more economical audio and visual communications—by telephone, micro-wave or radio—hooked directly to the computer." He added that "Proper use of fast communications and an adequate computer system will greatly reduce warehouse inventories, facilitate inventory control and speed up warehouse operations, resulting in quicker, more accurate and better service to the customer."

Mr. Thomas said that this better service would be provided through greater use of specialized containers in transport, mammoth cargo jets and improve packaging.

Referring to food delivery to point of sale, Mr. Thomas doubted "That stores can long afford the cost or the inconvenience of store-door delivery service unless some special characteristic of

the product requires special treatment." He said that "Strictly speaking, any item the chain can buy in carload or truckload quantities should move directly from manufacturing plant to the chain warehouses."

Need Qualified Personnel

"The future of distribution is going to largely depend on attracting highly qualified young men into the field of distribution," Mr. Thomas said. He declared that the job of Distribution Manager "has been dignified and better compensated during the past ten years."

Predicting challenges of the next decade, Mr. Thomas said: "Government regulations will result in increasing lack of flexibility in our operations. Greater overtime penalties, shorter work week, restrictions regarding merger or consolidation, more controls at all levels, higher wages, more exhaustive and lengthy investigations, and submission of more detailed operating reports to Washington will be common practice."

Woman of Tomorrow

Taking the pulse of the woman of tomorrow, Florence W. Goldin, vice president of Grey Advertising, Inc., predicted that in the decades ahead leading to the year 2000 "comparatives like 'food every bit as good as mother used to cook' will have little or no meaning."

Describing the woman of tomorrow with a talk titled "What Will She Look Like, Wear, Eat, Do Tomorrow?", Mrs. Goldin told the 59th Annual Meeting of the Grocery Manufacturers of America, Inc., that there will be "no praise for Mom after a super dinner, just three resounding hurrahs for the great food processor."

Female Syndrome

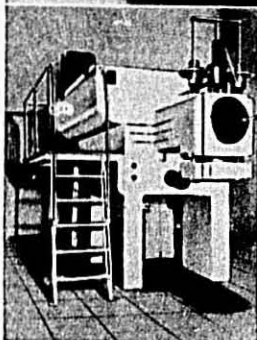
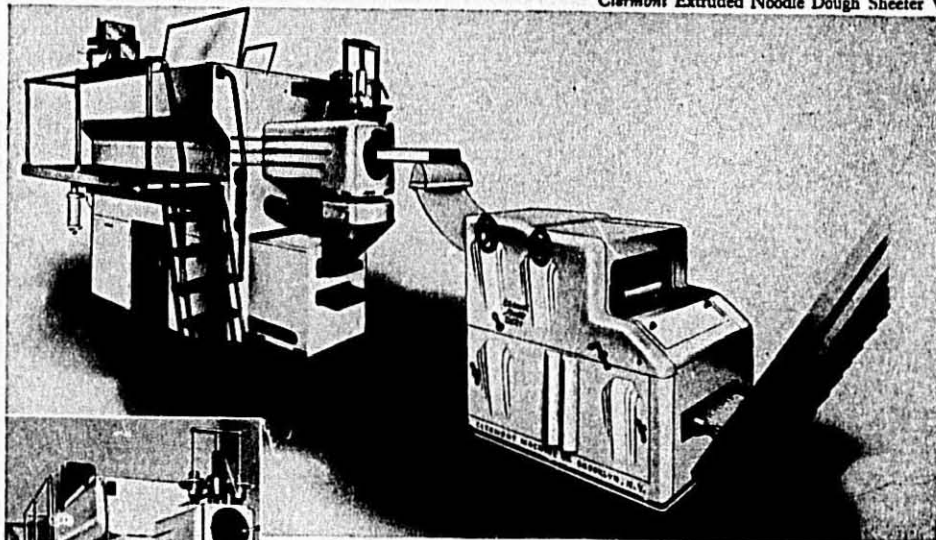
"We're moving into a decade where sociologists and psychologists may be as important to product development as chemists, nutrition experts, home economists and engineers," Mrs. Goldin said. "A 'new' product ingredient that may make millions in the year 2000 could well turn out to be the 'female syndrome.' This would be a miraculous formulation of psychological understanding of what turns a woman on, what involves her, what gives her some show-off scope in the use of a packaged product or an automated appliance."

Mrs. Goldin called upon food manufacturers and processors and equipment manufacturers to plan together for the convenience of the housewife in the kitchen.

(Continued on page 30)

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

Clermont Extruded Noodle Dough Sheeter VMP-3



VMP-3 with short cut attachment.

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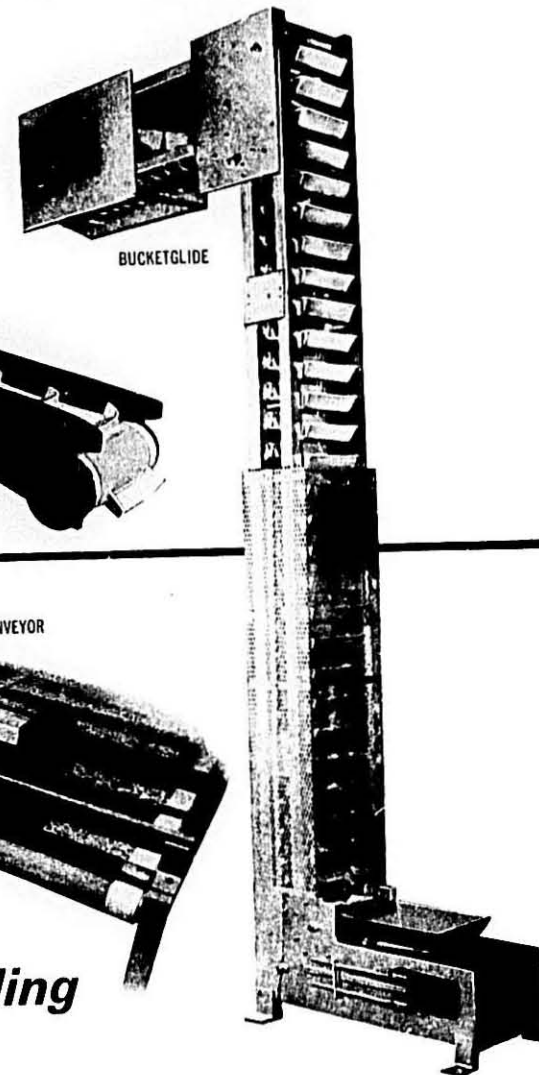
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Women of Tomorrow—

(Continued from page 27)

"Despite problems, high costs and disappointing setbacks, dehydration and freeze-drying hold such tempting promise that they must be pursued," she said. "If and when these processes do get off the ground in force, the entire principle of food storage and preparation is bound to change. New foods should mean smaller ice boxes with new kinds of dry storage compartments."

New Semantics

Mrs. Goldin noted that "One of the implications in all this is that the language of the marketbasket, of home-making, of food and of cookery is due for review and radical overhauling." She added that "it should be one language and planning for it ought to be going on right now. Once again we should be approaching this in 'think tank' terms with an interdisciplinary attack on new semantics for the women of the seventies."

"An effective think team for this vital subject as it affects our part of the economy should include super marketers, linguists, service book editors, woman's page editors, along with producers of the new foods and appliances," Mrs. Goldin said.

Mrs. Goldin called upon the food manufacturers "to rebuild the next decade around the mirages to come—but with a human equatio." She told them to "add some women to your group think teams. Add the feel, the tingle, the femaleness that is the key factor of woman's contribution. Have your precise calculations, but build in as alternatives the risks, the challenges, the warm glow that we gals get from giving it our all."

The General Store— Past and Future

The general store is both a thing of the past and a thing of the future, Donald S. Perkins, president, Jewel Companies, Inc. told the 59th Annual Meeting of Grocery Manufacturers of America, Inc.

"Although retail food sales should exceed \$100 billion within the next ten years, I believe that the trends toward combination stores are so strong that it will become increasingly hard to know what food sales are by analyzing the sales of something we have in the past called a supermarket," Mr. Perkins said.

"We anticipate a continuing trend of a smaller part of the consumer's disposable income going for food con-

sumed at home and more going for other goods and services," Mr. Perkins continued.

Consumers have responded to the integration of promotional food and general merchandise stores, and everywhere we do business they keep telling us by the way they spend their money that they like one-stop shopping even better than one-stop shopping, he reported.

Noting that combination stores are an important factor in pleasing consumers, he said that in new market areas his company has been less successful in building solo food stores than stores where food is sold in conjunction with a promotional general merchandise unit.

Business Challenges

Citing similarities between retailing and manufacturing companies, Mr. Perkins named four common challenges confronting business today:

1. We are all trying to please the consumer and earn his or her loyalty in ever-increasing share;
2. We are all trying to learn more about the consumer in a consistent and timely fashion to the benefit of that consumer and our individual businesses;
3. We are all trying to attract, develop and motivate outstanding people who will do a better job in the future of anticipating and meeting changes in consumer desires and needs better than we are doing today;
4. We are all adjusting to the pressures of governmental agencies and to capital requirements as we implement our growth plans."

Difficult Localizing

One of the weaknesses of chain store operations in the past has been the inability of chain store operators to localize each store to appropriately serve its neighborhood, he said.

"Whether we are thinking in terms of sausage, lipstick, or women's dresses, in every business we're in, future growth will belong to the retailer who knows and uses the best and most current information about customers near each individual outlet," he said.

"For the first time in our history we will shortly have up-to-date information on the movement of items by store. We will have available in our computer a profile of each of our stores," he said.

This, in turn, will mean looking to manufacturers for accurate and detailed information on who uses a product, where they live, and when they are buying, he pointed out.

Congressmen Caution On Consumeritis

Congressional spokesmen appearing on a panel at Grocery Manufacturers of America, Inc., 59th Annual Meeting agreed that the nation's food and grocery manufacturers and processors must launch a long-range research program to provide answers to public policy questions raised about their industry.

In remarks made at a special consumer issues and answers forum, Rep. Horace R. Kornegay (D-N.C.) said that food and grocery manufacturers "must begin looking ahead, anticipating, and wherever possible, eliminating and alleviating those marketing ills and abuses which can result in even greater consumer relations crises for various segments of the consumer product industry."

The North Carolina Congressman added that "failure to do so will jeopardize the future of your companies, your industry and our economy."

On Advertising

Referring to criticism of industry advertising and marketing techniques, Rep. Clarence J. Brown (R-Ohio) said such attacks must be "effectively answered or far-reaching legal and regulatory curbs are sure to be placed on our present marketing and advertising system."

"The advertising aspects of this free market system are now in danger of being smothered by restrictive Federal laws and regulations," Rep. Brown declared. "It can survive if American industry recognizes its responsibilities and interests which, when all is said and done, should reflect and encompass the larger interests of the Nation's consuming public."

No Passing Fancy

Rep. Graham Purcell, Jr., (D-Tex.) said that "consumerism is not a passing political fancy—it isn't going the way of the hula hoop or the miniskirt after the 1968 elections, or the 1970 elections, or after the 1972 elections, regardless of which party ends up controlling the Executive and legislative branches of government any of these years."

The Texas Congressman added that "the food and grocery industry along with other consumer industries, will in the long run serve not only the interests of the general economy, but of themselves, by investing such resources as are needed to prevent and cure consumer problems at their inception."

"As long as I have a want, I have a reason for living. Satisfaction is death."

—H. Wheeler Robinson

THE MACARONI JOURNAL

With An Eye To Beauty

The Prince Macaroni Manufacturing Co. has been honored by the Associated Industries of Massachusetts and the Committee for the Governor's Conference on Natural Beauty for its "distinguished achievement" in enhancing the natural beauty of its main factory here.

The plaque awarded to Prince was one of 19 given in a statewide search for companies that have accepted and successfully met the challenge of the growing campaign to preserve and develop the nation's natural beauty. It was presented to the Prince company at the 52nd annual meeting and industrial conference of Associated Industries of Massachusetts in Boston.

Letter From First Lady

Prince's drive to make its Lowell plant a place of beauty has been a long-time, special interest of Joseph Pellegrino, company president. The plant is situated in what is commonly called a "blighted" area. Through the meticulous cultivation of lawns and flower gardens, establishment of water fountains, other statuary art and benches for the use and enjoyment of the general public as well as its hundreds of employees, Pellegrino has transformed the site into what Mrs. Lyndon B. Johnson has described as an "oasis of beauty."

Besides setting up a greenhouse where plantings and flowers are grown for the plant site as well as given free to neighboring private homes, Pellegrino has also provided funds and labor to clean up a once trash-choked creek that borders the factory grounds, neatly pave its steep banks with cobblestones, and help transform nearby vacant lots into inviting playgrounds for children of the neighborhood.

The company is currently in the process of expanding The Grotto, its famed restaurant on the plant site, and developing a special garden to include picturesque pathways flanked by stone walls, flower beds and sculpture.

Prince Marketing Appointments

Prince Macaroni Manufacturing Co. has announced the appointment of T. J. Settanny as Vice President-Marketing & Sales, and Conrad Lundell as Eastern Regional Sales Manager. Both positions are newly created.

Settanny joined the company in 1961 as national sales director and moved up to vice president-sales two years later. In his new position he will initiate, direct and coordinate the marketing, sales and advertising plans for the seven



Anthony Cantella (right), vice president and assistant to the president of Prince Macaroni Mfg. Co., Lowell, Mass., accepts plaque in behalf of his company which was named a winner in state-wide plant beautification competition. Presentation is being made by Robert L. Yosi, Commissioner of the Massachusetts Department of Natural Resources.

Prince grocery divisions in the United States and in Puerto Rico, and the company's institutional division.

Lundell has been sales manager of the New England division since 1961. His responsibility has now been extended to include the Metropolitan New York division and its upstate New York division based in Rochester. Sal Cardinale is general manager of the Metro division; Joseph Meisenzahl is president and general manager of the Rochester operation.

The appointments were announced by Joseph P. Pellegrino, executive vice president, at the annual meeting of Prince division officials in Lowell last week.

Canepa Co-Ordinator

Mr. Jesse Flanery has been appointed to a newly created post of Sales Co-ordinator at the John B. Canepa Co. makers of Red Cross Macaroni Products. Mr. Flanery, until recently was Canepa's Southern Sales Director in Memphis.

He will be stationed in Chicago at Canepa's headquarters. His duties will cover general sales planning and co-ordination of territorial sales efforts.

Canepa Expands Markets, Media

The John B. Canepa Co., makers of Red Cross Macaroni Products, recently added radio to newspaper and at the

same time added three new markets to their advertising schedule.

The macaroni firm, founded in Chicago in 1860, is currently using a theme of "practice makes perfect" based on the firm's 107 years of production.

Advertising schedules are appearing in Chicago, Peoria, Indianapolis, Louisville, Memphis and Nashville. Lillienfeld & Co., Chicago is the advertising agency.

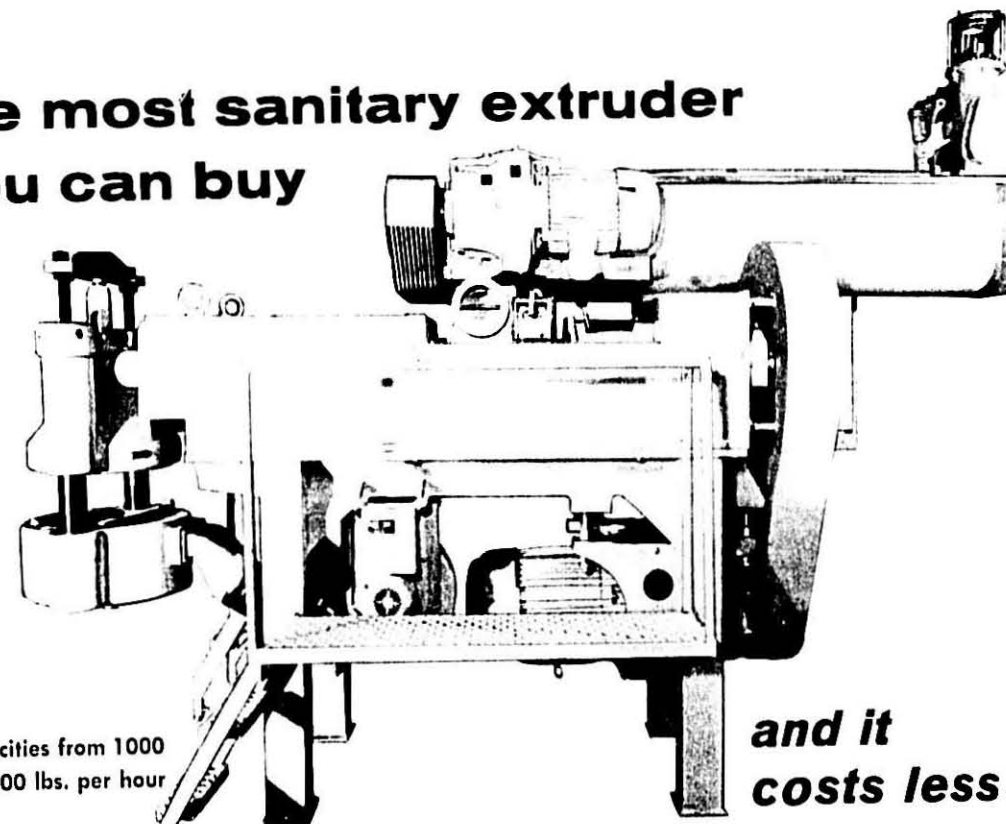
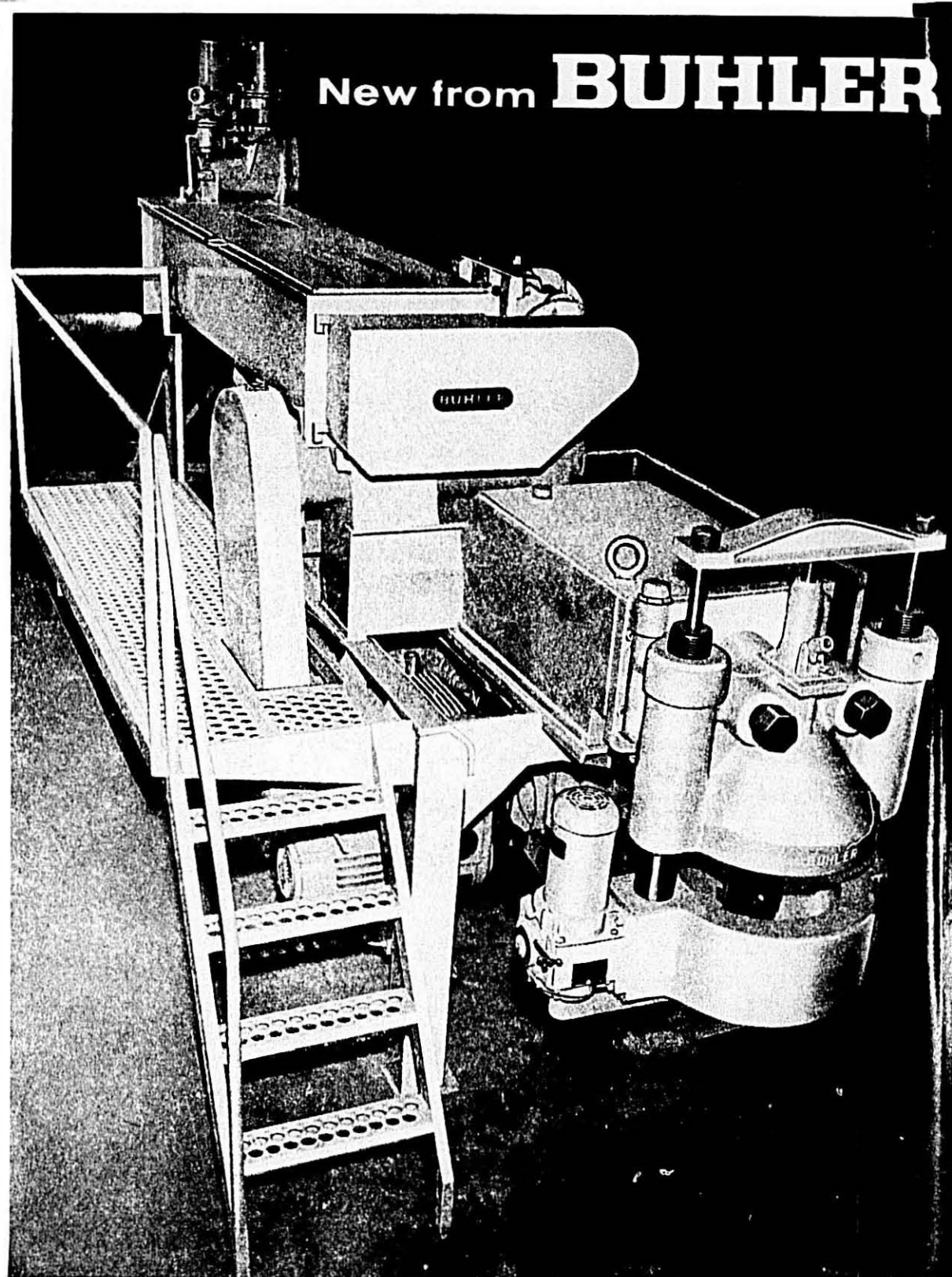
San Giorgio TV Commercial Wins Award

Judges of the 17th Annual Baltimore Art Directors awards competition have selected a television commercial produced for San Giorgio Macaroni, Inc. as "Best of Show." The 30-second commercial featuring San Giorgio Spaghetti with the theme, "People should stick together . . . not spaghetti" was also a first place winner at best TV commercial under 1-minute in length.

The San Giorgio commercial was chosen from a field of approximately 50 entries by a panel of distinguished judges representing the creative Executives of several large New York advertising agencies and Television Film Production firms.

The commercial was conceived by W. B. Doner, Inc. of Baltimore, San Giorgio's Advertising agency and is currently running in a heavy television schedule on Baltimore, Washington and numerous television stations.

New from **BUHLER**... the most sanitary extruder
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SUPER SANITARY. Frame and elements are completely re-arranged to provide the most sanitary Extruder on the market. Structural members are completely enclosed, while motors and drives are in the open, fully accessible. Chain guards are open at bottom so dust falls through, can't accumulate. Inside, the one-piece mixing trough has smooth, rounded corners with no place where dough can lodge.

ACCURATE BLENDING. Screw feeder keeps uniform flow of both dry and liquid materials moving to mixer. Composition of the extruded product doesn't vary.

SINGLE MIXER. Just one large double-shaft mixer. You can easily inspect mixture at any time. No

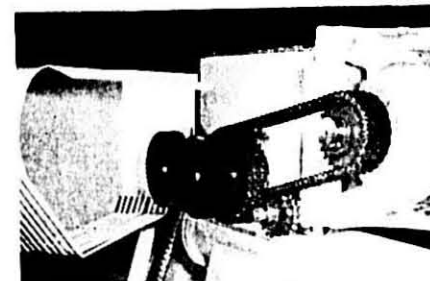
complicated vacuum sealing system needed for flour feed and mixer.

POSITIVE FEED. Keeps steady flow moving through vacuum chamber into extrusion elements. You can process dough as soft or hard as you wish.

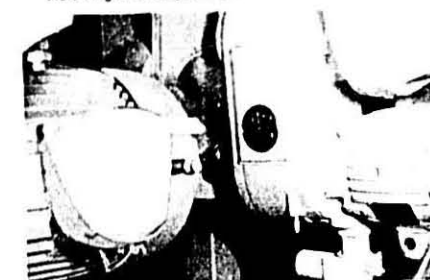
EFFICIENT VACUUM. Product is completely de-aerated in vacuum chamber between mixer and extrusion elements. Produces fine-textured dough and lets you operate with moisture content between 28 and 35%. Since new design virtually eliminates leakage, the Buhler Extruder needs but 1/3 the vacuum pumping capacity of others... while maintaining a higher vacuum.

U.S.-BUILT DRIVES. Mixer, vacuum system, extrusion elements, etc. are made in Switzerland, but all motors, sprockets, chains, and electrical controls are standard components available throughout the U.S.

For full information on new TPR Extruder or other Buhler food processing equipment, write or call Buhler today!



Note hinged chain guard on mixer drive



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Anticipated Demands for Food and Feed Grains

by Carl C. Farrington, Vice President, Development, Archer Daniels Midland Company, at the Crop Quality Council's Crop Production Conference.

ALITTLE over a year ago we were hearing many predictions that the world was headed for a food crisis—that the population explosion had outrun the world's ability to produce food; we were told that the U. S. should eliminate all restraints on food production and gear up to ship much larger quantities of food abroad.

It was pointed out—and properly so—that our surpluses of food and feed grains had been used up and 1967 carry-over stocks of grains would fall below desirable levels. They did fall below desirable levels but not as much below as had been anticipated. Wheat stocks declined from 535 million bushels to 426 million but not to less than 400 million as many expected. Feed grain stocks went down from 42 million tons to 37 million tons, but not down to the predicted 25 million tons.

Grain prices advanced sharply in July, August and September 1966 and then began to falter and eventually to decline. In a reverse seasonal pattern, the highest prices for the year occurred in the first quarter and the lowest prices in the last quarter. Currently grain prices generally are about where they were in 1965 and well below the false-signal prices recorded in the summer and fall of 1966. The result is that many people who "missed the market" in 1966 or who were lured or decided on their own to expand production in 1967 in anticipation of good prices are disappointed—to say the least. There are many expressions of dissatisfaction and betrayal coming from producers. The Congress and the Secretary of Agriculture are under pressure to do something to bolster farm prices. Various administrative actions are being taken and Congressional price-boosting proposals—mostly in the name of reserves—have resulted.

What Happened?

A natural question is "what happened?" First, of course, production of grains in 1966 turned out much larger than anticipated. The USSR had record grain crops. Crops were good in Eastern Europe. The Canadian and Australian wheat crops exceeded previous records by wide margins. We had a good wheat crop and record corn, grain sorghum, and rice crops in the U. S. On the other hand, there was some curtailment of



Carl C. Farrington

foreign aid shipments as we sought to conserve our dwindling supplies and to promote more self-help in the developing countries and more multi-national aid from the developed countries.

USDA estimates world production of wheat, rye, corn, oats, and barley in 1966 at 679 million tons compared with 623 million tons in 1965 and a 1960-64 average of 590 million tons. Production of these grains in 1966 exceeded 1965 production by 9 per cent and 1960-64 average production by 15 per cent. Total stocks of these grains in exporting countries, which had been declining since 1961, again started upward in 1967 and on July 1, 1967 totaled 101 million tons compared with 99 million tons a year earlier even though stocks in the U. S. were below 1966 levels.

Increase in 1967

For 1967 a further increase in grain production is in prospect. Production in Russia, Canada, and Australia will be less than the records reached in 1966. These reductions, however, will be more than offset by the record wheat, corn, grain sorghum and rice crops in the U. S., record grain crops in the EEC, and much better crops in India, in the Mediterranean countries and Argentina.

U. S. grain faces tough competition in export markets in the current (1967-68) marketing year. The 21-cent higher minimum international wheat agree-

ment price negotiated so cavalierly in the 1965-66 marketing year and scheduled to go into effect next July is already being severely tested and frequently undercut. The export goal of 750 million bushels of wheat announced by the Secretary of Agriculture for 1967-68 will be difficult to reach and will require much more liberal foreign aid shipments than we had last year. Corn exports may recover a part of the export markets lost last year to lower-priced U. S. grain sorghums and larger 1966 crops of corn in South Africa, Argentina, Brazil, Mexico, Romania, Yugoslavia, and other areas. Grain sorghum exports probably will decrease this year in view of the changed price relationship between corn and grain sorghums. Barley and oats exports will continue at rather low levels. Soybean exports are expected to resume their upward trend after being held almost stationary last year by the availability of large supplies of lower-priced oils and oilseeds—particularly sunflower seed from the USSR.

Buyer's Market

In short—for 1967-68 at least, we have a buyer's market with tough competition for the commercial markets of the world and the prospect of a significant increase in carryover stocks of grain in 1968 in the U. S. and in the world. It should be pointed out, however, that stocks will still be well below the record levels of the early 60s.

But to a research and extension group, the longer-term outlook is probably of greater importance than the nearby situation.

In this area also, there appears to have been some shift in the weight of evidence over the last year. A year ago much was being said about limited food production capabilities abroad, the need for all-out production in the developed countries, and crash programs to achieve birth control in the developing countries.

Feeling of Confidence

Today I sense a feeling of much greater confidence that food production can be greatly increased in the developing countries and that we can look forward to less and less starvation and malnutrition rather than more. The job will be difficult but it can be done without,

over the next 15 years at least, straining the food production and export capabilities of the U. S. and other developed countries.

Opinions in this area vary widely, however. The report on the World Food Situation released last month by the Food and Agriculture Organization of the United Nations stated that the world war on hunger has received a massive setback in the last two years. The years referred to are 1965 and 1966. The conclusions reached relate largely to the food situation in the less developed countries and are heavily influenced by the severe loss of production in India in 1965 and 1966 as a result of serious droughts over several states in India. The conclusions might have been somewhat different if the statistics had been brought up to date. In 1967 grain production in India is expected to be around 95 million tons compared with production of about 72 million tons in 1966 and a previous record production of 89 million tons in 1964.

Based on the figures used in this report, the Director General of FAO stated that, in spite of all the efforts now being made, time is still needed for the agriculture revolution in the developing countries to gather momentum. That time must be bought by control on the one hand and assistance from the rich nations on the other, and that if widespread hunger is to be avoided, there must be much more international cooperation together with "vastly increased" international assistance to the poor nations.

President's Panel

The Panel on the World Food Supply of the President's Science Advisory Committee in its report made in May, 1967 reached the following four basic conclusions:

1. The scale, severity, and duration of the world food problem are so great that a massive, long-range, innovative effort unprecedented in human history will be required to master it.
2. The solution of the problem that will exist after about 1985 demands that programs of population control be initiated now. For the immediate future, the food supply is critical.
3. Food supply is directly related to agricultural development and, in turn, agricultural development and overall economic development are critically inter-dependent in the hungry countries.
4. A strategy for attacking the world food problem will, of necessity, encompass the entire foreign economic assistance effort

of the United States in concert with other developed countries, voluntary institutions, and international organizations."

A Different Conclusion

Somewhat different conclusions as to the magnitude of world food needs and U. S. report probabilities may be drawn from a report published in August, 1967 by the Economic Research Service of the U. S. Department of Agriculture. This is Foreign Agricultural Economic Report No. 35 entitled "World Food Situation—Prospects for World Grain Production, Consumption, and Trade."

In this report an effort is made to estimate world production, consumption, and foreign trade in grains for 1970 and 1980 using various assumptions as to world population, production trends, and per capita consumption in developed countries, less developed countries, and communist Asia.

I will not attempt to describe or summarize all of the assumptions and estimates. This report indicates, however, that with only moderate improvement in the less developed countries in the rate of growth in grain production (3.1 per cent per year compared with 2.6 per cent realized between 1954 and 1966) and allowing for a slowly increasing per capita rate of consumption, grain import requirements of these countries will total about 31 million tons in 1970 and 52 million tons in 1980 compared with 29 million tons imported in 1964-65.

World grain consumption is estimated at about 1,034 million metric tons in 1970 and 1,314 million metric tons in 1980, compared with production levels of about 879 million metric tons in 1964 and 809 million metric tons in 1959 and 1960.

Of Significance To Us

Of great significance to us are the figures shown for the United States in connection with these projects. U. S. grain production is estimated at 217 million tons in 1970 and about 280 million tons in 1980 compared with 1964 production of 160 million tons and 1959-60 production of 170 million tons. To produce these quantities of grain at the assumed yields would require only 158 million acres in 1970 and 165 million acres in 1980, compared with 150 million acres harvested in 1964 and about 183 million acres harvested in 1959-60.

An interesting coincidence is that in 1967 we almost reached the projected 1970 production estimate and we are harvesting an acreage of grain equal to the acreage projected for 1980 to supply the estimated requirements for U. S.

grain that year. The latest estimates are that the U. S. produced 207 million metric tons of grain in 1967 from 165 million harvested acres.

U.S. net exports of grain are projected at about 55 million tons in 1970 and 74 million tons in 1980, compared with 38 million tons in 1964-65.

Per-Acre Yields

Crucial to all of these projections and of major interest to us as agriculturists and extension workers is the question of per-acre yields.

In 1954 grain yields in the United States averaged about 0.7 of a metric ton per acre. Ten years later, in 1964, they averaged just over 1 metric ton per acre. In 1967 a new record of about 1 1/4 metric tons per acre is being established. The projected yield for 1970 is 1.37 metric tons per acre. For 1980 the projected yield is almost 1.7 metric tons per acre. In terms of 56 pound bushels this is equivalent to about 67 bushels per acre. For individual crops the projected yields for 1980 probably would be in the neighborhood of 33 bushels of wheat; 100 bushels of corn; 60 bushels of oats; 50 bushels of barley and 62 bushels of grain sorghums. At least, these are approximately the projections made for the National Advisory Commission on Food and Fiber in a study made by Dr. Earl Heady and his associates at Iowa State University, and they produced an aggregate result similar to the results indicated in the USDA study.

A comparable improvement in per acre yields will be necessary in the developing countries. The USDA study indicates production in the developing countries with a moderate improvement over historic trends in production capability will total about 400 million tons in 1980 compared with about 255 million tons in 1964 or an increase of 57 per cent. It is unlikely that much additional land will be brought under production in these countries over the next 13 years. Therefore, most of this improvement, if it comes, must be in per acre yields. To quote the President's Science Advisory Committee "Major emphasis must be given to increasing productivity of land if the world food needs are to be met in the immediate future."

Many Problems

Achievement of the required increases in yields presents many problems but they can be solved if in the developing countries there is a will to solve them and if the U. S. and other developed countries provide enlightened and sustained assistance. We already

(Continued on page 36)

Anticipated Demands For Grain—

(Continued from page 35)

have examples which point the way—from Japan, Mexico, Taiwan, Israel, and other countries that have achieved rapid increases in yields and production; from the International Rice Research Institute in the Philippines, The International Center for Corn and Wheat Improvement of Mexico City, and the Inter-American Institute for Agricultural Research in Costa Rica; and the recent introduction of Mexican dwarf wheats in India and Pakistan.

It has been estimated that by 1980 the world will need 112 million tons of fertilizer annually, compared with about 38 million tons consumed in 1964 and planned expansions that could provide a total of about 76 million tons by 1972. Large water control projects will be required to provide irrigation in some areas and flood control or drainage in other areas. Farm supply, credit, and processing and distribution facilities will be required almost everywhere. But perhaps the greatest need of all is proper incentives to producers and the know-how that can be provided only from local research institutions and demonstration projects.

The steps required have been well stated in the reports of the President's Science Advisory Committee and the National Advisory Commission on Food and Fiber and in other documents. I will not take time to restate them here. Substantial improvements have been made in our agricultural assistance programs as a result of the 1966 amendments to P.L. 480—The Agricultural Trade Development and Assistance Act of 1954.

Long-Time Trends

Before signing off, however, I do want to summarize what some of the long-time trends appear to be and what they may mean to the research and extension workers and others attending this conference.

Both the recent U.S.D.A. report and studies made for the Food and Fiber Commission indicate that through 1980, at least, we will have reserve capacity for the production of grains and other major field crops. This appears to be the case in spite of the fact that there seems to be a good prospect that markets for the U. S. grain will be 65 to 70 per cent greater in 1980 than they were in 1964-65. Much of this increase, of course, will be for home use but our export markets will continue to expand if (1) we are aggressive competitors and (2) the developing countries, with our help, can step up their economic growth at a rate moderately greater

than the rate achieved during the past 15 years.

To continue as aggressive competitors in commercial export markets requires that there be no slackening in our efforts to continue the rapid rate of improvement in production efficiency that we have achieved over the last 15 years through seed improvement, cultural practices, disease and pest control, optimum use of fertilizer, automation, economies of scale, management techniques, and all the other facets of production efficiency.

To continue as aggressive competitors also means that insofar as possible we make the most economic allocation of productive resources, i.e. producing crops in the areas where they can be grown most economically; using for pasture, forestry, recreation, etc. those areas that will not be needed over the next 15 years at least, for crop production; substitution of capital inputs for labor inputs where economically feasible; and making optimum use of borrowed capital.

To continue as aggressive competitors likewise, requires competitive pricing and avoidance or minimum use of fixed price formulas, historical price concepts, export subsidies, and international trade restrictions.

Recommendations

These were some of the considerations we, who were members of the Food and Fiber Commission, had in mind when, among other things, we recommended:

1. Increased dependence on competitive market forces to establish prices and allocate resources.
2. Establishing loan rates for export crops moderately below a moving average of world prices.
3. Use of direct payments when necessary to supplement the market income obtainable by adequately sized efficiently operated farms.
4. Increased use of long-term land-use adjustment contracts and less dependence on costly annual acreage diversion programs.
5. Supplanting the parity price concept with a parity income concept predicated on returns to labor, capital, and management used in farm production comparable with the returns on such resources used in other parts of the economy.
6. Stabilizing market supplies to a degree by strategic reserves and carryover stocks that would increase in years of high yields or reduced demand and decrease in years of low yields or unanticipated demands but would not in-

hibit long-term upward or downward price trends.

7. Greatly increased efforts to develop additional sources of income in rural areas and to improve educational opportunities and social services in rural communities.
8. Continued support of agricultural research, teaching and extension.

Scientists Needed

There is one other area of concern and opportunity that I want to mention in closing, as we look ahead at food and feed needs over the next 15 years. This is the need for increasing numbers of scientists with an agricultural background and orientation. The need will be great for our own research and educational institutions, on our farms, and in our vast agricultural processing distribution and farm supply industries. The need and opportunity will also be great in the developing countries for long-term assignments in helping them to develop their own research institutions, extension services and processing and farm supply industries. As the PSAC pointed out "ability to find answers through basic and adaptive research and through technological innovation within a country is distinctly different from already knowing the answers." They also stated that the "scarcest and most needed resource in the developing countries is the scientific technical and managerial skill needed for systematic orderly decision making and implementation." In this connection, the Food and Fiber Commission recommended that the U. S. strengthen the partnerships between U. S. and foreign universities and training facilities as the best way to promote high-quality research and education in the areas where it will do the most good—the developing countries themselves; and that since technical assistance must be a long-term effort, the U. S. Government should organize and fund its technical assistance program for efficient long-term operations.

We are part of a growth industry with great responsibilities and opportunities ahead.

"Life always gets harder toward the summit—the cold increases, responsibility increases."

—Friedrich Nietzsche

Extra Dividend at GSP

Grocery Store Products Co. declared an extra dividend of 20 cents, plus the regular quarterly of 30 cents, both payable Dec. 13 to holders of Dec. 1.

A similar extra was paid in December, 1966.



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RESEARCH BEFORE YOU SELL

This is No. 37 of 48 Sales Training Articles

FRED MAYERSON, who handled an exclusive women's apparel line, couldn't convince a certain department store to buy resort clothing.

"This is a small town," the buyer argued. "Our customers don't go to places where they need fashionable play attire."

So Fred got his usual order on stock items, thanked the buyer and said goodbye. But he didn't leave town right away.

For the next three days he prowled around the local newspaper office and visited the only two travel agencies in the community.

Fred then returned to the department store buyer.

"I have some news for you," he told that individual. "Last year more than 300 women in this town took their vacations in such places as Florida, the Bahamas, Jamaica and Puerto Rico."

What Fred had done was quite simple. He searched the social columns of the newspaper for vacation tidbits. From the travel agency he acquired still more information about the leisure habits of local citizens.

He had found that a good potential market for resort wear was being missed by the department store. The women were probably buying this type of clothing elsewhere, perhaps at the resorts where they paid more.

This was startling to the buyer and he said so. He also gave Fred a modest but encouraging order for vacation apparel. The order increased substantially in the following years as the store enjoyed phenomenal success with the line.

Research Pays Off

The point of this story is to show you that research pays off. Often an alert salesman can uncover a market for a

prospect by diligently exploring the possibilities for consumer use of the product.

Many buyers are very conservative until they see the light. It's up to you to turn it on for them. A prospect may not realize there are people clamoring to buy your merchandise if given the opportunity.

A pet food salesman, for example, may discover how many dog owners there are in a community simply by checking with city hall. This news would be of great interest to supermarket operators and grocers.

A hardware salesman may dig out the facts on the number of do-it-yourself addicts in a particular locality. Such information is available if you tap the right source.

A friend of mine, Jeff Corbin, sold a higher priced line of women's handbags. He couldn't get to first base in one store.

"Your line is too rich for my blood," said the buyer.

Jeff made a survey and found that 48 stores, with roughly the same class of customers, bought his firm's handbags and enjoyed a rapid turnover with them. He laid this information in front of the recalcitrant buyer, who agreed to give the product a trial run. That was seven years ago and that store is now one of Jeff's leading customers.

I also have known salesmen who made on-the-spot surveys of a dealer's customers as they shopped in the store. They then presented their findings to buyers, who handed out orders in return. One salesman, for example, sampled 252 women in one day on their preference in lipstick. The evidence was so much in his favor that the store increased its order of his brand of lipstick by one-half.

Brand Research

The salesman has a responsibility to know as much as possible about both his own and the competition's product. This requires research also. In some cases, the company will have this data for its salesmen.

But in many instances you will have to collect this information yourself.

If, for example, you are a linen salesman, you should know the strong and weak points of both your and your competitor's product. Prospects also are interested in such points as stitching, durability, absorbency and origin of the raw material. You should also know how the product is made.

Or supposing you sell tea or coffee. You should be aware of how your product is processed and manufactured, how it differs from competitors' products and how it rates with consumers throughout the country.

An insurance salesman must know the benefits of his plan from A to Z, plus its advantages over other plans.

All this involves research. The more you do, the better chance you have of making sales and getting repeat orders. Sometimes the digging for these facts is tedious and the urge to chuck the task for the golf course is tempting. But if you ignore this temptation and concentrate on your work, you will have a great deal more time for golfing and other recreation in future years. This will be the time when you will be able to look back on your research as an activity which put you in the top selling bracket. A lot of successful men today literally took customers away from their competitors because they learned the importance of researching before selling.

A friend of mine, Greg Marvin, became his firm's No. 1 salesman largely through his research. Greg, who sells ballpoint pens and pencils, personally interviews business offices in various localities for their preferences in pens. He also finds out what qualities business personnel demand in a pen. The findings have been favorable to Greg's product, a fact which he makes clear to dealers.

To carry out this somewhat extensive research project, Greg enlists the aid of his firm's office staff. Headquarters is glad to comply with his requests for direct mail help in the survey.

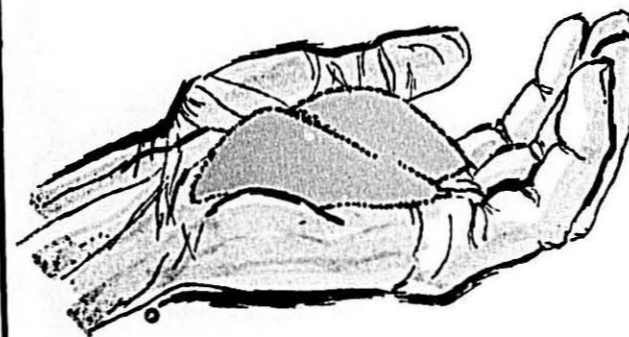
(Continued on page 40)



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DURUM DIVISION

Greg's sales manager told me: "Greg's initiative is amazing. We have other salesmen doing the same kind of research now and it's paying off for them as well."

Salesman vs. Company Research

It's a well-known fact that many business and industrial firms carry on their own research. These are expensive projects which attempt to determine attitude, image dimensions and buying habits. In many instances, the data is available to the salesman in one form or another.

If such material is furnished to you, by all means use it. There may be valuable information which can increase your volume.

However, there is no need to feel left out of the research picture if your outfit doesn't have such data. Actually, you are in a better position to make a consumer study than your company. As a salesman, you are on the firing line. You are in an ideal spot to learn the needs, desires and dissatisfactions of the buying public. In fact, people will probably be more responsive to a salesman asking questions than to a professional pollster.

Bob Murray, a floor products salesman, spends a few hours in supermarkets each month, talking to women about their preferences and complaints in connection with these items.

"You'd be surprised how readily they'll talk," Bob said. "And the woman seemed even more eager to tell me their likes and dislikes when they learned that I sold the products. They felt they had a direct line to the manufacturer—and they did."

Some salesmen become so knowledgeable about consumer tastes and attitudes that their firms interview them before marketing a new product, launching a promotion or advertising campaign, or changing a package design. One major firm regularly sends its salesmen questionnaires on such matters as customer attitudes and desires. It's not only a better method than conventional sampling, but it's also cheaper.

Company Research Benefits

As I said earlier, take full advantage of whatever marketing or consumer research your company conducts. These studies can help you in such ways as revealing the size of the potential market, its future growth, its spending power and by disclosing consumer and dealer reaction to advertising campaigns.

Market research can also turn up data on how the product is used and buying habits of consumers; where they

buy and what causes them to pick one location over another. This is all grist for the salesman's mill and can do a great deal to beef up his sales story.

Finding Time

"Research is all very well," you may say, "but where am I going to find time to do it? Selling takes all of my time as it is."

This is a fair question. You can't function both as a full-time research man and a salesman. You could do justice to neither.

In the first place, let me emphasize that I don't expect a salesman to undertake large scale research projects ordinarily handled by a team of experts and workers.

But the salesman does have time for limited research that can help him make sales. In fact, he should consider this kind of research as part of his selling.

Much of this digging can be done by phone. A diligent salesman can obtain a large amount of information from newspapers and other standard sources. Sometimes it's wise to take out a day to check out facts that can mean a big order. One salesman once devoted three days to finding out how many boys and girls in a certain community planned to start college in the fall. Then armed with the figures, he was able to sell an appliance store a large number of table radios and portable hi-fi record players. How come? College students are the best customers for this equipment.

Another far-sighted salesman sold a lot of home freezers by gathering information on their popularity in various parts of the country. He furnished dealers with interesting and money-saving ideas that made excellent copy for local advertising. In one community he practically introduced the home freezer.

None of these feats took much of the salesman's time. They managed to accomplish the research without spending a great deal of extra time. And even if research does add an hour or two to your day, it's worth it. It can put you out in front of your competitor and raise your earnings considerably. The successful salesman is the enterprising salesman.

Are you taking advantage of research opportunities? A "yes" answer to at least seven questions indicates you are.

- | | Yes | No |
|--|-----|----|
| 1. Do you believe in the importance of research? | — | — |
| 2. Have you researched your own product? | — | — |
| 3. Have you researched the competitor's product? | — | — |

4. Do you conduct research that will be of interest and benefit to prospects and customers? —
5. Do you take advantage of research conducted by your company? —
6. Do you enlist the aid of your company office in doing research? —
7. Do you try to contact your customer's customers for attitudes and buying habits? —
8. Do you allot time for research? —
9. Do you explore consumer use of the product? —
10. Have you gained by research? —

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Market Testing Poultry And Eggs

The Department of Agricultural Economics and Agribusiness at Louisiana State University recently published an interesting booklet, Market Testing Poultry And Egg Products. Written by F. Raeford Baker, the purpose of the report is to describe and evaluate various methods of gathering and analyzing data concerning consumer preference and acceptance of new products and merchandising innovations.

Dynamic Change

The report states that the poultry industry is currently an industry of dynamic changes in the field of marketing. Integrated poultry companies, once primarily concerned with only the production of poultry, are rapidly becoming more market-oriented. This increased interest in marketing is due to the expansion of the consumer market for processed foods. Greater advertising expenditures, greater product differentiation and higher consumer incomes are factors contributing to such an expanded market for processed products. In order to keep abreast of changing market conditions, poultry packers and processors are rapidly entering the field of market development and market testing.

Closer Link to Consumer

Market testing provides a closer link between the processor and consumer, and provides information which aids management in making decisions of whether or not to expand a product line or to develop new product lines. Over the past few years processors of poultry meat have developed and marketed various new convenience products, thus increasing the aggregate demand for poultry. Turkey rolls, which have increased the demand for turkey, are a good example. Per capita consumption of eggs has been decreasing for the past 20 years. In order to survive, the egg industry must, through new product research and market testing, make more convenience foods available to the American housewife.

Benefits from Convenience

The following benefits ultimately result from the successful introduction of new convenience foods: (1) the demand for eggs and poultry can be increased and seasonal fluctuations in demand can be lessened; (2) income to both the processor and producer can be increased due to additional services included in the new products; and (3) consumers benefit from the added convenience and often from the lower cost per serving of prepared and semiprepared foods.

In the past, new products have often been born as a result of a "hunch" by management, with little or no formal market testing procedures being employed. Such decision-making is indeed a risky venture and can often result in permanent loss of a prospective, often lucrative market. As new products are accepted or rejected faster by the market place, it is most critical that scientific research methods be utilized in order to provide early assessment of progress. Before funds are committed to production and merchandising of a new product, adequate data concerning the potential market should be gathered and thoroughly analyzed.

Market testing, through the adoption of newer statistical techniques and computer technology, can provide a wealth of information concerning prospective markets. Thus, the risk and probability of failure of a new product is considerably lessened when the processor has adequate data concerning the potential market.

Copies Available

For a complete copy of Mr. Baker's report, write to The Department of Agricultural Economics at Louisiana State University and ask for AEA Information Series Report No. 11.

Fact Finding Conference

Small Finding Conference, sponsored by the Institute of American Poultry Industries, will be held at the Municipal Auditorium, Kansas City, Feb. 8-11.

More Layers

Number of potential years on farms Nov. 1 is estimated by the Department of Agriculture at 384,166,000, compared with 382,930,000 a year ago. The 1965 aggregate was 362,830,000.

Potential layer numbers were up 9% in the West and 2% in both the south Atlantic and south central states. De-

creases from year earlier included 6% in the north Atlantic, 4% in the west north central and less than 1/2 of 1% in the east north central.

Layers on farms Nov. 1 aggregated 326,116,000, against 317,970,000 a year earlier and the 1961-65 average of 307,402,000. Pullets three months old and older and not of laying age numbered 58,050,000, compared with 64,960,000 a year earlier. The pullet total was down from 1966 in all regions.

Egg Production Up

Egg production in October was 5,845,000,000, up 4% from a year earlier and 13% more than the 1961-65 average of 5,189,000. For the first 10 months of 1967, egg production was 58,540,000,000, compared with 55,070,000 in the corresponding 1966 period and the five-year average for the 10 months of 53,554,000,000.

The rate of lay in October was 18.02 eggs per layer, a new high, up 1% from a year ago and 6% more than the 1961-65 average. The rate of lay per 100 birds on Nov. 1 was 58.1 eggs, compared with 57.4 a year earlier.

Egg Output Drop Predicted

The Agriculture Department predicts a slight decline in egg production, a small increase in broiler production and fewer turkeys for 1968.

The Department said pullet chicks placed, eggs set, and prospective flock size all point to lower egg production next year.

It said the anticipated gain in broiler production may be slightly less than that of 1967.

The reason for expected lower turkey production is large storage holdings and lower prices. If turkey production is cut next year, it would be the first reduction in 6 years.

Government Egg Reports

U. S. Cold Storage Report	Nov. 1, 1967	Year Ago	5 Year Average
Shell Eggs (Cases)	263,000	48,000	179,000
Frozen Eggs—Total	Pounds 97,628,000	46,096,000	85,801,000
Frozen whites	Pounds 10,017,000	8,832,000	16,673,000
Frozen yolks	Pounds 23,599,000	10,624,000	22,150,000
Frozen whole eggs	Pounds 62,237,000	25,604,000	44,856,000
Frozen unclassified	Pounds 1,775,000	1,036,000	2,122,000
Crop Report (48 States)	October 1967	October 1966	
Shell eggs produced	5,845,000,000	5,579,000,000	
Average number of layers	323,370,000	313,890,000	
Average rate of lay	18.02	17.77	
Layer Report:	Nov. 1, 1967	Nov. 1, 1966	
Pullets Not of Laying Age	325,160,000	317,052,000	
Hens and Pullets of Laying Age	58,030,000	64,770,000	
Potential Layers on Farms	383,190,000	381,822,000	
Eggs Laid per 100 Layers	58.1	57.4	

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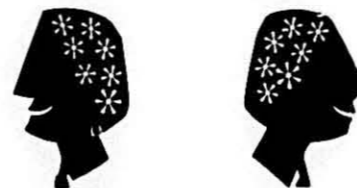
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INDEX TO ADVERTISERS

Amber Milling Division	9
Ambrette Machinery Corporation	22-23
A D M Durum Department	25-26
Aseco Corporation	14-15
Buhler Corporation, The	32-33
Clermont Machine Company, Inc.	28-29
DeFrancisci Machine Corporation	4-5
Diamond Packaging Products Div.	45
Diecasters, Inc.	11
International Milling Company	46
Jacobs-Winston Laboratories, Inc.	43
LPF Plastics Corp.	43
Maideri & Sons, D., Inc.	37
National Macaroni Mfrs. Assn.	41-43
North Dakota Mill and Elevator	39
Peavey Company Flour Mills	18-19
Rossotti Lithograph Corporation	2
Trenin Egg Products Co.	41
Weldbaum Company, Milton G.	43

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Bay State Acquires Viva

Bay State Milling Company, Boston, has acquired the total stock of Viva Macaroni Manufacturing Company, Lawrence, Mass.

This was announced jointly by Joseph Scarpa, president of Viva, and Bernard J. Rothwell II, president of Bay State, who said the new association would further strengthen both companies.

Viva, established in 1938, distributes its full line of packaged macaroni products and various spaghetti sauces on the East and West coasts. Viva will operate as a separate division of Bay State with no change in Viva's present management.

Rothwell said this is the first of a series of diversified investments planned by Bay State. The firm, which recently opened executive offices at Boston's Prudential Center, operates five flour mills at Winona and Red Wing, Minn.; Leavenworth, Kan.; Camp Hill, Pa. and Clifton, N.J.

Bay State ranks sixth among the nation's largest milling firms based on hundredweights of capacity, serves a nationwide market, and mills hard spring wheat, hard winter wheat, soft wheat, rye flour, malted barley, whole wheat flour and mill feeds. The com-

pany serves wholesale and retail bakers and jobbers. The flour is used to bake bread, cakes, cookies, crackers and pretzels. Bay State was founded in 1899 and now has about 500 employees.

G.T.A. Focus on Farmer Bargaining Power

Bargaining power for farmers was the focus of attention at the 30th annual convention of the Farmers Union Grain Terminal Association in St. Paul, and the proposal, first made in 1941 by M. W. Thatcher, general manager of G.T.A., for a National Agricultural Relations Act was supported in statements by several U. S. senators and Vice-President Hubert H. Humphrey.

A record attendance of nearly 10,000 persons, including delegates, families and the public, crowded the St. Paul Auditorium Thursday evening for the annual banquet and to hear speeches by the Vice-President, Senators Eugene J. McCarthy and Walter F. Mondale of Minnesota, and Senators Milton R. Young and Quentin N. Burdick of North Dakota.

Cooperatives have provided bargaining power for farmers. Mr. Thatcher said, as a result of laws and programs enacted in the 1930's. "Today, G.T.A. owns terminal elevators with a total capacity of well over 33,000,000 bus., over 200 line elevators, nine feed plants and some of the largest and most efficient processing plants in the nation," he told the delegates. "These include the largest soybean crushing plant, the largest flaxseed processing plant and the largest malting barley plant as well as the only co-op durum milling facility."

Amber Hits New Volume

GTA's Amber Mill at Rush City, Minnesota, ground a record volume of durum wheat in fiscal 1966-1967 and sold the resulting semolina flour and companion products to buyers all over the nation, Amber Mill Manager Eugene W. Kuhn reported to the GTA annual meeting in St. Paul on November 15.

The Farmers Union Grain Terminal Association cooperative flour mill processed 2.5 million bushels of durum during the year, on a 24 hours-a-day, six - or - seven - days - a - week production schedule, Kuhn said. Each operating day, between 3,500 and 3,800 hundred-weights of semolina and durum flour are produced at Amber Mill, consuming five rail carloads of durum wheat, he said. About 90 per cent of the mill's output goes out in bulk airslide cars.

Kuhn reported that during the past year the Rush City mill had completed a new all-weather loading shed, giving new protection to that phase of the operations. He said Amber is now in the process of installing new triple-deck purifiers that will make it possible to produce products of more uniform quality.

The top-ranking product made at the highly specialized flour used in the Amber Mill, the only cooperative enterprise of its kind in the nation, the manufacture of spaghetti, macaroni, noodles and similar table delicacies.

The 1967 durum crop was of exceptionally fine quality, Kuhn reported. The area's crop averaged over 60 pounds per bushel and more than 80 per cent of the crop graded No. 1 or No. 2 Hard Amber.

During the past year, Kuhn said, semolina-based food products continued a ten-year up-trend in sales volume throughout the industry. He quoted figures which show the sales dollar value of such products in 1966 was more than \$432 million, an increase of nearly 5 per cent over the preceding year.

Ogilvie Sales Rise

Ogilvie Flour Mills Co., Ltd., reports consolidated net income for the fiscal year ended Aug. 31 of \$3,029,000, or 95¢ a common share, not including profit from sale of investments and fixed assets. Last year's corresponding figures were \$3,403,000 and \$1.09 a share. This year's operating results include losses of Consolidated Bakeries of Canada, Ltd., for the full year, says J. W. Tait, president. Last year's figures reflected losses of that company for about four months from the date of acquisition in May, 1966. "This was a major factor in the decline of operating profits this year," adds Mr. Tait. Sales for fiscal 1967 were \$138,527,000 compared with \$120,895,000 the previous year.

Owens Catelli-Habitant, Ltd.

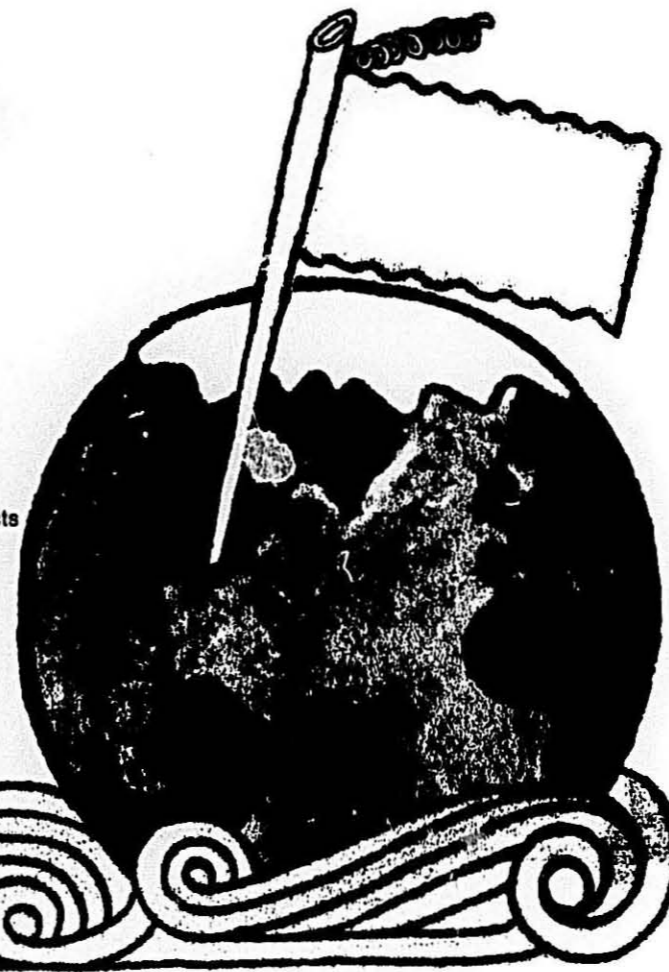
Ogilvie owns Catelli-Habitant Ltd., a macaroni, soup, and pickle manufacturing organization. The annual report says:

"Catelli-Habitant Ltd. recorded a new high in sales. However, the impact of higher wages and material costs was such that profits were somewhat lower.

"Catelli operations in New Hampshire and Trinidad continued to show improvement. Catelli-Primo Limited in Trinidad is preparing to erect a plant in Port-of-Spain for production of a number of food products. It will use local and imported raw materials to serve Trinidad and other overseas markets.

Macaroni Capital of the World?

In your advertising you try to make people's mouths water. Judging from industry sales—thousands do. In our advertising we try to whet your appetite for the kind of mouthwatering packaging Diamond Packaging Products Division can turn out. This Quick Quiz should give you something to think about. And, next time you have a packaging problem, we hope you'll think of us.



Macaroni Quiz



1. In what city are more macaroni products sold than any other in the world?
(a) Naples
(b) New York City
(c) Rome



2. According to legend, macaroni was named in the 14th Century. A noted chef named Cicco created a new dish and served it to a Neapolitan Cardinal who tasted it and exclaimed, "Oh, ma caroni!!!". Roughly translated, this means?
(a) Oh, how very dear
(b) Oh, Mother of Heaven
(c) Wow!



3. The coarse flour ground from the durum wheat kernel is called:
(a) Bull Durum
(b) Riccini
(c) Semolina



4. What famous musical composer concocted an excellent macaroni dish?
(a) Jackie Gleason
(b) Rossini
(c) Verdi

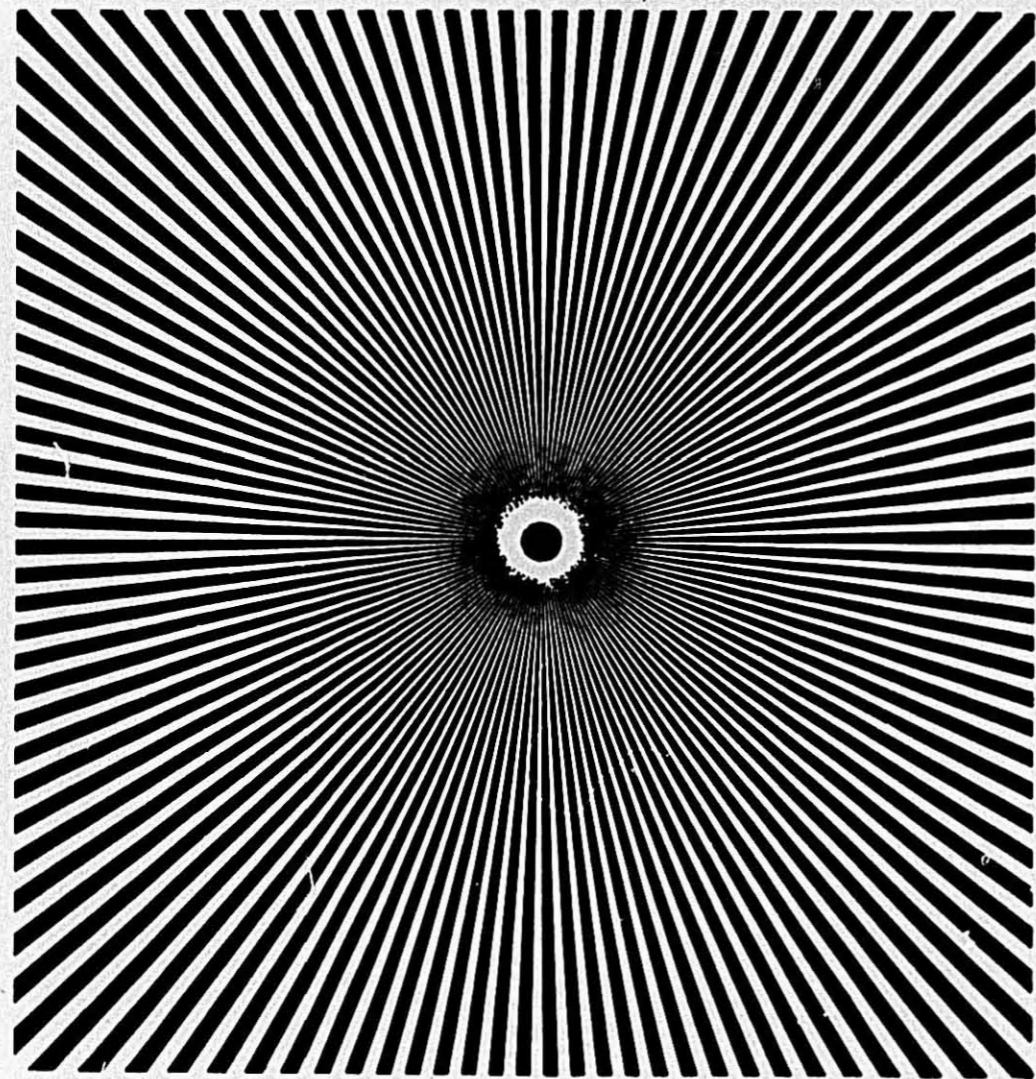


5. The kind of packaging Diamond Packaging Products Division turns out for its customers in the macaroni products field can best be described as:
(a) Hard-selling
(b) Economical
(c) Functional

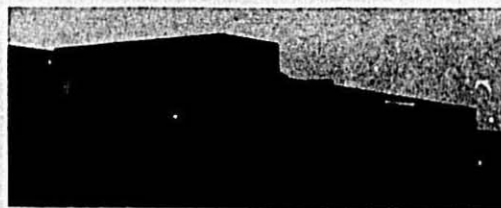
Answers to Quiz:
1. b; 2. a; 3. c; 4. b; 5. c. Try us and see.



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