

**THE
MACARONI
JOURNAL**

**Volume 51
No. 9**

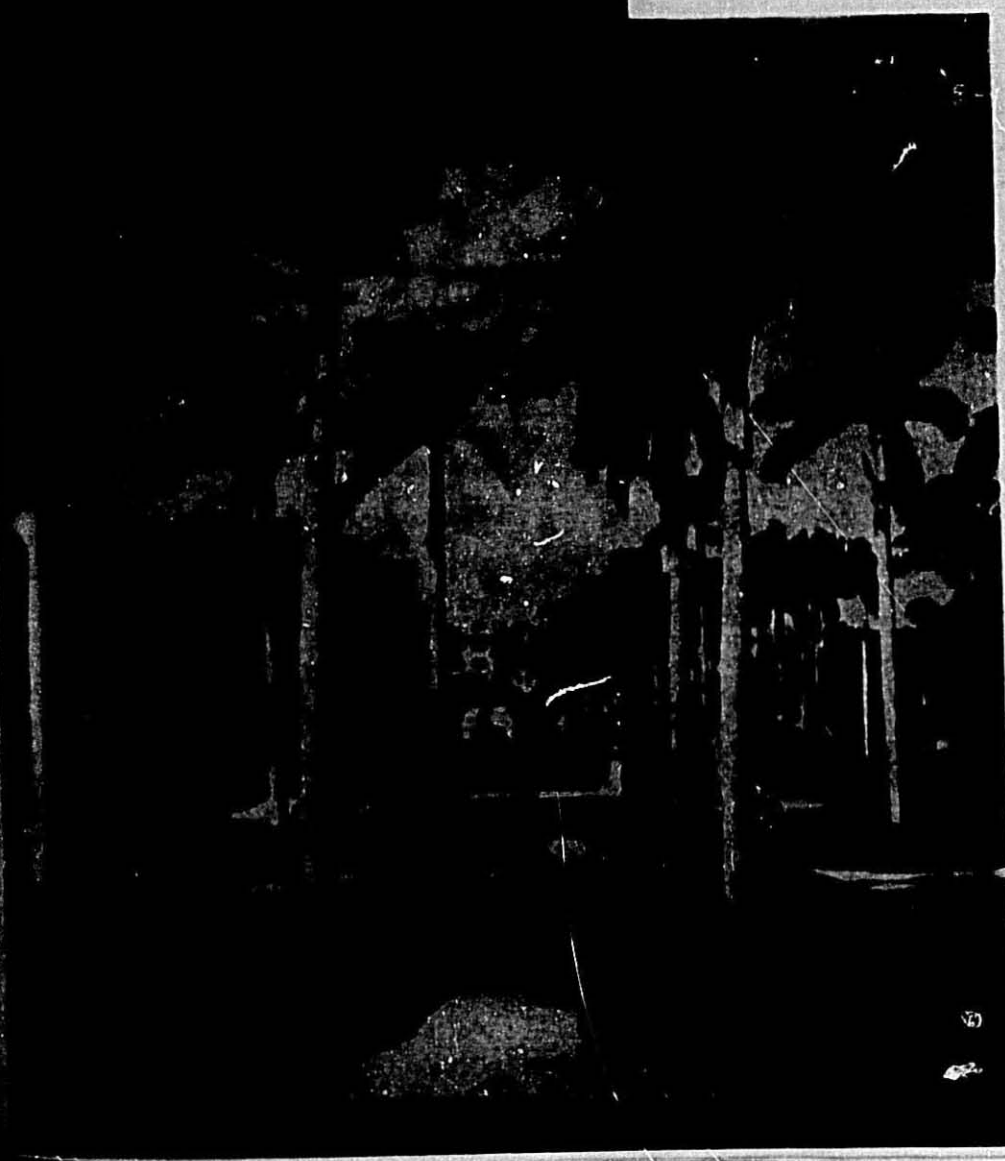
January, 1970

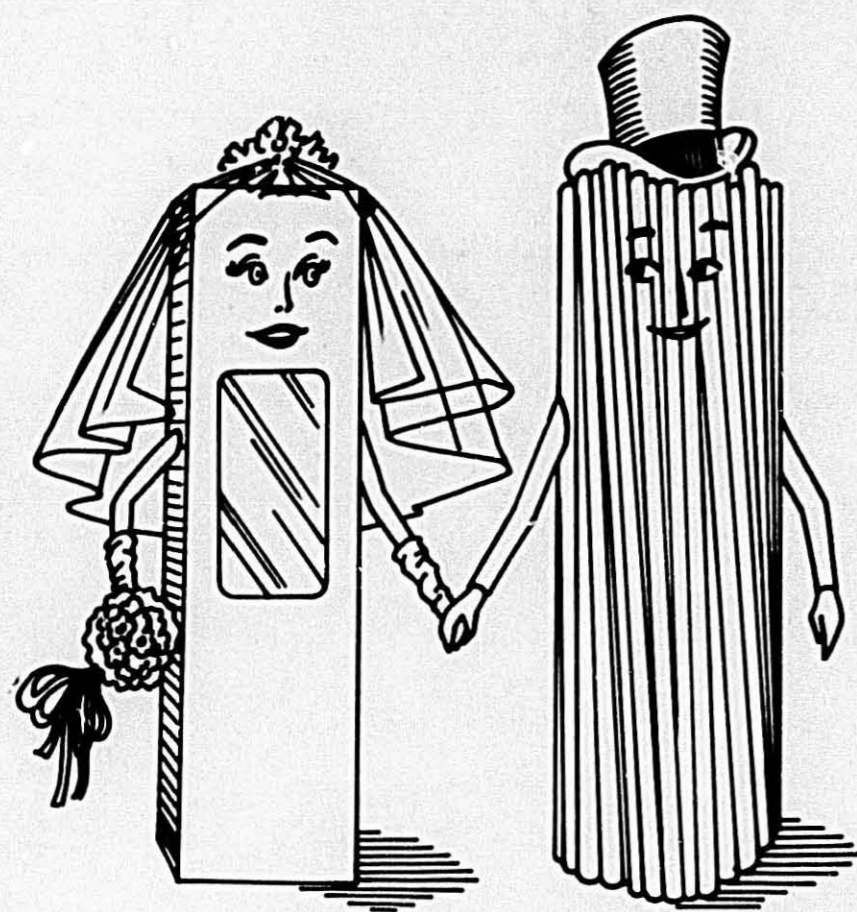
Macaroni
Journal



JANUARY, 1970

WINTER MEETING





A Happy Marriage

Seventy-one years is a long time for a marriage to last—especially in industry. Yet since 1898 Rossotti Lithograph Corporation has been a leading producer of packaging for macaroni and its related products. We're very proud of the reputation we have acquired. We're also proud to offer flexible and versatile

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ROSSOTTI LITHOGRAPH CORPORATION

EXECUTIVE OFFICES: NORTH BERGEN, N. J. 07047



The Macaroni Journal

January
1970
Vol. 51
No. 9

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139 North Ashland Avenue, Palatine, Illinois. Address all correspondence
regarding advertising or editorial material to Robert M. Green, Editor,
P.O. Box 336, Palatine, Illinois, 60067.

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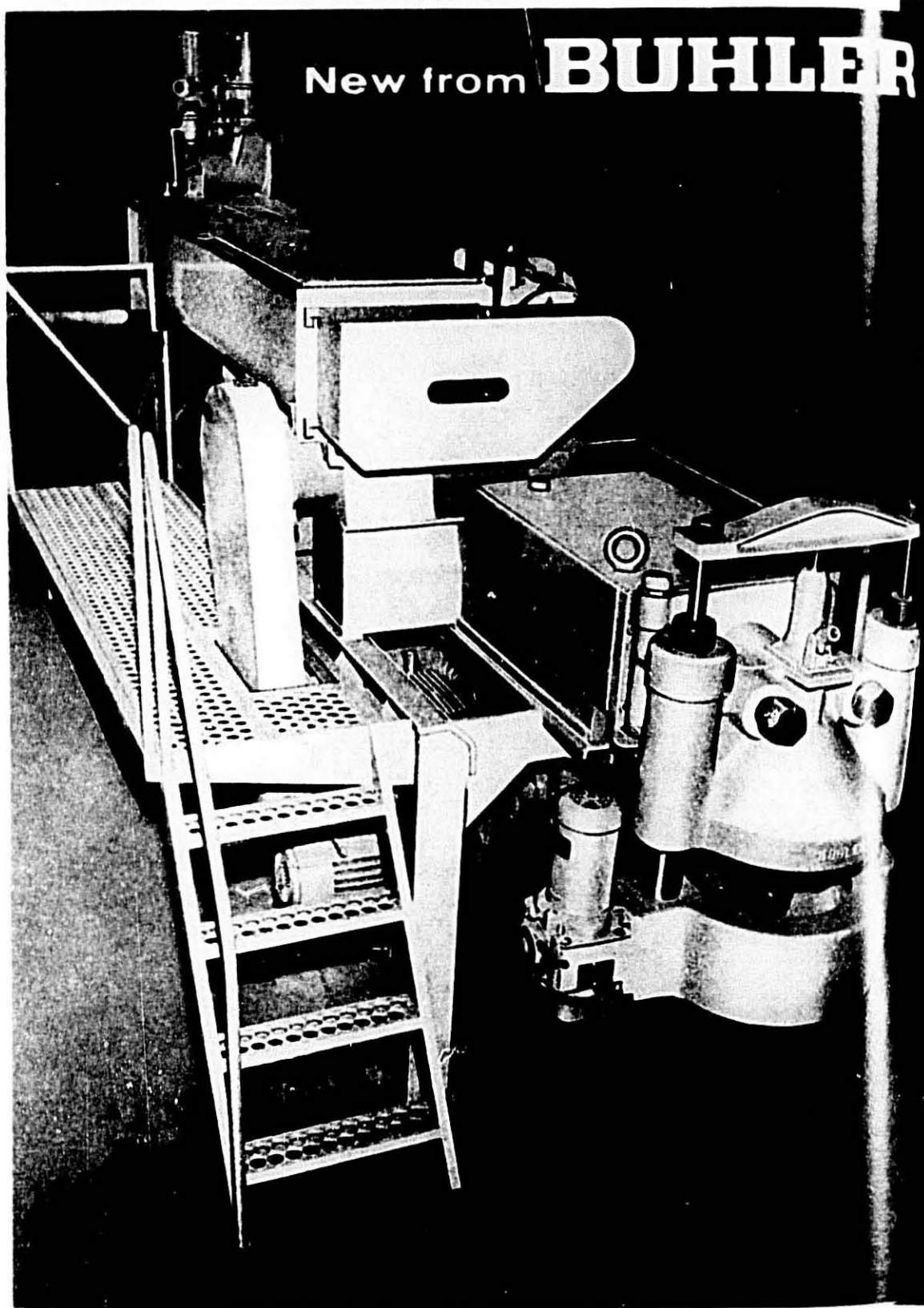
Cover Photo

The handsome entrance to Boca Raton Hotel and Club, Boca Raton, Florida, site of the N.M.M.A. Winter Meeting, January 18-22.

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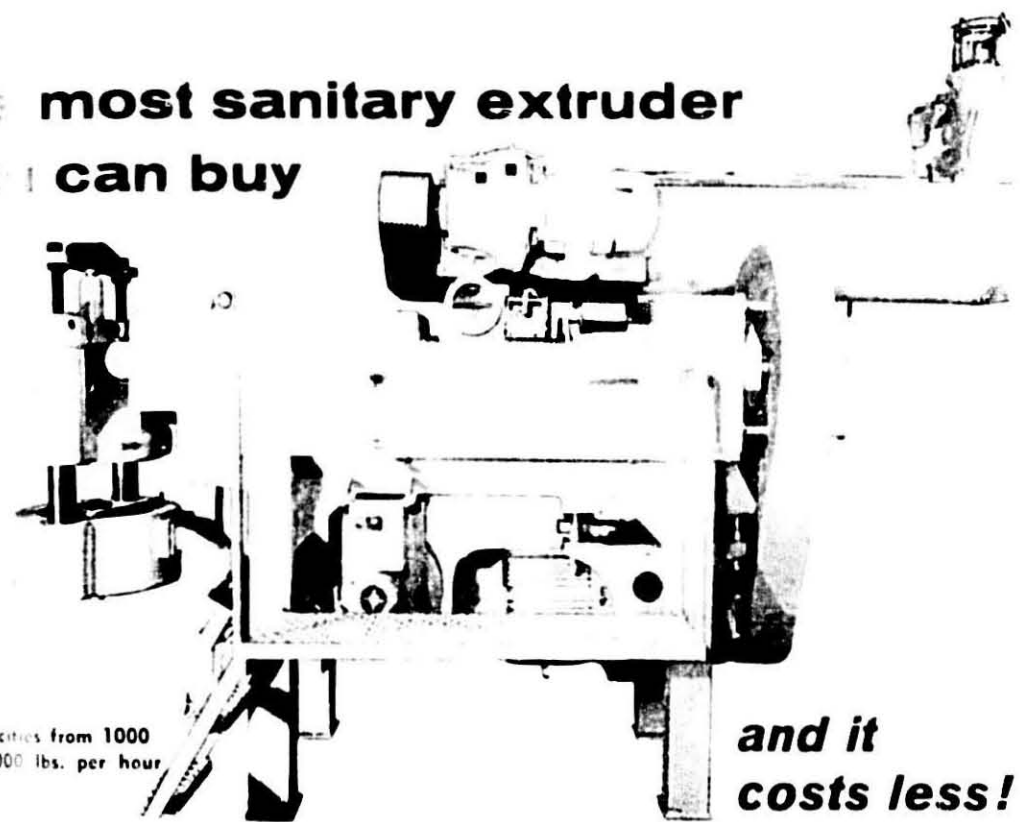
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JANUARY, 1970



New from **BUHLER**

the most sanitary extruder
you can buy



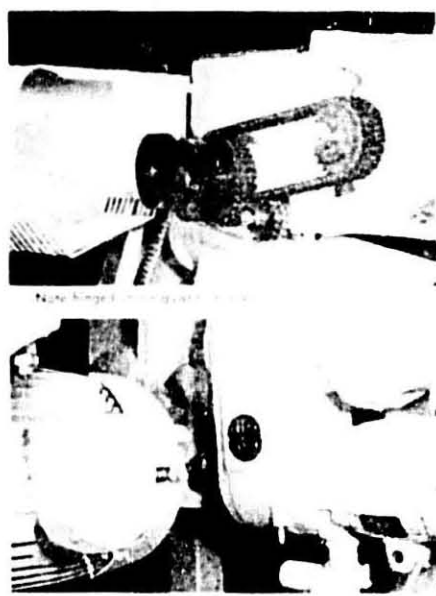
Capacities from 1000
to 4000 lbs. per hour

and it
costs less!

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The new Buhler
has all the basic ele
have made Buhler
favorite throughout
plus many improve
put it far ahead of
you can buy in North
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most sanitary Extruder
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completely enclosed
and drives are in the
possible. Chain guard
bottom so dust falls
or accumulate. Inside
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ER Just one large door
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complicated vacuum cleaning system
needed for flour feed and flour
POSITIVE FEED Keeps dough
moving through vacuum chamber
into extrusion element. No
process dough is left in tank
you wish
EFFICIENT VACUUM Proven
completely de-sealed vacuum
chamber is two mixer and extru
sion elements. Produces the tex
tured dough and lets it operate
with moisture content between 15
and 25%. Since new design virtu
ally eliminates leakage, the Buhler
Extruder needs but one vacuum
pumping capacity or others, while
maintaining a number vacuum.
U.S.-BUILT DRIVES Mixer and
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For full information on new
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PROGRAM

National Macaroni Manufacturers Association Winter Meeting FORUM ON FUNDAMENTALS

Boca Raton Hotel and Club, Boca Raton, Fla. 33432.

SUNDAY, JANUARY 18

- 2:00 p.m. Convention Registration Desk opens in the Main Lobby.
- 2:00 p.m. Long Range Planning Committee meets in Granada D.
- 4:00 p.m. National Macaroni Institute Committee meets in Granada D.
- 6:30 p.m. Macaroni Family Reunion in Cafe Galeria, cocktails and reception prior to dinner.

MONDAY, JANUARY 19

- 9:00 a.m. **First General Session** in the Barcelona Room, Convention Center. Greetings from President Peter J. Viviano.
- 9:15 a.m. "Targets and Trophies from the Spaghetti Safari and Macaroni Product Promotion," Theodore R. Sills and Elinor Ehrman.
- 9:45 a.m. Comments by John Wright, president, Durum Growers Association.
- 10:00 a.m. "Report of Durum Wheat Institute Activities," H. H. Lampman, Executive Director.
- 10:30 a.m. "The Washington Scene," Counselor Harold T. Halfpenny.
- 10:50 a.m. "Spaghetti House Franchising," Nicholas J. Fiorentino, president, Mama Tino's.
- 11:20 a.m. "The Supermarket in the 1970's," slide presentation from Progressive Grocer magazine. Adjournment at noon; afternoon free for recreation. **Macaroni Advertising Exhibit** in Barcelona D. The exhibit will present a gallery of advertisements in print; a schedule for showing of television commercials and hearing of taped radio commercials so you may view them at your convenience. Vote for your selection for Top Award in each category.
- 6:30 p.m. Suppliers' Social in the Cloister Garden. Dinner in the Cathedral Dining Room.

TUESDAY, JANUARY 20

- 9:00 a.m. **Second General Session** in the Barcelona Room, Convention Center. Vice-President Vincent DeDomenico presiding. **"Creating Demand"**—panel presentations on advertising by William E. Steers, Needham, Harper & Steers, New York City; Milton Simon, Simon & Gwynn, Inc., Memphis, Tennessee; Charles B. Foll, McCann-Erickson, Inc., San Francisco. Questions and answers—round-table discussions. Adjournment by noon.
- 12:30 p.m. **Ladies' Luncheon** in Cafe Galeria. Lecture and demonstration on Palmistry by Miss Frances Thomas.
- 1:00 p.m. **Golf Tournament**—Ted Sills' silver trophies for low net, low gross, other prizes. Sign up no later than Sunday, January 18.
- 6:30 p.m. Suppliers' Social and Neapolitan Dinner Party at the Cabana Club.

WEDNESDAY, JANUARY 21

- 9:00 a.m. **Third General Session** in the Barcelona Room, Convention Center. Vice-President Vincent F. LaRosa presiding. **"Protecting Profit Margins"**—a discussion of management techniques by Alexander R. Gordon, partner, Peat, Marwick, Mitchell & Company, certified public accountants. Questions and answers—round-table discussions. Adjournment by noon; afternoon free for recreation. Last opportunity for viewing the Macaroni Advertising Exhibit.
- 6:30 p.m. Suppliers' Social in the Cloister Garden. Banquet in the Cathedral Dining Room—presentation of awards. There is dancing each evening in El Logo Night Club.

THURSDAY, JANUARY 22

- 9:00 a.m. Board of Directors meet in the Madrid Room. Adjournment by noon.

CREATING DEMAND



WILLIAM E. STEERS

William E. Steers is a Director and Chairman of the Policy Committee of Needham, Harper & Steers. He is the former Chairman of the board.

Mr. Steers has spent some 39 years in the advertising business. A Dartmouth graduate, 1930, he entered the advertising business by joining Pedlar & Ryan. He left with four others to form a new agency which later became Doherty, Clifford, Steers & Sheffield. He was elected President and Chief Executive Officer 1956-64, and became Chairman of the Board in 1964.

Mr. Steers has been very active in areas of advertising and general business. He is past Chairman of the American Association of Advertising Agencies. He is a Director and past Chairman of the National Better Business Bureau, the Audit Bureau of Circulations, and the Association of Better Business Bureaus International.



MILTON SIMON

Milton Simon is co-founder of Simon & Gwynn Advertising Agency of Memphis. His current title is Founder Chairman. He has been Creative Director for more than 25 years.

A graduate of Vanderbilt University in 1931, Mr. Simon began his career with WMC Radio, the NBC affiliate for Memphis. He entered advertising with the founding of the agency in 1936. In 1948 he wrote and produced the first television program presented in the Memphis area.

Mr. Simon is past president of the Memphis Advertising Club, former Chairman of the Board of Standard Textile Company, Inc., president of the First Advertising Agency Network, and partner of Simon & Gwynn from its founding until the present. He has been Account Supervisor of Ronco Foods since 1964.

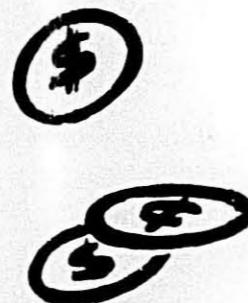


CHARLES B. FOLL

Charles B. Foll, Vice-President of McCann-Erickson, Inc., San Francisco, has been the account director for advertising Golden Grain Rice-A-Roni and macaroni products since January, 1959.

Mr. Foll came out of the University of California into radio dramatics, announcing and production. In World War II, he served on the Special Services and Public Relations staffs of Generals Arnold and Spaatz of the U.S. Air Corps. He returned to radio after the war and became involved in the business end of broadcasting, from which he moved quite naturally into advertising agency activities.

PROTECTING PROFIT MARGINS



ALEXANDER R. GORDON

Alexander R. Gordon, partner, Peat, Marwick, Mitchell & Company, certified public accountants, is in charge of a wide range of the firm's consulting practice, including responsibility for all commercial activities, as well as specific industries, such as banking, insurance, merchandising, etc., and such functional activities as industrial engineering, data processing, management accounting, organization and long-range planning.

Mr. Gordon is the author of articles on management topics and is a frequent speaker at management and professional societies. A CPA in the State of New York, he is a member of the American Institute of Certified Public Accountants, as well as the New York State Society. In this capacity he is editor of the management services department of the New York Certified Public Accountant magazine.

Stately Pleasure Dome

A bit about Boca Raton

Part One:

The Decree of Addison Mizner

IN Xansdu did Kubla Khan
A stately pleasure-dome decree.
To which the late Addison Mizner is
said to have retorted, "Kubla Khan was
a piker!"

Addison Mizner, a six-foot-two-inch,
250-pound blonde giant, came to Flor-
ida in 1919 expecting to die as promptly
as possible. But first he took time to
change the face of the land, add a new
dimension to the art of architecture,
build "the world's most expensive 100-
room hotel," and invent the sports shirt.

Seldom have a man and his time met
so fortuitously and so fortunately. Born
in California in 1872, Mizner mispent
his first 45 years of life, spraying his
considerable talents over three contin-
ents. He was—at one time or another
—artist, architect, interior decorator,
landscape designer, curio peddler, for-
tune hunter, antiquarian, society ladies'
pet, prize fighter, and gold miner.

He came to Palm Beach broke, sick,
and determined to play a memorable
deathbed scene. There he met sewing
machine scion Paris Singer, in Florida,
and visions of pleasure domes soon
danced in the pair's heads. Firing of
dying, they set out to resculpt Florida
in their own image.

Mizner's Masterpiece

Swiftly invading sleepy Boca Raton,
Mizner in 1925-26 built his masterpiece,
the implausible, almost impossible
Cloister Inn. It has been called both one
of the most magnificent absurdities of
all time and one of the most beautiful
buildings ever erected. Mizner called it
his "epitaph." Others, more recently,
have called it "the enchanted sanctum"
of Boca Raton Hotel and Club.

Florida in the mid-1920's was enjoy-
ing its mad land boom, a frantic period
when anyone could, and usually did,
pick a sign in a swamp announcing the
imminent rise of a glittering new "city"
and then clean up on "downtown" lots.
New Yankee millionaires roamed clap-
board Palm Beach in search of tangible
evidence of status. Mizner obliged in
such high good taste that some natives
threatened legal action. Mizner-modest
\$200,000 cottages became style du jour.

Mizner had no tradition to follow, so
he invented his own. Both his philoso-
phy and his working methods defied
anything architecture had seen before.

He had a new idea that spurned tradi-
tion as traditionalists saw it, but em-
braced tradition as he himself saw it.
In his own words, "My ambition is to
make a building look traditional—as
though it had fought its way from a
small unimportant structure to a great
rambling house that took centuries of
different needs and ups and downs of
wealth to accomplish."

Glittering Opening

The Cloister opened in 1926 to a
dazzled world; the glittering first-night
guest book is preserved under glass in
the main lobby today. But with the
fizzle of the Florida land boom and the
'29 market crash, Mizner returned to
Palm Beach, where in 1933 he fulfilled
his 14-year-old expectation.

Mizner had a deathbed visitor, a
customs official with a summons and a
few questions about importation of art
treasures under unconventional circum-
stances. It is said that Mizner, radiating
bonhomie and blasphemy, chuckled to
the last that the summons never would
be served.

Boca Raton Hotel and Club today
tells the story of the romance of history
and the flamboyance of The Cloister's
creator, a man who lived life to the
limit and often outrageously beyond it.
It is a living monument imperfectly
labeled a glorious improbability and a
magnificent absurdity. Yet it lives, un-
abashedly luxurious, breathtakingly
beautiful, confident in its absolute
uniqueness until the unlikely day when
another Addison Mizner comes along.

Part Two:

The Embellishment of Clarence Geist

In 1928, to Clarence Geist, life was
found wanting. Having been success-
ively farm boy, horse trader, railroad
brakeman, entrepreneur, public utilities
magnate and multimillionaire, Claren-
ce Geist could buy anything he want-
ed. But to get everything he wanted,
Geist needed Boca Raton. And Boca
Raton desperately needed him.

Two years before, Addison Mizner
created an architectural masterpiece
called the Cloister Inn. But the Florida
land crash took the Cloister Inn. And
death took Addison Mizner. So Geist
took Mizner's dream and multiplied it
fourfold, with \$10 million out of his
own pocket.



Authentic Spanish Architecture

The result was gargantuan magnif-
cence—the largest private club in his-
tory—more lavish than a cathedral,
more luxurious than an ocean liner,
more private than a monastery. No one
had ever attempted anything like it
before. Expense was no object, and no
object was too expensive. Requiring a
staff which far outnumbered the mem-
bership, it was a dead-certain money-
loser. But to Geist, it was his "secret
paradise."

Elysian Splendor

The Boca Raton Club gave him com-
fort—for it was a place where men like
himself could relax in elysian splendor.
It gave him peace—for like other active
captains of industry he could find here
a perfect blending of quiet privacy and
congenial companionship. It gave him
joy—for it sheathed his own beloved
family in unsurpassed beauty—a beau-
ty totally bypassed during the long
lean years in which Geist fought his
way up the Horrible Alger ladder of
success.

Clarence Geist went to great lengths
to see that nothing disturbed his belov-
ed Boca's luxurious privacy. No news-
papermen (even publishers) or pho-
tographers were ever permitted. He
inspired intense loyalty in his staff by
hiring the best, paying them well, and
allowing them to innovate. Yet any
deviation from his rigid rules meant
instant dismissal of an employee—or
cancellation of a guest's membership.
Membership offenses included late
hours, noise, unconventional dress, or
persistent failure to replace divots.

(Continued on page 10)

THE MACARONI JOURNAL

ASEECO

CONVEYING SYSTEMS

ASEECO LIFTS

SANIPLAS BUCKET

DELRIN ROLLERS

BELT CONVEYORS

A complete line of standard belt conveyors with modern,
streamlined frames—sanitary construction and "quick con-
nect sections"—Special features are offered such as: Lorig
self-aligning drive pulleys—Powered rotary doffers for wip-
ing belts on return side—Dust tight enclosures—Flat-wire
and mesh-wire steel belts. Write for Bulletin CC-20.



VIBRATING CONVEYORS

Ideal for conveying: Cereals • Snack Foods • Powdered Prod-
ucts • Frozen Vegetables • Chemicals • Detergents • Insecti-
cides • Seeds • Macaroni • Flour • Pharmaceuticals • Beans •
Rice • Metal Parts • Chips and Scraps. Sanitary Construction
for easy cleaning. Capacities up to 6000 cu. ft./hr. Models for
conveying, dewatering, cooling, heating. Bulletin CVT-20.

ASEECO BULK AND SURGE STORAGE SYSTEMS

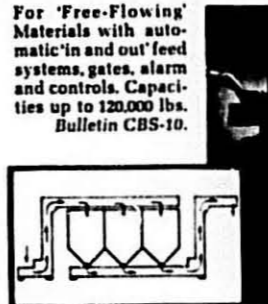
AUTOMATIC BELT STORAGE

For "Non-Free Flow-
ing" Materials such as:
Snack foods, cookies,
frozen foods, stringy-
wet-sticky and other
'bridgy' items. Capaci-
ties up to 70,000 lbs.
Bulletin CAC-10.



STATIONERY BIN STORAGE

For "Free-Flowing"
Materials with auto-
matic "in and out" feed
systems, gates, alarm
and controls. Capaci-
ties up to 120,000 lbs.
Bulletin CBS-10.



ELECTRIC PANELS AND CONTROLS

The Key to Practical Automation is in the design and application of electrical
components such as photo controls, sonar devices and solid state relays. Aseeco
engineers incorporate proven concepts which are accepted as standard and do
not require extraordinary attention.

Services Offered: Plant Engineering and layout • Electrical Engineering and control panels • Erection and start up

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Write for your nearest representative.



Stately Pleasure Dome —
(Continued from page 8)

Geist built a legend and became one himself. Who in his right mind, people asked, would squander thousands of dollars on appurtenances a guest would have to get on a stepladder to appreciate? Who, after spending a lifetime matching wits with the sharpest financial minds in industry, would cast caution aside in one splendid imperial gesture? Who would will his own creation \$16,000 a year to make up for its losses after his death? Clarence Geist would, and did. Because his "secret paradise" was the only thing he ever really wanted.

No American ever paid so much to create a tradition. And at Boca Raton Hotel and Club, tradition lives on.

**Part Three:
Boca Raton Hotel and Club
Now Owned by Arvida
Corporation**

For the fourth consecutive year, the Boca Raton Hotel and Club has been awarded the five-star rating in the 1969 edition of Mobil Travel Guide. Only six resorts in the United States received this top rating this year.

In a letter to L. Bert Stephens, vice president of Arvida Corporation and general manager of the hotel, making known the award, Jason C. Berger, vice president and director of the Guide, said the five-star rating "indicates that we consider the Boca Raton Hotel and Club one of the best in the country."

This Spanish castle is capable of handling a meeting of 1,200 people. The Macaroni Convention will run about 250, so there will be other groups in the house at the same time we are there.

With the completion of a \$14 million expansion and refurbishing program, the castle stands unchallenged as the most complete, modern and enjoyable meeting facility anywhere.

Tower Just Completed

Just completed is a new 250 guest room Tower located in the southeast corner of the present hotel directly on the shore of Lake Boca Raton. The twenty-second and twenty-third floors are devoted to one- and two-bedroom suites.

Golf Villas

Nestled among the fairways of the Executive Nine golf course which borders the championship eighteen are 60 new Golf Course Villas. These offer one- and two-bedroom apartments with parlors and complete kitchens.

The majority of our group will be housed in the Main Building, and the



Cobana Club on the ocean-front also has salt water pool.

meetings will be in the Convention Center.

Many Diversions

Then there are all the other diversions for which Boca is famous—a double crescent of cabanas on a wide expanse of magnificent beach; deep sea fishing; skeet and trap shooting; high goal polo every Sunday; fresh and salt water swimming pools—all in a setting of Mediterranean charm and Old World grandeur.

Boca now has 63 holes of golf, three 18-hole layouts and an Executive Nine. There are six new all-weather tennis courts and a new after-golf watering spot, the Court of the Four Lions.



New Boca Raton Tower

The welcome mat is out—the Winter Meeting of the National Macaroni Manufacturers Association should be a memorable experience.

How to Get There

Boca Raton is located on U.S. Highway No. 1 and Florida A1A in the heart of the Gold Coast, 22 miles south of Palm Beach and 45 miles north of Miami.

By air, travel to Miami, West Palm Beach or Fort Lauderdale. Miami is served by every major air carrier and has daily jet service to major cities. West Palm Beach is served by Al, Eastern, etc. Fort Lauderdale has daily flights by Northeast, Eastern National, Miami International. Boca Raton is 45 miles south Boca Raton, Fort Lauderdale, 22 miles south; and West Palm Beach, 25 miles north.

Limousine Service

Limousine service is available all times and will meet all train planes upon notice of date, time, rival and carrier. If by air, the number is required.

Rental cars are available and pre-arrangement can be made at any airport or railroad station. Rates and other information available upon request—write Morse National Car Rentals, Boca Raton Hotel and Club, Boca Raton, Florida 33432. Convention delegates are extended a 20 per cent discount.

**GMA Forum Is Lively Platform
For Advocates And Adversaries**

CONSUMERISM, weight control, nutrition and youth provided a mix of controversial issues examined at the yearly Forum sponsored by the Grocery Manufacturers of America during its 61st annual meeting at the Waldorf-Astoria, New York City.

An audience of more than 400 representatives from grocery manufacturing, retailing, government, education and news media heard a consumer activist say: "Unit pricing is the most hare-brained idea that I ever heard"; a famed educator comment, "Youth is not without values. It is trying to help us regain ours"; a White House aide reveal, "An estimated 20 million Americans are in 'food jeopardy';" and two weight-loss authorities with opposing methods agree that obesity is a peril to health and personality.

Youth of Today

Dr. Walter L. Thomas, director of the highly successful, experimental Project on Student Values in Grand Rapids, Mich., led off the full-day session with several thought-provoking theories on today's youth. Borrowing a quote from a prominent educational magazine, he said, "We have produced a superior generation and don't know how to cope with it!" Dr. Thomas explained that parents, teachers and the church have been telling children and youth to "get involved; aim high but money isn't everything; love your enemies; fight injustice; and never let freedom of speech and assembly be taken from you." He theorized that their children, students and parishioners have put feet to their words. Said Dr. Thomas, "Youth has discovered the value everyone has been talking about and tried to live up to them." He left the audience with the provocative question: "When have we seen so many youth so thoroughly involved in politics, rights, urban problems, and the like?"

Self-Expression

Dr. Thomas shared the stage with Robert Polin, executive director of the Youth Film Distribution Center in New York City. Mr. Polin showed two films made entirely by teen-agers as part of a film-making vocation-inducement program. In describing the project, which has the Ford Foundation among its benefactors, Mr. Polin said that films are the most expressive medium for today's youngsters. He prophesied that

films as a form of self-expression may some day replace the written essay in the school curriculum. Mr. Polin described how the Center helps support teen film workshops by distributing funds from rental and sales to the various workshops where the films were made.

Hunger and Malnutrition

The Forum explored another timely subject as it switched to the topic of hunger and malnutrition in America. The audience heard from two men eminently qualified to discuss it—Robert B. Choate, a White House aide and currently advisor to Dr. Jean Meyer, chairman of the White House Conference on Food, Nutrition and Health; and Donald S. Perkins, president of Jewel Companies, Inc., and chairman of the Food Distribution and Retailing panel of the forthcoming White House Conference.

Mr. Choate pointed out that President Nixon's slogan of "Bring Us Together" may be the necessary lobbying slogan to overcome Congressional apathy toward public food program reforms. He revealed, "Nine million Americans who receive some sort of welfare subsistence can almost always be counted upon to be among those who are still hungry or malnourished after receiving their subsistence." Others, he added, who are permitted on the food stamp program—only 16 per cent of the poor in counties having such benefits—are given assistance averaging \$6.73 per month. Mr. Choate praised private industry for performing well for 90 per cent of America. He stated that it was up to both industry and government to work out solutions for the remainder. "The private food industry will never be efficient in a profitless area unless it seeks, with government, economic answers to the plight of the poor."

M-o-n-e-y

Donald S. Perkins followed on the rostrum with his observations on the challenge of serving the nutritional needs of the poor. He stated, "There is one simple way to greatly reduce these deficiencies, and it is all wrapped up in one word, spelled m-o-n-e-y! Poor people are more proportionately undernourished primarily because they have too little money with which to buy proper food." While welfare systems are aiding and will increase in their assistance to the poor, they will never be able to make enough money avail-

able to solve the malnutrition problem purely by financial aid, Mr. Perkins said. "We should therefore go the route of stretching the poor's food dollars to buy more nutrition."

Following that statement, he recommended action in three basic areas: education about nutritious foods and how to shop for them; enrichment of foods which are already on the dietary habits of the low income family; and improvement of the shopping facilities in the inner city.

Weight Control

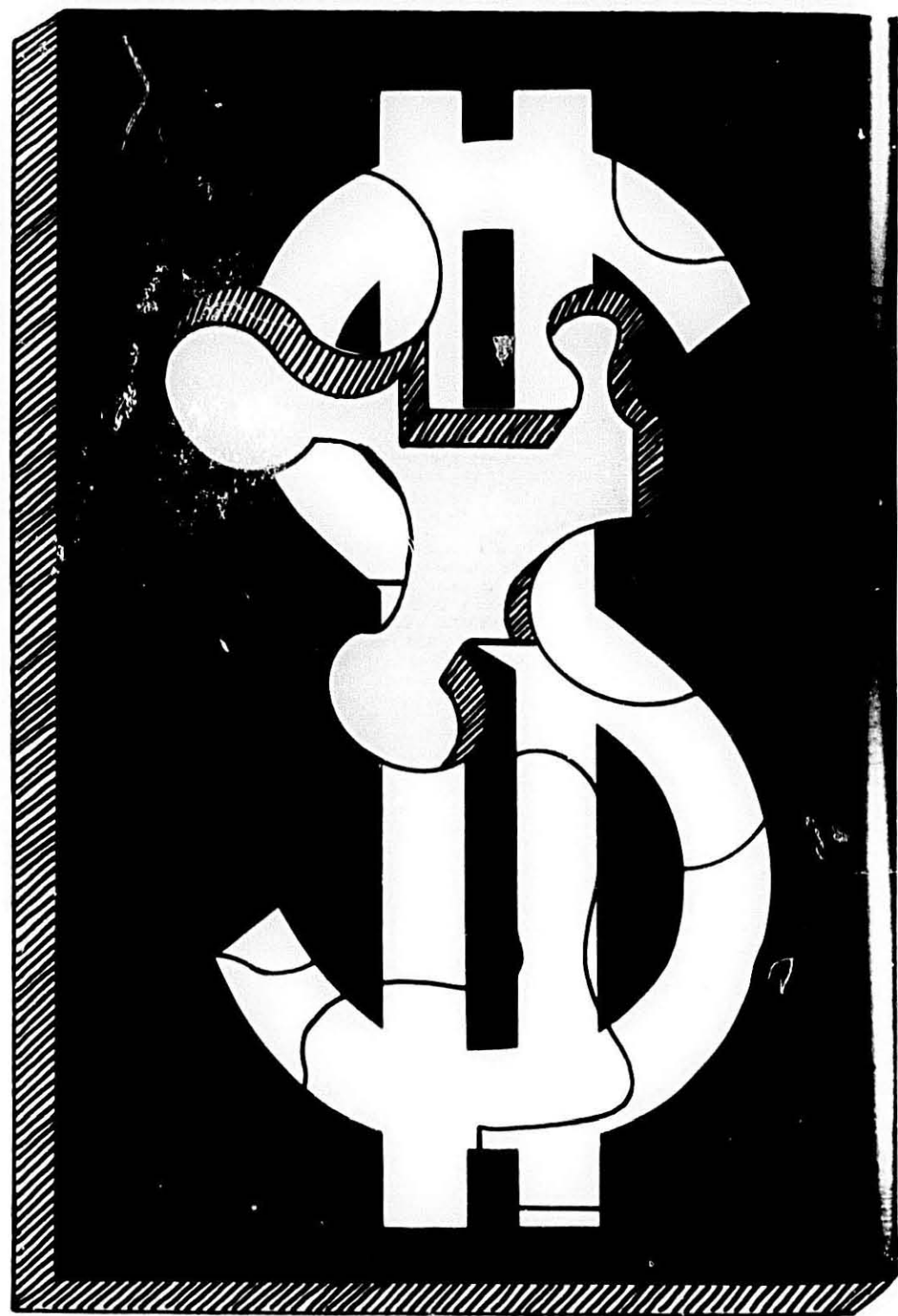
The opening session in the afternoon explored the opposite end of the pole—obesity and weight control. Explaining the medical problems stemming from obesity was Dr. Irwin Maxwell Stillman, co-author of the best-seller "The Doctor's Quick Weight Loss Diet" and, most recently, "The Doctor's Quick Inches-Off Diet." The title of Dr. Stillman's talk, "The Lean Bury the Fat," pretty much summarized his message of warning to those who over-eat. "Nature gave us hunger as the signal that food is needed to sustain us; but, she also gave us taste buds which are destroying us," he said. His plea was to get the weight off quickly with a high protein diet and lots of water to remove the fatty acids which results from dieting. "The kitchen is the death chamber of the American adult," he warned, adding that obesity is the greatest killer because it can cause high blood pressure, diabetes and heart trouble.

Learn How to Eat

Agreeing with Dr. Stillman on the health dangers of overweight, Jean Nidetch expressed some thoughts on its psychological aspects. The founder of Weight Watchers, International, commented on the shame and frustration which result and how the overweight person becomes a subject of pity and ridicule. Mrs. Nidetch uses the group therapy approach consisting of regular meetings and a planned program of eating which was originated by the New York City Board of Health. In closing, she summed up the Weight Watchers philosophy as simply "learning how to eat."

Consumerism

The last issue on the Forum agenda was consumerism, which all members of the panel agreed was here to stay. (Continued on page 14)



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GMA Forum —

(Continued from page 11)

Moderator Stanley E. Cohen, Washington editor of Advertising Age, put it this way: "Consumerism is emerging as a factor in the making of public policy. There is still no clearly cut visible consumer constituency, but there is no remaining doubt as to the validity of that constituency." Representing the grocery industry, panelist Frank Dinmore, manager of Procter and Gamble's creative services division, struck an optimistic note in saying, "We are trying to understand the consumer and feel we are making progress," he noted. He found it encouraging that out of the 700,000 contacts his company had with consumers last year, a very small percentage were of a complaint nature. Mr. Dinmore placed a great deal of confidence in the consumer's ability to know what he or she wants and in the long run, it is their acceptance or rejection of a product which determines its fate on the supermarket shelves. He expressed the opinion that over-protection by the government was perhaps a disservice to the consumer who is capable of making up his own mind.

Consumerism

William Hildebrand, executive director of the New York State Food Merchants Association, was spokesman for the retailer on the panel. He argued that "consumerism is good but 'consumeritis' is bad," adding that there are those who are inventing issues leading to demagoguery. Mr. Hildebrand recognized the great responsibility to the public on the part of grocery manufacturers and retailers. He suggested, though, that some of the boycotts were unfair as they were depriving some innocent men of their livelihood.

The Consumer Pays

Speaking for the consumer was Rose West, consumer activist who was one of the leaders of the Denver supermarket boycotts in 1966. Mrs. West does not see unit pricing as the panacea for consumer woes. Far from it, she commented, "because women have learned that anything that happens in the food industry—if it's unit pricing or a machinery breakdown—eventually the good old housewife is going to pay for it." The lady from Denver admitted she did not have ready answers for the consumer's dilemma but urged these reforms: more honesty in packaging; more for the money; removal of weight fractions that make price figuring difficult; more nutritional content in some foods.

Plight of the Poor

The fourth member of the panel was Dr. Flemmie P. Kittrell, professor and dean of home economics at Howard University, Washington, D.C. In speaking for the minority consumer, Dr. Kittrell lamented that "the poor remain poor because of lack of education and that very often they are lazy because they are hungry." She cited the need of ghetto residents for self-help programs run by people who have an understanding of the human condition; a feeling of mutual respect between themselves and those who are trying to help; special education in spending money wisely; and more training in the nutritional value of some foods. Dr. Kittrell noted, "The poor learn too late how to use the little money they have."

FTC Commissioner

The Forum luncheon speaker was Commissioner Mary Gardiner Jones of the Federal Trade Commission. Commissioner Jones stated that the food industry shares with the Federal Trade Commission an abiding concern for the welfare of consumers. "It is as concerned as consumers with rising price levels," she said. In summing up the responsibilities of the FTC she said, "By serving to pinpoint consumer problems, to explore the extent to which they are valid, to bring hard facts and data into areas which are frequently highly charged emotionally, and to furnish consumers with a forum in which they can air their grievances, we are providing an essential means for solving and eliminating the grievances which your customers hold against you."

Consumer Services Committee

The Forum was presented by the Consumer Services Committee of the Grocery Manufacturers of America under the chairmanship of Mrs. Beverly Bajus, director of the Rita Martin Kitchens, International Milling Inc. The committee comprises the directors of home economics and consumer information departments of 67 member companies. It works closely with GMA staff to develop and implement consumer information programs on an industry-wide basis.

Unit Pricing Rapped

Proposals for unit pricing on grocery items were described as "the most hare-brained idea that I ever heard of in my life," by Mrs. Rose West, leader of the 1966 Denver food boycotts, on a consumer panel held at the Grocery Manufacturers of America annual meeting.

Even as Mrs. West spoke, the effective date of regulation in New York City requiring unit pricing was postponed from November 20 to February 9 to give retailers time to prepare for it. The regulation would require price per pound or price per quart shown on meat and fish, cereals and breads, cooking oils, carbonated soft drinks and beers, and the price per fifty units on napkins, facial tissues and toilet tissue.

Mrs. West said the program is "unbelievable" and that housewives are calling it "idiotic."

"Who thought this up?" Mrs. West asked. "Somebody who's never shopped."

"In the first place, you have to remember that your customers are women," she pointed out. "We are going to pay no more attention to those little unit prices than anything. Have you gone shopping with two children behind you and one in the grocery cart and you're going to figure this thing out by the ounce?"

Put in on Your Product

Mrs. West urged manufacturers to "put it on your product, like you do now, but just don't make it quite so difficult."

The consumer activist said she had read that the cost to put unit pricing into effect in New York would be \$55 million. "Women have learned that anything that happens in the food industry, if it's unit pricing or a machinery breakdown, eventually the good old housewife is going to pay for that. So we don't want this."

"Please," she said, "New York City don't do this to all the other cities in the country."

As her final point on the subject, Mrs. West had this to say: "Unit pricing—Yecchh!"

For Whole Weights

Mrs. West also asked that manufacturers keep their packages in whole weights rather than fractional weights. "If you want to have a package, ten ounces have it ten ounces. Don't give it ten and a third ounces," she urged.

She also said that consumers want to know that there's somebody out there in the food industry that we can depend on, that we can rely on.

She implored manufacturers not to put their money on what they think is eye appeal in packaging. "Put the things in the box that we want," she added.

She also said consumers would appreciate being told why prices on various items are increased. If there is some

reason for price rises, why not say so, she said. "I'm sure you will find that the consumers would be quite understanding about this."

"All we're doing is begging you for help," she told manufacturers. "Help us to make your product. Help us to be in a position to buy them. All that we consumers are asking of the grocery manufacturers or of retailers is to help us."

Other panelists on the program included Stanley Cohe, of Advertising Age magazine; William Hildebrand, Executive Director of the New York Food Merchants Association; Dr. Flemmie Kittrell, dean of Home Economics, Howard University; and Frederick W. Dinmore, of Procter and Gamble.

Warning on Consumerism

The nation's businessmen were told recently that the American consumer may soon have the economic and political power to "pose a serious challenge to the core of private enterprise: the profit system itself."

The warning came from Aaron S. Yohalem, senior vice president of CPC International, one of the world's largest food processors. He is also chairman of the Consumer Issues Committee of the Chamber of Commerce of the United States.

He told an American Management Association meeting in New York City, that "business shall either voluntarily take its full share of responsibility for the commonweal of the society it operates and profits from; or, its ability to make profits will be seriously impaired—eventually into question altogether."

Forces Increasing

Mr. Yohalem added that "The forces that make up consumerism are increasingly existing that the corporation replenish the social capital which business traditionally depended upon to operate: ample, clean and healthful soil; air, water and soil; to train and educate the socially disadvantaged; and to restore and enhance the other community resources which in earlier days were assumed to be provided by the taxes that business quite simply paid for—and seemingly took for granted."

Unless these demands are met, he said, militant consumers might very well consolidate broad, large consumerist organizations and become major political forces. And that, he added, is power.

"It is also very conceivable," Mr. Yohalem explained, "that some of the under-30 generation of executives and

professionals who now make up our middle and entry-level management would insist upon—and achieve—such broad representations on corporate boards so as to revolutionize the entire concept of the board of directors in American management."

Socio-Political Development

He defines consumerism as a distinct socio-political development of our times—a collection of deep-rooted and volatile questions and challenges that go far beyond the traditional concerns of the market place "Consumerism," Mr. Yohalem said, "is a concomitant phenomenon of the great unrest of our cities; of the unprecedented revolt of our youth; of the extraordinary rise of inspired, militant and articulate minorities. It is a reflection of the thoughtful search for excellence by our great middle class."

"Reduced to its absolute essentials," he said, "Consumerism challenges business to do better."

Electronic Systems For Check-Outs

REVOLUTIONARY changes are being contemplated for the supermarkets of the future, and one of most importance will be the automated checkout counter.

This remarkable innovation in retailing was discussed in detail at the annual meeting of the Grocery Manufacturers of America, Inc.

The automatic checkout counter could change the entire "look" of the supermarket of the future, according to the panel of experts who discussed the idea. Its implications for manufacturers are broad.

In the planning stage for several years, and rapidly becoming a reality, the automated or electronic checkout counter will provide the following:

- Speedier service for customers
- Accurate information for retailers and distributors
- Lower labor costs through greater productivity
- Elimination of errors
- Reduction of, and greater control over, inventory

Two Methods

There are two methods currently being developed for automating the checkout system in the supermarket. Both systems make use of coded symbols placed on supermarket goods. In one case, goods are conveyed into machines that automatically read the symbols and translate them into price, type of goods and other necessary information.

Prices are totalled, and the consumer receives her bill, and inventory of the store is automatically updated. In the other, the code is punched into the console manually.

Speedier Service—More Information

According to the proponents of the automated systems, the two most important factors are the speedier service for customers, and the amount of detailed information in depth the systems could provide.

The faster service results from the faster workings of the automated equipment as compared with human computations on the cash register.

Information provided would include movements of goods, shortages, price changes, inventory changes, trading stamps if provided, success or failure of sales goods, coupon transaction, and a host of other facts.

Through the use of automated information, retailers, distributors and manufacturers could maintain more complete control of the data pertaining to their own products, particularly relating to the types of goods that are moving, in what size stores, in what areas, etc. It is also felt that greater use of the demographic area could be made; that is, the makeup and number of consumers and potential consumers in a given area, what they buy, how they could be reached.

Those involved in these new systems recognize that a lot of data is already available from conventional checkout terminals, but that more information could be provided more quickly and in greater depth through the use of automation.

Panelists' Observations

Dr. George L. Baker, senior vice president with Darley/Gobar Associates, discussed the IMS System, or Marktron Retailer System. He noted that it could save an average retailer up to \$25,000 a year in tangible costs, not including cost savings provided over the year by more accurate data and other variables.

John L. Strubbe, vice president of The Kroger Company, discussed the front-end scanner system. Here, the scanner would pick up the coded information, relay it to a central terminal, and send it back immediately with the correct information as to price, unit, etc. The scanning device is being developed by RCA.

Strubbe noted that the automated checkout system would involve heavier capital investment, but that its advantages would offset these initial costs. He said the scanning system would be

(Continued on page 16)

Electronic Systems —

(Continued from page 15)

particularly valuable in a tight labor market.

Robert A. Stringer, vice president of General Foods Corporation, pointed up the advantages and disadvantages of both systems. He particularly emphasized that the new systems have yet to be widely tested and proved, and that until that time it would be almost impossible to come up with an accurate estimate of the ultimate value.

Stringer felt, however, that the automated checkout is almost certain to become a permanent part of retailing sometime in the future. "The question is not why or how; the question is when," he said.

All three panelists discussed the problem of code identification, and whether there would be one universal code system, or whether each store and each manufacturer would maintain its own system. But all agreed that solving this problem would not wait for the future.

New Plant Started For Progresso Foods

Construction of an \$7,200,000 industrial complex for the production and warehousing of Progresso Italian Foods has been started in Vineland, New Jersey by Uddo & Taormina Corporation.

The facility, which will rank among the world's largest specialty food plants, is scheduled for completion in July, 1970, it was announced by Uddo & Taormina President John St. Jacques. Its one-floor manufacturing, storage and shipping facilities and the super-structure housing administrative personnel will occupy 336,000 square feet.

The new plant will be equipped for the preparation and distribution of Progresso's 178 different canned, bottled, and boxed foods. These include tomato products, spaghetti sauces, soups, bean products, olive specialties, antipasto items and many more.

Italian Foods Popular

Because consumer interest in Italian foods is reaching unprecedented heights, numerous new products, particularly in the convenience and frozen food categories, are in the planning stages. The building will therefore have the most modern test kitchens, quality control laboratory and research and development facilities.

Further, the plant is being engineered with pre-determined flexibility to allow for addition of new product preparation lines. The building itself can readily be expanded on the 58-acre site



Buhler dedicates new plant. The Buhler Corporation dedicated its new manufacturing and warehouse addition at 8725 Weyzata Boulevard, Minneapolis, Minnesota on November 12. Together with the existing facility, it gives Buhler approximately 40,000 square feet of manufacturing, engineering, administration and storage area.

This latest expansion was necessitated by the company's rapid growth in recent years and projected growth in the future. Buhler sales have increased by an average of more than twenty per cent annually over the past seven years, according to Peter Foley, executive vice-president and general manager.

for further production and storage facilities.

Designed, engineered and to be constructed by the Austin Company, Cleveland, Ohio, the Vineland operation will provide superior service via highway and railroad to Progresso's distribution area from Coast to Coast.

While maximum automation will facilitate the production flow from receiving of raw materials through preparation to storage and shipping with minimum handling, the projected rise in production over the present Vineland plant capacity is so substantial, it will enable Uddo & Taormina to increase its personnel and payroll over 50%.

"Our Progresso family of Italian foods is growing so fast," President St. Jacques advised, "we needed a much bigger home. Now we'll be able to give all our products the room they need to grow to maximum marketing maturity."

Kraftco to Acquire Grocery Store Products

Kraftco Corporation and Grocery Store Products Company have announced an agreement in principle on a proposal for the acquisition by Kraftco of the business and assets of Grocery Store Products.

The proposed acquisition would be through an exchange for shares of a new \$1.50 cumulative preferred stock of Kraftco, convertible into Kraftco commonstock on the basis of 7/10ths of a share of common for each pre-

ferred share. The preferred, callable after five years at \$37.50 per share, would be of a number equal to the number of outstanding shares of Grocery Store Products.

After a definitive agreement is approved by the directors of the two companies, it will be submitted to the stockholders of Grocery Store Products for approval.

Buhler Develops Low-Cost Airlock

A new airlock developed by The Buhler Corporation of Minneapolis, Minnesota is said to offer deluxe performance at an economy price.

Operation is exceptionally smooth because the wedge-shaped stirring edge of the housing is in contact with the rotor vane at no more than two points at any given time.

Outboard bearings are located outside the housing where they are protected from the product. Other features include sanitary design, sturdy construction and close tolerances between rotor and housing.

Available in a choice of cast iron, aluminum or stainless steel, the new Buhler MPSY airlock has a displacement of .62 cubic feet per revolution and will deliver up to 930 cubic feet of granular material per hour at a pressure of 10 psi.

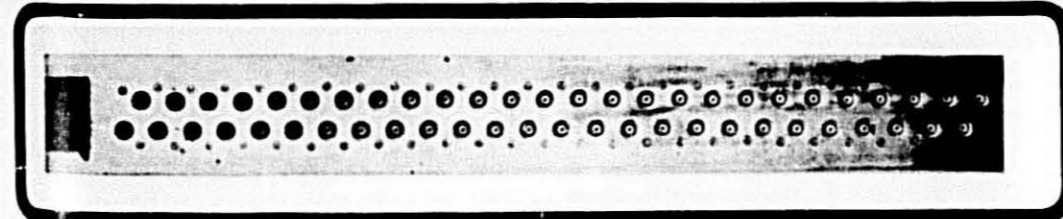
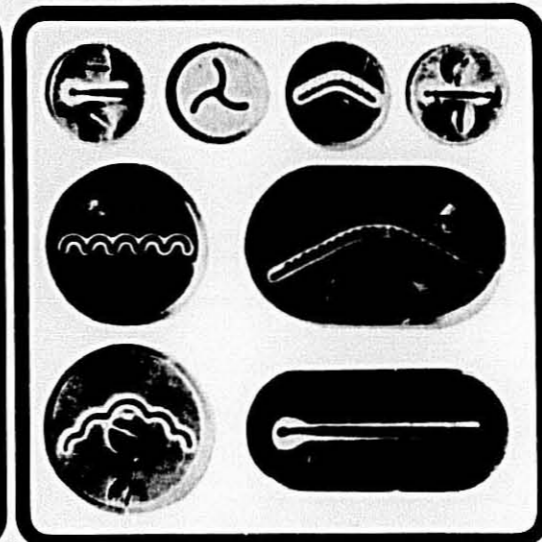
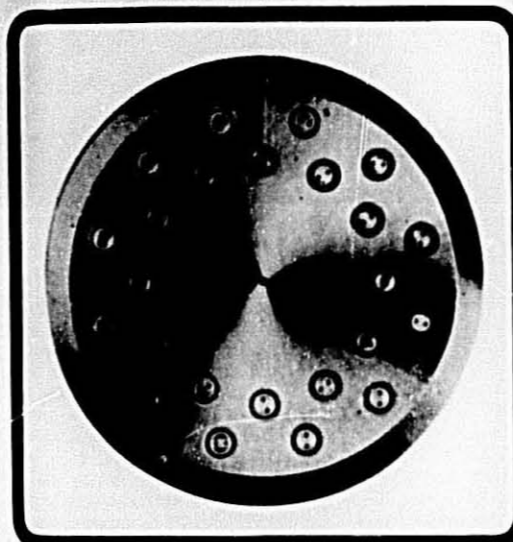
While it is difficult to plan the best uses of technology, it is even harder not to use it at all.

Emilio Q. Daddario

THE MACARONI JOURNAL

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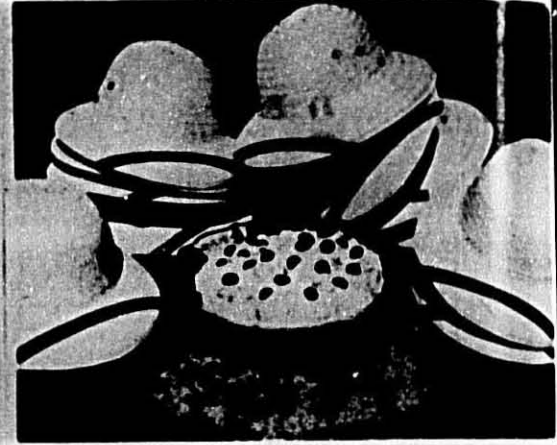


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Safari Fare to Television

As a part of the National Macaroni Institute's celebration of National Macaroni Week a program kit called "Spaghetti Safari, U.S.A." was sent to a select group of television stations.

Props included the script, a Safari helmet, a packet of durum wheat, a packet of semolina, one package each of elbow macaroni, thin spaghetti, and medium egg noodles. There were six colored slides which will be identified in the story that follows:

Commentator's Script

The commentator dons the helmet and asks: "How would you like to go on a safari today? An imaginary trip, to be sure, but an interesting one . . . and not nearly as strenuous as the real thing! Well then, just put on your pretend pith helmet and we'll be on our way . . . on a Spaghetti Safari, U.S.A."

Dialogue continues: "Our tour begins in the durum wheat fields in the north-eastern section of North Dakota. Durum, a hard amber colored wheat, is grown especially for use in the manufacture of spaghetti, egg noodles and macaroni. It is highly prized for this purpose because macaroni products made from durum wheat have a desirable yellow-amber color and a pleasant nutty flavor, and hold their shape and firm texture when cooked."

Durum Field

Slide number one shows a field of durum wheat, while the commentator says: "We arrive at this durum wheat farm about the middle of August and find several farmers working together to gather the ripened grain. Way back in April the wheat was planted. Plentiful rain fell in the spring and summer; this, along with the rich black loam

soil, explains why 90% of all the choice durum wheat grown in the United States comes from this section of the country called the 'durum triangle.' Late summer the rains cease and the grain ripened. Then the farmers used their machines called swathers to cut and lay the wheat in rows. And now, the big red combines move through the fields, picking up the wheat which has been allowed to dry thoroughly. In combining, the grain is separated out and emptied into trucks. After the farmer harvests the grain from his huge fields of amber wheat, he trucks it to a country elevator."

Mill and Elevators

Slide number two pictures a mill and elevators. Commentator continues: "The durum wheat travels from the country elevator by boxcar to a terminal mill. There it is crushed between corrugated rollers; this process is called a break. Sifting follows. Nine breaks and siftings, each followed by purification by air, are required to produce durum flour and semolina. The finest particles are designated as durum flour. Semolina consists of larger particles, amber crystals from the hardest part of the wheat. Semolina is enriched with riboflavin, thiamine, niacin and iron. It is then ready for bulk shipment by rail to macaroni plants."

While showing a sample of durum wheat, the commentator relates: "Here is amber durum wheat as it arrives at the mill." Then showing a sample of semolina, he says: "And here is the finished semolina, ready for use in making the finest macaroni products in the world."

Continuing, the copy reads: "Spaghetti is made by mixing semolina, or durum

flour, with water to form a dough. The dough is then forced through holes of metal discs called dies. Macaroni is made the same way except that there are steel pins in the holes of the dies which force the dough into a tubular shape. Dies are available for making at least 325 shapes of pasta. Even more variety is possible by cutting the extruded dough in different lengths. Egg noodles are mixed in much the same way as macaroni and spaghetti, but with the addition of 5.5% egg solids. Noodles are shaped by pressing dough between rollers to form thin sheets which are then cut into the desired widths.

Macaroni Processing

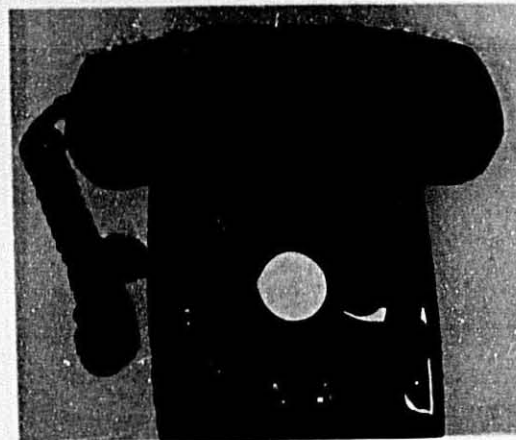
"Macaroni products go through a very slow drying process. Spaghetti is hung on rods while macaroni and other small products are spread on belts before being automatically conveyed into drying units. In a modern macaroni plant most operations are automatic, including the packaging. Finished packages usually travel by conveyor belt to a storage area, ready for shipment to grocery stores. High standards of sanitation prevail throughout the entire plant." Slide number three shows the manufacturing process with a continuous press and dryer line.

"The finest durum wheat in the world, the best equipment and men who have grown up in the business and know it thoroughly combine to provide Americans with the world's best spaghetti, macaroni and egg noodles," declares the commentator, holding up a package of each product.

Recipe

Then holding up a recipe folder, the question is asked: "Does all this talk of (Continued on page 22)

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Safari Fare —

(Continued from page 18)

spaghetti make you hungry? Are you ready to head for the kitchen? Take this new recipe leaflet along with you . . . it's a Pastaport to good eating and we'll tell you in a few minutes how you can get a copy for yourself. But first, a preview of some of the nine delicious pasta recipes in the leaflet."

Spaghetti and Meat Balls

Slide number four pictures Spaghetti and Meat Balls: "Number one in popularity is spaghetti and meat balls. The Pastaport has a marvelous recipe for this. It's a great dish for an informal supper for a crowd."

Noodle Supper Ring

Slide number five shows Noodle Supper Ring: "For an attractive buffet supper, try this colorful noodle ring. The center of the ring is the perfect place for bright Brussels sprouts, and a zippy cheese sauce complements both foods. A baked ham and a tossed salad would just about complete a menu for easy service."

Macaroni Salad

Slide number six presents a Macaroni Salad: "And now for macaroni salad, which next to macaroni and cheese, is probably the way in which macaroni is most often served. This one is colorful with radishes and sweet gherkins, and has extra good flavor because there's mustard in the salad dressing. This goes with just about any kind of meat—ham, roast beef, fried chicken, roast turkey. Good for packed lunches, too."

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We know you're going to enjoy these new recipes for using the world's best spaghetti, macaroni and egg noodles. Thanks for coming along on safari with us.

So long, for now!

Real Values Promoted

The American Dairy Association will use the positive phrase "Real Values" to tell the money-saving story of their 1970 campaign—"Dairy Foods . . . real values in flavor."

Egg noodles appear on a special meat department point-of-sale piece as one

of the many related items being promoted by the dairy group.

Point-of-sale materials for store action include mobiles, shelf-talkers, department banners, and meat department plaques.

Advertising in newspapers, spot radio and television, will use the theme "Energy to Burn" during the January through April period. Full page ADA advertisements providing nutritional milk information will run in *Today's Health* magazine the first four months of the year. High readership advice column advertisements will reach 80 percent of all U.S. teens in *Jr. Scholastic*, *Sr. Scholastic* and *Co-Ed* magazines, to be utilized during the first quarter.

New TV Show

New this year is a weekly television program directed to teenagers and young adults, called "Something Else." It's a fast-paced musical program starring John Byner, the "Action Faction" girls and popular guest performers like John Hartford, Jimmy Webb, Marilee Rush, Three Dog Night, Jimmy Durante, the Mephistopholes, and many more. Scheduled where station time is available, the program will promote milk and dairy products 52 weeks a year.



Miss Great Britain of 1969, 19-year-old Wendy George, received a first hand lesson in the preparation of American easy-to-fix foods when she visited the Rice-A-Ron-Looth at the recent Food, Cookery and Catering Exhibition held in Manchester, England. Her watchful instructor is Arthur Malone, agent for Craddock, Manners, Parrish and Fenn Ltd., London, handlers of American products. The exhibition, attended by more than 100,000 Britons, was organized by the U.S. Dept. of Agriculture to build sales among the five million consumers living in the Manchester area.

La Rosa Offers Weight Watcher Recipes

Spaghetti made with 100% semolina, wheat's most protein-rich part, is off the danger list for dieters. Sixteen nutritious weight maintenance recipes featuring spaghetti, macaroni and egg-noodle products are now available for people who are careful about their weight.

Created by V. LaRosa & Sons, Inc., the first producers of Italian food products to be featured in the official "Weight Watchers" Magazine, they include such formerly "off-limits" taste-tempters as baked lasagna, ziti al forno (cheese baked macaroni) and linguine with white clam sauce.

In offering these weight maintenance recipes, Josephine LaRosa, the LaRosa home economist, pointed out that "half a cup of LaRosa spaghetti or macaroni has 96 calories, a mere three calories more than the small baked potato permitted on the Weight Watchers approved maintenance diets."

Protein-Rich

As for nutrition, she stated that "all LaRosa spaghetti and macaroni products are made with 100% semolina, wheat's most protein-rich part. As with all macaroni, spaghetti and egg noodle products, they are relatively free from fiber, easily digestible, assimilated and absorbed. Thus they yield a low residue. In addition, they are low in sodium and cholesterol fats. For example, a 4 oz. serving of macaroni, after cooking, provides 50% of the Vitamin B-1, 25% of the Vitamin B-2, 40% of the Niacin and 32.5% of the iron for the minimum daily adult requirement."

"But we're not suggesting that LaRosa products be eaten plain," she added. "2.2 ounces of LaRosa marinara sauce has only 33 calories, our meat sauce 34 calories. Best of all, they are real food, not diet food with something, usually the flavor, left out."

The eight-page LaRosa weight maintenance recipe booklet is available free. Simply write to LaRosa, Department E-1, Westbury, N.Y. 11591 for your copy.

How to give individual men the evidence they need to make sensible judgments about the kind of world they want to live in and how to give them the power to make their judgments stick, that is the unfinished business of the next third of a century.

Elting Morison

THE MACARONI JOURNAL

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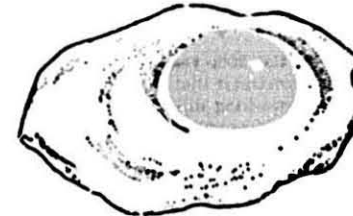
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James J. Winston, Director
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JANUARY, 1970



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Tell the Story of Eggs

The problem of adverse criticism against eggs and egg products must be countered by telling the positive side of the story, John K. Cole, vice president of Buchen Advertising, Inc., Chicago, Illinois, told attendees at the 20th Egg and Egg Products Quality Control School sponsored by the Institute of American Poultry Industries at the Knickerbocker Hotel, in Chicago, recently.

"The responsibility for telling the positive side must start somewhere," Cole added. "I suggest that it start here today, with you. You have one of the finest stories in the industry to tell the American people, the story of quality control."

As the production experts, you must not only be alert to what happens to the eggs and egg products when they leave your plant, but you must see yourselves as a vital part of your company's and your industry's joint effort to educate the consumers and food-service operators, on the steps taken to assure the goodness and nutritional values of eggs and egg products. By telling the quality control story in eggs and egg products you can meet the adverse criticism directly and get your side of the picture before the public.

Quality Control Story

The quality control story is a natural for these reasons:

1. You are in the 20th year of the school. This demonstrates that your industry has been working diligently to make eggs and egg products reliable and wholesome.
2. Since few people are aware of the quality control program, the general public will be reassured to know about it.
3. The more people there are who know about the quality control program, the less harmful adverse criticism will be against the industry.
4. Your company will be in business for many years to come and public opinion will always be important to your company's success.

Always Some Criticism

Cole pointed out that eggs and egg products had received criticism in the past and could expect even stronger criticism in the future. The egg industry must learn how to tell its story to the American Public and must tell it constantly, he added. Companies must develop a complete program of selling the advantages of eggs and egg products and must do this often and vigorously. Campaigns of this type must not only be aimed at the housewife shop-



John K. Cole (right) discusses ideas with Harold M. Williams, president, Institute of American Poultry Industries (left) and Mrs. Margaret Huston, scientific director for the Institute.

ping in the supermarket but to people eating out in restaurants. Foodservice operators are responsive to public opinion, as shown by the number of "weight watcher" choices on menus today as compared to five years ago.

There are a number of tools available to the eggs and egg products industry to combat criticism. Cole showed examples of how other food industries had responded to similar criticisms by the use of advertising to tell their side of the story. He cited other ways of getting the egg message to the public such as: interesting and factual articles in newspapers, by-lined articles in local papers, state and regional trade publications; speeches before various groups, and, mailers and brochures on quality control which can be mailed to customers.

"You've been doing a fine job in quality control," he said. "But if the public doesn't know what you're doing, what good does it do to do it?"

"Put this excellent story to work for your company and your industry by going back to your companies and stir up your advertising and public relations staffs and get them busy telling the story."

Egg Prices Continue to Climb

"The woolly bear, the squirrels, the corn husks, and Grandpa's rheumatism all say we are in for a long, cold winter." The Ballas Egg Products Corporation trade letter says they have already had as much snow in late November in Zanesville, Ohio, as they had all last winter. Cold weather and egg production are closely tied together, and "with prices at present levels we need springtime."

Egg prices were at an all-time high with consumption and industrial usage up with pressure continuing on the

market. Inventories of frozen, dried, and shell eggs were at an all-time low. Buyers were unhappy and trying to buy as little as possible, but a little here and a little there added up to sizable quantities, and it had to come out of current shell eggs.

The V. Jas. Benincasa Company reported that they believed that fresh egg production was increasing beyond consumer demand and the needs of eggs by breakers. It was their opinion that support being exercised to the market would be unnecessary if demand were present to clear all available eggs. The storage stocks of frozen eggs were at a low level. Only 1968 had less frozen eggs in warehouse stocks as of November 1, when the total frozen egg holdings were 48,100,000 pounds.

Some imported lines of frozen eggs and dried egg solids were offered, but the volume of imports did not seem substantial enough to ease off current prices. Interest of buyers in these imported eggs seemed lacking. Most buyers continued on a purchase of current eggs only. The fact that breakers needed eggs to fill orders was a contributing factor to overall price firmness. Even with retail prices at 72 cents on large and 79 cents on extra large fresh eggs, they were selling well in stores, and there were some predictions that they might go even higher. Benincasa predicted that after the holiday demand was taken care of, the market could ease lower.

In contrast, Ballas didn't see any relief for quite some time. They observed: "Usually the week after Thanksgiving, shell egg markets decline, and then nearer Christmas firm up. The November future board hit 64.5 cents just prior to Thanksgiving, and egg people will hedge their November production and deliver during the balance of November on those levels. This will cause an extreme shortage of shell eggs for the balance of the month. These eggs will be used in the early part of December. At that time welfare and pension checks are out, and a sizable increase in home use comes into play. By the time this takes place, the Christmas buying will come into play and the market can be very strong all during December."

"After the first of the year, egg product users will have to have eggs and this demand, plus the normal demand, can keep prices up well above year-ago levels. If we have continued bad weather, production will be hurt, and without a surplus or at least a balance of production and consumption, we cannot have a serious price decline."

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Quarterly Durum Report

The United States durum crop based on October 1 conditions was expected to total a record 104,800,000 bushels. Harvesting got under way in the important state of North Dakota at mid-August and was completed by about September 23. Weather was ideal during the harvest period and the crop was gathered without damage from moisture while it was in the swath.

Test weight and quality of this year's crop is generally excellent. Test weights of 41-63 pounds per bushel are common, and kernels are hard and vitreous. The average test weight of North Dakota's durum harvested this year indicated at about 61 pounds per bushel.

New record yields per acre were established and the 1969 crop did not reflect the 6% reduction in plantings. A yield of 32.5 bushels per acre was indicated for North Dakota compared with the previous record for that state of 31 bushels. The U. S. average for the five durum-producing states was 31.3 bushels per acre.

Stocks Up

The Statistical Reporting Service of the U.S.D.A. estimated durum stocks at 127,400,000 bushels on October 1, 1969. This was 18% more than last October 1 and 64% above two years ago. Farm holdings were about equal to this year's crop and totaled 103,300,000 bushels. This was 16% above last year's farm holdings. Off-farm stocks of 24,100,000 bushels were up 31% from a year ago. Disappearance during the July-September quarter was estimated at about 18,500,000 bushels compared with about 14,500,000 the same quarter last season.

State	1969	1968	1967
Minnesota	2,449	2,788	2,205
N. Dakota	89,408	81,956	54,888
S. Dakota	4,660	4,833	4,424
Montana	7,946	7,665	4,560
California	180	455	366
U.S.	104,643	97,697	66,443

State	1969	1968	1967
Minnesota	31.0	34.0	35.0
N. Dakota	32.5	28.0	24.0
S. Dakota	20.0	27.0	28.0
Montana	29.0	21.0	19.0
California	30.0	65.0	61.0
U.S.	31.3	27.4	24.1

Average monthly cash prices at Minneapolis for No. 1 Hard Amber Durum in 1968 ranged from a high of \$2.06 in February and March to a low of \$1.92 in July. In 1969 the average declined steadily from \$2.02 in January to \$1.66 in October.

Midmonth prices received for durum wheat by North Dakota farmers averaged about thirty cents less than the Minneapolis price accounted for by freight rate.

Exports

Exports of durum wheat during the July-September quarter totaled 11,100,000 bushels. That figure was 47% larger than the same quarter last year but was 23% less than in the April-June quarter. Export shipments of macaroni and semolina in July-September this season were about equal to shipments of these products the previous quarter.

Canadian Situation

On September 5 the Dominion Bureau of Statistics released their August forecast of crop production in Canada. The forecast is for a record crop of 85,600,000 bushels compared with last year's revised estimate of 45,400,000. A record yield of 27.1 bushels per acre is expected in the Prairie Provinces. Acreage seeded to durum this season was 33% larger than in 1968.

Canadian visible stocks on Sept. 24, 1969 totaled nearly 16,000,000 bushels against 11,400,000 on that date last season. Commercial disappearance (domestic and export) for the crop year to Sept. 24 amounted to 4,300,000 compared with 3,500,000 the same period last season. Canada exported 18,600,000 bushels of durum during the 1968 crop year (Aug. 1, 1968-July 31, 1969). Canadian mills ground 4,600,000 bushels during the same period.

Wheat Situation

In the Department of Agriculture's November survey of the wheat situation, they note that world wheat supply is down about five percent but that the



Dr. Mark A. Smith

exportable supplies are at record levels in most major competing countries. World import requirements will be up, but most of these gains will occur in Communist countries.

Vintage Crop

The 1969 durum crop may well be termed of vintage quality, according to USDA. About 90 percent of the crop will grade No. 2 or better, Heavy Hard Amber Durum. Color is excellent in contrast to 1968 when bleaching affected a large portion of the crop. Kernel size continues to improve in U. S. durum, as Leed's variety replaces older varieties having smaller kernels.

As availability of durum for export or carryover on October 1 indicates, the ending carryover will exceed the 1965 record of 68,000,000 bushels unless exports pick up sharply from the July-September rate. Exports in 1968-69 were only a million bushels below the 1966-67 record of 47,000,000 bushels as Western Europe bought heavily. The durum crop in Italy is improved this year, and Canada and Argentina have large crops. U. S. durum exports may not exceed the 1964-68 average, despite the excellent quality of the crop.

The domestic mill grind for the first ten months of 1969 is up five percent over 1968.

Price Decline

The price of No. 1 Hard Amber Durum at Minneapolis has continued to decline since harvest but remains well above the effective loan rate. During the remainder of the marketing year, the price of hard spring wheats, and particularly protein wheats, is likely to remain over the loan. Conversely, durum prices may have difficulty remaining above the loan if exports do not show vast improvement.

Crop Quality Council Secretary

Dr. Mark A. Smith has joined the Crop Quality Council as secretary. It was announced by Vance V. Lockwood, executive vice president. Smith brings to the Council broad research experience in plant pathology and agricultural pesticides. Prior to joining the Council he was associated with Buckman Laboratories, Inc., Memphis, Tennessee, in research and development of agricultural pesticides. His work included preliminary screening and field evaluation of fungicides, herbicides and nematocides for use on major field crops.

Smith received his Doctor's and Master's degrees from the University of Minnesota, where he conducted research on wheat stem rust and soybean

diseases. He also had extensive experience in surveys to determine the prevalence of field crop diseases while at Minnesota. Dr. Smith received his B.S. degree from Kent State University, Kent, Ohio, and also worked for the Ohio Agricultural Experiment Station. He is a native of Wilmington, Ohio.

The Crop Quality Council is engaged in activities in support of agricultural research, extension, pest control, and crop improvement programs affecting crop production throughout North America.

General Mills Elects Officers

James P. McFarland, President of General Mills, was elected Chairman of the Board of Directors and Chief Executive Officer of the company, and James A. Summer, Executive Vice President, was elected President and Chief Operating Officer in management changes approved by the General Mills Board of Directors at its monthly meeting in Minneapolis in November.

In other important moves:

Vice Presidents E. Robert Kinney and Donald F. Swanson were elected to the Board of Directors, bringing the number of members to 20.

Kinney, Swanson and Burton W. Roberts, a Vice President and a member of the Board of Directors, were elected Executive Vice Presidents.

Paul L. Parker, Vice President of Employee and Public Relations, was elected to the newly created position of Senior Vice President and will continue to have responsibility for Employee and Public Relations.

Herbert H. Porter, Vice President and Treasurer, was elected Vice President—Finance and Treasurer.

All changes were effective immediately.

"General Mills on the threshold of becoming a billion dollar company, it is growing in the breadth and diversity of interests to a point where it has almost a dozen well defined operating areas of growth and opportunity," McFarland said. "The successful management of this kind of company depends on the ability to adapt quickly to our new environment and to utilize non-traditional as well as traditional concepts of management."

Acquisition of Interoceanic Approved by A D M

Archer-Daniels-Midland Co. shareholders approved the acquisition of First Interoceanic Corp. for common stock having a current market value of nearly \$15 million.

The transaction increases the Andreas family's interest in Archer-Daniels and puts Archer-Daniels, a processor of agricultural products, in the commercial banking business. Lowell W. Andreas, president of Archer-Daniels, and his brother, Dwayne O. Andreas, own more than 80% of the stock of First Interoceanic. The acquisition will give the Andreas brothers more than 16% of the outstanding Archer-Daniels stock. Through First Interoceanic, the Andreas brothers currently control 191,900 shares of Archer-Daniels, or 14.2% of the 1,345,214 shares eligible for voting at the annual meeting.

At the meeting, Archer-Daniels reported earnings for the first fiscal quarter, ended September 30, climbed to \$953,000, or 71 cents a share, from \$720,500, or 52 cents a share, a year earlier.

Key Men to Accident Prevention

To help create the corps of safety elite that industry needs today, the National Safety Council has established a key club of its own. All members are enrolled in the Council's new Key Man Program—a comprehensive program in accident prevention designed to develop and recognize excellent work-safety records.

Not just anyone can join, though. Membership is restricted to supervisors and foremen—the Key Men responsible for translating company goals of accident prevention and employee interest into on-the-job realities.

Focusing on the particular needs of these Key Men, the program is divided into the following three phases:

- A 12-hour course in accident prevention covering the fundamentals of supervision and loss control.
 - A follow-up program that supplies supervisors with the basic materials necessary to maintain a safety program in their departments.
 - A Key Man Awards Plan that recognizes a supervisor's ability to keep his department accident-free during a 12-month period.
- Organizations that are employer members of the National Safety Council may enroll their Key Men in one or all of these phases. Although non-members are ineligible for the Awards Plan, they are encouraged to participate in phases I and II.

Small Business Benefits

While all three phases will benefit any organization, phase I, the 12-hour course in accident prevention, is particularly valuable to small businesses.

These firms realize the importance of safety on the job, but many lack the funds and facilities necessary to provide intensive courses in accident prevention.

Through the Key Man Program, supervisors in small businesses get the benefits of a concentrated, 12-hour course conducted by qualified instructors who use a textbook as well as slide films and other visual aids.

And there are many benefits to be had, since each year accidents claim increasing amounts of profit and wage dollars. Just last year industry lost 245 million man-days of production because of accidents, and employees lost more than a billion dollars in wages. Cutting these figures is the Key Man's job.

Make Contact

A Key Man Program can be started in your community or plant. For more information about it, contact your Local Safety Council. Where a Local Council does not offer the course, or if there is no Local Council in the area, contact the National Safety Council, 425 N. Michigan Ave., Chicago, Ill. 60611.

Thanksgiving Treat

Delmonico's Dumpling Dinner was to be the special Thanksgiving Day fare for B Battery, 2d Artillery, 101st ABN Division, in Vietnam.

According to the Louisville Times Mrs. Debra Seeton of Portage, Michigan, sampled the new, dry box fare, made with turkey, and enjoyed it so much that she wrote to the company asking if they could ship the product to Vietnam. Her cousin happened to be a cook in the unit.

The firm liked the suggestion and shipped "dumpling thank you's" to the artillery men.

Holiday Eating

A full-page, full color ad for Creamettes Macaroni appeared in December Family Circle featuring "Creamettes Macaroni Cheese Bake."

The ad is dominated by a mouth-watering color photo of this "all-American oven casserole." The headline, "Give 'em a warm welcome," encourages the use of this easy recipe for holiday entertaining.

Full-color stack cards and shelf talkers for the promotion were available from the Creamette Company.

"We tend to judge ourselves by our ideals; others by their actions."

—Harold Nicholson

PEAVEY COUNTRY



Source of America's finest durum wheat

There is good reason for Peavey to be a major factor in the milling and distribution of durum products. The durum wheat fields of North Dakota — where the bulk of America's durum crop is grown — form the heart of Peavey Country (see map). This broad, wheat-rich land supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

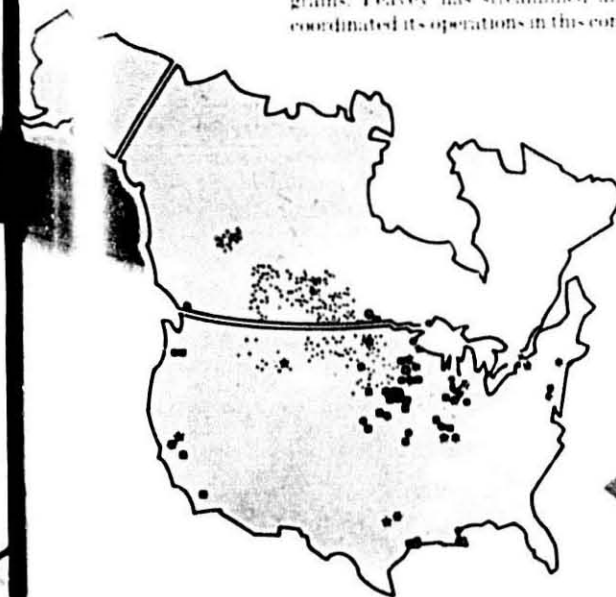
Durum is important to Peavey. It receives great attention in the multitude of Peavey activities related to the growing, storage, transportation, merchandising and processing of cereal grains. Peavey has streamlined and coordinated its operations in this com-

plex business to deliver the highest efficiency.

Peavey operates durum mills in Grand Forks, North Dakota, Superior, Wisconsin, and Buffalo, New York. Peavey Flour Mills processes wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey's total milling capacity is 60,000 hundredweights a day, much of it, of course, in durum.

No wonder spaghetti and macaroni manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts to lay out in PEAVEY COUNTRY.

King Midas DURUM PRODUCTS



Marketing and commodity futures offices: St. Louis, Chicago, Minneapolis, St. Paul, Kansas City, Omaha, Lincoln, Denver, Salt Lake City, Dallas, Houston, New York, San Francisco, Los Angeles, San Diego, Portland, Seattle, Tacoma, Vancouver, and Honolulu. Peavey is a member of Peavey Company and National Grain Co., Ltd.

PV PEAVEY COMPANY
Flour Mills



L. R. Thurston, Jr.

L. R. Thurston, Jr., Joins C. F. Mueller Company

Mr. H. Edward Toner, President, C. F. Mueller Company, has announced the appointment of Lester R. Thurston, Jr. as Vice President—Assistant to the President. C. F. Mueller is a leading manufacturer of macaroni, spaghetti and egg noodle products with headquarters in Jersey City, N.J.

Mr. Thurston, 47 years old, was formerly President, Pennsylvania Dutch Mfgs. Inc., Harrisburg, Pa. and has been associated with the macaroni industry since 1950.

Following acquisition of the firm by Thomas J. Lipton, Inc. in 1965, Mr. Thurston continued as President until 1967 when he was named Director of Sales, Continental Division, T. J. Lipton. Prior to joining C. F. Mueller he had been Manager of Corporate Development, Good Humor Corporation, a subsidiary of T. J. Lipton.

Frank Rawding Promoted

The promotion of Frank D. Rawding to director of industrial chemicals marketing for the Chemical Division of Hoffmann-La Roche Inc. has been announced by Barclay E. Mackinnon, division vice president.

The promotion is part of a realignment of the division under which John H. Kelly became general manager and Edmund L. MacDonald became director of agricultural and animal health marketing. Mr. Mackinnon cited the increased need for specialization and expanded volume as the reasons for the realignment.

Mr. Rawding's new section will have its own regional managers, field sales staff and appropriate industry managers.

Mr. Rawding joined Roche in October, 1961, as a sales representative. He became midwestern regional manager in 1964 and was named director of marketing for the Chemical Division in 1967. He is a graduate of Upsala College in East Orange, N.J., where he received a B.S. degree in chemistry in 1951. Before joining Roche, he was a purchasing agent for the Nopco Chemical Company in Newark, N.J.

Peavey Promotions

Three management promotions were announced by Peavey Company of Minneapolis following its annual meeting:

Dr. John H. Nelson was elected vice president—director of research and development.

William G. Stocks, the company's vice president—finance, was elected to the executive committee.

W. M. Wingate was elected to the divisional office of vice president—bakery flour sales in Peavey Company Flour Mills.

Two new directors were elected to the board of Peavey Company:

William J. Quinn of Chicago, president of Burlington Lines, is the first person in Peavey's 95 year history to be elected to its board from other than management or ownership circles.

William G. Stocks became the company's vice president—finance last December. He is a lawyer and CPA and joined Peavey in its tax department in 1956.

Ogilvie Spurns Labatt Earnings

Reflecting primarily a full year of operation of Ogilvie Flour Mills Co., the annual report of John Labatt Limited for the fiscal year ended April 30, 1969, shows an increase of 69% in gross sales and of 54% in net earnings.

Labatt acquired 99.7% of the outstanding common stock of Ogilvie through a cash and preferred stock issue, with the company merged into Labatt in late February, 1968. The Ogilvie purchase price is computed at \$62,270,354, consisting of \$7,125,734 in cash and \$55,144,620 in Series A convertible preferred shares, a total of 3,073,756 of which were outstanding at the end of the 1968-69 fiscal year.

Gross sales of Labatt, a leading Canadian, 1969, amounted to \$313,201,831, against \$185,772,065 in the previous year. The 1967-68 figures include only two months of Ogilvie operations.

Net earnings in 1968-69 totaled \$13,353,043, equal to \$1.18 a share on the



Gregg Stanway

common stock, against \$8,651,387, or 91¢ a share, in the previous year.

Dividends paid in 1968-69 included \$3,028,981 on the preferred and \$5,612,628 on the common, against \$743,746 and \$4,135,395, respectively, in the preceding year.

In reviewing operations in foods during the 1968-69 fiscal year, the Labatt report says:

"Reorganization of The Ogilvie Flour Mills Company, Ltd., and its subsidiaries has been completed. Development of the Packaged Food Division through the integration of Catelli-Habitant and Five Roses brands was completed and the division is preparing to increase its marketing capabilities and broaden its base of operations. Management is currently reviewing production facilities prior to undertaking some major programs to increase efficiency and capacity."

National Merit Award

Gregg Stanway was among the highest scorers in the qualifying test of the National Merit Scholarship Competition given last February to some 750,000 students in the nation.

Gregg is the son of Mr. and Mrs. H. Geddes Stanway. Mr. Stanway is Executive Vice President of Sinner Macaroni Company of Omaha, Nebraska. Gregg hopes to prepare for the law profession following in the footsteps of his brother Roger, who graduated with the Doctor of Law degree in 1968 from Nebraska University Law School.

The other Stanway children are Clark, 14, Mark, 11, and Heather Nicole, 6.

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semolina
you've wanted
from **AMBER**



by Gene Kuhn
Manager:
AMBER MILLING DIVISION

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

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

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

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

Be sure . . . specify Amber!



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FARMERS UNION GRAIN TERMINAL ASSOCIATION

Mills at Rush City, Minn.—General Offices: St. Paul, Minn. 55101

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THE MACARONI JOURNAL



"Business deserves consumer confidence"

This past year, American consumers made 3,296,293 calls to 126 Better Business Bureaus across the country.

For every one complaint there were nine inquiries—people who simply wanted to check on the reputation or reliability of a company, or find out about some business practice.

Compare that to 30 years ago, when the opposite was true: most people called the Bureaus to complain.

Besides, Bureau records show that not all consumer complaints are serious or justified. Frequently even serious complaints are the result of a company's unintentional mistake.

In the vast majority of cases, whether the mistake was intended or not, the Bureaus obtain voluntary corrections.

Despite these favorable signs, business today faces a crucial need to do a still better job of self-regulation of advertising and selling, and to do more to inform both government and the public concerning business progress in serving customers in the public interest.

Hence the Better Business Bureaus, drawing on their unique 54-year experience, have launched an expanded action program. It features these developments:

1. Expanded Service By Individual Bureaus. In city after city BBBs are broadening the geographic areas they serve, adding more telephone lines, installing automated filing and reporting systems—so they can give more con-

sumers better and faster service.

Increasingly, individual Bureaus are called upon to testify before state legislatures.

In some cities, Bureaus are setting up Consumer Affairs Councils to provide local forums for discussion of consumer problems.

And each year new Bureau offices are opened.

All this costs money; but it demonstrates the spirit of a great business community which understands that it can survive only if it enjoys the confidence of its customers, and which will go beyond any possible law in protecting this relationship.

2. BBBs' Research and Education Foundation. Activated under the direction of a distinguished Board of Trustees, this foundation will conduct urgently-needed studies to shed the light of objective fact on issues of concern to consumers. Under its aegis the BBB will initiate new programs to protect both the consumer and the enterprise system.

3. Office of National Affairs. This office has been opened in Washington. It will use the goldmine of information gathered by Better Business Bureaus across the nation, providing federal officials—for the first time on a systematic, continuing basis—with reliable data based on more than three million consumer contacts per year.

It will also offer facts on how business

regulates its marketplace activities in the public interest, and report back to business on government activities and plans affecting business-government relations in the consumer area.

4. Stepped-Up Mass Communication. This program will express industry's concern for the consumer, explain industry's self-regulation efforts, upgrade consumer buying skills, and increase public understanding of the enterprise system.

How can you as a businessman cooperate with this expansion program?

Bear this in mind: the heart of the BBB complex remains the individual Better Business Bureau.

It works to improve the business climate, to safeguard your community's buying power and maintain a market environment in which your business can operate profitably.

And it supplies data now being relayed to both federal and state governments to show why *business deserves consumer confidence*.

Write or call the manager of your nearest BBB. Tell him your reaction to the Bureaus' expanded action program. See how you can help to make it succeed.

Association of Better Business Bureaus International, One Greenwich Plaza, Greenwich, Conn. 06830.



Macaroni Around the World

from the Braibanti Bulletin, Milan, Italy

PASTA, known as the basic food of the Italian people, is presently consumed at a yearly rate of about 30 kilograms per capita. (A kilogram is the equivalent of 2.2 pounds). However, such average quantity is much higher in the South of Italy while it is lower in the North of the country. This is not only because of economic conditions but because of regional cooking habits.

In recent years, macaroni products, have found their way into many different climates and cooking cultures. For example, macaroni consumption in Argentina is about 12 kilograms. In Tunisia, about 10; 4 in France; 3.5 in the United States; and 3.3 in Australia.

Macaroni is making progress in Asia, heretofore the uncontested realm of rice. In the past decade, macaroni and noodle products in Japan have expanded eight fold, to over 70,000 tons annually.

Consumption has increased in every country keeping records in the past five years. Four factors might be given: technical, economic, taste and nutrition.

Technical Progress

Technical progress has seen change from the outdoor drying of Naples to the temperature and humidity controls of modern continuous dryers; from hand mixing and forming to the invention of the first automatic press by the brothers Mario and Giuseppe Braibanti in 1933. Today, automatic equipment can produce this quality food product in any zone on the globe.

Economics

Macaroni is made of wheat. Large quantities of wheat are available all over the world and its unit cost is generally among the lowest.

Another economic fact is that the manufacturing cost is very low. In Italy, it does not exceed 30 percent of the raw material cost, including taxes and other burdens.

From the consumer's standpoint the dry product is easily stored and economically prepared. Cooking time ranges between 7 and 18 minutes, according to the shape. This saves time and fuel in comparison to meat and other foods.

Taste

Taste is a primary quality for the acceptance of a food. Macaroni products have conquered the taste of most diver-



Happy Japanese Schoolboy

sified people which are accustomed to quite different foods.

Part of the explanation for macaroni's adaptability is the fact that it can be produced in a great number of different shapes which confer to it different tastes and textures. This is easy to ascertain by tasting two macaroni dishes with the same seasoning but of different shapes, such as a dish of spaghetti and a dish of rigatoni. Another element of versatility is its ability to be prepared with a great variety of condiments. Examples: in Japan macaroni may be served with fish; in Mexico with a sauce prepared with chili; in Great Britain macaroni has been served with a jam seasoning. Regardless of taste, macaroni is pleasing to everyone.

Nutrition

We eat to nourish our body. A normal man aged 25 or older and weighing 70 kilograms (154 pounds) needs 2600 to 2800 calories and 70 grams of protein per day. Now, let us examine the calorie and protein contribution of a typical Italian dish—macaroni seasoned with a sauce based on fresh tomatoes, butter and cheese: 200 grams of pasta (520 calories); 200 grams of fresh tomatoes, 20 grams of butter or oil, 15 grams of cheese (290 to 300 calories); 3 grams of salt and onion. The total protein content is 30 grams. Such a dish covers 28

percent of the calories required and 40 percent of the protein required daily.

Not Fattening

The contention that macaroni is fattening is wrong. Food science has long established that the amount of calories required by a man is in accordance with the type of activity he carries on. If he expends the calories taken in, he will not put on weight. To avoid overweight one has simply to follow a diet in accordance with the kind of work which one does and reduce the consumption of liquids and fats.

In regulating one's diet, it should be taken into consideration, that equal weights of fat supply a quantity of calories three or four times higher than that of macaroni. Therefore, they should be used in limited quantities by persons who are subject to overweight.

Per Capita in Kilograms

Europe

Italy	30
Switzerland	12
Portugal	7
Greece	6.5
Spain	6.2
France	6.0
Austria	3.0
Germany	2.6
Czechoslovakia	2.5
Jugoslavia	2.3
Belgium	2.0
Holland	2.0
Finland	1.2
Sweden	.9
Norway	.4
England	.5
Denmark	.2

Africa

Libya	12.5
Tunisia	10.0
Algeria	3.5
Morocco	2.2
Egypt	1.2
South Africa	0.6

Americas

Argentina	12.5
Chile	11.0
Venezuela	10.0
Peru	6.6
U. S. A.	3.5
Mexico	3.5
Brazil	4.3
Australia	3.3



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SMOOTH SELLING*

by George N. Kahn,
Marketing Consultant

A cynic once observed: "The world would be a nice place except for people."

This is a rather distorted viewpoint but the man had a germ of truth in his argument. Some people do rub each other the wrong way, resulting in feuds, misunderstanding and hurt feelings. It's probably part of our makeup.

However, intelligent rational individuals do not let differences of opinion destroy their social or business relationships. The thinking man says, "Maybe I was wrong, too." Then he proceeds to patch up the wounded feelings.

Salesmen Vulnerable

Salesmen are especially vulnerable to bad relations with customers, associates and employers. Selling is a tough, demanding business where a man lays it on the line every day. He would have to be made of stone to remain unruffled all the time. A wrong word, even a look can trigger an emotional response in some salesmen—particularly if they have had a hard day. After all, doctors, lawyers, judges and baseball managers lose their tempers. Why should the salesman be an exception? I recall my own selling days when I would occasionally blow my top. And to be quite frank, I felt better for it. There's nothing like letting off steam.

Jack Baker, an art supplies salesman, called on a customer who happened to be busy at the time.

"Come back in about an hour," the dealer told my friend, Jack.

To kill time, Jack decided to drive to a nearby swimming pool for a quick dip. On the way back, however, one of the car's tires went flat and he was delayed for more than an hour.

When he finally made it back to the customer the latter was visibly annoyed.

"I told you to be back in an hour," he snapped. "Now something else has come up and I won't have time for you."

Jack tried to explain but the customer was not impressed. The argument grew hotter and soon they were shouting at each other. The upshot was that Jack strode out and never went back to that store.

Did the salesman do the right thing? Definitely not. In fact, Jack regretted his action when he recalled it years later.

"I was a fool," he admitted. "The whole thing could have been patched

LOST TEMPERS MEAN LOST ORDERS

No. 52 of a Series

up in five minutes with no loss of face to either of us."

The salesman should always leave himself an out, even when there is a dispute with a prospect or customer. Don't leave any wounds that cannot be healed.

Remember, the longer an argument rages the less chance there is to settle it. Human nature is such that we may know we're wrong but we plunge ahead anyway. Tempers become shorter, voices rise and accusations multiply. Soon all hope of an accord is lost. Things are said which can never be excused or glossed over. In short, the die is cast.

Is there any way to prevent a break in relations with a customer or prospect? Of course there is.

One way of staving off a disaster is to try and see the other fellow's point of view. Keep a rein on your emotions until you give careful consideration to your antagonist's position.

Watch the Lessons

If you wanted to learn golf or tennis you might take lessons from a pro. In the business world there are a lot of "pros" from whom you can learn a great deal about human relations. Think of the people you admire—managers, associates, buyers, etc. What is it about them that you admire? Is it their patience and understanding? Most likely. Then emulate them. They are successful men who became so because they are in control of themselves.

One of my best friends, Ed Rogan, was such a man. He started in the soft goods business many years ago with five other associates, each a strong personality. Inevitably disputes arose as the company expanded and prospered.

From the beginning, Ed was selected as the mediator when the partners were at odds. Calm and judicious, he would hear all sides and then restate each position so it was crystal clear. He never showed favoritism and displayed respect for each opinion, whether or not he agreed with it. This attitude, of course, produced a feeling of trust in Ed. In each case, his word was accepted and his decision prevailed.

But in addition to solving company problems, Ed provided his partners with an example of intelligent and ma-

ture behavior. They studied using Ed's tactics with their customers and found that it worked splendidly. As a result, the firm was highly successful and had one of the finest sales forces in the industry.

I, too, learned a great deal from Ed. He taught me that patience and tact are far better weapons in selling than bombast and name calling.

Frame of Mind

You must get yourself into the right frame of mind before the call. Whatever is nagging or bothering you, forget it. Your sole objective is to get the order. If the buyer seems a little testy, feel your way carefully. Maybe you can snap him out of it with a joke or story. If you keep yourself in check he might well simmer down out of sheer embarrassment. He may not want to lose you as a supplier.

Realize that you're not right all the time; that you can be wrong. The salesman who creates a perfect image of himself is looking for conflict and trouble.

How are your relations with customers and others? Do you promote "divorce" because you can't hold yourself in check? This quiz ought to tell you. If you can answer yes to at least seven questions your human relations are probably in good order.

- | | Yes | No |
|--|-----|----|
| 1. Can you control your temper? | — | — |
| 2. Do you try to see the other guy's point of view? | — | — |
| 3. Do you know well poised persons you attempt to emulate? | — | — |
| 4. Can you admit you're not right all the time? | — | — |
| 5. Do you try to learn buyer's quirks and boiling points? | — | — |
| 6. Do you try to time your calls so they won't inconvenience the customer? | — | — |
| 7. Have you the ability to relax occasionally? | — | — |
| 8. Do you have a clear goal in life? | — | — |
| 9. Can you adroitly terminate an argument that is getting out of hand? | — | — |
| 10. Are your arguments with customers so few that you find it hard to remember them? | — | — |

ADM Milling Co.

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Three Chicago favorites: Elinor Ehrman of F. R. Sills, Inc., Ernie Banks of the Chicago Cubs and Peter Pan peanut butter sandwiches at a Food Editors Conference presentation. Miss Ehrman supervises the macaroni account in Sills' New York office.

Spaghetti Cooker

An automatic spaghetti cooker capable of producing 360 restaurant orders per hour has been developed by Gregory Fenerli, owner of the Rubaiyat restaurant in Ann Arbor and a structural engineer by profession.

Describing the machine as "very, very sophisticated," Mr. Fenerli said it has been patented and should be available for leasing within the next three months. He said the leasing will be tied in with a franchise package to be called Spaghetti Factory.

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quirements can benefit from a new pallet shrink wrapping system developed by the Weldotron Corporation, Newark, N.J., based manufacturer of packaging machinery and materials handling systems.

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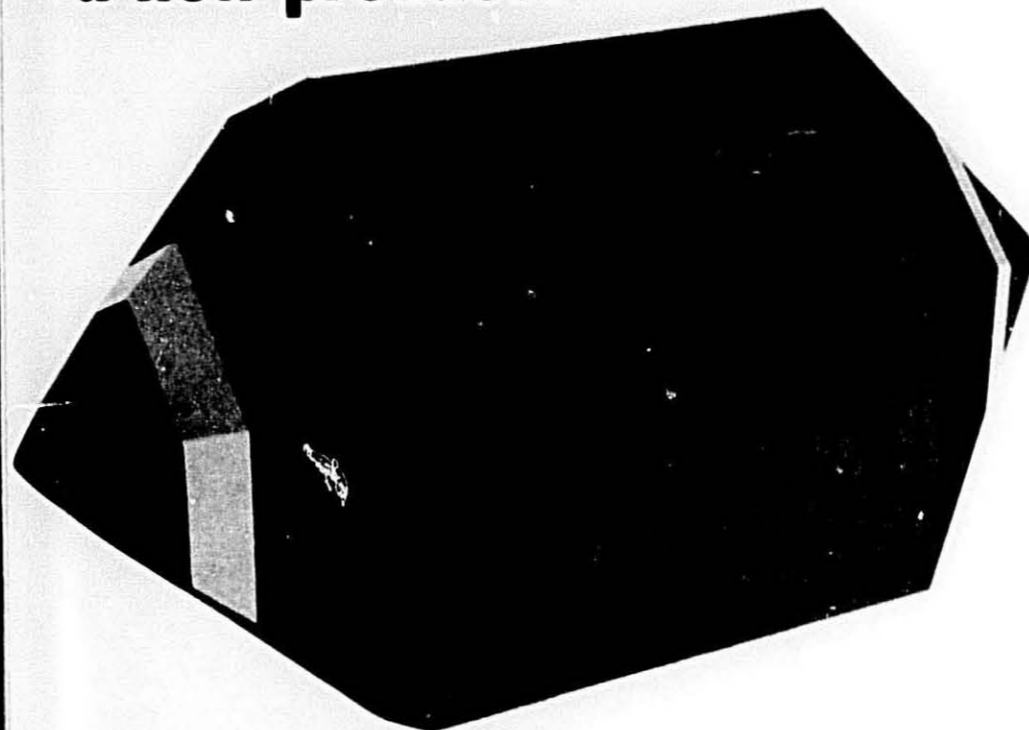
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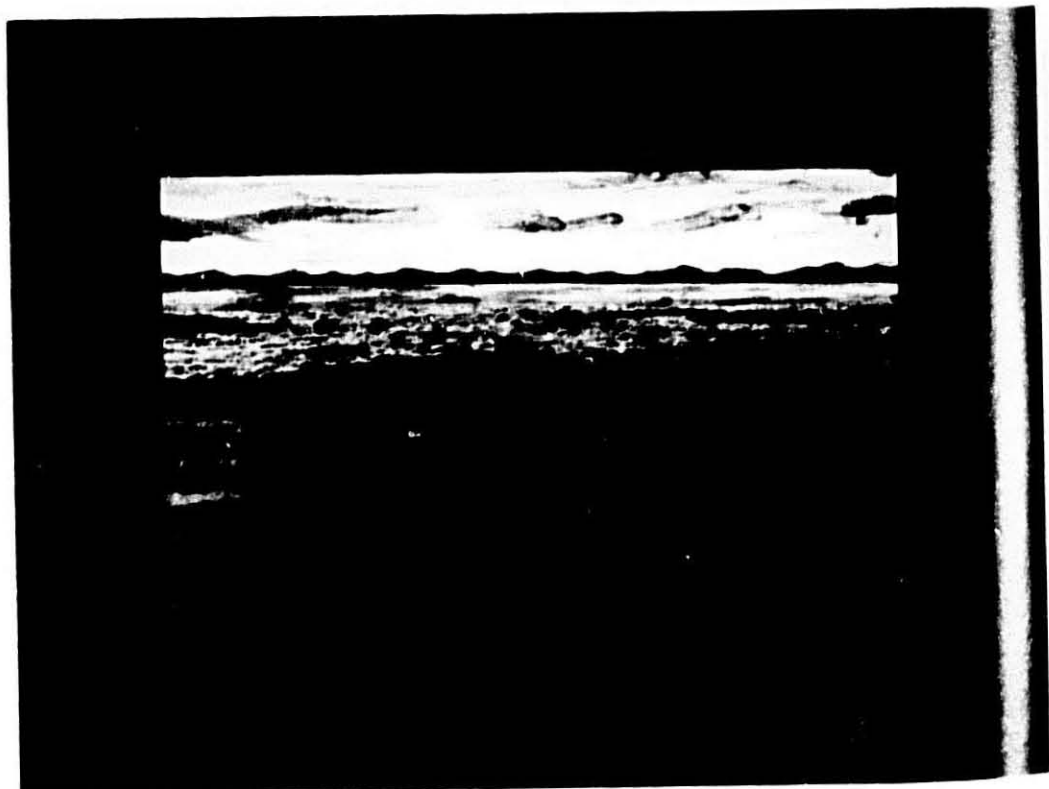
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