

**THE  
MACARONI  
JOURNAL**

**Volume 50  
No. 3**

**July, 1968**

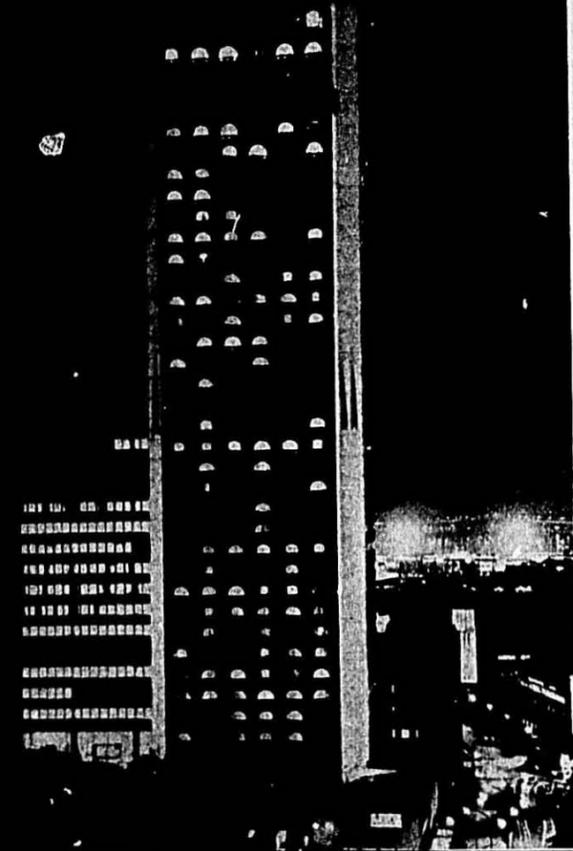
# Macaroni Journal

Volume 1, Number 1  
July, 1968



**JULY, 1968**

**Convention at  
Le Chateau Champlain  
Montreal, Canada**



# PACKAGING PERSONALITIES

**Michael Uhler**

An enterprising retail merchant who, in 1848, anticipated modern supermarket practices by demonstrating the feasibility of doing business on a cash-and-carry basis, and by advertising his bargains extensively. He was one of the earliest of businessmen to make commercial use of a slogan: "A humble sixpence before a slow shilling."



**K**NOWLEDGEABILITY. Mr. Uhler, who operated a typical country store of the mid-19th century, knew his customers and he knew the times. That wasn't too hard to do one hundred and twenty years ago. It's considerably more difficult and involved today, and it's far more important today than ever before. So Rossotti keeps a sensitive finger on the public pulse and maintains a perceptive eye on the marketplace. It enables us to recognize, analyze, and even anticipate consumer trends, shopping habits, and buying motives. That's one good reason why Rossotti is able to design and produce retail packages of the most persuasive and compelling characteristics. Moreover, we're happy to share this knowledge with our customers, to assist them in planning effective promotional programs for their products. It's all part of the Rossotti packaging-merchandising concept. We'd like to tell you more about it. We believe it merits your interest.



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# The Macaroni Journal

July  
1968  
Vol. 50  
No. 3

Official publication of the National Macaroni Manufacturers Association,  
139 North Ashland Avenue, Palatine, Illinois. Address all correspondence  
regarding advertising or editorial material to Robert M. Green, Editor,  
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JULY, 1968

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## Cover Photo:

The new Le Chateau Champlain at night; site of the 64th Annual Meeting of the National Macaroni Manufacturers Association, July 15-18.

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## LET'S GET INVOLVED

Editorial from the North Dakotan, published by the Greater North Dakota Association, State Chamber of Commerce.

**P**ROBABLY the greatest weakness of the average American businessman today is his great activity toward not getting involved in politics.

And yet, politics are the very essence of the world in which he lives. Political operations determine the taxes he will pay, the shape of his town, for whom he will vote, the condition of the schools his children will attend. . . .

But not until the chips are down, not until he has been driven to the wall by pressures built up by the erroneous decisions of others, does he throw himself into the game.

"Government," he says, "costs too much money." Why, then, doesn't he get into government and show them how to hold down some of the costs?

"The government," he says, "imposes too many restrictions." Why, then, doesn't he get into government, take a look at some of these restrictions, satisfy himself as to their validity?

There is no government—local, state or federal—that can afford to do without the keen mind, perseverance and ability of the successful businessman. Why, then, doesn't he jump at the chance when he gets it? Most probably, because he feels it would be "bad" for his business.

But is it really bad for business? Which is worse—becoming involved in politics, or allowing political manipulations to become so oppressive that they ruin a business completely?

By "getting involved," we don't mean on the fringes. We mean actively supporting the candidates of your choice. Better still, we mean running for office yourself. If you don't aspire to be governor, how about one of those myriad of small offices that, collectively, do so much to solidify the governmental structure?

By "getting involved," we mean being positive, rather than negative; being for something, rather than against something; taking the offensive, before being forced to take the defensive.

If businessmen don't get involved—and get involved now—another few years may be too late.

Only men make politics.  
Get involved.

## Be A Key Man

A Message from Arch N. Booth, Executive Vice President, Chamber of Commerce of the United States



Arch N. Booth

the men to whom other leaders turn when there's a difficult job to be done. They are the men whose thoughtful opinions are sought when ideas are needed or a decision must be made.

These are the men whose concern for new ways in which to strengthen our basic American institutions leads them to seek out bold concepts and dynamic action programs.

Ten action forums have been developed, each stressing the stake of business in critical program areas. The Key Man Report is for the business executive who needs hard information on these programs. They deal with America's most pressing problems.

1. Modernizing State and Local Government;
2. Education;
3. Job Training for the Hard-Core Unemployed;
4. Housing;
5. Pollution Abatement;
6. Crime;
7. Mobilizing Total Community Resources;
8. Consumer Relations;
9. Export Expansion;
10. Labor Law Reform.

The Macaroni Journal plans to treat one of these subjects each month in a series of articles. The first that follows is on Consumer Relations.

### CONSUMER RELATIONS

**A**NGRY housewives protest rising prices.

A flood of consumer legislation swells up in Congress and the state legislatures.

State governors appoint consumer protection officials.

New state and local consumer groups form all over the country and a new national consumer organization is created—with strong labor backing and anti-business overtones.

Is there still time for positive business action to ward off the deluge? How are Your Consumer Relations?

### The Problem . . .

The wave of supermarket boycotts in 1966 and the upsurge in Federal consumer activities have brought home to businessmen the fact that the consumer

CFA was founded are union officials. Twelve of the most powerful unions in America were associated with the Assembly. Union activity is also apparent at the level of state and local consumer groups as well.

Yet, despite all this labor support, it would probably be a mistake to assume that the consumer movement is only a front for the unions, just as it would be incorrect to assume that consumers are completely satisfied with products, prices, and services. Consumers are more sophisticated today than at any time in the nation's history; as a result, they expect more and are more critical of performance that falls short of their expectations.

### Dissatisfactions

They are dissatisfied about high prices, lack of adequate product information, and misleading advertising claims. They are unhappy about product repairs, warranties and guarantees, and some sales practices. They are concerned about product safety and the cleanliness of food.

By no means are all consumers unhappy, and certainly not all of those who are distressed complain of the same things. But there is a general restiveness which activists in and out of government have seized upon to promote a wave of consumer-oriented legislation, much of it aimed directly at business.

Elected officials have been quick to realize the political value of using such emotion-laden terms as "truth," "hazardous," "unclean," and "tainted," among others. They also appreciate the vote-getting appeal of much consumer legislation especially those items which do not cost vast sums or create huge programs. It is not surprising, therefore, that the Federal government has capitalized on consumer discontent.

### Focus on Consumers

Arms of the executive branch have been created to focus on consumer interests. Former television personality Betty Furness serves as President Johnson's Special Assistant for Consumer Affairs and Chairman of the cabinet-level President's Committee on Consumer Interests. (She is seeking to increase her staff, now authorized at 19 positions, to 46 persons.) A Consumer Advisory Council, chaired by Wisconsin Attorney General Bronson LaFollette, also has been influential in developing Administration consumer policy. And the President has named Cleveland attorney Merle M. McCurdy to the Justice Department post of Consumer Counsel.

Paralleling this executive branch interest is the surge of consumer activity



Is She Satisfied?

in Congress. The 89th Congress (1965-1966) enacted laws concerned with automobile safety, cigarette labeling, child protection, and packaging and labeling. The 90th Congress has already passed acts dealing with flammable fabrics, meat inspection, consumer credit ("truth-in-lending"), clinical laboratories, and the creation of a National Commission on Product Safety.

In his 1968 Consumer Message to Congress, President Johnson proposed legislation to deal with fraud and deceptive sales practices, authorize a study of automobile insurance, set standards for radiation from television sets and other electronic equipment, tighten inspection of poultry and fish, and establish a safety program for recreational boats. Other legislative items raise the total to more than 40 consumer-oriented bills pending in Congress.

The states are also active in this area. The governors of several important

states listed consumer problems in their 1968 legislative messages. Maryland's proposed new state constitution directs the legislature to "provide by law for the protection and education of the citizens of the State against harmful and unfair business practices." Many states are not waiting for such a constitutional mandate before bringing forth consumer-type legislation to match the Federal outpouring.

At the executive level, more than half the states now have officials or agencies specifically concerned with consumer protection—and this does not count those states which exercise consumer protection responsibilities under another description. Only a small percentage of all businesses will be the targets of state attention, but, rightly or wrongly, all business will suffer a black eye on each occasion that any business is publicly accused of unfair consumer practices.

### Thrives on Complaints

The consumer movement, particularly in government, thrives on complaints. Complaints produce a climate which is favorable to the passage of still more legislation—legislation which injects government still further into the affairs of business.

The number of complaints is minute compared to the total number of transactions which occur every day but the growth of complaints is being actively promoted by consumer activists. Betty Furness urged one audience recently, "And so I ask all of you to complain."

This presents a challenge to the business community to show, individually and collectively, that it can deal faster and more effectively than government with the problems of 200 million American consumers.

### Action Forum on Consumer Relations

Statements from four panelists at the U.S. Chamber of Commerce meeting.

**The Honorable Mary Gardiner Jones, Member, Federal Trade Commission:**

What do you consider to be the major consumer problem today and how do you think that problem should be corrected?

### Are You Listening?

I think the major consumer problem today is the growing feeling on the part of consumers that their complaints and reactions to products, services and selling practices are not being listened to or taken seriously. This has deteriorated in the low-income market to a conviction on the part of the low-income consumer that he is being deliberately vic-

limited and taken advantage of by the local merchant.

In many instances in the more affluent consumer market some of the problems arise because of inexperienced employees, because of the relative newness of automated techniques and because of habits of thinking and patterns of dealing with consumers which are inappropriate for today's much more sophisticated and intelligent consumers. In the low-income market, many of the problems may not stem as much from deliberate victimization as from inefficiency and possibly also from reliance on outmoded sales techniques based on concepts of consumers which may also be inappropriate to today's low-income consumer.

(Continued on page 6)

### Consumer Relations—

(Continued from page 5)

The possible range of solutions are of course endless. Consumers must secure a more realistic picture of the problems confronting business in securing quality control at the producer level, in ensuring more efficient service and repair at the consumer level and in trying to devise efficient accounting, billing and complaint procedures. By the same token, business must accept the notion that consumers are too sophisticated to tolerate ambiguous and unclear warranties or exaggerated advertising claims. I believe the U.S. Chamber of Commerce's present plan to encourage direct consumer-business dialogues on the local level should go a long way towards exploring the problems and finding ways of narrowing the credibility gap which seems to be rapidly developing between business and consumers.

#### Dialogues and Counseling

For the low-income consumer market, dialogue is not as urgent in my judgment as the need to give direct counselling and management assistance to the low-income merchant and to explore ways and means of extending credit to him as well as to the low-income consumer. This is a challenge which business is uniquely able to meet.

I would like to see the projected business-consumer dialogues extended to embrace the low-income consumer and the low-income merchant and to direct itself to specific problems of credit and management counselling.

**Winston H. Pickett, Manager, Public Affairs Service, General Electric Company, New York:**

Before offering my characterization of "the major consumer problem," let me suggest a perspective or two by reporting some results of what consumers have told us are their principal concerns and interests. These results are part of a national sample survey which is conducted with prescribed frequency by an independent, highly qualified opinion research organization for General Electric Company. In these periodic surveys one of the regularly asked questions is "What are you most interested in or concerned about lately?"

Predictably, the top concern was Vietnam followed by 21 other items, the last of which reflected went down as low as only one per cent of the mentions. Interestingly, so-called consumer issues did not even make the one per cent mark.

Again, the same survey asked people if they thought they were getting "val-

ue for the money" that was paid for various specified types of service. At the top of the "value" list, it turned out, were telephone and electricity. At the bottom of some 16 additionally listed items, were federal and local taxes, with only some 16% of the people saying that they received good value for their federal taxes and 15% for local taxes! Perhaps this discloses a weakening of the common faith that ever larger appropriations of tax money can be spread like a green salve to cure all social ailments.

#### Political Fact of Life

Despite these implications as to what consumers regard as the priority of their concerns, it is a very real political fact of life that protection of consumers is the problem confronting us all. Thus, the President's Consumer Message to Congress was so designated and his eight-point program dealt with the specified areas of protectionism. With such impetus, the need is to channel this legitimate interest of government in a way which avoids an overkill in correcting the abuses which undoubtedly exist.

Human nature and the laws of probability being what they are, all of us I am sure, accept the fact that there are some who seek to take advantage of others. In the business world in particular, there regrettably will be sharp operators who try and do defraud and deceive consumers. Reputable businessmen can and do band together to discourage these practices, but I wholeheartedly agree the principal police effort in these instances will have to come from government.

#### Special Problems

I also recognize that we have special problems today with consumers who are uneducated or live in the ghettos. Commissioner Jones has frequently and eloquently addressed herself to this point, and I would only add that I agree government must take a special interest in this segment of the consuming public, perhaps by including consumer education as part of a massive program to help the poor. Likewise, I believe it is appropriate for government to deal directly with particularly offensive practices, such as the frauds and deceptions that occur and which businessmen strive to combat in a variety of ways through their Chamber of Commerce, local Better Business Bureaus, and other Associations.

None of us will urge this is a perfect world, that no consumer has ever been victimized, that no person has ever sold a shoddy or unsafe product, or that the current concern for the consumer was

conjured up by the bureaucrats or the politicians. On the contrary, it seems to me businessmen must accept as a fundamental proposition that any clamor for government intervention is based on some real, not imaginary, evil.

#### Cooperation Called For

With initial acceptance of this proposition, we should move to cooperation with legitimate government interests—cooperation in sorting out the real from the fancied abuses, cooperation in tailoring the remedies strictly to what in fact is needed. If we are reasonable in acknowledging what is wrong, we may be able to convince others that what we believe is right. If we cooperate in remedying what is wrong, we should be able to avoid unnecessary cures for maladies that do not exist.



George W. Koch

**George W. Koch, President, Grocery Manufacturers of America, New York:**

The most important consumer problem—I like to call it a challenge—is the adapting our present consumer economy to meet the needs of low-income consumers.

The solution is business and government to work jointly to meet the needs of low-income consumers.

This means that:

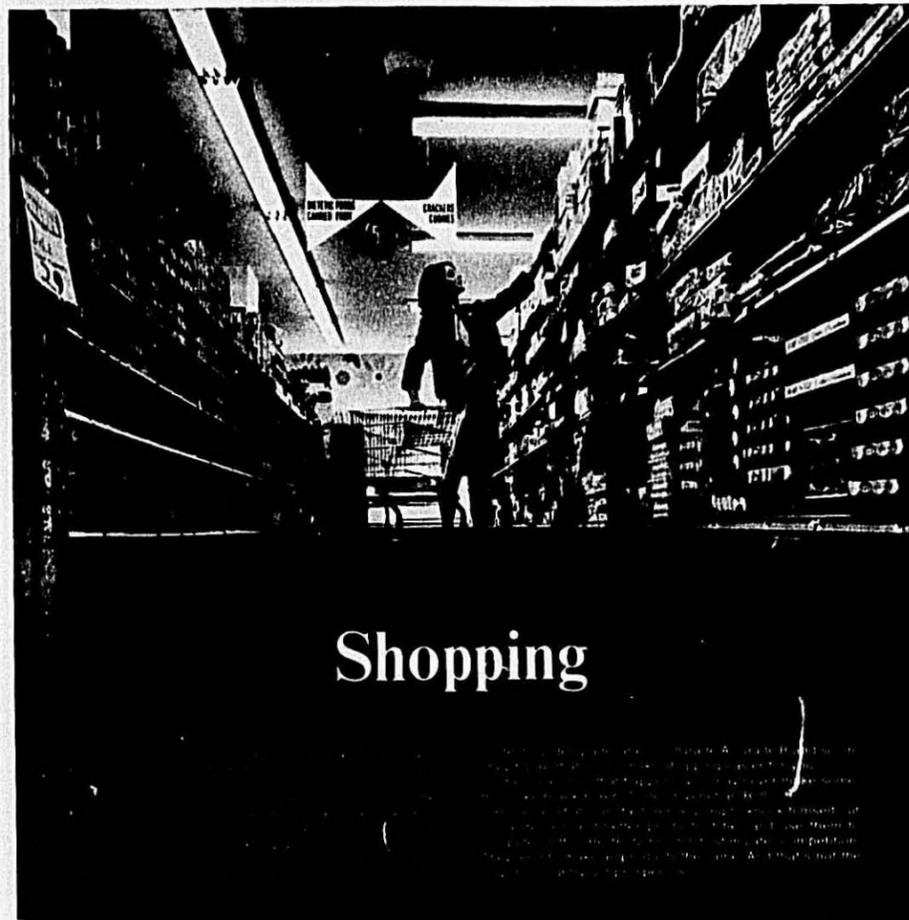
(1) Business must take a position that this is a joint business and government challenge, not just a business challenge and therefore the government should keep out; nor can business posture be that it is the government's problem to solve alone. Therefore, business must act and act jointly with government.

(2) Government should not, in the name of the low-income consumer, attempt to change our present marketing system so as to restrict or eliminate the benefits which we all want everyone in America to have.

(Continued on page 8)

THE MACARONI JOURNAL

## There are some people around who want to spoil woman's greatest indoor sport.



### Shopping

Magazine Publishers Association  
An Association of 245 leading U.S. magazines

## Consumer Relations—

(Continued from page 8)

Business and government must join in this effort, just as they are today in meeting the challenge of hard-core unemployment.

### Unemployment Probed

Since World War II, everyone has been rightfully concerned with unemployment in this country.

Program after program failed. Hand-outs only compounded the problem and increased the resentment of the beneficiary as well as the taxpayer. Temporary Rube Goldberg solutions over the years put us farther and farther away from a real solution. Many if not all of the contrived solutions were based on the theory that the unemployed person was the same as those already employed. Some advocated a change in our healthy economic system; others erred in attempting to provide jobs based on the theory that all persons were alike, and if we found them jobs that in itself was the solution.

Today we are taking an enlightened approach. Business is working with government to solve this problem. Business is not changing our healthy economic system which provides the jobs. Instead, industry is assuming a new responsibility, getting the hard-core unemployed out of bed, out of jail if necessary, out of a stagnating environment and into its plants, into the doctor and dentist. It is doing this by developing training programs which were non-existent; and still business will be able to make a profit.

Government is passing different kinds of legislation and regulations than in the past. This legislation and these regulations are designed to help business make this joint venture work.

### Two-way Communications

The low-income consumer is not necessarily the same as other consumers any more than the hard-core unemployed is the same as the employed who might at one time or another have been unemployed.

Industry must increase its effort at two-way communication with low-income consumers—to find out more about them and their behavior; to provide them with more usable information, shopping training, and education, so they can buy more intelligently and economically. It must insure that they have available to them the widest choice of products at the best possible value.

In the case of groceries, it would be those products that will give them adequate nutrition, consistent performance and quality, as well as being products

that are appealing to the ones that are willing to consume. All of this can be done in the framework of our present consumer economy which has provided so abundantly, if we apply joint business-government cooperation as we are doing to the hard-core unemployment problem.

### The Honorable Benjamin S. Rosenthal, United States Representative from New York:

Representation of the consumer interest—in the market transaction, in the local business community, and in the Federal Government—is the principal problem in consumer affairs in the 1960's.

We have made some important gains here, particularly in marketplace representation, through several new federal laws. We benefit from the good work of private consumer and business groups who work for comparative shopping information and eliminating, or at least identifying, the unscrupulous local businessman.

But we have done nothing so far about providing a voice for the consumer within the structure of the Federal Government.

The passage of progressive consumer legislation increases this problem. Much as I favored better meat inspection laws, and consumer credit protection, these measures will intensify the fundamental confusion and divisiveness of federal consumer protection.

Thirty-three federal agencies have roles in protecting and helping the consumer. One presidential assistant cannot crochet these pieces into a pattern of organizational force and initiative.

Only a cabinet-level voice for consumers can compete effectively with the other cabinet members in collegial representation, in budget and in access to the President and to the Congress.

### Regulations Here to Stay

"Government regulation of business will always be with us. To operate efficiently, the American businessman must accept the responsibility to abide by these regulations and to understand how to cope with them," Watson Rogers, President of the National Food Brokers Association declared before the 76th Annual Convention of the United States Wholesale Grocers Association.

"For the businessman, the important decision is how to comply with these regulations as a part of his daily business operation. Instead of constantly condemning government and its regulations, he must learn how to advise with the respective government agencies. They welcome recommendations on



Watson Rogers

proper interpretations as they want to be fair in their enforcement of the laws," he added.

Speaking on the government's role in the food industry, Mr. Rogers stated that he had found that men in government are not interested in establishing regulations merely to penalize business. Most government people are dedicated public servants, he said, and their goal is to enforce the laws in the public's interest.

He emphasized that he was not calling for increased regulation, nor was he saying that every regulation was necessary. "But we must remember that every regulation was put into effect for a reason. It would have been impossible to get Congress to pass a law or to get a regulatory agency to issue an order, unless there was someone doing something wrong. Unfortunately, some of these restrictions are brought about because of the unscrupulous operations of only a few. Sometimes regulations are established because only a small percent of the businessmen are not living up to their public responsibility to operate in a proper manner," he said.

"We often hear such statements like 'keep government out of business' and 'let business settle its own problems.' This sounds good but it will never happen. Therefore, we as businessmen have the responsibility to do the next best thing. Either directly or through our trade associations, we must work as closely as possible with government. We must help both the Congress and the administrative and enforcement agencies. We must advise with them and where there are problems about regulations, we must work out together solutions which will enable business to operate at the greatest efficiency and thereby to best serve the public interest."

THE MACARONI JOURNAL

# ASEECO CONVEYING SYSTEMS

ASEECO LIFTS

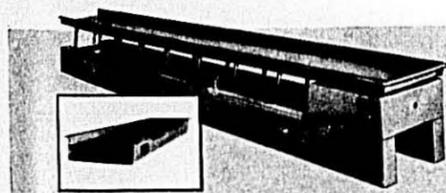
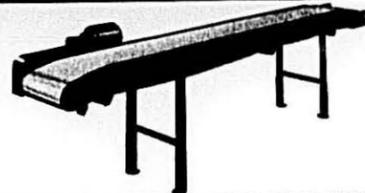
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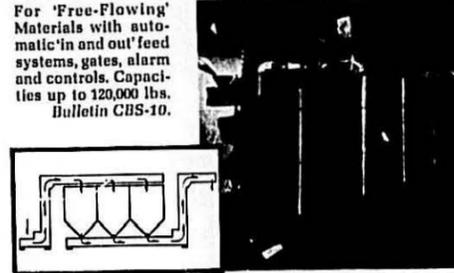
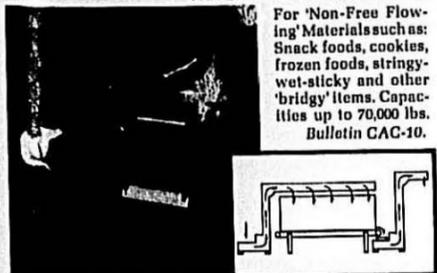
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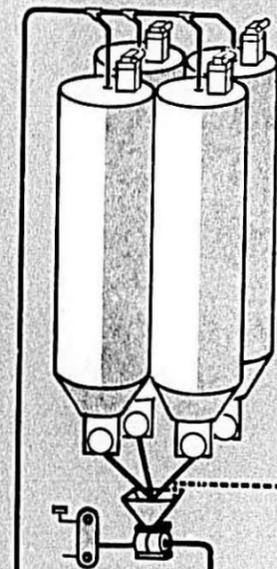
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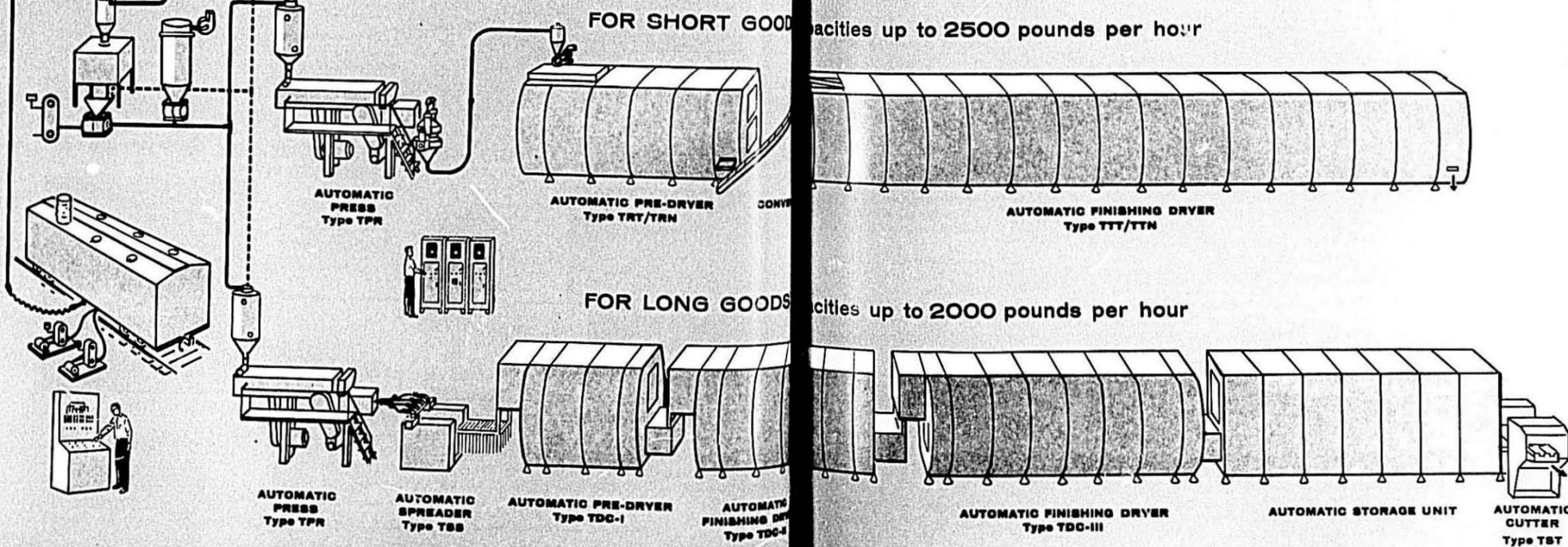
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## AN EXPO OF IDEAS

National Macaroni Manufacturers Association holds its 64th Annual Meeting at Le Chateau Champlain, Montreal.

July 15

THE program for the 64th Annual Meeting of the National Macaroni Manufacturers Association calls for check-ins on Monday, July 15. The convention Registration Desk will be open from noon until 5 p.m. with visas available at reduced rates for "Man and His World."

At 1 p.m. in the afternoon, the Committee to consider Proliferation of Packaging will meet. The National Macaroni Institute Committee meets at 3 p.m.

In the evening at 7 p.m., a Reception and Suppliers' Social will be held in Le Salon Viger A-B-C, running for an hour and leaving the balance of the evening free to dine in one of Montreal's renowned restaurants.

A Ladies' Hospitality Room will be found in L'Habitation, Plaza Level. It will be open during the period of the business sessions for the ladies. It will be the departure point for a bus trip to the Laurentians leaving at 10 a.m. Tuesday, July 16, and a visit to the summer home of Mr. and Mrs. Paul Blvennu, "Father's Rest." Refreshments and luncheon will be served. A dip in the pool before or after luncheon is suggested.

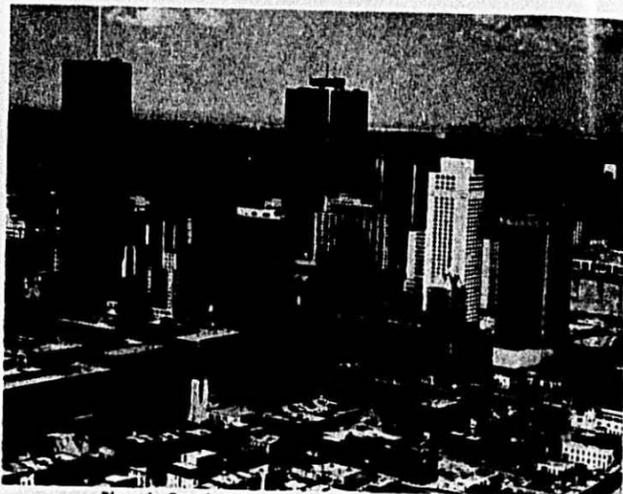
July 16

The First General Session begins at 8 a.m. Tuesday morning, July 16, with breakfast in the Foyer.

"Bienvenu" means "Welcome." Paul Blvennu, president and general manager of Catelli-Habitant, Ltd., will bid welcome to all of the delegates to Montreal. NMMA President Robert I. Cowen will acknowledge the welcome and appoint the convention committees: Resolutions, Nominations, and Audit.

The state of industry conditions will be discussed by a panel from various parts of the country and Canada. Kenneth J. Forbes, Catelli-Habitant, Ltd., Montreal, Quebec; Vincent DeDomenico, Golden Grain Macaroni Company, San Leandro, California; Lloyd E. Skinner, Skinner Macaroni Company, Omaha, Nebraska; and C. Frederick Mueller, C. F. Mueller Company, Jersey City, New Jersey, will "Tell It Like It Is."

A second panel including Counselor Harold T. Halfpenny; Director of Research James J. Winston; Albert S. Weiss of The Weiss Noodle Company,



Place du Canada complex: Chateau Champlain is white tower right of center behind Cathedral dome.

Cleveland, Ohio; and F. Denby Allen, John B. Canepa Company, Chicago, Illinois, will consider "Government Regulations—Questions and Answers."

Nicholas A. Rossi, Procino-Rossi Corporation, Auburn, New York, will urge "Let's Get Involved," reviewing the businessman's stake in Government.

Walter F. Villaume, Jenny Lee, Inc., St. Paul, Minnesota, will give a progress report on the Wheat and Wheat Foods Foundation.

The afternoon will be free following adjournment at 12:30 p.m., with the exception of the Nominations Committee who will meet for lunch.

At 6:30 p.m. a Reception and Suppliers' Social will be held in the Foyer, and at 7:30 the Italian Dinner Party in Salle de Bal. Al Ravarino has volunteered to supervise this affair again. This has become a highly successful feature of macaroni conventions.

July 17

On Wednesday, July 17, the Second General Session begins with breakfast at 8 a.m. in the Foyer.

There will be a report on the Durum Wheat Institute by Executive Director H. Howard Lampman. His colleague, Beverly Anderson of the Durum Wheat Institute Hotel-Restaurant-Institutions Program, will moderate a panel discus-

sion of restaurateurs dealing with the subject "Pasta in Restaurants of Montreal."

Things to come for the National Macaroni Institute will be cited by Theodore R. Sills and Elinor Ehrman, including plans for a Spaghetti Safari U.S.A.

Author Jack Denton Scott, traveler and writer, will tell about his new "Complete Book of Pasta."

Executive Secretary of the New York State Food Merchants Association Inc. William G. Hildebrand, will give his view on "Consumeritis — Cause and Cure."

The durum outlook will be reported by John W. Wright of the U. S. Durum Growers Association.

Following reports of the Nominations, Audit, and Resolutions Committee, the convention will take adjournment while the Board of Directors holds an organizational luncheon meeting.

In the evening a Reception and Suppliers' Social will be held in the Foyer at 6:30 p.m. followed by a Dinner-Dance in the Salle de Bal. New officers will be introduced at that affair.

July 18

Thursday, July 18, at 9 a.m. the Board of Directors meets in Salon Viger C. The day is free for other delegates to visit "Man and His World."

## THE INSIDE STORY AT VIMCO:

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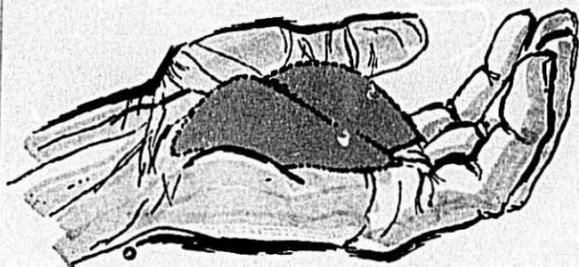
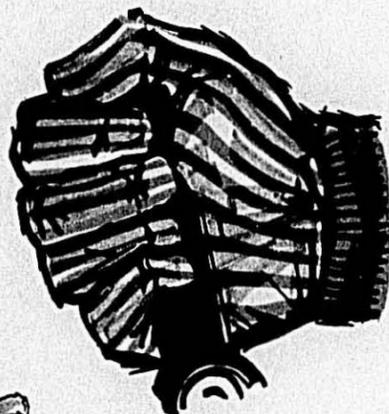
# GOODYEAR

JULY, 1968



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DURUM DIVISION

**The Complete Book of Pasta**

A cookbook "first" is "The Complete Book of Pasta, an Italian Cookbook," by Jack Denton Scott, with photographs of Italy by Samuel Chamberlain. No comprehensive book on pasta has ever been published in English before. Included in this work are over 600 recipes—more than half typically easy Italian dishes, the rest more difficult classics; an illustrated glossary of over one hundred pastas available in our markets; basic sauces; soups, seafood, meats, vegetables with pastas; international recipes; and instructions for making your own pastas, if you are so inclined.

Jack Denton Scott is a much-traveled writer (author of "Speaking Wildly") who became a pasta expert for the pleasure of it. Samuel Chamberlain has written and illustrated some fifty books about New England and food and travel in Europe.

William Morrow and Company, Clifton, New Jersey, will publish the book in October. It will have sixty-five photographs; line drawings; gatefold photograph in full color; index. Initial price of \$12.95 advances to \$15 January 1.



Jack Denton Scott, world traveler, author, gourmet, has just completed "The Complete Book of Pasta." He will speak on the convention program.

**The Wonderful World Of Eating Out—**

Holiday Magazine says: "Montreal's great distinction is still its restaurants. Here is one of the highest rates of culinary literacy in the world. It would take weeks to visit all the good restaurants in town, months to track down every notable dish."

When you visit Montreal and tour the restaurants we strongly recommend the booklet put out by Reader's Digest, "A Taste of Montreal"; price \$1.25. It lists establishment by name, address, telephone, price range, whether or not they have entertainment.

Among the Italian places recommended are Chez Magnani, Laterna Verde, La Roma, Osteria dei Panzoni, Paesano, and Piazza Tomasso. An excellent spot for seafood is the Bluenose Inn in Place Ville Marie (lower level of Queen Elizabeth Hotel). French cuisine, of course, is most popular—and getting recommendations is a simple matter.

**At Expo**

Among the national restaurants to be operated at Man and His World will be those of Austria, Belgium, Canada, China, Cuba, France, Germany, India, Israel, Italy, Japan, Morocco, Mexico, Pakistan, Switzerland and Tunisia. The Helene de Champlain restaurant, in the former Pavilion of Honor, will be open to the public. The Brewers' Pavilion restaurant also will continue business at Man and His World.

Lunch counters or bars will be found in the pavilions of Algeria, Ethiopia (coffee), Ceylon (tea), Barbados-Guy-

ana, Trinidad-Tobago, Jamaica and Iran.

This means there will be a total of 28 units with an international or distinct character.

La Ronde, the big amusement area, again will contain restaurants and boutiques in the Carrefour international. Other restaurants in the Marina and elsewhere on the site also will continue operations. Snack-bars and low-priced lunch counters will be dotted throughout the site.

**And Coffee Houses  
Espresso o capuccino?**

The coffee house institution began on Stanley Street in the early 1950's. For more than a decade, this street was something of a Canadian bohemian centre.

But bohemia had to make way for civic improvement. In the 1960s, wrecking crews swung into action, knocking



William G. Hildebrand, executive director, New York State Food Merchants Association, will discuss "Consumeritis: Its Cause and Cure," at the NMMA 64th Annual Meeting.

## Coffee Houses of Montreal—

(Continued from page 15)

down half of Stanley Street to clear a site for subway construction. Down went two of Montreal's more popular coffee houses, The Riviera and The Moka.

However, The Carmen and The Pam Pam were left standing and The Rose Marie moved there.

Mountain Street, two blocks away, followed the same path. A rendezvous for artists, writers and intellectuals (both the pseudo and genuine variety), Mountain Street has become one of the most colorful thoroughfares in North America.

### Atmosphere

Although the main attractions are Chez Loulou with its French bistro atmosphere and Le Drug Discotheque, which hardly can be classified as coffee houses, one European-style coffee house, The Coffee Mill contributes to the atmosphere.

Speaking to owners of Montreal coffee houses often recalls the Hungarian revolution: Eugene and Elizabeth Gottlieb of The Pam Pam came to Canada from Vienna after fleeing Budapest at night with their three children; Francis Riss of The Rose Marie walked 40 miles at night and hid in sheds and barns during daytime to make it to the Austrian border.

With them, the refugees brought their knowledge of an exotic cuisine which most North Americans find irresistible: The fatanyeros, or mixed grill, served at The Pam Pam and Carmen; the chicken paprika with nocki at The Rose Marie; the cold cherry soup at The Coffee Mill.

### And Coffee

But coffee houses, of course, are best known for their coffee. Ten or more varieties are available in most of the establishments and these range from plain American, or Canadian, coffee to Viennese coffee (with whipped cream), which is a favorite among the younger set, to espresso and capuccino, to vanilla coffee and cinnamon coffee.

The man who started the coffee house fad in Montreal and is still its most enthusiastic advocate is Architect John Vago, who also originates from Hungary.

Vago built the first coffee house Montreal ever had, Jour et Nuit (which no longer exists) on Bleury Street in 1932. Since then, he designed many of the coffee houses that now stand in Montreal.

The mayor of Montreal is the dynamic Jean Drapeau.

## Government Egg Reports

U. S. Cold Storage Report		May 1, 1968	Year Ago	5 Year Average
Shell Eggs (Cases)		97,000	117,000	57,000
Frozen whites	Pounds	9,885,000	8,814,000	11,437,000
Frozen yolks	Pounds	22,067,000	15,149,000	15,737,000
Frozen whole eggs	Pounds	50,561,000	30,357,000	25,397,000
Frozen unclassified	Pounds	2,988,000	1,144,000	1,367,000
Frozen Eggs—Total	Pounds	85,501,000	55,464,000	53,938,000
Crop Report (48 States)		April 1968	April 1967	
Shell eggs produced		5,975,000,000	5,969,000,000	
Average number of layers		316,307,000	312,674,000	
Average rate of lay		18.89	19.09	
Layer Report:		May 1, 1968	May 1, 1967	
Hens and Pullets of Laying Age		313,469,000	310,450,000	
Eggs Laid per 100 Layers		63.3	63.9	

### Hatchery Production

Egg-type chicks hatched during April were estimated at 62,000,000 by the U.S.D.A. Consumer and Marketing Service. This figure is down 16 per cent from April, 1967.

All regions showed declines as follows: North Central, 22 per cent; West, 19 per cent; North Atlantic, 14 per cent; South Atlantic, 10 per cent; and South Central, 7 per cent.

During the first four months of 1968, egg-type chicks hatched totaled 187,000,000, down 17 per cent from the same period in 1967. The number of egg-type eggs in incubators on May 1 was down 15 per cent from a year earlier.

### Government Purchase

The U. S. Department of Agriculture is taking bids on a dehydrated scrambled egg mix consisting of 51% whole egg solids, 30% non-fat milk solids, 15% vegetable oil, and not more than 1 1/2% salt to be packed in No. 2 1/2 cans (12 ounces). Initial purchase of approximately 10,000,000 pounds was for end of July delivery. The purchase is for distribution to the poor.

### Poultry Research Council

Research on leukosis, salmonella, waste disposal, and the proper use of antibiotics and pesticides was given high priority in the recommendations of the Institute of American Poultry Industries' Research Council, at a recent meeting.

The Research Council is made up of 68 scientists from industry, government, and the universities. Its four divisions deal with farm production, poultry processing and microbiology.

In many instances two or three of the divisions cited the need for research on different phases of the same general problem.

The council recommended a high priority be given to basic research in processing techniques, cooking methods, and

flavor, with a view toward greater efficiency and products that will be more satisfactory to the public.

The attention of the committee was called to the value of the egg pasteurization manual, developed as a result of their following through on a recommendation made by the Research Council two years ago.

As a guide to research that will be most helpful to the industry, the Institute has also sent the Research Council's recommendations to deans of the agricultural colleges.

### Wheat Is King

"Wheat is King" in North Dakota. Of the 6,851 individual farm reports tabulated in the 1967 survey, approximately 98.4 per cent reported growing some kind of wheat. The estimated total number of farms in the state at the beginning of 1967 was 47,000. On this basis, approximately 44,500 grew wheat.

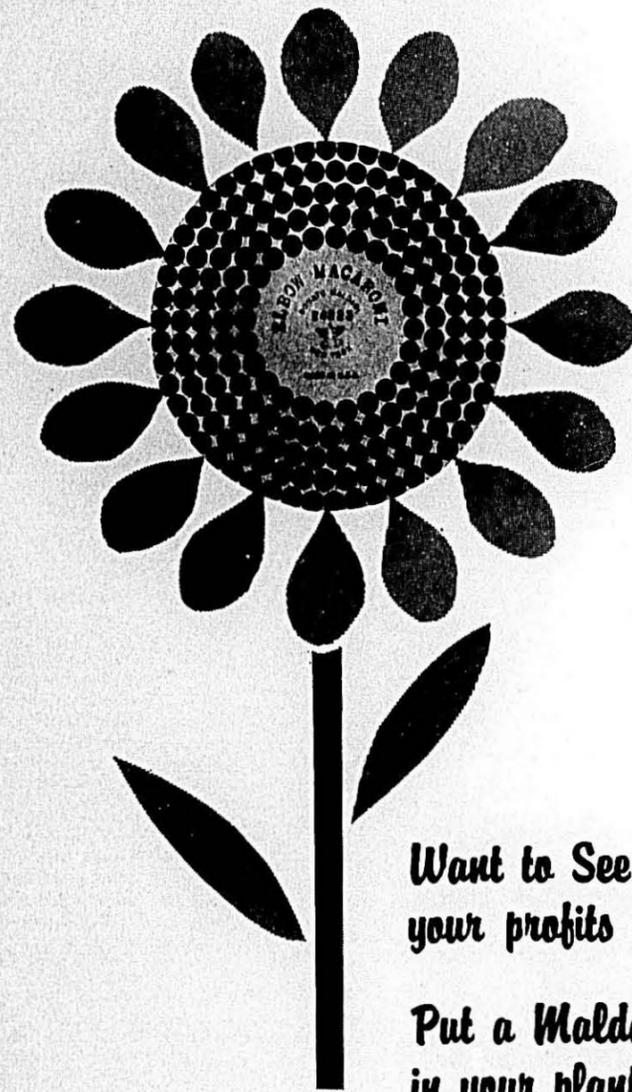
### Semolina Output

Production of straight semolina and durum flour was up for the first quarter of 1968 by 0.32%, compared with a year ago.

Census Bureau issues no statistics on output of blended semolina flour in order to avoid disclosure of data for individual companies.

In the current report, the Census Bureau has revised upwards January and February data on both straight semolina and durum flour production and durum wheat grind. The Bureau earlier indicated that due to computer errors data for the first two months of 1968 contained errors.

	1968		1967	
	Straight Semolina	Durum Grind	Straight Semolina	Durum Grind
	1,000 cwt.	1,000 bus.	1,000 cwt.	1,000 bus.
January	1,148	2,551	1,151	2,659
February	1,190	2,665	1,111	2,561
March	1,115	2,499	1,178	2,626
	3,451	7,715	3,440	7,846



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JULY, 1968



NMMA's Seminar on Wheat, held in Minneapolis in April, was publicized by Howard Lammman, Director of the Durum Wheat Institute; Bob Green, Executive Secretary of NMMA; and Alvin Karlin, president, I. J. Grass Noodle Co.



At a Suppliers' Dinner Party, semolina to spaghetti was lauded by Association President Robert I. Cowen, Sr.; Roy Wentzel, Chairman, Durum Wheat Institute Committee; and Paul E. R. Abrahamson, Administrator, No. Dakota Wheat Commission.

### Durum Planting Off to a Good Start

Good progress is being made with seeding of this year's durum wheat crop, and by May 7, 1968 North Dakota reported 82 per cent of the planting completed. This compared with only six per cent last year and was the best for that date since 1958. U. S. durum producers in March indicated they intend to devote 3,398,000 acres to production of durum wheat. This represents an increase of twenty per cent from last year and is forty-three per cent above average. It reflects grower reaction to better returns for this class of wheat when compared with returns from spring wheat. Minnesota growers plan to double their acreage, but twenty per cent increases in acreage are planned in both Dakotas. Montana growers will plant fifteen per cent more this season than in 1967. If growers' current plans are carried out, this year's acreage will be the largest since 1949.

#### Durum Stocks Low

U. S. Durum Stocks April 1 were the smallest since 1962 and were three per cent under the year before. Farm stocks were nine per cent larger than a year earlier, but off-farm holdings were down twenty-four per cent compared to April 1, 1967. Of 43.8 million bushels in all positions, 31.1 million was still stored on farms. Indicated disappearance during the January-March quarter was 17 million bushels compared with

18.8 million for that quarter a year earlier. On April 1, 1968 Minneapolis/St. Paul regular elevators held only 593,000 bushels of durum wheat compared with 2,091,000 April 1, 1967. Commodity Credit Corp. stocks of durum are very small. On March 31, CCC-owned stocks were down to 536,000 bushels. Prices have been above the loan so it is expected that any durum under loan will be redeemed prior to loan maturity dates. Farm prices for durum in North Dakota have held quite steady during the January-March quarter and were in a range of \$1.70-\$1.74. At Minneapolis, No. 1 hard amber durum of choice milling quality averaged \$2.03-\$2.06 per bushel during the quarter. The terminal support rate is \$1.90 per bushel at Minneapolis.

#### Expected Increase

Canadian Situation: Durum wheat acreage in Canada is expected to increase by thirty-seven per cent this season over last. Based on March 1 intentions, prairie farmers will plant 1,805,000 acres to this crop compared with 1,322,000 grown in 1967. The visible supply of Canadian durum was 15,716,000 bushels on April 10, according to the Board of Grain Commissioners. This amount compared with 22,093,000 on the same date a year ago. Disappearance of Canadian durum, domestic and export, August 1, 1967 through April 1968, amounted to 10,860,000 bushels compared with 18,217,000 bushels in the same period the previous crop year.

### Mexican Harvest

The Crop Quality Council reports that bread wheat, durum, barley and Triticale breeding lines from the Mexican winter increase program were returned to scientists at Upper Midwest and Canadian experiment stations in late April and early May.

This Council-sponsored program, begun in 1954, extends the hands of U. S. and Canadian plant scientists by permitting a second crop of their breeding materials to be grown in Mexico each winter. This substantially reduces the 12-15 years formerly required to develop a new variety.

The nursery stock grown in Mexico during the past winter is the largest planting ever made in this continuing program, with approximately 1,000 breeding lines included. A substantial number of present-day commercial small grain varieties have been developed sooner because of this winter increase opportunity.

### ADM Earnings Rise

For the nine months ended March 31, 1968, Archer Daniels Midland Co. reported net earnings after taxes of \$4,180,682, compared with \$3,180,178 in the same period of the previous year. The nine-month net was equal to \$3.02 a share on 1,384,589 shares of common stock outstanding, against \$2.02 a year earlier.

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by Gene Kuhn  
Manager:  
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Solid one piece head with two dies for slow extrusion with high production.

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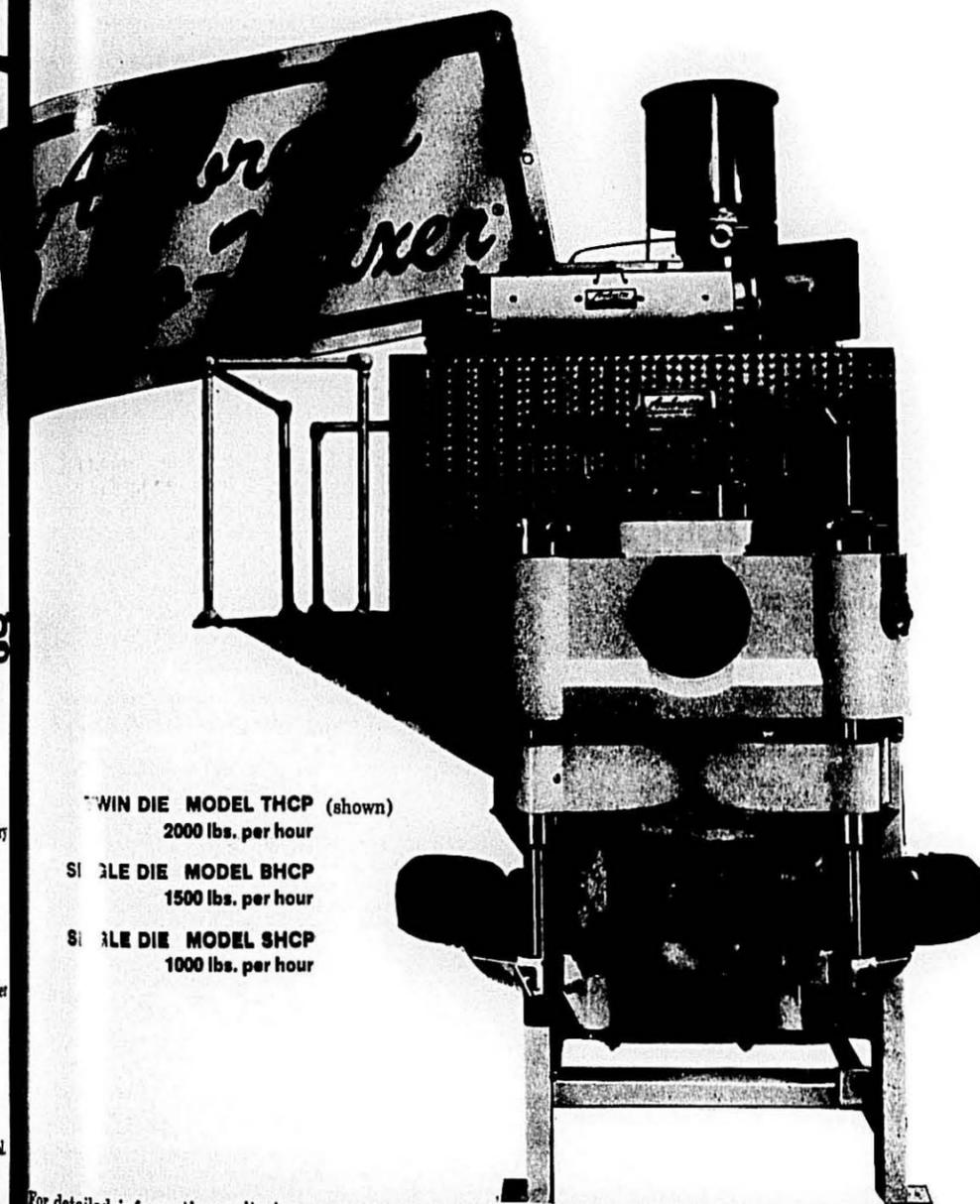
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Force feeder maintains constant feed of dough to screw under pressure.

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**SINGLE DIE MODEL SHCP**  
1000 lbs. per hour

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### Europeans Like Leeds

European millers are convinced the United States has a very desirable export product in the new Leeds durum variety.

This is the conclusion of Raymond R. Wentzel, durum milling specialist, who visited about thirty durum mills with sixty per cent of the milling capacity in Belgium, West Germany, The Netherlands, France, Switzerland and Italy.

Wentzel's assignment was part of the Great Plains Wheat development program to provide technical assistance and in cooperation with Foreign Agricultural Service of U.S.D.A.

Wentzel is midwestern states sales representative for North Dakota Mill and Elevator of Grand Forks, North Dakota. He lives in Stillwater, Minnesota.

"I carried a sample of the durum, the semolina milled from it and some pasta products processed from the semolina," Wentzel said. "When the durum millers saw this, they knew the durum producers had a very desirable product."

Concerning the Leeds, Wentzel said the millers were impressed with the color as well as the fine semolina milled from it.

The milling specialist added the millers were pleased to learn U. S. durum growers intended to seed 3.4 million acres to durum of which sixty per cent would be the new Leeds variety.

### Expanding Durum Market

Europe is an expanding market for durum. During 1966-67, more than 60 per cent of U. S. durum exports moved into this area.

Durum is traded independently of all other classes of wheat. In the United States, the export subsidy is on a "bid" basis. The EEC has set separate target, threshold and intervention prices for durum, and it, of course, has a separate daily variable import levy. Durum traders can, therefore, take positions on the U. S. export subsidy and the EEC import levy in their negotiations.

Only France and Italy produce any appreciable amount of durum in Europe. The United States, however, usually faces stiff export competition from Canada and Argentina.

Interesting changes are occurring in the consumption of durum in Europe. The Italians have passed a law requiring use of one hundred per cent durum in pasta. The EEC has similar action under consideration. The specialist feels this could increase the market for U. S. durum.

And even though the EEC is still considering the action to make one hun-

dered per cent durum in pasta production mandatory, four of the countries visited are already using one hundred per cent durum.

### Consumption Increasing

Consumption is increasing in Germany and the United Kingdom. Millers and pasta associations throughout Europe are showing interest in improving the quality of their product.

The increase in demand for pasta products is partly accelerated by the increased travel of Northern Europeans to Southern Europe as well as the influx of Southern Europeans to Northern European industrial areas.

For instance, in 1961, per capita consumption of pasta products in West Germany increased to six kilograms and in Switzerland to 17.5 kilograms. This compares to a per capita consumption of 3.4 kilograms for the United States.

Another interesting fact, he said, is that many of the mills in Europe produce semolina for their own pasta plants.

During his visit to Germany, Wentzel said officials of the German Association of Durum Millers showed him that the amount of durum used in Germany had increased from 48,400 tons in 1964 to 159,900 tons in 1966.

Of the amount used in 1964, 17.10 per cent has been U. S. durum. This percentage increased to 39.80 per cent in 1966. The amount used in 1967 dropped to 120,200 tons with the U. S. share declining to 33.80 per cent.

Wentzel said the millers preferred U. S. durum because of its superior color compared to the Canadian and Argentine durum. He feels that as color of semolina and pasta becomes more important in Europe, again U. S. durum will benefit through increased imports.

The millers also stated that the quality of U. S. durum shipments had improved this year compared to those in past years, Wentzel reported.

### Well Equipped Mills

Wentzel said the milling companies in Europe are well equipped, modern mills in every respect. They have extensive wheat cleaning machinery with the milling systems long and flexible. Seven breaks were common with plenty of sifting and purification, making it possible to achieve good quality semolina with maximum extraction.

"The millers are experts at their trade," he reported. In exchanging information, he found the language barrier ceased to exist once the trip through the mill commenced.

"We spoke the common language of operative millers," he said. In addition to the discussions concerning Leeds and the use of U. S. durum, Wentzel also discussed many of the technical aspects of milling with the millers.

### Effect of Gluten on the Quality of Spaghetti

A paper was presented at the 53rd Annual Meeting of the American Association of Cereal Chemists by R. R. Matsuo and G. N. Irvine, Grain Research Laboratory, Winnipeg, Canada.

The researchers studied the effect of different types of gluten on the cooking quality of spaghetti, observing characteristics by the Farinograph, Alveograph, and the Kaminski Halton Gluten Stretching Test. They designed an apparatus in their laboratory for assessing spaghetti tenderness. They concluded that gluten of medium strength produced the best cooking quality in spaghetti.

In their samples they used spaghetti made of Hard Red Spring wheat, Soft White Spring wheat, Soft White Winter, and the spring wheat variety called Garnet. Among the durum wheat samples were one of Lakota, one from the Argentine, and one from Tunisia, as well as Stewart 63, D. T. 191, and Pellissier.

Strong glutes were exhibited by the Pellissier, Tunisian, and Argentine durum. Stewart 63 had weak gluten.

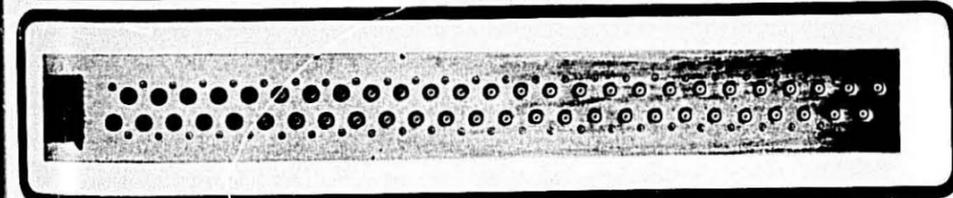
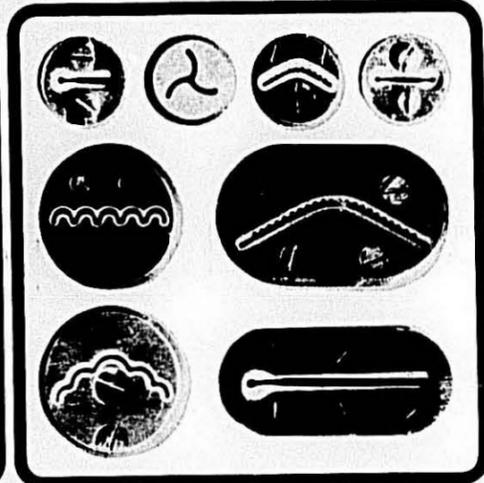
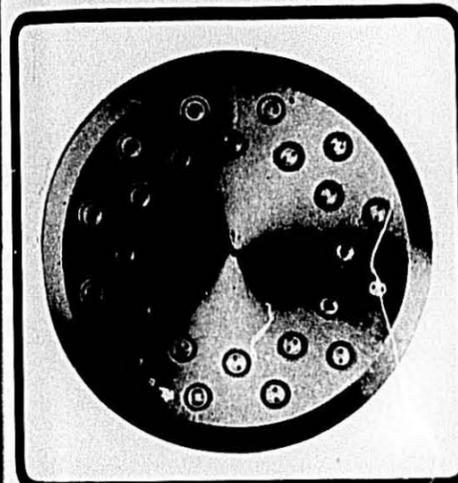
The paper will be published in "Cereal Chemistry."

### Close Mills

International Milling Company will phase out flour milling operations at Greenville, Texas, and Salina, Kansas. Combined capacity of the two mills: totals 14,700 cwt. daily capacity, basis 24 hours of operation. The closings will leave International with thirteen U. S. flour mills and a total daily capacity of 64,200 cwt. Consumer flour heretofore milled and packaged at Salina will be transferred to the mill at Kansas City. Bakery customers in the area, and certain export markets, will be served from the company's mills at Kansas City and Blackwell, Oklahoma. President Norman Ness said that the mills are being closed because of unsatisfactory bakery flour prices in the U. S. He also cited excessive industry wide milling capacity in the U. S. and a sharp decline in exports in the past five years. Current trends in transportation rates have also tended to put these plants at a relative disadvantage.



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### Art Festival

The Second Annual Art & Music Festival and Antiques Fair was held Saturday and Sunday, June 8-9, on the Prince Grotto Green in Lowell, Mass. The event, which drew an estimated 5,000 visitors during its two days of free entertainment, is sponsored by the Prince Macaroni Mfg. Co. and the Lowell School System.

#### Saturday Activities

Saturday's daytime activities, from 10 to 5, included:

- A display of two- and three-dimensional art by students in all grades of the 34 schools in Lowell.
- A special exhibition and sale of works by outstanding artists of the Merrimack Valley.
- An exhibit of brass rubbings made in England in 1866 by Mrs. Marie Moore McGuire, a local resident and nationally recognized for her art in this field.
- An antiques fair, featuring wares by outstanding New England dealers.

On Saturday, the New England Opera Guild Inc. presented Verdi's "La Traviata," an opera in four acts, under the direction of David Fox. Included were the Guild Chorus of 30 voices, and the Brookline Symphony Orchestra directed by John Corley.

#### Sunday Activities

On Sunday a free band concert was given by the Sacred Heart School band. A fund-raising spaghetti supper was held from 4 to 7 p.m., with proceeds to benefit the "James W. Oliveria Memorial" Little League. The supper, 99 cents for adults and 50 cents for children, attracted more than 1,500 guests last year.

The festival was conceived by Joseph Pellegrino, president of the Prince company, as part of his dedication to the idea that industry has a responsibility to encourage and participate in the cultural life of the community in which it is based.

Joseph Peter Pellegrino, the company's executive vice president, said the company "was especially pleased that a major role will be played by the children from the Lowell schools, as well as by the wide variety of outstanding talents in this area."

#### Delmonico Promotions

Delmonico Foods, Louisville, a subsidiary of Hershey Foods, has named Newton F. Montcries general sales manager. He replaces Joseph Viviano, who was appointed secretary-treasurer.



**Opera Benefit Sponsors**—Golden Grain Macaroni Company of San Leandro, California, joined hands with San Francisco's Spring Opera League to co-sponsor a benefit dinner-dance for the league in San Francisco's new Wharfside Bazaar. Thomas DeDomenico, left, and brother Paul DeDomenico, officers of the food processing company, are shown chatting with Mesdames Richard T. Conlan and Lillian Cuenin. Mrs. Cuenin is the founder of the league. Theme of the affair was "Another Golden Moment at the Opera," which happens to be the title of a famous Golden Grain radio commercial. (In San Francisco Bay Area, the Spring Opera is receiving promotional mentions on Golden Grain commercials on station KGO.)



#### Wedding Bells

Miss Stephanie M. Viviano, daughter of Mr. and Mrs. Peter J. Viviano, Louisville, Kentucky, became the bride of Mr. C. David Lohri of Cleveland, son of Mrs. Arch S. Amos, of Fly, Ohio, and the late Mr. Dale Lohri, on Saturday, May 18.

Mrs. Joseph Viviano was matron of honor. The bride's brothers Joseph and Frank were among the ushers.

The newly-weds will live in Cleveland.

#### Buitoni Instant Pizza Hits

Buitoni Foods Corporation has a new product, "Instant Pizza." About four inches in diameter, a double crust seals in the filling of pizza sauce and fresh Mozzarella cheese. Six pizzas in a 16-ounce package sell for 79¢.

Instant Pizza was introduced at the Frozen Foods Show in New York in May. Distribution throughout the Greater New York Metropolitan market was scheduled for June. Publicity, newspaper and television advertising was planned to coincide.

The Buitoni "Instant Pizza" has been thoroughly tested in Albany and Scranton and won enthusiastic reception from consumers, chain store buyers and supermarket managers. Their introduction in these markets caused a 32% jump in total frozen pizza sales; from this expanded market, Buitoni's Instant Pizza won 29.5%.

One supermarket manager reported: "In my experience it is undoubtedly the hottest item I've ever had the pleasure of handling."

#### Globe A-1 Spaghetti Sauce

Western Globe Products of Los Angeles is introducing Globe A-1 spaghetti sauce in two varieties, with meat and without. Both items, in dry form, are in foil packages. Meat sauce sells for 39¢; the meatless for 31¢.

Distribution is in southern California, Arizona, Utah and Nevada.

ANOTHER EXAMPLE OF ADVANCED DESIGN - NEW IMPROVED SANITATION

## Clermont Fancy Stamping Machine Type SA-5

This rugged machine is engineered for consistently top performance with minimum maintenance, and comes equipped with many features, including

Chrome-plated calibrator rollers.

1 H.P. Varidrive motor, with 4-1 speed variation, and 68/17 RPM (U.S. Electrical Motors'). Regulates the calibrator rollers to synchronize the dough sheet with the stamping die.

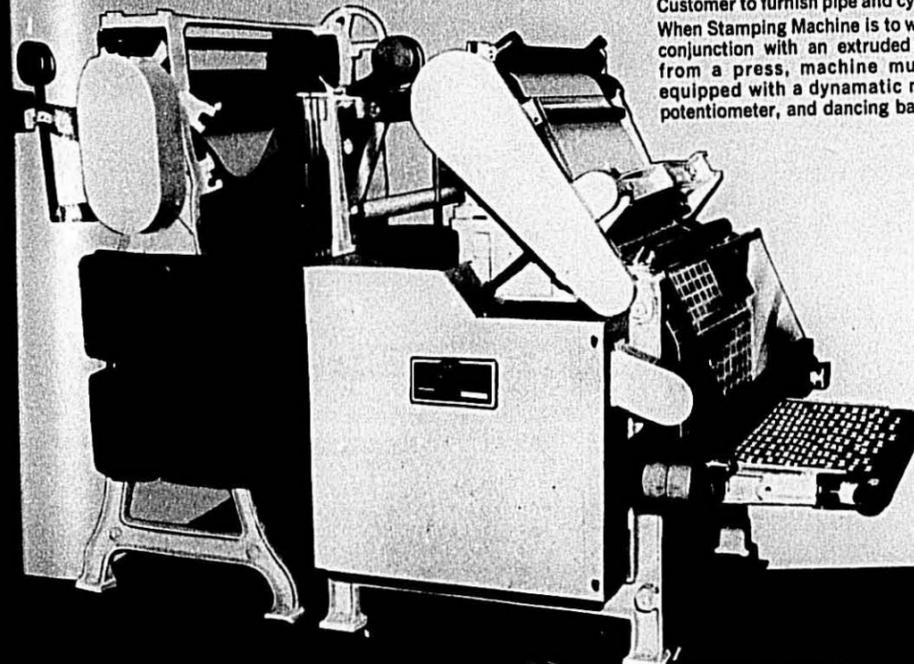
Double-action cam.

Extended conveyor to discharge product.

Completely wired.

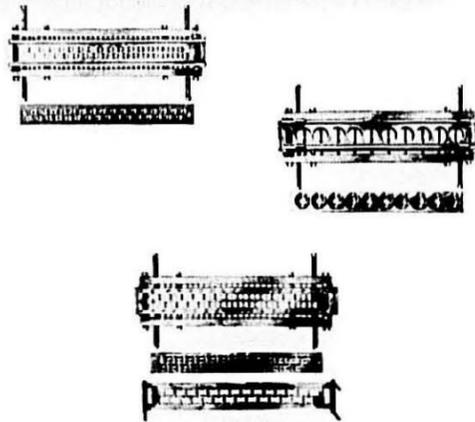
**Optional:** Can be equipped with rotary knife. Conveyor and chopper blower mounted on the stamping machine to blow scraps back to customer's press. Customer to furnish pipe and cyclone.

When Stamping Machine is to work in conjunction with an extruded sheet from a press, machine must be equipped with a dynamometer, potentiometer, and dancing bar.



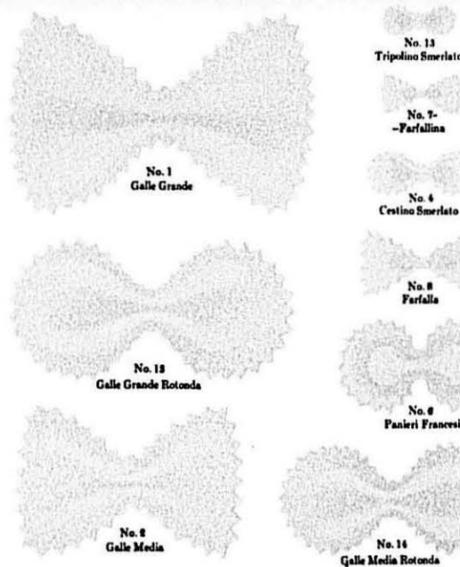
## Clermont dies for Fancy Stamping Machine

The dies illustrated represent a small but characteristic number of those manufactured for the Clermont Fancy Stamping Machine. Like other Clermont products, these dies are extremely durable, lasting at least five times longer than any similar die. This insures both a larger and more economical output with a uniform, higher quality product. Single-fold dies are available with a double row to increase output (see below). All Clermont dies are easily interchangeable and completely standardized, allowing for prompt replacement when necessary.



## Noodle designs cut on Fancy Stamping Machine

These designs fall into three different groups; single-fold, double-fold and middle-fold. Most double-fold designs are large, middle-fold are medium sized, and single-fold small. Single-fold noodle production is somewhat lower in speed than larger sizes, because the small sized noodle takes up only about 1/4 of the double-sheet area used by the larger designs. To increase this output we have produced a double-row die which doubles the out-put per-stroke. This greatly offsets the difference and assures a uniform daily output.



**Clermont machine company, inc.**

280 Wallabout St., Brooklyn, N.Y. 11206 / Tel. EVergreen 7-7540

## Review of the Fair Packaging & Labeling Law

From a paper by Thomas M. Guilfoyle, Manager,

New Product Development, Continental Can Company.

THE purpose of the Fair Packaging and Labeling Act is to enable consumers to obtain accurate information as to quantity of contents and to facilitate value comparisons by consumers. Its scope is generally products appearing on supermarket shelves, those taken into the household and consumed or expended.

### Mandatory Controls

The Act is divided into two principal areas. The first has to do with mandatory controls and the second, discretionary controls. There are four principal areas of mandatory controls. They deal with:

1. Identity of the product;
2. Name and place of business of the manufacturer or distributor;
3. Net quantity of contents;
4. Net quantity of servings.

### Discretionary Controls

The discretionary controls deal with such areas as:

1. Standards for describing packages as small, medium, etc.;
2. Possible controls of "cents off" and other savings claims;
3. Requirements for non-food ingredient information;
4. Prevention of non-functional slack filling in packages.

### Responsibilities

Responsibilities under the Act fall within three governmental agency areas. The Food and Drug Administration has responsibility for foods, drugs, cosmetics and devices. The Federal Trade Commission has a responsibility for other commodities including, but not limited to, paper goods, detergents, waxes, soaps, etc. The Department of Commerce is responsible for a question of undue proliferation of weights, measures or quantities.

To date, FDA has issued final regulations covering food products as well as proposed regulations covering drugs, cosmetics and devices.

FTC has issued proposed regulations on other commodities, and the Department of Commerce has issued final procedures for determination of undue proliferation of package sizes, etc.

### Principal Panel

A key factor in the understanding and complying with the Fair Packaging and Labeling Act's mandatory regulations is the principal display panel which is that part of the label most likely to be displayed or examined under customary conditions of display for retail sale. The area of the principal display panel is important because it determines the size of type that must be used in the declaration of net quantity of contents, one of the four mandatory sections of the Act.

The principal display panel shall be large enough to accommodate all of the mandatory label information with clarity and conspicuousness and without obscuring design, vignettes or crowding. Where packages bear alternate principal display panels, the information required to be placed on the principal display panel shall be duplicated on each alternate principal display panel.

The principal display panel must contain a statement of identity of the food contents, which is to be in bold type of size reasonably related to the most prominent printed matter on the panel and parallel to the base of the container.

Where foods are marketed in optional form, the form (whole, sliced, etc.) must be indicated in reasonable size type in relation to the other words of the statement of identity unless it is visible through the container or depicted by an appropriate vignette.

If the label indicates, by statement or illustration, that an ingredient is used, the label shall contain a quantity of declaration of such ingredients.

The name and place of business of the manufacturer, packer or distributor shall be specified conspicuously on the label. No particular panel is required.

The street address may be omitted if it is shown in the current city or telephone directory. However, the Zip Code must be shown on any new label or label redesign.

### Net Quantity

Declaration of Net Quantity of Contents must be:

1. A distinct item on the principal display panel;
2. In conspicuous and easily legible boldface type, distinctly contrasting with other matter on the package;
3. In specified type size in relationship to the area of the principal display panel as follows:

Principal Display Panel (Sq. In.)	Minimum Type Size	
	Not More Than	Inches High
0	5	1/16
5	25	1/8
25	100	3/16
100	400	1/4
400 and over		1/2

Letter heights pertain to upper case or capital letters when upper and lower or all lower case letters are used; it is the lower case letter "o" or its equivalent that shall meet the minimum standards.

4. Must be placed within the bottom 30% of the principal display panel. However, this requirement does not apply when the principal display panel area is 5 square inches or less or for unit containers not intended to be sold separately and marketed in a multi-unit package bearing the mandatory display information.

5. Must be separated from other label information appearing above or below by a space equal to the height of the type used in the declaration and from label information appearing to either side by a space equal to twice the width of the letter "N" of the style of type used.

6. The letters are to be no more than 3 times as high as they are wide.

7. When fractions are used each component numeral shall meet one-half the minimum height standards.

8. Letters to be 1/16 of an inch higher than specified if blown, embossed or molded on a glass or plastic surface, rather than by printing, typing or coloring.

9. Volume must be expressed at the following temperatures:

—frozen foods at 32 deg. F. (0 Cent.)

—refrigerated at 40 deg. F. (4 Cent.)

—other foods at 68 deg. F. (20 Cent.)

(Continued on page 30)

## Packaging & Labeling Law—

(Continued from page 29)

10. Must show net contents that will be expelled, including propellants . . . for pressurized containers.

11. Permits optional use of "Net" or "Net Contents" in terms of fluid measure or numerical count, but "Net Weight" must be used in expressing terms of weight. Where numerical count does not give adequate information as to quantity, a statement as to weight measure or size of unit is to be added.

12. Must express an accurate statement of the quantity of contents and variations shall not be unreasonably large but does not require that minimum quantity be expressed.

13. An accurate statement of the net quantity of contents in terms of the metric system of weight or measure may also appear on the principal display panel or on other panels.

14. Shall not include any term qualifying a unit of weight, measure or count that tends to exaggerate the amount of food in the container.

15. For quantities the following abbreviations and none other can be used (periods and plural forms are optional): Weight, Wt.; Pound, Lb.; Quart, Qt.; Ounce, Oz.; Gallon, Gal.; Fluid, Fl.; Pint, Pt.

### Dual Declaration

One of the most important aspects of the Law as it applies to the statement of declaration of net quantity of contents is the so-called "Dual Declaration" requirement. The purpose of this is to facilitate the value comparison which is one of the principal purposes of the Act.

On packages containing less than four pounds or one gallon but weighing one pound or one pint or more, the declaration shall be expressed in ounces followed in parentheses by a declaration of pounds, or in the case of liquid measure the largest whole units (quarts, pints or pints) with any remainder in terms of ounces or common or decimal fractions of the pound or fluid ounces of common or decimal fractions of the pint or quart.

On larger packages, the dual declaration does not apply but the same alternate methods of expressing fractions of units are used according to the following terminology:

"On packages containing four pounds or one gallon or more and labeled in terms of weight or fluid measure shall be expressed: For Weight Units — in pounds with any remainder in ounces or common or decimal fractions of the pound.

Or For Fluid Measure—in the largest whole unit, that is gallons followed by common or decimal fractions of the gallon or by the next smaller whole unit or units with any remainder in terms of fluid ounces or common or decimal fractions of the quart or pint."

### Ingredients

Ingredients shall be listed by common or usual name in order of decreasing predominance on any appropriate panel in adequate type size without obscuring design, vignettes or crowding. The entire statement shall appear on a single panel of the label.

When the number of servings is stated, the statement shall include in the same type size and location the statement of the net quantity of each serving in terms of weight, measure or numerical count.

### Exemptions

Now to exemptions we see that FDA, by definition, exempts from the Act: (1) Containers used for tray pack displays in retail establishments; and (2) Transparent wrappers or containers which do not bear written, printed or graphic matter obscuring the label information required.

In addition, institutional individual serving packages containing less than one-half ounce net weight of fluid and not intended for retail sale are exempt from the required declaration of net quantity.

### Deadlines

As of December 31, 1967, all new designs, labels and label reorders were to comply with the Act. By July 1, 1968, all packages being introduced to Interstate Commerce must comply. Please note that FDA has stated that extensions for stocks and packages or labels beyond July 1, 1968 will be considered on an individual basis and are grantable for good cause.

In summary, the FDA regulations for food products will require many changes. Most of these will fall into certain patterns for all packages once the law is understood.



## Expendable Pallet

Union Camp Corporation has announced the availability of a high strength but lightweight expendable pallet. A unique feature of the low-cost unit is its runners, or legs, of kraft honeycomb.

Dubbed Shipmate, the new pallet offering is available in a variety of styles and sizes. On standard units the decks are of corrugated board in various specifications.

The lightweight and high strength of the honeycomb construction — bonus features when added to the regular advantages of expendable pallets—have already established the material in the air cargo field where reduced tare weight is particularly critical. For example, one honeycomb pallet weighing less than 7 pounds is doing the job of conventional wooden pallets weighing in excess of 30 pounds for air freight shipments. In this application, honeycomb pallets have been used to support loads in excess of 2,000 pounds. The pallets can be designed to meet any practical load requirements.

### Absorbs Shocks

Another feature of the honeycomb is its shock absorbency. Cellular construction of the material lets it absorb maximum impact. In fact, the military has made extensive use of this honeycomb as a cushioning material for field equipment air drops.

What's more, the honeycomb runners or legs can sustain damage themselves and still do the job—deliver a load to its destination in good condition. For instance, should a fork lift truck accidentally puncture a honeycomb runner there would be no serious effect on the pallet's load-bearing strength. This is due to the fact that only those honeycomb cells actually punctured would be affected. In comparison, similar impact could splinter or shatter a runner on an expendable wood pallet. On an expendable pallet with core feet, the impact would knock the foot completely away.

Normal benefits of all expendable pallets hold for Union Camp's offering too. One-way trips and the expense of return shipments and the time lost in tracking down and recovering pallets lost in return shipment. They also eliminate the time, labor, and money spent on pallet repair and maintenance.

## Successful Package

A successful package is one that makes it easier for the customer to recognize, understand, desire, and buy the product.

You noodle-makers know everything about noodles, but Henningsen, the egg people, can tell you something new about eggs.



First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safely at or over the 5.5 per cent egg solid minimum content set by Federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent salmonella-negative, by test. We homogenize our egg solids for uniformity. We can also tell you ways to save money on the eggs you put into your egg noodles by better methods of handling and blending and storing eggs in your plant. And we know all the ways. After all, we're the egg people. One more thing. You get fast, on-time, dependable delivery of egg solids from Henningsen. And we have local representatives all over the country to help you out on egg problems. After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningsen, the egg people. But it is a good idea.

**Henningsen Foods, Inc.**  
The egg people

60 East 42nd Street, New York, N. Y. 10017 (212) MU 7-1630

## Government Asks "Package Proliferation" Study by Biscuit and Cracker Industry

America's biscuit and cracker industry currently faces the same government "package proliferation" issue which has already involved the potato chip and other food industries.

Representatives of the Biscuit and Cracker Manufacturers' Assn. (B&CMA) met February 29 with Under Secretary of Commerce Howard J. Samuels in Washington, D.C., to discuss the possibility of "undue proliferation" of packages in the industry.

One result of the meeting was that the B&CMA, acting for the cookie and cracker industry (it represents 95 per cent of its total U.S. sales volume), has set up a committee from within and without B&CMA membership, "to study the problem, to define its area and try to devise a solution."

At the Washington meeting were several B&CMA members, including President John Barton, Jack's Cookie Corp. president, and representatives of four major chain stores.

### Commerce Concerned

Secretary Samuels opened the meeting by explaining the responsibility his department has been given by Congress under the Fair Packaging and Labeling Act of 1966, to determine whether undue proliferation of packages exists in various consumer manufacturing industries. The Dept. of Commerce asks: Does undue proliferation interfere with the reasonable ability of consumers to make value comparisons among different package sizes?

Secretary Samuels explained that the Dept. of Commerce, through the Office of Weights and Measures of the National Bureau of Standards, was approaching several consumer industries to encourage them to work cooperatively toward standardization of packaging on a voluntary basis.

### Survey Showings

Why was the biscuit and cracker industry approached? The Office of Weights and Measures had armed the under secretary with data from surveys of six cities. These indicated, to the department at least, that there might be more package sizes than the market needed to provide consumers with an adequate number of choices.

This government survey—while not meant to be conclusive—was given enough weight by the Dept. of Commerce to suggest the possibility of undue proliferation of cookie and cracker packages. Six supermarkets, one each in Philadelphia, Pa., Providence, R.I.,

Richmond, Va., Memphis, Tenn., Dallas, Tex. and San Diego, Calif., were surveyed on February 20 by the government agency.

A total of 66 brands of cookies and 28 brands of crackers was recorded. For cookies, the agency counted 73 different quantities. Of these, 44 contained fractions in the weight designations. For crackers, 42 different weight quantities were recorded and 28 of these contained fractions in weight designations.

### No Precise Definition

Although admitting the department has no precise definition for "undue proliferation," Secretary Samuels asserted that it boiled down to a determination of whether a "reasonable person" who wanted to make a cost comparison could do so "without difficulty." It would be desirable, he said, to reduce the number of package weights for various commodities because the consumer prefers consistency of weight rather than price.

### Pricing Considerations

Industry representatives asserted that market surveys over the years indicated a distinct consumer preference in price categories such as 19, 29 and 39 cents rather than by specific weights.

Pointing to one of the dangers of government standardization of package sizes, B&CMA representatives said it might result in a disservice to consumers by restricting or limiting the choice of product or package.

These industry viewpoints apparently were not considered seriously by the representatives of the Office of Weights and Measures.

Industry representatives did take heart from opinions expressed by Walter Hamilton, deputy secretary for business policy of the Dept. of Commerce. Mr. Hamilton took issue with the director of the Office of Weights and Measures, which took the supermarket survey, by saying the survey did not show proliferation because of the larger number of cookie and cracker varieties as a base for the number of package sizes.

### Cooperation Assured

Assured that joint study by industry was permissible under antitrust statutes, the B&CMA group headed by Mr. Barton agreed to cooperate with the project of studying package sizes. The government officials were informed of this and expressed appreciation for industry cooperation.

## Good Manufacturing Practices Highlights from FDA Papers

**I**N the sixty years that Federal law has been in effect to remove unclean or unwholesome food from interstate commerce, the Food and Drug Administration has sought in many ways to strengthen its enforcement of the statutes.

Congress has left determination of what constitutes contamination and the conditions likely to create contamination to the expertise of the FDA and its enforcement officials supported by scientists trained in detection of filth in foods and using the most efficient methods that today's technology permits.

The FDA believes all businessmen processing or handling foods can be significantly helped and kept up-to-date on current good manufacturing practices if the essential principles are written into a set of regulations that will implement, interpret, and have much the effect of the law—that will tell the food processor when or where to go, to stop, or to exercise caution.

### General Regulations

The first set of regulations, proposed on December 6, 1967, are general rules that will apply to every company manufacturing, processing, shipping, handling, or storing any class of food in interstate commerce for human use. The second phase dealing more in specifics, looks toward the adoption of appendices covering good manufacturing practices in various food industries.

FDA for some time has been issuing inspectional guidelines to its 17 Districts in several food programs such as smoked fish and Salmonella in nonfat dry milk. As inspectors gain experience in applying these, the Agency hopes to publish them soon in modified form as proposed appendices. Industry input to these existing guidelines also has been welcomed.

Just how necessary or desirable are GMP regulations? Here are some examples, taken from FDA case files, of representative offenses against good sanitation and employee practices in various food industries in several parts of the country:

### Chinese Noodles

In July 1967 New York District Inspectors called at a firm in New York City which manufactures Chinese noodles, pastries for egg rolls and won tons, and Chinese spaghetti. Inspectors found live insects in raw material storage areas, heavy dust accumulations throughout, two cats on the

(Continued on page 34)



## Tomorrow's self-made man needs a break today.

And local businessmen can give it to him. Now. This summer. While there's still time.

Thousands of deserving youngsters are waiting for jobs. Waiting for a chance to work at becoming better citizens.

The corporate giants are already hiring. The Government is already helping.

But we need to reach Main Street. We need to reach you. Because without the support of every local businessman, we cannot succeed. What can you do?

### Each one hire one.

Hire one young man or woman. Hire more if you can. But, at least hire one.

No business is too small to help. Think about an extra pair of hands for the summer. Think about a bright youngster filling in vacation gaps. Think about next summer—and the one after that—when you'll have an "experienced beginner" to call on for extra help.

Do yourself a favor. Give a kid a break this summer. Do it now. Call the National Alliance of Businessmen office in your city.

SUMMER  
**JOBS**  
NOW  
National Alliance of Businessmen

 Advertising contributed by the public good.

### Good Manufacturing Practices—

(Continued from page 32)

premises, improper employee practices in handling of in-process and finished products equipment, and utensils encrusted with dough and grease, no use of soap or sanitizing solutions and disregard for good employee sanitation practices. The front door was left open and nonemployees were allowed in the processing area. Cans containing a mixture of water and eggs were open and had been standing for 6 hours at room temperature, allowing the mix to decompose. A sample of the egg-water mix and a sample of won ton skins collected from interstate commerce were found with high coliform counts and bacterial plate counts.

#### Pies and Potatoes

Buffalo District Inspectors checking a Pennsylvania firm in May, 1967 which makes frozen cream and fruit pies, cakes and frozen bread dough found food materials still left on processing equipment after cleanup by employees. Other findings included a dead mouse, a dead rat, and rodent excreta pellets in the storage room. Moths were found in a quantity of nuts. Product mixtures had been stored at excessively high temperatures.

In March, 1967 Denver District Inspectors visited an Idaho firm which processed frozen french fried and hashed brown potatoes and frozen whole peeled potatoes. They found sour-smelling and discolored potato residue in and on processing and conveying equipment along the production line, paint flaking off equipment over the line, and unhygienic practices by processing employees. Earlier inspections had indicated that equipment and utensils were of poor design or materials for keeping clean and, although the firm had replaced some equipment, there were still problems with cleaning older equipment. The District in past inspections had collected official samples showing excessive counts of E coli, coliforms, and total bacteria.

#### Advantages of GMP

What are some of the advantages of GMP regulations? They will let the businessman know what is required of him. They will standardize principles or checklists to be followed by the several FDA Districts for assurance that there are no inequitable applications of requirements arising from differences in individuals, geography, and other factors. They will raise sanitary and quality standards of foods and assure the consumer that good manufacturing

practices are being followed by all firms shipping food in interstate commerce.

To the argument that they are unnecessary, it should be said that the regulations, to the extent that they are applicable will do no more than codify and standardize FDA practices which exist, or will, or should exist. To the consumer, the price he pays for the wholesomeness of his food is the very best food bargain he can get for his money.

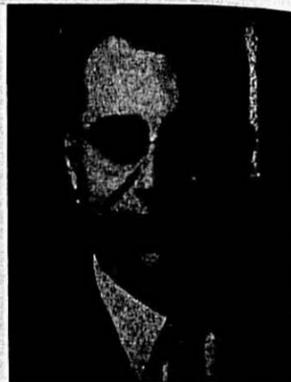
To the argument that the burden of compliance may drive some food manufacturers out of business, it can be only said that in this age the consumer has entrusted the function of processing his food to those who are, or should be, more qualified to do so than the consumer himself. In return the consumer has every right to expect, and the FDA to assure, that this food supply will be clean and wholesome.

#### New FDA Policies

The Food and Drug Administration has instituted two new plant inspection procedures which should be welcome to the food industry. Both are intended to promote voluntary compliance.

Henceforth, FDA inspectors have been directed to indicate to plant authorities whether an inspection is routine or for the purpose of obtaining specific information. In the latter case, the inspector should indicate what is being sought. FDA officials hope this will lead the plant authorities to direct inspectors to specific areas and reduce the time spent by inspectors wandering about plants. This procedure would not be followed, however, if FDA suspects a company is deliberately violating the law.

The second change should provide company authorities with more information on FDA findings in an inspection. According to FDA, "Significant adverse conditions or practices reported by FDA inspectors during plant visits are to be forwarded to company officials by certified mail approximately three weeks after an inspection." The program is intended to provide an additional opportunity to firms to correct shortcomings within their plants. If available in time, reports on the analysis of food samples will accompany the letter; if not, the analytical report will be sent later. The letter will also indicate that an inspection report does not imply that FDA will or will not recommend any legal or criminal action on the basis of an inspector's findings. When other Federal or State agencies are involved, they will also receive copies of letters sent to companies.



James J. Winston

#### Fight Hidden Microbes

James J. Winston, Director of Research, National Macaroni Manufacturers Association, lists the points in a program of effective sanitation. These measures will prevent and eliminate bacteria contamination in finished products such as salmonella, staphylococcus and E. Coli bacteria.

1. Promote personal cleanliness among employees.
2. Institute a germicidal dip solution for employees' hands at work stations.
3. Train employees to prepare, handle, and store foods in a sanitary manner.
4. Adopt good manufacturing practices including closed line operations, wherever possible. Dismantle egg-water-pump system on a daily basis; clean thoroughly, followed by using the necessary amount of available chlorine (250-300 P.P.M.) in order to eliminate bacteria in the system.
5. Maintain rigid specifications on incoming ingredients likely to be contaminated with Salmonella, and reject any incoming raw materials showing damage or visible contamination with foreign materials.
6. Destroy bacteria in raw products by approved methods.
7. Maintain proper storage temperatures.
8. Rotate raw and finished stock and destroy spoiled foods.
9. Maintain an effective control program on the plant environment. For example:
  - a. Eliminate insects, birds and rodents.
  - b. Control dust in plant.
  - c. Assure clean air intake system.
10. Test finished product (by batch or composited batches) for presence of Salmonella and other pathogenic bacteria.

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

- 1—Vitamins and Minerals Enrichment Assays.
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- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.

James J. Winston, Director  
156 Chambers Street  
New York, N.Y. 10007

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Whatever your needs... Use only the best. Use Monark's Golden Yellow Egg Yolks and Whole Egg Solids, it costs no more.

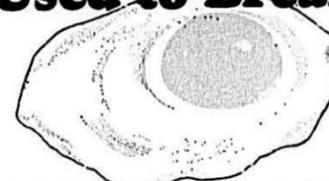
For detailed information to meet your individual needs, write or call collect:

**Monark Egg CORPORATION**

901 East Third Street Kansas City, Mo. 64106 AC 816-421-1970

JULY, 1968

## Eggs Like Grandma Used to Break!



**Egg Solids Frozen Eggs  
Dark Yolks a Specialty**



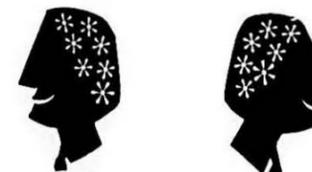
**Wakefield Eggs**

**MILTON G. WALDBAUM**

Write or Call Dan Gardner, Bob Berns 402-287-2211  
Wakefield, Nebraska  
Cable: Waldbaum (Wakefield)  
Manufacturers of Quality Egg Products

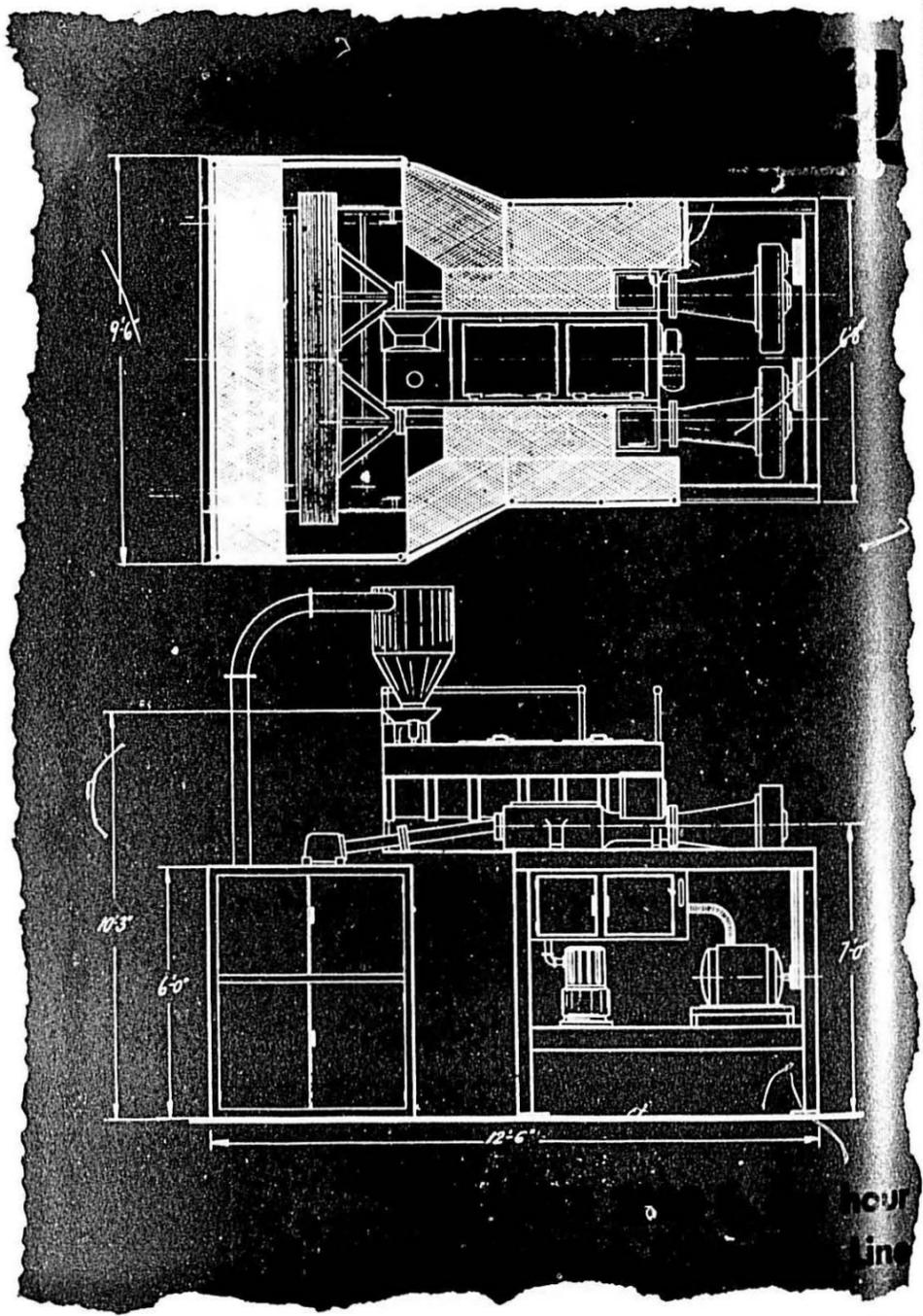
INFORMATION AND IDEAS  
are regular dividends for membership in  
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**POINTERS FOR PROGRESS**

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# American One

## DEMACO-

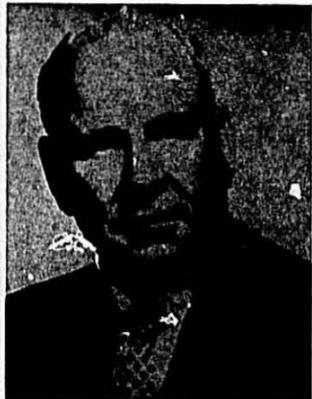
The dependably designed Long Goods Continuous Line - gives you all the extra features not found in any other line:

- \* PRODUCTION - Up to 2500 lbs. per hour
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- \* SANITATION - The only walk-through dryer for maximum cleaning
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George N. Kahn

## SMOOTH SELLING®

by George N. Kahn

### SELL YOURSELF FIRST

This is No. 43 of 48 sales training articles.

A builder may put up \$15,000 homes but live in a \$200,000 mansion. This does not mean that the builder holds his own product in low esteem. It's simply a question of his being able to afford something better.

#### Eliminate Conflict

Many salesmen, of course, are not faced with any conflict in connection with their product. For example, if a man is selling steam shovels, he is not expected to have one in his backyard.

But if his line is apparel, he might feel guilty about not wearing the suits or shirts his company makes.

There's no reason for the salesman to take this attitude. He should be able to ably sell the product whether he uses it or not.

The point is that the success of the product does not depend on whether the salesman uses it or not. The consumer will not say to the dealer:

"Can you tell me if the salesman who sold you this shirt wears it himself?"

The reason why such a question is not asked is obvious. The consumer is buying for himself. His interest is whether the product suits him and if it's within his price range. He is not at all concerned with the salesman's preferences in the matter.

Earl Haney sold a line of table radios. One day a dealer asked him if he used the radio at home.

"No," Earl replied honestly, "I own a more expensive brand that gives me a longer range."

The dealer chided Earl for his "disloyalty" to his firm.

Earl, although steaming inside, answered calmly.

"Mr. Smith, I sell a good product. It's not the best radio in the world, but nobody is being cheated by buying it. I happen to prefer a higher grade set and I pay more for it. Now, what in the world is wrong with that?"

The dealer admitted there was nothing wrong with it.

#### Buyer Reaction

The aforementioned buyer was unusual. Most buyers do not probe for the salesman's personal opinion of his product.

If a salesman is personable, competent, knowledgeable and honest, the customer will ask for no more. That's why your first order of business is to sell yourself and put your heart into it.

A few years ago, Cary Main, a lighting products salesman, obtained a big order from a dealer, who told him:

"You put more into a sales talk than any salesman I've ever dealt with. You must really believe in your product."

"Yes," Cary answered, "I do. But I believe in myself more."

That's the key—belief in yourself. That's what makes a successful salesman. Go up to a prospect with the idea that you must first sell yourself and then the product.

Salesmen hear a lot about the need for new ideas and new sales arguments. These relate to the product, however. We don't hear enough about new angles for the salesman—putting a new shine on his approach.

After all, there is not much a salesman can say that's new about such products as groceries, soap, paper towels and razor blades. But he can, if he works at it, make himself more interesting. He can appear with a new merchandising idea for the customer; he can bring in some useful information about the industry. He can also generate an enthusiasm that will sweep the buyer along. Enthusiasm can arouse interest and leads to orders.

A purchasing agent for a paper mill can hardly wait for one salesman to show up each month.

"This man" the agent said, "is so enthusiastic and has so much drive and initiative that he gets me all fired up. I'm ready to give more to my job because of what he does."

#### The Furniture Story

To emphasize the point about the difference in a salesman's personal views and his business life, let me relate a story about Hal Stover, a furniture salesman.

When I was invited to Hal's house for the first time, I noticed that it contained none of the furniture he sold.

I would not have mentioned the fact, but Hal brought it up himself.

"I sell a good line," he said, "but my tastes and those of my wife run along a different style. The firm I work for doesn't handle the type of furniture we prefer."

"That doesn't seem to stop you from doing a great selling job of your line," I replied.

He laughed. "I've had my sales manager and other management people from my company over here to dinner. They didn't seem to mind that I don't have company furniture."

Why should they mind? Hal is the top salesman in the company.

#### Buyer's View

Many salesmen, of course, do use the product they sell. The buyer, however, will not be particularly moved by this fact. He is concerned only with the effect the product will have on his customers. Therefore, it may little avail you to say to a prospect:

"This is a good shaving cream. I use it myself."

A salesman who relies on this kind of endorsement may have difficulty in making sales quotas. The dealer from whom you buy gasoline no doubt uses it in his car, but you don't buy it for that reason. You purchase it because it makes your car run better, is cheaper, or because the station is handy to your home or place of work.

Thus, your prospect must have a better reason for giving you an order than the fact that you use the product.

He may buy your line because he likes you and your proposition. If you sell yourself properly, he won't care if you use the product or not.

There are plenty of clerks around to take orders. Real selling demands creative thinking, imagination and a pulling personality. Don't be tied to old selling methods. Break new trails and you'll find that prospects will seek you out.

#### Talking The Buyer's Business

The salesman who immediately launches into a talk about himself or his product will seldom get the results he wants.

Part of selling yourself is to get the buyer to talk about himself or his business. He may start the interview by saying flatly that he doesn't want your product.

This should not upset you. Simply switch the conversation. You might say to him:

"You certainly have a large operation here."

Or:

"I've heard about your unique vacation and pension plans for employees. Could you tell me more about them?"

Find some way to focus attention on his firm.

Paul Land, a cosmetics salesman, once ran into the toughest prospect he had ever met. The man was brusque to the point of rudeness, not even asking Paul to sit down.

"You've got nothing that I want," the man snapped.

Paul retained his composure.

"By the way," he said, "I noticed your cosmetics display on the way in. It's the most striking I've ever seen."

The buyer beamed.

"It was my idea," he told Paul. "I often take a hand in displays."

That put an entirely different complexion on the interview. The buyer warmed up considerably. He didn't give Paul an order that day, but a month later the salesman got a big one from the buyer.

#### Tact Is Necessary

Tact is another ingredient that is important in selling yourself. Some salesmen have excellent ideas for improving the customer's business, but they don't know how to put it across.

A buyer is proud of his business. He doesn't want someone coming and saying: "I'm going to tear down your whole display and start from scratch."

Nor does he want to hear a salesman tell him how poorly his business is run. Maybe it is badly managed, but there is a tactful way of pointing this out. Tell him first about the good things about his firm. Then slip in the matter of where it could be improved. You'll get a lot more orders that way.

Are you selling yourself first? To find out, spend a moment or two on this test. If you answer "yes" at least seven times, you're all right in this department.

#### Yes No

1. Do you separate your personal views and your business life? —
2. Do you place stress on selling first? —
3. Are you convinced that buyers are not primarily interested in whether or not you use your product? —
4. Do you try to hit the prospect with new ideas? —
5. Do you understand that the buyer's first concern is whether his customers will like your product? —
6. Do you talk about the buyer's business? —
7. Are you tactful in suggesting the buyer's business? —
8. If you sold luggage, would you feel it was all right to use a different brand for yourself? —

9. Would your customers understand it if you did? —

10. Would you frankly tell a customer (if he asked) that you did not use his product personally? —

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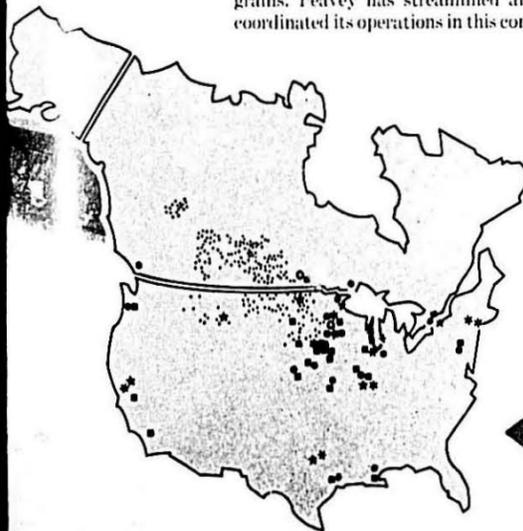
There is good reason for Peavey to be a major factor in the milling and distribution of durum products. The durum wheat fields of North Dakota — where the bulk of America's durum crop is grown — form the heart of Peavey Country (see map). This broad, wheat-rich land supplies the Peavey mills that specialize 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 at Grand Forks, North Dakota; Superior, Wisconsin; and Buffalo, New York. Peavey Flour Mills process 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 'way out in PEAVEY COUNTRY'.



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## Progresso Entrees

Six, boil-in-the-bag Italian entrees under the Progresso label are being test-marketed in Scranton, Pennsylvania, and Syracuse, New York, by Uddo & Taormina, of Vineland, New Jersey.

Veal scallopine, chicken cacciatore and shrimp marinara are available in 1 1/4 ounce packages retailing for \$1.39 each. Sweet sausage and peppers comes in a 1 1/4 ounce package retailing for 99 cents. Both the beef ravioli in tomato sauce and the spaghetti and meatballs dinners each weigh 1 1/4 ounces and retail for 69 cents.

Promotions will include television and couponing in newspapers and Sunday supplements.



**IPACK-IMA Show.** The International Packing and Food Machinery Exhibit held in Milan biennially found (left to right) the Italian State Undersecretary Hon. Gatto visiting the Braibanti exhibits. He converses with Mr. Giovanni Caribanti, Manager of Public Relations for Braibanti, and Managing Director Mr. Ennio Braibanti. Of particular interest at the Exhibition was Braibanti's Cobra 2000 automatic press. Also exhibited were packaging machines of the Zamboni Works of Bologna, for which Braibanti is the sole selling agent.

## Follow Charlie

Investor's Reader recently had a writeup on the Carlisle Corporation of Carlisle, Pennsylvania.

### Car Wash Franchise

About a year ago the company acquired the industrial cleaning equipment maker, Malsbary Manufacturing, who then came up with an idea for a car-wash franchise operation called "Follow Charlie."

"Follow Charlie" provides an all-automatic set-up complete with high pressure hot water, detergents and brushes. The customer simply drives up to the coin-operated system, puts 75 cents in the slot, and drives through the wash tunnel while the automatic equipment works over his car. It drives right down the middle between the 25 cent do-it-yourself operations and the \$1.50 automated set-ups. Stockholders are happy with Carlisle's prosperity and prospects.

### Clermont Machine

Its industrial machinery market, which represents 22 per cent of corporation volume, consists of Malsbary, Syncro Machine, which makes wire drawing, stranding, and cabling equipment, and Clermont Machine, which manufactures pasta-making equipment.

### Aerospace-Electronics

Carlisle has built aerospace/electronics into its biggest market with 34 per cent of volume. The recreational market accounts for 19 per cent of sales. Carlisle is still one of the biggest makers of pneumatic tires for everything but autos. While it puts no tires on cars,

it gets 13 per cent of sales from brake blocks and linings and radiator hose in the automotive market. The remaining sales come from components for appliances and vending machines (7%) and sales to general industry (5%).

## Death of James R. Affleck

James R. Affleck, 58, head of the William Penn Flour Mills Company of Philadelphia, died April 29 at the Bryn Mawr Hospital, following a heart attack.

He was active for many years in the National Association of Flour Distributors and represented Doughboy Industries for durum sales in the East.

Mr. Affleck formed William Penn Flour Mills Co. in 1942 with Gatland Horan, who died five years later, and W. P. Tanner, who withdrew from the business in 1949.

Born in Philadelphia in 1909, Mr. Affleck attended the Friends Select School and received a B.S. in chemistry from Drexel Institute of Technology. He worked briefly for the Atlantic Refining Co. before becoming a miller and then later entering sales work.

Mr. Affleck is survived by his wife Ann; two children, James Jr. of Philadelphia and Mrs. Lois King of Minneapolis.

## Theodor Schmidt

Theodor Schmidt, 75, founder of the Schmidt Noodle Mfg. Company of Detroit, passed away May 7 of a heart attack. He is survived by his wife, a son and daughter.

Born in Germany in 1892, Mr. Schmidt, with his wife Hilda, came to Dayton, Ohio in 1923. In July, 1926 they moved to Detroit and started a highly successful noodle business. Both Mr. and Mrs. Schmidt were active in the business and regularly attended conventions of the National Macaroni Manufacturers Association. In 1961 they were on the NMMA tour of Europe, and after visiting the fairs in Milan and Hanover, spent time in Germany visiting relatives.

His son Richard will continue the business having managed it the past few years.

## Lake Tragedy

Albert Bono, Jr., 34, was lost on Lake Michigan while on a fishing trip May 19. He is presumed drowned. Memorial services will be held when the body is found.

He was formerly employed at the John B. Canepa Company of Chicago where his father was general manager.

# HOW'S YOUR MACARONI IQ?

Millions of Americans consume tons of macaroni products each day. Thousands more are engaged in producing these products. But, how many people really know anything about the history of macaroni? Use your noodle and see how you come out on this quick quiz.



## Macaroni Quiz



1. What did the slang term "macaroni" mean during the American Revolution? (a) Patriot (b) Anything good or elegant (c) "Yanked Doodle's" horse.

Answers to Quiz:  
1. (a) Patriot (b) Anything good or elegant (c) "Yanked Doodle's" horse.



2. What is the most important thing to remember in cooking macaroni? (a) Add 1 tsp. salt for each cup of water (b) Avoid overcooking (c) A strainer.



3. In the language of the ancient Greeks, the word "macaroni" meant: (a) Courage (b) Mickey Rooney (c) The Divine Food.



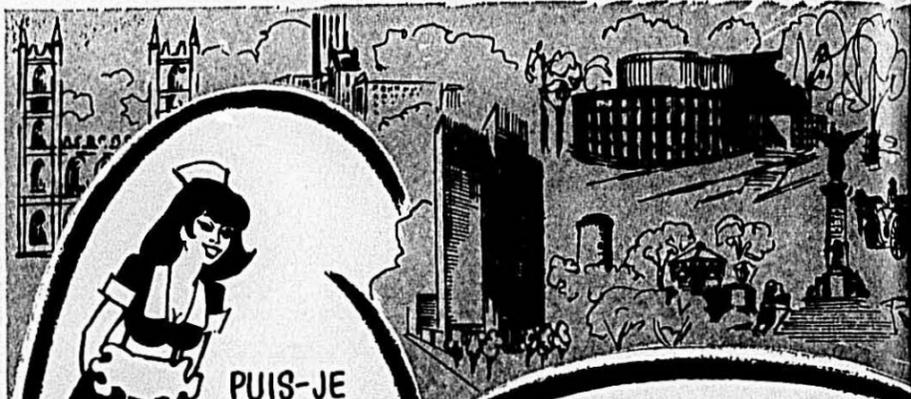
4. According to legend, in whose reign was the recipe for preparing macaroni conceived? (a) King Frederick of Saubin (b) Queen Isabella of Spain (c) Duke Snider of Brooklyn.



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