

THE MACARONI JOURNAL

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May, 1962

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Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL MACARONI
MANUFACTURERS
ASSOCIATION



MAY, 1962

**Durum Seminar
on the Campus of
North Dakota
State University**



The Macaroni Journal

May
1962
Vol. 46
No. 1

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

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Cover Photo

Students walk on the campus in front of Old Main at North Dakota State University in Fargo. The Durum Seminar was held March 19-20 in the Memorial Union.

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THE MACARONI JOURNAL

The Centennial of Agriculture

IN 1962 the United States Department of Agriculture observes the Centennial anniversary of its establishment. President Lincoln signed the act creating the Department on May 15, 1862.

Since then, agriculture has made one of the Nation's most impressive production records. Here's the record in brief. In 1862 one farmer produced food and fiber for five people. Today he produces enough for 26.

Result: Today more than 90 per cent of our people have no worries about enough food, even though they do not farm. Also, the tremendous strength of this Nation today, at home and abroad, depends heavily on the unequalled productivity of the American farmer. And, of course, as both producer and consumer, his contribution has been important in helping the Nation achieve its high standard of living.

It seems only fitting, therefore, that we observe the Centennial by bringing into sharp focus the primary role of agriculture and the farmers in our national economic pattern, our living standards as individuals, and our development of peace and friendship throughout the world.

Despite the fact that our abundance provides us with food and fiber in quantities and qualities never before even dreamed of by others of the world, that very abundance which has made our life easier has created a distorted image of the farmer and his role in our society.

Few people know that farming—

- Employs 7.1 million workers—more than the combined employment in transportation, public utilities, the steel industry, and the automobile industry.

- Spends \$25-\$26 billion annually for goods and services to produce crops and livestock; another \$15 billion a year for the same things that city people buy—food, clothing, drugs, furniture, appliances, and other products and services.

- Creates so much employment that four out of every 10 jobs in private employment are related to agriculture. For instance, 10,000,000 people have jobs storing, transporting, processing, and merchandising the products of agriculture; 6,000,000 people have jobs providing the supplies farmers use.

- Enables each of us to choose from as many as 5,000 different foods when

we go to market—fresh, canned, frozen, concentrated, dehydrated, ready-mixed, ready-to-serve, or in heat-and-serve form.

- Provides the equivalent of about 24 cotton house dresses or 30 dress shirts for every man, woman, and child in the nation; more than two pounds of apparel and carpet wool.

Also, few people realize that farmers and other small woodland owners control 54 per cent of the nation's commercial forest—providing building materials and paper—even nitro-cellulose, a major ingredient of some solid fuel propellents of missiles.

Neither is it commonly known that the United States is the world's largest exporter of agricultural products; that 65,000,000 acres of our 321,000,000 harvested acres produce for export. Largely because of agriculture, our food and other farm products are helping to relieve hunger and to promote economic growth in the newly developing countries of the world.

Least understood is the fact that food costs have risen less in recent years than most other consumer items. Even so, the farmer gets none of this increase. In fact, he now receives 12 per cent less from the farm-food basket than he did in 1947-49.

The story of American agriculture today, of its great accomplishments in the last 100 years, and the challenges it faces in the future, is the story that the United States Department of Agriculture will tell in its Centennial, which begins on May 15, 1962.

Some of the plans for observance include:

- A World Food Forum in Washington attended by international notables will document and dramatize the staging and implementation of a vital world food program.

- Centennial dinners, in Washington and throughout the country, will open the Centennial year. Each county will have a Centennial planning committee to develop and arrange local observances.

- Field Days at agricultural laboratories or experiment stations will develop appropriate programs to report and interpret research and service developments.

- The 1962 Yearbook of Agriculture will emphasize our present state of



agricultural development and indicate possible future development trends.

- A history will combine approaches to the development and programs of the department and relate them to major changes in the economic, social, and political life of the United States.

- Exhibits and festivals will depict agriculture's contributions to the welfare and development of the national economy. A photography exhibit and film festival already are in stages of preparation.

The Macaroni Journal salutes the department and the great business of agriculture.

Chronological History of Cereal Technology at SDSU

by Lawrence D. Sibbald

In 1905 the North Dakota legislature passed a bill for a milling and bake testing program but appropriated no funds.

In 1907 \$8,500 was appropriated for a building and equipment.

The building was finished in 1908 and the first miller school. This was the first structure erected solely for milling and baking studies on any campus in the United States. A Pilot Mill was installed with three standards of grinding rolls, sifters, purifiers and four elevator storage bins. The mill was about the minimum amount of wheat that could be handled.

Milling facilities occupied two floors in the back part of the building while the front housed offices and laboratories for protein studies, baking, and chemistry.

An Allis-Chalmers Mill was purchased in 1910. A cereal chemist was hired in 1920.

During the period 1908 to 1920 wheat variety investigations were carried on, effects of storage on milling and baking qualities studied, as well as studies on bin burn, frosting, bleaching, stack and shock threshed wheat both hard red spring and durum. Federal grades were also studied during this period in cooperation with the United States De-

(Continued on page 34)



Durum research and marketing are considered by (left to right), Dr. Kenneth A. Gilles, Cereal Technology Department, North Dakota State University; Alvin Kenner, Chairman, Marketing Committee, Durum Growers Association; Lloyd E. Skinner, Chairman, N.M.A. Durum Relations Committee.



"Let's Harp on Durum" say Dick Crockett, President, Durum Growers Association; Mark Heffelfinger, Chairman, Durum Wheat Institute; and Bob Green, Executive Secretary, National Macaroni Manufacturers Association.

MORE than 100 durum growers, grain millers, macaroni manufacturers, extension service personnel, and staff of North Dakota State University met in Fargo March 19 and 20 to discuss the durum situation.

Turnout of macaroni men was enthusiastic to the growers and the researchers. A 1961 dinner sponsored by the National Macaroni Manufacturers Association got the proceedings off to a good start.

Arlon G. Hazen, dean of the College of Agriculture, presided at the opening session; Donald G. Fisher, Executive Secretary of the Crop Quality Council, conducted in the afternoon. After extending a welcome to the campus from North Dakota State University the University President Dr. H. Albrecht observed that business is becoming more intricate every day and stronger lines of communication are needed for complete understanding.

Marketing

Dr. Fred Taylor, Professor Chairman, Agricultural Economics Department said crises in the durum industry arise from high or low production, and that there is an inverse ratio on value compared to supply. An adequate carry-over is necessary to eliminate price fluctuations, and industry must make some plans for storing this carry-over.

He observed that there is keen competition for acreage in North Dakota and the mix the grower chooses will be the one most profitable to him. He cautioned growers against over-production this year, and suggested that possibly a marketing agreement for du-

rum might be studied for future application.

Al. W. Donahoo, Secretary of the Minneapolis Grain Exchange, cited the world shortage of durum, and stated the small supply of durum cannot be hedged. European countries look to North America for supplies, but exports are possible only if we are competitive with Canada. Canadian intentions for durum planting are up 58 per cent this spring and with good yields could produce 45,000,000 bushels.

United States growers' intentions were reported up 50 per cent over last year, but are based apparently on the government's expectation that full utilization of the special legislation for durum will be made. Growers who wish to participate were required to sign up by the end of March. By mid-March only a small percentage had. Dick Crockett, President of the Durum Growers Association, had something to say about this and government statistics on stocks as of January 1. His comments appear on page 28.

Government Interest

Clifford Pulvermacher, Assistant to the Deputy Administrator, Agriculture Stabilization, United States Department of Agriculture in Washington, D.C. observed that we must have better supply management programs. He termed the inter-industry cooperation between growers, millers, and macaroni manufacturers unique and encouraging thus far in efforts to determine supply and demand. If this approach is successful, the durum program may become a model for other crops. Meanwhile, he solicited any suggestions or comments from individuals to make the program work better.

Competition

Robert M. Green, Executive Secretary of the National Macaroni Manufacturers Association, described the complexity and competitiveness of the food business with some 6,000 items competing for consumer favor in the modern supermarket. He declared that progress for all elements of the industry would come with emphasis on quality, not only in the food products themselves, but in packaging, display techniques, and services to consumers in general. "Macaroni consumption has gone up when durum was in adequate supply—it has gone down when it has been in short supply," he declared. Durum must be competitive with other wheat or substitutes will be used, he said. "We made a collective approach to get special legislation—now we have an obligation to use it with growers planting an adequate crop and macaroni manufacturers going back to durum as rapidly as possible."

Mark Heffelfinger, Chairman of the Durum Wheat Institute, and Vice President of Russell Miller-King Midas Mills called for an adequate supply of durum this year and in future years. "If durum is the standard of quality, we must conscientiously supply the consumer" and eliminate the dislocations that occur all along the line when durum is in over- or under-supply.

He noted that farm storage has some advantages but also some disadvantages such as the loss of color over a period of time. "We should study how to more effectively use present facilities before abandoning them," he stated.

Lloyd Skinner, President of the Skinner Macaroni Company and Chair-

(Continued on page 17)

The Story of Macaroni

No. 17

A SALUTE!

Since April 19, 1904, the macaroni industry has been capably served by the National Macaroni Manufacturers Association. Since 1919, its news and views have appeared in The Macaroni Journal.

During these years, the *Journal* has seen "a wholesome and healthy growth of understanding among manufacturers... a unity of purpose brought about, and an understanding of common problems... a greater appreciation of the food value of our products... higher standards of quality and manufacturing... a pride developed in quality and good name." The purpose of the Association was succinctly expressed in the keynote of its first national conference—COOPERATIVE COMPETITION.

King Midas salutes the NMMA and the *Journal* for their outstanding contribution to the progress of the industry.

King Midas DURUM PRODUCTS

MINNEAPOLIS MINNESOTA



DURUM MARKETING

by Fred R. Taylor, Chairman, Department of Agricultural Economics,
North Dakota State University

THE harvested acreage of durum in North Dakota during the past five years 1957-1961 has varied from a low 770,000 acres in 1957 to 1,280,000 acres in 1961. During this same period harvested durum acreage for the United States varied from a low of 932,000 acres in 1957 to 1,715,000 acres in 1961.

North Dakota durum production during this same five-year period varied from a high of 26,880,000 bushels in 1960 to a low of 14,570,000 bushels in 1957. United States durum production varied from a high of 39,680,000 bushels in 1957 to a low of 18,955,000 bushels in 1961.

North Dakota has produced between 75-85 per cent of the total durum crop during this and other periods.

Value Variations

North Dakota's seasonal average prices for durum during the last five years have varied from a low of \$1.94 per bushel in 1960 to a high of \$2.10 per bushel in 1959. As you all know, North Dakota mid-month average prices for the 1961 durum crop have been running from \$3.05 in September 1961 to a high of \$3.32 in January, 1962.

The value of the durum crop to North Dakota farmers during the past five years has varied from some \$38.8 million in 1957 and 1959 to almost \$54 million in 1961. We do not have final estimates on the 1961 crop as yet. The change in value is closely correlated with production and price. It appears that the value of a small crop is usually greater than the value of a large crop, due to drastic price declines when durum production is high.

Durum supply and disposition data indicate that there may be less than two million bushels of durum on hand July 1, 1962. There are no durum supplies in government hands at this time. These and other available data indicate that durum is essentially a North Dakota crop.

These and other available data indicate that durum is essentially a North Dakota crop.

DURUM ACREAGE, YIELD AND PRODUCTION, NORTH DAKOTA AND UNITED STATES

Year	North Dakota		United States		% N.D. Pro- duction as % of U.S.
	Harvested	Production	Harvested	Production	
1961	1,267	14,570	1,715	18,955	77%
1960	1,200	26,880	1,073	34,141	79%
1959	1,001	17,518	1,283	20,682	85%
1958	770	18,480	932	21,381	86%
1957	1,480	26,640	2,365	30,680	87%

would like to keep it this way, but there are many factors which may determine the future course of production in North Dakota. Let us briefly discuss some of these, using the point of view of the durum producer as much as possible.

Growers' Considerations

1. Durum is mutually substitutable for Hard Red Spring wheat and other crops such as barley, oats, flax and rye. The competition for crop acres is such that the producer will plant those crops which promise the highest net income year by year. This is important to remember when asking for increases in production, and if this increase leads to drastically lower prices and surpluses.



Fred R. Taylor

DURUM SUPPLY AND DISPOSITION (in bushels)

	1960-61	1961-62
Supply	12,000,000	12,000,000
July 1 Stocks	12,000,000	12,000,000
Production	34,105,000	18,627,000
Imports	—	—
Total Supply	46,105,000	30,627,000
Disposition		
Mill Grind	23,438,000	11,000,000*
Feed and Other Use	3,022,000	(5,000,000)
Seed	2,389,000	()
Exports	5,256,000	7,400,000
		6,300,000**
Total Disappearance	34,105,000	29,700,000

* 50-50 blend of durum.

** Owned by exporters.

USDA Wheat Situation and industry estimates.

2. Producers recognize that costs of producing good quality durum are higher than those of Hard Red Spring wheat. For example, it takes about one peck more seed, harvesting costs are higher because it takes 10-20 per cent more time in harvesting. Kernel breakage is a problem and one that often leads to quality discounts. Durum grading is also a problem of concern to the durum grower.

3. Growers indicated that the price of durum must be at least 25 cents per bushel over HRS wheat if they are to produce durum as a substitute for some other crop.

4. The producers recognize that the market for durum products is increasing, while the market for other wheats is decreasing or barely holding their own. Producers also recognize and are concerned about the fact that when durum prices get very much out of line with other wheat prices, the miller and manufacturer of macaroni products substitute other wheats for durum.

5. Producers are also concerned about the fact that if a large acreage of durum is planted this year and weather is favorable, we could have what might be called a surplus next year. You and I might recognize that

(Continued on page 26)

THE MACARONI JOURNAL

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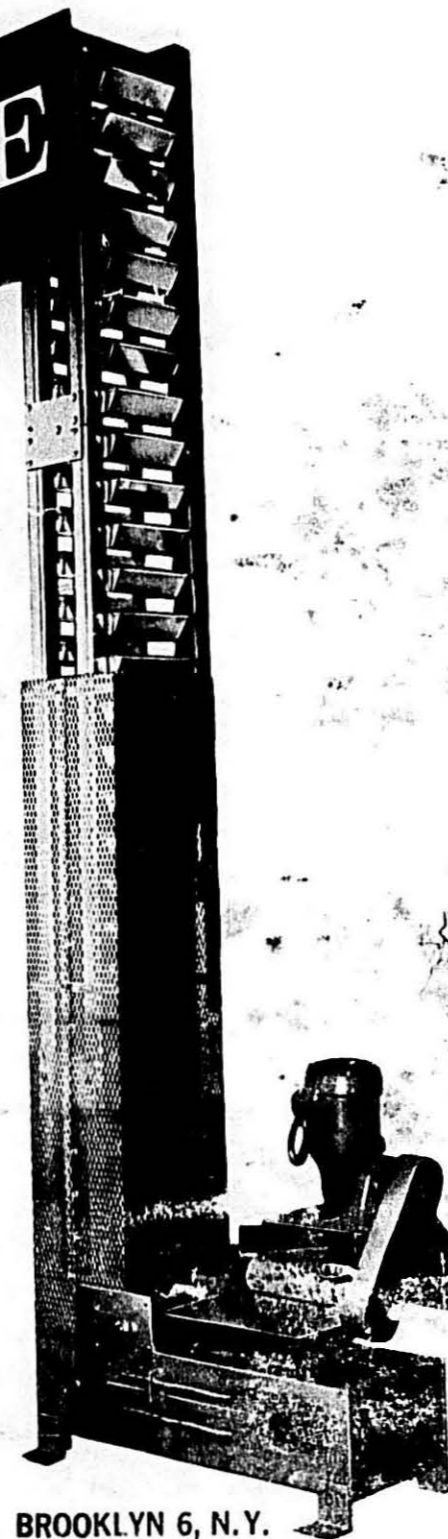
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MAY, 1962



Marketing Processed Foods

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

THE marketing of processed foods is a highly complex business, and each step must make an economic contribution to serving our ultimate boss, the consumer. Starting with the farm, going to the elevator, to the miller, to the processor—there are then a multitude of distribution channels through which food may pass. From the chain store or isolated wholesaler's warehouse, to the grocery store where there are economic activities such as storage, inventory control, shelf stocking, selling, checking out to the consumer, there are channels that can be crisscrossed, by-passed, or complicated further with other types of selling efforts, such as the use of brokers. But the ultimate job is to get the product into the consumer's hands and give her consumer satisfaction. This is a very complex business, and I think we have a tendency frequently to over-simplify the process and to generally say "eliminate the middle-man." If the middle-man doesn't serve a useful economic purpose I assure you the consumer will eliminate him.



Robert M. Green

leading food manufacturer as saying that advances in the food industry lie in research. This is an awareness of the continuing and increasing importance of quality, not only in the food products themselves, but in the packaging that contains the food products, display techniques, and the services to consumers in general. I am sure it is common knowledge that many of these multitudes of commodities that have increased are in convenience form—instant coffee, concentrated orange juice, cake mixes, combination dinners, etc. In short, we have to do a job that satisfies the consumer, giving her more convenience, more time, or whatever she wants.

Durum for Quality

Durum has been the standard of quality for macaroni products around the world. Some may argue this point, because there has always been some blending. Nevertheless, it is an historic fact that when durum is in adequate supply, macaroni consumption increases. Macaroni manufacturers around the world have paid a premium for durum, but they can't get too far out of line competitively. I think it is fallacy to believe that food is an essential product, because consumers can always eat something other than the food that you are selling. For example, we think that macaroni is essential, but it could very well have been that at dinner last night we had a Red River Valley baked potato go on our plates, and we wouldn't have seen any macaroni. In the Orient, they could have put rice on the plate. So we are

in competition. We are not essential. We have to sell ourselves.

We have worked as an association to demonstrate our interest in durum through our contacts here at the University, our participation in the Durum Show, our membership in the Crop Quality Council, through our collective efforts to promote sales through consumer education. Collectively, we are working with the North Dakota Wheat Commission and the Durum Wheat Institute in the distribution of materials that we think will do a job in selling the consumer on the advantages, the convenience, the nutrition, the appetite-appeal of these fine foods.

We work collectively in other ways. Last fall, our joint committee representing durum growers, millers, and macaroni manufacturers went to the government and made the recommendations that have become the official policy in the special legislation that will permit this increased acreage. If full utilization of the available acreage is taken and we did get excellent yields, and if it were possible to produce 45,000,000 bushels of durum, we think that the domestic needs of approximately 30,000,000 bushels on the domestic side and a good potential of keeping an export market of somewhere between 1,000,000 to 15,000,000 are well within the realm of possibility. The reason that we found ourselves in a drastic shortage last summer was because of a completely unexpected export market that developed over night. There was no way to foresee this, because we had not been in the export business in a large way before. But the facts are that the Common Market in Europe has created a degree of prosperity there that is increasing consumption of macaroni and durum in those countries. They are better able to afford it, and they are eating more. The situation in North Africa, both with drought and the political upheaval in Algeria, has cut off the supplies to France, so France was forced to go to other sources of supply. They went to Canada which normally supplies other Western European countries. When Canada sold out, they immediately came into our market. And this thing happened so fast that nobody was aware of what was going on.

Rapid Change

We are living in a fast-moving world, and what took place last year may not happen this year, or what happened

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THE MACARONI JOURNAL

PAVAN

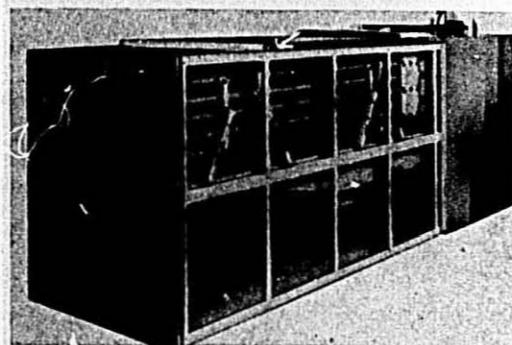
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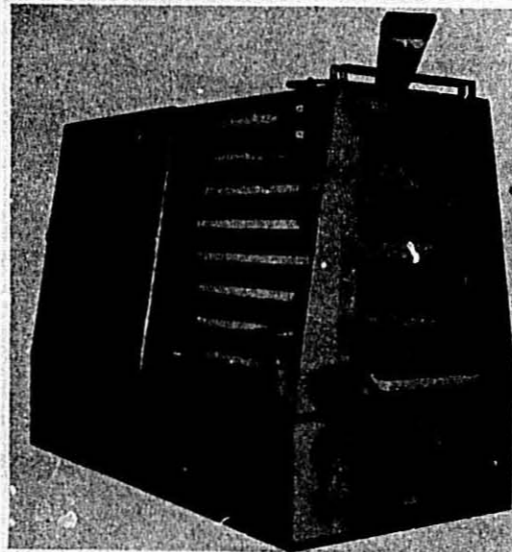
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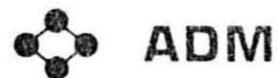
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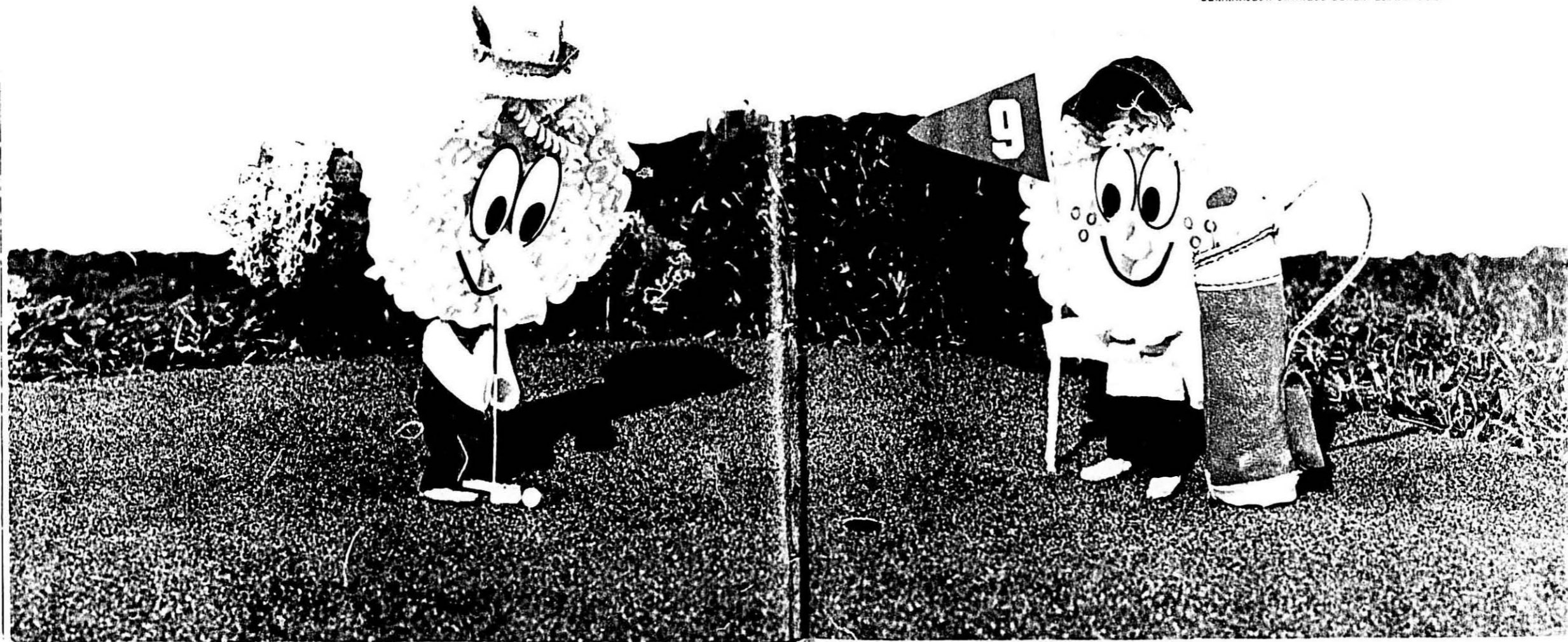
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COMMANDER LARABEE DURUM DEPARTMENT



Let's Build Per Capita Consumption

by Lloyd E. Skinner, Chairman, Durum Committee, N.M.M.A., President of the Skinner Macaroni Company

PER CAPITA consumption is based on consumer's satisfaction. The macaroni manufacturer aims to give the consumer satisfaction in the products he produces made from the raw materials of his selection.

Flavor

If you have tasted macaroni products made from hard spring wheat or from Nebred wheat which may be better substitutes for durum than some of the Southwest wheats you will know that one of the distinguishing characteristics of durum is taste. It has a definite nutty flavor.

Another characteristic of macaroni products made from durum is the resiliency to the bite, al dente the Italians call it, which means "to the tooth," when the product is cooked properly. This firm texture gives more eating satisfaction and is typical of the products prepared in Italy where blending and cooking is an art. Perhaps in the future with better research we can improve our American durum in this respect and bring about a greater difference between the substitutes and durum. As you well know substitutes for durum do not stand up and hold their shape as well in processing or cooking. This breaking down in the cooking process makes the end product mushy and does not give a satisfactory texture for eating. The consumer doesn't like the cloudiness or discoloration in the cooking water either.

A 100 per cent durum product can give the consumer the product she desires. Therefore it is most important that we in the macaroni manufacturing industry get back to durum just as soon as possible. This is the thing that is going to increase our per capita consumption.

Appearance

The appearance of macaroni products made of durum both before and after cooking is an important point. Before the product is cooked, if the macaroni is manufactured properly and processed correctly, it has a beautiful golden color that is pleasing to the eye. Products made of substitutes for the most part have a gray or whitish cast. After cooking, products made of durum have a creamy appearance as compared with the whitish or grayish appearance of those made from other wheats. These little things add up and make that word "satisfaction" loom larger.

We have found in our plant that if we use durum in making our more tender products, the delicate types such as thin spaghetti, vermicelli, and the like, we get better production with durum. There are less quantities of the product falling off of the stick in drying. There is easier machinability and better press output. This all adds up to more efficient operating.

We don't know the exact reason why some varieties of durum stand up better in the cooking process than others. Perhaps with our improved communication with the research and technical people in our industry we can improve durum in the future to make it even better, to create an even greater difference between it and substitute wheats. It may have been that in breeding some of our new varieties the differences in the eating qualities found in substitutes and the original durum have been diminished. If this is the case it can be corrected.

Leadership

Those of us here must take the lead going back to 100 per cent durum. After the rust epidemics of the early fifties we were in a similar position and when we returned to the durum standard we increased our per capita consumption. This is the most important consideration of all. This is what is going to keep us all in business, the grower, the miller, the manufacturer. An increase in per capita consumption can be effective only through appealing to the needs of the housewife.

We have in macaroni one of the finest and most economical products on the market with which to feed the whole family. We can offer great variety in the number of sizes and shapes of various macaroni, spaghetti and egg noodle products. With each shape there is a difference in taste because the texture is different in each one. This variety gives us a much greater merchandising opportunity than that of any other carbohydrate food.

Promotion

With the fine promotional program that the National Macaroni Institute has conducted for the past 13 or 14 years supplemented by the work of the Durum Wheat Institute and now the North Dakota Wheat Commission, we have done a good job in building per capita consumption by getting the con-

sumer interested in the great variety of ways to prepare our products. An important dividend on this effort has been the interest created among advertisers of related items such as sauces, mushrooms, cheese and the many other products that team up well with macaroni foods. In developing this consumer acceptance we as manufacturers have an obligation to keep our quality standards high.

We also have an obligation to the growers. Collectively, the durum industry has presented a united front to government with our problems. We have had a receptive audience and been given practically all we asked for. We all now have the individual responsibility of carrying out these obligations. I think we will. This is the only way we are going to increase and grow as an industry.

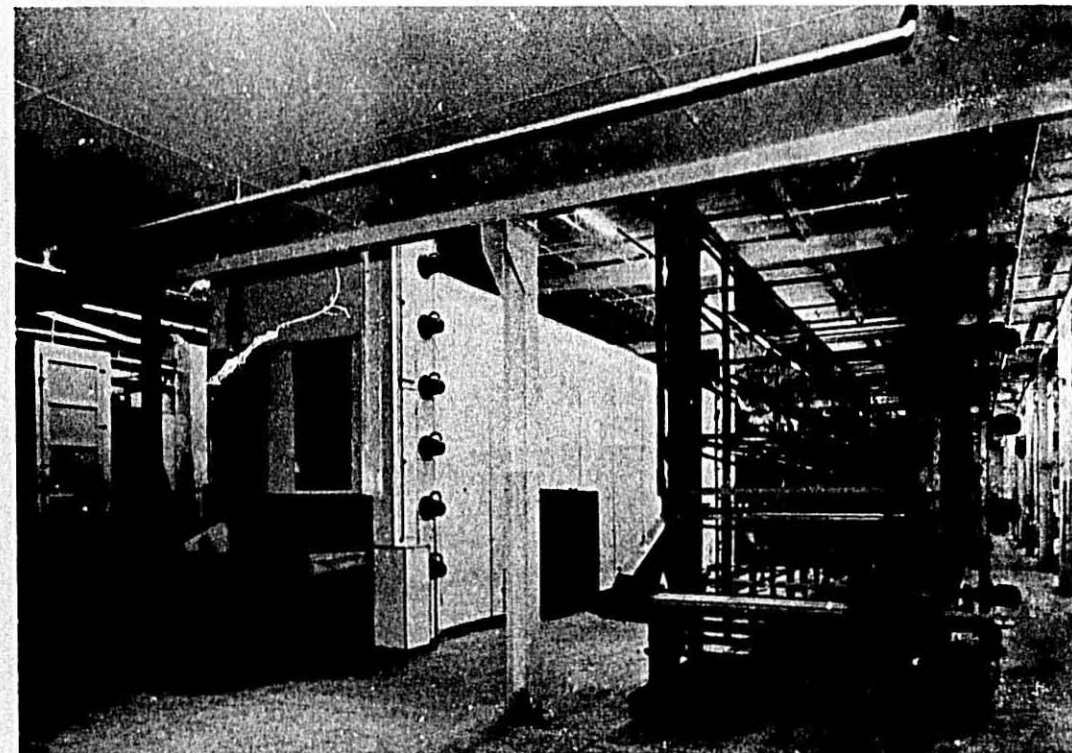
February Processing Slips

Production of liquid egg and liquid egg products (ingredients added) during February, 1962, totaled 37,042,000 pounds—down 18 per cent from February, 1961, and 17 per cent from the February, 1956-60, average. The quantity used for immediate consumption was larger than in February last year. The quantities used for freezing and drying were smaller. Liquid eggs used for immediate consumption totaled 5,988,000 pounds, compared with 4,708,000 pounds in February, 1961. Liquid egg frozen during February totaled 22,702,000 pounds, compared with 24,598,000 pounds in February 1961—a decrease of eight per cent. Frozen egg stocks decreased nine million pounds during February, compared with six million pounds in February, 1961, and the 1956-60 average of four million pounds. Quantities of liquid egg used for drying in February were 8,354,000 pounds, compared with 15,811,000 pounds in February, 1961.

Egg solids production during February totaled 2,351,000 pounds, compared with 3,975,000 pounds in February 1961 and the average of 3,253,000 pounds. Current production consisted of 911,000 pounds of whole egg solids, 499,000 pounds of albumen solids, and 941,000 pounds of yolk solids. In February 1961 production consisted of 2,432,000 pounds of whole egg solids, 742,000 pounds of albumen solids, and 801,000 pounds of yolk solids.

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Why Supplies Must Be Adequate

by Mark Heffelfinger, Chairman, Durum Wheat Institute; Vice President, Russell Miller-King Midas Mills

AN ADEQUATE supply of durum is needed by the durum industry this year and in future years for several reasons.

Many Problems

The durum shortage creates many problems for the durum millers. First, there is the procurement of the raw materials. Secondly, there are technical aspects in the milling process itself which create problems that are costly. It creates difficulty in the sales relationship with macaroni manufacturers. It presents problems in the educational program of the millers in the Durum Wheat Institute. It presents problems in the support of the Crop Quality Council.

As the macaroni manufacturers make their commitments for blends or substitutes, there is a multiple problem in filling those requirements with the various types and grades of wheat which are available at various price ranges and will be available throughout the year. Because of the need to carry more types of wheat storage space is cut down, compounding the problem. Mills which traditionally have served the macaroni industry by grinding durum are located near the sources of the raw material, mainly the principle durum growing areas in North Dakota. When macaroni manufacturers require substitutes, they purchase them from mills located throughout the country. Obviously, we durum millers hate to see this come about, because we are not geared for it at the time.

Question of Quality

Then the quality of the macaroni product is lowered when other than 100 per cent durum products are used. Imports seem to increase tending to limit demand for domestically made macaroni, spaghetti and noodles.

From the milling aspects themselves, durum millers have a problem when they have to grind blends of durum and wheat in varying proportions. First of all, there is a significant difference in berry size, or size of the kernel and the feeders under the elevators must be adjusted and recalibrated in order to get the proper percentage of the mixes. Also the wheat cleaning machinery, which is set and adjusted to handle a certain type of wheat also has to be continually adjusted to varying mixes. The tempering of the wheat prior to milling is also af-



Mark Heffelfinger

ected in mixing various types of wheat, as they absorb moisture differently into the outer layers of bran and throughout the berry. In the milling process itself, grinding, sifting and purifying, there are problems in constant adjustment. Continual change results in reduced capacity of the mill and less efficient operation. Not an insignificant fact is that the millfeed by-products change with the mixes and feed manufacturers are becoming ever more determined to standardize their formulas and do not like varying qualities in their millfeeds.

Sanitation control becomes more difficult along with packaging inventories, and marketing of secondary products with different compositions.

Consumer Is King

Certainly, we like to mill durum and we hope it will continually be available. In the final analysis however, the miller, the producer and the macaroni manufacturer must rise or fall with the consumer. Much has been said about the consumer and I would like to add just a few more thoughts. If she prefers products made from durum, which is the standard of quality, and which we hope to promote even further as the standard of quality, then it is to our best interests, and it is to our mutual obligation to see that she gets it. There must be a coordinated program by the producer, the miller and the manufacturer. Through such coordination, as demonstrated last fall, producers now have the wherewithal this year to grow an adequate supply of durum for milling in this country and for export abroad. I can assure you that the durum millers are anxious and

ready to mill durum as soon as it is available. And certainly, as evidenced by the fine turnout of macaroni manufacturers at this meeting, I believe that they are anxious to return to durum as soon as they can be assured of continuing supplies at competitive prices.

In going through some background information I ran across a letter which was sent by the durum milling industry of this country to the Secretary of Agriculture in December of 1954. I would like to quote it, although obviously, some of the dates and references are outdated.

"We, as durum millers, are convinced that strong assistance must be given to durum wheat producers if they are not to lose a once profitable market, and if the growing macaroni industry is not to suffer a serious reversal in their business due to the lower quality of their products. Durum wheat makes the best macaroni. This is evidenced by the fact that increasing quantities of durum macaroni products are being imported into the United States from Canada, France and Italy because of the recognized better quality. The margin of quality difference between durum and other wheats is too great to save the macaroni industry and macaroni consumption from appreciable injury if an increase in durum wheat production is not accomplished and quickly. We feel something forceful must be done in 1955 to stimulate the production temporarily, until an adequate supply of new rust-resistant seed can be made available to farmers." This is what we said in 1955.

Committee Counsel

Much has already been said about the meetings last fall. Several questions came up from the floor this morning, and I would like to comment on some of the things that transpired last fall. As you know, the Secretary of Agriculture asked the various interested parties in the durum producing, milling, and macaroni manufacturing industries to recommend acreage for durum production for 1962. At the time that we met with Mr. Pulvermacher and Mr. Jaenke, 1962 support prices on hard wheat had been announced. While the premiums for sedimentation values on hard wheat had been announced, no support price for durum had been announced. We tried to view and make recommendations as to what that support price ought to be, giving full con-

(Continued on page 26)



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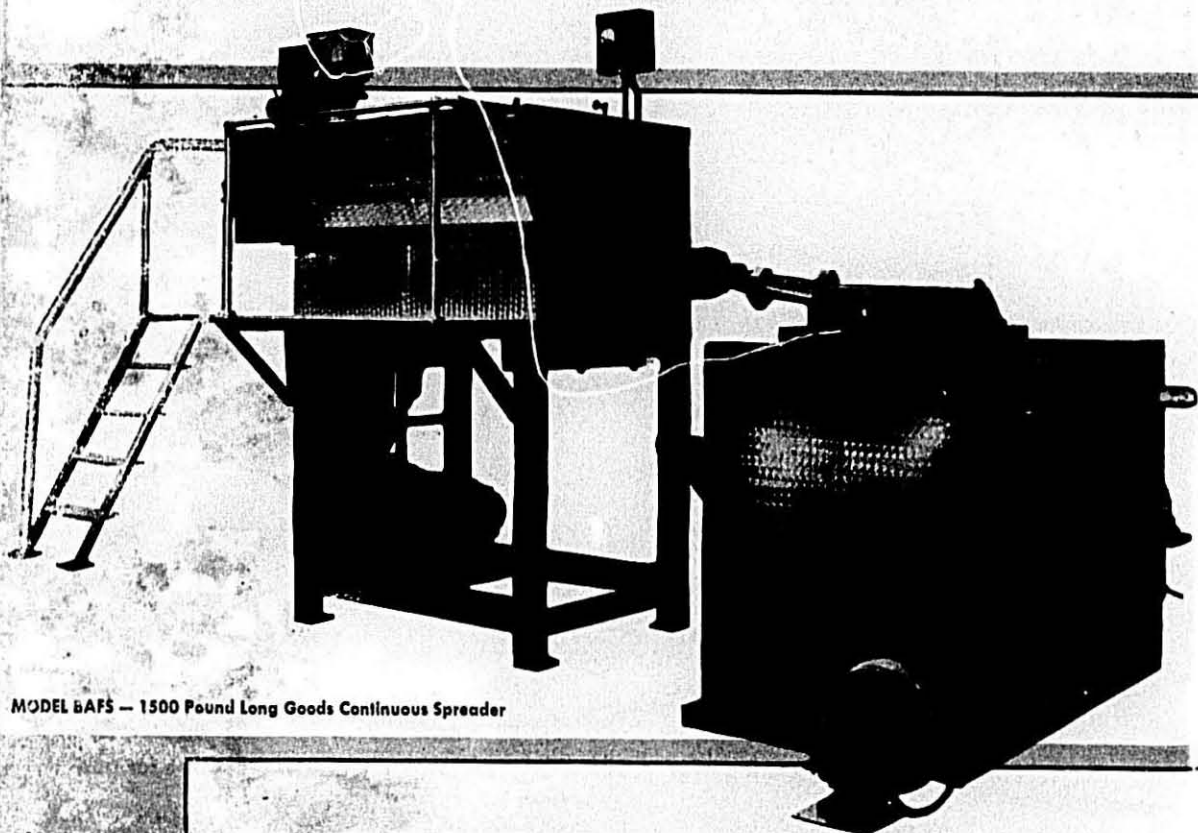
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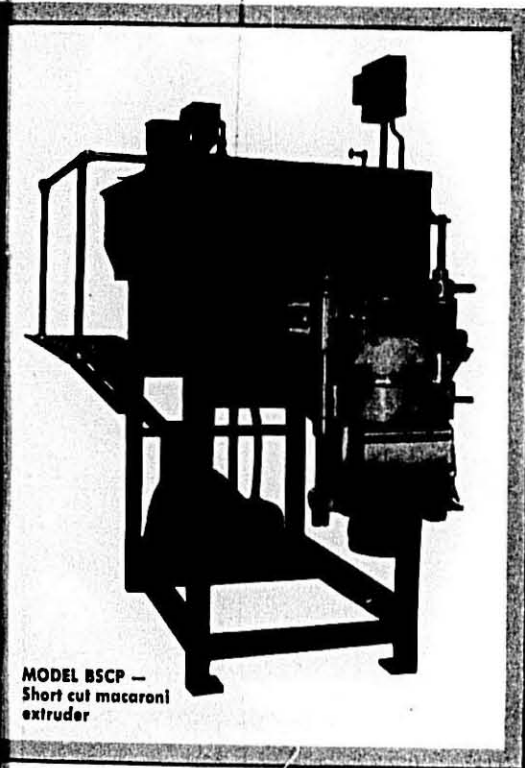
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Durum Marketing—

(Continued from page 8)

the quantity on hand after the requirements of the mill grind, feed, seed and other uses are taken out might be considered a normal and justifiable carry-over, but government might feel differently.

6. If a large production will be forthcoming because of increased acreage and normal weather next year, producers would also be concerned about price dropping to levels which might be considered too low by some producers to bother with producing durum in 1962.

7. In other words, from some producers' point of view, extreme caution must be used in over-promoting the increased acreage and production of durum—so as to prevent a situation which would place durum back into the surplus category with low prices and cuts in allotments by government.

8. From the producer's point of view, in order to prevent this the industry should make plans now to institute a durum storage program that will serve to store the industry's next year's needs and make provision for storing at least half of the estimated mill-grind requirements for the following year. Otherwise the supply will probably end up in government hands and would be labeled surplus—depressing prices, lowering allotments and discouraging future production.

9. In other words, producers recognize the need for an adequate assured supply of durum. They also recognize that the crises that arise from high or low production from time to time drastically affect all segments of the durum industry and must be anticipated whenever possible.

10. From the producer's point of view an alternative to the above action of industry to provide storage and prevent durum from going into government hands would be the establishment of a marketing agreement for durum wheat, whereby the orderly marketing of durum is established under a producer's organization which provides storage and sets up a schedule of marketing quotas for producers and an orderly flow into marketing channels. In so far as some 75 to 85 per cent of durum is produced in North Dakota (in a relatively few counties) this appears to be a possible alternative worth considering.

11. The 1961 seeded acreage of durum in North Dakota was 1,421,000 acres. The 10 year average (1950-59) yield per acre for North Dakota was 13.8 bushels. If we assume that North Dakota growers will plant their March

1 stated intentions of durum wheat we could have 1,847,000 acres or an increase of 30 per cent over 1961 plantings. Using the 13.8 bushels average yield for the period 1950-59 as the yield level, we could have about 25,500,000 bushels of durum produced in North Dakota next year. This would be enough to take care of almost all the durum requirements for mill grind, feed and seed as evidenced by the production and disposition data for 1960-61. Acreage seeded in other areas assuming normal yield could produce another six to eight million bushels or a surplus with reduced prices. With above average yields these projections might indicate that we could figuratively speaking have durum sticking out of our ears with a bumper crop in 1962.

These are a few of the marketing, price and production problems facing the producer and the industry. Time does not permit an elaboration of these now. Certainly meetings of the kind being held here today go a long way toward the understanding of the problem and with good understanding by all groups solutions to the problems are certainly possible and probable.

Adequate Supplies—

(Continued from page 22)

consideration to the fact that we wanted to maintain for the durum producer an opportunity for him, as a traditional grower of durum, to get the maximum value from his farm. We also felt that we must require an additional incentive in the form of a premium for durum over hard wheat, which was put into the bill. And we certainly did ask for an increase in acreage, so that we as durum millers and the macaroni manufacturers could have a continuing supply, including an adequate carry-over, to assure these adequate supplies for years to come. We even touched on the export market, based on information which was available last November. Canada was awfully dry at that time, as was much of North Dakota. I guess to go on any further on that subject, I would have to use Dick's crystal ball, but I did want to bring out those few points.

Orderly Marketing

One of the concerns which has developed in some of the questions and discussions during this meeting is the orderly marketing of durum. I would like to offer the suggestion that we do have throughout the grain and milling business an established marketing system which has worked very well for a number of years. We have broad interests in this marketing system. We

bring together buyers representing cereal manufacturers, durum millers, speculators, terminal storage interests; and I think through such a marketing system, on any given day the durum producer can get the maximum dollars for his grain.

I think that there are advantages to encouraging farm storage, but there are also disadvantages. We believe that the quality of durum, through long storage under unfavorable conditions, will suffer. I think that Mr. Hoskins in his European travels probably encountered, in the form of complaints, durum which had been picked over and stored in this country for two to three years. We would like to think that the country elevator, terminal elevator, and mill storage interests have more adequate and better facilities to preserve the quality of durum in this country than is currently on the farm. I would like to offer for your consideration, using every available capacity that there is before discarding it.

Marketing Agreements

We have talked about marketing agreements, marketing organizations—there are many kinds in this country. There is a lot of contract farming, a lot of marketing orders. I was reading recently about the great Petri Wine vertically integrated empire, which is completely a grower-owned organization—from the growing of the grapes, to the crushing of the grapes, to the shipping of the wine in tank ships from the West Coast through the Panama Canal. They own their own bottling plants, distribution channels, everything from the production right up to the retail marketing. I don't think we are ready for that yet. I would hate to think as a processor that we would come to the contract farming of the macaroni manufacturer direct with the producer. It might come—I don't think any of us will live to see it.

30,000,000 Bushels Needed

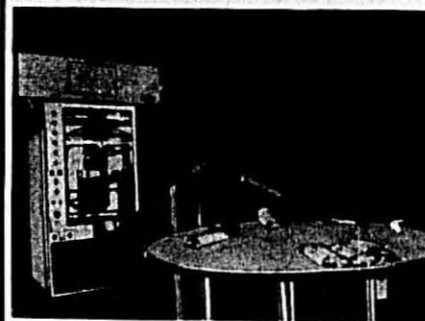
Getting back to the immediate problem: we think we need 30,000,000 bushels of durum this year. We think we would like to have a carry-over. We are anxious to grind durum. I think the macaroni manufacturers are anxious to use durum—and I think the growers are willing to raise it.

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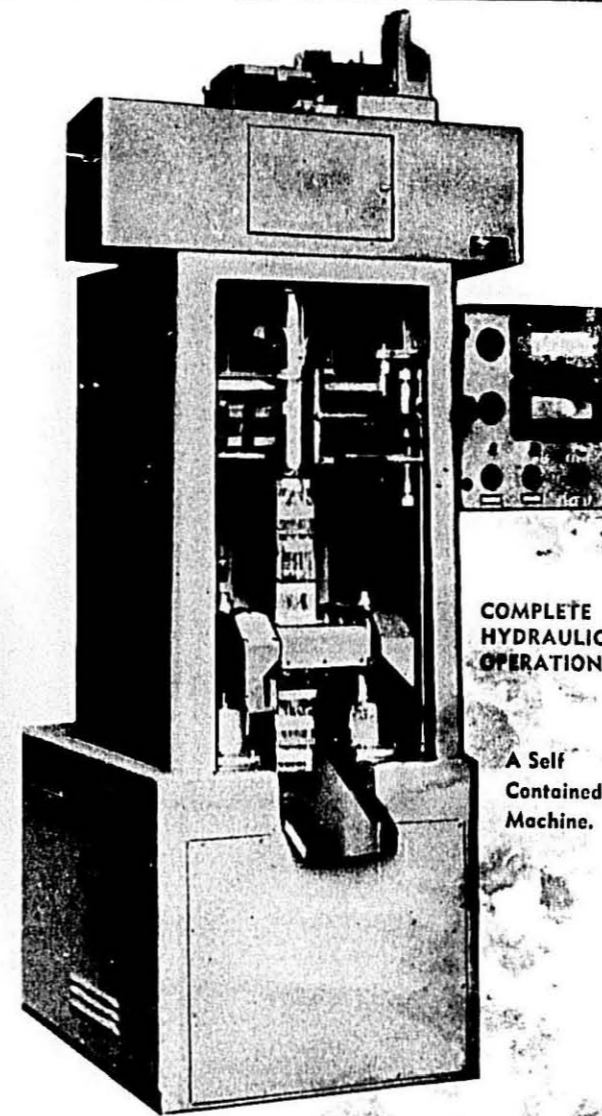
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THE FARMERS SPEAK

by Richard Crockett, President, Durum Growers Association

THERE is one thing that brings us here together today—an interest in durum wheat. It is unique for a group like this to come together to talk over their common problems. This is particularly significant when you realize we have had great divergence in interests.

We are a small industry. We process and package a small volume of food. But this is a premium food. When properly processed and manufactured, we can be very proud of our products. I submit this to you—"united we stand in this industry; divided we are sure to fall."

We have a great deal of competition. For example, let me remind you that we can feed all the people of this country on algae. I read recently that they are thinking about a machine to produce algae for trips in outer space. We can feed a great number of people on bulgar. I think a question a great many of you people in the manufacturing and processing business should ask yourselves is: "Which would you rather do? Do you want to continue your present association with growers in North Dakota who produce the high quality product that you can stand behind, or do you want to get into the permanent rat-race with classes of wheat that are of lower quality and in much greater supply?" This is the question I think you people have to answer. We can't answer it for you.

Supply Management

We have problems in this industry. I think one of our biggest problems is supply management, and I think whether we succeed or whether we fail depends on how well we handle this problem. Our condition of abundance is in direct contrast to what we find in many other parts of the world. Nikita Khrushchev would be very happy if he thought he was going to have a few excess bushels of durum. On this problem, we are united in our thinking—and we are united all the way.

We started out, as I said, with divergent interests, but we were last year recognized by the Department of Agriculture as being an industry that saw fit to sit down and talk over our problems. As a result of the impression we made, there was an amendment passed to the Farm Act of 1961 that permitted the Secretary of Agriculture to increase acreage allotments of durum whenever supplies were inadequate for domestic consumption. This has been done, and this has brought smiles to many faces.



Richard Crockett

However, along with concessions come obligations. Whether we will be successful is going to depend in direct proportion upon how conscientious each segment of the industry is in the execution of its obligations.

Statistics

The crystal ball business is a problem. I have been hearing crystal ball figures ever since I came to Fargo. No one knows for sure what the reserves of durum wheat are in this nation or in the world at the present time. These are difficult figures to ascertain, because this is the first year we have attempted to split durum wheat reserves out of hard red spring totals. This is particularly difficult when you stop to consider that one man is growing both crops on his farm and he hasn't told anybody to date what the percentage of hard red spring or what the percentage of durum is on that farm. So, how can the statistician get a completely accurate figure on this one?

I am aroused about this, because I think the report puts the grower in a poor light. I can't understand why farmers, knowing that there was a shortage of durum and knowing that manufacturers were going to a blend, would sit on almost as much durum as we raised last year in North Dakota. Does this make sense to you? It doesn't to me, and I can't find people that have the durum.

Another crystal ball figure is this mythical planting figure. I'm not going to argue with the forecast, but nobody knows how much durum wheat we are going to grow in North Dakota next year. We have 70,000 farms in North Dakota. On those 70,000 farms, less than half, had signed up for this agri-

cultural program by mid-March. Of these less than 35,000, 4,800 farmers have signed up to increase their durum wheat acreage. This represents about five per cent of the total land involved. We are not going to know with any accuracy whatsoever for at least another 30 days, what the growers signed up to do. And because they sign up to do it, it doesn't mean that they necessarily are going to plant all the durum they signed up for. A lot of these people don't have seed. Weather has always been a basic consideration in the farmer's decision on whether he should plant durum or not. It will be so again this year.

I can't go along with crepe-hangers who are excessively concerned about over-production this year. We have no indication whatsoever that the drought in North Dakota has been broken. The moisture we have on the ground has helped evaporation, but we froze up dry in North Dakota, and whether we have a good crop or not will depend upon the rain that we will get in the future, not the snowfall that we have had this winter. In fact, in some respects this snowfall will be a handicap, because it will delay our spring, which usually decreases our durum planting.

"Wait and See"

One more problem in the industry is the fallacy of "wait-and-see." If we have 11,000,000 bushels of durum on farms, then we certainly must have been waiting to see. Since durum fell 60 cents in 60 days, we must have found out. Our "wait-and-see" attitude has done a great deal of harm to this industry. Prior to 1953 and 1954, we waited to see whether rust could take a crop in North Dakota. We found out in 1953 and 1954 that it could take durum—entirely! Historically we seed around 2,500,000 acres of durum. After the increase programs in 1956 and 1957, instead of getting out and selling our durum, instead of aggressively developing our export market which Canada was exploiting, we thought we'd wait and see. You people wouldn't pay more money so we could afford to sell to you. So, we found out that you would pay what you had to pay, which is what business men do.

Then the worm turns. Beginning about 1958 and for four consecutive years we under-planted our domestic needs for durum wheat in this country. In not one of those four years did we plant the amount of acreage needed for domestic consumption. Do you

know who was waiting to see then? The miller and the manufacturer were waiting to see. We had to have a good year at least if we were to grow durum the next year. But we didn't do this. Part of that time we didn't have an export subsidy on durum, so you had access to the entire production we had in this country. As of January, 1961, an export subsidy was reinstated on durum wheat. Once again you people waited to see. This couldn't possibly move. But it did move—it went overseas and you didn't get it. You could have had it in your mills; you could have had it in your products; and you could have had it for a good price. But you would have had to buy it before navigation opened up last spring. You waited to see, and you lost your basic raw material.

Are you going to wait and see again? The ironical thing about this is that when we wait and see, it isn't just one segment that gets hurt. It happens at different times, so we yell separately, but everybody pays.

Quality

Another thing that I think we should be concerned about is the quality of this product. I concur with many of the things that have been said regarding quality. I think it is highly unfortunate that we had to blend this past year. I think that in blending, we did something in this industry that farmers sometimes do on their farms. We call it "living on our depreciation." If we don't make enough money, we eat up the money and burn up the fuel oil that we should be spending on machinery and for goods to run our farm. Any time we decrease the quality of a product across the board, any time we give the consumer a less desirable product than would be possible, we are running on our reputation. We are killing the goose that lays the golden egg.

Foods are graded in this country. A housewife can buy by grade, and she likes to buy this way. I question how big an issue price actually is in this affluent society of ours. I know this: if we really want something, price is not the issue. Any time we are competitive, I think we get our price. The Durum Growers Association is very much interested in this. We think that durum is the standard of quality. We think that the way to tell the customer that this product is prepared and manufactured with the greatest of care as far as quality is concerned, would be to tell her how much durum is in the product. We are considering offering a label to those manufacturers who use semolina and who would like to use our label on their package.

Big Investment

We have to take a long look at this industry. Business is expanding constantly. There is nothing static about it. You are either moving ahead, or you are moving backwards. Our investment is large. The investment in this industry—the miller, the manufacturer, and the farmer—runs well in excess of a billion dollars. This is a lot of money. I think you people should appreciate that for every person you have employed, the grower has three times as much money invested per worker as you have. We have three times as much money invested in this business as the manufacturing and processing industry. We must develop stability. Our obligation is something that we cannot carry, we cannot continue to stay with this business, unless it has stability.

The pits and the peaks of the durum industry must be leveled off. We must take the pits and fill them with the peaks. Macaroni manufacturers are distressed about a \$3.40 Minneapolis price. Growers are distressed with a price for durum that is less than hard red spring. Some place in between is an area that the market must reach. The market must determine a price that will produce a supply of durum to meet our domestic demands and give us some durum for export customers.

I believe we must think bigger. I think we must think in terms of 40 million, 50 million, 60 million bushel durum production. I think we must process it and sell it not only here but abroad.

Legislative Efforts

Our current legislative efforts are not completely accomplished. They only open horizons of the things we must do, and with each piece of legislation that is passed we run into a new area of problems that must be solved. We can sell durum abroad for dollars. I think we can increase our consumption. We need expanded research in varieties, in methods, and in products.

How up to date is our business? Have we sophisticated this food that we are manufacturing? Are we giving people what they want?

We have lots of problems, and we talk them out with a great deal of frankness. I wish I could assure you that we could organize every producer. Then we could go right down the line—have a marketing agreement and produce just exactly the amount of durum that was needed; we would store it just right; have it ready when wanted at a price that suited us, and you would be happy too. But this is a very difficult thing to do.

A lot of these individual growers are very independent people. These people have already been subjected to a great measure of regimentation and control in their business. How would you like to wait until Congress met to make your business decisions? How would you like to wait till March 31 before you could open the door and go to work for the year? This is about what we run up against. How would you like to have to depend upon the vagaries of nature, which you get a taste of sweating out this durum crop? One of the problems that we have is that our people, as well as many of yours, are unaware of the economics that are beyond the reach of their own farms. And these economics are beyond the reach of many of your business men, too. But they exist. We are going to have to face them.

We are trying to convince the farmer that he should do his share on this thing. We have always advocated that durum be stored on the farm. We are trying to advocate that he market his product in an orderly manner. But there is a limit to how much this market can carry in overhead. Did you know there are 2,500,000 acres in durum? This means that this grower has already spent \$25,000,000. That's \$10.00 an acre for summer following his ground for 2,500,000 acres. He already has this invested in this crop. So—this is a problem we must meet together.

I think the macaroni manufacturers are going to have to be concerned, too, about how they are going to inventory their share of the merchandise they are going to need to do next year's business. This is serious, because even though we exceed this year's production by a few million bushels, if we don't give an increase next year, we are immediately cut back to 1960 levels, less 10 per cent; the export subsidy will be in operation again and the exporter will be back in the market; and we have the same old problem we had this year.

Mrs. Consumer

This producer is one end of the thing. At the other end of the line is the consumer. Mrs. Consumer is the boss. And I have four words here that apply to her: need, appeal, impulse, and satisfaction. Need is what she tells you to bring home when she calls you at the office. Appeal is what you buy or pick off the shelf while pushing the cart around. Impulse is what she fills the cart with after she has bought all the groceries she feels she can afford for that day. And satisfaction is the time that brings her back to the same shop that she found your product in the last

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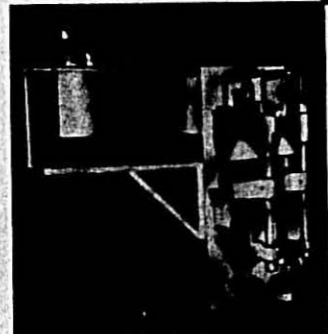
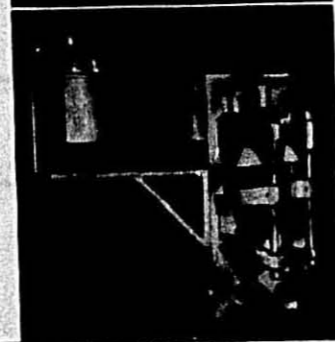
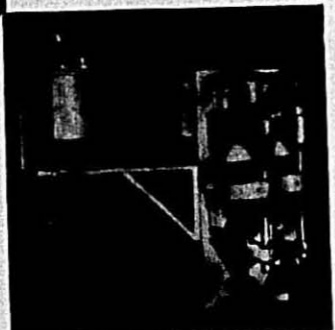
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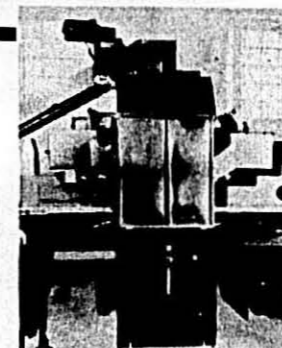
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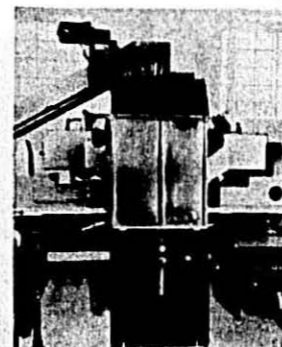
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Versatile Loading for Piggyback Developed

DEVELOPMENT of the first piggyback car containing all loading methods now in use for trailer and container transportation was announced by Spencer D. Moseley, president, General American Transportation Corporation.

The car, which can be end, side or overhead loaded it was pointed out, handles both trailers and containers interchangeably on the same car regardless of loading or unloading facilities. It permits freight handling as easily in a country town siding as in a large freight yard equipped with ramps and overhead cranes.

Demonstration

The "G-85 with cushioned rub-rails" was demonstrated in the Illinois Central Railroad yards south of the Chicago River and just east of Michigan Avenue. According to Moseley, the new car marks a milestone in the relatively new piggybacking field.

Prior to development of the rub-rail, Moseley pointed out, the nation's shippers and railroads have had to depend on various types of specialized piggyback cars and added:

"Originally, ordinary flat cars were converted to piggyback service by the addition of tie-down equipment. Trailers were loaded via a ramp from one end.

"This was followed by specially designed equipment such as General American's G-85, which eliminated the inefficiencies inherent in the converted

flat cars. The specially designed features permitted speedier loading and unloading and provided automatic tie-down equipment."

With the growth of containerization, he continued, a method of handling both trailers and containers had to be devised to eliminate the need for over-specialized equipment. Development of a practical method for side loading, which has obvious advantages in smaller cities where ramp equipment is unavailable or where it is not feasible to "break" a train in order to load or unload containers, became necessary. In addition, the rub-rails provide a more economical means for overhead loading.

Result of Research

This new G-85 with rub-rails, he said, is a result of more than five years of research and development. He added:

"Our new car, for the first time, gives shippers and railroads a single unit that will accept all types of trailer and container loads interchangeably.

"For economical operation for both shippers and railroads, a car should be able to carry piggyback trailers and containers simultaneously and in combination of various lengths, without any alteration of the car. Our G-85 with cushioned rub-rails is in the same price range as our regular G-85 car."

For anchoring and shock absorbing, the king-pin bolster is secured to the "rub-rails" which are attached to both

sides of the center sill and run the length of the car.

To accommodate containers of any length, tie-down pockets are provided every 12 inches in the rub-rails. The rub-rails are connected to the center sill of the new G-85 with rubber pads for shock absorption. This method of anchoring the rub-rails utilizes the "shearing-line" resilience of rubber to absorb shocks.

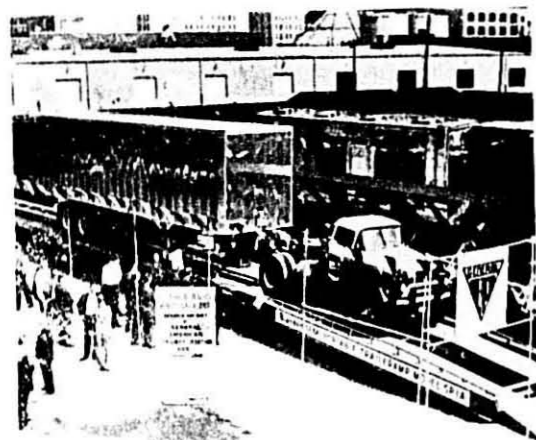
As a result—in starting, braking, switching and humping—the rubber mounting allows the anchored load to move 16 inches (eight inches in either direction).

Versatility

Moseley explained that the G-85 with rub-rails can be side loaded or overhead loaded with any make of container built to current specifications. Side loading, he pointed out, is desirable for handling shipments to and from many industrial properties and smaller freight yards, not equipped with end-loading ramps or overhead cranes.

In describing the side-loading technique, he said, a container, mounted on a demountable air spring bogie (trailer under-carriage), is backed on the car at an angle of only 30 to 45 degrees by an ordinary truck tractor equipped with an elevating fifth wheel, leveling cams and a regular winch. This smaller angle allows loading in a

(Continued on page 34)

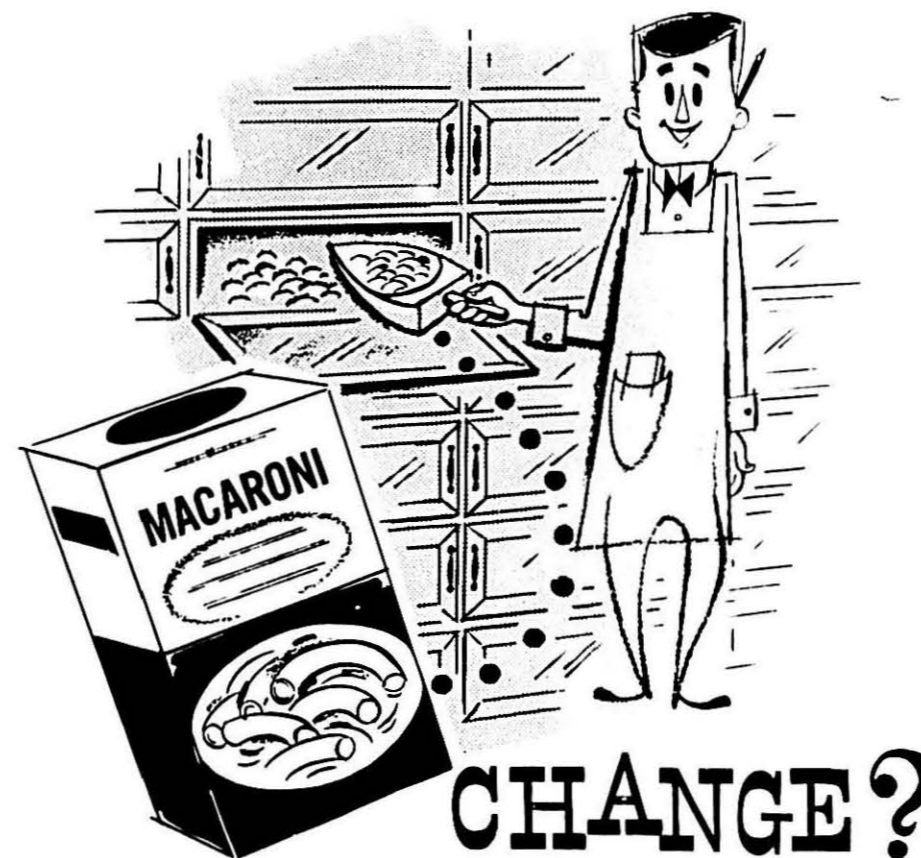


End loading of semi-trailers with automatic hitch operated from the tractor cab, a feature of the original G-85 piggyback car by General American Transportation Corporation, is retained on the company's new "G-85 with cushioned rub-rails." In addition, the new car permits containers to be loaded from side or overhead, without alteration.



Four 20-foot A.P.L. containers by Fruehauf are being loaded onto a Southern Pacific "G-85 car with cushioned rub-rails" by means of overhead loading equipment, used in major freight handling centers. Three are already anchored to the car, while the fourth is being lowered into position. Either overhead end or side loading can be used.

THE MACARONI JOURNAL



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Cereal Technology—

(Continued from page 4)

Department of Agriculture. Standards became effective under provisions of the United States Grain Standards Act in 1918.

In 1921 a large mill was dismantled and the milling area re-arranged to handle smaller samples. During the next 15 years more varietal work was done along with basic studies in starch and gluters.

A special appropriation was made in 1938 for durum testing equipment and quality studies began the following year.

A barley quality laboratory was established in 1947 with the appointment of a plant breeder for barley. The state legislature appropriated funds in 1953 for a new cereal technology building. Construction was begun the following year and formal dedication was made in April of 1956 by Dr. Fred S. Hultz.

The first director of the department in 1908 was Dr. E. F. Ladd. He was assisted by Mr. T. Sanderson who served 30 years, retiring at the age of 82.

In the period 1908 to 1918 United States Department of Agriculture personnel included Dr. C. H. Bailey, M. J. Thompson and Stockman. Possibly Dr. Bailey's first technical publication was "Wheat Investigations" on milling, baking and chemistry tests published in 1910.

Chairman of the department from 1920 to 1937 was Dr. C. E. Mangels. Mr. T. W. Lippert was acting chairman in 1935 to 1939 until Dr. Rae H. Harsh became department head. Upon his death in February, 1960, Mr. O. J. Tomask served until the appointment of Dr. Kenneth A. Gilles in 1961.

The present staff is composed of 12



Old Tech

employees including a departmental secretary and three graduate students. Two graduate students are doing part of their thesis work in the department. There is also assistance from two part-time student helpers.

Loading for Piggyback—

(Continued from page 32)

minimum space. Master rollers that travel on the center sill of the new G-85 have positioning fins that guide the rollers to engage self-locking pins in master holes in the rear sill of the containers.

The bogie is disconnected from the container and the truck tractor jacks knives the front end toward the center sill of the freight car. When it reaches a king-pin bolster on the center sill, the winch pulls the front end into position on the car, locking the king-pin in place.

"Containers can be shipped also with the bogie attached," Moseley said. "In this handling, the container-bogie combination is loaded as a trailer onto the new G-85. This advantage can be important to a railroad, when there is a need to transfer handling equipment between two or more terminal points."

In addition, he said, the center sill provides storage space for the few accessories, such as master rollers and king-pin bolster, needed for tying down containers, adding:

"For tying down semi-trailers, the standard G-85 hitch is mounted in the center sill. A truck tractor equipped with a hook pulls the hitch into locked position, ready to receive and secure the trailer king-pin in the hitch. For unloading, the hitch is automatically unlocked by the truck tractor. The tractor is backed under the trailer and the trailer king-pin locks into the tractor's fifth wheel.

"By using the center sill to give structural strength to the car, low-level runways are made possible for use of piggyback trailers. The G-85 has the greatest amount of piggyback headroom of any car with standard 33-inch wheels."

The absence of side rails, he said, was an added advantage against obsolescence of equipment—particularly when the use of the newly designed containers and semi-trailers, six inches wider than the current standard, becomes widespread.

He added that two-level or three-level auto-carrying racks could be added quickly to the new car without structural modifications to the car.

Government Buying Begins

The egg market is in the hands of the government, trade letters report. The announcement that the government would begin a purchase program "to support shell egg prices by removing excess supplies from the market" in mid-March had the expected effect of pushing prices strongly ahead. A week after the original announcement and following the close of business on a Friday the market was thrown into a dither with the second announcement that the government had rejected all offers and would take offerings again the following week. By purchasing nothing, shell egg prices dropped below the artificial levels which the original announcement had brought them up to, and left the market in a nervous state where neither buyer nor seller could make normal seasonal commitments based on the unsettled condition.

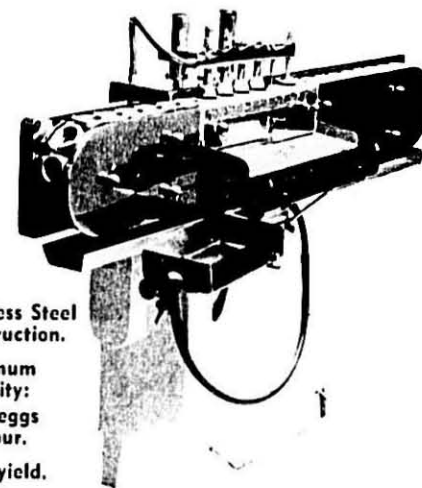
When they bought, price was \$1.10 to \$1.11 f.o.b. packing plants.



Cereal Technology Building, North Dakota State University.

BNA

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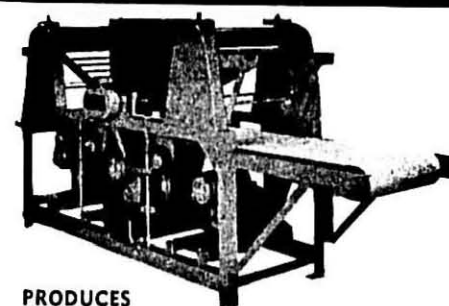
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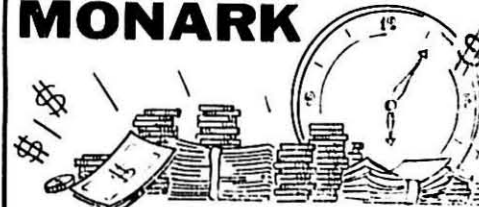
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IPACK exhibits processing, packaging and materials handling equipment in Milan, June 1-8

FOR the last 10 years or more, those concerned with the distribution of consumer goods in Italy have eagerly followed the example of other countries in their efforts to adapt their methods to modern life. Particular attention has been paid to such countries as the U.S.A., Great Britain, Sweden and France, in which self-service shops, supermarkets and chain-stores have become established features of the retail trade. News from these countries is reported and discussed in specialized journals and trade papers; weeklies such as "La Voce dell'Esercente" and magazines such as "Attualita Commerciale" have a wide circulation in the retail trade and keep their readers up-to-date with modern developments.

This interest in overseas activity has played an important part in the advance of the national economy and led, some 10 years ago, to Italy's realization that packing and packaging can be powerful aids to selling. It was strange, perhaps, that a nation so economically astute as Italy should have been so slow in reaching this conclusion. In recent years, however, tremendous efforts have been made to make up for lost time, and a whole new field of industry has opened up devoted to the production of machinery and materials required for packing and packaging. An idea of the present importance of this activity can be had by thumbing through recent publications such as the catalog of the IPACK 1961 Exhibition and the sixth edition (1960) of the "Catalogo dell'Imballaggio Italiano."

Birth of IPACK

For too long this new branch of industry had no annual reunion or exhibition in Italy at which interested parties could meet and devote themselves to sales, advertising and the study of modern techniques. The tentative efforts to hold such a show in certain provincial towns never even began to satisfy this deeply felt need. But then, in 1961, Milan saw the birth of the IPACK exhibition. This biennial exhibition of packing and packaging, held on the premises of the Milan Fair, blessed with the full assistance of specialized technical personnel and promoted by the relevant trade associations, was an immediate success. Five hundred sixty exhibitors took part, representing 23 different nations, and over 25,000 people visited the show, which thus joined the other great exhibitions of packing and packaging held in Eu-

rope—at London, Paris and Dusseldorf. The exhibition gave a fillip to the Italian packing industry and had repercussions which spread throughout all fields of production and commerce.

The Italian housewife, the workingman, all whose financial situation has improved thanks to the "economic miracle" that has taken place in Italy, have been captivated by the new methods of packaging and distribution brought about with highly individual good taste and lively ingenuity by Italian technicians.

Second Show

Following the success of IPACK 1961, the Italians began at once to plan a second international packing show, and the result of their efforts will be seen in Milan from 1st to 8th June 1962. The 1962 exhibition epitomizes the Italian tradition that a new venture, in order to consolidate its success, must immediately be followed up by a second and larger edition, and the name "IPACK-IMA 1962" signifies that this year the international exhibition of machinery for the foodstuffs industry will be taking place side by side with the exhibition of packing and packaging.

The prestige of the Italian foodstuffs industry is widely recognized. The whole American continent, for instance, is acquainted with Italian "pasta," thanks to the spirit of initiative shown by Italian immigrants in introducing the traditional products of the old country into their new and hospitable homelands. Shortly before the Second World War, the first Italian-made mass-production machinery for the foodstuffs industry made its appearance. After a long and desperate struggle, these Italian products have finally begun to oust those of other countries, even though the latter were earlier in the field. The last 15 years have been decisive, the Italian foodstuffs industry having, in this period, raised itself by means of a concentration of effort and capital to a truly European level.

Italian manufacturers of machinery for the foodstuffs industry have consequently had to raise their production in order to meet the ever-growing demand, while technicians have perfected a whole new range of automatic and semi-automatic machines designed to meet the needs of every phase in the cycle of production. This has been the case particularly with regard to farinaceous foods, "pasta," conserves, con-

fectionery and dairy produce. The quality and efficiency of these machines have been amply proved, both with respect to their speed and the excellence of the finished product. Machines of especially high output have been introduced into the "pasta" industry, while those used for conserves and confectionery have embodied the very latest technological improvements.

Important Exports

Twenty-five per cent of the entire Italian production of machinery for the foodstuffs industry goes for export, and the figures in some fields are considerably higher than this: "pasta," 80 per cent; wine-making, 65 per cent; confectionery, 60 per cent. To this extent the industry has played its part in the rapid expansion of international trade and exchange which has characterized the European economy in recent years.

In view of the greatly increased production in this sector, Italian manufacturers were anxious that their machinery should be presented in competition with that of other nations in an exhibition of European scale. With this in mind, Italian industrialists submitted a project for such a show to CO-CEMA, the European Association of Manufacturers of Machinery for the Foodstuffs Industry. This body, presided over by the Italian Ing. Giuseppe Braibanti, gave its blessing to the scheme, and it was decided that an exhibition should be held in conjunction with IPACK 1962. Packing and packaging are closely connected with the foodstuffs industry, packing, as it were, forming the last link in the chain of production made up throughout the rest of its length of the kind of machinery to be exhibited at IMA.

The announcement of the IMA exhibition was enthusiastically received, and already it can be asserted that the show will be a highly significant and valuable occasion, thanks to the participation of many leading manufacturers and to an exhibition area of more than 10,000 square metres. The space devoted to farinaceous foods, "pasta" and confectionery has already been fully booked.

Material Handling

IPACK-IMA 1962 will also include an exhibition of mechanical handling equipment, representing a field of industry full of promise for the future, and one clearly linked with both pack-

(Continued on page 38)

THE MACARONI JOURNAL

ipack

Biennial international packing and packaging exhibition
Exhibition of machinery
for the chemical-pharmaceutical and confectionery industries
Mechanical handling exhibition



ima

International exhibition of machinery for the foodstuffs industry

Milan Fairgrounds
1st - 8th June 1962

MAY, 1962

IPACK— (from page 36)

ing and productive machinery. The Italian State Railways will be exhibiting new and revolutionary pieces of transport equipment.

IPACK-IMA 1962 will thus be made up of three sections:

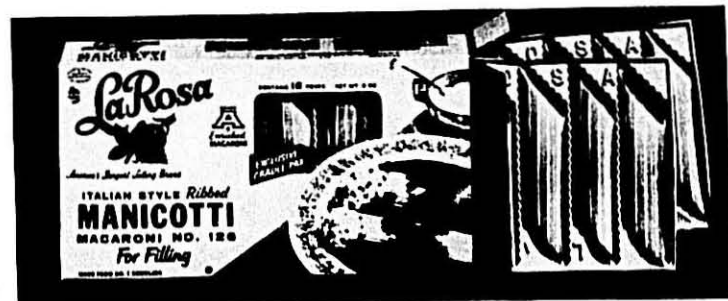
- packing and packaging.
- machinery for the food stuffs industry
- mechanical handling equipment.

Altogether the exhibition will cover an area of 65,000 square metres. It will be accompanied by international reunions and technical congresses. News of it will be spread by all available methods of advertising. There will be a very large number of specialist visitors, for whom collective transport is being arranged from all the leading industrial centers of Italy.

It can confidently be stated that, apart from the Milan Samples Fair, it will be the greatest of Italy's international specialized technical exhibitions, and that it will make a valuable contribution to European progress in the fields of industry which it represents.

The United States, too, will find IPACK-IMA 1962 both valuable and interesting — especially in view of President Kennedy's policy of giving aid to under-developed countries and joining whole-heartedly in the fight against hunger.

Pamphlets on macaroni manufacturing equipment to be displayed are available on loan from the Macaroni Journal. Included among the manufacturers from Milan: Braibanti, Dragoni, Impa, and Torsani. From Pistoia—Garibaldo Ricciarelli; from Switzerland, Buhler Brothers. Dies on display include wares of Capitanio of Como-Rebbio and Landucci & Lotti of Pistoia. Pagani Grissinatrice of Novara offers ovens and equipment for breadsticks.



New Cradle-Pak

The Farmers Speak—
(Continued from page 29)

time. I think that there is a lot of room for improvement here. I don't think we have scratched the surface in selling macaroni and spaghetti products. I would like to see a poll run on high school or school children who eat macaroni and spaghetti products. I would like to know what the level of satisfaction of our products is. Let's give this customer what she wants so that she wants to buy it—even if it's priced so we can both make money.

Cradle-Pak Protects Manicotti

After six months of stringent testing—during which time sample cases of manicotti were shipped back and forth from coast-to-coast, tested to destruction in the laboratory and, in a more severe test than is ever likely to occur in actual use, were dropped from the tailgate of a moving truck to see how the package would stand up under abuse—V. La Rosa & Sons, Inc., is introducing its exclusive, new Cradle-Pak for La Rosa ribbed manicotti.

"We're satisfied that manicotti in our unique new package will more than withstand the strain of normal loading, unloading and stacking," said Vincent P. La Rosa, executive vice president

and director of marketing, "and reach the homemaker in the same perfect condition as when it was made."

La Rosa's new package incorporates two plastic trays, stacked in a tier, so that each manicotti shape nestles in its own individual cradle. There the manicotti remains, completely protected against breakage during shipment, storage, shelf display, and home delivery—until ready to be used. When the Cradle-Pak is opened, the housewife simply slides a tray out of the carton and fills the manicotti with the desired ingredients prior to cooking.

La Rosa's new ribbed manicotti is packaged 16 to the box, or enough for eight servings. (Each plastic tray holds portions for four.) The ribbed manicotti surface, also a La Rosa exclusive, is designed to retain sauce during both cooking and eating and thereby improve the flavor of the finished dish. Recipes for fillings and sauces, together with cooking instruction, are provided on the package.

Lenten Promotion

Porter Macaroni and Tillamook Cheese, marketed throughout the state of Oregon, joined forces for a state-wide Lenten promotion. The two brands were featured together during a season when consumer demand was at a peak.

Using a "Lenten Magic" theme, colorful Porter-Tillamook billboards were posted in major markets throughout Oregon, giving maximum consumer coverage in all areas throughout the Lenten period. Bright point-of-sale pieces and tie-in mats enabled grocers to take full advantage of the Lenten promotion.

Cities in which billboards were posted included Portland, Baker, Bend, Coos Bay-North Bend, Corvallis, Eugene, Grants Pass, Hood River, Klamath Falls, Medford, Pendleton, Roseburg, Salem, St. Helens, LaGrande and The Dalles. Showalter Lynch Advertising Agency, Portland, Oregon, originated the tie-up and created the artwork.



Porter-Tillamook billboards were posted on a state-wide showing in Oregon during the Lenten campaign in which these two leading food firms participated jointly. Campaign out of Showalter Lynch Advertising Agency, Portland, featured a "Lenten Magic" theme for these two closely-related products.

MACARONI USA

Betty Crocker Creates Noodles Romanoff with Salmon or Tuna

From the Deep Blue Pacific off the Northwest coast...



PACIFIC NORTHWEST NOODLES ROMANOFF WITH SALMON OR TUNA

- | | |
|---|---|
| 1 pkg. (8 oz.) egg noodles | dash of Tabasco or red pepper |
| 1 1/2 cups cottage cheese | 1/2 tsp. salt |
| 1 to 1 1/2 cups commercial sour cream | 1 lb. salmon, flaked (fresh, poached or canned, drained) or 2 cans (6 oz. each) tuna, drained |
| 1/2 cup finely chopped onion | 1/2 cup grated sharp cheese |
| 1 clove garlic, minced | |
| 1 to 2 tsp. Worcestershire sauce (to taste) | |

Heat oven to 325° (slow). Cook noodles as directed on pkg. Drain and rinse. Mix noodles lightly with cottage cheese, sour cream, onion, garlic, Worcestershire sauce, Tabasco, salt and salmon. Place in greased 2-qt. baking dish. Sprinkle with cheese. Bake 40 min. Garnish with parsley and lemon slices or wedges, if desired. 6 to 8 servings.

Note: In areas where fresh salmon is available, broiled salmon steaks or hot poached salmon may be served separately with the noodle mixture.

A delicious combination of salmon or tuna and noodles with a delightful blending of flavors.

General Mills and Betty Crocker are proud to offer you and your customers this delicious new casserole creation inspired by the Pacific Northwest. Noodles Romanoff with Salmon or Tuna has been thoroughly tested in the Betty Crocker Kitchens and will surely be savory evidence to your customers that your products can be eaten imaginatively, easily, inexpensively, *deliciously!*

We, a leading producer of the finest Semolina and Durum flours, are proud to be a part of the macaroni industry. Look for more recipes from Betty Crocker in our MACARONI U.S.A. program to help you increase your profits through the broadened use of your products.

For more information on this new Betty Crocker recipe program ask your Durum Sales representative, or write...

DURUM SALES

MINNEAPOLIS 26, MINNESOTA





Snapped at a reception preceding a marketing seminar are (left to right), R. R. M. Carpenter, Jr., C. W. Wolfe, H. W. McMahan, Frank B. Powell, and E. A. Tannenbaum, president of Weightman, Inc. Messrs. Carpenter and Powell are president and sales director respectively of the Philadelphia National League Baseball Club.

Television Commercials Blasted

Three executives of Megs Macaroni Company, makers of Pennsylvania Dutch noodles: C. W. Jack Wolfe, president; Les Thurston, general sales manager; Dale Cook, treasurer, heard television advertising blasted by the man who is TV commercial consultant to several of America's largest companies: Harry Wayne McMahan. He spoke at a marketing seminar sponsored by Weightman, Inc., Philadelphia advertising agency.

Mr. McMahan labeled most of the 40,000 TV commercials produced in the United States last year as "pure tripe and junk." He described them as misleading or downright dishonest, in bad taste, and needlessly irritating and offensive.

Pointing out that the average family now watches television a combined total of seven hours each day, and thus is exposed to 500 commercials weekly, Mr. McMahan added "and you need only look for two hours to be nauseated. No wonder most commercials don't sell anything."

Mr. McMahan said that his best advice to advertisers who consult him is that they get out of TV and invest their money in other media, such as newspapers and magazines.

Mr. McMahan reminded them the average family sees 500 TV commercials a week and "is getting blase about them."

"The great big 'Yummy, it tastes so good' smile or the freckle-faced kid type of food commercial just doesn't sell any more. Your commercial has to be unique to compete with the other 499 the family is exposed to each week. The trouble with a lot of American TV commercials is that they just under-

estimate the intelligence level of the average viewer."

Mr. McMahan showed a film of selected commercials to illustrate developments in Italy, France, Belgium, Germany and England by way of new visual techniques and creative approaches. These commercials use fewer words, more exciting visuals and have greater creative flair, resulting in greater audience participation.

If your competitor's commercials are truly outstanding, Mr. McMahan advised food advertisers, "get out of TV and spend your money in other media, such as outdoor, newspapers and magazines. If you don't, you will only remind the viewer of your competition every time he sees your commercial."

Role of Advertising

Advertising will never be a science, but surprisingly few agencies and members of the ad fraternity even attempt to set forth its goals, said Victor Elting, Jr., vice president of advertising and merchandising, Quaker Oats Company, before a recent meeting of the Association of National Advertisers.

Advertising is a key factor among all marketing forces, but Elting reminded his audience that "we must separate advertising's task from the total marketing job to be done." That role, he continued, is "to register the brand on the consumer's mind, tell her that it will do the job for which it is intended and try to establish the reasons in her mind for purchasing it."

Elting described Quaker's experience in checking the advertising penetration of an unidentified product that has been successful since it was introduced during the past two years.

Quaker learned that 40 per cent of the buyers of the product were not

aware of the company's advertising. Another 20 per cent recalled the advertising but could not relate any part of the message. "That left only 40 per cent of our consumers," Elting said, "who were sufficiently impressed by our advertising effort to play back to us any of the advertising they had seen or viewed."

The company also discovered that the advertising message was more persuasive among older families, although the product's ultimate market was optimum among younger families.

The product became successful because many customers bought on impulse, through word of mouth, Quaker's merchandising (including consumer deals) and effectiveness of in-store display and shelf position, Elting said.

Because of these findings and research, Quaker made substantial changes in its ad program for the product.

Help a Neighbor Drive

A "Help a Neighbor Drive" program to assist civic, fraternal and charity groups to raise funds for worthy causes in their local communities has been announced by Prince Macaroni Manufacturing Company, Lowell, Massachusetts, whose Italian foods are distributed nationally.

"The program, to be known as HAND, is an expression of neighborliness to which Prince is deeply dedicated," Joseph Pellegrino, company president, explained. "Of course, we are in business to encourage use of our products, but we are also very much interested in doing what we can to help worthy causes on the local level."

"We believe the program offers a unique opportunity for qualified organizations to raise funds painlessly for such needs as volunteer firehouse apparatus, playground equipment, Little League or band uniforms, or any number of other worthwhile projects. The program is designed especially for sponsoring groups in towns up to 25,000 population."

Under the plan, Prince will contribute a specific amount to the local fund-raising project for every designated package of Prince products sold in the community during a one-week period. The number of packages sold will be determined by an inventory taken in each grocery outlet by a Prince representative. The local sponsoring group will be required to provide women members as store demonstrators during week of its drive.

The Prince company has divisions in Brooklyn and Rochester, New York; Merchantville, New Jersey; Chicago, Detroit, Miami and Montreal.

You are cordially invited . . .

to the 58th Annual Meeting of the

NATIONAL MACARONI MANUFACTURERS ASSN.

at the Homestead, Hot Springs, Virginia.

- July 9 — Committees and Board of Directors meet.
- July 10 — Durum Discussions on marketing, carry-over, statistics, government relations and research.
- July 11 — Developments in the Food Field with speakers from the distribution business.
- July 12 — "Deferred Compensation Holds Key Men"; "How to Avoid Lost Sales."

A fine social schedule is planned with time available to fully utilize the splendid facilities and appointments of The Homestead. Mark your calendar and plan to attend.

SCREEN REBUILDING

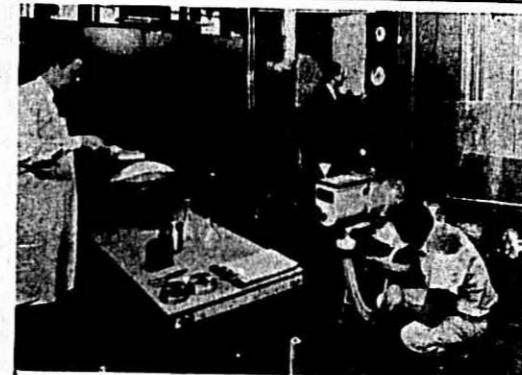
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- Hundreds of Rebuilt Screens Now in Operation
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WAY BACK WHEN

40 Years Ago

• War on pests—the Department of Agriculture was mobilizing a small army of specialists to reduce the \$1,500,000,000 loss of foods and necessary materials destroyed each year by bugs and insects.

• Bulk goods were indicted by Secretary H. A. Dickie of the Folding Box Manufacturers Association as a source of infection after manufacture. Clean food in packages needed public support.

• An air testing instrument for use in macaroni drying rooms and storage places was lauded as an advance for proper curing of the products.

• Spaghetti sales are only about one-third of such articles as toothpicks, birdseed, malted milk and fruit juices according to a survey by the National Wholesale Grocers Association. Macaroni manufacturers saw a big gain possible.

• An energetic fight for adequate tariff rates on macaroni products was successful in raising the duty from one and one-half cents to two cents a pound.

30 Years Ago

• "Curb That Volume Craze," says the lead editorial. Convention program plans were announced stressing the elimination of waste and uneconomic trade practices such as price cutting.

• Quality standards for macaroni were being considered in Congress. One suggestion called for the name of the manufacturer, exact weight of product, location of factory where produced, and month of manufacture printed on every package.

• Macaroni manufacturers were fighting against discrimination in freight rates contending that as pure grain foods they should be accorded grain rates or something akin to them.

• With the durum wheat crop totaling less than 50,000,000 bushels, stated a report by the Department of Agriculture, the supply available for the remainder of the year appeared exceptionally light.

• C. H. Hammond, writing in the Texas Weekly, reported that the four southwestern states of Texas, Oklahoma, Arkansas and Louisiana consumed more than 25,000,000 pounds of macaroni and spaghetti in 1931.

20 Years Ago

• "WPA Doodles—And Turns Out Noodles," in a costly Colorado project employing ancient hand-methods of production. WPA noodles were selling for over 30 cents a pound while commercial noodles were selling for less than half that price.

• Cellophane saves tons of steel and tin as the war production board curtails metal and the packaging show demonstrates the use of this new packaging material.

• Wanted: Macaroni Specialists. The United States Civil Service Commission was seeking help for work on the preparation and administration of maximum price regulations. Salary range \$2,600 to \$6,500 annually.

• Noodle manufacturers were given some sound advice: Put your faith in a reliable egg breaker and then check your eggs carefully for proper color and other good qualities.

• Dr. B. R. Jacobs reported to macaroni manufacturers that the Committee on Food and Nutrition of the National Research Council had formulated a policy of enrichment of food products with vitamins and minerals.

10 Years Ago

• "There is only one thing that has grown faster and bigger than the food industry," declared Paul S. Willis, president of the Grocery Manufacturers Association, "and that is taxes. In 1939 taxes totaled \$12,500,000,000 and in 1952 they were \$75,000,000,000."

• Life magazine featured macaroni with an assortment of favorite Italian dishes.

• "Applied knowledge improves management," declared Glenn G. Hoskins at the fourth Plant Operation Forum held at Northwestern University in Chicago.

• Are Pastina and Linguine macaroni? State of New York officials didn't think so but they were soon straightened out by Association Director of Research James J. Winston.

• Durum planting had begun by the middle of April and was completed by the end of the month. Government officials were expecting a durum crop of approximately 37,000,000 bushels.

• Two and one half tons of macaroni were shipped to a flood stricken area in Missouri by Joseph Pellegrino of Prince Macaroni Company in Lowell, Massachusetts.

CLASSIFIED ADVERTISING RATES

Display Advertising..... Rates on Application
Want Ads..... .75 Cents per line

FOR SALE—Buhler Press, like new. Box 175, Macaroni Journal, Palatine, Ill.

FOR SALE—Ambrette Press with Spreader. Box 178, Macaroni Journal, Palatine, Ill.

FOR SALE—Used Senzani Spaghetti Cutter. Box 181, Macaroni Journal, Palatine, Ill.

FOR SALE—One Ambrette long goods press, spreader and preliminary dryer, with vacuum pump. A-1 condition. John B. Canepa Co., 312 W. Grand Ave., Chicago 10, Ill. Superior 7-1061.

WANTED—Clermont Sheet Former. Box 191, Macaroni Journal, Palatine, Ill.

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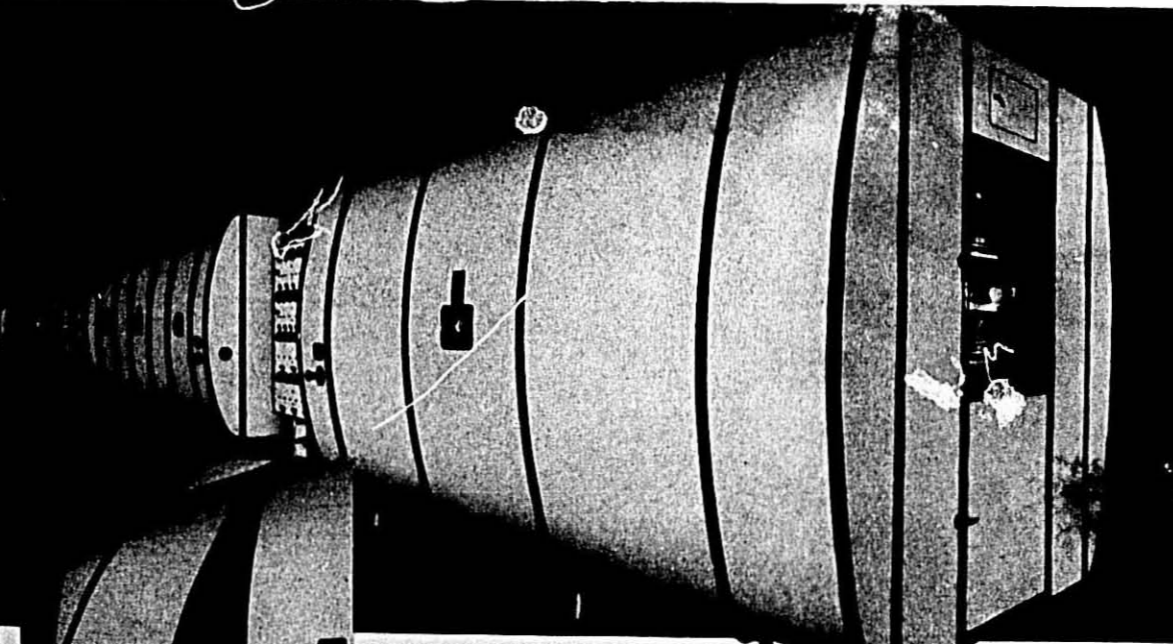
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On the Social Schedule:

Suppliers Socials and cocktail hours will precede the Traditional Rossotti Buffet and the Banquet at the 58th Annual Meeting of N.M.M.A., at The Homestead, Hot Springs, Virginia, July 9-10-11-12.

Sports enthusiasts will enjoy golf, tennis, swimming, fishing, riding, skeet, or walking in the Virginia Alleghenies.

THE MACARONI JOURNAL



Modern Automatic Dryer gives you stronger, better-looking short goods

Inside this efficient, modern Dryer, temperature, humidity, and air circulation are precisely regulated to produce short goods of finest quality.

By matching temperature to the product's capacity to release moisture, BUHLER Dryers are able to use higher temperatures, thus cutting drying time to as little as 4 hours for certain products.

Sanitary. From entry to discharge, the product touches non-corrosive materials only. BUHLER swing-out panels make cleaning an easy task, and off-the-floor construction likewise simplifies sanitation.

Pre-dryer. You can also improve your present drying operation by installing a BUHLER Preliminary Dryer in your present production line.

More than 200 BUHLER Dryers are now operating in the United States and other

countries. It will pay to investigate how you, too, will profit by drying the BUHLER way.

- Specially-designed swing-out panels
- Super-efficient insulation stops both heat and vapor
- Sanitary off-the-floor design prevents condensation on floor underneath
- Patented aluminum alloy conveyor
- No mixing of different type products because conveyor elements empty completely
- Positive air circulation dries uniformly over entire width of belt
- Needs practically no attendance
- Economical. Requires relatively little power, heat, or maintenance

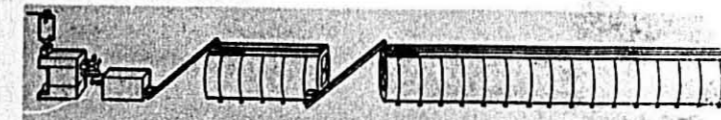
Swing-Out Panels provide easy access for inspection and cleaning. Requires less than a minute to remove.



S-Element Aluminum Drying Belt. Stronger, more rigid than any screen conveyor. Stays clean for there's no wire mesh in which dirt can lodge. No belts to loosen, no screens to mend.

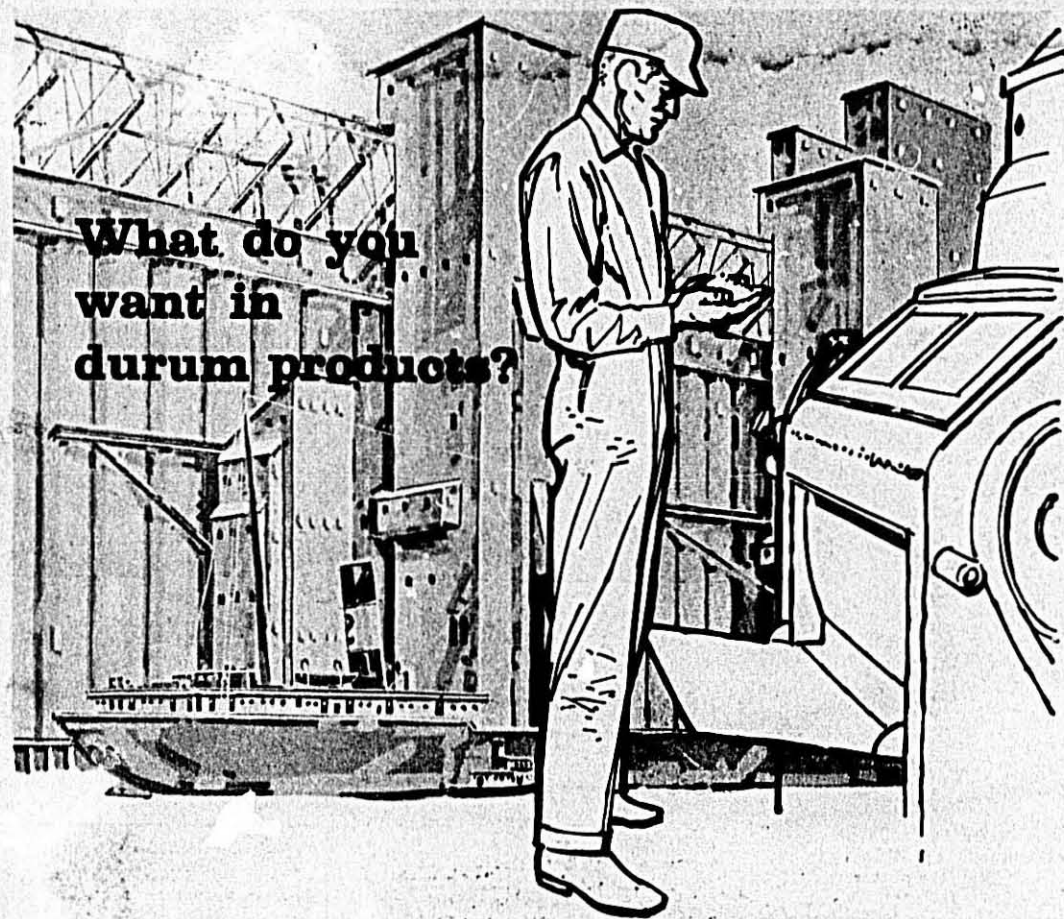


Shaking Distributor prevents product from adhering when it first enters the Dryer. Spreads goods evenly over the belts for more uniform drying.



Complete Macaroni Plants by **BUHLER**

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