

**THE  
MACARONI  
JOURNAL**

**Volume 44  
No. 7**

**November, 1962**

# Macaroni Journal



**NOVEMBER, 1962**

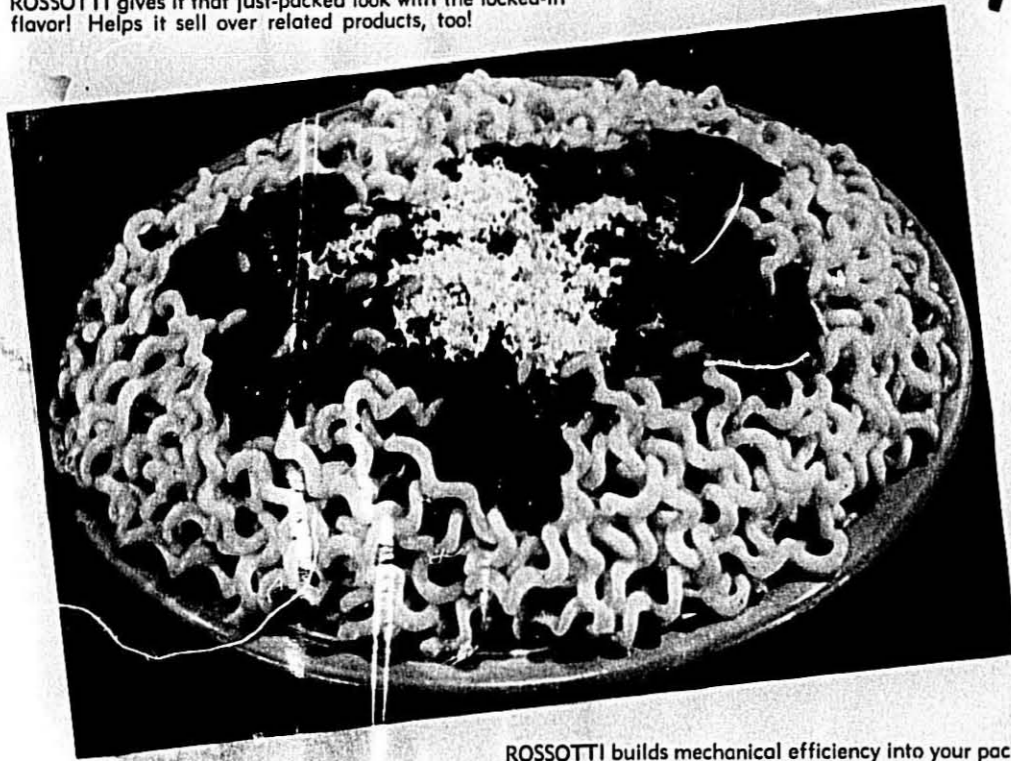
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Food Editors Conference**



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## The Macaroni Journal

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No. 7

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### Cover Photo

Knee-deep in a field of durum wheat—read the story of the Durum Bonanza on page 4.

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## DURUM BONANZA

FROM the bottom to the heights, it seems to be either feast or famine for United States durum production. This year as a result of record yields due to ideal soil moisture conditions and cool temperatures throughout the growing season, the September crop report of the Department of Agriculture estimates the durum harvest at 87,077,000 bushels. This is almost four times the 1961 crop of 18,955,000 and thirteen-fold the historic low of only eight years ago, in 1954, of 4,982,000.

Besides the ideal growing weather, durum growers enlarged their acreage this year by 763,000 acres for a total of 2,478,000 as a result of special legislation passed by Congress under which the Department of Agriculture authorized increases in planting over the 1960-61 allotments equal to 40 per cent of 1960-61 average acreage. Another production stimulus was the Department of Agriculture's stepping up of premiums under the 1962 support program because of the uncertainty as to the effect of sedimentation tests in the historic relationship between durum and hard red spring wheat. This year, for example, the premium on hard amber durum was 40 cents rather than 10 cents a year ago; amber durum rated 25 cents compared with five cents a year ago; and ordinary durum, 10 cents compared with zero in 1961.

### Complete Reversal

In the wake of this year's bonanza crop, heaviest since the 1928 record of 95,266,000 bushels and exceeded only by one other harvest—78,059,000 in 1927—the durum supply situation has been completely reversed from serious shortages to a relatively gigantic surplus. While the carry-over from the 1961 crop was only 4,995,000 bushels, smallest of recent years except for 1,500,000 in 1955, the aggregate supply for the new season promises to be 72,032,000 bushels, largest since the late 1920's. This compares with the recent peak of 53,988,000 in 1957-1958. The extent of the surplus may be best gauged by the fact that domestic disappearance at its recent peak was around 30,000,000 bushels.

Last year's shortage with the scant 1961 crop, combined with heavy export sales commitments that had to be moved abroad in 1961-62, created so serious a supply deficiency that only 14,272,000 bushels were ground by United States durum mills. This compared with the average annual grind of around 25,000,000. Almost two-thirds of the production of semolina and durum flour in 1961-62 comprised blends



This year's yields broke all previous records.

of durum and other hard wheats, according to the trade publication Southwestern Miller. Blending was forced upon the durum milling industry and macaroni manufacturers by the great deficit in durum supplies.

The shortages of the past year forced No. 1 Hard Amber Durum in Minneapolis to a high of \$3.70 a bushel, or \$1.45 above the 1961 gross loan, while semolina attained a level above \$10.00 per hundredweight, bulk, Minneapolis. Presently the durum market is around \$2.55 to \$2.60 a bushel, against the gross loan of \$2.75, and semolina is about \$6.75.

### Semolina Slides

With the reports of a bumper crop of durum, semolina prices started sliding in August, and a large volume of bookings got under way August 22. Some buyers stood on the sidelines waiting for the market effect of anticipated large arrivals after Labor Day. Six hundred sixty-nine cars arrived in Minneapolis on September 4, and more large bookings were made with suppliers filling out needs from 120 days to six months.

It was reported in early September that some large macaroni users with substantial backlogs of 1961 blends were negotiating on terms for converting outstanding contracts to new crop 100 per cent durum. Durum portion of blends had been booked at prices far above current values and mills were holding to contract basis.

### Averaging Out

In mid-September, lower quotations

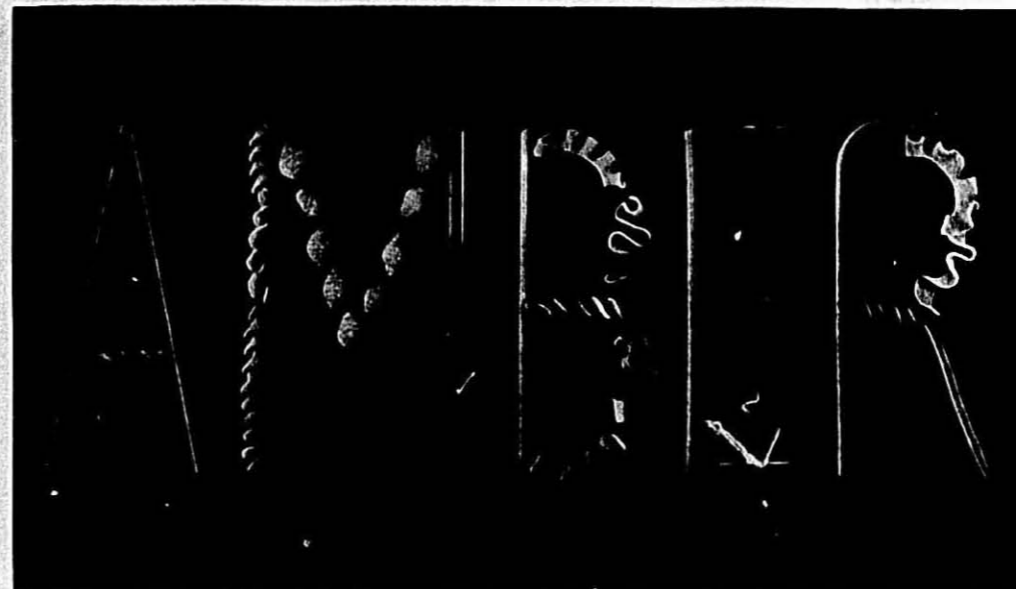
on semolina sparked the process of "averaging out" among users who were booked heavily on initial expansion two to three weeks previous, many extending coverage to at least six months. Manufacturers who lagged earlier took advantage of lower cost to book long-time needs. It was estimated then that the trade was covered for at least six months. General Mills was reported seriously affected by the Chicago & Northwestern Railway strike but able to meet most commitments by transferring semolina from bulk trucks to bulk cars on nearby tracks. Several terminal elevators were also reported handicapped by the railroad strike.

A third big spurt in semolina selling was reported when mills' protection against a 15 cent advance towards the end of the month brought macaroni and noodle manufacturers who had been on the sidelines in for long-term bookings. This extended holdings through January and even through March and beyond. Shipping directions were reported excellent with millgrind running six days and some at seven per week.

The market became more selective with the lack of support from terminal elevator buyers and discounts for Amber were shown at five to seven cents with ordinary durum at seven to 10 cents with additional discounts for test weight, shrunken and broken kernels, and foreign material.

### Late Acreage

It was reported in late September that considerable late acreage of durum wheat in northeastern North Dakota (Continued on page 20)



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## French Durum Mission

Northeastern North Dakota, durum bonanza belt of the United States, was an area of considerable interest for a group of French durum millers visiting the United States September 16-24 on a study tour of durum production, milling, and export methods and facilities.

Members of the French team were Jean Racine, President du Syndicat General Des Fabricants de Semoule de France; Dominique Agard, Etablissement Bertrand; Jean Brun, Vice President du Syndicat Des Fabricants de Semoule de France; Andre-Jacques Moreau, Comite Professionnel de la Semoulerie, along with government official Pierre Halbronn of the Office National Interprofessionnel des Cereales. The study tour was under the sponsorship of Great Plains Wheat, Inc., regional marketing organization.

France has already made a purchase of durum wheat and is considering further purchases, according to M. H. Gifford, Gardner, North Dakota, chairman of the North Dakota State Wheat Commission. The tour gave the group an opportunity to size up our methods of marketing and facilities for export as well as the quality of our durum wheat.

### Travel Durum Area

On September 18 the millers visited the M. H. Gifford farm near Gardner, North Dakota, and the State Mill and Elevator at Grand Forks. At Grand Forks they were guests at a meeting of durum millers and producers.

The following day they visited the farms of Ole Sampson, Tom Ridley, and R. C. Crockett enroute to Langdon. At Langdon they met with representatives of the Langdon Experiment Station, elevator managers and producers.

Another meeting took place the next day at Devils Lake with producers and local grainmen.

On Friday, the team visited the Irrigation Farm and storage facilities in Carrington, as well as the Sydney Hoveskeland farm near New Bedford.

The millers toured state historical sites and the state capitol while in the Bismarck-Mandan area on Saturday. A stop was made at the office of the North Dakota State Wheat Commission in Bismarck to view the 30-minute sound and color film "Durum . . . Standard of Quality."

The final leg of their North Dakota tour took them to the Cereal Technology Laboratory at North Dakota State University in Fargo on September 24.



Looking at Red Cross macaroni advertising. Standing, left to right, Otis Tossett, Jean Brun, Andre-Jacques Moreau, Leo Bergeron, Albert Bono, Sr., seated, left to right, Dominique Agard, Pierre Halbronn, and Jean Racine, in the offices of the John B. Canepa Company, manufacturers of Red Cross macaroni products. Mr. Bono is president of the Chicago macaroni firm.

The French group then proceeded to Duluth, Minnesota for an inspection of export facilities. Their next stop was Minneapolis, where they visited the Minneapolis Grain Exchange and the Creamette Company where they saw a typical macaroni manufacturing operation. Inspection of river barge facilities was also included in their Minneapolis itinerary.

The last stop of the French millers in the Midwest was Chicago, where they visited the offices of the Durum Wheat Institute. On September 28 a Luncheon and Conference was held at the Bismarck Hotel with Durum Wheat Institute representatives and National Macaroni Manufacturers Association representatives attending.

### French Durum Production

France is normally self-sufficient in all grains, but the French durum wheat crop consistently fails to match demand.

Before World War I, French durum production was practically nil. In 1957,

for the first time, a reasonably significant area of a little over 9,000 hectares (one hectare equals 2.471 acres) was seeded to durum. In 1958, this was extended to 27,000 and in 1960 to more than 46,000 hectares. But as prices leveled off, the production also tended to level off. The 1963 harvest has exceeded expectations, and is estimated at 77,700 metric tons.

Current per capita consumption of macaroni, spaghetti, and pasta food products in France is six kilograms per year. There is a trend toward increased consumption, and the Pasta Millers' Association is making every effort to increase the market for pasta products.

The French expect to increase durum production, and have set a production goal of 150,000 tons a year by 1965. However, this production increase would not be sufficient to cover one-third of the expected demand of 480,000 tons a year—based on current eating trends. From an international

(Continued on page 20)

### FRENCH DURUM WHEAT SUPPLY

(Figures in metric tons; one metric ton equals 36.7 bushels)

Year	Production	Imports	Total Supply
1953	9,400	199,500	208,900
1954	12,800	231,000	243,800
1955	17,900	229,800	247,700
1956	1,900	327,700	329,600
1957	15,000	244,000	259,000
1958	22,700	288,100	310,800
1959	59,000	277,800	336,800
1960*	69,000	280,000	349,000
1961*	63,000		* Estimated.

## MACARONI USA

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Chicken, noodles, vegetables and seasonings—imaginative & blended for a hearty Midwestern flavor!



### FARM HARVEST CASSEROLE

2 cups cut-up stewed chicken (reserve broth)	1 pkg. (8 oz.) noodles
1/4 cup chopped onion	2 tbsp. chopped pimiento
1/4 cup chopped green pepper	1 cup frozen peas, thawed
1 can (2 oz.) mushrooms, sliced (reserve liquid)	1/4 cup pitted ripe olives
1 tbsp. butter	celery salt, salt and pepper to taste
1/2 cup olive liquid	1 cup grated sharp Cheddar cheese

Heat oven to 325° (slow mod.). Sauté onion, green pepper and mushrooms in butter. Add liquid drained from mushrooms and olive liquid to chicken broth (free of excess fat) to make 4 cups liquid (add water if necessary). Bring liquid to boil and add noodles. Cook about 10 min., until tender. Stir in the cut-up chicken, sautéed vegetables, pimiento, peas, olives and seasonings. Pour half the mixture into a 1 1/2-qt. baking dish. Sprinkle with half of cheese. Pour in remaining chicken mixture and top with rest of grated cheese. Bake covered 45 min., uncover and bake 15 min. longer. 4 to 6 servings.

#### Success Tips:

1. Stir noodles frequently in the boiling chicken broth to prevent sticking.
2. Be sure excess fat is drained from chicken broth, especially if stewing chicken is very fatty.

A meal-in-itself family size casserole dish . . . easily made the day before and baked while preparing salad and dessert

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As a leading producer of the finest Semolina and Durum flours, General Mills is happy and proud to serve 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 increased use of your products.

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## THE WORLD FOOD PROBLEM

PROVIDING enough food for the world's teeming billions is now emerging as one of Man's most crucial challenges. America and a few other fortunate nations have met this challenge brilliantly for their own people.

Neither the conquest of space, of the atom, nor dealing effectively with communism may in the end prove as crucial to our survival as closing the food gap.

What are the prospects? Can the challenge be met, and how can America's tremendous force to produce food be applied to other parts of the world?

Time is running out. People around the world expect more. They are awakening to their inalienable right to survive, and live. They are no longer satisfied to end their lives in misery and abject hopelessness. It is this restive spirit of these two billion people which will increasingly determine the stability of the world.

### Death by Hunger

As recently as 1943, three million people in China and another three million in India literally starved to death. Today, a quarter of the babies born in India die in their first year; 40 per cent die before they are five, and only half survive to the age of 20. For the most part, the cause is hunger and undernourishment—directly or indirectly: insufficient or inadequate food lowers people's susceptibility to disease. Tuberculosis, cholera, dysentery, worms, and other great killers—all have their work immensely simplified by starvation.

### The Achilles' Heel of Communism

Today's news is increasingly full of agricultural failures in the Communist world. In contrast to the well-fed West, people in the Iron Curtain countries are getting less food, not more. The failure of agricultural production and distribution, deep-rooted in Communist ideology, may yet be the straw that breaks the camel's back. While Mr. Khrushchev exhorts his countrymen to catch up with America's agricultural productive capacity, people in as varied places as China, East Germany and Cuba stand in ever longer food lines. The incalculable riches of the West, and especially its ability to feed its people with incredible efficiency, remains one of the truly significant triumphs of our side.

Throughout the world, hunger, from the dawn of history, has also been the most common cause of social and political unrest, revolution, and war. Examples range from the French Revolution and the Irish potato famine

to the Russian Revolution and the 1953 East German uprising, and, more recently, the incidents in China, Cuba, Hong Kong, and Brazil where peoples have been rioting and fleeing from drought, hunger, and pestilence in scenes reminiscent of a Biblical exodus.

### Feeding Six Billion Mouths

What all this presages not only for the immediate future but also for the coming decades may be gathered from the fact that food production in many sectors of the globe—Africa, Latin America, Asia, and elsewhere—is lagging far behind population growth. Difficult enough as it is to feed all of the world's people adequately today, faced is the dire prospect of feeding a global population of six billion a mere thirty-five years hence.

### The Problems of Feeding the World's Masses

Even the popular paradox which has a world starving to death in a world knee-deep in food is more apparent than real. For the food surpluses existent in some areas are not large enough to feed the world. Even if the whole United States food surplus were shipped abroad (and as much as \$1.5 billion worth of it is annually), it would supply the equivalent of just one cup of rice a week for each of the undernourished people of the world.

Moreover, efforts at such a wholesale distribution—whether by trade or aid—would be enormously complicated. There would be difficulties in transportation (in China, due to the lack of transportation facilities, people can be starving while food is only 100 miles away). Blocking food distribution is also a complex of many other problems arising from cultural, social, and religious traditions, illiteracy, ignorance, economic forces, and other factors difficult to explain. Because of taboos, for example, some people will not eat certain foods—like beef, milk, wheat—even if they were made available to them by the car-load.

### To Many People?

Nor is population control necessarily the answer to the world food problem. But the present population explosion (with three babies now born every second, each day brings forth 140,000 new mouths to feed) does give it an extra edge of urgency. Despite the dire prophecies of the neo-Malthusians who foresee humanity soon breeding itself into chaos with "standing room only" signs all over the earth, and mankind spending the

earth's resources at a drunken sailor rate and ultimately destroying its capacity to produce food, the problem is not always a pressure of demand against resource; nor of too many people to be fed and too little land to feed them—some of the most densely-populated parts of the world are also among the best fed.

### The Long-Term Solution

The only permanent solution to the problem lies in bringing to the food-short nations the knowledge and techniques which have brought material prosperity and freedom from want to the highly developed countries.

### Consider these facts:

Only one-tenth of the land surface of the globe is now being cultivated. (In Ethiopia, more than 180 million of the world's most fertile acres lie fallow).

In the cultivated areas, most of the world is still using Biblical methods of agriculture. Most of the world's grain is still harvested with sickles. Egyptian fields are still irrigated by the "drawer of water." In Indonesia, women cut off the rice heads one at a time with a little knife.

An incredible amount of food is lost to pests and through disease and spoilage: storage losses caused by rats, insects and fungi annually amount to as much as 33 million tons of good food—enough to feed the entire population of the United States for one year.

Agronomists and other authorities estimate that if current knowledge were applied to all the world's tillable and potentially tillable land, and the products of this land (to say nothing of the sea which, although covering 70 per cent of the earth's surface, provides only 1 per cent of its food), the world could feed a population two to four times greater than its present three billion.

### A Solution in Sight

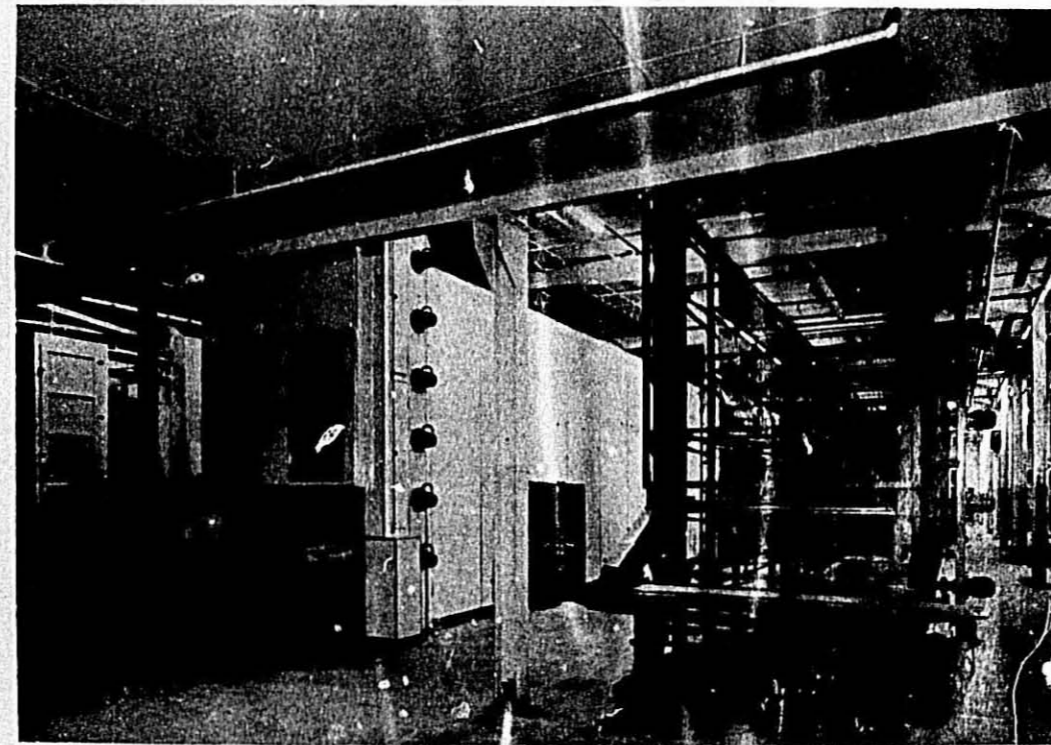
For the first time in history, a solution to the world's food problem is actually possible. The miracle of American agriculture and its food industry provides immense hope to the less endowed nations of the world. Within the memory of one generation, American agriculture has progressed further than in 7000 years previous. The revolution on the American table is generally regarded as one of the great developments of our time.

Today's knowledge of science and technology can be advanced elsewhere: In the advent of farm mechan-

(Continued on page 12)

## modern installation for a modern macaroni plant

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# Braibanti



Dr. Margaret Mead      Dr. F. J. Stare      Dr. Hans-Broder Krohn      B. R. Sen      W. T. Brady

## THE GREAT CHALLENGE

A PANEL discussion entitled "The Great Challenge" was presented by the Corn Products Company for the 3,000 delegates to the Fifth International Food Congress at the New York Coliseum. Featured addresses were by Dr. Margaret Mead, of the American Museum of Natural History, on the relationships between food and man's social well-being; by Dr. Frederick Stare of Harvard University, on the relationship of adequate food supplies to national health; and by Dr. Hans-Broder Krohn, of the European Economic Community, on the political and economic implications of the world food problem.

A global action and aid program by the food industry is a key to solving the crucial problem of feeding an exploding world population declared Binay R. Sen, Director-General of the Food and Agriculture Organization of the United Nations.

Replying on behalf of the food industry, William T. Brady, chairman of Corn Products Company, proposed a series of concrete steps, by which a closer collaboration among the Western food industries and international agencies as well as various national governments may be worked out.

**Eating Habits Must Be Considered**  
In the midst of famine, rice-eating people like the Chinese may refuse to accept wheat as a substitute. Orthodox Hindus do not eat beef, and West Africans won't eat fruits such as oranges because of the erroneous belief they make people soft.

Food preferences and aversions such as these must be considered in solving the world food problem, famed anthropologist Margaret Mead said.

"Throughout the world, unwanted relief foods have been dumped into ponds or over reefs in order not to offend the donors," said Dr. Mead. "Over and over again, the efforts made to alter a people's nutritional status have been aimed at too superficial a level."

Some provision for change must of

course be made, said the anthropologist, but the main emphasis must be on supplementing and improving on existing food patterns — often the product of religious, geographic, economic, social, magical or other factors.

Citing the successful introduction of a soya bean milk in Indonesia, and a low-cost high-protein cornmeal-sorghum-cottonseed cereal mixture in Central America, Dr. Mead said that the food industries of the West should put its knowledge and skills to use developing similar foods which require no drastic changes in traditional regional food patterns.

### Health Concepts Must Change

Certain basic concepts of what people regard as sound eating habits may have to be changed, Dr. Frederick Stare, nationally known Harvard nutritionist warned.

Dr. Stare called nutrition "the single most important environmental factor" that affects the well-fed people of the West. "Some of the more thoughtful health experts are just now breaking through walls of recognition as to how true this is," he said.

He further stated that changing health concepts may have profound impact on the food industry. "We all know that we can increase the growth of the human infant by overfeeding him," he said, "but this is not necessarily good. It is probably bad from a health viewpoint."

Dr. Stare said that at least 80 per cent of the world's people suffer from either too little food or too much. This causes malnutrition and hunger on one hand or in the "overdeveloped" countries, heart disease and other serious health problems.

### Solution Is Business Affair

Balancing of the world food economy will be achieved best through commercial foreign trade, Dr. Hans-Broder Krohn, head of agricultural research for the European Common Market, said.

Greater export markets for countries

which must import food should be provided, he said. He cited the Common Market as proof that "artificial restrictions can be eliminated."

The well-known German agricultural expert also predicted that the Communist world would continue to be faced with food shortages. "It is not easy to see," Dr. Krohn told his audience, "how their demand for food will be satisfied when food production has grown only 1 per cent a year since the early thirties." However, because of the Soviet's use of food as a political weapon, he said, the food situation behind the Iron Curtain is difficult to predict.

In undernourished countries, Dr. Krohn advised, food aid must be mainly in capital subsidies to further internal productivity. In abundant countries, he continued, there should be a reorganization of agrarian world markets rather than building of surpluses by unchecked production encouraged by price incentives.

Food subsidy programs such as those of the Food and Agriculture Organization of the United Nations need to be further systematized to improve nutrition levels of "vulnerable groups" in each population and the establishment of food inventories to prevent famine in cases of poor harvests, Dr. Krohn said.

"I do not see the solution of the world food problem as a philanthropic project, but as a business affair," he remarked.

### The Challenge of Technology

"The food manufacturing and distribution industries satisfy a basic human need and have tremendous accomplishments in the Western world," said Dr. B. R. Sen. "They are also the most important of all industries—both in the fundamental need for their activities and in the money value of their production."

In stressing the need for liaison arrangements between the Western food industries and the FAO, Dr. Sen

(Continued on page 12)

## "YOUTH LOVES TO BE SERVED"

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*King Midas* DURUM PRODUCTS

MINNEAPOLIS MINNESOTA

## The World Food Problem—

(Continued from page 8)

zation and inorganic fertilizers to produce previously unheard-of yields; major advances in soil conservation, erosion control, and irrigation can literally make the desert bloom (as in Israel); improved seed varieties (hybrid corn) and animal breeds; improved feeds and breeding methods; new pesticides, herbicides, and vaccines; revolutionary food preservation and processing techniques (dehydration, irradiation, dehydro-freezing, and other methods which make it possible for foods to be stored almost indefinitely without refrigeration); and constant search for new sources of food (from algae and other sea life to synthetics and edible carbohydrates); new findings in the knowledge of nutrition; and many others.

There can be no doubt that shipments of food abroad have helped ease the world food problem. But these remain stop-gap emergency measures. In recent years, admirable efforts have also been made by the Food and Agriculture Organization of the United Nations, by national governments, and by private industry and foundations—to provide technical and other assistance aimed at enabling the underdeveloped countries to increase their food production.

The world is now unequally divided among the over-fed and the underfed. It is more than altruism which now moves those with abundance to lift up the less fortunate peoples to new levels of hope and promise: People cannot be free until they have enough to eat. Hunger deadens the spirit of man, until he scours the earth like an animal. The future of our way of life is enmeshed in preserving the dignity of the individual. And the dignity of the individual rests ineliminably on his ability to lift up his face and look to another day.

## The Great Challenge—

(Continued from page 10)

expressed the hope that they would lead to the setting up of a central organization. "Such a liaison organization," the high UN official said, "could be an effective link between the food industries and the FAO and its various action projects, particularly those falling under the Freedom from Hunger Campaign."

Dr. Sen also said, "The food industries of the West must take a more direct interest in the development of their counterparts in the developing countries by releasing their expert personnel for serving abroad."

The UN official said that benefits

derived from such cooperation would far outweigh any short-term disadvantages. To support this view, he cited three factors: the efficiency and "overwhelming superiority" which would assure the Western industries of their competitive lead for years to come; the growing demand for processed and prepared foods abroad coupled with the greatly expanded markets which would result from industrial development; and the desirability of establishing factories close to the source of raw materials in developing countries.

## Red Barn Exhibit

Five Minnesota-based firms exhibited at the International Food Congress in a Red Barn. Telling the story of "An American and His Food" the barn was designed to depict the entire American food industry from farm to table. It covered an area 24 by 52 feet, and each of the four food manufacturers occupied a quarter of the structure while Super Valu Stores utilized the walls of an eight-sided silo in the center for its exhibit.

The Super Valu story was about George Kessler, a native of Russia, who is now a Super Valu retailer and community leader in Aberdeen, South Dakota.

The four food manufacturers were The Creamette Company, Green Giant Company, George A. Hormel & Company, and General Mills.

General Mills presented two ideas in its display. A color transparency

of a modern homemaker with a full cart of groceries was superimposed on a wood cut of an old general store to emphasize the vast revolution in the American food industry. This theme was continued in the exhibit's main section which was highlighted with the company's products carrying price tags showing costs and hours of labor in countries throughout the world. Color transparencies and a portrait of Betty Crocker served as a backdrop, and a battery of telephones on the product display counter carried messages in English, Spanish, French, and German.

Green Giant featured the worldwide scope of the Food Congress, including the company's recently inaugurated international marketing program. The aroma of smoking meat was in evidence in the Hormel corner, where a full-size smokehouse illustrated the "meat from farm to table" theme. Also featured was a model railroad carrying the company's canned meat products to market.

The Creamette Company, Minneapolis macaroni manufacturers, featured its products with the theme "A Perfect Combination With Foods of Any Nation." A back panel included color transparencies of various macaroni dishes, and in the foreground a display case contained a selection of the company's products.

Among the many visitors to the display was the Honorable Orville Freeman, Secretary of Agriculture, who was the key speaker at the opening session of the Food Congress.



Secretary of Agriculture Orville Freeman visits with O. A. Dick Derickson of the Creamette Company.



Ernie Scarpelli (left) vice-president of Porter Macaroni Products, and Showalter Lynch (right), Showalter Lynch Advertising Agency, Portland, Oregon, admire dramatic point-of-sale piece prepared by Lynch Agency for Porter fall promotion.

## Porter Plugs a Pony

"It's a natural," Ernie Scarpelli, Vice-President of Porter Macaroni Products seems to be telling Showalter Lynch, Showalter Lynch Advertising, Portland.

The Life Magazine cover, featuring Caroline Kennedy and her pony "Macaroni" inspired the Porter Macaroni Company's "Win a Pony" contest.

Dramatic point of sale pieces featuring actual copies of the Life cover with Caroline Kennedy and "Macaroni" will be featured in stores along with entry blanks.

Top rated radio station throughout Porter's sales area of Oregon, Southwest Washington, Northern California and Montana will be carrying saturation radio schedules on the contest with spots aimed at both youngsters and their mothers.

Contest grand prize includes a pony like Caroline Kennedy's pony "Macaroni" plus free saddle and bridle outfit, free riding lessons and free board for pony for one year at stable nearest winner.

## Cheese Promotion

Borden Foods ties in its back-to-school fall promotion with the National October Cheese Festival. Over 170 newspapers across the country will carry a series of ads and a full-page, full-color ad in Look Magazine for October 23 tells the story.

Borden is offering to pay 25 cents for spaghetti when a consumer purchases an 8-ounce size of Borden's grated Parmesan or Romano cheese. Packages are prominently flagged with the offer. In return for the perforated center portion of the label, consumers will receive 25 cents from Borden's.

Buzz Session at the Blitmore, New York City, November 15.

## Instant Profit Promotion

Lawry's Foods Inc. of Los Angeles, California are advertising that cans are wonderful inventions—but what's inside them is usually all wet. They claim this is not good for seasonings because it takes out their oomph. "They are much better when kept dry (witness our pungent oregano, our fragrant rosemary, our piquant basil—and their 25 fellow-ingredients)."

Lawry's Spaghetti Sauce is simmered in tomato paste, tomato sauce, or whole tomatoes, which release the pent-up seasoning flavor.

The advertising is being merchandised with four colorful "pop-toppers" and outstanding recipes for special point-of-purchase displays. They offer distributors a special promotional allowance for mass floor displays, shelf extenders, newspaper and/or circular advertising or through radio and/or television advertising.

## White Clam Sauce

A tasty, improved white clam sauce is being introduced on a national basis by the Prince Macaroni Manufacturing Co. of Lowell, Massachusetts. The new product is packaged in 10½ ounce cans. Suggested retail price is 39 cents. Ingredients are clams and clam juice, combined with imported olive oil, salt, garlic, parsley and spices. A special allowance is being offered retailers during the introductory period through October 31.

## New Betty Crocker Trio

Three new easy-to-prepare casserole dishes, No dles Almondine, Macaroni and Cheddar, and Noodles Italiano, will be introduced in selected areas by General Mills this fall.

Containing tender egg noodles and a delicate, unique combination of spices and sauce conveniently found in a single package, these delicious casserole dishes may be prepared on top of the range or in the oven. Big news for the homemaker is the opportunity to prepare, for everyday use or untimely emergencies, complete, delicious meal in a matter of a few minutes.

Extensive advertising for the casserole dishes will begin with the use of four-color RCP ads in the regional newspapers. Local spot television will continue exposure to the largest concentrations of households in these regions.

Complete four-color merchandising material will be available, including pole piece, shelf-talkers and strips, ad reprints, and product fact sheets.

The advertising agency is award-winning Doyle-Dane-Bernbach.



J. Ronald Hess, direct mail supervisor of Ketchum, MacLeod & Grove, Inc., accepts an award for one of the year's best direct mail campaigns from Bernard Fixler, board chairman of the Direct Mail Advertising Association.

## Direct Mail Award

San Giorgio Macaroni, Inc. received one of the Direct Mail Advertising Association's 1962 Direct Mail Leader Awards for the year's best direct mail advertising campaigns before more than 1,000 advertisers at Chicago's Sherman House for DMAA's 45th Convention, September 11-14.

Developed under the supervision of Jerome V. Guerrisi, assistant sales manager of San Giorgio, Lebanon, Pennsylvania, the campaign was directed to chain store food buyers along the eastern seaboard. San Giorgio was the only food manufacturer to receive a Leader Award.

The campaign featured four monthly mailings of unusual dining accessories to be used with San Giorgio food products. Each mailing highlighted the fine quality of San Giorgio products, gave recipes for special servings of macaroni, spaghetti, sauces, and related products. Recipients sending in correct answers to questions about basic food products were also eligible for a special award to be delivered by a San Giorgio salesman. The campaign was successful in promoting San Giorgio products, a new package design, and new production facilities.

J. Ronald Hess of Ketchum, MacLeod & Grove, Inc., the advertising agency which created the campaign, accepted the Leader Award Plaque from Bernard Fixler, board chairman of the DMAA.

## Honorable Mention

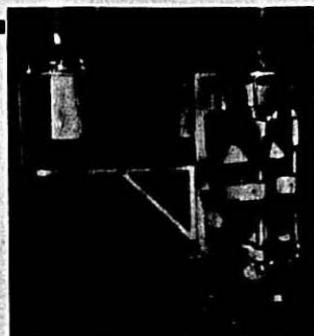
The National Macaroni Institute report on publicity entitled "A New Twist" won honorable mention at the "Idea Fair" of the American Society of Association Executives.

Meeting-in-the-Round Hollywood, Fla., January 15-17.

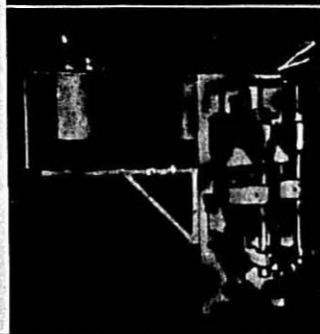
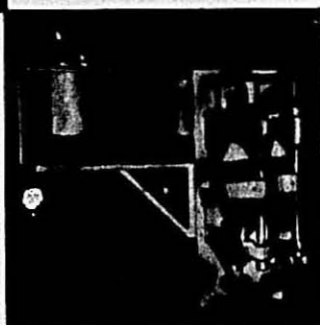


**2000 lbs. per hour  
DEMACO'S NEW TWIN DIE SHORT CUT PRESS**

*with the same quality  
of the present 1000 lb.  
(or more if quality is  
not essential).*

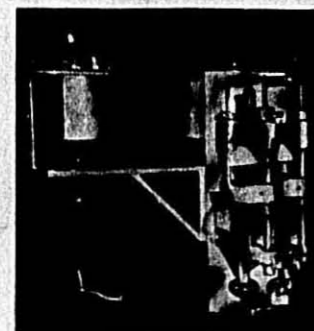


The new Demaco Short Cut Press with two extrusion heads assembled in one compact unit will produce over 2000 pounds per hour of short cuts. Here the accent is on quality production with slow, slow extrusion over two dies. Before you buy, investigate the many outstanding features offered by Demaco. This new Demaco 2000 pound per hour press is planned for tomorrow's needs, today. This is the key to better production capacity needed today. Over the past 20 years, the outstanding performance of the 1000 lb. Demaco short cut presses have proved their value in longest service and lowest operating costs. Demaco's 2000 pound per hour press has even higher standards of quality and still lower maintenance costs. For more information write or call De Francisci Machine Corporation.

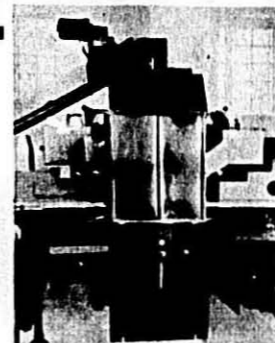


**DEMACO**  
the full line:

SHORT CUT PRESSES, AUTOMATIC SPREADERS, SHEET FORMERS, SHORT CUT DRYERS, NOODLE DRYERS, LONG GOODS PRELIMINARY DRYERS, DRYING ROOMS, EGG DOSERS.



**COME SEE IT IN OPERATION -  
THE NEW DEMACO SPAGHETTI WEIGHER**



*weighs  
all  
types*

Reduce packing time and increase productivity. Demaco's new Spaghetti Weigher has all the time savings innovations that will reduce your packing time — here's why — **Speed** — average over 40 packages are accurately weighed per minute. **Versatility** — can handle the full range of dried goods: straight, curved, hooked and short ends. Now weighing Spaghetti, Spaghettoni, Macaroncelli, Perchatelli, Vermicelli, Linguini and Linguini Fini. **Adaptability** — designed for all standard carton packaging machines. Can be supplied with a completely automatic feeding and conveying system direct from stripping machine. **Accuracy** — is maintained by Demaco's unique strand per strand dribble mechanism. Final weight is insured by highly sensitive opto electrical principle of frictionless weight indication scales.

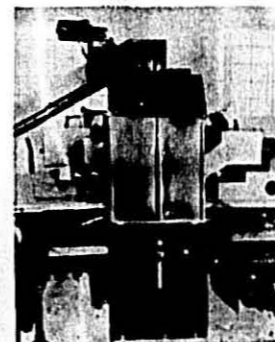
Demaco Spaghetti Weigher can also be adapted for 1/2 pound packages, 2 pound packages or 3 pound packages.



**De FRANCISCI**  
MACHINE CORPORATION

45-46 Metropolitan Avenue  
Brooklyn 37, New York

Phone EVergreen 6-9880



*weighs  
all  
types*

## Scientific Inventory Management

SCIENTIFIC inventory management—a computer method for determining when to buy an item and how much of it to buy—will be employed by a number of grocery chains by 1965 to handle all their warehouse buying automatically. By 1970, computer-controlled warehouse buying by grocery chains will be commonplace.

These and other predictions concerning the growing role of the computer in food distribution were offered by L. E. Donegan, distribution industry marketing manager for IBM's Data Processing Division.

Donegan, speaking at a session of the Fifth International Food Congress at the New York Coliseum, traced the improvements made in handling warehouse inventories in the past 20 years and predicted that computers will extend these improvements to store inventories as well by 1970.

Donegan noted that the average grocery chain which had turned its warehouse inventory 10 times in 1941 is turning it 18 times in 1962. This, he said, "is probably the most significant offset to declining profits in that same period."

He credited the great improvement in inventory control to "better information furnished those performing the buying function."

Donegan noted that "Typically, a buyer today performs the buying function by first analyzing an inventory report generated by a computer or some other mechanized means. To this information, which generally includes cases on hand by item, a history of prior weeks' movements and goods ordered but not received, he adds his judgment in such areas as seasonal fluctuations, truck and pallet quantities, pool car lots, and lead time. A purchase order is then prepared.

"By 1965, a number of grocery chains will be short-cutting this typical 1962 pattern," he said, "because their buying function will be handled by a computer. By 1970, the use of a computer to perform the grocery buying function at the warehouse level will be commonplace."

### Known Technique

This will be accomplished, according to Donegan, by a known technique called "scientific inventory management," a method of determining when to buy an item and how much of it to buy using mathematical and statistical techniques.

An inventory management system is capable of taking into consideration the same variables which buyers currently weigh, he said.



L. E. Donegan

Donegan told the food executives that some of the formulas used in applying scientific inventory management appear complex, but that the apparent complexity should cause no concern "because solving them (the formulas) is a job for the computer, and it is a job that the computer does very well.

"There is one thing, however, that the computer will not do," said Donegan, "and this is articulate broad inventory policy. This is the job of management."

### Advantages

Donegan cited the following advantages as those which should be realized by chains using scientific inventory management: (1) decreased investment in inventory; (2) better balanced inventory; (3) fewer "outs"; (4) minimized "overstocks"; and (5) new freedom for the buyer to concentrate in such creative areas as new promotions and non-standard buying functions.

In the area of individual store inventories, Donegan predicted that the more sophisticated chain users will be performing literally the entire store ordering job at the central office by 1970.

At the outset, he predicted, this store-ordering job will be accomplished using scientific computer techniques analyzing case movement from the warehouse rather than counting item-by-item counter sales.

"The payback on this breakthrough is quite significant," Donegan said. "There should be decreased inventory investment. We should be able to minimize 'out of stock.' We will reduce drastically the order lag of three to

four days that presently exists to no more than hours. . . ."

Donegan sees other bonuses from store ordering by computer, such as forecasting store manpower and allocations of shelf space according to profit distribution.

"If store ordering is manageable by a computer, you are actually predicting many of the factors that affect store manpower, such as sales by item, restocking, price marking, seasonal fluctuation, and trends. . . ."

"Your role," Donegan told the food executives, "is to begin today to ready your overall organization and to orient your people to accept these dramatic changes that are almost upon us."

## The Food Distributor

Wagon jobbers are now known as food distributors. They offer a pattern of sales and distribution for manufacturers of food and allied items that cannot be handled efficiently, economically or profitably through chain warehouses, brokers or wholesale grocers.

Many of these items are perishable and need constant vigilance to insure freshness. Many items are sold in small quantities or broken-case lots, or are subject to periodic retail price change. The food distributor will break cases to maintain stocks and shelf-displays.

He rotates stock and keeps an eye on the movement of merchandise. If authorized, he will build displays and help with in-store promotions.

Without these services many food items would never reach the shelves of today's food markets.

A National Food Distributors Association survey reports: "Recently a major West Coast chain performed a study on an item which had been serviced by food distributors—an extensive analysis on the cost of its own handling of this item versus the distributor's servicing of it. The report on carryover, repacking, cost of warehousing, delivery, etc. showed that the chain would experience 6.5 per cent less profit by dealing directly with the manufacturer."

Further, they report: "It costs approximately \$4.68 to write, mail and record a purchase order. It costs an approximate \$1.98 to write a letter.

"This doesn't begin to cover the expense of inventorying, delivering, rotating, or servicing scores of items, many in broken case lots. Here's where the food distributor can save time, trouble and book work for the buyer, store manager and manufacturer."

## TRAFFIC TOPICS

by Tom Scanlan, Scanlan Traffic Service,  
Central States Motor Freight Bureau.

THE general increase in Docket 44825, as reported in July, has been filed and effective date was September 29.

### New England Motor Bureau

We are interested in a proposal by a Willey's Express listing a page full of camps to which they will make delivery at arbitrary of 50 cents and 65 cents on the rate and minimum charge of \$2.00 to \$5.50. New England Motor Tariff 3-G, Supplement 73.

### Middle Atlantic Conference

They had also published a constant charge plan which was suspended, and they are now going to abandon it. Docket D-6650 proposes a ten per cent increase on class rates less than 6,000 pounds, four per cent on 6,000 to 12,000 and two per cent over 12,000, including truckloads, minimum one cent increase. A similar increase on commodity rates. This was recommended by the Standing Rate Committee August 21.

They have issued two circulars regarding rules put in to encourage the use of pallets for freight, feeling they will be economical for both shippers and carriers.

Pick up and delivery at odd hours, holidays, etc. is the subject of new rules proposed in Dockets 6691-10, 6714-15 and 6715-15.

Inside delivery and pickup and delivery to platforms not at truck level is a subject of another proposal with added charges in Dockets 6696-10, 6697-10.

6698-10 proposes new class rates between Baltimore-Washington and various New England rate groups to bring them up to out-of-pocket costs as a minimum.

### Eastern Central

15232 substitutes new increases in charges to replace the constant charge, as reported in July, has been approved by the General Committee on the basis of 36 cents increase in the old minimum charge, 15 per cent on rates up to 1,000 pounds and six per cent from 1,000 to 2,000 pounds. This should be ready for tariff publication around September 1.

15170—an extra charge for extra freight bills failed before the Standing Rate Committee and has been appealed.

15288 would amend mixed truckload rule Tariff 35-1 as to deficit in minimum weight. It would apply the rate on any article taking the greater portion of total weight.

15302 would amend the charge for service outside usual business hours, making the charge 20 cents per 100 pounds, minimum \$50.35.

IA-3500 is a carrier's proposal to retain the old class rates to Ohio (See Docket 15232 above).

### Freight Forwarder Proposals

The freight forwarders have a number of proposals of interest; unfortunately they show meager information in their docket listings.

3547-8-9 and 3571 propose increases on rates to the South.

3551 would advance wharfage and handling charges in Eastern ports.

3573 is interesting and novel — to charge one per cent interest on freight bills not paid on time.

3589 would place ten per cent increase on class rates at off-line points in Official Territory.

3950 proposes five per cent increase at off-line points in Maine, New Hampshire and Vermont.

3960 proposes a \$1.00 charge to change billing prepaid or collect.

3970 would reduce the minimum charge 20 cents if only one package and 10 cents if two packages.

3971 is a new approach to the above and would establish a minimum weight of 10 pounds per packages. Express has a similar rule.

3977 proposes increase of 20 per cent on class rates between trunk line New England and Indiana, Kentucky, Michigan, Ohio and was approved August 14.

4020 proposes an increase between Trunk Line New England and C.F.A.-I.F.A.-W.T.L. of 15 per cent up to 1,000 pounds and six per cent 1,000 to 2,000. Also 2500 pound minimum on retail store merchandise. This is the formula approved by the trucks in Eastern Central. This was amended and approved August 22.

### Railroad Proposals

It is common practice today for a shipper who can increase rail loading to ask for lower rate such as the railroads call "incentive rates" to encourage heavier loading and to recompense the shipper for added cost

of warehouse or stock piling of larger shipments.

WTL 50-3511 and SWL 50-226 propose to cancel many rates in Western Trunk Line Territory and Southern Missouri to New Mexico points in WTL named in Tariff 111 because of lack of movement.

### Middlewest Motor Freight Bureau

Their rate increase of 30 cents for shipments up to 1,000 pounds took effect August 25. The I.C.C. refused to suspend.

### Rail Classification Docket 212

Subject 17 would amend the CC rule and call for further information to be shown on bill of lading, detailing COD amount and charge, and calling for certain papers to be attached.

Subject 22 propose a reduction on duplicating stencils, paper, from Class 100 to 85 and carload 55. We fancy many people use these.

### Truck Classification Docket 105

Subject 122 proposes a change that should be welcome and probably would correct the situation encouraging unlawful billing. It would change the glassware rating based on value from actual value to released value, which makes a lot of sense to us. No change would be made in the ratings or the value break down.

### Other News

An estimate was made that the total transportation tax collected since it became law raised over five billion dollars from freight transportation and 4½ from passenger.

The \$3.00 charge for order bills of lading which "sneaked" into many motor truck tariffs, was placed under investigation by the Commission in Docket 33518 on its own motion, and such charge as named in all the important motor tariff bureau issues was found improper, not justified and should be cancelled. The Commission held that while some extra work was indicated carriers had failed to show how much or what increase would be reasonable and they ordered the charge cancelled by September 26.

Inter-city truck tonnage for the first six months of this year was announced as some three per cent over the prior year, according to A.T.A.

Railroad tonnage and revenue 1960 vs 1961 showed a decrease in the latter year of almost five per cent tonnage and about four per cent revenue. Miscellaneous freight dropped 3.4 per cent tonnage and 2.2 per cent revenue, but forwarder traffic dropped 2.8 per cent freight and 5.4 per cent revenue. We

(Continued on page 20)

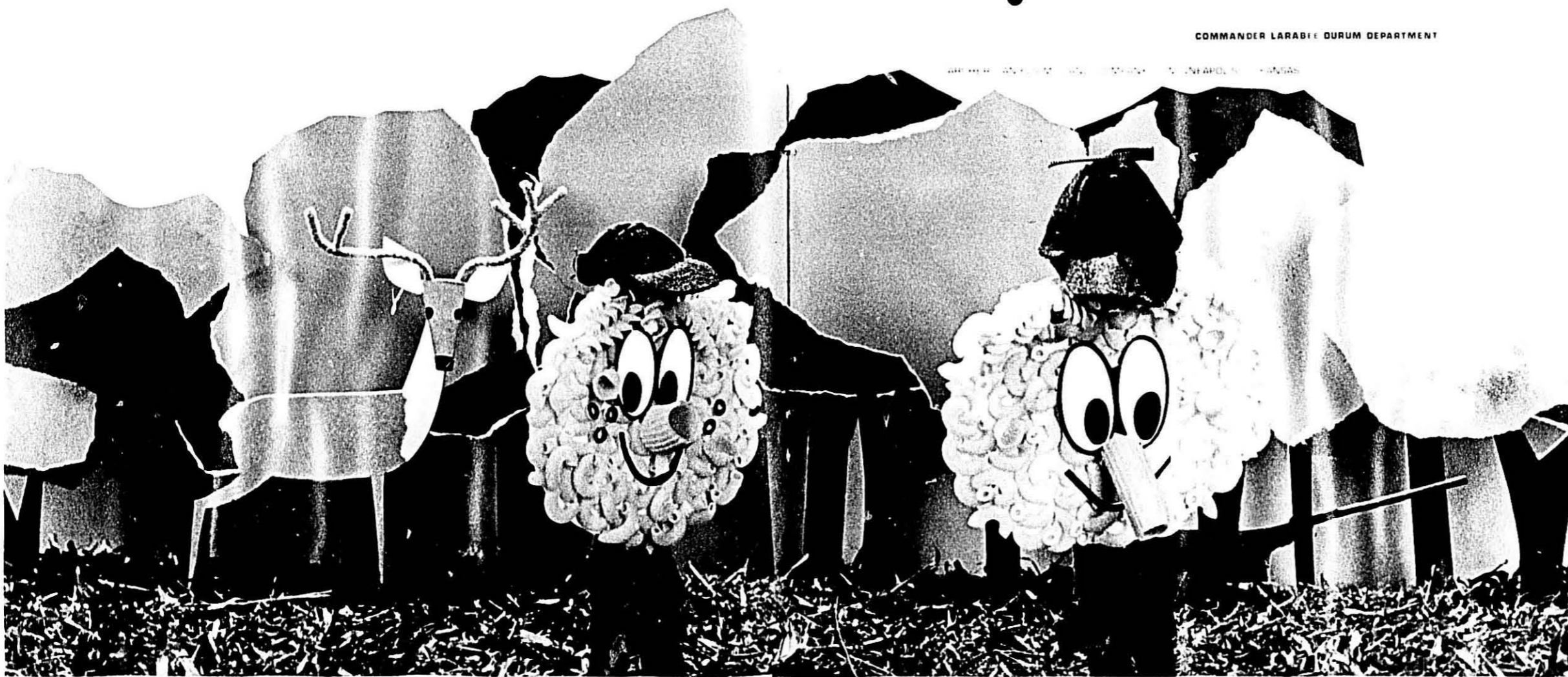
# WHERE TOP PERFORMANCE COUNTS

YOU CAN COUNT ON COMMANDER-LARABEE!

The hunting season on durum wheat never closes for Commander Larabee. From dawn to dusk, Commander's team of durum dead-eyes are out working the fields in search of the finest grains available. Thousands of samples are sent to Commander labs for testing and blending to assure you that only the best grains available ever reach Commander's milling specialists. And even after the bin limits have been bagged, the hunt continues. So, next time you want trophy-winning macaroni results... why not draw a bead on Commander Larabee for durum products you can count on?



COMMANDER LARABEE DURUM DEPARTMENT



### Traffic Topics—

(Continued from page 17)

believe this indicates the forwarders are the greater users of the new Plan 3 and Plan 4 reduced rates.

A Senate Committee has voted to approve exclusion of Railway Express from Section 4 of the Act. We are heartily in accord as this would greatly simplify the express structure which has become very complicated.

The Commission has now required private carriage to maintain an accident record. This has the dual purpose of making them realize what is happening and enabling the ICC men to better check their records and suggest methods of improvement. They do not need file reports of individual accidents.

### Durum Bonanza—

(Continued from page 4)

was still in the fields and ripening slowly because of cool weather. There was some concern for quality damage, but the quantity was there.

Obviously, blending of the past year will be eliminated. In addition, consideration is being given to the reinstatement of subsidies on exports that were suspended in the past year. Effect of subsidies is questioned on account of enlarged foreign production. Canada, for example, has an estimated crop of 58,400,000 bushels, against 14,500,000 in 1961. Estimates on the total world surplus of durum are around 120,000,000 bushels, largest in many years. In the year ahead a determination is expected by the Secretary of Agriculture that no special acreage program is needed for 1963, which would force a return to establishing allotments. Such a determination is necessary before subsidies can be reinstated.

### MINNEAPOLIS MARKET

From USDA Grain Market News

No. 1

1962	Amber Durum	Semolina
7-8	\$2.65-2.73	\$7.45-7.55
7-13	2.65-2.73	7.45-7.55
7-20	2.65-2.73	7.45-7.55
7-27	2.68-2.73	7.45-7.55
8-3	2.68-2.73	7.35-7.45
8-10	2.63-2.71	7.25-7.35
8-17	2.57-2.65	6.95-7.10
8-24	2.55-2.60	6.80-6.95
8-31	2.53-2.58	6.55-6.95
9-6	2.48-2.52	6.45-6.70
9-13	2.55-2.60	6.60
9-20	2.52-2.55	6.50-6.60

### Macaroni Prices

The Bureau of Labor Statistics reports the national average for macaroni prices in July unchanged at 24.8 cents per pound.

### French Durum Mission—

(Continued from page 6)

point of view the French production figure might be called very modest, as compared to Italian production of 1,500,000 tons a year (10-year average), and total world production of 10,000,000 or 12,000,000 tons. According to current opinion, regulations of the European Economic Community (European Common Market) will not have too much influence on French durum production.

### Price Props for Wheat

Government price-support systems are used by nearly all important wheat producing countries of the world, according to information received by the North Dakota State Wheat Commission from the United States Department of Agriculture.

A survey conducted by the USDA's Foreign Agricultural Service provided data on 38 countries with wheat price supports. Here is a list of these countries along with the support price per bushel for each:

Algeria	.....	\$2.67
Argentina	.....	1.16
Australia	.....	1.76
Austria	.....	2.85
Belgium	.....	2.57
Brazil	.....	2.22
Canada	.....	1.39
Chile	.....	1.40
Colombia	.....	2.81
Costa Rica	.....	—
Denmark	.....	1.94
Ecuador	.....	2.52
Egypt	.....	1.63
Finland	.....	4.44
France	.....	2.26
Germany (West)	.....	2.97
Greece	.....	2.45
Iran	.....	2.17
Ireland	.....	2.12
Italy	.....	2.83
Japan	.....	3.01
Kenya	.....	1.97
Mexico	.....	1.99
Morocco	.....	2.10
Netherlands	.....	2.31
New Zealand	.....	1.95
Nicaragua	.....	—
Norway	.....	3.82
Pakistan	.....	2.07
Panama	.....	—
Portugal	.....	2.88
Rhodesia	.....	—
South Africa, Rep. of	.....	2.35
Spain	.....	2.47
Sweden	.....	2.38
Switzerland	.....	4.11
Syria	.....	4.15
Tunisia	.....	2.72
Turkey	.....	1.90
United Kingdom	.....	2.03
United States	.....	2.00
Yugoslavia	.....	1.38

It is interesting to note that Argentina, Australia, Canada, and New Zealand, chief competitors of the United States in export wheat markets, all have a lower support price than the United States.

Wheat Commission officials note that the United States' support level along with premiums based on the new sedimentation test prices United States wheat above most of these countries, making competition on the basis of price extremely difficult.

They point out that there is difficulty staying below the maximum price of \$2.02½ a bushel set by the International Wheat Agreement.

Reduction of rail rates to West Coast ports accompanied by a special spring wheat export subsidy would help make U.S. quality wheat more competitive in the world markets, they explained.

The commission has been working for a 70-cent per hundred rate to West Coast ports. The present rate from Minot is \$1.34.

Through the efforts of the North Dakota Wheat Commission in cooperation with Great Plains Wheat, Inc., a special spring wheat export subsidy has already been granted by the USDA.

### Parma Plaudit

"Durum—The Standard of Quality" received the Gold Medal Award at the Seventeenth International Exhibition of Preserved Food and Packing held at Parma, Italy, for best illustrating the use of basic foods and the economic-social duties of the food preserve trade. This is one of many awards the film has received in similar competitions.

Distributed by the National Macaroni Institute, Durum Wheat Institute, and the North Dakota State Wheat Commission, the film tells the story of durum from the field to the table.

It has had wide distribution in schools, service clubs and civic groups, and summer camps. It was shown at the presentation of the National Macaroni Institute to the Food Editors' Conference. A Memphis department store showed the film to shoppers during National Macaroni Week.

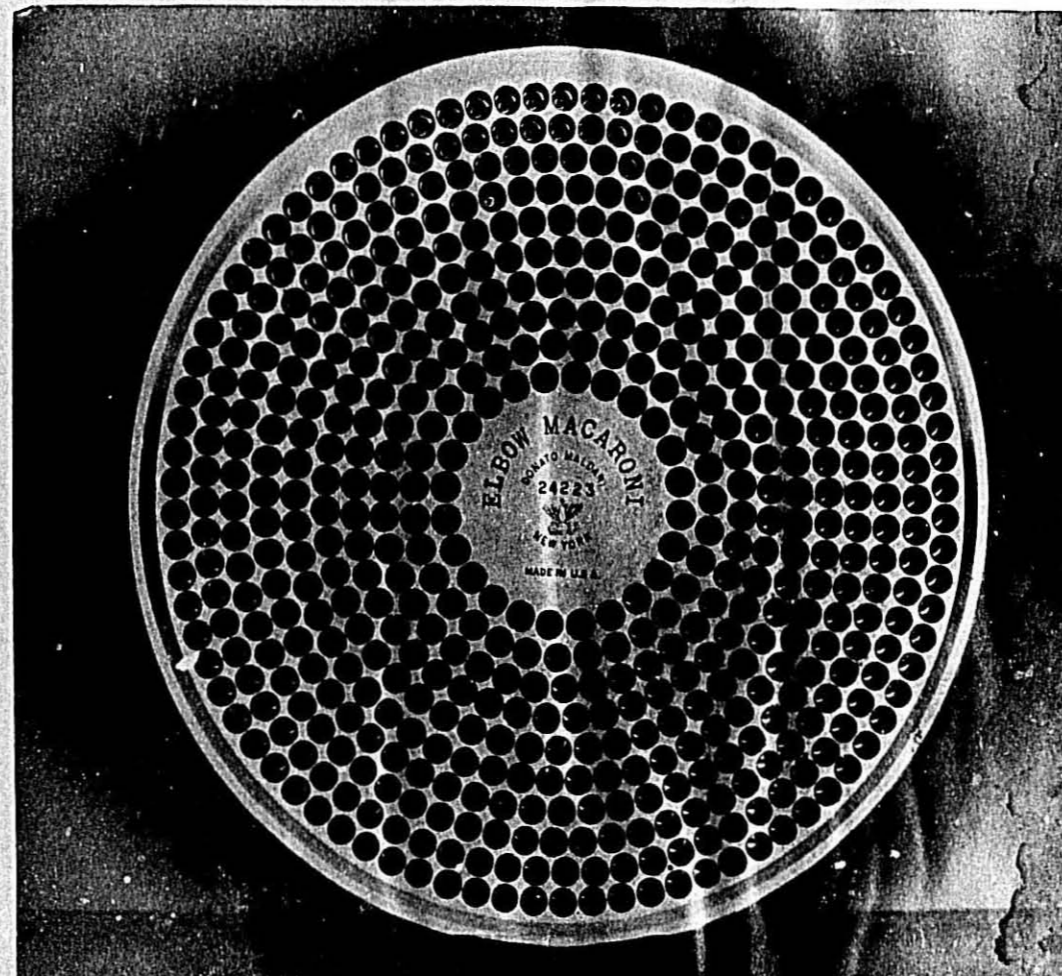
### Doughboy Purchase

Doughboy Industries, Inc., New Richmond, Wisconsin, has purchased Elgin Manufacturing Company, Elgin, Illinois, manufacturer of packaging machines, in an exchange of stock. Elgin's sales reportedly will exceed \$1,000,000 this year.

Doughboy said the purchase is part of a plan to broaden the product line of Doughboy's Packaging Machinery Division and to expand markets.

**Maldari Dies are known for Quality, Workmanship, Precision -- and Maldari is known for Service, Reliability, and Guarantee**

Our Fifty-ninth Year



**D. MALDARI & SONS, INC.**

557 THIRD AVENUE

BROOKLYN 15, NEW YORK

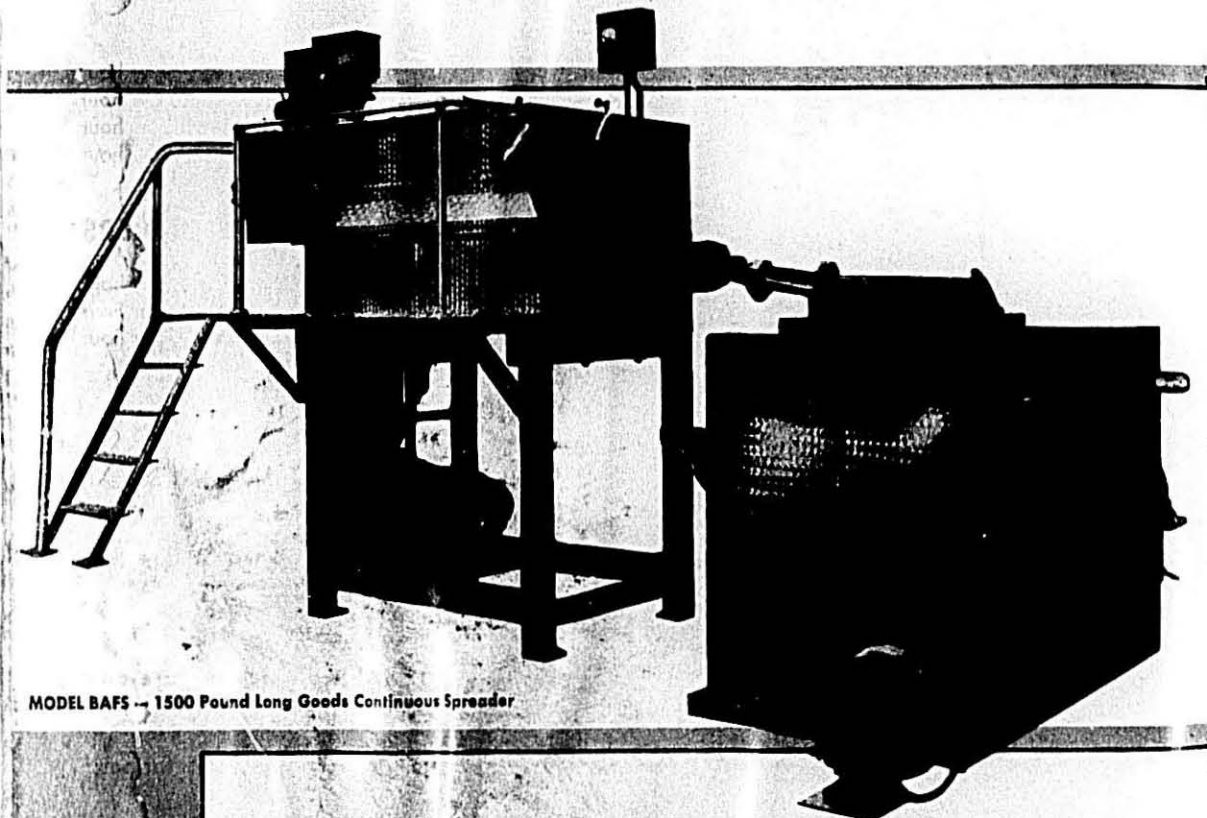
U.S.A.

Manufacturers of the finest Macaroni Dies distributed the world over

**ANOTHER  
FIRST!**

**NEW SANITARY CONTINUOUS EXTRUDERS**

A new concept of extruder construction utilizing tubular steel frames, eliminates those hard-to-clean areas. For the first time a completely sanitary extruder . . . for easier maintenance . . . increased production . . . highest quality. Be sure to check on these efficient space-saving machines.



MODEL BAFS -- 1500 Pound Long Goods Continuous Spreader

**\*NEW  
\*\*NEW  
NEW**

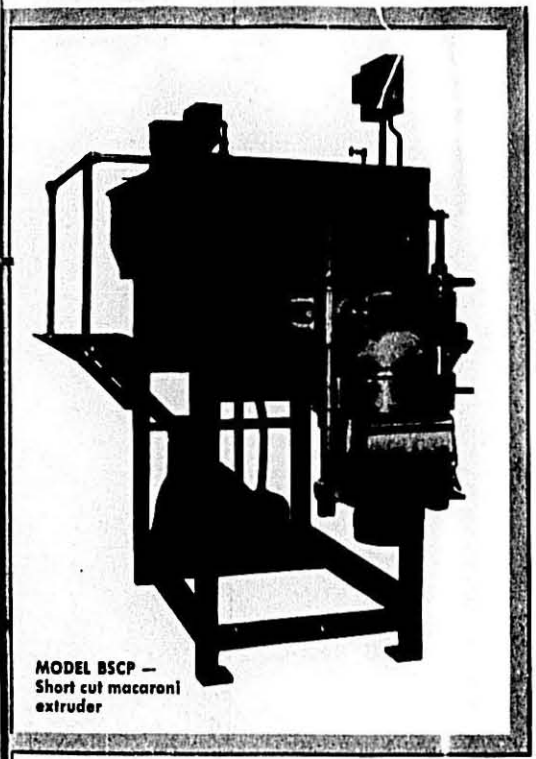
**POSITIVE SCREW FORCE FEEDER** improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

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\*patent pending  
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## The Egg Market

Henningsen Foods reports that the sharp price rise for shell eggs combined with the traditional lighter weight egg production of the late summer and early fall, has led to rising egg product prices.

Egg product prices are based on the cost of shell eggs, the liquid egg yield per case of shell eggs, and the relative strength of albumen and yolk. The spring of 1962 saw some really cheap shell egg prices and that, combined with the heavy spring case yields, made egg product prices over the past few months the most attractive in many years.

As was expected, however, prices could not continue at these low levels forever and they have been on the rise gradually since mid-summer. In the past few years most of the advance in shell egg prices has been reflected in yolk, while albumen has tended to remain at relatively low price levels despite higher egg costs. This year, however, albumen prices have been rising with shell egg prices and much of the strength in shell eggs has been reflected in higher albumen prices.

### Ballas Is Back

Ballas Egg Products in Zanesville, Ohio is back in production after their fire last month. During their inactivity they continued buying eggs and report their inventory is in good shape to meet their commitments.

They cite the following advantages of egg solids for noodle manufacturers:

1. No defrosting and waiting for eggs to become liquid. No thawing rooms, no mess in the general working area.
2. Eliminates the approximate two ounces or more of liquid that adheres to the sides and bottoms of each can. Eliminates the mess of scraping out the can.
3. Egg solids are very easily measured or weighed.
4. No problem of disposing of messy egg cans—no washing, rinsing or cleaning cans.
5. Production can be increased or decreased, depending on day to day conditions.
6. Eliminates freezing and storage costs. Saves valuable plant space.
7. Egg solids are uniform in solids and functional qualities reducing variation in performance of eggs.
8. Reduces number of deliveries—saves labor—saves space—saves time—saves expenses.
9. Drums have a resale value or can be used in your plant.
10. Egg solids offer these money

## Cold Storage Report

	Sept. 1, 1962	Sept. 1, 1961	Sept. 5-yr. Avg.
Shell Eggs .....	250,000	280,000	687,000
Frozen Eggs .....	119,503,000	108,425,000	142,822,000
Frozen Whites .....	29,668,000	27,391,000	41,762,000
Frozen Yolks .....	30,367,000	28,715,000	35,043,000
Frozen Mixed .....	56,472,000	45,975,000	59,449,000
Frozen Unclassified .....	2,998,000	6,404,000	6,568,000
Shell and Frozen Case Equivalent .....	3,275,000	3,025,000	4,324,000

saving advantages 12 months of the year.

11. Freight saving—you pay freight on solids only. Ballas products are carefully and scientifically blended in the liquid before drying.

The United States Cold Storage report indicates that egg whites were still in demand and prices firm. On September 1, there were 2,335,000 more pounds of whites than in 1961 and 1,652,000 more pounds of yolks. Breaking was almost at a standstill.

### Chicago Market

In the Chicago market, current receipts of shell eggs ranged 27 to 35 cents in September compared to 30 to 34.5 cents in 1961. Frozen whites were in a range of 10.5 to 12 cents, with frozen whole eggs 23.5 to 25.5 cents. Dark colored yolk ranged from 55 to 57 cents. Dried yolk solids ranged \$1.11 to \$1.19 with dried whole eggs 98 cents to \$1.12.

### August Increase

Production of liquid egg and liquid egg product (ingredients added) during August 1962 was the largest for the month since August 1944 according to the Crop Reporting Board. Production totaled 48,918,000 pounds, compared with 41,833,000 pounds in August 1961 and the average of 37,773,000 pounds. The quantities produced for immediate consumption, drying and freezing were all larger than in August last year.

Liquid egg used for immediate consumption totaled 3,810,000 pounds, compared with 3,152,000 pounds in August 1961. Liquid frozen totaled 27,850,000 pounds—up 16 per cent from August 1961. Storage holdings of frozen eggs at the end of August 1962 totaled 119,503,000 pounds, compared with 108,425,000 pounds same time last year and 1956-60 average of 154,728,000 pounds. This was a decrease of 3 million pounds during August, compared with 4 million pounds in August 1961 and 1956-60 decrease of 8 million pounds. Quantities of liquid egg used for drying were 17,756,000 pounds in August 1962 and 15,160,000 pounds in August 1961.

Egg solids production during August totaled 4,617,000 pounds, compared

with 3,928,000 in August 1961 and the average of 3,730,000 pounds. Current production consisted of 2,363,000 pounds of whole egg solids, 808,000 pounds of albumen solids and 1,440,000 pounds of yolk solids. In August 1961, production consisted of 2,002,000 pounds of whole egg solids, 701,000 pounds of albumen solids and 1,225,000 pounds of yolk solids.

### De Martini Demise

Edward J. King, president of the De Martini Macaroni Company, Inc., of Brooklyn, New York, has announced that after 50 years the company has gone out of business.

It was decided to cease operations rather than invest any additional capital. The company is in the process of liquidating all of its assets and has ceased operating its macaroni presses. The machinery has been sold to Ambrette Machinery Corporation of Brooklyn, who are offering it for sale to the macaroni-noodle industry.

Mr. King writes: "It has always been our sincere pleasure to be affiliated with the National Macaroni Manufacturers Association and its members and we wish you all to know of our feelings."

### What's for Dinner, Mrs. Skinner?

Skinner Macaroni Company of Omaha gives the answer to homemakers in recipe ads appearing in six national magazines as well as local newspapers in their new fall promotion. Strong in-store promotion plans are plugged in trade advertising, stressing related item sales.

### Wheat Official

Howard W. Hardy, a wheat farmer from Beach, North Dakota, was recently elected vice president of Great Plains Wheat, Inc. Hardy, long active in wheat-grower work, will work closely with President Clifford R. Hope in administering the world-wide efforts to expand and develop markets for United States wheat.

Bus Session at the Billmore, New York City, November 15.

THE MACARONI JOURNAL

## Want to join the club?

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## FOOD EDITORS CONFERENCE

EAST side, west side, all around the town—the occasion was the 20th Annual Food Editors' Conference held under the sponsorship of the American Association of Newspaper Representatives at the Waldorf-Astoria in New York City.

From the east coast, from the western states (yes, even from Hawaii), from northerly Canada, south to Florida, and all the states in between, as well as from Scandinavia, some one hundred fifty-three food editors gathered to learn about the newest in foods and recipes, new cooking techniques as well as serving ideas.

The program, claimed to be one of the best ever, was presented by forty-five food and manufacturing companies. The format called for breakfast meetings, morning sessions, luncheon meetings, afternoon sessions, cocktail parties, dinner meetings, followed by either the theater or entertainment or further parties on a seven-day schedule. The reason most food editors are women is because it takes the stronger sex to stand this schedule. There are a few notable exceptions however, such as Gaynor Maddox, a masculine authority on foods and cooking sending his column to some 800 newspapers.

The National Macaroni Institute was one of the organizations represented on the Food Editors' Conference program.

### News and Features

On Thursday, September 20, Theodore R. Sills & Company presented "Macaroni News and Features."

The feature was Monsignor John Romaniello, "The Noodle Priest of Hong Kong." Monsignor Romaniello as director of Catholic Relief Services in Hong Kong told the food editors how he distributes 6000,000 pounds of noodles a month to hungry Chinese refugees in Hong Kong.

Father Romaniello decided he wanted to be a missionary to China when he was a young boy. He spent over twenty years in Southern China until he was expelled by the Chinese Communists in 1951. He returned to China, to Hong Kong and his present duties, in 1958. Distressed because American Relief Supplies were being wasted and sold in the black market because the hungry Chinese simply could not make use of them, Father Romaniello determined to correct the situation.

Father Romaniello says he has "lived and breathed noodles" since



Monsignor John Romaniello

1957 when he first began to make noodles from wheat flour, cornmeal flour and milk powder. American Relief supplies unusable by the poverty-stricken Chinese who have limited cooking facilities.

Father Romaniello's idea of putting the food products together in a food familiar to the hungry people came when he observed a small girl giving a baker a five-pound bag of flour in exchange for two pounds of noodles. He said, "Observing the transaction, I felt it was unfair. I thought the fresh noodles were heavy, and that the little girl had received too little for her precious five pounds of flour."

The kindly priest spoke to the little girl, "Look here, you have received only two pounds of fresh noodles, and that isn't right."

### Oh, It's Wonderful

"Oh, it's wonderful," the little girl replied. Looking up at the priest, she explained enthusiastically, "I have a younger brother and sister, and I bring the noodles home, I drop them in a pot, I add a little salt, I boil them and they cook easily. I serve them in rice-bowls, and the three of us eat together. Really, it's wonderful! When we don't have noodles, we have to wait until my parents come home from work, and that isn't until late at night. Noodles are wonderful!" she affirmed as she stepped out into the street.

The little girl didn't know that the gentle, smiling priest was an American administering United States surplus flour, and that he was on an inspection

tour of bakeries. Nor did she realize the significance their brief conversation was to have. It sparked the priest's imagination; he wondered, "Why can't I make noodles out of the American flour, and give the noodles free to the Chinese girl, and to thousands of other hungry refugees in Hong Kong."

Following this chance meeting, Monsignor Romaniello sought help in developing a formula for a tasty noodle using the surplus foods, searched for factory sites, and solicited funds to get his "noodle program" under way. He describes himself as a modern Marco Polo: "Legend has it that Marco Polo brought noodles from China to Italy, and now I am bringing nourishing noodles to the hungry Chinese in Hong Kong in their time of greatest need."

Through the United States Foreign Aid Program millions of pounds of American supplies — milk powder, cornmeal and wheat flour—are shipped annually to Hong Kong. These are the ingredients in "Romy's noodles." The formula is 75 per cent wheat flour, 20 per cent milk powder, and five per cent cornmeal flour. The noodles are made in the same way that they are made in American macaroni plants, though with less modern equipment.

The noodles are cut into 12-inch lengths and packed in paper bags marked in English and Chinese: "Donated by the People of the United States." Two hundred thousand bags, of three pounds each, are distributed to refugees each month. Thus over a million hungry people get to eat tasty noodles.

Monsignor Romaniello, soft spoken and smiling, is a man of many talents; he has written a book, now published in a paper-back form under the title "Escape from Red China;" he has written a song, which he will sing at the drop of a noodle, called "Noodles in the Morning."

Noodles are the number two staple food in China; they are popular food in America and in many other countries around the world. The National Macaroni Institute has researched some interesting recipes from other countries; you'll like this one with Burmese origin.

### Burmese Chicken and Noodles

(Makes 4 to 6 servings)

3-pound chicken, cut in pieces  
 1/4 to 1 teaspoon saffron, crushed  
 1 tablespoon salt  
 1 quart boiling water  
 2 1/2 cups chopped onions

3 cloves garlic minced  
 1/4 teaspoon ginger  
 1/4 teaspoon chili powder  
 1/4 cup salad oil  
 1 tablespoon salt  
 3 quarts boiling water  
 8 ounces medium egg noodles  
 (about 4 cups)

1 1/2 cups milk  
 1/4 cup flour  
 2 tablespoons flaked coconut  
 Chopped hard-cooked eggs, sliced  
 scallions or green onions, diced  
 tomato

Rinse chicken and rub with saffron; add chicken and 1 tablespoon salt to 1 quart boiling water. Cover and simmer 1 hour or until tender. Remove meat from bones in large pieces. Boil stock rapidly until reduced to 2 cups; reserve. Combine chicken, onion, garlic, ginger, chili powder and oil in large saucepan; cook until onion is tender. Add reserved stock and cook over low heat 15 minutes, stirring occasionally.

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

Blend some of milk with flour; stir flour mixture, remaining milk and coconut into chicken mixture. Cook, stirring constantly, until thickened. Serve chicken over noodles; pass



Burmese Chicken and Noodles.

chopped eggs, sliced scallions and diced tomato.

### Durum Is News

The news is the durum bonanza this year in sharp contrast to last year's shortage. Homemakers across the country were assured that there is a plentiful supply of top-quality macaroni products available on the supermarket shelves.

This message came from a wheat

farmer and grain association official who spoke during the National Macaroni Institute presentation before the annual Newspaper Food Editors' Conference. The speaker was Harold Hofstrand, of Leeds, North Dakota, a director of the Durum Growers Association. Durum wheat is the principal ingredient of macaroni products.

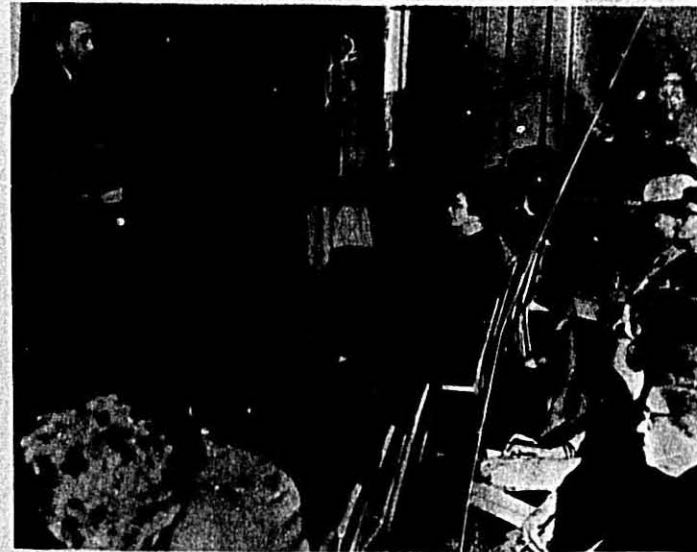
Hofstrand, who just completed harvesting his own durum wheat fields before flying to New York for the talk, reported that the total harvest of durum wheat is expected to reach an estimated 67,000,000 bushels this fall. This figure is more than three times last year's crop and almost twice the normal size. The low supply of durum wheat available last year resulted from drought and heavy export demands.

Durum wheat is used almost exclusively for macaroni products because of its amber color, "nutlike" flavor and qualities which provide excellent cooking tolerances in the macaroni products made from it.

Hofstrand explained that when the durum wheat is harvested from the fields, it goes to the millers who extract the heart of the durum wheat and grind it into semolina either in granular or flour form.

The semolina is then shipped to macaroni manufacturers throughout the nation who process it via rigid quality control methods into spaghetti, elbow macaroni, egg noodles and scores of other novelty shapes and sizes.

(Continued on page 30)



Harold Hofstrand tells the food editors about durum.

AFTER YEARS OF RESEARCH, EXPERIMENTATION AND ENGINEERING,

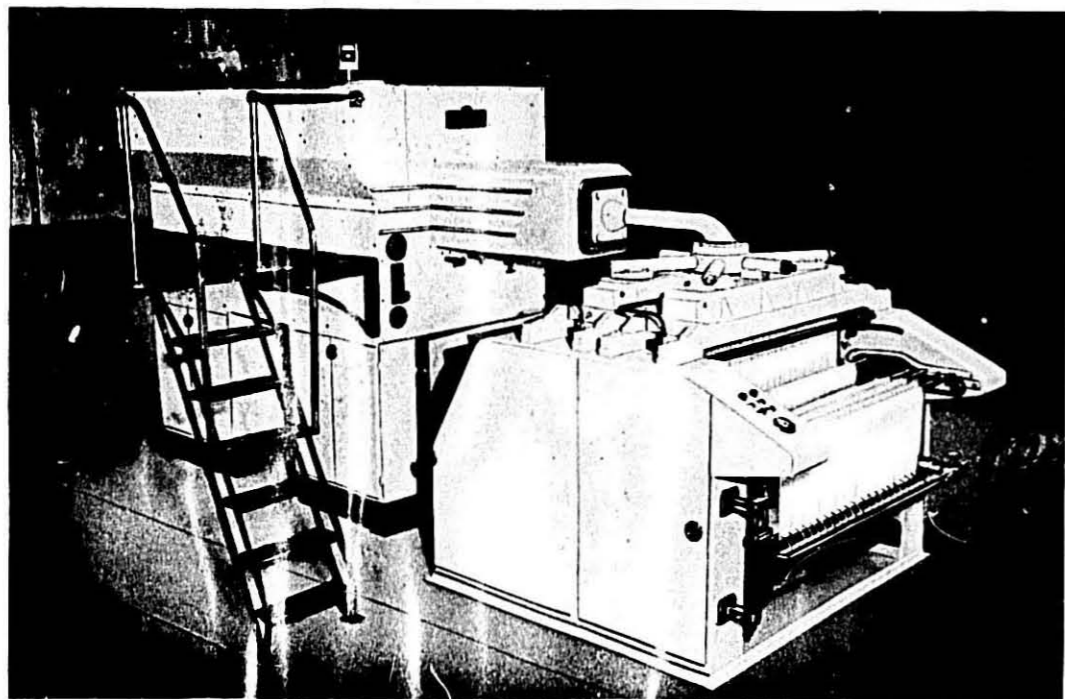
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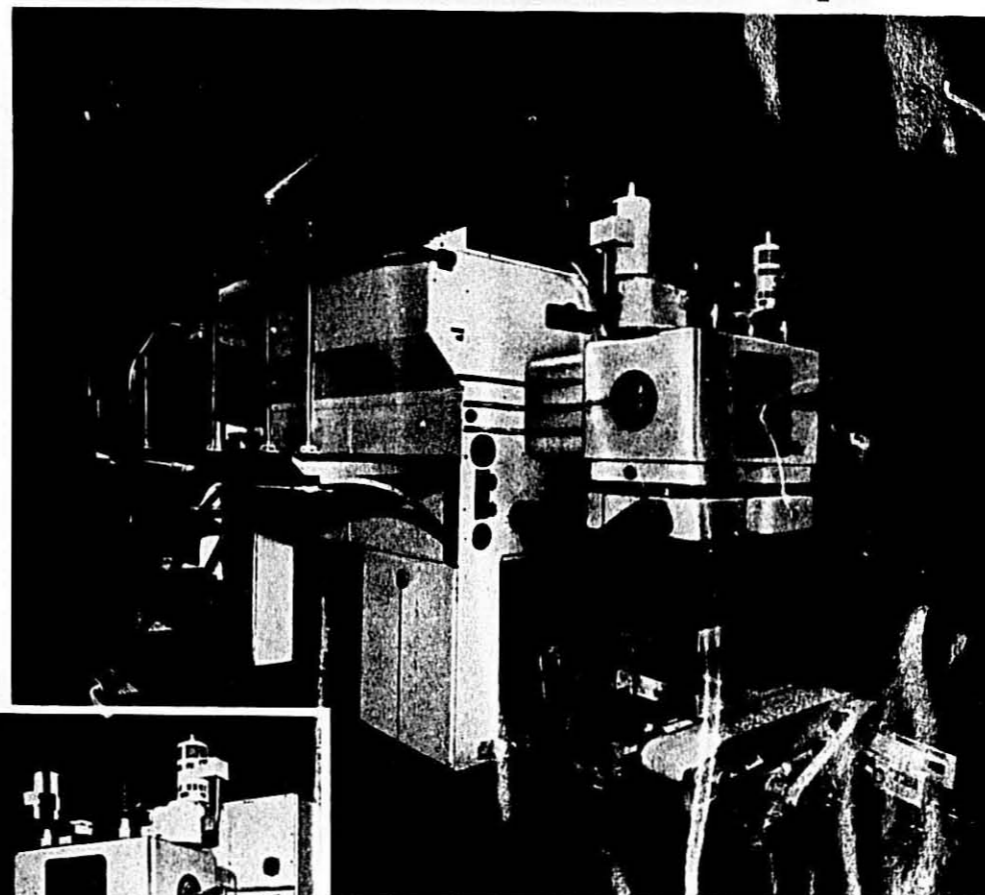
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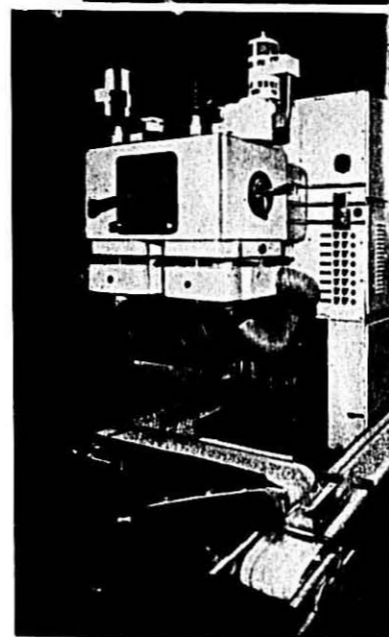
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### Food Editors Conference—

(Continued from page 27)

Durum wheat, Hofstrand pointed out, is grown mainly in the "Durum Triangle," an area which encompasses North Dakota, and adjacent states of Minnesota, South Dakota and Montana.

Durum was first brought to the United States in 1853 but it was not until 1900 that durum varieties, brought from the Crimean section of Russia by Mark A. Carleton, a pioneer wheat scientist with the United States Department of Agriculture, were grown successfully. Carleton helped develop the durum crop by finding through experimentation which part of the country was best suited for the growing of durum wheat, Hofstrand said.

A constant program of research is being conducted at North Dakota State University and in other cereal chemistry laboratories to develop disease-resistant strains of durum to provide adequate supplies for the future.

Agricultural know-how, research and a very welcome assist from Mother Nature is delivering us the very best supply of raw materials for macaroni products, Hofstrand said.

With per capita consumption of macaroni products now at 7.4 pounds and increasing every year, we on the farm will continue to do our very best to insure that the consumer has ample supplies on hand to prepare spaghetti and meat balls, elbow macaron and cheese, noodle casseroles, and other macaroni favorites, Hofstrand said.

A condensed version of the movie "Durum — Standard of Quality" completed the presentation. This prize-winning film is being distributed primarily to schools across the country by the North Dakota Wheat Commission, Durum Wheat Institute, and the National Macaroni Institute.

On September 17, Sills & Company entertained the food editors at a Nightcap Party, complete with caps and invitations suitable for astronauts, calling for a blast-off at 10:00 p.m. A goodly crowd was on hand, and a good time was had by all.

### American Eating Habits Are Changing, Says Food Expert

Americans are becoming more daring in their eating habits and are venturing to try exotic foods that would have been unthinkable for them only a decade ago.

Up to 10 years ago, says Dr. Stephen Gaymont, "America was strictly a meat and potatoes country. We were



Nightcops! Nightcops everywhere! In the crowd front and forward is Lloyd Skinner. Back and left of center is Jack Wolfe.

among the most ultra-conservative eaters in the world."

Today, he says, one out of every nine Americans will know, for example, what yogurt is, and has tasted it at one time or another.

Dr. Gaymont, a feed scientist, attributes the change in American eating habits to a number of factors.

One, there has been "an influx of European people," bringing European foods and recipes which they have successfully introduced to today's mobile American society.

At the same time, Americans have been travelling abroad in increasing numbers—and leaving their dinner-time conservatism on this side of the ocean.

"They might never think of trying snails in Chicago—but they will tackle them in Paris," observes Dr. Gaymont. "When they come back home, they bring their newly-acquired gourmet tastes home with them."

The third factor, Dr. Gaymont asserts firmly, is that Americans are sampling more delicacies these days because they have become diet-conscious weight-watchers. "In the old days nobody gave a second thought to, say, mashed potatoes and gravy at every meal. But now with so many Americans watching their weight, they are searching around for tasty change-of-pace dishes instead of serving one heavy meal after another."

A lot of gourmet delicacies—yogurt for instance—are low in calories, he points out, and weight-watchers are gravitating to them. Similarly, they are turning to spices, which don't figure at all in adding poundage, to give zest, greater interest in food in general and a great awareness of the tremendous variety of foods, Dr. Gaymont says.

"It adds up to a complete revolution in American eating habits—and a complete change to a diet-dictated menu."

### New Lab at North Dakota State

A big step forward in North Dakota agriculture was taken in September with ground-breaking ceremonies for a research lab on the NDSU campus, Fargo.

While located in North Dakota, the five-building, \$2-million lab will affect agriculture all over the nation, speakers pointed out.

New safer insecticides, weedicides and pesticides will result from the first work done in the lab when the buildings are complete.

Confidence in the value of research is demonstrated by the fact the project is under way, speakers said, in referring to the history of research written by NDSU pioneers over the years.

Speakers included United States Senator Milton R. Young, United States Representative Hjalmar Nygaard, Aled P. Davies, vice president of the American Meat Institute, Chicago; Donald G. Fletcher, executive secretary of the Crop Quality Council, Minneapolis; Dr. H. R. Albrecht, president of NDSU, and others.

Dr. Albrecht said the new facilities "will be a tremendous boost to the scientific complement of the community," bringing in many new families of high caliber and a staff of scientists whose work will be cohesive with that of the university's staff.

The staffs will supplement each other, said the university president, and such institutions as NDSU and other state universities "will set the economy of the Great Plains area."

He expressed appreciation "to the contributions so many people have made and their confidence in this university. They and all of you will be tied with us to the destiny of North Dakota."

### New Wheat Commission Members

Mearl H. Gifford of Gardner, North Dakota, formerly vice chairman, was named chairman of the North Dakota State Wheat Commission at the annual election in July. He succeeds Arthur G. Knorr of Sawyer.

Sydney Hoveskeland of New Rockford is the new vice chairman. Named to Great Plains Wheat's board of directors were Gifford, Otis Tossett of Lansford, who serves as chairman of the GPW board, Hoveskeland, and Tom Ridley of Langdon.

### Agency for Anthony

Anthony Macaroni Company of Los Angeles has appointed DuVernet as their advertising agency.

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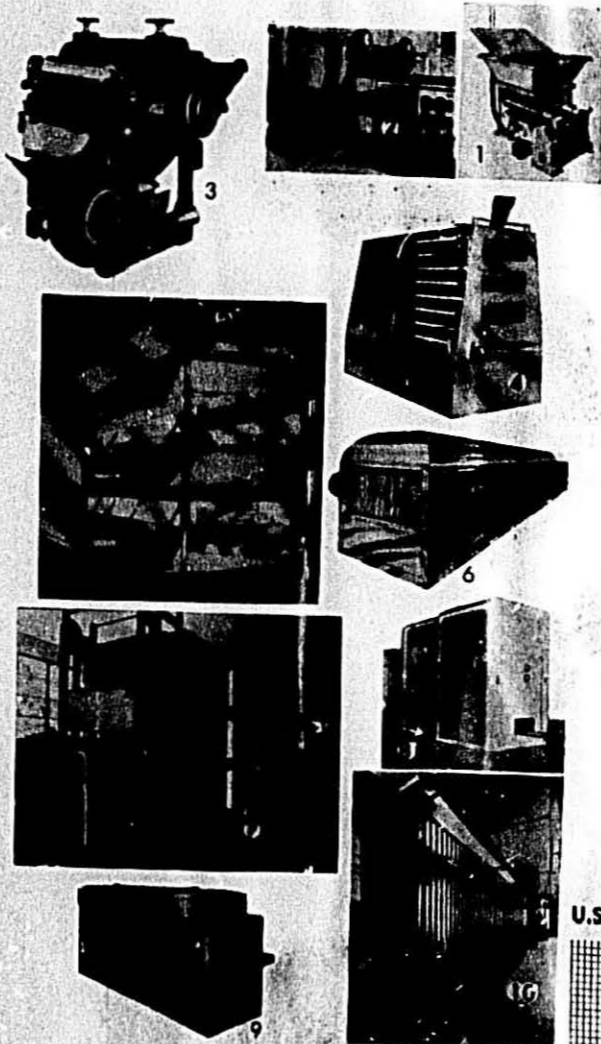
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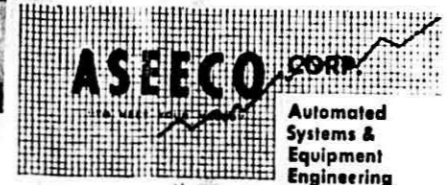
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## Deferred Compensation for Key Executives

first in a series of three articles by  
I. Austin Kelly III, President,  
National Employee Relation Institute, Inc.



Think twice before deciding on a contributory plan. While it appears to have many advantages it means that management loses control over changing provisions of the plan and can be blocked by actions of the employees. You may save money now, but you will save headaches in the long run and employees will like it better.

**WHAT'S** the word on executive-level pension plans in industry? Here are a few of the comments I've heard recently in talking with owners and executives of typical firms across the country:

From the president of a small company in Chicago: "Sure, we would like to have a pension plan for our key people, but we don't dare tie ourselves down to a fixed annual deposit."

The owner of a New England company: "Everything about pensions sounds fine until you get to that thing called 'past service.' Why, the last pension salesman I saw said it would cost us \$187,000 to cover this before we even started on current payments. Believe me, he left in a hurry."

A comptroller of a firm in New York: "We're interested because our factory workers have a union plan. Unless we do something soon for our key people, I'm afraid we're going to lose some of our best men."

And from a tiny company on the West Coast: "Everything tells us we are too small to qualify. We only have four people in the office."

I selected these comments because they are so indicative of the interest—and the confusion—that exists on pensions in the macaroni manufacturing field today. Another that I might add is one that I have heard in various forms from nearly everyone I've met. It usually goes something like this: "We've listened to so many pension salesmen and seen so many plans and proposals that we no longer know what's good and what isn't. Where in the world can we find some impartial source of information? Where can we get unbiased information?"

This is a serious problem today. Every pension salesman naturally has a pet plan to sell. Instead of starting with the company's objectives, he has to sell his plan whether it fits the company's needs or not. And when you consider that there are hundreds of such plans, each one slightly different from the others, you can readily see why confusion is compounded on confusion.

### Common Misunderstandings

I'll have some suggestions to make on this score later on, but first let's get down to cases. Let's tackle some of the common misunderstandings that are found today among companies in the macaroni manufacturing field. More important, let's see how easily these obstacles can be overcome with the proper help.

Perhaps the number one reason why



Keep eligibility rules tight. The primary reason for the plan is to keep the hard core of essential employees without which the company could not efficiently progress, not to cover every little office girl whose primary interest is marking time until she gets a husband.

more companies do not now have pension plans for their key personnel is cost. And the reason for this may surprise you for I have found that it is the "stock model" plan rather than the individually-tailored plan that is the offender.

Let me explain why this happens. Just as when you buy a new car off the showroom floor and have to pay for extra equipment whether you want it or not, the "stock model" pension plan usually has special "frills" that you really don't need. Naturally, these "extras" mean extra cost—and more commission for the salesman.

My answer to this is that the place to start is not with an existing plan but with your own requirements. Decide what you want your plan to do—then have it designed from scratch to meet these requirements.

For example, you certainly don't want to include everyone in your plan. By confining it to the hard core of key people, you achieve your basic aim in having a plan—and automatically reduce your cost. So I recommend that you keep your eligibility requirements as tight as Internal Revenue will permit for tax-deductible plans.

### Problems of Age

Take the matter of minimum age—the point when an employee becomes eligible to enter the plan. Set this at age 30 and you will keep out most of the younger "jobhoppers" who are

(Continued on page 34)

THE MACARONI JOURNAL



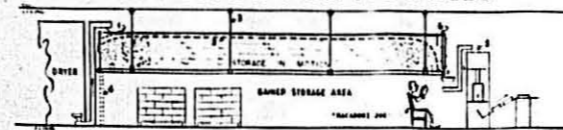
## VERTI-LIFT OVERLAPPING BUCKET ELEVATOR



ASEECO CORP. has helped these and many more leading firms with its VERTI-LIFT.

Anthony Macaroni Co. • American Beauty Macaroni Co., Kansas City  
• American Beauty Macaroni Co., Los Angeles • American Beauty  
Macaroni Co., Dallas • American Home Prod. • American Nut Co. •  
Bell Brand Foods • Bel Air Foods, Inc. • California Date Growers, Inc.  
• Calelli Foods Ltd., Canada • D and R Nut Co. • Dumak, Inc.  
• Emery Industries, Inc. • Elliot Mfg. Co. • Fresno Macaroni Mfg. Co.,  
Inc. • Gallo Macaroni Co. • Germain Seed Co. • Golden Dip. Co.  
• I. A. Nut Co. • L. A. Service Packing Co. • Major Italian Foods  
Co. • Malina Harinero, Hermosillo, Mexico • Parler Macaroni  
Mfg. Co. • Prepared Food Products • San Giorgio Macaroni  
Co. • Service Packing Co., Canada • Laura Scudder's • U. S.  
Macaroni Mfg. Co. • Valley Date Gardens, Inc. • Venus Foods, Inc.  
Waterman Louis Seed Co.

## STOR-A-VEYOR FOR NOODLES



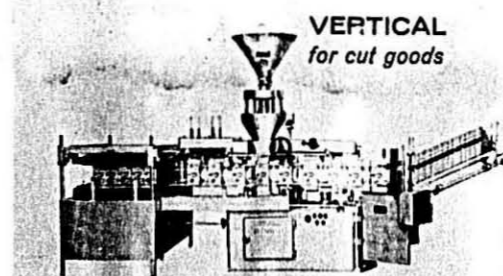
ASEECO CORP., 1830 W. Olympic Blvd., Los Angeles 6, Calif.

Please send bulletins of ASEECO equipment as checked below:

Name \_\_\_\_\_ Title \_\_\_\_\_

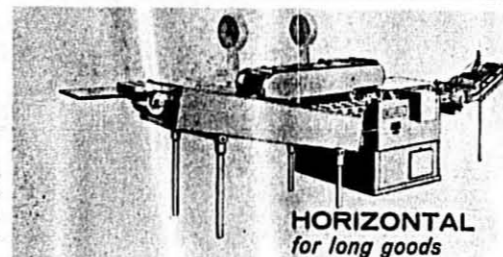
Company \_\_\_\_\_ Address \_\_\_\_\_

- Automatic Check Weigher     Vertical Cartoning for Cut Goods  
 Verti-Lift Bucket Elevator     Horizontal Cartoning for Long Goods  
 STOR-A-VEYOR for Noodles     FORM and FILL

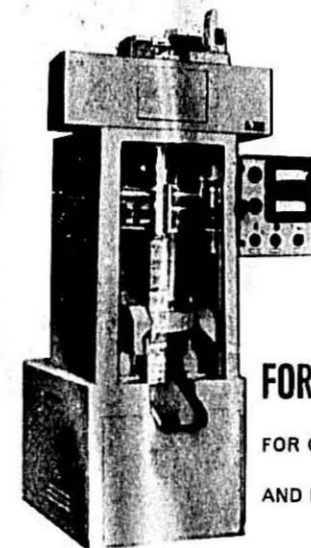


VERTICAL  
for cut goods

## PACK-O-MATIC AUTOMATIC CARTONING MACHINE



HORIZONTAL  
for long goods



FORM AND FILL

FOR CUT GOODS

AND NOODLES

ASEECO CORP.

Automated  
Systems &  
Equipment  
Engineering

## Deferred Compensation—

(Continued from page 32)

merely waiting for an offer of a \$10 raise from another firm. Next, go as far as Internal Revenue will allow on minimum length of service. That's now five years. This eliminates many of the young girls who are interested in romance rather than retirement.

Now we come to maximum age—and that's a different story. Certainly, if a new man comes in at age 60, you hardly owe him a pension. His previous employer should have provided it. On the other hand, some of your key men—or you—may be pushing 60. So the best rule is to set your maximum age as close to 55 as possible. That's as low as Revenue will let you go.

All of these factors can have a tremendous effect on the cost of your plan—so choose your eligibility rules carefully. The other side of your cost picture is how much you decide to set up as benefits.

Today, most plans provide for a percentage of salary that falls somewhere in the 30 per cent to 40 per cent bracket. If you want to go higher and can afford it, fine. But remember, I'm trying to show you how to save money. So for purposes of example, let's set our benefits at 30 per cent. But you needn't stop there. There's an additional savings available by tying in your benefits with Social Security—something that I usually advise no matter how high a percentage you select for your pension benefits.

Why? Because Social Security benefits have been constantly raised and so have your payments into this fund. The chances are that they will go higher so let's say that an employee's retirement income will be pegged at 30 per cent of salary. Of this amount, Social Security will provide "x" dollars monthly, and your plan will provide only the balance. This can be a real money-saver for your company—particularly for employees in the lower income brackets.

### Reward of Loyalty

One more point on benefits. It is wise to add some reward for loyalty. Otherwise, you constantly run into the complaint, "Jones will get the same pension as I will—and I've been here twice as long." That's a logical gripe—but an easy one to prevent. Do it by adding a small percentage—say one-fourth of one per cent—for each year of service. Thus, a 20-year man accumulates an extra five per cent pension; a 10-year man two and one-half per cent.



Make sure that the plan is "tailored" to fit your company. There are many differences among companies and a plan that is just right for one could be all wrong for another.

This also enables you to eliminate one of the real back-breaking costs of installing a plan. I'm referring to that little item called "past service" that insurance salesmen and bank representatives love to include in their plans. And no wonder, because it involves you in an initial sum deposit of thousands of dollars to "pay up" the pension deposits for the past service of older employees. In effect, to back-date your plan for each employee, including all the annual deposits! It's this point, more than any other, that has caused many firms to give up on the idea of a pension plan. So I say, "Forget it!" If doing this works a real hardship on a few older employees, make your own arrangements with them outside the plan. You will save money by doing this.

### Follow Basic Rules

Follow these basic rules and I can almost guarantee you that you can have a pension plan—one that will serve you well and still be within your budget.

It makes no difference how small your staff is either. I know of many plans where only two or three are covered. Occasionally we handle plans in which there is only one participant (and sometimes, that person is the owner himself).

The important point—and I can't stress this too strongly—is to start with your objectives and then have a plan designed to fit them. In this way, you can provide both the extra incentive needed to attract and keep key men and build a substantial fund for the company on a tax-free basis—a share of the profits to which he is justly entitled after years of hard work and ploughing much of his earlier earnings back into a hungry business.

Next month, we will consider some case-histories to illustrate some specific situations.

## Symbols That Sell

Condensed from the Roswell Lithograph Corporation Merchandiser

Have you taken a good look at your trademark recently? It could be one of the most important and valuable of all your company's assets.

Many large firms have their own trademark departments, staffed by employees who work full time at the job of making sure the Company emblem is reproduced accurately and legally, properly affixed to the company's products, and utilized correctly in its advertising and packaging programs. "Elsie," the Borden cow, is a living trademark with enough affairs to require a separate division of the Borden Company.

More than one successful concern has expended a portion of its advertising appropriation with magazines, urging editors and writers to respect its trademark and to capitalize the coined words that represent its trade name. This is particularly true of trademark words that, by constant and common usage, have become a part of the American language—words such as Coke, Kodak, Jell-o, Vaseline, Frigidaire, and Sanforized. Other companies employ clipping bureaus to maintain a check of the proper usage of their marks by newspapers and magazines, and by dealers and retailers.

Why all the fuss over a relatively simple design that frequently is no more than a monogram, a single initial, a style of lettering?

The primary function of a trademark is to indicate the origin of the product and guarantee the quality of the product bearing the mark. By advertising and other promotion the trademark builds confidence in the firm and its products, which unquestionably helps to create and maintain a demand for the merchandise. For this reason it deserves proper display on the package.

A trademark usually reflects the corporate image of the company it represents by saying: "This is a progressive, modern outfit—good to do business with—buy its products with complete confidence." Or, it might say: "We're a little tired—our product is the same as it was when we first made it, no worse—and no better." This is not to imply that a long-established product must be considered a has-been. It suggests, rather, that the trademark can be given a bright, new look to indicate progressive up-to-dateness.

Brand loyalty is no longer something that can be taken for granted. Today's

**BNA**

## AUTOMATIC EGG EMPTYING MACHINES FOR ALL YOUR MACARONI PRODUCTS



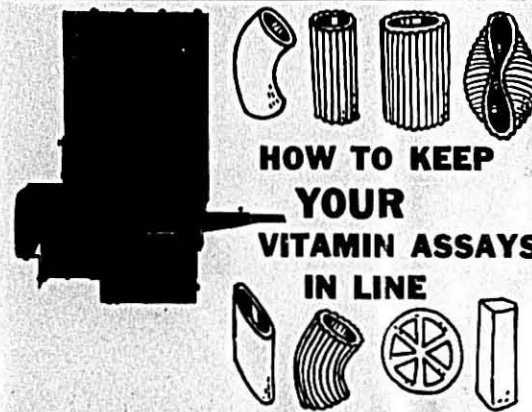
Stainless Steel Construction.

Maximum Capacity: 5000 eggs per hour.

More yield.

Easy to clean.

**MACHINERY WORKS BOSCH & NOLTES**  
226 Anjelierstraat, Amsterdam, Holland



## HOW TO KEEP YOUR VITAMIN ASSAYS IN LINE

Start right with Wallace & Tiernan's quality controlled "N-Richment-A". Whether you feed it in powder or wafer form, NRA gives you uniform enrichment.

With a uniform product, the next step is uniform addition. The W&T NA Feeder has been proved by over 30 years of mill operation. Set it for a few ounces to 10 lb. per hour and it never varies. It feeds "N-Richment-A" consistently, accurately, dependably.

The right enrichment . . . the right feeder. Combine them, and you can't miss on vitamin assays.

Offices and warehouse stocks in principal cities.

Or write Dept. N-122.53.



**WALLACE & TIERNAN INC.**

NOVADEL FLOUR SERVICE DIVISION  
25 MAIN STREET, BELLEVILLE 9, NEW JERSEY

NOVEMBER, 1962

## JACOBS-WINSTON LABORATORIES, Inc.

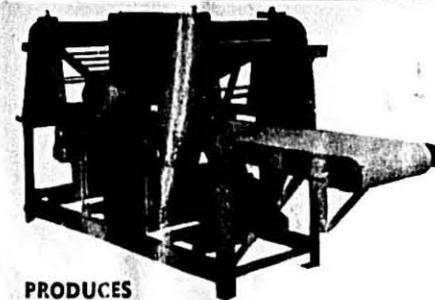
EST. 1920

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

James J. Winston, Director  
156 Chambers Street  
New York 7, N.Y.

## AUTOMATIC RAVIOLI MACHINE



PRODUCES  
1,000 TO 3,000 RAVIOLIS PER MINUTE.

Ravioli Machinery Manufacturers

### ALSO:

Western States Representative for macaroni factory suppliers and repairing specialists for dies and macaroni presses.

**Bianchi's Machine Shop**

221 Bay Street, San Francisco 11, Calif.  
Telephone Douglas 2-2794

merchandiser must win the battle for his product over and over again—every time the customer walks into the marketplace. And the merchandising-minded executive is aware that constant re-evaluation of his trademark as a selling device is as important as a regular assessment of the value of his advertising and his packaging. Perhaps it requires modernizing to conform with the accelerated demands of modern marketing techniques. Possibly it needs re-designing to better convey a better company image of growth, expansion, progress.

Points to remember: a well designed trademark must identify the company and the product; it should facilitate immediate recognition and recall; and by suggestion or direct association it should indicate such desirable attributes as prestige, strength, quality, dependability, modernity, experience, progressiveness.

A trademark is the face of your company in a crowded marketplace where mass retailing has become an altogether impersonal phenomenon. It is a valuable franchised property of undetermined worth. Consequently, the responsibility for creating or re-designing or protecting a trademark is best relegated to professionals, specialists who understand the merchandising advantages of a carefully conceived insignia, and its proper uses in advertising and packaging.

### Breakage Minimized

Another major manufacturer of macaroni has credited the new Avisco T-69 cellophane with 100 per cent elimination of breakage problems in shipping and displaying its newest specialty.

Paul A. Vermyle, vice president of A. Zerega's Sons, Inc., Fair Lawn, New Jersey, reports "The T-69 bag, made for us by Package-Craft, has proven highly successful as a protection for our macaroni 'Columbia Space Ships.' Not a single broken bag has been reported since we started using the new film. For the present, the record is 100 per cent."

Avisco 450 T-69 is a special combination of two light gauge cellulose base sheets with a thin polymer resin inner ply. The slightly higher cost of the film has been more than offset by the savings which show up in every part of Zerega's Sons operation from filling to display. "Our savings show up in many ways," said Mr. Vermyle. "On the production line we haven't lost one bag because of tearing. In weeks of heat sealing a handful of bad seals have shown up, and these were due, probably, to neglect on the line."

## PACKAGING POINTERS

A reevaluation of methods of computing costs is necessary if packagers are to develop the best package for a product, says an industry specialist.

A. J. Gardner, vice president for marketing of the Packaging Division of Olin Mathieson Chemical Corporation, claims that too much emphasis is being placed on materials costs alone and not enough on eight other important factors: attractiveness to the retailer, sales appeal, product protection, reduced returns, expansion of marketing area, material handling and storage, machine performance and product handling and storage.

"What seems to be a more expensive packaging material or method may prove less costly in the last analysis," he continued.

Mr. Gardner gave these reasons for urging that each of the eight factors be given more consideration when packaging materials are being selected:

**Attractiveness to retailer**—"This is the first marketing test of a package. If it isn't competitive enough to win shelf space, then money saved in packaging is money wasted."

**Sales appeal**—"Winning shelf space is only the first step toward marketing success. The package is the product's silent salesman. It must stimulate the shopper to purchase the product."

**Product protection**—"Even the most attractive package must offer adequate product protection. Therefore, not only must a package prove a successful salesman, it must protect the product's quality in transit, in storage, in handling, on the retail shelf and in the customer's home. Materials savings that jeopardize protection anywhere along the path of distribution represent false economy."

**Reduced returns**—"Proper product protection minimizes returns, maximizes sales and profits."

**Expanded marketing areas**—"The ability of materials to lengthen the sales life of perishable products is reflected in widened selling areas. Packaging materials, in this way, can increase significantly the potential number of customers for a product."

**Material handling and storage**—"Handling of packaging materials in shipping and storage usually is not

considered a packaging expense, yet important amounts of money can be saved in time and labor. This has been demonstrated in the past through reduced inventory damage and increased handling efficiency. The amount of storage space required and the extent to which inventory must be maintained also affect products. A material which requires less warehouse space and the maintenance of lower inventories may justify an added cost."

**Performance on machine**—"Machine speeds on the filling or packing line, machine down-time, and the amount of labor required are important elements of packaging costs. Often the determining factor in all three cases."

**Product handling and storage**—"Another factor in selecting a packaging material is the contribution it makes to easier handling and storage of the finished package. A packager should ask himself whether the finished package can be handled, shipped and stored with satisfactory economy and freedom from damage."

Mr. Gardner recalled an instance where true costs were reduced 30 per cent because a foamed plastic insert was used instead of a die cut laminated corrugated insert, despite the fact that the plastic cost more than the corrugated.

No over-all formula can be applied in material selection, Mr. Gardner said, since each product has its individual packaging problems and, as a result, different weights must be assigned to each criterion.

He conceded also that the problem of determining proper packaging material costs is extremely difficult. A study in depth of package and products costs not related to the materials must sometimes be undertaken, he said.

However, the problem of selecting materials is so closely related to ultimate profit that no person or group responsible for the packaging decision can afford to neglect it, he continued.

Mr. Gardner's definition of the best package is one that performs best in plant and market place and contributes cost to profit, rather than one with the lowest possible unit cost. Otherwise the cracker barrel and the butter tub would still be in use.

Each contains 12 ounces of the sharp macaroni space ships. Results of the first months sales suggest to Vermyle that the new item "will almost surely take its place as one of our most marketable specialties."

## General Mills DURUM SALES salutes the Macaroni Journal for 44 years of service to the macaroni industry

Watch future issues for our service program, "Macaroni USA," featuring new Betty Crocker recipes in "A Salute to the 50."



## WAY BACK WHEN

### 40 Years Ago

• **Make Right! Sell Right! All's Right!** was the title of the lead article in which macaroni manufacturers were asked what is the crying need of the industry today. The answer was one word: "Education," which included education of the manufacturer to produce quality foods; and to tell the dealer and housewife about the relative food value of macaroni.

• The Department of Agriculture estimated the durum crop in Minnesota and the Dakotas to be 74,144,000 bushels. This was an increase of over 56,000,000 bushels from 1914 when the total was 17,953,000 bushels.

• The possibility of cooperative work and advertising between macaroni manufacturers and manufacturers of accompanying ingredients was being recognized and tried by some companies.

• With the adoption of the Fordney Tariff Act of 1922 a two cents per pound duty was established on macaroni products. This was the first increase since 1908 when the Dingley Bill established the rate of one and one half cents per pound.

• In 1913 the importation of macaroni from Italy was 106,500,752 pounds which dropped to 1,991,933 pounds in 1922 due to the war.

### 30 Years Ago

• Dr. Benjamin R. Jacobs warned that for the macaroni industry to survive manufacturers would have to maintain a high standard in their products due to the increase in purchasing power of the public. He predicted the people would be most discriminating in the selection of their food products and only manufacturers who maintained the integrity of their products would survive.

• In the Journal of Medicine for October, 1932 the committee on foods of the American Medical Association reported the inclusion of the products of the Tharinger Macaroni Company, Milwaukee in its list of "Accepted Foods."

• Betty Crocker, director of a radio cooking school with millions of listeners suggested macaroni, spaghetti and egg noodles as good foods that "fill the bill." Her radio message, sponsored by General Mills, featured the good value of macaroni products, their deliciousness and ease of making dishes which macaroni may be utilized.

• At a National Macaroni Manufacturers Association board of directors meeting held in New York it was fully agreed upon to help alleviate the serious unemployment situation by "sharing the work" among macaroni workers. This was aided by radio advertising of New York manufacturers.

### 20 Years Ago

• Due to high prices of eggs the Office of Price Administration put into effect a new pricing formula to provide for a substantial part of the increased production costs of seven seasonal and 13 miscellaneous commodities, including egg noodles. Pertaining to egg noodles, the OPA said that the increase of 20 cents per dozen one-pound packages of egg noodles is often more than the small profit on this low-margin industry.

• American business was called upon to make sacrifices as the war progressed, and the macaroni industry complied by eliminating 26 fancy shapes for the duration.

• When the Government requested consumers to practice some self-denial in meat consumption before rationing began macaroni manufacturers were quick to pick up the ball and run. They turned to more advertising in newspapers, magazines and radio. These advertisers were the most liberal supporters of the National Macaroni Institute.

• The Director of Research, in a report from Washington, urged manufacturers to turn in any obsolete, broken or worn out dies for the War Production Board's collection of scrap metal.

### 10 Years Ago

• Changing food trends: Macaroni is now sold in packages in contrast to the bulk business of years ago. The consumer is favoring convenience dishes and easily prepared foods. Eating habits are veering away from heavy meals to those offering greater variety.

• After a conference with the standards committee the Food and Drug Administration expressed findings regarding manufacture of variety forms of macaroni and noodle products. Dr. Winston urged that it was urgent and necessary for every manufacturer to classify these products with the additional words macaroni product, egg

### CLASSIFIED ADVERTISING RATES

Display Advertising..... Rates on Application  
Went Ads..... 75 Cts. per line

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

**FOR SALE**—Complete Lines of used macaroni manufacturing equipment of macaroni plant being liquidated. Write to Ambrette Machinery Corp., 156-66 Sixth St., Brooklyn, N.Y. for details.

**WANTED**—Semi-automatic noodle weigher and filler. Box 199, Macaroni Journal, Palatine, Ill.

**FOR SALE**—One Triangle Automatic Packer for short goods with double head. Box 201, Macaroni Journal, Palatine, Ill.

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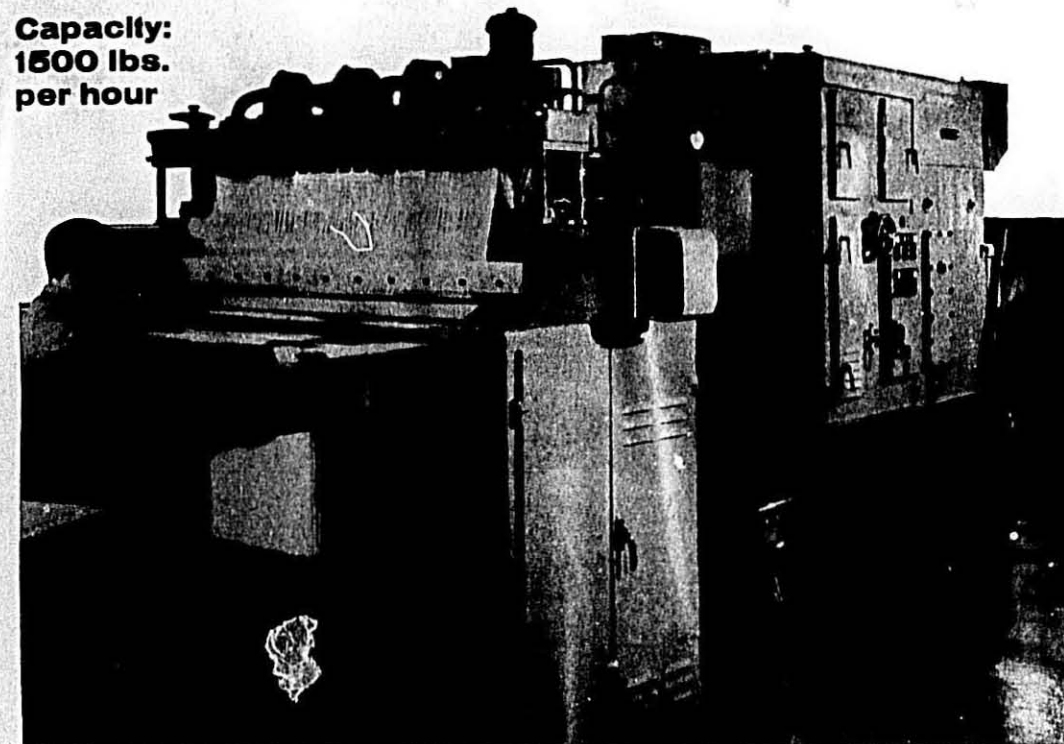
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noodle product, noodle product, as the case may be.

• Lloyd Skinner went all out to get Macaroni Week off to a flying start. When Miss Texas of 1952 arrived at the San Antonio airport she was showered with macaroni and greeted by Mr. Skinner. At a benefit dinner, for San Antonio's Boysville, sponsored by Mr. Skinner he crowned her National Macaroni Queen III.

• The Maltosa & Sons of New York have been in the radio and television advertising business for full pages in 58 newspapers. The company's marketing area. Copy stressed research on calories and protein content of macaroni foods.

**Capacity:  
1500 lbs.  
per hour**



## New BUHLER press has increased capacity

Macaroni manufacturers in the USA and Canada are satisfied owners of more than 100 BUHLER Presses. Altogether, a total of approximately 1,000 BUHLER Presses are in operation throughout the world.

**Only Buhler has these features:** Here are four new developments which make the BUHLER Press an even more profitable machine for you to own.

**Only one Mixer.** BUHLER Presses have only one large double shaft mixer with positive feed into the extrusion elements. You can easily inspect the mixture at any

time. No complex vacuum sealing system is required for flour feed and mixer.

**Positive Feed.** This important new BUHLER innovation keeps a steady flow of mixture moving through the vacuum chamber into the extrusion elements. Tests show this positive feed has increased press capacity up to 20% without increasing the auger speed. You can process dough as soft or as hard as you wish.

Some owners report production consistently exceeds 2,000 lbs. per hour although the presses are rated at 1,500 lbs. per hour.

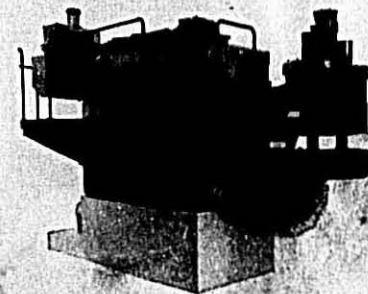
**Extremely efficient Vacuum.** The product is completely de-aerated in a vacuum chamber located between mixer and extrusion elements. Because the new design virtually eliminates leakage, the new BUHLER Press needs only about 1/3 the vacuum

pumping capacity of other presses... while maintaining a higher vacuum.

**New Screw Doser.** This fourth BUHLER improvement consists of a dosing device connected directly to a water metering wheel. This guarantees that the mixing ratio between flour and water remains constant regardless of operating speed.

**Can be installed on present Presses.** The new BUHLER Mixer, Positive Feed, Vacuum System and Screw Doser are now standard equipment on each new BUHLER TPM Press. They are also available for installation on your existing BUHLER Press.

If you would like to learn other ways you can improve the quality of your products at the same time you are increasing output and efficiency of your plant, write or call BUHLER today!



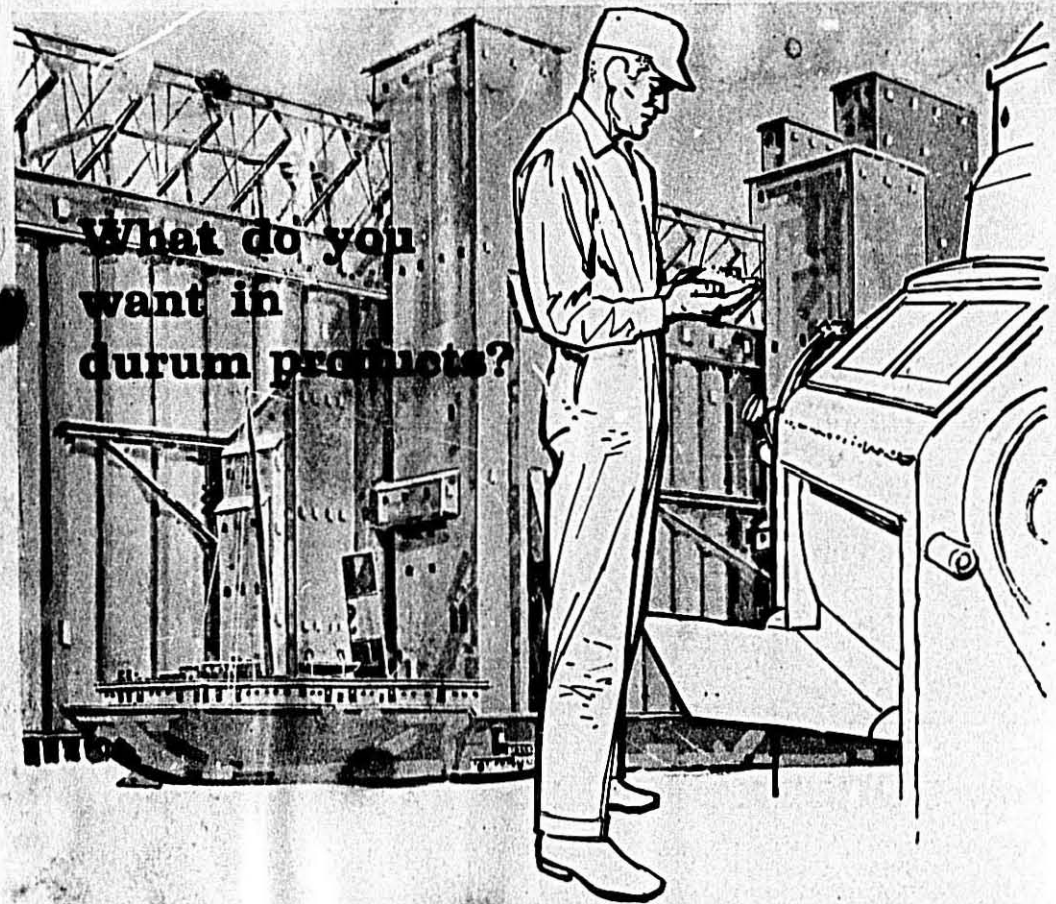
Complete Macaroni Plants by  
**BUHLER**

THE BUHLER CORPORATION, 8925 Weyzata Blvd., Minneapolis 26, Minn. Phone: Liberty 5-1401

BUHLER BROTHERS (Canada) LTD., 111 Queen St. E., Toronto 1, Ontario. Phone: EA 7-2575

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