

**THE
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Macaroni Journal

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DECEMBER, 1962

Holiday Ideas
Durum Show

HOLIDAY IDEAS

Feeling a poppin' in the kitchen during the holiday season? Whether you're planning a family feast featuring a handsome roast turkey as the king of the menu, or serving simple snacks at a friendly open house, versatile macaroni products are sure to be a boon to the busy homemaker.

With turkeys plentiful this time of year, try stuffing one with egg noodles for a change. It's an easy stuff to make and a mighty tasty one, too. Here's a good dinner menu:

Fruit Cup
Roast Turkey with Noodle-Currant Stuffing
Creamed Onions
Peas with Mushrooms
Raw Cranberry Salad
Pumpkin Pie
Coffee, Tea, or Milk

Turkey with Noodle-Currant Stuffing (Makes 6-8 servings)

- 1/2 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)
- 3 tablespoons butter or margarine
- 1 medium onion, chopped
- 1 cup chopped celery
- 1/2 cup currants
- 1 teaspoon salt
- 1/4 teaspoon poultry seasoning
- 1 lb. to 1 1/2 lb. turkey
- Melted Butter or margarine

Add 1/2 tablespoon salt to rapidly boiling water. Gradually add noodles and

that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Melt 3 tablespoons butter or margarine. Add onion and celery; saute until tender. Add currants, 1/2 teaspoon salt, poultry seasoning, and noodles and mix well. Fill turkey with noodle mixture. Fasten with skewers. Place on rack in roasting pan. Brush with melted butter or margarine. Bake uncovered, in low oven (250 deg.) 4 to 4 1/2 hours, or until meat thermometer registers 190 deg. Brush with melted butter or margarine during basting period.

For Snacks

How many times have you wished for something new under the sun would be invented in the way of food to give variety to pre-dinner snacking? What every woman likes to have as the holiday season approaches is a new recipe or two for tidbits to serve with drinks that are different and delicious, easy to make and inexpensive.

For conversation-sparking hors d'oeuvres, try Noodle Nibbles or Shrimp Bites. Both appetizers can be whipped up in a matter of minutes, and they will enhance a hostess' reputation for creative cooking.

Noodle Nibbles

(Makes about 2 cups)
4 ounces fine egg noodles (about 2 cups)
Fat for deep frying
Garlic salt to taste

Cook noodles in hot deep fat (385 deg.) one minute, or until lightly



browned. Drain thoroughly on absorbent paper. Season with garlic salt.

Shrimp Bites

(Makes 15 bites)
4 ounces fine egg noodles (about 2 cups)
Fat
1 package (3 ounces) cream cheese, softened
1 tablespoon mayonnaise
1 teaspoon prepared horseradish
1/2 pound shrimp, cooked, shelled and deveined (about 15 shrimp)

Cook noodles in hot deep fat (385 deg.) one minute, or until lightly browned. Drain on absorbent paper; cool. Combine cheese, mayonnaise and horseradish; mix well. Coat shrimp with cheese mixture; roll in noodles. Chill.

For Saving Time

"Quick-to-fix" recipes too are welcomed during the busy holiday season. Shopping, wrapping gifts, extra cooking and baking, and similar activities keep homemakers on their toes in keeping up with daily tasks such as meal preparation. With elbow macaroni, spaghetti and egg noodles on hand, there's no problem in putting a delicious dinner together with a minimum of time and effort. See what we mean by trying this delicious Yuletide Casserole, a tasty dish using elbow macaroni, canned tuna and ripe olives.

Yuletide Casserole (Makes 6-8 servings)

- 2 tablespoons salt
- 4-6 quarts boiling water
- 4 cups elbow macaroni (1 pound)
- 1 cup milk
- 2 cans (10 1/2 ounces each) condensed cream of celery soup

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Merry Christmas

May the promise of the Christmas story prove a source of happiness to you this Holiday Season and throughout the coming year.

Amber
MILLING DIVISION
FARMERS UNION GRAIN TERMINAL ASSOCIATION
at Rush City, Minnesota - General Offices at Paul B, Minnesota

DECEMBER, 1962



Roast Turkey with Noodle-Currant Stuffing

Holiday Ideas—

(Continued from page 4)

- 2 cans (6½- to 7-ounces each) tuna, drained and flaked
 ½ teaspoon pepper
 ¼ teaspoon dill weed or ¼ teaspoon chopped fresh dill
 ¼ teaspoon celery seed
 ¼ cup grated Parmesan cheese
 ¼ cup whole ripe olives

Add 2 tablespoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Combine macaroni and remaining ingredients; stir well. Turn into 2½ quart casserole. Cover and bake in moderate oven (375 deg.) 30 minutes. Garnish with whole ripe olives.

Reunions with friends, tree-trimming parties, caroling parties—these are the "fun" activities we always associate with this happy season. Since good food and fun go hand in hand, why not serve a combination of two favorite dishes—spaghetti and chili—to assure a doubly popular treat. This chili sauce can be prepared early in the day, refrigerated, and then heated to serving temperature while the spaghetti is cooking. Here is the recipe:

Tree-Trimming Chili Spaghetti (Makes 4-6 servings)

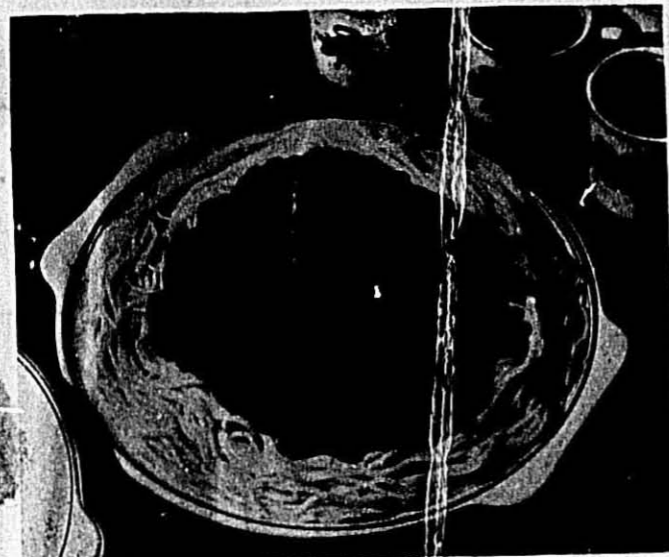
- 2 tablespoons butter or margarine
 3 tablespoons chopped onion
 ½ pound ground beef chuck
 ¼ cup diced green pepper
 1 No. 303 can tomatoes
 1 6-ounce can tomato paste
 1½ teaspoons salt
 2 teaspoons chili powder
 1 No. 2 can red kidney beans, drained
 1 tablespoon salt
 3 quarts boiling water
 8 ounces spaghetti

Melt butter or margarine over low heat; add onion and saute until tender. Add beef and cook until browned. Add green pepper, tomatoes, tomato paste, 1½ teaspoons salt and chili powder; cook over low heat 25 minutes, stirring occasionally.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve sauce over cooked spaghetti.

Macaroni Decorations

If you are entertaining during the holidays and want to introduce a surprise element—a real conversation



Tree-Trimming Chili Spaghetti. Make party preparations easy for yourself by serving hearty chili spaghetti during the holiday season. It's sure to hit the spot with your guests.

not say it with macaroni products? As an inexpensive craft material, easy to work with and easily available at any grocery or supermarket, macaroni products come in a wide variety of interesting shapes and sizes. And what fascinating shapes there are to choose from—shells, bows, stars, alphabets, spirals, corkscrews, large tubes, turbans, circles. What an incentive they are to an imaginative hobbyist!

In "Pause for Living" for Autumn, 1962, an attractive booklet distributed by the Coca Cola Bottling Company, they tell how a pretty candle-holder made of varying shapes of macaroni products can also double as an "extra-wonderful coaster for sparkling Coke." To make these unique candle-holders or Coke coasters, they suggest you glue a half-inch thick circle of styrofoam or a half-inch thick round of styrofoam of the same overall diameter. Glue macaroni shapes of your own choice onto the styrofoam to give the effect of a wreath. The styrofoam may be spray-painted a pale yellow before the macaroni is applied; or the entire finished item may be spray-painted any color which will fit in with your party's decor.

To make a decorative Christmas wreath, glue a ring of styrofoam to a slightly larger ring of very firm cardboard. Spray-paint the styrofoam. To this base, glue even circles of macaroni in varied shapes. When using styrofoam as one of your craft materials care must be taken to use the special spray-paint which can be applied safely to this material.

Perhaps you have admired the lovely macaroni wreath surrounded by macaroni ornaments on this month's front cover. General Mills suggests all you need for creating these unique ornaments is a few cans of spray enamels, some uncooked macaroni products, and a little imagination. Follow these easy directions for a wreath that is certain to be admired by all:

(1) Out of regular corrugated cardboard, or other similar material, cut four rings, each one successively narrower. The following suggested sized rings provide a well-balanced wreath:

	Outside Diameter	Inside Diameter
1st Ring	14 in.	9 in.
2nd Ring	13½ in.	9½ in.
3rd Ring	13 in.	10 in.
4th Ring	12½ in.	10½ in.

(2) Glue or staple ring two upon base ring one, then ring three upon ring two, and ring four upon ring three.

(3) Cover with linoleum paste. (If to be used for outdoor display, use a waterproof linoleum paste.)

(4) Build wreath with a variety of macaroni pieces to a thickness of an inch at the center and a half-inch at the edge.

(5) Spray the entire wreath with white enamel.

(6) Add ribbon bows and colored balls for a festive touch.

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May this holiday season
 bring joy to you and your
 loved ones and may the new
 year bring you health,
 happiness and success.



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UNITED STATES DURUM SHOW

DURUM is king in Cavalier county of North Dakota, and the county seat town of Langdon became the durum capital of the nation October 17 and 18 when hundreds of exhibitors, along with durum millers, macaroni manufacturers, and agricultural authorities thronged the city for the 24th Annual United States Durum Show. Richard States, president of the Durum Show, and vocational instructor at Langdon High School, handled general arrangements for the show.

There were 433 samples entered in the competition for the most coveted prize of the show—the Durum King Sweepstakes Award plaque, donated by the National Macaroni Manufacturers Association. William R. Woods, of Toga, North Dakota, competing in the professional class, captured the title with a 62 pound test weight hand-picked sample of Ramsey. Woods captured the Durum King title in 1954, when competing in the open class.

While many of the samples showed the effects of frost damage, the weather was good during the show period, and many farmers were in the fields finishing up fall work. They missed an excellent program.

Word from Washington

J. A. Satterfield of the United States Department of Agriculture, Commodity Stabilization Service, explained the new wheat legislation and its effect on durum growers. There will be no increased acreage for durum next year in light of 1962's bumper crop. Next year's cutback of total wheat acreage will set up a support level of \$1.82 a bushel plus 18 cents for those who take the acreage out of production, but zero for those who fail to comply.

Clark Jenkins, manager of the Agriculture Department of the Greater North Dakota Association, charged that wheat cutbacks were unfairly discriminating against spring wheat and durum for which there was a better domestic demand than for hard winter wheat which is in great surplus.

C. L. (Cap) Mast, Jr., president of the Millers National Federation, in a talk entitled "The Processor's View of the Durum Industry," stressed the importance of supply management for maintaining consumer acceptance and the need for cooperative promotion to increase per capita consumption. He declared: "The real job of the industry is to work for a broader market and increased consumption of durum products—this will not only solve many of our problems but will permit a more



Richard States, president of the United States Durum Show, holding the winning sample.

stable production and help to wipe out the peaks and valleys which in the past have been so troublesome—and allow for ample carry-over of durum wheat."

Production Panel

Durum production problems were aired at a round table discussion held the morning of the second day of the show. Chairman was Clinton Zinter, director of the agricultural department of F. H. Peavey & Company. Other members of the panel were Dr. Kenneth Lebsack, durum breeder at North Dakota State University; Don Fletcher, executive vice president of the Crop Quality Council; and Laurel Loftsgard, extension economist, Howard Bissonette, plant pathologist, and Lars Jensen, extension agronomist, all of North Dakota State University.

Fletcher explained the effect of rust on this year's durum crop, and pointed out that Wells and Lakota showed the most resistance to rust this year. He added that in cases where rust was found in these two varieties, they will be taken to Puerto Rico for further analysis.

Dr. Lebsack recommended that Wells and Lakota be seeded next year. "With these two good rust resistant varieties available, we are in much better position than we were in the hard-hit rust years of 1953 and 1954," he stated. He reported that the top yields at the Langdon substation this year were 75.2 bushels for Wells, 74 for Lakota, and 65 for Langdon. This was well above the average from the six experiment stations throughout the state where test plots were maintained.

Economist Laurel Loftsgard spoke of the economic importance of durum in 1963. He stressed that durum was not in the surplus category and recommended its planting again in 1963.

Seed treatment was recommended by panelist Howard Bissonette. He stated that seed storage conditions were important. "We must protect the seed prior to and during the time it is put in the soil," the NDSU plant pathologist cautioned. He listed several plant diseases prevalent in durum this year and warned that they can persist in the soil and seed for next year's crop. "Diseases are just as damaging as rust," Dr. Bissonette said. "We have to live with the problem and therefore must do something about it," he added.

The importance of commercial fertilizers was noted by Jensen. He discussed the use of fertilizer in an abnormal crop year such as the one just completed. "The normal application of nitrogen in a late planting season may result in excess nitrogen and cut down the maturity time required," he said. Jensen listed large yields, soil moisture, cool temperatures and late ripening as contributing factors for low protein content of some of the durum. "We can't have high yields without the damages which accompany them," he stated.

Looking at marketing problems, Bernard H. Nordemann of the Continental Grain Company summarized their requirements for exporting surpluses. Our price must be competitive; we must be competitive; our quality must be uniform. He observed that we have not been as flexible as Canada in our export policy and that Canada has the business. He expressed doubts that durum exports this year would exceed 5,000,000 bushels. His talk appears on page 10.

Allen W. Golberg, marketing specialist with Great Plains Wheat, Inc., speaking of durum and The Common Market, pointed out that the wheat industry must come to the realization that it has to humble itself and face the fact that it is losing ground in cash wheat markets throughout the world. "The durum market in Europe is an expanding one, with only Italy out of the Common Market countries able to produce durum, and she seldom has more than can be consumed domestically," he said. Golberg charged that "if we are to share in the important overseas dollar market, we must (1) take a new look at our subsidy system as it is related to competitive quality and our domestic pricing system; (2) revise our grades and standards to more uniform-

(Continued on page 34)

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There is something special
about Macaroni products made from

King Midas

Let's have "something special" is the phrase that is heard more and more often from New York to L. A. Let's have a different kind of meal—but with lots of appetite and health appeal. Let's have a meal that satisfies all the family all the time.

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too. They meet all the requirements of big-family budgets to the most exacting taste of the gourmet. To obtain that "something special" in your products use the finest—use King Midas.



King Midas DURUM PRODUCTS
MINNEAPOLIS MINNESOTA

DECEMBER, 1962

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An Exporter Looks at Durum

by Bernard H. Nordemann, Continental Grain Company,
at the 24th Annual United States Durum Show.

We, as exporters, strongly believe that a continuous close contact and co-operation between all segments of our grain industry, from producer to consumer, is essential. We need in order to appreciate and understand the various problems each of us is constantly confronted with.

During the last few years a lot of progress has been made toward erasing the distrust and skepticism that existed between producers and exporters. We have learned a lot from each others' frustrations and anxieties. We have become more aware of our mutual contributions to agriculture.

Service Business

Exporters are in the grain business to render a service at a profit. We are proud of the service we perform and the manner in which we perform it. We are continuously striving to increase our fund of knowledge. We are constantly developing our standards of business ethics. We know that our sales activities are in the public interest and we perform in an intense, competitive environment. At all times we are willing, even anxious, to explain why and how we perform our services in a given way.

Many of us have, besides immense capital investments in elevators, etc., in the United States, worldwide organizations. Highly trained and skilled personnel in our many domestic and foreign offices keep in constant touch with both producers and consumers. A continuous flow of information is exchanged regarding supply and demand patterns, crop conditions, weather, etc.

We offer our services to the industry at a minimal cost. We all aim to cheapen the cost from producer to consumer in accordance with basic economic laws. We believe that producers as well as our government fully realize that in order to have a job cheaply and expertly done, one hires a specialist, who does the work for half the world and on a mammoth scale.

The purpose of this talk is to explore with you some of our mutual problems in marketing our durum wheat. I shall not bombard you with a large number of statistics. Of course, they are important, but in my opinion not essential for our discussion. The other day I heard somebody compare statistics with bikini bathing suits.



B. H. Nordemann

"What they reveal is interesting, what they conceal is vital."

Operating Rules

We exporters are vitally interested to expand markets and find additional outlets for our durum wheat. In our approach, however, we are restricted to some basic rules and facts.

The three basic rules under which we operate are:

1. We will operate strictly within the framework of policies and regulations set up and subscribed to by the United States Government.
2. We will export what we can buy.
3. We will export what foreign consumers wish to buy.

Let us review these three basic rules one by one.

Firstly—We will operate within the framework of policies and regulations set up and subscribed to by the United States Government.

From experience we know that our price support structure renders United States durums non-competitive for export about four out of five years. We need realistic export subsidies to offset the difference between our domestic level and the world price.

We repeatedly find that our subsidy system on durums is not flexible enough to compete on an equal footing with our Canadian neighbors. Since durums do not come under the International Wheat Agreement, no specific price relationship is set up versus other origins, like, for instance, exists between Canadian Manitoba spring wheat and our Hard Red Winter and Hard Red Spring wheats.

We strongly believe that our fixed subsidy system gives Canada decided advantages. During the last few months we have lost exports of a few million bushels of durums to Germany and to France. Our subsidy came too late, was too little, and the system was not flexible. For United States exporters it is made impossible to compete for deferred shipment. As you all know, when grain is harvested and not immediately consumed, storage charges are incurred as well as interest. These "carrying charges" are normally reflected in the Futures market. The government, however, does not recognize these costs of carrying in their subsidy system. The subsidy is the same for shipment through May 31, 1963. Since exporters are obliged to register all wheat sales immediately after they are consummated, it is obvious that we cannot be competitive for deferred shipment. Foreign buyers are quite aware that the world export price of wheat tends to move in a very narrow range and, therefore, are not willing to pay for the carrying of the wheat.

On a recent tender of Mozambique (Portuguese East Africa), we were unable to offer United States wheat. The country in question wanted to purchase four quarterly shipments starting January, 1963. Our subsidy only goes as far as May 31, 1963. Furthermore, we would have to figure carrying charges anyway, which would render United States wheat non-competitive.

In other exporting countries no immediate registrations are required. Canada has a system whereby exporters can purchase the wheat for deferred shipment without paying carrying charges. The Canadians also have a system whereby exporters can buy the physical wheat without fixing the price—the so-called deferred pricing system. We definitely do not want the Canadian system, however, since it means a virtual 100 per cent state control and we continue to believe quite strongly in private enterprise.

Suggestions for Government

What we do think, however, the government should and could do:

1. If we want to increase marketings of United States durums, we must increase our exports, since domestic usage is not expected to

take a sharp upturn. Of course, with aggressive promotional work, consumption of semolina products can be increased in the United States, but production is likely to outperform the increase of domestic consumption. For larger exports we need to be competitive. We need adequate subsidies whenever necessary to compete. We have proposed a "bid-subsidy" on wheat. This would automatically take into account carrying charges. A similar system is in effect for coarse grains and it has proven to be very effective.

2. The government should try to expand markets for those agricultural commodities for which "cash" can be obtained. All durum wheat exported last year was sold for "cash," whereas only about 30 per cent of other classes of wheat was sold for dollars. We very much need dollar sales to improve our balance of payment. We have lost a substantial outlet for our soft and weak filler wheats with the creation of the Common Market. This trading bloc is likely to remain a deficit area for durum wheat. We need a larger share of that market.
3. The government should stimulate production of those commodities which potential customers cannot economically produce.
4. Consideration may have to be given as to programming some durums under Public Law 480. This may have a dual result:
 - a) reducing inventories of durum wheat;
 - b) promoting the usage of semolina products in underdeveloped countries.

We now come to the second basic rule.

Secondly—We will export what we can buy.

It is quite logical that we can only export that which is available quantity- and quality-wise. In this respect we have to realize that the United States industry has first crack at our products since it usually can pay more than foreign buyers. We can, therefore, only export what is left over after the United States has taken up its share.

We believe that there is an urgent need for better management of supplies. A lot of lip service has been paid to the term "supply-management." What is usually meant is supply control and price management.

The durum situation should give one

second thoughts as to how well the government can manage supplies. We have gone from the past season of inadequate supplies of durum wheat—implemented in part by government export subsidies—to the season with a crop in excess of our largest recorded annual and domestic usage combined.

The Canadians have probably adopted a more realistic view of supply-management than the United States. They realize that there are years of poor yields and years of high yields—years of strong export demand and years of slow export demand.

The Canadians are not unduly concerned at building stocks or depleting stocks. As a consequence they have been able to maintain a rather high level of durum exports—over 12 million bushels every year 1955 through the 1960-61 crop year. In 1961-62 they were unable to maintain this level as a result of two consecutive virtual crop failures.

Supply-Management

If we want to have a high rate of durum exports from the United States, we must first of all do some "supply-management" to be in a position to do so. We need to review carry-over stocks realistically. It would appear reasonable that the United States carry durum stocks equal to the difference between the maximum domestic plus maximum export usage and the smallest durum crop of recent years.

More specifically, we normally use about 26 million bushels of durums annually when the year freely available. Our maximum yearly exports have been 16 million bushels. The smallest durum crop since the introduction of rust resisting varieties has been 19 million bushels. The difference of 23 million bushels (i.e., maximum production plus maximum exports less minimum production) should be viewed as a prudent reserve rather than a surplus. Latter word seems to be the pet expression of many a bureaucrat.

Quality Concern

We also strongly feel that we have to be very quality conscious. We noticed this year in particular, a high preference for Canadian durums. How did this come about when we produce at least equal quality right here in North Dakota? Our export shipments during the last crop year left much to be desired. The majority of the durum wheat we exported graded number three, while we actually had an excellent crop qualitywise.

We believe that the main reason is the unfamiliarity of foreign buyers with our grading system. Although we have a very advanced grading system, we repeatedly notice that foreign buyers either do not comprehend or just are not familiar with the system. We believe that last year foreign consumers were fooled by the rather large leeway that exists between our various grades. Actually the United States has been only a spasmodic exporter of durums in the past, and our quality is not as well known as, for instance, the Canadian and Argentine qualities.

Let us examine, for example, the difference between the number one, two, and three grade. Since millers are not particularly concerned with the testweight and moisture of durum wheat, we have to concentrate on foreign material, shrunken and broken kernels, damage and wheat of other classes. A combination of these grading factors is allowed as follows:

No. 1 grade	12½%
No. 2 grade	15%
No. 3 grade	27%

I repeat, 27 per cent for the No. 3 grade. Latter in effect means that if a foreign consumer purchases No. 3 Hard Amber Durum, he may get somewhere from 85 to as little as 73 per cent actual millable durum wheat. On the balance, which can probably be used for feed purposes, the foreign consumer has to pay ocean freight, insurance, high import duties, etc.

In previous years shipments of the No. 1 grade had been rather rare and, if shipped, the quality was close to the No. 2 grade. Last crop year, however, the price of durums soared to a level of approximately \$3.85 per bushel, F.B. vessel Duluth-Superior. A premium of more than \$1.50 per bushel over Hard Red Spring wheat. It is quite obvious that from the producing level till the wheat left the export elevator spout, a lot of blending was done. After all, private enterprise takes advantage of profitable situations, and whatever the grade—could sell all durum wheat readily. Now, at a time that there are ample supplies, we are suffering from the after-effects.

Domestic mills do not have the same problems since: (1) they are fully familiar with our grading system; our domestic trade recognizes the leeway in grades and scales of discounts, and premiums are used over and above the straight grades.

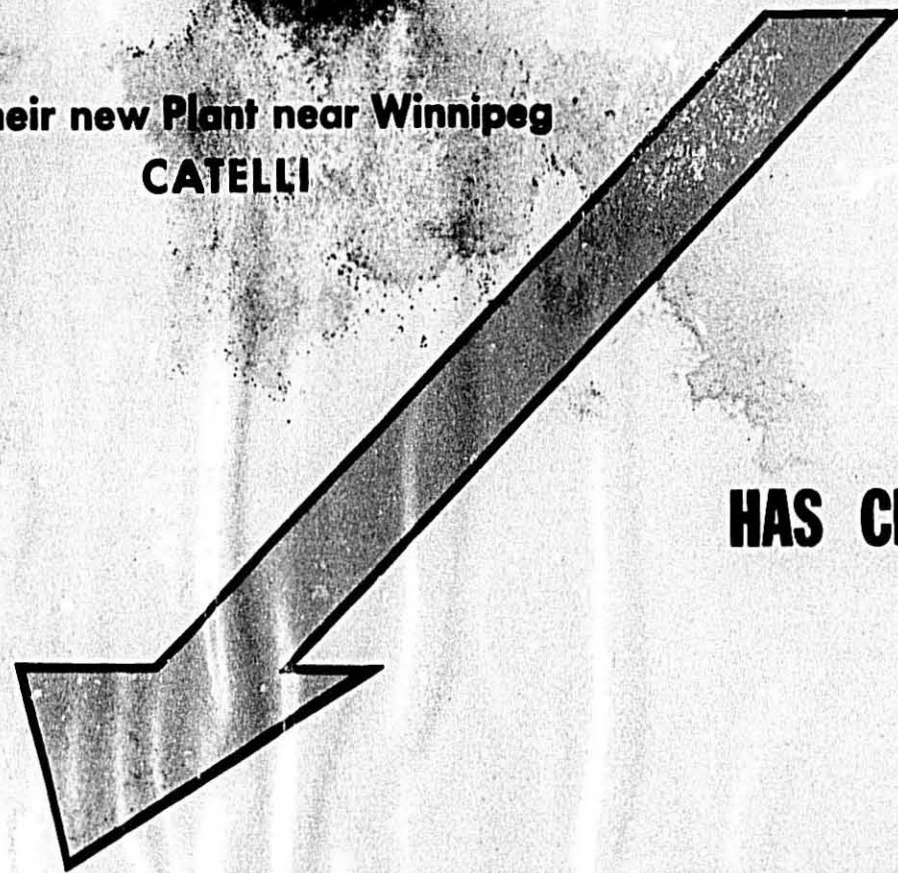
This brings us to our third basic rule:

(Continued on page 14)

CATELLI

FOOD PRODUCTS LTD., MONTREAL, CANADA

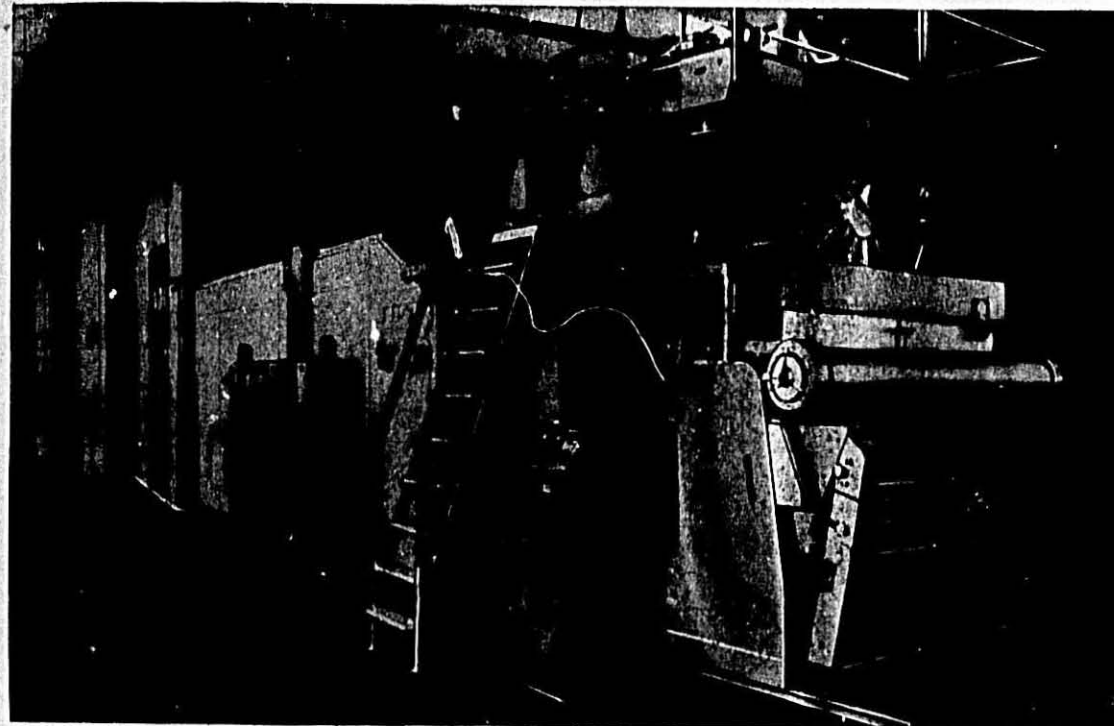
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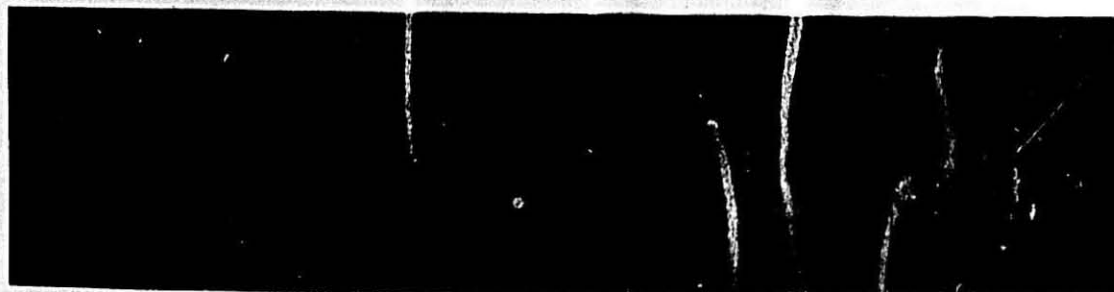
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4—Stripper and multiple Cutter with device for automatic return of empty sticks to spreader.

Exporter Looks at Durum—

(Continued from page 11)

Thirdly—We will export what foreign consumers wish to buy.

1. Our prices must be competitive with similar quality produced by other supplying origins.
2. Our supply must be reliable quantitywise. You produce chandlers know that you patronize a store that has a supply of what you want that store to have an adequate supply at all times.
3. The wheat we export must be of reliable quality. It must be of good quality as possible and uniform in accordance with the grade. The performance of semolina products from United States durums should be predictable.

When you gentlemen buy a shirt you buy a brand that has proven to be reliable.

We believe the grade standards should be tightened. We have a unique grading system in the United States which is far superior to that of most, if not all, other exporting countries. We should not sit still, however, but should constantly review and improve our standards. Advance in technology has made it possible that a lot of damage and foreign material can be avoided at harvest.

There is usually a lot of opposition against tightening of grain standards. We feel, however, that in the long run everybody benefits from it. A good example has been the change in soybeans standards of not too long ago.

The producer who produces good quality and the grain elevators and merchants who preserve this quality should be rewarded for this effort.

One must realize, however, that producing high quality does not necessarily mean that foreign buyers will always buy the top quality. They will take lower grades if there is a sufficient incentive to do so. An example of this is the fact that for all practical purposes we now only export No. 3 yellow corn, while as recently as two years ago, the export grade was No. 2. Foreign buyers (mostly compounders) have discovered that No. 3 corn suits their purpose well. They buy No. 3 yellow corn at a slight discount under No. 2.

We must give foreign buyers as wide a selection of grades as possible at the same time clearly defining the descriptions to avoid misunderstanding. General Motors does not manufacture all Cadillacs just because they are better

than Chevy's. By offering a wide variety of "grades" at different prices, they sell a lot more cars than if they would merely market one "grade" and price line.

In discussing grades we should not lose sight of the fact that price is the most important factor in marketing. You can improve grades all you want; however, in order to sell your product you have to be competitive.

Let us now review the present durum situation (millions of bushels)

1961/62	5
1962/63 (estimated)	67
Total Durum 1962-63	72
Less Domestic Disappearance	28
Available for export/carry-over	44

The so-called "durum" looks substantially better than the years' production. It is only a drop in a bucket compared to the national wheat surplus of over one and one-half billion bushels.

We have already seen that we can export 23 million bushels a prudent reserve. This would leave another 23 million bushels for export. We will not be able to export this quantity unless Washington would program most of this quantity under PL 480. This we rather doubt. I frankly doubt much if we shall reach a five million bushel export figure. At the present time we are outpriced by Canada, North Africa and Argentina. In about four weeks Lake navigation will be closed, and in order to compete with Argentina in January we need approximately one dollar per bushel subsidy for shipments from the Gulf.

I estimate that between one and one-half and two million bushels of United States durum wheat have been sold during this crop year. Canada sold about eight and one-half million bushels during the same period.

Advisory Committee

I have had the honor to be an observer during a recent meeting in Minneapolis of the Durum Wheat Advisory Committee. I must congratulate you gentlemen on the way you people go about in solving your own problems. The Committee advised the Secretary of Agriculture that no increase in durum acreage was necessary. This means that you, yourselves, realize the need for "supply-management." We applaud such a stand. We realize that in certain areas government supervision is necessary. What we do not want, however, is an insurance from the cradle to the grave from the government. This creates decay and de-

generation. The United States owes its existence and growth to private enterprise. Let us continue to fight and sell our labor at a profit.

Conclusions

In concluding, let me stress two points—both of which I believe are essential for the broadening of durum wheat marketing:

1. We must strongly promote the usage of semolina products both here and abroad. The world protein-shortage should continue to offer possibilities for your excellent product. This is a combined effort of all segments of our industry. Great Plains Wheat, Inc., has done a remarkable job. A recent visit by a group of French millers was a success. My company has entertained this group in Minneapolis and New York. Later I understand, we were criticized for selling them Canadian durums. The buyers, however, were not willing to pay 10 to 15 cents per bushel premium for United States durums—we were not competitive.

Continental Grain Company contributes its share to the promotion of foreign marketings. We constantly bring foreigners over to this country to train them in the complexities of the United States grain trade. We send American employees over to all parts of the world to familiarize themselves with foreign markets. We continuously renovate existing facilities and whenever necessary we build new export facilities in order to maximize efficient exports. We do a lot of quality control work and research in our own laboratory in Kansas City. Shipping samples of all our wheat exports are sent to Kansas City where complete baking, milling, sedimentation and other tests are made.

2. We must be competitive at all times. Improving grades and other techniques is necessary; however, price will be the deciding factor. Very often bureaucratic decisions will frustrate us. We have to understand the difficult task of the government. I believe, however, that the private trade should continue to make its voice known by means of constructive criticism and suggested methods of improvement.

General Mills Dividend

The Board of Directors of General Mills, Inc. declared a dividend of 30 cents per share on General Mills, Inc. common stock payable November 10, 1962, to stockholders of record October 10, 1962.

This is the 137th consecutive quarterly dividend on General Mills common stock.

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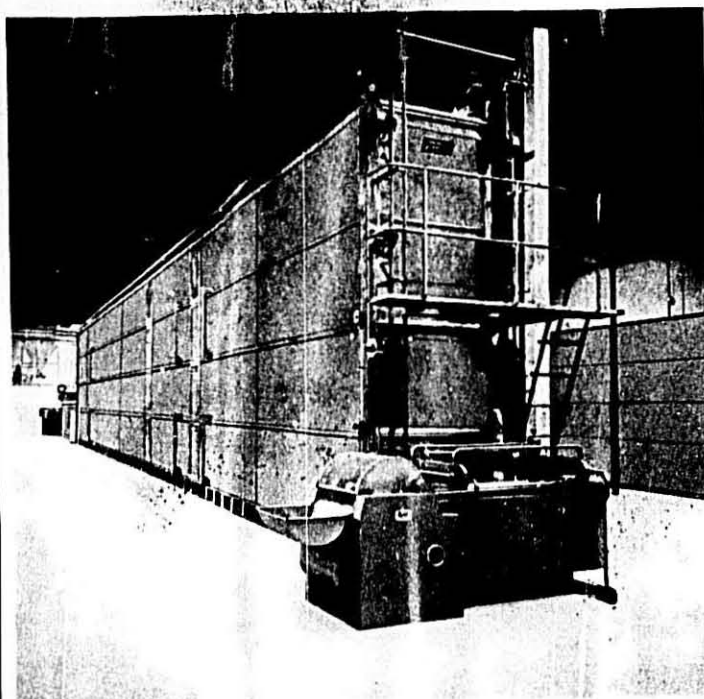
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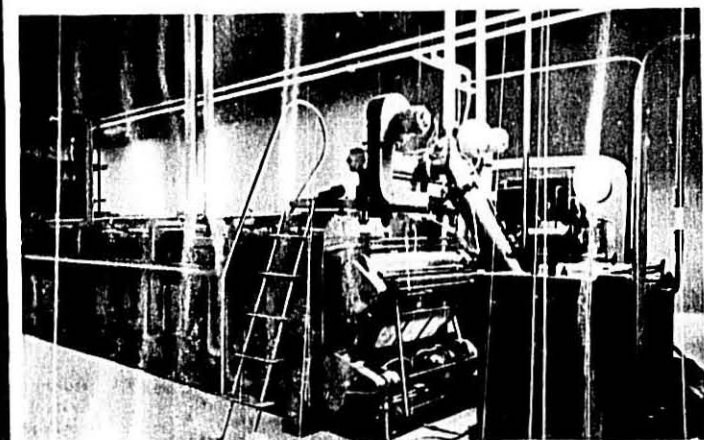
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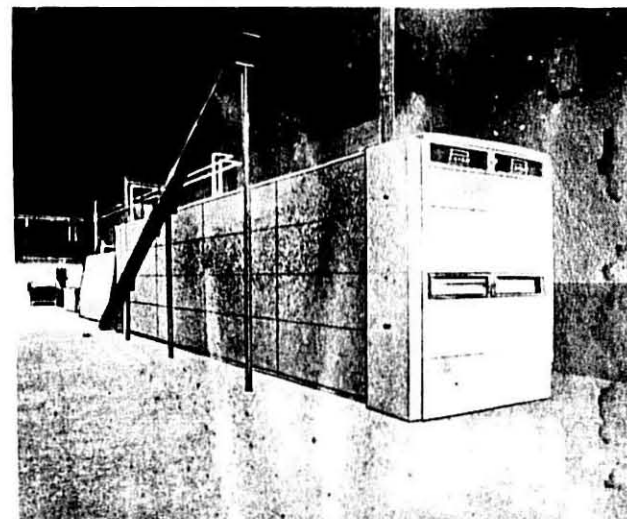
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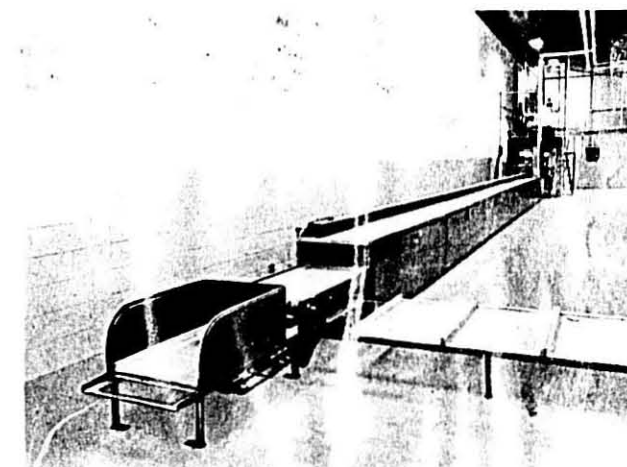
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DECEMBER, 1962

New Hybrid Wheat - Scientific Breakthrough

A MAJOR scientific breakthrough in the development of hybrid wheat was announced recently by the University of Nebraska and the United States Department of Agriculture.

Although hybrid wheat for production is not yet a reality, the experiment became a distinct possibility through the discovery of a characteristic in male-sterile wheat.

A gene or genes that will restore fertility to male-sterile wheat in plants growing in nurseries at the University's College of Agriculture, though available in corn and sorghum, this fertility restorer is the "missing link" in efforts to produce hybrid wheat. It has never been identified in bread wheat anywhere in the world.

On the team of scientists that found the fertility restorer were Dr. John W. Schmidt, professor of agronomy at the University; Dr. V. A. Johnson, U.S.D.A. research agronomist stationed at the University; and Dr. S. S. Maan, university agronomy instructor.

Result of Research

Dr. H. H. Kramer, director of the Nebraska Agricultural Experiment Station, said the finding ranks as one of the most significant contributions in 50 years of wheat breeding.

Dr. D. G. Hanway, chairman of the University's Department of Agronomy, said "the discovery is direct evidence of the value of maintaining a capable team of scientists engaged in a broad, continuing program of wheat research."

In order to produce hybrid wheat seed, seedsmen must first grow wheat plants with flowers that cannot fertilize themselves. Called male sterility, this characteristic makes it necessary for the plant to get pollen from another plant. Essentially, it serves the same purpose as detasseling in the production of hybrid corn seed.

But before the farmer can make practical use of the hybrid seed, the seedsmen must make another cross with a plant that will restore male fertility in the crop grown on the farm. Otherwise, the farmer's plants would bear no kernels.

The male-sterility characteristic had earlier been discovered in plants in Japan and at the Fort Hays Branch Station of the Kansas Agricultural Experiment Station. But until Schmidt, Johnson and Maan made their discovery at Nebraska, the fertility re-



These plant breeders at the University of Nebraska have found the "missing link" in efforts to produce hybrid wheat. In the foreground, a male-sterile wheat plant, and in the other a plant in which fertility has been restored. The discovery of the fertility restorer as the pollen parents. Bogs have been placed on some of the wheat heads in the background to prevent fertilization of the plants from airborne pollen. Examining the experimental plants in the College of Agriculture laboratory are (left to right): Dr. V. A. Johnson, U.S.D.A. research agronomist stationed at the university; Dr. S. S. Maan, agronomy instructor; and Dr. John W. Schmidt, professor of agronomy.

stor in bread wheat had never before been identified.

The clue that both male sterility and the fertility restorer might be present in wheat in the Nebraska nursery came when some plants in an experimental line were found to be fertile, while others were sterile.

Schmidt, Johnson and Maan began crosses in the greenhouse last fall to test out their theory. Two generations of experimental wheat have now been produced in greenhouses and growth chambers at the College of Agriculture, and the agronomists believe they have found the fertility restorer.

No Time Prediction

Even though all the genetic tools now appear to be available for hybrid wheat, the agronomists will not predict how soon it may take its place on the nation's farms along with hybrid corn and hybrid sorghum.

Male sterility and the fertility restorer must first be transferred into existing varieties of wheat—or to other new varieties—that are adapted for farm use. Then exhaustive tests must

be made before the varieties can be recommended to growers.

Agronomists also decline to predict how much increase in yields may be forthcoming with hybrid wheat. They believe the increase may be substantial, however, and they have some experimental evidence to support their opinion.

Even though male sterility and the fertility restorer are required for field scale hybrid seed production, small amounts of hybrid seed can be produced in the laboratory by carefully controlled mechanical pollination. This has made it possible for the Nebraska plant breeders to get some idea as to how hybrid wheat will perform. In small-scale tests with four crosses at the Nebraska Experiment Station, hybrid wheats have yielded from three per cent below the 31 per cent above the better of their two parents.

Hybrid wheats will also add greater flexibility to the attack on problems connected with wheat production on Nebraska farms.

(Continued on page 34)

THE MACARONI JOURNAL

AFTER YEARS OF RESEARCH, EXPERIMENTATION AND ENGINEERING,

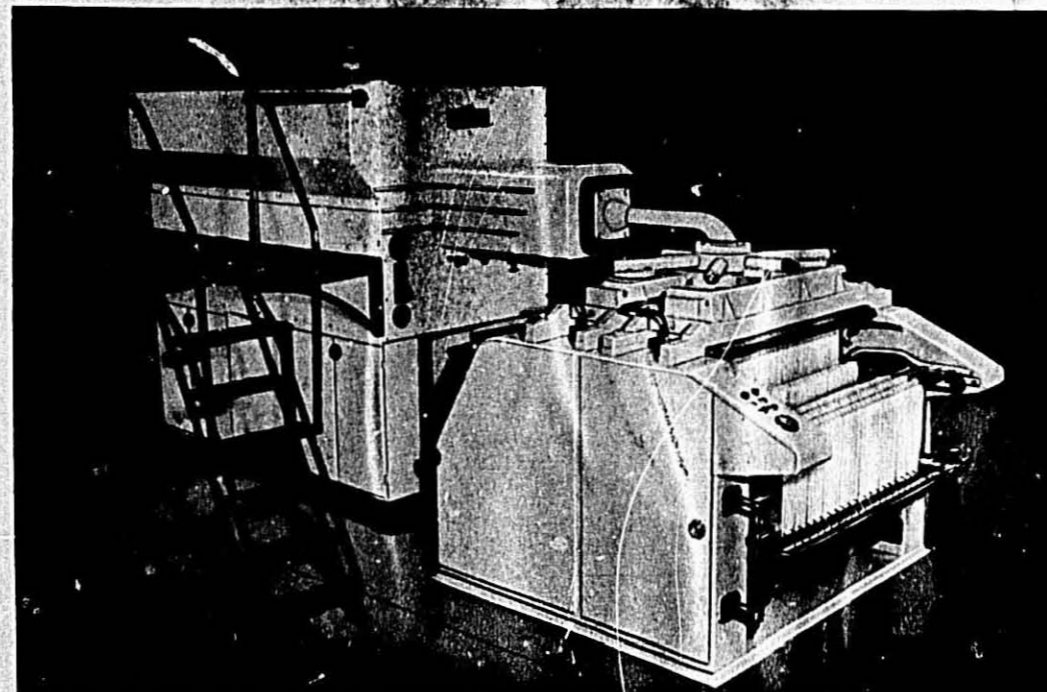
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The Evolution of Packaging into Marketing Stature

by Ray Howard, Marketing Research Manager, Container Corporation, at the 24th Annual Packaging Forum of the Packaging Institute.

LOFTY pronouncements in the press notwithstanding, packaging has not yet achieved full stature as a major marketing weapon. At this date, it is yet in a somewhat painful process of evolution from "product" orientation to emphasis to marketing utilization. While every major consumer product marketer claims marketing status for packaging, these same companies generally place packaging control in the hands of production and purchasing departments. Even where marketing or top management may make decisions or capital appropriation decisions on packaging systems, packaging is still considered a production cost. To this date not even the most ardent proponents of packaging have dared to claim that a portion of the cost of package belongs to distribution or marketing.

To cite an example, the cost of a five color cereal package may be composed of several costs:

1. materials
2. box manufacture
3. one color printing
4. five color printing
5. easy open feature

All five points are considered as one—cost of packaging is a unit of production costs. If, however, we consider that production needs are fully satisfied by points one and two (cereal in production has something to be put into), then obviously costs of printing belong somewhere other than production. One color printing will physically get any brand from point of manufacture to retail outlet. Thus, the cost on one color may be considered a cost of distribution. The key point is that a one color fabricated box solves all production-distribution requirements. Where do the additional costs of two, three, or four colors and structural innovations belong then? Obviously multi-color printing is supposed to sell, support advertising, provide point-of-sale communications, merchandise, etc.—all functions of marketing. Structural devices are supposed to provide consumer convenience and the function of marketing. Yet, costs are allocated to production. As long as this problem exists, purchasing and production men will con-

tinually—and justifiably—brake marketing innovations in packaging.

These remarks are made to cut away the smokescreen in regard to the current marketing status of packaging. At the same time, there are other noteworthy yardsticks for evaluating the status of packaging. Here again, we may consider three kinds of companies, keeping in mind that there are many shades of gray involved. I will attempt to provide a package attitude response pattern as it might occur among Production Corp., Sales Corp. and Marketing Corp.—three fictitious companies.

—Who are your top managers? (1) Production Corp.—Our president came up via the refinery. (2) Sales Corp.—Our president grew up out of sales—started in a small territory and eventually became vice-president of national sales. (3) Marketing Corp.—Our top managers are drawn from staff—the brand and general products management route.

—What is the function of marketing in your company? (1) Production Corp.—We're experimenting with it and have someone on the staff. (2) Sales

Corp.—Marketing is supposed to help us sell our products better. (3) Marketing Corp.—Marketing is responsible for the development and distribution of products justified by consumer needs.

—What are your views on advertising? (1) Production Corp.—It's expensive. We do some trade stuff but don't rely on it too much. (2) Sales Corp.—It helps us sell more and somewhat allows us to improve distribution. We have to do it because our competitors advertise heavily. (3) Marketing Corp.—Advertising is one of the cornerstones of marketing. We look for a strong theme which projects a good product-advertising relationship. This is how brands are

—How much importance do you attach to the consumer? (1) Production Corp.—We feel that if we make better products and sell them intelligently, the consumer will buy. (2) Sales Corp.—We are always interested in pleasing Mrs. Consumer but we should not overlook the dealers and distributors. The more enthusiastic dealers, the more consumer sales. (3) Marketing Corp.—We design products, advertising and packaging for specific segments of the consumer market. We rarely attempt to provide a brand or product which will have universal appeal. The consumer is both the beginning and end of our marketing cycle.

—What is your main packaging objective? (1) Production Corp.—We want good economical packaging that gets our products to market in good shape. (2) Sales Corp.—We want the best possible package for the product. (3) Marketing Corp.—We want the best possible package for the brand.

—What is your attitude toward package design? (1) Production Corp.—We don't stress it too much but our package generally gets across. (2) Sales Corp.—They should be good looking, emphasize the name and product, and have lots of bounce on the shelf. (3) Marketing Corp.—Design should embody and reflect the key appeals in a brand theme. We look at packaging as a retail extension of our media advertising. Physical impact is a consideration but not overriding in our scheme of things. The package

should not stop working after purchase—but continue compatible to the in-home environment.

Wrap-up

This capsule attitude summary represents those attributes which differentiate among Production, Sales and Marketing thinkers. The classifications are not rigid and many companies represent a mixture of all three. For example, a company managed by sales personnel may have a production attitude toward advertising or packaging. Many companies, managed by marketing personnel still have a sales or production attitude toward packaging and design. Unfortunately, packaging and design seem to be far behind the advertising function in developing marketing stature. This fact may be in large part due to client cost structure—advertising is a cost of marketing, while packaging remains a cost of production. Another factor of course is the supplier. Advertising agencies seem to be more marketing and consumer service oriented. Agencies refer to their sponsors as clients—or partners. Packaging suppliers on the other hand seem to be more product and sales oriented. They refer to their sponsors as customers—or repositories for goods. In any event, packaging has a long, difficult road to travel before full marketing status can be claimed.

There is Hope

There is hope, however. In spite of almost insurmountable obstacles, some packages and some designs have functioned as marketing weapons. A few may be cited.

The General Mills Wheaties package has always functioned with distinct marketing orientation. This design emphasizes health, nutrition and athletic rigor—the key appeals of Wheaties brand imagery and advertising. This approach creates a strong franchise competitive with the corn flake market segment dominated by Kellogg and Post.

The Colgate Soakles introduction is singularly directed to the premium oriented children's market. The package creates an atmosphere of fun, vitality, and excitement, in support of key product appeals. In addition, the package provides a great physical incentive for purchase.

Mr. Clean, although lacking aesthetic strength, is a retail visualization of media advertising symbolism. The projection of this symbol recreates advertising effects at the point of sale.

The "Ban" roll-on package is an obvious example of marketing orienta-

tion. In this case, product and package were interwoven in such a way that an entirely new concept of deodorant emerged.

Proctor and Gamble's Puffs is an outstanding example of marketing orientation. In this case, marketing was achieved by—1. Quality—facial tissue appeals—soft (Puffs)—use it again (Scott)—and 2. Exploiting a responsive consumer—cosmetic imagery.

The approach integrates all communications elements around the soft-cosmetic-use it again theme.

Nomenclature: Puffs, meaning soft, reusable, cosmetic.

Product: Soft, cosmetic odor, strength.

Advertising: Soft, cosmetic, reuse.

Packaging: Soft, cosmetic.

Stouffer's packages direct high quality, unique, expensive products directly at the gourmet conscious market. Design symbols create the Stouffer restaurant concept of quality in store and home.

Whitehall Laboratories introduced an unaesthetic, prosaic design for Drisan decongestant tablets. This introduction revitalized the lethargic cold tablet market by capitalizing on the highly responsive problem of congestion. Product and advertising sold decongestion, speed and strength. Packaging via color and format certainly emphasize brand, as well as key appeals of strength and speed. This kind of decisiveness in marketing has stood Whitehall well in the area of new product introduction.

These examples serve to illustrate that some packages and some designs have achieved marketing stature. This stature has been achieved, however, only through the extraordinary good sense and imagination of some personnel at various levels—advertising agency, client, designer, etc. The organizational obstacles confronting packaging are such that the great mass of packaging will continue to fall short of marketing stature, however.

Concerning Costs

The one great crying need of all management in the United States today is to lower unit costs. "Why?" asks Lawrence A. Appley, president of American Management Association in a recent issue of Management news.

High-Cost Economy

The first reason is that the United States is now a high-cost economy in relation to the world market. Foreign competition from the Common Market and from Japan has

established this as a fact. While in previous recessions in this country, foreign countries have built up a backlog of demand for our products, they did not do this in the recessions of 1959 and 1961. When we decided to recover from our recession, foreign markets did not help us. They were producing what they wanted and needed, at lower costs than we could achieve and, in many instances, higher quality.

Our labor costs are higher; our administrative overhead is higher; and we are now popularizing what has become known as a "profitless economy." Socialistic concepts, unqualifiedly promoted by theorists in positions of power, are having a greater impact upon the public opinion of this nation than we are ready to admit. The economy of the United States is fighting for survival in the world market, and our front line of defense is costs.

Formal Program Needed

Reduction of cost requires formal, specific, well-recognized, and forcefully administered cost controls. Managers at all levels must accept the responsibility for cost control that is passed on to them from above, and they must exercise stringent cost control over those below. Management at all levels must be trained to cost control, the nature of it, and how to administer it.

Never before in the history of this nation has there been such a need for conscious, specific, and immediate decisions relating to the reduction of costs. We must make decisions more quickly to move ahead with profitable items fast and without reservation.

Cost consciousness, cost reduction, cost control are not results of wishful thinking. They come only from dynamic, uncompromising, unemotional management decision. When quality is being sacrificed to cost, our position in domestic and world markets is one of diminishing return, and that is right where we are now in many product lines.

Individuals, corporations, and the nation must give primary attention to the reduction of unit costs if this nation and the civilization it represents are to survive.

Economy has frequently nothing whatever to do with the amount of money being spent, but with the wisdom used in spending it—Henry Ford

It is easy to look down on others; to look down on ourselves is the difficulty.—Peterborough.

WHERE TOP PERFORMANCE COUNTS

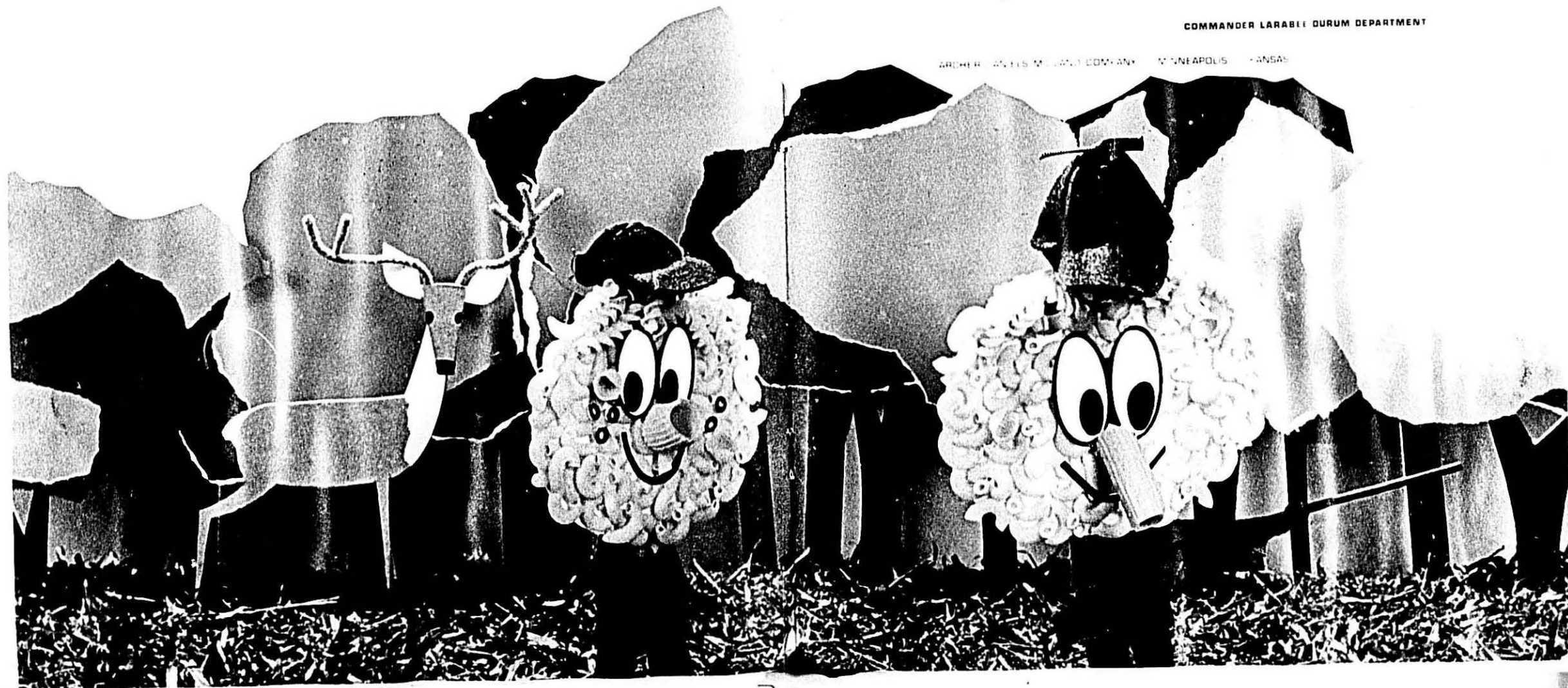
YOU CAN COUNT ON COMMANDER-LARABEE!

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COMMANDER LARABEE DURUM DEPARTMENT

BROOKER WELLS MILLING COMPANY MINNEAPOLIS KANSAS



Save Through Unit Loading

by Thomas E. Dowling, American Cyanamid Company, at the 24th Annual National Packaging Forum of the Packaging Institute.

IT WAS only after a good deal of thought and discussion that the title "Save Through Unit Loading" was selected for this presentation. And then, once that was done, the next problem was whether to place a question mark after it or not.

As those who ship unit loads at present, or who are familiar with unit loading will testify, it is only after the most thorough investigation of a shipping program that the question, "Does unit loading actually save me money?" become answerable.

However, we should not forget the very real savings that can accrue in directions other than actual dollars, and the intangible benefits of customer satisfaction, neater warehousing and better inventory control. Thus the word "Save" in the title has a very broad meaning and may indicate an overall benefit to a company despite what may appear to a casual observer to be merely an added expense.

We would like to discuss those conditions which lend themselves to unit loading and then indicate how a program of unit load shipments might be started. At the same time, we will explore the situations where unit loading does not fit in—and, of course, there are many of those.

What It Is

First, we should perhaps define unit loading. It is simply the grouping together of smaller individual containers in such a manner that they can be handled as a single larger unit. The group may be strapped, wired, tied, wrapped, boxed, or glued together, and it may be on a pallet for extra convenience in mechanical handling, or it may be palletless.

It may be only a group of bags strapped together, or a number of parcels placed inside a wood, steel, or mesh container. Each of these systems is a unit load as opposed to loose bulk containers which may hold up to a ton or more of powder, liquid, or other loose product—and each system has something of its own to offer.

Now, for the situations which are adaptable to unit loading—high volume is generally an important factor. (I'm not referring to the shipment of an immense number of small individual orders to a multitude of customers such as you would expect from a mail order house, but rather the

movement of large quantities of product to comparatively few customers. High volume means a lot of handling, and anything that can cut down on handling and the high cost of labor can be translated directly into dollar savings. This is not to imply that unit loading cannot be effective with small volume under any circumstances, but certainly its attractiveness and the benefits to be gained increase along with the volume.

Where It's Done

Again, certain distribution practices can be made to order for a unit load shipping program. Extensive storage of a product either at the point of manufacture or as preliminary warehousing before ultimate distribution to customers are conditions which may profit from unit loading.

There is another angle, of course, which we haven't mentioned as yet, but which may be the most important consideration of all—and that is customer preference. If the customer wants unit loading, he usually gets unit loading despite other considerations.

Perhaps his receiving and warehousing facilities are highly mechanized, or perhaps his inventory set-up is such that unit loads of a certain character simplify his control procedures. Or, units can be set up so that each unit, for shipment, storage and inventory is exactly equal to his unit process requirements. Sometimes it is possible to ship on pallets which can be utilized by the customer as standard warehousing pallets.

Conversely, if the customer doesn't want unit loads because of unwillingness or inability to handle them, the other factors lose importance, unless the customer can be acquainted with the possible advantages and perhaps be induced to avail himself of fork-lift or other mechanical equipment.

Deterrants

Factors which render a situation unsuitable for a unit load program may include small volume, irregularly scheduled production and shipments as well as distribution patterns which do not require in-plant storage or central warehousing. Obviously, those products which are produced to order and perhaps distributed directly from

the manufacturing location to customers in relatively small quantities, do not qualify.

Another deterring factor is the sometimes large capital expenditure required in the way of mechanical equipment, pallets, storage racks, etc.

Perhaps if we review the steps involved in adapting unit loading to an actual shipping program, we will be better able to judge which factors are important and which are less formidable.

Case History

Some time ago, it became necessary to move increasing quantities of a granular resin from one plant location to another—a distance of 350 miles. Because bagging equipment had already been installed for a long-time distribution of bagged material to customers, multiwall bags were initially selected to move the product in inter-plant shipment as well. These shipments in their beginning stages were made essentially on a piece by piece basis with little attempt to take advantage of whatever benefits were offered by other methods of shipment.

When, however, shipments increased in volume to the extent that the excessive handling involved became an expensive problem, an investigation was made to determine if an overall program of bulk shipping or unit loading could be adopted which could be used not only for our own interplant shipments, but also for shipments directly to outside customers.

It was discovered that although the actual transportation cost from one plant to another would be less when shipping in bulk than for unit load shipments, the capital expenditure required for filling, handling and emptying equipment for bulk shipping at both ends of the route was excessive and outweighed any other savings.

On the other hand, it was found possible to utilize the bagging equipment available by adopting a palletizing program using expendable paper sling pallets (called ACCOPAKS) for shipments within the company, and expendable wooden pallets for shipments to outside customers.

Expendable paper pallets were selected for interplant company shipments because it is a relatively simple matter to equip your own plant with the special lift forks necessary for

handling ACCOPAKS. Customers, however, are a different matter, and it is not always possible to induce them to equip themselves with these special forks at a cost of two to three hundred dollars a set, or any special equipment for that matter.

On either type of pallet, however, we were able to cut our own handling costs considerably and found that the use of unit loads simplified many processes of storage, inventory control, etc. Because of the double tiering possible with the expendable paper pallets and the protection offered by one bag to the adjacent bag because of their intimate contact, we found it was possible to use a more lightly constructed bag for interplant shipments than for those shipments made directly to customers. These bags, in turn, were of lighter construction than the bags originally used on a non-unit load basis for customer shipments.

Our particular shipments involved only truck movements, and as a consequence the dimensions of the units were designed with that in mind. However, if we had planned to use both truck and rail it would have been a relatively simple matter to adjust the load dimensions to fit both carriers.

Incidentally, in the case of palletized bag units, a point to remember is that if we do not wish to tamper with the length and width dimensions but wish to change only the bag capacity, the gusset or edge width of the bags can be adjusted.

Ideal Conditions

Now all of this merely shows that under an ideal set of shipping conditions, it is possible to improve your distribution picture by unit loading. But I must stress the words "ideal conditions," because obviously the inability of the receiving plant to receive and handle one ton palletized units, for example, can be dependent on such seemingly trivial things as aisle width, door locations, floor loading capacities, etc. In other words, we can assume nothing—the entire situation must be investigated thoroughly at both ends before a unit loading program can even be considered. As for the possibility of reducing individual container strength (and cost), this is a perfectly reasonable consequence with certain types of units.

I am thinking now of the bin or box container which is used to hold smaller pieces of bagged material, boxed material, wrapped material, or what have you.

They are known by various names and I am sure you are familiar with

them; Cargotainers, Palletainer, REA Units, etc. Even the big truck box used in "Sea Train" shipments can qualify to be called a unit load. Certainly the biggest advantage of this type unit is that it can be filled with a number of small containers at the producing plant and sealed and shipped as a unit. It is not opened again until it arrives at destination.

Here we have two very different methods of moving products, namely a pallet load of bags in a "Sea Train" container. Yet both are examples, and very good ones, of unit loading.

Although almost any type of package can be unit loaded, at the present time in the chemical industry for example, the utilizing of multiwall bags accounts for almost three quarters of all unit load shipments.

There are perhaps several reasons for this, the chief one being that single bags are much more vulnerable to damage than multiwall ones. Furthermore, there is more to be gained in the way of reduced handling by unitizing bags than by unitizing other containers.

Bagged Material

Let us discuss briefly here the types of unit loads that can be made up for the shipment of bagged material.

First considering export shipments, bags of material, particularly expensive material, are sometimes shipped in the large wood or steel containers referred to before. These are available in many styles and sizes, and can be obtained for various purposes. For instance, they are available for use from the point of manufacture to the customer's plant, from dockside U.S.A. to dockside overseas, or for any portion of this. Some of these containers are available as part of a vessel's regular equipment, providing protection against weather and pilferage.

Others are available for outright purchase or lease, and remain in the possession of the user at all times, perhaps being returned to him after each use, in a knocked down condition. As is sometimes the case with rail shipments of bulk containers or pallets, return of these units may be made at no or very little cost to the user.

Most of us have either used or seen the "Sea Train" type of unit, the entire trailer box which can be unhitched from a cab, hoisted aboard a vessel into specially-built fixtures and at the end of the voyage hitched to another cab and delivered to its destination. For certain programs, this offers undeniable advantages in the

way of security and protection.

It is also perfectly obvious with all these units that it is possible to use minimum packing for the inside containers.

Other export shipments of bags are made quite frequently by strapping an interlocking pattern of bags to an expendable wood pallet and then overwrapping the entire unit either in a telescoping type of corrugated fiber box or, perhaps in a sheet of corrugated or asphalt-laminated kraft. Such units can be exported directly to customers, or shipped to intermediate distribution points overseas where they can be broken down into pieces for individual delivery.

For domestic service, returnable wood and steel pallets, expendable wood, corrugated and solid fiberboard, and kraft paper pallets are all used extensively, with each type offering advantages in certain situations. Which type to use depends on such things as product characteristics, expected shipping stress, customer requirements, equipment limitations, product value, methods employed by competition, inventory requirements and other factors. A study must be made in each individual instance—what works for one company, or one plant or one product, may not necessarily work for the next.

And Boxes

Boxes, which account for about one fifth of all chemical product unit loads, may be unitized in a number of ways also. They are a natural, of course, for the cargo type of container discussed before, in that boxes of minimum construction and with overall decorative printing or labelling may be shipped in them, protected from the weather, scaffolding and pilferage.

Boxes can be well adapted to palletized units, and they are immensely strengthened by strapping and perhaps gluing with a glue of high shear strength. Also available today for boxes, as well as for bags, are anti-skid treatments which are effective in promoting stability in unit loads.

As a rule, wood and steel pallets are more generally used for units of boxes particularly in export service, but expendable corrugated and sheet-type pallets are suitable for domestic movements. Boxes are also the easiest container to strap and ship as a palletless unit in conjunction with chisel forks on the handling equipment, and, with increasing frequency, channeled floors in the carrier which permit the insertion of lift forks under the load.

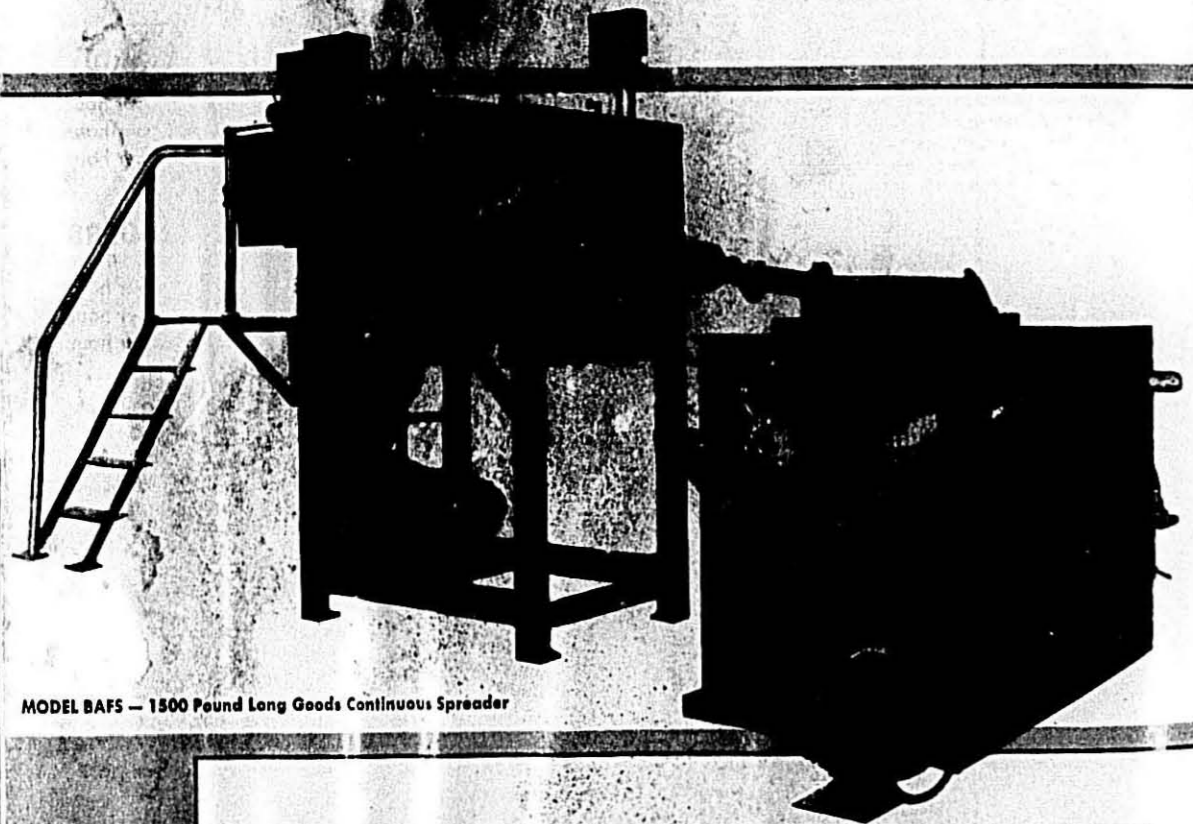
Drums, either steel or wood, are generally unitized on expendable or

(Continued on page 38)

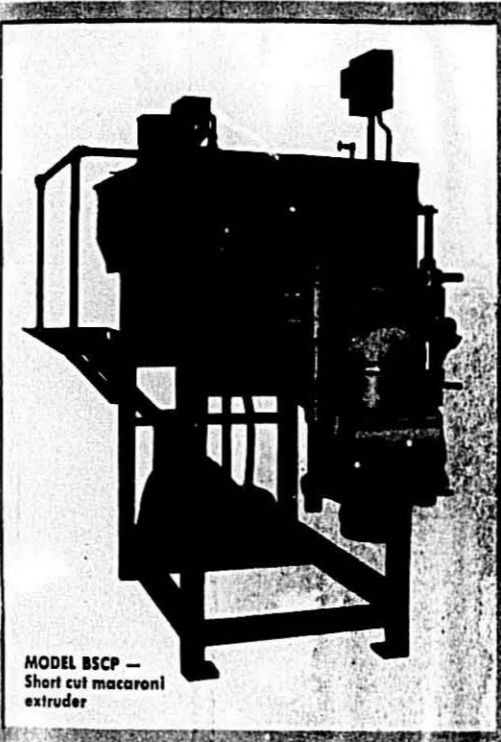
**ANOTHER
FIRST!**

NEW SANITARY CONTINUOUS EXTRUDERS

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



MODEL BAF5 — 1500 Pound Long Goods Continuous Spreader



MODEL BSCP — Short cut macaroni extruder

by *Ambrette*

SHORT CUT MACARONI EXTRUDERS

- Model BSCP 1500 pounds capacity per hour
- Model DSCP 1000 pounds capacity per hour
- Model SACP 600 pounds capacity per hour
- Model LACP 300 pounds capacity per hour

LONG MACARONI SPREADER EXTRUDERS

- Model BAF5 1500 pounds capacity per hour
- Model DAF5 1000 pounds capacity per hour
- Model SAF5 600 pounds capacity per hour

COMBINATION EXTRUDERS

- Short Cut Sheet Former
- Short Cut Spreader
- Three Way Combination

- QUALITY.....** A controlled dough as soft as desired to enhance texture and appearance.
- PRODUCTION...** Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.
- CONTROLS.....** So fine—so positive that presses in indefinitely without adjustments.
- SANITARY.....** Easy to clean tubular steel frames give you the first truly sanitary extruder.

For information regarding these and other models, prices, material testing and other services, write to:

AMBRETTE MACHINERY CORPORATION
 156-156 SIXTH STREET, BROOKLYN 16, N.Y. PHONE: TRIngle 5-5226
 SINCE 1909

***NEW
**NEW
NEW**

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

3 STICK 1500 POUND LONG GOODS SPREADER increases production while occupying the same space as a 2 stick 1000 pound spreader.

1500 POUND EXTRUDERS AND DRYERS LINES now in operation in a number of macaroni-noodle plants, occupying slightly more space than 1000 pound lines.

THESE EXTRUDERS AND DRYERS ARE NOW GIVING EXCELLENT RESULTS THROUGHOUT THE UNITED STATES IN A NUMBER OF PLANTS.

*patent pending
**patented

Is a Pension Plan "Right" for Your Company?

second in a series of three articles by

J. Austin Kelly III, President,

National Employee Relation Institute, Inc.

IN LAST month's article I discussed some of the reasons why pension plans have emerged from the "forgotten" category to become one of the hottest topics in deferred compensation programs for the macaroni manufacturing industry.

Now, let's take a closer look at some of the reasons why firms in your industry are using these plans. Let's examine some of the specific problems companies have faced in considering these plans and learn how such obstacles have been overcome. Each case presented here is an authentic one from my files. While the names have been changed to avoid recognition, the facts, situations and opportunities may help you find the answer to the question: "Is a pension plan 'right' for my company?"

CASE NO. 1

The Smith Company, a small, long-established macaroni manufacturing firm in Ohio was owned solely by George Smith. The only other employees were a man and wife, both of whom had been with the company for many years. George Smith was looking forward to selling the firm when he reached retirement age, seven years hence, and going South. At the time, he was apprehensive about how this would affect his two loyal employees. It was apparent that they were not in a position, financially, to purchase the company, and there could be no assurance that a new owner would provide for their retirement or even continue them in their jobs.

We were called in because—in talking with several pension salesmen—George Smith had been told that his firm was too small to qualify for a tax deductible plan. We were able to show him that such a plan could be designed—one which would not only provide generously for his two employees, but also bring him a substantial sum of tax-free income.

The result: the plan, installed last year, will enable George Smith to accumulate nearly \$40,000 in his pension fund in addition to relieving his worries about the couple he employs. Indeed there is a good chance that the money they are accumulating through the pension plan will enable them to finance the purchase of the firm when their employer retires.



J. Austin Kelly III

CASE NO. 2

Here was a case where two men—Jones and Brown—owned a highly profitable macaroni manufacturing firm in a metropolitan area. Although each held 50 per cent of the stock, Brown had developed a serious ailment two years earlier and was no longer active in the firm. Jones had wanted to buy him out at the time but Brown refused. They had reached an agreement whereby Jones as the active owner would receive a salary of \$52,000 and Brown would receive no more than \$25,000.

Now, another serious problem had arisen. The firm's substantial buildup of profits—now going only into surplus—made it seem likely that Internal Revenue would force the company to declare a dividend. Jones did not want this to happen, while Brown saw it as his only hope of supplementing his frozen salary.

We entered the situation at the request of the company's accountant who hoped that a pension plan would serve to funnel funds from surplus onto a profitable basis. At the same time, he feared that the antagonism between Jones and Brown—plus the question as to how they would share in a pension plan—made the case an extremely delicate one.

In a sense, the problem practically solved itself. Jones not only saw that a pension plan was the answer to his concern about a forced dividend, but felt that it would be a big factor in holding onto his key personnel. Only a month before, his sales manager had left to join a competitor, primarily because of the other firm's deferred compensation set-up.

Brown was just as interested because a pension plan would mean extra income for him without extra taxes. Even though this represented future dollars, it relieved him of the need to put funds aside from his present income. Thus, it became an immediate benefit as well.

The only question remaining was how much of a pension each would receive. We suggested that the benefits for both be limited, and that the same amount of money be set aside for each. We then prepared a method of computing these benefits which was fair to both men.

The result: Jones and Brown agreed enthusiastically. Although the plan has only been in effect for slightly more than a year, Jones credits it directly for the acquisition of two valuable salesmen. One of the newcomers had been the leading sales producer for his previous firm.

CASE NO. 3

Can a partnership install a pension plan? This is a question we often run into. Even some pension salesmen seem confused by it. In the case of Williams and Clark, one insurance salesman had told them flatly that they could never get a Revenue-approved plan. He urged them to incorporate so that they would be eligible. This they were reluctant to do because of the tax advantages they enjoyed as a partnership.

Before explaining the outcome of this case, I would like to point out that Internal Revenue has always permitted partnerships to have pension plans provided the partners themselves were not participants. This provision has been used many times in the past where the primary aim was to provide for employees.

Recently, however, a new ruling permits partners to share in pension benefits. To do this the partnership actually incorporates but retains the privilege

(Continued on page 32)

ABOUT ADVERTISING

TIME Magazine reports that Americans are seeing more advertisements now—an average of 1,600 per person per day—and whether they are enjoying them less is a matter of argument. The \$12 billion that United States business will spend on advertising this year will make sure that the pleas and promises of advertising will dance before the eyes of the ordinary American wherever he reads, rides, watches television, strolls down the street or strikes a match.

Behind this vast expenditure lies one truth that both critics and practitioners of advertising agree upon: advertising is an aggressively creative force that makes music at the cash registers by stimulating the public's desire to acquire goods. This is an overriding consideration for the nation's businessmen at a time when the United States is geared to produce more than it consumes and when nothing would help the economy more than a surge in consumer spending. As the United States economy grows in size and complexity and the cost of labor increases, advertising is an indispensable substitute for the personal salesmanship of times past. The genial clerk who used to sell undecided customers with the assurance that "my own family uses it" is steadily giving way to the self-service shopping cart. Today, advertising is the magnet that draws customers into the nation's supermarkets and department stores, and the prime mover of human inventiveness.

In State of Flux

The use of advertising as the strongest force in moving goods is a uniquely American contribution to economic life—and like most things American, constantly in flux says Time. Born as big business with the rise of national magazines around the turn of the century, advertising has been in a constant change. It is destined to become even more omnipresent: in dollar volume, advertising in the United States has doubled since 1950, is expected to double again in the decade to come. And as it grows bigger and more complicated, it is also becoming costlier. The average United States business now spends \$1.00 on advertising for every \$70.00 in sales, versus \$1.00 for \$100.00 in 1947.

According to their differing philosophies—and the product involved—admen appeal to vastly disparate human emotions: snobbery ("If they run out of Lowenbrau, order champagne"), the confusion of parenthood ("How Sears helps your daughter choose her first

bra") nostalgia ("Our beer is 50 years behind the times"), hypochondria ("Take Geritol to end tired blood"). Inevitably, the three most heavily used selling themes turn on three aspects of existence that particularly fascinate Americans: youth, sex and romance. As Americans grow more sophisticated, admen are turning to sophisticated themes. On the grounds that today's consumers are hungry for facts, some advertisers detail packed ("How Super... ingredients give cars top performance... 25 facts you should know about... KLM"). Whatever their approach, original ads are so few that they are quickly copied.

Plays Vital Role

Against their critics' admonition for the most part, advertising's vital role in the United States economy. Beyond argument, advertising does induce the public to buy products that are not "heeded"—since it can be said that people really do not "need" much more than a cave, a wife and a bow and arrow. But by informing people of the availability of new or improved products, advertising helps to create mass demand—which in turn makes possible mass production, mass employment and greater physical well-being than ordinary men have ever before known.

At bottom, advertising is incapable of selling a product—much less an idea—for which there is not a spontaneous demand. Whatever claims he may make for advertising's powers when he is trying to land a client, no adman will soon forget the Edsel. So successfully did Fairfax Cone and his agency whip up interests in the Edsel that 3,000,000 Americans flocked into Ford showrooms in the first week after the car was introduced—and, not liking what they saw, proceeded not to buy it.

In the fast-turning world of packaged goods, where advertising budgets are often run higher than the costs of production and a blindfolded customer can scarcely distinguish between competing brands, it is the adman's task to find and exploit any slight difference, real or imagined, in his client's product. Says one top packaged-goods executive: "If we've got a real product difference, we could let any kid from the Harvard Business School write the ads. When we've got parity of product, though, that's when we need the pros."

Where Money Goes

Expenditures by media shows where the ad dollar goes. According to Time the \$5.2 billion spent in 1949 went as

follows: newspapers 36.8 per cent; direct mail 14.5 per cent; radio 11 per cent; magazines 9.5 per cent; television 1.1 per cent; all other, including farm and business papers, billboards, etc., 27.1 per cent. In 1961 \$11.8 billion was spent as follows: newspapers 30.6 per cent; direct mail 16.1 per cent; television 10.8 per cent; magazines 7.8 per cent; radio 5.9 per cent; all other 28 per cent.

Food Spends Big

Food and grocery manufacturers spend more money advertising their products than any other advertising classification in 1961, setting new all-time highs for food and grocery advertising expenditures.

The seventh annual Brand-by-Brand survey of Food Advertising Expenditures, conducted by Food Field Reporter shows that a total of \$1,176,230,000 was spent during 1961.

While many other categories of U.S. industry reflected a slackening of advertising spending, the food industry set new highs in all media across the board. This situation is in marked contrast with expenditures in 1960 when all media but general and farm magazines and network TV showed declines in ad expenditures for food and grocery products.

National and regional spot TV were the front-runners once again in getting the largest chunk of the total food ad budget, with network TV coming in second. Spot TV got 32 per cent of the total expenditure and network got 31 per cent.

Spot TV increases in the food and grocery category were still above the slim gain of 2.3 per cent for spot TV in all classifications. "For the first time in spot television," said Norman E. Cash, president of Television Bureau of Advertising, "gains made over the previous year have been negligible. One of the strongest influences in this is the talent costs for commercials."

Media Listing

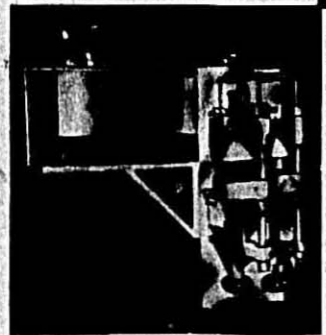
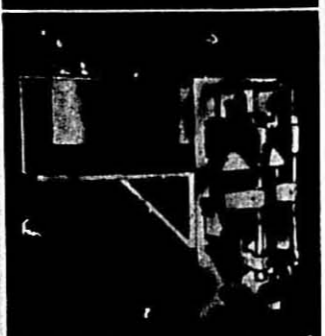
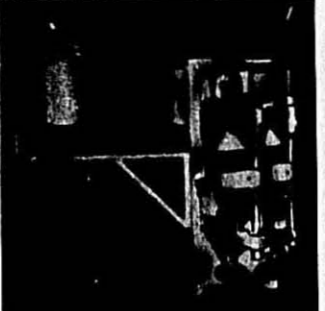
Advertising media listed in the brand-by-brand survey ranked this way in capturing food ad dollars: first, spot TV; second, network TV; third, general and farm magazines; fourth, newspapers and newspaper sections. Total expenditures in seven media listed in the survey were: spot TV—\$375,450,000; network TV—\$361,836,000; general magazines—\$17,903,000; farm magazines—\$2,709,000; newspapers—\$169,396,000; newspaper sections—\$47,070,000; outdoor—\$47,911,000.

(Continued on page 12)

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

*with the
of the press
(or more of 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 saving 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, Spaghettini, Macarancelli, 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.

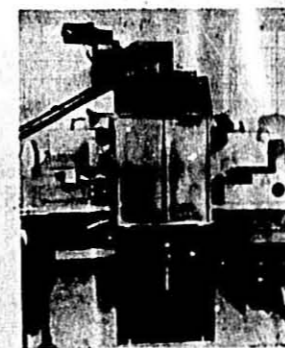
Demaco Spaghetti Weigher can also be adapted for 1/2 pound packages, 2 pound packages or 3 pound packages.



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Phone EVergreen 6-9880



*weighs
all
types*

The Egg Market

The Ballas Egg Products Market Letter at the end of October reported egg markets on the weak side the last week of the month. Large eggs were backing up in many spots, and the breakers were getting more eggs than in several weeks. However, breaking stock was not plentiful and what there was, was firmly held.

Ballas predicted November would hold near the October level for whole egg and egg yolks. Prices were not advancing the way they had in October, and there was a feeling that they have seen their peak. The buying of whites and dried albumen had almost stopped. The driers were still filling commitments and basically, the pressure was off, but not yet to a point where much decline was expected for at least a short time.

In the Chicago market, small eggs hit their peak in October in the second week, selling at a high of 33 to 34.5 cents. At month's end, they had dropped to a range of 29 to 32 cents. Frozen whole eggs remained steady the entire month, in a range of 24.25 to 25.5 cents, while whites strengthened both at the bottom and top of the range by a half cent, to sell at 11.75 to 12.5 cents at month's end. Frozen yolks of dark color remained stable the entire month between 56 and 57 cents, as did dried whole eggs at \$1.07 to \$1.12 and dried yolk solids at \$1.12 to \$1.19.

September Egg Production

The United States Department of Agriculture Crop Reporting Board indicates that production of liquid egg and liquid egg products (ingredients added) during September 1962 totaled 32,177,000 pounds, compared with 30,478,000 pounds in September 1961 and the average of 24,571,000 pounds. The quantities used for immediate consumption and drying were larger than in September last year. The quantity produced for freezing was smaller.

Liquid egg used for immediate consumption totaled 4,507,000 pounds, compared with 2,884,000 pounds in September 1961. Liquid egg frozen totaled 17,958,000 pounds—down three per cent from September 1961. Storage holdings of frozen eggs at the end of September totaled 110,821,000 pounds, compared with 99,573,000 pounds the same time last year and the 1956-60 average of 138,135,000 pounds. This was a decrease of 9,000,000 pounds during September, about the same decrease as in September last year and the 1956-60

average decrease of 17,000,000 pounds. Quantities of liquid egg used for drying were 9,712,000 pounds in September 1962 and 9,112,000 pounds in September 1961.

Egg solids production during September totaled 2,572,000 pounds, compared with 2,310,000 pounds in September 1961. Production consisted of 1,008,000 pounds of whole egg solids, 688,000 pounds of albumen solids and 876,000 pounds of yolk solids. In September production consisted of 1,008,000 pounds of whole egg solids, 688,000 pounds of albumen solids, and 876,000 pounds of yolk solids.

Chick Hatchings Down

Hatchings of egg-type chicks totaled 21,428,000 in September, down three per cent from a year ago, according to United States Department of Agriculture reports. For the first nine months of output totaled 432,056,000 chicks, down six per cent from the year-to-date figure.

Egg Consumption Down

Americans are eating fewer eggs for breakfast and United States housewives are using less in their home baking. These are among the conclusions in a world egg survey issued by the UN Food and Agriculture Organization.

The report said expanding egg production in all major producing areas except North America brought total 1961 world production to an estimated 12,500,000 tons—two per cent higher than in 1960.

"Fewer eggs for breakfast, reduced use of eggs in home baking and a reduction in the number of people raising chickens for their own households are among factors that have led to a decline of 17 per cent in per-capita consumption in the United States over the past 10 years," the report said.

The survey also provided data for other countries.

U.S. Durum Show—

(Continued from page 8)

ly conform with competitive requirements; and (3) re-establish the confidence of the buyer that he can obtain uniform high quality wheats from the United States."

Robert M. Green of the National Macaroni Manufacturers Association showed slides on activities of the National Macaroni Institute and urged increased promotional efforts to increase per capita consumption.

All segments of the durum industry were represented in a panel on pro-

duction and marketing the afternoon of the second day of the show. Alvin Kenner and Richard Crockett represented the growers. Mark Heffelfinger, chairman of the Durum Wheat Institute, spoke for the millers. Lloyd E. Skinner, past president of NMMA, represented the macaroni manufacturers. Others participating in the discussion were Dan Amstutz of the export division of Cargill, Inc., and J. A. Satterfield, deputy director of the Department of Agriculture's Grain Division. The panelists fielded such questions as: "Why don't we get more money for our grain? Quality standards along with dockage practices were reviewed along with brief explanations as to the competitive features and economic considerations in each segment of the distributive network of getting grain from the field to the table.

Beauty Contest

On the social side, a Durum Queen was crowned in a Miss Durum Pageant sponsored by the Junior Chamber of Commerce. Miss Mary Louise Waind of Milton, North Dakota, scored a hit when she smiled and sang her way to the title of Miss Durum of the United States in a new feature of the United States Durum Show. She received the Miss Durum crown from Miss Claudia Revland, Fargo, the reigning Miss North Dakota. Miss Waind won the title over 14 other contestants. The new Miss Durum will compete for the title of Miss North Dakota in Bismarck next summer.

Hybrid Wheat—

(Continued from page 18)

"When an array of male sterile and male fertile combinations are available," Dr. Schmidt says, "a hybrid can be produced more quickly than a conventional pure line that will fit varying environmental and market needs. It may, for example, allow more rapid varietal shifts to combat the build-up threatening new races of rust."

When hybrid wheats come into commercial production, seed stocks will be produced in the same way as for hybrid sorghums. Male sterility, and the ability to restore fertility, are required in the case of both crops.

Male sterile corn is also being used in present-day hybrid seed production, but earlier hybrids were made possible by detasseling—or the removal of the male portion of the corn plant. Then the ear shoot, or female part, had to receive its pollen from another plant.

This "detasseling" process is not possible with wheat and sorghum, because both the male and female parts are in the same flower.



SEASONS GREETINGS

AND

BEST WISHES

TO ALL MEMBERS

OF THE

NATIONAL MACARONI MANUFACTURERS ASSOCIATION

Max Ballas

Marvin R. Painter

Leonard R. Ballas

BALLAS EGG PRODUCTS CORPORATION

PRODUCERS AND PACKERS OF

GOLDEN YOLK EGG PRODUCTS

Zanesville, Ohio

New York, N.Y.

Terre Haute, Indiana



New Plant in Dallas

THE American Beauty Macaroni Company is continuing its expansion program. The newest addition to this chain is the American Beauty Macaroni factory located in Dallas, Texas, having a yearly capacity of 2,000,000 pounds of macaroni products.

This complete new plant is large for fully automatic production with space allowed for future expansion. The flow pattern is continuous, from the Pavan flour system, through processing, packaging, warehousing and on to shipping. Flour enters from the processing end of the building and finished merchandise is loaded from the truck well at the front.

A mezzanine floor at the rear of the plant provides an area for the intermediate flour storage tanks, the air conditioning unit and the vacuum pumps for delivery of flour to the battery of full vacuum Pavan presses. Under the mezzanine floor is located the maintenance shop, spare parts storage, die washer and die storage. Here also is the boiler room with heat exchanger for supplying hot water to the dryers. This system of heating the dryers is the most advanced in the industry, providing a constant even temperature to the individual dryers, with each dryer having its own controls.

In keeping with this company's emphasis on producing only products of the highest quality, the very latest and most modern processing and drying equipment has been installed.

Long goods are produced on a Pavan Continuous Automatic Line, starting with a "Low Boy" press, through the spreader, the preliminary dryer and into four independently controlled drying tunnels. The Pavan type drying tunnels are so designed that it is possible to simultaneously dry macaroni, spaghetti, spaghetti and lasagna. The unique type sticks are metal with a wood laminated cover combining the advantages of both wood and metal sticks. The ends of the sticks are three-fourths inch wide while the portion where the products hang is only three-eighths inch wide, reducing trim to a

minimum. When in the dryer the sticks are spaced one another thus doubling the capacity of the dryer. At the end of the dryers is an automatic cut off saw synchronized to the dryers. Changing the cut off pattern from three cuts to two or a single cut requires less than a minute. The capacity of the long goods line is geared to a 24-hour continuous press production.

The continuous short goods lines are also Pavan, including the "Low Boy" full vacuum press, shaker, predryer, preliminary dryer and finish dryer. This modern type of pack line is only 70 feet overall. The drying principle is such that products of the highest quality are produced with the least amount of supervision. This is accomplished through the use of air distribution and control system.

Coil vermicelli or fideo, which is very popular in the southwest, is made on a Pavan automatic coller. A Pavan preliminary coil dryer automatically picks up the coil from the colling machine. On the end of this 70-foot pre-coil dryer is an automatic tray loader, stacking the pre-dried coils on edge in the trays. This system of stacking the coils increases the tray capacity 300 per cent. Trays are then loaded on to dollies and put into Pavan dry rooms for finish drying.

Aseco Corp. designed and fabricated the powered swing conveyor and the four Stor-A-Veys which provide "moving storage" for all products from the short cut dryers. Discharge from the Stor-A-Veys can be directed, through an American Beauty designed conveyor system continuously to any of the packaging lines, which include an automatic bag line, semi-automatic bag line, cartons lines and bulk cartoning lines.

Management offices and the employees' cafeteria are located in the front of this modern brick building.

The American Beauty Company is justifiably proud of the addition of this most modern plant to its family of modern plants.

Tax Tale

The Taxpayers' Federation echoes the humorous side of a serious story.

"Henry Suburban reaches out at 7 o'clock of a wintry morning to turn off the alarm clock (price: \$5.00; tax, 50 cents). He pushes down the electric blanket (price: \$28.00; tax, 84 cents), climbs sleepily out of bed. He walks across the bedroom floor of his house (price: \$12,000; annual property tax, \$209.00) and switches on the electricity, lighting a bulb (price: 33 cents; tax, 2 cents).

"To music from a bedroom radio (price: \$30.00; tax, \$1.80), Henry shaves with his electric razor (see above).

"A radio newscaster reports that Henry's state is preparing to increase income taxes and impose a general sales tax on everything anyone buys. Henry slaps a handful of bay rum (price: \$1.30; tax, 13 cents) across his jaws.

"He dresses quickly, hurriedly fastening cuff links (price: \$5.00; tax 50 cents) and the clasp (price: \$3.00; tax, 30 cents), puts on his Swiss wrist watch (price: \$60.00; tax, \$6.00), and rushes down stairs. Tucked under one arm is a leather briefcase (price: \$25.00; tax, \$2.50) which carries papers from his real estate office, including one deed (property valued at \$3,000; stamp tax, \$1.50).

"In the kitchen he's just in time to snatch two slices of bread (at least 151 hidden taxes) from the electric toaster (price: \$16.00; tax, 48 cents), lift his coffee from the gas stove (price: \$190; tax, \$5.70), and grab a glass of fruit juice from the refrigerator (price: \$300; tax, \$9.00).

A Cold Day

"A glance out of the window shows it's begun to snow, so he calls to his wife (marriage license: \$2) to telephone (monthly telephone bill: \$12.00; tax, \$1.20) for a taxi. Too many other people want taxis on a snowy morning, so Henry gets out his own car (price: \$2,500; total taxes \$518.00) and drives (operator's license: \$3.00) to the railroad station.

"Henry relaxes at the station with a cigarette (price per pack 13 cents; tax, 15 cents), lit by a match (tax: 2 cents per 1,000). Aboard the train, he settles down to a hand of bridge with three cronies, using of course, a deck of cards (price: 40 cents; tax 13 cents).

"In the city on his way to the office, Henry stops to buy a roll of camera film (price: 40 cents; tax, 2 cents) that he promised his son (registration of birth: \$1.00), and the lipstick (price: \$1.00; tax, 10 cents) he promised his

(Continued on page 38)

THE MACARONI JOURNAL



North Dakota Mill and Elevator

GRAND FORKS, NORTH DAKOTA PH. 772-4411

DURUM DIVISION

Unit Loading—

(Continued from page 25)

turnable wood pallets. When this is done, however, care should be exercised to put containers of similar height on the same pallet, if it is planned to double and triple tier.

Although we have been speaking basically of the unitizing of chemical products, the principles are the same whether they are applied to chemicals, hardware, fertilizers, or food.

To Start the Program

What should be done, then, to initiate a unit load program? Perhaps at least the following steps can be taken:

1. Make a survey of the number of customers, volume of material shipped, length of shipments, types of carriers used, and other points discussed above. A study of the data above will indicate whether unit loading holds promise for a complete product distribution program, from point of manufacture to customer delivery, or valuable only as a storage and warehousing tool.

2. If unit loading looks promising, make inquiries into customer requirements and capabilities to determine which one will be better served by unit load deliveries. At this point do not neglect to consider equipment limitations.

3. Make as complete a cost study as possible of each type of unit load practical for the product to be shipped, and that fits into marketing and distribution procedures. Take advantage of the technical services offered by suppliers, who are generally anxious to make surveys and work up cost studies of the units they are promoting.

Perhaps your operation can be well handled by a single type of unit load from beginning to end. Or it may be sufficiently complex to require a number of different types of loads and equipment. Or maybe unit loading won't help you at all.

If you do study your distribution set-up as outlined above, however, you'll know one way or the other.

Special Offer

"Discover the adventure of a chafing dish dinner" stated Kraft Food Product Company in their ad which appeared in the October and November issues of Ladies' Home Journal and Better Homes and Gardens magazines. They advertised their new "company best" macaroni and cheese dinner by offering a contemporary chafing dish for a box top from the dinner plus \$7.95. The serving piece included a copper

bowl and lid, a two quart easy to clean aluminum cooking pan, "Grecian Gold" wrought iron stand and contemporary walnut trim.

The offer was also made on Perry Como's Kraft Music Hall.



bowl and lid, a two quart easy to clean aluminum cooking pan, "Grecian Gold" wrought iron stand and contemporary walnut trim. The offer was also made on Perry Como's Kraft Music Hall.

Spaghetti Museum

From time to time mention is made in publications of Italy's Spaghetti Museum. Recently Woman's Day told about the institution, its founder and present curator, Dr. Vincenzo Agnesi. The site is in Pontedassio, a tiny Italian Riviera village 25 miles from the French border.

Among its displays are documents showing that some 500 years B.C., Italy had standard equipment for making pasta. There are paintings, etchings, photographs, and ancient and modern books glorifying spaghetti. A large collection of cartoons depict the spaghetti entanglements of foreigners.

The most conversation-provoking room is one displaying more than 300 different varieties of pasta, all sizes and shapes, some with such unlikely names as wolves' eyes and ladies' legs. A come-lately is "Spaceman."

Photographs of famous spaghetti-eaters include such stars as Ava Gardner, the Italian comic Toto, Sophia Loren. Historical hero is Thomas Jefferson who first introduced pasta into the United States.

"Spaghetti should be served immediately after being cooked," advises Dr.

Agnesi. "It should be slightly stiff, as we might say al dente, when it is removed from the cooking water, so that it will reach the right degree of softness by the time it is eaten. And there must be a tiny pool of clear water in the bottom of the plate. This will be slowly absorbed by the strands while you are eating; it allows the pasta to maintain a proper consistency."

Another Film Award

"Durum—Standard of Quality" has done it again! The 30-minute sound and color film telling the story of durum from farm to table won the Chris Award "for excellence of production" at the Columbus Film Festival this fall. The film was entered in the Information and Adult category.

Sterling Movies, Inc., New York City, handling distribution of the educational film to schools, clubs and other organizations, under the sponsorship of the National Macaroni Institute, Durum Wheat Institute and the North Dakota State Wheat Commission, reports 2,828 showings to a total audience of 141,400 in the period December, 1961 through September of this year.

La Rosa Scholarship Contest

V. La Rosa & Sons, Inc., Brooklyn, New York, are sponsoring a 16-week scholarship award contest carrying a \$2,500 prize, in the metropolitan New York area.

Any boy or girl in the area may enter the contest, which started in October, by sending in his name and address on the back of a La Rosa label or package top (or reasonable facsimile) to the TV personality of his choice. The contest is being promoted on popular children's TV shows.

In addition, each week of the contest La Rosa will award to five winners a pedigreed AKC registered beagle or cocker spaniel puppy.

Tax Tale—

(Continued from page 36)

wife. Because there are friends coming to Henry's house in the evening, he buys a bottle of whiskey (price: \$3.40; tax: \$2.10).

Arriving eventually at the office, Henry sighs (no tax) and settles to a day's work (annual income: \$7,500; Federal and state income tax, \$988.00). If he works hard for the rest of his life, he will be able to provide the government with a handsome slice of inheritance tax. And if he dies in a state that is fiscally tolerant, he can take comfort in the thought that his cash—provided it costs less than \$100,000—will be exempt from any sales tax."

CHRISTMAS has many different meanings. To children it means new toys, to grown ups feasting and merriment, peace on earth, good will to men. But down through the years, the Christmas Seal has meant the same to everybody—a symbol of the fight against tuberculosis. For fifty-six years, this tiny Seal has been at work, helping to stamp out that dread disease, TB.

The fight is far from won. Strike your blow against tuberculosis. Answer your Christmas Seal letter today.



Fight TB and other respiratory diseases with
CHRISTMAS SEALS



Richard L. Vessels

Mill and Lab Improvements

Work started by F. H. Peavey & Company several years ago is being continued in an extensive modernization program at Russell Miller-King Midas durum mills. Work is progressing to convert one of their semolina units to a pneumatic operation. Additional wheat cleaning and conditioning equipment has been installed, and the latest style Simonds and Mig purifiers are being incorporated into the purification system.

To carry on their policy for continued research and quality control, they are equipping their laboratory with the latest type pilot vacuum press, and the dryer will be automatically controlled. This is a scale model of a large commercial press and will enable the laboratory to simulate actual plant production of macaroni, spaghetti and noodle products.

The press will be of sufficient size to facilitate the handling of a large number of samples for testing. The laboratory is equipped with an experimental mill, and the addition of the press will enable the laboratory to test various durum wheat samples into macaroni products.

General Mills Salutes National Macaroni Week

Betty Crocker saluted National Macaroni Week stressing its theme "Macaroni Makes the Menu" in a full page feature in Modern Millwheel which is mailed to approximately 14,000 General Mills' employees.

They commented that the theme was most appropriate, for macaroni foods provide inexpensive meals with an infinite variety of ideas for different daily menus. Macaroni dishes are especially popular during the fall

season and really "score" at after-the-game parties.

Teenagers of General Mills employees were pictured enjoying a quick, easy and nutritious macaroni hot dish prepared as a perfect victory snack after the game.

Recipe for Chili-Chicken Casserole is featured as one of the many ideas for preparing macaroni products developed by the Betty Crocker Kitchens in the past few years.

A photo showed taste-testers enjoying large helpings of a macaroni hot dish prepared in the kitchens.

General Mills Appointments Announced

The Flour Division of General Mills has transferred Richard L. Vessels, present durum sales representative in the Central Area to the Minneapolis headquarters office to become assistant manager of Durum Products Sales.

Vessels has a wide acquaintance with the macaroni industry through association in the Durum Sales Department of General Mills the past six years. After graduating from Purdue College, where he majored in Business Administration, he spent four years in the United States Air Force, most of which was served in France.

Vessels has been headquartered at Park Ridge, Illinois, for the past five years. He will move with his wife and three children to Minneapolis by November 1.

In his new position, Vessels will assist E. L. Merry, manager, Durum Product Sales, at General Mills.

Barton N. Hempel is the new General Mills' durum sales representative for the Central Area. Hempel is a graduate of Macalester College, where he majored in economics and political science. He will headquarter at General Mills' Park Ridge, Illinois, office.

Hempel has been associated with General Mills in the Durum Sales Department for the past five years and is well known to the macaroni manufacturers in the area covered by his new assignment. With his wife and two children, he will move to the Park Ridge area during early November.

You-Can't-Win Department

Advertising Age reports truth in advertising doesn't necessarily guarantee an advertiser's success.

Consider the case of John B. Canepa Company which markets Red Cross macaroni in the Midwest. Their agency, Lillienfeld & Company, prepared and placed a four-color ad in the Chicago Tribune which said that the spaghetti in just one 1-lb. box of Red Cross



Barton N. Hempel

spaghetti would engirdle the Leaning Tower of Pisa three times.

"Three times around," the ad boasted, "121 five-strand, three-twirl forkfuls of Canepa's Red Cross spaghetti." The ad drew comments by the score.

One skeptical reader wrote that she went out and bought a box to measure the contents with the plan to charge misrepresentation of fact. Then she wrote: "However, since you did prove right we feel it only fair to write to tell you so."

Then came the crushing blow. She added: "Now, every time I cook spaghetti, I'll think about a mere pound of it going around this structure more than three times. And I'll cook just a small part of the box. I feel stuffed just thinking about it."

Chef Boy-Ar-Dee Promotion

American Home Foods division of American Home Products, New York highlighted its Chef Boy-Ar-Dee line in a "Meal-in-a-Minute" promotion in October and November. The promotion backed Beefaroni, cheese and beef ravioli, spaghetti sauce with mushrooms, spaghetti sauce with meat, marinara sauce, spaghetti and meat ball dinners, complete spaghetti dinners with mushrooms, or meat, canned spaghetti and meat balls, and meat ball stew.

Color ads in the October 23 issue of Look and the November issues of Family Circle, Woman's Day, McCall's, Good Housekeeping, Life, Redbook, and Ladies' Home Journal, plus TV commercials on network and local spots backed the drive. In-store materials included a motorized display showing the products in use.

THE MACARONI JOURNAL

Merry Christmas

and
A Healthy, Prosperous and Happy New Year



D. MALDARI & Sons, Inc.
557 THIRD AVE. BROOKLYN 15, N.Y., U.S.A.



Holiday Ideas—

(Continued from page 6)

Don't stop with a wreath now that you've discovered how easy it is. Delightful tree ornaments may be made by cutting out pendant shapes from posterboard and spraying with dull black or white enamel. Then glue golden macaroni pieces, previously sprayed in the bottom of a large pan, to pendants with transparent adhesive.

Also, the macaroni may be placed on plain posterboard and the entire ornament sprayed gold. The number of patterns and decorative arrangements is endless.

The unusual shapes, designs and textures of macaroni products as a craft material lend themselves well to party favors and table decorations any time of the year. For instance, if you're entertaining on St. Valentine's Day and plan to make the party table festive with the traditional valentine symbols and colors, why not create a heart centerpiece by covering an empty heart-shaped box with various shapes of your choice? Flower favors can be made of large wheels or large shells. Placecard holders can be fashioned with a little ingenuity. For fun and relaxation, try working with macaroni products as a craft material. The possibilities for designing your own creations are limitless!

Noodle Priest in the Midwest

The genial "Noodle Priest," Monsignor John Romaniello, after telling his poignant story of distributing noodles to hungry Chinese refugees in a National Macaroni Institute presentation at the recent Food Editors Conference, proceeded westward across the country in October on his return trip to Hong Kong.

In St. Louis

In a whirlwind one-day stopover in St. Louis, he told his story both on TV and radio. His train arrived at 3:20 on a Thursday afternoon. By 3:35 p.m., he was being interviewed on KMOX, the top rated radio station in the St. Louis market and one of the few with "talk" programming. The interview continued until 4:00, and it was reported that he delivered an excellent interview on noodles, their nutritional value, popularity and economy.

Next stop was the Ravarino & Freschi macaroni and noodle products plant, where he accepted a modern, fast noodle machine from R-F executives to aid in his work in producing noodles for refugees.



Eight-year-old Tina Bilhorn of Bensenville, Illinois, is all smiles as she lights a Christmas candle which has a base made of various shapes of macaroni. Watching is her brother, Brad, 10, who helped make the centerpiece. They are the children of Robert Bilhorn, marketing manager of Televiso Electronics, Wheeling, Illinois, a division of Doughboy Industries. Fabrication of the centerpiece, according to the children, was a simple project. They started with an aluminum pie tin, and a piece of styrofoam for support. The top was covered with a piece of aluminum foil. The various shapes of macaroni were glued on top of the aluminum foil and then the whole thing was sprayed with silver bronze. The children made the centerpiece for use at home. It was also used as a fund raising item for their local school. The idea caught on after others saw the finished product. As a variation, some of the decorations can be gold bronze or painted any color. Other than painting, the children explained, there is no special treatment of the macaroni. Doughboy's Milling Division makes semolina for the macaroni industry.

At 10:15 p.m. Monsignor Romaniello appeared on the "Eye on St. Louis" show on KMOX-TV, CBS, and was the featured guest on this 15 minute television interview show. At 11:00 p.m. he again was interviewed by radio station KMOX on a late night show originating from the Stan Musial and



Monsignor John Romaniello accepts a noodle machine from Ravarino & Freschi, Inc. executives which he will use to increase output of noodles for Chinese refugees. Left to right, the Noodle Priest, William Freschi, Al Ravarino and Ernest Ravarino.

Biggies restaurant. He was such an interesting and convincing speaker that he was given almost unlimited time to tell his story. Comment was given that the impressions he made were excellent for the macaroni industry.

In Chicago

Arriving in Chicago the following day, the Noodle Priest was interviewed by Mistress of Ceremonies Lynne Walker on her "Woman On The Go" television program over WBKB. A tour of a local noodle plant followed. His next stop was the West Coast to fulfill several other commitments before embarking upon the last lap of his journey "home" to Hong Kong and his beloved Chinese.

New Sauce

Along with a number of other new products on display at the recent International Food Congress, the Lipton Company introduced a new line of freeze-dried spaghetti sauces under the brand "Golden Ladie."

Meeting-in-the-Round
January 15-16-17, 1963.

THE MACARONI JOURNAL

OUR BEST WISHES
FOR A
HAPPY HOLIDAY SEASON
AND A
PROSPEROUS NEW YEAR
V. JAS. BENINCASA COMPANY



Seasons Greetings

FROM THE
MACARONI JOURNAL
STAFF

Lorraine Amtmann
Circulation

Vera Ahrensfeld
Advertising

Robert M. Green
Editorial

WAY BACK WHEN

40 Years Ago

At the National Macaroni Manufacturers Association convention in Atlantic City it was resolved that each member of the association pay annual dues according to the amount of business done in the preceding year. It was hoped that by so doing the association would have a sound financial footing and that all macaroni manufacturers throughout the country would become members.

Buffalo and western New York macaroni manufacturers formed an organization known as the New York Association of Macaroni Manufacturers. The purpose of the club was to work with the National Macaroni Manufacturers Association in national affairs and to give special attention to problems in their own district.

For Macaroni Week, November 12-18, contests were used to stimulate interest in macaroni products. In Louisville \$100 was offered to housewives for menus using macaroni in one meal a day. In Rochester, New York \$100 was offered to the grocer making the best display of macaroni, spaghetti and noodles.

The C. F. Mueller Company of Jersey City, New Jersey found that by using street car cards for advertising purposes sales increased. This form of advertising not only brought macaroni products to the attention of consumers but also helped retailers by stating "Patronize your neighborhood dealer."

30 Years Ago

In reviewing the year of 1932 it was noted that the macaroni products had never before sold at such low prices. A case of macaroni and spaghetti was offered for 60 cents. High grade spaghetti in bulk was available at 70 to 75 cents for a 20 pound box.

B. R. Jacobs, our Washington representative, in proposed modified standards eliminated all reference to the term "alimentary paste" and substituted the term "macaroni products." He commented: "The term 'alimentary paste' has always had something of an unsavory and unappetizing meaning and has suggested too close an association with the alimentary canal to be very inviting."

The United States Bureau of Foreign and Domestic Commerce reported a decline in imports and exports of macaroni products. In October macaroni imports were down to 157,070

pounds compared to 224,811 pounds the previous year. Exports were down to 567 pounds as compared to 1,000 pounds the year previous.

Newly developed macaroni in Australia was due to availability of South Australian red wheat suitable for macaroni manufacturing. Australian manufacturers hoped eventually to supply all of Great Britain's annual requirements of 5,000 tons as well as domestic requirements.

20 Years Ago

Macaroni business was up due to the wartime voluntary meat rationing ordered by the government. Manufacturers not only supplied their products to American fighters everywhere, but the folks back home were recognizing macaroni as a good, natural meat extender.

Price ceiling regulations on egg noodles was the main topic of discussion at two regional meetings of the National Macaroni Manufacturers Association in Chicago and New York. At both meetings C. F. Mueller, the macaroni industry's representative in the Office of Price Administration, explained approved methods of figuring costs and ceiling prices under the amended order.

The government asked for the cooperation of the National Macaroni Manufacturers Association in appointing a macaroni industry council to serve in an advisory capacity to the War Production Board and other agencies.

10 Years Ago

You need your Association," says the editor. Observing that the Korean conflict would bring problems that beset the macaroni manufacturers during World War II, there was a warning that there might be new and unexpected difficulties without precedence. "No matter how vocal, isolated macaroni makers, each speaking in an unorganized manner, can expect a vast brush-off from Government. Only by joining with others in a strong, articulate, skillfully managed Association, can they hope to be heard."

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 AND JUNE 11, 1960 (74 STAT 208) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF "THE MACARONI JOURNAL," published monthly at Appleton, Wisconsin, for October 1, 1962.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, National Manufacturers Association, 139 N. Ashland Ave., Palatine, Ill.; Editor, Robert M. Green, 139 N. Ash-

CLASSIFIED

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

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

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land Ave., Palatine, Ill.; Managing editor, Robert M. Green, 139 N. Ashland Ave., Palatine, Ill.; Business manager, Robert M. Green, 139 N. Ashland Ave., Palatine, Ill.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given. National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Ill.)

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder, appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue.) 963.

ROBERT M. GREEN
(Signature of editor, publisher, business manager, or owner)

Sworn to and subscribed before me this 14th day of September, 1962. (Seal) Helen G. Geisler, Notary Public. (My commission expires May 10, 1965.)

THE MACARONI JOURNAL

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

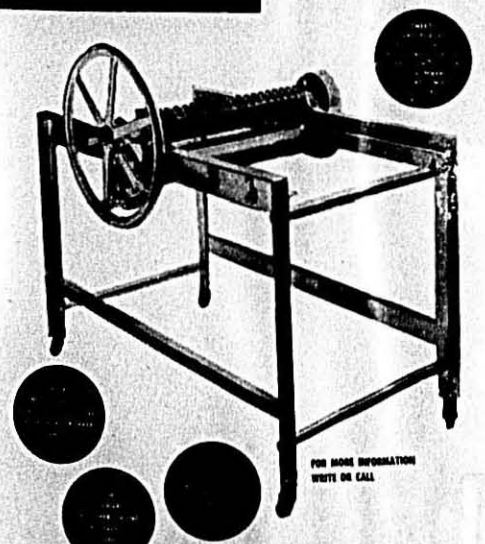
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- 3—Semolina and Flour Analysis.
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DECEMBER, 1962

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AUTOMATIC EGG EMPTYING MACHINES FOR ALL YOUR MACARONI PRODUCTS



Stainless Steel Construction.

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More yield. Easy to clean.

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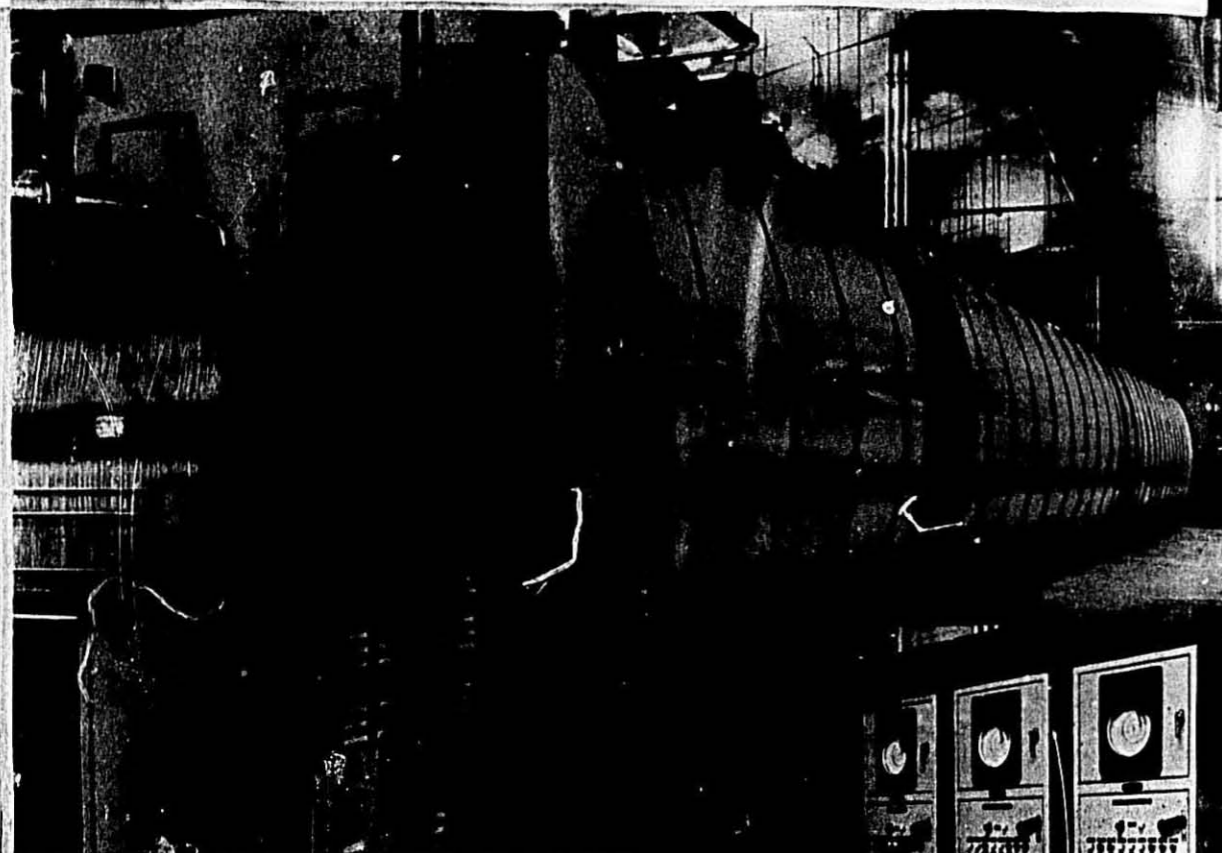
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Milling Division New Richmond, Wis.

Quality Since 1856

45



New BUHLER long goods dryer installed at the new Skinner Macaroni Company plant in Omaha, Nebraska.

New from BUHLER the industry's finest long goods DRYER

- Sanitary off-the-floor construction prevents condensation on the floor underneath and allows for easy cleaning.
- New positive-control stick elevator with special stick guides prevent rolling or slipping of long goods in transfer.
- Swing-out panels make inspection and cleaning easy.
- Centralized control panels contain unique climate control systems which allow the product to set its own drying temperature according to its water release capability, and also all electrical controls.
- Positive air circulation produces uniform controlled drying.
- New design paneling with special thick insulation stops heat and vapor.

Control center for dryer line at Skinner Macaroni Company.

Specially designed to produce long goods of finest QUALITY

Here is a long goods dryer that features the latest techniques and developments in the industry. Ultra modern and fully automatic, this new dryer was designed from the beginning with the quality of the long goods product in mind. Precise control of temperature, humidity, and air circulation insure the even and thorough drying necessary to producing uniform and sturdy long goods.

Custom-engineered. Buhler long goods dryers are custom-engineered to fit your floor space requirements and can be adapted to handle stick lengths from 54 to 80 inches with capacities up to 1500 pounds of long goods per hour. The entire long goods line need not be installed end-to-end. If floor space does not permit it is possible to arrange the various units side-by-side or on different floors.



New positive-control stick elevator. This new stick elevator is an exclusive Buhler feature. The sticks are actually picked up by special stick guides which control them positively in transfer. Unlike conventional stick elevator chain devices, these guided sticks can't roll or slide from the chain at the transfer point to the drying tiers, thus practically eliminating mechanical breakdowns.

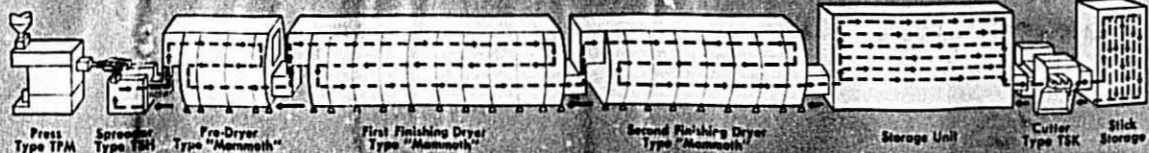
Swing-out panels for easy access. Individual panels on each of the dryer units swing out to provide quick and simple cleaning or inspection. It takes only seconds to get at the interior of the dryer. The panel swings out far enough to give sufficient room for cleaning and maintenance equipment.



Pre-dryer. Drying of the product begins immediately at the entrance to the pre-dryer to prevent stretching of the long goods on the drying sticks. The Buhler "Mammoth" pre-dryer handles up to 1500 pounds of long goods per hour and can reduce moisture by 10%. You can also improve your present drying

operation by installing a Buhler pre-dryer in your present production line.

Inquire now. If you are interested in producing the finest quality long goods while at the same time increasing the efficiency of your operation, call or write BUHLER today.



Complete
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MACARONI MAKES THE MENU

For after the family meal



"Macaroni Makes the Menu" is the promotional theme for the annual observance of National Macaroni Week, October 18 to 27, sponsored by the National Macaroni Manufacturers Association.

The theme is most appropriate, for macaroni foods (spaghetti, macaroni and noodles) provide inexpensive meals with an infinite variety of ideas for different daily menus. Macaroni dishes are especially popular during the fall season and really "score" at after-the-game parties. (See picture right.) But, whether it's a party menu or family meal planning, it's possible to eat macaroni often and have an array of foods to tantalize family appetites.

Through the years Betty Crocker has helped to provide ideas for new ways of preparing macaroni through promotion of recipe suggestions. The Chili Chicken Casserole recipe featured on this page is just one of many ideas for preparing macaroni products developed by the Betty Crocker Kitchens through the years. It has been tested by Betty Crocker home economists and by a panel of homemakers and is recommended for party or family menus.

Americans show their enthusiasm for convenient and economical macaroni products by purchasing over a billion pounds a year.

Macaroni products are made from semolina and durum flours. General Mills is one of the leading suppliers for macaroni manufacturers.

CHILI-CHICKEN CASSEROLE

- 9 cups drained hot boiled noodles (2 pkgs.—8 oz. each)
- 1/4 cup chopped onion
- 2 tbsp. butter or margarine
- 3 cans (10 1/2 oz. each) condensed cream of mushroom soup
- 1 can (4 oz.) pimiento, chopped
- 2 tbsp. (2 oz.) finely chopped pickled hot green chili peppers (remove stems and seeds)*
- 3 to 4 cups cut-up cooked or canned chicken or turkey
- pepper and seasoning salt
- 2 to 3 cups grated sharp Cheddar cheese (1/2 to 3/4 lb.)

Heat oven to 350* (mod.). Sauté onion in butter until yellow. Stir in soup, pimiento and chili pepper. In buttered 4-qt. baking dish (or two 2-qt. baking dishes) layer half of ingredients in this order: noodles, chicken (sprinkle lightly with salt and pepper), soup mixture and cheese. Repeat layers, one more of each. Bake 45 min. 12 servings.

*Amount of chili pepper may be changed according to family taste.



Perfect victory snack for hungry teen-agers is a quick, easy and nutritious macaroni hot dish. Anxiously looking forward to this treat are, from upper left, Stan Jacobson, Jim Rippe, Judy Bolitho, Steve Hanson, Joan Bolitho and Ruth Bristol. The Bolitho twins are daughters of Hayes Bolitho, Pancake Merchandising and Product Manager in the Grocery Products Division. Ruth Bristol is the sister of Mary Bristol, Secretary in the Grocery Products Division, General Office.

Lorraine Kilgren of the Betty Crocker Kitchens dishes up large helpings of a macaroni casserole to taste-testers Henry Van Leur, left, Advertising Supervisor, Flour Division, and Roy Heikkila, Durum Sales Service.

