

**THE
MACARONI
JOURNAL**

**Volume 52
No. 8**

December, 1970

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



DECEMBER, 1970

**Mrs. Nixon's Portrait
in macaroni**



PACKAGING PERSONALITIES



Santa Claus

THIS genial gentleman is a very well known packaging personality indeed. He's been in the business a long, long time, specializing in gift wrapping. His profession takes him all over the world, and so he is also known as St. Nicholas, Father Christmas, Pere Noel, Kris Kringle, Sinterklaas, Sint Klaes, La Befana, Knecht Clobes, Julenissen, and Yule Tomten.

RIGHT ABOUT NOW, this colorful distributor of good will and good cheer is making ready to fill all his orders. His ample pack is crammed to the drawstrings with decorative parcels. His roomy sleigh is loaded to the runners with fancy packages. The mode of transportation he uses may seem antiquated (it has only 8-reindeer-power) but somehow our good friend manages never to disappoint a single customer. He'll have all his deliveries made by the morning of December 25. It's a tradition with him.

Over the years, the Rossotti organization has established something of a Yuletide tradition, too. It has become our happy custom at this special time of year to clap up the shutters on our commercial messages and express ourselves in keeping with the spirit of the festive holidays ahead.

*All Of Us Here At Rossotti
Wish You And Yours
The Very Best Of The Season's Greetings!*

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The Macaroni Journal

December
1970
Vol. 52
No. 8

Official publication of the National Macaroni Manufacturers Association,
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Subscription rates

Domestic \$6.00 per year
Foreign \$7.50 per year
Single Copies \$1.00 each
Back copies \$1.00 each

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Cover Photo

National Macaroni Institute representatives look over portrait of Mrs. Richard M. Nixon, executed in macaroni shapes. The portrait was sent to Mrs. Nixon in the White House on the eve of National Macaroni Week in recognition of her selection as "Macaroni Woman of the Year." The Institute chose the First Lady for the title after she told interviewers on her recent trip to Italy that her favorite dish was spaghetti. The Institute commissioned Chicago area artist Don Wheeler to do the portrait which is composed of seven different macaroni shapes. At left is Robert M. Green, Institute director, and Marite Ozer. Also see page 34.

The Macaroni Journal is registered with the U.S. Patent Office.
Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.
Second-class postage paid at Appleton, Wisconsin.

DURUM SHOW REPORT

THE 32nd Annual Durum Show was held in Langdon, North Dakota, October 19-20-21.

Durum King

The Sweepstakes Award for the best entry in the show was given by NMMA to a 4H farm boy, David Tengesbal of Maxbass, North Dakota. His blue-ribbon winner was a 64-lb. sample of Leeds durum. David is 15 years old and is one of a family of five boys and a girl living three miles west of Bottineau. His mother is a 4H Club leader teaching boys farm management projects.

Other prize winners included Future Farmers of America entry Roy Hall of Bottineau, with 65-lb. Leeds; Jerry Carlson of Michigan, North Dakota, won first place in the Open Class with 64-lb. Leeds; and Rudolph Efriamson of Rock Lake had a similar sample for second place. In the Professional Class, two brothers from Adams, North Dakota, Mark and Merle Daley, placed one and two with 65-lb. samples of Leeds.

In general, there was a good array of good quality samples, with a few here and there showing a bit of frost damage. Hugh McDonald of North Dakota State University reported that 70% of the preliminary quality survey showed No. 2 or better, compared to 90% of the crop last year. Average protein is a bit higher at 14%, and the average test weight is running 61.5 lbs.

Durum Queen

At the Miss Durum Pageant held on Monday evening, Kathryn Rae Stabo, an 18-year-old freshman from North Dakota State University at Fargo, was crowned Durum Queen. Kathy is the daughter of Mr. and Mrs. Charles Stabo of Milton, North Dakota. While in high school, Kathy kept busy as a cheerleader for four years, District One president of the FHA, church organist for five years, and editor of the school paper. Though busy with her studies at college, Kathy still finds time for her hobbies of sewing and reading. The blue-eyed brunette has had seven years of piano lessons and performed a Bach solo for her talent number.

Program Highlights

The program on Tuesday was well-attended and received. Bob Green gave the product promotional report of the National Macaroni Institute from the slides presented by Sills at the Whiteface Inn convention. Gene Murphy, general manager of the North Dakota

Mill and Elevator, reported that the burned-out mill should be reconstructed and back in operation in time for handling the harvest of 1971.

Stuart Seiler, vice president for purchasing of the C. F. Mueller Company, Jersey City, New Jersey, gave his views on the domestic market for durum. His statement appears on page 5.

E. Ray Hatcher, president of the National Wheat Growers Association and a wheat grower from Lamar, Colorado, told of the importance of all commodity groups to lobby together on farm legislation, and noted that they have a Transportation Committee working on agricultural products.



Paul E. R. Abrahamson Honored

Paul E. R. Abrahamson, administrator of the North Dakota State Wheat Commission, was honored for his contributions to the durum industry. His colleague, Charles Nelson, reported on the durum export situation. See page 10.

Vance Goodfellow of the Crop Quality Council declared the rust picture for durum is stable at this time, but this is not true for spring wheat which is in danger of some threat. The increase of breeding lines in Mexico have been helpful in speeding up agronomic research, but there is still a big job to do.

James Quick, durum breeder at the North Dakota State University, reviewed methodology and efforts in the plant breeding field. He noted that Hercules from Canada and Leeds from the United States were about equal in test weight, kernel size, lodging quality and stem rust resistance, but Hercules is susceptible to leaf rust. While Hercules apparently does better in Canada, it is not recommended as being any better in the United States than Leeds. Jori, a Mexican semi-dwarf variety, has produced well in Mexico but poorly in North Dakota.

Government Outlook

Clifford Pulvermacher of the Export Marketing Service, U. S. Department of Agriculture, observed that we had just finished a good export year. Exports in food will total \$6.6 billion, the third highest year. 1971 should see a new record set. North Dakota farmers earn 25 cents out of every dollar from exports, but Mr. Pulvermacher warned that you must maintain quality to maintain markets, and there is competition for foreign markets just as there is in the domestic scene.

He predicted the farm bill would pass when Congress returns after November 16, and it would be a three-year program through 1973. There will be provision for allotment set-asides, and then the grower will be free to plant what they want to grow according to market demands.

Mr. Pulvermacher noted protectionism is a problem in agriculture, with the Common Market one of the worst offenders. Expanded trade is good economics and good politics. We should rely on efficiency for our place in the market.

Busy Langdon

Although the ABM installation just east of town has doubled the population of Langdon in the past year creating community problems, the Durum Show Committee discharged their responsibilities with flying colors, and everyone was housed, entertained, and informed efficiently, to make the trip very much worthwhile.

Paul E. R. Abrahamson Honored

Paul E. R. Abrahamson was presented a plaque and eulogies at the Durum Show which he helped start some 22 years ago.

Born and raised on a family farm, he received his schooling at Leal, Barnes County, North Dakota. He was a teacher before earning his degree at North Dakota State University.

He taught vocational agriculture and science at Rolla. The county agricultural extension program was initiated by him in Rolette County in 1934. He served in Cavalier County as county agent from 1937 to 1941, and in Ramsey County from 1941 to 1946.

He was agriculturist for two Minneapolis grain firms, McCabe and Peavey Company, from 1946 to 1959, when he became administrator of the newly created North Dakota State Wheat Commission. He has done much to boost North Dakota wheat.

The Domestic Outlook for Durum

by Stuart Seiler, Vice President, Purchases, C. F. Mueller Co. at the U.S. Durum Show

IT is always a great pleasure to attend your show at Langdon—to greet old friends, and to meet new ones. Your farms are the foundation of our domestic macaroni industry, and, to a rapidly growing extent of the foreign macaroni industry. This is where the action starts and the best place to learn about durum wheat.

Thank you for inviting me to speak here. Since my assigned topic is the "Domestic Market Outlook," I expect you want to know something about the fundamental approach, call it bias, of this buyer.

You probably think I want to buy your best quality durum converted to semolina at the lowest possible price and that there should always be an ample supply. If so, you couldn't be more right.

Competitive Industry

The grocery industry is intensely competitive and macaroni competes not only directly with such foods as rice and potatoes but essentially with all foods as the housewife decides what to buy within the limits of her budget. Price is often the deciding factor. So, as we buy our raw materials, we must never forget that toughest of buyers—your wife and my wife at the super market.

If you think of me and most buyers as specialists, to the degree of many of the speakers we have been privileged to hear at these durum shows, you are wrong. Because of the variety of items we buy, and the complexity of our source industries, most of us should be termed generalists. Those few buyers who think or claim to know more about the other fellow's business than he does risk unemployment.

We read as much as we can, derive great benefit from meetings such as this and rely heavily on a buyer's best friend—the hard working, sincere salesman representing our sources.

Mutual Interests

So much for background. Let us concede we may be always a little apart on price. However, there are many areas in which our interests coincide—that directly or indirectly affect our markets. I shall speak briefly about some of these areas of mutual interest.

First, we share a common interest in research in the growing of durum wheat. We benefit from the studies of



Stuart Seiler

the geneticists, agronomists, plant pathologists and the dissemination of their findings through the Extension Service. At times, when everything is rosy, I am afraid we forget the contributions and potential contributions of these scientists. After all, there are FFA entrants in this show who weren't born during the durum rust years of the early 1950's.

Even if memories of the durum rust years are somewhat dim, I am sure all of us have been shocked by news of the southern corn leaf blight disease which seemed to come on most of us from nowhere. We still can't weigh the significance of this disease because all the results aren't in, but we are forcefully reminded that plant disease is an ever present danger and that our first line of defense is those scientists who make this field their life work. In this connection, I am pleased that the National Macaroni Manufacturers Association contributes to a fellowship at North Dakota State University and to the Crop Quality Council.

Freight Rise

During the past 11 months, the rail cost of moving flour from Minneapolis to Jersey City has increased by \$.105 per cwt. This is an increase of nearly 12 percent, or calculated on a durum basis about \$.045 per bushel. Whereas this increase took place within the past 11 months, the previous increase of roughly the same percent took place over an 11 year period. And, I am sure you all know there is an application pending with the ICC for yet another increase.

So, you might say, what is the problem—the consumer will pay the freight increase? This might be true, but I consider it more likely in the highly competitive grocery industry that farmer, mill, manufacturer and distributor will be each forced to absorb some of this rapid freight cost increase.

I believe all segments, through our associations, should question whether rate increase alone is the answer to the admittedly poor earnings of the rails. By paying higher rates, will we improve labor productivity, reduce passenger train losses, reduce burdensome property taxes, etc.; or will we only temporarily restore a resemblance of financial health to be followed soon thereafter by another crisis requiring still higher rates?

It is difficult to foresee or to be optimistic about the future direction of rail costs, but thanks to your Governor Guy, the Industrial Commission and Gene Murphy, we can look forward to sufficient durum wheat milling capacity some time in 1971.

Milling Capacity

The situation, prior to the fire at Grand Forks on July 17th, was that durum milling capacity was hardly sufficient to supply the needs of the macaroni industry during periods of peak activity. There was relief on the horizon, however, as the Peavey Company was expected to flow a new 5000 cwt. durum mill at Hastings, Minn. by late 1970 or early 1971. But, after losing the North Dakota Mill and Elevator capacity, the eventual addition of the Peavey capacity would have just about restored an unsatisfactory status quo.

Fortunately for all concerned, the decision was made to rebuild your state mill. I am confident the durum milling capacity of this mill will be needed and at a profit, because the macaroni industry needs an ever increasing supply of durum flour and semolina.

Reasons for Optimism

One important reason for optimism about the prospects for continued growth of the macaroni industry is the support your association has given to joint promotional efforts together with the mills and the National Macaroni Manufacturers Association. The 1969 Spaghetti Safari is an outstanding example of a promotion supported by all (Continued on page 8)

MACARONI HANDICRAFT



MACARONI has long been a favorite craft material. Children enjoy stringing the endless variety of sizes and shapes into necklaces and garlands. Girl Scouts glue macaroni letters of the alphabet to wood for name pins. Women's clubs and church groups make decorated cookie jars, novelties, floral plaques, and ornaments for gift-giving and bazaar sales.

But at Christmastime, there is nothing that captures the spirit of the Season better than macaroni Holiday decorations. The most beautiful and loved things at Christmas are those you make yourself. Pasta comes in many shapes to tickle your fancy and inspire imaginative ornaments to "deck your halls," doors, walls—or whatever needs a gala touch! Let's start with directions to make several kinds of wreaths.

Christmas Wreath No. 1

Look what macaroni can do when dropped into dye and used for Holiday cheer-giving all through the house. Here's a wreath that's easy and inexpensive to make.

First step is to dye macaroni shapes and sizes of your choice. Pour one quart of boiling water into a mixing bowl containing ¼ level teaspoon of all-purpose dye (light blue takes one teaspoon). Stir briefly to dissolve the dye and add one cup of macaroni. Stir for about five minutes. Then remove, using a small strainer or slotted spoon. Drain macaroni on paper towels and dry it thoroughly on aluminum foil or waxed paper.

To garnish a styrofoam wreath with macaroni, simply glue it around and

around. Add a big red bow, wire small Christmas tree ornaments over it, and sprinkle on glitter. It's finished! Wire the wreath to a banister, or tape it to a mirror, window, door or wall.

Christmas Wreath No. 2

White paint sprayed on a macaroni wreath gives it an almost porcelain appearance of great beauty. It makes a striking table centerpiece when a candle is added in the middle. It is unsurpassed as a wall decoration. Out of regular corrugated cardboard, cut four rings, each one successively narrower. Here are suggested sizes for a well balanced wreath:

| Ring No. | Outside Diameter | Inside Diameter |
|----------|------------------|-----------------|
| 1 | 14 in. | 9 in. |
| 2 | 13½ in. | 9½ in. |
| 3 | 13 in. | 10 in. |
| 4 | 12½ in. | 10½ in. |

Glue or staple Ring 2 upon base Ring 1, then Ring 3 upon Ring 2, and Ring 4 upon Ring 3. Cover with linoleum paste (if used for outdoor display, use the waterproof kind).

Build wreath with a variety of macaroni pieces to a thickness of an inch at the center and a half-inch at the edge. Then spray the entire wreath with white enamel (or gold spray paint, if you prefer). Add ribbon bows and colored balls, if desired, for a festive touch.

Bird 'n' Box Centerpiece

Try this zany macaroni Christmas bird perched on a nest to match, if you want to go a bit wild for a Holiday centerpiece.

Macaroni Bird. Cut bird shape from 2 thicknesses of cardboard pasted together. Glue one end of ¼-inch dowling between layers and insert other end in a styrofoam platform. Spray bird and dowel with gold spray. Using white glue, add pasta plumage dyed with all-purpose dye, glitter and sequins.

Box. Nest the bird in a white gift box (or cut down shoe box and spray it white). Glue on an assortment of macaroni "jewels" and glitter. After setting bird firmly in center of box, fill with an arrangement of fabric and ornaments, or with greens or tiny gifts. Circle box with boughs of evergreens.

Topiary Centerpiece

For unusual and festive table decoration, how about Topiary Trees made with elbow macaroni? For making two of these trees, you will need:

- 2 styrofoam balls, each 6" diameter
- 2 wooden dowels, each 18" long

- 1 roll green crepe paper streamer or florists' tape
- 1 pound elbow macaroni
- Glue

- Artificial leaves and berries with wire stems
- 2 Terra cotta flowerpots
- Sand, dirt or pebbles
- 1 roll narrow velvet ribbon

Insert dowel about 5 inches into styrofoam ball. Cover exposed dowel completely with crepe paper or florists' tape (adhere crepe paper to dowel with glue at top, middle and bottom). Brush glue onto styrofoam, one area at a time. Press macaroni onto glued surface, covering entire ball with macaroni. Trim stems of leaves and berries and insert randomly into ball between pieces of macaroni for color contrast. Fill flowerpot with sand, dirt or pebbles. Insert styrofoam ball-topped dowel into pot. About an inch below ball, tie a bow with the velvet ribbon on dowel.

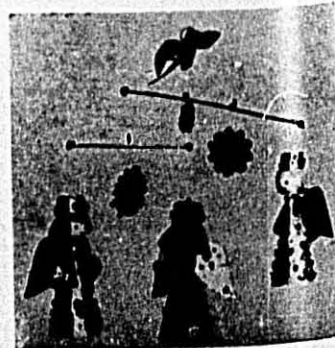
Swinging Angels Mobile

Angels. Use cones and balls of styrofoam to form angels. Hold together with florists' pins. Wrap bodies with semi-circles of felt. Pin in place. Paste pinked circles of felt to bottom. Pin on felt capes and add gold-sprayed wings and crowns cut from cardboard. Insert and glue cut-off hairpin hangers at top of heads. Decorate with colorful pasta, gold-sprayed paper dolly cut-outs, sequins and glitter.

Ornaments. Cut cardboard circles and spray with gold. Glue macaroni shapes all around on both sides. Under one macaroni piece on each ornament glue cut-off hairpin hangers.

Mobile. Tie lengths of heavy thread or nylon fishline onto gold-sprayed ¼-inch dowling and then tie other end to hangers on ornaments or angel heads. Secure with drops of white glue. Move

(Continued on page 23)



Swinging Angels

THE MACARONI JOURNAL

Merry Christmas



DECEMBER, 1970

Domestic Outlook for Durum— (Continued from page 5)

segments of our industry. Bob Green's reports of the wide spread publicity resulting from this program present convincing evidence that the cost and effort was amply repaid.

Another reason for optimism about domestic macaroni sales is the growth of U. S. durum wheat exports in recent years. Durum exports, in my opinion, should not be regarded narrowly as competing with the needs of the domestic buyer but in the broader sense of justifying larger durum acreage together with a larger carryover. In other words, relatively large exports provide a basis for assurance of an ample and reliable domestic supply at reasonably stable prices assuming, of course, that domestic needs are given first priority should a shortage develop.

Macaroni Tax

I could be even more optimistic were it not for a restraint to growth which bears down on both the macaroni manufacturer and the durum growers. This restraint is the so-called "bread tax."

By the term "bread tax," or it might just as well be called "macaroni tax," I refer to the fact that \$.75 of your \$1.57 domestic marketing certificate is collected by the wheat millers and paid to the U. S. Department of Agriculture. This levy which amounts to about 13¢ per pound of semolina is eventually paid by the housewife plus an additional percentage, which I cannot determine, which is added during the stages of processing and distribution after milling.

The housewife does not know she is paying this tax—it is hidden—but you may be certain she does favor to some degree other foods not burdened with a discriminatory hidden tax. You notice I term this tax discriminatory and I do so because the federal programs assisting growers of other foods competing with yours are paid for out of the general tax revenues. If all of your domestic marketing certificates were financed through general tax revenues, the price of macaroni would be lower and all of us would enjoy a larger market.

More Acreage Possible

To return to a much more optimistic aspect of our domestic market, I am advised that under terms of the Agricultural Act of 1970, now passed the House and expected to pass the Senate after its recess and be signed by President Nixon, you will be able to increase the acreage planted to spring and durum wheat.

The past method of allocating acreage among the various classes of wheat was harmful to us all. As you know, allocations were increased and decreased equally for all classes. Supply-demand, or market considerations, were subordinated to the political considerations. For example, for the 1970 crop year hard winter and hard spring wheat acreage, including durum, was equally reduced even though hard winter might be considered in ample supply and hard spring plus durum in somewhat tight supply. The statistics as reported in the August, 1970 issue of the USDA "Wheat Situation" are that the 7/1/70 carryover of hard winter was 98% of domestic use plus exports in the 1969 crop year whereas the 7/1/70 carryover of hard spring plus durum was only 53% of domestic use plus exports in the 1969 crop year. Obviously, a market oriented program would have increased hard spring plus durum acreage and reduced hard winter acreage.

Advantages

You notice I consider hard spring and durum acreage as one even though these classes are distinct. This is because acreage may be readily exchanged between the two classes, so the greater the total acreage for both the greater we may expect for each.

Now, hopefully, you will be able to increase your acreage of spring wheat plus durum. The most significant reasons for increasing spring wheat plus durum acreage are:

- 1) Exports are nearly all for dollars and not dependent on credit, barter or local currency payment. This directly benefits our U. S. balance of trade.
- 2) Being spring wheat and grown over a relatively small area, these classes are the most vulnerable to unfavorable weather or disease.
- 3) Spring wheat enjoys a steady domestic demand which at times is increased by the need to supplement the lower protein of hard winter wheat.
- 4) Finally, your exports face competition from other sources. Unless your total supply is sufficiently high to prevent extreme price fluctuations, you may expect to lose some of your export customers.

In Summary

To sum up about the matters of common interest I have discussed, prospects appear favorable for continued effective durum research and sufficient durum milling capacity. Cooperative efforts to promote our product and

large durum wheat exports benefit all segments of our industry.

The prospects for increased spring wheat and durum acreage are bright. However, I consider rising rail costs and the "macaroni tax" as matters of serious concern.

You have an effective and respected association which has been successful in dealing with serious problems in the past. Therefore, if you share my concern about rising rail costs and the discriminatory "macaroni tax," I suggest these matters should be given top priority in your agenda.

Cereal Chemists Meet

The 55th Annual Meeting of the American Association of Cereal Chemists was held in Minneapolis, Oct. 19-22. Byron Miller, General Mills, AACC president, told a crowded Agri-Business luncheon that plans were being made for the formation of a Milling and Baking Division within the association, making it the third such segment. Other divisions are devoted to carbohydrates and to oilseeds. A feature of the luncheon was the presentation of honorary memberships in AACC to C. L. Mast, president, Millers National Federation, and Steve Vesceky, executive vice president, Campbell Taggart Associated Bakeries, Inc. Both were cited for their contributions to the cereal processing industries over the years.

Dr. Kenneth A. Gilles, Vice-President for Agriculture at North Dakota State University, Fargo, was elected as the new president of AACC.

At International Multifoods

Congratulations go to Charles Ritz, honorary chairman of the board of International Multifoods, as he celebrates sixty years of active service in the flour milling industry.

Anthony L. DePasquale, a vice-president of the firm, has been named to head bakery mix sales. In making the announcement, A. F. Borer, division vice president, said that the move was part of a reorganization aimed at giving increased attention to the sale of mixes and complementary lines. "It reflects the fact that IM management has identified these products as a growth area for our company," Mr. DePasquale, who formerly had responsibilities for both flour and mix sales, will now concentrate on bakery mixes, including those marketed on the West Coast.

Dennis the Menace

Dennis asks: "Is spaghetti long, thin macaroni . . . or is macaroni, short, fat spaghetti?"

**Very
Christmas**

and

A Healthy, Prosperous and Happy New Year



D. MALDARI & SONS, INC.

557 THIRD AVE. BROOKLYN, N.Y., U.S.A. 11215



Durum Export Potential

by Charles A. Nelson, Marketing Specialist,
North Dakota State Wheat Commission

ANY discussion or speculation on what durum exports will be in the future should be preceded by taking a look at durum exports in the past. I think if we break down the last ten years into two periods of five years each, we will get a perspective on what has happened to durum exports.

1960-1965

In the first five-year period from 1960 to 1965 the United States exported approximately 61 million bushels of durum. The highest level of exports in that period was 28 million bushels in 1963-64. The lowest was three million bushels in 1962-63. I might add that prior to 1960, durum exports were practically nil.

1965-1970

In the five-year period from 1965-1970, the United States exported approximately 192 million bushels of durum of three times as much as the previous five-year period. The high was 47 million bushels in 1966-67 and the low was 31 million bushels in 1967-68.

Our largest customers in the past couple years have been Italy, Algeria, The Netherlands and France. West Germany, Belgium, Tunisia, Venezuela, Portugal and Japan have also been good customers for durum. We've had visitors from 7 out of those 10 countries come to North Dakota during the last three years.

For this level of durum exports, we should be most appreciative. For it is in this great state of North Dakota that we produce 85% of the durum each year. The average value of durum exports exceeds forty million dollars in each of the last five years.

I believe success in exporting durum has been achieved through American ingenuity and cooperation—cooperation of the U.S. Department of Agriculture, cooperation and aggressive sales effort by commercial grain export companies and through market development efforts instigated by U.S. durum producers and other wheat producers themselves.

Last year the U.S. exported some 34 million bushels of durum. I am encouraged to believe that we can do at least as well in 1970-71 if not somewhat more. I believe we should set our sights on forty to fifty million bushels export annually for future years as a reasonable goal.

Competition Is Tough

Let's be realistic about potential durum exports! The competition is tough! French durum production is encouraged by government premiums above what other wheat classes receive. Canada has produced large crops of durum in the last two years—far above what it has used domestically and exported. Argentina durum occupies a special favorable position in the Italian market, although U.S. exports of durum have been sizable to Italy in the last two years. These are but a few of the competitive factors we face.

On the other hand, exports of durum in the first three months of the 1970-71 fiscal year are 13 million bushels compared to 11 million bushels one year ago. This indicates a pace substantially ahead of last year.

The amount of subsidy booked on durum during the last three or four month period this year has reached a dramatic high level, several times that of the same period last year. It totals approximately 24 million bushels. This is for durum shipments through next summer. If this figure is added to actual shipments made during the July-September period or 13 million bushels, we come up with 37 million bushels of export potential. This is my basis then for predicting as good if not better exports of durum than last year.

Spring Wheat

I think as durum growers you must remember that your welfare is not only dependent on the disappearance of durum domestically and for export, but it is also dependent on the domestic and export disappearance of hard red spring wheat. This is not bad; as a matter of fact I think North Dakota can indeed be very happy that we are blessed with the ability to produce primarily two classes of wheat, hard red spring and durum. The domestic disappearance of hard red spring wheat and durum, relatively speaking, has been stable to slightly increasing over the last few years. The largest and most important customer for North Dakota wheat is still the domestic market. The big change, however, has been the dramatic increase in export of both spring wheat and durum in recent years. It becomes apparent then, that high exports of spring wheat are certainly in the best interests of spring wheat pro-

ducers. The same farmer may be producing spring wheat and durum; therefore, high export of both classes are in his best interests.

It would appear to me desirable that durum producers, as well as hard red spring wheat producers, should produce enough commodity to about equal disappearance from both domestic and export use. The past year this was in the neighborhood of just over 70 million bushels durum—with 34 million bushels export and 37 million bushels domestic use. The USDA has estimated that we will produce a total of approximately 50 million bushels of durum this year. This means that if there is a disappearance in the neighborhood of 70 million bushels, we will have to cut into the carryover of durum by about 20 million bushels. This is good, considering the fact that we had an abundant production of some 108 million bushels one year ago. In the long run, however, it would seem to me desirable that production very nearly equals demand from the domestic and export market for the healthiest situation for the whole industry. The same applies for hard red spring wheat.

How to Accomplish

Well, you say, this is fine to talk about, but how do you accomplish it? Weather is perhaps the most important factor concerning production of a look at 1969 versus 1970 shows us. But there are a number of things that producers can do that will very definitely influence his own future. One of these is for producers to study the carryover, and the domestic and export use of wheat by class. The alternative of producing hard red spring wheat or durum can serve to real advantage for the North Dakota wheat producer.

In looking at the coming year 1971, for instance, it appears to me that we have sufficient supplies of durum to take care of both domestic and export disappearance; and to do so with a quality commodity. With hard red spring wheat, we do not have the same supply picture. Indeed, in each of the last two years we have seen the export and domestic disappearance of spring wheat at a level 20% or more above our production. This has resulted in a decreased carryover of spring wheat to a record 20 year low as of last July 1. I foresee a still lower carryover next July 1 of hard red spring wheat.

To me it is only common sense that we should produce enough hard red spring wheat to equal the demands of both the foreign and domestic market. I believe it is in our best interest as producers to do this and to be allowed to do this, for if we do not, as sure as I am standing here today, the Manitoba wheat producers in Canada and the prime hard wheat producers in Australia will be delighted to take over the opportunity and task of supplying our foreign markets. For my part, I believe North Dakota wheat producers must jealously guard and aggressively seek to maintain the status they have attained as suppliers of quality durum and hard red spring wheat in the United States and abroad.



production in Asia, Latin America, Africa and the Middle East, known as the "green revolution."

Variations of the semidwarf Mexican wheat developed by Borlaug have been used in many areas of the world in recent years to alleviate hunger and bring new hope to the masses in many countries. He and other scientists literally "remade" plants to suit conditions of soil and climate under which they would grow.

Miracle Grains

The new "miracle" grains yield two to three times as much as traditional varieties under field conditions. And not only do they yield more, but they also require shorter growing periods to permit production of two or three crops a season in some areas.

The new plants produced a dramatic and historic turn of events in the application of science and technology to the problem of world hunger. Hardly more than three years ago some demographers and authorities on the food supply were predicting catastrophic famine in the less developed countries by perhaps as early as 1975. The work of Borlaug and other scientists, which will no doubt bring still newer discoveries, has helped revise those dire predictions.

It has been pointed out that by the year 2000 it will take twice as much food to feed twice as many people no better than they are being fed today. In this context the "green revolution" is regarded by some authorities as a "hope and a challenge, not a certainty." The award of the Nobel prize to a man who has had a leading role in bringing such a hope and challenge is well-deserved recognition.

Rice Rises

Per capita rice consumption rose to 8 pounds in 1969, according to USDA. That's up 33% from 1960; 63% from 1950.

Technical Article

An article in the October issue of the *Northwestern Miller*, "Lab Grinding Test for Durum Semolina," has created some interest says Editor George E. Swarbeck. For single copies, application should be made with him at the Miller Publishing Co., Box 67, Minneapolis, Minnesota 55440.

Canadian Grain Program

The Canadian government has proposed an 11-point, long-term grain program that includes an income-stabilization system that rewards successful farmers, often at the expense of the less successful ones.

The income-stabilization program, if adopted, is expected to cost the government \$100 million this crop year. It's based on the amount of grain sold in contrast with the amount produced.

The program is aimed at assuring that farmers' income each year at least equals the preceding five years' average. It calls for establishing a fund, financed by the farmers themselves through the annual payment of premiums. Payments are to be made each year when grain sales match or exceed the average of the preceding five-years.

Whenever Canada's total grain receipts fall below the five-year average, the farmers are to receive the difference from the fund. If there isn't enough money in the fund to pay the farmers, then the government will make up the difference.

In the current crop year, ending next July 31, sales of all grains are expected to be \$100 million short of the preceding five-year average, the government said. Because premiums haven't been collected, the government would have to pay the full amount.

The government, in an effort to match production of various grains with anticipated markets, tied the income-stabilization program to individual farmer's sales. Thus, although the amount of money to be paid is based on the five-year average, the amount to be received by each farmer is based on the individual's sales average during the preceding three years.

The Canadian government expects harvest wheat acreage in the crop year ending July 31, 1972, to reach 20 million acres, compared with 12 million acres in the current year.

Harvested wheat acreage in the current crop year is down from 24.4 million acres of the previous year, mainly because of a government program that paid farmers to remove some land from wheat production.

Enrichment Required In California

California has a newly enacted state law requiring enrichment of white flour, corn meal, corn grits, farina, macaroni, spaghetti, noodles, and milled rice. Canned and frozen products are exempt. The regulation becomes effective January 1, 1972.

Durum Stocks

An increase of 28% in durum disappearance in the period of July-September is reported by the U. S. Department of Agriculture. Stocks as of October 1 amounted to 104,023,000 bushels compared with 129,218,000 a year ago. With carry-ins last July 1 of around 77,000,000 bushels and a crop of 50,000,000, the quarterly disappearance amounted to 23,339,000 bushels against 18,282,000 in the same period of 1969. Disappearance in 1969, incidentally, was 25% over 1968. Improved export business comprised a major portion of the increase, but domestic mill grind has also recorded sensational gains in the same period.

Nobel Peace Prize

Editorial from *Chicago Tribune*.

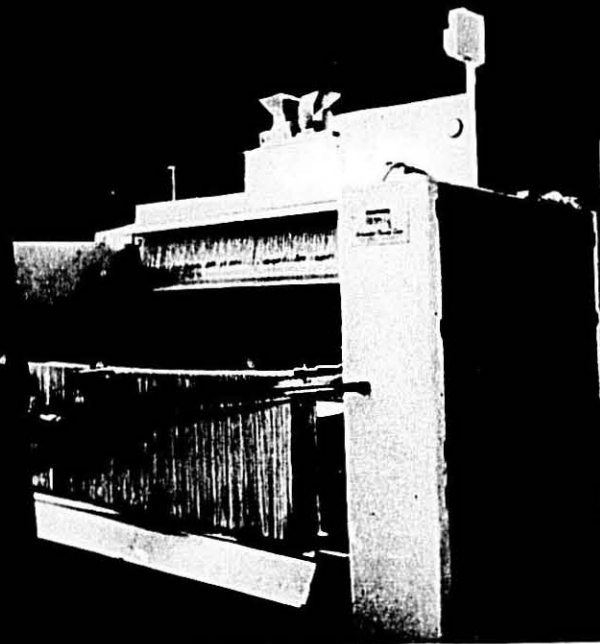
It is altogether fitting that the 1970 Nobel Peace Prize has been awarded to a native of the American Midwest, the world's greatest breadbasket, for his pioneering work in developing new high yielding grain to feed hungry millions in the less developed countries. The recipient is Norman Ernest Borlaug, who was born in Cresco, Ia., graduated in plant pathology from the University of Minnesota and now lives in Mexico City.

Borlaug, 56, heads a team of scientists from 17 nations experimenting with so-called "miracle" strains of wheat and other grains for tropical and subtropical areas at the International Maize and Wheat Improvement Center in Mexico, funded by the Rockefeller and Ford Foundations. The new strains of wheat, along with similar strains of rice developed at the International Rice Research Institute in the Philippines (also funded by the two foundations), have stimulated an explosive surge in food

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Egg Business Dull

The Ballas trade letter says new business has been dull since the first of October. Buyers thought there would be lower prices and were on the sidelines. In spite of this, shell egg costs were about the same and yields were lower than the previous month.

Cold storage warehouse holdings of shell eggs were 193,000 cases on October 1, 1970 compared to 85,000 last year and 150,000 in 1968. 1967 total was 283,000. Frozen eggs in storage totaled 58,700,000 pounds on October 1, 1970; 56,400,000 in 1969; 102,000,000 in 1968; and 99,990,000 in 1967.

Egg Production

The nation's laying flock produced 5,603 million eggs in September, up 2 percent from September 1969. Layers on hand during September averaged 318.4 million compared with 313.3 million a month earlier.

Egg production was up from a year earlier in all regions except the South Atlantic which was down 1 percent. Regional increases were: West North Central, 5 percent; South Central, 3 percent; and North Atlantic, East North Central and West, each 2 percent.

Processed Eggs

Production of liquid egg products (ingredients added) during September was 58,913,000 pounds, according to the Crop Reporting Board. This is 7 percent less than the previous month, but 25 percent above a year earlier. January through September production of liquid egg totaled 577,254,000 pounds, 16 percent more than in the same period of 1969.

Liquid egg produced for immediate consumption during September was 9,992,000 pounds, up 56 percent from a year earlier. The quantity used for drying was 22,815,000 pounds, up 33 percent from September 1969. The quantity used for freezing totaled 26,106,000 pounds, an increase of 10 percent from a year earlier.

Egg Solids

Egg solids production totaled 5,827,000 pounds during September. This is 24 percent below the previous month, but 37 percent more than a year earlier. Egg solids produced during January through September totaled 58,877,000 pounds, up 21 percent from the same period of 1969. Production of whole eggs during September amounted to 772,000 pounds, down 3 percent from a year earlier. Output of albumen solids totaled 1,167,000 pounds, 39 percent

above September 1969. Yolk solids production was 1,052,000 pounds, down 2 percent from a year earlier. Production of "other solids" was 2,836,000 pounds compared with 1,530,000 pounds during September 1969.

IM Acquires Egg Operations

International Multifoods has announced reaching a preliminary agreement to acquire the assets of Mallquist Butter and Egg Co., Rockford, Ill.

For IM, Minneapolis-based diversified foods company, it's the second move to expand egg operations recently. On October 12, it announced an agreement to purchase a major Canadian hatchery and integrated egg producer, Neuhauser Hatcheries Limited.

A new series of IM convertible preferred stock will be involved in the purchase of Mallquist Butter and Egg, but other purchase details were not disclosed. Mallquist last year had sales of approximately \$4 million.

According to Wesley C. Baker, vice president and general manager of IM's U.S. Supersweet division, Mallquist will be operated by Supersweet. He said Kent Mallquist, son of founder Allan C. Mallquist, will remain as general manager.

The 40-year-old company currently processes approximately 165,000 dozen eggs weekly. It serves institutions, chain stores, dairies and independent supermarkets in northern Illinois, Metropolitan Chicago and southern Wisconsin.

IM's Supersweet division manufactures and markets formula feeds and a line of animal health care products, and includes IMCO Poultry Inc., a partially-integrated egg subsidiary headquartered in Ohio. IMCO Poultry is the outgrowth of the 1967 purchase of Neuhauser Hatcheries Inc., sister company to Neuhauser Hatcheries Limited.

Corn Blight

Corn blight is slowly starting to affect future production of meat, poultry and eggs. Poultry growers are beginning to reduce their flocks because of much smaller anticipated corn supplies, and many livestock raisers are saying they will ship lighter cattle and hogs. By mid-1971, one analyst says, beef prices could be up 30% and pork prices up 40%.

The U.S.D.A. reports corn production forecast at 4,185,000,000 bushels as of September 23, 5% less than forecast on September 1 and 13% less than the July 1 forecast. The decline resulted largely

from increased damage from southern corn leaf blight and other diseases.

Hatch Is Cut

The Wall Street Journal reports the hatch of chicks destined for egg-laying flocks has been slashed sharply. In March, the hatch was 21% bigger than in the same 1969 month, but by August the hatch was 23% less than the year earlier figure. Because the size of the nation's egg-laying flock is expected to remain larger than a year ago for several months, egg prices could stay relatively low through next spring. On September 1, there were 314,000,000 hens of egg-laying age in the U.S., the biggest flock on that date in 26 years.

To Peavey Board of Directors

Stockholders of Peavey Company, Minneapolis-based food and agricultural firm, at their annual meeting elected H. Clifton Whiteman to the Board of Directors.

Whiteman is senior vice president-corporate finance of Investors Diversified Services, Inc., Minneapolis. His management responsibilities in IDS include those of subsidiary companies engaged in real estate, equipment leasing, mortgage banking and consumer credit.

This marks the second time in two years that Peavey, a privately held corporation, has added to its board a business leader from a nonagricultural field. In 1969, William Quinn, chairman of the board, Chicago Milwaukee, St. Paul and Pacific Railway Co., Chicago became a director of Peavey.

All directors were re-elected at the annual meeting and the board re-elected present management including Totton Heffelfinger as board chairman and Fritz Corrigan as president and chief executive officer.

How Federal Pay Is Growing

Any wage gap between federal employees and those in private industry is now in favor of government workers. Commerce Department figures show that last year the annual average earnings of full-time government workers reached \$7,131, \$70 more than those of private industry employees, and an increase of \$1,155 over three years.

Anniversary

Mr. and Mrs. Donato Maldari, the Brooklyn die-maker, celebrated their 57th wedding anniversary on October 4. Congratulations!

ADM Milling Co.

Winter Meeting Goes to San Juan

January 24-28 at Hotel Americana, San Juan, Puerto Rico
Optional post-convention trip to St. Thomas, Virgin Islands, January 29

YOU are cordially invited to attend the winter convention of the National Macaroni Manufacturers Association in San Juan, Puerto Rico.

Puerto Rico lies between the Atlantic Ocean and the Caribbean in the Greater Antilles. The sun shines all year, with average temperature 78° F. Language is Spanish, some English; currency is U. S. Dollar; capital is San Juan.

The world of San Juan is truly Latin, and it is a city of many moods. The beaches are wonderful, hotels among the most luxurious, the food familiar or exotic depending on your taste. Yet you have a wonderful feeling of being at home despite the fact that chaperones are still the fashion and coffee and banana trees flourish before your eyes.

Old San Juan is unique. . . . New San Juan a blend of modern with the Spanish origin . . . all provide a rare mixture which really bubbles with life. Whatever you desire . . . there's something for everyone here.

Itinerary

Sun. Jan. 24. Jet off to San Juan, Puerto Rico, a dream island in the tropics, for a week of business and fun in the sun. Upon arrival at the San Juan airport, you will be transferred to the luxury Americana Hotel. The remainder of the afternoon is at leisure so that you can begin to capture the mood of this captivating island. Tonight, a "Welcome" Manager's Cocktail Party begins your holiday in style.

Mon. Jan. 25. The morning is set aside for business sessions. In the afternoon, you may wish to take the sight-seeing tour of Old and New San Juan which is being offered any afternoon during your stay. See the Governor's residence, City Hall, Cristo Chapel, San Juan Gate, ancestral home of Ponce De Leon, San Jose Church, and a visit to the famous El Morro Fortress.

You may choose to drive downtown and explore the fascinating shops of San Juan. In the evening a "Welcome" Rum Party is scheduled at Port-O-Call, after which dinner and a show are the highlights at the Theatre Restaurant.

Tues. Jan. 26. The morning is set aside for business sessions. For those wishing to play golf, an optional golf

outing has been arranged for today at the Dorado Hilton including round-trip transportation, greens fees, and electric carts (\$20 per person all inclusive). The evening is free to sample some of the exquisite entertainment and dining in Old San Juan. Note for those wishing to dine at any one of the many restaurants in the Americana in the evening: Please be sure to make table reservations early.

Wed. Jan. 27. The morning is set aside for business sessions, after which the remainder of the day is free to explore the island, try your hand at one of the numerous sports activities available through your hotel, or just relax in the Caribbean sun. In the evening, a gala dinner at the Bankers Club is featured.

Thur. Jan. 28. This morning is set aside for the Board of Directors Meeting. The balance of the day is free for individual plans and relaxation.

Fri. Jan. 29. Today is a day of leisure, or you may wish to take the optional one-day tour to St. Thomas in the Virgin Islands, just 30 minutes by air from San Juan. After a short flight, you arrive in St. Thomas and transfer from the airport, downtown for a city sight-seeing tour and lunch. The afternoon is free for shopping in this "free port" city. Remember, your duty-free articles (upon your return to the United States) include an extra \$100 for articles purchased in the Virgin Islands. Return to San Juan in the late afternoon.

Sat. Jan. 30. Today you will leave San Juan for your return trip home on board your Eastern Airlines Jet and arrive at your destination a few hours later.

What to Wear

Let the experienced vacationer be your guide . . . travel lightly. Your clothing should be light, casual, easy to care for and comfortable. Wrinkle-resistant and drip-dries are ideal.

For flying, the ladies should wear a travel suit, knit dress or suit, or that extremely stylish and practical pants suit would be perfect. The gentlemen will find a light flannel or tropical worsted suit comfortable for general wear.

For poolside or at the beach in San Juan, dress is casual with resort cloth-



Fun in the Sun

ing of shorts, lightweight slacks, sandals, halters or knit shirts. Don't forget swim suits, and a robe and shower clogs for going to and from the pool. The gentlemen should bring a summer lightweight suit, slacks, sports jackets and beach attire.

For evenings, ladies should pack their most glamorous evening dresses or exciting pants suit/dress outfit, as San Juan's night life offers a spicy sophistication and glittering gaiety. Tuck in a dressy sweater or stole to ward off the evening breezes from the ocean. The gentlemen should wear a dinner jacket . . . white dinner jackets recommended but not essential.

Although swim suits and brief shorts are sensible and acceptable on the beach, it is generally viewed as poor taste to wander around the town in them. A cotton dress, skirt and blouse and comfortable walking shoes would be appropriate. Two important accessories are sun glasses and some sort of head covering. Dress sensibly for protection from the sun.

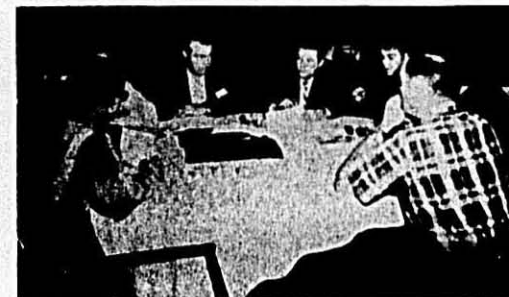
Program Features

The following features and services are included in the cost of the program:

Air Transportation: Round trip Jet Eastern Airlines transportation (based on a minimum of 99 passengers) Chicago/San Juan or New York/San Juan as applicable with appropriate in-flight meals.



Delegates will participate in round-table discussions of industry matters.



Convention Program

Sunday, January 24th
6:30 p.m.-7:30 p.m.

Manager's Cocktail Party

Monday, January 25th
9:30 a.m.-12:30 p.m.

Business Session
Product Promotion
Pasta Recipe Contest Winners

2:00 p.m.

Tour of Old and New San Juan

Evening Entertainment
7:00 p.m.-8:00 p.m.
8:00 p.m.-'til

Welcome Rum Party at **Port-O-Call Theatre Restaurant**—Dinner and Show

Tuesday, January 26th
9:30 a.m.-12:30 p.m.

Business Session
Planning for the Future

10:30 a.m.

Golfers Outing at Dorado Hilton

Afternoon and evening at leisure. Dinner reservations at popular spots should be made well in advance.

Wednesday, January 27th
9:30 a.m.-12:30 p.m.

Business Session
Management Matters

Afternoon at leisure.

Evening Entertainment
7:00 p.m.-10:00 p.m.

Cocktails and Reception,
Dinner at the Bankers Club

Thursday, January 28th
9:30 a.m.-12:30 p.m.

Board of Directors Meeting

Afternoon and evening at leisure.

Friday, January 29th

Option—St. Thomas trip

Hotels: Sharing twin-bedded room with private bath six (6) nights at the Americana Hotel.

Transfers: Round trip transfers San Juan Airport/Hotel in conjunction with flight arrival and departure. Round trip transfers Hotel/Bankers Club in conjunction with dinner January 27.

Sightseeing: Half-day sightseeing tour of Old and New San Juan via motorcoach. Optional sightseeing in San Juan and Puerto Rico is offered during visit and may be arranged with Trip Escort at Hospitality Desk.

Cocktails: "Welcome" Manager's Cocktail Party at Americana Hotel evening of arrival. "Get-Acquainted" Reception at Port-O-Call including Rum Swizzles January 25.

Special Features: Wine with Dinner and Show in the famous Theatre Restaurant January 25. Gala Dinner at Bankers Club January 27.

Meeting Rooms: Meeting Room for business sessions each morning of January 26-27-28.

Taxes: Necessary applicable San Juan hotel and telephone taxes and U. S. Departure Tax.

Gratuities: Gratuities covering porters for baggage handling in/out of San Juan Airport and Hotel based on two pieces of luggage per person. Gratuities to maids and waiters for meals and services included in the program.

Tour Escort: Travel Specialists, Inc. will provide experienced English-speaking staff completely familiar with Puerto Rico for services necessary for the successful operation of the program.

Hospitality Desk: Hospitality Desk at the Americana Hotel will be provided where Tours Escorts will arrange optional tours and provide assistance and information to members of the National Macaroni Manufacturers Association.

Pre-Trip Services: Travel Specialists, Inc. will perform necessary pre-trip functions such as ticketing, reservations, issuance of baggage tags, name badges, itinerary, and departure instructions to each member participating in the program.

Cost for the program—

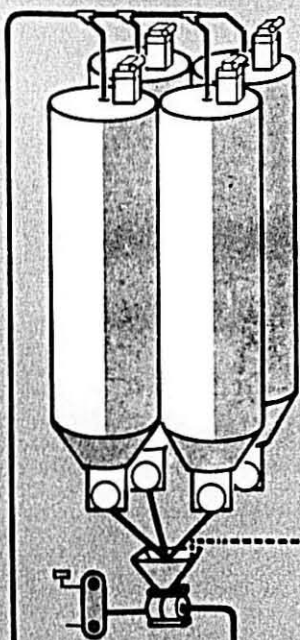
From New York: \$355.00 per person, including U. S. Departure Tax.

From Chicago: \$393.00 per person, including U. S. Departure Tax.

Not Included in the Costs: Personal items—All items of a personal nature such as phone calls, room service, laundry, valet service, drugs, gifts, liquor (other than mentioned above), single room, suite, etc., are not included in the program.

Travel Specialists, Inc., of 37 South Wabash Avenue, Chicago, Illinois 60603, telephone (312) 236-2050, is coordinating the accommodations and travel for this meeting. They can take care of your requirements if you wish to depart ahead of January 22, if you prefer First Class air transportation, or if you have other travel requirements. Deposit per person is \$100.00, with checks payable to Travel Specialists, Inc. Payment in full is due 35 days before departure.

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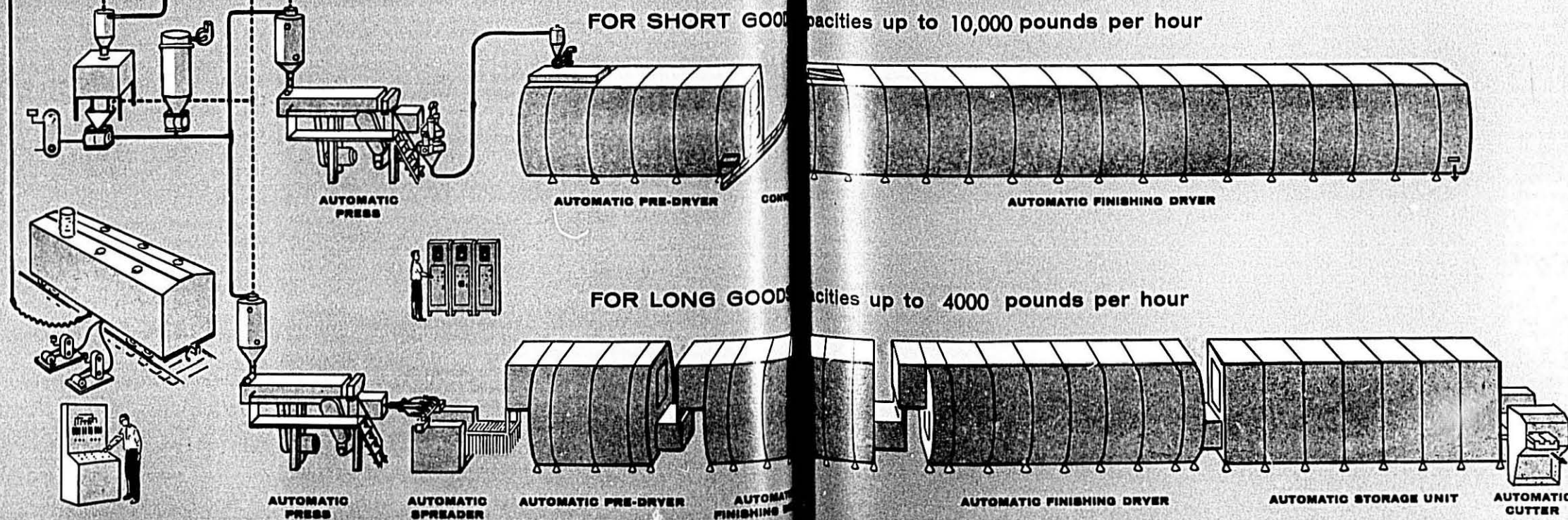
From the truck or car which delivers the raw material to discharge of the finished product, each step is carried out by modern equipment designed to produce the best possible product in the most economical possible manner.

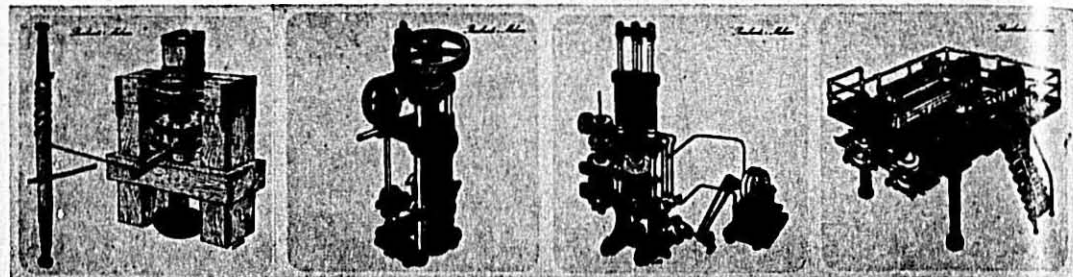
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Your nearest BUHLER representative can give you valuable help in reducing production costs through plant modernization. Call him or write The Buhler Corporation, Minneapolis, Minnesota 55426, *today*.





Production throughout the years: Left to right, Long Goods Press (1650); Mechanical Press (1850); Hydraulic Press (1930); and Braibanti's Cobra (1963).

EUROPEAN TRIP

FOR some time, the Buhler organization in Uzwil, Switzerland, has been attempting to hold a Macaroni School in English, similar to those held in other languages for Europeans. They would cover the basic fundamentals concerning macaroni production, such as applied physics and thermodynamics, theory of drying, laboratory techniques in quality control, nutritional information, bacteriology of wheat and eggs, sanitation, raw material storage, packaging and storage, macaroni machinery, and similar discussions.

The IPACK-IMA Show at the Milan Fairgrounds, a biennial display of food processing equipment, materials handling and packaging machines, has been moved from a Fall date to May 24-30, 1971.

Not only is the largest collection of assembled at the IPACK-IMA Show, but macaroni manufacturing equipment assembled at the IPACK-IMA Show, but large numbers of macaroni manufacturers from all of Europe gather to see the Show. It will be an excellent opportunity for an international meeting.

Hence, in lieu of the technical seminar held in the Spring by N.M.M.A., a European trip has been planned to take advantage of these two events, plus an opportunity to visit plants in Switzerland and northern Italy.

The trip will enable those who go to see manufacturing facilities of Pavan in Galliera Veneta and those of Braibanti and Zamboni in Bologna, Cento and Corticella. The itinerary is as follows:

Mon. May 10. Depart New York via Swissair Jetliner to Zurich; elegant dining on an evening out.

Tues. May 11. Arrive in Zurich this morning. After customs formalities, transfer by private motor coach to Hotel Atlantis, Zurich. Balance of day at leisure to relax after your overnight journey.

Wed. May 12 thru Sat. May 15. Buhler Brothers Macaroni School and trips to macaroni plants of note in Switzerland. Arrangements will be made for a candlelight dinner one evening at the Restaurant Schlossli located in a renovated 17th century "Burgerseal" (Meeting Hall of Freeman).

Sun. May 16. Travel by train from Zurich to Venice, Queen of the Adriatic. Upon arrival, you will be transferred by boat to the Hotel Royal Danielli, located on the Grand Canal, and a fine example of a renovated 14th century palace.

Mon. May 17 thru Wed. May 19. Visit the factory of Pavan in Galliera Veneta and nearby installations. Sightseeing in the cities of Padova and Venice, including St. Mark's Cathedral, the Ducal Palace of the Doges, Bridge of Sighs.

Thur. May 20 thru Sat. May 22. Travel by train to Florence, the beautiful flower of the Renaissance. Upon arrival, transfer to Hotel Excelsior. Visit the Medici Chapel, the Duomo and Baptistery with Ghiberti's famed bronze doors, Giotto's Bell Tower, the Pitti Palace and Gallery, Ponte Vecchio. Drive to Fiesole, picturesque town dating from Etruscan times.

Sun. May 23. Travel by train to Bologna, one of the oldest cities in Italy. Transfer to Hotel Majestic Baglioni. Dinner with Braibanti representatives.

Mon. May 24. Visit the General Foods plant and Zamboni Equipment Factory. Ladies sightseeing by chartered bus.

Tues. May 25. Visit the Fava factory in Cento and the Corticella pasta plant.

Wed. May 26. Travel to Parma and visit the Barilla macaroni plant, largest in the world. Stay at Hotel Jolly.

Thur. May 27. Travel to Milan and transfer to Hotel Principe Savoia. Visit the Pagani plant in Rovato.

Fri. May 28 thru Sat. May 29. IPACK-IMA Show at the Milan Fair Grounds. Meetings with macaroni manufacturers from Europe visiting the Show. Ladies

to Pavia (Certoda), Saturday evening—IPACK-IMA Dinner.

Sun. May 30. A full-day excursion to the Italian Lake District at the foot of the Alps. Motorboat trip on Lake Maggiore. Luncheon in Stresa. Tea at the elegant Grand Hotel Villa D'Este. Return to Milan.

Mon. May 31. Return by transatlantic airliner to New York.

The cost of the trip including transportation, food and lodging is \$924.00 per person from New York City and return. Because housing at the IPACK-IMA Show is at a premium, it is essential that reservations be made in Milan immediately, and deposits of \$50.00 are required. Reservations close at the end of the month.

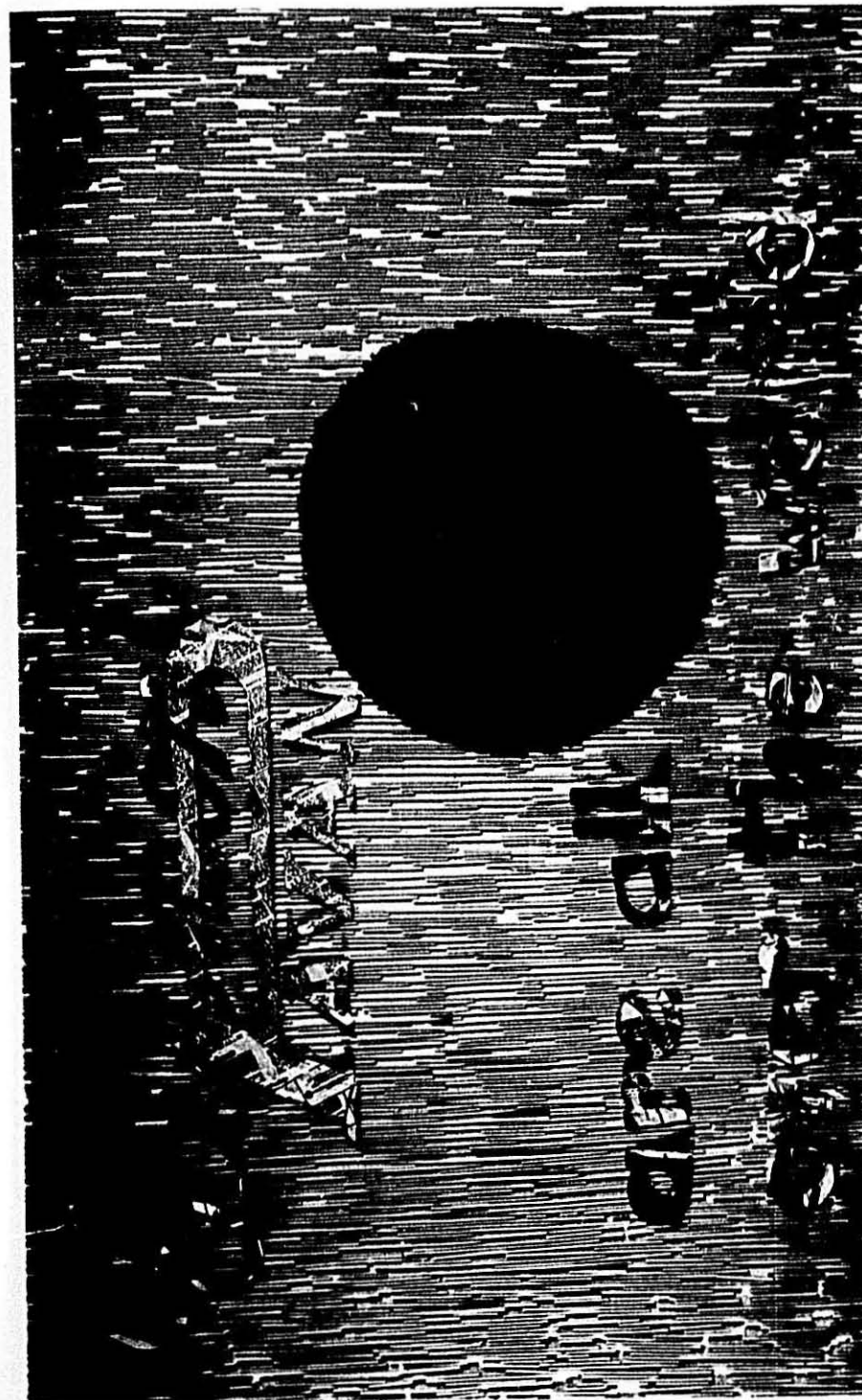
World Review of Food Processing Equipment

A traditional feature of IPACK-IMA is the simultaneous presentation of the latest developments in the packing, food-processing machinery and mechanical handling sectors. It is the desire of the organizers of the exhibition (the seventh edition taking place at the Milan Fair Grounds, May 24-30, 1971), to lay stress on the close, interconnecting links that exist between these areas and to transform them into a single uninterrupted production process.

The food-processing machinery sector will cover a wide field with systems and machines of interest to manufacturers of macaroni, bread, biscuits, cakes, confectionery, milk and dairy products, cereals and dried legumes, various types of meat. There will be a production plant for animal feeds, plus machines for mills, feedstuffs factories and silos.

From information received to date presentations of new technology will include displays of a giant-sized plant for macaroni products, new types of

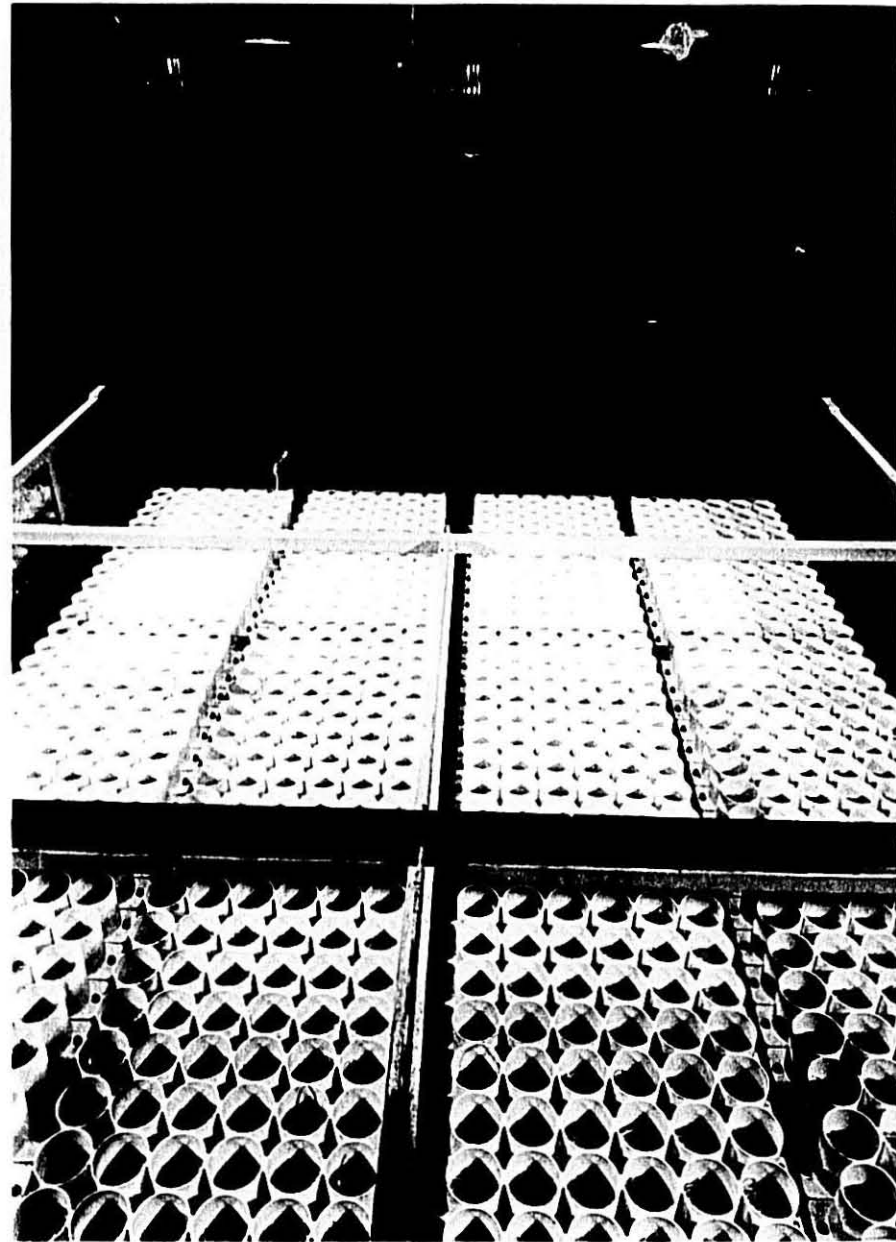
(Continued on page 23)



A PAVAN - CLERMONT RELEASE

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TAVAN**

CLERMONT MACHINE DIVISION
OF CARLISLE CORPORATION



NESTS NESTS NESTS.

IPACK-IMA—

(Continued from page 20)

ovens for bakeries, biscuits and similar products, high capacity equipment for dairy products.

With respect to Italian industry, ANI (A. I. the national association that groups together the entire sector for organizational and trade-union purposes) says the macaroni products machines have a production potential of about 12,000 tons worth 17,000,000 liras. In total, the sector represents imports of some 700,000,000 liras.

Ipack-Ima is destined to become the leading international market for food-processing machines and technical information. It will be an important stop in N.M.M.A.'s European Tour next spring.

Pasta at Pan American Hospitality Exposition

A pasta exhibit stole the show at the 25th annual Pan-American Hospitality Exposition.

The Exposition, sponsored jointly by the Florida Restaurant Association and the Greater Miami Hotel and Motel Association, included about 350 exhibits of food, equipment, and supplies.

In addition to exhibits there were well known speakers from many segments of the food industry, and a score of internationally famous master chefs gave several demonstrations each day of the three-day show.



Walter Cipperio and Joan Norman demonstrating the manufacture of tortellini in the Italian Commissaries exhibit at the Pan American Hospitality Exposition, Miami Beach, Florida. Note pasta products decorating the background.

Admission to the show was restricted to adult bonafide members of the food industry, and more than 20,000 attended.

Most of the exhibits of food products gave out samples, but few drew the crowds like the exhibit by Marcella Aitken, operator of Marcella's Restaurants and Italian Commissaries of North Miami, Fla.

Marcella said that more than 100 pounds of bite-size samples of ravioli and another 100 pounds of tortellini were given to show visitors.

In addition to the aroma and eye appeal of the pasta products used to decorate the booth, there were actual demonstrations of pasta making from the raw materials to the ready to eat samples. Three different pieces of equipment were used to show how the pasta dough is made, and how the ribbon of dough is converted into macaroni, noodles, fettuccine, tortellini and ravioli.

This was perhaps the only occasion in the 25-year history of the Exposition that the actual manufacture of pasta products has been demonstrated.

The four Marcella's Restaurants in South Florida and one in Freeport, Bahamas are well known for gourmet cuisine in the Italian manner.

During the past year Italian Commissaries has acquired a considerable amount of the South Florida institutional trade, and retail packages are being sold in Italian food stores and some supermarkets.

Lasagne Makes Gains In Britain

Lasagne is heading towards a major marketing success in Britain. Since the first packs of plain lasagne were produced at St. Albans by Pasta Foods in early 1970, demand has increased dramatically with every sampling.

Both the Avery brand and the catering packs are making continuous and heavy calls on production capacity. Significantly, housewives appear to be regarding lasagne as a special dish and are showing a growing preference for the more expensive and high quality egg product. In catering outlets, it is the plain and verdi products that are leading the field.

Macaroni Handicraft—

(Continued from page 6)

angels and ornaments along doweling until perfect balance is reached. Glue in place.



This tower of pasta products and the long ribbon of pasta being held by Joan Norman and Bob Centofanti shows only a small portion of the pasta making exhibit at the Pan American Hospitality Exposition, Miami Beach, Fla. The exhibit was sponsored by Marcella's Restaurants and Italian Commissaries.

Christmas Tree

Make a construction paper cone for the body of your tree from half of a 9-inch circle. Overlap edges and glue to hold. Trim off bottom so cone stands evenly.

Place cone on wax paper and glue on your choice of macaroni. Begin at bottom and complete one entire row around tree before starting on next row. Be as original as you like. Arrange different varieties by rows or variations within the rows. Paint as desired, and add glitter or other decorations.

Tree Trims

Pendants. 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 the pendants with transparent drying glue. Or place macaroni on posterboard in a design of your own choice, and spray the entire ornament gold.

Garlands. This is a do-it-yourself project that the little ones in your family can make easily. String elbow macaroni alternately with Christmas beads. To stiffen string for easier threading, dip 2 inches at end in clear nail polish.

For fun and relaxation, enjoy working with macaroni products as a craft material. The possibilities for designing your own creations are limitless!

Considerations of the Fair Labor Standards Act

by Frank B. Mercurio, Regional Director, Wage and Hour Division,
U.S. Department of Labor, at the 66th Annual Meeting.



Frank B. Mercurio

FIRST, let me thank you for the privilege of addressing your group today. We have always found in the U. S. Department of Labor that the basic instrument in the enforcement of laws is the good will of the employers affected by those laws. Your invitation to us is a strong indication of your good will.

Our concern is the Fair Labor Standards Act, better known as the Federal Wage and Hour Law. Macaroni manufacturers have five types of obligations:

1. You must pay a minimum wage as set by law.
2. You must pay time and one-half for overtime over a specified number of hours.
3. You must abide by the equal provisions of the law, and the Age Discrimination in Employment Act of 1967.
4. You must abide by child-labor provisions set in the law.
5. You must keep records required under the law, including specifically records of hours worked per day and per week.

Equal Pay Provisions

The payment of wages at lower rates to one sex than to the other is not prohibited where the employer can establish that the differential is based on a seniority system, a merit system, a system measuring earnings by quantity of production, or any factor other than sex. However, any such system must be applied equally to men and women engaged in work subject to the equal pay provisions.

We seek compliance through an extensive information and education pro-

gram, of which this appearance is an example, and by investigations. If you are investigated, don't assume that a complaint has been received.

Investigations are made for a variety of reasons, all having to do with equal enforcement. The same basic investigative principle, to do only what needs to be done and no more, is applied in all our investigations, whatever the reason for the investigation.

Investigative Steps

In the usual case, the following steps are taken during an investigation:

1. An opening conference is held with the employer or his designated representative.
2. A tour of the establishment is made, and pertinent records are inspected to determine coverage, exemption, and the status of compliance.
3. A representative number of employees are interviewed.
4. If necessary for completion of the investigation, the employer may be requested to make extensions, recomputations, or transcripts of records.
5. A closing conference is held with the employer or his designated representative to review the results of the investigation.

Recovery of Unpaid Wages

There are various methods for the recovery of unpaid wages owed under the Fair Labor Standards Act. They may be paid under the supervision of the Administrator. In certain circumstances, the Secretary of Labor may bring suit for back pay upon the written request of the employee. The employee himself may sue for back pay and an additional sum, up to the amount of back pay, as liquidated damages, plus attorney's fees and court costs. However, an employee may not bring suit if he has been paid back wages under the Administrator's supervision, or if the Secretary has filed a suit to collect the wages.

Also, the Secretary of Labor may obtain a court injunction to restrain an employer from violating the law, including the unlawful withholding of the proper compensation.

Normally, a two-year statute of limitations applies to the recovery of back wages. The period is three years if violations are willful.

I want to mention another law administered by these Divisions—the Age Discrimination in Employment Act. Since June 1968 private employers of 25 or more persons in industries affecting interstate commerce may not refuse to hire, may not discharge, or otherwise discriminate with respect to compensation, terms, conditions, or privileges of employment due to age with respect to individuals who are at least 40 but less than 65 years of age.

Hours Worked

Since we require that you maintain an accurate record of hours worked, you need to know what we mean by "hours worked." The employer must count and pay for, as hours worked, all the time spent by an employee in activities which are controlled or required by the employer, and which benefit the employer or his business. Work not requested, but suffered or permitted, is work time. It does not matter whether the work is performed at the premises, or away from the premises.

Waiting time under certain circumstances counts as hours worked. If an employee is waiting to be engaged in work, he is not working. However, if he is engaged to wait, he is working. On-call time can be hours worked if the employee is restricted to the point where he cannot reasonably use the time as he pleases.

Periods during which an employee is completely relieved of all duties and which are long enough for him to use effectively for his own purposes are not hours worked. Coffee breaks, snack periods and rest periods running from 5 to 20 minutes are common in industry and they must be counted as working time. Bona fide meal periods when an employee is completely relieved from duty for the purpose of eating are not counted as working time. Ordinarily 30 minutes or longer is a bona fide meal period. However, a shorter period may be accepted under special conditions.

Travel time may be hours worked under some conditions. Ordinary home-to-work travel is not work time. Travel that is part of an employee's required work or that is primarily for the benefit of the employer is hours worked. Com-

pensation is required only for hours worked. Holidays and other days off need not be paid for unless work is actually performed.

With respect to training, we generally consider that time spent by employees in company-sponsored meeting, lectures, or other training programs which are directly related to the employee's job, or would improve his efficiency on the job, counts as "hours worked" and is therefore compensable. Thus, if a meeting of employees is held so they may hear about techniques to improve their efficiency or skills, the time spent at the meeting is considered "hours worked" even though the meeting may be held outside the regular working hours and attendance is entirely voluntary on the part of the employee.

Regular Rate

Since the employee's regular rate of pay is the basic rate for computing time and one-half pay, a clear understanding of this term is necessary.

The regular rate is defined in the Law as all compensation or wages paid to or on behalf of the employee for his employment, except for certain payments which are specified in the law.

The regular rate may be more than the minimum wage, but not less. An employee's regular rate of pay will include the hourly rate, the piece rate earnings, the weekly or monthly salary, or the day rate which he is paid. It includes any differentials or incentives for working undesirable hours or hazardous jobs. Bonuses, commissions and similar payments are also included. However, the regular rate does not include gifts such as Christmas bonuses, vacation or sick leave payments, premium pay for overtime hours, and certain other payments described in the Law. The regular rate also includes the reasonable cost of board, lodgings and other facilities.

Employers frequently ask us how to compute overtime if they make salary payments on something other than a weekly basis. In these situations, the weekly pay must be determined in order to compute the regular rate and overtime pay due. If the salary is semi-monthly, it must be multiplied by 24 and the product divided by 52 to get the weekly equivalent. A monthly salary should be multiplied by 12 and the product divided by 52.

A workweek is a regularly recurring period of 168 hours in the form of seven consecutive 24-hour periods. It need not be the calendar week. It can begin any day of the week and any

hour of the day. Once fixed, it must remain the same, unless any change is intended to be permanent. Different employees may have different workweeks.

Under the law, you can pay an employee by the hour, by the day or job, a salary, a bonus or commission arrangement, or any combination of these methods, but, before you can compute the overtime pay due, the method used must be converted to an hourly rate.

Equal Pay Act of 1963

I want to be specific about the above law, because there is another Federal law relating to the rights of women, the Civil Rights Act of 1964 and, more specifically, Title VII of that Act. Title VII of the Civil Rights Act provides, as far as women are concerned, for an equality of opportunity with men in employment.

The Equal Pay law stipulates that employees of one sex must not be paid wages at rates lower than those paid the other sex for equal work on jobs requiring equal skill, equal effort and equal responsibility, and performance, under the same working conditions.

Since the law went into effect in 1964, more than 140 court cases have been filed by the Labor Department, and about one-third have been decided. Through litigation the Department has already recovered more than \$3,000,000 in back wages, and has obtained wage increases for more than 8,000 women employed in a variety of jobs. A substantial amount of back wages has been paid without litigation.

This law is intended as a broad charter of women's right in the economic field. It seeks to overcome the age-old belief in women's inferiority and to eliminate the depressing effects on living standards of reduced wages for female workers and the economic and social consequences which flow from it.

The Federal court has ruled that "equal does not mean identical, and insubstantial differences in the skill, effort and responsibility requirements of particular jobs should be ignored" and "job requirements should be reviewed as a whole."

One case involved a bakery which was held in violation for paying lower wage rates to women workers engaged in boxing and bagging activities, than it paid to male employees performing the same operations. In addition, from time to time the men performed a task involving heavy lifting or handling, which the women allegedly were physically unable to do. The court held that the incidental and occasional perfor-

mance of a task which women might be physically inadequate to perform is not sufficient to render the jobs unequal, or to justify a difference in pay. So much for sex discrimination.

Age Discrimination in Employment Act of 1967

Now we have age discrimination. The above law applies regardless of the worker's age within the upper and lower limits on the age of workers involved. Discrimination is prohibited with respect to people who are at least 40 but less than 65 years of age.

"Over 45—Don't Bother to Apply!" This tragedy is being experienced by hundreds of thousands of Americans not yet old, not yet voluntarily retired. These men and women find themselves jobless because of arbitrary age discrimination; these individuals experience the agony of being rejected for a job—the victims of a number, their date of birth. This is costing millions of man-years of experience and billions of dollars in productivity.

A recent U. S. Department of Labor report shows that in the midst of a booming economy with companies scouring campus and countryside for manpower:

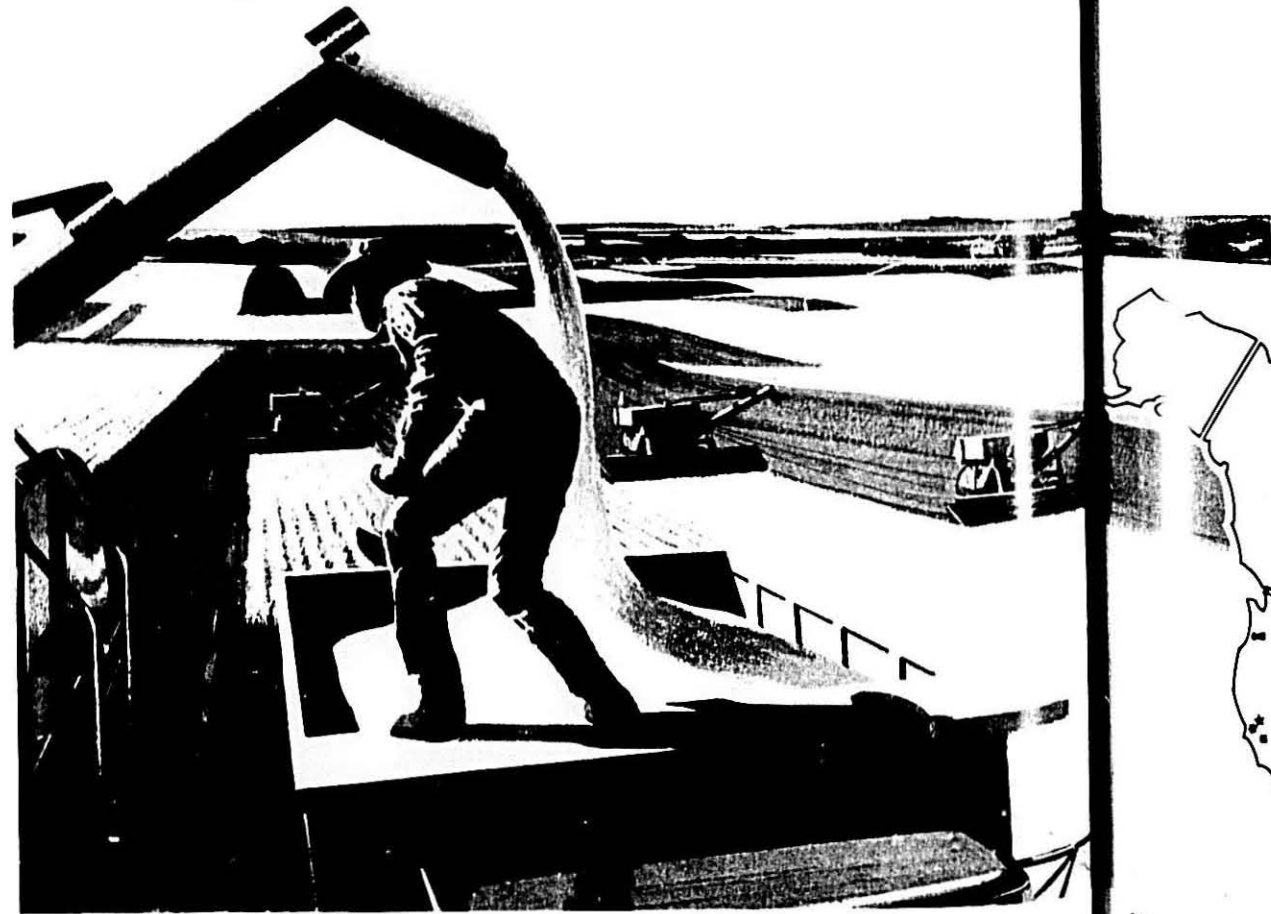
- Only 8.8% of all new employees hired were 45 or over, though 40% of all working Americans are now in that age group.
- More than a million job-seekers, men and women 45 and over, were unemployed throughout the year.
- More than three-quarters of a billion dollars in unemployment insurance is paid each year to workers over 45, 27% of all unemployed.

This new law makes it unlawful to classify employees so as to deprive them of employment opportunities or adversely affect their status because of age. Similarly, it prohibits discrimination on the basis of age regarding pay practices and other terms, conditions or privileges of employment. The purpose of the law is to prohibit arbitrary discrimination in employment based on age alone. For instance, it does not prevent the employer from discharging or disciplining an older worker for good cause. Also, there are exceptions.

For example, the law permits a covered employer to observe the terms of a seniority system or bona fide employee benefit plans which are not a subterfuge to evade the purposes of the law. However, an employee benefit plan cannot serve as an excuse for failing to hire an older worker.

(Continued on page 28)

PEAVEY COUNTRY



Source of America's finest durum wheat

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

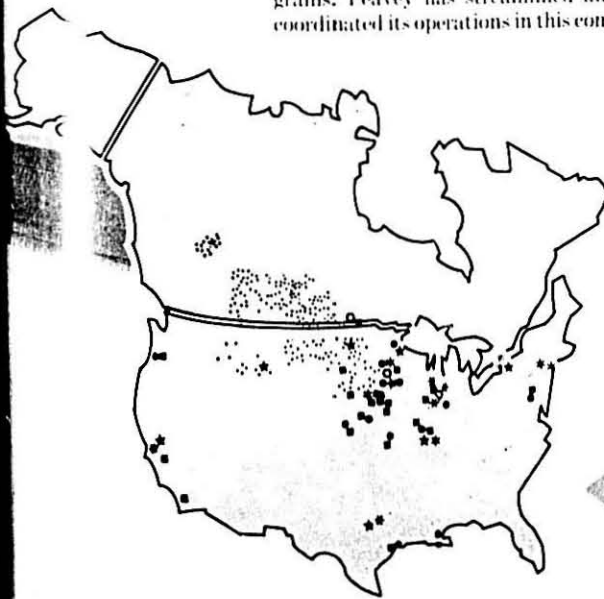
Durum is important to Peavey. It receives great attention in the multitude of Peavey activities related to the growing, storage, transportation, merchandising and processing of cereal grains. Peavey has streamlined and coordinated its operations in this com-

plex business to deliver the highest efficiency.

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

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

King Midas DURUM PRODUCTS



☐ Merchandising and commodity futures offices ⊙ Terminals:
 • Flour mills and mix plants ◊ Flour sales offices and ware-
 houses ◊ Country elevator feed and service facilities
 Home offices of Peavey Company and National Grain Co. Ltd.



PEAVEY COMPANY
Flour Mills

Fair Labor Standards Act— (Continued from page 25)

This Federal law also prohibits employment agencies that service employers from refusing to refer people for jobs, or classifying them for employment on the basis of age. It is unlawful to use printed notices that set age limits for workers or indicate any preference to age.

The new law also prohibits labor organizations from excluding workers from membership, or expelling them, or otherwise discriminating against them because of age. Also, it is unlawful for a labor organization to refuse to refer anyone for a job because of age, or cause an employer to discriminate against anyone due to age.

Consumer Credit Protection Act— Restriction on Garnishment

Beginning July 1, 1970, employees are protected from having their pay reduced through excessive wage attachments by the Wage Garnishment title of the Consumer Credit Protection Act of 1968.

The garnishment law, to be enforced by the Wage and Hour Division of the U. S. Department of Labor, will limit the amount of an employee's earnings subject to garnishment. The law will also prohibit an employer from discharging any employee whose earnings have been subjected to only one garnishment. Too often the persons most severely affected are those with low incomes, the persons most vulnerable to loan sharks. They make credit appear easy but then make it tough for them through garnishment proceedings, when they can't pay their bills.

Easy credit poses a real problem today as attested by the \$110 billion in outstanding consumer credit today, compared to \$5.7 billion 25 years ago. Because of easy credit, there are cities where an average of 50,000 people are haled into court each year to face garnishment of their wages.

We have been conferring with state bar associations and state and local representatives concerning enforcement methods. Vigorous enforcement will make this new law a safeguard for the nation's workers and will considerably reduce the thriving loan shark operations in this country—we hope.

Averaging Workweeks

Comments our people often hear, which are often incorrect: "Well, he did work 44 hours that week, but we gave him 4 hours off the next week; and although he worked only 38 hours we paid him his regular weekly salary for 40 hours. He only averaged 40 hours

in the two weeks. Why do I owe him overtime pay for the first week?"

The answer is that the Act takes a single workweek as its standard and does not permit averaging of hours over two or more weeks. You may pay employees every two weeks or every month even. But you have to look at each seven-day period, and see whether more than 40 hours were worked. If so, the employee is entitled to extra compensation when the next pay-day comes around. I recommend you watch this very closely.

Record Keeping

Another misconception we often hear is, "I've told him a half dozen times to punch the time card. It's not my fault if the employee doesn't keep his time card record correctly." Actually, it is your responsibility. The law requires the employer, not the employee, to keep accurate and adequate records of the hours worked by his employees. If you pass this one off onto the employee, you may invite difficulties.

And one other suggestion: There is nothing in the Act or our Regulations which requires that time clocks be used, and that time cards be punched. A simple daily notation, such as 8, 7½, or 8½ to indicate total daily hours worked, will suffice as far as daily record-keeping goes.

541 Exemptions

And now a note of caution about the "White Collar" exemptions. We could probably spend a full session on just this topic. The most frequent remarks our people hear on this score run something like this:

"Jack Smith?? Pay him overtime! Why, he's our Traffic Manager!" Or "Bob Slade? Keep time records for him? He's our Merchandise Coordinator!" Or "Alvin Brown? Our Production Manager? He's been with us 15 years. How does he come under your law?"

In each case, we find the Traffic Manager was actually a shipping clerk; the Merchandise Coordinator did the work of an inventory clerk; and the Production Manager, in essence, was a "working foreman."

The point is that glorified titles do not insure that an employee is an executive or an administrative employee. Forget the title, because you may be fooling yourself. Check the day-to-day duties of the employee. And don't ask the employee to do this. Most of them tend to "build up" their jobs and create a distorted picture of the work they actually do.

You are all operating executives. Basically your work involves selecting and training workers; setting pay scales and hours of work; directing, reviewing, assigning and planning work; handling employee complaints; disciplining workers; keeping supervisory records; safeguarding property, etc. The distinguishing feature here is in the level of discretion and independent judgment you exercise.

Employees who do the same kind of work as those they supervise are not exempt. Those that do maintenance work, or routine bookkeeping work, or repair work, or inspection work—all are non-exempt employees—no matter how much their weekly salary may be.

In this area, I urge employers to check our Regulations Part 541 or to contact our nearest Wage-Hour field office in your area, city or state. Whether an employee is exempt depends on his duties and responsibilities and, except in the case of outside salesmen, the salary that he is paid. His title does not make him exempt. Whether an employee is exempt depends on the facts in his own particular case.

Problems Encountered During Investigations

A further misconception that we often hear is one that starts off with: "But I didn't ask them to work overtime at straight time. They asked me. They wanted to do this of their own free will. They agreed to do this. Ask them." We do ask the employees, and it is exactly as the employer has stated. But this does not change the fact that something was done here contrary to law. And an employer and an employee cannot agree to do something which is contrary to law, even if the agreement is in writing, notarized and duly recorded. This is a basic principle of contract law.

Therefore, do not rest easy because an employee has voluntarily agreed to some employment practice which is illegal. Take prompt steps to correct this. You run the risk of an unnecessary back wage liability otherwise.

Then there is the case where an employer has given strict orders prohibiting any overtime, unless approved by management. We sometimes find that an employee, contrary to such company rules, works overtime without the employer's approval to correct some error the employee has made in his work or to catch up on his backlog. Usually such overtime work may not even be recorded on the employee's time records.

(Continued on page 30)

end give-away and underweigh



Triangle measuring equipment provides a zone edge for accurate measurements. The equipment is designed for high performance, precision, and reliability. It is used in various industrial settings to ensure accurate measurements and quality control.

TRIANGLE

Triangle measuring equipment provides a zone edge for accurate measurements. The equipment is designed for high performance, precision, and reliability. It is used in various industrial settings to ensure accurate measurements and quality control.

Fair Labor Standards Act—
(Continued from page 28)

When we advise the employer that such employee has not been paid for overtime, he generally tells us, after checking, that the employee disobeyed company rules in working overtime and therefore, in his opinion, the firm is not liable for such underpayment. Usually the employer is quite annoyed about this matter, and understandably so. Nevertheless, under the Act such time spent by the employee is "hours worked" and must be paid for. The fact that the employee disobeyed company rules is a management disciplinary matter and does not affect the employer's liability for the underpayment.

My office is charged with the administration and enforcement of the Fair Labor Standards Act within the States of New York and New Jersey. We now have the enforcement responsibility for prohibiting wage, sex, and age discrimination in employment. In carrying out this responsibility, it is my desire, at all times, to assist employers and employees in every way possible in their efforts to bring about voluntary compliance with the Law's requirements.

However, as provided in the Law, we have an obligation to conduct investigations for the mutual benefit and protection of both employers and employees. Investigations are scheduled for a variety of reasons, all having to do with the proper enforcement of the Federal Law: that is, (1) Federal Wage and Hour Law; (2) Equal Pay Law; (3) Age Discrimination in Employment Act; and (4) Garnishment.

We do not investigate establishments because they are large or small; but we do schedule investigations for small as well as large establishments engaged in businesses or in localities which our experience has shown to be characterized by a high incidence and likelihood of non-compliance.

To the extent that the Divisions are successful, it diminishes for all business, large and small, any competitive disadvantage resulting from standard wage practices of the employers who do not comply. Equally important, the employer whose practices are found in violation of the Act can take necessary corrective action before additional financial liabilities accrue.

I want to remind you that regardless of whether the employer is uninformed, forgetful, or maybe unscrupulous, failure to pay the statutory minimum wage and overtime compensation results in cumulative back wage liabilities. Also, unpaid wages may be restored by court

action brought by the Secretary of Labor, or employees may bring their own court action.

When we do encounter a close question of law such as coverage or exemptions, the circumstances related to the situation must be considered in order to arrive at a decision. We will consider any proposal, provided it can be reconciled with the provisions of the Law. It cannot be predicated on principles which are different from those set forth by the law.

Our formal interpretations are intended to provide a practical guide as to how we apply the Law. They indicate the construction of the Law which we believe to be correct, and which will guide us in our administrative duties, unless otherwise instructed by authoritative court decisions, or we conclude this position is incorrect.

Employers who adhere to these positions are afforded a good faith defense. When you encounter questions that aren't answered in our bulletins or releases, I invite you to get in touch with our nearest office. Your problem will receive courteous attention and full consideration, for we fully know that employers and company officials, especially those with new responsibilities, can have uncertainties. It is our duty, our responsibility, and our desire to help you resolve them.

On behalf of the Divisions, we want you to know that we look forward to coming to meetings such as this and discussing the nature of our work, and the manner in which the Fair Labor Standards Act applies. I trust that today we will leave you with a better understanding of the law, and how it is enforced. We welcome your inquiries, we welcome your questions—your questions today and questions in the future that you may submit to us in writing. You will find our staff in the various field offices most friendly. We are at your service.

Unions Find Multi-Plant Companies Easy to Beat

Big business may be more efficient, but evidently its management doesn't command much company loyalty among employees.

A new report, available free to executives, indicates that in National Labor Relations Board representation elections—in which employees are free to choose between union and no-union—the large multi-plant companies have a very batting average compared with results shown by single-plant companies. The report is entitled, "Why Do

Multi-Plant Companies Lose So Many Union Elections?"

Poor Record

The study found that in plants of multi-plant companies, the management wins only 28 per cent of the NLRB elections. In plants of single-plant companies, the management wins 53 per cent of the elections. The study was based on a representative sample of 494 companies from NLRB elections in 1967 and 1968. Of these companies, 12 were in the food processing industry.

The report was released by Imberman and DeForest, Chicago management consultant firm. The study was made by Professor A. A. Imberman, former director of the Management Seminar at the University of Chicago and Illinois Institute of Technology.

Industries in which large multi-plant companies showed the least success in NLRB elections are: chemicals and drugs, only 32 per cent won by multi-plant management; computing machines, 32 per cent; men's and boy's clothing, 31 per cent; motors and generators, 31 per cent; bottling, 31 per cent; paper mills, 30 per cent; wood furniture, 29 per cent; meat packing, 28 per cent; miscellaneous machinery, 27 per cent; foot wear, 26 per cent; cotton weaving mills, 25 per cent; metal stampings, 25 per cent; bread and cakes, 24 per cent; plastics products, 23 per cent; electronic components, 22 per cent; aircraft and parts, 21 per cent; radio and TV equipment, 20 per cent; motor vehicles and parts, 19 per cent.

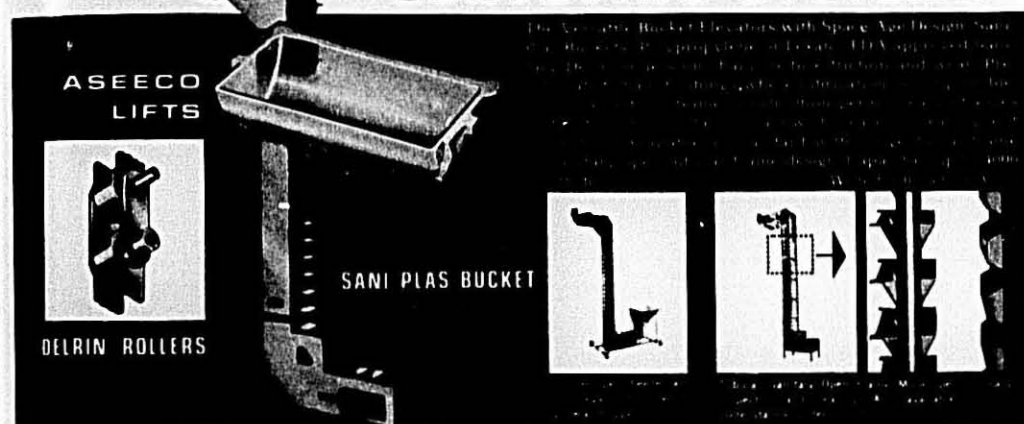
Best Batting Average

The best batting record in NLRB elections among the large, multi-plant companies was made in these industries: tires, 42 per cent won by company; paperboard mills, 41 per cent; hosiery, 40 per cent; gray iron foundries, 39 per cent; metal cans, 38 per cent; and canned fruit and vegetables, 37 per cent.

The major cause for the difference in NLRB election results between multi-plant companies and single-plant companies was said to be that "most management functions in multi-plant companies are carried on through 'reports' which normally overlook employee morale problems." Single-plant companies are "closer" to employees and hence the management is said to be more responsive to employee sentiments and feelings.

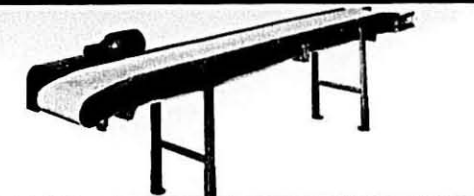
Single copies of the report are available free to executives by request to Professor A. A. Imberman, Imberman and DeForest, 209 South LaSalle St., Chicago, Illinois 60604.

ASEECO CONVEYING SYSTEMS



BELT CONVEYORS

A complete line of sanitary, modern streamlined standardized belt conveyors applicable to most conveying applications. Custom special designs available. Write for Bulletin CC-20



VIBRATING CONVEYORS

Ideal for conveying materials without degradation such as potato chips, cereals, snack foods, etc. Sanitary—self-cleaning troughs balanced designs, capacities up to 6500 cu. ft./hr. Processing designs available for screening, dewatering, cooling and drying while conveying. Write for Bulletin CVC-20

BULK STORAGE AND MODULAR DISTRIBUTION SYSTEMS



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The only Automatic Belt Storage System with first-in and first-out for the storage of non-free-flowing materials such as snack foods, cookies, frozen foods and/or other items prone to bridge.

Capacities up to 70,000 lbs. Bulletin CAC-20

MODULAR VIBRATOR DISTRIBUTION SYSTEM

A unique system for the simultaneous distribution and delivery of non-free-flowing products from storage to multiple packaging points, on demand by the use of a modular vibrator concept. Positive delivery on demand. No starvation possible. No recirculation which causes product degradation. Feed any number of packaging machines at different rates simultaneously. Write for Bulletin CMV-10

ELECTRIC PANELS AND CONTROLS

The key to practical automation is in the design of a system using electrical components such as photo controls, sonar devices and solid state relays. Asseco engineers incorporate proven commercially available components which are standard and do not require extraordinary attention. If you are contemplating a plant expansion, contact Asseco Corporation for the following integrated services: Plant engineering and layout, electrical and mechanical, supply of equipment, erection and startup. All from one source with one responsibility.

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**Golden Grain
Helps Homemakers**

Busy San Francisco Bay Area homemakers who are eager to learn tasty new quick-fix recipes—and receive free Gift Star coupons in the process—look forward to visits from two ladies who supply them with both.

Mrs. Kathryn M. Reichert and Mrs. Mary Wolfe, representing Golden Grain Macaroni Co. and its Ghirardelli Chocolate Co., San Leandro, spend the better part of each week traveling to different communities to lecture about the variety of ways to use their companies' products.

"We generally appear before women's clubs luncheons and dinners, ranging in attendance from 30 to 100," Mrs. Reichert explained.

"Our presentation is titled 'Quick Food Ideas for Busy People.' Recipes are printed on the back of some of our packages, so we run through these as well as many new ideas," she added.

Furthermore, Mrs. Reichert and Mrs. Wolfe explain the Gift Star program, coupons for which appear on packages of Golden Grain's pasta products. Besides distributing free samples of their companies' merchandise, "we also hand out to each woman present 500 bonus Gift Stars to be matched with Golden Grain's Gift Stars," Mrs. Reichert said.



FOODS FOR THOUGHT—Bringing new ideas to busy homemakers for preparing quick-fix but satisfying meals (l. to r.), Mary Wolfe (representing Golden Grain) and Kathryn Reichert (representing Ghirardelli Chocolate) go over display of products with Lillian Paletta and Louise Mourgos, officers of San Leandro, Calif., Soroptimist Club, prior to recent luncheon meeting devoted to talk about foods, menus and complimentary Bonus Gift Stars.

Prince Campaign

Prince Macaroni Mfg. Co., Lowell, Mass., is getting extra "mileage" from Anthony Martignetti, the boy featured in the Prince "Clio" award-winning TV commercial, who is seen running home for dinner because it is Wednesday—and "Wednesday is Prince Spaghetti Day."

Prince, through its agency, Venet Advertising Inc., is running a combination visual and audio advertising and promotional campaign tied-in with Fall TV specials and in newspapers throughout all of New England, New York, New Jersey and the Delaware Valley in support of Prince Spaghetti and Sauces, now through the end of the year.

TV Announcements

60- and 30-second TV announcements will be programmed adjacent or within the biggest network TV specials of the Fall Holiday season on WCBS-TV and WNBC-TV in New York; WBZ-TV, WHDH-TV in Boston; WWLP-TV in Springfield; WTEV-TV, WJAR-TV, WPRI-TV in Providence; WHNB-TV, WTIC-TV in Hartford; and WNHC-TV, New Haven. TV specials include "Charlie Brown—It's The Great Pumpkin," "Ice Capades," "Tale of Washington Irving," "Hamlet," "Jack Benny's 20th TV Anniversary Special," "Unsinkable Molly Brown," "Thanksgiving

Day Parade," "John Wayne Special," "Bob Hope," "Bing Crosby Christmas Show" and others.

Newspaper Campaign

The newspaper campaign of 400 line insertions in 10 New England and 27 New York market area newspapers features Anthony offering consumers a \$1.00 cash refund (mail-back) for 4 labels from any size jar of Prince Spaghetti Sauce—meat, meatless, mushroom or marinara—in addition to promoting all 4 flavors in 24-ounce bonus packs where the consumer receives 8-ounces free when paying the regular 16-ounce price.

Prince's advertising and marketing counsel—Venet Advertising Inc. created the Fall advertising and promotional campaign.

Winning Ways

For its client, San Giorgio Macaroni, W. B. Doner & Company, has created a booklet entitled, "The San Giorgio Guidebook of 12 Italian Ways to a Man's Heart." All are pasta preparations.

This is no give-away. The subsidiary of Hershey Foods is asking 25 cents a copy and will promote the book in Sunday rotogravure sections in Philadelphia, Baltimore, Washington and Pittsburgh. That's San Giorgio country. (Continued on page 34)

Anthony Martignetti is a fast kid with a buck.

Just send us the labels from 4 jars of Prince Spaghetti Sauce with the coupon below. We'll send you \$1.

Prince Spaghetti Sauce Coupon Offer.

SEASONS GREETINGS

from Clermont-Pavan

Clermont Machine
Division of Carlisle Corporation

280 Wallabout Street
Brooklyn, N.Y. 11206, U.S.A.

San Giorgio Recipes—

(Continued from page 60)

Each recipe has a name and the name is often romantic. Here they are:

Fettuccini and the Single Girl;
Lasagne Under the Elms;
Linguine Open House (for two);
Spaghettini by the Sea;
Ziti Birthday';
Seashells in the Sunset;
Moon Over Mostaccioli;
Deck the Halls with Vermicelli;
Rotini-Go-Round;
Rigatoni for a Rainy Day;
Capellini Love Call;
Midnight Manicotti.

Gold Medal

The Creamette Company of Minneapolis was awarded a gold medal by World Selections 1970—Rotterdam, for their entry of Creamettes Elbow Macaroni.

Skinner Sales Development

Donald A. Martens has been appointed Supervisor-Market Development of Skinner Macaroni Company. His responsibilities include sales development in new marketing areas, including Skinner's West Coast-based Roma Division, for new and existing products.

Mr. Martens has been with National Oats Company, Inc. eight years, most recently as National Sales Manager-Grocery Products. Previously, he had been National Oats' Sales Promotion Manager and Western Regional Sales Manager. He has 20 years experience in the food industry.

Mr. Martens attended Fresno (Cal.) State College. He and his wife have two children, a daughter, 17, and a son, 14. Mr. Martens resides with his family in Oklahoma City, Okla., but works out of Skinner headquarters in Omaha, Nebr.



Donald A. Martens



Another Gift for First Lady

When Mrs. Richard M. Nixon was named "Macaroni Woman of the Year" by the National Macaroni Institute she received, along with the applause of the country's macaroni manufacturers, an ornamental plate and plaque commemorating the occasion. The plate, presented by the John B. Canepa Co., makers of Red Cross Macaroni, is decorated in gold and shows the various shapes of macaroni products. Mr. Frank Denby Allen, president of the 110 year old macaroni company, in a letter to Mrs. Nixon, expressed the thanks of "employees, suppliers and the durum wheat farmers who will reap the harvest of increased macaroni and spaghetti consumption."

Mushrooms Go With Everything

"Mushrooms Go With Everything" is the theme of an in-store promotion for the American Mushroom Institute. They have an attractive banner picturing meat, poultry, seafood, produce, milk, eggs and noodles, along with mushrooms. Copies are available from Lewis/Neale, Inc., public relations agency for the Institute, at the Empire State Building, New York, N.Y. 10001.

Quarter Results Rise at American Home Products

Profit gains of 10 per cent in the third quarter and 9.2 per cent in the first nine months were reported by American Home Products Corp.

Profits in the three months to Sept. 30 were \$35,884,000, or 68 cents a share, compared to \$32,634,000, or 62 cents, in the 1969 period. Sales for the quarter were up 8.4 per cent to \$334,283,000, against \$308,510,000.

For the nine months, profits were \$101,033,000, or \$1.91 a share, compared to \$92,515,000, or \$1.75, in the first nine

months a year ago. Sales were \$969,237,000, 9.2 per cent over \$880,990,000.

MacaroniO's

Franco-American is continuing for the second year a Family Circle advertising campaign for its "top-of-the-stove casseroles." A full-color "digest-size" ad for Franco-American "MacaroniO's" appeared in November Family Circle and other women's magazines. Franco-American reports an "excellent response" to last year's successful ad campaign.

Italian Food Festival

A full-color page ad for Chef Boy-ar-dee Ravioli in November Family Circle supported a big fall promotion by Chef Boy-ar-dee, that opened October 18 under the theme, "Italian Food Festival."

The promotion has a past history of success for both retailers and consumers, reports American Home Foods, the manufacturer. The "Italian Food Festival" theme helps to build store-wide excitement and traffic, and provides an opportunity for extra profits to the retailer through sales of high-profit items like produce, meats and dairy products.

The Chef Boy-ar-dee "Italian Food Festival" opened with a special eight-page insert in October 18 Parade—four full-color ad pages plus a four-page editorial coinciding with the advertising. Immediately afterwards, full-color ads will appear in TV Guide, True Story, True Confessions and Ebony. At the same time, additional full-color ads will appear in Family Circle, Better Homes & Gardens, Redbook, Seventeen, Ladies' Home Journal, American Home, Good Housekeeping and Woman's Day.

The "Italian Food Festival" got strong promotional support with trade allowances and the delivery of 7,800,000 store-redeemable coupons.

Crazy Copy

On the cover of Look Magazine, September 22: "The Motherhood Myth—Women don't need to be mother any more than they need spaghetti."

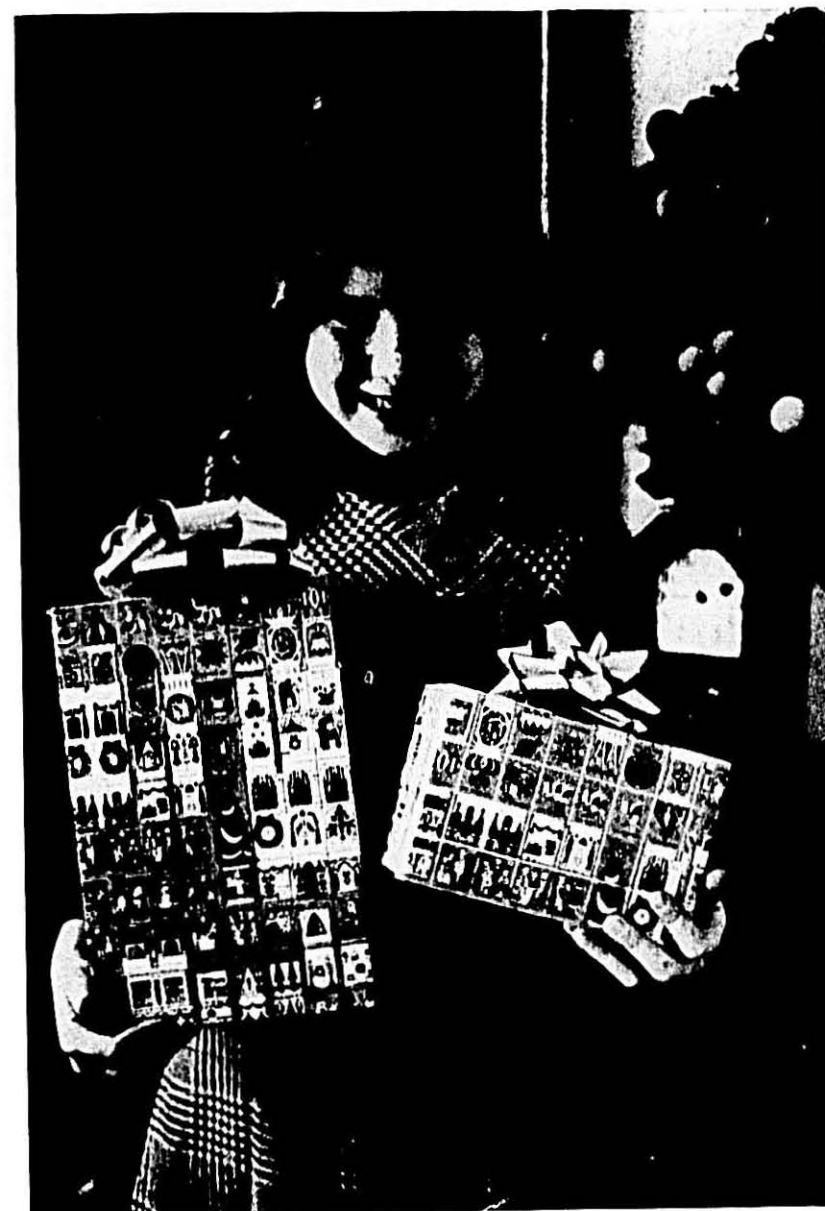
Question: Where would we be without mother? Or spaghetti?

G. W. P. Heffelfinger

George W. P. Heffelfinger, 69, a prominent figure in the grain and milling industry, died in Minneapolis on October 6.

His family founded Peavey Company which he served as executive vice-president from 1953 until his retirement in 1960 because of illness.

IT REALLY ISN'T CHRISTMAS WITHOUT THEM.



Use Christmas Seals.
It's a matter of life and breath.

Fight emphysema, tuberculosis, air pollution.



Space contributed by the publisher as a public service

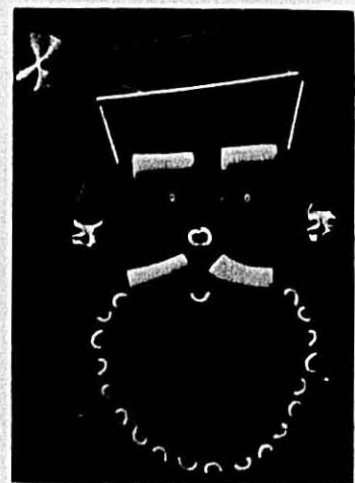
JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs and Noodles.
- 3—Semoline and Flour Analysis.
- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.

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



Seasons Greetings

from the Macaroni Journal Staff

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CLASSIFIED ADVERTISING RATES

Went Ads \$1.00 per line
Minimum \$3.00
Display Advertising Rates on Application

WANTED—Subscribers to the Macaroni Journal. \$6 for 12 monthly issues. Add \$1.50 for foreign postage.

Statement of Ownership

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962; Section 4369, Title 39, United States Code) of the Macaroni Journal, published monthly at Appleton, Wisconsin, as of October 7, 1970.

Location of known office of publication: 115 No. Mason St. (P.O. Box 386) Appleton, Outagamie County, Wisconsin 54911. Location of headquarters or general business offices of the publishers: 19 S. Bothwell St. (P.O. Box 338), Palatine, Ill. 60067. Name of Publisher, Editor and Managing Editor: Robert M. Green, National Macaroni Manufacturers Association, 19 S. Bothwell St. (P.O. Box 338), Palatine, Ill. 60067.

Owner (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 percent or more of total amount of stock; if not owned by a corporation, the names and addresses, as well as that of each individual must be given). Non-profit trade association—no stockholders.

Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities (if there are none, so state): None.

For completion by nonprofit organizations authorized to mail at special rates (Section 132, 122 Postal Manual): The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax have not changed during preceding 12 months.

Average number of copies each issue during the preceding 12 months: Total number copies printed (net press run)—1,060. Paid circulation (1) Sales through dealers and carriers, street vendors and counter sales—0; (2) Mail subscriptions—992. Total paid circulation—992. Free distribution (including samples) by mail, carrier or other means—53. Total distribution—1,044. Office use, left-over, unaccounted, spoiled after printing—8. Total—1,060.

Actual number of copies of single issue published nearest to filing date: Total number copies printed (net press run)—1,000. Paid circulation (1) Sales through dealers and car-

riers, street vendors and counter sales—0. Mail subscriptions—992. Total paid circulation—992. Free distribution (including samples) by mail, carrier or other means—40. Total distribution—992. Office use, left-over, unaccounted, spoiled after printing—8. Total—1,000.

I certify that the statements made by me above are correct and complete.

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

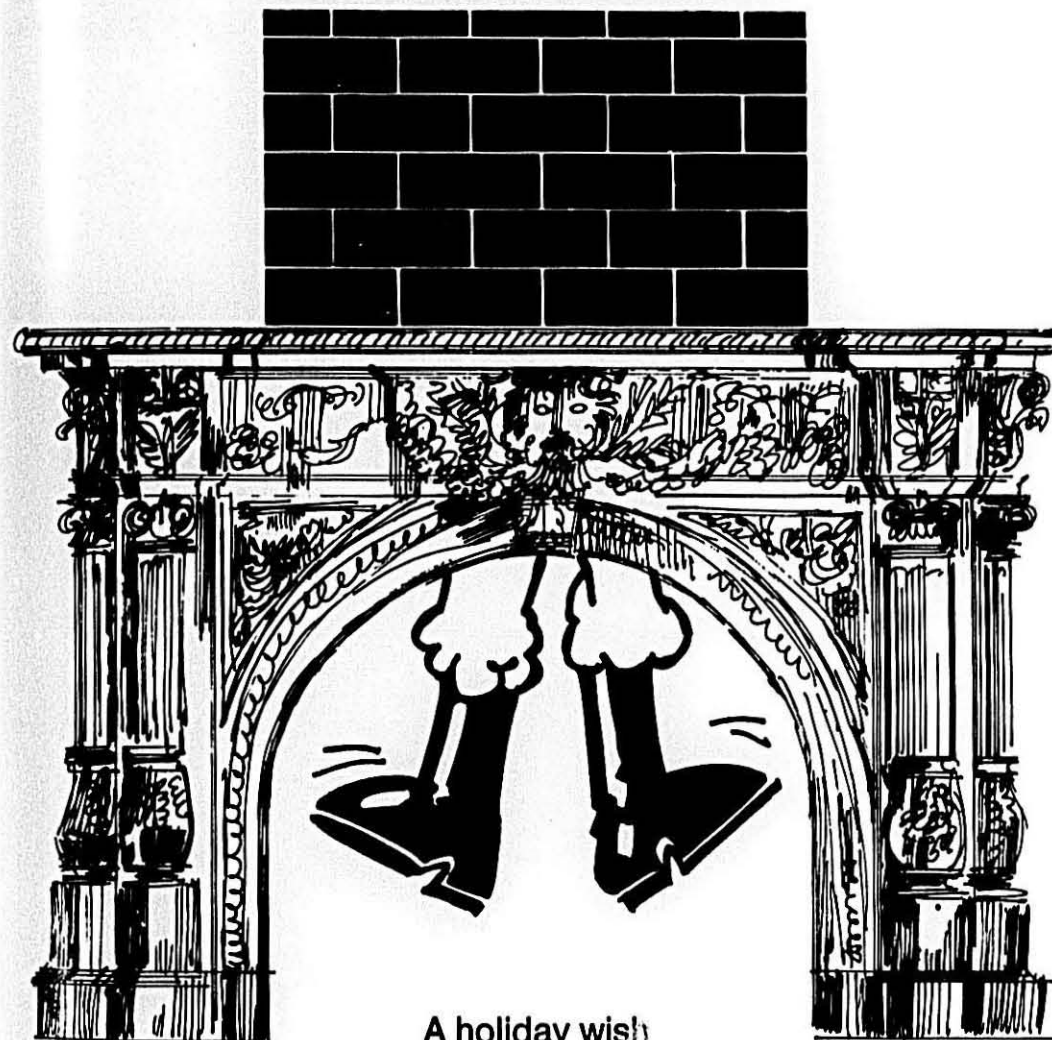
Business Must Keep Abreast

"It is the responsibility of business leadership constantly to review and update its thinking so as to be in step with society's thinking. And it definitely should never be left behind."—F. Ritter Shumway, president, Chamber of Commerce of the United States.

The Best for the Country

"The National Chamber federation does not exist to be a rubber stamp. We are charged to study legislative issues, anticipate their impact on business and the economy, and then advance a position that we believe is in the net best interest of the country. Under that charge, we can only oppose the guaranteed income plan. To do otherwise would mean abdication of our responsibility."—Arch N. Booth, executive vice president, Chamber of Commerce of the United States.

THE MACARONI JOURNAL



A holiday wish

May the Christmas season bring you
a full measure of peace and joy.
And may health and prosperity be yours
through the New Year.



DIAMOND PACKAGING PRODUCTS DIVISION
DIAMOND NATIONAL CORPORATION
733 THIRD AVENUE, NEW YORK, NEW YORK / 10017

Pasta

It's not the usual pasta you find in the supermarket. It's a new breed of pasta, one that's made from durum wheat semolina and is designed to hold up to the most demanding sauces. It's called Durum Dura.

im International Multigrain
Durum Dura

