

**THE
MACARONI
JOURNAL**

**Volume 46
No. 6**

October, 1964

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



OCTOBER, 1964

Macaroni Is a Bargain

send your sales manager to sell in the supermarket?

Put your product in a package. It's almost as good as sending your sales manager along.

Rossotti produced good as sending your sales manager along to sell it!

Rossotti knows your market is different and designs your package to reflect that difference. Rossotti anticipates your equipment requirements and advises you on developments or plans your packaging to take advantage of your present equipment. Rossotti provides you with knowledgeable packaging research to protect you on industry regulations, and a marketing staff to structure your package for maximum merchandising power.

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(Tell your Sales Manager to let that package sell. Call Rossotti!)



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In This Issue:

	Page
Macaroni is a Bargain	4
Macaroni Stars in Calorie-Controlled Menus	6
Spaghetti — Good for the Heart	12
Semi-Annual Durum Report	14
Durum and Hard Spring Wheat Laboratory	17
The International Durum Picture	27
Industry Items	36
Trouble in the Hen House	40
Improve Communications	42
The Salesman is a V. I. P.	44
Technological Improvements	48
Way Back When	52
Index to Advertisers	52

Cover Photo

Macaroni is a bargain — with the favorite combiner of cheese it costs less than 15 cents a serving. It can be varied in so many ways: by adding caraway seed, or stuffed olives, or green pepper, or chives, or pimientos, poppy seed, garlic salt, scallions, or tomatoes.

National Macaroni Institute Photo

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MACARONI IS A BARGAIN

NEWSPAPERS the other day carried the story that higher food prices had pushed the cost of living index to a record 108.0% of the 1957-59 average in June. The Department of Labor said it probably would help send it higher again in July. The 0.2% advance was the largest since a climb of the same size last December. It was attributed mostly to a 7.1% increase in fresh fruit and vegetable prices. Potato prices jumped 21% from May, as old supplies ran low and both spring and summer crops were delayed by bad weather.

Pork prices turned higher after a nine-month downward trend, the Department said, but prices of most beef continued their decline.

Aside from seasonal factors, food prices are in a "basic" upward trend due to the higher labor and other costs faced by processors and distributors. This is especially noticeable in baked goods and cereals, for which the June index stood at 109.2%. "If we weren't getting low meat prices—mostly due to larger beef production—food prices would be considerably higher," a spokesman said. The meat/poultry/fish index in June was only 98.8% of the 1957-59 base.

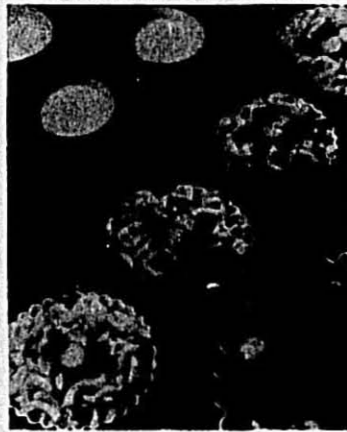
But the story that needs telling to the American consumer is that **FOOD IS A BARGAIN**. Only 19¢ out of every after-tax dollar consumers earn goes for food today, compared with 26¢ in 1947-49.

There will be a united industry effort to tell this story during the period of October 18-31. This coincides exactly with the time scheduled for National Macaroni Week, and we can hop on the bandwagon because **MACARONI IS A BARGAIN**.

Grocery Manufacturers of America is urging that the following facts be told via radio and television commercials, on billboards, in print ads or drop bin inserts, on packages, in house organs, in paycheck envelopes, stockholder communications, and the like:

U. S. Government facts and figures prove to American consumers that the food they buy today is a greater bargain than ever.

- Today the consumer spends the smallest percentage of her after-tax income dollar for food of any time in history—26¢ for 1947-49; 19¢ for 1963-64.
- How this 19¢ figure compares with what people in other countries pay for food: U. S. 19%; England 29%; France 31%; Italy 45%; Russia 53%.



- Today's U.S. factory worker earns the cost of his monthly grocery basket in the smallest number of hours in history—1947-49 60 hours; 1963-64 37 hours.
- Today each farm worker grows more food for more people than ever before in history.

Besides this bargain in food, American consumers get more abundance, variety, nourishment and convenience than ever before in history.

Supermarket Support

To emphasize the 19¢ story—the portion of the consumer after-tax dollar that goes for food—a game called "Only 19" has been created as an industry service by Henry Riechman, and is being coordinated by Chairman Joseph G. Foy of the "Only 19" Committee for the Super Market Institute. This campaign, involving \$150,000 in consumer prizes, is being offered to distributors at cost—meaning that a typical \$25,000 a week volume store can participate for only \$27.50.

Store interest was reported running high by the end of July with campaign officials predicting a final count to reach 200,000,000 sets in 20,000 stores, from all but one of the fifty states. Wisconsin is exempt because of its lottery laws.

Out West

The Southern California Grocers Association has launched a public relations campaign to promote the theme "Food Is The Best Buy In America." Five hundred stores are utilizing \$50,000 of radio and TV spot commercials using the "Best Buy" theme. They are using three-dimensional outdoor advertising billboards throughout Southern California; mes-

sages on every bus stop bench; in-store recordings in 1,600 supermarkets; supermarket, chain and newspaper home economists are pointing up the theme in point-of-purchase pamphlets during new store openings and in newspaper stories.

Macaroni Saves Money

Proof that macaroni is a bargain—and the fixings that go with it—can be found in the Consumer Price Index put out by the U. S. Department of Labor Statistics. Nationally, macaroni is selling at 25¢ a pound retail. Price for noodles is not given but would be approximately 5¢ a pound higher.

Related items in the U. S. city average for June:

Chuck Roast	53.6¢ lb.
Hamburger	48.4¢ lb.
Canned Luncheon Meat, 12 oz.	48.5¢ can
Canned Tuna 6 to 6½ oz.	33.3¢ can
Fresh Milk	24-26¢ qt.
American Cheese, processed	74.2¢ lb.
Margarine	27.4¢ lb.
Frying Chickens, ready-to-cook	38.8¢ lb.
Canned Tomatoes, No. 303 size	16.2¢ can
Tomato Soup	12.4¢ can
Fresh Onions	11.5¢ lb.
Fresh Celery	14.6¢ lb.
Fresh Beans	28.5¢ lb.

Macaroni Saves Time

Macaroni saves time as well as money. Country-Style Macaroni and Cheese, for example, takes about twenty minutes to prepare and costs approximately 60¢ to serve four. Mighty good eating for 15¢ a serving.

This combination of elbow macaroni, Cheddar cheese, cream, butter, and parsley is ideal for brisk fall days.

Country-Style Macaroni and Cheese (Makes 4 servings)

- 1 tablespoon salt
 - 3 quarts boiling water
 - 2 cups elbow macaroni (8 ounces)
 - 2 cups grated Cheddar cheese (about ½ pound)
 - 2 tablespoons butter or margarine
 - ¼ cup light cream
 - ¼ cup chopped parsley
- Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

(Continued on page 9)



Portrait of an Ultimate Consumer!

Here's a picture of an "expert" about to test a macaroni product. He's the fellow you want to please, for he is typical of the thousands of consumers who are the final judges of your product's appeal and acceptance. To win his approval, you start with the finest ingredients and exercise the utmost care in manufacturing to insure a product of which you can be proud.

Likewise, we're proud of the ingredients we supply you and take every care to see that they're the finest milled. Our success, like yours, is meas-

ured by the degree of customer satisfaction your macaroni products deliver.

Let International Quality Durum Products help you please your customers.



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DURUM DIVISION

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Macaroni Dishes Star in Calorie-Controlled Menus

from Durum Wheat Notes published by the Durum Wheat Institute

IN the classroom, over the lunch counter, across the bridge table—folks everywhere discuss diets, weight, calories. "Diets" are big business in America today. Take as evidence the many articles on weight reduction in current magazines and newspapers and the growing interest of homemakers from Maine to California in calorie-controlled cookery.

Teachers can show foods and nutrition students how to plan calorie-controlled menus and provide them with information they can use both now and later. Planning such meals is not complicated—it's just a matter of good nutrition!

For students, learning how to plan low-calorie meals serves as preparation for homemaking. At the same time these dishes prepared with durum macaroni products demonstrate how homemakers can adapt low-calorie menus for their families. Each satisfying, attractive menu is designed for the calorie counter to enjoy with clear conscience. Yet, when serving sizes are increased or other dishes added to the menu, the meals can meet the individual energy and nutritional requirements of all family members.

This method of portion planning and control certainly makes life easier for the cook. It is also more economical than budgeting for two separate menus. And, most important, it saves the dieter the embarrassment of having foods different from the rest of the family and guests.

It's Easy to Plan

If anyone is truly overweight, only a physician can advise him on a reducing plan, based on the patient's general health and way of living. The doctor will provide suggested menu plans and lists of foods a dieter may eat. But for the normal person concerned about weight, a good reducing plan, designed around a variety of foods, will provide for all nutritional needs, leaving out nothing but excess calories.

First, a person should check on his own eating habits during a week's period to determine his calorie consumption. It's essential to write down everything that's eaten, both the kind and the amount of the food. At the end of the week the calorie values of each food in the amount consumed are totaled. If a person in good health is gaining weight at the level where he's determined his calorie intake, then he's eating too much!

Most persons can stay at normal weight without much trouble, but occasionally they gain a few pounds. To lose this excess poundage is a simple matter of cutting down on—but not out!—the foods eaten. Each pound of body weight is equivalent to 3500 calories. So, to lose a safe pound a week, it's necessary to eat 3500 calories less per week than the individual's normal calorie quota. (A calorie, incidentally, is simply the name given to the unit for measuring the energy furnished by foods.)

The Basic Four

The Basic Four grouping of foods simplifies menu planning. Each day, a variety of foods in controlled portion units from each of these groups must be served: four or five servings of enriched macaroni products, enriched or whole grain breads or whole grain or restored cereals; two or more servings of meat, fish or poultry; two or more glasses of milk or the equivalent in other dairy products; and four or five servings of fruits and vegetables, including one high in vitamin C such as a citrus and one dark green, leafy vegetable or a deep yellow fruit or vegetable.

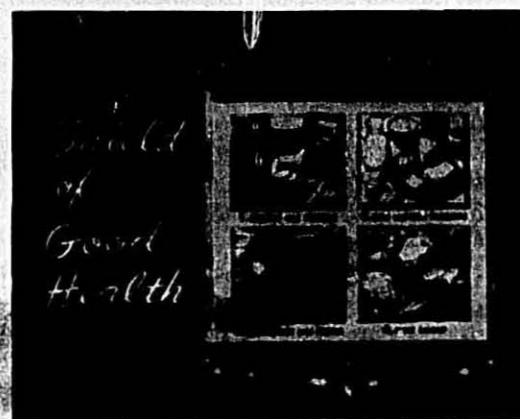
Though serving sizes of foods vary, here are a few general guides. Serving sizes of specific foods may be checked on a food-calorie chart. A serving of an enriched durum macaroni product is one cup. One slice of enriched or whole grain bread is a serving as is ½ to ¾ cup of a whole grain or restored cereal. One cup (eight ounces) of milk is one serving. One-half cup of a fruit or vegetable serving size, and two ounces of meat, fish or poultry is one serving.

Amazingly enough, the selection of "required" foods, if taken from the low-calorie items in each group, comes to about 1000 calories—an energy intake too low for most persons except those under strict medical supervision. These servings, then, should be rounded out with others from the Basic Four, plus common-sense size servings of fats and sugars.

Enriched durum macaroni products, long-time family favorites, are especially helpful menu items because their calorie contribution can be varied easily. Macaroni foods in themselves are relatively low in calories yet may be combined with either lean or rich sauces according to the individual's energy needs. Serving sizes, too, may be adjusted to give more or fewer calories. For instance, 1/6 of the recipe for Chicken Almond Vermicelli, one of the recipes featured here, contains only 267 calories while ¼ of the recipe has 401.

Since any meal plan, calorie controlled or not, must be nutritionally sound, enriched durum products score still another point. Important amounts of essential B-vitamins thiamine, niacin and riboflavin and the mineral iron are an integral part of enriched durum macaroni products.

In addition, ordinary enriched durum products are 12% protein. Noodles, because of their egg content are slightly higher. The protein contribution of macaroni foods is another reason they can be important in a weight reduction program. When supplemented with animal protein—cheese, meat, fish, poultry or eggs—the protein of macaroni becomes complete and adequate for repair and maintenance of the body.



In all the menus below either coffee or tea with no sugar or cream added may be served at no increase in calories. If preferred, an 8-ounce glass of skim milk or buttermilk may be included, adding 85 calories to the menu's total.

Calorie Controlled Menu I (About 475 calories)

1 Cup Hot Consomme
Carrot and Celery Sticks
Fresh Orange Sections

CHICKEN ALMOND VERMICELLI*

One Slice Angel Food Cake
*Chicken Almond Vermicelli
(Makes 6 servings, about 267 calories per serving)
8 ounces enriched durum vermicelli or thin spaghetti
12 ounces boned breast of chicken (2 chicken breasts)
2 chicken bouillon cubes
1½ cups boiling water
2 tablespoons cornstarch
2 tablespoons soy sauce
¼ teaspoon salt
1 tablespoon butter or margarine
1½ cups sliced fresh mushrooms (4-oz.)

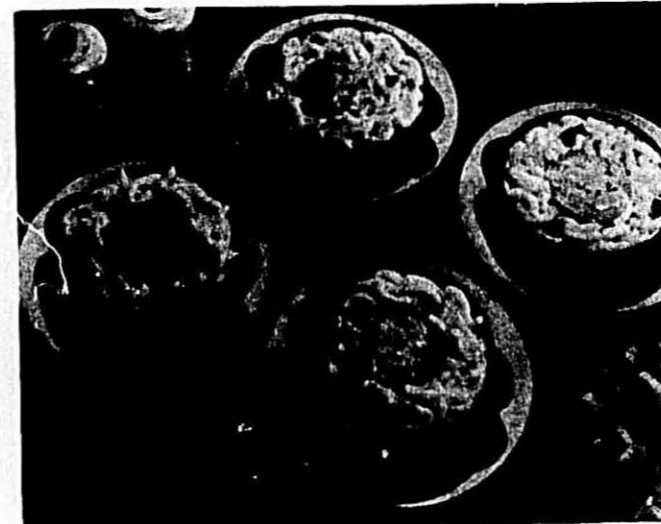
1 cup diagonally sliced celery
1 large onion, cut in eight wedges
½ cup sliced water chestnuts
2 cups diagonally sliced broccoli spears (10-oz. package frozen broccoli, thawed and drained)
2 tablespoons toasted slivered almonds

Cook vermicelli or thin spaghetti in boiling, salted water until tender, yet firm, 5 to 7 minutes. Drain. Meanwhile, cut chicken into strips, about ¼-inch wide. Dissolve bouillon cubes in water. Blend cornstarch and soy sauce to smooth paste. Add to bouillon with salt. In saucepan, cook chicken in butter or margarine, stirring constantly until no longer pink, 3 to 4 minutes. Remove chicken from saucepan, leaving liquid. Place mushrooms in same pan and cook until slightly softened.

Add celery, onion and water chestnuts. Cook 2 to 3 minutes, stirring frequently. Stir bouillon mixture into vegetables. Stir in chicken and broccoli. Bring to boiling point, cooking just until liquid is clear and slightly thickened. Serve immediately over hot vermicelli or thin spaghetti. Sprinkle almonds over top.

Calorie Controlled Menu II (About 631 calories)

Jellied Consomme, with Lemon Wedge
TUNA NOODLE SKILLET*
Buttered Broccoli
Skim Milk
Raspberry Sherbet



Macaroni and Cheese with Tomato Sauce.

*Tuna Noodle Skillet (Makes 4 servings, about 313 calories per serving)

1 tablespoon salt
3 quarts boiling water
2 cups elbow macaroni (8 ounces)
1 cup creamed cottage cheese
¼ cup chopped parsley
½ teaspoon onion salt
1 can (8 ounces) tomato sauce
1 teaspoon butter or margarine
½ cup grated process Cheddar cheese

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

Combine cottage cheese, parsley and onion salt; mix well. Combine cheese mixture, macaroni and tomato sauce; mix well. Grease 2-quart casserole with butter. Turn macaroni mixture into casserole; top with Cheddar cheese. Bake in 350° (moderate) oven 45 minutes, or until cheese is lightly browned.

Calorie Controlled Menu III (About 545 calories)

MACARONI & CHEESE WITH TOMATO SAUCE*
Broiled Calves Liver
Orange and Onion Ring Salad
Green Goddess Gelatin
(Seedless green grapes in lime gelatin)
Black Coffee or Tea
*Macaroni and Cheese with Tomato Sauce
(Makes 6 servings, about 248 calories per serving)

1 tablespoon salt
3 quarts boiling water
2 cups elbow macaroni (8 ounces)
1 cup creamed cottage cheese
¼ cup chopped parsley
½ teaspoon onion salt
1 can (8 ounces) tomato sauce
1 teaspoon butter or margarine
½ cup grated process Cheddar cheese

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

Combine cottage cheese, parsley and onion salt; mix well. Combine cheese mixture, macaroni and tomato sauce; mix well. Grease 2-quart casserole with butter. Turn macaroni mixture into casserole; top with Cheddar cheese. Bake in 350° (moderate) oven 45 minutes, or until cheese is lightly browned.

For Underweight Folks

Not all persons worry about losing weight. Quite the contrary, many have trouble just maintaining their present weight. For the seriously underweight person, like the truly overweight, a trip to the doctor is in order.

However, as is the case with the person desiring to lose a few pounds, the Basic Four guide to menu planning can help the person wishing to gain weight. The weight gainer can choose foods of high calorie value from each of the four groups.

Adding just 3500 calories to one week's menu will provide the extra ration for one pound. It's necessary, then, (Continued on page 9)



King Midas now offers you the most complete line of durum products in the industry—the total range of grades and granulations. Whatever your specialty, King Midas has the right product for you. That's why our standards as a supplier have to be so high; why we maintain the most complete laboratory facilities; why we back up our line with

a continuing testing and quality control program that reaches all the way from scientific wheat selection to product development research. Look to King Midas for the most complete line of uniformly high-quality Durum Products available—anywhere. Peavey Company Flour Mills, Minneapolis, Minnesota 55415.

King Midas DURUM PRODUCTS



PEAVEY COMPANY
Flour Mills

Macaroni Is a Bargain—

(Continued from page 4)

Combine macaroni and remaining ingredients; mix well. Turn into 4 greased individual shallow casseroles. Broil 3-4 inches from source of heat about 5 minutes, or until lightly browned. Garnish with pimiento strips, as desired.

Preparation time—approximately 20 minutes.

Approximate cost *—15¢ per serving.

* Based on national average food costs reported by the U. S. Department of Labor.

Turkeys and beef are on the Plentiful Foods List, along with fall vegetables and vegetable fats and oils.

Beat the drum—Macaroni is a Bargain—tell people about it!

National Macaroni Week To Be Celebrated Oct. 15-24

"Macaroni Money-Makers" is the basic theme for National Macaroni Week.

Quantity recipes—with costed menus—for club and church fund-raising suppers will be featured. Cheese will be given special emphasis in cooperation with the American Dairy Association and its "October Cheese Festival."

Other related food items—high-profit and high-volume—will receive special attention for the benefit of grocers wishing to tie-in advertising and in-store promotions. These include turkey, beef, lamb, pork, eggs, shrimp, canned applesauce, canned soups, canned tomatoes, canned peas and carrots, canned tuna and canned luncheon meats.

In addition, the news sections of daily and weekly newspapers, radio-TV commentators, columnists and disk jockeys will be covered with stories on the "week" and interesting facts about macaroni products.

Church Supper Theme

Contacts and placements will be made in all media, supplying quantity recipes, costed menus, photographs, stories relating to "church supper" theme and National Macaroni Week, in accordance with special needs.

Theodore R. Sills and Company, working on behalf of the National Macaroni Institute, will cover nationally distributed Sunday supplements, daily newspapers in 212 standard metropolitan areas, magazines, radio, television, and special markets such as the Negro press, Labor press, Religious press, and small town daily and weekly newspapers. Publicists of food products compatible with macaroni will be contacted with special information about National Macaroni Week and the pro-

motional theme "Macaroni Money-Makers" and urged to participate.

Members of the National Macaroni Institute have been supplied a kit on "Macaroni Money-Makers" and may avail themselves of a color photograph in mat form of Spaghetti and Meat Balls. This can be used by grocers in newspaper advertisements.

For Underweight Folks—

(Continued from page 7)

to add pounds in measurements of 3500 calories until an individual maintains his weight and finally begins gaining.

In order to gain weight it isn't necessary to overload with rich foods that may cause an uncomfortably full feeling and prevent a person's eating all the foods he needs for good health and vitality. Supplementing meals with nutritious snacks may add calories without supplying undue bulk. If eating three large meals is difficult, then the underweight person may undertake five or six smaller meals throughout the day.

Just as increased activity is beneficial for the person trying to lose weight, rest and relaxation are important in gaining weight. The recommended eight hours of restful sleep a night is a good beginning wherever possible. Taking 15-minute periods a few times a day for rest is helpful, too.

Easy Calorie Arithmetic

- + Drink whole milk, half 'n' half or fruit juice when you're thirsty instead of water, adding nutrients as well as calories.
- + Keep snack foods around for nibbling—peanuts, bananas, sweet rolls, potato chips and creamy dips, cheese and crackers.
- + Get into the bedtime snack habit. Polish off the last of the fried chicken or have a glass of milk and cookies or graham crackers.
- + If possible, keep a peanut butter sandwich tucked in a desk drawer for a tasty, nutritious snack with early morning coffee. In the afternoon have a "milkshake" break instead of the usual coffee break.
- + Eat slowly and enjoy your meal. Food bolted in a hurry may cause a "filled up" feeling before you've half finished your meal.

To Subtract Calories . . .

- Keep high-calorie foods out of sight, but have a supply of crisp relishes, fresh fruits or juice easily at hand to ward off hunger pangs.
- Begin meals with a glass of juice, grapefruit half or cup of clear soup. This first course adds charm to meals

without excess calories and helps satisfy the appetite.

- Embellish foods with low-calorie, edible garnishes like green pepper rings, radish roses, carrot curls. Food can be so attractive no one will miss the missing calories.
- Forego rich sauces on vegetables and other foods. Experiment with herbs and spices for added flavor at no increase in calories.
- There's no rule that says you must eat all of a meal at one sitting. Save dessert to eat later as a snack.

Prepared Diet Products

No doubt, you've noticed the wide variety of "diet pack" foods on your grocer's shelves—everything literally from low-calorie soups to nuts! In most cases these products are wholesome, nutritious foods that can be incorporated easily into a reduced calorie diet. These products are more expensive than the raw product or the higher calorie "regular" processed version. As is the case with most processed foods, you pay for the added convenience. Of course, anyone—student and homemaker—can concoct no end of low-calorie recipes herself by substitution of ingredients plus a generous dash of imagination, such as the recipes in this issue illustrate.

What about drugs? Only a physician should prescribe an appetite-curbing drug if he feels it would be beneficial for someone trying to lose weight. The dieter should beware of commercial promises—offering panaceas, nostrums or preparations boasting of reducing shortcuts. In many cases reducing aids readily available to the public without prescription are ineffectual anyway, and many may even be harmful.

No weight reduction is possible unless caloric intake is less than caloric out-go in the body. Permanent weight control depends upon re-education—harnessing appetite and eating habits to body need.

Consolation for Calorie Counters

Calories give you strength as well as fat. According to G. G. Jean Mayer's "The Role of Exercise and Activity in Weight Control," you use up 115 calories an hour when walking slowly; 505 in walking fast; and 1242 in running. Sitting uses up 13 calories and writing 20. Just plain thinking takes 7 to 8 calories. Reference: "Weight Control," Iowa College Press, Ames, Iowa, price \$1.00.

CALORIE—Unit of heat.

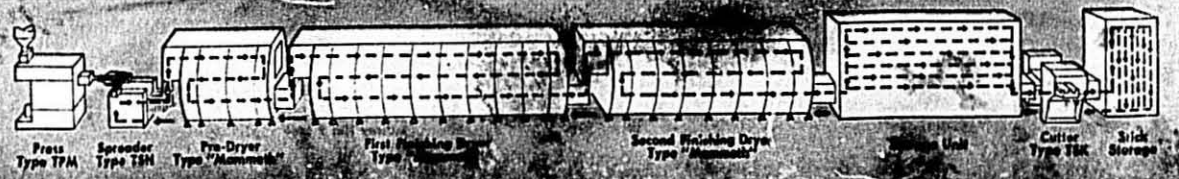


New BUHLER long goods dryer installed at the new Skinner Macaroni Company plant in Omaha, Nebraska.

New from BUHLER the industry's finest long goods DRYER

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

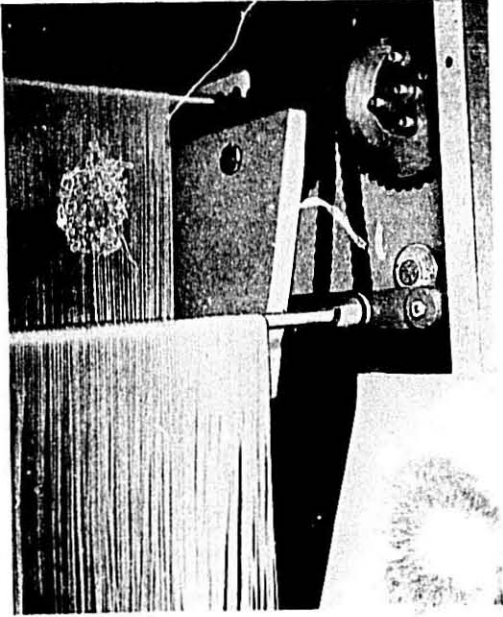
Control center for dryer line at Skinner Macaroni Company.



Specially designed to produce long goods of finest QUALITY

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

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



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



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

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

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

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

Complete
Macaroni Plants
by **BUHLER**

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Spaghetti-Good for the Heart

In the Journal of the American Medical Association there recently appeared a treatise entitled "Unusually Low Incidence of Death From Myocardial Infarction—Study of an Italian-American Community in Pennsylvania." The authors were all M.D.'s from Oklahoma City in the Neurocardiology Research Center. They were Drs. Clarke Stout, Jerry Morrow, Stewart Wolf, and Edward N. Brandt, Jr., who has a Ph.D. as well as his M.D. degree.

Here are highlights from the story which have already appeared in the European press:

Dr. Ancel Keys, of the University of Minnesota, and others have presented data suggesting that diet is important in the incidence of heart disease. They have inferred, for example, that there is more atherosclerosis among Japanese living in California or Hawaii than Japanese living in Japan, because the former habitually eat more saturated fat than the latter. Similar studies of Italians have also led to the implication that a high fat diet is important in the genesis of atherosclerosis. Ethnic factors, on the other hand, were found by Dr. T. R. Dawber and others not to be associated with differences in coronary heart disease in Framingham, Massachusetts, where there are substantial numbers of British, Irish, and Italians. The writers say that whatever the relevant factors, it is evident that differences in the incidence of coronary heart disease do exist among different ethnic groups as well as among ethnically similar groups in different localities.

They studied a nearly pure Italian community in the United States in the town of Roseto, Pennsylvania, which was originally established in 1882. It contains first, second, and third generation Italian-Americans.

The 1,676 inhabitants eat heartily, and nearly everyone is overweight; yet the death rate from coronary heart disease is quite low, less than a third that of the national rate.

It was this situation which prompted a study by the University of Oklahoma School of Medicine team. They examined 388 Roseto residents ranging in age from 21 to 88, and all of them were overweight. Not a single instance of cardiovascular disease was evident.

Dr. Stewart G. Wolf, director of the study, believes the absence of cardiovascular disease may be due to an almost complete lack of stress in Roseto. Life is easy-going there, he said, with neither poverty nor great wealth. Most residents own their own homes, drive



Everybody Likes Spaghetti

late-model cars, and provide education for their children. They do so on incomes averaging from \$70 to \$100 a week.

Happier Atmosphere

Dr. Wolf explained the situation this way:

"We found a happier atmosphere than in most communities because people like each other. They don't make a career of trying to get ahead of the other fellow, nor do they shove or elbow the other fellow out of the way in business. Everybody in town isn't trying to get wealthy.

"The average folks here know, for example, the days from week to week they'll be having spaghetti, lasagna and other foods they enjoy. Their eating is not impulse eating; they eat because they enjoy their food. And that makes a big difference."

Among Rosetons, there is Joseph Cirilli, who at 92, lists lasagna and ravioli as his favorite dishes and drinks five glasses of wine a day. Arthur Rephscher, a retired cement worker who weighs 320, is alert and active and regarded as one of the healthiest men in town, Dr. Wolf said.

"We came away from Roseto," Dr. Wolf said, "convinced that overweight, even obesity, is not the single primary factor in heart disease."

Your Heart Has Nine Lives

Nine steps to heart health are given in a book "Your Heart Has Nine Lives" by Alton Blakeslee and Jeremiah Stamler, M.D.

Alton Blakeslee, a prominent medical science writer, is on the staff of the Associated Press. Dr. Jeremiah Stamler

is a physician and Director of the Division of Adult Health and Aging and the Heart Disease Control Program, Board of Health, Chicago, Illinois. He is an outstanding researcher in the fight against heart disease.

Nine Conspirators

The authors say your chance of having a heart attack before age 65 are one in fifty if you are in good health and normal with respect to the risk factors of coronary heart disease. But your chances are one in two or worse if you have combinations of the nine chief coronary conspirators which they list as follows:

- High cholesterol level;
- High blood pressure;
- Overweight;
- Diabetes;
- Over-nutrition;
- Too little exercise and physical activity;

- Excessive smoking;
- Excessive tension and stress;
- Heredity.

You can reduce the amount of cholesterol in your blood through moderate changes in what you eat, say the authors, with these simple rules:

Reduce the share of calories or fuel coming from fats, in favor of other foods you like. Put less emphasis on foods high in saturated fats. Put more emphasis on foods high in polyunsaturated fats. Put less emphasis on foods high in cholesterol content. Control total caloric intake to achieve and then to hold to desirable weight. Don't expect this to happen quickly.

The dangers of high blood pressure and diabetes can be reduced with diet, or diet combined with drugs.

Overweight can be eliminated with sensible, easy-to-follow diets along with moderate exercise. Over-nutrition, or excessive eating of certain types of fats, cholesterol and calories can be avoided.

Recognize Problems

By recognizing the problems of too little exercise, excessive smoking, excessive tension and stress and attacking them squarely in your daily routine, you can reduce these risk factors.

A family history of coronary attacks is not a sentence of doom, but an invitation to reduce other risk factors, the authors point out.

"The time to begin is now," say the authors, "whether you are 20 or 60, a young man or woman, husband or wife, or parents of young children whose lives might be lengthened by twenty to thirty years because of habits being formed and followed now."

Prentice-Hall is the publisher. Price is \$4.95.

Vitamin Symposium

Recent progress in the field of vitamin B₆ research—covering its role in nutrition, food technology, clinical medicine, biochemistry, and enzymology—was reviewed by leading experts in this field at an international symposium, sponsored by the research department of Hoffmann-La Roche Inc. on July 27-28 in New York City.

At the symposium, several investigators questioned the adequacy of the normal American diet in regard to vitamin B₆ (pyridoxine). Dr. H. Borsook (California Institute of Technology) discussed evidence that the present American diet may frequently be marginal or deficient in regard to pyridoxine; he therefore recommended the addition of vitamin B₆ to the enrichment formula of flour and bread.

B₆ Deficiencies

Dr. D. B. Coursin (St. Joseph's Hospital, Lancaster, Pa.) and Dr. J. W. Harris (Western Reserve University School of Medicine) reviewed recent data showing that vitamin B₆ deficiency may cause convulsions, brain damage, anemia, and other serious symptoms.

Evidence that vitamin B₆ is involved in human as well as animal fat metabolism was presented by Dr. J. F. Mueller (University of Colorado Medical Cen-

ter). Pyridoxine deficiency may be associated with hypercholesteremia and elevations in red cell phospholipid and cholesterol.

Variable Requirements

Indications that vitamin B₆ requirements of man vary from 0.4 mg per day in infants to 1.5 to 1.75 mg per day in young adults were presented by Dr. H. E. Sauberlich (U. S. Army Medical Research and Nutrition Laboratory, Denver, Colorado). However, several investigators pointed out that some individuals appear to have significantly higher vitamin B₆ requirements; in such patients, therapeutic pyridoxine supplementation is needed to control convulsions, anemia, and other deficiency symptoms.

Various Roles

Other papers read at the symposium covered the role of vitamin B₆ in enzyme activity, tissue metabolism of the vitamin, the role of vitamin B₆ in animal nutrition, vitamin B₆ in amino acids, synthesis and labeling of vitamin B₆ group, and other clinical and biochemical subjects.

The symposium was held in honor of Dr. Paul Gyorgy (University of Pennsylvania) to celebrate the 39th anniversary of his recognition of vitamin B₆ as a distinct entity.

Handbook No. 8

The U. S. Department of Agriculture Handbook No. 8, entitled "Composition of Foods," which was first published in 1950, has been revised with important data for macaroni and noodle products.

Two sets of values are given for cooked macaroni dependent upon the degree of cooking. The first says that enriched macaroni cooked to a firm stage, eight to ten minutes, in a serving of 100 grams (approximately 3.5 ounces) will have the following: 63.6% moisture; 148 calories; 5% protein; 0.5% fat; 1 milligram of sodium; 30% carbohydrates.

When cooked to the tender stage, 14 to 20 minutes, these values become: 72% moisture; 111 calories; 3.4% protein; 0.4% fat; 1 milligram sodium; 23% carbohydrates.

Enriched cooked noodles have 70.4% moisture; 125 calories; 4.1% protein; 1.5% fat; 2 milligrams sodium; 23.3% carbohydrates.

The handbook may be purchased from the Superintendent of Documents, U. S. Government Printing Office, Washington, D.C. for \$1.50.

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SEMI-ANNUAL DURUM REPORT

THE United States Department of Agriculture, Minneapolis office of Agricultural Marketing Service, issued a semi-annual statement on durum in mid-August. It reported record exports and large supplies available for the coming season.

Planting Up

United States wheat producers planted more durum wheat in 1964 than in 1963. The Crop Reporting Board reports a 17 per cent increase in the area planted over the year before. Excessive moisture at planting time delayed seeding in parts of the Red River Valley, and the crop has been a little behind last year. However, by mid-July crop development was about even with the year before, and nearly all the acreage was headed in major producing areas. The important growing counties have had good moisture and growing conditions and the crop prospects are generally good throughout the durum growing triangle. Based on the conditions August 1, U.S. Department of Agriculture estimated the yield per acre in North Dakota at 27 bushels and the entire crop was estimated at 26.5 bushels per acre on 2.3 million acres. Production is expected to total 59.8 million bushels or 79 per cent more than the 1958-62 average. North Dakota's crop is expected to be the fifth largest in 46 years of record.

A record 27.9 million bushels of durum wheat were exported during the 1963-64 crop season under the bid subsidy program. This compared with only 3.3 million bushels exported the year before. The U.S.D.A. reported that all of the exports of durum were commercial sales for dollars. Subsidy payments were made to exporters, however, ranging from 42-84 cents per bushel. Russia took 20 million bushels during the past season.

Supports and Certificates

Participating wheat producers will receive price support through loans and certificates on their 1964 crop durum wheat, the U. S. Department of Agriculture announced in April. The terminal support price at Minneapolis-St. Paul will be \$1.77 per bushel for hard amber durum while amber will be supported at \$1.68 per bushel. Premium for hard amber durum over the basic sup-

port price is 10 cents for the 1964 crop against a 25-cent premium last year. Through March 1964, 19,347,362 bushels of 1963 crop durum wheat were placed under loan. 14,713,254 bushels were under loan on farms and 4,634,108 bushels were warehouse stored. On March 31 CCC owned 13,503,000 bushels and by the end of the crop year on June 30 the Agency estimated their stocks amounted to 33,121,000 bushels, most of which represented deliveries on 1963 crop loans. Farmers delivered 20,205,053 bushels of 1963 crop durum wheat to CCC as of June 30.

On July 1 stocks of durum wheat were reported at 40.3 million bushels in all storage positions, 12 per cent less than the 46.0 million bushels on hand a year earlier. Current stocks indicate a disappearance during the crop year of 55.4 million bushels, nearly double the 1962-63 crop year disappearance largely reflecting the sharply increased ex-

Prices Tabulated

Prices received by farmers in North Dakota for durum wheat declined rather sharply during the crop year, from \$2.12 per bushel in July 1963 to \$1.48 per bushel in June 1964. This reflected the large overall supplies and the reduced support price level for the 1964 crop. Prices at Minneapolis, too, declined as will be noted in the price table below:

In Canada

The visible supply of durum wheat in Canada on July 1, 1964 amounted to 40,314,630 bushels, nearly double the 23,232,266 bushels in all Canadian positions a year ago. Commercial disappearance (domestic and export) totaled 20,015,048 bushels August 1, 1963 to July 1, 1964 against 19,773,707 bushels the same period the year before. Canadian domestic use (including that milled for export) accounted for 2,303,685 bushels while 23,711,351 bushels were exported. Estimated planting for 1964 are 1,888,000 acres of durum—a reduction of 13 per cent from 1963.

Large Mill Grind

U. S. mills ground 66 million bushels of durum during the 1963-64 crop year—the largest amount ground since 1947-48. The large grind reflected the

desire on the part of millers to process stocks on hand before July 1 when the Certificate Program was initiated. Under that program domestic marketing certificates, valued at 70 cents per bushel, will be required for all wheat processed. Mills held only 1,583,000 bushels on July 1.

Bumper Durum Crop

NEAR record farm output is expected in the United States this year, the Department of Agriculture said. Based on conditions as of August 1, the agency estimated the 1964 production index for 59 major crops would be 111% of the 1957-59 average, just below the record 112% of last year. The drop was expected to result from federal acreage cutting programs for feed grains, wheat and cotton, as well as serious moisture shortages in key production areas. The spreading drought has led the Department to declare 293 counties in 12 states "disaster areas," enabling farmers there to get emergency federal loans.

Despite above normal temperatures and below normal precipitations since mid-July, the durum crop was turning out better than anticipated a month prior, according to the mid-August report of the North Dakota Crop Reporting Service. The estimate by states, in thousands of bushels, was as follows:

	1964	1963
North Dakota	50,382	42,268
Montana	5,000	3,848
Minnesota	2,370	1,450
South Dakota	1,650	1,526
Total	59,402	49,132

Too Optimistic?

Amber Milling Division of Farmers Union Grain Terminal Association reported that it was the opinion of their field representatives that the August 1 estimate of production was not realistic and that the final figure would be closer to 50,000,000 than the indicated 59,843,000 as of August 1. The crop condition report from the Peavey Company concurred that yields would be cut from earlier estimates.

(Continued on page 16)

WHEAT: NO. 2 HARD AMBER DURUM: MONTHLY PRICE AT MINNEAPOLIS 1960-64

Year	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Average
1960-61	236	232	222	225	221	221	222	221	222	221	225	241	228
1961-62	283	311	337	345	344	365	360	335	229	321	301	280	328
1962-63	268	261	253	257	259	261	257	255	257	252	246	242	256
1963-64	240	229	231	241	235	233	232	230	221	220	213	180	225



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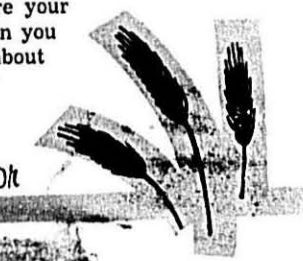
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DURUM DIVISION

Bumper Durum Crop— (Continued from page 14)

Don Fletcher of the Crop Quality Council reported after an extensive trip that durum had been damaged in varying degrees by heat and drought in northeastern Montana and in central and northern North Dakota. Greatest damage occurred to heavy, early stands, where root systems were unable to supply adequate amounts of moisture needed during the critical filling period. Most fields were pushed towards maturity, and, in extreme cases, some fields were actually killed in the milk and early dough stages.

Shriveled kernels were common and yields reduced as much as a third in some fields in central North Dakota. Although earlier bumper prospects have been materially reduced, test weights of 56 to 58 pounds and yields of 25 to 30 bushels to the acre will still be harvested in many fields of the area. Color is excellent. Some yellow berry was noted and traces of black point observed. Root rot was present in some fields and has taken a toll.

Later durum fields appear to have suffered less damage and filled somewhat better in all areas. Rust resistant spring wheat and durum varieties once again provided needed protection against stem rust attacks. This means millions of dollars of additional income to wheat producers and the Upper Midwest economy. The heavy stem rust losses to Lee wheat this year point up what might have happened were it not for the continuing efforts of plant scientists to develop improved high quality varieties, which combine high yield with needed rust resistance. As a result, stem rust caused no appreciable damage to the most widely grown spring wheat and durum varieties in North Dakota and the Red River Valley.

Puzzling Pattern

In all probability, said L. S. MacDonald, director of the Agricultural Development Department, Northern Pacific Railway, 1964 will go down in the annals of crop reporting as one that puzzled many a reporter when, as opposed to all guidelines of past experience, grains did not completely deteriorate when subjected to an extended period of very high temperatures and sparse rainfall. Crops did suffer, but heavy total production still is being harvested. The reasons for this fortunate performance may be found in a deep root system, a plentiful supply of subsoil moisture at the time hot weather occurred, improved varieties and advanced farm technology.

Certificates Begin

There was an air of expectancy in the durum market as macaroni plants reopened after July vacations. Since most macaroni and noodle manufacturers used bulk storage, their ability to accumulate supplies before the certificate cut-off on July 1 was limited. With stocks worked down, buyers who were working from hand to mouth were watching crop reports closely. The first big break came about the tenth of August, when new crop receipts dropped prices in Minneapolis about eight cents below the range of \$1.65 to \$1.75 that No. 1 Hard Amber Durum had been commanding. Vigorous mill sales efforts at \$5.75 cwt. bulk Minneapolis sparked the sharply expanded business. While the decline caused many users to hold to the sidelines market recovery brought strength to the lagging trade. When the action was over nearly all macaroni and noodle manufacturers were booked for 120 days, occasionally for six months.

The Duluth-Superior strike of grain millers was settled August 13 and brought export business back into the picture. Venezuela bought a thousand tons of hard amber durum.

Bread prices were reported rising in mid-August by one to two cents a loaf. These increases were triggered by a sharp rise in flour prices which millers blamed on higher wheat costs.

1965 Certificate Program Announced

The Department of Agriculture has announced details of the 1965 wheat certificate program. Price support loans will be dropped a nickel a bushel from \$1.30 to \$1.25 while mills will pay a nickel more on certificates for wheat ground for food, 75 cents compared to this year's 70 cents.

Participating farmers can expect to net 44-45 cents a bushel on 100 per cent of their crop as compared with 42-43 cents this year. Domestic marketing certificates will be worth 75 cents a bushel on 45 per cent of his crop compared to 70 cents this year. Export certificates will be worth 30 cents on 35 per cent of production next year compared with 25 cents on 45 per cent this year. No certificates will apply to 20 per cent of the production next year compared to ten per cent this year.

Field Day

The Langdon Experiment Station in the heart of the "durum triangle" of North Dakota held its annual Field Day in the last week in July. About 400 persons visited the plots and heard discussions on research being done.

Dr. Kenneth Lebsack stated that Wells and Lakota constituted the only two durum varieties recommended at the present time. They have high rust resistance, early maturity and relatively short straw. The present aim is to improve kernel size and test weight. Some work is being carried on with strains that have resistance achieved from a source other than that of Wells and Lakota, and thus should these recommended varieties fall to a new type of rust it is possible that some of the more recent developments might survive.

County agents are gathering samples to enable the North Dakota State University to make a survey of quality and market characteristics of the 1964 durum crop. Typical samples direct from farms and elevators at points in the state will be used for this market analysis work.

Doughboy Shows Sales/Profits Increase

An increase in sales and profits during the six months ended July 28 was reported by Edwin J. Cashman, president of Doughboy Industries, New Richmond, Wisconsin, in his semi-annual report to stockholders.

During the period net sales totaled \$23,286,000, as compared to \$22,320,000 for the same six months of the previous fiscal year, and net earnings were \$550,000 as compared to \$525,000 for the period of 1963, the report revealed.

"We continued to make progress toward our long range objectives," Mr. Cashman said. "The developments during the past two years have brought about a much improved year-around balance of sales and profit. The seasonal aspects have now largely disappeared."

The most important development during the six month period, he said, was the acquisition of Faribo Turkeys, Inc., and Doughboy is now operating the turkey breeding farms, hatcheries and two large processing plants formerly operated by the cooperative. The company's new unit, the Food Products Group, is working in close cooperation with the Doughboy Agricultural Group on feeding, management and marketing programs for Upper Midwest turkey growers.

Harvest Delayed

Rainy weather slowed down combining and other harvest operations during the last of August. While welcome for late crops the rain caught about half of the durum in the northern tier of counties standing or in swath. Loss of test weight, color, and danger of sprouting were feared.

Durum and Hard Spring Wheat Laboratory

by William C. Shuey, research technologist, U.S. Department of Agriculture,
and Dr. K. A. Gilles, chairman, Department of Cereal Technology,
North Dakota State University

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THE exceptionally good quality of today's spring and durum wheats did not come about by accident. The time and efforts required to develop commercial wheat varieties are not generally appreciated.

Attainment of the high quality standards represented by current wheat varieties has been a long and arduous task. Yet, plant breeders and cereal chemists are now working even more diligently than before to improve quality. As one problem is solved, another quickly arises. New diseases, cultural methods and processing techniques make it necessary to develop and improve the quality of future wheat varieties.

In a recent five-year period, 45 new varieties were released to United States farmers. High quality in each variety, regardless of class was a requirement before the wheat was seriously considered for release.

The United States Department of Agriculture has long realized the importance of quality. Today, the Crops Research Division, Agricultural Research Service operates four regional wheat quality laboratories. The regional Hard Red Spring and Durum Wheat Quality Laboratory is located at North Dakota State University. This laboratory was moved from Beltsville, Maryland, to Fargo, North Dakota, in 1961. Operation is under a cooperative agreement with the North Dakota Agricultural Experiment Station, and functions with the Department of Cereal Technology of the University.

Spring wheat samples for quality evaluation are submitted from nine states. Durum wheat samples may originate from any state in the continental United States where durum is grown. The majority of these samples consists of 150 grams or 1/2 of a pound of grain. Entries from plant breeders' advanced uniform nursery trials, observation nurseries, the International Sawfly Yield Nursery, selected experiment station nursery varieties, special samples from specific experiments, and cooperative studies (approximately 1,200 samples a year are processed and evaluated for quality).

Wheat "quality" is difficult to measure and define. The ultimate use of the

product produced from the grain is the determining factor for defining "quality." Vastly more is known today than 50 years ago about the quality demanded for wheat products. This information has been of great help in evaluating new wheat selections. Characterization of the quality of new varieties accumulated through the years has assisted plant breeders in making selections which will meet the exacting needs of the wheat milling and baking industries.

Laboratory Functions Outlined

The regional Hard Red Spring and Durum Wheat Quality Laboratory has both practical and basic research functions as follows:

- (1) Evaluate and characterize prospective new varieties.
- (2) Cooperate with wheat breeders in the development of high-quality new varieties.
- (3) Determine, in cooperation with agronomists, pathologists, chemists, entomologists and others, the influences of land management practices such as fertilization and irrigation, and of genetic factors on wheat quality.
- (4) Ascertain the basic chemical and physical natures of observable cumulative differences among varieties and types of wheat in milling behavior, bread, macaroni and other processing qualities.
- (5) Account for the effects of environment on variability in quality and to devise methods for detecting and overcoming such deficiencies.
- (6) Design more accurate or precise methods of measuring quality differences for more effective varietal characterization in plant breeding and genetic work.

There is close liaison between specialists from the quality laboratory and specialists from other related fields. Assistance is given in planning certain aspects of the initial breeding work as well as advanced testing. Information is contributed on methods and amount of each generation to grow. Quality tests are devised and applied to each type of population under development. Frequently, joint papers are authored



Checking color and characteristics of two bundles of experimental macaroni produced from two new varieties are William C. Shuey, left, and Dr. K. A. Gilles.

giving genetic, agronomic, or pathologic data involving influences on quality.

Certain states maintain quality testing facilities similar to those of the Cereal Technology Department of North Dakota State University. These laboratories assist breeders in developing good quality varieties for their states. The regional Hard Red Spring and Durum Wheat Quality Laboratory does not duplicate this work, but provides supplementary and complementary services, and basic research. For states which do not maintain quality laboratories, the regional laboratory will evaluate plant breeders' samples and assist them in planning long range programs toward development of high quality varieties.

Broad quality evaluation ratings have little specific usefulness for plant breeders and almost none for geneticists. Basic research is essential to promote understanding and to enable definition of the wheat components responsible for quality. Shortcuts and rapid techniques for the determination of quality are by-products of such basic research.

Evaluation Procedures

Routine quality evaluation of wheats is divided into four stages or phases. For a variety to be acceptable, it must progress through each stage and be equal to or better than the acceptable

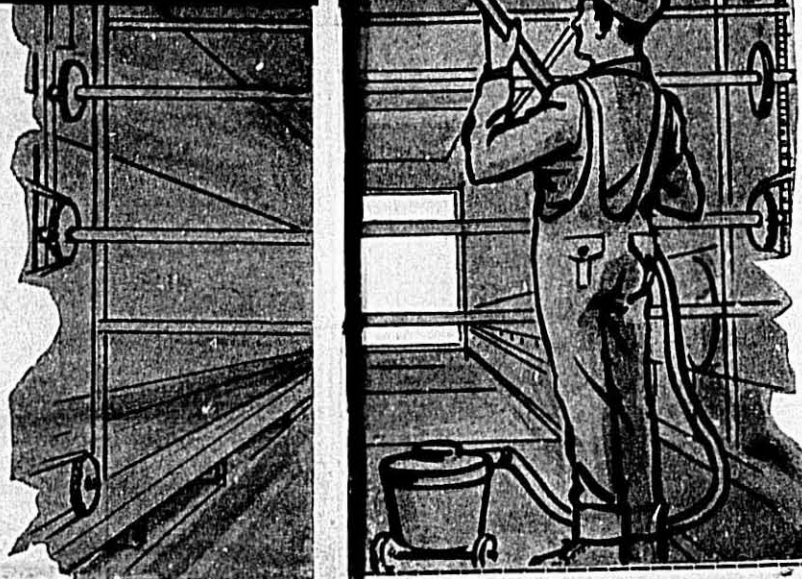
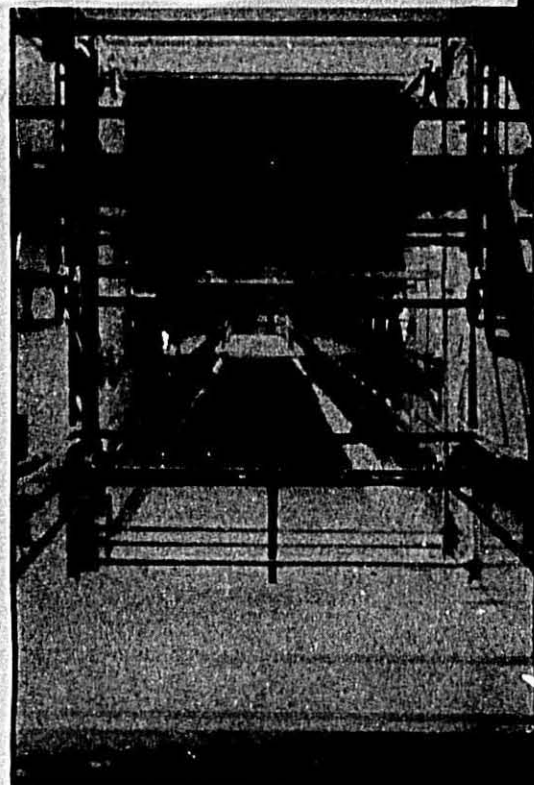
(Continued on page 20)

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19

Durum Laboratory—

(Continued from page 17)

standard commercial variety. Before quality evaluation, a potential variety has been subjected to a series of tests performed by the agronomist, plant breeder and pathologist for resistance to diseases, for yield, and observation of agronomic traits such as straw strength.

First stage in the test program is appraisal of the wheat kernel. Protein content, test weight, and general appearance are important kernel characteristics considered in judging the wheat. Two other factors of possible importance are average kernel size and 1,000 kernel weight. These factors may be related to milling yield potential.

Second stage in the evaluation procedure is the actual milling of the sample. This may be done on various type mills, depending on sample size. The laboratory is equipped with mills of three different sizes capable of milling samples of approximately 1 ounce to several hundred pounds. Milling characteristics include amount and time of temper required to condition the wheat, and the manner in which the wheat mills. The wheat must break up and reduce readily into flour or semolina. If soft and mushy, or hard and flinty, the wheat will be difficult to reduce. Such characteristics are undesirable. Associated closely with these characteristics are total flour or semolina yield, mineral content and protein content of the flour or semolina.

Third phase in evaluation is determination of physical characteristics of the flour or semolina. Tests are conducted with instruments such as the Mixograph, Farinograph, Extensigraph, Amylograph and others. Other physical attributes determined are particle size, color, physical texture, etc.

Fourth phase of the evaluation program involves production of the flour or semolina into the ultimate end product. Flour is baked into bread and is judged for absorption, mixing time, mixing tolerance, fermentation tolerance, oxidation, and appearance, loaf volume and loaf appearance, both external and internal. Semolina is made into macaroni and is judged for absorption, general makeup, drying requirements, appearance, color and cooking characteristics.

Basic Research Important

These tests evaluate and characterize varieties, but do not explain the cause or reason for differences seen. Because wheat is a very complex biological material made up of many constituents, a major portion of time is devoted to basic research. This research may be divided into five major categories with many sub-divisions under each.

The areas of research involve the chemistry of (1) proteins, (2) starches, (3) pigments, (4) fats or oils and (5) enzymes. Many of these constituents are vital in the quality of wheat, yet may be present only in small amounts—less

than 1/2 per cent. The problem of finding the cause for a quality characteristic is compounded since these constituents may not react individually, but interact to affect indirectly other components.

Modern research equipment has been installed in the laboratory for ferreting out facts about constituents of wheat. The combined research efforts of the Hard Red Spring and Durum Wheat Quality Laboratory and the Department of Cereal Technology of North Dakota State University in solving some of the problems which influence quality characteristics should enable wheat breeders to develop even better hard red spring and durum wheat varieties.

A Progress Report on Evaluation of the Physical and Biochemical Properties of Starch

by K. A. Gilles, D. G. Medcalf and Grace Sheu

Introduction

Research work has been initiated with the cooperative financial assistance of the National Association of Macaroni Manufacturers and the North Dakota Agricultural Experiment Station. The project commenced with a study of the physical and biochemical properties of starch.

Starch is the major component of most wheat products. The properties of these products made from wheat are, therefore, largely influenced by the properties of the starch itself. In spite of this, very little information is available on the differences in chemical composition and properties of starches isolated from various hard wheat varieties, particularly durum wheat varieties. In fact, little actual data is found in the literature about starch from durum wheat. However, recent work by Winston and Ott et al. has indicated that the ratio of the amylose (linear) to the amylopectin (branched) components of starch may have an important effect on the cooking quality of macaroni products.

Objectives

The project has the following objectives:

1. To investigate the properties of starches isolated from the hard wheats, durum and Vulgare.
2. To determine whether differences exist among the various wheat starches.

Recommend appropriate techniques that improve

macaroni processing and quality, if differences in starches appear to be related to quality.

Technical Discussion

In a preliminary study, starch has been isolated from durum and bread wheats. Amyloses, the linear component, were prepared from these starches by the fractionation procedure of Montgomery and Senti.

Equipment was obtained, assembled, and tested for the analysis of starch and its linear component, amylose, which exhibits the peculiar property of binding iodine as well as certain fats. The amperometric method of Larson, Gilles, and Jenness has been found useful for the determination of the iodine binding of amylose and starch.

Tentative Conclusions

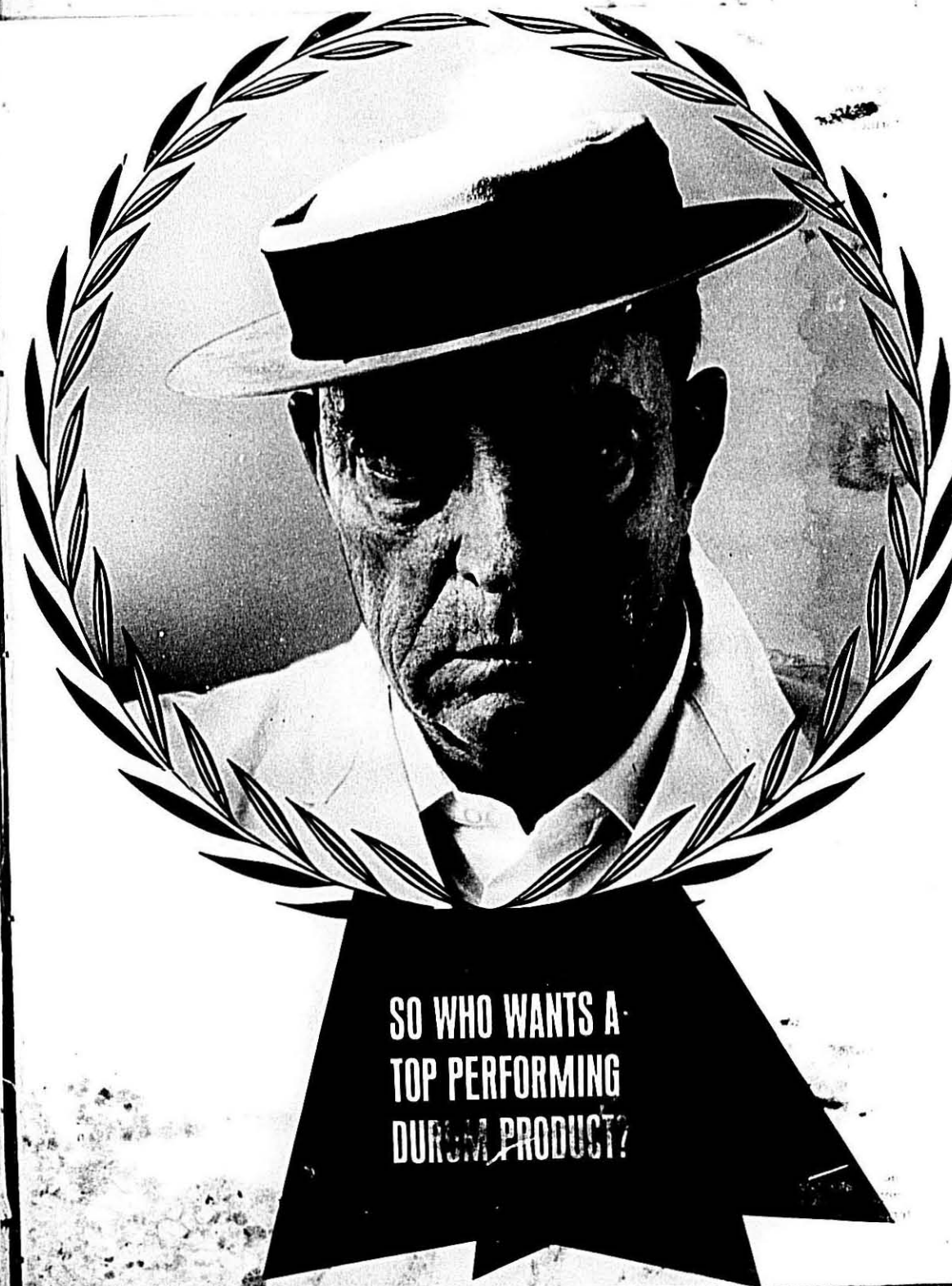
The preliminary results indicate that durum wheat starches have relatively high amylose contents. The hard wheat starches vary from about the same to lower amounts of amylose. Further work is underway to verify these preliminary findings.

Future Action

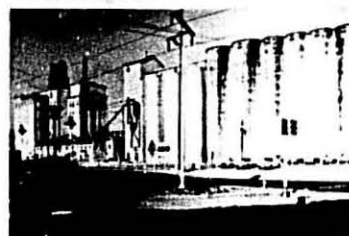
Miss Grace Sheu, a graduate student, has begun work for the degree of Master of Science. Miss Sheu will isolate and fractionate the components of starch from various types of wheats. The amylose and amylopectin contents as well as other properties of these starches, such as intrinsic viscosity, rate of iodine absorption, and gelatinization (cooking) properties, will be identified.

United States Durum Show will be held at
Langdon, North Dakota, on October 20-21-22

THE MACARONI JOURNAL



SO WHO WANTS A
TOP PERFORMING
DURUM PRODUCT?



We've already worked 60 years to fill your next durum order!

ADM has been supplying superior agricultural products and services for 60 years . . . brought all its know-how to play in modernizing and converting its Nokomis (Minneapolis) Mill to durum exclusively. Located just a "night's run" from the Northwest's durum-rich Golden Triangle, Nokomis is one of America's most modern and completely equipped durum mills. It's another reason we say: Where top performance counts, you can count on ADM durum.



ARCHER DANIELS MIDLAND COMPANY
DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY

THE INTERNATIONAL DURUM PICTURE

R. E. Moore, executive secretary of the International Wheat Council in London, has sent us a paper on the short-term outlook for durum wheat presented at the 39th Session of the International Wheat Council in June. This supplements the "World Survey of Production and Trade of Durum Wheat," as published in the May and June issue of the Macaroni Journal. Highlights of the report follow:

World durum production is estimated to have declined from the record level of about 18,000,000 tons reached in 1962-63. Nevertheless, due to the relatively large crops in the main exporting countries, world production remained at a high level, well above the average of recent years.

In North America

In North America, the combined production of Canada and the United States was about 900,000 tons (25%) lower than the record 1962 harvest, but in both countries the durum crops were larger in size than in any year before 1962. Acreage was down in Canada by 37%, but yields increased substantially

to a new peak; while in the United States both acreage and yields were somewhat lower than 1962.

Production in North Africa was again at a high level with record crops in Tunisia and Algeria offsetting the slight decline in Morocco.

In the Near East, on the other hand, due to floods, production declined sharply in Iraq and to a lesser extent in Syria, but in Turkey output was estimated to have increased substantially.

Western Europe

Unfavorable weather reduced the size and quality of crops of most Western European durum producers. However, durum production in Italy, the largest producer in the region, rose by 200,000 tons to 1,800,000 tons in contrast to the major decline in the soft wheat crop. In France, durum output, which has steadily advanced in recent years under government encouragement to about 80,000 tons, suffered a setback and a substantial proportion of the crop was unsuitable for milling.

There was a substantial expansion of acreage in Argentina, with a minimum

price for producers of durum for the first time significantly above that of bread wheat. Although no official figures are available for durum production there, it is estimated to be exceptionally large.

In the U.S.S.R., it seems probable that durum production, like that of other spring wheats, fell substantially in 1963. During the past two decades, and more particularly since 1953 when the area seeded to spring wheat expanded rapidly, the proportion of durum in total spring wheat acreage declined steadily; it is estimated that durum constituted about 15% of total spring wheat acreage in 1940, 8% in 1958, and 4% in 1960.

World Trade

World trade in durum during 1963-64 is likely to be in the region of two million tons, or nearly twice the usual level. This large increase above normal is almost entirely due to the purchase of 800,000 tons by the U.S.S.R. and Canada. There are indications of some increase in imports into Switzerland, but

(Continued on page 30)

	Durum Wheat: Area, Yield and Production in Selected Countries*								
	Area			Yield			Production		
	Thousand hectares			Quintals per hectare			Thousand metric tons		
	61-62	62-63	63-64	61-62	62-63	63-64	61-62	62-63	63-64
France	48	48	(50)	14.0	17.7	(12.4)	67	85	62
Greece	(300)	(300)	(250)	(15.0)	(15.0)	(13.0)	(450)	(450)	(325)
Italy	1379	1389	1400	12.2	12.0	13.2	1685	1669	1850
Portugal	152	148	(150)	8.0	9.3	(8.3)	121	138	(125)
Spain	10	10	5	10.4	11.0	13.0	20	11	7
Canada	749	1387	878	5.3	12.9	16.5	395	1794	1453
United States	654	951	763	8.8	19.0	17.3	577	1898	1354
Argentina	(450)	(400)	(450)	(11.1)	(12.5)	(15.6)	(500)	(500)	(700)
Iraq	(675)	(875)	(850)	(6.4)	(6.8)	(2.7)	(425)	(500)	(225)
Syria	1315	1411	1400	5.7	10.2	...	756	1441	875
Turkey	(2600)	(2600)	(2600)	(9.6)	(11.5)	(15.4)	(2500)	(3000)	4000
Algeria	1220	1486	1700	5.7	7.9	8.1	680	1175	1370
Morocco	1119	1079	1257	3.6	8.6	7.1	446	932	890
Tunisia	836	(1160)	977	2.4	3.0	4.1	201	350	480
Total 14 Countries	(11510)	(13250)	(12750)	(7.7)	(10.5)	(10.7)	(8823)	(13943)	(13716)
World Total**	(13000)	(18400)	(17000)

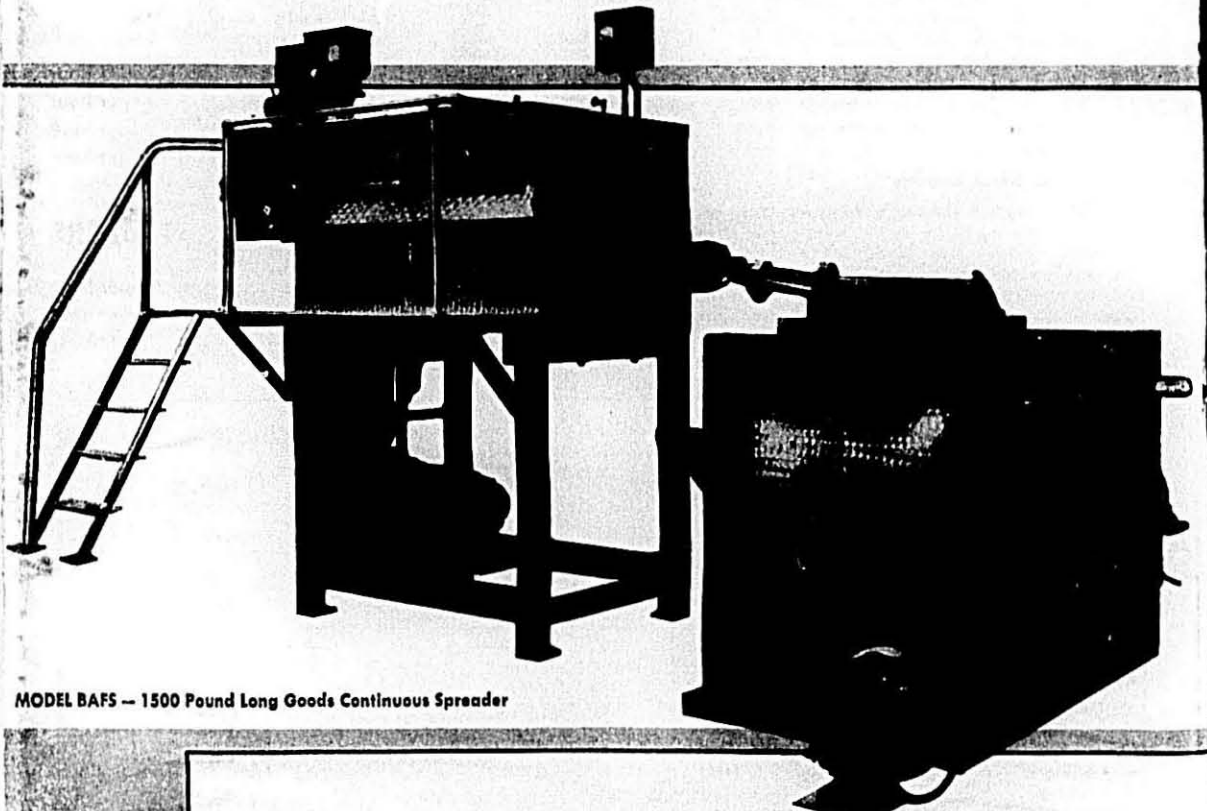
* Where possible, figures are based on published statistics and where estimates have been made they are shown in brackets ().

** Including approximate figures for U.S.S.R. and other countries not shown separately.

ANOTHER FIRST!

NEW SANITARY CONTINUOUS EXTRUDERS

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



MODEL BAF5 — 1500 Pound Long Goods Continuous Spreader

***NEW
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*NEW**

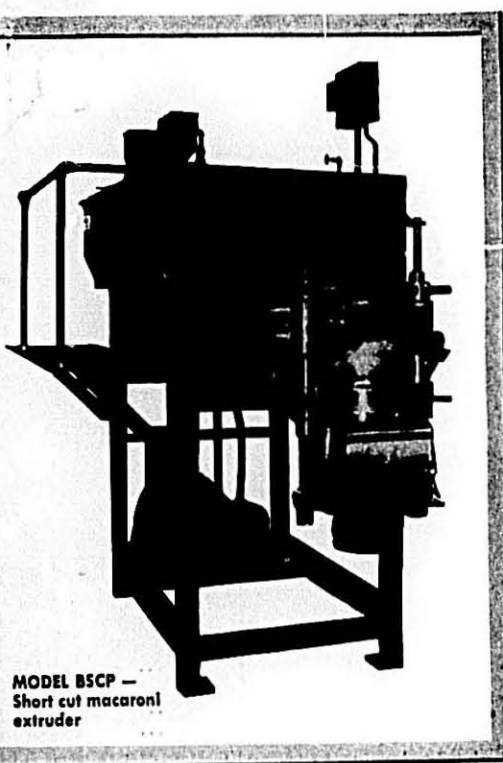
POSITIVE SCREW FORCE FEEDER improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

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

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

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

*patent pending
**patented



MODEL BSCP — Short cut macaroni extruder

by *Ambrette*

SHORT CUT MACARONI EXTRUDERS

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

LONG MACARONI SPREADER EXTRUDERS

- Model BAFS 1500 pounds capacity per hour
- Model DAFS 1000 pounds capacity per hour
- Model SAFS 600 pounds capacity per hour

COMBINATION EXTRUDERS

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

QUALITY..... A controlled dough as soft as desired to enhance texture and appearance.

PRODUCTION ... Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.

CONTROLS So fine—so positive that presses run indefinitely without adjustments.

SANITARY..... Easy to clean tubular steel frames give you the first truly sanitary extruder.

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

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 SINCE 1909

International Durum—

(Continued from page 27)

Imports into Italy and F. R. Germany may decline. Amongst the exporters, United States exports are expected to reach a record 800,000 tons, of which 560,000 tons will be shipped to the U.S.S.R. Canadian exports are forecast at around 700,000 tons, including 250,000 tons to the U.S.S.R. Argentine exports may reach, or even exceed, the high level of shipments of over 300,000 tons made the previous year. As in previous years, the surplus of Tunisia was exported mainly to France.

Macaroni Consumption

There has been little change in the overall consumption pattern of macaroni products in Western Europe and North America, but as a result of an abundant world supply situation after a period of acute shortage, more durum wheat was used in their manufacture. Total consumption varies widely from country to country, but since World War II total pasta consumption has shown a steady increase due mainly to population growth. With rising per-

sonal incomes, the influence of increased foreign travel, and the attraction of easily prepared food, there has been a tendency for this increase to continue. This has been reflected in a growing demand for durum wheat.

Amongst the major consumers, the production of durum used generally varies from 50 to 55% in Italy, 90% in the United States, and nearly 100% in France, F. R. Germany and Switzerland. In these countries there has been little change in recent years, but it is probable that with higher living standards there is a greater demand for better quality macaroni products, and as a result the proportion of durum may increase, provided the price relationship of durum to other wheat is favorable. In Morocco, however, where consumption of macaroni has steadily expanded, the proportion of durum has declined from 98% in 1957 to 42% in 1962 when supplies were limited.

Export Price Unstable

In the 1960's as in the previous decade, export prices of durum wheat, in contrast to those of other wheats, have shown considerable instability. The

sharp price variations have reflected the large fluctuations in export supplies with alternating surpluses and severe shortages, in a narrow international market with a relatively stable import demand. In mid-1961 when it became certain that durum supplies in North America and North Africa, two of the major producing and exporting areas, would decline substantially and be inadequate to provide the usual export surpluses, there was a dramatic rise in export prices. Canadian durum prices at Fort William-Port Arthur, the only regular series of export prices available, rose from less than \$2 a bushel in June 1961 to \$3.35 by October 1961, but at this stage there were only negligible quantities available for export.

Large Harvests Ease Prices

After large harvests in the major producing areas in 1962, prices began to ease. Canadian durum prices, for instance, were as much as a third below the peak of a year earlier. Likewise export prices of U. S. durum also fell sharply, and in April 1963 export subsidies were re-introduced on a bid

(Continued on page 35)

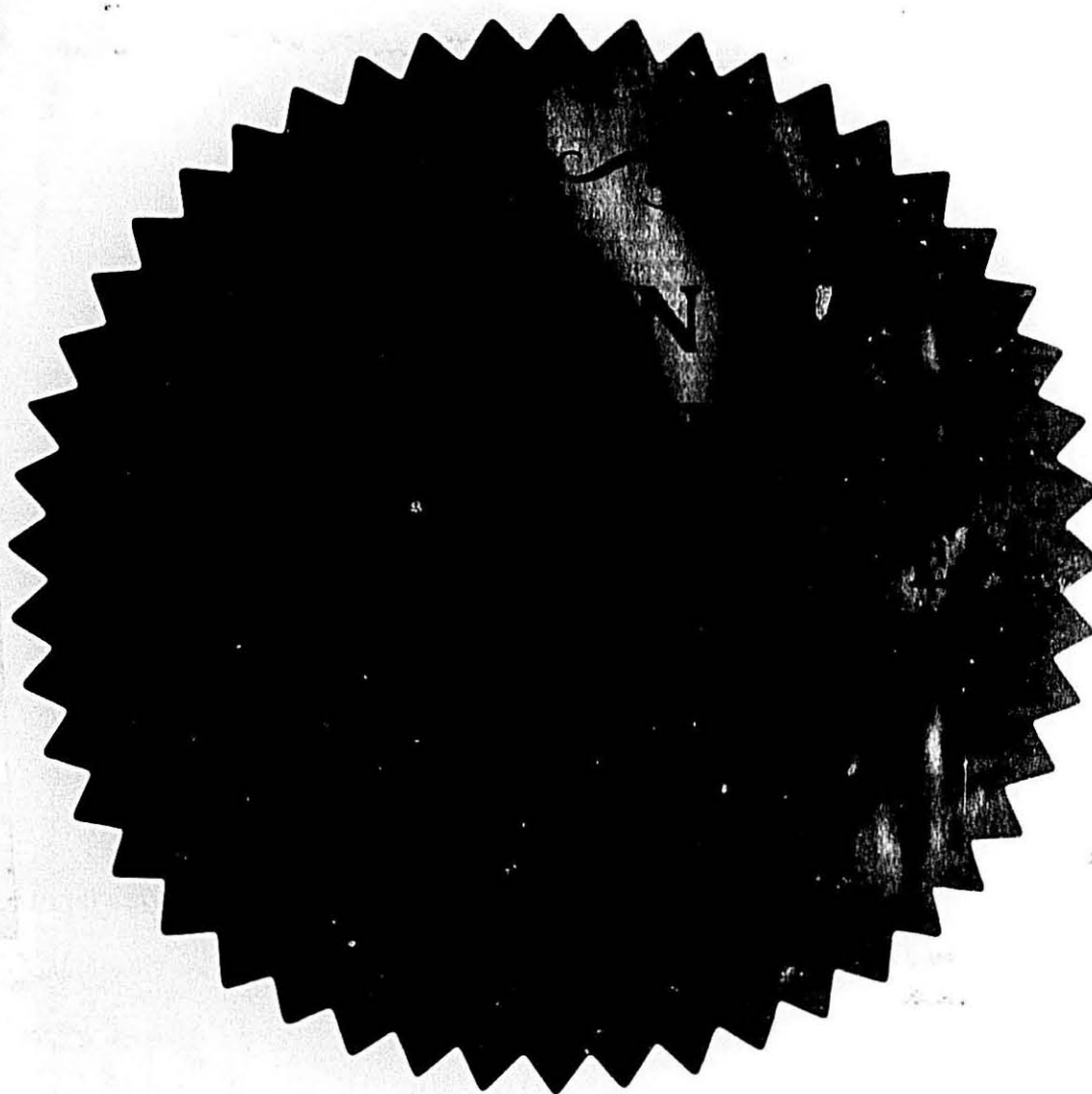
Export Prices of Durum Wheat
Monthly Prices—1961-63 and 1963-64—in U.S. \$ per metric ton

Month and Year	Argentina (a)	Canada (b)	Morocco	Syria	United States (c)
1960 January	...	68.63 (63.93)	100.26	—	...
1961 January	...	67.48 (62.29)	94.10	—	...
1962 January	...	122.55 (66.70)	—	—	...
1962 May	...	120.01 (66.41)	114.81	107.33	...
1962-63 August	...	106.25 (67.24)	—	91.62	...
September	...	96.97 (67.87)	—	96.86	...
October	...	89.46 (67.47)	74.94	83.77	...
November	...	90.22 (67.20)	74.94	68.06	...
December	...	89.49 (66.56)	74.94	83.77	...
January	...	88.96 (66.75)	74.94	68.06	...
February	...	87.18 (66.79)	74.94	70.68	87.27(d)
March	74.55	81.91 (66.75)	—	68.06	—
April	71.20	81.32 (66.81)	—	68.06	85.61(e)
May	75.65	86.68 (66.55)	—	70.68	74.04(d)
June	—	79.66 (66.63)	—	60.21	—
July	68.37	79.11 (66.25)	—	62.83	81.98(e)
1963-64 August	69.28	76.98 (65.41)	—	62.83	66.41(f)
September	70.52	70.78 (65.71)	—	60.21	67.42(f)
October	76.92	73.63 (68.44)	—	—	69.55(f)
November	76.32	75.45 (69.53)	—	—	68.21(f)
December	71.02	75.50 (69.52)	—	—	72.02(g)
January	72.34	75.85 (69.98)	—	—	76.06(e)
February	78.05	74.64 (70.77)	—	—	73.31(e)
March	72.25	74.31 (70.77)	—	—	69.07(e)
April	71.65	73.49 (70.37)	—	—	67.61(e)

Source: FAO Questionnaire and Report to International Wheat Council.

(a) Faranog average maximum prices.
(b) W. Amber Durum in-store Ft. William-Port Arthur; figures in brackets are comparable in-store prices of No. 1 Manitoba.
(c) No. 2 Hard Amber Durum.

(d) At West Coast ports.
(e) At Gulf ports.
(f) At Lake ports.
(g) At East Coast ports.

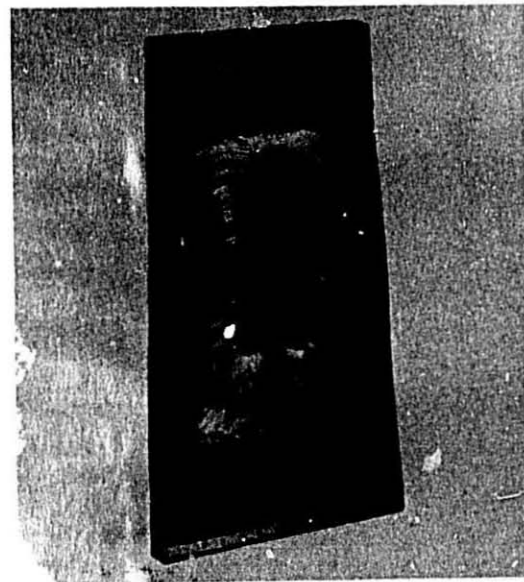


How Many Can Help You?



A distinguished panel of judges composed of top figures in packaging design, package printing and merchandising effectiveness chose these seven items for awards in the 1964 International Folding Carton Competition. The contest, considered to be the most important in the folding carton industry, is sponsored by the Folding Paper Box Association and attracts thousands of entries from all over the world.

GOLD AWARD Superiority in Marketing



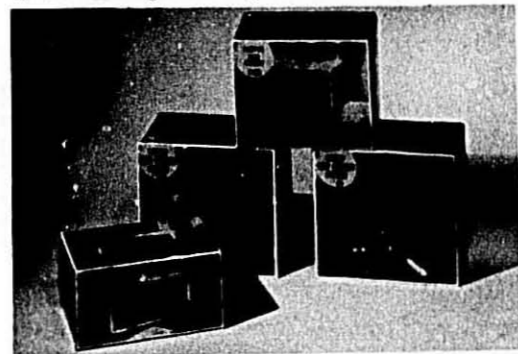
CEDAR DUST MOP CARTON

PROBLEM: How do you package a bulky item such as a dust mop (complete with handle) in a folding carton and still have a package that is appealing, easy to display and simple to handle?

ANSWER: Design a frame-type folding carton that allows visibility of the mop with two side "compartments" and use two sections of the three-part handle. Pastel colors appeal to the feminine market and the entire package is covered with shrink film to enhance the cleanliness.

(Produced by United States Printing and Lithograph for Cedar Dust Div.)

SILVER AWARD Superiority in Printing



AKRO-MILS CABINET CARTONS

PROBLEM: How can you expand into quality retail outlets when you are marketing a basically utilitarian item such as a table top cabinet in a corrugated container?

ANSWER: Change to a heavy duty folding carton with graphics that demonstrate the various uses to which the cabinets can be put. Full color lithography with special attention to reproduction of details help the cabinets sell themselves.

(Produced by United States Printing and Lithograph for Akro-Mils Inc.)

SILVER AWARD Superiority in Printing



DIXIE DARLING CAKE MIX CARTONS

PROBLEM: How do you produce folding cartons for a private brand cake mix so that the cartons compete favorably for customer attention with nationally advertised products?

ANSWER: Develop a clean, modern design that signifies quality. Use four process gloss color and maintain the lithography is top quality so that the design or surpasses that of the competition.

(Produced by United States Printing and Lithograph for Dixie Darling.)

MERIT AWARDS Excellence in Marketing



AUTOMATED SPEED LEARNING CARTONS

PROBLEM: How do you produce packaging for a learning kit that has broad appeal but consists of physically nothing more than about 50 sheets of standard size paper?

ANSWER: Develop graphics that signal the self-teaching theme and then carry out the theme in full color lithography that communicates quality and depicts the self-teaching situation in highly positive terms.

(Produced by United States Printing and Lithograph for Universal Electronics Laboratories, Inc.)



SARA LEE CAKE LIDS

PROBLEM: How do you effectively reproduce frozen bakery goods lids so that you have immediate recognition of the quality image you work so hard to maintain?

ANSWER: After you have prepared precision photography, be certain your printer takes as much care in the reproduction of your full color lids as you take in the preparation of the actual product.

(Produced by United States Printing and Lithograph for Kitchens of Sara Lee)



PILLSBURY FAMILY TEST SUPPER CARTONS

PROBLEM: How do you introduce a product line new to your company so that the difference is clear but the firm name is still an important part of the graphics?

ANSWER: Be bold in your choice of background color and go with a charcoal grey that creates a three-dimensional effect that enhances the firm name and new theme for multiple point-of-sale effectiveness.

(Produced by United States Printing and Lithograph for The Pillsbury Company)



RPM MOTOR OIL CARRIER

PROBLEM: How do you increase sales of a specialty item such as oil for motor boats?

ANSWER: Develop a three-pack carrier of simple yet solid construction. It should have clear product identification and invite the customer to purchase enough of a supply for future use.

(Produced by United States Printing and Lithograph for Standard Oil of California)



The big three advantages of multi-color folding cartons are given extra power in these prize winners produced by United States Printing and Lithograph, Division of Diamond National Corporation. But even more important is the fact that these packages are typical of the creative design work of the SPL customer.



UNITED STATES PRINTING AND LITHOGRAPH
DIVISION OF DIAMOND NATIONAL CORPORATION
EXECUTIVE OFFICE: NEW YORK 17, NEW YORK

WRITE OR CALL THE USPL SALES OFFICE NEAREST YOU

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4 Park Square Bldg.HA 6-5887	LOUISVILLE-946 Commonwealth Bldg. ...JU 3-3616	PORTLAND, ORE.-1715 S.E. 29 Ave.BE 2-0797
111 LAG 65 F 10th WaterDE 2-6123	MILWAUKEE-6729 W. Capitol Drive462-1670	SAN FRANCISCO-735 Market St.DO 2-4848
CINCINNATI-Be. and RobertsonJE 1-2160	MINNEAPOLIS-710 Rand TowerFE 2-6373	SANTURCE-Puerto Rico724-0584
CLEVELAND-702 Leader Bldg.MA 1-7931	NEW YORK-733 Third Ave.OX 7-1717	SEATTLE-1762 Sixth Ave.MA 3-2905
DALLAS-1334 Fidelity Life Bldg.RI 8-3552	OMAHA-3929 Harney St.341-4446	ST. LOUIS-739 Paul Brown Bldg.MA 1-2621
		TULSA-Petroleum Club Bldg.LU 4-3012

PRODUCERS OF FOLDING CARTONS ■ LABELS ■ WRAPS ■ DISPLAYS
POSTERS ■ BOOKLETS AND OTHER ADVERTISING MATERIALS

International Durum—

(Continued from page 30)

basis. Argentine, Syrian and Moroccan durum followed a similar trend, with declines by the end of the season.

Because the demand for durum is almost exclusively for the manufacture of pasta products, prices have nearly always been at a premium over other wheats and have moved independently of the prices of other wheats. Usually the premium for durum over high grade hard wheats is about 10%. In 1961-62 due to the acute shortage the premiums for durum in the European markets were 60 to 80%, but in 1962-63 reflecting the abundant supply situation the premium for durum declined to 20% or less. Following a further decline in durum prices in 1963-64 the margin between durum and high grade wheats is the smallest for many years.

Stocks at Record High

Stocks at the end of 1963-64 in North America are likely to be at a record high level. U. S. stocks, despite record exports of 800,000 tons, are expected to decline only slightly from 1,200,000 to 1,100,000 tons, but total Canadian stocks (commercial and at farm) may show a rise of around 500,000 tons to 1,750,000 tons.

1964 Prospects Good

Prospects for 1964 are favorable in all major producing areas. In the U. S. the crop is expected to be about the same as last year's, but in Canada a substantial decline is anticipated due to reduced acreage and yields. The crops in North Africa and the Near East have had favorable weather during the growing season and adequate moisture. The harvest in Algeria may show some reduction from last year's record level, and the first official estimate of production in Tunisia is 380,000 tons (a decline of about 100,000 tons), and in Morocco 947,000 tons (an increase of about 60,000 tons). In the Near East production is expected to recover in Syria and Iraq but decline by about 500,000 tons to 3,500,000 tons in Turkey. In Western Europe, acreage in Italy is estimated to be larger and the crop may be of record or near-record size.

Substantial Surplus

With the prospects of higher carry-overs and good sized crops in most areas, combined supplies will be ample and far in excess of requirements for domestic use, exports and normal stocks. Thus, after a period of acute shortage and very high prices in 1961-62, the market situation has changed to one of substantial surplus. Prices in international markets are likely to

relatively low. The premium over comparable hard wheat prices may disappear with the large surplus, and prices for durum may even fall to a discount below high grade hard wheats.

Commission Chairman Elected

Sydney Hoveskeland of New Rockford, North Dakota, has been elected to head the North Dakota Wheat Commission for the coming year, replacing J. O. Sampson, Lawton.

Also elected at the annual reorganization meeting held in Fargo were Tom Ridley, Langdon, as vice-chairman and four representatives to the Great Plains Wheat Board of Directors. They are Sydney Hoveskeland; J. O. Sampson; Otis Tossett, Lansford; and Robert Huffman, Regent.

Colored Cartons

Cartons for the Celentano line of frozen Italian specialty foods have been redesigned to feature four color product illustrations.

The cartons now bear strong family identity to take advantage of the franchise established by Celentano Bros. in their trading area. The cartons were designed and produced by Rossotti Lithograph Corp. of North Bergen. Rossotti's Marketing Department had recommended strengthening the product appeal via the four color illustrations and the solidifying of the brand identity by stabilization and emphasis of the logo-type style. The redesigned line thus takes advantage of increased consumer



A cluster-pack of three 16-ounce glass jars of Prince Meatless Spaghetti Sauce is now being introduced in 28 states by the Prince Macaroni Mfg. Co. of Lowell, Massachusetts. Included in the carton is a colorful folder containing 24 recipes using the multi-purpose Prince sauces. With single jars selling at 39 cents each the tri-pack at a suggested retail price of \$1 represents a saving of 17 cents to the consumer.

Interest in Frozen Italian Specialties

Rossotti Lithograph Corp. was responsible for the surface design of the cartons as well as their construction.

Some of the cartons consist of over-wrap and shell; some are edge lock. Still others are hot melt adhesive sealed. These cartons run on Rossotti's new Econ-o-mate hot melt equipment which is free of glue pots since the seal is applied in the supplier's plant. It represents a new development in the hot melt field, and is particularly attractive to smaller marketers or for market testing. The equipment has great economy and adaptability.



Skinner Acquires Gold Medal Line

Skinner Macaroni Company has purchased the Gold Medal Macaroni Division of The Kellogg Company. The transaction was completed and Skinner took over distribution of Gold Medal products September 1.

President Lloyd E. Skinner said his firm will market macaroni products under both the Gold Medal label and its own Skinner label.

The Gold Medal line will be handled through Skinner's existing sales organization. Mr. Skinner said the last of three meetings with Skinner brokers and sales representatives to effect a smooth transfer of sales responsibilities was completed in Corpus Christi, Texas, during the Texas Retail Grocers Association Convention. Meetings also were held at Memphis, Tennessee, and Charlotte, North Carolina.

"The acquisition of Gold Medal will increase our volume of sales by more than a million dollars," Mr. Skinner said.

Kellogg's Gold Medal macaroni products have been manufactured at Lockport, Illinois, and marketed principally in the southeastern and southwestern United States.

The purchase included the Lockport plant. Packaging equipment there has been moved to the Skinner plant in Omaha where Gold Medal products will be manufactured. Skinner plans to dispose of the Lockport plant.

Skinner's Omaha plant, built in 1962, is regarded as one of the world's most modern macaroni plants. From unloading of railway cars containing bulk ingredients to the shipment of packaged goods, it is almost completely automated.



President Lloyd E. Skinner (right) and Executive Vice President H. Geddes Stanway of Skinner Macaroni Company inspect new packages of Gold Medal Macaroni. Skinner purchased Gold Medal from The Kellogg Company.

Macaroni Sales Up

Consumers increased their grocery spending by 1.47 billion dollars during 1963, according to the annual survey made by Food Field Reporter Magazine. This was the slimmest year to year gain in half a decade, amounting to only 2.8 per cent. The increase was 4.3 in 1962, 3.8 in 1961, and 4.1 in 1960.

Macaroni products did better. Value of total domestic consumption was \$382,180,000, up 5.5 per cent from the previous year's \$362,230,000. Spaghetti accounted for sales of \$141,500,000, a gain of 4.8 per cent. Macaroni totalled \$123,870,000, a gain of 5.7 per cent. Noodles netted \$106,810,000 for a gain of 6.3 per cent. Sixty-eight per cent of total consumption goes through grocery channels.

Appointment

John Cuti has joined the staff of Buitoni Foods Corporation as assistant to the president. Mr. Cuti was general manager of the Primo Macaroni Co. of Toronto, Canada, and vice president of administration for the Roman Products Corporation.

Lehara Appointment

Renato Balossi has joined the staff of Lehara Corporation, U. S. and Canadian representatives of Braihanti, Milano, Italy, it has been announced by president Ralph W. Hauenstein.

Mr. Balossi brings with him 17 years of experience in the macaroni industry, having served in several technical capacities and since 1958 was the Braihanti general agent in Australia, New Zealand and Southeast Asia.

Married and the father of one son, Mr. Balossi holds a university degree in mechanical engineering.

New Office Building

Groundbreaking ceremonies at the site of a new office building for San Giorgio Macaroni Co., Inc. were held on August 18 at Guilford and Spruce Streets, Lebanon, Pennsylvania.

The new building will replace the office facilities destroyed in a fire in 1960. The blaze destroyed all of the office facilities and most of the manufacturing department of the company.

After the fire, all energies were directed to restoring the manufacturing capabilities and strengthening the sales structure of the firm. The company now operates with modern and efficient equipment and maintains 175,000 square feet of new plant space.

The general offices have been housed since the fire in the old Mifflin School building. The new offices have been planned to harmonize with the firm's other buildings. They will accommodate the executive and general offices of the company, dining facilities for employees and visitors, and rooms for sales meetings.

Plans call for removal of the temporary office building, landscaping of the grounds adjacent to the new building and the paving and extension of parking facilities.



Four winners in the preliminaries of the Miss Italian-America beauty contest, staged weekly on Wednesdays by the Prince Macaroni Mfg. Co., Lowell, Mass., at Palisades Amusement Park, New Jersey. Twenty-five girls who are single between the ages of 18 through 25 years of age and who are of Italian ancestry, selected from more than 1,000 entries during summer long preliminaries, are to have been judged in the finals being held at the Palisades Amusement Park just as this issue goes to press. Left to right: Joan Laura of Great Neck, L.I.; Angela Marie DeVita of Middletown, N.J.; Maria Rosalen of Union City, N.J., and Michele Fedc of Newark, N.J.



Renato Balossi

Here is the
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General Mills Sees Growth

Growth of General Mills will come through concentration in areas of maximum potential—consumer foods and specialty chemicals—stockholders were told at the firm's annual meeting.

General E. W. Rawlings, president, said "we are implementing our policy of concentration in these areas of great potential in three ways. First, by improving the quality and performance of established products. Second, by introducing new products to meet existing and developing needs. Third, by acquiring businesses in fields of high potential."

Research

The key to improvement of established products and development of new, is research, Mr. Rawlings said. Examples of this is the new Gold Medal Wondra brand of instantized flour and the new formula for the company's line of Betty Crocker layer cake mixes. Among new products, he listed cereals, snack foods and chemicals. Acquisition of Morton Foods, Dallas, has taken GM into the snack food business. And information of Heudebert, S. A., in cooperation with Biscuiterie Alsacienne, a French firm, represents the firm's first entry in the food business in Europe.

With regard to the business climate, General Rawlings said "the gravest threats now to either our company or our economy are those which arise from the inclination of Government to limit the freedom of the market. These threats must be resisted." He said "certain rumblings in Government and elsewhere now imply that foods are overpriced. Yet the facts show that costs, in proportion to average American incomes, have gone down through the years to the lowest point in our history and are the lowest in the civilized world today."

Stockholders were also told that General Mills will change semi-annual to quarterly reporting of financial results.

C. H. Bell, board chairman pointed out that because of the nature of the flour business, quarterly reports by a milling company may be misleading. However, he said, "consumer foods and specialty chemicals now account for a large part of General Mills' sales and quarterly reporting is therefore practical."

Indictment

Mr. Bell stated that the only negative development worthy of concern is the indictment of General Mills, along with 11 other milling firms, for allegedly conspiring to fix prices of bakery flour east of the Rocky Mountains.

He termed the indictment "a very, very distressing development." Every

effort, he emphasized, has been made to operate at the highest levels of legality.

"It is ironic that the indictment should come to an activity in which an exceptional number of barriers to the realization of a reasonable profit exist," he said. He cited U. S. Department of Agriculture figures which showed that in 1961 the mill value of flour in a pound loaf of bread retailing for 20.9 cents was only 3.7 cents. Of this, 2.7 cents represented the cost of wheat, the raw material. From the remaining one cent came all the miller's other costs as well as his profit."

Soup Standards Set

The United States Department of Agriculture has decided to try to end a four-year fight over labels on dried "chicken" soup mixes by requiring processors either to boost their meat content to two per cent or to qualify their name by some term such as "chicken-flavored." The new rule is scheduled to take effect Jan. 1, 1965.

The rule appears similar to USDA label rules for red meat soups, which sanction a qualified meat name for soups with less meat than the standard.

USDA said that after Jan. 1, soups (and other poultry products) which fall to meet the two per cent meat content standard may not use the name "chicken" or "turkey" on their labels unless they qualify it. Otherwise, said USDA, the label will be considered false, deceptive or misleading.

Poultry Food Products

USDA advanced proposals for minimum meat content standards for a long list of "poultry food products," including dry soup mixes, last October. The proposals explicitly provided for a qualified "kind of poultry" name for unlisted products, but did not mention this possibility for soup. The original October proposal merely forbade use of the unqualified name "chicken" or "turkey" on soups which fell short of the meat content standard computed on a ready-to-serve basis.

Then, in March USDA conducted three days of hearings on dry soup labels. According to testimony presented then, USDA's new rule will compel changes—in either name or recipe—in many of the dried chicken soup mixes now on the market. The new regulation establishes minimum meat content standards for many products in addition to dry soups: other soups (liquid or frozen), canned, boned and shredded poultry, frozen poultry dinners, poultry pies, poultry burgers, poultry patties, and such poultry dishes and specialty items as poultry a la king,

ravioli, cacciatore, chop suey, chow mein, tamales, noodles and dumplings, stew, fricassee, creamed poultry, sliced poultry with gravy, minced barbecue and other similar poultry products.

For many of the above items, such as liquid soups and poultry pies, USDA already controls minimum meat content through its label approval procedure. The new regulation merely makes explicit the standard implied in existing practice.

Other Regulations

In addition to setting specific meat content requirements, the new regulations:

1. Provide that all firms use the same basis for calculating the minimum poultry meat content of their products.

2. Limit the amount of gelatin, liquid and binding agents permitted in certain types of rolls and other products, unless amounts in excess of these minimums are stated on the labels.

3. Require that products containing light and dark meat in other than natural proportions have a qualifying statement close to the name of the product to indicate this alteration, unless the lightness or darkness of the meat of the species involved is not distinguishable or the product contains less than 10% poultry meat.

Inspection

The USDA and the Food and Drug Administration will split inspection jurisdiction over producers of poultry products but the Agricultural Marketing Service's Poultry Division will retain labeling controls for all poultry products.

Agreement was reached by FDA and USDA on the new procedures before publication of new regulations in the Federal Register July 7. FDA agreed to accept jurisdiction for poultry products with less than two per cent poultry. They also will be responsible for adulteration violations and inspection of these products, which so far will include only soups.

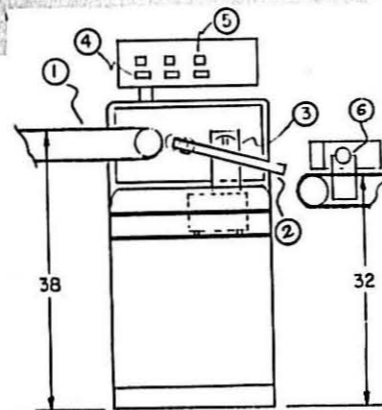
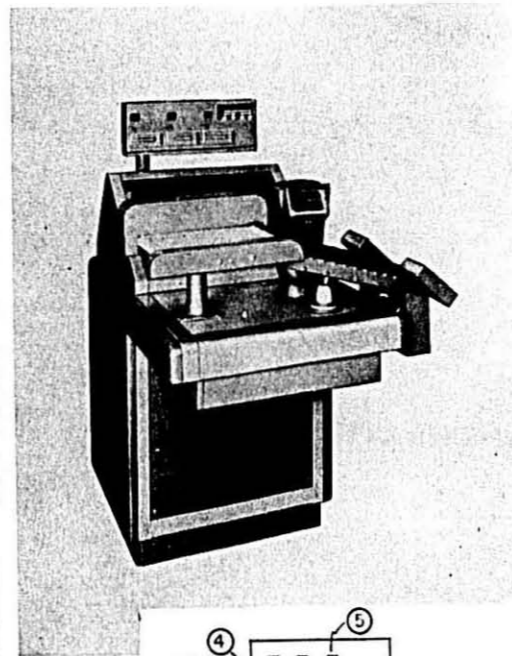
Campbell Premium

Campbell Soup Co., Camden, New Jersey, will offer a stadium blanket for \$3.25 with two labels from any of its six Franco-American spaghetti and macaroni products.

The October promotion will be supported with more than 100 network television commercials.

The products featured in the promotion include spaghetti with tomato sauce, spaghetti with meatballs, Italian style spaghetti, spaghetti and ground beef, macaroni with cheese sauce, and elbow macaroni with ground beef.

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Trouble in the Hen House

The egg industry is going through a revolution that is about to hit its peak. The backyard chickens are going out. Growing numbers of efficient, automated egg factories are coming in. Some units will produce more than a million eggs each day, most tied directly to marketing outlets by contract or direct ownership. The results include lower unit costs, better eggs, and trouble for the small producer.

U. S. Department of Agriculture warns of overproduction. Prices have been down, and will probably drop further during the next five years as more big units open. So far, small producers have cushioned the price drop by switching from eggs to other crops. Now they are about gone.

Further steep price declines will hurt egg producers with big investments, say USDA men. That may bring screams from producers and financial backers; big units cost \$5 or more per hen in investment or a half million dollars for 100,000 hen outfit. Others are less worried. They see fewer swings in prices, quality, and more efficient marketing.

All agree that egg consumption declines as fewer people eat big breakfasts. Americans will eat less than 316 eggs each in 1964, compared with 376 only ten years ago.

Market Movement

More layers produced more eggs than a year ago. July production was 5,350 million eggs in 1964, compared with 5,258 million a year ago, and a five year average of 5,055 million. The flock was up from 284,892,000 to 287,403,000 birds. Eggs per hundred layers increased from 1,846 to 1,862.

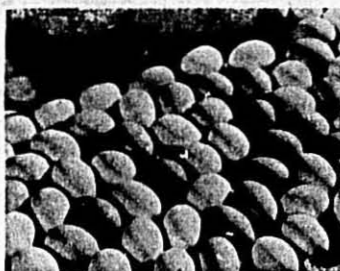
This helped keep the government in the market purchasing whole egg solids for price support operations at \$1.05 per pound, track. As of mid-August 13,232,700 pounds had been purchased.

In the Chicago market current receipts of shell eggs during August rose about a nickel to range 29 to 32.5 cents. Frozen whole eggs and whites continued steady to a shade higher ranging from 24.5 to 25.5 cents for whole eggs

(Continued in column 2)

The Warehouse Report for Eggs in Cold Storage released by the USDA for August 1 was as follows:

	August 1, 1964	August 1, 1963	5 Yr. Avg.
Shell Egg Cases	185,000	236,000	657,000
Frozen Egg Whites Lbs.	24,158,000	22,529,000	39,286,000
Frozen Egg Yolks Lbs.	29,585,000	29,062,000	35,461,000
Frozen Whole Eggs Lbs.	58,055,000	53,587,000	58,123,000
Frozen Unclassified	2,010,000	2,496,000	5,746,000
Total Frozen Eggs	113,808,000	107,574,000	138,616,000



and 13.5 to 14.5 cents for whites. Frozen yolks quoted in New York and Philadelphia of 4 to 5 color were in a range of 51 to 54 per pound. No. 5 color commanded 10 to 12 cents more but were too few to report at month's close. Color below 4 was discounted one to five cents. Dried whole eggs strengthened two cents to range \$1.05 to \$1.12, while dried yolk solids went up three cents to stand at \$1.06 to \$1.12.

Egg solids production for the first six months of 1964 was well ahead of a year ago. Whites posted a gain of 54.2 per cent; yolks 36.3; whole eggs 23.5; total gain 23.2 per cent.

July Liquid Egg Production

Production of liquid egg and liquid egg products (ingredients added) during July was 67,339,000 pounds, 12 per cent larger than the July 1963 production, according to the Crop Reporting Board.

Liquid egg used for immediate consumption totaled 5,582,000 pounds, up 14 per cent from July last year. Quantities of liquid egg used for drying during July 1964 totaled 24,302,000 pounds, 15 per cent more than the 21,134,000 pounds dried in July 1963. Liquid egg frozen was 37,455,000 pounds, 9 per cent more than in July 1963. Storage holdings of frozen eggs at the end of July were 113,808,000 pounds, 6 per cent larger than a year earlier. Holdings increased 8 million pounds during July. The increase in holdings during July last year was 5 million pounds.

Egg solids production during July totaled 6,103,000 pounds compared with 5,751,000 pounds in July last year. This was an increase of 6 per cent. Production of whole egg solids was 3,157,000 pounds, compared with 2,492,000 pounds in July last year. Albumen solids totaled 937,000 pounds, 17 per cent above the 802,000 pounds last July. Output of

yolk solids was 907,000 pounds, 36 per cent less than the 1,416,000 pounds produced in July 1963. Production of other solids was 1,102,000 pounds, 6 per cent above the July 1963 output of 1,041,000 pounds.

Sales Training Articles

We are pleased to announce a new and provocative series of Sales Training Articles by George N. Kahn, designed to motivate and inspire salesmen to do a better job in this highly critical area of our economy—namely, salesmanship.

George N. Kahn is the president of the George N. Kahn Company, headquartered in the Empire State Building in New York.

This firm of marketing consultants specializes in scientific market development and operates its own nationwide Auxiliary Sales Force.

A veteran with more than 25 years of experience in marketing and selling, Mr. Kahn is also an author and lecturer. He has contributed articles to such publications as "Harvard Business Review," "Industrial Marketing," "Fortune" and "The New York Times," emphasizing the need for new insights into market development. He has served as a guest lecturer at Columbia University.

Mr. Kahn recently authored the successful series of articles in "Sales Management"—"The 10 Biggest Mistakes Salesmen Make"—which was acclaimed for its excellence by sales and market executives all over the world. The "10 Mistakes" series is now available for group sales training in the form of recordings, filmstrips, meeting guides, and lesson literature.

His new sales training series entitled "Smooth Selling," will appear consecutively in the Macaroni Journal, and each article will handle one phase of selling with a quiz at the end of each article to assist the salesmen to do a self-evaluating job each month. This series will not only assist the salesmen, but will guide management in our industry towards a better understanding of the salesmen and the sales training process. The first article of the series, "The Salesman Is a V.I.P." appears on page 44.

Outmoded Sales Pitches

Despite the manufacturer's growing sophistication in plant technology, automation and marketing, his sales representative is still making calls in much the same manner he did 20 years ago, Donald R. Keough, vice-president of marketing, Duncan Foods Company,

(Continued on page 42)

THE MACARONI JOURNAL

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Outmoded Sales Pitches—

(Continued from page 40)

Houston, said at the Super Market Institute convention, held in Chicago recently.

Mr. Keough was highly critical of sales practices in a talk entitled: "I Was a Buyer for Super Market Institute." The speech described a week spent by Mr. Keough as a buying trainee at a large chain.

As a result of his "retailing experience," Mr. Keough concluded that "perhaps many of us do not spend enough time working on the fundamentals of our business," including proper product presentations to retailers.

Poor Selling

In his week as a retailer, Mr. Keough said he witnessed more than 50 sales presentations. He cited a few instances of poor selling, such as:

- A buyer who was told by a store supervisor six price changes had been put into effect by competition on a major line he carried. When the buyer called the manufacturer's representative he said he had forgotten to notify him about the changes.

- A salesman who presented an ad deal and wasn't sure of the size of the mat which had to be used to qualify for the ad allowance.

- A salesman who came to write up an order for special picnic items and had no idea how much the buyer had purchased from him on the same item the year before.

Mr. Keough saw 14 new items presented during his brief retail career, and only six salesmen had filled out a new item form as requested by the chain.

Uninformed Agencies

He attacked dependence on ad agencies and art directors who are not unusual but an "element they have learned to live with for far too many years."

"Too many of the brochures were prepared by marketing people who really don't know what retailing is all about," he added.

The marketing executive said he sat in on a buying committee meeting when only nine items were accepted of 45 new items presented and the buyers were forced to wade through "oversized, unwieldy presentation booklets full of four-color lithography, full of puffery and lacking the facts and figures so essential to the proper assessment of a new item."

Mr. Keough described "a great presentation" which included all possible information the buyer might need. He quoted the buyer as saying: "This particular salesman, and this particular

company, make it awfully easy for us to buy their merchandise and to promote it."

After his job ended, Mr. Keough talked with smaller retailers. For them, he concluded, the same situation exists.

One retailer said: "I waste at least 50 per cent of my time dealing with manufacturers' representatives, time that could be spent improving my stores and benefiting the consumer."

Improve Communications

Robert W. Mueller, publisher of Progressive Grocer told a general session at the Super Market Institute's convention that better communications is a necessity that is more attainable today than ever before.

Bulletins

Communications in most firms depends largely on bulletins, store supervisors, and store meetings. The printed bulletin, which comprises 56 per cent of all communications is by far the principal medium, he said. Supervisors and meetings each comprise about 18 per cent of all communications.

Supermarkets, on the average, receive 6,500 bulletins every year, or about 125 a week. Almost all the information deals with merchandising. "Very little, if any, deal with company goals, policies, news, better methods, congratulations, and activities of competitors."

Bulletins carry 78 per cent of all instructions to stores, therefore, they have an obligation to be readable and to provide information quickly.

Supervisor

Next to the bulletin, the most important means of communication is the store supervisor in the chain and the sales service man in voluntary and cooperative groups.

The supervisor acts as liaison between the chain headquarters and the stores he calls on weekly and the sales service man performs the same functions for the wholesaler.

Not long ago, the store supervisor was something of a combination policeman-janitor. But the new concept of the supervisor is one of observer, analyst, counsellor, and a transmitter of information from headquarters to the store and from the store to headquarters.

Headquarters placed greatest importance on procedures, while store managers were most vitally concerned with profit and loss information.

"It is encouraging to see the definite increase in the percentage of managers now receiving profit and loss statements for the store and individual depart-

ments, but surprising to see how few are advised on the factors that influence profit—namely sales, costs and margins by items.

"This is an urgent communications need, and one that becomes more attainable with the increased use of computers," Mr. Mueller said.

On Displays

Headquarters believes 72 per cent of store managers are advised on special display suggestions, while the managers themselves say only about 35 per cent are advised on this.

On the question of what kinds of special display material should be used the differences of opinion between headquarters and stores heighten.

Over-wire materials which are rated as most useful by stores are rated fourth in importance by headquarters. The latter rates window signs as most important while the store personnel place such signs third in order of importance. Display bins, ranked second with stores, but only fifth with headquarters.

Meetings

The final medium for communications—the store meeting—was said to be the chief means of reaching most workers in a supermarket.

Almost three-quarters of all stores hold such meetings on a regular basis. The subject matter of meetings, in order of importance, was found to be promotions, customers, sales plans, merchandising techniques, and new items.

The suppliers' representative plays a key role in keeping retailers aware of consumer advertising, allowances, test market results, suggested retail price and margins, reasons for handling, and consumer inducements.

Chains can also communicate their ideas of what is the best way to set up a department by establishing model departments in stores in each district. This gives supervisors a working model of the ideal chain would like emulated for its various departments.

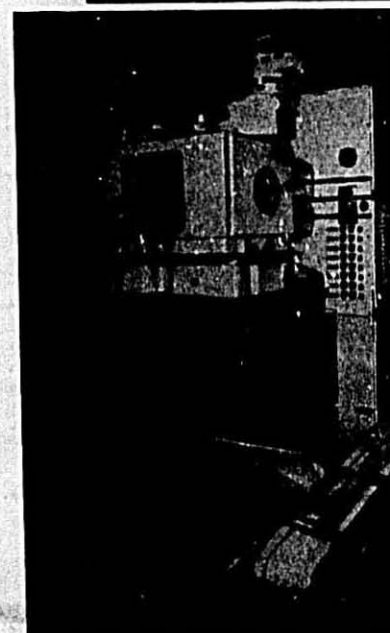
"English Not Spoken Here"

Peter J. Viviano, writing in the Delmonico Foods house organ, warns market researchers, advertising men, public relations specialists, and business men dealing with the public to watch their jargon. He notes a lot of it creeps into the various messages we are trying to get across to our customers. For most of us, the basic story we have to convey is simple: "We are a reliable company; we make a good product; we sell it at a reasonable price." It's a story to be told with force and imagination, not drowned in words and symbols that have no meaning for consumers.

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SMOOTH SELLING

by George M. Kahn

THE SALESMAN IS A V.I.P.

This is No. 1 of 12 sales training articles.

anyone in or out of the business community. Is there someone more important in the corporation than the salesman? You can answer that one for yourself.

Rate Yourself High

The salesman should hold his head high and think of himself as a V.I.P. on or off the job. You can't convince prospects of the value of your product or your company unless you can first convince them of your own value. This is not only a rule of salesmanship, but of life. Charles Schwab, the rich and dynamic steel salesman, once remarked:

"We are all salesmen, every day of our lives. We are selling our ideas, our plans, our enthusiasm to those with whom we come in contact."

The salesman who speaks apologetically of his vocation or derides his colleagues is simply cutting his own throat. When the salesman gloats of "pulling a fast deal" or "giving the shaft" to competitors, he is doing great harm to himself and his profession. In short, if you talk and act like a sidewalk pitchman, that's the way you'll be treated.

Management is much quicker to recognize the salesman's importance than he is himself.

Businessmen know that creation of demand is a vital factor in their profit and loss statements. These days all top executives and even technical personnel are sales oriented. Engineers must think like salesmen to design products that appeal to consumers. Companies spend thousands of dollars on styling packaging for maximum sales draw. Even the production department must gear its effort to a sales campaign. Other departments are guided by the final and most important function of all—selling the product.

In the words of that master salesman, Arthur H. "Red" Motley: "Nothing happens until somebody sells something."

Salesmen Are First Class Citizens

The salesman is not the stepchild in the business family. He is the key person without whom there would not be any business. He has every right to step forth in the world and hold his head high. He is equal to any man and above most in the business world.

It's too bad that many salesmen seem to apologize for being alive. They behave like second class citizens and too often that's the kind of reception they get in a prospect's office.

I remember running into an old friend, Jack Creswell, whom I hadn't seen in years. After our greetings, I asked him what he was doing. Jack smiled deprecatingly and said he was "on the road" for a flooring company, adding: "Of course, this is just until I can find something better."

He made his job sound as if he were washing dishes in a cheap hash house. His attitude toward selling was belittling and defensive.

"Jack," I said, "there is probably nothing wrong with the job except yourself. Before you move to what you think are greener pastures, why not give this job your very best. If you think of yourself as a failure in selling, you'll wind up one. But if you see this as an opportunity to push ahead to success, your future is assured."

I think the advice took, because Jack stayed in selling with the flooring company and became a top producer with a loyal following of customers. He could have had the sales manager's job but preferred to remain in selling.

Years later he told me: "You hit pretty hard that day, George, but you opened my eyes to what I was and what I could become."

No Room For Amateurs

In today's hotly competitive market there is no room for amateurs and dabblers in selling. If sales for you is merely a stopgap job or stepping stone to something else, get out now. But for

(Continued on page 46)

THE MACARONI JOURNAL

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OCTOBER, 1964

45

A GOOD friend of mine once asked me to talk to his son about a career.

The young man was in his sophomore year of college and was still undecided about his future. His father was a successful stock-broker.

"I've thought about business but I don't know which end of it to go into," the lad said.

"What about sales?" I asked.

"There's no prestige in selling," he replied.

I disabused him of this idea in a hurry but that's not the point. What really shook me up was the fact that this 19 year old youth was simply parroting what he had heard from classmates and others equally uninformed.

Who Is to Blame?

There is a foolish idea in some academic and business circles that selling is not dignified; that it is not socially acceptable. For this attitude we shower blame on the colleges, the professors, campus recruiters, career counselors and anyone else within range. Rarely does anyone put the blame where it really belongs—on the salesman himself.

Selling will never achieve its rightful status in the business world until salesmen start thinking of themselves as Very Important People.

Books for salesmen run on at length about the importance of selling to our economy. This is hardly a breathtaking observation. A 12 year old boy could figure that out.

What these books should stress is the need for the salesman to recognize his own worth and act accordingly. His image in the public's mind will improve only when he starts giving himself a higher rating.

No salesman worthy of the name should ever consider himself inferior to

44

Salesman is a V.I.P.

(Continued from page 44)

those of you who really want to make selling a career, there is a rich reward awaiting you if you are willing to work for it.

I want to present a realistic picture of selling. It has its problems, heartaches and frustrations. It's a lonely job. But these very factors are what separate the men from the boys in this profession. Those who survive are "A Number One" men by any standards.

Even at the start there are definite advantages to a sales career. Here are some of them:

Advantages Listed

1. Even though the salesman is working for someone else, he is his own boss. He accepts responsibility, makes decisions, sets his own pace and can determine his earnings.
2. The experienced salesman can always find employment.
3. Earnings average higher for salesmen than for other business employees. This is true whether the salesman works on salary, commission or both. Numerous surveys back this up.
4. There is plenty of opportunity for advancement. The salesman can move up within the sales organization or in management. Companies express their appreciation to good producers by giving them substantial salary increases.
5. The salesman leads a stimulating life. While others are desk-bound, he travels to new places and meets new people. He has a chance to expand his interests and be creative.
6. The salesman enjoys the satisfaction which comes with achievement.

Problems Acknowledged

On the minus side, the salesman spends a great deal of time away from his family, his earnings vary (from a median figure to five and six figures for top notch men), and the demands on his time and enterprise are greater than in other fields. But these factors are outweighed by the good things about selling. Millions of people are embedded in dull, prosaic jobs that afford them little or no excitement, drama or challenge. The salesman can look forward to steady growth and can enjoy a stimulating, lively life on the way. His future is limited only by the strength of his desire to succeed.

The head of a California electronics firm, which has had a spectacular post-war rise, said to me:

"We have brilliant engineers and physicists here who have contributed much to the success of our firm. But it is the salesmen who are most responsi-

ble for our position today. I take my hat off to them. These men went out with a new product by a new firm and literally created a market for it. They were inspired pioneers, all of them."

Frontiers of Selling

The trouble with many uninspired salesmen is that they don't understand the dynamics involved in selling. They are really clerks at heart whose horizons are limited. They take the path of least resistance and never think of selling as an adventure and as a test of one's true abilities. They could move mountains, but they go around them instead. They play it safe and in time level off as mediocrities.

Charles Kettering, the automotive genius, said: "There will always be a frontier where there is an open mind and a willing hand."

This is certainly true of selling. There are still many frontiers to cross. The earnest, imaginative salesman can write his own ticket to wherever he wants to go. With faith in himself, drive and the right tools, he can make big money and climb high in his firm.

But he must feel and act important to accomplish this goal. He must think of himself as one of the world's key people—a man who rates high in the scheme of things.

Much of the success of the New York Yankees can be attributed to the fact that the players act like champions. Rival clubs are awed to the point of defeat merely by seeing them in uniform. When a Yankee steps up to the plate, he is a study in ease and confidence. This comes with success. Even with its great stars, Mickey Mantle and Roger Maris, on the sidelines for much of the season, the Yankees still were able to almost equal their own record for winning the pennant in 1963. They copped the flag on September 13 as compared to their record of September 4 in the 1940's.

But the Los Angeles Dodgers weren't overawed by the Yankees in the World Series. The Dodgers acted like champions themselves and went on to sweep the Series in four straight games. The prevailing Dodger attitude might well have been, "We're V.I.P.'s ourselves so let's play like that."

Act Like a V.I.P.

Do you stride boldly into a prospect's office, or do you sidle in, glancing back at the door as if it were an escape hatch? Do you apologize for taking up a buyer's time? Do you feel like an intruder in his office?

If the answers are "yes," you are letting yourself, your family and your company down. To be a V.I.P. you must act like one. That's the only way to

command respect and so sell merchandise. Only then will you earn what you now dream of earning.

Many salesmen and executives are striving to make selling a true profession. Salesmen's organizations, training programs, college courses in sales, codes of ethics—all of these are helping you to reach the goal of professionalism. But the main thrust must come from you, the salesman. When you conduct yourself like a successful professional man, you'll be treated like one. Think of selling as a career, a status career, not just a job.

The head of the sales training program of a big paper manufacturer once said to me:

"About the fifth day of the program my instructors can usually spot those who will be top salesmen. There's something about their attitude, the way they handle themselves. They act like they are proud to be here. It's almost like getting a successful salesman ready made."

That man put his finger right on the heart of the matter. Pride. Are you proud to be a salesman? If not, something is wrong. If you're not proud of your work, chances are you are not acting like a Very Important Person.

Test Yourself

Here is a little Periodic Attitude Test to enable you to find out what your feelings are toward your selling job. If you can answer "yes" to at least seven of ten questions, you are probably headed for success. If you score below seven, it's time to take self-inventory.

YES NO

1. Do I think of my job as a real opportunity? — —
2. Do I discuss my work with my wife very often? — —
3. Would I tell a stranger on a plane my occupation? — —
4. Am I happy in selling? — —
5. Would I want my son to be a salesman? — —
6. Do I try to improve my earning power by studying salesmanship, attending meetings, etc.? — —
7. Do I let prospects do most of the talking? — —
8. Do I avoid telling jokes which put salesmen in an unflattering light? — —
9. Do I see myself as playing an important part in the economy? — —
10. Will I work just as hard whether I am paid by salary or commission? — —

(Copyright 1964—George N. Kahn)

REPRINTS FOR YOUR SALESMEN

Many sales and management executives are ordering reprints of this series of articles for distribution to their salesmen. These will be attractively reproduced in a 4 page format, three hole punched to fit a standard (8½ x 11) binder—each reprint will include the self-evaluation quiz.

When ordering reprints of the various articles of this series, address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division—Service Department, Empire State Building, New York, N.Y. 10001.

Prices are:

1-9 copies (of ea. art.) 50¢ ea.
10-49 copies (of ea. art.) 37½¢ ea.
50-99 copies (of ea. art.) 30¢ ea.
100 or more (of ea. art.) 25¢ ea.

You may pre-order the entire series, or if you wish, individual articles. Each article in the series is numbered. Please specify your wishes by number.

No. 1 The Salesman is a V.I.P.
No. 2 Are You a Salesman?

- No. 3 Get Acquainted With Your Company
- No. 4 You're On Stage
- No. 5 You Can't Fire Without Ammunition
- No. 6 You Are a Goodwill Salesman, Too
- No. 7 Closing the Sale
- No. 8 How to Set Up an Interview
- No. 9 Resting Between Rounds
- No. 10 The Competition
- No. 11 Taking a Risk
- No. 12 Playing The Short Game

When ordering, please mention the name of this publication.

Lawry's Sells Sauce

Lawry's Foods of Los Angeles continues their advertising series in McCall's with the theme "What Kind of a Woman Are You, Anyway?"

Colorful and catchy, copy for the October ad reads: "All for the new 'pop decorating'? Say, using Chinese newspapers for wallpaper? Go on color kicks? Like, only orange for months? Well, you're as modern as 1970. So's this: A classic pasta sauce straight from the hills of Italy, full of spices, herbs, tiny black imported mushrooms,

cheeses. To which you add the tomatoes; then—chopped chicken livers or anchovy fillets or salami or wine or almost anything you're in the mood for; simmer; and serve over, maybe, green noodles. It saves you money: enough to paint everything you own purple next month. It's Lawry's Spaghetti Sauce Mix, the latest art form in cooking. And it's you all over."

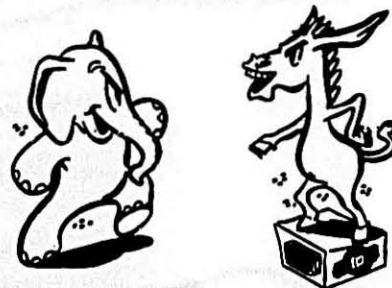
Previous ads asking the question "What kind of a woman are you, anyway?" found answers from the adventurous who would improvise with the spaghetti sauce mix, or the traditionalist—who makes spaghetti sauce the great classic way.

Backing up their national advertising is a hard-selling point-of-sale piece which shows a kettle with the packet of sauce mix and a can of tomatoes, captioned: "Just Mix, Simmer, and Serve With Pride." The final phrase is under a platter of bright, steaming spaghetti. This display-shipper carries 12 two-dozen cartons, which moves out almost as fast as it fills, says the company—"That's why we love it . . . and call it Mama Mia."

Promotional allowances are provided in their overall merchandising program along with mats and reproduction proofs for tie-in advertising.

PICK A WINNER

in November



Dr. Dichter Dwells on Dilemmas of Consumer Motivations—or did you know that cooking spaghetti causes ego satisfaction?

Read the **MACARONI JOURNAL**
P.O. Box 336, Palatine, Illinois 60067

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

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

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

TECHNOLOGICAL IMPROVEMENTS

GIOVANNI Coppa-Zuccari, reporter from Rome, has filed this account of highlights at the IPACK-IMA International Exhibition of packaging, materials handling, and macaroni manufacturing machines. The exhibit was held at Milan from the fourth to the eleventh of June, and covered a third more area than in 1962. Five hundred seventy-eight exhibitors displayed their wares.

Not since 1953, when the first vacuum continuous presses were displayed at the Milan Fair, has there been such a wide range of new equipment shown for the macaroni industry. One contributor to the enlarged display was an organization called AMEIA, of Milan, acting as coordinator of sales and services for such important machine makers as Essonica, Garbuio, Manfredi, and Agma-Fawema.

High Frequency

Essonica, of Rome, displayed a high frequency generator for macaroni products and new multi-screw continuous presses. The press has eliminated the tube needed for distributing the mix on rectangular dies, since there are a number of vertical screws each of which feeds an underlying part of the die. This offers the advantages of uniformity in the discharge of dough, with less waste being returned to the mixer. The dough is better handled, obtaining improved color and quality. Stick spreading is improved with better output. Several presses of this type are already operating successfully in Italy.

Garbuio

Garbuio, of Treviso, presented a new continuous automatic line for long and short goods equipped with high frequency generators. Model EXIL/HF has appreciably reduced drying time with the use of high frequency. It offers the possibility of stopping production at any time without the need of emptying

the dryer while a cycle continues. This greatly facilitates week-end shutdowns. Cumbersome and expensive stick silos are no longer needed. All movements are mechanically synchronized by a group of controls that also regulate the spreader. This model has several separate zones, each of which can be controlled. This makes it possible to dry products of any size.

The drying line for nested products utilizing high frequency generators has reduced drying times from 12 to 13 hours down to five and a half to six hours. This reduction in time has resulted in considerable shortening of the entire line.

Another model is for a new line of short goods, also using high frequency drying. This has the advantages of compactness and better handling of the product by eliminating intermediate conveyors and elevators.

Manfredi Packaging

Manfredi, of Bologna, offered a packaging unit for both short and long goods, convenient for both small and large producers. Machine height is such that it can be installed even in low-ceiling rooms, coupled with existing weighing machines. Changing sizes is simply done by expanding or contracting the metallic plate fastened to the machine by two wing nuts. Movement of the film is independent of sealing jaws and is obtained through large-area gripping devices, a feature that permits the use of light films. Bag size will range from 50 to 500 mm. Machine production is forty packages per minute.

Manfredi also produces automatic weighing units, semi-automatic machines for gluing case ends, and models for closing small bags made of film.

German Line

Agma-Fawema, of Runderoth, Germany, displayed for the first time in Italy. It produces packaging machines

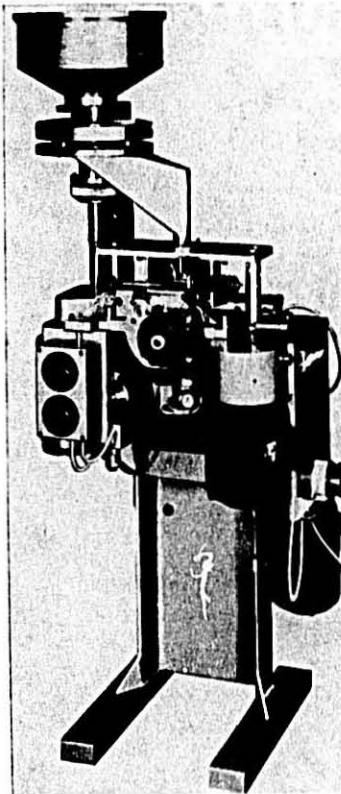
for products in small bags of film or paper. Their line consists of three distinct machines, which can be used individually or in unison. The bag feeding and filling machine takes small bags from a receiver, opens them below the hopper into which the product is discharged by a weighing machine or dosing apparatus. The filled container is taken to a second machine that settles the product by a vibrator and gives the paper bags (to be glued) a bellows-like shape, or pre-closes the cellophane containers that are to be sealed. The bags then pass through a machine that trims the edges, folds twice, and glues them or heat-seals them.

AMEIA displayed Gunson's Sortex electronic sorting machines, which reject units that are characterized by an abnormal color. This equipment is already being utilized by some French millers for eliminating foreign seeds in their wheat mix, and Italian industrialists are taking the example from them.

Braibanti

At the IPACK-IMA Exhibition, Braibanti's "Cobra" was displayed. This high output equipment has double dies for the production of short goods, for which changing is automatic. With a diameter of 400 mm., the hourly output runs from 1000 to 1200 kilograms. In producing long goods, production is obviously lower, but compression is insured for an almost identical extrusion rate in all holes of the die, reducing to a minimum discards to be returned to the mixers. In this version, die changing is semi-automatic.

At a meeting of macaroni manufacturers at the conclusion of the Exhibition, Dr. Giuseppe Braibanti drew attention to problems of automation. He observed the tendency that automation leads to the adoption of increased capacity, due to the fact that the prosperity of the firm depends on control of



Manfredi's vertical packaging machine.

manufacturing costs. To remain competitive, the firm must have modern equipment and organization. He noted that in those countries where plants have been enlarged and modernized, they have a competitive advantage. He also noted the lack of technicians, who must keep up highly automatic equipment in good operating condition.

Die Changer

The Grondona Company, of Genoa-Pontedeclimo, has patented an entirely automatic die-changing system. The system provides for the placement of a new die on a special attachment. The press is stopped by means of a push-button. Extraction of the die and simultaneous introduction of the new die takes only a minute or two of time. Insertion of the new die is sufficient to act on the pushbutton, and the machine is started with the usual switch. Considerable time is saved in this manner.

Grondona also exhibited a new vacuum system in presses. The extraction of air from the mix usually takes place in the second mixer (sometimes in the first) that receives at the same time flour and air so that the suction is effected in the chamber where air is in-

duced continually. Under the Grondona system, the mixer receives only flour, as air is extracted before the admission. This is accomplished with a perfectly tight valve applied to the first mixer that receives flour and air, but from which only flour goes into the second mixer because the valve comprises a decompression chamber from which air is drawn. Experimental tests have been highly satisfactory, with manufacturers noting an appreciable improvement in quality of the product.

Pavan Packaging

Pavan, of Galliera Veneta, Padova, displayed modern weighing and packaging machines for long and short goods in packages of variable content and volume exactly proportionate to weight. In an automatic weighing machine for short cuts, weights are adjustable between five and twenty-five kilograms. The equipment can be connected directly with dryers or storage bins for dry goods. The equipment has high-speed output up to two cycles per minute. Other Pavan exhibits included continuous automatic presses and dryers, provided with fully automatic controls and adjusting devices.

Vibrator

The new Navco HCP line of heavy-duty air vibrators for unloading covered railroad hopper cars and bulk truck trailers has just been announced by National Air Vibrator Company, Houston, Texas.

The Navco HCP line is designed with an exceptionally long piston stroke for maximum amplitude and thrust, and the piston is the only moving part. Units have stainless steel mounting head for long life—use no body assembly bolts to wear out or fatigue. Exclusive "free ride" design gives continual effective action in contrast to conventional vibrators that tend to jam in the mounting bracket, cutting vibrator action.

According to the manufacturer, Navco long stroke units cut unloading time on covered hopper cars, eliminate "clean-out" of cars after emptying, and free unloading personnel for other work. The manufacturer also states that they are being used successfully on bulk trailers carrying potash, cement, and similar materials.

Two models are available. The 3 in. piston size weighs 68 lbs. and the 4 in. piston heavy duty size weighs 115 lbs.; recommended air pressure of both units is 40-60 P.S.I.

Air vibrator for unloading covered hopper cars is illustrated at the right.

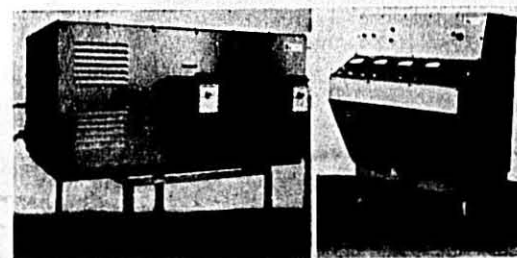
New Type Blender

The Young Machinery Company, designers and builders of dry materials blenders and pneumatic systems, has been licensed by E. I. Du Pont de Nemours & Co. to manufacture and market a new type blender developed by Du Pont. A pneumatic blender, it uses the gravity flow of materials rather than mechanical means to obtain intimate mixing or blending of dry materials.

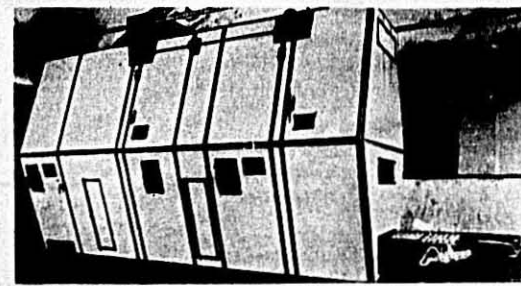
The pneumatic blender consists of a main blending chamber—which may be the actual storage bin for the material, a collecting chamber beneath the blender, a series of downspouts which simultaneously remove the material from various levels of the bin, a conveying means to move the material from the collecting chamber back into the top of the blender plus mechanisms for loading and discharging the blender. The following advantages are cited:

1. Blender efficiency is high, regardless of the size of the batch, which is not a limiting factor. Commercial units as large as 5,000 cubic feet are being operated to blend a full hopper carload of material at a time.
2. Cost for the equipment is less than any other blender of equal capacity. This is so because there are no mechanical mixers or agitators required. When pneumatic conveying equipment is used to transfer the material to and from the blender, this same equipment may be used for recycling the material as it is being blended.
3. The capacity of the blender is directly related to the capacity of the conveying system. Loading time, blending time and unloading time may be varied to meet operating requirements.
4. Particle size segregation is eliminated since material is withdrawn from all parts of the blending chamber simultaneously. Conversely, the blender is well suited for blending materials having a large range of particle size distribution.

(Continued on page 52)



Essonica's High Frequency Generators



Garbuio's Drying Line for Nested Products

FULLY AUTOMATIC LINES FOR

LARGE

PRODUCTION OF
LONG MACARONI
SHORT MACARONI
COILED MACARONI
SPECIAL SHAPES

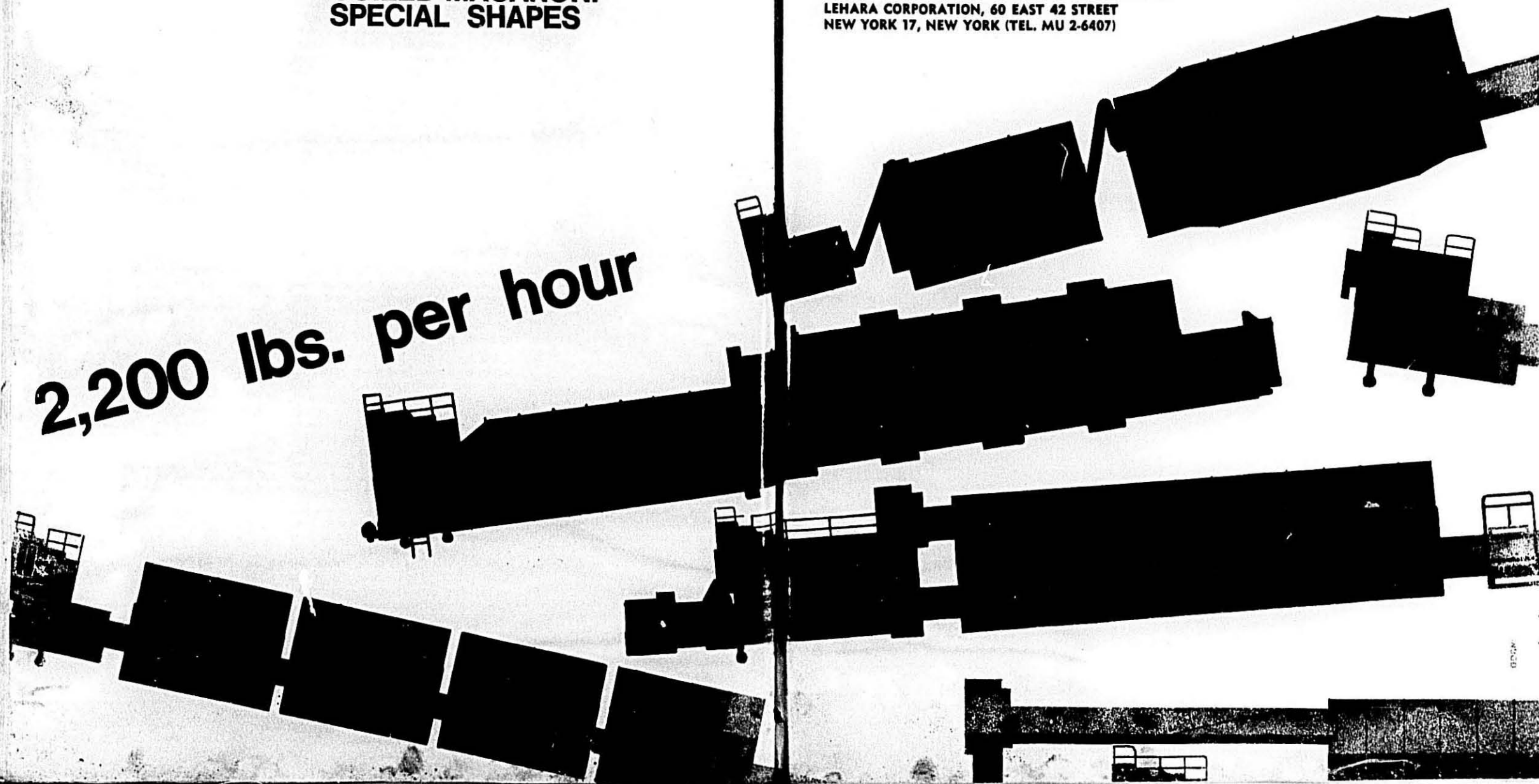
Braibanti

DOTT. ING. M., G. BRAIBANTI & C. S.p.A. - MILANO - LARGO TOSCANINI, 1 - TEL. 792393 - 780931

MACHINES AND COMPLETE PLANTS FOR MACARONI FACTORIES

SOLE REPRESENTATIVES IN THE U.S.A. AND CANADA
LEHARA CORPORATION, 60 EAST 42 STREET
NEW YORK 17, NEW YORK (TEL. MU 2-6407)

2,200 lbs. per hour



... a sales stimulator from General Mills

BOW MACARONI

BOW MACARONI

BOW MACARONI

SWEET-SOUR HAMBURGER SKILLET

1 lb. ground beef
1 cup finely chopped onion
vegetable oil
1 tsp. garlic salt
1/4 tsp. salt

1/4 tsp. pepper
1/2 cup water
1 cup chik sauce
1 1/2 cups uncooked noodles
1 tsp. sugar

Sauté beef and onion in small amount of hot oil until browned. Sprinkle with seasonings. Stir in water and 1/2 cup of chik sauce. Cover; simmer over low heat 20 min. Meanwhile, cook noodles as directed on pkg. Drain; rinse with hot water. Stir noodles into meat mixture; blend in remaining 1/2 cup chik sauce and sugar. Heat through. 4 servings.

TOMATO SAUCE FOR MACARONI OR SPAGHETTI

2 med. onions, diced
1 clove garlic, minced
2 tbsp. vegetable oil
1 can (1 lb. 4 oz.) tomato sauce
1 can (6 oz.) tomato paste
1 tsp. chik sauce

1 tsp. ground dry base, if desired
1/2 tsp. sugar
1/2 tsp. salt
1/4 tsp. pepper
dash of cayenne pepper
hot drained broiled spaghetti or macaroni (7 or 8 oz. pkg.)

Brown onion and garlic in oil in skillet. Add rest of ingredients except spaghetti. Simmer uncovered 30 min., stirring frequently. Serve over spaghetti. Sprinkle with grated cheese, if desired. 4 servings.

Note: If a meat sauce is desired, brown 1/2 lb. ground beef with the onion.

SEAFOOD SAUCE FOR NOODLES

1/4 cup butter (1 margarine)
1/4 cup flour
1/2 tsp. salt
1/2 tsp. pepper
2 cups milk

2 egg yolks, beaten
1 tbsp. sherry (flavoring or lemon juice)
2 cups cooked seafood in large pieces
1 pkg. (7 or 8 oz.) cooked noodles

Melt butter over low heat. Blend in flour, seasonings. Cook over low heat, stirring constantly until mixture is smooth, fluffy. Remove from heat. Stir in milk. Bring to a boil, stirring constantly. Simmer 1 min. Gradually blend half of white sauce into egg yolks; pour mixture back into remaining white sauce. Just before serving stir in flavoring and seafood. Pour over hot cooked noodles. Garnish with parsley and pimiento strips.

IMPRINTING SPACE FOR YOUR BRAND NAME

RECIPES FROM THE BETTY CROCKER KITCHENS

"OH, GOOD... SAUCE RECIPES! I'LL GET SOME MACARONI!"

Here's a sure-fire sales stimulator: Colorful tear-off recipe pad. Eight recipes from the Betty Crocker kitchens. Quick and easy sauces for macaroni, spaghetti and noodles. Displayed at point of purchase, these recipes will give Mrs. Homemaker ideas for immediate use of your products. A proven sales stimulator from General Mills. There are

50 sheets to a pad. Punched for hanging. Only 12¢ per pad, f.o.b. Minneapolis (less than 1/4¢ per sheet). Imprinted with your brand name and company address, free of charge, in quantities of 200 pads or more. To order your pads of sauce recipes, see your General Mills Durum representative or write:

DURUM SALES 
Minneapolis, Minn. 55460 GENERAL MILLS