

**THE
MACARONI
JOURNAL**

**Volume 41
No. 5**

September, 1959

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



**SALUTE
TO LABOR**

SEPTEMBER, 1959



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The MACARONI JOURNAL

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You'll Find:

	On Page
Hail to the Working Man!	9
Tomorrow's Work Force	10
How to Raise Wages	12
More For Your Money	14
What's New In Packaging	16
Traffic Matters	18
Mr. Stanway Visits Europe	22
Working To Improve Durum	24
Durum Growers Meeting	26
In The Industry	32
Retrospections	34
Index to Advertisers	34

Cover Photo

Lou Roberto, plant superintendent of the Superior Macaroni Company in Los Angeles, wheels a truck of spaghetti into the dryers. Story on page 32. Photo courtesy of the Flintkote Company.

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THE MACARONI JOURNAL

Presenting

Clermont's new

Super-Jet®

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Clermont has met the Macaroni Industry's challenge to supply a die washer that would eliminate present die soaking and its accompanying bacteria formation and sour odor.

- Washes dies directly from usage without pre-soaking.
- Washes dies two to three times faster.
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- Features high velocity rinse to penetrate the smallest die holes.
- Insures positive cleanliness for all types of dies.

No maintenance because there are no moving parts, chains, sprockets, moving racks in cleansing area.

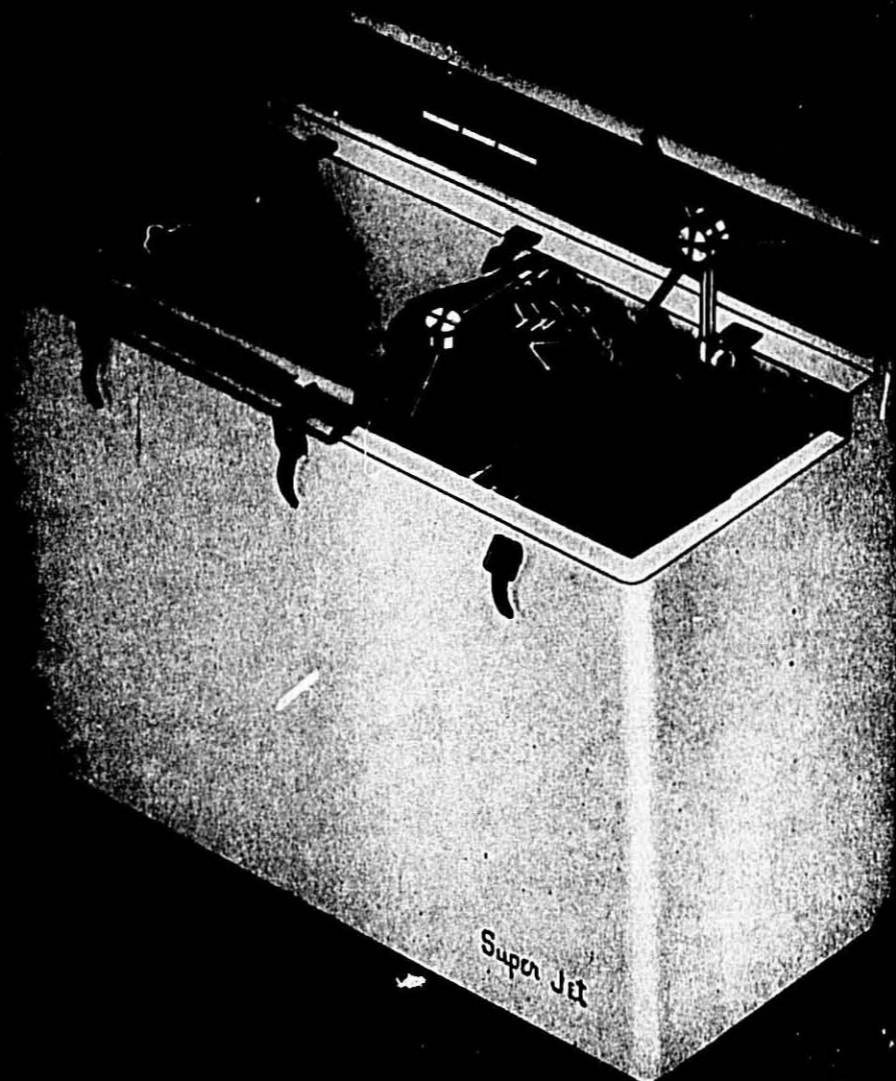
DIALS ON CONTROL PANEL INCLUDE:

Washing instructions for varying die styles. Automatic control to actuate washing time. Push button controls for washing one, two or three dies. Monitor control to tell operator what is taking place during the washing process.

Clermont

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Super-Jet



HAIL TO THE WORKINGMAN!

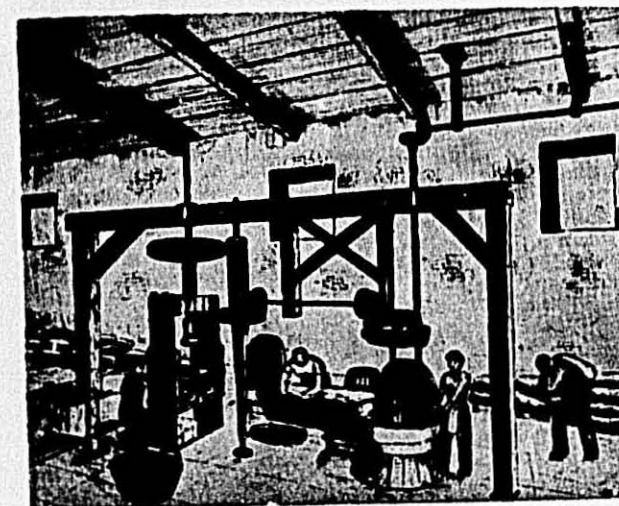
Today's worker is a consumer. He has the money and the credit to buy all kinds of goods and services - and he has the leisure to enjoy them. His buying habits once were markedly different from those of his salaried, white-collar counterpart, but today are all but indistinguishable from them.

At the turn of the century, American wage earners were not much of a market for the products of America's economy. Most of their income was spent on essentials - food, basic clothing, and shelter. There wasn't much left over for anything else. A chasm divided them in their style of living - in clothes as well as living quarters - not only from the wealthy but also from the salaried and self-employed middle class.

Most were foreign born, worked long hours at little pay, and only infrequently enjoyed steady, year-round work. Federal surveys of family expenditures at the time found that about half of the typical worker's family income went for food, a fourth for rent. After other necessities came out of the remaining fourth, very little was left over for leisure time activities or for purchases now taken for granted.

Differences Disappear

Today much of that difference has disappeared. By any material measure, city workers and their families have remarkably higher living standards than they did at the beginning of this century. Perhaps the most evident indications are that they earn more and



Machines today reduce tedium and free workers for more creative and more rewarding efforts. Gone are the days when macaroni was manufactured as pictured above.

buy more and have become the most important group of consumers in the nation's economy.

A worker with the skill of a derrick lifter in the early 1900's - who made \$3 a day when on the job in the summer - is roughly comparable to an operating engineer, who will earn well over \$3 an hour. The chances are he will also work a full year - thanks to technological changes in the construction industry. If the family has a sec-

ond income, it today comes from the wife, not the children as it used to.

The increase in real earnings over the last 50 years is considerable for the average worker, even those whose hourly rates are well below that of highly paid construction workers.

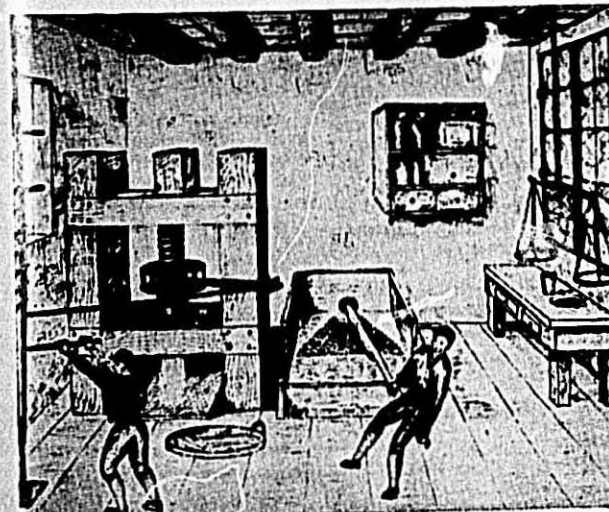
Greater Buying Power

The buying power of wages earned by the average worker today is roughly three times greater than it was 50 years ago, even allowing for higher prices.

These gains were secured out of the productivity of the U. S. economy. The American worker now turns out three times as much work in a 40-hour week as his grandfather did in a 70-hour week.

What about the future? Most experts believe that the trends of the last 50 years will continue to accelerate over the next few decades. According to the U. S. Labor Department, the separate identity of the "working class" in this country is fading away.

"The wage earner's way of life," states a report on buying habits, "is well-nigh indistinguishable from that of his salaried co-citizens. Their homes, their cars, their baby sitters, the style of the clothes their wives and children wear, the food they eat, the bank or lending institutions where they establish credit, their days off, the education of their children, their church - all of these are alike and are becoming more so."



An ancient hand-press for macaroni manufacture.

TOMORROW'S WORK FORCE

Economists studying the long-range problems of the nation's work force have found indications of future shifts in the U. S. job market.

The Labor Department anticipates a work force of 73.5 million in 1960; about 79 million in 1965; 87 million in 1970; and about 95 million in 1975.

This means that business and industry will have to step up their job creating investment. The figure for the decade ahead will need to reach hundreds of billions of dollars. In the decade just ended, business and industry invested more than \$300 billion in new equipment. No one doubts that the investment requirement - whatever its amount may be - will be met.

But employment alone will not prevent unemployment.

America in the 1960's may have economic prosperity, but at the same time a large number of unemployed, and perhaps millions of job-holders working less than a full week.

Other millions may be holding two or more jobs. Large numbers of people may be doing relatively low skill work because they lack the qualifications to fill better jobs that are available.

To complicate matters, the millions of young people born shortly after World War II will be seeking jobs by 1965 and later.

Future Prospects

A study of tomorrow's labor force shows some striking facts. In reviewing future employment prospects, Dr. Seymour L. Wolfbein, Deputy Assistant Secretary of Labor says:

"One important thing about the future labor force growth has been brought out only in the past few years.

"We saw how the labor force was going up about 10 million between 1955 and '65. When we looked further we found that a substantial proportion of the increase - about 50 percent - will come from younger people. Older people will make up the other 50 percent."

One group, Dr. Wolfbein says, will go down. That's the age group 25 to 34. People in this group were born in the 1930's when the birth rate was low. Right behind them, however, in the age group from 14 to 24, is a really whopping increase. These are the youngsters born in the 1940's when the birth rate was high.

"All of a sudden the older-person problem won't be so big. But a decade behind them will come this smacking

big group. So, suddenly, you've again got a big older-person problem - the biggest ever, as people born in the 1940's begin to reach retirement age."

To answer the question - What will happen when this new wave of youngsters hits the labor force? Will there be widespread unemployment? - Dr. Wolfbein called attention to a survey, just completed on this subject.

It was found that the unemployment rate for drop-outs was far greater than for graduating youngsters. Thus, how much unemployment we have will depend on how good a job we do in teaching young people the skills that will be required in 1965 and 1970.

Dr. Wolfbein continues: "We in the Labor Department are worried less that the unemployment rate will be high in 1965 than about whether many people will be working fewer hours and at the wrong skills. Basic changes are occurring in the occupation structure."

What are these changes?

More White Collars

"We've had a dramatic change in the industrial picture. More people are now producing services than are producing goods. We now have more white-collar than blue-collar workers. One of the major reasons for this has been the change in productivity. We have increased the skill level of the occupations now in demand, and more and more people have more and more training.

"If you are going to compete for a job you can expect other applicants to have a pretty high level of education."

Most recent figures show that for the age group 25-29 - people who have finished their education - the average is 12.1 years of schooling. That means the average person has more than a high school education. A generation ago the median was eight years.

But Dr. Wolfbein cautions: "Education does not guarantee the disappearance of unemployment in the United States.

"Training is merely the qualification with which one improves his opportunities for employment."

Plain Facts About Business

It has occurred to few persons how salaries or wages of employees look when compared with percentage of returns on capital invested in any kind of business.

Below are various rates of "turns" or interest on invested capital

Net Annual Income	Interest Equivalent Net Return	Invested Capital
\$2,000	6%	\$33,333.33
\$2,000	5%	\$40,000.00
\$2,000	4%	\$50,000.00
\$2,000	3%	\$66,666.66
\$4,000	6%	\$66,666.66
\$4,000	5%	\$80,000.00
\$4,000	4%	\$100,000.00
\$4,000	3%	\$133,333.33

Here is another good example: It takes at least an invested capital of \$6,000 to \$8,000 to run a "one-man" store or shop (based on 1954 statistics). Picture a groceryman with a store in which he functions as workman and owner. Perhaps it seems impossible that he has invested \$8,000, particularly if the store is located in an average middle-income neighborhood.

However, grant that his investment in store fixtures such as shelves, counter, refrigerators, light fixtures, heating system and stock is no more than \$4,000. Perhaps an automobile or small truck for hauling or deliveries should be included. Where is the rest of the investment? The answer is: what about the building in which the store is located? If he owns it, there is certainly another investment of \$4,000 or more. If he does not own it, then the landlord is the one who invested no small sum.

A Wage As Well

We should not overlook that in addition to the groceryman's return on his investment, he is entitled to a wage for being a combination (even part-time) manager, clerk, bookkeeper and general all-around utility man.

Suppose the groceryman wants to increase his business. In this case he must hire a helper and may be compelled to increase his store space, buy more fixtures and stock, and in general, figure on an increase in his overhead expenses.

This same reasoning applies to various other business enterprises, and the theory holds for larger businesses.

It is not our thought that business problems supersede those of the employee, or vice versa. Business is a big machine with many component parts, each of which cannot function without the other; but there is considerably more risk involved in ownership of a business.

Continued on Page 12

THE MACARONI JOURNAL

Just off the press

New Betty Crocker full color recipe booklet to help sell macaroni, spaghetti and noodles



General Mills has created a new series of recipes for macaroni, spaghetti and noodle main dishes which have been tested by homemakers across the country. Some recipes are adaptations of Italian masterpieces. Some are variations of old favorites. Others have never before been in print. All are good and easy to prepare and intriguing to housewives who continually look for exciting and different foods to serve their families and guests.

We've assembled these recipes in a full color illustrated booklet that fits into both recipe box and standard 3-ring binder.

And we make this booklet available to you—with your own brand imprint on the front cover at less than cost. You can use it as a package enclosure, for a pass-out at super markets, for a package mail-in offer, and a newspaper ad write-in or coupon offer—any kind of sales inducement you wish.

Ask your General Mills representative for a sample copy and prices (offer good in U.S.A. only), or write . . .

DURUM SALES

Minneapolis 26, Minnesota



HOW TO RAISE WAGES

Everyone is interested in wages. Everyone knows that the nation's welfare depends on our earning and distributing the highest possible wages. But, unfortunately, not everyone knows or cares to know how wages and more wages become possible.

To approach the wage question simply, let us ask, How can an employer raise wages? There are only four ways. First, from the goodness of his heart he may "grant" a wage increase out of his surplus. If this is how he raises wages, it is evident that he could have done so before. And if he did not do it when he could, there is something so wrong about his business system that the wage-raise he now gives probably cannot continue, because wages cannot permanently come out of surplus, and surplus cannot always be consumed in wages. Wages must be one of the positive daily productions of the business. So we may discount that method of raising wages. No confidence can be placed in it.

Raise Prices?

But suppose an employer is paying all he really can afford to pay and yet even that is not enough - how shall he proceed to pay more? The remaining three courses lie open. He may boost the price of what he sells - make you and me pay more for it - and add the resulting income to wages. That is, theoretically, he can do this. The actual effect of such a course is to reduce sales, and consequently reduce employment so that eventually the business simply produces less wages than before, or none at all. Or he may try the third way; he may keep his price unchanged, but cheapen the quality of his product - give the customer less value for his dollar, and distribute the difference in wages. Under this system, also, customers vanish and the business vanishes with them. Result - no wages; not even low wages.

Now, in the first instance, a wage increase taken out of surplus proves that it is possible to pay a man less than he earns; the other instances show that it is not possible to pay anyone more than he earns and keep it up. Pay a man less than he earns and everyone loses. But most of all the employer loses, who gets even less than the little he pays for. Pay a man more than he earns, and the man himself loses, for it destroys the very basis of his employment. It is a bad situation all around.

Make Men Work More

There remains then the fourth way and the only way. Train men to be worth more, put into their hands the means to earn more, and wages will not depend on anyone's whim or be an additional burden on the public - wages will be the natural result of better, more economical, more productive methods. Better management is the only source of better wages. It is a daring statement, but the persistence of high prices and low wages is due to bad management even more than to bad intentions. Progressive management has abundantly shown us the way and has brought annual wages from \$347 to \$1,400 to \$4,000 in about 80 years. Good management alone is responsible for these advances. They could not have come otherwise. Laws could not produce them, nor could threats or violence; management seized a paradox and established the principle that better goods at less cost to the customer produce higher wages for less labor by the worker. This distinguishes the American system of business management from all others. Not a single idea or method resulting in better conditions has ever been contributed by any other source.

Plain Facts

Continued from Page 10

There seems to be a growing feeling among employees that all businessmen are "rich." Grant that some do acquire more wealth than others; but have they not expanded business and created more jobs? The average businessman's life is not a "bed of roses." Employees should be informed as to what running a business involves, such as the many expenses to keep a company progressing:

1. Investment of sufficient cash: (a) to meet payrolls; (b) to purchase supplies and equipment; (c) to operate the first year on a solvent basis until profits begin to show.
2. Advertising and sales expenses.
3. Licenses
4. Taxes
5. Insurance
6. Rent or payments on purchase of property.
7. Repairs and maintenance.
8. Depreciation of building, machinery and tools, furniture and fixtures, etc.
9. Fees for legal services - leases, agreements, etc.

10. Reserve for expansion of business or plant and for development of the product.

11. Financing contracts or accounts.

12. Losses on bad debts.

At the same time a businessman must establish and maintain a good credit standing to justify loans for unforeseen emergencies.

It would be one thing if businessmen merely had to pay the taxes listed in Item 4 above. But often they require the services of tax experts, accountants and sometimes attorneys, in addition to their own bookkeeping in order to determine what legal tax they owe and to have the proper substantiation in the event tax officials question the reports. People little realize increasing government regulations keep business in constant turmoil.

Every businessman has to be familiar with the above facts contingent to owning and operating a business. Regardless of the involvement, all costs, plus salaries, come out of gross profits, before any dividends or interest on investment can be paid.

Record Highs for Heinz

New record highs in net sales and net income in the 90th year of H. J. Heinz Company operations were reported in the firm's Annual Report.

Henry J. Heinz II, chairman of the board, announced that consolidated net sales for the fiscal year ended April 29 were \$318,856,669, an increase of \$23,044,852 or 8 per cent, over the \$293,811,817 reported last year.

Consolidated net income after taxes during the past fiscal year, Mr. Heinz said, rose 19 per cent to \$11,057,742, as compared with last year's net of \$9,336,913, and was 4 per cent above the previous high recorded in 1957.

"The substantial gains in the market position of our major products in the United States and Canada are especially gratifying," Mr. Heinz said, "because self-service supermarkets offer at fingertip thousands of items competing for the consumer's favor."

Among the Heinz "57 Varieties" are: Condensed Beef Noodle Soup, Condensed Chicken Noodle Soup, Condensed Turkey Noodle Soup, Chicken Noodle Dinner and Macaroni Creole Minute Meals, Spaghetti with Tomato Sauce and Cheese, and Macaroni with Cheese Sauce.

The sweat of a man's brows, and the exudations of a man's brains, are as much a man's own property as the breeches upon his backside. — Laurence Sterne.

THE MACARONI JOURNAL

There is something special
about Macaroni products made from

King Midas

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

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



King Midas DURUM PRODUCTS

MINNEAPOLIS MINNESOTA

SEPTEMBER 1959

13

MORE FOR YOUR MONEY

Excerpts from the Grocery Manufacturers of America Barometers,
First Quarter 1959

It may be a hard thing for the homemaker to believe, but food prices at the grocery store are currently no higher on the average than they were nearly seven years ago. Food is the only category in the cost of living index of which this is true. Even more startling - but equally true - is the following: The American factory worker can now buy the Government's standard family market basket of farm foods for less than 40 hours of work per month. That is a reduction of 11 hours - or 22 per cent - from the 51 hours it took back in 1952. It is the result of two factors - the stability of grocery store food prices between 1952 and 1959 and the constant rise in factory workers' average hourly earnings over this same period. This analysis is based on data from the U. S. Department of Agriculture and on wage data from the Bureau of Labor Statistics of the U. S. Department of Labor.

Here's how we make this calculation. In 1952, this monthly market basket cost an average of \$86 at retail. With average hourly earnings of \$1.67, the factory worker worked 51 hours to earn that much money. Today that monthly market basket costs about the same as in 1952. But at today's sharply higher average earnings of \$2.22 per hour, the factory worker can earn \$86 in a little less than 40 hours. The earnings from the 11 hours saved may either be used for more and better foods or for other products.

Work-time Prices

Not only is the overall food basket a "bargain" in terms of the work-time it takes to purchase it; nearly every individual product included in the basket can be bought for fewer minutes of work time than in 1952.

The work-time "price" of a pound of round steak has dropped from 40 minutes in 1952 to 29 minutes in 1959; a pound of coffee can now be bought for 22 minutes of work time compared with 31 minutes in 1952; American cheese is down from 22 minutes per pound to 16 minutes; a can of evaporated milk is down from 5-1/2 minutes to 4 minutes; five pounds of family flour is down from 19 minutes to 15 minutes; vegetable shortening is down from 36 minutes per 3 pound can to 24 minutes; a pound of margarine is down from 10-1/2 minutes to less than 8 minutes; a can of corn or a package of frozen peas is down from about 7 minutes to about 5-1/2 minutes;

peaches are down from about 12 minutes per can to 10 minutes; biscuit mix from 10 minutes to 7-1/2 minutes per 20 ounce package. Similar declines have occurred for bread, crackers, cookies, butter, fluid milk, baby foods, canned meats, and a multitude of other products - fresh and processed, bulk and packaged.

Grocery Highlights

Highlight trends in grocery manufacturing and distribution are discussed below.

Sales of retail food stores totaled \$12.4 billion for the first quarter of this year, a gain of about 3 per cent over the same period last year. April sales were 4 per cent ahead of the same month in 1958. Continuing the trend of the past several years, most of the gain was accounted for by the sales of "grocery and combination" stores, rather than by specialty stores.

Reflecting this year's lower retail food prices, tonnage sales showed a gain of 4 per cent for the first quarter and about 7 per cent in April.

Dollar sales of grocery wholesalers for the first quarter were also about 3 per cent above last year. Grocery manufacturers' dollar volume for the period ran almost 4-1/2 per cent ahead of last year. Current trade reports indicate a continuation of these gains in April.

Dollar value of retail food store inventories during the first quarter averaged fractionally higher than last year, but April opening inventories were about 1 per cent lower than last year. Grocery wholesalers' inventories for the period averaged 5 per cent below last year's level, although April 1 inventories were only 3 per cent lower than last year. With higher sales volume, stock-sales ratios at both wholesale and retail were well below last year.

Retail food prices declined throughout the first four months of 1959. The April index of 117.6 for overall retail food prices (1947-49 = 100) was more than 3 per cent below a year ago and almost 3-1/2 per cent below the temporary high of last July when crop damage caused an unseasonable advance. Grocery store food prices in particular have steadied the consumer price index as the indexes of most other major components remained at their peaks or have continued to rise to new peaks. The April index of grocery store prices for food at 115.3 was

one per cent below the level of 6-1/2 years ago.

The index of wholesale prices of processed foods in April, 107.2 per cent, showed a 4 per cent decline below last year's level. The April index of wholesale farm product prices of 91 per cent was about 7 per cent below the same month in 1958.

The number of production workers in food processing plants during the first quarter averaged fractionally below the same period last year, but April employment, totaling 1.4 million, was slightly above last year's level. The industry has now entered its period of seasonal employment expansion which usually continues up to a peak in September.

Both the hourly rates and weekly wages of production workers in food plants continued to advance. April hourly rates of \$2.09 were 7 cents higher than a year ago. Weekly wages averaged \$84.23, an increase of \$4.43 over last year despite an increase of only 1/2-hour in the work week.

First quarter exports of crude and manufactured foodstuffs totaled \$5.8 billion, a drop of 8 per cent from the previous quarter but an increase of 7-1/2 per cent over the same quarter last year.

Total civilian employment during the first quarter averaged 63.1 million, almost one million higher than last year. A further improvement between March and April lifted total employment to 65 million, more than two million above April last year, when employment was about at its lowest '58 level.

Canadian Food Cost

Weekly food expenditures reported by sample families in five Canadian cities in 1957 averaged \$22.70 per family or \$6.56 per person. This was shown in advance figures based on a sample survey in the five cities and released recently by the Dominion Bureau of Statistics.

On the average, 28 per cent of each weekly food dollar went for meat and fish, 15 per cent for fruits and vegetables, 12 per cent for dairy products, 12 per cent for bakery and cereal products, 5 per cent for fats and oils, 3 per cent for eggs, 1 per cent for frozen food, 12 per cent for other groceries for home use, and 12 per cent for foods purchased and eaten away from home.

One Installation leads to another



Prince Macaroni Manufacturing Company now operates these two Buhler Short Goods Lines side by side.

Prince Macaroni Manufacturing Company repeats its choice of

BUHLER Short Goods Lines

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WHAT'S NEW IN PACKAGING

by Charles C. Rossotti at the 55th Annual Meeting.

Packaging developments during the past few years have advanced very significantly.

The packaging industry has always been a complex one. In the recent past it has become far more dynamic, far more penetrating in every aspect of marketing than ever before. Ten to fifteen years ago wartime shortages of materials, facilities and manpower kept the industry from doing its best and most progressive job. Since then whole new areas of packaging have opened up both in materials and methods.

Top Management Matter

Of particular interest today is the fact that the policy-making bodies of more and more consumer goods marketers have begun to include packaging as a function of top-management activity. You as food manufacturers are already aware of this and will be interested in the functional or mechanical aspects of packaging as well as the merchandising features. No new packages nor revisions in old packages should be decided on without keeping these two broad divisions of packaging in mind.

In reviewing the functional or mechanical aspects of packaging, the changing and improved quality of the raw materials have made notable progress. Finer, whiter, smoother printing surfaces are being produced in paper and boxboard. The result is superior printing, and more realistic reproductions (in color, of course) of macaroni products in use, which today's smart merchandising demands. Inks, too, have been improved. Of course, the aspects of modern artwork are also important without which the improved raw materials would be rendered completely ineffective.

Mechanical Improvements

Packaging producers must constantly adapt these developments to the use of higher speed presses, modern press plates, and other mechanical improvements to take full advantage of the changing packaging picture.

Constructions in packaging are also improving. Flip-top constructions such as used in the cigarette industry are becoming available in food packaging. As you know, we have produced such an "easy-open" macaroni carton with a recloseable top -- the very first in this industry. Multiple packaging, com-



Charles C. Rossotti

ination packaging, pouring spouts, and double windows for visibility on both sides of the package are factors that are also being promulgated in the industry.

The improvements in the mechanical aspects of packaging should be related to the availability of newer high-speed packaging equipment for greater output at lower unit costs. And, package durability must be constantly guarded, particularly for foods, so that the package retains its sanitary and sturdy appearance through all wholesale and retail distribution channels. In addition, the automatic weighing of long spaghetti is being researched with greater progress today. It is the hope of equipment manufacturers and inventors that the automatic weighing of long spaghetti will soon be a reality.

Merchandising Important

In the merchandising division of packaging, the brand name and trademark identity must constantly be maintained as important factors in good packaging. Product identity, appetite-appeal and the reflection of quality are also important co-ordinates of good packaging. Consumer information and promotional features such as the Rossotti Ad-Pack are modern merchandising techniques which must be given maximum consideration in the development of self-service packaging.

A recent packaging innovation is the appearance of full-color shipping con-

tainers. Corrugated containers can now be produced in full color lithography with the same fidelity of tone as the consumer packages themselves. This development will be very helpful to the macaroni industry. Containers can be designed to handle four or six packages of macaroni or egg noodle specialties that may be used in shipping individually to consumers as gift packages, or displayed in stores and supermarkets without the necessity of taking up added shelf space. This new aspect of packaging can be considerably useful to you as food manufacturers.

Aluminum cans, boil-in-the-bag packages, light-weight glass, individual service packages containing one-portion servings as well as larger family-size packages are other new aspects in packaging. Infestation-proofing of packages and shipping containers, aerosol containers for spraying, toppings and sauces are also coming to the fore.

Packaging Checklist

The question is constantly raised of when should a package be redesigned. We believe the best answer to this is when it can merchandise its product better, not only to the consumer but to the trade as well. For this reason it is important to review constantly the Packaging Checklist suggested by the Nielsen Researcher and published in the May 18, 1959 issue of *Macaroni Matters*. It consisted of:

1. Does the new package attract attention?
2. Is it adaptable to existing production?
3. Does the style suit the nature and use of product?
4. Does it reflect quality?
5. Is it acceptable to trade? Will it stack?
6. Will it last? Is it tamper-proof?
7. Does it look well in competition with other packages?
8. Does it tell the consumer how to use it, or suggest new ways?
9. Does it whet the appetite?
10. Is it easy to open?
11. Does it protect the product?
12. Does it ship easily, safely?
13. Is there a price spot in a prominent place?

Continued on Page 30

THE MACARONI JOURNAL

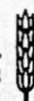


Concentration

Each man to his interests . . . each woman to her loves. If it's macaroni products made from Commander Larabee's No. 1 Comet Semolina, it's love at first sight!

From tots to teens . . . the durum taste is tops!

COMMANDER LARABEE



Durum Department

A DIVISION OF ARCHER · DANIELS · MIDLAND · MINNEAPOLIS

SEPTEMBER 1959

17

TRAFFIC MATTERS

by Sidney J. Grass, I. J. Grass Noodle Company,
at the 55th Annual Meeting

There have been few developments this year in rising freight costs. Your chairman did appear in company with Mr. Tom Scanlan, Secretary of the Central Shippers' Council, Inc. before the Standing Rate Committee of the Central States Motor Freight Bureau, Inc. in support of Docket No. 35052. This was of interest to soup manufacturers. It changed the commodity description of soup mix to read as follows: "Soup ingredients, (soup mix), consisting of dry vegetables and other ingredients, mixed." Prior to this date soup mix had to also contain macaroni or noodles, mixed. This was adopted on March 28, 1959.

There have been many studies recently in revising rate structures on less than truckload shipments. One idea has been to develop a new type of Bill of Lading combined with a Freight Billing Form to save the transportation company additional typing at their office. Also, no receipt would be necessary by them if the shipment is delivered in full. However, if a shortage or damage occurs, it must be noted. We are hoping this may lead to savings in shipping costs or at least to slow down any new advances in rates.

Recent developments show that many companies are leasing trucks for "private carriage." Central Shippers' Council feels this is of doubtful legality, but when a man saves money, his ethics are not always considered.

Opportunity Overlooked

There is one phase of traffic management that is often overlooked. Many of the companies that we do business with do not have traffic departments or good traffic control. This applies both to our suppliers and customers.

To give the best service to our companies, it is necessary that we also act as the traffic advisor for these other companies. There are many opportunities here to cement the ties between our companies and others.

Sometimes this opportunity exists even where our suppliers or customers have a large, well organized and managed traffic department.

There was a recent instance that saved thousands of dollars for one of its customers. This customer was a large, internationally known corporation with a top notch traffic depart-



Sidney J. Grass

ment and ten divisional traffic managers. The small company could see an opportunity for economies that would have been difficult for the large company to find among their thousands of suppliers.

Case History

Here is a case history of a company that had a problem not unlike one that many of our companies might have:

This company had been in business for over 25 years and was growing each year. Over 90% of the shipments made were sent via routings furnished by the customers. Most shipments were f.o.b. plant, with area freight allowances. Four delivery trucks, two trailers and a tractor were hired on a weekly basis for local deliveries and cartage. There was a shipping room foreman, three assistant foremen and twenty workers. The shipping office had four clerks. Shipments totaled between one million and one-and-a-half million pounds each month. There are between fifteen and twenty thousand customers in over five thousand towns and cities.

The company had never had a traffic manager. None of the foremen or shipping office personnel had traffic training or previous experience in a traffic department. By following customer routings, there are few consolidations, and shipments are made on

the same day to the same city by several different carriers. There is little or no planning or scheduling of inbound and outbound freight.

Then the company engaged a General Traffic Manager with an extensive background of traffic education and practical experience. As a result of a study made by the new traffic man, this company, within a few weeks, accomplished savings in the following manner.

Shipments to the Pacific Coast were moving at a rate of \$4.58 per cwt. After a survey of facilities available, a shippers' association was found that would move this tonnage at \$4.00 per cwt. This amounted to substantial savings at once. Steps were taken to appear before the Transcontinental Freight Bureau to present evidence and schedules requesting a rate of \$3.50 per cwt. Preliminary discussions have shown a strong inclination to grant this lower rate.

An average agreement contract was negotiated and signed with the railroad on the company siding; thus saving demurrage charges in the future.

A preliminary study of the local contract, cartage, showed that the trucks and the trailers and tractor were hired on a weekly basis and the cartage company was also acting as their own dispatcher. The cost to the company was between \$800 and \$1,000 a week, including overtime.

High Costs Cut

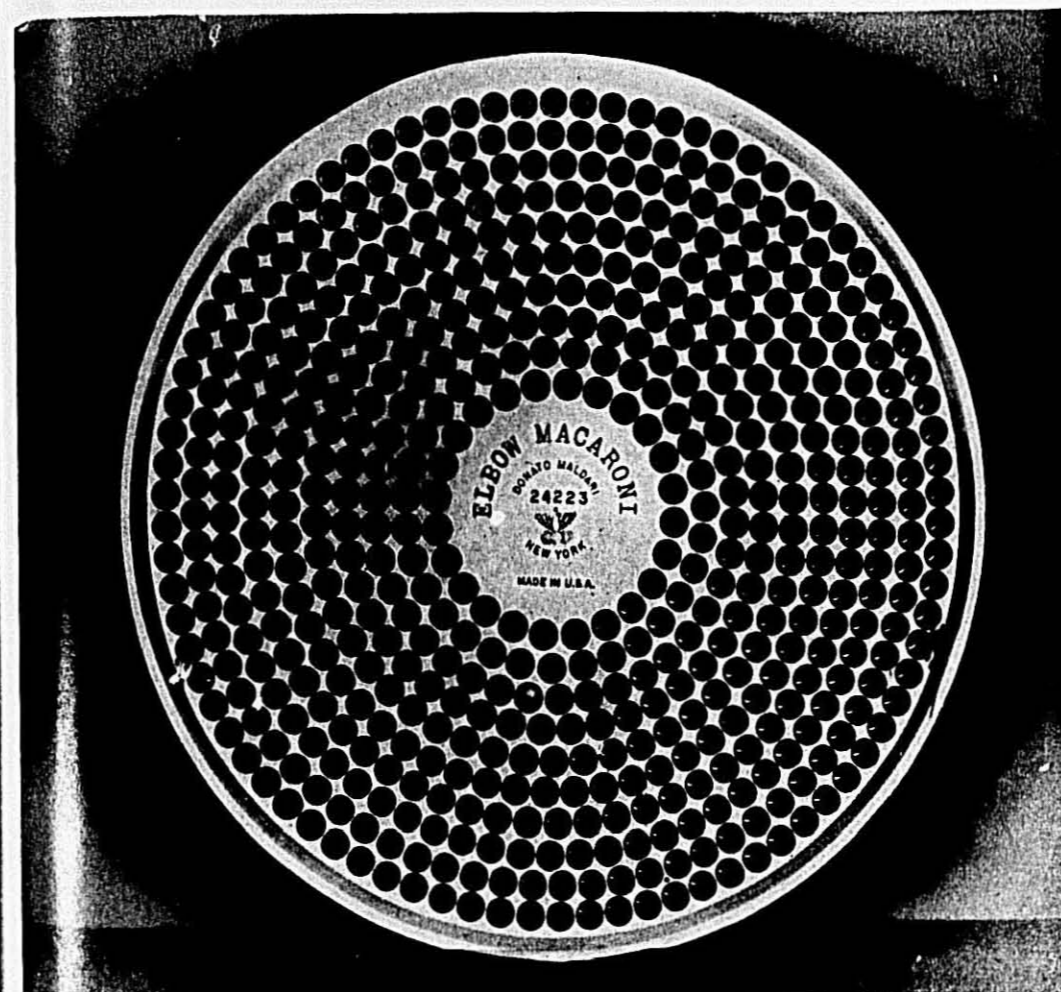
A short tabulation brought out the fact that local deliveries were costing about 68 cents per cwt. A change to company rescheduling of the local cartage company's operations reduced these costs to less than 50 cents per cwt, and it was expected that this cost would soon be down to nearly 40 cents.

One of the company's principal customers had a warehouse in the city where they consolidated shipments. They were also members of a pool car operation to the Pacific Coast. The company was making four deliveries per week to each one. Arrangements were made to accumulate shipments and deliver only twice per week to each point. At this time a surprising

Continued on Page 30

THE MACARONI JOURNAL

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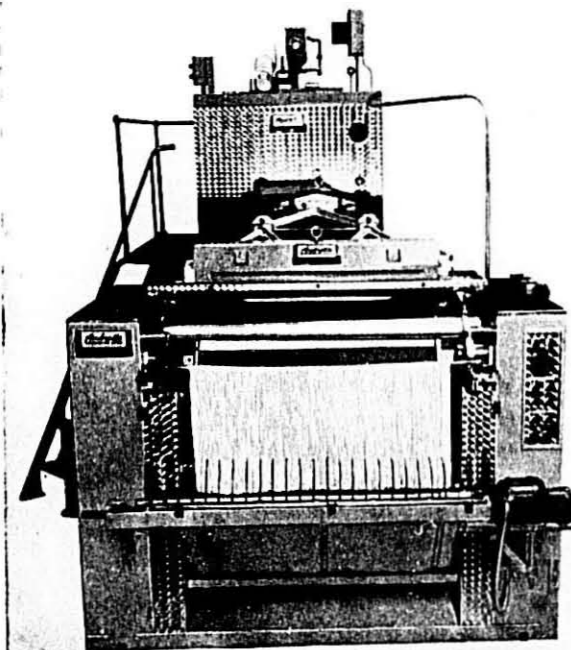
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 LONG GOODS SPREADER

increases production while occupying the same space as
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now in operation in a number of macaroni-noodle plants,
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 ★ ★ Patented

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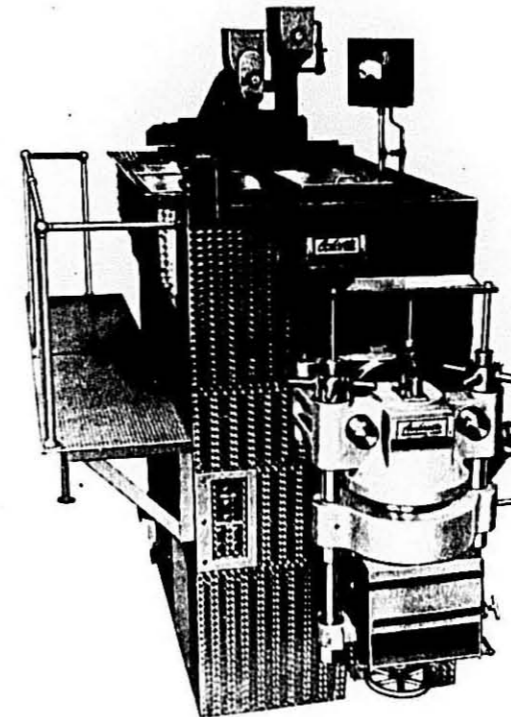
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MR. STANWAY VISITS EUROPE

H. Geddes Stanway, executive vice-president of Skinner Manufacturing Company, Omaha, Nebraska, has returned from a recent trip to Europe.

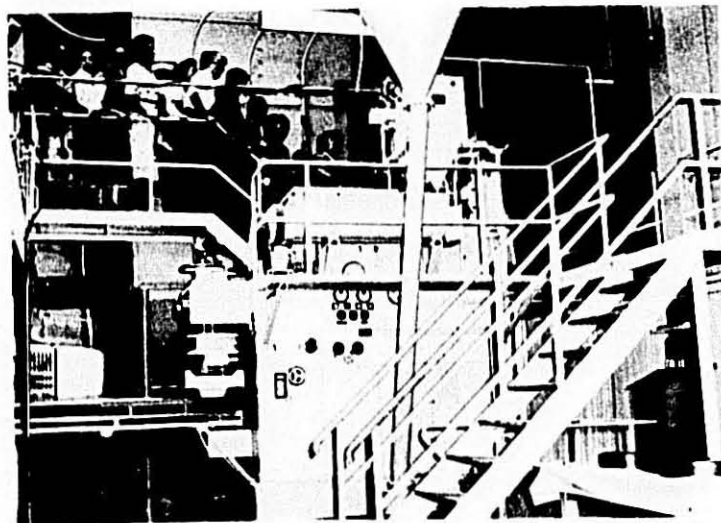
He observed a number of operations of great interest to him.

First on his list was the successful advance and widespread use made of continuous drying. Out of a large number of plants visited he found only one batch room in operation, and here the manager was apologetic for its existence. Everything was on continuous drying - long goods, cut goods, and even noodles and specialties.

Mr. Stanway stated that it was his impression that the macaroni machine manufacturers of Europe have made great strides in putting the industry on an automatic production basis. Buhler Brothers, Braibanti, Pavan, and others have contributed to the progress of the industry.

Impressed with Cleanliness

Next, he found the organization, layout, and operational procedures for sanitation outstanding. In Switzerland and Germany especially it was difficult to find a strand of long goods on the working floor areas. Pictures were taken at Drei Glocken (Three Bells), the Wilhelm Hensel plant in Weinheim, Germany. One is most impressed here with the organizational layout, the excellent operations procedures, and the cleanliness of the plant.



Some of the 50,000 visitors that tour the Drei Glocken plant in Weinheim, Germany, annually.



With Mr. Stanway (center) is Dr. Rhim of the Hensel plant (left), Robert Schmalzer and Roberto Ernst of Buhler Brothers, and Otto Zaiser of Hensel (right), during a visit in the plant's drying department.

At Birkels, one of the largest manufacturers of macaroni products in Germany, one is impressed with the ingenuity and progressive experimentation going on for future methods to advance the industry technologically.

In Italy

At the Milan Fair, the exhibits of macaroni machinery were very much worthwhile. In one building there were vast displays of every kind of produc-

tion equipment, dies, and allied machinery including automatic weighing and carton packing of long goods. In another building one could find the advances of Hesser of Germany, Sig of Switzerland, and others in the packaging equipment field.

In addition to the exhibit of macaroni manufacturing equipment, Milan Fair holds a wide variety of equipment and supplies of every description from 200 foot cranes to marble statues for your lawn.

In Italy one is impressed with the packaging practices which are primarily in bulk paper bags and which for the most part do not lend themselves to the type of packaging machinery used in the United States.

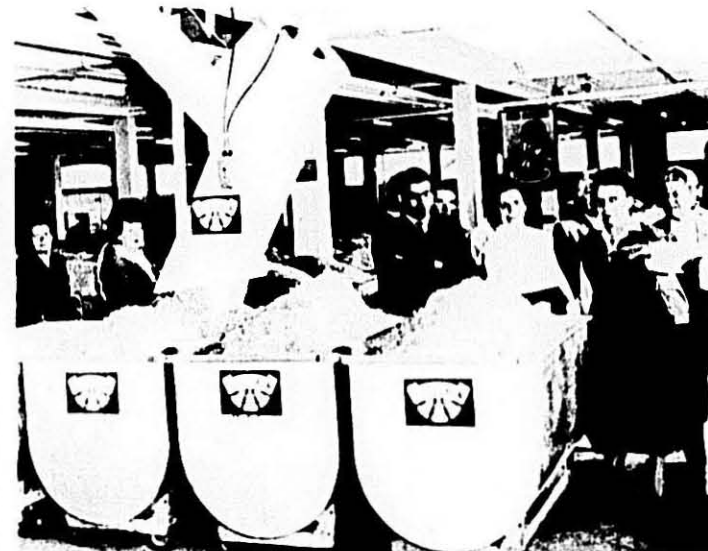
It is difficult to come to a conclusion on a short visit, but the question of Teflon in Italy appears to be determined largely as a personal dislike of the manufacturer. Germany and Switzerland, on the other hand, Teflon appears to be favored. Keep in mind that in Germany most of the spaghetti and macaroni products observed are made with egg.

An interesting stop in Mr. Stanway's travels was a mill on the outskirts of Rome. As one approaches this mill, he is impressed with the blue and white striped draperies at the windows. In fact, except for the loading dock, it looked like an apartment dwelling rather than a flour mill. Of course, in

Italy each marble is in use for flooring, and on each floor of this mill the most colorful machinery is in view for the visitor to see with hardly a sprinkle of flour on anything. This plant was a miller's dream.

Mr. Stanway observed that he was interested too in the fact that on his first factory call there was an absence of any flour in the semolina. What the plant manager called No. 2 grade semolina was similar to our No. 1 with 2% or more flour.

Mr. Stanway encountered extreme friendliness from European macaroni manufacturers. With only one exception the general operations were opened wide for his observation, and this exception was confined to packaging operations in Italy wherein the operators felt that their operations in packaging should not be viewed by anyone in the macaroni business. He was most impressed with the progress, ingenuity, and friendliness of the people all over the British Isles and European continent.



Noodle storage at the Hensel Plant, Weinheim, Germany.

Macaroni Production In Italy from the Italian Trade Commission

Macaroni production is typically an Italian industry. About 1,400 firms are engaged in the industrial production of macaroni in Italy, while non-industrial noodle and macaroni producers in Italy total more than 2,400, a recent survey made by the Italian Chamber of Commerce shows.

The 1,400 industrial producers include a majority of small and medium sized firms, with most of the Italian production concentrated in ten large industrial plants. These alone have a total production capacity of 500,000 metric tons per year. The plants' average age is very low, due to the fact that renewal of the industry's production equipment is - originally a necessary

remedy to war destruction and damage - was later extended to all other industrial plants in Italy.

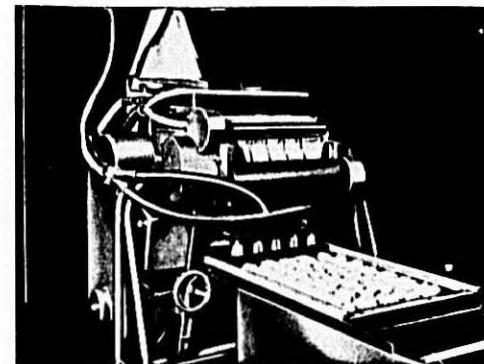
The industry's total productive capacity is now estimated to range between 2.4 and 2.7 million metric tons per year. Current estimates further indicate that Italy's actual production is about 70 per cent of the combined production of the six European Market countries, which now amounts to some 1.85 million metric tons per year. Italian plants are therefore active at an average of 50 to 60 per cent of their total production capacity.

Typical of the Italian macaroni industry is the wide range and the high quality of products. Of the total pro-

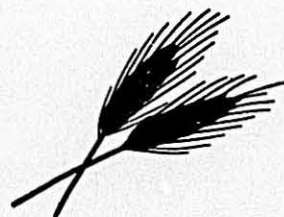
duction, common or standard types represent about 80 per cent, while the remaining 20 per cent consists of "special" products, such as those made with additional ingredients including eggs, gluten, vegetable, milk, tomatoes, etc., or meat stuffed macaronis such as tortellini and ravioli. Long cuts (spaghetti, vermicelli, etc.) represent 30 per cent of the total production of standard type, while 50 per cent consists of large cut products, and the remaining 20 per cent of medium and short cut macaroni for soup.

The Italian macaroni industry was traditionally concentrated in the province of Naples, but it has now achieved substantial development also in other regions of Italy as well as in Sicily. It would be extremely difficult, however, to provide figures indicating the production capacity of each province. Although the number of industrial plants by province is well known, identification of individual production capacities, varying considerably in each case, would prove to be a rather complex task.

Italian exports of macaroni products amounted to 8,800 metric tons in 1955, 11,800 metric tons in 1956 and 11,460 metric tons - for a total value of 1 billion lire - in 1957. Chief export market in recent years was the United Kingdom, which bought 3,000 metric tons for a total value of almost half billion lire in 1957 and consistently rates as the leading foreign buyer of Italian "special" products. The United States is considered a good market, as is Switzerland.



An Italian coiling machine for specialties.



WORKING TO IMPROVE DURUM

Dr. Harris, of the North Dakota State College, Cereal Laboratory, reports that a possible 150 degrees is a critical drying temperature for durum and that 140 degrees for this series of samples is about the highest safe drying temperature. These samples contained 23.5% moisture.

Part of the National Macaroni Manufacturers Association program for durum relations is membership in the Northwest Crop Improvement Association.

Highlights on the organization's efforts in behalf of durum were released recently by Secretary Henry O. Putnam in the association's Annual Report and Plan of Work for 1959-60. A rundown of these activities follow.

The Northwest Crop Improvement Association promoted the need for increased durum acreage. A publicity article was prepared for this purpose and mailed to the County Agents for distribution in the local papers in the durum area. Approved durum varieties were discussed at all meetings in the durum area.

Acreage Campaign

A special campaign for increased durum acreage in 1959 was financed by the durum mills. Rusten Film Associates was employed to conduct the campaign along with the activities of the Northwest Crop Improvement Association. All publicity was checked by Secretary Henry Putnam before release. Approximately 18,000 "Durum Facts" folders were distributed throughout the durum area. Mr. Putnam attended the Langdon Durum Growers meeting and spoke at various county shows and fairs on "plant more durum." He also wrote Senate and House representatives regarding bills relating to acreage allotments for durum.

Mr. Putnam cooperated with the Agricultural Engineering Department of the North Dakota State College in a durum drying project. The drying was done at Langdon, North Dakota. Samples were secured from swathed durum at the Langdon Substation. One sample of each of five lots was air dried to serve as a check for color and gluten quality. Thirty samples were dried at moisture contents ranging from 16.3% to 40%; the bulk of them between 16.3% and 23.5%. Drying temperatures ranged from 110 to 250 degrees and time for drying from 10 minutes to over two hours. Drying temperatures from 170 degrees up demonstrated a lower color score and lower numerical grade.

At the Langdon Durum Show, Mr. Putnam assisted with the judging of approximately 400 samples and also took part in the program. Wheat Quality and Grain Sanitation Exhibits were placed at the show and circulars distributed. He judged and/or took part in the following grain shows: Hecla and Redfield, South Dakota; Park River, Fessenden, Carrington, Langdon, Valley City, Bottineau, Finley and Minot, North Dakota; Thief River Falls, Crookston, and Breckenridge, Minnesota. At the Valley City show he was chairman of the Educational Committee and assisted with scheduling educational films.

He also arranged to put samples of various grains (including durum) and macaroni products on display at the Duluth Port, Great Lakes Waterways opening, July 9-11.

Surveys

Wheat and durum surveys of the 1958 crop were made from ten stations in Brown County and four stations in Day County, South Dakota. A cross state spot survey was taken at 33 stations in 15 counties in Central North Dakota. Ninety-four percent of the wheat from Brown County and 94% from Day County was classified as "bread wheat" and the balance as "durum." Out of approximately 3,500,000 bushels of wheat and durum shipped to terminal markets from North Dakota, 73% was classified as bread wheat, 26% as durum, and 1/2% as mixed wheat. Three per cent of the bread wheat was classified as Heavy Dark Northern Spring, 43% as Dark Northern, and 27% as Northern Spring. The durum was graded as 5% - Hard Amber Durum, 8% - Amber Durum, and 13% - Durum.

Henry Putnam met with the North Dakota State Grain Sanitation Committee in April, 1958, and planned an active campaign for the coming year. The Grain sanitation exhibit was displayed at various crops shows and meetings during the year. Grain sanitation was discussed at numerous meetings during the winter. The number of seizures of grain during the past

year emphasizes the need of continued promotion of grain sanitation. Ten carlots from North Dakota, seven carlots from South Dakota, and nine carlots from Montana were seized because of rodent contamination; as well as two carlots of wheat because of mercury compound.

Mr. Putnam served as State Chairman of Farm-City Week for three years and was a member of the committee this past year. The purpose of the Week is to improve relations between rural and city people. The planning committee consists of a representative of farm organizations, labor, Minneapolis Grain Exchange, and Junior Chamber of Commerce. Arrangements were made for farmers from the eleven counties tributary to the Twin Cities to attend a noon luncheon and visit the Minneapolis Grain Exchange and other business places during the day.

The Northwest Crop Improvement Association prepared 52 publicity articles during the past year. These included results of durum surveys and special articles pertaining to bread wheat, durum and undesirable numbered brands of wheat.

Secretary Henry Putnam assisted with 40 meetings the past year such as the Extension Marketing Conference, Grain Dealers meetings, Grain Sanitation meetings, Crops Shows, Grain Grading Schools, etc. He also arranged a two-day tour of the grain market and allied industries for Prof. R. C. Kinch, South Dakota Agricultural College, and his agronomy students.

Future Plans

The Plan of Work for the Northwest Crop Improvement Association for 1959-1960 calls for a durum campaign to secure a larger acreage of durum, which will provide millers and processors with enough durum for the macaroni industry. The 1959 production should provide enough durum for present-year needs. A large increase in acreage will be needed to maintain the industry. New durum varieties with more stem rust resistance will assist in securing a larger acreage.

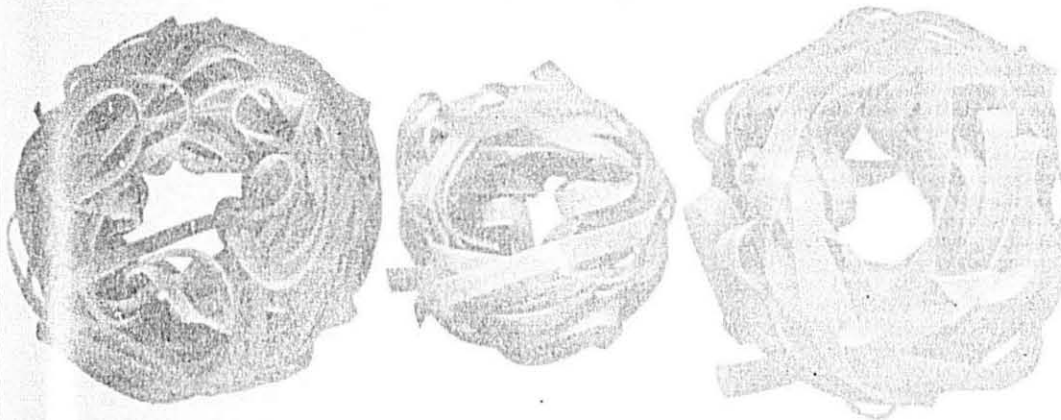
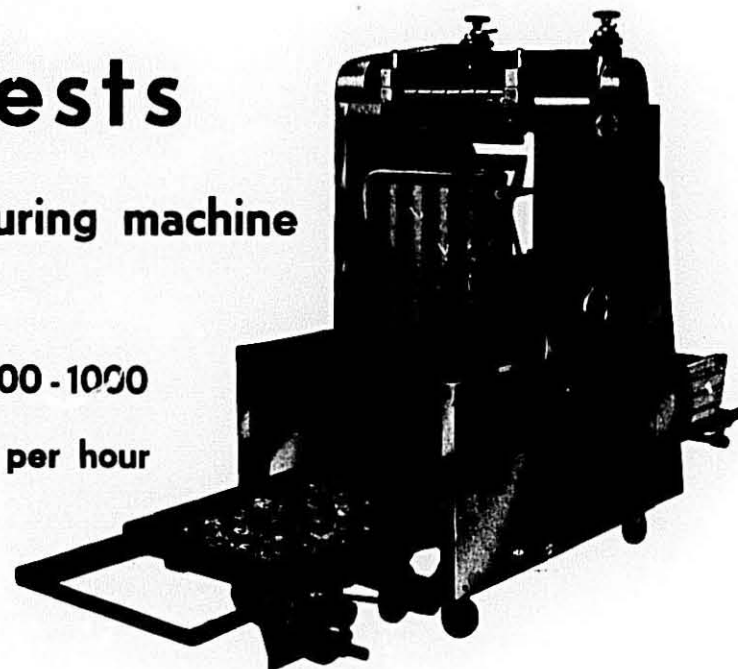
More information relating to proper drying temperatures for durum is needed. High temperatures ruin the gluten quality. The durum grain drying project should be continued in cooperation with the Agricultural Engineering Department of the North Dakota State College. These are the most important projects 1960.

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DURUM GROWERS MEETING

Another forward step for the Durum Growers Association was marked on July 10, as the Board of Directors of the Association met in Grand Forks, North Dakota for the purpose of formulating a marketing committee and observing first hand the milling of durum wheat.

Fifteen members of the Durum Association, representing the key durum raising counties, met at the North Dakota Mill and Elevator. A tour of the durum mill occupied the morning hours.

Promotions Explained

The afternoon business session opened with an address by Howard Lampman of the Durum Wheat Institute. He outlined the efforts of his organization to promote increased consumption of durum products.

"Durum products should be sold on their basic points", he stated, "with emphasis on popularity, convenience, economy, habit and tradition, and compatibility with other foods".

Lampman then outlined the efforts of the Durum Wheat Institute in their promotional work, and described the various methods of contacting the consumer through media and education.

He recommended that the group make contact with key people such as nutritional experts, home economists, and other educators, in addition to the communication of newspaper, radio, television, car-cards, direct mail, magazines and other publications.

P. R. Fossen, manager of the North Dakota Mill and Elevator, reviewed the program of the National Macaroni Institute to increase the consumption of macaroni products.

He outlined the news articles appearing in magazines, newspapers, trade publications and other printed media, in addition to television and radio, and showed other publicity materials.

Fossen presented the publicity kit on National Macaroni Week for this coming October 15 to 24, and displayed other promotional materials. The durum growers were impressed with the extensive publicity efforts of the National Macaroni Institute.

Also speaking to the group was Paul Abrahamson of Bismarck, North Dakota, representing the North Dakota Wheat Commission. He pointed out the importance of agriculture in North Dakota, stating that 90 percent of the state income was derived from agricul-



Durum Growers Association officials meet in Grand Forks; Left to right: Alvin Kenner, Leeds, N. Dak., chairman, Marketing Committee; Tom Ridley, Langdon, N. Dak., member of North Dakota Wheat Commission; P. R. Fossen, Grand Forks, N. Dak., manager of North Dakota Mill and Elevator; Dick Crockett, Langdon, president of Durum Growers Association; Dick Saunders, Doyon, N. Dak., secretary of Durum Growers Association.

ture, and that 40 percent of that total came from durum and hard spring wheat.

Marketing Committee

Richard Crockett, Langdon, North Dakota, presided at the sessions, and related some of his experiences at the recent convention of the National Macaroni Manufacturers Association. The newly created marketing committee was named at the business session, with Alvin Kenner, Leeds, North Dakota, named as chairman.

Members of the Durum Growers Association who attended the meeting included Jacob Gertz, Lakota; Fritz Ottem, Osnabrock; Tom Ridley, Langdon; Dick Saunders, Doyon; Carl Tollefson, Osnabrock; Alvin Kenner, Leeds; Ralph Putnam, Edgeland; Arthur Loraas, Edmore; Ben Mickelson, Rolla; George Stein, Rolla; Palmer Dahlgren, Adams; Bill Ose, Brinsmade; Jim Daws, Michigan; and Harold Hofstrand, Leeds. All cities listed are in North Dakota.

Officers of the Durum Growers Association are Dick Crockett, president; Alvin Kenner, chairman of marketing committee; Tom Ridley, member of the North Dakota Wheat Commission; and Dick Saunders, secretary.

Crop Research Strengthened

The Minnesota Legislature provided \$1,000,000 for construction of the first phase of a Crop Research Laboratory on the St. Paul Campus, University of Minnesota. This facility will materially strengthen basic and applied research

on the improvement of all northern grown crops. In addition, Congress has just increased funds for basic crop research programs by \$100,000. The Rust Prevention Association played a vital role in presenting the need for these funds to strengthen crop research programs.

Wheat Commission Appointments

Otis Tossett, Lansford grain dealer and farmer, and G. H. Mikkelsen of Starkweather, former president of the North Dakota Farm Bureau, were named chairman and vice chairman, respectively, of the North Dakota Wheat Commission at the group's organizational meeting in Bismarck in May. Paul E. R. Abrahamson of Devils Lake left a job as agricultural agent for F. H. Peavey & Co. to begin work as commission administrator.

The group planned a hard wheat and durum wheat promotion program to be financed by a 2-mill tax on each bushel of the two grains sold in North Dakota. The tax went into effect July 1. The commission is supplying instructions, question and answer cards for farmers and other materials to elevator men. Elevators may remit the tax either monthly or quarterly. There are about 950 elevators in North Dakota.

Durum Crop Outlook

The Government's July 1 estimate of durum production was 19,000,913 bushels, which was about 2,287,000 bushels under their estimate of a month earlier

and about 10% under last year's harvest of 2,077,000. This also compares with the ten-year average for durum production of 29,439,000.

Broken down into durum production by states, here is how the 1959 estimate compares with the 1958 harvest:

State	USDA July 1 Estimate 1959 Crop
North Dakota	17,008,000
South Dakota	426,000
Minnesota	660,000
Montana	1,819,000
Total - all states	19,913,000

State	Bu. Harvested in 1958
North Dakota	19,176,000
South Dakota	1,491,000
Minnesota	570,000
Montana	840,000
Total - all states	22,077,000

North Dakota is estimated at approximately 2 million bushels under last year, South Dakota - 1 million under, and Montana at 1 million over, even though total acreage seeded this year was 34% higher.

The estimated yield per acre is 15.7 bushels, compared to the 23.8 bushels yield of last year's harvest.

Short Supply

On the basis of the June 1 durum estimated production of 22,200,000 bushels, durum supplies would be 5,800,000 short of the expected usage for 1959-60. The July 1 report estimates 2,287,000 bushels less than June 1. This deficit increases to approximately 8,100,000 bushels - this amount will have to be supplied from Commodity Credit Corporation stocks (which totaled 10,000,000 bushels on July 1, 1959), leaving an estimated carryover July 1 1960, of 5,000,000 bushels.

The July Commodity Credit Corporation minimum selling prices for various durum grades (in store) are as follows:

Grade	Hard		
	Amber	Amber	Durum
#1	\$2.40 1/2	\$2.35 1/4	\$2.30
#1	2.39 3/4	2.34 1/4	2.29
#3	2.37 1/4	2.32 1/4	2.27
#4	2.34 1/4	2.29 1/4	2.24

One-half cent per bushel is added to the above prices for load-out charges. The minimum selling price for Government stock of #1 Hard Amber Durum, including the load-out charge, is \$2.42. Should the durum market advance higher than \$2.42, the Government will not sell their stocks of durum below the market price.

Effective August 1, and each month thereafter, the Government is increasing their minimum selling price sufficient to cover interest and storage charges since the 1st of July, which amounts to from 1 cent to 1-1/2 cents per month.

The Galvin estimate, based on conditions as of July 1, set durum wheat production in North Dakota at 18,360,000 bushels, South Dakota at 880,000, Minnesota 494,000, and Montana 969,000. Total estimated production is 20,703,000 bushels.

A revision of this estimate based on conditions as of August 1, placed durum production in North Dakota at 15,945,000 bushels, South Dakota 479,000 bushels, Minnesota 660,000 bushels, Montana 1,819,000 bushels, for a total production of durum wheat of 18,903,000 bushels, an indication of lower yields per acre than expected earlier.

High temperatures in the main durum area plus limited moisture caused the crop to mature too rapidly during the end of July, and parched others in various stages of maturity.

Wheat stem rust is light, according to Donald G. Fletcher, executive secretary of the Rust Prevention Association.

Samples of South Dakota durum had arrived at market by August, showing good color and a surprisingly heavy test weight, but reports indicated extremely light yields ranging from 9 to 4 bushels per acre because of drought.

This below normal durum production will bring high prices and just about wipe out both carryover and CCC stocks for next year. Much more durum will have to be planted in 1960, if the macaroni industry is to have adequate supplies.

Legislation Pending

The Senate Agriculture Committee has approved North Dakota Senator Young's durum wheat bill with one amendment - the committee eliminated the advisory commission which was proposed in the original bill. Essentially the bill provides that growers of 100% durum may receive increased durum wheat allotments when the Secretary of Agriculture deems that more durum is needed.

Every macaroni manufacturer interested in durum should write the Secretary of Agriculture telling him that durum should be considered as a separate specialty crop, taken out of the wheat allotment picture, as well as writing to your representatives and senators to support Senator Young's bill S. 1282.

Egg Market Recap

As 1959 began, most "egg experts" were disappointed to find that neither their predictions nor government figures had produced universally expected low egg prices. High prices, due largely to an egg supported market, continued through the early part of March.

Then the flush spring production, the largest in history, dropped egg prices 25% in four short weeks.

When the government's School Lunch funds ran out in mid-April, a new program to buy whole egg solids for the "needy" was announced immediately. In spite of this, the market continued steadily downward to a 17 year low for eggs in late May and early June.

Spring Drive

Secretary of Agriculture Benson called for a big egg promotion drive. "Egg producers are facing a critical marketing situation," the Secretary reported. "Indications are that heavy supplies will continue for some time."

U.S.D.A. took their second step to support the egg market in early June by announcing a program of weekly procurement of frozen whole eggs. This plus extensive culling by overstocked farmers, brought about a rapid 12 cent increase per dozen so that June closed out on a final note of strength.

Early July brought an end to rapidly spiraling egg prices and a downward adjustment of two to three cents per dozen was experienced. However, strength again appeared by the end of July, with prices again rising several cents a dozen to fully recover the earlier downward trend.

Eggtober

The Poultry and Egg National Board in Chicago has adopted a huge program, a "Second National Eggtober" in October, with a central theme of "Eat More Eggs - A Good Health Habit." The Board seeks national advertisers and related tie-ins in print and broadcast media, direct promotion by chain stores, endorsement of Miss Eggtober contests at the local and regional levels, special luncheons for food editors, and the issuance of new egg releases for publication in editorial columns.

PENB will supply a brochure with ideas for individuals and associations to use in furthering their Eggtober activities. Write to Dr. A. William Jasper, PENB 6 South Michigan Avenue, Chicago 3, Illinois.

On the organized chain-store front, George B. Travis, vice president of the National Association of Food Chains,

Check
DEMACO
 for the **BIG**
DIFFERENCE

LOOK FIRST AT DEMACO —

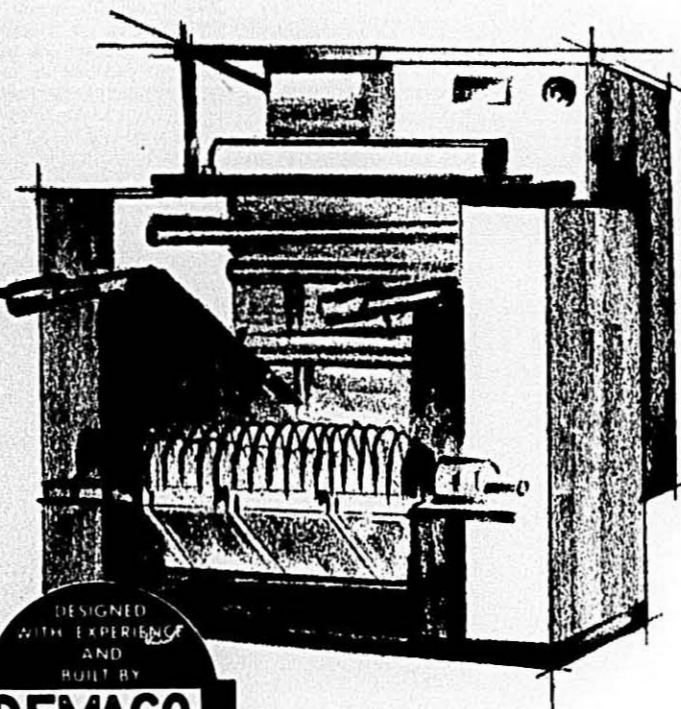
a completely new spreader with advanced Demaco "experienced" design. The only spreader that gives you a maximum production of over 1500 lbs. per hour in the same minimum floor space used for a standard 1000 lb. press. What's more, the Demaco 4 stick spreader is more compact, has simplified design that assures easier operation, less maintenance and ready accessibility.

Remember that there are two important factors to consider before you purchase a spreader. Demaco has them both...

EXPERIENCE — Since 1941 - Demaco has been designing and building automatic spreaders. 18 solid years of experience.

SIMPLICITY OF DESIGN — Over 45 years of specialized macaroni machine design. Come see this Demaco 1500 lb. automatic spreader that utilizes your existing dies, and requires the same minimum floor space as a standard 1000 lb. spreader.

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 with over 1500 lbs. per hour
 proved production!



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 EVergreen 6-9880

DEMACO offers you the complete automatic line

Long Goods continuous Dryers

Long Goods Finish Rooms

Short Cut Presses

Sheet Formers for Noodles

Noodle Cutters
 Conveyors
 Macaroni Cutters

recently gave members of PENB a three-part formula for increasing egg sales through supermarkets.

States he: Improve and maintain egg quality; level out egg production from month to month, year to year; develop and support a strong campaign to build consumer franchise for eggs."

Liquid Egg Production

Liquid egg and liquid egg products production (ingredients added) during June 1959 as reported by the United States Department of Agriculture totaled 95,537,000 pounds--up 26 percent from June last year, and the largest production for the month since 1947. The quantities used for immediate consumption, freezing and drying were all larger than in June 1958.

Liquid egg used or sold for immediate consumption during June totaled 7,067,000 pounds, compared with 5,939,000 pounds in June 1958. Egg solids production totaled 6,119,000 pounds--up 124 percent from June 1958 and up 120 percent from the 1953-57 average. The largest increase over a year earlier continued to be in the production of whole egg solids produced under Government contract. Total production in June consisted of 3,631,000 pounds of whole egg solids, 1,408,000 pounds of albumen solids, and 1,080,000 pounds of yolk solids. Production in June 1958 consisted of 814,000 pounds of whole egg solids, 1,011,000 pounds of albumen solids and 908,000 pounds of yolk solids.

Liquid egg frozen during June totaled 63,643,000 pounds, compared with 58,395,000 pounds in June 1958 and the 1953-57 average for the month of 51,087,000 pounds. It was the largest production for the month since June 1944. Frozen egg stocks increased 32 million pounds during June, compared with 34 million pounds in June 1958 and the 1953-57 average of 26 million pounds.

Traffic Matters

continued from page 18

statement was made by the cartage company who had been doing the dispatching. They said, "If you cut these deliveries in half, how are we going to keep our trucks busy?" By this action and a little care in dispatching shipments, one truck was eliminated. It can be seen that in the near future at least one more truck will be discontinued, plus the elimination of most of the overtime charges. This will make additional savings of \$200 per week.

An overcharge file was set up. To date, claims for refunds amounting to \$130.87 have been filed. These are the first refunds received by the company in more than twenty years of operation.

Study for Savings

I believe that many of our member companies could enjoy similar savings by adopting such a plan.

There are further areas whereby a good traffic department can advise its company of savings.

The decision to add a new plant or warehouse, or add to the number of existing warehouses may be a result of one or more of the following needs: (1) to meet local competition, (2) to open new regional markets, (3) to reduce costs of transportation, (4) to make faster deliveries to customers, (5) to relieve storage problems at the originating source, (6) to level out production schedules for reasonable merchandise.

With the constantly spiraling costs of distribution and transportation it is necessary to periodically review plant and warehouse location decisions. What may have been inadvisable a year ago may be advantageous now.

I would conclude by advising that through my own studies of traffic matters, a good traffic consultant can save small and large companies many dollars every year.

Packaging

continued from page 18

14. Are brand name and trademark easily identified?

15. Does it have promotional features?

"Can the package be used to serve an advertising function?" is another key question frequently raised. Keenly interested in this are alert marketers of consumer goods who probe constantly for new and more creative ways to promote their products.

We have long maintained that the package can serve a valuable advertising function right at the point of purchase where it counts most. Attractively and colorfully designed, a package serves to remind the consumer of the advertising she has already been exposed to in other media, acting as a shelf-talking sales-clincher. A properly designed package can also do a promotional job to sell other products in the line or can perform an institutional promotion. This modern merchandising technique (developed by Rossotti, incidentally gives 100% readership at no extra cost, not only at the point of purchase but also at the point of preparation!

Sell More Macaroni

Our aim in NMMA is, basically, to sell more macaroni. A properly designed macaroni package can help accomplish this by selling hard over competitive or related products. A well designed macaroni package also gets into the store and onto the shelf faster than one which is at best a sluggish salesman.

To sell more macaroni, then, let's upgrade the package. Let's put it in color, give it appetite-appeal and make it highly legible. Let's also give it a distinctive, quality-conscious trademark or logo, and use it to merchandise other products in the line. In short, let's make it an attractive convenience package, convenient both to the consumer with home service ideas and to the retailer for its handling ease.

A fusion of such design features can be accomplished in most instances at far less cost than almost any other product promotion. Packaging is still your best buy for dollars spent to produce and sell goods at a profit. Let's take greater advantage of the improvements in modern packaging... and, let's all sell more macaroni!

Accidents Cost Money

The National Safety Council points out that safety is just good business; management can control work injuries with these seven simple steps:

1. Insist on safety. Practice what you preach; be sure you back up your policy.
2. Assign someone to help on details. Get advice on safety codes, health hazards, safety equipment and special hazards.
3. Locate trouble spots. Watch for things that cause accidents; review causes of past accidents and act on trends.
4. Make the job safe. Remove hazards, provide protective equipment and adequate first-aid equipment.
5. Control unsafe habits. Teach the safe way to do the job, enforce general safety rules and make new rules if needed.
6. Keep simple records, uncover accident causes, check progress and compare experience with others.
7. Get employees into the act. Get their suggestions; talk safety and maintain interest through posters, leaflets, and other inexpensive ready-made material.

New opinions are always suspected, and usually opposed, without any other reason but because they are not already common. — John Locke.

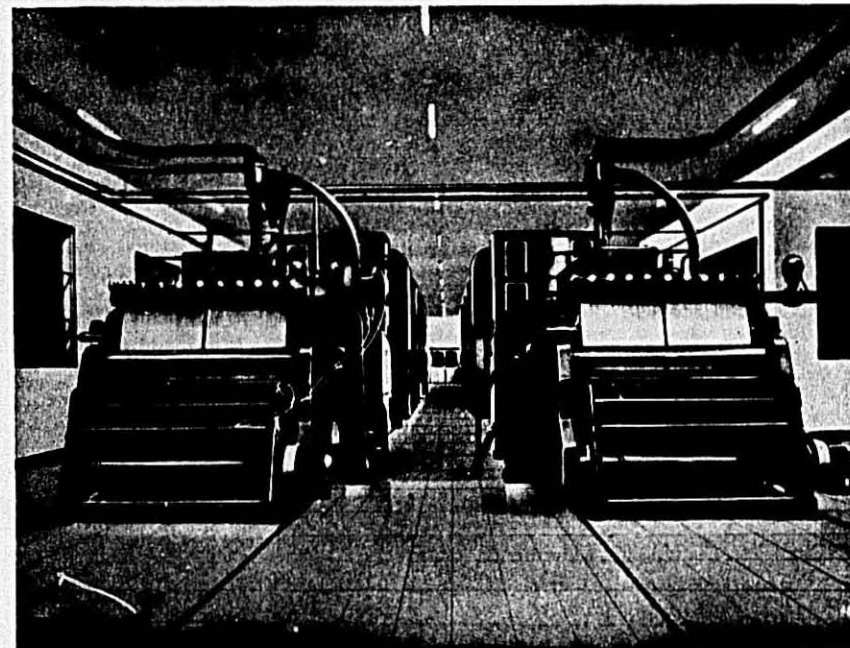
THE MACARONI JOURNAL

modern installations for modern macaroni plants

Our Technical Office is at your disposal to study and to solve your problems.

AVOID BUILDING COST !!

of new premises. Renew instead your equipment. Only half of the space is required with the New Automatic Dryers.



Automatic Lines for Long Goods. Entrance of Products showing automatic spreader.

The picture shows our new automatic "GPL" Lines for all types of long macaroni products. 67 lines of this type are already in operation in 16 different countries.

ONE MAN PER SHIFT: 22,000 lbs. daily of dry products, ready for packing. Similar Lines are available for Twisted and Short Cut Goods.

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Milano - Via Borgognoni, 1

Braibanti



Norris Bettis congratulates Superior Macaroni President Fred Spadafora on being elected vice-president of the National Macaroni Manufacturers Association. Mr. Bettis is container division sales manager of the Flintkote Company.

The Superior Macaroni Company, manufacturers of Superior brand macaroni products, was the first company to manufacture macaroni in Southern California. Founded in 1912, Superior Macaroni Company has over the years accrued many firsts to the Superior ledger. Superio was the first manufacturer to package macaroni products in glassine. Some years later, Superio was the first to convert to the cello-

CALIFORNIA CONCERN

Photos courtesy of the Flintkote Company

phane package. Superio was among the first to prepare packaged Italian Dinners, and they were first in a new conception of noodle packaging. All Superior Macaroni products are shipped throughout the Western United States in custom-designed Flintkote corrugated shipping containers.

The Superior Macaroni Company, located at 704 Clover Street, Los Angeles, places the utmost importance on careful preparation of raw materials, grading, chemical analysis of ingredients, and sanitation controls to maintain the purity and quality of their finished product. All of Superior's macaroni products are made from 100% amber durum wheat.

The present day organization dates back to 1920, when Superior Macaroni Company operated a five thousand square-foot plant in central Los Angeles. Under the initiative of their founder, Fred Spadafora, and his brother, Emil Spadafora, they have since increased their production by a tremendous rate, employ twice as many persons and today operate a modern mechanically-equipped thirty-thousand-square-foot plant, manufacturing a variety of products in the macaroni food line. Superio brand products are retailed through chain groceries

and supermarkets throughout California, Arizona, Nevada and the Hawaiian Islands.

The process of manufacturing macaroni at Superior is completely mechanical. The raw material is milled and shaped with modern equipment. After the macaroni has been shaped (Superior manufactures approximately 40 to 50 different shapes in the complete line of Superio brand products), it is dried for forty-eight hours and packaged to specifications.

Today the Superior Macaroni Company is one of the largest in the West and its famous Superio Brand Products, consisting of a variety of macaroni, spaghetti and egg noodles, are well-known to Western families.

Fred Spadafora, president of the firm, has just been re-elected vice-president of the National Macaroni Manufacturers Association.

Chef Expands

Steady progress was made by American Home Products in their expanding line of food products in 1959. Impressive sales increases were realized by a number of grocery-size Chef Boy-Ar-Dee Italian-style food specialties, as well as on bulk packs sold in institutions and the industrial trade.

While established products continue to show a favorable sales trend, further expansion is being achieved through the marketing of new items, primarily in the Chef Boy-Ar-Dee line. These include Lasagna, Cheese Bolognese, and Mushrooms in Brown Gravy. Previously available in limited quantities, these products have been expanded to a national basis, offering convenience, high quality and value. All of these specialty-type products are meeting with good consumer acceptance. The introduction of Chef Boy-Ar-Dee 40 oz. economy spaghetti and meat balls continues the growth of the Chef Boy-Ar-Dee line in the Canadian market.

Several promising new products are in the development stage and are expected to be released in the near future for marketing under the Chef Boy-Ar-Dee brand.

In this type of convenience food, the appeal of the package is a most important factor in influencing the selection of the brand. Design improvement has been achieved by simplification of the new Chef Boy-Ar-Dee packages. These new packages have been restyled for better product identification in the



Eugene T. Villaume

stores and especially for better visual presentation in printed ads and on television.

Substantial capital investments have been made during 1958 in expanding plant facilities and in improving automation of processes to effect economies at Milton, Pennsylvania, and Oakland, California, plants. These developments have helped to make American Home Products one of the most efficient, low-cost producers of tomato puree and paste and top-quality mushrooms and canned and dry macaroni products which are the basic materials in their fast-growing line of Italian-style foods.

Third Generation

The third generation of Villaumes has stepped into offices of the Minnesota Macaroni Co., 110-146 W. Fairfield, St. Paul, Minnesota. Walter F. Villaume, Sr., president, announced.

His sons, Walter F. Jr. and Eugene T., have been appointed vice presidents with the duties of secretary and treasurer, respectively.

Walter, 28, lives at 953 Winslow, West St. Paul. Eugene, 26, lives at the family home, Birch Knoll Acres, in Inver Grove township.

Mr. Villaume said the firm was started in 1892 by his father, Eugene T. Villaume, and his father's mother, Walter Sr. took over as president from his own mother in 1945.



Walter F. Villaume, Jr.

Macaroni to Schools

Public schools bought about \$3,200,000 worth of macaroni, spaghetti, and egg noodles during the period July 1957 through June 1958 under provisions of the National School Lunch Program. This amount spent was about one-fifth of the total value of flour and other cereal-product deliveries during the year.

About 72 per cent of such flour and cereal-product sales were made through purchases from route salesmen and by telephone from local merchants.

Engaged

Mr. and Mrs. Norman Hjelm have announced the engagement of their daughter, Doris Roiland, of Holmes City, Minnesota, to Mr. David F. Wilson of the King Midas Flour Mills Durum Sales Office in New York.

Miss Roiland is the former secretary to Mr. Lester Swanson, Durum Sales Manager of King Midas Flour Mills, Minneapolis.

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EST. 1920

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

- 1-Vitamins and Minerals Enrichment Assays.
- 2-Enzymes, Solids and Color Score in Eggs, Yolks and Noodles.
- 3-Sedimentation and Flour Analysis.
- 4-Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5-Serological PLANT INSPECTIONS AND WATER REPORTS.

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Subscribers ordering a change of address are requested to notify us at least four weeks in advance and give us their old address as well as the new.



Emil Spadafora and Ralph Brown are shown with several items in the Superio line. Container in center contains bulk packaged egg noodles.

RETROSPECTIONS

by
M. J.



40 Years Ago

- In order to sidestep double standards and two inspections, many of the grain bodies of the wheat growing states were adopting all the grades established by the Federal Government.
- "Grind up your broken macaroni and use them over again in our Macaroni Waste Grinder", said a machinery manufacturer in a full-page advertisement.
- Sales pitch on Association membership quoted Ex-President Theodore Roosevelt as follows: "It is the duty of every man to devote some of his time to the upbuilding of the profession to which he belongs."
- Announcement by the Federal Pure Food Department that it will enforce its 1917 ruling that the word "flour" must be inserted before the name of any macaroni product when not made from semolina was resented by the 56 Pacific Coast macaroni manufacturers.
- A \$12,000 fire destroyed 40,000 pounds of macaroni and a carload of flour and damaged the drying rooms of the Domino Bakery and Macaroni Company, Springfield, Missouri.

30 Years Ago

- "The real problem that confronts all macaroni manufacturers is not the cost of the semolina but the price it will bring when properly converted into salable products." - Editor.
- Guido Tanzi, young engineer, announced the invention of the "Yolanda" and "Fusillo" macaroni dies.
- Salvatore Viviano of S. Viviano Macaroni Manufacturing Company, Carnegie, Pa., was named president of the Tri-State Club, composed of macaroni manufacturers in Maryland, Ohio, Pennsylvania and West Virginia.
- The 1929 total durum wheat crop in North Dakota was expected to be about one-half of the 1928 yield, due chiefly to the sharp durum acreage cut.
- An explosion of undetermined origin caused the death of two employees and injured nearly a score of others at the A. Zerega's Sons macaroni factory in Brooklyn.
- As part of its farm relief program, the German Government increased the tariff rate on all macaroni products imported.

20 Years Ago

- New faces seen among the Association's directorate include those of A. F. Burke, The Ghiglione Corp., Seattle, Wash.; Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo.; Emanuele Ronzoni, Jr., Ronzoni Macaroni Co., Long Island City, N. Y.; G. D. DelRossi, G. D. DelRossi Co., Providence, R. I.; Frank Traficanti, Traficanti Brothers, Chicago, Ill.; and Albert S. Weiss, Weiss Noodle Co., Cleveland, O.
- Betty Crocker, sponsored by General Mills, in a nationwide broadcast featured a dramatic selling story to stimulate the sale of spaghetti, using a spaghetti dish named "An American Boy's Favorite Spaghetti Dinner."
- With the strained labor relations between many employers and employees the past few years, the Journal advised: "Coordinated work to educate American workers is the prime duty of American businessmen to make America safe for Americans willing to work."
- Total imports of macaroni products from Italy for the year 1938 were a little more than 1,000,000 pounds.

10 Years Ago

- Co-Chairmen of Army Buying, Peter J. Viviano of Delmonico Foods and Paul M. Peterson of Capital Flour Mills, reported on the new Federal specifications set-up for macaroni and spaghetti recently announced by the Chicago Quartermaster Corps.
- B. E. Groom, durum farmer and former president of the Greater North Dakota Association, predicted as much as a 50 per cent to 65 per cent drop in the 1949 durum crop.
- Thomas Cuneo of Ronco Foods, was elected president of the National Food Distributors Association at its annual convention in Chicago.
- Joseph Pellegrino of Prince Macaroni Mfg. Co., won first prize at a costume ball held aboard ship, returning from Italy, when he donned a chef's outfit covered with different styles of macaroni and carried a bowl of cooked spaghetti.
- A. Joseph Freschi, co-founder of Ravarino & Freschi, Inc., St. Louis, Missouri, died September 4 after a short illness.

CLASSIFIED

ADVERTISING RATES

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

FOR SALE — Clermont Noodle Cutter with five sets standard cutting width rollers, Dough Breaker, Noodle Dryer and Finish Dryer. In excellent condition, in operation now. Reasonably priced. Write Box 154, Macaroni Journal, Palatine, Illinois.

FOR SALE

Triangle High-Speed two-section Noodle Weighing and Filling Machine with take-away Conveyor and Conveyor Feed Hopper. Will sacrifice. Box No. 161, Macaroni Journal, Palatine, Ill.

FOR SALE — Long goods preliminary dryer, four years old, plastic coated plywood, all controls plus steam coils and electrical controls. Dryer is in perfect condition. Located on West Coast. Reasonably priced.

Automatic spreader - production 1,000 lbs. per hour. Completely factory rebuilt and guaranteed equal to new. Complete with new vacuum system.

Automatic short cut press - production 1,000 lbs. per hour. Completely factory rebuilt and guaranteed equal to new. Complete with vacuum system. Write Box 163, Macaroni Journal, Palatine, Illinois.

INDEX TO ADVERTISERS

Amber Milling Division, G.T.A.	1
Ambrette Machinery Corporation	20-21
Braibanti Company, M. & G.	31
Buhler Brothers, Inc.	13
Clermont Machine Company, Inc.	5 thru 8
Commander-Larabee Milling Co.	17
De Francisci Machine Corporation	24-25
General Mills, Inc.	11
Hoffmann-La Roche, Inc.	Cover III
International Milling Company	Cover IV
Jacobs-Winston Laboratories, Inc.	33
King Midas Flour Mills	13
Macaroni Journal, The	31
Maldari, D. & Sons, Inc.	19
Pavan, N. & M.	23
Rosselli Lithograph Corporation ..	Cover II

Americans in Europe

Albert Ravarino of Ravarino & Freschi, St. Louis, and James T. Williams, Jr. of the Creamette Company, Minneapolis, attended the International Food Conference in Switzerland. Joseph Pellegrino of the Prince Macaroni Manufacturing Company was in Europe on business. Sam Arena of Conte Luna expects to spend most of the summer on the continent.

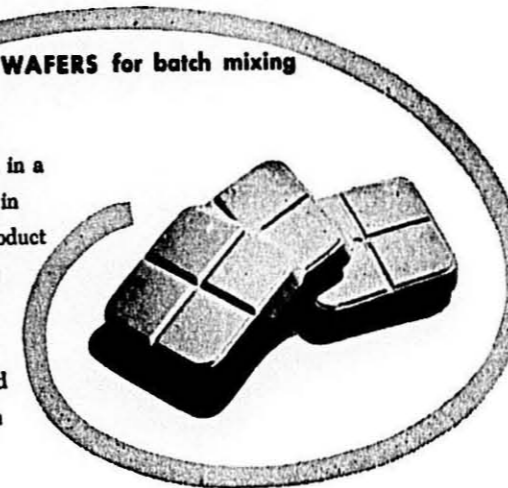
THE MACARONI JOURNAL

How to make your macaroni and noodle products better

One word gives the answer—*enrichment!*
Why does enrichment make them better?
Because enriched foods are nutritionally more valuable. People want nutritious foods. Enrichment makes food more nutritious. You should make your products more nutritious by enriching them. Qualified authorities—physicians, nutritionists, dietitians—support enrichment.

'ROCHE' SQUARE ENRICHMENT WAFERS for batch mixing

1 wafer, to 100 lbs. of semolina, disintegrated in a small amount of water and thoroughly mixed in your dough, gives a macaroni or noodle product fully meeting the minimum FDA requirements (per lb.—4 mg. vitamin B₁, 1.7 mg. vitamin B₂, 27 mg. niacin, 13 mg. iron). Only Roche makes SQUARE enrichment wafers designed for easier, accurate measuring and to mix in solution within seconds.



ENRICHMENT PREMIX CONTAINING 'ROCHE' VITAMINS

for mechanical feeding with any continuous press

1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the same levels as above. We have helpful information on available mechanical feeders.



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