

**THE
MACARONI
JOURNAL**

**Volume 44
No. 2**

June, 1962

Macaroni
Journal

JUNE, 1962





THERE'S MORE TO A PACKAGE THAN A PRETTY PICTURE

Carefully calculated components plus a pretty picture actuate a Rossotti package to promote, to convince and to sell. Tested legibility, for instance, it makes for surer package recognition and recall. Harmony...when typography pleases the eye and attracts attention to the thought, not the type. Controlled contrast in the use of color...with the appropriate juxtaposition of brand and product identification for planned emphasis.

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The Macaroni Journal

June
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Vol. 44
No. 2

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Cover Photo

Individual Macaroni and Cheese Casseroles are the main course in an economic dinner plan which raises funds for WAIF, an international welfare organization. See story on page 6.

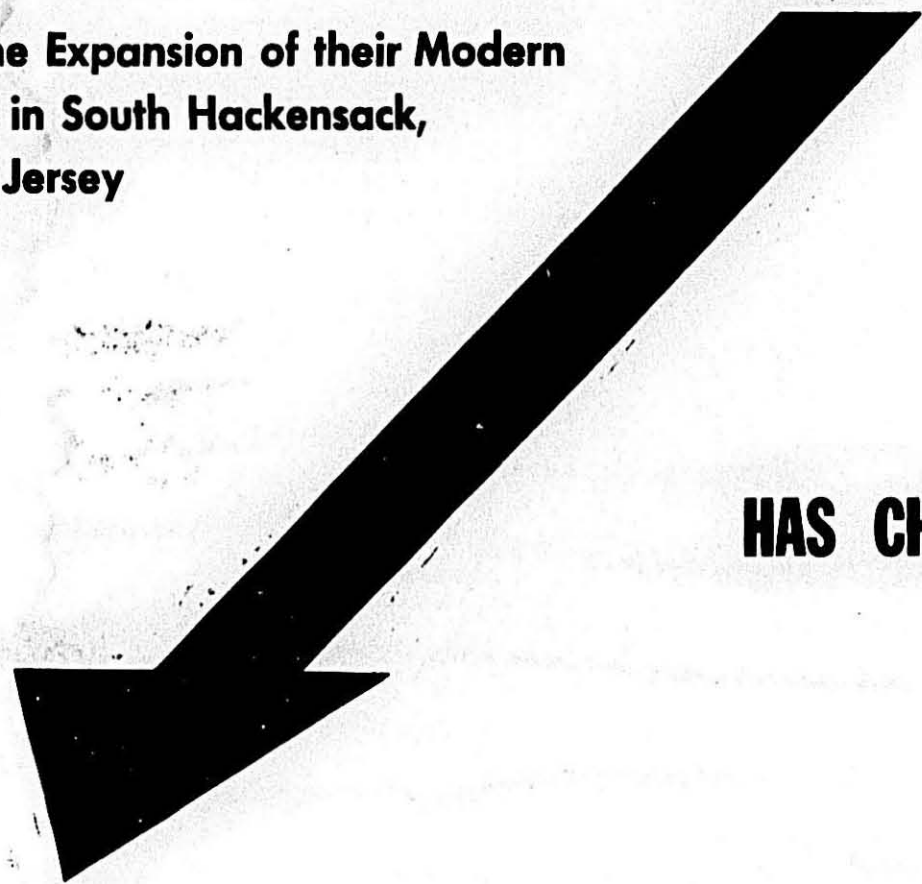
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BUITONI FOODS CORPORATION

For the Expansion of their Modern Plant in South Hackensack, New Jersey

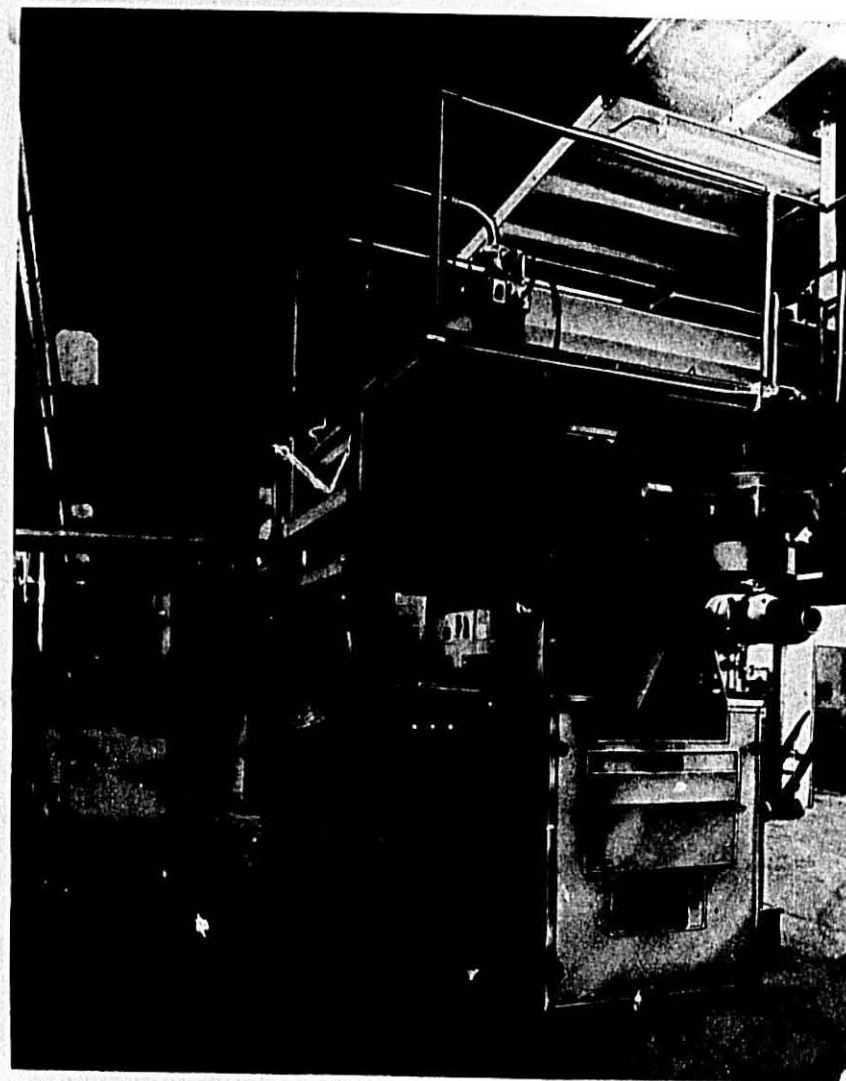


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THE MACARONI JOURNAL



CONTINUOUS AUTOMATIC LINE FOR SHORT CUTS INSTALLED AT BUITONI'S PLANT IN SOUTH HACKENSACK, NEW JERSEY. CONSISTING OF AUTOMATIC PRESS MABRA-C WITH TWO EXTRUSION SCREWS—SHAKER—PRELIMINARY DRYER TELEC/7/9 AND FINAL DRYER TELESS/17/9 BOTH WITH 9 TIERS NYLON BANDS.

U.S.-Canadian Representatives: Lebara Corporation,
60 East 42nd Street, New York 17, New York.

Help for Homeless Children

WAIF, the adoption agency for International Social Service, placed its ten-thousandth homeless child from overseas with new parents in the United States in May.

To help continue its work of finding homes here for orphaned or homeless children in all parts of the world, WAIF is urging churches, clubs, and other groups to sponsor a WAIF Spaghetti Dinner in their communities and to send a portion of the proceeds to WAIF. Individuals are invited to contribute on the same basis with small family dinners or gatherings of friends.

WAIF President Jane Russell discussed the campaign with Art Linkletter on the "Tonight" show over network television and has held press conferences to outline campaign plans. The organization was started in 1953 by Mrs. Waterfield, the Hollywood actress' married name, as a result of difficulties she encountered in attempting to adopt a child.

The General Federation of Women's Clubs, contacted by Perle Mesta and Ted Sills, has covered its members comprising some 16,500 clubs, encouraging them to follow through on WAIF spaghetti dinners.

How-To-Do-It Kits

Sills & Company has prepared a "how-to-do-it" kit for WAIF Spaghetti Dinners with menus, serving instructions, and recipes for quantities of 50, 100, and 500. They are handling press relations and publicity for the campaign.

The kit contains a suggested publicity release that ties in the local organization with the national effort.

Menu suggestions and recipes are given for three separate dinners. The first calls for spaghetti with meat sauce, tossed green salad with lemon dressing, grapefruit apple dessert with nutmeg topping, and coffee. The approximate cost per serving is 30 cents, and there are only 496 calories per serving.

A spaghetti and meat ball dinner is accompanied by green salad with French dressing, Italian bread and butter, sliced pineapple slices, and coffee, at an approximate cost per serving of 49 cents.

The third suggestion is for noodles and frankfurters in mustard sauce, served with green beans, pickled beets, spicy applesauce, and coffee. The approximate cost per serving is 27 cents.

With these low food costs the group is urged to send 25 per cent of the



Perle Mesta and Jane Russell plan Spaghetti Dinners for WAIF.

proceeds of the dinner to WAIF Headquarters, Postoffice Box 2828, Hollywood 28, California.

National Support

Groups requesting kits and indicating support have included various Women's Clubs, the Eastern Star, Emblem Club, Ladies' Auxiliary of the Veterans of Foreign Wars, Church Guilds, Pony Leaguers, Masonic Orders, College Fraternities, Rotary, Knights of Pythias, the Ladies' Auxiliary of a local chapter of the International Woodworkers Union, the YWCA, etc.

As we went to press, governors of the following states had indicated they will sign proclamations naming May as WAIF Month: Alabama, Arkansas, Colorado, Illinois, Kentucky, Minnesota, Missouri, Nebraska, Nevada, New Mexico, New Jersey, North Dakota, Ohio, and Oklahoma.

Start the Meal with Macaroni

Charles F. Moulton of Lebara Corporation has called attention to advertising placed by the French association of macaroni manufacturers in the publication "Elle" (She).

In a double page spread in full color, a still life consisting of red ripe tomatoes and shafts of wheat in a wicker basket is headed "Nature." Opposite in a similar basket is a serving of spaghetti with tomato sauce and a garnish of grated cheese, entitled "On Your Plate."

Text written in a red border, reading downwards, says "ALWAYS TO BE WELL BALANCED AND HEALTHY" in large letters. The first letter of each word forms another word, "Pates," the French for "pasta." In small type the copy reads: "The most natural of all foodstuffs consisting only of semolina and water. For reasons of both health and gastronomy, eat your macaroni as a first dish."

Editorial Support

An article that appeared in the publication has been translated by Mr. Moulton as follows:

"It is always the first dish which gives the greatest headache to the housewife. One would think that French women, generally considered to be experts in the culinary arts, would seem to be completely unaware that macaroni dishes are created to be eaten as a first dish: made entirely from semolina hard wheat, that noblest of all cereals, they import to the stomach a lovely soothing feeling on account of their richness in energy values.

"One can easily understand that when one is very hungry, this gives rise to a sort of irritation not only in the stomach but in the whole digestive system. At that time a plate of macaroni products is the ideal solution for this excitement. Eaten as a first dish, they restore to the system an equilibrium which so many of the pressures of modern living are bent on upsetting.

Naturally Healthy

"It has been said about macaroni products that not only are they the best food created for man, since they are the healthiest and the most natural, but they are also used as a basis for all gastronomic pleasures. Do you ever dream of holidays, of the perfumes of Provence—tomato, basil, thyme, rosemary—or of a good meat gravy which brings back to your mind the most succulent part of a roast, or perhaps of a grated cheese dish which tickles the appetite when the cheese is gently simmering? Do you dream of what is tasty and what makes you hungry? Then never forget that the macaroni dishes are always at hand with all of their shapes, short and cured, or long and pointed, flat, straight or bent, each one suggesting to your palate different degrees of voluptuous enchantment. For once greediness and health are in complete agreement!

"For you, dear lady, and for your family, eating your macaroni products (Continued on page 26)

THE MACARONI JOURNAL

The Story of Macaroni

No. 18

SUCCESS STORY

You can name the chapters in the success story of the macaroni industry-- the introduction of durum wheat... the specialized milling of semolina ... the cooperative Association efforts that actively began in 1919.

Add to these the factors that account for macaroni's continuing success--dependable sources of first-quality durum wheat... improvements in manufacturing equipment and methods... attractive packaging... advertising... and the fact that people LIKE macaroni.

Yes, today macaroni is truly a universal dish. Appreciated for its rich food value, appetite appeal and low cost, macaroni is a favorite dish for people in all walks of life.

In milling King Midas Semolina, one thought has always prevailed... that quality of product is the only sure foundation for continuing success.

King Midas DURUM PRODUCTS
MINNEAPOLIS MINNESOTA





Old timer Henry Ross has identified some of the group that met in Minneapolis in June, 1915 as follows: in the front row, directly to the left of the man on the curb—Mr. Mueller of the C. F. Mueller Company, and Jim Williams of the Creamette Company. In the back row: far left—Mr. Forbes, Association Secretary; third man—Fred Becker of Cleveland; (4) William Theringer of Milwaukee; (7) Henry Ross of Braidwood, Illinois; (9) Dwight Yerxa, a miller; (10) Frank Zerega of Brooklyn; (11) Paul Skianer of Omaha. Far right is B. S. Scotland. In the group but unidentified are John S. Pillsbury, Tom Brown, Walter Osendahl, Mr. Villame of Minnesota Macaroni, Mr. Schmidt of Crescent, Mr. Heustis of Texas, and Messrs. Andrews and Thurston.

MEET THE MEMBERS

THE MACARONI business in the United States is characterized by regional distribution carried on largely by family owned and managed concerns. Frequently management is now in the hands of third or fourth generation from the founder, whose name is frequently Italian, but in a surprising number of instances is not.

Macaroni management is generally hard working, ingenious, and proud of what has been accomplished from humble beginnings. A number of the firms are quite small, particularly with the corporate yardstick with which most business is measured in the United States. And, as the food business has become more complex, there has been a mortality of the small organization either going out of business or merging with larger units.

In New England

For example, in New England Prince Macaroni Manufacturing Company headquarters in Lowell, Massachusetts. Subsidiary plants and sales offices of "The Royal Family of Italian Foods" are located in Brooklyn, Rochester, New York, Chicago, Miami, and the Prince-Michigan Macaroni Company in Detroit, Michigan. Sauces are packed in Merchantville, New Jersey, and containers made in Lowell. There are other affiliates in Canada and Italy. President Joseph Pellegrino is an Association director.

Bay State Macaroni Company in Lawrence, Massachusetts, is operated by the Scarpaci brothers packing the

Viva brand. A. J. Pereira manages the Luso-American Macaroni Manufacturing Company in Fall River, a streamlined bulk operation.

Eastern Area

V. LaRosa & Sons with headquarters in Brooklyn, New York, have a plant in Danielson, Connecticut, to serve New England; one at Hatboro, Pennsylvania, to serve the Philadelphia area and the Middle Atlantic states; the La Premiata Division near Pittsburgh; Russo Division in Chicago; and Tharinger Division in Milwaukee, Wisconsin. Their diversification runs from soup to Italian style cookies and breadsticks. See "The La Rosa Story" on page 48 of the Macaroni Journal for January, 1962. Peter La Rosa, chairman of the company's executive committee, is a past president of NMMA. Vincent F. La Rosa, the company's director of sales, is presently an Association director.

In metropolitan New York, the Ronzoni Macaroni Company of Long Island City has as president Emanuele Ronzoni, Jr., who is presently serving as president of the National Macaroni Manufacturers Association. Another Long Island City concern, A. Goodman & Sons, has as vice president Robert I. Cowen, who is also a vice president of the Association. Eric Cohn is president of Goodman. In addition to its macaroni line, this company manufactures noodles and matzos for the important Jewish market of metropolitan New York. Horowitz Brothers &

Margaret do likewise, with Jacob L. Horowitz the chief executive.

In Brooklyn, the De Martini Macaroni Company is managed by Alexander Frank and Edward King with affiliation with the Ambrette Machinery Corporation.

An eagle is the brand insignia of the Paramount Macaroni Company, managed by the Coniglio family.

The Refined Macaroni Corporation, established in 1915, moved to their present plant in 1950. Dante Iorio is president and Albert Molinaro vice president.

On the Jersey side, the C. F. Mueller Company has been in Jersey City since 1887. President H. Edward Toner is an Association director, while Executive Vice President C. Frederick Mueller is a past president of the Association and active on the National Macaroni Institute committee.

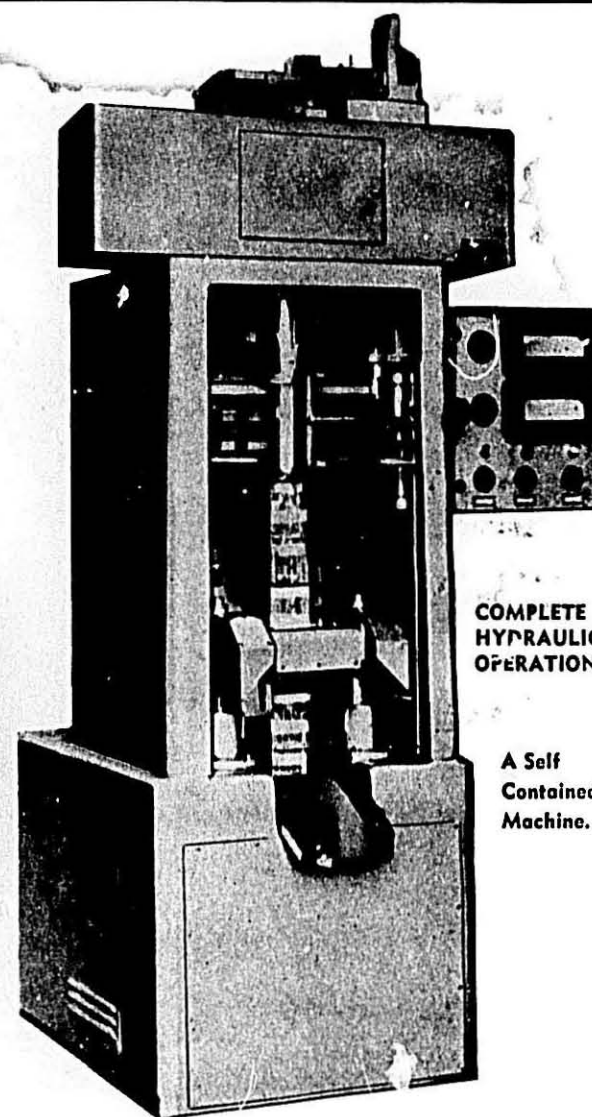
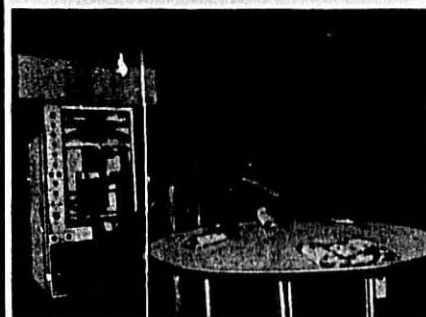
Granddaddy

Granddaddy to them all is A. Zerega's Sons, Inc. of Fair Lawn, New Jersey. First company to manufacture macaroni in the United States, they started operations in 1848 at the foot of Brooklyn Bridge. In the 1890's Frank Zerega, still active today as president of the company, (and oldest living past president of the Association), imported the first durum to be used in this country. In 1950 a new one-story plant was opened in Fair Lawn, New Jersey, featuring the first all-pneumatic floor handling system to be installed in a

(Continued on page 10)

Combination NOODLE and CUT GOODS AUTOMATIC PACKER

"Call ASECO and see IT
in Operation."



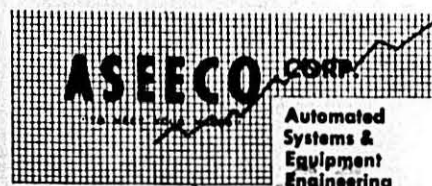
COMPLETE
HYDRAULIC
OPERATION.

A Self
Contained
Machine.

TWO MODELS	{ Single Scale Dual Scale
NOODLES	5 oz. to 1 lb.
CUT GOODS	5 oz. to 32 oz.
SPEED	Up To 45 Per Minute

- ACCURATE WEIGHTS
- MAKES BAGS
- SEALS BAGS
(Poly or any sealable film)

PATENTED chute transfers
3 to 4 inch noodles without
breaking or clogging — No plungers.



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LOS ANGELES 6, CALIFORNIA

Meet the Members—

(Continued from page 8)

macaroni plant. Paul Vermeylen, fourth generation descendant of founder Antoine Zerega, is an Association director.

Pennsylvania

In the Philadelphia area, Conte Luna Foods, Inc. of Norristown, has Sam Arena as chief executive. Sam serves as an NMMA director.

Philadelphia Macaroni Company is managed by Luke A. Marano.

Another Association director is Raymond Guerrisi, president of San Giorgio Macaroni, Inc., of Lebanon, Pennsylvania. HK by fire in the fall of 1960, the Guerrisi boys have worked hard to maintain their business and rebuild their plant.

Megs Macaroni Company of Harrisburg, Pennsylvania, has successfully promoted Bott Bol and the 'distelfink' as synonyms for Pennsylvania Dutch cooking under the aggressive management of C. W. Wolfe. Jack was Association president during the trying years of World War II and won the lasting admiration of his business colleagues.

Up in Milton, Pennsylvania, American Home Foods manufactures Chef Boy-ar-dee combination dinners and canned products, while over in Pittsburgh Bonny Boehm is the outside representative for the family concern of W. Boehm's Company.

Up in Allentown, the Dutch Maid Food Packing Company is run by Ignatz Sauerzopf and his son.

Up-State

The Alpine Eagle is the brand of Cumberland Macaroni Manufacturing Company located in the Alleghenies of Cumberland, Maryland. The company is managed by the Nevy family.

In western New York State, Procono-Rossi Corporation was established in 1916 at Auburn. Nicholas Rossi is an NMMA director.

The sons of the late Alfonso Gioia, an Association president, run the Bravo Macaroni Company of Rochester. Horace P. Gioia is an immediate past president of the Association and chairman of the National Macaroni Institute.

Horace A. Gioia, a cousin, manages the Gioia Macaroni Company of Buffalo, New York, originally founded in 1910.

Ohio

In the Cleveland area, Ideal Macaroni Company of Bedford Heights, managed by Leo Ippolito and his son, Pat, claim to be a best-seller. Mrs. Weiss' Noodles are certainly a local favorite, made by Albert Weiss, an Association director, who moves into new quarters this summer.

In central Ohio in the Amish country, Inn Maid Products got their start in 1946 from the chicken dinners served by the Paul Reining family at Smithville, Ohio. Their homemade noodles were so successful, they began commercial production at Millersburg.

In Toledo, Emanuel Fishler makes noodles under the name of Noody Products Company.

Southern

The Palazzolo Brothers of Cincinnati merged in 1956 with their cousins, the Vivianos of Delmonico Foods in Louisville. Peter J. Viviano, president of the company, is a director of the Association. They have an affiliate managed by Peter S. Viviano in Tampa, Florida.

Ronco Foods of Memphis serves the mid-South from a new plant that was described in the Macaroni Journal August, 1961. Albert Robillo is the chief executive.

In New Orleans, National Food Products manufactures the Luxury brand under the direction of Jerome L. Tujague, a director of the Association.

Up in Shreveport, Joseph Sunseri is assisted by the Cordaro brothers in the operation of the Shreveport Macaroni Manufacturing Company.

In Fort Worth, Texas, Our Best brand has been made by the Laneri brothers and their father since 1899.

Mid-West

Fifty years ago, Mrs. Grass made homemade noodles that were distributed door to door. Today her sons, Irving and Sidney, carry on the business of distributing egg noodles throughout the Midwest and Mrs. Grass' soup mix nationally. Irving Grass is an Association director.

The John B. Canepa Company has been in Chicago over a hundred years manufacturing the Red Cross brand. Chief executive is Albert J. Bono.

New Mill Noodle & Macaroni Company, managed by Andrew J. Russo, is credited with having developed kluski noodles—a Polish name for a thick home-style product.

Cicero Macaroni Manufacturing Company is owned and operated by Harold J. Pucci, while the macaroni plant of the Kellogg Company, the Battle Creek cereal people, is managed by L. A. Bergseth in Lockport, Illinois.

Peter Rossi & Sons has been in the land of Lincoln since 1876. Henry Rossi and his sons, Albert and Henry, Jr., manufacture the Rossi and Lincoln brands. Henry, Sr., presented a paper at the first macaroni convention in 1904 and is a member of the Board of Directors.

Theodor and Hilda Schmidt came

to Detroit from Germany to make noodles. Their son Richard is active in the business.

In Wheeling, a suburb of Chicago, Kenneth Fish manages the Aslen Noodle Company.

Crescent Macaroni & Cracker Company are big cookie bakers in Davenport, Iowa. Richard Schmidt is active in the cookie bakers association, while old-timers will remember his uncle Carl at macaroni conventions.

Up in the Twin Cities, the Creamette Company has a long history with the Association. Chief executive J. T. Williams, Jr., is a director and his late father was president of NMMA during the first World War.

The Minnesota Macaroni Company of St. Paul recently changed its name to Jenny Lee, Inc., to conform with the company's leading brand name. Brothers Eugene and Walter F. Villalume, Jr., carry on the business started by their grandfather some 70 years ago.

Western Operations

The Quality Macaroni Division of American Beauty is located in St. Paul, Minnesota. Headquarters in Kansas City, Kansas, are managed by P. F. Vagnino. Kansas City operations and a plant in Dallas, Texas, are supervised by Ralph Sari, a director of NMMA. P. F. Vagnino, Sr., and his two sons have a plant in Denver, Colorado, with facilities in Salt Lake City, Utah. A third brother, Louis S. Vagnino, operates a plant in St. Louis. He is a past president of the Association.

Ravarino & Freschi of St. Louis finds the Freschi family in the production end of the business, while Albert Ravarino, a vice-president of the Association, and his brother Ernest, head up sales.

In Omaha, Nebraska, the Skinner Macaroni Company, headed by Lloyd E. Skinner, a past president of the Association, has just moved into a new plant. A story on the plant description appeared in the Macaroni Journal for April, 1961.

Brice Foods, a division of the Col-R-Corn Corporation, have a plant in Wall Lake, Iowa, while the corporation's president, Joseph S. Goldware, is a practicing attorney in Omaha.

General manager of Gooch Food Products Company in Lincoln, Nebraska, is Arvill E. Davis, an Association director. In addition to Gooch's Best macaroni products, the company distributes beans, mixes, feeds and flour from the Gooch mills.

On the Coast

In Southern California, Ed DeRocco of the San Diego Macaroni Company

has been a long-time director of the Association. In the Los Angeles area, Roy Lesa and Tony Esposito manage the Angelus Macaroni Company. The Costa family have a new plant out on Valley Boulevard, while Camillo DeRocco and his son Francis operate the Florence Macaroni Manufacturing Company.

Anthony Bizzarri of the Anthony Macaroni Company packs the popular La Paloma brand. Association Director Robert William, head of Western Globe Products, directs the affairs of Globe A-1 macaroni. Superio brand of the Superior Macaroni Company is made by the Spadafora brothers, Emil and Fred. Fred is a vice president of the Association.

Perfection brand is produced by the Fresno Macaroni Manufacturing Company, owned and operated by A. Borrelli. Mr. Borrelli has an interest in the West Coast Macaroni Manufacturing Company located in Oakland and directed by Julio DiDonato. In this market also is the Oakland Macaroni Company run by John Leveroni and D. Merilino & Sons on 83rd Avenue.

Across the bay is Roma Macaroni Factory in San Francisco, managed by Frank Cafferata and George Paolini. The California-Vulcan Macaroni Company, operated by the Baclgalupi brothers, does a considerable export business across the Pacific.

Down the peninsula in San Jose, the Muzzio brothers operate the California Paste Company.

Golden Grain Macaroni Company of San Leandro, California, claims to be the largest plant in the West. Their products are found throughout the West, and their specialty Rice-A-Roni has even wider distribution. Chief executive of the California plant is Vincent DeDomenico, a director of the Association. His brother, Paskey DeDomenico, in Seattle, is also a director of the Association and president of the corporation.

The Porter-Scarpelli Macaroni Company of Portland, Oregon, is managed by Sam Scarpelli and his son Ernest.

In Spokane, Washington, the De Felice family manufactures the Taystee brand of macaroni products.

Canadians

In Canada, Catelli Food Products, Ltd., established in 1867, manufactures a sizable quantity of macaroni products, Habitant soups, and pack pickles and jams. They have five plants, two just completed in Winnipeg and La Prairie in Quebec. Their headquarters is in Montreal.

Chatbohnan, Ltd. of Montreal are cookie bakers as well as macaroni manufacturers.

The newest entry in Canada's dynamic food manufacturing industry is Romi Foods, Ltd. of Weston, Ontario, a suburb of Toronto. This operation was described in the cover story of the Macaroni Journal for May, 1961.

The Creamette Company of Canada, with its plant in Winnipeg, is an affiliate of the Minneapolis concern.

Constant Macaroni Company of St. Boniface, just outside of Winnipeg, is managed by a brother and sister team of Lucien and Madeleine Constant.

Germany

Two German firms are members of the Association. B. Birkel Sohne is the largest macaroni manufacturer of the country, with five plants. Headquarters are in Endersbach bei Stuttgart.

Drei Glocken in Weinhelm is owned and managed by Dr. and Mrs. Rihm.

Fisher Flouring Mills

The name of Fisher stands out with dominance in the Seattle area. Persistence, hard work, enterprise and vision went into making the name respected beyond the confines of the flour milling industry.

Oliver Williams Fisher took Horace Greeley's advice in 1903 and went as far west as Belgrade, Montana. There he purchased a flour mill which became the Gallatin Valley Milling Company.

O. W. has five sons and one son-in-law were convinced there were larger markets for them. Leaving one son to run the Gallatin plant, they all moved farther west and by 1911 they had opened Fisher Flouring Mills.

After the death of O. W. in 1922 his son O. D. took over aided by his brothers.

Continuous Improvement

Fisher Flouring Mills has taken advantage of every technological development to improve operations. It was the Fisher organization that brought bulgur into prominence as a food suitable for under-nourished peoples abroad, and merchandising enterprise that saw it accepted as a gourmet food by many people in the United States.

In recent years they have installed a Buhler milling system for handling durum to supply macaroni manufacturers on the west coast.

President of the company is John L. Locke, with Kenneth R. Fisher, as general manager and vice president and W. Kirby Holmes, as an export manager and vice president.

As O. D. Fisher points out the success of the Fisher empire has not resulted solely from the efforts of the members of the family. The success is attributed to acumen, efficiency, appli-

cation and many more. But it is best summed up by Mr. Fisher in a statement he made several years ago: "He has never permitted the burden of mature responsibility to dull the insatiable curiosity of youth."

New ADM Trademark

Recently the Archer-Daniels-Midland Company of Minneapolis introduced a new trademark that will be used to identify its hundreds of products. The new trademark is an abstract outline of a leaf enclosing a molecular design and symbolizes the company's two fields of operations—the processing of agricultural and chemical products.

Archer-Daniels-Midland

The company will call itself ADM, but the legal name, Archer-Daniels-Midland Company, will not be changed.

Mr. Victor P. Buell, vice-president and director of marketing for ADM, said the new trademark is part of a complete corporate identification program that will bring all of the company's diverse operations together under a single banner.

"There was a strong need for a distinctive, forceful identity for ADM in our two major fields—agriculture and chemicals," Mr. Buell said. "There also was a need for a trademark that would distinguish all ADM products."

A symbolic sheaf of wheat has identified Commander-Larabee flours, while the Archer trademark, a yeoman with a drawn long bow, identified the company's industrial products. The Archer symbol could not be used on ADM food products because it conflicted with competitors' trademarks. When the trademark is used in the food field with products such as flour, proteins and edible oils, it will be in gold and brown. In corporate applications and on industrial products, it will be blue and black.

Constant Research

"We are constantly bringing new products to market from our research laboratories," Mr. Buell said. "While no manufacturer ever sees all of them, he is more likely to accept new ones in his field if he is fully aware of the other ADM products he uses."

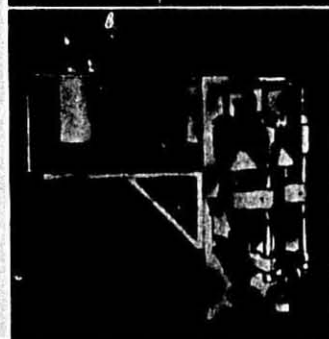
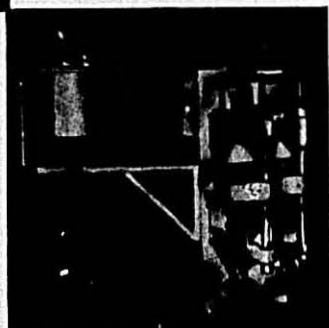
The new trademark will be used on company drums, bags, cartons, cans, trucks, freight cars and tank cars. ADM annually produces some 10,000,000 individual containers of its products and operates several hundred rail cars and trucks. As part of the program to broaden public knowledge of ADM, the company's plants, elevators and mines in 20 states will also carry the new trademark.

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

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

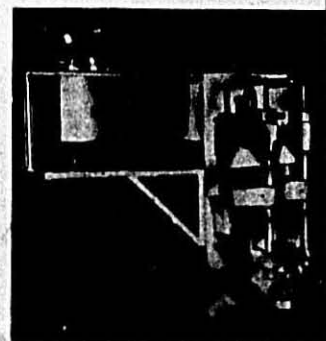


The new Demaco Short Cut Press with two extrusion heads assembled in one compact unit will produce over 2000 pounds per hour of short cuts. Here the accent is on quality, production with slow, slow extrusion over two dies. Before you buy, investigate the many outstanding features offered by Demaco. This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

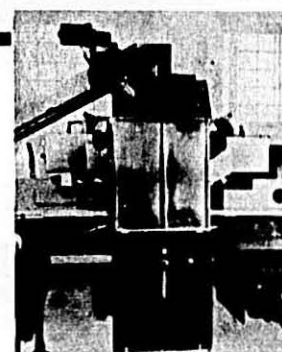


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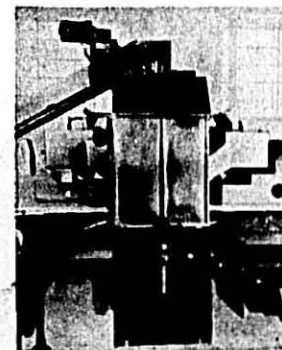


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The Wheat Breeder Needs Two Eyes

by Dr. Glenn S. Smith, Plant Breeder, Agricultural Experiment Station, Fargo



Dr. Kenneth Lebeck and Dr. Glenn S. Smith, plant breeders, North Dakota State University.

THE wheat breeder needs two eyes. This profound statement, may seem unnecessary, but perhaps it may serve to emphasize that there are two different points of view in this matter of wheat improvement, namely the environmental and the hereditary. The wheat breeder sits in an interesting position, but if he is to be successful, he must keep both the environmental and hereditary points of view sharply in focus at the same time.

Environment

In many respects the environmental aspects of wheat improvement seem the more important. Sometimes the grower and the trade both appear to be not very much aware of the hereditary aspects. We have had periods of time, five years or more when a single wheat variety dominated the hard spring wheat picture. We might name Red Fife, Marquis, Kubanka, Mindum, Ceres, Thatcher, Stewart, Mida and most recently Selkirk. In such times, the awareness of the farmer and of the trade of the possibilities of variety or heredity tend to be rather vague. If the single variety is acceptable attention shifts strongly to environmental or seasonal considerations. The grower's main concern is with rotations, fertilizer costs, tillage, disease epidemics, shattering, rainfall and the resulting yield. The trade's concern is with areas where plumpness and protein are high, where black point, scab, or post har-

vest rains have not injured quality. These are all environmental considerations.

Heredity

The plant breeder on the other hand must have one eye on all these environmental influences, but he knows that many of these are beyond the control of the grower, or of the processor. He turns his other eye upon the heredity of the plant, and tries to bring the two into focus.

The plant breeder knows that his first obligation lies in the direction of reducing these environmental hazards. If they are not reduced, neither the grower nor the trade can remain in business. In fact the support for plant breeding probably can be traced to the environmental disasters which have struck. In our own state, we think back to 1904 one of the first great stem rust epidemics. The observation by John Shepperd L. at durums were much more resistant than Red Fife or Blue-stem probably established the durum grower in this area. Again in 1916, a severe stem rust epidemic struck and many growers burned their fields because they were not worth harvesting. By this time the possibilities of hybridization, or modifying the heredity of the wheat began to be realized, and Dr. L. R. Waldron was brought from Dickinson Experiment Station to establish the first serious wheat breeding project in this area. In 1935, environmental conditions for stem rust were ideal and again severe losses were sustained. The plant breeders and pathologists already had one eye trained on the heredity of the parasite in 1935, and interpreted this calamity as the result of the new rust race No. 56. Thatcher wheat, carrying the rust resistant heredity of a durum parent fortunately was at hand and soon crosses with Hope wheat also introduced resistance into varieties such as Rival and Mida which occupied over five million acres by 1940. In 1950 the environment changed again when 15B stem rust first appeared and in 1953 and 1954 claimed a large share of the durum crop. In order to solve this situation the plant breeder had to recognize that again the heredity of the rust parasite had changed and produced a new race which could attack any commercial wheat variety grown in the nation.

Thus far following each stem rust epidemic the wheat breeder has suc-

ceeded in producing a new resistant variety which has been adequate for the situation. With each epidemic the wheat breeder and the pathologist have received additional financial support. More basic studies have been initiated and more tax monies committed in hopes that the next debacle will find us better prepared, more in command of the situation, better able to anticipate just where the enemy might strike, what race to expect, and what world collection variety might be prepared to donate resistance.

If anyone wonders why we are talking stem rust today, when it has been more than five years since we have suffered, let us hasten to say that it is only out of respect for a dangerous and versatile adversary. It is also to illustrate a point, that environment and heredity are inseparable. The wheat breeder must keep an eye on each, and keep both eyes in focus. To fight stem rust, he really needs four eyes, because the living organism, stem rust, has its own environment and heredity, even as the wheat plant.

The Fight Goes On

The wheat breeder is thankful for a reprieve in the fight against stem rust. He knows the fight must go on, but it does give him time to marshal his forces. In our own program, we have been able to do something significant with "black chaff," a little understood disease which has held down the acreage of Conley. We now have many new wheats which are "black chaff" resistant, and which combine the rust resistance of Conley with extra resistance from varieties from Kenya. We hope that these may be resistant to some new races which might attack Selkirk or Conley.

The wheat breeder finds many goals call for his attention, in these days which have the appearance of an armistice in the stem rust war. To name a few there is resistance to lodging and to shattering, early maturity, short straw, resistance to other diseases and insects, and improved test weight. The grower would appreciate improvement in any of these characters, and must we omit yield? Surely higher yield is a reasonable objective; industry is striving for better efficiency and lower cost per unit, in the cost-price squeeze, and we must claim the same objective for the grower. The miller, the baker and the housewife all hope for improved quality, a variety which will

turn out a uniformly good product over a wide variety of growing and processing conditions.

Compound Problems

It soon becomes evident that the wheat breeder needs compound eyes, if he is to keep all these desired objectives in focus at once. He knows that the environment is always with him, and he must cooperate with it. On the other hand to accomplish permanent improvements, he must be able to distinguish environmental and hereditary effects in his varietal experiments. Then, when he can identify differences which he believes are hereditary, he must analyze these to see how they can be transmitted by hybridization. He soon learns to recognize some characters as simple and some as complex. This distinction is important, because the simple characters are relatively easy to recover in crosses and to transmit to new varieties, but the complex may be very difficult to recover.

For example, "black chaff" reaction in Conley wheat has proven to be a simply inherited character. The difference between susceptible Conley and resistant Lee is a single genetic factor pair. Thus it is easy to breed for "black chaff" resistance, because a large proportion of the progeny in such a cross is resistant.

Stem rust also has proven in some cases to be a relatively simply inherited character. Conley carries a number of factors for resistance, because its parentage includes McMurachy, Lee, Thatcher, Hope, etc., capable of providing several gene giving resistance to several rust races. No one yet knows exactly how many are recovered in Conley, but we have found that at least one factor giving strong resistance to race 15B is included. This important factor is not difficult to recover in Conley crosses, so we say that in Conley, stem rust is simply inherited.

Complex Factors

In contrast to these simply inherited characters, we have others which are complex in their inheritance and therefore difficult to recover. Such a character is quality. A little cognition reveals that quality cannot possibly be simple. When we evaluate a variety for quality, we think of weight per bushel, protein content, flour yield, water absorption, loaf volume, crumb color and dough handling properties. Most of these quality characteristics are independent of each other, and therefore a single genetic factor pair could not possibly control them all. Each aspect of quality, in fact, is itself

a complex character, controlled by many genes.

Canadian, Minnesota and North Dakota wheat breeders all consider quality our most difficult character. We have all seen that when we cross a good quality rust susceptible variety like Thatcher with a mediocre quality rust resistant wheat like Kenya, we have great difficulty in recovering the Thatcher quality. We have little difficulty recovering rust resistant types, because rust is often a simply inherited character, but quality, being determined by many genes, is very complex and the mathematically rare desired recombination of all good genes in a single new variety is hard to recover.

Here heredity and environment again react upon each other. For "black chaff" or stem rust, we can control the variables of temperature and humidity, and we can induce the disease artificially and accurately identify the desired genes. But you all know how difficult it is to obtain repeatable quality measurements. Complex characters always are difficult to pin down. The environmental effects are so large that it is very difficult to recognize hereditary superiority even when it is recovered.

As might be expected we are making good progress in improving our wheats in "black chaff" and stem rust resistance, in earliness and in straw strength, those characters which are relatively simple. But a rust resistant wheat without quality is of no value either to the grower or to the consumer. Our progress with quality is slow and difficult.

Stress on Quality

At North Dakota Agricultural Experiment Station, we always have laid great stress upon quality. We boast that we have never released a poor quality wheat, and we have had many opportunities. We have operated on the theory that good milling and baking quality is good business for all concerned.

The department of Cereal Technology has for many years been testing the wheats of the breeder for quality. We have been working together to find the best quality strains among hundreds of new lines. The laboratory has refined their techniques and gradually increased the numbers of samples tested, especially micro-samples. As wheat breeders, we have been intensely interested in the results they have given us, especially along the lines intimated above, attempting to identify which new wheats actually inherited a superiority in quality, and what parents were most useful in breeding for improved quality.

One way of studying quality is to determine which quality characters are least subject to environmental influences. We have done this by correlating paired values for several quality characters determined by this laboratory on the same wheat grown in the winter in Mexico and in the summer in North Dakota. While the results vary from season to season, it appears that the mixogram values usually correlate rather well, despite the wide differences in environment. We interpret this as meaning that dough strength is more independent of environment, and perhaps more simply inherited than the other quality characters. This is encouraging because dough handling characteristics are so essential in a good quality wheat.

Last July 1, the North Dakota Wheat Commission gave us a grant of money to make more fundamental studies of milling and baking quality and how it is inherited. Mr. Jim Helm is a graduate student now on this project, and we have growing in Mexico this winter several hundred F₂ plants from crosses of Conley and ND 102, two strong wheats, with ND 81, a high yielding wheat of medium strength. These will be grown in F₃ in 1962 in North Dakota and the progenies processed next fall. We will then study the inheritance of quality in these crosses, examining the distribution of these wheats for mixogram pattern in comparison with the parents. We shall look for the frequency of recovery of both medium and strong parental types. Most will be intermediate. A few may be either weaker or stronger than the parents. This is just a small beginning in a study of the inheritance of quality in hard red spring wheats. We hope to be able to apply the laws of heredity to the inheritance of quality characteristics just as they have been applied to many other plant characteristics.

This suggests the need for many more basic studies. And of course my interests run to those characteristics which can be distinguished as heritable, and transferable to progeny. It seems likely that those quality characteristics which prove to be most strongly hereditary will prove to be those most easily resolved as to their biochemical nature. If mixogram pattern is more independent of environment than loaf volume, then perhaps we should look first into the bio-chemistry of mixograms to reveal the basic secrets of wheat quality. Thus with one eye on environment and one on heredity we may improve our focus on this interesting and important question, "What is the nature of wheat quality."

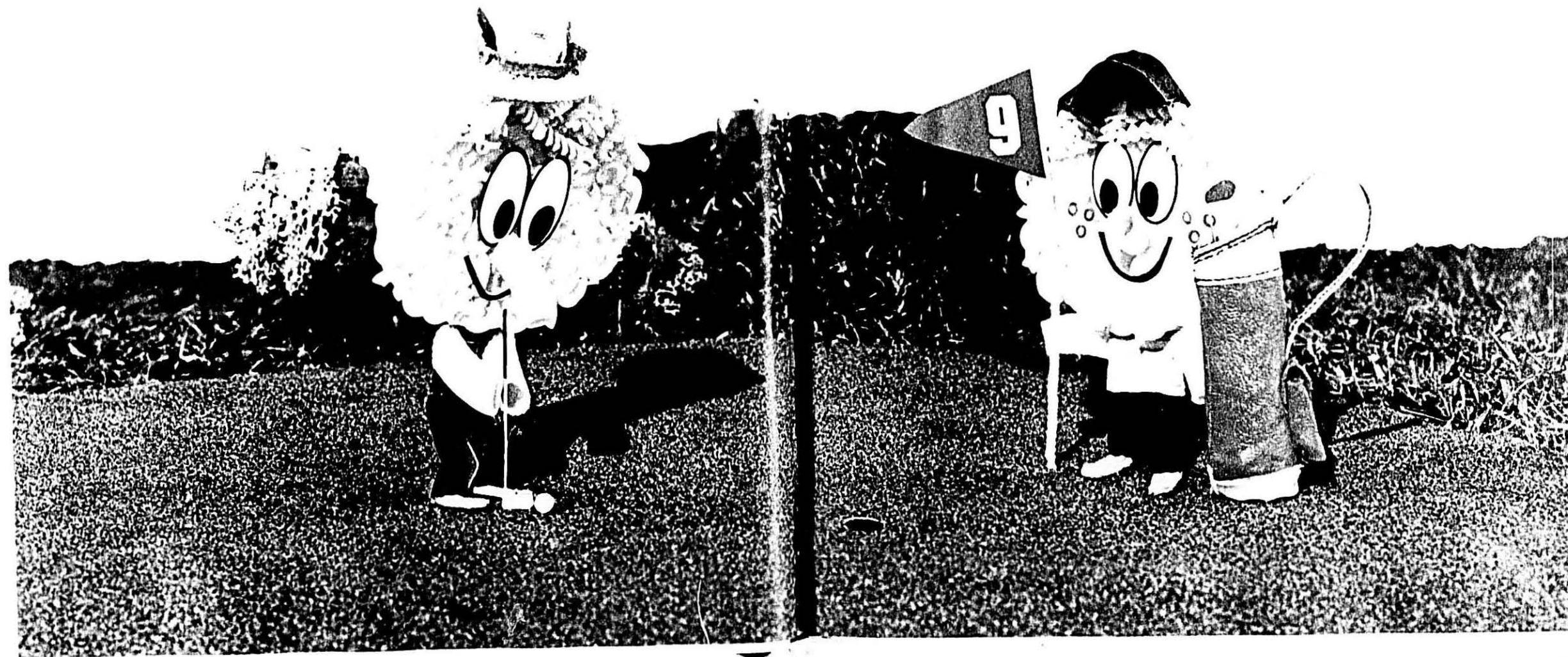
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The Durum Market

Hard wheat prices reached new crop highs in the Southwest in early April. Strength stemmed from good export demand, but prospective acreage cut-backs under the stabilization program and higher support prices for 1962 crop wheat also were supporting factors. Spring wheat found good demand in Minneapolis, while durum had gyrations because of the exporters coming into the market and then stepping out again.

Durum prices dropped in February with the announcement of the government that there were 11,322,000 bushels of durum held on farms as of January 1. The April 1 government estimate of 7,252,000 bushels on farms is higher than the trade estimate of about 5,700,000 bushels. With 3,000,000 taken out for seed, this leaves a possible 2,700,000 bushels available. However, this is not showing up in the marketplace, as receipts in Minneapolis have been very light since the first of the year.

Most Manufacturers Covered

Most macaroni and noodle manufacturers are reported to have balances carried to the new crop, adjusting durum backlogs by blending. The Southwestern Miller reported the possibility of upgrading product quality by the use of more durum being studied by the trade, but no change is expected until after the opening of navigation. Uncertainty as to export demand and consternation over conflicting reports on remaining supplies of durum caused a wait-and-see attitude.

When the exporters did come into the market in April, durum prices took a sharp rise. The exporters were unable to obtain sufficient durum at the cash tables and bought substantial amounts on a to-arrive basis. After the flurry of trading, prices had advanced about 15 to 20 cents lifting them to the high of the month at \$3.40 a bushel. When exporters stepped out of the market, prices dropped to a range of \$2.95 to \$3.00. Total exports for the crop year July 1, 1961 to March 31, 1962 have totaled 15,067,000 bushels.

Trade magazines reported the belief that nervous prices may have been influenced at least in part by reports that Argentina had defaulted some contracts to ship to Europe.

Late Spring

Spring is late this year and planting was off to a slow start. In North Dakota topsoil moisture supplies ranged from plentiful to surplus throughout the Red River Valley, Northeast and Southeast sections. They were adequate in the Central portions but short in most of the West. Mild weather the week of April 17 melted most of the snow in Cavalier county, but field work was not expected to be general until about mid-May.

Sign-up for the 1962 Feed Grain and Wheat Stabilization Programs was extended from the end of March to mid-April because of the severe late weather conditions. As of April 5, some 13,071 farms had signed up. These farms had an average 1960-61 durum wheat acreage totaling 1,095,800 acres, with a total original 1962 wheat allotment of 1,532,400 acres before the mandatory 10 per cent reduction. On the basis of the maximum 40 per cent increase in durum acreage permitted per farm, the total indicated increase in the durum area this year would be 427,100 acres.

In Canada

The Dominion Bureau of Statistics suggests a 60 per cent increase in durum acreage in 1962, as follows:

	1962	1961
Manitoba	163,000	100,000
Saskatchewan	2,290,000	1,494,000
Alberta	378,000	197,000
Total	2,831,000	1,791,000

C. L. Sibbald of the Catell Durum Institute notes that this increase is not as spectacular as the 203 per cent recorded last year, but it is somewhat higher than the large 1957 acreage. "A marked depletion of soil moisture reserves almost rules out a repetition of the good-sized 1957 crop, however. As to carry-over, it is as scarce now as it was during some of the bad stem rust years. Rainfall in Saskatchewan this spring will tell the Canadian durum story as most of the crop will be concentrated in that province," he concludes.

Dr. J. A. Anderson, director of the laboratory for the Canadian Board of Grain Commissioners, reports on carlot inspections of durum in 1960-61 as follows:

	Per Cent	%	Test	Price to
	Grade of Total Protein	Weight	Weight	Growers
1 C.W.	2.0	14.0	65.8	\$1.92
2 C.W.	58.9	14.0	65.1	1.88
3 C.W.	22.5	13.2	65.0	1.87
Extra				
4 C.W.	11.2	14.2	64.2	1.87
4 C.W.	4.7	13.0	63.4	1.82

Grade 5 C.W. amounted to 0.6 per cent and "tough and damp" 0.1 of the total. Durum marketed in 1960-61 was

about the same in protein content but slightly less in bushel weight than in the previous year. Yellow pigment in the semolina and macaroni decreased with grade; macaroni color was bright yellow for the first three grades, paler for extra no. 4 C.W. and somewhat duller for the lower grades. Macaroni-making quality was excellent and rheological properties of the dough satisfactory for all grades marketed.

Forty million bushels were exported of which 24 million were No. 2 C.W.

For the current crop year growers have thus far received \$2.50 per bushel basis No. 1 C.W. at the lakehead.

European Prospects

Early indications are that Europe's farmers will harvest a much larger acreage in the wheat year starting July 1 than in the current one. A record crop is expected in France. West Germany's crop condition is called the best in years. In Italy, an important producer, the outlook is favorable. Information on wheat in Eastern Europe is limited. International grain experts, though, think the outlook is good there too. But government officials have predicted that United States wheat exports will reach 675 million bushels. Total shipments, which ended last June was this country's biggest wheat export to date—622 million bushels.

New International Wheat Agreement

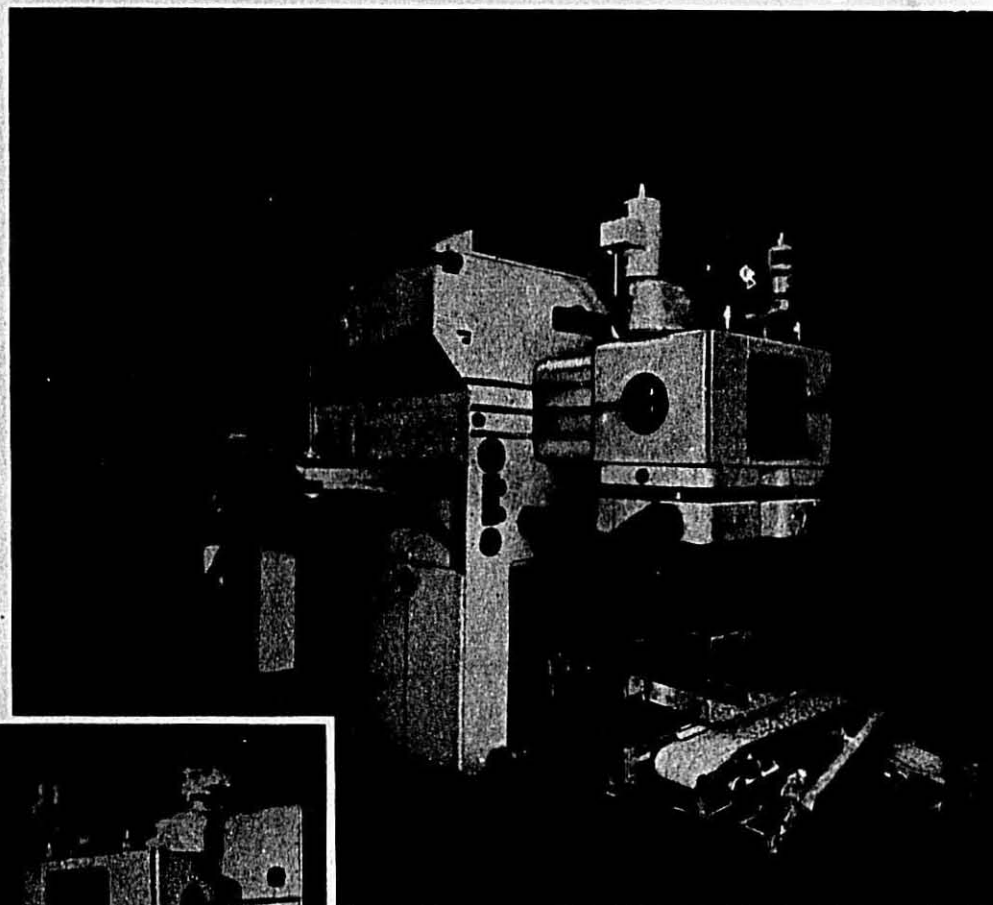
Big news in international wheat circles was an announcement from Geneva that accord had been reached on the new International Wheat Agreement. The Agreement negotiated at Geneva, Switzerland, raised maximum price of wheat in world trade from \$1.90 to \$2.02½. The minimum price was raised from \$1.50 to \$1.62½. These prices are based on No. 1 Manitoba northern wheat in bulk, in store, Ft. William-Port Arthur.

Otis Tossett of Lansford, North Dakota, a member of the North Dakota Wheat Commission and also vice president of Great Plains Wheat, Inc., Board of Directors, represented GPW at the meeting and reports the Agreement is for a three-year period and will expire July 31, 1965. The price range has been moved up 12½ cents on both the maximum and minimum prices.

The maximum and minimum price set at the conference clearly represents compromise and reflects the determination of the contracting parties. Tossett said, "I have no doubt this was the very best bargain that could have been obtained under the circumstances."

(Continued on page 26)

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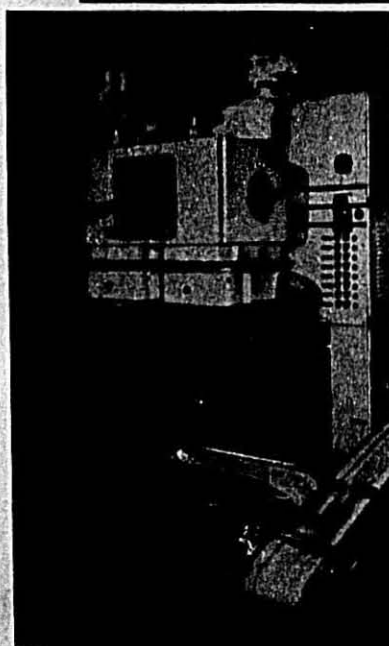
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Macaroni Makes the Menu

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Let's start with Spaghetti and Chicken as an entrée. The chicken simmers in a delicate broth until tender. Placed on a bed of spaghetti, it's a dish fancy enough for company entertaining. The complete menu might be something like this:

Spaghetti and Chicken*
Fruite and Tomato Salad
Garlic Toasted Roll
Assortment of Fresh Fruit
Coffee, Tea or Milk

Spaghetti and Chicken
(Makes four servings)

- 1 slice bacon, diced
- 1 3-pound frying chicken, cut in serving pieces
- 1/2 teaspoon salt
- 1/2 teaspoon pepper
- 1/2 cup bay leaves
- 1 cup chicken stock or bouillon
- 1 tablespoon lemon juice
- 1/2 cup cornstarch
- 1/2 cup water
- 1/2 cup salt
- 1 quart water
- 1/2 cup spaghetti

Cook bacon over low heat three minutes, stirring occasionally. Add chicken and cook over low heat until browned on all sides. Add one teaspoon salt, pepper, sage, bay leaves, stock or bouillon and lemon juice. Cover and cook over low heat 30 minutes, or until chicken is tender. Remove chicken. Blend cornstarch and one and one-half tablespoons water and stir into bacon mixture. Cook over low heat, stirring constantly, until thickened.



Spaghetti and Chicken



Cheesy Macaroni

Meanwhile, add one table-poon salt to three quarts rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Arrange spaghetti on serving platter. Top with chicken and sauce.

Nifty Noodle Ring

There's never any menu problem with noodles on the cupboard shelf. A noodle ring filled with deviled shrimp provides an attractive summertime dish and a delicious one as well. The complete meal plan could include:

Cranberry Cocktail
Neptune Noodle Ring*
Buttered Carrots
Grapefruit Avocado Salad
Chocolate Layer Cake
Coffee, Tea or Milk

Neptune Noodle Ring (Makes four servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)
- 1/4 cup butter or margarine
- 1/4 cup all-purpose flour
- Salt and pepper to taste
- Dash cayenne
- 1 teaspoon curry powder
- 1/2 teaspoon nutmeg
- 1/4 teaspoon dry mustard
- 1 1/2 cups milk
- 2 egg yolks
- Dash tabasco
- 1/4 teaspoon Worcestershire sauce

- 1/4 cup dry sherry (optional)
- 1 pound fresh or frozen shrimp, cooked shelled and deveined
- Parsley

Add one table-poon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Turn into oiled eight-inch ring mold (five and one-half cups capacity). Let stand five minutes. Unmold.

Meanwhile, melt butter or margarine. Stir in flour, salt and pepper to taste, cayenne, curry powder, nutmeg and mustard. Slowly stir in milk. Cook over low heat, five minutes. Combine egg yolks, tabasco, Worcestershire sauce and sherry; stir to blend. Stir some of milk mixture into egg yolk mixture. Stir egg yolk mixture into remaining milk mixture. Continue cooking, stirring constantly, until thickened. Add shrimp; heat to serving temperature. Serve shrimp mixture with noodle ring. Garnish with parsley.

Casserole Cookery

Casserole cookery fits well into busy homemakers' days. Easy to prepare with a minimum of time needed in the kitchen, economical and nourishing are all reasons why homemakers favor casseroles. You'll see what we mean once you have sampled the National Macaroni Institute dish for Cheesy Macaroni. Here macaroni, both Swiss and Parmesan cheeses, and sour cream are combined in a delicious, easy-to-fix casserole. As a bonus, here is a complete menu planned around the recipe:

Cheesy Macaroni*
Buttered Broccoli
Pineapple-Cole Slaw
Assorted Pickles
Cherry Pie
Coffee, Tea or Milk

Cheesy Macaroni (Makes four servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 1/2 cups grated Swiss cheese
- 1/2 cup grated Parmesan cheese
- 1 cup sour cream
- 1 tablespoon dehydrated minced onion
- 1/4 teaspoon salt
- 1/4 teaspoon pepper

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

Combine macaroni and remaining ingredients; mix well. Turn into greased one and one-half quart casserole. Bake in moderate oven (350 degrees) 30 minutes. Garnish with tomato wedges, as desired.

CASSEROLE IN A SHELL

TELEVISION demonstrators have been sent a kit of ingredients and clever comment from a joint project carried out in cooperation with the International Tuna Association, Carnation Instant Milk, Pineapple Growers Association and the National Macaroni Institute.

The bright prop package included a can of pineapple slices, a can of tuna, a can of pimientos, a package of instant non-fat dry milk crystals, a package of elbow macaroni and a shell-shaped copper-colored quart and a half size mold.

Handy Items

Copy provided for the commentators read as follows:

It's all on the shell. Well, almost. Except for the two perishables, butter or margarine and eggs, which I am sure every household has in the refrigerator, all the ingredients in this unusual and delicious casserole combination can be kept on a cupboard shelf. Handy? You know it is.

Let's face it—at this time of the year, most of us have reached the point of wondering where to look for a new idea in a fish dish. But if I asked you if you had ever tried the combination of canned pineapple and tuna fish, I know what your reply would be. "Oh, no another salad?" While the weather is still cool my family wants something hot for our main meal.

So here it is for you. The captivating pineapple and tuna combination put together in a dish that is not only hot but satisfying. It's satisfying enough, in fact, for even that teen-age boy who has a hollow leg. It's "party" too. Chopped bright red pimiento and green parsley look like festive confetti against the creamy color of the tuna.

the white of tuna, the golden color of canned pineapple.

Goodie, since this is so easy enough to make. But, just in case, I'd better remind you of a few things before you start. First, be sure to read and re-read over recipe card carefully. Be sure you are following it carefully. For example, liquid dry milk crystals are planned for you on the package, be sure to read and re-read over recipe card carefully. Be sure you are following it carefully. Nothing overlooked.

In this particular recipe I found you don't have to use plenty of butter or margarine to add the creaminess enough to keep the casserole from boiling and to be able to eat it to overcome it. The shell that you have made for you and to add the egg to the mixture, to combine it with the butter or margarine, egg to the mixture, and it will keep you satisfied.

You don't have to worry about canned tuna, pineapple, pimientos. They are all ready to come from the can. This is a quick and easy recipe for a labor-saving cook.

Some of you may be wondering if I got the attractive name for one of these copper-colored shells, mostly used for decoration. Well, I can tell you that it is a decorative name, and it is to be used for decoration, such as a centerpiece, or for this type of recipe. It's not a hot dish.

Now here is the recipe:

Casserole in a Shell

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni
- 1 cup butter or margarine
- 1/2 teaspoon cayenne
- 1/4 teaspoon pepper
- 1/2 teaspoon salt
- 1 cup all-purpose flour
- 2 cups liquid dry milk crystals (use in 1/2 cup direction)
- 2 eggs, beaten
- 1 teaspoon dehydrated onion
- 1 can (No. 2) tomato sauce, undrained and flaked
- 1 can (No. 2) sliced pineapple, drained

(Continued on page 23)

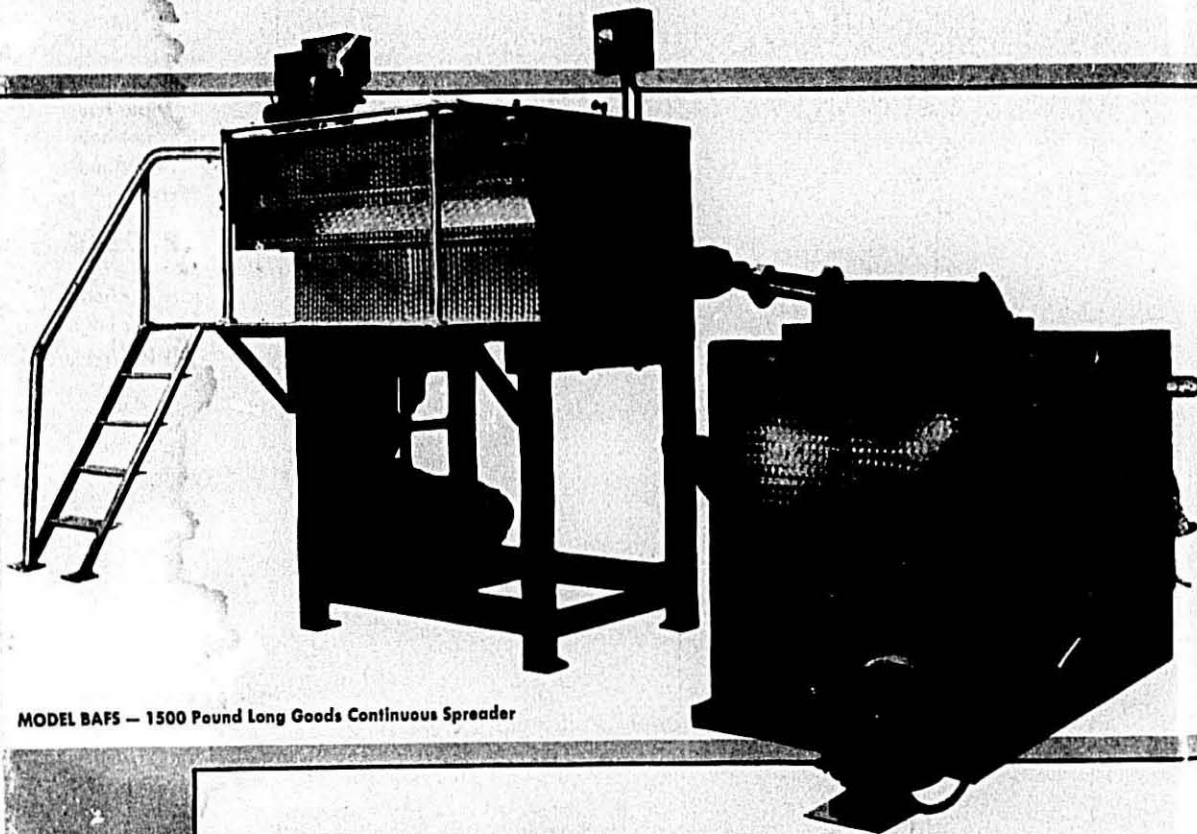


Casserole in a Shell

**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**

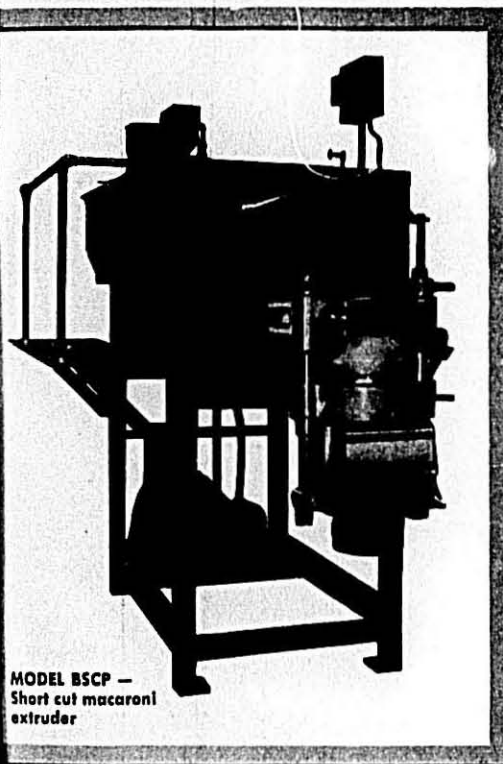
POSITIVE SCREW FORCE FEEDER improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

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



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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

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- Short CutSpreader
- Three Way Combination

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

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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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156-158 SIXTH STREET, BROOKLYN 15, N.Y. PHONE: TRiangle 5-5226
SINCE 1909

Casserole in a Shell—

(Continued from page 23)

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

Melt butter in saucepan; combine seasoned salt, one-half teaspoon salt, pepper and flour and stir into butter. Gradually stir reliquefied instant crystals into flour mixture. Cook stirring constantly, until sauce is slightly thickened. Stir some of sauce into eggs; return egg mixture to sauce and cook, stirring constantly until thickened. Combine macaroni, sauce-and-egg mixture, parsley, pimiento and tuna; mix well. Arrange half of the pineapple slices in bottom of one and one-half quart mold. Turn macaroni mixture into mold; garnish with remaining pineapple. Bake in moderate oven (350 degrees F.) for 30 minutes. Makes four to six servings.

Start Meal with Macaroni—

(Continued from page 6)

as a first dish will be revelation to start with, soon a pleasure, and eventually a need. When you compose your menus, never forget an aphorism of one of our most eminent dietitians—"It is the first dish which matters."

Wheat Agreement—

(Continued from page 20)

Tossett said one proposal was advanced which would have permitted any importing nation with an adverse foreign trade balance to demand long-term credit or outright grants in lieu of payment. The surprising proposal stirred up a strong reaction among delegates, and it was referred to a committee for study.

Tossett felt this proposal greatly weakened the United States' position in its efforts to raise the world price of wheat. He said the toughest problem concerned the world price, and many days were spent on the problem. Discussions were deadlocked for more than a week.

Russia Participates

The other major surprise was created by Russia's participation in the conference. In past years, Russia exported and imported wheat outside the International Wheat Agreement. If Russia does participate, as now seems likely, this may have considerable effect on world wheat trade. If Russia participates, it means that practically all commercial trade will be within the IWA price range.

Protein Premium Proposed

The United States proposed a special transaction pricing for 16 per cent protein or better hard dark northern spring or winter wheat for West Coast shipment. This proposal was defeated on first reading.

It must be borne in mind that an upward adjustment in the price range does not necessarily imply a change in the price of wheat in the world market. The same factors of supplies and trade competition will continue to govern the price of wheat within the new range. World prices may now advance 12½ cents more than under the old agreement. On the other hand, indiscriminate dumping of surpluses on the world market could easily compel a world trade at the minimum price level which is now \$1.62½.

Must Be Ratified

Before the Agreement becomes effective, a draft of the Agreement will be submitted to the governmental bodies for ratification. This must be passed by two-thirds of participating nations. The attendance at the meeting was made up of delegations from each of ten exporting nations and 38 importing nations. There were delegations from eight other nations present as observers who took no part in the negotiations.

Tossett points out that, "The United States and Canada are the only countries in the world which carry stocks of wheat from year to year. Here in North America is the only food bank in the world. It is a comfort and a security to all importing countries, and it should be a source of pride to ourselves."

Bright Future

A bright future for the flour and formula feed industries was predicted by Ellis D. English, vice president in charge of marketing for the agricultural group of Archer-Daniels-Midland Company, Minneapolis, speaking before the Kansas City Feed Club.

Mr. English told the group that there will be a big increase in the flour and feed business mainly because of the population expansion that is occurring in the United States.

"However," he warned, "the companies which get the business will be those that are determined to do so. They must be willing to invest in research, develop greater operating know-how, and push forward with marketing technology, including financing, if necessary."

Emphasis on Selling

Putting major emphasis on selling, Mr. English said that "those who profit

most from increased business will be the ones who return to face-to-face selling," adding that the job of marketing and sales is to make the cash register ring louder and longer; to convert products into dollars.

"A revival of face-to-face selling could accomplish this more effectively than anything of which I know," said Mr. English. Speaking of flour salesmen, he advised that they "get back into the bakery." The telephone is a useful tool, said Mr. English, but it can't substitute for looking a customer right in the eye as a salesman tells his story.

"The expanding population and the recent stability of per capita consumption will bring a big increase in domestic flour business," predicted the ADM executive. "And for the next decade at least, there should be a tremendous export business," he added.

There will be some mortality among marginal mills, meaning those with poor locations, poor facilities or poor management, stated Mr. English. He noted that mills determined to get the business will have to improve their technology, their production and distribution methods, along with paying more attention to what the consumer wants.

"Consumers are not interested in economical foods. They want built-in convenience, flavor and nutritionally acceptable products," concluded Mr. English.

The Hard Sell

On an average, a salesman works eight hours and 40 minutes daily, 244 days a year . . . or 2,123 hours per year.

He spends 32 per cent of his time traveling and waiting. Nineteen per cent is devoted to reports, paper work, attending sales meetings. He puts seven per cent of his time into strictly service calls. And this leaves 42 per cent of his time for actual selling.

The average salesman, according to this survey, who calls on business and industry, has 121 active accounts and 122 prospective customers.

On the basis of that 42 per cent of his time, he can spend three hours and 38 minutes a year with each one.

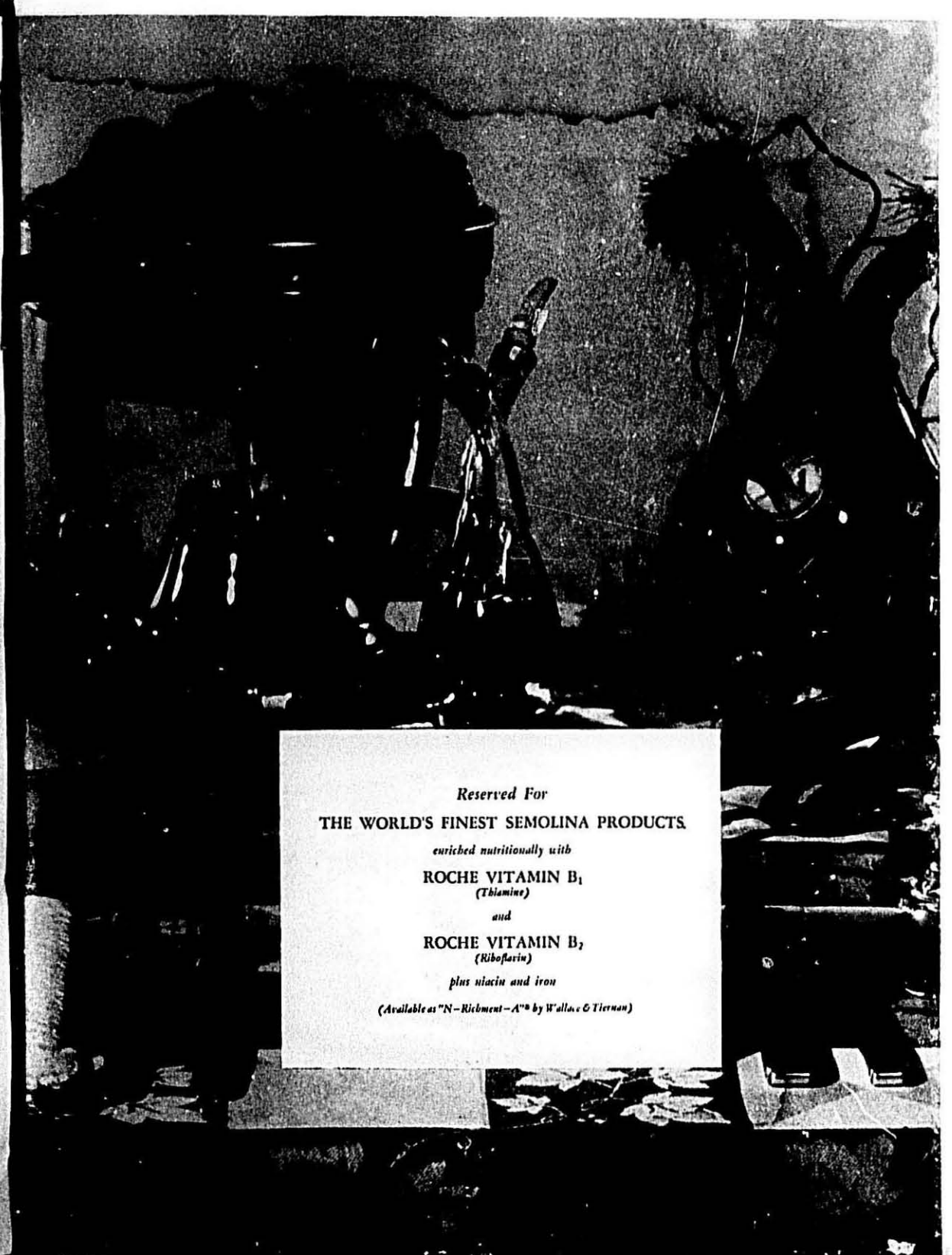
Figures indicate that his per-call cost has risen from \$9.02 in 1942 to an average of \$24.00 today.

—What's New, Kaster, Hilton, Chesley, Clifford & Atherton, Inc.

Even Then They Might Not

You save a lot of unnecessary conversation if you remember that people are not going to take your advice unless you charge them for it.

THE MACARONI JOURNAL



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THE WORLD'S FINEST SEMOLINA PRODUCTS.

enriched nutritionally with
ROCHE VITAMIN B₁
(Thiamine)

and
ROCHE VITAMIN B₂
(Riboflavin)

plus niacin and iron

(Available as "N-Richment-A" by Waller & Terman)

CONVENTION PLANS

CONVENTION plans are shaping up for the Fifty-eighth Annual Meeting of the National Macaroni Manufacturers Association to be held at the Homestead, Hot Springs, Virginia, July 9-12.

Committees and the Board of Directors will meet on Monday, July 9. The first of three receptions and cocktail hours sponsored by industry suppliers will be held that evening prior to dinner.

Durum Discussions

The convention theme will be emphasis on fundamentals. The first general session on Tuesday, July 10, will start out with a discussion of durum by members of the industry committee: Richard Crockett and Alvin Kenner of the Durum Growers Association; Mark Bollinger and Ray Wentzel of the Durum Wheat Institute; Lloyd Sumner and Bob Green of the National Macaroni Manufacturers Association. They will review durum developments and future considerations such as marketing alternatives, handling carry-over, statistics and government relations.

Edwin A. Jaenke, associate administrator of the Agricultural Stabilization and Conservation Service, United States Department of Agriculture, has been invited to present the government's evaluation of the durum program. Mr. Jaenke is in charge of its administration.



On the bridle path, The Homestead, Hot Springs, Virginia

The question of quality in macaroni that was brought up at the Durum Seminar in Fargo will be pursued further by Dr. Kenneth Gilles, chairman of the Department of Cereal Technology, North Dakota State University; James J. Winston, director of research for the National Macaroni Manufacturers Association; and members of the Research Committee, Peter J. Viviano,

chairman, Roger F. Di Pasca, Vincent F. La Rosa, Paul Vermeylen, and C. W. Wolfe.

In the evening the Rossotti Lathograph Corporation will hold their traditional Spaghetti Buffet preceded by the suppliers' cocktail hour.

Management Matters

The second general session on July 11 will deal with men, management, and organization. Dr. Forrest Kirkpatrick, assistant to the president of the Wheeling Steel Corporation, and a seminar participant on the subject for the American Management Association has been invited to present an address.

L. Austin Kelly III, president of the National Employee Relations Institute, will analyze the advantages and disadvantages of a variety of executive compensation plans in a talk especially keyed to macaroni manager problems.

Hal A. Bergdahl, experienced sales executive, teacher, and consultant, will tell how to avoid lost sales.

Cracker barrel conclusions by a panel of macaroni manufacturers with audience participation will be designed to wrap up and evaluate the convention proceedings.

An election of directors will be held followed by an organizational meeting of the Board of Directors.

In the afternoon a visit is planned to the Paperboard Plant of the West Virginia Pulp and Paper Company at Covington, Virginia.

(Continued on page 30)



Get in the swim, 58th Annual Meeting, July 9-12.

A "pulling no punches" message from AMBER



by Gene Kuhn
Manager,
AMBER MILLING DIVISION

With the big sales season for macaroni products just around the corner, the serious situation in durum wheat reserves takes on an even-more-than-usually ominous look.

We, like any other responsible member of the milling industry, deplore the situation. Further, we're prepared to do something about it - beyond merely offering our sympathy.

Nationally-famed macaroni manufacturers have long preferred our Amber Venezia No. 1 Semolina and Imperia Durum Granular because of their uniform amber color, uniform granulation and uniform high quality. We would be foolhardy to say we can

offer these outstanding Amber products in unlimited quantities. But we can say - and DO say - that, because of our unique affiliations and connections throughout the durum wheat growing areas, we are able to supply the macaroni industry's demands for first-quality MACA, 50-50 Durum Hard Wheat No. 1 and AMAX, 50-50 Durum Hard Wheat, Granular.

We are prepared to meet your orders. Every order will be shipped when promised.

And you can be sure of the quality because it's Amber.

Be sure ... specify AMBER



AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.



TELEPHONE Midway 6-9433

Convention Plans—

(Continued from page 28)

In the evening the Association Dinner Party will be preceded by the suppliers' cocktail hour and followed by dancing.

Product Promotion

At the final session on July 12 promotional plans will be presented by H. Howard Lampman of the Durum Wheat Institute and Theodore R. Silis of the National Macaroni Institute.

Mercedes Bates, food editor of McCall's Magazine, has been invited to present her views, which should be of interest to both ladies and gentlemen in attendance at the convention.

The Homestead, "America's most distinguished resort," is a popular summer spot. Assistant Manager James L. Newcomb urges that room reservations be made no later than 30 days in advance in order for the resort to guarantee accommodations. Association headquarters urges delegates to make these reservations now.

Earnings Up

The H. J. Heinz Company's fiscal year ended May 2 with sales and earnings at record levels. Mr. Frank Armour, Jr., president of the company said that the year's results show gains from fiscal 1961 comparable to the gains recorded in the first half.

In the first half, ended November 1, the food processing company earned a record \$7,003,000, on record sales of \$188,480,000. This was up from net of \$6,753,000 on sales of \$178,310,000 in the year earlier period. In fiscal 1961 Heinz earned \$13,147,418 on sales of \$365,989,576, both records.

Mr. Armour ascribed Heinz's continuing gains to population growth, market expansion and a greater demand for complete meals in a single package.

Mr. Armour said Heinz has been encouraged by dehydrated soup sales in Canada. It had been planned to test-market them in three cities in the United States, but decided to hold back because of heavy promotions in the same field by other companies. Heinz has stopped marketing dehydrated soups in the British Isles, where they have 65 per cent of the soup market, because they had no appreciable impact there.

Most of the Heinz prices have held steady despite rising labor, packaging and delivery costs according to the official.

As a result of a study conducted in the Philadelphia area they are changing their sales organization to better fit the pattern of retailing and whole-

salings. The number of salesmen is being reduced because a trend toward fewer but bigger buyers means fewer calls are necessary, Mr. Armour said. He added that promotional and advertising outlays will be increased.

Prince on Broadway

Prince spaghetti was on Broadway for a two week appearance during February and tickled the taste of thousands.

The stage was the famous 1000 seat Toffenetti Restaurant where a Spaghetata—a spaghetti festival—was featured. The promotion was heralded by huge banners—54 feet in length along six sides of the restaurant windows.

Features included: a chef, dressed in an Italian Prince costume, who dished out thousands of spaghetti lunches and dinners; sauces, cheeses, prept red foods and dry products were displayed in the various windows and inside the street-floor dining area; a hurdy gurdy provided music for all who entered the restaurant; and a gift of the Prince-sponsored Fostini Love Letters booklet was given to everyone who ate a spaghetti dinner.

The festival was climaxed by a luncheon meeting of the New York sales staff and attended by Joseph Pellegrino and Sal Cardinale of Lowell, Massachusetts.

Mr. Cardinale said that all reports indicate New Yorkers were delighted, and that Pat Coscette, the Toffenetti manager, went all out to help make the promotion a success.

The Discounter

Discount supermarkets aim for a much bigger share of food sales.

Discounters now retail about \$2,000,000 worth of food annually, or some four per cent of the total, Federal observers estimate. Merchandising men say this is up from almost nothing five years ago. Some figure discount houses and separate discount supermarkets will quadruple their present volume in the next four years.

Typically, discount grocers shave costs on services so they can sell at prices about five per cent below those of standard supermarkets. They commonly skip trading stamps, stay open fewer hours per week. Many hold down inventory costs by offering fewer brands and types of items, often selling goods out of shipping cases to save stocking shelves individually. Some spur bottle returns, ban carryout service.

Among major supermarket chains experimenting with discount food stores under different names are Kroger, National Tea and Red Owl.

About Egg Processing

Factors at work in the egg products processing industry have brought greater changes within the last few years than have taken place during the entire life of the egg breaking industry which began in 1898, according to Margaret Lally, laboratory director of the Institute of American Poultry Industries, speaking before the Poultry Marketing School at Louisiana State University.

Quality Improvement

Eggs broken are of a higher quality than ever before, and some eggs are produced solely for breaking purposes. In these programs, feeds are specifically formulated to give dark yolk color; some consideration is being given to production factors which influence the proportionate yield of yolk to whites, Miss Lally observed.

Other factors which have influenced the market for egg products are advances in mechanical breaking, shipment of liquid egg in tank trucks, and new forms of egg products. In discussing typical specifications required by egg product users, the necessity for uniformity was stressed, the importance of the end use of the product into which egg products are going, the functions expected to be gained from eggs as an ingredient, sanitation, rapid handling and low transportation, and the use of a laboratory-controlled quality program of the first order. High quality of egg products will result in new products which are not now in commercial production.

Basic Research

Basic research work being done by research scientists in universities, government laboratories, and private industry is responsible for improvements in egg products and this work must be continued. The efforts of the research people are generally 1 to 20 years ahead of the ultimate commercial application, and "this edge must be maintained," Miss Lally declared, "if we are to have further technical advancement in our egg products industry."

"The processor of egg products uses the talents and knowledge of the researcher, the equipment engineer, chemical engineer, sanitarian, chemist, microbiologist, and the home economist to develop and process the products he offers to the users of egg products."

It was pointed out that the major markets for egg products—bakers, noodle manufacturers, baby food processors, cake mix manufacturers, ice cream and candy makers, the military, and the National School Lunch Program—are not all confined to the United States.

PAVAN

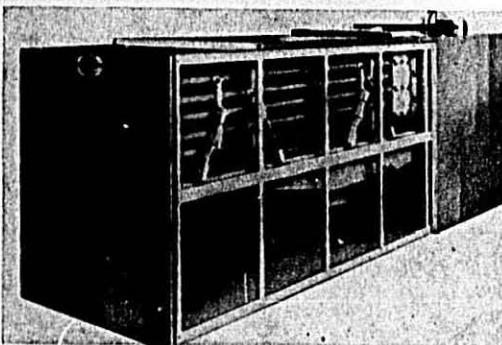
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MACARONI PROCESSING MACHINERY

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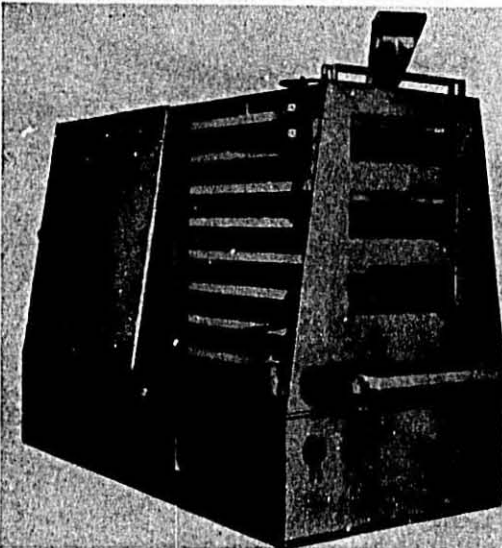
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Cut Goods and Noodles

Prevents Sticking In Preliminary Dryer

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PRE DRYER — TR 51
Cut Goods and Noodles

Extracts 10% of the MOISTURE
(45/50% of total amount to be
extracted)

The Smallest and Most Efficient
Dryer on The Market

Only 6 Ft. Wide
11 Ft. Long
10 Ft. High

For 1,000 lbs.
Capacity

U.S. and Canadian Representatives PAVAN



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Egg Products Committee

The appointment of 22 men from the egg products industry to the Institute of American Poultry Industries' Egg Products Committee has been announced by John R. Hargreaves, chairman of the board of directors of the Institute.

Named as chairman of the committee is Institute Director V. W. Henningsen, Jr., Henningsen Foods, Inc., New York. The term of the committee is for the 1962-'63 fiscal year of the Institute which began May 1, 1962.

Includes All Egg Products

During the past fiscal year, the Egg Solids Committee was broadened to include all egg products—liquid, frozen and solids—and representation on the committee was expanded to provide for these products. Appointed as members of the committee are:

Max Ballas, Ballas Egg Products Co., Inc.; L. B. Breving, Standard Brands Sales Company; Jack Epstein, Joe Lowe Corporation; A. L. Farnham, Producers Produce Company; Earl Gilmartin, Commercial Creamery Company; Claid C. Harp, Harp's Green Valley Farms, Inc.; Norman Hurst, Hurst Foods Co.; Joseph S. Kaplan, Blue Star Foods, Inc.; M. E. Krigel, Monark Egg Corporation; C. O. Newell, Swift and Company; William O'Callahan, Nebraska Egg & Poultry Company; J. G. Odell, Seymour Foods, Inc.; Joseph Pietrus, A. J. Pietrus & Sons; Frank E. Pilley, Anheuser-Busch, Inc.; Carl Plowaty, The Emulsol Egg Products Corporation; D. J. Purcell, Armour Creameries; O. A. Rose, Tranin Egg Products Company; Morris Schneider, Schneider Bros., Inc.; Goodwin Sonstegard, Marshall Product Company; Howard A. Stamper, F. M. Stamper Company; Clarence Sturm, A. Sturm & Son; Mark T. Swearingen, Henderson Produce Company.

Plan Projects

"Under the broad administrative responsibilities placed in the hands of the Institute's president, Institute action programs are carried out by an executive staff," said Mr. Hargreaves. Committees plan and launch specific projects, prepare recommendations for government and allied groups, and outline recommended policies, he said.

Other basic committees in the Institute's organization are the Poultry Committee, the Shell Egg Committee, the Research Council and the Sanitation Committee.

The committees concern themselves with marketing, end use, trends, potentials, standards and grades, regulations, methods, sanitary and quality codes, and packaging.



V. W. Henningsen, Jr.

The Government Buys Eggs

The government purchasing program on eggs started March 1 at first served to demoralize the egg industry than to stabilize it. Each week they bought progressively more whole egg powder at lower price levels. Egg product producers were loath to sell ahead based on current prices because of an uncertainty of what the government would do from week to week, and the consuming industries were confused as to what prices represented good values for future deliveries.

Breaking Picks Up

As winter receded and the blanket of snow and ice was shed, egg breaking operations picked up as supplies increased. By mid-April breakers were working around the clock and dark colored yolks were being quoted again.

In Chicago, current receipts of shell eggs strengthened from a range of 24 to 27 cents at the start of the month to 28 to 31.5 cents by the third week. Then, after Easter, a fast drop came with shell egg prices hitting an all-time low this year of 23.5 to 26.5 cents.

Frozen whole eggs sold between 23.5 cents to 25 cents, frozen whites at nine to 11 cents. Frozen yolks of 45 per cent solids in No. 4 color ranged 54 to 58 cents, compared to 62.5 cents a year ago.

Dried whole eggs were steady in a range of \$1.07 to 1.13 per pound. Dried yolk solids were quoted at \$1.11 to \$1.21 a pound.

The Situation

In the Department of Agriculture report "The Poultry and Egg Situation," William C. Paddock observed that over the past decade per capita consumption of eggs has declined 17 per cent despite significant rise in consumer purchasing power and sharp decreases in the real price consumers pay for eggs. Over the long run, the downward trend in per capita shell egg consumption

has occurred despite a 21 per cent drop in retail egg prices between 1951 and 1961.

He said that within any year or on a short term basis, consumers tend to eat essentially all the eggs produced with prices adjusting to whatever level is necessary to clear the market. The change in price is always much greater than the change in production, illustrating that the demand for eggs is highly inelastic. Egg production in any given year is largely determined by the size of the laying flock at the beginning of the year. Adjustments in the number of layers in succeeding months generally do not have a substantial impact on the current year's output.

Hatch'gs Down

Hatching of egg type chicks was down 10,000,000 during January and February, from a year ago. At the beginning of March there were eight per cent less eggs in incubators than a year earlier. While this will not affect the egg lay in the immediate future, it most certainly will six months from now.

March Egg Processing Down

Production of liquid egg and liquid egg products (ingredients added) during March 1962 totaled 61,992,000 pounds, down 10 per cent from March 1961, but up six per cent from the 1956-60 average. The quantities used for immediate consumption and drying were smaller than in March 1961. The quantity used for freezing was larger. Liquid egg used for immediate consumption totaled 3,098,000 pounds, compared with 3,508,000 pounds in March 1961. Liquid egg frozen during March totaled 40,782,000 pounds, compared with 39,537,000 in March 1961—an increase of three per cent. Frozen egg stocks increased eight million pounds during March, compared with five million pounds in March 1961 and the 1956-60 average increase of seven million pounds. Quantities of liquid egg used for drying in March were 18,112,000 pounds, compared with 25,763,000 in March 1961. Egg solids production during March totaled 4,704,000 pounds, compared with 6,484,000 in March 1961. The decrease from March last year was in the production of whole egg solids. Current productions consisted of 1,656,000 pounds of whole egg solids, 1,142,000 pounds of albumen solids and 1,906,000 pounds of yolk solids. In March 1961, production consisted of 4,425,000 pounds of whole egg solids, 959,000 pounds of albumen solids and 1,100,000 pounds of yolk solids.



More Eye-Appeal in the package!
More Taste-Appeal on the table!

On the grocer's shelf they reach for it first... at home they go for it most — if it's macaroni or spaghetti made from quality semolina and durum flours milled at the North Dakota Mill and Elevator from 100% durum wheat.

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Flour Milling Division

Grand Forks, North Dakota

Helping Retail Store Managers Adjust for Profitable Low Margin Competition

by Watson Rogers, President National Food Brokers Association
at University of Delaware Conference on Food Distribution

WHEN thinking of how we may help retail store managers adjust for profitable low margin competition we, of course, must remember that traditionally the food industry has been the leader in this development.

There seems to be a divided opinion among industry leaders as to how far the discount centers will cut into the food industry's volume. Some still say that the consumer will like to buy her food in this one-stop shopping center. Others are not so optimistic. They do not feel that the average busy housewife will want to shop for her family grocery needs in a distant center. They do not think she will want to be forced to go through huge aisles of soft goods and many other non-food store products just to get the opportunity of shopping for her daily groceries.

Still others question how long this type of outlet will be able to sell at a lower mark-up than our present competitive supermarkets.

All store managers must take these centers into account. However, we are sure that they will not gobble up our present food industry. Undoubtedly, they will establish a definite place for themselves in our marketing picture.

Not Price Alone

We feel the average store manager is realizing more and more each day that price alone is not the determining factor which affects the housewife's decision as to where she will shop for food. Price, of course, is important. But, some of the other factors which have long been well known to the average store manager must be emphasized to a greater extent than ever before.

They must not over-look the importance of having a pleasant and exciting place for the housewife to shop. They must have a store with personality, which means courteous and friendly personnel, plus those who pay extra attention to good house keeping. Our store managers must not listen too much to the words discount, price competition, and other over-worked terms that are being used in the food industry today. They must not forget the important things that will enable them to adjust to the new competition they face.



Watson Rogers

Give the Lady What She Wants

Furthermore, I feel it must be emphasized over and over again to the store managers that they must give the consumer what she wants. This applies to a single store operator, a chain, or a big discount center. They must have the quality and the variety of products she prefers. This kind of philosophy of course sounds obvious, but I do feel in present-day merchandising some have a tendency to overlook this factor.

One thing has puzzled me for many years, and it is something I've watched through many changes and developments in the selling and merchandising of food products. It has been interesting to observe the way so many food retailing organizations have built successful operations. If you check into their methods you will note that most of them have built their businesses by featuring well-known products to the consumer. They have given her what she wanted, the brands she has known and respected, and the chance to try the new brands and products brought into the market for our fine manufacturers and processors.

Brands Hold Business

What puzzles me is this: If this is such a good policy in building the business, why is it not an equally good policy for holding or maintaining business? That is why we in the food brokerage business feel that this is something

that should be constantly called to the attention of the store managers, as we think this is another way in "helping retail store managers adjust for profitable lower margin competition."

Another thing food brokers have observed is the need for constant attention to changing conditions and situations. They recognize this increases their own responsibility to work closely with the industry. They must increase their efficiency constantly in order to be of the greatest possible service to the store managers as well as to those at the warehouse level.

Brokers Help Retailers

Traditionally, the store manager has been able to look to the local food brokers to help him in many ways. This is even more true today and you can count on this service becoming even more important in the future.

How much he gains depends on how closely he works with the food broker, consistent of course with his own company policy. He has the opportunity to profit from the service, the ideas and the information made available by the food broker and his retail merchandisers.

The ideas food brokers pass on are those gained from many sources and are ideas which will help the manager keep abreast of the latest selling, merchandising, and promotion techniques. It is their goal to be a clearing house for successful ideas designed to increase volume without raising the cost of doing business.

Information is another important contribution to the manager's operation. This includes information on products, prices, promotions, competitive activities, advertising. Such information enables the manager to get the advantage of the initial high volume turnover when special programs break.

Because he is working with a number of different manufacturers, the food broker has broad knowledge and experience of the sales and merchandising programs of various companies. He has seen those that proved successful and those that fell flat. It is another reason why this advice and counsel is so helpful to operators.

The food broker is taking on even more significance today than in the past.

(Continued on page 36)

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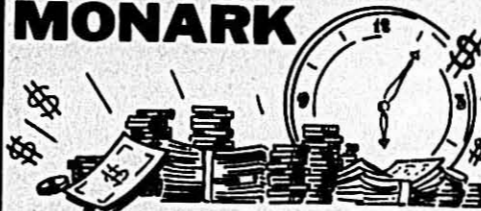
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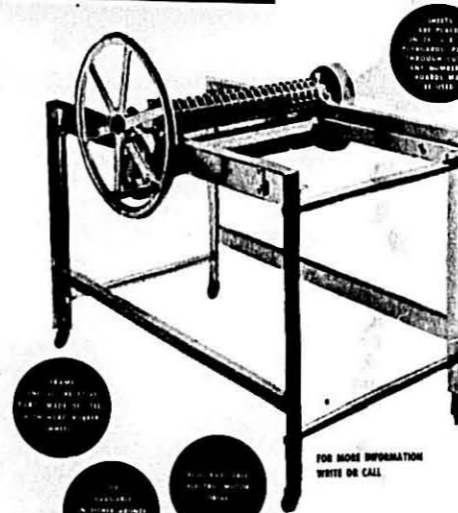
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Helping Retailers

(Continued from page 34)

past because of the ever-growing emphasis on lower cost distribution. Not only are the distributors working closely with him, but more and more manufacturers are turning to him.

The modern, progressive food broker is in the sales spotlight today because he has improved his ability to do a better sales job for the firms he represents. More important, he recognizes that he will retain this position only as long as he continues to do an effective and economical marketing job.

Better Methods

In equipping himself to do a better job for the store managers, he is seeking new and improved methods and techniques.

In thinking of suggestions as to how the store managers can adjust for profitable low margin competition, I am hoping that most of them will think of the many different surveys made on the operations of successful supermarket groups. One in particular stands out with me. Naturally, the thing that impressed me was their statement that they liked to buy from food brokers. They pointed out that when a broker came in with several lines, I believe he used the term 15, it saves their buyers considerable time. In other words if their buyers were forced to see fifteen different men to consider the same items, it of course would be a much more costly operation. In another place in the study it mentioned the problem of screening the hundreds of items presented and stated, "A broker who comes in with a group of such items and who is willing to stake his reputation on his own choices carries more weight with our buyers."

Teamwork Essential

I hope that none of you will feel these remarks are strictly a commercial for food brokers. I must admit I hope it may have such an effect. However, I do sincerely feel that there may be some who are not taking advantage of the full benefits their local food broker can give them. If we are to adjust for profitable low margin competition, we must have real teamwork among all the marketing factors at the local level.

That is where each of you can help. Show your retail managers how to work with food brokers and their merchandisers. Encourage them to be receptive to the ideas, suggestions, and the information food brokers provide. Recognize food broker personnel as the

trained sales experts they are and don't short-change yourself by trying to use them as stock clerks.

I believe we are on the threshold of new and exciting developments in the food industry. These are not developments to be feared. Instead they are challenges that will provide great rewards to the well-trained, alert and open-minded operator, wholesaler, food broker and manufacturer.

Advertising Aids Competition

Advertising is an expression of a competitive way of life, the "happy effects" of which are "registered in the comfort of every American home," says J. Edward Dean, director of the Du Pont Company's Advertising Department.

But the "shotgun critic," relying on vague generalities about "Madison Avenue," overlooks this obvious relationship and "blasts away to the destruction of everything within range," he charged in addressing a joint meeting of the Nashville Advertising Federation and the Sales and Marketing Executives of Nashville, Inc.

Because competition in today's marketing place is more intense than ever before, the pace of advertising has advanced accordingly, Mr. Dean noted. Discounting its effect as a "hypnotic force," he described it as a necessary communication link between salesman and consumer.

Main Street Judgments

"It is not Madison Avenue that is crucial," he said. "The final judgment is exercised on the street where you live."

"The contention that advertising can sell people things they really don't need is, of course, nonsense, unless we can agree that the necessities of life consist only of the most primitive types of food, clothing, and shelter. In an economy of sheer survival, books, beds, satellites, automobiles, paper, cyclotrons, shoes, and nylon are 'frills.' Thankfully, our civilization and our economy have advanced to a point where these things exist and there is a demand for them."

Mr. Dean pointed out that advertising has a major part in creating a desire for such things and helped provide the markets that make them practical realities.

Critics fail to see that "the vigor of our advertising and sales effort is a manifestation of something very basic to the American economy—the intense competition which affords our consumer such a wide option in his choice of goods and services."

He commented that most critics would be quick to cry out in alarm if

competition among producers should be curtailed," and noted that law and tradition are committed to the unrestricted market.

He remarked that the citizens of Moscow "are spared the indignity of listening to commercials which sing the praises of low cost automobiles. They are also spared the automobiles."

In the United States, Mr. Dean said, there are strong contenders for public favor in every field; there is the "functional" competition of different products fulfilling the same needs; there are vast innovations which have intensified competition in merchandising.

Manifestation of Competition

Advertising is a "manifestation" of this competition but the critic "forgets these facts of business life," he declared.

"Like Samson, he blazes away at the pillars of the temple without concern that if he succeeds, the roof will come tumbling down. In denouncing the institution of advertising, he has little to say, for example, about the effect on another institution which we in America hold in some esteem—the institution of a free press.

"How long could our newspapers and magazines continue to exist without advertising—even bad advertising? How long could our television and radio stations survive as free institutions? And, should they go under, what would take their place?"

"Advertising is subject to much improvement, to be sure," Mr. Dean said. "If we as consumers can pinpoint our chagrin and sense of outrage to the offensive examples, we will have made an excellent beginning toward improvement."

Company Responsibility

But the most important thing to be done is to place the responsibility for advertising where it belongs—on the company doing the advertising. To attribute the sins of advertising to "Madison Avenue" is like "blaming a poor golf score on the caddy," he declared. "The advertising agency is nothing more than a projection machine which flashes the image of its client on the screen of public consciousness. If the likeness it presents is distorted or untrue . . . then it is the client, not the agency, that is at fault."

"Business management must carry the responsibility for its advertising, just as it does for its manufacturing processes, its personnel policies, or its financial integrity," Mr. Dean said. "The same care and the same accountability must apply in the area of advertising, whether under the hand and seal of the company or under the brand names and trademarks that it owns."



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Bird in Hand

Imitators of the original packaging design can cause confusion in the public's mind, says a recent article in Modern Packaging.

This is what prompted Megs Macaroni Company of Harrisburg, Pennsylvania, to revamp the package design for its Pennsylvania Dutch line of macaroni products with a distinctive trademark.

Pleasant Packages

Megs had pleasing packages colorfully printed with floral motifs and hex signs, symbolic of the Pennsylvania Dutch area where the products originated. Being well advertised in printed media and on TV it was well received by the public and sales were good. Too good almost because competitors began to copy the general package appearance.

Then sales of the one pound macaroni package began to lag and so did the space given the package on store shelves.

After consulting with its advertising agency it was decided to bring in experienced designers to do something about it. After making a study in the supermarkets throughout Megs' marketing areas four reasons were given as to what was causing the lag. They were:

(1) It was easy for consumers to mistake competitive brands for Pennsylvania Dutch;

(2) Meg's packages had a pleasing design, but no strong identifying symbol to make them stand out;

(3) Stores were displaying many of the noodle and macaroni packages horizontally, but most of them were designed for vertical display; and

(4) Some stores were mixing other brands on the shelf with Pennsylvania Dutch.

Need Distinctive Trademark

The recommendation given was to create a distinctive trademark that would give instant recognition no matter how the packages were placed on the shelves. Another was that the principal design on all bags be arranged horizontally. The trademark, brand name and product variety was also placed on two sides and on the butt end of every bag, so that no matter how it is placed on the shelf essential data stands out. Cartons were designed with the trademark placed vertically on one side and horizontally on the other for shelf stacking either way.

The choice for the trademark was a twin-headed version of the "distelfink"—a bird motif frequently used in Pennsylvania Dutch decoration. This would immediately distinguish Megs packages

(Continued on page 40)

also proven to be a definite asset. Breakage has been minimized, reducing American Beauty's waste. And, infestation a problem within the macaroni industry, has been virtually eliminated.

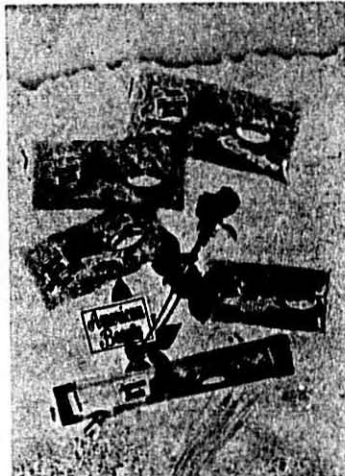
American Beauty's newly designed package has really paid off too in an increase in sales. The simplified package design is more effective, yet provides the consumer with sufficient information. Appetizing meal suggestions are found on the back panel along with cooking instructions, and the well known rose motif has been retained in a modernized form.

American Beauty markets 65 varieties of macaroni products in 90 different units. Forty-eight of the 65 varieties are in Du Pont two-in-one polyethylene bags, the rest in boxes. Roll stock is used on make-and-fill equipment to take care of 90 per cent of American Beauty's poly bag requirements.

Seven Plant Locations

Seven plant locations—Kansas City, Wichita, St. Louis, Denver, St. Paul, Salt Lake City and Los Angeles—are now in operation. An eighth is currently under construction in Dallas, Texas. All eight are of modern design with an emphasis on sanitation in the manufacturing areas. The plants also use the newest developments of the packaging machinery industry to package their products.

From the seven operating plants, American Beauty's salesmen cover the country west of the Mississippi River. They sell two-thirds of their market direct, while the other third is taken care of by brokers. These product salesmen are probably among the most severe critics of new packages, but all agree that American Beauty's new package design in two-in-one poly is a sales winner.



American Beauty's new two-in-one poly packages.

New Package

American Beauty Macaroni Company, Kansas City, Kansas, is putting Du Pont two-in-one polyethylene to work in their new package design. "The better clarity, durability and printability of two-in-one poly was just what we were looking for," said Ralph Sarli, vice president of American Beauty and a director of the National Macaroni Manufacturers Association.

Transparent and Tough

"The new package design really stands out due to the improved appearance and transparency. And, our products are easier to see." Transparency is an old friend of American Beauty's. As far back as 1935 they were using a plain cellophane bag with header label for sales appeal.

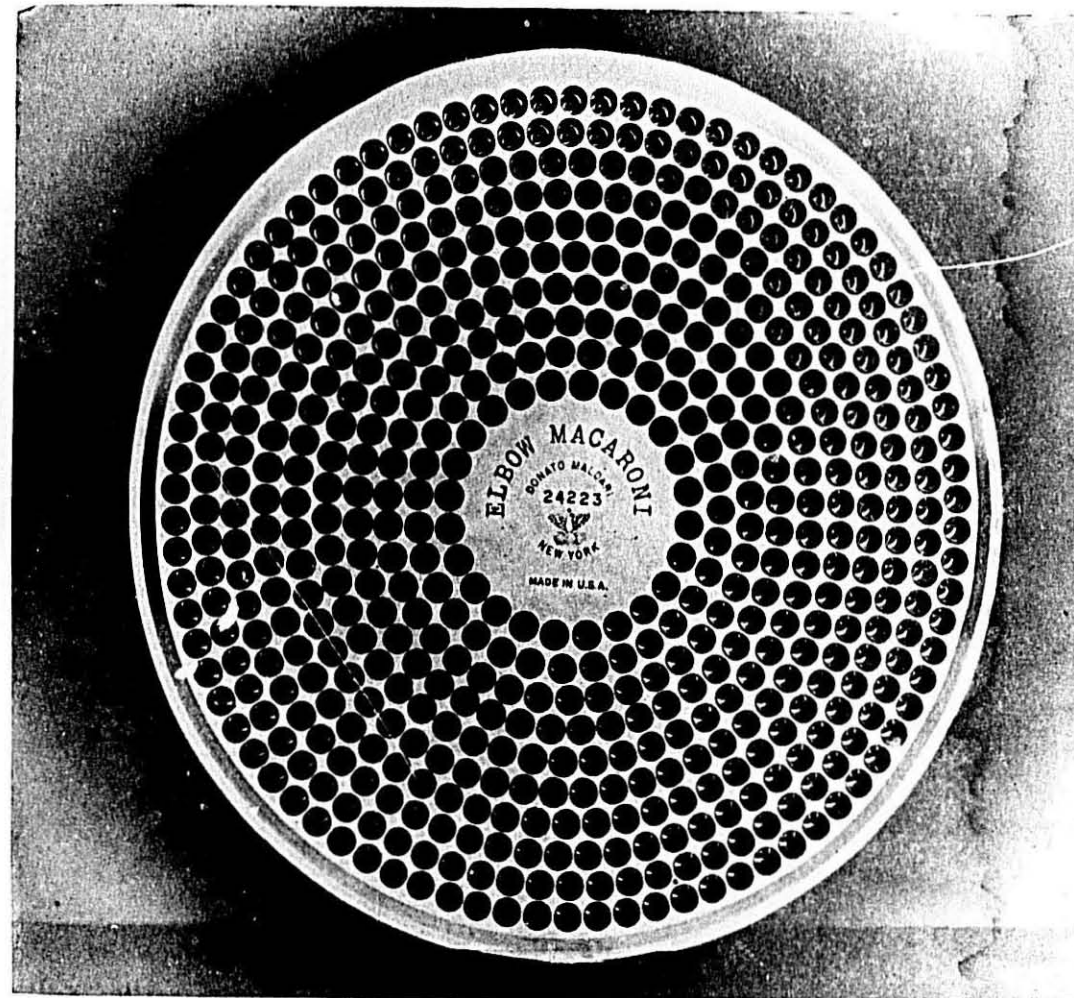
The durability of two-in-one poly has



American Beauty Macaroni Company, Kansas City, Kansas.

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557 THIRD AVENUE

BROOKLYN 15, NEW YORK

U.S.A.

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Bird in Hand—

(Continued from page 38)

from all others. The trademark also suggests the outline of a stylized letter "P," for Pennsylvania Dutch.

Megs tried the new design on macaroni packages first and when the sales results were so good the company went ahead and came out with new packaging for the entire line.

Megs has found a powerful advertising symbol in the distelfink. It has been featured in ads, on TV, recipe books, on the exterior of the plant, on letterheads, business cards and all other promotional materials and has made sales climb.

Easy Opening for Spaghetti Packages

A new easy-opening feature for polyethylene-wrapped thin spaghetti is being market tested in the Far West by Grocery Store Products Company of Los Angeles.

The device is a registered perforation covering about one-third of the tubular package, which the housewife can easily separate when she's ready to use the spaghetti. Because of the careful registration, the cap of the package is retained as a reclosure device for storing unused portions of spaghetti. Grocery Store Products introduced it on one-pound packages of its "Gold Medal" brand thin spaghetti, a name identified with quality since 1933.

The perforation is registered with the web about one and one-half inches from the ultimate end of the package by the supplier of the film, the Dobeckmun Division of The Dow Chemical Company. Dobeckmun originated the perforation idea and designed it into Grocery Store Products' standard package, which is two-mill Polyfilm 300, printed in three colors.

Grocery Store Products packages thin spaghetti on a Triangle-Gaubert machine.

The company distributes Gold Medal brand in southern California, Nevada and Arizona.

Test Marketing

Oscar Mayer & Company is test marketing nine refrigerated, prepared foods. The line, packaged under the label "Minute Meals" in seven-ounce containers and retailing between 39 and 44 cents, include little wieners creole; little smokies creole; spaghetti with little wieners; spaghetti with little smokies; potato salad with little smokies; sauerkraut and little wieners; barbecue sauce with sliced beef; tuna noodle royale; and shrimp creole.



Principal Thomas Israel presents Art Teacher Frances Wilson a Noodle Award.

Noodle Award

The ingenuity and creative ability of an Illinois school teacher has won her the first of a series of Noodle Awards.

In recent months, Mrs. Frances Wilson, district art instructor of Warrensburg-Latham School near Decatur, Illinois, initiated a program of having her students fashion model antique cars, tractors and motorcycles from noodles.

The trophy, presented to her by School Principal Thomas Israel, bore the following inscription: "For Using Her Noodle In Creating an Art Form Thru the Use of Noodles." A unique feature of the trophy was that it had a piece of metal spiraling upward out of it in the shape of a noodle.

The award was created by Donald Grass, vice president of the I. J. Grass Noodle Company, a Chicago firm that makes and distributes Mrs. Grass Noodles and dehydrated soups.

Roman Holiday

Lebanon, Pennsylvania, will be transformed by the sunny gaiety of Italy when "Roman Holiday in Downtown Lebanon" is staged in mid-September of this year. The event is being planned by the Special Events Committee of the Center of Lebanon Association, Richard D. Fisher, chairman.

The Roman Holiday is planned, basically, as a community expression of congratulations to the San Giorgio Macaroni Company upon the opening of its new multi-million-dollar plant.

The salute will take the form of a gigantic Italian festival on the downtown streets. The entire area will be transformed into an Italian village with operating plaza fountains, costumes, posters and appropriate lighting.

Free spaghetti will be prepared and served to the public in the downtown area during the event.

Joining in the celebration will be nationally known personalities such as Joe DiMaggio, Morton Downey and Rocky Marciano. Local, state and na-

tional government figures will also be invited.

Search for the Busiest Woman

A search for the "Busiest Woman of the Year" was launched in the Greater New York metropolitan area April 30, by the New York division of Prince Macaroni Manufacturing Company, Lowell, Massachusetts.

Entry blanks were available at all groceries, supermarkets and discount houses carrying any of the Prince Italian food products. No proof of purchase will be required. A contestant may enter her own name or nominate a friend or relative by completing in 25 words or less the sentence, "I nominate (name and address) as the Busiest Woman of the Year because . . ." The contest closes May 26.

Big Prize List

Top prizes include a vacation for two at the ocean-front Sorrento Hotel in Miami Beach, free maid service for Spring housecleaning, a Westinghouse dishwasher and a Westinghouse broiler-lid fry pan. First, second and third place winners plus 25 other winners will receive deluxe gift cartons of Prince spaghetti, sauce and imported grated cheese. Transistor clock radios will be awarded to the favorite grocer of each of the three top winners.

All entrants will receive by mail a Red Scissors Premium catalogue and a certificate worth ten coupons when redeemed with ten regular Red Scissors coupons from the labels of Prince sauces, prepared foods and cheeses. Each will also receive a valuable coupon to be applied on the purchase of Prince Italian sauces.

Merchandising Support

Besides special point-of-purchase material and display signs, the contest will be carried by radio station WHN for the four-week period.

"The Busiest Woman of the Year contest," Sal Cardinale, head of Prince's New York operation, said, "is an integral part of our current 'Busy Women Love Prince' advertising and promotion theme. This contest is our way of saying thanks for the tremendous acceptance that easy-to-use Prince products now enjoy among busy women in this market."

Rice-A-Roni for Lent

"A good idea anytime—perfect for Lent" says point of sale materials prepared by Golden Grain Macaroni for their Spanish Rice-A-Roni specialty co-featured with canned tuna and tomatoes. The company distributes beef and chicken flavors as well.



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WAY BACK WHEN

40 Years Ago

• Macaroni manufacturers were urged to attend the macaroni convention June 22-24 at Niagara Falls. The program included leading men in the industry speaking on every phase of the manufacture and distribution of macaroni plus addresses by government officials.

• "Macaroni is rapidly becoming a world food," wrote W. Boehm. He stated that \$17,000,000 had been invested in the manufacture of macaroni products and 15,000 people were employed in macaroni factories in the United States.

• The 1921 crop of durum totaled 46,000,000 bushels compared to 11,000,000 in 1916. Over-production came about because of durum's resistance to rust. The grain trade called for its separation from other varieties in government reporting.

• The Shane Bros. & Wilson Company, Inc., of Minneapolis, decided upon a change of name. The new name was to be King Midas Milling Company.

• Due to heavy taxes and high duties in France, prices of food were high. Macaroni and spaghetti were selling for one franc, fifty centimes a pound. This was nearly double the price of normal times.

30 Years Ago

• Carmine Surico, president of The Clermont Machine Company, Inc., announced a new invention to the trade: an automatic preliminary dryer for noodles.

• From an editorial: "No matter how cheap may be the labor used in a manufacturing plant—and cheap help is always expensive in the end—and irrespective of the low prices at which raw materials may be purchased, remembering that good raw materials still demand a fair price—the expense of operating a plant and managing a business must still be financed out of profits."

• Question: "Can a good quality of macaroni be sold for five cents for an eight ounce package?" Answer: "No—a good quality, private brand macaroni would have to sell for seven cents a package or more in order to cover costs and be sold at a reasonable profit."

• Some macaroni manufacturers were still in business after the depression due to the fact that they made their trade mark depression-proof. This was done by educating the consuming public to the fact that the trade mark is a guaranty of quality.

20 Years Ago

• The macaroni industry hoped to find an answer to problems that grow out of the swing from peace to war-time production at their convention in Chicago, June 22 and 23.

• Paul Willis of the Grocery Manufacturers of America observed that the very existence of the food and grocery product manufacturers was threatened by war—that they were face to face with the necessity of solving the most difficult problem of their history including: raw materials, machinery, containers, price ceilings, readjustment of sales forces, transportation, shortages and priorities.

• Early in the month the announcement came which all food producers had been expecting—a government order and an enforcing bureau to study the military, civilian and foreign food needs. The War Production Board and the Office of Price Administration were involved in the enforcement of the regulation.

• Many processors of canned spaghetti were forced to close down due to an order from the War Production Board prohibiting the packing of this food in cans.

10 Years Ago

• On the cover president C. F. Mueller practices his French pronunciation in preparation for the macaroni convention in Montreal.

• A salute to Montreal told about the French-Canadian city and the macaroni operations of Catelli Foods and Charbonneau Ltd.

• Convention plans included discussions on how the Canadian Wheat Board operates, marketing facts from Opinion Research Corporation and a consumer panel to consider the question "Why do people buy or fail to buy macaroni?"

• Impact, a 36-page brochure was distributed to supporters and interested friends of the National Macaroni Institute. It was a report of the accomplishments of the Institutes publicity and merchandising program.

• Joseph Pellegrino of Prince Macaroni Company, Lowell, Massachusetts, promised to supply the staff and guests of the Don Orione Home for Aged Italians with all the macaroni products needed as long as the home is in existence.

• Celebrating National Salad Week, NMI featured macaroni salads at the American Home Economics Meeting in Atlantic City.

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

FOR SALE—Ambrette Press with Spreader. Box 178, Macaroni Journal, Palatine, Ill.

FOR SALE—Used Senzani Spaghetti Cutter. Box 181, Macaroni Journal, Palatine, Ill.

FOR SALE—One Ambrette long goods press, spreader and preliminary dryer, with vacuum pump. A-1 condition. John B. Canepa Co., 312 W. Grand Ave., Chicago 10, Ill. Superior 7-1061.

DISTRICT SALES AND SERVICE MANAGER—Macaroni machinery manufacturer needs man to take full responsibility as sales engineer in Eastern or Midwestern market. Box 192, Macaroni Journal, Palatine, Ill.

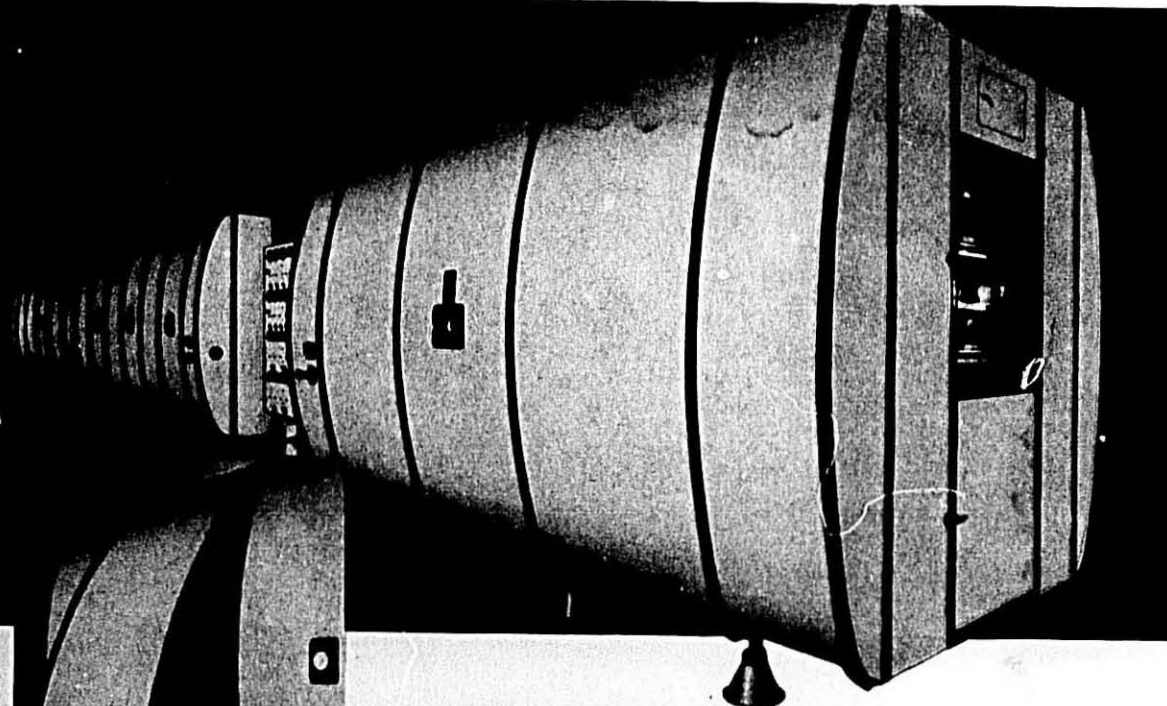
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Chas. Chinski Retires

Chas. C. Chinski, president of the Chinski Trading Corporation in New York City, is retiring July 1, after representing Commander Larabee Milling Company in the New York market for 31 years. He will serve as a consultant for the Archer Daniels Midland Company.

THE MACARONI JOURNAL



Modern Automatic Dryer gives you stronger, better-looking short goods

Inside this efficient, modern Dryer, temperature, humidity, and air circulation are precisely regulated to produce short goods of finest quality.

By matching temperature to the product's capacity to release moisture, BUHLER Dryers are able to use higher temperatures, thus cutting drying time to as little as 4 hours for certain products.

Sanitary. From entry to discharge, the product touches non-corrosive materials only. BUHLER swing-out panels make cleaning an easy task, and off-the-floor construction likewise simplifies sanitation.

Pre-dryer. You can also improve your present drying operation by installing a BUHLER Preliminary Dryer in your present production line.

More than 200 BUHLER Dryers are now operating in the United States and other

countries. It will pay to investigate how you, too, will profit by drying the BUHLER way.

- Specially-designed swing-out panels
- Super-efficient insulation stops both heat and vapor
- Sanitary off-the-floor design prevents condensation on floor underneath
- Patented aluminum alloy conveyor
- No mixing of different type products because conveyor elements empty completely
- Positive air circulation dries uniformly over entire width of belt
- Needs practically no attendance
- Economical. Requires relatively little power, heat, or maintenance

Swing-Out Panels provide easy access for inspection and cleaning. Requires less than a minute to remove.



S-Element Aluminum Drying Belt. Stronger, more rigid than any screen conveyor. Stays clean for there's no wire mesh in which dirt can lodge. No belts to loosen, no screens to mend.



Shaking Distributor prevents product from adhering when it first enters the Dryer. Spreads goods evenly over the belts for more uniform drying.



Complete Macaroni Plants by BUHLER

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General Mills and the macaroni industry...

PARTNERS IN PROGRESS

For more than 35 years General Mills has been working with the Macaroni Industry in a cooperative program to improve quality and to increase the consumption of Macaroni Foods. Some of the milestones in this long cooperative endeavor include:

1. Developing of new macaroni recipe ideas—Ever since 1928, the internationally famous Betty Crocker Kitchens have been actively interested in developing new Macaroni dishes for all types of Macaroni Foods—Spaghetti, Macaroni and Noodles. In this definite and continuing program in the Betty Crocker Kitchens, Mrs. Homemaker, herself, participated in the testing program. In this way scores of delicious and nutritious Macaroni Foods, each taste-tested thoroughly, have been made available in ever-increasing variety to the American family.

2. Stimulating consumer interest in macaroni foods—For many years a news service of General Mills has furnished Betty Crocker developed recipes to more than 400 newspapers, thus bringing to the American consumer news of these Macaroni Foods. At regular intervals a program of special radio broadcasts by Betty Crocker was devoted to Spaghetti, Macaroni and Noodle Foods.

In addition to this service, General Mills has developed four recipe booklets and folders for use by the Macaroni Industry with several million copies being placed in the hands of the consumer. These included:

- 10 Main Dish Recipes for Spaghetti, Macaroni and Noodles
- Macaroni-Spaghetti and Noodle—Good and Easy Macaroni Dish Recipes
- Macaroni-Spaghetti-Handbook—Delicious Main Dish Recipes
- Six New Macaroni Recipes—Typical of Geographical Areas—Macaroni U.S.A.

Seven pages in the new Betty Crocker Picture Cookbook are devoted to Macaroni Foods. These recipes, along with previous editions of the Betty Crocker Picture Cookbook, have reached an estimated distribution figure of nearly six million copies.

3. Participating in industry-wide programs—By participating in industry programs, General Mills has supported the many promotions designed to broaden the market for Macaroni Foods—through financial support as well as assisting with trained personnel in advertising, merchandising and quality control programs. General Mills has worked closely to further Macaroni Foods in cooperation with the Macaroni Institute, the Durum Wheat Institute, Crop Quality Council and other groups.

4. Providing the finest of semolina and durum flours—General Mills Durum Laboratory was the first to produce macaroni foods experimentally to determine the best varieties of durum wheats for top grade semolina. Through the years General Mills has annually conducted a Durum Wheat Survey of the new crop and has worked closely with our grain buyers and technicians in developing Durum Semolina and Durum Flours of exceptional quality for the Macaroni Industry.

Stimulation of interest in greater usage of Macaroni Foods with both old and new customer; suggestions to consumers of the idea of using these foods often; and, in general, broadening the market for this versatile food, have long been the goal of General Mills, together with its *Partner in Progress*, the Macaroni Industry.

Ask your Durum Sales representative for further information. Or write:

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