

**THE
MACARONI
JOURNAL**

**Volume 44
No. 5**

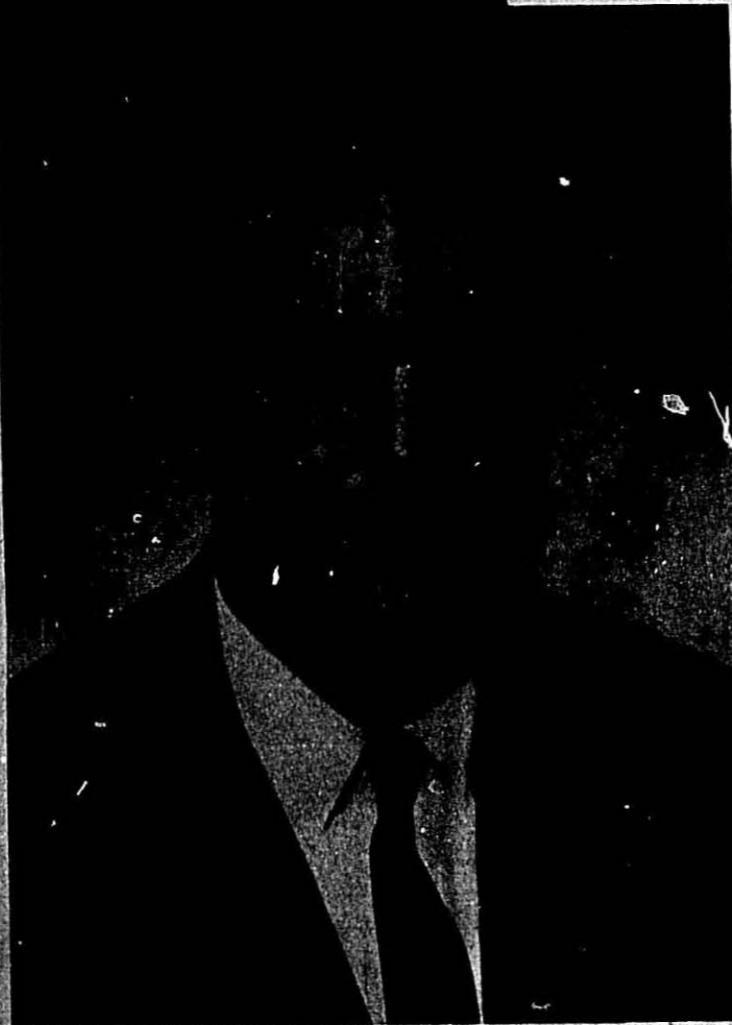
September, 1962

Maccaroni
Journal



SEPTEMBER, 1962

Albert Ravarino
Elected President





Head Table, left to right: Fred Spadafora, First Vice President; Mr. and Mrs. Peter J. Viviano (Third Vice President); Monsignor John Romaniello, the Hong Kong Noodle Priest; President and Mrs. Albert Ravarino; Immediate Past President and Mrs. Emanuele Ronzoni, Jr.; Mr. and Mrs. Robert I. Cowen, Sr. (Second Vice President); Mrs. Green and Robert M. Green, Executive Secretary of the National Macaroni Manufacturers Association.

Emphasis On Fundamentals

THE Fifty-eighth Annual Meeting of the National Macaroni Manufacturers Association at Hot Springs, Virginia, put emphasis on fundamentals.

The opening film presentation: "Response To The Challenge"—showed the Reverend Robert E. Richards, youth leader and athlete, director of the Wheaties Sports Federation, stressing the need for thinking people to act. In meeting the challenge of using man's genius in what we create, not destroy, he called for immediate response with faith—the greatest power in the world; courage—"a moment of happiness is a lifetime"; and the response of a spiritually committed life.

President Emanuele Ronzoni, Jr., greeted the convention delegates. His comments appear on page 6.

Crop Prospects

There was optimism for durum prospects with the largest acreage since the thirties and excellent growing weather indicating a yield of 20 bushels to the acre as of July 1 for 47,343,000 bushels. But the crop is late—by 30 days in some areas—and hot weather during July could hurt the lush growth or early frost could create serious damage.

Canadian prospects are good also, with almost 2,500,000 acres planted

and a prospective crop of 40,000,000 to 45,000,000 bushels.

Industry committee members including Ray Wentzel, Mark Heffelfinger, Lloyd Skinner, and Bob Green reviewed their work of the past year. Comments were added by Don Fletcher of the Crop Quality Council. President of the Durum Growers Association, Richard C. Crockett, wired: "Regret that my father's unexpected illness prevents me from attending your convention. My most sincere best wishes for a successful meeting. This year's bright prospects are the silver lining we hoped for even in gloomy prospects of last July. It is now within our grasp to truly make durum the standard of quality in our fast growing industry. The year 1962 has proven that the producer has the ability to provide ample stocks of quality durum. Through continued effort we can, I feel, do much to take the peaks and pits out of our progress charts. In unity we stand to gain and it would be wise for us all in every segment of the industry to remember well the progress we have made together in meeting the real challenge—that challenge is the task of achieving for semolina products their rightful place in the competitive food markets of our afflu-

ent society. Increased consumption and acceptance is our common goal."

Clifford Pulvermacher, Deputy Associate Administrator, Agricultural Stabilization and Conservation Service, United States Department of Agriculture, said that the government would not be disturbed if the durum crop was large, because a substantial carry-over is desirable. The durum program is being watched carefully to see if it can be applied to other types of wheat and to other specialty crops.

Quality Discussion

In the discussion on quality in macaroni, Association Director of Research James J. Winston said the important characteristics are color, transparency and flexibility, cooking characteristics, mechanical strength as determined by stress tests.

A panel composed of Peter J. Viviano, Vincent F. LaRosa, Roger DiPasca, and John Zeraga, Jr., agreed that quality differs in different regions, but uniformity is essential. In some areas color is more important than in others. The institutional buyer is not as concerned with color as he is with strength for the product to stand up under steam table use.

Roger DiPasca observed that the Standards of Identity for Macaroni

Products permit the manufacturer to make a variety of good products, and making the best possible on a standardized basis is the best way to maintain a brand franchise.

Dr. Kenneth A. Gilles of the Cereal Technology Department, North Dakota State University, asked how we could learn more about our basic material. He said that research today is a necessity in a technological society.

Management Matters

Dr. Forrest H. Kirkpatrick of the Wheeling Steel Corporation declared that all business is faced with an increasing tempo of innovation. More things have happened in science and technology in the last 25 years than in the previous 500 years—and even more dramatic changes will come about in the next decade.

Changing sociology is changing the pattern of marketing and distribution. Wants, desires, motivations, social pressures and responses are all changing rapidly. Seven out of 10 new products fail because response was not what anticipated. We have much folklore but we need more research.

There is a shifting concept of free enterprise with an enlargement of the idea of governmental activity in "the public interest."

Dr. Kirkpatrick observed that The Sixties are a watershed of history—some people see difficulty in every opportunity; some see opportunity in every difficulty.

I. Austin Kelly III, president, National Employee Relation Institute, described plans for deferred compensation to hold key men. He urged custom tailored plans to fit specific business situations and offered to study each schedule without any obligation to members of the National Macaroni Manufacturers Association. From each study he would design a plan and prepare the actuarial figures showing the amount of required contributions. This work would be done without any obligation. If plans prepared for your company were acceptable and installed, the Institute would be glad to perform its services on a modest fee basis.

Selling is fundamental, said Hal A. Bergdahl, sales consultant. A digest of his comments appear on page 8.

The benefits of macaroni portrayed in a slide presentation by Ted Sills on the work of the National Macaroni Institute are versatility, economy, convenience, and the fact that these foods are tasty and nutritious.

Product Promotion

National Macaroni Institute projects coming up include participation in the Food Editors Conference in Septem-

ber; advertising in the October issue of Practical Home Economics Magazine and the use of the theme "Macaroni Makes Your Menu" during National Macaroni Week, October 18-25.

Howard Lampman of the Durum Wheat Institute announced that a product demonstration outline would be ready by January with recipe leaflets to support the demonstration available at a cost of approximately one cent apiece.

In an effort to better reach the 14,000,000 students participating in the School Lunch Program, a conference was arranged in Washington with representatives of the growers, millers, and macaroni manufacturers presenting their case to government officials. The government urged that recipe work and educational efforts be continued by industry, because the Leslie Type A pattern cannot be modified to give billing to every food item that would like mention.

Consumer Comments

Des Dardenne of McCall's Magazine reported on their findings from the past several Congresses on Better Living. Convenience comes up most frequently in the vocabulary of the homemaker and then calories with nine out of 10 housewives reporting overweight in their families. We must combat the public idea that macaroni is fattening.

Cooking is a creative activity of all housewives. She is constantly on the lookout for new ideas and new recipes. Women read magazines as business people read trade journals. Most of the consumer magazines now have regional issues for regional products.

The Noodle Priest

Monsignor John Romaniello, the "Noodle Priest" from Hong Kong, was the hit of the convention. He has been making noodles from surplus flour and dried milk powder sent from the United States for free distribution to refugees from Red China. He pointed out that half of the world's population is hungry and dies before the age of 40 is reached. Peace and productivity can be brought nearer if these people have some of our abundance to eat. In making them self-sufficient, he is seeking support from industry to establish similar operations in South America and Africa. The Association got the ball rolling by making a contribution of \$2,500. An individual manufacturer who did not choose to be identified will contribute \$10,000; while others have arranged to send needed equipment and funds to this charitable work. The story of the noodle priest appears on page 6.

Social Scene

On the social scene, a Golf Tournament was held for the Ted Sills Trophy, won by Ignatius DeFrancisci for low net and Jerry Tujague for low gross.

The Rosotti Lithograph Corporation was host at their traditional Spaghetti Buffet. At the banquet Emanuele Ronzoni, Jr. was presented a plaque for outstanding service as immediate past president. His assistant, Roger DiPasca, was given a standing vote of appreciation at the final General Session.

West Virginia Pulp and Paper Company conducted an interesting tour through their paper plant at Covington, Virginia.

Hosts of the Suppliers' Socials preceding the evening events included the following:

Amber Milling Division, GTA Ambrette Machinery Corporation
ADM-Commander Larabee Mills
Ballas Egg Products Company
V. Jas. Benincasa Company
Braibanti-Lehara Corporation
The Buhler Corporation
Clermont Machine Company
DeFrancisci Machinery Corporation
Doughboy Industries, Inc.
Faust Packaging Corporation
Fisher Flouring Mills Co.
General Mills, Inc., Durum Dept.
Hoskins Company
International Milling Company
D. Maldari & Sons, Inc.
North Dakota Mill & Elevator
William H. Oldach, Inc.
Rosotti Lithograph Corporation
Russell Miller-King Mills
U. S. Printing and Lithograph
West Virginia Pulp & Paper Company



Carl C. Skoggard, Chairman of the National Macaroni Institute, and Roger DiPasca, Executive Secretary of the National Macaroni Manufacturers Association, are seen here at the convention. Skoggard is on the left and DiPasca is on the right.



Fred Spadafora, First Vice President.



Robert I. Cowen, Sr., Second Vice President.



Peter J. Viviano, Third Vice President.



Emanuele Ronzoni, Jr.

Greetings from the President

result is a strengthening of the industry and its ability to serve the American consumer.

All of you have already been notified of the program schedules to be held in this convention. As you can see by reviewing them, it is the purpose of the industry to cooperate fully with government in the public interest and to seek consistently the maintenance of the highest standards in the making of our products.

Your active participation in the program will increase the mutual benefits that all of us will derive from this meeting.

At this time all of us are vitally concerned with knowing the latest reports and forecasts of the industry's raw material availabilities. This factor will strongly influence the welfare of each of our businesses during the coming year. You will have the opportunity of learning the status of raw materials from various perspectives.

Within our own companies all of us face, in large or small degree, organizational problems, including employee relations and the development of executives in key positions. Of course, these are the arts of management. Each of us bears this responsibility of management. However, any experiences or examples of management's performance in these areas that will

be discussed during this convention may well provide valuable suggestions to you.

Sales, marketing, advertising, promotion, are all topics included in our planned program. Here you will learn not only of the recommendations that may be helpful to you in the promotion of your own company, but you will hear also of the projected programs of the Durum Wheat Institute and our own National Macaroni Manufacturers Association for the continuing high consumption of macaroni and noodle products.

We may well permit ourselves the feeling of pride in the manner in which we have advanced our industry as standing for good, wholesome, nutritious food ranking among the top on the list of "best liked" by all members of the American family—man, woman, and child.

To maintain this advantageous position and withstand the pressures of the mass influx of new products in the marketplace, our industry must be continually alert, progressive, creative, in the manufacture and promotion of our fine products.

Mutual faith, purposeful action, and integrity in all our dealings—these will assure for all of us the strengthening of our industry and its ability to serve the American consumer.

It is indeed a great pleasure to be with you once again and greet all of you personally. All of us who are concerned with the welfare of the National Macaroni Manufacturers Association appreciate your recognizing the importance of attending this, our fifty-eighth annual convention.

The film that you have just seen, "Response to the Challenge," may very well exemplify solutions to our own individual and industry problems by inspiring us to counteract the daily pressures of doing business.

When a constructive spirit exists in each of our companies and when there is integrity in all our dealings, there is an overall feeling of faith in the industry and its growth. The total

The Hong Kong Noodle Priest

MONSIGNOR John Romaniello is the guiding force in the "Millions of Noodles for Millions of Refugees" program which feeds the starving people who crowd the slums of Hong Kong. He appeared at the macaroni convention and promptly endeared himself to one and all with his charming personality and the exciting story of helping hungry people feed themselves.

Almost 1,000,000 refugees have escaped from Red China in the last 10 years; but that is not all, for they are still coming into Hong Kong at the rate of 100,000 a year. Add to this an annual birth rate of more than 92,000 and it will be seen quickly that Hong Kong, a pocket-size city lying in the South China Sea, nestled against the vast country of China, is bursting at the seams.

Thousands of huts dot the mountain slopes of Hong Kong and thousands of sheds lean against buildings along narrow lanes. Every room, every corridor, every corner, where a bed can fit, is

occupied. For half a million people "home" is just a bed-space.

The refugees in Hong Kong are an industrious people. They have the will to work. Where there is a dollar to be made, the refugees are there to make it. They have great powers of endurance. They can get along on very little. They are appreciative of what they have and they approach the challenge of life cheerfully.

Great Spirit

Their spirit is best exemplified by the following story: During the period of heavy rains in 1957 many families lost their homes in the floods. Monsignor Romaniello visited a school in the Resettlement Areas where more than 80 families were being sheltered temporarily. "Mats were their apartments." It was pouring rain outside and he stopped to speak to an old man who was quietly smoking his long Chinese pipe, saying: "We are having awful weather." "Terrible" replied the old man, "if it would only stop raining, we could go out and build our



Monsignor John Romaniello (left) receives a check from Emanuele Ronzoni, Jr. and Albert Ravarino in behalf of the National Macaroni Institute for his work in making noodles from surplus United States flour and powdered milk to feed refugees from Red China.

huts again." As he said this, Monsignor looked out of the classroom window to the slope where the huts formerly stood. There was not a stick (Continued on page 40)

There is something special about Macaroni products made from

King Midas

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

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too.

They meet all the requirements of big-family budgets to the most exacting taste of the gourmet.

To obtain that "something special" in your products use the finest—use King Midas.



King Midas DURUM PRODUCTS

MINNAPOLIS MINNESOTA

A BONUS EVERY MONTH

by Hal A. Bergdahl

Hal A. Bergdahl, president of Hal A. Bergdahl Associates, Sales Counselors, Evanston, Illinois, is no Johnny-come-lately to the sales field. His 12 years on a territory as a salesman—his 18 years as Manager of Contractor Sales for Crane Company—and four years as a teacher of salesmanship at the University of Illinois, added realism and authority to his presentation at the Fifty-Ninth Annual Meeting of NMMMA. Here are excerpts of what he said:

TO GET a good look at what a sale is made of, we shall develop one-bit by bit—paying special attention to such things as gaining favorable attention quickly, the value of visuals, what the customer frequently means when he says, "Your price is too high," how to overcome objections and remove obstacles, and lastly the techniques used to successfully close sales. Quite a big order, but selling itself is a big, important task.

Whether you are selling macaroni, transistors, toothpicks, or million dollar yachts, the principles, the basics of selling are the same. Since your own attitude is so very important, I would like to suggest you make a firm and steadfast resolution with yourself to constantly be on the alert for new and improved ways of serving your customers and prospects. This kind of attitude will pay you well.

Gaining Favorable Attention

We have now arrived at the spot where we can start looking into the construction of a sales interview "that sells." If sales are to be made, customers must be asked to buy. But there is a wrong way and a right way. The right way means more orders—the wrong way means wasted effort. The best way I know of to "open doors" is to quickly prove to the people you contact that you are prepared and anxious to render a real service. Unless you are prepared to render a service, you do not deserve to get in.

All right, the first minute of our sale has now come. Our samples and literature are up to date—we are just rarin' to meet and sell our prospect. The crucial time has arrived.

To gain favorable attention quickly, talk benefits and close it early—people really buy benefits. Let me give you just one illustration of how advertising people use the benefit idea in ads that really pull in sales. Coca Cola starts most of their ads with the word "refreshing," which is a benefit.

"Mothering" Merchandise
There is something in the way we handle our samples and other visual aids that can do a lot to create the right "atmosphere." To illustrate this point, allow me to tell you about a very famous jewelry store in Chicago and how they have developed this "mothering of merchandise" to a very high degree.

A customer comes into the store and heads for the showcase containing rings. He looks over the assortment in the case and then expresses an interest in a particular ring.

Does the clerk take out that tray of rings and nonchalantly set it in front of the customer? He certainly does not! He picks out the ring the prospect asked to see—goes through the motions of cleaning it off—sets the ring in the center of a small blue velvet pad—and then gently and, I might say, with feeling, slides the pad in front of the customer. With that little exhibition of showmanship, the buyer cannot help but be impressed with the fact that this is no ordinary ring. It is something special! The clerk has handled it in such a way that its value has immediately gone up in the eyes of the fellow who is there to look at rings.

Had the clerk taken this same ring in a lackadaisical manner, I am sure you will agree the customer would not have received the "lift" he got from the skillful handling just described.

Importance of Price

And now we come to the question of price. I have a feeling every sales person sooner or later must meet the price question. There are sales specialists who claim the question of price is brought up more often than any other objection. It is safe to say it is frequently an obstacle to a sale—and a serious one.

Let us go to the dictionary and see how the word is defined. Webster says it means to "exchange values." Therefore, it seems perfectly reasonable that a sale can be closed if the benefits we offer is in balance with the price asked.

Prospects can bring up the price question almost any time, and we had better be ready to handle it quickly and well. Maybe you no more than get started and—bing—the question "How much?" has been raised. When this happens, what is a good way of handling it? If we quote the price too soon, our job of overcoming the



Hal A. Bergdahl

obstacle is that much harder. It is much harder to justify a price after it has been quoted. We should get our "benefits" over before we quote a price.

Roadblocks vs. Alibis

There is a real difference between a roadblock and an alibi. When a prospect says, emphatically, "No, I am not going to buy now," it could be that this is a roadblock, and he is determined. We can generally tell by the tone of a person's voice whether he has definitely made up his mind not to buy.

More often than not, however, such statements come under the heading of alibis. The prospect has not been sold by us, but neither has he decided not to buy. Under the circumstances, it is quite natural for him to think of ways of getting rid of us. So he does what you and I would probably do. He attempts to let us down easy by telling us to come back again "some time."

Train yourself to distinguish between roadblocks and alibis. If you are convinced that you have come up against a definite roadblock, thank the prospect, leave him some literature, thank him for his time and attention, and make your exit smiling. It is far better to make a second visit later than to irritate the prospect by shoving his roadblock around. The second call may find the obstruction lessened or even completely gone.

Closing the Sale

This section probably should have been inserted near the beginning. After all, the closing of a sale begins at the very moment a sales interview opens. But there must be a terminal point at the end of every presentation, and

(Continued on page 10)

MACARONI USA

Betty Crocker Presents Western Spaghetti Barbecue

A hearty inspiration of the
Southwest—tasty and robust



WESTERN SPAGHETTI BARBECUE

Western Barbecue Sauce (recipe below)	1/4 cup water
1 1/2 lb. ground beef	1/2 cup chopped onion
1 1/2 tsp. salt	1 pkg. (12 to 16 oz.) spaghetti
1/4 tsp. pepper	6 green peppers

Prepare Western Barbecue Sauce (this may be made ahead and refrigerated). Make hamburgers; toss ground beef, salt, pepper, water and onion together lightly with a fork. Divide and form into 6 thick patties. Handle as little as possible. Arrange patties on cold broiler pan or on outdoor grill. Brush patties with Western Barbecue Sauce. Broil 3" from heat, turning once. Brush again with sauce. Do not flatten. Allow 5 to 8 min. cooking per side. While hamburgers are broiling, cook spaghetti and green peppers.

Cook spaghetti following manufacturers' directions. Drain, and dot with butter. Place immediately into cooked green pepper shells.

To prepare green peppers: wash and slit in half lengthwise. Remove seeds, stems and ribs. Cook in boiling water 4 to 5 min., until just fork tender. Serve spaghetti stuffed peppers and broiled hamburgers with Western Barbecue Sauce. 6 servings.

WESTERN BARBECUE SAUCE

2 tbsp. fat	1/2 tsp. dry mustard
1/4 cup chopped onion	2 tbsp. brown sugar
1 clove garlic, minced	1 tsp. chili powder
1 can (7 oz.) mushrooms, sliced (reserve liquid)	1 tsp. barbecue spice
3 8-oz. cans tomato sauce	1/2 tsp. salt
mushroom liquor and water to make 1/2 cup	1/4 tsp. pepper
1 cup diced green pepper (1 med. pepper)	dash of Tabasco
	1/2 cup grated Cheddar cheese

Sauté onion, garlic and mushrooms in hot fat until onion is transparent. Add rest of ingredients—except grated cheese and simmer 20 min. Stir in cheese until melted.

Success tips:

1. Spaghetti is best when slightly chewy. Do not overcook. Cook just before serving.
2. If necessary a little sauce may be spooned over spaghetti in green pepper shells and placed in oven to be kept warm (not under broiler).

A sploy main dish with spaghetti served in green pepper shells flanked by broiled hamburgers and hot barbecue sauce.

General Mills and Betty Crocker proudly offer you and your customers a robust dish from another section of America. This time it's Western Spaghetti Barbecue from the heart of the Southwest. We offer you this delicious recipe only after exacting taste-tests in our Betty Crocker Kitchens and in typical homes in the Southwest. We're certain this will prove that your customers can increase their enjoyment of your products easily, imaginatively, deliciously!

As a leading producer of the finest Semolina and Durum flours, we are happy to serve the macaroni industry. Look for more Betty Crocker recipes in our MACARONI U.S.A. program to help you increase profits through the broadened use of your products.

For more information on this new Betty Crocker recipe program, ask your Durum Sales representative or write . . .

DURUM SALES
MINNEAPOLIS 26, MINNESOTA



A Bonus Every Month—

(Continued from page 8)

a successful closing leads to a signature on the dotted line.

Some presentations by their very nature must be much longer than others. For example, if we were selling men's socks, the sales talk would probably be quite brief. On the other hand, if we were selling expensive homes, a more elaborate sales talk would be required. Regardless of the size of goods or services we sell, however, it is absolutely necessary that we be good closers or we will be "dead ducks."

No matter how good a sales talk has been, the acid test is always: "Did you get the order?" That is what counts—getting the order is the realistic end result upon which every salesman must stand up and be counted. And yet, to get that happy result he must not resort to high pressure. Most people resent being "rushed off their feet." Those who do not react at the time usually do so later by simply not returning to the company or the salesman who gave them the pressure treatment. Your job and mine is to find that delicate borderline between hard closing and high pressure. It is oftentimes difficult to know where the line is—but here again practice will be a great help.

And now let us close with a basic thought:

"Life's battles don't always go
To the stronger or faster man;
But sooner or later, the fellow
who wins
Is the fellow who thinks he can."

Why Customers Buy

THIS year—and for at least two years to come—U. S. industry will pour some \$4,000,000,000 into developing new products which customers won't buy, according to Walter P. Margulies, design and marketing authority, in a recent issue of Nation's Business.

Over the past two years, four out of five new products have failed in the market place. The cause seems to lie in the erratic and seemingly irrational behavior of the American consumer. It is increasingly difficult to predict what people will buy.

The fact is that the customer of the 1950's is different from the customer in the carefree postwar boom, hungry for goods. Five areas where decisions based on prejudice instead of knowledge can cause a surprising number of marketing mistakes are: (1) consumer taste; (2) consumers' view of big business; (3) regional differences; (4) self-service; (5) sales appeal.

Marketing planners, as a rule, are not so much interested in discovering the basic roots that influence the average buyer's aesthetic decisions as in finding out consumer reactions toward a product, package design, or color combination. They generally presume that buying decisions are made on the basis of fashion, that "mass-taste" is bad, while "class taste" is good.

Recent studies have disclosed that the different preferences of differing socioeconomic groups are based on certain specific relationships toward design and aesthetics. People in the upper middle, lower middle and upper lower social groups were shown different proposed designs for items ranging from beer cans to cookie packages.

Three types of designs were used: (1) severely controlled in form and pattern; (2) spontaneous, free-wheeling, but coarse; (3) sentimentally styled, with sweetness and light the predominant theme. Upper middle-class individuals chose the first type by large majorities. All of the lower middle class group and a good portion of the upper lower class rated the sentimental design as their first choice. Panelists from upper lower class group chose the second design described, indicating a lack of restrained taste in this group.

A company's character should fit the nature of its business. If it deals with other business rather than individuals and its product is not basically suited to the informal approach, it should adopt an image of reliability, impersonality and advanced methods of scientific research. On the other hand, friendliness and informality can be great assets to the company that serves individuals, and to an industry where attention to customer needs is expected.

Classifying Consumers

Since World War II, we have tended to think that the American consumer is the same wherever he lived, and to classify him primarily as young or old, worker or executive, male or female, rather than by region. This assumption is based on the fact that distribution and communication have become so centralized that everyone is exposed to the same ideas, advertising, and products. In addition, today's consumer is mobile, the average American family moving once every five years. Nevertheless, each time it moves, the American family adapts itself with ease and alacrity to local customs, and this adaptability has not been wholly recognized. Local advantages of regionalism should not be ignored. Manufacturers and retailers alike could do much more to promote their wares within a given

area by emphasizing the regional aspects. No locale is barren of individual flavor.

Although many believe that self-service is the key to our modern marketing system, research studies for companies building or refurbishing supermarkets show considerable consumer dissatisfaction with the self-service store with its barnlike structure, its barren aisles, straight-lined, fatiguing to traverse. A number of chains through more thoughtful and intelligent design have broken up the monotony of supermarket interiors by color, lighting, signs, and decorations.

Consumer preference is based on good product performance. The American consumer is a sophisticated shopper who is looking above all for convenience, economy and quality.

The American consumer is a rational being, motivated by fashion and class appeals, but at the same time, a careful, shrewd and knowledgeable buyer. He is also a willing and enthusiastic buyer, one whose needs are by no means sated, and whose pocketbook allows him to satisfy those needs.

Golden Grain Builds in Chicago

On a 10-acre site at the outskirts of Chicago, the Golden Grain Macaroni Company is erecting a plant facility capable of manufacturing 50,000,000 pounds of food products annually.

The land purchased from the New York Central Railroad, custom-built Swiss equipment and plant structure will represent an investment of \$1,000,000. Occupying 75,000 square feet, the plant will be completely automated and modern.

The Kiefstadt Engineering Company of Chicago will erect the Bridgeview, Illinois structure which will be completed by October 1. Flour storage will be handled entirely in bulk, received in bulk cars and processed by pneumatic equipment throughout the plant. Total bulk flour storage will exceed 1,000,000 pounds. Completely automatic packaging lines will produce 240 packages per minute.

Golden Grain, makers of Rice-A-Roni, will operate the new plant on a 24-hour-per-day basis. The operation will manufacture and distribute Rice-A-Roni and macaroni products for mid-west and eastern distribution.

Alan Katake, 32, will be general manager of the new Golden Grain plant.

When talking, be as brief as if you were making your will, the fewer the words, the less the litigation.—Bal-

McCall's Probes Consumer Attitudes on Macaroni Products

By H. D. Dardenne, promotion manager of McCall's Magazine

AS I was packing in preparation for coming to the convention my wife asked me, "What are you going to speak about?"

I answered, "Consumer attitudes toward macaroni products."

She said, "Well, there's your attitude. I'll tell you mine, and we can call the kids in and ask them. Do you think you can devote a whole speech to five consumer attitudes?"

Qualifications

So at the outset, I feel I must state my qualifications to speak for consumers—rather to convey to you what hundreds of women have told us at McCall's they want in their food; how they plan their meals; what they like and dislike about their job as chief cook and what you as food processors can do to make their home-making job easier.

For the past five years, McCall's has selected from 75 to 100 women—housewives—women whose principal job is raising a family and running a house. We have chosen them from winners of editorial contests, and some of them have been nominated by food chains, by public utility companies or home builders. They are not "professional consumers. McCall's flies these ladies into a convention city. We separate them into small groups of eight or 10, sit them around a table and, from a prepared agenda, ask them questions about every conceivable phase of their job of homemaking.

So my report to you is taken from the transcript of these sessions of McCall's Congress on Better Living, and I speak for the 1,400 women who have made up the Congress over the last five years.

Even as a spokesman for the distaff side, I feel much like the super market operator from Los Angeles whose friend had just sold his own super market and entered the consulting business. The friend was seeking to be hired as a consultant. The super market operator brushed him off with this devastating comment, "Why should I hire you to tell me how to run my business—I'm in it! You're out of it!" I am out of it. So I hope you will pardon me if I belabor the obvious or suggest the impractical. My only defense is that I pass on to you what women have said about your



H. D. Dardenne

products. The obvious bears repeating—the impractical can become practical!

Convenience

If there is one word that recurs through all the millions of words of comments by delegates to McCall's Congress on Better Living, it is "convenience." We live in a fast moving world. Not only in business do we find ourselves burdened by the complexities of life in modern America. The homemaker is caught up in a new way of life for her family. She rises with the sun, fixes breakfast for you and the kids, gets the kids to school, keeps her appointment with the hair dresser, stops in at the store, has coffee with the neighbor, hurries through lunch, goes to a bridge party, picks the kids up from school, takes them to the "Y," then arrives home with dinner staring her in the face. Is it any wonder that the new convenience foods have taken the market. Cake mixes, instant coffee, frozen foods, TV dinners, heat and serve products are all the children of the housewife's need for convenience, convenience, convenience.

Your products are convenient to use. They fit perfectly into this new trend in modern food merchandising. Whether there is an instant macaroni or not, the old macaroni and spaghetti is simple to prepare. My 10 year old daughter fixes my lunch and her own each Saturday morning. She prepares noodles for herself and me, while my wife fixes bologna sandwiches for the

boys. A child can fix macaroni products. So if I were you, I would make a point of convenience and ease of preparation in every piece of advertising and sales promotion I produced.

Variety

And along with that convenience, I would try to give the housewife a tip on how to brighten up this convenience food to give her a feeling that she has accomplished more than merely boiling a pot of water with some salt poured in.

Let me quote from the report of the third Congress on Better Living which summarizes delegates' feelings on convenience foods:

Although most delegates welcome the time and skill saving aspects of convenience foods, the majority does not like it to be "too convenient" as to require no handling at all. Even in a great rush, three-fifths of the delegates cook dinners that require some additional preparation. They have a need of being creative—they want to change and like to improve convenience foods.

But to put it more graphically, listen to what one lady has to say about creating a dish from a convenience food. This is a direct comment from the Congress proceedings:

"If I am really bushed and I don't want my husband to know it, I open a can of corned beef hash real quick and pour in some pepper and salt and things and then stick it with holes and put eggs in it. And then while this is cooking, I fix a green salad. And he never knows the difference."

And another has found a solution in a book:

"Two years ago I got a pamphlet called 'How to Fix Up Packaged Foods in a Hurry.' My husband brings home a lot of friends unexpectedly for luncheon, and I don't like to cook lunch. It has wonderful things to add to packaged foods. I use it constantly."

Some women manufacture their own convenience foods. They prepare them in advance when they have time and

(Continued on page 14)



TO INSURE QUALITY IN ANY MACARONI PRODUCT, ALWAYS SPECIFY AMBER

In any size—any shape—it's always easier to control the quality and color of your products with Amber's first quality MACA, 50-50 Durum—Hard Wheat No. 1, and, AMAX, 50-50 Durum—Hard Wheat Granular.

Nationally-famed macaroni manufacturers have long preferred these superior Amber products because of their consistently uniform amber color, uniform granulation and uniform high quality.

Because of our unique affiliations and connections throughout the durum wheat growing areas, Amber is able to supply the finest durum wheat products available anywhere.

We are prepared to meet your orders—prepared to ship every order when promised. And because of our rigid laboratory controls, highly skilled milling personnel and modern milling methods, you can be sure of consistent Amber quality. 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



Consumer Attitudes—

(Continued from page 12)

bring them out of the freezer when the occasion demands. Here is one that is right down your alley.

"I make this sauce way ahead of time, and I always have six or eight containers of it in the freezer. I bring it out and you just put it right on the stove, and you don't have to worry about whether it's going to thaw in time. With that you can make lasagna, pizza, spaghetti, and many other things."

And still another:

"Whenever I have spaghetti or any one dish, stew, a main meal, I cook a double portion and freeze half. Then I just throw it in the pot as I need it, and of course, it thaws as it is cooking and it takes no time at all."

Calories

The second word or words that recur throughout the reports of our Congress does not bode too well for you and your products. It is "Calories" or "Weight Watching." At the fifth Congress held in September of last year, nine out of 10 women reported some overweight in the family . . . two out of 10 reported overweight in children.

Nowadays it almost seems that calorie counting will replace baseball as the all American game. It is a fact of life. I would not be so impudent as to suggest you produce a low-calorie macaroni product. Some of you have. Personally, I prefer a big dish of spaghetti, dripping with butter, loaded with a rich tomato and meat sauce. Unfortunately not all of your prospects and customers are so accommodating. Dieting, weight watching and calorie counting are not passing fads. If they are, they are going to be long term fads. These women for whom I speak are not going to endanger the health of their families. If you want to sell an ever increasing supply of your products to diet, cholesterol-conscious American housewives, you must give them a rationalization that eating your products regularly is not going to put inches on the waist line. How? I think you must merchandise macaroni products in concert with low-calorie foods—with green salads, sauce made with tomato juice or other low-calorie products . . . and you must advertise the total calories in a meal of spaghetti and other foods. One of the delegates has said, "Somebody is always looking for will power in a can." I say to you that you must present your product to the consumer in such a way that no will power is

needed. Your problem is not merely abstinence by persons who are already fat—weight watching is practiced by the skinny as well.

This about sums it up:

"Well, it is a preventive thing rather than the problem being there already. I prefer to keep the calories low so that we don't all become overweight rather than becoming overweight and then trying to lick the situation."

I do not wish to become embroiled in an argument about whether or not your products are high or low in calories. I have heard it said both ways. The fact remains that the public's impression is that yours is a fattening food and it is this impression you must overcome. And the fact also remains that you can serve macaroni products as the principal dish and still serve a good meal of 500 calories or under.

Ideas

The third oft-recurring word in our Congress testimony is the most challenging of all! It is "Ideas." No less than a business, a home is not well run without them. Housewives hunger for them. Homemaking is their job. With ideas it is an imaginative, satisfying job. If you give them ideas, you enhance their business as you build your own.

If we omit the reproductive process, what is the creative function of housewifery common to all housewives. It is not gardening—not all garden. It is not setting an imaginative table, too many use paper plates; some paint, some repair—but all cook! Cooking is the creative function of housewives that is common to all of them. And it is your business to help. If you do not have a home economist on your staff to feed you imaginative ideas on food preparation, I submit you are missing a bet. Did you ever try mixing spaghetti with soup? Could you not suggest to Mrs. America that she add food coloring to pasta to spark up the appetite of a child—or that she decorate a plateful with the sauce poured on in the form of a face? Have you experimented with all the casserole dishes where your product is the main ingredient? Have you worked all the cross promotions you can? I may be doing you a grave injustice but it seems to me that most of the dishes that feature macaroni or spaghetti in advertising are the advertisements of a tomato sauce, a tuna, a canned meat or a cheese manufacturer.

Gourmet Dish

The women from McCall's Congi, ss on Better Living have made another

point which I think you should consider in your appeals to the consumer. The economy angle in selling food is much less meaningful now than it was a few years ago. With the continuing growth of our standard of living, a smaller percentage of the household dollar is going for food—yet women are spending more dollars on food. No longer does the appeal of macaroni as a meal stretcher—as an economy dish—have validity. Now, it seems to me, is the time for you to merchandise your product as a gourmet product. Leading magazines have published recipes featuring macaroni and artichoke hearts, noodles and caraway seeds, spaghetti and clam sauce. I hope you will find other dishes just as enticing to present to the people who buy your products.

And if you tell me that these ideas are diametrically opposed to the points made previously on calorie counting, I can only answer that women have never been noted for their consistency.

Regional Ads

I do not think there is a national brand of macaroni products, but are you aware that most national magazines sell regional advertising space that might well match your market?

Magazines have begun publishing regional advertising editions first to attract more advertising space and to swell our own total advertising revenue.

And we are interested, not completely unselfishly, in giving good regional products an opportunity of displaying their wares in beautiful four color with a lasting message that only print affords. And to give regional food advertisers particularly the only audience that they can reasonably expect to buy their products consistently—women—homemakers—hundreds of thousands of them at a very low cost per impression.

This brings me to my final point, and I hope you may forgive me for being commercial. The recipe is to running a home what the policy or production manual is to running a business. And the chief source of recipes is the woman's magazines—not just McCall's—all of them. Women read a woman's service magazine as you read a trade magazine. It is their source of ideas vital to their business. And in the pages of women's magazines—advertising and editorial—your product is being sold each month in brilliant color.

I commend it to your thinking.

Democracy is a condition where people believe that other people are as good as they are.—Stuart Chase.

THE MACARONI JOURNAL



New

Fully automatic macaroni and spaghetti weighing and packaging machine*

- electronically controlled
- speed of one unit up to 85 packages per minute
- reduced labor costs
- minimum floor space
- excellent accuracy

Diederichs & Griffin Comp., Chicago 48/III.
Geveke & Co. Inc., Elmsford/N.Y.
James C. Hale & Co., San Francisco/Cal.
Ed. A. Wagner & Ass., Dallas/Texas
Packaging Equipment Service Ltd., Toronto/Ont.
Agencia Comercial Anahuac, S.A., Mexico D.F.

* US patent pending

FR. HESSER

SEPTEMBER, 1962

MASCHINENFABRIK-AGTJENGESELLSCHAFT - STUTTGART-BAD CANNSTATT - FOUNDED 1861

The Government's Evaluation of the Durum Program

by Clifford G. Pulvermacher, U.S. Department of Agriculture

I WOULD first like to convey the sincere regrets of Ed Jaenke, Associate Administrator for being unable to attend and address your convention. He had been definitely planning to attend but at the last minute was prevented from doing so because of impending agricultural legislative developments in The Congress.

My topic is "The Government's Evaluation of the Durum Wheat Program." It is perhaps appropriate to review in brief events which led us to our present position.

Wide Variations

Durum wheat in years past has been subject to wide variations in production because of weather and its susceptibility to rust. The production of durum reached its peak in 1928 when 95 million bushels were produced, and it hit its low in 1954 when drought and black stem rust reduced yields to below four bushels per harvested acre for a production of approximately six million bushels. Prices have reflected this wide production cycle with No. 2 Hard Amber Durum selling in Minneapolis during periods of abundant production for as little as \$1.50 per bushel to a high of \$4.52 per bushel when supplies were not adequate to meet requirements.

We recognize that manufacturers of semolina products are hard pressed to maintain uniform quality and stabilized prices in their products when durum wheat supplies and prices reach these extreme levels. The Department is interested in taking all practicable steps to level off the peaks and valleys of durum supplies and prices in an effort to stabilize them in a range which will assure producers a proper return on their investment, and assure millers and semolina manufacturers of consistent supplies at fair and reasonable prices. We solicit your support in reaching this common objective. It can be accomplished only through joint cooperation of all segments of the industry from the producer to the processor of the finished products.

The producers must do everything possible to produce a premium durum wheat for which there is a domestic and dollar export demand. Through individual or cooperative effort, the producer should attempt to merchandise his crop throughout the marketing

year, and look to the Government price support program only if fair and reasonable prices are not available in the market. The miller can assist in this effort by carrying as large a stock of durum wheat as possible to meet his forward milling requirements thereby reducing the quantity on which the Commodity Credit Corporation has to extend price support loans. The processor in turn should be willing to pay the price premium which durum wheat commands in the market in order to obtain the superior product this wheat makes possible.

Role of Government

The role of the Government in this equation should be as a stabilizing agent. Through its actions in the production programs, and the use of export subsidies to build a continuing dollar export market for United States durum wheat, it can assist in keeping the supply/demand relationship in favorable balance. A good case in point were the steps followed by the Department last summer when it became evident that the drought was going to result in a short durum wheat crop.

As soon as this condition became evident, the Department reduced its export subsidy to zero in an effort to keep short supplies for domestic use. The world shortage of durum wheat was, however, so acute that dollar export customers continued to buy at United States domestic prices without benefit of any export subsidy. Because of the short supply situation, the Department was requested to place an embargo on the subsequent export of durum wheat. This action was considered unwarranted by the Government because it would have denied producers a right to a part of their market. We do not believe that such action can be justified except in instances of a national emergency when the threat to our security may warrant such drastic steps. At the same time representatives of the Department were working with legislative leaders in the drafting of wheat legislation for the 1962 crop. The Department actively supported the amendment of Senator Young of North Dakota to this legislation which provided the Secretary with authority to increase marketing quotas and acreage allotments of durum wheat for the 1962, 1963 and 1964 crops, if supplies

were found to be inadequate. This amendment was adopted and subsequently enacted as part of the Agricultural Act of 1961.

It is significant to note that durum wheat is the only class of wheat which has been provided with this authority, even though requests have been made for similar treatment on other classes of wheat. The success or failure of the durum wheat program will be closely watched by legislative, trade and government representatives, and it may become the pattern to be followed in our future considerations to bring about a better balance between the production and requirements of the various classes of wheat. It is therefore essential that we collectively apply every effort to making the durum program be a signal success.

Following passage of the special durum wheat provisions, Department representatives carefully studied the durum wheat outlook and on October 18, 1961, the Secretary invited growers, millers and manufacturers of semolina products to present their views and recommendations as to whether or not acreage allotments for the 1962 crop of durum wheat should be increased. Written responses were received from almost 100 different persons representing all segments of the durum wheat industry. The acreages recommended for the 1962 crop ranged from the 1.8 million acres planted in 1961 to a high of four million acres. Department representatives also met with a representative group of the durum wheat production and processing industry at the United States Durum Show in Langdon, North Dakota, on October 18 and 19, followed by a meeting with these same representatives in Minneapolis on November 3, 1961.

Industry Meetings

At these meetings frank and open discussions were held and the information which was supplied by the industry leaders was most helpful in guiding the Department in its review of the situation. In this connection, I want to personally, and in behalf of the Department, particularly thank the members of your Association for the assistance you provided in this review, and to commend you for your excellent spirit of cooperation in working so closely with producer and miller representatives on this common problem.

The spirit of cooperation which is displayed by your working group is quite unique in the wheat industry and is an example I hope will be more generally adopted.

Acreage Allotments

On December 5, 1961, the Secretary announced that durum wheat acreage allotments and durum wheat support prices would be increased for the 1962 crop. Producers were authorized to increase their 1962 wheat allotments for durum production by an acreage up to 40 per cent of their 1960-61 average plants of durum, which could have resulted in plantings on up to 2.4 million acres. The price support premiums authorized, in addition to the basic county wheat price-support rates were 10 cents per bushel for ordinary durum, 25 cents for amber durum and 40 cents for hard amber durum.

In reaching this decision we recognized the risks in it because the weather in coming months would be the major factor in determining the size of the 1962 crop. If weather conditions were extremely favorable and yields reach the 24 bushel per acre average they did in 1958, we could have a production in excess of 55 million bushels, or approximately 20 million bushels more than is required to meet our anticipated domestic and dollar export requirements. On the other hand, if the weather and moisture conditions continued as unfavorable as they had been and yields in 1962 dropped to the 12 bushels per acre they averaged in 1961, we could have a production of approximately 28 million bushels. This could again call for a tight supply situation during the present marketing year.

Our decision was aimed at striking a middle course, recognizing that the margin between undersupply and oversupply of durum wheat is quite narrow. It is still too early to tell with reasonable certainty what this year's production of durum wheat will be, although the outlook at the present time is very favorable.

Though the seeding was generally late because of late spring and early summer rains, the ample moisture conditions resulted in heavy stands. We share the hope of the producers that the favorable weather conditions hold through harvest, although it is still possible that continued hot and dry weather in late July and August could adversely affect production because ample moisture during the period following seeding has resulted in a shallow rooted crop. It is also possible that the weather may be cooler than normal during the growing period

thereby increasing time of maturity and placing the harvest subject to more risk of frost damage because of the generally late seedings.

I can assure you that people in the Department will not be disturbed in the event that the 1962 production reaches levels in excess of domestic and dollar export requirements, and results in CCC acquiring some stocks of durum wheat under the price support program in March, 1963. At the present time CCC has no stocks of durum wheat in inventory and we do feel that the production level should assure adequate carryover stocks from one crop year to the next. As previously stated we, however, hope that durum wheat merchandisers and processors will to the maximum degree possible carry a major portion of carryover stocks rather than to expect CCC to primarily discharge this responsibility.

Such durum wheat as CCC may acquire in March, 1963, may be used in one of several ways. In the event that 1963 production, because of adverse weather should be inadequate to meet market requirements, it can be offered for sale into the market at 105 per cent of the support price plus reasonable carrying charges. If on the other hand the level of 1963 production is adequate to supply both domestic and dollar export requirements, CCC stocks can continue to be held as a carryover reserve into the 1964 crop year, or they can be made available for export in redemption of payment-in-kind export certificates. The Department's decision with respect to disposition of durum wheat stocks CCC may require will depend upon supply and demand developments during the intervening period.

How About 1963?

A question we are frequently asked is, "How will acreage allotments and marketing quotas for the 1963 durum wheat program be affected by recent actions of the Congress on the wheat legislation?" The Agricultural Act of 1961, which includes the special durum wheat provisions, authorized a one year temporary emergency wheat program for 1962 which provided for a mandatory reduction of 10 per cent in farm allotments. It is anticipated that this will reduce the total wheat crop by about five and one half million acres. The 1962 temporary wheat program also provided that producers could retire additional acreage up to 40 per cent of their allotment or 15 acres, whichever was higher. The diverted land may be put to land conserving uses for which the producer receives nominal cash payments.

In the interest of obtaining permanent legislation in an effort to bring the production of wheat into better balance with demand, the Administration drafted and had introduced the Food and Agriculture Act of 1962. The wheat provisions contained in this Act if enacted into law and approved by producers in a referendum would have provided for a permanent wheat marketing certificate program. Under the program wheat certificates with a value of approximately \$2.00 per bushel would have been issued on about 925 million bushels of wheat. Wheat produced in excess of this under acreage allotments would have been supported without certificates at a price of about \$1.30 to \$1.40 per bushel. The proposed Act also contained a provision which would have authorized the Secretary to increase allotments for any kind of wheat which he determined to be in short supply. This would have provided the Secretary with continuing authority to have determined the production requirements of wheat on a class basis.

The proposed 1962 Agricultural Act was passed by the Senate but was defeated by a vote in the House of Representatives approximately two weeks ago. It is unlikely that this legislation can be reintroduced in its present form during the current session of the Congress. Efforts are therefore presently underway to obtain a one year's extension of the Agricultural Act of 1961, and it appears likely that this may be accomplished.

Similar Conditions

If such is the case, durum wheat acreage allotments and marketing quotas for the 1963 crop will be subject to the same considerations and study as they were for the current crop. Sometime this fall, the Department will again solicit the views and comments of all segments of the durum industry in an effort to determine desirable acreage levels for the 1963 crop.

I sincerely appreciate having had the opportunity to meet and visit with you and we shall look forward to a continued close working relationship with members of your industry in the common interest of bringing about a better balance between the supply and demand for durum wheat.

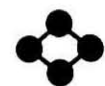
Eastern Representatives

North Dakota Mill & Elevator at Grand Forks has appointed McCarthy & Associates, Inc., 60 East 42nd Street, New York 17, New York, as their eastern durum sales representative. Jerry McCarthy, president of the firm, has announced Alexander Frank, formerly with DiMartini Macaroni Co., will cover the macaroni trade.



*where top
performance
counts...*
**YOU CAN COUNT ON
COMMANDER LARABEE**

Fishing for new ways to bring you faster, "on-demand" delivery is a full time job at Commander Larabee. Yes—with thousands of shipments of all kinds and sizes, Commander Larabee is constantly angling for more efficient routes and shipping methods to serve you better. You'd be amazed at the lines they'll untangle to bring an order to your door on time. So, next time you're casting around for top quality durum products—delivered to your door on time—why not drop a line to your Commander Larabee salesman (a phone call's OK, too)—and watch him run with the bait.



ADM

COMMANDER LARABEE DURUM DEPARTMENT

ARCHER DANIELS MIDLAND COMPANY • MINNEAPOLIS • KANSAS CITY

Cool Conditions

The United States Department of Agriculture Weather and Crop Report for North Dakota for the end of July stated: "Crop development continues behind the average due to the cool, rainy weather. Temperatures averaged one to four degrees below normal. Occasional showers gave heavy amounts southeast, east-central, and central, light to moderate amounts elsewhere.

"The moisture situation continues the best in the 13 years these records have been maintained. Topsoil moisture is adequate in all of the state except the extreme northwest, ranging to surplus over much of the southeast. Subsoil moisture is adequate to plentiful in all sections.

Late Crop

"Durum wheat is late with only two per cent turning to ripe, 53 per cent in the milk to dough stage, 33 per cent headed to flour, and 12 per cent not headed. The 10 year average is only one per cent not headed.

"This is much later than last year and also behind the 10 year average."

The Northern Pacific Railway Agriculture Department said in July that barring heat and disease, excellent yields and test weights for spring wheats should be made. Both leaf rust and stem rust have been found on spring wheat and durum, but the heavy rust epidemic of the lower Great Plains is Race 56 to which the new strains of durum are resistant. However, durum is a good 30 days late in the major portion of the durum area and may not be harvested till after killing frost which could do damage.

Recovery in Canada

"Wheat prospects in Canada stage a sharp recovery," reports the Wall Street Journal. Drought slashed the 1961 crop to 262,000,000 bushels, the smallest in 24 years. Dry weather continued until late spring this year. But heavy rains in most parts of the wheat producing Prairie provinces put the crop in the best condition for July in five years, and the crop could well reach 500,000,000 bushels. There was concern, however, that moisture would be needed throughout the crop year.

It was reported that almost 2,500,000 acres were planted to durum in Canada and the prospective crop would run 40,000,000 to 45,000,000 bushels.

The July government estimate on United States durum showed 2,394,000 acres, down from 2,500,000 in the March estimate. The estimated yield of 21 bushels per acre, making total production projected at 47,343,000 bushels.

Low Stocks

July 1 durum stocks were reported as 1,717,000 bushels on farms and 3,218,000 at mills, elevators, and warehouses, for a total of 4,935,000 bushels.

Favorable crop prospects and spotty macaroni business kept semolina sales at a standstill with most of the trade booked through the crop year. The Northwestern Miller reported the durum mill grind at 9,068,486 cwt. compared to 9,655,777 the year before, a drop of 5.8 per cent.

Breaking Passes Peak

With shell egg production on the decline, egg breaking passed its peak in July.

With the purchase of 702,000 pounds of dried whole egg solids in mid-July, the Department of Agriculture announced the termination of its current egg purchase program. The program was announced March 2 as a means of helping to remove excess supplies of eggs from the market, with the dried whole egg solids being distributed to school lunch and institutional outlets.

Total purchases amounted to 13,014,000 pounds at a total cost of \$13,297,000. The program was financed with Section 32 funds.

In announcing conclusion of the program, the Department said shell egg production will continue to decline seasonably for some time to come. On July 1, the United States laying flock was less than one per cent ahead of a year ago, while on May 1 the flock was more than 1.5 per cent ahead of 1961.

The Department also noted that the hatch of egg type chicks in the first five months of 1962 was nine per cent smaller than in the previous year. "The situation is expected to assist in raising prices to producers for quality eggs in the months ahead," the Department stated.

Storage Stocks Down

For the second straight year, the number of eggs in storage has declined, and for the present the egg in storage figures seem no longer representative as a hedge against future egg prices. Traditionally, there was heavy storage of shell eggs in the spring for fall and winter months. An absence of eggs in storage during the summer was considered an indication that normal fall and winter demand would be met by an insufficient supply of shell eggs and hence rapidly advancing prices. Last year, however, fall and winter production were enough to meet the demand, and the same situation is expected to prevail this year.

Chicago Market

In the Chicago market, current receipts of shell eggs ranged 22 to 25 cents in July compared to 29 to 32 cents a year ago. Frozen whites were firm in a range of nine to 10 cents or a fraction above, with frozen whole eggs 22 to 23 cents. Dark colored yolk ranged 51 to 56 cents with color becoming scarcer. Dried yolk solids ranged \$1.10 to \$1.20 with dried whole eggs \$.97 to \$1.10.

Large June Pack

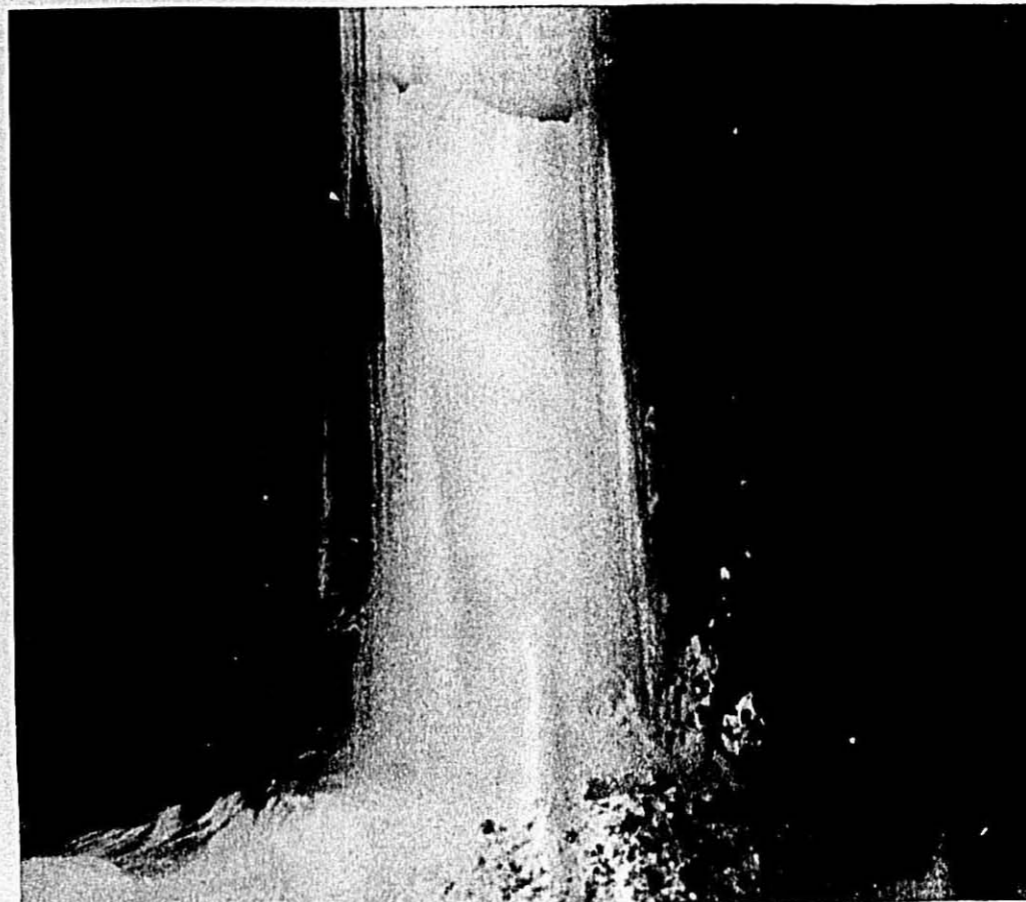
Production of liquid egg and liquid egg products (ingredients added) during June, 1962, was the largest for the month since June, 1947. Production totaled 101,436,000 pounds, compared with 93,173,000 pounds in June, 1961, and the 1956-60 average for the month of 81,427,000 pounds. The quantities used for freezing and drying were larger than in June last year. The quantity used for immediate consumption was slightly smaller. Liquid egg used for immediate consumption totaled 7,152,000 pounds, compared with 7,283,000 pounds in June, 1961. Liquid egg frozen during the month totaled 61,723,000—up 15 per cent from June, 1961. Frozen egg stocks increased 26 million pounds during June. The increase in June was 32 million pounds. Quantities of liquid egg used for drying were 32,591,000 pounds, compared with 32,171,000 pounds in June, 1961.

Egg solids production during June totaled 8,248,000 pounds, compared with 8,088,000 in June, 1961. Current production consisted of 5,318,000 pounds of whole egg solids, 1,276,000 pounds of albumen solids and 1,654,000 pounds of yolk solids. In June, 1961, production consisted of 5,509,000 pounds of whole egg solids, 1,198,000 pounds of albumen solids and 1,381,000 pounds of yolk solids. Most of the production of whole egg solids in June this year and last year was produced under Government contract.

Prince Introduces Mushroom Sauce

Prince Macaroni Manufacturing Company, of Lowell, Massachusetts is introducing Mushroom Sauce in quart-size glass jars on a national basis. It will retail at approximately 69 cents.

The mushroom sauce, as other Prince sauces, can be used "as is" or as a base for "home-made" spaghetti sauce recipes. It also lends itself to use with sea food dishes. The label on the new quart jar with its twist-off cap carries a two-point value in the Red Scissors Premium Plan. Other Prince sauces, prepared foods and imported grated cheeses also carry the Red Scissors coupons.



FLOUR POURS

FROM AIRSLIDE® CARS. ASK GENERAL AMERICAN. CHICAGO, FI 6-4100.
WHEN YOU SHIP FLOUR, SUGAR AND MANY CHEMICALS IN BULK, YOU ELIMINATE CONTAINERS. YOU SAVE TIME, MONEY AND EFFORT. BUT THESE LOADINGS CAN BRIDGE AND PACK. THAT'S WHY WE DEVELOPED THE AIRSLIDE CAR. COMPACTED LOADINGS FLOW LIKE WATER WHEN "FLUIDIZED" BY THE ACTION OF THE AIRSLIDE. UNLOADING IS SIMPLE AND FAST INTO ANY KIND OF CONVEYING SYSTEM. IS THE AIRSLIDE CAR PROVED? SIX THOUSAND ARE IN SERVICE OR ON ORDER. IS IT IN DEMAND? WE'RE NOW IN OUR TWELFTH PRODUCTION RUN. IS IT FOR YOU? ASK GENERAL AMERICAN. CHICAGO, FINANCIAL 6-4100 OR OUR NEAREST DISTRICT OFFICE.



AIRSLIDE & DE FLO CAR DIVISION

GENERAL AMERICAN TRANSPORTATION CORPORATION

135 South LaSalle Street • Chicago 90, Illinois



CONVENTION REGISTRANTS

Macaroni Manufacturers

Mr. and Mrs. L. S. Vagnino
American Beauty Macaroni Co.
St. Louis, Missouri

Mr. and Mrs. Joseph Scarpa
Bay State Macaroni Mfg. Co.
Lawrence, Massachusetts

Mr. and Mrs. Horace P. Gioia
Bravo Macaroni Company
Rochester, New York

Mr. and Mrs. Kenneth J. Forbes
Catelli Food Products, Ltd.
Montreal, Canada

Mr. and Mrs. Sam Arena
Mr. and Mrs. Vincent J. Arena
Conte Luna Foods, Inc.
Norristown, Pennsylvania

Mr. and Mrs. J. T. Williams, Jr.
The Creamette Company
Minneapolis, Minnesota

Mr. and Mrs. P. J. Viviano
Mr. Joseph P. Viviano
Delmonico Foods, Inc.
Louisville, Kentucky

Mr. and Mrs. Leonard M. Sive
Leonard M. Sive & Associates
Cincinnati, Ohio

Mr. and Mrs. Vincent DeDomenico
Golden Grain Macaroni Co.
San Leandro, California

Mr. and Mrs. Robert I. Cowen
A. Goodman & Sons, Inc.
Long Island City, New York

Mr. and Mrs. Sidney J. Grass
Mr. and Mrs. Alvin Karlin
J. Grass Noodle Company

Mr. and Mrs. Eugene T. Villaume
Mr. and Mrs. Walter F. Villaume
Emmy Lee, Inc.
St. Paul, Minnesota

Mr. and Mrs. Vincent F. LaRosa
Mr. and Mrs. Philip P. LaRosa
Mr. Mario Piazzola
V. LaRosa & Sons, Inc.
Brooklyn, New York

Mr. and Mrs. C. W. Wolfe
Mr. and Mrs. L. R. Thurston, Jr.
Macaroni Company
Harrisburg, Pennsylvania

Mr. Paskey DeDomenico
Macaroni Company
Division of Golden Grain
Seattle, Washington

Mr. and Mrs. H. Edward Toner
Mr. Stuart Seiler
C. F. Mueller Company
Jersey City, New Jersey

Mr. and Mrs. J. L. Tujague
National Food Products, Inc.
New Orleans, Louisiana

Mr. and Mrs. Luke Mariano
Philadelphia Macaroni Company
Philadelphia, Pennsylvania

Mr. Harry Morike
Macaroni Manufacturing Co.
Wells, Massachusetts

Mr. and Mrs. Nicholas A. Rossi
Procino-Rossi Corporation
Auburn, New York

Mr. and Mrs. Albert Ravarino
Ravarino & Freschi, Inc.
St. Louis, Missouri

Mr. and Mrs. Emanuele Ronzoni, Jr.
Mr. and Mrs. Roger F. DiPasca
Ronzoni Macaroni Company
Long Island City, New York

Mr. Henry D. Rossi
Peter Rossi & Sons
Braidwood, Illinois

Mr. and Mrs. R. J. Guerrisi
Mr. and Mrs. John W. Sheetz
San Giorgio Macaroni, Inc.
Lebanon, Pennsylvania

Mr. and Mrs. Richard Schmidt
Schmidt Noodle Manufacturing Co.
Detroit, Michigan

Mr. and Mrs. Lloyd E. Skinner
Mr. and Mrs. H. Geddes Stanway
Mr. Cleo Haney
Skinner Macaroni Company
Omaha, Nebraska

Mr. Russell Hounshell
Bozell & Jacobs, Inc.
Omaha, Nebraska

Mr. Alfred Spadafora
Superior Macaroni Company
Los Angeles, California

Mr. Robert William
Mr. Marvin Pearlman
Western Globe Products, Inc.
Los Angeles, California

Mr. and Mrs. J. P. Zerega, Jr.
A. Zerega's Sons, Inc.
Fairlawn, New Jersey

Associates

Mr. and Mrs. E. W. Kuhn
Amber Milling Division, GTA
St. Paul, Minnesota

Mr. and Mrs. Edward J. King
Ambrette Machinery Corporation
Brooklyn, New York

Mr. and Mrs. C. W. Kutz
Archer Daniels-Midland Co.
Commander Larabee Durum Dept.
Minneapolis, Minnesota

Mr. and Mrs. Leonard P. Ballas
Ballas Egg Products Corporation
New York, New York

Mr. and Mrs. V. Jas. Benincasa
V. Jas. Benincasa Company
Zanesville, Ohio

Associates

Mr. Charles F. Moulton
Braubanti-Lehara Corporation
New York, New York

Mr. William Berger
The Buhler Corporation
Minneapolis, Minnesota

Miss Mary Campanella
S. Campanella & Sons
Jersey City, New Jersey

Mr. and Mrs. John Amato
Clermont Machine Company
Brooklyn, New York

Mr. Donald G. Fletcher
Crop Quality Council
Minneapolis, Minnesota

Mr. and Mrs. Ignatius DeFrancisci
DeFrancisci Machine Corporation
Brooklyn, New York

Mr. and Mrs. Ray Wentzel
Doughboy Industries, Inc.
New Richmond, Wisconsin

Mr. H. Howard Lampman
Durum Wheat Institute
Chicago, Illinois

Mr. Thomas F. Sanicola
Faust Packaging Corporation
Brooklyn, New York

Mr. Evans J. Thomas
Fisher Flouring Mills Company
Seattle, Washington

Mr. and Mrs. Lee Merry
Mr. B. N. Hempel
Mr. R. L. Vessels
General Mills, Inc.
Minneapolis, Minnesota

Mr. and Mrs. Charles M. Hoskins
Hoskins Company
Libertyville, Illinois

Mr. and Mrs. A. L. DePasquale
Mr. and Mrs. S. F. Maritato
Mr. A. M. Rondello
International Milling Company
Minneapolis, Minnesota

Mr. Ralph Maldari
D. Maldari & Sons, Inc.
Brooklyn, New York

Mr. Jerome F. McCarthy
Mr. Alexander Frank
McCarthy & Associates
New York, New York

Mr. and Mrs. Wm. A. Brezden
North Dakota Mill & Elevator
Grand Forks, North Dakota

Mr. and Mrs. William H. Oldach
William H. Oldach, Inc.
Philadelphia, Pennsylvania



Golfers, left to right: Bill Brezden, Grand Prix, a past winner of the U.S. Open; Jerry Tujague, New Orleans, winner of the low gross at the Home Depot; Dan Murphy, Los Angeles; and Bob Williams, Los Angeles.

Speakers

Mr. Charles C. Rosotti
Mr. John M. Tobin
Mr. Frank Frame
Mr. John Swan

Mr. George S. Hubbard
Rosotti Lithograph Corporation
North Bergen, New Jersey

Mr. Mark W. K. Hoffling
Mr. and Mrs. L. S. Swanson
Mr. and Mrs. George Faber
Mr. and Mrs. David Wilson
Russell Miller-King-Midas
Minneapolis, Minnesota

Mr. John L. Guadelli
Mr. William J. Kosko
Mr. and Mrs. Joseph J. Perini
U. S. Printing and Lithography Div.
Diamond National Corporation
New York, New York

Mr. Louis A. Viviano, Jr.
Vitamins, Inc.
Jersey City, New Jersey

Mr. Jerry K. Miller
West Virginia Paper & Paper Co.
New York, New York

Mr. and Mrs. Theodore R. Sills
Theodore R. Sills & Company
Los Angeles, California

Mr. and Mrs. James J. Weston
Jacobs-West Corporation
New York, New York

Mr. and Mrs. Robert M. Green
National Macaroni Mfg. Assn.
Palatine, Illinois

Mr. and Mrs. Hal A. Berglund
Hal A. Berglund Associates
Evanston, Illinois

Mr. H. D. Dardano
McCall's Magazine
New York, New York

Dr. and Mrs. Kenneth J. Gelles
North Dakota State University
Fargo, North Dakota

Mr. F. A. G. G. G. G. G. G.
National Food Research Institute
New York, New York

Dr. F. B. K. K. K. K. K.
Whelan Scientific Products
Whelan, West Virginia

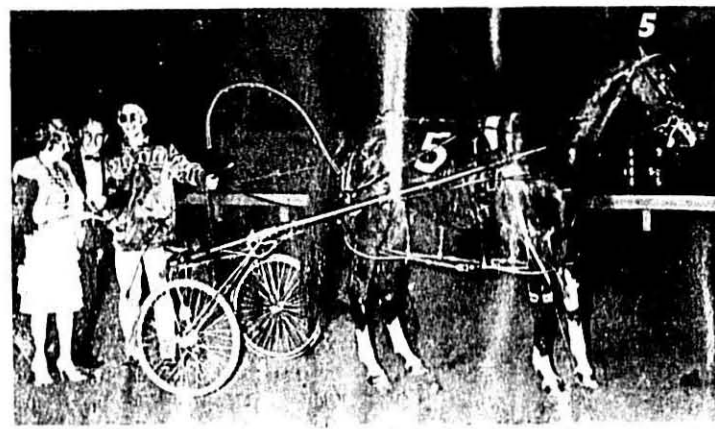
Mr. Clifford Palmer
ASCA-USDA
Washington, DC

Mr. John R. R. R. R. R.
Rising Home, Chicago

Sympathy

After a vacation period, the
Macaroni Manufacturers Company
will meet at the Home Depot
July 10-11, 1962.

The convention will be held at
the Home Depot, Macaroni
Manufacturers Company, Chicago.

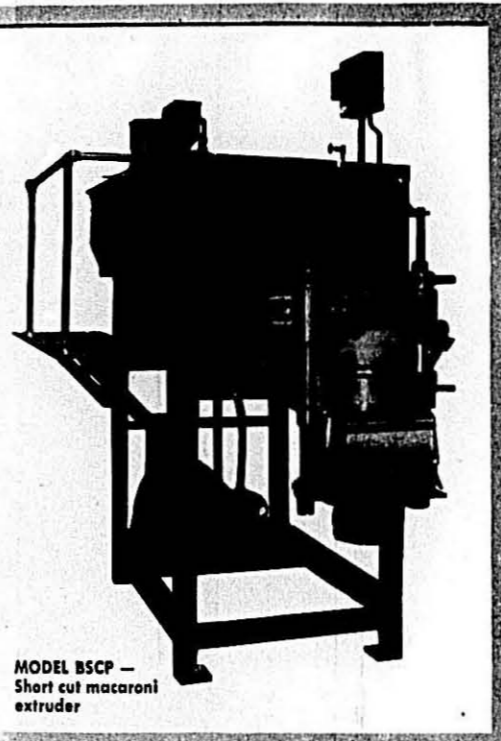
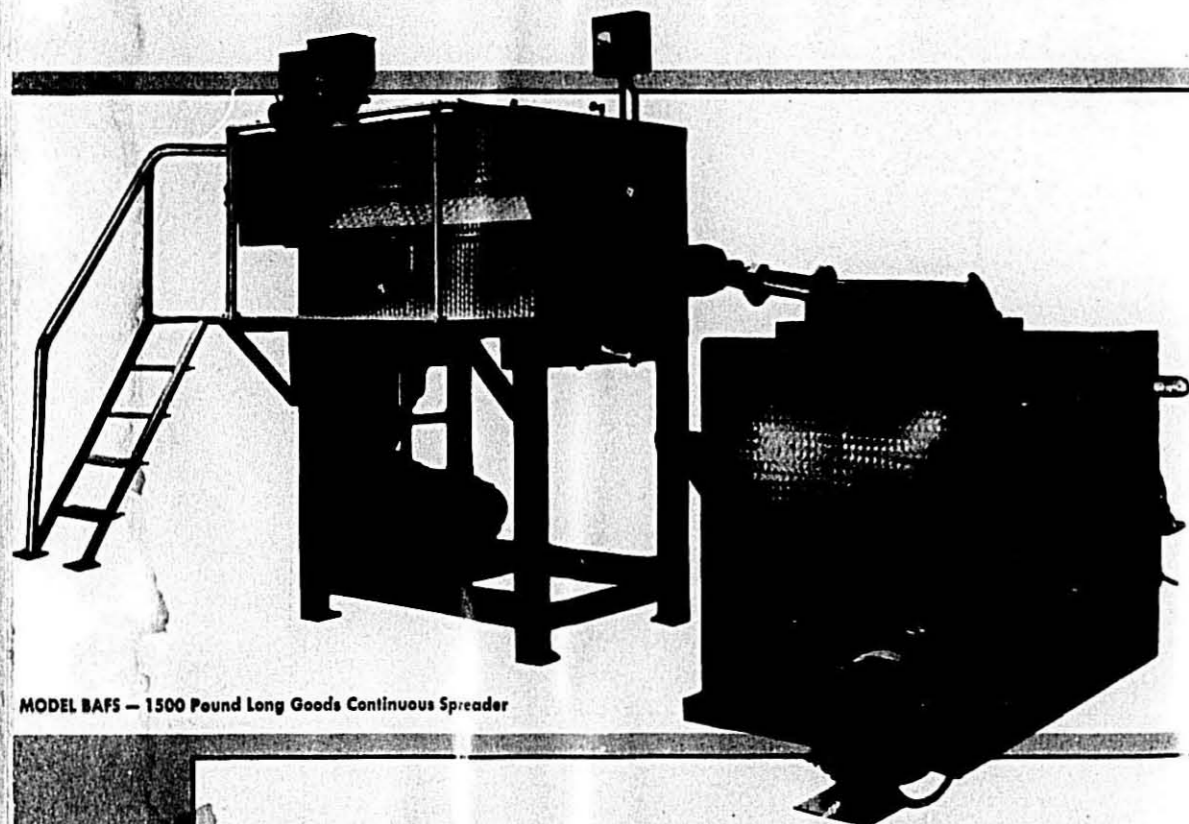


Mr. and Mrs. Leo Ippolito, presenting a cup to Owen Hall, driver and winner of the featured "Four City Race" at the Northfield Race Track, Cleveland, Ohio. The winners, racing in this category, did so in a provided plenty of thrill for Mr. Ippolito, president of Ideal Macaroni Company, and his party. "You see, come in here," champion," he told Dan Murphy. "Only a few would take the cup with Ideal Spaghetti—it's a champion in the field, too!"

**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 BSCP — Short cut macaroni extruder

by *Ambrette*

SHORT CUT MACARONI EXTRUDERS

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

LONG MACARONI SPREADER EXTRUDERS

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

COMBINATION EXTRUDERS

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

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

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

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

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

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

AMBRETTE MACHINERY CORPORATION
156-166 SIXTH STREET, BROOKLYN 15, N.Y. • PHONE: TRIangle 5-5226
SINCE 1909

***NEW
*NEW
*NEW**

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

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

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

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

*patent pending
**patented

RESEARCH

by James P. McFarland, Vice President, General Mills, Inc.
at the Grocery Manufacturers of America Annual Meeting

THE food industry exists because it serves the consumer. When it ceases to serve, it will cease to exist. Today, it is axiomatic that the individual member of the food industry that serves the best will profit the most.

Service Through Research

Historically, the ability to serve has grown largely through one human activity—that which we today call research. At the dawn of civilization, man pulled his meal of partly charred, partly raw meat, still smoking, from the embers of a fire. He and his family tore savagely at every morsel, eating with a speed that can be born only of hunger and of the fear that what little you have may be taken away. At this prehistoric dinner party, mother, father, teenage son and infant daughter were all fashionably dressed in skins hacked crudely, and perhaps freshly, from creatures of the forest. The unborn word, "service," would have had no meaning—except as one member of a family might give service or aid to another member.

Now from these crude days at the beginning of the culture of mankind, let's flash through time to the early days of the twentieth century.

The family of 1900 sat down at a table in a reasonably comfortable, though probably drafty, house to a simple but varied meal. The meal likely came from the local butcher who had slaughtered animals he had purchased from nearby farmers. Fruits and vegetables on the table were home grown and came from glass jars over which Mother had worked for long, strenuous and steamy hours. If it was the right day of the week, the house was filled with the never-to-be-forgotten fragrance of bread fresh from the oven, and there was fresh bread on the table. The bread might be good—it might be bad. If five or six days had elapsed since Mother's weekly struggle with the hot oven, that bread was almost sure to be dry and stale.

Like the family of the caveman, these citizens of 1900 were likely to be wearing a great many hand-made clothes. However, Father had not killed the "material" on the hoof with his bare hands, nor had Mother woven the cloth. She had started with a variety of attractive, mill-produced textiles and had worked from patterns born of deliberate thought and experience.

In years, the jump from 1900 to 1961



James P. McFarland

is a short one—only a tiny pinpoint in the span of man's history. But in the changes it has wrought in man's way of living, it is far greater than all the centuries that have preceded it. It is not necessary to enumerate these changes for you; they range from the synthetic wonder textiles that we wear, to the vehicles that soon will take us into the far reaches of outer space. In material things, our progress in the past 60 years has been dazzling.

And food has kept pace! For this group I surely need not go into detail. The modern supermarket is a living showcase of the progress—from farm to table—that has made modern eating in the United States the wonder and the envy of the rest of the civilized world.

Catalyst for Change

This change, this progress, has come through research—first, through the naturally inquisitive human desire to learn the "how" and the "why." Later, to this inquisitiveness were added the precise tools of science.

Over the years, research has learned that it cannot be merely a driving force—it must lead the way—for man seldom knows what he wants until it is given to him. Who, at the dawn of civilization, or at the turn of the century, would have told you he was looking for a nylon cloth or a cake in a package? For that matter, which of you men here knew that you might prefer to shave with an electric razor until someone invented it?

Research, backed largely by the food

manufacturer, has had to show the way to effective, acceptable service. And today a company that refuses to change with the changing times, that fails to adopt research as one of its major tools, is on the road to obsolescence if not to oblivion.

This hard but true fact is reflected in the life cycle of products that all of you have observed. A somewhat typical example is cake flour. Introduced in the mid-twenties, cake flour followed an upward sales curve. In 1947-48, when good statistics on the subject became available, 1,440,000 hundred weight of cake flour were sold in this country. By 1955-58, sales had declined to 560,000 hundred weight, and in 1960-61, to 375,000 hundred weight. Cake mixes—convenience in a package—had converted cake flour to a second-line product—still profitable, with many adherents, but with much lower sales and consequently demanding new types of promotion and advertising.

According to the "Statistical Abstract of the United States" for 1961, in which these figures appeared, 92 million dollars were spent for research and development in food and kindred products—almost all of it by private industry.

Why Spend So Much?

Now, why does any member of the food industry feel it necessary to spend so much for research? Each company probably has its own answer to that question, but I should like to enumerate several reasons, to which I think most of the food manufacturers of this country would agree:

1. To increase company sales (and thus company profits) by giving the consumers improved services and products.
2. To keep abreast, or one jump ahead of competitors. Because of the strongly competitive nature of our free enterprise system, every food manufacturer knows that if he doesn't develop and market new products, his competitor will, and the competitor will get the business.
3. To improve the company's position in the eyes of the investing public. As O. C. Roehl, vice-president of Keystone Custodian Funds of Boston said in a recent magazine article, "The securities markets continue to give great weight to the research and development factor in evaluating the securities of industrial companies. If a company is not technically sound, then

its future is not sound. Such a company is not a good investment, and this fact is reflected sooner or later in the price action of the company's securities. . . . Research today is considered by most investment analysts as much a corporate function as are sales, production and finance."

4. To meet the needs of a rapidly rising population by developing new foods that will still satisfy natural taste buds.

5. To meet man's quest for speed and ease in an age of automation.

6. To improve nutritional formulas to make a healthier and better-fed population and assist through diet in the war in disease.

Research Must Go On

The price industry pays for research may seem high—and doubly so because of the great financial risks involved. For every product that becomes a spectacular success, there are many creations of research that fall by the wayside. And the failures may have involved greater research expenditures than the successes. I am sure you all know of many such unsuccessful products.

Without leaving my own organization, I can point to Betty Crocker Apple Pyequick and Betty Crocker Meringue Mix, two high-quality, well-researched products that obviously did not serve in a way that would justify their continued existence.

Yet we know that despite the great financial risks involved, research must go on if we are to maintain a fair return to stockholders on their investment, and continue to be one of the leaders in the food industry.

The beneficiaries of modern food research and the risk it represents are the consumers. Through the years, they have gained in countless ways—many of which are probably not realized. Here are a few:

Better Nutrition

(1) Better nutrition. Dr. Frederick Stare of Harvard has said, "Nutrition is, in fact, the most important environmental factor affecting our health." Through the research efforts of the American food industry, better nutrition has brought to our nation better health. Infant mortality has dropped sharply in the last 20 years. People are living about nine years longer, on the average. Children are growing taller, and a quick look at the athletic fields will show they are certainly becoming heavier and stronger; new sports records are being established every year.

Every day we are learning more about the relationships between certain food elements and particular condi-

tions of health and disease. For example, we are now in the process of trying to find out what part fat, or fat of the wrong type, plays in heart disease. The role of diet has been demonstrated, or at least suspected, in the development or prevention of certain types of cancer. And scientists today see a possible connection between diet and mental outlook.

Behind such progress are many factors, including the spectacular advancement of medical science, also as a result of research. Authorities universally, however, give a great part of the credit for the growing good health of our nation to improved eating—improved eating that has resulted from research, both basic and applied.

Leisure and Variety

(2) Research-created advances in foods have unshackled the homemaker from the kitchen, leaving her free not only for leisure, but for increasing cultural, civic and political participation that is having far-reaching influence on our nation. It has been estimated that it takes the average homemaker about 90 minutes or less to prepare daily meals for a family of four. Less than 20 years ago, it took over five and one-half hours.

(3) Mrs. America buys this freedom from kitchen chores at bargain prices. The United States Department of Agriculture tells us that while most people of the world spend half of their disposable income for food, we spend only about one-fifth. If we bought the same kinds and quantities of food that we ate in the period from 1935-1939, we would be spending only about 14 per cent of our present income for food stuffs. In short, our incomes have gone up more than the price of food. As a result, we have more left for the other products of industry—and for education, recreation, housing and medical care.

(4) Research has given the American family a dazzling number of new products from which to choose. Our supermarkets tell much of the story. In 1939, the housewife found from a 1,000 to 1,200 items in her local grocery. In today's supermarket, she can choose among 7,000 to 8,000 items. Forty per cent of these were not in existence 10 years ago—in fact 60 per cent of them did not exist at the end of World War II—just 15 years ago.

Makes More Business

While making the American breakfast, lunch and dinner table a health-giving delight, this great variety from research has also enlarged business. Many companies, who during the last 15 years have been active in the re-

search and development of new products, can today trace from 50 to 60 per cent of their earnings to products that weren't even being made in 1945. Thus has research built jobs and pumped vigor into the economic structure of the nation.

With all of its other virtues, research has the additional and unusual quality of tending to perpetuate itself. One new concept or idea often leads to the development of still further improved concepts, ideas or products. Knowledge learned in producing dehydrated foods, for example, led to applications of the more advanced technique of freeze-drying. Similarly, studies of the use of anti-oxidants to stabilize shortening; in mixes have now forged ahead until anti-oxidants are used in a wide variety of products, from breakfast cereals to instant potatoes.

A Look at the Future

What, under the magic of food research, does the future hold? The past, which dazzles the imagination, makes it obviously hopeless to predict the future. But we can do some dreaming.

Some of our research scientists have already stuck their necks out on such things as cold pasteurization with ionizing radiation to protect food crops between harvesting and processing, r-radiation of food with high energy particles may well take its place alongside heat in food processing. And in the preservation of processed foods, scientists predict a much greater use of freeze-drying, which, incidentally, is basically an application of the Eskimos' method of exposing fish to chilling Arctic winds. As adapted by modern scientists, the product is first frozen and then desiccated by a high vacuum which changes ice to the vapor state without formation of water as an intermediate product.

Man, crowded on land, may eventually be forced to tap the food resources of the ocean. "One hundred years from now a man who goes to dinner may tell the waiter he would like 500 grams of atomic broiled algae," one scientist has said, not altogether facetiously. "He may say, I had it in pork chop form last night. Tonight make it sirloin for variety."

Does that sound fantastic? Even more fantastic are some of the visions of our food markets of the future.

A homemaker of the next century (and our children will be living in that century) may go to her food market to buy the wherewithal for a dinner party for 10 guests. She fills out a multiple choice form designed to describe the guests—male or female; young, middle-aged, or old; approximate

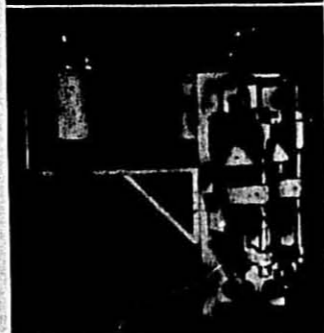
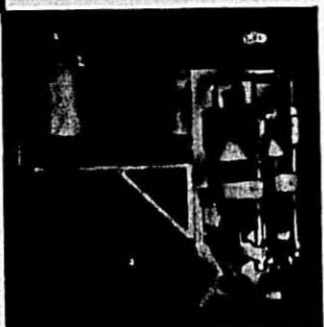
(Continued on page 42)

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).*

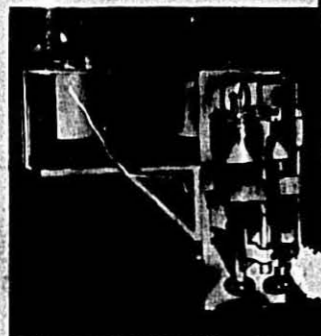


The new Demaco Short Cut Press with two extrusion heads assembled in one compact unit will produce over 2000 pounds per hour of short cuts. Here the accent is on quality, production with slow, slow extrusion over two dies. Before you buy, investigate the many outstanding features offered by Demaco. This 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.

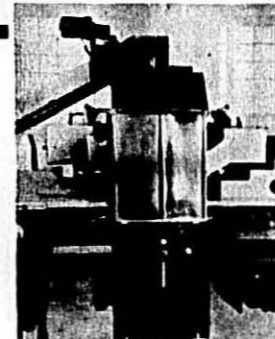


DEMACO
the full line:

SHORT CUT PRESSES, AUTOMATIC
SPREADERS, SHEET FORMERS, SHORT
CUT DRYERS, NOODLE DRYERS, LONG
GOODS PRELIMINARY DRYERS, DRY-
ING ROOMS, EGG DOSERS.



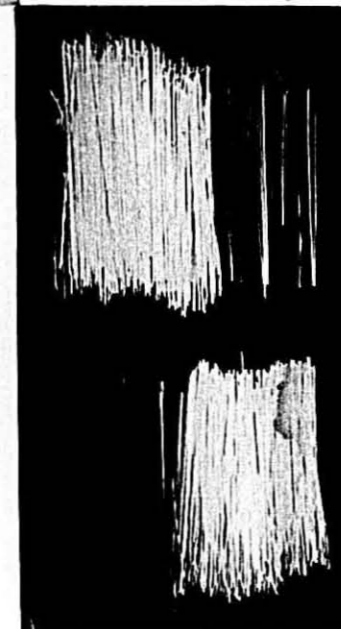
COME SEE IT IN OPERATION -
THE NEW DEMACO SPAGHETTI WEIGHER



*weighs
all
types*

Reduce packing time and increase productivity. Demaco's new Spaghetti Weigher has all the time savings innovations that will reduce your packing time — here's why — **Speed** — average over 40 packages are accurately weighed per minute. **Versatility** — can handle the full range of dried goods: straight, curved, hooked and short ends. Now weighing Spaghetti, Spaghettoni, Macaroncelli, Perchatelli, Vermicelli, Linguini and Linguini Fini. **Adaptability** — designed for all standard carton packaging machines. Can be supplied with a completely automatic feeding and conveying system direct from stripping machine. **Accuracy** — is maintained by Demaco's unique strand per strand dribble mechanism. Final weight is insured by highly sensitive opto electrical principle of frictionless weight indication scales.

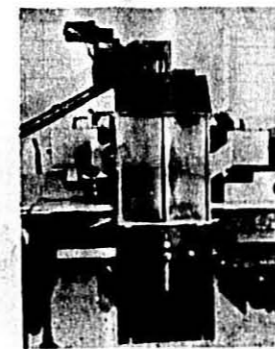
Demaco Spaghetti Weigher can also be adapted for 1/2 pound packages, 2 pound packages or 3 pound packages.



De FRANCISCI
MACHINE CORPORATION

45-46 Metropolitan Avenue
Brooklyn 37, New York

Phone EVergreen 6-9880



*weighs
all
types*

Color Changes in Macaroni

from an article in *Diagram*, publication by Buhler Brothers, Uzwil, Switzerland

The Consumer Generally Judges by the Color

MACARONI products which are made from high quality durum wheat semolina under normal manufacturing conditions, have a clear yellow color. The expert who is passing judgment considers this color along with other factors such as elasticity and surface texture.

In the retail store, however, color is the most important single factor, for when price and quality are equal, the consumer will nearly always choose the product which has the most attractive appearance. Most consumers associate color with egg content, although in reality, differences in color are more likely to be the result of differences in manufacturing methods.

The macaroni or spaghetti manufacturer endeavors to preserve, as far as possible, the natural coloring of the raw material and attain the best possible color in his final product.

Throughout most of the world, egg-goods are generally preferred. In Germany, for example, up to seven eggs are added to each kilogram (2.2 pounds) of semolina. This amounts to about 9.2 per cent eggs by dry weight. The goods are packed in attractively colored cellophane or polyethylene bags in order to display the contents in as attractive a manner as possible.

Investigation Shows How Color Is Lost

Macaroni manufacturers, as well as our own specialists, have been extremely interested in scientific studies regarding decomposition of the natural color matter during the manufacture of macaroni products. Comprehensive knowledge of the theoretical processes is very necessary in order to further improve the equipment and methods for making these products. Buhler, in cooperation with the agricultural-chemical section of the Federal Technical Institute in Zurich, has made a series of investigations concerning this problem.

These studies were concerned only with the natural pigments present in the raw material, since in most countries it is illegal to add artificial coloring matter to foodstuffs. The addition of eggs, however, does improve the color while at the same time it improves the quality of the goods.

In these investigations, the flour pigments were extracted with an aqueous

solution of butanol, and the color intensity of the solution thus obtained was determined colorimetrically or spectrophotometrically.

It was formerly assumed that flour pigments consist exclusively of B-carotene. This is why even today, the pigment content is usually expressed in terms of B-carotene, although it is now known that flour pigments consist mainly of xanthophyll or its esters.

The pigment content varies greatly in the raw material, amounting to an average of only three to six mg. of B-carotene per kilogram of semolina.

Most interesting of all are the observed changes in the pigment content during manufacture of Cornetti (elbows).

Material	Pigment content expressed as B-carotene (mg. per 1000 g. of dry substance)	
Semolina I	4.4	100%
Dough (after mixing)	2.6	59%
Cornetti (pressed)	1.9	43%
Finished product (Cornetti dried)	1.9	43%
Semolina II	4.8	100%
Finished product (Cornetti dried)	3.5	73%

The oxidative decomposition of the pigments during the manufacturing process is caused to a great extent by the enzyme lipoxidase which is naturally present in the wheat. The pigment content of the finished goods therefore depends not only on the pigment content of the initial semolina, but also on the lipoxidase activity. This varies considerably between one kind of grain and another, and in the test described above, this caused different degrees of change in the pigment.

The greatest loss in pigment content (up to 41 per cent) occurs during the mixing operation. It is therefore important that the speed, blade setting, and level of filling of the mixing trough should always be suitably coordinated with respect to one another so that mixing time is reduced to a minimum.

The latest Buhler presses are therefore designed to provide sufficient wetting and dissolving of the semolina particles in an average mixing time of only 20 minutes. In rare instances

where longer times are required, the level of the dough can be raised and the mixing time increased by means of baffle plates.

During the pressing operation, a further amount of the pigment is destroyed. This loss can be as high as 16 per cent of the original content. It is interesting, however, to note that there is no further reduction of pigment content during the drying operation.

Distribution of Pigments in Dried Goods

Our series of investigations also determined whether or not the coloring matter in spaghetti was evenly distributed after the drying.

It is not unusual for products of different shapes, made of identical raw materials but dried under different conditions, to show distinct differences in color.

Scientists have stated that this appearance had to be attributed to non-uniform enrichment of pigments at the edge zone, and that this was caused by diffusion from the core during the drying operation.

To check these conclusions, various tests were made with spaghetti, whose pigment content had been enriched before manufacture by adding a definite amount of B-carotene. This was done so that any changes would be more easily recognized.

The samples were dried at moderate temperatures up to 60 degrees Centigrade (140 degrees Fahrenheit) and without any great differences in humidity. To determine pigment content, cores one mm. in diameter were bored out of the spaghetti (which had an external diameter of 1.85 mm.). Finally, analyses of pigment content were made on the hollow cylinder as well as on the whole product.

Results of these tests were as follows:

Products	Pigment content in parts per million	
	Sample 1	Sample 2
Whole spaghetti (1.85 mm. diameter)	5.5	8.05
Hollow cylinder (Spaghetti wall 0.425 mm. thick)	5.1	7.5

(Continued on page 32)



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.

Grown and milled in the heart of the world's greatest durum area

NORTH DAKOTA MILL AND ELEVATOR
Flour Milling Division  Grand Forks, North Dakota

Color Changes—

(Continued from page 30)

These figures clearly disprove the theory of edge enrichment; in fact, a slight reduction in pigment was observed. The diminishing of the pigment in the edge zone can only extend over a very thin surface layer and has no measurable influence on the total pigment content. Otherwise, the theory would contradict the experimentally-proven facts which we cited in the first part of this report.

These losses must therefore be attributed mainly to bleaching from the action of light as well as to oxidation by atmospheric oxygen.

The apparent color of macaroni and spaghetti products is not exclusively determined by the pigment content, but also depends on surface quality and homogeneity of the goods.

For example, further investigations have shown no significant differences in pigment loss when goods were manufactured with or without a vacuum. Since no press operates with an absolute vacuum, there is always sufficient oxygen to further reduce the color to a small degree. Therefore the attractive color of products made with a vacuum process cannot be attributed to a higher pigment content, for it is purely an optical effect.

In general, we can say that the more homogeneous the surface, the better the reflection and the color effect.

Conclusions

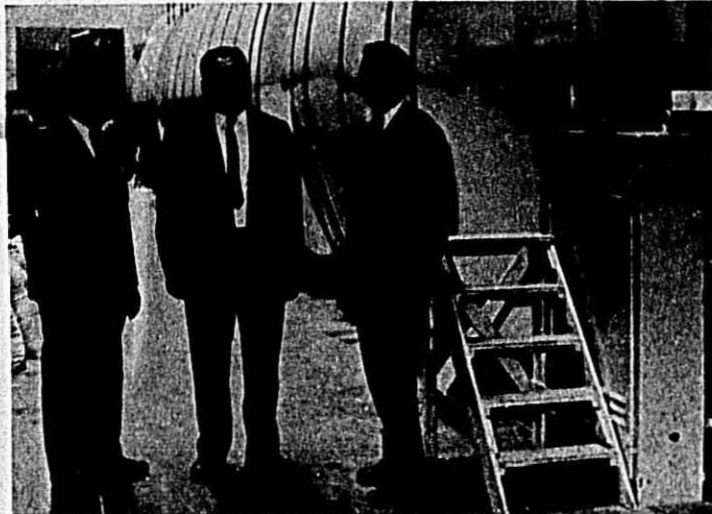
Our investigations show how, where, and to what extent the coloring matter is reduced. By taking special precautions during manufacture, and by choosing raw materials with low lipoxidase activity, these losses can be kept within acceptable limits.

Laboratory Equipment for Quality Control

The manufacture of macaroni products offers many problems, some of which have not yet been fully solved, says H. Spreiter in a recent issue of "Linea," a publication printed by Buhler Brothers, Uzwil, Switzerland.

Even with modern, fully automatic production lines, an experienced drying man and strict control during manufacture are necessary.

In modern factories, different qualities of raw materials are stored separately and, if necessary, supplemented by additives or blended for the most satisfactory combination. During the manufacturing process, the goods are checked according to a planned schedule. At regular intervals, samples are



Pictured in the testing laboratories of Buhler Brothers at Uzwil, Switzerland are (left to right) William Berger, Buhler representative in the United States, Albert Rovarino of St. Louis, and Ferdj Egli of Uzwil. They are standing beside a new long goods dryer. Mr. Rovarino visited plants in Germany, Italy and Switzerland. While in Milan, he attended the IPACK exhibition.

taken from each stage of manufacture, from fresh pressed goods up to to the final product, and subjected to careful inspection. This systematic inspection is especially important when changing shapes or when manufacture is interrupted, in order that any deviations may be detected and rectified.

Valuable aids to the manufacturer making tests are found in the many different types of laboratory equipment now available. Buhler Brothers has developed and manufactures a full line of testing equipment for quality control.

The rapid moisture tester quickly and accurately measures the moisture content of flour, semolina, fresh and dried macaroni products, and water residue in cooking tests. Measuring range on the dial is from zero to 30 per cent.

A cooking quality tester tests resistance to boiling, swelling ability, and dissolved solids in the water in which the product has been boiled.

A laboratory grinder grinds semolina and dry manufactured goods with moisture content up to 18 per cent, so that moisture, gluten, and acid may be determined.

A gluten washer is available for reproducible determination of the gluten content of flour, semolina, and ground manufactured goods.

Laboratory sifters are used for making sifting and granulation tests.

Laboratory equipment manufactured by Buhler for use in determining ash content, gluten quality, and moisture

content also includes rotary thermostats, photometers, analytical balances, drying cupboards, ash-test ovens, and desiccators.

Macaroni stress testers have been designed to make bending tests on dried goods as well as tensile strength tests on cooked goods. The equipment can determine the breaking force of the product and the deflection or bend that is made before breakage, thus showing resiliency of the product.

The dried product to be tested is clamped into position on one end of the scale. A weight is moved as a balance to exert a constantly increasing lateral force against the product. The curve on the graph recorder quickly shows any deviations from normal. By simply changing the clamping device, the same apparatus can be used for tensile tests on cooked goods. However, this test is somewhat more complicated in that the pieces to be tested must be cooked under identical conditions, and therefore it is better adapted for laboratory purposes.

Egg Exports

Poultry and eggs pour out to foreign markets, threatened only by European Common Market tariff barriers. United States shipments, a record \$94,000,000 last year, may go even higher in 1962, Washington predicts. The 1951-55 average was only \$34,000,000. West European countries take almost two-thirds of total United States poultry and eggs exported.

AMERICA'S LARGEST MACARONI DIE MAKERS SINCE 1903

Management continuously retained in the same family.

Satisfied customers in over twenty-five countries

- ENGLAND
- GREECE
- JAPAN
- UNITED STATES
- PUERTO RICO
- CANADA
- PANAMA
- SOUTH AFRICA
- BRAZIL
- CHILE
- PERU
- ARGENTINA
- ECUADOR
- URUGUAY
- CUBA
- AUSTRALIA
- HAITI
- ITALY
- MEXICO
- VENEZUELA
- ISRAEL
- HAWAII
- COLOMBIA
- DOMINICAN REPUBLIC
- SWEDEN

every die unconditionally guaranteed!

send for our
FREE catalog
to supplement your
present products. Written in
SPANISH, ENGLISH, ITALIAN.

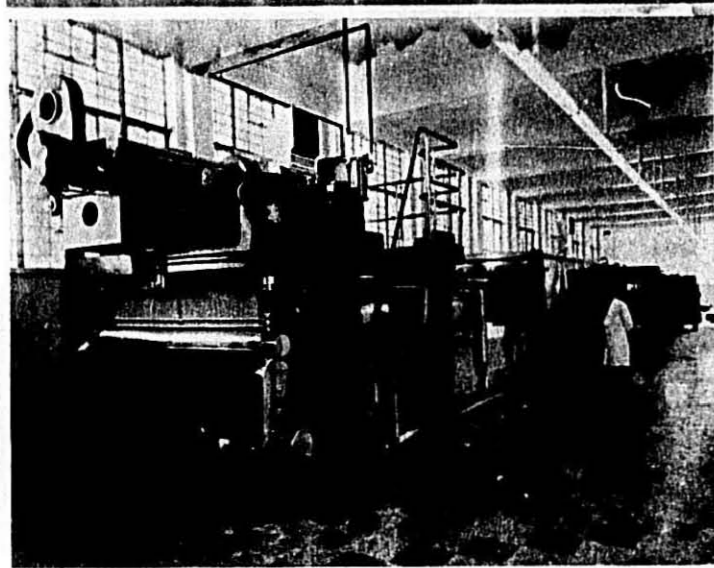


D. MALDARI & Sons, Inc.
557 THIRD AVE. BROOKLYN 15, N.Y., U.S.A.

- BRONZE ALLOYS
- STAINLESS STEEL
- SPECIAL ALLOYS
- TEFLON



Fatti's & Moni's of South Africa



The largest and latest automatic long goods production unit by Pavan has been installed at Fatti's and Moni's.

SHORTLY after the turn of the century, Mr. Giacomo Moni and Mr. Luigi Fatti started the manufacture of macaroni products in South Africa. At first in opposition to each other, they soon combined to place on the market the famous "Fatti's & Moni's" brand of macaroni products which has become a household name to consumers in the Republic of South Africa and the Rhodesian Federation.

The United Macaroni Factories, Limited, which company was formed from the union of the two competing organizations, today operates three factories, and these are situated at Cape Town, Johannesburg and Bulawayo, Southern Rhodesia. This decentralization has enabled the company to operate economically by centering its production in the more densely populated areas, without sacrificing the advantages inherent in large scale production. Although there are three management centers, the manufacture of macaroni products is combined with other industries which form part of what is today known as Fatti's & Moni's Group of Industries, whose activities include flour milling, barley processing, wafer biscuits and ice cream cones (the Group's associate company, Rand Wafer Cones, Limited, has exclusive franchise of cone machinery manufactured by Turnbull Cone Machine Company of Chattanooga, Tennessee), as well as large dis-

tilleries and wineries for which the Cape area is famous. Included in the Group is South Africa's largest single high-class food market which caters for the varied and fastidious tastes of Johannesburg's cosmopolitan population.

The macaroni division incorporates equipment manufactured by Pavan, Braibanti, Buhler and Meneghini, each type having been selected, as being the most suitable for their purpose. Pavan's largest and latest automatic long goods production unit (incorporating the P. 600 Press) is fully auto-



Cartons recently introduced under the brand name ILVA are printed in a variety of languages.

matic and includes the automatic return of the canes from the end of the tunnel where the dry product is removed to the press head.

The Managing Director, Benito Robert Moni, undertook an extensive fact-finding trip to Europe and North America in 1960, where he visited such pre-eminent names in the macaroni industry as Barilla, Riccardi, Pantanella in Italy, Birkel and Knorr in Germany, Catelli in Canada and Mueller and Prince in the United States of America.

The company's products cover the vast range of standard and fancy macaroni products in order to satisfy individual tastes and to maintain its lead in the manufacturing field which it has pioneered.

In the packaging field it was decided to substitute window cartons in place of cellophane as it was felt that a well designed and illustrated window carton would have more "shelf appeal" than a cellophane bag, an important matter with the development of the self-service food market in Southern Africa.

Quite recently a small variety of deluxe lines such as Tagliatelle Verdi, Farfalle, etc., were introduced under the brand name "ILVA" in order to cater for the country's cosmopolitan population, and cartons are printed in a variety of languages.

The United Macaroni Factories, Limited, is the largest manufacturer of its kind in Southern Africa and production is larger than all other manufacturers combined. Statistics indicate that the company supplies above 80 per cent of the local consumption of macaroni products.

PAVAN

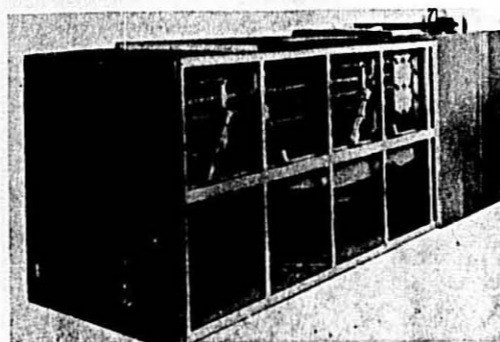
Dott. Ingg. NICO & MARIO

MANUFACTURERS — ENGINEERS — DESIGNERS

MACARONI PROCESSING MACHINERY

Galliera Veneta — Padova — Italy

TELEFONO 99.155-99.176-99-149 TELEGRAMMI: PAVAN - GALLIERA VENETA
C. C. I. A. PADOVA 50129 FF. S. CITTADILLA

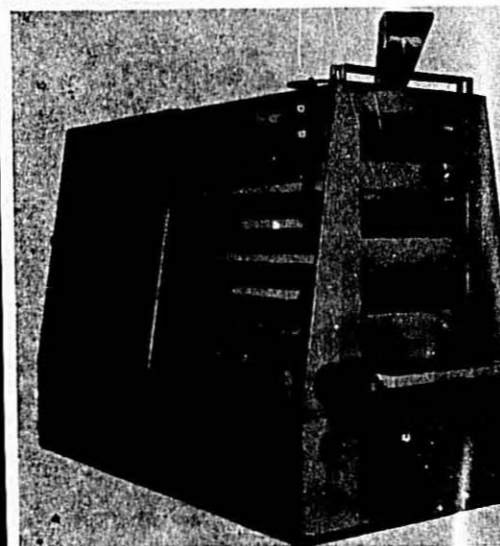


SHAKER DRYER — TP 60

Cut Goods and Noodles

Prevents Sticking In Preliminary Dryer

Prevents Flattening Of Product On Special Shape Products



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 For 1,000 Lbs. Capacity
11 Ft. Long
10 Ft. High

Nylon Belt Contour On Sides To Prevent Leakage

Speed Adjustable For Any Type Product

ALL METAL CONSTRUCTION

Aluminum Covered Exterior Easily Removable For Cleaning

May Be Charged Or Discharged From The Same Ends Or Opposite Ends

U.S. and Canadian Representatives PAVAN



1630 W. OLYMPIC BOULEVARD DU 9091
LOS ANGELES 6, CALIFORNIA

Matzo Making at Goodman's

A. GOODMAN SONS, INC., of Long Island City, New York, the oldest existing matzo bakers in this country and one of the largest manufacturers of matzos, noodles, macaroni, spaghetti, matzo and cake meal, and the like, is an establishment that had its origin in a German family kitchen in Filehne, in the province of Posen, Germany.

Chanah, the Matzo Baker

It was in 1788 that the honor of baking the Passover matzos for the Jewish population of the village of Filehne fell to Chanah, the matzo baker, as she came to be called. Her seven children helped to carry in the water from the village pump and to prepare and roll out the dough. It took two children at each end to manage the rolling pin. And when the matzos were ready, Chanah's husband sold them in the front room where he had his grocer's shop.

One hundred years later, Chanah's grandson, Augustus Gutkind, set sail from his native Germany for the United States. Upon arrival he went to Washington where he found a job as master baker for the Union Army and changed his surname, which means "good child" in German, to Goodman. The war over, he moved to Philadelphia in 1865 and opened his own bake shop. After a while, he began to bake matzos for Passover in the tradition of his grandmother, Chanah Gutkind.

Moves to New York

From 1865 to 1883, Augustus operated his bakery in Philadelphia and then moved it to No. 12 Avenue B, in Manhattan, New York City, where, upon noticing that a number of his customers bought more matzos than sufficient for their Passover needs, he conceived the idea of making matzos for year-round consumption. This marked a great step forward in the output of his shop. Another turning point came when he began the manufacture of noodles. Soon a number of related products followed. Expansion of the business necessitated moving the factory and offices to Avenue C in 1888 and, again, in 1946, to the present site at 21-07 41st Avenue, Long Island City.

The company's principal products now number 28 and include four shapes of matzos, 11 of noodles, five of spaghetti and eight kinds of dehydrated soups. A fleet of 10 trucks delivers these goods to some 12,000 grocery stores and supermarkets in metropol-



Eric Cohn (right), president of Goodman, and rabbis participate in an annual ceremony in the production of Passover matzos.

itan New York 24 hours after orders are placed.

Rabbinical Laws Observed

In the making of matzos for Passover use, the water, according to rabbinical law, must be drawn the day before and set aside overnight. This tradition goes back to Biblical days in Palestine when it was necessary to cool the water drawn in the heat of day for the making of matzos, or unleavened bread. The theory behind this procedure was that cold water delayed fermentation, and matzos must be made of unfermented dough.

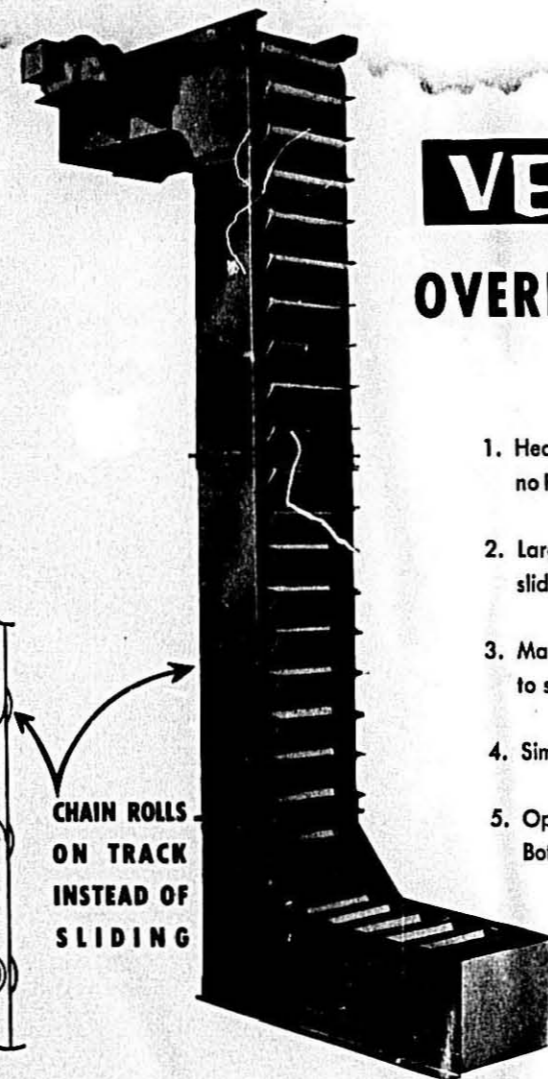
In the Goodman plant, the water and flour, which has been ground under rabbinical supervision, are sent simultaneously into automatic mixers, the hands of which are washed every 15 minutes. From the mixers, the dough moves to rolling machines which flatten it into single sheets. The sheets grow gradually thinner and thinner until they reach rollers provided with teeth which put hemstitch-like impressions on them. Automatic cutters cut matzos into the sheets which are then sent through 100 foot ovens on a wire conveyor rack in less than two minutes. Rabbinical law states that not more than 18 minutes may elapse from the moment the flour and water meet in the mixers to the time the dough goes into the oven. The Goodman process takes 12 minutes.

Regular Passover matzos are made of two ingredients: flour and water, but no water may be used if another ingredient is added to the flour, as in the making of egg matzos, and only fruit juice or wine may be substituted for the water. Goodman's egg matzos are made of flour, eggs and sweet apple cider.

It is a long way from Chanah Gutkind's hand-powered rolling pin to the automatic mixers, rollers, perforators, cutters and conveyors operated by 120 factory workers, who include 40 matzo bakers, in the Queens plant. Thirty sales and deliverymen handle the products which are made under strict rabbinical supervision. Chanah's high standards are maintained on a large scale by the use of high grade eggs, expert baking and drying skill, and by laboratory testing of the flour that goes into each batch of matzo dough.

Carry On Family Tradition

Family pride in their products is the driving force behind several of Chanah's descendants who head Goodman's, among whom are Erich Cohn, president, whose grandmother was Augustus Goodman's sister, and vice president and secretary, Robert I. Cowen, Augustus' grandson and a vice president of the National Macaroni Manufacturers Association. Also active in executive capacities are R. A. Cohn, Melvin Golbert, and Robert I. Cowen, Jr.



VERTI-LIFT OVERLAPPING BUCKET ELEVATOR

1. Heavy Duty Cast Buckets . . . One Piece, no Pins or Rollers.
2. Large Roller Chains that roll instead of slide . . . Reducing friction and wear.
3. Made in Sections . . . For rearranging to suit future needs.
4. Simple Operation . . . No cams.
5. Optional Discharge . . . End or Side or Both.

ASEECO CORP. has helped these and many more leading firms with its VERTI-LIFT.

Anthony Macaroni Co. • American Beauty Macaroni Co., Kansas City
 • American Beauty Macaroni Co., Los Angeles • American Beauty
 Macaroni Co., Dallas • American Home Prod. • American Nut Co. •
 Bell Brand Foods • Bel Air Foods, Inc. • California Date Growers, Inc.
 • Catelli Foods Ltd., Canada • D and R Nut Co. • Durak Inc.
 • Emery Industries, Inc. • Elliot Mfg. Co. • Fresno Macaroni Mfg. Co.,
 Inc. • Gallo Macaroni Co. • Germain Seed Co. • Golden Dipt. Co.
 • L. A. Nut Co. • L. A. Service Packing Co. • Major Italian Foods
 Co. • Molina Harinero, Hermosillo, Mexico • Porter Macaroni
 Mfg. Co. • Preparer's Foods Products • San Georgia Macaroni
 Co. • Service Packing Co., Canada • Laura Scudder's • U. S.
 Macaroni Mfg. Co. • Valley Date Gardens, Inc. • Venus Foods, Inc. •
 Waterman Loomis Seed Co.



A Matter of Manners

The most important unwritten rule of business manners is: act according to your common sense and your consideration for others, writes Peter C. Reid in the American Management Association's *Supervisory Management*.

In the article he lists some of the variables determining social behavior on the job as follows:

1. The degree of informality in your organization.
2. The rank of the person you're dealing with.
3. His personality.
4. Your own personality.
5. The specific situation.

Despite these variables, he has some common-sense suggestions that can be applied to many problems of business manners that may come up during the day:

The first-name dilemma.—Some bosses frown on the first-name basis. Take your cue from the general atmosphere, from the way other supervisors handle the problem, and from the kind of person your boss is. The timing is a matter of social intuition—wait for the moment when a first-name response comes naturally and comfortably. Calling a top executive by his first name is always out, but even here are exceptions—in Texas there's an oil company president who urges the rawest newcomer to "call me Phil."

Behind closed doors.—To interrupt or not to interrupt—it's often a delicate decision. The answer is usually no if your boss's door is closed when it's or-

dinarily open. Same verdict if he's got a visitor. Phone ahead to find out if he's free. When you do have to interrupt, make it brief, come to the point and leave as soon as it's settled.

Visitors, welcome, and otherwise. Handling visitors courteously yet firmly takes considerable finesse and self-restraint. If you can't see a visitor who has a definite appointment, either go yourself or send someone else to explain the problem to him and let him know about how long it will be before you're free. If he decides to wait, make sure he's comfortable. Even if you're tied up with someone else, you should be notified when an expected visitor has arrived. You can then try to wind things up so the visitor isn't kept waiting. If you can't see a visitor who does not have an appointment, you might go out to the reception room for a fast hello and explain you are tied up and suggest when you might be free.

To get rid of a visitor who has overstayed his time, if you have an intercom system, press the button (by rearrangement) which will bring somebody in with a little note, at which you frown and say, "Tell him I'll be with him in a few minutes." Also effective is a phrase like, "Next time you're in the neighborhood, let's talk about it further." Or, follow the silent technique—simply get up from the chair and stand until the visitor gets the idea.

"Dial M for manners."—The telephone has a well-deserved reputation

for impeding communication through the fault of those who misuse it. Here are some of their favorite habits:

1. Failing to identify themselves when they answer the phone. Giving your name and department saves the caller from having to find out if he's got the right number.

2. Failing to be clear. Speak clearly and distinctly. Be careful of humor that depends on your facial expression—it can be misinterpreted. Explain and excuse all interruptions, such as being called from the phone. Offer to call back if you must look something up. If you're making the call, have all the pertinent information in front of you so as not to waste time.

3. Failing to return calls. Unless you have a good reason not to, try to return a call as soon as possible. If you're the unrequited telephoner, call again after allowing a reasonable time for the return call. And don't put people to the trouble of returning your call unless they have some knowledge of you or the subject of your call.

4. Talking on the phone while you have a visitor. If you can, have your calls screened so you will only have to take the urgent ones. If that's impossible, answer the phone after a contrite "Excuse me" to your visitor and ask the telephoner if you can call him back later. If your visitor is a subordinate you might dispense with the business of a call that you know won't take more than a few sentences—but don't extend it more than a minute.

POTATO FARMERS

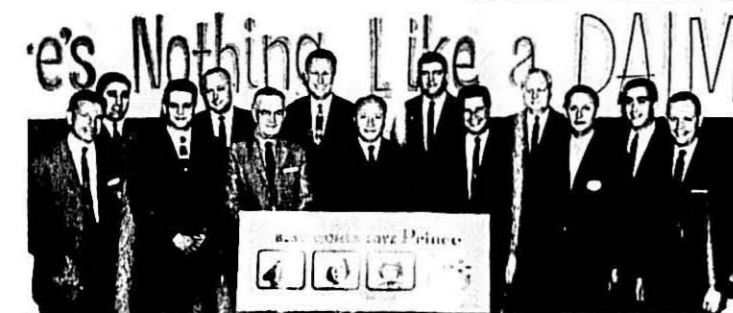
Potato farmers rank as the nation's number one agricultural gamblers, a government study shows. Year-to-year price changes averaged 47 per cent in the last decade, the spud students say, a fluctuation at least five times greater than most major crops. Because potato appetites change slowly, a one per cent output increase brings an average five per cent price drop.

OLD MOTTO

The old motto "try, try again" gets new support from the results of a recent survey on salesmanship. Half of all salesmen are reported to give up on a prospect after a fruitless first call. A fourth quit after two calls, an eighth after three calls, but a tenth keep calling. These write 80 per cent of the orders—80 per cent of all sales are made after the fifth call.

—Industrial Distribution

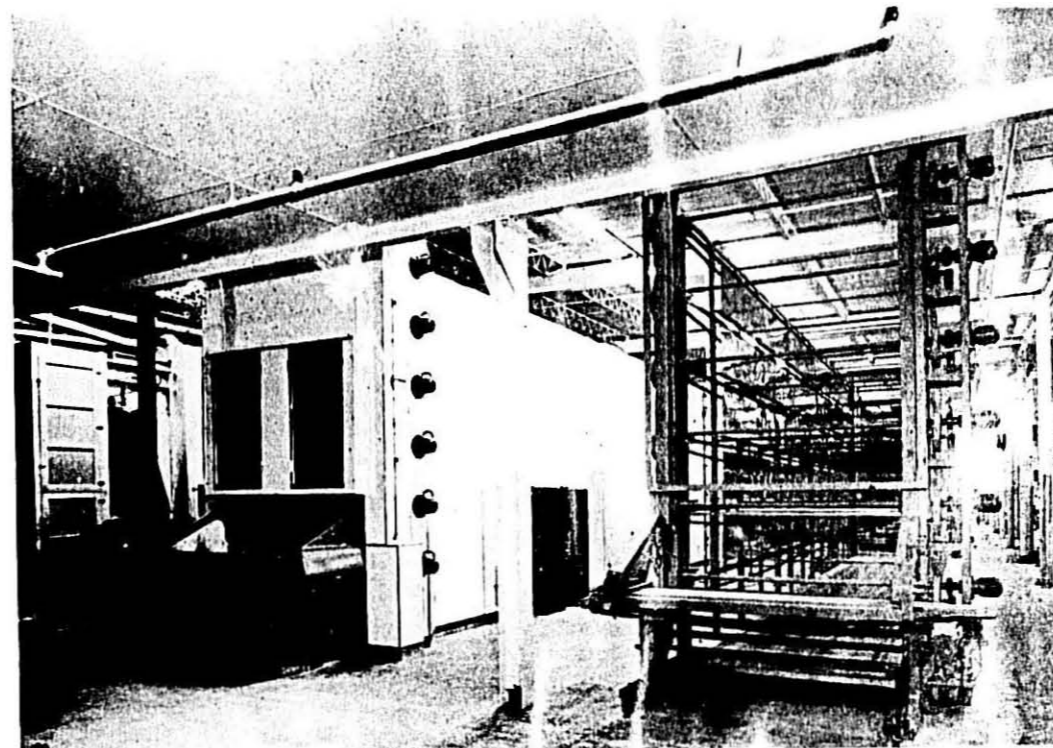
ersify | Amplify | Intensify | Magnify



Talking time out during the semi-annual meeting on fall and winter plans for promotions and advertising, Prince Macaroni Manufacturing Company officials, and some of their general managers and sales executives, are up behind the "Busy Women Love Prince" sign. From left to right: George Gussak, Rochester, New York; Anthony Cantella, Chicago; Frank Bassell, Marlborough, New Jersey; Darrell Kinkead, Chicago; Ray Whitley, Miami, Florida; Bill Benzoni, Manhattanville; Joseph Pellegrino, president, Harry Mecke, executive vice president, Ted Latorny, national director of sales, Joseph Meisenzahl, Rochester, Salt Lake City, Utah; Sal Greco, advertising manager, Conrad Lundell, New England. The three-day meeting was held at the Cherry Hill Inn, Haddonfield, New Jersey.

modern installation for a modern macaroni plant

INSTALLED IN THE NEW PLANT OF
SAN GIORGIO MACARONI, INC., LEBANON, PA.



The picture shows two GPL/Stick Storage Section Continuous Automatic Lines: one line is in operation, the other one is in course of erection. Over 140 similar lines are in operation in 21 different countries.

Send your inquiries to: LEHARA CORPORATION, 60 E. 4. St., New York 17 N.Y.

s. r. l. Dott. Ingg. M., G.
BRAIBANTI & C.
Milano Largo Toscanini, 1
Tel. 02 79 23 93, 4, 5
79 05 31, 79 46 03

Braibanti

The Hong Kong Noodle Priest—

(Continued from page 6)

left, the on-rushing waters had washed everything away. There was nothing but mud holes. Turning to the old man he asked, "What are you going to build your huts with? There isn't a stick there. Look and see!" "Don't worry," he replied, "we will go into the streets and alleys and pick up sticks, nails and tins and build them again. Having done it once, we have experience," and with a big smile on his face he continued, "we will do a better job this time."

Relief Supplies

Through the United States Foreign Aid Program 52,000,000 pounds of American Relief in the form of milk powder, cornmeal and wheat flour are shipped annually to Hong Kong valued at more than \$6,000,000. Using this raw material, Father Romaniello has helped establish 18 plants that are making 600,000 pounds of noodles a month. The noodles are cut into 12 inch lengths, weighed on a scale and bagged in five pound paper bags. The paper bags are marked in English and Chinese: "Donated by the people of the United States."

The American Relief supplies are distributed through several religious, social and benevolent organizations with the cooperation of the Hong Kong Government. Hundreds of members are enrolled in these organizations who participate in the distribution on a completely voluntary basis.

Through their joint effort, this Supplementary Food Program reaches thousands of needy refugees. Hence it contributes greatly toward the maintenance of social order in Hong Kong, one of the most crowded and liveliest cities in the world.

Why Make Noodles?

Why make noodles? Noodles are easy to cook and easy to eat; and that is a great blessing for the refugees who work long hours, and who live in close quarters with hardly any breathing space.

Naturally the refugees appreciate the American Relief Flour, when it is distributed to them. However, they are a thousand times more grateful when they receive ready-to-cook-noodles in five-pound-packages of nourishing-goodness which provide the essential energy they need in their struggle of life.

Recently, a little refugee girl, wearing a made-over American dress, and standing in front of her hut which was

located on the sidewalk, explained the advantages of having noodles to Monsignor Romaniello. "I am the oldest in our family and I look after my brothers and sisters while my parents are away at work. Every day at five o'clock in the afternoon I feed them; and when I have noodles it makes it so easy for me. I drop them in a pot, I add a little salt, I boil them until they are cooked, and I serve them in rice bowls. Really, it's wonderful!"

The ingredients used in making Hong Kong noodles are 5 per cent milk powder, 20 per cent cornmeal flour and 75 per cent wheat flour. These are churned in the mixer for 15 minutes until they form into little dough balls. The dough balls are then pressed into sheets like a carpet and rolled on a spool. The roll of dough is next carried to the cutter, and passing through the knife comes out in long strings. The strings of noodles are caught on to bamboo sticks and put on racks to dry in the sun. The sun drying process takes about four hours.

In rainy weather it is necessary to use an artificial electric dryer. This machine can dry one hundred pounds of noodles per hour.

Equipment used by the Catholic Relief Services is manufactured in Hong Kong. One unit can produce a thousand pounds of noodles a day.

The people of the United States donate the flour. Friends around the world donate the funds to convert the flour into noodles. The investment necessary to put an establishment into operation is as follows:

1 mixer	\$ 200.00
2 rollers	200.00
1 cutter	100.00
Motors and belts	100.00
Electric noodle dryer	500.00
Accessories: racks, scales, palls, etc.	100.00
Monthly wages for four noodle-makers	100.00
TOTAL	\$1,300.00

The target is to reach 10,000 refugees every day, which requires the daily production of 50,000 pounds of noodles. This can only be done by setting up more machines through the generous help of friends, and by interesting other organizations in Hong Kong to establish noodle-making operations of their own.

Hungry People

Monsignor Romaniello told the convention: "Too many people die because they lack physical energy and food to survive until their fortieth birthday. This program is needed for hungry peoples all over the world. One half

of the world is under-fed. They are unorganized and have been in this condition since the dawn of history. Hungry people do not have the physical or mental energy to work to produce wealth. If we fight the battle of hunger, we will increase the chances for peace and productivity and save the United States vast sums of money."

The directors of the National Macaroni Manufacturers Association elected to contribute \$2,500 to the work of Monsignor Romaniello, and one individual who did not choose to be identified will contribute \$10,000, while others have arranged to help send needed equipment and funds.

The Monsignor will be in the United States until October and can be reached in care of his brother at 39 Vaughn Avenue, New Rochelle, New York. When he returns to Hong Kong his address will be: Monsignor Romaniello, M.M., Man Yee Building, Queen's Road, Central, Hong Kong.

His story "Escape From Red China," thinly disguised as fiction, is told sympathetically and vividly in a paperback edition published by the Avon Book Division of the Hearst Corporation, 572 Madison Avenue, New York 22, New York.

Why Food is a Bargain

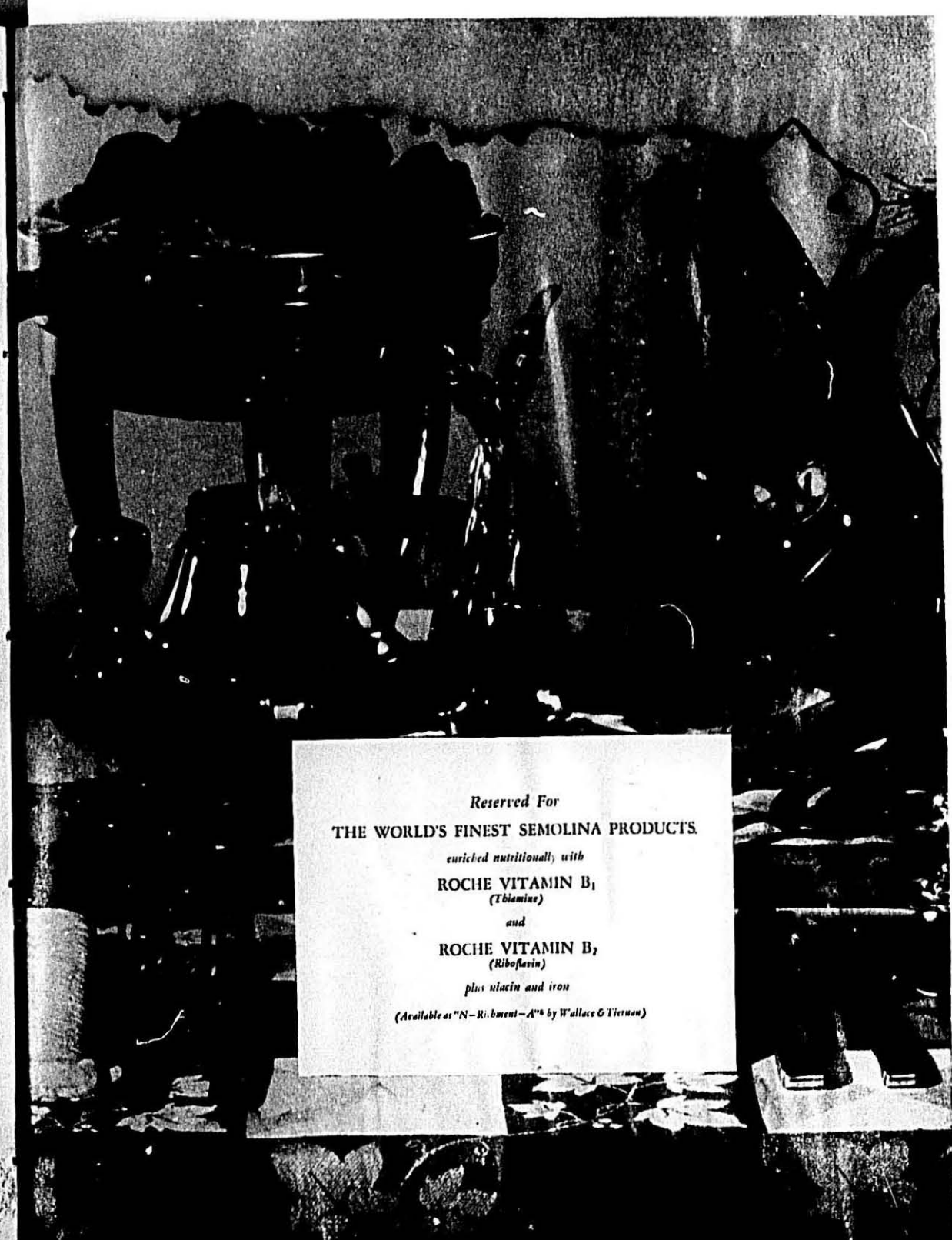
The cost of food is of world-wide interest. "Why Food is a Bargain in the USA" is, therefore, an appropriate keynote for the Fifth International Food Congress. Paul S. Willis, President of Grocery Manufacturers of America, Inc., and Vice-Chairman of the Congress, says that, "it sets the stage for the food industry to show the consumer how it contributes to make life easier, better and more rewarding at bargain prices."

The Fifth International Food Congress will be held at the New York Coliseum in New York City, September 8-16, under the general auspices of the International Association of Food Distribution. This is truly an international organization; its Congresses having been held in Paris, Ostende (Belgium), Rome and Lausanne.

This is the first occasion at which all segments of the United States food industry have united to play host to this mammoth international event and to participate in its program and exhibition.

It is expected that participants in the Congress will come from 30 or more countries and will represent all facets of the world-wide food industry—producers, manufacturers, wholesalers, brokers, retailers, suppliers, trade as-

(Continued on page 42)



Reserved For
 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-R. Instant-A" by Wallace & Tiernan)

Food Congress—

(Continued from page 40)

sociations and government agencies. In addition to those on the program, upwards of 50,000 executives of the food and allied industries and several hundred thousand consumers are expected to visit the exhibition.

The major purpose of the Congress and exhibition is to show the world how food, the most basic need of humanity, can be brought to the people efficiently, conveniently and abundantly at a constantly decreasing percentage of total personal income. Furthermore, this is being done under a system of free enterprise, free competition and through the teamwork of all segments of the food industry—from farm to table. This takes place while leaving manufacturers and distributors a profit to employ a large number of people and to continue to increase research for additional improvements in processing and distributing food. This, of course, lifts the standards of nutrition while leaving a fair return on the capital invested in the food industry.

According to Mr. Willis, the subject of the first session of the Congress will be "Why Food Is a Bargain in the USA." This session will be chaired by Herrell P. DeGraff of Cornell University, who is one of the most widely-known authorities on food economics in this country. He will have an important hand in emphasizing the theme of the Congress "The Life Line of Humanity—Food from Farm to Table."

This opening session will stress the teamwork relationship within the industry and will show how this works to the ultimate benefit of the consumer, by bringing an ever widening variety of products from the farm to the table at bargain prices—prices that make it possible for consumers to spend a continually decreasing proportion of their income for food. It will give strength to the industry's story of how competition under a free enterprise system makes food such a bargain in this country.

People in the food industry—from farm to table—can do much to gain friends by helping troubled nations feed their people. They can also help people from other countries who want to learn how we, in this country, are able to feed our people so generously and have so much left over to help feed the rest of the world. Showing people—from this country and from others—"Why Food Is a Bargain" at the Fifth International Food Congress, should help win friends and sell more food both at home and abroad.

Research—

(Continued from page 27)

weight; their activities, etc.—and the approximate amount her grocery budget will allow her to spend for the meal. This will be punched on cards at a Menu-Planning Center in the food market. The cards then will be "read" into a computer. Reading from magnetic tapes at ultra high speeds, the processing unit forms an electronic image of the people who are to eat that dinner. It then electronically scans another magnetic tape on which is recorded a complete description of the items available in the store. Guided by its image of the guests, the computer selects the items that will give a tasty, nutritionally adequate meal. The menu selected is then printed by an inter-connected printer and sent down to the shopper. She takes this printed tape, inserts it into an automat-like machine, and her whole dinner, in correct proportions, pre-wrapped and ready to be heated, comes out to her.

Does that sound like a marijuana dream? Neiman-Narcus in Dallas actually has a set-up, called the Gift Advisory System, by means of which the shopper can select gifts for friends and relatives. It does not include the automat delivery feature, but several supermarkets are already experimenting

with automatic machines for delivering foods to shoppers at the check-out counters. So—who can say the Menu-Planner-Meal-Preparer is impossible?

Or, here is another intriguing dream for day after tomorrow's homemaker. She buys a complete meal in a package. The boxtop of the package is a computer card which she tears off and inserts in a slot in an automatic kitchen. The card tells the kitchen equipment what to do, while she gets in another hour of bridge before her husband comes home for dinner.

You don't believe it? Would your grandfather have believed that in seven or eight years a man will literally fly to the moon?

As Emerson once said, "Science surpasses the old miracles of mythology." As long as scientists continue to dream and say why not, I'm ready to believe that nothing is impossible—with research. And, fortunately,—the best is yet to come!

CRITICISM

While you can put up with criticism from some people, there are others who insist on making theirs constructive.

—Changing Times

Violence ever defeats its own ends. When you cannot drive, you can always persuade.—Hazlitt.



Shades of Teanerville. Mr. and Mrs. Robert V. Nicholson and their six year old daughter Lori are the proud owners of the LaRosa Trolley—a gasoline-powered replica of the public cars that once plied New York streets. They are shown here being congratulated by Mr. Vincent F. LaRosa, senior vice president of V. LaRosa & Sons, Inc. For coping first prize in a V. LaRosa & Sons, Inc. "Name the Trolley" contest, the Nicholson family was awarded the nine-foot, 10-passenger trolley—filled with dozens of Marx toys. Some 10,000 children in the Metropolitan New York area entered the LaRosa contest.

THE MACARONI JOURNAL

Again in 1962



takes top honors
for quality and
versatility in
Color Printing and
Packaging.

16



6



22 Awards

We like to talk about the awards we have won, but even more to report on the twenty-two sales success stories that stand behind these awards. The next time your U-S sales representative calls, ask him for details on our award winners... ask him to explain how the U-S formula for success can be applied to your packaging and merchandising needs.

UNITED STATES PRINTING AND LITHOGRAPH • DIVISION OF DIAMOND NATIONAL CORPORATION
EXECUTIVE OFFICES: NEW YORK 17, N. Y. • SALES OFFICES IN PRINCIPAL U. S. CITIES

WAY BACK WHEN

40 Years Ago

• A smooth running machine gives good power, editorializes M. J. Donna, likening industry support of a trade association to that smooth running machine.

• Business conditions at home were not so bad in 1922, but the world position failed to inspire confidence. Europe was dependent upon America for foodstuffs until Russia returned to production. "In Russia conditions were not promising, and agriculture had undergone important changes in the distribution of large estates among small holders."

• In Switzerland and France they were manufacturing a fairly good macaroni product using considerable American semolina. The same was true of Italy which used to get its Semolina from Russia. Noodles were off the market in Germany because they were too expensive. Macaroni was being used in large quantities, but quality was not good.

• On August 10, 1922, the Senate passed a tariff bill raising duties on macaroni from one cent to two cents a pound.

• The publication "Modern Grocer" suggested a push on macaroni products during the last week of August, suggesting they would find particular favor during the summer months. Also recommended was the featuring of related items and a recipe contest to stimulate consumer interest.

30 Years Ago

• Industry pays a penalty when it lowers prices and cheapens quality. The 1931 census showed macaroni production down 23.4 per cent from the census of 1929. Reason: inferior macaroni at ridiculous prices.

• Price cutters must be cured. The California Retail Grocers Advocate wrote: "The hole that is getting us deeper and deeper into the mire is profitless selling—not only selling without profit, but selling at an actual loss. Somebody cuts a price and a dozen others go him one better. Let's plug up that hole!"

• Tiny macaroni packages are impractical, said Miss Gladys Russell, convention reporter. "The consumer is rarely conscious of macaroni prices—a most economical staple food. Give ample quantity and quality at a reasonable price, and you will boost consumption."

• War is waged on the five cent package by the Elka Noodle Company of Maspeth, Long Island, in newspaper advertising and letters to the trade announcing that high quality noodles could not be sold profitably or ethically at five cents a package.

20 Years Ago

• More production was called for by Donald M. Nelson, chairman of the War Production Board.

• Association President C. W. Wolfe, noting that macaroni manufacturers were busier than they ever have been, outlined industry policy for the duration as follows: Don't overload the buyer; don't lower quality; don't overlook products publicity.

• Meat rationing was announced, and M. J. Donna declared: "Opportunity knocks for the entire macaroni industry, noting that the country's press expected a promotional campaign with recipe suggestions."

• How long should spaghetti be? At the meeting of the National Food Distributors Association Charles Rossotti, Albert Ravarino, and M. J. Donna tackled the task of commenting on the preferable length for spaghetti: the choices—the 21-inch strand wanted by connoisseurs; the 10½-inch length called for in rapid packaging; and the seven-inch strands which seem to be gaining some favor.

10 Years Ago

• The 1952 durum crop escaped a destructive stem rust epidemic by a very narrow margin. The early drought condition was a blessing in disguise. Nevertheless, production was cut from over 36,000,000 bushels in 1951 to 23,366,000 in 1952.

• The National Macaroni Manufacturers Association sent representatives to Washington to inquire about the possibility of importing Canadian durum to alleviate the shortage. Agriculture officials refused to place an embargo on durum exports, noting the differential between prices of durum and spring wheat.

• Shelf talkers released for National Macaroni Week said: "Relax, macaroni saves time and effort; spaghetti goes well with everything; stretch your food dollar with egg noodles."

• Boston is not "Beantown" any more. Joseph Pellegrino, the New England spaghetti king, uncovered statistics showing Hub folks consume more than 60,000 tons of spaghetti, three times the amount of baked beans.

CLASSIFIED

ADVERTISING RATES

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

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

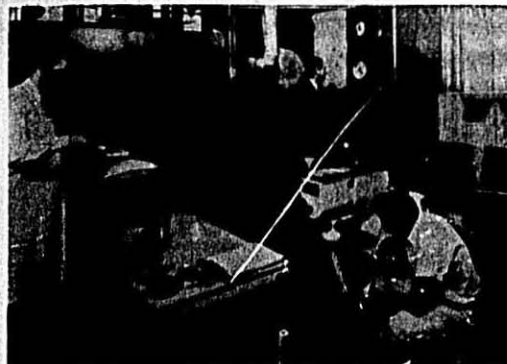
WANTED—Good used 20 inch Noodle Cutter. Also Carton Sealer for use on 16 oz. Spaghetti and Elbow Macaroni Carton. Box 196, Macaroni Journal, Palatine, Ill.

INDEX TO ADVERTISERS

	Page
Amber Milling Division, G.T.A.	13
Ambrette Machinery Corporation	24-25
ADM-Commander Larebee Mills	18-19
Asesco Corporation	37
Bianchi's Machine Shop	45
Brahanti Company, M. & G.	39
Buhler Corporation, The	46-47
Clermont Machine Company, Inc.	11
DeFrancisci Machine Corporation	28-29
General American Transportation Corporation	21
General Mills, Inc.	9
Hesser, Fr.	15
Hoffmann-LaRoche, Inc.	41
Hoskins Company	45
International Milling Company	Cover IV
Jacobs-Winston Laboratories, Inc.	45
Maldari & Sons, D.	33
North Dakota Mill and Elevator	31
Pavan, N. & M.	35
Rossotti Lithograph Corporation	Cover II
Russell Miller-King Mides Mills	7
U.S. Printing and Lithograph	43
Wallace & Tiernan, Inc.	45



Caroline Kennedy was named by the National Macaroni Manufacturers Association as the "Macaroni Girl of the Year." The daughter of the President was selected because she is America's junior sweetheart and because of her love for animals, particularly a pony named "Cacaroni." Robert M. Green, N.M.M.A. secretary, holds a portrait of "Macaroni," done in macaroni shapes, which is being shipped to Caroline as a gift.



\$ RESEARCH MEANS PROFITS \$

Cash in on the trend towards CONVENIENCE FOODS by using the complete research facilities of the Hoskins-Food Technology, Inc. laboratory and pilot plant to develop new or better products.

HOSKINS COMPANY

Telephone: Empire 2-1031
 P.O. Box 112 Libertyville, Ill.



HOW TO KEEP YOUR VITAMIN ASSAYS IN LINE

Start right with Wallace & Tiernan's quality controlled "N-Richment-A"®. Whether you feed it in powder or wafer form, NRA gives you uniform enrichment.

With a uniform product, the next step is uniform addition. The W&T NA Feeder has been proved by over 30 years of mill operation. Set it for a few ounces to 10 lb. per hour and it never varies. It feeds "N-Richment-A" consistently, accurately, dependably.

The right enrichment . . . the right feeder. Combine them, and you can't miss on vitamin assays.

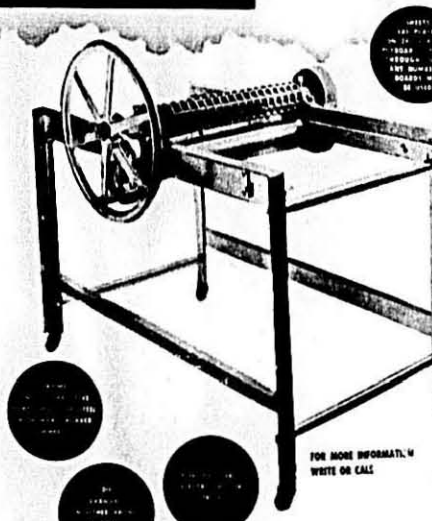
Offices and warehouse stocks in principal cities.
 Or write Dept. N-122.00.



WALLACE & TIERNAN INC.
 NOVADEL FLOUR SERVICE DIVISION
 25 MAIN STREET, BELLEVILLE 9, NEW JERSEY

RAVIOLI MACHINE

FORMS 1 1/2" x 1 1/2" RAVIOLIS on each revolution of the bronze die



FOR MORE INFORMATION WRITE OR CALL

Bianchi's Machine Shop

221 Bay Street, San Francisco 11, Calif.
 Telephone Douglas 2-2794

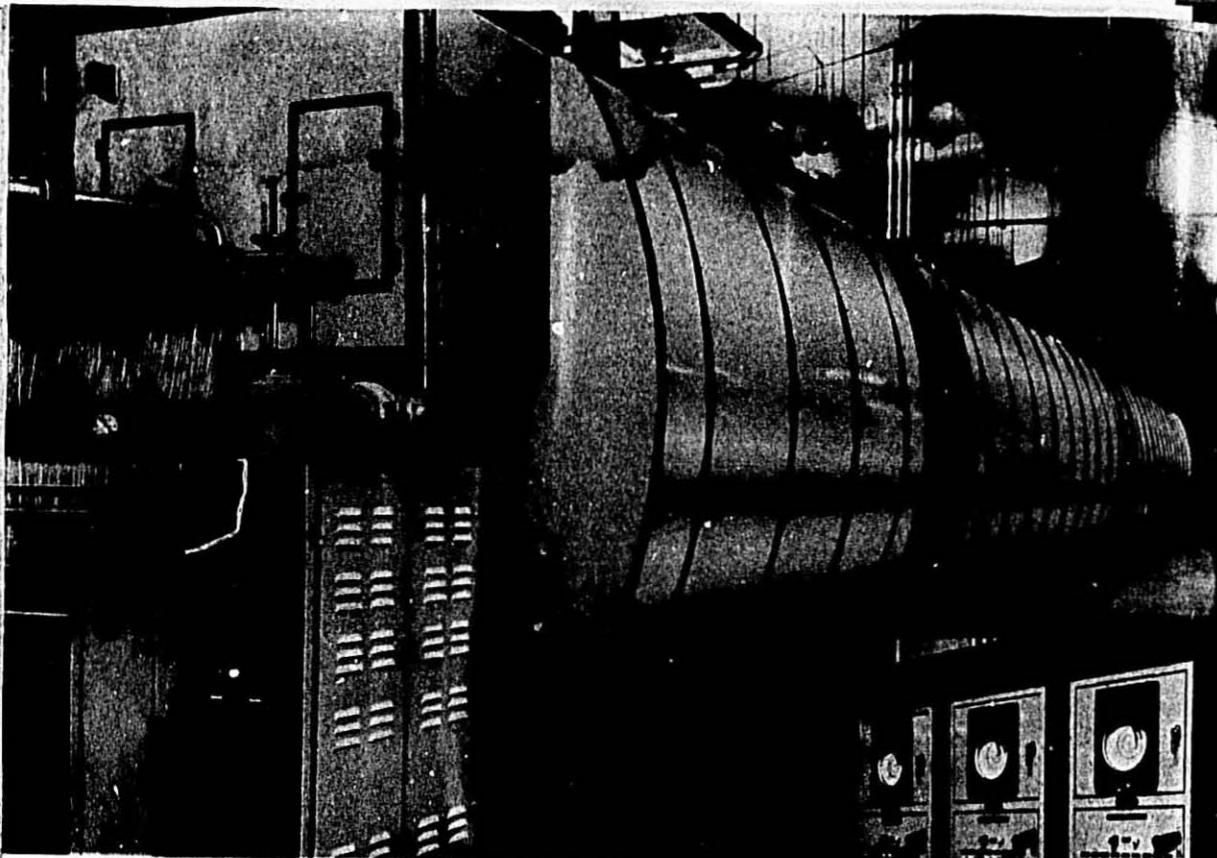
JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

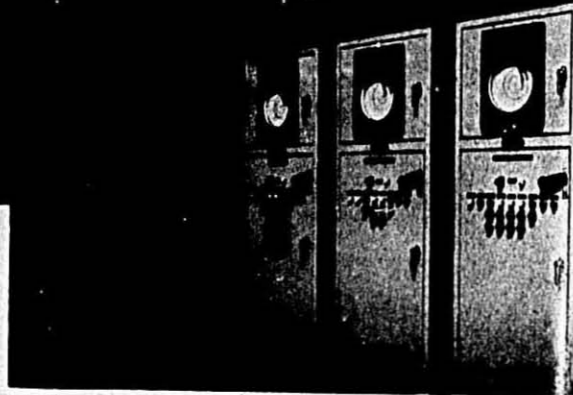
Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

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

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



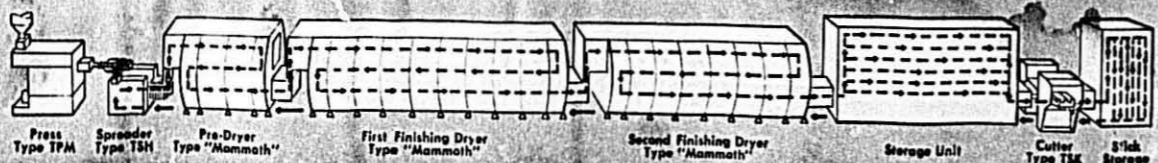
New BUHLER long goods dryer installed at the new Skinner Macaroni Company plant in Omaha, Nebraska.



Control center for dryer line at Skinner Macaroni Company.

New from BUHLER the industry's finest long goods DRYER

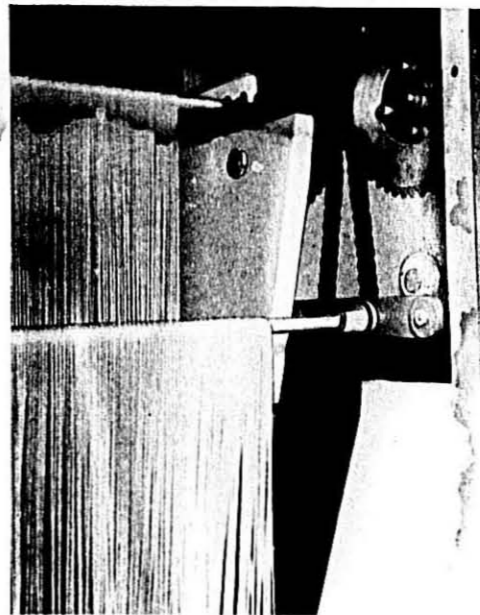
- Sanitary off-the-floor construction prevents condensation on the floor underneath and allows for easy cleaning.
- New positive-control stick elevator with special stick guides prevent rolling or slipping of long goods in transfer.
- Swing-out panels make inspection and cleaning easy.
- Centralized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



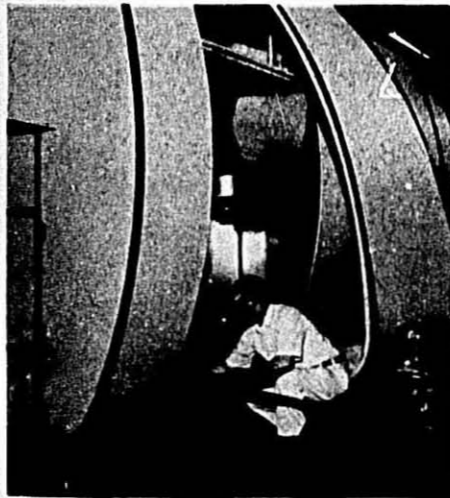
Specially designed to produce long goods of finest QUALITY

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

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



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



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

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

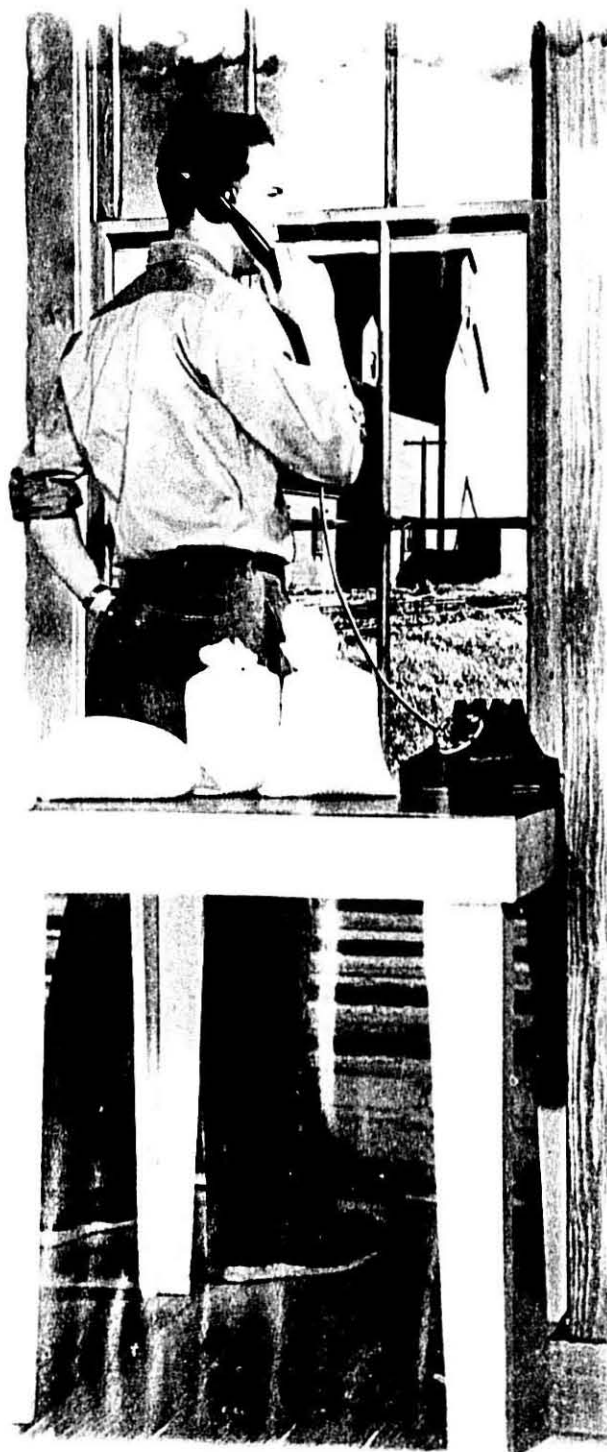
operation by installing a Buhler pre-dryer in your present production line.

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

Complete
Macaroni Plants
by

BUHLER

THE BUHLER CORPORATION, 8925 Wagoner Blvd.,
Minneapolis 26, Minnesota. Phone: 312-31401
BUHLER BROTHERS (Canada) LTD., 111 Queen Street
East, Toronto 1, Ontario. Phone: EMpire 2-2575
Sales Office: New York City, 230 Park Avenue. Phone:
MUrray Hill 9-3446



The Informer!

He has his ear to the ground, his eye on the durum wheat. He's part of our "intelligence service," helping us locate the best durum wheat while it's still in the field . . . keeping us informed about the new crop.

Our men in the field watch the wheat from the time it begins to ripen until it is harvested. Early in the year they're in the durum wheat growing areas. They follow the ripening crop through the Dakotas, Montana and the Canadian durum wheat belt.

Hundreds of durum wheat samples, each identified by specific location in the durum wheat growing areas, are sent to our Central Laboratory in Minneapolis. Here they undergo extensive analysis by our cereal chemists and laboratory technicians to determine their desirability as the basic raw material for macaroni products.

As a result we know the characteristics of all the durum wheat grown throughout the upper midwest, the great northwest and the Canadian provinces. We know where the best durum wheat is, and exactly what types are needed to maintain the quality and uniformity for which International Durum Products are famous.

This careful selection of the durum wheat is just one step in the quality control of International Durum Products. All of our quality control procedures have a common purpose — to bring you durum products that will insure your macaroni products are *the best in your market!*

International
MILLING COMPANY

DURUM DIVISION

General Offices, Minneapolis, Minnesota

Mills at
St. Paul, Minnesota
Baldwinsville, New York