

**THE
MACARONI
JOURNAL**

**Volume 48
No. 11**

March, 1967

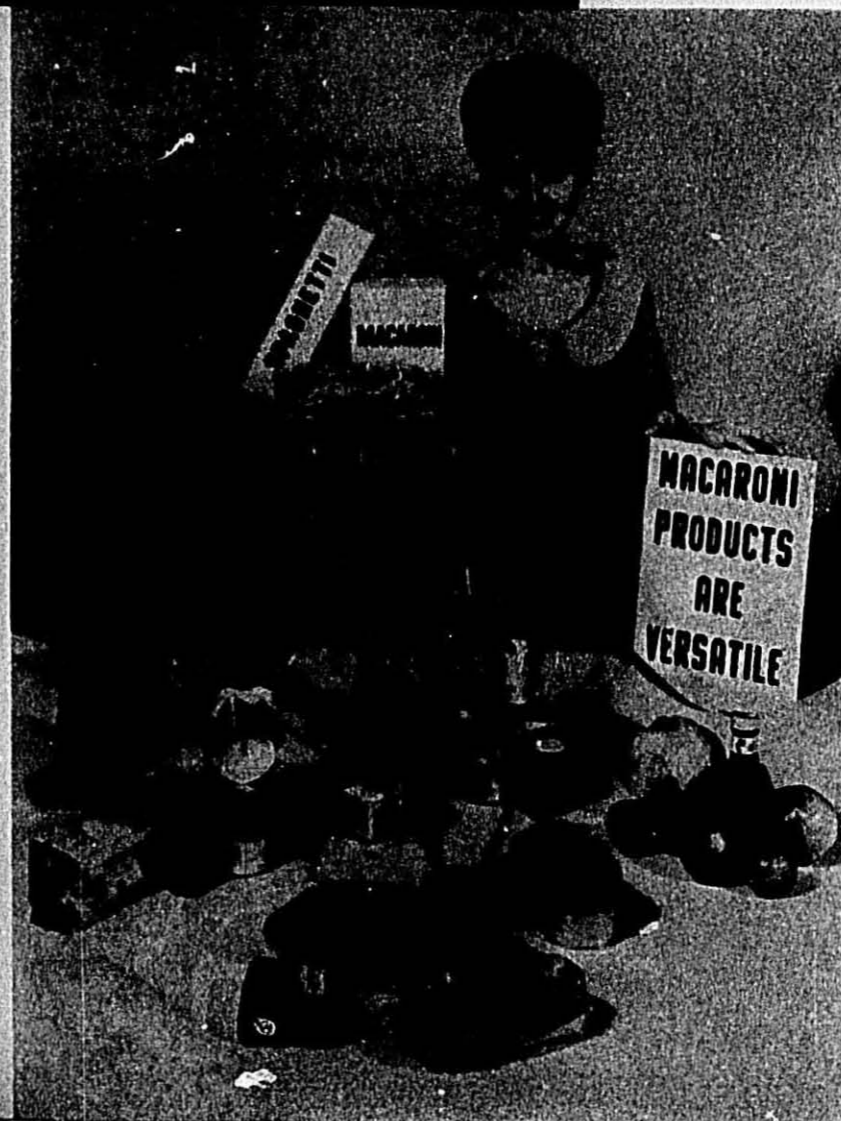
Macaroni Journal



**MARCH
FEBRUARY, 1967**

Convention Report

**Proper Cooking of
Macaroni**



"I BROUGHT ME HARP TO THE PARTY BUT NOBODY ASKED ME TO PLAY!"



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The Macaroni Journal

March
1967
Vol. 48
No. 11

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Cover Photo

Phyllis Andrews shows just a few of the trim items which can be joined with elbow macaroni, spaghetti or egg noodles for a delicious meal. So whether the season be Lent, Summer, Fall or Winter, macaroni products are one of our most versatile foods, and shoppers will buy scores of related items in the dairy, meat, produce, canned goods and other sections of the supermarket to go with their macaroni purchase.

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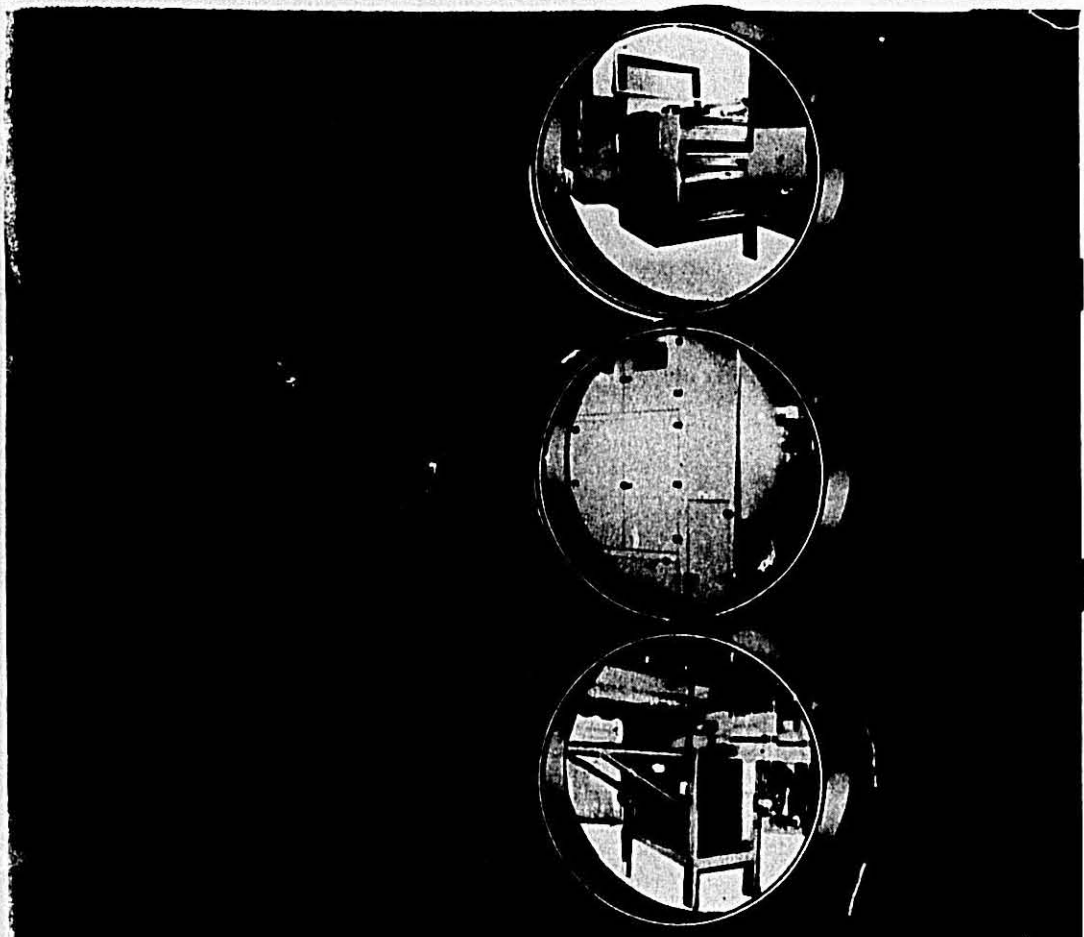


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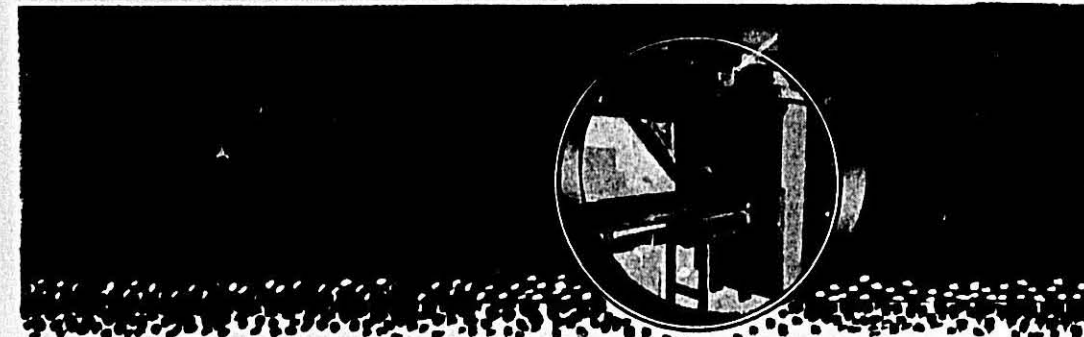
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Left to right: President Robert I. Cowen, Nat Bontempi, Ed King, James Winston, Vice-President Peter J. Viviano at podium, Walter Muskat, D.D. Steve Brodie, William Berger.

Winter Meeting Draws Record Attendance Plant Operations Seminar Planned

THE National Macaroni Manufacturers Association Winter Meeting had the largest attendance ever despite the fact that a contingent from Chicago never made it because a record snow-fall closed airports for four days.

In his greetings opening the meeting, President Robert Cowen observed that 1966 had been a good year with production gains running 5 to 10 per cent and per capita consumption up. Prospects for 1967 are bright with adequate supplies of good raw materials and increased promotional efforts by the industry and individual companies.

He appeared on radio interview shows with Shelagh Hackett on Miami station WIOD January 30 and WKAT on January 31.

Effective Communications

Les Willson, of DuPont's Film Department, effectively demonstrated that communications must be two ways. With a three-minute time test on a communicator machine, he demonstrated that those giving instructions must be on the same level with those with whom they are communicating.



Les Willson (right) demonstrates difficulties in communications. He is assisted by Lloyd Skinner (left) and Fred Mueller.

Also, there is a decided difference between hearing and listening. Highlights appear on page 8.

Equipment Suppliers

A panel of equipment manufacturers, moderated by Vice President Peter J. Viviano, discussed plans for a Plant Operations Seminar to be held in Chicago in early April to coincide with the Packaging Show being held at the International Amphitheatre. Subject matter to be covered would include ingredients, flour handling, high speed

presses, continuous dryers, high temperature dryers, intermediate storing, packaging and plant layout. Quality control and sanitation will also be discussed. As Ed King of Ambrette stated, there should be communications between suppliers and production personnel, so this seminar would essentially be for the men who work in the plant to bring their questions and get the answers from the experts.

New Durum Variety

Dr. Kenneth A. Gilles, of the Cereal Technology Department, North Dakota State University in Fargo, reported on the progress of their building expansion program and on a research project recently conducted by Miss Ruey-y Sheu on the effect of biochemical constituents on macaroni quality. Durum semolina and hard red spring flours were fractionated into starch, gluten, water soluble and sludge fractions. By systematic interchange of the various fractions, a series of reconstituted "flours" were formed. Macaroni made from these reconstituted materials, and the color and cooking cha-



VP Vincent DeDomenico, Ted Sills, Elinor Ehrman.



VP Vincent F. La Rosa, Clifford Pulvermacher, Paul E. Johnson.

acteristics of these macaroni samples evaluated. In this way, differences in the effects of the four fractions from the two wheat types on macaroni quality were studied.

Macaroni made from durum wheat has superior color, higher cooked weight, greater residue and lower firmness score than macaroni made from hard red spring wheat. Interchange of gluten and water soluble fractions had the most pronounced effect on macaroni color and on macaroni cooking characteristics. Interchange of starch and sludge fractions had no effect on color and only a small effect on cooking quality.

Len D. Sibbitt, cereal technologist from North Dakota State University, reported on the development of Leeds, a new durum variety.

Durum Growers Represented

John W. Wright, president of the U. S. Durum Growers Association, reported that a group of growers are presently financing a winter increase program on Leeds in their effort to enlarge its production. He cited rising costs and



Dr. K. A. Gilles and Len D. Sibbitt display new durum.

lower prices to farmers for products produced as reason to maintain the Certificate Plan or some form of subsidy. He observed that record export business had developed a market which gave protection to domestic needs. He estimated that the acreage increase for 1967 might run 20 per cent.

Checklist for Eggs

Roy Nevans, vice president for sales, Henningsen Foods, Inc., gave a checklist of factors to watch for their effect on egg prices. This appears on page 22.

Food for Peace

Vice President Vincent F. La Rosa led a discussion with Clifford Pulvermacher of the U. S. Department of Agriculture and Paul Johnson, head of the Operations Branch for Administration for International Development, U. S. State Department, on special foods developed for the Food for Peace Program.

Mr. Pulvermacher stated that ceplapro, a corn meal product with soy and durum flour, vitamins and minerals, extruded through a macaroni die into a rice kernel shape, costs some 13.5 cents per pound to produce, whereas gelatinized corn meal under Formula 2 was running only 9.5 cents a pound.

Mr. Johnson's statement appears on page 12.

It was stated that the Government is interested in new products for relief feeding and invites samples for review by the Research Committee in the Department of Agriculture.

Product Promotion

The second session began with a showing of the new Lawry's Foods film, "A New Art in Cooking." Ralph Frank, Jr., vice president of Lawry's, made introductory remarks and told of their promotional efforts with a new goulash mix.

A report by Theodore R. Sills, Elinor Ehrman, and Shelagh Hackett showed graphically the product promotional efforts for the National Macaroni Institute. Kinescopes of Miss Hackett's TV

demonstrations in the Midwest were shown, as were clips from newspapers giving excellent coverage to the National Macaroni Institute luncheon at the Food Editors' Conference in Boston last fall. Then the panel fielded questions from the floor, ranging from "How are we combatting the fattening image?" (Answer: "By putting out low calorie recipes") to "How are we capitalizing on the rising costs of food?" (Answer: "With budget type recipe material"). Vice President Vincent DeDomenico moderated.

Institutional Program

Beverly Anderson, home economist of the Durum Wheat Institute, and coordinator of the hotel, restaurant, and institutional program sponsored jointly by the North Dakota State Wheat Commission, Durum Wheat Institute, and National Macaroni Institute, reported on the contacts made in the development of the film, "Macaroni Menu Magic." Problems with the sound quality has delayed the release of the film, but it should be ready soon and will be supplemented by a film strip being developed for training use.

European Observations

H. Howard Lampman, director of the Durum Wheat Institute, reported on his travels of some 3500 miles in Europe last summer.



TV Demonstrator Shelagh Hackett.



At Directors' Meeting: Vincent DeDomenico, Paul Vermylon, Emanuele Ronzoni, Jr., Lester Thurston, Roy Guerrisi, Al Rovarino and Peter V. Viviano.



Durum Growers Delegation included Don Iverson, Ole Sampson, Cam Larson and Ralph Stalker.



Ralph Frank, Jr.

Mueller Company Philosophy

H. Edward Toner, president of the C. F. Mueller Company in Jersey City, New Jersey, said his company is celebrating its hundredth anniversary. The company's philosophy is "hard, hard work," and its activities are based on people—experienced, motivated, dedicated people. The Mueller Company stresses quality in demanding the best raw materials and observing strict quality control and sanitation, attractive packaging, competitive pricing, and service to customers. Highlights of this paper will appear in the April issue.

Board Meets

The Board of Directors met on February 1 to review statements for 1966 and budgets for 1967. They elected to return to the Diplomat next January despite the difficulties that were created by an overflow crowd and difficulties in room assignments. The hotel management has pledged to make strong efforts to avoid repetition of these problems.

Thanks to Suppliers

On the social side, the Ice Breakers' Party on Sunday, the Italian Dinner Party on Monday, and the Dinner-Dance on Tuesday, preceded by the Suppliers' Socials were highly successful. The hosts of the Suppliers' Socials were as follows:

- Amber Milling Div., G.T.A.
- Ambrette Machinery Corporation
- A D M Durum Department
- Aseco Corporation
- Bal's Egg Products Co.
- V. Jas. Benincasa Co.
- Fraibanti/Lehara Corporation
- The Buhler Corporation
- Clermont Machine Co., Inc.
- De Francisel Machine Corp.
- Diamond Packaging Products Div. of Diamond National Corp.
- Doughboy Industries, Inc.
- DuPont Film Department

Faust Packaging Corporation
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 Wm. H. Oldach, Inc.
 Peavey Company Flour Mills
 Rossotti Lithograph Corporation
 Vitamins, Inc.
 Milton G. Waldbaum Company

Effective Communications Must Be Two Ways

by Lester S. Willson

THE subject of communications is very much like the weather: everybody talks about it and nobody does anything about it.

Today we have the hardware for communicating with each other from any spot on earth and even from outer space. But in our correspondence, our letters, our advertising, and our face-to-face contacts, we run into great difficulties because we think too much in terms of one-way communication.

Webster says to communicate is to impart ideas, thoughts or opinions to another party. There are only a few ways this can be done—we can talk, we can write, we can use visuals, or gestures.

A human communications system is very much like an electrical circuit: until the current flows in both directions, there cannot be the green light of understanding. Successful communication has a sender and a receiver, but the important part is the feed-back from the receiver.

To communicate well, you must "know thyself"—your purpose and your relationship to other men. To communicate, you have to be on the level with the person with whom you are communicating so he understands you.



Lester S. Willson



Beverly Anderson

There are three specific areas where we fall down when we try to communicate:

(1) Words — they have different meanings to different people. It is essential that your receiver understands your meaning.

(2) Inferences we make — you can make the wrong assumption, and you can assume yourself right out of business today.

(3) Appreciation of people. Good two-way communications can exist when we question each other, when we make sure that we both mean the same thing when we use a certain word. And when we stop talking and start listening, the understanding curve goes shooting upward.

Effective Demonstration

Mr. Willson demonstrated the ineffectiveness of one-way communication on an electronic communication. This apparatus had five pair of dials which had to be turned according to instructions to turn on green light. Lloyd Skinner gave instructions, while Fred Mueller operated the machine.

On the first go-around, Mr. Skinner described the dials and how to put them in new position, but Mr. Mueller was instructed to make no response but merely follow instructions to the best of his ability. There was no green light.

The second time around, Mr. Mueller was instructed to make comments and ask questions. Communications were established, and the light went on.

In summary, Mr. Willson said: "All of these things can be remembered if we think in terms of the familiar VIP initials: 'V' for vocabulary, 'I' for inferences, and 'P' for people. Two-way communication is after all a 'people problem'. If we put ourselves in the other fellow's shoes, if we think less of ourselves and more of him to whom we are communicating, we'll start putting on the green light."

THE STORY OF MACARONI

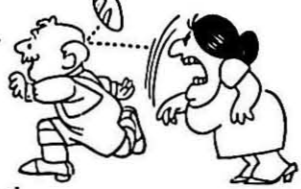


Who Really Invented Macaroni? Accounts vary. According to Greek legend there was a deafening crash of thunder and lightning one day, the heavens opened up, and the gods of Olympus gave man macaroni, which in their language meant "The Divine Food."



the result was an appetizing success—word of which quickly spread throughout Italy on the ship's return.

But according to German legend, the food and the name were both inspired by German merchants, who once sold large, symbolically-shaped breads to the people of Genoa, Italy. The Italians balked at their large form and high price. "Ma Caroni", they protested — "But it is very dear." And when the merchants reduced the size of their dough forms and their prices, the phrase "Macaroni" persisted for their new products.



While macaroni legends often conflict, manufacturers agree on the consistent high quality of King Midas Durum Products



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FOOD FOR PEACE

Panel Discussion Held at Winter Meeting



Vincent F. La Rosa

IN introducing the participants from Government in the discussions on Food For Peace, Vice President Vincent F. La Rosa stated:

"Clifford G. Pulvermacher is the Director of the Procurement and Sales Division of Agricultural Stabilization and Conservation Service in the U. S. Department of Agriculture.

"When this job is defined in less formidable words, it is found that he is in charge of purchases and sales of most farm commodities that are involved in Government programs. It is obviously a post that entails a great amount of responsibility, and in the course of his duties he deals extensively with all major elements in the trade, including grain exporters, flour millers, grain storage operators, grain handlers, and producer representatives.

"Mr. Pulvermacher is very knowledgeable about the durum situation. He spoke at the macaroni convention at The Homestead in 1962, has met with the Durum Advisory Committee, and attended Durum Shows. We welcome him back with us."

Mr. Johnson Introduced

He then introduced Mr. Paul E. Johnson, Chief of the Operations Branch, Food For Peace Division, Agency for International Development, better known as AID, in the Department of State.

Mr. La Rosa declared: "Mr. Johnson is the man with whom we work on the Ceplapro project. Ceplapro is a high-protein food made with corn meal, soy

and durum flour, minerals and vitamins, extruded through a press into the shape of rice kernels, and then dried like any macaroni product. The product is to be used in relief feeding for refugees in South Vietnam, Laos and other areas in Southeast Asia."

Mr. La Rosa Comments

He observed that the macaroni industry should be proud of its participation in the development of Ceplapro. The Government calls it Formula No. 1 —It is the first food of its kind to be purchased by Government for relief feeding. It combines surplus commodities, fortified with vitamins and minerals, to produce food that not only sustains life but develops the body and brain, and is specifically tailored to combat malnutrition in children. A testing program has been launched that will determine the extent of acceptance of this food by actual usage in the field.

Advantages of Formula 1

In citing the advantages of Ceplapro as compared to CSM (gelatinized corn meal, which replaces corn meal flour and durum flour utilized in Formula No. 1) Mr. La Rosa pointed out: "That the product is extruded into a form familiar to the people who will use it in the shape of a kernel of rice. They can be expected to use the product without written instruction, as they will cook it as rice. CSM, on the other hand, requires reading of instructions to understand the use of the product, which can be drunk or consumed uncooked. Again, if it is drunk risk is run in using polluted water, whereas if a product is cooked there will be some sterilization. This may not offset the differences in cost between the two products, which are essentially costs of production, but they are advantages to the food."

Mr. Pulvermacher Speaks

Mr. Pulvermacher, in highlighting the Food For Freedom program, noted that for some years the Government has been contributing surplus foods on a government to government basis. Recent donations have included nonfat dry milk, wheat, flour, bulgar, rolled oats, corn, corn meal, gelatinized corn meal, all as individual items. It was discussions on malnutrition of infants and children that led to the development of formulated foods. The formula for the high-protein food called Ceplapro



Clifford Pulvermacher

pro calls for the following ingredients per thousand pound batch:
590 lbs. of degermed corn meal
100 lbs. durum flour
250 lbs. heat-processed soy flour
50 lbs. spray-dried nonfat dry milk
9 lbs. calcium carbonate, or equivalent source
1 lb. vitamin-iron premix

This formula is mixed, pressed through a macaroni die into a rice shaped kernel, and dried. Formula 2 is a similar product but does not contain wheat flour and is uncooked. Costs on Formula 1 have run in a range of 13 to 13.5 cents per pound, where CSM has ranged 8.75 to 9.5 cents per pound. Cost is a factor.

Acceptance Is Factor

Acceptance is also a factor. Shipments of these formulated foods were not made until November, so it is too early yet to determine what acceptance will be. It did take bulgar two or three years to develop acceptance, and it has been considered successful.

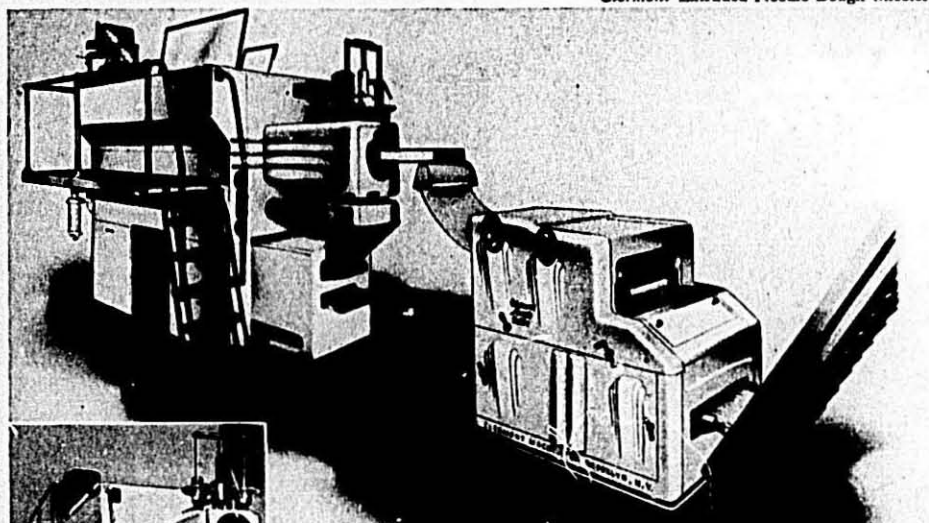
Mr. Pulvermacher stated that the Agricultural Research Service has technical people who will offer guidance on formulated foods. They are looking for ideas from industry, as this is a completely new field.

In considering new products, primary criteria will include the nutritional contribution and palatability.

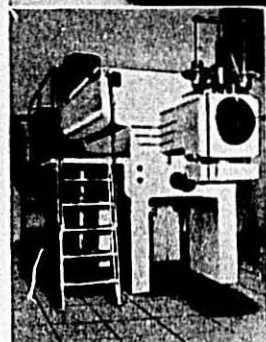
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The Role of Blended Foods in the War Against Hunger

by Paul E. Johnson, Chief of the Operations Branch, Food for Peace Division,
Agency for International Development U.S. Department of State, Washington, D.C.

DURING the past five months we have witnessed a major breakthrough in the effort to combat malnutrition. Since August, 1966 the Department of Agriculture has purchased 150 million pounds of high-protein blended foods for distribution under the Food for Freedom program in about 80 underdeveloped countries. The two products—Ceplapro and CSM—both have a cornmeal base. Fortified with soy flour, non-fat dry milk, minerals and vitamins, they contain the essential elements for growth in children. Actually, in developing these foods the basic principles have been the same as those followed in formulating balanced livestock and poultry feeds about 30 years earlier. The objective has been to put a "complete food" in one package.

Food for Peace

Under the Food for Freedom Program, AID and the Department of Agriculture work closely together in providing food for approximately 100 million needy people in over 100 countries. Last fiscal year shipments totaled close to 2½ million metric tons. More than half of this goes to children in school lunch and maternal child feeding programs. Food is also used to combat hunger in areas hit by drought, floods and other disasters. Increasing emphasis is being put on economic development with food used as an incentive for needy people working on self-help projects such as farm-to-market roads, irrigation canals, and reforestation.

Up to now the so called "surplus foods" such as wheat, corn, flour and cornmeal have been used to supply these programs. Much has come out of Commodity Credit Corporation stocks built up by deliveries from farmers under price support programs. However, beginning the first of this year the Food for Peace Act of 1966 authorizes the Department of Agriculture to purchase formulated foods and to pay enrichment and fortification costs that up to now have been met by AID financing. More important the new legislation clearly states Congress's recognition of this country's intention to combat malnutrition especially in children.

Background

It is reasonable to ask why the war on hunger has become a matter of in-



Paul E. Johnson

creasing national interest and what the food industry can do to participate. You may recall that in 1803 Thomas Malthus, the English economist, published the essay in which he warned that population would outrun the food supply. He felt that without moral restraint the only checks were war, famine, and pestilence. But in the 19th century, the greatest grain producing area in the world—the vast and fertile plain reaching from Canada to the Gulf of Mexico—was brought under the plow for the first time. Other highly productive areas were brought under cultivation in Argentina and Australia. This, with a tremendous technological revolution in agriculture, brought the developed nations the greatest abundance mankind has ever known. My grandfather, who homesteaded in the Middle West, cut his first wheat crops with a cradle scythe. This was a vast improvement over the sickle which is still used in many parts of the world.

Great Awakening

Now there is a great awakening in the underdeveloped nations of Asia, Africa, and Latin America. In some cases they have absorbed in a few years techniques developed in the Western World over the past 200 years. Through the use of antibiotics, vaccines, and pesticides, the death rate in many underdeveloped areas has dropped as

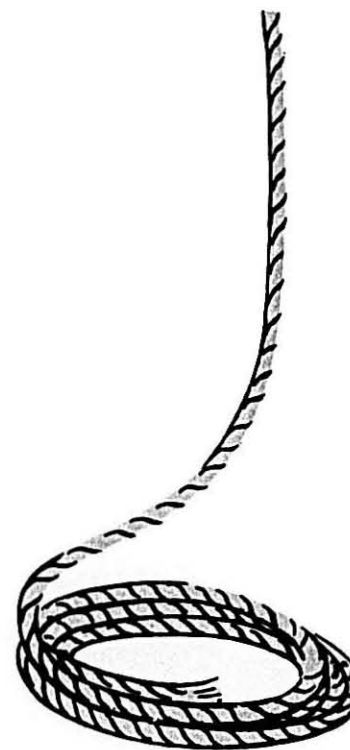
much in a few years as it did in Europe in more than 150 years. But centuries-old agriculture practices such as oxen pulling the wooden plow are not easily changed. Now in a number of the underdeveloped countries, food production is not keeping up with the demand of the increasing population. World food production in 1966 was exactly the same as the year before, but there were 65 million more mouths to feed. In 1900 world population was 1.6 billion. Since then, largely due to disease control, it has doubled to well over 3 billion. By 1980, in some 15 years, population will probably increase by another 1.2 billion.

Rising Expectations

Concurrently with the population explosion there has been what is sometimes called a revolution of rising expectations. With more industrialization and better communication, people are demanding more, and per capita demand for food is going up. Up to now the United States, Canada, and other developed countries have been filling the widening food gap. But the seemingly endless grain surpluses have dwindled. For the past five years the world has been consuming more wheat than it has produced. The underdeveloped countries are facing up to the fact that they must help themselves and are belatedly, but effectively, giving higher priority to food production. However, in the years immediately ahead, and probably for from 10 to 20 years, the highly productive developed nations will have to make a major contribution if the food deficit is to be met and social and political upheaval avoided.

We Can Help

We, in the United States, can help in three ways: (1) by producing more food; (2) by making better use of what we supply; and (3) by transferring our know-how overseas. We know that when cereals are blended with soy flour, non-fat dry milk and other protein-rich commodities, and enriched with minerals and vitamins, we get a higher return from the amino acids in the cereals. Where 2 and 2 equaled four, we now come out with 5, or even 6. The development of low cost, nutritious, and acceptable foods to combat malnutrition is a new and challenging undertaking. There are already indications that blended foods may be



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Role of Blended Foods—

(Continued from page 12)

more than a short-term answer to current shortages. Commercial production is already underway in a number of countries. Incaparino, a corn, sesame and cottonseed flour blend, is being produced and marketed in Colombia and Central America. A corn-based blend called Supro is being sold in Kenya. Pro-nutro, which is made from corn, peanuts, soy flour, non-fat dry milk, vitamins and minerals is being marketed profitably in South Africa and a market development project has been started in Zambia with the cooperation of the Government of Zambia.

Blended foods are particularly important for children who face unproductive adulthood because of the blight left on minds and bodies by malnutrition. This humanitarian aspect is most important. The progress we make, or fail to make, will do much to shape history in the years ahead of us.

New Era in Agriculture

Secretary of Agriculture Freeman said that "1966 marked the end of an old era in American agriculture and the beginning of a new and better one."

"Farm income was up, and surpluses went down in the benchmark year of 1966," the secretary said.

Predictions

For the new era, Mr. Freeman made the following predictions:

"More and more farmers are reaching parity of income.

"Farmers are producing to meet the needs of hungry people rather than producing for the storage bin.

"The market is more independent of government pricing than at any time in more than 30 years.

"Government is reverting to its role of referee in the market place—as an insurer of equity rather than as an active participant."

Realized gross farm income in 1966 is estimated by the secretary at above \$49,000,000,000, "by far the highest on record." Realized net income exceeded \$18,000,000,000, up \$2,000,000,000 from 1965. The average farmer's net income reached \$4,900, up 16 per cent from the previous year and the highest in history. "I am confident that many more farmers will attain parity of income in the years immediately ahead," Mr. Freeman commented.

"We enter this new era with hope and with confidence, and with the tools to shape our destiny in the years

ahead," he said. "Agriculture, as always—but now more than ever before—is at the heart beat of the nation's progress."

Gains Cited

Secretary Freeman cited gains made in 1966 in commodity programs, in marketing and export sales, in credit and conservation, in customer services, in food distribution, in research and education and in other areas as "helping to pave the way for the new agricultural era."

In regard to the surplus reduction, he noted that the feed grain stock, totaling 43,000,000 tons, was down nearly 50 per cent from the 1961 peak, and that "the costly surplus of 1,400,000,000 bush of wheat which had piled up by 1961 is now down to a prudent reserve, and farmers are taking advantage of an opportunity to increase wheat production in 1967." At a result, he said that the Commodity Credit Corp. investment in farm commodities as of November 30, 1966, was down to \$4,550,000,000, off \$1,900,000,000 from a year earlier and about \$4,000,000,000 less than the peaks in 1956 and 1959.

Record Exports

Exports of farm products set a new record of \$6,900,000,000, a gain of \$700,000,000 over 1965. "The big export gains continued to be made in commercial sales for dollars, estimated at \$5,300,000,000," Mr. Freeman said. "U.S. aid program shipments totaled an estimated \$1,600,000,000, or about the same level as in recent years."

Distribution Programs

With regard to food distribution programs, Mr. Freeman said:

"Food assistance programs now are helping 45,000,000 in the United States—school children, low-income families, others who lack adequate diets. As 1966 ended, either the food stamp program or the commodity distribution program for needy families was available in 2,124 counties and cities in all states and the District of Columbia. More than 19,000,000 children were buying low-cost lunches under the cooperative national school lunch program. The special milk program was being made available to additional millions of school children, charitable institutions and non-profit summer camps. Pilot breakfast programs will be started early in January for school children, and federally-aided feeding programs for pre-school children will be extended."

Research

In reviewing research advances in 1966, Mr. Freeman cited "notable advances" toward solving the world

shortage of low-cost, high-quality protein, including a new process for making protein-rich soybean flour, a way to produce high protein flour from flour mill byproducts, and a new way to ferment tempeh, a staple Indonesia food, with cereals and soybeans. Other achievements cited included a new variety of wheat resistance to destructive sawflies.



James J. Winston

Japanese Convenience Foods

In a recent bulletin to National Macaroni Manufacturers Association members, Director of Research James J. Winston reported as follows:

Commencing with 1951, the Japanese industry began to advance rapidly and started producing an increasing variety of foods. Although the Japanese food industry is small compared to that in the United States, its production facilities and technical standards compare favorably with those of the United States and Europe.

Since 1955, the food industry has ranked first in production among all Japanese industries.

It is interesting to note that Japanese food technologists have developed a number of new products, such as fish, ham, and fish sausage, instant noodles, mandarin orange juice and flavor enhancers.

Instant Noodle Product

The instant noodle product is manufactured in modern automated factories. Three hundred and fifty plants have been built within the past five years, with a combined daily production of 12,000,000 packages, 100 grams per package (3.5 ounces). Annual sales amount to \$95,000,000. This conven-

ience food has received wide acceptance because it is easily prepared by merely pouring boiling water over the dried product and letting it stand briefly before serving.

According to the inventor and producer of this noodle product, the process consists of the following: Steamed noodles are soaked through chicken extract and fried in lard and sesame oil. The noodle contains fresh whole egg, soya flour. The chicken extract contains shell ligaments, sodium glutamate, and other chemical seasonings.

These noodle products are sold under the name of Nissin Ramen and are covered by Japanese patents No. 299524 and 299525. The manufacturer in Japan is Nissin Food Products located at Yokohama, Japan. The man in charge of this activity is Jinji Koishikawa.

It is also interesting to note that hundreds of restaurants in Tokyo cater to the public by selling only these Japanese noodle lunches or dinners.

Proper Cooking of Macaroni

—From a reprint of April issue of "La Cucina Italiana."

With the great influx of American tourists into Italy have come requests from official and unofficial sources as to why spaghetti seems to have a far more appealing taste in Italy than the average American citizen finds at home.

As a result of these inquiries, Braibanti Company of Milano, one of the world's largest manufacturers of macaroni machinery, was asked to study the matter and report its findings.

Americans Overcook

The most significant factor was found to be in the difference of cooking methods, according to Dr. Mario Braibanti,

president of the Braibanti Company. In America, for example, Dr. Braibanti reported that overcooking was found to be a major cause in serving macaroni products as a far less appetizing dish. In Italy the cooking process is rigidly followed with established norms.

Accepted Procedure

Braibanti was then asked to set forth the most accepted procedure for cooking of macaroni goods, and he reported as follows:

- Pour four to five quarts of water into the pot for each one pound of spaghetti or macaroni goods. Bring the water to a boil; then add salt before adding the macaroni products.

- At this point the water will cease boiling, but will start up again in approximately one minute. Then lower the temperature so that the water will continue to boil but at a very slow rate. (Slow boiling will prevent sticking in majority of cases and permit strands to separate one from another.)

- When the macaroni products are cooked, pour into the pot a glass of cold water so as to stop its boiling, and then strain, making certain to leave a certain wetness; otherwise it will not absorb the seasoning properly.

- Two additional methods are often used in Italy to prevent stickiness. The first consists of placing a strainer in the pot (especially made for pot shape) and cooking the products in the strainer. This method keeps the water boiling slowly even with a high temperature.

Steady Boil

Note: Once the macaroni has been added to the water and reboiling starts, the fire should be lowered for easy and steady boiling; otherwise, stickiness will occur.

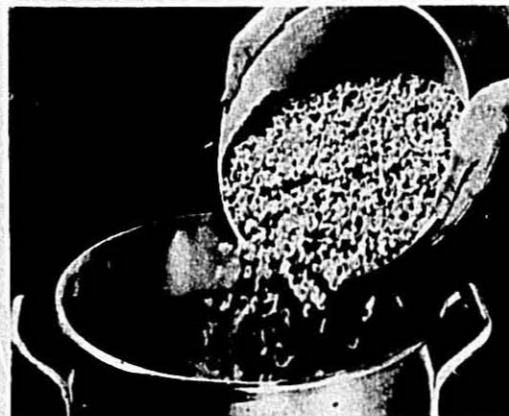
- The second method used in Italy, and one which is becoming popular in other countries, allows for the short boiling time with product setting in pot a given period depending on shape. For example, if very thin spaghetti is normally cooked in 7 to 8 minutes, one follows the procedure of bringing the product to a boil in a pot and boiling for one minute. Then the pot is removed from the burner, the lid taken off, and a towel is placed over and around the pot with the lid placed back on. The pot should then be allowed to set in such a manner for the usual cooking time of 7 to 8 minutes before serving.

In following this second procedure, one must calculate the shape and normal cooking time. In the table below, the figures are in minutes.

Normal Cooking Time	Minutes to Boil	Stand With No Boiling
7 to 8	1	7 to 8
9 to 10	1½	9 to 10
10 to 11	2	10 to 11
11 to 12	2½	11 to 12
12 to 14	3	12 to 14
15 to 16	4	15 to 16
16 to 17	5	16 to 17
18 to 20	6	18 to 20

- If one should desire a more thoroughly cooked product, simply add 2 minutes to the boiling time, keeping unvaried the time without boiling. The interesting part of this entire method is that even with a limited increase in boiling time the macaroni products may be a bit more cooked, but will not stick.

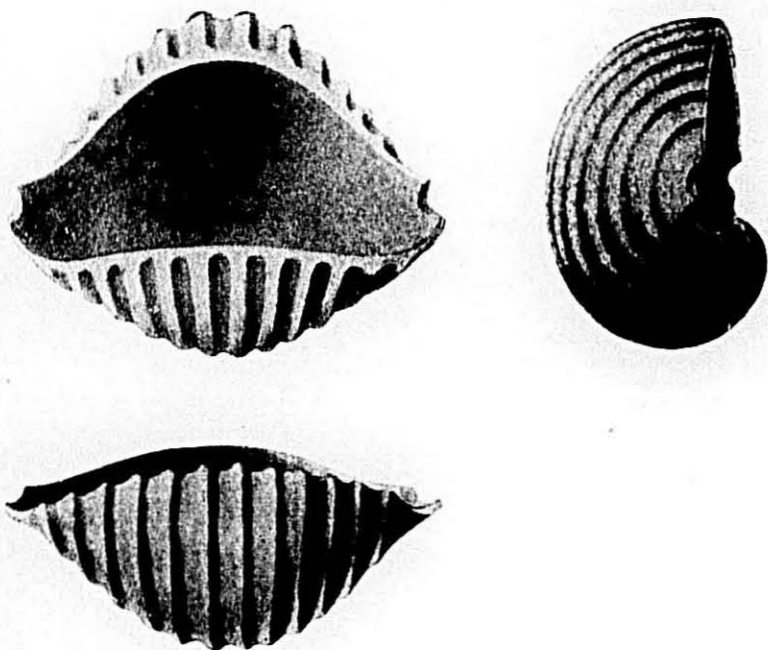
Braibanti reports that several macaroni manufacturers in the United States have recommended similar procedures for the cooking of their products, but public acceptance of these methods is limited.



Add macaroni gradually so water continues to boil.



Macaroni can be cooked in strainer in pot.



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Durum Growers Delegation

John Wright of Webster, North Dakota, president of the U. S. Durum Growers Association, headed a six-man delegation to the macaroni convention. Other growers included Don Iverson, Cam Larson, Dick Saunders, Dick Stalker, and Ole Sampson who is also a member of the North Dakota State Wheat Commission.

In comments to the convention. Mr. Wright pointed out that durum planting last year was normal. During the season, rainfall was above average, but perfect weather was experienced during the harvest period, although some light test weight grain came in in some areas.

Winter Increase Program

He told of a winter increase program whereby 50 bushels of the new variety, Leeds, was planted in Arizona, and 1700 bushels produced. Planted in the 1966 crop, some 59,000 bushels were harvested, and a second winter increase program scheduled again for this winter should bring in about another 10,000 bushels to be returned to North Dakota by May for planting in the 1967 crop. This project is financed by durum growers interested in improving their production.

20% Acreage Increase

In a recent survey made by the U. S. Durum Growers Association farmers indicated that they would increase durum acreage some 19 to 20 per cent. Thirty-two per cent is allowed under recent Government edict. Questioned as to whether or not this increase would be sufficient in light of a possibility of 50,000,000 bushels of durum being exported in the crop year 1966-67, Mr. Wright expressed the feeling that growers did not want burdensome surpluses on hand. A macaroni representative pointed out that the domestic market is the farmer's bread-and-butter year in and year out, and a surplus is much better policy than shortages which lead to substitutes and blending.

Costs Rising

Mr. Wright observed that farmers' costs have gone up although their return on farm products has declined. He maintained that the Certificate Plan was essential with low support prices for wheat.

He extended an invitation to the group to attend the Annual Durum Show at Langdon, North Dakota, in mid-October.

Last September's record semolina bookings were at \$7.40 per cwt. bulk, Minneapolis, 35 cents above January lists.



John Wright

Durum Mill Grind

The U. S. Department of Commerce reports the durum mill grind for 1966 as follows:

	Hundredweights of Durum Product	Bushels Ground 000's
January	1,090,000	2,476
February	1,086	2,571
March	1,163	2,762
April	835	1,994
May	841	1,943
June	969	2,282
July	755	1,760
August	1,103	2,593
September	1,175	2,687
October	1,350	3,146
November	1,093	2,555
December	988	2,293
Total	12,448,000	29,053

International Milling Net

Net earnings increased 86 per cent on an 11 per cent sales gain for International Milling Co. for the first quarter



Anthony L. DePasquale

ended November 30, 1966, the firm stated.

Earnings were \$1,827,306 or 74 cents per share compared with \$979,965 or 37 cents per share for the comparable quarter a year ago. Sales were \$96,452,479 compared with \$86,764,245.

The company attributed the improved earnings to better flour business in the United States plus the company's recent diversification into the pickle business in Canada and the agricultural processing business in Mexico.

Stockholders of International Milling Co. voted to authorize 500,000 shares of a new class of preferred stock which the company indicated "could be advantageous to the company in negotiating acquisitions or financings." Terms of the new convertible preferred stock will be set by the directors.

Minot Mill Destroyed

Peavey Company Flour Mills has notified its Minot, N.D. mill employees that the company will not rebuild the mill destroyed by fire there November 12, 1966.

The company retains the capability of providing flour products for the territory from existing facilities at Grand Forks, N.D., Billings, Mont. and Hastings, Minn.

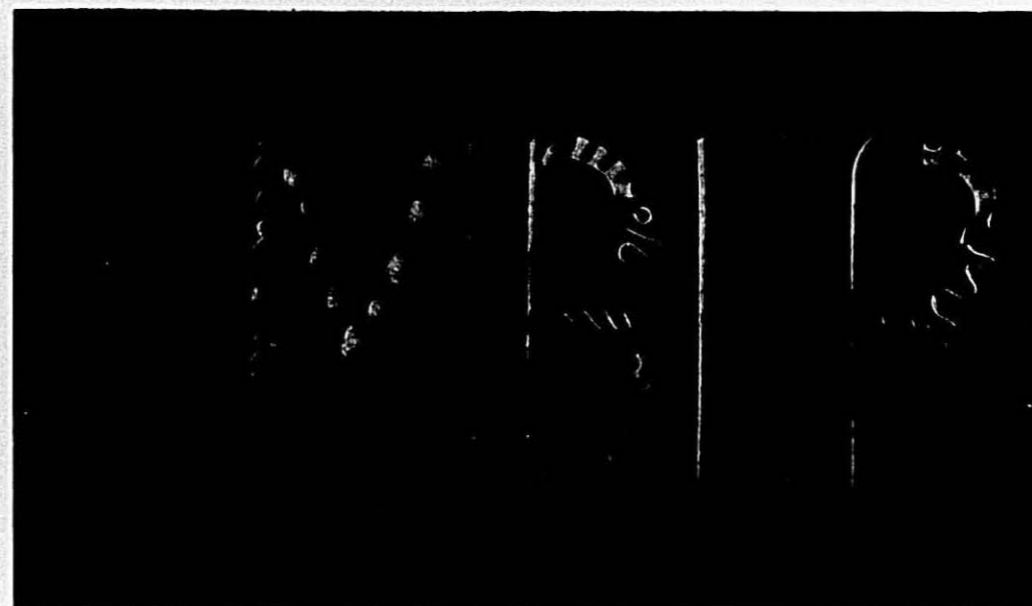
Several employees have accepted positions in other Peavey mills.

DePasquale Promoted

Anthony L. DePasquale and Edward H. Schlachter have been promoted by International Milling Co., according to William B. Deatrick, general sales manager for bakery products.

DePasquale will be assistant general sales manager for bakery products. He joined International in 1946 as a bakery flour salesman, and in 1952 became a district sales manager. He was appointed regional durum sales manager at New York in 1955 and became U.S. durum sales manager in 1959. Since last January he has been general sales manager of the central bakery region.

Schlachter replaces DePasquale as central region general sales manager. With International since 1945, Schlachter served first in the millfeed sales department. He was millfeed products sales manager when, in 1962, he was promoted to administrative assistant for bakery products sales. He became bakery products sales manager for the central region last year, recently being promoted to assistant general sales manager of the region.



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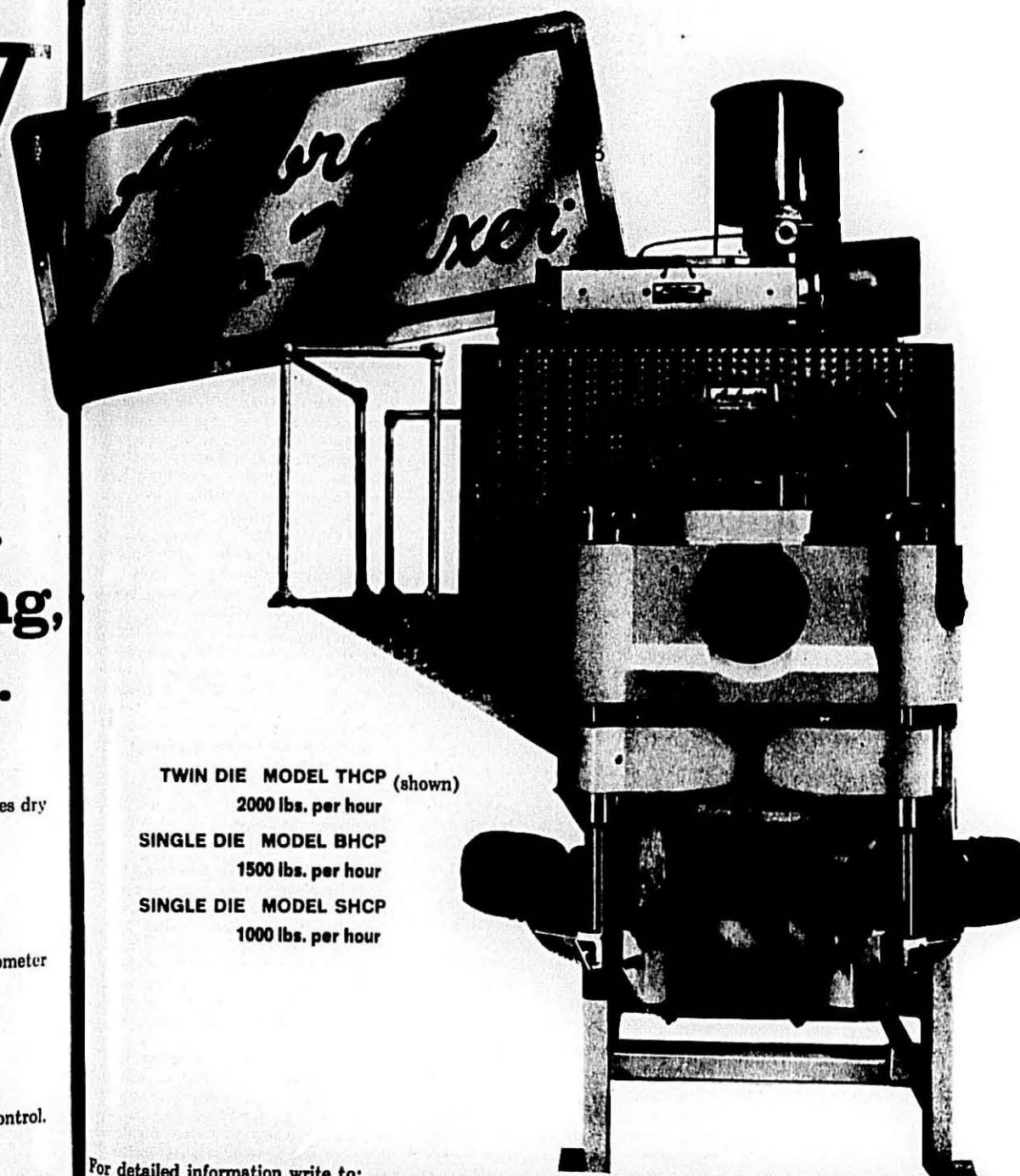
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Checklist for Egg Product Pricing

Roy N. Nevans, vice president for sales, Henningsen Foods, Inc., New York City, gave a list of factors to the delegates attending the Winter Meeting of the National Macaroni Manufacturers Association, affecting egg pricing.

Size and Age of Flock

(1) The size of the laying flock changes from year to year and even month to month. It takes about six months lead time for a layer to become productive. The size of the flock has a direct bearing on the amount of production.

(2) The age of the birds in the flock and the rate of lay determine production. The older the flock, the lower the rate of lay.

(3) Fowl slaughter, reported by the U. S. Department of Agriculture and trade sources, is important because of its influence on the size of the flock and total production.

Consumer Demand

(4) Consumer demand for table grade eggs is not easy to predict, but when meat prices are high consumers eat more eggs, and this demand strengthens prices.

(5) Governmental activity has a strong influence on the market. In 1966, the Government was a large purchaser of shell eggs for troops in Vietnam, and this demand was an important factor in keeping prices high. In other years there have been price support operations both for shell eggs and processed eggs for use in surplus storage, poverty programs, stamp plans, and the like. The amount of this activity is an imponderable to predict.

Weather and Inventories

(6) The weather is an important factor, even though half of the flock is now housed in large units. Farm birds are very sensitive to weather. Weather affects the movement of eggs to breaking plants.

(7) The import and export picture are important even though the percentage to the total is small. Any shift in demand has impact on the market and affects prices. Egg products have become a political issue in the Common Market. China has been a major supplier but now has internal problems.

(8) Inventory positions of producers and users of egg products have an influence on the market. Prices will be very sensitive to demand this year with inventory positions low.



Roy N. Nevans

Watch Yields

(9) Watch the yield of egg liquid per case. A case contains 30 dozen or 360 shell eggs. Egg liquid yield per case varies from a low of 35.5 pounds to a high of 41.5 to 42 pounds. These variations have an influence on pricing. Extreme heat and extreme cold affect both the rate of lay and the size of the eggs. Largest eggs and the best rate of lay are experienced in the spring and fall.

Assuming an average case weight of 40 pounds of liquid egg, yield will be 7.5 pounds of egg yolk solids and 2.5 pounds of egg albumen, or 10 pounds of dry whole eggs.

In making computations, assuming a price of \$10 a case (this would have been low in 1966 and probably will be high in 1967), raw liquid will cost 25 cents a pound. Dried egg products will cost \$1.00 a pound. Thus, if yolk sells for \$1.10, albumen will be 86 cents.

As pointed out in John Wright's remarks, the farmers' costs are figured on a higher base because all costs have gone up: these include labor, transportation, and the cost of money.

(10) Flock disease is another factor to be watched. Difficult to predict, it has an important influence. There was considerable disease prevalent in 1966.

What Has Happened

High prices at the end of 1964 led to an extremely large hatch and very low prices in January and February of 1965. The layer flock however proved very responsive to price, and a large slaughter occurred which produced less surplus than was expected. The Army began its purchases in the second half of 1965.

Growers held on to old birds, and 1966 started out with high prices. There was a seasonal decline in the spring,

but the expected decline in the fall did not occur because of the several intangibles listed above.

Nineteen sixty-seven is starting out like 1965. Total chicks hatched in December, 1966 of egg type totaled 35,656,000, compared to 26,927,000 in the same month the previous year.

Purina's New Egg Plant

Ralston Purina Co. is establishing an egg processing plant at Thorntown, Ind., to provide a market for high quality table eggs produced in the area. It was announced by Donald Danforth, Jr., vice-president, Chow Division.

The company is leasing a building from Arbor Acre Farm, Inc., and the five-acre tract on which it is located. Ralston Purina will equip the building with modern egg processing equipment, with the facility to have an initial processing capacity of 5,000 cases, or 150,000 dozen, per week, with capabilities for future expansion. Production is expected to start in February, 1967.

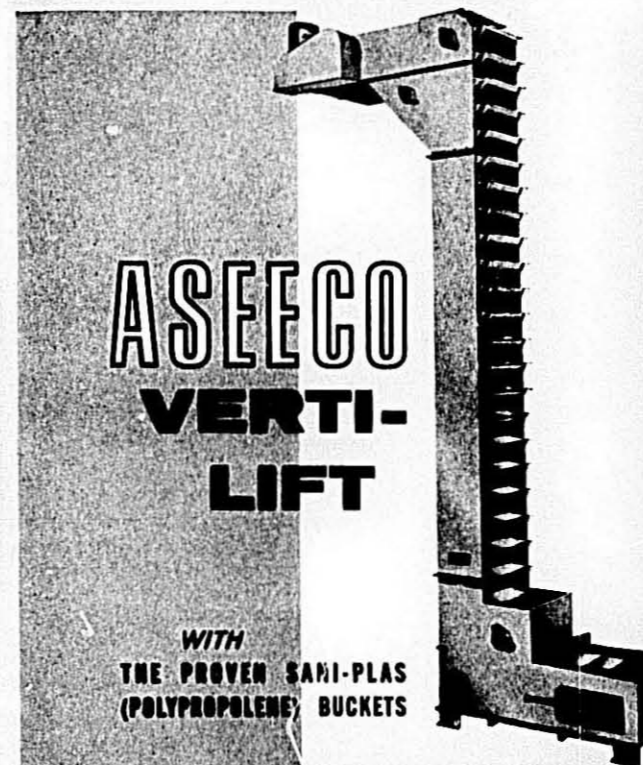
"The Thorntown processing plant will represent a major market for quality table eggs produced in the area on high quality flock management programs," Mr. Danforth said.

The new egg processing plant will be under the general supervisory responsibility of R. G. Morgan, manager of egg marketing operations, Chow Division, St. Louis. Ronald Myers has been named manager of the new facility and Dennis Schroeder has been selected as business manager.

Damaged Durum As Dairy Feed

North Dakota Farm Research, bi-monthly bulletin, reports that damaged durum wheat can be successfully used in grain mixtures for dairy cattle. The suggested level of 50 per cent is considered a maximum grain mixture when fed with good quality alfalfa hay and corn silage. The palatability of the wheat mixture is somewhat lower and it may take the cows longer to become sufficiently accustomed to the feed to consume the desired amounts. The cows that received the mixture of 50 per cent oats and 50 per cent damaged durum wheat produced slightly more milk but made somewhat smaller weight gains.

The determining factor in the use of the durum wheat would be the cost. When the cost is approximately the same as corn on a per pound basis it would be a good substitute.



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Exchange Notes Egg Revolution

THE Chicago Mercantile Exchange is taking official cognizance of the egg revolution, in which big, highly automated egg farms are turning out increasing quantities of eggs throughout the year. New specifications for trading contracts of eggs for future delivery will deal mainly with fresh eggs which are less than thirty days old, rather than storage eggs that have been in refrigerators for a month or more. Storage eggs have been diminishing in importance.

In recent years there have been some attempts to institute trading in fresh egg futures, but they failed because storage eggs still dominated the market. On the Chicago exchange, Wall Street Journal reports that storage egg futures trading hit a peak in 1960 of 486,096 contracts (each representing 15,000 dozen eggs), but volume has dwindled since then to 79,505 contracts last year, down from 96,401 in 1965.

The trading decline coincided with the diminishing importance of storage eggs. On December 1, the nation's cold storage stocks totaled 23,000 thirty-dozen cases, down from 128,000 cases a year earlier and a record low for that date. The biggest cold storage supply was 11,335,000 cases on July 1, 1944. Storage eggs won't disappear entirely; some will be kept in reserve against unforeseen shortages.

Egg Factories

Ten years ago, Leroy A. Wilhelm, president of the Poultry and Egg National Board, estimates that only 40 to 50 farms kept more than 100,000 laying hens; today, he says, more than 300 farms have that many and about four "egg factories" have grown in the past five years to more than a million birds each.

Eugene Sorrells of the Wall Street Journal reports laying flocks on the big, modern farms are insulated against extreme temperatures, which curtail production, and better feeds and improved poultry breeds have boosted each hen's average output to an even-paced 218 eggs annually from an erratic 134 in 1940. Automated feeding techniques help hens start laying a good number of large and medium eggs in about seven months, or two months sooner than a decade ago, and the milestone is reached with some 12 pounds less feed than previously.

Moving to Market

Eggs are moving faster from hen to housewife, too. As recently as 1962, two

to three weeks frequently were needed to ship eggs from the farm to grocery stores. Today it usually takes a matter of hours. For example, Home Juice Company, a Chicago concern that operates 75 home delivery routes, delivers eggs to 50,000 customers and supplies 15 dairies within two days after the eggs are laid. "Eggs laid this morning can be processed and packed this afternoon and delivered tomorrow morning," says Leonard Pullman, marketing vice president of Home Juice. About half the eggs are delivered in 24 hours, he says, but the rest are held up an extra day by Sunday closings and truck schedules.

To achieve this speed, Home Juice formed a partnership with Fred Munroe, who keeps 150,000 hens at Plainfield, near Chicago, and hires someone to manage 100,000 more hens elsewhere. A number of supermarkets have made similar supply arrangements or have bought into egg farms; several of the biggest ventures are multi-farm cooperative arrangements between producers and retailers or wholesalers.

Strict Schedule

Mr. Munroe follows a strict production procedure: He puts new pullets into production every 13 weeks and takes old ones out. Each bird lays eggs for exactly 56 weeks and then winds up in soup and meat pies. Mr. Munroe figures this strict schedule is profitable in the long run despite short-term fluctuations.

Nonetheless, some producers are feeling a profit pinch because of falling prices. Large mixed extras, a popular consumer grade of eggs, now wholesale at 36 cents a dozen in Chicago, down 13 cents from the 1966 peak last September. Market forecasters predict the price may fall as low as 30 cents a dozen in coming weeks, well below the 40-cent and higher levels of a year earlier.

Flocks Expanding

Last year's strong prices prompted farmers to expand their flocks; in October and November a record 42,516,000 pullet chicks were hatched for laying flock replacements, up from 32,473,000 in the 1965 months. Moreover, hens in November each laid a record average of 17.3 eggs, up one per cent from a year earlier and six per cent above the 1960-64 average for that month. Barring severe winter weather, this combination of bigger flocks and higher

hen output could raise total egg production by five per cent in the first quarter; throughout 1967, forecasters look for a three per cent increase from the 1966 predicted output of 179,000,000 cases.

Also, per capita egg consumption has declined steadily from 391 in 1945, when red meats were very high priced, to an estimated 301 eggs last year.

Use Flow Chart

Egg processors attending a conference at Iowa State University were advised by Margaret Huston, scientific director, Institute of American Poultry Industries, to use a flow chart to determine critical points in their process where laboratory tests should be made regularly.

Pin Point Problems

Mrs. Huston said: "To check on cleaning and sanitation, make tests on your breaking machines, on buckets or pipes you use to transport the liquid egg, on the pasteurizer before you use it, on the cans or bulk tanks in which you'll ship your product.

"Check the product before it's pasteurized," she said. "Check it again after it's pasteurized. And check it again after it's packaged, before you ship it."

A sudden increase in the bacteria count at any check point helps you pin-point a source of trouble before it builds up, Mrs. Huston said.

Avoid Recontamination

The flow diagram should also show the direction of air flow through the plant. "Proper flow and filtration helps to keep your product from being recontaminated after it is pasteurized," Mrs. Huston told the processors.

She also emphasized the need to isolate areas where "raw" products are handled from areas where the finished product is handled.

Technical Help

"Your laboratory technician," she said, "can help you work out a coding system that will tie in with your laboratory analyses. If a user of your product should question it or if Food and Drug officials should seize it, you can identify the particular lot in question."

Mrs. Huston explained the various services the Institute Laboratory offers egg processors. The Institute, she said, has installed 11 laboratories for processors of egg and poultry products and trained technicians to operate them.

Opportunities, like eggs, don't come but one at a time.—Josh Billings.

GMA Salute To Distributors

AT the annual meeting of the Grocery Manufacturers of America a salute was given to the food distributors of America by recognizing the heads of the various trade associations.

GMA Chairman Theodore R. Gamble introduced C. B. Amann, Jr., president, National Association of Convenience Stores; Gerald A. Awes, chairman, National Association of Food Chains; Robert B. Cullum, president, Super Market Institute; Eugene M. O'Neill, president, National American Wholesale Grocers' Association; Malcolm J. Reid, president, National Association of Retail Grocers of the U. S.; Willard Rhodes, president, Cooperative Food Distributors of America; and Edward H. Russell, president, U. S. Wholesale Grocers' Association.

Food Distribution Stands Out

Portions of his introductory comments follow:

The distribution of food products in this nation stands forth as one of the primary commercial achievements of all time.

It has been a joint enterprise. Food processors have tried very hard to develop techniques that aid the efficiency of food distribution. And we are still trying because there is still room for improvement on our part.

Food distribution is a highly competitive enterprise. The fact that we are today saluting seven distributor associations, rather than two or three or just one, is proof of healthy competition.

As we view the world today, with all of its problems and its opportunities, I sometimes think that one essential escapes the full attention it merits.

The American system of growing, processing and distributing food is the finest in the history of man. It has made this nation the best fed, at the lowest cost, in recorded history.

We have our critics, and I am sure a part of their criticism has some validity. Certainly, our industry has its problems. We have not solved them all, and some present very tough challenges.

But on balance, we deserve far less criticism than we are subjected to. We deserve far more constructive cooperation and understanding than we have received.

And that is the essence of this tribute today. The member retail stores of the major distributor organizations are in the frontline trenches of the food in-



Theodore R. Gamble

dustry's public image. The real groundswell of true public reaction—as opposed to the facade raised by the political opportunist—begins with you.

We want you to know—and we want our entire industry to know—what high regard the Grocery Manufacturers of America have for you and for the vital role that you—our nation's distributors—play in bringing food to consumers' tables.

Depends on People

We are aware of the complexity of your operations and, most importantly, the extent to which the distribution of food depends on people—your people—in contrast with buttons that activate machinery. The cost of people has gone sky high, and in many respects that is good. It is basic to our prosperous society. But the farm can automate and the food processor can automate far more effectively than the distributor and his retail outlets. You have developed fine systems and many efficiency improvements to hold costs in line, but no one has yet developed machinery that will drive trucks automatically or



Eugene M. O'Neill

automatically stack grocery products on the shelves.

Many people want many things. They urge the Great Society. A higher minimum wage. The highest labor contract settlements in recent history.

A tremendously expensive conflict in the Far East and a generally expensive foreign policy everywhere.

Personally, I have no quarrel with high aspirations—just so long as people recognize that the Piper always must be paid. He must be paid in the tax bills. He must be paid in the marketplace.

Recognition With Understanding

Personally, too, I think recognition—increasingly positive, decreasingly negative—will come for the food industry. But if we are to gain such recognition, we must do a far better public information job than we have ever done in the past, or for that matter, are doing today. It must be a coordinated job, involving the cooperative efforts of all of us, all segments and all companies in the food industry.

We must do a better job of gaining the understanding of our own people—and remember, we employ more people than any other American industry. We must do a better job in the halls of Congress, in the media of public information, in our own communities, and, most certainly, in our direct relationships with consumers.

It is said that good public relations results from good performance well communicated. We have the performance. We urgently need better communications. We are beginning to work together more closely and more effectively. I hope this coordination and cooperation will not only continue but accelerate.

Wholesalers Respond

In response, Mr. Eugene M. O'Neill gave this statement on the responsibilities of the National American Wholesale Grocers' Association:

For sixty years, the National American Wholesale Grocers' Association has lived in the spirit of what a trade association should be—as defined by one of the great members of the United States Supreme Court, Justice Louis D. Brandeis:

"A Trade Association is an organization for mutual benefit which substitutes knowledge for ignorance, rumor, guess and suspicion. It tends to substitute research and reasoning for gambling and piracy, without closing the doors to adventure or lessening the value of prophetic wisdom. In

(Continued on page 20)

GMA Salutes Distributors— (Continued from page 25)

making such knowledge available to the smallest concerns, it creates among producers equality of opportunity. . . ."

The responsibilities of NAWGA, defined over 60 years ago, are still valid in 1966, though the methods and means, by which NAWGA members are served, have changed, as the nature of the food industry itself has changed.

Original Aims Remain

NAWGA was founded by a small group of wholesale grocers in 1906 who were aware of the need for a national voice to reaffirm their economic, legal, and ethical objectives. The purposes of the Association and its goals are the same today as they were then, namely

- To promote the interests and commercial welfare of wholesale grocers through the United States;
 - To provide a forum for the exchange of information and discussion of problems of wholesale grocers;
 - To engage in such activities as may be necessary and/or proper to promote the use of the wholesale grocer as a vital link in the chain of efficient distribution of food products;
 - To advocate a high standard of business ethics in trade circles.
- NAWGA's founders decided they had to band together in a group, and exchange information (trade secrets to some) if they were to stay successful. This was the spirit in which NAWGA was founded. This is where the principal of friendly and productive idea exchange among food executives was born. This willingness to help one another is the spirit of NAWGA.

Threefold Commitment

NAWGA sees its responsibility today as a threefold commitment:

- To its Members;
- To the Food Industry;
- To the Consumer.

NAWGA provides for its members, both here and abroad, those things which they cannot do as well for themselves. We provide members with technical information, so they can pursue excellence in every phase of the distribution function. And we provide them with the know-how to find new opportunities to insure continued and vigorous growth.

NAWGA members are a broad range in scale of size and type of distributor. On one end of the spectrum, our membership includes firms such as Super-Valu, Fleming, and Malone and Hyde; and on the other end, dozens of

smaller but vital wholesale grocers from every area of our country.

These members serve a great variety of customers—voluntary groups, un-affiliated stores, contract stores, local chains, segments of regional chains, corporate stores, and institutional food service operations.

Information for Growth

To provide information for growth and development on an appropriately large scale, NAWGA uses the avenues of personal exchange of experience and ideas at Convention Workshops, at Mid-Year Conference, at Clinics and Seminars, and in individual correspondence and contact. NAWGA provides an extensive array of Educational Service Programs, Technical Services, Bulletin Services and Special Services such as legal counseling, Insurance Plans, and individual consulting.

In this way, the National American Wholesale Grocers' Association is an instrument of change, providing a clearing house of proven marketing and operational strategies. Strategies which have enabled NAWGA Members to fully participate in the economic growth of our industry.

NAWGA represents its Members in Food Industry affairs, in Government matters, and in International associations and concerns. To do this, NAWGA must maintain close liaison with the Suppliers who provide NAWGA members with goods and services. NAWGA works closely with suppliers and other distributive associations, and with retailers and non-food industry associations. NAWGA is active in the Food Council of America, in the Food Industry Educational Council, and in international associations, such as AIDA and IFIWA.



Malcolm J. Reid

Total Distribution Concept

Finally, NAWGA has a responsibility to the consumer. We participate fully in the "Total Distribution" concept so important today in our industry. Total Distribution seeks the "least cost" means of distributing food from the farm to the consumer.

Because NAWGA's work takes place in the environment of the world's most efficient food distribution system, we, or any other segment of the food industry, cannot be narrow in outlook, or limit our scope of endeavor to merely the national scene. Our awareness, both for new information and for humanitarian concerns is on a world-wide scale.

These are our responsibilities today at NAWGA! By their very nature, we must remain flexible, but in our goals, we will remain firm.

Retailer's Response

Malcolm J. Reid, president, National Association of Retail Grocers of the U. S., made this statement:

From boyhood I was taught that privileges always have their corresponding responsibilities. As I grew older and was accorded more of life's privileges, I found it necessary to shoulder a greater share of responsibilities. Now that I am president of NARGUS, I continue to face the self-evident truth that "to whom much has been given, much will be required."

NARGUS has found that as it has grown in size and prestige, its obligations to its membership and to the industry have increased tremendously. Today, like the retailers we represent, we are responding to challenges undreamed of even a decade ago, such as learning the language of the computer to provide accurate and current data for food store operators in their forward planning.

Association's Responsibility

The responsibility of a trade association is to do for its members everything which they cannot do for themselves. As the industry advances, there are more and more things a retailer cannot do for himself. No individual or multi-unit store operator, even with a complete well-trained staff, can keep pace with this industry's rapid progress. Food retailers are in eager pursuit of information on all aspects of the business, from palletizing to data processing.

Different Operator

Today's supermarket operator is entirely different than his predecessor. A

THE MACARONI JOURNAL

retailer who may have opened a store 20 years ago with an investment of \$300, needs at least \$300,000 today. With this kind of investment he cannot operate in "hit or miss" fashion. Before he makes his decision to invest he must learn all he can about site selection, store construction, design and layout, equipment, personnel selection and training, merchandising practices, record keeping—and what the consumer wants in "her store"!

It is the responsibility of NARGUS to give him the guidance he requires in every area of operation and management. Our program and service cover the physical store, the people who run it, accounting procedures, and the techniques of selling, including advertising, promotion and public relations. Beyond that, NARGUS must protect the retailer's interest by representing him in government affairs. This is an aspect of association activity that has become increasingly important as Federal government expands its regulations over local businesses.

Broader Responsibilities

In the second half of a decade notable for revolutionary change, NARGUS responsibilities have broadened in all categories of service—educational, legislative and research.

The association knows that even the most successful retailer lacks the time, money and resources needed to develop training films; nor can he travel the country to observe other stores and learn from their sales and management methods. And, of course, he cannot afford his own legal counsel in Washington to interpret the increasing number of rules and regulations that pertain to his business. A supermarket operator couldn't possibly afford a computer program like the NARGUS Financial Data Summary which can, within a matter of minutes, furnish breakdowns on his operation by comparing it with others of like type and size, located in similar trading areas.

Fourteen years ago when I entered the retail food business our company was a small organization in a small city with sales of less than two million dollars per year. This year we will in all stores do about eight million. What has happened in these years is that we have learned much from our NARGUS trade association. Through all the NARGUS services, NARGUS Bulletin to all of our supervisors and store managers, attendance at conventions and seminars, use of all training materials, such as, books, pamphlets and visual aids, we have built an effective organization. Through these media we have

seen the challenge of well operated stores and have endeavored to bring our own operation up to these standards.

Last June, at its 67th annual convention in Dallas NARGUS adopted a re-organization program designed to benefit food retailers and affiliated associations through expanded program, activities and services. NARGUS represents 120,000 food stores accounting for an estimated \$39 billion in annual retail sales.

Although the association's programs are designed primarily to assist in the expansion and success of enterprising single and multi-unit retailers, they are of value to the entire industry.

NARGUS has accepted the responsibility of providing a "lifetime of learning program" for retailers who will require continued instruction and inspiration throughout their business careers.

"Sell" Food Business

As a closing comment may I add it is responsibility of every food trade association to really "sell" this remarkable business, not only to consumers, but also to the people working in it, and to those who are prospective employees. The need for competent personnel is most critical.

National Macaroni Manufacturers Association

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On Thursday: Discussions on die maintenance, quality control, sanitation, storage, packaging, modern plant layout. Plenty of time to handle your problems.

Packaging Show will be in Chicago April 10 through 13. Approximately 400 companies are exhibiting at International Amphitheatre. It will be worthwhile to come early and see the show.

Registration fee of \$25 will cover materials and two luncheons. Make checks payable to N.M.M.A., Box 336, Palatine, Ill. 60067.

Make room reservations directly with the Bismarck.

C. F. Mueller Company Celebrates 100th Anniversary

In 1867 a young German immigrant began selling homemade egg noodles house to house in one of New Jersey's largest cities. Today the company he founded is one of the largest producers of macaroni, spaghetti and egg noodles in the country. C. F. Mueller Company has come a long way in one hundred years.

However, the company's centennial anniversary is more concerned with active plans for future growth and expansion than with reminiscing and looking backward.

If past history is an indication, such plans will result in greater sales and profits not only for the company, but for the thousands of grocers who stock the well-known red, white and blue packages of Mueller's products.

"Tops for Taste"

The major reason for the success of Mueller's products is, obviously, their popularity with millions of Americans who agree that Mueller's is "Tops for Taste." However, Mr. C. F. Mueller III, Executive Vice-President, gives credit to grocers, frequently commenting, "Without the grocers, we would not be here today."

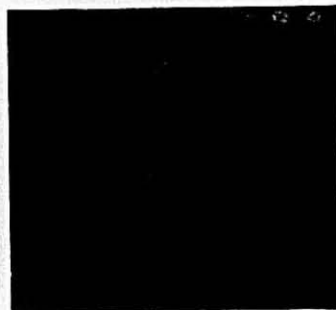
Advertising has been another ingredient in the company's success. Mueller's was a pioneer in the use of advertising to pre-sell consumers on the quality and goodness of its products. In recent years, television especially has played a major role. How things have changed since that day Christian Frederick Mueller first began selling egg noodles!

Began as Baker

Young Mueller did not start out to sell egg noodles. He was a baker. He sold baked goods made in his own kitchen to the large German population of North Jersey. It didn't take him long to realize that his fellow countrymen, although very fond of pastry, ate a lot of egg noodles, so he decided to make egg noodles.

Demand grew. By 1885, the company leased its first factory. Five years later, still larger manufacturing facilities were needed. Again the company moved, this time to a company-built plant where machines were introduced for the first time.

In 1894, C. F. Mueller again made a decision—to make macaroni. From the outset, sales warranted an output of 500 pounds a day. Shortly after, the plant began manufacturing spaghetti.



Christian Frederick Mueller

In 1915, the company built the largest and most advanced macaroni plant in the country. Located in Jersey City, it is still the company headquarters, but since World War II it has been practically rebuilt inside an out.

Today the C. F. Mueller Company continues to carry on the tradition of its founder, expanding and improving methods of production. Though many changes have been made, the founder's goal "to produce the highest quality products possible" is still the goal of the company.

Marriage Italian Style

Marriage Italian Style, the wedding of San Giorgio pasta and sauces, was the theme of the recent company sales meeting in Hershey, Pennsylvania.

The day long meeting was highlighted by the dramatization of the new promotional theme in the form of a mock wedding. Marriage partners, dressed as packages of San Giorgio products, were wedded with traditional pomp and ceremony before the assembled sales group.

New San Giorgio advertising programs will carry the Marriage theme in



"Marriage Italian Style", the wedding of San Giorgio pasta and sauce, is dramatized at the recent San Giorgio sales meeting in Hershey, Pennsylvania. Bride and groom are Bob Jodjed and Elaine Wagner of San Giorgio Macaroni, Inc.

radio commercials, full color rotogravure newspaper ads and in extensive full color point of sale display program.

Advertising began in the Philadelphia, Pittsburgh, Baltimore, Washington and Central Pennsylvania markets at the end of January.

Instant Rice

A line of four instant rice products made with a quick freezing process are being tested in Syracuse, N.Y., Kansas City and Phoenix by R. T. French Co. The non-refrigerated line includes instant fried rice, rice beef flavor, rice chicken flavor and Spanish rice. All except Spanish rice are said to take about one minute to prepare. Spanish rice requires 10 minutes.

To prepare, the rice is heated in a skillet with cooking oil, then a packet of seasoning is added. Retail prices are 39 cents and sizes are from 11¼ to 12½ ounces depending on the weight of the seasoning.

The company said the freeze process is of Canadian origin and that French's has the United States patent rights. The items are quick frozen, then allowed to thaw, then canned. It was added that the instant rice products are the first supermarket products to which the process has been applied.

Rice Products

Beef flavor, New Orleans style and Italian style specialty rice products are being sold by MJB Company, San Francisco, in its twelve state marketing area.

Freeze-Dried Dinners

Borden Co. has expanded test marketing of its freeze-dried dinners to some parts of New York. The five dinners—chicken supreme, \$1.19; king crab Newburg, \$1.49; macaroni, ham and cheese, 79 cents; shrimp Imperial, \$1.49, and turkey tetrazzini, \$1.19—have been in test in Fort Wayne, Ind., and Rochester, N.Y., for over a year.

Turkey Noodle Soup

Turkey noodle soup mix is being added to the Lipton dry soup mix line of Thomas J. Lipton, Inc., Englewood Cliffs, N.J. The product comes in three-ounce cartons containing two packets each of which is said to serve three to four. Retail price is about 39¢.

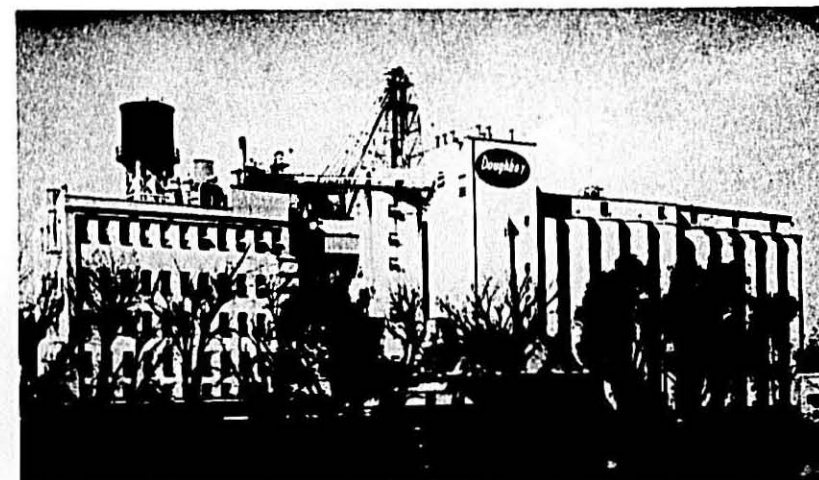
Skinner Twirls

Macaroni Twirls are being introduced by Skinner Macaroni Company in twenty-two states in the midwest, southeast and southwest. The product comes in an eight-ounce poly package and retails from 18 to 21 cents.

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Manufacturers of Quality Egg Products



George N. Kahn

SMOOTH SELLING®

by George N. Kahn

RECHARGING YOUR BATTERY

This is No. 28 of 36 sales training articles.

THE best watch in the world will run down if it isn't cared for.

In this respect we are no different. If we don't take care of ourselves we'll run down, too—physically and mentally.

Our physical well being depends largely on getting enough food and rest. When we're sick we go to a doctor and usually follow his advice.

The solution isn't so easy for mental stagnation. This is especially true of salesmen, many of whom are subjected to periodic slumps.

Maybe you know the feeling. You become listless, apathetic. Your volume drops off; you haven't nailed a prospect in weeks. New ideas won't emerge like they used to.

This is when a salesman needs to revitalize himself. He needs his battery recharged.

I have a cordless shaver. I plug it into a wall socket at night and in the morning it's raring to go. But if I forget to recharge the batteries I have to go to a barbershop the next morning.

So it is with a salesman. If he wants to maintain a successful pace he must "plug" himself in from time to time. Otherwise he'll have no power.

Get Away From It

I know a salesman who is an excellent gourmet cook. He can turn out bouillabaisse or a burgundy sauce that would do credit to a French chef.

Another of my selling friends is a Civil War buff. He can tell you the exact movements of both sides in the battle at Gettysburg or Bull Run.

Both of these men are high producers. But they also hit low spots. It's at these times when their hobbies serve

to recharge them. A two-hour stint in the kitchen will do wonders for Frank Sanders, the fancy cook. Bob Clancy, the Civil War expert, said of his avocation:

"When I get wrapped up in a new book about the Civil War it's just like a vacation for me. I return to work the next day full of steam and raring to go."

These men have learned the importance of getting away for a while from the stress and strain of their jobs. Their hobbies serve as nourishment, just as food and drink take care of physical needs.

Don't feed the body and neglect the mind.

Battles or bouillabaisse may not be your idea of an outside activity but there must be something that is. Perhaps you like to run model trains or make color slide pictures. If you have no hobby now perhaps there is one you could develop. Or maybe there is one in your past that could be dusted off.

Gerald Ormond, a steel products salesman, got bogged down one year to the point where he was hardly moving anything. His boss advised him to take a week off. So Gerald and his family went to the seashore. There he became interested in shells, so interested that he began collecting and painting them. He even sells a few, so well done are they. The money he gets for them is minor compared to the wonders the hobby has done for his mental outlook. His low periods are of short duration. His shells give him exactly the outlet he needs.

Reading provides a satisfactory form of relaxation and pleasure for many salesmen. They carry books or magazines with them and read them whenever they have the opportunity. I've been picked up by something I've read while waiting to see a prospect. I got excited and enthusiastic about what I had read and this feeling carried right into the interview. Biographies of great

men can be a source of inspiration to the salesman.

It seems to lighten your load a little when you realize that other men had it tougher than you and became rich or famous despite their tribulations. It's easy to sink into self pity as a salesman, but to do so jeopardizes your career. You don't get orders by feeling sorry for yourself.

A New Outlook

Some men are incapable of developing a hobby or avocation. This type of individual is likely to say:

"Work is my hobby."

And they're right. They are only happy when they are working.

If you're in this category you still might find that you are not operating at full capacity. You love your work but the edge seems to be off your sales technique.

You need a new outlook—a different slant on your job. Perhaps you are not being creative enough. Perhaps you aren't taking enough interest in the customer's problems. Instead of getting immersed solely in your situation, poke your head out once in a while and find out what the buyer has on his mind.

There is always excitement in a challenge. Grappling with the customer's problem offers the salesman a superb challenge. The salesman can put himself in the buyer's place and attack the problem as if it were his own business. Let's say, for example, that you have a customer whose business is falling off. He cuts his regular order to you in half and the situation threatens to become worse. You could walk away from it, listing it as just one of those things. Or you could study the man's setup and try to arrive at some solution that would help both of you. By such a step you not only maintain and possibly increase your earnings but you add a new dimension to your selling. You become a consultant as well as a salesman and

(Continued on page 32)

ADM maintains over 70,000,000 bushels of grain storage capacity to assure you *top performance* durum products, precisely like the last batch you bought . . . and the batch before that

*where top performance counts,
you can count on ADM*



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY

Recharging Your Battery— (Continued from page 30)

the new role will make your job more stimulating and enjoyable. That's another way of recharging your batteries.

Never Stop Learning

Education is one of the most revitalizing forces in the world. Whether it's in the form of regular classes or self study the learning process can do marvelous things for a salesman. Take philosophy, for example. You might think that such a subject would hardly contribute anything to a presentation. You would be wrong. An understanding of philosophy can improve your personal relations.

You don't have to return to school to expand your interests. Libraries offer a wealth of material for study. Educational television also offers marvelous opportunities for home study.

Take A Trip

The man who brags about not having a vacation in ten or fifteen years probably needs one more than he thinks.

Salesmen travel a lot but their trips are not for pleasure. It's a good idea to get away occasionally just for the fun of it. Whether you take a sea voyage to Italy or an auto trip to the Grand Canyon you will have an opportunity to unwind, to give your brain and body a needed rest. At the same time you can learn new things and meet new people. This will enable you to return to your job fully recharged.

Use Your Imagination

John Masefield, the English poet laureate, said:

"Man's body is faulty, his mind untrustworthy, but his imagination has made him remarkable."

Your imagination can recharge you like nothing else if you give it a chance. It can also put you on the highway to success in selling. Your understanding of your customers and your knowledge of yourself.

For the more practically inclined, there are courses in accounting, retailing, advertising and public relations. These subjects are of immense help to the salesman. They can broaden his grasp of the selling process and give him an advantage over his competitors. Such classes are available at night in many institutions or they can be taken through correspondence schools.

Floyd Pearson, a furniture salesman, enrolled several years ago for one marketing course taught at night. The ex-

perience whetted his interest. He matriculated at the university and six years later received a degree in business administration. He was promoted to sales manager and eventually became vice president of marketing.

When a person takes up anything new he automatically recharges his batteries. Even if you acquire an interest in marine biology your vocation will be served. Plunging into a subject unrelated to sales will refreshen you for selling. Some of the top marketing men in the country have outside interests that range from bird watching to the study of ancient Greece. One executive has become an expert in the science of rock formation and has contributed to geology journals.

I am talking about creative imagination, the kind that produces new ideas or insights. Everything in our civilization started with an idea. The electric light was once an idea in Edison's mind. Computers, color television, disease vaccines, nylon and plastic all sprang from someone's imagination.

As youngsters we all had soaring imagination. Remember the things you used to dream about. What happened to this imagination? As we get older we tend to use our imagination less and less. The tendency to think creatively diminishes. Adults prefer to play it safe, thereby stopping the flow of ideas.

Be Creative

A salesman, after achieving some measure of success and security, feels he doesn't have to be creative. Let somebody else take the risks, he reasons. He becomes too lazy to even make the effort. The result is atrophy. He becomes stale and run down. He goes along by habit. After a while he doubts his ability to produce original ideas. He is afraid of making mistakes.

Anyone who is creative, who is dealing in ideas, is bound to make a few errors.

I would suggest that salesmen re-examine their relationships with their customers to see if there are possibilities for improvement.

Take yourself as an example. If you put your mind to it there are probably several new ways you could increase your volume and pick up fresh accounts. Some time take an hour off. Don't do anything but lean back, prop up your feet and think. Reject old methods and solutions. Look at your situation as if you were seeing it for the first time. Start from scratch. You might ask yourself: Is there anything I can borrow or adapt to solve my problems?

You don't have to have a special time or place to set aside to generate ideas.

They can come to you while walking, shaving, mowing the lawn or driving your car. But you must "turn on" the idea machine during these times. That is, you must consciously resolve to try and come up with a new idea about your job. Perhaps you have a sticky problem with one customer who appears to be disenchanted with you and your company. In your idea session you should try and produce a thought that will restore his confidence in you.

Here is an important point to remember: When you develop a new idea your whole attitude will change. You will be recharged by feeling happy and proud. You can say to yourself:

"I figured this out all by myself." This will do more for your morale than a bonus.

Check List

Does your battery need recharging? Here is an exercise to determine if you are getting that needed power. If you can answer "yes" to at least seven questions you are probably well recharged.

- | | Yes | No |
|--------------------------------------------------------------------------|-----|----|
| 1. Do you believe the mind needs the same kind of care as the body? | — | — |
| 2. Do you have an interest outside your work? | — | — |
| 3. Does this interest or hobby revitalize you? | — | — |
| 4. Are you interested in learning new things? | — | — |
| 5. Do you make it a point to broaden your knowledge? | — | — |
| 6. Can you lift yourself out of a slump? | — | — |
| 7. Do you take a creative look at your customers' problems? | — | — |
| 8. Do you give your imagination a chance to work in producing new ideas? | — | — |
| 9. Do new ideas recharge you? | — | — |
| 10. Are you able to borrow or adapt ideas for your problems? | — | — |

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Milan
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NEXT MONTH

Beyond the Line of Duty

IPACK-IMA 1967

The fifth edition of IPACK-IMA, an international exhibition of packing and packaging machinery, mechanical handling equipment, and food processing industrial machinery, will be held October 4-10, 1967, on the Milan fairgrounds.

This exhibition has been organized by a special committee, whose members are the representatives of the trade associations of the various lines, under the sponsorship of the Comité Constructeurs Européens de Matériel Alimentaire and of the Istituto Italiano Imballaggio, with the technical assistance of the Milan Trade Fair.

Hours 9 to 6

Visitors will be admitted from 9 a.m. to 6 p.m. without a break, Sundays and holidays included, and during the exhibition a full program of meetings and congresses will take place. These events will be announced in a later issue of the Macaroni Journal.

Foreign visitors will be given free entrance upon presentation of passport, may enjoy the facilities of the reception office and the possibility of meetings with the members of the trade belonging to various countries. There also

will be press service for contacts with the Italian and foreign press.

Many Exhibitors

At a recent press conference, Mr. Saggin, President of the IPACK-IMA organizing committee, recalled that there were thirteen countries represented by the 460 exhibitors at the preceding show held the fall of 1965, and that of the some 50,000 visitors attending, about 28,000 came from foreign countries. Concerning plans for the 1967 show, President Saggin stressed the fact that IPACK-IMA had "strengthened its working ties with foreign governments and particularly so with the United States."

At the same meeting, Mr. M. Stahl, Director of the American Trade Center, speaking for his organization and also on behalf of Mr. Earl T. Crain, the American Consul General, announced that the 1967 show will receive the full cooperation and presence of the U. S. Department of Commerce, particularly in the Materials Handling area.

Milan is the home of the famous opera company, La Scala.

**Prince Ads Use
"New England" Theme**

Prince Macaroni Manufacturing Company of Lowell, Massachusetts will spend more than \$1,000,000 advertising its macaroni-noodle line based on a "New England" theme.

The campaign will cover twenty-four cities. It was launched January 29 with a series of four-color Sunday supplement ads, backed up by radio commercials.

Copy will read "Look what this nice New England family cooked up," "Invite this nice New England family to dinner," "Let this nice New England family put their elbows on your table." The products themselves are described as "Down East Spaghetti," "Ready in a Minute Man Sauce," and "Yankee Noodles Dandy."

Venet Is Agency

The new campaign was created by the Venet Advertising Company, headquartered in New York, with offices in Union, New Jersey and Boston. Agency president Zal Venet told Prince personnel: "I know that many marketing men will tell you that the appeal of spaghetti, macaroni and noodles is a limited ethnic one, but from my experience they have become thoroughly Americanized — and what is more American than New England?"

Prince decided it was worth a test campaign, and one was planned in late summer of 1966 in New Jersey. The results proved far more successful than anyone anticipated, and shortly after, Prince received further confirmation. A study financed by Prince and made by the Harvard Business School showed that although spaghetti had an Italian connotation to many people, noodles were generally thought of as "European," and elbows as "American."

Using Sunday Supplement

In working out the strategy for the 1967 campaign, the idea of scheduling four-color ads in Sunday supplements — rather than the usual Wednesdays and Thursdays — was utilized because the technique was successful with other Venet accounts and coupon returns from Sunday food advertising pulls much better. These have a prelude of radio commercials.

Meanwhile, a complete marketing campaign was organized to accompany the advertising. This included package design, mats for retailers, trade advertising, shelf talkers and other point-of-sale materials, and kits for salesmen that contained not only details on the entire campaign with sample ads and a



Musical comedy composer, Mary Rodgers, daughter of famous Richard Rodgers, is congratulated by Joseph P. Pellegrino (left), executive vice-president of Prince Macaroni Manufacturing Co., Lowell, Mass., for radio commercial she composed for the company. Zal Venet (right), president of Venet Advertising, Prince's agency, was present at the studio to supervise final recording session.

recording of the radio commercial, but also "Wednesday Is Prince Day" buttons and picture postcards of familiar New England scenes they could use to send to buyers.

Also in support of the advertising campaign, Prince's public relations agency, Samuel Kaplan Associates, New York, created for food editors a series of special stories, complete with recipes, based on the New England ads.

"Wednesday Is Prince Day"

In the radio commercial which centers around the "Wednesday Is Prince Day" theme, Venet Advertising scored another first when it signed up Mary Rodgers, daughter of Richard Rodgers, as composer. Miss Rodgers, a musical comedy composer in her own right — she did the score for "Once Upon a Mattress" as well as music for the current "Mad Show" — had said in a newspaper interview several years ago that she had always wanted to compose a radio commercial.

Arthur Cerf Mayer, Venet Advertising creative director, telephoned her at the time and said he would call back when the right opportunity arose.

"This Prince 'Hurray for Wednesday' commercial was just appropriate for her talent," he said. "She has that same capability her father has of inventing tunes that are eminently singable and enjoyable."

Among the cities where the 1967 Prince Macaroni advertising campaign is scheduled are Chicago, Philadelphia,

Baltimore, Washington, Scranton, Bridgeport, Hartford, New Bedford, Portland, Boston, Providence, Springfield, New Haven, Miami, New York, Newark, Rochester, Albany, and Detroit.

A total of twenty-six newspapers are involved, about half Parade supplements, half independent rotogravure. Some of the four-color ads feature a 7¢-off coupon. Insertions are scheduled at approximately two a month.



Mod Mostaccioli is worn by Miss Martha Pfeffer, secretary to Peter P. Viviano, president of Delmonico Foods, Louisville, Kentucky. At a recent meeting of the Executive Secretaries Club of Louisville Miss Pfeffer and about forty other devoted women modeled hats featuring their employer's products. Doesn't the rigatoni look regal?

THE MACARONI JOURNAL

Quality

NEVER DROPS OFF

DURAKOTA
#1 Semolina

PERFECTO
Durum Granular

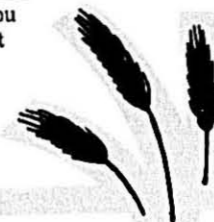
EXCELLO
Fancy Durum
Patent Flour

when you specify
North Dakota Mill and
Elevator Durum Products

Start with the world's best durum . . . give it the advantage of superior laboratory and testing facilities . . . mill it with up-to-the-minute skills and equipment. This is the way we've built our reputation for consistently high-quality durum products for leading macaroni manufacturers. And that's not all of the story. The world's best durum products deserve the best service. We make sure your order goes out — when you asked for it. Isn't it about time we got together?

North Dakota Mill and Elevator

"IN THE HEART OF THE DURUM BELT"
GRAND FORKS, NORTH DAKOTA PH. 372-4841



DURUM DIVISION

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Washington, D.C.

Clifford Pulvermacher
Department of Agriculture
Washington, D.C.

Impulsive, Aren't We?

Nearly seven out of ten supermarket purchases result from some decision made in the store—usually by women, who, either alone or with their children, account for about 70 per cent of grocery shoppers. Part of the reason for this impulsiveness may be that nearly two-thirds of shoppers carry no shopping list.

Impulse-purchase champions are family-pack chewing gum; macaroni, noodles and spaghetti-dinners; heat-and-serve items; and small individual cakes.

WAY BACK WHEN

40 Years Ago

• The first anniversary of the outlawing of coloring macaroni was met with lamentations that during the three-month grace period there was more artificially colored products on the market than before the ruling. This was due, the Editor observed, to a certain group of manufacturers who opposed the ruling and circulated the unauthorized and untrue report that the Government had no intention of enforcing its own ruling. But the Government did crack down, and the industry helped clean its own house by raising a fund for self-policing.

• Huzzahs were sounded as per capita consumption of macaroni products was reported at five pounds per year. There was also rejoicing that 91 per cent of this consumption was domestically produced.

• On February 24, 1927, the Department of Agriculture placed into immediate effect Definitions and Standards of Identity for Alimentary Pastes (much later referred to as Macaroni Products).

• Industry members then called for prompt adoption of Definitions and Standards of Identity for Semolina and Farina.

• "Why do we not have whole wheat macaroni?" Milo Hastings, Director of the Physical Culture Food Research Laboratory, replied that it had been tried out and fortunes sunk into the effort to induce people to eat it, but there was no repeat business.

30 Years Ago

• M. J. Donna noted: "To keep step with competing trades that daily supply essential foods to America's millions, the macaroni/noodle manufacturers must not only be individually capable, but collectively progressive through their trade association."

• Benjamin F. Jacobs, NMMA Washington representative, was holding meetings around the country for macaroni manufacturers to discuss the provisions of the newly-proposed Food Bill. Standards of quality, egg content in noodles, and fill of containers were matters under consideration.

• Drought had doomed the durum crop in 1936, and by early 1937 semolina had reached the almost record price of \$12 a barrel in some markets. There was a world shortage of durum at the time.

• Remember the days back when—the days of the open cracker box, the sugar barrel—days when food products passed from grocer to purchasers in bulk form? Those were the days when the grocers demanded that all their macaroni products be delivered in wooden boxes trimmed with blue paper because that was the prevailing package in Italy. But by 1937 corrugated paper accounted for more than half of the packaging for distributing macaroni products.

20 Years Ago

• Food prices were on the rise. Higher wheat costs had boosted bread to nearly 15 cents a loaf, of lighter weight than the heavier 10-cent loaf of not too many months prior. Hog prices in Chicago hit a top of 30 cents a pound, forecasting the prediction that housewives might soon pay nearly a dollar a pound for pork chops.

• C. L. Norris of the Creamette Company, chairman of the Durum Growers' Contact Committee, reported that he and Maurice Ryan of the Quality Macaroni Company had attended the Durum Show at Langdon, North Dakota, on February 27 and 28. A young man by the name of Tom Ridley (now Chairman of the North Dakota State Wheat Commission) won the Grand Durum Sweepstakes and received the Association's award.

• Food for Italy was carried in four ships under the auspices of relief organizations to alleviate the suffering during the food shortage that was especially acute in the winter months. Italy was buying much of its flour needs in the form of 80 per cent extraction semolina from the United States. They were alarmed at the price trend with the world wheat shortage.

• Association President C. W. Wolfe called for a conference in the Hotel New Yorker March 13 to discuss current problems, particularly the shortage of durum.

10 Years Ago

• A resolution endorsing one-for-one legislation which would encourage durum growers to plant one extra acre of durum for each one planted out of their regular wheat allotment was unanimously passed at the macaroni convention.

CLASSIFIED

ADVERTISING RATES

Display Advertising Rates on Application
Want Ads 75 Cents per line
Minimum \$2.00

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• A delegation of macaroni manufacturers went to Washington to see officials in the Department of Agriculture and to testify for the legislation before the House Agriculture Committee. "The importance of durum cannot be over-emphasized," said President Lloyd Skinner, "and the durum supply is in jeopardy unless this legislation is passed."

• Elihu "Robby" Robinson of Food Field Reporter provoked lively discussion on the topic "Why Does She Buy It?" at the Winter Workshop.

• Ted Sills reported on the activities of the National Macaroni Institute with a movie entitled "Macaroni News Reel." This film, along with "Stag Party" and "Use Your Noodle," was being distributed for television showings.

• Durum Wheat Institute Director Howard Lampman and Home Economist Ruth Behnke presented a film strip entitled "Tricks and Treats with Macaroni Foods."

• Bulk handling of flour was in the news and stories reported of installations at the C. F. Mueller plant in Jersey City and at Bravo Macaroni Company in Rochester, New York.

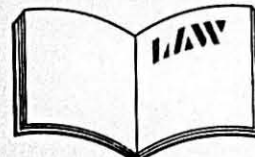
Macaroni Quiz



1. What famous movie star said, "Everything I've got I got from eating spaghetti"? (a) Gina Lollobrigida (b) Sophia Loren (c) Shirley Temple.



2. The Chinese enjoyed macaroni products in various forms as early as? (a) 5000 B.C. (b) 1500 A.D. (c) just after the egg roll.



3. According to law, egg noodles must contain—in addition to semolina, flour and water? (a) 10% egg solids (b) 5.5% egg solids (c) one meatball.



4. The Department of Agriculture reports a record world wheat crop for 1966. How many bushels will that be? (a) 940 thousand (b) 9.4 million (c) 9.4 billion.



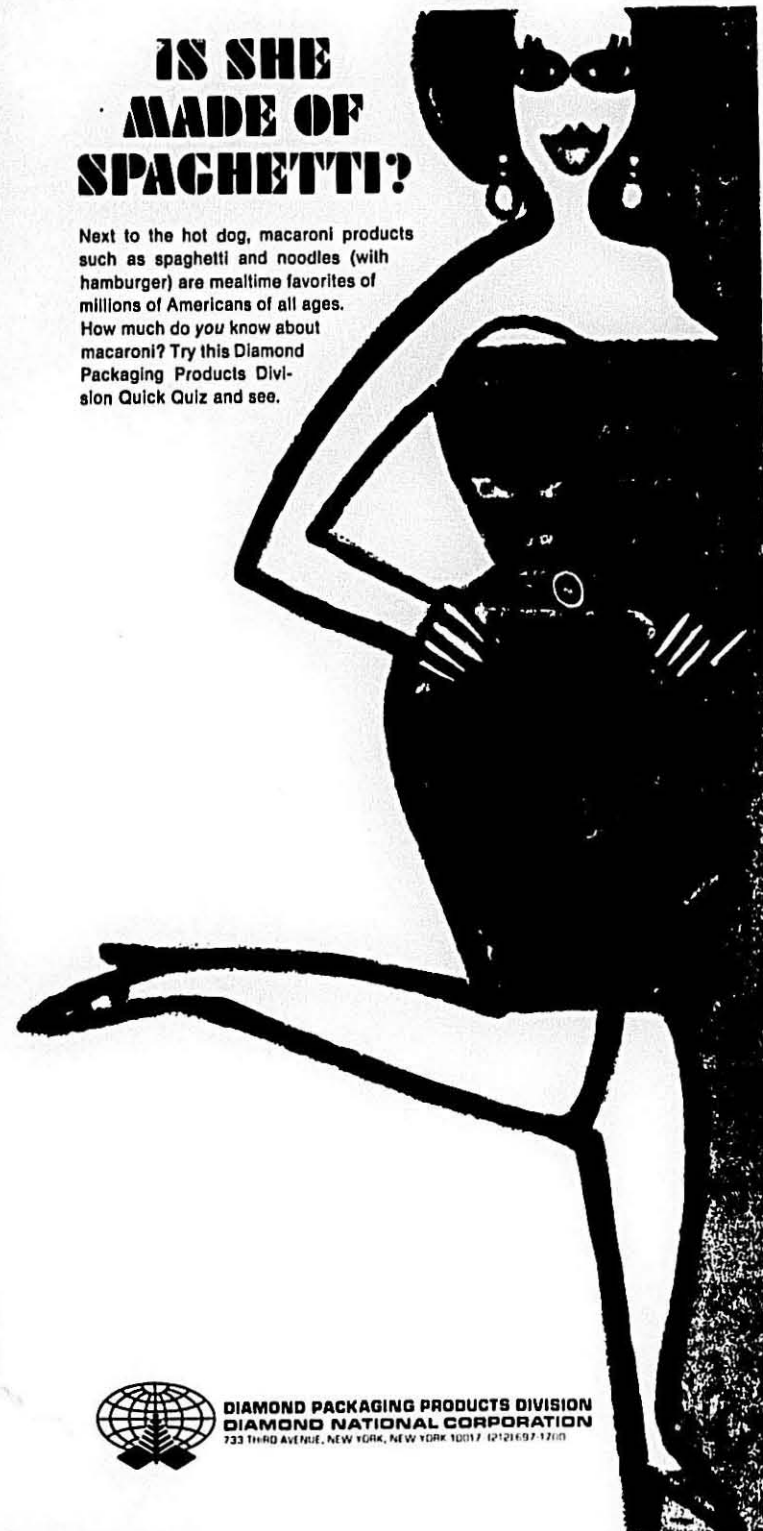
5. The Diamond Packaging Products Division provides top quality packaging to the Macaroni Industry by which printing method? (a) Offset Lithography (b) Letterpress (c) Gravure.

Answers to Quiz:

1: b; 2: a; 3: b; 4: c; 5: take your pick.

IS SHE MADE OF SPAGHETTI?

Next to the hot dog, macaroni products such as spaghetti and noodles (with hamburger) are mealtime favorites of millions of Americans of all ages. How much do you know about macaroni? Try this Diamond Packaging Products Division Quick Quiz and see.



DIAMOND PACKAGING PRODUCTS DIVISION
DIAMOND NATIONAL CORPORATION

733 THIRD AVENUE, NEW YORK, NEW YORK 10017 (212) 512-1100

may we say in closing...

- ◆ Como No. 1 Semolina
- ◆ Capital Durum Granular
- ◆ Bemo Durum First Clear
- ◆ Naples Durum Second Clear
- ◆ Fancy Durum Patent
- ◆ Ravenna Durum Patent
- ◆ Service

We stake our reputation for quality on every bag we ship. And we are very jealous of our reputation.



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