

**THE
MACARONI
JOURNAL**

**Volume 49
No. 11**

March, 1968

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



Official publication of the National Macaroni Manufacturers Association,
139 North Ashland Avenue, Palatine, Illinois. Address all correspond-
ence regarding advertising or editorial material to Robert M. Green,
Editor, P.O. Box 336, Palatine, Illinois 60067.



MARCH, 1968

Vol. 49 No. 11

In This Issue:

	Page
Put Color in Your Call	3
Communicating to Understand	6
The President's Report	8
National Macaroni Institute	12
Durum Wheat Institute	19
North Dakota State Wheat Commission Is Eight Years Old .	22
Milling News	28
Government Egg Reports	30
Voluntary Standards to Eliminate Undue Proliferation of Packaging	30
Convention Registrants	32
Activities in the Nation's Capitol ..	36
Index to Advertisers	40

Cover: Robert C. Sampson,
Seminar Moderator.

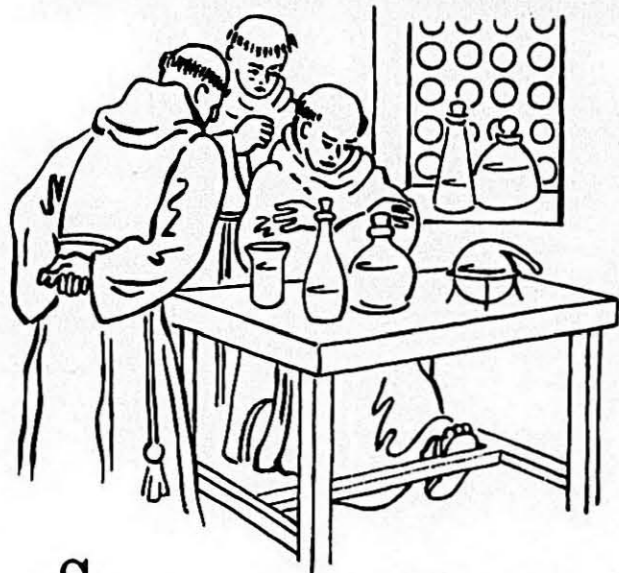
Subscription rates:
Domestic\$6.00 per per year
Foreign\$7.50 per year

The Macaroni Journal is registered with U.S.
Patent Office.

Published monthly by the National Macaroni
Manufacturers Association as its official pub-
lication since May 1919.

Second-class postage paid at Appleton, Wis.

PACKAGING PERSONALITIES



ABBÉ LAZARO SPALLANZANI

Eighteenth century Italian priest and biologist whose early experiments with microscopic organisms in 1765 disproved the theory of spontaneous generation of bacteria and led to boiling and sealing as preventive measures in the preserving of food-stuffs. It was a first step in the direction of food packaging.

SYSTEM The good Abbé followed a systematic program of research and experimentation. System has its important place within the Rossotti organization, too. Systematic research, development and production methods enable us to offer you a unique packaging service tailored especially to fit your individual requirements. The flexibility of this service now makes it economically possible for you to achieve space-and-money-saving inventory control, react immediately to marketing situations, conduct limited as well as extensive market tests, carry out special on-the-package promotions, and even set up a packaging machinery system of your own if you like. It's worth looking into. Why not do it today?

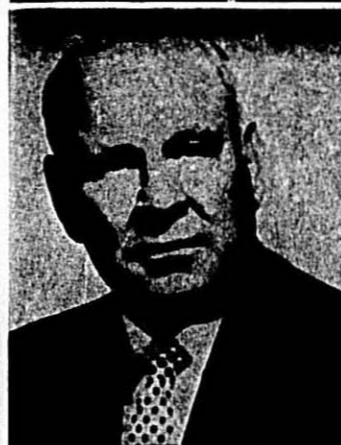
R

FOR BETTER MERCHANDISING THROUGH PACKAGING

ROSSOTTI LITHOGRAPH CORPORATION
Executive Offices: North Bergen, N. J. 07047

ROSSOTTI CALIFORNIA PACKAGING CORP.
San Leandro, California 94577

ROSSOTTI MIDWEST PACKAGING CORP.
Evanston, Illinois 60602



George N. Kahn

SMOOTH SELLING®

by George N. Kahn

PUT COLOR IN YOUR CALL

This is No. 39 of 48 sales training articles

That's true but you can vary your presentation. You can contribute new ideas that will help the customer with his advertising or merchandising. You can give him industry and trade news that will be of interest to him.

You can even alter your appearance by showing up with a new tie or suit. I know a salesman, Joe Fasher, who wears only Countess Mara ties because they excite so much attention among his customers.

Have you ever felt yourself getting into a slump? It happens to all of us. When this happens there are two routes open to you:

1. You can continue doing things in the same old way.

2. You can make some changes. The second choice may not always produce results but what have you got to lose? There is no hope in the first.

If a company's product flops on the market it is withdrawn and improved or changed. Engineers and production experts study it and try to figure out what went wrong.

Why shouldn't a salesman change his technique if it isn't pulling in orders?

Say It Differently

One of the simplest ways to vary your approach is to find a new way to say the same thing. There is nothing deceptive about this; it's just good sales practice. And there's an extra dividend in that it will keep you from becoming bored with yourself.

The management of a New York sightseeing bus line decided to check up on their drivers. Company men, posing as tourists, rode the busses to hear the drivers' spiel to the passengers.

After one of the inspectors had taken two trips with one driver he went up to the man and introduced himself.

"There's one thing I'm wondering about," he told the driver. "Each time you gave a different presentation even though you had a different group of tourists."

"Well," the driver responded, "I could give the same speech all year and no one would know the difference—

except me. I keep my interest in this job by experimenting with different talks. I get a kick out of trying to see the changes I can make in my style and delivery."

New Angles

Salesmen, that's your cue. You'll add more zest to your living and more money to your bank account by working on new angles for your presentations.

How dull and uninspiring it is to say to a customer:

"Our line is essentially the same as it was last year."

That's enough to kill whatever fondness or loyalty he had for you. Dress up your sales talk! Give it a new coat of paint. Find something that hasn't been said before and make that your opener.

Even if there's nothing really new, juggle the old until it sounds different. Art Locke, a meat salesman, can transform a piece of beef into a rhapsody and it's the same beef that customers have been getting for years.

Even the man who sells me gasoline tries to perk me up each time with a joke, bit of news or a comment on politics.

My office is in the Empire State Building, the tallest structure in the world. It was built more than 30 years ago yet writers and photographers still find it a fertile source of stories and pictures. Perhaps tomorrow some writer will find yet another untapped facet of that remarkable building.

The point is that if you keep looking for new ways of expression and approach, you'll find them.

Helping the Process

I know a man who speaks and writes six languages fluently yet he never finished high school. He is almost entirely self taught.

Another acquaintance became a top commercial illustrator without having had an art lesson.

Both these men had the drive and initiative to better themselves, to become richer in knowledge and skill.

(Continued on page 4)

POLITICAL party bosses are shrewd judges of what attracts voters. They pick candidates for their warmth and appeal to the people. They know that a colorless, lackluster individual is not likely to capture many ballots.

Occasionally something comes along to upset the applecart but mostly it is the candidate with personal appeal who wins elections.

There is an application here for salesmen. The more personality and color you bring to your work the higher your earnings will go. Make a real effort to spruce up your style if you want to get the prospect's vote.

In our mass production society your merchandise is competing with hundreds of other products that look and perform the same. Even prices are standard.

So the determining factor could very well be YOU. The impression you make together with your company's reputation is the factor that often insures an order.

Be Different Each Time

Salesmen are prone to be satisfied with their method, particularly if it got them an order. The idea of adding new sparkle or color to their approach does not occur to them.

They don't realize that the next time they call the buyer might not think they are as interesting. In fact, he may be bored to the point of saving his business for a competitor.

A salesman courts trouble by coming around with the same old story told in the same old manner. In becoming stale he loses orders that go to men who virtually sell themselves.

Your reply to this may be: "Well, what can I do? I can't change my face, the way I talk or my product."

Put Color in Your Call—

(Continued from page 3)

The salesman, too, must go beyond the somewhat narrow boundaries of his job to acquire qualities that will make him attractive to prospects and customers.

He can, for example, become highly versed in international diplomacy simply by reading. This would make him a man a customer would want to listen to. Or he could make himself an expert in finance and the stock market. This takes time but it's not impossible. And customers would welcome that kind of knowledge.

The world is full of possibilities for increasing one's knowledge.

The success of some top salesmen in this country rests almost solely on their ability to fascinate buyers by their erudition.

There are others who command orders because of their knack of making a customer feel good. These salesmen brighten a person's day just by being around.

In each case the salesman helped his cause by taking pains to give himself that extra polish.

Don't sell yourself short by giving a buyer a dry recital of facts he could read in a brochure. Turn your call into an experience for him. Make him remember you. Interesting people are welcome people.

I know a doctor who was such a compelling raconteur that his friends gladly gave up important engagements just to hear him talk. One night my wife and I were preparing to go to a hit play to which we had been looking forward for weeks. The phone rang and a friend said he was having the doctor and a few others to his home that night and we were invited. Without a moment's hesitation we gave up the theater to listen to that physician talk. He was great.

Plan for the day when a customer will anxiously look at his watch, waiting for you to show up.

Give Instead of Get

No salesman can be interesting to a buyer unless he adopts a philosophy that it is better to give than get. After all, that is the whole point of selling. But you must be prepared to give that prospect something before he gives you his business. You cannot become a big producer if you continually put yourself before the customer. Successful salesmen don't operate that way.

Before you start your calls in the morning you should consider each cus-

tomers and prospect individually and say to yourself:

"What can I do for this man today?" If you make this a regular practice you will find that he will be doing more for you.

Bill Carter, a bank equipment salesman, keeps a special list of his customers and their special needs. From time to time he jots down ideas for helping them. Before each call he usually has one or two things in mind that he can do for the buyer.

Said Bill: "I look forward to telling a customer that I have thought about his problem or situation and that I've come up with something that might help him. And they really appreciate it."

Their appreciation has made Bill one of the highest earners in his field.

Only the weak salesman will flourish on an order pad and expect to be served without making a contribution of his own.

Be A Good Listener

Jim Moffett, a machine tool salesman, once walked out of a customer's office with a \$70,000 order because he was a good listener.

"Some buyers want to talk rather than listen to me," Jim explained. "In some cases it's a plain matter of ego. For others it's a form of therapy; they want to unload their troubles on someone and I have a big shoulder. In that \$70,000 sale, the purchasing agent wanted to tell me about his victory in a dispute with company engineers over the ordering of certain parts. My outfit wasn't involved but I listened anyway. When he had finished his account he said quite casually that he was going to give me that big order."

"I had been working on the man for some time and I'm sure my previous presentation remained in his mind. But I also know that my being a good listener had disposed him favorably toward me."

Carry Good Tidings

You will not make yourself interesting or informative by stepping on your competitor every time you see a customer. That isn't the kind of information he wants to hear.

If you carry news, carry good news, something that will give him a lift for the day. If someone is going to hang crepe, let the buyer hang it. A salesman should radiate strength and confidence.

And if you have had a bad day don't inflict it on the prospect or customer. He is not there to share your burdens. He has plenty of his own. At night you can go home and pour out your woes to

your wife but keep them out of sight while you are working. The old adage that a smile will go a long way is true. Selling can sometimes be frustrating but don't forget that you have good days, too. Don't let one miserable one possibly ruin your chances of snaring a big order from the last prospect you call on.

Once, after being turned down cold by eighteen prospects all day, I got a whopper of an order from the nineteenth, an elderly gentleman who told me:

"Young man, you're the first person to walk into my office all day with a smile on his face. You must have had a good day and I'm going to make it a better one for you."

Be pleasant, courteous and cheerful with receptionists and secretaries as well. You never know when they will be helpful to you. A receptionist once went to bat for me with a tough buyer, who had refused to see all the other salesmen who had appeared that day.

Well, do you think you have the idea of putting color and excitement into your presentation? Do you see the necessity of making yourself interesting? Here's a measuring device to tell you how you are doing at this point of your career. If you can answer "yes" to at least seven questions, you are indeed sparkling:

- | | Yes | No |
|---|-----|----|
| 1. Do you try to make yourself interesting to the buyer? | — | — |
| 2. Do you feel it is as important to give as to get? | — | — |
| 3. Do you try to put something different into each call? | — | — |
| 4. Do you try and educate yourself to be interesting to buyers? | — | — |
| 5. Are you a good listener? | — | — |
| 6. Do you make it a point to listen when a buyer obviously wants to talk? | — | — |
| 7. Do you work at changing around a presentation so it sounds new? | — | — |
| 8. Do you keep your problems from the buyer? | — | — |
| 9. Do buyers remember you when you call the second time? | — | — |
| 10. Are you asked back by buyers? | — | — |

(Copyright 1964—George N. Kahn)

**NEXT MONTH:
Keep Off the Black List**

THE MACARONI JOURNAL

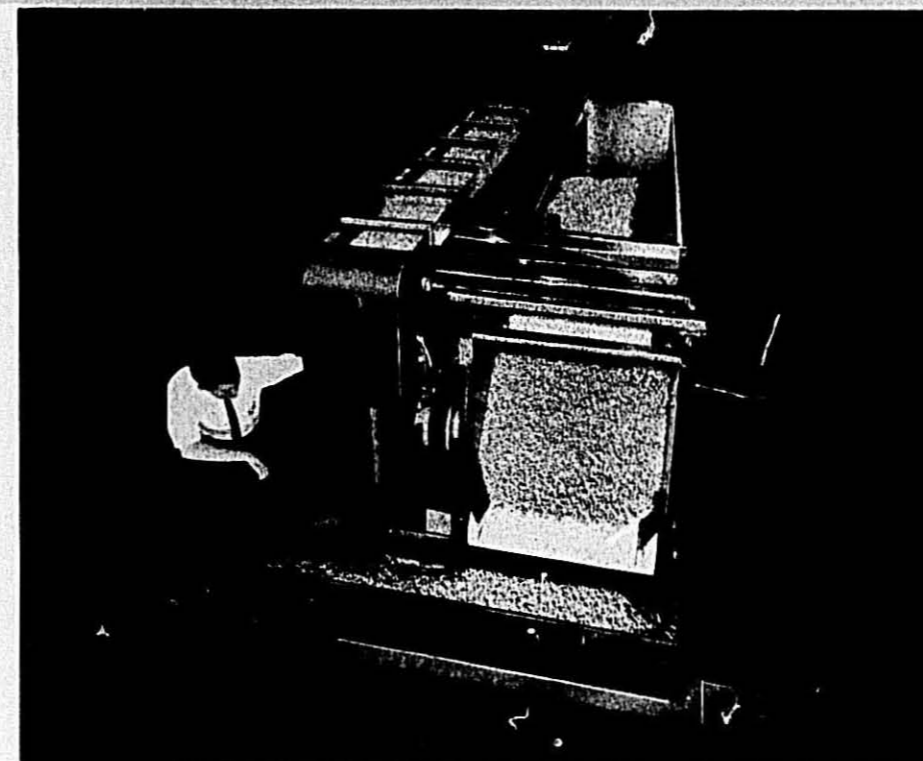
the gap

—an unautomated interval between processing and packaging. A gap now cluttered with tote boxes, cans, racks, drums and handtrucks, creating unnecessary rehandling and confused scheduling. A gap with inherent inefficiency, costly breakage and degraded products.

Now you can eliminate expensive unneeded labor and recover valuable floor space with the:

ASEECO accumaveyor

The Accumaveyor is a Fully Automatic Surge Storage Unit for fragile, non-free flowing items. Product from processing is Accumulated into an electrically programmed moving storage that automatically compensates for surges and distributes to single or multiples of packaging lines "on demand."



Aseeco offers, without obligation, engineering services to aid in design and layout of conveying and storage systems, as well as installation service.

ASEECO CORP.

Automated Systems & Equipment Engineering

Find out what the Accumaveyor can do for you. Write or call for your nearest representative.

1830 W. OLYMPIC BOULEVARD
LOS ANGELES, CALIF. 90006
TELEPHONE (213) 385-9091

COMMUNICATING TO UNDERSTAND

COMMUNICATING to Understand" was the theme of the Winter Meeting of the National Macaroni Manufacturers Association at Hollywood, Florida, January 22-23-24.

Our record attendance for the Winter Meeting heard reports from committees on the opening day's Industry Business Session. Details appear on reports on following pages.

Legislative developments were discussed by Harold T. Halfpenny, general counsel, and one of the highlights of the first session was a presentation by Eric Vadelund of the National Bureau of Standards, urging the development of voluntary programs by the industry in complying with the new Packaging and Labeling regulations.

Round Tables

On Tuesday and Wednesday, management seminars on "Communicating to Understand" were moderated by Robert C. Sampson, Chicago behavioral sciences counselor.

In setting the stage for round-table discussions of Communications within Management, with Employees, and with the Trade, Mr. Sampson sought definitions of the meaning of communications. Among the comments were the following: "Convey ideas and thoughts to one another"; "putting a clear picture in another man's mind"; "ability to listen"; "understanding other people's positions and/or ideas"; "asking the right questions for information"; "focusing attention on matters of mutual interest."

A checklist on barriers to communication was developed. Among the suggestions: poor atmosphere—place not right, time not right; the problem of semantics; the inclination to assumptions; stubbornness, prejudice, resentment, lack of interest. Other barriers included inarticulation, inability to listen, failure to be precise, lack of background, fear of error.

Mr. Sampson noted that the win-lose complex, so important to achievers, was also an impediment, just as the Puritan ethics so impossible to live up to creates anxieties from feelings of guilt.

Good Communications

He enumerated a series of steps for good communications:

- (1) A person has to be normal and competent in his field.
- (2) There must be compatibility—this was denied in business until World War II.
- (3) You must be open with other people with feelings of trust and understanding to communicate well.



Robert C. Sampson

Discussion Leaders

Round-table discussion leaders included Denby Allen, Melvin Golbert, Joseph P. Pellegrino, and Joseph Viviano for communications with the trade; Paul Vermeylen and Alvin Karlin for communications with employees; Vincent F. La Rosa, C. Fred Mueller and Walter Villaume for communications within management.

After the discussions around the tables on Tuesday, the discussion leaders presented ideas for audience discussion on Wednesday. In the area of trade communications there was a centering of problems around price, service, and quality. It was observed by Mel Golbert that salesmen must sell the company image as well as the quality and service of the product to give the buyer an accurate image of value. To do this, Denby Allen noted that the representative must have full product knowledge. He must also understand the grocer's problems in order to have the grocer understand him.

Joseph Viviano commented that price was only one aspect of selling total value and was not a problem with popular products. The observation was made that quality relates to the specific use—it means movement for the grocer; it may mean taste and texture for the consumer.

To overcome lack of communication to the trade, there were suggestions for attractive company mailings, proofs of consumer advertising, trade magazine advertising.

Employee Communications

In the discussion on communications with employees, the management-union-employee triangle was discussed. It was concluded that management should not lean on the union but should

have a good working relationship with shop stewards and personnel.

Paul Vermeylen reported on the problem of a language custom barrier, where bilingual foremen are necessary to carry out communications from management to workers. These foremen must be carefully instructed in tolerance and understanding.

The problem of diminishing pride in workmanship was discussed. It was noted that foremen and employees must understand management's standards of quality and that management frequently fails to pass on customer compliments when satisfaction is reported.

In disciplinary matters, reprimands should be made in private, but compliments should be made in public, preferably by the immediate superior.

To develop loyalty to the company, working conditions should be such as to achieve a congenial atmosphere. This is better displayed by deed than by conversation. An example of creating a good company identification was having a clean plant with good housekeeping and orderly working areas. A sense of belonging must be developed as loyalty is earned. "Teamwork" and "identifying with a company" were suggested as better terms than "loyalty."

Within Management

In the discussion of communications within management, the area of restricted interest was considered. Departmental managers, quality control personnel, and section foremen must be given a broader view of company problems and spheres of interest. The development of economic understanding is vital. One way to do this is to take your people on a plant tour on your time.

The reluctance of people to take on responsibility comes about because of their fear of reprimand. They must have sufficient capabilities and authorities to handle responsibility given to them. Employee evaluation of himself and of his job periodically is recommended.

Coordinating communications is a highly necessary function in a large organization where divisions of labor may be created in sales, office management, credit department, legal department, and traffic. Management must exercise control in bringing communications together between the departments.

In the wrap-up by Mr. Sampson, he observed that the problems of com-

Round Table Discussion Leaders (left to right, top to bottom): Joseph P. Viviano, Denby Allen, Melvin Golbert, Vincent F. La Rosa, Joseph P. Pellegrino, Paul Vermeylen, C. Fred Mueller, Walter Villaume.



Communicating to Understand—

(Continued from page 6)

munications are the same as those in how to manage. They center chiefly around decision-making, and there is no substitute for face-to-face communication. This is being lost as the old community disappears and work relationships change. People in superior positions are suspect, because they tend to be impersonal about the people below them. The achiever creates problems for himself and must develop cooperation and understanding in others. Bureaucracy also develops mediocrity where the individual becomes a number and poor performance is accepted.

The more you know a person, the more critical you become of him, and there will always be differences and conflicts between individuals. But people want to work, and competence and compatibility are essential needs. If these are recognized and there is openness and trust, there will be good communications.

Outstanding Socials

Noteworthy at all conventions of the National Macaroni Manufacturers Association is the presence of the ladies, and the great majority of the men at the Winter Meeting were accompanied by their wives.

The first social event was the "Ice Breakers Party and Reception" held on the patio of Diplomat West. Weather was delightful and good cheer and appetizing hors d'oeuvres added to the gay party.

The new Regency Room was the site of both the Italian Dinner on Tuesday and the Dinner Dance held Wednesday evening.

Following the reception and cocktail party, antipasto was served at tables family-style for the Italian Dinner. Then hot pasta dishes such as spaghetti with sauce and manicotti alla Diplomat were served with stuffed eggplant Parmigiana buffet style. Rossotti Litho provided an accordionist.

Menu for the Dinner Dance featured Roast of Beef served with Fettuccini Alfredo. Biscuit Tortoni was the dessert. Music was provided by Van Smith's Orchestra.

Thanks to Hosts

President Robert I. Cowen expressed the thanks of the Association to the hosts of the Suppliers' Socials. They were:

Amber Milling Division, G.T.A.
Ambrette Machinery Corporation
Archer-Daniels-Midland Durum Dept.
Balas Egg Products Company
V. As. Benincasa Company

Braibanti-Lehara Corporation
The Buhler Corporation
Burd & Fletcher Company
Clermont Machine Company
DeFrancisci Machine Corporation
Diamond National Corporation
DuPont Film Department
Faust Packaging Corporation
Henningens Foods, Inc.
Hoskins Company
International Milling Co.
D. Maldari & Sons, Inc.
North Dakota Mill & Elevator
Wm. H. Oldach, Inc.
Paramount Packaging Corp.
Peavey Company Flour Mills
Rossotti Lithograph Corporation
Schneider Brothers, Inc.
Triangle Package Machinery Co.
Vitamins, Inc.
Milton G. Waldbaum Co.



Robert I. Cowen, Sr.

The President's Report

by Robert I. Cowen, Sr. at the N.M.M.A. Winter Meeting

Counsel to Officers

NINETEEN sixty-seven was a good year. Production was up some two per cent over 1966 to make estimated output some 1,403,520,000 pounds.

It was a busy year for the National Macaroni Manufacturers Association and the National Macaroni Institute.

You will recall that a year ago when we met here, we heard reports on publicity placements stemming from the Food Editors' Conference, National Macaroni Week, and the Personal Appearance Tour of Shelagh Hackett.

At last year's Winter Meeting, Dr. Kenneth Gilles and Len Sibbitt of the North Dakota State University reported on the new variety of durum wheat called Leeds.

Clifford Pulvermacher of the Department of Agriculture and Paul Johnson, Chief of the Operations Branch for the Agency for International Development in the State Department, discussed the special foods developed for the Food for Peace program.

Among the other speakers, Ed Toner, president of the C. F. Mueller Company, gave that organization's sales philosophy.

Plant Operations Seminar

We discussed the feasibility of holding a Plant Operations Seminar, and this was held in Chicago on April 12 and 13. Some 75 representatives were in attendance, and the idea was successful enough to lead to plans for a seminar on wheat in Minneapolis this coming April, a seminar on eggs in Chicago next year, a seminar on packaging to coincide with the Packaging Machinery exhibit in following years, and so on.

Our general counsel, Harold Halfpenny, prepared many bulletins of interest to the membership for distribution during the year and kept us advised of the Fair Packaging Law that went into effect in July of 1967. He spoke on this matter at the Colorado convention, which was a record breaker for attendance and led to the decision to return to The Broadmoor in 1971. Your Board of Directors work hard on industry matters at these national meetings.

Officers elected at the Colorado Springs Convention included myself as president, Peter J. Viviano, first vice-president, Vincent F. La Rosa, second vice-president, and Vincent DeDomenico, third vice-president.

A.D.A. Campaign

The American Dairy Association campaign was discussed at convention, along with promotional ideas heard from the American L.A.B. Council, plus ideas on opportunities in the School Lunch Program and the institutional field.

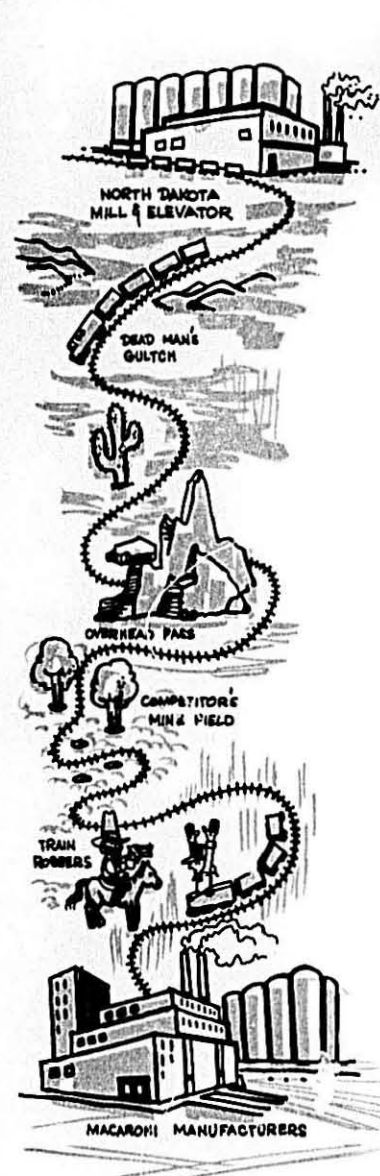
George Gobel was the focal point of the American Dairy Association advertising in the September issue of Family Circle and in point-of-sale material, billboards, and spot announcements on radio and television. The Parade of Vitality Foods included macaroni products as well as dairy foods.

Concern for Durum

There was concern about the durum crop because of the lateness of planting and a long, hot summer, but perfect

(Continued on page 12)

THE MACARONI JOURNAL



START
HERE

At enormous
expenditures of time and
money, we bring you...

The World's Finest Durum Products

A few folks think North Dakota is somewhere south of Alaska with plenty of Indians (fairly peaceable) and very little indoor plumbing.

Truth is, North Dakota's in the heart of the world's finest durum-growing country. And wheat is our number one product. This is what we grow best — and mill best.

Everyone has to be proud of something. We're proud that so many outstanding macaroni manufacturers select North Dakota durum products (from our Mill) for the best possible uniform color, quality, flavor and service.

The best way to avoid an ambush is call us with your order. We'll see that your shipment gets to you — exactly when you asked for it.

DURAKOTA NO. 1 SEMOLINA PERFECTO DURUM GRANULAR

EXCELLO FANCY DURUM PATENT FLOUR

North Dakota Mill and Elevator

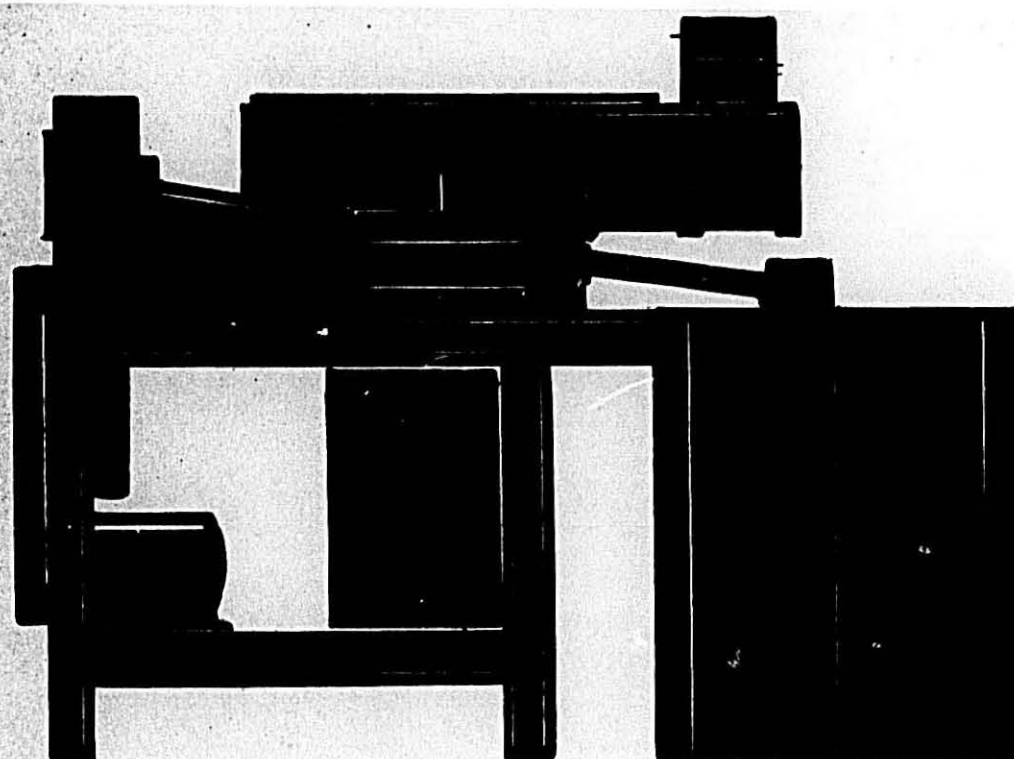
"IN THE HEART OF THE DURUM BELT"
GRAND FORGE, NORTH DAKOTA PH. 728-0241



DURUM DIVISION

1968
2500 LBS.
PER HOUR

DEMACO
2 SCREW LONG GOODS
CONTINUOUS
LINE



The Big Machine Intended For Big Production.

The DEMACO Long Goods Continuous Line that Provides the Biggest Production with Greater Engineering Design than Ever Before.

The Simple Machine with the Famous DEMACO "Trade Approved" Single Mixer Feeding Two (2) Feed Screws.

See the Press and Continuous Dryer with the Big Difference that **Pays Off in Years of Profitable Reliable Service.**

Call or write for details.

DE FRANCISCI MACHINE CORPORATION

46-45 Metropolitan Ave., Brooklyn, N.Y. 11237, U.S.A. • Cable: DEMACOMAC • Phone: 212-386-9880
Western Rep.: HOSKINS CO. P.O. Box 112, Libertyville, Illinois, U.S.A. • Phone: 312-362-1031

The President's Report— (Continued from page 8)

harvest weather brought in a good crop of excellent quality. The Macaroni Journal pictured a team of experts examining the crop on the cover of the November issue.

At the Durum Show held at Langdon, North Dakota, the Association presented a Sweepstakes Award to the best entry and sent a delegation of representatives to meet with the growers.

Our Secretary appeared at the Wheat Utilization Research Conference in Fargo to report on "The Potential for Growth in the Durum Industry."

We continue to support research activities at the Cereal Technology Department of the North Dakota State University. The head of the department, Dr. Kenneth A. Gilles, is here with us.

Technical Liaison

Our Director of Research, James J. Winston, maintained contact with Governmental officials in the Department of Agriculture, the Federal Food & Drug Administration, the Quartermaster Corps, and the like, for technical liaison. He issued periodic bulletins ranging from hygroscopic weight loss in macaroni products to analytical data on flours and egg solids.

Product Publicity

Our product publicity during the year was excellent, and you will hear a more complete report following this presentation.

Fall promotions were several in number: first came the American Dairy Association campaign on the Parade of Vitality Foods.

In September, a New York Press Party was held for magazine editors and columnists in the Metropolitan New York area at the Rifle Club (Tiro A Segno) Steward Antonio Manfredi did an excellent job with our macaroni products, and the panelists performed competently as they had done the year before at the Newspaper Editors' Food Conference in Boston.

A meeting of New York manufacturers and suppliers was held the following day, when we heard Frank Dierson, general counsel of the Grocery Manufacturers of America, discuss the Packaging Law.

After reports on product promotion from representatives of Sills, John Huston of the Beef Industry Council told of their Budget Taste Treats campaign which includes Spaghetti and Meat Balls and Round Steak and Noodles in their current efforts.

Advertising of recipe ideas and menu suggestions to home economists has

been most successful, and more than 175,000 copies of "Mini-Meals With Macaroni" have gone out. We continue to distribute educational materials and recipes, menus, nutritional information, background pieces, and the like, to editors, home economists, students, service clubs, and housewives.

Our efforts through the mass media have been eminently successful, and details are forthcoming in Al Ravarino's report.

Seminars

Now we are about to have a two-day seminar on Communications, which should sharpen our managerial abilities.

Coming up in April there will be a Plant Operations Seminar on wheat, held in Minneapolis, and 1968 should see a continuance of our progress through a hard-hitting Association and Institute program.

Thank you.

National Macaroni Institute Report

THE National Macaroni Institute as most of you know is the educational and informational arm of the National Macaroni Manufacturers Association.

It is my job as chairman of the Institute committee to give you a report on our activities. From what I have seen close up, the NMI program has done an outstanding job of educating and informing the consumer about macaroni products. I think you all will agree with me at the conclusion of this round-up report of the 1967 public relations campaign.

Listen for a few moments to these comments about spaghetti, macaroni and egg noodles:

"Serve Macaroni Products, Enriched Energy Foods"

"Egg Noodle and Meat Loaf Economical Dish"

"Popularity of Spaghetti Stretches Year-Round"

"Macaroni Salads Are Nifty Summer Dishes"

"Wonderful Good Are These Noodles"

"Tasty Macaroni Salads Will Win You New Laurels"

"It's a Spaghetti Special to Spice Up Your Supper Party"

"Spaghetti For the Calorie-Conscious"

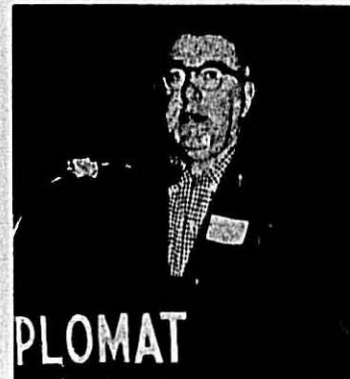
"Spaghetti, Macaroni Provide Delicious Nutritious Fall Meals"

"Eat Spaghetti and Stay on Your Diet"

"Noodle Recipes Universal Treats"

"Macaroni Chicken Salad Is Ideal For Busy Day"

"Simple and Appetizing Is this Macaroni Dish"



Chairman Albert Ravarino

"Noodle Meals Offer Tempting Variety and Economy"

"Inexpensive Macaroni Casserole Fine For Halloween Party Crowd"

"Spaghetti, Macaroni Low Calorie Foods"

"Macaroni and Cheese Dishes Are Very Low in Calories: Ideal For People on Diets"

"Egg Noodles Versatile Dish, Often Delight to Epicures"

"Believe It or Not—Spaghetti Can Be Food For Dieters"

"Macaroni Versatility Plus Ease"

"Toss Up a Delicious Refreshing Salad and Call It Macaroni"

"Macaroni Boasts Gourmet Qualities"

"Noodle Stuffed Eggplant Economical and Tempting"

"Noodle Cheese Ring Fine Seasonal Dish"

What Are These Statements?

Are these comments from a convention of macaroni makers engaged in a "love-in" over macaroni products?

It this a tape recording of a group of macaroni manufacturers' wives in a glorified coffee klatsch, chattering over papa's pasta products?

Is this a brain-storming session in a macaroni plant advertising manager's office, or at an ad agency going over a group of themes that will sell macaroni?

No, it is none of these. The comments I have recited, all 24 of them, are taken directly from newspaper headlines topping stories on macaroni products.

These are the statements of food editors of newspapers all over the United States. Solicited statements, to be sure, since they are sparked and nurtured by our Institute public relations program, but as far as the consumer is concerned, these are the opinions of the editors themselves, the so-called third party who really has no personal axe to grind but is merely a communications instrument that informs the homemaker on how she can better serve her family at the dining table.

How Important?

How important is this food editor as a communicator? Just check the special pre-weekend sections of many of the metropolitan newspapers to see the space devoted to stories, recipes and photos by these publications to lure Mrs. Shopper into the big chain stores. One Midwest newspaper, the Chicago Tribune, reports 1,500 phone calls per month just on its food items.

To give you another idea of how closely readers follow these pages, the editors of these sections will occasionally—thank God, it's only occasionally—let a typographical error slip through, or will accidentally omit a step or ingredient in a recipe. The readers' comments and objections to the mistake will come in by the bushel.

Looking Back

Now, let's look back a little and put the cold light of history on our efforts as an industry to excite and stimulate public interest in our products.

The National Macaroni Institute has been engaged in a program of public education and information since 1949. This is our 20th year, and our public relations activity is a familiar one to me and to many of us here today. So familiar, in fact, that I think we may tend to take it for granted now and then. We have to remind ourselves that this is a needed selling tool—a campaign of activity that is constantly hammering away at the consumer to make him more macaroni conscious, and when that consciousness is awakened, to then further nudge the consumer into buying more macaroni products more often.

I like to think of our National Macaroni Institute program as the Green Bay Packers' line which does the terrific day-in, day-out job of paving the way for the flashier brand macaroni items.

The public relations activities open the holes and do the downfield blocking. Then it is up to us to take advantage of these created opportunities with our follow-up of brand advertising, merchandising and promotional activities to score our own sales touchdowns.

Virtues of Macaroni

The publicity themes we are hitting, which are illustrated so graphically in the headlines I cited above, spotlight the virtues of macaroni products. We all will agree that these virtues are numerous. Macaroni products are convenient and easy to prepare, macaroni products are economical, macaroni products are versatile, macaroni products are nutritious, delicious, and can be made into low calorie meals.

Our public relations program says these things over and over again in many ways and in many outlets.

1967 Good Year

The year we have just wrapped up has been a good one for us . . . in 1967, our first full year of the expanded program, the full color appearances of macaroni products in newspapers jumped from 39 in 1966 to 60.

In the area of magazines, which covers national publications as well as ethnic and farm periodicals, we saw a 37 per cent increase over 1966, by logging 168 magazine appearances in 1967, with a total circulation of 512,919,840.

A total of 101 syndicated food column placements was chalked up in 1967.

In addition, 180 Negro newspapers, 600 labor publications and 1,500 small town dailies and weeklies were serviced with macaroni product publicity.

Under the heading of special projects, our impact was dramatic and powerful. In the latter part of 1966, we reinstated the Macaroni of the Month Club, and it carried through 1967. As you may remember, we put together a kit including a macaroni product and two related items supplied by other food people and dispatched it to food editors with a kit of stories, recipes and photos. We have three more such mailings planned for this year, with exclusive material in each.

1967 saw the conclusion of our personal appearance tours on behalf of macaroni. A total of 13 cities was covered by the Sills home economics travel team, which appeared on a total of 27 radio and TV shows across the country. Thirteen of the appearances were on radio shows, 14 on TV, for a total time of 309½ minutes of legends, history, recipe preparations, cooking tips, and other facts and figures about macaroni products which were beamed to millions of consumers on the radio and video waves.

One of these shows was taped for release this Spring, when it will be syndicated to 500 radio stations from coast to coast.

Accent on Youth

Along with our accent on youth and the teenager in the regular public rela-

tions program, we again fired a salvo of information at the teens through *Forecast for Home Economists*, a magazine distributed to roughly 60,000 home economists. The majority of this circulation is centered on home economics teachers in the schools.

Last October we developed a full page ad for this magazine on the theme of "Macaroni—A Food for Mods." Accompanying the ad was a coupon whereby a teacher could order "Mini-Meals with Macaroni" booklets for classroom distribution to her students. So far, a total of 175,000 has been sent out by the NMI office in response to this promotion. This has been our greatest response to date and is a good example of the cumulative effect of a particular program. We have been promoting macaroni products in this manner for several years and I fully believe this growing response to our activities makes it mandatory for us to continue with another theme, another home economics ad and another booklet this coming Fall.

Rifle Club

Also this Fall, a pasta panel appeared at a special press luncheon at the Tiro A Segno in New York City. Fifty of the top magazine editors and writers, newspaper syndicated columnists and radio-TV people who did not attend the Pasta Panel at the 1966 Food Editors Conference were on hand for a spaghetti luncheon, and to quiz the panel about macaroni products. Each editor received a kit of releases. We have already had some concrete results from this party, and we'll be receiving benefits for months to come. House Beautiful, for instance, has a feature in this month's issue which is an outgrowth of the Tiro A Segno affair.

In just a very few minutes, we'll see a number of slides which will illustrate more specifically the Tiro A Segno event, as well as some of the highlights of our public relations results since our last national meeting at the Broadmoor in June.

Program Is Growing

Our public relations program is growing, the population is increasing, overall per capita consumption of food is on the increase, and the value of our total domestic consumption of macaroni products continues to rise, according to Food Topics' annual consumer study. This same publication reports that in the past two decades total grocery store expenditures have increased more than 2½ times.

In this same period, total macaroni poundage consumed has increased 68 per cent, and per capita consumption has climbed 24 per cent.

(Continued on page 16)

PEAVEY COUNTRY



Source of America's finest durum wheat

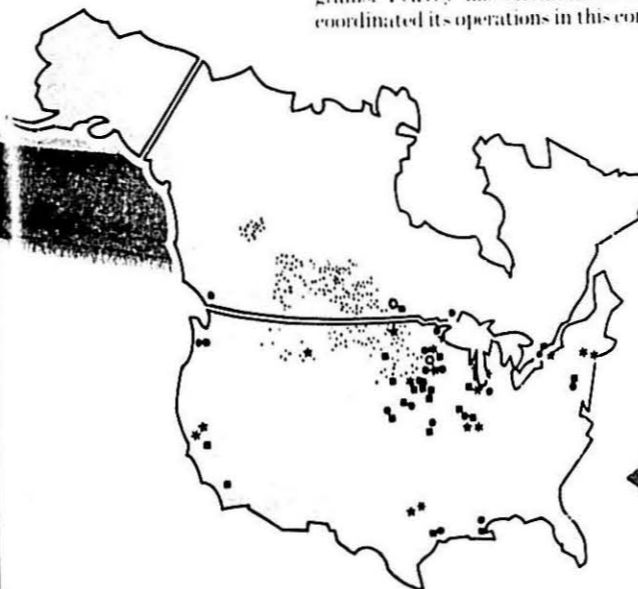
There is good reason for Peavey to be a major factor in the milling and distribution of durum products. The durum wheat fields of North Dakota — where the bulk of America's durum crop is grown — form the heart of Peavey Country — see map. This broad, wheat-rich land supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

Durum is important to Peavey. It receives great attention in the multitude of Peavey activities related to the growing, storage, transportation, merchandising and processing of cereal grains. Peavey has streamlined and coordinated its operations in this com-

plex business to deliver the highest efficiency.

Peavey operates durum mills at Grand Forks, North Dakota; Superior, Wisconsin; and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey's total milling capacity is 60,000 hundredweights a day, much of it, of course, in durum.

No wonder spaghetti and macaroni manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts "way out in PEAVEY COUNTRY".



King Midas DURUM PRODUCTS

■ Merchandising and commodity futures offices ● Terminals
★ Flour mills and mix plants ★ Flour and millers' warehouses
□ Country elevators (not all owned by Peavey) ○
Home offices of Peavey Company and National Grain Co. Ltd.

PV PEAVEY COMPANY
Flour Mills

National Macaroni Institute—

(Continued from page 13)

Preliminary figures indicate that consumption of macaroni products for 1967 will reach a record 1,394,823,000 pounds for a per capita consumption of 7.08 pounds.

This upward trend in macaroni consumption is certainly one that we are vitally interested in continuing. It hasn't been easy to record these consumption increases every year. It has taken a lot of savvy and it has taken a lot of work. For the future, an even greater effort will be needed to meet rising costs and the competitive situation in the supermarket.

A Lot Going For Us

We have a lot of things going for us. Let me repeat: Macaroni products are convenient, easy to prepare, delicious, nutritious and constantly growing in popularity. Our GI's in Viet Nam, as an example, are served macaroni products ten times during each standard 28-day menu cycle.

Youngsters love to eat macaroni. One reason for its increasing popularity is that it's a great party food, and its versatility of shape and preparation make it a real fun food.

Our public relations plans for 1968 will be to continue this theme of "Macaroni—A Food for Mods," with underlying themes that macaroni products are as modern as tomorrow, are great for entertaining, and are the proud possessors of all the virtues heretofore stated.

As a further addition to our 1968 program, I would strongly recommend that we make the Editors' Luncheon, such as our Tiro A Segno affair, an annual event. This luncheon provides us with a platform to tell our story of macaroni to a captive audience of opinion-molders that cannot be matched anywhere. The Macaroni Institute Committee will be discussing the possibility of continuing this project at a meeting later today.

Three Merchandisers

At the merchandising level for 1968, you all have been sent copies of three promotional brochures on egg noodles, macaroni and spaghetti. On the back of these brochures are two full-color posters for use at the point of purchase.

Copies of the first brochure, "Noodles Has Oodles of Friends," have already been dispatched to the macaroni buyer, merchandising manager, and top executive officer of about 1,300 chains and voluntaries and co-ops.

About the end of March, the second booklet, called "Macaroni has Many

Mates," will go to the trade. Around July 1st, the third one, "Spaghetti Goes Steady," will be mailed in plenty of time for National Macaroni Week.

Copies of these brochures are still available from Bob Green at the Institute office.

The fact that the sale of macaroni products will help the retailer to also sell more related items at a profit is a good story for us. These brochures tell that story, so we hope you will all use them for your salesmen and your customers.

Now, let's switch off the lights and watch the last six months of macaroni publicity results pass in review. . . . Slide commentary followed.

Lenten Fare With An Italian Air

—From the American Dairy Association

THROUGHOUT the year, American homemakers turn to Italy for delightful recipes, seasonings, and menu ideas. Now that Lent is here, there's even more reason to look to Italy. That's because there are so many Italian pasta dishes which can make your meatless Lenten meals different and delicious.

Take Cheese-Tuna Tetrizzini for example. It's a flavorful casserole reminiscent of dishes from the northern parts of Italy. In the north, Italian cooks toss their spaghetti with a butter and cheese sauce while their neighbors to the south favor a garlic-flavored tomato sauce.

In Cheese-Tuna Tetrizzini, the tuna is stirred into a protein-rich white

sauce made more nutritious and tasty with sharp Cheddar cheese. Then spaghetti is the pasta complement, with buttery bread crumbs as topping. Coarse homemade crumbs are preferred because they add more texture and are more economical too.

Cheese-Tuna Tetrizzini

- 1 package (8 oz.) spaghetti, or egg noodles
- 2 tablespoons butter
- ¼ cup finely chopped parsley
- ¼ cup minced onion
- 2 tablespoons flour
- ½ teaspoon salt
- Dash of pepper
- 1½ cups milk
- ¾ cup (3 oz.) Cheddar cheese
- 1 can (2 oz.) mushroom stems and pieces with liquid
- 1 can (7 oz.) tuna, undrained
- 2 tablespoons butter, melted
- ½ cup coarse bread crumbs

Cook spaghetti according to package directions. Meanwhile, in a saucepan melt 2 tablespoons butter; add parsley and onion and saute until onion is transparent. Blend in flour, salt and pepper; gradually add milk. Cook over medium heat, stirring constantly, until mixture thickens. Remove from heat; add cheese and stir until melted. Add mushrooms, tuna and spaghetti.

Turn into shallow 2-quart casserole. Mix together 2 tablespoons melted butter and bread crumbs; sprinkle on top of casserole. Bake in a preheated 425 degree oven 15-20 minutes. Makes 4-5 servings.

Good Friday Is April 12



THE MACARONI JOURNAL

Report of the Durum Wheat Institute

by H. Howard Lampman, Executive Director

COMMUNICATIONS is the theme of your meeting. And as anyone who has ever been married knows, or anyone who has ever tried to talk with a teen-ager realizes—communication is a difficult art. Yet communication is the essence of an operation like the Durum Wheat Institute or the National Macaroni Institute. While we can with considerable success communicate with the public and professional groups, sometimes I despair of ever trying to explain what we do, why we do it . . . and why it is important or even essential to the durum producers, millers and manufacturers of macaroni products. You can reach all the people some of the time, and some of the people all of the time . . . but

It's a big "but."

But let me try. Let's start with a vignette of the evolution of the Durum Wheat Institute. It was started sometime immediately before, during or after World War II. The exact date is something I have never been able to determine.

The durum millers of that time (and scarcely a man is now alive) looked at the Wheat Flour Institute and asked themselves why they couldn't rent or lease those facilities in equipment, experience and talent to help promote durum-based macaroni foods. They could and did.

Started With Two Activities

The beginning program involved two activities: product publicity or food page stories and photographs, and a home economics bulletin "Durum Wheat Notes." The facilities included a test kitchen for recipe development and food photography; an editorial staff for the writing of food copy; specialists in the production of school materials; and, at a later date, staff to maintain communication and the exchange of ideas with the medical profession, educators, government and retailers who might be concerned with merchandising.

In the early 1950's, after the National Macaroni Institute program got underway, it appeared that NMI and DWI were competing for newspaper space. The durum millers wisely, I think, decided to concentrate their efforts in the field of home economics—the domain of your National Macaroni Institute. The durum millers chose to work on a project basis to produce recipe leaflets and booklets, films and filmstrips, edu-

cational materials and bulletins of immediate or long term benefit in their action or reaction to the macaroni industry. These materials and this effort were beamed primarily at schools or to the restaurant market.

In this division of labor, the National Macaroni Institute took as its target the consumer, reaching her through newspapers, radio, television and national magazine media. The Durum Wheat Institute devoted the bulk of its efforts to those women who work as home economists—the professionals.

The Professionals

In 1964, there were 90,000 home economists employed, about 50,000 of them as teachers:

- 35,000 in public secondary schools;
- 500 in parochial or private schools;
- 3,500 in colleges and universities;
- 13,000 in adult education;
- 250 as specialists in child development;
- 26,000 as dieticians;
- 5,000 as extension workers;
- From 5,000 to 6,000 in business including about 2,000 by food manufacturers;
- 2,000 by gas and electric companies;
- 400 exclusively in journalism;
- 250 in advertising and public relations.

Now 90,000 professional home economists may not seem much of a market for the goods and services of the Durum Wheat Institute, especially when compared to 200,000,000 American consumers. But in one way or another, the 90,000 home economists can touch and influence—usually at the most impressionable age and susceptible moment—nearly everyone of the 200,000,000 Americans.

Virtues of Macaroni

In our communications through the 90,000 professional home economists we told the story of the taste appeal of macaroni products; their speed, ease and convenience in food preparation and service; their versatility and their economy. We told the story of their attributes in simplified gourmet cookery on the one hand and as popular foods universally well-liked on the other. We featured macaroni products for breakfast, lunch and dinner—as part of appetizers, main courses, side dishes and desserts. We told the romance, the history and the facts about macaroni foods—the facts of their nutritional value, how they were made,

what they were made of, and how to use them to the best advantage.

Project Approach

In the project approach to our assignment, we used the regular bulletin "Durum Wheat Notes," published five times a year. This might be the only Durum Wheat Institute activity duplicating to a slight extent the food publicity program of the National Macaroni Institute because a few food editors are listed among the 44,000 professional home economists receiving it. The bulletin is sent on request to them, to teachers, dieticians, school lunch cooks and supervisors, extension agents, public utility home economists and many others who exert influence on public and professional acceptance of and attitudes toward your products.

In other Durum Wheat Institute projects, the wheat producers, members of the National Macaroni Institute and durum millers combined to produce and distribute a small library of materials useful to you and your market development work in many different ways. These include the filmstrip "Tricks and Treats with Macaroni Foods"; the large quantity recipe book produced with the National Restaurant Association, "Economic Gourmet Entrees"; a family-size version of the restaurant dishes, "Specialties of the House"; a classroom wall chart, "Durum Macaroni Foods—From Farm to Table"; a home economics class demonstration outline and accompanying recipe folder; and finally a movie and film strip for training food service workers in how to prepare and serve pasta products, "Macaroni Menu Magic." These hard working materials are largely in full color. All of them are available to you to help you in your communications.

Incidentally, as you perhaps know, there are two ways to make a movie or film, both equally successful in terms of their goal or what you want to accomplish. The first way is the product glorification film. "Durum, Standard of Quality" is literally a beautiful example of product glorification.

The second approach is "how-to-do-it" exemplified by the new film, "Macaroni Menu Magic." It is actually designed to teach, and in this case was produced by an educational institution which makes it more acceptable in the classroom. And because a movie by its very nature is a slice of action, a tran-

(Continued on page 22)

new

Ambrette Cyclo-Mixer Extruder with Twin Die Head for... continuous mixing, kneading, developing and extruding.

NEW TYPE HIGH SPEED CYCLO-MIXER

Flour and water are completely mixed with each particle receiving proper amount of water. Eliminates dry lumps found in conventional mixer.

NEW TYPE FLOUR FEED SYSTEM

Flour fed to cyclo-mixer by precision control resulting in a uniform and constant feed.

NEW TYPE WATER FEED SYSTEM

Water is filtered and fed under constant, precision control to the cyclo-mixer. Control is by micrometer adjustment with sight flow feed.

NEW TWIN HEAD DIE

Solid one piece head with two dies for slow extrusion with high production.

NEW CUTTING DEVICE SYSTEM

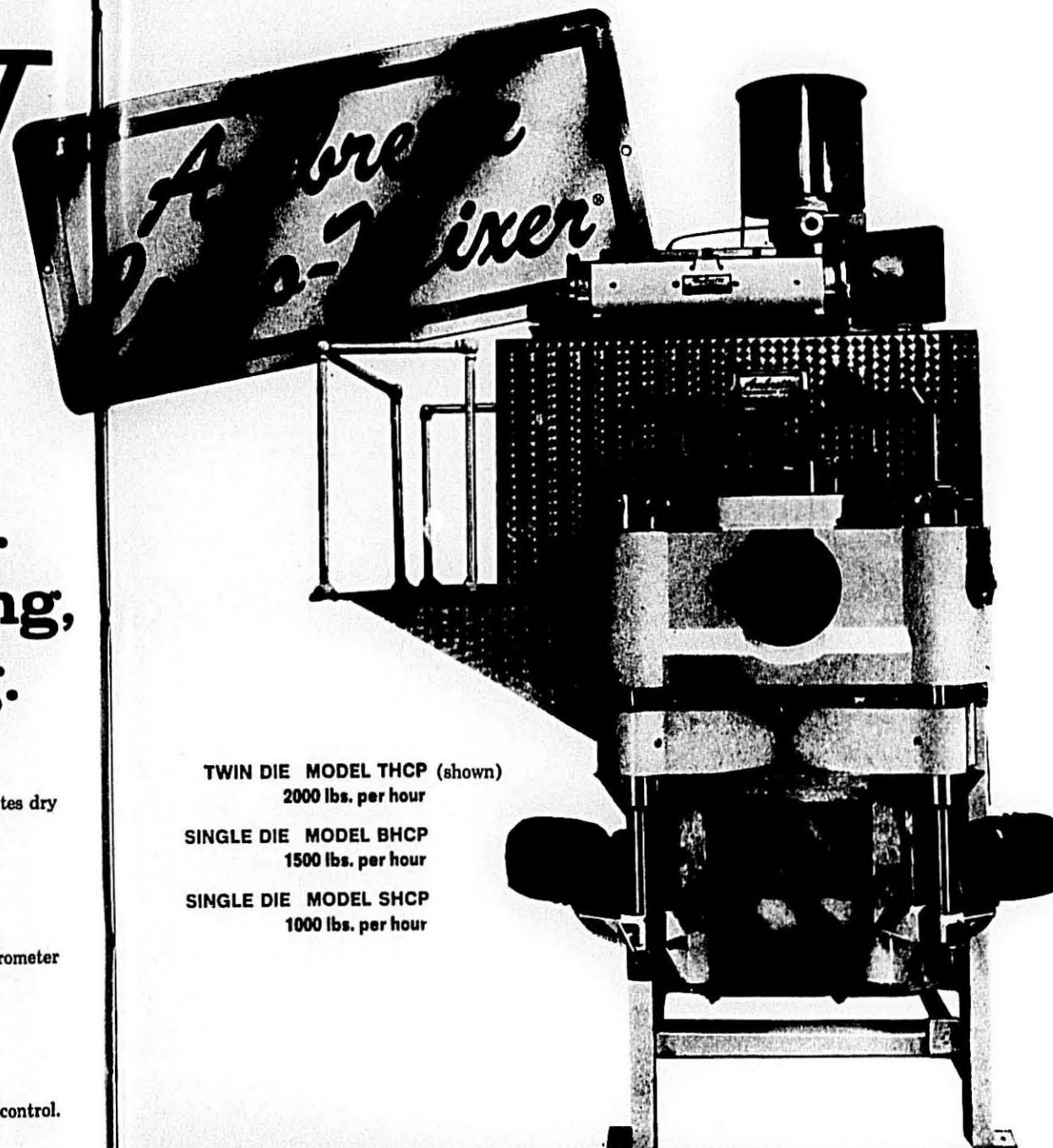
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

NEW TYPE SCREW FORCE FEEDER SYSTEM

Force feeder maintains constant feed of dough to screw under pressure.

NEW TYPE EXTRUSION SCREW AND ANTI-FRICTIONAL METAL LINER

High production screw with low speed. Anti-frictional metal liner in screw housing for long wear and low friction.



TWIN DIE MODEL THCP (shown)
2000 lbs. per hour

SINGLE DIE MODEL BHCP
1500 lbs. per hour

SINGLE DIE MODEL SHCP
1000 lbs. per hour

For detailed information write to:

AMBRETTE MACHINERY CORPORATION

MARCH, 1968

Durum Wheat Institute—

(Continued from page 19)

sistent record of action that cannot be stopped, your "Macaroni Menu Magic" film is backed by a filmstrip presenting selected frames of the movie for step-by-step instruction.

Nutritional Pointers

Finally, I should like to tell you of a by-product of the close association of the Durum Wheat Institute and the Wheat Flour Institute supported by the millers of bakery and family flour. Since you can't discuss the nutritional merit of one wheat product without discussing the merit of all wheat products, we present quite a case for macaroni foods. Last summer at Colorado Springs, Horace P. Giola gave me a number of ads taken from medical magazines. One of them was a Wheat Flour Institute ad discussing the merit of wheat-based foods in pediatric diet. Our current series of advertisements point out to the physician the fact that diets high in complex carbohydrates such as bread and macaroni, have demonstrated their value in lowering levels of blood serum cholesterol—an index to a person's susceptibility to heart disease.

Thank you.

DURING a session of the North Dakota State Legislature some eight years ago, a law was passed creating the North Dakota State Wheat Commission. It is funded by a two-mill per bushel levy, paid by the producer and collected at the first point of sale. These funds enable the Commission to carry on a program of market development, promotion and education. After one year, the Commission affiliated with the regional organization — Great Plains Wheat, Inc.—then composed of Nebraska, Colorado, and Kansas. North Dakotans quickly realized that, to expand the market for North Dakota and U.S.-grown wheat, the emphasis should be directed toward the export markets. Working on a cooperative basis has proved successful since the wheat export markets have exceeded our domestic markets for the past seven years.

Trade Impediments

For North Dakota's two classes of wheat—Hard Red Spring and Durum—to reach foreign markets, transportation cost was revealed as an impediment. Persistent and cooperative efforts were initiated early, resulting in reduction of freight rates to Pacific Northwest ports for exports in 1965.

Other areas regarded as trade impediments, and which the Commission actively supported changes, were the

The North Dakota State Wheat Commission is Eight Years Old

from *The Great Plainsman*

Settlement of CCC debit-credits, extension of Public Law 480, establishment of "bid subsidy" on Durum wheat, changes in International Wheat Agreement, encourage investigation of automatic grain sampling, seek more competitive commercial credit for cash-paying export customers, and the removal of the 50 per cent U.S. bottoms shipping requirement for cash wheat sales to the Eastern Bloc countries.

Quality Information

Foreign market development of the state's wheat soon revealed the need for factual information concerning its quality. To meet this challenge, the Commission initiated and sponsored, with the cooperation of the North Dakota Agricultural Experiment Station and Extension Service, and annual Hard Red Spring Wheat and Durum quality survey. This survey includes both the physical and biochemical factors considered in measuring quality. The printed report is distributed in the United States and to potential foreign customers.

Hybrid wheat, physical and biochemical properties which influence quality, and factors affecting the marketing of Hard Red Spring Wheat and Durum are research projects supported by the Commission.

Domestic Promotion

In domestic market promotion, the Commission has sponsored three excellent color movies. "Durum—Standard of Quality" in beautiful color describes North Dakota's great specialty crop from the time the seeds are planted to the placing of the macaroni and spaghetti foods on the dinner table. It is cooperatively distributed by the Commission, National Macaroni Institute, and the Durum Wheat Institute. To date, total showings of 21,175 have reached an audience of 1,049,221 with 769 telecasts reaching an additional estimated audience of 19,056,202. This has been a very creditable cooperative industry-producer promotion effort.

Another film, "Macaroni Menu Magic," deliberately pictures and explains correctly how to prepare and serve macaroni, spaghetti, and noodles for a serving of one or one hundred. Also cooperatively distributed, it has gained in popularity.

The colorful and factual "Hard Red Spring Wheat" film pictures and narrates the production, harvesting, mill-

ing and processing and concludes with appetizingly tasty, high-protein loaves of bread, rolls, and other goodies. These films are available for showing free upon request.

Printed informational and nutritional materials dealing with wheat and wheat products have numbered nearly 200,000 pieces annually to nearly every state and a number of Canadian provinces. The colored film prints for Durum and Spring Wheat have been translated into Dutch, French, Spanish, German, Portuguese and Japanese.

Trade Teams

The Commission, as part of its program, has hosted some 44 wheat trade teams from some 24 foreign nations. Program progress information and public relations are carried on by a biennial report, a bi-monthly report and other booklets and brochures produced at intervals. New stories are released to television, radio, newspapers and magazines. Five Wheat Commission exhibits or booths are displayed at state, county, and organizational fairs, meetings, and conventions. FFA, 4-H, and adult wheat show and crops winners are recognized by awards in the form of educational trips to our two conventional markets—Minneapolis Grain Exchange and the Port of Duluth-Superior — under cooperative Commission sponsorship.

Six Districts

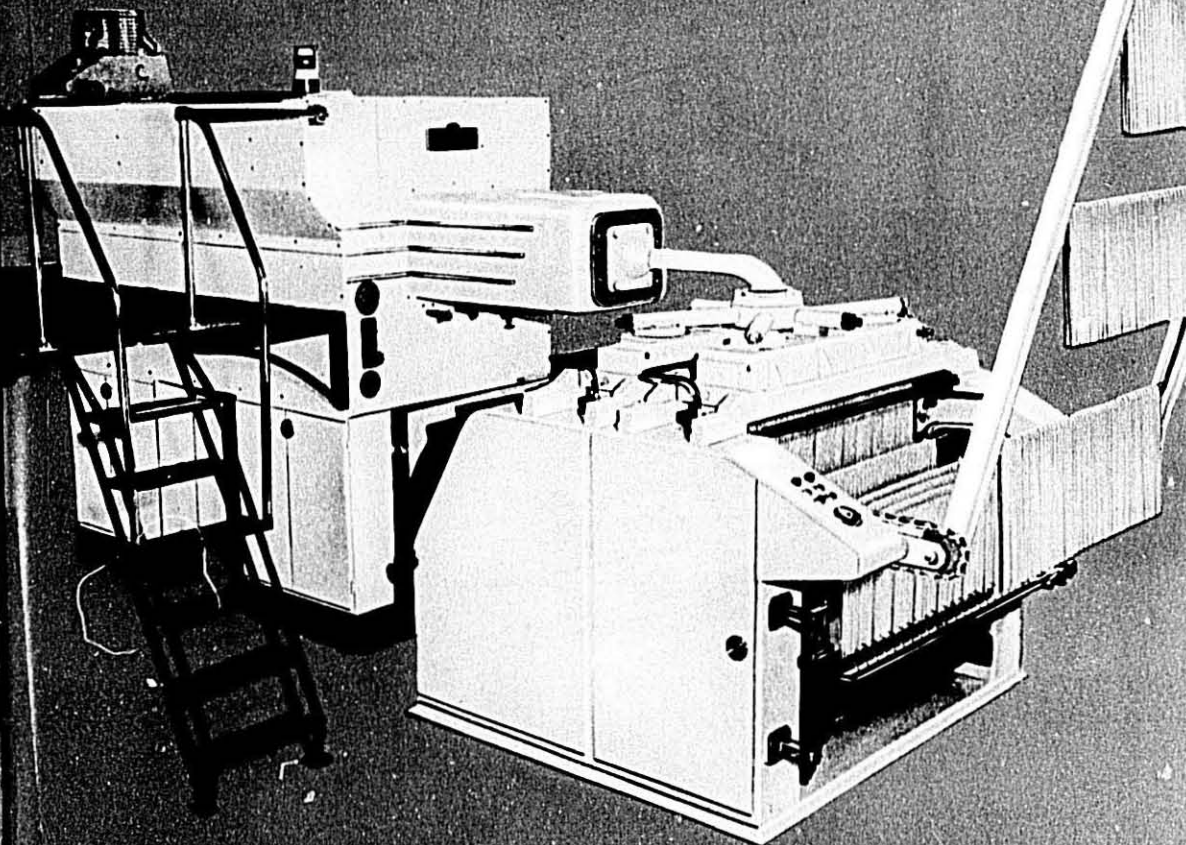
The state is divided into six commissioner districts based on a history of production. A Commissioner is elected for a six-year term for each district with two elected every two years. A seventh commissioner is appointed "at large" by the governor for a term of six years.

The present Commission is made up of Floyd A. Poyzer, Amenia, chairman; Steve Reimers, Carrington, vice chairman; Emil Anderson, Upham; M. H. Gifford, Gardner; Robert Huffman, Regent; Lloyd Jones, Palermo; and Tom Ridley, Langdon. Paul E. R. Abrahamson heads the Commission staff as administrator. Other staff members are Keith Berg, assistant administrator; Charles Nelson, marketing specialist; Eveline Krein, accountant; and Marllis Clouten and Penny Landgrebe, secretaries.

North Dakota will have one of the 13 state booths at the Foreign Agriculture Festival in the Harumi Harbor Arca of Tokyo April 5-21, 1968.

THE MACARONI JOURNAL

QUALITY IS ALWAYS IN STYLE

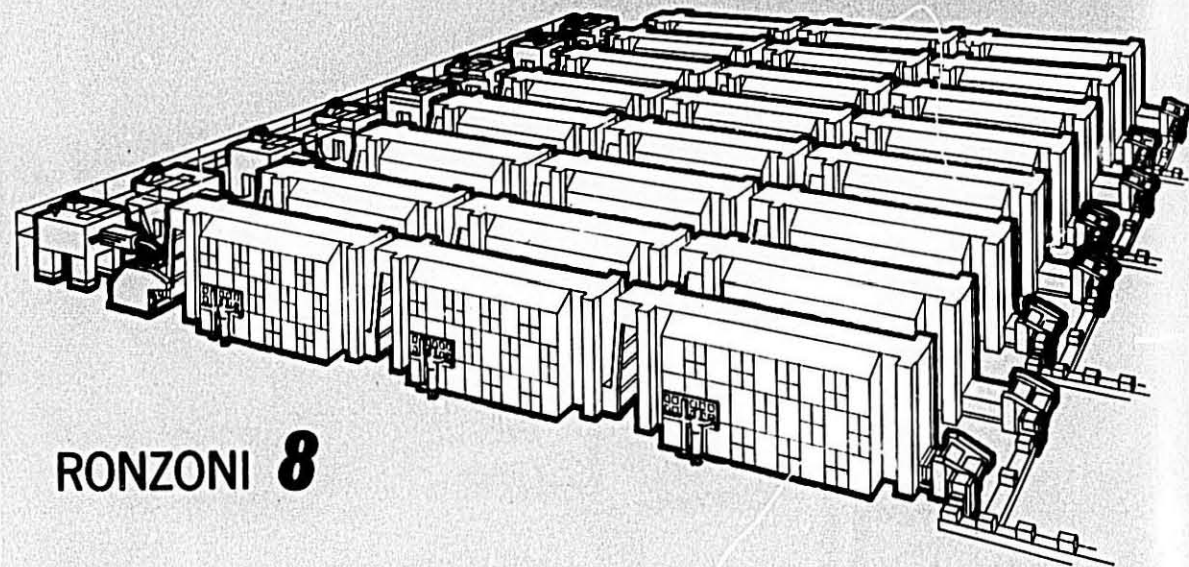


Common 4 Stick, 2000 lbs./hr. Spreader

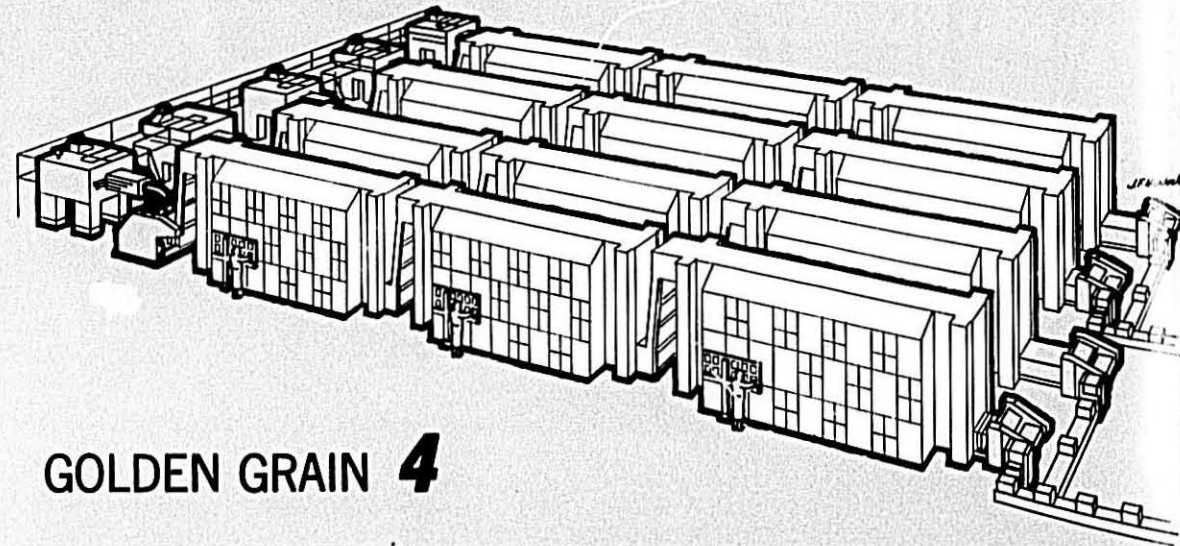
Meets the exacting requirements of particular manufacturers—combines slow extrusion over 4 sticks for a superior quality product, top production and increased volume. Extrudes uniform stick patterns resulting minimum trim and an eye appealing product of invariable smoothness, color and consistency.

QUALITY IS ALWAYS IN STYLE

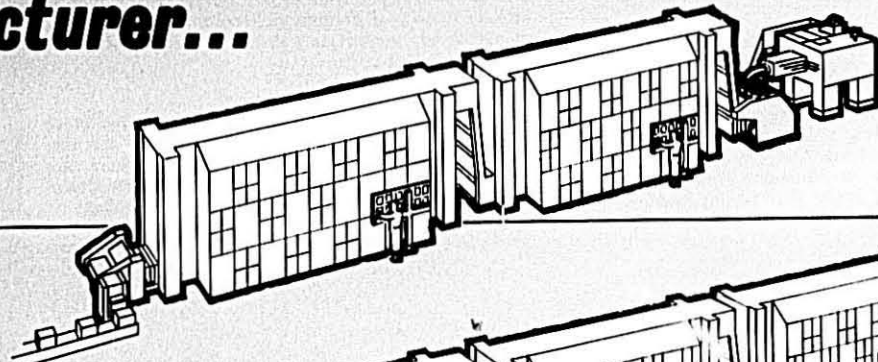
Clermont HAS MORE LONG GOODS DRYER INSTALLATIONS IN THE U.S.A.
than any other manufacturer...



RONZONI 8



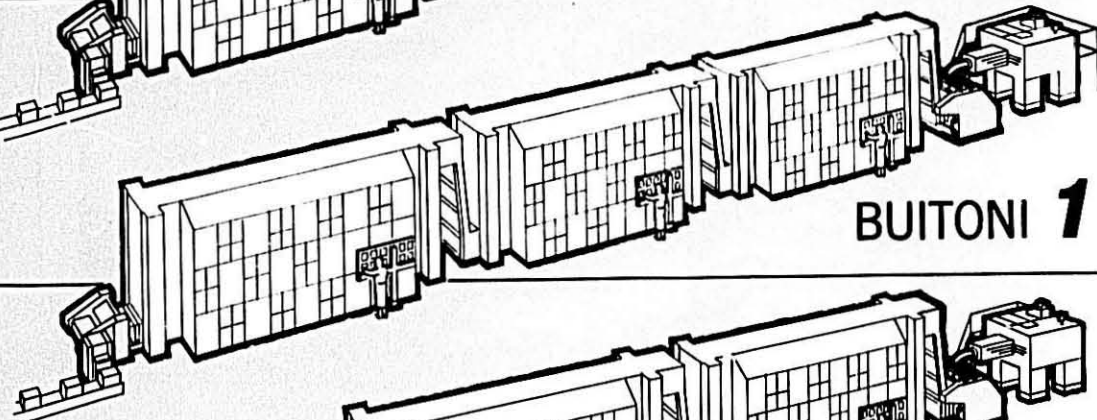
GOLDEN GRAIN 4



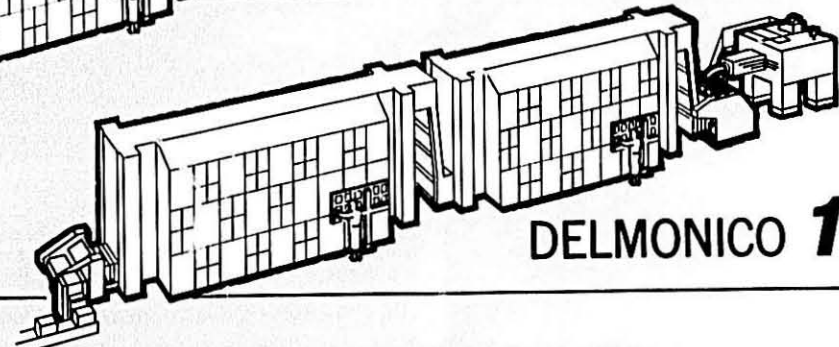
EAGLE 1



ZEREGA 1



BUITONI 1



DELMONICO 1

and each producing from 1,000 to 2,000 lbs/hr

Clermont MACHINE CO., INC. 280 WALLABOUT ST., BROOKLYN, N.Y. 11206 • EV 7-7540

Clermont dryers permit 2000 lbs./hr. production in 1/3 less space

New advancements in the drying process now gives big production in minimum space as shown in the Delmonico installation inside. Only two units are required—the preliminary and finish dryers. The primer finish dryer has been eliminated.

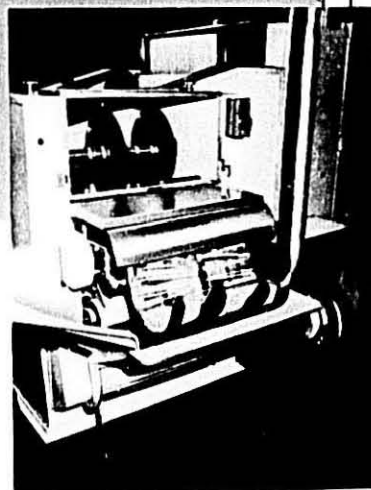
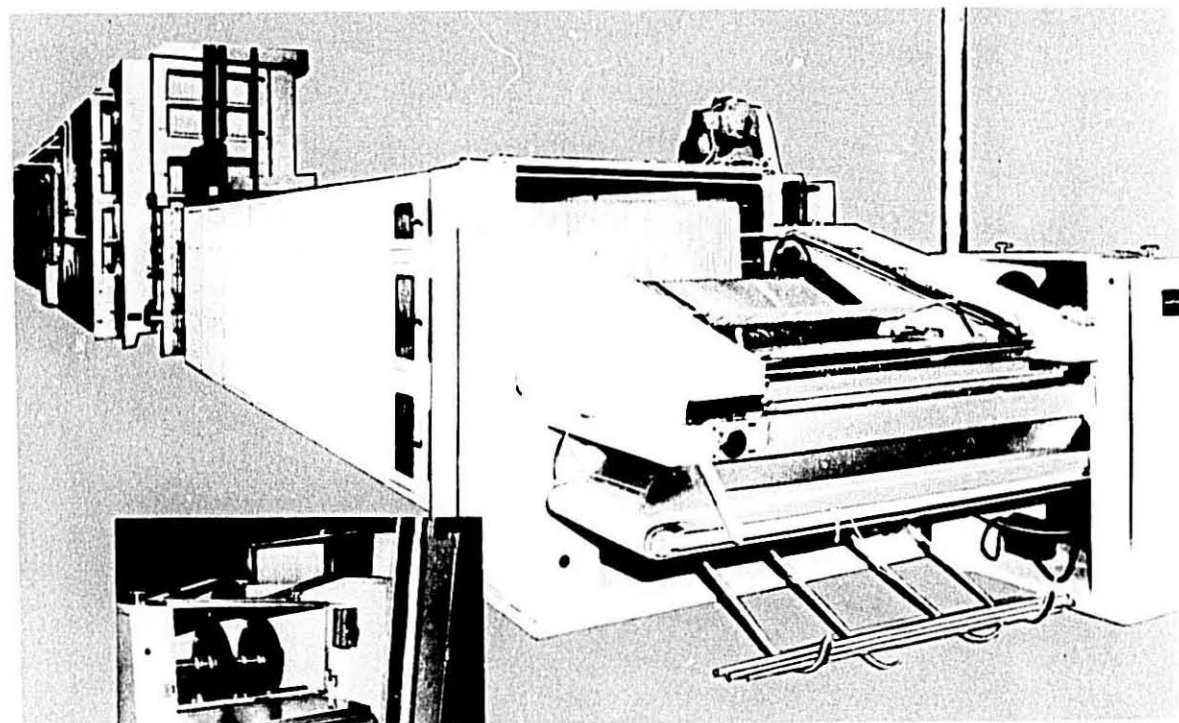
Preliminary and Finish Dryers

Redesigned with many new features, to accept 2000 lbs. per hour. Have five tiers. Give large volume of air on product, at low velocity, to penetrate through the product during entire preliminary drying process. Air intake passes through preheating chambers on both sides, making atmospheric conditions no longer a factor. Stick transporting apparatus, moving from one tier to another, is constructed to prevent sticks from falling. With per-

fect timing, sticks are delivered precisely on successive, or alternate chain links, depending upon which tier is being processed. Each dryer unit has self-control instruments for humidity, temperature and air. Drying cycle through both dryer units is completed in 24 hours, to include three rest periods, delivers a product which is evenly dried, smooth and strong in texture, with eye-appealing bright color.

Cumulator

One shown below is 24 ft. long with two lanes which holds approximately 3000 lbs. One operator can discharge the 3000 lbs. in half an hour and then take care of other duties while it is filling up again. Other Cumulators can be built to accumulate for 8 or 16 hours.



Stick Remover/Cutter with Blower

Works in conjunction with the Finish Dryer or Cumulator in continuous operation and functions so smoothly that product breakage and waste are completely eliminated. Equipped with three split blades which simultaneously cut off heads and ends of product and also cuts product in half. The blades are adjustable and constructed so that either one, two or all three can be removed.

Cut off ends and crooks are broken into pastina sized pieces in a cross-screw conveyor which feeds directly to a blower, and then blown to a storage tank before being pulverized.

Clermont MACHINE CO., INC. 280 WALLABOUT ST., BROOKLYN, N.Y. 11206 • EVergreen 7-7540

THE DURUM SITUATION by John W. Wright, President U.S. Durum Growers Assn.



THIS year turned out to be relatively good for durum growers in spite of the many adverse elements that we had to overcome. After several estimates of the 1967 durum crop, the Crop Reporting Service came up with an estimate of approximately 63,000,000 bushels. The last year's carry-over on July 1, 1967, was around the 28,000,000 mark, but no one has definitely established just how much of this is millable durum and how much of it will go into feed channels. We use around the 35,000,000 bushel figure each year for domestic use and we anticipate we will export 32,000,000 or more by the end of the crop year. It looks as though our total disappearance is going to be more than we raised and consequently we are going to have to dip into our carryover for several million bushels. So come July 1, 1968, it looks as though we are going to have a very small carryover. Also the fact that the quality of the 1967 durum crop was the best we have had for the past twenty years is certainly going to be a factor for exporting more durum than we have in the past. The export market is extremely interested in the larger kernel size that we raised this year and also the test weight which will average around 61 pounds per bushel.

Durum Stocks

Stocks of durum on farms as of January 1 were reported by the government as 46,408,000 bushels, some 17% more than a year ago. The figure on October 1 was 55,251,000 bushels.

Mills, elevators and warehouses held 13,606,000 bushels on January 1 compared with 24,027,000 bushels a year ago.

Commodity Credit Corp. holdings were down to 170,000 from 315,000 last year.

Quality Evaluation of Commercially Milled Leeds Durum

By L. D. Sibbitt and K. A. Gilles
Department of Cereal Chemistry and Technology
North Dakota State University
Fargo, North Dakota
January 15, 1968

THE first carlot shipment of the new durum variety, Leeds, was milled on December 7 by the North Dakota State Mill and Elevator at Grand Forks, North Dakota. Arrangements were made by the U. S. Durum Growers Association to invite a number of producers from the growing area as well as personnel from the Department of Cereal Chemistry and Technology to be present during the milling of this special lot of wheat.

Good Milling Characteristics

The grain was typical of the quality for the 1967 crop. It had good appearance, the test weight was 64 lbs. per bushel and it graded No. 1 Heavy Hard Amber Durum. During the milling, no special problems were encountered and, although actual yield figures were not available, semolina yield appeared excellent and typical of values anticipated for durum wheats of this test weight.

The resultant semolina possessed a very deep and bright yellow color with only a small quantity of undesirable specks. Semolina slicks prepared in the mill, when compared with conventional semolina samples, indicated the desirable color characteristics of the Leeds sample. This difference was readily visible to even the eye of an untrained person.

Processes Well

Subsequently, a quantity of this semolina was sent to a number of commercial macaroni processors. In addition, a quantity of the material was sent to the durum laboratory of the Cereal Chemistry and Technology Department at NDSU for chemical analysis and evaluation of the spaghetti processing and cooking characteristics of the finished product.

The physical and chemical evaluation of the semolina showed a speck count of 1.7 per sq. inch which is considered very satisfactory. The semolina protein content was 13.6 per cent which is 1 per cent higher than the average for the 1967 North Dakota crop. The semolina ash was 0.68 per cent which is within the acceptable range of good quality semolina. The gluten properties, as determined by the Farinograph, were very similar to other data accumulated over the years during the testing and evaluation of this variety, Leeds.

On December 28, the Cereal Chemistry and Technology Department at Fargo processed samples of the semolina into spaghetti using the new DeMaco vacuum press recently purchased from the DeFrancisci Machine Corporation. This continuous processing unit is a small scale model of a conventional vacuum press. It is versatile and may be operated either as a continuous or a batch press. However, a minimum of 12 lbs. of semolina is required for the batch process.

The production of spaghetti, from this commercial semolina, proceeded in a normal manner. The absorption was 28 per cent, which is about normal for the laboratory vacuum press. The spaghetti was dried at 100° F. for a period of twenty hours using our normal falling humidity gradient (Cereal Science Today, Vol. 11:322-324 (1966)). The finished product was normal, had low moisture content and possessed an exceptionally good color; the color was somewhat better than that produced from a comparable sample of commercial semolina prepared simultaneously for comparison purposes. The spaghetti strands were smooth, free from checks or cracks, and relatively free from specks.

Cooking Tests

Cooking studies were made in comparison with spaghetti produced from a good grade commercial semolina and spaghetti made from the variety, Wells, which has been the predominating variety grown in North Dakota for the past seven years. The overall cooking characteristics were quite similar for all three products. No deviations from the standard laboratory cooking procedures were required for the new variety, Leeds. Cooking times for the three samples were similar as were cooked weight and cooking residue.

Summary

Based on these observations and numerous other samples of laboratory testing material, the new durum variety, Leeds, should be very acceptable to the farmer, miller and macaroni processor. Leeds is higher than Wells in test weight, kernel weight, semolina yield, wheat and semolina protein content and the color of the macaroni or spaghetti produced. The wheat can be

(Continued on page 28)

Quality of Leeds—

(Continued from page 27)

milled and the semolina processed into pasta products without any deviation from normal procedures. Cooking characteristics appear to be similar to comparably produced spaghetti made from standard commercial semolina.

It is expected that when Leeds reaches commercial channels, it will prove to be a major advancement from the standpoint of agronomic and quality characteristics both in the domestic and export markets.

Labatt Seeks to Acquire Ogilvie Flour

J. W. Tait, president of Ogilvie Flour Mills Co., Ltd. of Montreal, announced recently that John Labatt, Ltd., the brewing firm located at London, Ontario had announced its intention to make an offer for the common shares of Ogilvie. The flour milling firm's board of directors proposes to recommend acceptance, said Mr. Tait. He added, "If the offer is made and accepted by our shareholders, John Labatt will be the new owners of our company. I am assured by them that Ogilvie, while forming a part of a larger and more diversified operation, will itself continue with an aggressive program of development and growth. Accordingly, as members of the larger organization, future opportunities for Ogilvie personnel will be no less promising than at present."

Catelli-Habitant, Canadian macaroni manufacturers, is a division of Ogilvie. In the year ended last August 31, Ogilvie earned \$3,633,000, or \$1.15 a common share, on sales of \$136,527,000. The company has 3,023,556 shares of common outstanding. It is understood that the stock is fairly widely held with no one holder owning more than ten per cent of the shares.

In the year ended last April 30, Labatt earned \$6,837,315, or \$1.57 a common share prior to a 2-for-1 split. Sales were \$147,859,183.

International Milling Studies Profit Areas

Stockholders at the annual meeting of International Milling were informed that the company is giving high priority to studies designed to produce better profit returns.

As was previously reported, International Milling's earnings during the 1967 fiscal year were \$5,090,000, up 10 per cent from the previous fiscal year. Earnings per share were \$1.94. Sales in the 1967 fiscal year increased six per cent to \$374,373,000, a company record.

Computer Models for Milling

In his address to stockholders Chairman Atherton Bean said that the sharply lower prices on industrial flours, turkeys and eggs in the U.S. during the final six months of last fiscal year and the first three months of the current period adversely affected profits.

"However we have completed the very complex project of developing computer models of our U.S. flour milling business, and these will enable us to isolate with confidence the low profitability areas so that we may reallocate our capital and our energies to other areas promising better returns. The studies are continuing under high priority," he said.

Bean pointed out that other areas of the company, particularly the bakery mix and Kretschmer Wheat Germ businesses in the U.S. and the pickle and formula feed operations in Canada have become profit contributors and are continuing to grow.

He also stressed that formula feed sales in the U.S. are expanding and the company's overseas operations are improving.

"All of these things give us considerable confidence in better earnings for the new fiscal year which begins March 1," Bean said.

Changes

In his talk Bean cited the changes in the company's business during the past decade.

Volume of non-flour sales for International exceeded \$100 million for the first time during the 1967 fiscal year, compared to \$20 million in 1957, he said.

"This broad segment of our business will, of course, continue to grow as we and further to the dozen acquisitions of the last four years," Bean continued.

Bean also reported that International Milling is collaborating with the Agency for International Development (AID) in developing a low cost and highly nutritious food for Tunisia from a 100 per cent wheat base "that could instigate commercial activity in that country and elsewhere." Such a product would be less expensive than those requiring a mixture of soy or other processed proteins, he said.

Stockholders at the meeting, held at the First National Bank building in Minneapolis, voted to change the company's annual meeting date to the fourth Tuesday in June from the fourth Tuesday in January.

All 11 directors of the company were re-elected. They are: Atherton Bean, John B. Bean, Walter W. Heller, H. W. Mackenzie, Malcolm B. McDonald, Don

G. Mitchell, P. Norman Ness, Chas. Ritz, John Tatam, Paul B. Wishart and Lloyd E. Workman.

Changes in Top Management at A-D-M

Changes in the top management of Archer Daniels Midland Company were announced following a meeting of the ADM board of directors.

Erwin A. Olson, who has devoted 47 years to the operation and development of agribusiness in the Upper Midwest, retired as chairman of the board. He will continue as a director and member of the executive and finance committees.

John H. Daniels, president of ADM since 1958, was elected to succeed him as chairman.

Lowell W. Andreas, executive vice president for the past year, was named president of the Minneapolis-based agricultural processing company.

Shreve M. Archer, Jr., was elected to the ADM finance committee.

Olson Began in Grain

Mr. Olson's agribusiness career began in 1920 when he first became a member of the Minneapolis Grain Exchange as a representative of J & O Grain Company. He has been associated with ADM for 28 years and has been chairman of the board since February 11, 1965.

Mr. Olson came to ADM from the presidency of J & O to organize ADM's flax fibre division. Under his direction the company became the world's largest processor of flax fibre, which is used in the manufacture of fine papers.

Mr. Olson was elected a vice president and director in 1947 and in 1951 was named to the executive committee. That same year he also was assigned to manage the company's dehydrated alfalfa operations. In 1958 Mr. Olson was elected to the newly-created position of administrative vice president, with responsibility for most of ADM's internal services as well as for management of the fibre and alfalfa divisions.

As administrative vice president, Mr. Olson directed reorganization of ADM's nation-wide transportation system and extensive purchasing operations. He also established the company-wide communications network that links its plants and elevators in 14 states.

He was placed in charge of ADM's sperm whaling operation in Peru and of setting up a commodities trading business for ADM in Holland and was given responsibility for the company's formula feed manufacturing business in Mexico.



Write
For Reservations,

The National Macaroni Manufacturers Association
P.O. Box 336, Palatine, Illinois 60067

Many Activities

In 1957 Mr. Olson served on the President's Bipartisan Commission on Increased Industrial Use of Agricultural Products.

He was elected executive vice president of ADM's Agricultural Group in 1959. In that position Mr. Olson directed the company's grain, soybean, linseed, flax fibre, alfalfa, flour milling and marine oil businesses. In the eight years he headed the group, ADM shifted its grain operations from storage to worldwide merchandising, doubled the capacity of its soybean processing facilities and reorganized its flour milling business to eliminate uneconomical plants and concentrate milling in strategically located, efficient mills.

A director and member of the executive committee of the Chicago Great Western Railway, Mr. Olson also is a director of National City Bank of Minneapolis, ADM Nederland, the ADM Foundation, the Chemurgic Council of the United States and the Boys Club of Minneapolis. He is a member of the advisory board of the Salvation Army, Minnesota district, and a member of the Minneapolis Rotary Club, Minneapolis Athletic Club, Chicago Union League Club and Minikahda Club.

John Daniels

John Daniels is the third generation of his family to serve as president and now chairman of ADM. He was elected president of the company in 1958, when ADM's sales totaled \$215 million. In the decade of his presidency, ADM's sales have risen to exceed \$371 million.

Mr. Daniels joined the company in 1946 after World War II service. In the years that followed he served in various sales and management positions. In 1957 he was elected a vice president and director of ADM.

Mr. Daniels is a director of the Soo Line Railroad, Northwestern National Bank of Minneapolis and Warwick Electronics, Inc. An active member of the Business Council, he also is a trustee of the Committee for Economic Development, a member of the Governor's Council of the YMCA of Minneapolis, a director of North Star Research and Development Institute, chairman of the Minnesota Chapter of the Association of the United States Army and a director of Junior Achievement of Minneapolis and the United Fund of Minneapolis. In March, 1966, Mr. Daniels was appointed Civilian Aide to the Secretary of the Army for the state of Minnesota.

SEMINAR on WHEAT

Visit the
Grain Exchange
Go through a Mill
See a Quality Control
Laboratory
Discuss what you see
April 22-23-24, 1968
in Minneapolis.

Lowell Andreas

Lowell Andreas joined ADM in 1967 as executive vice president and has shared the responsibilities of the office of the president with Mr. Daniels since then. He was elected to the ADM board of directors and the executive committee in 1968.

Active in the soybean processing industry for a number of years, Mr. Andreas was manager of the Honeycomb Products division of Farmers Union Grain Terminal Association for six years before becoming a member of ADM management. He had been president of Honeycomb, a soy processing company located at Mankato, Minnesota, before its sale in 1960 to Farmers Union.

Mr. Andreas is treasurer and a director of First Interoceanic Corporation; executive vice president and director of the Andreas Foundation; director and member of the executive committee of National City Bank of Minneapolis; director of the Mankato Citizens Telephone Company and of Kayot, Inc.

Shreve Archer, Jr.

Mr. Archer, Pebble Beach, California, has been a member of the ADM board of directors since 1948.

December Egg Processing

Production of liquid egg products (ingredients added) during December 1967 totaled 44,223,000 pounds, according to the Crop Reporting Board. This was 12 per cent less than the preceding month and 13 per cent less than December 1966. Total production of liquid egg during 1967 amounted to 798,848,000 pounds, 29 per cent above the 1966 total.

Liquid egg produced for immediate consumption during December totaled 4,635,000 pounds, up 7 per cent from the preceding month and 76 per cent from a year earlier. The quantity used for drying amounted to 15,592,000 pounds, down 23 per cent from the December 1966 total. The quantity used for freezing totaled 23,996,000 pounds compared with 27,956,000 pounds used a year earlier—a decrease of 14 per cent.

Solids Production Down

Egg solids production totaled 4,187,000 pounds during December 1967. This was 1 per cent below the preceding month and 10 per cent below the same month a year earlier. Annual production of egg solids during 1967 totaled 70,729,000 pounds compared with 51,484,000 pounds during 1966. Production of whole egg solids during December 1967 amounted to 687,000 pounds, 16 per cent above the 594,000 pounds produced during November and 142 per cent above a year earlier. Output of albumen solids during December totaled 1,197,000 pounds, up 2 per cent from a year earlier. Output of yolk solids amounted to 1,462,000 pounds compared with 1,598,000 pounds in December 1966. Production of "other solids" totaled 841,000 pounds compared with 1,590,000 pounds produced during December a year earlier.

THE DEVELOPMENT OF VOLUNTARY STANDARDS TO ELIMINATE PROLIFERATION IN PACKAGING

by Eric A. Vadelund, Institute for Applied Technology, National Bureau of Standards, U.S. Department of Commerce



Eric A. Vadelund

Mr. Vadelund joined the staff of the National Bureau of Standards in 1967 as a Weights & Measures Coordinator. He has responsibilities in the field of Fair Packaging & Labeling with particular emphasis on weights and measures activities. He has been affiliated with the National Conference on Weights & Measures for a period of seven years, primarily while serving as Assistant Director of the Pennsylvania Bureau of Standard Weights & Measures.

Highlights of his comments follow:

THE original Packaging Bill was introduced in 1961. There were protracted hearings through 1966 marked by almost unanimous industry opposition. Despite this opposition and the efforts of the National Conference on Weights & Measures Congress recognized the need and passed the Act.

Law in Two Parts

Essentially the law is divided into two parts: (1) labeling provisions; (2) standardization provisions.

Prior to the Act most of the state laws followed the model law of the National Conference of Weights & Measures. Federal law now supercedes any state law dealing with net contents statements on any package of a consumer commodity.

Labeling provisions are the responsibility of the Food & Drug Administration and the Federal Trade Commission. Original regulations covering food packages were issued March 17, 1967 and bore little relation to reality. There were vigorous protests. The final regulations issued in July represented a much more progressive view of a complicated situation.

We accept at the Bureau of Standards as our mission to bring uniformity between the requirements of the two agencies and then to work with the states in the enactment of legislation and the promulgation of regulations that are completely harmonious with the federal requirements. The burden of enforcement will be on the 4,000 Weights & Measures officials around the country.

We propose to amend the model state law to include the requirements of both the FDA and the FTC so that there will be one uniform labeling requirement in all the states that choose it.

Undue Proliferation

The second part of this new law directs itself to the reduction of undue proliferation of the quantities in which packages of consumer commodities are offered for sale. It says specifically that when the Secretary of Commerce finds proliferation that impairs consumers to make value comparisons he shall initiate the voluntary standards process. This involves (1) the determination of possible proliferation; (2) the proof and documentation of this; (3) an invitation to industry to begin the voluntary standardization process.

We had expected to see vigorous activities on the part of packagers and their trade associations when the proposed procedures were published in the Federal Register May 23, 1967. But all we observed was a "wait-and-see" attitude.

(Continued on page 34)

Government Egg Reports

U. S. Cold Storage Report	Jan. 1, 1968	Year Ago	5 Year Average
Shell Eggs (Cases)	85,000	27,000	74,000
Frozen Eggs—Total	87,247,000	36,228,000	57,436,000
Frozen whites	8,865,000	7,144,000	11,802,000
Frozen yolks	21,539,000	8,838,000	15,582,000
Frozen whole eggs	54,988,000	19,469,000	28,094,000
Frozen unclassified	1,855,000	777,000	1,958,000
Crop Report (48 States)	December 1967	December 1966	
Shell eggs produced	5,920,000,000	5,820,000,000	
Average number of layers	327,282,000	323,306,000	
Average rate of lay	18.09	18.00	
Layer Report:	Jan. 1, 1968	Jan. 1, 1967	
Pullets Not of Laying Age	327,083,000	324,287,000	
Hens and Pullets of Laying Age	43,835,000	44,035,000	
Potential Layers on Farms	370,918,000	368,302,000	
Eggs Laid per 100 Layers	58.7	58.2	

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs and Noodles.
- 3—Semolina and Flour Analysis.
- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.

James J. Winston, Director
156 Chambers Street
New York, N.Y. 10007

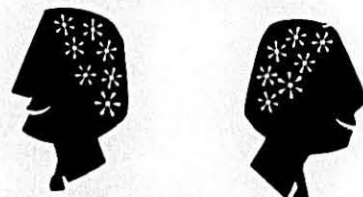
INFORMATION AND IDEAS

are regular dividends for membership in

NATIONAL MACARONI MANUFACTURERS ASSOCIATION

Now is the time to join.

Write P.O. Box 336
Palatine, Ill. 60067



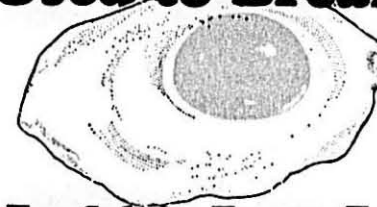
POINTERS FOR PROGRESS

through trade and professional associations

THE MACARONI JOURNAL

MARCH, 1968

Eggs Like Grandma Used to Break!



Egg Solids Frozen Eggs
Dark Yolks a Specialty



MILTON G. WALDBAUM

Write or Call
Dan Gardner, Bob Berns
402-287-2211

Manufacturers of Quality Egg Products

Du Pont General Electric
TEFLON SILICONE

COATINGS

New Protective Finishes for Sticky Environments

WE OFFER

- ONE DAY SERVICE
- 10 YEARS EXPERIENCE
Our Company First American
Applicator of Teflon Finishes
For Cookware 1961
- MOST REASONABLE PRICES FOR
HIGHEST QUALITY WORK.

Call 816-842-3620
MARION A. TROZZOLO
LPS PLASTICS CORPORATION
815 WYANDOTTE STREET
KANSAS CITY, MISSOURI 64108

INTERNATIONALLY KNOWN FOR THE
FINEST CRAFTSMANSHIP IN PLASTIC.

WINTER MEETING REGISTRANTS

MACARONI MANUFACTURERS

Ralph Saril
Michael V. Vagnino
American Beauty Macaroni Co.
Kansas City, Kansas

Horace P. Giola
Bravo Macaroni Co.
Rochester, New York

Robert L. Scurlock
William M. Boland
Buitoni Foods Corporation
South Hackensack, New Jersey

Mr. and Mrs. F. Denby Allen
John B. Canepa Company
Chicago, Illinois

Bernard Lachapelle
Catelli-Habitant, Ltd.
Montreal, Canada

Robert H. Williams
Mr. and Mrs. Lawrence D. Williams
Mr. and Mrs. John Linthroth
John Westerberg
The Creamette Company
Minneapolis, Minnesota

Mr. and Mrs. A. L. Katske
G. D'Amico Macaroni Company
Steger, Illinois

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

Mr. and Mrs. Anthony H. Giola
Giola Macaroni Company
Buffalo, New York

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

Mr. and Mrs. Arvill E. Davis
Gooch Food Products Company
Lincoln, Nebraska

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

Mr. and Mrs. Alvin M. Karlin
I. J. Grass Noodle Company
Chicago, Illinois

Mr. and Mrs. Stanley A. Wilde
Grocery Store Products
Libertyville, Illinois

Mr. and Mrs. Leo C. Ippolito
Ideal Macaroni Company
Bedford Heights, Ohio

Mr. and Mrs. Walter F. Villaume
Jenny Lee, Inc.
St. Paul, Minnesota

Mr. and Mrs. Armand Saavedra
La Rinascente Macaroni Mfg. Co.
Moonachie, New Jersey

Mr. and Mrs. Vincent S. La Rosa
Mr. and Mrs. Vincent F. La Rosa
Mr. and Mrs. Philip P. La Rosa
V. La Rosa & Sons, Inc.
Westbury, New York

Harold L. Suttle
Mr. and Mrs. L. R. Thurston, Jr.
Mr. and Mrs. G. W. Law
Mr. and Mrs. C. W. Wolfe
Thomas J. Lipton, Inc.
Englewood Cliffs, New Jersey

Mr. and Mrs. H. E. Toner
Mr. and Mrs. C. F. Mueller
C. F. Mueller Company
Jersey City, New Jersey

Mr. and Mrs. Andrew J. Russo
New Mill Noodle and Macaroni Co.
Chicago, Illinois

Mr. and Mrs. E. Fishler
Noody Products Company
Toledo, Ohio

Mr. and Mrs. Louis J. Coniglio
Mr. and Mrs. Louis Saggio
Paramount Macaroni Company
Brooklyn, New York

Mr. and Mrs. Luke A. Marano
Philadelphia Macaroni Company
Philadelphia, Pennsylvania

Mr. and Mrs. Joseph Pellegrino
Mr. and Mrs. Joseph P. Pellegrino
Mr. and Mrs. T. J. Settanny
Prince Macaroni Manufacturing Co.
Lowell, Massachusetts

Jack Prociro
Procino-Rossi Corporation
Auburn, New York

Messrs. A. and E. Ravarino
Mr. and Mrs. William J. Freschi
Ravarino & Freschi, Inc.
St. Louis, Missouri

Albert F. Roblilo
Ronco Foods
Memphis, Tennessee

E. Ronzoni, Jr.
Ronzoni Macaroni Company
Long Island City, New York

Mr. and Mrs. Raymond Guerrisi
Mr. and Mrs. W. S. Dade
San Giorgio Macaroni, Inc.
Lebanon, Pennsylvania

Lloyd E. Skinner
Mr. and Mrs. Clete Haney
Mr. and Mrs. H. G. Stanway
Skinner Macaroni Company
Omaha, Nebraska

Alfred L. Spadafora
Superior Macaroni Company
Los Angeles, California

Mr. and Mrs. Joseph Scarpaci
Viva Macaroni Manufacturing Co.
Lawrence, Massachusetts

Mr. and Mrs. Albert S. Weiss
The Weiss Noodle Company
Cleveland, Ohio

Mr. and Mrs. Paul Vermeylen
A. Zerega's Sons, Inc.
Fair Lawn, New Jersey

ASSOCIATES

Mr. and Mrs. E. W. Kuhn
Amber Milling Division, G.T.A.
St. Paul, Minnesota

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

Mr. and Mrs. Fred Merrill
Mr. and Mrs. George Utter
Mr. and Mrs. Cliff Kutz
William A. Julien
Archer Daniels Midland Company
Minneapolis, Minnesota

Mr. and Mrs. D. D. Brodie
Mr. and Mrs. Vaughn Gregor
Aseco Corporation
Los Angeles, California

Mr. and Mrs. Paul Miner
Bay State Milling Company
Boston, Massachusetts

Leonard P. Ballas
Joseph Russo
Ballas Egg Products Company
Zanesville, Ohio

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

Ralph W. Hauenstein
Renato Balossi
Braubanti-Lehara Corporation
New York, New York

John Young
Burd & Fletcher Company
Kansas City, Missouri

D. G. Amstutz
Cargill, Inc.
Minneapolis, Minnesota

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

Eugene B. Hayden
Crop Quality Council
Minneapolis, Minnesota

Mr. and Mrs. Joseph DeFrancisci
Mr. and Mrs. Leonard DeFrancisci
Mr. and Mrs. Ignatius Bontempi
DeFrancisci Machinery Corporation
Brooklyn, New York

Mr. and Mrs. Joseph J. Pette
William J. Tobin
Mr. and Mrs. Robert Hewitt
Diamond National Corporation
New York, New York

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

Lester S. Willson
Du Pont Film Department
Wilmington, Delaware

Mrs. Beverly Anderson
H. H. Lampman
Durum Wheat Institute
Chicago, Illinois

Faust Falconi
Faust Packaging Corporation
Brooklyn, New York

Evans J. Thomas
Fisher Flouring Mills Company
Seattle, Washington

Mr. and Mrs. John T. Henningsen
Mr. and Mrs. Roy N. Nevans
Henningsen Foods, Inc.
New York, New York

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

MARCH, 1968

Mr. and Mrs. James L. Kallestad
Mr. and Mrs. S. F. Maritato
Mr. and Mrs. R. L. Vessels
Mr. and Mrs. William Brezden
Mr. and Mrs. George Hackbush
A. M. Rondello
International Milling Company
Minneapolis, Minnesota

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

Mr. and Mrs. J. F. McCarthy
Mr. and Mrs. Alexander Frank
McCarthy & Associates, Inc.
New York, New York

Mr. and Mrs. E. M. Murphy
Mr. and Mrs. Don Gilbert
North Dakota Mill and Elevator
Grand Forks, North Dakota

Dr. and Mrs. Kenneth A. Gilles
North Dakota State University
Fargo, North Dakota

Mr. and Mrs. P. E. R. Abrahamson
Mr. and Mrs. Tom Ridley
North Dakota State Wheat Commission
Bismarck, North Dakota

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

Mr. and Mrs. Joseph Juno
Paramount Packaging Corporation
Chalfont, Pennsylvania

M. W. K. Heffelfinger
Mr. and Mrs. L. S. Swanson
Mr. and Mrs. W. H. Grady
Mr. and Mrs. David Wilson
Mr. and Mrs. David F. Wilson
Peavey Company Flour Mills
Minneapolis, Minnesota

James R. Affleck
William Penn Flour Mills Co.
Bala Cynwyd, Pennsylvania

Wallace Comer
Rexall Drug and Chemical Co.
Bonus Gifts Division
Chicago, Illinois

Mr. and Mrs. Charles C. Rossotti
Mr. and Mrs. John Tobia
Rossotti Lithograph Corporation
North Bergen, New Jersey

Mr. and Mrs. Sidney Schneider
Schneider Brothers, Inc.
Chicago, Illinois

Milton Simon
Simon & Gwynn, Inc.
Memphis, Tennessee

Melvin S. Sjerven
The Southwestern Miller
Minneapolis, Minnesota

Mr. and Mrs. Walter P. Muskat
Triangle Package Machinery Co.
Chicago, Illinois

John W. Wright
Richard K. Saunders
Donald Iverson
C. K. Larson
Lyonel L. Nash
U. S. Durum Growers Assn.

G. R. Christensen
Universal Foods Corporation
Milwaukee, Wisconsin

Mr. and Mrs. Bernard Black
Venet Advertising Agency
New York, New York

Louis E. Kovacs
Louis A. Viviano, Jr.
Vitamins, Inc.
Chicago, Illinois

Dr. and Mrs. M. G. Waldbaum
Robert G. Berns
Milton G. Waldbaum Company
Wakefield, Nebraska

STAFF & SPEAKERS

Mr. and Mrs. Robert M. Green
Mrs. Vera Ahrensfield
National Macaroni Mfrs. Assn.
Palatine, Illinois

James J. Winston
Jacobs-Winston Laboratories, Inc.
New York, New York

Theodore R. Sills
Miss Elinor Ehrman
Theodore R. Sills, Inc.
New York, New York

Mr. and Mrs. Harold T. Halfpenny
Halfpenny, Hahn & Ryan
Chicago, Illinois

Mr. and Mrs. Robert C. Sampson
Sampson Associates
Chicago, Illinois

Eric Vadelund
National Bureau of Standards
U. S. Department of Commerce
Washington, D. C.

Regional Meetings

March 20—International Hotel,
Los Angeles
March 22—Mark Hopkins Hotel,
San Francisco
March 23—Olympic Hotel,
Seattle

Undue Proliferation—

(Continued from page 30)

If voluntary standards in an industry are not developed by an industry when needed they will become mandatory. This has happened in the case of automobiles, tires, meat and inflammable materials.

We have begun a number of surveys and see too many packages on the market for tooth-paste, paper towels, cookies & crackers, potato chips, detergents, and a host of products. We have found in preliminary studies that there are at least 16 sizes of pasta products between five ounce packs and five pounds, although from two pounds up the packs are in multiples of a pound. Three-fourths of the packages are in a range of five ounces and twenty-five ounces. A dozen package sizes within a twenty ounce range might be considered undue proliferation.

We think that unless industry cooperation is immediately forthcoming we have no other recourse than to publicly cite those industries with possible proliferation of packages within the meaning of the Act. We stand ready to participate in discussions with you.

Canepa Introduces New Packaging

The John B. Canepa Company of Chicago, makers of Red Cross Spaghetti and Macaroni, is introducing revolutionary new packaging designs for their entire line of specialty products. Mr. Frank D. Allen, President, pointed out that emphasis has been placed on increasing appetite appeal to these items, with the creation of original new recipes.

The new packaging on Canepa's Mostaccioli, Mostaccioli Rigati, Vermicelli, Rigatoni, Rotini, Mostacciolini,

Lasagna, and Shells features new and individual four-color photographs of each cooked product. The original recipes are printed on the back.

The new recipes were developed by Fran Paulson, and are owned exclusively by the Canepa company. The photographer was Allen Snook, while overall package design is credited to Bruce Beck, all of Chicago.

Long Spaghetti

In addition to the new packaging for specialties, the seven ounce Red Cross Long Spaghetti has also been improved. It now comes in a printed carton, replacing the overwrap that had been utilized for over a hundred years. The printed carton is neater on the store shelves. The colors and design, however, remain the same.

Packaging Show

The American Management Association's 37th National Packaging Exposition will be held at the Coliseum in New York, May 6 to 9.

The association's National Packaging Conference, held each year concurrently with the show, will take place at the New York Hilton, May 6 through 8.

The twin events, usually produced in April, were shifted to May this year to assure superior hotel accommodations. With 45,000 executives attending when the show is held in New York, arrangements must be made to allocate the best hotel accommodations for them. The show and conference are held in New York and Chicago alternately.

Smax Snax

In response to the January cover story on macaroni products as snacks your editor received a letter and some samples from Super Snacks, Inc., a

sister corporation of Gabriele Macaroni, Inc. in Los Angeles.

Sales Manager Louis Fusano reports that Smax Snax have been on the market for the past two years. They are a tasty twist in the form of rotini or cork-screws made of wheat flour, vegetable shortening, hydrolized plant protein, salt, onion powder, monosodium glutamate, sugar, beef extract, with antioxidant added to improve stability.

The beef flavored snack is geared for dips and is guaranteed to please the palate.

Appointment

Henningsen Foods, Inc. of New York City has announced the appointment of Robert M. Ginnane as national sales manager. His responsibility will enable Roy Nevans, vice president in charge of sales, to direct his attention to overall company marketing and planning strategy.

Wentzel Represents North Dakota Mill

On February 9, E. M. Murphy, general manager of North Dakota Mill and Elevator, announced the appointment of Ray Wentzel as a new sales representative.

In the announcement Mr. Murphy said: "We are pleased to have Mr. Wentzel associated with our firm and know that his many friends in the durum industry will be glad to see him continuing his fine work in the interests of that industry. Mr. Wentzel's background of milling and knowledge of all phases of the durum and macaroni industry will be a very fine asset and help in our sales department."

Lohman Joins Experience, Inc.

William A. Lohman, former vice president for trade relations with General Mills, Inc. is now associated with Experience, Incorporated. This group of retired executives do consulting and research from their Rand Tower office in Minneapolis.

GSP Names Sales Head

Richard E. Shepherd has been named Vice President, Sales, of Grocery Store Products Co. headquartered at West Chester, Pa., according to Donald N. Givler, President.

Mr. Shepherd joined Grocery Store Products Co. in 1950 as a retail salesman. He was successively manager of the south central, south east, Foulds Macaroni Products Sales and western divisions before becoming general sales manager in 1966.



TO INSURE QUALITY IN ANY MACARONI PRODUCT, ALWAYS SPECIFY AMBER

In any size — any shape — it's always easier to control the quality and color of your products with Amber's first quality Venezia No. 1 Semolina, and, Imperia Durum Granular.

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

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

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



AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION

Mills at Rush City, Minn.—General Offices: St. Paul, Minn. 55101

TELEPHONE: (612) 646-9433



Activities in the Nation's Capitol

Highlights of comments made by Harold T. Halfpenny,
N.M.M.A. General Counsel, at the Winter Meeting

YOU cannot do business today without knowing what is going on in Washington.

- The Federal government is consumer-oriented and the consumer has been defined as "a disgruntled customer."
- I look for some kind of an income tax increase this year for both corporations and individuals.

This past year private damage litigation produced most of the court decisions involving general restraints of trade and monopolization. Where these cases were involved in cases initiated by the governmental enforcement agencies, they were, for the most part, disposed of by consent decree. The following is a brief resume of the law, rather than the facts, of cases of general interest to industry.

Exclusive Territories

Where a manufacturer sells to a wholesaler (parts with title) he cannot require the wholesaler to agree to sell only within a described territory, or only to certain customers. Any vertical restraints in a distribution system based on sales to wholesalers, are prohibited. However, the manufacturer can still distribute only through designated wholesalers, and can bind himself to do this.

The manufacturer who consigns the goods to wholesalers, rather than selling them, can control what the wholesalers will do with them.—that is, where and to whom to sell.

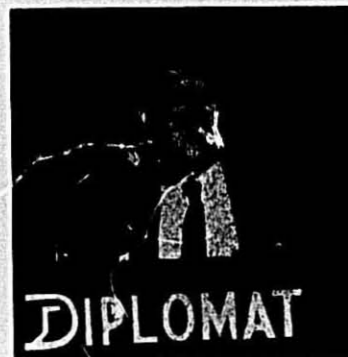
Arnold, Schwinn, United States Supreme Court

Nonrenewal of Franchise

The refusal of an outboard manufacturer to renew a dealer's franchise was not a violation of law where there was no attempt to create a monopoly and no conspiracy by the manufacturer with anyone else. This was so even though the reason for the refusal to renew was that the dealer also handled a product which competed with this manufacturer's product.

Generally speaking, the right of customer selection is sanctioned by both statute and case law. Absent conspiracy or monopolization, a seller engaged in a private business may normally refuse to deal with a buyer for any reason or with no reason whatever.

This was a unilateral refusal to sell, which is not prohibited. A mere refusal by a manufacturer to deal with a dealer



Harold T. Halfpenny

who will not confine his dealings to the goods of the manufacturer does not run afoul of the Sherman Act.

Amplex of Maryland, Inc. v. Outboard Marine Corp., Fourth Circuit, 8/1/67 (Petition for Cert. filed 9/29/67)

Employees—"No Switching" Agreement

An agreement between competitors that they will not hire a former employee of another company for six months after his termination of employment with his former employer, may violate the antitrust laws. Competition may be injured, because if a substantial segment of the industry agrees, the labor market will be frozen. If labor mobility is discouraged, the industry may well become static in its composition, to the obvious advantage of the large, well-established firm and the disadvantage of infant organizations.

Although only the signatory firms are bound by the agreement, an employer of one of them will hesitate to leave his employer in order to join a newly formed competitor, if he knows that he may be out of work in the event the new organization is not successful. This would tend to discourage the entry of new competitors into the industry.

Nichols v. Spencer International Press, Seventh Circuit, 1/11/67

Wholesaler—Allowance Case

Last year, the Court of Appeals for the Ninth Circuit held that a supplier who gave promotional allowances to a retail chain store (Fred Meyer, Inc.) was not required to give the same allowance to wholesalers who sold to re-

tailers who competed with Fred Meyer. It said that where a retailer received an allowance not granted to a wholesaler, there was no violation of law because the wholesaler was not in "functional competition" with the retailer...

This decision was widely criticized as legally unsound and economically unrealistic. Whether in agreement with these criticisms or not, the Supreme Court agreed to review the case, and oral arguments have been held. The arguments were directed to the single proposition: Whether a supplier's granting to a retailer who buys directly from it, promotional allowances that are not made available to a wholesaler who resells to retailers competing with the direct-buying retailer, violate the law."

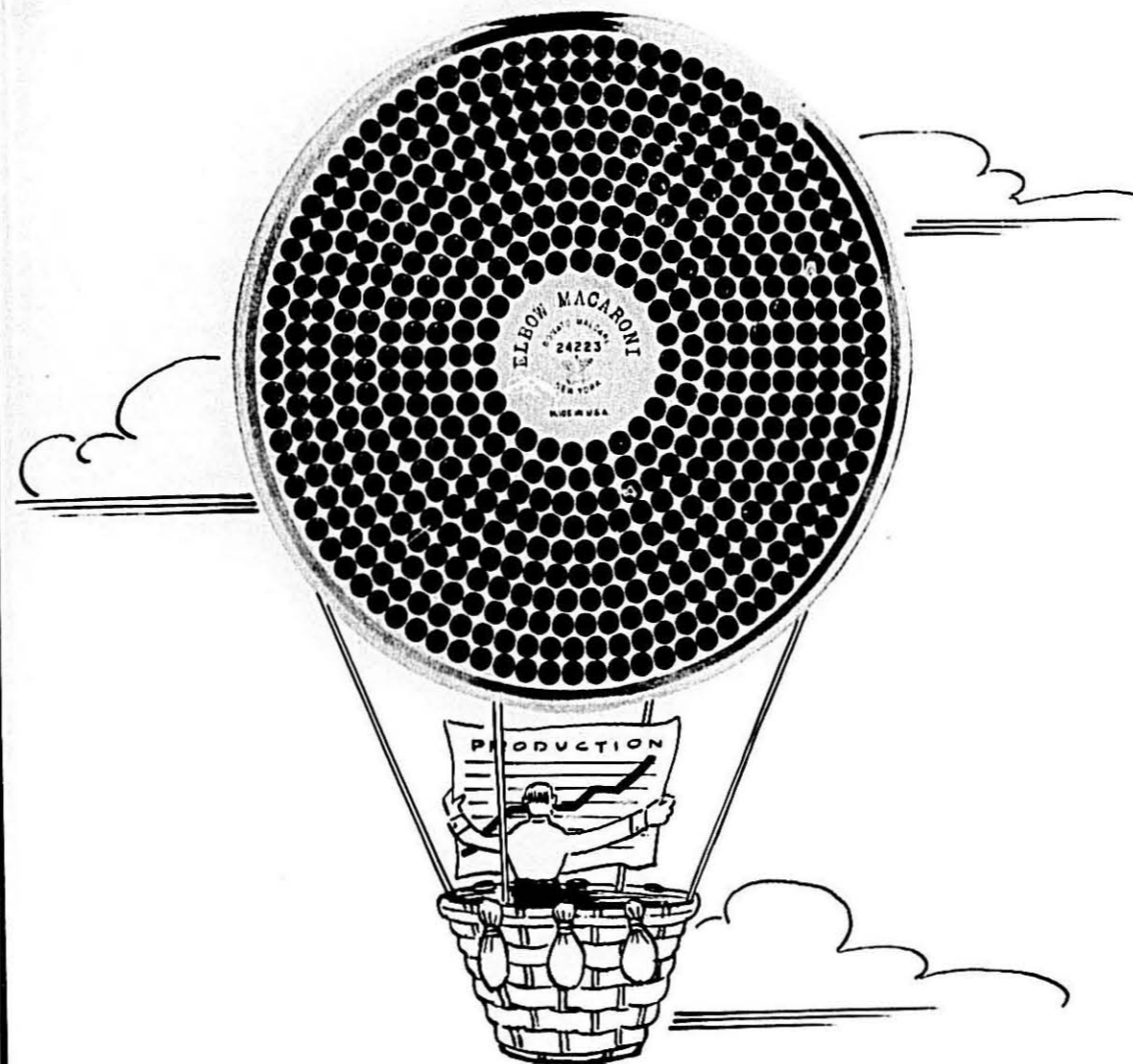
A decision may be expected early in 1968, and will be awaited with interest by wholesalers.

When Is a Wholesaler not a Wholesaler

The constantly re-occurring question of when a business may represent itself as a "wholesaler" was discussed in detail by the Federal Trade Commission. The complaint charged that the company's representations that they are wholesalers, sell products at wholesale prices, and provide a wholesalers' service, were misleading and deceptive. The Commission took the unusual step of overruling the Examiner, who had dismissed the complaint, and substituting its own findings of facts for those of the Examiner.

The Commission found that the misrepresentation consisted in representing the prices which were charged for two lines of products as "wholesale" prices, when in fact the prices were higher than any bona fide wholesale price. It further concluded that it was misleading to advertise that the price for certain products was "lowest wholesale" when in fact the prices for these lines, even though technically wholesale, were higher than the prices usually and customarily paid by retailers.

In summarizing, the Commission stated that the order would prevent the company from representing their prices as wholesale prices in all instances where the prices are higher than the price usually and customarily paid by retailers for such merchandise to any source of supply, when purchased in the quantity offered for sale by the company. Before reaching this conclusion, (Continued on page 38)



GIVE YOUR
PRODUCTION
SCHEDULE
A LIFT WITH
MALDARI
DIES



D. MALDARI & SONS, Inc.

557 THIRD AVE. BROOKLYN, N.Y., U.S.A. 11215

America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family

Nation's Capitol—

(Continued from page 36)

however, the Commission's opinion indulged in a long dissertation on the nature of wholesaling. (Federated Nationwide Wholesalers Service.)

Proposal Revision of Anti-Trust Laws

A bill has been introduced in the Senate proposing that a Commission be established to review the antitrust laws. The proposal is for a Commission with 24 members, with power to hold hearings and subpoena witnesses.

The Bill is significant in that it indicates that at least some members of the Senate (Senators Javits, Brewster, Cooper and Hartke are on the Bill) are thinking seriously about the need for an over-hauling of the antitrust laws—a project long overdue. The "Declaration of Policy" section states that it is aimed at improving the laws prohibiting monopoly and other restraints on commerce; clarifying standards of conduct for business; eliminating conflicts in policy and inconsistencies in the antitrust laws as interpreted by the courts and agencies; and revising the laws where their effect is to impair initiative and business development.

While no one wants another Commission, this one could be very useful in giving everyone an opportunity to express views on this crucial matter. For example, the many critics of the Robinson-Patman Act, which has often been said to discourage competition rather than promote it, might finally find in the Commission a tribunal which would really consider the problem. In this connection, it is at least interesting that the Bill does not indicate that it wishes to preserve that Act.

Changes Affecting Employment

All industries are faced with increasing costs and great shortages of capable employees. Yet at the same time the Federal Government increases these problems by additional regulations.

I am not going to discuss packaging, as we have an expert from the Department of Commerce going to discuss this matter with you. However, I do want to mention the problems in regard to labeling. Sometime ago a conference was arranged between representatives of the National Macaroni Manufacturers Association and the Food & Drug Administration. Through the courtesy of members of the Association representatives of Congressmen and Senators were present. Dr. Goddard of the Food & Drug Administration had with him the Associate Commissioner for Compliance, Mr. Kirk, their General Coun-

sel, Mr. Goodrich, and another staff man.

The discussion was in regard to the location of the weight indication on the package. The law requires the FDA to specify a uniform location, which the FDA specified as the lower 30% of the main display panel. Dr. Goddard acknowledged that the samples of macaroni packaging displayed at the conference were not deceptive. He also acknowledged that the printing industry could not even print all the new labels that a strict interpretation of the law would require. He said the FDA is willing for all manufacturers to use up all current supplies now on hand, but from now on, all new supplies ordered should carry the new requirements, recognizing that the law does not require such until next July, 1968. He also stated that when the effective date approaches, next July, the FDA would be quite liberal in permitting the continued use of nonconforming packaging if it is not deceptive. He said letters to FDA indicating the situation with respect to compliance, the extent to which the manufacturer has already instituted new packaging, and an estimate as to when the in-stock nonconforming packaging would be used up is the type of information needed. This would be done on a company basis.

Commodity Exemption

The law does permit the FDA to grant an industry-wide, or commodity exemption, and he indicated that FDA would welcome a request for such an exemption. However, he made it clear that such exemptions would be rarely granted, contending that the industry has to eventually conform, and the exemption, which would have a time limit, would end, and the industry would still have the problem of conforming and the use of packaging already in stock.

The several representatives of the members of Congress who attended emphasized their principals vigorously supported the association's position for an exemption. Also, that they would be willing to introduce an amendment to delete the requirement for a uniform location for the weight indication. While this demonstrates a willingness on the part of the members of Congress, we must consider the limited possibilities of this. It does not appear to me to be realistic to assume that this amendment would be passed, even though there is merit in the proposal.

Two Roads Open

I would think two routes are available. First, the association could file a

petition for an exemption which the FDA is authorized to grant. While I recognize that it is unlikely that the FDA would grant it, it should "set the stage" for the second action, the filing of individual company statements on the extent to which they are in conformance, and when they expect to be in conformance.

In the past I have found that the FDA has scheduled enforcement with some consideration to the economics and cost of compliance. Inasmuch as FDA is now under new leadership I cannot with confidence predict what they will do with respect to the packaging of macaroni. Dr. Goddard did state that all the packaging displayed at the conference was non-deceptive and in his view, the manufacturers should simply use up all existing packaging stock, even after next July 1.

Wage and Hour Law Changes

Beginning February 1, 1967, the coverage of the Wage-Hour Law was broadened to include businesses with more than two employees engaged in interstate commerce, and an annual gross sales volume of over \$500,000.00 (this figure was formerly one million). This means that all employees of such a business are subject to the requirements of the Act.

Civil Rights Act Amendments To Equal Employment Opportunity

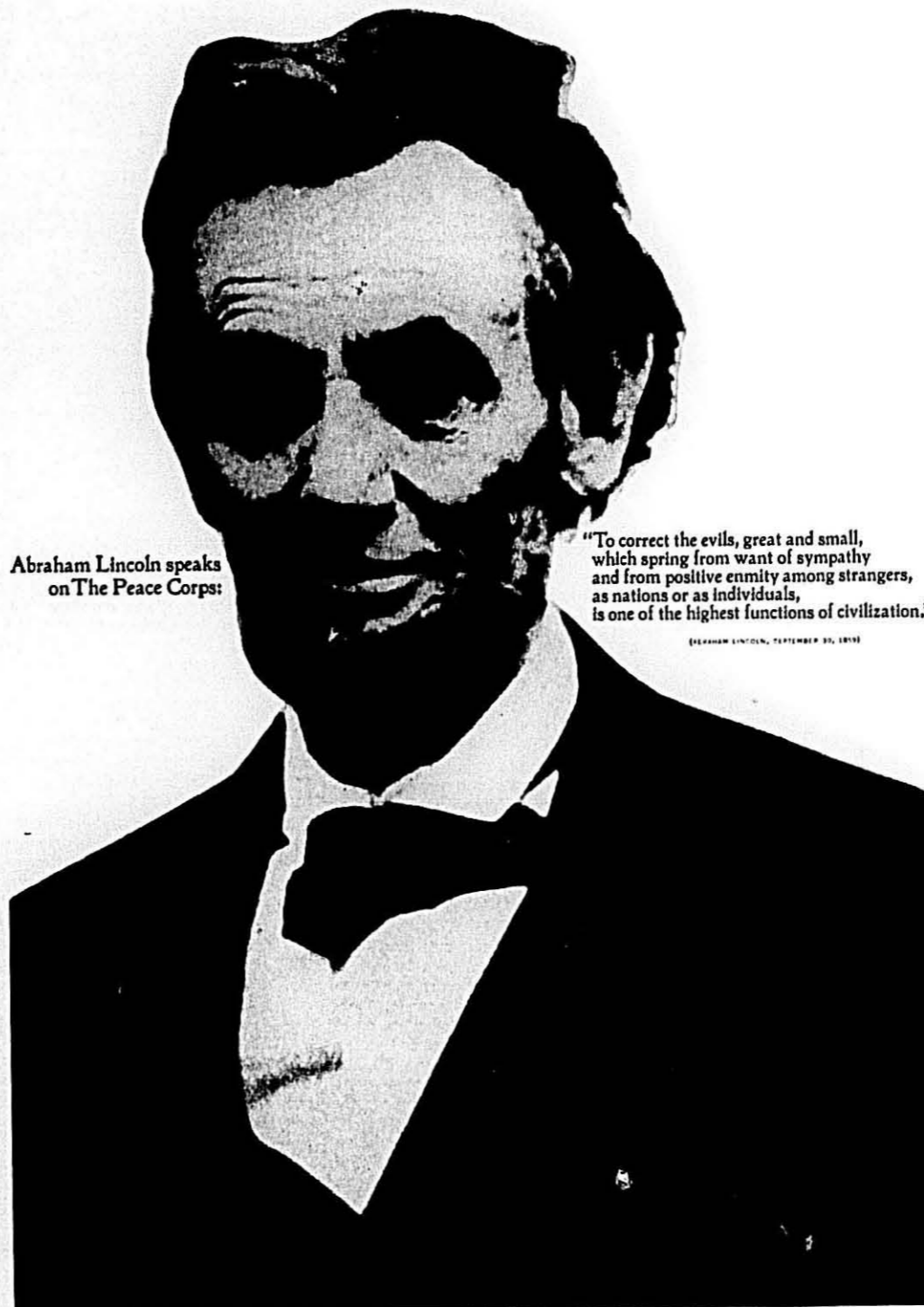
Provisions for "equal employment opportunity" are part of "The Civil Rights Act" enacted by Congress in 1964. These provisions make it a violation of Federal law for an employer to "discriminate" with regard to any aspect of employment because of "race, color, religion, sex, or national origin."

Congress carefully stipulated, however, that an employer accused of violating that law would be entitled to a trial in court, specifically the Federal District Court of his locality.

Amendments, H.R. 680 by Congressman Dent (D. Pa.), and in the Senate, S. 1308, by Senator Clark (D. Pa.), abolish that right to a court trial, and give the Equal Employment Opportunity Commission itself the power to determine the facts and to determine the guilt or innocence of the accused. The new legislation also takes from the Federal District Courts, and gives to the Commission itself, the power to issue orders and decrees, requiring "affirmative action" on the part of employers, such as the "reinstatement" of former employees and the "hiring" of new employees, with "back pay."

(Continued on page 40)

THE MACARONI JOURNAL



Abraham Lincoln speaks on The Peace Corps:

"To correct the evils, great and small, which spring from want of sympathy and from positive enmity among strangers, as nations or as individuals, is one of the highest functions of civilization."

(ABRAHAM LINCOLN, SEPTEMBER 25, 1858)

PUBLISHED AS A PUBLIC SERVICE IN COOPERATION WITH THE
NATIONAL MACARONI COUNCIL

INDEX TO ADVERTISERS

Advertising Council	39
Amber Milling Division	35
Ambrette Machinery Corporation	20-21
A D M Durum Department	17-18
Aseco Corporation	5
Clermont Machine Company, Inc.	23-26
DeFrancisci Machine Corporation	10-11
Diamond Packaging Products Div.	41
International Milling Company	42
Jacobs-Winston Laboratories, Inc.	31
LPF Plastics Corp.	31
Malderi & Sons, D., Inc.	37
National Macaroni Mfrs. Assn.	29-31
North Dakota Mill and Elevator	9
Peavey Company Flour Mills	14-15
Rossotti Lithograph Corporation	2
Waldbaum Company, Milton G.	31

CLASSIFIED ADVERTISING RATES

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

Nation's Capitol—

(Continued from page 38)

Hearings Planned

The House General Subcommittee on Labor tentatively plans to hold hearings in February on the House Bills. This legislation would give the Equal Employment Opportunity Commission NLRB type powers to enforce The Civil Rights Act. Senate action is not expected until after the House hearings.

Under the present law a District Court can require an employer to bring forward such of his records as are "relevant" to a "charge under investigation." The proposed law would remove such restriction and would give to the Commission, without limitation, "access" to the employer's "premises" and to all his "records." Severe fines and imprisonment could be imposed upon the employer, under the proposed statutes, for failure to accord such access, and to furnish such records as, and to Commission might require. The proposed law would provide for coverage of all employers of only 8 or more employees.

The proposed amendments would eliminate the right to trial by jury in the case of disagreement or dispute as to the employer's compliance of that law. This would put the authority to judge and to issue orders and decrees in the Equal Employment Opportunity

Commission. The Secretary of Labor told the Senate Labor Committee that more "hard-muscled" action is needed.

Law To Bar Discrimination In Employment Passed

The House agreed to Senate amendments to the bill (S. 830) to prohibit age discrimination in employment, and sent the measure to the White House.

The bill provides that persons between 40 and 65 years of age, who are otherwise qualified, cannot be turned down for a job on the basis of age. The measure also applies to application for membership in a labor union and in the placement activities of employment agencies.

The bill now provides that the Secretary of Labor would enforce the ban with authority to bring offenders into civil court, with criminal penalties of \$500 fine or one year in prison for convictions.

Know Your Representatives

1968 is an election year! Know your representatives and their philosophies. The business community must be active and make themselves known.

Urban Money Economy in U.S.

The number of persons living on farms in the United States has steadily declined since the turn of the century, the Taxpayers' Federation of Illinois reports. At the beginning of the century well over a third of the population was living on farms that provided most of their incomes and nearly all of their food. By the beginning of World War II, the proportion living on farms had dropped to less than a fourth, and for many of these farming was not the sole source of support.

At the present time, fewer than 7 out of 100 Americans live on a farm, and many of these have outside jobs to supplement their farm incomes. Then too, those on the farms today are operating mechanized farms and cultivating much larger acreages than did the farmers of fifty years ago.

Population Clusters

By contrast, the non-farm population has grown rapidly with the bulk of growth being in the metropolitan areas. This shift away from the farm has developed population clusters not only within the large cities but in their suburbs. During the last 20 years it is interesting to note that it has been the outlying areas about cities rather than the cities themselves that have registered the greatest gains. Most Americans live in what can now be described as a

money economy, and their financial independence is measured by their current earnings and the cash income available to them from other sources.

Statistics Speak

In March 1965, more than 3 out of 5 persons in the United States lived in a metropolitan area—that is, within a city of at least 50,000 inhabitants or the environs of such a place. In 1 out of 7 central city families, it was a woman rather than a man who served as family head, and an equal proportion of all families had a head at least 65 years old. In the suburbs, only 1 out of 13 of the families was headed by a woman, and 1 in 9 by a person aged 65 or older.

Such statistics prove that we have become an urban rather than a rural nation. This shift to the metropolitan areas creates problems in the fields of finance, transportation, sanitation, water supply, health, etc. that must be aided by legislative bodies.

More Regulations For Truck Users

Governmental edicts resulting from activities of the newly established U.S. Department of Transportation, forecast a greater emphasis in the months ahead on more systematic and professional servicing of all motor vehicles, is the opinion of John Bartol, president of National Truck Leasing System, the nationwide network of independently owned, locally operated full-service truck-leasing concerns.

Regulations prepared by the Department of Transportation recommended for adoption by the various States, relate to the licensing of qualified mechanics, periodic inspection of vehicles by authorized service establishments, revised standards for vehicles and components in both original and replacement equipment.

Burdensome Paper Work

Procedures for meeting these various requirements as may be finalized for enactment by the various states, on the part of truck users who operate their own equipment for deliveries and servicing secondary to their primary business, will require management's detailed attention. "This means these truck users are going to find truck procurement and maintenance more than ever involved with burdensome 'paper work,'" Mr. Bartol points out. It is for this reason that his group of lessors expect a continuing upsurge in the demand and need for full-service truck-leasing in the months ahead.

HOW'S YOUR MACARONI IQ?

Millions of Americans consume tons of macaroni products each day. Thousands more are engaged in producing these products. But, how many people really know anything about the history of macaroni? Use your noodle and see how you come out on this quick quiz.



Macaroni Quiz



1. What did the slang term "macaroni" mean during the American Revolution?
(a) Patriot (b) Anything good or elegant
(c) "Yankee Doodle's" horse.

Answers to Quiz:
1: (a) (b) (c) 2: (a) 3: (a) 4: (c) 5: (a)



2. What is the most important thing to remember in cooking macaroni?
(a) Add 1 tbs. salt for each cup of water (b) Avoid overcooking (c) A strainer.



3. In the language of the ancient Greeks, the word "macaroni" meant:
(a) Courage (b) Mickey Rooney (c) The Divine Food.



4. According to legend, in whose reign was the recipe for preparing macaroni conceived?
(a) King Frederick of Saubin (b) Queen Isabella of Spain (c) Duke Snider of Brooklyn.



5. What does Diamond Packaging Products have that surpasses other packaging suppliers to the macaroni industry?
(a) Personalized service (b) A chain of plants to assure quick delivery (c) Quality printing—offset, letterpress or gravure—to assure finest reproduction of your package.



DIAMOND PACKAGING PRODUCTS DIVISION
DIAMOND NATIONAL CORPORATION
733 THIRD AVENUE, NEW YORK, NEW YORK / 10017 (212) 697-1700

may we say in closing...

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

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



DURUM DIVISION
International
MILLING COMPANY INC.
GENERAL OFFICES: MINNEAPOLIS, MINNESOTA 55415