

**THE  
MACARONI  
JOURNAL**

**Volume 49  
No. 12**

**April, 1968**

# Macaroni Journal



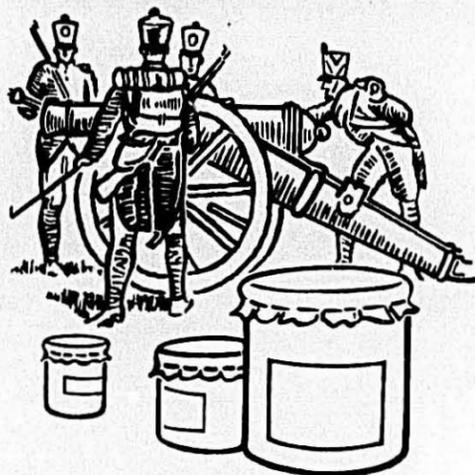
April 1962 - 40th Anniversary Issue

- Macaroni Facts
- Macaroni Census Report
- Macaroni Statistics
- Macaroni Developments
- Macaroni Around the World
- Macaroni - Industry Suppliers

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on its  
**49th**  
**ANNIVERSARY**

We're proud to be part of so vital an industry....  
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*Rossotti*

# The Macaroni Journal

April  
1968  
Vol. 49  
No. 12

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

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THE MACARONI JOURNAL

You noodle-makers know everything about noodles, but Henningsen, the egg people, can tell you something new about eggs.



First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safe at or over the 5.5 per cent egg solid minimum content set by Federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent safe-

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## PASTA, GLORIOUS PASTA

WHAT do Thomas Jefferson, Enrico Caruso, the Department of Agriculture and Charlie Chaplin have in common?" asks Richard Condon in the magazine *Venture*, March issue, in his article "Remembrance of Things Pasta."

### Spaghetti, National Dish

"Thanks to each of them," Condon continues, "the national dish of the United States is spaghetti." It surpasses roast turkey, Boston baked beans, Southern fried chicken, hot dogs, corn pone and pumpkin pie.

To Thomas Jefferson he attributes the introduction of Lombardy poplars, Roman architecture and Chianti wine; the third president of the republic commissioned his secretary to travel to Naples to bring back a spaghetti-making machine for Monticello.

But according to Condon, it was the Volstead Act and Italian-American speakeries that made spaghetti a national favorite. It was the miraculously absorptive qualities of spaghetti needed desperately as a form of first aid after drinking hooch that sold the product.

He concedes that great popular idols who dominated the American scene before the Volstead Act also did their bit: Enrico Caruso, for instance, always seemed to be eating spaghetti when he wasn't singing, and Charlie Chaplin managed to use it in almost every film he made that required eating.

The Department of Agriculture is credited with bringing durum wheat to the United States from Russia, and the story of Mark Carleton is well known to durum devotees.

### Putting History Straight

Mr. Condon goes out of his way to set the historical record straight. He says: "The ancestor of spaghetti was an ancient Roman noodle called *laganum*, manufactured by machine at the time of Apicius and served with meat or fish sauces and cheese. Marco Polo did not discover spaghetti in China and bring it to Italy, no matter how many versions of that canard the National Macaroni Institute causes to be published. Honest spaghetti historians, such as Giuseppe Prezzolini, professor emeritus at Columbia University, have had the scholarship to dig out the true facts.

"Marco Polo lived from 1254 to 1324 A.D., but in 1200 spaghetti was well enough known in Italy to be mentioned in 'The Life of the Blessed Hermit Wil-



Everybody Likes Spaghetti

liam' as follows: 'He invited William to dinner and served macaroni' (macaroni is the basic food made from pasta, and spaghetti is one of its forms).

"Marco" does not mention macaroni or spaghetti in his book, but he does speak of a Chinese dish made out of strips of dough, which he refers to as 'lasagna.' Lasagna, Professor Prezzolini points out, comes from the Greek *lasanon* (chamber pot) and the Latin *lasanum* (saucepan), and if Polo had never seen such food before he would have called it by its Chinese name. Moreover, to rivet the Mediterranean origins of spaghetti firmly into world history, the word macaroni undoubtedly is derived from *makaria*, a Greek word for food served at funeral banquets.

### Poetic Subject

Nika Stenden Hazelton, in *National Review*, notes, "Poets wrote about macaroni; Boccaccio, in the *Decameron*, describes an idyllic country where no one works and all things are free, with a mountain of grated Parmesan cheese in the middle of it. On top of this mountain there are people who do nothing else but make macaroni, which they cook in capon broth and throw down to all who want it."

She also quotes the playwright Goldoni, who in his memoirs describes the blissful experience of tossing down three platefuls of the stuff and restating the Neapolitan proverb: 'He fell into it like macaroni into the cheese.'

### District Differences

Richard Condon claims that because of its climate, Naples became known as the great watershed of spaghetti. "Before today's modern, air-conditioned pasta factories, spaghetti had to be cut, then dried quickly out-doors. Of all the spaghetti shrines of those great hand-made years, only the town of Torre Annunziata, twelve miles from Naples, remains an eclectic status symbol. It is to spaghetti connoisseurs what Rome-Conte is to wine bibbers."

Louis Carleton, writing in *Palm Beach Life*, states: "Any mention of pasta must involve Bologna, a city noted for its imaginative food. Here the lively meat sauces originated as early as the fourteenth century.

"The traveling gourmet finds delightful variety in the pasta dishes, ranging from the South to the more sophisticated dishes of the North. It would be impossible to improve on the intricate lasagne verdi al forno in Bologna.

"The Romans have their own ways of serving spaghetti—but in sidewalk cafes across the Tiber to the country inns along the Apian Way—one finds on the menu the fabulous Fettuccine alla Romana. It is a simple dish, basically, but capable of many subtle variations."

### Nutritious and Delicious

Spaghetti, salad and cheese eaten at one meal a day is a diet you can lose weight on, observes Richard Condon. Millions of Italians, he says, have lived and grown into hard healthiness and old age on combinations of spaghetti, sauce, cheese and fruit. Outside of the idle classes, who can buy whatever they wish to eat, one seldom sees a fat Italian—and the diet certainly seems to do wonders for the shapes of Italian women.

To Italians there are two kinds of pasta, says Condon: the dry (which is served with sauce) and the other kind (which is served in soup or broth). Americans recognize only the kind served with sauce—and the sauce gets their attention. "But the greatest sauce in the gastronomic pharmacy cannot help spaghetti that has been poorly cooked and prepared."

The Richard Condon recommended method:

(1) One pound of spaghetti cooked in not less than six quarts of boiling,

lightly salted water will serve four persons very generously.

- (2) A teaspoon of olive oil added to the water will prevent the spaghetti from sticking to the bottom of the pot.
- (3) Do not overcook! Anyone who drinks red wine with fish will almost always be forgiven, if only because he makes other diners feel superior. But anyone who overcooks spaghetti in America will cry himself to solitary sleep every night. The Italian term for the right degree of resilience is *al dente* or "Cooked to the tooth's taste."
- (4) Cooking time will vary according to thickness and to the sort of flour the manufacturer has used. Follow the instructions on the box and after the minimum amount of time indicated, fish out a strand or two every forty seconds and taste it.
- (5) While the spaghetti is cooking have a kettle of water working on a separate burner at full boil. When the spaghetti is cooked, empty it into a large colander and immediately pour the boiling water from the kettle over. This washes away excess starch. Meanwhile place a quarter of a pound of butter or margarine or a quantity of olive oil in the pot in which the spaghetti has just been cooked, and replace it over the flame. Then replace the rinsed spaghetti.
- To those who say "What starch?", I say use the hot water treatment if only because no American wants spaghetti cooking to look too easy.
- (6) Serve spaghetti on very hot plates. If possible, have a bowl of hot sauce for every two guests, preferably in a chafing dish.
- (7) Finally, says Condon, "You may cut up your spaghetti to eat it if you like!" He did this in Bologna, Milan, Naples, Florence, Rome and Genoa and "nobody cared how I ate my spaghetti!"

### Endless Variety—

#### MACARONIS

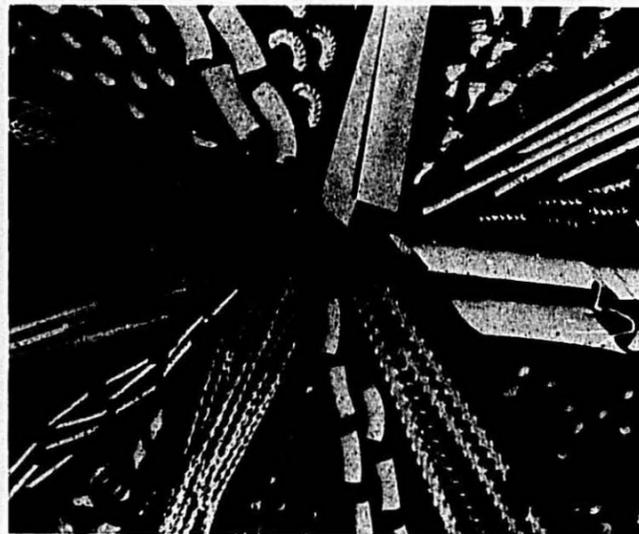
**ELBOW MACARONI**  
Bent, hollow little rods most commonly served in dishes as macaroni and cheese. Serve them also in salads and with sauces.

**LONG MACARONI**  
Used in casserole dishes.

**SHELLS**  
Shell-shaped; ideal with sea food sauces and in sea food salads.

**LASAGNE**  
In appearance somewhat like a broad noodle, but no eggs are added. It is about 10" long and 1" wide. Buy this either ruffled or plain. This product

lightly salted water will serve four persons very generously.



Starting at upper left corner: manicotti, mafalde, rigatoni, fusilli senza buco, mostaccioli, margherite, tiny egg novelties, green noodles, fusilli bucati, cavatelle, tufoli, cresta di gallo, lasagna, rosetta, long zitoni and rotini. All shapes are not readily available all over the country. But when you can buy them, they are exciting and different to use.

is famous for its use in a dish that bears its name—a combination of lasagne, meat, various cheeses and tomato sauce.

**ZITI**  
Cut in lengths; hollow.

**MEZZANI**  
Hollow, cut in lengths; grooved.

**MEZZANI RIGATI**  
Lengths of macaroni; always grooved and straight-cut.

**MOSTACCIOLI**  
Almost like messani rigati, except this macaroni is cut on the diagonal.

**RIGATONI**  
Wide, short, grooved. Stuff with meat or cheese mixture and bake with sauce.

**TUFOLI**  
Extra large macaroni. It is not grooved. Stuff with meat or cheese and bake in sauce.

**DITALI**  
Short lengths of macaroni, especially suitable for salads.

**MANICOTTI RIGATI**  
Extra-large and grooved. To serve, stuff and bake in sauce.

**ALPHABETS**  
Small, letter-shaped, used in soups.

**PASTINA**  
Tiny, star-shaped pieces.

**CRESTE DI GALLO**  
Shaped like a cockscomb. They hold sauce and gravy well.

**RICCINI**  
A tiny, twisted macaroni, with curly, fluted edges.

**GNOCCHI**  
Small, dumpling-like shapes; most often used in soups.

#### SPAGHETTIS

**SPAGHETTI**  
The familiar, long, rod-shaped pasta; about 1/8" thick.

**SPAGHETTINI**  
Thin Spaghetti.

**VERMICELLI**  
Extra-thin spaghetti.

**CUT SPAGHETTI**  
Similar to elbow macaroni but without the hole.

**LINGUINE**  
Flat spaghetti.

**FUSILLI**  
Spindle-shaped, twisted spaghetti.

#### NOODLES

**FOLDED EGG NOODLES**  
These ribbon-like lengths are available in various widths—called "fine," "medium," and "wide." Used in casserole dishes and in stews, with vegetables and in soups; buttered or served with sauce.

**SPINACH EGG NOODLES**  
Flat, green; used with sauces.

**SHAPED NOODLES**  
Fashioned like bows with saw-toothed edges, they are sometimes called butterflies. In two sizes, these dainty noodles add variety to any casserole dish or soup.

# DON'T UNDERESTIMATE

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## PYRENONE FOG (Aerosol)

This is the aerosol many mills use to insect-proof their carload shipments of durum flour.

Insect control in loaded box cars is unquestionably the most difficult. Over 10,000 box cars have been treated with phenomenal success.

Think of the protection your plant could have with its use, particularly if you have wood floors and ceilings. Requires only one aerosol per 10,000 cubic feet of space.

## PYRENONE SPOTSpray (Pressurized)

This semi-aerosol provides a pin-point spray that is ideal for use in hard-to-reach corners and areas of processing equipment to both kill and repel reinfestation.

It is convenient, stop-free, potent, but safe-to-use and economical.

You will find that one 20 oz. can will cover more spots than one gallon of conventional spray with a sprayer.



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### Insect Control

**H**Ave you ever wondered what the durum mills do to control insects in their plants? Thoughts like—do they contract with professional fumigation engineers or local exterminators to inspect and either spray or fumigate their plants; or do the mills use their own personnel to do their own insect control work? If the mills do their own work where do they purchase their insecticides, so they may be assured of using the right insecticide in the right place?

The answer is all flour mills today do their own insect control work up to a point. The stopping point up until recently was when the mill found the need to generally fumigate the entire plant with methyl bromide gas; then professional fumigation engineers were called.

#### Open Space Fumigations

Would you believe that now one large multiple milling company is now conducting its own general open space fumigations periodically with methyl bromide gas? Yes, and they are doing it semi-annually in conjunction with their monthly spot fumigations to assure you, their customer, of the most insect-free durum flour available. Also they conduct these general fumigations

with greater safety to their personnel than when conducting just a machinery spot fumigation. They are proud to say that the company, E. H. Leitte of Lake Elmo, Minnesota, was responsible for it.

Occasionally they get a call from a durum mill executive informing them that a macaroni manufacturer that they sell has been cited by a state or federal inspector for insect infestation. The durum executive requests Leitte to contact his customer at once and help them straighten-out their insect infestation problem. It is always difficult to contact these macaroni manufacturers and offer guidance, especially when he is all "shook-up" because of the citation and usually insists that Leitte come to his plant immediately. In the first place it invariably happens during the warm summer months when Leitte is very busy; secondly, Minnesota is usually a long distance from most macaroni plants, and lastly, if good housekeeping is practiced the average macaroni plant would not purchase enough insecticides during a two year period to justify the traveling expense to the plant.

#### Information Sheet

To help simplify matters, Leitte now has available a price sheet that not only lists the insecticides including fumigants, fogs and sprays, but also indi-

cates the areas or points on which the insecticide is most effectively and safely applied. Should there be any doubts as to how and where the insecticide should be used—a long distance telephone call usually resolves the matter.

Now you may wonder why the executives of the flour milling industry contact Leitte when insect control problems become critical at their customers' plants. The answer to that question can be answered with one word: "Experience." Would you believe that this small company provides or has provided the great majority of both durum and wheat mills in the United States with insect control guidance and products? They claim they do, although they admit to competition also.

#### For Macaroni Plants

When taking into consideration the amount and type of processing equipment the average macaroni manufacturer requires, they recommend pyrenone aerosols (Pyrenone Fog and Pyrenone Spotspray) that they developed and make for the cereal industry. The insecticide Pyrenone consisting of pyrethrin and piperonyl butoxide is unquestionably the most highly recommended insecticide for use in food plants because it is quick-killing, no resistance by the insects has been de-

veloped, and last but not least, it has the blessings of government inspectors. By formulating and packaging "Pyrenone Fog" into a true aerosol, its acceptance has been most outstanding. Formulating and packaging "Pyrenone Spotspray" into a semi-aerosol that produces a pin-point spray for cracks and crevices has greatly reduced the need for sprayers and prevents waste of the insecticide.

#### Pyrenone Fog Cans

Your plant, like many others, may have received carload shipments of durum flour that contained one of Leitte's empty Pyrenone (Aerosol) Fog cans. During the past couple of years over 10,000 loaded box cars were treated, and only two cars to the company's knowledge were rejected by the customer because of insect infestation. One was because of dead flies on the load and the other because of a malfunction of the aerosol valve, so its contents didn't release. Is there any wonder then why many macaroni and bakery plants specify on their purchase orders that Pyrenone Fog be released on their shipments after they have been loaded? Large bakeries used to request that their carload shipments be fumigated with methyl bromide gas, but since Un-

cle Sam has established a definite tolerance on the amount of bromide that is permitted in the product, the customer is often reluctant to request it. The mills did not like this, because it was expensive, time consuming, and often a hazardous job.

For "do it-yourself" insect control in cereal processing plants—consider Leitte's Pyrenone Aerosols.

#### Merck Sales Set Highs

Merck & Co. reported 1967 net rose 8% to a record \$89,314,000, or \$2.51 a share, from 1966's \$82,592,000, or \$2.32 a share.

Henry W. Gadsden, president of the drug maker, said 1967 sales climbed to a record \$528,126,000 from \$488,619,000. Results for both years include Calgon Corp., Pittsburgh, which became a Merck subsidiary in January. Calgon makes household laundry and bath products and industrial water-treatment chemicals and equipment.

Fourth quarter profit climbed to a record \$23,081,000, or 65 cents a share, from \$20,435,000, or 58 cents a share, a year earlier, Mr. Gadsden said. Sales rose to a new high of \$138,224,000 from \$125,652,000.

Consolidated international sales, up 13%, accounted for about half of the 1967 gain in volume, he said.

#### Yestor D

Yestor D, dried torula yeast, is especially grown and processed by Zellstoffabrik Waldhof in collaboration with English Grains Ltd. It has been prepared to meet the highest requirements for all quality food products.

This product comes to the U. S. market at a most appropriate time, according to the importer-distributor, Calvert, Vavasseur & Co., Inc. It is produced under conditions of plant hygiene which enable the manufacturers to give the fullest guarantees with regard to low bacteria count and freedom from pathogenic organism, such as salmonella.

In addition, the very pale color and bland flavor enable it to be used for protein and vitamin enrichment without disturbing the color and flavor of products in which it is used.

Additionally, this product has a significant flavor enhancing effect.

Literature and samples are available from Calvert, Vavasseur & Co., Inc., 19 Rector St., New York, N.Y. 10008.



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It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 48 years in operation concerned itself primarily with macaroni and noodle products.

The objective of our organization, has been to render better service to our clients by specializing in all matters involving the examination, production, labeling of macaroni, noodle and egg products, and the farinaceous ingredients that enter into their manufacture. As specialists in this field, solutions are more readily available to the many problems affecting our clients.

We are happy to say that, after 48 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

*James J. Winston*

### Reappraisal of Durum

An editorial from the *Southwestern Miller*, February 13, 1968; reprinted with permission.

**M**ILLERS of durum and manufacturers of macaroni products are now engaged in an extensive reappraisal of the durum supply and demand situation, the main conclusion of which is that the carryover of this class at end of the current season will be sharply below a year earlier and the smallest since 1962 at the height of a period of extreme scarcity. Some forecasts of the durum carryover for this June 30 are for 19,000,000 bushels, while a stock as low as 24,000,000 appears certain without surprises in disappearance in the last half of the crop year. Such a carryover contrasts with 28,870,000 bushels held at the start of the current season, the record of 67,768,000 in 1965 and the 1962 low of 5,168,000. Because of milling requirements until the new crop becomes available about mid-September, a June 30 carryover of 19,000,000 bushels would represent an effective stock of only about 14,000,000, an unusually low total and one that could prove troublesome for the domestic industry.

#### Drastic Shift

The current prospect for a durum carryover at the end of 1967-68 that is less than a year earlier marks a dramatic shift from early season forecasts that the yearend stock would increase 17,000,000 bushels over June 30, 1967. Primarily accounting for this change is the extremely large volume of export subsidy bid acceptance on durum in recent weeks, including a record total of 5,071,766 bushels in the week ended February 2. Subsidy bid acceptances by the Department of Agriculture for shipment in the 1967-68 season now aggregate 30,205,000 bushels, with some trade forecasts that as much as 5,000,000 bushels additional may be sold abroad. Initial forecast of the Department had been for durum exports in 1967-68 of only 22,000,000 bushels, while recent estimates, both trade and government, have been just under 30,000,000, a figure that also will be surpassed, possibly by a wide margin.

#### Competitive Pricing

Activity in export durum this year provides an excellent example of the effectiveness of competitive pricing, a lesson not only for the durum market but for all other classes of wheat. The sharp spurt in durum bid acceptances followed a decision within the Department of Agriculture to approve export subsidies up to 31 cents a bushel, contrasted with a maximum of 22 cents last

State	Acreage harvested (000's)			Yield per acre (Bu.)			Production (000 Bu.)		
	1961-65	1966	1967	1961-65	1966	1967	1961-65	1966	1967
Minnesota	73	56	63	28.8	27.0	35.0	2,170	1,512	2,205
North Dakota	1,779	2,060	2,287	25.9	26.5	22.5	47,658	54,590	51,458
South Dakota	117	142	158	17.3	18.0	28.0	2,036	2,556	4,424
Montana	173	160	240	21.6	23.0	19.0	3,831	3,680	4,560
California	8	5	6	60.2	60.0	61.0	511	300	366
United States	2,151	2,423	2,754	25.3	25.9	22.9	56,208	62,638	63,013

fall. Foreign buyers responded to this pricing policy by a marked increase in their takings, stimulated by aggressive selling of American exporters. The task of merchandising United States durum abroad this year was greatly facilitated by excellent quality of the 1967 crop, particularly in comparison to Argentina, a major competitor, which had a poor harvest. One of the most encouraging developments in the foreign market has been the inclination of the pasta industry in several countries to upgrade their products by using durum semolina and less soft wheat flour, a change that hopefully points to continued future reliance on durum as the base for production of quality pasta abroad.

#### Orderly Marketing

By raising the level at which it would accept subsidy bids on durum exports, the Department of Agriculture not only stimulated export sales, thus making an important contribution to attaining the crop year all wheat shipment target of 750,000,000 bushels, but also has facilitated an orderly marketing policy for growers and the maintenance of firm prices. The current market on No. 1 hard amber in Minneapolis is 45 cents above the gross loan, widest margin above support on any class of wheat. Such prices, reflected directly in semolina costs to macaroni manufacturers, have resulted in some ingredient adjustments in the United States in view of the wide differential of semolina over potential substitutes. It would be both ironic and highly regrettable if the situation in durum resulted in some downgrading of product quality in the United States.

#### Caution Recommended

Some segments of the durum milling and processing industry are voicing the hope that the Department of Agriculture will move cautiously on future export acceptances, keeping a watchful eye on the supply-demand balance in remainder of the season. Like all wheat, the export outlet for durum has become as large or larger than domestic disappearance, but the domestic market must not be neglected. This is particularly the case in view of the present in-

adequacy of soil moisture supplies in the prime durum producing areas of North Dakota, as contrasted with a year ago when excellent reserves carried the plant through a long summer drought to produce an amazingly good crop. While the present level of prices is expected to spur a sizable increase in durum seedings this spring, unfavorable seedbed conditions could bring a marked revision of farmer intentions. Poor conditions do not have to cover a very wide area to exert a drastic impact on durum production.

#### Durum Wheat Exports (000 bu.)

Destination	July-Dec.	
	1967	1966
Algeria	2,539	7,047
Angola	50	0
Belgium	1,888	1,180
Canal Zone	6	0
Chile	0	424
Colombia	16	0
Costa Rica	26	0
Dominican Republic	128	87
France	2,281	3,826
Germany, West	446	411
India	0	1,510
Ireland	0	61
Italy	1,262	2,915
Japan	280	347
Lebanon	0	852
Morocco	0	1,504
Netherlands	2,772	2,923
Portugal	0	523
Tunisia	516	0
United Kingdom	101	1,851
Venezuela	671	385
Total	12,982	26,646

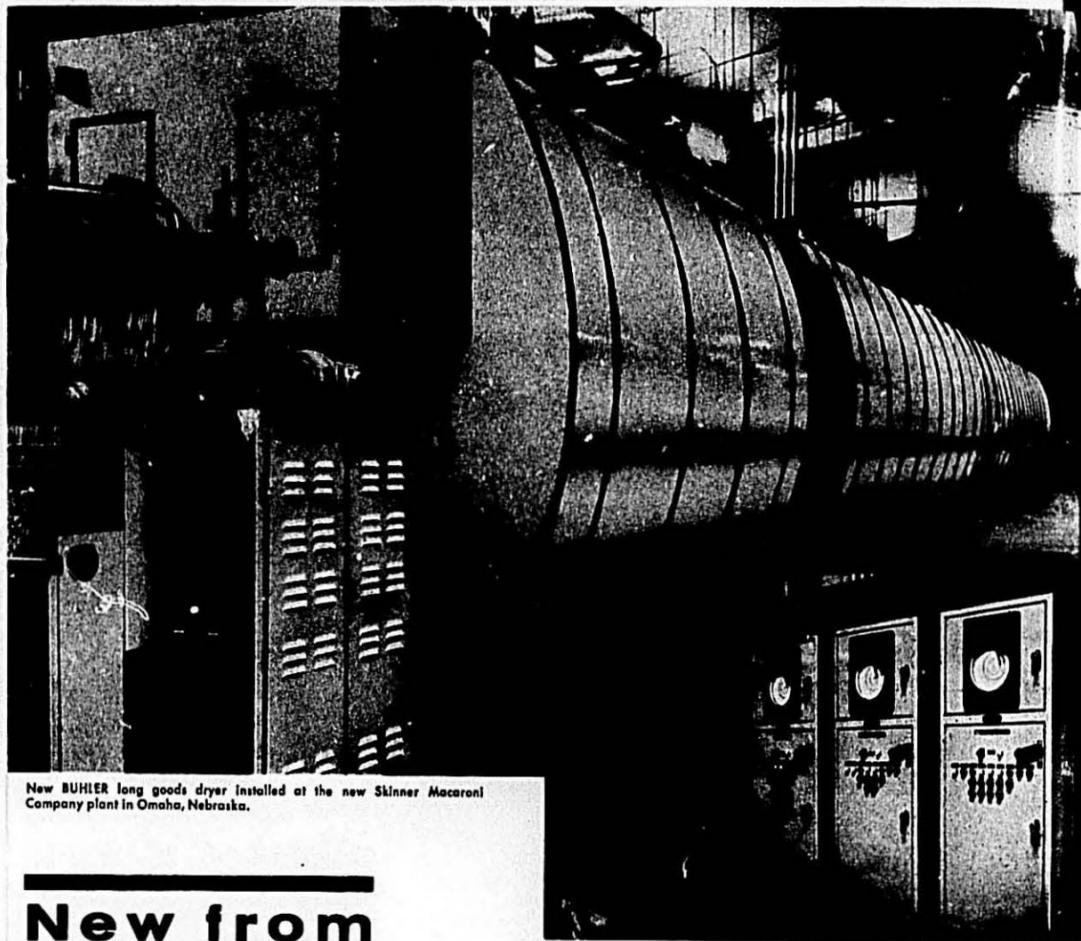
#### Semi-Annual Durum Report

The Agricultural Marketing Service of the United States Department of Agriculture has released its semi-annual durum report which reads as follows:

##### Durum Production

The Crop Reporting Board estimated durum wheat production in 1967 at 63.0 million bushels, 1 per cent more than in 1966 and 12 per cent above average. Seeding was later than usual in the

(Continued on page 14)



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

Control center for dryer line at Skinner Macaroni Company.

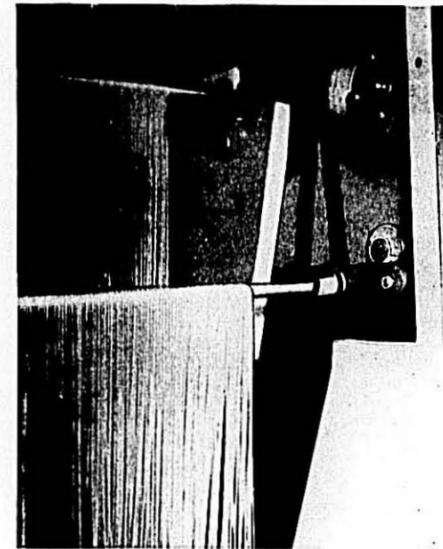
## New from BUHLER the industry's finest long goods DRYER

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

## Specially designed to produce long goods of finest QUALITY

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

Custom-engineered. Buhler long goods dryers are custom-engineered to fit your floor space requirements and can be adapted to handle stick lengths from 54 to 80 inches with capacities up to 2000 pounds of long goods per hour. The entire long goods line need not be installed end-to-end. If floor space does not permit, it is possible to arrange the various units side-by-side or on different floors.



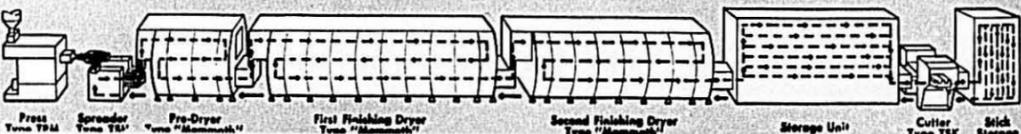
**New positive-control stick elevator.** This new stick elevator is an exclusive Buhler feature. The sticks are actually picked up by special stick guides which control them positively in transfer. Unlike conventional stick elevator chain devices, these guided sticks can't roll or slide from the chain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

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

**Pre-dryer.** Drying of the product begins immediately at the entrance to the pre-dryer to prevent stretching of the long goods on the drying sticks. The Buhler "Mammoth" pre-dryer handles up to 2000 pounds of long goods per hour and can reduce moisture by 10%. You can also improve your present drying

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

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



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by **BUHLER**

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Sales Office: New York City, 230 Park Avenue. Phone:  
(212) 689-5446.

### Durum Wheat: Supply and Distribution, Quarterly 1965-68

SUPPLY Period	Stocks at beginning of period—000 bushels			Total	Production	Total
	On Farms	CCC Bins	All Others			
1965-66						
July-Sept.	19,519	1,805	40,444	67,768	69,866	137,634
Oct.-Dec.	75,035	1,931	46,456	123,422		123,422
Jan.-Mar.	57,608	1,911	40,491	100,010		100,010
Apr.-June	48,993	1,898	32,396	83,287		83,287
Season				67,768	69,866	137,634
1966-67						
July-Sept.	24,029	1,686	28,702	54,417	62,638	117,055
Oct.-Dec.	61,896	1,123	32,683	95,702		95,702
Jan.-Mar.	39,769	315	24,027	64,111		64,111
Apr.-June	28,617	231	16,365	45,213		45,213
Season				54,417	62,638	117,055
1967-68						
July-Sept.	18,349	151	10,379	28,879	63,013	91,892
Oct.-Dec.	55,251	151	19,324	74,726		74,726
Jan.-Mar.	46,408	170	13,606	60,184		60,184

DISTRIBUTION Period	Seed	Semolina Durum Flour				Pro-duction (000 cwt.)	Exports Macaroni etc. (cwt.)	Flour and Semolina (cwt.)
		Mill Grind	Durum Exports	Other Dis- appearance	Total			
1965-66								
July-Sept.	—	7,410	4,818	1,984	14,212	3,337	34,827	
Oct.-Dec.	—	7,410	8,254	7,748	23,412	5,774	26,241	
Jan.-Mar.	—	7,809	9,922	-1,008	16,723	3,037	18,312	
Apr.-June	3,465	6,219	10,858	8,328	28,870	4,434	88,696	
Total	3,465	28,848	33,852	17,052	83,217	17,609	168,076	
1966-67								
July-Sept.	—	7,026	9,712	4,615	21,353	5,099	28,101	
Oct.-Dec.	—	7,984	16,934	6,673	31,591	4,494	42,259	
Jan.-Mar.	—	7,846	11,539	-487	18,898	4,455	21,239	
Apr.-June	4,045	6,327	8,959	-2,997	16,334	4,399	27,605	
Total	4,045	29,183	47,144	7,804	88,176	18,447	119,204	
1967-68								
July-Sept.	—	7,460	3,569	6,137	17,166	3,341	15,810	
Oct.-Dec.	—	6,943	9,413	-1,814	14,542	3,211	26,566	

#### Semi-Annual Durum Report— (Continued from page 11)

main durum area. Growers seeded 2,826,000 acres, an increase of 13 per cent from last year. Prospects during the critical growing period in July declined as rainfall was deficient, but cool weather in August permitted the crops to make maximum use of available moisture. Harvest started later than usual but progressed rapidly under near optimum weather. By September 5 about 91 per cent of the North Dakota acreage was combined compared with the average of 77 per cent for that date. North Dakota's harvested acreage was up 11 per cent from last year but yield per acre was 4.0 bushels lower. Only 2.5 per cent of the U. S. planted acreage was abandoned compared with 2.7 per cent abandoned in 1966.

#### Canadian Situation

In the November estimate of production, the Dominion Bureau of Statistics

Midmonth Average Price Received for Durum Wheat by North Dakota Farmers												
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1966	1.31	1.38	1.37	1.29	1.31	1.32	1.59	1.81	1.78	1.75	1.72	1.76
1967	1.72	1.62	1.70	1.66	1.71	1.64	1.59	1.65	1.70	1.77	1.88	1.68

estimated Canada's durum crop at 20.6 million bushels, compared with the 1966 crop of 28.4 million. Acreage in the Prairie Provinces was 24 per cent larger than that seeded in 1966 but drought affected yields. Average yields estimated at 15.6 bushels per acre, are 42 per cent below the 1966 outturn. With visible supplies on July 31, 1967 at 11 million bushels, and production at 20.6 million bushels, supplies are down from last year.

At the end of December the visible supply of Canadian durum was 16 million bushels compared with 18.6 million the year before on that date. Commercial disappearance August 1 through December fell far short of the year before and amounted to 8.6 million bushels against 15.6 million bushels exported and 1.7 bushels milled.

#### Durum Stocks and Prices

The Commodity Credit Corporation reported durum sales during the pe-

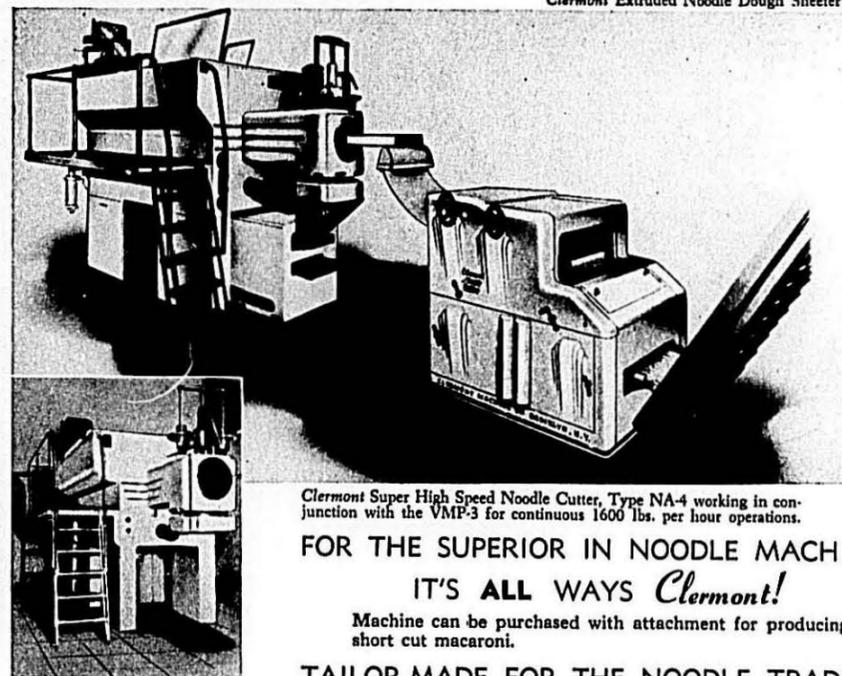
riod July 1 through December 31, 1967 totaled 2,787,633 bushels. The Agency had about 1.8 million bushels in its inventory on January 1, 1968. January 1 farm stocks were 17 per cent above last year and totaled 46.4 million bushels. Disappearance during July-December 1967 was down rather sharply from a year ago with reduced exports accounting for most of the drop. Smaller and orderly marketing has helped keep the market quite steady during 1967. Average prices for choice hard amber durum at Minneapolis was between \$2.00-\$2.10 per bushel during the past year. Total stocks of durum on January 1, 1968 were estimated to be 60,184,000 bushels.

#### Wheat Variety Posters

The Crop Quality Council has distributed posters on recommended grains for the Northwest growers. Some 2,143 have gone to county elevators, 1,695 to implement companies, 1,055 to banks, 217 to county agents, and the balance to agricultural offices, vocational agriculture departments in the durum growing area.

## Clermont Unique New VMP-3 Extruded Noodle Dough Sheeter-1600 Pounds Per Hour

Clermont Extruded Noodle Dough Sheeter VMP-3



Clermont Super High Speed Noodle Cutter, Type NA-4 working in conjunction with the VMP-3 for continuous 1600 lbs. per hour operations.

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Machine can be purchased with attachment for producing short cut macaroni.

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- L**arge screw for slow extrusion for better quality.
- E**ngineered for simplicity of operation.
- R**ugged Construction to withstand heavy duty, round-the-clock usage.
- M**atchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.
- O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.
- N**ewly designed die gives smooth, silky-finish, uniform sheet.
- T**otally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

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## The Peavey Bugle Gives a Toot for Durum Products

*Durum data in company house organ recently*

ACCORDING to a Chinese legend the macaroni industry had its beginnings when a leaf fell into the bread dough of an enterprising Chinese homemaker.

In order to remove the leaf, the dough was strained through a sieve and instead of baking the strands, she placed them in the sun to dry.

The result—macaroni—is purported to have been brought back from China by Marco Polo. Of course, there are conflicting accounts. A Columbia University professor, Giuseppe Prezzolini, claims that macaroni originated in the Mediterranean where it has been an object of affection and culinary perfection since 1,200 A.D.

Whatever its origin, macaroni has kept its place in the sun insofar as the food industry is concerned. It is presently a 432 million dollar a year business and its proponents and producers claim that it is growing every year.

Macaroni products are among the most versatile items on the grocer's shelf. They come in more than 170 different shapes and sizes and can be used in innumerable (over 8,000) dishes including soups, casseroles, salads, main and side dishes.

The macaroni industry followed Italian immigrants to America around the turn of the century and a great many of the macaroni manufacturing businesses were then—and to some extent, still are—owned by Italian families.

### Peavey Grinds Durum

It was near the turn of the century—1913—that Peavey Company, reacting to the increasing demand for semolina and durum flour, converted a part of its flour mill at Hastings, Minn., to durum milling.

During the 1930s Peavey acquired the Superior, Wis. mill and converted it entirely to durum milling. Last year the Grand Forks, N.D. mill and a unit of the Buffalo, N.Y. mill were converted to durum milling.

Peavey Company has for some time been the largest single supplier of durum products—semolina and durum flour—to the macaroni industry. Peavey Company's three durum mills, Superior, Grand Forks and Buffalo, are capable of milling more than 14,000 cwt. of durum products daily.

Lester Swanson, vice president in charge of durum sales, has been with Peavey Company for 42 years, 28 of those years in the durum business.



Lester Swanson

"To a large extent, the growth of our durum milling business has increased steadily as has macaroni consumption throughout the country," says Swanson. "We've had some tough times too, especially in the early '50s when, because of the rust epidemic, the durum crop was all but wiped out. In general, though, we've managed to show a steady increase in production and sales every year."

### Airslide Cars

According to Swanson, one of the most significant changes in recent history of the industry has been the appearance of airslide cars which transport semolina and durum flour by rail in bulk form. Prior to the appearance of the airslide car, durum products were bagged and hand loaded in boxcars for shipment to macaroni manufacturers.

In 1950 Peavey Company worked with the General American Transportation Company in experimental shipments of semolina in bulk cars. As a result, bulk shipments now account for 85 per cent of all Peavey shipments.

Peavey Company has also made a continuous effort in the areas of research and quality control in durum milling. The latest addition to Peavey's durum laboratory is an operative scale model of a commercial macaroni press which enables the laboratory to test the quality of semolina and durum flour

samples by production of macaroni, spaghetti and noodle products on a small scale.

### Peavey Country

The durum wheat from which semolina and durum flour is milled has a very hard amber colored kernel and characteristics that are particularly suitable for macaroni, spaghetti and noodle products. It is superior to other wheat for holding its shape and texture when cooked.

Durum is grown mainly in western Minnesota, North and South Dakota, parts of eastern Montana and California. Approximately 15 counties in North Dakota make up what is commonly called the "durum triangle." Since 1958 durum acreage has more than doubled in North Dakota—from 750,000 acres in '58 to two million acres in 1965.

Durum bought on the cash market and turned into semolina at Peavey mills is sold to manufacturers from coast to coast by Peavey Company's durum sales department. Offices in New York, Chicago and San Francisco provide service to macaroni manufacturers from coast to coast.

### Sales and Promotion

Peavey's eastern business, headquartered in New York City, is handled by Dave Wilson and his son David F. Wilson. The elder Wilson has been with Peavey Company for over 43 years and is well known throughout the entire macaroni industry. "Because of his many years in the industry Dave is considered 'the Dean of the durum business,'" said Swanson.

William Grady, headquartered in Chicago, is in charge of Peavey's Midwestern business. Grady, who joined Peavey Company in 1963, succeeded George Faber, who retired after 47 years with Peavey. Many special accounts are also handled from Peavey's Minneapolis office by Swanson and his assistant Vic Hanson.

Promotion and advertising, usually limited to a small number of trade journals, is bolstered by Peavey Company's membership in the National Macaroni Manufacturers Association, the National Macaroni Institute and the Durum Wheat Institute.

These organizations promote macaroni products through mass media advertising and continuous promotions. And the trade associations have done

(Continued on page 18)

Buon appetito! Con affetto e simpatia

**PV** PEAVEY COMPANY  
Flour Mills

### The Peavey Bugle—

(Continued from page 16)

their job well. During the period from 1958 to 1963, sales of macaroni products increased at an average rate of 4.4 per cent. The annual rate of increase for all other foods during that period was only 2.4 per cent.

Chain Store Age, the national supermarket sales manual, recently reported that macaroni products in 1966 posted an 8 per cent sales increase over 1965—the tenth consecutive year that macaroni sales have shown an upward swing. Other statistics also show that macaroni products are rising in favor.

National Macaroni Institute statisticians have recently reported about one family out of six uses macaroni products weekly or more frequently and that most homemakers regularly serve macaroni products because of total family acceptance.

"Young people especially favor macaroni, spaghetti and noodles," said Swanson, "and with population experts telling us that very soon half of the U.S. population will be under 25, it speaks very well for the future of our business. I believe that macaroni consumption is constantly increasing and that we definitely have a growth industry."

### Durum Technician to Europe

Raymond R. Wentzel, durum milling specialist, left at the end of February for a 45-day assignment to aid European durum millers.

Mr. Wentzel, of Stillwater, Minnesota and midwestern states sales representative for North Dakota Mill and Elevator, Grand Forks, will aid the millers in Belgium, The Netherlands, Italy, West Germany, Switzerland, France and the United Kingdom.

His primary purpose is to explain to the millers the advantages of U.S. durum in their grists as well as help them overcome any milling problems which might possibly arise.

### Exports Increasing

Imports of durum are increasing in Europe because of rising consumption. Also affecting imports is the new Italian law which requires that all pasta be produced from semolina milled from 100 per cent durum. The Common Market is considering similar legislation.

Sponsored by Great Plains Wheat in cooperation with Foreign Agricultural Service, U.S.D.A., his assignment is a market development project to take advantage of the increased need for durum wheat in Europe. For instance, Italy



Roy Wentzel

will need an additional 200,000 to 300,000 tons of durum because of this law.

### Active Organization Man

Formerly vice president and general manager of the milling division for Doughboy Industries, Inc., Wentzel is currently serving his second term as chairman of the Durum Wheat Institute.

He is also active in other industry associations such as the National Macaroni Manufacturers Association and the U.S. Durum Association. He is also a long-time member of the Association of Operative Millers.

Great Plains Wheat is supported in its activities by the commissions of Colorado, Kansas, North Dakota, Oklahoma and South Dakota and the Nebraska Association of Wheat Growers. It has offices in Rotterdam, The Netherlands; Caracas, Venezuela and Rio de Janeiro, Brazil.



**San Francisco Honors Golden Grain**—In recognition of Golden Grain Macaroni Company's past seven years of advertising which features San Francisco as a city of beauty and a gourmet center, the city and its junior chamber joined in thanking the pasta firm. At center, Mayor John Shelley with Miss San Francisco princess Karen Meeks, holds a plaque citing the 5½ billion Golden Grain and Rice-A-Roni ad impressions in which San Francisco and its cable cars are featured. Others present (left to right): Golden Grain's Tom DeDomenico, Junior Chamber President Richard Bailin, and Golden Grain officers Vincent and Paul DeDomenico.

### GTA Grain Director

Mel J. Werner has been named director of the grain department of Farmers Union Grain Terminal Association, it was announced by B. J. Malusky, G.T.A. assistant general manager.

Mr. Werner formerly was manager of the G.T.A. office at Great Falls, Mont., being succeeded in that post by George Boos, a G.T.A. fieldman at Willmar, Minn.

Mr. Werner, 54, replaces Royce Ramsland, who has resigned to join Quaker Oats Co., Chicago.

Mr. Ramsland, formerly vice-president and director of the grain department of Farmers Union Grain Terminal Association, St. Paul, replaces C. Hamill Varner. Mr. Varner is relinquishing his responsibility as vice-president of commodity purchasing because of a serious vision problem. Mr. Varner will continue as a special adviser.

Mr. Ramsland has been director of grain marketing and merchandising at G.T.A. since 1963. He previously was with the grain division of General Mills, Inc.

### Grocery Store Products

Grocery Store Products Co. reported increases in net income and sales for 1967.

Net income increased 1 per cent to \$1,099,267, or \$1.65 a share, from \$1,088,591, or \$1.64 per share a year ago.

Sales totaled \$15,204,307 against \$14,400,850 in 1966, an increase of 5.6 per cent.

"To suspect a friend is worse than to be deceived by him."

—La Rochefoucauld

### Here's to Hershey

from Investor's Reader

The predominant flavor of the town of Hershey, Pennsylvania is chocolate. The aroma of chocolate wafts by as one enters the 7,500 population city, in big chocolate brown letters, which welcomes the visitor to the churches of Hershey. An oldtimer mentions: "Mr. Hershey gave \$25,000 to every church in town just before he died."

Milton Hershey was a local boy who finally made good in the caramel business in Lancaster, Pa. when he was almost 40 years old. Then at 43 he returned to his nearby birthplace in Derry Church to start a chocolate factory in 1900. Eleven years later Hershey Chocolate sales totaled \$5,000,000, the town had been renamed Hershey, and Milton Hershey and his wife, who were childless, had established a school and home for orphaned boys in the house where Milton was born.

### Milton Hershey School

Now the Milton Hershey School accommodates 1,400 boys and generations of them have been the chief beneficiaries of the success of the chocolate company since the school owns about 65% of Hershey Corp. stock. There are also some 16,900 public share holders.

Hershey sales have moved up steadily, some 50% in the last ten years. Earnings have risen in eleven of the past twelve years and are up 95% for the decade.

The chocolate company's executives have always maintained a strong civic interest in the school. Thus among the school's board of managers are Hershey Chocolate president and chief executive Harold S. Mohler, 48, and chairman William E. Schiller, 58. They acceded to their posts in 1965 when Samuel F. Hinkle, who was both chairman and president, reached the retirement age of 65.

Harold Mohler has spent his entire career at Hershey. He joined in 1948 just after earning his BS in industrial engineering from Lehigh. Also a Pennsylvanian, Bill Schiller went to the University of Michigan, was a CPA with Arthur Andersen, then joined Hershey as comptroller in 1947.

### Branching Out

Even before the new management took over in 1965 Hershey had begun to branch out from the chocolate business and from the Hershey location. In 1963 the company began production at a plant in Smith Falls, Ontario and broke ground for a facility in Oakdale, California.



**Hershey's New Symbol and Logo.** Joseph M. Murtha, standing, left, president of Sandgren & Murtha, Inc. of New York, design and marketing consultants to Hershey Foods Corporation, unveils the corporation's new symbol and logotype to Harold S. Mohler, right, president and chief executive officer, and William E. Schiller, board chairman, of Hershey Foods. The Hershey Chocolate Corporation officially changed its name to Hershey Foods Corporation in February, and the formal introduction of the name, symbol and logotype took place at the annual Hershey stockholders meeting on March 25 at Hershey corporate headquarters in Hershey, Pennsylvania.

The Canadian venture prompted departure from tradition; the company began advertising in Canada. Harold Mohler says: "We're advertising in Canada modestly. We had to develop a market from scratch. We didn't have the consumer acceptance that we have here and there are a number of other good manufacturers. We still have got a way to go there. The impact of the program in Canada has been very modest."

He admits Hershey is constantly reviewing the possibility of a U.S. program but avers, "Advertising is not a panacea." As for reaching the youth market, he says, "Kids do have more money to spend than they used to," but stresses the overall family market—"A lot of candy bars are passing through supermarkets today."

### Supermarket Sellers

Most of Hershey consumer products can be found in supermarkets. Hershey also supplies other food, candy and ice cream makers with cocoa products. The rest of sales comes from the 1966 acquisitions of spaghetti makers, San Giorgio Macaroni of Lebanon, Pa. and Delmonico Foods of Louisville.

Mr. Mohler explains the acquisitions: "We wanted to diversify and we wanted to do it on a small scale. The pasta business was interesting to us because it is a basic food. You don't eat it by itself. We think it has a lot of possibilities. We thought our first diversification

from chocolate should be in food because of our selling and distribution."

More recently Hershey has entered the sweet cookie business through acquisition of David & Frere, a Canadian subsidiary of British confectioner Scribbans Kemp.

President Mohler says he is interested in more acquisitions, "preferably for cash, but if something were big enough it might have to be for stock. We don't have anything that is red hot right now".

### Gold Medal Winner

Peggy Fleming, called by Newsweek Magazine "a golden grace," won the gold medal for figure-skating in the Olympics.

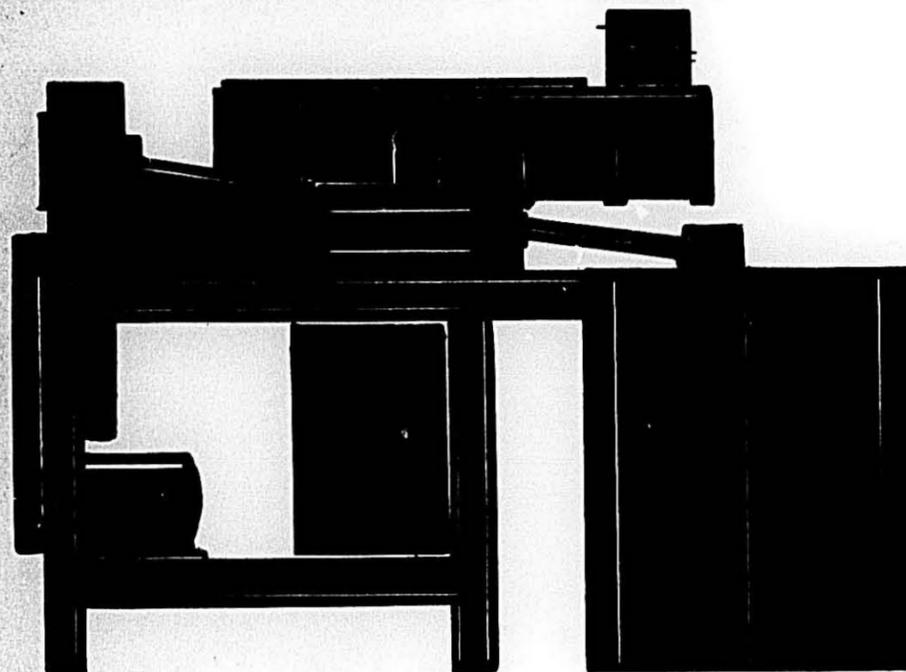
An article in Newsweek just before the event started off: "America's best bet for an Olympic gold medal is wrapped in a trim, 109-pound package that keeps its cool on and off the ice. The only time the 19-year old Peggy Gale Fleming heats up a bit is when a European restaurant can't supply her favorite energy-building dish—macaroni and cheese. Then the shy, Bambi-like teen-ager is likely to mumble a polite excuse, retreat to her hotel room, dig out a box of elbow macaroni from a suit-case and fix her own meal."

"An acquaintance that begins with a compliment is sure to develop into a real friendship"

—Oscar Wilde

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**2 SCREW LONG GOODS**  
**CONTINUOUS**  
**LINE**



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**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.**

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### Top Durum Quality Stressed at IM

The success of any company battling for the consumer dollar in the market place depends on producing a quality product. Shoppers are becoming more and more sophisticated in the purchase of goods, and it doesn't take them long to weed out inferior merchandise regardless of supposed savings.

To provide its customers with top quality durum products, International Milling spends considerable time and money in testing wheat from grain car to the end product.

International's central quality control laboratories are located in the Minneapolis suburb of New Hope, and it is regarded as one of the largest such facilities devoted entirely to research on wheat or wheat products. Approximately 100 scientists and technicians work at the New Hope center in such areas as chemistry, bacteriology, entomology, baking, milling, pasta making, nutrition and other technical fields.

Regarding IM's quality control philosophy, Robert J. Bruning, eastern region quality control manager and a specialist in durum products, says, "We use end-product testing to assure top quality in all flour and semolina. Our basic interest is whether our products make good spaghetti, bread, rolls and perform satisfactorily whatever the intended use."

#### Wheat and Product Testing

Generally, activities in the durum area at International Milling's laboratories at New Hope are divided into two phases: wheat testing and finished product testing.

In the wheat testing phase grain buyers send samples of durum wheat to New Hope from all carload purchases. Most of the durum wheat purchased by IM comes from North Dakota. The wheat is experimentally milled to evaluate quality, and this information is turned over to the grain department to be used for making wheat mixes. Great stress is placed on maintaining a uniform product throughout the crop year. Quality control is not confined to the New Hope laboratories, since the milled durum product is constantly checked by plant laboratories at International Milling's durum plants in St. Paul, Minn. and Baldwinville, N.Y.

However, samples of semolina and durum wheat flour are sent periodically from the mill to the New Hope laboratories for more intensive testing. After the product is analyzed, it is processed through the continuous macaroni press. Laboratory-scale drying is done automatically to suit any drying schedule.



Comparing before-and-after samples of durum wheat to determine milling equipment efficiency are Robert J. Bruning (right), eastern region quality control manager and a durum products specialist, and Sal F. Maritato, durum products sales manager.

The flour and semolina are also scrutinized in the company's bacteriology and entomology laboratories.

#### Technical Assistance

International provides technical assistance to durum customers concerning production and quality problems.

Director of quality control is Harry R. Wick. There are two regional managers for quality control. Bruning is in charge of the eastern region and all durum products, and Phillip N. Leverenz handles the central region.

On the sales side, Sal F. Maritato is durum products sales manager, and Richard L. Vessels is assistant to Maritato. Senior account executives are George E. Hackbush, Chicago; William A. Brezden, Minneapolis; and A. M. Rondello, N.Y.

#### Seminar Stops

Those attending the Production Forum sponsored by the National Macaroni

Manufacturer's Association, April 22-24 in Minneapolis, will tour the New Hope laboratories and also one of International Milling's durum mills in St. Paul.

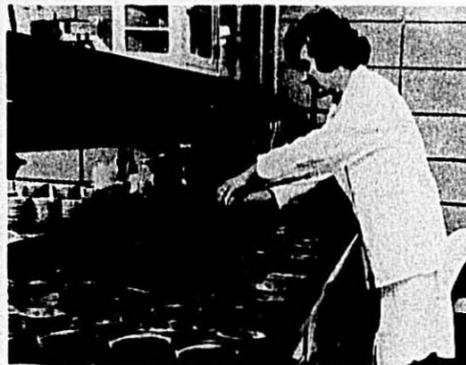
### Laboratory Testing Apparatus For Macaroni Products

Dr. Adolf Holliger, cereal chemist with Buhler Brothers, Uzwil, Switzerland, writes in the company publication **Diagram:**

"A few years ago we developed and announced a method of testing the physical properties of macaroni products. It was based on the bending and breaking of dry spaghetti and the stretching and breaking of cooked spaghetti.

"To conduct such investigations, we are now able to offer our customers the new and thoroughly proved Model TLU-101 Laboratory Tester for macaroni products.

Lower left: Mrs. Doris E. Maki, bacteriologist at International Milling's New Hope laboratories, prepares cultures for inoculation of unknown microorganisms. IM's bacteriology laboratory performs research on microorganisms, including studies on various molds and salmonella.



Lower right: Robert J. Bruning, eastern region quality control manager for International Milling and a specialist in durum products, feeds experimentally-milled raw semolina into a purifier to remove bran specks.



Upper left: Watching International Milling's macaroni press in operation are Sal F. Maritato (standing), durum products sales manager, and Robert J. Bruning, quality control manager for the company's eastern region.



Upper right: This dryer at International Milling's Central Research Laboratories in New Hope, Minn., can be programmed to any type of drying schedule in use by the macaroni industry. Inspecting the dryer are Harry R. Wick (left) director of quality control, and Sal F. Maritato, durum products sales manager.

"Since the results are plotted in graph form, the tester furnishes objective measurements which can be recorded in series and compared with each other. They provide information on the strength of the products, and thus on their quality. The new laboratory tester should therefore form part of the equipment of every modern macaroni plant."

#### Simple to Use

The tester is simple to use. Spaghetti samples are loaded by purely mechanical means (bending or elongation as a function of the force applied). The bending or stretching response is recorded on a double scale on the graph paper which fits in the tester. The mechanism is designed in such a man-

ner that increase in force is recorded uniformly on the diagram. Since the loading weights are interchangeable, the loading range can be chosen to suit the size and shape of the product. Each tester is provided with weights for the ranges of 0-0.05, 0-0.1 and 0-0.2 kilograms.

#### Uncooked Spaghetti

In the bending tests on uncooked spaghetti, a mathematical formula is developed to measure the stress on uniform strands of spaghetti that are freely supported and given pressure in the center point. The deflection is recorded of the increasing load on graph paper, using a double scale. Evaluation is best done with spaghetti of the same size, by comparing the bending diagrams.

The elasticity then is measured and the amount of stress calculated.

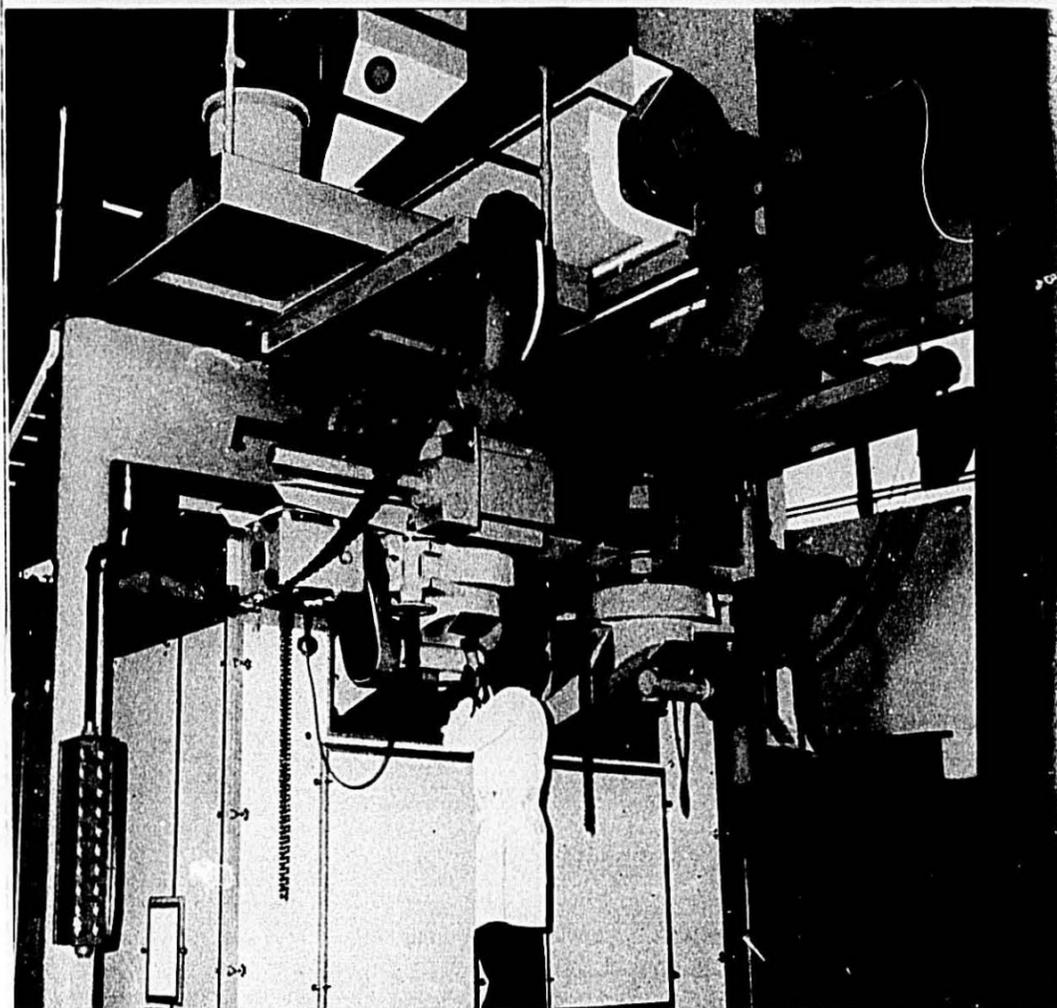
The test results are chiefly influenced by the quality of raw material (per cent of gluten); admixtures such as eggs; mixing and compression (homogeneity, air inclusion, undissolved constituents); moisture content and stabilization of the dried product.

#### Cooked Spaghetti

In testing tensile strength of cooked spaghetti, two ends of the dry, uncooked spaghetti sample are fitted with a silicone tube and pressed into metal holders. The distance between the ends of the tubes are kept constant. The samples are then cooked in the holders. The sheet metal tongs supplied with the testers are used for the cooking process.

(Continue on page 26)

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## Testing Apparatus—

(Continued from page 23)

ess; they ensure that the sample is not subjected to any additional external stress.

After cooking, the spaghetti sample, with holder and tongs, is cooled for two minutes in water of 20° centigrade, then placed free of stress in the tensile testing appliance where it is tested to fracture.

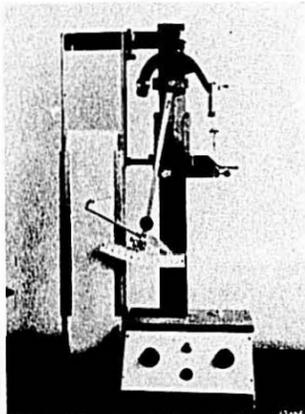
Again there is a mathematical formulation to ascertain by keeping track of the curves on the graph.

### Physical Properties Important

The physical properties of macaroni products, both cooked and uncooked, are of interest to both manufacturers and consumers. Several unsuccessful attempts have previously been undertaken to make the strength properties of macaroni products accessible to numerical determination and thus to classification. Until quite recently, however, it remained impossible to measure or to apply any standard frame of reference to the high and varied requirements which good spaghetti must fulfill.

In developing the TLU-101 Laboratory Tester, Buhler has made an important addition to the instruments and apparatus available to the macaroni industry.

This appliance and the new strength testing method which it permits, open up new possibilities in the measurement and checking of the quality of macaroni products. It is certain to prove of great service both to the industry and to its research workers.



Buhler Model TLU-101 Laboratory Tester for macaroni products. A spaghetti sample has been prepared for a bending test half-way up the center bar above the set screw.

## MACARONI AROUND THE WORLD

WHAT are world-wide trends in the macaroni manufacturing business? Are sales up, down or steady? What are prospects for the future of the industry? And what are major current problems? These are some of the questions we attempt to answer from time to time in the pages of the Macaroni Journal, with information gleaned from correspondence with our subscribers around the world.

### England

In England, we find that some six plants are producing about 18,000 tons per annum, a slight increase from that reported a year ago. However, one of the largest macaroni companies forecasts there will be a temporary leveling out of demand.

The British people find spaghetti and macaroni mostly made from durum semolina their two most popular varieties. The raw material costs in the neighborhood of 61 pounds a ton delivered, with slight variations from this figure depending upon location of the plant.

A large proportion of total macaroni production goes into the food processing industry. For retail sale, most finished goods are packaged in cartons and film. Biggest problem right now in the British macaroni industry is that of price, due to the continued devaluation of the pound.

### Germany

Price problems are a major headache for German manufacturers too, who have to cope with a rise in raw material prices due to "unequal starting conditions in the European Common Market compared with Italy and France." As of January 1, 1968, prices of durum semolina are approximately DM 82.-84. per 100 kg.

With some 120 to 130 plants producing approximately 200,000 tons of product per year, there is also keen competition for the national market. Noodles have always been very popular with the German people. They are sold in cartons and cellophane bags at a retail price ranging from DM .80 to DM 1.05 for 250 grams, depending on whether normal egg quality, shell egg quality, or fresh egg is used as an ingredient. Spaghetti and macaroni are also popular, with evidence of some new shapes, like "Sputniks," coming out in recent months and gaining favor.

### Switzerland

Future prospects for macaroni makers in Switzerland do not look very promising, according to our most recent

information from this country. "Presumable stagnation" says one correspondent; another says "Rather dull."

There are about 40 plants in Switzerland, producing about 54,500 metric tons this past year. Dr. Capol of the Swiss Macaroni Manufacturers Association reports that this figure is about 2.2 per cent less than the year before, so the trend of sales of macaroni products is steady to slowly decreasing. Noodles, spaghetti, elbow macaroni, and specialty shapes such as seashells, are the best sellers. Finished goods are packaged mostly in cellophane bags and sell in a price range between 40 and 180 Swiss cents per metric pound (500 grams).

Several kinds of raw materials are used by Swiss firms in their manufacturing process, in a graduated price range of Sfr. 71 per 100 kg. for "Special" semolina; Sfr. 63 for "Ordinary I" semolina; and Sfr. 59 for "Ordinary II" semolina.

Among the numerous problems mentioned by our subscribers in Switzerland are too many small family-factories with their disadvantages ("maybe amalgamation is the answer"); overproduction, stagnation of demand; and discrimination of Swiss deliveries by the Common Market by the imposition of taxes at the border and subsidization of imports to the Swiss market.

### Sweden

Sweden, with its two plants producing an estimated 4,000 metric tons a year, reports macaroni and spaghetti sales are up, and they are making plans for increased production to take care of the demand. Most popular varieties are the fast-cooking elbow type macaroni, which is packed in all types of cardboard boxes holding 450 to 500 grams of product, and spaghetti in cellophane packages of 400 grams. Macaroni sells to the consumer at Sw. crs 1:75-1:95 per package; spaghetti at Sw. crs 1:80-1:90 per package. The two plants use durum wheat, which costs 144.80 per metric ton including import duties. With a good outlook for the future, Sweden reports "We have no problems today."

### Italy

The Italian counterpart of the National Macaroni Manufacturers Association, Associazione Italiana fra gli Industriali Pastificatori in Milan, tells us that macaroni products sales in Italy remain steady, with prospects for slight improvement in the future. The many plants throughout the country, numbering somewhere in the neighborhood of 650, produce approximately 1,600,000

metric tons of all kinds and shapes. Durum semolina is used exclusively, costing Lire 110,000 per metric ton (Lire 110 per kilogram).

Paper, cellophane, plastic wrappers, cardboard cartons—all these materials are used in packaging the many macaroni products for the consumer, who pays about Lire 250 per kilogram for standard pasta products and Lire 430 per kilogram for egg pasta. Major current problem of the Italian manufacturer: competition and small margins.

### Spain

In Spain, future prospects are for increase in consumption but decrease in the number of factories. As is the case in many other countries, there are too many small factories "without any productivity" according to one manufacturer.

The number of plants has been going downward for a number of years. In 1940, there were 368 macaroni manufacturing operations; in 1960, the number had dropped to 279; and in 1965, just five years later, there were only 191 plants in operation. Production in Spain is estimated at 66,000 tons in 1960, with an increase up to 90,000 tons by 1965.

### Regional Preferences

Popularity of the various shapes and sizes differs, depending on the part of the country where one lives. In the central and southern portions of Spain, twisted vermicelli holds the Number One spot, followed by short cuts and specialties. However, in the north one finds macaroni, then spaghetti, and finally small-size specialties in the top three positions in popularity.

Raw material used is Amber Durum, type I, II and V. Types I and II cost around 10.50 pesetas per kilogram; type V costs about 8.40 pesetas per kilogram.

Packaging is done by automatic machines in the more progressive plants, and the most popular sizes are 200 and 250 grams.

One of the biggest problems of concern to the Spanish macaroni manufacturer is the National Wheat Service (S.N.T.) This is the official service that buys all the wheat from the farmers in order to sell it to the flour factories. The S.N.T. means good protection to the farmers, because it pays them protection prices, thus assuring them of the purchase of their entire wheat crop. But the poor macaroni manufacturer suffers as a consequence because of (1) higher prices of the raw material and (2) lower quality because the wheat is mixed.

The entire macaroni manufacturing industry needs to improve production capacity through new equipment. But money is scarce, bank loans are necessary, and currently there is sharp curtailment of credit.

### Portugal

In Portugal, about one-third of the working population is employed in agriculture, to which about half of the land area is devoted. Farms and farming methods are continually being modernized.

Industrial production is rising in Portugal yearly. Development of industries for the processing of raw materials plays an important part in the present economic advance.

### CIPC

In a recent issue of *Diagram*, published by Buhler Brothers, Ltd., Uzwil, Switzerland, they tell about a 100-ton macaroni products plant, as follows:

The Companhia Industrial de Portugal e Colonias, or CIPC, is Portugal's largest manufacturer and processor of food products.

In addition to owning flour mills with a capacity of over 500 metric tons (8,250 cwt.) per 24-hour day, rice mills, a mixed feed mill, and biscuit bakeries, CIPC also manufactures almost one-third of all the macaroni products produced in Portugal.

A few years ago, CIPC began to modernize its macaroni products plants, which still operated on the batch principle. First of all, it installed Buhler continuous presses and dryers. Later, when it decided to build a completely new factory in a new building, it again turned to Buhler.

At present, the plant, located in Lisbon, consists of six short-goods lines, two twisted-goods lines, one specialty line, and one long-goods line, making a total of ten lines in all, capable of a total daily production of approximately 100 tons.

### Philippines

In the Philippines, the trend of macaroni products sales is up, with their future prospects for expansion pointing toward export sales. The three plants produce about 4,000,000 pounds annually, consisting mainly of long macaroni, long spaghetti, salad cuts, and noodles.

Macaroni products packaged for consumer sales are in eight ounces; for institutions, they are packed in one-pound lots; and when sold in bulk, by kilos. The biggest problem of macaroni manufacturing firms is the high price of durum.

### Japan

Japan reports that general sales of macaroni products are up since last year, with consumption of spaghetti having increased about 10 per cent from a year earlier. Sales of short cut goods, however, are dull, and will probably remain this way in the near future.

There are about twenty plants in Japan, producing an estimated total of 70,000 tons per year, made chiefly of Manitoba semolina. For the most part, finished goods are packaged in a "poly-cello lamination film (pillow-type)."

### South America

In South America, we have had limited correspondence with macaroni plants, so our information on the macaroni business in this part of the world in turn is limited. Charles Moulton's "Visit to Latin America" appearing elsewhere in this issue sheds some light on our neighbors to the South.

In the past year, we have heard from one of the larger macaroni manufacturers in Venezuela, who tells us that sales of macaroni products in this country are steady with the 50 plants there producing about 55,000 tons of product annually. Spaghetti and vermicelli are the most popular shapes. Made of semolina, these products are sold in one kilogram paper packages. Major current problems are listed as (1) personnel and (2) many different kinds of packages.

In Peru, we learn that pasta consumption has been increasing at an annual rate of ten per cent for the past twelve years, according to a recent issue of *Great Plainsman*. Most pasta is produced from Hard Red Winter Wheat. Consumers seem to prefer a white pasta, and attempts to market a "golden" pasta have failed. However, maybe through the efforts of people like one U. S. Peace Corps volunteer, the message on what is quality in macaroni products will be spread.

### From the Peace Corps

Several weeks ago, the National Macaroni Institute received the following letter from the U. S. Peace Corps, in Lima, Peru:

"Thank you so much for the filmstrip and recipe booklets which you donated to our barrada education program here in Lima. We hope to finish translation and adaptation of the film before the next school year begins in April.

"Your interest and cooperation are sincerely appreciated."

(Signed) Lynne P. Santangelo  
Peace Corps Volunteer

# new

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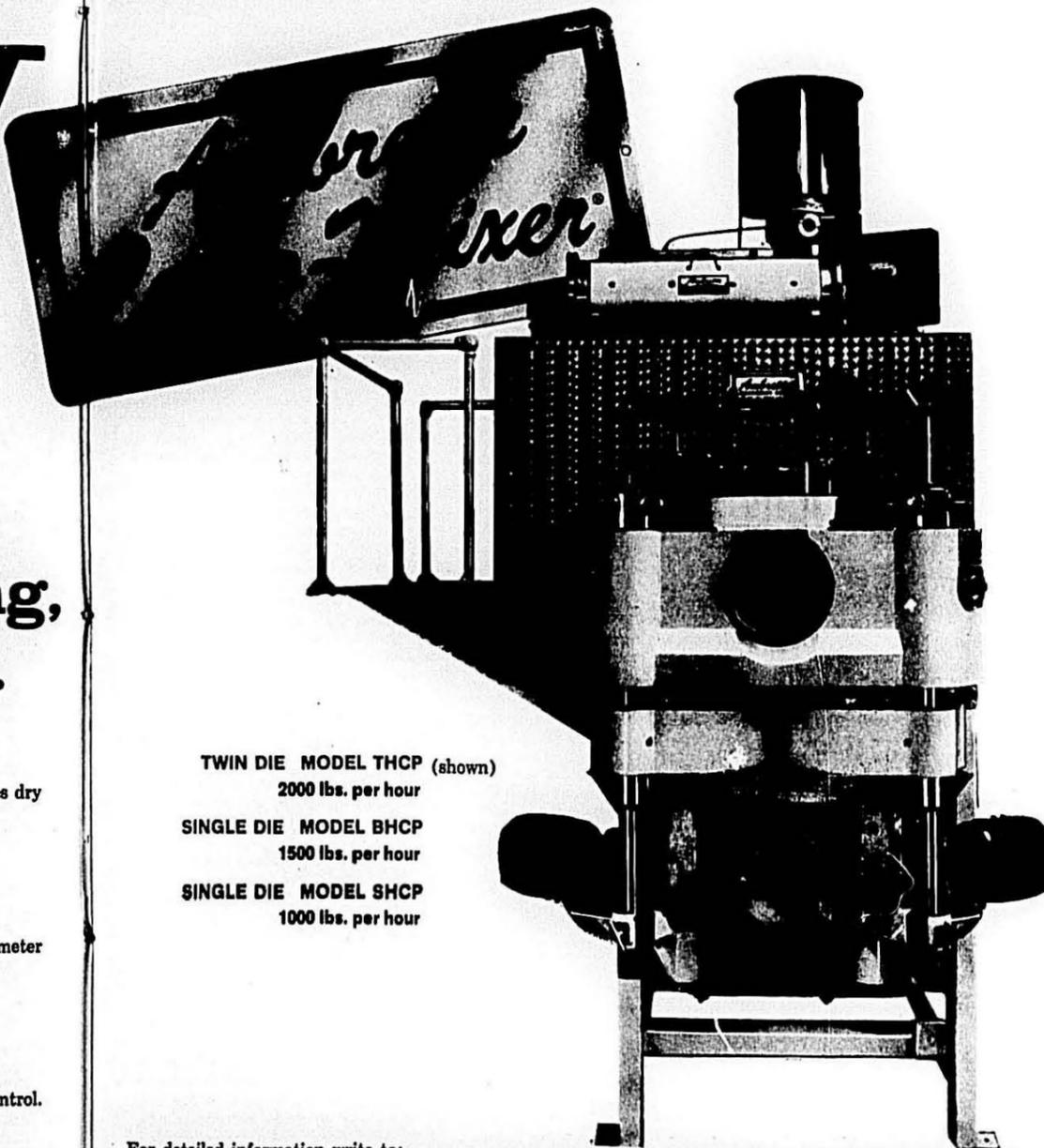
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

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TWIN DIE MODEL THCP (shown)

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## A VISIT TO LATIN AMERICA

by Charles F. Moulton, Export Division,  
DeFrancisci Machinery Corporation.

SIX weeks absence from New York does not qualify a person with my limited knowledge to return as a specialist in Latin American affairs, but maybe a few of the things that I saw and digested on my trip will be of interest to readers of the Macaroni Journal.

First of all, I must make a general observation that if any reader is interested in statistics, it is impossible to quote any, since none of the countries south of the Mexican border appear to consider these to be essential. Perhaps that is better than issuing erroneous ones!

### Puerto Rico

My first destination was San Juan, Puerto Rico, which while forming part of the U. S. should really be considered a Latin American country. I stayed at the Hotel Caribe Hilton at the "very modest rate" of \$22 per day (single), which did include ice water but no coffee in the morning. Reminded me quite a bit of Miami Beach . . . palm trees, breakers, bikinis, and what-have-you.

Met my friend, Mr. Severo Lanza, here. He is operating the plant, La Euskalduna, in Hato Rey, a suburb of San Juan, situated on what is known as the "Golden Mile," because the value of the land has increased in an astronomical fashion since the war. He told me, among other things, that Charlie Rosotti was in San Juan at the Hotel Flamboyant, where he was only paying \$12.50 per day. I did not think that this was quite fair!

### Honduras

Since there was no air service from San Juan to Central America, I returned to Miami to leave the next day for Tegucigalpa, the capital of Honduras. First stop was San Salvador, and then on to San Pedro where I had to change planes because the Pan American jets are too large to land at the Tegucigalpa airport. Quite an exciting ride into Tegucigalpa, with the small Convair threading its way through the mountains which reach a height of about 8,000 feet. From the plane one can see that the country is only sparsely inhabited. This was confirmed by a doctor I met from Louisiana, who was laying out a new hospital in Honduras. He told me that there were more than half a million acres of perfectly arable land in the northern section of the country without a soul living there to



Charles F. Moulton

cultivate it. Wonderful game fishing off the North Coast which could be developed into a fisherman's Paradise.

The macaroni industry is very small in Honduras. I visited two plants, one in Tegucigalpa and one in La Ceiba, one hour's ride north in a pre-war vintage DC3 which gave preferential cabin space to an assortment of chickens, ducks, and somebody's household effects.

### Costa Rica

San Jose, the capital of Costa Rica, was my next stop. This is probably one of the most attractive countries in all Latin America. Situated in a central valley, San Jose lies at an altitude of about 3,500 feet between mountains that rise for another 3,000 to 4,000 feet. Woke up the first morning at about 5 a.m. due to my bed's shaking . . . earthquake! Told my agent about this, but he was not impressed, saying ". . . not reported in the paper; consequently the earthquake was a very minor one, which happens every day practically!" Quite a few macaroni plants here but nothing really modern nor completely automated. The largest plant is Lucema.

### Panama

Republic of Panama was the next stop on my pilgrimage. Once again the awesome splendor of the Panama Hilton overwhelmed me, as I was informed that this time only \$14 would be mulcted from my pocket for the privilege of sleeping in a modest single room. Quite hot and sticky, reminding me a bit of several towns east of Suez.

Spent a Sunday afternoon at Balboa, where the Miraflores locks gently de-

posit the ships into the Pacific Ocean. Our military base there, together with the Canal Zone Administration, has very fine, segregated quarters—whether it is a wise policy to keep aloof from the Panamanians is something for other people than I to pass judgment on. I was very impressed with the flowering trees and bushes which were perfectly lovely. The largest macaroni plant here is La Reina, which possesses one modern continuous automatic line for long goods.

### Colombia

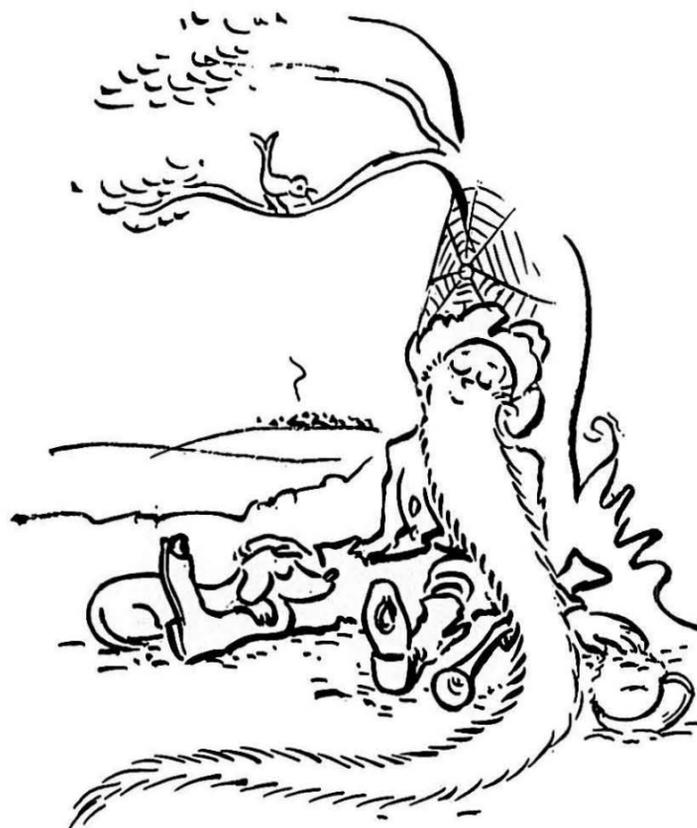
Now for South America. My arrival in Bogota, Colombia, took place just 24 hours after a pirated plane landed in Cuba. The airport was crawling with military personnel; consequently, after a long delay I was obliged to show my passport four times before I was allowed to leave the airport in a minibus which after much bumping around deposited me at the Hotel Tequendama. This fine establishment is operated by the Intercontinental chain. Incidentally, Tequendama was the name of one of the Spanish viceroys who ruled the Spanish Possessions in the Western Hemisphere in the 18th century. Bogota is situated just about 7,000 feet above sea level, and I found myself from time to time gasping for breath. Generally one gets accustomed to this phenomenon, but at first it is a little disconcerting, especially to an old gentleman from the Orient like myself.

### Colombian Plants

There are several macaroni plants in Colombia but very few important ones. One of the largest installations is Doris, which has installed modern equipment. My host, Ing. Carlos Come, told me that spare parts were a headache since he had to wait months before the Colombian Government would issue import licenses. Two other plants deserve mention: El Pollo and Ricaurte, the latter possessing its own flour mill. I met a very enterprising gentleman here, Mr. Zambelli, who manufactures both macaroni and packaging machinery on a small scale but very suitable for the smaller factories.

A word of caution to those readers who might want to travel with their wives. . . . Colombia is the country of emeralds, and there are at least three very tempting establishments in the Hotel Tequendama alone.

(Continued on page 32)



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## Visit to Latin America—

(Continued from page 30)

### Ecuador

From Bogota to Guayaquil, Ecuador, my next port of call, the plane stops at Quito, the capital, 10,000 feet above sea level with snow still on the surrounding mountains. From there it was less than an hour to the hot and humid port of Guayaquil. Ecuador is a banana country, and it is now the largest exporter of this fruit in the world. Thanks to the courtesy of some friends in W. R. Grace & Company, I was able to see the largest carbon board production plant in the world. I believe that it turns out nearly two million square feet per day, 5 per cent of which is sold to the banana industry. The macaroni industry here is a small one and is dominated by the plant, La Universal, which also manufactures bread, cookies and candy in a very modern building.

### Peru

In some ways it was a relief to arrive in Lima, Peru. Lima has the most modern airport in Latin America . . . an airport which would do credit to any city in this country. A fairly short ride brought me to my hotel, the Bolivar, quite the best one which I encountered on my trip, a dignified Spanish palace with enormous rooms and the most courteous service.

Here in the bar, with a minstrel gallery, I was introduced to the famous Pisco Sour, a veritable "king" among drinks. How is it made? Well, Pisco is a brandy produced like Marc in France or Grappa in Italy from the third pressing of the grapes and then kept for a few years in bottles. At the bar it is mixed in a shaker with lime juice, a little sugar, white of egg, and topped off with a few drops of Angostura bitters. By all means, drink three as an appetizer but never four; otherwise you will be eating under the table.

Excellent shellfish is served here, together with trout, Rainbow variety, caught in the highest lake in the world, Titicaca. The "chirimolla," a cross between the pineapple and melon, is quite one of the best fruits that I have ever eaten.

### Inca Civilization

I could write pages about this country, which is so full of history. The great Inca civilization was centered around Cuzco and Macchu Picchu, a short distance away from Lima. These people, who ruled from about the 12th to the 16th centuries when our Spanish friends dealt rather summarily with

them, were the Romans of South America. Their engineering feats were quite extraordinary as is evidenced by the ruins one can see today . . . and yet they had no wheel. It seems that when the Spaniards arrived under the leadership of Pizarro, the Incas were terrified by the sight of the horses. Another curious thing is that they had no handwriting but communicated with each other by means of a system of knots on strings. In Lima one can see a statue of the first king of the Incas, Manco Capac, brooding on his pedestal, a sad monument to past glories.

### Peruvian Plants

The macaroni industry is dominated by the Nicolini plant, a fine modern building equipped primarily with modern machinery. I think that I counted four continuous automatic lines for long goods. Ing. Vanucci, who received me, was most kind and showed me over the whole plant. Here again there are many factories in Peru, but only about four could be considered modern industrial concerns.

### Chile

The long flight down from Lima to Santiago de Chile takes one over the Pacific most of the way with the Andes on one's left. I used to think that the Himalayas were the greatest mountain range that I have ever seen in my life, but I really believe now that the Andes have more sweep and grandeur—and, of course, the way to see them is from the plane.

Arrived in Santiago on the Chilean National Holiday, with bands playing (not for me), troops marching, planes flying overhead, reviews, flashy uniforms, and the like . . . all rather confusing but very gay, until I saw written on the canopy of my hotel "A Hilton Hotel" in small letters. Groaning inwardly, I entered the Hotel Carrera but was rather pleasantly surprised by the price requested for the honor of sleeping there. Anyway, I was in for more surprises. My friends at Molinos y Fideos Lucchetti, S.A. extended to me the loveliest hospitality and courtesy which I have ever experienced in my whole lifetime. For five days I lived in the lap of luxury; nothing was too much trouble for them. I was introduced to all of the best food and wines available in this lovely country which is shaped rather like a corkscrew. Many of us are acquainted with the Chilean white wines, but the reds are comparatively unknown on the U. S. market. They are of excellent quality and in many ways remind me of a good Valpolicella. I was told that Chile is now

shipping many of their wines in bulk to France for blending purposes, replacing the Algerian ones which are politically "non grata" at present.

### Seaside Sojourn

During my stay my hosts very kindly drove me to Valparaiso, a fine seaport, and to Vina del Mar, a beautiful summer resort which was practically deserted since it was still winter in that part of the world. Here I was asked to sample an intriguing drink called La Cola del Mono, made with Aquavita, almonds, milk, etc. Anyway, it did not taste like a Monkey's Tail, which of course is the name of the drink in English. Again, caution . . . two of these smoothies are plenty!

### Chilean Consumption

Two large firms share between them 75 per cent of the macaroni production in this country. Molinos y Fideos Lucchetti, S.A. and Carozzi in Quilpue, a suburb of Valparaiso. Both concerns possess their own flour mills. At Lucchetti's plant, which is equipped with two new continuous automatic lines for long goods, I saw two automatic weighing and packaging machines which had just been installed. For the first time I was able to dig out some approximate statistics on consumption which would indicate that the present per capita consumption in Chile is about 20 pounds. Since there are about 9,000,000 people in Chile, the total annual production is about 180,000,000 pounds.

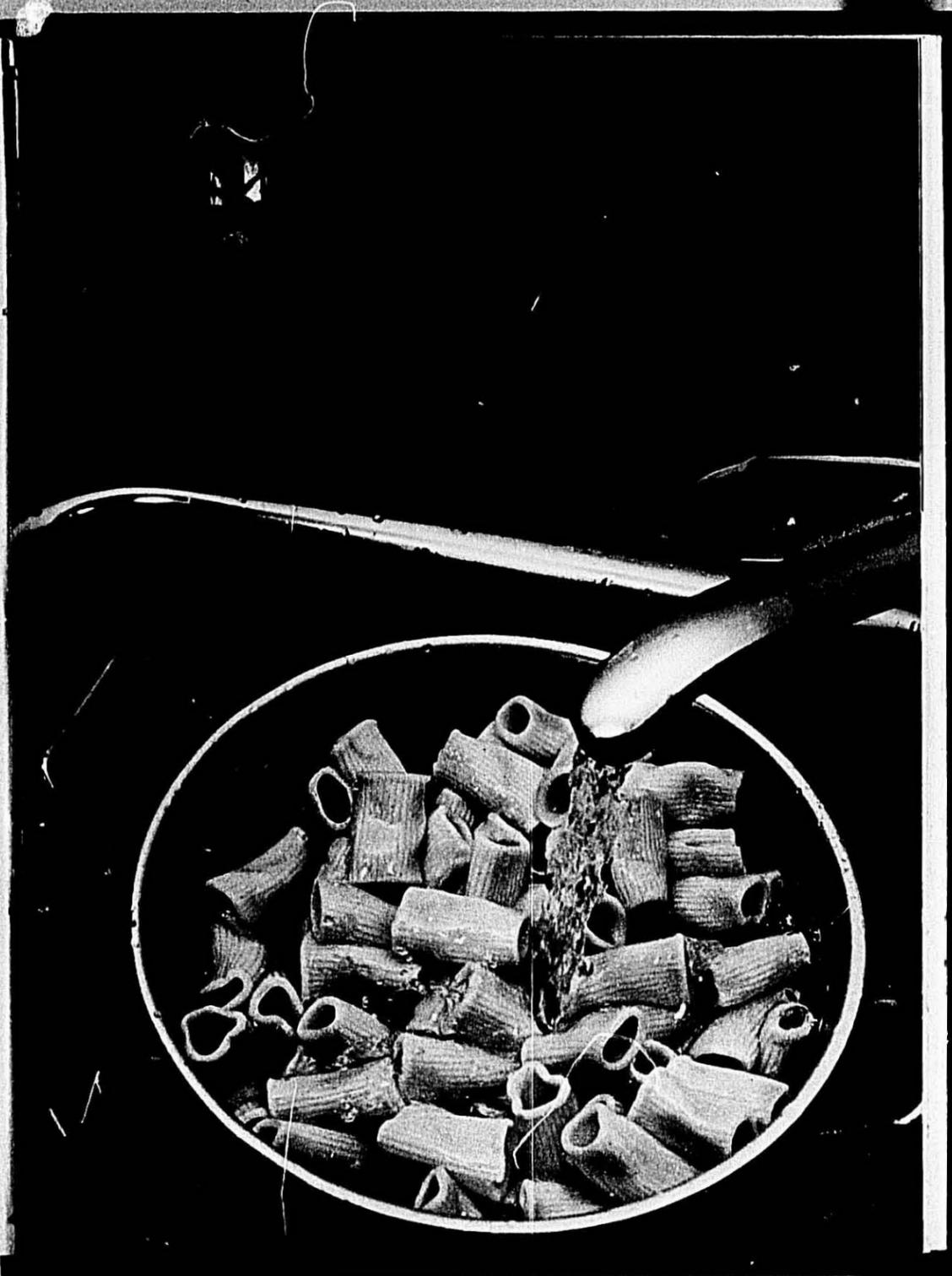
### Argentina

It takes only one and a half hours to fly across the Andes to Buenos Aires. Unfortunately it was night time, so I did not see the magnificent sight of some of the highest peaks in the whole range . . . nor does one fly anywhere near the famous statue of "The Christ of the Andes."

Undoubtedly Buenos Aires is the Paris of South America. A fine city with wide avenues, impressive buildings, and expensive-looking shops. Argentina has a population of some 22,000,000, including 6,000,000 of Italian extraction. Consequently the consumption of macaroni products should be a relatively high one, but again there are no statistics. The two largest factories are Matarazzo in Buenos Aires and Minetti in Cordoba. Both plants possess automatic lines. I had the pleasure of meeting Mr. Bruno Matarazzo, a very charming gentleman. This plant is a very modern one, whose maintenance and cleanliness were a joy to behold. The Matarazzo family is related to the

(Continued on page 35)

THE MACARONI JOURNAL



## Visit to Latin America—

(Continued from page 32)

Brazilian one of the same name who operate an enormous business similar to Lever Brothers.

I am afraid that I must admit that I was rather disappointed with the famous Argentine steaks. They arrive at the table when they are too young; consequently they are on the tough side. The price however is not a tough one to digest: \$1.25 for a large, thick steak. For the first time in my life I saw Scotch Whiskey distilled locally under license.

### Brazil

To go from the Argentine to Brazil is rather like going from Boston to New Orleans at Mardi Gras time. My hotel in Rio looked right over the famous Copacabana Beach. This is certainly a fine piece of coast line and quite rightly the Cariocas claim that it is the most beautiful one in the world. However, I would not like to discuss this with somebody from Sydney, Australia, who would certainly have other views.

Since it was the week-end, the beach was pretty well inhabited. Watched a very interesting game, played three to a side, volleying back and forth with the back hand an object which looked like a Badminton shuttle with a tail to it. Half an hour of this exercise is enough for anybody over 50. In the evening goal posts would appear as if by magic, and at least forty teams were playing soccer on the dry sand with bare feet. Passed the largest soccer stadium in the world; it holds 150,000 spectators with a deep moat between them and the players. They take their football very seriously in this part of the world.

### Brazilian Plants

Rio is not an industrial city, it is a great port, so the next day found me in Sao Paulo. There must be more skyscrapers here than in New York. Since the war it has just exploded. The population is now estimated at over 4,000,000, which would make it just about the largest city in Latin America. The leading factories are: Matarazzo, Fluminense, Adria, and Aracy. Adria, incidentally, builds their own equipment.

The economic situation at present is a very difficult one. While the present Administration would appear to have checked some of the galloping inflation of the past few years, the U. S. dollar is still quoted at 2,700 cruzeiros. Poverty is terrible to behold. But this is a story too long to go into within the limits of this article. Suffice to say that

Brazil is a country of enormous underdeveloped wealth which relies far too much on one crop—coffee.

### Venezuela

Last stop: Caracas, Venezuela. Those of us who consider that New York prices are very high should spend a week here to appreciate the former. To pay \$11 for a bottle of ordinary Chablis wine is a lugubrious experience. Practically everything is imported. For a country which is the wealthiest one in Latin America on account of its oil wells, it is rather disconcerting to see the shanty towns outside of Caracas where people live without water, light or sewers.

### Macaroni in Caracas

Milani is the largest macaroni plant here. Equipped with modern continuous automatic lines, they have just installed a new automatic weighing and packaging unit. Visited the Ronco factory, quite expecting Al Robillo to emerge from some dark corner, but was met instead by a very charming Viennese gentleman, Fleischman by name, who sends his very best regards to you, Al!

### Conclusions

And that finishes my story. General conclusions are the following:

1. Latin America needs a vast amount of capital.
2. It sorely needs top management administration.
3. It is only now beginning to share the wealth, especially in Chile.
4. The macaroni industry is a very small one and requires integration. At present there are too many small units which cannot make sufficient profits to survive, let alone to modernize.
5. Very few factories advertise their products, and very few have studied merchandising and packaging.
6. They should set up a Latin American macaroni association with annual meetings to discuss mutual problems.
7. We should do more in this country to encourage the bright young men to come here to work in our factories and to give them an education in business administration and selling methods be-

sides production problems. Maybe this could be effected by some foreign aid organization in Washington, D. C.

8. If you want to taste a good Peruvian Pisco Sour, go to La Fonda del Sol, 123 West 50th Street, New York City.

### Climate

The winters in the South American Temperate Zone are much warmer than in North America or Asia, and the summers are much cooler. The seasons are the opposite of those in the Northern Hemisphere.

### Venezuela Is Cash Customer for Durum

Venezuela, one of the most modern nations in Latin America, is also the most important cash buyer of U. S. wheat in the area.

With a 1966 population of 9,300,000 and increasing at the rate of 3.5 per cent annually, the oil-rich nation purchases all wheat for cash. Since the country has only a very small amount of domestic production, almost all wheat consumed must be imported.

For bread production, Venezuela traditionally imports high-protein, strong-gluten wheat which it obtains from the United States or Canada, depending upon price and availability.

Her imports of U. S. wheat increased from 5,500,000 bushels in 1961-62 to more than 17,000,000 in 1966. Imports by class showed Hard Red Spring with 6,800,000, Soft Red Winter with 6,000,000, Hard Red Winter with 3,000,000, Durum with 878,000 and White Wheat with 486,000 bushels.

### Venezuelan Pasta

Venezuela has a very promising pasta industry promoted by the Italian colony. Production has increased from 17,196 million tons in 1952 to 63,364 million tons in 1966. While the bulk of pasta products is generally produced from Hard Red Winter Wheat, there is an increasing demand for durum. As consumer preference begins to move in favor of the durum color and quality in the finished product, durum imports should increase.

Venezuelan Imports & Production (in 1,000 million tons)  
From Great Plains Wheat, Inc.

Year	Wheat Total	Imports U.S.	Flour Production	Macaroni Production
1966-67	605	469	315	63
1965-66	549	394	306	58
1964-65	593	282	299	54
1963-64	502	311	257	47
1962-63	363	148	230	43
1961-62	428	300	212	—

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## BUYERS' GUIDE

The following firms support the industry's trade association as associate members and/or as advertisers in the Macaroni Journal:

### DURUM PRODUCTS

**AMBER MILLING DIVISION**, Farmers Union Grain Terminal Association, St. Paul, Minnesota 55101. Telephone: Area Code 612, 646-9433. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kubanka Durum Flour. See ad pages 38 and 39.

**ARCHER DANIELS MIDLAND COMPANY**, Durum Department, P. O. Box 532, Minneapolis, Minnesota 55440. Manufacturers of Comet No. 1 Semolina, Romagna Granular, Novara Durum Granular, Goldenglo Fancy Durum Patent Flour, Palermo Durum Flour. See ad page 33.

**FISHER FLOURING MILLS COMPANY**, 3235 16th Avenue, S.W., Seattle, Washington 98134.

**GENERAL MILLS, INC.**, Sperry Operations, P. O. Box 16-753, Palo Alto, California 94303. Manufacturers of Royal Durum Granular, Golden Durum Granular and Golden Durum Patent Flour.

**INTERNATIONAL MILLING COMPANY, INC.**, Durum Division, Investors Building, Minneapolis, Minnesota 55415. Manufacturers of Como No. 1 Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravenna Durum Patent, Bemo Durum First Clear and Naples Durum Second Clear. General offices in Minneapolis; sales offices in New York and Chicago. Principal durum mills in Baldwinsville, New York, and St. Paul, Minnesota. See ad on Back Cover.

**NORTH DAKOTA MILL AND ELEVATOR**, Grand Forks, North Dakota 58201. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour.

**PEAVEY COMPANY FLOUR MILLS**, 860 Grain Exchange, Minneapolis, Minnesota 55415. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular, Gragnano Durum Granular Flour, King Midas Durum Fancy Patent Flour, Kubo Durum Fancy Patent Flour, Durambo Durum Flour. See ad page 17.

### FORTIFICATION

**MERCK & COMPANY, INC.**, Merck Chemical Division, Rahway, New Jersey 07065. Suppliers of regular and custom vitamin mixtures to millers for inclusion in semolina and flour mixes. Sales Offices: Teterboro, New Jersey; Chicago, Illinois; St. Louis, Missouri; San Francisco, California; Los Angeles, California.

**VITAMINS, INC.**, 401 North Michigan Avenue, Chicago, Illinois 60611. Phone: 312-527-9400. Manufacturers of enrichment ingredients used by macaroni manufacturers and flour millers. Also manufacturers of defatted wheat germ and other high biological quality protein supplements for enhancing the flavor, functionality, and nutritional value of macaroni and spaghetti products. Federal standards of identity for enrichment of macaroni and spaghetti products permit the use of up to 5 per cent defatted wheat germ. Sales representatives: East, Louis A. Viviano, Jr., Plainfield, New Jersey, 201-434-2788; Midwest, Jack W. Rogers, Chicago, Illinois, 312-527-9400; West, Joseph P. Manson, Tiburon, California, 415-474-9151.

### EGGS

**BALLAS EGG PRODUCTS CORPORATION**, 40 North Second Street, Zanesville, Ohio 43701. Sales office in New York City. Packers of pasteurized frozen and spray dried high color yolks for the noodle trade.

**V. JAS. BENINCASA COMPANY**, First National Bank Building, Zanesville, Ohio 43701. Packers of frozen and dried egg products. High color yolks available. Plants in Louisville, Kentucky; Bartow, Florida; and Farina, Illinois.

**HENNINGSSEN FOODS, INC.**, 60 East 42nd Street, New York, N. Y. 10017. Manufacturers of whole egg solids, egg yolk solids and egg albumen solids. Manufacturers of dehydrated, frozen spray dried and freeze dried beef and chicken products. Plants in Springfield, Missouri; Omaha, Nebraska; Malvern, Iowa; and Norfolk and David City, Nebraska. Sales offices in each of the major cities in the United States, in Western Europe, in Japan, in Mexico, and in South America. See ad page 5.

**C. KAITIS COMPANY**, 2043 North Damen Avenue, Chicago, Illinois 60647. Phone: 312-384-0700. Distributors of fresh-broken, frozen, and shell eggs. State and Federal in-plant inspection. See ad page 51.

**MONARK EGG CORPORATION**, 601 East Third Street, Kansas City, Missouri 64106. Manufacturers and packers of all dried and frozen egg products. Specializing in dark color for the noodle trade. Continuous U.S.D.A. inspection. Main office located in Kansas City. Brand name: Monark. Drying and breaking plants in Missouri and Kansas. See ad page 49.

**WM. H. OLDACH, INC.**, American and Berks Streets, Philadelphia, Pennsylvania 19122. Packers and distributors of frozen and dried egg yolk. Distributed from warehouse stocks located throughout the United States.

**SCHNEIDER BROS., INC.** Office and plant: 1550 Blue Island Avenue, Chicago, Illinois 60608. Birmingham office and plant: P. O. Box 1590, Birmingham, Alabama. Processors of frozen eggs since 1915. Broker and Clearing House members, Chicago Mercantile Exchange.

### EGGS

**TRANIN EGG PRODUCTS COMPANY**, 500 East Third Street, Kansas City, Missouri 64106. Processors and packers of whole egg solids (color specified), egg yolk solids (color specified), and egg white solids. Packers and freezers of whole eggs (color specified), egg yolks (color specified), and egg whites. All packed under continuous U.S.D.A. supervision and inspection—guaranteed to pass all F.D.A. rules and regulations. All items packed in plant located at Kansas City, Missouri, affording fast, dependable delivery of products to all parts of U.S.A. Phone: 816-421-4300. See ad page 45.

**MILTON G. WALDBAUM COMPANY**, Wakefield, Nebraska 68784. Phone: 402-287-2211. Dried whole eggs. Dried yolks (color specified); frozen whole eggs (color specified); frozen yolks (color specified). See ad page 55.

**WEINBERG BROS. & CO.**, 110 North Franklin Street, Chicago, Illinois 60606. Phone: 312-236-5500. Distributor of Julius Goldman's Egg City special blends of frozen eggs. QMC approved, U.S.D.A. inspected. See ad page 54.

### MANUFACTURING EQUIPMENT

**AMBRETTE MACHINERY CORPORATION**, 156-168 Sixth Street, Brooklyn, N. Y. 11215. Manufacturers of Ambrette automatic presses for short cut and long goods and noodle production. Automatic long goods and finish dryers and preliminary dryers and long goods finish drying rooms for long goods production. A complete line of all types automatic conveyors. A complete line of Ambrette high-speed mixers and automatic flour feeder and water metering systems for both macaroni and egg noodle production. Exchange systems for all equipment. Catalogs on request. See ad pages 28 and 29.

**ASEECO CORPORATION**, 1830 West Olympic Boulevard, Los Angeles, California 90006. Agents for Pavan macaroni production machinery. Manufacturers of complete storage systems for noodles, cut goods and

specialty items: Aseeco-Lift bucket elevators, vibrating conveyors and Accumaveyors. Engineering and plant layout for complete macaroni plants from storage to warehouse; supervision and installation of all equipment. See ad page 47.

**DOTT. INGG. M., G. BRAIBANTI & COMPANY**, Largo Toscanini 1, Milan, Italy. U.S.A. and Canada representative: Lebara Corporation, 60 East 42nd Street, New York, N. Y. 10017. Manufacturers of completely automatic lines for long, twisted, and short goods. Production lines from 5,000 to more than 100,000 pounds in 24 hours. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free consultation service for factory layouts and engineering. See ad pages 24 and 25.

**THE BUHLER CORPORATION**, 8925 Wayzata Boulevard, Minneapolis, Minnesota 55426. Planning and engineering of complete macaroni factories: consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short and long goods, multi-purpose dryers for short, long and twisted goods, automatic cutters, twisting machines, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 230 Park Avenue, New York, and Buhler Brothers, Ltd., 1925 Leslie St., Don Mills, Ontario, Canada. See ads pages 12-13 and 43.

**CLERMONT MACHINE COMPANY, INC.**, 280 Wallabout Street, Brooklyn, N.Y. 11206. Manufacturers of a complete line of machinery for the macaroni and noodle trade, including bucket and cleat conveyors. See ad page 15.

**CONSOLIDATED BALING MACHINE COMPANY**, Sales Division of N. J. Cavagnaro & Sons Machine Corporation, 406 Third Avenue, Brooklyn, N. Y. 11215, Department MJ. Manufacturers of a complete line of all steel, hydraulic baling presses for baling all types of waste paper, cartons, semolina bags, cans, etc. Also manufacture machinery for producing Chinese type noodles, dough brakes, and cutters. See ad page 55.

**DE FRANCISCI MACHINE CORPORATION**, 46-45 Metropolitan Avenue, Brooklyn, N. Y. 11237. Full range of automatic presses for both short cuts and long goods from 500 lbs. to 2,500 lbs. per hour. Continuous automatic lines for long goods with new patented automatic return of the empty sticks to the stick reservoir of the press. Automatic stick stripping device with speed up to 24 sticks per minute. Automatic long goods cutters and automatic weighers for long goods; automatic sheet formers; noodle cutters; high temperature finish drying rooms; new dual air chamber design preliminary dryers for long goods. Die washers, egg dosers and conveyors. Special canning spreader for filling macaroni products at a predetermined quantity directly from extrusion press into cans. Consultations and factory layouts available for your requirements. Full line of rebuilt presses and hydraulic presses. Exchange system for preliminary dryers, ADS spreader conversions and screw cylinders. Western representatives: Hoskins Company, P. O. Box 112, Libertyville, Illinois 60048. Export Manager: Charles F. Moulton. See ad pages 20 and 21.

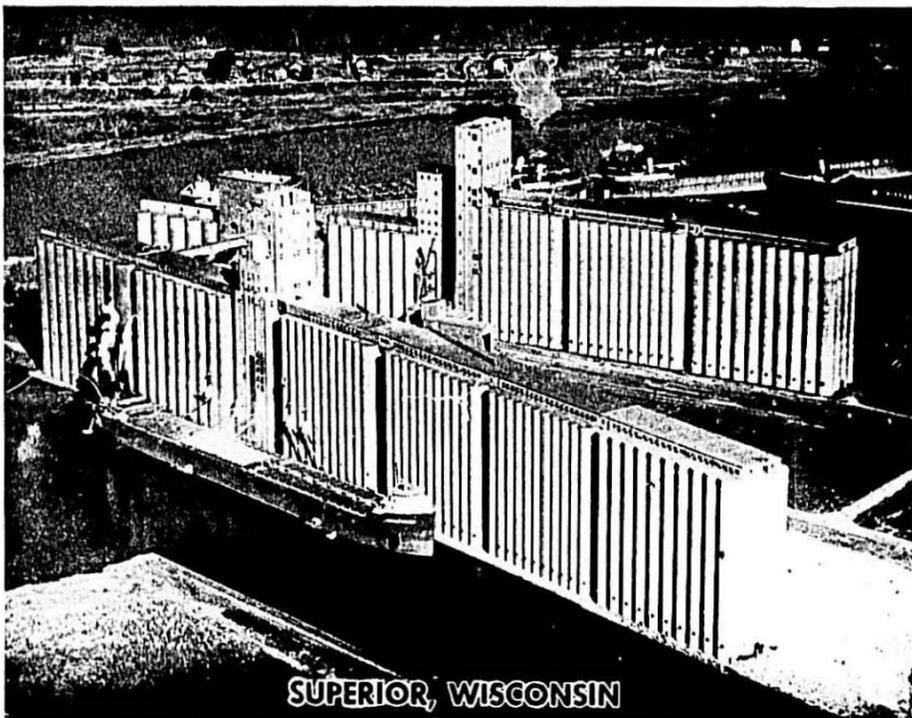
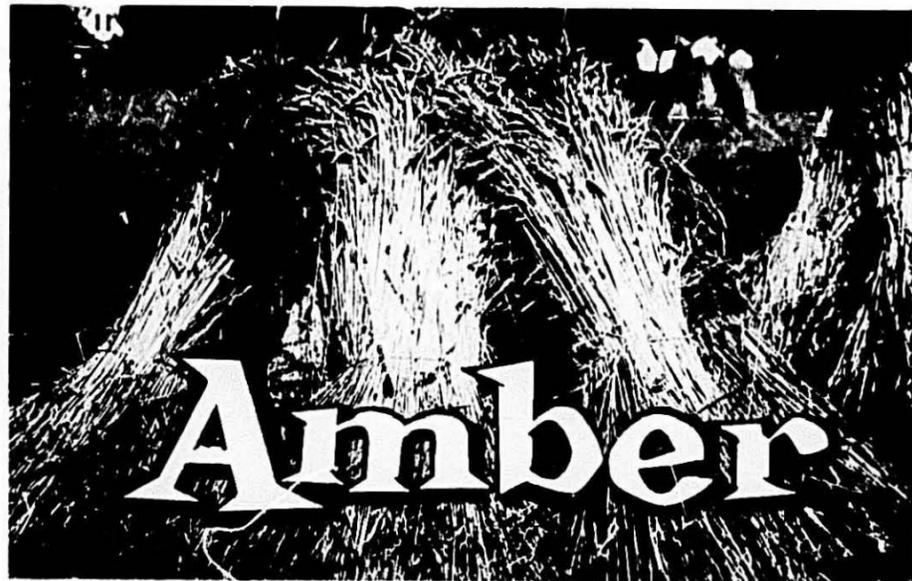
**HOSKINS COMPANY**, P. O. Box 112, Libertyville, Illinois 60048. Western sales representative for DeFrancisci Machine Corporation, manufacturers of macaroni machines. Representative of Semco for the macaroni industry, manufacturers of bulk storage and pneumatic conveying systems for semolina and flour.

**ZAMBONI**, Via Isonzo, Casalecchio, Bologna, Italy. Coiling machines, ravioli machines, nesting machines, shearing-folding machines. Cartoning, weighing, and bag-packing machines. Agents in the industrial macaroni branch: Dott. Ing. M., G. Braibanti & Company, Milan. Braibanti representatives in the U.S.A. and Canada: Lebara Corporation, 60 East 42nd Street, New York, N. Y. 10017.

### DIES

**D. MALDARI & SONS, INC.**, 557 Third Avenue, Brooklyn, N. Y. 11215. Specializing in extrusion dies for the food industry. See ad page 31.

(Continued on page 40)



SUPERIOR, WISCONSIN



# .color-quality!

*Be Sure... Specify Amber*

Every Shipment from Amber Milling has the unmistakable amber color that identifies top quality Semolina and Durum Granular. When you find top quality, it is the same color as Amber Venezia No. 1 Semolina and Imperia Durum Granular. Protect your brand name—specify Amber . . . uniform color, granulation and quality.

Huge modern concrete elevators with tremendous storage capacities enable Amber Milling to buy top Durums whenever . . . and wherever they are offered. Reserves of top Durums assure con-

stant supplies of fresh milled Amber No. 1 Semolina and Imperia Durum Granular . . . enable Amber Milling to ALWAYS make delivery as promised.

The men of Amber Milling know WHERE to locate top Durums, and HOW to blend and mill them to assure uniformly superior color and quality in every shipment. Look for Amber . . . it means quality when you buy, helps you to maintain uniform quality in your products. To get the whole story, call Gene Kuhn . . . Midway 6-9433.

**Amber** MILLING DIVISION • FARMERS UNION GRAIN TERMINAL ASSOCIATION  
MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 1, MINNESOTA



### Buyers' Guide—

(Continued from page 37)

### PACKAGING EQUIPMENT

AMACO, INC., 2601 West Peterson Avenue, Chicago, Illinois 60645. Designers and distributors of all types of weighing, bag-making, filling and cartoning equipment for all branches of the macaroni trade.

TRIANGLE PACKAGE MACHINERY COMPANY, 6655 West Diversey Avenue, Chicago, Illinois 60635. Phone: 889-0200, Area Code 312. Manufacturers of automatic form, fill, seal bag machines for the packaging of short cut goods and noodles; automatic and semi-automatic Flexitron net weighing systems for short cut goods; automatic scales and wrappers for long goods spaghetti items including a new wrapper and scale for the handling of Italian style products. See ad page 41.

### PACKAGING SUPPLIES

BURD & FLETCHER COMPANY, Seventh Street, May to Central, Kansas City, Missouri 64105. Phone: 816-842-1122. Creative packaging engineers.

DIAMOND PACKAGING PRODUCTS DIVISION, Diamond National Corporation, 733 Third Avenue, New York, N. Y. 10017. Creators and producers of multi-color labels, folding cartons and other packaging materials: point-of-purchase displays, outdoor posters, booklets, folders, banners and other advertising materials. Sales offices in 28 principal cities offer nationwide package design service and marketing consultation. Nine manufacturing plants are strategically located coast to coast. See ad Inside Back Cover.

E. I. DU PONT DE NEMOURS & COMPANY, INC., Wilmington, Delaware 19898. The principal films from Du Pont used for packaging macaroni and noodles are: Du Pont "K"® 307 cellophanes, 2-in-1 polyethylene bag films and "Clysar" polyolefin films. Sales offices: Boston, Massachusetts; New York, N. Y.; Philadelphia, Pennsylvania; Atlanta, Georgia; Chicago, Illinois; Prairie Village, Kansas; and San Francisco, California.

FAUST PACKAGING CORPORATION, 100 Water Street, Brooklyn, N. Y. 11201. Creators and manufacturers of multi-color cartons and promotional material for macaroni-noodle products and frozen foods.

MUNSON BAG COMPANY, 1366 West 117 Street, Cleveland, Ohio 44107. Converters of cellophane and polyethylene bags as well as printed roll stock for automatic bag equipment.

PARAMOUNT PACKAGING CORPORATION, Oak Avenue, Chalfont, Pennsylvania 18914. Phone: 215-822-2911. Converters of flexible packaging.

ROSSOTTI LITHOGRAPH CORPORATION, 8511 Tonnelle Avenue, North Bergen, N. J. 07047. Complete packaging services for macaroni manufacturers, from design and production via latest lithographic equipment, to merchandising and marketing assistance in packaging promotions. Rossotti Clo-Seal Cartons (sift-proof, infestation-proof carton construction); Rossotti Econ-o-mate equipment (heat-seal packaging machinery). Executive offices: North Bergen, N. J. Sales offices: Rochester, Boston, Philadelphia (Pennsauken, N. J.), Pittsburgh, Chicago, Milwaukee, Kansas City, Los Angeles, San Francisco, Seattle, and San Juan, P. R. See ads pages 2 and 3.

### SERVICES

JACOBS-WINSTON LABORATORIES, INC., 156 Chambers Street, New York, N. Y. 10017. Consulting and analytical chemists; sanitation consultants; new product development; labeling and packaging advisors; pesticide and bacteriological analysis. See ad page 10.

L P F PLASTICS CORPORATION, 615 Wyandotte Street, Kansas City, Missouri 64105. Phone: 816-842-3020. Teflon and Silicone coatings for all equipment. Guaranteed one-day service. See ad page 55.

E. H. LEITTE COMPANY, P. O. Box 180, Lake Elmo, Minnesota 55042. Phone: 612-777-8111. Specialists in the formulation and production of aerosol, fumigant, and spray insecticide for the flour milling industry and their associates. In Canada: E. H.

Leitte Company of Canada, c/o Mac-Mosham Warehousing, Ltd., Saskatoon, Saskatchewan. See ad page 8.

### ACCOMPANIMENTS

LAWRY'S FOODS, INC., 568 San Fernando Road, Los Angeles, California 90065 and 1938 Wolf Road, Des Plaines, Illinois 60018. Manufacturers of Lawry's Spaghetti Sauce Mix, Stroganoff Sauce Mix, Goulash Seasoning Mix, Chili Mix, Beef Stew Mix, Tartar Sauce Mix, Seafood Cocktail Sauce Mix, Taco Seasoning Mix, Seasoned Salt, Seasoned Pepper, Garlic Spread, Spanish Rice Seasoning Mix, liquid dressings, dry salad dressing mixes, gravy/sauce mixes, and dip mixes.

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### CLASSIFIED

**FOR SALE**—One Buhler continuous macaroni short goods press, type TPM-400 V/9; capacity 1500 lbs./hr. dry basis, complete with drives (440/3/60), control panels, die-lift, platforming, etc. Never used as production equipment; available immediately. Box 251, Macaroni Journal, Palatine, Ill. 60067.

**WANTED**—One each used 1½ barrel mixer, 20-inch dough break, 1½ barrel kneader. Box 252, Macaroni Journal, Palatine, Illinois 60067.

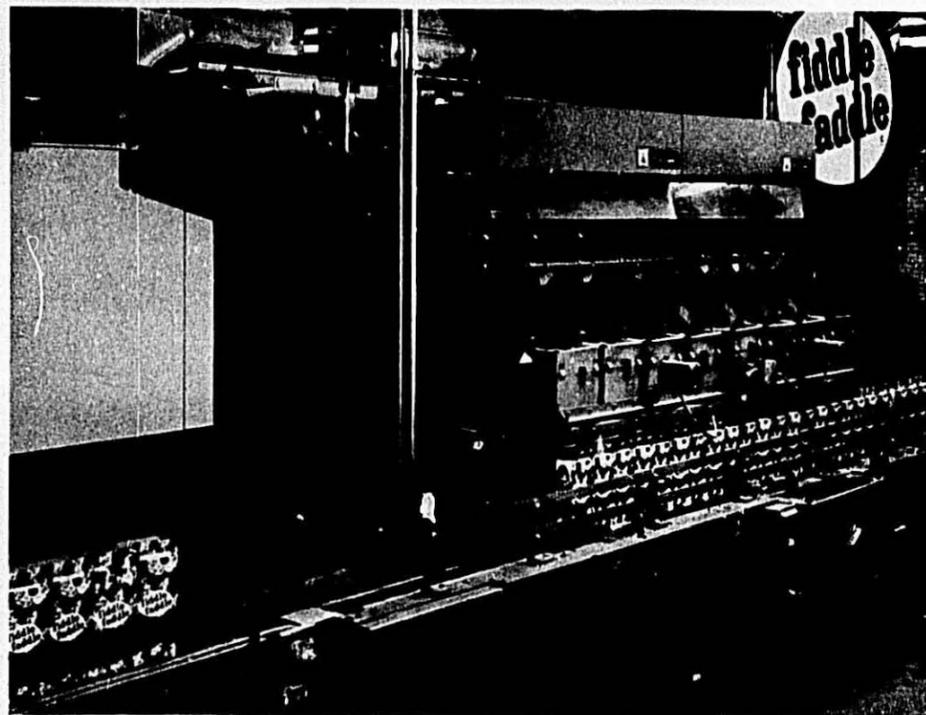
## How does Ovaltine weigh all that Fiddle Faddle?

ask Triangle



Fiddle Faddle: Ovaltine Food Products' popcorn-peanut confection. Much easier to eat than to weigh for packaging. Triangle's proven Flexitron scale system handles it. Gently. Accurately. At high speeds. Speed and accuracy is a combination that Triangle understands well. And people with hard-to-package

products like Fiddle Faddle know it. Triangle's men, machinery and experience have helped solve many complex packaging problems. In design, engineering, manufacturing, and installation, Triangle's capability is second to none. But why not see for yourself. If you have a packaging problem, talk to Triangle today.



**QUICK FLEXITRON FACTS ON WEIGHING FIDDLE FADDLE**  
At the very heart of this net weighing system is the Flexitron weigh cell. Its ability to consistently deliver accurately weighed charges of Fiddle Faddle is vital to the overall control of the system.

All processes of the system are interrelated—gentle product feeding to all scales from a single source; culling of broken pieces; checkweighing of each load before filling; close tolerance of carton handling and positioning; opening of liners and settling. It is the combination of all that contributes to the high efficiency of the Flexitron Net Weighing System.

So, if you require a Total-Packaging Concept, talk to Triangle. They're the machinery people with a practical approach to pack-

aging problems. They can come up with an approach based on your product and production requirements, and backed by application experience under all kinds of speed, accuracy and product conditions. You'll find Triangle primed with many new and exciting ideas to increase efficiency and economy. Let's talk it over, soon.

**TRIANGLE**  
PACKAGE MACHINERY COMPANY  
6654 W. Diversey Avenue, Chicago, Ill. 60635  
Telephone (312) 889-0200

**BUITONI,  
International Food Company**

**B**UITONI is a multi-million dollar international corporation possessing great diversity in products. It has divisions operating in Italy, France, Belgium, England, West Germany, Austria, and the United States.

The president of the American corporation is 36-year old Marco Buitoni, the fifth generation of his family to serve as administrative head. Born in Perugia, April 19, 1931, he received his degree in political science from the University of Paris and did post-graduate work in business management at the University of Lausanne. He joined the family business, spending two years in France, one year in Italy, and two years in the United States, concentrating on modern sales and marketing techniques. His work as Marketing Director for the French companies was rewarded by seeing the sales figures doubled in the brief period of two years.



Marco Buitoni (right) discusses new package designs with William Boland, product manager—macaroni division.

**Innovations**

Mr. Buitoni has already introduced a number of new concepts—and is at work on several new products—that he

expects will stimulate the entire macaroni industry in the United States. For the first time all macaroni products

manufactured by Buitoni will be cellophane wrapped to preserve freshness and guard against moisture. The packages will also be re-sealable, eliminating yet another problem for the American homemaker. Sauces are being brought to an even higher level of quality so that each one will have a "home made" flavor.

**In South Hackensack**

The American factory is located in South Hackensack, New Jersey. The New Jersey plant has recently installed the most modern equipment to be found in any pasta factory anywhere in the United States. Within a few months everything but the cooking will be automated. The preparation of the food is under the constant direction and supervision of Arturo Musatti—one of the highest priced chefs in America.

Many of the foods prepared in South Hackensack are an adaptation of the recipes contained in the yellowed pages of a treasured family cookbook. Even when cooked in quantity, the meat and spices are sautéed separately as in a family kitchen (except that here they are cooked under the most modern scientific controls). Transferred to deep kettles, they join the tomatoes for long hours of simmering. Management is extremely proud of the fact that they are one of the few Italian factories in America making sauces that uses so much meat that a government meat inspector is attached permanently to the factory.

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THE MACARONI JOURNAL



The art of modern design is shown in the new packages developed by Frank Gianninoto for the Buitoni Foods Corporation. A panel of strong red is the base for the name "BUITONI" topped by a clear green. Visibility and legibility are combined in both package content and the newly designed logo. Modern, exciting and dramatic, the package can be placed on any side and the company name lines up with geometric precision.

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

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

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

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

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

More than 200 BUHLER Dryers are now operating in the United States and other countries. It will pay to investigate how you, too, will profit by drying the BUHLER way.

- Specially-designed swing-out panels
- Super-efficient insulation stops both heat and vapor
- Sanitary off-the-floor design prevents condensation on floor underneath
- Patented aluminum alloy conveyor
- Takes less floor space than any other short goods dryer of similar capacity
- Positive air circulation dries uniformly over the entire width of belt
- Needs practically no attendance
- Economical. Requires relatively little power, heat, or maintenance

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

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

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

Complete Macaroni Plants by **BUHLER**

THE BUHLER CORPORATION, 8925 Wayzata Blvd., Minneapolis, Minnesota 55426 Phone 612 545 1401  
 BUHLER BROTHERS Canada LTD., 1925 Leslie Street, Dan Mills, Ontario Phone 416 445 5910  
 Sales Office: NEW YORK CITY, New York 10017, 230 Park Avenue Phone 212 689 5446

## Buitoni—

(Continued from page 42)

The manufactured products of the American corporation include: 57 kinds of macaroni and spaghetti; 6 types of egg noodles; 7 different sauces; canned ravioli, meat balls, spaghetti in several combinations; grated cheeses, frozen lasagna, instant pizzas, ravioli, spaghetti and meat balls, manicotti; and a variety of packaged noodle dinners. Buitoni is the only Italian company in America. They produce an entire range of basic foods that can be found in the Italian Cuisine.

### In Italy

In Italy, Buitoni has modern factories in Sansepolcro, Rome, Aprilia and Perugia. In France the factories are located in Saint-Maur-des-Fosses (east of Paris) and at Camaret in Provence.

Subsidiary companies include Perugina Candies. The factory, located in Perugia, is one of the largest chocolate factories in the world; it is so large that the executives ride bicycles to go from office to office. The cafeteria seats 3500 people at one sitting, and has a modern nursery for the children of the workers under the supervision of a staff of doctors and trained nurses. Closed circuit television enables each mother to have instant knowledge of what her child is doing. The mothers visit the children each morning at 10 A.M. and lunch with them. Perugina candies are distributed and sold in 78 countries of the world.

Buitoni also has a modern printing plant (Poligrafico Buitoni) in Perugia.

Subsidiary food companies are found in Scandinavia, the Low Countries, England, Belgium, West Germany, Lebanon and Kenya.

### Finanziaria Buitoni

Recently, a new company, Finanziaria Buitoni, was formed in Italy to consolidate the family-owned International Buitoni-Perugia operations and to prepare for future growth.

The company was founded in 1827 by Giulia Buitoni. Born in 1791, Signora Buitoni was forced by economic necessity to provide for an invalid husband and her children. She set up the first plant to manufacture pasta commercially. Working with a few primitive pieces of equipment, the product was so successful that its sales soon spread beyond the confines of the small town of Sansepolcro.

Her son, Giovanni Buitoni (1822-1901) expanded the business. It was he who developed the first "tuten pasta," rich in proteins and vitamins, that eventually became widely sold in Italy.



21 x 21 Subway Poster

In the 1880's, the third generation took over the management of the company. Giovanni Buitoni's two sons, Antonio and Francesco succeeded him. Francesco at this time started the candy factory that was to become internationally famous as "Perugina Chocolates."

The fourth generation was assured by the birth of Francesco's five sons—Luigi born in 1887, Bruno born in 1889, Giovanni born in 1891, Marco born in 1893, and Giuseppe born in 1901. All five brothers are still alive and vitally interested in the many aspects of the international corporation.

And now, the fifth generation has assumed a leadership position in the family corporation.

### Get Half As Much For Your Money

Buitoni Foods Corporation is currently running an unusual double-impact subway advertising campaign—combining interior-vehicle ads and station posters—throughout the New York subway system.

This 22-by-21 interior ad for Buitoni spaghetti is currently appearing in 3,300 vehicles. At the same time, the company is placing 900 one-sheet posters throughout 477 subway stations.

Displays feature a photograph of two opened boxes of spaghetti—ours and theirs. The unlabeled package contains twice as much as the Buitoni package. The headline: **Get Half As Much For Your Money.** Copy reads:

"Buitoni gives you better wheat, more protein, less starch than other spaghetti. Buitoni gives you half as much in the box as other spaghetti. Which would you rather have? Twice as much cheap spaghetti? Or half as much great spaghetti?"

Advertising agency for Buitoni is Doyle Dane Bernbach, Inc.

### Now Noodle O's

Campbell Soup Company has introduced Chicken Noodle O's and Tomato-Beef Noodle O's soups. Both contain three sizes of round noodles and are designed for children. Chicken Noodle O's retail for two for 39¢ and Tomato-Beef Noodle O's two for 41¢.

Advertising includes color network tv, spot tv and full color newspaper ads. A 7¢ coupon will appear in Sunday comics sections and in color spreads in national magazines.

### Macaroni Stew

Jazz up leftover roast beef by making easy macaroni stew. In a large saucepan, combine two cups diced cooked beef, two onions quartered, four small carrots cut in two-inch pieces, one ten-oz. package frozen peas, 1½ cups water, one 8-oz. can tomato sauce with cheese, one cup uncooked macaroni, one teaspoon salt and one-quarter teaspoon pepper. Cover and bring to boil; reduce heat and simmer until vegetables and macaroni are tender. Yield: four servings.

## Some Pointers on Weight Reduction

### True or False?

• You can melt away extra pounds by wearing special tight plastic blouses and slacks.

• You can buy an electrical device for effortless reducing that is a convenient, pleasant, comfortable and relaxing form of exercise resulting in substantial weight and girth reduction.

• There are pills that allow you to "lose 54 pounds of ugly, dangerous fat in only three short months" while eating all the spaghetti, malted milks and pizza you want.

False is the answer to each of these questions, according to the American Society of Bariatrics—the association of physicians who specialize in weight reduction.

### Millions Spent

Americans spend more than \$250,000,000 each year for a fantastic array of easy weight reduction schemes such as these, say the bariatricians, and this type of "treatment" of obesity is perhaps the fastest growing form of medical quackery there is!

If obesity were merely the result of over-eating, treatment would be relatively simple, the doctors say. But there are several possible medical reasons for obesity, and each patient must be treated according to the reason for his obesity:

1) Environmental, or "misnutrition" due to the excessive availability of food; 2) physiological, which may be due to aging, to the onset of menopause, or the lack of exercise; 3) psychoneurotic, or emotional, obesity; 4) genetic, or metabolic, obesity such as may be related to diabetes; 5) hormonal obesity; and 6) iatrogenic obesity, that which is caused by certain drugs, such as "the pill."

### Psychiatric Therapy

Some of the most interesting reasons for obesity, bariatricians say, are psychological. Dr. Jean Mayer of the Department of Nutrition at Harvard agrees. He says: "Many of the obese are effectively, indeed compulsively, habituated to excessive food intake or weight gain."

For this reason, in the most severe cases, psychiatric therapy must accompany a weight reduction program.

Dr. Grace A. Goldsmith, Professor of Medicine at Tulane University School of Medicine, states, "Too little attention has been given to the many facets of therapy: motivation, psychic and emotional aspects, familial and environ-



There are no shortcuts to losing weight, according to the American Society of Bariatrics, the association of physicians who specialize in weight reduction. Losing weight, it says, is a medical problem and to do it safely and permanently, a physician should be consulted.

mental problems and individualization of treatment with close supervision. Therapeutic success can be obtained only if the patient strongly desires to lose weight, and if the physician is willing to devote the necessary time to the patient's problems."

It seldom does any good for the physician to accuse the patient of gluttony and treat him by trying to frighten and reform him. Tolerance, sympathy and understanding on the part of the physician and the willingness of the patient to spend time with the patient can mean the difference between success and failure.

### Good Patient-Doctor Relationship

Because a good patient-physician relationship is so important to effective reducing, bariatricians concentrate on dealing with many different aspects of obesity. They endeavor to guide patients in a safe, sensible weight-reduction plan that takes into account the psychological as well as physical factors involved. Members of the American Society of Bariatrics are specialists who have agreed to highly restrictive procedures in their medical practice. One aim of the Society is to educate people against common misconceptions about weight reduction.

It cannot be overemphasized that overweight is a medical problem, capable of control by medical means, not by self-administered crash diets, fad foods and magic pills. According to Dr. Norman C. Jolliffe of the New York City Department of Health, "At least 90 per cent of all the people who lose weight on a diet proceed to gain it right back, and usually they gain more than they have lost." For the vast majority of people, there is no royal road to slimmness,

the bariatricians point out, short of the necessary change in eating habits accompanied by an increase in activity on the part of the patient when possible.

### Beware of Pills!

While certain medication is part of the armamentarium of the physician, it is used only as an adjunct when needed to help the patient improve his eating habits. Weight reducing pills should never be taken unless the individual is under the direct supervision of a physician, ethical bariatricians say, and should never become a permanent way of life.

### Do's and Don't's

The American Society of Bariatrics offers these "do's" for the individual who wants to lose weight:

1) Consult the family physician or a physician who specializes in weight control. Many specialists are members of the American Society of Bariatrics and require their patients to undergo a complete medical examination including electrocardiogram, blood chemistry, urinalysis, and various tests of metabolism.

2) Become more active. Walk rather than ride whenever you can. Inactivity is a major cause of overweight.

3) Avoid candy, snacks and stay away from the refrigerator.

4) Eat a big high protein breakfast . . . eggs and meat. Coffee alone is not enough.

5) Avoid caffeine. Drink no more than two "live" cups of coffee, tea or glasses of cola daily.

6) Learn the basis of good nutrition so that you will know the proper foods to eat and those foods to avoid.

No one should be left to cope with an overweight problem by himself. The overweight individual needs the moral support and affection of his family to solve his problem. Overweight is not gluttony, but a panorama of diseases.

Further information may be obtained from American Society of Bariatrics, 420 Lexington Avenue, New York, N.Y. 10017. Telephone (212) 683-3206.

### Enriched Macaroni Foods

Enriched macaroni foods have an important place in the essential four food groups established as a guide to food selection by the U.S. Department of Agriculture. They are an important member of the Breads and Cereals Group, along with enriched, whole grain or restored breads and cereals.

## Aseeco Aids Quality Control

**Q**UALITY Control, a phrase that is today associated with both private and government business.

Quality Control—a necessity brought about by the desire of producers to deliver to the ultimate user a product "without excuses." Not satisfied that his product was "as good" as any but that his product was as good as it was possible to produce.

Quality Control is not confined to any industry; whether it be the butcher, the baker or the candlestick maker, it applies to anything being produced by man. There is a time worn phrase, "I did the best I could with the tools I had." In today's modern thinking this could well be changed to "I did the best with the best tools available."

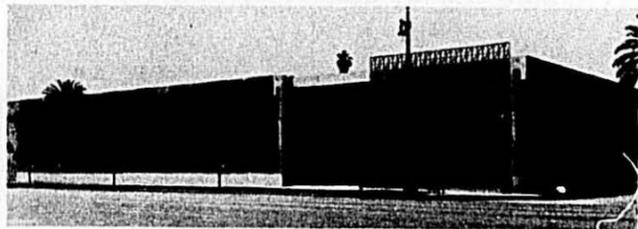
### Quality Preservation

The engineering staff of Aseeco is trained to think "there is a better way." This thinking extends beyond the strict Quality Control of the machines built by Aseeco, to preserving the quality of product to be handled on the machines.

Both large and small producers of food products budget a sizeable portion of their funds for research and development and within their Research and Development Department, comes Quality Control. By no means confined to introducing new products but of major importance improving and protecting the quality of their standard products.

Most producers shy away from designing their own machinery, having found that it is economically unsound to engineer and design one-purpose equipment. In past years, they were forced into building their own machinery, but today they can turn to machinery specialists with their problems.

Aseeco fills this gap between conventional standard and highly sophisticated specialized machines. The Quality Control factor becomes manifold, first consideration being to design equipment that will not degrade the custom-



Engineering and Executive Offices in Los Angeles

er's product and of equal importance to deliver a unit that has built in Quality Control as related to its performance and construction. Every producer of food products today is confronted with sanitation controls. While it is our opinion that all food plants are aware of the necessity of maintaining sanitary conditions in their plants for self protection, the new federal and state regulations have become very strict, and so it behooves every plant to check regulations before purchasing any processing, storing or conveying equipment. In New York state the sanitation inspectors warn buyers to check with their department before making a purchase, for, as they say, you can buy what you want, but if it does not come up to their standards, it will not be allowed to operate.

Aseeco has been aware of this for some time, in fact have shipped units to New York expressly to be checked for state acceptance. This comes under the head of customer Quality Control protection. It is well to point out, that while some of the regulations seem extreme, it is to the user's benefit.

### Product Protection

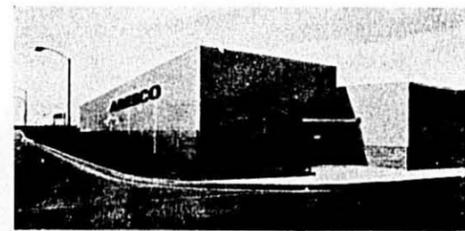
Aseeco fits into the Quality Control picture by virtue of designing and fabricating equipment that protects your product. Every time a product is transported, it is subject to degradation. You can use the highest quality of raw ingredients, exercise great care in the ex-

trusion to prevent tearing or burning of the dough, be extremely critical of the uniformity of each die cavity that your desired tolerances are held to, install the best available humidity and temperature controls in the drying process, ending up with a piece of product that you are justly proud of. Then what! How much handling is done from the dryer to the consumer package? Up a conveyor into a tote bin? Tote bins pushed into a storage area, identity lost as to what is fresh or old? Bins emptied into a packaging machine hopper? Every transfer is a point of breakage. Does the consumer package look like the good product that came out of the dryer?

### Specialists

This is the field in which Aseeco specializes. Protect the Quality Control of your product so that it gets into packaging with the least possible amount of degradation. Storage designed with know how that will meet sanitary regulations and will give Quality Control.

Many of the major food producers are more concerned with the protection of their products from degradation than in the actual dollars saved by the use of an automatic storage facility. Fortunately, this savings is three fold: labor savings in handling, product savings in waste and the immeasurable savings in getting your product to the consumer in the best possible condition. Quality Control.



Research and Development



Manufacturing Facilities

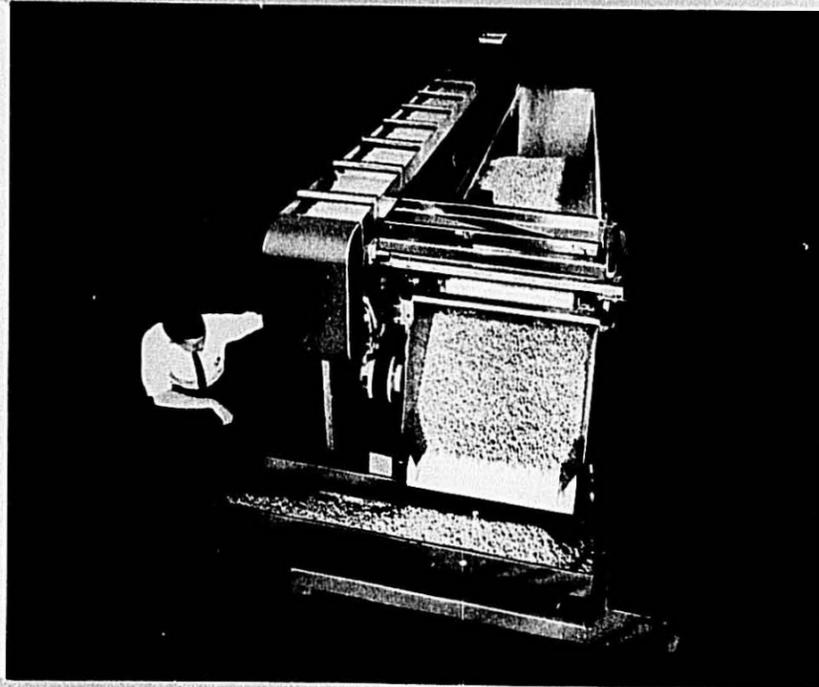
## the gap

—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."



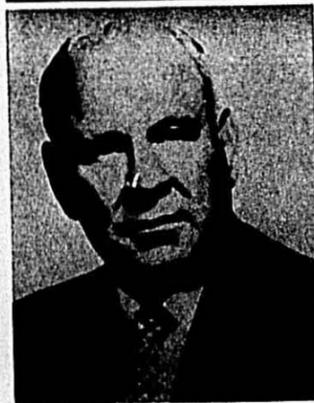
Aseeco offers, without obligation, engineering services to aid in design and layout of conveying and storage systems, as well as installation service.

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

### ASEECO CORP.

Automated Systems & Equipment Engineering

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LOS ANGELES, CALIF. 90006  
TELEPHONE (213) 385-9091



George N. Kahn

# SMOOTH SELLING®

by George N. Kahn

## KEEP OFF THE BLACK LIST

This is No. 40 of 48 sales training articles.

SOME salesmen have a near perfect knack for getting on customers' black lists. Worse still, they often don't realize they are doing wrong.

Now a black list is seldom a formal roster. Word is simply passed throughout a particular industry that Salesman "A" is unreliable, dishonest or incompetent. So he finds it hard, if not impossible, to get orders. He may even be unaware that he is on the black list.

False claims can put a salesman on the black list. Jones, a pen and pencil seller, calls on a customer, who is about to give him only a small order. To induce a larger one, Jones lets fall the remark that the buyer's competitor, a big stationery store, has bought 600 dozen of the same pencil.

The customer seems properly impressed but excuses himself, ostensibly to attend to a matter in another part of the store. Instead he calls the competitor, an old friend, and tells him of the salesman's claim.

"He's lying," the other buyer says. "I only took 50 dozen."

That telephone conversation spelled the salesman's doom.

He was caught trying to pull a fast one, and he lost the faith of his customer and probably many others. Word travels fast. In a year, Jones may find his volume cut in half.

### Enthusiastic, But . . .

Enthusiasm is a desirable quality in a salesman, but don't let it cloud your judgment or common sense. Claims should be accurate enough to withstand scrutiny. A door-to-door seed vendor can often get away with wild claims, but he isn't counting on repeat business. You are. If you think you can flim-flam a customer in January and then get another order from him in March, you

are sadly mistaken. He'll remember your duplicity even if your next call is a year later.

A clothier in a northern Wisconsin town once bought several dozen hunting jackets from a salesman he had met for the first time. The proprietor warned the man that he had to have the jackets before the opening of the deer season.

"Relax," the salesman assured him. "You'll have them in plenty of time." Two weeks before the season opened, the coats had not arrived.

The customer lost hundreds of dollars in business and many steady customers. By the time the jackets were shipped, the season was nearly over.

The customer, of course, expressed his anger to the salesman's company, but he did much more. He was well-known in that region and had numerous friends who owned stores in other cities. He passed the word to them that the salesman's word could not be trusted. Six months later the man was assigned to a new territory; his effectiveness had ended in the first one.

### Price Policy

Another way to qualify for the black list is to promise price discounts or deals you can't deliver. The salesman should be extremely cautious in this respect. Don't offer discounts unless you know headquarters will back you up. You should be familiar with your company's cash and quantity discounts and make sure the buyer understands them.

You're headed for trouble when you free-lance on the discounts. One example involved the sale of band instruments to a high school. An eager salesman promised the school district's purchasing agent a more than generous quantity discount.

The offer far outstripped that of competing firms and the agent snapped it up.

The discount was too good. The company had not authorized it and would not grant it. The salesman barely held on to his job, but it didn't do him much good. The buyer belonged to an association of school purchasing agents. At the

group's next meeting the duped agent put out the word of the salesman's conduct. From then on the latter found every school door closed to him in that area.

### Misrepresenting Merchandise

Never make any claims for products that cannot be supported by facts. If your tire will last for 20,000 miles, don't try for 28,000. If your paint will survive two seasons, don't bill it as a life-time coating. If your home insurance policy doesn't cover liability, don't say that it does. If parts are difficult to get for your sewing machine, don't claim the opposite.

All of the above contain a one-way passage to the black list. If customers can't rely on your word, they won't buy from you and they won't recommend you to others.

Seventy-five years ago communication in industry and commerce was slow.

A salesman or drummer could treat a customer badly in one town and move on to another with no ill consequence. His reputation seldom caught up with him. Today, the salesman's reputation follows him wherever he goes. His conduct with one buyer may affect his relationship with a hundred others. A drug salesman can give himself a black-eye in the whole pharmaceutical industry and just by misrepresenting a product to one dealer.

### Don't Gossip

The tendency to gossip is not confined to the female sex. Gossip is a commodity exchanged by men as well and often with great relish. This includes salesmen.

In fact, the salesman is in a better position than most to carry and report gossip. He travels a lot, meets many people and gets about socially.

Some salesmen, unfortunately, make it a practice to tell tales about their customers and competitors. They believe it endears them to their listeners. Far from it. Such behavior is more likely to put the salesman on the unwelcome list, which is the same as the black list.

(Continued on page 49)

## Keep Off the Black List—

(Continued from page 48)

The buyer is no fool. If you tell him stories about his competitor, he'll figure out that you will pick him as the next target for gossip.

Many things are told to salesmen in confidence. Respect that confidence. Otherwise, you may find yourself with dwindling orders.

Many customers will object to gossip on moral grounds. A trucking salesman in the southwest learned that a customer's son was expelled from college for stealing money from his fraternity brothers. His father was heartbroken.

The salesman, for reasons not quite clear, revealed the incident to some of his other customers. One, a man with a college-age son of his own, flew into a rage and ordered the salesman off the premises.

"That's a helluva thing to spread around," he told the salesman.

I know of another salesman who repeated what he had heard about a customer on the verge of bankruptcy. In the first place the report wasn't true; in the second place the rumor had been started by an enemy of the customer.

The salesman's relationship with his customer should be the same as that of doctor-patient and lawyer-client. The very fact that a buyer confides in you means that he likes and respects you. Fall him and you risk losing not only his friendship but his business.

Trust in business is as valuable as any security you own. Lose it and you become a poorer man in more ways than one.

Malicious gossip about competitors is also ill-advised. Such practice does not boost your stock; it lowers it. No successful producer ever climbed to the top on the backs of his competition. These salesmen make it on their own ability and drive.

If your competitor is a drunk, a liar or a fraud, the truth will come out. You need not take it upon yourself to bring about his downfall. Customers will see the man for what he is and take appropriate action. If a competitor is openly trying to harm you, then fight back. Everyone will recognize your right to defend your reputation and your company. But if the competitor is only making an ass of himself, give him every opportunity. He can only hurt himself and help you.

### The Other Black List

There is one other black list to keep off.

That is the one kept by your own outfit. Salesmen who chisel, lie down

on the job and lose business will soon be out of favor with their superiors.

You not only lose prestige in your own organization, but you won't find it any better at another firm. Your work record follows you wherever you go. No sales manager will recommend a man who failed him. A salesman's reputation is one of his most precious assets. Without it he is just a face in the crowd.

Are you managing to stay off the black list, whether among your customers or your company? If you can answer "yes" to nine of the following questions, you're probably in good standing wherever you go:

- |   | Yes | No |
|---|-----|----|
| 1. Do you refrain from spreading gossip about your customers and competitors?                             | —   | —  |
| 2. Can you back up your claims for your product or service?   | —   | —  |
| 3. Are you sure of your facts when you quote a discount?  | —   | —  |
| 4. Are you constantly aware of the importance of your reputation and the relation of reputation to sales? | —   | —  |
| 5. Are you dedicated to the truth in selling?   | —   | —  |
| 6. Do you strive to make yourself welcome when you call on a customer?                                    | —   | —  |
| 7. Do you respect the confidence of your customers?   | —   | —  |
| 8. Have you ever been told that you have a good reputation in your field?                                 | —   | —  |
| 9. Have you had a pat on the back lately from your boss?  | —   | —  |
| 10. Do you think you deserved it?   | —   | —  |
| 11. Do you value friendship in business?  | —   | —  |
| 12. Are your customers also your friends?   | —   | —  |

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### REPRINTS FOR YOUR SALESMEN SMOOTH SELLING by George N. Kahn

Reprints of this series come in a four page format, printed in 2 colors and three-hole punched to fit any standard 8 1/2 x 11" three ring binder, each reprint includes a self-evaluation quiz.

You may pre-order the entire series, or, if you wish, individual articles. Each article in the series is numbered. Please specify your wishes by number.

When ordering the various articles of this series address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division—Service Department, 212 Fifth Avenue, New York, N.Y. 10010.

## Brokers Call for Closer Communications

A call for closer communication and coordination between the segments of the food industry was sounded recently by D. V. Brown, past National Chairman of the National Food Brokers Association. Speaking before grocers, food brokers and allied tradesmen at the Associated Grocers of Colorado annual meeting Mr. Brown said, "All of our efforts should flow in one direction to a common objective. The more smoothly we work together—the more efficient—the more economical are the results for our ultimate customer—the consumer."

He stated that when carefully planned programs of marketing by any one segment, supplier, food broker, headquarters or retail, are not completely considered and communicated, the result is decline in production and increased costs. He cited the following examples supporting this statement:

—When suppliers conceive a marketing program that is not practical, tested or proved.

—When the sales people are not effective in adapting a program to the local distributing conditions.

—When the warehouse—the wholesaler—cooperative does not act, or extend, or communicate.

—When salesmen do not effectively communicate with the store headquarters.

—When the retailer does not coordinate.

Mr. Brown further pointed out that though distribution costs through all segments of the food industry have substantially decreased over the years, that it still unintentionally suffers from the policies that have been designed by and for one segment's objectives without full consideration of the other links in the food distribution system. "We all have objectives within our operations," he said, "and to reach these objectives we have policies, systems and rules, and logically and generally, succeed and follow these applications—but often we have policies designed for our own efficiencies that do not meet the needs of all the other segments we are serving." He cited several examples of successes and failures in marketing to establish his point.

Mr. Brown spoke of the role of the food broker, one vital link in the distribution system. "The role of the food broker is that of communicating and selling to the headquarters on behalf of the packer or manufacturer he represents, and then again to the retailer, effectively moving the merchandise from the warehouse to the store."

## MONTREAL, CONVENTION CITY

Site of N.M.M.A. 64th Annual Meeting, July 15-18

**M**ONTREAL, second largest French-speaking city in the world, is one of North America's great convention centers.

A mountain city facing on the St. Lawrence Seaway, its pre-eminence as a gathering place for international conferences and its choice as a convention site and for select executive meetings is due to its geography, its unsurpassed convention facilities, and, above all, to its colorful, congenial and cosmopolitan atmosphere.

### Old and New

Montreal is like no other city. It is both Old and New World—French and English—a vast municipal playground and a teeming marketplace. A Montreal convention is equivalent to a trip abroad to most North Americans.

Accustomed to playing host to convention visitors from many lands, Montreal has conscientiously set out to serve them. It has large auditoriums with multilingual, simultaneous translation systems. It has some of the continent's finest restaurants. It has made a specialty of luxurious accommodation for top-level conferences.

Night and day Montreal offers convention delegates and their wives the best of two cultures—French and English. Entertainment, shopping, fine arts, professional sport, and summer activities are all to be found within the city—easily reached by car, bus, caleche or subway, by broad boulevards which link old, historic quarters with some of the most spectacular office complexes in the New World.

No other city has so much—so close to home and yet so far away in character, atmosphere and joie de vivre.

### New Hotel

Once in a great while there rises a hotel of such sumptuous splendor that others pale by comparison. Such is Le Chateau Champlain. A remarkable composite of regal stateliness, functional perfection, and traditional old world warmth and charm. A hotel that will reflect your good taste and reinforce your image as a distinguished guide to fine accommodations.

Le Chateau Champlain was opened to guests early in 1967. The 620-room, fully air-conditioned hotel emphasizes luxurious privacy, with only 20 rooms per floor. Every room is dramatized by a picture-window view. The hotel has been designed to bring a special touch of graciousness to conventions in this

great convention city. A motor entrance to the spacious garage will give direct access to the elegant ballroom and other public rooms.

Complementing the hotel is a 28-story office building, forming part of Canadian Pacific's vibrant, imaginative new complex, Place du Canada . . . a whole wide world of activities!

### Wine and Dine

Under the roof of Le Chateau Champlain are a number of places to dine and drink:

**Les Mariniers**, a masculine bar. Outside the entrance hangs a ship model in shining copper. Inside a long bar stretches into a prospect of teak, mahogany and black leather. Ship models everywhere, engravings of fleet actions on the walls. The vital, colorful mural behind the bar sets the tone of this impressive cocktail lounge. It was designed by a Swedish girl called Frieda Blumenberg.

**Le Jardin**, a feminine rendezvous, has a carpet green as a razor-shaved lawn, trimmed hedges and garden furniture. You feel that well-bred people are playing croquet nearby (probably incorrect) and that tea is about to be served (correct—cocktails, too).

**Le Tournebroke**, an informal restaurant, looks like a dream kitchen built by a millionaire cook for a French manor house. Brick walls and pillars, oak beams and railings, wrought iron doors and chandeliers are shown at their best against sophisticated colors. One wall displays the spit—le tournebroche—the charcoal pit and a caged-in candlelit wine cellar. A vast oven gives forth the aroma of baking bread, sharpening the appetite for the suckling pig slowly finishing its last few rotations.

**Le Neufchatel**, a formal restaurant. Chandeliers in crystal and gold, damask walls, golden mirrors and brocade curtains—this is an elegant room, superbly in the Louis XVI tradition. Perfect setting for such noble dishes as filet de boeuf Wellington or chateaubriand bearnaise.

**Le Caf' Conc'**, a supper club and theater, is a concert cafe that takes you back to the Gay Nineties. A stairway of tables climbs up from the stage; curtained boxes look down from the wall. Heavy gold-framed reproductions of Toulouse Lautrec canvases hang against a theatrically red background. Seven thousand tiny pinpoint lamps give an unforgettable effect as you dine and enjoy the music-hall show.



Le Chateau Champlain

**L'Escapade**, is a symphony of midnight blue and purple with a dance floor and an a la carte menu in a penthouse at the top of Chateau Champlain.

### Man And His World

Expo '67 was such a terrific success that public demand insisted it operate again this year. It will be known as "Man and His World '68."

The greater majority of what you saw (or missed) at Expo will be on view again this year, plus a multitude of new and interesting features.

Virtually everything at Expo is free except the admission tickets and your meals. The NMMA Convention Desk will have tickets for sale at reduced rates.

Encyclopaedia Britannica suggests these ratings:

Cite Du Havre Island: 210  
(Official Guide Book Building Number)  
Art Gallery, Labrinthe—the two best things at Expo.

Ile Notre Dame—south side from Expo-Express station:

406 Canada (Among other things, visit their art gallery including Karsch photos; see five-minute movies)  
407 Ontario  
425 France (Brassier Restaurant in basement is good)  
430 Israel

435 Britain (fifth best rating)  
North side from Expo-Express Station:

442 Italy (avoid the big restaurant)  
443 Czechoslovakia (third best rating)  
464 India

465 Mexico  
474 Kaleidoscope (Don't miss this!)

479 Soviet Union (fourth best rating)  
Sainte Helen Island:

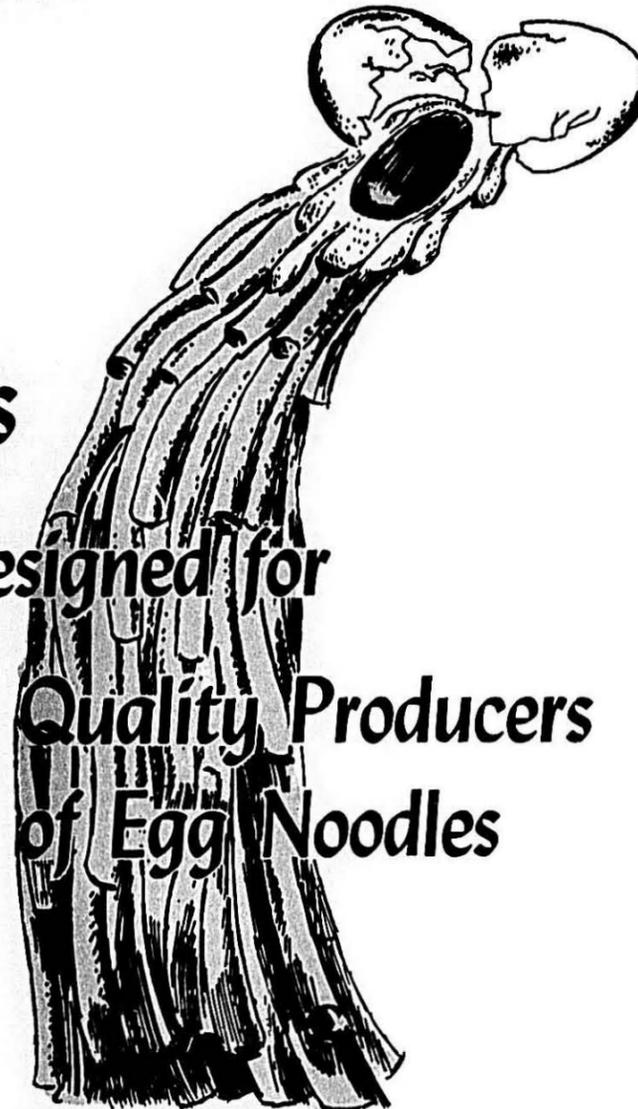
319 Telephone Pavilion (Don't miss this show)

358 U.S.A. (Disappointing to some)

# Eggs

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**The Solid State Noodle  
—With Egg Solids**

by Vito J. D'Agostino

Something has been happening to pasta production lately, and more and more noodle manufacturers are beginning to use egg solids for the production of noodles.

Henningsen Foods Inc., the egg people, are the oldest and largest manufacturers of spray dried eggs in the United States. A company with five operating plants in the midwest selling egg solids to a variety of food processing industries domestically and abroad.

Henningsen's free flowing egg solids in noodles will allow you to gain such advantages as improved quality, controlled production, improvement of quality control and sanitation, and economy and convenience of handling.

**Uniform Quality**

Every drum of egg yolk solids and whole egg solids is guaranteed to give you the same functional qualities day after day throughout the year. We can maintain greater uniformity because our egg products are produced under tight specifications. All our production runs are carefully inspected, tested and analyzed in our own laboratories according to specification. When we guarantee each container to be 95% egg solids, we mean it, and 95% egg solids are what you will find.

**Controlled Production**

Now, when you are ready to start your production schedule, so are our eggs. Egg solids are always ready to be used. With egg solids you can now eliminate the age-old practice of thawing frozen eggs several hours prior to production.

**Improvement of Quality Control and Sanitation**

Egg solids are bacteriologically controlled to levels lower than usually

**Egg Solids Production in Thousands of Pounds**

	Whole	Albumen	Yolk	Other	Total
January	445	1,207	1,351	1,423	4,426
February	629	1,392	1,007	1,697	4,725
March	679	1,766	1,832	1,683	5,960
April	989	1,743	1,533	2,371	6,636
May	1,097	2,139	2,122	2,354	7,712
June	1,555	2,108	2,109	1,902	7,764
July	1,460	1,963	1,661	1,660	6,744
August	2,253	1,573	1,674	2,038	7,538
September	1,802	1,334	1,334	1,205	5,675
October	950	1,569	1,381	1,223	5,123
November	594	1,195	1,570	880	4,239
December	687	1,197	1,462	841	4,187
Total	13,140	19,186	19,128	19,277	70,729

found in thawed frozen eggs. It is during the thawing process that frozen eggs are easy to contaminate even though they are salmonella negative. Thawed eggs which are refrozen can change the quality of your next production.

A higher degree of sanitation can be maintained in in-plant operations. No more gummy and wet floors with egg solids. Gone are the 30 pound cans which can breed bacteria and create storage problems. We estimate that with each 30 pound tin of frozen eggs, 2% of the product goes out the back door. Have you ever seen a 30 pound tin scraped bone clean? Egg solids are modern, convenient and clean.

**Economy and Convenience of Handling**

Egg solids do away with the costly operation of maintaining freezer storage space. It eliminates time and labor of putting frozen eggs in and out of a freezer, the costly waiting period for the product to completely thaw and the nuisance of washing and storing empty 30 pound tins.

Frozen egg yolk contains about 55% water. Frozen whole egg contains about 75% water. Does it make any sense to store water? We remove the water that is found in the liquid yolk and liquid

whole egg so that you only need to store the dry material. When production schedules are ready to begin, we ask you to add the required amount of water right from the tap.

Egg yolk solids can be dry blended together with flour. Reconstitution of the egg is not necessary before adding to the flour. Egg solids can be mixed with flour, blended evenly and will eliminate unnecessary labor.

Yolk solids and whole egg solids for use in noodles are very easy to use. If you are using 14% moisture flour, you will have to use 5.27 pounds of egg yolk or whole egg per 100 pounds of flour together with appropriate amount of water. This will result in 5.5% yolk solids or 5.5% whole egg solids in the finished noodle.

We are sure you will agree, once you have tried egg solids, you will never go back to the frozen product.

**Egg Processing**

Production of liquid egg and liquid egg products (ingredients added) during January 1968 totaled 50,586,000 pounds, 14 per cent more than December 1967 but 12 per cent less than January last year, according to the U.S.D.A. Crop Reporting Board.

Liquid egg produced for immediate consumption totaled 5,638,000 pounds, up 13 per cent from the 5,003,000 pounds produced during January 1967. The quantity used for drying totaled 17,954,000 pounds, 10 per cent below the quantity used in January a year earlier. Liquid eggs used for freezing totaled 26,998,000 pounds compared with 32,845,000 in January 1967.

**Egg Solids Production**

Egg solids production totaled 4,426,000 pounds, a decrease of 2 per cent from the 4,426,000 pounds produced during January 1967. Production of whole egg solids during January amounted to 548,000 pounds, an increase of 23 per cent from the January



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production a year earlier. Albumen solids produced totaled 1,276,000 pounds during January. This was 6 per cent above January 1967. Output of yolk solids was 1,468,000 pounds compared with 1,511,000 pounds a year earlier, an increase of 9 per cent. Production of "other solids" totaled 1,066,000 pounds, 25 per cent less than the January 1967 production.

**Increased Egg Products Demand**

Increased demand for egg products is forecast by the U. S. Department of Agriculture in 1968, in response to rising consumer income, expanding employment, and a growing national population. Forecast for the last half of 1968 indicates prospects for egg supplies to be below last year's high levels. The report stated that producers have been raising fewer flock replacements in response to low prices in 1967—the January hatch is indicative of this.

**Fewer Egg Type Chicks**

The number of egg-type chicks hatched during January was estimated at 33,500,000, a decrease of 18 per cent from a year earlier. The number of egg-

type eggs in incubators on February 1, 1968 was down 22 per cent from a year earlier.

**Continuous Inspection**

A move is under way in Congress to pass legislation providing for continuous inspection of egg products, similar to the kind of inspection program now in effect for poultry meat. Senator Mondale has introduced a bill which is said would "establish a system of joint Federal-State inspection coverage and would provide Federal authority to inspect, sample and test the products of all plants and to close problem plants which seriously endanger the public health."

**Marketing Order**

A national farm organization has reported that support is growing for egg marketing order legislation, now considered a real possibility for dealing with over-production contributing to weak egg markets in the past few months. A special meeting was held at the Poultry Institute's Fact Finding Conference to discuss a National Marketing Order for Eggs and a National Egg Board to run the order.

**Cuts Egg Wash Costs**

"Wonder Wash," a pie and pastry wash which requires no refrigeration, will not spoil during processing, does not support salmonella, and can produce savings up to 50% over regular egg wash, has been developed by Extrin Foods, Inc.

The new wash material is a development of Extrin's laboratories. It has received hundreds of hours of testing in selected commercial bakeries. Tests have proven its reliability in use, in taste, and in economics.

"Wonder Wash," said Extrin President Grant M. Sweet, "is the result of more than a year's laboratory work and months of field testing. Because it needs no refrigeration either as a base or when actually mixed for use, we know "Wonder Wash," cannot spoil in the course of production. At the end of the day any wash remaining can be put away for use the next day.

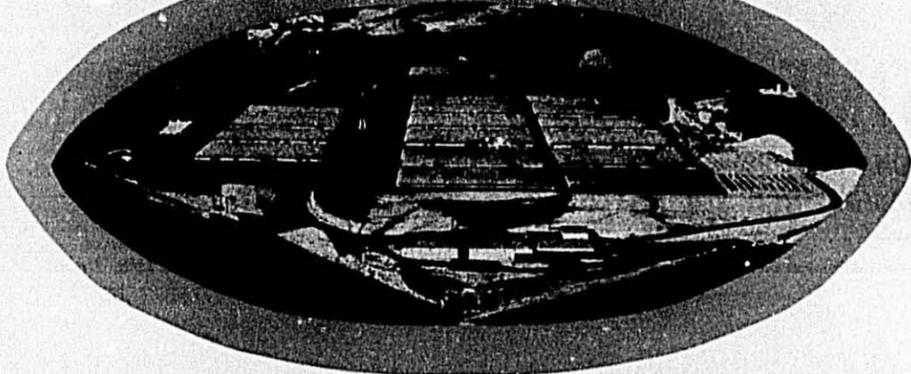
"Cost savings," the Extrin executive said, "have been based on a comparison between the lowest going price for frozen eggs in a 50% egg-50% water wash.

**Government Egg Reports**

U. S. Cold Storage Report	Feb. 1, 1968	Year Ago	5 Year Average
Shell Eggs (Cases)	77,000	63,000	73,000
Frozen Eggs—Total	85,319,000	37,074,000	46,384,000
Frozen whites	9,175,000	7,764,000	9,736,000
Frozen yolks	20,994,000	8,901,000	12,904,000
Frozen whole eggs	53,513,000	19,649,000	22,225,000
Frozen unclassified	1,637,000	760,000	1,519,000
Crop Report (48 States)	January, 1968	January, 1967	
Shell eggs produced	5,971,000,000	5,882,000,000	
Average number of layers	325,885,000	321,640,000	
Average rate of lay	18.32	18.29	
Layer Report:	Feb. 1, 1968	Feb. 1, 1967	
Hens and Pullets of Laying Age	323,298,000	319,391,000	
Eggs Laid per 100 Layers	59.9	60.0	

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### Egg City

A passion for perfection has been a keynote of the success of Julius Goldman's Egg City, constantly expanding two million hen egg plant in Moorpark, California. Goldman's operation is only a few years old, but because of its founder's enterprise in developing new and better ways of production is known throughout the U. S.

#### On Mountain Top

The hens are housed in uniquely-designed buildings on top of leveled mountains in the Los Angeles area. Because Goldman and his large staff have pursued inquiries into new developments in feeding hens and processing eggs, they maintain an unequalled quality control program of shell and frozen egg production. A new frozen egg plant, just completed, permits eggs to be packed to users' specific requirements, including Number 4 yolks.

#### National Distribution

The Egg City shell and frozen eggs are currently being shipped throughout the United States. They are being handled both by the Goldman firm in Moorpark and by Weinberg Bros. & Co., 79-year-old wholesaling firm at 110 N. Franklin Street in Chicago.

### Weinberg Bros. & Co. Long-time Egg Wholesalers

Back when butter and eggs were stored in barrels in dark, cool basements, Weinberg Bros. & Co. were wholesaling these products to users in the Chicago area. This was back in 1889, and other products included tallow, hides, meat and live poultry.

Today, as it has for many years, Weinberg Bros. & Co. buys fine egg products (and butter, poultry and meat) throughout the world, shipping needed commodities to manufacturers, processors and chains who have learned to depend on its integrity and service. Some years ago, the firm earned President Kennedy's rare "E" award for excellence in promoting American exports abroad.

#### NEPA 5 Color

In recent months, Weinberg Bros. has approached macaroni manufacturers with the total output of the vast new Egg City plant at Moorpark, California. Frozen egg products from this 2,000,000 hen farm include a NEPA 5 color, and are available for shipment throughout the U.S., with some stocks held in Chicago. Shell egg stocks from major Midwest producers are also handled.

### Chicago Headquarters

Weinberg Bros. & Co. is located at 110 North Franklin Street, Chicago, Illinois 60606. Its phone number is area code 312, Central 6-5500. President of the firm is Michael H. Weinberg.

Weinberg Bros. is a charter Clearing House member of the Chicago Mercantile Exchange, the world's largest market for perishable commodities, including eggs, pork bellies (bacon), live cattle and hogs, hams, frozen turkeys and butter. The firm is also a member of the American Meat Institute and the Institute of American Poultry Industries.

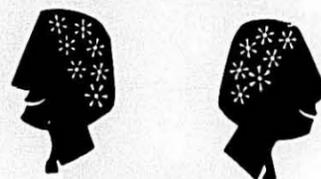
### Grocery Products Come and Go

Nielsen Retail Index reports that from a large, nation-wide panel of supermarkets it was determined that there were a grand total of almost 33,000 items available to these stores during 1965. This included all lines except the fresh meat, produce and dairy items. During 1966, this total increased to 34,700 items. But more importantly, during these two years, 5543 items were discontinued while 7303 items were being added, for a net increase of 1760 items.

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Liquid Egg Production and Disposition, in Thousands of Pounds  
 Plain and Mixed Whole Eggs Albumen

1967	Plain and Mixed Whole Eggs				Albumen			
	Frozen	Used for drying	For immediate consumption	Total	Frozen	Used for drying	For immediate consumption	Total
January	17,581	7,636	2,728	27,945	7,027	9,294	1,110	17,431
February	18,559	8,459	3,004	30,022	5,894	10,718	884	17,496
March	22,010	8,931	3,072	34,013	6,038	13,598	1,138	20,774
April	24,155	12,717	3,452	40,324	6,956	13,421	1,204	21,581
May	29,802	13,309	3,263	46,374	8,732	16,440	863	26,035
June	29,545	12,878	3,319	45,742	9,763	16,201	1,289	27,253
July	24,101	10,123	2,696	36,920	7,362	15,115	1,059	23,536
August	19,983	15,145	2,638	37,766	6,423	12,112	1,141	19,676
September	16,701	10,993	2,291	29,985	5,341	10,272	952	16,565
October	16,256	8,029	2,214	26,499	5,010	12,082	763	17,855
November	15,123	6,333	2,410	23,866	5,173	9,202	1,000	15,375
December	13,673	5,741	2,351	21,765	4,375	6,646	1,367	12,388
Total	247,489	120,294	33,438	401,221	78,094	145,101	12,770	235,965

Production of Liquid Egg by Classes of Product, in Thousands of Pounds

1967	Plain Whole		Whole Blends		Plain Yolk		Yolk Blends		Albumen	Total Liquid
	Plain	Whole	Plain	Blends	Plain	Blends	Plain	Blends		
January	14,343	13,602	17,431	4,390	7,977	57,743				
February	16,498	13,524	17,496	4,029	8,284	59,831				
March	18,755	15,258	20,774	5,954	9,542	70,283				
April	21,246	19,078	21,581	6,540	8,844	77,289				
May	24,608	21,766	26,035	7,833	10,121	90,363				
June	27,712	18,030	27,253	8,485	11,081	92,561				
July	23,991	12,929	23,536	5,908	8,759	75,123				
August	24,935	12,831	19,676	5,770	7,657	70,869				
September	20,919	9,066	16,565	4,503	6,565	57,618				
October	17,217	9,282	17,855	4,442	6,666	55,662				
November	15,784	8,082	15,375	4,928	5,957	50,126				
December	13,727	8,038	12,388	5,009	5,061	44,223				
Total	239,785	161,486	235,965	67,791	96,714	801,691				

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To people like you, this macaroni products quiz should be duck soup. But, most people would rather eat macaroni than read about it. Good reason why your packaging should have lots of appetite appeal. See how you make out on this Diamond Packaging Products Division Quiz, then give us a call. We have a staff of specialists who eat and sleep macaroni—and macaroni packaging.



Macaroni Quiz

- Which U.S. president was first to serve spaghetti at a formal presidential dinner?  
 (a) H. Hoover  
 (b) A. Jackson  
 (c) T. Jefferson
- Italy tops the world in macaroni products consumed—50 lbs. per person per year. The U.S. ranks 2nd. How much do we eat?  
 (a) 45 lbs.  
 (b) 9.2 lbs.  
 (c) 27.1 lbs.
- Four ozs. of roast chicken contains 210 calories. How many calories in 1/2 cup serving of the average macaroni product?  
 (a) 300 (b) 100 (c) 210
- What is the meaning of the word "mostaccioli"?  
 (a) Little mustaches  
 (b) Northern noodle  
 (c) Much macaroni
- The Diamond Packaging Products Division can provide you with which of the following services?  
 (a) Package design  
 (b) Top quality printing  
 (c) Packaging systems

Answers to Quiz:  
 1: c, 2: b, 3: b, 4: a, 5: you can't go wrong.



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