

**THE
MACARONI
JOURNAL**

**Volume 52
No. 1**

May, 1970

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**RETAKE
OF
PRECEDING
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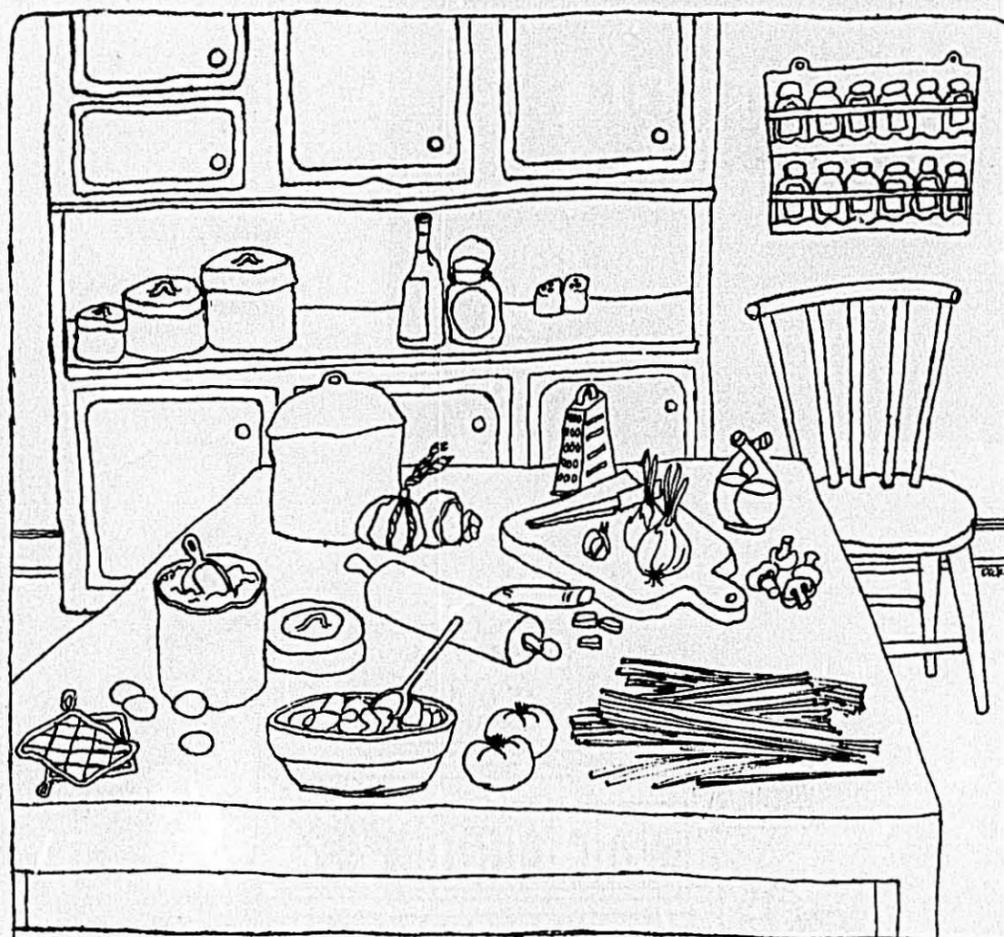
Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



MAY, 1970
MACARONI MAKES
SENSE/CENTS





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The **Macaroni Journal**

May
1970
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No. 1

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139 North Ashland Avenue, Palatine, Illinois. Address all correspondence
regarding advertising or editorial material to Robert M. Green, Editor,
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Cover Photo

Help the harried housewife. With food prices spiraling upwards, suggestions for balanced meals and balanced budgets will bring favorable consideration for macaroni, spaghetti, and egg noodles. Macaroni makes sense/cents on page 4.

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Macaroni Makes Sense / Cents

WITH the grocery tab front page news these days, the National Macaroni Institute declares that "macaroni makes sense/cents."

TV Kits

Through Theodore R. Sills, Incorporated, a kit has been sent to one hundred television stations with two copies of a script, three color slides, a shopper's computer called Super Add-A-Matic, a package of elbow macaroni, a package of thin spaghetti, a package of medium egg noodles, a pair of recipe leaflets: "Macaroni Makes Sense/Cents in the Seventies" and "Cut Food Costs When You Shop." Copies of the leaflet are available on request.

Script and Slides

The script reads as follows:

Hello, there! How are you feeling today? What? Suffering from a serious income-tax bite? You're not alone. But you say the condition is complicated by a headache acquired on your last grocery shopping expedition? You have lots of company.

What can you do? You might try a band-aid for the tax-wound. Perhaps an aspirin for the head-ache? Not very funny, I guess. And not much help either. Well, I tried.

But cheer up, we have some real help for you. Have you seen this leaflet prepared by the Cooperative Extension Service of Cornell University of New York State? It's called "Cut Food Costs When You Shop." It looks small, but it is full of helpful suggestions. For example, it tells you how to figure costs per unit when you are in the grocery store, how to compare different forms and package sizes.

Which reminds me, there's something else which will help you in comparing costs in the grocery store. Do you have one of these little shopper's computers? I find this "cost comparer" very handy. You simply slide the strip with the number of ounces to line up with the price; then you can read the cost per pound. When you do this with two different packages you are considering, it is easy to see which is the better bargain.

This little gadget is not very expensive. It will be worth your time looking for one. It has another use too. You can add up your purchases as you put them in the shopping cart, and then you have a total already figured to compare with the adding machine total at the check-out counter. This works by pressing one button for cents, another for units of

ten cents, and a third one for dollars. Not only is this helpful, it adds a bit of fun to the shopping.

Recipe Leaflet

Now back to this leaflet, "Cut Food Costs When You Shop." There's another bit of good advice under the heading "Extend Meat Money". Let me read to you:

"To reduce the cost of meat, prepare main dishes that include less costly ingredients. Add macaroni products—spaghetti to meat balls or noodles to chicken."

That's certainly good advice. I guess we all know that the familiar elbow macaroni will stretch the more expensive meat, cheese, eggs, fish or poultry into larger portions. It contributes its own protein, B vitamins and iron too, as well as vital energy-giving carbohydrates.

Spaghetti has the same food value as macaroni. It is a favorite food of lots of men and growing boys and is so satisfying. But, like its fellow-member of the pasta family, it has a very low price tag.

Egg noodles are nourishing. They are made with the same ingredients as are macaroni and spaghetti, but in addition contain egg solids.

Yes, we know how important these products are to our diets and to our budget. But perhaps we just don't make use of them as often as we might. Maybe we just need some new ideas.

Attractive Dishes

Look at this big pot of Macaroni Chili, for example. (Slide No. 1 is



Macaroni Chili

shown). You can serve this delicious dish for a company supper for about 50¢ per serving.

Or, how about Spaghetti with Chicken Cacciatore? Doesn't that look luscious? A big heaping portion costs only about 85¢. If at first glance that seems a bit high, remember you have the main course and a side dish combined. And also, that you need only an inexpensive green salad to round out the whole main course.

If you'd like the recipes for these two dishes, we have them. This leaflet "Macaroni Makes Sense/Cents in the Seventies" has been prepared by the National Macaroni Institute. We have copies all ready to mail to you. There are nine different recipes made with macaroni, or spaghetti, or egg noodles, including the Macaroni Chili and the Spaghetti with Chicken Cacciatore which you have just seen. The approximate cost of each recipe is right on the leaflet. Because these costs have been figured in New York City, you may find them even lower where you are.

Would you like to see another one of the recipes given in that leaflet? Here's Egg Noodles with Madcap Sauce. It's flavorful sauce made of ground beef and tomatoes served lavishly over nourishing egg noodles. Cost per serving is estimated at a mere 50¢.

Feel Better?

Feel better now? Is your headache gone? It does take hard work to feed the family well as food costs keep spiraling upward. But remember that macaroni products are economical to begin with—their prices have gone up very little—and in addition they stretch the more expensive foods.

Would you like to have the leaflet from Cornell University? And the one from the National Macaroni Institute? Just write your name and address on a postal card and send it to the Macaroni Journal (television station on telecasts). We'll be happy to mail you one copy of each.

Shopper's Computer

As for the shopper's computers—sorry we can't get those free for you—you'll just have to look for your own. You might find it in the same super market when you pick up a supply of macaroni, egg noodles and spaghetti.

Thanks for being with us today. We hope we've been of help. Come back and see us again tomorrow.

THE MACARONI JOURNAL

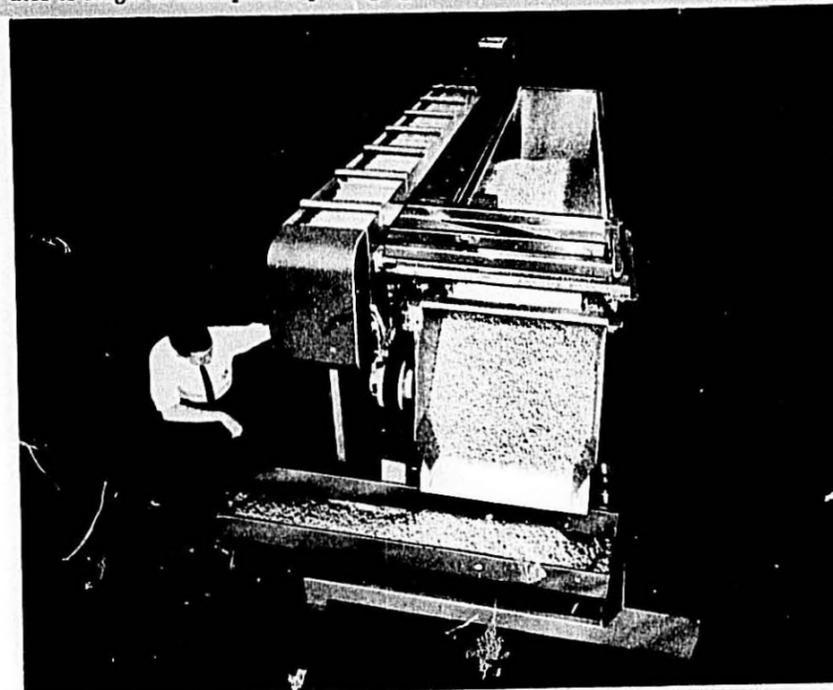
the gap

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Macaroni Chili

2 pounds ground beef round
3 tablespoons olive or salad oil
2 can (1 lb., 12 oz.) tomatoes
1 quart tomato juice
2 cups chopped onions
3 cloves garlic, minced
4 teaspoons salt
2 tablespoons chili powder
1/4 teaspoon ground cumin seed
1/2 teaspoon oregano leaves
1/2 teaspoon pepper
1 bay leaf
1 can (15 oz.) red kidney beans, drained
2 cups elbow macaroni (8 oz.), cooked according to basic directions.

In Dutch oven, brown beef in oil, stirring frequently. Add tomatoes, tomato juice, onions, garlic, salt and remaining seasonings. Simmer, covered, one hour; stir in kidney beans and cook thirty minutes longer. Remove bay leaf. Stir in hot cooked macaroni. Makes ten servings. Total cost approximately \$5.07.

Spaghetti with Chicken Cacciatore

2 1/2 to 3-lb. broiler-fryer chicken, cut in serving pieces
3 tablespoons olive or salad oil
3 cans (8 oz. each) tomato sauce
1 can (8 oz.) tomato paste
1/2 cup each: chopped green pepper, chopped onion
1 clove garlic, minced
1 teaspoon salt
1/4 teaspoon pepper
1/4 teaspoon oregano leaves
1/2 lb. fresh mushrooms, sliced
8 oz. spaghetti, cooked according to basic directions

In large skillet, brown chicken in oil; remove chicken and drain off drippings. Combine tomato sauce, paste, green pepper, onion, garlic, salt, pepper and oregano in skillet; bring to boil, stirring occasionally. Add chicken and cook covered thirty minutes. Add mushrooms and cook fifteen minutes longer. Serve over hot cooked spaghetti. Makes four servings. Total cost approximately \$3.40.

Beef Supplies Turn Upward

From the First National Bank of Chicago/Business and Economic Review.

Since November, beef supplies, which fell short of expectations during most of 1969, have outdistanced the year-earlier totals by a considerable margin. Both the level of marketings and the average market weight of cattle have moved up. Moreover, there is some evidence to suggest that the rise in beef



Spaghetti with Chicken Cacciatore

supplies may be maintained for several months at least. Thus far, however, reduced pork production appears to have offset the impact of larger beef supplies on over-all meat prices, and unless consumer demand for meat softens in coming months, there may be little decline in prices.

Prices Stay Strong

Yet, neither cattle prices nor retail meat prices have weakened. Choice steer prices, in fact, have moved up by about \$2.00 per cwt. since early winter and are now at about the same levels as in early 1969. Wholesale beef prices are slightly above early 1969 levels. A smaller supply of pork is, undoubtedly, one factor. Hog slaughter in the final three months of 1969 fell nearly 6 percent behind the year-ago level, and pork production dropped by about 6 percent. This trend has continued in early 1970, and recent surveys of hog producers suggest that a reversal before the summer months is very improbable. Another factor which has prevented meat prices from declining is that the demand for meat does not yet appear to have softened, despite increasing signs of sluggishness in labor markets and a pronounced slowing in the rise of personal income.

Survey

The January 1 survey of cattle on feed reported an increase of about 6 percent in the total number of cattle being fed. Producers reportedly intended to market about 7 percent more cattle from feedlots than during the first quarter of

1969. However, these are smaller increases than were reported during most of last year. Moreover, total slaughter is not likely to rise by this full amount since the rising proportion of cattle moving through feedlots will continue to reduce supplies of other 'non-fed' cattle.

The failure of slaughter weights to respond to favorable prices earlier in 1969 surprised many observers. The changing structure of the industry is undoubtedly one factor. In recent years, the large commercial feedlots — those with a capacity of more than 1,000 head each — have expanded rapidly and now account for more than half of all fed cattle marketings. These concerns have concentrated on feeding cattle to the most efficient weights as judged by feed conversion relationships. Thus, as cattle approach or reach this weight, they have been marketed. Yet, as the level of cattle prices moves up, so does the most profitable slaughter weight. Moreover, even though feed conversion efficiency drops off at heavier weights, the decline is not pronounced until weights rise considerably beyond the averages of recent months.

Wary Feeders

Feeders have, however, been very reluctant to extend feeding programs. This view undoubtedly has been influenced by past experiences when sharp increases in weights were important factors in reduced efficiency in feed conversion as well as enlarged supplies and sharply lower prices.

ADM Milling Co.

New Era in Nutrition

A RECENT article in Food Processing Magazine declared: "Today, the whole question of nutrition is like some giant jigsaw puzzle. How—and in what areas of the puzzle—do you fit the pieces together? And what if some of the key parts are missing?"

Although most of the questions raised by continuing Federal dietary and fortification hearings remain unanswered, some definite trends can be spotted. One of these concepts is that new foods, including imitation and fabricated foods, should contain as much nutritive value as the foods they replace.

In a joint statement on "The Improvement of Nutritive Quality of Foods," the nutritional branches of the American Medical Association and the National Research Council said: "A new food becomes especially important when it contributes 10 per cent or more of the recommended daily intake of any essential nutrient including calories." The statement goes on to say, "Because these new products are replacing foods that make significant nutrient contributions, their nutritive value should at least equal the foods replaced or imitated."

Bleak Picture

A bleak picture of diet and nutrition were shown in the USDA's "Dietary Levels of Households in the U.S., Spring, 1965," released in detail last October. Twenty per cent of the households surveyed had "poor" diets, compared to 15 per cent in 1955. Fifty per cent had "goods" diets, down from 60 per cent in 1955.

Our eating habits have changed for the worse nutritionally. And not just the low income household was affected. The high income household was no assurance of good diet, as many areas of the survey showed.

During virtually all of 1969, the questions about nutrition and malnutrition continued in a seemingly endless reverberation on Capitol Hill. The Senate hearings by the Select Committee on Nutrition and Human Needs chaired by Senator George McGovern raised scores of questions on such subjects as the easing of "restrictive regulations" on enrichment and new foods, the labeling of the "nutritional value" of all foods, and an industry-based advertising campaign on nutrition.

More Iron

News came that the nutrition sections of the AMA and the NRC would recommend double or triple the amounts of

iron to be added to breads, flour, and cereals. Further word was that consideration would be given to extending vitamin and mineral enrichment to additional foods, as well as increasing the number and quality of nutrients added to current foods.

Skeptical Manufacturers

Many food manufacturers are skeptical about advertising and selling nutrition. One industry leader pointed out that his company markets a hot cereal that is a best-buy nutritionally but is actually rather cold when steadily declining sales are considered.

Meanwhile, in the laboratories of food and related industries, specialists in the area of human nutrition and food fortification continue their research, with perhaps a little more zeal than usual.

They are defining the likely role of new foods and common foods in terms of diet and nutritive values. They are analyzing foods in terms of carbohydrates, fats, protein, and total calories. They are studying inherent nutritional contribution as related to the MDR (minimum daily requirements).

One example is in fortifying margarine. Studies at the Roche Chemical Division of Hoffmann-La Roche by Dr. B. Borenstein and Dr. R. H. Bunnell could stimulate additional Vitamin E fortification in poly-unsaturated fatty acids used for margarine and oils.

Studies show that the average consumer of 12.5 grams of margarine obtains from 0.6 to 6.1 units of Vitamin E per day. The consumer of 100 grams obtains from 4.7 to 49 units of Vitamin E per day. This assumes that the consumer uses margarine without oxidizing the tocopherols by frying. (Tocopheryl acetate, the most common form of Vitamin E offered commercially, is stable.)

Iron in Margarine?

Why not fortify margarine with iron? There are serious technological problems here, but if adequate iron cannot be obtained without additional fortification practices all possibilities will be considered.

Should specialized margarine be offered with Vitamin C? Here, too, the stability of this easily oxidized vitamin would have to be established under typical use conditions.

Most of these ideas in margarine fortification are new. They are "what's happening" in just one small area of the field of nutritional research.

Macaroni Cited

Recently at a press conference in Washington, D. C., Dr. Jean Mayer, White House Special Consultant on Food and Nutrition, urged revision of an outmoded system of Standards of Identity maintained by the Food and Drug Administration, to allow the addition of "nutritional aids" to certain widely used food staples.

"It is appalling nonsense that these laws prevent us from benefiting from our technology," he said. He cited that macaroni, a food used often by poor families, could easily be manufactured as a 25 per cent protein food by using soy or fish flour and skim milk. But manufacturers, under present regulations, would have to label it "imitation macaroni" and shy away from doing so.

Dr. Mayer said most Americans, with the help of advertising, choose their foods on a "purely hedonistic" basis.

World Needs Calories

The world has greater need for calories than for protein says Dr. H. J. Almquist, consultant with Pacific Vegetable Oil Co., Kelseyville, California. Quoted in "The Professional Nutritionist," Dr. Almquist said: "Given protein but insufficient calories, an animal will burn up the protein for vital energy, and correspondingly reduce growth or production. For me, this is sufficient reason to give calories first priority, followed very closely by protein quality, and then quantity. The predominant factor that may force greater plant production and corresponding de-emphasis of animal production will be the overriding demand for calories. We may have to become more vegetarian." This is an interesting observation by a highly respected nutritionist.

Nader Aims at Food

The food industry will be the No. 1 consumer issue of the seventies, says Ralph Nader. Then he adds: "Even greater than the automobile industry issue of the sixties." His statement was made in Atlanta at a meeting of the Southeastern Poultry & Egg Association.

The issue, he declared, will involve nutritional deprivation, adulteration of products, drug residues and diseases. The part of the food industry that is going to suffer most is the part that produces products from which the consumer can switch to others.

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Helping Consumers Diet

By Dianne McKaig, Director, Michigan Consumer Council, in the Michigan State Chamber of Commerce magazine.

It would certainly be a bonanza for the millions of people on diets, including diabetics, if they could utilize the hundreds of convenience food items which are available at the supermarkets. Why should the person on a diet always be a problem—"an odd ball." Why should his meals always have to be different—out of the main stream of normal meal planning. Isn't there some way in which a dieter can eat just like everyone else? Yes there is—IF.

If the dieter could find out quickly and easily how a particular food item could fit into his diet, then things would be different. But, how can this be accomplished? How is a dieter to know how a can of soup or a popular snack food fits into his diet? The answer quite simply is by extending the use of the Exchange List to prepared food.

An Exchange List has been prepared by the American Diabetic Association and the American Dietetic Association in cooperation with the Diabetes branch of the U. S. Public Health Service. It is available in the offices of most physicians, hospitals, county health departments and the U. S. Public Health Service. It is in general use by people with a number of dietary limitations, as well as many who just want to lose weight.

Basic Nutrients

It lists the quantity of basic nutrients necessary for the daily diet in terms of basic exchanges. The primary advantage to using this Exchange List can be quickly demonstrated by using an actual example. The dinner listed in a daily diet of approximately 1,200 calories consists of:

Dinner:
2 meat exchanges
1½ bread exchanges
Specified raw vegetables as desired
1 vegetable exchange
1 fruit exchange
1 fat exchange
Coffee or tea

Converted to simple food products it would result in a menu such as this:

Dinner:
Tomato Juice3 oz.
Chicken (3" x 2" x ¼" ea.) ...2 slices
Noodles½ cup
AsparagusAs desired
Peas½ cup
Bread½ slice
Butter1 tsp.
Banana½ small

Hard to Plan

However, this would not always be an easy meal to plan and prepare. Nor would it necessarily fit into a family's menu plans. If a dieter knows the exchange value of the food products available on the supermarket shelf, his diet would be less of a problem.

One major soup company has already taken steps to solve this problem by printing exchange equivalents, and distributing this information on request. For example, one of their cans of vegetable-beef soup is the equivalent of ½ meat and ½ bread on the exchange list. Consequently the buyer knows if and how much of that food his diet can accommodate.

But this type of information isn't generally available. Even if it were, must the consumer write to every food manufacturer? Why isn't the exchange value on the package? The convenience foods could then be worked into the diet with no additional instruction.

And as an added benefit, everyone would know the nutritional value of what they are eating. As pointed out at the December, 1969, White House Conference on Nutrition, ways will be sought to cope with the deplorable fact that millions of Americans simply do not and cannot get enough wholesome food to eat, while many others who can afford good food, are unaware of what it is.

Exchange Lists

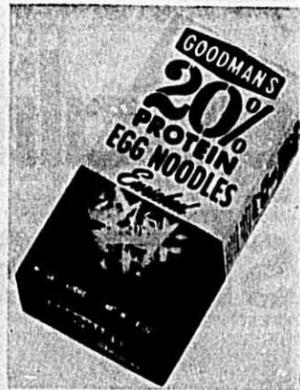
What a simple way to cope with a nationwide problem! The information on the label could be understood by everyone, and it would expand the market for the product to some who now do not use it because of a gap in information.

Glen W. McDonald, Chief of the Diabetes Control Program, U. S. Public Health Service, strongly encourages the use of Exchange Lists. In his words, "The availability of exchange information on food containers would be a significant advantage to the consumer who must or should live on a diet. Every effort should be made to encourage the initiation of this practice."

Hopefully the day is not far off when exchange information will appear on all prepared food items.

Goodman Introduces 20% Protein Noodles

Extra protein has found its way into a basic food, with the introduction of Goodman's 20% protein egg noodles. This new product now is being distributed to supermarkets and food



stores. It is said to contain 60% more protein than regular egg noodles but less starch, since starch is replaced by the added protein.

In appearance, the protein noodles have a deeper color than conventional egg noodles, because of special protein flour and wheat germ. The flavor is full-bodied. Cooking directions are the same as for regular noodles whether served plain or used in high protein recipes. When prepared, the deeper color gives the 20% protein noodles an appetizing appearance.

Goodman's 20% protein noodles are vitamin enriched. No salt is used in making these noodles which are suitable for low sodium diets. An average 3¼ ounce serving contains less than 30 mgs. of sodium and approximately 110 calories.

The new product is being sold in addition to the regular line of pure egg noodles which A. Goodman & Sons has been producing for 105 years. "It comes at a time" the company's announcement stated, "when the White House Hunger Conference is urging the distribution of enriched foods. One of the foods specified in the proposal is noodles. Our new 20% protein egg noodles provide regular additional intake of this essential organic food compound."

Goodman's 20% protein egg noodles are available in 8 oz. packages of fine, medium and wide varieties.

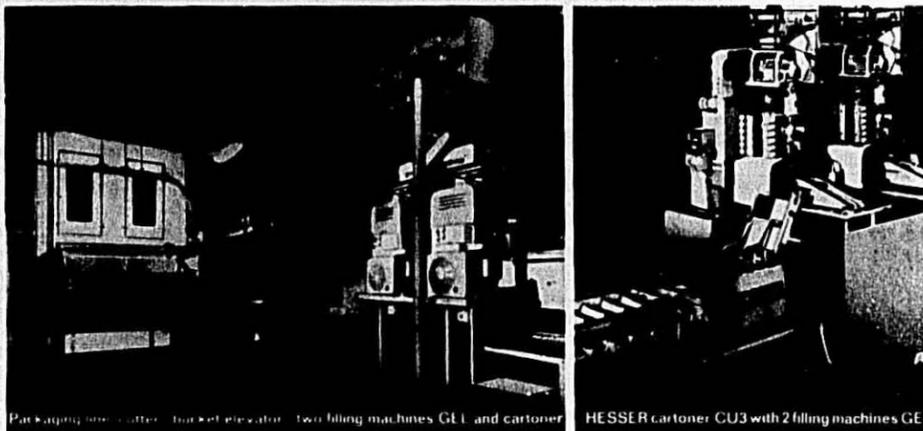
Introduction is being backed by extensive television announcements and newspaper advertising.

Spaghetti Party

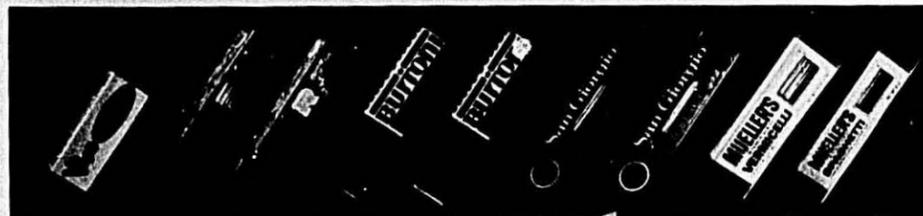
Katharine Hepburn, starring on Broadway in "Coco," had a small spaghetti party at her apartment following festivities of opening night.

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USDA Buys Enriched Macaroni

In its continuing drive to provide more nutritious foods to needy persons, the U.S. Department of Agriculture has added enriched macaroni to the foods distributed under the Commodity Distribution Program.

This new action was taken in the needy family program, administered by USDA's Food and Nutrition Service, after results of a special study showed that recipients both like and use enriched wheat-soy and milk macaroni.

Both products—enriched with thiamine, riboflavin, niacin, calcium, and iron—are good sources of vitamins and minerals. Like other grain products distributed to needy persons—enriched rolled oats, wheat, rice, grits, cornmeal—they are tasty and easy to prepare.

High Acceptance

Under the test program conducted in four boroughs of New York City (Bronx, Queens, Staten Island, and Manhattan), in St. Louis County, Missouri, and San Diego County, California, recipients judged the acceptability of macaroni made from wheat flour and milk products. Final acceptance of the macaroni products was up to the recipients.

According to FNS, tabulations showed that in each of the three test areas over 97 percent of the participants interviewed said they wanted to continue getting the macaroni.

Based on the FNS recommended rate of use—one pound of macaroni per person per month—USDA will distribute approximately 3.3 million pounds each month through the needy family program.

The addition of wheat-soy and milk macaroni to the list of foods currently available from USDA for donation to the States for distribution to needy families boosts the number of donated foods to more than 20.

Invitation

U. S. Department of Agriculture, Agricultural Stabilization and Conservation Service, Minneapolis, Minnesota requested bids for 5,278,424 pounds of enriched macaroni: either milk macaroni or wheat and soy macaroni. Bids were to be filed by March 23 with merchandise to be shipped between April 13 and 30 to some 88 points. In February the Food and Nutrition Service of U.S.D.A. announced addition of the enriched macaroni products to the food to be bought by the A.S.C.S. for distribution to needy persons participating in the Commodity Distribution Program.

It was estimated at that time that distribution would be at the rate of 33,000 cwt. per month, or one pound of macaroni per person per month.

First buying under the domestic relief program is looked upon as the culmination of vigorous long-term efforts on the part of macaroni manufacturers to have macaroni products included in distribution programs to the needy. Acceptability of the products is undisputed; in fact, the Food and Nutrition Service tabulations showed that, in each of three test areas, more than 97% of the participants interviewed said that they wanted to continue receiving macaroni. The test program was conducted in New York City, St. Louis county, Missouri, and San Diego county, California.

Macaroni manufacturers may submit offers on either milk or wheat-soy macaroni, or both, for each of the recipient destinations. Initial reaction to the request included some questioning as to whether many macaroni manufacturers were prepared to offer milk macaroni, according to the A.S.C.S. specifications. In trial purchases and in the limited commercial distribution of milk macaroni, addition of the milk ingredients has been done at the macaroni manufacturing plants, while the wheat-soy blend has been provided to the manufacturers by durum mills.

Packaging Requirements

Packaging requirements for the macaroni call for 16-oz packages in cartons of 24. On the West coast, macaroni is almost exclusively marketed in transparent film, and another question was how many plants will be able to offer the cartons specified. The request specified long or elbow macaroni.

The quality specifications issued by the A.S.C.S. Commodity Office state: "The wheat and soy macaroni shall be composed only of wheat, soy flour and water and the required enrichment. The milk macaroni shall be composed of wheat, milk products and the required enrichment." Minimum protein in milk macaroni is 12.7%, in wheat-soy macaroni 15.2%.

Award

The Minneapolis office of the Agricultural Stabilization and Conservation Service announced April 1 that it had purchased 1,990,584 pounds of enriched wheat and soy macaroni for donation through domestic outlets.

D'Amico Macaroni Co. of Steger, Illinois, took the bid at a range of \$13.80 to \$14.80. Other offers were rejected due to unacceptable prices.

Announcement

John Ween, Jr., director of the Minneapolis ASCS Commodity Office, announced April 3 that bids would be accepted April 13 for 4,888,640 pounds of wheat and soy macaroni and milk macaroni for May shipment.

Alpine Geophysical Markets "Instant Protein"

Alpine Geophysical Associates, Inc. of Norwood, New Jersey has announced that the company has initiated a program to market a new product "Instant Protein" to household consumers. "Instant Protein" is the first commercially available FDA approved food grade Fish Protein Concentrate (FPC) to appear on the market. It is a light colored powder with almost no odor which can be used as a low cost additive to supplement foods low or deficient in animal protein.

The introduction, of "Instant Protein," after more than a decade of field testing, marks a milestone in making this highly nutritious and economical protein food additive available directly to the consumer. The use of "Instant Protein" will enable the housewife to fortify family foods with animal protein at an unusually low cost per serving. The product is packaged in individual pre-measured portions for convenience so that it can easily be added to a wide variety of commonly used foods.

Fish Protein Concentrate

Dr. Morris Baslow head of Alpine's Marine Biochemical & Drugs Division which carried out the most recent consumer testing program stated: "Alpine has had tremendous success in its use of fish protein concentrate as a wholesome protein food additive. It was found that the product blended especially well with our products such as cakes, breads, rolls and cookies, and with rice products including commercial mixes as Rice-A-Roni—that are now on the market.

An unexpected bonus was the finding that FPC could be incorporated into yams and mashed potatoes at high concentrations, with the production of a highly nutritional and palatable product. These materials blended well at 10% FPC or better and had a besty but not fishy flavor.

In preliminary studies, using commercial dry-mix products, evidence was accumulated to the effect that FPC could be mixed in with these materials at about the 10% level with little change in basic cooking characteristics. In most cases the only noticeable effect

(Continued on page 29)

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 salmonella-negative, by test. We homogenize our egg solids for uniformity. We can also tell you ways to save money on the eggs you put into your egg noodles by better methods of handling and blending and storing eggs in your plant. And we know all the ways. After all, we're the egg people. One more thing. You get fast, on-time, dependable delivery of egg solids from Henningsen. And we have local representatives all over the country to help you out on egg problems. After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningsen, the egg people. But it is a good idea.

Henningsen Foods, Inc.

The egg people

2 Corporate Drive, White Plains, N.Y. (914) 694-1000

PEAVEY COUNTRY

Wherever the
sun shines
on durum wheat
you'll find the
Peavey symbol

Peavey is strategically located in the heart of North Dakota's durum wheat fields. Selecting, testing, processing the finest durum wheat products for the macaroni industry.



Durum wheat inspection is made by Peavey grain men whose long experience quickly tells them the quality and quantity of the crop.

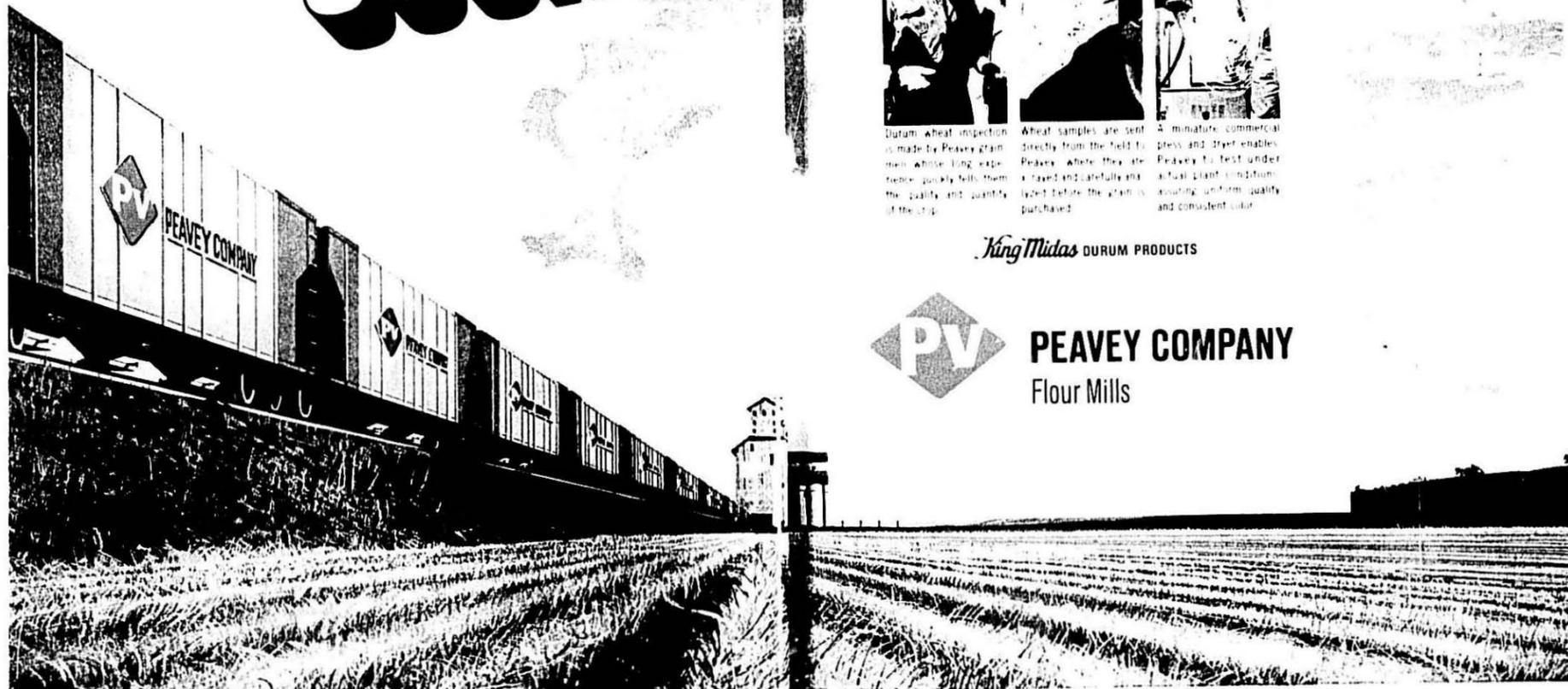
Wheat samples are sent directly from the field to Peavey, where they are tested and carefully analyzed before the grain is purchased.

A miniature commercial press and dryer enables Peavey to test under actual plant conditions, assuring uniform quality and consistent color.

King Midas DURUM PRODUCTS



PEAVEY COMPANY
Flour Mills



Joint Italian Packaging Venture

The Industrie Buitoni Perugina of Perugia, Italy and the Mead Corporation of Dayton, Ohio have entered into a joint venture in Italy in the field of packaging. The announcement was made jointly by Paolo Buitoni, president of I.B.P., and James W. McSwiney, president and chief executive officer of Mead.

Under the terms of the agreement, I.B.P. is acquiring 50 per cent of the stock of "Mead Imballaggi S.p.A." and participating actively in the management of the company. "Mead Imballaggi", as a licensee of the American parent company, is marketing multi-unit packages and packaging systems in Italy.

The I.B.P.—Industrie Buitoni Perugina, largest food and packaging company in Italy, is the parent body of the Buitoni Foods Corporation, a major manufacturer and distributor of Italian food specialties in the American market with a processing plant and sales office in South Hackensack, New Jersey. The gross volume of business of I.B.P. for 1969 was approximately \$180,000,000.

The Mead Corporation's major products include paper and related goods, paperboard, shipping containers, packaging, educational products, furniture, metals, construction materials and precision castings. Its gross volume of business in 1969 was \$1,031,000,000.

This new joint venture combines the speciality food skill and European marketing experience of Buitoni with the technical skill and packaging experience of Mead to create a new resource for manufacturers of package goods for the European market.

Plastic Can

A major food processor, Italy's Star Stabilimento Alimentare S.p.A., is packing its products in plastic cans.

Star began with coffee, but has also successfully test marketed many other products, including meats, sauces, vegetables, and pasta products.

The advantages of the plastic cans, which Star developed, are their lower cost and the ability to make them in a variety of shapes that could help product promotion.

To be able to handle the container on a normal canning line, Star has to use a metal top—the aluminum pull-tab type. And Star puts an epoxy varnish on the outside of the can to keep air out; where additional protection is needed, it metallizes the can with aluminum.



James W. McSwiney, seated left, president of the Mead Corporation and Paolo Buitoni, seated right, president of Industrie Buitoni Perugina, sign the agreement. Standing, left to right, are Robert M. O'Hara, president of Mead Packaging and Marco Buitoni, president of Buitoni Foods Corporation, American affiliate of I.B.P.

Buhler Builds in Algeria

As a part of its long-range program for economic development, the government of Algeria has decided to expand its grain and milling industry.

Buhler Brothers Ltd. was selected to build five flour and semolina mills with grain elevators as well as a macaroni plant. The complete contract totals approximately 28 million Swiss francs.

Purchaser is the "Societe Nationale S.E.M.P.A.C., Alger."

All five mills will have a total grinding capacity of 18,400 cwt of flour and semolina (1100 tons) in 24 hours. Grain storage capacity totals 735,000 bushels (20,000 tons). The macaroni plant will produce 66,000-92,500 pounds (30-42 tons) in 24 hours.

The plants will be situated in the following locations: One 2500-cwt (150-ton) durum mill in Blida, one 5000-cwt (300-ton) durum mill and a 2500-cwt (150-ton) flour mill in Bouira, one 5000-cwt (300-ton) durum mill in Setif, one 3300-cwt (200-ton) flour mill in Sidi Bel-Abbes, the macaroni plant in La Senia (Oran).

Macaroni in Sweden

Two macaroni plants in Sweden turn out about 9,000 metric tons annually. Consumption is on an upward trend and Kvam AB Tre Kronor of Stockholm is planning on expanding capacity.

Swedish spring wheat is blended with American durum to produce the fast-cooking macaroni and spaghetti packed in 22.5 centimeter length. Other

cardboard box sizes for macaroni are 350, 450 and 500 grams. Spaghetti also comes in 400 gram cellophane bags.

A D M Acquires Vanier Properties

Archer-Daniels-Midland Co. said it is reentering the mixed feed and dry corn milling businesses, and also is entering the consumer products field for the first time.

The moves were the result of acquisitions of some of the assets of companies owned by John Vanier of Salina, Kan., for an undisclosed price. Mr. Vanier will become a director of Archer-Daniels.

In the consumer products area, the Vanier food operations manufacture and market packaged consumer foods mostly under the Gooch label. These include spaghetti, noodles, macaroni, packaged beans, mixes and corn meal products, dog food and frozen dinner. Archer-Daniels-Midland also acquired some wheat flour processing facilities and trucking equipment in the transaction.

Italian Heritage Theme

Uddo & Taormina Corporation of Jersey City is promoting its Progresso line this spring with advertising based on an Italian heritage theme.

In newspaper, radio and billboard advertisements, Progresso minestrone is being linked to Michelangelo, pizza to Paganini, ravioli to Raphael and so on.

Pasta Survey in United Kingdom

The pasta market is growing in the United Kingdom. In a survey conducted by the Economist Intelligence Unit, the following trends were highlighted:

Estimates of sales of pasta at retail prices (£m)—excluding dry pasta in ready meals and soups

	1960	1964	1968
Dry pasta	2.3	2.7	3.0
Index	100	117	130
Canned pasta	5.0	6.3	9.5
Index	100	126	190
Total	7.3	9.0	12.5
Index	100	123	171

These figures show an increase in the average rate of total pasta sales of just under nine percent a year for the eight years under review. Canned products grew at a faster rate than dry pasta, particularly over the last three or four years. The reason for the fast expansion of the canned sector is attributed to expenditures for advertising.

1968 expenditures on advertising in pounds (£)

	TV	Press	Total
Cross and Blackwell Spaghetti Rings	214,306	6,552	220,858
Heinz Spaghetti Hoops	246,855	16,492	263,347
Heinz Spaghetti (Tomato and Cheese Sauce)	266,854	4,288	271,142
Kraft Quick Serve Pasta Meals	13,180	66	13,246
McDougall Macaroni and Spaghetti	5,920	—	5,920

The EIU Survey showed a rapid development of home produced pasta as opposed to imported varieties. They indicate that U.K. production has expanded from 14,000 tons in 1965 to approaching 22,000 tons in 1968. This represents a real increase in total market, as imports were relatively stable between 7,000 to 8,000 tons.

A further point made in the survey is that British manufacturers impose upon themselves generally far more stringent product specifications than those applying to many imported brands. At present they are seeking legislation to protect the housewife from the poor quality of certain varieties of imported products.

The survey suggests that in 1968 about a third of all pasta consumed in the U. K. was in canned form of one kind or another. Something over 40 percent was sold in dry form through retail outlets, while in the main the rest of the consumption took place in catering outlets.

In the retail sector, the survey indicated a remarkable growth between 1968 and 1968 of the private sector. It is now reckoned to account for over 20 percent of all dry pasta sales.

EIU concluded that there are still

many new consumers to be won, especially for established lines, and that increased levels of promotion could well yield worthwhile dividends.

The Noodles Are Coming

In recent years there has been joy in the United States that an export market had been developed for durum wheat in Japan. The Japanese were using this wheat in the manufacture of a noodle that has had rapidly growing popularity. The product is called "rahmen." The thin strips of dough are steamed, fried in lard, then dried hard to a yellowish color. They are packed in gaily printed bags.

The noodles are boiled in water for three minutes. Then essences of beef, pork, chicken, or soy sauce are added, and presto—a bowl of instant noodles floating in thin soup.

Last year some 3.3 billion servings were sold in Japan. Exports amounted to 125,000,000 servings, worth \$5,000,000. The biggest market has been South Vietnam.

Japan's Kyodo News Agency reports:

"The Vietnam war has been fought on rahmen. Both Viet Cong and South Vietnamese soldiers fought—and in between swallowed down hot rahmen to keep the war going."

The Japanese Rahmen Manufacturing Industries Association with 64 members confirms that in the first ten months of 1969, almost 6,000 tons of rahmen, enough for 65,000,000 servings worth \$2,400,000, went to South Vietnam.

But since President Nixon's announcements of troop withdrawals, and since fighting slackened, the noodle market has slumped. David K. Willis reports in the Christian Science Monitor that three Japanese noodle merchants are planning to invade the Los Angeles market. They are Nishin Food Products, Ajinomoto, and Mitsubishi Shoji. They have been interested in market possibilities with Chinese or Japanese-Americans. But now all Americans will be the target.

And rahmen is at the South Pole: in the supplies of the Japanese expeditionary force. Last winter, when the Japanese paid a call to the American force, they received a request for some instant rahmen packets. The Americans had already heard of the product.

Macaroni in Italy

The sales trend of macaroni products in Italy is steady, reports Barilla G. R. Flli. S. p. A., one of the largest producers in the world.

In their view future prospects are dependent upon product features, changes in eating habits, and the needs of consumers who are more and more tending to high quality products.

The number of macaroni plants in Italy has decreased from approximately 800 in 1958 to 550 in 1968. It is estimated that capacity is about 1,900,000 tons and that actual production last year totaled 1,400,000 tons.

Under Italian law issued on July 4, 1967—"Regulations for the manufacturing and trade of cereals, flours, bread and macaroni products," pasta must be exclusively made from hard wheat flour or semolina; egg pasta from hard wheat flour or semolina and four chicken whole eggs per kilogram.

In addition, all kinds of dry pasta must be sold originally packed, closed and sealed, in sizes weighing 100, 250, 500, 1,000 or multiples of 1,000 grams.

On the packages there must be printed in the Italian language, in indelible and very legible type, the name of the manufacturing firm, the head office, the location of the plant, the denomination and kind of pasta and the net weight.

Current prices for hard wheat flour or semolina is about 11,100 lire per quintal. Eggs sell for about 370 lire per kilogram.

Finished goods are packaged in folded paper cartons or cellophane bags. About 65 percent of the hard wheat pasta is packed in cellophane; 30 percent in boxes and 5 percent in paper. Egg pasta is about equally divided between cellophane and folded paper boxes. The average retail price to Italian consumers is 233 lire per kilogram for hard wheat pasta and 478 lire per kilogram for egg pasta.

IPACK-IMA in May, 1971

The Executive Committee of IPACK-IMA met in February. Chairman Mario Saggin, president of the exhibition, reported satisfaction with the results of the show held last October.

During the meeting the General Secretary Ezio Landini gave the results of a survey carried out last fall setting the dates for the forthcoming exhibition in the Milan Trade Fair premises from May 24 to 30, 1971.

The committee noted that in 1971 IPACK-IMA will be the only international exhibition of European importance covering packing, packaging and machinery for processing foodstuffs.

COBRA 4000

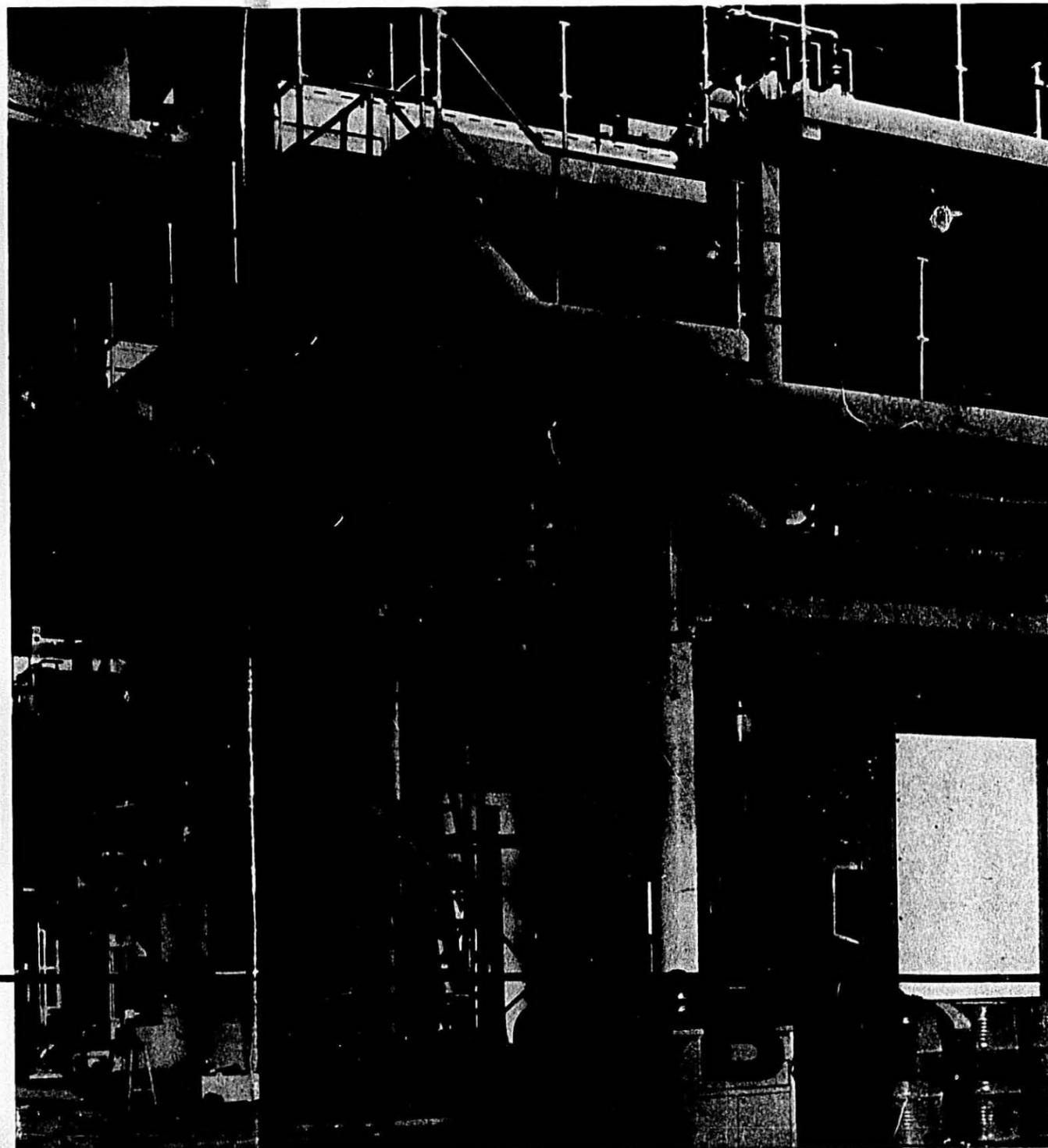
THE NEWEST PRESS
PRODUCING MORE THAN

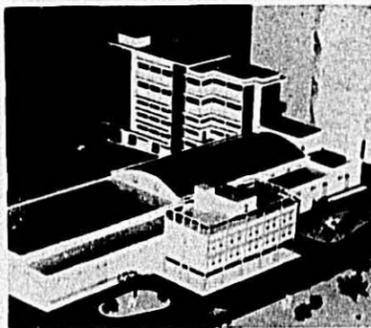
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New plant for Pasta Portelli.



Portelli Packages and Products.

Pasta Portelli

Malta is an island about 58 miles south of Sicily in the Mediterranean Sea. It has an area of 95 square miles and is a one-time British Colony, where the British Mediterranean Fleet headquarters.

English or Italian is spoken, but most of the people use the Maltese language, which is a mixture of Arabic and Italian.

There are six macaroni plants in Malta producing an estimated 10,000 tons annually. Aside from having difficulties with rationing of raw material, future prospects for the industry are good.

Founded in 1924

Most aggressive among the companies is Pasta Portelli Alimentary Food Industries Limited, founded in 1924 by the late Edgar Portelli. Upon his death in 1948, his son, J. G. Portelli, took over the active management of the business. Today he serves as Chairman and Managing Director.

One of the first efforts of the new manager was to explore export markets, and by 1960 the company had penetrated various overseas markets and made a name for itself.

In the early 50's the company was active in bringing together an amalgamation of some 19 family businesses, all of which were small pasta producers. Automated production was then introduced, including the vacuum process.

In 1958, several specialties were brought out by Pasta Portelli, including egg lasagne, egg and spinach noodles, curled vermicelli, a high protein macaroni, and meat stuffed tortellini. A year later they introduced pizza in Malta.

The company's experience in the export field enabled it to assist other producers of Maltese products, such as tomato paste, biscuits, flour, yarns, lace, and sculptured stone. Its food products were winning recognition in the institu-

tional field in the markets to which it was exporting.

In 1967, Portelli was instrumental in introducing durum varieties to Maltese farmers, so the prime raw material for pasta-making could be produced from start to finish on the island. The Malta Development Corporation has been asked to consider building a durum mill on a cost-reimbursement basis.

Last year, Pasta Portelli introduced a free hot meal to all of its employees, started a monthly newsletter to disseminate company news to employees, and improved its quality control laboratory to control the production flow electronically.

If plans to improve the raw materials situation materialize, the consumer will be served and the industry will prosper.

Sauce in Space

Man's best friend in deep space is likely to be a quadrillion hydrogen bacteria (in a jug), and an ample supply of spaghetti sauce. Astronauts engaging in the 2-year round-trip to Mars will require a food supply that grows as they travel, and a self-contained, regenerative oxygen supply and CO₂ removal system.

The search now centers around the study of algae and hydrogen bacteria, with the latter at present the leading candidates. Besides being hardy, quickly regenerative, and functional in using up the carbon dioxide and producing oxygen, the bacteria are a good high-protein food source. Their taste is not so "happy," but other researchers have developed a spaghetti flavoring that at least makes the bacteria palatable. Thus, conceivably, Americans in space could live on spaghetti-flavored hydrogen bacteria, supplemented by a few freeze-dried delicacies.

Lasagna Lesson Plan

A lesson plan for lasagna and garlic bread appears in the teacher edition of Co-Ed magazine as an advertisement by Baggies alligator bags, for keeping food fresh. "Start it Monday—serve it Friday," says the caption.

Lasagna: On Monday chop onions, freeze in Baggies sandwich size bags. Wash, drain, chop parsley. Slice mozzarella thinly. Grate parmesan cheese. Refrigerate each in Baggies alligator bags.

Garlic Bread: Cream butter with garlic powder, add chopped parsley. Semi-slice french bread diagonally. Spread sliced surfaces with garlic butter. Freeze in Baggies alligator bags (Food Storage Size).

Lasagna: Next class combine tomatoes, garlic powder, parsley, tomato sauce, seasoning; simmer. Saute onions, garlic in hot oil. Add beef, brown lightly. Add to tomato mixture; cook until slightly thickened. Cool, pour in bowl, bag bowl in Jumbo size Baggies and refrigerate. Cook lasagna noodles as package directs. Drain, rinse, put in bowl and cover with cold water. Store bowl in Baggies alligator bags in refrigerator.

On Friday, preheat oven to 350°. Layer, in order, the meat sauce, drained noodles, ricotta cheese, mozzarella and parmesan cheese in baking dish. Repeat, ending with sauce and topping of mozzarella.

Garlic Bread: Remove bread from freezer. Rub the crust with a cut clove of garlic. Bake at 350° for 15-20 minutes. Serve with hot lasagna.

"The happiest miser on earth is the man who saves up every friend he can make."

Galen Drake

THE MACARONI JOURNAL

WITH

Clermont
AVAN

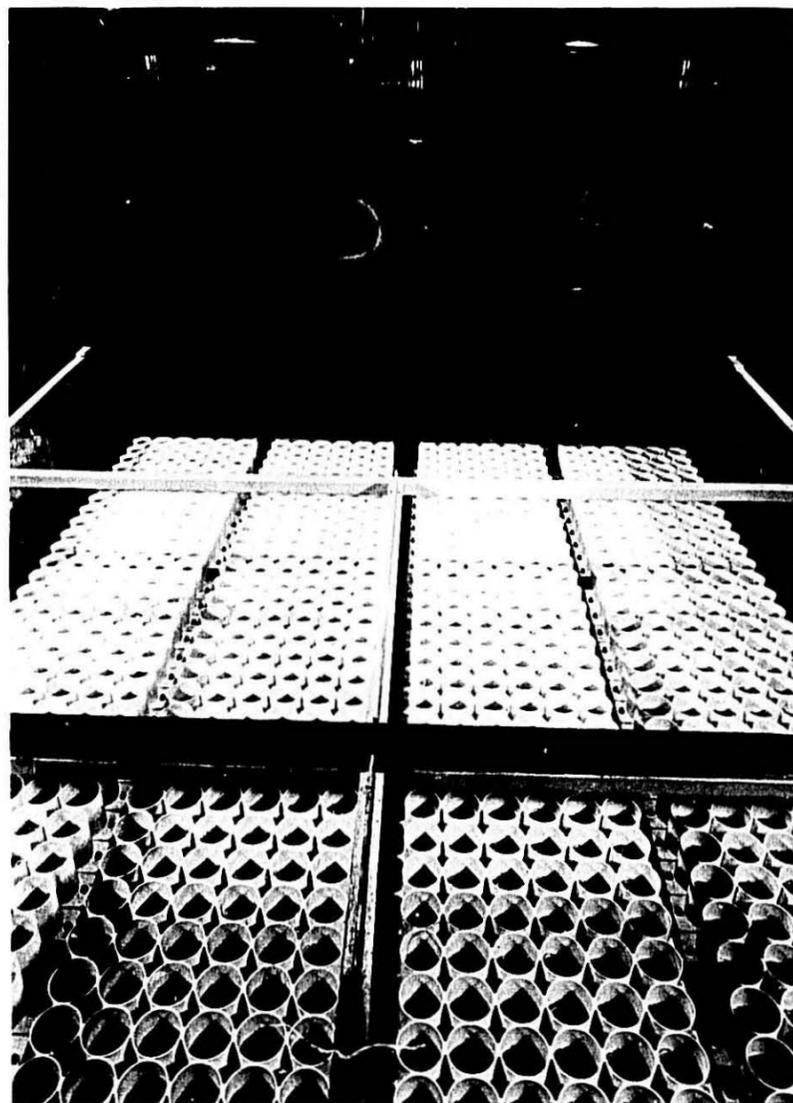
EVERYBODY IS HAPPY...



CLERMONT IS A SUBSIDIARY OF CARLISLE CORPORATION

... TECHNICIANS ADMINISTRATORS CONSUMERS

Clermont
PAVAN



A PAVAN - CLERMONT RELEASE

.....NESTS NESTS NESTS

The Egg Market

Market traders will explain anything that happens, notes the V. Jas. Benincasa Company of Zanesville, Ohio. "When a price break in the egg market was expected at the end of last year and did not happen, the diagnosis was cold weather, reducing production. This caused a mild upturn for a while, then markets slumped again during the last week of January and early February due to a general business slump and poor demand for processed products. Then the talk of support being given to the February futures put the market up again along with more weather talk."

The last of March saw Easter come and go and more heavy winter storms in a concentrated period than for a long time. Offerings were plentiful to Central States egg-breaking points, but trading was light as buyers were selective.

Shell Egg Quotes

As of the close of trading March 13, the New York and Chicago Mercantile Exchanges discontinued facilities for trading in spot market shell eggs. Information on daily spot quotations will have to be obtained elsewhere. USDA Dairy & Poultry Market News has been carrying quotations.

Liquid Egg Production

Product	in thousands of pounds	
	1969	1968
Plain Whole	194,381	223,419
Whole Blends	158,890	143,310
Albumen	161,739	178,623
Plain Yolk	50,129	54,072
Yolk Blends	75,243	77,327
Total Liquid	640,382	676,751

Egg Solids Production

Product	in thousands of pounds	
	1969	1968
Whole	7,467	13,785
Albumen	10,083	13,109
Yolk	11,513	12,861
Other	32,012	25,573
Total	61,075	65,328

Take It Easy

Egg producers have been advised by the United States Department of Agriculture to boost production in the second half of this year by no more than 2.5 per cent over the same period in 1969.

A large increase in egg production could bring a "significant decline" in prices, USDA said. If producers follow guidelines for a moderate increase, and

if demand continues favorable, the result will be "generally satisfactory prices" for both farmers and consumers, USDA said.

Government Buying

Henningsen Headlines say that most observers believe the U. S. Department of Agriculture will soon be back in the market. They purchased 17,000,000 pounds of scrambled egg mix under the needy person program last year and it is understood in the trade that this product has been distributed and will have to be replaced if the program is to continue. The question now seems to be, "When will the USDA buy?" Any announcement will strengthen the market.

The announcement came April 3 that bids would be taken on April 13. Shipment was for May. Product was to be packed in plastic pouches or in 12 ounce tins.

Lipton's Sales Rise

Thomas J. Lipton, Inc., achieved record sales and earnings in 1969. Net profits rose 7 percent on sales up 10 per cent to \$251.3 million from \$229.2 million.

The 1969 figures include that acquisition of Usen Products Co., producer of canned eat foods including Tabby and 3-Little-Kittens brands.

Sales of all tea products increased in 1969. Both Lipton Soup and Wish-Bone dressing posted record sales.

The company also owns Pennsylvania Dutch Noodles and Morton House brand items, both of which reported higher sales.

Lawry's Profits Drop

Lawry's Foods reported a 29.7 per cent decline in earnings and a 10 per cent gain in sales for the year ended Dec. 31.

Net earnings totaled \$849,000, or 60 cents a share, compared with \$1,208,000, or 86 cents a share, for the previous year.

Sales were \$19,603,000, compared with \$17,767,000 in 1968.

Explaining the earnings drop, Richard Frank, president, said: "We had budgeted for a greater sales increase than was realized, but decided to maintain many of our expenses because we believed they would contribute to our growth."

Mr. Frank noted Lawry's had acquired 95 per cent ownership of Van Frank Restaurants for \$338,200 in Lawry's common stock. Van Frank operates four restaurants in southern California and one in San Francisco.

Homemaker's Holiday

Family Circle magazine for January carried a full-color national ad for Creamettes Macaroni featuring a mid-winter recipe for "Homemakers Holiday" with an appetizing photo of this versatile casserole dish.

"Homemaker's Holiday" takes less than 30 minutes to prepare and bake. In addition to Creamettes Macaroni, it calls for one full can of luncheon meat, two cups of milk and one-half pound of cheese.

A complete promotion kit, including full-color stack cards, shelf talkers and self-adhesive tear-off recipe pads, was made available by the Creamette Company.

Chef Boy-ar-dee Sweepstakes

American Home Foods is featuring a Chef Boy-ar-dee sweepstakes with \$100,000 worth of prizes in travel or college scholarships.

Advertising in two-page, full-color ads are scheduled in Life, Family Circle, Woman's Day, TV Guide, and Ebony. This is backed with 117 network color sweepstakes commercials during February, March and April. It is estimated by reaching about 70% of all women, 18-49, an average of four times every four weeks there will be a redemption of 37,000,000 coupons in stores for packaged dinners or 43 other Chef products.

Trade representatives have entry blanks and colorful point-of-purchase display materials.

American Home Gains

American Home Products registered gains in the year ended December 31 or 10 per cent in both profits and sales.

Net rose to \$123.3 million, equal to \$2.34 a share, from \$111.3 million, equal to \$2.11 a share, on sales of \$1.3 billion compared with \$1.15 billion.

Fourth quarter profit gained 8 per cent to \$30,772,000 from \$28,388,000 on sales of \$322.9 million, ahead 9 per cent from \$296 million in comparable 1968.

The company makes a variety of household products, as well as some cosmetics and foods.

TunO Topper

Franco-American promoted canned MacaroniOs with cheese sauce along with canned tuna in a dish called "TunO Topper" in the March issue of Family Circle.

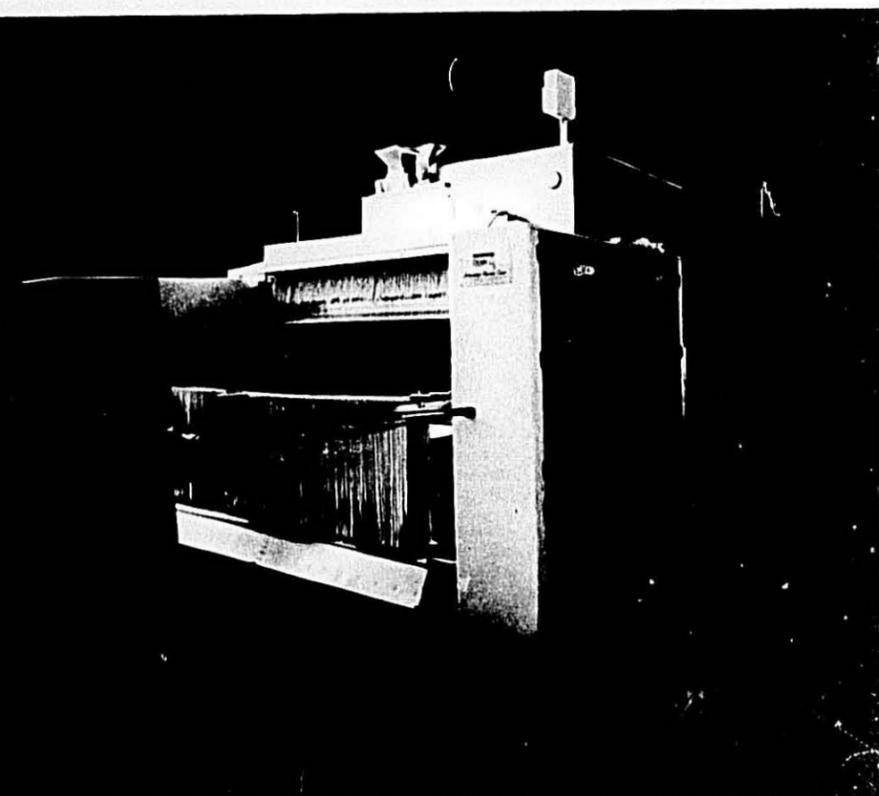
Copy reads: "We make the MacaroniOs—that's the hard part. You add the fancy fixin's—that's the fun part."

Franco-American and MacaroniOs are trademarks of Campbell Soup Co.

Challenge DEMACO with your production problem.

LASAGNA?

Use a Demaco Continuous Line with our Lasagna Stripper and get the benefits of automatic production with virtually no scrap or breakage.



For additional information, specifications and quotations, contact

YOU GET SO MUCH MORE WITH DEMACO **DE FRANCISCI MACHINE CORPORATION**

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Western Rep.: HOSKINS CO. P.O. Box 112, Libertyville, Illinois, U.S.A. • Phone: 312-362-1031

Visit North Dakota

What are your plans for this summer?

For most folks, summer plans include a vacation break. The people of the North Dakota Mill and Elevator suggest that you route your trip to North Dakota. It will be a most delightful experience.

North Dakota is being recognized as the "unspoiled state" of the nation. It is fundamentally an agricultural state, and in the summer it is a vast garden of beauty.

North Dakota produces about 85 percent of the durum wheat used in the macaroni and noodle industry, and has extensive acreage devoted to other small grain crops, sugar beets, potatoes and other crops. It's land of abundant sunshine, warm summer days and cool, comfortable nights.

You live close to the sky in North Dakota. The sky is the bluest you will ever see, unspoiled by smog or pollution. And the people are the friendliest you will ever meet.

Right in the heart of the famed durum triangle of North America stands the North Dakota Mill and Elevator at Grand Forks, N.D. It is adjacent to the Red River of the North, where the Red River Valley is often compared to the famed Valley of the Nile.

Visit the Mill

If you plan your summer trip to North Dakota, please stop in at the North Dakota Mill for a visit. We'll take you on a quick tour to show the processing of the finest semolina and durum flour in our modernized mill. And, the coffee pot is always on.

Plan to spend a little time in "unspoiled" North Dakota, away from the pressures of big city living. You'll find super highways to make your driving so pleasant. During the growing season, it's like driving down a 400 mile fairway on a manicured golf course.

There's much to see in "unspoiled" North Dakota, besides the great agricultural lands. There's the famed Peace Garden, the Badlands of Rough Rider country, the giant Garrison Dam, Indian reservations and a great number of other attractions for family enjoyment.

Come visit the "birth place" of great macaroni and noodle products—come visit North Dakota, where you can unwind and relax.

Wheat Testing Program

The Crop Quality Council announced sponsorship of a new wheat quality program to accommodate testing of the increased numbers of wheats being de-

veloped by state agricultural experiment stations and seed companies. This program is the result of an extensive review by the Council to provide the most useful information on milling and baking quality of wheats being considered for future production in the Upper Midwest. Under this program, announced by Vance V. Goodfellow, executive vice president, the Council will accept for growing and subsequent milling and baking tests promising new wheats prior to their release. Results of these tests will be summarized, statistically analyzed and distributed to program participants and others upon request.

According to Goodfellow, the Council will arrange to grow the seed, with an appropriate commercial variety for comparison, at several Upper Midwest locations. The wheats will be harvested and samples, under code numbers not disclosing their source or identity, will be shipped to the U.S.D.A. Wheat Quality Laboratory at Fargo, North Dakota, for milling evaluation; in turn, coded flour samples will be sent to participating state, federal, seed and milling company laboratories for baking tests.

The Council will prepare and issue a statistical summary report for all samples tested, based on data received from these participating laboratories. Although the report will not contain general recommendations or conclusions, favorable, with respect to the desirability of growing any wheat included in the tests, the report will provide data whereby recipients can individually evaluate the milling and baking characteristics of each test wheat included in the program. The report will be distributed to program participants, interested members of the Council, cooperating governmental agencies, and to others upon request.

Non-Profit Organization

The Crop Quality Council is a non-profit organization, having a broad membership of companies and individuals interested in crop improvement programs regarding crops grown throughout North America. In pursuing this interest, the Council cooperates with crop producers, state agricultural experiment stations, state and federal departments of agriculture, and many segments of private industry. Goodfellow emphasized that the new wheat quality program will be an important part of the Council's many activities in support of agricultural research and development by providing to those developing, growing and utilizing new wheats the most current and objective information possible.

Durum Planting Intentions

Durum wheat plantings are expected to total 2,398,000 acres, 30% less than 1969 and 35% below 1968, says the Department of Agriculture's prospective plantings report as of March 1.

Spring wheat other than durum is expected to be planted on 8,549,000 acres, 10% above a year earlier but 10% below 1968.

In North Dakota durum acreage will drop 26%. Other crop decreases will take place in corn, barley, sorghum, soybeans, dry beans and sugar beets. Increases are expected in hard red spring wheat, flaxseed, oats and potatoes.

Moro Durum in Canada

Because of Canada's wheat surplus plantings this year will be reduced. A survey based on March 1 intentions shows that wheat farmers intend to plant 26% less wheat acreage for the 1970 crop than in 1969.

However, durum wheat acreage is expected to increase by 37% and if intentions are carried out, prairie farmers will plant 4,309,000 acres to durum, contrasted with 3,154,000 grown in 1969 and 1,461,000 as the 1964-68 average.

Durum in Northern Italy

Barilla of Parma, Italy, is experimenting with the cultivation of durum wheat in northern Italy. Experiments carried out in 70 fields of an area of over half an hectare each in four provinces confirmed the good results obtained in the previous two years. A meeting held by Barilla in Salsomaggiore was attended by many experts in the economic-agricultural field. It has been proved that it is both technically possible and economically practical to cultivate durum wheat in the hilly areas and on the high plains of northern Italy, where the yield per unit equals and in certain cases exceeds that of soft wheat.

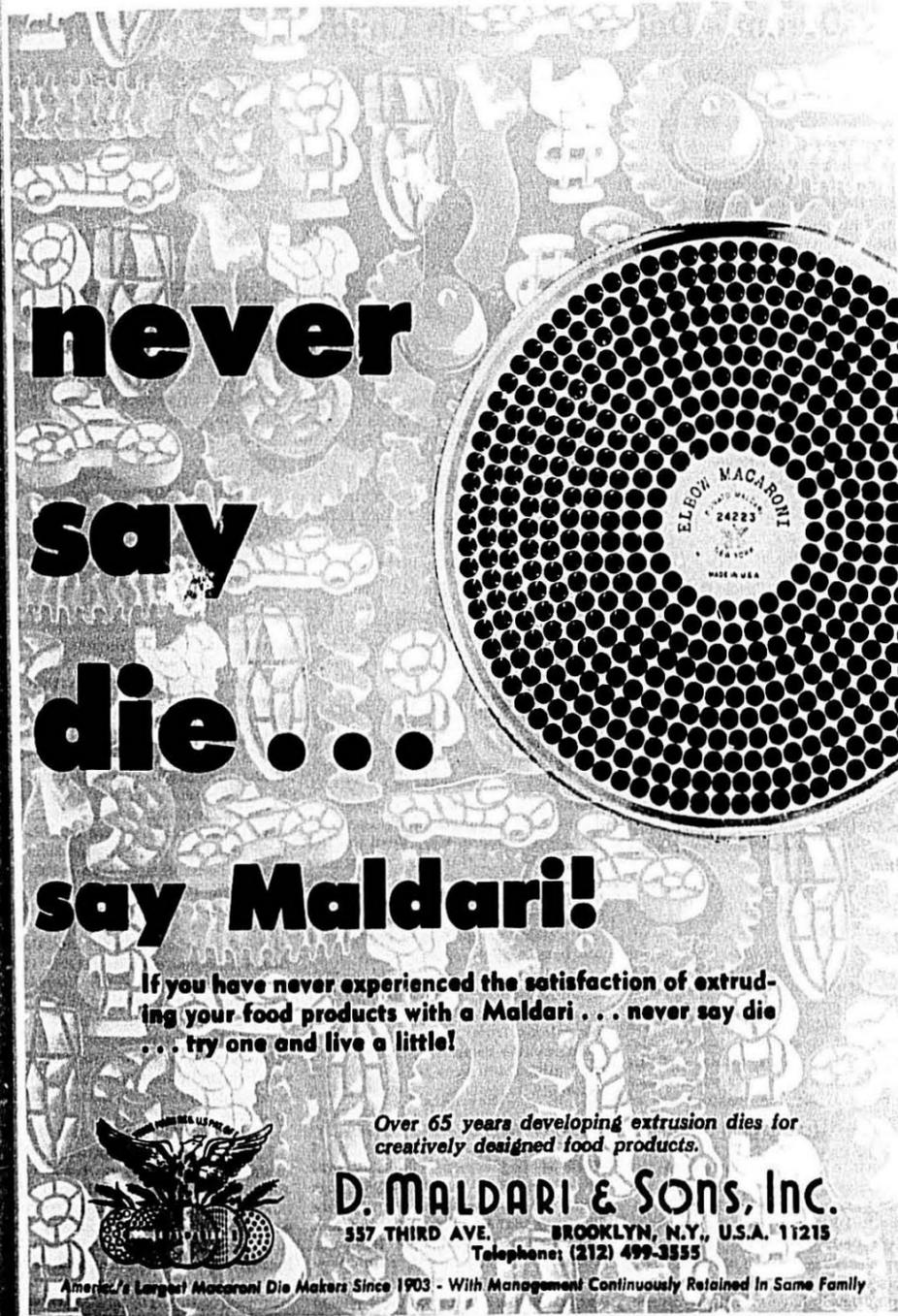
Langdon Is A Missile Site

The first Safeguard installation will be built at Langdon, North Dakota, home of the Durum Show and an important agricultural experiment station.

The installation will be one of two for which Congress has appropriated funds. Bids for the \$137,000,000 project were let recently, with surveying to begin in mid-April and excavations completed by June.

In Langdon, Mayor Harold Blanchard says, "Things are already buzzing. Because of the town's remoteness, there

(Continued on page 29)



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Durum - Delight for Both Children and Mothers

Reprinted with permission of *The Great Plainsman* magazine.

THE little boy, digging into his second large helping of spaghetti, does not stop to consider where it comes from. He is too busy enjoying it.

And his mother, pleased to have her child so completely enjoy a product which is both easy to prepare and nutritious, does not think about it either.

In fact, it is quite likely that most people who enjoy pasta products such as spaghetti and macaroni do not consider them wheat products.

Many durum producers would tend to agree with them—to the producer durum is not a class of wheat but another grain all in a class by itself.

Considering the different uses of durum, they could be right. With a name derived from a Latin word meaning "Hard," durum is different from other wheats in that the kernels tend to be hard and vitreous.

Distinct Species

Durum is a distinct species of wheat quite different from ordinary wheat used to make bread and other bakery products. Durum is used exclusively to make "pasta" products.

Its hard, flinty kernels are specially ground and refined to obtain semolina, which is mixed with water to make a paste-like product called pasta.

Durum semolina, when properly handled, can be made into pasta products that, when cooked, are slippery, springy, and chewy—not sticky, soggy or limp.

Other wheats can be used in making pasta products, but all-durum pastas have the highest quality.

Durum is actually not suitable for baking bread, although, in some areas along the Mediterranean, the Middle Easterners grow a type of durum which they have adapted for use in baking a flat type of bread. This durum, however, has a smaller percentage of the hard and vitreous kernels which make durum ideal for the manufacture of pasta.

Exports Rise

Exports of durum wheat from the United States, which traditionally have moved in unpredictable highs and lows, are up to 1.3 million metric tons for the 1968-69 marketing year.

Ten years ago, only 1,000 tons were exported, and in the ensuing years, shipping levels have varied greatly.



The most recent export leap of U.S. durum has had two motivating forces—greater demand for durum in European countries to make high-grade pasta products and improved varieties of durum grown in the United States that better suit the needs of foreign millers and pasta processors.

Introduced in 1900's

Durum was first grown in commercial quantity in the United States in the early 1900's from seeds of varieties imported from the Mediterranean area and south Russia. All the early varieties were red durum.

For awhile, durum acreage increased rapidly and the United States even became a durum exporter. But the varieties of durum then grown had a serious defect—susceptibility to wheat rust.

Some years, farmers had excellent durum yields; in others they lost nearly their entire crop to rust. When the Depression of the 1930's hit, most farmers decided on less risky investments of their land and time. Durum production in the United States fell from 2.6 million metric tons in 1928 to 190,000 metric tons in 1934.

For the next 25 years, average U.S. durum production was more or less equal to domestic demand—although fluctuations from year to year were often extreme because of drought, rust, and variable prices.

Revolution

But during the 1950's, though the changes were not immediately reflected by increased exports, U.S. durum production underwent a revolution.

New disease-resistant strains were developed that also had a very desirable color and cooking quality for pasta products.

The new varieties were Amber durums, and the first two extensively

planted by farmers were called Langdon and Ramsey. Next, two even better varieties, Wells and Lakota, were released to farmers in 1960.

U.S. production promptly accelerated, and for the first time since the 1920's, the United States had a dependable supply of durum wheat for export.

In 1966, another variety, Leeds, became available to durum growers. Leeds has excellent color and produces pasta products of fine quality, is almost rust resistant, and has larger kernels than the other Amber durums.

This last modification is an important selling point to overseas millers, who have felt that the older U.S. durum varieties had kernels too small for the optimum efficiency in milling.

Suppliers

At present, most durum wheats are grown in the Mediterranean countries: North America, the Soviet Union and Argentina.

Until a few years ago, only Canada and Argentina were important exporters. Now the United States is becoming a competitor. Durum sales, however, are a small part of total world wheat trade and are unlikely to be much larger in the near future.

In the United States, durum production is centered in northeast North Dakota, and that state traditionally grows between 80 and 90 percent of each year's durum crop. Other producing states are South Dakota, Minnesota, Montana and California.

Durum is a hardy wheat that maintains reasonable yields in rigorous climates and is, therefore, profitable to grow where other wheats would not yield well. In more moderate climates, bread wheat usually far outyields durum.

Durum consumption in the United States is increasing, due to both an increase in population and an increase in per capita consumption.

Average consumption of durum during the last ten years has been about 31 million bushels. More recently, however, domestic consumption has been estimated at about 40 million bushels.

Basic Appeal

The basic appeal of durum macaroni foods is the chewy texture and bland flavor which accents and extends other foods. Pasta products "take" other flavors quite readily and, as a result, are used with a variety of other ingredients such as meat and tomato sauces, gravies, cheese, etc.

(Continued on page 29)

Durum Delight—

(Continued from page 28)

Pasta foods are enthusiastically accepted by almost all children and a large percentage of adults. They are a boon to the housewife because of their acceptability and the ease with which they can be prepared.

Macaroni and spaghetti have an average protein content of about 12 percent. Contrary to popular belief, they are not high in caloric content and are highly digestible.

About 80 percent of the macaroni products manufactured in this country are enriched to meet Federal standards. Durum pastas appeal to the gourmet for their versatility and flavor and to lower income groups for their economy.

With increased awareness of the importance of the export markets for their crops, the U.S. durum grower continues his efforts to breed and produce the type of durum in demand by foreign buyers.

U.S. durums have gained wide acceptance in world markets because of their appealing amber color despite the smaller kernel size.

Terminal Market

The chief terminal market for durum within the United States is Minneapolis, Minnesota. Of the durum destined for foreign markets, more than half is shipped from Great Lakes ports (especially Duluth-Superior) and exits through the St. Lawrence Seaway.

Other exported durum leaves from the Gulf and Pacific ports. Special rail freight rates from the northern Great Plains to the Pacific Coast on wheat for export have helped make U.S. durum competitive in the Far East with Canadian and Argentine offerings.

Although U.S. durum sales have grown remarkably over the last 10 years, their growth has been uneven. They have been affected by availability of export, prices, foreign demand, and quality of U.S. durum on the market. From 1960 to 1963, U.S. total foreign sales and sales to Common Market countries were nearly identical. The unusually large exports in 1964 were due to a large sale to the Soviet Union during one of its wheat-short years.

By 1966, North African countries were important U.S. durum customers and affected export trends. The Common Market countries have continued to be the chief buyers of U.S. durum. Other outlets of lesser volume but still important have been Japan and some Latin American countries.

One of the forces behind increased durum exports—greater production within the United States—has been par-

tially explained in the discussion of improved U.S. varieties.

Another impetus to U.S. production has been the premium paid for durum over Hard Red Spring Wheat, its chief competitor for acreage, because of durum's specialty status and increasing demand.

Big Boost

A big boost to U.S. durum exports has been the trend in Common Market countries to use only durum wheat for making pasta products.

For example, Italy put a law into effect on January 1, 1968, that all pasta products should be made of 100 percent durum after that date.

Although Italy grows durum wheat itself, it does not grow enough to completely supply its pasta manufacturers. Some of the difference is being made up of U.S. durum.

Italian imports of U.S. durum jumped from 88,000 metric tons in 1967-68 to 358,000 metric tons for the first nine months of the 1968-69 marketing year.

Several other Common Market countries are already using only durum wheats to make pasta without any formal requirements. In the same countries, use of U.S. durum is increasing because of the improved cooking quality and color it gives to pasta products.

The new variety, Leeds, which appeared on foreign markets in quantity for the first time last fall, should shove up U.S. sales even further because of its excellent milling characteristics.

Great Plains Wheat

But the increased sales did not happen by accident. It required an aggressive promotion program as carried out by Great Plains Wheat in cooperation of the Department of Agriculture through its Foreign Agricultural Service. Great Plains Wheat has primary responsibility for market development efforts in Europe and North Africa, the largest markets for U.S. durum, and Latin America, a growing market.

Market development programs in the Far East are conducted through Western Wheat Associates, to whom GPW contributes funds.

In its work in the foreign markets, GPW has called upon the work of the North Dakota State Wheat Commission to promote U.S. durum.

The commission has produced two excellent films covering durum production and use. The first, *Durum, A Standard of Quality*, has been viewed by some 35 million people in the United States and Canada. GPW has used translated versions of this film in its work in the foreign market.

The other film, *Macaroni Menu Magic*, is a more recent production and was

prepared in cooperation with the Wheat Flour Institute in Chicago. It is also being enthusiastically received.

It has been the hard work of both GPW and Western Wheat in keeping pasta processors and consumers informed of the advantages of using U.S. durum that has moved sales upward.

And because of this work and the increased desirability of U.S. durum, the prospects for increased sales are excellent.

Who Pays?

Who pays for removing paper grain doors? A federal court has ruled that the grain and associated industries do not have to remove paper grain doors from freight cars or pay for removing them. The court issued an injunction enjoining the Interstate Commerce Commission from enforcing an interpretation of Uniform Freight Classification rules 14 and 27, which would require removal of a nonreusable paper grain door by shippers. ICC was enjoined also from allowing the nation's railroads to fuse to move boxcars still containing paper grain doors. The railroads would have charged up to \$10 for removal of the paper doors.

Instant Protein—

(Continued from page 12)

was a slight change in color which produced a rich golden color in food products such as muffins and other baked goods.

In each case, the addition of FPC enriched the basic grain or starch product with sufficient animal protein to make the product a complete nutritive meal. For several of these products, a typical portion would provide an individual with at least one-half of their full daily animal protein requirement and in some instances even more.

It was also discovered that "Instant Protein" added to a basic spaghetti sauce mix would produce an excellent meat-type sauce stock with absolutely no fish flavor. This material proved to be highly economical so that a family of four could obtain about one-half of their daily animal protein nutritional requirement for about six cents per person."

Langdon Is a Missile Site—

(Continued from page 26)

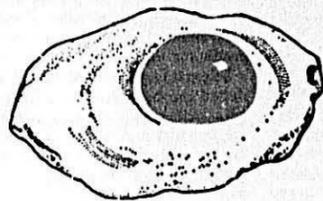
was only a brief foray last fall by students opposed to the ABM. Most of the 2,500 citizens, in fact, welcome their deadly neighbors with open arms. With the missiles will come 1,500 permanent new residents, whose payroll of \$10,000,000 will give the local economy a needed boost.

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Wage-Hour Law Summary

by Harold T. Halfpenny, General Counsel, N.M.M.A.

An increasing number of employers are today covered by the Federal Wage-Hour Law. At the same time, the Wage Hour Division of the Department of Labor is increasingly active in its enforcement of that law, and many employers have found themselves faced with an inspection by that agency for the first time.

Violation of the law can result in penalties and stiff back-wages payments.

Accordingly, we have prepared this outline on the requirements of that law, which is intended as a practical guide. It is a general discussion, and not intended as a substitute for individual legal advice.

Covered Employers

By the 1966 Amendments to the Act, an employer (and so all his employees) is covered if it meets the tests for an "enterprise." An "enterprise" is a business entity which:

1. Has yearly gross sales of at least \$500,000.00;
2. Has more than one employee engaged in interstate activities.

The phrase "engaged in interstate activity" is very broadly interpreted. For example, an employee performing a local office function such as making long distance telephone calls or using mail, will qualify. For practical purposes, most employers meeting the annual gross sales volume will qualify, and should regard themselves (and all their employees) as covered. At least, an employer should consult legal counsel on the subject.

Covered Employees

Before 1966, employees covered were those engaged in interstate commerce; these have been covered ever since the Act was first passed in 1938. These employees were and are covered regardless of the nature of their employer as "enterprise" or not.

Minimum Wages

Because employees engaged in interstate commerce have been under the Act longer than those covered by the 1966 Act, the requirements are different from them than for the 1966 Act-covered employees. Congress felt that these employees should have a chance to catch up gradually with the new wage requirements, and so a gradual scale was adopted to bring the 1966 employees up to the same level as originally covered employees.



Harold T. Halfpenny

At the present time, the minimum wage for originally-covered employees is \$1.60 per hour. For employees covered by reason of the 1966 amendments, it is \$1.30 per hour; this was increased on February 1, 1970 to \$1.45 per hour, and on February 1, 1971 to \$1.60 per hour.

Exempt Employees

- (a) Executive, Administrative and Professional

(1) Executives

An executive is one whose primary duty consists of the management of the enterprise in which he is employed, or of a customarily recognized department of the enterprise. By "primary duty" is meant that he must spend over 50 percent of his time in managerial duties.

He must customarily and regularly direct the work of two or more employees; have authority to hire or fire employees, or at least make suggestions and recommendations that will be given weight in deciding about these matters; he customarily and regularly exercises discretionary powers.

In addition to these qualifications, an "executive" must be paid not less than \$125 a week effective February 21, 1970. However, if they are paid \$150 a week, they are considered executives if they are primarily engaged in management, and have the direction of the work of two or more other employees (even though without authority to hire or fire).

(2) Administrative

An administrative employee is one: (a) Whose primary duty consists of

either: (1) the performance of office or non-manual work directly related to management policies or (2) general business operations of his employer or his employer's customers, and

(b) Who customarily and regularly exercises discretion and independent judgment; and

(c) Who performs his work only under general supervision, and

(d) Who does not devote more than 20 percent of his time in any workweek to activities which are not directly and closely related to the work just described; and

(e) Who is compensated at a rate of \$125 per week;

Provided that an employee who is compensated at a rate of \$150 a week shall qualify if his primary duty consists of the performance of work described above, and his work includes the exercise of discretion and independent judgment.

(3) Professional

A professional employee performs work requiring knowledge of an advanced type in a field of science or learning customarily acquired by a prolonged course of specialized study, as distinguished from a general academic education. His work must be predominantly intellectual and varied in character, and of such character that the output produced or the result accomplished cannot be standardized in relation to a given period of time.

(b) Outside Salesman

An exemption is provided for "outside salesman." This means an employee who is employed for the purpose of, and who is customarily and regularly, engaged away from his employer's place of business, in making sales or obtaining orders or contracts for services. His hours worked other than as just described must not exceed 20 percent of the hours worked in the workweek. Work performed incidental to the exempt work, including incidental deliveries and collections, is regarded as also exempt.

The Regulations point out that characteristically the outside salesman is one who makes his sales at his customer's place of business. This is the reverse of the sales made by mail or telephone.

(Continued on page 32)

Wage-Hour Law Summary—

(Continued from page 31)

(c) Motor Carrier Exemption

Any employee with respect to whom the Interstate Commerce Commission has power to establish maximum hours of service is exempt from the overtime requirements of the Wage-Hour Law, though not from the minimum wage standard.

Generally speaking, these are employees engaged in driving in interstate commerce. However, the subject is a technical one, and will not be discussed in detail here.

Overtime Pay

As a general rule, the overtime pay requirement is pay at not less than one and one-half times the employee's regular rate. Payment is for hours worked in excess of 40 in the workweek.

The standard is a single workweek and the Act does not permit averaging of hours over two or more weeks. This is true regardless of whether the employee works on a standard or swing-shift schedule and regardless of whether he is paid on a daily, weekly, bi-weekly monthly or other basis. The rule is also applicable to pieceworkers and employees paid on a commission basis.

An employee's work week is a fixed and regularly recurring period of 168 hours—seven consecutive 24 hour periods. It need not coincide with the calendar week but may begin on any day and at any hour of the day.

The regular rate on which time and a half is figured is the rate per hour. If payment is made on some other basis, then the rate per hour must be determined. This is done by dividing his total remuneration for employment in any workweek by the total number of hours actually worked by him in that workweek for which the compensation was paid.

Thus if an employee is paid on a weekly salary basis, his regular hourly rate of pay is computed by dividing the salary by the number of hours which the salary is intended to compensate. If an employee is hired at a salary of \$70 and it is understood that this salary is compensation for a regular workweek of 35 hours, then his regular rate of pay is \$70 divided by 35 hours, or \$2 an hour. When he works overtime he is entitled to receive \$2 for each of the first 40 hours and \$3 for each hour thereafter.

A monthly salary must be reduced to its workweek equivalent. This is done by multiplying by 12 and dividing by 52.

Equal Pay For Equal Work

An important part of the present law, and one which is receiving a good deal of attention, is the provision that equal pay be given for equal work regardless of sex.

This means that the rate of pay must be the same for females as for males when they do "equal work on jobs the performance of which requires equal skill, effort, and responsibility, and which are performed under similar working conditions."

According to the Regulations, what constitutes equal skill, equal effort, or equal responsibility cannot be precisely defined. The terms are considered to constitute three separate tests, each of which must be met in order for the equal pay standard to apply. In applying the tests it should be kept in mind that "equal" does not mean "identical." Insubstantial or minor differences in the degree or amount of skill, or effort, or responsibility required for the performance of jobs will not render the equal pay standard inapplicable.

Record Keeping

The law requires employers to keep accurate and adequate records of (a) hours actually worked by employees, (b) wages paid and (c) conditions of employment. Although no particular form is required, these records should be complete in all details relating to employment.

Inspections

The Secretary of Labor (or his designated representative) may investigate and gather data regarding anything relevant under the Act, and may enter and inspect places of business and the relevant records. He may also question employees, and investigate such facts as he may deem necessary or appropriate to determine whether there has been a violation of law.

Salary Test

The amount of the salary test is subject to regulation by the Wage Hour Administrator, and he has just changed the relevant regulations. As of February 21, 1970, the tests are

Executive and administrative employees—\$125 a week.

Professional employees—\$140 a week.

"High pay" employees—\$200 a week.

In issuing this revision increasing the amounts which must be paid to these employees in order to meet the exemption, the Administrator issued a long statement considering and rejecting the arguments which had been made by

employers. The arguments and the Administrator's answers were:

Elimination of Salary Tests

Many employers had argued that the salary tests should be eliminated. In answer, the Administrator said that there has been no indication that the salary tests have resulted in defeating the exemption for any substantial number of individuals who could reasonably be classified for the purposes of the Act as bona fide executive, administrative or professional employees.

Multiplicity of Tests

It was proposed that a multiplicity of salary tests be established to reflect the differentials in wages and salaries paid in various geographical areas of the country. The Administrator, however, felt that no useful purpose would be served by fragmenting these standards.

Certain employer representatives advanced the point of view that the new salary tests would be inflationary. In answer to this point, the Administrator said that the increase in salary levels recognizes that inflation has already taken place, and is merely an attempt to make the salary tests meaningful in light of present economic conditions.

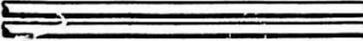
The Administrator relied on statistics: The 1969 earnings data report indicates that only 5 percent of the lowest paid executive employees determined to be exempt had weekly salaries as low as \$100. Only 3 percent of the lowest paid administrative employees were determined to be exempt had weekly salaries as low as \$100, and 10 percent of such professional employees had weekly salaries below \$120 a week. In the light of such statistics, a failure to increase the salary tests would render them meaningless with respect to all but a relatively few of the employees to whom the regulations apply.

Employee's Arguments

Employees' representatives pressed for an increase in the salary requirements. They suggested a range of \$150 to \$170 per week for bona fide executive and administrative employees and a range of \$175 to \$195 for professional employees. They also felt that the salary tests for higher paid employees should be between \$225 and \$290 a week.

"When friendships are real, they are not glass threads or frostwork, but the solidest things we can know. . . . The only way to have a friend is to be one."
—Ralph Waldo Emerson



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Selling is not an assembly line operation. You are dealing with individuals, many of them with pronounced views and characteristics. What may impress one buyer will bore or irritate another. Some prospects like a little small talk before getting down to business. Others want you to get to the point immediately. One man may be hospitable to strangers; another may give them a cold stare. Some buyers always use first names; others do not encourage it.

To the salesman all this means that he must be flexible enough to take individual differences into account—and to use them to his advantage.

Using Differences

The salesman who treats all customers alike is seriously hampering his career. There is no standard formula that works in all cases. Imagine what would happen if you tried to force a flashy sports car on a conservative person who had driven conservative four-door sedans all his life. The idea of a low-slung job might secretly appeal to him but his habits are too fixed for change. You would be wasting your time.

But don't worry about the fact that people are different. This is what makes selling so interesting. It's a challenge.

Instead of brooding about variations, do something about them. Study your prospects and customers carefully so that you can tailor your presentation to their individual needs and desires. If one buyer likes a short, snappy sales talk, give it to him. If another wants each call to be an "old home week" affair, accommodate him. Work up a personal chart on each buyer, noting all his quirks, habits and mannerisms.

Let Him Talk

It's hard to learn anything about a person if you do all the talking. Let your interviews be two-sided. Give the buyer a chance to express himself—to let down his hair if need be. Make mental notes while he's talking. Try and determine his interests, attitudes, etc.

Bill Somers, a foam rubber salesman, used to start talking the moment he walked into the room. In fact the buyer was usually exhausted just from listening to him.

One day a prospect sat stolidly while Bill rattled on for a full half hour. He was just drawing breath for another stretch when the buyer interrupted:

"Do you mind if I say a word?"

Bill flushed and said, "Of course not."
"Well," the man continued, "I just wanted you to know that I don't like your company and never leave."

Bill was thunderstruck. He had expected anything but that. He managed, however, to ask for an explanation.

The prospect spoke of an old grievance against the firm for not making good on a faulty order. In the end Bill soothed the buyer's feelings and they parted on a fairly friendly note. A month later Bill got his first order from the man.

"The experience taught me one thing," Bill recalled. "You never learn what's on a man's mind until you hear him out."

Helping Hand

Have you ever looked in a hundred places for something only to find it right under your nose? Selling is sometimes like that. The help you need most may be within an arm's length.

I am speaking about the invaluable aid you can obtain from receptionists, secretaries, assistants and other employees in the buyer's firm. After all, who knows the boss better than his employees? They are with him every day. They know his moods, likes and dislikes. And it's a good bet they know what he thinks of salesmen.

Usually only a kind word is necessary to get these people to help you. I don't mean that you should ask them to betray the buyer in any way. But there is a lot of harmless information they can give a salesman. So don't brush past a receptionist as if she didn't exist. You may be sorry. By exchanging a few pleasantries you can win a good friend who will provide you with a tie line to her boss.

Ice Breaking

A young newspaper reporter was sent to interview a wealthy industrialist who was well known for his aversion to publicity. He had agreed to the interview only after listing several subjects he would not discuss.

The reporter was ushered into the man's study. The industrialist stared coldly at the visitor, clearly implying that he would not make the interview easy for him.

Undismayed, the newsman said cheerily:

"I noticed that beautiful boxer as I came in. Do you breed them?"

The host smiled in spite of himself. The reporter had hit upon a topic close to his heart. He did raise dogs and was

by George N. Kahn,
Marketing Consultant

proud of his prize specimens. The man spent 20 minutes telling the newspaper man about his hobby. By that time he had warmed up completely and wound up giving the young man a whale of a story.

The moral here is that the reporter had found an icebreaker—something to warm up the interviewee. Salesmen should develop the same technique. Some buyers simply don't thaw out immediately. They may be shy or just standoffish by nature. The reason does not matter. You must break through this shell until the prospect feels at ease with you—until rapport is established. Try and hit upon a subject that will stir something within the person. Find a peg to hang your presentation so to speak. Most buyers will respond to a salesman adroit enough to hit some particular chord.

Test Yourself

Are you treating your buyers as individuals and not as carbon copies of everyone else? This quiz ought to tell you. If you can answer yes to at least seven questions you are probably tailoring your calls to fit the prospect.

Yes

1. Do you study buyers' habits, quirks, etc.?
2. Do you seek information about prospects from other sources?
3. Do you make small talk to break the ice in an interview?
4. Do you keep a file on each buyer?
5. Do you let the customer talk so you can learn more about him?
6. Are you attentive to secretaries, receptionists, assistants, etc.?
7. Do you also pay attention to the "young man" with the buyer?
8. Do you get along with people?
9. Are you aware of buyer differences?
10. Are your sales satisfactory?

Smooth Selling Reprints

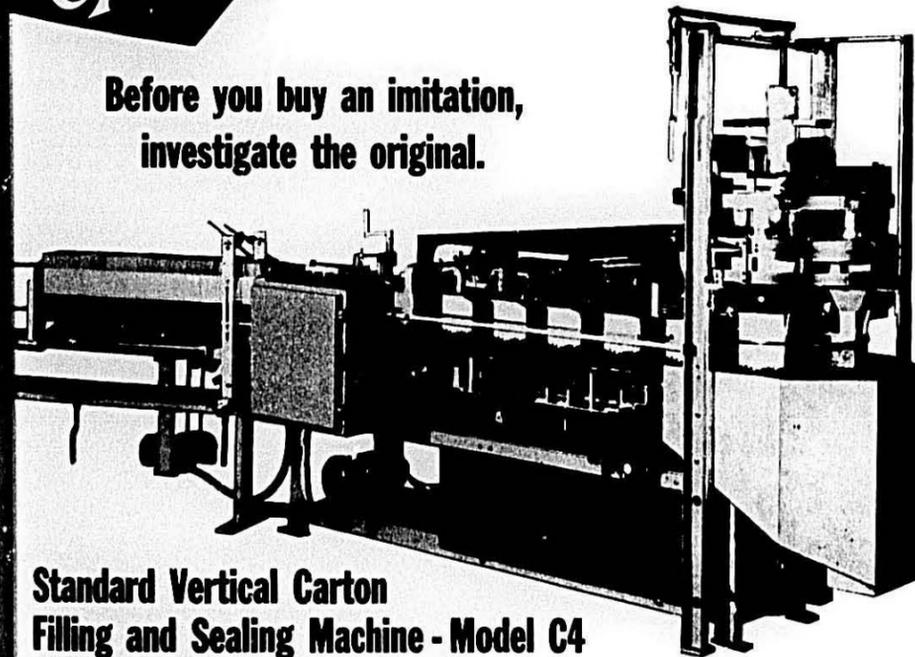
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Grass Charges Golden Grain

I. J. Grass Noodle Company of Chicago has charged in Federal Court that Golden Grain Macaroni Co. has misused two trademarks to prevent it from competing in the sale of noodle-and-rice-mix product.

Grass asks for triple undetermined damages and cancellation of Golden Grain's trademarks, "Noodle-Roni" and Rice-A-Roni," or a ruling that the trademarks are not enforceable against it.

It denies it uses the trademark, "Noodle Rice," on a packaged dinner and charges Golden Grain, San Leandro, Calif., knows Grass does not use the mark.

Golden Grain charged Grass used the mark in infringement of "Noodle-Roni," for a packaged egg-noodle dinner.

Grass says it used the mark "Noodle & Rice Mix" on a prepared dinner and charges Golden Grain has never sold a noodle-and-rice-mix product as "Noodle-Roni."

It also charges Golden Grain is unlawfully attempting, "by expanding" a suit against Grass, to prevent it from using the common words, "noodle" and "rice," for the two main ingredients in Grass' noodle-and-rice-mix product.

Golden Grain's infringement charge concerning "Noodle Rice" is made in addition to the suit charging Grass' use of the trademarks, "Rice & Noodle" and Rice-O-Noodle," infringed. The suit also charged that Grass' packages for chicken- and -beef- flavored prepared dinners imitated Golden Grain's packages for similar dinners.

Grass says that after the suit was filed, it voluntarily stopped using the accused trademarks and packages.

Paramount in California

Paramount Packaging Corp. has entered into an agreement to acquire Southwest Packaging Co., Santa Ana, Calif., for an undisclosed amount of cash and common stock.

In addition to its production facilities at Chalfont, Pa., Paramount has a major new plant at Murfreesboro, Tenn., and a manufacturing facility in Philadelphia.

Chesebrough Acquires Ragu

Chesebrough-Pond's formally acquired Ragu Packing Co., after a favorable ruling from the Treasury Department. Acquisition of Ragu, based in Rochester, N.Y., marks Chesebrough-Pond's first diversification into the food field. Ragu makes Old World Style spaghetti sauce, frozen Italian foods, shell

macaroni, pizzas, marmalade and gourmet foods.

The agreement called for an exchange of Chesebrough-Pond's common stock for all outstanding shares of Ragu. Ragu will be operated as a wholly owned subsidiary with Ralph Cantisano as president.

Chesebrough-Pond's produces toiletries and cosmetics including Pond's Angel Face, Cutex and Pertussin.

John W. Culligan Elected

John W. Culligan, Vice-President of American Home Products Corporation, has been elected a member of the Board of Directors, it was announced by Board Chairman William F. Laporte.

Mr. Culligan has been associated with the Corporation and its operating divisions since 1937. Formerly he was President of Whitehall Laboratories Division. In 1967 he was elected Vice-President of the Corporation. As Corporation Vice-President, he has overall responsibility for operations of Whitehall Laboratories, Boyle-Midway, Ekco Housewares and Dupli-Color Divisions, The Prestige Group Ltd. and John F. Murray Advertising Agency. Mr. Culligan is a member of the Finance and Operations Committees of the Corporation.

American Home Products Corporation is a worldwide manufacturer and distributor of prescription drugs, packaged drugs, foods, candies, housewares and household products. Sales volume in 1968 exceeded \$1,100,000,000 and net income approximated \$112,000,000.

Death of Edwin Cashman

Edwin J. Cashman, founder of Doughboy Industries, Inc., New Richmond, Wis., died March 16 in Sydney of an apparent heart attack, age 65.

Mr. Cashman bought an interest in New Richmond Roller Mills Co. in 1935 and became its president. Under his leadership, the mills expanded. The corporate name became Doughboy Mills in 1939 and in 1946, was changed to Doughboy Industries, Inc. In 1949, the mill began production of durum flour and in 1958 converted to semolina. The company diversified into agricultural, industrial, recreation plastics, packaging, electronics and food.

In April 1968, Mr. Cashman resigned as president. He resigned as chairman and director in 1967. He had spent the past year in Australia.

Plenty of Rice

Production of rice in 1969 at 91,300,000 hundredweights was the second largest crop of record in the United States.

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