

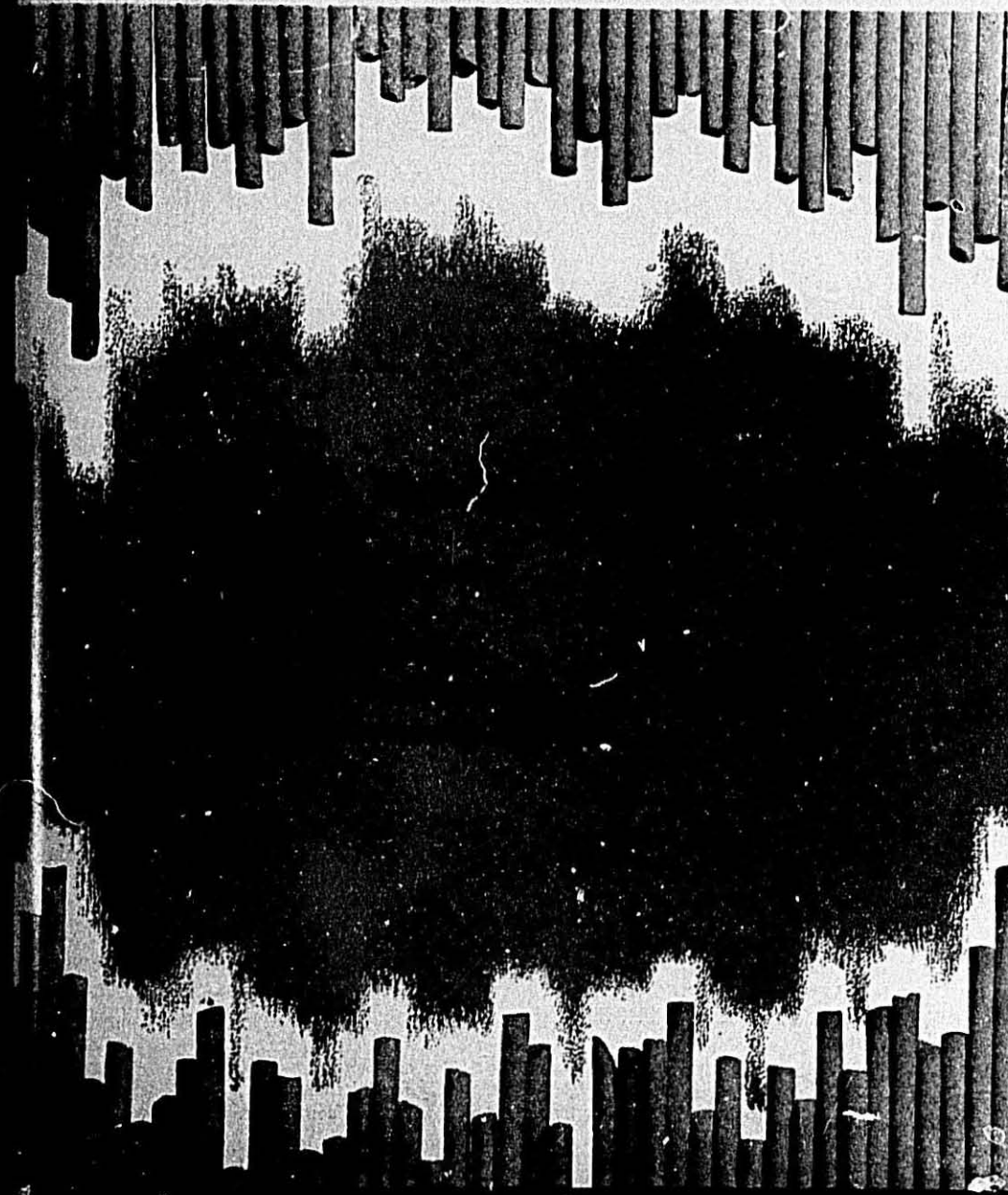
**THE
MACARONI
JOURNAL**

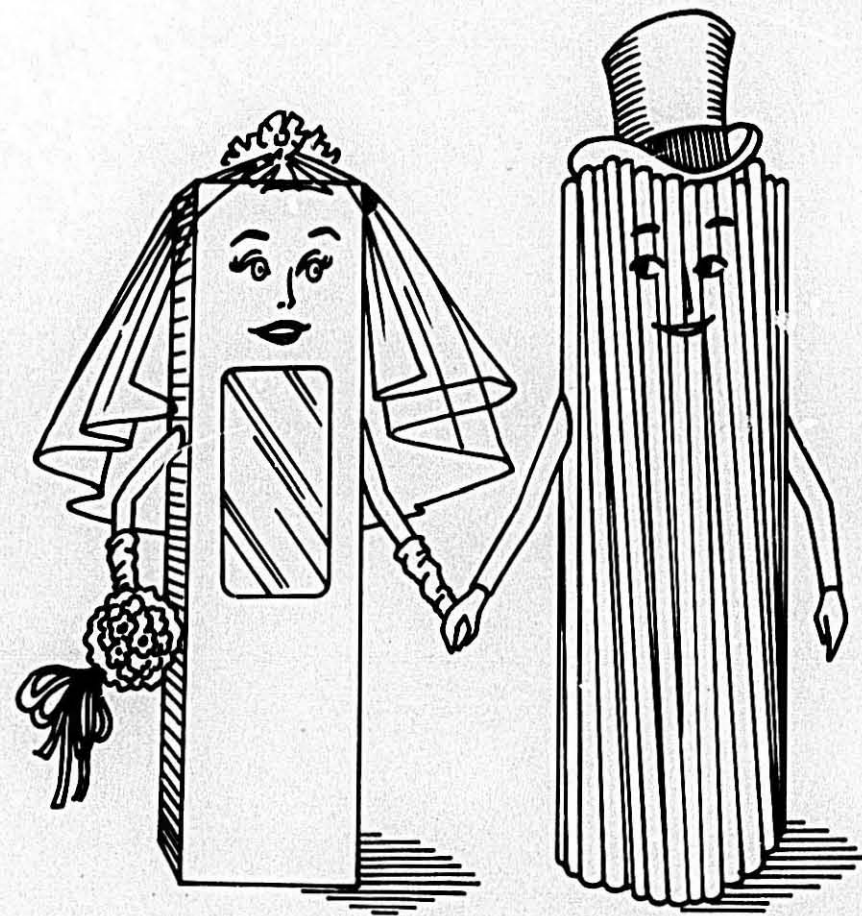
**Volume 52
No. 12**

April, 1971

Macaroni Journal

Volume 52, No. 12





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LOOKING AHEAD

THE Macaroni and Egg Noodle Manufacturers Journal was the house organ of the Pfaffman Egg Noodle Co., Cleveland, Ohio, in the early 1900's. This firm was one of the leading macaroni-egg noodle manufacturing companies at the turn of the century, and Edwin C. Forbes of that company was the managing editor of their magazine.

Mr. Forbes campaigned prodigiously through his editorial columns for an organization of the macaroni industry to protect the interests of the macaroni and noodle manufacturers in America, and in 1904 he succeeded in calling the industry's first national convention. The convention was held in Pittsburgh, Pa., on April 19 and 20, 1904. At this meeting it was unanimously voted to form the National Association of Macaroni and Noodle Manufacturers of the United States, and a constitution and by-laws were prepared and adopted.

Edwin C. Forbes was unanimously chosen as the organization's first secretary and his Journal named the official organ of the group. Mr. Forbes' secretarial duties were more in line of a convention secretary and the collection of association dues, which were at first \$5 a year, but were later raised to \$15 and then to \$25.

World War I

James T. Williams, head executive of the Creamette Company, Minneapolis, served as president of the National Macaroni Manufacturers Association from 1917 to 1921, during World War I.

At that time he thought of launching a trade magazine for the macaroni industry to be supervised and edited by a permanent and paid secretary of the National Macaroni Manufacturers Association. At the Minneapolis convention, July 9-10, 1918, he was authorized to obtain a full-time secretary, whose salary was to come out of the proceedings of the paid advertising to be placed in an official magazine.

M. J. Donna was selected on March 1, 1919 to be the first permanent, full-time secretary of the association, and one of his first duties was to work with President Williams in organizing an industry magazine, which would theoretically be the voice of the macaroni manufacturers. The financial returns from

this venture would help to bolster the limited funds the Association raised by dues.

Mr. Williams worked tirelessly in lining up advertisers while Mr. Donna put all his efforts in preparing the editorial material, so that on May 15, 1919, the first edition of the Macaroni Journal was put in the mails. M. J. Donna continued in his capacity as editor-in-chief for over 34 years, taking over completely the task of preparing copy and handling advertisements, until his retirement in June of 1953. During this time Mr. Williams remained actively interested in the welfare of the Macaroni Journal until his death on March 5, 1951.

National Macaroni Institute

The National Macaroni Institute, a vital part of the National Macaroni Manufacturers Association, was a dream of M. J. Donna, which became a reality in September, 1937.

Its purpose was to give favorable publicity and emphasis to the macaroni products, and was financed originally on a "pass-the-hat" basis. An emblem of the Energy Trio was adopted and was used by many members on envelopes, letterheads, invoices, etc.

In its efforts to publicize its products, the National Macaroni Institute promoted National Macaroni Week, National Spaghetti Week, National Macaroni-Spaghetti-Egg Noodle Week, Lenten Spring, Summer and Fall Weeks as far as its limited finances would allow.

World War II

For thirteen years the Institute carried out its program of product promotion under the guidance of M. J. Donna until late in 1948. In that post war year about a quarter of the industry's production was going overseas in the form of export sales to southern European countries whose facilities for manufacturing macaroni products had been bombed out during World War II. The Marshall Plan which became effective on July 1 of that year pulled the rug out completely from the export business. The plan was to provide Europe with the means to become self sufficient and reduce unemployment so money was given to them to purchase equipment and wheat.

The macaroni industry then was faced with the immediate problem of picking up the slack of twenty five percent of its productive capacity. Robert M. Green who had been working with the industrial consultant Glenn G. Hoskins applied to the National Macaroni Manufacturers Association to coordinate the product promotional work with the establishment of the National Macaroni Institute as a corporate entity.

He was hired in October of 1948 and given as his first assignment the task of visiting each and every macaroni manufacturer in the United States with the objective of selling them on the support of a product promotional program to be financed by a cent per cwt. of raw material converted into finished goods.

He completed this task before the Winter Meeting was held in January in Miami Beach. The National Macaroni Institute was incorporated and hired as its public relations counsel Theodore R. Sills & Associates.

The Sills people have been on the account since February 1949 and have done an exceptional job in serving the macaroni industry and developing related item support. Without a doubt the Sills acceptance by the food editors of the United States is unsurpassed. The Sills organization was both enthusiastic and efficient in sending out favorable publicity for the macaroni industry and its products.

The Program Grows

Over the years the program has expanded from the original thirty thousand dollars that was raised to more than one hundred thousand with an enlargement of the number of recipes sent to all types of media plus an increasing use of color transparencies, and the development of special projects such as the distribution of movies to schools and television public service showings, film strips, recipe materials, the hotel-restaurant-institutions program, cooperative efforts with the American Dairy Association, The National Beef Council, The American Lamb Council, and similar groups.

Presently some sixty five of the ninety macaroni firms that belong to the Association also belong and support

the work of the National Macaroni Institute. Some feel because the product promotional work has grown in importance that this is an activity that all should support. Recently there have been discussions as how best to combine the financing of the organizations in order to strengthen the operations of both.

Growing Complexities

The problem has become more complex as the macaroni business has increased in complexity in recent years. Some years ago a macaroni manufacturer could be easily identified as one who produced dry macaroni products. Today he may use those products as an ingredient in frozen dinners, in combination dinners, in canned products, and he might also can sauces and sell dehydrated soup mixes. Further, while some sixty eight percent of industry production is sold in package form through grocery channels, the remaining thirty two percent that goes to institutions and industrial users represents substantial volume.

Study Committee

A committee to consider the feasibility of joint financing of the National Macaroni Manufacturers Association and the National Macaroni Institute was appointed by President Vincent F. La Rosa. Chairman is Albert Ravarino who also chairs the National Macaroni Institute committee. The immediate past president Peter J. Viviano is also co-chairman of the Institute committee and a member of the finance committee. Other committee members include Lloyd E. Skinner, H. Edward Toner,

Allen Katskee, Stanley Wilde, and Paul Vermeylen. Their committee is to have a report for the annual meeting to be held at the Broadmoor Hotel in Colorado Springs June 13-17, for membership consideration.

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

Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.

Second-class postage paid at Appleton, Wisconsin.

Subscription rates

Domestic\$6.00 per year
Foreign\$7.50 per year
Single Copies\$1.00 each

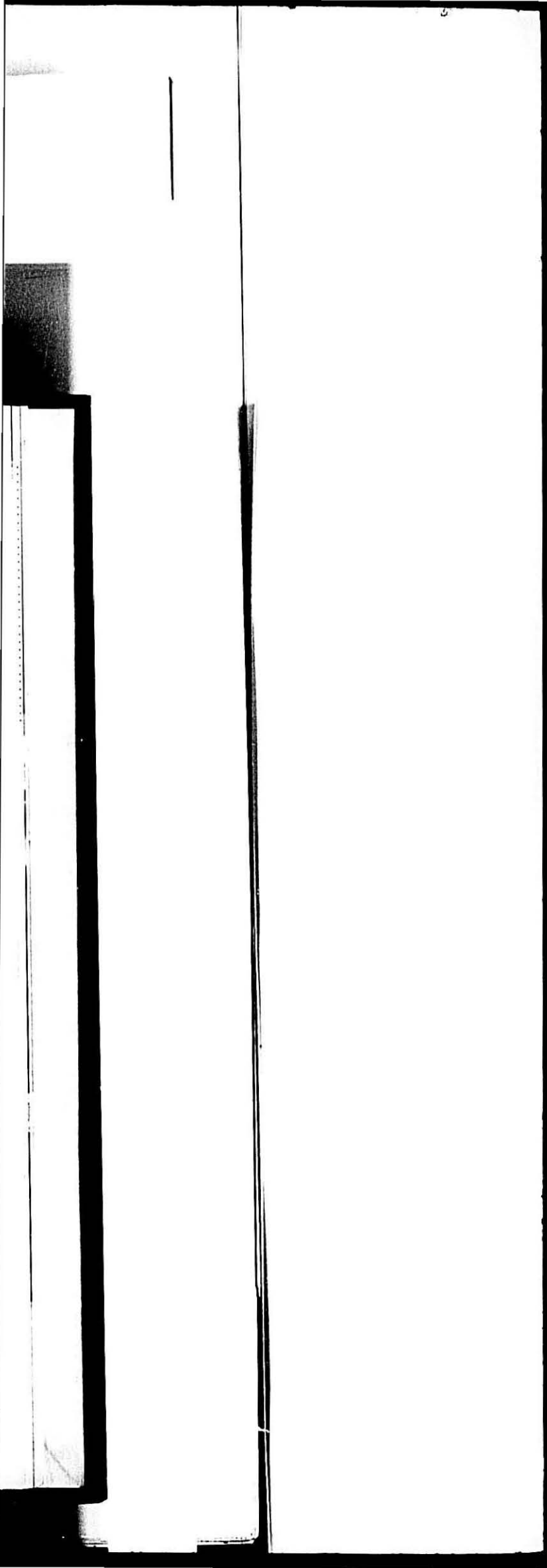
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NO ONE OF US
IS AS SMART
AS ALL OF US

AND ALL OF US
ARE EVEN
SMARTER

WHEN WE USE
EACH OTHER'S
TALENTS!



MANAGEMENT BY OBJECTIVE

by John R. Sauer
President, Success Associates International

A SHORT time ago, our organization was asked to evaluate the management procedures of an electronic brokerage firm and to pinpoint, if possible, the reasons why things weren't going well. Only five weeks before the company had introduced a dynamic new system designed to reduce delayed supplies and increase inventory flow through centralized distribution. Yet, oddly enough, the new procedure was proving less efficient than the old one—a "hand carry" method where different electronic components had to be ordered separately from eight individual sections.

The consultants interviewed the section heads, and gained a fresh insight into the difficulty. Here is their answer to the general manager: "Your organization is on the right track, striving for efficiency through forming company goals. Your error, however, lies in failing to see that there is a difference between executive goal setting and employee goal setting!"

You see, installing the most streamlined office system in existence is not nearly as important as motivating the people that use it. In fact, if the work force isn't sparked by enthusiasm to use the new technique, it will fall in spite of its potential. The greatest inventory a business has is human beings. To be successful, the company must learn to work within the special abilities of their people.

When the brokerage firm changed over to the new procedure, they introduced the goal of greater efficiency to their department heads this way: "Let's all pitch in and make the new system work!" It failed for a very basic reason: Employees meet goals only when those aims taken on personal meaning. The staff had no part in establishing the new objective; it was the boss's idea. Therefore, they did not feel obligated to work hard to make it a success. In their minds, the system was obliged to make itself work. Participation means involvement. When a person gets involved by contributing his own ideas and energies to a group goal, his enthusiasm to give his best runs deep.

Management by objective can be a powerful strategy for getting things done. For it to work, however, the ideas and feeling of the staff must be wrapped up in the goal. The manager who is determined to spark plug his team to a new level of work energy can't go wrong if he follows these five great tactics:

1. **Make each member of your team a shareholder in goal setting.** It is a company's responsibility to determine standards for efficiency and sales. It is the task of the individual departments to establish goals for attaining those standards. The smart manager will have a conference with his people before initiating new changes. Inspire each member to give his best efforts to the team. People respond positively when they get the whole story and are asked to contribute their ideas. Don't fight the battle alone; employ the thinking of the staff.

2. **Charge the group's desires by personalizing the goal.** What's in it for them? We all need personal incentive to charge up our energies; so show your people that winning the goal will mean they can increase their earnings, or earn a promotion or become experts at their jobs or gain recognition from the company. There are endless number of ways to bring team goals down to an individual level. Find the one that will activate your team.

3. **Tap the creative potential of the staff.** When people participate in establishing objectives, they constantly come up with ideas to expediate work. Don't let this happen merely by accident; cultivate it! If you foresee particular difficulties ahead, pose these problems to the group during the goal setting conference. Since they'll be trying to discover ways to make their own jobs easier, you can be assured they will come up with some challenging solutions.

4. **Relate the team goal to individual jobs.** Don't assume that every person knows exactly how he fits into the picture or what he is expected to contribute to the group effort. Avoid confusion. Take a few minutes to discuss



John R. Sauer

each person's function in the project. When everyone knows his job, all pull together in the harness.

5. **Visualize the overall picture.** The team is not an island floating in the middle of a giant corporate sea. It is a part of an international operation. Your staff's goals play an integral part in achieving a larger company aim. Illustrate the big picture so everyone proceeds in the right direction.

This technique can be both dynamic and practical for the executive whose success depends on getting others to work at their full capacity. Management by objective is a powerfully effective way of drawing positive results from people. It's the pathway to building a team of winners!

Zero In On Safety

For over fifty years, the National Safety Council has devoted its efforts to promoting methods and procedures leading to increased safety and protection in all areas of human endeavor. This year the National Safety Council has intensified those efforts by mounting a broad-based action campaign aimed at not only reversing an upward trend in injury rates, but closing in on the ultimate goal: a zero injury record.

The program is called "Zero In" and that is precisely its aim: to zero-in on all aspects of safety, give you the progress in handling safety problems, and find better approaches to resolving those problems.

Why?

Why such a program? The answer is depressingly simple: For the past several years there has been little or no improvement in occupational accident rates, in spite of continuous efforts on the part of many groups to combat this costly and menacing problem. Again, one can ask why, and the answer here

(Continued on page 64)

ADM Milling Co.

Food for Thought

by G. R. Heckman, Jr., Traffic Manager
Hershey Foods Corporation

SINCE our last meeting freight rates have continued to increase and I am sure most of you are aware of this fact. As a brief recap the railroads obtained 6% to 8% rate increase November 1970. There were selective rate increases in certain motor carrier territories in August and September and all major motor carriers took a general increase from about 8% on LTL shipments and 3% to 4% on truckload shipments effective January 1, 1971. This upward trend is going to remain with us through the term of the present teamsters contract which expires April 1973. We can look for increases every six months to the end of the present contract. In our opinion LTL freight rates will increase about 25% and truckload rates should increase about 12% to 15%, under the present teamster contract. There is no relief in sight unless there are government regulations placed on wages and prices and, at the moment, this appears to be doubtful.

Small Shipments

The small shipments (under 1,000 lbs.) are continuing to bear the brunt of the motor carrier rate increases. Those of us selling small shipments should maintain a continual evaluation of the profitability of those shipments in relationship to cost. If you recall, I gave you a guideline in July of 10%—freight charges to invoice value. The rate increases January 1 will definitely place freight charges on some small shipments in excess of 10% of the invoice value.

Check Distribution Costs

In the evaluation of your distribution costs I would like to briefly restate earlier recommendation for your consideration.

1. Make every attempt to increase your minimum order requirement to at least 500 lbs. with an established program to increase the minimum order to 1,000 lbs.
2. Develop new distribution programs, i.e.
 - a. Pool Truck Distribution
 - b. Independent motor carriers to handle your truckload and less truckload traffic.
 - c. Shipper Associations or Co-operativesShippers Conference of Greater New York recently published a book showing these groups

throughout the U.S. Cost is \$4.50 and is very worthwhile.

- d. Split deliveries or stop-off shipments.
- e. Co-load with shippers in your area.

You may have ideas of your own—analyze them thoroughly—test them in certain markets, broaden them to your entire area when they are successful. I cannot stress the need for strong, constant vigilance in this area of controlling freight costs. Remember, this is your largest single expense besides material and labor.

Nuisance Charges

In addition to increases in freight rates, the motor carriers in particular are looking at other means to secure additional revenue. We call the subjects "nuisance charges." They include such items as—

1. Request for Proof of Delivery—This usually occurs when customers say they didn't receive the shipment and is requested mainly on drop-shipment accounts. Carriers are charging between \$1 and \$2.
2. Truck Detention—This is taking excessive time to unload shipments. Detention is determined from time the truck arrives until it departs your premises. The cost beyond the free time is about \$2.50 for every 15 minutes.
3. Requirements that carrier must call prior to delivery. Many customers request this, particularly on truckloads. We believe this is an advantage to the carrier rather than a need for a charge. Charges range from \$1 to \$5.
4. Inside Delivery—This normally occurs when a customer wishes a shipment to be placed at a location beyond their unloading facilities. An example of the cost is \$.65 per cwt. subject to a minimum charge of \$5.25.
5. Residential Deliveries—These are normal deliveries to homes or where business is operated in homes where there is not the normal walk-in trade. This cost varies according to size of shipment from \$6 to \$80.

There are charges in the tariffs for these services and they add to your total transportation bill if you pay them. Your terms of sale should be clearly stated in relation to your company pol-

icy as to whether you will absorb these costs. You may decide to pay these costs but I caution you to weigh the cost in relationship to the order profitability.

Another matter the motor carriers are looking at is truckload rates. Strong attempts are being made to increase not only rates, but the truckload weight levels as well. Carriers want to discontinue any minimum weights under 30,000 lbs. In many motor carrier bureaus they are taking the present rate applicable on 24,000 lbs and 30,000 lbs. allowing those rates to remain in effect, but increasing the minimum weight to 30,000 lbs. and 38,000 lbs. You should carefully watch for these changes and take whatever action your particular company feels is necessary.

Thanks for Cooperation

I want to thank the Association, and each member who submitted information, for their assistance and cooperation in our project with the National Motor Freight Classification Board. Our consolidated statement of shipping characteristics for Pasta was well received by the Board. After discussing the matter thoroughly with them, we discovered their primary interest was in the area of Pasta dinners. They are satisfied with the Pasta products per se but are taking a long look at dinners, prepared and unprepared. Their main concern is the density of the product shipped, the size of the shipping cartons, and the "dinner ingredients" used in connection with Pasta. These are primarily freeze-dried packets and other ingredients such as cheese, meat, etc. If the Board had told us their area of concern from the beginning, this project could have been completed at a much earlier date with a minimum requirement of time by the membership. There are only a few companies manufacturing these dinners and they will have to be very alert for any possible changes the National Motor Freight Classification Board may contemplate in the near future.

Thanks again for giving me the opportunity to present some views to you concerning current trends in Transportation Prices and Services. The Transportation Committee of the Association is just getting off the ground and the Committee hopes to be a constructive force within the Association in years to come.

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SEMCO is a leading manufacturer of bulk flour systems with considerable experience in the macaroni industry.

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EXTRUDERS AND DRYERS

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PNEUMATIC CONVEYING SYSTEMS

A Consumer Speaks Up

IT'S about time we homemakers told all the critics what we think is right about grocery shopping!

That's the opinion of a Chicago consumer affairs specialist who says she's "sick and tired" of all the criticism of grocers, supermarkets and food manufacturers "who have given us a food distribution system with a truly remarkable array of products to choose from."

Marjorie Hoobler

This specialist's name is Marjorie Hoobler. She is one of the founders of The Willow Hill Group, a public opinion counseling organization in Evanston, Ill., that works with business, government and community groups.

"But I'm also a woman and a homemaker," she says, "and I've been both a lot longer than I've been engaged in my present work—long enough to have shopped in supermarkets and corner groceries in many cities in the U.S."

"When I read what some consumer protectionists and budget counselors tell homemakers to do to save food money, I wonder what century they're living in! With few exceptions, they advise against the use of convenience foods. Save money by preparing everything from scratch, they tell us—completely ignoring the fact that almost half of the women in America work for a living. And many who aren't employed are active in community affairs."

"To these millions of homemakers," Miss Hoobler says, "time is money." Such active women have neither the time nor the inclination to spend hours in the kitchen every day, preparing meals the way their grandmothers did. They enjoy the freedom provided by modern convenience foods.

"You don't have to be an old-timer to see the differences in today's supermarkets," she says. "Types of products change constantly, thanks to food manufacturers' efforts to keep up with consumer needs. The nature of this change tells a lot about what homemakers want."

"The really big sellers now are frozen dinners, entrees, meat pies and vegetables; instant teas, instant and freeze-dried coffees, prepared icings, and literally hundreds of other ready-to-serve products. If women don't want this convenience, why did the sale of flour—a staple with dozens of uses—drop more than 13 percent from 1967 through 1969?"

The important point, the Willow Hill consultant says, is that grocery stores today offer a selection of food products that meet the needs of everyone. There are ready-to-serve foods, convenience foods that can be used "as is" or altered to taste, and there are all the basic ingredients for "creative cookery" such as preparing gourmet dishes, homemade soups and old family recipes.

"I'm the first to complain when I find something I don't like," Miss Hoobler says. "But a sense of fair play tells me to give praise when it is due. And I don't believe in forcing my personal likes and dislikes on others. That's something many critics seem to forget about."

Fan Letters to Chains?

How many shoppers have sent fan letters to the Jewel Food chain of supermarkets, the first to implement unit pricing in all of its stores? "Unit pricing allows all of us to make ounce-for-ounce price comparisons among different sizes and brands of the same product. It is useful, but it doesn't give any indication of the quality of the food."

What about the Safeway chain? "This organization has for years open-ended foods it processed itself (long before anyone talked about it), and recently urged suppliers to do the same. But when they experimented with an educational program to acquaint customers with dating of perishable foods, some consumer groups called it a 'ploy.' Safeway deserves credit, not criticism for its leadership," she says.

What About Neighbor Store?

Consider the neighborhood markets that have opened in recent years—Convenient Foods, Seven-Eleven stores and all the rest. "Though smaller, these merchants stock a tremendous selection and many of them are open until midnight seven days a week. What more can you ask?"

Don't Underrate Food Manufacturers

Food manufacturers often are underrated, too, Miss Hoobler says. "Producers of tuna and swordfish deserve thanks for their speedy response to reports of possible contamination of their products—without waiting for a government order. Hunt-Wesson is providing a significant homemaker education service by offering free a month's supply of menus designed to fit the family's size and budget. And, after all, it was

Abbott Laboratories, not the federal government, that first reported the research that showed possible ill effects from the use of cyclamates."

Conscientious Food Producers

There are hundreds of other examples of conscientious food producers, she says. "Poor performance and certainly outright dishonesty by the few unscrupulous merchants and manufacturers make it all the more important that we encourage those doing a good job."

"One way to do this is to tell the food industry critics to stop treating homemakers as though we're dummies. We are, after all, smart enough to question the qualifications of a civil engineer to comment on the nutrients and fortification in breakfast cereals. And we're bright enough to wonder about a federal government representative who, only a week later, proposed that cereals be less fortified than they are now. And we certainly have doubts about federal regulations that require the use of the word 'imitation' on labels of products that are actually tastier and more nutritious than the so-called 'real' food—for example, jams that contain more than a specified percentage of berries."

USDA's "Four Basic Food Group"

The one thing most experts do agree on is that Americans at all income levels need more nutrition education. Unfortunately, there isn't agreement on what actually constitutes a nutritionally balanced diet. Even the USDA's much-publicized "four basic food groups" are being blamed for diets that are too high in cholesterol-rich fats.

Critics Want to Help

"If the critics want to do something really constructive," Miss Hoobler asserts, "they should stop carping and start working with physicians, nutritionists, dietitians, government agencies and other groups concerned with nutrition to determine what a healthy diet should consist of. Then let the professional communicators do the job of educating the public."

"It's obvious most food critics don't know much about what we homemakers need and want. So, I think it's about time we spoke up. Tell us what is nutritionally sound but don't tell us not to use the convenience foods we so dearly love!"

One Year After

A food manufacturing industry report on the progress made in meeting the objectives of the 1969 White House Conference on Food, Nutrition and Health has been forwarded to President Richard M. Nixon by George W. Koch, President, Grocery Manufacturers of America, Inc.

One Year After, as the report is titled, notes that more has been done by the food industry, government and other public and private groups to improve the nation's nutritional well-being than has been done in any country in any comparable period of time. However, it also points out that this progress only underlines the magnitude of what is still to be done.

Numerous examples of new highly nutritious food products are cited in the report, such as a cake-like product for use in child feeding programs which, when eaten with milk, provides one-fourth of a child's daily nutritional needs. Tests in the inner-city school feeding programs of Philadelphia showed this product improved a child's attentiveness and ability to learn. The development of a high-protein pasta, soybean analogs, snacks originally designed for the astronauts, and other examples of new food products designed to meet the changing nutritional needs of the population are also mentioned.

Because it is often difficult to overcome existing consumption habits, the report explains, a great deal of industry activity has been channeled into making existing products more nutritious, and a long list of such products is given. It also notes that protein deficiency is a major nutritional problem in the inner-city. One company has responded to this need by adding lysine to its flour and refrigerated dough products marketed in such areas. Another manufacturer, at the recommendations of the U.S. Department of Agriculture, is to market commercially a peanut butter product intended solely for federal child feeding programs. The peanut butter is fortified with milk protein, vitamins and minerals.

Enrichment of Snack Products

The enrichment of snack products is expanding substantially, according to the report. One national manufacturer now enriches its complete line of 230 wheat-based products, and another company is adding soy protein to a potato-like product. The practice of adding vitamins to beverages is widespread, and jams made for children now contain increased vitamin levels.

In the report, the food industry calls for a more realistic approach to the setting of food standards. The GMA report says there is probably no higher priority in the nutrition field in the year ahead than making sure that food standards do not impede, but rather encourage, enrichment and fortification to meet nutritional needs.

The White House Conference

The White House Conference placed heavy emphasis on the importance and need for nutrition information and education. The report outlines industry's response, including a national campaign on food, nutrition and health initiated by the Grocery Manufacturers of America and conducted by the Advertising Council in cooperation with the National Academy of Sciences and the U.S. Departments of Agriculture and Health, Education and Welfare. The report further describes the ongoing Nutrition Awareness campaign, supported by food manufacturers, retailers and the media, which projected millions of messages on nutrition to consumers at point of purchase, on packages and through media.

In addition, the report explains how packages and labels have increasingly been used to impart nutrition information, and how labels are also stating that the detailed nutrient composition of the product is available by writing a company.

One Year After also describes the food industry's efforts to help disadvantaged consumers obtain adequate nutrition. This included support of the Family Assistance Plan and an industry project in five states to stimulate participation of local communities in the federal Food Stamp Program.

Family Circle Plugs Nutrition

Family Circle has announced it is donating \$500,000 worth of space in its pages to promote the Basic 4 Foods program which the Food Council of America has voted to continue into 1971.

A total of 16 full-color, full-page monthly ads, designed to dramatize the importance of food to good health and well-being, will support the nationwide Nutritional Awareness campaign begun by the Food Council in the fall of 1970.

The nutritional program, supported by food retailer and manufacturer associations, will be directed in 1971 by Milan D. Smith, newly elected Food Council chairman, and executive vice president of the National Canners Association. Mr. Smith succeeds Clarence G. Adamy of the National Association of Food Chains.

The Food Council ads to appear in Family Circle are built around the theme, "Guess what's missing for dinner," and will emphasize that the key to good nutrition is in a balanced diet. Each ad, designed like a jig saw puzzle with one piece missing will describe the Basic 4 Foods plan, tell which food group is missing in the ad, and explain why it is important to nutritional well-being.

Publisher Robert Young States

According to Family Circle publisher Robert F. Young, "Many nutritionists feel it isn't enough to distribute pamphlets and stress good food plans in nutrition classes. Consumers would be more directly influenced if food settings comprised of balanced meals were shown through mass media advertising. We feel the new series of Family Circle ads in the Food Council campaign will accomplish this objective and we hope the campaign will make a successful contribution to educating homemakers and the public in general about proper nutrition."

"Family Circle considers this one of the most constructive and meaningful projects it has ever been involved with in its long experience with consumer education and food industry service," Mr. Young concluded.

Award Offered For Nutrition Ads

The Advertising Merit Awards Contest for members of Super Market Institute will include a special award for ads with a nutrition theme this year. The competition is sponsored by Woman's Day magazine.

The award will be for the ad which best supports the Food Council of America Nutritional Awareness campaign, encourages the purchase of nutritious foods or offers the consumer menus or information aimed at providing maximum nutrition. Entries will consist of print ads, direct mail and store promotions.

Prizes include 10 trophies in five ad categories and are presented at the SMI convention.

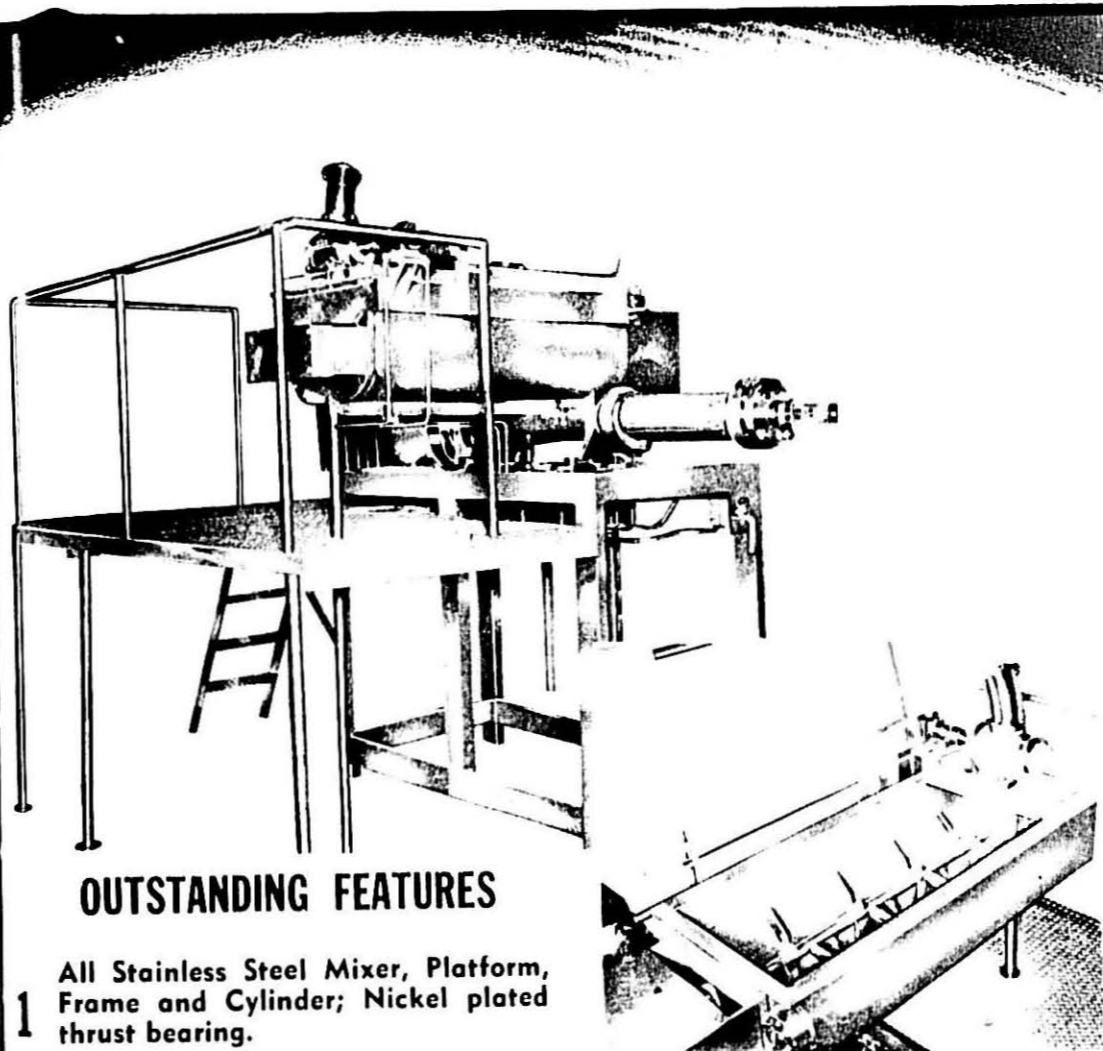
Awards cover newspaper ads (black and white, color, national brand and discounting themes) and advertising on radio, television, direct mail, handbills and outdoor.

This brief conversational exchange comes from Shelby Friedman: "You say your wife tinkers with the bathroom scales to make them weigh lighter?"

"Yes—but it's just wishful tinkering!"

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CLEANING**

**YOU GET
SO MUCH
MORE WITH DEMACO®**



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- 5 Produces 500 to 3,000 lbs. of dough per hour.

For additional information, specifications and quotations contact:

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Aseeco Corp. Goes International

Innovation, perhaps more than any other factor, has made Aseeco a leading supplier of equipment, first to the macaroni industry, and now internationally to the food industry.

Aseeco equipment and systems are now being manufactured under license in four different parts of the world—England, Japan, Australia, Iran.

In addition to specializing in the engineering and equipping of macaroni plants with automated machines, Aseeco specializes in a variety of food processing plants.

Bulk Conveying

Back when hydraulic presses were rapidly being replaced with continuous presses, and dry rooms were being torn down to install continuous dryers, Aseeco innovators saw the need for bulk conveying and storage systems for cut goods and noodles in order to automate macaroni plants.

Years of effort have paid off. Many firsts have been developed by Aseeco.

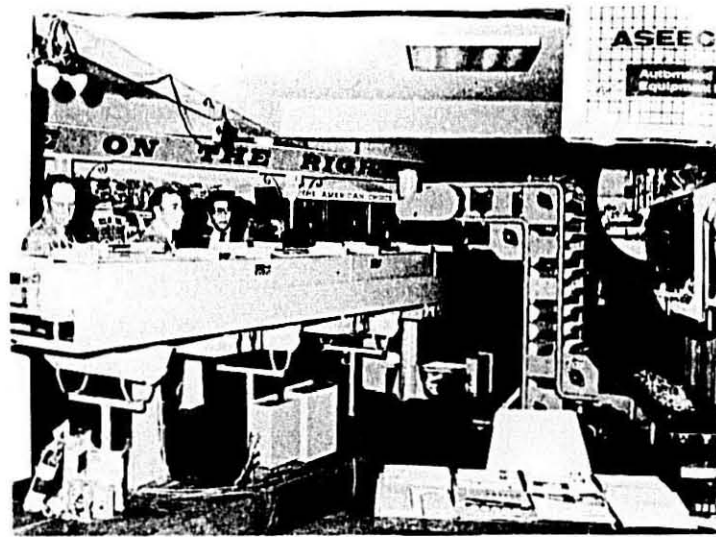
—The Stor-A-Veyor and its newer version, the Accumaveyor, for storing noodles and special items, are familiar items in macaroni plants around the world.

—Aseeco Cut Goods Storage Systems have made the tote bin obsolete.

—Aseeco-Lift Bucket Elevators convey macaroni products between dryers and in and out of automatic storage systems.

Automated Plants

All these practical innovations have contributed to automating the macaroni plant to a point where the modern



Aseeco Corporation at the International Show in Copenhagen, Denmark and Paris, France

macaroni plant today is probably one of the most advanced in automation.

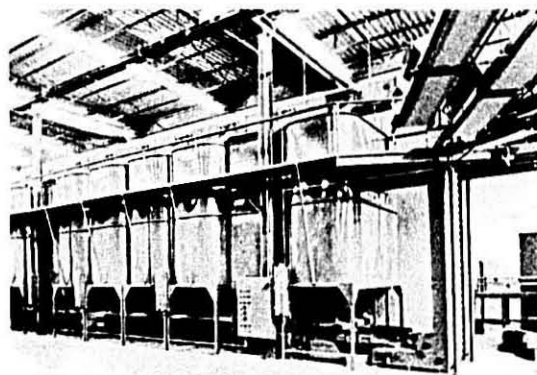
Lower Costs

Evidently the macaroni industry knows that the best way to increase the per capita consumption of macaroni products is to make a better product at a lower cost. Much more remains to be done if the goal of optimum automation is to become a reality. Aseeco shares this goal in every development it offers to the industry.

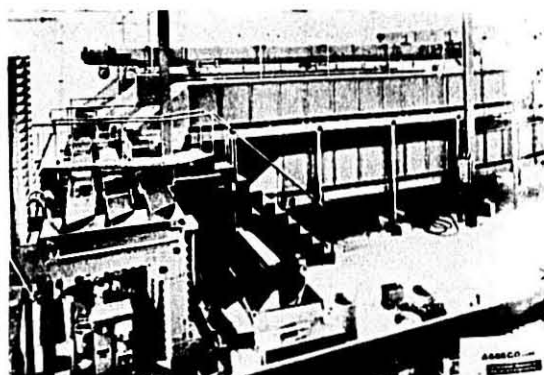
More Milling Capacity

International Multifoods has added 3,000 hundredweights of daily durum flour and semolina capacity to their Lockport, N.Y. plant.

This augments production from their other durum milling units at Port Colborne, Ontario, Baldwinsville, N.Y. and two at St. Paul, Minn. and keeps the company right up there as one of the top suppliers of durum products in the macaroni industry.



An example of the Automatic Cut Goods Storage for the Macaroni Industry.



A typical installation of Accumaveyor Belt Storage for Noodles and Specialty Items where the Accumaveyors are double decked making use of air space for storage.

A SEECO CONVEYING SYSTEMS

ASEECO LIFTS

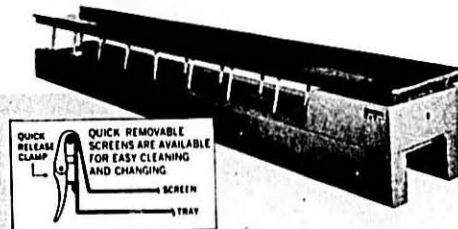
DELRIN ROLLERS

SANI PLAS BUCKET

The Versatile Bucket Elevators with Space Age Design—Sani Plas Buckets (Polypropylene or Lexan)—FDA approved Sanitary Delrin rollers on chain—reduce friction and wear. Pre-lubricated chain bushings where lubrication is not possible. Sectionalized and frame construction permits easy changes in height or horizontal run—allows for ease in cleaning and inspection. Available as standard with conventional frame or sanitary open tubular frame design. Capacities up to 1000 cu. ft./hr. Write for Bulletin AC-10

BELT CONVEYORS

A complete line of sanitary, modern streamlined standardized belt conveyors applicable to most conveying applications. Custom special designs available. Write for Bulletin CG-20



VIBRATING CONVEYORS

Ideal for conveying materials without degradation such as potato chips, cereals, snack foods, etc. Sanitary—self-cleaning troughs—balanced designs, capacities up to 6500 cu. ft./hr. Processing designs available for screening, dewatering, cooling and drying while conveying. Write for Bulletin CVC-20

BULK STORAGE AND MODULAR DISTRIBUTION SYSTEMS

ACCUMAVEYOR

The only Automatic Belt Storage System with first-in and first-out for the storage of non-free-flowing materials such as snack foods, cookies, frozen foods and/or other items prone to bridge.

Capacities up to 70,000 lbs.
Bulletin CAC-20

MODULAR VIBRATOR DISTRIBUTION SYSTEM

A unique system for the simultaneous distribution and delivery of non-free-flowing products from storage to multiple packaging points on demand by the use of a modular vibrator concept. Positive delivery on demand. No starvation possible. No recirculation which causes product degradation. Feed any number of packaging machines at different rates simultaneously.

Any line can be extended to service additional points. No return runs. Compact, self-cleaning. Write for Bulletin CM-10

ELECTRIC PANELS AND CONTROLS

The key to practical automation is in the design of a system using electrical components such as photo controls, sonar devices and solid state relays. Aseeco engineers incorporate proven commercially available components which are standard and do not require extraordinary attention. If you are contemplating a plant expansion, contact Aseeco Corporation for the following integrated services: Plant engineering and layout, electrical and mechanical, supply of equipment, erection and startup. All from one source with one responsibility.

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Agricultural Developments

Net farm income edged lower in 1970. Sharp gains posted earlier in the year were offset in the second half because of a rapid decline in commodity prices and a steady rise in production costs.

In December, the index of prices received by farmers for all commodities was nearly 7 percent below a year earlier, and 8 percent less than at the beginning of the year. Livestock prices, especially hog prices, dropped sharply during the year. Poultry and egg prices averaged well below the levels of the previous year. Dairy products, bolstered by high support prices, averaged slightly above the 1969 level. Crop prices were generally below 1969 levels in the early part of the year, but demand strengthened and prices rose sharply as the harvest was reduced by corn blight and drought.

Government payments to farmers slipped around 3 percent in 1970 from the \$3.8 billion paid out in 1969. This was due mainly to reduced participation in the feed grain program.

Total gross farm income rose about 3 percent in 1970 from \$54.6 billion in the previous year. Higher prices for most production items and larger quantities purchased, however, boosted total farm costs about 5 percent from the record \$38.4 billion outlay in 1969. As a result, net farm income declined slightly to \$16 billion compared with \$16.2 billion in 1969.

Annual income per farm, on the other hand, rose to a record \$5,740, reflecting the continued decline in the number of farms. Earnings of farmers from off-farm jobs also were up from 1969, although opportunities for such employment were more limited.

Crop Production Cut

Mainly in response to modifications in government programs, farmers increased the acreage planted to crops by about 1 million acres in 1970. The biggest increases were for acreage planted to feed grains—up about 3 million acres over 1969. Farmers in each of the district states boosted acreage planted to crops.

Early summer crop prospects pointed to a record harvest. But prospects deteriorated rapidly during the summer months. Dry weather in the Plains states and the spread of blight through the Corn Belt resulted, overall, in about a 3 percent cut in crop production from the 1969 record. Most of the reduction

was accounted for by smaller feed grain output, principally corn.

Corn production dropped more than 10 percent in 1970. Illinois, Indiana, and Iowa—which normally produce over half the corn crop—accounted for about three-fifths of the total reduction in the U. S. corn crop.

Prices of corn rose sharply in the fall as the extent of the blight damage became apparent. By mid-December, average farm prices for corn were a fourth more than a year earlier. While higher prices more than offset the reduced production overall, the effect was uneven. Returns to farmers in many areas of the district were severely curtailed by reduced output, even though prices were higher.

With less corn available, demand for wheat for animal feeding strengthened. Export demand also was relatively favorable. Coupled with slightly smaller wheat supplies, increased demand caused wheat prices to advance during the year.

Soybean producers harvested a 1.1 billion bushel crop in 1970—up about 1 percent from 1969. The increase resulted mainly from larger planted acreage rather than greater yields. In Illinois, the leading soybean producing state, yields dipped about 2 bushels per acre—more than offsetting slightly expanded acreage. In Iowa and Indiana, yields were about the same as the year before, but larger acreage resulted in 2 percent larger production.

Soybean usage expanded during 1970 and prices rose. In mid-December, soybean prices at farm level were about \$2.77 per bushel—around 50 cents per bushel higher than in 1969, and the highest for that time of year since 1966.

Meat Production Expanded

Livestock producers closed the year with returns falling and losses mounting. This situation had a widespread impact on the Seventh District, especially in the Corn Belt states where a relatively large portion of the income is derived from cattle and hog sales.

Pork producers suffered the greatest setbacks, especially in the second half. Total 1970 pork production was only slightly larger than in 1969, but all of the increase was in the second half, and most of that in the closing months. Monthly slaughter, July through December, averaged about 10 percent larger than in 1969. By contrast, the

first half had shown a 6 percent reduction from a year earlier. Weekly slaughter reached 20-year highs during the late fall, and average hog prices dropped to the lowest level since 1965—more than \$9 per hundredweight below the midyear level. Rising feed costs brought net returns even lower. Prices of hogs during the first half averaged around \$25 per hundredweight—more than \$2 above 1969.

Cattle feeders experienced a similar pattern of price movements, although to a considerably smaller degree. The margin of beef supplies over the previous year was relatively stable throughout 1970—averaging about 2 percent higher than in 1969. Prices for beef held close to year-earlier levels, but continued to drift lower throughout the entire year.

Livestock and Crop Prospects

Most of the recent trends in production and prices of agricultural commodities probably will be extended well into 1971. More uncertainty than usual, however, prevails for the new year as a whole.

Consumer demand will be influenced largely by the degree of rebound in the general economy. Export prospects are clouded by moves toward more restrictive trade policies. Production and price prospects depend heavily on the effect of the 1970 corn blight on planting decisions and on the extent of the blight in 1971.

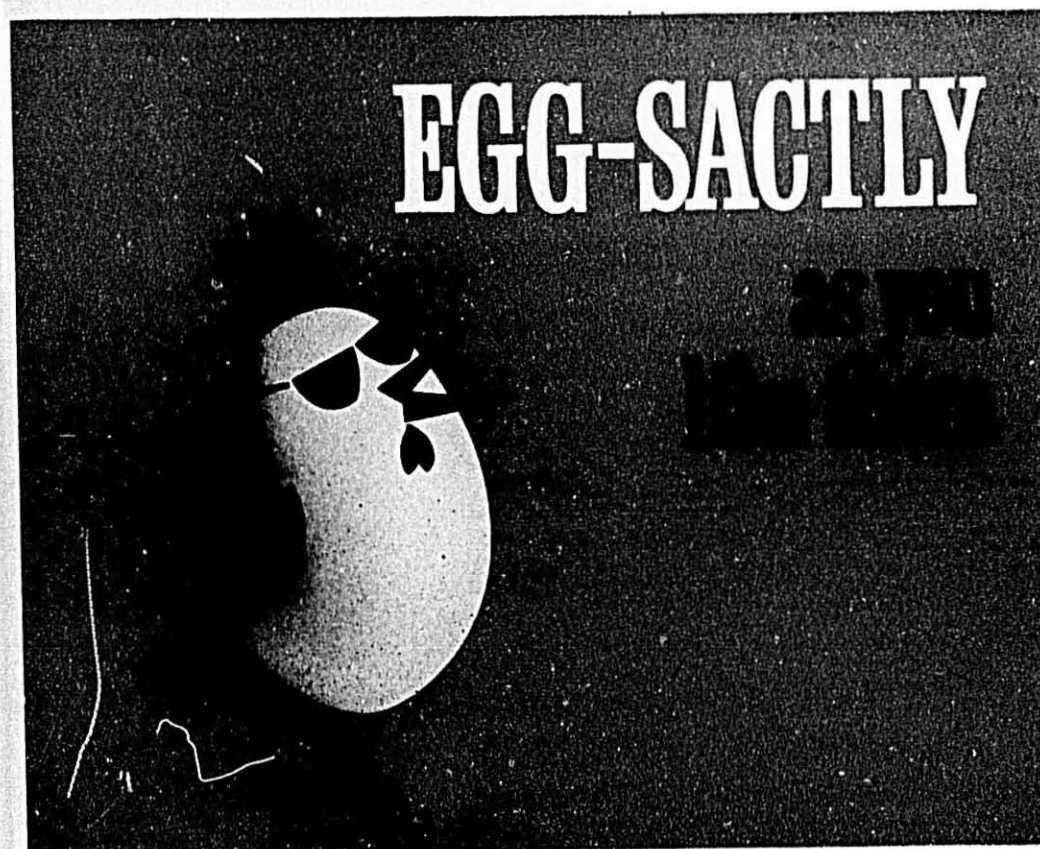
Livestock production is likely to be curtailed by the less favorable relationships between livestock and feed costs. Total meat supplies are apt to remain above the 1970 record level because of the time required for farmers to cut back their operations.

Although hog production will continue large through the first half of 1971, the second half may see a substantial cutback. Sow slaughter was well above year earlier levels during the last months of 1970, indicating that curtailment of production was already underway. Reduced slaughter and higher prices may occur in 1971, especially late in the year.

Beef production probably will be maintained near the 1970 level. Marketings of fed cattle probably will be larger in the first half of 1971 than in 1970, reflecting larger numbers now on feed. Second half beef output will depend largely on the number of cattle placed

(Continued on page 18)

THE MACARONI JOURNAL



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APRIL, 1971

17

Agricultural Developments— (Continued from page 16)

on feed in the first half of 1971. But a larger feeder cattle supply and ample feedlot capacity suggests a further rise in marketings throughout 1971. High feed costs, which could reduce feeding activity, may be reflected in reduced slaughter weights.

Cow slaughter is likely to continue to decline as beef cow herds are expanded and dairy herds are culled less rigorously. Coupled with reduced calf slaughter, this could hold beef production close to the 1970 level. Prices probably will recover from current levels, but are likely to average under highs of 1970.

Milk production should hold close to the 1970 level as increases in output per cow about offset the trend to fewer cows. Prices farmers receive for milk will average close to 1970 levels, assuming no change in federal support of dairy prices.

Grain Outlook

Many observers of the grain markets expect the strong demand and price situation that prevailed this past year to continue through 1971. Perhaps there are reasons for a more cautious outlook. Demand may weaken while supplies expand.

In the past year, demand for feed grains and soybean protein meal was stimulated by favorable livestock-feed price ratios, and by substantial increases in livestock numbers both in the United States and abroad. The current situation is markedly different; livestock prices have declined sharply while feed prices are higher, making such rations considerably less favorable. In the past, unfavorable ratios have resulted in less demand for feed than livestock numbers alone would indicate. At higher prices, less feed is used per animal.

Grain producers rely heavily on foreign markets. Exports expanded sharply in 1970, but current higher price levels may dampen foreign demand in the months ahead.

Production of grains in 1971 is likely to have a greater impact on prices than usual because surplus stocks of most major grains have been reduced. For the first time in years, an across-the-board decline in carryover stocks is anticipated for feed grains, wheat, and soybeans. Both high prices and the 1971 government programs will encourage sizable expansion in crop acreage.

The "set-aside" provision of the government's new farm program will increase farmers' ability to expand corn

and other feed grain acreage in 1971. Recently announced guidelines for program participation could markedly curtail the number of idle acres. Around 16.5 million acres are tentatively expected to be diverted ("set-aside") from corn and sorghum production in 1971, compared with the 37.5 million feed grain acres diverted under the 1970 program.

Farmers have demonstrated their ability to expand crop acreage rapidly. In 1967, high grain prices and government encouragement resulted in an 18 million acre expansion in planted acreage. Yields that year approached record levels—boosting total production to a new high. Current—and very tentative—estimates indicate that corn acreage will be increased by about 4 million acres in 1971.

Expansion in crop acreage in 1971 will lead to further advances in farm production expenses. More planting and harvesting equipment, more fertilizer, insecticides, pesticides, and seed probably will be purchased. As a result, credit needs and associated interest expenses are likely to increase.

A large increase in production outlays will again work to offset any gains in cash receipts from the sale of crops and livestock. Some current estimates indicate that government payments to crop farmers will be curtailed by as much as \$500 million—the degree depending upon final program arrangements and level of participation. Thus, the outlook for net income that will be realized by farmers in 1971 is less favorable than it has been in several years.

The Wheat Situation

From USDA Economic
Research Service

A strong export demand this season and heavy use of wheat for feed will result in a sharp cut in wheat stocks this summer.

Exports during the first half of 1970-71 totaled around 375 million bushels, sharply above this period a year earlier. During the second half of the crop year, exports may be as large as in the first half, boosting the total for 1970-71 to 725-750 million bushels, up nearly one-fourth from a year ago.

Wheat feeding has continued heavy and for the year may total nearly 10 percent above that of 1969-70 when approximately 215 million bushels were fed. Approximately 160 million bushels of wheat were fed in July-December of both 1969 and 1970. A very competitive price relationship existed between

wheat and feed grains in both these periods. Despite prospects for continued strength in feed grain prices during January-June, wheat feeding may expand only slightly from the 52 million bushels fed during this period a year ago. A tight "free" supply of wheat could be the major factor limiting volume wheat movement to feed uses.

Stocks Down.

These export and wheat feeding prospects point to a near-record use, exceeding the 1970 crop. Thus, stocks this summer could drop to around 700 million bushels, down from 885 million last July 1. This would be the smallest carryover since July 1968.

Producer prices for the rest of the year will hinge on the relationship between total "free" wheat supplies and the rate of utilization. July-December prices were strong, reflecting the heavy export movement and feed use. With demand continuing strong and "free" supplies at a low level, prices for the rest of the marketing year should remain above year-earlier levels. The preliminary season average price is estimated at about \$1.35 per bushel. At this level, the farm price would be above the loan for the first time since 1967-1968.

Not all classes of wheat are benefiting from the surge in exports. The greatest increase will be in hard red winter exports which could total upwards of 100 million bushels above last year's 334 million. Hard spring exports may show a 10 percent increase over last year's 91 million bushels. Exports of soft red likely will total slightly below last year's 28 million bushels and durum shipments may equal or exceed the 34 million bushels of a year ago. White wheat exports will be off slightly from last year's 119 million bushels, reflecting smaller supplies.

1971 Wheat Program

The following basic provisions are included in the 1971 Wheat Program:

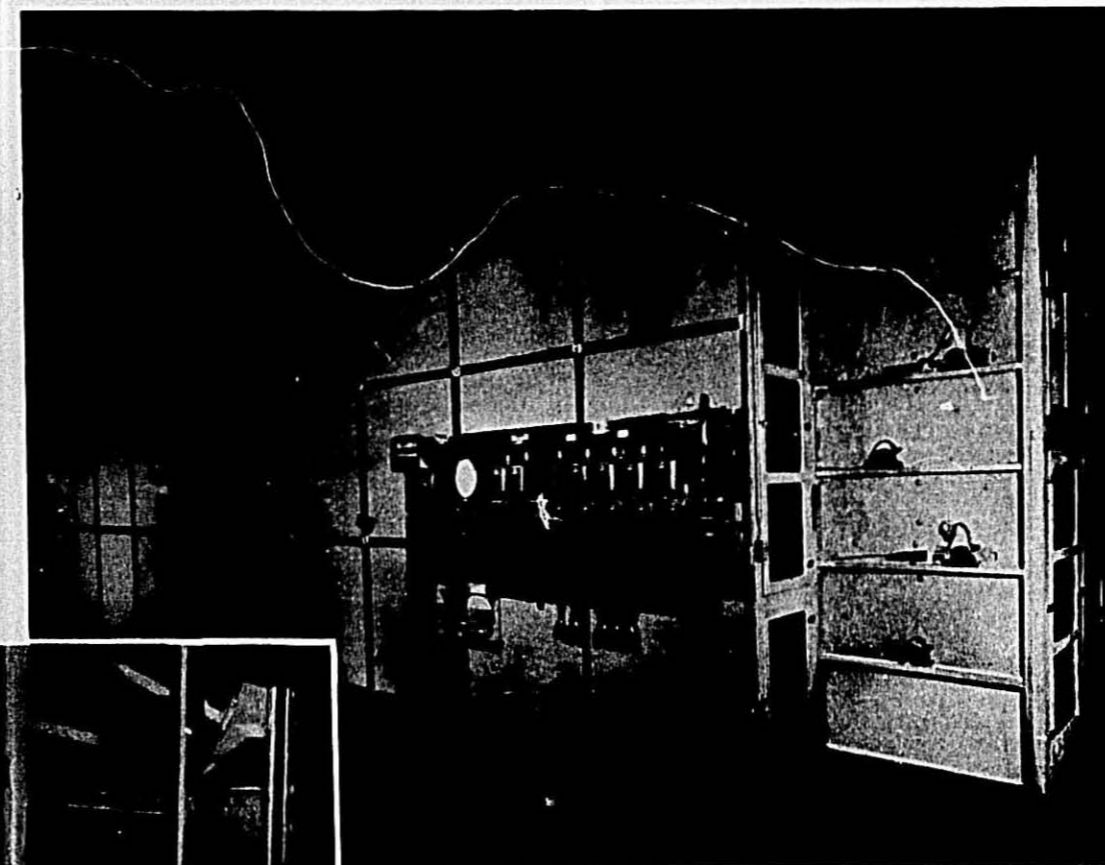
1. The national wheat allotment is changed to a domestic allotment totaling 19.7 million acres. This is the acreage that, on the basis of the estimated national yield, will produce enough wheat for domestic food use. Wheat certificates will be issued to participating farmers in an amount equivalent to estimated domestic food use. In determining the domestic allotment, domestic food use may not be less than 535 million bushels, equivalent to 43% of the total acreage allotment for the 1970 crop.

(Continued on page 20)

Clermont

CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine—in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

large doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages: all are incorporated in the Clermont Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

The only Noodle Dryer that has conveyor screens that interlock with stainless steel side guides. Many other features are incorporated that are solely Clermont's.

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

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Clermont Machine Company

Division of Carlisle Corporation

280 Wallabout Street
Brooklyn, N.Y. 11206, U.S.A.
Telephone (212) 387-7540

1971 Wheat Program—

(Continued from page 18)

2. The domestic allotment is used to determine the acreage to be set aside on each farm and the total of domestic marketing certificates a producer may receive under the wheat program. The domestic allotment does not limit the wheat acreage that may be planted.
3. A producer may qualify for program benefits by setting aside the acreage specified for his farm and maintaining his conserving base. He can then produce any crop that he chooses on the remaining acres except those governed by quotas—peanuts, rice, tobacco, extra-long staple cotton, and sugar when proportionate shares are in effect.
4. The maximum set-aside requirement under the 1971 wheat program will be an acreage between 60 and 75%, but not to exceed 75% of the domestic allotment. The final percentage will be determined and announced prior to signup.
5. Additional diversion of acreage for payment will not be made available in 1971.
6. Producers are no longer required to plant wheat in order to qualify for program benefits. However, those who fail to plant at least 90% of their domestic allotment or an authorized substitute may have their 1972 allotments reduced as much as 20%. If no wheat is planted for 3 consecutive years, the entire allotment can be lost.
7. The face value of domestic certificates will be set at the difference between 100% of parity and the National average market price received by farmers during the first 5 months of the marketing year (beginning on July 1, 1971). In the past the value of the certificates has been the difference between 100% parity and the national average loan rate.
8. Preliminary payments to farmers will be made as soon as practicable after July 1, 1971. These will be equal to 75% of the estimate of the total payments to be made. The balance of the payment, if any, will be made after December 1. If the estimated preliminary payment is found to be too high, no refund by producers will be required.
9. Payments are limited to a maximum of \$55,000 per person. The limitation applies to direct payments only, of which marketing certificate payments constitute the bulk. The limitation does not apply to loans or CCC purchases.

10. The loan level will be \$1.25 per bushel, national average. It was set, as in the past, at a level deemed appropriate considering the world market price of wheat, feed value of wheat in relation to other feed grains, and the price support level for feed grains.
11. The new program includes no excess wheat provision which required producers to store their grain if they overproduce. However, excess wheat stored under prior programs may be released to the extent production in any year is less than 3 times the domestic allotment times the farm yields.

Report from the Crop Quality Council

Vance V. Goodfellow, Executive Vice President of the Crop Quality Council, Minneapolis, reports that durum research and rust control receive major emphasis in the organization's program.

Variety improvement has resulted in the release of Leeds, which now occupies 70% of the North Dakota acreage, and Wells which takes 29%. Both are resistant to prevalent stem rust races. However, the sources of resistance of both is similar, so it is desirable that new durums with different types of resistance be developed soon to diversify the acreage in order to reduce the overall risk now possible with essentially one variety.

Such new durum varieties are in advanced stages of testing and hopefully at least one will be available for release to growers in 1972.

Research Leadership

Leadership for U. S. durum research is centered at North Dakota State University, Fargo. Durum breeding work is directed by Dr. James Quick. Quality test research is done by Dr. David Walsh. The Crop Quality Council follows both aspects closely. Last year it provided travel funds for Dr. Quick to visit the expanded durum breeding program conducted in Mexico by Dr. Norman Borlaug, recent Nobel Peace Prize winner. More than 600 semi-dwarf breeding lines from this program were obtained by the Council and given to Dr. Quick for testing in North Dakota last season.

Other Efforts

Other durum improvements efforts: (1) The Council sponsored Mexican winter seed increase of durum, bread wheat and barley breeding lines from the U. S. and Canada. The effort continues to expand. The 1971 durum portion of the nursery contains more than



Vance C. Goodfellow

3,000 individual rows, several of which may become future varieties.

(2) Selection of intermediate height durums between Leeds and semi-dwarf types will reduce lodging and permit plants to grow tall enough for normal harvesting under drought conditions.

(3) Developing durum resistant to the cereal leaf beetle, a serious insect pest, especially to spring seeded grain.

Rust Nurseries

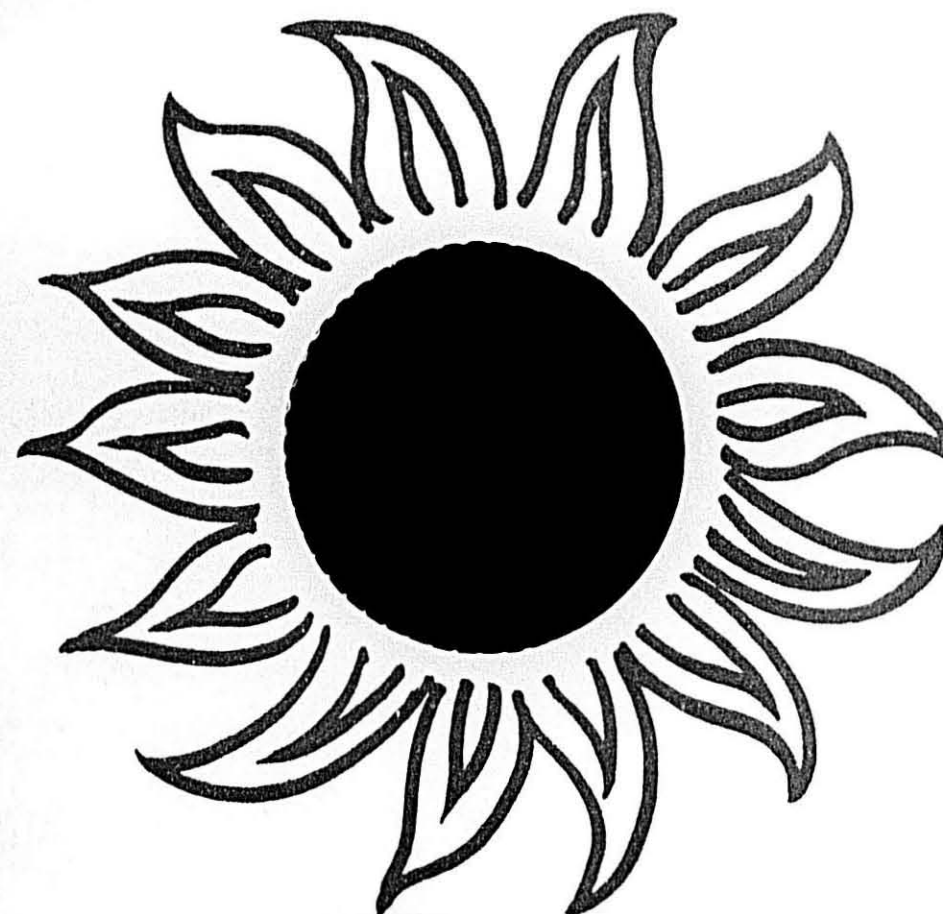
(4) Puerto Rico rust nurseries aid screening of advanced durum lines to potentially dangerous stem rust races during the winter. Plantings are infected with new stem rust races identified from annual rust surveys throughout the U. S. These tests prevent the spread to North American mainlands. Currently about 300 durums are being tested for susceptibility to four different stem rust races at four locations in Puerto Rico. The work is coordinated from the U. S. Department of Agriculture experiment station at Mayaguez in western Puerto Rico.

Crop Information

(5) Additional Council efforts are directed toward producing timely information on crop development and production potentials each year. Its Crop Production Conference in November, 1970 attracted more than 250 persons (an increase of 40%) representing a wide range of agricultural interests.

(6) The Council continues to work with state and federal bodies for funding of research to maintain a strong agricultural production program. In 1970 more than a million dollars was restored by Congress for research and pest control programs which had been cut earlier.

(7) Bids for a \$550,000 National Cereal Rust Laboratory are expected to be advertised soon. Funds for this project were obtained by the Council several years ago.



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Planting Intentions

For durum, seeding intentions for 1971 point to an area of 2,507,000 acres, up 20% from the 1970 total of 2,091,000, but less than the 3,397,000 planted for 1969 and the recent peak of 3,679,000 on the 1968 crop.

Adding the projected durum and other spring areas to the seedings last fall of 38,116,000 acres of winter wheat results in a projected 1971 all wheat plantings of 51,151,000 acres. That is up only 3% from the seedings of 49,558,000 acres for the 1970 crop and compares with 54,279,000 planted for the 1969 crop. The recent high in all wheat plantings was 67,796,000 acres for the 1967 crop.

Winter wheat was planted last fall before farmers had any knowledge of the acreage or price support program that would be in effect for 1971. As a result, seedings were down about 1% from the 38,407,000 acres for the 1970 crop and also were well below winter wheat plantings of 43,094,000 for 1969.

Record Durum Grind in 1970

Production of straight semolina and durum flour in the 1970 calendar year increased 10% over 1969, according to the Bureau of the Census. Straight semolina production in 1970 totaled 14,813,000 cwts, compared with 13,479,000 in the preceding year, an increase of 1,334,000. The 1970 total compares with 12,749,000 in 1968 and 12,534,000 in 1967. It was 12,441,000 in 1966.

Durum wheat grind in 1970 amounted to 32,052,000 bus, compared with 29,762,000 in 1969, an increase of 2,290,000, or 8%. It compares with 28,368,000 in 1968.

Straight semolina and durum flour production for a series of calendar years follows, in cwts:

1970	14,813,000
1969	13,479,000
1968	12,749,000
1967	12,534,000
1966	12,441,000

Production of straight semolina and durum flour in the first six months of the 1970-71 crop year, or July-December, aggregated 7,312,000 cwts, compared with 7,071,000 in the same six months of 1969, an increase of 241,000, or 3%. Durum grind in the six months was 15,876,000 bus, against 15,496,000 in July-December, 1969, an increase of 380,000, or 2%.

Straight semolina and durum flour production in December alone was 1,216,000 cwts, compared with 1,139,000 in the same month of the preceding

Commodity Credit Corp. Stocks of Durum

	Hard Amber	Amber	Durum	Total
Minnesota	975,535	189,241	169,240	1,334,016
Montana	258,484	15,241	8,364	282,089
South Dakota	231,737	80,211	79,370	391,879
North Dakota	2,583,423	708,821	529,509	3,821,753
Total	4,049,179	993,514	786,483	5,829,737

year, an increase of 77,000, or 7%. It also was up 59,000 cwts, or 5%, from 1,157,000 in November. Durum grind in December was 2,610,000 bus against 2,495,000 in the same month in 1969, an increase of 115,000, or 5%. It also was up 119,000 bus, or 5%, from the 2,491,000 in November.

Production of durum wheat products and durum wheat grind by months in the 1970 calendar year, with comparisons, follow:

	Straight Durum Semol. (1,000 cwts)	Grind (1,000 bus)	Straight Durum Semol. (1,000 cwts)	Grind (1,000 bus)
Jan.	1,357	2,998	1,143	2,556
Feb.	1,303	2,935	1,196	2,679
Mar.	1,413	2,885	1,231	2,739
Apr.	1,186	2,525	949	1,112
May	1,156	2,497	976	1,162
June	1,086	2,336	913	2,018
July	1,056	2,326	994	2,186
Aug.	1,400	3,059	1,990	2,660
Sept.	1,314	2,839	1,239	2,665
Oct.	1,169	2,551	1,367	2,992
Nov.	1,157	2,491	1,142	2,498
Dec.	1,216	2,610	1,139	2,485

International Multifoods

President Reports Gains

International Multifoods Corp. released information on sales and profit contribution by operating areas. President William G. Phillips, addressing a Minneapolis security analysts group, revealed that the firm's U.S. operations represent roughly 70% of total sales and about 60% of operating profit contribution, while operations in Canada, Venezuela, Ecuador and Mexico account for about 30% of sales and 40% of operating profit contribution. Operation of Robin Hood Multifoods Limited, the Canadian subsidiary, accounts for 20 to 25% of sales and 20 to 30% of profit. U.S. agricultural products account for 15 to 20% of sales and 15 to 25% of profit. International operations, exclusive of Canada, while accounting for only from 5 to 10% of sales, account for 10 to 20% of profit. U.S. consumer products, including Robin Hood flour and mixes, Kretschmer Wheat Germ,

Cash Price for Durum

On-track prices established at the close of the market, Minneapolis—from Wheat Situation, USDA.

	1969	1970
July	\$1.83	\$1.70
August	1.74	1.73
September	1.68	1.83
October	1.66	1.85
November	1.68	1.84
December	1.65	1.83
January		1.65
February		1.64
March		1.65
April		1.66
May		1.66
June		1.69

Durum Plantings

Acres and Bushels in 1,000's
Planted Harvested Production

Year	Acres	Acres	Bushels
1965	2,361	2,296	69,866
1966	2,491	2,423	82,638
1967	2,826	2,754	86,443
1968	3,679	3,570	99,501
1969	3,397	3,330	106,087
1970	2,091	2,018	50,522

Poppin' Good and Buddy Boy popcorn and Millford, Towner and Sherwood Forest wild bird seed, account for from 5 to 10% of sales and a similar range of profit.

Away-From-Home Eating

The U.S. away-from-home eating market, which IM entered just one year ago, now accounts for from 5 to 10% of both sales and profits. IM broke into the area with the acquisitions of King Foods, Inc., Sveden House International

Industrial Foods

and Mister Donut of America. The U.S. Industrial foods division still accounts for the largest share of sales, some 30 to 40% and from 20 to 30% of profit. The division sells flour commercially, as well as a line of bakery mixes. Mr. Phillips told the analysts that IM "will substantially exceed" its sales growth objective of 7% for the fiscal year ending February 28, 1971. He predicted a sales increase of about 10% to approximately \$420 million.

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 96% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safely 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 guarantee 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

DURUM REPORT

From Langdon, North Dakota,
Substation Supervisor Robert Nowatzki

This report is intended as a summary of station activities, and covers the 1970 farming season.

The Langdon Branch Experiment Station continues to serve area farmers as a branch of the North Dakota Agricultural Experiment Station, North Dakota State University, Fargo.

Testing of crop variety performance, disease reaction, and general adaptation is a major part of the station efforts. New variety development and seed increase is also a major part of our function. This year some 12,000 early generation durum selections were evaluated as were a large number of hard red spring wheat and barley selections.

Research of farm production cultural practices is also conducted at this location by ourselves and in cooperation with the staff of the College of Agriculture, North Dakota State University.

New research begun in 1970 at this location includes a durum management study involving a semi-dwarf versus a standard height variety, several weed control studies, soils fertility studies, a study involving the effect of stubble residue on plant diseases, and a start at variety testing of certain perennial flowers for landscaping purposes.

Seasonal Data

The 1970 growing season was one of marked extremes in climatological conditions. Field work on the station began on May 7, however cold wet weather delayed further work until May 18. Spring planting extended into late June.

Cold wet soil conditions at planting followed by hard driving rains coupled with rapidly rising temperatures at plant emergence resulted in undue stress conditions. Hard driving rains from severe thunder storms followed by rapidly rising temperatures continued in isolated instances throughout the area until after plant heading.

These stress conditions weakened crop plants and opened the door to several disease organisms. Helminthosporium sativum, or root and crown rot, were very prevalent in wheat and durum fields this year. The disease was first noticed at emergence showing up as brown discolored tissue just below the soil surface. Later in the growing season the disease again showed up as thin plant stands, dying tillers, and dead "white heads" at maturity. Root and crown rot caused yield reductions

approaching 15 per cent in some instances.

Leaf rust, *Puccinia recondita*, of wheat was another culprit of the 1970 season. This organism caused yield reductions of from five to ten bushels per acre in susceptible wheat varieties such as Manitou, and also resulted in loss of test weight.

Crown rust of oats, *Puccinia coronata*, served to reduce oat test weight and yield considerably. This disease appears first as orange-yellow pustules during the summer stage under warm moist environmental conditions, and later develops into a black stage at crop maturity.

Continuing on into the later part of the growing season, August contained the longest dry period of the summer when we went nearly 20 days with only a trace of rainfall. However, crop maturity was delayed by late spring seeding, and so harvest was not commenced until early September in most instances. Then in September much of the crop remained in the swath through several weeks of cool wet weather causing some sprout damage. Crop driers proved to be a good investment again this year.

Agronomic Data

The data presented here will include only named and released varieties, and will include a three year average when data is available. Agronomic data other than yield is from 1970 only.

All yield trials reported were grown in replicated experiments using the randomized complete block design unless otherwise specified. All data was analyzed statistically by an analysis of variance using the computer center at North Dakota State University.

From the analysis of variance one can isolate error from real performance, and a 1sd (least significant difference) value is obtained. The yield difference of one variety versus another in a particular experiment must exceed the 1sd value in order for the yield difference to be real and accurate.

All variety trials were treated equally

Variety	1970 Yield	3 Year Average	Test Weight	Days To Head	Days To Maturity	Lodging Score	Leaf Rust	Stem Rust
Leeds	59.3	53.5	64.0	63	95	0	0	0
Wells	59.1	57.4	63.3	64	95	0	5%	Tr
Hercules	55.4	62.2	63.0	64	94	0	5%	0
Lakota	53.5		62.0	64	98	1	30%	0
Mindum	36.3	44.8	61.0	67	98	5	35%	50%

1sd, 1970 data—5.5 bu/ac

with a lush 120 pounds per acre -10-40-10 fertilizer so as to allow the plants to develop to their maximum.

A lodging score of from zero to ten was used as a visual rating of plant standability. A reading of zero indicates the plant was standing erect, and a reading of ten indicates the plant was completely lodged.

The relative behavior of any one variety is influenced by the environmental conditions in which it was grown. A knowledge of variety characteristics and the environmental conditions most likely to occur on your farm should be considered when selecting a crop and variety.

Durum

The data from the advanced durum field plot is given in the table that follows. Twelve selections were evaluated in this test, five of which are presented here as named varieties.

Leeds and Wells are the varieties recommended for commercial production in 1971. The relative yields of Leeds and Wells have remained quite constant during recent years of testing at this location with Leeds showing only a slight yield advantage over Wells. Leeds has been performing best when seeded somewhat later on warm soil and at a higher rate of seed per acre. Leeds has a weak seedling and is bothered by root rot at emergence if planted on cold wet soil, or if planted too deep. Wells has a considerably smaller kernel than Leeds.

Hercules, released in 1969 and of Canadian origin, has been tested here during the past four years. During this period of time the variety has shown an average six per cent yield advantage over Leeds. Hercules is of acceptable quality for semolina and is strong strawed with maturity about equal to Leeds. Hercules is known to be somewhat susceptible to certain brown leaf spotting diseases, and farmers are cautioned against this risk if growing this variety. Hercules, like Wells, does not display the weak seeding problem associated with Leeds.

Lakota has been showing susceptibility to leaf diseases also, and should be considered a "risk" variety for this area.

All other varieties and brand designations are not recommended for 1971.

Here is the
semolina
you've wanted
from **AMBER**



by Gene Kuhn
Manager:
AMBER MILLING DIVISION

Yes, the finest of the big durum crop is delivered to our affiliated elevators.

And only the finest durum goes into Amber Venezia No. 1 Semolina and Imperia Durum Granular.

We make Amber for discriminating macaroni manufacturers who put "quality" first and who are being rewarded with a larger and larger share of market.

These macaroni manufacturers tell us the consistent Amber color, uniform quality and granulation improve quality and cut production costs at the same time. Amber's "on time" delivery of every order helps too!

A phone call today will insure the delivery you want for Amber Venezia No. 1 and Imperia Durum Granular.

Be sure . . . specify Amber!



AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION

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

TELEPHONE: (612) 646-9433



Quarterly Durum Report

Production of durum wheat in 1970 was less than half of last year's crop and the smallest since 1961, the Crop Reporting Board of the U.S. Department of Agriculture reported in the Annual Crop Summary. Seeding of the crop was delayed by spring rains and some intended acreage was not seeded, but growers intentionally reduced planted acreage drastically to bring supplies more in line with trade needs. Lower prices for durum last season also prompted growers to cut back. Reduced production was reported in all States except California. Growers harvested 2,018,000 acres, 39% less than in 1969 and 43% less than in 1968. Yield per acre was 25 bushels this season, nearly 7 bushels less than last year. Farmers on January 1 indicated they planned to plant 2.5 million acres to durum wheat in 1971. This would be 20% more than in 1970, but 26% below 1969.

Durum Wheat Exports Drop

Durum wheat exports dropped to 8.2 million bushels during the October-December quarter from 12.9 million bushels the first 3 months of the crop year. During the first half of the 1970-71 season, 21,073,000 bushels had been inspected for export shipment against 21,298,000 bushels the comparable period the previous season. Algeria took 2.8 million bushels during the October-December quarter or about 34% of the total. Belgium, Algeria, Italy and the Netherlands accounted for about 66% of the total amount shipped during Oct.-Dec.

Durum Semolina Exports Large

Durum flour and semolina exports were large and totaled 38,398 cwt. during Oct.-Dec. compared with 15,394 cwt. the previous quarter, and with 14,304 the same quarter last season.

Durum Wheat Stocks

The Crop Reporting Board reported durum wheat stocks in all positions Jan. 1, 1971 totaled 90.2 million bushels, 19% less than a year ago. Farm stocks were down sharply and at 65.4 million bushels were 28% below last year. Off-farm stocks were up 22% from the year before and total 24.8 million bushels. Disappearance during the Oct.-Dec. quarter was indicated at 14.3 million bushels, about 3.7 million less than during the comparable quarter last season. CCC had a total of 6.7 million bushels of durum wheat in its non-committed inventory on Jan. 1, 1971.

Durum Acreage Harvested

	1,000 Acres		Yield per Acre		Production 1,000 Bushels	
	1970	1969	1970	1969	1970	1969
North Dakota	1,752	2,781	25.0	33.0	43,800	91,713
South Dakota	105	234	20.0	21.0	2,100	4,914
Montana	124	230	25.5	30.0	3,162	6,900
Minnesota	27	80	30.0	29.0	810	2,320
California	10	5	65.0	36.0	650	180
United States	2,018	3,330	25.0	31.9	50,522	106,087

Unspoiled North Dakota

North Dakota is being recognized as the "unspoiled state" of the nation. Many people, frustrated by the traffic congestion and smog in the city areas, are looking toward the wide open spaces for an enjoyable summer holiday.

The people of the North Dakota Mill and Elevator of Grand Forks, North Dakota, invite you to route your summer vacation to North Dakota. It will be a revelation.

Superhighways make your driving easy, without pressure. You have time to look at the vast agricultural lands in the eastern part of the state, and the rugged, picturesque Badlands in the west. You'll find the climate ideal for vacationers, with abundant sunshine, warm summer days and cool, comfortable night.

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, soybeans . . . and a field of sunflowers is a delight to behold!

Right in the heart of the famed dur-

um triangle of North America stands the North Dakota Mill and Elevator at Grand Forks, North Dakota. It is adjacent to the Red River of the North, and the Red River Valley is often compared to the famed Valley of the Nile. You'll be interested in stopping at the North Dakota Mill for a guided tour. Although an extensive fire destroyed much of the mill in the summer of 1970, new milling equipment is being installed, including rolls, sifters, purifiers, pneumatic equipment and other necessary machinery, which will make this mill the most modern durum mill in the nation.

You'll find many other points of interest in "unspoiled" North Dakota besides the beautiful agricultural lands. There is the famous International Peace Garden, extending from North Dakota into Canada. There is Garrison Dam in Lewis and Clark country, and Lake Sakakawea, named in honor of the remarkable Indian girl who led their party across the plains.

"Macaroni's Birthplace"

Come and visit the "birthplace" of great macaroni and noodle products—come visit North Dakota, where it's "cleaner and greener."



They know all about durum wheat: This group met in front of the consumer products display at the annual meeting of Farmers Union Grain Terminal Association in St. Paul, Minnesota. The attractive display is sponsored by Amber Mill of Rush City, Minnesota, fine millers. Left to right are John Wright of Edmore, N.D., farmer and president of the U.S. Durum Growers Association; Floyd Stone, manager of the GTA elevator at Langdon, N.D.; Gene Kuhn, manager of Amber Mill; Gerald Tharaldson, manager of the GTA elevator at Milton, N.D.; and Harvey Rice, durum grower near Edmore, N.D.

Peavey Quits Puerto Rico

Peavey Co. ceased its pursuit of a new flour and feed milling venture in Puerto Rico. Main reason given was capital priorities. While the Puerto Rican market offered growth opportunity, the company feels that a higher priority would have to be given to diversification and other expansion, including specifically, completion of the planned flour mill in Tampa, Fla. Property for the mill had previously been acquired with land fill and bulkheading having recently been completed. The decision means giving up tax exemption authorization previously granted by the Puerto Rican government, and also an industrial site in the Catano area which was leased from the government-related development agency. Peavey president, Fritz Corrigan expressed his company's sincere appreciation for the cooperation of the Puerto Rican agencies, firms and individuals who contributed to, and worked on the project.



Robert H. Cromwell

Peavey Co. Durum Sales Manager

edmore of the Institute; John Wright of Edmore, N.D., representing Durum Growers Association, secretary; Frank Jones, Lodgepole, Neb., representing National Farmers Organization, treasurer, and James Ingwerson, Leroy, Kans., National Grange.

Rees, Executive Vice-President

The board named Jerry Rees, executive vice-president of the N.A.W.G., as administrator of the National Wheat Institute. Headquarters have been established at 1030 Fifteenth Street, N.W., Suite 10006, Washington, D.C. 20005.

James Coddington of the Grain Division, Consumer and Marketing Service, has been named advisor to the National Wheat Institute from the Department of Agriculture.

Work With U.S.D.A.

The Institute will work out an agreement with the Department of Agriculture governing its operations and administration of the fund.

The board changed the organization's by-laws to reduce the membership to seven comprising one member from each cooperating organization instead of a 14-man board with two representatives from each organization. The board reiterated its previous ruling that all members administering the fund must be bona fide wheat producers.

A D M Earnings Up

Net earnings of Archer Daniels Midland Co. in both the quarter ending Dec. 31 and in the first half of its 1970-71 fiscal year were sharply ahead of the previous year, according to Lowell W. Andreas, president.

For the October-December quarter, net income from operations amounted to \$3,363,854, equal to \$1.06 a share on the common stock, against \$2,539,055, or 80¢ a share, in the same period of last

year after adjusting for a two-for-one stock split last May. In the three month period which ended September 30, the company's net earnings were equal to \$1.05 a common share.

In the six months ended December 31, 1970, ADM net income from operations totaled \$6,683,849, equal to \$2.11 a share on the common stock. That compares with earnings from operations of \$3,492,250, or \$1.10 a share, in the same period of 1969, after adjustment for the stock split.

Provisions for federal and state income taxes in the first half of the current fiscal year totaled \$7,168,000, against \$3,580,082 in the same period of last year.

ADM has a total of 3,165,253 shares of common stock outstanding.

Controller Named at Skinner's

F. Joseph Meyers has been promoted to Controller of Skinner Macaroni Company, it was announced today by Lloyd E. Skinner, Chairman of the Board and Chief Executive Officer.

Mr. Meyers has been with Skinner six years and had been Chief Accountant and Office Manager. His 25 years experience in the field of management accounting have included responsibilities as Omaha Plant Controller of The Cudahy Company and Office Manager and Chief Accountant of Omar, Inc.

Saving Time in Cleaning Dies

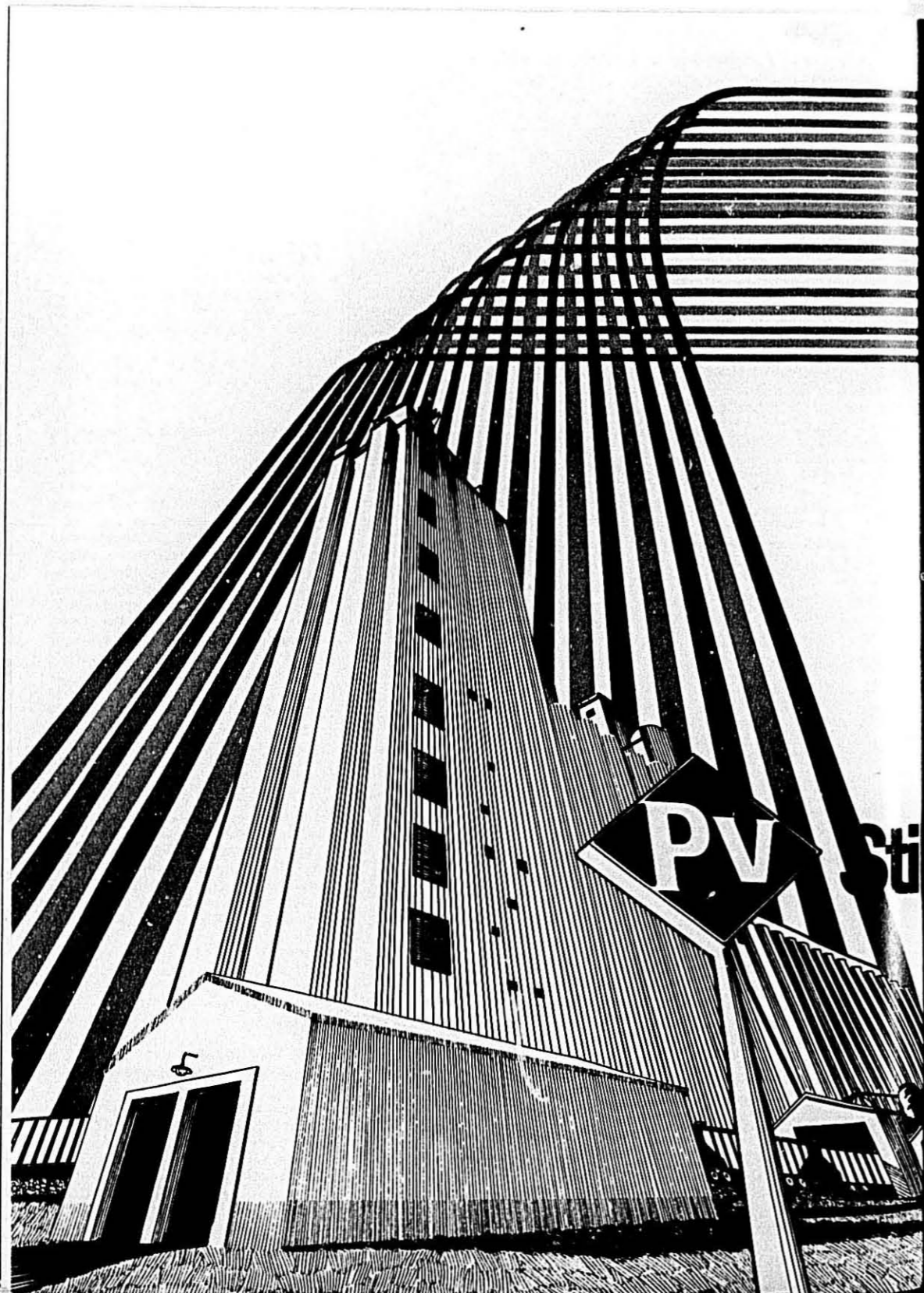
Food Processing magazine reports that Skinner Macaroni Co. has cut cleaning time of macaroni dies 80 percent with a new cleaning solution and high pressure washer.

Skinner puts 36,000,000 pounds of product through their dies annually. They had a tough problem in cleaning dies. Their original method was to soak the dies in a detergent solution for ten hours plus eight hours of manual brushing to clean and prevent corrosion.

Now they are using a heavy-duty, non-corrosive, alkaline cleaner at 0.4 per cent concentration heated to 160-180 degrees Fahrenheit, pumped under air pressure through six blasting tips at 1000 psi for about 3½ hours at 6 to 8 gpm in a die-washer. Dies are then spray rinsed with cold water.

The cleaner contains a combination of wetting agents that remove heat-precipitated protein deposits. Cleaning results are excellent.

Information on the HD circulation cleaner and Hydra-Clean high pressure pump is available from Pennwalt Corp., Dairy & Food Dept., 3 Parkway, Philadelphia, Pa. 19102.



Years ago, we discovered something important about the people making pasta products. You won't settle for anything less than top quality ingredients . . . because you're proud of your pasta. So we've worked hard to give you the finest Semolina and durum flours . . . to keep you proud of your pasta.

We like things that way. That's why we built the Hastings Mill to the same high standards we've set for all our Semolina and durum flour mills.

First off, it's a mill designed specifically for Semolina and durum flour. So you're assured of all the extra cleaning, purifying and filtering processes

that make durum run on a Semolina mill something special . . . processes that mean clear, golden pasta with fine eating characteristics.

In addition, the mill at Hastings is as automated as a mill can be. So you can count on flawless uniformity, as well as quality.

And, placement of this mill at Hastings has rounded out a distribution network that will mean even better, faster and more reliable service than ever before.

It all comes down to this . . . we're glad you put Peavey and your pride in your pasta.

PV Striving to Serve You Better

Peavey announces a new King Midas Semolina and Durum Flour Mill . . .

Now in operation at Hastings, Minnesota.



PEAVEY COMPANY
Flour Mills

Peavey Opens New Durum Mill



Exterior of Peavey Hastings Mill

THE Peavey Company Flour Mills, has announced the opening of its new automated durum mill at Hastings, Minnesota, located a few miles south of the Twin Cities of Minneapolis and St. Paul.

Designed specifically for semolina and durum flour and equipped with the most modern and complete facilities and systems available for cleaning, purifying and filtering, the new mill has a capacity of 5,000 cwt. per day. It is the first new durum mill built in the country in 50 years, providing important increased capacity and quality control to the Peavey durum system, which includes three other mills located at Grand Forks, N.D., Superior, Wisconsin, and Buffalo, N.Y.

"The sharply growing demand for pasta products and the desire of Peavey Company to provide the industry with a constant and ready supply of the finest durum products available were the reasons the company decided more than two years ago to construct the new facility at the historic Hastings site where

the original Gardner Mill was built in 1873," Robert H. Cromwell, Peavey Sales Manager in charge of durum products, said.

"The mill utilizes every known modern milling technique and technological advance," he said, "to assure strict quality control throughout every step in the process beginning with the delivery of the wheat to the mill."

Eleven Stories High

The Hastings facility rises eleven stories in height and is designed for the most efficient possible flow of the product. Pneumatic conveying equipment moves the mill stock smoothly and quickly through the different processing steps. A continuous gravimetric scale system assures production with the highest degree of consistency in Semolina products. A bulk storage facility is located immediately below the milling area. The storage bins have air-slide bottoms to permit gravity loading and eliminate the problems often caused by warm air entering into cars.

Automatic control panels constantly monitor weight and mixing, and bin levels are checked by an ultra-sonic signal system.

Pollution Control

A significant feature of the new Peavey durum mill is the equipment used to combat air and noise pollution. An air wash system, the first to be used in the flour and grain industry, washes and conditions process air. A cyclone dust collector first removes major particles. The air is then sent through a cloth-bag dust filtering unit which is said to be 99.9% effective in removing dust. As a final step, the air is scrubbed in a wet washer, with the water being recycled and used again.

"This triple washing action effectively eliminates the problem of dusty air," said Cromwell.

Started in 1913

It was back in 1913, that the firm began during milling to meet an increasing demand for semolina and durum flour. The move was taken at the site where the new mill now rises when part of the flour mill was converted to durum.

Many of the innovations in durum milling are credited to Peavey Company. Emphasis upon research and quality control has contributed significantly to the firm's leadership in the industry. The company maintains an operative scale model of a commercial macaroni press which enables the laboratory to test the quality of Semolina and durum flour samples by production of spaghetti and noodle products on a small scale.

Headquarters in Minneapolis

Headquartered in Minneapolis, Peavey is located adjacent to the durum-growing areas of Western Minnesota, North and South Dakota and Eastern Montana.

Durum products from Peavey mills are sold to manufacturers throughout the nation. Offices in New York, Chicago and San Francisco provide ready service to manufacturers from coast-to-coast.

"The new Hastings durum mill," according to Cromwell, "will enable Peavey to serve its customers in a rapidly growing segment of the food industry more effectively than ever before."

U.S. Durum Mill Grind was up 10% in 1970 according to U. S. Department of Commerce.

JACOBS-WINSTON LABORATORIES, INC.

156 Chambers Street
New York, N.Y. 10007
Phone: 212-962-6536

It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 51 years in operation concerned itself primarily with macaroni and noodle products.

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

We are happy to say that, after 51 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

James J. Winston

Egg Production

The nation's flock produced 6,153 million eggs in January, up 4 percent from January 1970. Layers on hand during January averaged 332.3 million, up 2 percent from a year earlier.

Egg production increased from a year earlier in all regions. Regional increases were: West North Central, 10 percent; East North Central, 8 percent; Western 6 percent; North Atlantic and South Atlantic, each 2 percent; and South Central, 1 percent.

Layers on hand February 1 totaled 329.5 million, up 2 percent from a year earlier, but 2 percent below January 1, 1971. Increases from a year earlier of 7 percent each in the East North Central, West North Central and Western and 1 percent in the North Atlantic more than offset declines of 4 percent in the South Atlantic and 3 percent in the South Central regions.

Rate of Lay

Rate of lay on February 1 averaged 60.4 eggs per 100 layers, up 2 percent from a month earlier and 4 percent more than a year earlier. The rate was above a year earlier in all regions.

Egg producers on February 1 reported plans to buy 5 percent fewer replacement chicks and started pullets in 1971 than in 1970. Decreases were reported for all regions except the South Atlantic which indicated an increase of 3 percent.

Hatchery Production

Broiler-type chicks hatched in January totaled 262 million, down 3 percent from January 1970. Broiler-type eggs in incubators on February 1 were 8 percent below a year earlier.

Egg-type chicks hatched during January totaled 40 million, 12 percent below January 1970. The only region showing an increase was the West North Central which was up 9 percent. Declines by regions were: South Central and South Atlantic combined, 17 percent; North Atlantic, 16 percent; East North Central, 11 percent; and Western, 9 percent. Egg-type eggs in incubators on February 1 were 9 percent below a year earlier.

Egg Mix

USDA bought 792,000 pounds of egg mix at a cost of \$583,000 Feb. 10, 1971. To produce this will require about 40,000 cases of fresh shell eggs. Shipments are to be made during the period of April 1 to April 15 inclusive. This purchase brings the total quantity bought

under this program to 3,989,000 pounds at a cost of \$3,411,000. Approximately 202,000 cases of eggs will be required to produce this quantity of Dried Egg-Mix.

Growth For Eggs

"Continued growth of conventional uses for egg products and gains in the rapidly growing convenience food field could counter the steady decline in table egg consumption and stabilize per capita egg use," according to a study just issued by the Department of Agriculture.

Noting that production of egg products has climbed steadily in the past two decades, the study points out that the primary users continue to be bakers and cake makers. At the same time, such products as whites, yolks or both parts combined are being used in ever greater quantities by premix manufacturers and makers of noodles, baby foods, ice cream, salad dressing and the like. Another important new market is the opening up of demand for such convenience items as scrambled egg mix and French toast mix.

The South is Rising

Growth in processed egg production has been primarily in the south Atlantic, south central and western regions, the study notes. The north central region, historically the center of U.S. egg output, accounted for only 50% of the liquid egg output in 1968-69, contrasted with 72% as the 1958-62 average.

The study, "The Egg Products Industry: Structure, Practices and Costs, 1951-69," MRR 917, may be obtained from the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

Armour Appointment

Robert J. Smith has been appointed product manager of the Egg Department for Armour and Company.

He replaces Alfred H. Smith who has been named manager of the Jackson, Mississippi egg plant.

Egg Solids Production

In Thousands of Pounds 1969 =			
	1969	1970	100
Whole	7,467	8,180	110
Albumen	10,083	14,531	144
Yolk	11,513	12,328	107
Other	32,012	40,255	126
Total	61,075	75,294	123

Eggs are on the plentiful foods list.

The Egg Market

From Henningsen Headlines

Thus far in 1971 shell egg prices have been at the best early-year levels in many years. The government purchase program which still looms as a potential price support mechanism which can turn the market around at any given time has not yet been heavy enough to give the market broad support.

Prices of all egg products were at their lowest January level in a long time and as a result some egg product users are looking for further declines in the Spring months. It was only a few years ago, however, when a similar January-February low price level was followed by higher Spring prices and many egg users who recall that fact are taking advantage of current price levels to purchase ahead at today's attractive prices.

We continue to recommend covering needs for the next 60 to 90 days, at least.

V. Jas. Benincasa Co. Reports

The imbalance between supply and demand has almost cleared up and it would appear that to secure enough fresh eggs to keep the dryers operating on the dried egg mix, and also to supply industry needs of dried eggs and frozen eggs, the breakers will have to pay higher prices for shell eggs. It also means that the selling prices of frozen and dried eggs must go up.

Knowledgeable operators are aware that the syphoning of eggs at a rate of 40,000 cases per week to supply the dryers producing the USDA Egg-Mix cannot continue without forcing the price of fresh eggs to higher levels.

Production Up

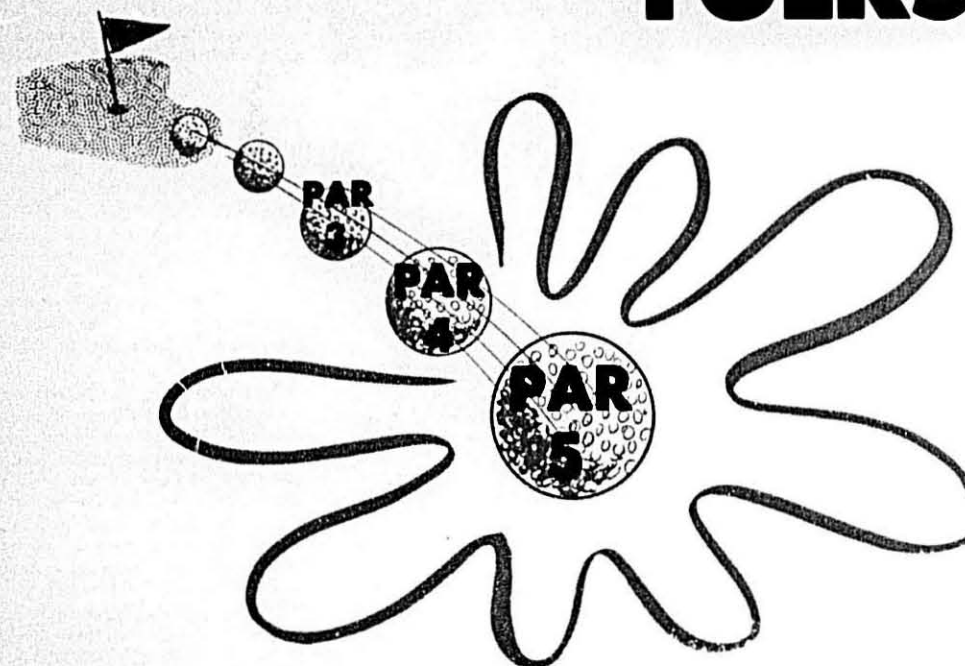
According to the Crop Reporting Board, the Nation's laying flock produced 6,023 million eggs in December, up 3 percent from December 1969. Layers on hand during December averaged 328.4 million compared to 325.2 million one month earlier. The percent of hens and pullets of laying age being forced molted on January 1, 1971 was 10.5%. For January 1, 1970 the percentage was 10.7.

More Layers

Layers on farms January 1, 1971 totaled 331.0 million up 2 percent from a year earlier. The rate of lay on January 1, 1971 averaged 59.9 eggs per 100 layers, compared to 58.9 one month earlier and 58.8 on January 1, 1970. On January 1, pullets 3 months old and older, not of laying age, totaled 45.8, down 6 percent from a year earlier.

WHATEVER SCORE IS PAR FOR YOUR PLANT
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YOLKS



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- ★ PACKED TO SPECIFICATION
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P. O. Box 337

Chick Sexors

Is it a pullet—or is it a cockerel? . . . That is the question.

And it's one that only a handful of Californians in a highly specialized trade can answer.

Telling the boys from the girls is a snap when chicks reach the age of about five weeks.

But if your business is egg production, boys are about as useful as a 300-pound left tackle in a chorus line—and what egg producer can afford to feed perhaps hundreds of thousands of chicks for five weeks before finding out that half of them will never lay an egg?

That's where Jim Kinoshita and the three-dozen Southern California "chick sexors" come in. Their skills are worth their weight in gold to hatchery operators like Ed Demler in Anaheim.

Lots of Chicks

Each year Demler Farms' incredibly sophisticated battery of 68 incubators (each with a capacity of 32,000 eggs) and 57 hatchers (producing 4,200 chicks each on "matching day") turns out some 12 to 14 million chicks.

"And the division between pullets and cockerels is just about 50-50," chick sexor Kinoshita told the Council of California Growers.

At Demler Farms, Jim Kinoshita heads a group of 8 full-time and three part-time sexors. As chicks hatched by the thousands, they're delivered first to Kinoshita and his staff.

"Each of us sexes about 1,000 chicks an hour," Kinoshita said. How do they determine the sex of an hour-old chick? "Well, we look for an eminence in the vent," Kinoshita explained.

"Sounds simple." Not to judge by the rarity of the sexor breed.

Specialized Skill

The specialized skill that is a major contributing factor to the continuing bargain value of nutritious fresh eggs in an inflationary economy was developed in Japan in the 1930's. A Japanese-American named John Nitta learned the technique there, before opening a school in San Pedro. Today, at his new location in Lansdale, Pennsylvania, he continues in his role as the only qualified teacher of chick sexing in the nation.

Infallible?

How infallible is a sexor? "Most guarantee 98% accuracy, but that's really not very good," Kinoshita said. "If you're an egg producer and an order for 10,000 pullets turns up five weeks later with 200 useless cockerels, you're out a lot of feed. In our group we aim at 98% accuracy or better."

"With the profit margin in egg production perennially razor-thin, it's hard to imagine how the California industry could ever have survived were it not for the unique chick-sexor skills transmitted by John Nitta to his students in America," O. W. Fillerup of the Council of California Growers said.



Barbecued Chicken with Spaghetti

Tasty Broiler-Fryers

Spicy, sweet or tangy—whatever your taste, chicken will fit the bill. Tender, young broiler-fryers are easy and quick dinner items.

The U. S. Department of Agriculture says that supplies of broiler-fryers are plentiful. Try the following:

Italian Chicken-Romano Style: Heat ¼ cup shortening or oil in skillet. Pat pieces of 1 cut-up broiler-fryer with a paper towel to dry. Brown in hot fat. Remove and add 1 small chopped onion, 1 clove minced garlic and ½ cup chopped green pepper; saute in pan drippings. Add 1 one-pound can tomato puree, ¼ teaspoon salt, ¼ teaspoon oregano, ¼ teaspoon basil and ¼ teaspoon pepper. Mix well. Return chicken to skillet; cover with sauce. Top with ¼

cup grated romano cheese. Bake uncovered at 350 degrees F. about 50 to 60 minutes or until tender. Serves four, with spaghetti on the side.

Oriental Honeyed Chicken: Arrange 1 cut-up broiler-fryer in shallow baking pan. In separate bowl, beat 1 egg; add 2 tablespoons melted butter, 2 tablespoons soy sauce, 2 tablespoons lemon juice, ¼ cup honey and salt and pepper to taste. Mix well. Pour sauce over chicken, turning pieces to coat. Bake uncovered at 300 degrees for 1 hour or until tender. Turn and baste occasionally. Serve hot or cold. Serves six with noodles as a perfect side dish.

New Italian Food Line

Hoerner Waldorf Corporation supplied design services, machinery and cartons to Vitale's Italian Foods for the new "Mama Vitale's" brand line of specialty frozen foods (eight items). They are now available in supermarkets in a five-state area and should reach national distribution within a year.

Successful restaurant and institutional operations in St. Paul, Minnesota led the Vitales to introduce frozen meatballs, spaghetti sauce, spaghetti and meatballs in sauce, rigatoni, ravioli, spaghetti sauce with meatballs, veal parmigiano and lasagna to the retail market.

The products are all available in convenient cook-in-pouches supplied by Minnesota Mining and Manufacturing Company. The pouches are contained within full seal-end cartons (with easy-opening features) constructed of solid bleach stock. They are coated with Seal-Sheen® heat-sealable wax and closed on an HWC midjet sealer. The colorful graphics developed by Hoerner Waldorf show appetizing serving suggestions and have smiling Mama Vitale in one corner. Larger family-pack sizes of the veal parmigiano and lasagna are available in foil pans (supplied by Kaiser Aluminum Company) covered with HWC oven film lids.

Liquid Egg Production and Disposition, in Thousands of Pounds

Product	Immediate Consumption		For Drying		Frozen		Total	
	1969	1970	1969	1970	1969	1970	1969	1970
Plain whole							194,381	207,569
Whole blends							158,890	178,976
Total whole	40,321	41,842	121,592	142,185	191,358	202,518	353,271	386,545
Albumen	22,109	36,504	77,047	111,474	82,583	60,101	161,739	208,079
Plain yolk							50,129	63,475
Yolk blends							75,243	89,784
Total yolk	19,715	31,437	25,202	27,123	80,455	94,699	125,372	153,259
Total	82,145	109,783	223,841	280,782	334,396	357,318	640,382	747,683
1969 = 100%		134		125		107		117

GOLDEN YOLK

EGG YOLKS-WHOLE EGGS

Egg Solids - Frozen Eggs
Spray Albumen for all purposes

All Our Eggs Are Vacu-Egg Processed
Under Positive Pressure
To Assure Salmonella Negative Product

Continuous USDA Supervision of Breaking and Drying Plants.

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Visitors are interested in pasta packaging. Noodles are carried in paper bags at the Milani pasta plant.



Pasta foods were served at the special luncheon for the 25 guests, among whom were some of Caracas' top chefs.

Pasta Promotion in Venezuela

Durum represents an important segment of U.S. wheat exports. About half of the average annual production of more than 60 million bushels is exported, usually accounting for more than five per cent of annual wheat exports.

And pasta promotion is an important part of Great Plains Wheat, Inc. market development activities in foreign countries.

Much of the work with U.S. Durum customers is in the form of technical assistance, such as sponsoring of visits by U.S. cereal chemists to key markets. But, sometimes opportunities are found where Durum, in the form of pasta products, may be promoted to consumer or important institutional groups.

Great Plains Wheat

The most recent pasta promotion program was carried out in Venezuela. GPW conducted a very successful institutional promotion on December 1 in Caracas. The program was jointly sponsored by GPW, the USDA and the local Milani pasta plant.

A select group of 25 guests, including chefs from Caracas' leading hotels and restaurants, Ministry of Agriculture nutritionists, and U.S. Embassy officials, toured the newly constructed Milani

plant in Catia La Mar, to view each phase of pasta production.

Luncheon Served

A luncheon was served featuring gourmet specialties made with pastas from the new Milani plant.

In addition to the promotion for the special group much added publicity was gained through newsreel footage in all the theaters of Caracas and stories and photographs of the event which were published in the major daily newspapers in the capital city.

Embassy Visit

Later, at the U.S. Embassy the group met with Ambassador Robert McClintock and viewed "Macaroni Menu Magic," a film on macaroni products, their preparation, and Durum wheat, the primary ingredient for quality pasta products.

Good Consumption

Pastas Milani is the local Venezuelan subsidiary of The Pillsbury Company of Minneapolis.

Venezuela is currently the sixth largest country in per capita consumption of pasta foods in the world, after Italy, Argentina, Libya, Switzerland and Chile.

It was pointed out to the guests that enriched macaroni foods rate well on the scale of good nutrition. A two-ounce serving provides approximately the following percentage of the minimum daily requirements for adults: 25% of the Thiamine; 12% of the Riboflavin; 20% of the Niacin; and 16% of the Iron. Contrary to common belief, macaroni foods are not high in calories. A two-ounce serving contributes about 200 calories and it is a highly digestible food.

Canadian Situation

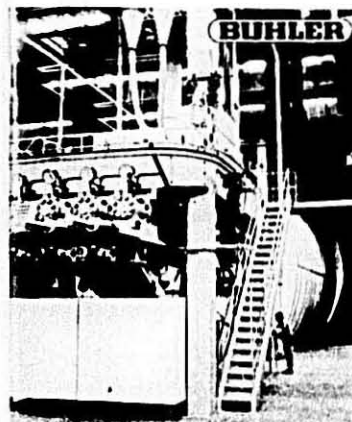
The visible supply of durum wheat all Canadian positions Jan. 1, 1971 was 43.0 million bushels, up sharply from the 18.6 million on that date last year. Primary marketings for the crop year August through December amounted to 35.5 million bushels compared with 1 million last season. Domestic and export disappearance accounted for 2 million bushels during Aug.-Dec. against 12.1 million the same period a year ago. Increased exports account for the rise in disappearance this season with Canadian domestic use at 1.7 million bushels, about even with the same period last year.



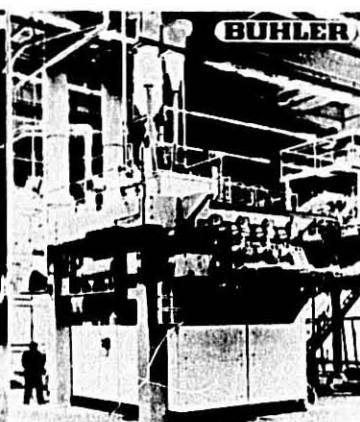
Visitors to the Milani pasta plant saw each phase of the fully automated production of pasta products.



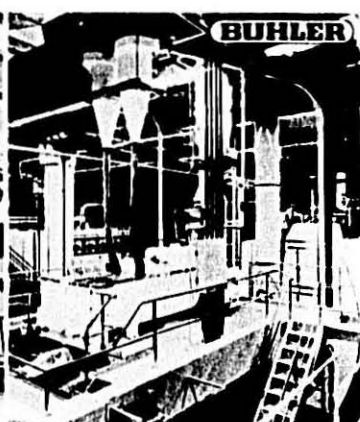
Some members of the group shown leaving the U.S. Embassy after meeting with officials and viewing a film.



View of press, shaker dryers, preliminary and finishing dryer.



View of four-screw press and two shaker dryers.



View of feeder, high speed mixer, main mixer, vacuum mixer and operator platform.

LARGEST MACARONI LINE IN THE WORLD

With a total production capacity of around 1,000 tons a day in their new macaroni plant, Barilla G. & R. Fratelli S.p. A., of Parma, Italy is the largest manufacturer of their kind in the entire world. Their old plant had a daily capacity of 550 tons.

The World's Largest Short-Goods Line

In close cooperation with the customer's management and engineering staff, Buhler designed and built a high-capacity short-goods line for manufacturing 12,000 pounds (5400 kg) of dried finished product per hour (based on a finished product with a bulk density of 15.7 to 15.7 pounds per cubic foot or 0.25 to 0.6 kg/dm³).

This impressive performance, combined with minimum space requirements (192 feet long x 17 feet wide

x 27½ feet high) makes this both the world's biggest and the most compact in terms of production per foot of space occupied.

The high-capacity line consists of a quadruple-screw short-goods extruder, two shaker pre-driers, one preliminary belt-drier and one finishing belt-drier.

The customer specified that the new production line meet these requirements:

- Minimum output of 8800 lbs. (4000 kg) of finished goods per hour.
- Optimum drying performance for the complete range of short goods shapes including soup goods.
- Completely automatic operation.
- Simple operation and supervision of the various production machines.

- Sturdy, long-life construction and smooth vibration-free operation of all machines and equipment.
- All components easily accessible for cleaning.
- Ultimate degree of sanitation.
- Optimum utilization of space in the existing production building.

When the line was first put into operation in January 1970, production was 9,240 pounds (4200 kg) per hour, thus exceeding the rated capacity by 440 pounds. Since then, output has been increased to 11,000 pounds (5400 kg) per hour without any changes in the equipment. All units are engineered for a production capacity of 15,400 pounds (7000 kg) per hour.

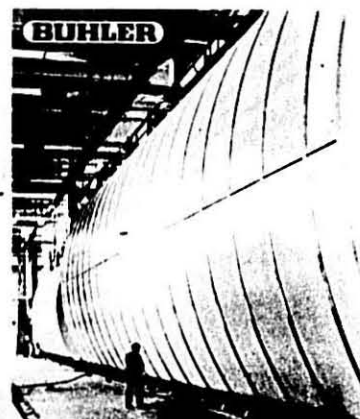
The customer's written approval and acceptance of the complete line is a satisfying proof of fulfillment, far beyond his original requirements.



View of product transfer from two shakers to preliminary dryer.



View of product transfer from preliminary to finishing dryer.



View of discharge end: finishing dryer in foreground and preliminary dryer.

Unloading, storage,
transfer, and rebolting

BUHLER

automatic production lines

Continuous operation . . . 24 hours a day

Here are modern production methods at their best . . . truly *automatic* and *continuous* production lines that operate 24 hours a day. And at the same time, they also provide automatic storage for long goods so you can do all packaging during the daytime shift.

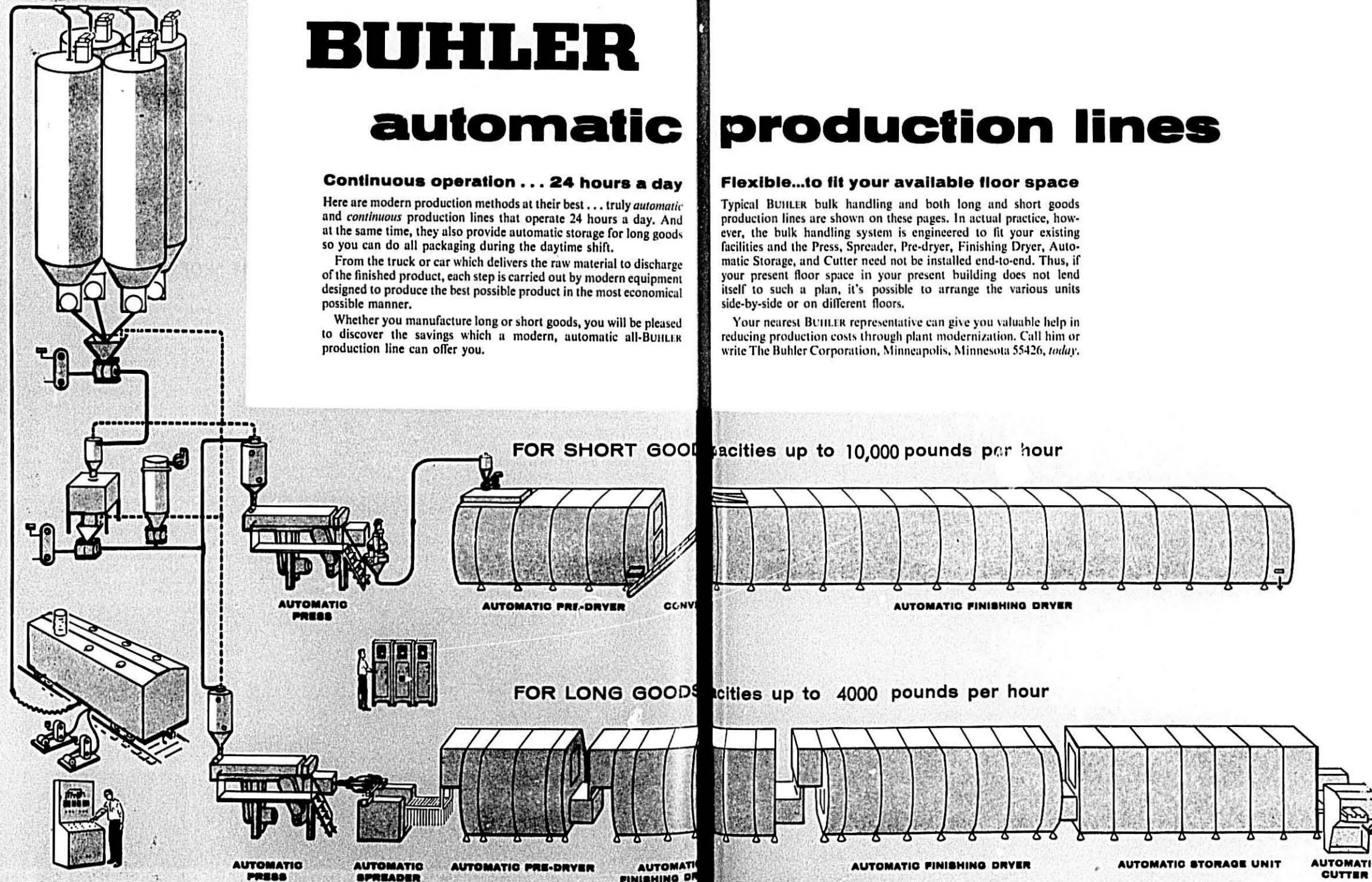
From the truck or car which delivers the raw material to discharge of the finished product, each step is carried out by modern equipment designed to produce the best possible product in the most economical possible manner.

Whether you manufacture long or short goods, you will be pleased to discover the savings which a modern, automatic all-BUHLER production line can offer you.

Flexible...to fit your available floor space

Typical BUHLER bulk handling and both long and short goods production lines are shown on these pages. In actual practice, however, the bulk handling system is engineered to fit your existing facilities and the Press, Spreader, Pre-dryer, Finishing Dryer, Automatic Storage, and Cutter need not be installed end-to-end. Thus, if your present floor space in your present building does not lend itself to such a plan, it's possible to arrange the various units side-by-side or on different floors.

Your nearest BUHLER representative can give you valuable help in reducing production costs through plant modernization. Call him or write The Buhler Corporation, Minneapolis, Minnesota 55426, *today*.



FOR SHORT GOODS capacities up to 10,000 pounds per hour

FOR LONG GOODS capacities up to 4000 pounds per hour

AUTOMATIC PRESS

AUTOMATIC SPREADER

AUTOMATIC PRE-DRYER

AUTOMATIC FINISHING DRYER

AUTOMATIC FINISHING DRYER

AUTOMATIC STORAGE UNIT

AUTOMATIC CUTTER

Packaging Show in Chicago May 3-6

The 40th presentation of the American Management Association's National Packaging Exposition and Conference, in McCormick Place, in Chicago, May 3-6, will be the most innovative in the long series.

The return of the show and conference to a single roof, the extraordinary lighting and other facilities in the new exposition hall, the substantially expanded program, and the two afternoon conference sessions open to all who register for the show are among the new aspects which will greet the 30,000 visitors.

The show, larger than last year's, will include some 400 exhibiting companies who will be demonstrating about 100 types of packaging machines, 60 types of materials and supplies, 20 types of services and 16 types of containers—in thousands of variations.

Conference Program

The conference program, presenting 70-odd speakers from a wide variety of backgrounds, will feature Jack Yogman, executive vice-president of Joseph E. Seagram & Sons, Inc., as the keynote speaker. His topic will be "The Three P's: Pollution, People, Packaging." U.S. Senator Lowell P. Weicker (R., Conn.) will make a luncheon address, as will Pierre J. Louis, director of the French Packaging Institute, and Robert L. Pritchard, director of the export sales campaign, U.S. Department of Commerce.

This year's theme is "Packaging Opportunities in Times Like These," with emphasis on increasing effectiveness while minimizing costs. The two afternoon sessions, open to show visitors without charge, will consider the social responsibility of packaging, the government's role, the package maker's position and a program for the industry.

Speakers from Many Areas

Conference speakers are drawn from such diverse areas as soap manufacturing, liquor, automotive, machinery, cosmetics, food, plastics, computers, government, trade associations, publishing, printing, vending machines, institutions, tobacco, hosiery, coffee and tea, chemicals, electrical appliances, glass, paper, consumer movements, premiums, air force, recordings, chain stores among others.

The program presentations are the most inclusive ever attempted. Included are such considerations as:

- *Coordinating package objectives with marketing.

- *Advantages of automation vs. flexibility in machine design.

- *Laminations and co-extrusions: when to use each.

- *Computer-oriented systems of package identification for warehousing, for automatic retail checkout, universal codes and identification at retail levels.

- *Government guides to help packagers to keep current; proposed legislation; consumer efforts for unit pricing.

- *Packaging for the \$8-billion vending market; institutional markets; cutting costs while using single-unit packaging.

- *Future machinery trends; the hosiery industry drive toward mechanization; legislation for coding and marking which requires new machinery; computer controls.

- *Growth of PVC, trends in glass containers, plastic bottles.

- *Design communication, esthetics vs. marketing communication, combining marketing and package design for new products.

- *Air transport and packaging to fit; containerization; measuring shocks and hazards to containers.

- *Finding the right package to protect products; cost saving through reduced product fragility; damage reporting and analyzing for profitability.

- *Upgrading mechanization by determining need for equipment; suppliers' contributions; installing units.

- *Trends in folding cartons, corrugated and shrink packs.

- *Surface treatment of paper; flexible film decorations; decorating rigid plastics economically.

- *Market changes and consumer trends that affect design: consumer demands; trends in consumer thinking; youth.

Conference information may be obtained from American Management Association, 135 W. 50 St., New York 10020. Advance registration cards for the show from Clapp & Poliak, Inc., 245 Park Ave., New York 10017.

Sauces in Foil

A line of frozen serving sauces packed in foil pouches is being tested by Green Giant Co. in Minneapolis-St. Paul and Miami, Fla. There are seven sauces in the line—mushrooms in wine sauce, Newburg sauce, sweet and sour sauce, Bordelaise sauce, cheese sauce, Creole sauce and spaghetti sauce. The spaghetti sauce is in 12-ounce packs; all the others are in 8-ounce packs. The "Heat 'n' Pour" pouches are poly/foil/poly laminates. A cut corner provides the pouring sprout, and a partially used pouch will sit upright on the table. Green Giant declined to name the supplier.



Walter Musket

On New Equipment

A strong trend is underway to approach a new equipment acquisition in much the same way as an investment counselor evaluates a company.

Like a counselor, equipment buyers are beginning to take a hard look beyond the nuts and bolts at what might be called the "invisible machine."

The depth and quality of that invisible machine, or call it backup support, can determine the performance of the actual equipment over the many years of its life.

This puts an entirely different perspective on performance. Rather than viewing it as what the machine alone can do, sophisticated buyers are seeing the machine and its maker as an inseparable team.

Buying the physical machine is not nearly so difficult as getting a firm hand on the invisible one.

Dig For Facts

Assuming that all competitors are on equal footing up to installation, how do you run a check on the invisible machine? Like the investment counselor, you'll have to dig for the facts. Forget the nuts and bolts and look for things like: company progress, the long-haul track record; design stability, equipment that has evolved by serving industry needs; engineering support that's available now and years hence; training procedures that are thorough; a guarantee that shows faith in performance; qualified people who are conveniently based; added back-up of meaty catalogs and manuals; candid comments of customers.

These are some of the basic components of the invisible machine you're buying. For our part, we believe that though a customer may own it, it's still our equipment. Whatever its age it gets our full support.

making your brand a super-favorite

...and Scale Systems. For just one more time. Packaged neat. Packaged tight. That's the way Triangle equipment keeps working for you. When other makes need repair or adjustment. It's packaging productivity at its finest. Dependability makes the difference. And caring. Super-precise packaging is in the bag. Triangle Bag Machinery, Inc. Time we got together. Just write: Triangle Package Machinery Co., 6654 W. Diversey Ave., Chicago, Illinois. Phone (312) 889-0200.

TRIANGLE
Bag machinery • Scales • Fill equipment
And many high-performance
Packaging systems

Triangle is running faster in high-performance packaging systems.

New Triangle Bag Machine Aims at Institutional Trade

A new form-fill-seal bag machine that provides the larger bag size capabilities required by many packagers of institutional prepared foods has been announced by Triangle Package Machinery Company, Chicago.

Designated the "L9," the new unit handles bag sizes up to 14" x 20". It is the fifth member of Triangle's family of form-fill-seal bag machines, which starts with the L5 and bag sizes to 8" x 9".

Response to Growth

"In offering the L9, we are responding to the spectacular growth of the institutional prepared foods segment of the industry," says Walter P. Muskat, vice president. "This growth is causing a rapid shift to automated production and packaging, which means streamlining all phases of plant operations to achieve total control over product quality, greater volume and lower costs."

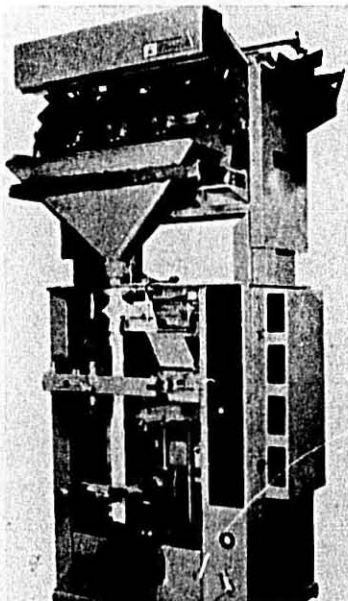
"We see a definite trend among institutional packagers to replace many present packaging methods and containers with automated packaging systems, such as the L9, that use lower-cost pouches," Muskat adds. "These pouches are now even available for non-atmospheric packaging."

Though the L9 embodies many of the standard features of other Triangle bag machines, the manufacturer reports it is an entirely new design, "right down to having its own parts catalog." Like the company's other machines, the L9 is available for single, dual, or twin-tube operation. The units can also be equipped with a variety of fillers: volumetric, auger, Flexitron, or special types. The twin tube can simultaneously handle two different products using two different fillers.

Handles Laminates

To accommodate today's exotic laminates, all models feature proportioning controllers that eliminate peaks and valleys in heat sealing. Each poly package is relaxed during sealing to avoid locked-in stresses. Sealing jaw disconnectors are of a simplified design to ease change between thermal-impulse and resistance sealing, and to minimize down-time.

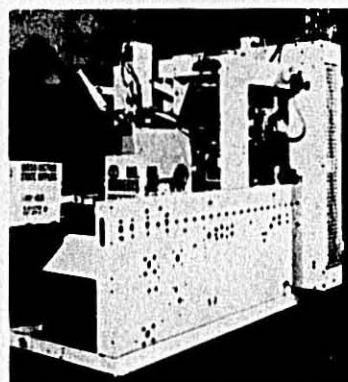
Like other Triangle form-fill-seal machines, all parts of the L9 that come in contact with product can be of stainless steel. Exterior parts are finished in epoxy paint for durability. Critical elements, such as the Flexitron weigh cell, are fully enclosed and ventilated under positive pressure to prevent dust or



product contamination. The machines are continuous welded for quick and easy cleaning of product contact surfaces.

According to the company, packaging of dry mixes in 5 lb. bags is typical of the many institutional applications for the L9. Institutional or consumer ice and French fries are examples of others.

"The L9 puts us in the forefront with the great changes that are occurring in the food industry," says Muskat, "Our form-fill-seal family can now package everything from a fraction of an ounce to many pounds in weight."



Random Size Case Stapler

A new random size automatic case stapler called the Marq XV has made its debut in the apple packing industry

of Washington State. Designed and manufactured by Packaging Systems, Inc. of Yakima, Washington, this equipment provides an unusually flexible case closing capability. In the application, for example, four different size cartons are being run with the Marq XV automatically closing and stapling the cartons in a continuous production line. Furthermore, it does so at rates up to 900 cartons per hour.

One of the more important features of the Marq XV is its compact size. The entire unit takes only 8' 2" of line space and is just 38" wide.

The fully random operation allows the operator to simultaneously run any number of carton sizes. No machine adjustments are required. Staple patterns can be adjusted to meet the specific needs of a particular case closing requirement. In the pilot operation, the Marq XV is set to apply a standard center seam pattern of four staples on both the top and bottom of the carton. Any number of other staple patterns can be applied.

Officials of Packaging Systems, Inc. said that while the first installation was a pilot model it was not an experimental one. The company is now producing commercial Marq XV equipment for other produce operations and industrial applications.

A New Checkweigher

Who needs a new checkweigher? At first glance, that might be the reaction to the introduction of another checkweigher. But "first glances" are seldom reliable, particularly today.

As never before, advancing technology and economic pressures are sharpening the buyer. More quality conscious and discriminating, he is investing in new equipment that delivers top reliability and performance.

Our new Flexitron Static Checkweigher fulfills the more precise criteria of today's buyer. Several important factors interplayed in its development.

First, we already had perfected an ingredient critical to any checkweigher—our Flexitron net weigh cell, long recognized for its high accuracy and reliability.

Secondly, we saw the opportunity to provide a better checkweigher; one that year-after-year would consistently outperform those presently available.

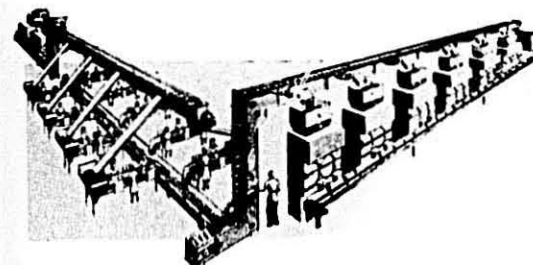
Thirdly, it has always been our conviction that any market will quickly accept a superior product—no matter how many like-products are available.

(Continued on page 54)

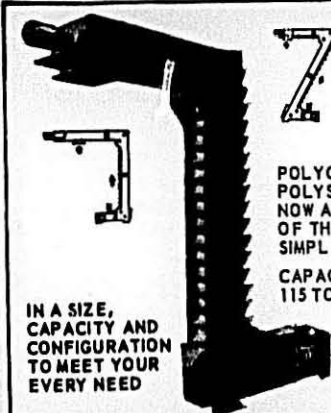
MEYER CONVEYING, ELEVATING AND PROCESSING EQUIPMENT HAS BEEN

TIME TESTED AND PROVEN

BY NEARLY HALF-A-CENTURY OF OPERATION IN PLANTS ALL OVER THE WORLD HANDLING A WIDE AND DIVERSE VARIETY OF PRODUCTS RANGING FROM MACARONI, NOODLES AND SPAGHETTI TO URANIUM, SOLID ROCKET FUEL - AND "MONEY"



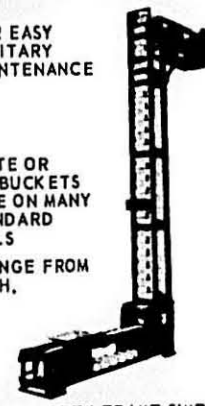
COMPLETE, AUTOMATIC, CONVEYING, ELEVATING AND PROCESSING SYSTEMS CAN BE DESIGNED AND BUILT TO MEET YOUR MOST EXACTING REQUIREMENTS.



IN A SIZE, CAPACITY AND CONFIGURATION TO MEET YOUR EVERY NEED

SIMPLEX CONVEYING ELEVATORS

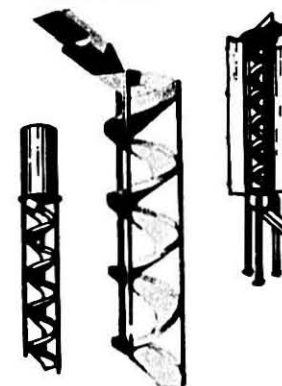
FOR EASY SANITARY MAINTENANCE



THE OPEN-FRAME SIMPLEX

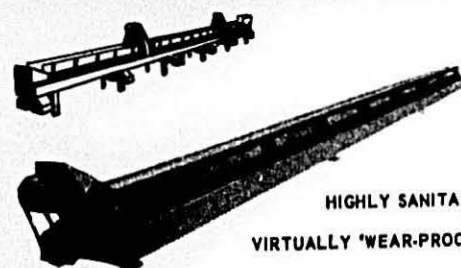
POLYCARBONATE OR POLYSTYRENE BUCKETS NOW AVAILABLE ON MANY OF THE 39 STANDARD SIMPLEX MODELS

CAPACITIES RANGE FROM 115 TO 5,592 CFH.



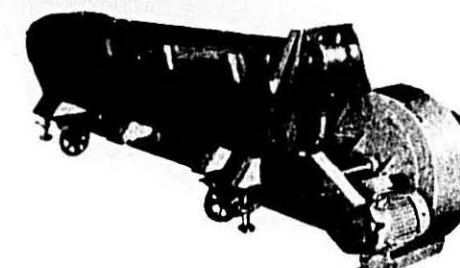
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BUYERS' GUIDE

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

DURUM PRODUCTS

A D M MILLING CO., Box 5277 Plaza Station, Kansas City, Missouri 64112. Manufacturers of Comet No. 1 Semolina, Romagna Granular, Goldenglo Fancy Durum Patent Flour, Palermo Durum Flour. See ad page 7.

AMBER MILLING DIVISION, Farmers Union Grain Terminal Association, St. Paul, Minnesota 55101. Telephone: Area Code 612, 646-9433. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kubanka Durum Flour. See ad page 25.

GENERAL MILLS, INC., Sperry Division, Bakery Flour Sales, Sperry West, P.O. Box 10-730, Palo Alto, California 94303. Manufacturers and distributors of Royal and Golden Durum Granulars; Sperry Macaroni Flour; Durella Semolina No. 1; Exalto and Santa Durum Clears.

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

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

Due to an extensive fire last July, the mill is being rebuilt with the most modern milling equipment available. Watch for an announcement of full operation in the Macaroni Journal.

PEAVEY COMPANY FLOUR MILLS, 860 Grain Exchange, Minneapolis, Minnesota 55415. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular, King Midas Durum Fancy Patent Flour, Kubo Durum Fancy Patent Flour, Uno Durum Patent Flour, Durambo Durum Flour, Durum-Soya Blend Flour. General Sales Office: Minneapolis, Robert H. Cromwell, Sales Manager (612) 333-0177; District office in New York: David F. Wilson (914) 472-3017; in Chicago: William H. Grady (312) 631-2700. See ad pages 28-29.

FORTIFICATION

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

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

EGGS

ARMOUR AND COMPANY, P. O. Box 9222, Chicago, Illinois 60690. Offering Cloverbloom frozen and dried eggs.

Dark color yolks and whole eggs produced from Armour's own quality controlled flocks packed to your specifications. Offer natural and specialty cheeses to the macaroni industry. Contact Bob Smith at 312-751-4995 or Ernie Norden at 312-751-4997. See ad page 17.

BALLAS EGG PRODUCTS CORPORATION, 40 North Second Street, Zanesville, Ohio 43701. Sales office in New York City. Packers of pasteurized frozen and spray dried high color yolks for the noodle trade. See ad page 35.

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

HENNINGSEN FOODS, INC., 2 Corporate Park Drive, White Plains, New York 10604. Manufacturers of whole egg solids, egg yolks solids and egg albumen solids. Also are manufacturers of dehydrated beef, chicken and ham products in chunk and powdered form. Plants in Springfield, Missouri; Omaha, Nebraska; Malvern, Iowa; and Norfolk and David City, Nebraska. Sales offices in each of the major cities in the United States, in Western Europe, in Japan, in Mexico, and in South America.

Technical assistance available. Samples sent on request. For information, contact: Jack T. Henningsen, Roy N. Nevans, Vito J. D'Agostino. See ad page 23.

MONARK EGG CORPORATION, 601 East Third Street, Kansas City, Missouri 64108. Manufacturers and packers of all dried and frozen egg products. Specializing in dark color for the noodle trade. Continuous U.S.D.A. inspection. Main office located in Kansas City. Brand name: Monark. Drying and breaking plants in Missouri and Kansas. See ad page 49.

EGGS

NATIONAL EGG PRODUCTS CORPORATION, P.O. Box 338, Social Circle, Georgia 30279. Phone: 404-464-3345.

WILLIAM H. OLDACH, INC., American and Berks Streets, Philadelphia, Pennsylvania 19122. Packers and distributors of frozen and dried egg yolk. See ad page 33.

SCHNEIDER BROTHERS, INC., Chicago office: 315 N. Carpenter St., Chicago, Illinois 60607, phone 312-606-3535. Chicago plant: 323 N. Carpenter Street, Chicago, Illinois 60607, phone 312-226-8368. Birmingham office and plant: P.O. Box 1590, Birmingham, Alabama 35201. Processors of frozen eggs since 1915. Broker, Chicago Mercantile Exchange.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Phone: 402-278-2211. Dried whole eggs. Dried yolks (color specified); frozen whole eggs (color specified); frozen yolks (color specified).

MANUFACTURING EQUIPMENT

ASEECO CORPORATION, 1830 West Olympic Boulevard, Los Angeles, California 90006. Agents for macaroni production machinery. Manufacturers of complete storage systems for noodles, cut goods and specialty items: Aseeco-Lift bucket elevators, vibrating conveyors and accumulators. Engineering and plant layout for complete macaroni plants from storage to warehouse; supervision and installation of all equipment. See ad page 15.

DOTT, INGG, M., G. BRAIBANTI & COMPANY, Largo Toscanini 1, Milan, Italy. U.S.A. and Canada representative: Werner/Lehara, Inc., 60 East 42nd Street, New York, N.Y. 10017. Manufacturers of completely automatic lines for long, twisted, and short goods. Production lines from

5,000 to more than 100,000 pounds in 24 hours. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free consultation service for factory layouts and engineering.

THE BUHLER CORPORATION, 8925 Wayzata Boulevard, Minneapolis, Minnesota 55426. Planning and engineering of complete macaroni factories: consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short and long goods, multi-purpose dryers for short, long and twisted goods, automatic cutters, twisting machines, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 230 Park Avenue, New York, and Buhler Brothers, Ltd., 1925 Leslie Street, Don Mills, Ontario, Canada. See ad pages 38-39.

CLERMONT MACHINE COMPANY, Inc., Subsidiary of Carlisle Corp., 280 Wallabout Street, Brooklyn, N.Y. 11206. Manufacturers of a complete line of machinery for the macaroni and noodle trade, including bucket and cleat conveyors. Affiliated with N.&M. Pavan, 35015 Galliera Veneta, Padova, Italy, manufacturers of automatic continuous lines for short and long cut pasta; entirely automatic noodle, nest and coil lines (no trays); conventional and fast drying cycles with pre-dryer and finish dryers in stainless steel. See ad page 19.

CONSOLIDATED BALING MACHINE COMPANY, 162 Sixth Street, Brooklyn, N.Y. 11215, has issued a new catalog sheet illustrating and describing four popular series of baling presses that produce dense compact bales from waste materials such as paper cardboard, metal scrap, plastic, etc. All Consolidated machines are completely self-contained with pump, motor and controls incorporated into each unit. Write Department MJ4 for Bulletin G12. Sales offices: R. B. Pompicino, 1485 Bayshore Blvd., San Francisco, Calif. 94124; phone (415) 467-7120. Goldberg & O'Brien Electric Co., 1410 S. Clinton St., Chicago, Ill. 60607; phone (312) 829-3300. See ad page 54.

DEFRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Brooklyn, N.Y. 11237. Full range of automatic lines of machinery for both short cuts and long goods including lasagna, from 500 to 3000 lbs. Automatic long goods cutters, automatic sheet former and noodle cutters. Drying rooms Die washers, dry egg feeders, hydraulic tube cleaners, and conveyors. Direct canning spreaders for filling spaghetti at a pre-determined quantity directly into cans. Sanitary, hose down, presses. Concentric extrusion dies. Twenty-five pounds per hour Laboratory Extruders. Pilot and production extruders for snack foods and cereals. See ad pages 12-13.

HOSKINS COMPANY, 509 E. Park Ave., Libertyville, Illinois 60048. Sales representatives for: DeFrancisci Machinery Corp., manufacturers of macaroni machines; Autoprod, Inc., manufacturers of pizza and frozen casserole machinery; Semco, manufacturers of bulk flour handling systems; Aseeco, manufacturers of food conveying and storage equipment. American Sanitation Institute, a division of the Hugel Co., sanitation consultants. See ad page 9.

MEYER MACHINE COMPANY, 3528 Fredericksburg Road, San Antonio, Texas 78201. Phone: 512-734-5151. Conveying, elevating and processing equipment for the macaroni industry. Simplex Conveying Elevators; easy let-down chutes; Vibra-Flex conveyors; special dryers for macaroni and noodles built to your specifications. See ad page 43.

SOBROOK MACHINE, Division of Volpi & Son Corp., 544 3rd Avenue, Brooklyn, N.Y. 11215. Phone: 212-499-5922. Complete line of noodle cutting, ravioli, capelletti and gnocchi machinery; drying units; cutting machines; continuous production presses and sheeters; 25 to 250 lbs. per hour. Complete line of Giacomo Toresani Machines.

MANUFACTURING EQUIPMENT

ZAMBONI, Via Isonzo Casalecchio, Bologna, Italy. Colling machines, ravioli machines, nesting machines, shearing-folding machines. Cartoning, weighing, and bag-packing machines. Agents in the industrial branch: Dott. Ingg. M. G. Braibanti & Company, Milan. Braibanti representatives in the U.S.A. and Canada: Werner/Lehara, Inc., 60 East 42nd Street, New York, N.Y. 10017.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: 212-499-3355. Specializing in extrusion dies for the food industry. See ad page 21.

PACKAGING EQUIPMENT

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

CROMPTON & KNOWLES CORPORATION, Packaging Machinery Group, 3000 St. Charles Road, Bellwood, Illinois 60104. Phone: 312-287-4200. Horizontal Cartoners for packages of long goods spaghetti, macaroni and Lasagna. Adjustable with speeds to 180 cartons per minute and adaptable to run with any automatic weighing device. Vertical Cartoners for packaging of short goods macaroni products by volumetric means or available with net weight scales with speeds to 150 cartons per minute. See ad page 47.

HAYSSEN MANUFACTURING COMPANY, Sheboygan, Wisconsin 53081. Phone: 414-458-2111. Sales offices in all major U. S. cities and agents in most countries of the world. Offering a complete line of packaging equipment for the macaroni industry: Expandomatic and Expandette vertical form, fill and seal machines with net weight scales. Volumetric feeds, augers, and other feeds available. Noodle feeders, bucket elevators, and a full range of machine accessories.

TRIANGLE PACKAGE MACHINERY COMPANY, 6655 West Diversey Avenue, Chicago, Illinois 60635. Phone: 312-889-0200. Manufacturers of automatic form, fill, seal machines for the packaging of short cuts and noodles, which may be equipped with either volumetric or Flexitron net weight fill systems; automatic and semi-automatic Flexitron net weighing systems for short goods using preformed bags or cartons; automatic scales and wrappers for long goods available for both standard and Italian style lengths; new Flexitron Static Checkweigher for synchronization with any vertical form, fill, seal machine that may be equipped with automatic servo feedback controls. See ad page 41.

PACKAGING SUPPLIES

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

E. I. DU PONT DE NEMOURS & COMPANY, INC., Wilmington, Delaware 19898. The principal films from Du Pont used for packaging macaroni and noodles are: Du Pont "K" 307 cellophanes, 2-in-1 polyethylene bag films and "Clysar" polyolefin films. Regional Sales Offices: East Orange, New Jersey; Des Plaines, Illinois; Atlanta, Georgia; Brisbane, California.

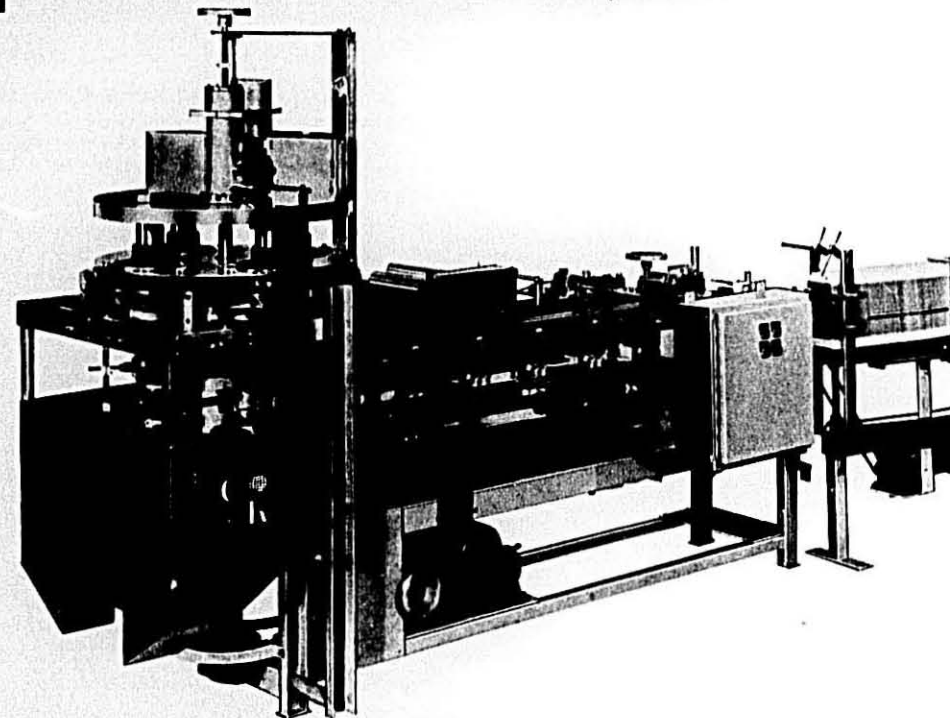
FAUST PACKAGING CORPORATION, 100 Water Street, Brooklyn, New York 11201. Creators and manufacturers of multi-color cartons and promotional material for macaroni-noodle products and frozen foods.

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

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

ROSSOTTI LITHOGRAPH CORPORATION, 8511 Tonelle Avenue, North Bergen, New Jersey 07047. Complete designing, manufacturing and packaging services for macaroni and noodle manufacturers. Latest lithographic and production equipment. Merchandising and marketing assistance in packaging promotions: Rossotti Cu-Pak; Rossotti Ad-Pak; Rossotti Clo-Seal Cartons (sift-proof infestation-proof carton construction); Rossotti Econ-o-Mate Equipment (heat-sealing packaging machinery). Rossotti All-Inclusive Packaging System. Executive Offices: 8511 Tonelle Avenue, North Bergen, N.J. 07047. Rossotti, California Packaging Corporation, P.O. Box 665, San Leandro, Calif. 94577. Rossotti Midwest Packaging Corp., 612 N. Michigan Ave., Chicago, Ill. 60611. Sales Offices: Boston, Massachusetts; Philadelphia, Pa.; Uniontown, Pa.; Pittsburgh, Pa.; New Orleans, La.; San Juan, Puerto Rico. See ad pages 2-3.

C&K Redington® Vertafil™ gives you dependable automatic cartoning and filling of free-flowing products for under \$20,000.



The low cost VERTAFIL is ideal for detergents, macaroni products, dry pet foods, cereals, rice, grain, spices, drug items, and all other free-flowing products. Its continuous motion operation automatically sets up, fills and seals up to 100 cartons per minute with typical Redington reliability. Higher speed model for up to 175 cpm is available. The accurate volumetric measuring unit is adjustable while the machine is operating. Net weight filling is optional. The versatile and dependable C&K VERTAFIL also gives you the advantages of trap gate filling, carton vibration, and variable speed drive. Three-dimensional changeovers to different carton sizes is fast and easy. And C&K will give you fast delivery of the VERTAFIL with a carton size range of 1" to 8" in length, 1/2" to 3/4" in width, and 4" to 12" in depth... for under \$20,000. If you demand efficient continuous cartoning, filling and sealing of free-flowing products with assured filling accuracy, use the coupon to get complete information from: Crompton & Knowles Corporation, Packaging Machinery Group, 1000 Suffolk St., Agawam, Mass. 01001.

Please send details on the low-cost Redington Vertafil Automatic Cartoning and Filling Machine.

Name _____
 Company _____
 Product to be packaged _____
 Product samples being sent for quote.
 Street _____
 City _____
 State _____ Zip _____

CROMPTON & KNOWLES CORPORATION
 PACKAGING MACHINERY GROUP
 1000 Suffolk Street, Agawam, Mass. • 3000 St. Charles Road, Bellwood, Ill.

SERVICES

JACOBS-WINSTON LABORATORIES, INC., 156 Chambers Street, New York, N.Y. 10017. Consulting and analytical chemists; sanitation consultants; new product development; labeling and packaging advisors; pesticide and bacteriological analysis. See ad page 41.

ACCOMPANIMENTS

LAWRY'S FOODS, INC., 588 San Fernando Road, Los Angeles, California 90065 and 1938 Wolf Road, Des Plaines, Illinois 60018. Manufacturers of Lawry's Spaghetti Sauce Mix, Goulash Seasoning Mix, Chili Mix, Beef Stew Mix, Tartar Sauce Mix, Seafood Cocktail Sauce Mix, Taco Seasoning Mix, Enchilada Sauce Mix, Seasoned Salt, Seasoned Pepper, Garlic Spread, Spanish Rice Seasoning Mix, liquid dressings, dry salad dressing mixes, gravy-sauce mixes, and dip mixes.

IPACK-IMA, A World Display

The seventh edition of IPACK-IMA (International exhibition of packing and packaging, mechanical handling, food-processing industrial machinery) takes place in Milan May 24 to 30. A delegation of U.S. and Canadian macaroni manufacturers and associates are going under N.M.M.A. auspices to attend a macaroni school in Zurich, Switzerland, visit macaroni plants in Switzerland and northern Italy, finishing their tour at the IPACK-IMA Show.

Applications already received by the General Secretariat of the Exhibition show that the most important manufacturers in the food-processing machinery sector will be among the exhibitors. Foreign firms that have already booked space include names renowned in the Swiss, German, French, Belgian, British, Hungarian and United States industry, besides those in Italy, which will be fully represented in the macaroni producing and confectionery sectors.

Technical Advances

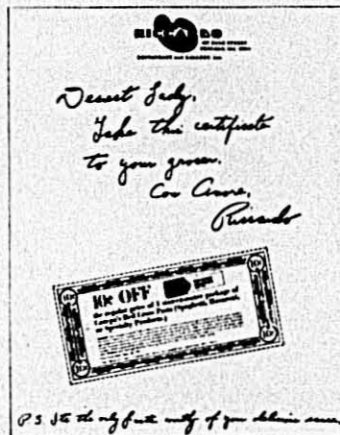
The engineering industry engaged in food-processing is a sector subject to constant technical advances and it produces new types of machines to keep pace with changing consumer patterns and a variety of products resulting from scientific research. In order to get some idea of the effort that the food-processing machinery industry must take all times to meet widespread

needs, it should be remembered that countless different food products are consumed throughout the world, and all of these vary profoundly as regards form, handling and taste. In fact, many of these products today are still on the threshold of industrialization and commercial exploitation. This is true, for example, for the processing and distribution sectors of certain staple foods, such as bread, meat and cheese.

Increasing Production

Another factor that is encouraging the expansion of production of food-processing machinery is industrial concentration which, by bringing into being mammoth concerns, is leading to large-scale modifications of administrative structures, that also affect the field of processing systems and methods.

Italy is one country in which the transformation of food-industry, already underway and progressing, is destined to accelerate rapidly in the next three years. In fact, in addition to the 130 milliard lire invested in 1970, a further 430 milliard are earmarked for investment over the three-year period running from 1971-1973, for the production of macaroni products, canned foods, edible oils, confectionery, saccharine, dairy products and alcoholic beverages.



Riccardo Woos for Red Cross

Rick Riccardo, Chicago's well known restaurateur, continues his role as spokesman for Canepa's Red Cross Spaghetti, this time with an open invitation to Chicago homemakers to cash in on a 10¢ coupon. The ad, appearing in Chicago papers, is on Riccardo's stationery and in Rick's own handwriting.

Another ad carries this copy: "Every week Riccardo uses 200 and 2 boxes of Red Cross Spaghetti.

200 in his restaurant and 2 upstairs in his apartment.

Rick Riccardo serves a lot of pasta in his famous Chicago restaurant. Believe it or not, he loves spaghetti. He likes having a few friends over, and serving his specialty: a Spaghetti and Chianti dinner. He serves Canepa's Red Cross pasta . . . he says it's 'al dente'. That means it stays firm. And what Riccardo serves upstairs he serves downstairs—Canepa's Red Cross."

This is the winter phase of the Canepa campaign, with a heavy television schedule, plus newspapers and Family Circle. Lillienfeld & Co., Chicago, is the advertising agency.

American Home Facts

In many an American home are found such well-known products as Anacin, Dristan, Sani-Flush, 3-In-One oil, Wizard air freshener, Ekco housewares, Chef Boy-Ar-Dee dinners and Brach's candy. Yet few consumers would recognize the name of the maker of these brands as well as of Wyeth and Ayerst Labs prescription drugs. The company is American Home Products Corp. which in corporate dollar volume is biggest of all the general line drug makers and ranks 94th overall in the Fortune 500. But Big Board-listed billionaire AHP is almost as publicly shy as Howard Hughes.

Still, when there is a report, the news is generally good. Last week was no exception as AHP announced record 1970 earnings and an increase in the quarterly dividend rate. Gross sales were up 9% to \$1.4 billion and earnings 10% higher at \$135,400,000 or \$2.57 a share. The figures mark the 19th consecutive gain in sales and earnings.

The Mix

To supplement these figures, AHP officials would explain only "each of the company's six major operating divisions had sales increases." But product group breakdowns will be given in the formal annual report, due next month. The 1969 division was: ethical drugs 36%, packaged drugs 17%, food 14%, housewares 78%, household specialty chemicals 11%, candy 10%.

But there was other good news for the 50,000 holders of the 50,500,000 common shares. They were informed of a 2½¢ increase in the March dividend to 42½¢ quarterly. The dividend has gone up in each of the past 18 years. Last year directors were generous and voted two separate 2½¢ increases.

When money talks these days, notes Good Reading, it's probably asking what happened.

DAY-AFTER-DAY...

MONARK ASSURES YOU OF HIGH QUALITY DRIED GOLDEN YELLOW EGG YOLK & WHOLE EGG SOLIDS !!!

Also . . .

Prompt shipment on Frozen Dark Yolks • Whole Eggs • Egg Albumen

ORDER WITH CONFIDENCE—Lowest Prices Always!

PACKED
50-lb. Boxes
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All egg products pasteurized and certified salmonella negative by official USDA certificate

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THE NATIONAL MACARONI MANUFACTURERS ASSN.

- 1 Weekly Newsletter. Periodic Surveys.
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- 4 Up-to-the minute facts and information for your key personnel.

Write **NATIONAL MACARONI MANUFACTURERS ASSOCIATION**
P.O. Box 336, Palatine, Illinois 60067

F.T.C. Orders Golden Grain To Sell Acquisitions

The Federal Trade Commission has ordered Golden Grain Macaroni Co., San Leandro, Calif., to sell its acquired interest in three competing producers—Major Italian Foods Co., Inc., Seattle, Wash., and Porter-Scarpelli Macaroni Co. and Oregon Macaroni Co., both of Portland, Ore. The decision is a final order.

Commission Gives Orders

The commission also ordered Golden Grain, the largest macaroni manufacturer in the Pacific Northwest, not to acquire for the next 10 years without prior F.T.C. approval all or part of any corporation manufacturing macaroni products in the Pacific Northwest.

Commission Dismissed Charges

At the same time, the commission dismissed charges that Golden Grain has engaged in monopolistic practices involving price discrimination, predatory pricing and product substitution.

In an opinion written by Commissioner Paul Rand Dixon, the F.T.C. upheld the findings by Hearing Examiner John B. Polindexter in an initial decision that the controlling interest in Major tended to lessen competition in the manufacture, sale and distribution of macaroni products in the Pacific Northwest. The F.T.C. reversed the examiner's conclusion that the Porter-Scarpelli and Oregon Macaroni acquisitions were not anticompetitive.

Golden Grain Makes Acquisition

Golden Grain acquired a 49% interest in Porter-Scarpelli in 1956, a 51% controlling interest in Major in 1963 and 100% of Oregon in 1966.

"Unquestionably," the commission said, "the (Major) acquisition was anticompetitive to a substantial degree, and respondents do not contend otherwise. Instead, they maintain that the failing company doctrine obtains. To support their defense, respondents contend that the acquisition was for the legitimate purpose of obtaining an additional source of supply of dry paste; that Major, at the time of acquisition, was insolvent and near bankruptcy; that an established dry paste producer, with a plant outside the Pacific Northwest, had decided against purchasing Major, and that no other purchasers were available at the time."

Commission Rejects Contention

Rejecting this contention, the commission ruled that Golden Grain cannot

claim the failing company defense "because the record fails to show a good faith effort on the part of Major to sell to a party other than respondents."

Examiner's Conclusions

Noting the examiner's conclusion that the 49% interest in Porter-Scarpelli represents an investment, the commission said that the acquisition "was bound to affect the operations of respondents in a way that an acquisition made 'solely' for investment would not" and that "the relationship between the two firms is such that it probably will, if it has not already, inhibit the competitive vigor of the firms . . . and in any event poses a clear threat of eventual control by one firm over the other."

Dismiss Monopoly Charges

In dismissing the monopoly charge, the commission pointed out that the macaroni market in the Pacific Northwest was "oligopolistically structured, and we, without more, cannot reasonably infer from a market so constituted that respondents had the capacity to raise prices or exclude competitors. Moreover, our findings relative to performance and conduct, two further indicators of market power, do not sustain the monopolization charge. As to performance, Golden Grain's profits, the record shows, are no higher than the national average or those of competing firms in the Pacific Northwest."

Chairmen Concurred

F.T.C. Chairman Miles W. Kirkpatrick and Commissioner Mary Gardiner Jones filed a separate statement in which they concurred fully with the commission's findings and conclusion, but said there is a stronger supporting basis for the commission's divestiture order. They said, in part, that "our conclusion of monopolization need not rest on any single purchase or acquisition. The record reveals a series of acquisitions, including the acquisition of Mission in 1956, of Major in 1963, and of Oregon in 1966. This series completely eliminated three direct competitors, and substantially dampened the competitive vitality of a fourth (Porter-Scarpelli). The direct result of this repeated practice of acquiring its competitors was the attainment of monopoly power, and it is our conclusion that the process by which it was so attained amounts to unlawful monopolization."

It is the considered opinion of Thomas LaMance that "too much of a good thing is wonderful."

Testimonial

Mrs. Golden Burke, Coordinator of Instruction, Cobb High School, Anniston, Alabama, requested a print of the film-strip "Tricks & Treats with Macaroni Foods." She writes:

"The subject of macaroni always brings back pleasant thoughts of home . . . years ago when all of us children were at home. Macaroni and cheese was a favorite, cheap food—and most nourishing. We would all come in from school as hungry as bears—with ravenous, healthy appetites—to a hot dinner of macaroni and cheese as only Mother could make it. She still cooks it occasionally for my older brother when she knows he is going to drop by. I took up the tradition, but somehow mine was never as good as Mother's. But I have learned to keep it quite moist. My parents never complained about all the food we consumed—and we consumed plenty of it, with no thought of tomorrow or poundage. Now in looking back, I am more cognizant than ever of the wholesome, cooperative atmosphere that always prevailed in our home. My stepfather was also a marvelous cook, and he passed this on to his sons who equally enjoy cooking."

First Grader Cook Book

Associated Press reports Mrs. Richard M. Nixon being given a book of extra special recipes devised by first graders at the Martin Luther King School in Portland, Oregon.

The cookbook, entitled "Our Favorite Recipes," includes such treats as: Celery Salad—put a little celery in the ice box and get up early in the morning and eat it with some olives. Your dog can eat this too. Vera.

Eggs—put two eggs in a pan and put a whole lot of ketchup in. Cook them for five minutes and take them out with a big old giant spoon. Then put them on a plate and eat them all up. Vicky.

Macaroni and cheese—first boil seven pounds in a pan. Put water in it and it boils. Then mix it up and put in seven pounds of salt and six pounds of cheese. Then put it in a dish and eat it with cookies and bacon. Sandra.

The First Lady sent the students letters of thanks along with photos of the Nixon family.

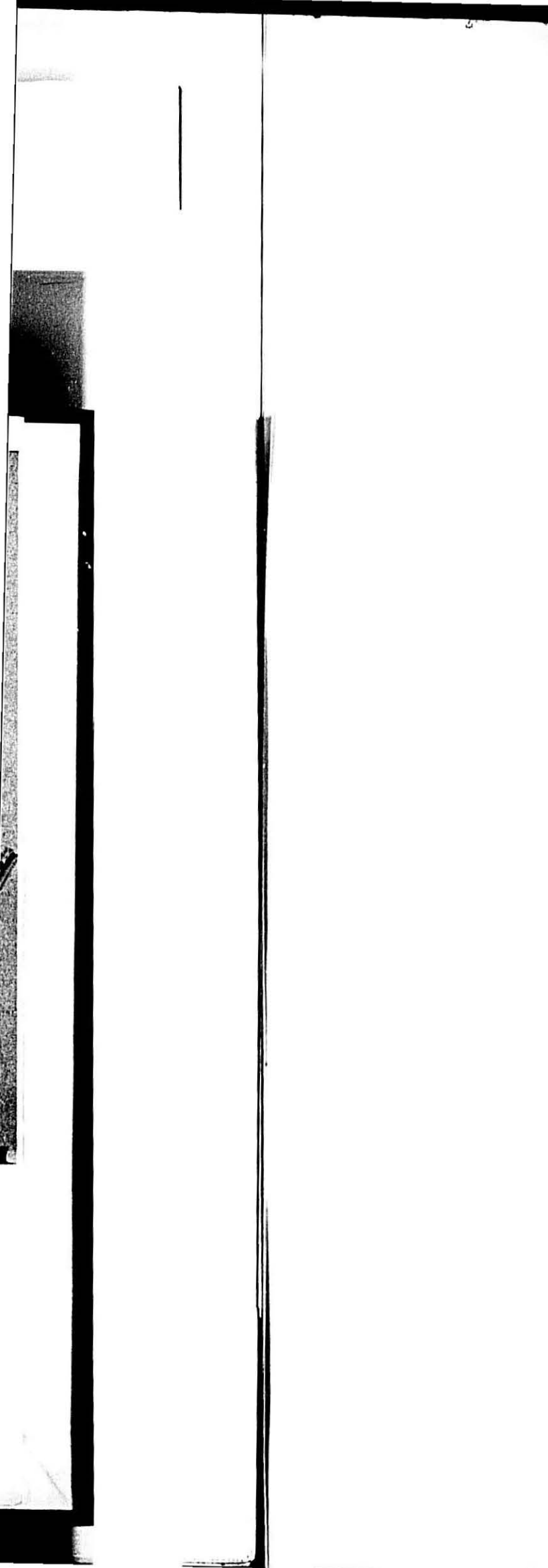
Creamette Casserole

Creamettes Macaroni Cheese Bake was advertised in the March issue of Family Circle. The casserole requires only six ingredients and 25 minutes to bake. Promotional materials were supplied by the company.



WE GO RIGHT TO THE TOP
to get attention for macaroni-noodle products
Support the effort and enlarge your markets.

NATIONAL MACARONI INSTITUTE
P. O. Box 336, Palatine, Illinois 60067



There's A Code in Your Future

by Ira Gottscho, President, Adolph Gottscho, Inc.

Ever-increasing pressure on the part of "consumerism" groups has resulted in a steadily rising tide of municipal, state, and federal legislation requiring manufacturers to code date products. This, plus the massive food industry "call-backs" area, in themselves, compelling reasons to learn about modern code dating methods and the most recent developments in imprinting machines.

Why Use Code Dates?

But even if you are not yet legally required to code date, it is to your economic and marketing advantage to do so.

By merely glancing at packages on the retailer's shelf or in your own inventory, you will be able to determine when the product was produced, where, by whom, in which plant, on what equipment, in which shift, with what ingredients.

In addition to quick identification (which, of course, should already be part of your manufacturing control) proper code dating gives you five added marketing and merchandising controls. These include: shelf life control (terminal dating); inventory control and supervision; a means of pinpointing weak sales areas; establishing and monitoring sales quotas; and more accurate market testing.*

When one analyzes the thinking behind currently proposed federal legislation, it is not too difficult to visualize that the day may soon come when secret codes will be prohibited and a wide variety of products will be required to indicate clearly and plainly, "Just day fit for use" or an "open date" such as we already have in many drugs and in virtually all photographic film packages.

Proposed Legislation

If the proposed legislation is adopted, it will mean that no longer will these codes be identifiable only by the manufacturer and his representatives. The past history of problems in the recall of contaminated products has established the demand that Mrs. Housewife must be able to read the end-use date clearly and easily and that it be prominently featured on virtually everything she purchases, not only on all ingestible products.

Accordingly, while there have been recent developments along the lines of high speed automatic code dating attachments which imprint a single line of numbers or characters, there have been, in addition, new machine designs

to permit the economical imprinting of larger messages such as might be required under the "open dating concept."

Significant Trend in Design

One significant trend in the design of this imprinting equipment involves the complete elimination of liquid ink handling. For web stocks such as paper, film and foil, a hot stamping process that utilizes a low cost, colored, roll leaf instead of ink is fast gaining popularity. Such an operation eliminates ink mess, smudging, ink odors, and possible product contamination.

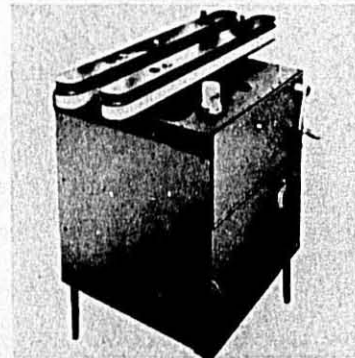
Even more important from a cost standpoint, "bone-dry" imprinting eliminates all wash-ups between color changes and all clean-up at the end of a shift. The unit goes into operation as soon as the switch is thrown.

Miniaturized Unit

Typical of the new equipment developed for ink free imprinting is a miniaturized unit that provides an image up to 1" x 1 1/4" at as many as 130 impressions per minute on the inside or outside surface of the web.

Larger Equipment

Larger equipment of this type is also extensively used for indicating net weights and ingredients as well as pricing and date coding to "common" pre-printed poly and poly/cello bag film. One candy and nut manufacturer, who utilizes a leaf imprinter that provides a 4" x 4" image, reports that his "print as you package" approach saved \$1,300 in the first month on cost of labels and labor involved in the prior method of package identification. The illustration here shows how all these approaches are being used on Triangle form-fill-seal bag machines.



Side view of bottom coder. Note overhang of product transport belts which insures positive grasp and control of the products being marked.

Low Cost Bottom Coder

A new, low cost bottom coder, Markocoder® BD-1, said to incorporate entirely new packaging machine design techniques and capable of imprinting up to 250 containers per minute has been announced by Adolph Gottscho, Inc. of Union, New Jersey.

The new, true-flexographic imprinter will automatically center up to 7 digit codes on the bottom of containers from 3/4" to 7" wide by 1" to 12" high in a wide range of product configurations without the need for change parts.

New Approach to a Packaging Machine

The Markocoder BD-1 employs an entirely new approach to packaging machine design in that it is powered by means of flexible shafts, such as are used in aircraft controls and high speed grinding equipment, thereby eliminating not only all drive chains but conventional gear drives as well. Products to be coded are automatically securely grasped and carried through the machine between two overhanging specially designed transport belts which are instantly adjustable, while the machine is running, to accept virtually any shape container: round, oval, F-style, tapered, or irregular — even "tub-shaped."

Advance Design Concept

Another advanced design concept featured in the new equipment is a new type of fully transistorized (no tubes, no warm up time) electric eye triggering mechanism. Its rugged printed circuit construction is said to provide high speed and high sensitivity on all containers regardless of the opacity of the materials involved.

New Unit Features

The new unit features a visible, constant-level ink reservoir for non-spill filling, draining, and clean-up that drastically reduces labor requirements. An easily and swiftly interchangeable "pop-off" die wheel permits printing dead center or off center as desired and will imprint recessed bottoms up to 3/8" deep.

New Designs

The new design techniques, coupled with mass production savings, have resulted in significant economies which have been reflected in the pricing, claims the manufacturer.

Write for Further Details

Further details and specifications of the Markocoder BD-1 Bottom Coder can be obtained from Adolph Gottscho, Inc., Department "P," 835 Lehigh Avenue, Union, New Jersey 07083.

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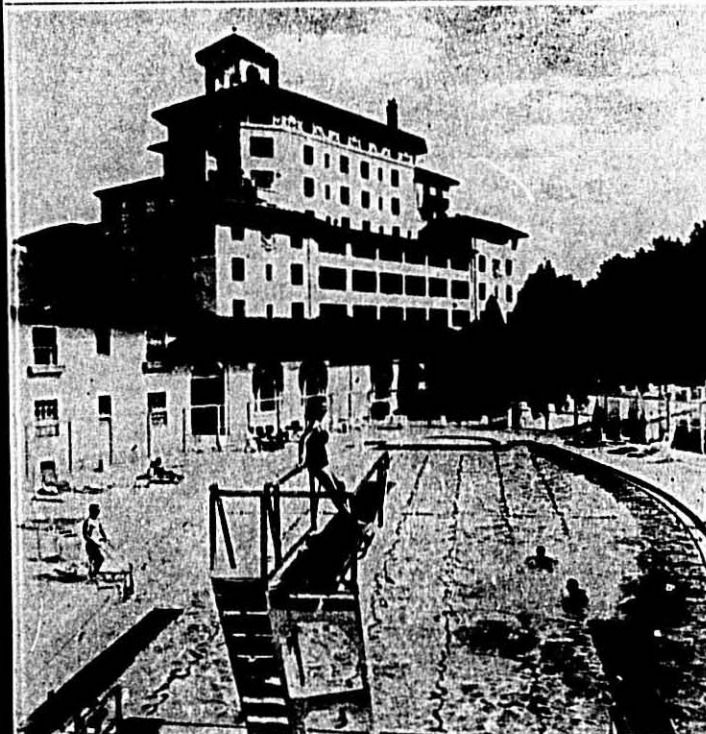
One (1) 20 oz. can will treat more spots effectively than a gallon and one-half of conventional insecticide in a sprayer.

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Zero In On Safety—

(Continued from page 6)

appears to be a lack of priority where safety is involved. If one could reduce the idea of this program to one sentence it would be, "Give safety high priority in your company." The slogan, "safety is everybody's business" is meaningless unless it becomes your business, and that is the goal of the campaign. Specifically, this idea provides a framework of motivation, as well as promotion within each company to concentrate on these safety issues within the organization which need priority. The approach is threefold:

1. Publicizing a company policy, giving accident prevention the top management backing and priority status it needs and deserves.
2. Ensuring that all levels of management and supervision know that superior performance is expected and demanded.
3. Bring to the rank-and-file worker in a dramatic and meaningful term the overriding importance of safety to him personally.

Flexibility

Although targets, programs, and promotion will vary with each company, the "Zero In" campaign has a built in flexibility to aid in the initiation and execution of the specific thrust management chooses. The campaign ma-

terials include a draft policy statement by top management calling for action now. In addition, posters and banners are available to promote employee participation. Booklets have been developed for worker programs, as well as a variety of visual aids to help maintain a high level of participation at all employee levels.

The National Safety Council has pledged itself to support every enterprise that joins the "Zero In" campaign with its technical knowledge and consulting services. Use of these proven tools of the safety professional is basic to the aim of the campaign.

Become Prevention-Minded

An accident by definition is something which could have been prevented. Injury rates can be reduced, but only when each worker becomes prevention-minded, when each realizes that he must "Zero In" on those factors in this immediate situation which give rise in accidents. If enough people "Zero In," the goal of this massive effort can be achieved in every organization.

Announcing this program, National Safety Council President Howard Pyle said, "I hope you will take the actions recommended, insofar as they apply to your company and to your role in that company. No heavy burden is placed on your time by such action. What is called for is a total organizational commit-

ment to the imperative that injury rates must come down."

Complete details on this campaign, including a program planning guide, are available to any organization upon request to the National Safety Council, 425 N. Michigan Avenue, Chicago, Ill. 60611.

In the New Yorker

From the Minneapolis Tribune—"British customs officers seized 407 pounds of macaroni aboard a ship from marijuana hidden in packs of India, it was learned Saturday. The haul, estimated to be worth at least \$100,000, is one of the largest ever seized in Britain."

Damned expensive macaroni, by our standards. (Poor typesetting, too!)

New Checkweigher—

(Continued from page 42)

Finally, though our new unit is designed to work with any form-fill-seal bag machine, it provides an even more ideal complement to our own packaging machines. In this context, it offers single supplier packaging system responsibility.

Thus the question at the top of this column might be better phrased, "Who needs a superior checkweigher?"

Where profits count, there can be only one answer.

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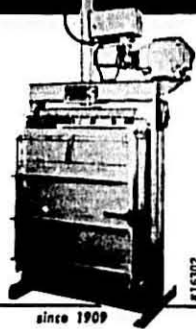
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