

**THE
MACARONI
JOURNAL**

**Volume 55
No. 8**

December, 1973

DECEMBER, 1973

Macaroni Journal



Admiring a finished wreath are Nancy (left) and Anne Polech, daughters of John Polech, a millwright at International Multifoods Baldwinsville, New York plant.

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unless you try it.**



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regarding advertising or editorial materials to Robert M. Green, Editor,
P.O. Box 336, Palatine, Illinois 60067.

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You can mold dry, uncooked pasta into shapes—as trees, houses, balls and other ornaments. Use lasagne, rotini, shells, wagon wheels, manicotti, elbows or whatever you have or can find, either alone or mixed together. First, prepare a medium-thick flour and water paste. Then, starting with a small amount of paste, add enough macaroni to make a very stiff mixture, like popcorn balls. Now mold this with your hands into any shape you like. If the mixture doesn't hold its shape, add more macaroni. You can also shape the mixture with dishes, muffin cups or other molds. Fasten two dried pieces together with a little paste or gently press two wet molded pieces together. For brilliance, add food coloring to the paste or paint dried pieces with food coloring. For other "pretties," make Fusilli Icicles and the Topiary Centerpieces.

Fusilli Icicles

Epoxy or airplane glue
Fusilli
Silver glitter
Egg Bows
Green glitter
Red glitter
Ribbons, optional
Squeeze out a 12-inch ribbon of glue on a sheet of wax paper. Roll fusilli, the long spiral shaped spaghetti, in the glue; then sprinkle with silver glitter. Set aside on wax paper to dry. While

the "icicles" are drying, create the butterflies by dipping the edges of egg bows in glue, then red or green glitter; dry. Spot glue the butterflies on the icicles, stand back and admire!

Topiary Centerpiece

2 trees
2 styrofoam balls, each 6 inches in diameter
2 wooden dowels, each 18 inches long
1 roll green crepe paper streamer or florist's tape
Glue
1 package (1 pound) elbow macaroni
Artificial leaves and berries with wire stems
2 terra cotta flowerpots
Sand, dirt or pebbles
1 roll narrow velvet ribbon
For each tree, insert dowel about 5 inches into styrofoam ball. Cover exposed dowel completely with crepe paper or florist's tape (adhere crepe paper to dowel with glue at top, middle and bottom). Brush glue onto styrofoam, one area at a time. Press macaroni onto glued surface, covering entire ball with macaroni. Trim stems of leaves and berries and insert randomly into ball between pieces of macaroni for color contrast. Fill flowerpot with sand, dirt or pebbles. Insert styrofoam ball-topped dowel into pot. About an inch below ball, tie a bow with the velvet ribbon on dowel.

Senator Milton Young Honored at Durum Show

THERE may be enough durum to meet both export and domestic demands this year—"There is a shortage of \$3 wheat but plenty of \$5 wheat," declared Joe Halow of Great Plains Wheat, Inc.

The price performance of durum brought joy to Langdon, North Dakota and to the growers from all over the state who attended the 35th annual show, October 15-16-17.

Dr. David Walsh, Cereal Technology Department, North Dakota State University, stated this year's crop, from preliminary quality studies, appears to be a good milling quality, better color and higher protein than a year ago. More than half of the crop should grade No. 1 or better.

Durum King

The durum king was the N.M.M.A. Sweepstakes winner, Brian Schlieve of Devils Lake, a 4-H Club boy, with 64 lb. test weight Leeds entry. Second best was a 66 lb. sample of Leeds entered by Phil Feil of Fortuna. Winners of the open class were D. and E. Quaine of Glenora. Professional class winner (previous winner puts you in the professional class) was Kearn D. Twete of Pekin with 64 lb. Leeds. The show drew 278 entries.

Durum Queen

The opening day culminated with the crowning of a Walhalla girl, Corriene Lou Carignan, as Miss Durum Monday evening. Miss Carignan, 17, was among nine candidates for the 1973-74 title. She succeeds Jo Neil Linde of Churchs Ferry who has reigned as durum queen for the past year.

Miss Carignan was chosen Miss Congeniality in the Durum Pageant, Connie Nelson of Osabrook, who was third runner up, was first in talent. Other runnersup for the title were Fonda Miller, Langdon, first runnerup; and Shirley Guedesse, Hannah, second runnerup.

Sen. Milt Young Day

Tuesday was "Milt Young Day." The Senator was on hand as keynote speaker and to be honored for his service to agriculture. Senator Young has been called "Mr. Wheat." He is a member of both the U.S. Senate appropriations and farm committees. He was one of the main authors of the new farm bill.

Sen. Young said the outlook for farm prices seems to be "quite good" for at least next year.



Mrs. and Senator Young with the Durum Queen, Corriene Lou Carignan.

"With better economic conditions throughout the world and the ever increasing population, it is entirely possible we could have pretty fair prices for the foreseeable future," Young said. He added, "I am not talking about \$7 durum, though."

"We would be living in a dream world if we believed farm prices would continue on at the levels where they have been," Young told the audience at Langdon's Middle School gymnasium.

Young said the new farm price support legislation will provide farmers with at least some protection if they should again produce "price-busting surpluses."

He described the target price concept which he originated for the new farm program. Through target prices, he said farmers would be protected if wheat should again drop to \$1.32 a bushel or barley to \$1.04. He said the average Cavalier County farmer with 650 acres in cropland would receive \$4,592 in target price payments—whether he had a crop failure or not.

Russian Sales Defended

Young defended last year's Russian Wheat sales by saying they are responsible for the high prices farmers are enjoying now. He said, "Unfortunately some members of Congress and a few others I know who have held high political offices were very critical of Russian wheat sales."

The Senator asserted, "Most of the accusations regarding the wheat sales

aren't true. We sold a little over 400 million bushels of wheat to Russia last year. During that same year we exported more than 750 million bushels to other countries."

He said Russia received "exactly the same export subsidy and the same terms as all of our other foreign customers."

Young acknowledged, "Most everyone agrees now that export subsidies for both Russia and other wheat exports could have been discontinued earlier." He commented, "Hindsight is always better than foresight."

After his introduction by Mayor Harold Blanchard, Sen. Young commented, "I have said I would like to live long enough to see wheat in short enough supply to bring high prices. That wish has finally come true."

The Senator recalled addressing Durum Show audiences in leaner days when 15-B rust practically wiped out durum production.

"As I recall," he commented "the total durum production in the United States dropped to only five million bushels in 1954. This is in great contrast to this year's production of 85 million bushels."

"While I have been a great advocate of price support programs," Young told the durum growers, "I can't help feel the research and development conducted by our State University and the Langdon Experiment Station have been more helpful than all of the other programs put together."

A durum parade featured the high school band of Langdon, a military color guard, equestrians in goodly number, an array of spanking new farm equipment. A free spaghetti dinner was prepared for about 1,000 participants by the merchants of Langdon and a Durum Dance was held at the Country Club.

An evaluation meeting was held at breakfast Wednesday morning followed by a Durum Industry Advisory Committee meeting.

Industry Representation

A good contingent of macaroni manufacturers and durum millers were on hand at the Durum Show. They included Mr. & Mrs. Lawrence Williams of the Creamette Co.; Horace P. Gioia, Bravo Macaroni; Stuart Seiler, C. F. Mueller Co.; Lloyd and Mickey Skinner and Bill Henry of Skinner Macaroni; Bob Green of NMMA.

Durum milling representatives included Gene Kuhn of Amber Mill; Sal Maritato and Bill Brezden of International Multifoods; Sam Kuhl, Skip Peterson, George Odgaard and John Tobin of North Dakota Mill; Don Gilbert of ConAgra; and grain buyers from Peavey and A-D-M as well as the other mills.

In the Fargo Forum

An official of the National Macaroni Manufacturers Association accused the federal government of creating uncertainty in the durum supply situation.

"I think the government did us dirt when they allowed foreign competition to take away our durum supplies," said Robert Green, Palatine, Ill., association executive secretary, speaking at the United States Durum Show.

Green said government price controls prevented the macaroni industry from bidding on durum, with the result that foreign purchases drove supplies to a dangerously low level.

"We are very concerned whether we have enough of a supply to squeak through this year. Domestic requirements are about 40 million to 45 million per year, and we may need more if meat prices continue high," he said.

But what further irritated Green is the variation in government figures on bushels committed for export.

"Today the Commerce Department says 80 million bushels are committed, and the U.S. Department of Agriculture says 70 million bushels. It makes a lot of difference—either you have enough or you're short," said Green.

Pasta Export Banned

The Common Market banned the export of pasta from Italy on September

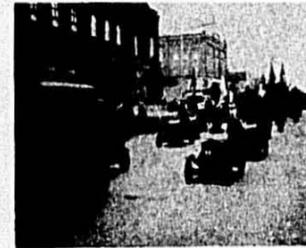
7. The ban was extended October 17 to the other eight Common Market nations as well.



Color Guard from the U.S. Army Defense Command of Colorado Springs led the Durum Show parade.



A Spaghetti Float featured Bobby Stalker as queen with spoon and Cindy Brothers holding fork.



Vintage Automobiles and Shriners Clowns group lent a note of gaiety to the parade.



Senator Milton R. Young presented an award by Langdon Mayor Harold Blanchard.

Countdown on Wheat Supply

Statistics released by the U.S. Department of Agriculture point to exhaustion of wheat supplies in the United States before another harvest. Impossible "minus carryovers" are indicated for all wheat and, by class, hard winter, soft red and durum. Statistically, the only classes of wheat showing carryover July 1 are spring wheat and soft white. That carryover of spring wheat would have to last another 45 to 60 days beyond July 1 before 1974 crop becomes available.

Listed below are export wheat commitments for 1973-74 by class, as of Sept. 21, amounts estimated by USDA as available for export and carryover and prospective carryover, based on current statistics:

	Export sales & ship-ments	Avail-able	Pro-jected carry-over
	—millions of bus—		
All wheat	1,358.7	1,401.0	42.3*
Hard winter	915.6	832.0	-83.6
Soft red	29.1	18.0	-11.1
Spring	220.6	321.0	100.4
White	113.2	123.0	9.8
Durum	84.8	80.0	-4.8

*If exports as flour and other products equal the 46 million bus of 1962-63, the all-wheat carryover would be a minus 3.7 million bus.

The above listing is based on the USDA report of undelivered export sales, as compiled by the Department of Commerce, as of Sept. 21, and USDA weekly reports on export inspections.

Durum Stocks, On	OH	All '000 bu.
North Dakota Farms	Farms	Positions CCC
Oct. 1973	77,001	21,018 98,019 401
July 1973	18,737	16,891 35,628 401
Oct. 1972	89,773	24,458 114,877 594

On October 1 durum wheat stocks in all positions totaled 98,000,000 bushels, 14% less than a year earlier and 26% below Oct. 1, 1971.

Durum Futures Traded

Trading in durum futures was inaugurated Oct. 31 on the Minneapolis Grain Exchange.

The export-oriented durum futures contracts provide for delivery in-store in waterfront elevators in Duluth, Minn., and Superior, Wis.

The contract grade for the new future is U.S. No. 3 hard amber durum. Delivery months coincide with other wheats—September, December, March, May and July. Unit of trade is lots of 5,000 bus.

An Important Year for Agriculture

by Dr. Richard J. Goodman, Associate Administrator,
Foreign Agricultural Service, U.S. Department of Agriculture, at the Durum Show

THIS past year in agriculture has been described in a number of ways. It has been called hectic, exciting, frustrating, remarkable, rewarding, profitable, chaotic—and it has been all of these at one time or another for most of us.

But the one word that tells it best for me is **important**. This has been an important year for American agriculture. It is important because of events that have given agriculture new stature in our national life, new influence in the councils of government, and at the same time it has uncovered for agriculture genuine opportunity for new and substantial growth.

It seems to me that four basic changes are taking place as a result of this unusual year, and it is these changes that make it an important year.

First, American agriculture is no longer taken for granted—either here or abroad. The American consumer is discovering that the bread, spaghetti, meat and milk on the supermarket shelves is not produced in a warehouse. It is produced on somebody's farm, where people work long hours to turn out the raw materials that put the food on those supermarket shelves.

Second, under the impact of an export year worth almost \$13 billion, the American farmer is discovering world markets. For example, about three-fourths of last year's wheat crop was shipped overseas.

Third, the world consumer, in a year when unprecedented U.S. agricultural exports helped fill significant shortfalls in world production of grain and protein meals, is discovering the full measure of the productivity and the potential of the American farmer.

Fourth, and perhaps most important, all of us—producers, consumers, Government—are getting the message that controls, on production, exports, or prices, are no substitute for the market in a free enterprise economy.

That is a rather long list. How could all that happen to agriculture in such a short time? The answer, of course, is that fundamental changes have been taking place in world agriculture for sometime. It took a series of events, a chance combination, really, of several factors, to dramatize the explosion in world demand for agricultural products.

How It Happened

Very briefly, you will recall that bad weather last year produced short crops in major grain producing areas of the world—Russia, Australia, India and others.

At the same time, the fish catch off the coast of Peru, the leading source of fish meal for livestock, dropped disastrously.

Meanwhile, the countries of the industrialized world were experiencing an almost synchronized economic expansion accompanied by almost universal inflation. Demand increased for all agricultural commodities, particularly the grains needed to produce more meat for increasingly affluent consumers.

Added to this, were the unsettling effects of dollar devaluation and instability in international money markets. Devaluation made U.S. commodities cheaper in some markets, and agricultural commodities, in strong demand, became attractive investments as an alternative to holding unstable currencies.

Those, in my opinion, are the major immediate factors that produced the rather traumatic signs of change that we have been experiencing in agriculture. If you examine them, you find that most of these factors were transitory: This year, the weather is more nearly normal in major producing areas; signs are that Peruvian fishing will improve; governments everywhere are working to solve the problems of inflation.

Transitory Factors

It took these transitory factors to underline the basic and continuing factor behind the surge in demand, and that is economic growth—the steady rise in per capita incomes around the world—in developing as well as industrialized countries.

These rising incomes have led to shifts in consumer demands for food. The Japanese, for example, is no longer content with his diet of 25 years ago—mostly rice and fish. He wants, and can afford, more bread, cakes, fruit, meat—the things that make a better-tasting, more varied diet.

These changes in Japan have made that country our largest national market—worth \$2.3 billion last fiscal year, and that included \$277 million worth of U.S. wheat.

Elsewhere, U.S. farm exports to Western Europe went up by 49 percent, as the affluent Europeans imported more soybeans and grains to boost livestock production. Exports to Latin America were up by 43 percent. Rising incomes have had a dramatic impact on sales of American wheat to developing countries in Latin America, and also in Asia and Africa. Wheat-based foods are replacing corn among busy urban consumers in Latin America, who no longer have the time required to prepare the traditional dishes from corn. Wheat foods are replacing rice in Asia.

Rising incomes and the accompanying consumer pressures for better living also lie behind the opening of two new markets for U.S. agriculture. I am referring to the Soviet Union particularly, and also the People's Republic of China, which have become accessible to us as a result of President Nixon's diplomatic initiatives of the past two years.

Russia and China

It became clear last year that the Soviet Union, committed in its current 5-year plan to improve the diets of its people, intends to keep that pledge when it turned to the world market to make up the shortfalls in grain production. In similar situations in the past, the Russians have tightened their belts rather than import the commodities they need.

Their crop is better this year and their imports will be down, but if they are serious about better diets, as they seem to be, they are going to have to be in the world market to one degree or another for some time to come.

As for China, which took more than \$200 million worth of U.S. wheat, corn and other products last year, weather is the big determinant of farm imports, so it is impossible to predict their future course. However, it is significant that we have begun to trade with a market of some 800 million people, a market that has been closed to us for 20 years.

Greater Expansion

As I said, weather changes, Peruvian fish supplies come and go; but there is no reason to believe that this rising demand for farm products brought on rising incomes is going to slow. In fact, a pretty good case can be made that it

(Continued on page 8)

Merry Christmas

Amber
MILLING DIVISION
FARMERS UNION GRAIN
TERMINAL ASSOCIATION

at Rush City, Minnesota • General Offices, St. Paul, Minnesota 55165

Important Year

(Continued from page 6)

will accelerate, that we are only on the threshold of greater expansion caused by economic gains.

This burgeoning demand for agricultural products, and the American farmer's ability to supply them, has profound implications not only for agriculture, but for the whole nation.

All of us would do well, from time to time, to remind our city friends that agriculture still is the nation's largest industry; that agriculture's exports, which have grown for four straight years and will increase again this year, now represent over one-fifth of total U.S. exports.

We should point out to those who would put controls on exports that agriculture has become the brightest spot in our national trade picture; that it contributed a surplus of \$5.6 billion to the nation's trade balance last year—when non-agricultural trade was running in the hole by more than \$9 billion.

This surplus—a favorable balance of trade—is the key to the ability to buy freely on the world market. If you want to buy in the world market, you have got to sell in the world market as much as you buy.

Too few people know, or understand, that commercial agricultural exports last year were enough to pay for our imports of coffee, tea, rubber, bananas and all the other agricultural imports, with about \$4.5 billion left over. That was enough to offset the two-billion-dollar oil import deficit, with \$2½ billion more to apply to the imports of compact cars, motorcycles, TV sets, aluminum and other consumer and raw materials that we must have to maintain our standard of living.

As a nation, we are going to need this strong agricultural trade even more as our dependence on foreign sources increases for the basic materials, such as oil, that we must have to sustain our technological society.

For the farmer, exports mean stronger prices, higher incomes. World demand, not just domestic demand, has pushed prices for durum, corn, soybeans and the whole range of commodities to current levels. It was no accident that last year's record farm exports were accompanied by record net farm income—close to \$20 billion. This year, we think exports will reach around \$16 billion, and we look for net farm income to rise to around \$24 billion. Exports and income go hand in hand.

I might point out that North Dakota's share in the record \$12.9 billion in total farm exports in fiscal year 1973 was close to half a billion dollars—\$489 million, to be exact. North Dakota wheat alone returned \$351 million from foreign markets to the state's farmers, and—as you know too well—through them millions of dollars to the shippers, bankers, retailers and others who serve the farming community.

Where Do We Go From Here?

Forecasting is a hazardous business, but there are indications in what I have been discussing of the broad outlines of the future.

For the near term, or course, world grain supplies remain tight, with grain stocks drawn down, putting the major supply burden on the current year's production. However, as I indicated, world crop conditions have improved, and specialists in the Department of Agriculture currently estimate that the grain available for export from all world sources this year will be just about equal to import demand at the prevailing strong price levels.

Total use of U.S. wheat for 1973-74 is expected to be down somewhat from last season, but will exceed 1973 production, reducing the carryover next summer to about 300 million bushels. Acreage and production should expand further in 1974, offsetting the reduced carryover, and boosting the supply by perhaps 100 million bushels.

Tight Durum Situation

The world durum situation can only be classified as very tight. This is primarily the result of shortfalls in three main trading areas—Canada, the European Community and Argentina.

In the Community, where Italy produces 80 percent or more of the durum and France the remainder, the 1973 crop is down by 11 million bushels from last year, the second straight year of decline. The production drop will boost the Community's import needs in 1973-74 to a projected 48 million bushels, one-third more than 1972-73. The Community has banned exports of durum and durum products.

Canada's crop is down about 17 million bushels from last season, and we are projecting an accompanying decline in exports to about 36 million bushels from 59 million last season.

The situation in these two major producing areas has put a heavy strain on U.S. supplies. This is intensified by a low level of exports from Argentina, reflecting two consecutive years of below-average production. Argentina

placed a ban on durum exports, which have been running only about 1 million bushels the past two years and the ban is not expected to be lifted until the new crop is available two or three months from now.

Here at home, this year's durum crop is estimated at 85 million bushels, about average for recent years—if averages mean much in a crop that fluctuates as widely as durum production.

We are projecting another increase in U.S. exports for 1973-74, to 70 million bushels, with a drawdown in durum stocks of 27 million bushels, to a carryover of only about 10 million bushels next July 1.

That, very briefly, is the near term outlook: world grain production is up, but short stocks should continue to shore up demand. Prices should continue strong; but not at the levels we have experienced in this past year.

Further Down the Road

Looking further down the road, we can expect that prices will moderate as production and stocks return more nearly to normal, but I don't think we will ever see a return to the low farm prices of the not-so-distant past.

My optimism is based primarily on the fundamental changes in world demand that I have been discussing—the rise in consumer incomes and expectations.

This past year has pointed up the interdependence of nations as the buying power of their consumers increases, and with it their wants. It has shown that the United States, with the world's most productive agricultural plant, is the best source of the agricultural products that domestic agricultures in many countries can't supply.

It has demonstrated to U.S. farmers the strong pull of the world market, and the potential in its growing demand. It has enabled government to remove production restraints, to shift farm policy from one of production adjustment aimed at scarcity to one of full-throttle production for plenty, based on the farmer's own decisions and with a guaranteed price to protect against income disaster.

For the first time in 40 years, you can use all of your land, your skills, your machinery and other operating needs to produce for the market, both here and abroad, rather than producing for the storage bin.

As we all know, many people would have us turn our backs on this potential. They want to halt or reduce farm exports in an effort to reduce prices at home.

That would be a mistake. To begin with, I think all of us have had enough of controls.

Second, our export gains have been built largely on our reputation as a dependable supplier—a country that delivers when others can't or won't.

Third, if you, as farmers, are asked to go out—to produce for plenty at home and abroad—you need confidence in your market—that it won't be reduced by government decree.

Finally, I don't think this country can afford to turn its back on the trading world—not when we depend on the world economy for massive imports of fuel, raw materials and the long list of consumer items, from TV sets to compact cars, that have become necessary to our standard of living. To import these things, we must export, and agriculture is the strongest element in our foreign trade, with the greatest potential for expansion.

It seems to me that this year has marked the passage of agriculture into a new and larger role in the international market and in the national economy. It has dramatized U.S. agriculture's position as an industry that enjoys a growing world demand for its products and a clear competitive edge over other possible suppliers, and it has given agriculture the opportunity to produce as it wishes for that market. The potential is great.

The Turning Point

by William R. Goodale,
Vice President, Grain Division, Continental Grain Company,
at the Durum Show



William R. Goodale

TODAY'S global grain market is at once fabulously wealthy in the teachings of history, and formidable in its challenge to the understanding of economists, politicians, producers, processors, marketers, transporters, financiers, consumers and to armchair strategists the world over.

In the last twelve months we have alternately resurrected, and buried, the wisdom of men like Joseph Malthus, Gresham, and Adam Smith to name a few. Behind the raging debates over grain reserve policies, the limits of population, the value of money, and free trade, lies a public quest for genuine understanding of the dynamics of today's situation.

The central issues in these debates are beautifully simple in concept, but awesome in their complexity of application. Perhaps the most positive development over the last several months has been a growing recognition of the possibility that fundamental economic change is as responsible for today's price structure as is bad weather. In other words, recognition that the economic position of the United States,

relative to the rest of the world, has changed through unofficial devaluation and dissolution of fixed exchange rates. At the same time, world food reserves are at their lowest point in 20 years. Acreage reserves are at their lowest point in 18 years. Fuel and fertilizer are in short supply and population continues to grow exponentially at about 2 percent per year, giving rise to an annual grain demand increase of between 15 and 20 million tons.

In the last 3 years, the world rate of increase in cattle numbers has doubled and the world rate of increase in swine numbers has more than tripled, compared to the previous seven years. The world per capita consumption of red meat has been about 50 pounds per person in recent years, while the consumption in the United States has grown to almost 200 pounds per person. Consider the impact on grain prices as this pattern of consumption spreads, with income distribution and growth, to the rest of the world.

Multipled Demand

In my view, there is nothing more important today than recognizing that our basic global grain demand has, therefore, been surprisingly multiplied through this abrupt growth and redistribution of the world's buying power. As long as this phenomenon continues, our markets cannot be expected to return to their former benchmarks.

In this regard, the notion I find most fascinating at the present time is that we, here in the United States, may be using the wrong denominator when we speak of grain prices. We continue to speak in terms of dollars. Why not speak in terms of something related to

(Continued on page 12)

DURUM SITUATION REPORT

by Charles Nelson, Marketing Specialist, North Dakota
Wheat Commission, at the Durum Show

Ten Year Perspective in millions of bushels	Production Exports Domestic Carryover			
	1963-64	1964-65	1965-66	1966-67
1963-64	51	28	27	41
1964-65	67	8	31	68
1965-66	70	34	50	54
1966-67	63	47	41	29
1967-68	67	31	41	24
1968-69	100	47	37	41
1969-70	108	34	35	80
1970-71	53	39	36	58
1971-72	92	44	37	69
1972-73	73	65	40	37
1973-74 (estimate)	85	70	35	17
1974-75 (guess)	112	50	40	39

Harvested Acres 000's	Durum Production Million Bushels		Annual Average Price to N.D. Producers	
	U.S.	N.D.	Durum	Hard Red Spring
1963	851	341	1.92	1.97
1964	1,898	384	1.38	1.44
1965	1,981	315	1.28	1.45
1966	2,060	363	1.68	1.67
1967	2,287 (28% up)	467 (38% up)	1.69	1.44
1968	2,927 (34% down)	643 (48% down)	1.49	1.33
1969	2,781 (34% down)	549 (48% down)	1.31	1.39
1970	1,843 (34% down)	282 (46% up)	1.40	1.50
1971	2,525 (37% down)	339 (2,864)	1.33	1.38
1972	2,298	257 (2,555)	1.35	1.53
1973	2,620	351 (2,971)	3.30†	2.60†
(guess) (28% up)	(46% up)	(30% up)	† First Seven Months	† 29 bu/A Average
1974	3,354	508	3,802	112*

DECEMBER, 1973

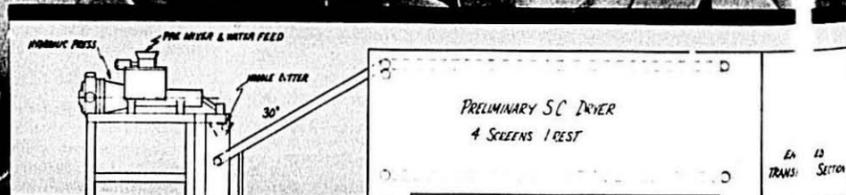
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The Turning Point

(Continued from page 9)

gross world product, or world grain deficit index numbers, or humanitarian terms such as calories per capita, or perhaps in terms of gold. Why dollars? You may find it at least amusing to learn that if a foreign buyer had come into my office in New York last week, and flung down an ounce of gold, he would have received about as much wheat for that ounce of gold as did buyers in 7 out of 10 of the previous years. Are wheat prices really high then?

In a sense, this way of presenting the price of wheat is a little unfair. While gold may be a durable standard of international buying power, I should not like to imply that I think unmanaged farm prices have, or ever will be stable in terms of any kind of money. Certainly the reverse is true and most of us would agree that free market wheat prices never have paid much attention to the cost of production.

What I do mean to imply is that if we are to rely wholly on price to ration today's supplies, as is the case in the United States, we ought to look at price through the buyer's eyes as well as our own to decide how high that price must go to do its job.

Law of Prices

In taking a closer look at this whole area of letting the price control the demand (or if you prefer, price elasticity of demand), it is interesting to resurrect yet another image of the past. This man's name was Gregory King. He lived during the reign of King Edward III of England. His observations, formalized into what he called the "Law of Prices," was made during a series of near famine years. He basically observed that a variation of supply caused a disproportionately larger variation in price. At one extreme point he observed that prices of grain had to advance thirteen times their former levels to ration supplies. His table of values was as follows:

Deficit	Above the Common Rate
1/10 raises the price.....	3/10
2/10 raises the price.....	8/10
3/10 raises the price.....	16/10
4/10 raises the price.....	28/10
5/10 raises the price.....	45/10

Without trying to defend the precision of Mr. King's observations made in the 14th century, I would have to comment that they are extremely interesting and seem generally valid over 6 centuries later. It is even more inter-

esting to me to consider that I may be using the wrong price if I apply his observations in terms of dollars.

Types of Demand

Continuing with the idea of letting price allocate to demand, some further perspective on this confusing issue can be gained through analyzing the types of demand which wheat prices must allocate.

First, there is the housewife in the more affluent countries of the world. How much less bread will she buy if a one pound loaf advances 3 cents, or the equivalent of \$2.10 per bushel in wheat prices? Considering that the prices of most everything else she buys are also advancing, it is very difficult to foresee a point where her demand diminishes. If recent industry statistics are any guide, she is now buying not only more bread, but more pasta, baked goods and flour. Price does not seem to be doing its job. In the majority of foreign countries, prices have not been able to reflect full increases because of import subsidies.

Secondly, there are the lesser developed countries. They are buying survival calories. Their alternatives are not numerous but they perhaps can exert more elasticity of demand for wheat than other areas. However, at today's prices, they do not seem to be willing to substitute much sorghum or corn for their caloric needs. India has bought or borrowed relatively little corn or sorghum even though these grains are 70 to 80 dollars a ton less than wheat.

Thirdly, there is a normally very price conscious source of demand in the reserve stocks of wheat deficit countries. However, the shock of the last twelve months with its fears of export controls, global shortage, logistical snarls, as well as the recent outbreak of war in the Mid East, has caused quantitative revision among those countries who formerly declared that their true reserves were only an ocean voyage away in North America. At what price for wheat will they risk doing without?

Perhaps I have belabored the point on price elasticity of demand, but it is only because the political, economic and moral consequences surrounding the issue are extreme. Moreover, the United States is betting heavily upon its estimates that today's prices are sufficiently high to insure a reasonable carryover next June.

If these estimates are wrong, we will either decimate our commercial credibility in foreign markets or create an absolute shortage in domestic markets. In the latter case consumerism's out-

rage, through an urban Congress could hobble agricultural exports for at least a decade.

Protect the Consumer

The greater challenge here is not to win at a game of brinkmanship with the world's food supply but rather it is to rationally and intelligently set about protecting the American consumer in such a way as to:

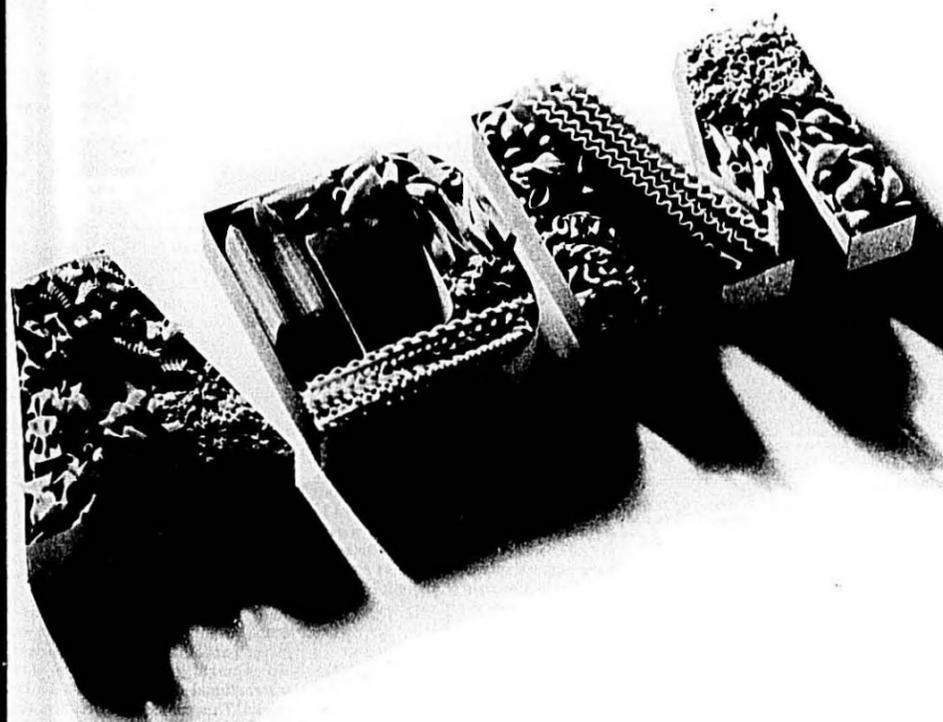
- (1) Preserve the efficiency, effectiveness and balance of trade benefits of our foreign marketing system, and
 - (2) Avoid enlarging the margins of agricultural protectionism that now exist among our foreign trading partners, and
- To join with other countries in a non-political effort to eliminate famine among the poorer countries of the world.

Milling Relief Granted

The milling industry, and several other food industries to an even greater degree, gained a major measure of relief on October 2 when the Cost of Living Council amended its Phase IV regulations governing the food industry. Associations for the feed manufacturing, soybean processing, flour milling and related industries worked together to point out to the COLC that the original Phase IV rules requiring different base periods for the calculation of revenues and costs would, at best, put a serious squeeze on permitted gross margins. That rule required that the base cost period, from which increased future costs were to be calculated, be the fiscal quarter following the four-quarter revenue base period selected by each firm. Thus, in a period of steadily rising costs, several months of cost increases would be wiped out, resulting in abnormally narrow or non-existent gross margins.

The Council adopted industry's joint recommendation that the base cost period coincide with the base period for revenues, except that costs higher than food raw material cost must continue to be calculated in the fifth quarter, the quarter following the base period. This exception will provide the Council with some degree of "squeeze" on margins, but much less than would have been the case without relief on food raw material costs.

The revised rules also specified that base cost and current cost with respect to food raw material costs is the average cost incurred throughout each period and not costs on the first, last, middle or some other day during each period.



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Report on Great Plains Wheat, Inc.

by Joseph Halow, Executive Vice President, at the Durum Show

TIME, well filled with events, passes quickly. Much has happened since the Durum Show a year ago when we were attempting to understand what the sale of grain to the Soviet Union would mean to the U.S. wheat industry.

Last year we were all concerned with facing a future full of uncertainties. The outlook was optimistic, but guardedly so. There were many who were wondering when the markets would break. I doubt there were many who expected them to last the entire year, and I am sure there was no one who would have guessed that bread wheat would top \$5 a bushel and durum \$9 a bushel.

A year later we still face many uncertainties, but some of the short-term effects of last year's changes are now not much of a mystery. First there was the crop failure in the Soviet Union. Then the difficulties in harvesting our corn and soybean crops gave the markets another boost. In rapid succession there were reports of crop shortfall in Australia, shortages in practically all the other Southern Hemisphere grain crops, the serious drought in India and Pakistan, the historic purchase of U.S. wheat and corn by the People's Republic of China, the short fish catch in Peru.

There were other factors—some political and some economic—and it is becoming increasingly difficult to separate the two. Progress with China and Russia may be set back by the new war in the Middle East.

The Middle Eastern countries are among the world's largest markets for durum and this is not likely to change. They are also significant producers of durum and other wheats but their production is strongly influenced by weather. At the present time in a sellers' market Middle Eastern countries may not have a choice, but normally they have been very selective.

Dollar devaluation has also played an important role. It has helped improve our balance of trade and payments, but it has also helped to increase prices in the United States, and this is bringing about an increase in the rate of inflation and consumer resistance.

Strengthening Factors

We can only speculate on how many of these changes may be permanent. In attempting to analyze the future

we must attempt to understand the present. There were many factors which strengthened our markets. The major ones were:

- (1) Crop failure or shortages in several major producing areas;
- (2) A rising degree of affluence in the world, permitting more people to purchase more of the type of foods they want;
- (3) Dollar devaluation made U.S. commodities relatively less expensive in foreign markets.

Some Are Missing

Some factors are missing this year. Instead of crop failures we are seeing record crops in some areas with the notable exception in the Middle East. The U.S. is still harvesting a record grain crop. Canada's crop is reported to be excellent. Australia expects a record 450 to 500 million bushels. Both are back aggressively in the export market. The Soviets are showing improvement with a record harvest in prospect this year.

World affluence is being offset to some extent by higher food prices. The demand for bread is relatively inelastic but the big demands in grains is to support a larger livestock industry. Demand for meat is quite elastic.

In a presentation he made last year, Morton Sosland, editor of Milling & Baking News, speculated that if each Chinese ate one more pound of chicken per year this would translate into a need for an additional 900 million bushels of grain necessary to produce it. In the U.S. there may already be a cut-back of more than a pound in meat and poultry consumption. Feed grain usage needs careful observation: it takes about 2½ pounds of grain to produce a pound of chicken, about four pounds of grain to produce a pound of pork and about eight pounds of grain to produce one pound of beef.

The U.S. is being subjected to pressures from both within the country and without for greater governmental control of agriculture. It has become more difficult for the U.S. free trade to deal in the large quantities involved in state trading. There are some who advocate the adoption of some sort of state agency to control exports. These people should remember that wheat boards not only set the prices at which grains are sold into export and domestic markets but they also set the price

at which grains are purchased within their own countries.

Even now there are still many U.S. consumers and some legislators and government officials who would discourage exports, hoping this would force down commodity prices and resultantly, retail food prices as well. The danger that further export curbs may be instituted appears now definitely to be behind us, but a part of the effects of this fear are still with us. The U.S. reputation as a dependable supplier has been assailed in the world markets, and although we have attempted to reply, some of the stigma still remains.

Fear of possible continued food shortages and relief needs in some parts of the world is creating renewed appeal for larger world reserve food stocks. There has even been some suggestion of a world food organization which would be responsible for maintaining world reserve stocks of food. In our concern over what this might mean, Great Plains Wheat has written to Henry Kissinger, the new Secretary of State, urging that the U.S. not consider participating in any endeavor which might give other nations or any international body control of U.S. food stocks. This subject requires very careful consideration from everyone.

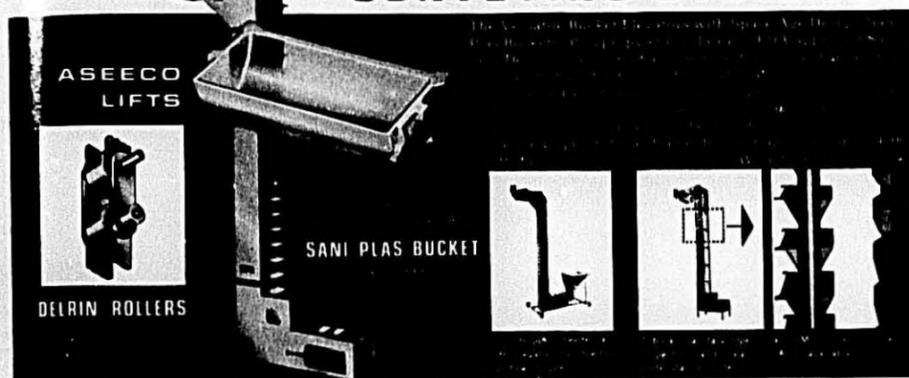
What About Prices?

One of the questions which remain uppermost in everyone's mind is what can we expect prices to do. It would seem quite unrealistic to expect that prices would continue indefinitely at August levels. On the other hand, it appears to be impossible that prices would ever return to levels we knew before July, 1972. If nothing else, current legislation which establishes a price target of \$2.25 per bushel for wheat would not permit prices to return to \$1.25. Another factor is dollar devaluation. Since grains are priced on a world market and since the U.S. dollar has a lesser value now, wheat and other grains have to be priced at a level which more or less corresponds to the difference in currency values.

I think in agriculture we must continue to be affected by what is transpiring internationally because of our dependence on the export markets. This dependence is increasing as we increase our production domestically. If anything should happen to our export market

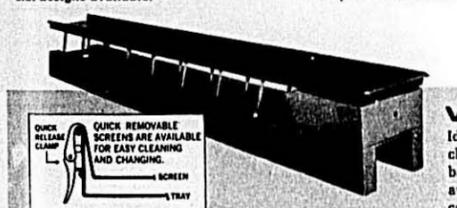
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Report on Great Plains Wheat

(Continued from page 14)

kets we could very easily be in a very difficult situation.

Great Plains Wheat was established to provide marketing intelligence and marketing service. By market intelligence we mean the attempt to determine what is transpiring in markets here and abroad and relaying the information to the proper sources. Some time ago we established what we feel is a good system of reporting market information and our materials have apparently been well received. We note this by the fact that our mailing lists continue to grow as we continue to receive more and more requests for our newsletter and our other publications.

Trade servicing tells customers and potential customers about the availability and qualities of U.S. wheats and providing assistance where necessary.

International Trade

Several years ago we decided that international trade policy was perhaps the most important single issue in determining grain trade, and we have concentrated heavily on this. We have been active on many issues in recent years including the lifting of restrictions on trade with the People's Republic of China and the Soviet Union, as well as other Eastern European countries, working for continuation of a liberal trade policy, attempting to gain better access for U.S. grains to the European Community, and working against interruptions of grain movements, both overland and at the ports.

At Great Plains Wheat, Inc.

Herman Schmitz, Williston, a McKenzie County farmer and member of the North Dakota Wheat Commission, was elected President of Great Plains Wheat, Inc. at their summer meeting in Lincoln, Nebraska. Schmitz will lead Great Plains Wheat for the 1973-74 year, succeeding Dean Parsons of Wall, South Dakota, who was president for the past two years.

Great Plains Wheat is a regional market development organization made up of North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Colorado and Texas. GPW promotes and services U.S. wheat all over the world.

Schmitz was elected to the North Dakota Wheat Commission in 1969 and has served as Commission Chairman. He has been vice president of GPW for the past two years.

Flour Enrichment Increased

Citing a deficiency of iron in the American diet, the Food and Drug Administration approved an increase in the iron fortification of flour and bread. The order does not apply to unenriched bakery products, whose labels already indicate these products are not enriched. Enriched products must clearly list the added nutrients per serving or portion.

This action will require the addition of 40 milligrams of iron per pound for enriched flour, up from 13-16.5 MG., and 25 MG. per pound for enriched bread, up from 8-12.5 MG.

Mandatory levels of the vitamins thiamin, riboflavin and niacin will also be increased.

Lengthy studies by the Food and Nutrition Board of the National Academy of Sciences/National Research Council and the Council on Foods and Nutrition of the American Medical Association concluded that iron deficiency is a problem for many people.

FDA originally proposed the further fortification of flour and bread in December 1971. Although most comments supported the increase, there were many comments that the additional iron might increase the possibility of iron disorders.

FDA said further studies on this subject had determined to their satisfaction that increased iron from enriched bread and flour would not jeopardize the health of normal individuals nor increase the incidence of iron disorders.

The order becomes effective April 15, 1974.

More Egg Mix For Needy

The Department of Agriculture in mid-October bought 1,584,000 lbs. of egg mix at a cost of \$2,730,000 to "help supply high quality protein food" in its direct distribution program. Thus far in 1973-74, the Department has bought 5,472,000 lbs. of egg mix at a cost of \$9,735,000.

Egg mix is a dried food product consisting of 51% whole egg solids, 30% nonfat milk solids, 15% vegetable oil and 1% salt.

Processed Eggs

A total of 47.0 million dozen shell eggs were broken during the period August 19 through September 15, 1973 under the USDA's Egg Products Inspection Act, up 4 percent from the same four weeks last year. Increases by regions were: North Central, 15 per-

cent; Western, 5 percent; and South Atlantic, 3 percent. Eggs broken were down 13 percent in South Central region and 8 percent in North Atlantic from the 4-week period of last year.

Fat-Free Egg Protein

Egg protein, considered the standard protein by many experts, is now being produced for food uses in a fat-free, cholesterol free (98% removed), powdered form. Produced originally as a byproduct of egg oil extraction, the protein offers a PER of 4.03, high stability without refrigeration, and a high rate of solubility.

The protein rich fraction contains approximately 75 per cent protein of extremely high quality, with applications in geriatric foods, foods for cholesterol restricted diets, baby foods (the amino acid profile is better than milk), dry products with eggs added, and high protein formulated foods.

In addition, cereal proteins may be greatly improved with small amounts of the egg protein. The egg protein can be used to improve the methionine content of soy protein or the lysine content of corn or wheat products.

The extraction process provides the cosmetic industry with a sterol-enriched oil rich in phosphatides, the full whole unrefined oil of egg for emulsifying creams and lotions. This egg oil consists of:

Acetone insolubles	20-25%
Sterols	4.5-5.5%
Saturated fatty acids (predominately palmitic)	34.0%
Monounsaturated fatty acids (predominately oleic)	37.5%
Polyunsaturated fatty acids	
Linoleic	23.0%
Linoleic	3.0%
Arachidonic	2.5%

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grams/100 grams of protein (N x 6.25)	
Arginine	1.7
Histadine	1.4
Lysine	1.9
Tyrosine	1.1
Tryptophane	1.6
Phenylalanine	1.8
Cystine	1.3
Methionine	1.3
Serine	7.8
Threonine	5.0
Leucine	9.4
Isoleucine	6.9
Valine	7.4
Glutamic acid	12.6
Aspartic acid	8.2
Glycine	3.8
Proline	4.5

(Continued on page 38)

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Skillet Dinners

from Durum Wheat Notes

Skillet dinners—meals prepared in one pan—become handy homemaker helpers during those “wonderful hectic” last-minute holiday hours. Imagine—trying to complete the yule-tide baking; wrap gifts; answer Christmas letters; entertain company; keep vacationing children from underfoot and fix dinner—all at the same time.

Pasta—macaroni, spaghetti and noodles—unlocks the secret of these easy-do, inexpensive, top-of-the-range delights. All recipes presented here are designed so that the pasta, meat and seasonings cook together in the sauce, making preparation time short, and clean-up simple.

Whether part of the Christmas-New Year's hustle or not—pasta skillet meals are always popular family fare. Nutty-flavored durum pasta stirs together nicely with a tantalizing variety of meats, fish, sauces, cheeses—so your macaroni, spaghetti and noodles can literally be tailored to any family's taste preferences.

Macaroni products, by themselves, contribute generous amounts of protein, as well as vitamins and minerals, with surprisingly few calories. (One cup of spaghetti in tomato sauce with cheese has only 250 calories, compared with the 600 calories from a 6-ounce broiled sirloin steak.)

Enriched pastas carry extra amounts of the essential B-vitamins—thiamine, niacin and riboflavin—and that important mineral, iron, nutrients needed daily for good health.

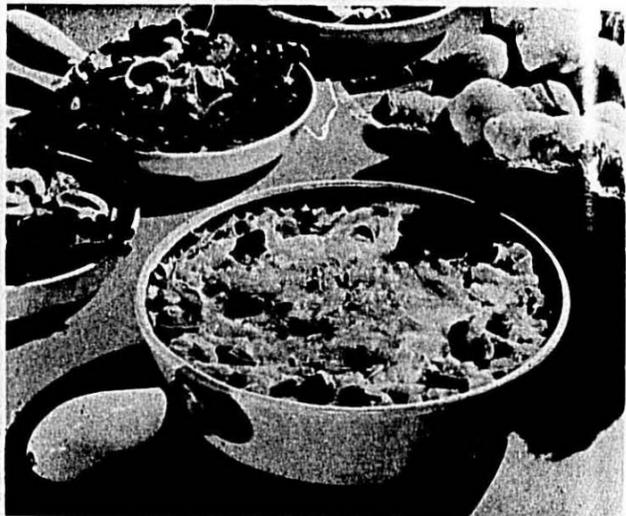
Cook all macaroni products only until “al dente”—tender (not tough), yet firm. The length of time will vary according to the pasta used—the bigger, thicker products requiring several minutes longer.

After preparing these skillet dinners, create your own, experimenting with the various sizes and shapes available. The possibilities are infinite, but all bring good eating and good nutrition.

Barbecue Shells

4 to 6 servings

- 1 pound ground beef
- 1½ cups (18 oz. jar) barbecue sauce
- 1 cup water
- 1 can (4 oz.) mushroom bits and stems, undrained
- 1 tablespoon instant minced onion
- 1 tablespoon dehydrated sweet pepper flakes
- 1 teaspoon seasoned salt
- ½ teaspoon cracked pepper



- ¼ teaspoon liquid smoke, optional
- 1½ cups (4 oz.) shells or elbow macaroni

Crumble beef into frying pan; brown. Drain off all fat. Add all remaining ingredients except macaroni. Bring to a boil; simmer over low heat 15 minutes. Add pasta, cover and cook over low heat until shells are tender yet firm, about 30 minutes.

Golden Turkey Stroganoff

6 servings

- 2 tablespoons chopped onion
- ¼ cup butter, melted
- 1 can (10½ oz.) golden mushroom soup
- 1 cup water
- 1 can (4 oz.) mushrooms, undrained
- 2 cups (4 oz.) fine or medium noodles
- 2 cups cooked cubed turkey
- 1 bay leaf
- ¼ teaspoon pepper
- ½ cup dairy sour cream

Saute onion in butter. Add soup, water, mushrooms and liquid; bring to a boil. Stir in noodles, turkey, bay leaf and pepper; cover and simmer 20 minutes until noodles are tender. Stir occasionally. Blend in sour cream and heat through. Remove bay leaf.

Corned Beef Casserole

5 cups

- ½ cup chopped onion
- 1 tablespoon butter
- 1½ cups water
- 1½ cups elbow macaroni
- ¼ teaspoon pepper
- 1 can (12 oz.) corned beef, cubed

- 1 can (10½ oz.) cream of chicken soup

- ¼ pound process cheese, cubed
- ½ cup sliced stuffed olives

Saute onion in butter until tender. Stir in water, macaroni and pepper. Cover and cook about 20 minutes. Add remaining ingredients; cook until heated through, about 5 minutes.

Chicken Livers

4 servings

- ¼ pound (about 6 slices) bacon, diced
- 2 cups thinly sliced onions
- ½ pound chicken livers, halved
- 1 tablespoon enriched flour
- ½ teaspoon fine herbs
- ½ teaspoon salt
- ¼ teaspoon pepper
- 1 cup water
- 1½ to 2 cups (4 oz.) medium noodles
- ½ cup sherry

Fry bacon until crisp. Saute onions in ¼ cup bacon drippings until tender. Add chicken livers; brown quickly. Stir in flour and seasonings. Add water and stir until smooth; continue to cook until bubbly and thickened. Add noodles, cover and cook until al dente, about 15 minutes. Stir in sherry. Serve hot topped with dried bacon.

Pasta Pretties

As a Christmas bonus we're repeating the popular directions for making imaginative, impressive holiday decorations from pasta . . . for dry macaroni products take as well to cutting, filling, gluing and glitter as they do to boiling, baking and frying.

Instructions are on page 3.

Happy Holidays



the durum people.

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Cooking Pasta

by Columnist Craig Claiborne

We have been labeled—to our pleasure we might add—"mangia macaroni" or macaroni-eaters by some of our Italian friends because of our passion for any and all forms of well-cooked pasta.

It is true that Americans, by and large, have a passion for spaghetti and other forms of pasta, but this was not always so. As a matter of fact, as history goes, an appreciation of pasta in this country is a relatively recent thing.

Thomas Jefferson

It began with Thomas Jefferson. In an old book called "Spaghetti Dinner" by Giuseppe Prezzolini (Abelard-Schuman, 1955) the author states that Jefferson "was the first man to import Lombardy poplars, Roman architecture, (and) Tuscan wine into America." He adds that Jefferson was the first to import into the country a spaghetti-making machine.

Jefferson traveled to Italy in 1787, with the primary intention of buying a rice-husking machine. He also was in pursuit of the mechanical spaghetti-maker.

His search for the latter was unsuccessful, and he subsequently appealed to a friend, William Short, who was touring Italy. Short's reply is fascinating:

"I procured at Naples, according to your request, the mold for making macaroni . . . it is of smaller diameter than those used in macaroni factories, but of the diameter that has been sent to gentlemen in other countries. I went to see macaroni being made. The machine for pressing as used at Naples is enormous—much bigger than I had expected.

"The price they told me for fitting up one of these machines with the mortar, etc., was the value of 100 'louis d'or.' The width of the mortar that you desired to know is marked on the mold you will receive . . . it was left with my banker at Naples to be forwarded to you."

A long period ensued between the arrival of Jefferson's noodle machine and any sort of noteworthy commercial production of pasta in the United States. Production of pasta had begun here in 1848, but that was negligible.

Turning Point

Until 1914 almost every strand of pasta eaten in America (and most of it in the beginning was either spaghetti or macaroni) was imported from the pasta makers of Naples.



empty spaghetti into a colander to drain.

Have a hot platter ready with 2 to 4 tablespoons of butter in it. Add the spaghetti and toss. Serve immediately with your favorite sauce.

Of course, a good-quality spaghetti is excellent with only butter and Parmesan cheese.

Yield: 4 to 6 servings.

Speaking of Food

From *Canada Courier*, Vol. 11, No. 4

Ask a group of Canadians to define their national dish and they'll speak up quickly with great enthusiasm—and probably all give different replies.

"Lobster," answers one. "Deer meat," another. And you'll hear Canadian Cheddar cheese and apple pie, Arctic char, buffalo steaks, pea soup, barbecued chicken, pancakes with maple syrup, salmon, and more.

Zest for Food

Canadians have a particular zest for food. It's a subject of earnest conversation at least as popular as the weather. A Canadian might offer life-long loyalty in return for your favorite lobster recipe.

This is equally true of men and women. Canadian men not only tend to take over the outdoor barbecue, they're at home in the kitchen, particularly with stews and steaks.

The distinguished chef of a renowned Ottawa hotel, asked to serve a truly Canadian meal to visiting royalty, had these coast-to-coast dishes on the menu: Nova Scotia apple juice, Maritime oysters, Quebec pea soup, Newfoundland salmon, Grilled Alberta elk, Saskatchewan grouse, Manitoba wild duck, New Brunswick potatoes, Ontario Queen Anne squash, Maple bonbons, British Columbia candied fruits and Ontario cheese.

From a formal banquet served before a Queen to the informal contents of a picnic basket, Canadians take pride in home-grown fare.

Food at Festivals

Food plays an important part in summer events throughout Canada. A growing number of nostalgic festivals reconstruct the days of the pioneer. At one of these in Western Canada, it is reported that the ubiquitous hotdog is out-sold by "great slices of home-made bread, fresh from the outdoor ovens and baked as bread was baked by the early settlers."

In the Manitoba town of Flin Flon, there is an annual trout-catching festival with fringe attractions which in-

(Continued on page 24)

as you live & breathe give to Christmas Seals



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Peavey Company flour is the purest, golden color of quality. It is the result of a long and careful process of selection and milling. The quality of the flour is maintained throughout the entire process, from the selection of the grain to the final product. This is why Peavey Company flour is the choice of the finest bakers and millers.



PEAVEY COMPANY
Flour Mills

clude "moose-calling, squaw-calling and bannock-baking contests."

At a fishermen's regatta in Nova Scotia, freshly-caught lobster, barbecued chicken, home-baked bread pies and cakes appeal to visitors' palates.

The world-famous Calgary Stampede features chuck wagons at every corner from which free breakfasts of flapjacks (pancakes) and Canadian bacon are served.

Many of the foods Canadians enjoy are available for export.

Fine fish and meats, maple syrup with the flavor of the northern woods, table potatoes from Prince Edward Island, McIntosh apples, grains and cereals from the Prairies, rye whisky, tangy Cheddar cheese and wines from the famed Niagara fruit belt—these products spell Canada in the markets of the world.

Canada also supplies a large export market with a wide variety of other products such as spices, sweet biscuits, pasta, honey, candy and bottled water.

Canadian foods and beverages add a distinctive quality note to grocery shelves in many countries. And since 1945, revolutionary developments in Canadian food production and processing methods have added a whole range of time-saving convenience foods to traditional quality products.

Rice-A-Roni in Canada

In a major media buy in Western Canada, Golden Grain is launching a saturation television campaign for Rice-A-Roni. Via local, network and cable broadcast the TV spot schedule started October 15 and runs through the summer of 1974. The record-setting budget backing the campaign goes almost totally to television. Thirty-second TV color spots will air over 14 local and network stations throughout British Columbia, Alberta, Saskatchewan and Manitoba. Another 70 satellite stations will carry Rice-A-Roni spots in the greater marketing areas beyond Vancouver, Victoria, Edmonton, Calgary, Regina, Moose Jaw, Winnipeg, Brandon and Saskatoon.

In addition to this heavy schedule, direct broadcasts and cable coverage from Seattle, Bellingham and Spokane will carry the Rice-A-Roni message into homes in Western Canada.

"We're telling everybody in the Western Provinces about Rice-A-Roni," said Mark DeDomenico, Assistant to the President and in charge of Golden Grain's Western Canadian operation. He added that the buy is believed to be one of the largest of its kind in sup-



New bi-lingual Rice-A-Roni Packages. Golden Grain Macaroni Company, Toronto, Canada, is introducing four newly designed packages for Rice-A-Roni. Front of each new package pictures a serving suggestion of the food in full appetizing color. On back, printed in easy-to-read French and English are cooking directions and recipes. When

seen on a grocer's shelf the packages have great impact because they are designed to attract a shopper's attention. The four flavors represented are the most popular in the Rice-A-Roni line: Chicken (Poulet), Beef (Boeuf), Fried (Frit) and Spanish (L'Espagnole).

port of a single food product in Western Canada.

Adding even more weight to the campaign is the fact that Canadian television viewers living within a 100 mile radius of the Canadian border also enjoy good TV reception from U.S. stations in the vicinity. Rice-A-Roni participates in 18 NBC, CBS and ABC network game shows on a year-round basis. These shows will be seen in Western Canadian communities.

"The total impact of this unprecedented advertising campaign for Rice-A-Roni will be of tremendous benefit to Canadian grocers," DeDomenico said. "We expect to set new sales records for this popular product."

Home Economist

Golden Grain Macaroni Company has selected Miss Catherine Dunlap to be



Catherine Dunlap

Senior Research Home Economist and Director of Golden Grain-Ghirardelli Test Kitchens. The appointment was announced recently by Vincent DeDomenico, General Manager of Golden Grain. DeDomenico stated that the position is on a management level in recognition of the importance of food research and product development activities within the company. The appointment also emphasizes the company policy in furthering the cause of good nutrition and consumer food service.

Miss Dunlap is a specialist in consumer food service. Her degree in this field is from the University of Arizona. After serving as Food Technologist in the Western Region Research Laboratory of the U.S. Department of Agriculture for two years, Miss Dunlap joined Golden Grain as a member of the Home Economics staff.

In 1970 she left Golden Grain to do food research at PVO International. She now returns to Golden Grain as Director of the Test Kitchens. As head of the kitchens she becomes responsible for the development, testing and sensory evaluation of all food products produced by Golden Grain and Ghirardelli.

Golden Grain, one of the nation's leading producers of convenience dinners and other grocery products, is located in San Leandro, California. The firm markets nationally distributed Rice-A-Roni, Noodle Roni and Stir-N-Serv 1-Pan Dinners—plus a variety of spaghetti, macaroni and noodles.

THE MACARONI JOURNAL

KNOW-HOW.

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- Double screw presses from 1200-8000 lbs./hr.
- Four screw presses up to 18,000 lbs./hr.
- Shaking pre-dryers for short goods
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- Two-stick spreaders and four-stick spreaders
- Long goods dryers from 800-4000 lbs./hr.
- Long goods accumulators for one shift per day discharge
- Long goods cutters
- Raw material handling systems
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- U.S.-made motors
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- Engineering services including design, planning and installation of complete macaroni processing plants

If it's anything to do with macaroni plants or equipment, talk to the experts at BUHLER-MIAG, INC., 8925 Wayzata Blvd., Minneapolis, Minn. 55426, (612) 545-1401/Eastern Sales Office: 580 Sylvan Ave., Englewood Cliffs, New Jersey 07632, (201) 871-0010/BUHLER-MIAG (Canada) LTD., Don Mills, Ontario, (416) 445-8910.

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Skilled, experienced BUHLER Engineers develop the optimal processing system after making a careful analysis of the customer's particular plant layout, operation and specific requirements.



Every facet of machine operation undergoes scrupulous examination by Buhler Design Engineers. Extrusion of short goods will be viewed in extreme slow-motion from high-speed, 500-frames-per-second movie camera used above.



Buhler designs, fabricates and installs all types of macaroni equipment for any size operation. Above, world's largest short goods press (4-screw, 18,000 lbs./hr. capacity) dwarfs 100 lb./hr. laboratory model shown in inset.



Will S. Dade

Will S. Dade, president of San Giorgio Macaroni, Inc., did a masterful job in writing up four case studies of management problems typical to macaroni operations concerning capital investment, marketing strategy, product recall, and succession of management.

Their problems were discussed in round-table sessions at the 69th Annual Meeting of NMMA. As the foreword says, there are no pat answers.

Mr. Dade has given us permission to reprint the cases for those who were not able to participate in the discussions.

FOREWORD

Case history studies are usually of actual, true business experiences, sometimes disguised, but frequently are written in the past tense, without con-

Simulated Case Histories of Problem Situations In Corporate Management

cealing names, places and circumstances.

The reader will understand that these fictitious case histories are made up from whole cloth of the author's imagination. Each case depicts in narrative form a plausible management decision making situation. Any similarity between persons living or dead is unintentional. Any likeness to an actual problem in the reader's experience is purely coincidental and unintended. The figures and situations are meaningless except to shape the case.

Credits are given to Dr. Wayne A. Lee, Ph.D., Professor of Business Administration, Penn State University Extension, Harrisburg, Pennsylvania, for assisting with ideas and helping with the framework. Also, to my associates at San Giorgio Macaroni, Inc., especially Henry J. Guerrisi for helping to keep the numbers in reasonable perspective.

You are requested to read for the issue and relative pertinence in each case and to form your own opinions on the available choices or on decisions which must be made. There is not pat answer to any of the problems. You should try to have reasons for your decisions based on data before you, even though the author acknowledges there are endless alternatives and supporting facts which were not adduced. If the characters did not know the right questions, then you must ask them of yourself for a good answer toward a solution which satisfies you.

This is respectfully submitted for your reading pleasure and hopefully to make you think.

Will S. Dade

A student of business with tact Absorbed many answers he lacked. But acquiring a job.

He said with a sob, "How does one fit answers to fact?"

—Anonymous

THE CARLUCCI MACARONI CO.

A Management Succession Problem

MRS. Anna Carlucci said to her daughter, Anna Maria, "I know Papa was well loved, but I never saw so many flowers in my life. Now, that he is gone, what will I do?" Anna Maria consoled her mother as they were driven back to the home in which she and Marco Carlucci had made a haven for all the family these many years. Now, she wanted to be in seclusion and rest a while. It was less than five hours later when Anna Maria admitted the family lawyer, Robert Hampton, who had an urgent message for Mrs. Carlucci. Some twenty minutes later, Mr. Hampton was received in the study of the Carlucci home. Mr. Hampton closed the door because his business was very private.

"Mrs. Carlucci," Hampton began, "your husband was not only my client but one of my dearest friends, as well. Mrs. Hampton joins me in heartfelt sympathy. I am disturbed by a need to bother you so soon after the funeral, but a terrible thing has been uncovered which you must know at once. The afternoon of the day Mr. Carlucci died, he entrusted me with some shocking news . . ." Mr. Hampton stopped to watch the reaction of Mrs. Carlucci be-

cause he knew she had been through a tragic ordeal. "It is about your nephew, Tom, and . . ."

It had been only five days ago that Marco Carlucci was leaning back in his very comfortable executive lounge chair which Anna had given him for his birthday. Since his last heart attack, she had been very solicitous of his welfare, but he had seemed to have recovered very well; indeed, he had even taken up golf again! On this occasion, Marco was admiring his year end financial statement because it had been a good year. Net profits were \$340,000, the highest in eight years. But, what pleased him as well as that there was good news the company had increased its share of market in its two largest marketing areas by 7%, and in one city an important hold out chain had purchased 12 new items for warehouse distribution. He laughed a little to himself when the Sales Manager had told him his old friend, but earnest competitor, Giovanni Leonardi had been tossed out to accommodate his product.

For Carlucci, it had been a personal triumph. He had recently felt better, even though he feigned his strength to

believe his advanced years; and this year had culminated a five year uphill struggle against the fiercest competition in his memory. As he relaxed, he reminisced that it was only six years ago he had convinced the Board of Directors to refuse an acquisition proposal by a large eastern food corporation. The Carlucci Macaroni Co. started out as a small family operation two generations earlier; over the years, as the company grew and prospered, it was a source of pride that, after his father had died, he had steadfastly preserved the company as a family owned and operated enterprise. It was his strong conviction that Carlucci Macaroni must never lose its identity to a large, impersonal conglomerate. This strong self-determination had largely made it possible to successfully argue before the Board, against his nephew, Tom, whose motivations to sell out had always been a mystery to Marco. Tom was the son of his younger brother who had died when Tom was very young. Marco had been toward him as a father which had increased his anguish that Tom sometimes acted strangely ungrateful.

One year after the Carlucci Board had turned down the conglomerate, this large food corporation had purchased the Neopolitan Co. which was his prin-

cipal competitor. New men were added in the field and large sums of money were poured into the Neopolitan sales effort. Those next two years were lean for the Carlucci Co. Marco had suffered a mild heart attack, and it was only with gut-fighter's instinct that he had pulled his company through, and himself.

That it was that while Marco had a momentary feeling of well-being, he knew that innately he was tired. He was 69 years old . . . physically and mentally exhausted. He would not live to see another personal triumph; and so, he decided to step down as President and Chairman of the Board. Let the younger men carry the burden . . . or at least one of them. During the next few weeks, Marco devoted much time to preparation for retirement. Although he had not revealed his intentions to his associates, or the Board, the inquiries and apparent effort to know his subordinates better seemed unmistakable signs that the "Old Man" was up to something. The grapevine figuratively hummed with rumors and speculation. All the employees noticed that the well-known leading contenders had stepped up their own activity. Those in the inner circle observed a studied deference to the "Old Man." Marco had some ambitious executives who had contributed to the company in expectation of succeeding to the top spot. Perhaps it would not be long now. Everyone knew that Carlucci would handpick his man. The Board would unanimously consent. It was a company tradition since Marco's grandfather had founded the business 65 years ago. But even without this tradition, it was generally conceded that Marco had the respect and earned right to choose a man, who would maintain the traditional image of the company.

Very early all of Carlucci's working hours were spent in carefully analyzing each of his four top executives for their qualifications to take over his responsibility.

The Nephew

His first consideration, naturally, was his nephew, Thomas Carlucci, who for the past ten years was the elected Treasurer and Controller of the company. Tom had started as a young man fresh from college where he had majored in accounting and finance. His uncle had sponsored him through the business in many training assignments before entrusting to him his present responsibility. By Marco's assessments, Tom had done a fine job. Departments under him had made contributions in data processing, inventory controls and

money management. Tom appeared to respect his uncle, but there was that one time when he actively and overtly opposed Marco on the proposed acquisition of Carlucci Macaroni. For a while, this had left feelings of distrust between Tom and his uncle, but because Tom seemed to pull well with all the team, Marco forgave the affront to his judgment. Anna and Marco had no male heirs. Tom was the only living male relative in the company. Tradition was strong that the company should stay in family control. The only lingering reservation Marco had was created by an incident three years before when the most promising young man in Tom's department resigned suddenly and without explanation. When Marco asked the young man to see him, hoping to prevent his departure, he learned that the young man charged Tom with using large company funds for personal needs, although the money was repaid each time; and that gossip was rife Tom was an incompetent rascal whose staff covered for him. When Marco confronted his nephew later, Tom vehemently denied the accusations; and so, Marco had wondered about Tom's veracity and the truth about his ability. Yet, family tradition was overwhelming. Marco reasoned that if Tom did not rise to the occasion of leadership, perhaps he would surround himself with able assistants and subordinates who would keep the company moving.

Production Man

Jim O'Reilly, Vice-President-Production, 49 years old and a 25 year veteran, was a very professional industrial engineer whose intolerance of incompetence and failure had caused numerous changes in the production staff. But, there was no doubt of Jim's brilliance and capable leadership. He had been a driving force in restoring the business to normalcy when a boiler had exploded, making parts of the plant untenable. Jim was recognized by everyone as a very probable contender for the Presidency, and Marco had him on the list of candidates. While Jim demanded 100% efficiency from his subordinates, he was quick to praise and reward outstanding performance. Perhaps, Jim had, more than anyone, been responsible for the high quality standards of Carlucci Macaroni. Jim had installed the finest laboratory in the industry and had staffed it with thoroughly trained experts. No less than three extraordinary production innovations had given Carlucci Macaroni a cost edge. On the negative side, Jim was well known in the company, but Marco considered it a serious draw-

back that Jim was an unknown personality outside the gate. He was not a contributor of himself to any community project which Marco thought necessary in the small industrial city where the company was located. How really important is it that Jim take part in community affairs? While in more recent years Marco had noted an improvement, Jim was known to fly into towering rages. In these fits of undetermined origin, his mood became tyrannical. Then, there was a flaw which Marco observed with regret. Jim was not an alcoholic in the classic sense, but he drank to excess. Marco thought, can I trust my company to such a man? Would Jim straighten up if truly he had full responsibility? It occurred to Marco that perhaps he drank to excess because he felt he would be passed by. If only he got a grip on himself . . . yet, Jim seemed to be presidential material. Dare I take a chance, Marco asked of himself. On balance, Jim had to stay on the list, Marco concluded.

Sales Head

The third candidate considered by Carlucci was Art Donaldson, Vice-President-Sales. Only 53 years old, Art was the senior officer in the company with 28 years of service. Mr. Carlucci had hired him himself, and it had been one of Marco's pleasures watching his protege grow and contribute to the company. Art had trained many of the men who had important field assignments. Perhaps, of all the executives surrounding Marco, Art Donaldson was the most likeable and most personable. He was active in civic affairs, which Marco thought necessary. Art had masterminded some of the industry's most productive marketing strategies and had a creative flair for great advertising. He was a public speaker of some ability and frequently was invited to talk to local clubs. It was in the troublesome years of Neopolitan Co. that Art had been the most effective of his long career. Art had an intuitive sense of managing a budget. Art had ability to detect and hire good men who developed well. Under Art's leadership, sales had doubled in seven years. The profit below the line that Carlucci had relished weeks ago was a direct contribution of Art's aggressive handling of the sales organization. His men loved and respected him, and he met his objectives by encouraging their willingness to do the assigned task. In short, Marco thought, he was an outstanding man, if only . . . it were not for a glaring well-known marital problem which was the talk of the town. For ostensible reasons, Art and his wife, Maybelle, lived as man and wife;

(Continued on page 30)

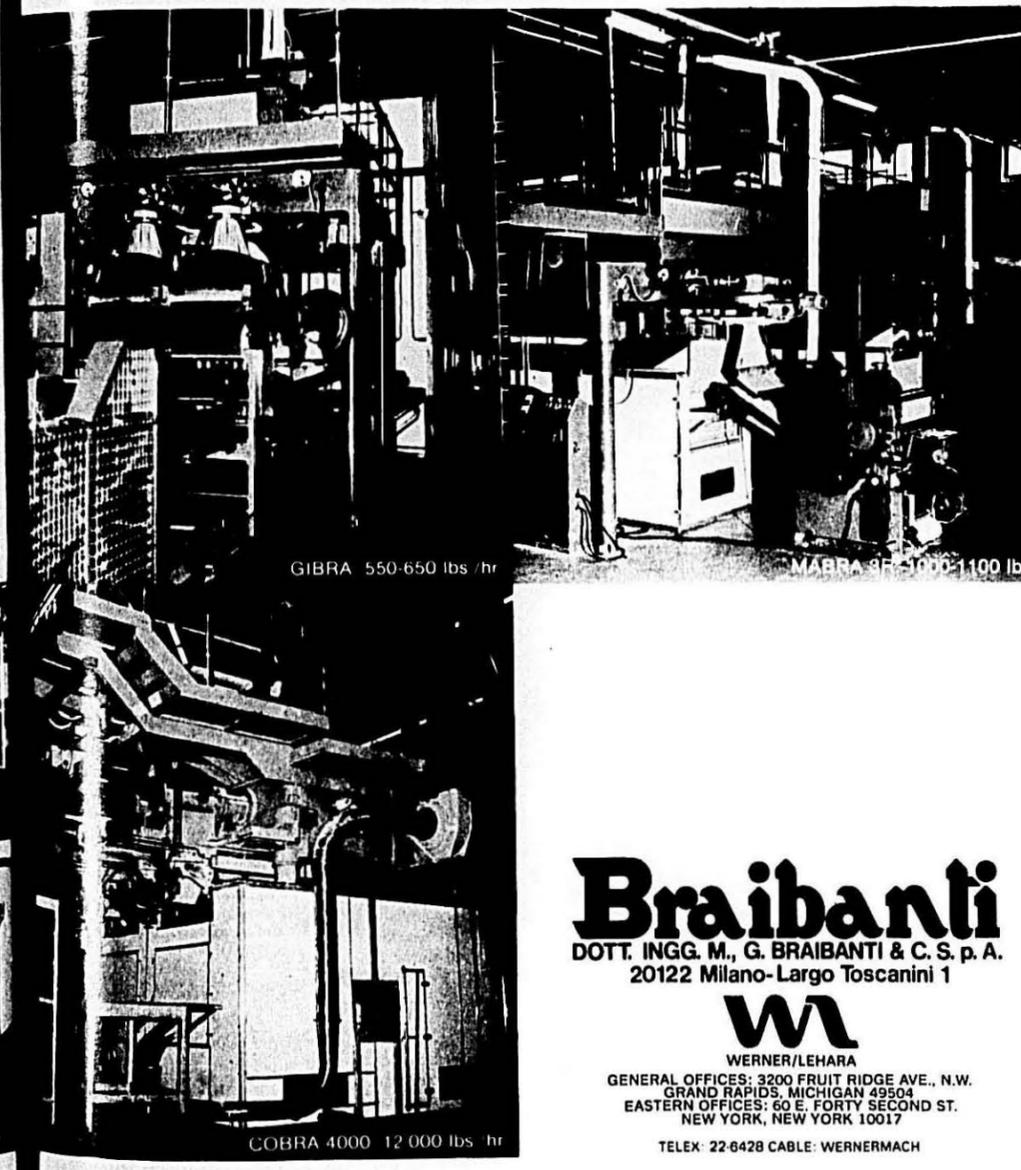
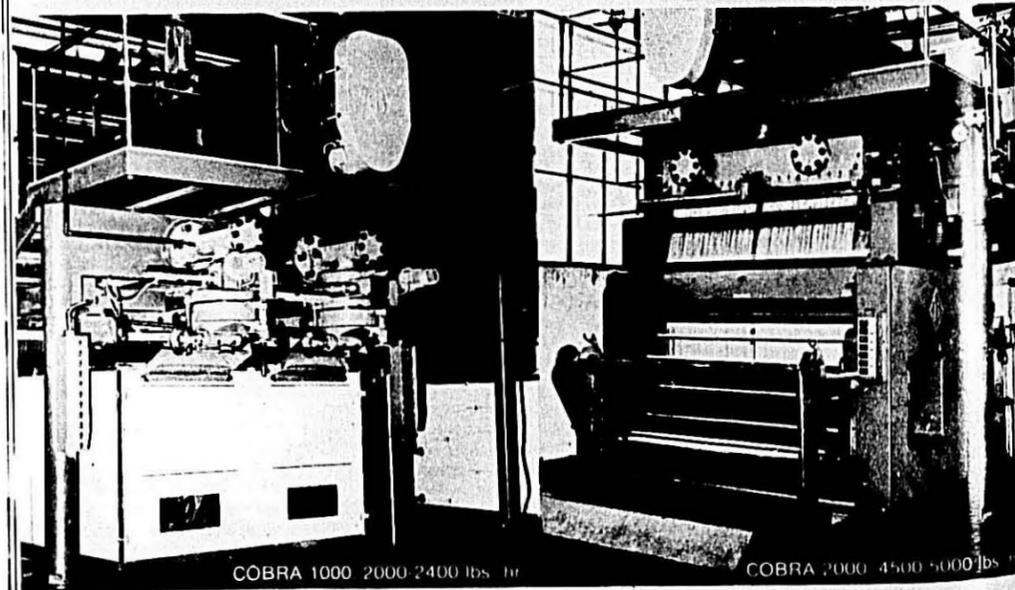
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But that's what you've come to expect from the people who have manufactured and installed more pasta-producing equipment than any other company in the world.

Of course the Braibanti presses are just the beginning of a great pasta line. Braibanti also makes flour handling equipment, cutters, spreaders, stampers, pinchers, shakers, pre-dryers, dryers and packaging equipment. In short, everything it takes to make any pasta product on the market.

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The Carlucci Case

(Continued from page 27)

but Marco had known for years that they were estranged and that Art was something of a philanderer. He had been seen with numerous different women when on his many trips from home. But, even more disturbing to Marco was that Maybelle's reputation for loose conduct made her available to anyone. Other prominent wives shunned her. There were ugly whispers of "trollop" and "town nymph." While Marco had not allowed these facts and the rumors to influence him concerning Art's performance and representation of the Carlucci Macaroni Co. as V.P. of Sales, his own high sense of morality made him wonder if he knowing should choose Art under the circumstances. Marco asked some searching questions of himself, "Should a man's character outside the business influence my decision, especially when I know the man has been reasonably discrete? Is not a man's good work the only basis of his worth to me? Why should I allow Maybelle's conduct to sway me in the least? Would this broken marriage pose a threat to my company? The community accepts Art in a secondary role in Carlucci Macaroni Co., but will the community approve of Art in my place? Would my employees, who hear the same gossip and even know some of the facts, respect the company's new leadership?" Since I don't know the answers, I feel with sadness Art should be a considered prospect, Marco thought to himself; but it was apparent that Marco believed Art's personal conduct bordered on moral turpitude.

Harvard MBA

David Michaels had attracted attention from the first day of his employment. Only 29 years old, with an MBA from Harvard, he had been hired by Carlucci to be trained as an assistant to himself. This bold choice had caused some consternation among other contenders for Mr. Carlucci's office, but it was compounded when almost immediately Dave asserted his very considerable talents in every phase of the business. It seemed to Marco that Dave would have to be considered, because who really knew the company better, despite his only six years of experience. Dave had most likely been responsible for some of the credit given to Tom. Despite his obvious lack of expertise in production problems, he recognized serious shortcomings in the production line that had escaped O'Reilly, and did not endear himself when he alone submitted plans that saved the company \$45,000 annually on a \$50,000 investment. Dave even col-

laborated with Art on several marketing campaigns. Marco was proud of Dave and encouraged him to "cut across" all activities of the business. But even Dave had faults. He was brash and abrasive in handling people, although Marco thought there was an improvement. Perhaps, as Dave proved himself, he felt more secure. Marco attributed his personality traits to ambition, brilliance, and an attitude of superiority among his associates whose own faults were apparent to Dave. Because Marco liked Dave for his great contributions and promise of becoming a fine leader of men, he placed this man high in his esteem. Dave even filled roles in the community that pleased Marco. He was President of the Jaycees and, much to everyone's surprise, Dave ran for the Borough Council and was elected. It was his activity in the Community Chest drive which had made the voters aware of the strong personality and exceptional competence. Marco even liked Dave's wife and children. But Marco realized he was young, perhaps too young; and he was much the junior of Jim and Art in experience. Would Tom stay on if he were to choose Dave? Did it matter, even though Marco desperately wanted his own flesh and blood to carry on. Could not, should not, Dave develop further before being entrusted with his company? Don't I owe the succession to a man who has helped me build this company?

From the questions Marco asked of himself, it was clear he was torn by indecision. He even thought of going outside of the company for a successor, but he ruled out this because he did not want to stay on and train a man in "his way," no matter his capabilities. Then, he thought, why not let the Board propose candidates by making no recommendation at all? He weighed these alternatives thoughtfully and discarded them.

Resignation

Two weeks later, Marco announced to the Board of Directors that he was resigning his responsibilities, effective 30 days from date. He disclosed that after weighing all the factors, he wanted his nephew, Tom, to become President and Chief Officer. It happened as all knew it would. The Board reluctantly accepted the resignation and agreed the following week to meet to confirm Tom as the new President, "after carefully evaluating his qualifications." Both Marco and his nephew knew there would be no complication.

Two days before the Board meeting was to take place, Marco went into Tom's office to discuss the transition of

responsibility and to reveal some ideas for the future of the company which he had kept to himself. Much to his surprise, Tom was absent and his secretary said he had gone to play golf with three members of the Board. With some disappointment, he sat down at Tom's desk to ponder this strange behavior of his nephew, when quite by accident, his eye caught two files marked "Secret" in the wastebasket. Surely, they must be there by accident. Curious as to their contents, Marco slowly, with some apprehension, removed them to see the contents.

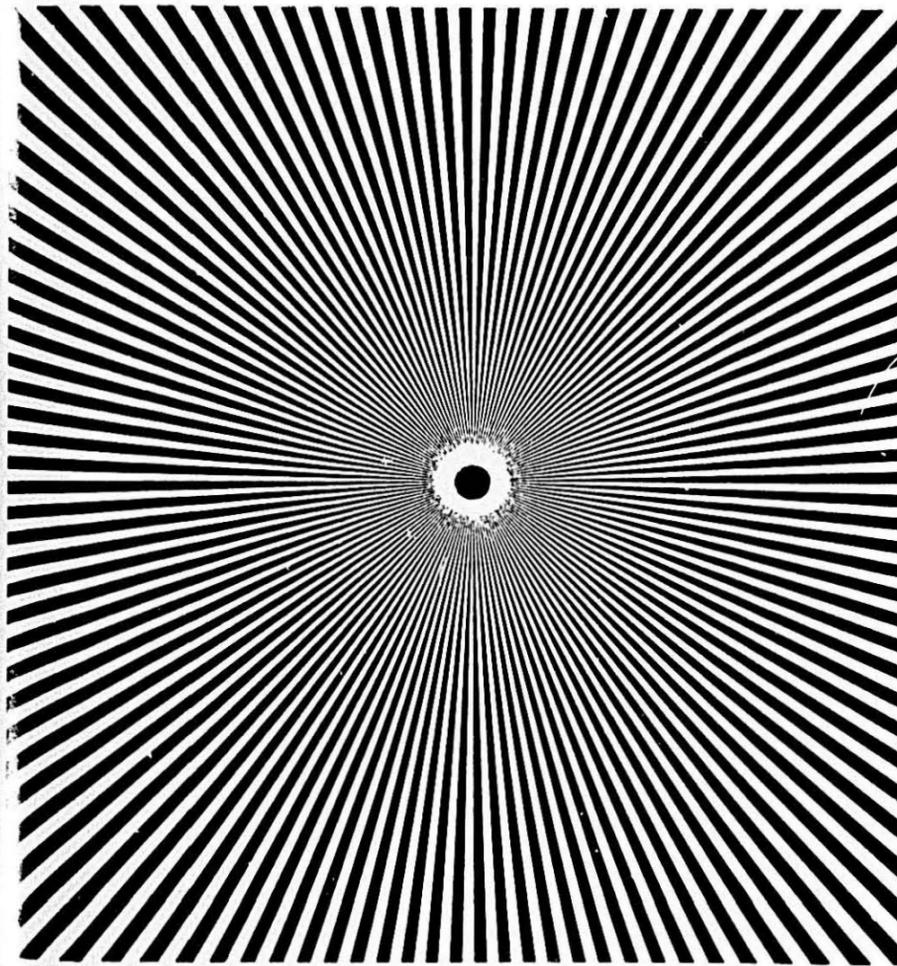
It took several hours for Marco to recover from the shock of his discovery. One of the folders contained correspondence with the Executive Vice-President of the conglomerate rejected five years before, promising that as soon as he was elected to the presidency, he would do everything humanly possible to bring about a merger of Carlucci into the conglomerate. There was even a reference that unmistakably suggested Tom had taken huge favors for his promised cooperation. The other file contained an appalling revelation that he had written slanderous statements about Dave Michaels, and would be prepared to attempt extortions of other executives who would not go along.

Marco was in a state of utter disbelief. He went immediately to his office and called the Secretary of the Board and asked that a meeting be called the next morning at 10:00. He then called Robert Hampton, who was a member of the Board, to come over at once. He did not disclose to the Secretary the reason for an emergency meeting. He told Bob Hampton that a meeting was urgent. Marco had made up his mind to tell Mr. Hampton of his discovery and of a decision to recommend another person of his organization as his successor. Hampton arrived on time and spent two hours with Marco.

The Board meeting was cancelled the next day because that night Marco Carlucci died quietly in his sleep. When Mr. Hampton met with Mrs. Carlucci, it was to reveal what Marco had told him. Whom had Marco selected? Jim? Art? Dave? Or, no one?

For the Reader

What is the central issue?
What is pertinent to the central issue?
What is the relative importance to pertinent areas?
What conclusion should be reached?
Why do I have this conclusion?
What are some reasons for deciding as I do?



FOCUS on the WINTER MEETING

National Macaroni Manufacturers Association

Boca Raton Hotel and Club, Boca Raton, Fla. 33432

January 30 - February 3, 1974. Make Reservations Now.

**Answers to Typical Questions
on Equipment Demonstrated
at PMMI Pack Expo '73**

By *Walter P. Muskat*
Vice President

Triangle Package Machinery Company



Walter P. Muskat

1) Why did Triangle develop the Flexitron III net weighing system? After all, Flexitron II has been a top performer in the industry.

"Flexitron III is more than a natural evolution of our preceding systems; it also is a direct response to the accelerating changes in the industry we serve. These changes emphasize greater sanitation, ease of clean-up and maintenance. With Flexitron III we sought to anticipate future requirements by the industry as well as government in those areas."

2) What do you mean by "anticipate"?

"New rules and regulations can obsolete any phase of a packager's operations and mean a costly shutdown or investment. In our new designs, we have tried to anticipate future rules—those may be five years away—and engineer today's equipment to accommodate them."

3) What's really different about Flexitron III?

"The basic principles of operation are the same as for Flexitron II. But that's all. The design is completely new from structure to mechanical elements—particularly the feed system, which incorporates a design that does not accumulate product. It also makes dry or wet clean-up easy—you can even turn a hose on it. The actuator assembly can be moved for open access."

4) Can the weigh cell be hosed too?

"Yes. It has been redesigned as a water tight, sturdier unit to accept the harsher clean-up environment. Adjustments are external and the only motion transferred to the cell's interior are those from the weigh bucket."

5) How sturdy is sturdy?

"Nobody likes to think of an operator standing on a fine instrument, but it happens, so the Flexitron III's weigh cell has been designed to withstand just that kind of heavy-handed treatment."

6) What kind of packager would typically use Flexitron III?

"The new system is designed to handle the same range of products as Flexitron II. But those packagers of items covered by stringent sanitary requirements, like IQF products, will find it ideal."

7) Will Flexitron III work with Triangle's new Servogard controls?

"Yes. It is just as versatile in that regard. All three control systems in the Servogard family apply—feed rate, dribble time, and final weight."

8) Why have you demonstrated Flexitron III at PMMI with floor-mounted scales?

"The floor-mounted configuration applies to many installations, such as candy. But that's not the reason for the demonstration; we put them on the floor because that's where they can be most conveniently seen by show goers. The majority of installations call for mounting on top of the bag machine."

9) Is there anything unique about the bag machine?

"There certainly is. The unit incorporates our new high-speed poly sealing jaw system, that operates at a rate up to 30 per cent faster than previously possible, and for heavier grades of poly."

"The bag machine also is equipped with accessories that are available to those customers considering OSHA requirements. The jaw system features a safety guard to stop the machine automatically for servicing; chain guards are used; the electric is safety sheathed. Though we didn't show it, fencing also is available."

10) If the Servogard controls are used, why did you also show your Checkweigher?

"Because statistical perfection is impossible; nothing is 100 percent. If you do your arithmetic, you'll find that even occasional off weight packages can add up or cause a serious legal problem. The Checkweigher is a final means of easing a packager's problems in the area of consumerism concerns."

11) Where does Triangle go from here? What's in the future?

"We are going to be involved in a packager's total material handling sys-

tem—not just the packaging portion. The area between processing and packaging has been a no-man's-land for too many packagers. To center responsibility for taking the product from processing through packaging, we have made arrangements to manufacture and market the fine feeding and distribution systems of Driver-Southall, an English firm. These systems interlock completely with our own packaging units—electrically and mechanically. They also are adaptable to other packaging systems. A packager won't have to be on his own when it comes to linking processing to his new bag machine."

**Pact Expands Triangle
Into Feeding, Conveying**

In a move to provide packagers with one equipment source for moving product from processing through packaging, Triangle Package Machinery Company has signed an exclusive agreement with Driver Southall, Ltd., to manufacture and market the English firm's hydraulic feeding and distribution systems in the United States.

The pact also provides for representation in Canada, Central America and South America.

According to Walter P. Muskat, Triangle vice president, the new association gives Triangle the added capability to provide systems that take product from processing through inspection, elevating, conveying, or whatever other steps are necessary to link up with packaging equipment.

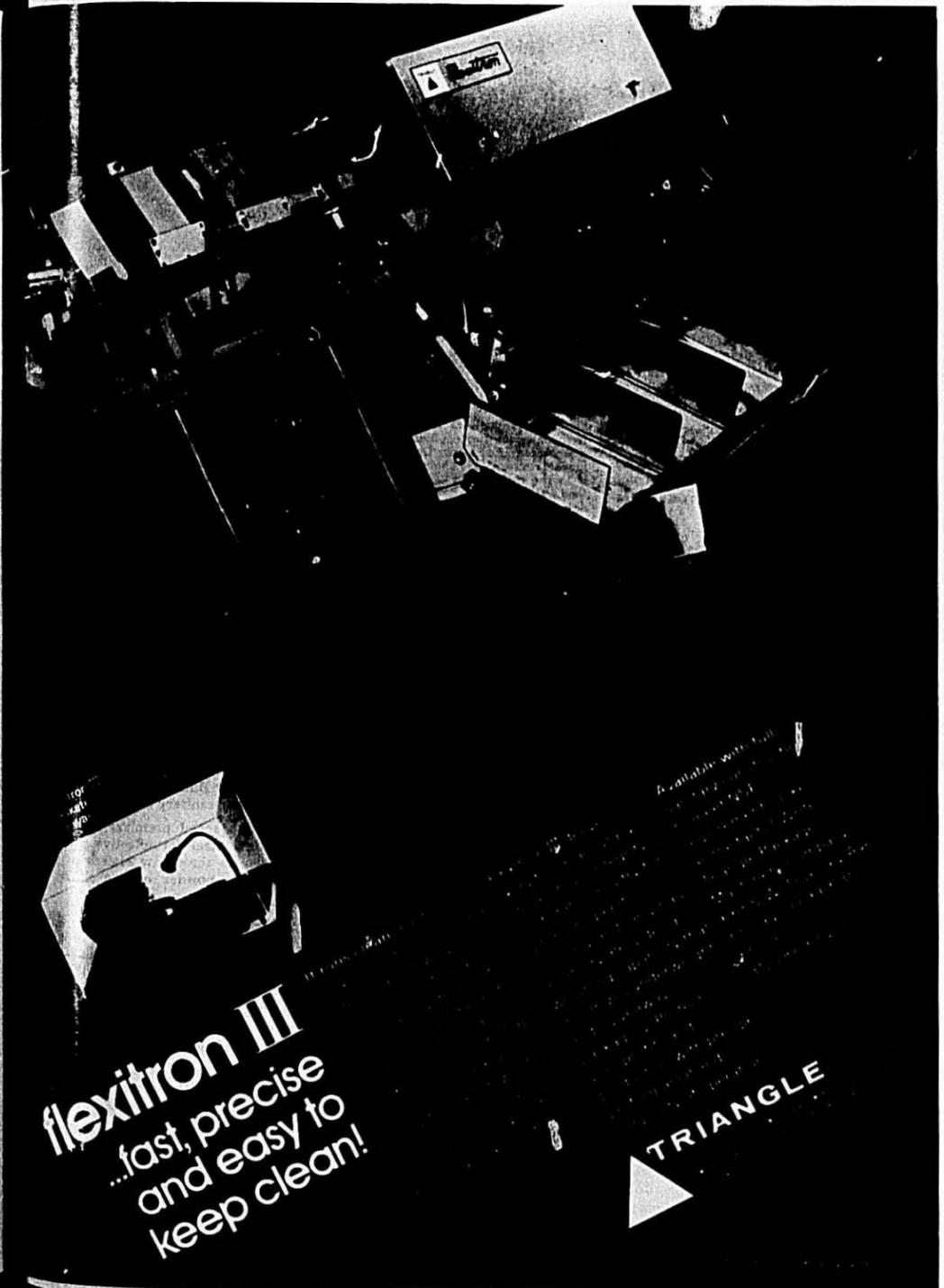
"Our new licensing arrangements are a natural expansion of Triangle capabilities beyond the packaging system," says Muskat. "We believe it is in our customers' best interests to concentrate responsibilities for handling product from processing straight through packaging."

"Coming up with a satisfactory system for delivering product to packaging has been a headache for most packagers," he continues. "Typically, a customer would acquire new packaging equipment, then have to shop around for a satisfactory means of getting product to it, and often help unravel the mechanical and electrical engineering complexities of matching the two systems."

"Complicating matters even more, the performance of most all packaging machines has been contingent on the proper feed of product to them."

"Frankly, Triangle has not been satisfied with this fragmented responsibility. Several years ago we took initial steps

(Continued on page 34)



flexitron III
...fast, precise
and easy to
keep clean!



Pact Expands Triangle

(Continued from page 32)

to expand our capabilities into other areas of product handling."

A wide range of hydraulic feeding and distribution systems will be manufactured at the Triangle plant to almost any specification. They will be marketed through the company's established sales and service organization.

The Triangle/Driver Southall units include complete systems for distribution of products from the processing areas to various packaging units. These systems can be designed to move products from any central point and divert them to various feed points, using air operated gates, or divertor valves, and incorporating screens, inspection or grading conveyors.

Other units available include: compact feeders for confined areas; plastic conveyors for use with metal detectors, spiral conveyors for elevation of fragile items, and a wide variety of custom built designs combining several functions.

All systems incorporate quiet, non-circulating hydraulic power units for positive yet gentle action, which allow for an infinite variety of flow rates of materials. The company believes these are superior to conventional setups in many ways: since they do not use belts and associated mechanisms, they are easier to clean-up and maintain; adjustments are simple and positive; replacement of parts is virtually non-existent; with no eccentric motion, wear is eliminated; and, they are quiet.

Other Advantages

Other advantages cited by Triangle include:

- A record of minimum maintenance—Unique design which features re-adjustment to compensate for what might be considered normal equipment wear.

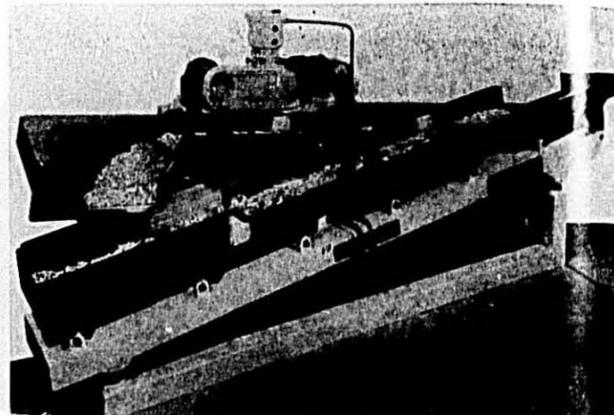
- Full automation available—Servo operated amplitude controls can be incorporated to vary conveyor throughput on any signal.

- Steady feed rate—Regardless of sudden material load fluctuations, or changes in electrical voltage, the feed rate remains constant.

- Versatile conveying—Conveys horizontally, or on upward inclines, with uniform product distribution.

- Speed control—A simple change of the amplitude control speeds or slows conveying. With no inertia to overcome, stops and starts are almost instantaneous.

- Easy access—All components are freely accessible. Even the power unit



Shown by Triangle at the PMMI Pack Expo '73 was this special demonstration system. It incorporates two opposed conveyors, each inclined ten degrees and each with sloped discharge end sections. One conveyor is fitted with an overhead tray gate and a removable screen for culling fines. The other conveyor section elevates product and returns it to the first section's culling screen. The demonstrator is representative of a range of feeding and distribution systems now offered by Triangle, that link processing with packaging. The company recently signed an agreement with Driver Southall, Ltd., of England, to manufacture and market the systems in the United States, Canada, Central America and South America.

is remotely mounted for this purpose.

"The trend is toward the one-system concept in moving and packaging products," says Muskat. "As this implies, it enables a packager to center responsibility for design, manufacture, and service rather than to disburse it among many different suppliers. It's not only a more economical arrangement, but it's also a more efficient one—and it's another step in the direction of the fully automated plant."



New Extruder. Bill Berger of Buhler-Miag, Minneapolis, congratulates Jay Vermeylen of A. Zerego's Sons, Inc. standing in for Vincent DeDomenico of Golden Grain. Standing on the left is Walter Stehnerberger, also of Buhler-Miag.

New Press for Golden Grain

The largest macaroni extruder to be installed in the United States was exhibited at the International IPACK-IMA Exhibition in Milan, Italy. The new 8000 lbs/per hour Buhler extruder was purchased by Golden Grain Macaroni Company and will be installed by the end of the year at their Chicago plant.

The new Buhler twin-screw extruder is of super sanitary design and features:

- High speed premixer complete in stainless steel for effective premixing of two or three raw materials (semolina, egg powder or egg slurry and water).

- Double shaft main mixer and vacuum mixer complete in stainless steel, all with outboard bearings to avoid any contamination of product with lubricant.

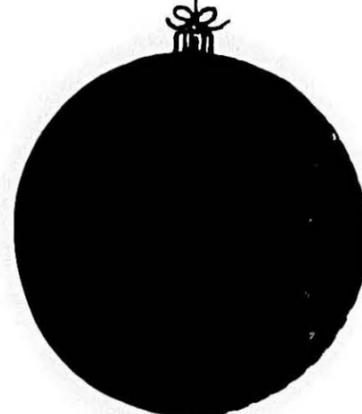
- Two stainless steel main screws with front bearing for long life of screw and cylinder.

- Heads for 20½ inch dies with hydraulic die exchange device.

- Vacuum seal at end of screws easily removable for cleaning.

- Guards, platform and stairs as well as all other design specifications on this extruder meet or extend OSHA safety expectations.

Merry Christmas



and Best Wishes
for a Healthy,
Prosperous and
Happy New Year



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DECEMBER, 1973

THE MACARONI JOURNAL



Foodland Supermarket debuts in New York Metro area. The Foodland supermarket name has made its debut in the New York Metropolitan area with the opening (October 24) of the first Foodland at 24-20 34th Ave., Astoria, N.Y. Shown here, outside the new store, are (left to right) Richard Pascale and Samuel Orenstein, owners, and Anthony Najjar, vice president-sales, and Robert C. Toth, president, both of Filigree Foods, Inc., exclusive area wholesale distributor for Foodland stores.

The 11,000-square-foot full-line supermarket has a special section for ethnic foods—Greek, Mexican, Spanish, Jewish and Italian—in keeping with the complexion of the neighborhood it serves.

The frozen foods section is 66 running feet; ice cream is 24 running feet; fresh meat, 60 running feet, and dairy, 32 running feet.

Filigree recently signed contracts to introduce the Foodland banner in metropolitan New York, New Jersey, Connecticut and adjacent counties of Pennsylvania and New York State. Foodland stores are operated by independent retailers who affiliate for marketing and management services offered by a national organization.

How The Average Shopper Spent A \$20 Bill

	1972	1971	1970
Perishables	\$10.12	\$10.03	\$10.08
Baked Goods,			
Snacks	1.18	1.24	1.24
Dairy Products	1.28	1.29	1.20
Frozen Foods	1.04	1.05	1.03
Meat, Fish,			
Poultry	4.45	4.42	4.53
Produce	2.17	2.03	2.02
Dry Groceries,	5.54	5.62	5.63
Which includes			
Macaroni Prod.	.08	.08	.08
Soups	.13	.13	.14
Total for Foods	\$15.06	\$15.65	\$15.71
Total Gen. Merchandise	4.34	4.35	4.29

THE 28th ANNUAL CONSUMER EXPENDITURES STUDY OF GROCERY PRODUCTS appears in the September, 1973 issue of Supermarketing Magazine. The following statistics are given for macaroni products: (Dollars in thousands).

	Value of Total Domestic Consumption	Amount Spent in Grocery Stores	% of Total Store	% Grocery to Total Consumption	Total % Change from Year
1972					
Spaghetti	\$216,340	\$157,840	.18	73	9.3
Macaroni	172,630	111,790	.13	65	8.4
Noodles	137,510	87,570	.10	64	7.6
TOTAL	\$526,480	\$357,200	.41	68	8.5
1971					
Spaghetti	\$197,930	\$148,210	.18	75	1.1
Macaroni	159,250	102,940	.13	65	1.4
Noodles	127,800	81,310	.10	64	0.8
TOTAL	\$484,980	\$332,460	.41	69	1.1
1970					
Spaghetti	\$195,740	\$146,500	.19	75	4.9
Macaroni	157,030	101,550	.13	65	4.6
Noodles	126,760	80,600	.10	64	1.7
TOTAL	\$479,530	\$328,650	.42	69	3.9
Rice—1972	\$196,000	\$140,990	.16	72	3.5
Rice—1971	190,000	137,420	.17	72	9.5
Rice—1970	173,530	125,550	.16	72	1.6
Soup Mixes—1972	\$ 66,990	\$ 63,630	.07	95	12.7
Soup Mixes—1971	59,440	56,810	.07	96	6.2
Soup Mixes—1970	55,950	53,580	.07	96	4.8
Bouillon—1972	\$ 23,800	\$ 21,260	.03	89	15.7
Bouillon—1971	20,570	18,580	.02	90	5.4
Bouillon—1970	19,510	17,630	.02	90	2.1



New Souper Soup

Recent addition to the Golden Grain line is an instant Oriental style noodle soup with the name of Soup-Mein. Golden Grain Vice-President Tom deDomenico calls Soup-Mein a souper soup "because it contains lots of noodles and more soup stock than do the Oriental brands." Soup-Mein comes in both chicken and beef flavors. It is equally at home in the Soup or Pasta sections of grocery stores.

New Hamburger Helpers

General Mills has introduced two new Hamburger Helper Dinners, Stew Dinner Mix and Lasagne Dinner Mix retail for 59¢ each. After simmering for 20-25 minutes, the dinner for five is ready. All-family appeal was proven in consumer testing.

Frozen Foods Gain

Consumer Expenditure Study of Supermarketing Magazine shows pre-cooked frozen foods gained 5.9% in 1972 sales. Volume neared \$1.5 billion. Supermarkets accounted for 93% of total retail market.

Dale Warman, senior vice president, merchandising, Allied Supermarkets in Detroit says: "The return on investment in frozen is the best of any area in the food department. Also, you are working with better grosses."

Frozen used to be an expensive category for middle and upper-middle income families, John H. Prinster, vice president, corporate grocery merchandising and sales, Safeway Stores, Oakland, noted.

But in 1972, high prices and shortages of fresh meat and other products have made frozen a good buy. This change has led to a big increase in frozen sales during 1973, Prinster said.

Lower priced dinners, including two-pound dinners, meat pies and buffet items have done very well in 1973, according to Larry Santoro, frozen foods buyer for A. J. Bayless, Phoenix. The chain has been able to advertise private label Topco Top Frost frozen chicken and turkey dinners at three for one dollar. Other items attractive to price-conscious consumers have been spaghetti, cheese and macaroni dinners, Santoro said.

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Fat-Free Egg Protein

(Continued from page 16)

Vitamin content of the egg powder is significant: In micrograms per gram, content is:

Thiamine	6.0
Riboflavin	16.8
Pantothenic acid	96.0
Niacin	6.0
Pyridoxine	7.2
Folic acid	0.36
Biotin	0.60
Vitamin B ₁₂	0.06

One pound of the powder contains protein of 6.2 lb eggs without shells. The oil of the egg contains 62.3 per cent glycerides, 32.8 per cent phospholipids, and the previously mentioned sterols. Fatty acids content is 34 per cent saturated fats, 38 per cent monounsaturated fats, and 22 per cent polyunsaturated fats. Most of the flavor and aroma of the oil have been removed by deodorization—the powder has a clean flavor characteristic of free egg.

These products are manufactured by Viobin Corp., Monticello, Illinois.

Institute Honored

The Family Circle/Food Council of America have awarded the National Macaroni Institute a gold leaf certificate of recognition for nutrition education. Teaching materials entered for the competition included wall charts: "Durum Macaroni Foods from Farm to Table" and "What's Cooking Here? Macaroni!"; recipe folders: "Macaroni Is Number One," "Macaroni Makes Sense/Cents," and "Think Spaghetti"; nutritive information in "Nutritive Values of Macaroni, Spaghetti and Egg Noodle Products" and data from Agriculture Handbook No. 8.

Labeling Macaroni-Noodle Products

James J. Winston, NMMA Director of Research, advises that labeling of variety forms of macaroni-noodle products has been subjected to criticism by the Food & Drug Administration.

The Federal Standards of Identity provide specifically for macaroni, spaghetti, vermicelli and egg noodles or noodles. All other variety forms must be qualified with the words "macaroni product" or "noodle product," e.g., elbows—macaroni product; lasagne—macaroni product; bow ties (with egg)—noodle product; pastina (with egg)—noodle product.

Also, the word "pure" should be deleted from the label since all macaroni and noodle products must be manufactured in compliance with good manufacturing practice and must be free from impurities.

The word "enriched" should not be preceded by the word vitamin, i.e., "vitamin enriched." The Standards specifically refer to the use of only the word "enriched" which signifies the addition of vitamins and iron.

Food Trade Meetings

Jan. 27-30: National Exposition for Food Processors. Atlantic City Convention Hall.

Jan. 30-Feb. 3: National Macaroni Manufacturers Ass'n. Winter Meeting—Boca Raton Hotel & Club.

Mar. 18-21: National Plant Engineering & Maintenance Show. Convention Center, Cleveland.

Apr. 22-23: National Macaroni Manufacturers Ass'n. Packaging Seminar—St. Moritz Hotel, New York.

Apr. 22-25: National Packaging Exposition, Coliseum, New York City.

May 12-16: Food Technologists Convention, New Orleans.

June 30-July 3: National Macaroni Manufacturers Ass'n. 70th Annual Meeting, The Broadmoor, Colorado Springs, Colo.

A Pink Palace Under the Florida Sun

The Winter Meeting of the National Macaroni Manufacturers Association, a top management conference, will be held January 30 to February 3 at Boca Raton Hotel and Club, Boca Raton, Florida 33432.

The Board of Directors meet at 2:00 p.m. on Wednesday, January 30 and a Welcoming Reception and Cocktail Party will be held that evening at 7:00 p.m.

On the following day the first general session opens with a review of the state of the industry; product promotion report; and presentation of winners of the Hotel-Restaurant-Institution's Pasta Recipe Contest. A tennis tournament will be held in the afternoon and the Italian dinner party scheduled for the evening social affair.

On Friday, February 1, the business session features a Grocers' Panel moderated by Mark M. Singer, President, National Food Brokers Association, and featuring (1) a broker, (2) a store manager, (3) a macaroni buyer, (4) a merchandiser. They will review: (1) new product introduction; (2) space allocation for an established product; (3) private label rationale; (4) discontinuance of a product line.

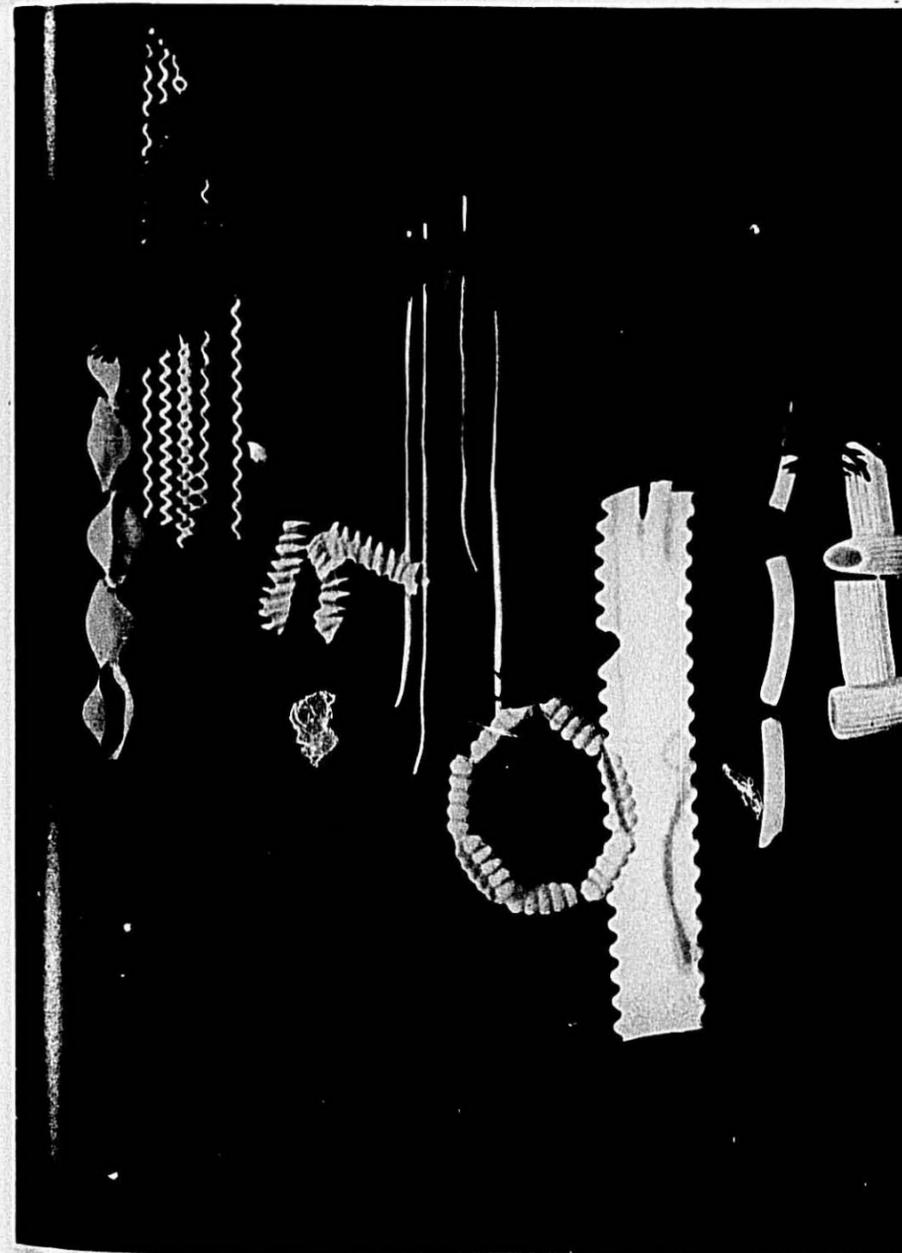
There will be a golf tournament in the afternoon and an evening reception around the pool. Cocktail parties are scheduled before the dinner hour each evening.

Saturday, February 2, will explore the Durum Situation: (1) research and development; (2) production and marketing, domestic and exports; (3) statistics and government relations. The banquet will be held that evening.

On Sunday, February 3, the Board of Directors meet with adjournment scheduled in time for a noon check-out.

Complete convention and registration forms are available from the Association Office in Palatine. Room reservations should be made promptly with Mr. Joseph Oppe, manager, reservations, Boca Raton Hotel and Club, Boca Raton, Florida 33432. Phone (605) 385-3000.

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