

**THE
MACARONI
JOURNAL**

**Volume 40
No. 7**

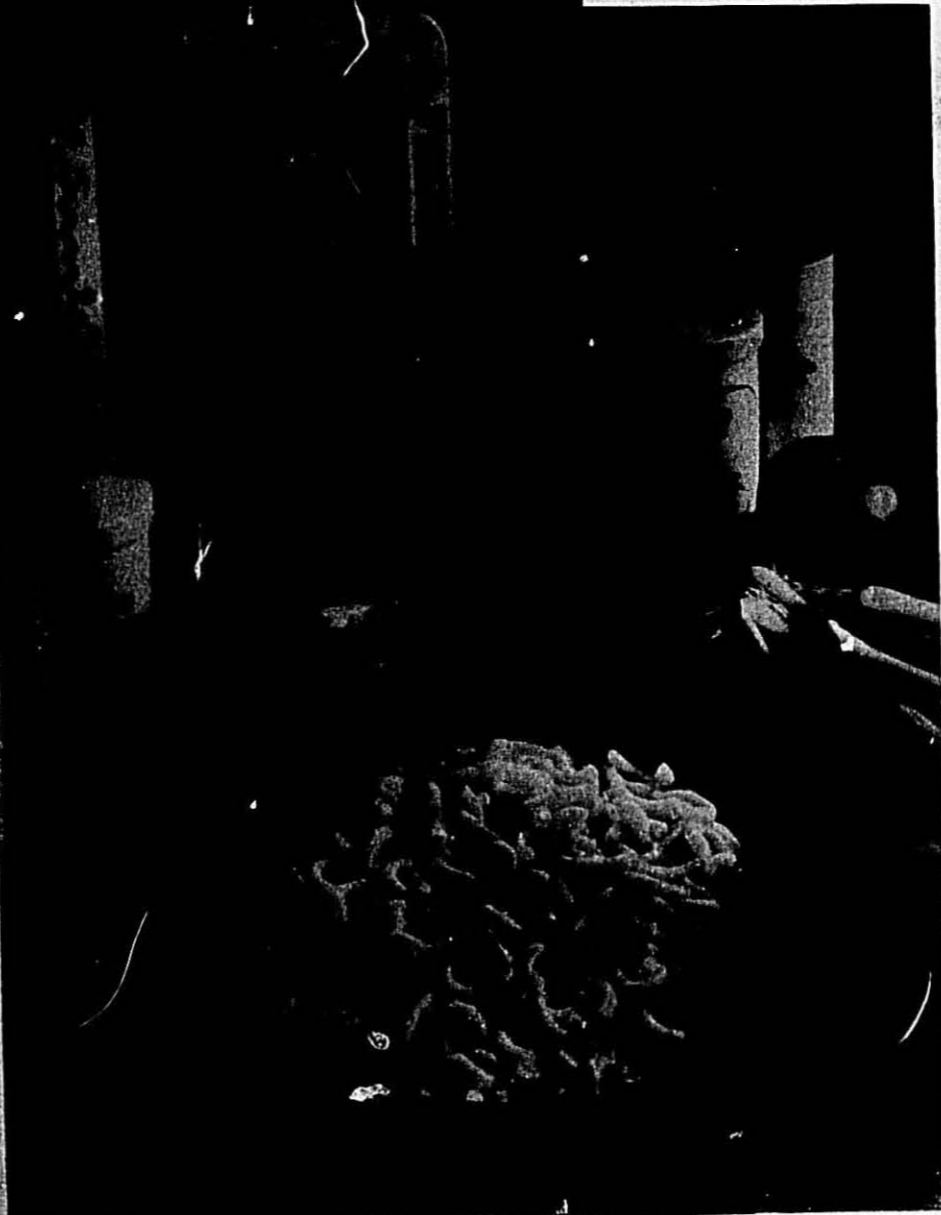
November, 1958

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



NOVEMBER, 1958



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AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

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• GENERAL OFFICES, ST. PAUL 1, MINNESOTA

The MACARONI JOURNAL

November, 1958
Volume 40, No. 7

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Cover Photo

Young cooks, blushing brides and seasoned homemakers will find Basic Macaroni and Cheese to their taste. The National Macaroni Institute says it is simple to prepare and can be easily varied by adding one of the following: caraway seed, pimiento-stuffed green olives, green pepper, chives, pimientos, poppy seed, garlic salt, scallions, tomatoes.

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November, 1958

THE MACARONI JOURNAL

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Macaroni At The Food Editors Conference

THE subject of macaroni was thoroughly discussed from alphabets to ziti by a group of New York University home economics students during the National Macaroni Institute's program at the Newspaper Food Editors Conference at the Waldorf-Astoria Hotel in New York City.

Welcoming the students as well as newspaper food editors, Horace P. Gioia, president of the National Macaroni Institute, pointed out that the macaroni industry has put a feather in youth's cap and called it macaroni with their "Youth Will Be Served" promotion this year. In keeping with this promotional theme the National Macaroni Institute was anxious to get the thoughts and reactions of youth and had invited the students to evaluate macaroni products.

Classroom Presentation

Mr. Gioia then turned the meeting over to Mrs. Claire Bell, New York University home economics instructor, who led the students in their spontaneous discussion.

Participating in the presentation were Elizabeth Cavanaugh and Lorraine Jacoby, majoring in education; Louise Cecchini, Claire Graf, and Kazuko Nakajima, majoring in nutrition. The sole male representative was Robert Elting, majoring in hotel management.

Mrs. Bell pointed out that macaroni was a generic term for macaroni, spaghetti and egg noodles, as well as a variety of other sizes and shapes.

Kazuko Nakajima related the popular legend crediting the accidental discovery of macaroni to the romance of one of Marco Polo's handsome young sailors and a lovely Chinese maiden. According to the story, the sailor distracted the girl from her task of kneading dough, and in an effort to rid the dough of leaves the sailor forced the dough through a wicker basket, and the resulting strands were left to dry in the sun. When the sailor departed, the Chinese girl presented him with the strands of dried dough as a token of her regard for him.

Back aboard his ship, the practical sailor tried to salvage the dough by softening it in hot water. He tasted the cooked dough and was so pleased with it, he hastened to Marco Polo with this discovery. Polo also liked the new dish and introduced it to Western civilization when he returned to Italy. Since then, macaroni products have been a basic food throughout the world.

Ingredients & Manufacture

In the course of the classroom presentation, ingredients were discussed and the manufacturing process described. It was noted that practically all macaroni products are made from coarse ground semolina milled from durum wheat. Macaroni and spaghetti are made by mixing the flour with water to make a stiff dough, which is forced through special dies to



Universal Favorites

produce different shapes. Egg noodles are made of durum flour, eggs and water, and the dough is rolled into thin sheets and cut into strips, the students reported.

Robert Elting answered the question of "who puts the hole in macaroni?" He explained that a pin in a die does the job. The die is primarily a flat disc or rectangle heavy enough to withstand the enormous pressure exerted against it—2,000

pounds per square inch of die surface is not uncommon. The final shape of the product is determined by the shape of the perforations in the die. The simplest perforation is a round hole to form spaghetti which is a solid rod. Spaghetti dies have hundreds of small holes, all the same size. Elbow macaroni is made with a die and a pin of special design which produces the characteristic curve. Egg noodles are ribbon-like pieces which come in fine, medium and wide widths. Among the other 150 shapes produced in this country are shells and bows which are frequently used in macaroni salads or for use with seafood.

It was observed that with the great interest in all things Italian, lasagne, manicotti, tufoli and other Italian specialties are becoming more and more a part of the American homemaker's culinary vocabulary.

About Cooking

In the discussion on cooking it was pointed out that macaroni and spaghetti approximately double in volume when cooked. Egg noodles do not increase in volume when cooked. Two cups of uncooked macaroni or spaghetti will yield four cups after cooking, but two cups of egg noodles will remain two cups after cooking. In most casseroles and top-of-the-range dishes, eight ounces of macaroni, spaghetti and egg noodles will make four to six servings. When spaghetti is served with sauce as a main dish, cook a pound for six to eight servings.

Cooking spaghetti "al dente" means "to

the tooth" or fairly firm. The degree of tenderness is tested by biting or pressing the strand between fingers or against the side of the kettle with a tablespoon, explained Louise Cecchini.

The nutritionists were particularly interested in the fact that enriched macaroni products were a good source of vitamins, protein, are highly digestible and relatively low in calories. One serving—one cup of cooked enriched macaroni—will supply the following proportions of the recommended daily dietary allowance for an adult: 7% of the calories, 10% of the protein, 8% of the riboflavin, 15% of the iron, 16% of the thiamine, 17% of the niacin.

When macaroni is combined with other protein rich foods, such as milk, fish, meat, seafood, eggs and cheese, the resulting dish is extra rich in protein and makes a significant contribution to the daily protein requirement.

Demonstrating Versatility

To demonstrate macaroni's versatility, each of the students had prepared various macaroni, spaghetti and egg noodle dishes. Deep fried noodles were presented as appetizers or hors d'oeuvres. It was pointed out these could also be used as a garnish. Small macaroni cuts were used in soups.

A recipe for Slim Jim Spaghetti and Meat Sauce was low in calorie count adding up to about 550 calories for the complete menu.

Basic Macaroni and Cheese as pictured on the cover was presented as simple in preparation and easily and deliciously varied by adding one of the following ingredients: caraway seed, pimiento-stuffed green olives, green pepper, chives, pimientos, poppy seed, garlic salt, scallions, tomatoes.

Pot Roast and Noodles showed the use of the products as a side dish and the European derivation with the German recipe.

Macaroni in salad, a growing favorite, was presented in an unusual form with herring filet in a Swedish Salad recipe by the Japanese student, Kazuko Nakajima.

For a gourmet company dish, Chicken Marengo was displayed. This colorful combination of a Spanish recipe for chicken is served on egg noodles.

The food editors' response was immediate and gratifying. Isabel DuBois, Home Economics Editor of the Chicago Daily News, for example, used the recipe for German Pot Roast with Noodles, Spaghetti with Italian Meat Sauce, and Swedish Salad (elbow macaroni with herring filets, apples and celery) on the front page of her food section with the heading "Professor Food Has a World of Surprises for You." She was pictured as a student at a school desk with the caption on the blackboard in schoolroom style.

Buzz Session

A BAG of groceries, purchased at a Third Avenue supermarket, in New York City, started the group buzzing at a luncheon meeting at the Belmont Plaza Hotel, September 26.

In the bag was an assortment of cereal products, such as Fritos, an extruded corn chip selling for 29¢ in a six-ounce package - consumers' cost per pound, 75¢; a 7½-ounce package of vanilla wafers selling at 29¢ costs the consumer 59¢ per pound; a breakfast food made of wheat, Wheaties, sells for 29¢ for a 12-ounce package, or 37¢ per pound; Saltine crackers sell at 29¢ for a pound package; a loaf of whole wheat bread, 1-pound size sells for 25¢; the store's own brand macaroni sold at 9¢ for an 8-ounce package or 18¢ per pound to the consumer; a 2-pound package of flour sold at 25¢ or 12½¢ a pound.

It was clearly evident that flour and macaroni bring up the list of cereal products by having the lowest prices and lowest margins.

Too Little Profit

A macaroni manufacturer relates that back in 1906 when his father was attending school, his mother was trying to keep house on \$5 a week, and paid 10¢ a pound for bulk spaghetti. Today in many retail stores, right in New York a much better product, beautifully packaged, and backed with expensive advertising is selling at two pounds for 35¢. "Compare these facts with what obtains with any other food and the obvious conclusion must be that our industry product sells at far too low a level with far too little profit for manufacturer, wholesaler, and retailer. Add to that, all the evils of too little money to do a good job promotion-wise and I think you have, in my opinion,



Around the table, left to right (facing): Joe Giordano, Poger Di Pasca, Emanuele Ronzen, Jr., Horace P. Gioia, John Murphy, Stan Cross, Lee Merry and Peter LaRosa gesturing

what is the greatest and most difficult problem facing our industry."

At eight tables, each seating eight people, the groups elected a chairman to stimulate round table discussion. Then they elected a secretary-spokesman who jotted down the ideas expressed by the group and reported them back to the general session.

Questions

The first question considered by the buzz session was "How Do You Meet Price Competition?" Many ideas were advanced, but summarized they boiled down to the idea that you ignore price competition and instead attempt to increase per capita consumption. This is done by offering the consumer better quality through better merchandising,

better advertising and more service. Obviously, plant efficiency, good cost control, and research play their part in keeping prices competitive. But the real way to gain volume is to expand the market by educating consumer and educating buyer. An idea that came up frequently was the need for stressing the glamour of macaroni foods.

A report from A. C. Nielsen, market research organization, stated that while food stores get larger and larger in size, they are faced with a growing flood of new items as well as more sizes and varieties of old products. The fight for shelf space is keen. The question was then considered "How Can You Increase Your Shelf Space?"

One honest manufacturer claimed that if he had the answer to that question he wouldn't be giving it to his competitors. But round table discussions brought forth general agreement on the points that profit and turn-over must be stressed with the distributor. This could be aided by effective packaging and merchandising, and by efforts to increase consumer acceptance such as demonstrations in the store. Top quality of merchandise and sales efforts was reiterated again.

Sales Training

Your most important sales battle takes place when your salesman meets his prospect, so the next question was "Consideration of the Essentials of Sales Training." First among the points enumerated was careful choice of the man as your sales representative; secondly, a good teacher to instruct him properly. It is vital that you let your representatives know all about your products, your plant methods and your company policies. Establishing a good corporate image is vital not only for organizational morale, but for impressing the consumer as well.

(Continued on page 32)



Deep discussion. Left to right: Joe De Marco, Sam Arena, A. Saavedra, Jos. De Francisci, Ed King, Mac McMahon.



Left to right: Alfred Sauerzopf, Arthur Simonetti, Louis Coniglio, Arthur Tarditi, Louis Viviano, Louis Petta, Joe Coniglio, Leonard De Francisci.

for appetizing
appearance...



for flavor harmony
with other foods...

for
delicious
taste...



youth is well served with any macaroni product

Whether it's macaroni, spaghetti or egg noodles, or any of its many varieties, you can rely on Comet No. 1 Semolina to put genuine eating enjoyment into your macaroni products.

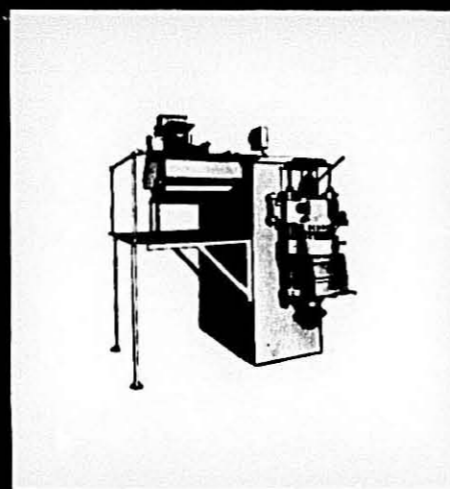
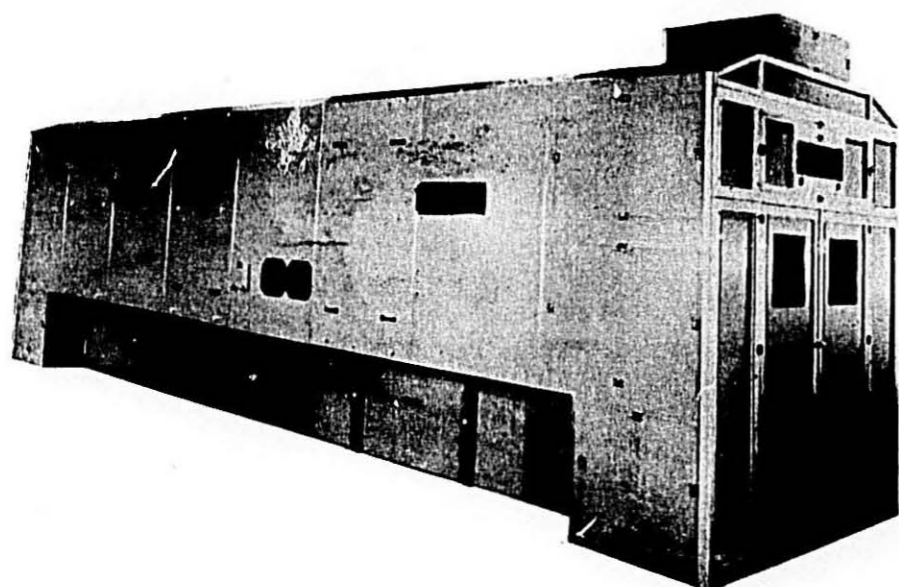


DURUM DIVISION
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DESIGNERS AND FABRICATORS OF
MACARONI EXTRUSION PRESSES
AND DRYERS

Minneapolis Grain Exchange

THE Minneapolis Grain Exchange is the largest cash market for grain in the world. Organized in October, 1881, it today has more than 500 members, representing commercial firms, local elevators, and large manufacturers of grain products.

It is designated a contract market by the United States Department of Agriculture. It is regulated by the Commodity Exchange Act of 1936, and has a set of self-imposed rules and regulations contained in a book of more than 100 pages. It is governed by a Board of Directors consisting of a president, two vice presidents, and twelve other directors. Various committees, consisting of members skilled in particular aspects of the business, help direct the Exchange. Membership in the Exchange may be purchased by any man with a record for personal integrity who is of legal age.

Mountains of Grain

The Grain Exchange does a giant job. Each year, mountains of grain are moved from the farm to the consumer's dinner table.

The farmer has a wide latitude of choice when it comes to selling his harvested grain. For instance, he can sell to another farmer for seed; he can sell it to the local elevator or to the processor; he can use it for feed for livestock. With other produce he can sell directly to the consumer, although few farmers consider this to be the most economical method of marketing.

Most wheat farmers prefer to deal with their local elevators. It is here that they can convert their grain directly into cash, thus providing capital to live on and to start the production cycle all over again.

This is the preference of Farmer Jones of Prairie City, North Dakota, so his harvested crop of durum is taken to his country elevator. He knows just how much he will get for his grain because the prices at the Exchanges are public information and he has ample methods of learning them through newspapers, telephone, telegraph and press wires, and radio.

Local Elevator

The local elevator provides a year-round market for the farmer as well as a number of other services. It provides marketing information, frequently sells machinery, seed-treating equipment, sprays, fertilizers, and other supplies needed by the farmer.

Wheat is weighed and graded when it is delivered to the elevator for sale. The price paid is determined on the basis of market reports from terminal grain markets. The wheat is placed in storage bins at the elevator and sometimes is run through cleaning machinery or a drying



Futures Market where contracts are bought and sold for wheat to be delivered at some later date.

process. Elevators may sell wheat locally, but most of it is loaded into boxcars or trucks as soon as available and shipped to terminal markets.

If farmers do not want to sell their grain immediately, local elevators provide safe storage facilities.

Farmer Jones has been paid for his durum and is now out of the picture, but his durum still has a long way to go before it becomes macaroni.

Shipped to Market

It takes several days for durum to travel from Prairie City to Minneapolis, and meanwhile the price may drop. The elevator operator has already paid the farmer the current price, minus a small percentage for his own profit, and could lose large amounts of money every time prices fell. This can be avoided, however, by "hedging," explained later when its full significance can be understood.

Our load of durum now has arrived at the freight yards near the terminal elevators in Minneapolis. Upon arrival, an official State of Minnesota sampler takes a sample of the wheat with a long, hollow probe. He takes samples at different levels and places in the boxcar to be sure they're representative of the whole carload and that no inferior wheat will go undetected.

Were our load of durum from Prairie City going to be sold at a later date, it would have gone to the terminal elevators. Although wheat is harvested during only a few months of the year, it is consumed throughout the year. Storage space is

therefore needed to keep the grain until it is used. Large terminal elevators have been built for this purpose in Minneapolis, Duluth, St. Paul, Kansas City, Chicago, and other centers near the wheat fields.

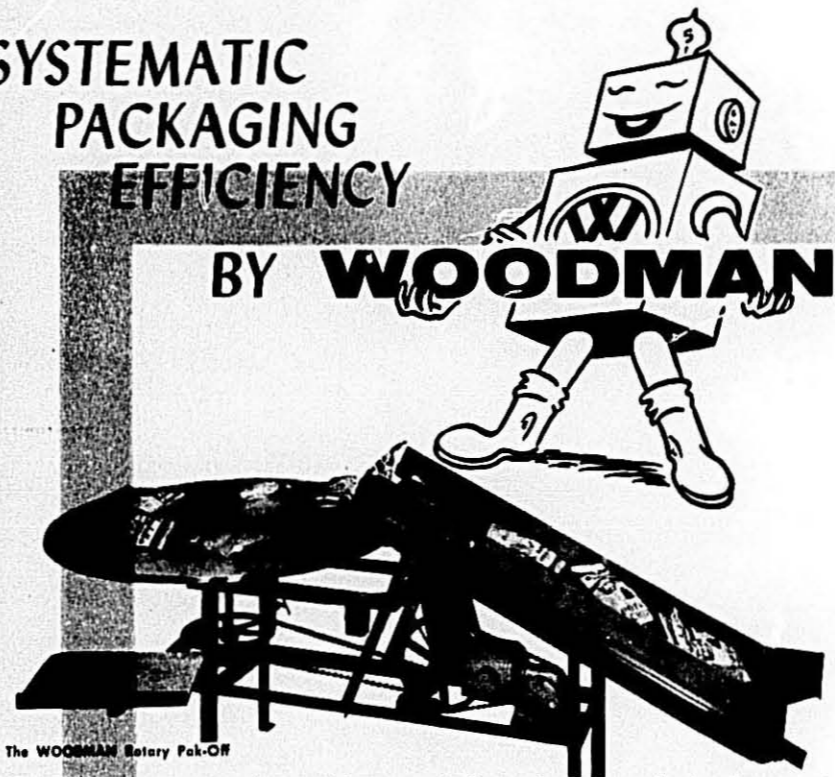
Many marketing services are performed at these huge concrete elevators. Some wheat, for example, must be blended or mixed with other wheat to provide just the right protein percentage desired by a miller. Terminal elevators must constantly watch the grain to insure that it will be in condition when needed by processors. The grain is kept in proper condition by turning and aeration.

Impartial Grading

Before grain can be sold at terminal markets, it must be graded by state inspectors. Impartial tests are made to determine weight of wheat, moisture content, percentage of foreign material, etc. A grade slip is filled out upon completion of these tests which will go with the wheat sample when it is shown to buyers at the Exchange. Graded grain can be sold more easily and fairly. Grading of grain according to uniform standards also makes delivery on "futures" contracts possible. The terminal market's sampling department checks on the accuracy of the government grading by sampling and grading the grain a second time. Any state grade that is challenged by a seller or a buyer must be graded over again either by a state or federal inspector. Grades may also be appealed to higher authorities.

SYSTEMATIC PACKAGING EFFICIENCY

BY **WOODMAN**



The WOODMAN Rotary Pak-Off

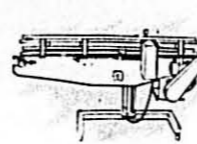
The Rotary Pak-Off accumulating table automatically receives the production line output, gathers and holds the product for "casing-up." This simple yet efficient machine, operating from a single driving motor, automatically allows for fluctuations in production or interruptions in casing thus allows the caser sufficient time leeway to prevent expensive production line shutdowns.



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WOODMAN engineers systematic efficiency in packaging operations from fully automatic weighing, bag, box, jar or carton filling to conveying, sealing, stitching and casing.

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647 East College Avenue
Decatur, Georgia

Now it is time for the full operation of the Minneapolis Grain Exchange to go into effect. With his sample of Prairie City durum and his double-checked grade slips, the commission man representing the country shipper at the market-place is ready to sell the wheat to a buyer. That's the way the Exchange works. It provides a place for the commission man representing the Prairie City shipper to sell the wheat to a buyer representing a flour milling company. Of course, both make the "best possible deal." The grade slips help determine the price. Buyers expect to pay more for high quality wheat.

Cash Market

At the cash market, commission firms rent tables to display samples of grain offered for sale. These sample pans also contain a card listing the official grade and test weight, moisture content, point of origin, and similar information. Buyers representing processors, terminal elevators, exporters, grain merchandisers, and others inspect these samples and bid on the grain. The grain is sold to the highest bidder for cash, and the commission man remits to the local elevator or producer the amount of the sale less his commission of one percent, freight, and other costs.

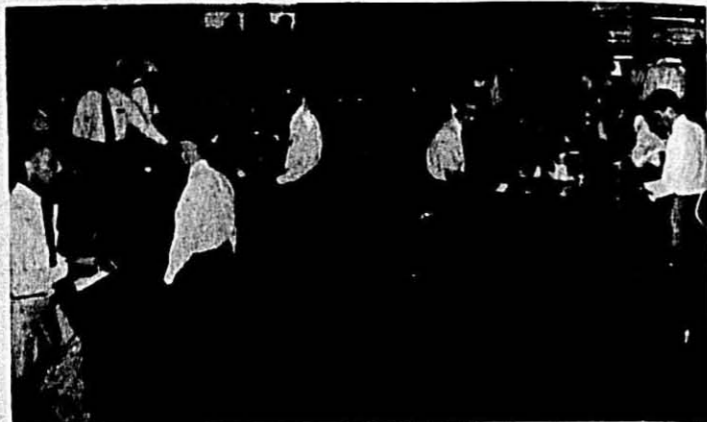
Grain not actually in the city where the market is located, or at inspection hold points, may be sold on a "to arrive" basis. Grain sold in this way must be shipped within a specified time, usually ten to thirty days.

Our Prairie City durum has now been sold to a milling company and the elevator man back at Prairie City gets a check for the wheat and an accounting from his commission man in Minneapolis. Because he got paid so promptly, the elevator man can continue to pay the farmers in his area spot cash for their wheat. This is why the market is called the cash market. Every buyer must pay cash, which helps both the elevator man and the farmer.

Futures Market

In addition to the cash market, the Minneapolis Grain Exchange provides a futures market. If a buyer wants to buy a carload of wheat today and wants it delivered immediately, he would make his purchase in the cash market. On any particular day there might be from 200 to 2,000 carloads of wheat from which to make his selection. If he wants to buy wheat today and does not want it delivered until the month of December, he would buy a contract in the futures market that would specify that the wheat would be delivered during the month of December.

The futures market at the Minneapolis Grain Exchange is located at the opposite end of the trading floor from the cash market. Representatives of grain processors, commission firms, speculators, brokers, and others gather at an octagonal series of steps called the "pit" to buy and



Cash Market where sample pans are displayed of grain offered for sale. Buyer and seller both make "best possible deal."

sell futures contracts. The step arrangement of the pit makes it possible for those trading to see all other trades. All offers to sell or bids to buy must be made by "open outcry," thus assuring that all transactions are public. Because of the hubbub that usually surrounds traders in the pit, traders have evolved a system of hand signals to make sure their bids and offers are understood.

Each broker's hand gestures are signals for bids to buy and offers to sell. The palm of the hand held up and inward is a bid to buy; the palm held outward is an offer to sell. Fingers held vertically indicate the quantities traded, each finger representing 5,000 bushels. Price signals are made by fingers held horizontally, each finger representing one-eighth cent. The full cents price at which trading is taking place can be seen on the pit blackboards.

Sold on Grade

No grain samples are needed in a futures market since contracts for future delivery of wheat are sold on grade only. Under a futures contract, the seller agrees to deliver a specified amount of grain of a given grade during a certain month, while the buyer agrees to pay a stipulated price for a certain kind and quantity and grade of wheat under the terms of the rules and regulations of the Exchange.

On the Minneapolis Grain Exchange the specified months for delivery are May, July, September, and December. Traders are generally agreed that these are the best times to have futures contracts mature. Many bushels of grain move over the Great Lakes to flour mills in Buffalo, New York, and other eastern cities, May and December are chosen because of changes in water transportation. In May the ice has gone out of rivers and lakes and so grain can be moved. By December the rivers and lakes are frozen once more and water traffic has come to a standstill. In July the harvest is approaching and storage space is needed for the new grain. In September most harvesting is done and the new grain is on its way to the market.

Trading in futures contracts is usually made in "round lot" units of 5,000 bushels, although a smaller unit called a "job lot" consisting of 1,000 bushels is also used. When a trade is made in the futures market, both the buyer and the seller deposit "earnest money" to firm up the contract. This deposit is called "margin," and it is a guarantee that both parties will live up to the terms of the agreements they have made.

As soon as a futures trade of a round lot has been made the price is posted on a blackboard above the Exchange floor. At the close of a day's trading, all pit traders make reports of their transactions to an affiliate organization of the Exchange known as the Clearing House. The Clearing House checks for errors, holds the margin money that must be deposited by both buyer and seller, and guarantees delivery on all outstanding contracts.

The Minneapolis Grain Exchange reports market information on grain futures. These quotations are reported over the radio and in the daily newspaper.

The futures market serves a two-fold purpose in that it is an aid to distribution. Let us take wheat as an example. It is harvested from early June in Texas until early September in North Dakota and Montana. The entire year's harvest of wheat comes in about 90 days.

Consumption of wheat, however, goes on at a uniform pace throughout the year. We depend on grain processors to keep an ever-normal "granary" of bread and macaroni and cereal products on the grocer's shelf. The futures market helps make this possible.

Hedging

Second purpose of the futures market is that it makes possible hedging. This is a method of insuring against loss through fluctuating prices.

Hedging is made possible through the purchase and sale of contracts. Let's again go back to Prairie City. Suppose the Prairie City elevator operator just bought a farmer's wheat for cash. He paid the farmer current Minneapolis market prices, minus freight and the small charge for

General Mills creates new Chipped Beef Casserole recipe

Ad mat on the right promotes your macaroni for such a savory dish

BETTY CROCKER of General Mills has created and consumer-tested this new macaroni recipe. But that's not all! General Mills' advertising agency has created a newspaper advertisement from this recipe to help you gain consumer acceptance for your products.

CAPITALIZE on women's never-ending desire to serve new, different, exciting recipes! You pay only 50¢ for each mat—a real bargain when you consider the recipe preparation time, photographer's charge, artwork and plates required to produce them. Offer good only in U. S. A.

MATS ARE FLEXIBLE—If you wish, you can add, delete, or rearrange elements within the ad to make an entirely new or different size ad. Combine elements from other ad mats to make multi-product ads. Your newspaper representative will gladly help.

Ask your General Mills salesman for other mats from this or preceding series

DURUM SALES - GENERAL MILLS
9200 Wayzata Boulevard
Minneapolis 26, Minnesota

Please send _____ (quantity) ad mats featuring Chipped Beef Casserole. I have enclosed 50¢ for each mat.

Name _____

Firm _____

Address _____

City _____ State _____



DURUM SALES

Minneapolis 26, Minnesota

No. 4 in General Mills' new series of ad mats

This mat is reproduced actual-size—2 column x 6 1/2 inches. The ad is fourth in a series that has run in the three preceding issues of the Macaroni Journal. A service for you and your customers from General Mills!



New "Chipped Beef Casserole"
Perfect for family and friends . . .

with
YOUR BRAND MACARONI
"Chipped Beef Casserole" is quick, delicious . . . and so easy! Try it.

CHIPPED BEEF CASSEROLE

1 can condensed cream of mushroom soup	1 cup uncooked elbow macaroni
1 cup milk	1/4 lb. dried beef, cut in bite-size pieces (if dried beef is overly salty, pour boiling water over it, and drain well.)
1 cup processed American Cheddar Cheese, cut finely (about 1/4 lb.)	2 hard-boiled eggs, sliced
3 tbsp. finely chopped onion	

Mix soup to creamy consistency. Add milk, cheese, onion, uncooked macaroni and dried beef. Fold in eggs. Turn into buttered 1 1/2 qt. baking dish. Store covered in refrig. at least 3-4 hours, or overnight. Heat oven to 350° (moderate.) Bake 1 hour, uncovered. About 4-6 servings.

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his expenses and profit. He must sell on the same basis to avoid a loss. Since he can't be sure the price won't change, he places a "hedge" by phone or telegraph.

To place a hedge he calls his commission man and tells him he just bought so many bushels and wants a hedge placed. His commission man then sells the like amount of wheat in the futures market at the current price—for future delivery. If the price is down when the actual wheat arrives in Minneapolis, it sells for the lower price. To break even, the elevator man (through his commission man) buys back the futures contract at the same time on this lower basis, reflecting an offsetting profit.

Supply & Demand

Supply and demand determine the price of wheat. The factors affecting the world's supply of wheat and other grains are weather, disease, storage, and acreage. The greater the wheat supply, the greater the tendency for the price to go down.

Livestock feed, food, export, and industry needs are some of the factors affecting demand for wheat and other grains. The greater the demand, the greater the tendency for price to go up. Daily prices at futures markets reflect both supply and demand. Grain Exchanges help traders by supplying information on these factors. Bids and offers of buyers and sellers determine wheat prices far more accurately than any person or board.

Not every one agrees on future market trends. Some expect prices to go up, others to go down. This difference of opinion makes hedging possible. Speculators are always willing to buy or sell. The balance wheel of the market, they provide greater stability in grain prices. They help lower cost of handling grains by making it possible for handlers to operate on a smaller margin.

Marketing Cost Low

The cost of marketing grain through Exchange channels is low. A study by the United States Department of Agriculture showed that only 1.7c on each dollar spent for bakery, macaroni, and cereal products goes to cover costs of grain marketing. The system is so efficient and economical because of free trading and orderly competition which has forced grain handlers to streamline methods, trim expenses, and step up services.

High Durum Yields

Durum yields were high in 1958, averaging 21.9 bushels per acre compared to 17.4 bushels last year and 11.9 bushels for the ten year average.

Highest were in Minnesota where acreage was the smallest. An average of 28 bushels per acre made total production 476,000 bushels. Last year Minnesota produced 2,438,000 bushels.

Yields in North Dakota averaged 22 bushels to the acre while the figure was 21 bushels in South Dakota. North Dakota produced 18,238,000 bushels while South Dakota produced 1,470,000.

While Montana has a ten-year average of 17.7 bushels per acre, this year's output was 20 bushels, for a total production of 1,040,000 bushels, down sharply from last year's 8,655,000.

1958's production of 21,224,000 bushels of durum compares with last year's 39,680,000.

Good Milling Quality

The 1958 durum crop was placed under cover in very good condition, more so than many crops of the past, reports Jess Cook of Farmers Union Grain Terminal Association.

"The milling quality of this year's crop is excellent," Cook continues. "This quality will aid the durum mills in producing a very good quality of semolina and durum flour, and help macaroni manufacturers produce a superior quality of durum products. This high quality should bring about an increase in the per capita consumption."

New-crop durum is one-half to one full percentage point lower in protein than last year. However, mill representatives point out that—unlike last year—it is free from sprout damage and, therefore should afford fully as good a quality for manufacturers as the 1957 crop.

GTA Acquires McCabe

Assets of the McCabe Co., Minneapolis, were purchased Sept. 13 by the Farmers Union Grain Terminal Assn., St. Paul. The sale, involving line elevators and feed mills at 57 locations in Minnesota, Montana and North Dakota, was completed for about \$4.8 million, according to M. W. Thatcher, secretary of GTA.

The sale brought total terminal elevator space of GTA to 48 million bushels, a near 50 per cent increase in a year.

Mr. Thatcher said the addition of some 6 million bushels of McCabe elevator space is part of an expansion program that has added 15 million bushels of storage space to GTA's 33-million-bushel capacity since last spring. The cooperative has some 200 line elevators and 400 affiliated elevators in the Upper Midwest.

A separate McCabe organization, McCabe Brothers, Ltd., Winnipeg, Man., Canada, was not affected by the transaction.

The McCabe organization was founded in 1886. Besides the line elevators, the firm has feed mills at Perham and Montevideo, Minn., Hope, Blabon, Hunter and Gwinner, N. D., and Glendive, Mont.

Canadian Marketing

Canadian farmers marketed nearly 30 million bushels durum wheat during the crop year ending July 31, 1958, according to the Catelli Durum Institute, with about half of this disappearing into commercial channels. The visible supply of durum wheat (excluding farm stocks and new crop) as at July 31 was approximately 26 million bushels, the report said, and this will likely make the total reserve some 60 million bushels, about the same

gross total as a year ago. This represents several years' normal durum supply.

Situation Reviewed

Reviewing the durum wheat situation, C. L. Sibbald, director of the institute, pointed out that the Canadian Wheat Board in the new crop year beginning Aug. 1, 1958, topped off the 10c bonus formerly paid for initial durum deliveries. Payment is now \$1.40, the same as for bread wheat. Marketing quotas have changed as well and durum wheats no longer have separate quotas.

The net effect, Mr. Sibbald points out, has been to lower durum deliveries. Only 1.2 million bushels had been marketed to Sept. 10 this year, he said, compared to 4.2 million bushels at the same date a year ago.

General Mills Promotions

G. S. Kennedy has been named executive vice president at General Mills, Minneapolis. He is succeeded as vice-president and administrator of flour, feed, and linseed oil operations by E. O. Boyer. Mr. Boyer, formerly vice-president and general manager of the Sperry division in San Francisco, is replaced by B. W. Roberts, assistant manager. Mr. Roberts was also elected a vice-president. Mr. Kennedy has been with General Mills for 44 years.

Leveling in Egg Prices

Seasonal variations in egg supply and prices have been sharply reduced in the United States, Edward Karpoff, poultry economist of the Department of Agriculture, told delegates to the World's Poultry Congress in Mexico City recently. According to Mr. Karpoff, the changed pattern is the result of sharp increases in the rates of lay in fall and winter months to levels not much lower than spring-time peaks. He said that similar changes are likely to occur in other countries which develop their poultry industries to the same extent as the United States.

Mr. Karpoff pointed out that in 1925 the U. S. national average rate of lay in April was 1,600 eggs per 100 birds, while in November of that year it was 400 eggs. Currently, the April rate has risen to 1,800 eggs per 100 birds, while the rate for November has jumped to 1,450, or almost exactly four times the 1925 rate for that month.

As a result, he noted that the number of layers in flocks actually is down from 1925.

Increased production in November and other fall and winter months has been in response to economic incentives created by previous seasonally high prices, he noted, with producers finding ways to increase production in periods when prices were best. One of the principal methods employed was the use of artificial light to lengthen the daily duration of light. Other factors are improved genetics and nutrition along with earlier hatching of replacement birds.

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MINNEAPOLIS MINNESOTA

Pertaining To Pasta

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"THERE is a mountain of grated Parmesan cheese and on top of this mountain are people who do nothing else but make macaroni and ravioli." A pasta paradise, indeed! But don't bother to search for this remarkable place. It exists only in the mythical dukedom of Bengodi, which itself exists only in *The Decameron* of Boccaccio.

Figurative mountains of macaroni, ravioli, and the many other pasta products, along with savory rivers of sauces, are consumed annually in virtually every civilized country of this world. Certainly in the United States, where foreign foods and international dishes have taken firm root, thanks to our heterogeneous background, the farinaceous fare of Italy is today considered a staple component of our national cuisine.

And yet, the average American consumer is not at all familiar with pasta in all its many forms, having at best a speaking acquaintance with only some five or six popular varieties. Little wonder, though, in view of the more than two hundred forms pasta can take. To the novice cook, the different shapes and sizes and names must seem positively endless.

Italians say "Pasta"

Pasta, literally translated, means "paste" — in this case an edible paste or dough made from the flour of hard-grained, glutinous, or durum wheat. When thoroughly mixed and kneaded, the dough is forced under pressure through a perforated plate, and the design of the perforations fixes the character of the product. A steel pin in the center of each hole in the plate produces the "pipes," the hollow or tubular forms. Smaller holes without pins produce spaghetti and similar solid forms. Flat "ribbons" result when narrow slots replace the round holes.

Originally the food of humble folk, such fancy machinery was obviously not available for home use. Instead, the dough was molded and rolled out by hand and cut into various shapes and lengths. This process, however laborious, yielded an amazing number of unusual forms, in addition to the common tubular, solid-round and flat-noodle types. It turned out the broad, flat sheets of lasagne, and an infinite company of stars, crescents, turbans, crowns, rings, bows, shells, animals and other shapes, all cut from thin sheets of pasta.

Americans say "Macaroni"

The generic term for all forms and sizes of pasta is macaroni. Still most American housewives recognize macaroni as a particular kind rather than as an entire category of styles. They know it as the familiar short and plump "elbow macaroni," which actually bears the names



More than 150 different shapes are manufactured in the U.S.A. Long or short, they range from alphabets to ziti.

of tubetti and ditali, according to size. Other tubular types, even lesser known, include cannelle, manicotti, rigatoni (a ribbed form), and ziti.

Spaghetti, needless to say, is the best known and most popular of the solid-round forms. Most homemakers also know that spaghetti is a thin variation, and that vermicelli is thinner still. But not too many know that fidelini and capellini are even finer, being threadlike and hair-like in substance.

Today's homemaker is gradually coming to know that the Italian varieties of ribbon-like pasta include the flat and narrow linguine and tagliatelle, the medium narrow trenette, the broad fettuccelle, and the very wide lasagne.

And while she has long since learned that ravioli are small envelopes stuffed with cheese or meat, she is not altogether aware that cappelletti, agnellotti and tortellini are also forms of dough folded over a filling. Nor does she know that conchiglie are "sea shells." Or that farfalle are what she now calls "butterflies" or "bows." Or that fusilli, a rifled or twisted hollow type, is the supreme achievement of the spaghetti workers' art.

Italian Affection

The affection of the Italian people for their native pasta is evident in the fond and highly imaginative terms they have applied to many of its forms. The 19th century Italian poet, Antonio Viviani, once wrote:

"From this dough you get the little bows,
The spiral fanfares and the star dust,
The organ pipes and furbelows,
The roller coasters and the pie crust."

And that is only a beginning. Among the other titles bestowed upon the different shapes are Little Loves, Big Pipes, Little Twisted Ones, Faithful Ones, Sparrows' Tongues, Little Mustaches, Wavy Ones, Little Queens, Big Grooved Ones, Sea Roses, Little Strings, Little Boots, and Little Worms. There are also two varieties known as Sawed-Off Bridegrooms and Lady's Legs.

Historically Speaking

To all intents and purposes, pasta is typically and peculiarly an Italian food, regardless of its place of origin. If for no other reason, Italy is entitled to the credit due to her early appreciation of its merits and her fidelity to it after its adoption. Whether or not that famous traveling man, Marco Polo, actually obtained the secret of spaghetti from the ancient Chinese can't possibly affect the pleasure of eating it. And further probing into history is pointless, since its discovery is claimed not only by the Chinese but by the Japanese as well. That other noodle-loving nation, Germany, is also said to have learned of the foodstuff from the Orient, later introducing it into Europe.

But history also informs us that by the time the 14th century had rolled around, Italy was still the only European nation enjoying macaroni, and that she had possessed the secret of its manufacture a full hundred years before that. It was subsequently introduced into France with great success, with Louis XIII as one of its most ardent admirers.

America received the name long before the food itself arrived. The Italian specialty was still unknown and untasted when Yankee Doodle stuck a feather in his cap and called it macaroni. Not until Thomas Jefferson began importing Tuscan wine, Lombardy poplars, and other fine Italian products, did the new nation gain its first knowledge of pasta dough and receive its first spaghetti-making machine.

No Overnight Success

It cannot truthfully be said that the strange, stringy commodity was an overnight success. The directions for its preparation undoubtedly had a great deal to do with it. One recipe, dated 1792, advised that the spaghetti be boiled three hours in water and ten minutes in broth!

Do we suspect a hidden lesson here? That we do. What a vast difference a little proper information can make. And what a need there is for it this very moment. For many, many years only a very limited number of pasta forms were known outside Italy. But with the current growing interest in foreign cookery, additional pasta shapes and sizes are coming

Football Buffet

into general usage. Today's experimenting housewife is eager to learn more about the many odd styles of pasta, knowing they will help her dress up ordinary, run-of-the-mill dishes and inspire her to create fascinating new preparations that will excite the comments and praises of her family and her friends.

Package Information

The consumer package, that always-on-the-spot medium of information, is again in the ideal position to act as her advisor. It can present her with new forms, new styles, new recipes. It can, for example, suggest fresh versions of traditional dishes simply by changing the shape of the principal ingredient. Even so familiar a dish as macaroni salad wins new distinction through the substitution of sea shells or bow knots. Linguine, tagliatelle, ziti and the like can provide a welcome change of form for casseroles and even the taken-for-granted spaghetti supper. Verde, or "green noodles," will add an interesting new look to many a commonplace noodle dish.

Good Mixer

Bland in themselves, pasta products respond readily to inventive seasoning and saucing, and merge successfully with other foods such as meats, seafood, vegetables, cheese and eggs. There is, by way of illustration, the recipe for a delightfully different platter, recently introduced in Rome. A treasure of quick-trick cookery, it's the perfect thing to serve whenever guests drop in unexpectedly.

The trick is freshly-boiled well-drained spaghetti, lightly tossed with a mixture of beaten raw eggs and grated cheese. The heat of the spaghetti gives the eggs all the cooking they need, and the tender strands are quickly coated with the golden batter. A zestful touch is added by spooning finely diced bacon, sauteed in a little olive oil and dry white wine, over each serving. Freshly ground black pepper is the final fillip.

And It's "New"

This is precisely the kind of recipe the modern homemaker likes: quick, easy to prepare, delightful to taste, and a natural conversation piece. Most important, it's new . . . just as so many of the as yet unfamiliar forms of pasta are new to the average American consumer. Never has such an opportunity existed to merchandise them successfully.

In recipes such as the above, pasta provides the basic ingredient. The package can provide the recipe. It's the sort of teamwork that has in the past created new uses and new users for a tremendous variety of products. It will perform the same effective service for the great variety of pasta products—from spaghetti to apiedini, from macaroni to mostaccioli, and from ravioli to rigatoni. And the time is now.

Dessert

The French word "desservir" means "to clear the table" and is the origin of our word dessert.

THE National Macaroni Institute, the National Pickle Packers Association, and the Paper Plate Association joined forces this fall to promote their individual products in an after-the-game Football Buffet. Copy read as follows:

"Whether you win or lose on the football field this fall, you can guarantee a winning score with your family and friends by serving this tempting meal after the game. A Touch-Down Pickle Ham Loaf served with Hot Macaroni and Vegetable Salad and topped off with cake and assorted chocolates will be sure to hit the spot.

"But then, don't quit while you're ahead. Serve your meal on sturdy, soap-proof molded or plastic-coated paper plates. They're disposable. A luscious meal with no dishwashing afterwards to dampen the festivities . . . try it!

Touch-Down Pickle Ham Loaf (Makes 6 servings)

- 1 10-inch oval loaf unsliced bread
- Softened butter or margarine
- 1 3-ounce package cream cheese, softened
- 1/4 cup sweet pickle relish
- 1/2 cup ground cooked ham
- 1/3 cup chopped salami
- 1/3 cup chopped celery
- 1 tablespoon finely chopped onion
- 1/2 teaspoon prepared horse-radish
- 1/4 teaspoon prepared mustard
- 1/4 cup grated process Cheddar cheese
- 1/4 cup mayonnaise
- 1 8-ounce package cream cheese, softened
- 3 tablespoons mayonnaise
- 1/4 teaspoon garlic salt
- Dill pickle strips

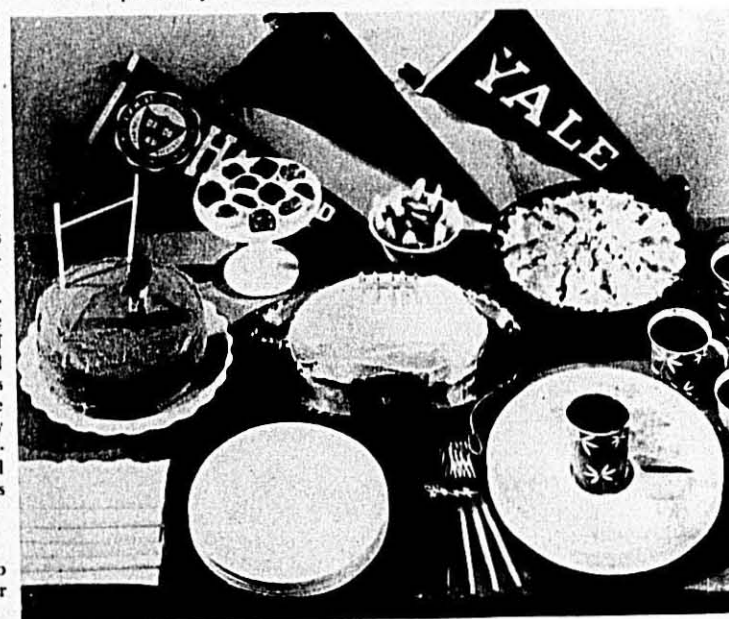
"Remove crust from bread on all sides. Slice bread lengthwise into 3 slices. Spread slices with butter or margarine. Combine 3-ounce package cream cheese, pickle relish and ham. Mix well and spread on bottom slice of bread. Top with second slice. Combine salami, celery, onion, horse-radish, mustard, Cheddar cheese and 1/4 cup mayonnaise. Mix well and spread on second bread slice. Top with remaining bread slice. Meanwhile, combine 8-ounce package cream cheese, 3 tablespoons mayonnaise and garlic salt. Blend; spread over top and sides of bread. Arrange dill strips on top to resemble football.

Hot Macaroni and Vegetable Salad (Makes 6-8 servings)

- 2 tablespoons salt
- 4-6 quarts boiling water
- 4 cups elbow macaroni (1 pound)
- 1 cup chopped green peppers
- 1/4 cup sliced canned pimientos
- 1 cup sliced cooked carrots
- 1 cup commercial sour cream
- 1/3 cup mayonnaise
- 2 tablespoons prepared horse-radish
- 2 1/2 teaspoons salt
- 1/2 teaspoon pepper

"Add 2 tablespoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander.

"Combine macaroni and remaining ingredients; mix well. Turn into greased 2 1/2-quart casserole. Cover and bake in moderate oven (350°) 30 minutes, or until thoroughly heated. Garnish with additional sliced cooked carrots and pimiento strips, as desired."



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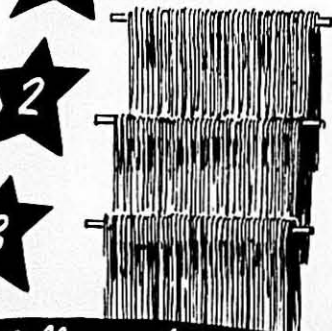
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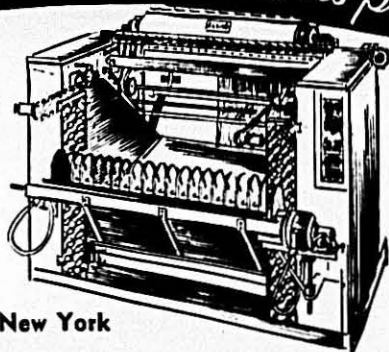
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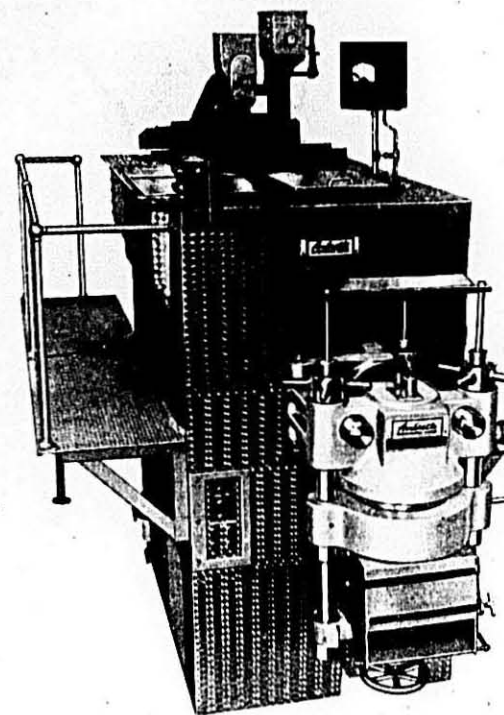
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Report on Eggs

from data by Merrill Lynch, Pierce, Fenner & Smith

AFTER a high of 43c was recorded in mid-April, shell egg prices plunged almost vertically with one brief interruption. During June a pre-summer rally was engendered by anticipations of a hot summer. However, as if to balance the scales of justice for the bad spring, Mother Nature presented us with a mild summer. As a result, egg production was stimulated by high flock retention, and an improved rate of lay. And storage withdrawals were limited.

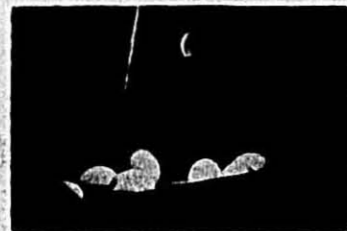
Present Flock

The present flock is currently larger than most people had anticipated during the spring. It had been expected that this season's flock would not equal last year's until late fall or thereafter. But the flock surpassed last season's population on July 1. As of August 1, the flock composition included 460,666,000 potential layers made up of 279,202,000 hens and pullets of laying age and 181,464,000 pullets not of laying age.

The gain of 1/2 per cent in flock population may not be held in September. Birds from the 1956 hatch cannot be retained in the flocks indefinitely. The elimination of two-year-old hens is inevitable as these birds go out of production. The recent slaughter reports indicate that culling of the flock is running ahead of last season. Furthermore, because hatching activity was delayed by the poor spring, the number of new chicks being added to the laying flock will not be extra heavy until late September and beyond. Therefore, it is conceivable that the September flock will about equal the layers on hand last September. But the rate of lay of the present flock should greatly exceed last season's birds. The current flock will be better birds. A larger percentage of them will be younger and, therefore, more abundant producers. Lastly, a greater proportion of the flock will be housed on the more efficient commercialized farms. According to the latest data, the current rate of lay is up 3 per cent compared with a year ago. Assuming fairly normal September weather, the improved rate of lay should be maintained.

Storage Stocks

Storage stocks round out the supply side of the price balance. The August 1 official stock report placed shell egg stocks at 727,000 cases compared with 1,507,000 cases a year ago. The difference of less than 800,000 cases compares with a difference of more than 1,000,000 cases at the peak of storage holdings. Based on later reports, the difference has continued to narrow during August. The immediate outlook is for a continuation of this season's slower rate of withdrawals. However, the demand for storage stocks may



be stepped up during the next 30 to 60 days. The older birds are not being culled to make room for this season's pullets. It will take a month or so before this year's pullets will produce larger eggs in quantity. In the meanwhile, storage eggs may find a ready outlet in commercial channels. Frozen egg and dried egg stocks are also well below a year ago. According to the United States Department of Agriculture, August 1 frozen egg and dried egg stocks are about 1,500,000 cases below a year ago. The combined shortage of all egg supplies in terms of shell eggs was placed at 2,277,000 cases on August 1.

About Demand

The demand side of the price equation is more difficult to assess. The U.S.D.A. notes a declining trend in per capita egg consumption. Current spot prices are about unchanged from a year ago; therefore, demand should be little affected by price at present levels. We will be conservative and assume that demand will be unchanged from a year ago. But, any variation is likely to be toward a reduced demand at present levels. Also, the export market has been lagging up to now.

The most prominent feature on the horizon for egg prices is the increasing production. As noted before, the flock is currently about the same size as last season's while the rate of lay is up about 3 per cent. By the end of the year the flock figures to be about 3 or 4 per cent ahead of a year ago. At that time, however, substantial improvement in rates of lay are less pronounced. On the basis of these probabilities, it seems reasonable to suppose that egg output during September, October and November will be higher by 3 per cent per month compared with last season while December and January will see relative gains of 4 per cent per month. Translated to case equivalents, September output should be higher by around 369,000 cases; October and November each up by 381,000 cases; December's gain of 560,000 cases; and finally January's output would be up by 581,000 cases. These figures were arrived at by applying the percentage gains to last season's output per month in terms of millions of cases. Adding the monthly totals together gives us a grand figure of 2,281,000 cases.

Prices will have to balance an expected higher production on one side and a likely deficit of about 2,000,000 cases on the other. The increment to total supply during the fall and winter appears to be only a quarter of a million cases. On the surface then, these opposing elements should cancel each other out and prices should not differ drastically from last season's level. Perhaps, because production is greater than the storage deficit, prices should average slightly less than last season's levels. To dig below the surface, we should make certain qualifications. Supposedly, the average American is going to eat 3 per cent fewer eggs this year than he did last season. The gain in population is about 2 per cent per year. If total consumption declines by one per cent, approximately 700,000 fewer cases of eggs will be required this year than last. The next question to ask is about possible variation in production. If production is not in line with our estimate above, then is it likely to be higher or lower? We feel that our estimate of production is on the low side. Also, we have confined our increments of production to the period ending January. The knowledge that production will be above the previous year's output during the spring is also a minor element to contend with in price calculations.

Thus far we have established an expectation for a price level moderately below the levels of last year. It remains to show last season's prices relative to current values.

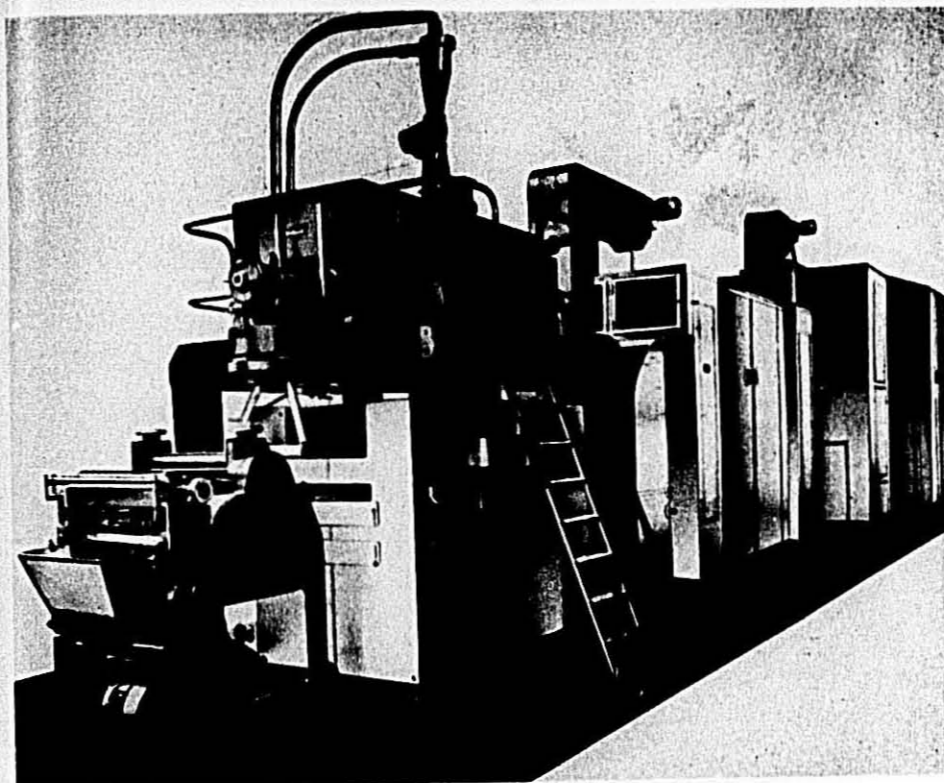
Liquid Egg Production

August liquid egg production totaled 27,249,000 pounds. This was 8 per cent more than August 1957 and 72 per cent more than the 1952-56 average production. The quantity used for immediate consumption was smaller than a year earlier, while the quantity used for drying and freezing was larger.

Egg solids production during August totaled 1,958,000 pounds, compared with 1,840,000 pounds in August 1957 and the 1952-56 average of 1,496,000 pounds. August production consisted of 516,000 pounds of whole egg solids, 681,000 pounds of albumen solids, and 751,000 pounds of yolk solids. Production during August 1957 totaled 820,000 pounds of whole egg solids, 527,000 pounds of albumen solids, and 493,000 pounds of yolk solids.

Frozen egg production during August totaled 17,952,000 pounds, compared with 16,574,000 pounds in August 1957 and the 1952-56 average of 10,939,000 pounds. Frozen egg stocks decreased 6 million pounds during August, compared with a decrease of 12 million pounds in August 1957 and the 1952-56 average decrease of 17 million pounds.

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Chemistry in the Food Industry

by James J. Winston, Jacobs-Winston Laboratories, Inc.
Reprinted from
Dunbarville Chemical Journal,
City College of New York

DURING the past twenty years, a chemist employed in the food industry has had to develop his technique side by side with increased scientific and technological progress. Two questions often arise as to the role played by the food chemist in food technology. First, what demands do the food field make on a chemist's education, training and ingenuity, and, second, what are his opportunities and his role in the creation of new products?

Quality Control

The food chemist in commencing his professional career, is generally trained in the essentials of quality control. Such training is usually a prerequisite in food development and research, and includes a good background in fundamentals, namely, inorganic, quantitative and qualitative analysis, physical chemistry, and, if possible, some emphasis on instrumentation.

Let us cite some specific examples: In the milling and baking field the chemist must evaluate quality and maintain it at a constant or improved level. Flour is purchased by the carload, which usually contains 600 to 800 bags amounting to a total of 60,000 to 80,000 pounds. The baker is interested in obtaining a flour with those properties which will produce a loaf of bread with a maximum volume, and an excellent crust and crumb. The relevant findings of the chemist in the laboratory will include the ash, protein, gluten quality, color, fermentation and baking properties. Protein, consisting primarily of gliadin and glutenin, is important not only from the quantitative level, but especially from its qualitative aspect. It must have enough strength or cohesiveness to form an elastic dough during the mixing and kneading process, so as to retain an optimum amount of carbon dioxide during the baking process. These properties can be determined by the trained control chemist in the laboratory, thereby insuring the manufacture of a product which will comply with specific rigid standards. At the same time, the chemist will check on the formulation to verify that it contains a proper amount of milk solids, shortening, butter fat and other necessary ingredients. Federal and State Standards often impose a maximum on moisture content, usually 38%. This factor plays an important part in the economics of bread, and must be checked by the trained chemist.

Color of flour has assumed an important role since the American public has been conditioned to prefer a white bread which, in former times, indicated freedom from bran and offal. Wheat flour is derived from the endosperm, which com-



JAMES J. WINSTON

prises approximately 83% of the entire kernel. The bran and germ components approximate the remaining 17%. The prime objective of the milling process is to separate the endosperm from the other fractions of the wheat as closely as possible so as to produce a flour with a minimum of ash, indicating its freedom from the undesirable components. The chemist in this activity is therefore interested in evaluating the color of the flour and he relies primarily on two methods: (a) measurements of carotenoid pigments by chemical means^{1,2} and (b) determination of the amount of white and brown by means of Disc Colorimetry³.

The bread industry is interested in getting a flour with a maximum of white and a minimum of yellow color, whereas the macaroni industry desires a flour, or middling, with a maximum of yellow color. Bleaching agents help the bread manufacturer attain his goal, while the macaroni-noodle industry receives an unbleached flour suitable to its purpose.

Quantitative Chemistry

The food chemist performs must resort to physical and quantitative chemistry to solve many of his problems and must be conversant with new developments so as to formulate experiments for improvement of product. In the past ten years, food chemists have entered a new field, namely, food technology. Food technology, with its application of engineering principles to chemical problems, is an important tool for the food chemist. Applications of engineering principles commingled with chemistry are guiding food processors in producing a better and more acceptable product. Several years ago, the macaroni and noodle industry was con-

fronted with a poor wheat crop. For years, agronomists were of the opinion that durum wheat, grown principally in North Dakota, could not be ravished by fungus. Three years ago, this important wheat, used primarily by the macaroni industry, was attacked by a variety of stem rust. The crop dwindled from a customary 25-30 million bushels to about 8 million bushels. This created a problem for an industry that manufactures over one billion pounds per year. Blending of wheats became the alternative while scientists attacked the rust problem by developing rust resistant wheats and by expanding cereal crop research. This included the addition of more than one hundred research scientists to the Section of Cereal Crops and Diseases of the U.S. Department of Agriculture. For immediate commercial objectives, something had to be done to produce a product that would have the necessary properties, particularly, those stressed by LeClerc: yellow color, resistance to breakage, good processing qualities and, above all, good cooking characteristics. During the crisis these objectives were realized by processing macaroni under vacuum during the stages of mixing and kneading. The resulting product was firm and strong, with good cooking qualities. The vacuum processing also reduced color losses due to oxidation, and yielded a denser product with good cohesive properties. This helped an industry out of a crisis. This new technical advance is now being applied where 100% durum wheat is being used owing to the favorable available crop which, at the present time, exceeds 30 million bushels. Therefore, scientific and engineering development carried out during a shortage crisis has helped create a better product when applied to the usual source of raw material.

Additives & Biochemistry

From time to time the chemist is presented with a competitor's product in order to determine the components which may make it superior. His knowledge must be extensive and must include information on additives, artificial colors and, a grasp of biochemistry. Several years ago, a flour mix was introduced; it had an intriguing yellow color, possibly to simulate egg yolk. Chemists were baffled by this, since the tests for coal tar dyes, such as, yellow OB and yellow AB, tetrazine, vegetable dyes, carotene and xanthophyll, particularly the official ones of the Association of Official Agricultural Chemists, were negative. However, further investigation showed that this yellow color was produced by the reaction of nitric acid with the protein fraction of the flour to yield the xanthoproteic reaction (pe-

rated protein). This solution was obtained after many frustrations and blows to the chemist's pride.

Enrichment

In 1940, the Federal government, under the stimulus of the National Research Council, recommended that bread be fortified or enriched with certain vitamins and minerals in order to make certain that no deficiency would exist in the diet of our population, especially the poorer segment. Chemists provided both the enrichment process and the chemical assay for ingredients, such as, Vitamin B1 (thiamine), Vitamin B2 (riboflavin), nicotin and iron. Chemical methods were evolved for the assay of thiamine and riboflavin based on fluorescence. Jansen⁴ recommended the thiochrome procedure for thiamine, and this was modified and applied to cereal foods by Hennessey⁵. The chemist developed a technique whereby thiamine in the pure state is oxidized to thiochrome by ferricyanide in an alkaline medium. The intensity of the fluorescence is therefore a function of the alkalinity of the solution and the amount of thiochrome present. The fluorescence therefore was translated into electric energy via the photoelectric cell and tangent galvanometer. This chemical assay gave impetus to the enrichment program. Enrichment, or fortification, was then applied to other cereal foods, such as farina, cornmeal and corn grits, macaroni and egg noodle products.

Fluorescence, which permits a substance under ultra violet light to alter its energy level to a different wave length, helped the food chemist in other ways. During World War II, dried eggs were exported overseas to a very great extent. In this way tremendous amounts could be readily shipped in a dehydrated state to fulfill the dietary requirements of soldiers and civilians. At the same time, this eliminated the necessity for refrigeration. The fluorescence of dehydrated whole eggs helped weed out any unwholesome and poor quality egg powder^{6,7}. Unfortunately, food manufacturers who are considered "fringe producers" will sometimes resort to adulterating a product by the use of an additive in order to effect certain economies. A method developed indicated the addition of small quantities of soya bean lecithin which might be used instead of egg yolks in the formulation of an egg noodle⁸.

Building Blocks

Today there is great emphasis on proteins in food, particularly in the essential amino acids or "building blocks." Food chemists must therefore have a working knowledge of biochemistry and nutrition in order to advise and help food processors and the general public. This matter of amino acid composition has become so important that the Department of Agriculture, for the first time, is going to publish a treatise in regard to the "Amino Acid Composition of Foods." This will list practically all foods and give the approximate values for the eight

essential amino acids, as recommended by Rose¹¹, with reference also made to several non-essential amino acids which may be utilized to form some of the essential ones. Analytical chemists, on the other hand, have been busy developing chemical methods of assay, and fortunately paper chromatography has helped solve the problem to a great extent. How well the writer remembers translating laboriously one of the first publications in chromatography, published in German in 1938¹². Today, excellent books have been published in English in this field, which permit the trained chemist to get a good grasp of this new tool to help solve many problems.

Spectrophotometry

A tool of recent origin to the chemist consists of the field of spectrophotometry. This provides some of the most sensitive of physical analytical procedures available, and facilitates the detection of very small additives or adulterants. By evaluating the spectral curves, maximum and minimum absorption peaks, fundamental characteristics in materials are obtained. This permits the positive identification of adulterants to foods, particularly, of oils and fats. Spectrophotometry is divided into (a) infrared (b) visual (c) ultra-violet regions¹³ with different characteristics obtained under the different wave lengths. Substances of agricultural origin that have been characterized by the application, particularly, of infrared spectrophotometry are cellulose, cotton and wool, Vitamin C and related compounds, amino acids and amino acid complexes, penicillin, plant and animal tissues, some plant pigments, vegetable oils, natural rubbers and synthetic rubbers.

The role of the chemist in the food industry has become enlarged with the passing of each year. It is full of responsibility, challenging, and taxing one's ingenuity, and it makes it mandatory for a chemist to study basic and applied principles for the duration of his professional career.

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- "Carotene in Noodles," *J. A.O.A.C.* 1952.
- "Lipoids and Lipoid P 205," *J. A.O.A.C.* 1953.
- "Choline in Egg Noodles," *J. A.O.A.C.* 1953.
- "Egg Content of Noodles," *J. A.O.A.C.* 1954.
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Winston Writings

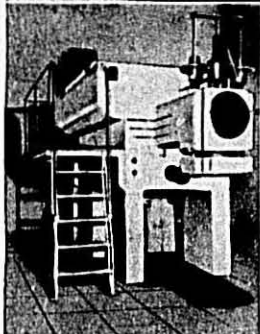
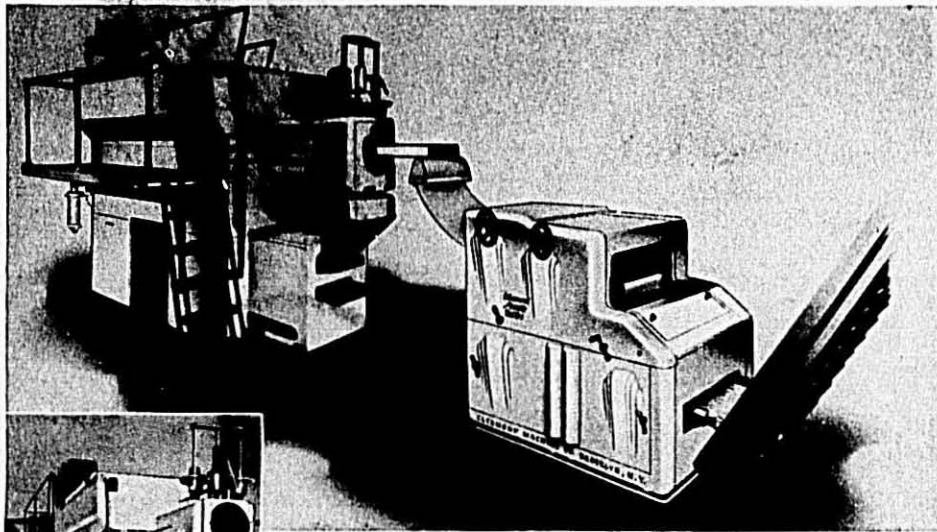
James J. Winston, analytical chemist, retained by the National Macaroni Manufacturers Association as Director of Research, serves his clients in matters of examination, production, and labeling of macaroni, noodle and egg products, and the farinaceous ingredients used in their making.

Among the publications of interest to the macaroni-noodle industry prepared by James J. Winston are the following:

- "Coloring Matter in Alimentary Pastes," *J. A.O.A.C.* 1943.
- "Method for Differentiating Between Soya Bean Lecithin and Egg Lecithin," *J. A.O.A.C.* 1945.
- "Calcium in Enriched Sulphurizing Flour and Enriched Bread," *J. A.O.A.C.* 1945.
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- "Extraneous Material in Ground Spice," *Cereal Chemistry* 1947.
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- "Tips on Condensations (Sanitation)," *Food Engineering* 1951.
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- "Report on Lipoids and Lipoid P 205," *J. A.O.A.C.* 1952.
- "Report on Water Soluble Nitrogen ppt. by 40% Alcohol," *J. A.O.A.C.* 1952.
- "Carotene in Noodles," *J. A.O.A.C.* 1952.
- "Lipoids and Lipoid P 205," *J. A.O.A.C.* 1953.
- "Choline in Egg Noodles," *J. A.O.A.C.* 1953.
- "Egg Content of Noodles," *J. A.O.A.C.* 1954.
- "Better Macaroni Products with Gum Gluten," *Food Engineering* 1955.

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

Clermont Extruded Noodle Dough Sheeter VMP-3



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

FOR THE SUPERIOR IN NOODLE MACHINES

IT'S ALL WAYS *Clermont!*

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

TAILOR-MADE FOR THE NOODLE TRADE
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- C**apacity range - Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.
- L**arge screw for slow extrusion for better quality.
- E**ngineered for simplicity of operation.
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- M**atchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.
- O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.
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Clermont **Long Goods Stick Remover and Cutter**



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Former Heavyweight Champion Rocky Marciano, center, piles up a dish of spaghetti for Red Sox slugger Ted Williams at the Jimmy Fund Spaghetti Dinner. Joseph Pellegrino, president of Prince Macaroni Company, is standing between Marciano and Williams.

Jimmy Fund Dinner

The Jimmy Fund got a rousing send-off in launching its 1958 drive when a mammoth spaghetti dinner was staged at Suffolk Downs in East Boston, Massachusetts, recently by the Prince Macaroni Company of Lowell. The Jimmy Fund is for cancer research in children.

This unusual promotion attracted nearly 30,000 persons who jammed the race track for a dinner consisting of Prince spaghetti, meat sauce, bread, cheese, pie, milk and coca cola.

All proceeds of the dinner which was served from 32 food centers at Suffolk were given to the Jimmy Fund. Admission was by contribution of one dollar by adults and 50 cents by children.

Fund & Prizes

A 1958 Ford convertible and other prizes were given away, and there was entertainment by top personalities including the personal appearance of Red Sox slugger Ted Williams, chairman of the Jimmy Fund Drive, and former heavyweight champion Rocky Marciano.

Headlining the entertainers were comedian Johnny Carson, singer Jerry Vale, RCA-Victor stars—the Lane Brothers, Frank Luther of WNAC and disc jockeys from all the Hub radio stations.

Two and a half tons of Prince spaghetti, 30,000 slices of bread from Continental Baking Company, 8000 containers of milk from New England Dairy Association, 1000 gallons of Coca Cola, 15,000 Table Talk pies and cardboard trays by Cleghorn Folding Company were consumed that day.

Facilities of the race track were contributed by the Eastern Racing Association as well as two TV sets as prizes.

The idea for this mammoth spaghetti dinner to aid the Jimmy Fund drive was conceived by Joseph Pellegrino, president of Prince Macaroni Company who was general chairman of the dinner and coordinated all the activities. The event was such a success that it is expected to be continued annually.

La Rosa Schedules Campaign

V. La Rosa & Sons will cultivate both the kiddies and their parents who eat macaroni products with the biggest television-radio campaign in their history. Children who send in winning names for the La Rosa trade mark will win both a Power Car Company battery-motored junior Thunderbird and an adult sized car for their parents. Over 1,485 prizes will be offered including a Remco toy treasure chest both for the national and local winners. Participations are scheduled on children's programs beginning in late September and running through November on stations in New York, Albany, Newark, Baltimore, Boston, New Haven, Hartford, Philadelphia, Pittsburgh and Providence. Programs include Cartoon Playtime, Little Rascals, Terrytoon Circus, Sandy Becker Show, Romper Room, Junior Frolics, Bugs Bunny, Funny Tunes, and Wonderama.

Radio & News

Radio spots are scheduled on the following radio shows: Tex & Jinx, Martin Block, The McCanns, Klavan & Finch, Ted Brown & the Red Head, Jack Sterling. Daily Italian-language programs are scheduled on WOV, New York; Station WWRL News from Puerto Rico is presented Monday through Friday.



Mr. Pellegrino, center, stands with group of aides from Prince Macaroni Company who served in the serving lines to feed the huge throng.

Large 1000 line newspaper ads and subway cards sell the La Rosa line including their new frozen food products.

Ronzoni Expands Advertising

Television, radio, subway posters and magazines will be employed by Ronzoni Macaroni Company in its Fall advertising drive, up 18 per cent from last year's corresponding period. It got under way in late September through Emil Mogal Company, Inc., advertising agency.

The expanded campaign, claimed a record for the producer of macaroni and spaghetti products, covers the principal northeastern markets in which Ronzoni brands are on sale in food stores.

TV Programs

Three half-hour television programs co-sponsored under new 52 week contracts, spearhead the drive. They are "If You Had a Million," a filmed series on Tuesdays at 7 p.m. on WRCA-TV, New York, WRCV-TV, Philadelphia, and WNHC-TV, New Haven; "The Children's Theatre," starring Ray Forrest, on WRCA-TV, New York, Saturdays from 9-9:30 a.m., and "Saturday Star Theatre," an anthology of filmed dramas, on WRCA-TV, New York, Saturdays, 6:30-7:00 p.m. Commercials are live and on videotape and film. Arlyne Grey is the Ronzoni announcer for the eighth consecutive year.

Commenting in a trade announcement on the three-program TV line-up, Max Buck, director of sales and marketing for WRCA-TV, declared: "Nothing like it has been seen on New York television."

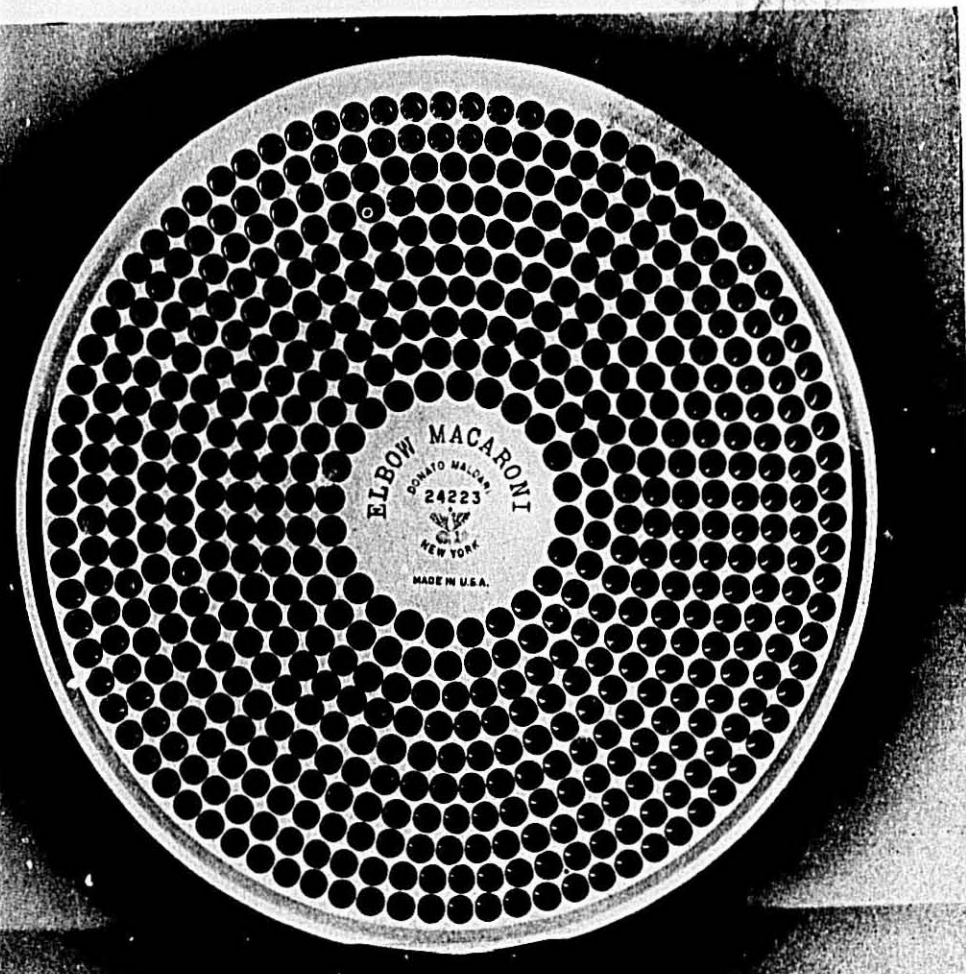
Radio Spots

One-minute and 20-second commercials are used in news programs, participations and spots on 10 radio stations in New York, Philadelphia, Boston, Providence, New Haven and New Britain. Daily Italian-language programs and a daily Spanish-language program on WHON, New York, are included in the radio campaign.

Special tie-in radio and TV commercials were scheduled for National Macaroni Week, October 16-25.

Starting October 1, single and two-sheet posters in full color appeared at stations of the complete New York subway system. Parents' Magazine will

**Maldari Dies are known for Quality, Workmanship, Precision—
and Maldari is known for Service, Reliability, and Guarantee**
Our Fifty-fifth Year



D. MALDARI & SONS, INC.

557 THIRD AVENUE
BROOKLYN 15, NEW YORK
U. S. A.

Manufacturers of the finest Macaroni Dies distributed the world over

ceive insertions of two-thirds pages, commencing with the October issue.

The fall campaign will introduce a new jingle that retains the well-known phrase, "Ronzoni Sono Buoni." The words are:

If You Like Spaghetti
And the Finest Macaroni
Remember the Italian
Ronzoni Sono Buoni
Ronzoni Sono Buoni
Means Ronzoni Is So Good.
Remember the Italian
Say Spaghetti the Way You Should
Say Ronzoni.

Golden Grain Story

"The brand that won at Rome" is Golden Grain's claim for their macaroni, spaghetti and noodles in trade magazine advertising. "Top quality because it won top prize at the Rome Industrial Exposition" will be advertised in 146,800 lines in food editions in metropolitan and local papers throughout northern California and Nevada plus 270 full minute spot announcements every week in the same area.

Sports Illustrated Food Feature

Holding that "good eating is a primary concomitant of good living," Sports Illustrated's Managing Editor, Sidney James, announced that on October 6 food will become a regular weekly feature of the magazine. The new department falls in with Sports Illustrated's premise that "sport" is now a family affair, has become a leisure way-of-life in America, and is not limited to the watching or participating in any particular game.

The magazine's food feature will deal with cookery as it relates to the good life—as opposed to the necessary housewifely drudgery of meal production.

"We'll be interested in food," says James, "as it can be used to contribute to the well-being of the partaker or enhance a social event, and not as it must be used to fuel and refuel the family to keep it going. We'll aim at enlightening and entertaining our readers who are not necessarily gourmets, but who enjoy the curiosity of their palates. And, except for real diet news, we'll assume that their stomachs have long ago solved their dietetic problems."

Frozen Macaroni

Buitoni Foods has begun national distribution of a heat-and-serve package of macaroni and Parmesan cheese. The 9-ounce package can be heated in 25 minutes in its aluminum container or it can be heated in a sauce pan. The new product, also called macaroni au gratin, retails for about 49 cents.

The Silver Star Ravioli Company, Brooklyn, New York, has added frozen cheese ravioli, cheese manicotti and lasagna to their line of frozen Italian specialties.

The new items are packed in 10-ounce Ekco-Alcoa foil containers with 4-color foil-laminated lids designed and produced by Rossotti Lithograph, North Bergen, N. J., designers and manufacturers of multi-color packaging.



Miss Martha Artist, supervisor of Homemaking Education for the Omaha Public School System and President of the Women's Division of The Omaha Chamber of Commerce, is presented the first Macaroni Classroom Kit by Lloyd E. Skinner, President of Skinner Manufacturing Company, Omaha.

Classroom Kit

A Macaroni Classroom Kit is being offered by the Skinner Manufacturing Company, Omaha, Nebraska, to Home Economics instructors in high schools and colleges.

Lloyd E. Skinner, president, stated that the Macaroni Kit offer was in conjunction with National Macaroni Week October 16 through 25. Mr. Skinner is past president of the National Macaroni Manufacturers Association.

John T. Jeffrey, vice president, defines the kit as "part of Skinner's continuing educational program on macaroni products."

The kit contains nutritional information on macaroni products, macaroni recipes, an instructor's guide, a student quiz, and an automatic measuring spoon as a gift to the instructor.

Skinner offered the kit in a one-third page advertisement in the October issue of "What's New In Home Economics."

Clipping Sells Noodles

"Capitalize on food news to boost sales," says Arizona grocer in the September *Nargus Bulletin*. Almost every newspaper article touching on any food subject can be the direct route to better sales



of whatever item is mentioned, according to Basha's in Mesa, Arizona.

Basha's has detailed one staff member to scan all newspapers closely each day clipping any articles which refer to food. Anything from recipes to a story on the development of a specialized food product is included.

Then special display stands which have a broad flat "billboard" at the rear are used to make up the selling display. A typical example (see photograph), features an article from the *Phoenix Gazette* under the title: "The Old Fashioned Noodle Makes a Come-back." The clipping, Scotch-taped to billboard, is directly above a mass display of packaged noodles, and the stand spotted in the aisle directly across from the meat department where the heaviest store traffic circulates.

As has been the case with almost every featured clipping, an average of seven out of ten customers stopped to read the clipping, and three out of ten added the featured item to their shopping cart. This has been used successfully in every department in the store, according to Basha's, boosting sales of poultry, meat, produce, canned fruits and vegetables, baked goods, and even housewares items.

Spaghetti Sauce Drives

Chef Boy-ar-dee has announced a special promotion on their 15 1/2 ounce spaghetti sauces, noting that housewives are not only purchasing the product more frequently, but are showing a growing preference for the larger-sized units.

During the promotion advertising will include full-color pages in *Life* magazine, *Better Homes & Gardens* and *Good Housekeeping*, plus frequent commercials on the ABC-TV Network, and via local television and radio.

The R. T. French Company introduced its new spaghetti sauce mix at the Food Editors Conference, announcing that it can be made in about ten minutes and that it will soon have national distribution. Consumer couponing in some markets offers the user redemption of the purchase price when returned to the company's headquarters.

Lawry's Spaghetti Sauce Mix and McHenry's Tabasco Sauce have teamed up with an allowance for special display set up in Southern California to tie in with strong fall advertising and National Macaroni Week.

Italian Doll Premium

American Home Foods has launched an Italian doll premium promotion for its Chef Boy-Ar-Dee brand spaghetti dinners and pizza pie mix. Package inserts in these two products will offer a choice of 10 different imported dolls, said to be valued at \$3 each, for \$1 plus a label from any Chef Boy-Ar-Dee Italian style product.

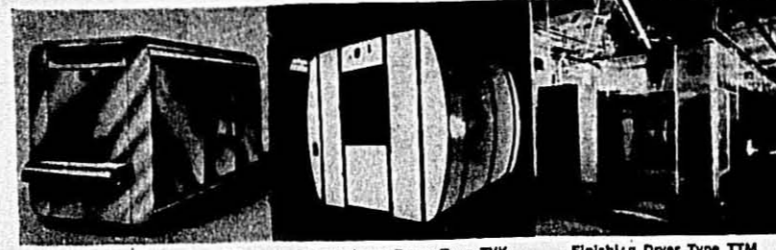
The dolls are 6 inches tall and are said to be authentically costumed in the garb of 10 different Italian cities. According to the company the dolls are handmade and hand-painted.



Buhler
short goods lines
for

- Superior performance
- Easy maintenance
- More drying capacity per sq. ft.
- Relatively small space requirement
- Sturdy construction
- Less down time

Installation of two 1400 lbs/hr capacity Short Goods Lines, made up of two preliminary (shaker type) dryers Type TP, two preliminary dryers Type TVK, two first finishing dryers Type TTM, two finishing dryers Type TTM.



Preliminary Dryer Type TP

Preliminary Dryer Type TVK

Finishing Dryer Type TTM



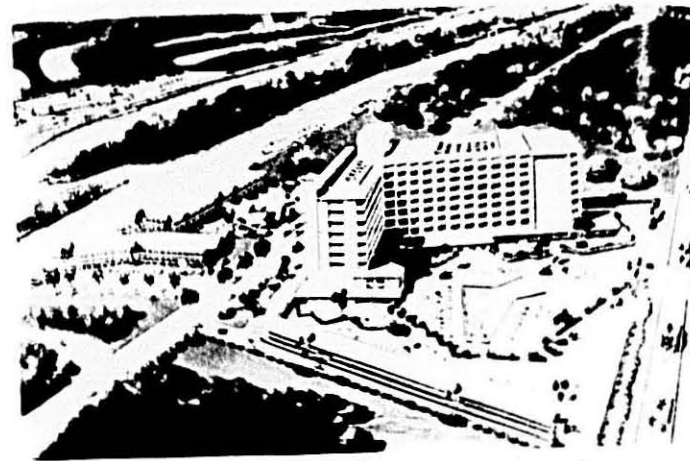
Engineers for Industry Since 1898

BUHLER BROTHERS, INC.

BUHLER BROTHERS, LTD.

Winter Meeting at Diplomat West

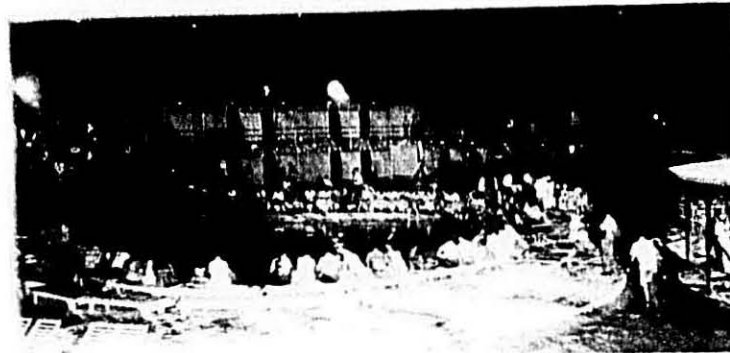
Dates Set for January 19-20-21-22, 1959



Aerial view of the new 20-story Diplomat West hotel.



Exterior view of the Diplomat West hotel.



Interior view of the Diplomat West hotel ballroom.

ALIVE TODAY!

Arch Lightbody is one of 800,000 Americans cured of cancer because they went to their doctors in time. They learned that many cancers are curable if detected early and treated promptly. That's why an annual health checkup is your best cancer insurance.



AMERICAN
CANCER
SOCIETY

Buzz Session*(Continued from page 6)*

Interest was expressed in discussing at future meetings convenience food trends, technological developments and improvements, private label versus advertised brands, and aspects of corporate management.

The group found the interchange of ideas productive and stimulating.

Suppliers Social

Following the round table discussions the group adjourned to the New York Athletic Club where suppliers entertained with cocktails in the Colonial Room and then dinner. Spaghetti was served as a side dish with roast beef or fish.

Those attending the dinner party included the following:

Horace P. Gioia, Bravo Macaroni Co.
Robert M. Green, National Macaroni Mfrs. Ass'n
James J. Winston, National Macaroni Mfrs. Ass'n
T. A. Frank, DeMartini Macaroni Co.
Alfred Sauerzopf, Dutch Maid Food Products
A. Saavedra, Dutch Maid Food Products
Melvin Golbert, A. Goodman & Sons
J. John Cuneo, V. LaRosa & Sons
Peter LaRosa, V. LaRosa & Sons
Vincent F. LaRosa, V. LaRosa & Sons
Mario Piazzolla, V. LaRosa & Sons
Joseph Coniglio, Paramount Macaroni Co.
Louis J. Coniglio, Paramount Macaroni Co.
Luke A. Marano, Philadelphia Macaroni Co.
A. J. Cantella, Prince Macaroni Co.
Sal Cardinale, Prince Macaroni Co.
Adolf Iorio, Refined Macaroni Co.
Albert Molinaro, Refined Macaroni Co.
E. Ronzoni, Jr., Ronzoni Macaroni Co.
Roger F. DiPasca, Ronzoni Macaroni Co.
John Zerega, Jr., A. Zerega's Sons, Inc.
Arthur Simonetti, Amber Mills
Paul Ambrette, Ambrette Machine Corp.
Edward J. King, Ambrette Machine Corp.
Arthur Kohn, Buhler Brothers
C. W. Kutz, Commander-Larabee Milling Co.
Ernst Horstmann, Commander-Larabee Milling Co.
Nat Bontempi, DeFrancisci Machine Corp.
Leonard DeFrancisci, DeFrancisci Machine Corp.
Joseph DeFrancisci, DeFrancisci Machine Corp.
Lee Merry, General Mills, Inc.
Joseph DeMarco, General Mills, Inc.
A. M. Rondello, International Milling Co.
A. L. DePasquale, International Milling Co.
L. A. Viviano, International Milling Co.
S. F. Maritato, International Milling Co.

David Wilson, King Midas Flour Mills
L. S. Swanson, King Midas Flour Mills
Charles Moulton, LeHara-Braibanti
James R. Affleck, Wm. Penn Flour Mills
Charles C. Rossotti, Rossotti Lithograph Corp.
Frank Prime, Rossotti Lithograph Corp.
John L. Guatelli, Rossotti Lithograph Corp.
Arthur Tarditi, Rossotti Lithograph Corp.
John M. Tobia, Rossotti Lithograph Corp.
Louis Petta, Sterwin Chemicals
Louis J. Petta, Sterwin Chemicals.

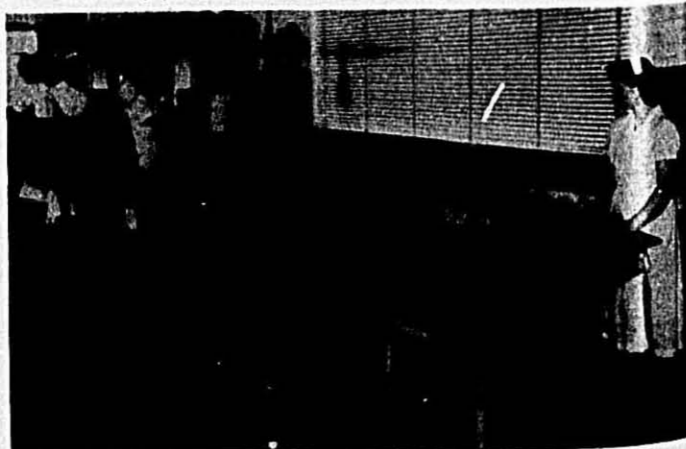
Automatic Film Wrapping

The Skinner Manufacturing Company of Omaha, producers of food products, are now packaging their long macaroni and spaghetti automatically on Campbell Wrappers made by the Hudson Sharp Machine Company, Green Bay, Wisconsin—a package machinery division of Food Machinery and Chemical Corp.

In operation of the packaging line, the products are weighed by hand at scale stations and placed end to end between 12 inch chain flights on a receiving conveyor of the Campbell Wrapper, which transports the grouped products through a tube type package, former which encases them in printed polyethylene coated cellophane. Package is longitudinally heat sealed, cut to length and heat-crippled sealed at ends. Every other feed flight can be removed so that Italian style long spaghetti can also be handled. Operation, other than weighing and feeding, is completely automatic and continuous. No package stiffeners are used and the finished Skinner package with its "see-through" products visibility is extremely attractive and sales appealing.

Production potential on the Campbell Wrapper is approximately 200 dozen packages per hour, dependent on the number of girls weighing and their individual speed. The packaging line also includes one girl straightening strands and one girl casing.

Line set-up pictured below.

**Omaha Grocers Check Sanitation**

The American Sanitation Institute of St. Louis, Mo., food sanitation consulting firm, has been engaged by the Retail Food Dealers Association of Omaha to develop better understanding among grocers of the principles of food handling and good sanitation practices.

Dr. Edward L. Holmes, Executive Director of the American Sanitation Institute, advises that each store will be visited at least twice a year and will be rated according to their conformity to a basic code which has been developed by the Omaha Retail Food Dealers Association.

Ritz in Europe

Charles Ritz, chairman of the board of International Milling Company of Minneapolis, was among the sixty prominent Americans who flew from New York on October 17 for a ten-day overseas study tour of Radio Free Europe's broadcasting facilities.

The tour is composed of civic and business leaders, representatives of religious and fraternal organizations and newspaper managers. All members of the group will do volunteer work for the Crusade for Freedom during the 1959 fund drive. They will report to their respective states and organizations on the part Radio Free Europe is playing in the struggle for freedom now going on behind the Iron Curtain.

Ellis English

Ellis English, president of the Commander-Larabee Milling Co., Minneapolis, has been elected to the Executive Committee of the Millers' National Federation. He succeeds Henry D. Pahl, who recently resigned as president of the Mennel Milling Co. to become associated with Nebraska Consolidated Mills Co.

Spaghetti Bib

The John B. Canepa Company of Chicago is offering a plastic spaghetti bib to kids and grown-ups for 50 cents and the carton end of a package of their Red Cross spaghetti.

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

- 1-Vitamins and Minerals Enrichment Assays.
- 2-Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3-Semolina and Flour Analysis.
- 4-Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5-SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

James J. Winston, Director
156 Chambers Street
New York 7, N.Y.

BIANCHI'S Machine Shop

221 - 223 Bay St.
San Francisco 11, California

Western States
Macaroni Factory Suppliers
and
Repairing Specialists

40 Years' Experience

TIPS for TEENS

Teenagers buy 25% of family's food, and older teen girls represent at least 50% of brides in any year.

The market of tomorrow is an important one to reach.

That's why the National Macaroni Institute will concentrate its publicity program this fall on Youth. Write and learn how you can tie in.

Ask for a copy of the July 1, 1958 Annual Public Relations Report.

National
Macaroni Institute

Palatine, Illinois



Clip and Mail

NATIONAL MACARONI INSTITUTE
Box 336, Palatine, Illinois

Send me a copy of the July 1, 1958 Annual Public Relations Report.

Name _____

Company _____

Street _____

City _____

RETROSPECTIONS

by
M. J.

35 Years Ago

- Journal cover carried the following business maxim: Progress does not come when one manufacturer destroys another but when one destroys the excesses of another.
- Nineteen representative macaroni manufacturers at a Chicago regional meeting agreed to an industry Consumer-Education plan financed by voluntary contributions based on quarterly production.
- Organization of the Canadian Macaroni Manufacturers Association was effected at an industry meeting in King George Hotel, Toronto, September 27.
- The Commander Mill Company's durum mill at Stillwater, Minn., was closed during October to permit the installation of additional equipment to increase their output of semolina, according to Manager W. E. Onsdahl.
- The Magnolia Macaroni Company plant in Houston, Texas, was damaged to the extent of \$30,000 by a fire of unknown origin October 20.
- The Buckley Macaroni plant, Kensington, Conn., bankrupt early in the year, was purchased by Goss & DeLeeuw Machine Company, New Britain, for \$16,500.
- Skinner macaroni products won blue ribbon at Tennessee State Fair.

25 Years Ago

- Macaroni manufacturers showed concern over the long delay on the part of Government officials in giving approval to the Macaroni Code. Editorial said: "... Let's have some definite action in Washington."
- U. S. Bureau of Agricultural Economics reported 1933 wheat crop to be smallest in 37 years.
- The G. D. DelRossi plant at 210 India Street, Providence, R. I., is building a \$10,000 addition to its plant for occupancy about January 1.
- Association Director Gaetano La Marca, president of Prince Macaroni Mfg. Co., Boston, was severely injured in a car-truck collision on the way to his office. After two weeks in the hospital, he returned home to convalesce. Luckily, no permanent injury was sustained.
- The Premium-Pabst Corporation of Milwaukee, needing space for expansion of its brewing facilities, sold its cheese business to the Kraft-Phenix Cheese Corporation of Chicago.
- The Jamestown Macaroni Company, Jamestown, New York, was incorporated to manufacture and deal in foods. Directors are Wilson C. Price, Walter L. Miller and Hildin M. Anderson.

15 Years Ago

- Timely suggestions: Back the Attack; Buy War Bonds; Back the Industry; Buy Business Insurance.
- 8,000,000 fighters eat a ton apiece of food per year. The 1943 Victory Gardens—20,000,000 of them—supplied roughly as many pounds of food as all the U. S. fighting men eat in a year.
- The Army-Navy "E" Award was given General Mills, Inc., Minneapolis, Minn., for outstanding production of war materials, announced Under-Secretary of Navy James Forrestal.
- Fred T. Whaley, Eastern representative for Capital Flour Mills in New England and outstanding supporter of the NMMA, was transferred to the management of the Chicago area office at 209 West Jackson Blvd.
- The use of waxed paper as an over-wrap or a secondary cover was prohibited by the War Production Board in order to bring the supply and demand into balance.
- Postwar expansion by the Gioia Macaroni Company, 71 Parkway, Rochester, New York, was planned with the purchase of a two-story brick building and 4.7 acres of land. The building is to be used as a warehouse.

5 Years Ago

- Three regional merchandising clinics were held by the National Macaroni Institute in New York, San Francisco and Chicago.
- "Your package can be your best salesman!" said Rossotti Lithograph Corporation.
- C. F. Mueller Company launched its largest newspaper advertising campaign since the end of World War II.
- V. LaRosa & Sons, Inc., Brooklyn, were employing the "Less Calories" theme in advertising their products with great success.
- Lawry's Italian-style Spaghetti Sauce Mix was introduced to the trade during National Macaroni Week.
- A plaque commemorating the first known field of amber durum wheat planted in the U. S. was given to the Lisbon, N. D., Park Board by Farmers Union Grain Terminal Association.
- Steve Matalone, 67, retired president of the Chicago Macaroni Company, Chicago, Illinois, died of a heart attack August 20.
- James J. Winston, NMMA director of research, was elected a Fellow of the American Institute of Chemists at the National Council meeting in September.

CLASSIFIED ADVERTISING RATES

Display Advertising Rates on Application
Want Ads75 Cents per Line

FOR SALE - C'ermont Noodle Cutter, with five sets standard cutting width rollers, Dough Breaker, Noodle Dryer consisting of two units, Preliminary Dryer and Finish Dryer. In excellent condition, in operation now. Reasonably priced. Write Box 184, Macaroni Journal, Palatine, Illinois.

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Committee Meeting

Members of the National Macaroni Institute Committee met at the New York offices of Theodore R. Sills & Co. September 25 to consider medical advertising promotions and publicity placements. Seated: Chairman Fred Mueller, Elmer Ehrman, Emily Berckmann, Vincent F. LaRosa. Standing: Lloyd Skinner, Jack Wolfe, Emanuele Ronzoni, Jr., and Jim Winston.

South American Visitor

Luigi Ossidack was in New York recently on his return from Europe to Brazil. He owns macaroni plants at Sao Paulo and Porto Alegre in Brazil as well as one in Uruguay. Mr. Ossidack is studying the production of frozen food in the United States.

How to make your macaroni and noodle products better

One word gives the answer—*enrichment!*
Why does enrichment make them better?
Because enriched foods are nutritionally more valuable. People want nutritious foods. Enrichment makes food more nutritious. You should make your products more nutritious by enriching them. Qualified authorities—physicians, nutritionists, dietitians—support enrichment.

'ROCHE' SQUARE ENRICHMENT WAFERS for batch mixing

1 wafer, to 100 lbs. of semolina, disintegrated in a small amount of water and thoroughly mixed in your dough, gives a macaroni or noodle product fully meeting the minimum FDA requirements (per lb.—4 mg. vitamin B₁, 1.7 mg. vitamin B₂, 27 mg. niacin, 13 mg. iron). Only Roche makes SQUARE enrichment wafers designed for easier, accurate measuring and to mix in solution within seconds.



ENRICHMENT PREMIX CONTAINING 'ROCHE' VITAMINS

for mechanical feeding with any continuous press



1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the same levels as above. We have helpful information on available mechanical feeders.

ROCHE *Vitamin Division*

HOFFMANN-LA ROCHE INC., NUTLEY 10, NEW JERSEY

ENRICHMENT WAFERS AND PREMIX DISTRIBUTED AND SERVICED BY WALLACE & TIERNAN CO., INC., NEWARK 1, N. J.

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Division of INTERNATIONAL MILLING COMPANY
General offices: MINNEAPOLIS 1, MINNESOTA

