

**THE
MACARONI
JOURNAL**

**Volume 40
No. 10**

February, 1959

Macaroni Journal



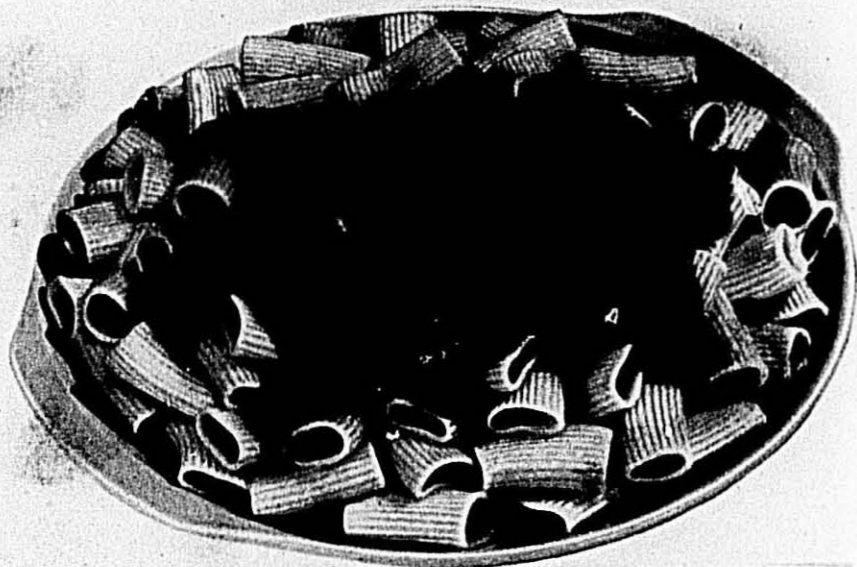
FEBRUARY, 1959



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Yes, if it sells — *and keeps on selling* — from the point of purchase to the point of preparation! And that's what a **ROSSOTTI**-designed macaroni package does — because it uses dynamic taste-tempting appeal in ever new and exciting ways to

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Farmers Union Grain Terminal Association

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The MACARONI JOURNAL

February, 1959
Volume 40, No. 10

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Cover Photo

Lois Conway samples the new recipe developed for a Lenten promotion, Olive-Salmon Noodle Ring. Sponsored by the Spanish Green Olive Commission, Canned Salmon Institute, Carnation Company and the National Macaroni Institute, the promotion is scheduled for the period of February 19th through February 28th.

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WILL YOU HAVE THIS ?



PACE SETTERS

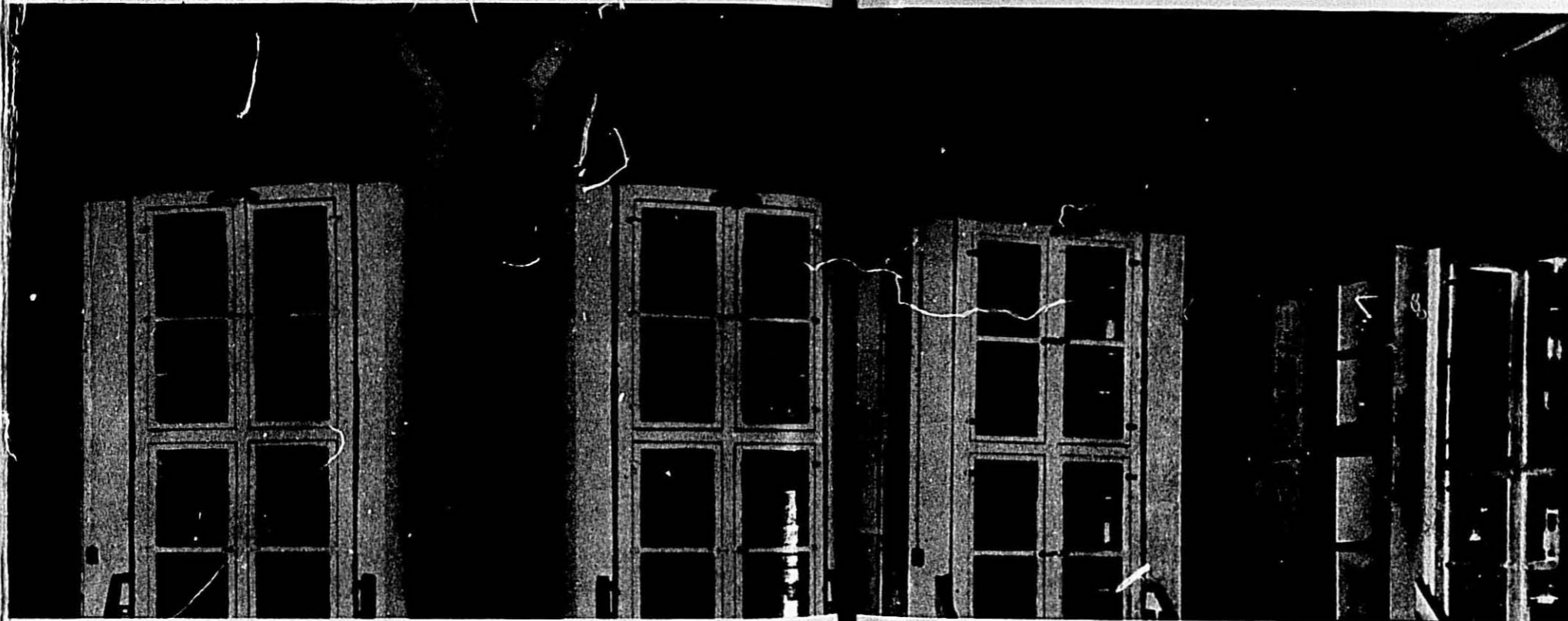
A SHOWPLACE OF THE NATION!

SHOWPLACE OF THE WORLD!

OPEN AND SEE

IN THE 60s

GOOD THINGS COME FROM GOOD PLANNING
REPLACES "GRAVEYARD" OF DRY ROOMS



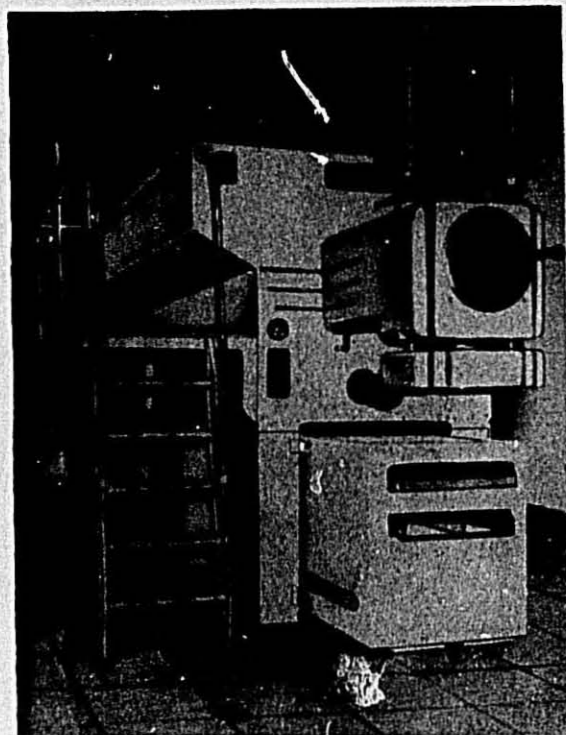
COUNT THEM! ONE - TWO - THREE - FOUR - FIVE - SIX

Clermont CONTINUOUS LONG MACARONI DRYER SETUPS
EACH WITH A *Clermont* LONG BACK REMOVER AND CUTTER
AT DISCHARGE OF DRYER UNIT
RONZONI! A FAMOUS NAME PRODUCT - MULTI-MILLION
DOLLAR PLANT - MULTI-MILLION DOLLAR BUSINESS

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Clermont Brand New Vacuum Process Macaroni Press
 The VMP-4, the GIANT of all Short Cut Presses

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Check 9 *Clermont*
 EXCLUSIVE Design Features

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Ultimate In Adaptability

To meet industry needs—designed to do more than one job.

Optional Features

- By removing front handwheel and connecting a tube, press can be used in conjunction with an automatic spreader for long goods production.
- Machine can be adapted for extruded noodle dough sheet.
- Built for long life and constant performance.
- Meets most exacting sanitary requirements.

WHEN LESS THAN THE BEST WON'T DO, Buy *Clermont*

There is something special
 about Macaroni products made from

King Midas

Let's have "something special" is the phrase that is heard more and more often from New York to L. A. Let's have a different kind of meal—but with lots of appetite and health appeal. Let's have a meal that satisfies all the family all the time. Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too. They meet all the requirements of big-family budgets to the most exacting taste of the gourmet. To obtain that "something special" in your products use the finest—use King Midas.



King Midas DURUM PRODUCTS
 MINNEAPOLIS  MINNESOTA

Lenten Promotion



Pretty Lois Conway calls attention to the joint Lenten promotion.

A RELATED item Lenten promotion featuring the new recipe, Olive-Salmon Noodle Ring, is scheduled for the period of February 19 through February 28.

The Olive-Salmon Noodle Ring is a colorful and appetizing dish for the homemaker who will be shopping for new recipes to add sparkle to Lenten menus.

The Spanish Green Olive Commission, the Canned Salmon Institute, Carnation Company, and the National Macaroni Institute are combining forces for this nationwide sales event which will be supported by merchandising aids, national advertising, and coast-to-coast publicity in all media.

Full color ads will spotlight the Olive-Salmon Noodle Ring promotion in the March issues of Better Homes and Gardens and Ladies Home Journal. Total circulation: 10,141,966. These ads will be backed up by regional and local level newspaper and radio and television advertising.

Kits For Demonstrators

To gain television coverage for the promotion, the National Macaroni Institute is sending a gift kit to 100 television demonstrators. The kit features the recipe and includes a can of salmon, a can of evaporated milk, a jar of olives, a box of fine egg noodles and an 8-inch ring mold to enable demonstrators to display the recipe properly.

548,998 men in the grocery trade will see the Canned Salmon Institute ad for the big Lenten tie-in in January issues of Chain Store Age, Food Topics, Nargus Bulletin, Progressive Grocer, Supermarket Merchandising, and Supermarket News.

Merchandising aids at the point-of-purchase include a 22 x 28 in. full color poster board with easel. The poster board is also equipped with a die-cut slot for inserting an actual one-pound can of salmon. The poster shows each of the principal ingredients plus a large appetizing illustration of the new recipe.

Recipe pads are also available, along with drop-in ad mats—one for price listings, the other with the recipe.

Lenten Recipe

Here is the recipe for Olive-Salmon Noodle Ring, to make six servings:

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces fine egg noodles (about 4 cups)
- 1/4 cup melted butter
- 1/4 cup finely chopped onion
- 2 tablespoons all-purpose flour
- 1-2/3 cups (large can) undiluted Carnation evaporated milk

- 1 1-lb. can salmon, drained and boned
- 1/3 cup sliced pimiento-stuffed green olives
- 1/4 cup chopped parsley

Add salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Combine noodles and 2 tablespoons butter; mix well. Press into buttered 8-inch ring mold; let stand 10 minutes.

Meanwhile, cook onion in remaining 2 tablespoons butter 5 minutes over low

heat. Blend in flour. Gradually add evaporated milk and cook over low heat until thickened, stirring constantly. Add salmon, olives and parsley. Unmold noodle ring. Serve olive-salmon sauce inside ring. Garnish with whole olives.

Other Promotions

"Let's cook up a cook-in!" is a mid-winter promotion by the American Dairy Association. Among the indoor-pickin' ideas are recipe and picture for Promo lone Spaghetti and another for Meatball Stroganoff on Buttered Noodles.

Borden's has scheduled a six-week newspaper campaign in about 90 major markets to promote three of its cheese items during the Lenten season. Products to be featured during the meatless holidays include grated Parmesan and Romano, the ten varieties of cheese spreads, and Borden's Chateau cheese loaf.

Spaghetti Sauce Coupons

R. T. French, Rochester, New York will include coupons good for 10c off on the purchase of its dry spaghetti sauce mix, in ads in February issues of Radio Home Journal, McCall's, and Better Homes & Gardens. The half-page color ads are aimed to tie in with the Lenten season. Other support will include TV spots in major metropolitan areas. Point of purchase material will include corrugated merchandisers, shelf-extended shelf-talkers, shelf-strips.



Olive-Salmon Noodle Ring

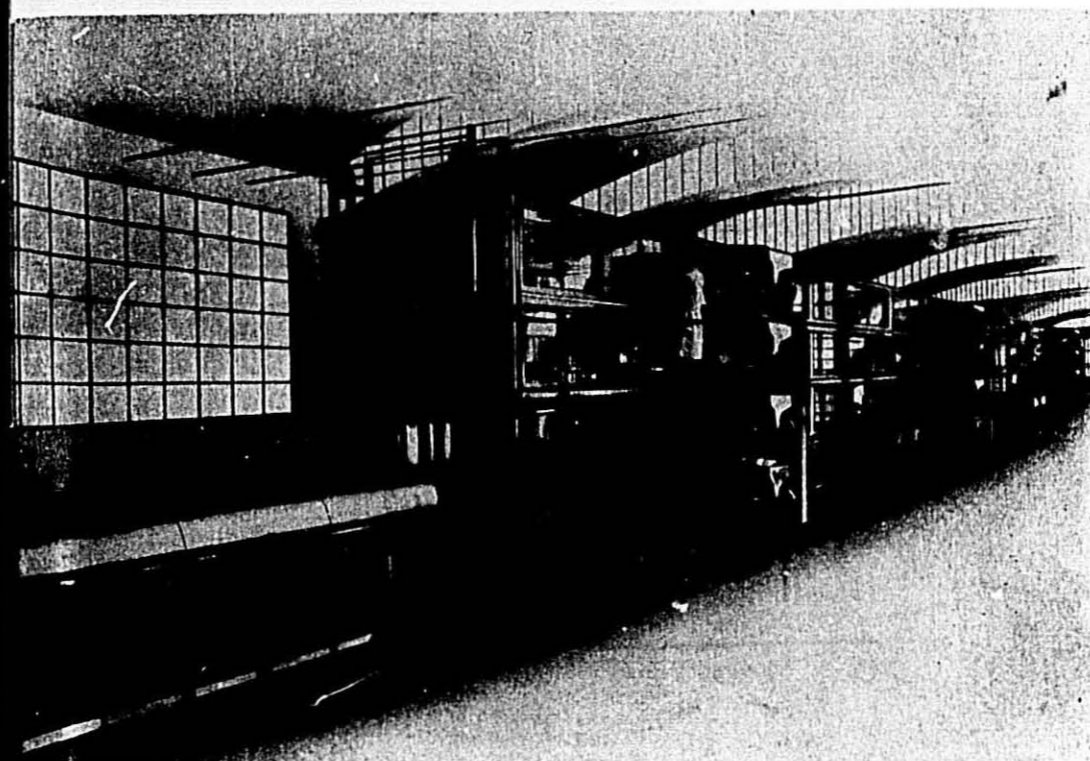
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GALLIERA VENETA - PADOVA - ITALY

Progress In 1958

NINETEEN HUNDRED FIFTY-EIGHT was a big year in the macaroni business—big promotions; big sales; big production; big, bright prospects for the future.

The Macaroni Production Index calculated by the Glenn G. Hoskins Company, industrial consultants of Libertyville, Illinois, shows production close to 1,264,800,000—11% above 1957 and 11% above the previous record year of production in 1948 when plants were working around the clock on export business.

Rising Consumption

The Hoskins Company predicts total U. S. consumption heading towards 1,500,000,000 pounds in 1970 with a per capita consumption of 8 pounds in that year.

Estimated per capita consumption for 1958 was 7.3 pounds, up from 6.6 pounds in 1957. In analyzing the increase, they discount the recession because the increase began before that time and has continued since.

The improved position is attributed primarily to two factors: (1) the accumulative effect of the product promotional program carried on by the National Macaroni Institute through Theodore R. Sills and Company, supplemented by improved merchandising by individual manufacturers, and (2) availability and widespread use of durum products.

The durum mill grind reported in the Northwestern Miller amounted to 9,282,607 cwt. in 1958, up 1,059,543 cwt. from the previous year. This amounted to better than 12.5% increase.

Good Crop Year

Weather and research made 1958 an outstanding crop year. Development of high-yielding, rust resistant varieties of durum, better soil preparation and fertilization practices, coupled with favorable temperatures and rainfall made possible a production of 22,077,000 bushels on 829,000 acres for an average yield of a record 23 bushels per acre.

The durum crop of 22,077,000 bushels was just about 5,000,000 bushels short of being enough to take care of the estimated mill grind and quantity needed for seed, cereal, and other uses through the balance of the crop year. Fortunately, an estimated 6 to 10,000,000 bushels were available in government storage to make up the deficit. The industry was saved from a serious shortage in 1958 only by the high yields experienced in the durum growing area.

The quality of the present crop is excellent, color and processing characteristics are good. Test weight is high.



Supermarkets do a fine job of merchandising macaroni. Here is a display as a portion of the macaroni department at Shells Super Store, Miami, Florida.

Action must be started at once and completed before spring planting to get a minimum of 1,500,000 acres planted to durum in 1959 if the macaroni industry is to have adequate supplies. Growers must be convinced that they too have a stake in the upward consumption of durum products along with the macaroni manufacturer.

High Egg Prices

The egg market has held steady at a high level for a long period of time. Part of the reason for this is that the number of laying hens was low last winter and spring, resulting in a supply of eggs that was small in relation to the demand. During the spring and summer, laying flocks were built up and it was felt that the increased flocks would influence the prices past fall and winter.

So far, current receipts prices and yolk prices have remained at high levels. However, the United States Department of Agriculture reported that the production of chicks by commercial hatcheries during November was up 15% from November, 1957, and up 43% from the 1952-1956 average for the month.

Production of egg-type chicks from January through November totaled 15% higher than the first eleven months in 1957. There should be a tendency for lower egg prices due to the increased supply.

Little likelihood exists that dark colored yolk prices will drop because of a very limited supply. There should be easing of the price in the spring when

the effect of the larger laying flocks may be felt.

Considerable talk occurred during 1958 on the subject of standardizing yolk color by making it possible to use synthetic beta carotene in yolks to give them a darker color (Macaroni Journal, April, 1958, page 27, *Egg Color and Its Standardization with Carotenoids*; and October, 1958, page 22, *Progress in Egg Color Standardization*). Many people in the industry seem to favor permitting the addition of beta carotene to give darker colored yolks, but at year's end there was no clear course of action in this project apparent. Most noodle manufacturers would object to the necessity of putting on their package some statements such as "artificial coloring added."

Slow Price Adjustments

Despite higher egg costs in noodle price adjustments in the industry were slow to come. There was some change in the fall when most Eastern manufacturers raised prices slightly while Mid-western noodle prices remained the same or dropped due to competitive conditions. Little change has taken place in the price of macaroni products since the fall of 1954.

Competition was keen and probably the newly revised Trade Practice Rules for the Macaroni and Noodle Products Industry, promulgated by the Federal Trade Commission August 1, had a salutary effect.

The need for disseminating more information about food and nutrition was strongly emphasized at the National Food Conference held in Washington in the spring. Dr. Philip L. White, secretary to the Council on Foods and Nutrition of the American Medical Association, told delegates at the 54th annual NAMA meeting at Del Coronado that macaroni can fit into the meal pattern of every American; it can be counted on to supply worthwhile amounts of many important nutrients (if the product is enriched, and about 80% of the industry's production is); and that macaroni can be used in every kind of therapeutic diet which is certainly of interest to the medical profession. He pointed out that foods are not selected and combined into diets on the basis of what they do not contribute but rather on what they do—good promotion must be positive. In this vein advertising for the Journal of the American Medical Association as well as a schoolroom wall chart with macaroni as a nutritional story to appear in "What's New in Home Economics" has been prepared by the National Macaroni Institute.

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Long Goods Dryer unit at
CATELLI FOOD PRODUCTS,
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At the Grocery Manufacturers of America fall meeting much was made about the fact that food has become the leading American industry and racked up good gains in 1958, while hard goods industries were struggling with the recession. Anticipating consumer demand, good advertising and merchandising were attributed as factors in this gain. Concern was expressed, however, as to how to keep up with the problem of rising costs. Since war's end, plant improvement and automation have enabled manufacturers to offset constantly rising wage rates, but there appears to be a plateau now which can only be offset by increased worker productivity. One of the facts that emerged from the recession was that hourly wages could go up while industry production was on the decline. More macaroni firms participated in the Association's annual survey of wages and policies in macaroni plants in November than in any previous time, indicating that labor costs are a primary concern to macaroni manufacturers.

Primary Business Problem

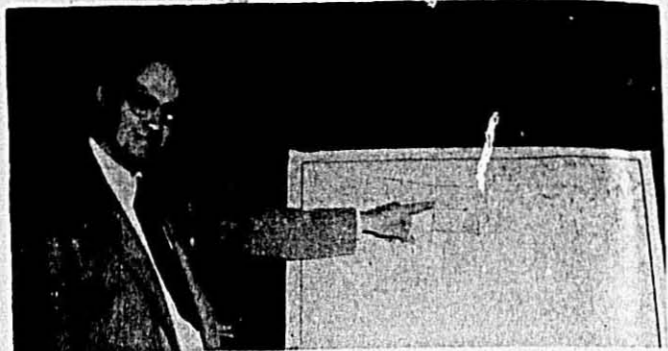
Obtaining good personnel in 1959 was the primary business problem mentioned most frequently by the retailers in an end of the year survey conducted by the National Association of Retail Grocers. Twenty-seven percent said that getting the right people for the right job will be their biggest problem in the coming year. Keeping overhead down in order to maintain a reasonable net profit will be the major problem of 23%. Twenty percent expect keener competition, requiring greater management efficiency, to be the biggest problem they will face in 1959. Expansion financing, increasing volume, controlling gross profits and labor costs, and mergers will be other business problems confronting retailers in 1959.

These problems will be common to all elements of the food industry. It was appropriate that the Winter Meeting of the National Macaroni Manufacturers Association was devoted to a management seminar on "Developing Executive Skills."

Good Crop Year

1958 will be remembered for the remarkable final crop returns over wide areas from Texas north through the Prairie Provinces of Canada, states Donald G. Fletcher, Executive Secretary, Rust Prevention Association. Drought reduced crop yields in extreme northern and northwestern North Dakota, eastern Montana and over wide areas of the Prairie Provinces. Wheat stem rust developed in certain areas of the Pacific Northwest and somewhat dimmed an otherwise favorable local crop production picture in the Palouse district of Oregon, Washington and Idaho.

Overall rust damage in the Great Plains and in western Canada was light. Stripe rust, unusually heavy and widespread in the Great Plains for the second



Don Fletcher, Rust Prevention Association

consecutive year, was found on wheat in Minnesota, North Dakota and eastern Montana for the first time but caused little damage.

Long-time research which led to the development of high yielding cereal crop varieties, better soil preparation and fertilization practices coupled with favorable temperatures and unusually timely rainfall over most of the Great Plains, made the 1958 crop possible. Despite light disease losses this year, concentrated, extensive acreages of Selkirk wheat in the Upper Midwest and Canada, which can be attacked by known biotypes of race 15B and other stem rust races, make the potential rust threat as serious as ever. Fortunately, new races of oat crown rust which can attack all U. S. and Canadian oat varieties, were scarce in 1958. Attacks of the several barley leaf diseases which have damaged Upper Midwest barley in recent years, and aster yellows—a virus—which damaged flax last year, were light in 1958.

Crop Research Programs Strengthened

Federal funds for rust control and crop research were increased by \$225,000 this year. This occurred only after presentations were made by the Rust Prevention Association to Congressional committees of the critical need for funds to even "maintain" research in the face of rising costs. The new money permitted some expansion of rust research on wheat, oats and barley as well as strengthening basic and applied research programs on barley, flax and oats.

The need for additional support for crop research will be presented to several of the state legislative bodies soon after the first of the year.

Winter Testing in Puerto Rico Expanded

Winter rust tests of wheat and oat breeding lines on Puerto Rico have been expanded. Sources of resistance to the dangerous Landhafer races of oat crown rust were first located in this test program last winter. Research workers have already made considerable progress in combining this resistance into useful commercial oat varieties. However, adequate testing and multiplication of seed will take time and releases of seed are at least several years away.

Currently nearly 5000 oat breeding lines and 2100 bread wheat and durum lines are being grown on Puerto Rico, in several isolated test plantings, where they can be exposed to threatening rust races without danger to mainland cereals. No races except those already found in our North American fields are used in these tests.

Winter Plantings in Mexico

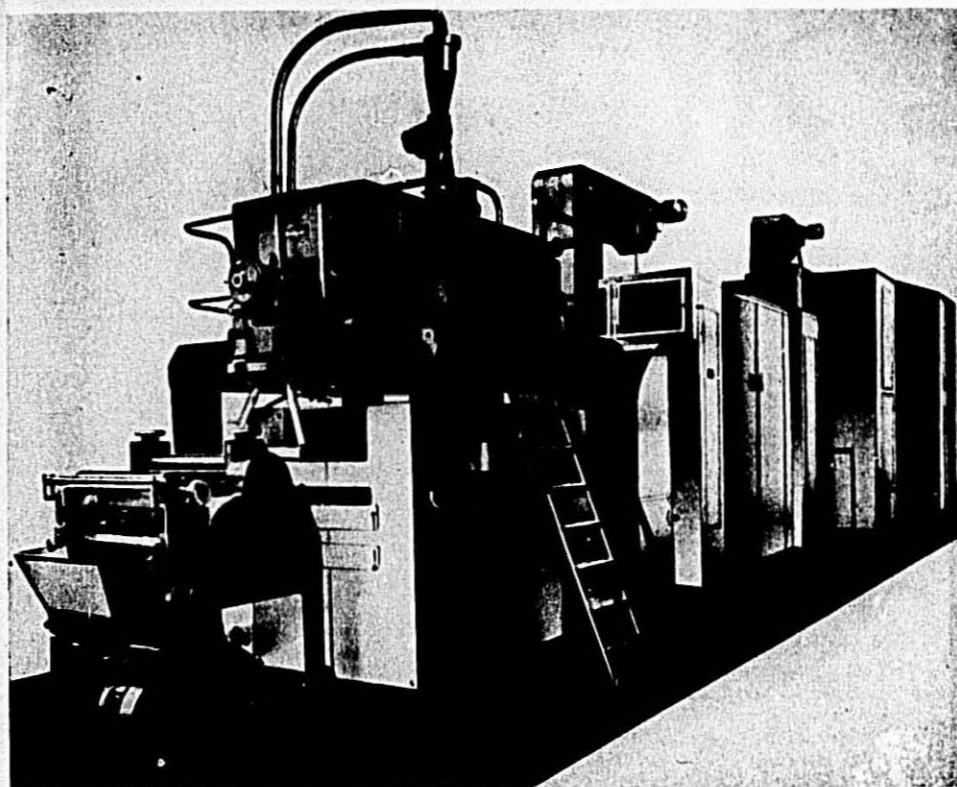
Nearly 8000 wheat, oat and barley breeding lines from experiment stations in the United States and Canada were seeded under Rust Prevention Association supervision at Ciudad Obregon, Sonora, Mexico, last fall. More than 700 barley breeding lines from Upper Midwest experiment stations were included this year. These plantings bring the number of cereal breeding lines tested and increased during the five winters of this cooperative program to nearly 50,000.

Fall Rust Development and Current Crop Conditions

Over summering and fall development of all rusts on volunteer cereals was much heavier than usual this year over wide areas of the central and southern Great Plains. Wheat leaf rust and oat crown (leaf) rust were heavier than the stem rusts. The wheat rusts spread from volunteer grains to fall seeded wheat which was generally infected in Texas, Oklahoma and Kansas by the time wheat became dormant. As usual, fall rust infection in the South is only one link in the yearly rust cycle. This rust is usually almost completely wiped out before frost free days come again next spring. Rust survival and subsequent development are matters to study next spring.

Despite generally good subsoil moisture reserves, topsoil moisture was short over wide areas of Nebraska, Kansas, Oklahoma and Texas at seeding time. Germination of fall seeded wheat was slowed, stands in some areas were spotty and root development was limited. Scattered moisture in late November and early December helped prevent further crop deterioration. Snow cover, where present, helped protect plantings from recent freezing to sub-zero temperatures. Subsequent temperature and moisture conditions will determine how these spotty stands will survive the winter.

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Completely automatic line for the production of Short Cuts and Bologna stamped goods. Consisting of:

Automatic Press Model "MAGOG"
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Final Dryer Model "TELESS."

Hundreds of similar installations are working all over the world.

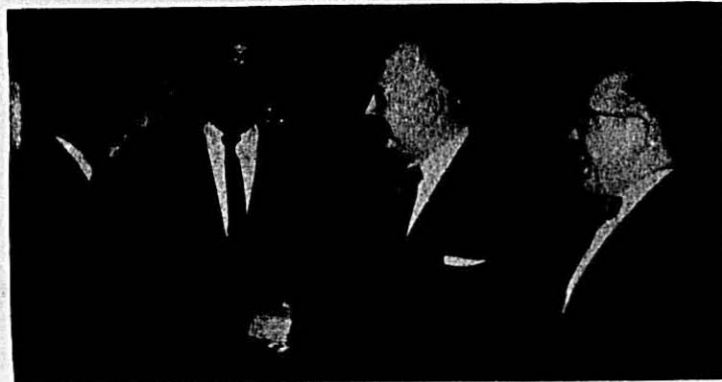
Send your inquiries to:

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TOP SALESMEN



Ed Best (left) is congratulated by Thomas A. Cuneo (second from the right), Ronco president, for twenty-five years of service. Tom Inman, between the two, and Jim Gillies (right) received awards for being "Tops in Ronco for 1958." All three were recipients of gold watches.

Ronco Representatives Meet

Ronco representatives met at the end of the year in their annual sales meeting at the home office in Memphis, Tennessee.

Top salesmen for 1958 were honored and advertising and promotion plans for 1959 discussed.

Sales Manager Bob Ferguson conducted brainstorming sessions where ideas were exchanged on merchandising, packaging, visual aids. Mr. Ferguson reports that a high percentage of the ideas offered last year were put into practice and brought good results.

Personal interviews for each man with top management were arranged during the three day period.

In general sessions Robert M. Green explained the operations of the National Macaroni Manufacturers Association and National Macaroni Institute. Len Juengling, marketing and merchandising manager of the Simon and Gwynn Advertising Agency, told the representatives to sharpen their sales story, tell it often enough, and not to take anything for granted—suggesting that each call be made as a first call. He urged continuous emphasis on quality and in-store merchandising as ways to help the supermarket operator with his problems and efforts for greater volume.

Sales Film Shown

A Dartnell sales film stressed that successful selling is the combination of useful knowledge coupled with enthusiasm. Enthusiasm was defined as knowledge on fire.

A good luck coin to serve as a reminder of the points made in the film was given

to each man present. On one side of the coin knowledge is displayed as the key to sales, while on the other side there are three portions: good family relationships in the home; health and energy; and sincerity.

Selling Principles

Ronco president Thomas A. Cuneo summarized selling principles in four points: (1) you've got to see your prospect; (2) you've got to tell him; (3) you've got to show him; (4) you've got to close the sale and get the order.

What Makes A Salesman Professional?

Kenneth B. Haas, chairman of the department of marketing at Loyola University in Chicago, lists the following characteristics which are usually associated with salesmen having professional status.

1. He is extremely time conscious. He knows that his experience is a big asset. He operates on the MUWT formula: "maximum utilization of waste time."

2. He plans, plans and plans. He organizes himself to carry out his work. He knows exactly what he wants to do. He takes nothing for granted.

3. He requires little supervision and direction. He largely plans his own activities, but seeks advice and counsel when needed.

4. He is sensitive to the problems of his supervisors and management. He always considers the effect of his activities on the welfare of others.

5. He does not work by the clock. He adjusts his working hours to meet the

necessities and responsibilities of his job without thought of "overtime."

6. He constantly seeks self-improvement. He takes advantage of every opportunity to improve his selling skills, knowledge and understanding.

7. He contributes to the skill and knowledge of his profession. He develops new ideas, new plans, new approaches and shares them with his fellow salesmen.

8. He realizes that the sale of a product or service must mutually benefit both buyer and seller.

9. He is able to translate technical data, knowledge and appreciations about his product or service into benefits related to his prospects' motives for buying.

10. He does not rely on oral presentation alone. He uses visual sales tools to prove his claims: survey reports, business data, charts, graphs, maps, photos, sketches, samples, the product itself.

11. He knows the high psychological value of asking questions and listening; to inflate the prospect's pride; to learn his needs; to learn his interests; to learn what to say; to ferret out his objections; to know what he is thinking.

12. His chief desire as a professional salesman is to render service. He exemplifies the "service principle" to the highest degree and widest extent.

Merck Promotion

Albert W. Merck has been appointed assistant to the executive vice president of Merck & Co., Inc., said Henry W. Gadsden, who announced Mr. Merck's appointment.

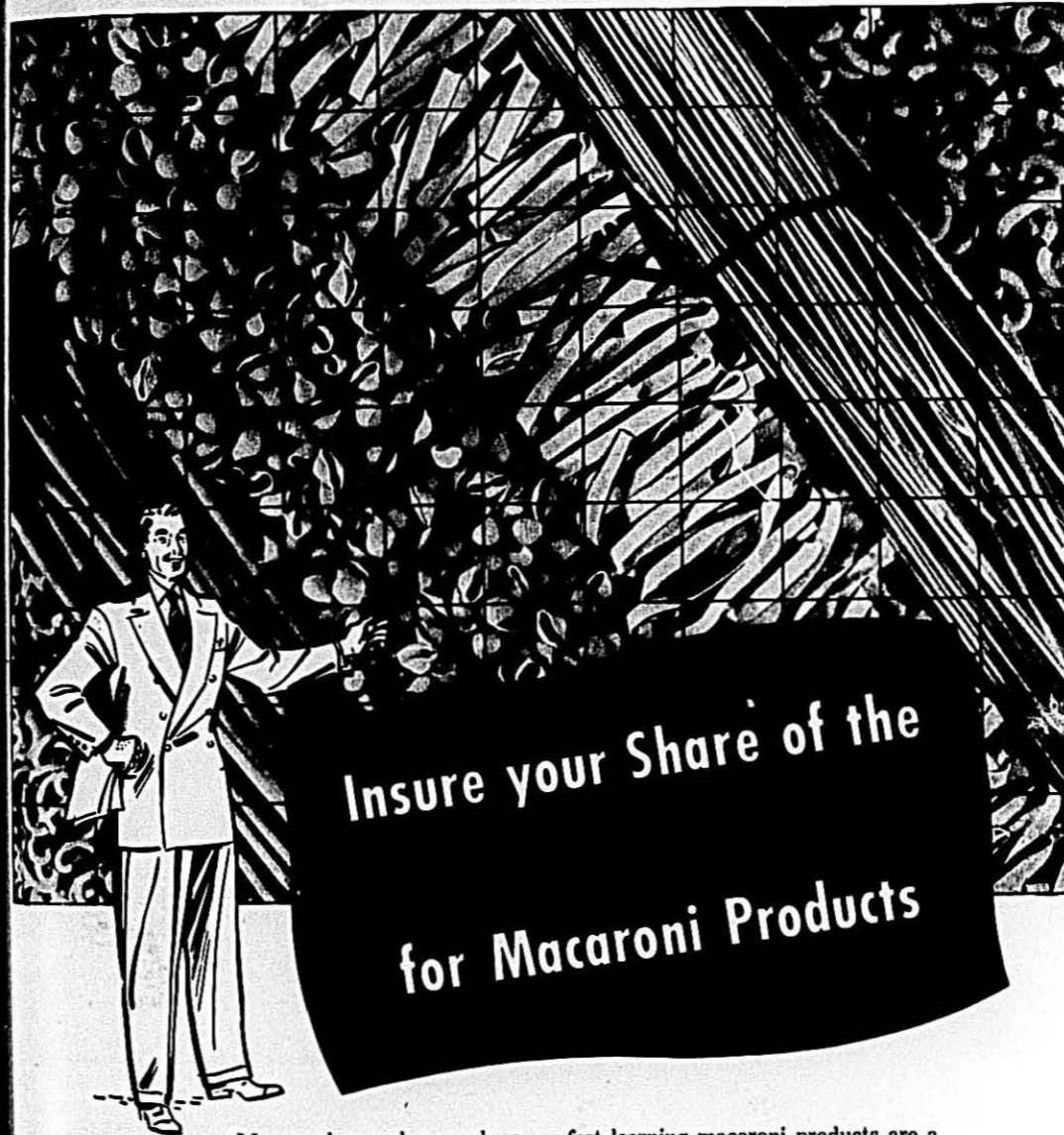
Mr. Merck's responsibilities will be principally in the area of company marketing problems. Prior to this appointment he had been director of the Merck chemical division since December, 1955.

Mr. Merck brings to his new post a background of experience in the company's commercial activities since 1947. He served as chemical purchasing agent, assistant to the manager of branches, manager of the chemical division's east coast branch, and in several other marketing and merchandising capacities.

Harvard Graduate

A graduate of Harvard University, Mr. Merck enlisted as a private in the 104th Field Artillery, Massachusetts National Guard, prior to World War II, and served on active duty from 1941 to 1945 in the South and Southwest Pacific theaters, attaining the rank of first lieutenant.

Mr. Merck is a son of the late George W. Merck, formerly chairman of the board of Merck & Co., Inc.



More and more homemakers are fast learning macaroni products are a perfect answer to the problem of rising food costs. For only a few pennies per portion a countless variety of tempting macaroni product dishes can be served. With no other food on grocery shelves today offering so much in nutritional value for so small a cost, there is a steady swing toward macaroni products.

Yes, today's market for macaroni products is a growing market. Consumer acceptance of your macaroni products is assured when you depend on Capital quality to give your products real eye and taste appeal. Capital semolina and durum flours will help your sales curve.

CAPITAL FLOUR MILLS

Washington Meeting

ON December 11, 1958, Secretary Arthur S. Fleming of the Department of Health, Education, and Welfare called a meeting of approximately 200 individuals representing different facets of the food industry in Washington, D. C. Among those present was James J. Winston, Director of Research for the National Macaroni Manufacturers Association.

The purpose of this meeting was so that the Food and Drug Administration could become better acquainted with the problems of industry. This was the first time that such an informal meeting was held under the auspices of the FDA and HEW. Some of the matters of pertinence which were brought up follow.

Food Standards

Food Standards may be established when there is a showing that they will "promote honesty and fair dealing in the interest of consumers."

Standards of identity specify the composition of the food, including "optional" ingredients not required but permissible. Standards of quality set limits as to defects, color and other factors which are measures of relative desirability of the food.

Standards of fill of container set minimum limits on the amount of the food which must be in the container.

Manufacturers who wish to market experimentally a food which does not comply with the identity standard may apply for a test-marketing permit. The purpose of such experimental marketing must be to obtain information on which to determine whether to ask for a change in the standard.

Controversial issues either in the original formulation or in the amending of a standard are determined at a public hearing. Noncontroversial standards or amendments can be issued without public hearing. Parties adversely affected by a final order setting or amending a standard may raise issues for determination at a public hearing by filing objections.

Safety of Additives

In the past, controversies have arisen over the safety of additives proposed for use in standardized foods. Under the new Food Additives Amendment, safety of all additives will have to be cleared by FDA under a separate procedure, and the issue need not arise in a standards hearing.

It was felt that the food standards are rather rigid inasmuch as it takes a long time to revise the Standards of Identity when an improvement is needed. This is not due to FDA inefficiency, but primarily



JAMES J. WINSTON

is caused by the reduced personnel that prevails in this department. Many in the audience of this meeting felt that more attention on the part of Congress should be given to the recommendations of the Citizen's Advisory Committee, who several years ago recommended that the allocation of funds to the FDA should be increased by 300% to 400%, in order to permit the FDA to do a more effective job.

Additive Legislation

Another matter discussed was the recent legislation pertaining to food additives. The safety of food additives must be established before they may be used commercially in food or feed subject to Federal jurisdiction. The law that requires this is the Food Additives Amendment to the Federal Food, Drug, and Cosmetic Act, signed by the President on September 6, 1958. It was the general consensus of thought of those at the meeting that the bill was an excellent amendment.

Under the law, safety tests will be performed by the person who wants to promote a new additive, and the best results will be submitted to the FDA for study.

A regulation permitting the additive to be used may be issued if the evidence clearly demonstrates that the material is a suitable component of food. FDA is not allowed to sanction an additive use which would promote deception of the consumer. The hope was expressed that sufficient funds would be allocated to the FDA in order for them to do a prompt and effective job in sifting additives and making certain that only those that show

compliance with the toxicity regulations are permitted to be used in foods.

Although there is a model Federal Food, Drug and Cosmetic Act, this has only been adopted by 18 states. Many manufacturers run into difficulties with different state executives who either may have their own food laws, or who may interpret the Federal Food, Drug Regulations in various ways.

Uniform Regulations

Commissioner Larrick said that about two years ago, the Association of Food and Drug Officials of the U. S. decided to look into the possibility of eliminating discrepancies in the interpretation of food regulations throughout the Union. They appropriated \$2500 initially to begin a study to determine what should be done so as to have more uniform Food and Drug Regulations throughout the country. Mr. Austin of the National Canner Association called for uniformity in interpretations of regulations. The hope was expressed that funds would be appropriated to expedite this study by the Association of Food and Drug Officials to bring about uniformity both in Food and Drug Regulations and in the interpretation and execution of the laws.

The Federal law passed in 1938 prohibits false and misleading labeling of food, drugs, devices, and cosmetics and requires certain information on the label or in the labeling of such articles. The philosophy of the law is that the consumer has the right to know all he should know about a product to use it intelligently and safely and that he should not be misled by false and misleading statements, designs or devices. Thus, the "label" is the foundation stone of proper consumer understanding of his food, drug, device, and cosmetic supply.

Labeling Improvements

FDA is intensifying its enforcement and educational activities to improve labeling. FDA activities are directed not only to insure that the labeling contains the information specifically required by the law, but also to see that this information appears with the degree of conspicuousness and legibility the law intended. The law specified that information specifically required to be on the label or in labeling be so placed and in such terms as to render it likely to be read and understood by the ordinary individual under customary conditions of purchase and use. Location on the package; size of type and style of type; contrast of type with background; relative prominence with respect to information which is not required by law—these are some

of the factors to be considered in determining whether the label complies with the law.

Labels and labeling may also be in violation because of the omission of important information, or the use of literally true statements which create a misleading impression to the consumer. Pictures and designs on labels may also be misleading.

FDA is seeking to inform consumers of the importance of reading the label to obtain the protection the law provides.

Enrichment Legends on Macaroni

In the discussion period, Mr. Winston brought up the point that manufacturers of macaroni and noodle products are disturbed because it is necessary to make an enrichment declaration or legend on the package which takes up quite a bit of space. This is the expression: "Each 4 ounces of this product when cooked supplies not less than the following proportions of the minimum adult daily requirements of these essential food substances: Thiamin 50.0%, Riboflavin 25.0%, Iron 32.5%, Niacin 40.0%." He expressed the hope that FDA might consider the simple statement "enriched" sufficient. This legend is always imprinted in small type, and the fact that the product is labeled "enriched" should satisfy the dietary regulations. Commissioner Larrick said this would be taken under advisement.

The question was asked as to what constituted a high protein food. Commissioner Larrick replied that this was being considered by the National Research Council.

Anti-Oxidant Labeling

A criticism was directed at the present requirement of the FDA stipulating that commercial names of all anti-oxidants be placed on the label. This is very confusing to the consumer, and Commissioner Larrick said that at the present time they were considering making changes so as to use simple names which would not dismay or disturb the consumer when seeing them on the label.

The matter of treating food products with atomic radiation to eliminate insect infestation was discussed. It was revealed that the Quartermaster Corps has been doing some interesting work in this direction, which they deem to be successful. However, the cost is prohibitive at the present time.

Radioactivity in Foods

In 1956, FDA began a program to determine "naturally occurring" radioactivity in foods packed prior to 1945 (Atomic Year 1), in order to be able to recognize and measure any increased radioactivity in our food supply as a result of weapons testing or industrial uses of atomic energy. FDA sought the aid of housewives and of industry in its search for old canned foods. The response was gratifying.

Samples of post-1945 and current production of selected canned fruits and

vegetables were also collected for comparison with the pre-1945 samples.

FDA scientists, in reporting on this investigation, concluded: "Compared to food samples produced prior to 1945, this survey shows that the great majority of post-'45 samples do not carry significant burdens of radioactivity. Notable exceptions are certain sea foods, dairy products, and tea." But the current levels of these products are well within safe limits.

Fallout from weapons tests and peacetime uses of atomic energy will result in some contamination of soils and rivers with radioactive waste products. Continuous monitoring of our food supply is essential to make sure that the radioactivity levels of all products remain within safe limits.

FDA is guided by "maximum permissible concentrations" of radioactivity as recommended by the National Committee for Radiation Protection and Measurement.

Among other statements:

FDA and the Consumer

The 20 years since 1938 have been an era of tremendous progress in the food and drug industries. The familiar foods, the new medicines we take in sickness, have been changing in a thousand ways unnoticed by most of us. Several hundred new chemical food additives have made possible better and more convenient foods. Crop chemicals, including insecticides, fungicides, weed killers, and plant growth regulators, have made possible the wonderful array of fresh fruits and vegetables in our supermarkets. A succession of miracle drugs has virtually revolutionized the practice of medicine. Seventy percent of the drugs prescribed today were unknown 20 years ago.

We enjoy a healthier and more nutritious diet than we did in 1938, but the problem of insuring the safety of chemicals used in or on foods has become infinitely more complex. We have the world's finest drugs to protect our health, but, here again, the job of insuring they are safe and effective has become larger and more difficult.

Citizens Advisory Committee

By the end of World War II, it was clear that the responsibilities of the Food and Drug Administration for protecting the public had completely outgrown its ability to discharge them. A committee of distinguished citizens was appointed by the Secretary of Health, Education, and Welfare in 1954 to make a study of the adequacy of FDA's facilities for doing its job. In its 1955 report, the Committee recommended that FDA's facilities and staff be expanded three- to four-fold in a period of five to ten years. For example, they recommended we should have 1,000 inspectors, instead of the 250 we had at that time. Budget increases since that time have brought the number of inspectors to 385.

The Citizens Advisory Committee also recommended that we step up our edu-

cational and information programs for both industry and consumers. This we are attempting to do. The program on nutritional quackery, mentioned elsewhere, is an example.

Customer Contributions

However, there is another side to this coin. There should be a flow of information from the consumer to FDA, as well as vice versa. Consumers have a contribution to make to the democratic process, in the executive as well as the legislative branch of the Government. Consumer opinion often is, or would be, helpful in reaching an administrative decision. FDA has felt the lack of consumer representation at food standards hearings, for example.

But if consumers' views are to be helpful, they must be based upon good understanding of the facts. And well informed consumers serve as their own curb against many types of potential violations.

Quackery

Quackery in the United States is one of the nation's biggest public health problems, yet one that is receiving comparatively little attention. We can only guess at its size from what we see. It has been reported that mail order promotion of medical frauds is at the highest level in history. The FDA can deal with only one phase of the problem—interstate commerce in foods, drugs, medical devices and cosmetics that are worthless or dangerous for their intended purpose, or which are misbranded by false or misleading promotion. State medical practice laws must deal with other aspects.

Types of Quackery

In recent years, three types of quackery have become of major importance. These are: (1) worthless cancer remedies; (2) worthless therapeutic devices represented for the prevention and treatment of serious diseases; (3) nutritional quackery. The latter may take any one of several forms. Lectures by self-styled "experts" on nutrition, door-to-door promotion of over-priced vitamin-mineral combinations with extravagant claims for prevention or treatment of disease, and promotion of food supplements by misleading advertising and labeling are among the most common.

Educational Problem

Quackery is an educational as well as an enforcement problem. The enforcement program must be supplemented with more information to the public about good medical care and how to obtain it. Millions of copies of periodicals have been published containing paid articles lauding fake treatments and attacking the medical profession and the FDA.

A great deal of "grass roots" interest is needed if we are ever to control quackery. The educational aspect, particularly against nutritional quackery, has been tackled in a three-way cooperative program by the American Medical Associa-

tion, the National Better Business Bureau, and the Food and Drug Administration. The aim of this program is to provide the facts by which persons may evaluate the claims of the nutrition "quack," and thus to help dry up the market for the worthless or misrepresented product.

Pesticide Residues

Pesticides are today considered essential for the production of our fruits and vegetables. Many of them, even when used properly, leave residues in or on food. The objective of FDA is to make sure that the amount of pesticide residue that remains on the crop as shipped will be completely safe for consumption. Because minute quantities of pesticide residues may be ingested through the human life span, appraisal of safety must include attention to the possibility of chronic poisoning. Amounts of residue sufficient to cause immediate illness are most unlikely.

To establish a pesticide tolerance a manufacturer or other interested party submits a petition to FDA and to the Department of Agriculture. The petition must tell what the pesticide is and how it is to be used, and must report on toxicity studies of the pesticide when it is consumed throughout the life span of test animals such as rats or dogs. The petition must also show what remains on the food crops, and must give the analytical method by which the residue was determined.

Will It Be Useful?

USDA scientists determine whether the pesticide will be useful in Agriculture and also estimate the amounts of residue likely to remain on the food. Then FDA scientists study the experimental data in the petition, and all other available information including that from USDA. On the basis of this study, FDA establishes a tolerance that meets both the requirements of consumer safety and the needs of agriculture. A "zero" tolerance may be established if FDA concludes the substance is not safe for consumption in any amount.

FDA investigates spray practices, examines samples from shipments of fruits and vegetables where excessive residues are suspected, and removes from the market (through Federal Court seizure) any shipments found to contain residue in

excess of or not covered by a safe tolerance.

FDA cooperates with state and local authorities responsible for the safety of products produced and consumed within the same state.

Pesticides shipped in interstate commerce must be registered with USDA. Before registering a label, USDA takes into consideration whether the directions for use will result in residues within any tolerance set by FDA. Growers, therefore, have one simple rule to follow: read the label and follow directions—as to crops specified, the amount specified, and at the growth period specified. If directions on the registered label are followed, residues will be within FDA tolerances.

Color Additives

New scientific findings show that the present Federal Law regulating the use of coal tar colors in foods, drugs and cosmetics needs revision. The Government should be permitted to specify the conditions under which a color may be used when it is approved for use in such products.

Some of the features the Department of Health, Education, and Welfare believes should be in the Federal Law are:

1. The law should apply to any color additive. Continued use of the color should be based upon its safety, not upon the date it was first employed.

2. Before a color additive may be marketed for use in food (or drugs or cosmetics), its suitability for such use should be established and it should be placed on a permitted list by the Government.

3. Where necessary, the purity and suitability of individual batches of permitted colors should be certified by the Government before marketing. But where certification is not necessary, the Government should have the authority to exempt a color from the certification requirements.

4. The bill should expressly forbid the listing of a color for a use which will promote deception of the consumer or violate any provision of the Federal Food, Drug, and Cosmetic Act.

Food In Italy

"Whereas only the very credulous would suppose that Italians live entirely upon pasta and veal escalopes, the enormous variety of their local dishes is quite unappreciated outside Italy, and the

highly regional aspect of their food is not grasped at all."

The occasion for these comments is Alfred A. Knopf's \$5 American edition of Elizabeth David's "Italian Food," originally published in Great Britain in 1954.

Entertaining History

In addition to its value as a recipe book, "Italian Food" provides an entertaining history of the subject—one that ranges from the Venetians' introduction of folks at table ("an insensate luxury") to Marinetti's diatribe against pasta—"it induces scepticism, sloth and pessimism."

Food manufacturers and budding epicures alike will welcome Mrs. David's appeal for "generosity and such lavishness in the kitchen as is comparable with present conditions. Waste is odious, but meanness is just as bad, and there is no use in pretending that one egg is as good as three, or that poor materials will produce the same results as first-rate ones."

Grain Exchange President

Philip S. Duff, vice president, Archer-Daniels-Midland Company, was elected president of the Minneapolis Grain Exchange, succeeding G. W. P. Hefelfinger, vice president, F. H. Peavey & Company. Mr. Duff has been a member of the exchange board of directors since 1948. He will be 66th president in the exchange's 77-year history.

Two New Durums

If all goes well, Upper Midwest farmers will soon have two new durum wheat with improved disease resistance.

Victor Dirks, grain breeder at the South Dakota State College Agricultural Experiment Station, reports that two durum selections are being increased in Arizona this winter. Under favorable conditions he expects to have about 80 bushels of one line and 40 of the other to distribute to the South Dakota Foundation Seed Stocks Division next spring for further increase.

Similar distribution is expected in other durum growing states. This should mean that seed will be generally available in a couple of years.

Improved Resistance

The new selections show improved resistance to disease that damage current durums, as well as to subraces of these diseases that breeders feel may become serious at some future date. This is especially true for stem rust.

Researchers have tested the new selections at seven locations in South Dakota as well as in other states. The lines were produced by the USDA laboratory at Fargo, N. D.

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
Commander-Larabee
MINNEAPOLIS • KANSAS CITY

FINAL GOVERNMENT FIGURES - 1958 CROP REPORT IN BUSHELS

	1958 Production	1957 Production	Av., 1947-56
All Wheat	1,462,218,000	950,662,000	1,116,216,000
Winter Wheat	1,179,924,000	710,776,000	849,604,000
Aut Spring Wheat	282,291,000	239,886,000	266,611,000
Durum Wheat	22,077,000	39,680,000	29,909,000
Other Spring Wheat	260,217,000	200,206,000	236,707,000

DURUM PRODUCTION BY STATES IN BUSHELS

	1958	1957	1956	1955
Minnesota	570,000	2,438,000	874,000	405,000
North Dakota	19,176,000	26,640,000	19,600,000	13,250,000
South Dakota	1,491,000	1,947,000	1,040,000	746,000
Montana	840,000	8,655,000	18,093,000	5,691,000
Total Bushels	22,077,000	39,680,000	39,607,000	20,070,000

YIELD PER ACRE IN BUSHELS

	1958	1957	1947-56 Average
Durum Wheat	23.8	17.4	11.9
Spring Wheat	23.4	20.4	14.9
Winter Wheat	28.4	22.4	18.9

Advertising Macaroni Nutrition

MACARONI'S nutritional story is told in advertising just placed by the National Macaroni Institute.

A four page gate-fold suitable for a classroom wall chart appears in full color in the January issue of *What's New In Home Economics*. The heading is "Nutritional Value of Macaroni Products for Teen-Agers." Active children point to the information on a school slate which carries the following information:

One cup cooked enriched macaroni will supply these approximate proportions of the recommended daily dietary allowance for a teen-ager 13-15 years:

Elements	Girl	Boy
Protein	8%	8%
Riboflavin	6%	6%
Iron	12%	12%
Thiamine	19%	16%
Niacin	20.4%	17%
Calories	8.5%	7%

- Highly digestible
- Relatively low in calories
- Good source of protein
- Well enriched
- Adds variety to meals

At the bottom of the page there are colorful dishes of macaroni, spaghetti and egg noodles.

On the back side of the poster the illustration that appeared as the cover photo in the November issue of the *Macaroni Journal* illustrates Basic Macaroni and Cheese.

Editorial copy is as follows:

• What It Is
The generic term "Macaroni" includes macaroni, spaghetti, and egg noodles in a variety of shapes and sizes—about 150 in all.

Popular are tubular macaroni in short elbows and long lengths; solid-rod spaghetti in varying degrees of thickness; ribbon-like egg noodles in various widths; fancy-shaped products, such as bows, corrugated elbows, coiled or bunched rods, alphabets, shells, or stars.

Regardless of size or shape best quality macaroni and spaghetti are made of semolina from hard durum wheat, plus water.

Egg Yolk in Noodles

Egg noodles may be made from the same semolina and water mixture, but must contain 5.5 per cent egg yolk solids as required by law.

• How It Is Used
Cooked just before serving, if possible, for best eating. Macaroni and spaghetti double volume when cooked; egg noodles remain the same.

In clear soups for flavor and texture interest in the form of narrow noodles, alphabets, or other fancy shapes.

As foundation for casseroles or top-of-range dishes. Macaroni, noodles and spaghetti readily absorb and extend food flavors, combining effectively with meat, poultry, seafood, cheese, richly flavored sauces of many types, seasonings, and herbs.

To add an element of heartiness, as macaroni in salads or egg noodles in favorite continental-type custard desserts.

• Basic Steps In Cooking

Bring 3 quarts of water plus 1 tablespoon of salt to a rapid, rolling boil. Gradually add 2 cups (8 ounces) of elbow macaroni, adding it so slowly that the water does not stop boiling. Pour macaroni directly from the opened package or from a measuring cup, as desired.

Cook macaroni, uncovered, stirring occasionally to prevent sticking. Cook to desired stage, fairly firm ("al dente"), or tender, according to taste. Avoid overcooking lest product become soft and shapeless. Undercook slightly if product will have further cooking in sauce.

As soon as the right stage of doneness is reached, stop the cooking at once. Drain macaroni in a colander or a large sieve. If macaroni is to be served hot, dot it with butter or margarine; if it is to be chilled for use in a salad, cool it by rinsing with running cold water.

A.M.A. Advertising

A full page advertisement scheduled for four appearances in the *Journal of the American Medical Association* carries this message to the medical profession:

Headline: Have you read this important report?

Subhead: An evaluation of proteins and other diet-factors in macaroni, spaghetti, and egg noodle products.

Body Copy: Macaroni, spaghetti, and egg noodle products have been produced in certain countries, particularly in Italy, for hundreds of years. In the United States, the present annual per capita consumption of macaroni products is in excess of 7 pounds. This consumption is greater than that of oatmeal, or of all the ready-to-eat breakfast cereals combined. After bread and bakery products, macaroni products are the principal form in which the products of wheat are eaten.

Physicians are being called upon by their patients to recommend various types of special diets. In developing an intelligent, comprehensive and up-to-date dietary program, it is suggested that consideration be given to the calculated nutritional value of macaroni dishes. According to the basic data on the composition of macaroni products, derived from U. S. Department of Agriculture Handbook No. 8, macaroni products contain

at least trace amounts of all the common nutrients except Vitamin C (ascorbic acid) and Vitamin A. Noodles do contain appreciable quantities of Vitamin A because of their egg content. You will find the Report, illustrated above, very interesting and informative. It is brief and to the point. It touches on digestibility, calories, enrichment, sodium content, proteins, fat and cholesterol. It contains valuable reference material. It is yours for the asking.

U.S.D.A.'s 4 Food Groups

The now recognized 4 group food plan of the Agriculture Research Service of the United States Department of Agriculture consists of: a milk group, a meat group, a vegetable and fruit group and a bread and cereal group. Enriched macaroni products and egg noodles are prominent members of the bread and cereal group.

Percentages of the Recommended Dietary Allowances of the Food and Nutrition Board of the National Research Council are illustrated with a cup of macaroni and boxed with the following tabulation:

A one-cup serving of cooked, enriched macaroni provides

10%	of the protein
7%	of the calories
8%	of the riboflavin
15%	of the iron
16%	of the thiamine
17%	(N.E.) of the niacin

of the recommended dietary allowance.

A free copy of the report is offered in the National Macaroni Institute.

The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with authoritative medical opinion. They have also reviewed the Report on Nutritive Values of Macaroni, Spaghetti and Egg Noodle Products by James J. Winston, Director of Research, National Macaroni Institute. The report is as follows:

The foods that we eat are comprised mostly of carbohydrates, fats, proteins, and a small quantity of vitamins, minerals, salt and plenty of water. Everyone is familiar with carbohydrates in the form of sugar, jams, flour, potatoes and, of course, in macaroni-noodle products. Carbohydrates are utilized by the body mainly for energy, since they are easily converted into simple sugars, stored as glycogen in the liver and used to provide calories for the body as it is required. It has been determined by nutritionists and bio-chemists that one gram of carbohydrates provides four calories. Fats and oils are likewise familiar to everyone since

they are present in the form of oils, fats, cream, butter and similar foods. This type of food, likewise, is utilized by the body for the provision of fuel. One gram of fat yields nine calories, which is more than twice the amount produced either by one gram of carbohydrates or protein.

Now we come to the main important food that is highly prized by the body. As a matter of fact, the ancient Greeks were cognizant of this important food component. The word, known as "Protein," is derived from the Greek word, "Proteios," meaning "holding first place." What are proteins? Proteins consist primarily of many simple nitrogenous compounds linked together in a molecule. In other words, they contain the important element nitrogen, which distinguishes it from other food components. As a matter of fact, life is dependent upon the presence of proteins, since they are an essential constituent in the nucleus and protoplasm of every cell in the body. The body requires an adequate intake of protein both for building new body tissue and repairing the "wear and tear" tissues occasioned by the life's processes. Unfortunately, the body stores only small amounts of protein and must replenish its supply on a day-to-day basis. The recommended daily adult allowance is 70 grams.

Digestibility

Macaroni-noodle products are relatively free from fiber and are easily digestible and assimilated and absorbed. Nutritionists determine coefficient of digestibility, which shows the relation between the constituents of the food consumed and the corresponding constituent of the feces. The difference is therefore available to the tissues of the body. This is expressed as follows:

The coefficient of digestibility equals the nutrient ingested-nutrient excreted divided by the nutrient ingested, multiplied by 100.

Macaroni Coefficients

Macaroni Cereal Products	Coefficient of Digestibility (1)
Carbohydrates	98%
Protein	95%
Fat	90%

It can be readily seen that macaroni-noodle products have a high coefficient of digestibility. Macaroni products, in general, contain approximately 73% to 75% of carbohydrates. Carbohydrate not only is the primary fuel of the body, but also is involved in important portions of its functional machinery. It may be of the utmost importance where a ready source of energy is required to enable the organism as a whole to cope with an emergency (2).

Calories

The caloric content of macaroni-egg noodle products constitutes a quick available source of energy. The calories are as follows: (4)



A one-cup serving of cooked enriched macaroni provides 10% of the protein, 7% of the calories, 8% of the riboflavin, 15% of the iron, 16% of the thiamine, 17% (N.E.) of the niacin, of the Recommended Dietary Allowances of the Food and Nutrition Board of the National Research Council.

	Calories Per Ounce (Uncooked) (Average)	Calories Per 100 Grams (Cooked) (Average)
Macaroni	102	103-115
Egg Noodles	107	103-115

in low sodium diets. The analysis of macaroni and noodle products is as follows:

Sodium Content (4)

	Macaroni mg. per 100 grams	Egg Noodles mg. per 100 grams
Uncooked	Average 1.5	Average 5.0
Cooked	Average 0.50	Average 1.6

Note: 100 grams = 3½ ounces.

Proteins

A present trend among scientists is to evaluate proteins in terms of amino acids, or building blocks that they contain. Fortunately, our commonly used diets in this part of the world furnish a balanced supply of the essential amino acids in attractive foods, such as, meats, milks, fish and cheese. These excellent sources of amino acids are sufficiently and safely used along with the supplies in cereals, potatoes, leafy foods, vegetables, fruits, macaroni and egg noodle products. According to Rose (8), there are eight essential amino acids which are absolutely necessary for optimum health and growth in a human being. These are as follows: Lysine, Tryptophane, Threonine, Isoleucine, Leucine, Methionine, Phenylalanine and Valine. The presence of these amino acids will determine when a protein is complete or incomplete, depending upon its distribution of essential amino acids. Macaroni and egg noodle products have a good distribution of these essential amino acids, with the exception of Lysine and Tryptophane which are on the low side. Fortunately, macaroni and egg noodle products are generally served in recipes with meat or cheese which complement and supple-

Enrichment

At the present time, most macaroni and egg noodle products are enriched to comply with the Federal Standards of Identity that were promulgated in 1945. Data available shows that, at the present time, 80% of our production is enriched. Enrichment levels are as follows: (3)

	Milligrams per L.
Thiamine (Vitamin B-1)	4 to 5
Riboflavin (Vitamin B-2)	1.7 to 2.2
Niacin (Another member of the B family)	27 to 34
Iron	13 to 16.5

This level is high enough to insure that 4 oz. of macaroni after cooking, will provide the following proportions of the minimum daily adult requirements of these essential food substances:

Thiamine (Vitamin B-1)	50%
Riboflavin (Vitamin B-2)	25%
Niacin	40%
Iron	32.5%

Sodium Content

Today, with the high incidence of circulatory disturbances and hypertension, emphasis is being placed on foods that are very low in sodium. Fortunately, macaroni and egg noodle products are low sodium foods and can be recommended

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Save Space - Increase Production
Improve Quality

★ NEW POSITIVE SCREW FORCE FEEDER

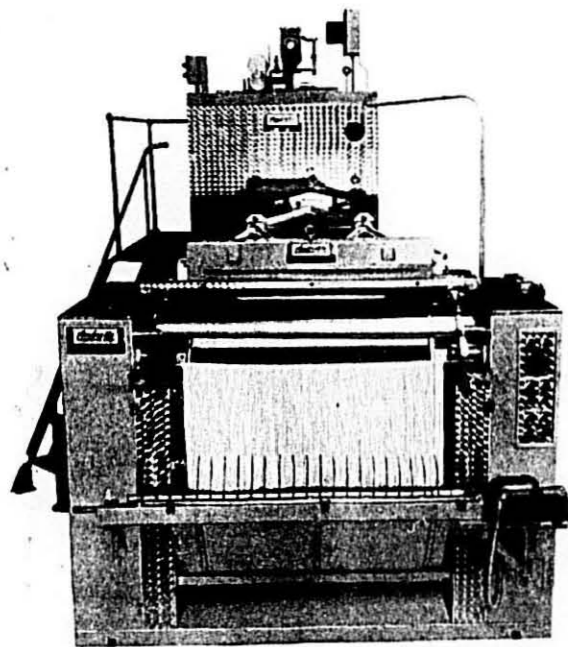
improves quality and increases production of long goods, short goods and sheet forming continuous presses.

★ ★ NEW 3 STICK 1500 POUND LONG GOODS SPREADER

increases production while occupying the same space as a 2 stick 1000 pound spreader.

NEW 1500 POUND PRESSES AND DRYERS LINES

now in operation in a number of macaroni-noodle plants, they occupy slightly more space than 1000 pound lines.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

These presses and dryers
are now giving excellent
results in these plants.

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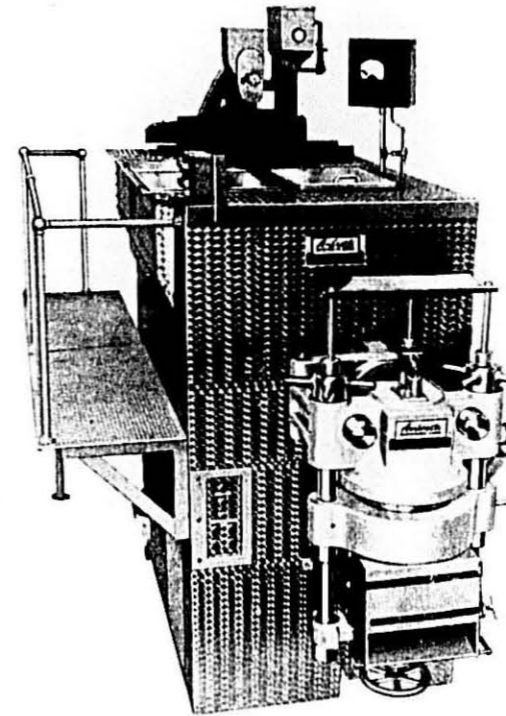
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Recipes and Changing Times

by Lydia Cooley, Director of Home Economics, Procter & Gamble Company

WHAT were you doing in 1913? That was six years before women had the right to vote, five years before prohibition, three years before the child labor law was passed. It was the year the Income Tax amendment to the constitution became effective.

You may wonder at all these statistics. They're simply some mental gymnastics with facts from the almanac. But the almanac doesn't include the fact that 1913 was the year that the Procter & Gamble Company distributed its first cook book, shortly after their entry into the food field with a household shortening. The book was called "613 Tested Recipes and A Calendar of Dinners," by Marian Harris Nell.

Good Advice In 1913

The 1913 cook book offered some very good advice to the "young cooks" of that day. Young cooks who did not have the right to vote, who were not yet protected by child labor laws and who were not yet required to pay income tax.

These young cooks were given advice which went like this—"Before commencing to cook, look up the required recipe, read and think it out.

"Note down on a slip of paper the materials and quantities required. Collect all utensils and materials required before commencing. Success in cookery depends on careful attention to every detail from start to finish. Quantities both liquid and dry should be exact. Small scales and weights should form part of the kitchen equipment where possible!"

Well, in this year 1959, the advice is still good—but who has time to follow it? Let's dig a little deeper into this 1913 "Calendar of Dinners" and look at a menu or two. There were 365 in the book and these are quite typical.

Here's one:

Paked Rolled Fillets of Fish,
with Bechamel Sauce
Cucumber salad Yeast Rolls
Roast Guinea Chickens,
Guava Jelly
Rice Croquettes
Scalloped Egg Plant
Pear and Celery Salad
Lemon Sherbet Sponge Cake
Coffee

or for example,

Clear Gravy Soup
Crown of Lamb with Peas
Potato Croquettes Cauliflower
Bird's Nest Salad
Cheese Custard
Sultana Roll, Strawberry Sauce
Coffee

These menus, as well you know, would involve many hours of work and much extra help in the kitchen to say nothing of the shopping and "thinking out" the recipes required.

Today's young homemaker, however, would not bat an eyelash at such menus. If they were a little better balanced nutritionally and a little more colorful, she might consider using one for friends invited to dinner. But her "thinking out" might go something like this:

Clear Gravy Soup—I'll use canned or frozen vichyssoise. Served cold it's always ready ahead of time.

Crown of Lamb with Peas—I'll get some thick lamb chops and broil them. John hates to carve anyway. I've two packages of frozen peas on hand. I'll add some mint or parsley flakes and butter and serve the peas over the lamb chops. Garnished with button mushrooms, it's a modern version of crowned lamb.

Potato Croquettes—I could cook small potatoes ahead of time and keep them hot in a well-seasoned cream sauce or I might try browning those canned potato balls. They'll be crisp and easy to keep hot.

Cauliflower—Whoops, I can't have that! I need more color—maybe raw carrot strips cut with my fancy fluted cutter will give the fresh texture we need. Those I can get ready ahead of time too.

Bird's Nest Salad—Ye gods, what's that! Mixed green salad is what we need here. Greens can be cleaned, torn, and sprinkled with oil and refrigerated. Just before serving, I'll toss them with vinegar and seasoned salt. Or perhaps I'll use that good French dressing I got yesterday and ask John to mix the salad at the table.

Cheese Custard—Well, now honestly, how could we eat that much?

Sultana Roll with Strawberry Sauce—Ooh, wonderful, that Sponge Cake Mix makes a perfect cake roll. I'll fill it with frozen strawberries or raspberries just thawed and blended with whipped cream. I'll make it in the morning and keep it chilled until dessert time. The juices from the berries will make a good sauce.

Coffee—We'll need lots of that. How glad I am to have a coffee maker!

45 Years Later

And so some 45 years later, with many hours and many pots and pans less, our young homemaker can prepare and serve such a dinner and be calm, composed, and enjoy her guests as well.

She has the advantage of modern products with built-in maid and chef service of streamlined equipment and an assurance that with all this help she can put

some of her own individuality and personality into a dinner that her guests will enjoy eating as much as the host and hostess enjoyed preparing it. She has the advantage, too, of help given her by food editors, food economists and others responsible for helping consumers use products wisely and effectively. This is useful to her and it helps to spark her own creative imagination.

Let us not underestimate the power of these modern homemakers. They intend to be good homemakers. They are young, assured, intelligent, enterprising, and self-reliant. They're largely responsible for the modern trends in homemaking—trends toward impromptu entertaining, more informal, more gracious living. They have more interest in new flavor in food, in foreign and gourmet touches and in professional methods adapted for home use.

Need for Time-savers

Because so many of these young homemakers are working away from home, there is greater need and use of time-saving equipment and methods.

They are quick to recognize and accept the built-in conveniences. The chef and maid service built into foods is especially appealing to them. Prepared mixes are popular because they eliminate the routine, yet important, details of food preparation; they save time and energy; they save storage space and kitchen mess and confusion and they permit the personalizing of food. They encourage a gourmet approach to food.

Don't be misled by this gourmet interest. The modern interpretation of gourmet food is not one of long cooking and preparation. It is cooking with imagination to add glamour.

It is in the realm of good foods that mixes make a contribution to the modern trends in homemaking. The responsibility of selection of quality ingredients accurately formulated to give the best results possible in the home kitchen is assumed by the manufacturer of mixes. The advice to young cooks in our 1913 cook book is still very pertinent but mixes have done some of the "thinking out" for her.

The cook needs only to read and follow the simple directions which assure success. They help and encourage modern young homemakers who haven't acquired baking skills to have fun with home cooking. Her success encourages her to try the recipe suggestions developed for the mix, recipes that have been developed to give some unusual or different twist to foods.

With a hot roll mix, baba au rhum is simple, Hungarian or bundt kuchen is quickly made, bread sticks—different and delicious. From a pancake mix comes a modern version of an old-fashioned dish we used to call "fat pancakes" in my home. It is now glamorized and gourmetized to Strawberry Skyscraper, which smacks of a dish made famous at the Fairmont Hotel in San Francisco.

Recipe Qualities

Surveys have shown two important qualities that women of all ages look for in recipes. They want recipes that make foods that are good to eat and unusual, too. Today with a mix and the personal touch, homemakers can have all this and fun, too. With most of the work done by the people who know how, mixes can help the homemaker make good food—food that is truly individual and personal because she has added her own creative touch to it.

There is an old saying, which probably originated in 1913—"Happy is the girl who has learned to cook, either from her mother or from a book." In keeping with the modern trends, here is our 1959 version: "Happy is the girl who knows the speedy tricks of making glamorous dishes from a modern mix!"

For Easy Entertaining

Ideal for parties as well as family meals, macaroni products glorify any menu and add a gourmet touch. Not only are they kind to battered and bruised food budgets, but they are exceedingly popular with young and old.

Buffet suppers are made to order for gracious but inexpensive entertaining. Guests like to help themselves and even enjoy pitching in with the preparations. Last minute chores, such as tossing the salad and setting the table, are fun when everyone helps.

For a main dish, consider Macaroni Buffet Casserole.

Macaroni Buffet Casserole (Makes 4-6 servings)

1 tablespoon salt
5 quarts boiling water
2 cups elbow macaroni (8 ounces)
2 cups turkey gravy
1 cup cooked peas
6 small white onions, peeled and cooked
1 can pimiento, cut in strips
2 cups diced, cooked turkey
Salt and pepper to taste
½ cup grated Cheddar cheese
Add 1 tablespoon 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. Line a 2-quart casserole with aluminum foil. Turn macaroni mixture into casserole. Bake in moderate oven (350°) 30 minutes.

Company Chicken and Noodles will make an event long-remembered to all your guests. But don't let the recipe out—they'll never believe it was that easy.



Company Chicken and Noodles

Company Chicken and Noodles

Serves Six

1 egg beaten
2 tablespoons water
2 ½-lb. frying chickens, cut in serving pieces
½ cup corn meal
1/3 cup salad oil
¼ cup luttar or margarine
12 cooked small white onions
½ lb. mushrooms
1 clove garlic, finely chopped
2 tablespoons all-purpose flour
½ cup water
3 tablespoons cooking sherry
4 medium-sized tomatoes, peeled and quartered
Salt, pepper and oregano to taste
1 tablespoon salt
5 quarts boiling water
8 oz. or 4 cups egg noodles
Combine egg and 2 tablespoons water. Dip chicken in egg mixture; coat with corn meal. Cook in salad oil until lightly browned on all sides. Cover and cook over low heat 40 minutes, or until tender. Meanwhile, melt butter or margarine; add onions, mushrooms and garlic. Cook 10 minutes. Add flour and blend. Gradually add ½ cup water and cooking sherry and cook over low heat, stirring constantly until thickened. Add tomatoes and salt, pepper and oregano. Cover and cook 10 minutes, stirring occasionally.

Add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander. Serve topped with chicken and sauce.

Recipe Readers

Recipes published by newspaper food editors are copied or clipped by 83 per cent of women, it was found in a survey commissioned by the 7-Up Company.

Presented by Seymour Smith, president of Seymour Smith Associates, the survey covered housewives' impressions of the

food editors and summarized the characteristics of the housewives and their attitudes towards newspaper food pages.

An average of four recipes a month is clipped or copied by the average housewife, who then puts them in her cook book (31 per cent), places them in a box or drawer (29 per cent), puts them in a card file (22 per cent) or in a notebook (20 per cent).

Food Editor's Influence

The influence of the food editor was illustrated best with the finding that most women lacking an ingredient called for in a recipe—as happens often with 71 per cent—will go out and buy the missing ingredient.

As for specific recipes, the most popular with readers are those for packed lunches (56 per cent), followed by home-freezing recipes (25 per cent), use of leftovers (24 per cent), canning recipes (18 per cent) and beverage recipes (15 per cent).

Over half of women think food editors get their recipes from cook books, publications and reading (28 per cent) or from readers who write in (26 per cent). Most of the remainder think they get their ideas from friends, acquaintances and people they meet (20 per cent) or from experimenting in their homes (14 per cent).

Only four per cent thought food editors got their recipe ideas from food and grocery processors or manufacturers.

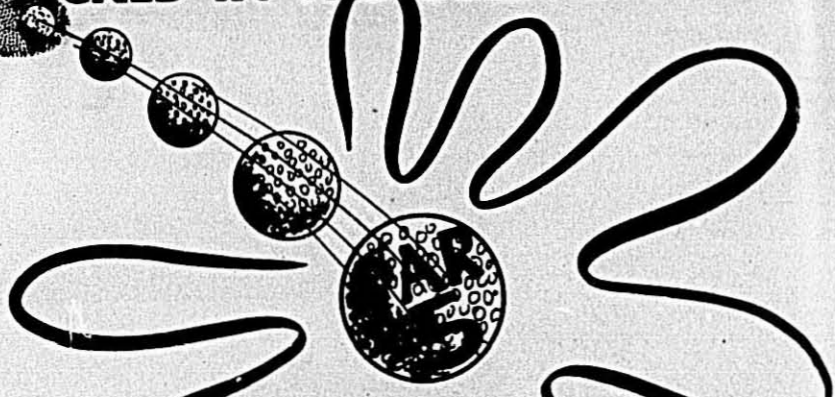
The marketing column of the food editor's page is apparently the most interesting, being read regularly by 77 per cent of the readers. The column that contains recipes sent in by readers is the next most interesting and is read regularly by 61 per cent. Then comes favorite recipes of famous people or celebrities, 52 per cent, and food problems of other housewives, 40 per cent.

The survey found that 90 per cent of women read a daily newspaper and 75

(Continued on page 41)

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Comparative Egg Costs

With frozen yolk prices high and steady and frozen egg whites going from bad to worse, there has been increased interest on the part of noodle manufacturers in equivalent prices for frozen whole eggs or dried yolk solids.

Based on 5.5 per cent egg solids in noodles for 100 pounds of flour at 14 per cent moisture, it takes 11.12 pounds of liquid egg yolks with 45 per cent solids; or 19.25 pounds of whole eggs with 26 per cent solids; or 5.27 pounds of dried whole eggs or yolks with 95 per cent solids.

Here is a tabulation of equivalent egg prices:

Yolks, Frozen	Egg Cost Per Lb.	Equivalent Costs
Cost-Lb.	Noodles	Frozen Whole
.50	\$.0556	\$1.2889
.51	.0567	.2947
.52	.0578	.3005
.53	.0589	.3062
.54	.0600	.3120
.55	.0612	.3178
.56	.0623	.3236
.57	.0634	.3293
.58	.0645	.3351
.59	.0656	.3409
.60	.0667	.3467
.61	.0678	.3525
.62	.0689	.3582
.63	.0701	.3640
.64	.0712	.3698
.65	.0723	.3756
.66	.0734	.3813
.67	.0745	.3871
.68	.0756	.3929
.69	.0767	.3987
.70	.0778	.4045
Dried Eggs		
		\$1.0550
		1.0761
		1.0972
		1.1183
		1.1394
		1.1605
		1.1816
		1.2027
		1.2238
		1.2449
		1.2660
		1.2871
		1.3082
		1.3293
		1.3504
		1.3715
		1.3926
		1.4137
		1.4348
		1.4559
		1.4770

Liquid Egg Production

Liquid egg production during November was the largest for the month since 1944. Production totaled 17,929,000

pounds, compared with 8,034,000 pounds in November 1957 and the 1952-56 average of 7,552,000 pounds. The quantities used for immediate consumption, drying

and freezing were all larger than a year earlier.

Egg solids production during November totaled 2,090,000 pounds, compared with 954,000 pounds in November 1957 and the average for the month of 985,000 pounds. Most of the increase in solids production was in the production of whole egg solids produced under Government contract for school lunches. Production in November this year consisted of 1,296,000 pounds of whole egg solids, 410,000 pounds of albumen solids and 384,000 pounds of yolk solids. Production in November 1957 consisted of 281,000 pounds of whole egg solids, 471,000 pounds of albumen solids and 202,000 pounds of yolk solids.

Liquid egg frozen during November totaled 8,518,000 pounds, compared with 4,675,000 pounds in November 1957 and the 1952-56 average of 4,933,000 pounds. Frozen egg stocks decreased 20 million pounds during November, compared with 25 million pounds in November 1957 and the 1952-56 average decrease of 24 million pounds.

Australian Spaghetti Wheat

A seven-year program to grow a better type of wheat in Australia for the spaghetti requirements of the Heinz Co. will come into production in northern New South Wales this season. It is estimated that 15,000 bus. of a specially grown hybrid wheat named Dural will be harvested this year.



(1) Each unit has an operator casing at the end of a collector table. A third operator seals cases and places them on pallets.

(2) A case sticher keeps the line supplied with shipping containers. He hauls finished goods away and brings supplies back.

Short Cut Line

Ronco Foods, of Memphis, Tennessee, have recently installed two Elec-Tri-Flex automatic bag making and weighing machines. Albert Robillio, executive vice-president of Ronco, is most enthusiastic about their operation.

Three Scale Units

Each machine has three scale units with three vibrating weighing trays that distribute the short cut macaroni products into an even stream for split second weighing of precise accuracy.

The machine also forms and heat seals bags from a cellophane roll.

Each machine runs at a rate of about 50 bags a minute when packing 8 ounces of product; it turns out 46 to 47 packages a minute of 12 ounce size; and about 40 1-pound packages per minute.

A girl works at the end of a collector table casing the 50 bags a minute and puts the packed case on a roller conveyor that takes the shipping container to a second operator who seals the cases and places them on pallets. She keeps up with the output of the two machines.

The carton sticher keeps the line supplied with shipping containers and hauls finished goods away while bringing back supplies.

A mechanic supervises the machines' operation and is on hand to change the cellophane rolls which weigh 28 to 55

pounds and to checkweigh products as they come from the machine periodically. The fine accuracy of the machine has impressed Mr. Robillio. He says that in over three months' operation the weight control has been 90 per cent accurate with over and under variations of less than 1/16 of an ounce made possible by a fine tuning adjustment on the machine. The great majority of packages are exact weight.

The chief advantage in this weighing method is the flexibility made possible by operating with scales. Ronco packs a varied line, including alphabets, elbows, small rigatoni, mostaccioli, bow ties, etc. Changing cellophane rolls requires only a few minutes. Changing package sizes which requires a different tube and adjustment may take from 10 to 15 minutes. There are different tubes for various size bags.

Mr. Robillio says that the units have already produced substantial cost savings, and he particularly likes the compactness in the working area and the small amount of waste there is in running the unit.

Golden Grain Expands

The Golden Grain Macaroni Company, San Leandro, California, has announced the installation of two new macaroni production lines which will

boost capacity by 50,000,000 pounds annually.

Vincent DeDomenico, general manager of the firm, reports sales in the past twelve months in excess of \$10,000,000, "a healthy growth for the family owned company that in 1940 reported gross sales of \$240,000." He says this represents nearly half the macaroni products sold in the eleven western states, but that there is still much room for expansion with a growing population and continued efforts to increase consumption.

Other officers of the company are Mr. DeDomenico's brothers, Paskey DeDomenico, Seattle, president and general manager of the northwest division, and Thomas DeDomenico, San Leandro, vice-president and sales manager. Their mother, widowed since 1943, is a director.

Sales Tip

Ralph Frank, Jr., vice-president of Lawry's Foods, Inc., Los Angeles, believes that the surest means of introducing a new product or bolstering the sales of an established product is "an effective and enthusiastic sales promotion effort combined with a thorough advertising program." He told a recent meeting of the Los Angeles Sales Promotion Executives Association that his firm had again proved the success of this formula in the introduction of its new dip mixes.



(3) An operator can case 40 to 50 packages a minute.



(4) A mechanic supervises machine operation and checkweighs packages periodically.



Clermont Machine Company

Clermont Expands

Clermont Machine Company of Brooklyn, New York, is expanding and modernizing. With completion of a new adjacent building to their present location at 266-276 Wallabout Street they will have an overall floor area of 72,500 square feet geared to serve the growth of automation in the macaroni industry. It is reported that they are spending over \$450,000 on the building expansion and modernization program. Better than \$100,000 of new plant equipment has been purchased to tie in with the expansion project.

More Floor Space

With the additional plant floor space they will be able to display complete long goods dryer set-ups before effecting shipment to a customer. Presently under fabrication is a new 1500 pound per hour long goods dryer. The three units which comprise it will be on view in the new building in February. Macaroni manufacturers are invited to view it. Also on display will be the Clermont VMP press, the 1500 pound per hour long goods press with automatic spreader to work in conjunction with the dryer and give increased hourly output to the large production manufacturers.

Clermont's additional facilities will house a vastly enlarged research and engineering department and permit them to rapidly progress to completion of several new machine designs partially under way.

In their current advertisement in this issue of the Macaroni Journal six Clermont continuous long goods dryer set-ups are pictured in the plant of Ronzoni Macaroni Company. Ronzoni began their project of achieving full automation for their long goods drying in the early 1950's. John Amato, president of the Clermont Machine Company, Inc., states: "In my travels from coast to coast in this country and to foreign countries I have encountered no plant comparable to Ronzoni's for superb facilities in complete automation. I am continually fascinated by their unequalled production operations in every department of their manufacturing.

Automation in 1960's

"The 1960's should find many more plants reaching full automation. Our new

building will permit us to display both our newest equipment and other of our machines to customers seeking automatic operations. Plant space limitations have hindered us doing so previously."

New Catalog

Braibanti of Milan, Italy has just released a new brochure on instruments for laboratory analyses.

Among the items offered are a small refining mill with various graduations for preparing products to be analyzed; a planisifter for determining the granulometric index of flours and preparing specimens of ground macaroni; a gluten washing device equipped with a basin of black plastic material and a rotating disc of transparent plastic material which enables the washing of the gluten to be checked. The duration of this treatment is adjustable by means of a timing switch.

Items Available

Also available is an electric muffle furnace for determining ash; a thermostatic stove for moisture determination of flours and ground macaroni; rotative thermostat is used for accelerating the determination of acidity, of fat substances and of the colorimetric index of flours and macaroni and to determine the quality of gluten, according to Berliner.

Other technical bulletins available include 58-4 showing the automatic production lines for long and short macaroni installed at the macaroni factory of S. p. A. Molino Centrale, Rome; and "The Macaroni Factory" which illustrates the technical, economical and scientific principles followed by the Braibanti Company when planning macaroni plants.

Keever Appoints Research Director

The Keever Division of National Industrial Products Co. has appointed Robert L. High as Director of Applied Research at the Keever Laboratories, 324 Dering Rd.

Joined Keever in 1955

Mr. High joined the Keever organization in 1955 in Technical Sales. He is a chemistry graduate of the University of Cincinnati. Prior to joining the Keever Starch Co., he was engaged in research and technical sales at Kilgore, Inc.; Virginia-Carolina Chemical Co.; and Cincinnati Testing and Research Co.

Mr. Walter M. Miley has been appointed as Director of Basic Research for the Keever Starch Division.

Moisture Tester

A new and improved moisture balance for fast and highly accurate determinations of moisture content in a wide variety of materials has been designed by Central Scientific Company, Chicago.

Principal feature of the new model is its built-in autotransformer which regulates voltage automatically and provides more convenient temperature control

than previous moisture balances in which the autotransformer was a separate unit. Food products are among the materials for which the balance may be used with a high degree of accuracy and reliability. Products that do not change their chemical structure or decompose while losing water are most suitable for testing.

Simple to operate by even an inexperienced laboratory technician, the moisture balance is capable of reducing from one-half hour, or more, to only a few minutes the time required for accurate testing the moisture content of a material.

Dries and Weighs

According to Central Scientific, the balance performs both drying and weighing operations simultaneously, thus eliminating time-consuming weighing of samples on an analytical balance, with subsequent drying in a vacuum oven and then reweighing.

To operate the Cenco moisture balance, a 5 gram sample (exact weight need not be known) is placed in the balance pan and the indicator crank is set for 100 per cent moisture. The hood is then lowered, the lamp switch turned on, and the infra red heat quickly penetrates deeply into the sample. A few minutes later, with moisture driven off, the per cent of moisture lost is read directly on an easy-to-read calibrated scale.

Weighing Dishes

The improved unit also comes equipped with disposable weighing dishes, made deeper than former models. These provide a better flexibility of loads and enable the operator to use larger liquid samples, or bulkier dry samples. The dishes are ridged to keep liquid samples uniformly distributed in the weighing pan and eliminate spillage.

The built-in magnetic damper reduces pan vibrations and speeds weighings. An extra torsion wire for 25 gram samples is supplied for handling heavier loads.

The new Cenco moisture balance is housed in a completely redesigned and compact case of solid cast aluminum with Cenco blue wrinkle enamel. It can be used wherever a 115-volt, 60 cycle outlet is available.



Cenco Moisture Balance

Inside Success

Changing patterns in consumer demand signal related marketing changes:—New, effective designs are emerging to meet new, specific needs. Timely, fresh presentations are made to shifting concentrations of the marketing complex . . .

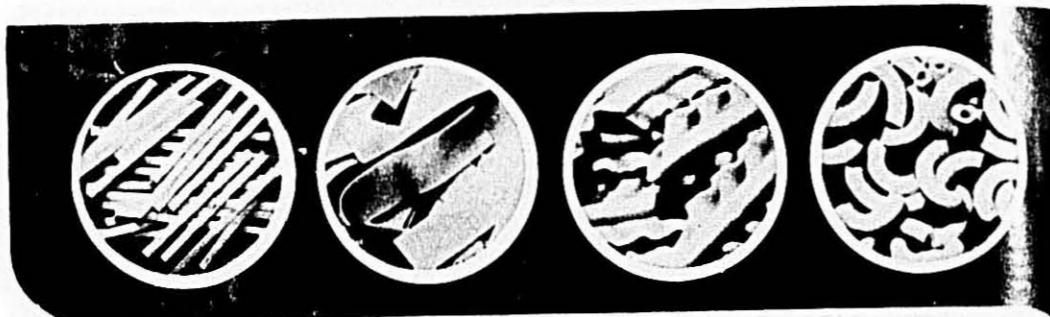
One quality of marketing vitality should never change. This quality is capsuled in two words, *Inside Success*:—Have goods or services intrinsic merit? Are they uniform to maintained standards? Does satisfaction in use compare with satisfaction anticipated? Is what has been promised actually delivered?

Marketers scoring high on these key questions build for tomorrow. Their goods and services enjoy *Inside Success*.

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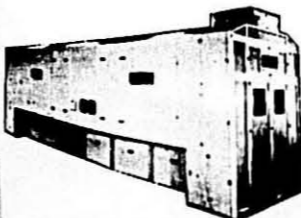
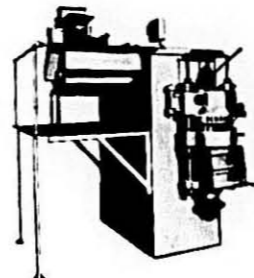
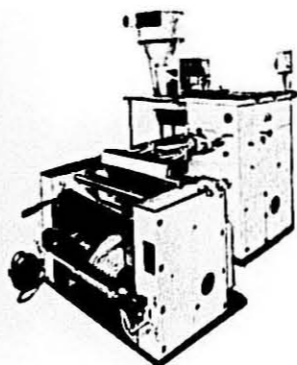
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Teflon Dies In Europe

Charles Hoskins, industrial consultant, reports that Teflon is being used everywhere in Europe—and it is a mixed blessing.

Practically all of the macaroni products in Germany are made with eggs. They like Teflon because it makes the product smooth, where trouble is sometimes experienced with bronze dies, and because the color is a deep yellow. Practically everything is made with Teflon, including elbow macaroni, vermicelli, spaghetti and long macaroni. Noodles are extruded directly from a round die in the final thickness and width and hang down below the die through a cutter somewhat like a mostaccioli cutter, except that the cut is square instead of at an angle. This is done because noodles are cut seven inches long and the knife travels so slowly that dough would build up behind it if the cut was made on the die face. Noodle sheets are made on a round die with Teflon insert and splitter.

Used in Switzerland

The Swiss make some of their products with eggs and some with plain semolina. Teflon is used to a great extent, but probably not quite so much as in the larger plants in Germany. In both Switzerland and Germany it was stated that the long spaghetti and macaroni made on Teflon dies had more of a tendency to stick together before drying than the material made on bronze dies. However, most products are run with a harder dough when Teflon dies are used and the sticking is then minimized. Teflon greatly reduced the extrusion pressure, and therefore, permitted higher production rates for a given press.

Most Italian products are made with semolina without eggs. However, it is believed that egg products are somewhat on the increase. Some companies like Teflon and some despise it. It is claimed that the Teflon product is harder to dry and that it takes longer for water to penetrate to the center of the strand in cook-



CHARLES M. HOSKINS

ing. This is particularly so with spaghetti of large diameter. It takes about one minute longer to cook the Teflon products than the non-Teflon products. Less of the product goes into solution in the water when the Teflon product is used. However, when the product is slightly over-cooked, a thin film forms on the surface, making it slimy. This is especially true in the large diameters of spaghetti. The product remains firm on over-cooking in spite of the film of slime.

Practically any product can be made on a Teflon die and it will look smoother, more translucent and more yellow than the standard vacuum product. The production of a press can probably be increased by using Teflon.

Slight Check

Some egg macaroni products which were brought back have a very slight check which looks like it followed the line where the pins cut the dough before it was re-joined to form the macaroni. The Teflon may not have created enough back pressure to completely weld this split.

Mr. Hoskins cautions that care should be exercised by anybody considering use

of Teflon dies for macaroni products other than noodles. He says: "There may be specific problems which can be solved by the use of Teflon, but cooking, drying and processing characteristics are definitely changed. Cooking quality, in the long run, is the characteristic which determines growth or decline in the use of macaroni products. Consequently, the effect of Teflon on cooking should be definitely determined before it is used."

Price reductions ranging from about 1 to 10 per cent on all grades of Teflon were announced in early January by the Du Pont Company's Polychemicals Department.

Effective February 7, granular molding powders will be cut 40 cents a pound, aqueous dispersions 45 cents a pound, and extrusion powder 80 cents a pound. Successive reductions have slashed prices of Teflon by more than 75 per cent in the last fifteen years—from \$18 a pound minimum in 1944 to \$4.10 a pound minimum today.

Reason for Cuts

A major breakthrough in manufacturing technology is the principal reason for the cuts, according to Robert A. Kellar, marketing manager for Teflon. He said that capacity at the company's Parkersburg, West Virginia, plant had been increased eightfold since its completion in 1950 and is more than adequate to fill military and industrial needs in the next several years. Mr. Kellar said Du Pont has a major research effort under way which would further reduce the cost of Teflon.

Assistant Agricultural Director

Paul E. R. Abrahamson joined F. H. Peavey & Company, Minneapolis, October 15 as an assistant director of its agricultural department. Mr. Abrahamson has been an active leader in the agricultural field more than 30 years. He was associated with the McCabe Co. from 1946 until it was absorbed into the Farmers Union Grain Terminal Association recently.

Consumption Increase

Macaroni consumption in the United States has had a steady increase since the end of World War II with the exception of the period of the durum shortage.

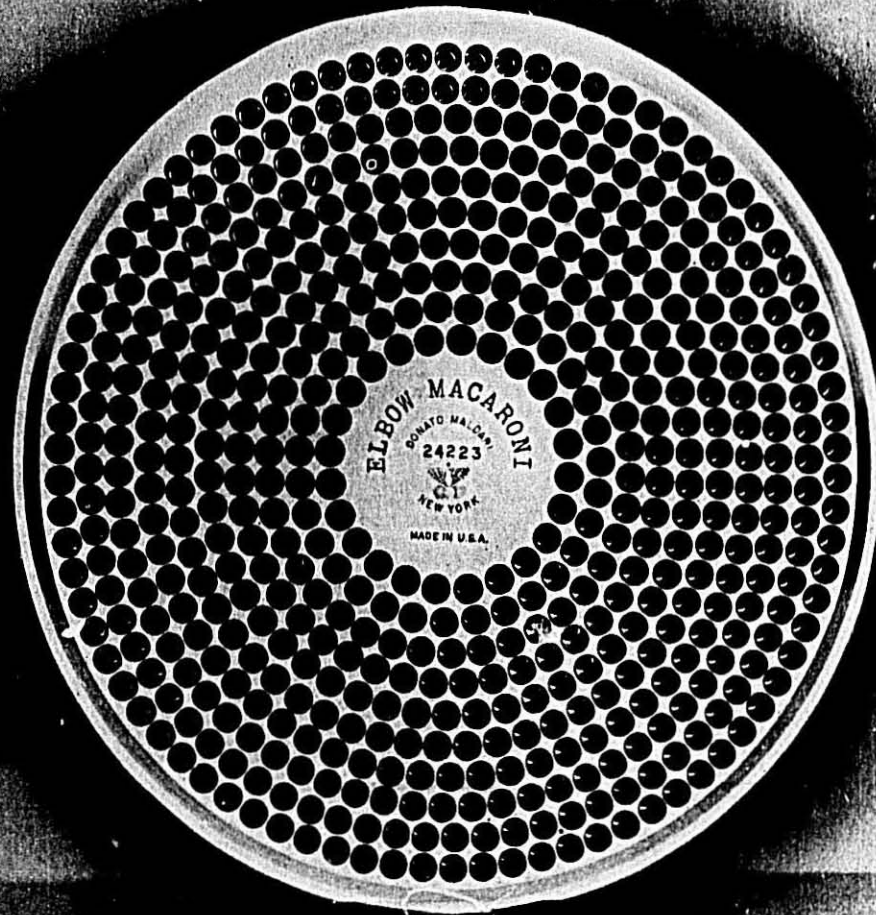
Industry production figures projected from the Glenn G. Hoskins Company Macaroni Production Index with export and import figures from the U. S. Department of Commerce gives the total consumed. This figure divided by the population gives the per capita consumption in pounds.

Year	Macaroni Produced	Macaroni Exported	Macaroni Imported	Consumption American	Population in Millions	Per Capita Consumption
1947	931,710,000	74,631,000	793,000	857,869,000	144.0	6.0
1948	1,139,747,000	223,732,000	717,000	916,732,000	146.6	6.2
1949	955,456,000	23,200,000	689,000	932,925,000	149.2	6.3
1950	957,469,000	8,826,000	862,000	949,505,000	151.1	6.3
1951	1,046,236,000	4,750,000	981,000	1,042,467,000	154.4	6.8
1952	1,067,242,000	6,150,000	2,749,000	1,063,841,000	157.0	6.8
1953	1,027,941,000	6,512,000	2,343,000	1,023,772,000	159.2	6.4
1954	1,040,815,000	5,589,442	4,639,994	1,039,866,000	163.0	6.4
1955	1,042,170,000	5,285,450	5,262,574	1,042,147,000	165.0	6.3
1956	1,079,939,000	5,596,419	5,618,329	1,079,960,910	168.0	6.4
1957	1,137,170,000	8,887,833	5,567,643	1,134,394,895	171.0	6.6
1958	1,266,000,000*	7,500,000*	6,300,000*	1,264,800,000*	173.3	7.3

*Estimated

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HARRY A. BULLIS

Bullis Retires from General Mills

Harry A. Bullis has retired as chairman of General Mills, Inc., and the board of directors at its meeting December 22 elected Gerald S. Kennedy as his successor. Mr. Bullis, associated with General Mills for 40 years, has been chairman of the board since January 1, 1948, and served as president of the company in 1943-48. He will continue to serve as a member of the company's board of directors and executive committee.

The new chairman of General Mills, Mr. Kennedy, only in September was elected executive vice-president of General Mills. Prior to that he was administrator of basic commodities activities. Mr. Kennedy is a member of the company's board of directors and serves on its executive committee.

The board also elected three new executive vice-presidents of the company: A. D. Hyde, in charge of mechanical and chemical activities; A. Z. Kouri, in charge of consumer food activities, and E. O. Boyer, in charge of basic commodities activities. All three have been vice-presidents and administrators.

Mr. Bullis announced his retirement as chairman of General Mills at a press conference in Minneapolis, where he noted that the normal retirement age of the company is 65, but that he acceded to the request of the board to continue as chairman for three years beyond that time. He disclosed that he informed the board a year ago that he planned to retire at the close of 1958.

Mr. Bullis joined the Washburn Crosby Co., predecessor of General Mills, as a millhand at the Minneapolis mill in 1919. Born at Hastings, Nebraska, October 7, 1890, Mr. Bullis received a B.A. degree from the University of Wisconsin in 1917, and also attended the London School of Economics in London, England, in 1919 after 18 months' service overseas in the United States Army. He enlisted as a private in 1917, and attained the rank of captain.

His advancement in General Mills was rapid, and he held the posts of secretary,

comptroller, vice-president, vice-president in charge of operations, executive vice-president and president for five years starting January 1, 1943, and then became chairman of the board on January 1, 1948. He has been a member of the company's board since 1930, and a member of the executive committee since 1931.

The new chairman of General Mills, Mr. Kennedy, is a veteran of 44 years with the company, having joined the Washburn Crosby Co. in June, 1914, as an office boy. Until 1920 he worked in the wheat department at Minneapolis and then went to Buffalo where for 19 years he was in grain and operations. Mr. Kennedy returned to Minneapolis in 1939 as director of operations control and became director of flour and feed operations in 1942 and vice-president in 1943. He was named administrator of basic commodities activities in 1953. He has been a member of the General Mills board of directors for the past 10 years, and in September was named to the newly created post of executive vice-president.

Other Changes

Mr. Hyde, who becomes executive vice-president in charge of mechanical and chemical activities, joined the Washburn Crosby Co. in 1928 as a trainee. For the next four years, he was draftsman, sweeper, oiler, machine tender, bolter, grinder, second miller, head miller and finally milling superintendent. From 1931 to 1940, he was a member of the manufacturing department, becoming assistant director of manufacturing in 1933 and director in 1935. In the latter capacity, he was instrumental in establishing the company's mechanical department, which grew into the mechanical division, now ranking as a major manufacturer of equipment for all types of industry. Mr. Hyde became vice-president and director of research in 1942 and administrator of mechanical and chemical activities in 1953. He was named to the company's board of directors in September, 1952, and also is a member of executive committee.

Mr. Hyde is a native of Pipestone, Minnesota, and attended the University of Illinois and Columbia University.

Mr. Kouri, who assumes the office of executive vice president in charge of consumer food activities, has been administrator of consumer food activities since November, 1957. He joined General Mills in 1932 as a merchandiser in Houston, Texas, becoming district manager in Houston in 1945 and the following year grocery products sales executive for the southeastern, southern, and southwestern regions. In 1953, he was appointed director of operations for the grocery products division, and became general manager of the division two years later. He was named co-administrator of consumer food activities in July, 1957.

A native of Duke, Oklahoma, Mr. Kouri is a graduate of the University of

Texas. He served in the Navy during World War II, attaining the rank of lieutenant commander, and received the Silver Star, Bronze Star, Gold Star and Commendation Ribbon.

Mr. Boyer, who has been elected executive vice-president in charge of basic commodities activities, in September was named vice-president and administrator of the flour, feed and oil seeds operations, the duties relinquished by Mr. Kennedy when he was named executive vice-president. At the time of his September election, Mr. Boyer came to Minneapolis from San Francisco where he had been general manager of Sperry operations since 1953. He was named to the board of directors of the company last February.

Mr. Boyer started with the Sperry Flour Co., Oakland, California, a predecessor of General Mills, as a bill and order clerk in 1911, joining the company at the age of 17. After army service in France during World War I, he returned to Sperry and advanced through that division, becoming general sales manager, vice-president of General Mills. He received his education at the Oakland Business College and the University of California.

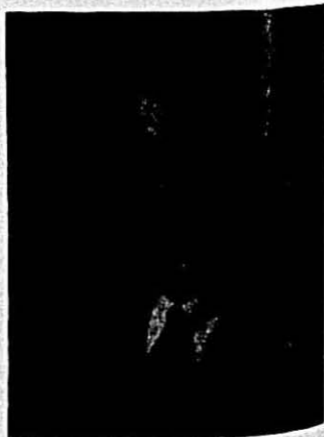
Colonel Ellis English

Ellis D. English, president of Commander-Larabee Milling Co., merits the title because of his commission from the state of Kentucky.

Mr. English received the colonelcy at Hazard, Kentucky, while attending an observance by Mountain Wholesale Company of 30 years of uninterrupted business relations between that firm and Commander-Larabee.

Mountain Wholesale has handled Commander-Larabee's Princess brand flour for that length of time.

During the festivities at Hazard, R. W. Gibson, president of Mountain Wholesale presented the Kentucky Colonel Commission, signed by Governor Chandler, to Mr. English. Mayor Douglas C. Combs of Hazard also bestowed a gold key to the city on the Commander-Larabee executive.



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Golden Grain Showboat

A chartered bus was used recently in "showboat" fashion to introduce Rice-A-Roni, the new Golden Grain Macaroni Company product, directly to major southern California food buyers.

According to Tom Kizer, president of California Transit Advertising in Los Angeles, this was the first time a direct sales presentation had been made in this way.

In cooperation with McCann-Erickson, Inc., Golden Grain's advertising agency, Mr. Kizer chartered the bus from California Transit Company. The agency decorated the outside of the bus with banners and giant 12-foot bus cards. Inside, tables covered in red and white checked tablecloths held a silver chafing dish of Rice-A-Roni for serving on one side of the aisle, while on the other side was a rear view projector and turntable.

Buyers got a picture of the Rice-A-Roni advertising program from a stack display of the product and a unique dimensional stack reader card set up at the rear of the bus.

At each scheduled stop near the buyers' offices, the buyers came aboard the bus and were met by Tom DeDomenico, Golden Grain sales manager; Paul Lee, Golden Grain southern California sales manager; Charles Foll, McCann-Erickson account executive; and a pretty hostess.

Foll illustrated the Rice-A-Roni advertising story with its television film and its radio jingle and outlined the advertising program.

Samples Presented

Mr. DeDomenico and Mr. Lee outlined the sales program and presented each buyer with a take-home assortment of Golden Grain products. The hostess served samples of Rice-A-Roni, a combination of long grain rice, tender vermicelli and herb-flavored chicken soup stock.

Mr. Kizer said that other manufacturers have used a chartered bus for special dealer merchandising, but this was the first time a direct sales presentation had been made in this unique way. Some of

the largest buyers were sold on the spot, he reports, and a virtual 100 percent distribution in the Los Angeles market was achieved within three weeks.

Rice-A-Roni was advertised in winter trade publications as a poultry stuffing. Year round copy calls it "ideal side dish or casserole."

La Rosa in Florida

Florida's importance as a growing market for macaroni and Italian food specialties has led V. La Rosa & Sons, Inc., macaroni manufacturers, to expand its sales force in that state.

La Rosa's operations in Florida encompass the cities and nearby communities of Miami, Tampa, St. Petersburg, West Palm Beach, Ft. Lauderdale. Lines of macaroni, spaghetti and accompanying Italian-style sauces in these markets will be broadened, while the company is also considering adding other major Florida cities to its sales plans.

Beginning in January, a comprehensive advertising and sales promotion campaign will be used in Florida newspapers and on radio. A heavy schedule of radio spots will be used in these market areas, with large newspaper space ads scheduled for weekly insertion for several months.

Advertising Macaroni Nutrition

(Continued from page 25)

ment the essential amino acids present in our products. This significantly raises the level of Lysine and Tryptophane so that the macaroni dish as consumed will provide an excellent source of high quality protein. According to the National Research Council and the Council of Foods and Nutrition of the American Medical Association, there is no apparent deficiency of protein in our population due to the available diet that prevails.

An interesting fact to take cognizance of is that 20% or more of the daily total protein intake comes from cereal products. The search is not for foods to supply more proteins in the diet, but

for a group of protein sources the combined will provide amino acids in proper amounts and ratios to result in optimum health. Analysis of macaroni and noodles for protein shows the following:

	Protein Content
Macaroni	12% to 12 1/2%
Egg Noodles	13% to 13 1/2%

Fat and Cholesterol

Nutritionists today are recommending that it is essential to reduce the fat intake in order to prevent obesity and possible body disturbances which may ultimately lead to arteriosclerosis. Macaroni and noodle products can be considered low fat foods, as the following data will indicate:

	Fat Content %
Macaroni	Average 1.3 (3.0)
Egg Noodles	Average 1.5 (3.0)

Recently, a study was made by the American Heart Association and the American Society for the Study of Arteriosclerosis. This report was published in "Circulation," August, 1957.

"This is a time when great pressure is being put on physicians to do something about the reported increased death rate from heart attacks in relatively young people. People want to know whether they are eating themselves into premature heart disease. They are entitled to an unprejudiced answer."

There is not enough evidence now available to "permit a rigid stand" of the relationship between dietary fat, arteriosclerosis and coronary heart disease. But the evidence that does exist warrants the most thorough investigation.

Authors of the report include Dr. Herbert Pollack and Charles F. Wilkinson, Jr., New York University Postgraduate Medical School, New York; Dr. Frederick J. Stare, Harvard School of Public Health; and Drs. Irvine H. Page and A. C. Concoran, Cleveland Clinic, Cleveland, Ohio.

An authoritative appraisal of present state of knowledge on this subject is given in "Dietary Fat in Human Health," Publication 575, National Academy of Sciences. National Research Council should serve to avoid premature conclusions on the part of both the profession and the public.

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- 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.

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New York 7, N. Y.



Sid Luckman joins San Giorgio team. Left to right are: Henry J. Guerrisi, office manager; Sid Luckman; Robert C. Guerrisi, vice president; Raymond J. Guerrisi, president and general manager; and Joseph J. Guerrisi, treasurer.

Sid Luckman, vice president of the Chicago Bears' football team and backfield coach, is selling San Giorgio Macaroni products with San Giorgio's food brokers, V. H. Monette & Company of Smithfield, Virginia.

Cellophane Report

THROUGH constant research in cellulose technology and increased market development activities, packaging fibers and films are gaining new markets.

Despite the general business recession during the first six months of 1958, so many remarkable research and development advances were made in products and new uses that film manufacturers view 1959 with a great deal of optimism.

A major development of Avisco cellophane during 1958 was the opening of the Marcus Hook, Pa., cellophane installation. This is the most modern cellophane plant in the world, with the largest IBM control system in private industry. This new Avisco facility processed its first order late in the summer and will soon be producing at the rated capacity of 500 million pounds a year.

The introduction of Avisco REO cellophane, the revolutionary polymer coated type for in-store packaging of fresh red meat wrap by supermarket operators and meat managers is proof that research has paid off with this cost-reducing, sales-building film.

Shipments Up

Shipments of all Avisco cellophane types were up during 1958, in line with the trend to expand cellophane packaging in every field, particularly baked goods and fresh produce. Shipments, in fact, were even larger than during the record year of 1956.

Continued growth of use of cellophane as a packaging material was forecast by Donald F. Carpenter, general manager of the Du Pont Company's Film Department, as he announced that the company's new cellophane plant at Tecumseh, Kansas, is now in commercial production.

"The Tecumseh plant," he said, "with 50 million pounds annual capacity and representing an investment of many millions of dollars, is evidence of our confidence in the continuing growth of markets for cellophane and of the ability of cellophane to penetrate those markets."

"We have developed more than 100 types of cellophane, each designed to fill a specific packaging need, and we expect to continue to develop new types to meet the packaging requirements of the future."

Mr. Carpenter noted that many competing films and packaging materials have been introduced in recent years, but predicted that cellophane would remain competitive because of the ability of the manufacturer to build into it the properties required for particular uses. Mr. Carpenter observed that since it was first produced in the United States in 1924, cellophane has always faced competition

from lower-priced packaging materials, and has achieved its enormous and continuing growth in this competitive race.

Robert R. Smith, director of Du Pont's packaging sales division, said that sales of cellophane by all United States manufacturers are expected to reach 550 million pounds by 1968, an increase of 38 percent over the estimated 400 million pounds sold in 1958. This forecast of growth, averaging 15 million pounds a year, takes into consideration the concurrent growth of polyethylene, polystyrene, vinylidene chloride, and other new films, as well as other packaging materials, Mr. Smith said.

He estimated the 1968 market potential for films at one billion pounds in the packaging field alone, as against 1958 estimated sales of 600 million pounds. "Here, in this potential," he said, "are growth opportunities for many different films, some not yet out of the research stage."

Self-service Potential

"Population is growing. Self-service of foods is far from saturated. Convenience packaging is only in its infancy and in other types of retail outlets self-service has only scratched the surface. And self-service is a form of retail merchandising upon which the consumer has unquestionably put her stamp of approval."

"In the present large market for flexible films there already exists, and in the potential market there surely will be, a tremendous number of different and subtle package requirements none of which can begin to be satisfied by any one film or any single set of properties, however dynamic they may be. Polyethylene, for example, cannot achieve it alone, nor can cellophane."

"But because we have demonstrated that cellophane is not one but many films and can be built into more because it lends itself to modification better than any one single film, including the plastics, we believe that cellophane will find a growing demand and continue to be the leader in the transparent film field."

Mr. Smith said that the question is frequently asked, "How can you expect to sell cellophane against cheaper polyethylene?" Price of materials, he said, is but a single factor in packaging costs, and packaging is part of the cost of buying a market.

Dr. Nelson Allen, assistant manager of sales development and technical service of Du Pont's Film Department, stated that development of new types has proceeded along two lines: building new properties into cellophane and finding new markets for these films, and developing new films to meet the requirements

of packaging markets that have shown unusual promise.

Dr. Allen said that in 1958 Du Pont introduced three new types of cellophane commercially: 500 K-201, a high-yield polymer-coated film for the baking industry; 500 K-202, a high-yield polymer-coated film for general packaging; and MSD-60, for baked goods. In addition, a new high durability polymer-coated film is being sold in limited field test amounts for crackers, biscuits, and candy, and Du Pont is announcing today a highly moisture-permeable, heat-sealing cellophane designed for packaging pies, doughnuts, and hard crusted bread rolls.

"Du Pont has a large technical organization working on still further improvements in cellophane types," he said. "In 1958, for example, we announced an improved MSAD-80 cellophane, designed to keep self-service meat looking its best, and work is continuing on still further improvements in films for fresh meats."

"In 1959, new improved cellophane films for polyethylene melt extrusion will be introduced. Both nitrocellulose and polymer-coated films will be available for this rapidly growing market in the field of vacuum and inert gas packaging."

"A new adjusted permeability film for processed meats and fresh produce will be field tested on a wide scale. This film will have improved appearance over current films."

"We expect to be field testing in 1959 types of cellophane made by radically new processes that will have greatly improved durability."

Versatility

"Cellophane has proven itself for 35 years to be an extremely versatile material. The base sheet of regenerated cellulose can be widely modified, the coatings can be varied to an infinite degree. The properties resulting from these changes give truly new packaging materials that penetrate further existing markets and open up new markets. We can expect in the years to come an unending array of new films to meet the demands of the trade—films built on that most flexible base, cellophane, for new transparent flexible packaging materials."

Among the newer concepts in packaging, bundling—the combining of two or more packages to form a shipping unit—has been making steady progress because of its saving in shipping costs and its aid in inventory control. Bundling shows promise of wider cellophane use during 1959. The pharmaceutical, candy and tobacco industries are enthusiastically testing this idea.

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That's because more and more housewives today insist on foods that are enriched, knowing that they offer the best dollar value for they contain the most nutrition value.

All this adds up to increased sales, more profits for you when you enrich your macaroni products. And the profits grow even larger when you use Sterwin's modern enrichment methods. For enrichment by Sterwin is more economical... assures you of maximum accuracy at minimum cost.

RETROSPECTIONS

by
M. J.



35 Years Ago

- "Waste is everywhere," said the Macaroni Journal cover message. "It may be time, money, effort or material - still it's harmful."
- Durum millers agreed to change their basis of quoting prices on durum products from barrels to pounds. Semolina will also be packed in 100-lb. sacks rather than in 98's. More accurate figures on macaroni production should result.
- Leading firms in the industry have completed plans to benefit by the natural macaroni demand that Lent provides through increased publicity in newspapers; grocers' journals and national magazines; billboard posting; and street car advertising.
- W. F. Lipp, secretary-treasurer of the Peoples Macaroni Company, Buffalo, New York, has resigned to resume his former connection with the American Macaroni Corporation, Buffalo.
- William A. Tharinger, president of the Tharinger Macaroni Company, Milwaukee, Wis., returned to his office after a month's battle with the flu.
- The plant of Procono & Sons, Syracuse, New York, was damaged to the extent of \$10,000 by fire, originating from an overheated boiler.

25 Years Ago

- The Code of Fair Competition for the Macaroni Industry was officially approved January 29, 1934.
- President Henry Mueller of N.M.M.A. was not able to attend the organizational meeting of the Code Authority February 8 in Chicago, being on a tour of the Mediterranean Sea area.
- The first Macaroni Code Authority elected by signed ballots of U. S. macaroni-noodle manufacturers, consisted of the following: G. G. Hoskins, John V. Canepa, Louis S. Vagnino, Frank A. Ghiglione, M. DeMatta, Leon G. Tadjague, Henry Mueller, Wm. Culman, V. Giatti.
- The Dupont Cellophane Company, New York, agreed to aid our Association in the fight against the use of yellow colored cellophane on noodle packages to give an artificial idea of the egg content of the noodles enclosed.
- I. J. Grass Noodle Company, Chicago, inaugurated a new radio program this month known as Mrs. Grass' Morning Festival. Commercials will be centered around the slogan "It's the Extra Eggs."
- Armour & Company announced a new process for preparation of frozen eggs which gives the finished product uniformity and consistency not before attainable in a 100% egg product.

15 Years Ago

- The macaroni industry was cooperating in the Government sales promotion program featuring "No-Point Low-Point Foods."
- Eighty-two manufacturers and allies registered at the industry's Mid-Year Conference at the La Salle Hotel, Chicago. Principal speaker was J. Sidney Johnson, Advertising Director of the War Food Administration, who explained in detail the Government's consumer education plan on greater use of no-point and low-point foods.
- The Rossotti Lithograph Corporation, North Bergen, New Jersey, was host at dinner to those attending the sectional industry meeting at Hotel New Yorker on January 14 as well as those attending the Mid-Year Conference in Chicago January 24.
- "The relatively low protein content of semolina products being produced this year is naturally attracting some attention," said E. V. Hetherington, of General Mills, Minneapolis.
- Pillsbury Flour Mills' Northwest Sales Division moved to their new offices on the ground floor of the Metropolitan Building, Minneapolis, where the company's national headquarters are located.

5 Years Ago

- Palmer Dahlgren, Adams, North Dakota, who took top honors at the North Dakota State Durum Show in Langdon in November, was named International Durum King at the International Hay and Grain Show held in Chicago in December.
- North Dakota scientists told the durum farmers that the rust fight will be a long and expensive project.
- The C. F. Mueller Company has adopted an appetizing new "window" package for all its horizontal packages of macaroni, spaghetti, and thin-spaghetti, following the success of the window in its vertical packages of noodles and macaroni.
- The Dupont Company was cleared in a suit when U. S. District Court Judge Paul Leahy ruled that the cellophane operations of the company were not a monopoly or conspiracy in restraint of trade as charged by the government.
- Bart J. Viviano, son of Mr. and Mrs. Louis A. Viviano, Jersey City, New Jersey, was named General Counsel of the Lehigh Valley Railroad.
- Peter La Rosa, president of V. La Rosa & Sons, Inc., Brooklyn, New York, announced his firm's 40th annual Christmas bonus. One week's wages was given to all salaried employees.

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FOR SALE - Clermont Noodle Cutter, with five sets standard cutting which rolls Dough Breaker, Noodle Dryer consisting of two units, Preliminary Dryer and Finish Dryer. In excellent condition, in operation now. Reasonably priced. Write Box 19, Macaroni Journal, Palatine, Illinois.

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Recipe Readers

(Continued from page 29)

per cent of these are regular readers. Those that aren't list lack of time and lack of interest as their principal reasons for not reading the food pages.

Highest Readership

Readership is highest in the suburbs, 83 per cent and lowest for farm women, 63 per cent. The urban average is 71 per cent. By income groups, it is highest with middle and upper income groups, 72 per cent or more compared to 67 per cent for the lowest income group. Food pages are read most by women with one, two or three children and less regularly by those with more or with none at all.

For Flavor

Add chopped chives to a macaroni and cheese casserole.

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 feeders or 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.

Send today for this sales-building ad mat to help you sell more spaghetti

Now, in addition to selling your products for favorite spaghetti-macaroni-noodle dishes—you can sell them to help satisfy the homemaker's never-ending desire to serve things new, different and exciting.

This newspaper ad is the third in our new series designed to help you get additional sales and to build prestige for your brand name. The ads are available in mat form at a mere fraction of their true cost. The recipes featured were created by Betty Crocker and tested by our famous consumer panel.

COST? 50¢ PER MAT

You pay only 50¢ for each mat—a real bargain when you consider the time, talent and material required to produce them. And even more of a bargain when you consider the extra sales they'll help produce. Offer good only in U.S.A.

HOW TO USE? SIMPLE!...

Have your newspaper type-set your brand name where it appears in the ad. Give insertion dates. You pay only for space used.

WANT FLEXIBILITY? IT'S YOURS

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 details—or use this coupon

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

Please send _____ (quantity)
ad mats featuring Spaghetti Pie. I
have enclosed 50¢ for each mat.

Firm _____

Address _____

City _____ State _____



DURUM SALES

Minneapolis 26, Minnesota

No. 3 in General Mills' new series of ad mats

This mat is reproduced actual size—2 col. x 6 1/2". Send for yours today. Watch the Macaroni Journal for other ad mats offered by General Mills.

New idea
to stretch
food dollars



SPAGHETTI PIE
made extra tasty with
YOUR BRAND SPAGHETTI

SPAGHETTI PIE

7-oz. pkg. thin spaghetti	TOPPING
1 cup cottage cheese	1 egg, beaten
2 eggs, slightly beaten	2 tbsp. grated
1/4 tsp. salt	Parmesan cheese
1/4 tsp. pepper	
1 cup grated sharp Cheddar cheese	

Cook spaghetti by dropping it into 8 cups rapidly boiling salted water (4 tsp. salt), bring back to rapid boil. Cook, stirring constantly, 3 minutes. Cover with tight-fitting lid, remove from heat and let stand 10 minutes. Rinse with hot water, drain.

Heat oven to 350° (moderate). Mix together cottage cheese, 2 eggs, salt, pepper, Cheddar cheese, and spaghetti. Place in buttered 9" pie pan. Top with egg and Parmesan cheese mixture. Bake 45 to 50 minutes, until silver knife inserted in center comes out clean. Serve warm garnished with parsley. May be served in pie-shaped wedges with Mushroom or Tomato Sauce. 4 to 6 servings.

MUSHROOM SAUCE: Dilute 1 can condensed cream of mushroom soup with 1/4 cup milk. Heat.

TOMATO SAUCE
1 tbsp. butter, melted
2 tbsp. chopped onion
2 tbsp. chopped green pepper

8-oz. can tomato sauce
salt and pepper to taste

Sauté onion and green pepper in melted butter until onion is transparent. Add tomato sauce, seasonings; heat over low heat.

SEND COUPON TODAY!