

**THE  
MACARONI  
JOURNAL**

**Volume 43  
No. 2**

**June, 1961**



# Macaroni Journal

THE PUBLICATION  
OF THE  
NATIONAL MACARONI  
MANUFACTURERS  
ASSOCIATION



Outdoor Cooking

Convention Plans

JUNE, 1961





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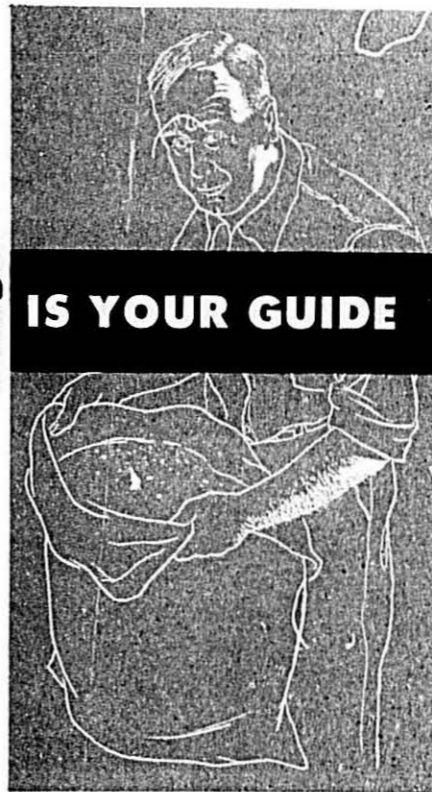
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# The MACARONI JOURNAL

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Volume 43, No. 2

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Subscription rates  
Domestic ..... \$4.00 per year  
Foreign ..... \$5.00 per year  
Single Copies ..... 75¢  
Back Copies ..... \$1.00

Official publication of the National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Illinois. Address all correspondence regarding advertising or editorial material to Robert M. Green, Editor.

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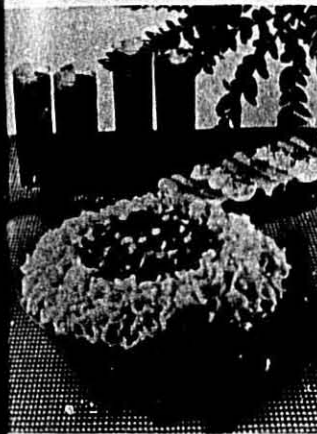
Picnic days are here again, and popular with everyone are tempting macaroni salads. See story on page 5.

—National Macaroni Institute photo

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THE MACARONI JOURNAL

## HOT OR COLD, MAKE IT WITH MACARONI!



Macaroni and Vegetable Ring.

OUTDOOR eating, easy-fixing recipes, one-dish meals, salads and combinations which tie in well with barbecues and picnics—the National Macaroni Institute summertime publicity promotion, "Hot or Cold, Make It With Macaroni," got into high gear during the month of April, with advance releases to food editors. Warm June days put folks in an outdoor eating mood, and it is time to get out the picnic hamper. Wise picnicers know that it is just as well to take one home-prepared dish along when on the best organized picnic. A hearty macaroni salad fills the bill... is easy to fix and to carry, and what's more, you can be sure it'll be popular with everybody. Needs no special refrigeration either, and if you pack your macaroni salad in individual paper containers, you'll be saved a lot of fuss and muss on the spot. And you'll be assured that there will be enough to eat even if the main cook-out dish should go wrong. An appealing suggestion is an elbow macaroni and tuna salad prepared with zippy dressing and vegetables, as shown on our cover photo. Here is the recipe:

**Macaroni Picnic Salad**  
(Make four-six servings)  
1/2 teaspoon salt  
2 quarts boiling water  
1 cup elbow macaroni (8 ounces)  
1/2 cup chopped celery  
2 tablespoons chopped onions  
1 can (4 1/2 to 7 ounces) tuna, drained  
1/2 cup sliced pimiento-stuffed olives  
1/2 teaspoon dry mustard  
1/2 teaspoon vinegar

1/2 cup French dressing  
1 teaspoon salt  
2 medium-sized tomatoes

Add one tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain.

Combine celery, onion, tuna, olives and macaroni. Combine mustard, vinegar, French dressing and one tablespoon salt, blend well. Stir into macaroni mixture, mix well. Cut tomatoes into thin wedges and mix lightly with macaroni mixture. Chill thoroughly. If desired, garnish with water cress.

Picnic or barbecue, dining out-of-doors is the mode for summer living. The rules for choice of food are not rigid, but certain items are traditional favorites. For instance, a Macaroni and Vegetable Ring can be the basis of an easy-to-fix summer supper, accompanied by ham rolls and deviled eggs with iced tea as the beverage.

### Macaroni and Vegetable Ring

(Makes six-eight servings)

2 tablespoons salt  
4-6 quarts boiling water  
4 cups elbow macaroni (1 pound)  
1/2 cup chopped celery  
1/4 cup grated onion

1/2 teaspoon celery salt  
1/2 teaspoon seasoned salt  
1/4 teaspoon pepper  
3 cups cooked mixed vegetables  
1/2 cup French dressing

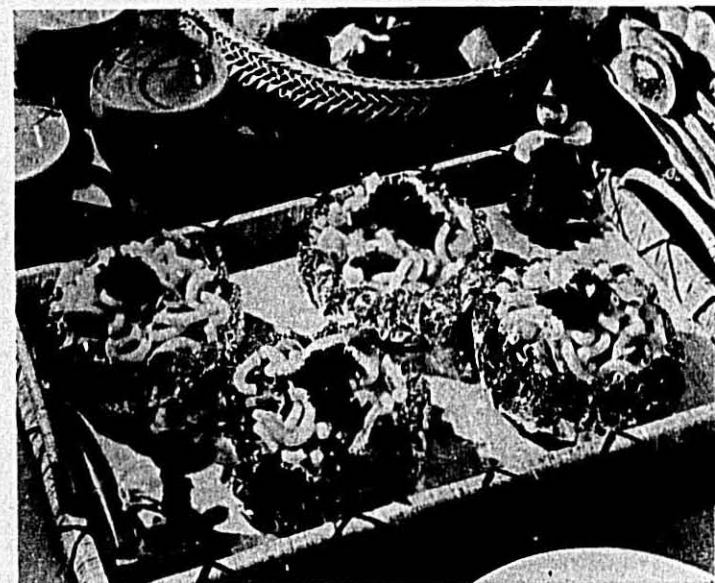
Add two tablespoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water. Drain.

Combine macaroni, celery, onion, celery salt, seasoned salt and pepper; mix well. Chill. Combine mixed vegetables and French dressing; mix well. Chill. Arrange mixed vegetables in center of serving platter. Arrange macaroni around mixed vegetables.

If rotisserie cooking or outdoor grilling is the order of the day, how about a barbecued lamb roast complemented by spaghetti tossed with butter and dill seeds. To round out the menu, strawberries, at their peak in June can be served plain, to be dusted in sugar, which brings out their full, delicious flavor.

Summer finds the youngsters home for lunch, and busy mothers appreciate quickly prepared dishes which provide nutritious eating. Elbow macaroni is the base of many delicious luncheon choices. Especially appealing to the

(Continued on page 18)



Corral Tuna Macaroni Casseroles.



## San Francisco Convention Program Plans



Golden Gate Bridge . . . world's largest single span with ocean liner headed toward the Pacific.

**T**HE Fifty-seventh Annual Meeting of the National Macaroni Manufacturers Association will be held at the Hotel Mark Hopkins July 10-11-12-13.

### Monday, July 10

The Standards, National Macaroni Institute, and Constitution Committees will meet the morning of Monday, July 10. The Board of Directors Meeting is scheduled for a 12:30 Luncheon and Afternoon session.

Between six and seven o'clock on Monday, Tuesday and Wednesday evenings, a Reception and Cocktail Hour will be held. This pleasant opportunity to socialize with other conventioners before the dinner hour is being co-sponsored by all suppliers to the macaroni industry, and a representative of each contributing supplier will be in the receiving line to greet guests.

### Tuesday, July 11

At the opening of general sessions on Tuesday morning, July 11, President Emanuele Ronzoni, Jr. will welcome members and guests.

Theme of the first general session is "The Rapid Rate of Change" and Mr. Richard M. Oddie, Small Business Consultant, Bank of America, as keynote speaker will present "The Business Outlook" from the world, national and regional viewpoints. President Emanuele Ronzoni, Jr. and Secretary Robert M. Green will report on "The Industry Picture." "Cross Country Comment" will follow—a panel discussion on marketing practices, packaging and product trends, product popularity,

consumption and ethnic backgrounds. Panelists have been chosen representing varied regional marketing areas for a good overall picture of the industry.

In the afternoon a three-hour tour of San Francisco in vista dome buses is planned. We will see the famed Mission Dolores, the Bay Area from Twin Peaks, lovely homes and gardens in exclusive St. Francis Wood and Sea Cliff, Golden Gate Park and its famous Steinhart Aquarium, the world renowned Cliff House overlooking Seal Rocks and the Pacific, the Golden Gate from Land's End, Presidio Military, Palace of Fine Arts, Alcatraz Island, Fort Mason.

In the evening following the Sup-

pliers Social and Cocktail Hour, the traditional Rossotti Spaghetti Buffet will be held with genial Alfreo and Charles Rossotti as hosts.

### Wednesday, July 12

Theme of the second general session Wednesday morning, July 12, is "The Woman's Point of View." Following a film showing of the excellent North Dakota Wheat Commission's "Durum—A Standard of Quality" H. Howard Lampman, executive director of the Wheat Flour Institute, will present a report on the durum wheat miller's promotional efforts toward macaroni consumption. Theodore R. Sills, public relations counsel for the National Macaroni Institute, will moderate a panel discussion on consumer questions on quality, value, packaging, recipe convenience, and the like. Panelists will be our own ladies. Comments by a magazine editor and an educator in the nutritional field will follow.

The report of the Nominations Committee will be read at this session, followed by the election of the director for the coming year. Immediately following the morning's session, a Board of Directors Organizational Luncheon meeting will be held for the purpose of electing Association officers for the coming year.

Wednesday evening following the Suppliers Social and Cocktail Hour conventioners will attend the Association Dinner Party to be held in Peacock Court at the Mark Hopkins, where the new officers for the coming year will be introduced.

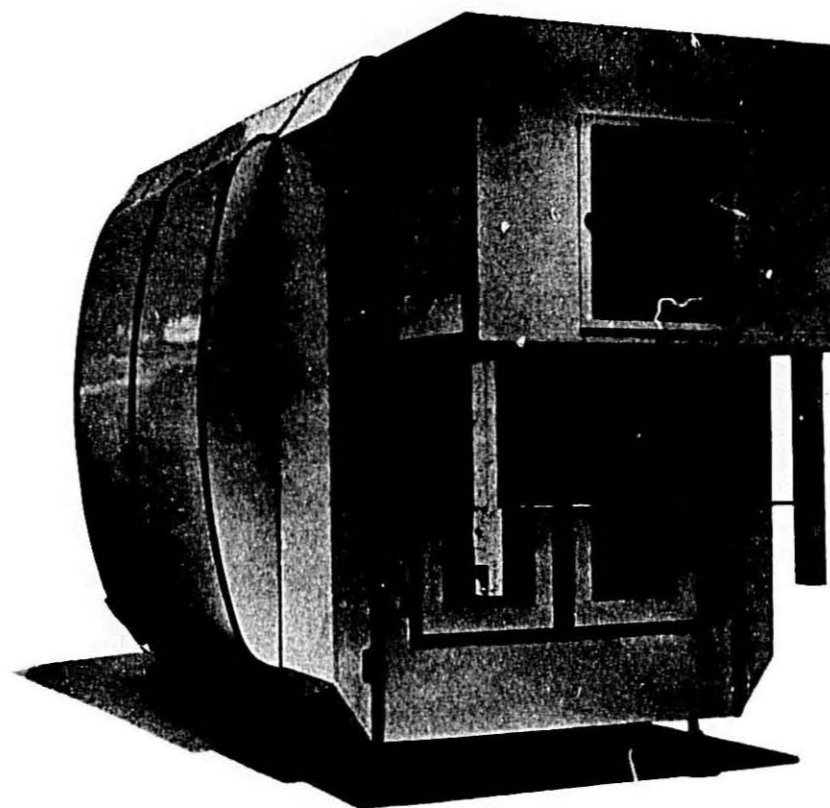
(Continued on page 22)



Aerial view of downtown San Francisco, showing both bridges, with Alcatraz Island in the background.

THE MACARONI JOURNAL

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## Working Through People

by Allen W. Walz, director of personnel and public relations,  
Canada Dry Corporation

THE KERNEL of the philosophy of working through people for greater productivity has been well-stated by our good friend Clare Francis, former chairman of General Foods and now chairman of Studebaker Corporation. He said: "You can buy a man's time, you can buy a man's physical presence at a given place, you can buy a measured number of skilled muscular motions per hour or day, but you cannot buy enthusiasm, you cannot buy initiative, you cannot buy loyalty, you cannot buy devotion of hearts, minds and souls. You have to earn these things." In this same vein, Mr. Francis went on to say: "It is ironic that Americans, the world's most advanced people, technically, mechanically and industrially, have waited until a comparatively recent period to inquire into the most promising simple source of productivity, namely, the human will to work."

When we consider the full import of Mr. Francis' statement, there is little need to enlarge upon it. However, we must face the fact that it does carry an implied challenge and it does raise some important questions:

For instance:

- How can we get employees to understand that the security of their jobs as well as their opportunities for future growth, depend upon the profitable development of their company?

- How can we achieve a positive employee attitude toward job responsibility with a resultant increase in employee productivity?

- How can we, as American businessmen, work through, and with people, to increase our productive service to the American economy?

Before tackling these questions, I think we must first define "productivity." Economists call it the ratio of output per man hour; it results from a combination of employees' efforts, the equipment provided and management know-how. Looking at it in this light, we quickly recognize that industry has done a great job in providing the equipment for increased productivity. But we cannot escape the fact that despite all our technical advancement we have yet to exercise the full scope of our management skills and abilities to achieve through people, much needed improvement in productive efficiencies and customer services at a lower cost. The history of our economy is living

testimony to the fact that once we learn to use the magic key of getting things done through people, we will unlock the door to increased employee productivity. The resultant decrease in the cost of doing business will not only be reflected in a higher gross national product, but it will provide industry with a veritable new lease on life.

### Price Squeeze

Today, the majority of our companies are caught in the squeeze between price competition and high labor and materials' cost. With greater employee productivity, our companies will not only enjoy better labor-management relations but also better stockholder relations. And think of what it will mean to the individual employee's sense of well-being if he can be made to realize that he is creating a bigger pie, of which he will get a bigger piece.

I believe we can agree that, with the exception of a few really lazy people, a half-hearted work effort and clock-watching attitude makes the ordinary man miserable and undermines his self-respect. I think, by the same token, we are only too well aware that many employees tend to work at half steam much of the time, and any attempts to get them to do more work by simply ordering them to work harder meets with an indifferent response and the general answer that the company is making enough money anyhow. However, before we look at some of the known ways of off-setting this condition, it might be a good idea to look at its causes.

### Employee Indifference

Basically, there appear to be five main causes for employee indifference to job responsibility.

- First is the nature of modern industry: Mass production admittedly involves many job assignments that are dull, repetitious and boring, which also applies to the job of the white collar worker and, in many instances, Executives.

- As a second cause, there is in our society less economic fear on the part of the individual, thanks to a relatively full employment and built-in cushions for the periods of unemployment. In the nineteenth century, the ordinary working man often had his back to the economic wall. He had to work like hell and if he lost his job and his

family starved there was not much he could do about it until he got another job. This undesirable condition, although it made for work discipline, has no place in the America of today. In our economy, fear and threat are not the means of getting things done through people.

- The third cause is that workers' loyalties are often divided between the union and the company. The process of negotiating labor agreements has led to a bargaining psychology among organized employees who, consciously or not, seem to be out to get the most for the least.

- As a fourth cause, there appears to be very little opportunity today for the average man to become a Horatio Alger hero. Corporations are inclined to develop training programs open only to college graduates as material for tomorrow's management. This tends to undermine the feeling among employees that with hard work a man can get to the top.

- Finally, there is the confidence that the employee has, or does not have, in his management. This confidence, or the lack of it, inspires and triggers his cooperation, or shuts it off.

### Why Work?

Why does a man work? First of all, I think we can agree, that basically he works for the economic security of himself and his family. But, it has been proved by careful survey and by practical observation that almost as important to a working man today as dollar income is the knowledge that he is doing a good job.

For example, Stanford University's Division of Industrial Relations gave 7,000 employees a check list of nine items to find out which weigh most heavily in job satisfaction. The highest score went to "Knowing I am doing useful work and doing it well." Next came "Security of employment," and third, "Having a fair and understanding supervisor."

This seems to sustain the position that the will to work is not stimulated by take-home pay alone, but is very much dependent upon a man's sense of well-being and the pride he feels in his work.

In Greenwich, Connecticut, there is a company known as the Norden-Ketay Corporation. A research study of

(Continued on page 26)

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## NEW TESTING APPARATUS

by L. D. Sibbitt and O. J. Banasik



O. J. Banasik

THE North Dakota State Wheat Commission purchased for the Department of Cereal Technology a Buhler pneumatic flour mill, a Brabender Quadruplex flour mill and a National mixograph. The flour mills represent the latest advancement in design of automatic experimental flour milling.

The flour produced has nearly the same baking quality characteristics as the flour obtained from a commercial mill. The mill can be used advantageously for demonstrating and instructing modern commercial flour milling.

One special advantage of the automatic mill is that accurate results can be obtained without being bound to use any definite quantities of wheat. Whether 20 pounds or only one pound of wheat are ground, the gluten properties of the resultant flour remain the same. Also the capacity of the flour to absorb water is not affected by the quantity of wheat milled. In experimental milling a normal rate of 20 to 25 pounds per hour is used.

It is anticipated that the new mill will give desired milling information on wheat varieties that have progressed from the wheat nursery into the more elaborate field plot trials. Differences in flour yield among the various varieties will be somewhat similar to results expected when the wheats are milled on a commercial unit.

The Quadruplex Laboratory mill is a precision roller mill utilizing an entirely new principle of milling, which is that of multiple grinding with fixed corrugated rolls. This problem was solved by using fixed roll mountings and by using a special hard steel for

the rolls. This arrangement makes it impossible to damage the rolls by improper settings.

The flour the mill produces, although somewhat granular, compares remarkably well in yield, ash and quality with commercially milled flour.

Another advantage of the mill is that it can handle extremely small samples, less than one ounce, and still reproduce the properties in the flour milled from them. This makes it an ideal tool for the wheat breeder.

The Brabender mill will be used primarily for the rapid production of flour from small samples, approximately three to four ounces, of new nursery hybrid wheats. It is anticipated that a great many more hybrids will be evaluated each year for quality.

### New Mixograph

In using the new mixograph the time required to obtain a flour-water mixogram varies from six to 12 minutes. One laboratory technician can conveniently operate this new unit simultaneously with the mixograph the department already has. Therefore, the main purpose of this new mixograph will be to increase present capacity for the determination of the mixing characteristics of flours obtained from the Brabender flour mill.

The determination of the protein content of wheat provides a useful index for assessing its value in the production of bread. The chemical Kjeldahl method is accepted as the standard procedure and was apparently first used by a flour mill in December, 1900.

The grading standards are based on such factors as test weight, moisture, foreign material, damaged kernels and mixtures. However, the protein test was added to augment the information contained in the wheat grade.

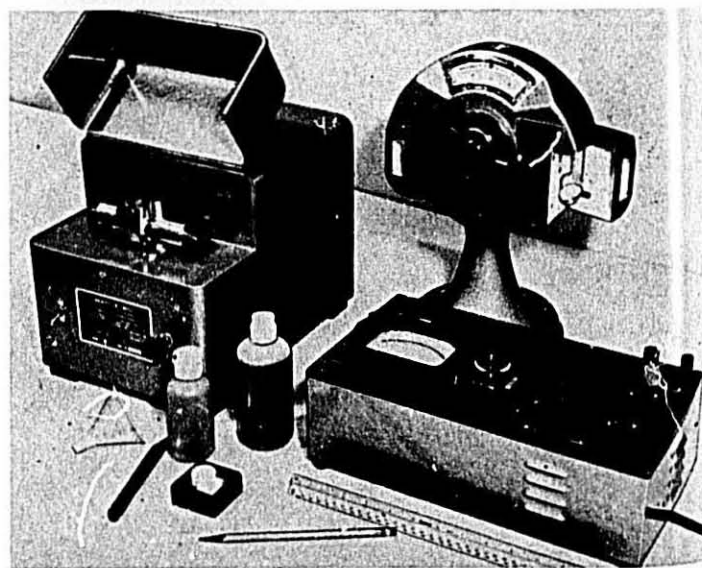
The Kjeldahl method for determining protein content has certain disadvantages. Attempts have been made in the past to develop a simpler, faster and less expensive technique.

Studies by Udy in 1954 and 1956 were concerned with the dye-binding capacities of wheat proteins. The results which indicated the reaction between certain dyes and the protein might offer a useful quantitative estimation of the protein contents of wheat and flour. A correlation of 0.997 was obtained between his method and the accepted Kjeldahl test.

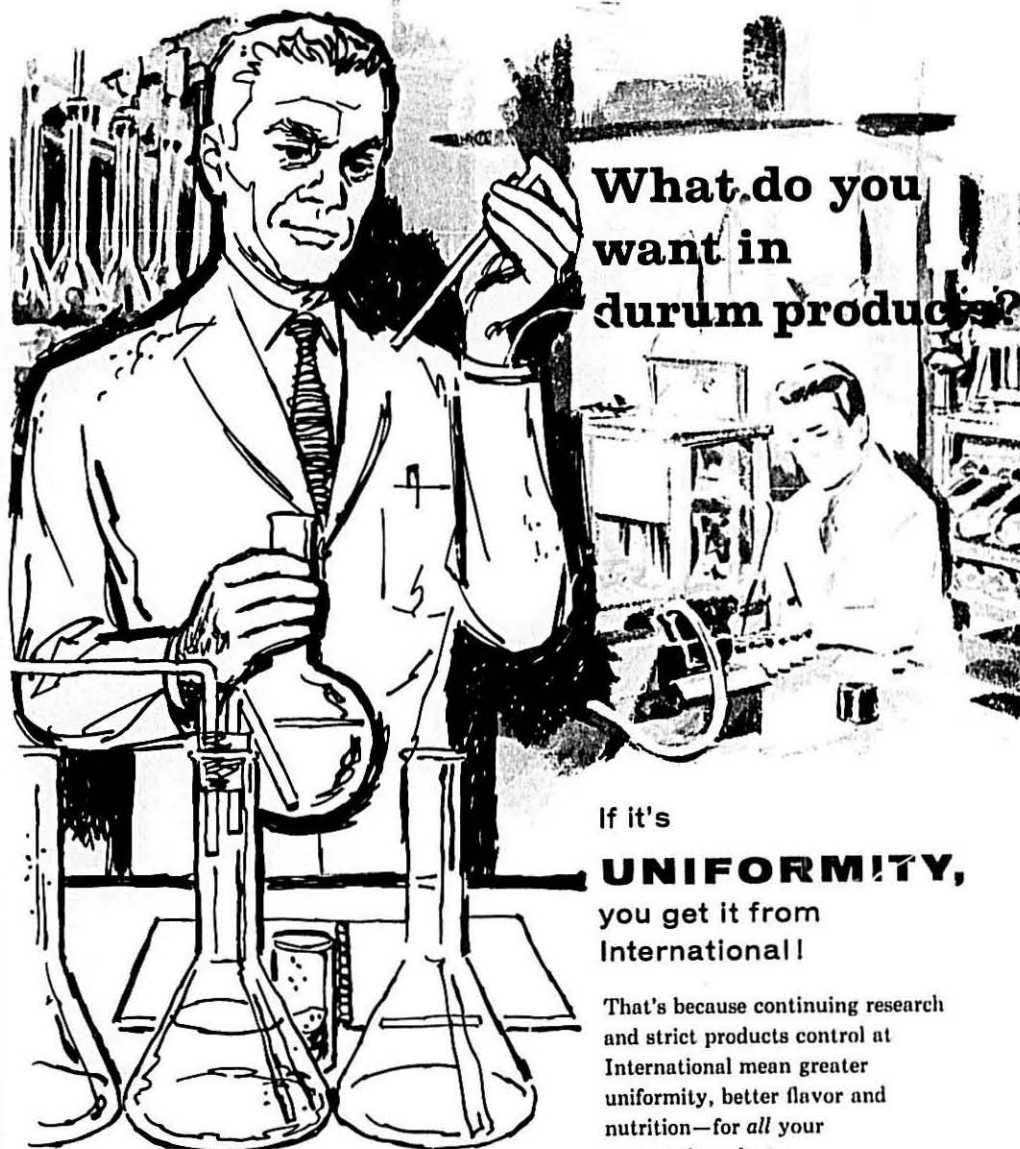
Udy developed and obtained equipment items that employed the relationship he had established, thus the Udy Protein Analyzer came into existence.

Briefly, this is how the Udy Analyzer is used. A sample of whole grain is weighed out on the Precision Balance then transferred to a Reaction Tube. Reagent Dye Solution is dispensed from a carboy, via an Automatic Pipette

(Continued on page 32)



The Udy Protein Analyzer. The React-R-Mill is shown on the left and the colorimeter on the right with the analytical balance back of it.



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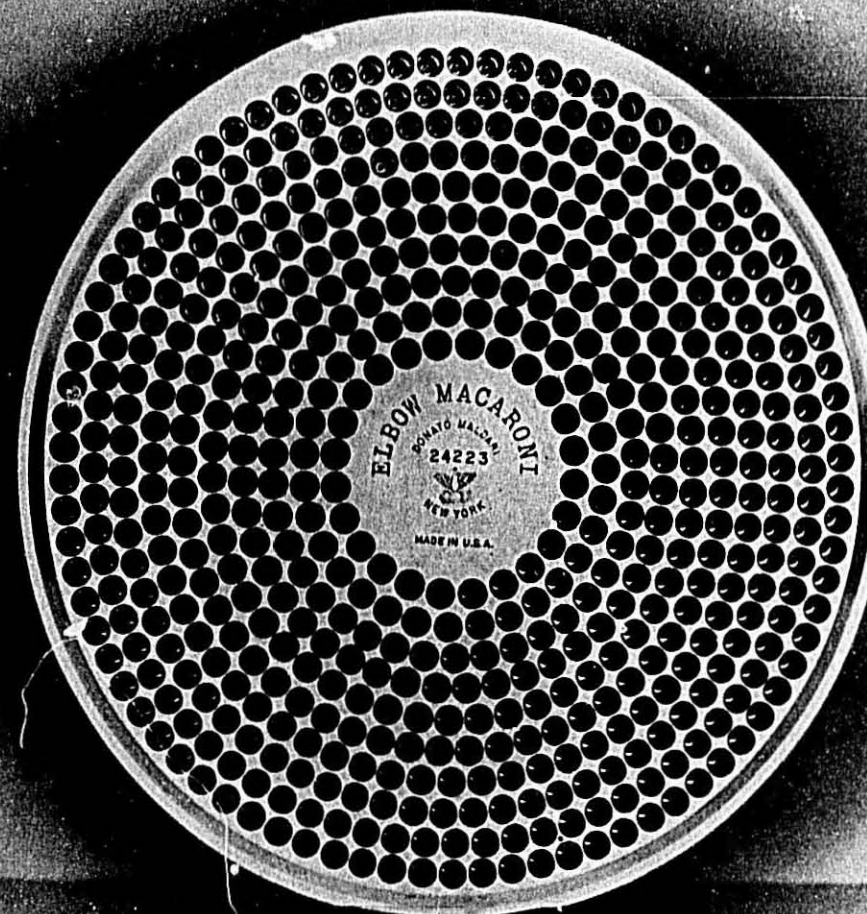
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A-I DeMartini Macaroni ..... Brooklyn, N.Y.	A-I San Giorgio Macaroni, Inc. .... Lebanon, Pa.
A Drei Glocken ..... Weinheim, Germany	I St. Louis Macaroni Co. .... St. Louis, Mo.
A-I Dutch Maid Food ..... Allentown, Pa.	A-I Schmidt Noodle Co. .... Detroit, Mich.
A-I Florence Macaroni Mfg. Co. .... Los Angeles, Calif.	A-I Shreveport Macaroni Mfg. Co. .... Shreveport, La.
A-I Fresno Macaroni Co. .... Fresno, Calif.	A-I Skinner Mfg. Co. .... Omaha, Neb.
A Gioia Macaroni Co. .... Buffalo, N.Y.	A Sonnen-Werke ..... Harz, Germany
A-I Golden Grain ..... San Leandro, Calif.	A-I Superior Macaroni Co. .... Los Angeles, Calif.
A-I Golden Grain ..... Seattle, Wash.	A Tharinger Div., V. LaRosa ..... Milwaukee, Wis.
A-I Gooch Food Products ..... Lincoln, Neb.	A U.S. Macaroni Mfg. Co. .... Spokane, Wash.
A-I A. Goodman & Sons ..... Long Island City, N.Y.	A Weber Food Products ..... Bell, Calif.
A-I I. J. Grass Noodle Co. .... Chicago, Ill.	A-I Weiss Noodle Co. .... Cleveland, Ohio
A-I Horowitz & Margaret ..... Long Island City, N.Y.	A-I West Coast Macaroni Co. .... Oakland, Calif.
A-I Ideal Macaroni Co. .... Bedford Heights, Ohio	A-I Western Globe Products ..... Los Angeles, Calif.
A-I Inn Maid Products, Inc. .... Millersburg, Ohio	A-I A. Zerega's Sons ..... Fairlawn, N.J.
A-I La Premiata Macaroni ..... Connelville, Pa.	

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A Amaco, Inc. .... Chicago, Ill.	A Dobeckmun Company ..... Cleveland, Ohio
A Archer-Daniels-Midland Co. .... Minneapolis, Minn.	A-I Doughboy Industries ..... New Richmond, Wis.
A-I Amber Milling Div. GTA ..... St. Paul, Minn.	A E. I. DuPont Co. .... Wilmington, Del.
A Ambrette Machinery ..... Brooklyn, N.Y.	A Faust Packaging Corp. .... Brooklyn, N.Y.
A Ballas Egg Products ..... Zanesville, Ohio	A-I General Mills, Inc. .... Minneapolis, Minn.
A Braibanti Company ..... New York, N.Y.	A Hoffmann-LaRoche ..... Nutley, N.J.
A Buhler Corp. .... Minneapolis, Minn.	A Hoskins Co. .... Libertyville, Ill.
A N. J. Cavagnaro & Sons ..... Brooklyn, N.Y.	A-I International Milling Co. .... Minneapolis, Minn.
A Clermont Machine Corp. .... Brooklyn, N.Y.	A Lawry's Foods, Inc. .... Los Angeles, Calif.
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A DeFrancisci Machine ..... Brooklyn, N.Y.	A Merck & Co. .... Rahway, N.J.

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and Maldari is known for Service, Reliability, and Guarantee**

Our Fifty-eighth Year



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A-I Rossotti Lithograph Corp. ....North Bergen, N.J.	A Wallace & Tiernan .....Belleville, N.J.

### Hot or Cold—

(Continued from page 5)

younger set are casseroles of macaroni, tuna, egg and carrot. To save on clean-up time, the macaroni mixture is baked in casseroles shaped with aluminum foil. With the casserole, serve tomato wedges, carrot sticks, and fresh fruit for dessert. Chocolate milk as the beverage completes the meal.

#### Corral Tuna Macaroni Casseroles (Makes four servings)

1 tablespoon salt  
3 quarts boiling water  
2 cups elbow macaroni (8 ounces)  
¼ cup butter or margarine  
2 tablespoons all-purpose flour  
¾ cup evaporated milk  
¾ cup water  
1½ cups cooked sliced carrots  
1 teaspoon salt  
¼ teaspoon pepper  
1/3 cup finely chopped onions  
½ teaspoon nutmeg  
3 hard-cooked eggs, diced  
1 can (6½ to 7 ounces) tuna, drained.

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

Melt butter or margarine and blend in flour. Gradually add milk and three-fourths cup water and cook, stirring constantly, until thickened. Add carrots, one teaspoon salt, pepper, onions, nutmeg and eggs; mix well. Break tuna into pieces. Add tuna and macaroni to sauce; mix well. Form four individual casseroles of heavy-duty aluminum foil by shaping squares of double-thickness foil around one-cup baking dish. Fill casseroles with macaroni-tuna mixture. Place on baking sheet and bake in moderate oven (350 degrees) 30 minutes. Garnish with parsley, if desired.

Once again this year, the American Weekly is publishing its multi-page editorial section on outdoor eating. This annual issue has as its 1961 slogan "Eating's More Fun Under the Sun" and will be published Sunday, June 18, just two weeks prior to the big Fourth of July holiday. Advertisers participating in this national food promotion will gain the benefits of the editorial pre-selling to 9,200,000 Amer-

ican Weekly reader-families having 31,443,000 consuming family members. Special merchandising assists are offered food manufacturers who tie-in by advertising in the annual Outdoor Eating Issue.

Coming on the heels of American Weekly's promotion is National Hot Dog Month in July, sponsored by the National Hot Dog and Sausage Council. Their 1961 version will include queen selections, special events contests, feature material, local promotions, and national events such as the establishment of The Hot Dog Society of America. Macaroni products' natural compatibility with the hot dog should mean a good tie-in opportunity for summer advertising.



Outdoor eating at its best—Barbecued Lamb with Spaghetti.

#### Outdoor Cook Book

General Mills has announced publication of Betty Crocker's Outdoor cook book, latest in the series of \$1.00 cook books. The book's 176 pages will cover information on outdoor cookery, fire-building tips, equipment and utensils, menu suggestions and 200 recipes.

#### Cook Book for Weight Watchers

Macaroni dishes are featured in a special section of a new cook book being issued by Wesson.

57th Annual Meeting—National Macaroni Manufacturers Association  
Mark Hopkins, San Francisco, July 11-12-13.

The 100-page full-color volume is entitled "The Cook Book of Glorious Eating for Weight Watchers."

It represents the first time that a cook book has appeared designed to help individuals prevent overweight without giving up delicious foods.

#### On Spaghetti

On spaghetti the Wesson cook book has this to say: "You may have to help yourself a little more modestly, if you're as mad for spaghetti as most of us are, but you don't have to give up foods you love. Your enjoyment will come from the gourmet flavor that Wesson helps you achieve, rather than from quantity. You will learn here how to cook spaghetti to perfection... how to make real Italian Marinara Sauce."

Recipes for spaghetti, four spaghetti sauces and "Tomato Chicketti," a chicken dish with spaghetti as a key ingredient, are included in the book.

The newly published full-color cook book is specifically aimed at all those who want tantalizing meals at controlled calorie levels. One of its outstanding features is a series of daily menus that fulfill all the dietary recommendations of The Food and Nutrition Board of the National Research Council.

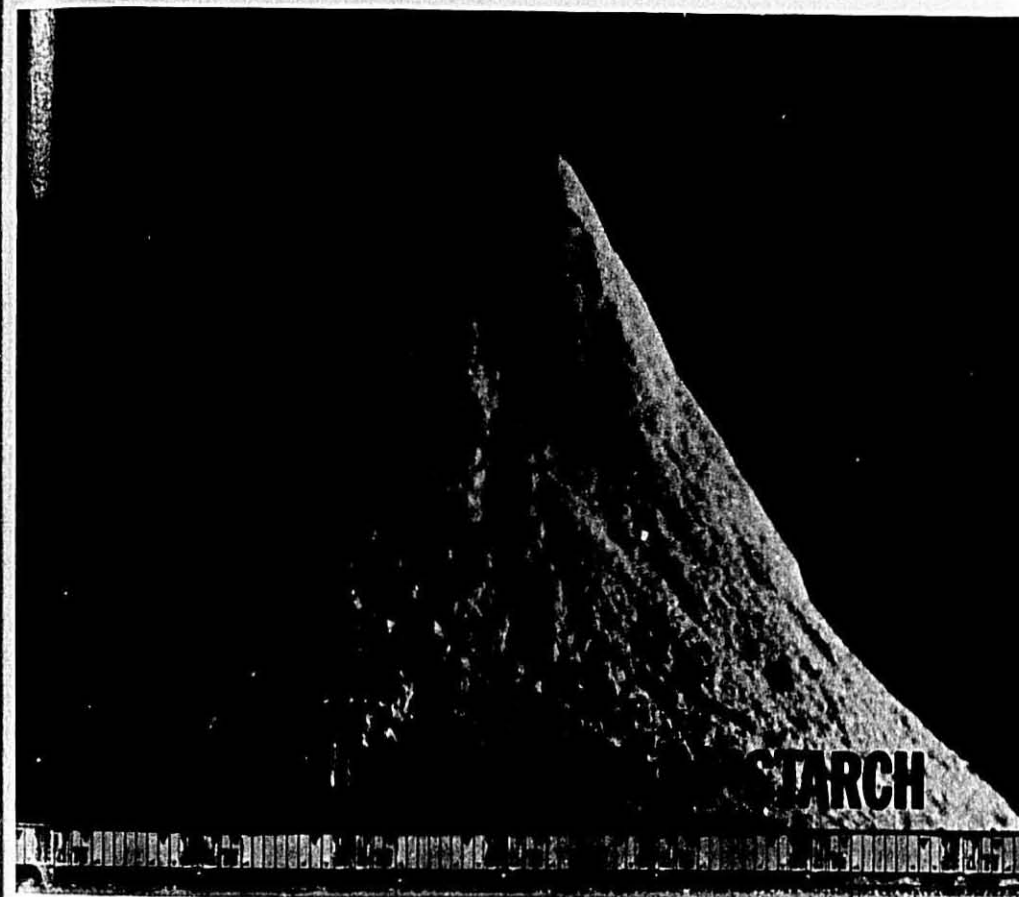
#### Menus By Calories

These menus are given in three separate versions, at levels of 1200, 1800 and 2800 calories per day, so that the meals can be conveniently adjusted to the individual calorie requirements of each member of the family.

Every recipe in the 100-page "Weight Watchers" cook book is marked with the number of calories per average serving.

A glance through the pages of this new cook book will dispel any doubts weight watchers may have about the variety and tastiness of the meals they can eat.

"The Cook Book of Glorious Eating for Weight Watchers" can be obtained free of charge for one label from a bottle of Wesson by writing to Wesson, Box 777, Hinsdale, Illinois.



Many producers of starch are familiar with the economies possible when Airlide Cars are used for bulk shipment. 200 of these cars are shuttling back and forth across the country hauling starch. In this Airlide fleet, 480,000,000 pounds of starch will ride first class this year. Shippers who use Airlide cars know that their product completes the journey at much less

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RIDE IN  
AIRSLIDE  
CARS  
THIS YEAR

cost and that it is protected all the way against contamination of any kind. They know that the exclusive patented Airlide prevents bridging or packing and allows unloading into any conveying system.

If you ship starch—or any granular or powdered product that tends to bridge or pack—let us test it for you. The savings will convince you.

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ADVANCED TECHNOLOGICAL IMPROVEMENTS**

Save Space — Increase Production  
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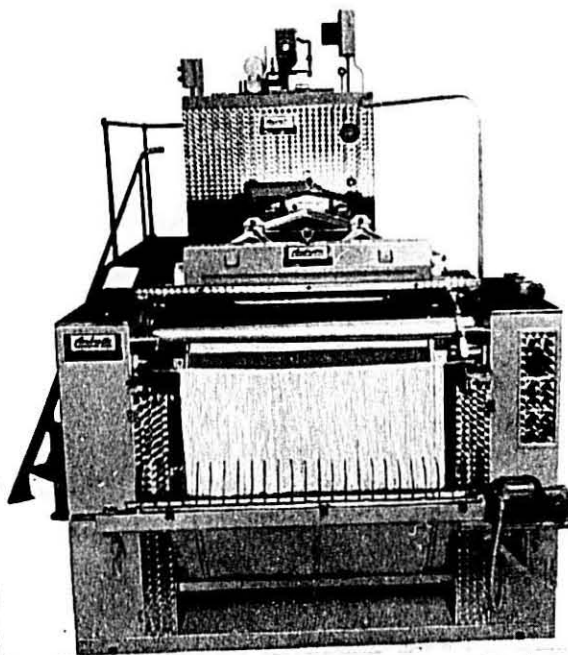
improves quality and increases production of long goods,  
short goods and sheet forming continuous presses.

★ ★ **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.

★ Patent Pending  
★★ Patented

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MACHINERY CORP.**

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**NEW SUPER CONTINUOUS  
PRESSES**

**SHORT CUT MACARONI PRESSES**

Model BSCP — 1500 pounds capacity per hour  
Model DSCP — 1000 pounds capacity per hour  
Model SACP — 600 pounds capacity per hour  
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**COMBINATION PRESSES**

Short Cut — Sheet Former  
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Three Way Combination



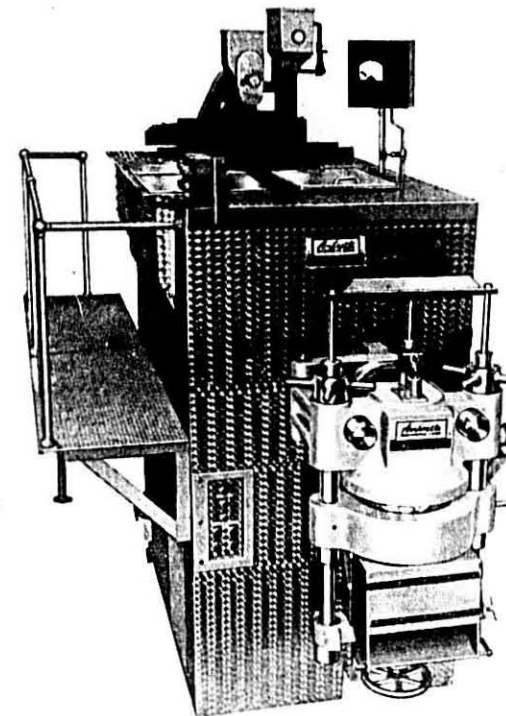
**QUALITY — — — —**  
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A controlled dough as soft as desired to enhance texture and appearance.

Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.

So fine — so positive that presses run indefinitely without adjustments.

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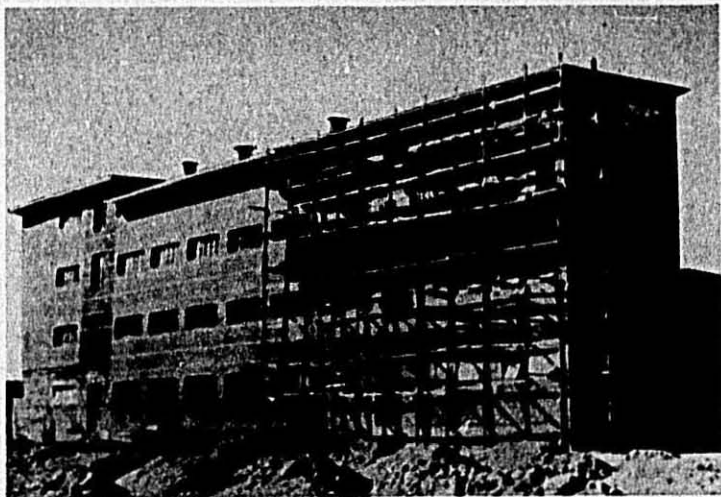


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International Milling Company's newly-purchased flour mill at Cumana, Venezuela, is shown here while it was still under construction.

### San Francisco Convention—

(Continued from page 8)  
Thursday, July 13

"A Sense of Direction" is the theme for the final general session Thursday morning, July 13. A representative of Safeway Stores will comment on "Retail Grocery Trends," while Ralph Frank, Jr. of Lawry's Foods and Don McCally of the Wine Advisory Board will discuss "Related Item Selling." Climax of the final session will be a panel of elder statesmen of the macaroni industry, our past presidents, who will attempt to point the direction in which the industry is going in a round-up and evaluation discussion.

A special optional tour has been planned for the ladies attending the convention for Thursday morning. They will leave the hotel at 10:00 A.M. for McLellan's gardenia and orchid nursery. The tour will continue over Golden Gate Bridge to Sausalito for lunch at the Alta Mira Hotel where they may visit the shops at Sausalito, returning to the Mark by 3:30.

#### Weather

In July in the beautiful cosmopolitan city of San Francisco, you will find a welcome relief from the sweltering temperatures and high humidity which prevail almost everywhere in the nation at this time of the year. Yes, they have fog in July, but it is so refreshing! It is not cold—the average maximum temperature during the day will be around 65 degrees; the low at night about 53 degrees. Rain is most unlikely. An evening fog can become almost a mist but never enough to call for rain coats.

#### Clothing Cues

What to wear in San Francisco? San Francisco is a sophisticated city, and San Francisco women are among the most beautifully groomed in the world. They favor lightweight wool suits and dresses and, because of the brisk breezes from the Ocean or Bay, prefer small hats. San Francisco is a city in which a woman feels positively undressed unless wearing a hat and gloves. If the lady has furs, she is sure to enjoy them here.

San Francisco men prefer the more conservative, light to medium weight wool suits. The gay and sometimes flashy sport clothes so often worn in other Western cities are not favored in this cosmopolitan city.

For both men and women, a lightweight coat or wrap is needed. White shoes are never worn in San Francisco. However, if you are visiting friends down the peninsula or across the Golden Gate Bridge in Marin County, you may choose to bring along casual cotton clothes and light shoes. A few miles away from Nature's air-conditioned San Francisco makes a big difference, and nearby temperatures may climb into the nineties.

#### Make Reservations Early

Room reservation forms have been sent out from the Association office for the San Francisco convention, and prompt reservations should be made directly with the Hotel Mark Hopkins, Nob Hill, San Francisco, for choice accommodations.

See you at the Mark—July 10-11-12-13!

### International Expands Overseas

Overseas operations of International Milling Company were expanded recently through the purchase of the company's third flour mill in Venezuela.

International's Venezuelan affiliate, Molinos Nacionales C.A., has purchased the mill from Molinos Oriente C.A., a Venezuelan flour milling firm. The plant has a capacity of 1,800 cwt. of flour daily. It is located at Cumana, a seaport city of 60,000 in northeastern Venezuela.

The four-story pneumatic mill which was built last year is of concrete block construction and is equipped with modern new Italian milling equipment.

The mill has been producing bakery flour and pasta flour for the manufacture of macaroni products since September.

"Improvements in the flow of the mill and construction of additional grain storage facilities will begin immediately," said John B. Bean, vice president in charge of overseas operations for International Milling.

"With this additional mill in northeastern Venezuela, we will be able to serve our customers in this area even better than before," he said.

Carefully selected western hard spring wheat to meet the quality standards of Venezuelan bakers and pasta (macaroni) manufacturers will be brought by ship into the harbor at Cumana.

International first entered the Venezuelan milling business in 1958 when it built a 4,200 cwt. mill at Puerto Cabello. In 1959, the firm leased a 3,000 cwt. mill at Maracaibo in northwestern Venezuela which it continues to operate.

International this last month entered into an advisory contract to help manage and select wheat for a mill in the Philippines. The firm also recently purchased a formula feed business in Ecuador.

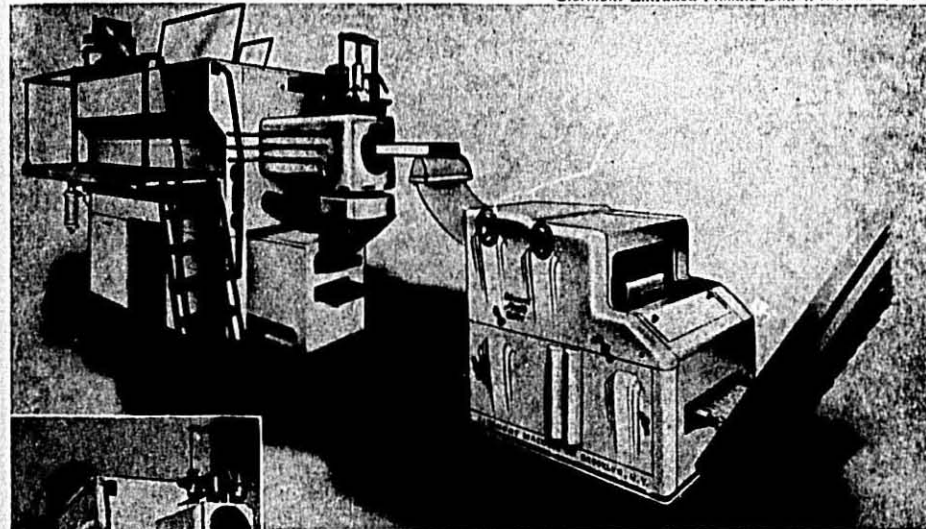
### Selling by Nationality

Before long retail stores will carry complete sections of packaged convenience foods by nationality, the Packaged Convenience Foods Institute predicts. According to the institute, the various lines of foreign foods can be domestically produced and can add much to the color and character of stores. These stores, the institute says, are in a "unique position" to flag down much profitable business as America's food tastes grow more sophisticated and people look for new meal ideas in convenience form.

THE MACARONI JOURNAL

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

Clermont Extruded Noodle Dough Sheeter VMP-3



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

FOR THE SUPERIOR IN NOODLE MACHINES

IT'S ALL WAYS Clermont!

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

TAILOR-MADE FOR THE NOODLE TRADE

Available with or without vacuum process

VMP-3 with short cut attachment.

**C**apacity range — Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.

**L**arge screw for slow extrusion for better quality.

**E**ngineered for simplicity of operation.

**R**ugged Construction to withstand heavy duty, round-the-clock usage.

**M**atchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.

**O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.

**N**ewly designed die gives smooth, silky-finish, uniform sheet.

**T**otally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

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### The Egg Market

April saw steadily advancing shell egg prices despite the expectation of the trade everywhere that lower prices were just around the corner, reported Henningsen Headlines.

The latter part of March brought lower shell egg prices and rapid price declines which seemed to signal the beginning of a real decline in shell egg prices after the Easter period passed. Surprisingly, however, egg prices began to rise right after Easter and are at their highest levels since early March.

The reasons for the higher prices are not clear. Many observers felt that the flush of the season, though brief, had already passed. Others felt that it had not arrived. In any event, there was a pretty general feeling that we would not have any really low prices this spring, as potential industrial demand for spring pack products would act as a bullish factor on the market, even if prices should fall.

The Government has continued their purchasing program of egg solids under the United States Department of Agriculture Needy People Program during the month of April, paying in a range of \$1.1645 to \$1.1675.

### Egg Market Flooded

British farmers are fretting as Iron Curtain countries flood the market with eggs, according to a recent Wall Street Journal item. Poland and Rumania shipped 54,000,000 eggs to England during the first three weeks of April, up from 12,000,000 a year ago. These eggs sold for as much as 50 per cent less than those produced by British poultry raisers. British farmers are urging legislation to limit the egg imports.

### March Egg Products

The United States Department of Agriculture Crop Reporting Board indicates production of liquid egg and liquid egg products (ingredients added) during March totaled 68,911,000 pounds, compared with 56,946,000 in March 1960 and the 1955-59 average of 60,717,000 pounds. The quantities used for immediate consumption, drying and freezing were all larger than a year earlier.

Liquid egg used for immediate consumption totaled 3,508,000 pounds, compared with 2,424,000 in March 1960. Liquid egg frozen during March totaled 39,537,000 pounds, compared with 35,584,000 in March 1960 and the average of 46,367,000 pounds. Frozen egg stocks increased six million pounds during March 1961, compared with an increase of three million

pounds in March 1960 and the average increase of 11 million pounds. Quantities of liquid egg used for drying in March were 23,866,000 pounds and 18,938,000 in 1960.

Egg solids production during March totaled 6,013,000 pounds, compared with 4,795,000 pounds in March 1960 and the average of 2,927,000 pounds. Production in March consisted of 3,997,000 pounds of whole egg solids, 916,000 pounds of albumen solids and 1,100,000 pounds of yolk solids. In March 1960 production consisted of 3,295,000 pounds of whole egg solids, 690,000 pounds of albumen solids and 810,000 pounds of yolk solids. Most of the whole egg solids produced during March, both this year and last year, was under Government contract.

### Canadian Durum

Canadian durum continued to flow into export and domestic markets at a fast rate all year, reported C. L. Sibbald, director of Catelli Durum Institute, in May. Farm stocks are all but exhausted. The James Richardson & Sons, Limited weekly grain letter April 20 stated: "Late today France purchased 35,000 tons of Canadian durum wheat. The Canadian Wheat Board are not offering durums in any position at the moment and today's purchase by France just about cleans up the wheat of this variety by the trade." Since last summer, under open quota privileges most of the year, farmers delivered about 22,500,000 bushels to country elevators.

As of March 1, Dominion Board of Statistics reported Canadian farmers had decided to seed 1,501,000 acres to durum, an increase of 70 per cent over last year. The combination of good markets and dry conditions was thought to be the major influence.

What has better quality and better grading of durum done for the macaroni industry? Recently published figures by Dominion Bureau of Statistics show how the Canadian manufacturers have grown. Part of the growth has been through population increase and good management, but part has been the return to use of top quality Canadian durum after the bad years of stem rust infection in the crop. Farmers will no doubt recall that it was not until 1956 that durum in Canada was produced in good volume.

Factory shipments from plants in the macaroni and kindred products industry from 1955 to 1959 (dry products, in pounds) are listed below:

1955	78,903,917
1956	90,074,101
1957	89,887,087
1958	112,849,207
1959	109,911,616

### Planting Progress

Mid-April marked the beginning of durum seeding in the main durum states.

Topsoil moisture was short, until the much needed precipitation the last week of April improved the crop outlook sharply. At the beginning of May, topsoil moisture was adequate in all but a few localities in the durum country. As of May 1, the season was considered about one day later than usual. A year ago it was a week later.

At the end of April, durum was about 14 per cent seeded compared with four per cent last year. Anticipated acreage for 1961 is slightly larger than for 1960.

### Durum Exports

In the first half of May France bought 11,000 tons of No. 2 hard amber durum for Lake clearance. Germany and Switzerland booked a total of 2,500 tons of durum for Lake and St. Lawrence outgo. This brings the total of durum sales abroad since resumption of subsidy on this class of wheat in December to 2,000,000 bushels.

### Progress on a Rust Cure

A three-year research project sponsored by the Nebraska Wheat Commission made progress toward finding a chemical compound that can control rust in wheat.

Dr. J. M. Daly, University of Nebraska College of Agriculture, who directed the studies, claimed that a nickel compound has been found to be effective against rust when applied at certain times, but was un dependable when used in field tests. Research has shown that a chemical control which would penetrate the wheat plant and kill rust organisms can be developed, but much more research is needed to discover why some controls work in greenhouses and not in the fields.

Stressing that rust will continue to be a threat to Nebraska wheat and many other crops because new races develop as fast as resistant varieties are found, Dr. Daly pointed out that there is no chemically suitable and economically feasible treatment available today.

In the research carried on by Dr. Daly growth rooms were used, with temperature, humidity and light controlled.

Dr. Daly commented that a chemical that could control rust would serve as insurance against excessive losses for wheat growers while the quality would be higher. Also, plant breeders would not have to devote so much effort to breeding rust resistant varieties.



## Fulfillment...

Um-m-m good! Sure improves the disposition when the inner man is well filled with those yummy macaroni products made from Commander Larabee's Comet No. 1 Semolina.

From tots to teens... the durum taste is tops!

COMMANDER LARABEE



Durum Department

A DIVISION OF ARCHER-DANIELS-MIDLAND · MINNEAPOLIS



## Working Through People—

(Continued from page 8)

its three thousand skilled workers showed that there was a close relationship between high production and the practice by supervisors of good human relations.

It was found that productivity was higher under general rather than close supervision. In other words, when a worker was allowed a choice and freedom of action, he became a more productive employee. The survey also showed that there was a close relationship between productivity and group loyalty. Here we see that group loyalty and pride of accomplishment greatly depended upon the supervisor's attitude and ability to stimulate among members of his unit a feeling of team spirit, initiative, enthusiasm and individual responsibility.

### Personnel Practice at GMI

In the course of our research we were surprised to find that many managements still overlook one of the most productive areas of getting things done by simply telling a person how he is doing. At General Mills, for example, we found an excellent practice known as the "How Am I Doing Talks." These talks are not intended to evaluate or judge a man's performance. Rather, they are a two-way street designed to help him get greater satisfaction from his job and a realization that his company really cares how he feels about his work.

Every year General Mills gives its employees advance notice of the review. The talks then start with a comparison of the past year's accomplishments and targets. After that, management and the employee agree on targets for the year ahead with respect to objectives, standards and self-improvement programs.

Next, the manager reviews what he can do to be of greater help to the employee. And, finally, there is a frank discussion of things on the employer's mind.

As for results: A recent survey showed glowing accomplishments. The performance of 2,470 employees who had taken part in the "How Am I Doing Talks" was appraised by 135 foremen, 98 per cent of whom thought the program was worth the time and effort put into it. This was further borne out by the fact that 93 per cent of the employees were doing normal or better work, compared with 87 per cent the previous year. Thirty per cent were doing excellent or better work as compared with 23 per cent the previous year, and only seven per cent were in the below-normal category, compared

with 13 per cent in the year before.

S. C. Johnson and Son, makers of Johnson's Wax, goes about this in a different way. Johnson employees look forward to a once every three years attitude survey on "What's Right and Wrong with our Company." They already know from experience that management will do something about their justifiable complaints. Results are reported first to management and then by supervisors to employees in small group meetings. The most noteworthy conclusion to come out of the past several surveys has been that the company, as viewed by its employees, has no really serious problems and that the attitude of the average employee toward the company is getting better all the time. In the 1959 survey, for example, the percentage of employees who were proud to work for Johnson's Wax rose to 92 per cent—up several percentage points over the 1956 survey.

Every company realizes the importance of salesmen's morale, but the Carnation Milk Company was willing to do something about it. Working through Cal Tech's Industrial Relations Section, Carnation conducted an opinion poll among 2,000 salesmen. Perhaps because the poll was anonymous, there was almost 100 per cent participation.

### Opinion Poll Results

The returns showed that Carnation's salesmen were justly proud of their company and their jobs; 98 per cent of them saying they'd pick the same company if they had to do it all over again. Although the replies were favorable in a ratio of something like three to one—more than 600 of the 2,000 comments were minor criticisms about the company or individual jobs. The company really dug into this material and took fast action to remedy the justifiable causes for complaint.

Bob Stevens, Carnation's sales personnel manager said the survey hyped employee morale, turnover went down 18 per cent in the three months following the poll and some potential trouble spots were corrected before trouble developed.

### CalPak's Suggestion Plan

The California Packing Company has found a very effective way of bringing home to employees the realization that without new ideas there is no progress for either the company or the individual. President Roy Lucks points out to CalPak employees that the company's suggestion plan provides an ideal and individually rewarding way for each employee to help his company protect itself against "stand-still-ism." Mr. Lucks credits employees' ideas

with having helped CalPak grow over the years despite intense competition and increasing costs. And, the idea must be pretty good ones because the company has found it's been able to adopt 40 per cent of all the suggestions submitted. That's about 15 per cent higher than average.

Salada-Sheriff-Horsey strongly believes it's on the right track in helping to strengthen team spirit and the individual will to work. President Gray Horsey hit "pay dirt" with this rewarding idea. He wrote down the principle and business ethics of the company in the form of a creed and had each employee personally subscribe to it. The pledge is to maintain product quality to practice integrity in dealing with customers and suppliers, and to try to constant advancements in efficiency, thereby aiding the company to do its part in helping to reduce food costs to the public. This simple device—an obvious enough one when you stop to think about it—is proving to employees the common sense—and the mutual benefits—of carrying out their responsibility to the company and themselves.

### Person-to-Person

If we learned nothing else from our explorations into the area of working through people, we learned there is a common denominator to increased productivity through people. It's not "communications," it's talking man-to-man. When was the last time you walked up to one of your employees and said "Let's communicate?"

It's surprising how many managements continue to make the big mistake of temporarily wooing employees in times of emergencies, by what has become known as the "love me suddenly" approach. The most obvious example of this short-sighted attitude is the flurry of interest that managements takes in employees preceding negotiations of a labor agreement. The "love me suddenly" technique includes such gimmicks as letters to employees' wives, unprecedented walks through the shop by a distant vice-president and a solicitous interest in workers' children by the upper echelon of management.

Then, once the contract is signed everything stops abruptly, only to be renewed when the labor agreement again comes up for negotiations. Don't think I need to tell you that gimmicks and temporary arrangements are not only poor solutions but they have a definitely negative effect upon the employees' attitude and work performance.

Incidentally, having mentioned communications in a somewhat derogatory sense, I do not want to leave the subject. (Continued on page 36)

## AT THE PACKAGING SHOW

Attendance at the 1961 National Packaging Exposition and Conference held in Chicago demonstrated in a very real way the Conference theme—"The Power of Packaging." More than 32,000 visitors turned out for the show.



Ernest Williams (left) new general manager of Rosotti Lithograph Corporation, North Bergen, New Jersey, and Brian Page of Rosotti's Chicago office are pleased with the examples of Rosotti packaging exhibited.



(Left to right): William Freschi of Ravarino & Freschi, St. Louis, is greeted by Charles Brocker of Rosotti's Kansas City office, while Brian Page, Chicago, and John Swan of Rochester, New York, look on.



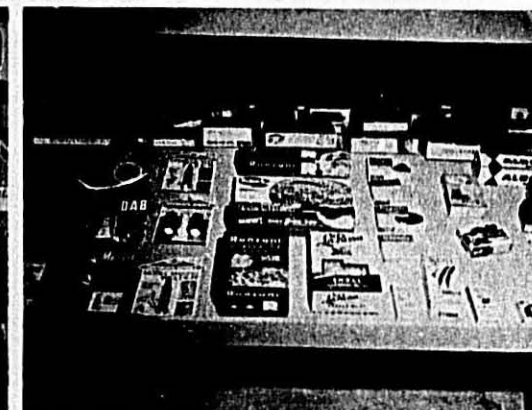
John Grevich of Doughboy Industries, New Richmond, Wisconsin, demonstrating their heat sealer.



W. L. Lenox of the Dobeckmun Company shows a Pennsylvania Dutch brand noodle assortment.



John Lithicum of U.S. Printing and Litho holds up a La Rosa package for all to see.



Closeup of macaroni packages at the United States Printing and Litho booth.

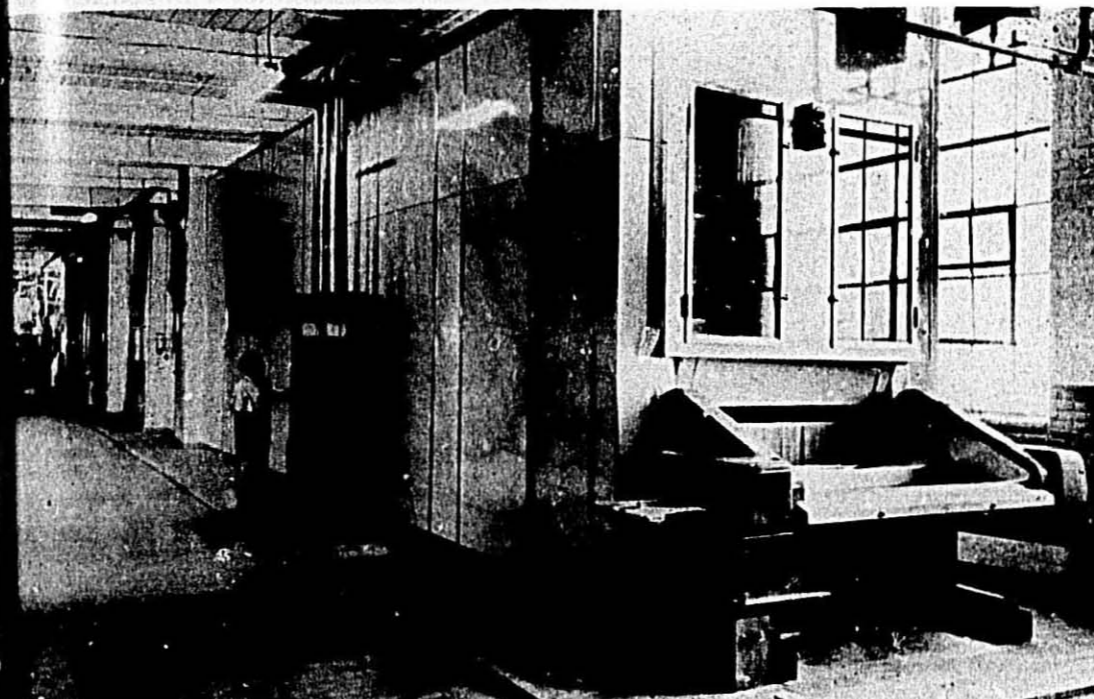


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PRINCE

HAS CHOSE



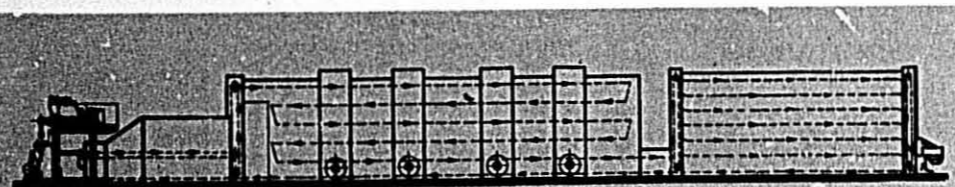
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Scheme of sticks travel

Automatic Press MABRA-L

GPL-Dryer

Storage Section



Automatic Line for Long Macaroni Products with storage section for discharge at daytime only

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**San Giorgio Contest Winner.** Mrs. Marjorie Akin, of Miami, Florida, pictured above, receives congratulations from Mr. Squire Taylor, general manager of Grand Union Store No. 14, Central Shopping Plaza, Miami, Florida. Mrs. Akin won the Autumn Haze Mink Stole, by Schioparelli, in the recent San Giorgio Italian Food-N-Fashion Contest. To enter, contestant simply completed sentence: "I'd like to go to Italy because . . ." and attached front facing of any San Giorgio product.

### Stress Teenage Nutrition

Proper nutrition for teenagers will receive increased emphasis in the months ahead as the nearly 200 delegates to the second annual National Youthpower Congress implement plans for local programs. The congress was held in Chicago recently under the auspices of the National Food Conference. One of the suggested approaches is to conduct surveys to show dramatically that a teenage nutrition problem does exist. Delegates also emphasized that they would seek food industry aid in accomplishing the job.

Programs to make young students aware of nutritional problems are necessary, the delegates indicated. They established a goal of having youngsters familiar with good eating habits by the time they are in the fifth grade. In this connection, it was emphasized that much of the responsibility for correct nutritional habits lies in the home and that food industry support along these lines should be sought.

Delegates proposed that food experts analyze the problem of teenage eating habits more fully. They also suggested that food educational programs in the schools are inadequate and should be augmented and that food industry advertising and publicity should be geared to the nutrition problem.

Three meals a day was stressed as the best possible way to insure an adequate diet. Delegates pledged ef-

orts to enlist aid of their friends, community leaders and educators. In addition, the group outlined plans for radio and television appearances, newspaper articles and talks to promote better nutrition.

### Slower Rise in Food Prices

An Agriculture Department survey shows that retail prices of food have risen less than most other items in the consumer budget.

The study shows that in 1960, retail food prices were about one-sixth higher than their average in 1947-1949. During the same period, however, the consumer price index was up more than one-fourth.

The Department said the slower rise in retail food prices than in the price index resulted entirely from a decline in farm prices. Charges for marketing the products increased at a faster rate than the price index.

During this period farm values declined for all the product groups in the market basket except fruits and vegetables. In most instances the reductions were more than offset, however, by hikes in marketing charges.

Retail costs were higher for all groups except poultry and eggs and fats and oils during the period, the report said. For these two groups, both farm values and marketing charges were lower.

For the market basket of farm foods, total marketing charges in 1960 were 96 per cent higher than their 1947-1949 average, and the retail cost was up 12 per cent.

According to the report in 1949, farmers received a record 53 cents of the dollar spent for farm foods in retail food stores. But an almost steady climb in marketing charges and the downward trend after 1948 in farm prices reduced the farmers share to 38 cents in 1959.

The report said that the increase in marketing charges did more to reduce the farmer's share than the decrease in his prices. However, the trend switched last year.

In 1960, farm prices increased more than marketing charges. This was the first increase in the farmer's share since 1951. A hike in food marketing firms' costs accounted for most of the increase in marketing charges.

The marketing firms generally have been able—by improving efficiency—to make a profit without raising marketing charges as much as wages and other costs have increased.

The total bills for marketing domestic farm food products sold to civilian consumers rose from \$9 billion in 1949 to \$40 billion in 1960.

Farmers' receipts from these products climbed from \$5.5 billion in 1949 to \$20 billion in 1960, while consumer expenditures jumped from \$14.5 billion to \$60 billion.

During the past decade, the marketing bill and consumer expenditures increased each year, but in several years farmers' receipts dropped.

### Radio Penetration Surpasses TV's

Mr. Kevin B. Sweeney, president of Radio Advertising Bureau, stated recently that, "Kids give us a pretty cold shoulder," when asked to comment on the sales impact of radio on an audience.

Children have very little influence on brand choice, even for products traditionally considered "children's" products. Only 2.8 per cent of ice cream and sherbert purchases are influenced by children under 10 years of age. Another 4.4 per cent of ice cream purchases are influenced by youths between 10-19 years of age.

A comparison study of the buy-time effectiveness of radio in comparison with TV—found that 98.2 per cent of food and grocery buyers are adults. Cereal is the strongest product where children have something to say about buying it.

Seventy-six and one-tenth per cent of supermarket customers buy before 6 P.M. Radio's penetration of the ad-

consumer audience is consistently greater than television's throughout the daylight hours when most buying takes place. Radio's adult reach surpasses TV's from 6:00 A.M. to 6:00 P.M.

Between 8:00-9:00 A.M. radio reaches 8,811,330 adults, compared to only 917,000 by TV. During the noon hour, from 12:00 Noon to 1:00 P.M., radio is listened to by 6,129,800 adults, while TV reaches 4,538,210.

Along about 5:00 P.M. TV's audience has begun to climb. Better than 4,575,000 adults have turned on their TV set. But during the same time, radio's audience has also increased to 7,691,100 adults.

And the proportion of adults in radio's audience in 1960 held steady or gained since 1958, while in TV it has decreased. Radio's claim upon adult audience increased from 87 per cent in 1958 to 88 per cent in 1960. During these same two years, TV's proportion of adults in its audience dropped from 60 per cent to 56 per cent.

### Year-Round Campaign

Fourteen newspapers in 12 cities in the East and Midwest have received ads for Ragu Packing Company's spaghetti sauce in connection with a year-round campaign. Fourteen-line and 17-line reminder type advertisements are scheduled to run every day for four days one week, and once or twice a week on alternating weeks. The ads will run two out of three months each quarter of the year.



Best 36-Foot Car Cards used by the John Canepa Company, Chicago, for its special promotion of Red Cross Brand Spaghetti in the Indianapolis market, extend the entire length of Indianapolis transit buses. Holding one of the "Long Boy" cards is F. Denby, vice president and sales manager of Canepa.

JUNE, 1961

### Ideal Sales Are Up

Leo Ippolito, president of the Ideal Macaroni Company, 26001 Richmond Road, Bedford Heights, Ohio disclosed recently that sales of his Ideal products have increased by 37½ per cent during the first quarter of 1961. He also announced that Ideal stockholders received a dividend of \$1.00 per share for the year 1960 in comparison to a 1959 dividend of 50 cents per share. The Ideal advertising budget has also been increased by 50 per cent for this fiscal year.

Ippolito made these statements to refute rumors that have been circulating lately about a proposed merger of the Ideal Company with another macaroni concern or the sale of Ideal to a food chain. The president insisted that the rumors are totally false and that "business is ideal for Ideal."

The company just added another group to its Ohio distributors, the H. S. Davies Company, out of Lima, Ohio. Davies supplies 17 Foodtown stores in the Toledo-Findlay area, the Chief Markets of Toledo, Pangles Markets out of Lima, Tracey & Avery Supermarkets out of Mansfield and the Co-op Supers out of Akron.

### Fishing Bait

Translated by Charles F. Moulton from the Italian of Fishing Notes, by Alcedo.

A novel form of bait which is becoming popular, especially among those who know how to use it, is cooked macaroni products. It has produced most satisfactory results even in winter; besides its attraction to several species of white fish, even perch and trout have shown a partiality for it.

Now, the successful use of this new type of bait is subject, first of all, to the infiltration of the waters where the angler wishes to fish. If there is sufficient room in the chosen locality, throw the feed into three or four adjacent spots in order to reach the place quickly after some catch has alerted the fish at the first place.

This infiltration of feed is made from boiled macaroni products mixed with a little dry bread, sprinkled with a little water. Small shapes are used like stars, rings, ditalini, and the like. As for bait, one can use any small product in the shape of a cylinder, hollow or otherwise. As soon as these are taken from the cooking pot, they should be dipped into hemp-seed flour to keep the macaroni grains from sticking together in the bait box.

It is advisable to use a number 18 fish hook on a very thin line, lightly leaded, so that the bait falls through the water as naturally as possible without disclosing the presence of the hook.

To catch some old grandfather of a



**Prince Demonstrator.** Julie Brancaloneo, demonstrator for the Earl V. Wilson Company, is shown at one of the hundreds of sampling demonstrations sponsored by the Prince Macaroni Company in the Miami area during the past year. Hal Lippoth, Prince account executive at the Wilson Company, says that three or four sampling demonstrations are held each week at supermarkets in the Miami area, with average sales of from 35 to 40 cases during a three day demonstration. At some of the larger supermarkets, as many as 150 cases have been sold. Shell macaroni with sauce is being used in this particular demonstration. Coupons good for a five cent price reduction were also offered in connection with the demonstration.

fish prowling around looking for the remains of a banquet, one can use a number 15 hook baited with three or four macaroni shapes to secure good results.

### New Product

Granite State Canning Corporation, Manchester, New Hampshire, is nationally distributing Good Servings Brand macaroni and beef in 20-oz. cans which retail at approximately 39-43c.

### The Power of Suggestion

The young sergeant was passing out apricots in small paper dishes to the chow line. He decided to experiment.

He asked the next few men as they came by, "You don't want any apricots, do you?" and 90% said "No."

Then he tried a more positive approach: "You do want apricots, don't you?"

Approximately 50% answered, "Uh . . . yeah, I'll take some."

The sergeant decided to test another well-known selling technique, and started asking, "One dish of apricots, or two?"

And in spite of the fact that soldiers don't like Army apricots, 40% took two dishes, and 50% took one!



### New Testing Apparatus—

(Continued from page 12)

into the Reaction Tube where the sample is wet milled and reacted in one operation by the unique motion of the React-R-Mill. This equilibrium solution is then transferred into a polyethylene squeeze bottle and filtered drop-wise, through a special fiber glass filter disc placed in the screw cap, into the Color Analyzer Cuvette. The reading on the Color Analyzer scale is converted directly into per cent protein from a prepared table. If desired, this protein value may be corrected to a 14 per cent moisture basis by use of another chart which is provided on the opposite side of the Conversion Table.

The sample preparation of the wheat followed the established laboratory procedures. The Kjeldahl method was used as a comparison standard for the determination of the protein content of all the samples employed in the study. The Udy Protein Analyzer was operated as recommended by the manufacturer with no deviations from the outlined procedure, except that a portion of the sample was also ground into a meal, thus giving results for both whole wheat kernel and the ground meal. All the results were calculated to a 13.5 per cent moisture basis.

It was noted in the results that the Udy Analyzer consistently gave low values in the high protein range, above 17 per cent, and appeared to overestimate protein contents in the low areas.

After this and other tests it was shown that the samples were not from a homogeneous population and that more conversion charts should be made up for the Udy Protein Analyzer which would cover a great range of protein contents and be more specific for hard red spring and durum wheats.

With this information, the manufacturer supplied us with a new conversion chart. Samples were then selected for this second study and were obtained from the same source as employed in the first group. The wheats represented several standard wheat varieties while the balance, 90 per cent, were hybrid wheats of widely different protein contents and quality. It was felt that the selection of this type of sample would offer a more difficult test of determining protein content by the Udy Analyzer than would normally be encountered in general field samples. The samples were all ground since previous experience with the Analyzer indicated greater accuracy would be obtained.

From an average of 189 wheats run in duplicate, the correlation between the Udy and Kjeldahl methods was

0.970. This was a substantial improvement in the over-all relationship of 0.887. An inspection of these data showed that the Udy Protein Analyzer was estimating protein content in an accurate manner at all protein levels.

This new method of protein analysis fulfills a long standing need. The instrument offers a means of determining protein content in about five minutes; whereas the Kjeldahl method requires almost two hours for a complete determination. The country and terminal elevator can now make a protein test "on the spot" enabling it to bin wheat according to several protein levels. The buyer can accurately appraise the seller's load of wheat, thus returning to the farmer a fairer price based on protein content and grade and not on grade alone.

### Wheat Variety Changes—

(Continued from page 10)

resistance and to incorporate this resistance into suitable varieties. Canadian breeders had found some 15B resistance in a wheat called McMurachy. The North Dakota Agricultural Experiment Station, in cooperation with the United States Department of Agriculture in breeding durums, had begun a crossing program, using the resistance found in Khapli, an emmer. Another source for resistance was found in 1950 in a durum introduced from Palestine.

These, when incorporated into acceptable varieties, were the first to provide the resistance needed to meet the new rust situation.

The variety Lee, released because of more resistance to leaf rust, was found in 1950 and 1951 also to have some tolerance to 15B, and so came into increasing use during the early fifties, affording some protection against stem rust in 1953 and 1954. Two other varieties which showed some tolerance to 15B, were Spinkcota and Henry. However, these lacked in flour quality and their extensive use could not be encouraged.

Vernum, a variety of durum released in 1947, having some tolerance to 15B, afforded some protection during this period to the durum growers using it.

First of the varieties developed and released for resistance to 15B was Selkirk. Selkirk was released in 1955 and, because of its resistance and generally satisfactory yield, was soon to become the most commonly grown hard red spring wheat variety. Surveys indicate that since 1957 in North Dakota it has come to be grown on from 65 to more than 70 per cent of the hard red spring acreage.

Conley was another 15B resistant

line released for increase in 1955. Conley has much of the same resistance to stem rust as available in Selkirk, plus some supplementary resistance from Lee, another parent in the cross.

However, Conley, a relatively late variety, has frequently not measured up as satisfactory in yield as Selkirk and with the "black chaff" condition, farmers have been reluctant to use it extensively.

Four new 15B resistant durums were made available to durum growers for 1956 planting. Two of these, Langdon and Yuma, were from a cross using Khapli emmer for rust resistance. The other two, Ramsey and Towner, were from a cross with the Palestine durum. In 1959 these new durums occupied more than 90 per cent of the durum acreage.

Because of superior yield, Langdon and Ramsey have come to occupy a much larger proportion of the acreage than Yuma and Towner, with Langdon grown more extensively than Ramsey. The 1960 durum acreage in North Dakota approximated 1.3 million acres, or about 20 per cent of the total wheat acreage.

Two other rust resistant durums, developed and released in the spring of 1960, Wells and Lakota. These, too, rely on Khapli emmer for most of their resistance to stem rust and appear to have retained more of this resistance than is available in Langdon. In addition, they have the further advantage of shorter, stronger straw, and earlier maturity.

This brings up-to-date the major variety changes which have taken place since 1945. Similar changes can be expected in the future, with varieties bred and selected to meet new production problems.

### AviSun New Appointment

The appointment of Frank Glacken as Manager of Marketing Research for the Avi-Sun Corporation has been announced by Henry Wessel, Director of Marketing.

Mr. Glacken joins AviSun from Stauffer Chemical Company where he was a member of the Market Development Department. He was also associated with the Film Division of Oil Mathieson.

Mr. Glacken is a graduate of City College of New York and the Columbia University Graduate School of Business. His appointment with AviSun is effective immediately.

AviSun Corporation, an equally owned affiliate of American Viscose Corporation and Sun Oil Company, manufactures and markets polypropylene resin, film and fiber.

THE MACARONI JOURNAL

# T S M

## No. 6 LEGEND OF AN EPICURE

A wealthy nobleman of Palermo who was noted for his love of fine food, possessed a cook with a marvelous inventive genius. One day this talented cook devised the farinaceous tubes with which we are familiar today... and served them with rich sauce and grated Parmesan cheese in a large China bowl.

The first mouthful caused the illustrious epicure to shout, "Caril!" or in idiomatic English, "The darlings!". With the second mouthful, he emphasized his statement, exclaiming, "Ma Caril!" "Ah, but what darlings!" And as the flavor of the dish grew upon him, his enthusiasm rose to even greater heights, and he cried out with joyful emotion, "Ma Caronii!" "Ah, but dearest darlings!"

In paying this supreme tribute to his cook's discovery, the nobleman bestowed the name by which this admirable preparation is known today... Macaroni!

We are proud of the enthusiastic endorsement so many Macaroni Manufacturers have given to King Midas Semolina by using it consistently year after year in the manufacture of their products.

**King Midas** DURUM PRODUCTS  
MINNEAPOLIS  MINNESOTA





### Edna Vagnino Elected Alderman

Edna Vagnino, active in civic affairs for a number of years, has entered public life.

In the Clayton, Missouri municipal election April 4, Mrs. Vagnino was elected Alderman of the Second Ward. As a 24 year resident of Clayton, she has held the office of president and local government chairman for the League of Women Voters of Clayton. She is a present member of the Clayton Health Commission.

Mrs. Vagnino is the wife of Louis S. Vagnino, president of American Beauty Macaroni Company, St. Louis, Missouri, a director and past-president of the National Macaroni Manufacturers Association.



Ernest Williams

### Rossotti Promotion

Rossotti Lithograph Corporation, designers and producers of multi-color packaging with executive offices in North Bergen, New Jersey, announces the appointment of Ernest Williams as General Manager.

Mr. Williams came to Rossotti in August of 1960 as General Sales Manager, after having spent over 15 years in the packaging field.

### Cereal Chemists Appoint Editor

Dr. K. A. Gilles, Chairman, Department of Cereal Technology, North Dakota State University, Fargo, has been appointed editor of Cereal Chemistry to succeed the late W. F. Geddes. The announcement was made by John A. Johnson, president of the American Association of Cereal Chemists, on behalf of the board of directors.

Dr. Gilles is a graduate of the University of Minnesota having received his Ph.D. in 1952. He was associated with the Pillsbury Company, Minneapolis, for three years and later with General Mills for a period of eight years in their Central Research Laboratory, Minneapolis. He left industry in December, 1960, to assume his present post.

A member of the AACCS since 1948, Gilles has been active in a number of technical committees and served as a reviewer and Editorial Board member. His fields of special interest are lipids and carbohydrates.

He will be the fifth editor of the AACCS's official research journal since its establishment in 1924.

Truth that has merely been learned is like an artificial limb, a false tooth, a waxen nose; it adheres to us only because it is put on. But truth acquired by thought of our own is like our natural limb. It alone really belongs to us.—Arthur Schopenhauer.

### New Merchandising Trend in France

French merchants and consumers slowly but surely are beginning to move toward self-service stores, especially in foods, reports France Actuelle, a news bulletin published by the Comité France Actuelle, a private association of French business men.

Compared to other countries, the number of these "libre-service" establishments may not be very high, but considering the long French tradition for patronizing (and exchanging neighborhood gossip at) many small, specialized family-operated shops, the rate of conversion is encouraging.

France still has a long way to go in this direction, however. Out of a total of 680,000 retail establishments, the number of French self-service outlets is not over 3,000, even when some 400 cafeterias are included. And this compares to the United States' 257,000 help-yourself stores (accounting for over 10 per cent of food sales), Great Britain's 30,000, West Germany's 25,000, and large numbers of them in all the Scandinavian countries.

Associations of independent retailers in France are advising their members to convert to self-service if at all possible and as soon as possible. A fact to expedite their decision: it has been found that increased sales volume in self-service shops allows retailers to lower profit margins and pass on six to 10 per cent lower prices to consumers—which further increases the sales volume and retailer's gross.

Also spurring the trend is a bi-monthly 30-page publication, Libre-Service Actualites, full of facts, advice, supply-sources, and illustrated reports of successful self-service conversions and enterprises in France and abroad. The latest issue even includes a French-English-German dictionary of self-service terms, including consumer counselling (counsell à la clientèle), sales area (zone d'attraction), tumbler (tournoiement), and shopping cart (chariot).

The newest French expansion of this modern merchandising system is in Bordeaux, where the Prisunic chain has opened what it calls a super-self-service, selling food, clothing, dry goods, hardware and household articles. Meat and cheese portions are cut and wrapped on the premises, and there is a big frozen-food department and large wine selection.

Prisunic plans to open similar stores in other French cities after analysis of the pilot Bordeaux experience provides the pattern for location, management methods, layout and merchandise demanded and moved.

THE MACARONI JOURNAL

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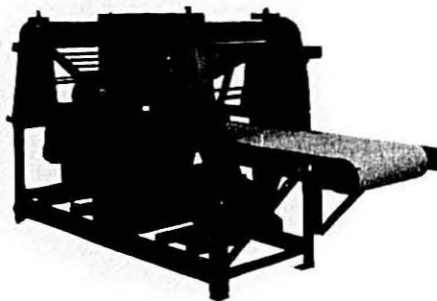
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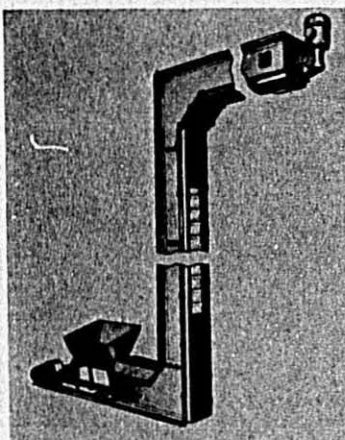
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Verti-Lift

### New Bucket Elevator

Announced recently, by Aseeco, Inc. of Los Angeles, is a newly designed overlapping bucket elevator, the Verti-Lift. Designed to overlap at the filling point, Verti-Lift guarantees a clean operation reducing loss of materials and clean-up operations to a minimum.

Standard size buckets available are six, nine, 12 and 18 inches wide. Larger sizes will be supplied upon request. With this wide range of bucket capacities, Aseeco is able to meet cubic-foot-per-hour requirements of the smallest or largest operation. Buckets are of cast aluminum alloy and coated with a non-toxic epoxy which seals the pores of the metal. This feature is especially desirable in operations where odors or tastes may be transferred from one product handled to the next.

Extra sections of the Verti-Lift are available, permitting Aseeco to supply the efficient bucket elevator to precise customer specifications as to vertical height, top horizontal extension and bottom horizontal extension. No special tools or skills are needed for assembly of the Verti-Lift. Anyone can assemble the unit and have it in operation in a matter of a few hours.

Important to many operations will be the low possible entry point of the Verti-Lift. Filling can be accomplished as low as 12 inches from floor level. Buckets are carried on two extended roller chains, eliminating noise and wear on the return cycle of empty buckets by special nylon slide shoes.

Cubic-foot-per-hour capacities of the four standard size buckets are: 135 cubic feet per hour for six-inch buckets; 210 for nine-inch buckets; 275 for 12-inch buckets; and 305 for 18-inch buckets.

### Working Through People—

(Continued from page 26)

pression that I am unaware of its value and need for continuity the year round. In fact, I am a great believer in communications and have considerable respect for the most basic medium of employee communications, second only to the grapevine—the bulletin board. A good lively board is never overlooked.

In the interest of brevity, this discussion has been confined to motivations and methods of getting things done through people that are most susceptible to pure management, and no reference has been made to money incentives as they affect productivity. Money as an incentive appears to be most effective when it is directly tied to the productivity gains of the company as a whole. While there are drawbacks to many of the individual incentive pay systems, they're worth your careful study because one of them may have a place in your company. In their own way, they can help the employee to recognize that if his personal contribution to the total pie will make it bigger, his piece will be bigger too. From some of the examples we have observed, the results can be quite remarkable.

#### Employee Training

A last but far from least suggestion on what management can do to help increase employee productivity concerns the area of employee training—training for the job and training on the job for bigger and better jobs. It has been found time and again that the low producer is not always 100 per cent responsible for his output. Often his low rate of production is caused by factors the supervisor or upper management could have controlled but did not.

Training involves more than teaching a man how to do a specific job faster or better. Before you can train a man you've got to take a good look at his job. Perhaps the work-flow needs checking into. Perhaps he does not have enough work to keep him busy. Perhaps the work is reaching him in a way to cause extreme peaks and lows in his job. Whatever the problem may be a good employee training program would have spotted it so that management could get at it.

At Canada Dry, where I work, we've seen that good training is an absolute pre-requisite of employee effectiveness. We have found that with training, we're able to "get through" to our employees and tell them what is legitimately expected of them. We have learned to know our people, and

what is equally important, they have learned to know more and more about their company and the business we're in. We know from experience that employee training has materially contributed to our employees' sense of membership in the Canada Dry family and their genuine concern for the welfare of that family.

Each of the measures discussed worked well for the companies that used them. The question, of course, remains: Would they work as well in your company? You are the best judge of that. You may find it possible to adopt one or borrow another.

Two more questions in conclusion: Are we making it clear to the people from whom we expect to get things done exactly what we expect them to do and why? Are we getting through to them that their welfare and the security of their jobs depends on their being a profit-making part of a profit-making company?

Within your answer lies the key to greater productivity by working through people.

As has been so concisely expressed in the General Mills corporate policy . . . "The most productive employee is a well-trained, happy and secure employee who is constantly challenged to do his best."

### Ireland Top in Food Consumption

America may be the richest country in the world, but the Irish, those in Ireland at any rate, eat a whole lot better.

At least, they ate better back in 1958, according to the latest United Nations Food & Agriculture Organization's yearbook on food production.

People in New Zealand, Denmark, Britain, Australia, Switzerland and Canada also had more food available for their tables than Uncle Sam's population.

The average Irishman had 3,500 calories available per day, in 1958, the UN reports.

The average American, in comparison, had 3,100 calories available. The hungriest country in the world appears to be India, where only 1,800 calories per capita per day were available.

The yearbook reports that, excluding the Soviet Union, wheat production in 1958 was 180,000,000 metric tons, corn production was 188,600,000 metric tons.

The number of livestock in the world seems to be rapidly increasing in almost all categories. Cattle rose 6,000,000 head to 888,000,000 head. Pigs increased to 453,700,000 head, sheep to 939,000,000, goats to 328,200,000.

THE MACARONI JOURNAL

## The ASEECO System for NOODLES

24 hour — round-the-clock production.

NO HANDLING from press to shipping case!

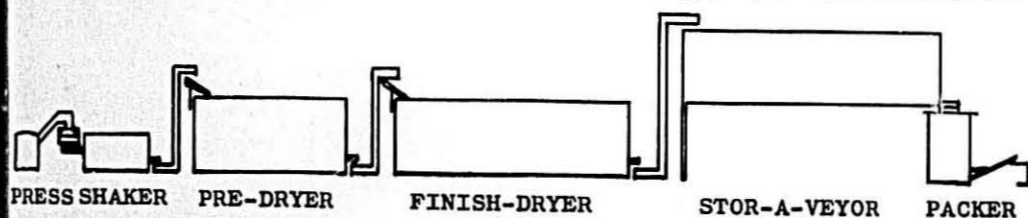
Aseeco fully automatic weighing and filling system for noodles in cello or poly, or—

G-R (Garibaldi-Ricciarelli) fully automatic carton line — weigh, fill, close.

One operator required for automatic continuous press;

None for shaker dryer, preliminary dryer, continuous dryer, stor-a-veyors moving storage for 24 hour production; weighing, filling and closing.

Second operator fills shipping cases. Aseeco will supply any or all parts of the system.



The Aseeco Corporation, 1830 W. Olympic Blvd.  
Los Angeles 6, California

Telephone Steve Brodie or Vaughn Gregor  
at DU. 5-9091. We service the entire U.S.  
Western distributor for Pavan Equipment.

## JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

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

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

ONE, 1961

For dependable uniform quality

DURUM SEMOLINA GRANULAR FLOURS

Call Roy Wanzel  
CHapel 6-2101  
New Richmond, Wis.

Doughboy

DOUGHBOY INDUSTRIES, INC.  
Milling Division New Richmond, Wis.  
Quality Since 1856



## WAY BACK WHEN

### 40 Years Ago

• Keynote of the 1921 macaroni convention held in Detroit, Michigan: "Co-operation between manufacturers for the advancement of the individual and of the entire industry."

• In the President's Message to assembled conventioners, James T. Williams offered the following recommendations: (1) eliminate the "side evil" of slack-filled packages; (2) standardize on quantities packed to the case; (3) establish uniform standards for durum flour and semolina; (4) investigate freight rates and if possible obtain lower rates by having macaroni placed in the classification of cereal products; (5) return to the larger pre-war size package as soon as possible.

• In a talk on short weight and slack filled packages, C. F. Mueller, Jr. noted: "The day of the five and 10 cent package has come to an end in the macaroni business. It is of greater interest to the manufacturer to put out a package containing a standard weight and sell it at a price which prevailing conditions warrant, than to change the weight of his package every time there is a change in the price of raw materials."

• The National Macaroni Manufacturers Association in convention assembled went on record as favoring a tariff on macaroni "that will properly protect the patriotic American manufacturers while at the same time conserving the interests of the consuming public." They favored a three and one-half cent duty per pound on macaroni without eggs and four cents a pound on those containing eggs.

### 30 Years Ago

• Former President Calvin Coolidge had this to say about trade associations in his daily syndicated article May 2, 1931: "Neither the state nor the Federal Government can supply the information and wisdom necessary to direct the business activities of the nation. About all that can wisely be done in this direction is provided by trade associations. Additions to the system promise most if they be voluntary and provide a better coordination of activities."

• B. R. Jacobs, the Association's Washington representative, traced the step-by-step crackdown by the United States Government on an Eastern macaroni company alleged to have been using artificial coloring (turmeric dissolved in alcohol) to simulate the

presence of eggs in violation of the • Macaroni was on parade during Chicago's Centennial Jubilee. The John B. Canepa Company, manufacturers of "Red Cross" macaroni products, was represented in the several parades by a beautiful float, featuring a large figure labeled "Long-Mac," an exaggerated package of macaroni animated by an unusually tall man representing the character shown in the firm's advertising.

### 20 Years Ago

• Said Association President Joseph J. Cuneo, president of La Premiata Macaroni Company, Connellsville, Pennsylvania, on the eve of the Pittsburgh macaroni convention: "All good government and principles begin at the plant and with the manufacturers. It is useless to make good laws and adopt good principles for bad people if we do not adhere to the practice of them. Public and consumer sentiment is more than law. Law enforcement is not greater or better than this sentiment."

• How can the macaroni industry cooperate with the national defense, asked the Macaroni Journal editorially, in June 1941. While production is paramount in 90 per cent of the trades involved in the national defense program, that is not necessarily so in the case of the macaroni-noodle industry, because production is already sufficient to take care of the needs. But there are other problems, such as prompt deliveries of quality goods and a better understanding of the basis on which quotations are made and goods accepted; these and many similar problems can be straightened out through study and understanding.

• Eight of the original firms that founded the National Association at Pittsburgh in 1904 were honored at a Founders Luncheon. They were: Crescent Macaroni & Cracker Company, Davenport, Iowa; Faust Macaroni Company, St. Louis, Missouri; Minnesota Macaroni Company, St. Paul, Minnesota; C. F. Mueller Company, Jersey City, New Jersey; The Pfaffman Company, Cleveland, Ohio; Peter Rossi & Sons, Braidwood, Illinois; Tharinger Macaroni Company, Milwaukee, Wisconsin; A. Zerega's Sons, Inc., Brooklyn, New York.

### 10 Years Ago

• "Preventive maintenance will lengthen the productive life of your dies," noted Dan Maldari at the Hoskins 1951 Plant Operations Forum.

## CLASSIFIED ADVERTISING RATES

Display Advertising ..... Rates on Application  
Went Ads ..... 75 Cents per Line

FOR SALE—Ambrette Press with Spread Box 178, Macaroni Journal, Palatine, Illinois.

FOR SALE—Clermont Eologno stamping machine. Calibrated brake and dies. Box 177, Macaroni Journal, Palatine, Illinois.

## INDEX TO ADVERTISERS

Amber Milling Division, G.T.A. ....  
Ambrette Machinery Corporation .....  
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Clermont Machine Company, Inc. ....  
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Russell Miller-King Mides Mills .....  
Wallace & Tiernan, Inc. ....

"Product flaws are danger signs which demand immediate investigation and correction."

• A French delegation of macaroni industry representatives and millers were honored guests at the Forty-fifth Annual Convention at the Water Beach Hotel in Chicago. Jacques Audigier, general secretary, Comite Professionnel de l'Industrie Pates Alimentaires, Paris, France, headed the panel of representatives in a discussion of problems pertaining to the industry in their country.

• "Macaroni Products" by Dr. Charles Hummel, just published by Food Press, Ltd., London, England, was viewed in the June Macaroni Journal. (Editor's note: This is still one of the best books we know on the technical aspects of macaroni processing.)

• Gerard Benedict, sales manager, Ronzoni Macaroni Company, reports that a series of tests conducted in dependent and chain grocery stores showed that pasta sales increased when displayed along with baby foods. When pasta was placed among baby foods alone, sales doubled; when pasta was placed with both baby foods and the macaroni products, sales went up two and a half to three times.

THE MACARONI JOURNAL

## MACARONI USA

### Betty Crocker Presents Western Spaghetti Barbecue

A hearty inspiration of the  
Southwest - tasty and robust



### WESTERN SPAGHETTI BARBECUE

Western Barbecue Sauce (recipe below)	¾ cup water
1½ lb. ground beef	½ cup chopped onion
1½ tsp. salt	1 pkg. (12 to 16 oz.) spaghetti
¼ tsp. pepper	6 green peppers

Prepare Western Barbecue Sauce (this may be made ahead and refrigerated). Make hamburgers: toss ground beef, salt, pepper, water and onion together lightly with a fork. Divide and form into 6 thick patties. Handle as little as possible. Arrange patties on cold broiler pan or on outdoor grill. Brush patties with Western Barbecue Sauce. Broil 3" from heat, turning once. Brush again with sauce. Do not flatten. Allow 5 to 8 min. cooking per side. While hamburgers are broiling, cook spaghetti and green peppers.

Cook spaghetti following manufacturers' directions. Drain, and dot with butter. Place immediately into cooked green pepper shells.

To prepare green peppers: wash and slit in half lengthwise. Remove seeds, stems and ribs. Cook in boiling water 4 to 5 min., until just fork tender. Serve spaghetti stuffed peppers and broiled hamburgers with Western Barbecue Sauce. 6 servings.

### WESTERN BARBECUE SAUCE

2 tbsp. fat	½ tsp. dry mustard
¼ cup chopped onion	2 tbsp. brown sugar
1 clove garlic, minced	1 tsp. chili powder
1 can (7 oz.) mushrooms, sliced (reserve liquid)	1 tsp. barbecue spice
3 8-oz. cans tomato sauce	½ tsp. salt
mushroom liquor and water to make ½ cup	¼ tsp. pepper
1 cup diced green pepper (1 med. pepper)	dash of Tabasco
	½ cup grated Cheddar cheese

Sauté onion, garlic and mushrooms in hot fat until onion is transparent. Add rest of ingredients—except grated cheese and simmer 20 min. Stir in cheese until melted.

### Success tips:

1. Spaghetti is best when slightly chewy, do not overcook. Cook just before serving.
2. If necessary a little sauce may be spooned over spaghetti in green pepper shells and placed in oven to be kept warm (not under broiler).

A spicy main dish with spaghetti served in green pepper shells flanked by broiled hamburgers and hot barbecue sauce

Again to support the National Macaroni Institute's "A Salute to the 50 States," General Mills and Betty Crocker proudly offer you and your customers a robust dish from another section of America. This time it's Western Spaghetti Barbecue from the heart of the Southwest. We offer you this delicious recipe only after exacting taste-tests in our Betty Crocker Kitchens and in typical homes in the Southwest. We're certain this will prove that your customers can increase their enjoyment of your products easily, imaginatively, deliciously!

As a leading producer of the finest Semolina and Durum flours, we are happy to serve the macaroni industry. Look for more Betty Crocker recipes in our MACARONI U.S.A. program to help you increase profits through the broadened use of your products.

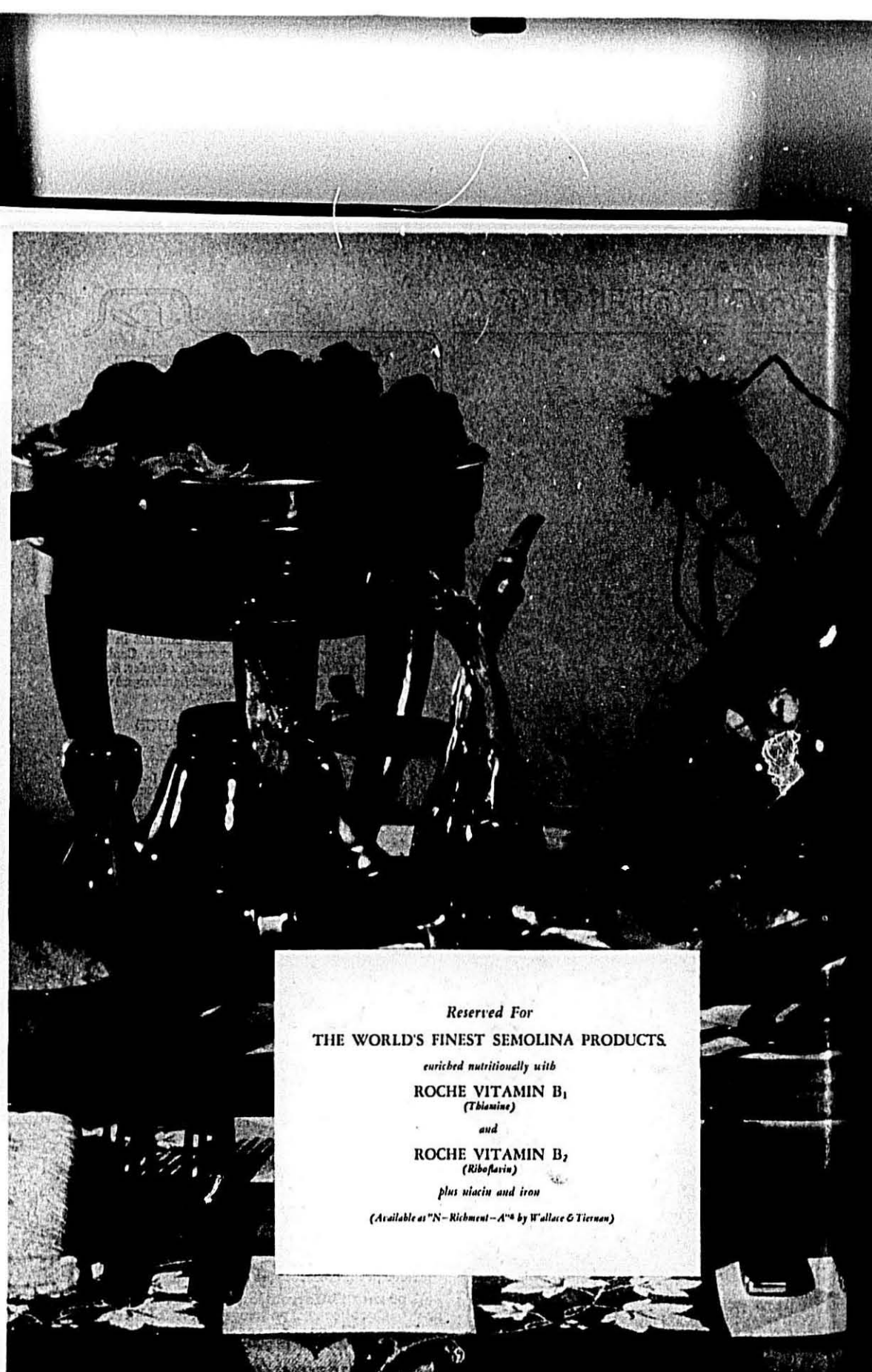
For more information on this new Betty Crocker recipe program, ask your Durum Sales representative or write . . .

DURUM SALES

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*Reserved For*  
THE WORLD'S FINEST SEMOLINA PRODUCTS

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ROCHE VITAMIN B<sub>1</sub>  
(Thiamine)

*and*

ROCHE VITAMIN B<sub>2</sub>  
(Riboflavin)

*plus niacin and iron*

*(Available at "N-Richment-A" by Wallace & Tiernan)*