

**THE  
MACARONI  
JOURNAL**

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Disclaimer: The cover page of this issue is extensively deteriorated and cannot be filmed because handling will cause further damage.







## CONVENTION COVERAGE

"RESEARCH" was the word reiterated throughout the discussions of the Meeting-in-the-Round held by the National Macaroni Manufacturers Association in mid-January at the Hotel Diplomat, Hollywood, Florida.

Research or Perish

"Research or perish," warned Dr. E. Ziegler, chief cereal chemist of Buhler Brothers, from Uzwil, Switzerland. Samuel B. Shapiro, president of the American Society of Association Executives and executive director of the Linen Supply Association of America, said: "I cannot set an exact timetable for your demise if you do not do research, but it will come—in five, ten, or fifteen years." Observing that small manufacturers cannot afford research, he said their only salvation is in the group approach through their Association.

Many products and inventions we enjoy without thought today startled the slumbering industry of yesterday when they first appeared. The result was either heart failure or rejuvenation. Automobiles, radio, fountain pens, detergents, and many other examples will come to mind. Today's lively industries consider research as a hedge against that kind of hazard. Through its research on better products and new uses for old products, the Douglas Fir Plywood Association was able to stimulate the entire industry to develop greatly expanded markets after plywood products had for years been restricted to a few unimaginative uses. Stimulated by the success of their continuing product utilization activities, Douglas Fir Plywood makers have embarked upon an industry research effort in wood chemistry aimed at discovery of entirely new materials.

The National Retail Furniture Association, by its studies of shipping methods, and crating and packaging methods, has saved untold expense and headaches for manufacturers and distributors. The cost of the research caused some hesitation at the start, but it was only a drop in the bucket compared to benefits derived.

This and many other research projects have proved far more useful when done through the Association than would have been possible if the members had attacked the problem individually and without coordination.

### Market Research

It all started with a pre-meeting get-together of the durum growers, who were well represented at the Meeting-



Samuel B. Shapiro

in-the-Round, some of the millers, and members of the National Macaroni Institute Committee. Howard Lampman, executive director of the Durum Wheat Institute, suggested that market research was needed to answer the questions of why some people do not buy macaroni and why those who serve it infrequently do not use it often. He thought perhaps three-way sponsorship of such research by the growers, the millers, and manufacturers, possibly with support from the U. S. Department of Agriculture, was worth investigating.

### Durum Discussion

In the durum discussions, moderated by Durum Committee Chairman Lloyd E. Skinner, Don Fletcher of the Crop Quality Council led off by saying that the durum breeders do not have a real measure of quality to work for, and the macaroni industry should tell them what is needed to make a superior macaroni.

In contrast to last year, he continued, we are in a much different position today with 70,000,000 bushels produced in the United States and 80,000,000 more in Canada than when we had a world shortage just a year ago. Nineteen sixty-two was the most favorable year for a rust epidemic that he had ever seen. The rust resistance of durum and hard wheat held the line, or we would have had a repetition of 1954 when most of the crop was destroyed by stem rust. It was entirely due to the work of the research people at North Dakota State University that a catastrophe was averted. Many diseases of wheat were rampant. These included root rot, leaf diseases, blackpoint, ergot, and in the northern areas frost damage.

He observed that the North Dakota State University has been asked to double the size of its cereal quality laboratory, and the USDA cereal laboratory has moved into the same building. This will probably result in one of the finest cereal laboratories in the world.

New varieties of wheat are being developed much more rapidly than in past years, he reported. It used to take about 12 years to develop a new variety, but the use of Mexico to grow two crops per year cuts this time in half. A vigorous effort is being made to develop micro-techniques for evaluating the quality of a thimbleful of wheat, and this may further decrease the time necessary to determine if a new variety is valuable. Three varieties of durum are being tested this year.

Hybrid wheats developed in Nebraska and Kansas may greatly increase the yield per acre, but this development is at least five years off, in the opinion of Mr. Fletcher. Dwarf wheats are being developed in Washington state which will yield as high as 125 bushels per acre.

### Committee Report

Ray Wentzel of Doughboy Industries, reporting on the activities of the Durum Industry Advisory Committee, said there had been a recommendation for no additional acres planted to durum for 1963. The premium suggested is to be 15 cents for Ordinary Durum, 20 cents for Amber, and 25 cents for Hard Amber. This is less than the premiums last year and thought to be more reasonable by the durum growers. The Committee recommended that export subsidies for durum were needed, but they came too little and too late. France had bartered with North Africa to supply most of its needs and will probably not have to import durum from the United States in any quantity.

### Growers Representative

Alvin Kenner, president, Durum Growers Association, made the following statement:

"The 1961-62 marketing year was a problem for everyone connected with the durum industry. Millers and manufacturers found themselves forced to deviate from the regular semolina mix. Producers lost money on the market because of low production. In spite of the disaster year for all, maybe we have all learned something and will benefit in the long run.

"The relationship between manufacturers and millers and growers is some-

thing of which we can all be proud. Since the origin of the Durum Industry Committee we seem much closer and have more understanding of the problems of each segment of the industry. Together we have found the need for keeping informed on world supplies and world needs. Together we have gained by having durum recognized as a specialty and a special class of wheat. Together, with assistance from the North Dakota State Wheat Commission, we have joint promotional ventures.

"The durum producer recognizes the domestic durum market as its prime and most important market, and for this market we pledge the production of top quality durum, an adequate source of supply, and a competitive price.

"Now, the producer is operating at low throttle, so along with working together on long-range promotions to increase domestic consumption, it is apparent to the producer that we must find ways of establishing ourselves in the export market. Now, this can be brought about in a realistic manner by studying and working through the departments where changes can be made. I sometimes think that maybe we are kidding ourselves when we think of our durum production expanding. We aren't selling any more now than we did ten years ago. When you consider the population increase maybe we should all be taking a good, hard look to see whether we really are progressing.

"Now, in closing, I would like to say, together we must meet the problems that lie before us. We must be ready to anticipate our future, and not make changes too small and too late."

### Wheat Commissioner

This was followed by comments from Ole Sampson, durum producer, and member of the North Dakota State Wheat Commission:

"It is to the interest of the millers, the manufacturers, the producer of durum and the general public to keep in close communication. By doing this we can marshal an effective promotion, market development, and distribution program. This will benefit all segments involved. An example of this beginning of unity in action program, is the film we are jointly promoting, 'Durum—Standard of Quality.' The reception of this film, world-wide, has been excellent.

"Your counsel, and support in having durum recognized as a special commodity, with a special image apart from wheat, is an essential. Here we can all



Durum Experts: Alvin Kenner, Roy Wentzel, Don Fletcher and Ole Sampson

continue to cooperate. Here we can move forward.

"Producers in North Dakota and other areas have the capacity and ability to make available supplies of the quality raw material — durum. We realize, of course, that this is dependent upon favorable climatic weather and environmental conditions. Furthermore, we need programs that will permit us to produce. We need acreage if you're going to have a stable amount of durum to manufacture. We have to have a stable amount in reserve. We need an adequate price, and we need storage, and with storage it isn't just the cost. We need ways and means of providing for the risk of storage. Along with this we need a favorable cost for transportation to move this product.

"Durum growers today are experts or specialists, if you please, as producers. They have the know-how. They have capital investment in land and machinery per far more production plant, equal or above, in proportion to any other segment involved in making available the final consumer product. This, we know you appreciate.

"Likewise, we are making every effort to properly appraise your position in the industry. For example, just recently a group of producers were in Omaha. While there we accepted Lloyd Skinner's invitation to tour his plant. We know that a macaroni plant such as this does not just happen. This is the result of know-how. Macaroni today is really a gourmet food. You, gentlemen, are to be very highly commended.

"I think that with close communication, unity of purpose and effort, there is no question but what we can double the United States per capita consumption of macaroni and spaghetti products, from seven pounds to 14.

"In going forward each segment of the industry has an important role to play. The producer, the miller, the manufacturer, and don't forget the retailer. This food in the form of macaroni, spaghetti, noodles made from durum can be made the gourmet food. It can be eaten on the night out and it should be the main dish. It is an inexpensive, nutritious, healthful, tasty and convenience food. To create this

image is our cooperative objective. With it will come appeal causing demand unimagined to this date.

"Gentlemen, I think that together, we have only made a beginning. I think that by continuing to work together we are all bound to profit."

### Round Table

Durum Committee members Walter Villame, Jr., Howard E. Johnson, and Stuart Sailer participated in the round table discussion speculating on the availability of supplies during the coming crop year, concurring that there was a need for tightening up grain grading and supporting the request of durum growers in Tularelake, California, for the extension of allotments of durum acreage there.

In introducing the discussions on research, Chairman Peter J. Viviano declared: "We are here to learn more about our own products."

### Product Research

Dr. Kenneth A. Gilles, Chairman, Cereal Technology Department, North Dakota State University, led off:

"One of the inescapable facts of modern industry is that research, so long regarded as a luxury, which only the biggest corporations could readily afford, has been transformed into a necessity that no company can ignore without placing its economic survival in jeopardy. In these days when science and technology form the cornerstone for nearly every industrial activity, reliance on the formerly easy ways of empirical improvisation can only lead to eventual extinction.

"To anyone who has asked the simple question: why does something work, and not how can I make it work better, he has begun to think in terms of basic research. Does basic research pay off? Certainly in some industries it does.

"This morning Don Fletcher pointed out that in the winter wheat area, Nebred wheat was very hard hit by rust. He alluded to the fact that the rust appeared to be stopped when it moved onto the north and into the durum area. He also indicated that if





Left to right: Drs. K. A. Gilles, Z. Holliger, E. Ziegler and G. N. Irvine.

Left to right: Peter J. Viviano, Paul Vermylen, Vincent F. La Rosa.

we didn't have rust-resistant varieties we would not be sitting here discussing the pleasant situation of having 70,000,000 bushels or so of durum. I think that most of you know that about 95 per cent of all the durum wheat varieties grown in the United States were released by the North Dakota State University. So, I think that research definitely does pay off.

"It is a fact that we must establish better communications between the scientist, the engineers, the production people and the sales people. There are questions that arise in the sales field that are transmitted back to production and they in turn ask for technical assistance. Why does a product check? Why does it break? How can you avoid product failures? Why do we have cooking problems? Why are they not consistent? A systematic approach using scientists' information may assist you.

#### Plastics Parallel

"During the last 25 years the plastics industry was born and has advanced very rapidly. You may wonder at an analogy between plastics and macaroni, but the problems that they have are concerned with plasticity, rigidity, flow properties, physical and chemical structures of these pliable masses, which in the terms of the scientist are very similar to the problems you have. They extrude plastic products; you extrude macaroni. They dry or harden plastic products; you dry macaroni. But in the 25 years the plastics industry has learned much more about its technical inner workings than the macaroni industry has. Largely because the macaroni industry has relied on tradition. This is not bad, but we must acknowledge that the research effort in the plastic industry has been far more vigorous, far more effectively and enthusiastically pursued. Moreover, about two to five per cent of their net sales has been put into research, and many of the products they sell today were not available ten years ago. At North Dakota last year we spent about \$15,000 on research in macaroni processing. We are the only State University in the United States that has the

facilities to do this type of work. Is this an adequate amount? I personally don't think so.

"Let's review briefly. What are we doing about this? During the past year we have effected the transfer of the USDA group from Beltsville to Fargo. They are now housed in our building. This, of course, has caused growing pains. We have tried to prevail upon the State Legislature to provide funds for expansion, but at this time they are saying "no" to all groups.

#### Several Approaches

"There are several approaches to research that we might pursue. To those of you not familiar with our facilities, we have in the Cereal Technology Department, three activities: (1) research with respect to hard red spring wheat; (2) malt and barley; and (3) durum wheat. In these three areas North Dakota produces the major crops for the United States. We have further responsibilities: teaching graduate students, sponsored research by the federal government through the U.S.D.A. group and its cooperative work at the experiment station, the state group, and by industrial support. At the present time I have two full time people on the staff supported entirely by funds from the Malt and Barley Improvement Association. These men work side under way: One pertains to the pigments of durum, another to starch gelatinization and the third to the composition and the effect of fats on durum processing.

"I think perhaps, these comments will lead to questions that we might discuss later on."

#### Swiss Scientists

Dr. E. Ziegler, cereal chemist for Buhler Brothers, Uzwil, Switzerland, said:

"I would like to confirm what Dr. Gilles has just said about the research attitude—it is, research or perish. If you won't, someone else will and you're out of business, and this applies to every industry.

"As an example in the mechanical line: these new Beltera mills which are

going up around the country are based on work that was done in Switzerland some 20 years ago at the Buhler Laboratory. This new type of mill is just a large size laboratory mill. Practical millers had difficulty accepting that such a simple mill could do such a job. We had difficulty convincing them, but now it is regarded as a big new development at this time.

"We are very fortunate to have a boss who is very research-minded, so much so that we do research work which has nothing directly to do with our job at the moment. As Dr. Gilles says, just to know why. Every time something pops up you can use. We are working on a study of pentosans which has no direct interest to a firm making machines, but has brought us to several other interesting questions and put us in touch with men who are doing this research to give us all kind of ideas. That is what we are asking for.

"In another area we got into the problem of water penetration into the grain of wheat, and some interesting things are coming out. A technique has been developed to measure moisture in one grain of starch, which is quite a small thing. This can bring out some very peculiar distributions. I think it is going to lead us to thinking out a lot of our problems differently in connection with enzymes.

#### Interested Parties

"The three people interested in research are the production man, the engineer and the chemist. Now, you are the production people representing a very large industry and doing a mighty fine job. But, I don't think that that job will be adequate for the next ten years time. The question is: Where do we go from here?

"One of the people willing to help you is the engineer. One way our firm helps is to organize courses for macaroni factory superintendents. In the past few years we have held about eight courses which last four weeks, including one week's visit to Italy. Everybody comes away astonished as to what you can do with macaroni. We

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# PAVAN

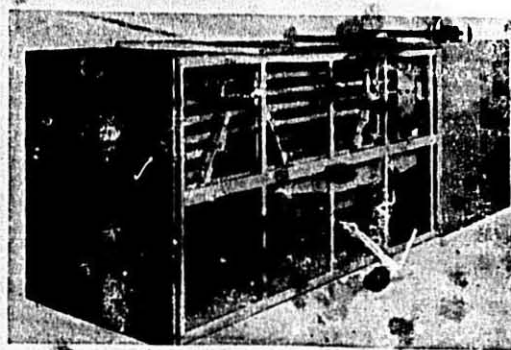
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MACARONI PROCESSING MACHINERY

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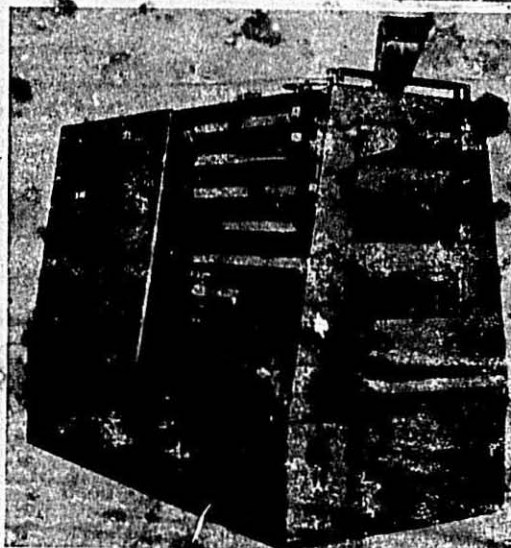
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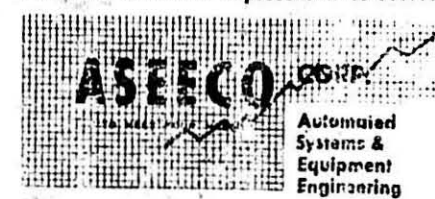
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**Convention Coverage—**

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might consider putting on a school in the U.S. in cooperation with Dr. Gilles. "Then there is the chemist, who looks at things at a very different angle. He is a specialist trying to find out methods of control. This is a difficult area, and we must admit that we aren't very far to date.

**What Is Good Macaroni?**

"What is good macaroni? To begin with, it is what you are used to and also what fits into your flow sheet or schedule. We have exactly the same problem in bread baking. We have to consider these psychological points which have nothing to do with science but they are important.

"In Switzerland about 80 per cent of macaroni products is made with egg. This improves the appearance with better color and makes a very definite improvement in cooking quality. By using egg, it is possible to use no durum at all, because you can even use a very soft type of wheat.

"In conclusion, I would like to say a few words about research and development. This means thinking differently in new dimensions. A lot of macaroni problems are just the opposite of the problems of baking bread. One is the question of color. You want color, and the bread baker wants his flour bleached. The bread maker wants high protein, and there is a question of whether this is to the liking of the macaroni maker. You want quite a different type of gluten. As to improves, the baker needs an oxidizer, while you probably need a reducing agent. But we don't know enough about this sort of thing. That is what we are trying to get at. If there is enough support from the industry, more support than there has been, I am quite sure that we will be able to make it in time."

His colleague, Dr. Z. Holliger, a macaroni expert at Bühler Brothers, said that the principal problem facing us is to find a correlation between raw material and cooking quality. The problem is exactly the same in the United States as it is in Europe. He is studying this problem in Switzerland using a device for measuring stretching strength of cooked spaghetti.

**Canadian Expert**

Dr. G. Norman Irvine, Grain Research Laboratory, Board of Commissioners for Canada, had this to say: "In our country wheat is handled, exported and sold to the domestic trade by the Canadian Wheat Board. We

have rigorous control over the production of wheat, new varieties, questions of testing, etc. I work for the Board of Grain Commissioners, who are charged with the responsibility of maintaining the quality of the grades of Canadian wheat. We consume, domestically, about 3,000,000 bushels of durum a year. This year we grew 61,000,000 bushels so you can see that primarily we are in the exporting business. Accordingly, our viewpoints on research in durum and macaroni quality are those of a country which is primarily interested in satisfying the European overseas market. I am distressed at Dr. Ziegler's comments, that his friends in Switzerland are going to start making good macaroni from any kind of wheat with eggs, but I really think there will be a very good market for durum for a long time to come.

**Did You Durum?**

"I want to suggest that when we are considering the quality of our own durum wheats, we do so with respect to what the Europeans are used to dealing with. This introduces an element of variety, particularly in view of the questions we've brought up today of processing behavior and cooking qualities. For example: The durums used in the United States and Canada all stem from the original Russian imports made by Dr. Carleton at the beginning of the present century. This gives you a class of durum wheat, Russian, United States and Canadian on the one hand, which is quite similar in its behavior and properties. This contrasts very markedly with the durum wheat produced in the Mediterranean area and which has for a number of years been going into the European market. In studying these we were at a loss to understand the characteristic differences for a while. I think one of the things that is now appearing is that these Mediterranean durums are all grown as winter wheats. This may have some effect on their general characteristics. There are very few of these varieties which look like ours. Their gluten quality and their rheological behavior is different. People talk about gluten quality and what they are really interested in is what effect this has on the cooking quality. Now, you hear that Italian macaroni is better than anything we can make. I don't think that all of you would suggest that, but I think that some of you suspect that certain types of Italian macaroni have better cooking qualities than any you turn out from your raw material.

"You have grown used to American durums and learned how to handle

them. The Italians have grown up with an entirely different kind of durum, with much tougher gluten, requiring much higher water absorption. One of the questions to which we do not have the answer is: Which has the better cooking quality? What we must find out is the quality of gluten that makes the Italian the most desirable type. Then all we have to do to put our plant breeders on the right track is say, 'This is the kind of quality we need.'

"We had a series of varieties from all over the world grown this year that we have just finished testing. For the first time I have seen the gluten characteristics of these Italian and Mediterranean durum. We have the material which will allow us to introduce these quality characteristics into our breeding program if it is desirable. Somewhere we have to make the step from what we can do in our laboratories and what you people will do in your plants. I think we have to develop much closer cooperation between these two sides in getting on with both the basic research and the practical aspects.

**Laboratory Work**

"I give you two examples of what we have done in our laboratory: "A lot of work went into a study of lipoxidase, the enzyme which destroys the color during processing. The job was finished and reported on by 1951. It has taken ten years for anyone to pay any real attention to it.

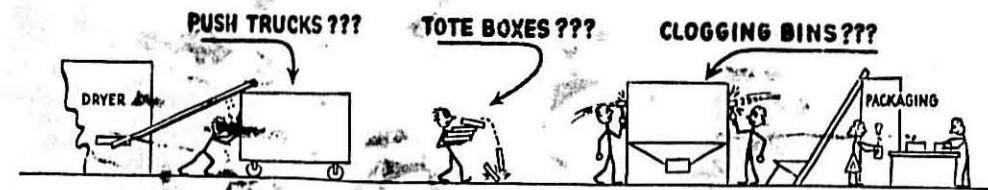
"We have developed a farinograph technique to give us indications of different qualities of gluten. But we don't have a macaroni plant, we don't do this on a large scale, and all I can suggest to people is that it looks very good, very interesting. Then it is up to industry to take over some of these ideas, to make a small investment, buying a few instruments, and hiring a few personnel to find out, if in fact, there is something useful in it.

"I have noted a number of other problems which I think are pertinent, but I won't raise all of them now. I would like to get some information from you on factors relating to brownness in semolina and macaroni. Do any of you ever have a problem of dullness or brownness in your macaroni?

"Another problem I think needs looking into is that of the effect of pressure on the chemical properties, the drying properties, and the cooking properties of macaroni. You are seeing the introduction of pressure gauges on your extrusion equipment. This has been quite common in Europe for a

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**What's in the 'MIDDLE' in Your Plant—between dryer & packaging ??**



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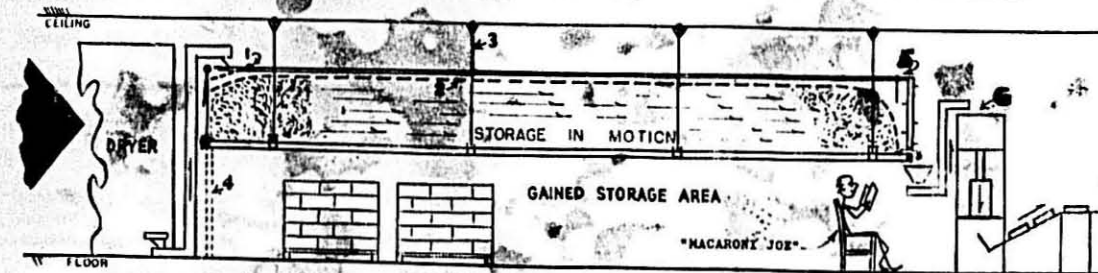
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## A NEW WAY OF DOING THINGS

by Al Ravarino, President,

National Macaroni Manufacturers Association

YOU have observed that we have a new format for this Winter Meeting, and I would like to tell you briefly how this came about.

It was thought that rather than running all matters of importance through a Board of Directors meeting at the start of the week, it might be better to make the subject matter available to everybody in general sessions. Therefore, various committees have been given the responsibility to keep part of the program in operation, spreading the responsibility so that it stimulates new thinking and new ideas which will make things different if not better. The Board, then, will meet after the general sessions and set policy based on the conclusions determined at the round-table sessions.

### Big Business

Now, about new ways in another direction—all of you are aware I am sure that the grocery industry is the biggest business in the United States and therefore in the world. It is important and highly regarded not only by our own countrymen but by millions of people all over the world. It seems to me that on those days when we try to solve the problems that face us and become discouraged, we should get something of a charge out of the fact that we are a part of a wonderful thing. When the temptation comes to make a wishy-washy decision or do a shady thing, remember that the macaroni industry is a part of this great grocery business, and we have a wonderful position of respect to maintain.

Last fall at the Association of Chain Stores meeting, a presentation was made by an economist, called the McKinsey Report. I have been asked to make some comments about it, but I don't know where to begin as I don't understand it and have had difficulty in getting interpretations about it from people in the grocery industry. I would just like to say this: The report came into existence because chain stores in the United States are having a profit problem. The squeeze is on, and they are looking for solutions. The report says: "If the food manufacturers and food retailers are going to give consumers better values, employees better wages, and stockholders a better return on their investments, we are going to have to forge a partnership in

the public interest—a partnership of all the elements of the food industry whose goal is the searching out and destroying of those parts of our total business which represent unnecessary costs. If we can do this, this partnership will mean progress—and very real dollars and cents progress—to every company and every level in the industry, and progress in terms of lowered food prices to consumers as well."

### Food Is a Bargain

Food is a bargain. In the United States, only 20 per cent of family income is spent on food. This percentage runs to 35 or 40 per cent in some European countries, and heavens knows what it is in those countries that are called under-privileged. There, the percentage of income, if you want to call it that, for food runs up to 80, 90 and even 100 per cent. So, when we observe that only 20 per cent of our income goes for food, we have an important thing to emphasize here that we sometimes overlook—the fact that we are so fortunate.

### Convenience

In the food field, the craze in recent years has been for convenience items, and macaroni products have been a star among them. Some of these convenience foods have met with success, while others have not done so well. I mention this because in my own thinking our industry should be selling its wares to excite people into purchasing a package and convincing them that it is a worthwhile and nutritious food. I think most of us feel this way and are sometimes complacent. Let's not close our eyes to the merchandisers who are coming up with new ideas for convenience items. We may be faced with the decision one of these days to either join them or supply them, and this is cause for concern both to the industry and to the individuals in it. Times are changing fast, and we know things will be different tomorrow.

### Youth and Change

I recently ran across an article in a magazine called Sales Marketing Today, and quote: "You think teen-agers are a market now. By 1970 there will be 41 per cent more people between the ages of 10 and 19." Boy, if you



Al Ravarino

think these teen-agers get in your hair today, imagine what we'll have in 1970. "Young adults are on their way up too. Thirty-nine per cent more from ages 20 to 29." This is something for us to think about in our industry advertising and promotional programs. We are in for a lot of change, a lot of new ways of doing things.

Another thing I read recently said: "People are thinking about plastic houses and two-way refrigerators that will open on both sides. Remote control units so you can phone home to start the dinner cooking. There will be automatic lawn sprinklers that will go on when your lawn is thirsty, and automatic time control centers to keep your house hot or cold, whichever is needed. Carrier is talking about an air conditioner unit which filters the air, flushes dirt away, absorbs odors, removes pollen, and humidifies."

### Good Stores—1975

Here is something else of interest to us in the grocery business—a description of a food store in 1975: "You ride into a cylindrical building on a covered moving sidewalk. As you ride past shelves of groceries, you spot what you want, step off the sidewalk, stamp it with your marker, and deposit it in the receiver bin. The moving sidewalk takes you down the spiral ramp of the supermarket, past every item on display, until you finally reach an automatic checkout counter. Your purchases are there before you, the computer adds up everything you owe, listing everything you've bought by weight and prices. You put your money into an automatic cash register, get your change, go to your car and pick up your order. How long will it take? About 10 minutes. Is it a dream? It is a new way of doing things."

At this point I want to put in a plug for the National Macaroni Manufacturers Association. During the last six months I have gotten a lot closer to the Secretary and his office. I would

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THE MACARONI JOURNAL

## "YOUTH LOVES TO BE SERVED"

Macaroni products made from

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



King Midas DURUM PRODUCTS

MINNEAPOLIS MINNESOTA

MARCH, 1963

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## A New Way—

(Continued from page 10)

like to say that we have had firsthand experience in the last six months to prove that individually we are nobody, no matter how big we are in this business. Even as an industry we are small compared to big business, not to mention big unions and big government. Because we are small, I think we should change a bit and make more of the Association office as a clearinghouse that can be of great value to us individually. What I am saying is that the Secretary and his staff are busy, but they are always ready to do more. It is my thinking that we should communicate with the Secretary, so that he has his finger on the pulse of the industry and knows its feelings. He needs this to bring back to us the information needed in our own individual businesses. A good strong Association is vitally necessary today in dealing with government.

### Ideals vs. Deals

In closing, I would like to refer to a pamphlet that carried three talks made by Father Hesberg, president of Notre Dame. He is a good speaker. President Eisenhower put him on the National Atomic Energy Board to travel all over the world, bringing the philosophical and theological views to scientists who are trying to keep the atom bomb from blowing up in our faces. A few of his thoughts struck me as I read them, and I should like to quote them here:

"Our tactic is more often dollars and deals than ideas and ideals." He is talking to these scientists and technical engineers who are planning flights into space. He is trying to tell them that today they are an elite level of society just as the painters and writers were during the Renaissance. He urges them not to divide into two classes— which would be those scientists making weapons of destruction that can destroy humanity or an insignificant minority who are developing new odors for perfume and soaps—but to try and apply their scientific techniques to solving the problems of famine and hardship that affect the lives of three-quarters of the people on the face of this earth. In many under-developed countries, the life expectancy is only thirty years of age because the people cannot find enough food to live. Father Hesberg tells the scientists that they should consider in their work of changing things, applying their knowledge for the benefit of humanity, which may some day reward them.

In another quote, he says: "We might say that everything worthwhile or perduring in human life, and in all human history, is changeless. That

which is past and has been forgotten bears the name of change." I like this philosophical emphasis on the staying power of ideas and ideals. Let us hope that the changes we are making in planning our own lives, in our own businesses, and in our Association, will include this changeless aspect, so there will be good ideas and unquestionable ideals. Thank you very much.

### Convention Coverage—

(Continued from page 8)

number of years and is a step in the right direction. But you must keep in mind that the pressure that you get is determined by the temperature, the absorption and the rate at which you are extruding. Changes in pressure can result in the interaction of two factors, or from any one of them, and you are never quite sure which one. I think we need to know a great deal more about that.

"With your equipment and know-how you can dry macaroni one way or another satisfactorily. You cannot always build the cooking quality into the macaroni. You can spoil it if it is there to start with, but it's impossible for you to deal with the problem if quality is not an inherent part of the raw material that you get.

"I would like to hear your comments as to what your experience would suggest in connection with these problems that I have raised and others raised this morning."

### Comments

In the discussion that followed, Mr. Viviano observed that using the same raw material, processed on the same equipment, and dried in the same manner, can produce products with different cooking results. He asked what would bring this about.

Dr. Irvine commented that this was right in line with the problem of pressure determined by temperature, absorption, and rate of extrusion. All of these factors must be controlled and measured to determine variations. "You are really having differences in your processing behavior of which you are not aware," he said.

Paul Vermeylen asked what avenues of approach a small manufacturer could take along the lines of applied research. Dr. Gilles replied that any size manufacturer should handle problems through engineers and chemists, and then experiment as far as practical in the plant. For example, putting temperature gauges on your system might make possible study of changes that are occurring of which you are unaware.

Dr. Gilles was also asked if he felt that a problem of cooking tests was

valuable. He answered that it was difficult to look for subtle changes without knowing what the major changes might be. Cooking tests are a worthwhile check.

Vincent F. La Rosa asked if we had examined Mediterranean durum in the United States. Dr. Gilles replied that we had, but for rust resistance rather than for cooking qualities. He observed that until the technicians know what manufacturers want in cooking quality, they can't very well counsel with the geneticists.

Dr. Ziegler concluded that it is desirable to make fine macaroni, but this must be accompanied with good sauce. He suggested that a greater variety of good sauces could be made by canners selling convenience to the consumer.

### AACC Macaroni Research

The new edition of the Book of Methods of the American Association of Cereal Chemists tells of a procedure for evaluating color score of farinaceous ingredients in order to predict the color of the finished products, called "Color of Macaroni Products — Disk Method," Section 14-20.

Color score by this procedure is reported in terms of percentage of Yellow and percentage of Brown. Maximum color appeal in a product is produced when the semolina, flour, granular or farina used as the raw material has a maximum of yellow and a minimum of brown. This test has been in use by the Jacobs-Winston Laboratories of New York City.

Future research of the Macaroni Committee of the American Association of Cereal Chemists will include investigations of the chemical constituents in semolina responsible for stickiness and slime in cooked macaroni, along with the effect of strong and weak durum gluteins on macaroni processing and cooking quality.

### Durum Stocks

According to the Department of Agriculture estimates, durum wheat accounted for 48,889,000 bushels of the January 1 wheat stocks on farms, representing 68 per cent of the near record production of this class of wheat in 1962. A year ago, following the exceptionally small 1961 crop, durum holdings on farms were only 11,451,000 bushels.

Disappearance of durum from farms in the October-December quarter was 5,439,000 bushels. No comparable data are available as this is only the second year that durum stocks have been reported separately.

## MACARONI USA



### MACARONI NEW ENGLAND STYLE

3 slices fresh bread  
2 tbsp. butter  
1 pkg. (7 or 8 oz.)  
small shell macaroni

1 cup finely grated  
Cheddar cheese  
Creamed Sea Food and  
Mushroom Sauce  
(recipe below)

Finely crumb bread with fork and brown lightly in butter. Then cook macaroni following manufacturer's directions and drain. Immediately lightly toss cooked macaroni with cheese until all cheese is melted.

To serve: Spoon macaroni onto a warm plate in a ring around bowl of Creamed Sea Food and Mushroom Sauce which has been sprinkled with bread crumbs and garnished with parsley. About 6 servings.

### CREAMED SEA FOOD AND MUSHROOM SAUCE

1 can (8 oz.) button mushrooms (reserve liquid)  
1/2 cup butter  
1 tbsp. minced onion  
1 tsp. chopped chives  
1 tsp. chopped parsley  
1/4 cup GOLD MEDAL "Kitchen-tested" Enriched Flour  
1 tsp. salt  
pinch of cayenne pepper

pinch of nutmeg plus mushroom liquid plus enough water to make 1/2 cup  
1 1/2 cups commercial sour cream  
1 can (6 to 7 oz.) flaked crabmeat, lobster or clams  
2 egg yolks, slightly beaten  
1 tsp. sherry flavoring

Slice mushrooms and sauté in butter with onions, chives and parsley until onions are transparent. Remove from heat. Stir in flour, salt, cayenne pepper and nutmeg. Cook over low heat until smooth and bubbly. Remove from heat. Stir in mushroom liquid. Bring to boil; boil 5 min., stirring constantly. Remove from heat. Blend in, in this order: sour cream, crabmeat, egg yolks and sherry flavoring. Bring just back to boil and serve immediately.

### Success tips:

1. Macaroni is best when cooked just before serving, and is slightly chewy. Do not overcook.
2. Stir sauce mixture constantly after mushroom liquid and water are added.
3. Do not boil sauce after sea food and sour cream are added, otherwise flavor of fish is lost and sour cream will curdle.

Macaroni (tossed with golden cheese) in company with sea food and a mushroom sauce balanced with sour cream, sherry flavoring and buttered crumbs

General Mills and Betty Crocker offer you and your customers this exciting new main-dish creation with a New England flavor. Macaroni New England Style has met exacting standards in the Betty Crocker Kitchens and in typical homes in New England. Another delightful recipe pointing up the imaginative, easy, delicious ways of serving macaroni products.

To serve the macaroni industry is a source of pride and pleasure for General Mills, a leading producer of the finest Semolina and Durum flours. Look for more recipes from Betty Crocker in our Macaroni U.S.A. program to help you increase your profits through the broadened use of your products.

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

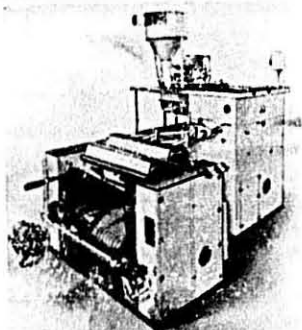
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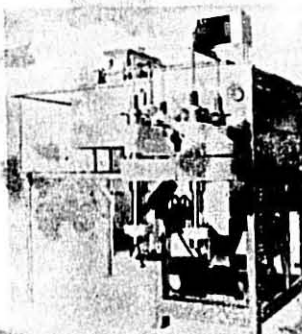
# DEMACO ENGINEERING—

## THE NEW DEMACO 4 STICK SPREADER



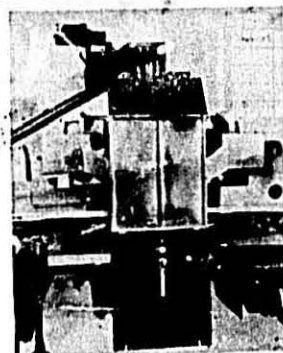
MODEL SAS-1500 WITH  
A PRODUCTION OF  
1500 LBS. PER HOUR  
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MODEL SAS 2000  
WITH A PRODUCTION  
OF 2000 LBS. PER HOUR

## THE NEW DEMACO TWIN DIE SHORT CUT PRESS



PRODUCTION—  
2000 LBS.  
PER HOUR  
AND OVER

## THE NEW DEMACO SPAGHETTI WEIGHER

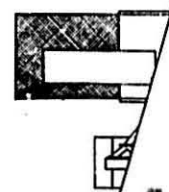
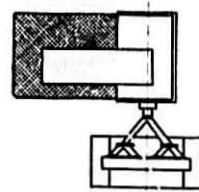


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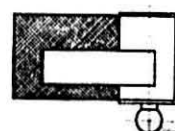
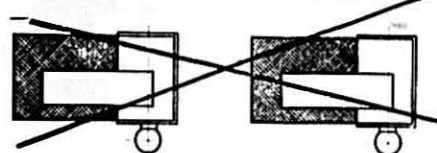
THE MACARONI JOURNAL

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MARCH, 1963

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# PRODUCT PROMOTION - through the Durum Wheat Institute

by H. Howard Lampman, Executive Director, at the Meeting-in-the-Round

THIS has been a most productive meeting of your National Association of Macaroni Manufacturers. I hope this report, through the Durum Wheat Institute lives up to the high standard you have established. Like most reports, it contains something old, something new. There are a few surprises—and we hope we can provoke you to questions.

You may recall that at your meeting at the Homestead, in Virginia, last July, we outlined three projects for the DWI. These involve:

First, a concerted effort to gain a listing for enriched macaroni foods amongst those products specified for inclusion in the Type A Federal School Lunch Program.

Second, a demonstration outline which would project macaroni products into food class demonstrations before home economics groups, 4H clubs, and at home demonstration meetings.

Third, an inexpensive recipe leaflet, offering recipes for demonstration as part of the outline. This last publication would also be made available to manufacturers for imprint and circulation in your market areas.

## Show-Off Recipes

Rough copy of the text for the demonstration outline and the recipe leaflet, together with these layouts, has been submitted to members of your National Macaroni Institute Committee and representatives of the Durum Growers Association. We think that together they make a package which will gain a circulation of at least 100,000 units—representing at least as many demonstrations of macaroni foods in the areas described. When the finished material is in your hands, you might consider using the demonstration outline and recipe leaflet personally in calls at schools or in work with 4H clubs and home demonstration agents. You might consider providing your own brand-name macaroni products for use in such demonstrations.

As soon as the copy is ready in finished form, it will again be circulated to the members of your National Macaroni Institute as well as the Durum Growers Association and the North Dakota State Wheat Commission, for final approval. Since it will cost one-half cent or less for each leaflet you might

well consider using the recipes in your own promotion apart from the demonstration outline. There is space on the back for your own imprint. The title, "12 Show-Off Recipes" conveys the demonstration idea, but it also carries the thought that these twelve recipes are something the homemaker may want to prepare to "show off" her culinary talents.

## School Lunch

Back to the problem of the type A school lunch: a delegation representing durum growers, millers, and manufacturers called upon officials of the Federal School Lunch Program in Washington last July 13 to discuss possible changes in the list of specified foods to include enriched macaroni products as a protein source. More than 14 million meals a day are served in the Federal Lunch Program in more than 60,000 schools. In addition, another 18 million school meals a day are influenced to a large extent by the standards established by the Federal Program. So it is a big market in itself. It is also a "sampling" market in which school children learn to appreciate foods like macaroni.

Considerable quantities of macaroni products are already served in the School Lunch Program, but the immediate goal of the call at the federal offices was the inclusion of enriched macaroni foods among those specified for the type A lunch—to give macaroni foods added status as a spur to greater consumption.

The immediate objective was not gained, although as a result of the call it was felt that growers, millers, and macaroni manufacturers had succeeded in establishing excellent rapport with the Federal School Lunch officials. As a direct result, the DWI will soon begin work with the Federal School Lunch officials in the development, testing, and standardization of special recipes adapted to the school lunch menu.

Since the Washington meeting, a call has been made at the headquarters of the American School Food Service Association, an organization enrolling more than 29,000 lunchroom managers. Once squared away in our service for the Federal office of the school lunch organization, it is expected that we will expand through cooperative work with



H. Howard Lampman

the American School Food Service Association as well.

## Division of Labor

These projects are entirely in keeping with the division of responsibility established among the National Macaroni Institute, Durum Wheat Institute, Durum Growers Association, and the North Dakota State Wheat Commission. You will recall that the National Macaroni Institute, working through the agency of Theodore R. Sills and Associates, undertook chief responsibility for publicity and the consumer promotion of macaroni foods. The Durum Wheat Institute elected to accomplish special projects as approved each year, and to work chiefly in the restaurant-institutional area, in schools, and in home economics.

Under this arrangement, a number of publications and materials for the promotion of macaroni products have emerged. The DWI has produced or participated in:

1. "Tricks and Treats . . . With Macaroni Foods," a filmstrip with narration guide and recipe leaflets. The National Macaroni Institute has assumed responsibility for the distribution of this filmstrip.
2. "Economical Gourmet Entrees," a booklet of large-quantity recipes for

durum macaroni dishes, suitable for restaurant, institutional, club, or group use.

3. "Specialties of the House," a booklet of household-size recipes derived from those contained in "Economical Gourmet Entrees." Several hundred thousand "Specialties" have been distributed by the North Dakota State Wheat Commission. Currently, the North Dakota group has purchased 50,000 copies to maintain its schedule of distribution. The book is available to manufacturers as well.

4. "Durum Macaroni Foods — From Farm to Table," a classroom chart showing the history, agriculture, milling of durum semolina, granulars and flour, macaroni food production, nutritive values, and final use. The chart was especially prepared for display in school rooms. It has been well received by teachers and has also become a standard display piece in the offices of durum macaroni manufacturers as well.

5. "Durum Wheat Notes," a bulletin published five times a year and circulated to more than 42,000 home economics teachers, supervisors, writers, and other specialists in food preparation and service.

6. Distribution of the movie, "Durum — Standard of Quality," undertaken with the cost split three ways among the North Dakota State Wheat Commission, National Macaroni Institute and Durum Wheat Institute.

7. Proposed television distribution of black and white and short versions of "Durum — Standard of Quality," again on the three-way split of cost basis.

Samples of these materials, together with their price, are posted on display boards outside our meeting room. A number of macaroni manufacturers have demonstrated that this material will do a good job for you—if you put it to work.

## Why and How

Each of these materials, as well as the work done by Ted Sills, illustrates a method or procedure to stimulate macaroni food consumption. Thus far in this meeting we have heard considerable about research. A spirit of constructive inquiry has been established. We heard Dr. Kenneth A. Gilles, Chairman of the Cereal Technology Department, North Dakota State University, describe what he is doing in his laboratory. We heard your president Mr. Albert Ravarino, describe "a new way of doing things." Research, or simply asking "how" or "why," has become the

MARCH, 1963

keynote of your sessions here this week.

The methods and materials we use to stimulate additional consumption of macaroni foods are extremely important to us—if for no other reason than over a period of years they represent an investment of many thousands of dollars. Is it a good investment? Yesterday we heard the distinguished panel sound the dictum: "research or perish." With limited resources amongst growers, millers, and manufacturers, it seems an appropriate time to ask whether we might not discover better ways of stimulating consumption . . . whether we might not find more efficient ways of spending our money.

The theme of this meeting—questions of "why" and "how"—applies to all phases of the industry. Why do some people eat quantities of macaroni? Why do other people eat smaller quantities of macaroni, or reject the product entirely? At a meeting Monday, where we heard these questions, one manufacturer said he knew that most people ate macaroni foods in the kitchen. But of what help is it to him to know where people eat, if not why?

What is the most effective way of reaching consumers? We know from several case histories that the use of Durum Wheat Institute materials does stimulate consumption. But we do not know how or why.

What is the most effective appeal one can use in trying to stimulate consumption of additional quantities of macaroni foods? Is it taste, appearance (a picture on the package), economy, nutrition, the quick-and-easy idea? And finally what are the best media in which to convey this appeal to consumers?

## More Effective Effort

If we find the answers to some or all of these questions we will be able to work more effectively together and to spend our limited funds to greater mutual advantage. And so on Monday, at a meeting of the National Macaroni Institute, it was proposed that growers, millers, and manufacturers, once again work together to carry questions like these to the professionals—those best able to find out some of the answers.

It was proposed that we select a test city or cities or test situation. Then we would develop tests or methods of measuring product knowledge, attitudes, acceptance, use, levels of consumption—and find out why.

We would use the materials we have or apply the techniques currently employed under controlled conditions, and measure before-and-after reactions.

Before-and-after checks would provide us with our evaluation—a measurement of changes in the knowledge, attitudes, and use. And always we would try to find out why.

So this last suggestion is merely a "try-on" for size. The idea has already been exposed to the members of the North Dakota Wheat Commission, to the members of the Durum Wheat Institute Committee and to some representatives of the National Macaroni Institute. Because of the materials we currently use and the techniques we employ for stimulating consumption are essentially common to almost all groups—i.e. the dairy industry, the meat industry, cheese, and so on—what we really are proposing is to measure or test the effectiveness of all such programs.

A former president of the Durum Growers Association, Mr. Richard C. Crockett, of Langdon, North Dakota, sat in on the meeting. Dick thought that with this point of view, together with the record-breaking yield of durum wheat this past year, the United States Department of Agriculture might be interested in undertaking such research. He has left our meeting here to go to Washington, where he will explore the idea with the USDA people.

An outline of this proposal was prepared for the meeting with the National Macaroni Institute and Durum Growers. Copies are available.

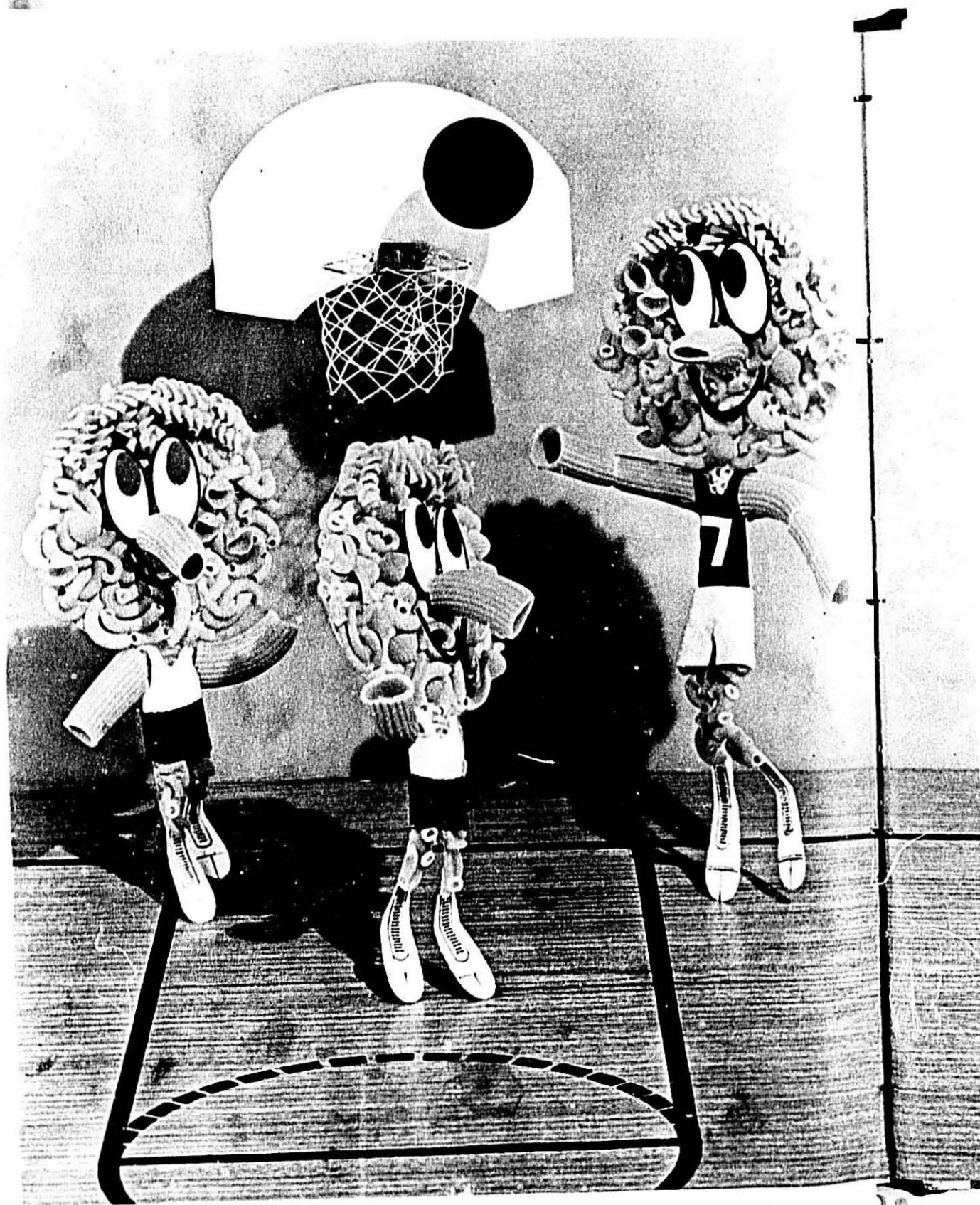
## Semolina Separator

A vacuum gravity separator for farina and semolina cleaning or germ separation is now being offered by Fred Forsberg & Sons, Inc., Thief River Falls, Minnesota. According to the company extreme accuracy is provided due to a specially designed air-controlled deck.

"The vacuum gravity separator passes the product through a controlled volume of air which stratifies it vertically, then turn the layers to discharge horizontally," the company said. "Vacuum suction removes floating material almost immediately, leaving the deck clear for better separating action. Simple, positive control over-all settings assures precise separation, and a return leg permits re-run of middling material automatically if incompletely separated."

In addition, Forsberg says the separator is dust free and could be operated in an office. Moreover, the machine is counter-balanced to eliminate vibrations at the base, and therefore, may be installed on any floor without special bracing.





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## At the Meeting-in-the-Round

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The John B. Canepa Company  
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Mr. and Mrs. Guido deLuca  
Catelli-Habitant, Ltd.  
Montreal, Canada

Mr. and Mrs. Sam Palma  
Mr. and Mrs. Charles La Scala  
Conte Luna Macaroni Company  
Norristown, Pennsylvania

Mr. and Mrs. J. T. Williams, Jr.  
Howard E. Johnson  
The Creamette Company  
Minneapolis, Minnesota

Oscar E. Garber  
The Creamette Co. of Canada  
Winnipeg, Canada

Peter J. Viviano  
Joseph P. Viviano  
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Louisville, Kentucky

Mr. and Mrs. A. I. Grass  
I. J. Grass Noodle Co.  
Chicago, Illinois

Mr. and Mrs. Arvill Davis  
Gooch Food Products Co.  
Lincoln, Nebraska

Mr. and Mrs. R. I. Cowen  
A. Goodman & Sons, Inc.  
Long Island City, N.Y.

Mr. and Mrs. Leo C. Ippolito  
Ideal Macaroni Company  
Bedford Heights, Ohio

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Mr. and Mrs. T. Villeneuve  
Jenny Lee, Inc.  
St. Paul, Minnesota

Mr. and Mrs. Peter La Rosa  
Mr. and Mrs. Joseph La Rosa  
Mr. and Mrs. F. La Rosa  
V. La Rosa, Inc.  
Brooklyn, New York

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Mr. and Mrs. Robert Buck  
Mr. and Mrs. Roland Smith  
Mr. and Mrs. L. R. Thurston, Jr.  
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Harrisburg, Pennsylvania

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Stuart Seller  
C. F. Mueller Company  
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Skinner Macaroni Company  
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Fred Spadafora  
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Wm. H. Oldach, Inc.  
Philadelphia, Pennsylvania

Mr. and Mrs. Wm. H. Oldach  
Wm. H. Oldach, Inc.  
Philadelphia, Pennsylvania

Mr. and Mrs. Wm. H. Oldach  
Wm. H. Oldach, Inc.  
Philadelphia, Pennsylvania

(Continued on page 36)

## at the Traditional Rossotti Spaghetti Buffet



Around the table, left to right: Mrs. Cowen, Mr. and Mrs. Emanuele Ronzoni, Jr., Fred Spadafora, Mr. and Mrs. Al Ravarino, Charles Rossotti, Bob Green, Peter Viviano, Bob Cowen.



Don Fletcher Dr. Ziegler, Mr. and Mrs. Robert Ginnane, Lloyd Skinner, Kurt Larsen, Alvin Kenner, Ken Baghot, Dick Crockett, Jim Stearns.



Mrs. Pellegrino, Mr. and Mrs. Stanway, Joe Pellegrino, Harry Meicke, Howard Johnson, Mrs. Williams, Oscar Garber, Jim Williams, Jr., Sal Maritato.



Left side: Clete Haney, Dr. Norman Irvine, Dr. Kenneth Gilles, Charles Hoskins, Holliger. Right side: Gene Kuhn, Dick Saunders, Janey Weiss, Mrs. Robert Green, and Catherine Green.



Mrs. Amato, B. C. Buck Robbins, Mrs. and Mr. Albert Weiss, Mrs. Bertha Weiss, Mr. and Mrs. Andy Fodor, John Amato.



Denby Allen, George Faber, Joseph Viviano, Mrs. and Mr. Jerry Tujague, Mrs. Fox, Mrs. and Mr. Lester Swanson, Mrs. Faber.



Vincent F. La Rosa, Mr. and Mrs. Joseph La Rosa, Kathie and Mrs. V. F. La Rosa, Bill Bontempi, Mr. and Mrs. Louis Barash, Ralph Maldari, Tom Sanicola.



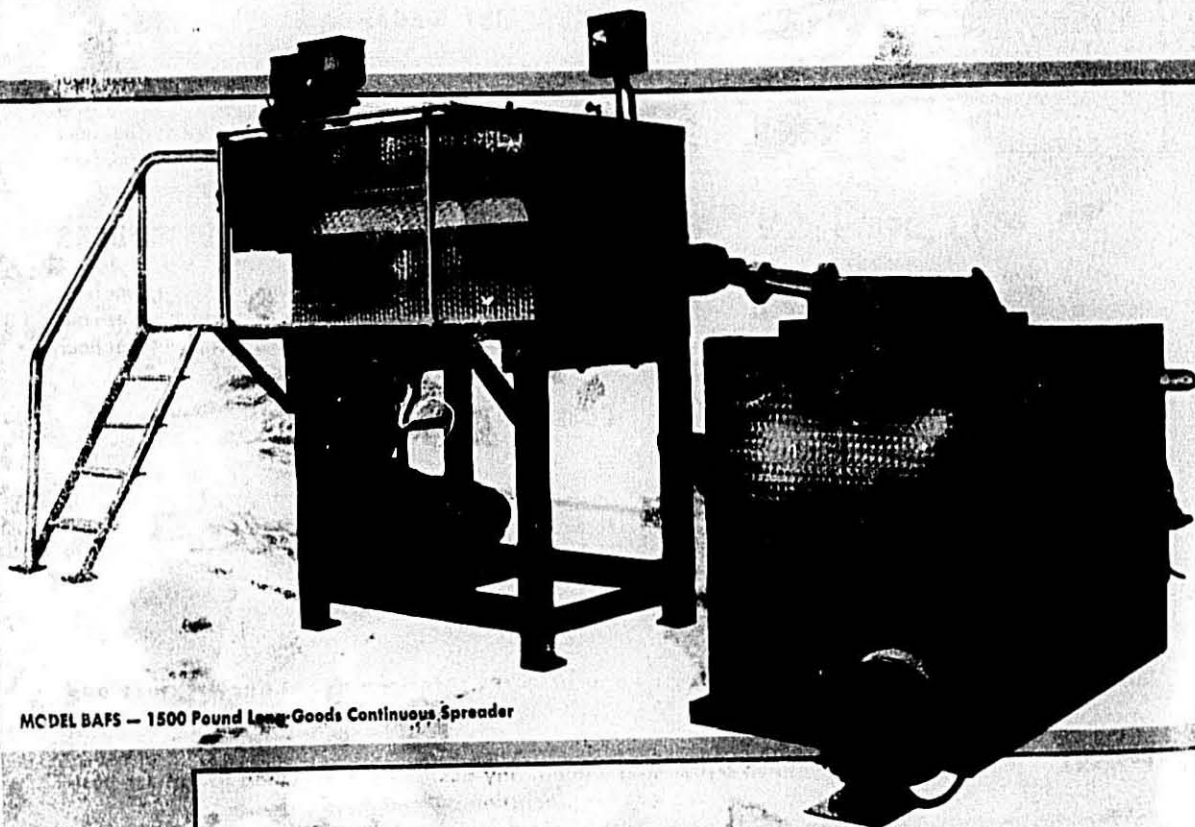
Mrs. and Mr. Edward Tuner, Mrs. and Mr. Jim Benincasa, Mrs. and Mrs. Ed King, Bill Lohman, Mrs. and Mr. Walter Nisbet.



**ANOTHER  
FIRST!**

## NEW SANITARY CONTINUOUS EXTRUDERS

A new concept of extruder construction utilizing tubular steel frames, eliminates those hard-to-clean areas. For the first time a completely sanitary extruder . . . for easier maintenance . . . increased production . . . highest quality. Be sure to check on these efficient space-saving machines.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

**\* NEW  
\*\* NEW  
NEW**

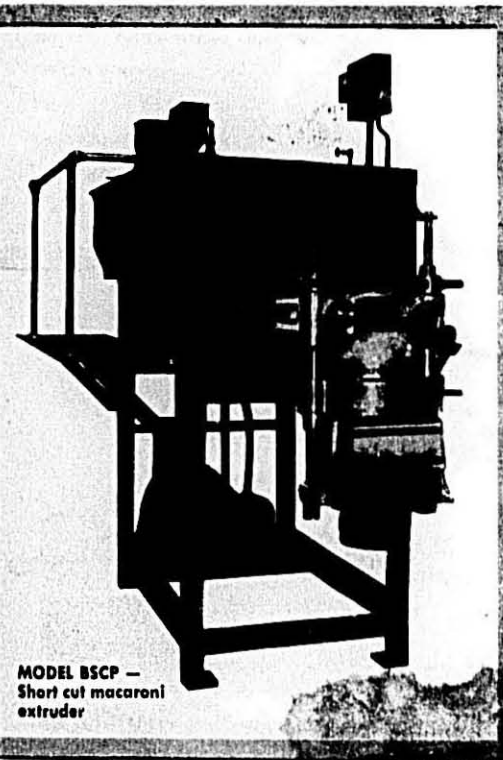
**POSITIVE SCREW FORCE FEEDER** improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

**3 STICK 1500 POUND LONG GOODS SPREADER** increases production while occupying the same space as a 2 stick 1000 pound spreader.

**1500 POUND EXTRUDERS AND DRYERS LINES** now in operation in a number of macaroni-noodle plants, occupying slightly more space than 1000 pound lines.

THESE EXTRUDERS AND DRYERS ARE NOW GIVING EXCELLENT RESULTS THROUGHOUT THE UNITED STATES IN A NUMBER OF PLANTS.

\* patent pending  
\*\* patented



MODEL BSCP — Short cut macaroni extruder

by *Ambrette*

### SHORT CUT MACARONI EXTRUDERS

Model BSCP ..... 1500 pounds capacity per hour  
Model DSCP ..... 1000 pounds capacity per hour  
Model SACP ..... 600 pounds capacity per hour  
Model LACP ..... 300 pounds capacity per hour

### LONG MACARONI SPREADER EXTRUDERS

Model BAFS ..... 1500 pounds capacity per hour  
Model DAFS ..... 1000 pounds capacity per hour  
Model SAFS ..... 600 pounds capacity per hour

### COMBINATION EXTRUDERS

Short Cut ..... Sheet Former  
Short Cut ..... Spreader  
Three Way Combination

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

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

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

**SANITARY** . . . . . Easy to clean tubular steel frames give you the first truly sanitary extruder.

For information regarding these and other models, prices, material testing and other services, write or phone:

**AMBRETTE MACHINERY CORPORATION**

156-158 SIXTH STREET, BROOKLYN 16, N.Y.

PHONE: TRIangle 5-5226

SINCE 1909



## PRODUCT PROMOTION - through the National Macaroni Institute

by Ted Sills and Elinor Ehrman at the Meeting-in-the-Round

MISS Ehrman reported: Our presentation is divided into two parts—we are going to do a quick review of our program for the last six months, and we will tell you briefly what lies ahead for 1963.

We have listed alphabetically by cities the results of our Food Editors' Conference participation September 20 at the Waldorf Astoria Hotel in New York City where we entertained 150 editors from leading newspapers all over the country. Monsignor John Romaniello was a featured speaker, and Harold Hofstrand, durum grower, told about the bumper crop. The book is here for you to examine later.

Father Romaniello was interviewed on the "Tonight Show" on a coast-to-coast network telecast and received great coverage in newspapers. Father John created great attention, and we had many letters from many editors saying ours was one of the most heartwarming sessions that they had ever attended at the Food Editors' Conference.

### Macaroni Week

Immediately following the Food Editors' Conference, we plunged into National Macaroni Week, the last part of October. In the Dallas, Texas Times Herald they gave pages of macaroni recipes for Macaroni Week. Another good example was in the Pittsburgh Press where they used our recipes and photographs. There was coverage in every major market. We did a disk jockey release giving facts and figures of macaroni consumption and received good response.

Our news department also sent out facts, figures and statistics in an item released by UPI saying the per capita consumption of macaroni, spaghetti and noodles for Americans during the past year was 4,425 feet according to the National Macaroni Institute. This was picked up by a Canadian paper, the Vancouver Sun, who wrote an editorial about neighbors across the border eating all this spaghetti. This had further play in American papers, picking up the editorial. Many of you have seen the Saturday Evening Post Article in the December 8 issue on "The Myriad Uses of Macaroni." The Post has a circulation of over 8,500,000. Also in the Thanksgiving food issue of Life Magazine we had macaroni statistics quoted.



Committee members Fred Mueller, Jack Wolfe, Manny Ronzoni and Lloyd Skinner listen to report by Elinor Ehrman.

### In Magazines

Ladies Home Journal, Winter Number — January-February, starting on page 74, there is a "Perfect Portfolio of Pastas, Completely at Home in Any American Kitchen." Food Editor Nancy Crawford Wood presents a collection of some eighteen recipes beautifully illustrated with pictures made on location in Italy under the title "When in Rome. . . ." Recipes include Shell Macaroni with Fisherman's Sauce; Noodles Puccini; Stuffed Rigatoni with Veal Rolls; Macaroni Carbonara; Cannelloni Genovese; Lasagna; Spaghetti Sicilian; Green Noodles Alfredo; Gnocchi Alla Romano; Spaghetti Sauce with Sausage; Spaghetti Sauce with Ham; Baked Macaroni Loaf; Veal and Noodle Casserole; Chicken Tetrazzini; Clam Noodle Scallop; Spaghetti with Herbs; Tagliarini, and Manicotti. The continuation concludes fortuitously with another item: "How to Dine Well on 300 Calories."

In the American Home, Winter Number — January-February, starting on pages 52-53, Food Editor June M. Towne says: "It's Time You Used Your Noodles . . . and all the other pastas! The whole wide world loves pasta. The Burmese have a passion for pasta. So do the Chinese and Japanese. We've even favorite tricks from Armenia and Paraguay. You'll find pasta teamed with tender lamb and artichokes, with steak and bamboo shoots, with chicken and coconut, with mushrooms and meat, and, of course, good-old Italian-style macaroni stuffed with sausage and baked in tomato sauce." Illustrated

recipes include Sukiyaki (using folded fedelini); Armenian Lamb Stew with Artichokes; Italian Stuffed Rigatoni; Chinese Noodles with Lobster and Vegetables; Burmese Chicken; Paraguayan Pasta with Mushrooms and Meat Sauce.

American Home Magazine, December issue, featured a photograph and recipe for Beef Stroganoff served on noodles, in a story entitled "Holiday Dining at Its Best." Circulation, 3,773,803.

Good Housekeeping, January issue, features Hungarian Oxtail Ragout with Noodles, in a full-page color photograph, accompanied by the recipe. Circulation 5,138,553.

Family Circle, January issue, includes two photographs in color with the recipes in article entitled "Plain and Fancy Penny-wise Dinners." One is Manicotti, the other Turn-About Macaroni Loaf. Circulation 6,534,667.

Parents Magazine, January issue, uses noodles in two recipes given in menus of "Family Foods for Toddlers, Too." Recipes are Veal Paprika with Buttered Noodles and Smoked Beef Bake made with egg noodles or macaroni. Circulation 1,883,730.

True Confessions, January issue, gives recipe and photograph of Meat Balls 'n' Noodles au Gratin, in a story about electric skillet cookery. Circulation 1,152,994.

Workbasket, January issue, devotes an entire story to "Macaroni." Included are seven recipes for macaroni, spaghetti, and egg noodles. Circulation 1,093,644.

(Continued on page 26)

THE MACARONI JOURNAL

# AMERICA'S LARGEST MACARONI DIE MAKERS SINCE 1903

Management continuously  
retained in the same family.

- BRONZE ALLOYS
- STAINLESS STEEL
- SPECIAL ALLOYS
- TEFLON

### Satisfied customers in over twenty-five countries

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send for our  
**FREE** catalog  
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**D. MALDARI & Sons, Inc.**  
557 THIRD AVE. BROOKLYN 15, N.Y., U.S.A.



## National Macaroni Institute Report—

(Continued from page 24)

Everywoman's Family Circle Magazine in September featured a "45 Minute Spaghetti Dinner" in a full-color photograph. In October, there was a recipe for Sea-Food Lasagna. In November, Buttered Noodles with Sliced Radishes was featured in a full-page color photograph.

True Story for October featured Macaroni and Cheese in a full-page color photograph of meals for lunch boxes. In November a recipe for School-Day Casserole appeared featuring elbow macaroni.

In the Sunday Supplement, Suburbia Today, October issue, the color photograph of Chicken Sauterne with Spaghetti, Delectable Ham-Noodle Casserole and Macaroni Vegetable Medley au Vin were featured, along with recipes in a double-page spread. In the same story were recipes for Sea Food-Sauced Green Noodles and Lasagne. The story title read: "There's Something about PASTA to Challenge Creative Cooks."

A National Macaroni Institute color photo of Noodle-Sprout Ring was featured with recipe in the Denver, Colorado Post Empire Sunday Magazine October. The same publication used a color photo of many macaroni shapes (as prepared by the Wine Institute) on September 9.

Advertising was placed in the October issue of Practical Home Economics, which is read by some 43,000 school teachers and people in the food field. We emphasized "Macaroni Makes Your Party Menu" with a recipe for Bewitched Macaroni and then incorporated six party ideas in a leaflet. Over 50,000 of these leaflets have been circulated.

### Things to Come

Mr. Sills then continued the presentation: As a result of talks with the NMI Committee and as a result of surveys that we have made plus personal contacts with chain stores, we decided to go into a heavy drive this year on related items. We have laid out a calendar of promotional themes for every month and four broad promotional themes for the seasons. The chain store people with whom we have talked—and these are basically promotional people—are tremendously interested in what is appearing in newspapers and magazines, because they have learned that what the food editors feature heavily the women will buy.

We are calling this promotional period the four "C's." The C's, Janu-



Sondra Brewer demonstrates that a package of macaroni generates \$1.31 in related item sales. Bob Green (left) and Ted Sills like the prospect.

ary through March — low Calories; April through June — Women's Clubs, and here we will go into quantity cookery, as newspapers are interested in helping the club women with dishes that are easy to prepare for a number of people; July to September will be the Cookout period, because as you know America is going overboard more and more for outdoor cookery. The October to December period which we call Costs means economy and budget items. During the holiday season when food budgets are under heavy stress, macaroni is a good, economical food to feature and will enable the housewife to catch up on her budget.

### Monthly Themes

Now, we have broken down the seasons, month by month. Here are the themes for the various months: January—"Battle the Bulge with Macaroni Products"; February—"Keep Slim with Spaghetti"; March — "Macaroni for Meatless Meals"; April — "Use Your Noodle to Entertain"; May—"Macaroni for Goodness' Sake"; June—"Macaroni and Cheese, Please"; July—"It's a Picnic—with Macaroni"; August—"Macaroni Salad Days"; September—"Cookout with Macaroni"; October—"Macaroni Money Makers"; November — "Freezer Magic with Macaroni"; December—"Beat the Budget Blues with Macaroni."

Because the chains have been interested in the themes that we have talked about and have been interested in related sales, we have done a brochure which will be mailed to about 1,200 of the top chains, voluntaries, and cooperatives. The macaroni promotional calendar lists the items that will be featured in our newspaper stories so that chains can cooperate. We point

out that every macaroni sale sells \$1.31 of related items. Every one dollar's worth of macaroni sells \$6.50 worth of related items, and this too is the theme that we are going to get into in the trade, and we are going to keep pounding away at this fact with the retailers.

We think that Institute members should follow up and their salesmen present these brochures to the buyers on whom they call. Do a selling job on this related item program, because we think it is going to be a good one. In any of our promotions, we can do a part of the work, but the actual selling and cooperation of the chain has got to be secured by you and your people.

### Art Gallery

Here is another thing that we are going to do—we are putting out a brochure called the Macaroni Art Gallery. These are some of the pictures that we have used in the past which have been published by newspapers, being made available to the chain stores for their use in advertising or flyers or however they want to use them. All they have to do is write to the National Macaroni Institute, and they will be supplied with copies. Again we have talked to a number of the chain stores, and they seem to be interested in getting good photographic material to be used in ads. This is an added service that Institute members should be offering their customers.

Miss Ehrman concluded with notes on projects for 1963. One was on a series of gift mailings to editors of magazines, supplements, and the major metropolitan dailies. It is planned to have three during the year.

Also planned is another ad in a professional book such as Practical Home Economics or Forecast, offering a recipe leaflet. We might tell school youngsters about the four seasons theme with a new series of recipes.

Another project recommended is to shorten the film "Durum: The Standard of Quality" to 13½ minutes and offer it to television stations throughout the country.

### Grass Salutes Expressway

When the new Dan Ryan Expressway was opened recently in Chicago running in front of the I. J. Grass Noodle Company, company president Irving Grass and his son Donald hit on the idea of erecting a huge sign in front of their building reading: "Hurrah—Wonderful, Mrs. Grass." The display caught the eye of Mayor Daley and his cavalcade, many motorists and newspaper photographers.

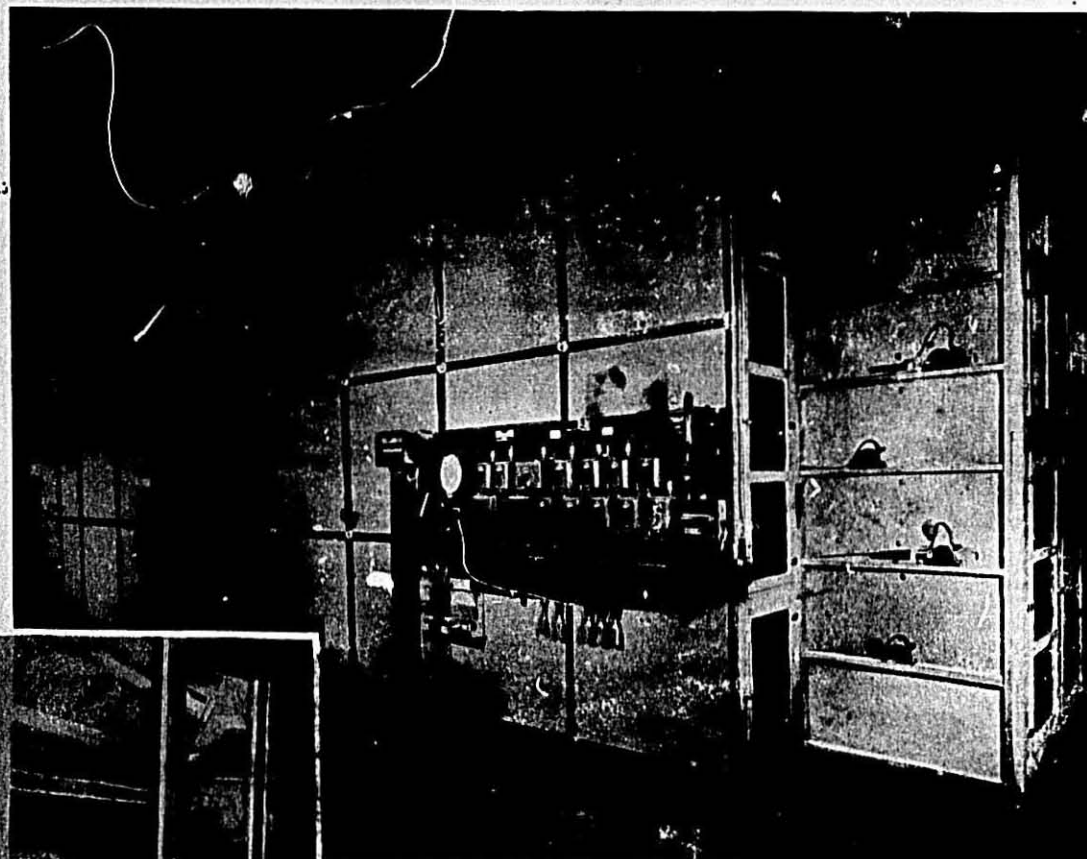
Sin is not hurtful because it is forbidden, but it is forbidden because it is hurtful.—Poor Richard.

THE MACARONI JOURNAL

# Clermont

## CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



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

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

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

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

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

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

Please consult us for full information.

# Clermont Machine Company

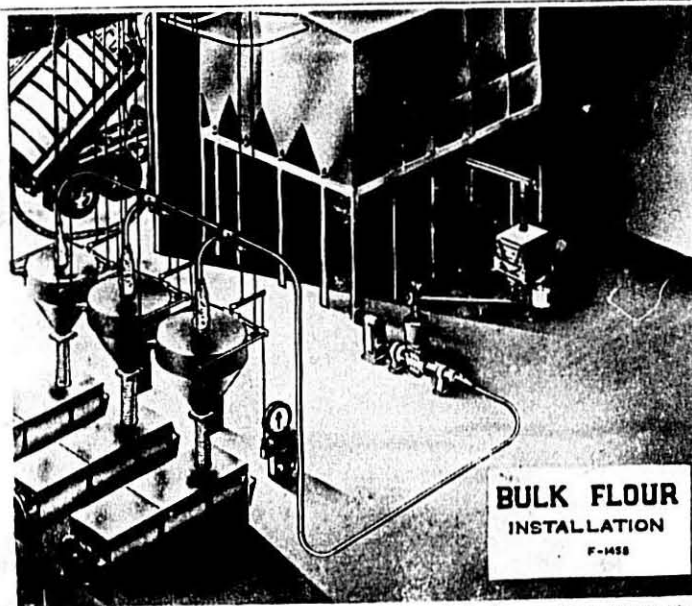
266-276 Wallabout Street,  
Brooklyn 6, New York, N.Y., U.S.A.



## More Durum: Heavy Grind

The Semi-annual Durum Report issued by the United States Department of Agriculture, Agricultural Marketing Service, from Minneapolis, in January, 1963, noted that a durum wheat crop of 71,800,000 bushels was harvested in 1962, according to the Crop Reporting Board. This compares with only 21,200,000 produced in 1961. In spite of a bad start in the spring, when excessive moisture in northeastern North Dakota and in important counties in northwestern Minnesota delayed planting, the overall yield per acre was at a record level in all producing states except South Dakota. The average yield of 29.7 bushels per acre was more than double the 1961 average of 13.1 bushels and the 1951-60 average of 14.6 bushels per acre. A few counties in North Dakota yielded an average of 38 bushels per harvested acre.

The allowable increases granted for durum wheat under the 1962 Wheat Program resulted in a 39 per cent increase in planted acreage from 1961. Only 2.4 per cent of the acres planted were abandoned, with 2,418,000 acres harvested, 1,922,000 in North Dakota. The 1962 crop, plus the nearly 5,000,000 bushel carryover on July 1, 1962, gives a total supply of 76,700,000 bushels for the 1962-63 crop year as against 41,200,000 for 1961-62.



Sprout, Waldron & Company, Inc. now have available, a bulk flour package system ideal for the small plant. Using the Moyno dry powder pump as the principal means of conveying, processors can enjoy the economies of bulk handling with a minimum investment. The Moyno pump can easily convey flour a distance of 200 feet at a rate of 40 pounds per minute. The package system, flexible and easily installed, includes bins, scales, the Moyno pump, sifter and screw conveyors plus necessary component parts. In addition, a mixer from Sprout-Waldron's complete line of dry solid mixing equipment is available to complete the system as shown in the photograph.

## Carlot Inspections of Durum Wheat July through December, 1962

	Minnesota					Sample	Total
	No. 1	No. 2	No. 3	No. 4	No. 5		
Hard Amber Durum	862	527	745	170	34	82	2420
Amber Durum	129	120	234	53	28	31	571
Durum	11	13	5	5	10	4	48
	Grand Forks						
Hard Amber Durum	1293	978	860	147	53	32	3363
Amber Durum	88	33	116	19	8	25	289
Durum	19	16	18	2	1	8	64

During the first six months of the crop year (July - December) 9,881,000 bushels of durum were milled to produce 4,812,000 hundredweight of semolina. This compared with 8,241,000 bushels ground last year during these months. Most of the mills returned to grinding a 100 per cent durum product this season when supplies became readily available. This is reflected in the semolina production figure. Of the total semolina production 2,108,000 hundredweight were straight and 2,334,000 blended in the July-December 1961 period, while 1,011,000 hundredweight were straight and 3,037,000 blended in the January-June 1962 period. However, in the July-December 1962 period 3,297,000 hundredweight were straight and only 1,515,000 blended, according to reports to the Census Bureau. Most of the mills used a blend of hard wheat and durum in the manufacture of semolina during 1961-62.

## Stocks Up—Exports Down

Durum wheat stocks on January 1 in all positions totaled 64,900,000 bushels. Sixty-eight per cent of the 1962 crop durum produced was still on farms, with a total of 48,889,000 bushels in that position. Stocks in that position last January 1 were 11,322,000 bushels. Durum mills had a total of 4,900,000 bushels this January 1, compared with 6,300,000 bushels a year before. CCC had no durum in their inventory January 1.

Exports of durum wheat totaled only 3,042,000 bushels in the first half of the 1962-63 season. This is sharply below the 14,200,000 exported a year earlier. Generous amounts of durum are available from several exporting countries, and in view of the larger world supplies export demand is limited. The export subsidy rate on durum wheat on January 28 was 50 cents per bushel for delivery from the East Coast. Exports, July-November, totaled 6,809 hundredweight of macaroni and similar products and 22,250 of durum flour. This is also below the 18,994 hundredweight of macaroni and 110,010 hundredweight of durum flour exported in July-December of 1961.

## Price Down

Durum wheat prices dropped sharply at the beginning of the season as farmers began marketing the near record crop. Since September, prices have strengthened somewhat, reflecting in part a holding tendency on the part of the farmers and some improvement in demand. Prices at Minneapolis—July through January this year—averaged 75 cents per bushel below the same months a year ago. In January the average was \$1.00 under January 1962. Prices have been somewhat below the support level and in January ranged 10 to 15 cents below support. No figures are available on the quantities of durum wheat put under support. A special tabulation is expected some time the latter part of May.

Production of durum in Canada in 1962 was an all-time record crop, totaling 61,200,000 bushels. The crop, plus the visible supply of commercial carryover August 1, gave them a total supply

of 65,774,933 bushels. Acreage seeded to durum in Canada reached a record 3,200,000 acres, and the average yield of 19 bushels was nearly two-and-a-half times the average yield obtained in 1961. Exports from Canada August 1 through December, amounted to 13,086,953 bushels compared with 4,581,254 bushels the same period in 1961. Visible supply on January 2, in all Canadian positions, was 18,463,757 bushels compared with only 4,234,232 bushels a year ago on that date.

## December Egg Processing

Production of liquid egg and liquid egg products during December 1962 was 21,075,000 pounds, compared with 31,029,000 pounds in December 1961 and the average of 22,591,000 pounds. The quantity used for immediate consumption was larger than in December 1961. The quantities used for drying and freezing were smaller.

## Liquid Egg

Liquid egg used for immediate consumption was 3,272,000 pounds, compared with 2,299,000 in December 1961. Liquid frozen totaled 11,080,000 pounds—down 38 per cent from December 1961. Storage holdings of frozen eggs at the end of December 1962 were 62,375,000 pounds, compared with 61,355,000 pounds a year earlier and the 1956-60 average of 72,243,000 pounds. This was a decrease of 14 million pounds in December, compared with nine million in December 1961 and the 1956-60 average of 21 million pounds. Quantities of liquid egg used for drying were 6,723,000 pounds in December 1962 and 10,720,000 pounds in December 1961.



Chinese Dinners—A set of three, full-color chow mein cartons have been developed by United States Printing and Lithograph, Division of the Diamond National Corporation for Aron Streit, Inc. The cartons feature the realism of a Chinese dinner for the pictorial and genuine Chinese writing on the face describes the product within.

MARCH, 1963



"Now look at the shape spaghetti's in," says Imogene Coca, beloved star of TV, radio and the theater, as she displays a package of Square Spaghetti, the new pasta shape created by Prince Macaroni Manufacturing Company. The unique four-sided, golden-hued strand is currently being introduced in 26 eastern, mid-western and southern states.

Egg solids production during December 1962 was 1,640,000 pounds, compared with 2,537,000 pounds in December 1961 and the average of 1,951,000 pounds. Current production consisted of 657,000 pounds of whole egg solids, 530,000 pounds of albumen solids and 453,000 pounds of yolk solids. In December 1961 production consisted of 800,000 pounds of whole egg solids, 808,000 pounds of albumen solids and 929,000 pounds of yolk solids.

## Frozen Eggs

Cold, cold weather in January didn't appeal to hens any more than humans, so the rate of lay was down, and possibly some eggs were backed up in the country, due to snowbound roads and extreme cold.

Breakers and dryers are dry of eggs. Even if eggs were available, most plants could not break because of fuel shortages. The eggs coming out of storage and storage stocks are below 1962 levels. Egg whites are as scarce as hen's teeth. Some are predicting whites will go to 20 cents. Whole eggs have already sold at 23½ cents and sugared yolks 47½. Frozen yolks with 45 per cent solids and No. 4 color have been steady at 56 to 57 cents in the Chicago market. Dried yolk solids have ranged from \$1.08 to \$1.19 a pound. Traders are bullish, and there are predictions that spring shell egg prices will be higher than a year ago.

## Peavey Company

Peavey Company, Minneapolis-based grain and flour firm, has simplified

its corporate name and modernized its trademark.

Originally established before the turn of the century as F. H. Peavey & Company, the firm has adopted the simpler form Peavey Company and plans to use it more generally in identifying its operations.

Terminal grain elevator and merchandising activities at various points will be called Peavey Company Terminal Operations, with each division identified by its locality.

Flour milling activities, formerly bearing the Russell Miller-King Midas names, will now be called Peavey Company Flour Mills, with locality again used to identify a particular unit.

Country elevator, feed and lumber activities in the upper midwest will be carried on by several service divisions, all under the Peavey Company name.

Thus Peavey Company Producer Service becomes the new divisional name of the former Peavey-Occident Elevator division; Peavey Lumber Yards and Peavey Feed Mills become Peavey Company Lumber Service and Feed Service, respectively.

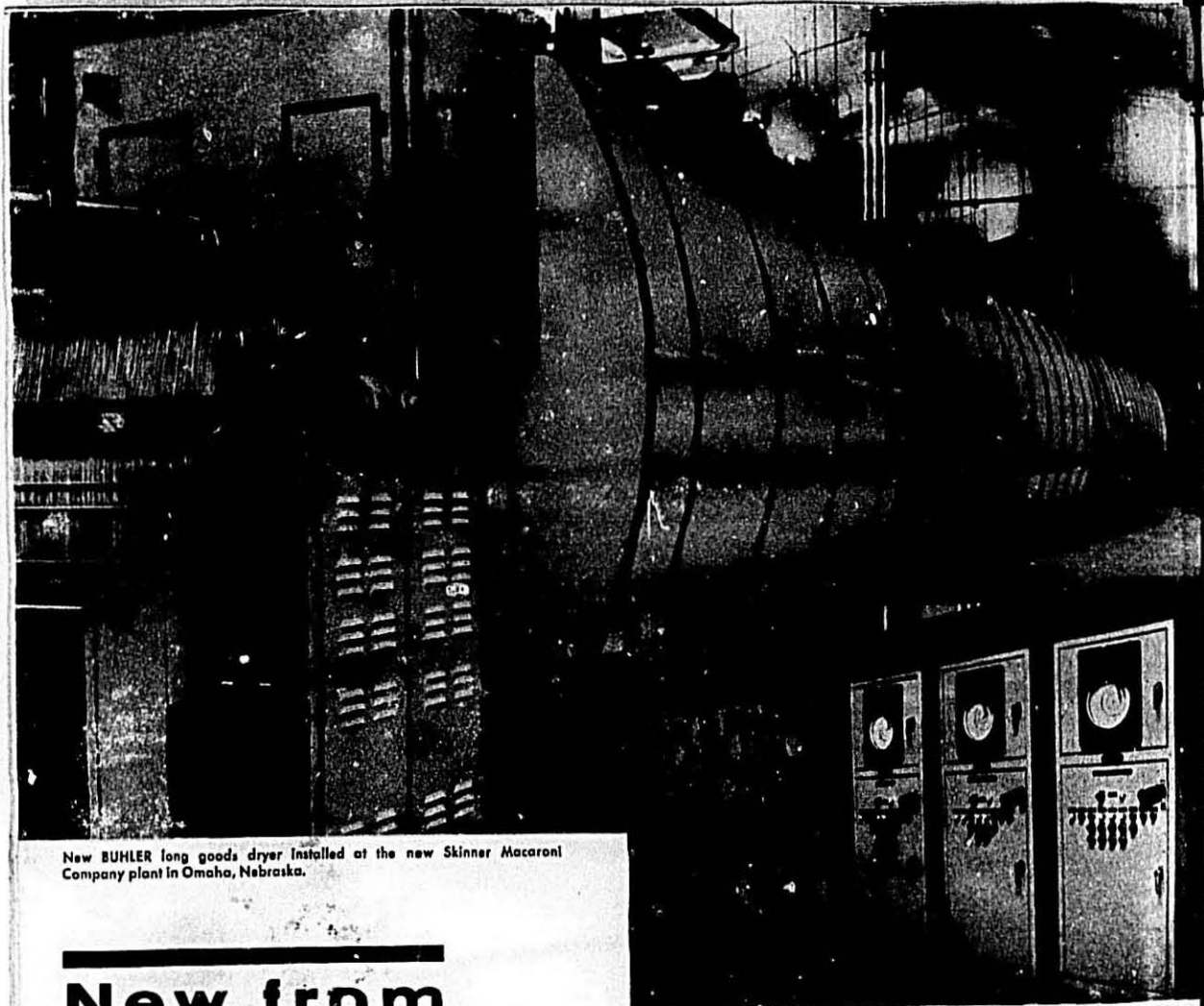
The company also said it will conduct its wholesale operations under the name Peavey Company Dealer Service, instead of the variety of local names used in the past.

In the case of affiliated activities such as Omaha Elevator Company and Coast-Dakota Flour Company, the Peavey identification will be accomplished through a consistent use of the company's red diamond mark which has been given a new design.



Mega Macaroni Company, Harrisburg, Pennsylvania, has completely redesigned its Pennsylvania Dutch Egg Macaroni carton. The new carton, produced by United States Printing & Lithograph, Division of the Diamond National Corporation, features a round celebratory window set into an egg pictorial which is surrounded by a full color illustration of the product in use.



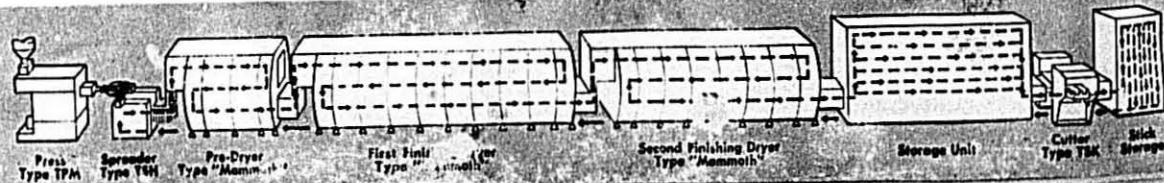


New BUHLER long goods dryer installed at the new Skinner Macaroni Company plant in Omaha, Nebraska.

Control center for dryer line at Skinner Macaroni Company.

## New from BUHLER the industry's finest long goods DRYER

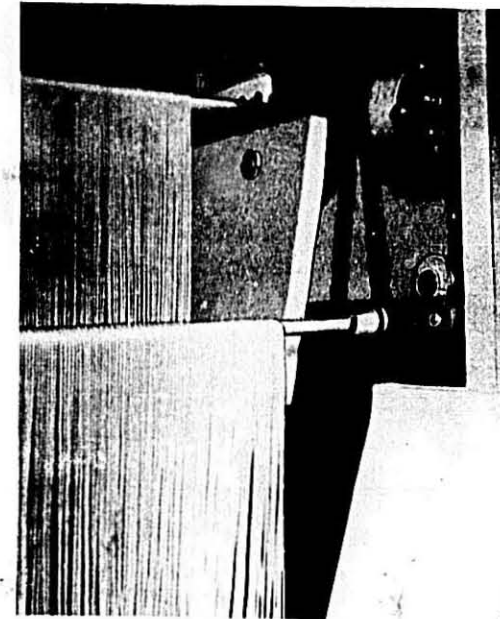
- Sanitary off-the-floor construction prevents condensation on the floor underneath and allows for easy cleaning.
- New positive-control stick elevator with special stick guides prevent rolling or slipping of long goods in transfer.
- Swing-out panels make inspection and cleaning easy.
- Centralized control panels contain unique climate control systems which allow the product to set its own drying temperature according to its water release capability, and also all electrical controls.
- Positive air circulation produces uniform controlled drying.
- New design paneling with special thick insulation stops heat and vapor.



## Specially designed to produce long goods of finest QUALITY

Here is a long goods dryer that features the latest techniques and developments in the industry. Ultra modern and fully automatic, this new dryer was designed from the beginning with the quality of the long goods product in mind. Precise control of temperature, humidity, and air circulation insure the even and thorough drying necessary to producing uniform and sturdy long goods.

**Custom-engineered.** Buhler long goods dryers are custom-engineered to fit your floor space requirements and can be adapted to handle stick lengths from 54 to 80 inches with capacities up to 1500 pounds of long goods per hour. The entire long goods line need not be installed end-to-end. If floor space does not permit it is possible to arrange the various units side-by-side or on different floors.



**New positive-control stick elevator.** This new stick elevator is an exclusive Buhler feature. The sticks are actually picked up by special stick guides which control them positively in transfer. Unlike conventional stick elevator chain devices, these guided sticks can't roll or slide from the chain at the transfer point to the drying tiers, thus practically eliminating mechanical breakdowns.



**Swing-out panels for easy access.** Individual panels on each of the dryer units swing out to provide quick and simple cleaning or inspection. It takes only seconds to get at the interior of the dryer. The panel swings out far enough to give sufficient room for cleaning and maintenance equipment.

**Pre-dryer.** Drying of the product begins immediately at the entrance to the pre-dryer to prevent stretching of the long goods on the drying sticks. The Buhler "Mammoth" pre-dryer handles up to 1500 pounds of long goods per hour and can reduce moisture by 10%. You can also improve your present drying

operation by installing a Buhler pre-dryer in your present production line.

**Inquire now.** If you are interested in producing the finest quality long goods while at the same time increasing the efficiency of your operation, call or write BUHLER today.

Complete  
Macaroni Plants  
by

# BUHLER

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Sales Office: New York City, 220 Park Avenue. Phone: MUrray Hill 9-3446



## Your Stake in National Affairs

by Charles C. Coon, District Manager, Southeastern Division,  
Chamber of Commerce of the United States

**Y**OUR stake in national affairs should be obvious. Run down the list of proposals that will be before the Eighty-Eighth Congress and you will find that almost every one is purely local in nature—as local as any of your city council ordinances. Aside from the field of international affairs and foreign aid, perhaps almost everything else that is tossed in the hopper in Washington has local impact. Think about it that way—spending cuts have plenty to do with you. Education subsidies, a Department of Urban Affairs, union monopoly power, compulsory health care—you tell me what is more local than that. All these would have immediate and personal effect on each one of you.

I think there is a disconcerting note about the land on this matter of national affairs and national goals. The long range good of the country, it seems to me, is being submerged in too many cases for the expediency of short range economic aid. This is propelled by the simple act of taking \$2.00 out of your pocket and sending it to Washington and sending \$1.00 back for you to spend in your community provided that you spend it according to somebody else's regulations. This Federal Aid process has one inevitable corollary: if this process continues at the present rate, or accelerates, the result will be the loss of economic freedom and increased centralization of power. Think about that statement, the loss of economic freedom, and look back over your operations for the last 20 years and ask yourself how much more freedom you had then than you have now in terms of the operation of market forces in your own business.

Some people buy the federal aid answer because they are looking for a rapid and total solution to problems. When you get into this business of proposing total solutions to problems that involve people, you will find there hasn't been a total solution yet in that area.

### Freedom Defined

We are talking about freedom. Now, freedom is the opportunity for you to choose in those things that matter. That is all it is. There are decisions before us—on education, medical care, the right to take a risk, to operate our own local government, to work at a job of our choice when, where and with whom we please, and to be rewarded for extra initiative and extra effort.



Charles C. Coon

These are not pieces of legislation. I suggest these are matters basic to our traditional philosophy of government. This is where the battle is today. You hear about liberals and conservatives, and it gets confusing. But what you are getting down to is the philosophy of the government under which we are going to live. I think that the preservation of our philosophy of government as we are used to understanding it and preservation of the free enterprise system, or whatever name you want to call it, is your stake in national affairs.

### Government Spending Up

A word on the Eighty-eighth Congress—the over-riding issue in the judgment of most Congressmen is going to be this business of spending. One of the President's campaign promises was to reduce unnecessary expenditures. However, at the end of the Eighty-seventh Congress we found there were 130,000 plus more people on the Federal payroll than there were before. Military spending has always been given to us as the reason for continually mounting deficits we have. Yet if you go back and examine the records, the amount of military spending hasn't changed appreciably in the last several years. It has gone up. I think the proposal this year is around \$53 or \$54 billion dollars. Last year it was \$50 billion. In the Eighty-seventh Congress, the summary head at that time showed these figures: military spending was up 16 per cent; the Housing and Home Finance Agency was up 347 per cent; the Agriculture Department was up 24 per cent; Department of Commerce up 51 per cent; Health, Education and Welfare up 52 per cent; Department of the Interior up 49 per cent; and of

course debt service keeps going up and up and up. You don't know when to stop and calculate that percentage. Analysis seems to suggest that the over-riding consideration for the welfare of the United States is a reduction of the deficit, a reduction of the Federal budget. This can be done in domestic programs with great effect.

In summary then, write, wire or telephone your Congressman. He will never refuse your call. If you talk with him in Washington or at home, talk about centralization of power and talk about spending. These fellows are not completely oblivious to our views, to yours and mine. They have a great amount of indulgence and good sense, and it is merely a question of putting first things first. Spending is on their minds, and if you think there is too much spending you ought to let them know.

### Tools Available

The third part of our discussion is on tools to use to help promote this thing that we call a government by the people. What can the Chamber of Commerce of the United States provide?

First, the National Chamber puts on Aircares that are held around the United States this time of year. This is the seventh year in a row they have been held. Their purpose is to acquaint business people with legislative issues, what they can expect to see promoted in the Eighty-eighth Congress, what their interest ought to be in that legislation, and how it will affect them.

Secondly, the Congressional Action Committee System that the United States Chamber uses with all the local Chambers of Commerce and members across the country provides up-to-date reports on legislation, analysis of voting records, and all these things that will enable you and me to have a thorough understanding of what's going on, and what action we might take as individuals to influence that activity.

Information is classified under several categories, such as inflation and spending control, tax reform, labor legislation, federal controls of business and agriculture, federal intervention in state and local affairs, and Social Security expansion. Each member of the committee is asked to sign up for re-

(Continued on page 34)

Now . . . the  
"BEST"  
is Yours  
For the Ordering



by Gene Kuhn  
Manager:  
AMBER MILLING DIVISION

Yes, the big durum crop enables Amber to fill your orders for the finest Amber Venezia No. 1 Semolina and Imperia Durum Granular. Join the growing number of discriminating macaroni manufacturers who put "quality first" and who are rewarded by a larger and larger portion of the market.

You'll find that Amber products improve your quality at the same time they cut

production problems. Consistent Amber color, uniform granulation and uniform high quality go hand in hand with "on time" delivery of every order.

Be sure and schedule your Amber orders ahead for Amber Venezia No. 1 and Imperia Durum Granular. A phone call today will insure delivery you want. Be sure—specify Amber.



**AMBER MILLING DIVISION**

FARMERS UNION GRAIN TERMINAL ASSOCIATION  
Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.

TELEPHONE: Midway 6-9433





## National Affairs—

(Continued from page 32)

ports in areas in which he has a particular interest. If you are a financial vice president of a company, you might want to receive information on inflation and spending control. If this is the case, and you are on one of these committees within your company or for your Association, you would be the only one in the organization to receive that particular report.

The basic reason for effort of this kind is to let our Congressmen and the public know what the business viewpoint is, to convince them that business provides the wherewithal with which we live, work and enjoy life. There is a lot of education to be done in this area. Ways in which you can be effective include letters to Congressmen, letters to editors, daily conversations or group discussions. In other words, just plain communicate. For 25 years we kept our mouths shut, and if we continue to keep them shut somebody else is going to run business for us, and we might as well make up our minds to it. This means that the next step is up to you.

You have a home-town resource, which is your local Chamber of Commerce, and if they don't have a strong program in public affairs, they are not serving their members the way they might and they had better get one. Ask your local Chamber about these programs, what they have been doing, and see that they are making some contribution to your efforts, your needs to preserve the right to make a profit, and the right to representative government.

### Results of Action Course :

One further comment—we are only kidding ourselves if we have the opinion that we can continue to manage our own businesses by starting or putting out fires at the legislative level in Washington. You cannot forever put out the fires—there will be too many of them, and they will get too big. The only permanent and honest solution to your legislative business problems lies in finding, nominating and electing the right people to office at every level of government. At one end of the stick we have legislative action such as I have described. At the other end of the stick we have programs like the action course in practical politics. Its job is to educate the business man and the public to participate in local political activity.

It'll close with this story. In Savannah there has not been a Republican candidate for any state office for the last hundred years. A fellow who had never run for office before filed with the Republicans for the State Senate. He lost,

this first effort in a hundred years, by 300 votes. When you review the list of people who propelled him through his campaign, the bell ringers, the telephone callers, the transportation people, and the workers at the polls, you will find prominent business men all around, and you'll find that nearly every one of them is a graduate of the action course in practical politics or some other program that moved him to understand the only permanent effectiveness he could have was the political field.

An interesting part of the story was about the girl who headed up the woman's organization and a graduate of the practical politics course. She says, "You know, it used to be hard enough for me to get to the polls and vote. I just took this course because it sounded like something interesting with which I could improve my mind." She improved her mind all right. Then she said, "You know, after I finished that course, for the first time in my life (and I have lived in Savannah for 45 years) I began to understand how some things happen. I began to understand how politics works. I can tell you that if I hadn't taken the course, I would never had had the nerve to be a campaign worker, let alone head the women's division of a candidate who lost by 300 votes."

### "Govern or Be Governed"

So I say, this program works. If you are looking for a permanent, effective way to do your part to preserve the profit system, and the philosophy by which we are used to functioning, this is one very good avenue. Government of the people will always be with us. Government for the people is embodied in our representative system. Government by the people is the basis of democracy and is your very own responsibility. You'll either govern or be governed. This is your stake in national affairs.

### President of Grocery Store Products Company

Donald N. Givler was elected president of Grocery Store Products Company, it was announced by Colonel Edgar W. Garbisch, chairman of the board. He joined the advertising and purchasing departments of the food manufacturer in 1939. Two years later he became manager of their Gold Medal Macaroni plant, Los Angeles, and the Western Division sales. In 1944 he became general manager of Foulds Macaroni plant, Libertyville, Illinois, and the Central Sales Division.

Mr. Givler became advertising manager at the New York headquarters in

August 1946. Eleven months later he became Vice President—Production. In March 1948 he was elected a director. He was named executive vice president in December 1949. At that time, the New York City headquarters, the Kitchen Bouquet plant in Union City, New Jersey, and the Cream of Rice plant in New Orleans were closed and their operations moved to West Chester.

Born in Naperville, Illinois, May 25, 1910, Mr. Givler graduated from Northwestern University in 1932, and a year later joined the sales and advertising departments of General Foods Corporation where he remained until 1939.

Mr. Givler resides at Harmony Hill, Downingtown, Pennsylvania, with his wife, son and daughter. He enjoys boating, and spends his spare time with his family.

Grocery Store Products Co., is listed on the American Stock Exchange. Its brands which include: Kitchen Bouquet, a sauce; "B in B Mus'rooms"; "Cream of Rice" a cereal; "B in B Flavor Mushroom Gravy, and Foulds" and "Gold Medal" macaroni products, have shown steady growth over the years.

### Shrinking Supermarkets

Reversing a trend toward bigness, supermarket operators now say the ideal store size is 12,700 square feet, compared with 13,300 square feet in 1959. Spurring the change is the fact that 58 per cent of supermarkets opened last year failed to reach expected sales, according to Supermarket Institute. But stores try to cram an average of 7,500 different products into today's space—1,700 more than in 1959.

### Coloring Book

A 32-page "coloring book" that depicts the problems that plague the packaging field has been published by United States Printing and Lithograph, division of Diamond National Corporation, and initially distributed at the Meeting-in-the-Round.

A series of 13 drawings — complete with appropriately wry captions—depicts the evolution of a new package conceived with the idea of helping to solve a manufacturer's sales problem. Single copies of the coloring book are available without charge by writing on your letterhead to: Advertising Department, United States Printing and Lithograph, Division of Diamond National Corporation, 733 Third Avenue, New York 17, New York.

Everybody's business is nobody's business.—English Proverb.

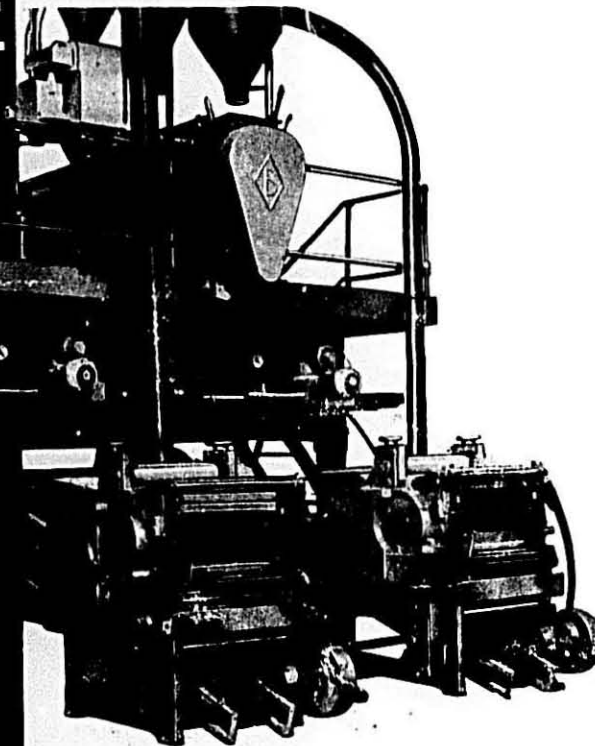
THE MACARONI JOURNAL

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MAXIMUM OUTPUT

HIGH QUALITY

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### Convention Registrants—

(Continued from page 20)

Wm. A. Brezden  
North Dakota Mill & Elevator  
Grand Forks, North Dakota

James, R. Affleck  
William Penn Flour Mills Co.  
Bala Cynwyd, Pennsylvania

Charles C. Rossotti  
Frank Prime  
Rossotti Lithograph Corp.  
North Bergen, New Jersey

Mr. and Mrs. L. S. Swanson  
Mr. and Mrs. G. L. Faber  
Mr. and Mrs. David Wilson  
Russell Miller-King Midas Mills  
Minneapolis, Minnesota

Mr. and Mrs. Walter P. Muskat  
Triangle Package Machinery Co.  
Chicago, Illinois

John Guatelli  
William Koslo  
U. S. Printing & Lithograph  
New York, New York

Louis A. Viviano, Jr.  
Vitamins, Inc.  
Jersey City, New Jersey

Donald G. Fletcher  
Crop Quality Council  
Minneapolis, Minnesota

H. Howard Lampman  
Durum Wheat Institute  
Chicago, Illinois

James Ole Sampson  
North Dakota Wheat Commission  
Lawton, North Dakota

Alvin Kenner  
Richard Crockett  
Richard Saunders  
Durum Growers Association

James Stearns  
Kenneth G. Baghott  
Tulelake, California

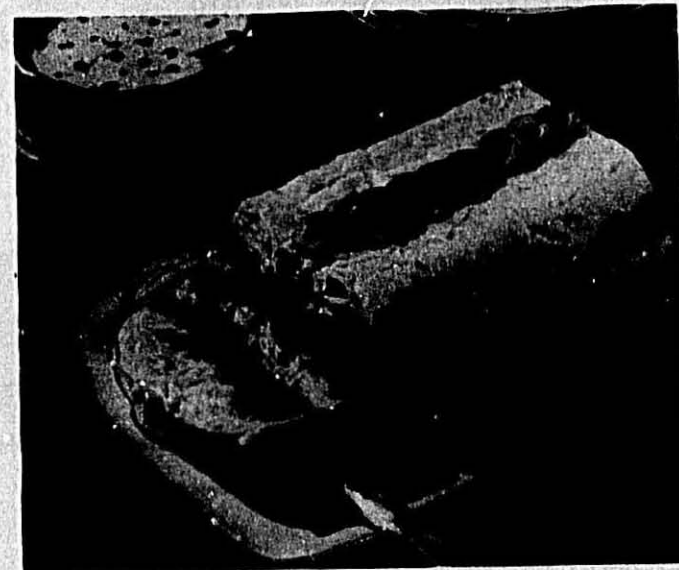
Dr. K. A. Gilles  
North Dakota State University  
Fargo, North Dakota

Dr. G. N. Irvine  
Grain Research Laboratory  
Winnipeg, Canada

### Suppliers Host Socials

An "Ice-Breaker" Party opened festivities on the social calendar at the Meeting-in-the-Round. Receptions were held prior to the Rossotti Spaghetti Buffet and the Dinner-Dance. Participating firms included the following:

Amaco Inc. (Hoefflger & Karg)  
Chicago, Illinois  
Amber Milling Division, GTA  
St. Paul, Minnesota  
Ambrette Machinery Corporation  
Brooklyn, New York  
A-D-M-Commander-Larabee Milling  
Minneapolis, Minnesota  
Ballas Egg Products Company  
Zanesville, Ohio  
V. James Benincasa Company  
Zanesville, Ohio  
Braisanti-Lehara Corporation  
New York City, New York  
The Buhler Corporation  
Minneapolis, Minnesota



### Lenten Loaf

Here is an unusual but easy treat to make for Lent: Layered Tuna and Noodle Loaf. Recipe makes six to eight servings.

#### Tuna Mixture:

2 6½ ounce cans chunk-style tuna, drained  
2 cups soft bread crumbs  
¼ cup evaporated milk  
1 egg, well beaten  
1 tablespoon grated onion  
1 tablespoon minced parsley  
¼ teaspoon salt  
dash of pepper  
2 tablespoons melted butter or margarine

#### Noodle Mixture:

1 tablespoon salt  
3 quarts boiling water  
8 ounces wide egg noodles (about 4 cups)  
2 tablespoons melted butter or margarine  
1 teaspoon salt  
¼ teaspoon pepper  
¼ cup evaporated milk  
1/3 cup grated American cheese  
2 eggs, separated

Combine tuna and remaining ingredients for tuna mixture; mix well. To cook noodles, add one tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Combine noodles with butter or margarine, one teaspoon salt, pepper, milk and cheese. Beat egg yolks thoroughly; add to noodle mixture and mix well. Beat egg whites until stiff, fold into noodle mixture. Line 9x5x3-inch loaf pan with aluminum foil. Arrange alternate layers of tuna and noodle mixture in pan. Bake in moderate oven 350 deg. for 50 to 60 minutes, or until firm.

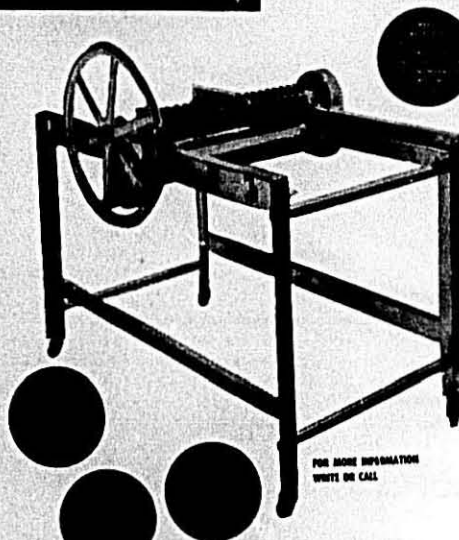
Burd & Fletcher Company  
Kansas City, Missouri  
Clermont Machine Corporation  
Brooklyn, New York  
DeFrancisci Machine Corporation  
Brooklyn, New York  
Doughboy Industries, Inc.  
New Richmond, Wisconsin  
Du Pont Film Department  
Wilmington, Delaware  
Faust Packaging Corporation  
Brooklyn, New York  
Fisher Flouring Mills Co.  
Seattle, Washington  
General Mills, Inc.  
Minneapolis, Minnesota  
Henningsen Foods, Inc.  
New York, New York  
Hoskins Company  
Libertyville, Illinois  
International Milling Co.  
Minneapolis, Minnesota  
D. Maldari & Sons, Inc.  
Brooklyn, New York

Monark Egg Corporation  
Kansas City, Missouri  
North Dakota Mill & Elevator  
Grand Forks, North Dakota  
William H. Oldach  
Philadelphia, Pennsylvania  
Rossotti Lithograph Corporation  
North Bergen, New Jersey  
Russell Miller-King Midas Mills  
Minneapolis, Minnesota  
Triangle Package Machinery Co.  
Chicago, Illinois  
United States Printing & Lithograph  
New York City, New York

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### RAVIOLI MACHINE

FORMS 162 11" x 11" RAVIOLI on each revolution of the bronze die



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EST. 1920

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

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

James J. Winston, Director  
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New York 7, N.Y.

## Don't gamble

PROFIT as a PURPOSE

will be the editorial theme of the

Macaroni Journal for April,

44th Anniversary Number.



Don't miss a single issue.

Twelve monthly numbers \$5; add \$1.50 for foreign postage.

Macaroni Journal, P.O. Box 336, Palatine, Illinois



## WAY BACK WHEN

40 Years Ago

• The poet, Ruskin, was quoted on the cover of the Macaroni Journal: "All work of taste must bear a price in proportion to the skill, taste, time, expense and risk attending their invention and manufacture. Things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those which every body call cheap."

• "Good packing protects good will," said an ad for good wood boxes backed by the National Association of Box Manufacturers.

• Il Popolo of New York City reported Italy shipped 5,000,000 boxes of 22 pounds each for an equivalent of 108,500,752 pounds valued at \$5,000,000 in fiscal 1913. Shipments from Italy to the United States dwindled from nearly 122,000,000 pounds in 1914 to 484 pounds in 1918.

• The American Beauty Macaroni Company entrant in the Industrial Exposition and Prosperity Carnival of the Colorado Manufacturers and Merchants Association, Miss Joyce Lutz, was chosen queen and awarded the highest honors.

30 Years Ago

• A favorable change in the macaroni market was noted for the first time in many months, as indications were that the New Deal of the new Administration would be favorably reflected in the macaroni business. "Price quotations appeared more sane and quality offerings predominated." The only fear was radical legislation by Congress and lethargy on the part of trade leaders in overcoming known shortcomings. These were listed as excess capacity, under-financing, uninformed planning, and lack of industry viewpoint.

• Part of the good spirit came from the industry rising successfully to oppose the passage of the Domestic Allotment Plan, a so-called farm relief measure that would impose a special 100 per cent tax on the processors of wheat. Eighty-eight per cent of the Association's members wrote their Senators with an additional 52 non-member firms joining in the effort. Action on the plan was delayed in the Senate, and the measure died in committee when adjourned on March 4.

20 Years Ago

• Relief from the Office of Price Administration lifted the maximum price level on macaroni products to cover higher ingredient and packaging costs. OPA predicted prices on macaroni and egg noodles would increase from one to two cents at retail.

• Ration coupons were more valuable than money in the grocery store, according to Paul Willis of the Grocery Manufacturers of America, because excessive consumer purchasing power had put price in the background as a factor in buying.

• The Supreme Court of the United States upheld the Quaker Oats Company, holding valid the Food and Drug Administration's farina and enriched standards, giving direct approval to the Government's entire enrichment standardization program.

• It was announced by the North Dakota Experiment Station that two new varieties of durum wheat were being released in the spring of 1943. Carleton and Stewart were both stem resistant and were expected to replace undesirable poor milling durums such as Acme, Monad, and Goldenball.

10 Years Ago

• Business was good in 1953. Price controls had been withdrawn and indications were for increased acreage as durum farmers looked at high premiums.

• Conclusions from a macaroni consumption survey among employees of the A. C. Nielsen Company in Chicago indicated that there is a very limited brand franchise developed; price is not a prevailing factor in influencing family buying habits; there appears to be more consistent usage for spaghetti than macaroni, but macaroni is served more ways; uses of macaroni products were heavily concentrated in the larger family size; greater usage seemed apparent in families of United States extraction than in families of Continental extraction.

• Dr. Nelson Allen of the DuPont film department declared that 70 per cent of the production of cellophane in 1953 was devoted to packaging foods. The reason: visibility of contents appeals to shoppers, resulting in increasing sales of foods so protected.

**CLASSIFIED  
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Want Ads.....75 Cents per line

**FOR SALE**—Buhler Press, like new. Box 175, Macaroni Journal, Palatine, Ill.

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### In the Industry

• Gerard Ziffer was wed with Dagmar Lazar at St. Mark's Church in Evanston, Illinois, December 22. The couple had a belated honeymoon in Florida at the N.M.M.A. Convention. Mr. Ziffer is associated with AMACO, Inc., designers and distributors of packaging equipment.

• Raymond J. Guerrisi, president of San Giorgio Macaroni, Inc., of Lebanon, Pennsylvania, was recently elected a director of the Lebanon Valley National Bank.

• James P. McFarland, vice president of General Mills and corporate administrative officer for consumer foods activities, was recently elected to the company's Board of Directors.

• Walter R. Barry, 66, retired vice president and administrator of consumer food activities for General Mills, died following a long illness on January 12. He had retired from his management position in December, 1957, due to ill health, had continued as a member of the company's Board of Directors as well as of the executive committee. At the time of his retirement, the annual report noted that Mr. Barry had been "Mr. Grocery Products" at General Mills for more than two decades.

THE MACARONI JOURNAL



# "YOU BET IT'S GOOD!"

Sometimes there's no need to ask about customer satisfaction. Sometimes satisfaction is so great that it's written all over in big, bold type... even though you can't read a word.

At USP&L, no one applauds or sends flowers when we deliver another standout printing job of a folding carton... label... display... poster... or other advertising materials. But we don't need applause. We know how to measure customer satisfaction. It's in the repeat orders... requests for new packaging ideas... increased consumer sales which our customers credit to the packaging and advertising materials we produce.

Unspoken praise like that is no easy thing to earn. It goes beyond words to results — results which speak for themselves. Next time you have a packaging or advertising problem, why not ask USP&L to help. We have an office near you and plants coast-to-coast.



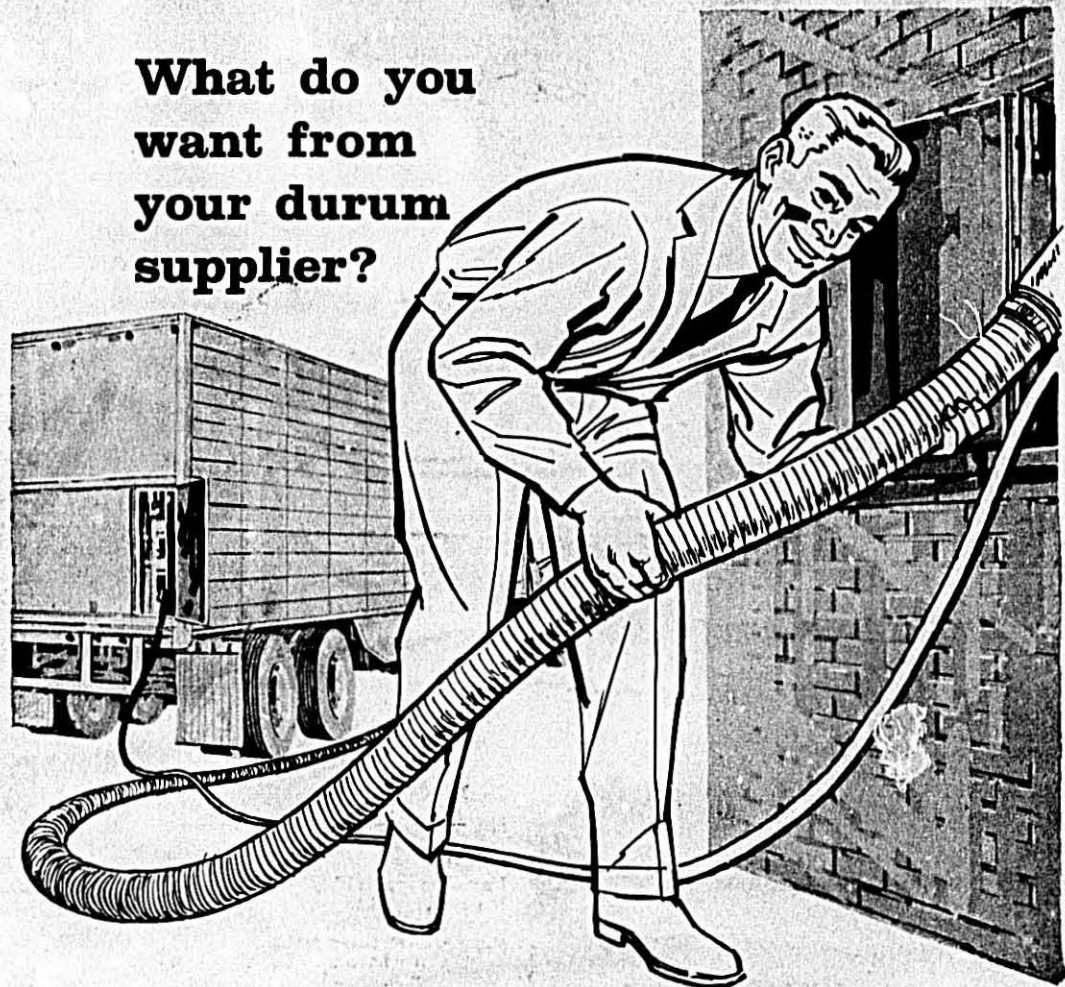
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