

**THE
MACARONI
JOURNAL**

**Volume 45
No. 3**

July, 1963

Macaroni Journal

JULY, 1963

National Macaroni
Manufacturers Association
meets at Grand Hotel,
Mackinac Island, Michigan.



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A Rossotti-produced macaroni package is a modern marketing tool. It will do these things for you, efficiently, without fuss or fanfare.

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Because its recipes reflect the geographical taste patterns of your own consumers. Because its design is geared to an increasingly value conscious customer.

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The Macaroni Journal

Official publication of the National Macaroni Manufacturers Association
189 North Atlantic Avenue, Palatka, Florida 32909
Containing information of vital importance to Macaroni Manufacturers
P.O. Box 396, Palatka, Florida

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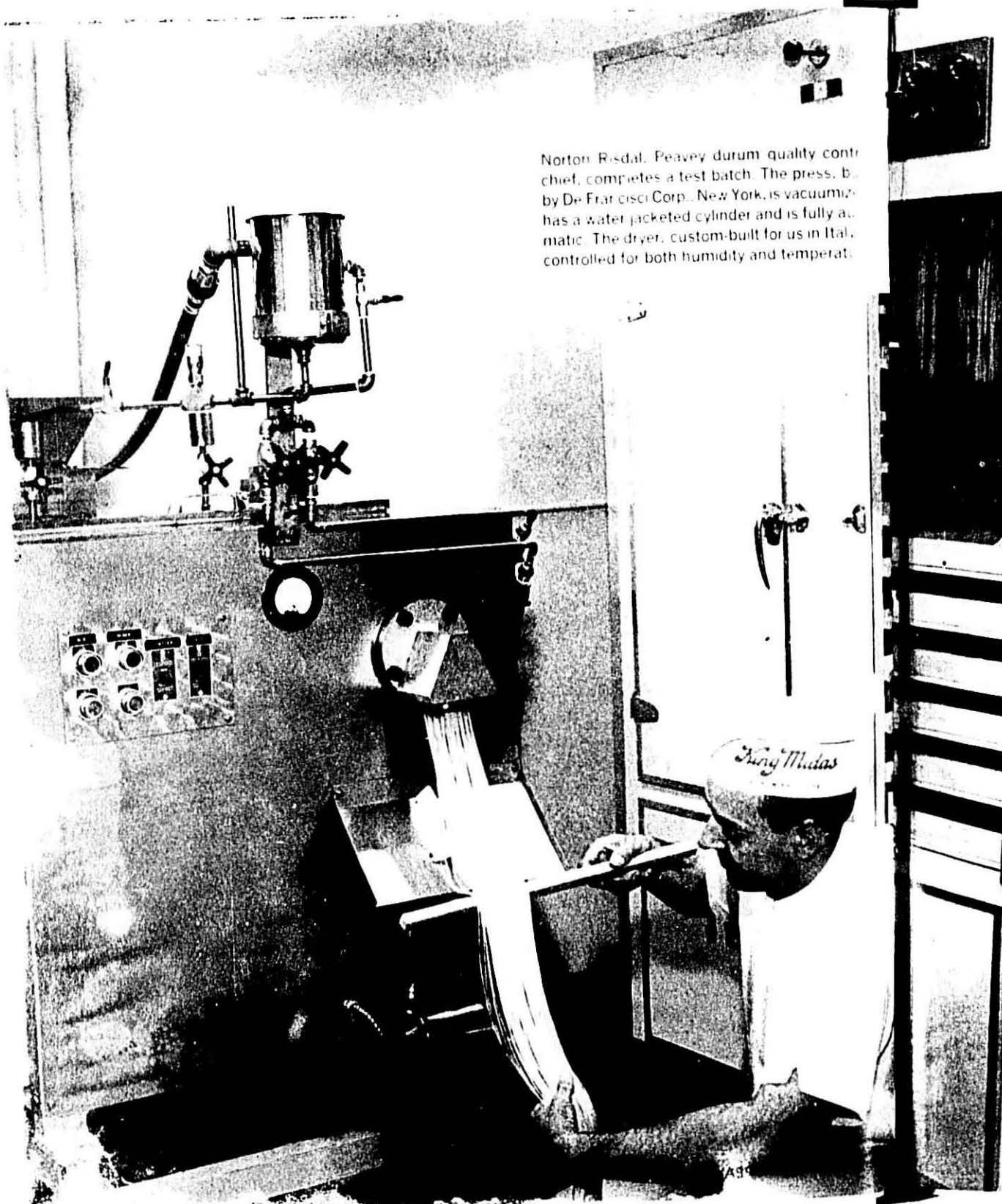
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In This Issue:

- Cover Photo
- Letter Headlines
- Editorial
- The Week View
- Association News
- State Directors
- Section Reports
- Business
- Financial
- Production
- Marketing
- Warehouse
- Industry

Cover Photo

The second of Grand Haven, Michigan, the world's first...
The world's first...
The world's first...
The world's first...



Norton Risdal, Peavey durum quality control chief, completes a test batch. The press, built by De-Franchesi Corp., New York, is vacuumized, has a water-jacketed cylinder and is fully automatic. The dryer, custom-built for us in Italy, controlled for both humidity and temperature.

New at Peavey...

Here it is... the newest member of Peavey's Quality Control Team

*...a miniature commercial press and dryer
that duplicates production procedures used
in modern-day macaroni plants!*

More progress from Peavey — this miniature plant works for us and for you, right here in our Quality Control Lab. Its job is to strengthen our program of selection and testing of durum wheat for King Midas durum products, to give us the most effective quality control possible on mill operations, and, most exciting of all, to open the door to a practical program of durum research.

We feel this installation represents an important step forward in our service to the macaroni industry.

King Midas DURUM PRODUCTS



FLOUR MILLS

PEAVEY COMPANY • FLOUR MILLS • MINNEAPOLIS 15, MINNESOTA

THE Fifty-Ninth Annual Meeting of the National Macaroni Manufacturers Association will be held at Grand Hotel, Mackinac Island, Michigan, July 28-31.

This is a return engagement to the famous hostelry of Upper Michigan. The 53rd Annual Meeting was held there six years ago.

Delegates will begin arriving on Sunday, July 28. That afternoon, the Standards & Research Committee will meet with the Board of Directors to review plans and proposals for an extensive program of research ranging from basic raw materials to attempting to ascertain why some people fail to buy macaroni and noodle products, or why infrequent users do not use the products more often.

Social festivities start Sunday at 6:00 p.m. with a Suppliers' Social preceding the traditional Rossotti Spaghetti Buffet hosted by the Rossotti Lithograph Corporation of North Bergen, New Jersey.

Selling the Consumer

The first general session begins Monday morning at 9 a.m. with greetings from President Al Ravarino and appointments of convention committees.

Dealing with the theme "Selling the Consumer" Monday's schedule calls for a look at the American consumer. Numerous surveys show that the home-maker's ideas, interests, and preferences vary in many respects, that they are highly intelligent and discriminating shoppers, and want to retain their individuality and freedom of where and how to spend their money.

E. I. duPont de Nemours & Company has been conducting a pilot study to uncover trends and opinions on which to base a questionnaire in developing the information on consumer macaroni buying habits to guide industry members. DuPont's representatives will present visuals to show variations of the American consumer and some preliminary reports on what her attitudes are towards macaroni products and how we can get her thinking.

Miss Trienah Meyers, Chief of the Special Surveys Branch, Standards and Research Division, Statistical Reporting Service, United States Department of Agriculture in Washington, D.C., will describe what consumer studies can and cannot do.

Sharpen Advertising

Louis S. Nelson, Jr., of Wade Advertising, Inc., Chicago, will give his views on how advertising appeals can be sharpened. This advertising executive, who deals with the Alka Seltzer and One-a-Day Vitamins account, will describe how his agency uses consumer research in art and copy.

Interviewers with roving micro-

CONVENTION BOUND!

59th Annual NMMA Meeting
Grand Hotel, Mackinac Island, Michigan

phones will make an audience survey to determine what the ladies think. This on-the-spot survey will cover points being explored by the subcommittee drafting legislation in the "Truth-in-Packaging" bill, as well as problems of basic concern to the macaroni manufacturer in his relationships with the consumer.

Following luncheon, there will be two round-table sessions: one on management matters dealing with packaging, advertising and merchandising, at which experts will be available for source material. Secretary Bob Green will be the discussion leader.

For those interested in laboratory equipment and techniques for quality control, James J. Winston will lead a round-table discussion.

In the evening, a Suppliers' Social in the Terrace Room will precede dinner in the dining room, and dancing back in the Terrace Room.

Educational Efforts

On Tuesday the general session begins with comments from a home economics teacher on the utilization of the Durum Wheat Institute's demonstration outline for macaroni products in food class demonstrations.

The educational director of the National Restaurant Association has been invited to discuss her ideas of how to promote macaroni and noodle products to restaurateurs and the institutional trade. Her responsibilities in-

clude the training of personnel in preparation and cooking procedures, so her ideas will be worthwhile to manufacturers doing business with this growing segment of the market.

Merchandising Panel

Merchandising macaroni in supermarkets will be handled in a panel discussion of food distributors, considering allocation of shelf space; point-of-sale pieces; related item tie-ins; cooperative advertising, and the like. Public relations counsel for the National Macaroni Institute, Theodore R. Sills, will moderate the panel and will undoubtedly call attention of the distributors to the Macaroni Merchandising Calendar.

"Developing Executive Skills" is the subject to be reviewed by Dr. Charles Slater, Director of Executive Development Programs in Mass Marketing Management, College of Business, Michigan State University. Following his remarks, he will answer questions from the audience.

With the Nominations Committee report, there will be an election of directors, followed by an organizational luncheon at which time the Association will elect the officers of the coming year.

Management Round-Tables

More management round-tables will be held in the afternoon along with

(Continued on page 30)

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.



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LET'S HAVE A PICNIC

A TRIP to the mountains or the shore calls for a picnic. So does an at-home garden or velvety lawn. Going fishing? Riding around to see the sights? Almost any time is good for a picnic.

There's one thing about the happy art of picnicking: not only can it be part of your vacation it can extend those few carefree weeks by as many pretty Saturdays and Sundays and workday evenings as there are in a summer.

With a station wagon, the tailgate opens to make a kitchen counter and buffet. Suggested menu: Chicken and Noodle Salad, pickles and relishes, watermelon, coffee. This meal on wheels is just one of a hamperful of ideas for picnics for every occasion. Here is the recipe for the delicious main dish:



Have lunch—will travel.

Chicken and Noodle Salad (Makes 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces fine egg noodles (about 4 cups)
- 1 medium-sized green pepper, chopped
- 1/4 cup chopped parsley
- 4 cups torn chicory
- 3 cups diced cooked chicken
- 1 cup French dressing
- 2 tablespoons prepared mustard

Add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain.

Combine noodles, green pepper, parsley, chicory and chicken; toss lightly. Combine French dressing and mustard; mix well. Add mustard mixture to chicken mixture and toss lightly, but thoroughly. Chill.

Climax a swimmingly good day at the beach, have a cookout near the water's edge. For a grill, select a small sea-going model on gimbals that levels itself with the highest waves. Heat casseroles of spaghetti and meat sauce. With French bread, serve a salad bowl with oil and vinegar dressing.

Theater-in-the-round or concert-under-the-stars call for a real evening out with outdoor eating. Spread out a sumptuous supper of cold roast chicken, macaroni vegetable salad, and limes pineapple-in-the-shell. Baskets and dishes can be whisked back to the car by curtain time.

Tender fried chicken can travel hot from skillet to yard—or cold to the park. Deviled eggs and picnic macaroni salad should be kept cold—an insulated bag or chest will keep them that way.

Picnic Macaroni Salad (Makes about 4 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 large onion, finely chopped
- 1 medium green pepper, chopped
- 1 pimiento, chopped
- 1/3 cup olive or salad oil
- 2 tablespoons vinegar
- 1 tablespoon sugar
- 1/2 teaspoon salt
- 1/2 teaspoon crushed basil
- 1/4 teaspoon crushed tarragon
- 1/4 teaspoon crushed oregano
- 1/4 teaspoon garlic salt

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain.

Combine macaroni, onion, green pepper and pimiento. Combine remaining ingredients and shake well. Add salad dressing to macaroni mixture and toss thoroughly.

Cake and ice cream top everything off, and throwaway paper tablecloth, plates, salad bowls, and cups inspire the cleanup committee to ask, "When's the next picnic?"

A teenage boy costs more to feed than any other member of the family. A January survey shows the expense at about \$11.40 a week for a moderate-cost balanced diet for a youth 16 to 19 years old; for the 13 to 15 age bracket, the calculation is \$9.80. The top food bill for girls comes in the 13 to 15 year bracket, but it is only \$8.50 a week.

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water. Drain.

Combine macaroni, radishes, peas, eggs and celery; toss lightly. Chill. Combine remaining ingredients, and mix well; add macaroni mixture and toss lightly, but thoroughly.

When the children beg, "Can't we eat outdoors?" let them sally forth (to the yard, that is) each shouldering a hobo lunch. In a red bandana, place a hot dog on a roll and peanut-butter buns. Include a cup of hot beef consommé with vermicelli in a thermos bottle, Peter Rabbit-style carrot and celery sticks rolled in a lettuce leaf, along with a giant sugar cookie. This time you won't have to tell the youngsters to drink their milk!

The traditional fourth of July picnic that keeps company with sparklers, Roman candles, and skyrockets is everything good you think of when folks say "picnic."



THE MACARONI JOURNAL



**"GOOD DRESS
IS
SO
IMPORTANT!"**

... and "good dress" is a buy-word for macaroni products made from Semolina and Durum Flour manufactured by the North Dakota Mill and Elevator.

Talk about quality, dress, uniformity and you've mentioned just a few of the characteristics of the fine durum products sold by the North Dakota Mill and Elevator. The skill of "master millers," the prompt dependable handling of your shipment, guarantee you complete satisfaction from the time of order — to the superior macaroni products.

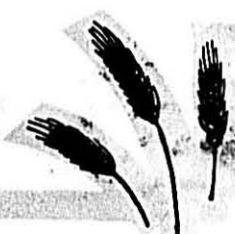


**BEST WISHES FOR A
SUCCESSFUL ANNUAL MEETING**



North Dakota Mill and Elevator

"IN THE HEART OF THE DURUM BELT"
GRAND FORKS, NORTH DAKOTA PH. 773-0411



DURUM FLOUR CO.

Durum Quality - A Miller's View

by Ray Wentzel, Doughboy Industries,
at the Hoskins Company Plant Operations Forum



Ray Wentzel

DURUM, as the "Standard of Quality" for the macaroni and noodle industry, is pretty well accepted by everyone. It would seem that prospects for the future are very promising. With a good supply of durum on hand now, and with farmers intending to seed 2,000,000 acres this spring, we can anticipate 40 million bushels if the yield is 20 bushels per acre. Seeding is in progress, with adequate moisture throughout the durum territory.

Committee Efforts

What brought about a plentiful supply of durum wheat? Last year's crop of 71,800,000 bushels wasn't just an accident. We were most fortunate in getting that many bushels. The excessive moisture last spring delayed seeding until late May and early June—one month later than normal. However, because of ideal growing conditions, the crop came through with flying colors. The over-all average yield was 29.7 bushels per acre. Most of the durum was of excellent quality as far as color was concerned. Test weight was 58 to 64 pounds per bushel with the average at 60 pounds. Protein was between 12 per cent and 14 per cent. However, all millers have been plagued with the presence of black point, damaged kernels, ergot in varying amounts in all grades of durum, making milling difficult.

Now why? I state that the large crop wasn't just an accident? It took plant breeding, special legislation in Congress and several meetings of the Durum Advisory Committee to help bring this about. The bill that excluded durum wheat from other wheats, enabling the Department of Agriculture officials to decide whether or not the durum acreage could be

increased, called for an Advisory Committee composed of representation from the three segments of the industry—the durum grower, the durum miller and the macaroni manufacturer. At the Emergency Industry Meeting that was held in Minneapolis August 16, 1961, each segment selected two representatives—Bob Green and Lloyd Skinner for the manufacturers, Dick Crockett and Al Kenner for the durum growers, and Mark Heffelfinger and me for the durum millers. The committee met with officials from the Department of Agriculture in Minneapolis on November 3, 1961, to discuss joint recommendations for increasing durum acreage for 1962. A letter was prepared with our recommendations and sent to the Director of the Grain Division, Department of Agriculture. The results of the letter were most gratifying. Nearly everything we asked for was granted. We had anticipated a possible 55,000,000 bushels from two and one-half million seeded acres. What we got was far more than we expected. Some counties in North Dakota had fantastic yields of 38 bushels per acre.

Winter Meeting

At the last winter meeting in Florida, the Advisory Committee held another meeting. It was decided to increase its membership before asking the Secretary of Agriculture for formal appointment. The durum growers wanted candidates from all durum producing areas. They increased their number to seven, representing North Dakota, South Dakota, Minnesota, Montana and California. Because the United States wants to continue to export durum wheat, two exporters were appointed. The millers and macaroni manufacturers each added one member.

Grades

Last March the enlarged group held their first meeting in Fargo. The main topic on the agenda was to obtain the thinking of everyone present as to their recommendations for changing grain grades. After hours of discussion, nothing was definitely decided. Everyone agreed that there was need for revision. Official grain standards, as they exist, allow durum wheat with 75 per cent or more of hard and vitreous kernels of amber wheat to be clas-

sified as No. 1 Hard Amber. It does have to weigh 60 pounds or more per bushel. However, it may have two per cent damaged kernels, five per cent other wheats, one-half per cent foreign material and up to eight per cent shrunken and broken kernels. These specifications allow too much leeway for manipulation. If we are successful in getting all grades tightened so there is less room for manipulation, the quality of the end product is bound to improve. As soon as the durum growers make their recommendation to the North Dakota Wheat Commission, a resolution will be prepared and sent to the Department of Agriculture for consideration.

Research

Most of the committee members stayed for a meeting that was held at the North Dakota State University the next day. Dr. Ken Gilles had an excellent program arranged. He reviewed what had taken place the past year. The important thing was the moving of the Department of Agriculture Cereal Technology Research Department to North Dakota. It means more people, money and equipment for conducting more research for quality improvement. Other scientists and technicians gave interesting talks on durum pigment studies, gelatinization properties of semolina, and a new color test for macaroni. It was a very educational meeting. Being at a meeting like that makes a person realize that a great deal of work is being done in that field.

Don Fletcher and Eugene Hayden of Crop Quality Council and the North Dakota University Plant Breeders deserve great credit for their efforts in developing the two new rust-resistant varieties of durum, Wells and Lakota. Both withstood the rust that ruined crops in some sections of the wheat belt. Most farmers were well pleased with their durum wheat returns. The trend, instead of being away from durum, has been reversed. It was more profitable to raise durum than it was to raise spring wheat last year.

In summarizing briefly, when you take into consideration what is being done by people in our industry to improve quality and profits, we should continue to make progress. The per capita consumption of macaroni, spaghetti and egg noodles should continue upward.

Crop Prospects

The Crop Quality Council reports the 1963 wheat crop over wide areas of the southern and central Great Plains has been subjected to more severe hazards than usual. Combinations of drought, a general lack of snow cover, and severe winter weather have resulted in much more severe and general winter killing of wheat, oats and barley than usual.

Wheat stands have suffered the greatest damage and subsequent abandonment in the dry Texas and Oklahoma panhandles, southwestern Kansas, and eastern Colorado. Stands have been thinned in varying degrees, however, in other areas of Texas, Oklahoma, Kansas, Colorado, and south central Nebraska.

Moisture is also generally short in north central Texas, most of Oklahoma, and western Kansas.

Unseasonably warm temperatures over the southern and central Great Plains in March and April, combined with short moisture supplies, have pushed the winter wheat crop ahead more rapidly than usual.

Moisture Good in Dakotas

In sharp contrast, moisture supplies are generally good in the Dakotas, Minnesota, much of Montana, and Manitoba. Moisture is still critically

short in the western and northern portion of "the Triangle" north of Great Falls. It is also dry in southern Alberta and southwestern Saskatchewan. Winter wheat seedlings either failed to emerge last fall or weak plants failed to live in the dry area north of Great Falls. Elsewhere in Montana, winter wheat generally survived well.

Early Seeding

Seeding of spring wheat and durum was somewhat earlier than average in Minnesota, South Dakota and North Dakota. Moisture conditions are better in North Dakota than for many years. The weather in May has been extremely cold for this time of the year. The northern portion of the durum territory received light snow the middle of the month. The good moisture received over the entire northwest territory should promote rapid growth when warm weather arrives.

Grain Research

Research efforts to develop high quality, disease resistant cereal grain varieties were advanced again this year by the winter increase of experimental breeding lines in Mexico, according to Donald G. Fletcher, Executive Vice President, Crop Quality Council, Minneapolis.

Harvest was recently completed of some 10,000 individual rows of spring wheat, durum, barley and oats sowed in Mexico last fall. Breeding materials from Minnesota, North Dakota, South Dakota, Nebraska, Wisconsin and Canada were included in the planting. All experimental seed has been returned to Upper Midwest and Canadian experimental stations for spring planting.

The Mexican winter increase program, sponsored by the Crop Quality Council, is aimed at reducing the 12 to 15 year period previously required by plant scientists to produce new cereal grain varieties, Fletcher said.

Crop Quality Council

Railroads serving the upper midwest have appointed Leonard H. Murray as their representative on the board of directors of the Crop Quality Council. The council, organized many years ago by representatives of industry, now promotes and fosters research and pest control programs affecting all northern grown crops. It is financed by industries which handle and process agricultural crops, businesses which supply the farm market with goods and services, and individual farmers.

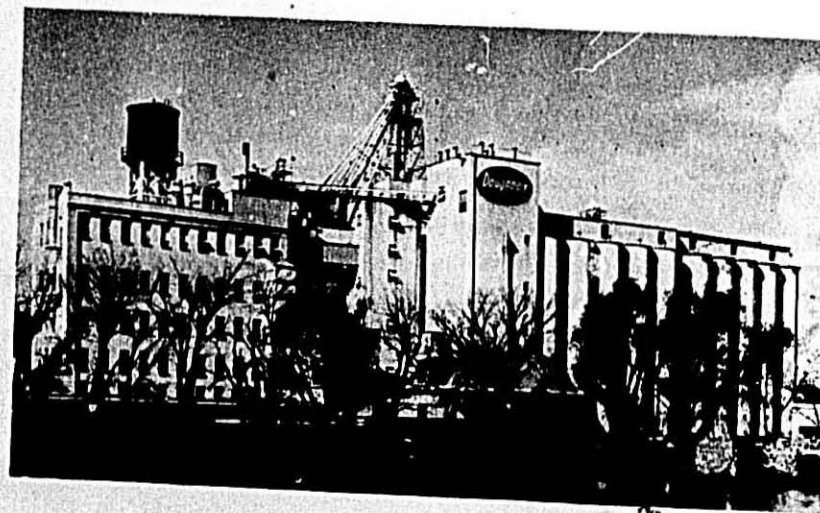
Nature has some perfections, to show that she is the image of God; and some imperfections, to show that she is only His image.—Blaise Pascal.

Finest Quality

**DURUM
SEMOLINA
GRANULAR
FLOURS**

Call Ray Wentzel
MILLING DIVISION

Doughboy



DOUGHBOY INDUSTRIES, INC.

Phone 246-2101

NEW RICHMOND, WIS.

Quality Since 1856

JULY, 1963

THE MACARONI JOURNAL

FROM THE "Macaroni Journal" JUNE 1963

NEW MACARONI PLANTS IN U.S.A. AND CANADA

During the last 30 years a completely automatic working cycle has been obtained in the macaroni industry. This is due to a continuous and gradual progress, to substantial innovations and to a radical change of the technical means employed in the manufacture of macaroni products. There is no question that at present the Macaroni Industry is enjoying a new and important phase of evolution.

Following the comparatively recent but definite alignment of the Macaroni Industry with other older ones, one also notices in our branch the tendency to concentrate the production in large plants. This is due to economical reasons which require plants with an increasingly high capacity per unit. The growth of the macaroni consumption everywhere influences, of course, the world-wide tendency for the creation of big plants.

This tendency will probably lead to a progressive reduction of the number of macaroni plants and to the amalgamation of firms possessing small and medium outputs. We can but point out that the realization of this new tendency in the field of macaroni production has been made possible by the Braibanti Company of Milan. As a matter of fact, this company has since the end of the war, widely introduced automatic and continuous production lines which now attain such capacities as 45-55,000 lbs. each one in 24 hours. We also believe that the increase in the consumption of alimentary pastes has been definitely facilitated by the improvement obtained in quality. The stability encountered in some of today's macaroni products highly esteemed by the consumer, can only be obtained in continuous production lines, which, at the same time, also guarantee the safest working conditions from a mechanical point of view. The stability in quality is of course due to the constant conditions of the working cycle.

The automatic plants installed by the Braibanti Company have for many years fulfilled all of the above requirements. Their outfits are operating in every corner of the world. In North America, for example, Braibanti have plants in operation in San Giorgio, Lebanon, Pa.; Prince in Lowell; Buitoni in Hackensack; La Rinascente in New Jersey; Catelli in Winnipeg; Gattuso-Prince in Montreal, etc.

The considerable increase in production and the superior quality of the macaroni products which the above firms have put on the market is certainly an attestation to the high technical and technological efficiency of the "Braibanti" macaroni installations.

and now...

INVITATION TO LEBANON, PA.

We have great pleasure in inviting you to be our guest at the Treadway Inn, Lebanon, Pa., to visit the San Giorgio Macaroni plant. You will see there the most modern automatic equipment in full operation.

Your company is particularly desired for Monday evening, August 5, at 6:30 p.m. when a cocktail party will precede a dinner offered by the Braibanti organization. You will be our guest at the Treadway Inn for the night.

The following morning, breakfast will be served at 8:00 a.m., and then we shall visit thoroughly the San Giorgio plant.

BRAIBANTI, MILAN, ITALY
LEHARA CORP., NEW YORK, N.Y.

The Wheat Vote

The tally on the Wheat Vote was 547,151 for, 570,776 against. With this sharp rejection of the Administration's proposal, speculation begins on what will happen. Based on present law, defeat of the 1964 program, which in actuality was a vote whether marketing quotas should be in effect or not for next year's crop, means that the 1964 national average support price for wheat will be at 50 per cent of parity as of July 1, 1964, or \$1.25 a bushel on the basis of present parity. This support level will be available only to growers who harvest within acreage allotments already announced for 1964, down 10 per cent from the previous minimum national allotment of 55,000,000 acres. Because marketing quotas will not be in operation for 1964, growers may exceed their allotments without being subject to severe quota penalties, but will not be eligible for support participation.

Pricing Problems

A flood of 1963 wheat into the loan of \$1.82 and the existing price provisions for 1964 with the "no" vote constitute a combination that may produce extraordinarily wide price variations. If 1963 impoundings reduce free supplies to a volume that necessitates drafts upon stocks of the CCC for domestic use, the cost of such grain will be 105 per cent of the loan of \$1.82, plus carrying charges. At the end of the 1963 wheat marketing year, that cost on the basis of the farm loan could be as high as \$2.56 a bushel. In contrast, Secretary of Agriculture Freeman, in one of his statements after the referendum, pointed to the fact that in 1964 CCC sales of wheat for unrestricted use in domestic markets will be five per cent higher than the support of \$1.25 plus reasonable carrying charges. In the first month of the 1964 wheat crop year, such selling basis would make CCC wheat available at about \$1.32 a bushel, basis the farm loan rate. The difference in CCC selling prices during the transition from the end of the 1963 marketing year to the start of the 1964 crop, would thus be \$1.24 a bushel!

New Legislation

While the President has said, "The farmers have made their judgment," new legislation is almost a certainty. In major wheat growing states, six Democratic senators are up for reelection next year, versus only one Republican. It will be a Presidential election year, so it isn't likely that the dire prediction of wheat at a dollar a bushel will be permitted to come to pass.



The wheat vote goes far beyond party politics. For a full generation, United States farmers have been straddled with controls in return for subsidies. The cost is enormous, running between \$4 and \$5 billion dollars a year for all agricultural programs. Despite the production controls, the surpluses have continued to pile mountainously high. Now, for the first time in his history, the American wheat farmer has voted for freedom—and, given a fair chance, he may grow to like it.

Market Expansion

Otis Tossett, chairman of Great Plains Wheat, Inc., said: "The wheat vote means we must make an even greater effort to expand markets for United States wheat at home and abroad. We must revise our transportation rate structure, improve our grading system, and price our wheat so it will compete in world markets." He urged growers, in competition with government and industry, to step up their campaign to expand markets.

Great Plains Resolution

A resolution by the Board of Directors of Great Plains Wheat, Inc., calls upon the United States Department of Agriculture to make durum wheat products available in the federal school lunch program. In pointing out the prospect of a carryover of 45,000,000 bushels at the end of the current season, it noted that school lunch distribution would not only help to work down the surplus, but "would also provide tasty, nutritious macaroni and spaghetti dishes for the nation's school youngsters."

Howard Hardy Heads Great Plains Wheat

Clifford R. Hope, president of Great Plains Wheat, Inc. and former congressman, has resigned his post effective July 1. As active organizer of the wheat group, he became its first president on January 1, 1959. Successor will be Howard W. Hardy, North Dakota farmer, former Great Plains vice president, and 1960-61 chairman of the North Dakota State Wheat Commission.

Wheat Commissioners

Two members have been elected to the North Dakota State Wheat Commission for six year terms. They are Lloyd Jones of Palermo who replaces Art Knorr, and M. H. Gifford of Gardner, re-elected.

Other members of the Commission are Otis Tossett, Robert Huffman, James (Ole) Sampson, Sydney Hovekaland and Tom Ridley. Paul E. R. Alrahamson is administrator.

The Government Buys Eggs

On April 13 the United States Department of Agriculture announced its intentions to purchase dried whole egg for distribution to schools and charitable institutions. The announcement came when prices had been relatively low for 1963 and had the effect of stabilizing prices for the entire egg market.

Prices ranged between \$1.0525 and \$1.0599. By the end of May the Government was buying all of the product offered at the highest price, f.o.b. producer's factory. This is a relatively high price compared to last year's.

(Continued on page 28)

THE MACARONI JOURNAL

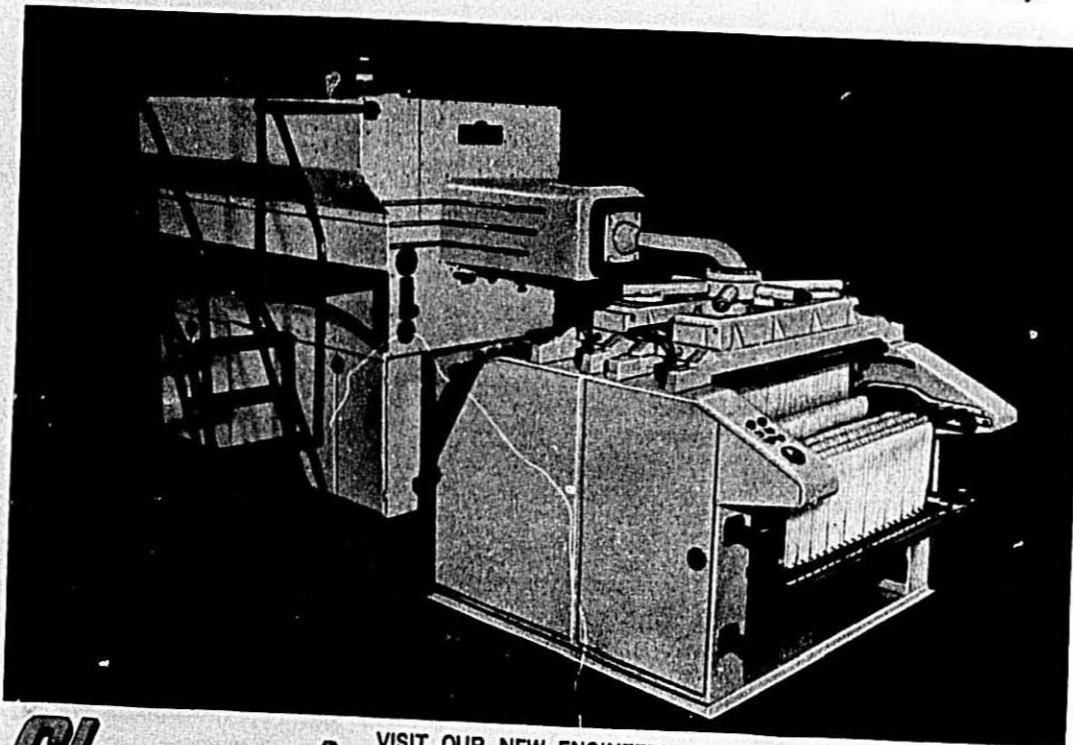
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JULY, 1963

A Sanitation Control Program

by Ray Greenleaf, D'Amico Macaroni Company,
at the Plant Operations Forum

2. All sanitation control, including direct supervision of the workers employed, must be handled by trusted management people.

In addition to this we have an independent inspection by an outside consultant at regular intervals.

Here are the various steps taken to install the program.

Study Every Job

The first step is for top management to make a thorough, on the job, study of every sanitation job to be done. This is time consuming, hard, and dirty work, but it is well worth the effort. An attempt should be made to determine how many man hours of labor are necessary to do each of these jobs. The criterion to use in determining what constitutes a job is whether or not it can be done completely. As an example, any single dryer would have to be one job, whereas a line of continuous dryers could be broken down into one job for each dryer. In the event that these dryers were not all cleaned at one time, they should be cleaned in the order in which the product enters them.

Once the study of all of the jobs has been completed they should be broken down into as many complete jobs as possible. Individual pieces of equipment should be separate jobs, and space areas should be broken down as far as possible. We have made separate jobs of a specific room and the overhead lines, lights, joists, bridging, etc. in the same area. The reason for this is that the interval between cleanings may be different for the room itself and the overheads in the same room.

Job Descriptions

The next step is to write up a step-by-step job description of each job. We have found that these descriptions should be very detailed, but simple.

After all of these job descriptions have been written the next step is to go back over each of these jobs and determine, as well as possible, how often they must be done. You will find that a great many of these jobs must be done daily, and the rest of them will range all the way from weekly to perhaps as long as six weeks.

All jobs which are to be done at intervals of one week or longer should be given a number and entered on the

Master Sanitation Schedule. This form has a space for the job number, the interval, and a description of the job. There are enough spaces on this form to keep a record of the jobs for six months. We have found that it is desirable to keep two copies of the Master Sanitation Schedule. We use one in the office to keep an accurate, up-to-date record of what has been done and from which the scheduling is done. The other copy is posted in the plant and it is this copy which is initialed by the supervisor each day as the jobs are done.

Procedure Cards

We then make up "Procedure" cards. We have made these up on 4 in. x 6 in. cards, and put them in acetate card holders. It has been our practice to make two cards for each job. One card is held in the office and the other is posted in the plant at the site of the job.

Besides the jobs listed on the Master Schedule, cards must also be made up for all daily jobs and these are posted in the plant. Many of these daily jobs will become the obligation of production workers during the course of their regular work, but some of them will have to be done by special sanitation workers. This breakdown will have to be established and made clear at the start. One of the daily jobs which will require special attention is the checking of mouse traps.

We must make sure that we have the tools with which to do the job. We will need good vacuum cleaners, in good working order, good air hoses with adequate fittings. We will need tools such as screw drivers, pliers, wrenches, brushes, rags, scrapers, putty knives, etc. We will also need mouse traps, and at least two kinds of insecticide. We need the equipment to fog with insecticide and to lay residual insecticide. All of this equipment should be in good shape and provisions should be made to keep it that way.

Manpower

Next will be the selection of the men to put our program into action. We started by appointing a plant sanitarian. He was a middle management man and his official title was Assistant Plant Manager. As plant sanitarian he would not spend all of his time on sanitation, but he would be responsible

to top management for the plant sanitation. We allocated, at first, 50 per cent of this man's time and salary to sanitation. We were later able to revise this down to about 35 per cent. We sent this man to school to take a short course in food plant sanitation.

Having selected the plant sanitarian we chose our best qualified supervisor to take actual charge of the men who would do the work. We felt that this job had several very special requirements: The man had to be entirely reliable; he had to be fastidiously particular about everything he did; and he had to be capable of getting things done the way he knew they should be done.

Having selected these two men we must now acquire the men to do the work. At this point we should pause to run a little cross check. We should add up the total number of hours that we have estimated it will require to do all of the jobs that are on the Master Schedule plus the hours required to do the daily jobs which must be done by the sanitation crew. This latter includes all daily jobs which cannot be done by production employees during regular production hours. Now, multiply the number of hours by the average hourly wage you expect to pay. To this figure add the cost of the supervisor and the portion of the salary of the plant sanitarian which must be charged to the sanitation program. This final figure will give you an estimated direct labor cost for the sanitation program for six weeks. This is based on the assumption that the longest interval between repeats on any job is six weeks. In adding up the hours we will have to add in six times the hours for a weekly job, three times for an every two-week job, and 30 times for a daily job. This will mean that all three-week jobs will be added in twice. Of course, the cost of the supervisor will have to be for six weeks, as will the proportionate share of the salary of the plant sanitarian.

Labor Cost

Once we have arrived at a dollars and cents estimate of labor cost, we should divide this by average sales for six weeks to arrive at the ratio of cost to sales of this labor cost. It is our feeling that if this ratio is very substantially less than one per cent the program has not been set up realistically. On the other hand, it should not exceed one per cent. Remember this is by no means the whole cost of sanitation. It is only the labor involved.

Let's assume that we have come out with a figure right around one per cent of sales. We also now know the approximate number of man hours re-

quired for six weeks. This should be broken down to weekly requirements. If you are not satisfied with your present sanitation program, and plan to follow the outline I am presenting here, I suggest that you be very careful about including labor that has been doing unsatisfactory work for you in the past. Our experience indicated that you may be better off to start with a whole new crew.

Recap

Let's go back and review what we have done:

1. Top management has made a thorough study of all work to be done.
2. All work has been broken down into separate jobs.
3. Time required has been estimated on all jobs.
4. Step-by-step procedures have been written on all jobs.
5. Intervals have been established on all jobs.
6. Procedure cards have been made up for plant and office.
7. All jobs with intervals of more than one day have been entered on the Master Sanitation Schedule.
8. Two copies of the Master Sanitation Schedule have been made.
9. Tools have been secured in order that the jobs may be done efficiently.
10. A plant sanitation has been selected.
11. A supervisor for the sanitation crew has been chosen.
12. The crew has been recruited and hired.

Timing

When we are ready to put our program into effect, we must decide if it is going to be more practical to do the work in the daytime or at night. This will depend upon the plant. We have done most of our work at night. Every effort should be made to keep the whole job on one shift as the cost of supervision will increase greatly if this is not done.

The first few weeks will be very difficult, and top management would do well to prepare to spend a great deal of time on the program at first. Our program is now about four years old and at this point I still schedule all of the sanitation work. However, this only takes an average of about five minutes a day. The difficult part about scheduling sanitation work is the fact that it has to be integrated into the production scheduling. We found that the best way to start the program was to make up a daily schedule for each

of the days of the six-week period. These were marked "First Day—first week," "Second day—first week," etc. On this schedule we tried to divide the work up so that it would come out even and so that a logical sequence was followed. It will be obvious to all of you that this could only serve as a guide as modifications had to constantly be made to accommodate production schedules. We did, however, always do every job every week even if we had to change the production schedule.

As the work progresses you will discover many little things that will enable you to do a more effective job of scheduling. You will also discover that your labor estimates were a little high on some jobs and a little low on others. You will find that some jobs go well together, etc.

You should plan to spend a lot of time in the plant at the outset, and you should make provisions to spend time with the supervisor and the plant sanitarian every day. You will gradually see a great deal of improvement in your ability to schedule the work and if you are determined and not too impatient you will be pleased with results.

Quality Control

Now, how do we control the quality of the work done? The supervisor and the plant sanitarian receive a copy of the sanitation schedule every day. This is simply a list of the job numbers which are to be done. The supervisor completes the jobs on the schedule, carefully checking out each point on the Job Procedure against the actual work done. At the end of each shift the supervisor puts his initials on the Master Schedule which he fully understands is just the same as signing an affidavit that the work was properly done. The plant sanitarian makes a thorough inspection of all work reported done each day and submits a written report to both management and the supervisor. Each day I mark the office copy of the Master Schedule so that I know at all times just where we stand. We are constantly striving to improve our procedures and our equipment in order that we may do a more thorough and economical job.

From time to time the plant manager, the plant sanitarian and I make an unannounced sanitary inspection. It has been our experience for a long time now that the largest unsolved problem that we have on sanitation is the daily sanitation done by production employees during the production hours. While this continues to be a problem it has improved tremendously since we started our program.

(Continued on page 34)

Ray Greenleaf

A DETAILED explanation of our program may suggest at least one idea to you which can be incorporated in your program to make it even more effective than it is now.

Briefly, just prior to our decision to embark on a program we were employing an outside exterminator on an annual contract. The exterminator was supposed to be responsible for the control of rodents and insects in the plant. They were using a great deal of material and doing a considerable amount of work, but we did not have control of the pests. We were scheduling the cleaning of the various areas and pieces of equipment on a basis of necessity and opportunity. This caused a situation where the exterminator was almost never able to schedule the application of his insecticides in an area at a time that it would be effective. We were spending the money, doing the work and using the materials, but we were not getting the results.

The Federal Government has taken the attitude that the responsibility for the sanitation of a food plant lies squarely on the shoulders of management, and they are absolutely right. The biggest problem that management has is setting up safeguards to give assurance that a good program will be properly executed. Our analysis of this problem has convinced us of two things:

1. Top management must thoroughly understand every detail of the entire program. This includes a thorough knowledge of each piece of equipment and every space area in the plant.

where top performance counts

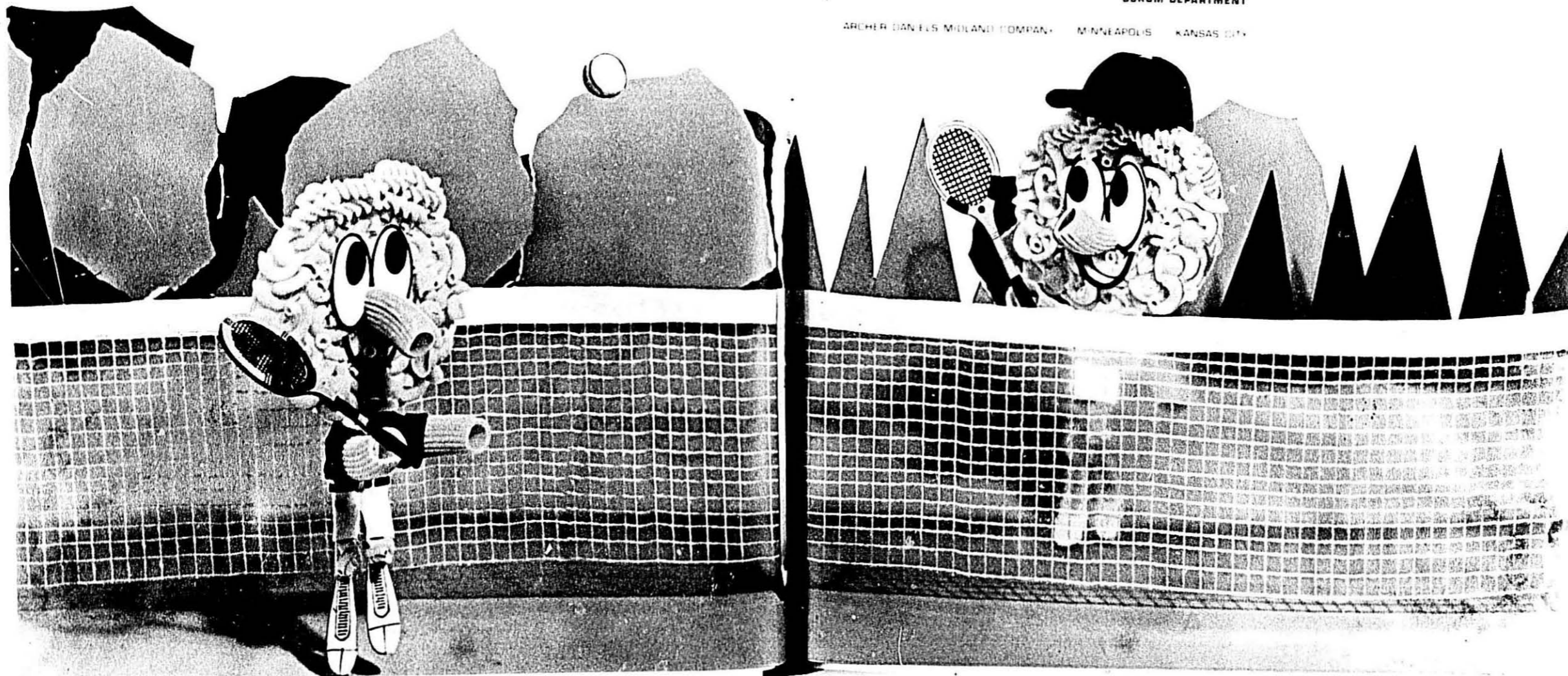
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Seven Deadly Sins Against Weighing Accuracy

by Arthur Sanders, Executive Secretary, Scale Manufacturers Association, Inc.

A NEW survey among many of the nation's top weights and measure officials has revealed a list of "Seven Deadly Sins" against weighing accuracy, the Scale Manufacturers Association announces. Conservative estimates put the cost of such "Seven Deadly Sins" at hundreds of millions of dollars annually. Furthermore, they involve all of American business and industry: manufacturers, shippers, processors and retailers, a cross-section of top weights and measure officials indicate.

Is your company guilty of any of these "Seven Deadly Sins"?

Here are the most frequent causes of weighing mistakes as compiled from the survey, "New Trends in Weights and Measures," made by the Scale Manufacturers Association.

1. Neglect and Maltreatment—Abuse and neglect of scales were cited by almost all of the weights and measures officials replying to the survey (which includes the top weights and measures officials of 25 states and cities).

As Rollin E. Meek, head of weights and measures of the State of Indiana, declared: "Neglect and maltreatment of scales contribute significantly to weighing errors. We have seen many illustrations of this—excessive moisture causing rust and corrosion of knife edges, bearing steels, levers, I-beams . . . also we have seen many illustrations of damage done by overloading scales . . . damage in the way of broken or prematurely worn parts."

Minnesota's Weights and Measures Supervisor, Warren E. Czala, cites an instance of a bakery's loss of several thousand pounds of dough a month due solely to lack of proper care of its scales.

2. Improper Scale for Weighing Job—Incorrect weights can result purely from using the wrong scale for a weighing job. Frequently scale users will weigh relatively small loads on large capacity scales—for example, to weigh less than 1,000 pounds on a 30,000 pound or larger vehicle scale is unsatisfactory and prohibited in most states, simply because the large components are not tuned for small load sensitivity. Some good scale people say a scale should never be used to weigh a load of less than five per cent of the scale's full capacity. On the other hand, it is certainly a very bad practice to try to use a scale to weigh a load of more than the scale's capacity,

but some people do. In addition to bad weight readings, such a practice can do serious and permanent damage to the scale.

C. L. Jackson, chief of weights and measures in Wisconsin, cited "equipment not designed for the weighing job and improper use of equipment" as leading causes of weighing errors.

Walter B. Steele, Deputy Weights and Measures Director of Oregon, said: "Too much emphasis cannot be placed on the need of the proper type, size and proper installation of a scale for its intended use."

3. Improper Installation—Many large capacity scales must be assembled at the site, and the very best scale—perfectly correct at the factory—will not function satisfactorily unless installed properly. The supervision of the pit, foundations, walls and approaches preparation and the installation of the scale parts should be by scale people, experienced as to the particular type of scale. Improper installations are a major headache for the scale owner.

Thomas C. Harris, Jr., Virginia Supervisor of Weights and Measures, says "poor installation, unsatisfactory foundation or approaches" contribute significantly to incorrect weights of vehicles and other heavy loads.

On this count, the National Conference on Weights and Measures (sponsored by the National Bureau of Standards), says: ". . . If the scale is not properly installed its weighing performance may be seriously inaccurate or may shortly become so, and it may deteriorate rapidly in service."

4. Lack of Level and Sturdy Supports for Small Scales—It was found in the survey that owners and operators very frequently do not provide the foundation or support of small portable scales to insure adequate strength, rigidity and performance—to avoid out-of-level weighing. This can be deadly as it guarantees bad weights, except for a few types designed to operate satisfactorily in out-of-level condition.

Eugene W. Ballentine, South Carolina Director of Inspections, cited this as a very damaging cause of bad weights, saying they have found small scales so far out of level that the test weights would hardly stay on the platform.

Howard E. Crawford, Jacksonville, Florida City Sealer, says they find serious inaccuracies where "many scale

operators are very careless about maintaining scales in level condition."

5. Infrequent Testing, or Lack of Testing—Almost all top official sealers of scales found one of the chief causes of weighing errors to be lack of knowledge of whether the scale is right or wrong—due to infrequent testing or no testing at all. Everyone agreed that scales do go bad from use and abuse and should be tested, not only by weights and measures officials, but frequently by the owner or operator and by local service agencies.

Harry N. Duff, Colorado Supervisor, put it this way: "The big industrial firms usually know the value of correct scales to their profits and losses, and I think it is good judgment for all scale owners to assign some responsible employee to check their scales as often as humanly possible."

J. Fred True of Kansas endorses unofficial tests, by private service organizations and by the owner of small scales, once a month or more frequently where extensively used—often enough to assure the owner the scales are right, in some cases once a week.

6. Lack of Proper Maintenance—The most extensively endorsed cause of scale errors, said the weights and measures executives. Although the scale owner fully appreciates the necessity of good car and truck maintenance, too frequently, the sealers said, he thinks if the new scale starts off right, after proper installation, it will continue to be right. It should be tested, cleaned and properly serviced by experienced scale mechanics on a regular basis, they agreed.

George L. Johnson, Weights and Measures Director of Kentucky, says: "Our experience shows a lot of scales with significant weighing errors due to lack of proper maintenance service, in such industries as tobacco and others where commercial weights determine huge cash exchanges."

John F. Madden, New York State Director, pointed out that use, abuse and the collection of dirt and other forms of grit make it necessary that scales "should have maintenance attention periodically."

7. Carelessness and Poorly Trained Operators—This was very high among the most frequently cited causes of weight errors.

W. A. Kerlin of California used one word—"carelessness"—in putting his finger on a chief cause of weight errors.

An Interview on Monitoring Packaging Weights

Shuster, vice president and director of marketing for Illumitronic Systems Corporation, Sunnyvale, California, made the following comments concerning the current controversy about the proposed "truth in packaging" bill while at the recent Packaging Show. He had just returned from a world tour.

Q. Where do you stand on government control of packaged product weights?

A. Industry should do their own policing. In my opinion, no control can be effectively implemented by government intervention.

Q. What voluntary policing progress has the food industry made since the "Short Weight" issue hit the headlines and since the "Truth in Packaging" bill was introduced.

A. The industry has shown hesitation. Some processing companies, naturally, have done more than others in controlling product weights. I believe the reluctance on the part of many companies is due to lack of understanding of what companies in the weighing equipment field can provide to solve a processor's problems. Federal control, per se, will not solve them. I believe the manufacturers of weighing equipment must accept the responsibility of providing information to the packaged product industry. It seems improbable to me that a food company really wants a half-filled container to fall into a consumer's hands. Conversely, it seems impractical to me that a company would overlook the product give-away factor.

Q. What stand does industry management take?

A. Unfortunately, from my many conversations with processors, some management seems less concerned about actually policing their production lines than they are concerned with talking about how it can't be done. Management, in these instances, prefers to follow a "hear no evil" policy. Many don't even want to know about checkweighing equipment.

Q. Why do some companies adopt this "hear no evil" policy?

A. Many companies have said to me "our people don't understand high speed electronic equipment." Exposure to plants in the field, however, would show plant workers and production supervisors setting up and working right with weight monitoring equipment in lines that are running as many as 250 cartons per minute.

A perfect example of this "do nothing" policy was presented to me not long ago by a major multi-product company in the food field. They were shown that checkweighing equipment could save them \$6,000 a year in product, thus eliminating underweights, which are now—incidentally—substantial part of production. They refused to consider the system. Management's comment was "conceptual ideas cannot be put into practicable realities."

The number one company in this processor's field could tell him that "conceptual ideas" in the form of checkweighing equipment, have been delivering "practicable realities" worth as much as 1,200 pounds of product a day, for several years now!

Q. Do these comments hold true for the entire packaged products industry?

A. No. Although strangely enough it's often large processors—the ones who take the greatest risk in hurting their brand name reputations—who come up with "our company is different—dynamic—changing" . . . in effect "what we don't know can't hurt us." On the other hand, we see the small processor in the field who's very aware that he needs another control and more information in order to remain competitive.

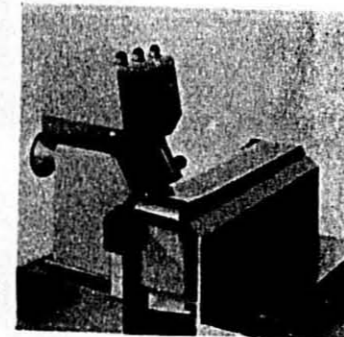
Q. What kind of packaged product weight laws exist in the rest of the world?

A. Compared with the rest of the world, you might say American processors are middle of the road. Italy and France follow Germany's very lenient average

weight law which was written in 1903 and hasn't been changed since. In these countries there are no overweights. (In the food business it's called "product give-away.") Label weight is the target with tolerance set at a generous per cent of gross package weight. Packaged products can often pass inspection on the underweight side. British law, on the other hand, which is followed in Japan and Australia, permits no underweights at all.

Q. Is there a single answer to the problem of closer control of packaged product weights in this country?

A. There are no complete answers to 100 per cent on-weight control in today's high speed processing of packaged products, but if the process industry would buckle down within the framework of present regulations, and apply self control now—while it still can—it could generate weight control answers it can live with. If the government intervenes, there will be less tolerance in which to work. Stricter regulations, I feel, automatically would mean an increase in overhead for package processors.



Checkweigher

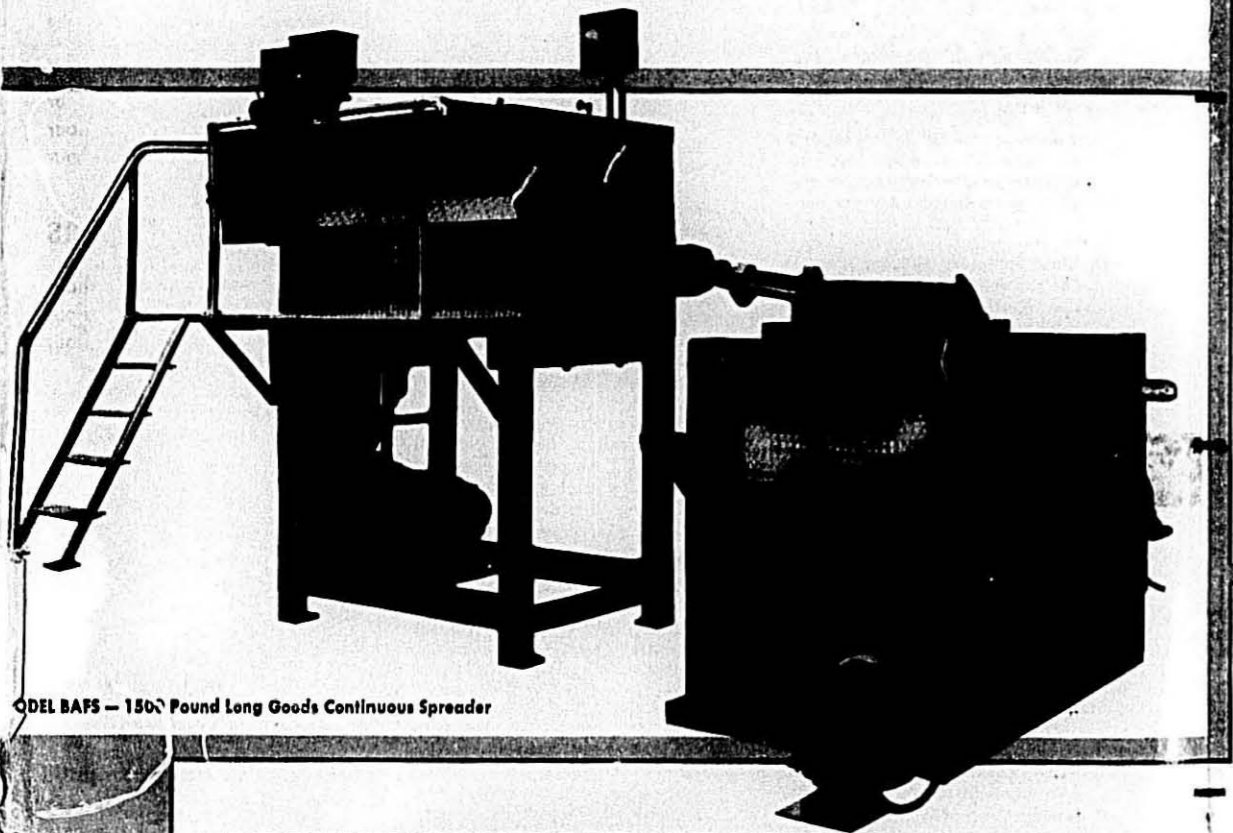
Solid state, modular plug-in electronics are featured in a new, compact Over and Under Weight Rejector introduced by Illumitronic Systems Corporation, Sunnyvale, California. Designated O/UR, this automatic checkweigher gives weight information in two channels, rejecting both under and overweights as required. The unit measures 24 by 24 inches and is also available with three-way weight status chanelizer. The O/UR handles open or closed containers up to seven pounds and speeds up to 300/minute can be

(Continued on page 24)

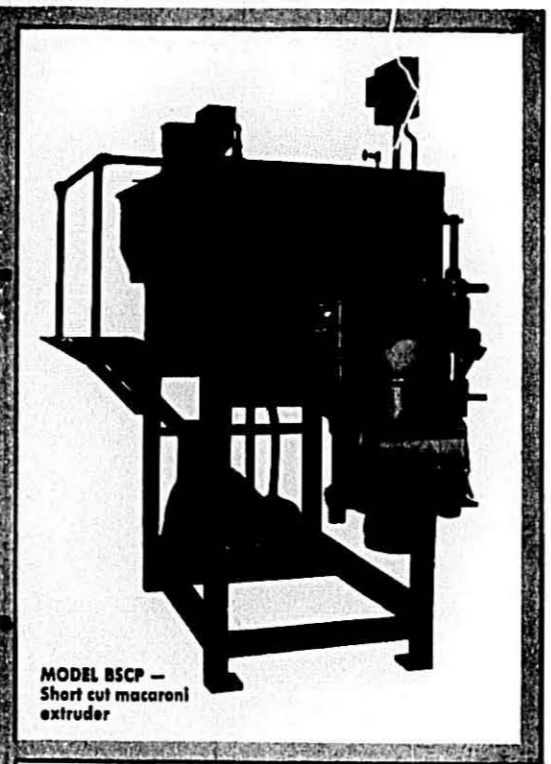
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Checkweigher—

(Continued from page 21)

achieved, according to the manufacturer.

The control system is isolated in the weigh cell housing mounted topside so replacement with standby units can be accomplished with plug-out, plug-in simplicity for ease of maintenance, the maker states.

Designed for application in either hand pack or automated lines, the O/UR features watertight closures and fittings to accommodate washdowns. Retaining clips on external housing allow stainless steel sheathing to break away without the use of tools during sanitary maintenance procedures.

Internal vibration isolation techniques contribute to a high degree of accuracy, which is established by line speeds and product characteristics, the company states.

Single function automatic checkweighing is available in the same maker's recently introduced Under Weight Rejector.

Skinner Testifies Before Hart Committee

Lloyd E. Skinner, macaroni manufacturer of Omaha, testified as president of the National Small Business Association before the final hearings of the Hart Committee on the "Truth-in-Packaging" Bill.

He stated that if his company were forced to standardize all packaging to one size and multiples of it, there would be many expensive problems.

Winning Package

First place design award at the National Flexible Packaging Association competition went to this entry by Paramount Packaging Corporation, Chalfont, Pennsylvania. Design by Paul Brelle; duplex polymer coated cellophane bag, flexographically printed; has bright color appeal; identifies manufacturer and product. The new package has been a sales success because of its crisp design and quality appearance.



Lloyd E. Skinner (right), president of Skinner Macaroni Company, Omaha, Nebraska, is shown here being congratulated upon his election as president of the National Small Business Association. He succeeds Frank M. Cruger (left) of Indianapolis Manufacturers Supply Company, Indianapolis, Indiana, who was elected chairman of the board. The election took place at the December board meeting in Washington, D.C.

He said the macaroni industry, in the event of restrictive package weights and measures would be faced with as much as 25 per cent increase in costs.

Senator Hart seemed unimpressed by the arguments of the bill. He said they had centered their opposition on adequacy of present law; self-regulation as preferable to government regulation; and that any law in this area would constitute "undue government interference with industry."

The Senator continued, "Many of us feel there is ample proof that present law is not adequate because of the condition of the market place where the practices complained of prevail. Furthermore, the administrators of the agencies involved have cited chapter

and verse on why present law is not adequate to the conditions in the modern market place.

"Self-regulation simply has not worked," he declared.

Manufacturer witnesses before the committee gave general endorsement to the purpose of S 387 (Macaroni Journal for May, starting on page 10) but in objecting to the bill as presently drawn, they argued it would result in product standardization, promote monopoly rather than restrict it and have effects that could be ruinous economically.

Silicone Release Agent For Heat Sealers

Users of heat sealing equipment have been impressed with a new six per cent silicone content spray developed especially for use on heat sealing equipment as a release agent. This new release agent was developed by Riley & Gehr, Inc., to specifically eliminate the build up of heat seal coating on rolls or bars and the resulting carburizing of these heat sealing components on all types of equipment, both hand fed and automated. This new R & G six per cent silicone release agent, non-



flammable, colorless, stainless, is packaged in 16 ounce pressurized cans for easy application to any metal surface under an extremely wide range of temperatures. A special five-inch pin point spray extension furnished with each can permits the release agent to be applied exactly where desired through a narrow opening without wasting silicone spray. To assist in efficient preventive maintenance of all kinds of heat sealing equipment, Riley & Gehr, based on their wide experience in all types of packaging, have prepared a handy booklet telling the simple steps in maintenance that will prolong the life of heat sealing equipment and prevent costly downtime and unnecessary replacement of component parts as well as more efficient operation. Copies of this new booklet and further information on R & G heat sealing release agent may be obtained by writing Riley & Gehr, Inc., 2749 North Lincoln Avenue, Chicago 14, Illinois.

C. C. Rossotti Visits Europe

Charles Rossotti of Rossotti Lithograph Corporation, North Bergen, New Jersey, attended the Interpak packaging show in Hannover, Germany and is visiting plants on the continent.

THE MACARONI JOURNAL

a colorful sales stimulator:



something to noodle over

More than one million of these colorful unique folders produced by General Mills have already been distributed by the Macaroni Industry. This collection of plain and fancy menu entrees from the famous Betty Crocker Kitchens includes helpful tips for the preparation of Macaroni Foods. It's been a real "housewife-pleaser" in thousands of American homes.

General Mills again offers this prime sales booster. The convenient size meets your merchandising requirements and lends itself to easy filing for the housewife. And, the folder is center-punched for use of grocers' shelf hangers and it will fit standard size grocery shelf racks.

You get these outstanding recipe folders at less than cost—approximately 1¢ each—and your brand name and company address can be imprinted for only ½¢ apiece extra in minimum quantities of 5,000.

To order your full color Macaroni, Spaghetti, Noodle recipe folder, see your General Mills Durum representative or write:



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Macaroni foods are a primary source of the protein you need for body growth and repair. Most macaroni products are enriched with vitamins and minerals, and macaroni itself is relatively low in calories. With macaroni products you get good eating and good nutrition, too.

in saucepan. Blend in flour, seasonings. Cook over low heat until smooth and bubbly. Remove from heat. Stir in milk. Bring to boil; boil 1 minute, stirring constantly. Remove from heat. Sprinkle lemon juice over salmon. Add cooked noodles, toasted almonds, white sauce and toss lightly. Turn into 8 individual shells or buttered baking dishes. Top each with crushed Wheaties. Bake 10 to 15 minutes. 8 servings.

Note: This may be baked in a 1-qt. baking dish 20 minutes. 4 family-size servings.

NOODLES WITH BROWNED CRUMBS

Heat $\frac{1}{4}$ cup butter in heavy skillet. Add $1\frac{1}{4}$ cups fine dry bread crumbs and leave over low heat, stirring frequently, until lightly browned. Add hot drained cooked noodles (7 or 8 oz. uncooked), gently mixing crumbs through noodles. Heap on hot platter. Sprinkle with minced parsley. Serve piping hot with pot roast and gravy, winners and sauerkraut, or baked pork chops and gravy, etc. 8 to 10 servings.

Page 3

accompanied with a fruit salad. 6 to 8 servings.

POPPY SEED NOODLES

$1\frac{1}{4}$ tsp. butter
 $\frac{1}{2}$ cup bleached almonds, 7 or 8 oz. pkg. uncooked noodles
 $\frac{1}{4}$ cup butter, cut up (if desired)
 $\frac{1}{4}$ cup poppy seeds

Cook noodles as directed on page 1. Melt butter in heavy skillet. Add almonds and stir over low heat until lightly browned. Add butter, noodles, poppy seeds and stir gently until heated through. Arrange around edge of serving plate and pour sea food or meat in gravy in center. Garnish with parsley bouquets. 6 to 8 servings.

PARSLEY BUTTER

Melt $\frac{1}{4}$ lb. butter; add 1 clove garlic, minced or squeezed through garlic press. Toss in 1 bunch parsley, minced.

Try it for a change on hot drained cooked spaghetti or noodles (7 or 8 oz. uncooked) with grated Parmesan cheese on the side.

something to noodle over

More than one million of these colorful unique folders produced by General Mills have already been distributed by the Macaroni Industry. This collection of plain and fancy menu entrees from the famous Betty Crocker Kitchens includes helpful tips for the preparation of Macaroni Foods. It's been a real "housewife-pleaser" in thousands of American homes.

General Mills again offers this prime sales booster. The convenient size meets your merchandising requirements and lends itself to easy filing for the housewife. And, the folder is center-punched for use of grocers' shelf hangers and it will fit standard size grocery shelf racks.

You get these outstanding recipe folders at less than cost—approximately 1¢ each—and your brand name and company address can be imprinted for only $\frac{1}{2}$ ¢ apiece extra in minimum quantities of 5,000.

To order your full color Macaroni, Spaghetti, Noodle recipe folder, see your General Mills Durum representative or write:

General
Mills

DURUM
MINNEAPOLIS

NOODLE Recipes

HAMBURGER STROGANOFF

1/4 cup sliced onion
1 clove garlic, minced*
1/4 cup butter, melted
1 lb. ground beef
2 tbsp. flour
1/4 tsp. salt
1/4 tsp. pepper
1 lb. fresh mushrooms, or 8-oz. can mushrooms, sliced
10 1/2-oz. can cream of chicken soup, undiluted
1 cup sour cream
2 tbsp. minced parsley
7 or 8-oz. pkg. uncooked small, medium, or Kluski noodles**

Sauté onion and garlic in butter over medium heat. Add meat and brown. Add flour, salt, pepper, mushrooms. Cook 5 minutes. Add soup, simmer uncovered 10 minutes. Stir in sour cream. Heat through. Sprinkle with parsley. Cook noodles as directed on page 1. Serve Hamburger Stroganoff over plain or Poppy Seed Noodles (recipe at right). 4 to 6 servings.

*For quicker preparation use 1 tsp. garlic salt and 1 tsp. salt in place of fresh garlic.
**See pkg. directions for cooking Kluski noodles.

SCALLOPED SALMON, ALMONDS, AND NOODLES

Simple enough for a family meal, yet special enough for company.

4-oz. pkg. uncooked small noodles
1 tbsp. butter
1 tsp. flour
1/4 tsp. salt
1/4 tsp. pepper
1 cup milk
7-oz. can red sockeye salmon, flaked
1 to 2 tbsp. lemon juice (juice from 1/2 lemon)
1/2 cup cut-up almonds, toasted
Wheaties, buttered bread crumbs, or buttered cracker crumbs

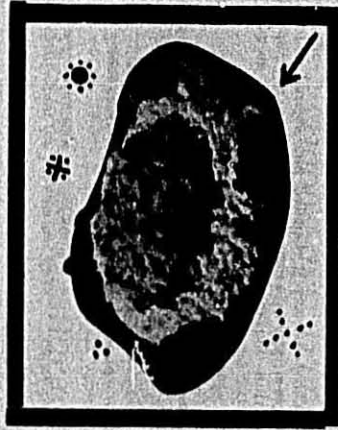
Heat oven to 350° (moderate). Cook noodles as directed on page 1. Make sauce by melting butter in saucepan. Blend in flour, seasonings. Cook over low heat until smooth and bubbly. Remove from heat. Stir in milk. Bring to boil; boil 1 minute, stirring constantly. Remove from heat. Sprinkle lemon juice over salmon. Add cooked noodles, toasted almonds, white sauce and toss lightly. Turn into 8 individual shells or buttered baking dishes. Top each with crushed Wheaties. Bake 10 to 15 minutes. 8 servings.

Note: This may be baked in a 1-qt. baking dish 20 minutes. 4 family-size servings.

NOODLES WITH BROWNED CRUMBS

Heat 1/4 cup butter in heavy skillet. Add 1 1/4 cups fine dry bread crumbs and leave over low heat, stirring frequently, until lightly browned. Add hot drained cooked noodles (7 or 8 oz. uncooked), gently mixing crumbs through noodles. Heap on hot platter. Sprinkle with minced parsley. Serve piping hot with pot roast and gravy, winners and suetcrust, or baked pork chops and gravy, etc. 8 to 10 servings.

Page 3



NOODLES, COTTAGE CHEESE RING

Well seasoned buttered noodles, topped with crisp toasted bread crumbs. Encircled in a ring of seasoned cottage cheese.

two 12-oz. pkg. large medium noodles
2 tsp. finely cut chives
1/4 cup butter, melted
1/4 tsp. salt
1/4 tsp. pepper
4 slices bread, finely crumbled
6 to 8 tbsp. butter, melted

Whip cottage cheese with fork until fluffy. Add chives, 1/4 tsp. salt, 1/4 tsp. pepper, dill. Chill thoroughly. Toast bread crumbs with 6 to 8 tbsp. melted butter. Spread on baking sheet and brown crumbs in a moderate oven (350°) 10 to 12 minutes.

Cook noodles as directed on page 1. Combine 1/4 cup butter, 1 tsp. salt, 1/4 tsp. pepper, dill. Toss immediately with hot noodles. Heap piping hot buttered noodles on hot serving plate. Sprinkle butter crumbs over top and make a wreath around outside of noodles with the seasoned chilled cottage cheese. Serve immediately. This may be accompanied with a fruit salad. 6 to 8 servings.

POPPY SEED NOODLES

1 1/2 tsp. butter
1/2 cup blanched almonds, cut up (if desired)
1/4 cup butter
7 or 8 oz. pkg. uncooked noodles
1 tsp. poppy seeds

Cook noodles as directed on page 1. Melt butter in heavy skillet. Add almonds and stir over low heat until lightly browned. Add butter, noodles, poppy seeds and stir gently until heated through. Arrange around edge of serving plate and pour sea food or meat in gravy in center. Garnish with parsley bouquets. 6 to 8 servings.

PARSLEY BUTTER

Melt 1/2 lb. butter; add 1 clove garlic, minced or squeezed through garlic press. Toss in 1 bunch parsley, minced.

Try it for a change on hot drained cooked spaghetti or noodles (7 or 8 oz. uncooked) with grated Parmesan cheese on the side.

a colorful sales stimulator:

something to noodle over

More than one million of these colorful unique folders produced by General Mills have already been distributed by the Macaroni Industry. This collection of plain and fancy menu entrees from the famous Betty Crocker Kitchens includes helpful tips for the preparation of Macaroni Foods. It's been a real "housewife-pleaser" in thousands of American homes.

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General Mills

DURUM
MINNEAPOLIS

HOW TO COOK MACARONI, SPAGHETTI, AND NOODLES

- Using 7 or 8-oz. pkg. macaroni, spaghetti, or noodles (about 2 cups), follow manufacturers' directions or drop gradually into 3 quarts boiling salted water (1 tsp. salt). For larger amounts, increase water and salt proportionately.
- Cook uncovered at fast boil; stir occasionally to prevent sticking. Cook until tender but still firm (see time on pkg.). Test by cutting piece with fork against kettle. When done, strand cuts easily.
- Drain. If macaroni is to be used in hot dishes, dot with butter; serve immediately. If used for salad rinse with running cold water.

EASY COOKING METHOD

FOR MACARONI, SPAGHETTI, AND NOODLES

Less water means a smaller kettle, less watching, avoids danger of overcooking—assures perfect results.

- Using 7 or 8-oz. pkg. macaroni, spaghetti, or noodles (about 2 cups), follow manufacturers' directions or drop into 6 cups rapidly boiling salted water (4 tsp. salt). Bring back to rapid boil. Cook, stirring constantly 3 minutes.*
 - Cover with tight-fitting lid, remove from heat, and let stand 10 minutes.
 - Drain. If used in hot dishes, rinse with hot water, dot with butter, serve immediately. If used for salad, rinse with running cold water.
- *For thicker walled products, such as Lasagne or Kluski noodles, etc., use conventional cooking method. Follow manufacturers' directions.

TIPS

- If spaghetti is left whole, place one end in boiling water and, as they soften, gradually coil them around kettle until fully submerged.
- Spaghetti and macaroni are at their best when slightly chewy—do not overcook.
- For hot casserole dishes, undercook macaroni slightly since macaroni is cooked more while baking.
- Macaroni and spaghetti double in volume when cooked; noodles remain the same.
- Macaroni, spaghetti, or noodles are best when cooked just before serving.

MACARONI Recipes

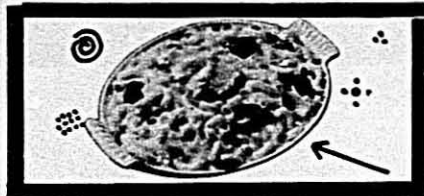
OLD-FASHIONED MACARONI AND CHEESE

- | | |
|---|---------------|
| 7 or 8-oz. pkg. uncooked elbow macaroni (2 cups) | 1 tsp. salt |
| 2 cups cut-up sharp processed cheese (½" cubes) (½ lb.) | ¼ tsp. pepper |
| | 2 cups milk |
| | paprika |

Heat oven to 350° (moderate). Cook macaroni as directed above. Place cooked macaroni, cheese, salt, and pepper in alternate layers in buttered oblong baking dish, 11½ x 7½ x 1½", ending with layer of cheese on top. Pour milk over all. Dot with butter. Sprinkle with paprika. Bake 35 to 45 minutes, until golden brown on top. Serve hot from baking dish garnished, if desired, with parsley sprigs, pimiento strips, pepper rings, etc. 6 servings.

With Tomatoes and Tomato Sauce: Follow recipe above—except use 8-oz. can tomato sauce and no. 2 can well seasoned cooked tomatoes (cut up) in place of the two cups milk. Add the tomato sauce and canned tomatoes to top layer of macaroni; top with remaining cheese.

Page 1



CHICKEN-MACARONI EN CASSEROLE

- | | |
|---|---|
| 3 cups cooked elbow macaroni (1½ cups uncooked) | 1 cup sliced canned mushrooms |
| 2 cups grated American Cheddar cheese | ¼ cup chopped pimiento |
| 1½ cups cooked cut-up chicken or 12-oz. can | 1 can cream of chicken soup plus enough milk to make 2 cups |

Heat oven to 350° (moderate). Mix all ingredients together. Pour into buttered 2-qt. baking dish. Bake 60 minutes. 6 to 8 servings.

COMPLETE DINNER SALAD

An inspiration for hot summer days . . . delicious and satisfying any time of year.

- | | |
|--|------------------------|
| 2 cups cooked and cooled elbow macaroni (1 cup uncooked) | 1 tsp. grated onion |
| 1 cup diced cucumber | 1 tbsp. minced parsley |
| *1½ cups cubed, leftover cooked meat (chicken, veal, etc.) | ¾ cup mayonnaise |
| | ½ tsp. salt |
| | ¼ tsp. pepper |

Combine all ingredients; toss together until blended. Serve on lettuce. Garnish with additional chopped parsley and paprika, if desired. 4 to 6 servings.

Note: Salad may be served immediately or chilled. *8-oz. can salmon, flaked may be used in place of cooked meat.

CHIPPED BEEF CASSEROLE

This is really different! You do it ahead and relax at dinner time. There's a bonus, too . . . extra nutrition for the family.

- | | |
|---|--|
| 10½-oz. can condensed cream of mushroom soup | 1 cup uncooked elbow macaroni |
| 1 cup milk | ¼ lb. dried beef, cut in bite-size pieces (if dried beef is overly salty, pour boiling water over it and drain well) |
| 1 cup processed American Cheddar cheese, cut finely (about ¼ lb.) | 2 hard-cooked eggs, sliced |
| 3 tbsp. finely chopped onion | |

Stir soup to make a creamy consistency. Add milk, cheese, onion, uncooked macaroni, and dried beef. Fold in eggs. Turn into buttered 1½-qt. baking dish. Store covered in refrigerator at least 3 to 4 hours or overnight. Heat oven to 350° (moderate). Bake 1 hour uncovered. 4 to 6 servings.

SPAGHETTI Recipes

ITALIAN SPAGHETTI WITH MEAT BALLS

- | | |
|------------------------------|-------------------------------|
| ¾ lb. ground beef | 1 clove garlic, cut fine |
| ¼ lb. ground pork | ½ cup milk |
| 1 cup fine dry bread crumbs | 2 eggs, beaten |
| ½ cup grated Parmesan cheese | ½ tsp. salt |
| 1 tsp. minced parsley | ½ tsp. pepper |
| | 7 or 8 oz. uncooked spaghetti |

Mix all ingredients except spaghetti lightly and shape into 1" balls. Brown meat balls on all sides in hot fat. Pour off fat as it collects. Add meat balls to sauce 20 minutes before sauce is done. Cook spaghetti as directed on page 1. Drain. Serve on warm platter topped with Tomato Sauce (below) and meat balls. Serve with grated Parmesan cheese. 4 to 6 servings.

TOMATO SAUCE

- | | |
|---|----------------------------|
| ½ cup chopped onion | 6-oz. can tomato paste |
| 1 clove garlic, minced | 1 tsp. basil |
| 3 tsp. olive oil | 2 tsp. minced parsley |
| two no. 2 cans tomatoes, rubbed through sieve | 2 tsp. salt |
| 8-oz. can tomato sauce | ¼ tsp. pepper |
| | 1 cup water (if necessary) |

Sauté onion and garlic until yellow in olive oil. Add rest of ingredients. Simmer over low heat 1 hour.

QUICK SAUCES

For unexpected company or quick family meals why not try some of the commercial sauces with your hot buttered macaroni, spaghetti, or noodles? Examples: meat and gravy, meat balls and gravy, chicken fricassee, chicken à la king, spaghetti sauces.

HOLIDAY SPAGHETTI



- | | |
|---------------------------|--|
| 1 cup minced onion | 1 tsp. sugar |
| ¾ cup minced green pepper | 3½ cups cooked tomatoes, cut up (no. 2½ can) |
| 1 cup sliced mushrooms | 7 or 8 oz. uncooked spaghetti |
| 3 tsp. hot drippings | |
| 1 lb. ground beef | |
| 2 tsp. salt | |

Heat oven to 350° (moderate). On top of range sauté onion, green pepper, mushrooms in hot drippings until onions are yellow. Add ground beef and cook until browned. Cook spaghetti as directed on page 1. Drain. Add rest of ingredients and heat. Pour into well greased 2-qt. baking dish. Sprinkle with grated sharp cheese. Bake 30 minutes. Serve hot, garnished with crisp bacon and parsley sprigs. 8 servings.

Page 2



GENERAL MILLS AND THE MACARONI INDUSTRY partners in progress

General Mills has continually worked with the Macaroni Industry in cooperative programs aimed at increasing consumer macaroni food usage. These objectives have been achieved in several ways:

1. The internationally famous Betty Crocker Kitchens have developed many new recipes for macaroni foods—spaghetti, macaroni and noodles. Many housewives participate in the Betty Crocker taste-testing programs, and in this way, have helped make available an ever increasing variety of macaroni recipes to American families.

2. Ever since 1928, consumer interest in macaroni products has been stimulated in many ways. General Mills has furnished scores of Betty Crocker recipes to nationwide newspapers. Special radio broadcasts by Betty Crocker have been devoted to macaroni, spaghetti and noodles.

General Mills has published five recipe folders for use by the Macaroni industry. Many millions of these are now in consumer cookbooks and recipe files all over the country.

The folders are:

- 10 Main Dish Recipes for Spaghetti, Macaroni and Noodles
- Macaroni-Spaghetti and Noodles—Good and Easy Macaroni Dish Recipes

- Macaroni-Spaghetti-Handbook-Tempting Main Dish Recipes
- Six Macaroni Recipes Typical of Geographical Areas—Macaroni U.S.A.
- Sauces/Quick and Easy—8 delicious cuisine sauces for macaroni foods

Seven pages of the Betty Crocker Picture Cookbook are devoted exclusively to macaroni food recipes. Estimated distribution for all these Cookbooks is nearly 13 million.

3. General Mills works closely with the Macaroni Institute, the Durum Wheat Institute, Crop Quality Council and other groups to support the many promotions designed to broaden the markets for Macaroni foods.

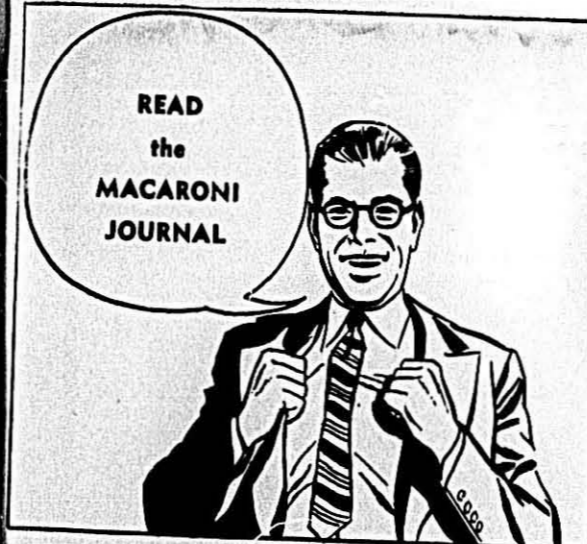
4. To help provide the finest semolina and durum flours, General Mills annually conducts a Durum Wheat Survey of each new crop. We work closely with grain buyers and technicians to develop Durum Semolina and Durum Flours of highest quality for the macaroni industry.

General Mills, together with its PARTNER IN PROGRESS, the macaroni industry continues such activities as these to generally broaden the market for the most versatile of foods: macaroni products.

Ask your Durum Sales representative for further information, or write:



DURUM WHEAT
CHICAGO, ILL. MILWAUKEE, WIS.



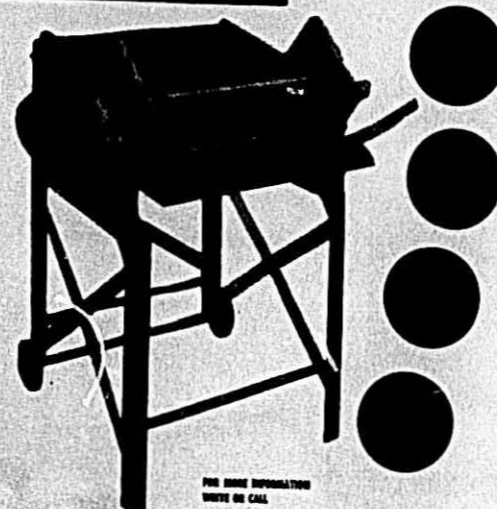
OPPORTUNITY OR CHALLENGE?

In the August issue Arno Johnson discusses economic and social trends affecting your marketing opportunities and distribution. Other features cover sales management, supervision, merchandising your advertising.

Annual subscription is \$5; add \$1.50 for foreign postage. Please send your check to MACARONI JOURNAL, P.O. Box 336, Palatine, Illinois, U.S.A.

DOUGH BREAKER

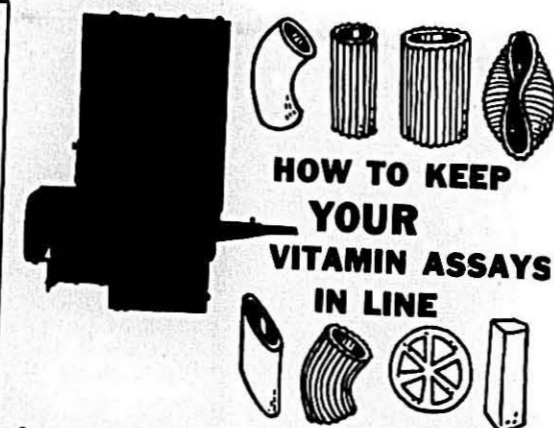
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James J. Winston, Director
156 Chambers Street
New York 7, N.Y.

Egg Price Range—

(Continued from page 14)

levels but even so they have been offered far smaller quantities than a year ago.

With Government purchases running around 550,000 pounds per week, they have not disturbed the market too much. If they raise their price or purchase larger quantities they could have a bullish effect on the market.

Albumen prices have remained relatively firm as demand for dried albumen and frozen whites has been better than in any spring period over the last few years. With frozen whites in storage down 3,000,000 pounds from a year ago and 15,000,000 pounds under the five year average, the prospect is for a relatively firm market throughout the year.

Current receipts in the Chicago market during May were at a narrow range from 24.75 cents to 27.75 cents a dozen. Frozen whole eggs ranged 24 to 26 cents, slightly less than month's close. Frozen whites dropped about one-half cent during the month, closing in a range of 11.25 cents to 12.25 cents. Frozen yolks with 45 per cent solids and number three color were steady at 52 to 53 cents a pound. Number four color was two to three cents a pound higher.

Dried whole eggs were steady at \$1.06 to \$1.14 a pound, while dried yolk solids ranged \$1.08 to \$1.15.

The hatchery report for April showed two per cent less egg type chicks than last year, and the lowest hatch since 1955. May hatch will apparently be about the same as 1962. So far, the predicted increase in egg type chicks has not materialized. Now market analysts are predicting higher fall egg prices than 1962. This can easily be.

More Egg Processing

There were 79,611,000 pounds of liquid egg and liquid egg products (ingredients added) produced in the United States during April, six per cent more than in April last year, according to the Crop Reporting Board. The quantities used for freezing and immediate consumption were larger than in April 1962. The quantity used for drying was smaller.

Liquid egg used for immediate consumption was 7,492,000 pounds, compared with 4,282,000 pounds in April last year. The quantity of liquid egg frozen was 56,794,000 pounds—up 20 per cent from April 1962. Storage holdings of frozen eggs at the end of April was 53,582,000 pounds, compared with 60,276,000 pounds at the end of April 1962 and the 1957-61 average of 83,599,000

pounds. This was an increase of 20 million pounds during April, compared with an increase of 13 million pounds in April 1962 and the average April increase of 19 million pounds. Quantities of liquid egg used for drying were 15,325,000 pounds in April 1963 and 23,645,000 pounds in April 1962.

Egg solids production during April was 3,976,000 pounds consisting of 1,317,000 pounds of whole egg solids, 999,000 pounds of albumen solids and 1,660,000 pounds of yolk solids. In April last year, production consisted of 3,539,000 pounds of whole egg solids, 986,000 pounds of albumen solids, and 1,621,000 pounds of yolk solids.

Egg Promotion

Four new truck posters, one for each season, emblazoned with the message, "Swing to Eggs . . . For Go Power," have been produced by the Poultry & Egg National Board and are available for immediate delivery.

Each of the new posters is livened by a picture of a pretty, smiling, vivacious girl who exemplifies this theme. There is a skiing background for the winter poster, a baseball setting for spring, golf for summer, and football for fall.

The posters are designed in three-color combinations for added eye-appeal and are more easily read even in semi-darkness. They are applied by merely pressing them lightly to the truck, and can be removed by peeling.

"These new posters can make every truck a mobile billboard, carrying a dynamic message about eggs," says Lloyd H. Geil, general manager.



Robert Anthony Biolsi, 4, son of Mr. and Mrs. Alfred Biolsi of North Merrick, Long Island, receives a \$2,500 scholarship certificate from James Tallon, vice-president of V. LaRosa & Sons, Inc., sponsor of the LaRosa College Scholarship Award contest. Young Robert's grand prize winning entry was one of more than 100,000 sent in by youngsters from the metropolitan New York area. Witnessing the presentation is the Biolsi family.

New Dinners Introduced

Noodle Dinner with Golden Sauce and Noodle Dinner with Savory Mushroom Sauce have been introduced by A. Goodman & Sons, New York, as the forerunner of a projected line of convenience dinners for distribution on the East Coast.

The dinners are available in twin-pack cartons on which an introductory two for the price of one offer is printed. Regular retail price is 39 cents per six-ounce package.

High Protein Products

The Ronzoni Macaroni Company, Long Island City, New York, has begun distribution in Northeastern markets of a Ronzoni 20 per cent protein enriched spaghetti and macaroni line including spaghetti, thin spaghetti, linguine, elbow, ziti and shells. All products are available in 8-ounce packages at 21 cents each. An introductory promotion of two packages at the regular price plus one cent is offered on the complete line.

Doggy Deluge

New York may have been suffering from a drought, according to the Weather Bureau, but for a group of Brooklyn, it rained dogs for the past 19 weeks . . . and nobody stepped in a puddle.

The group is the LaRosa Company, makers of macaroni products, and the doggy deluge consisted of 95 AKC registered Beagle and Cocker Spaniel puppies given away as part of LaRosa's Scholarship Award Contest.

Grand prize winner in the contest was Robert Anthony Biolsi, 4, son of Mr. and Mrs. Alfred Biolsi of North Merrick, Long Island, who today was awarded a \$2,500 college scholarship by V. S. LaRosa, president of the LaRosa Company. Young Robert is also now the proud owner of Lucky, a three-month old Beagle won in the contest.

The Scholarship Award Contest was open to any boy or girl living in the metropolitan area. Contestants sent their names and addresses to any one of six New York Children's TV shows.

Every day a puppy winner was selected. The grand prize entry was chosen from among those entered by the 95 puppy winners.

According to Mr. LaRosa, "the number of entries received by our TV personalities indicates that boys and girls in New York still believe in the old adage that a dog is a man's best friend, or more accurately, that a puppy is a child's best playmate. A total of more than 100,000 entries were recorded, indicating that the contest was a howling success and a dog-gone good idea."

THE MACARONI JOURNAL

PAVAN

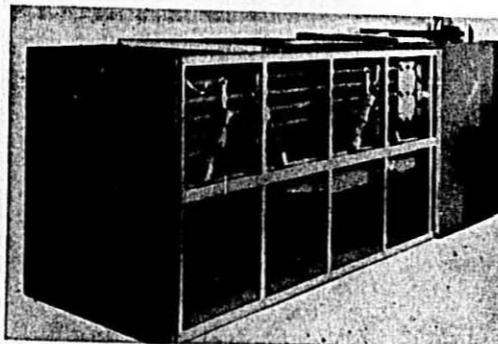
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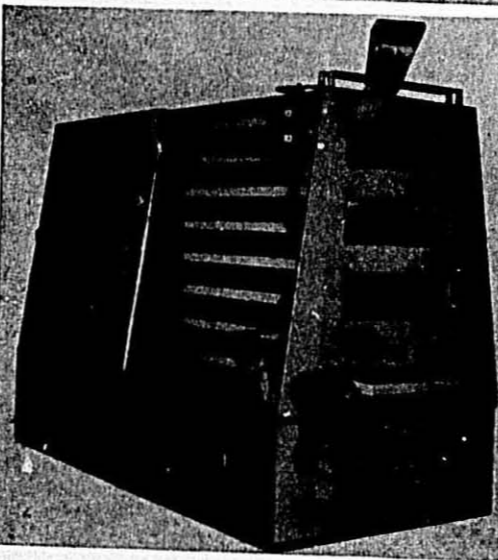
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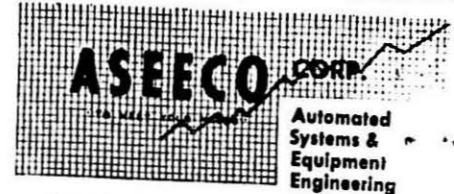
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JULY, 1963

Convention Bound—

(Continued from page 6)

one on research matters.

In the evening, the Suppliers' Social will precede the banquet, at which time the new officers of the Association will be introduced. There will be dancing in the Terrace Room.

Wednesday has been set aside for a meeting of the Board of Directors and will be open to all members in good standing. With the number of proposals pending on research possibilities, there will be a full agenda for their consideration.

A most productive period is prophesied for the meeting at Mackinac.

W. M. Steinke Honored

William M. Steinke, president of Peavey Company Flour Mills, was selected as one of two outstanding members of the class of 1913 of the University of Minnesota to receive the university's Outstanding Achievement Award. The presentation was made at a luncheon marking the fiftieth anniversary reunion.

The award, in the form of a citation and medal, is presented to alumni of the university who have distinguished themselves in their chosen field.

Another member of the class who was honored was Dr. Margaret Warwick McCullough of Buffalo, New York, who has had a career as a pathologist, educator and leader in women's organizations.

The award to Mr. Steinke honors him as a "distinguished leader in one of America's great basic industries." A native of Sleepy Eye, Minnesota, he entered the flour milling industry after graduation from the university. Starting as a flour salesman, he rose through the executive ranks of the former King Midas Flour Mills and was co-manager of this business in the 1930's and 1940's. After the Peavey Company acquired Russell - Miller Milling Company in early 1954, Mr. Steinke was named executive vice-president, and later became president. He also headed the Russell Miller-King Midas Mills Division of Peavey, with the name changed to Peavey Company Flour Mills several months ago.

Mr. Steinke, who also is executive vice-president of the Peavey Company, has been active for many years in the Millers' National Federation and for a long time headed the Federation's Durum Committee.

He has been active on the Minneapolis Park Board and in the Rotary Club.



Vows were exchanged when Miss Paulette Joyce became the bride of Joseph A. Viviano at the Church of St. Ann, Louisville, Kentucky. The ceremony took place at high noon May 18. Mr. Viviano is the son of Mr. and Mrs. Peter J. Viviano. His father is president of Delmonico Foods, Inc.

Bill Grady Appointed

William H. Grady has been named assistant to George L. Faber, District Manager, Peavey Company Flour Mills, Chicago, Illinois, it was announced by Lester S. Swanson, Vice President, Durum Sales. He assumed his duties on July 1 under the direction of Mr. Faber in the handling of King Midas durum products in the middle west and south with headquarters in Chicago.

Bill Grady is a graduate of Providence College, Providence, Rhode Island. He served in the Army Airborne Division and taught in the U.S. Army schools in Germany and Italy. He had had extensive training and experience in food merchandising having been associated for the past several years with the Red Owl Supermarket chain in Minneapolis and Chicago. Bill, his wife, Joan, and their two sons live in Arlington Heights, Illinois.

Brooklyn Flour Terminal

Construction is underway on a large bulk flour terminal and distribution center to service bakers and macaroni manufacturers in the Metropolitan New York area, it was announced by M. M. McClelland, president of the Brooklyn Eastern District Terminal. The B.E.T.D. is a short line railroad in the metropolitan New York area and operates rail car floats between the Jersey shore and Long Island. The company also is the major flour handler in the area. A group of 12 leading flour milling companies is sponsoring the terminal and providing technical assistance on the project.

Spaghetti on Flight Menu

Astronaut L. Gordon Cooper, Jr., carried freeze dried beef and gravy dinner along with spaghetti and meat sauce on his flight menu according to United Press International. These bite size products are reconstituted with warm water.

So that the spaceman could have a down-to-earth spaghetti dinner the National Macaroni Institute sent him 22 cases of product, one for each orbit around earth, along with its congratulations. They suggested his family and friends might like to join him in a spaghetti party.

Dr. L. F. Dietlein, acting chief of the Space Medicine Branch, Manned Spacecraft Center in Houston, said that the foods packed in Major Cooper's spacecraft resulted from an intensive search into the kinds of foods that could be carried on two-week flights of the Gemini spacecraft, and for longer trips to the moon.

When asked about the exclusion of the tube-type foods, such as included in earlier flights, Dr. Dietlein said there were two reasons for their omission: the bulk to be packed for longer missions must be monitored very carefully, and tubes would take up too much room; secondly, since these foods are of a liquid nature they might be subject to bacteria growth and contamination over extended periods of time.

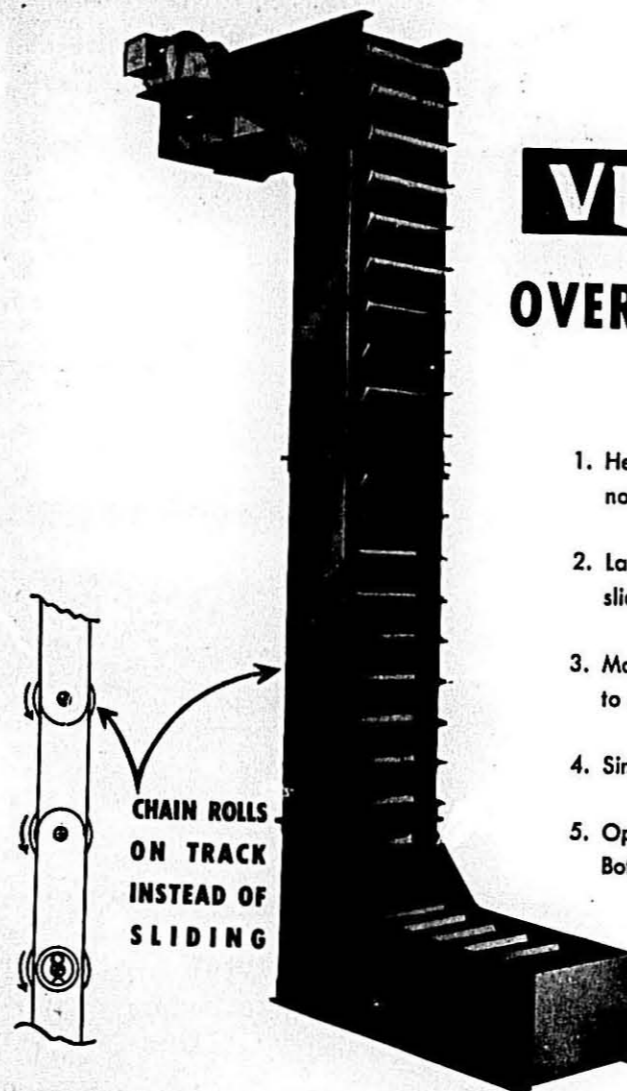
Ready-to-eat bite-sized food such as fruit squares and high-energy snacks can be popped into the mouth without hazard of releasing crumbs that could float around the capsule and possibly interfere with the astronaut's work.

Italian Food Festival

Chef-Boy-Ar-Dee launches its eighth annual Italian Food Festival with series of 13 magazine ads, highlighted by a two-page spread in the July issue of Look. National television on three networks plus local radio, TV and newspapers will support the campaign. Point-of-purchase material will include a cardboard tower of Pisa against a background of illustrations of Chef-Boy-Ar-Dee products.

Pasta Romana

Buitoni Foods Corporation, Hackensack, New Jersey, has begun distribution on the East Coast and in Los Angeles, San Francisco and Chicago, of Pasta Romana, a new pasta line. Shapes in the new line include spaghetti, spaghettini, linguine, cut mezzani, elbow macaroni, maruzelle, cut ziti, rigatini, ditati, fettuccine, mostaccioli rigati and rotelle. All are packaged in one pound red, white and green cartons to retail at about 19 cents.



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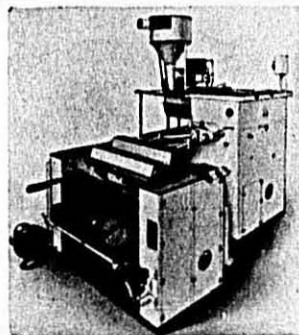


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Macaroni Co., Dallas • American Home Prod. • American Nut Co. •
Bell Brand Foods • Bel Air Foods, Inc. • California Date Growers, Inc.
• Catelli Foods Ltd., Canada • D and R Nut Co. • Dumak Inc.
• Emery Industries, Inc. • Elliot Mfg. Co. • Fresno Macaroni Mfg. Co.
• Gallo Macaroni Co. • Germain Seed Co. • Golden Dipt. Co.
• L. A. Nut Co. • L. A. Service Packing Co. • Major Italian Foods
Co. • Molino Harinero, Hermosillo, Mexico • Porter Macaroni
Mfg. Co. • Prepared Foods Products • San Giorgio Macaroni
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Macaroni Mfg. Co. • Valley Date Gardens, Inc. • Venus Foods, Inc. •
Waterman Loomis Seed Co.

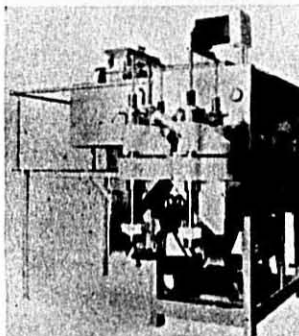
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THE NEW DEMACO 4 STICK SPREADER



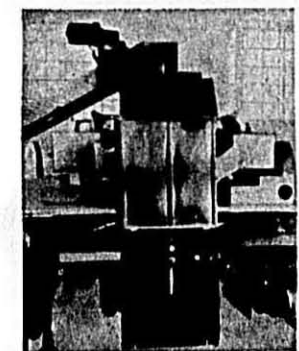
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1500 LBS. PER HOUR
AND
MODEL SAS 2000
WITH A PRODUCTION
OF 2000 LBS. PER HOUR

THE NEW DEMACO TWIN DIE SHORT CUT PRESS



PRODUCTION—
2000 LBS.
PER HOUR
AND OVER

THE NEW DEMACO SPAGHETTI WEIGHER



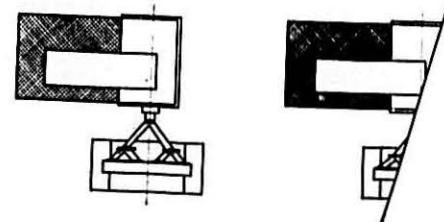
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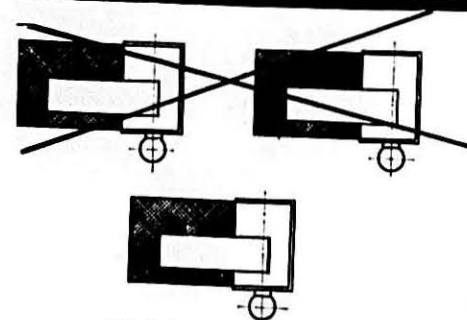
THE MACARONI JOURNAL

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SPACE OF 2-1000 LB. PRESSES

WITH
GUARANTEED
QUALITY
PRODUCTION

VERSATILITY

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OF DRIED LONG GOODS
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VERMICELLI - LINGUINI-FINI
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TAINED BY
DEMACO'S
UNIQUE
STRAND PER
STRAND
DRIBBLE
MECHANISM



45-46 Metropolitan Avenue

Brooklyn 37, New York

Phone EVergreen 6-9880

JULY, 1963

Sanitation Program—

(Continued from page 17)

We have found that our sanitation program is very helpful in dealing with FD&C inspectors. When they come in, we go over the program with them and show them what we are doing. There is no doubt that this helps us.

Copy of "Procedure" Card Sanitation Job No. 1 Procedure FLOUR HANDLING SYSTEM

No. 1

To Be Done: Every Three Weeks

1. Run bins empty.
2. Remove all clean out doors and covers in whole conveying and sifting system.
3. Remove bin covers.
4. Clean out all flour or semolina from entire system.
5. Pick up all spilled flour with vacuum cleaner.
6. Clean all doors, covers, hatches and bins.
7. Blow out all motors and switch boxes.
8. Carefully check all edges and ledges.
9. Replace all doors, covers and hatches.
10. Fumigate entire system.
11. Clean this card.
12. Initial Master Sanitation Schedule.

Food Store Sales Up

Retail food store sales during the first quarter of 1963 increased four per cent over the same period last year as general business in the United States showed unexpected vigor, declares Paul S. Willis, president of the Grocery Manufacturers of America.

Speaking before the Grocery Manufacturers' Representatives of New York at the Hotel Astor, Mr. Willis noted that retail food store sales rose to more than \$14 billion during the first quarter as personal income, employment, industrial production and business investment all established new peaks.

With weekly earnings in manufacturing plants in March averaging \$97.84, up almost \$2.00 from a year ago, Mr. Willis pointed out that consumers on the average are buying their food supplies, based on the government's standard grocery basket, with only 19 cents of their after-tax dollar, the lowest percentage in all history, and the lowest of anywhere in the world.

Convenience foods continue to rate high with consumers, with pre-cooked foods, frozen vegetables, dry soup mixes, frozen fruit juices, all showing sales



Paul S. Willis

gains of about 10 per cent over last year, he said.

New products, which are the life-blood of expansion, will continue to move to the grocery shelves. Food manufacturers are spending about \$125 million a year researching and developing them. More convenience and ready-to-serve foods and an upgrading of quality will be the trend in the

Creative and Initiative

future, he added. Turning to the emphasis on automation, electronics and computers, Mr. Willis said that while they have their proper place, businessmen should make sure they don't become too "computer" happy and lose their individual touch and initiative.

"We must still depend upon the human brain for creativity, for imagination, for decision and for action. The computer can give you some answers, but the 'brain' must still think up the questions and what to do with the answers. We must guard against the encroachment of too much regimentation and becoming glued to slide rule standards. The ingenuity of the individual will continue to pay off," he added.

At the retail level, Mr. Willis foresaw some supermarkets becoming larger while at the same time there is also a trend toward medium size stores. Independent supermarket operators are growing in size and importance in many areas, he noted.

Taking Papa

Impulse buying rises nine per cent when hubby accompanies his wife to the supermarket, a survey shows. Beer and frozen foods are popular among the men.

Eating Out Grows

Sylvia Porter, syndicated business writer, says home cooking may be on the way to becoming a memory. One of every five meals eaten today is outside the home. There are several reasons: we are living longer; hospital insurance means more people are admitted to hospitals than ever before; more children are eating more meals prepared at school, as well as day camps and summer camps around the country; working women have added significantly to the number of meals eaten away from home.

This market now constitutes at least \$20,000,000,000 of the \$80,000,000,000 that consumers spend annually for food. Within the next forty years Miss Porter predicts we will catch up with and then pass the home-feeding field. We are fast reaching the point where we will eat 50 per cent of our meals institutionally, or out of the home.

Question of Quality

As for the quality of out-of-home meals, one of the main reasons why children are now being fed hot lunches at school is because the schools have dieticians and the meals can be well balanced and nutritionally sound.

Many institutions, unfortunately, do not have the best cooks. But their food is, in most cases, better than that which a housewife would normally buy. In many cases it's a quality which you would not find on your supermarket shelves.

In many institutions labor costs far outweigh food costs, so that the food budget is not under any great pressure.

We pack different grades for different purposes and different needs. Because of close inspection practice we can offer buyers an exact grade of product—standard, choice or fancy—and far more guarantee of quality than the housewife may think she has. Buyers know precisely what they are buying. All too often the housewife does not.

Lots of Soup

Three billion bowls of soup have been sold by I. J. Grass Noodle Company of Chicago. To celebrate the event they are offering three cents off on their soup mixes and special display material which reads: "Three out of four kids like Mrs. Grass soup best."

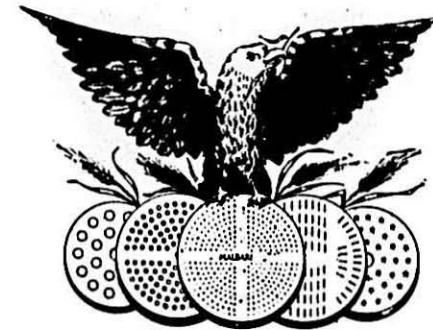
Spaghetti and Meat Balls

Buitoni Foods Corporation of New York is marketing a one-pound package of frozen spaghetti with four meat balls in sauce. Suggested retail price is about 49 cents.

1903

1963

60TH YEAR



*Time tested, time proved,
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America's Largest Die Makers

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1903 — Management Continuously Retained in Same Family — 1963

Improvement in Britain

F. F. Fox, director of Record Food Products Company, Ltd., of London Road, St. Albans, Herts., announces completion of the first stage of a modernization program in building a new factory extension to their plant. Completion of the second stage of the modernization scheme will take place this summer and should increase productive capacity to 120 tons per week.

Latest developments in macaroni manufacture with respect to insulation, air conditioning and drying control have been utilized in the design of the building Braibanti, of Milan, has erected the main modern GIBRA-C Press with the Telec and Teless dryer, which makes production fully automatic. The plant produces 32 different varieties of macaroni shapes under the skillful supervision of an all-Italian labor force.

Record Food Products uses top grade Canadian durum wheat semolina, milled especially in Chelsea for their top quality macaroni products. Long spaghetti is packed in the traditional blue wrap. A great variety of assorted macaroni shapes are attractively packaged in polyethylene bags. Flexible packaging has desirable "snob-appeal" to the housewife of today's affluent society visiting her favorite supermarket, according to marketing experts of the Record Company.

Record macaroni also finds its way in various forms into the canned products of most of Britain's leading canners.

Diamond Cutter

Diamond cut-off blades have improved the speed and economy of cutting macaroni and spaghetti at Drei Glueckn Works, a large manufacturer



New factory at St. Albans, Herts, England.

of pasta products in Weinheim, West Germany.

Dough is extruded by automatic macaroni and spaghetti machines and hangs in double strips some two feet six inches long over drying rods. The rods, holding hundreds of such strips, move slowly through driers for almost two days.

On arrival at the end of the driers, the dry macaroni is cut to proper size for packaging by two circular slitting blades containing diamond particles embedded in a metal bond. The slitting wheels, one millimeter (.04-inch wide) and 200 mm (7-inches) diameter revolve at 6,800 revolutions per minute.

Previously, cutting was done with blades made of sharpened tool steel. Because of the abrasive nature of dry pasta, these blades lasted only two hours before fitters were required to hurry through the change over to newly sharpened blades. This meant a

busy time for two men every two hours with the added risk of stopping the automatic mechanism and over-drying hundreds of pounds of macaroni.

The installation of diamond cut-off blades has eliminated these risks and saves the time of maintenance workers. The diamond wheels last several months.

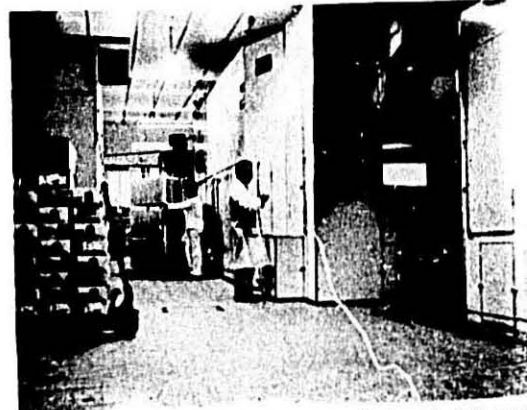
Another area of the food processing field into which diamond blades have been introduced with success is the frozen fish industry. Frozen fish is cut into fishsticks with diamond-edged blades.

Buitoni Production Manager

Joseph Santoro has been named consultant and production manager of the Macaroni Division of Buitoni Foods, South Hackensack, New Jersey. Mr. Santoro was formerly general production manager of the Santoro Macaroni Company in Brooklyn, New York.



Right is F. F. Fox, Joint Managing Director, with Italian production manager Vincenzo Amato.



Drying room of the new factory showing Braibanti's fully automatic equipment.

THE HOSKINS SERVICE

A Complete Technical Service for Macaroni Manufacturers

INDUSTRIAL CONSULTANTS. The Hoskins Company is especially equipped to perform industrial consulting services and research for the macaroni industry.

UNIQUE SERVICE. We offer not only the know-how developed in twenty-five years of industrial consulting, construction, design and research, but also pilot plant and specialized laboratory facilities permitting us to offer you a unique range of services.

DESIGN ENGINEERS. As engineers we can remodel or improve your existing plant facilities. Plant design and layout, continuous dryers, room dryers, materials handling and conveying and special systems are all within the scope of our experience.

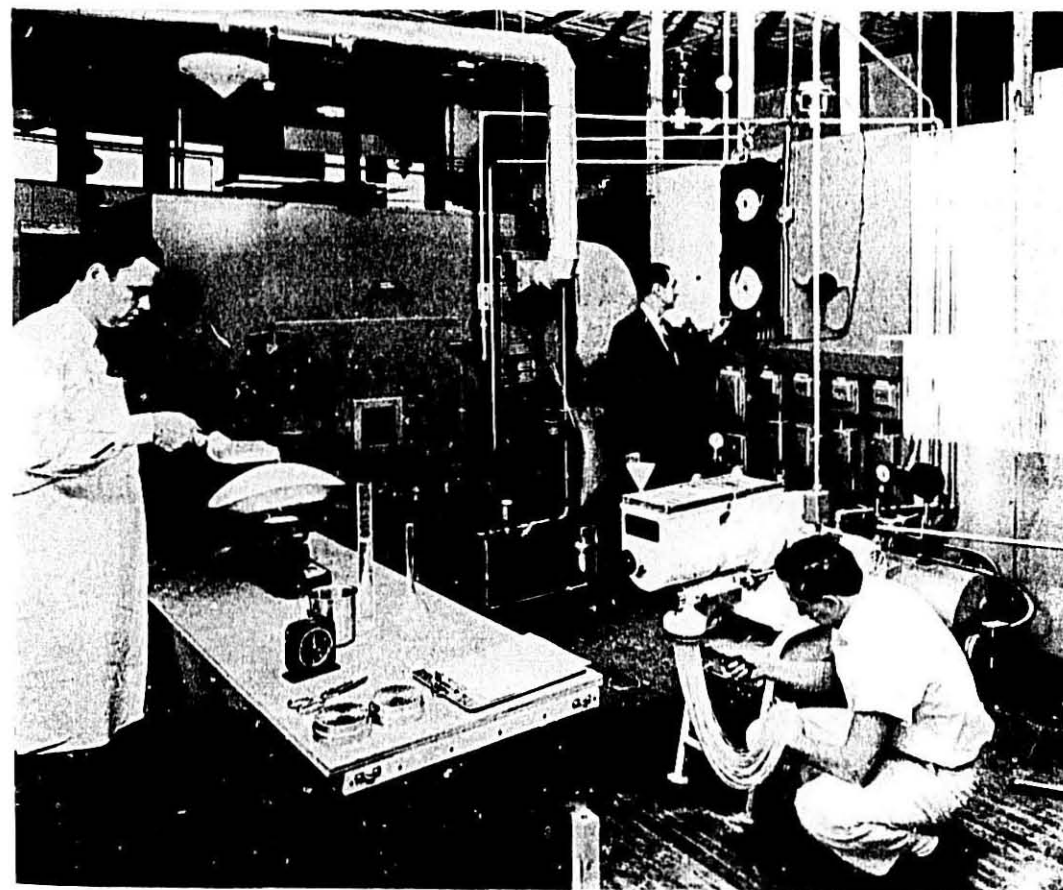
FOOD RESEARCH SPECIALISTS. As engineers, chemists and food technologists we have technical knowledge in the specialized field of macaroni manufacture. Problems pertaining to formulation, ingredients, extrusion, drying, storage and shelf-life frequently require this type of information. We are experienced in research, basic product development, quality improvement and new product development.

PILOT PLANT FACILITIES. The Hoskins Company's Macaroni Pilot Plant is designed and equipped to run all type of technical studies pertaining to macaroni manufacture. It is equipped with extrusion and drying equipment and controls permitting utmost flexibility in experimental and pilot plant runs. Modifications and variations of

present and new methods and ingredients can be easily and effectively studied in this macaroni pilot plant.

FOOD RESEARCH LABORATORIES. Because the Hoskins Company's Macaroni Pilot Plant is located in the food research and development laboratories of Food Technology, Inc., we can also offer their cooperative laboratory and technical services. Ingredient specifications, patent investigations, recipe and formula development and a wide variety of investigations in food technology are effectively handled here.

The Hoskins Company
offers you a unique service!
Why not investigate
what it can do for you now?



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HOSKINS COMPANY

Box 112, Libertyville, Illinois

JULY, 1963

PASTA PROMOTION IN BRAZIL

Story by Great Plains Wheat, Inc. Photography by Black Star.



"KOMBI." Translation — Front Section "Let's raise the level of proteins in our food. Under windows and to right — Eat daily to preserve your health, two or more times per day."

BRAZILIANS love the "Feira," the little sidewalk markets that sell everything from shoestrings, luscious fruits and vegetables raised on neighboring farms, to umbrellas and kitchen utensils. There are also fun and entertainment. For a few pennies or as the Brazilians say "cruzeiros," strolling combo players will strike up a bossa nova, and clowns from a nearby carnival will go through their paces for the children. The colorful foods, the myriad hued apparel, table linen and other things swinging from improvised clotheslines strung up around the "Feira" make shopping far from a work-a-day chore.

Every day an attractive Brazilian home economist, Maria Lopez, and a driver, Edideo Cabral, set out for the market in their "Kombi," a bright yellow Volkswagen bus gaily decorated with painted fruits, vegetables, cheese,

fish, ravioli, noodles—a nutritionist's dream. The "Kombi" parks alongside the market stalls and Maria and Edideo go to work. Nutrition is their story, and their job is to tell the people at the market how best to use pasta products made from wheat.

Wheat Growers Project

This mobile nutrition demonstration unit is sponsored by Great Plains Wheat, Ltda. and the Pasta Association of Sao Paulo. Great Plains Wheat is a private association of some 300,000 United States wheat growers who are winning converts to wheat products all over the world.

Each day the Kombi stops at a different open market, usually within one to two hours from the center of Sao Paulo. As soon as the bus is parked, Maria starts preparing a pasta dish of macaroni, spaghetti or ravioli with different sauces. While she is cooking the food, Edideo sets up a small table on which he places sample packages of the products. As the crowd gathers, he passes out printed recipe sheets. Soon the dish is finished, and Maria hands the steaming dishes out of the Kombi window to the waiting visitors.

At first, Maria and Edideo had a difficult time trying to persuade Brazilians to try their wares. Give-aways are relatively unknown in Brazil so Edideo had to coax them into tasting the pasta by first eating it himself. Now there are few problems in that area. As soon as Maria begins to pass out the samples,



Maria preparing a pasta dish for sampling by visitors.

crowds of people push in close to the Kombi to get their share.

While they are enjoying the pasta Maria or Edideo tell them through the loud speaker about nutrition, the variety of dishes which can be made from pasta, the ease of cooking and its low cost. No matter how much food Maria prepares, there is never enough. Work travels fast so the Kombi is surrounded—always.

Remarkable Progress

Although the Sao Paulo mobile nutrition demonstration unit has been in operation only a year, the Pasta Association reports a marked increase in demand for its products. Their plans are now running seven days a week around the clock. Previously, they were not nearly so busy.

Brazil needs to import wheat. During the 1961-62 season she raised roughly 200,000 metric tons, about one-tenth her needs. The United States is by far her greatest supplier, exporting during that period 1,432,000 metric tons to her. Next was Argentina with 700,000 and Russia with 400,000.

Gradually, over a period of three or four years, Brazil has agreed to increase the import of wheat from the United States, provided they can work out the problem of the foreign exchange. The advantage accruing to the United States in the wheat market is that we can supply any type of grain needed.



A satisfied customer.

Wheat from the United States is supplied to Brazil either from free or reserve stocks depending on the situation at the moment. It is the policy of the United States Government to hold one year's supply in reserve for any sudden needs or emergencies. When the exporters make a sale for shipment overseas, they will obtain their supplies from stocks on the free market or from government reserves, according to availability.

Started in Japan

The nutrition demonstration units have achieved remarkable success wherever they have been introduced. The idea first started in Japan in 1956 when Great Plains Wheat, in cooperation with the Western Wheat Associates, introduced the units. So successful was the idea that the Japanese Government has taken over the operation completely. Supplementing this was the school lunch program, launched by the wheat growers and now a government project, which serves meals to 18,000,000 youngsters.

According to a 1959 report issued by the Public Information and Cultural Affairs Bureau, Ministry of Foreign



Edideo (no tie), John Farris (dark suit), Salvador Farace, handing out samples of pasta dishes.



General view of "Feira" with individual stalls and multitude of products. The "Feira" moves to a new location each day in most large Brazilian cities.

Affairs of the Japanese Government, the school lunch program has played a major role in changing the eating habits of the nation. Although the improvement in agricultural technology has boosted the production of rice in recent years, the demand still exceeds the supply. Therefore, Japan has been compelled to increase its import of wheat and encourage the bread-eating habit among the younger generation through the school lunch program.

The report states: "It is generally believed that the enforcement of the school lunch program has contributed greatly to the improvement of children's physique, but the fact is that it is pretty difficult to ascertain whether this is true. This is because the quality of the food consumed in households had improved considerably in recent years. However, ever since the physique of the children caught up with the pre-war (1938) level around 1952-53, the school children of Japan have been growing taller and more robust. One of the factors contributing to the improvement is the implementation of the school lunch program."

Now in India

Nutrition units are now operating in India and Pakistan. In other countries of Latin America also, three in Peru and one in Colombia. Negotiations are proceeding with the Brazilian Government for four additional units: another in Sao Paulo, one each in Rio de Janeiro, Curitiba (State of Parana) and Porto Alegre (Rio Grande do Sul). Through all their nutrition projects it is the policy of Great Plains Wheat

(Continued on page 40)



Hands-out description of pasta products to children with samples for sale.

WAY BACK WHEN

40 Years Ago

• "The macaroni industry is no financial paradise," complained the lead article. "Not over a dozen firms out of more than five hundred manufacturing macaroni in this country can be termed successful. These have attained success through years of steady progress, beginning in a small way and building conservatively. The others are merely existing, showing very unprofitable returns on the millions of dollars invested." Basic reason was over-expansion following the removal of wheat restrictions after the war. The business lull in 1921 caused many failures.

• Macaroni was promoted as an ideal summer food. Plugged as a pure wheat product its nutritional contribution was emphasized in this recommended meal of elbow macaroni with stuffed tomatoes, baking powder biscuits, egg noodle nut pudding, cheese crackers and coffee.

• Macaroni imports increased at an alarming rate from 805,000 pounds in 1920 to almost 3,000,000 pounds in 1922.

• The National Wheat Conference was held in Chicago to establish equilibrium between domestic production and consumption. Cooperative marketing was endorsed while the maintaining of tariffs was regarded as a fundamental need.

30 Years Ago

• A record breaking attendance at the 1933 convention in Chicago June 19, 20 and 21 unanimously adopted a code of fair competition for self-regulation.

• Secretary of Agriculture, Henry A. Wallace, appeared at the meeting to tell macaroni manufacturers he was well aware of their problems and to assure them that they were in friendly hands.

• Newly elected president Glenn G. Hoskins left for Washington to present a code of fair competition for the macaroni industry to the Agricultural Adjustment Administration.

• The Secretary of Agriculture proclaimed a proceeding tax on wheat effective July 9, 1933 to apply on all flour and macaroni stocks in plants and warehouses as of that date. The tax of 30 cents a bushel was to apply on stocks of flour already milled on the basis of 4.6 bushels to a 198 pound barrel.

20 Years Ago

• Nineteen forty-three's war-time conference featured Government officials interested in the trade from the standpoint of getting sufficient products for feeding those in service and for lend-lease. Product fortification and the elimination of unnecessary, unprofitable items came in for discussion.

• President C. W. Wolfe declared: "We are fighting this war for the very things for which we as competitors are assembled here in conference—representative government and free speech." He observed that the Association had worked hard for every member of the industry whether they were members of the Association or not.

• M. J. Donna reported the National Macaroni Institute keeping in step with change distributing booklets and pamphlets as well as Mac releases on macaroni as a Yankee Doodle meat extender.

• Benjamin R. Jacobs reported that a number of government agencies, particularly the Foreign Relief and Rehabilitation Commission, were interested in feeding civilian populations with high protein macaroni foods.

• Donald S. Paine, of the Food Distribution Administration, was promoting the use of 15 per cent soya flour in macaroni products to increase their protein for relief feeding.

10 Years Ago

• Editor Bob Green picked up the reins laid down by M. J. Donna with a report of the 49th Annual Meeting of the National Macaroni Manufacturers Association at the Broadmoor Hotel, Colorado Springs, Colorado.

• A resolution adopted at that convention called for the Department of Agriculture to exempt durum acreage from restrictions imposed upon wheat growers in order to encourage production to meet demand of macaroni manufacturers.

• Dr. Glenn S. Smith of the North Dakota Agricultural College said that research is needed to improve macaroni quality—that it takes 10 years to produce a new variety of wheat after we know what is wanted and how to get it.

• Among those pictured in western garb at the Broadmoor were Mr. and Mrs. John Laneri of Fort Worth; Betty Rossotti wearing a white Stetson; Mr. and Mrs. Ben Jacobs throwing snow balls atop Pikes Peak.

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INDEX TO ADVERTISERS

	Page
Amber Milling Division, G.T.A.	7
Ambrette Machinery Corporation	22-23
ADM-Commander Larabee Mills	18-19
Asecco Corporation	31
Bianchi's Machine Shop	27
Braibenti & Company, M. & G.	12-13
Clermont Machine Company	15
De Francis Machine Corporation	32-33
Doughboy Industries, Inc.	11
General Mills, Inc.	25, 26
Hoskins Company	37
International Milling Company	Cover IV
Jacobs-Winston Laboratories, Inc.	27
Maldari & Sons, Inc., D.	35
North Dakota Mill and Elevator	9
Pavan, N. & M.	29
Peavey Company Flour Mills	4-5
Rossotti Lithograph Corporation	Cover II
U.S. Printing and Lithograph	Cover III
Wallace & Tiernan, Inc.	27

ADM Gain

Net operating earnings and sales of Archer Daniels Midland Co. in the first nine months of the 1962-63 fiscal year were about 11 per cent ahead of 1961-62.

John H. Daniels, president, said the improvement resulted largely from ADM's agricultural businesses, with flour, soybean and alfalfa operations contributing most of the gain.

Pasta Promotion—

(Continued from page 39)

work themselves out of a job. As soon as the nutrition demonstration units are operating successfully, the wheat growers are happy to withdraw, turning over their supervision to the co-operating agency which may be either a private company or the government.

This is indeed a people-to-people project of importance to both sides. Not only is it sharing the great abundance of the United States for the improvement of the diet and living standards of Latin America and the developing countries, but it is also cementing cooperative relationships between industry and government groups. Results: a better diet and better health for many people around the world. Working together for the fulfillment of human needs is the first step toward good will between nations.

THE MACARONI JOURNAL



33 U-S AWARDS

What's in them for YOU?

Are 33 LPNA* AWARDS impressive? Of course. To us, mainly. But there's something in them for every buyer of macaroni packaging and advertising materials.

It goes much deeper than the simple fact that it pays to do business with a leader. We could easily dip into our files and show you how we've helped dozens of companies increase sales and reduce costs.

What is special about our 1963 LPNA winners is the many different categories in which we came out tops. Tops in folding cartons, wraps and labels... lids, banners and car cards... outdoor posters, inserts and art prints... greeting cards, displays and foil printing.

To you—a buyer or specifier of packaging and advertising materials—this means that no matter what type of printing job you require, U-S delivers the finest results.

That's important. And that's what we hope our awards mean to you.

UNITED STATES PRINTING and LITHOGRAPH

DIVISION OF DIAMOND NATIONAL CORPORATION

Offices in 23 cities coast-to-coast

* Lithographers and Printers National Association Annual Competition.



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NATIONAL MACARONI MANUFACTURERS ASSOCIATION

Theme:

**"SELLING
THE
CONSUMER"**

All aboard for the 59th Annual Meeting of the National Macaroni Manufacturers Association, at the Grand Hotel, Mackinac Island, Michigan, July 28-29-30-31, 1963.

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SHUFFLE BOARD
HORSEBACK RIDING

TIME FOR THOUGHT ON:

- Who is the consumer?
- How is she motivated?
- What can consumer research do?
- How do we improve advertising, packaging and merchandising?

