

**THE
MACARONI
JOURNAL**

**Volume 50
No. 6**

October, 1968

Macaroni Journal



**National Macaroni Week
October 17-26, 1968**

PACKAGING PERSONALITIES

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PEAVEY COUNTRY



THE MACARONI JOURNAL

OCTOBER, 1968

Source of America's finest durum wheat

There is good reason for Peavey to be a major factor in the milling and distribution of durum products. The durum wheat fields of North Dakota — where the bulk of America's durum crop is grown — form the heart of Peavey Country — see map. This broad, wheat-rich land supplies the Peavey mills that specialize in the milling of Semolina and Durum flour. Durum is important to Peavey. It receives great attention in the multitude of Peavey activities related to the growing, storage, transportation, merchandising and processing of cereal grains. Peavey has streamlined and coordinated its operations in this com-

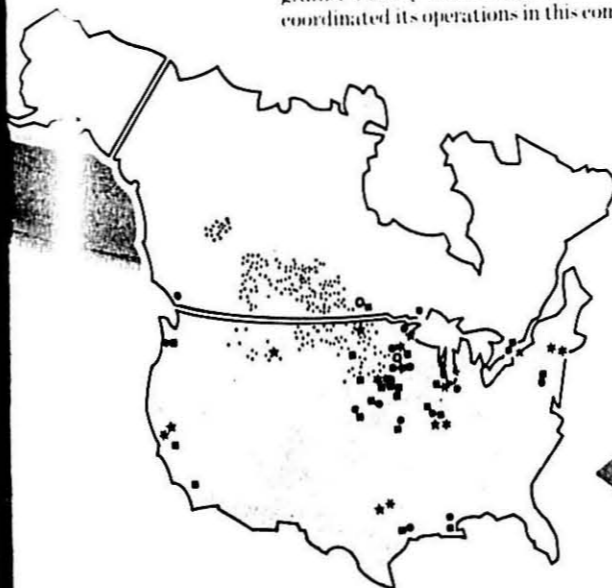
plex business to deliver the highest efficiency.

Peavey operates durum mills at Grand Forks, North Dakota; Superior, Wisconsin; and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey's total milling capacity is 60,000 hundredweights a day, much of it, of course, in durum.

No wonder spaghetti and macaroni manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts 'way out in PEAVEY COUNTRY'.

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PEAVEY COMPANY
Flour Mills

Macaroni Makes Your Party Menu

Here is a bewitching Hallowe'en Supper Menu:

Macaroni in a Cauldron
Cole Slaw
Cider in Apple Cups
Ginger Jack O' Lantern Cookies

The recipe for Macaroni in a Cauldron serves 8 to 12:

2 tablespoons salt
4 to 6 quarts boiling water
4 cups (1-lb.) elbow macaroni
1/2 cup butter or margarine
2 tablespoons flour
2 cups chicken stock or bouillon
2 6-oz. cans tomato paste
2 cups milk
6 cups grated Cheddar cheese (about 1 1/2 pounds)
1 cup sliced pitted ripe olives
2 cups diced cooked chicken

Add 2 tablespoons salt to rapidly boiling water. Gradually add macaroni so

that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Melt butter, blend in flour; gradually add chicken stock, tomato paste and milk. Cook over low heat, stirring constantly, until slightly thickened. Add cheese and cook until cheese is melted. Add olives, chicken and macaroni; mix well and turn into a greased 4 quart casserole. Sprinkle with additional cheese, if desired. Bake in moderate oven (350°) 35 to 45 minutes.

Serve in heavy-gauge pot or kettle for a Hallowe'en atmosphere.

Winning Candidates

Political parties are putting forth their best effort to elect the best man. Pasta products propose an awesome trio of candidates: Macaroni, Spaghetti, and Egg Noodles. They offer the best in nutrition, variety, versatility and guarantee a balanced budget. Not only that, they taste good and look good, and everybody loves them.

Their convenience for quick preparation and the ease with which they can be prepared ahead and heated in serving makes them ideal for election night parties.

Stories, recipes, and photographs being sent to syndicated food writers such as:

Gaynor Maddox of Newspaper Guild Association;

Cecily Brownstone, Associated Press; Zolita Vincent Warren of Coast Dailies;

Eleanor Ney of Westchester Daily News; and

Joan O'Sullivan, King Features; Alice Denhoff, King Features;

Ella Elvin, New York Daily News; Opal Crandall, Copley News Service;

Jeanne Lusem, United Press International;

Mary Meade, Chicago Tribune; Sylvia Windle Humphrey, McClure Syndicate;

Christiar, Science Monitor; and many others.



Classic Lasagne —

Lasagne by a Landslide!



Macaroni Cabbage Salad —

Vote for Macaroni!



Spaghetti with Stuffed Peppers —
Spaghetti Sweeps the Nation!



Egg Noodles Romanoff —
Noodles Elected — Unanimously!



Spaghetti with Lamb Balls —
Spaghetti — Election Night Winner!



Macaroni and Cheese with Olives —
Macaroni, the People's Choice!

Major Markets

Market Newspapers are receiving three releases, each with a new black-and-white photograph, recipes and stories. These are supplied on an exclusive basis to newspaper food editors in 212 standard marketing areas.

Newspapers and Wire Services and a variety of columnists are receiving stories, photos and an assortment of items on macaroni products and the week which spotlight them.

Color

The new color photographs have been taken and are being placed with food editors whose newspapers use color illustrations.

Small Town Weekly and Daily Newspapers, some 1500 in number, with to-

tal circulation of 12,000,000, are being sent a black-and-white photo with story and recipes.

The Labor Press, 600 publications with circulation of 11,000,000, are receiving material on macaroni, spaghetti and egg noodles.

Consumer Magazines have been alerted to National Macaroni Week and encouraged to feature macaroni products in their food stories in fall issues. Information, recipes and product are supplied wherever needed.

Cooperative Publicity has been solicited from publicists who promote food products compatible with macaroni. They have been informed of National Macaroni Week and urged to participate. Recipes and product are

supplied to these cooperating publicists as needed throughout the year.

To Television, two releases each with a special script and recipes for use in entertaining have been prepared. They are being supplied to demonstrators of 200 stations across the country.

To Radio, to radio commentators of 850 stations nationwide, two releases each with a script and recipes for feeding a crowd are being supplied.

Disk Jockeys, some 700 in number, will receive macaroni story material which they can use any time during the week to alert their audiences at home, at work, and on the highways to National Macaroni Week.

Sell National Macaroni Week. National Macaroni Week will sell for you.

MACARONI WEEK—a national publicity effort for macaroni products

American One

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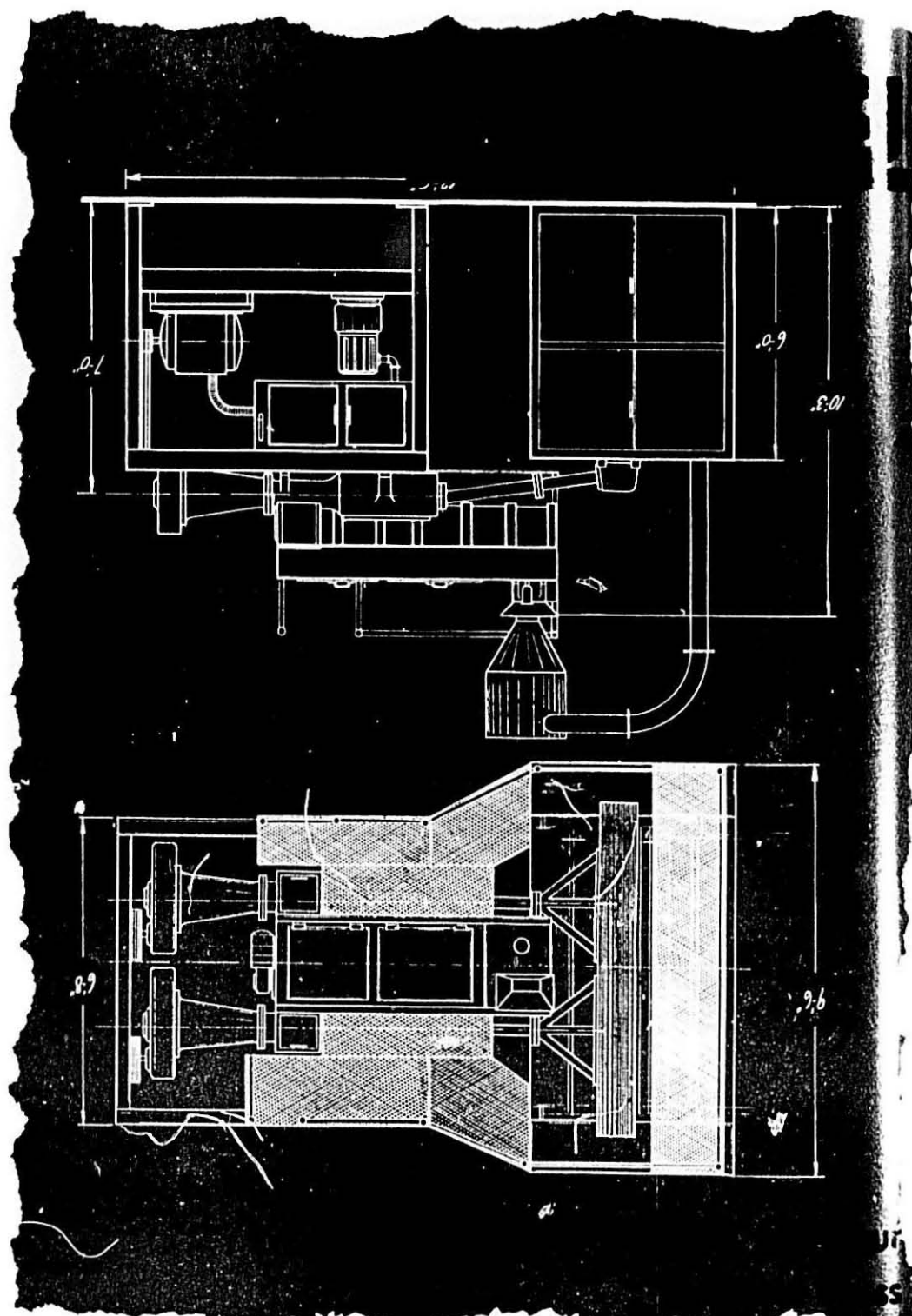
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OCTOBER, 1968



The Fine Art of Italian Cooking

WHO said good cooking wasn't an art? Not the Italians. They rate it as high as such other national treasures as music and Michelangelo—and spend just about as much time creating culinary masterpieces.

The tradition of good eating is unbroken from Roman days; the subjects of the Caesars were nothing if not notable hosts, and their descendants have never lost the touch. Since classic times, Italian cooking has been exported all over the world; French cooking, for instance, wouldn't have existed without Catherine de Medici, who wouldn't leave Florence to marry Henry II without bringing along her own chefs.

The most recent chapter in the international exchange is trans-Atlantic—as Americans have made good Italian cooking by far our favorite food import.

Happily for creative cooks, the Italian tradition has far more to it than the familiar pasta and pizza. The cuisine is subtle, sophisticated—and quick-and-easy, with the help of supermarket shortcuts.

Dinner with an Italian accent starts with the authentic ingredients; there are big differences between American and Italian traditions, and often even the ingredients are different.

Nicely enough, today's sophisticated supermarkets offer a wide variety of Italian ingredients; the leading brand, Progresso, actually makes more than 170 different specialties, from antipasti tidbits to minestrone, sauces and everything you need to make your own.

With the long cooking done before canning, all you have to do is mix and match. To make it easy, try this quick-cooking Italian menu from the Progresso kitchen. Everything starts with the can; all you add is the imagination.

First course: antipasto, the classic Italian hors d'oeuvres, combining sunny Mediterranean tastes with all-American ease of preparation.

Take from the Progresso cupboard artichokes in brine, rolled anchovies with capers, black and stuffed green olives, tasty Tuscan peppers, caponata and marinated mushrooms. Place each in an individual serving dish, then put together a center platter of deviled eggs, flanking Tonno Marinata.

Tonno Marinata

2 3/4 oz. cans Italian tuna packed in olive oil
Oil & vinegar salad dressing
Roasted peppers
Sliced lemon
Parsley for garnish



Antipasto

Prepare salad dressing—using wine vinegar and olive oil for authentic flavor. Open cans of tuna. Place fish in bowl, leaving contents whole. Marinate in dressing for several hours, spooning dressing over tuna from time to time. When ready to serve, drain and place on platter. Serve with roasted peppers, sliced lemon, parsley. Reserve dressing for salads.

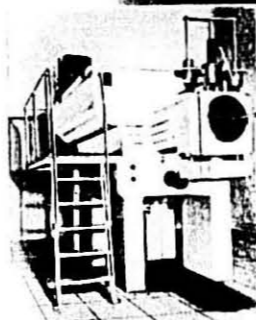
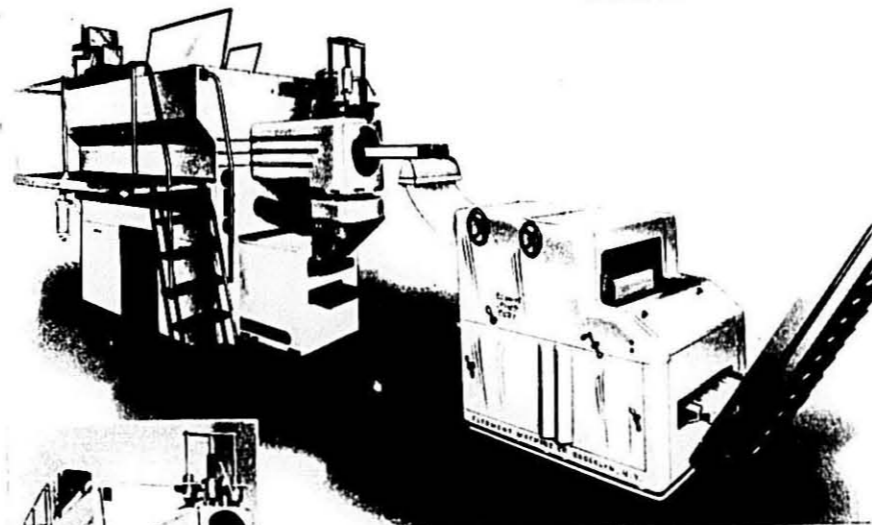
(Continued on page 12)



THE MACARONI JOURNAL

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

Clermont Extruded Noodle Dough Sheeter VMP-3



VMP-3 with short cut attachment.

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Art of Italian Cooking—

(Continued from page 10)

Soup and Fish

Soup course? Fish course? Combine the two with Zuppe di Pesce—made easy by cutting cooking time with pre-prepared ingredients.

Zuppe di Pesce—Fish Soup

2 Tablespoons olive oil
3 medium onions sliced
1 large green pepper chopped
3 cloves garlic crushed
1 pound any white fish, fresh or frozen, two or more kinds of fish is preferable.
3½ cups water
1 20-oz. can Progresso minestrone soup
1 20-oz. can Italian peeled tomatoes
1½ teaspoons salt
¼ teaspoon freshly ground pepper
½ teaspoon sweet basil
¼ cup Italian bread crumbs

Heat olive oil in large kettle. Add onions, green pepper and garlic and cook five minutes. Cut fish into bite-size pieces and add to kettle, together with all remaining ingredients except bread crumbs. Bring to a boil, cover and simmer fifteen minutes. Add bread crumbs—the distinctively Italian thickening ingredient—and simmer five minutes more. Makes about eight cups.

The Pasta Course

No meal is authentically Italian without some kind of pasta. For main dishes or side servings, there are plenty of ways to be different and delicious. Tomato sauces come out of the can in several variations; just combine with your favorite pasta, heat and eat. For unexpected saucery, set the sparks flying with Thunder and Lightning.

Tuoni e Lampo (Thunder & Lightning)
8 ounces of 3 or 4 different shapes of pasta

1 20-oz. can Progresso chick peas
2 tablespoons grated Parmesan cheese
2 cups prepared meatless Marinara sauce
2 tablespoons Italian bread crumbs
Salt and pepper to taste

Cook pasta as package label directs. Drain. Heat together chick peas with their own liquid and marinara sauce. Add bread crumbs, three-quarters of the Parmesan cheese, salt and pepper and cook for five minutes. Pour mixture over pasta and toss together. Turn into pre-warmed serving dish and sprinkle top with balance of cheese. Serves four as a main dish, serves eight as a side dish.

Entree

When it comes to the main course, chicken is an international favorite: plentiful, easy on the budget and distinctively Italian when it is Polla Alla Marinara.

Polla Alla Marinara—Chicken Marinara

1 3-lb. broiler-fryer quartered
4 tablespoons olive oil
½ cup chopped onions
½ cup chopped celery
2 large cloves garlic, finely chopped
2 8-oz. cans Italian peeled tomatoes
2 cups chicken broth undiluted
¼ cup Chianti
2 teaspoons salt
¼ teaspoon freshly ground pepper
1½ teaspoons oregano
2 tablespoons Italian bread crumbs
12 pitted and sliced ripe olives
8 oz. fusilli or any other pasta
3 tablespoons butter
3 tablespoons chopped parsley

Wash chicken pieces and dry on paper towel. Sauté chicken in hot olive oil in large heavy skillet, a few pieces at a time, until browned all over. Remove each piece of chicken as it browns. In same oil, sauté onion, celery and garlic for about five minutes, scraping bottom of pan occasionally to stir chicken drippings and prevent burning. Add tomatoes, broth, wine, salt, pepper, oregano and chicken pieces. Simmer, covered, about 25 minutes or until chicken is tender. Add bread crumbs and olives and cook five minutes longer. Meanwhile, cook pasta as package label directs. Drain well and toss with butter and parsley. Turn pasta into serving dish and arrange chicken on top. Spoon some of the sauce over the chicken and serve the remainder in a bowl. Makes four servings.

Dessert, Continental Style

Top it all off in Continental style, with fruit and cheese and a cup of steaming espresso coffee, easily available in instant form, to round out your easy Italian dinner. Now lean back and say as the well-satisfied Italians do, after a particularly tasty dinner: *Merviglioso!* As a matter of fact, when it comes to praising the talented cook, merely "marvelous" may not be good enough.

Spaghetti Sauce Contest

The Chicago American announced on August 15 a Spaghetti Sauce Contest to run for a month sponsored by "Wife's Night Out."

First prize was to be a year's supply of spaghetti plus a night out on the town at the best Italian restaurant in Chicago (this could be another contest).

Second prize was to be a pair of tickets to the play "You Know I Can't Hear You When the Water's Running," starring Bracken at the Blackstone Theatre.

Panel of judges included Eddie Bracken, WIND radio star Bill Berg, macaroni maker Frank Denby Allen, and the paper's home economist Mary Martenson.

American Cheese Festival

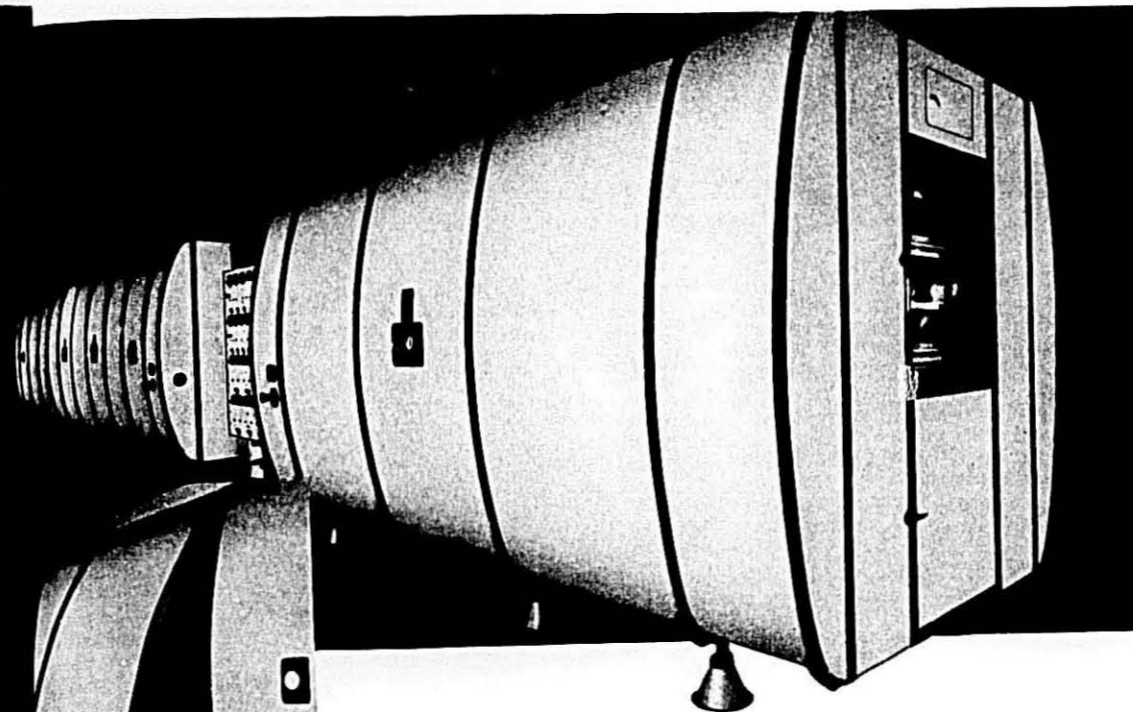
All varieties of natural American cheeses will be featured by the American Dairy Association's Fall Cheese Festival scheduled to run from September to December.

The October issue of Family Circle and Redbook magazines will have two-page, four-color ads featuring cheeses and serving suggestions. Point-of-purchase material includes a giant two-sided theme dangle, banners, booklets.



Vote for Macaroni! Robert M. Green, at left, secretary of NMAA, and Theodore R. Sills, public relations counsel, sample spaghetti and meat balls as they review plans for National Macaroni Week. Bobbi Kaufman, at right, shows poster available for merchandising.

THE MACARONI JOURNAL



Modern Automatic Dryer gives you stronger, better-looking short goods

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Prepare Pasta to Increase Profits

by Beverly G. Anderson, Director of Home Economics,
Durum Wheat Institute, in the School Lunch Journal.



PROBABLY no product has been so badly treated and yet remained so popular over the years as the macaroni foods—macaroni, spaghetti and noodles.

The pastas have long been subjected to over-cooking, cooking in too little water and over-holding. Yet the innate goodness of the products has kept them near the top as one of America's most popular foods.

The mystery is why they've been so badly misused. They are really very simple foods to prepare and they go much further, taste much better and handle more easily when they are properly cooked.

Ignorance may be the answer.

Nature of Products

First let us consider the nature of the products themselves. Macaroni (called short goods), spaghetti (called long goods) and noodles (containing egg) are all made from a hard wheat or a blend of hard wheats, plus water. The best quality pastas are made from a high-protein, extremely hard, amber colored grain called durum, which is grown especially for the macaroni market. The durum wheat is milled with special equipment into a golden-toned, coarse product called semolina, or into "granulars" which contain a higher percentage of flour, or into flour itself.

The manufacturer mixes water with semolina, or granulars, or durum flour and makes a paste. Hence the Italian word "pasta" which is often used to denote macaroni foods. The paste or dough is then forced through dies which shape the products. They emerge in a variety of forms—some thin, some fat, some long, some short, some tubular, some solid strips, and some very fancy, ornate and unusual in shape. Designed for a variety of uses, from appetizers to desserts, pastas are always a delight to the hungry eye.

The products are cut into desired lengths and then moved to driers. From the driers they go through packing lines and eventually find their way into kitchens and cooking pots all around the world.

Durum Desirable

Macaroni foods made from durum or semolina are considered to be the most desirable because of their yellow-amber

color and because they hold their shape and firm texture better when cooked. No artificial coloring can be added.

Over-cooking Hurts Quality

But over-cooking can ruin even a quality product, and here is where the problem lies. Because macaroni foods come in such a wide variety of sizes and shapes, each differing in thickness, no one fixed cooking time can be prescribed for all of the 175 products. But they should all be cooked to the same degree of doneness before serving, a stage that the Italians call "al dente"—meaning to the tooth. A well-cooked product is firm and chewy and yet cooked through so there is no starchy flavor. It can be tested by pressing with a fork, or better still, actually tasting.

Most manufacturers prescribe a cooking time for each of their products . . . but no one cooking time can be named for all macaroni products. So that you will not have to memorize individual cooking times for all 175 different shapes (and even these times change from manufacturer to manufacturer as the thickness of the products varies) remember the al dente test.

In spite of all of our modern kitchen equipment, it appears that the age-old method of cooking macaroni products is still the best—boiling water, with a little salt added to bring out the flavor of the product and a little added cooking oil to help keep the surface bubbling under control.

Secret of Success

The secret of success is plenty of rapidly boiling water—one gallon for every pound of product. Be certain that the water is boiling hard before the macaroni food is added. Then add the product slowly so that the water continues to boil. Then add the product slowly so that the water continues to boil. Cook only until the product is al dente.

A good quality product need not be rinsed. In fact, to preserve as much as possible of the enrichment B-vitamins and iron of the product, rinsing is not recommended. The pieces and strands should not stick together. There will be little if any starch on their surface, nor in the water. If the water the macaroni has cooked in appears cloudy, your product is of inferior grade.

However, if the macaroni food you cook is not going to be served immediately, it is best to cool it quickly with cold water to halt further cooking of the product while it stands. All cooked and cooled macaroni foods can be warmed quickly by immersing in boiling water just before serving.

If the cooked macaroni, spaghetti or noodles is going to be further heated, as in a casserole dish which requires additional cooking, then undercook the pasta by cutting cooking time by one-third. For example: if elbows require nine minutes cooking time, and you are going to use them in a macaroni and cheese dish, cook the elbows only six minutes. The cooking will be completed in the oven, and the elbows will not be soft, mushy, and overcooked.

When holding a cooked macaroni food, either on the steam table or in the refrigerator, stir in a little salad oil or melted butter to help prevent drying of the surface of the product. It is best not to add the sauce until just before serving since the macaroni food will absorb the sauce and more sauce will be needed at serving time. But, if you plan to freeze your cooked macaroni, spaghetti or noodles, they freeze very well in a sauce. If your kitchen facility is equipped with a radar or convection oven, individual portions of pastas can be frozen and quickly thawed for use.

Recent Tests

The Durum Wheat Institute Test Kitchens recently completed a series of tests cooking macaroni foods in different types of equipment according to manufacturers recommendations and those of the U. S. Department of Agriculture. The tests prove conclusively that the best way to cook the food Marco Polo is credited with bringing from China, is probably the way his chef cooked it—the method we recommend to you. Use plenty of rapidly boiling, salted water—and cook only until al dente.

Happy eating!

ADM Flour Mills

THE SALE OF A LIFETIME

If someone told you about a marvelous sale where there were more than 8,000 items to choose from, where the merchandise was guaranteed to be perfect, where it was attractively and conveniently packaged and where the store's margin of profit was just over 1%—wouldn't you be tempted to buy some?

You should—for this fabulous sale is going on at your local supermarkets—where food is still the best bargain for your money. Actually, the average American now spends less of his total income on food than ever before. In the 1870's, food took a whopping 58% of all you earned! Just 17 years ago, the figure was 23%. Today, food takes less than 18% of your after-tax income.

When you read that the Consumer Price Index, including food prices, is higher than ever, keep in mind the basic causes—general inflation, rising costs of doing business, higher wage rates, and increased government spending. And remember, too, that although you pay for nearly all your food in a supermarket, the retailer himself keeps very little of your money.

To the Farmer

The largest percentage of your food dollar goes to the farmer, who breaks the soil, plants the seeds, buys equipment and housing, develops skills, works in the fields—and worries—about the weather, the season, pests and taxes. Five years ago, the average farmer was only able to feed about 25 people from his efforts; today, he supplies 33 people with food. For his improved skills, increased output, and greatly expanded productivity—he gets 33.8¢ of your dollar.

Once the food is grown it must be shipped. Shipping on our vast transportation system—a quarter of a million miles of railroad tracks, over 1½ million freight cars, and 12 million trucks, trallers, and air cargo fleets—costs you about a nickel.

Refined and Converted

Next, the food is refined and converted—grains into bread and cereals, fowl into frozen dinners, beans into coffee and chocolate, milk into ice cream and cake—tested for quality and freshness, and placed into specially designed containers. All this effort, plus new research, has a price of 25.7¢.

And finally, for a combined total of 31.7¢ the wholesaler and your retailer stock the food, keep it fresh and add new items to their selection as well as reorder your favorites.



Inside a modern supermarket.

Certainly, the money you pay is a small amount for so much convenience. For included in every product you buy in the supermarket are all time-saving, labor - lightening, nutritionally - improved, medically safe, scientifically-inspected and taste-tantalizing features you could possibly want.

Wide Choice

Today, the larger supermarkets stock as many as 8,000 items—a giant step from the old 1955 average of 4,723—and as new items are developed the number increases every year. Our supermarkets, now, have everything going for the consumer—with exotic food from avocados to frozen ziti with sauce, old favorites from canned asparagus to zwieback and new lines of non-food products like toothpaste, pens, magazines and shampoo—extra bonuses for the busy shopper.

The development of new items for sale in the supermarkets reflects our changing patterns of spending and way of life. For instance, a great deal more is spent on diet items today, not because they are more expensive but because Americans are becoming increasingly figure conscious. On the other hand, your shopping cart is probably also piled high with potato chips, pretzels, cookies and a brand-new cracker for dips, simply because there are so many varieties of snacks and because they go

along so well with our increasingly more casual way of life.

Food Is a Bargain

If you still think you're paying too much for food, keep these figures in mind: since 1956 medical care has risen 39.3% recreation has gone up by 26.0%, and the cost of transportation has increased by 24.5%, while food prices have risen at a far slower pace—only 20.9%.

So—now—when you really think about it, isn't food the best bargain for your money?

Key Man Issue

Supermarkets Aid Inner City

The supermarket industry can serve inner city residents and is accelerating steps to do so, the National Association of Food Chains declares.

New supermarkets are being located in central city areas and old ones are being refurbished to meet the increased needs of residents, says Clarence G. Adamy, president of the NAFC.

"The food chain industry has provided and will continue to provide the most wholesome food at the lowest possible cost to every customer, no matter where the store may be located," Adamy said.

(Continued on page 18)

THE MACARONI JOURNAL

Here is the
semolina
you've wanted
from **AMBER**



by Gene Kuhn
Manager:
AMBER MILLING DIVISION

Yes, the finest of the big durum crop is delivered to our affiliated elevators.

And only the finest durum goes into Amber Venezia No. 1 Semolina and Imperia Durum Granular.

We make Amber for discriminating macaroni manufacturers who put "quality" first and who are being rewarded with a larger and larger share of market.

These macaroni manufacturers tell us the consistent Amber color, uniform quality and granulation improve quality and cut production costs at the same time. Amber's "on time" delivery of every order helps too!

A phone call today will insure the delivery you want for Amber Venezia No. 1 and Imperia Durum Granular.

Be sure . . . specify Amber!



AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn.—General Offices: St. Paul, Minn. 55101
TELEPHONE: (612) 646-9433



Supermarkets Aid Inner City—

(Continued from page 18)

Adamy delineated steps that had been taken by members of the NAFC to meet the food needs of inner city residents.

More than half a dozen major food chains are currently aiding the Negro entrepreneur movement by furnishing marketing, managerial, and operational know-how to them at no cost. More will participate, Adamy said.

"One weakness in the Negro supermarket movement has been lack of experience in a business which, by its fiercely competitive nature, requires the best managerial skills. We believe that black ownership of supermarkets can succeed only if the ownership can provide service and products equal to the white-owned store. Many chains are attempting to aid in closing that gap," Adamy stated.

Train Hard-Core

Adamy also cited the supermarket industry's leadership in the programs to hire, train and make productive workers of the hard-core unemployed. By increasing the buying power of inner city residents through increased employment the supermarket industry as well as the entire business community can accelerate their central city investments, Adamy contended.

"Central city food store openings have been accomplished despite site and personnel problems, and I see no slowing down of the industry's approach in this area," Adamy said.

Educational Efforts

Supermarkets will also attempt to make better shoppers of central city residents through a newly announced educational program. "Right now we have in the works an educational program which will show Food Stamp recipients how to get the most nutritional foods in greater quantities from their stamps. One such pilot program has already been developed. Other programs will be coming out soon which will concentrate on nutrition for youngsters as well as food shopping hints," Adamy said.

"Already many food chains have home economists on their staffs who are concentrating in this area, as well as general consumer service projects," Adamy reported.

Adamy also stated that the supermarkets are continuing their efforts to assure that competition is a "real fact" in central city areas. "This is, after all, the greatest insurance against discriminatory food prices that we can develop," he said.

"Make no mistake about it. We believe that inner city stores can operate at reasonable profit levels, and it is this factor which will encourage further expansion more than any other," he stated.

"We share the concern of many Americans over the charges that the poor are discriminated against. While we may have made mistakes along the way, both our private investigations and the records we have made available to many governmental bodies conclusively prove that food chains do not set quality or pricing practices by ethnic or income areas," he said.

"This would be both impractical and unconscionable," Adamy added.

Involvement

He indicated that the supermarket industry is constantly reviewing its involvement in "the social problems that confront the country, not only on Main Street, Detroit, but also on Main Avenue, Vidalia, Georgia. We are doing our part. We will do more," he concluded.

Spaghetti Plant in Watts

A group of Negro businessmen and community leaders recently dedicated what they say is the first locally initiated, owned and managed industry in Watts, district of Los Angeles.

Hi-Pro Foods, Inc. will begin production of a protein-fortified pasta on September 1 at 11301 Wilmington Avenue, Los Angeles. The product will be sold locally as well as to institutions in the nation's poverty areas.

William L. Mitchell, vice president of Family Savings and Loan Association and leader of the Negro Investment group, said the initial goal is to provide jobs for 25 "hard-core" unemployed persons recruited from the immediate community.

The recruits will be trained at the food processing school of the Meals for Millions Foundations of Santa Monica, which is providing technical assistance to the new company.

Mitchell said he expects to employ one hundred workers within two years.

Mitchell joined Dr. Morris Asimow, president of Meals for Millions, in a symbolic boll-tightening ceremony in the leased, 40,000 square-foot plant.

Dr. Asimow, a professor of chemistry at UCLA, developed the protein enrichment process to be used in the making of spaghetti, macaroni and noodles.

A Quiet Revolution

Life magazine points out a quiet revolution in the marketplace.

A generation ago:

Husband: The breadwinner; long hours, low pay.

Wife: Place in the home; responsible for household purchases.

Children: Seen and not heard (period).

Today:

Husband: High salary, shorter work week, more leisure time.

Wife: Frequently working; away from home.

Children: Greater affluence; independence.

The family, once rigidly organized, with members' roles explicitly defined and mutually exclusive, has now become a unit with great fluidity and flexibility. There is now more sharing of authority, less division of labor, greater communication and interactions between husband and wife, and growing influence by teenagers on household decisions. Marketers must ask themselves: are you giving proper weight to all members of the family? Or are you concentrating your marketing efforts against a single member, at the possible costly exclusion of the others?

Grocery Manufacturing Industry Highlights

Compilation of 1967 financial results as insights to the current status of the grocery manufacturing industry were presented recently in Grocery Mfr. magazine. Among the findings:

- Grocery manufacturers' sales went up 4.7%, slightly exceeding the average of all U. S. manufacturers. Profit rise of 6.5% contrasts with decline in all-manufacturers average.
- Food and beverage companies increased capital expenditures at a faster pace than U. S. all-industry average; estimated at 12% over 1966.
- Dropout rate on grocery products rose sharply. New product introductions, on a high plateau, increased only slightly.
- Industry advertising reflected mounting resistance to high costs. Measured media investments were up only 0.8%.
- Many companies revised their organization charts. Authority and responsibility are spread over wider base and many new names rise to the top.
- Merger trends eases and emphasis turns to generating more diversification from internal sources.
- International activities account for increasing proportion of U. S. based companies' sales.
- All major grocery product groupings benefit from new packaging developments that stress convenience.

Top Ten Food Retailers

	1967	1966	Change	1967	1966
A & P	\$5,458,824	\$5,475,259	-0.3	1.0	1.0
Safeway	3,360,880	3,345,187	0.5	1.5	1.8
Kroger	2,806,074	2,659,983	5.5	0.9	1.1
Food Fair	1,375,000	1,296,621	6.0	—	0.9
Acme	1,293,765	1,253,748	3.2	0.6	0.7
Jewel	1,244,417	1,060,137	17.4	1.4	1.6
National Tea	1,147,221	1,190,495	-3.6	0.9	0.9
Winn-Dixie	1,071,768	1,000,486	7.1	2.3	2.4
Grand Union	935,864	836,242	11.9	1.2	1.3
First National	640,116	641,806	-0.3	—	—

Financial Statements:

American Home Products

	I Q 1968	I Q 1967	%
Sales	\$298,363,000	\$275,211,000	8
Profit	29,288,000	26,416,000	11
Per Share	.57	.52*	

*Two-for-one stock split April, 1967.

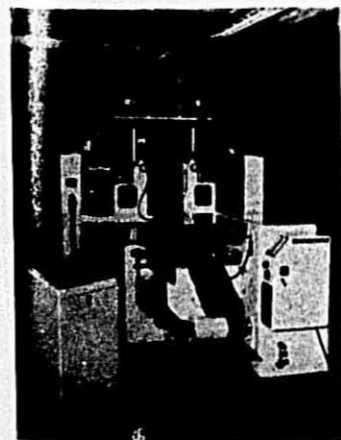
Company sales breakdown of \$1 billion volume included: ethical drugs 35%, packaged drugs 17%, food products 14%, household products and housewares 12% each, candy 10%. Substantial capital expenditures were made during the year to expand production of food products.

	1967	1966	%
Sales	\$211,716,279	\$193,263,396	10
Profit	14,245,136	12,666,260	12
Per Share	211.78	189.33	

Sales increase reflected successful expansion to national distribution of Lipton Main Dish Dinners and a full year of sales of Morton House Kitchens, acquired in June, 1966. Tea and iced tea mix sales were higher and share of soup mix market increased.

Lawry's Foods

	1967	1966	%
Sales	\$14,861,188	\$12,661,680	17
Profit	1,105,967	982,099	13
Per Share	.99	.87	



Rovema HPM, Vertical Form, Fill and Seal Machine.

Thomas Grocery Register Available

Known as the Grocery "Red Book," the 70th edition of the Thomas Grocery Register is thumb indexed into ten separate directories. The 1,700 page directory cost \$15 postage prepaid from Thomas Publishing Co., 461 Eighth Avenue, New York, N. Y. 10001.

"Unimportance is the feeling you get when you make a mistake and nobody notices it."

—Typo Graphic

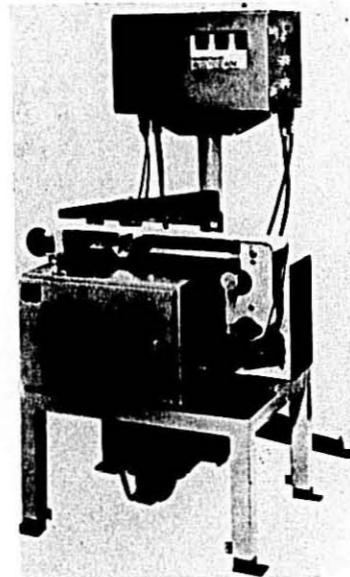
Flexible Bagging of Long Cut Spaghetti and Macaroni

Rovema has recently developed a Rotopac HPM machine for the automatic forming, filling and sealing of flexible bags for long cut pasta products.

In operation, this machine prints and forms the bag in a horizontal working direction. Product may be fed to infeed station by either hand-loaded or automatic Net Weighers and it is then transferred to the packaging unit. The packaging unit consists of a forming tube over which the film is drawn to form the bag. As the longitudinal seal and cross seals are completed, the product is fed by plunger action through the tube and into the waiting flexible bag. Two continuous belts serve to move the bag off the tube, after content is received, two more belts deliver the finished package.

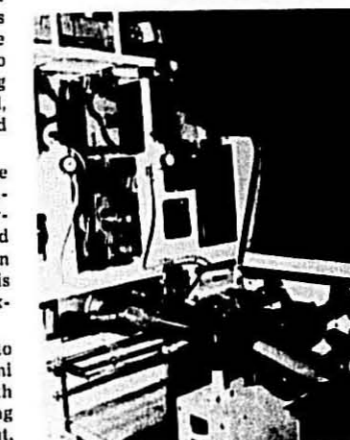
A variety of wrapping films may be handled on the HPM such as heat-sealable cellulose, cellulose laminates, poly-cell materials, heat-sealable papers and unsupported polyethylene. Conversion from heat sealing to impulse sealing is rapidly performed by the simple exchange of sealing bars.

Package sizes on the HPM range to approximately two pounds of macaroni and four pounds of spaghetti with width dimensions from 3" to 8½" and bag lengths of 10" to 15½". Speed of output, up to 40 completed packages per minute.



This new package check weigher announced by Triangle Package Machinery Co., Chicago, meets a growing need for completely integrated packaging systems. The Triangle/Thayer Checkweigher can monitor the weight of over 400 small packages per minute with accuracies to within one-half gram per package. Using a Checkweigher in a packaging sequence increases inspection reliability and improves overall packaging system operation. Triangle is the exclusive marketer of Checkweighers throughout the U.S., Canada and Mexico.

Rovema equipment is sold exclusively in the United States by Pneumatic Scale Corporation, Quincy, Massachusetts. A subsidiary, Delamere & Williams Co. Ltd., is the Rovema representative in Canada.



Closeup of long spaghetti being fed into waiting flexible bag.

★ FILM STAR ITALIAN STYLE

Buitoni has the lead with Hercules® Film for overwraps

Buitoni Foods Corporation has given "hygienic" packaging a stellar role in an ambitious marketing plan. Outstanding in new design and color in every facing on retail shelves, the sales appeal of the new Buitoni packages is enhanced by a bright, sparkling, protective overwrap of Hercules® BX300 film. BX300 film is a tough, durable, balanced polypropylene overwrap that makes a neat, tight package. No crushed cartons. No broken film, regardless of climatic conditions. Packages always look great on display. And the excellent moisture-barrier properties in BX300 film keep food products fresh from factory to family.

Candy, tea, tobacco, bakery products, frozen foods, cheese—you name the goods, hard or soft—there's a Hercules film that can make the package do a better job in your marketing plan. More economical, too. Hercules film wraps more products per pound of film for the money, handles well on automatic packaging equipment. For more information about the Hercules family of flexible films, call or write: Film Division, Hercules Incorporated, Wilmington, Delaware 19899.

FF68-6



Martha Gooch Improves Packaging

Reprinted with permission from *Packages and People*.

IN the area from the Mississippi to the Rockies and from the Dakotas to Oklahoma, there are a lot of hungry households where at least one of the day's three square meals may have been inspired by Martha Gooch.

She's the corporate creation of the Gooch Food Products Company of Lincoln, Nebraska. She's also the brand name of the company's complete line of high quality, packaged pasta products which has recently been expanded and reintroduced to consumers in the colorful packages.

Ideas from Kitchen

Tucked away inside the company's huge headquarters buildings in Lincoln are the beautiful new Kitchens of Martha Gooch, where a steady stream of new product ideas, new recipes and new serving suggestions are developed. These creations reach consumers in the Gooch marketing area via regular radio and television productions, newspaper advertising, in booklets and folders and on every package of Martha Gooch products.

The company uses all these media in an extensive program to expand its market by educating housewives to a variety of new and different uses for pasta. Although Gooch has been in the noodle and macaroni products manufacturing business for fifty years, General Manager Arvill E. Davis states that the Martha Gooch Kitchens program and the improved Martha Gooch line with its new packaging have combined to produce a tremendous boost in sales. "Reaction from the trade," says Mr. Davis, "has shown greater interest than anything we've seen before. And in slightly more than the one year in which our new Martha Gooch line has been marketed, sales volume has doubled."

Packages Help Sales

Dramatic and unique new packaging for the Martha Gooch line has been a prime contributor to this sales success. Working with its Du Pont Authorized Converter, the company developed new package designs which feature full color reproductions of product serving suggestions for each of the ten items. By using an exclusive new process which originated in Europe, the converter achieved striking and colorful illustrations through flexographic printing on



Gooch Food Products new line of macaroni packages.

DuPont's high-quality 2-in-1 polyethylene film.

Objective Achieved

A three-fold objective was accomplished. First: good product visibility was combined with colorful, appetizing ideas for serving. This was important because Gooch consumer surveys showed that most shoppers are accustomed to looking for noodle and macaroni varieties not by name, but by shape of product; and the need for educating consumers to new uses would be graphically dramatized through illustrations on package fronts and corresponding recipes detailed on the backs. Second: package eye-appeal was greatly improved to increase impulse attraction

and generate the quality image of the Martha Gooch line. Third: factors one and two were ideally combined in a flexible, economical packaging designed for dependable high-speed performance on the company's form-and-fill equipment.

Canepa Names Treasurer

The Board of Directors of the John B. Canepa Co., makers of Red Cross Macaroni Products, has announced the executive appointment of Mr. Victor H. Hinze to the office of Treasurer of the company. Mr. Hinze joined Canepa two years ago as Comptroller. He lives in Wheaton, Illinois with his family.

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OCTOBER, 1968

Fair Packaging & Labeling Act- Progress Report.

Congressman Paul G. Rogers, in checking progress made by industry and government under the Fair Packaging and Labeling Act, reported that seventy-five per cent of food labels requiring change have been changed or are in the process of being changed.

To determine how quickly consumers were realizing benefits provided under the Act, Rogers recently wrote to Dr. James Goddard, then Commissioner of Food and Drug Administration, and Paul Rand Dixon, Chairman of the Federal Trade Commission, asking for a report on implementation and the extent to which industry is meeting its responsibilities.

Agencies Commended

Rogers, who helped formulate the Act, commended FDA and FTC for the way they have moved ahead according to their reports. He said, "I am particularly encouraged by the statement in Dr. Goddard's reply that the record shows a very large percentage of food labels already changed and in use or in the hands of the printers."

"After noting results of a label-change survey by the Grocery Manufacturers of America, Inc., Dr. Goddard concludes that the food industry is to be complimented for the way in which it has moved to meet the spirit and letter of the new statute."

GMA Survey

The GMA survey reveals that most member companies have had to change over ninety per cent of their labels, not solely food products but drugs, cosmetics, and packaged products subject to FTC regulation. Even though estimates received from representatives of the printing and packaging industries indicate that total label changeover for all products subject to FPLA cannot be completed for approximately two-three years, the GMA survey shows substantial progress. Seventy-five per cent of those labels requiring change either have already been changed, are at the lithographer awaiting processing, have been exempted by FDA, or have been given FDA extension beyond the July 1, 1968 deadline because of lithographer delays or in order to use up existing stocks of labels.

Demands on Industry

Congressman Rogers pointed out that the demands placed on industry should

not be underestimated. The Wall Street Journal estimated that the changes will mean \$500 million of new labels this year alone.

The response from FTC Commissioner MacIntyre states that the FTC's regulations (covering consumer products other than foods, drugs, cosmetics, and devices) were issued in proposed form in June 1967 and in final form on March 19, 1968, and that industry as a whole is accepting the Act and is bringing labeling into compliance with it. The Commissioner said that literally thousands upon thousands of packages must experience labeling changes and time must be granted to effect these changes. However, he reported that changes are in fact being made.

Proliferation Problem

Mr. Rogers explained that the Fair Packaging and Labeling Act also dealt with the problem of apparent proliferation of the number of package sizes in which some products are marketed, and it provided for a voluntary system, under the aegis of the Department of Commerce, for setting standards to reduce the number of package sizes where such proliferation exists. Despite skepticism expressed by some as to the likelihood of effective action under such a voluntary system, he said he was pleased to note that on June 27 of this year, Under Secretary of Commerce Howard J. Samuels announced "remarkable progress" in this area and issued a detailed statement showing that "in fourteen basic items industry has taken steps to cut the number of package sizes" and that "sixty-five other industries have informed the Department they are working on plans to consolidate package sizes."

Significant Law

The Fair Packaging and Labeling Act represents the enactment by Congress of a timely and significant law, according to Rogers, and both the responsible agencies and the grocery manufacturing industry deserve commendation for the work they have done thus far in its implementation.

He noted, however, that labels still remain to be changed and packaging standards to be developed, warning that Congress expects continued progress to assure that the intent of this significant consumer legislation is fully met.

Comment on Proliferation Resolution

Eric Vadelund, Weights & Measures Coordinator, National Bureau of Standards, U. S. Department of Commerce, wrote as follows after being informed of the resolution on packaging proliferation at the NMMA Annual Meeting (see page 6, September issue):

"We have carefully reviewed the resolution adopted by the National Macaroni Manufacturers Association regarding simplification of retail package quantities. It is our view that this action by the Association will go far toward fulfilling the intent of Congress, and should benefit both manufacturers and consumers alike.

"Our only concern is the long period of time between the passage of the resolution and its suggested effective date. Many manufacturers are currently in the process of changing labels and packages to comply with the mandatory provisions of the Fair Packaging and Labeling Act. Further, any extensions of time to utilize existing stocks of non-conforming labels have not been granted beyond July 1, 1969. It's apparent, therefore, that manufacturers have to comply in all respects with the Fair Packaging and Labeling Act by that date. We would suggest a similar effective date for the standardization of package quantities."

Role of Research

Francis P. Tobolski, director of market research for Container Corporation of America, in a talk before the American Marketing Association:

Speaking of the role of research in developing creativity in the marketing and merchandising of products, Mr. Tobolski noted that even in today's competitive market, manufacturers still tend to ignore the role that basic market research can play in the success of a product and its package. Research is marketing intelligence and a critical input factor for ensuring creativity of the total selling effort.

"Though most will deny it, it remains a fact that too many basic marketing decisions are still made by the subjective, intuitive, seat-of-the-pants techniques of guessing, imagining and speculating," said Mr. Tobolski. Research, particularly with the sophisticated methods now evolved, is a major source of developing and directing creative trust throughout the entire spectrum of marketing. It must be used fully and early and not relegated to a role subordinate to any other input factor in the determination of a marketing strategy.

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A complete line of standard belt conveyors with modern, streamlined frames—sanitary construction and "quick connect sections"—Special features are offered such as: Lorig self-aligning drive pulleys—Powered rotary doffers for wiping belts on return side—Dust tight enclosures—Flat-wire and mesh-wire steel belts. *Write for Bulletin CC-10.*



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Ideal for conveying: Cereals • Snack Foods • Powdered Products • Frozen Vegetables • Chemicals • Detergents • Insecticides • Seeds • Macaroni • Flour • Pharmaceuticals • Beans • Rice • Metal Parts • Chips and Scraps. Sanitary Construction for easy cleaning; Capacities up to 4200 cu. ft./hr. Models for screening, dewatering, cooling, heating. *Bulletin GVC-10.*

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For 'Non-Flowing' Materials such as: Snack foods, cookies, frozen foods, stringy-wet-sticky and other 'bridgy' items. Capacities up to 70,000 lbs. *Bulletin CAC-10.*

STATIONERY BIN STORAGE



For 'Free-Flowing' Materials with automatic 'in and out' food systems, gates, alarm and controls. Capacities up to 120,000 lbs. *Bulletin CBS-10.*

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FDA Rating Sheets

Plant Evaluator System (PEV's) information has been sent by FDA's Bureau of Regulatory Compliance to District Directors. The PEV's are designed to provide a data base to improve planning techniques. The new concept calls for a problem-solving industry-side approach instead of the present problem-oriented individual-firm approach. It is dependent on a data bank of information on industry practices and conditions.

PEV's will provide the needed data base for determining the conditions in a specific industry, identifying problem patterns affecting sizeable segments of specific industries, and measuring changes in specific industries' compliance with good manufacturing practices.

With the PEV's it is expected FDA's Districts will be able to formulate more effective long range and short-term plans with a well defined knowledge of problems within an industry. It is also hoped Districts can better use available manpower and funds as a result of this information.

FDA stresses that Plant Evaluators are not designed or intended to score or rate individual plants and they are not to be used as a substitute for the documentation of any violation encountered.

The PEV for Macaroni and Noodle Products was issued on July 29, 1968.

Raw Materials

1. Are processed grains (semolina, durum flour, farina, etc.) and other raw materials inspected upon receipt for rodent, insect or other contamination what would render them unfit for human consumption?
2. Are critical raw materials (e.g., egg products, dry milk products, etc.) received under the supplier's guarantee of freedom from bacterial contamination or are they subjected to bacteriological examination by the firm?
3. Are raw materials requiring refrigeration stored at temperatures of 40°F or below?
4. Are the raw materials, which require storage in the frozen state, held at 0°F or below?
5. Are all raw materials stored and handled in a manner to prevent contamination or decomposition?
6. Are packaging materials for the finished product stored under sanitary conditions?
7. Are potentially dangerous chemicals (e.g., pesticides, boiler compounds, etc.) properly identified, stored, and handled in a manner which will pre-

clude contamination of the food products?

8. Is the raw material storage area free of any evidence of the presence of dogs, cats, birds and vermin (including rodents and insects)?

Manufacturing and Processing

9. Do all persons handling food and food contact surfaces wear clean outer garments and hair restraints; maintain a high degree of personal cleanliness and conform to hygienic practices while on duty?
10. Are frozen eggs and other materials capable of supporting rapid bacterial growth used without undue delay after removal from storage?
11. Are dead spaces in equipment (e.g., boots, talling boxes, etc.) routinely cleaned?
12. Is equipment including scrap grinders, dryers, drying rooms, extenders, dryer trays, etc., free of any evidence of insects or rodents?
13. Are fans and blowers located and operated in a manner which will minimize the contamination of the food products by airborne contaminants?
14. Is the water in contact directly or indirectly with the product from an approved source (municipal supply or tested private source)?
15. Are the contact surfaces of utensils and equipment adequately cleaned on a scheduled basis?
16. Are all food additives used permitted and are their restrictions for use observed?
17. Is the contamination of the food products (raw materials, in-process and finished products) averted through properly disposing of all spillage, scraps, and returned materials?
18. Are handwashing facilities available in the processing areas?
19. Are potentially dangerous chemicals (e.g., pesticides, boiler compounds, etc.), used in a manner to preclude contamination of foods?
20. Is the manufacturing area free of any evidence of the presence of dogs, cats, birds, and vermin (including rodents and insects)?

Finished Products

46. Are the finished products periodically sampled and analyzed for bacterial contamination, including Salmonella?
47. Is the finished product storage area free of any evidence of the presence of dogs, cats, birds and vermin (including rodents and insects)?

48. Is packaging adequate to prevent contamination of the product.

49.-55. Not Used.

Labeling and Promotional

56. Are the finished products coded to identify the day of production?
 57. Does the firm maintain an adequate inventory control system which reflects the history of each lot from its raw material stage through distribution of the finished product?
- 58.-60. Not Used.

Added Precautions



NMMA Director of Research James J. Winston suggests the following practices to augment plant sanitation programs:

1. All equipment utilized in the manufacture of noodle products should be dismantled every 24 hours; thoroughly cleaned and sanitized using 200-300 parts per million of available chlorine followed by a water rinse. This is especially applicable to egg-water mixer; holding tank; pumps; doser; dough mixer, and cutter.
2. "Cleaning in place" every eight hours should be carried out in the egg-water system; pumps, connections, doser, etc. I recommend the use of 300 parts per million of available chlorine.
3. Dip solutions should be made available for workers' hands. Iodine solutions containing 15-20 ppm of Iodine are very effective in the destruction of Salmonella and other deleterious organisms.
4. Liquid soap containing 3% Hexachlorophene should be installed in wash rooms with signs on walls directing workers to wash hands before returning to work benches.
5. Dough in mixers should not be touched by workers' hands; an aluminum scoop with a long handle, properly sanitized, should be made available.

Manufacturers are urged to make a concerted effort to comply with recommendations for "Good Manufacturing Practices" in order to safeguard the interests of the entire industry.

THE INSIDE STORY AT VIMCO:

(or, how Goodyear fiberglass-reinforced plastic bins save money, time and effort for a big macaroni company)

Space-saving Goodyear bins nest when empty, stack when full.

Easy-handling bins are lightweight yet strong, with tough NEOTHANE® rubber rims.

Giant 260-gallon size permits uniform grading of food by type, size, etc.

Approved by MID and Poultry Division of USDA and Canadian Department of Agriculture.



Labor-saving Goodyear bins hold more per load, need fewer loads per quantity than any practical-size steel bins.

Sanitary, seamless interiors give dirt and bacteria no place to hide.

Easy-to-clean with just detergent and steam or hot water, bins won't corrode, contaminate or rust.

Employees waste less time moving bins, spend more time moving out macaroni, noodles and vermicelli here at Vimco Macaroni Co. in Carnegie, Pa. Goodyear bins make the difference. They can for you, too. For the full money-saving story, mail this coupon today.

GOOD YEAR

OCTOBER, 1968

Goodyear Aerospace Corporation
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Akron, Ohio 44305
Please send me more information on Goodyear's fiberglass-reinforced plastic bins.
Name _____ Title _____
Company _____
Address _____
City, State, Zip _____

The Break-Through Company

Henningsen Foods, Inc. has just prepared an attractive and instructive company brochure.

Henningsen brought their experience in egg dehydration to the United States in the early 1930's and were leaders in the development of the egg-freezing and dehydrating industry.

Their first goal was to create a dehydrated egg that would retain all the inherent qualities of fresh eggs such as the ability to whip, coagulate, emulsify and to retain natural egg flavor, nutrition and color. And in the process, provide new convenience in handling and using eggs: precision scaling, faster mixing, complete performance, excellent shelf life, simple and efficient handling, low cost, and easy storage.

At the same time, Henningsen introduced new sanitary procedures and developed methods for pasteurization of liquid eggs before drying, which reduced bacteria levels. Henningsen succeeded in both efforts. Today, every part of the food processing industry uses egg solids, and the use of egg solids has grown 50% in the last two years.

The company was a pioneer in producing salmonella-negative egg products. They work closely with Federal regulatory agencies to establish higher standards for egg solids.

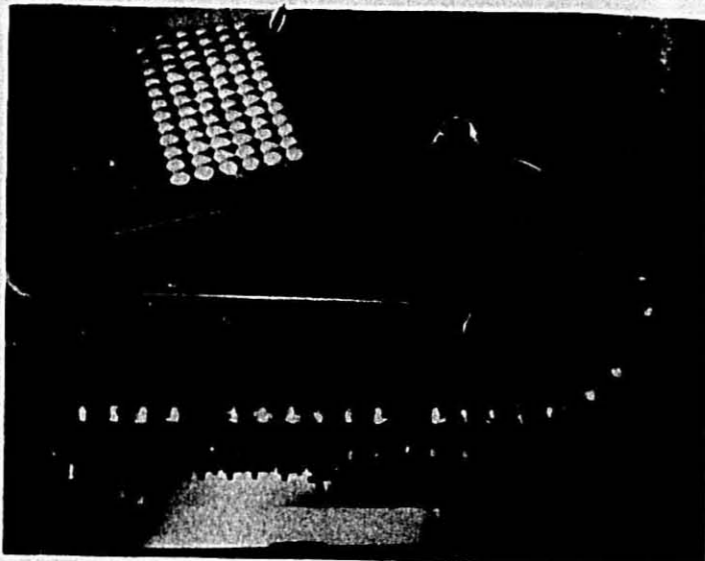
In the early 1960's, Henningsen introduced its first dehydrated chicken meat and beef products. When dehydrated these products recapture their original flavor. Now they are being used profitably in new foods such as instant dry soups, snack crackers, sauces, prepared dinners and casserole dishes that require neither refrigeration nor freezing.

Research the Key

Research has been the key to Henningsen expansion. Today Henningsen asks food manufacturers, "What do you want?" If you are looking for a way to create a new product, or improve an old one, discuss your problem with Henningsen. If they do not have a product to meet your needs, they will attempt to make one.

Their research center is in Springfield, Missouri with an extensive pilot plant with virtually every type of dehydration equipment. Other facilities for egg breaking and dehydration are located at David City, Ravenna, and Norfolk, Nebraska, and at Malvern, Iowa. Meat processing is done at Norfolk.

In each of the plants the company operates special machinery, designed and built by themselves. One is a new patented egg-breaking machine, the fastest one in existence and excellent in operator control.



The Henningsen Model 10 egg breaking machine breaks 25% faster than other machines. It breaks and separates over 10,000

They have warehouses in most major cities with 50 sales representatives covering the country and some 35 abroad.

The organization developed by Henningsen is a tribute to the management of the chairman of the board, Victor W. Henningsen, Sr. and his sons, Victor, Jr., president, and John T. Henningsen, Executive Vice President.

A copy of the brochure is available upon request from the company.

Good Old Egg

What is an egg? To the housewife it's breakfast. She buys 1½ doz. each week—no more, no less—regardless of price. Her complaints are twofold: "How about giving me a see-through carton, and occasionally I get a broken egg."

To the retailer eggs are a mixed blessing, variously showing up as a head-

ache, a staple item, a profit builder and a source of frustration when he can't get distributors to provide him point-of-purchase materials.

Dr. L. A. Wilhelm, president of Poultry & Egg National Board, compares the egg industry with the three blind men and the elephant. Each received a very different impression simply because he discovered a different part of the beast.

"Most of the bad image of the egg industry is in the minds of distributors and producers, and it's not as bad as they think," said Wilhelm, "granting that problems such as cholesterol, salmonella and residues do exist."

He would like to view eggs this way: "This is a wonderful business! I produce the most necessary product in the world—food. And I produce the most complete and nutritious of foods—eggs!"

Government Egg Reports

U. S. Cold Storage Report		Aug. 1, 1968	Year Ago	5 Yr. Avg.
Shell Eggs (Cases)		258,000	391,000	273,000
Frozen whites	Pounds	13,179,000	10,792,000	20,622,000
Frozen yolks	Pounds	27,042,000	23,440,000	25,274,000
Frozen whole eggs	Pounds	66,930,000	56,584,000	52,606,000
Frozen unclassified	Pounds	4,978,000	1,920,000	2,166,000
Frozen Eggs—Total	Pounds	112,129,000	92,736,000	100,668,000

Crop Report (48 States)		July 1968	July 1967
Shell eggs produced		5,767,000,000	5,855,000,000
Average number of layers		305,200,000	307,400,000
Average rate of lay		18.9	19.0

Layer Report:		Aug. 1, 1968	Aug. 1, 1967
Hens and Pullets of Laying Age		305,317,000	308,597,000
Eggs Laid per 100 Layers		60.3	60.6

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- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.

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Durum Production Is IMportant

The Grist, the International Milling Company employee's publication, recently had an article on durum production. Highlights are quoted with permission.

IF there were no sales, it would be pointless to produce IM's products. And, on the "flip-side" of the record, if there were no people, equipment or facilities to produce the products, it would be pointless to try to sell them.

In our increasingly sophisticated marketing environment, this same thought can be extended in varying degrees to other areas such as research and development, quality control, transportation, financing, clerical support, maintenance, and a host of other functions.

Difference in Milling

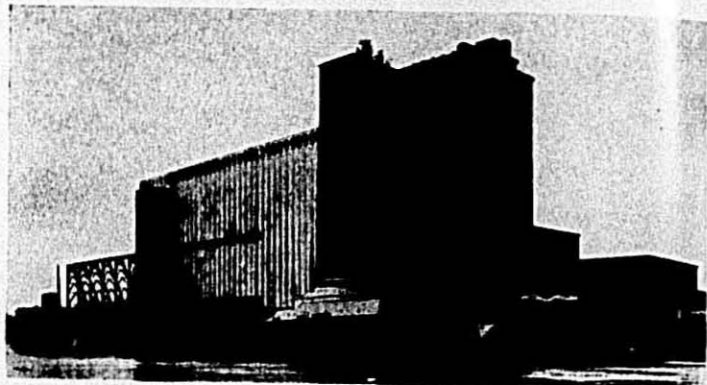
One of the continuing "mysteries" of durum milling is "how does it differ from regular flour milling." The basic difference in durum semolina and durum flour—as compared to regular wheat flour—stems from the difference in the varieties of wheat from which they are milled. Durum wheat is much harder than red spring and winter wheats, and has a "flinty" texture and a distinctive "amber" color.

In the actual milling operation, durum wheat is ground to produce a granular product which feels like salt or sugar—rather than a powdery product, as in regular wheat flour. The purified middlings from durum wheat are known as semolina. This product is the favorite of the macaroni manufacturers because of its creamy yellow color and exceptional gluten quality. Its general firmness and consistency help it to retain its shape when cooked, and give macaroni products their firm "bite."

Finer grinding of semolina produces durum flour, which is used primarily in noodle making. Bread flour is shunned by most macaroni producers because of its dull-white color and "pasty" or "mushy" texture when cooked. In some past years, however, when the durum wheat crop was in short supply, there have been some blends of durum and bread wheats—primarily to "stretch" the crop. The overwhelming demand in the macaroni trade, of course, continues to be for one-hundred per cent semolina, made from durum wheat.

Production Facilities

IM's durum operation has two principal production facilities in the U. S.: one at Baldwinsville, N. Y. and the other in St. Paul, Minnesota. In Canada, their Port Colborne plant also has a



Port Colborne of International Milling Company on Welland Canal.

durum unit. New Prague and Wabash, Minnesota also produce durum flour (not semolina) on a part time basis, although their primary production is family and bakery flour.

The durum unit at Port Colborne operates differently than those in the United States in that it is designed to produce both durum and spring wheat products interchangeably. Actually, there are four separate milling units including the one which is used for durum production. Although the entire plant employs some 200 people, only about six to ten work on the durum unit at any one time, although they run a complete cycle of shifts.

Plant Personnel

Nick Flesch is the plant manager at Port Colborne, and Bill Connor, who has 36 years with the company, is the head miller and general overseer of the durum operation.

Ken Bartlett is the plant manager at Baldwinsville. He has 34 employees under his jurisdiction. Running the mill three shifts, this group can produce enough semolina and durum products in one month to provide more than a platter of spaghetti for over half the population of the United States.

At the St. Paul plant (two plants, actually: St. Paul "A" and "B" mills), the plant manager is Elgin Foster. St. Paul employs about 50 people and produces more than half a million pounds of semolina and durum products per day.

Ben Schwartzbauer, trick miller, is the senior production employee at St. Paul. He has worked there for nearly 38 years.

So, the next time you're enjoying a macaroni hot dish or a platter of spa-

ghetti (rigatoni, lasagna, etc.) give a thought and some thanks to the people at IM's durum plants whose individual and collective efforts enable to make these the highest quality, most nutritious and delectable macaroni products in the world.

Crop Appraisal

Observers from the Crop Quality Council covered a 5,700 mile route from August 4 to August 14 through the Upper Midwest checking grain stands, moisture conditions, and production prospects of more than 700 fields. Here are highlights reported by Executive Vice President Gene Hayden:

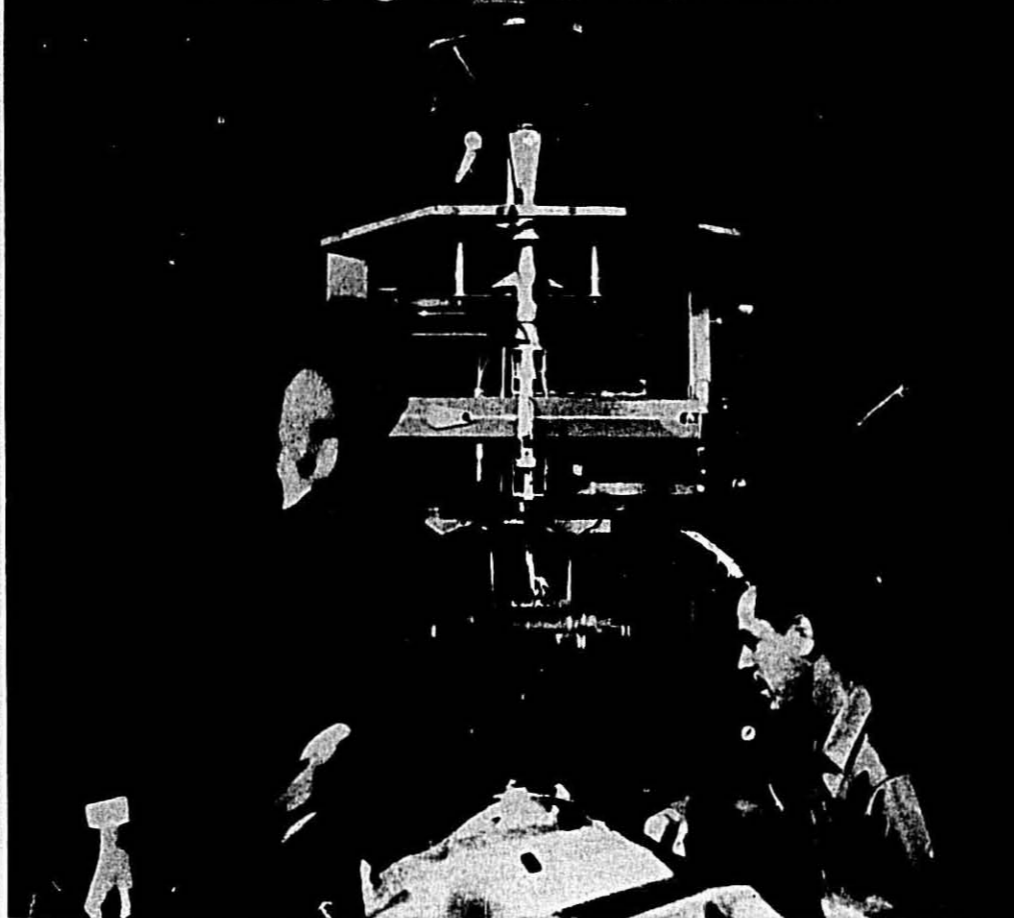
Record Production

Early seeding of spring grains, good survival of winter wheat and generally favorable growing conditions have contributed to record wheat production prospects in North Dakota and Montana. Much above average yields of spring wheat, durum and barley were being harvested in North Dakota. Record winter wheat yields were in prospect for Montana.

Spring bread wheat prospects ranged from good to excellent in most of the Canadian provinces of Alberta and Manitoba. Overall production potentials in Saskatchewan were good, despite earlier serious drought in southern areas. As a result of general rains, moisture conditions were excellent in the three Prairie Provinces. Recent cool temperatures had slowed crop development increasing the threat of frost damage.

Cereal diseases are not expected to significantly affect grain production this year.

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Early seeding, abundant rainfall, and favorable temperatures have contributed to record bread wheat, durum and barley crops in North Dakota this year. In the heavy durum producing territory north of Lakota and Devils Lake to Rock Lake and Langdon, stands were expected to average 35 to 40 bushels, with some 50 bushel fields likely. Some swathing of durum began in mid-August near Lakota and Devils Lake, but not until about August 22 in the Langdon area.

Increases in durum acreage were most evident in the Red River Valley north of Fargo-Moorhead and in the northwestern North Dakota counties. Scattered showers in the Red River Valley the first two weeks of August slowed harvesting somewhat as farmers were forced to wait for the grain to dry enough to store. In areas where the heavy stands were lodged, maturing and drying was slowed even more. Limited amounts of head blight were found in several durum fields, and only traces of black point were noted in early harvested samples outside the main durum growing area.

Fields withstood earlier drought surprisingly well in the Fortuna-Crosby-Powers Lake area of extreme northwestern North Dakota. Recent rains there aided filling of heads. Bread wheat and durum in this area should average 20 to 25 bushels. North of Minot and Rugby to Mohall and Bottineau, stands suffered more from earlier drought, and yields of 12 to 15 bushels of bread wheat and 15 to 18 bushels of durum were expected. Some late seeded fields of durum in this area had benefited from recent rains and might produce 25 bushels per acre.

Overall Montana spring wheat prospects ranged from fair to good, with total production expected to be slightly below average. Significant increases in spring wheat and durum acreages had occurred in the northwestern portion of the Triangle.

USDA Semi-Annual Durum Report

Based on conditions July 1, the 1968 durum wheat crop was estimated to be 94.3 million bushels by the Statistical Reporting Service of the U. S. Department of Agriculture. A crop of this size would be 50 per cent larger than last year's crop and 46 per cent above average. 3.6 million acres were seeded to durum this Spring, 29 per cent more than in 1967, with all the durum states increasing the acreage devoted to this crop. Much of the increase was due to switching from hard wheat to durum because durum commanded a higher

price during the past year. Increases in acreage ranged from 19 per cent in South Dakota to 70 per cent in Minnesota. Yields are expected to average 28.4 bushels per harvested acre in the durum States and if so the U. S. crop will be the largest since 1928 when nearly 96 million bushels were produced from 6.8 million acres. In North Dakota where 84 per cent of this year's production is expected, the yield per acre is estimated at 27.0 bushels against 22.5 bushels in 1967 and the 5-year average of 28.7 bushels. Development of the crop was reported slightly behind normal but growing conditions at mid-July were favorable for growth.

The August 1 crop estimate for durum was set at 104,568,000 bushels. This is up from last year's 63,013,000 bushels and the 5-year average of 64,467,000.

Stocks

Old crop durum wheat stored in all positions July 1 amounted to 22.9 million bushels and were the smallest since 1962. With a huge crop in prospect, off-farm stocks were only about one-half as large as last year on that date. Mill and elevator stocks amounted to only 5.4 million bushels. Farm stocks totaled 17.1 million bushels July 1, only 7 per cent below last year. Disappearance from farms in the April-June quarter amounted to 14 million bushels. Based on stocks at the end of the crop year, disappearance during the season amounted to 69 million bushels. CCC owned only 319,000 bushels on June 30, 1968.

Canadian Situation

In March, 1968 Canadian farmers said they intended to increase durum wheat acreage sharply from 1967. Durum was 2,339,000 acres as compared to 1,322,000 in 1967. Prairie farmers expected to plant 1,805,000 acres to this crop, up 37 per cent from the year before. The 1967 durum crop was estimated at 20.6 million bushels in mid-October, 1967. The visible supply of Canadian durum on June 26, 1968, was 14.2 million bushels compared to 12.2 million on that date

U.S. Durum Mill Grind	1968		1967	
	Semolina 000 cwts.	Durum 000 bus.	Semolina 000 cwts.	Durum 000 bus.
January	1,146	2,551	1,151	2,659
February	1,190	2,605	1,111	2,561
March	1,115	2,499	1,178	2,626
April	870	1,937	785	1,820
May	895	1,995	1,013	2,317
June	923	2,032	988	2,190
July			832	1,892
August			1,192	2,748
September			1,170	2,784
October			1,247	2,719
November			1,001	2,211
December			886	2,005

in 1967. Canadian mills ground 3,531,000 bushels from August 1, 1967 through June 26, 1968, for domestic use and export. Overseas exports of durum wheat from Canada in the crop year (August 1 through June 30) amounted to 9,778,000 bushels. Commercial disappearance was down sharply from a year ago and amounted to only 13.7 million bushels from August 1 through June compared with 28.3 million the same period the year before.

Prices

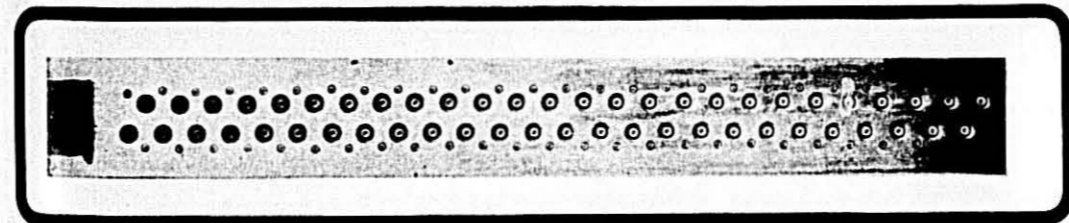
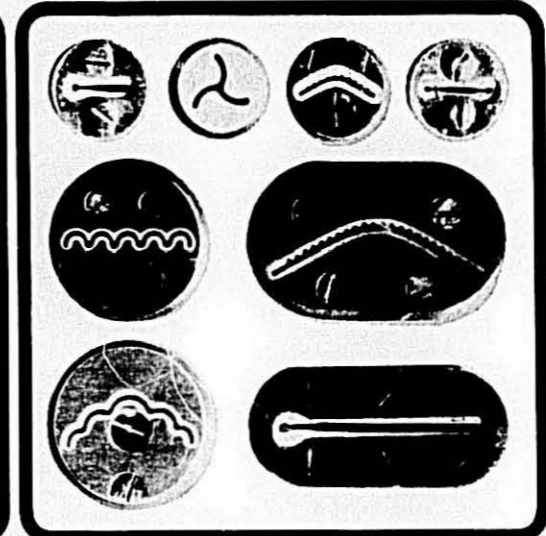
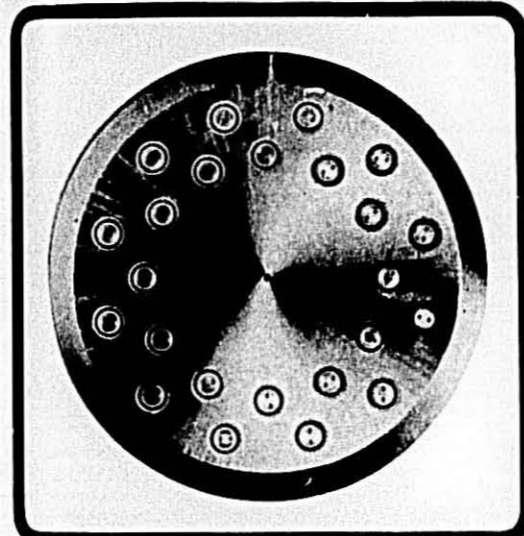
In 1967-68 durum prices again showed the most strength relative to the loan. For the entire year No. 1 Hard Amber Durum at Minneapolis averaged \$2.02 a bushel, substantially above the loan rate. Considering the size of the 1968-69 durum supply it is unlikely that prices could average as high in 1968-69. However, during July 1968 durum prices were still around 40¢ above the loan.

Durum Exports

000 bushels	1967-68	1966-67	1965-66
Algeria	8,692	11,665	3,191
Belgium	2,816	2,041	1,477
Chile	0	424	0
Dominican Republic	282	225	140
France	4,847	7,630	10,102
West Germany	615	411	267
India	0	1,510	1,054
Ireland	44	1,018	0
Italy	3,228	4,109	3,938
Japan	772	529	158
Lebanon	0	853	3,075
Morocco	661	1,504	0
Netherlands	3,670	6,145	6,433
Norway	0	657	74
Poland	854	0	0
Portugal	466	1,280	739
Spain	0	0	592
Tunisia	2,516	0	0
United Kingdom	101	6,270	1,734
Venezuela	1,224	873	926
Others	315	0	2
Total	31,103	47,144	33,852



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Kenneth Lloyd Spencer

From the Pasta Post

Pasta Foods Limited of St. Albans, Herts, England publishes a monthly flyer with news of the company and its products.

A recent issue told about Kenneth Lloyd Spencer, who joined the company as sales manager over a year-and-a-half ago. He spends most of his time developing the retail side of the business. And he has produced results. Since September, 1968, when he came with Pasta Foods, sales have increased some 86%.

Upon joining the company he saw two areas for rapid development. The first was an improvement in packaging. He found that less than 20% of products were film wrapped. Today it is in excess of 80%. Secondly, he saw opportunity in private label packing.

Pasta Foods produces the greatest variety of products manufactured in the United Kingdom with long goods, short goods, folded goods and shapes. Their own brands are Avery and Record. They pack for such supermarkets as Tesco, Allied Suppliers, Key Markets, Pricerite, etc. The retail trade takes pounds, 12 ounces, half-pounds. The catering trade takes 7, 14, 28 and 56 lbs.

Market Survey

Recent grocery trade research shows that South East England (the area roughly covered by London, Southern and Anglia ITV areas) accounts for 56% of all dry pasta sales in the U. K. although only containing 34% of the population. And an important point to remember is that substantial quantities

of pasta are sold by Italian outlets, whose sales would not be reflected in these figures.

By volume, the market takes 40% spaghetti, 40% short cut macaroni, 20% other pastas. By monetary value however, each represents about one-third. The southern half of England sells far more spaghetti and far less short cut macaroni, whilst in the north the reverse is true. Italian and continental communities in the UK consume large quantities of pasta shapes of various kinds.

Pasta Foods recently brought out a 7 lb. pack for the catering trade. The original thought was that it would enable caterers to estimate their quantities more accurately without weighing. But the surprise was that this pack also proved attractive to London's Italian community, who really appreciated the quality of the pasta supplied. It is interesting to note that a 7 lb. pack would last the average English family for almost a year. An Italian family consumes the contents in less than a week.

Display Positions

Self service stores display pasta in a variety of places and positions. In some cases, short cut macaroni is displayed with cereals, whereas spaghetti is best placed with canned tomatoes, puree, etc. Due to the considerable inconvenience of displaying 21 inch spaghetti it is often relegated to any corner which will take its length. As a result, spaghetti sales frequently suffer. Some major chains of stores are now tending to boost sales of delicatessen with special sections, into which all pasta, including special shapes are incorporated. Reports say that this has increased not only delicatessen and pasta sales, but has shown an upward trend in turnover for the whole store.

Pasta Foods have produced an attractive display stand, especially designed to carry pasta and some related items. It is permanent, in bright wire. They are considering giving it free to stores which can turn over substantial quantities of pasta within agreed periods.

Yankee Noodles

"Dream a little (you could start a national institution!)" says the caption on

an ad by Atlas Chemical Industries, of Wilmington, Delaware. Copy says: "Yankee noodles? Why not? Sell them stuffed with Maryland crab, Texas beef, Georgia peaches... right on through 50 state foods. Come to think of it 'Yankee Noodles Dandy' isn't so far fetched!"

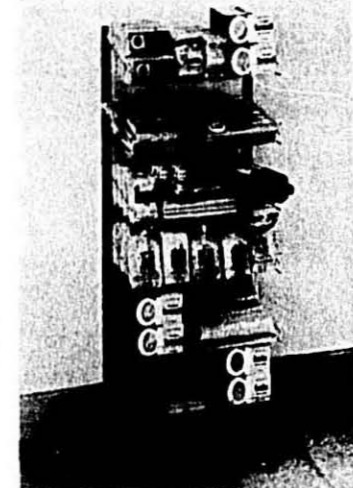
Then assistance is offered in the development of new foods through one of Atlas' technical services.

New Products Spur Growth

Almost all of the annual sales gains in the grocery business can be traced to new items, according to A. C. Nielsen Company, the international marketing research firm.

Items not classified as new during the latest 12-month period measured by Nielsen accounted for just over \$57 billion in sales, about equal the total volume of the previous year. New items, however, accounted for almost \$8 billion additional sales. This was 12.2% of the year's total business, or nearly all the gain.

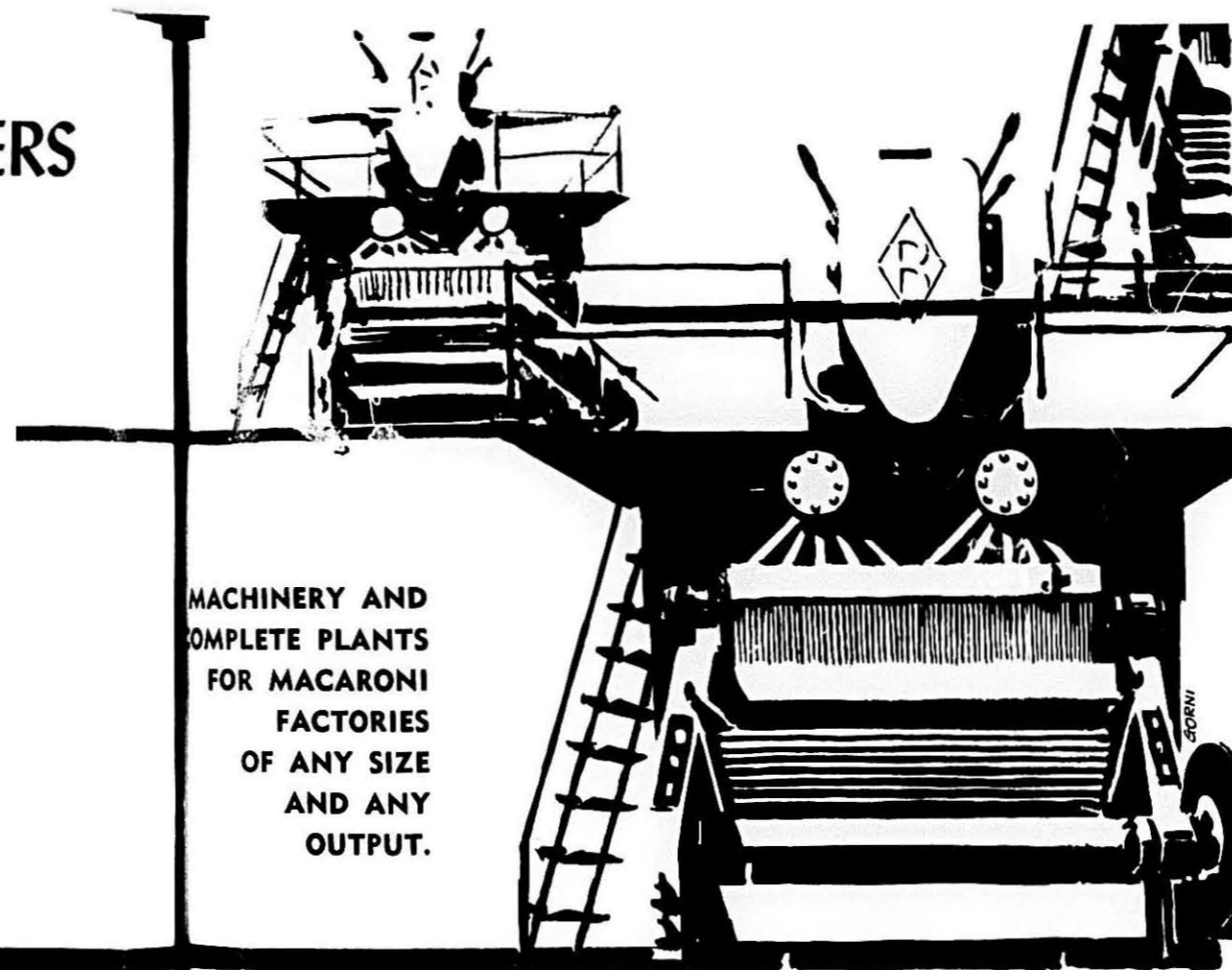
While new products can be highly profitable, Nielsen pointed out that innovation also has its risks. Of 100 new products offered to grocery buyers, only 23 eventually are accepted.



Special display stand for Pasta Foods.

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CLASSIFIED ADVERTISING RATES

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WANTED—Used D. F. Long and Short Cut Presses. Box No. 255, Macaroni Journal, Palatine, Ill. 60067.

FOR SALE—Complete, automatic, modern equipment, for 40,000 lbs. daily production. Long, Short, and Noodle products. Bulk Flour System. St. Louis Mac. Co., 5119 Bischoff, St. Louis, Mo. 63110.

WANTED—"Batch" type equipment: Mixer, Kneader, Doughbreck and Cutter. Box 258, Macaroni Journal, Palatine, Ill. 60067.

Reference Materials

NMMA Seminar on Wheat materials in vinyl binder, \$5 from Association office, P.O. Box 338, Palatine, Ill. 60067. Includes 76 page book "From Wheat to Flour," statistical tabulations on durum supply and distribution, copies of papers presented at the Minneapolis meeting.

"Macaroni Products, Manufacture, Processing and Packing," second edition by Dr. Charles Hummel, \$19 domestic, \$20 foreign, from Avi Publishing Co., Westport, Conn. 06880.



John Swan

John Swan, Divisional Sales Manager of Rossotti Lithograph Corporation, North Bergen, N.J., died on July 11, 1968. Mr. Swan suffered a heart attack while away from home on a business trip.

He was employed by the Rossotti organization for 18 years rising through the sales department to become Divisional Sales Manager for New York State and New England.

Born in Newark, N.J., John moved his residence to Rochester, N.Y. when transferred there by Rossotti in 1952. He was an Air Force veteran of World War II and a graduate of Seton Hall University, South Orange, N.J.

Mr. Swan is survived by his wife, Bernice.

Ad Agency for Ronzoni

The Ronzoni Macaroni Company has named Firestone and Associates, Inc. to handle advertising in all markets, effective September 1. The announcement was made by Emanuele Ronzoni, Jr., company president. The agency, which has been handling the account in Philadelphia, Boston and Providence for the past year, will now advertise Ronzoni products in the company's main market, New York.



"Date" This Noodle Pudding

Noodle pudding is always delicious, but an extra added special ingredient can push it up into a class all by itself. Dates can make such a difference, according to the Home Economics Department of the Bordo Products Company, packers and processors of imported pitted dates. Here is their recipe for a most delectable noodle pudding that makes an excellent side dish or dessert!

1 8-oz. package fine cut egg noodles
1/2 cup butter
1 cup firmly packed brown sugar
1 8-oz. package Bordo imported diced dates (or whole dates, cut up)
1 tablespoon lemon juice
1 egg

Cook the noodles according to package directions. Drain. Mix noodles with butter and brown sugar until both are melted. Add dates, lemon juice and egg. Mix until blended.

Bake in greased 1-quart casserole at 350° for 30 minutes.
Serves six.

Pizzagetti 'n Beef

American Home Foods is marketing Chef Boy-Ar-Dee Pizzagetti 'n Beef. The product is bite-size spaghetti and beef in a pizza sauce.

Four color page ads in Family Circle and TV Guide are scheduled. Television advertising is planned for children and adult shows.

New Jenny Lee Design

Mr. H. C. Boehnhardt, Vice President Director of Sales for Jenny Lee, Inc., St. Paul, Minnesota, has announced that effective immediately the entire small carton line of Jenny Lee Macaroni, Spaghetti and Egg Noodle products will feature a new red package design.

After extensive testing a new vibrant red color with yellow outlining was developed. Large readable product names will provide increased shelf impact and better consumer identification.

Macaroni Quiz



1. What famous movie star said, "Everything I've got I got from eating spaghetti"? (a) Gina Lollobrigida (b) Sophia Loren (c) Shirley Temple.



2. The Chinese enjoyed macaroni products in various forms as early as? (a) 5000 B.C. (b) 1500 A.D. (c) just after the egg roll.



3. According to law, egg noodles must contain—in addition to semolina, flour and water? (a) 10% egg solids (b) 5.5% egg solids (c) one meatball.



4. The Department of Agriculture reports a record world wheat crop for 1968. How many bushels will that be? (a) 940 thousand (b) 9.4 million (c) 9.4 billion.



5. The Diamond Packaging Products Division provides top quality packaging to the Macaroni Industry by which printing method? (a) Offset Lithography (b) Letterpress (c) Gravure.

Answers to Quiz:
1: b; 2: a; 3: a; 4: b; 5: b. Take your pick.

IS SHE MADE OF SPAGHETTI?

Next to the hot dog, macaroni products such as spaghetti and noodles (with hamburger) are mealtime favorites of millions of Americans of all ages. How much do you know about macaroni? Try this Diamond Packaging Products Division Quick Quiz and see.



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friend (frend) n 1: a person whom one knows and is fond of; an associate regarded with mutual respect. 2: a person on the same side in a struggle; an ally; one held in common esteem.

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