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Macaroni Journal

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In This Issue:

Cover Photo

Miles of macaroni: A total of 1.3 billion pounds of macaroni products or 112.2 million miles in spaghetti—enough to encircle the globe 4,506 times—was consumed during 1969, a record year for the industry. Chris Etter helps to boost the 1970 consumption figure even higher. Story on page 22.

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Macaroni Journal Marks 51st Year

The objective of the National Macaroni Manufacturers Association is to promote and safeguard the industry and elevate macaroni manufacture to the highest plane of efficiency, effectiveness and public service. The Macaroni Journal is an official publication.

WAY BACK WHEN

• Twenty years ago Macaroni Journal Editor M. J. Donna (many of his readers thought "M. J." stood for Macaroni Journal) dedicated the 31st Anniversary issue to James T. Williams, founder of The Creamette Company, and founder of The Macaroni Journal during his term as president of the National Macaroni Manufacturers Association in 1919.

It was as early as 1904 when macaroni manufacturers united into a national association while meeting in Pittsburgh, Pennsylvania in April of that year. And there was a private publication owned by the late Fred Becker, Sr. of the Pfaffman Egg Noodle Company of Cleveland, Ohio, that served as an industry trade publication.

But it wasn't until 1919 following World War I that the Association felt the need for a full-time executive to keep track of government activities as well as industry matters, and in order to defray overhead publish trade magazine.

Thus M. J. Donna was hired in the dual role of editor of The Macaroni Journal and secretary of the National Macaroni Manufacturers Association.

• It was coincidental that some thirty years later, the general manager of The Creamette Company would be president of the National Macaroni Manufacturers Association and one of the incorporators of the National Macaroni Institute. C. L. Bud Norris was in office when Robert M. Green was hired to head up the newly-incorporated activity of the National Macaroni Institute and soon after was given the responsibilities as secretary of the National Macaroni Manufacturers Association, while M. J. Donna continued to edit The Macaroni Journal.

At just about the same time, the firm of Theodore R. Sills was employed as public relations counselors for the National Macaroni Institute, and at the Winter Meeting in 1950 both Green and Sills gave an accounting of their first year's operation. There was high enthusiasm for the expectations of what national publicity could accomplish.

C. L. Norris

Look Magazine, for example, conducted a nationwide poll to determine America's favorite dishes. They placed steak and roast beef first, fried chicken second, and spaghetti and meat balls third.

In the Anniversary issue for April, 1950, President C. L. Norris exhorted the membership to (1) get your dues up to date if in arrears; (2) build the highest quality product possible; (3) keep your competition clean; (4) subscribe to the National Macaroni Institute; (5) consider contributing two cents or five cents per hundredweight toward our publicity campaign; (6) perform an even better job of merchandising your own brand.

Ten Years Ago

• Lloyd Skinner's arrival to the Durum Show in Langdon, North Dakota, created more than usual excitement. The immediate past president of the National Macaroni Manufacturers Association and his pilot, Eugene Wood, flew from Omaha in a Cessna 182 Skylane. They stopped at Fargo enroute and inquired as to weather conditions at Langdon. They were told that Langdon had only a couple of inches of snow and were under the impression that the runway was serviceable. Instead, they found a couple of feet of snow and nosed over when their plane hit the crust attempting to land on the runway. The wings of the aircraft were damaged, but the passengers were only shaken up.

• Donald G. Fletcher, executive secretary of the Rust Prevention Association, later to become the Crop Quality Council, declared at the Durum Show: "The research being done today will determine the future. The genetic groundwork for varieties needed ten years from now is being laid today. With a vigorous, well supported research program, the future for durum production can be bright."

Bright it was, and one of the workers in the field to make it that way was Victor Sturlaugson, superintendent at the branch experiment station of the North Dakota Agricultural College, in Langdon. Ten years ago Victor Sturlaugson was awarded a plaque as an outstanding agriculturalist. Last Fall at the Durum Show he was given an Oscar for his efforts, just prior to his retirement, by the National Macaroni Manufacturers Association.

• Ten years ago the Buhler organization of Uzwil, Switzerland, was celebrating its centennial. It is to be noted that in the development and modernization of the macaroni industry, Buhler put one of the first screw presses for macaroni production on the market, and was one of the first with continuous dryers for long and short goods. Their farflung activities around the world are described in an article on page 18.

Five Years Ago

• Representatives from nearly forty countries of the world took part in an international convention of macaroni manufacturers called by the Braibanti Company of Milan, Italy.

Engineers Mario and Giuseppe Braibanti are credited with the construction of the world's first automatic macaroni press in 1932.

• The National Macaroni Manufacturers Association held its Annual Meeting that year in New York City to avail itself of an opportunity to attend the New York World's Fair. Time Magazine declared that the great fair succeeded because it so abundantly contained the variety of the world.

So macaroni progresses as a universal food, as a vehicle for all types of foodstuffs in all kinds of climes.

We salute the manufacturers of macaroni products around the world and their suppliers, too, particularly those listed on page 36, who have done so much to assist the industry in its efforts for public service.

Amber Mill in Rush City

RAY Sybrant retired in January after almost 30 years on the job at the Amber Mill, Rush City, Minnesota.

During those years he saw progress from a rather quaint and old-fashioned operation to one of the most modern and efficient in the nation, running around-the-clock six to seven days a week.

Ray turned 65 in January, and now he is taking it easy on his small farm five miles west of Rush City. He and Mrs. Sybrant are enjoying visits from their nine grown children, and Ray finds plenty of time for his favorite occupations of hunting, fishing, and farming on a small scale.

Rush City, you see, is not really in a rush to get anywhere. It is doing just fine with its population of just over 1,200. Amber Mill's tall white concrete storage tanks dominate this little country town's skyline. The mill superintendent, Lloyd Wall, lives just down the street in a comfortable home with plenty of lawn and garden space.

Both Ray Sybrant, retired warehouseman, and Lloyd Wall, active superintendent, are the kind of people who live their jobs. Most of the people at Amber Mill are. It's the natural thing to do in a small town like Rush City. Home and job are never far apart.

For producers of macaroni and spaghetti products over the nation, Rush City, Minnesota, is a familiar point-of-origin on the waybills for semolina and durum flours. It has become, over the years, synonymous with quality and prompt service. This dependability is the result of many years of concentrated effort by the people of Amber Mill—even at Rush City's more sedate rural pace.

Ideal Setting

The town of Rush City does have an almost ideal setting. Just to the west is Rush Lake, a popular fishing and vacation spot. A few miles to the east is the famous St. Croix River, with its beautiful valley and clear waters. The St. Croix has been designated here as one of the nation's few wild rivers, and will be preserved as such.

Yet, only an hour's drive south on the freeway is the great metropolitan complex of the Twin Cities—Minneapolis and St. Paul. Or, a couple of hour's north on the same freeway one comes to the world's largest inland port, Duluth-Superior on Lake Superior.

The Twin Cities are a famous grain marketing center. Here is the northernmost point that barges can come up the Mississippi River, to pick up the grain abundance from the two Dakotas, Montana and Minnesota.

The Duluth-Superior harbor, at the head of the Great Lakes, is crowded with tall grain elevators, for here grain can take ship for anywhere in the world.

Thus at Rush City, Amber Mill is in a privileged position to draw from the world-famous durum-growing area, which begins just across the state of Minnesota to the Northwest. This is the renowned "durum triangle," beginning in Minnesota and continuing over a large part of eastern North Dakota.

Farmers Union

By far the biggest percentage of the fine durum wheat grown in the "triangle" is marketed by one organization—Farmers Union Grain Terminal Association.

GTA, as it is known, is a grain marketing and processing cooperative owned by the farmers themselves, through their hundreds of local co-op associations dotting the prairie rail lines.

The grain funnels into GTA, which has its headquarters office in St. Paul and owns many other facilities including a giant 20-million-bushel port elevator at Duluth-Superior.

Amber Mill in Rush City is one of the facilities owned by GTA. The mill was acquired by GTA in 1942, and immediately began a program of producing only top quality products that would always reflect credit on the farmers who grow the durum and operate cooperatively in the business world.

Modern Mill

A schedule of improvements went into effect at once to bring Amber Mill up to strictly modern standards.

"We've changed just about everything at the mill except the outside walls, and our policy of selecting only the best durum wheat for milling," remarks Eugene Kuhn, who is Amber's overall manager and sales chief.

Mr. Kuhn directs the operation from his office in the GTA headquarters in St. Paul. If he's not in this office he's "up to the mill" checking with superintendent Wall.

The mill at Rush City has its own quality-control laboratory that draws samples of the semolina hourly, maintaining a constant check. This lab is backed up by another at GTA headquarters in St. Paul. Every incoming car of durum wheat is checked in these laboratories for quality and color before it is unloaded at the mill.

Throughout the mill itself the many grinding, separating and purifying machines used are either of the latest design, or scheduled to be replaced in the continuing improvement program.

The old conveyor systems and wooden chutes went long ago, replaced by aluminum tubing. Air pressure moves the product from machine to machine as it goes through the many processes necessary to produce top-quality semolina and durum flours.

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Each fall, at the big GTA convention in St. Paul, Minnesota, Amber Mill sponsors a "shelf space" display of macaroni and spaghetti products. Pat Maga of Amber Mill (left) shows a group of North Dakota farm wives how the durum wheat their husbands grow reaches the consumer market.

Amber Mill—

(Continued from page 9)

At Amber Mill the loading of semolina and other durum products has been developed to the point where the product is never exposed. It travels in metal tubing to special bulk railroad cars. Tubes are sealed to the hatches until the loading process is completed.

In addition, the entire loading area at Amber Mill is enclosed for weather protection. All rail cars being loaded are under cover, and to insure cleanliness the ground area is completely macadamized.

Semolina is never stored at Amber Mill. The special airslide bulk cars used are loaded directly as semolina is produced, insuring a completely fresh product at all times. Amber Mill keeps a fleet of these special bulk cars on the go the year around.

Ex-warehouseman Ray Sybrant, though he is officially retired, stops in at the plant often to visit. After all, he lives only five miles away, and comes into Rush City several times a week. He likes to visit his friends of many years at Amber Mill.

One of the reasons for Amber Mill's quality production is the ability—and stability—of its production people. They are skilled men who know their jobs thoroughly. They enjoy being close to their work, residing in Rush City's quiet, rural atmosphere.

Quarterly Durum Report

In the 1969 annual summary of crop production, the Crop Reporting Board indicated durum wheat production in the United States at a new record high of 103,300,000 bushels, 7% ahead of the previous record of 99,500,000 bushels set in 1968. Seeding started late but weather conditions were good throughout the season, and with adequate moisture and cool temperatures at critical periods, the crop was reported to have filled well. The harvest was accomplished too without much damage so the quality of the large crop was excellent. It took a record yield per harvested acre to make a crop of that size since the acreage harvested in 1969 was down 6% from 1968. 3,338,000 acres were harvested this year. In North Dakota where 86% of the U. S. durum was produced, yield per acre averaged 33 bushels this year compared with 28.5 bushels per acre in 1968. Both the Dakotas produced more durum wheat in 1969 than in 1968 but production war lower this year in the other states.

Durum stocks on January 1, 1970 totaled 111,900,000 bushels. This is the largest amount on record since estimates began in 1962. Farm stocks at 99,700,000 bushels were 40% larger than last year but off-farm stocks were down slightly. January stocks compared with 129,200,000 bushels on October 1, 1969, and indicated disappearance during the last quarter of 1969 of 17,300,000 bushels. This compared with 21,800,000 bushels the same quarter the year before.

	Acreage Harvested 1,000 acres		Yield per Acre		Production 1,000 bushels	
	1969	1968	1969	1968	1969	1968
North Dakota	2,781	2,927	33.0	28.5	91,773	83,429
South Dakota	234	179	21.0	27.0	4,914	4,833
Montana	230	365	30.0	21.0	6,900	7,665
Minnesota	88	92	29.0	34.0	2,552	3,128
California	5	7	36.0	65.0	180	455
United States	3,338	3,570	31.9	27.9	106,319	99,501

Some 10,197,000 bushels of durum wheat were inspected for export during the last quarter of 1969. This along with the 11,101,000 bushels inspected the previous quarter brought the total inspections for export during the first half of the crop year to 21,298,000 bushels. This was down about 10% from the amount inspected during July-December 1968.

Export Destinations
July-Dec. in 1,000 bushels

	1969	1968
Algeria	4,235	1,857
Belgium	1,530	1,099
Canal Zone	34	56
Costa Rica	59	17
Dominican Republic	270	194
France	1,637	5,265
West Germany	44	773
Guatemala	77	—
Italy	5,442	8,719
Japan	733	279
Netherlands	3,644	3,923
Nicaragua	27	—
Nigeria	15	—
Panama	117	28
Philippines	20	19
Portugal	437	426
Tunisia	1,826	—
United Kingdom	128	28
Venezuela	1,023	778
Total	21,298	23,461

In Canada

The Dominion Bureau of Statistics reported that the durum wheat acreage in the Prairie Provinces of Canada in 1969 was 33% larger than in 1968. Yields per acre estimated to average 26.3 bushels were 37% above the 1968 average yield, and the Canadian crop in late October was expected to total 83,000,000 bushels. Visible stocks of durum in Canadian positions at the end of December amounted to 18,600,000 bushels, about the same as they were a year ago. Commercial disappearance during the period August 1 through December 1969 at 12,100,000 bushels compared with 13,100,000 bushels the same period the previous year.

Durum Price May Hinge On Exports

Durum has replaced some of the hard red spring wheat acreage in North Dakota during recent years. The 1969 production in North Dakota is estimated at slightly over 90 million bushels, the largest in the state's history.

While domestic consumption and exports of durum have increased in recent years, this continued high production can mean price trouble for durum growers unless the export markets are larger than anticipated.

The durum carryover is increasing, while hard red spring wheat is decreasing. This situation is reflected in the current market price and should encourage durum growers, especially in marginal areas, to shift back to hard red spring wheat, says L. A. Jensen, North Dakota State University agronomist.

Leeds and Wells continue to be the leading durum varieties. Both are short, strong-strawed varieties and can be grown on summerfallow. Compared with Wells, Leeds has higher test weight per bushel, larger kernel size, slightly stronger straw and additional stem rust protection but appears to be somewhat more erratic in yield.

In some areas growers report that Leeds yielded less than Wells in 1969. This is substantiated by results at several experiment stations. Pathologists report a considerable amount of sterility (missing kernels) which may be the result of June frosts or other environmental conditions causing poor seed set. In some cases, lower yields may also be the result of thin stands.

Leeds does have a larger kernel and must be seeded at a rate about 25 percent heavier than Wells in order to expect an equal stand. Depth of seeding may also be a factor because there is some evidence that Leeds does not emerge from as great a seeding depth as Wells and other varieties.

(Continued on page 12)

Durum Prices—

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Leeds may also be more tender in the seedling stage and, therefore, more easily damaged by spring frost, cool soil temperatures and seedling diseases. Like other varieties, Leeds should be sown reasonably early but not until soil temperatures encourage rapid emergence.

Wells and Lakota durums continue to perform well, and Wells will occupy a substantial acreage again in 1970, Jensen predicts. A few growers are still planting Lakota, finding it a very satisfactory variety.

The suggested durum varieties for 1970 are Leeds, Wells and Lakota.

Mill Grind Up 6%

Production of straight semolina and durum flour in the 1969 calendar year increased 6 percent over 1968, according to the Bureau of the Census. Straight semolina production in 1969 totaled 13,479,000 cwts., compared with 12,749,000 in 1968, an increase of 730,000, or 6 percent. The 1969 output compares with 12,534,000 in 1967 and 12,441,000 in 1966.

Durum wheat ground in 1969 totaled 29,762,000 bushels, against 28,368,000 in 1968. This represented an increase of 1,394,000, or 5 percent.

Straight semolina durum flour produced in the first six months of the 1969-70 crop year, or July-December, totaled 7,071,000 cwts., against 6,570,000 in the same six months of the preceding year, an increase of 501,000, or 8 percent. Durum grind in the six months was 15,496,000 bushels, against 15,689,000 in the same six months of the preceding year, gain of 807,000, or 6 percent.

Straight semolina flour production in December alone, the last month of the calendar year, was 1,139,000 cwts., against 1,050,000 a year earlier, up 89,000, or 8 percent. It was down 3,000 from the 1,142,000 turned out in November. Durum grind in December was 2,495,000 bushels, against 2,355,000 in the same month of 1968, up 140,000, or 6 percent. It was 2,498,000 in November.

Production of durum wheat products and durum wheat grind by months in the 1969 calendar year, with comparisons, follow:

	Straight Semolina (1,000 cwts.)	Durum Grind (1,000 bus.)	Straight Semolina (1,000 cwts.)	Durum Grind (1,000 bus.)
	1969		1968	
January ..	1,143	2,556	1,146	2,551
February .	1,196	2,679	1,190	2,665
March ...	1,231	2,739	1,155	2,499
April	949	2,112	2,870	1,937
May	976	2,162	895	1,995
June	913	2,018	923	2,032
July	994	2,186	876	1,962
August ..	1,190	2,660	1,103	2,470
September	1,239	2,665	1,151	2,553
October ..	1,367	2,992	1,326	2,954
November	1,142	2,498	1,062	2,395
December	1,139	2,495	1,050	2,355
Total ..	13,479	29,762	12,749	28,368

Administration Proposes Farm Bill

Following months of discussions with the House Committee on Agriculture, Department of Agriculture officials recently offered a specific omnibus farm bill.

In brief, the wheat section eliminates the current "floors" under the price support loan and the processor and Treasury certificate payments to growers. It also specifies that the maximum processor certificate cost will be 75 cents per bushel. A schedule of payment limitations is suggested, beginning with a 10 percent reduction in the amount due between $20,000 and $40,000, 20 percent between $40,000 and $60,000, and so on up to $200,000, beyond which no payments would be made. Another significant change is that no payments could be made to growers, except the amount paid in by processors, unless funds have been authorized or appropriated by Congress. Presently, Commodity Credit Corporation general funds are available for such payments.

Under Fire

Most of the above provisions have come under fire from producer organizations, including the National Association of Wheat Growers. The major objection is not the mechanics of the USDA proposal, but rather that "the lack of any guaranteed minimum is not acceptable."

It is readily apparent that attempts are underway in the House Agriculture Committee to compromise some of the controversial features of the USDA program. Of particular importance to millers is the fact that a draft prepared by Rep. Graham Purcell (Chairman, Livestock and Grains Subcommittee) would remove the proposed 75 cent ceiling on processor certificates and reinstate the language in existing law. The latter fixes certificate cost at the difference between the loan and $2.00. Thus, a future reduction in the national average loan level would require a commensurate increase in certificate cost. This will be strongly opposed by the Millers' National Federation.

As is usual when farm programs are up for review, there is speculation that Congress may not be able to agree on a farm bill this year. The following excerpts from the USDA Wheat Situation describe the options in that event.

"Unless legislative action is taken in regard to the 1971 crop the provisions of the Food and Agriculture Act of 1962 will apply. Specifically that law requires the Secretary of Agriculture to determine if the total supply of wheat in the 1971/72 marketing year would likely be excessive in the absence of a marketing quota program. If he determines the supply would not be excessive he may establish an acreage allotment with a price support level of 75 to 90 percent of parity. The exact level of support would depend on the relation of actual supply to normal supply, this being a quantity developed by formula. There would be no marketing quotas and hence no referendum. Producers complying with their allotments would be eligible for price support.

"If he determines that total supplies of wheat would be excessive, the Secretary would announce that a national marketing quota would be in effect for wheat for the 1971/72 marketing year. Then he would call for a referendum and producers would choose between quotas or no-quotas. If they voted for quotas they would be eligible for price support loans and domestic marketing certificate payments. If they voted against quotas, there would be no direct payments and only those producers complying with allotments would be eligible for loan at 50 percent of parity.

"If quotas are in effect, the loan would be tied to (1) the world price of wheat and (2) the loan value of feed grains. The domestic marketing certificate payments would be based on the marketing allocation (the quantity of wheat used as human food in the United States relative to the projected crop) as at present. However, the level of total price support (loan rate plus certificate value for domestic food production) would be set between 65 and 90 percent of parity as opposed to the present 100 percent of parity. Processors of wheat for human consumption (mostly flour millers) would pay a certificate cost equal to the difference between the loan and the total support level. Thus, they would absorb the full certificate value. At present, they pay the difference between the loan and $2.00 per bushel, which has amounted to 75 cents per bushel since 1965. The remainder of the certificate payment to producers comes from the Treasury."

Sal Maritato Comments on Durum

An interview with Sal F. Maritato, Division Vice President, Durum Sales, for International Multifoods, Minneapolis

Question: Mr. Maritato, what are your thoughts on the future of the macaroni manufacturing industry?

Answer: We feel that it is certainly going to continue to be good in the future. Population growth and the tremendous job that the Macaroni Institute is doing in advertising and promoting macaroni products will be the primary causes of this increased consumption. Another factor: the rising cost of meat and other food products which makes the purchase of macaroni products more attractive to the housewife.

Question: Can you give us some information about the durum wheat crop in 1969?

Answer: Yes. The 1969 crop has probably been the largest durum crop in the history of durum planting in the United States. It is also one of the best quality crops, particularly compared to last year when we had much damage due to weather conditions. This year was a complete reverse. All conditions were excellent at the time of harvest. The new Leeds variety of durum now being planted is of good quality with heavier test weight. The quality of this variety is superior to what we have seen in the past. It mills out well and macaroni manufacturers are finding that it handles excellently in their plants and produces a high-quality and good color macaroni product for them.

Question: How does the durum wheat export picture appear presently?

Answer: Well, as you know, durum wheat has recently been an exportable grain item for the United States. However, our feeling at this time is that we probably will not export as much durum as we anticipated in the latter part of 1969, or as much durum as we exported in the last crop year. This is due to the many good crops throughout the world, particularly in Argentina, North Africa, France, as well as Canada—a big factor in the export market.

Question: Then you feel there is an ample supply of durum wheat for the industry?

Answer: Yes, without question. Beyond a doubt this has been one of the largest durum crops ever produced in the United States. With lower exports, our carryover picture should be very large.

Question: What changes do you see in the macaroni industry in the 70's?

Answer: The White House Conference on Food, Nutrition and Health made clear that many people in the United States have a diet that is lacking in nutritional value. Our industry, as well as we here at IM, is investigating the possibilities of additional enrichment. The government has several programs to feed the poor and has included cereal-type products on its list of acceptable items. One possibility is the inclusion of soy milk type macaroni product which is high in nutritional value.

Question: What is being done by IM in durum product laboratory research?

Answer: Primarily we are developing products in our laboratory using soy and milk powders for added enrichment to tie in with this government program. Our new macaroni press, which is a miniature version of an actual large producing press, has rounded out our research. Since we have a small experimental mill at the laboratory, we can buy durum wheat, bring it into our laboratory, grind it and produce macaroni before the wheat goes into full scale grinding and is sent to one of our customers. Therefore, we're sure of the quality the customer can expect.

Question: Would you describe IM's marketing and production operation.

Answer: We have three mills producing semolina and durum flour. One is located in Baldwinsville, New York near the very large Eastern macaroni market. We also have two mills in St. Paul, Minnesota. One produces semolina, and the other produces flour. We feel that our mills are strategically located. We have a sales office in New York that's headed by Andy Rondelli. We have one in Chicago under George Hackbush. Of course, we have our Minneapolis headquarters office where Bill Brezden and Don Pemrick work. We also have a broker in the South, John Koerner, and one on the West Coast, Jim Loughman. We feel that we are properly structured to service the entire United States.

Question: What is the significance of IM changing its name to International Multifoods?

Answer: By changing our name to International Multifoods from International Milling, we are recognizing the many new directions of our marketing program. I think our president, Bill Phillips, put it best when he said it would be misleading to call us a milling company when we produce over 200 different products from consumer mixes to formula feed.

Question: What will the emphasis on these new directions mean to IM's milling operatoins?

Answer: Again, Mr. Phillips has made our company's position clear in this matter. He has stated that although we will increase our dependence on non-flour milling products and the "away-from-home eating market," this does not mean a reduction in our flour milling business. The shifting emphasis comes from a difference in anticipated rate of growth.

Question: IM has been diversifying at a fast pace. Would you tell us what has happened recently?

Answer: In the last six months or so we've purchased Alver Popcorn Company, a major processor of popcorn and bird food; King Foods, a prominent supplier of frozen, portion-controlled meat products to the institutional market; Saginaw Feed Company, a leading feed and mineral and protein block supplier in the Southwest; and Wagon Popcorn, a franchisor of popcorn wagon units situated in high-traffic consumer areas. In addition, we have an interim financing agreement with Sveden House, a chain of 50 smorgasbord-type restaurants in 14 states; and we have agreed to acquire Mister Donut of America, a franchise chain of 275 donut and coffee shops in the U.S. and Canada.

Question: IM reorganized its corporate structure recently. How did this affect your durum operation?

Answer: Well, formerly we were a part of the U.S. Flour Milling division. This new corporate structure breaks consumer products and industrial foods into separate divisions. The durum operation is a part of the industrial foods division, a family of businesses primarily concerned with selling food products that will be further processesd.

Question: What is IM doing to attract young persons into the milling industry?

Answer: At IM we have a scholarship program whereby we offer two scholarships at the Kansas State milling school annually. We have an active college recruiting program to employ highly qualified young persons in all phases of our division, such as production, sales and research. We also have an extensive training program to teach these people management and supervisory skills. We feel that this will provide us the management talent of the future.

Robin Hood Consumer Products

Robin Hood Multifoods, Ltd., Canadian subsidiary of International Multifoods Corp., has named David C. Tompkins as vice president and general manager of consumer products. Mr. Tompkins comes from Ogilvie Flour Mills where he was vice president of marketing for the Catelli-Five Roses division after joining the firm in 1967 as director of marketing planning. Prior to that he held marketing management positions with General Foods, Ltd. Robin Hood has agreed to purchase Grand Valley Canners, Ltd., a custom packer of pickle products at Dunville, Ontario.

Millers' National Federation Supports Per Diem Boxcar Charges

In letters to each member of the Interstate Commerce Commission, the Millers' National Federation has urged adoption of a proposed schedule of freight car incentive per diem charges, over and above the normal per diem rate. The charge is a fee paid by a railroad for the use of cars on its line which are owned by other railroads.

At the direction of its Transportation Policy Committee, the Federation said in part that, ". . . the recurring shortage of boxcars, and to some degree covered hopper cars, has been permitted to become intolerably severe in broad areas of the United States;" ". . . we find it difficult to understand why . . . it has taken more than three years to conclude that a shortage in the supply of boxcars is a significant factor in the inability of many railroads to fill shippers' car service orders;" and ". . . that the milling industry has shared heavily in these (economic) losses should be quite evident, along with its strong desire for prompt, effective action to assure an adequate car supply and efficient utilization."

In light of the ICC proposal, the Transportation Policy Committee voted not to support recently proposed legislation which would involve a mileage as well as per diem penalty. It was felt that the ICC should be given a chance to implement its program first.

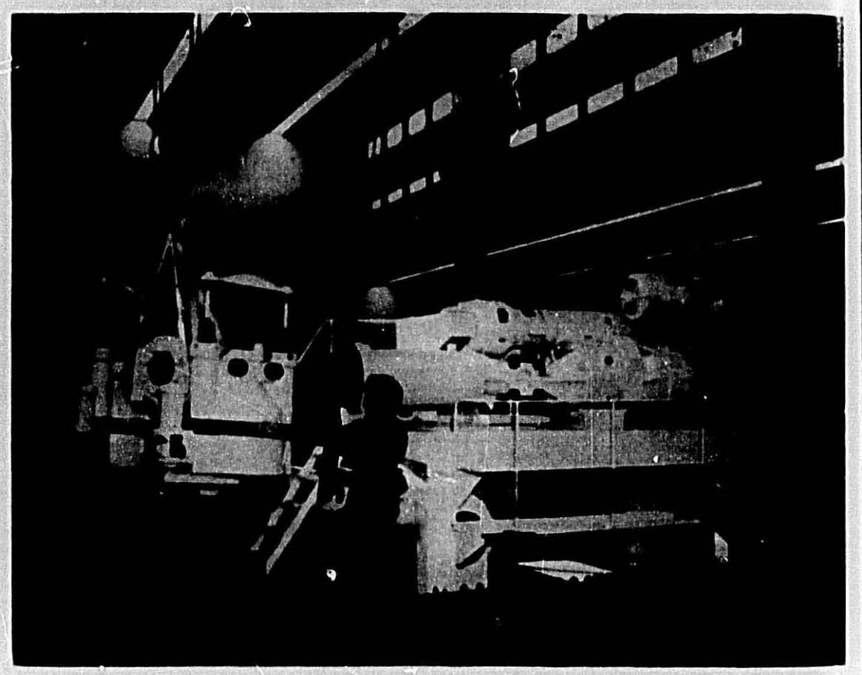
AACC Elects Gilles President

Dr. Kenneth A. Gilles, vice president for agriculture, North Dakota State University, Fargo, has been named president-elect of the American Association of Cereal Chemists in mail balloting by the Association's 2,000 members.

Gilles has been with North Dakota State since 1961; prior to that time he was employed by General Mills, Inc., Minneapolis, from 1952 to 1961; University of Minnesota, 1949-52; and The Pillsbury Co., Minneapolis, 1946-49. He received a B.S. degree from the University of Minnesota in 1944, and Ph.D. in 19552.

Dr. Gilles has been deeply involved in AACC work, including terms as vice chairman and chairman of its Northwest Section; editor-in-chief, CEREAL CHEMISTRY, 1961-68; local arrangements committee, 1963 annual meeting; program committee, 1965 and 1967 annual meetings; and on many technical committees. He is a member of the Durum Industry Advisory Committee and the Wheat Utilization Conference Committee, and has been a member of the AACC since 1948.

Dr. Kenneth A. Gilles



Final assembly of prototype of giant new 3,500-pound press in Buhler's Minneapolis plant.

Higher capacity . . .

Greater efficiency . . .

Better Sanitation . . .

Less Maintenance . . .

How Buhler Fights the War Against Hunger

IS it possible to increase the quantity and to improve the quality of food for the human population, especially that for developing regions of the world? This is a very real present-day concern, since every day tens of thousands of new mouths have to be fed.

A concrete contribution to the solution of this problem is being made by Buhler Brothers Ltd. Engineering Works, founded in 1860 in Uzwil, Switzerland. Their technical knowledge and experience is put to work in construction of storage, conveying and handling plants for all kinds of grain, grain mills, food manufacturing plants, oil mills, cocoa processing plants, macaroni plants, feed mills and garbage processing plants.

The company's staff totals approximately 3,100 in Switzerland and 1,700 in other countries. It is one of the world's leading firms in the broad field of grain and food processing. Wherever grain is stored, handled or processed, Buhler equipment and Buhler methods are ready to make their contribution to the solution of the world food supply problem.

Buhler's research work is varied, ranging from metal alloy problems to enzymatic reactions. Shown is the laboratory for microscopic analyses.

Transportation

But quantity and quality are not the only necessities when it comes to feeding the hungry of the world. The food has to be transported to the places where it is consumed. American grain is already being transported from Gulf ports to India by oil tankers on their way back to the Middle East oil regions. Loading and unloading of these ships can be an expensive job, and here is where Buhler ship loading plants do the job in minimum time.

A ship loading plant handling 1,350 metric tons of grain per hour is in operation at Beaumont, Texas, and another one handling 800 metric tons of raw sugar per hour is located in the port of Veracruz, Mexico. The largest plant in the world for unloading grain from ships has been installed by Buhler at Port Cartier, Canada, with a capacity of 2,600 metric tons per hour. In Japanese harbors Buhler installed a total of 68 chain conveyors for ship unloading purposes, and in India 74 mobile pneumatic grain conveying plants.

Buhler notes that the forms in which cereal products as well as unprocessed foodstuffs are consumed are subject to changes. Milk, for example, is consumed in increasing quantities in condensed, dried, enriched, pasteurized or homogenized forms. Bread in its original form is gradully disappearing, while its place is being taken by bread made in industrial type bakeries. There are some exceptions: tortillas of Central American countries are still made in the original way with corn meal. But here Buhler's contribution relating to new corn processing methods is noteworthy. The same is true with reference to biscuit and macaroni manufacturing. The Buhler company supplies complete plants of different capacities for the manufacture of all types of noodles, macaroni, and spaghetti.

Another Buhler specialty in the food industry is equipment for chocolate factories: storage and conveying plants for cocoa beans, cocoa powder, powdered milk and sugar, cleaning machinery, toasters, grinders, and roller mills.

Handling Waste

Separate from the food industry, but in a sense related to it, is processing of domestic garbage into organic fertilizer, or compost, a process which is most beneficial in regions of soils poor in organic matter, where it is possible to create green belts and highly productive orchards near towns, as, for instance, North Africa.

Techniques of processing and refining foodstuffs represent one of the most important fields of activities and duties of Buhler's. In cooperation with governments, international organizations and well-known food companies, Buhler is working on a number of research projects. One of them, for instance, deals with processing of starch products and starch/protein mixes.

Other examples characterize an evolution in this field: Corn, a basic food in many countries, will be processed in modified forms, perhaps as macaroni or noodles. In India, raw materials like groundnuts, tapioca, and sorghums will be processed into nourishing foods in accordance with the requirements of the local consumers. The well-known rice-noodles (Beehoon) of the Far East will be produced industrially, the expensive rice starch ingredient being replaced by corn products in one of the alternatives being studied.

In Algeria, a dual-purpose plant was erected by Buhler which (1) processes locally available raw materials like lentils, chickpeas and wheat, supplemented by powdered milk, sugar, and vitamins, into baby food; and (2) manufactures special high-protein macaroni-type food products for school children. Engineering, designing and project drawings of this plant were carried out in Uzwil on a request made by UNICEF.

Another area of Buhler research and development activities is in feed manufacturing. In India, Buhler erected 20 feed mills in order to increase milk yields of dairy cows and buffaloes. This is about one-half of the total number of industrial feed mills operating in India. Buhler reports the crucial problem related to food production in Asia is the lack of roughage for adequate feeding or productive livestock. Feed mills are not a definitive solution. They can contribute only locally and to a very modest extent to solve this problem. What is needed is appropriate education, schooling and extension of knowledge.

Training Schools

Buhler has always dedicated special attention to professional schooling and training. Twelve years ago the Swiss School of Milling Technology was founded in St. Gallen, where the curriculum includes technical subjects like mill flowsheets, machinery, plant operation, and the like, in addition to the basic academic subjects. More than 200 students from 36 countries have attended the annual courses. Training courses have also been organized in developing countries, such as Algeria and India.

Since the first cast iron roller left Adolf Buhler's small iron foundry in Uzwil one hundred years ago, the activities of the Buhler company have multiplied and expanded all over the world. And Buhler management and personnel are aware that nowadays services to the world-wide food industry require a highly developed sense of responsibility and the willingness to exercise it.

PRODUCT PROMOTION REPORT

Elinor Ehrman

ELINOR Ehrman, Senior Vice President and Director of Women's Activities for Theodore R. Sills, Inc., gave a report on product promotion on behalf of the National Macaroni Institute at the Winter Meeting.

She declared: "The macaroni industry wound up the decade with the greatest production and sales in its history—an accomplishment which can be attributed to the individual efforts of macaroni manufacturers, and to their public relations campaign programmed to create a broad base of macaroni eaters throughout the nation."

Highlights of publicity placements throughout the year were pictured on slides on a month-by-month basis. Commentary ran as follows:

January 5, 1969. The year started off with the first of six food articles built around NMI photos, copy and recipes in **Family Weekly,** the Sunday supplement carried by 240 newspapers with 7,391,876 circulation. Other dates: March 2, March 16, June 15, October 5, November 9. Total circulation all syndicated Sunday supplements for year was 180,884,884.

February, 1969. Our 8-page 3-color brochure "You Can't Always Tell a Book by Its Cover," illustrating how macaroni products sell related items, released to macaroni buyers in 550 chains and 790 voluntary and cooperative stores.

March, 1969. This issue of **Ladies Home Journal,** picturing in color Spaghetti with Herb-Cheese Sauce in a story entitled "The Great Freeze-Ahead Diet," was one of 197 major magazine articles highlighting pasta products. Total circulation of Women's, Romance, Shelter, Youth, Ethnic, Farm magazines for year was 531,527,629.

April, 1969. Release of first Television Kit—"For Weight Control, Use Your Noodle"—to 100 stations. Kit included, besides script and product, Trim Twist Executive Exerciser; 6 color 35 mm. slides; USDA Home & Garden Bulletin No. 74, "Food and Your Weight"; 100 recipe leaflets. A second kit entitled "Spaghetti Safari—USA" was released in October.

May 2, 1969. Double-page color spread entitled "Pasta That's Miles Ahead" appeared in **Life** magazine, quoting NMI. Circulation 7,479,237.

June 11, 1969. Associated Press released NMI photo-feature entitled "Rigatoni Makes a Supper Dish" to circulation of 28,000,000. This was one of 122 syndicate and wire service stories released in 1969 to a total circulation of 1,053,945,728. In addition, 26 exclusive stories were directed to editors in the 219 major markets.

July 16, 1969. The Philadelphia Bulletin featuring two color photographs of picnic recipes was one of 85 color pages in major market dailies and independent Sunday supplements throughout the year. Total circulation: 40,551,877.

August 19-22, 1969. Spaghetti Safari set out from Minneapolis for 3½ day tour of durum wheat country, flour mills and macaroni manufacturing. Eighteen of the nation's top magazine and newspaper food editors participated, producing a total of 41 editorial features and columns to date.

September 24, 1969. The Third Annual Macaroni Family Reunion press luncheon took place at Tiro A Segno in New York City, attended by approximately 100 magazine, syndicate, newspaper, radio-tv food writers and food publicists.

October, 1969. National Macaroni Week special placements included NMI advertisement, "Spaghetti Safari—USA," in **Forecast,** leading professional magazine directed to home economics teachers. Offer of student recipe leaflet, "Pastaport,' 'featuring Spaghetti Safari recipes, garnered requests for 210,000 leaflets to date.

November, 1969. TV newscasters and radio disc jockeys heralded macaroni products not only during National Macaroni Week, but well into November. A one-minute television newsreel in color on the art of eating spaghetti received prime time in 34 major markets, and an NBC network show "It Takes Two," featured a 3-minute macaroni spot over 212 stations reaching an audience of 12,000,000.

December, 1969. Our round-up of 33 cookbooks and 109 related-item stories throughout the year, pairing macaroni products with other foods, comes to a total of 142, representing advertisements as well as editorial material placed by such firms as Campbell's Soups, Hunt-Wesson Foods, National Dairy Council and numerous trade associations.

(Continued on page 22)

NATIONAL MACARONI INSTITUTE—BOX SCORE
January 1 - December 31, 1969

Medium	Total No.	Circulation	No.	January-June Circulation	No.	July-December Circulation
Consumer magazines—Women's, Youth, Romance, Shelter, Farm, Negro, Spanish, Special Interest	197	531,527,629	94	282,209,027	103	249,318,602
Newspaper Syndicate Wire Service placements	122	1,053,945,728	60	433,442,420	62	620,503,308
Daily and Weekly Newspaper releases	26	637,500,000	9	234,000,000	17	403,500,000
Sunday supplements	17	180,884,884	10	89,934,287	7	91,050,597
Color pages	85	40,551,877	42	18,751,342	43	21,800,535
Negro and Labor Press	2	33,000,000	—			
Co-operative publicity and advertising	60 companies and organizations with 100 uses		28 companies and organizations with 53 uses		32 companies and organizations with 56 uses	
Cookbooks, calendars special publications	33		3		30	
Trade releases	2 to 292 publications		Radio and Television		7	3,012 stations
Television Kits	2 to 100 stations		mailed in May and in October			
New York Press Party	4 releases, press kit					
Home Economics Advertising in Forecast	210,000 "Pastaport" leaflets distributed					
Merchandising Materials	Grocer's Mailing—"You Can't Always Tell A Book By Its Cover"					
Spaghetti Safari, U.S.A.	41 Features and Columns					

Product Promotion Report—

(Continued from page 20)

Macaroni in the 70's

"Macaroni Makes Sense/Cents in the 70's" will be the theme of our 1970 campaign targeted to the consumer and her concern over rising food prices. Economy meals with macaroni products will be geared to post-holidays; income tax payments; Lent and Easter; picnics and cook-outs; back-to-school; National Macaroni Week; parties and entertaining; day-to-day budget living. All stories will express NMI's wish to provide the consumer with nourishing menus in the 70's at the price level of the 60's.

Incorporated within our economy story will be our themes of weight control, versatility, nutrition, etc.

In addition to our continued program of consumer promotion, we recommend again the following Special Projects, all of which were approved and executed during this year, and which we feel round out the promotional program for the National Macaroni Institute:

Special Projects for 1970

Our box score of 85 color breaks in 1969 as compared with 59 the previous year is reason enough to once again request additional funds for color photographs. Our Basic Program permits six color photos per year, and we wish to increase this number by 50%, adding one color release to each of our three seasonal promotions—Lent, Summer and National Macaroni Week.

Do-It-Yourself Television Kits

We believe that the response to 1969's two television kits calls for additional kits in 1970. While the script is written for a time span of approximately 10 minutes, we know that many of the demonstrators developed complete programs of 14 minutes and more around the information provided.

On the Weight Control kit alone, 63 stations out of the 100 stations serviced reported actually scheduling the program. This could mean 630 minutes or more of program time; even half that amount would represent an excellent return per kit.

For 1970, we propose three television kits. Each kit would consist of the following elements:

2 copies of TV script

a "Buzz" prop (such as the Executive Exerciser)

1 set of color slides (5 or 6)

Product samples: macaroni, spaghetti, egg noodles

We suggest the following themes:

March—"Macaroni Makes Sense/Cents in the 70's" putting our emphasis on economy meals while the consumer is still feeling the pinch from holidays and is anticipating the pinch to come with Internal Revenue.

June—"Low Calorie, Low-Cost Summer Menus" weaving weight control into our budget theme.

October—"National Macaroni Week" keying our economy theme this time to leftovers and pasta products as menu extenders to be used throughout the holidays to come.

Home Economics Ad Offering Recipe Leaflet

We recommend a 1-page insertion in the October, 1970 issue of **Forecast for Home Economics** professional teacher publication, along with our recipe leaflet offer. We have established our placement in the October issue of this magazine, out in September, at the very beginning of the school year.

Our 1970 theme of "Macaroni Makes Sense/Cents in the 70's" can become a useful teaching vehicle for the classroom, and include low-cost recipes and easy-to-prepare extender dishes.

Forecast, through its teacher-readers, reaches 4,600,000 teenage girls who actually handle and use products in classroom assignments. The magazine claims circulation to 50,000 Home Economics teachers who are demonstrating products in 200,000 classes especially equipped for food demonstrations. Subscribers also include 5,000 home demonstration agents and agriculture extension specialists, home service directors of utility companies and leaders of 4-H clubs.

Macaroni Family Reunion—Press Luncheon

This annual gathering of New York consumer press and related-item publicists, sponsored by the NMI, has already become a food field tradition. Editors come from as far away as Philadelphia; and we were recently asked by the editor of the Boston Globe if she could be given a Boston exclusive in 1970. The repeat attendance of the nation's most respected food authorities, including James Beard, speaks for itself that this event is an established success. Our locale of Tiro A Segno is unique, and offers the editors a once-a-year opportunity to visit this famous private club renowned for its excellent Italian cuisine.

We recommend that once again we time the event to the GMA Convention in New York so that we can continue to have a good turn-out of macaroni manufacturers.

Hotel St. Moritz on Central Park South, New York City, site of the Seminars on Good Manufacturing Practices and Packaging, April 16-17-18.

Miles of Macaroni

A total of 1,338,829,281 pounds of macaroni products, or 112,200,000 miles in pasta—enough to encircle the globe 4,506 times—was consumed during 1969, a record year for the industry.

Macaroni publicists get carried away with statistics like these and go soaring off into space abetted by astronauts who munch noodles in their journey to the moon. But then there is always a return to earth, such as the Preliminary Report of the 1967 Census of Manufactures released in the late Fall of 1969. This document, which is the best set of statistics the macaroni industry has, set production of macaroni products in 1967 at 1,245,100,000 pounds. With a population of 199.1 million in the United States that year, per capita consumption figured to be 6.25 pounds.

Nineteen sixty-seven was a poor year, and the gain in 1968 was only 1.1 per cent. This made production an estimated 1,266,391,210 pounds. With a population of 201.2 million, the per capita consumption increased to 6.29 pounds.

There was a sharp gain in production in 1969 of some 5.72 percent, making estimated production 1,338,829,281 pounds. The population upped to 203.2 million, and per capita consumption rose to 6.58 pounds.

Prospects for another record in 1970 are encouraging. With a good supply of durum wheat, the basic ingredient in macaroni products, and a continuance of the growing popularity of macaroni products especially among the young people, this coming year and the balance of the 70's should be banner years.

PASTA SOLVES BUDGET PROBLEMS

WHEN the family sits down to dinner, there's probably no mention —or even thought—of what's involved in food preparation. The homemaker's mind surely must spin from watching the budget, keeping an eye out for bargains, meeting nutritional needs, considering the family likes and dislikes, planning pleasing combinations, timing the preparation so the meal is served with the food at its tantalizing best. At mealtime the woman doesn't mind that her family is only interested in the food; her reward is in watching them, healthy and happy, as they enjoy the results of her work.

Members of the National Macaroni Institute offer a public tribute to the valiant homemakers who manage to feed their families well, in spite of all the details involved. It is with pride that they point out, as gentle reminder, that macaroni products score high on all the tests the homemaker puts to a food before purchase. Macaroni, egg noodles and spaghetti are always economical, they are high in food value, they are well liked, they combine with an endless number of other foods, and are quick and easy of preparation.

Easy Casserole

Here's one nourishing, albeit meatless, casserole suggested by the National Macaroni Institute. Combine elbow macaroni with eggs and cheese in Macaroni Mickey Mouse. No one seems to know how the amusing name originated, but everyone who has tasted it agrees that this is a stand-out dish. It is basically a form of the popular macaroni and cheese combination, but the addition of the eggs in the sauce produces a custard-like texture which is pleasantly different.

Macaroni Mickey Mouse
(Makes 6 servings)

1½ teaspoons salt
1½ quarts boiling water
1 cup elbow macaroni (4 ounces)
¼ cup butter or margarine
1 cup soft bread crumbs
1½ cups milk, scalded
1 canned pimiento, minced
1 tablespoon chopped parsley or celery
1 tablespoon chopped onion
1 teaspoon salt
⅛ teaspoon pepper
Dash paprika
3 eggs, beaten
1½ cups grated Cheddar cheese
2 strips bacon, cooked and chopped (optional)

Add 1½ teaspoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Return macaroni to pot, add butter and toss until butter melts. Add remaining ingredients and mix well. Turn into 2-quart casserole. Bake in 350° (moderate) oven 40 to 45 minutes. Garnish with bacon, as desired. Serve with cheese sauce if desired.

Saucy Spaghetti

Spaghetti also serves the budget well and can become a company dish too using the generous National Macaroni Institute recipe for Spaghettini with Hot Sausage Sauce. Spaghettini is spaghetti with a small diameter; the recipe here calls for a sauce with the usual tomato and ground beef and seasonings, but becomes quite different from the ordinary meat sauce when hot Italian sausages are cut up, cooked and mingled with the other ingredients. It's a spicy hot sauce—you could make it less hot by using Italian sweet sausage.

Spaghettini with Hot Sausage Sauce
(Makes 12 servings)

1 pound Italian hot sausage, cut in chunks
½ cup hot water
½ pound medium mushrooms, sliced
¾ cup shredded carrot
1 medium onion, sliced
½ cup chopped celery
¼ cup chopped parsley
2 pounds ground beef chuck
1 can (1 pound, 12 ounces) plum tomatoes
2 cans (6 ounces each) tomato paste
1 cup dry red wine or water
1 bay leaf
2 teaspoons salt
1 teaspoon basil leaves
¼ teaspoon pepper (optional)
3 tablespoons salt
6 to 9 quarts boiling water
1½ pounds spaghettini or spaghetti

In Dutch oven or kettle, cook sausage in water 10 minutes, tightly covered, stirring occasionally. Remove sausage with slotted spoon. In same kettle, saute mushrooms, carrots, onion, celery and parsley in sausage drippings until crisp-tender. Remove and add beef; cook stirring frequently, until lightly browned and liquid is cooked down. Remove any excess fat. Return sausage and vegetables; add tomatoes, paste, wine, bay leaf, 2 teaspoons salt, basil and pepper. Cover and simmer ½ hour; uncover and simmer 1½ hours, stirring occasionally.

Meanwhile, add 3 tablespoons salt to rapidly boiling water. Gradually add spaghettini so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve with sausage sauce. Pass grated Parmesan cheese, if desired.

Wine Braised Lamb with Noodles.

The Great Extender

Noodles are a great extender for many meats—either mixed together in a casserole or as a base on which to serve a sauce. For the best of all possible noodles, cook them in plenty of boiling salted water and cook them only until they are tender. The taste test is the best guide to tenderness. Drain them thoroughly in a colander and serve at once while they are piping hot.

A good example of delicious and economical food is this Wine Braised Lamb with Noodles, using an inexpensive cut of meat like lamb shoulder along with that great meat extender, egg noodles.

Wine Braised Lamb with Noodles
(Makes 4 to 6 servings)

1 slice bacon, diced
1½ pounds boneless lamb shoulder, cut in 1½-inch cubes
2 medium onions, sliced
2 cloves garlic
1 medium carrot, quartered
1½ teaspons salt
⅛ teaspoon pepper
½ teaspoon bouquet garnie for lamb, or substitute a mixture of ½ teaspoon rosemary, tarragon, savory and oregano leaves
1 bay leaf
1 strip of orange peel, 2 inches long

(Continued on page 26)

Pasta Solves Budget Problems—

(Continued from page 24)

- ¾ cup Burgundy or other dry red wine
- 2 tablespons each: flour, water, brandy
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)

Cook bacon in large heavy saucepan until crisp; remove and set aside. Add lamb and brown on all sides. Remove meat and saute onion and garlic in drippings about 2 minutes. Return lamb. Add carrot, salt, pepper, herbs, orange peel and wine. Simmer covered 1 hour, or until meat is tender. If too much liquid cooks away, add hot water to bring up the level. Remove lamb and pile in serving dish; keep warm. Discard bay leaf, garlic and orange peel and skim off any excess fat. Blend flour with water and brandy; stir into cooking liquid. Cook, stirring constantly, until gravy boils. Simmer 2 or 3 minutes.

Just before lamb is placed on serving dish 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. Arrange around lamb and pour sauce over lamb and noodles. Sprinkle with reserved bacon.

Herb Noodles

Ravarino & Freschi, Inc., of St. Louis, Missouri, have introduced a new egg noodle product flavored with a secret blend of aromatic herbs developed in the home kitchen of Rosa Tusa, internationally known food editor of the **Milwaukee Sentinel.**

Through an exclusive agreement with Rosa Tusa, and after two years of experimenting and testing, R-F have developed a method of producing this newest type convenience food that still has the original homemade flavor.

Packed in flexible film, serving suggestions say:

- R-F Herb Noodles need no saucing to be tasty.
- They are especially fine tossed with a little butter or margarine.
- Team with all meats, fish, poultry, game and dairy dishes.
- Serve with stews, soups, gravy, meat juices.
- Use with your own favorite noodle recipe.
- Use as a nourishing side dish.

The product is being introduced into R-F marketing areas.

Canepa Campaign

A new service campaign for macaroni and Italian specialities is being offered to homemakers by the John B. Canepa Co. makers of Red Cross spaghetti and macaroni. One portion of the newspaper campaign features the versatility of macaroni with leftovers under the headline "Sunday's Lovely Leftover is Monday's Dandy Dinner." The ads run only on Mondays with different recipes each week. The other portion of the campaign running on "Best Food Day" introduces the homemaker to the novel idea of adding pasta to canned soup for heartiness. Four color full page Sunday supplements are also being used.

The campaign is running in Chicago and Indianapolis. Lilienfeld & Co., Chicago is the advertising agency.

Classic Casseroles

The American Dairy Association joined forces with Creamettes Macaroni and Spaghetti in a nationwide recipe promotion with the theme "Classic Casseroles," in March.

A two-page, four-color joint ad in the March issue of Family Circle Magazine featured a trio of family pasta casseroles in an Early American setting, with recipes for making each with nonfat dry milk.

The three casseroles are "hot, hearty and delicious proofs" of ADA's overall winter promotion theme "Dairy Foods —real values in flavor."

Dominic Forte

Golden Grain Appointments

Golden Grain Macaroni Co., San Leandro, Calif., has announced two major appointments to the firm's management team.

Veteran company man Dominic Forte has been named national sales manager, while filling the new position of controller is Louis B. Bono.

According to Vincent DeDomenico, chief executive officer, Forte will direct Golden Grain's sales force throughout North America as well as in international trade.

Forte, who has been with the firm for 33 years, most recently served as its Chicago-based sales manager for the Midwest and East Coast. He joined Golden Grain when he was 17 years old and has served in all areas of production and distribution.

Bono, 33, came to the company from Dalmo Victor, a San Francisco area electronics concern, where he was financial analyst. Prior to that, he was with California Canners and Growers Association as a cost accountant.

In addition to heading up the general accounting, budgeting, data processing and systems development operations, he will serve also as controller for Golden Grain's wholly owned company, Ghirardelli Chocolate, DeDomenico stated.

Protecting Profit Margins

Highlights from Comments by Alexander R. Gordon At the Winter Meeting

Alexander R. Gordon

Alexander R. Gordon, Partner, Peat Marwick, Mitchell & Co., certified public accountants, is in charge of a wide range of the firm's consulting practice, including responsibility for all commercial activities, as well as specific industries, such as banking, insurance, merchandising, etc., and such functional activities as industrial engineering, data processing, management accounting, organization and long-range planning. Mr. Gordon is the author of articles on management topics and is a frequent speaker at management and professional societies. A CPA in the State of New York, he is a member of the American Institute of Certified Public Accountants, as well as the New York State Society. In this capacity he serves as Editor of the Management Services Department of the New York Certified Public Accountant magazine.

IN talking about protecting profit margins in the macaroni industry, I see several problems. First, the environment is different from that of other major industries because companies are primarily family-owned and managed. Management motivations, therefore, are different than they would be in a publicly-owned manufacturing company. In such a company stockholders would be more concerned about business trends and economic developments as they affected dividend payments. Department head performance would be measured more closely. For example, if sales do not go up 10 percent every year, then perhaps corporate objectives are not being met. If the Treasurer isn't making dollars work day by day, he is going to be challenged. I could be dead wrong, but I do not get the feeling that such basic underlying motivations are at work in the macaroni industry.

Food is a basic industry, and macaroni as a food product is growing in terms of dollar sales at a rate of 3 to 4 percent a year, basically keeping up with the economy and the population trend. I would like to know if people are eating more or less macaroni products and why. So, though we see dollar sales moving up, I am not really able to get a handle on pounds shipped moving up in terms of per capita consumption. So there are basic questions as to whether a company is going for a greater percentage of the market and how it knows whether its objectives are being achieved.

I see firms in this industry bidding at what must be below cost levels, and I do not understand how money can be made on these kinds of deals. If you look at sugar or any other basic food commodity, you look at profits on a per-pound basis. The overall margin, as you know, per unit or per package on the shelf, is not great. But I am not going to talk about marketing, as you know a great deal more about your markets and running your business than I will ever know. Basically what I want to discuss is a different way of looking at what your product is costing you, so that when you make a deal or when you are pricing your product, you will have a better understanding of the differences between product cost and profit.

Before we talk about applying costs or general management philosophy, we must start with organization. We organize a company, or any corporate enterprise, around basic, logical, economical flow of goods and services, so we can take the entire cycle of marketing all the way back to storage, into production, and then bring down the production unit into controllable factors. When we analyze our organization, we link three factors: the basic flow of goods or monies, the decision-making process, and the organization itself. In bringing these three factors together, we develop an information system, and the balancing of this really constitutes the management process.

Is It Profitable?

In determining the goods to be manufactured, we should ask if it is profitable. Which items do we have to have in order to be competitive? What is the return on investment? These questions are basic, and unless answered properly, I do not believe any company or industry can long survive.

If an industry is highly profitable, competition is going to move in. If a company cannot put up the money to meet this competition with heavy capital, that company cannot survive. Therefore, the survival motive is behind the protection of profit margins, and it leads to the necessity of knowing costs and profit contribution.

Let's look at a product cost sheet with Products A, B, and C.

Absorption Costing	A	B	C	Total Line
Sales Income	100	300	500	900
Cost of Goods Sold	60	210	450	720
Gross Profit	40	90	50	180
Less:				
Selling Expense	10	30	50	90
General Expense	10	30	100	140
Net Profit	20	30	—100	— 50
Direct Costing				
Sales Income	100	300	500	900
Less Variable Expense	80	180	300	530
Contribution	80	120	200	370
Less:				
Fixed Costs				420
Net Profit				— 50

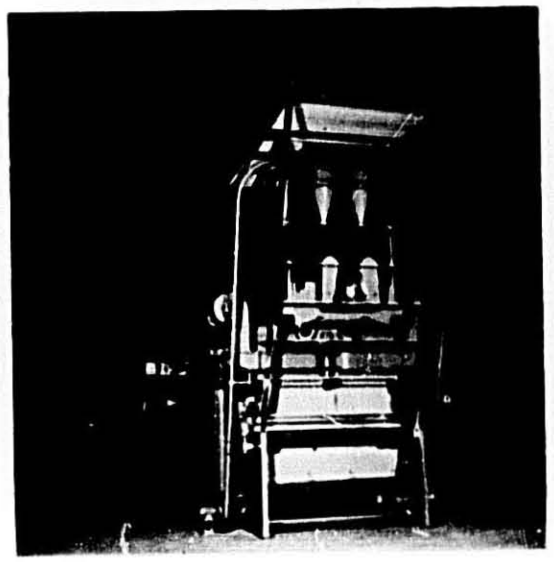
Product C, in looking at it from the standpoint above in Absorption Costing, is more expensive to make. Under a Cost Accounting System, if we were using only standard costs and if we assumed that Product C was more expensive to make, while at the same time the total line was losing money, the initial reaction, in order to cut costs, might be to drop or trim that product which was the more expensive to make. But it may be wise to look at your product line in two different ways before making your decision.

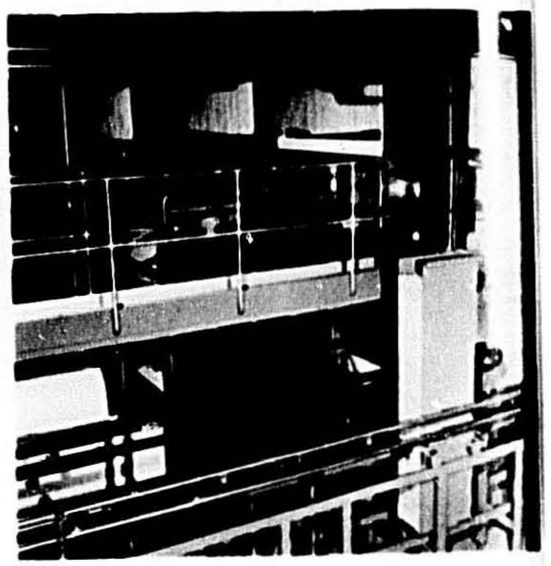
Break Out Detail

In looking at how we make bids or how we put prices out, what we want to do is to differentiate between some of the factors that are in play and are uncontrollable under absorption costing and how they would look under direct costing. It may not be fair to look at this without breaking out some of the detail. The point is that in looking at a profit on a product, if we take the absorption approach to costing, we have total overhead included and all depreciation. Basically, those are put into our cost of goods sold areas.

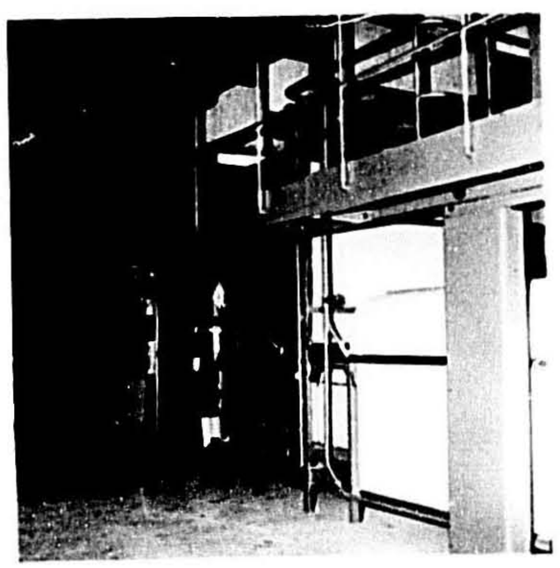
Many of us carry product lines because they are traditional. I suggest we

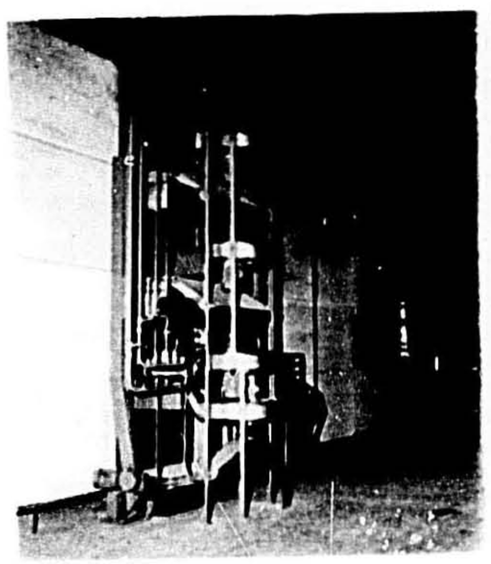
(Continued on page 31)





PAVAN P. 1200 LONG GOODS AND NIGHT STORAGE





Protecting Profit Margins—

(Continued from page 2[illegible])

[illegible]

Budgeting

[illegible]

W. E. Bill Clark

William A. Henry

Skinner Personnel Promoted

[illegible]

Skinner Appoints Marketing V-P

[illegible]

Peavey Appointment

[illegible]

REASONABLE PLANT RULES

by Harold T. Halfpenny, General Counsel, N.M.M.A.

ACCORDING to recent newspaper articles, employees' drinking on the job is becoming an increasing pressing problem for many employers. When an employee may be discharged or otherwise disciplined for this reason often becomes a problem when the employer is operating under a contract with a union not to discharge any but except for "just cause."

Most labor arbitrators refuse to support the employer if the employee was discharged or suspended for violation of a rule which had previously been ignored by the company. If the same or other employees have been consistently flouting a rule against drinking with impunity, a sudden enforcement of it is looked upon with disfavor.

One of the published opinions along this line described what must have been a really swinging plant. The cast involved eight employees discharged for drinking and playing cards. However, it appeared that those activities had been condoned by foremen on the night shifts, and one foreman habitually walked about with a pint bottle of whiskey sticking out of his rear pocket. On one occasion, the foreman had sent an employee out for beer for everyone.

The arbitrator felt that in these circumstances the eight were merely the unlucky victims of a sudden urge for reform, and that their discharge was unwarranted.

An employee should not be discharged on mere suspicion that he has been drinking.

Several arbitrators have found discharges unjustified where there was an unsubstantiated report of drinking. The word of one person that he smelled liquor on the employee's breath was inadequate proof.

In one case, the fact that the employee was seen to place a bottle of whisky in a hiding place was not evidence that he had been drinking. Another tolerant arbitrator found that an employee who smelled of liquor after having attended a cocktail party given by a customer, and whose report contained misspellings and poor punctuation, was not necessarily intoxicated.

However, a medical report is not required, since a layman is capable of judging the visible effects of alcohol.

Discipline may almost always be administered when drinking interferes with safety. Thus the discharge of a lathe operator who had been drinking on the job was upheld.

Harold T. Halfpenny

An airline was entitled to strictly enforce its "24 hour rule" which prohibited pilots from drinking within twenty-four hours of flying.

One arbitrator upheld the discharge of an employee who was a chronic alcoholic and taking excessive leaves of absence. This was so even though the drinking had not yet affected his job performance.

With respect to drinking, the answer is not so hard for an employee who drinks on the job or comes to work showing the effects of drinking. Discipline in this kind of case is accepted almost without questions. There remains, however, a question as to the severity of the discipline.

Thus for a first offender, with a good work record, discharge would be found to be too high a price to make him pay; suspension for a short period would be more appropriate.

In this connection a previous warning is also relevant. If a man has been warned, punishment may be more severe than if this has not been done.

Wearing Apparel

The same warnings apply to rules on wearing apparel for employees—uniformity, publicity, safety, and enforcement. This is illustrated by a recent case in which the arbitrator wrote a long opinion, and which was concerned with a female employee who wanted to wear a wig. This, like drinking, could become a common problem!

A dispute arose in a meat-packing plant as to whether women employees should be allowed to wear wigs while at work as meat packers. The problem was a touchy one because it involved female vanity.

After a wig worn by a female employee caught in a drive chain of a conveyor belt, the company issued a rule that no wigs or hairpieces be worn in the plant.

A woman who wanted to wear her wig challenged this rule, and the union filed a complaint which was the subject of the arbitration.

The complaining female testified that she was busy with household duties as well as at work, and didn't have time to go to a beauty shop as often as she would like, and so wore a wig. She said the wig made her feel better, and when she was in a better frame of mind she could work better. The union argued that the morale of any female employees who liked wigs would likewise be improved, to the benefit of the plant.

The company argued that safety required the omission of wigs, and that wigs are not sanitary as natural hair, requiring a great deal of care not ordinarily bestowed upon them. It pointed out that it supplied an adequate changing room, with lockers for street clothes, and that it would only take two or three minutes to put the wig on after work.

The arbitrator agreed with the company in his view wigs were a safety and health hazard. They have no natural oil, and so become brittle and break, scattering hair about the place. As for improving the morale of the females in the plant, this did not impress him. If the wig would make them happier, they would be even happier if they could wear high heeled shoes and beautiful dresses—impossible in the plant. In any event, it takes a woman less time to put on a wig than to put on a hat.

In general, decisions on rule-making in the field of personal attire or appearance are difficult because they invade very personal rights on the part of the employee, and rights which are likely to be deeply felt. So long as efficiency, safety, or production are not adversely affected, it is better to allow freedom in this field.

For example, one arbitrator found that a young man could not be made to shave off a beard, when his job (which he did well) was the repair and maintenance of trucks. It could not be said that he damaged the "image" of the business, since he did not deal with the public. Nor could the arbitrator find that a health or safety factor was involved.

However, if there are situations in which beards, or clothing of a particular kind, or any other aspect of the person, would interfere with the job, or be unsafe or distracting to fellow workers, then reasonable rules may be made and enforced.

BUYERS' GUIDE

The following firms support the industry's trade association as associate members and/or as advertisers in the Macaroni Journal:

DURUM PRODUCTS

A D M MILLING CO., Box 5277 Plaza Station, Kansas City, Missouri 64112. Manufacturers of Comet No. 1 Semolina, Romagna Granular, Goldenglo Fancy Durum Patent Flour, Palermo Durum Flour. See ad page 13.

AMBER MILLING DIVISION, Farmers Union Grain Terminal Association, St. Paul, Minnesota 55101. Telephone: Area Code 612, 646-9433. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kubanka Durum Flour. See ad page 11.

FISHER FLOURING MILLS COMPANY, 3235 16th Avenue, S.W., Seattle Washington 98134.

GENERAL MILLS, INC., Sperry Division, Bakery Flour Sales, Sperry West, P.O. Box 10-730, Palo Alto, California 94303. Manufacturers and distributors of Royal and Golden Durum Granulars; Sperry Macaroni Flour; Durella Semolina No. 1; Exalto and Santa Durum Clears.

INTERNATIONAL MULTIFOODS CORP., Durum Division, Investors Building, Minneapolis, Minnesota 55415. Manufacturers of Como No. 1 Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravena Durum Patent, Bemo Durum First Clear and Naples Durum Second Clear. General offices in Minneapolis; sales offices in New York and Chicago. Principal durum mills in Baldwinsville, New York, and St. Paul, Minnesota. See ad on Back Cover.

NORTH DAKOTA MILL AND ELEVATOR, Grand Forks, North Dakota 58201. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour.

PEAVEY COMPANY FLOUR MILLS, 730 Grain Exchange, Minneapolis, Minnesota 55415. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular, Gragnano Durum Granular Flour, King Midas Durum Fancy Patent Flour, Kubo Durum Fancy Patent Flour, Durambo Durum Flour. See ad page 19.

FORTIFICATION

MERCK & COMPANY, INC., Merck Chemical Division, Rahway, New Jersey 07065. Suppliers of regular and custom vitamin mixtures to millers for inclusion in semolina and flour mixes. Sales Offices: Peterboro, New Jersey; Chicago, Illinois; St. Louis, Missouri; San Francisco, California; Los Angeles, California.

VITAMINS, INC., 401 North Michigan Avenue, Chicago, Illinois 60611. Phone: 312-527-9400. Manufacturers of enrichment ingredients used by macaroni manufacturers and flour millers. Also manufacturers of defatted wheat germ and other high biological quality protein supplements for enhancing the flavor, functionality, and nutritional value of macaroni and spaghetti products. Federal standards of identity for enrichment of macaroni and spaghetti products permit the use of up to 5 percent defatted wheat germ. Sales representatives: East, Louis A. Viviano, Jr., Plainfield, New Jersey, 201-434-2788; Midwest, Jack W. Rogers, Chicago, Illinois 312-527-9400; West, Joseph P. Manson, Tiburon, California 415-474-9151.

EGGS

ARMOUR AND COMPANY, P. O. Box 9222, Chicago, Illinois 60690. Offering Cloverbloom frozen and dried eggs. Dark color yolks and whole eggs produced from Armour's own quality controlled flocks packed to your specifications. Offer natural and specialty cheeses to the macaroni industry. Contact Al Smith at 312-751-4995 or Ernie Norden at 312-751-4997. See ad page 49.

BALLAS EGG PRODUCTS CORPORATION, 40 North Second Street, Zanesville, Ohio 43701. Sales office in New York City. Packers of pasteurized frozen and spray dried high color yolks for the noodle trade. See ad page 51.

V. JAS. BENINCASA COMPANY, First National Bank Building, Zanesville, Ohio 43701. Packers of frozen and dried egg products. High color yolks available. Plants in Louisville, Kentucky; Bartow, Florida; and Farina, Illinois.

HENNINGSEN FOODS, INC., 2 Corporate Park Drive, White Plains, New York 10604. Manufacturers of whole egg solids, egg yolk solids and egg albumen solids. Also are manufacturers of dehydrated beef, chicken and ham products in chunk and powdered form. Plants in Springfield, Missouri; Omaha, Nebraska; Malvern, Iowa; and Norfolk and David City, Nebraska. Sales offices in each of the major cities in the United States, in Western Europe, in Japan, in Mexico, and in South America. See ad page 5.

C. KAPTIS COMPANY, 2039-45 N Damen Avenue, Chicago, Illinois 60647. Phone: 312-384-0700. Distributors of fresh-broken, frozen, and shell eggs. State and Federal inplant inspection. See ad page 50.

MONARK EGG CORPORATION, 60 East Third Street, Kansas City, Missouri 64106. Manufacturers and packers of all dried and frozen egg products. Specializing in dark color for the noodle trade. Continuous U.S.D.A inspection. Main office located in Kansas City. Brand name: Monark Drying and breaking plants in Missouri and Kansas. See ad page 45.

NATIONAL EGG PRODUCTS CORPORATION, P.O. Box 338, Social Circle, Georgia 30279. Phone: 404-464-3345.

WILLIAM H. OLDACH, INC., American and Berks Streets, Philadelphia, Pennsylvania 19122. Packers and distributors of frozen and dried egg yolk.

EGGS

SCHNEIDER BROTHERS, INC. Chicago office: 1550 Blue Island Avenue, Chicago, Illinois 60608, phone 312-666-3535. Chicago plant: 323 N. Carpenter Street, Chicago, Illinois 60607, phone 312-226-8368. Birmingham office and plant: P.O. Box 1590, Birmingham, Alabama 35201. Processors of frozen eggs since 1915. Broker and Clearing House members, Chicago Mercantile Exchange.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Phone: 402-278-2211. Dried whole eggs. Dried yolks (color specified); frozen whole eggs (color specified); frozen yolks (color specified). See ad page 8.

MANUFACTURING EQUIPMENT

ASEECO CORPORATION, 1830 West Olympic Boulevard, Los Angeles, California 90006. Agents for macaroni production machinery. Manufacturers of complete storage systems for noodles, cut goods and specialty items: Aseeco-Lift bucket elevators, vibrating conveyors and accumaveyors. Engineering and plant layout for complete macaroni plants from storage to warehouse; supervision and installation of all equipment. See ad page 27.

DOTT. ING. M., G. BRAIBANTI & COMPANY, Largo Toscanini 1, Milan, Italy. U.S.A. and Canada representative: Werner/Lehara, Inc., 60 East 42nd Street, New York, N.Y. 10017. Manufacturers of completely automatic lines for long, twisted, and short goods. Production lines from 5,000 to more than 100,000 pounds in 24 hours. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free consultation service for factory layouts and engineering.

THE BUHLER CORPORATION, 8925 Wayzata Boulevard, Minneapolis, Minnesota 55426. Planning and engineering of complete macaroni factories: consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short and long goods, multi-purpose dryers for short, long and twisted goods, automatic cutters, twisting machines, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 230 Park Avenue, New York, and Buhler Brothers, Ltd., 1925 Leslie Street, Don Mills, Ontario, Canada. See ad pages 16-17.

CLERMONT MACHINE COMPANY, Inc., Subsidiary of Carlisle Corp., 280 Wallabout Street, Brooklyn, N.Y. 11206. Manufacturers of a complete line of machinery for the macaroni and noodle trade, including bucket and cleat conveyors. Affiliated with N.&M. Pavan, 35015 Galliera Veneta, Padova, Italy, manufacturers of automatic continuous lines for short and long cut pasta; entirely automatic noodle, nest and coil lines (no trays); conventional and fast drying cycles with pre-dryer and finish dryers in stainless steel. See ad pages 29 and 30.

CONSOLIDATED BALING MACHINE COMPANY, Sales Division of N. J. Cavagnaro & Sons Machine Corporation, 162 Sixth St., Brooklyn, N.Y. 11215. Department MJ. Manufacturers of a complete line of all steel, hydraulic Baling Presses for baling all types of waste paper, cartons, semolina bags, cans, etc. Also manufacture machinnery for producing Chinese type noodles, dough brakes, and cutters. See ad page 8.

DE FRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Brooklyn, N.Y. 11237. Full range of automatic presses for both short cuts and long goods from 500 lbs. to 2,500 lbs. per hour. Continuous automatic lines for long goods with new patented automatic return of the empty sticks to the stick reservoir of the press. Automatic stick stripping device with a speed up to 24 sticks per minute. Automatic long goods cutters and automatic weighers for long goods; automatic sheet formers; noodle cutters; high temperature finish drying rooms; new dual air chamber design preliminary dryers for long goods. Die washers, egg dosers and conveyors. Special canning spreader for filling macaroni products at a predetermined quantity directly from extrusion press into cans. Consultations and factory layouts available for your requirements. Full line of rebuilt presses and hydraulic presses. Exchange system for preliminary dryers, ADS spreader conversions and screw cylinders. Complete line of "Ambrette" extruders, cyclo-mixer and specialized "Ambrette" equipment. Western representative: Hoskins Company, P.O. Box 112, Libertyville, Illinois 60048. See ad pages 32 and 33.

HOSKINS COMPANY, P.O. Box 112, Libertyville, Illinois 60048. Sales representatives for: DeFrancisci Machinery Corp., manufacturers of macaroni machines; Autoprod, Inc., manufacturers of pizza and frozen casserole machinery; J. C. Ford, manufacturers of snack and Mexican food production machinery; Semco, manufacturers of bulk flour handling systems; Aseeco, manufacturers of food conveying and storage equipment. See ad page 43.

MEYER MACHINE COMPANY, 3528 Fredericksburg Road, San Antonio, Texas 78201. Phone: 512-734-5151. Conveying, elevating and processing equipment for the macaroni industry. Simplex Conveying Elevators; easy let-down chutes; Vibra-Flex conveyors; special dryers for macaroni and noodles built to your specifications. See ad page 7.

SOBROOK MACHINE, Division of Volpi & Son Corp., 544 3rd Avenue, Brooklyn, N.Y. 11215. Phone: 212-499-5922. Complete line of noodle cutting, ravioli, capelletti and gnocchi machinery; drying units; cutting machines; continuous production presses and sheeters; 25 to 250 lbs. per hour. Complete line of Giacomo Toresani Machines.

ZAMBONI, Via Isonzo Casalecchio, Bologna, Italy. Coiling machines, ravioli machines, nesting machines, shearing-folding machines. Cartoning, weighing, and bag-packing machines. Agents in the industrial branch: Dott, Ingg. M. G. Braibanti & Company, Milan. Braibanti representatives in the U.S.A. and Canada: Werner/Lehara, Inc., 60 East 42nd Street, New York, N.Y. 10017.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: 212-499-3555. Specializing in extrusion dies for the food industry. See ad page 47.

(Continued on page 38)

DIES

PLINIO & GLAUCO MONTONI, P.O. Box 159, Pistoia, Italy. Dies in Teflon with interchangeable round and oval section elements; Bronze dies; Cromoduro dies. See ad page 39.

GUIDO TANZI, INC., 6917 Milwaukee Avenue, Niles, Illinois 60648. Phone: 312-647-9630. Manufacturer of all types of dies. Specialists in teflon dies. See ad page 35.

PACKAGING EQUIPMENT

AMACO, INC., 2601 West Peterson Avenue, Chicago, Illinois 60645. Designers and distributors of all types of weighing, bag-making, filling and cartoning equipment for all branches of the macaroni trade.

CLYBOURN MACHINE CORPORATION, 7515 North Linder Avenue, Skokie, Illinois 60076. Phone: 312-677-7800. Vertical cartoning equipment with volumetric or net weigh filling. Horizontal cartoners for long macaroni products. See ad page 25.

CROMPTON & KNOWLES CORPORATION, Packaging Machinery Group, 3000 St. Charles Road, Bellwood, Illinois 60104. Phone: 312-287-4200. Horizontal Cartoners for packages of long goods spaghetti, macaroni and Lasagna. Adjustable with speeds to 180 cartons per minute and adaptable to run with any automatic weighing device. Vertical Cartoners for packaging of short goods macaroni products by volumetric means or available with net weight scales with speeds to 150 cartons per minute.

HAYSSEN MANUFACTURING COMPANY, Sheboygan, Wisconsin 53081. Phone: 414-458-2111. Sales offices in all major U. S. cities and agents in most countries of the world. Offering a complete line of packaging equipment for the macaroni industry: Expandomatic and Expandette vertical form, fill and seal machines with net weight scales. Volumetric feeds, augers, and other feeds available. Noodle feeders, bucket elevators, and a full range of machine accessories. See ad page 8.

TRIANGLE PACKAGE MACHINERY COMPANY, 6655 West Diversey Avenue, Chicago, Illinois 60635. Phone: 312-889-0200. Manufacturers of automatic form, fill, seal machines for the packaging of short cuts and noodles, which may be equipped with either volumetric or Flexitron net weight fill systems; automatic and semi-automatic Flexitron net weighing systems for short goods using preformed bags or cartons; automatic scales and wrappers for long goods available for both standard and Italian style lengths; new Flexitron Static Checkweigher for synchronization with any vertical form, fill, seal machine that may be equipped with automatic servo feedback controls. See ad page 21.

PACKAGING SUPPLIES

BLUM FOLDING PAPER BOX CO., INC., P.O. Box 368, Valley Stream, L.I., N.Y. 11582. Phone: 516-561-1000. Folding paper boxes for the macaroni industry. This company also owns Swayze Folding Box Company, Canton, Pennsylvania.

BURD & FLETCHER COMPANY, Seventh Street, May to Central, Kansas City, Missouri 64105. Phone: 816-842-1122. Creative packaging engineers.

DIAMOND PACKAGING PRODUCTS DIVISION, Diamond National Corporation, 733 Third Avenue, New York, N. Y. 10017. Creators and producers of multi-color labels, folding cartons and other packaging materials: point-of-purchase displays, outdoor posters, booklets, folders, banners and other advertising materials. Sales offices in 28 principal cities offer nationwide package design service and marketing consultation. Nine manufacturing plants are strategically located coast to coast. See ad Inside Back Cover.

E. I. DU PONT DE NEMOURS & COMPANY, INC., Wilmington, Delaware 19898. The principal films from Du Pont used for packaging macaroni and noodles are: Du Pont "K" 307 cellophanes, 2-in-1 polyethylene bag films and "Clysar" polyolefin films. Regional Sales Offices: East Orange, New Jersey; Desplaines, Illinois; Atlanta, Georgia; Brisbane, California.

FAUST PACKAGING CORPORATION, 100 Water Street, Brooklyn, New York 11201. Creators and manufacturers of multi-color cartons and promotional material for macaroni noodle products and frozen foods.

MUNSON BAG COMPANY, 1366 West 117 Street, Cleveland, Ohio 44107. Converters of cellophane and polyethylene bags as well as printed roll stock for automatic bag equipment.

PARAMOUNT PACKAGING CORPORATION, Oak Avenue, Chalfont, Pennsylvania 18914. Phone: 215-822-2911. Converters of flexible packaging.

ROSSOTTI LITHOGRAPH CORPORATION, 8511 Tonnelle Avenue, North Bergen, New Jersey 07047. Complete packaging services for macaroni manufacturers, from design and production via latest lithographic equipment, to merchandising and marketing assistance in packaging promotions. Rossotti Clo-Seal Cartons (sift-proof, infestation-proof carton construction); Rossotti Econ-o-mate equipment (heat-seal packaging machinery). Executive offices: North Bergen, N.J. See ads pages 2 and 3.

ST. JOE PAPER COMPANY, Chicago Container Division, 401 Northwest Avenue, Northlake, Illinois 60164. Phone: 312-562-6000. Corrugated shipping containers; corrugated paper products. Mill: Port St. Joe, Florida. Container plants in 20 principal cities throughout the United States. See ad page 50.

SERVICES

JACOBS-WINSTON LABORATORIES, INC., 156 Chambers Street, New York, N.Y. 10017. Consulting analytical chemists; sanitation consultants; new product development, labeling and packaging advisors; pesticide and bacteriological analysis. See ad page 41.

ACCOMPANIMENTS

LAWRY'S FOODS, INC., 568 San Fernando Road, Los Angeles, California 90065 and 1938 Wolf Road, Des Plaines, Illinois 60018. Manufacturers of Lawry's Spaghetti Sauce Mix, Goulash Seasoning Mix, Chili Mix, Beef Stew Mix, Tartar Sauce Mix, Seafood Cocktail Sauce Mix, Taco Seasoning Mix, Enchilada Sauce Mix, Seasoned Salt, Seasoned Pepper, Garlic Spread, Spanish Rice Seasoning Mix, liquid dressings, dry salad dressing mixes, gravy-sauce mixes, and dip mixes.

Pre-Cooked Frozen Macaroni Products

by
Marvin E. Winston* and James J. Winston, Director,
Jacobs-Winston Laboratories Inc., New York City
Project Sponsored by American Lecithin Company, Atlanta, Georgia

THE demand for convenience type of food preparation as evidenced by frozen dinners has influenced the manufacture and preparation of frozen macaroni recipes. The past few years has seen a significant increase in frozen macaroni products sold in the form of lasagna, spaghetti, macaroni and egg noodles.

The purpose of this investigation is to determine the effects of different ingredients on the quality of the pre-cooked frozen macaroni product.

According to Winston and Jacobs (1), the use of soybean lecithin reduces "sweating" or syneresis in cooked frozen spaghetti. This phenomenon was previously noted by Nottbohm and Mayer (2) in their experiments on macaroni dough. In 1961, Winston (3) observed that the use of distilled monoglycerides (Myverol or Myvaplex) likewise reduced the syneresis effect and stickiness of cooked frozen spaghetti.

* Student at the University of Indiana, Bloomington, Ind.

Experiments—Ingredients Used

a—New commercial soybean lecithin in the form of Alcolec 505 consisting of 62% lecithin (phosphatides) and 38% oil carrier. Product of American Lecithin Co.

b—Distilled Monoglycerides — product of Eastman Chemical Co.

Processing

The following samples of spaghetti were manufactured on a laboratory press using 100% semolina as the farinaceous ingredient:

Sample	Ingredients
#1	100% Semolina
#2	100% Semolina + ¼% Alcolec
#3	100% Semolina + ½% Alcolec
#4	100% Semolina + 1.5% Myvaplex
#5	100% Semolina + 1.5% Myvaplex + ¼% Alcolec

The lecithin in the form of Alcolec 505 was first dispersed in the water and added to the dough in the mixer.

The distilled monoglycerides (Myvaplex) was dispersed in water heated to 150° F. and then added to the dough in the mixer.

During the processing of these five products, it was noted that the use of Alcolec slightly reduced the amount of water necessary to yield a good cohesive dough. The use of distilled monoglycerides did not affect the water absorption.

The mixing time for dough formation using either Alcolec or Myvaplex was slightly reduced as per following table:

Table I

Sample #	Mixing Time (Minutes)
1	10
2	8
3	8
4	8
5	8

Preparation of Cooked Spaghetti

Each one of the manufactured spaghetti products was cooked for a period of 10 minutes using the following procedure: 8 ozs. of spaghetti was added to 2 quarts of boiling water containing 1% salt. The cooked spaghetti was then drained in a colander for three (3) minutes. 4 ozs. of cooked spaghetti was added to an aluminum container + 2 ounces of meat sauce and then tightly covered. At the same time, there was added 2 ounces of meat gravy to other portions of cooked spaghetti in aluminum containers. This resulted in the formation of 8 dishes of each sample yielding a total of 40 containers; half of them were sauced; half of them were gravied. All the containers were immediately placed in a deep freezer-Delmonico type, at 0°F.

Refrigerated Products

The pre-cooked frozen spaghetti products were maintained in the freezer at 0°F. for a total period of 3 months. At the end of each month, 2 containers of each product were removed from the freezer and were subjected to panel evaluation for quality characteristics. These consisted of the following:

1—Texture—smoothness; slime formation;
2—Color—degree of yellow;
3—Resiliency;
4—Syneresis or "sweating";
5—Sauce and gravy cling or distribution;
6—Thawed out appearance — color, slime, stickiness;
7—Heated quality—color, bite, resiliency;
8—Flavor changes.

The panel evaluation results at the end of 3 successive months were consistent and the time element did not affect the qualities under observation. The results are tabulated in Table 2.

Table 2 (3 month period)

	Sample 1	Sample 2	Sample 3	Sample 4	Sample 5
Texture	Good	Good	Good	Good	Good
Color	Fair	Good	Excellent	Fair	Good
Resiliency	Fair	Excellent	Good	E cellent	Excellent
Syneresis	Moderate	None	None	None	None
Sauce & Gravy Cling	Good	Excellent	Excellent	Excellent	Excellent
Thawed out Appearance	Fair	Excellent	Good	Good	Good
Stickiness	Slight	None	Slight	None	None
Heated Quality	Fair	Excellent	Good	Good	Good
Flavor Changes	None	None	None	None	None

Panel consisted of 4 persons. The triangle procedure was used.

Summary

The use of Alcolec (Lecithin) and Myvaplex—(distilled monoglycerides) produces a cooked frozen macaroni product with improved qualities. These are principally:

a—less stickiness;
b—better resiliency;
c—less sweating or slime on surface;
d—more uniform sauce and gravy distribution or cling.

When the products are thawed and prepared for heating, the spaghetti with ¼% Alcolec shows the greatest improvement particularly with respect to color and a minimum of stickiness. After heating, the Spaghetti #2 (¼% Alcolec) shows a definite improvement in respect to color, bite and resiliency.

References

(1) J. J. Winston, B. R. Jacobs, Food Industries. Vol. 19, p. 327-329, 1947.
(2) F. E. Nottbohm, F. Z. Mayer, Untersuch. Lebensm. 66, 2, 1933.
(3) J. J. Winston, Macaroni Journal. Vol. 43, No. 1, May 1961.

* Student at the University of Indiana, Bloomington, Indiana.

Hoskins Company Expands Organization

HOSKINS Company announces that Robert F. Stuebing has joined their staff. Mr. Stuebing was formerly plant manager for the LaPorte factory of American Home Foods and has had extensive experience in engineering operation of canned, fried, frozen and prepared food plants.

Hoskins Company was founded by Glenn G. Hoskins in 1939 as a consulting firm for the macaroni industry. The company pioneered in the development of temperature and humidity controls for macaroni dryers and conducted annual schools for macaroni plant managers.

The Company is now a representative for five manufacturers of machinery. These companies supply processing and materials handling equipment for macaroni products, frozen Italian foods, Mexican foods and snacks.

DeFrancisci Machine Corporation manufactures macaroni equipment and such specialized machines as high capacity ravioli extruders, double screw kneaders and high speed continuous mixers.

Mexican and Italian Prepared Foods

Autoprod produces integrated lines for frozen pizza. The equipment can assemble 600 two-inch pizzas per hour or produce a substantial volume of larger pizzas. Production lines are available for frozen lasagna and manicotti casseroles.

J. C. Ford manufactures complete production lines for corn and tortilla chips and such Mexican food specialties as taco shells and tamales. Their continuous ovens can be used in the factory or for cooking frozen foods in high volume cafeterias. J. C. Ford's continuous fryers are used in snack production.

Materials Handling Equipment

Semco manufactures complete bulk handling systems for flour and semolina including regrinds systems and dry blending of eggs.

Aseeco Corporation manufactures bucket elevators, vibratory conveyors and storage conveyors.

The basic concept of Hoskins Company is that they are still consultants, but, instead of simply advising clients, they design complete production lines with the aid of their suppliers and can furnish the equipment to make the concept a reality.

The staff of Hoskins Company consists of Charles Hoskins, John Winkelmann, Bob Stuebing and Edith Linsley.

Egg Market Comments

The V. Jas. Benincasa Company trade letter in late February said: "Everybody is wondering what the egg market situation is."

It went on to say that in December, the Nation's laying flock produced 5,851,000 eggs—up 5 percent from November and 3 percent above a year ago for December. Layers on farms January 1, 1970 totaled 323.6 million, compared to 320.6 million on December 1 and 327.1 million on January 1, 1969. The rate of lay on January 1 averaged 58.8 eggs per 100 layers, up 1 percent from the 58.3 a month earlier and up 2 percent from the rate a year earlier. Egg-type chicks hatched during December totaled 39 million, up 14 percent from a year earlier. Egg-type eggs in incubators on January 1, 1970 were 27 percent above a year ago.

These facts can mean only increased egg production. Increasingly egg dealers are discovering that slackening orders for consumer grades and falling sales confirm the reality of the market prices being lower. A surplus of fresh eggs resulting from more eggs than can be sold to consumers not only lowers the prices but the resulting surplus must find outlet through the eggbreakers in frozen eggs or dried egg solids.

The fresh egg production is exceeding that of a year ago. The layer-flock is larger than a year ago and these two factors might warrant egg prices being lower than a year ago. Last year at this time the New York Market on Fancy Large was quoted 40—Standards 39 and Checks 29, Frozen Whole Eggs were 28½, Egg Whites 19½ and Sugared Yolks 48. For this year New York Market on Fancy Large 52, Standards [illegible] and Checks 33, Frozen Whole Eggs 3[illegible] Egg Whites 24½ and Sugared Yolks 57.

Cold Storage Down

The total warehouse holdings of frozen eggs on February 1, 1969 was 60,850,000 pounds. On February 1, 1970 the total frozen eggs in U. S. warehouse was 41,104,000 pounds. The average indicated frozen egg usage in total for February is about 32,500,000 pounds. It is very important to watch the egg-type chick hatch and the eggs in incubators for the next three months.

While we are looking at what has happened it must be regarded in respect to what is about to happen. Complex as the process is, our reasoned opinion is that the demand for Easter will not have much influence on the sustained downward price of frozen eggs and dried egg solids. There is of course, a certain superficial plausibility to this analysis. There has been some support given the cash market of eggs by the current month futures, however, if there is a continuing surplus of fresh egg production, this futures action will be less impressive, as deliveries against the commitments could readily be made.

Avian Leukosis

Avian leukosis or chicken cancer has been known for more than fifty years. Today, the disease has grown to such proportions that it has a major impact on worldwide poultry and egg industries.

In the U. S. alone, the Department of Agriculture says the disease last year caused it to condemn 37 million young chickens, or nearly half the total condemned for all causes. That was almost 1½ percent of the 2.5 billion federal inspected young chickens slaughtered in 1969.

Apparently the problem is getting worse. The virus has become so widespread that nearly all chickens have to some degree. According to a recent

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U.S. Cold Storage Warehouse Holdings

	Feb. 1, 1970	Feb. 1, 1969	Feb. 1, 1968
Shell Eggs (cases	47,000	56,000	75,000
Total Frozen Eggs (lbs.)	41,104,000	60,850,000	85,464,000
Frozen Whites	6,181,000	5,829,000	9,058,000
Frozen Yolks	12,643,000	15,216,000	21,473,000
Frozen Whole	19,556,000	37,054,000	53,294,000
Unclassified	1,724,000	2,751,000	1,639,000

Avian Leukosis—

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Surgeon General report: "Over 90 percent of chickens from the most flocks in the country and abroad are infected with leukosis viruses, even though a much smaller percentage develop overt neoplasms." (tumors).

Unusual Move

Agriculture Secretary Hardin, in what insiders call "a highly unusual move," rejected an Advisory Panel report stating that the decision to continue present inspections standards was reaffirmed following receipt of a separate report from the Surgeon General.

"Even though there isn't any known link between the poultry leukosis viruses and human disease, or any known hazard to human health, it is aesthetically undesirable and unacceptable to pass for human food any poultry showing visible signs of leukosis or tumors," Mr. Hardin said.

There are hopes that at least part of the avian leukosis problem can be controlled as a result of a recent discovery at the Agriculture Department's Poultry Research Center in East Lansing, Michigan.

Scientists say that a large but unknown percentage of the chickens being diagnosed as suffering avian leukosis actually have a quite similar disease called Marek's disease.

At the Research Center Dr. H. Graham Purchase and his colleagues have found a virus that can be used as a vaccine against Marek's disease. The virus for the vaccine was found in turkeys, which strangely, are resistant to Marek's disease. The vaccine, when given to chickens, doesn't prevent the birds from becoming infected but does prevent them from developing tumors and other outward symptoms, a phenomenon that intrigues scientists studying the relation between viruses and cancer.

Much to Learn

Scientists quickly concede that there is much to be learned about the relation between viruses and cancer. Viruses are known to cause cancer in animals. Indeed, a pioneering discovery was the finding of a malignant tumor in chickens was caused by a virus. However, nobody so far has proven that any human cancer is caused by viruses, although there is a strong suspicion that some leukemia may be virus caused.

The decision by Mr. Hardin rejecting the Advisory Panel report deeply disappointed poultry industry leaders who had lobbied for the changes relaxing federal inspections standards for poultry affected by leukosis complex diseases.

But Mr. Hardin's pronouncement hasn't satisfied consumer advocate Ralph Nader who says: "This is a very serious problem. And the reesarch on this has been very recent and not thorough at all."

Monark Enlarges Facilities

Monark Egg Corporation, Kansas City, Missouri, has announced the completion of a new storage and warehouse facility, located adjacent to their present dryer building. This 25,000 sq. ft. addition blends in with their present construction, and has additional dock facilities as well as off-street parking.

Monark Egg Corporation are packers of frozen eggs and processors of dried egg products. The main office and central laboratories are in Kansas City, and they operate plants in the Heart of America—Missouri and Kansas. Operations are under the inspection service of the U. S. Department of Agriculture.

This year, 1970, marks their 37th year as a supplier to the noodle and macaroni industry, and they hold membership in the National Macaroni Manufacturers Association.

Urges Egg Production Control

The poultry industry needs to set up a method for controlling egg production, New Jersey Secretary of Agriculture, Phillip Alampi, told the Institute of American Poultry Industries fact-finding conference.

"Whether this control should be by Government, industry or a combination of both should be decided by all of those in the industry," he said.

Mr. Alampi heads a national egg pricing systems study committee that plans to propose a series of changes in pricing next spring.

Last month the committee called on the Chicago Mercantile Exchange to abolish daily cash call. When a suitable alternative is found the exchange has indicated it will halt the present cash egg trading.

Changes Too Slow

The egg pricing system has failed to change rapidly enough to keep pace with changes in the egg industry, Mr. Alampi said. Changes that have strained the pricing system include the increased by-passing of terminal markets, improvement in egg quality, moving the grading and cartoning of eggs to the country, rise of new commercial egg producing areas, a growing gap in market information, and the decrease in direct participation in price making.

Changes the committee should recommend should be evolutionary, Mr. Alampi stressed.

"The ensuing refinements should provide greater stability in the market place for shell eggs with nationwide uniform Federal-State standards of grade, weight and quality, all of this to be determined by basic supply and demand conditions. We want to do this with the least possible disruption to existing practices and institutions and, at the same time, to activate the process of orderly change to a better system of existing reporting services, utilizing the very latest in computer techniques," Mr. Alampi said.

Branded Poultry

Also at the conference, a Ralston Purina Co. spokesman said his company plans to develop branded poultry products.

"We happen to think that our best thing is to utilize the assets we have to build a total marketing program with branded products being the leader," said T. M. Reese, vice-president and Checkerboard Farms division director.

Ralston Purina by year's end will distribute or test market turkey parts, duck, capon, fryer parts, white and dark tied roasts, and self-basting turkey under the Checkerboard Farm label, he said.

Branding Eggs Possible

National branding of shell egg offers "tremendous opportunity," Fred Adams, Jr., president of Cal-Maine Foods and Adams Foods, told the Institute of American Poultry Industries at their fact-finding conference in Kansas City.

"I do not think that a large volume of the shell eggs in the foreseeable future will be moved under national brands. I do think that there is a good possibility and a lot of reason for making every efforts in egg products—particularly in the area of new developments and convenience products—to attempt to go the national brand route."

National branding of shell eggs promises to be advantageous "as much from the side benefits that I think will come from it, as the direct benefits that might derive from it," he said.

Adams Foods, Jackson, Miss., recently merged with Fresh Products Co. of California and Maine egg Farms in New England to form Cal-Maine foods.

Cal-Maine is "going to explore" national brands eggs, but it does not have a definite goal for a national program, Mr. Adams said.

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Ralph Maldari

Donato Maldari

Daniel Maldari

THE MALDARI STORY

TWAS in the twilight life of the gaslight era of 1903 that Felice Maldari rented a dark dingy basement at 371 Broome Street, New York City, and founded the nucleus of the Macaroni Die Makers of the United States. With crude tools and a hand-driven drill press, the pioneer struggled with the problems presented in the manufacture of copper dies.

In 1905 Donato Maldari arrived in the United States and joined his brother. They worked hard to nourish their infant business and by conscientious and untiring effort were soon able to acquire some mechanical equipment and hire sorely needed help. Two years later they were able to move to larger quarters, and added a little more equipment to their manufacturing facilities.

With hand work thus supplemented with machinery, the Maldari brothers heeded the cries of economy-minded macaroni manufacturers and turned their efforts towards finding a material which would outwear copper. Up to this time production output of macaroni was not of prime importance, for the macaroni industry was in its infancy and competition was negligible. With more and more macaroni plants springing into existence, however, the spirit of competition was fanned—naturally resulting in increased production. With this advent of increased production, copper dies wore rapidly and repairs and replacements became increasingly necessary. Thus a determined search for a material to outlast copper subsequently ended with the use of a bronze alloy.

More Expansion

Expansion again became necessary in 1909, when two basements and a small store were required. In 1910 Dominick Maldari joined the firm, and under the guiding hand of the eldest brother advancement was steady and certain. In the year 1913, with great pride and dignity, the name of Maldari stood bold and clear over large new quarters at 127 Baxter Street, New York City. The three brothers and their colleagues thus busied themselves making macaroni dies, both copper and bronze, for the popularity of copper had not died.

After an absence of twenty years from his native country, Felice longed to return to his boyhood surroundings —and thus the man who really started at the bottom, arduously building the foundation for a time-honored name, sailed to his cherished land and retired from the macaroni industry.

Incorporation

In the year 1924, the now internationally known name of F. Maldari & Bros. was incorporated, and two years later the plant was moved to larger and more modern quarters at 178-180 Grand Street, New York City. That same year Dominick Maldari was forced to retire from the business because of poor health, and the heavy burden of responsibilities fell upon the shoulders of the remaining brother—Donato.

In 1927 the business was sold to Donato Maldari and remained as an individual proprietorship until March 15, 1958 when the firm was incorporated under the name of D. Maldari & Sons, Inc.

In 1939 Ralph A. Maldari joined the firm, but soon afterwards was forced to take a leave of absence to serve with the Armed Forces. During the affiliation with the United States Army Air Corps he was stationed at various points in the United States and subsequently in England with the Eighth Air Force. He acted as an envoy of good will, visiting different macaroni manufacturers whenever the opportunity presented itself. A picture of himself in Scottish kilts published in the Macaroni Journal brought an invitation from an English macaroni concern—and also brought joy to the heart of Editor M. J. Donna, for it proved that his Macaroni Journal was widely read in all parts of the world.

World War II

The World War II years were truly trying ones for Donato. With his son Ralph serving with the Armed Forces, full burden and all responsibilities were again thrown on his shoulders. With his innate desire to serve the macaroni industry as he had been doing throughout the years, war work in the true sense of the word was repeatedly avoided because it was his sincere belief that he was in the very midst of war work making and repairing macaroni dies. As government priorities clamped down, it became increasingly difficult to obtain necessary raw material, and every issue was bitterly contested with the proper authorities. With his entire production facilities being used solely for the industry, Donato took his fight to Washington, D.C. where he enlisted the aid of Dr. Benjamin R. Jacobs. The Priority Board subsequently classified the business as "essential," with the ensuing result that top priorities were designated for material procurement. Thus Donato won his fight, and he continued through the war years to utilize his production facilities solely for macaroni die work.

The Boys Return

Ralph returns in November 1945 to again take up his duties with the firm. He is presently primarily concerned with research and development not only in the macaroni field but also in the cereals and snacks field.

In February 1946 C. Daniel Maldari became affiliated with the firm, thus making the family union complete. Dan

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The Maldari Story—

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graduated from the College of Engineering at New York University as an Industrial Engineer, and was working on his Master's Degree when the world conflict broke and Pearl Harbor became the keynote of vengeance. During the period of hostilities he left school and accepted an appointment by the United States Army Ordnance as a civilian production engineer with the specific task of bolstering production output, trouble shooting, and setting up inspection lines at industrial plants within the jurisdiction of the New York Ordnance District. He subsequently became affiliated with the United States Army Air Corps as an engineering officer, and was instrumental in setting up a production control system within the First Air Force while stationed at the Richmond Army Air Base, Richmond, Va. After his separation from the Army, Dan joined his father and brother, and was also able to complete his studies for his degree as Master of Administrative Engineering. His education and wartime experience prove a most valuable asset in his work. Dan is most concerned with administrative responsibilities.

Modernization

In keeping with the modern trend, plans for modernization of plant and production facilities were drawn in 1946. With the greatest boom in its history, and production facilities very heavily overburdened, such a task presented a Herculean problem. To shut down for a period of time was impossible, for the macaroni industry, being in the midst of an unprecedented boom, was in dire need of dies. Thus modernization became secondary to production output. Despite this decision, improvements became evident daily ,and modernization of equipment and tooling was completed with a minimum loss of production time.

In 1957 plant space again became critical, and the plant and offices were moved to its present location at 557 Third Avenue, Brooklyn, New York.

Die Records

Records on each macaroni die manufactured and each die repaired are meticulously kept on file, and job operation cards date back to 1922. These cards list complete specifications and tooling used, and prove invaluable in determining the economical aspect and practicability of die repair or conversion. By furnishing the serial number of the die with their questions, macaroni manufacturers have been saved thousands of dollars in transportation expense and time, since it is not necessary to send the die when a question arises.

The dies manufactured in the early 1900's were of copper because copper possessed the malleable characteristics so essential to punching operations. It sounds like a story from Ripley to say that at one time the copper dies were made without the use of mechanical equipment. The holes were punched through the entire thickness of the die by using hand tools and a strong arm. When the outside of the die enlarged, it was brought back to its size by chiseling its outside diameter.

Improvements

Technological improvements have wrought an amazing change. Changes are drastic not only in materials, equipment, and production methods, but also in basic die design In the old days the chamber design of dies, while important, did not play too great a role in macaroni production. From a seemingly insignificant part, the die design today plays an increasingly important role in quality and quantity control of macaroni products.

The familiar trade-mark of the flying eagle perched atop five dies and clutching stems of wheat symbolic of Maldari Dies is internationally known, and Maldari Dies are presently used in all parts of the world. Records indicate that some 34,000 dies have been manufactured since 1922, and the number of repairs matches this figure closely.

The Korean conflict, accompanied by critical material shortages once taxed the ingenuity of the inventive mind. With government regulations sharply curtailing production, every conceivable labor and material saving plan and device was of necessity thoroughly exploited.

The challenge of keeping ahead of new developments, synonymous with creating new developments, continues to be trying one, and all persons affiliated with the Maldari organization are pulling together in an effort to meet the exceptionally heavy demands made upon personnel and facilities.

Research goes on unceasingly, and improvements in material, tooling, and production methods are constantly being exploited. The brawn which once shaped and molded each die has given way to more scientific methods of engineering. The why and wherefore of each question, solved once by trial and error, is now solved by the far more practical methods of technical reasoning, computations, and calculations. Statistical figures, once unknown, are now carefully recorded, compiled, and analyzed.

Backed by sixty-seven years of down-to-earth, practical experience, and supplemented by technical and engineering education, the Maldari organization of today is striving to do its part by filling the needs of the macaroni industry in the most competent manner possible consistent with economy and practicability.

Thus as time continues its unwavering onward march, the name of Maldari holds a time-honored place in the macaroni industry. Through the unfaltering efforts of its dedicated personnel the firm has acquired an enviable distinctive reputation based solidly on honor, integrity, and goodwill.

Branding Eggs Possible—

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Branded Eggs in Los Angeles

In the Los Angeles area his company has been marketing branded eggs at a 10 cent per dozen premium.

"Our experience in the Los Angeles area is most encouraging. We will probably try one or two other markets in 1970," he said.

About four years ago the company started selling the premium branded eggs in the Los Angeles area. Between 50 and 100 cases were moved weekly initially. Today the volume is 1,000 cases weekly, Mr. Adams explained.

The Los Angeles program proved that:

1. A certain number of consumers are willing to pay a premium for a product.
2. Retailers and merchandisers are willing to cooperate if the supplier does its share.
3. The program can serve as an entry to develop volume business with the retailer.

"We think the program is successful. It has not made us any money to this time. As a matter of policy we are reinvesting in the form of advertising and promotion all of the premium money that is derived from the program," Mr. Adams explained.

In the past 31 months the company has sold 17,280,000 of the premium eggs. The retailer makes a profit of 5 cents a dozen.

"In many cases this will increase the profitability or markup 40 to 50 percent. This is an incentive, we think, to get the retailer to cooperate, and this is most important.

"But in going to branded products I think we must recognize that it does have a lot of pitfalls. It has a lot of costs connected with it. Somebody has got to pay these costs.

"I think we as a company must ultimately plan to pass the higher costs on to the consumer," Mr. Adams said.

Whiteface Inn, Scene of the 66th Annual Meeting

July 19-23

WHITEFACE Inn on Lake Placid in the Adirondack Mountains of Western New York State is the scene of the 66th Annual Meeting of the National Macaroni Manufacturers Association July 19-23.

You may choose accommodations in the main building or in more than 46 lodges with picture-window views of the lake and mountains. Activities-wise, the accent is on water sports and golf enthusiasts derive the fullest enjoyment from a course that starts right at the Inn and offers breath-taking panoramas from every fairway.

Championship Golf

The 18-hole golf course is of truly championship calibre, and has been the scene of many outstanding national and regional tournaments. Electric golf carts and well trained caddies are available. And best of all, the first tee of the course is just a two-minute stroll from the main entrance of the Inn.

"Going places" is easy at Whiteface. In fact, you can walk to literally everything—the lake, the golf course, the tennis courts, the pool and the games building. This leaves more time for the serious business of the convention or for fun and relaxation.

How to Get There

Mohawk Airlines flies to Lake Placid-Saranac, with the Lake Placid Airport some 12 miles from Whiteface Inn.

The New York Central Railroad has an overnight train from New York City to Lake Placid. Coming from the west cars are connected for Lake Placid at Utica. Taxi fare from the railroad station is $1.00 per person, from the airport $2.50 per person.

Motoring from New York City: New York State Thruway to Exit 24 at Albany, then via Northway to U.S. 9 and State Highway 73 to Lake Placid. 293 miles.

From Buffalo: New York State Thruway to Utica, then via State Highways 12, 28, 30, 3 and 86 to Lake Placid, 330 miles.

From Montreal: Routes 9 and 9N to Jay then via State Highway 86 to Lake Placid. 110 miles.

Montreal is the closest major airport to Whiteface. If 40 to 50 people were interested in chartering a bus from the airport at Montreal to Whiteface Inn on Sunday, July 19 and return on Thursday afternoon, July 23 the cost would be about $8.00 per person for the round trip.

Surrounded by the majestic peaks of the Adirondack range, Whiteface Inn has an old-world charm that is somewhat reminiscent of Switzerland. The 833 wooded acres that comprise this famous resort-estate assure you of every fun activity and your complete privacy in "get away from it all" atmosphere.

Specialist in Specialties

Guido Tanzi, the die maker from Niles, Illinois, claims he can produce any shape of macaroni product in a short cut die.

Coming from a family of macaroni manufacturers in the Province of Foggia, Italy, Tanzi has had long experience as a die maker. He is credited with having developed the dies for Yolanda and Fusilli, and through the years has developed such well known specialties as Rotini, Cavatelli, Berretti, Gemelli, and others.

With his brother Mario, he developed Zoo-Mac, a die that will extrude macaroni products in the shape of animals. When originally introduced, this was not a great commercial success, because the extrusion through the die of the pasta was not completely uniform, and probably as a marketing idea the innovation was ahead of its time.

Today however there seems to be a greater demand for novelty sizes and shapes not only in macaroni products but in snack foods as well.

Guido Tanzi declares he can develop a novelty shape from any sketch supplied him, with nominal development costs to afford him time-and-materials for this interesting research and development. He is an inventor at heart.

Our Mistake

In the listing of the hosts of Suppliers Socials at the Winter Meeting on page 10 of the March issue the name of V. Jas. Benincasa Company was inadvertently omitted. We are sorry.

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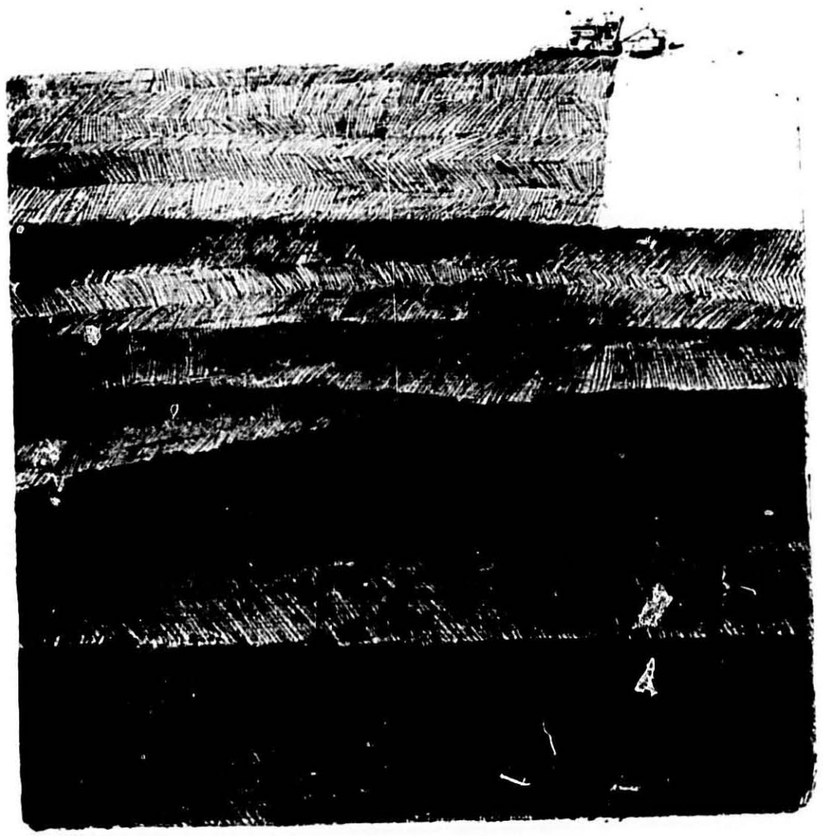

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