

**THE  
MACARONI  
JOURNAL**

**Volume 40  
No. 8**

**December, 1958**



# Macaroni Journal

THE INTERNATIONAL  
MACARONI  
MARKETING BOARD







## To Our Friends . . .

*Friendship in business represents one of man's finest ideals. As the Holiday Season approaches, we would like nothing better than to meet our many friends in person, clasp them by the hand and extend the compliments of Christmastide.*

*We take this occasion to express our gratitude for the patronage and cooperation of our friends in the macaroni industry and to wish them, one and all, a Merry Christmas and Happy and Prosperous New Year.*

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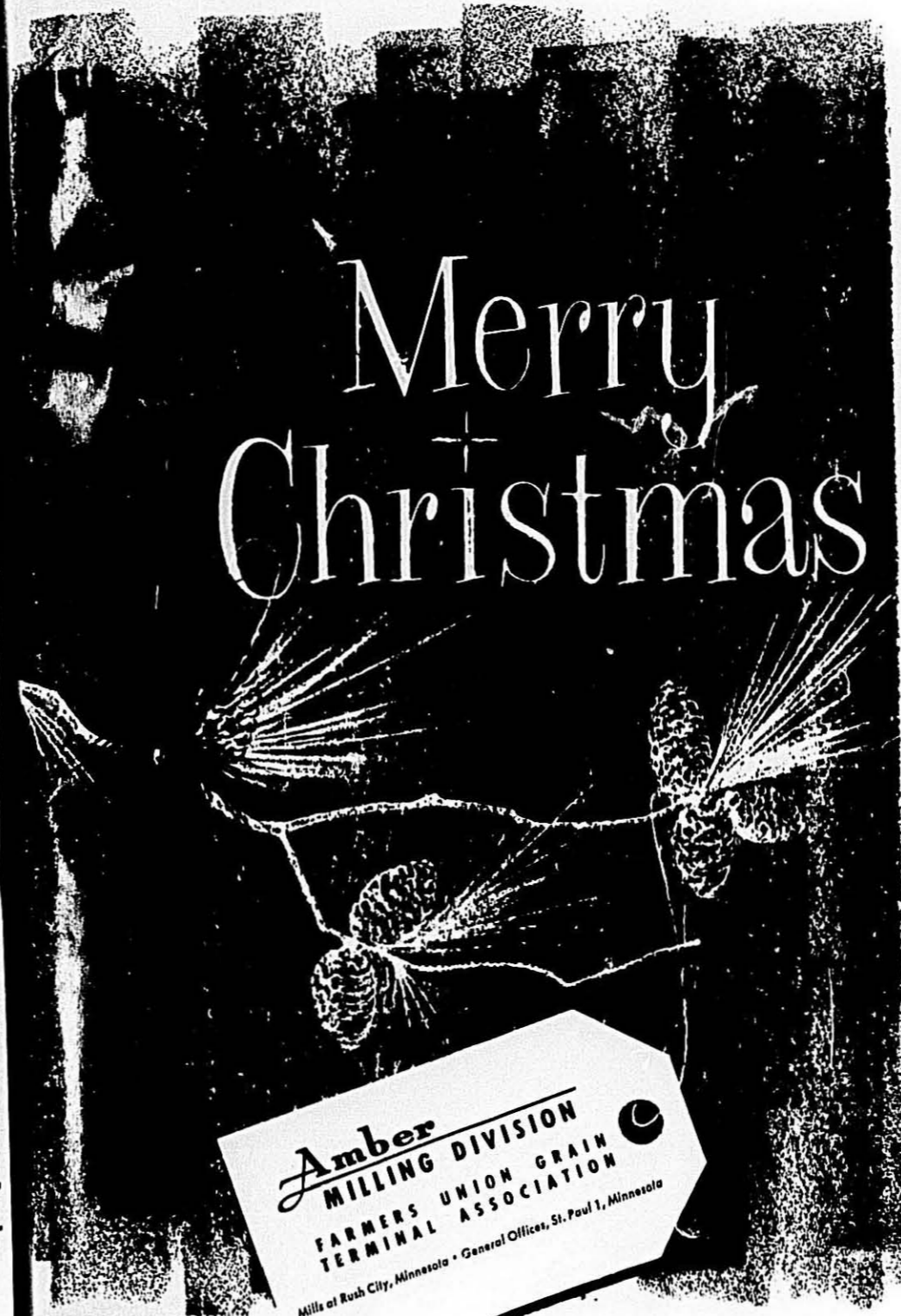
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December, 1958

THE MACARONI JOURNAL

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# Merry Christmas





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## Cover Photo

A buffet dinner with a macaroni-frankfurter casserole, a cabbage slaw and platters of pickles, topped off with a maraschino cherry fruitcake and coffee, points to easier entertaining during the holidays.—National Macaroni Institute Photo.

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## Macaroni Week Publicity Appeals to Youth



Karen Ziebe, twenty month old Spaghetti Queen.

It costs \$1 to make a first impression for a product on a teenager, as opposed to \$7 needed to change brand loyalty later, says Carlos Campbell, executive secretary of the National Canners Association. Teenagers buy 25% of the family's food, and older teen girls represent at least 50% of the brides in any year. There are approximately 17,000,000 teenagers within the ages of 13 and 19. There are approximately 40,000,000 within the ages of 5 to 17. Thus the youth market of tomorrow is important, as is the youth market of today, and that's the direction in which National Macaroni Week 1958 was aimed.

### Macaroni Week Queens

The National Macaroni Institute went right to the crib set for its Macaroni Queen of 1958. Twenty month old Karen Ziebe of Northbrook, Illinois, kicked off the event in newspapers around the country by tackling a big platter of spaghetti—in her most unique queenly manner. Karen is a blonde with blue eyes and weighs 32 pounds. Her measurements: 22-20-24.

Photos of Diane Lally of Chicago, 16, Macaroni Week Queen representing the teen-age set, went out to trade and newspapers around the country. "For a carload of profits, load up on macaroni, spaghetti and egg noodles and display them prominently during National Macaroni Week, October 16-25," said one release. It got attention, and the September 5 issue of the California Grocers Advocate carried it on their front cover.

As a part of the annual celebration, the National Macaroni Institute treated 30 second-graders in the St. Therese Chinese

Catholic Mission School to a spaghetti luncheon in the school hall at 2311 South Wentworth in Chicago's Chinatown. The youngsters polished off around four gallons of spaghetti, while Henry Lee, 8, armed with a pair of chopsticks, was named the "Champion Spaghetti Eater" of the group after consuming about four helpings. The luncheon got lots of coverage in newspapers, wires, radio, and on television.

Why a kick-off in Chinatown? Because macaroni is more Chinese than chop suey. It was discovered in China and then brought to Italy by Marco Polo, according to macaroni lore.

### Support From Food Editors

Enthusiastic food editors, versed on macaroni products as a result of the Institute's well-received presentation at the Annual Food Editors' Conference, lent their support to the 1958 promotion.

A Macaroni Week clip sheet told them about the celebration. Aimed at telling the youth market about macaroni, general facts included how much to buy, how to cook, and how macaroni is made; there were recipes for Macaroni & Cheese—ideal for autumn parties; Home-for-Lunch Noodles; Bride's Spaghetti Supper; and for the small fry's Halloween party—Spaghetti with Chicken Liver Sauce and Macaroni-Bacon Casserole. Lots of follow-up mailings kept editors supplied with macaroni material for their food columns.

"Macaroni products are nourishing and in general enjoyed by children of all ages," said the *Bell Syndicate* October 22. Recipes given were for Chinese Checkers Macaroni Dinner, and Teens' Frankfurters and Noodles.

"If you're used to a crowd of youngsters, then it's more than likely that you are an expert at making up platters of meat balls and spaghetti, lasagna, macaroni and cheese, and similar substantial dishes," wrote Alice Denhoff of *King Features* on October 27.

### For Teen Age Sons

"If your teen-age son fancies himself a pretty good man at the barbecue grill, encourage this latent talent. Let him bring this outdoor skill indoors. For instance, let him try his hand at Spaghetti with Meat Ball Kabobs," said Morrison Wood of the *Chicago Tribune*.

Ruth Ellen Church of the *Chicago Tribune* followed suit by writing, "Here's an appetizing lunch for your junior or junior miss who comes home at noon. It features an almost-meal-in-itself Salmon Noodle Casserole accompanied by red



Henry Lee, Chinatown Champion.

and green coleslaw, hard rolls and butter or margarine, baked apple with cream, and milk. Remember other macaroni products, too, for home-coming youngsters' lunches. Spaghetti and meat balls always please, as does macaroni and cheese."

### For New Brides

"If you're a new bride, you're probably still building up your recipe file. Good additions to your collection, any one of the following trio would be a particularly good choice when friends or relatives come for dinner." The trio: Spaghetti with Neapolitan Sauce, Noodle Shrimp Casserole, One-Dish Macaroni Dinner," said Erta Haley of the *National Weekly Newspaper Service*.

"Teenagers really go for this Macaroni & Chili Casserole. It's hearty enough to appeal to Dad, too," suggested Frank Kohler of *General Features*.

Magazines, too, carried the salute to youth. The theme of the September issue of *Good Magazine* was a progressive dinner with a beautiful color photograph of Beef Stroganoff with Egg Noodles on the front cover. *Good's* circulation is 500,000. "The ABC's of Macaroni, Spaghetti and Noodles" is in the Better Way section of the November issue of *Good Housekeeping*. "What's the difference? It's mostly a matter of shape," says the author. "Spaghetti, noodles, lasagne, and ziti, to name a few of the 150 varieties, are all members of the macaroni family." The magazine's circulation is 4,470,808.

The winter issue of *Brides Magazine* calls attention to macaroni with recipe and photo of Macaroni Salad with Cream Dressing.



Preliminary tallies on publicity breaks scored by the end of October show 24 magazine features during September, October, and November issues with circulation of more than 72,000,000. Twenty-three syndicated food columnists carried macaroni recipes, photographs and "youth must be served" copy to a combined circulation of 420,000,000. Clips from stories, photos and recipes released direct to food editors in all major market areas are pouring into the New York office of Theodore R. Sills & Company, public relations counsel for the National Macaroni Institute, along with full-color breaks from Miami, Nashville, Des Moines and New York newspapers.

#### Television Plugs

Baby Rose Marie, on the Jack Paar NBC-Television network show reaching 112 stations coast to coast, plugged National Macaroni Week to an 8,000,000 audience.

Reynolds Wrap had a Macaroni-Tuna Casserole as a subject of a commercial on the Peter Lind Hayes Show over 80 ABC Network TV stations October 24.

Scores of disc jockeys talked about Macaroni Week and Youth Will Be Served, to listeners in the home and on the highways.

Members of the National Macaroni Institute were supplied a kit for National Macaroni Week containing sample proclamations for governors, mayors, and other local dignitaries; ideas for queen contests; club and organizational tie-ins; sample releases for local placement with a photo of Spaghetti and Meat Sauce and a color print of Egg Noodles and Steak Roll Ups.

A Macaroni Primer was also released to members of the Institute. It carried material on such basic facts as what macaroni is, what it is made from, how the hole is put in macaroni, cooking tips, a definition of "al dente," nutritional facts and versatility of macaroni and noodle products.

#### Official Proclamation

North Dakota Mill & Elevator got a proclamation of National Macaroni Week by Governor John E. Davis of North Dakota. It ran in every newspaper in the state.

The proclamation read as follows:

WHEREAS, America's future lies in the hands of the next generation and its successors, and

WHEREAS, there are now approximately 17,000,000 teenagers in the United States, many of whom will be reaching adulthood within the next few years, and

WHEREAS, these teenagers deserve and need our continuing concrete trust and support, and

WHEREAS, the Macaroni Industry has voted Unanimously to devote its annual industry celebration to a salute to youth,

NOW THEREFORE, I, John E. Davis, Governor of the State of North Dakota, do hereby proclaim October 16-26, 1958, as "NATIONAL MACARONI WEEK" and urge all citizens to join the Macaroni



"It's just as easy as that to bake a Chipped Beef Casserole," says Nathalie Ostroot, Minnesota state winner in the Betty Crocker Search for the "American Homemaker of Tomorrow." Illustration is from the General Mills article.

Industry in a salute to the youth of our nation.

Given under my hand and the Great Seal of the State of North Dakota here in my office in the State Capitol at Bismarck, North Dakota, this 29th day of September, 1958.

#### More Cooperation

General Mills saluted National Macaroni Week with a full page feature in the October issue of "The Modern Mill-wheel," company publication mailed to approximately 30,000 employees and stockholders. The article pointed out that "the event is sponsored each fall to stress the important role played by spaghetti, macaroni, and egg noodles in the American menu."

It continued: "In conjunction with this year's event the Betty Crocker Kitchens are introducing a number of macaroni and noodle dishes.

"Among these varieties is Chipped Beef Casserole, one of the many hot dishes that give young people needed nourishment energy.

"Because children and adults alike are eating more macaroni, spaghetti, and egg noodles than ever before, and because macaroni dishes are some of the most inexpensive meals that can be put on the table, the company strives to develop new recipes and increase consumption of macaroni foods."

#### Durum Wheat Institute Supports Macaroni Week

The September issue of Durum Wheat Notes carried the theme for the 1958 National Macaroni Week, "Youth Will Be Served," to home economists all over the country.

Centering on the back-to-school crowd, teachers were given recipes for both school and home preparation of several tasty as well as colorful macaroni dishes. Pupils should not only be given things that are good for them, but they should

be taught the relationship of food to health, the Institute asserted.

Copy read as follows:

"The paper-and-pencil set, the country's school children, have been getting much more attention than usual the past year. With national concern over the 'crisis in education,' perhaps we tend to forget that thought should also be given to the nutritional well being of pupils.

"Such considerations contribute to the thinking of the macaroni industry and individual manufacturers who celebrate National Macaroni Week, October 16 to 25, this year with the theme, 'Youth Will Be Served.' They urge re-evaluation of the needs of children, the psychological and physical needs of the child growing up in a world that is undergoing constant change and often is difficult to understand.

#### Student Education

"It is of first-rate importance that children develop good food habits, that they learn how to choose food wisely. Children need the right kinds and amounts of food to promote good health, energy and alertness — in order to make the most of their school days.

"Eating in the school lunchroom can and should be a learning experience. Lunchroom managers can make an important contribution to nutrition education by cooperating with teachers and pupils on class food projects."

Suggestions given by the Institute as to how home economists can help to do this said:

"Home economics teachers are often asked to advise teachers of primary and elementary grades about nutrition study. For many pupils, the classroom represents their only opportunity to learn the relationship of food to health. Here is a valuable opportunity for the home economist to widen her audience for the nutrition story.

#### Nutrition Study

"The school lunchroom is a natural tool to use in nutrition study. Here are suggestions for activities and projects that tie in with the aims of the school lunch program:

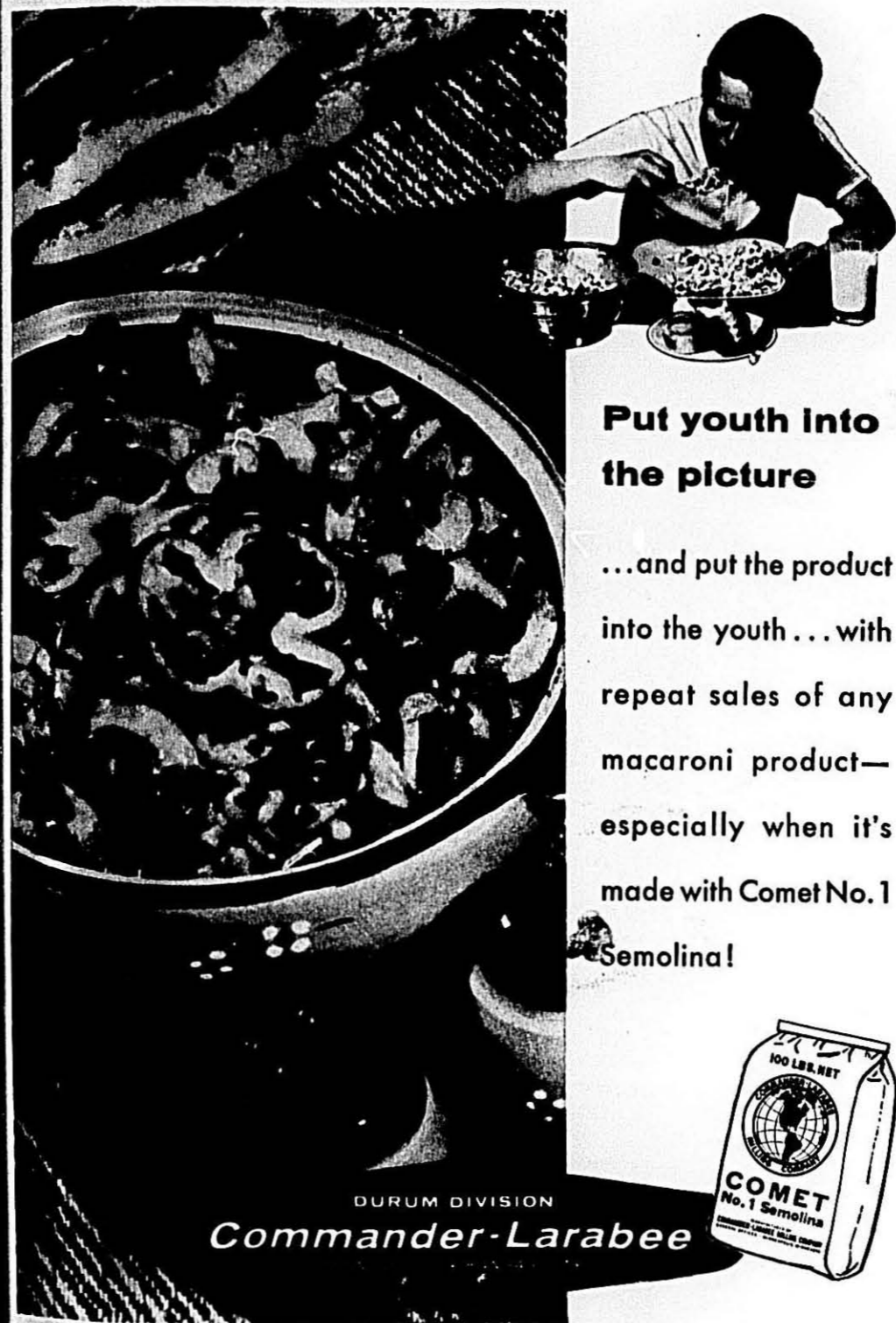
"1. Ask the lunchroom manager for menus in advance. Discuss them with the children. In schools where there is a choice of foods in the lunchroom, talk about different food combinations. Locate foods on a poster showing the Basic Food Groups.

"2. Discuss with children the different kinds of simple posters they may make. Ask the school lunch manager's permission to display the finished posters in the lunchroom.

"3. Discuss good meals and point out why sweets are left until last. Talk about when to eat candy and 'snack' foods.

"4. Under the lunchroom manager's guidance, the children might help plan menus. They will take more

(Continued on page 55)



Put youth into  
the picture

...and put the product  
into the youth... with  
repeat sales of any  
macaroni product—  
especially when it's  
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## Films for Television



Scene from NMI film, "Stag Party."

TELEVISION is a major distribution channel for business films. A survey made for Modern Talking Picture Service, Inc. indicates that in 1955, 429 stations were operating. Since then, more than 100 additional stations have begun telecasting. The supply of films available to stations has mounted spectacularly, while the average telecasting time per station per week devoted to sponsored films has declined from 4.9 hours to 3.7 hours. As time decreases, stations are becoming increasingly critical about the films they will accept.

Business or association sponsored films are important to program directors and 99 out of every 100 use them. Of these stations, 84.8% use at least one a week, 10.4% use them at least once a month, and only 4.8% use them less than once a month. Most of these telecasts are in the afternoon—71.79%, with the second highest use at night—21.3%. Only 3.52% appear on television stations in the mornings.

Of the average 3.7 hours a week television stations give to the use of free films, about 1.9 hours are used Monday through Friday and the remaining 1.8 hours Saturday and Sunday.

### Films Premiered

In June of 1956, two National Macaroni Institute movie shorts designed for television were premiered at the convention at Wentworth-by-the-Sea, Portsmouth, New Hampshire. They were enthusiastically received and prepared for national distribution.

In mid-August "Stag Party" was released for free public service use on television by Sterling-Movies, U. S. A., Inc. In their descriptive literature offering the film for television use, they say: "Stag Party. Interesting title for a film? Sure, it is! And it's an interesting film, too. Fred has a gang of the boys over,

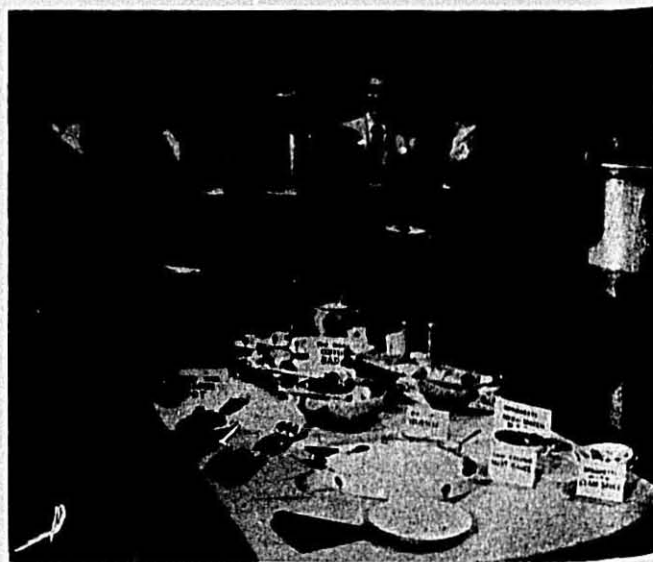
but it's Mrs. Fred who comes up with the prime contribution to the stag party's success—a satisfying spaghetti buffet. The proper way to cook spaghetti is shown, and mouth-watering recipes for clam sauce, low-calorie meat sauce, and a butter-cheese sauce are spelled out. This delightful film also presents some amusing insights on how to eat spaghetti!" The film runs six and one-half minutes and is on 16mm sound.

### Second Film Released

"Use Your Noodle" was released in November, 1956. It is also being distributed by Sterling-Movies, U. S. A., Inc. Material for television stations says: "A kitchen clock narrates the story of the Jordans planning a Yankee Doodle party complete with an easy-to-make mobile for decorations, an introduction game to get people mixing, and, of course, good food. The party dish, a Yankee Noodle Casserole served with seafood sauce, is festive and easy-to-fix. Besides the party dish, a recipe for Noodles Lyonnaise is demonstrated along with proper cooking methods for noodles. Fade-out shows the Jordans complimenting themselves on a good job of hosting. In Amy's opinion it is a matter of planning. Bill says, "It's a matter of using your noodle." This film is also on 16mm sound, and runs six and one-half minutes.

### Good Timing

Both films can be shown in a fifteen minute period, or the program pro-



Fred and gang at "Stag Party."

ducer can introduce one film, talk about it a bit before showing and discuss it after completion. Because each tells a good story with a soft-sell on a commodity basis they overcome the program producer's common complaint of too much commercial content.

### TV Placements

"Stag Party" and "Use Your Noodle" have had a lot of viewers since their release in 1956. As of September 30, 1958, "Use Your Noodle" had been placed a total of 384 times and viewed by an estimated audience of 10,292,162. "Stag Party" had 488 placements and had been seen by an estimated audience of 15,913,376. Sterling-Movies, U. S. A., Inc. sends notice of advance bookings of the film with time and place to the National Macaroni Institute. In turn, the Institute informs its members where and when placements are being made. At the end of the month an IBM report of actual showings with projected estimates of audience based on time of showing and sets in the area tuned to the station are prepared by Sterling for the Institute. Sterling also maintains the films, keeping them clean and in good repair before distributing them for showing.

"Stag Party" has had 205 of its placements in the top 100 markets in the United States. "Use Your Noodle" has tallied 162 placements in the top 100 markets.

Repeat performances testify to a film's

(Continued on page 70)

# Merry Christmas

and

A Healthy, Prosperous and Happy New Year

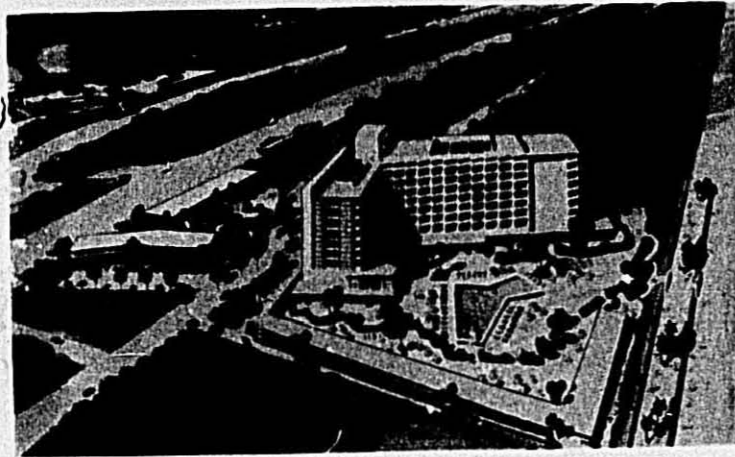


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## Management Seminar Winter Meeting Takes Educational Approach



The Diplomat Hotel and Country Club, scene of N.M.M.A. annual winter meeting.

"MANAGEMENT," said Frederick Taylor, the father of scientific management, "is the development of each man to his greatest efficiency and prosperity."

To explore the subject "Developing Executive Skills," the National Macaroni Manufacturers Association is planning three morning sessions at its Winter Meeting in lieu of the customary convention format. Dates have been set for January 20-21-22, 1959 with the Board of Directors coming in a day earlier for their meeting.

### Seminar Site

The seminar site will be the new Diplomat Hotel and Country Club in Hollywood, Florida, just north of Miami. The Diplomat has four hundred acres on the ocean with an 18-hole tournament golf course and six championship tennis courts. Three swimming pools, a spacious cabana club, yacht club and anchorage, and more than 1,000 feet of private ocean-beach make this new establishment an outstanding resort.

Racing, deep sea fishing, and jai alai are just minutes away from the estate setting of the hotel.

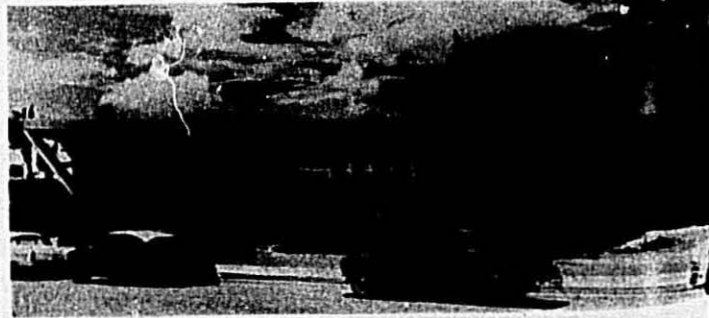
A golf tournament is being planned for the afternoon of the first day's program. It will be supervised by Cary Middlecott, famed professional of the Diplomat.

### "Developing Executive Skills"

Discussion sessions in the seminar will be based on the American Management Association's text *Developing Executive Skills: New Patterns for Management*

*Growth*. The book cover says: "The shortage of executive manpower is one of management's most serious problems. Today, many companies are solving this problem through systematic programs of management development which improve executive skills and stimulate managerial growth."

*Developing Executive Skills* is a major AMA publication offering a comprehensive presentation of this vital subject. Designed to replace AMA's widely used handbook, *The Development of Executive Talent*, published in 1952, this book contains the latest information on management development: its background, requirements, and specific tools and techniques. Selected material originally appearing in *The Development of Executive Talent* has been thoroughly revised and brought up to date. Many completely new company case studies in executive development are included. Copies of the book are available from the offices of



Arriving at the Diplomat West.

the National Macaroni Manufacturers Association.

The first morning's session will consider "What is a manager?" — "How do a manager manage?" Among the topics to be discussed are principles of sound organization, a tested program of organization planning, executive standards of performance, and the problem of company climate.

### Tools and Techniques

On the second day, tools and techniques will be reviewed. Consideration will be given on-the-job-training, off-the-job-training, the superior's responsibility toward his subordinates, creating the opportunity to learn. Special attention will be given the matter of training under studies. Peter J. Viviano of Delmonico Foods, Louisville, Kentucky, will discuss his company's experiences with multiple management.

The third morning will have the seminar participants look at case-studies to examine company experience. Efforts are being made to supplement the examples in the book with actual macaroni manufacturing firms' experiences.

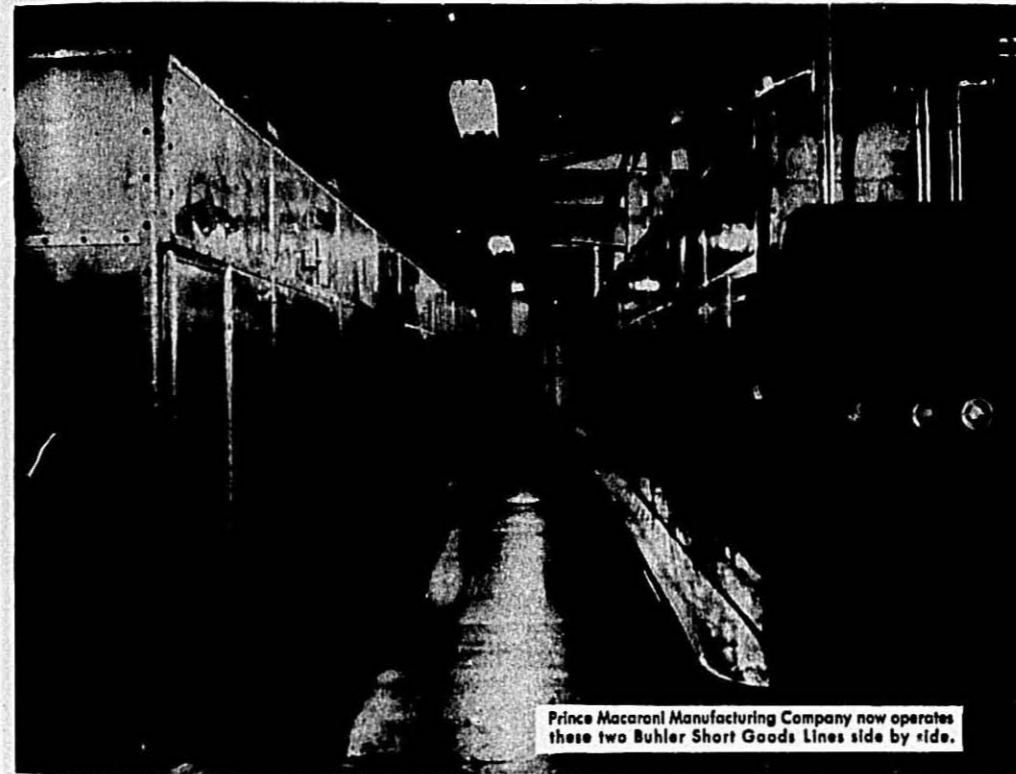
### Special Visitors

Special luncheon sessions will be scheduled to meet a delegation of durum growers and, possibly, a delegation of visiting Italian macaroni manufacturers.

On the social side, Rossotti's traditional spaghetti buffet is being planned for Tuesday evening, January 20. The Association's Dinner Party will cap the conclave on Thursday evening, January 22.

Reservations for rooms at the Diplomat West, Hollywood, Florida, are being accepted by reservation manager Edward Vecchione. Further details on construction plans can be obtained from the National Macaroni Manufacturers Association office.

## One Installation leads to another



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## Sales Tips

"DON'T waste your time on old hat sales stimulators," says Stanley Arnold, President of Stanley Arnold & Associates, in a recent article in *Food Business*.

Mr. Arnold, with long experience with Pick 'N Pay supermarkets of Cleveland and as sales promotion head for Young & Rubicam, offers a checklist to determine that you get sales mileage out of every sales promotion dollar spent:

1. *Have you put real excitement into your selling efforts?* He calls "old hat" the "Barrel of Bargains" or "Dollar Sales," and your editor adds "One free with ten" or "one free with one."

### Give Away an Island

He cites as a real success story the "Treasure Island" campaign developed for Piel's Beer. Offering an island in the Caribbean to the winner, buying important treasure leads under its palm trees provided a fresh original approach. In four weeks Piel's sales rose twenty per cent, sales outlets were sharply increased and they got space and attention never previously received.

2. *Make your sales promotion practical and useful to your merchant.* He wants practical, specific, down-to-earth approaches. Are your display pieces reasonable in size? Do your dealer packs give obvious value to the consumer? Are your ideas designed to move current stocks rather than help you sell new stock, or simply shift quantities of stock from one part of the store to another?

3. *What to avoid.* Perhaps you think

that good manufacturers with alert sales staffs always produce workable ideas. Then consider these examples cited by retailers:

- Manufacturer A has a new deal every three weeks, before retailers can work off inventory.

- Manufacturer B plans promotions to unload his own inventory rather than the retailer's.

- Manufacturer C sends his campaign to every retailer in the same area rather than individually tailored promotions to provide exclusiveness.

4. *Are you overlooking retail essentials?* Retailers want something that will make noise, not only do your job but the retailer's job, too.

5. *Will your point-of-sale material get more of your items on the shelf?* If point-of-sale floor material only gets out as much stock as you presently have on retailer's shelves, it won't do you or the retailer much good.

### How's Your Point-of-Sale?

Is your point-of-sale essential in your planning or merely an afterthought? Can it be put together simply, easily, effectively? Is it so fragile it arrives half broken? Has it been pre-tested? Do you insist that it be returned? Most important, does your display material make its point to Mrs. Housewife in a flash?

6. *Are you using contests to fullest advantage?* Mr. Arnold says he is partial to contests because he has seen them work. He refers to Chief Bow ArDee's "Holiday In Italy" contest as a good one

for stirring up interest. Prizes were sent to the old country. Ads and all stressed the finest Italian food. Dynamic full-color photos taken in Italy. Italian food festival promotion sent retailers to sell Chief Bow ArDee products and related items, thus increasing summer purchases.

He concludes, "If you are going to invest thousands of dollars of your own money in a contest, in the knowing that you will have to give it in advertising and other promotional activities, be sure that it will really increase and gain wider acceptance of your product, deliver purchasers who will buy it once, but again and again."

### Sales Leadership

"Salesmen need encouragement, confidence, and strong and confident sales leadership," says G. Clark Thompson, sales management specialist and director of the Division of Business Practices of the National Industrial Conference Board in New York City. Writing in *Nation's Business*, "Here's How to Sell Your Sales," August, 1958, Mr. Thompson contends that the average sales manager is doing everything he can to give his sales force to make more sales, devote more time to selling, and handle the best stimulation that comes from training. "Pop tests, pep tests, and sales meetings all help in part, but unless the man is well trained, these can be wasted. Sales training only imparts technical knowledge, it also imparts confidence to the salesman. It also develops a loyalty to the vision and to the company that trained him. This loyalty and confidence are essential."

### Training Discussed

No one type of training is best, Thompson points out that if a sales school is probably best for imparting product knowledge to a large number of salesmen at one time, or to give them with the company's programs. However, on the job, the personal training which comes from working with senior salesmen or supervisors seems best suited to developing individual skills.

Sales management has found that a carefully planned, well organized, and operated sales meeting is an important training tool. The meeting should be directed at the needs of the participants, have a significant message, and be a meeting in which permits all salesmen to participate.

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## Seasons Greetings

to all our friends associated with  
the Macaroni Industry



Women make nine out of ten macaroni purchases.



## Helping Improve Durum

THE objective of the Northwest Crop Improvement Association is to improve the quality of cereal grains in the northwest, and to maintain proper public relations with the various state experiment stations, the U. S. Department of Agriculture, Canadian experiment stations, and the Extension Services of the northwest states. The National Macaroni Manufacturers Association is a member of the Northwest Crop Improvement Association because of its interest in durum wheat.

Excerpts from the annual report on Northwest Crop Improvement Association activities follows:

### Promotion Needed

Durum needs promotion if we are to have enough to meet present demands. Montana has dropped sharply in its durum acreage, so this leaves durum production to the durum area, in North Dakota, South Dakota and Minnesota. New durum varieties have to be checked for color and desirability. These new selections have greater resistance to Race 15B as well as other races of stem rust.

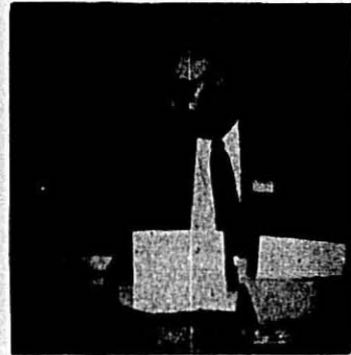
Approved durum varieties are discussed at all meetings in the durum area. A publicity item on the need for larger durum acreage was prepared and mailed to county agents for local papers in the durum area and in northwestern North Dakota and Northeastern Montana. It was prepared and sent after intentions to plant indicated only 1,179,000 acres.

Grain drying increased the fall of 1957 because of the wet fall conditions. Many elevators have grain dryers and growers have purchased a good number of them because with this equipment they can harvest higher moisture grain, dry and bin it, thus insuring against losses from hail and wet falls. Some work was done by the Association on durum drying in 1957 and more should be done in 1958.

One sample of bread wheat run through a grain drier at Rock Lake was baked. It had 15.2% protein. Dough was reported as elastic and tough. The most notable fault was an open grain loaf. Four samples of durum for comparison were secured—two that had been run through Campbell driers and two undried. Durum laboratories unanimously reported the undried samples as having the best color. However, no definite conclusion can be made from so few samples.

### Grain Sanitation

The grain sanitation program is carried on in cooperation with the extension



HENRY O. PUTNAM

services, experiment stations, agricultural stabilization services and trade organizations who have an interest in the northwest program. Timely publicity items are prepared for local and trade publications. Assistance is given state sanitation committees and other groups who need and desire assistance.

Grain shipment surveys secure specific information regarding to quality of wheat, durum and barley shipments, and assist county agents, the extension services, elevator managers, Malting Barley Improvement Association, and the Northwest Crop Improvement Association in the crop improvement program. These surveys provide specific information regarding the various grading factors; such as mixed wheat, smut, foreign material and other factors that affect the grades of wheat and barley.

### Crop Surveys

Wheat and durum surveys were made from ten stations in Brown County and four stations in Day County, South Dakota. A spot survey was taken at 33 stations in 15 counties in Central North Dakota. The purpose of the surveys was to secure definite information regarding quality of grain shipped, which is useful to county agents, elevator managers, extension agronomists and the Association in promoting crop improvement programs. Towner, Ramsey and Eddy counties reported 1.5% to 2.0% mixed wheat. Eddy County showed the greatest swing from durum. In 1955, 62.5% of shipments were durum compared with 17.2% for 1956. Other counties surveyed showed an increase in acreage between 1955 and 1956. Towner shipped approximately the same percentage both years, while Cavalier dropped from 12% to 4% in 1956.

18% of the total shipments from the 33 stations was durum.

Seed treatment of all seed grains with approved disinfectants is urged by all members of the grain trade. Educational work in this field increases seed treatment and prevents the blending of treated seed with market grain.

Grain grading and variety schools are held in June for elevator managers and others in the spring wheat and barley areas. Eleven schools were scheduled for Montana, North and South Dakota in June.

### Durum Shows Support

The Association provides its financial support for durum exhibits at seed shows in the durum area. Displays are used regarding quality. Help with grain judging and crops programs is provided whenever requested.

Secretary Henry O. Putnam, assisted with the judging of approximately 400 samples at the Langdon Durum Show last year. He also took part in the program. The wheat quality and grain sanitation exhibit was placed at this show. Circulars were distributed at the exhibit.

Assistance is given to the state and county crop improvement associations on organization and crop variety problems. Exhibit materials and speakers are provided upon request.

The Northwest Crop Improvement Association, in cooperation with the U. S. Department of Agriculture and extension directors of the area, has annually sponsored a conference of extension workers at Minneapolis. The 1958 conference is scheduled for November. These conferences are usually held in cooperation with the Flax Institute meeting. The purpose of this meeting is to discuss mutual problems in agronomy, plant pathology, entomology and soil conservation common to the area. It also serves an opportunity to acquaint extension workers with marketing problems and commercial educational workers who are working to improve agriculture in the area.

### Public Relations

Cooperation is continued with the Secretary's office in the Minneapolis Grain Exchange to promote tours of the grain market and allied industries, thus improving public relations with grain growers, agricultural instructors, county agents and others who should learn more about how grain is marketed.

During the first two weeks of August, Henry Putnam, Executive Secretary of the Association, tours the spring wheat area of the northwest states and furnishes crop reports to the Association members. Seven crop reports were sent out last year during this tour.

### Special Recognition

One hundred sixty-two Premier Seed Growers have been given special recognition and presented with special medals or plaques the past thirty years. The 1957 class was presented plaques in place of medals. This is a cooperative project between Minnesota Crop Improvement Association and this Association. This serves as an incentive to promote the use of better quality seed in Minnesota.

Trade papers, weekly and daily papers, as well as farm journals, have used Northwest Crop Improvement Association publicity material. These provide an excellent means of reaching grain producers and others who may be of assistance with the crop improvement program. Twenty-seven publicity articles were distributed during the past year.

### Good Macaroni Business

After playing nip and tuck with last year's production records in August and September, macaroni output definitely moved ahead in October. The macaroni production index released by the Glenn G. Hoskins Company stood almost ten percent over the year-ago figure, while the Northwestern Miller reported durum mill production for the crop year July 1 to the end of October was eight percent over the corresponding period last year.

Durum mills have had a heavy grind all fall with most plants operating six or seven days a week since Labor Day. General Mills had a six-week shutdown for emergency repairs but was back in production by mid-October.

While shipping directions were good, mill sales were slow in October. The Southwestern Miller reported: "A great majority of macaroni and noodle manufacturers have balances into 1959 booked at \$5.80 a hundredweight for semolina, or 25c under levels at the end of October. With durum receipts running behind the weekly grind, there appears to be little likelihood of any early weakness."

### Amber Durum Prices

Prices for No. 2 Hard Amber Durum fluctuated in a narrow range of a nickel over or under \$2.40 a bushel, Minneapolis, from the first of the year until the end of July. With encouraging crop prospects cash prices fell to a low of \$2.26 for choice milling grades at the end of August. There was a rally in September of 5 to 6c before prices slipped again to \$2.26 at the end of the month. Large quantities of milled product were booked at that time, receipts tightened up and prices began an October climb to stand at a range of \$2.32 to \$2.56 at month's end.

Dark Northern Spring Wheat of ordinary protein content ran an even keel in

Minneapolis last year in a range of \$2.20 to \$2.35 a bushel. Cash prices started to rise in April this year and hit a peak in mid-June of better than \$2.50 a bushel. From there to the end of August the bumper crop put prices on a toboggan until \$1.94 was hit. The rally has been slow but steady since the first of September through October when the price got back to \$2.10. This is still 25c under last year's level.

### Durum Costs and Returns

Don Fletcher of the Rust Prevention Association provided members of the field trip (Macaroni Journal, October, 1958) with facts and figures on durum production. From the Agricultural Economics Department, North Dakota Agricultural College comes this data on the investment in an 80-acre durum field:

Variable costs	
Seed	\$ 264.00
Fertilizer	400.00
Weed and insect control	80.00
Hail insurance (standard rates)	176.00
Overall machine use and labor	560.00
Harvest and haulage	320.00
Fixed costs	
Taxes, capital and miscellaneous	400.00
Management and operators labor earnings	600.00
Total investment	\$2,800.00

Based on the 1957 season average price for durum of \$2.05 per bushel, the growers net return on 80 acres at various yields would be as follows:

Bushels Per Acre	Gross Value	Profit or Loss
5	\$ 820	\$1,980 Loss
10	1,640	1,160 Loss
15	2,460	340 Loss
20	3,280	480 Gain
25	4,100	1,300 Gain
30	4,920	2,120 Gain
35	5,740	2,940 Gain

The increased cost of farm equipment is reported in "Price Trends in North Dakota, 1910-1957," by the N. D. Crop & Livestock Reporting Service:

	1950	1957
Farm tractors (3-4 bottom)	\$2,550	\$3,080
12 ft. pull combine with engine	2,950	4,300
12 ft. self-propelled combine	4,700	6,450

### Durum Production

Production of durum wheat in the Dakotas, Minnesota and Montana is estimated at 22,053,000 bushels, according to the Agricultural Marketing Service of the United States Department of Agriculture.

The four-state production is slightly more than one-half the previous year's production and nearly a fourth less than average. The decline in this year's production reflects a sharp decrease in harvested acreage, as yields are reported at record levels.

The estimated production of the 1958

Minnesota durum crop is 476,000 bushels, at an average of 28.0 bushels per acre. This compares with 23.0 bushels per acre in 1957, 19.0 bushels in 1956, and 15.5 bushels per acre in 1955.

### In the Dakotas

North Dakota produced most of the durum this year—a total of 19,067,000 bushels. Production per acre is estimated at 23.0 bushels. This compares with 18.0 bushels in 1957, 16.0 in 1956, and 13.5 bushels per acre in 1955.

Estimated 1958 durum production for South Dakota is 1,170,000 bushels. The estimated bushel yield per acre is 21.0. This compares with 16.5 in 1957, 8.0 in 1956, and 10.5 bushels per acre in 1955.

The estimated production of the 1958 Montana durum crop is 1,010,000 bushels. The estimated yield per acre is 20.0 bushels. This compares with 15.0 in 1957, 18.5 in 1958, and 21.0 in 1955.

The estimated total production for 1958 of 22,053,000 bushels should have an average yield of about 23 bushels per acre. This compares to 18.1 bushels per acre in 1957, 15.4 bushels in 1956, and 15.1 bushels per acre in 1955.

### Egg Production

Liquid egg production during September totaled 15,181,000 pounds, down 1 percent from September, 1957, but up 48 percent from the 1952-56 average for the month. The quantities used for immediate consumption and drying were smaller than a year earlier. The quantity for freezing was larger.

Egg solids production during September totaled 1,137,000 pounds, compared with 1,350,000 pounds in September, 1957, and the 1952-56 average of 1,212,000 pounds. Production consisted of 231,000 pounds of whole egg solids, 359,000 pounds of albumen solids and 547,000 pounds of yolk solids. Production in September, 1957, consisted of 442,000 pounds of whole egg solids, 496,000 pounds of albumen solids and 412,000 pounds of yolk solids.

Frozen egg production during September totaled 9,967,000 pounds up 2 percent from September, 1957, and up 37 percent from the 1952-56 average of 7,284,000 pounds. Frozen egg stocks decreased 16,000,000 pounds during September, compared with 17,000,000 pounds in September, 1957, and the 1952-56 average decrease of 21,000,000 pounds.

### Egg Prices

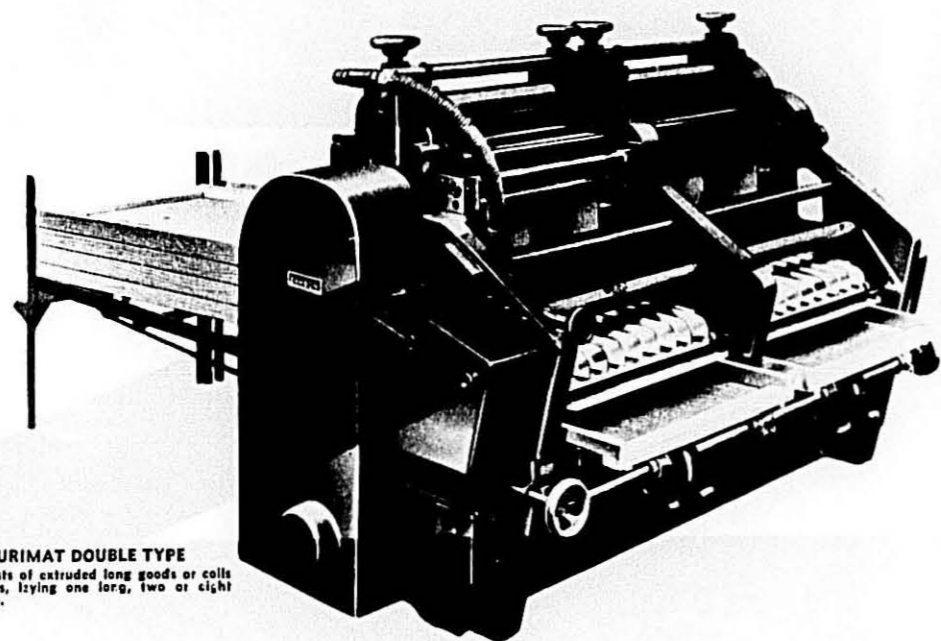
The expected fall decrease in egg prices was mild at best. Current receipts in Chicago saw shell eggs at 38c in early September. They fell to a range of 32-33.5c in mid-October and then strengthened to 35-36c by the end of the month.

Frozen whole eggs dropped from 27c a pound to 25.5 to 26.5c in September and then rose to 27.25 to 28.25c by the end of October.

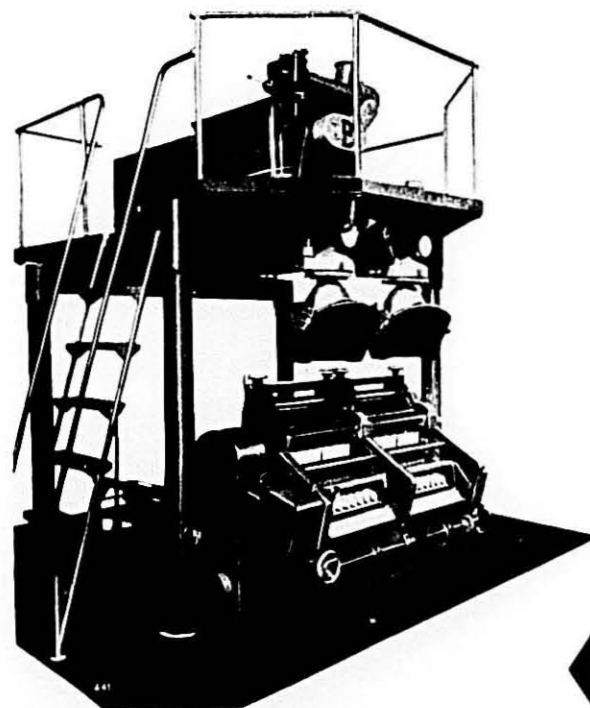
(Continued on page 36)



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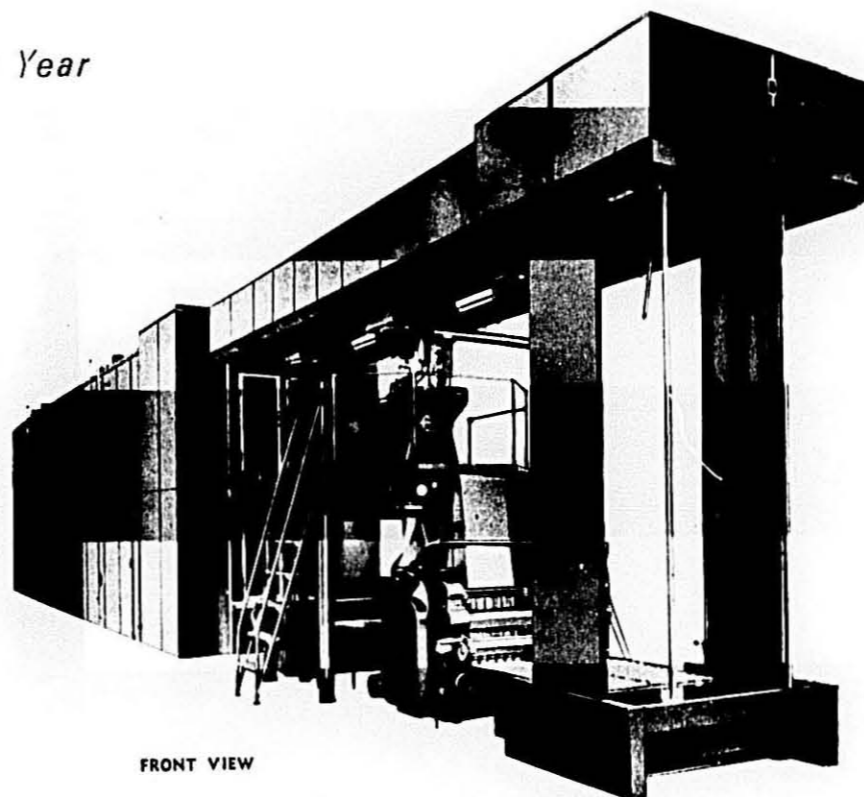
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RICCARDI	MILANO (Italy)	1
FERRERO	ALGIERS (Algeria)	1
FERRAND RENAUD	MARSEILLE (France)	1
BUITONI	SANSEPOLCRO (2nd order)	1
RICCARDI	MILANO (2nd order)	1
CATELLI	MONTREAL (Canada)	1
PASIEGA	HAVANA (Cuba)	1
BARILLA	PARMA (Italy)	1
SIN RIVAL	HAVANA (Cuba)	1
BARILLA	PARMA (Italy) (2nd order)	2
BERTAGNI	BOLIGNA (Italy)	1
BARILLA	PARMA (Italy) (3rd order)	1
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# The Macaroni Cooking Quality of North Dakota Durum Wheat

Taken from the article by R. H. Harris and L. D. Sibbitt as it appeared in the July-August, 1958, issue of North Dakota Farm Research

THE cooking quality of durum is important because it is concerned with consumer acceptance of a new variety. It is the finished macaroni product that the consumer comes into contact with and on which the eating value of the product is judged. The production of durum varieties unsatisfactory in cooking properties can only lead to decreased sales of macaroni products, particularly "long goods" such as macaroni and spaghetti, where quality is especially important.

Briefly, the three chief factors concerned in the determination of cooking quality are water absorption during cooking, measured by the gain in weight of the cooked material; the amount of disintegration of the macaroni during cooking, as determined by the quantity of substance removed by the cooking water, and the tenderness of the cooked product. The cooking is done under standard uniform conditions, such as length of time, temperature, and number and method of stirrings.

This investigation will describe four new durum varieties which have resistance to the 15-B rust complex, and Mindum and Sentry which are quite satisfactory for quality when not attacked by stem rust. The wheats were grown only at Langdon in 1954, at five stations in 1955, and at six stations in 1956 and 1957.

Four unnamed durum hybrids grown in plots for the first time, in 1957 at Langdon and Fargo only, are also included. These are now being evaluated for quality and have not been reported on before.

### Cooking Test Method

Twenty-five grams of dry macaroni were used for the cooking test. This was placed in tall form 500 ml. beakers containing 250 ml. of distilled water at 95.5° C. The temperature of the water in the beakers was maintained by the use of a constant temperature bath held at 101° C. The macaroni was cooked for 30 minutes, with two gentle stirrings during this period. The cooked macaroni was then drained on a Buchner funnel, washed thoroughly with distilled water and the drainings and washings evaporated to dryness and the weight determined. The residual macaroni was also weighed and reported as cooked weight.

Five representative strands of the cooked material were used for the evaluation of tenderness value.

Table I below shows the mean results for the six durum varieties grown for four years. Each mean represents an average of 18 separate determinations, and the data present a reliable picture of the important quality properties of these wheats.

The table shows that Sentry and Yuma were the highest in protein content, while Langdon, Ramsey and Towner were approximately the same. Mindum was the lowest by nearly one percent. However, all the varieties were well within a satisfactory range of wheat protein content.

For the macaroni color score Sentry and Langdon were the best, while Ramsey and Mindum were lower, but still very good. Their scores corresponded well with the average for the six wheats. Yuma was lower, but would be rated satisfactory. Towner had the poorest color score and would be classed as having the lowest acceptable color rating. Towner has been accepted by the industry for macaroni and spaghetti production.

Dough mixing properties varied considerably for the six varieties, as revealed by the data in the third column of the

Table I  
Variety Means for Wheat Protein Content, Macaroni Color Score, Mixing Properties and Cooking Quality Arranged in Order of Decreasing Macaroni Color Score.

Varieties	Wheat score protein of macaroni		Mixing pattern	Residue <sup>1</sup>	Cooked weight <sup>1</sup>		Tenderness Score
	%	roni			gms.	gms.	
Sentry	14.9	9.1	Very weak (2.0)	1.07	89.1	177.3	
Langdon	14.3	9.1	Weak (3.2)	1.09	83.6	168.6	
Ramsey	14.2	8.4	Weak (3.4)	1.06	86.9	155.1	
Mindum	13.4	8.3	Medium (5.2)	1.06	86.9	162.4	
Yuma	15.1	8.1	Strong (6.9)	1.03	82.9	195.8	
Towner	14.3	7.5	Med. Weak (3.7)	1.04	81.4	156.2	
Average	14.4	8.4	Med. Weak (4.1)	1.06	85.6	169.3	

<sup>1</sup>Expressed on 13.5% moisture basis.

Table II  
Maximum and Minimum Values for Durum Wheat Quality for Each Variety

Varieties	Wheat protein content <sup>1</sup>		Visual color score of macaroni		Mixing pattern
	Max.	Min.	Max.	Min.	
Sentry	17.7	12.4	10.0	7.5	Very Weak (2)
Langdon	18.0	12.3	10.0	7.5	Medium (5)
Ramsey	18.0	12.0	10.0	5.0	Medium (5)
Mindum	17.4	10.7	10.0	5.0	Strong (7)
Yuma	18.7	13.2	9.5	7.0	Very Strong (8)
Towner	17.9	12.5	9.0	4.0	Medium (5)

<sup>1</sup>Expressed on 13.5% moisture basis.



Dr. Rae H. Harris and L. D. Sibbitt use a small mixer and kneader to make samples in the Macaroni Laboratory of the North Dakota Agricultural College.

Cooking tests are run by home economist Myrth Weiser, a sophomore at the North Dakota Agricultural College.

table. Yuma had the strongest pattern and was quite different from the remaining five, being a little too strong. Mindum was lower in mixing properties and was very satisfactory. The four other varieties were satisfactory, except for Sen-

Table III  
Maximum and Minimum Values for Durum Wheat Quality for Each Variety

Varieties	Residue <sup>1</sup>		Cooked weight <sup>1</sup>		Tenderness Score	
	Max.	Min.	Max.	Min.	Max.	Min.
Sentry	1.21	0.88	97.5	80.2	232.9	123.6
Langdon	1.31	0.79	90.6	76.5	211.9	116.2
Ramsey	1.27	0.80	93.5	80.7	227.5	111.9
Mindum	1.21	0.81	92.4	77.1	232.7	107.2
Yuma	1.35	0.75	87.7	76.0	274.1	143.1
Towner	1.31	0.80	93.1	77.1	216.6	121.0

<sup>1</sup>Expressed on 13.5% moisture basis.

Table IV  
Variety Means for Durum Grown only at Fargo and Langdon in 1957. Arranged in Order of Decreasing Macaroni Color Score Within Groups.

Varieties	Wheat score protein of macaroni		Mixing pattern	Residue <sup>1</sup>	Cooked weight <sup>1</sup>		Tenderness Score
	%	roni			gms.	gms.	
Langdon	12.9	9.0	Med. weak (1)	1.21	81.9	137.6	
Sentry	13.8	8.5	Very weak (2)	1.14	88.1	167.8	
Ramsey	13.0	8.2	Med. weak (1)	1.10	81.5	143.4	
Mindum	12.2	7.8	Med. strong (6)	1.03	81.5	167.4	
Yuma	13.8	7.8	Strong (7)	1.19	81.9	198.7	
Towner	12.0	7.2	Medium (5)	1.14	85.9	141.0	
Average	13.1	8.1	Medium (4.7)	1.14	85.0	159.3	

<sup>1</sup>Expressed on 13.5% moisture basis.

<sup>1</sup>Expressed on 13.5% moisture basis.

try which was a trifle weak. The importance of mixing patterns is not as marked in durum as in hard red spring bread wheats but it seems that, other factors being equal, the variety with an average mixing pattern would be preferred. Mixing patterns, apart from their processing significance, indicate gluten strength.

Residue left in the cooking water did not vary greatly among the varieties. The variations arose through sampling and experimental errors and do not reflect a real difference among the varieties.

Larger variations among varieties were found in the cooked weights of the macaroni and these were significant. Sentry had the highest cooked weight while Ramsey and Mindum had exactly the same. Yuma had the lowest in spite of its strong gluten. High cooked weight is desirable because it is evidence that little disintegration and loss occurred during cooking. Cooking loss is largely caused by starch solubilization while the macaroni is being cooked. A small loss means that more of the macaroni remains in the cooked form.

### Tenderness Scores

Higher scores of tenderness represent "tougher" macaroni, although no limits of acceptability have been established. Mean or average values would be more desirable as they represent macaroni neither tougher nor softer than usual. Yuma would be judged as somewhat tough in the present comparisons, with Sentry next, although Sentry was softer in dough and gluten properties. Towner and Ramsey were the more tender of the six varieties as judged by the tenderness score.

A possible disadvantage of this method of rating for tenderness is obvious. It is performed by equipment and is not derived from individual judgments by actual chewing of the material. On the

(Continued on page 33)



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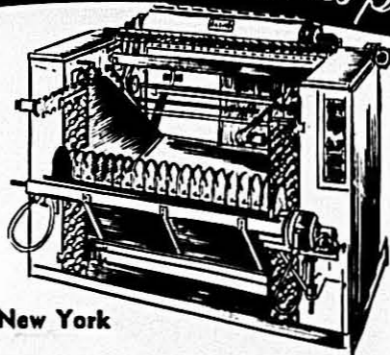
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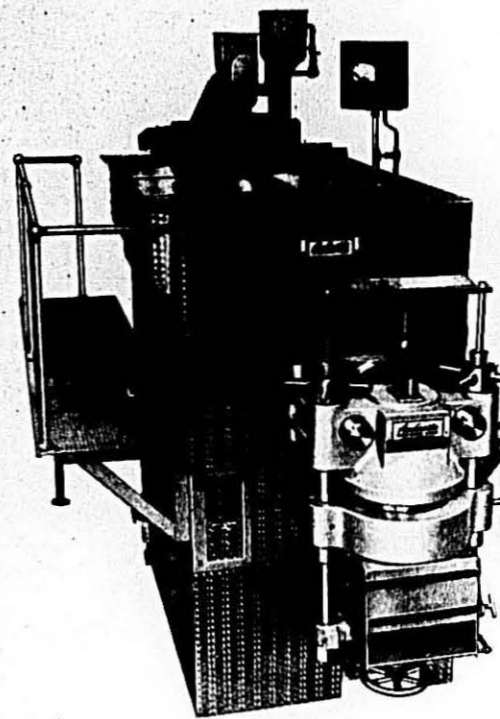
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## Nine Essentials In Food

by Dr. Robert A. Larsen  
Manager, Central Research Division, Pillsbury Company

NO single food furnishes all of the necessary nutrients in their proper proportion to maintain good health. Some foods are better than others. Today we know what foods we should eat, we know how they should be combined and we know when to eat them.

Our government has recognized the need to get information on food before the public. The Institute of Home Economics of the United States Department of Agriculture is devoted to this task. After much careful research and fact collecting, they have published a booklet called "The Essentials of an Adequate Diet," which contains much interesting information on nutrition which should be a part of every housewife's knowledge.

### Four Basic Groups

Food, as these research people see it, can be divided into four basic groups: milk, meat, vegetables and fruit, and bread and cereals. Everyone should drink some milk each day. Children should have from three to four cups, teenagers four or more cups and adults two or more cups. Each of us should have two or more servings of meat such as beef or veal, pork, lamb, poultry, fish or eggs. As possible alternates for meat, dried beans, dried peas and nuts are suggested.

Four or more daily servings are needed of vegetables and fruits. They should include citrus fruit or any other fruit or vegetable which is high in Vitamin C. They should also include a dark green or deep yellow vegetable to give us Vitamin A. Finally, everyone should have four or more servings of bread or cereal products made from vitamin enriched flour or whole wheat.

### Other Foods

To round out the meals and to make the daily menu more appetizing, everyone uses some other foods. Butter, margarine, other fats and oils and sugars are usually added to the food during preparation or at the table. These other foods supply calories and in some cases add nutrients to the meal.

This, after all, is not a startling departure from what Grandmother did. An interesting part of this new U.S.D.A. daily food plan is the way in which it was constructed.

The recommendations of the Food and Nutrition Board are the basis for the plan. This Board is part of the National Research Council—Academy of Sciences. The Academy of Sciences was set up by President Abraham Lincoln as a group of impartial, scientifically trained people

to advise the government in scientific matters. The scientists serve without pay and take time from their regular jobs to assist the government and to arrive at impartial answers to scientific problems. Foods are part of their responsibility.

### Daily Requirements

The food needs of man do not vary as much as might be expected. Generally speaking, the child needs about as much food as an adult while our teenagers and pregnant mothers require from ten to twenty percent more. These food needs can be broken into nine categories: calories, protein, iron, calcium, Vitamin A, Vitamin C, niacin, Vitamin B<sub>1</sub> and Vitamin B<sub>2</sub>. The needed amounts of these various nutrients vary greatly. For calories, the amounts can be measured in pounds, while the daily requirement for Vitamin B<sub>2</sub> would fit on the end of a pin. The point is that the daily requirement for these foods is established and the minimum daily needs accurately measured. For an average adult, they are as follows:

Calories —	
From Fats .....	9½ oz.
From Carbohydrates or	
Protein .....	1 lb. 1 oz.
Protein .....	2½ oz.
Iron .....	½ oz.
Calcium .....	1/25 oz.
Vitamin A .....	1/185 oz.
Vitamin C .....	1/335 oz.
Niacin .....	1/1760 oz.
Vitamin B <sub>1</sub> .....	1/13850 oz.
Vitamin B <sub>2</sub> .....	1/13850 oz.

If the diet is lacking in any of these, we suffer. All are essential. No food contains all of them. To attain these nine essential elements, a balanced diet is required.

Calories are needed for fuel. Burning fats, carbohydrates or protein produce energy. This energy heats our body. It is expended each time we move or even think. If the energy is obtained from carbohydrates or protein, the average person needs about a pound and one ounce per day. If the energy comes from fats, we need much less, about nine and one-half ounces. If we eat more calories than we expend, we get fat; if we eat fewer, we lose weight.

Our next requirement is for protein. Protein is the structural element of body tissues. It is the substance that makes muscle and holds our bones together. Two and one-half ounces of protein must go into this body building function each day or we end up feeling tired or in general ill health.

Iron is needed for good blood, calcium for strong bones. Vitamin A is essential for the growth of body cells. Without Vitamin A, we suffer from night blindness, we are susceptible to infections, we become old faster and shorten our life span.

Vitamin C is necessary for the formation of materials which lie between the cells of the human body. It plays an important role in tooth formation, bone formation and repair. The inadequate healing of wounds is often the result of the lack of Vitamin C.

Niacin plays a part in the transport of oxygen from our bloodstream to tissue cells. Lacking niacin, one feels as if he cannot get enough air. As a result of the lack of oxygen in our body, heart beat and pulse go up.

### Vitamin B<sub>1</sub>

Vitamin B<sub>1</sub> is also concerned with the transport of oxygen from the bloodstream to the cells. The lack of Vitamin B<sub>1</sub> is not as dramatic as in the case of niacin. Generally, one feels nervous and out of sorts. If Vitamin B<sub>1</sub> is not present in the diet of children for long periods of time, their growth can be stunted.

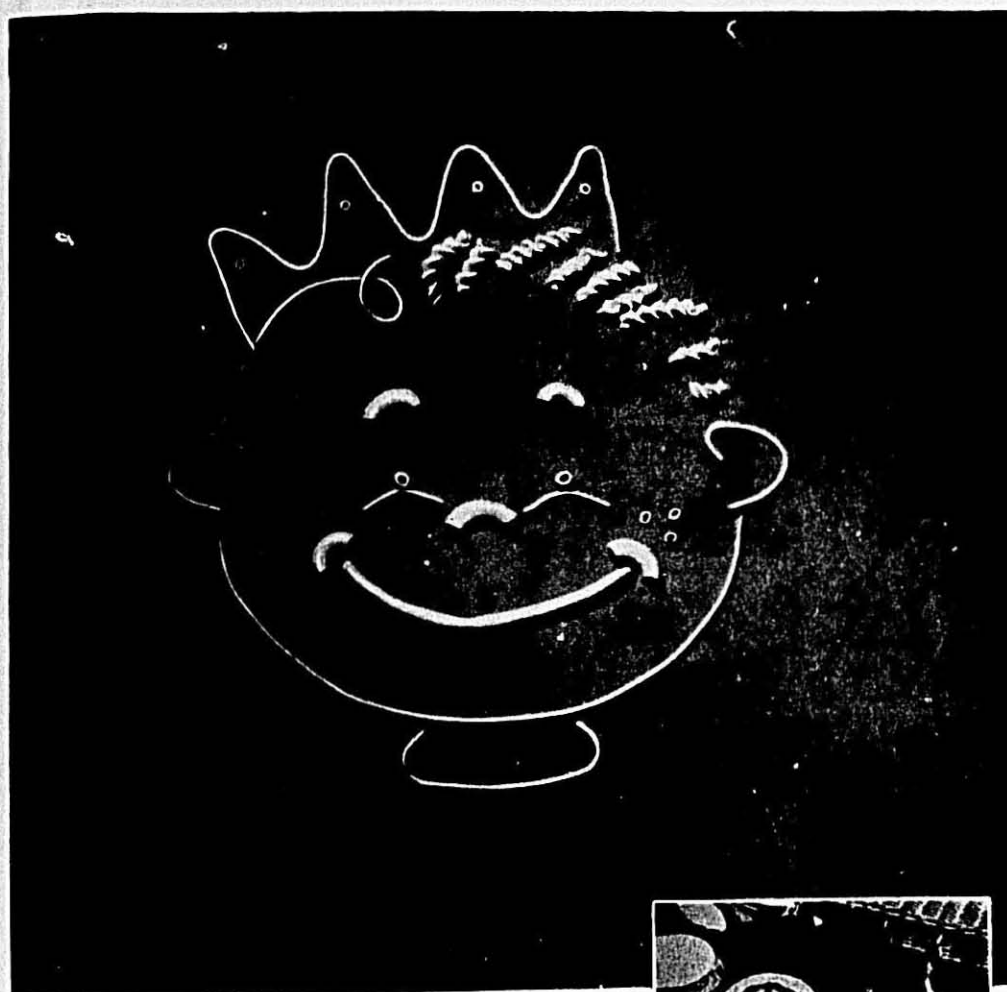
A deficiency of Vitamin B<sub>2</sub> is easily recognizable. It is involved with the transport of energy in the body, taking the energy from the place where the food is burned to the spot where it is needed. A good example is the flexing of your muscle. Vitamin B<sub>2</sub> helps carry the energy to the muscle in order that we can move. The absence of Vitamin B<sub>2</sub> can cause other complications—scaly skin and cracks at the corner of the mouth, for example. Dimness of vision can result from prolonged deficiencies of Vitamin B<sub>2</sub> and can result in cataracts.

### Buying Proper Foods

No parent would wish his child to suffer the consequences of the deficiencies of these essential food elements. No one wants such problems himself. This cannot occur if we buy the proper foods. The question so often asked, however, is how can we do this when faced with the problem of a large family and limited food budgets. Miss Page and Miss Phipard of the Institute of Home Economics Research Division have the answer. A balanced diet does not mean expensive menus.

An interesting thing about the new facts presented in the booklet of the Institute of Home Economics is the place that bread and cereals have in the

(Continued from page 24)



More Eye-Appeal in the package!  
More Taste-Appeal on the table!

On the grocer's shelf they reach for it first... at home they go for it most — if it's macaroni or spaghetti made from quality semolina and durum flours milled at the North Dakota Mill and Elevator from 100% durum wheat.

Grown and milled in the heart of the world's greatest durum area

NORTH DAKOTA **mill** AND ELEVATOR

Flour Milling Division

Grand Forks, North Dakota



menu planning of the modern housewife. Milk particularly gives us calcium. Meat supplies protein. Fruits and vegetables are valuable because of the vitamins and minerals that they contain, particularly Vitamin A and Vitamin C.

The bread and cereal group, however, furnishes worthwhile amounts of a large number of nutrients. The pamphlet stresses value of the grain foods in the diet in this way, and I quote, "The importance of grain foods in the diet rests on their many-sided nutritional contribution at a relatively low cost rather than on large contributions of one or two nutrients." In other words, in the cereal grain food group, we have a relatively balanced diet.

#### Nutrition in Bread

According to calculations, if we were to eat enough bread to contribute all of the calories required per day, we would also be getting all the protein, iron, Vitamin B<sub>1</sub> and niacin we need. This is an important observation. A pound and five-eighths ounces — approximately 32 slices of bread — gives us enough calories, protein, iron, Vitamin B<sub>1</sub> and niacin. In other words, bread alone can supply five of the nine essentials. In addition, it would give us 56% of our calcium requirements, 8% of our Vitamin A requirement and 80% of our Vitamin B<sub>2</sub> requirement, and all this at a cost of less than 35 cents per day.

No one would advocate that we should live by bread alone. On the other hand, bread can be an inexpensive part of every daily meal and it's ideal food to eat between times when hungry. It is comforting to know that this is a nutritionally sound practice — one which is bound to be more important in the years to come.

By 1975, we are expecting the population in the United States to be well over 200 million people. At the same time, we are aware that the amount of land which can be cultivated in the United States is limited. Dr. K. Weckel of the University of Wisconsin says that the amount of cultivatable land in the United States is between 300 and 400 million acres. These acres were in use by 1910 and have not increased much over the last 48 years.

#### Price Increase

The inevitable result of limited farm land and increasing population will be that the price of animal products — that is, milk, cheese, eggs and meat — will rapidly increase in price while products such as fruits and vegetables, potatoes and flour will become relatively less and less expensive. The reason for this is evident.

Animals must eat to live. In so doing, at least 80 percent of the food that they consume is used to maintain life. This is 80 percent lost forever. In other words, only 20 percent of the food that an animal eats is converted into animal products which we can later use at our

table. Consequently, these animal food sources, since they are so wasteful in converting plant food to animal food, must demand a higher price and do, relative to grains, vegetables and similar products.

#### Question of Diets

All heavily populated countries are basically on a vegetable, cereal, and fruit diet. A preference for meat becomes an expensive luxury. This is true of India, this is true of China and this is true of the heavily populated portion of Africa. And as our population increases, we rapidly approach this era in our great country.

The question which has been asked time and time again is, "Are the proteins from products such as flour as good for the body building in humans as the protein from meat?" The answer is clear: yes, they are. The difference is that one needs to eat more flour proteins to do the same job.

If the choice is one of money, is it cheaper to use animal proteins or is it cheaper to use plant protein? The answer is clearly in favor of plant protein.

Plant protein is as good a source of calories as animal protein. When the protein is being used for building muscles and the like, one needs about one and one-half times as much flour protein as animal protein. This is taken into account by nutritionists when planning menus.

#### Protein Requirement

The problem of protein requirement has been studied for years by Dr. H. H. Mitchell of Johns Hopkins University. He was publishing his first results in the twenties. In this work, Dr. Mitchell showed that rats needed about twice as much plant protein, particularly flour, as animal protein to do an equivalent of body building jobs. This figure has been used for some time. More recently, Dr. Mitchell has repeated his studies on human beings. Since human beings are not rats, it is logical to assume that the results would be different, and so they are. Dr. Mitchell and co-workers, Drs. Bricker and Kinsman, found that for every pound of animal protein one needed slightly more than a pound and one-half of flour protein. Dr. Mitchell's findings are of such great importance that they are being used by the Food and Agriculture Association of the United Nations to plan feeding programs for distressed areas of the world: Dr. James Hundley, Director of FAO, reported at the New York Academy of Science on these plans in the paper entitled "Enrichment of Foods with Protein." Dr. Hundley indicates that, as a consequence, the FAO of the United Nations is basing their feeding program on plant products, realizing that a feeding program based on animal products is far too expensive to be considered or to be practical.

These facts are important. Today's

families, like our grandparents', are large. Our grandparents knew what to do. If the children were hungry, they ate bread. The results were apparent: the family grew into strong, healthy adults. Science is just beginning to prove what grandmother knows already.

#### GMA's Fiftieth Anniversary

Grocery manufacturers, members of an industry which has recently grown so steadily and rapidly that it now ranks as the most basic to the American economy, ahead of steel and automobiles, met at the Waldorf-Astoria hotel in New York City, to consider problems and challenges resulting from its leadership position.

#### Anniversary Program

The program observed the organization's fiftieth anniversary, but major attention was given to developing a balanced picture of the industry's present and future problems. The convention was attended by more than 2,500 members of the food industry.

The anniversary program was built around the overall theme, "The Food Manufacturer Responds to the Challenge of Leadership," with specialists in various phases of the farm-to-table "lifeline" dealing with the leadership challenge from their several points of view.

President Paul S. Willis opened the meeting with a review of GMA's and the food industry's half century of progress.

Commenting on the new leadership role of the food industry, which he adopted as the basis for the golden anniversary meeting program, Mr. Willis said that until recently the "tremendous growth and vigor of the food industry has gone largely unnoticed by the public despite the fact the food industry from farmer through retailer is the nation's biggest industry and employs between one-quarter and one-third of our entire labor force."

"In the past two years, automobiles and steel, the traditional basic industries, dropped off sharply in both sales and production, but a serious depression did not develop," Mr. Willis explained. "One of the most important reasons it did not was that food industry growth continued through this period as if nothing had happened."

#### Sales Rise

"In the first nine months of 1958 retail food store sales rose more than 6 per cent over 1957, largely offsetting the declines in other areas. These facts have been well publicized and the public has become increasingly aware that the food industry is a real bright spot in a recession period and a leadership industry for future growth."

Mr. Willis recalled that over the years that GMA has been in existence, the food industry has grown phenomenally, especially since 1939. In 1908, when GMA was founded, the entire food volume was only about \$7,000,000,000. In 1939, less

(Continued on page 38)

There is something special  
about Macaroni products made from

*King Midas*

Let's have "something special" is the phrase that is heard more and more often from New York to L. A. Let's have a different kind of meal—but with lots of appetite and health appeal. Let's have a meal that satisfies all the family all the time.

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too.

They meet all the requirements of big-family budgets to the most exacting taste of the gourmet.

To obtain that "something special" in your products use the finest—use King Midas.



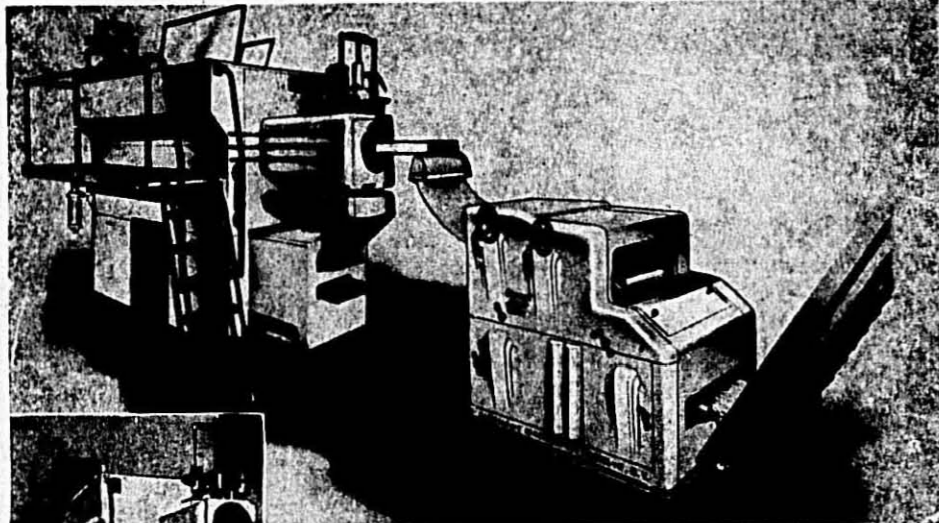
*King Midas* DURUM PRODUCTS

MINNEAPOLIS  MINNESOTA



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

*Clermont Extruded Noodle Dough Sheeter VMP-3*



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

**FOR THE SUPERIOR IN NOODLE MACHINES**

**IT'S ALL WAYS *Clermont!***

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

**TAILOR-MADE FOR THE NOODLE TRADE**  
**Available with or without vacuum process**

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

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

**E**ngineered for simplicity of operation.

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

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

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

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

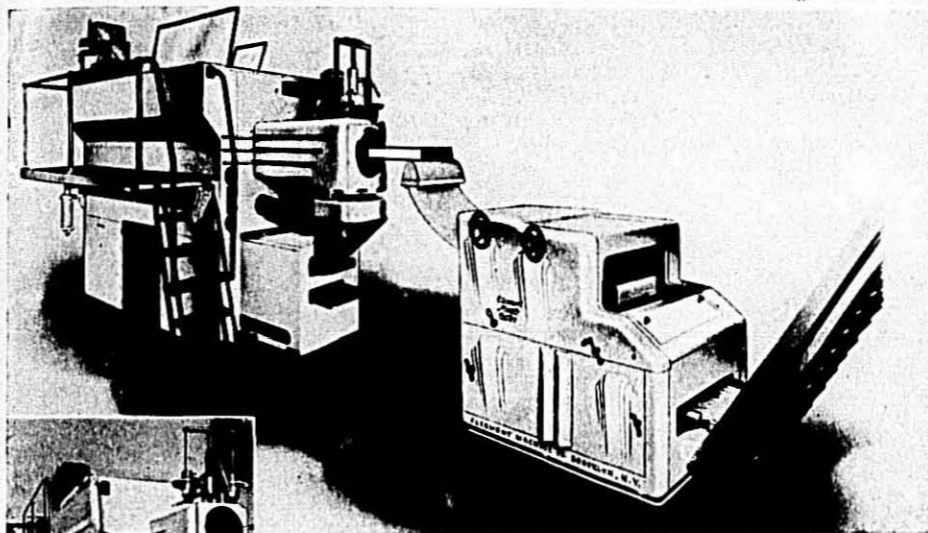
**T**otally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

*Clermont Machine Company Inc.*

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

*Clermont* **SEEING DOUBLE? NO—YOU'RE JUST GETTING A SECOND LOOK AT**  
**VMP-3 Extruded Noodle Dough Sheeter**

*Clermont Extruded Noodle Dough Sheeter VMP-3*



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

**DOUBLE VALUE FOR YOUR MONEY:**

- High Output
- Quality Engineered
- Peak Efficiency
- Cuts Costs
- Solves Your Processing Problems

**GIVES DOUBLE PLUS TO YOUR PRODUCT:**

- Brighter Appearance
- Better Texture and Consistency
- Finer Flavor

Make Your Dough With *Clermont*



Food Additives

James J. Winston, Director of Research, National Macaroni Manufacturers Association, reports that under an amendment to the Food & Drug Law signed September 6, 1958 by President Eisenhower, the safety of chemicals used in the processing of food must be approved by industry before the chemical can be sold for use in foods. The same proof will be required of foods already on the market.

Heretofore it has been necessary for the Government to prove a chemical unsafe after a food item was already on the grocery shelves and then to institute court action to remove it from the market.

Major Step Forward

Secretary of Health, Education & Welfare, Arthur S. Fleming, said the new legislation was "a major step forward" in the program of the Food & Drug Administration to protect the public from unsafe food additives. Mr. Fleming pointed out that the new amendment not only provides greater protection to the public, but also will make it possible for the food industry to continue its development of new food products. Mr. Fleming said the new amendment would have the effect of removing unnecessary restrictions on many useful chemicals which are perfectly safe if properly used.

Additive Safety

Under the new law, the manufacturer or promoter of a new food additive will have to test it for safety on animals, and submit the test results to the Food & Drug Administration. If FDA is satisfied that the data establish safety of the additive under proper conditions of use, it will issue a regulation specifying the amount which may be used, and any other necessary conditions of use. If safety of the additive is not established in the opinion of FDA, its use will not be permitted.

The new law covers substances intentionally added to food, and also substances which, from their intended use, may be reasonably expected to become a component of a food, or to affect its characteristics, and which are not generally recognized by qualified experts as safe for their intended use.

Common Additives Exempt

With respect to additives commonly used in food before January 1, 1958, experience based upon such use may be taken into account in determining safety. Thus, such common additives as salt, sugar, vinegar and a great many others will be exempt.

For substances already in use prior to January 1, 1958, but which may not be generally recognized by experts as safe, industry will have eighteen months from the date of enactment of the law to present the necessary safety data, provided there is no evidence that the substance is unsafe.

The law also forbids any additive use that would promote consumer deception, or otherwise result in adulteration or misbranding within the meaning of the Federal Food, Drug & Cosmetic Act.

Weighing Terminology

"Terms and Definitions for the Weighing Industry," containing 1170 terms peculiar to scales and weighing, is announced by the Scale Manufacturers Association, Inc.

Prepared by the Association's Terminology Committee, the new scale dictionary is published as an aid to industrial and business users of scales. The Terminology Committee felt that scale users, manufacturers, distributors and service people could better understand each other and save valuable time if all "spoke the same language."

Hundreds of thousands of persons use or work with scales and the dictionary should help improve the nation's weighing.

Distribution of the new dictionary will be through SMA members, except for a limited number which the Association will supply on a single copy request basis for the price of \$1.

Persons desiring copies should contact scale manufacturers with whom they are acquainted or do business. Those unable to get a copy in this way may purchase it for \$1, postpaid, by addressing: Scale Manufacturers Association, Inc., One Thomas Circle, Washington 5, D. C.

London Meeting

Leading British macaroni manufacturers met at a discussion meeting held by the British Macaroni Industry, Ltd, at the Kensington Palace Hotel in London on October 14.

They were addressed by Charles M. Hoskins, American industrial consultant of the Glenn G. Hoskins Company, Libertyville, Illinois, on technical production matters.

Some thirty-six representatives attended the meeting.

Mr. Hoskins' trip took him to England, France, Germany, Switzerland, and Italy, where he visited scientists working with the macaroni industry as well as leading macaroni manufacturing plants.



At the London Meeting — left to right: Charles M. Hoskins; Dr. M. C. Schaul, Chairman of British Macaroni Industry Ltd.; H. Lender of Leemar Food Products Ltd.; and W. E. Ackroyd of Avery's Vermicelli Ltd.

Bacteriologist

Paul Kulsmeier has been appointed as a bacteriologist in the Henningsen, Inc. Central Laboratories. He was formerly associated with the Missouri Division of Health in the position of medical bacteriologist and virologist. He also has had considerable experience as a sanitarian for the Public Health Service in several cities.

Food Crusade

With the help of the American people, CARE plans to distribute 3,000,000 special Food Crusade packages to hungry men, women and children in Europe, Latin America, Asia and the Middle East in the coming winter months.

Each package contains about 22 pounds of U. S. surplus food, and One Dollar contributed to CARE pays the packing handling and distribution costs. At this rate, \$100 will deliver one ton of food to the hungry in other lands. Because the food is given free by the U. S. government, these packages cannot be sent to designated persons, but are distributed to the neediest families and groups.

Two-thirds of the world's people are underfed, U. N. surveys show. Lack of land, of tools, of farming knowledge are the basic causes. Wars, aggression, disasters multiply the hunger. Today as never before, nations are striving to increase food production... meanwhile, millions of people never get enough to eat.

In contrast is the good fortune of America, whose farmers have produced the greatest national abundance in world history. CARE's Food Crusade calls to all Americans to join in putting these surplus foods to use, to help feed the hungry and build good will for the United States.

CARE assembles U. S. surplus food in individual packages whose contents and weights vary according to country needs for the available commodities. These packages are distributed to the neediest families and institutions in Colombia, Egypt (Port Said), Great Hong Kong, India, Iran, Israel, Italy, Korea, Macau, Pakistan, Poland, West Germany and Berlin, and Yugoslavia. A typical package weighs 22 lbs.—5 lbs. bean 5 lbs. milk powder (makes 20 (1/2) qt.), 5 lbs. corn meal, and 7 lbs. cheese—and can be sent abroad for only \$1.00.

Join the Food Crusade today, by sending your dollars to: CARE, Chicago.

Season's Greetings!

Robert S. Whiteside, President

Clark Sales

Dr. R. C. Vice Pres.

Kath M. Baldwin Asst. Sales Mgr.

Dr. J. K. Krum Asst. Tech. Dir.

L. R. Patton, Jr. Asst. Sales Mgr.

Sylvester A. Ryan Asst. Sales Mgr.

Michael Padley New York

Louis Pelta New York

Dan E. Smith Washington, D. C.

Gordon W. Wood Williamsport, Pa.

H. H. Bonham Winnipeg

J. D. Stone (Consultant) Toronto

R. Steve Sherratt New York

H. G. Morgan Boston

Warren Keller Mgr., Flour Service Div. Kansas City

W. O. Edm. St. Louis

J. V. Rush Chicago

D. R. Lewis Kansas City

Paul McGrath Kansas City

C. L. Chapin Kansas City

W. Quincy Heats Kansas City

Jack A. Revord Chicago

D. L. Nunn Kansas City

W. D. Doly (Consultant)

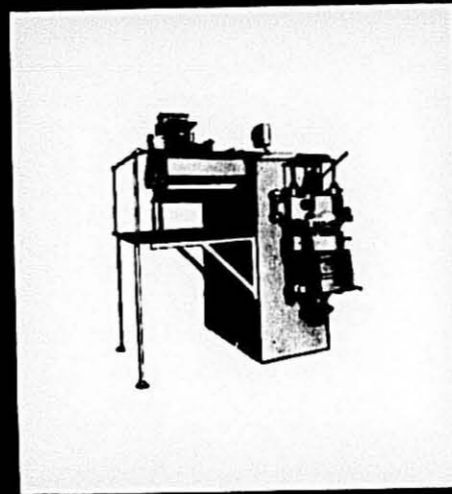
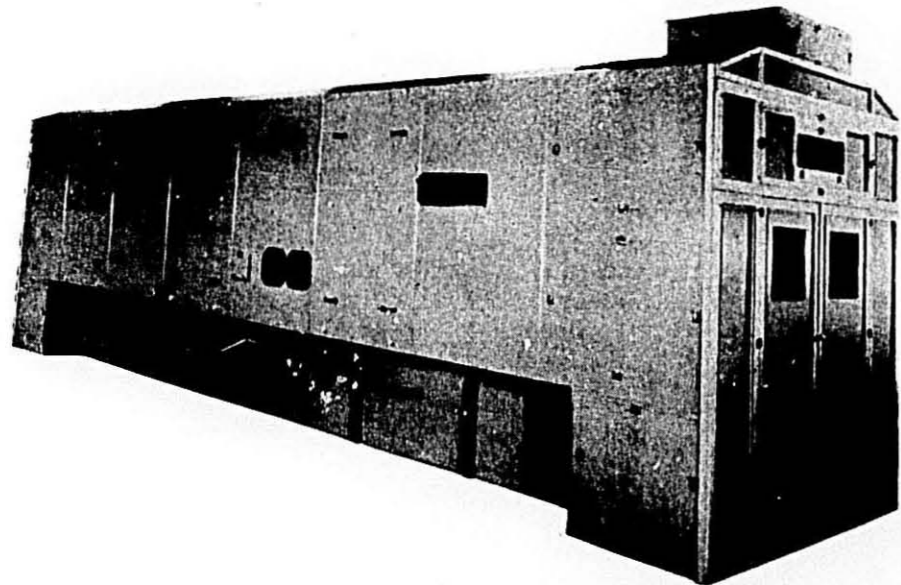
To all our friends, our sincere wishes for a very Merry Christmas and a Happy and Prosperous New Year.

Bl Whiteside  
President



# SHORT CUT AUTOMATION BEGINS ..... HERE .....

with DEMACO'S  
20 YEARS EXPERIENCE  
Building Short Cut Presses—



Come see the DeMaco "work-horse" Short Cut Press that is known for setting the pace for twenty years — a production pace that calls for operation, three shifts a day, day in and day out. Take a close look and see where our presses have been working steady for a period of twenty years where the only replacement part has been the resleeving of the screw cylinder and rebuilding of the feed screw.

One look reveals that rugged simplicity, the clean balanced lines of DeMaco Short Cut presses.

Fewer parts eliminate many potential troublesome areas — mean less wear. Simple solid construction is positive assurance of reliability.

Call on DeMaco's experienced staff of engineers to lend you a hand when you need it.

**DEMACO.**

De FRANCISCI MACHINE CORPORATION  
45 46 METROPOLITAN AVENUE BROOKLYN 37, N. Y.  
EVERgreen 6 9880

DESIGNERS AND FABRICATORS OF  
MACARONI EXTRUSION PRESSES  
AND DRYERS





Ideal Macaroni Company of Bedford Heights, Ohio

### New Plant for Ideal

Construction has been completed on a new plant for the Ideal Macaroni Company in Bedford Heights, Ohio, a suburb of Cleveland.

The new structure, designed by Sal D. Petralia, architect, occupies 35,000 square feet on five acres of land.

Equipment will be installed as soon as possible, and operations are tentatively scheduled to begin in the new quarters next spring.

The Ideal Macaroni Company is solely owned and managed by Leo C. Ippolito and his son Pat, who acts in the capacity of sales manager. They manufacture and sell the Ideal line of macaroni products and distribute Prince sauces and specialty cuts in the Cleveland market.

Mr. Ippolito's father established the business in 1903. They have been at their present location of 2006 Scoville Avenue in Cleveland since 1920.

### General Mills Research Center

C. H. Bell, President of General Mills, has announced that the company will break ground next spring on a multi-million dollar Research Center to be built in Golden Valley, west of Minneapolis.

The location will be at Plymouth Avenue and County Road 18, on the 112-acre site previously purchased by the company for a research center. This site is one and one-half miles due north of the new general office building of the company.

A. D. Hyde, vice president in charge of research for General Mills, said that the new facility represents a planned forward step in the company's pattern for future growth.

#### Philosophy on Research

Since 1930, shortly after the formation of General Mills, the company's expansion plans have been based upon research, Hyde pointed out, adding that the new Research Center is a natural outgrowth of the General Mills research philosophy expressed many years ago by company founder James F. Bell: "You can influence research environmentally, but you cannot lead it — you must follow where research leads."

In line with this philosophy, the new center will provide facilities for exploring avenues to even wider diversification, and will turn intensified effort toward developing new high-nutrition, high-convenience food products. It also means markedly increased emphasis on basic research, Hyde said.

"Such a program will mean much toward the future not only in food but also other areas," he added.

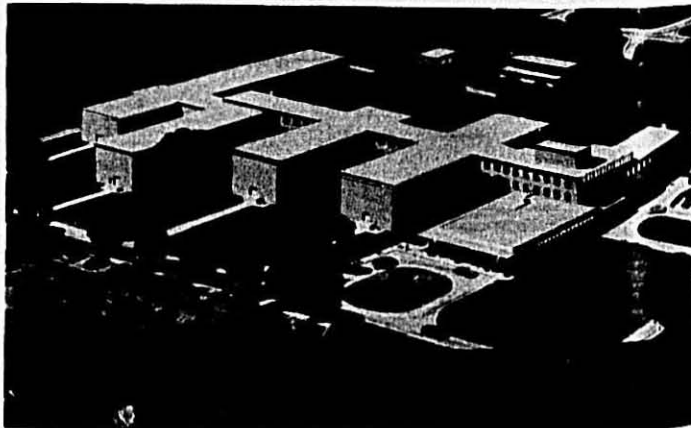
The new Research Center will be built in five steps, with an overall final completion date extending to 1964-65. Floor areas will total about 360,000 square feet. Exact cost of the new Research Center was not disclosed.

A campus-type site development was indicated after careful study of the needs of the laboratory and of the terrain, Hyde said. The new building will have a long main section, or stem, and several wings. A portion of the structure will be three stories above ground; other portions will be two stories, or one.

Step number one of the building program calls for the main stem of the building to be completed and ready for occupancy by June, 1960. The various wings will be constructed in later steps and occupied as soon as completed.

On the completion of the presently programmed Golden Valley Research Center it will be staffed with 500 scientists and associated workers.

Personnel for the new building will be transferred largely from the Central Research Laboratories of the company, 2010 East Hennepin Avenue, Minneapolis. The move, however, is expected to have very little, if any, effect on the total number of General Mills employees in Minneapolis. Chemical and steroid research people will remain at the East Hennepin facility, and certain Mechanical Division research projects may be moved in. Anticipated expansions in these activities should take up the slack, Hyde said.



Campus-type arrangement of the new General Mills Research Center.

The decision to begin building the Golden Valley Research Center came after long study of the factors and costs involved in expanding present facilities to meet future needs, Hyde said. Room for expansion at the East Hennepin site is limited, and the study revealed that the move to Golden Valley was the best solution to fulfill the company's requirements.

The basic design of the new building was rendered by the New York architectural firm of Voorhees Walker Smith & Smith. The detailed design, construction, and supervision will be under the direction of the General Mills Engineering Department.

### Milprint Officers

A top level executive realignment was announced at Milprint, Inc.

The Board has elected Mr. William Heller, Sr., Honorary Chairman. A co-founder of Milprint at the turn of the century and Chairman since 1950, Mr. Heller will continue actively with the company in an advisory capacity.

Mr. Roland N. Ewens has been named Chairman and Chief Executive Officer. He joined Milprint in 1932 and has been President since 1950.

Named President is Mr. Arthur Snapper. With Milprint for twenty-eight years, Mr. Snapper has been Executive Vice President since 1950.

William Heller, Sr., and his brother, the late Max T. Heller, founded Milprint together, and Mr. Heller has been active with the Company for more than fifty-seven years. Under their direction, Milprint, Inc., which was originally a small printing shop, has assumed a position of leadership in the world of packaging; today it is the world's largest converter of flexible packaging materials. The Company, through subsidiaries, has twenty-two Associates throughout the world, and it owns the Nicolet Paper Company at West De Pere, Wisconsin.

Milprint, Inc. merged with Philip Morris Inc. during the summer of 1957, and today it is operated as a subsidiary of this leading tobacco company.

### Macaroni Cooking Quality

(Continued from page 19)

other hand it yields data that can be replicated closely and is not influenced by personal opinion.

Tables II and III show the maximum and minimum values for each of the quality properties for each variety.

For protein content the values extend from a maximum of 18.7 percent to a minimum of 10.7 percent or a range of 8.0 percent. The lowest value occurred with Mindum, while the highest maximum and minimum results were obtained from Yuma.

In the macaroni color score, values ranged from 10 to 4, a variation of 6, with Sentry and Langdon showing the highest and Towner the lowest scores. All the Sentry and Langdon scores would be satisfactory. A marked range was evident between the high and low mixing scores. Yuma, with a score of 8, was the highest. Sentry had the lowest maximum and minimum scores, 2 for both. Mindum had the largest range between high and low scores, with a difference of 4. There was also a large variation in residue between the high and low values for all varieties. These differences in residue disappeared when the varietal averages were calculated.

#### Cooked Weight

Sentry had the highest cooked weight maximum, but the second highest minimum. Both values were lowest for Yuma. Yuma had the highest tenderness score. The lowest value was obtained with Mindum, although Ramsey was not much higher.

These large differences or ranges in quality values were probably caused by environmental factors during seasonal growth and show the marked influence that these factors, as weather and soil, have on durum wheat quality.

#### New Durum Hybrids

Table IV provides preliminary information on the quality of four new durum hybrids grown in experimental plots for the first time in 1957.

Since the data are averages of only two samples, it is difficult to draw definite conclusions. The new durums appear to be satisfactory in color score but, except for LD 392, were weak in dough mixing properties. Hybrids LD 393 and LD 389 were high in cooked residue. All were average for cooked weight and tenderness score. Further tests on these wheats are planned for the 1958 crop.

### Rossotti Installs Videometric Comparator

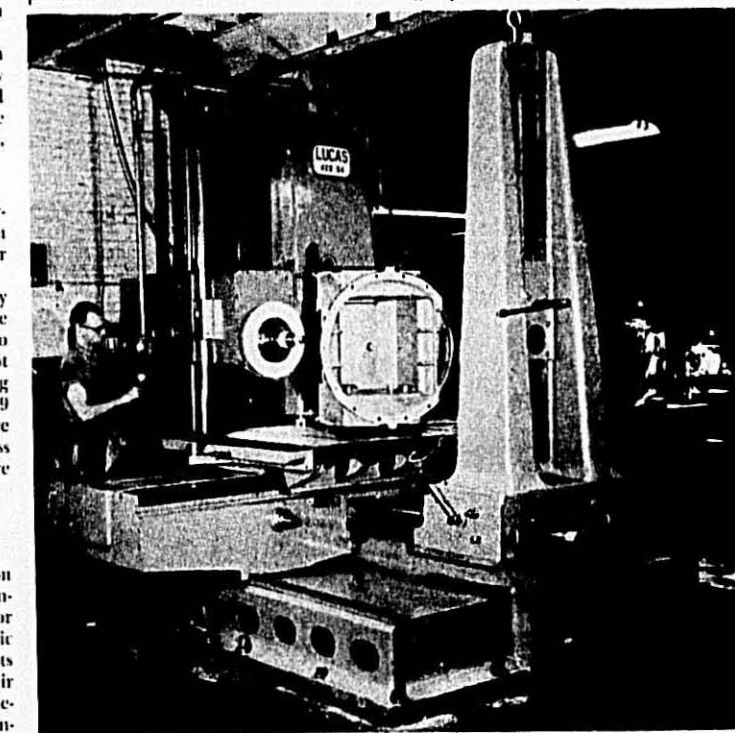
The Rossotti Lithograph Corporation of North Bergen, New Jersey has announced that it has completed plans for installing the Van Rosen Videometric Comparator to test the legibility of its package designs and to implement their present design testing facilities. The device is being set up in the Packaging Consulting Division of the organization's

executive offices in North Bergen and will be available not only for use by its own package designers and art directors, but will be at the service of its customers whenever they want to objectively test, themselves, the legibility of their package designs. The Van Rosen Videometric Comparator, a device to test the legibility and total visual impact of a package, made its bow at the National Packaging Exposition in New York last May.

#### Birthday Present

The Rossotti purchase of the Van Rosen Videometric Comparator is in the nature of a birthday present to itself and to its customers since Rossotti this year celebrates its 60th Anniversary. Founded in 1898 by Edward Rossotti, the company has made energetic strides forward in the multi-color label and packaging field, particularly among supermarket and variety store accounts. "The purchase of the Van Rosen Videometric Comparator," a Rossotti spokesman said, "is a 60th Birthday present to our customers, many of whom have grown with us over many years. This is about the most effective way we have of saying 'Thanks'—to provide all of our customers with another step in the scientific development of the Rossotti Packaging System, to continue to give them high-potency, sales-winning multi-color labels and packages."

The Videometric Comparator will be set up in simulated supermarket surroundings at the Rossotti offices, to lend as much objective realism to its use as possible.



Clermont's New Lucas Boring Mill

### Durum Wheat Institute

(Continued from page 6)

interest in eating in the lunchroom if they feel they have helped. They will learn about food at the same time.

5. Make special exhibits using food models, or make food models out of papier-mache. Arrange them for display in the lunchroom, school library or halls.

6. Projects may be undertaken to make the lunchroom more attractive. Older pupils can work on table centerpieces, place mats, murals or colorful inexpensive curtains. They can use seasonal themes to vary the decorations.

"Remember to set goals before you begin a project to teach nutrition. Here is one: Increased respect and knowledge concerning foods needed for good health. You will think of other objectives that relate to your particular program."

### New Boring Machine

The Clermont Machine Company of Brooklyn, New York, has installed a new Lucas Boring Mill to expedite fabrication of their new line of VMP presses.

This new \$60,000 piece of equipment, one of the most modern on the market, when coupled with Clermont's other boring mill, will enable them to double production of VMP presses.

Clermont is undergoing an extensive remodeling program, enlarging their building to provide new offices, engineering department, and plant facilities.





**MERCK VITAMIN PRODUCTS FOR ENRICHMENT OF MACARONI**

## Merck Enrichment Preparations give your Macaroni Products increased consumer appeal

Enrichment packs a potent appeal for nutrition-conscious consumers. It can help your macaroni products two ways.

1. By enriching your products, you'll create preference for your brand over unenriched macaroni.
2. Your enriched macaroni products can compete more effectively with many other food products.

Our technical service staff is always ready to help you apply whichever of the following Merck vitamin products is best suited to your process. Or, if you prefer, ask the mills to use MERCK ENRICHMENT MIXTURES in your flours and granulars.

#### For Continuous Production

MERCK ENRICHMENT MIXTURE No. 34P—feeds readily, flows easily, and can be distributed uniformly with the usual mechanical equipment.

#### For Batch-Type Operations

MERCK ENRICHMENT WAFERS—dissolve quickly, promote uniform enrichment because they resist chipping and dusting, disperse uniformly as the batch is mixed.



Research and Production

for the Nation's Health



**MERCK & CO., INC.**  
RAHWAY, NEW JERSEY



### Egg Prices

(Continued from page 15)

Frozen whites were fairly steady in a two-cent range, with a low of 9.5¢ per pound in early September and a high of 11.5¢ at the end of October. Frozen yolks with 45% solids were steady throughout the full period, quoted at 59¢ to 60¢ a pound for No. 1 color and 61¢ to 63¢ a pound for No. 5 color.

Dried yolk solids sold at \$1.18 to 1.22 per pound in September but rose to \$1.22 to \$1.31 by the end of October.

### Packaging Winners

Lawry's Foods, Inc. and Libby, McNeill & Libby were among 12 first-place food winners in the recent third annual National Flexible Packaging competition sponsored by the National Flexible Packaging Association and the Paper, Film & Foil Magazine.

A macaroni and cheese package, designed by the Western Waside division of Crown Zellerbach Corp., garnered top honors for Libby. A dressing mix in an aluminum foil package designed by Thos. H. L. Boddy of California of the Dobeckman Company captured the honor for Lawry's.

### Sales Tips

(Continued from page 12)

If salesmen who participate in these meetings find that, after the meetings, management doesn't act on their suggestions or if promises are not fulfilled, they are going to have little regard for future meetings of this type. Salesmen must have genuine and heartfelt enthusiasm to do their best job as salesmen. This type of enthusiasm cannot be demanded or expected or even bought.

"The best sales tools available today," states Mr. Thompson, "are the old familiar ones — good organization, careful study of the market and the product, sound planning, intelligent promotion, intensive training, enthusiastic selling, adequate reward, common sense, and hard work."



General Mills' Joe DeMarco calls on a macaroni customer.



P. D. KROTZ

### Pennsylvania Dutch Noodle Man

"You've once my noodles already?" So speaks P. D. Krotz, new super-duper salesman of Pennsylvania Dutch Brand Egg Noodles.

Already well-known to the grocery trade through a series of mailings written in classic Pennsylvania Dutch lingo, Krotz now is invading the living rooms of millions of home via TV.

His "fractured English" pitch begins: "Hello, already it's me, P. D. Krotz, the noodle man. You ever et maybe cooking like the ladies cook up Pennsylvania Dutch country? Such a touch they got to make wonderful good dishes. The Golden Touch of the Pennsylvania Dutch. And you can put in on your own table down, fast! So enjoy already soon the Golden Touch. Get to know what good is!"

Krotz was invented to spearhead a promotion aimed at selling the "color and romance" of Pennsylvania Dutchland. In a series of letters aimed at the grocery trade, he became real enough that the company began receiving correspondence addressed to P. D. Krotz. Several buyers wrote and asked him to call with samples.

Krotz quickly evolved from a promotional symbol to a real person through an apt characterization by Jim Stephens, a seasoned New York actor who brought "the Noodle Man" to life for the filmed TV commercials.

A heavy spot schedule (1 minute and 15 seconds) is carrying the "Hello, already, it's me, Krotz" message in New York, Philadelphia, Baltimore, Washington, Pittsburgh and Lancaster. The commercials will also be aired in Harrisburg, home of the Megs Company, makers of Pennsylvania Dutch Brand Egg Noodles. Radio versions of the Krotz pitch are in the works.

The account is handled by Weightman, Inc., Philadelphia agency, which conceived the Krotz character and wrote all copy for the commercials. There is no Pennsylvania Dutchman on the Weightman copy staff.

### Grass Offers Premium

The I. J. Grass Noodle Company of Chicago, manufacturers of the nationally known line of Mrs. Grass soup and egg noodles, announces a new and more premium offer in connection with the current advertising promotion. With a coupon from a box of Mrs. Grass Chicken-Rich Noodle Soup with the golden nugget or Mrs. Grass Vegetable Noodle Soup and \$1.25, customers can obtain an attractive, personalized desk pen set. The set consists of the famous Red Rim ballpoint pen and holder, absolutely guaranteed against defects, mounted on a gold-trimmed, white ceramic base. The user will receive the set with his name, middle initial and last name at last name with two initials permanently inscribed on the base in graceful script.

### Films For Television

(Continued from page 8)

acceptability, and both Institute shows can be proud of their records. "Use Your Noodle" has been shown seven times on the two Las Vegas, Nevada television stations, KLAS and KSNB. It has been seen six times each on stations in Dothan, Alabama; Knoxville, Tennessee; and Albuquerque, New Mexico. The time showings have been chalked up to Rochester, New York; Cincinnati, Ohio; Sioux Falls, South Dakota; Roanoke and Petersburg, Virginia.

"Stag Party" has had nine placements in Roanoke, Virginia; Salt Lake City, Utah; and Albuquerque, New Mexico. It has been seen eight times. Seven time spots include Sioux Falls, South Dakota; Monroe, Louisiana. Six placements call have been recorded in Columbus, Ohio; and Utica, New York. Numerous markets have had as many as five separate placements.

The National Macaroni Institute made a good investment in its two-hour shorts. The cost of reaching a multi-million market with the story of spaghetti and egg noodles has been very low.



Scene from the National Macaroni Institute film, "Use Your Noodle."

## JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

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

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

## N-RICHMENT-A® FOR PLUS QUALITY

—in handy wafer or powder form

—convenient nationwide stock locations

—write for descriptive literature



N-84-53

WALLACE & TIERNAN  
INCORPORATED  
25 MAIN STREET, BELLEVILLE 9, N. J.

## BIANCHI'S Machine Shop

221 - 223 Bay St.  
San Francisco 11, California

Western States  
Macaroni Factory Suppliers  
and  
Repairing Specialists

40 Years' Experience

Chapel 6-2  
New Richmond, Wis.

**Doughboy**

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



## RETROSPECTIONS

by  
M. J.

### 35 Years Ago

- Five prominent industry leaders—Henry Mueller, Jersey City; Andrew Ross, Chicago; A. C. Yaeger, Jr., Philadelphia; Sales Counselor A. S. Bennett; and Director of Research B. R. Jacobs, formed the National Education Committee of the Association.
- The Decline of the 1923 Dollar: 67 cents went for materials and production, 11 cents for labor and 22 cents for overhead, taxes and profits.
- The Pillsbury Flour Mills Company in its efforts toward educating macaroni manufacturers in the proper care of macaroni distributed a pamphlet devoted to the *Macaroni Weevil Problem*.
- Frank W. Foulds, president of Foulds Milling Company, pioneer macaroni manufacturer of Libertyville, Illinois, died November 20.
- C. F. Yaeger, Philadelphia district manufacturer, and Mrs. Yaeger sailed on a 2-month tour to Europe. Destination: the Italian-French Riviera for the holidays, then to France, Germany, Switzerland and northern Italy.
- New Orleans Board of Trade reported their city is becoming an important macaroni export center for shipments going to Central America and Mexico.

### 25 Years Ago

- The Macaroni Industry was "still hopping" for the benefits promised by the New Deal nearly 7 months after their Code was submitted.
- Northern and central California manufacturers succeeded in getting a Fair Competition State Code approved November 8, patterned after the proposed National Code.
- The Federal Food and Drug Administration planned to investigate the misuse of yellow transparent wrappers which gave plain egg noodles a deceptively rich color.
- The export demand for American durum wheat was still dull despite the short foreign crops.
- New Style Macaroni Company, Brooklyn, New York, has been organized and incorporated by Frank Morales.
- The Chicago Macaroni Company, Chicago, Ill., is marketing a new shape of macaroni which it calls "Giaconda Paste." It is shaped like a sea shell and contains eggs.
- R. De Angelis & Co., established in 1890, one of the oldest macaroni manufacturing firms in Philadelphia, announced that it will discontinue business November 30.

### 15 Years Ago

- Macaroni-noodle manufacturers were eligible to receive the War Food Administration's "A" achievement award for outstanding production records with the facilities at hand.
- Government subsidy as of December 1 on durum wheat was six cents a bushel compared with sixteen cents for spring and hard wheat. Durum millers felt payment was unjust, and this will seriously affect semolina and farina deliveries.
- "Subsidies won't prevent inflation," said the Food Industry War Committee. "Wages and income increases are greater than the advances in living costs."
- Clermont Machine Company, Brooklyn, New York, observed special ceremonies Armistice Day when it dedicated its Honor Service Flag at its plant.
- Standard Brands, Inc., purchased the Kuerz Food Products Company's plant at Cincinnati, Ohio.
- St. Louis Macaroni Mfg. Co., St. Louis, Missouri, announced plans for a new \$250,000 plant as soon as materials are available.
- Galioto Brothers Company, 505 W. Division Street, Chicago, was damaged by a \$1500 fire December 2.

### 5 Years Ago

- "The macaroni industry needs more durum," NMMA Secretary Robert M. Green told the House Agricultural Committee in Minneapolis on October 12.
- W. P. MacDonald of the F. H. Peavey & Company said: "The present rust situation is most critical for durum wheats and the production of quality macaroni products in the United States. Rust control is vital."
- *Parade*, the Sunday Picture Magazine, featured a full-page spread on Chicken Noodle Barbecue as Food Editor Beth Merriman's salute to National Macaroni Week.
- Spaghetti was the entree for Dayton's Red Feather Dinner, the biggest civic dinner in history which was held to help the city and the surrounding area meet an increased Community Chest quota.
- The Wheat Flour Institute helped promote National Macaroni Week by sending out *Durum Wheat Notes* to 40,000 food editors, teachers and other leaders in the food field.
- M. J. Donna, Secretary and Journal Editor Emeritus, sponsored a reception and cocktail party in Hotel Picadilly, New York City, in November. Over fifty of his friends and well-wishers attended.

## CLASSIFIED

### ADVERTISING RATES

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

**FOR SALE**—Clermont Noodle Cutter, with five sets standard cutting with rollers, Dough Breaker, Noodle Dryer consisting of two units, Preliminary Dryer and Finish Dryer. In excellent condition, in operation now. Reasonably priced. Write Box 19, Macaroni Journal, Palatine, Illinois.

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## GMA Anniversary

(Continued on page 24)

than 20 years ago, it was up to \$16,000,000,000. But since then volume has grown rapidly and steadily larger until it likely will reach \$75,000,000,000 this year and \$100,000,000,000 by 1965.

"This growth has come about not because of income and population gain alone but also because of the many things the industry has done to make it happen," he added. "The manufacturer has been the creator, the developer and the promoter of new and improved products—thus initiating growth. To understand the magnitude of this creative contribution we have only to recall that in 1939 there were about 1,000 items in a typical grocery store, whereas today the home-maker has between 6,000 and 8,000 items from which to choose."

## Spaghetti Offer

A seven-ounce package of Delmonico spaghetti was offered free with the purchase of a can of Chef Tony Italian Sauce in Indianapolis, Louisville, Cincinnati, Columbus, and Akron in October.

## INSIDE SCIENCE

# The Vital Story of MACARONI\* ENRICHMENT

by Science Writer

This is the fourth article in a series devoted to the story of cereal enrichment



word of the great benefits which result from enrichment.

For years, some forward-looking manufacturers of macaroni and noodle products have used enrichment to make their good foods better. They know that enrichment restores important vitamin and mineral values which are unavoidably lost in milling, and they recognize their responsibility to provide the greatest health-building benefits for the public.

Enrichment is really a simple process. It adds the following essential elements to the food during manufacture.

**Thiamine**—also called vitamin B<sub>1</sub>. This vitamin helps to build physical and mental health. It is essential for normal appetite, intestinal activity and sound nerves.

**Riboflavin**—also called vitamin B<sub>2</sub>. This vitamin helps to keep body tissues healthy and to maintain proper function of the eyes. It is essential for growth.

**Niacin**—another "B" vitamin, is needed for healthy body tissues. Its use in the American diet has done much to make a serious disease called pellagra disappear.

**Iron**—is a mineral used in all enrichment. It is essential for making good, red blood and preventing nutritional anemia.

Products made from semolina may be enriched by two methods. One uses small square wafers which contain all the vitamins and iron necessary to enrich 100 lbs. The wafers break up in a small amount of water which is then added to the paste. For manufacturers who use the continuous press method, a powdered concentrate of the vitamins and iron, called a premix, is available. This is added by a mechanical feeding device.



\*Macaroni is used here in the generic sense. It includes all alimentary pastes: macaroni, spaghetti, pasta, noodles.

These are the minimum and maximum levels, in milligrams per pound, required by the Federal Definitions and Standards of Identity for enriched alimentary pastes.

	Min.	Max.
Thiamine (vitamin B <sub>1</sub> ).....	4.0.....	5.0
Riboflavin (vitamin B <sub>2</sub> ).....	1.7.....	2.2
Niacin.....	27.0.....	34.0
Iron.....	13.0.....	16.5

NOTE: These levels allow for 30% to 50% losses in kitchen procedures.

Nowadays scientists are able to "build" duplicates of many of Nature's essential complexes in the laboratory. This has happened with many vitamins. First the chemical composition is learned and the pure substance is isolated. Then a "duplicate" is made which is identical chemically and biologically with Nature's product. A vitamin is a vitamin regardless of its source just as salt is salt whether it comes from a mine or is evaporated from the sea. So efficient is large scale manufacturing that vitamins are sold at a lower cost than if they were extracted from natural sources.



The Hoffmann-La Roche people, who produce a good percent of the vitamins used in enrichment, use amazingly complex processes with scientific production controls. This requires modern, special equipment filling whole buildings, each one a city block square and many stories high.

The combination of scientific research, thorough know-how and mammoth manufacturing processes—plus the far-sightedness of leaders in the macaroni industry—is helping vitally to make good macaroni products better.

This article, reprints of which are available without charge, is published as a service to the macaroni industry by the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. In Canada: Hoffmann-La Roche Ltd., 1956 Bourdon Street, St. Laurent, P.Q.



**General Mills  
announces new series  
of Newspaper  
Ad Mats**

Petty Crocker of General Mills has created and consumer-tested four new macaroni, spaghetti and noodle recipes to be released in the Macaroni Journal. But that's not all! General Mills has had their advertising agency create newspaper advertisements from these recipes to help you gain consumer acceptance for your products.

To simplify matters all ads are in mat form, 2-column x 6 1/4 inches.

**Capitalize** on women's never-ending desire to serve new, different, exciting recipes!

**COST? 50¢ PER MAT**

You pay only 50¢ for each mat—a real bargain when you consider the recipe preparation time, photographer's charge, artwork and plates required to produce them. Offer good only in U.S.A.

Have your newspaper type-set your brand name where it appears in the ad. You may wish to insert an engraving of your package. Give insertion dates. You pay only for space used.

**MATS ARE FLEXIBLE**

If you wish, you can add, delete, or rearrange elements within the ad to make an entirely new or different size ad. Combine elements from other ad mats to make multi-product ads. Your newspaper representative will gladly help.

Ask your General Mills salesman for details—or use this coupon.

DURUM SALES—GENERAL MILLS  
3200 Wyzala Boulevard  
Minneapolis 26, Minnesota

Please send \_\_\_\_\_ (quantity)  
2-column ad mats featuring  
Chicken-Macaroni en Casserole.  
I have enclosed 50¢ for each mat.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



**DURUM SALES**

Minneapolis 26, Minnesota

**No. 1 in General Mills'  
new series of ad mats**

This mat is reproduced actual size—2 column x 6 1/4 inches. Other new macaroni, spaghetti and noodle recipes and ad mats will be offered in General Mills advertisements in subsequent issues of the Macaroni Journal.



the compliments will be all yours tonight... when you serve the new "Chicken-Macaroni en Casserole"

IT TAKES

**YOUR BRAND MACARONI**

to make "Chicken-Macaroni" en Casserole this good

What an easy way to make the family love you even more! Chicken-Macaroni en Casserole is the answer to your wish for a new hot dish. Simple to prepare with Your Brand Macaroni—cooks up plump and firm. Each yummy serving supplies a wealth of good food values. Save the recipe—you will want to serve Chicken-Macaroni en Casserole often.

clip this recipe now  
—takes little time to prepare

**CHICKEN-MACARONI  
EN CASSEROLE**

3 cups cooked YOUR BRAND Elbow Macaroni (1 1/2 cups uncooked)  
2 cups grated American Cheddar cheese  
12-oz. can chicken, diced (1 1/2 cups)  
1 cup sliced canned mushrooms  
1/4 cup sliced pimiento  
1 can cream of chicken soup plus enough milk to make 2 cups

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

**SEND COUPON TODAY!**