

**THE
MACARONI
JOURNAL**

**Volume 41
No. 6**

October, 1959

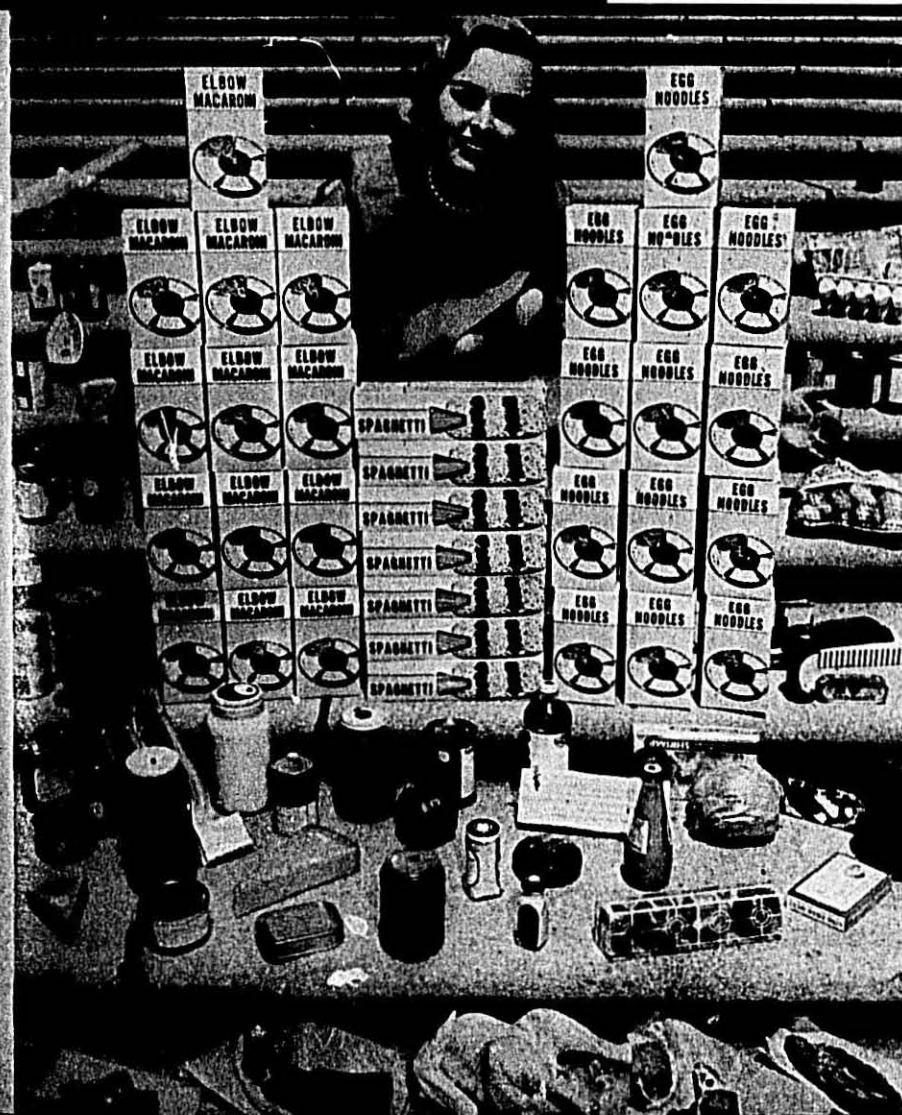
Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



Macaroni Moves Merchandise
National Macaroni Week

OCTOBER, 1959





DOES YOUR PACKAGE WIN **REPEAT SALES?**

Yes, if it sells - *and keeps on selling* - from the point of purchase to the point of preparation! And that's what a ROSSOTTI-designed macaroni package does - because it uses dynamic taste-tempting appeal in ever new and exciting ways to invite the eye... *entice the buy!*

Rossotti designs your package to perform an energetic merchandising service in the supermarket - *and in the pantry*. It's a *modern* marketing package whose selling message works constantly for you until the last ounce of macaroni is used, and then it works even harder as a reminder to re-stock!

Why not let us show you how you too may have a package that will deliver more *repeat* macaroni sales?

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EVERY SHIPMENT, ORDER

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AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

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The MACARONI JOURNAL

October, 1959
Volume 41, No. 6

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Cover Photo

Spotlighting the theme, "Macaroni Goes With Everything", is pretty Helen Chester, who gathered more than 50 different grocery, produce and meat items which can be tied in as related item sales with macaroni products during National Macaroni Week. See story on page 6.

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THE MACARONI JOURNAL

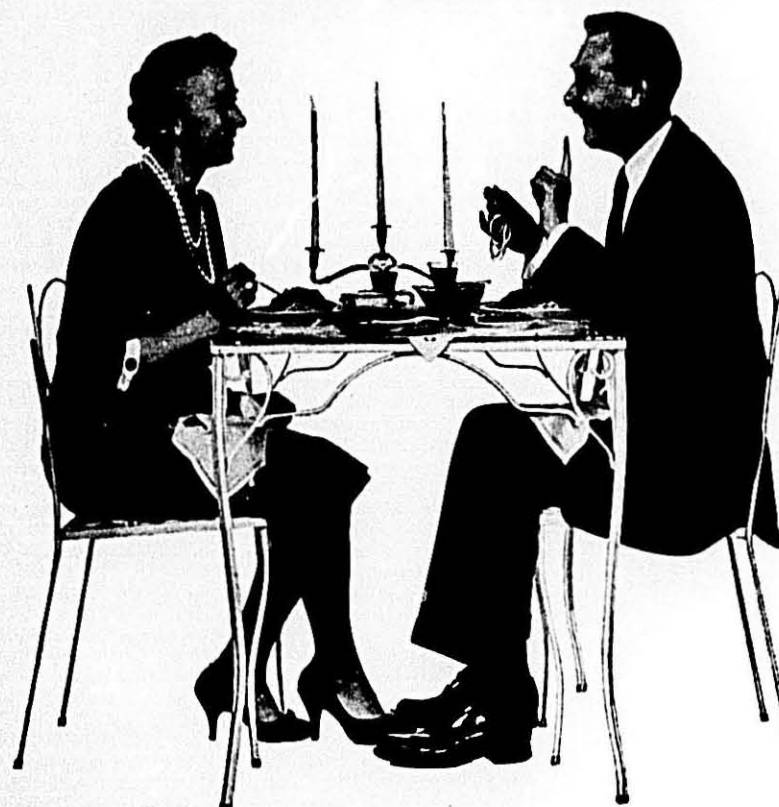
There is something special
about Macaroni products made from

King Midas

Let's have "something special" is the phrase that you 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 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

OCTOBER 1959

MACARONI MOVES MERCHANDISE

National Macaroni Week Points Up Macaroni Versatility

A national event for the past nine consecutive years, National Macaroni Week, is a peg for industry publicity to food editors of magazines, newspapers, the trade press, radio and television.

In addition to consumer education material it has offered merchandising opportunities with its theme, as "Youth Will Be Served" last year, "Noodles Around The Clock" the year before.

For Combination Sale

This year's theme offers the best merchandising opportunity ever. "Macaroni and ..." capitalizes on the versatility of macaroni, spaghetti and egg noodles. Macaroni foods are eaten in combination with other foods, they are sold in combinations; spaghetti and meatballs - macaroni and cheese - chicken and noodles - and so on. Every sale is a combination sale.

This year's theme offers opportunity for storewide merchandising with macaroni products tying in with related items in every department. A total store promotion is now a practical and profitable undertaking, Jay S. Riddle of Philadelphia, manager of Grocery Products Marketing for the Saturday Evening Post, told the U. S. Wholesale Grocers Association recently meeting in convention.

Promotions in the past, he pointed out, have focused on one product or related products, but the Nargus-Post "Food Store Spectacular" has proved that a storewide promotion featuring over thirty food and non-food items can be successful and profitable to all participants.

In a documented report of the results of the "Spectacular" promotion held in tens of thousands of community food stores across the country last fall, Riddle described the cooperation of all levels of the food industry. Extra retail sales increases of \$56 million were achieved in the nine-day period, and total store increased jumped as high as 47 percent, he said.

The third annual "Food Store Spectacular" co-sponsored by the National Association of Retail Grocers of the United States (Nargus) and the Post, will be presented October 15-24. These are the same dates as National Macaroni Week.

Bulletins to members of the National Macaroni Institute have given typical recipe suggestions showing that macaroni, spaghetti and egg noodles build traffic in every department of the grocery store: meats, seafood, poultry,



Macaroni Goes With Everything

dairy products, produce, canned or frozen fruits or frozen vegetables, spices and seasonings, beverages, and even housewares - with outdoor eating on paper plates, casserole liners with aluminum foil.

Sales meetings around the country have emphasized to macaroni representatives that related item selling makes for traffic, turnover and profit for the grocer.

To amplify the national publicity push, suggestions were made in a National Macaroni Week Kit sent to Institute members with an outline of placements planned by Theodore R. Sills & Company, a suggested proclamation for municipal dignitaries, disk jockey stuff, radio script, television script, recipe releases for local newspapers (with photos available from the Institute office), "Mac-Fax" all included.

A general consumer release says in part: "Macaroni, spaghetti and egg noodles are the most gregarious of foods. Introduce them to almost any other food you can name, and they quickly become compatible companions.

"Macaroni products are also skilled at social adjustment. They will serve you well at family meals, to stretch expensive foods or to use up leftovers when the budget is low. They will add interest to plain foods as a go-with. They will literally make the saucy type of dish that's unattractive by itself. They are also accomplished social climbers, and will do you proud with glamor dishes come party time.

"Keep several varieties on hand, so they'll be ready for yeoman duty whenever and for whatever purpose you need them."

Food Advertising Expenditures Increase

The 100 leading national advertisers, including 21 food companies, increased their advertising expenditures 4.6% to \$2.3 billion in 1958 compared with \$2.2 billion in 1957, Advertising Age reports.

Largest advertising expenditure by a food company was \$96,000,000 spent by General Foods Corp., which ranked fourth in the nation in ad spending. The total was a substantial increase from General Foods' 1957 expenditure of \$87,000,000 and represented 9.1% of sales.

American Home Products Corp. was the second largest food advertiser, with an expenditure of \$60,000,000, up sharply from \$45,000,000 in 1957, and representing 16% of sales.

National Dairy Products Corp. was third with \$38,500,000, or 2.7% of sales, about even with the 1957 expenditure of \$38,600,000.

Of the 21 food companies, 12 increased advertising expenditures, one held even, and eight showed decreases. In addition to General Foods, American Home and National Dairy, these companies and their estimated 1958 advertising expenditures were as follows

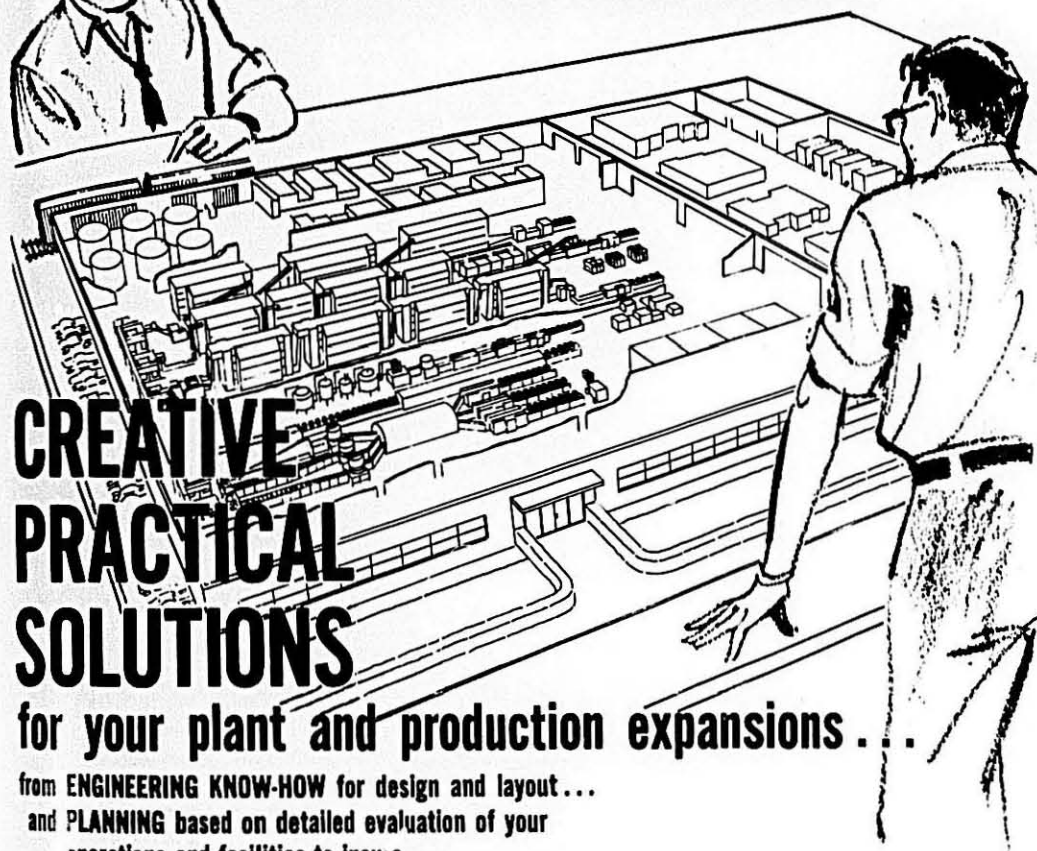
(1957 expenditures shown in parentheses):

General Mills, \$33,206,000 (up from \$25,548,000); Standard Brands, \$24,140,291 (\$19,000,000); Kellogg Co., \$4,000,000 (\$18,000,000); Borden Co., \$3,500,000 (\$24,500,000); Campbell Soup Co., \$22,000,000 (\$20,000,000); Corn Products Co., \$22,000,000 (\$20,800,000); National Biscuit Co., \$21,013,565 (\$21,000,000); Pillsbury Co., \$18,500,000 (\$16,000,000); Quaker Oats Co., \$17,228,894 (\$6,000,000); Armour & Co., \$16,200,000 (\$16,000,000); Continental Baking Co., \$15,489,887 (\$15,002,175); Swift & Co., \$15,000,000 (\$20,000,000); Carnation Co., \$12,400,000 (\$11,000,000); Ralston Purina Co., \$10,000,000 (\$10,000,000); Nestle Co., \$9,066,200 (\$11,000,000); H. J. Heinz Co., \$8,500,000 (\$9,500,000); R. T. French Co., \$6,250,000 (\$5,000,000); and Wesson Oil & Snowdrift Co., \$6,000,000 (\$8,000,000).

The combined expenditure of the 21 food companies totaled nearly a half billion -- \$496,995,837, a rise of 9.1% from \$457,550,175 spent by these companies in 1957, the annual Advertising Age compilation showed.



What's the discussion?



CREATIVE PRACTICAL SOLUTIONS

for your plant and production expansions . . .

from ENGINEERING KNOW-HOW for design and layout . . .
and PLANNING based on detailed evaluation of your
operations and facilities to insure . . .

- COST REDUCTION
- INCREASED PRODUCTION
- BETTER USE OF SPACE
- QUALITY CONTROL
- EFFICIENT PRODUCT FLOW
- MINIMUM HANDLING
- BOTTLENECK ELIMINATION
- EFFICIENT SUPERVISION

When you think of expansion—save time and money and avoid costly mistakes—confide in us for expert engineering judgement acquired from serving the Macaroni/Noodle Industry for 40 years.

Clermont
MACHINE CO., INC.
280 WALLABOUT STREET
BROOKLYN 6, N.Y., U.S.A.

VISIT OUR NEW ENGINEERING & ADMINISTRATION OFFICES.

OCTOBER 1959

THE MACARONI JOURNAL

TED SILLS REPORTS

Convention Talk on National Macaroni Institute Activities

I would like to start with a quick backward glance. You don't know where you have been unless you look backward occasionally, and you don't know where you are going unless you refer to where you have been.

About ten years ago the macaroni image was considerably different in the public eye than it is today. Macaroni was generally referred to as pasta and was strictly an Italian specialty. It was thought of as a poor man's food.

During the depression years people filled up on macaroni and spaghetti because they were inexpensive. And then everyone was convinced that all macaroni foods were fattening. The name pasta itself carried the connotation to American ears of paste, of starch, which was unappetizing.

Now there is nothing wrong with being a poor man's food - certainly there are lots of poor men. But as the economic climate has changed, as the living standards of American people have gotten higher, the poor man wanted things previously beyond his reach. And his tastes changed.

There is a danger in being associated with a low income economic group. Some products have gone into complete oblivion because of such an association.

So years ago we started out deliberately to change the image of macaroni, and a quick backward glance will show how this has been done - slowly, carefully, thoroughly.

Today's Product Image

Let us look at the present image of macaroni: by and large, the editors today refer to macaroni products either under the generic name of macaroni or as noodles, spaghetti and macaroni. The use of the word pasta is the exception today and the product image has more sell to the American public. While still associated with the romance of sunny Italy, macaroni products have become a truly American dish and considered one of the top favorites of the American people. No longer classified as a poor man's food, macaroni is now eaten, served and enjoyed by rich and poor alike. And slowly but surely, the consumer is becoming aware that macaroni in itself is not fattening and can be a part of any diet. How did these changes in consumer awareness come about?

This has been no accident. This has been a part of a very carefully conceived program of consumer education. Good communications have been the vehicle that has helped to establish the

current macaroni image. Newspapers, magazines, radio and television have carried the story. Better advertising and promotion by the manufacturers have further helped create a sound selling climate for these products. By all working together, the macaroni manufacturers, the millers, and the National Macaroni Institute, we can continue to create the macaroni image into a selling image that will carry our sales to new heights.

Now I should like to quickly report on some of the past results of this year's program, and then to tell you of plans for the future.

Some thirty food trade associations and companies have released a total of sixty-three stories in the past six months combining or using their products with macaroni, spaghetti and egg noodles. Combinations have included macaroni and dairy products, cheeses, cranberries, meats, sardines, ripe olives, smoked meats, tea, turkey, eggs, chicken, seafoods, wine, pimientos, canned and fresh vegetables, aluminum foil, paper plates, and canned apples.

Cooperating Organizations

Among the cooperating organizations are included the National Dairy Council, National Cranberry Association, Maine Sardine Council, National Livestock and Meat Board, Swift & Company, Tea Council, Danish Blue Cheese Association, Poultry and Egg National Board, Swanson's Canned Chicken, American Lamb Council, National Fisheries Institute, Reynolds Aluminum, Canned Salmon Institute, R. T. French Company, Spice Trade Association, Fresh Fruit and Vegetable Association, and Campbell Soup.

During Lent a total of 40,000 posters, 10,000 recipe pads and 12,500 drop-in ad mats were distributed in the joint promotion on Olive-Salmon Noodle Ring by the Spanish Green Olive Commission, Carnation Company, Canned Salmon Institute, and the National Macaroni Institute. Advertising included full color pages in Better Homes and Gardens and Ladies Home Journal plus various grocery trade paper ads.

Among the stores ordering point-of-purchase materials were included fourteen divisions of Safeway Stores, Fleming Company, IGA, Super Valu, Godfrey's, Stop & Shop - Boston, National, American Stores, Elm Farm Foods, Malone-Hyde, Sell-Rite, A-G, Kroger, Ragland, Food Fair, Fairway Stores, Quality Co-op, Piggly-Wiggly, Mick &



Theodore R. Sills

Mack, Cat & Fiddle, Bruno Foods, H. C. Hill, A & P, Hagstrom's, Purity, Fisher Food, Roundy's, and Furr Food.

A boxscore of placements for the first six months of 1959 shows a total of 110 releases to newspapers, magazine editors, radio commentators, television demonstrators, and cookbook editors.

Recipes, color and black and white photos appeared in national consumer magazines 53 times for combined circulation of 77,028,340. Among the top breaks were a two page color spread in the February 3 issue of Look magazine and the leading food feature in the February issue of Better Homes and Gardens.

Thirty stories appeared in newspaper syndicates for a total circulation of 408,500,000.

Twenty color breaks in newspapers with rotogravure gave a circulation of 3,879,710.

Promotions Coming Up

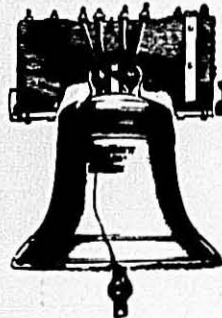
Now for what's coming up: Versatility of macaroni products will graphically be demonstrated during the fall and into National Macaroni Week in a giant publicity recipeorama featuring a wide variety of allied foods. Co-operative publicity is already scheduled for fall from Ground Beef and Accent, California Prune Advisory Board, National Broiler Council, Brer Rabbit Molasses, and Associated Pimiento Growers. Many others are being contacted for cooperative stories, recipes and photos which joined with our material will provide a concerted Macaroni Week impact upon the consumer that macaroni products combine with practically everything.

Next year the macaroni industry will salute the "Fabulous Fifty" - for the first time in its 184 year history the U.S.A. will have fifty stars in its flag.

(Continued on page 38)

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FAMOUS SYMBOLS . . .



LIBERTY BELL

This great bell, cracked beyond repair, hangs in the tower of Independence Hall, in Philadelphia, Pennsylvania, as a symbol of the Independence of the United States.

The Liberty Bell is celebrated as the first bell to ring in jubilation over the adoption of the Declaration of Independence in July, 1776.

The original bell was cast in London by Thomas Lister, and arrived in Philadelphia in 1752, but cracked during testing. It was recast in Philadelphia twice before being hung, again in 1835, and finally, while tolling for Washington's birthday in 1846, it cracked beyond repair.

NO. 2 IN A SERIES OF FAMOUS SYMBOLS!

NORTH DAKOTA DURUM WHEAT SYMBOLIZES TOP QUALITY & UNIFORMITY



The great plains of North Dakota produce 85% of the Durum Wheat raised in the United States.

The rich Red River Valley of the North is the hub of this great farming empire, and the North Dakota Mill & Elevator stands like a sentinel on the prairie. This location enables the "Mill" to select the "cream" of the Durum Wheat crop for the milling of Semolina and Durum Flour.

When you manufacture macaroni products from Semolina and Durum Flours milled from North Dakota Durum Wheat, you know you are producing uniform, dependable products. Just as the Liberty Bell stands as a proud symbol of America, so does the North Dakota Mill & Elevator stand as a proud symbol of high quality Semolin and Durum Flour.



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



Macaroni takes many forms

"Pasta, Italy's great contribution to good eating," is a beautiful pictorial feature in McCall's magazine for August. The double page spread on pages 78 and 79 shows a variety of macaroni products photographed with the beauty of a classical painting.

Another double spread on pages 80 and 81 is of spaghetti and meatballs and looks as if it were painted by a Renaissance master. More than twenty recipes appear on pages 92 and 94 for macaroni, spaghetti, noodles and a variety of sauces.

Jefferson Started Vogue

The story says it is generally thought that Thomas Jefferson brought the first spaghetti-making machine to America. If so, he started a vogue for a type of wonderful, hearty food that is now known and loved the length and breadth of this land.

Pasta (the general term for all types of pastes made from wheat flour and water - in the case of noodles, eggs) is a dough that is meant to be served with a sauce. The many shapes arise from the fact that each different form has its own characteristic way of absorbing the sauces. Although there are about 150 varieties (all members of the same family), they break down roughly into these groups:

Rope or string pasta. This includes spaghetti, spaghettini, fidellini, vermicelli. The sauce is usually thick, since the pasta absorbs it from the outside only.

Tubular pasta. This is hollow macaroni and comes in many sizes. Best with a thinner sauce that flows through the hollow, or bore.

Flat or ribbon pasta. This includes all types of noodles and lasagne.

Envelope pasta. Ravioli, manicotti, and cannelloni are in this class. Usually stuffed first, then cooked with a sauce.

Fancy-shape pastina. There are innumerable types, including stars, curls,

ITALY'S GREAT CONTRIBUTION

diamonds, bows, sea shells, butterflies, alphabet letters. The very tiny ones are used only in soups; the larger often are stuffed and baked.

Most packaged products have cooking instructions printed on the label. Follow these by all means. As to the amount to cook, keep in mind that macaroni, noodles and spaghetti almost double in volume during cooking. Always cook in a large kettle, and use plenty of water - no less than four quarts per pound of macaroni; add one tablespoon of salt to the amount of water.

Bring water to a rolling boil before adding macaroni. After a few minutes, stir to keep from sticking. Stir gently several times during cooking. Water should boil vigorously during entire cooking time. Never cover tightly, or you'll have a mess to clean up. There is no set cooking time - every batch has a mind of its own. So taste or feel a piece for doneness. Macaroni should be cooked al dente - "to the tooth's taste" - or firm to the bite.

To serve, drain immediately and thoroughly.

"Hearty and savory and absolutely wonderful" is Spaghetti with Meatball Sauce. Here's the recipe they give:

Spaghetti with Meatball Sauce

4 slices bread
1 pound ground beef
1 tablespoon grated Parmesan cheese
1 egg
Few sprigs parsley
1/2 teaspoon grated onion
1/4 teaspoon crushed garlic
2 teaspoons salt
1/4 teaspoon pepper
3 tablespoons salad or olive oil
1 can (1 lb. 3 oz.) tomatoes
1 can (10-1/2 oz.) tomato puree
2 bay leaves
1/2 teaspoon sweet basil
1 pound spaghetti

Put slices of bread in a bowl; cover with water, and let soak a minute or two. Now squeeze water out of the bread and mix the soft bread with ground beef, Parmesan cheese, egg, chopped parsley, onion, garlic, 1 teaspoon salt, and a dash of pepper. Mix thoroughly, and shape into small balls about the size of a large grape. Heat oil in a large skillet; add meatballs, and fry over brisk heat, turning them frequently. Fry until meat is nicely browned. Lift meatballs from fat, and set aside to use later on.

Add tomatoes and tomato puree to skillet. Cook to the boiling point, and season with remaining teaspoon salt

and a dash of pepper. Put meatballs back in the sauce, along with bay leaves and basil, and cook over low heat for about 1 hour. Serve the hot sauce over hot, freshly cooked, drained spaghetti. Plenty for 6.

With a big spaghetti meal, serve a green salad tossed with oil, vinegar, and seasonings, Italian bread, and for dessert, something light - stewed oranges, perhaps. And remember, when you haven't time to prepare the sauce from scratch, the spaghetti-sauce mixes on the market are excellent.

Other recipes featured in McCall's were:

Minestrone - Salt pork, onions, carrots, celery, cabbage, escarole, tomatoes, green beans, lima beans, peas, and macaroni are combined into a delicious soup which is a meal in itself.

Macaroni and Cheese - The best macaroni and cheese casserole you ever tasted is the result of alternate layers of macaroni and grated Cheddar cheese with hot creamy sauce poured over the top.

Noodle Pancakes - Cooked noodles, melted butter or margarine, eggs, milk, salt and pepper are mixed and fried just as is done for pancakes. They're especially good with meat.

Ham-and-Noodle Casserole - Layers of noodles, ground ham, and a creamy, well-seasoned sauce are topped by a sprinkling of bread crumbs fried crisp in melted butter.

Noodles a' la Creme - Green spinach noodles mixed with sliced olives, cream sauce, and crumbled bacon and topped with Parmesan cheese and grated lemon rind is a bountiful Italian feast.

Egg-Petal Soup - Freshly cooked spaghetti is divided into soup bowls. A steaming broth is added, topped with an egg slightly beaten and dribbled very gradually over the hot soup, which looks like flower petals when set.

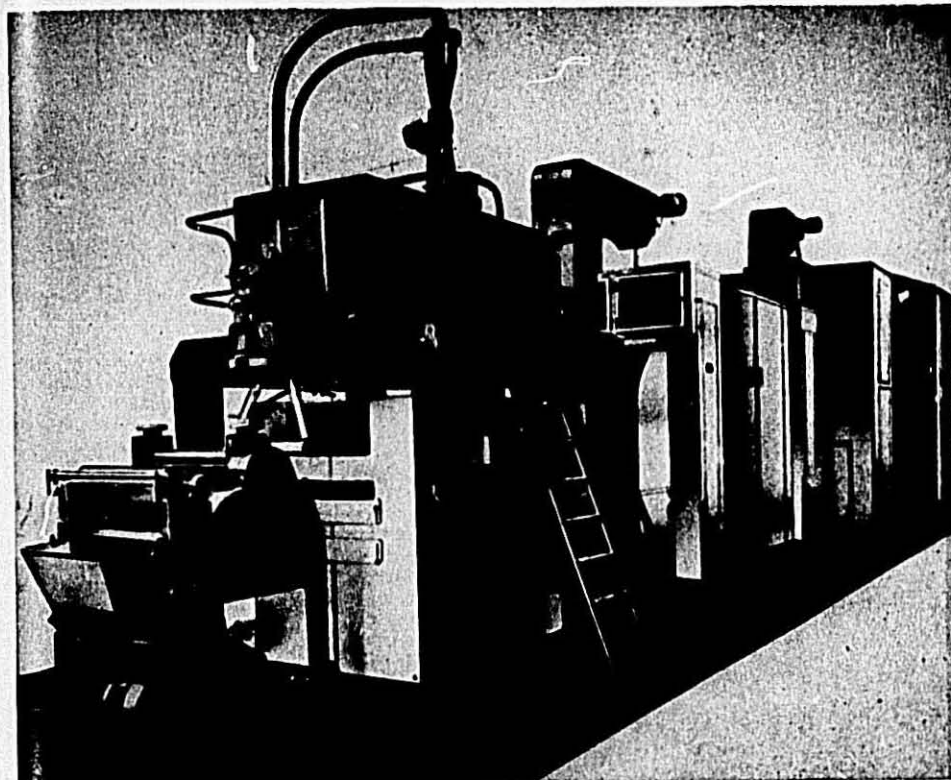
Chinese Brown Sauce and Pasta - Your largest platter is arranged with separate sections of radishes, peas, and cucumbers. Spaghetti and a brown sauce made from pork go in separate bowls. Each person serves himself with spaghetti, then vegetables. On top of all goes the brown sauce.

Spaghetti with Sausage Sauce - Spaghetti is served hot with a hot, delicious sauce which combines Italian sausage, tomatoes, tomato puree, onion, celery, parsley, and bay leaves.

(Continued on page 34)

THE MACARONI JOURNAL

modern installations for modern macaroni plants



Completely automatic line for the production of Short Cuts and Bologna stamped goods. Consisting of:

Automatic Press Model "MAGOG"
ZAMBONI Stamping Machine Model "ULTRA-VELO"
Preliminary Dryer Model "TELEC"
Final Dryer Model "TELESS"

Hundreds of similar installations are working all over the world.

Send your inquiries to: Lebara Corporation, 60 East 42nd St., New York 17, N. Y.

Braibanti - Milano

DOTT. INGG. M. G. BRAIBANTI & C. - Milano-1, Via Borgogna

OCTOBER 1959

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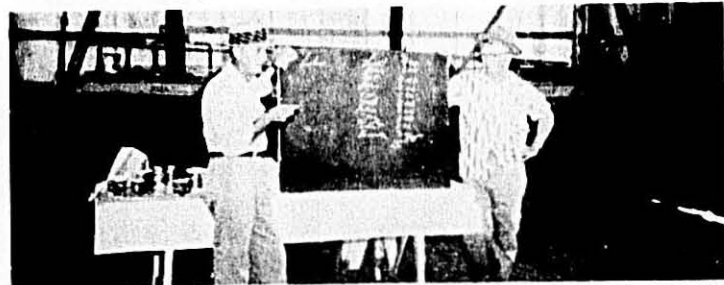
A second annual tour of the durum wheat producing area of northeastern North Dakota was arranged for a group of macaroni manufacturing representatives by the Rust Prevention Association. Arrangements were made by Donald G. Fletcher and Eugene B. Hayden. They also conducted the tour assisted by Dr. Kenneth Lebock, U. S. Department of Agriculture durum wheat breeder at Fargo.

Among those making the trip were Horace P. Gioia, president, National Macaroni Manufacturers Association; Robert M. Green, executive secretary, NMMA, Palatine, Illinois; Alphonso Gioia, Bravo Macaroni Company, Rochester, New York; Alvin M. Karlin, I. J. Grass Noodle Company, Chicago, Illinois; A. L. Katskee, Gooch Food Products, Lincoln, Nebraska; Vincent F. LaRosa, John Cuneo, and James Tallon of V. LaRosa & Sons, Brooklyn, New York; L. R. Thurston, Jr., Megs Macaroni Company, Harrisburg, Pennsylvania; Lloyd Skinner, Skinner Manufacturing Company, Omaha, Nebraska. Mr. Skinner's two sons, Jimmy and Lloyd, Jr., also made the trip.

Met at College

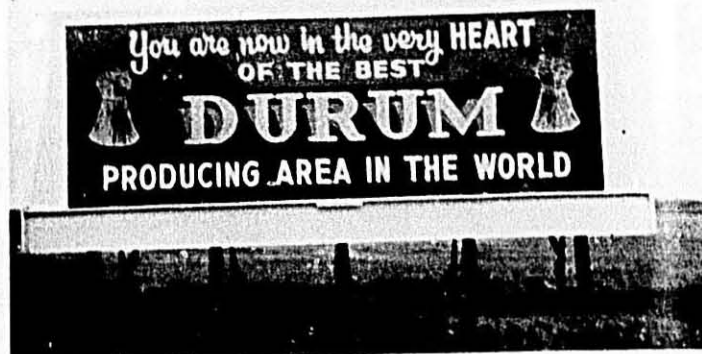
The group gathered at the North Dakota Agricultural College in Fargo Monday afternoon, August 17. They were welcomed to the campus by President Fred S. Hultz and Arlon G. Hazen, dean and director of the North Dakota Agricultural Experiment Station. Dr. T. E. Stoa, agronomist, L. D. Sibbitt, cereal technologist, and Dr. Kenneth Lebock, durum breeder, showed the facilities and work done in the greenhouses, cereal technology laboratories, grain plots and cereal breeding building. The manufacturers showed keen interest in the grain handling facilities where in some instances experimental work is done with just a few grains of a given variety of wheat. They were intrigued with the macaroni laboratory and its miniature size models of processing equipment.

After leaving the campus it was westward ho for Grand Forks and the Westward Ho Motel, decorated in a



Dick Crockett and friend tally-up grower's production costs in a chalk-talk in the tool shed.

DURUM CARAVAN



This sign, erected by the Sundeen Elevator, is on Highway U.S. 2 approaching Lakota, North Dakota from the west.

western motif and exuding western hospitality. The evening was made complete with dinner at the Bronze Boot.

Four carloads of tourists left Grand Forks Tuesday morning to travel north to Gilby where they visited the farm of John Scott. John Scott runs a model operation on some three thousand acres equipped with modern machinery and a crew of eight men. They produce durum, Selkirk hard spring wheat, flax, sugar beets and potatoes. Their durum had already been harvested and other crops looked good. Mr. Scott showed the group his dryers which enable him to do straight combining. This means he cuts the grain high and separates the chaff from the kernels directly and then puts the grain into dryers to bring the moisture down from approximately 25 percent to the 13 or 14 percent acceptable at the elevator. Straight combining eliminates the necessity of swathing, which means that the grain is cut and laid on the ground for natural drying.

At Grafton the macaroni group was entertained at luncheon at the American Legion Hall by a group of durum growers and local business men. A

short question and answer period followed the meal that centered upon whether or not there will be enough durum; whether or not higher prices will lead to blending; and whether or not consumption will continue on an upward trend.

Durum Looked Good

Durum was coming into the Farmers Co-op elevator at Edmore, managed by Harry Nielsen. Color looked good and test weights were 60 pounds or better. Yields were running as high as 30 bushels to the acre in some instances although the state average will be about 17. Heat had not hurt the crop as much as had been expected, and the harvest was running ahead of a year ago. Growers were hoping that rain would hold off while they could get the crop in because durum is highly perishable if it comes in contact with moisture. Heavy dews or rain can bleach color which results in discounts and the great fertility of the variety makes for a tendency of easy sprouting if the grain lies on the ground too long in moist condition.

The Langdon Experiment Station was visited Tuesday afternoon. Durum breeding lines increased last winter in Mexico by the Rust Prevention Association and being grown in Langdon for further tests were severely damaged in a hail storm August 5. Victor Sturlaugson, station superintendent, said that he has never seen such damage in thirty-four years experience but that this happened in areas all through the territory from time to time and had to be considered a natural risk. It will result in a year's loss as far as research work at this station is concerned.

The macaroni manufacturers were joined by members of the newly

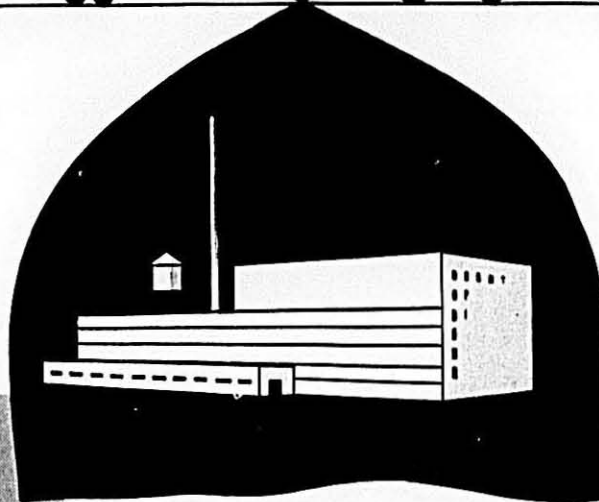
THE MACARONI JOURNAL

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DURUM DIVISION
GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA
ST. PAUL MILLS AT BALDWINVILLE



On the campus: first row, left to right - Bob Green, Les Thurston, Al Karlin, Jim Tallon, John Cuneo, Fred Hultz. Second row: Arlon Hazen, Don Fletcher, Horace Gioia, Vincent F. LaRosa, Charles Piebler, Al Katskee, Ted Stoa, Glenn Sibbitt. Back row: Lloyd Skinner, Al Gioia, Gene Hayden, Ken Lebsock.



In the laboratory: L. D. Sibbitt, cereal technologist at the North Dakota Agricultural College, shows the group the laboratories and testing equipment used in studying durum characteristics in plant breeding work. Frequently small samples are milled and processed into a single macaroni strand.

formed North Dakota Durum Growers Association at the experiment station and taken from there to the farm of Richard Crockett, president of the group. Coffee and lemonade were served in the tool shed at the Crockett farm, and as the boys sat around on hay bales they were given a chalk talk by Mr. Crockett. He pointed out that increased costs and larger capital requirements made durum production relatively unattractive unless there was a spread of 25 to 30 cents between it and Selkirk, the leading variety of bread wheat. Durum is more quickly discounted when it loses color; it grows higher and has a greater tendency to lodge; it has a longer growing period. More money will get more acreage and there is room for expansion in the triangle of northeastern North Dakota where acres are competed for by bread wheat, barley, flax and oats as well as durum.

Macaroni for Dinner

From Langdon the group broke up so that macaroni manufacturers could ride with durum growers to Devils Lake where dinner was served at the

Ranch. Beefsteak, macaroni, and beer demonstrated the primary products of the region. Good fellowship was enjoyed by everyone and considerable benefit seemed to be derived from the intimate exchange of ideas and information on individual problems.

Wednesday morning the group visited the farm of Dick Saunders, Secretary of the Durum Growers Association, at Doyon. He is a one-hundred percent durum grower. He had fields of Ramsey, one of the four rust-resistant varieties developed recently, as well as L-392. This latter durum is an experimental variety with considerably shorter straw which will have appeal to the grower because of easier handling. Its quality, color, and ability to yield appear to be good.

Grain Elevator Tour

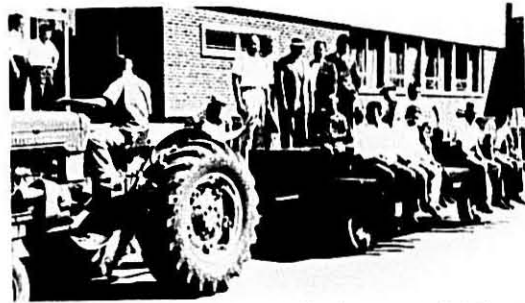
Heading east to Lakota a sign was seen from a highway reading "You are now in the very heart of the best durum producing area in the world." This has been put up by Ole Sundeen, who operates an elevator here. The visitors were most impressed with the modern facilities of the elevator and

the quick handling that durum was receiving. Truck after truck was bringing its cargo to the elevator to be graded, stored and then shipped to market. Testing equipment that quickly screens out extraneous material and determines test weight of the grain found keen interest among the observers.

Durum Mill Tour

The circle was completed as the group returned to Grand Forks where they went through the North Dakota Mill.

Nor Dakota Mill executives Phil Fossen and William Bredendick were joined by Ray Wentzel of Doughboy Industries, New Richmond, Wisconsin and Gene Kuhn of Amber Milling Division of Farmers Union Grain Terminal Association, St. Paul, in having dinner with the group. Handshakes all around and sincere appreciation was expressed to the executives of the Prevention Association for a carefully planned and well executed full schedule of education and training wound up an important experience that produced another batch of experts.



On a hay-rack: Dean Hazen tells the group what they are about to see in the test plots, green-houses, grain storage buildings and cereal technology laboratories. Lloyd Skinner's sons Jimmy and Lloyd, Jr. are with him.



In the fields: Plant breeder Dr. Kenneth Lebsock (back to camera) explains crossing in test plots. Individuals in the group have become expert in rubbing the wheat head in their palms, blowing off the chaff, and examining the kernels of grain.

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DURUM WHEAT REVIEW

U. S. Department of Agriculture Marketing Service reports that a durum wheat crop of only 20 million bushels this year was indicated by the Crop Reporting Board on the basis of conditions at the first of July. This is 10 percent less than last year and about one-third below the 10-year average. By far the greatest part of the projected production is in the important durum state of North Dakota. Of the total U. S. potential output, the July forecast credits that state with just over 17 million bushels. It was estimated that North Dakota will harvest 1,063,000 acres this year contrasted with 799,000 acres last season. Yield per acre in that state was figured at 16 bushels, an abrupt drop from the record average of 24 bushels per harvested acre in 1958. The principal durum wheat area has been favored with generally satisfactory moisture conditions to date but some spots need additional moisture now to avoid deterioration. Little disease or insect damage has been reported. South Dakota's durum will be a skimpy 426,000 bushels. Drouth in that state has been severe and latest reports indicate quality of their crop will be poor.

Mill Grind

Domestic mills ground 10.6 million bushels of durum wheat during the final 6-month period of the 1958-59 season (January-June), bringing the total for the crop year to 22,713,325 bushels and topped the grind last year by around 1 million bushels. This was the largest amount ground since the 1951-52 season when 25.5 million bushels were ground. The record yearly grind since records have been kept was reported at the end of the 1947-48 crop year when 28.2 million were milled. Mills reported only a small amount of blended granular production, continuing the trend toward the use of straight durum when it is available. During 1958-59 only 2 percent of the mill output was blended as against 5 percent the previous season. This was in sharp contrast to 1954-55 when supplies were small and 96 percent of the output was blended. Durum exports as grain were prevented during this season by the tight supply situation which held the domestic price above the world price level. The Crop Reporting Board estimated seeded acreage at approximately 1.3 million acres to account for 1,767,000 bushels used for seed. Macaroni exports amounted to 69,620 cwt. during the past crop year compared with 83,831 cwt. in the 1957-58 season. Semolina and durum flour shipments abroad amounted to 238,782 cwt. dur-

ing this crop year. Other uses amounted to 3.9 million bushels to account for an estimated total disappearance of 28.4 million bushels for the season.

Current figures supplied by the Minneapolis Commodity office show their stocks of durum wheat total 11.2 million bushels in early July this year. Approximately 5.8 million of the total is stored at Minneapolis, St. Paul, and Duluth terminals and 5.4 million at country elevator locations in Minnesota, North and South Dakota, and Montana. CCC announced a new price formula for its stocks on July 1. The new minimum price for No. 1 common durum is \$2.30 per bushel, No. 1 Amber Durum \$2.35, and No. 1 Hard Amber Durum \$2.40 basis in store. The Minneapolis terminal price support for the 1959 crop durum is \$2.28 per bushel.

Durum Stocks

At the end of the crop year it was estimated that U. S. durum wheat stocks in all positions amounted to 20 million bushels. Data on carry-over stocks is not complete, but durum mills reported their stocks at 2,767,234 bushels on July 1. Stocks of durum wheat at terminals on the same date totaled 5,078,000 bushels.

Supplies of durum wheat for 1959-60 total 40 million bushels on the basis of July 1 estimates of production and stocks. This compares with 48 million for 1958-59 and 54 million for 1957-58.

Car lot inspections of durum in Minneapolis January through June, 1959, showed 1,381 cars grading hard amber durum, 364 - amber durum, and 103 - durum. At Grand Forks 844 cars graded hard amber durum, 768 - amber durum, and 113 - durum.

Heavy Business In Semolina

The Commodity Credit Corporation released 949,188 bushels of durum at Minneapolis August 10 at 3 cents over the market price. This started the market up 6 and 7 cents a bushel for a range on choice to fancy grades of milling durum from \$2.47 to \$2.48.

The mills protected against the dime advance and sold 2,000,000 cwt. of semolina and other durum products in a spurt of activity that was the largest in over a year, according to the Southwestern Miller. Many macaroni and noodle manufacturers entered the market for supplies ranging from thirty to ninety days and occasionally for one hundred twenty days. Deterrent to heavier business was the fact that production came a day ahead of the government crop report, and the trade reluctantly held off on protection against



A North Dakota durum field at harvest time.

another advance of 5 cents. By the end of August cash durum was 16 to 18 cents over prices of a year ago and 30 to 35 cents over current dark spring wheat prices.

Macaroni Sales Volume Rises

Food Publications, Inc., publishers of Food Field Reporter and Food Topics, reports macaroni products dollar volume in 1958 at \$312,370,000. The figure appears in their annual analysis of "What Customers Spent for All Products Sold in Food Stores".

According to the survey spaghetti accounted for \$122,270,000; macaroni \$101,950,000; noodles \$88,150,000. The percentage of gain over 1957 sales was 9.8 per cent for noodles, 9.3 for spaghetti, 9.1 for macaroni, with the average for the product classification 9.4%.

Sixty-eight per cent of the macaroni industry's output moved through grocery stores. The figure was 74 per cent in the case of spaghetti; 64 per cent for macaroni; 83 per cent for noodles. The remainder of the volume would move through institutional channels and to processors for canning, freezing, and soup mixes.

Using the Glenn G. Hoskie Company figure on macaroni production of 1,273,914,521 pounds in 1958, an average price for noodles, assuming they account for about one-quarter of industry output, would have been about 27.6 cents per pound. Macaroni and spaghetti would have been at 23.5 cents per pound.

Peter Pence Promoted

In a recent move to expand the sales administration of its northern California district, General Mills, Inc., has appointed Peter M. Pence to a newly-formed capacity of assistant district sales manager. He will take on a series of supervisory responsibilities to assist E. C. Outman, district sales manager. Mr. Pence is experienced in flour sales work and has served Sacramento Valley and Bay Area bakery sales territories for the past twenty-one years. Previously he worked as a chemist in the Spokane Products Control laboratory.



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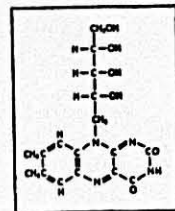
The Vital Story of VITAMIN B₂ by Science Writer

(Riboflavin)

A Quick History. Independent investigators, working separately to unlock several of nature's doors, sometimes open up unsuspected relationships. This happened with vitamin B₂.

Investigations. About 25 years ago, several groups, notably Warburg's, were investigating a "yellow enzyme" obtained from yeast. Almost simultaneously other investigators were studying a food factor that aided growth of laboratory animals.

What they found. Proceeding with chemical analysis of this growth factor, the team of Kuhn, György, and Wagner-Jauregg noted a relationship between the growth-producing agent and the "yellow enzyme." Their findings, and those of other researchers along similar lines, were published in 1933. Eventually, riboflavin and an essential part of the yellow enzyme were found to be identical and the unity of an essential nutrient and cellular metabolism was established.



Isolation of pure riboflavin was achieved by Kuhn and his co-workers, aided by Ellinger and Koschara, in 1933.

Nomenclature. Known in the United States as riboflavin, this vitamin has also been called lactoflavin, ovoflavin, hepatoflavin, and vitamin G.

SYNTHESIS

By 1935, two eminent chemists, working separately, had synthesized riboflavin, practically in a dead heat. Prof. Paul Karrer of the University of Zurich, a collaborator of the Hoffmann-La Roche Laboratories, produced the first successful synthesis. Five weeks later Richard Kuhn of Germany announced his synthesis of the vitamin. Prof. Karrer subsequently shared the Nobel Prize in Chemistry for his work in vitamins and carotenoids.

The Karrer synthesis forms the basis for chemical processes in widespread use today by Hoffmann-La Roche and other leading manufacturers throughout the world. Riboflavin is also manufactured today by fermentation methods.



CHEMICAL AND PHYSICAL PROPERTIES

Riboflavin is yellow, slightly water-soluble with a greenish fluorescence and a bitter taste. Its empirical formula is C₁₇H₂₀N₄O₆. Vitamin B₂ produced by the Roche process is identical in every way with that occurring in nature.

How does vitamin B₂ work? Riboflavin is a vital part of nature's chain of reactions for utilization of carbohydrate

energy. It has been found to be a constituent of many enzyme systems and is thus intimately connected with life processes. It is probably required by the metabolic processes of every animal and bird as well as by many fishes, insects and lower forms of life. (In certain animals, however, the requirement may be synthesized by bacteria within the intestine.)



In the cells riboflavin goes to work attached to a phosphate group. This substance, known as riboflavin-5'-phosphate or flavin mononucleotide, may in turn be attached to still another essential substance, adenylic acid, forming flavin adenine dinucleotide. Either nucleotide then is attached to protein, thereby forming an enzyme, and takes its part in oxidation-reduction reactions.

Requirements in Human Nutrition. As we have seen, vitamin B₂ is essential to life. We have no special storage organs in our bodies for this vitamin, although a certain level is maintained in various tissues, with relatively large amounts found in the liver and kidneys.

MEASURING METHODS

In the beginning, riboflavin activity was described in "Bourquin-Sherman units" and requirements were thought to be very small. Subsequent research showed otherwise. Milligrams of weight became the unit and the Food & Drug Administration of the U. S. Dept. of Health, Education & Welfare established (July 1, 1958) a minimum daily requirement of 1.2 mg. of riboflavin for all persons 12 or more years old. For infants it is 0.6 mg. These requirements are designed to prevent the occurrence of symptoms of riboflavin deficiency disease. The minimum daily requirement for this vitamin for children from 1 to 12 years is 0.9 milligram.

Recommended allowances. The Food & Nutrition Board of the National Academy of Sciences—National Research Council, in its 1958 publication #589, recommends the following daily dietary allowances of riboflavin, expressed as milligrams. These are designed to maintain good nutrition of healthy persons in the U.S.A.

Men	1.8
Women	1.5
Women (pregnant second half)	2.0
Women (lactating)	2.5
Infants (2 to 4 months)	0.5
Infants (7 to 12 months)	0.8
Children (1 to 2 years)	1.0
Children (4 to 6 years)	1.3
Children (7 to 9 years)	1.5
Children (10 to 12 years)	1.8
Boys	
Adolescents (13 to 15 years)	2.1
Adolescents (16 to 19 years)	2.5
Girls	
Adolescents (13 to 15 years)	2.0
Adolescents (16 to 19 years)	1.9

Deficiencies of vitamin B₂ appear in several ways in human beings. The eyes, the skin, the nerves, and the blood show the effects of too little riboflavin. Laboratory animals have demonstrated that a riboflavin-deficient diet can cause death of adults and can slow or stop growth in the young. Female animals, deprived of riboflavin in the diet, may produce offspring with congenital malformations.



Medical uses. To overcome and control deficiencies in human beings, physicians have pure riboflavin available for administration by injection or orally, by itself or with other "B" vitamins or multi-vitamin-mineral combinations.

How do we get our daily riboflavin? Vitamin B₂ has wide distribution throughout the entire animal and vegetable kingdoms. Good sources are milk and its products, eggs, meats, legumes, green leaves and buds. Whole-grain cereals have significant but not large amounts of riboflavin.

ADDITION TO FOODS



Cereal foods play a large part in our diet. To produce the white flour almost all of us want, millers are obliged to remove parts of the wheat that contain much of the grain's riboflavin and other nutrients. In addition, cereal grains are not rich sources of riboflavin. Millers meet this problem by enriching the grain foods for which federal standards exist with vitamins B₁, B₂, niacin and the mineral iron. In the case of vitamin B₂, however, they do more than restore the processed food to its natural riboflavin level; they fortify the food with enough of this essential vitamin to make it nutritionally more valuable than it was in nature.

Acting to protect the good health of millions of Americans, bakers and millers adopted enrichment of white bread and white flour in 1941. Since that time, other foods, such as macaroni products, corn meal and grits, farina, pasta and breakfast cereals have had their food value increased by enrichment with pure riboflavin and other vitamins and minerals.



When enriching, fortifying or restoring, food manufacturers add the necessary quantity of riboflavin (and other vitamins and minerals) to the food during processing, so that the finished product meets federal, state, and territorial requirements or contributes to the consumer an amount of the vitamin that dietary experts believe significantly useful.

PRODUCTION

Prof. Karrer's synthesis of riboflavin was a laboratory success. Adapting the process to commercial production,

however, demanded original thinking by chemists at Hoffmann-La Roche. The production of riboflavin by chemical synthesis requires the production of ribose, a rare sugar, at an early stage in the process. This special sugar must be made inexpensively if the synthesis is to be practical. Sugar chemistry is a difficult matter. In a brilliant piece of work, the Roche chemical experts developed a method to produce ribose on a commercial scale by an electrolytic process, thus overcoming a most troublesome problem. Subsequently, Roche chemists developed the first practical synthesis for riboflavin-5'-phosphate, identical with natural flavin mononucleotide.

Picture three streams joining to form a river and you have a simplified idea of the Roche process for synthesizing vitamin B₂. O-xylene and glucose are processed separately to form xylylidine and ribose respectively. These are joined to form ribitylxylylidine, which is then converted to ribitylaminoxylylidine. Starting separately with malonic ester, which is processed through intermediate stages to alloxan, the third "stream" is then joined with ribitylaminoxylylidine to form riboflavin. Purification occurs at each step of the synthesis. Riboflavin Roche equals or exceeds U. S. P. standards.



By the tons. So efficient is the Roche process that pure riboflavin is produced by the tons for use in pharmaceutical products and processed foods. An interesting development by Roche is the production of riboflavin in different forms related to the method of end use. Roche Regular riboflavin U. S. P. is especially useful in dry enrichment premixes, powdered dietary supplements, pharmaceutical tablets and soft gelatin capsules. Roche Solutions type is preferred for the manufacture of solutions having low concentration. Roche Riboflavin-5'-Phosphate Sodium is a highly and rapidly soluble riboflavin compound favored for all pharmaceutical liquid products and some tablets, lozenges, and capsules. It has a more pleasant taste than the bitter U. S. P. riboflavin.

This article is published in the interests of pharmaceutical manufacturers, and of food processors who make their good foods better using pure riboflavin Roche. Reprints of this and others in the series will be supplied on request without charge. Also available without cost is a brochure describing the enrichment or fortification of cereal grain products with essential vitamins and minerals. These articles and the brochure have been found most helpful as sources of accurate information in brief form. Teachers especially find them useful in education. Regardless of your occupation, feel free to write for them. Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. In Canada: Hoffmann-La Roche Ltd., 1956 Bourdon St., St. Laurent, P. Q.



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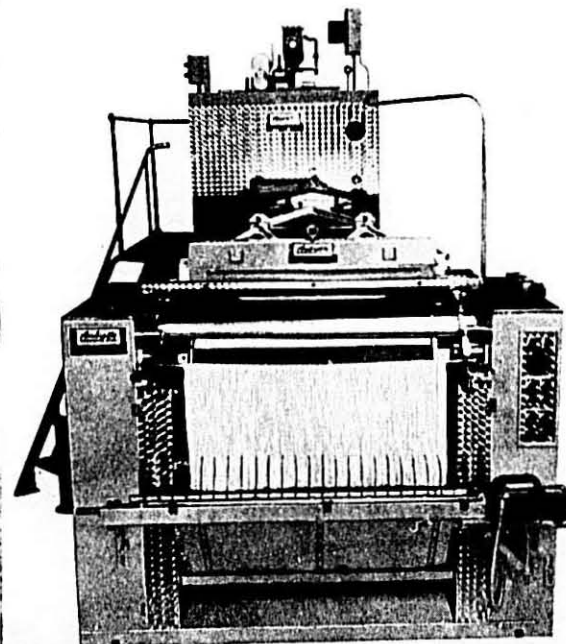
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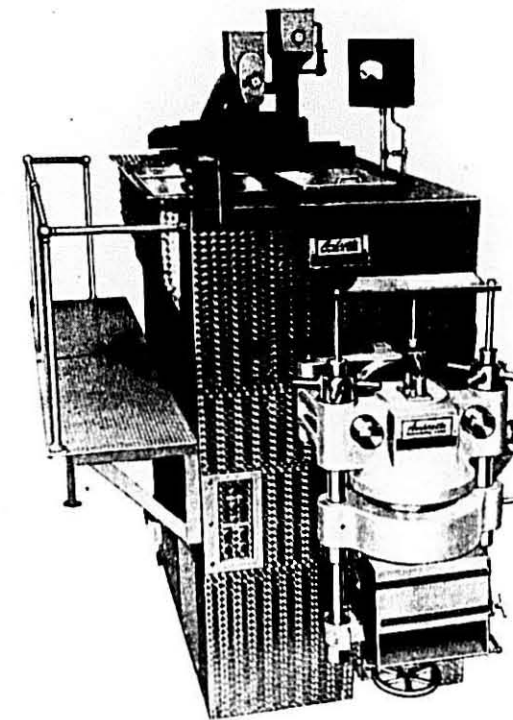
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GOLDEN ANNIVERSARY FOR CONRAD AMBRETTE

50 Years Association With Macaroni-Noodle Industry

Conrad Ambrette is celebrating this October his fiftieth year in business as a machinery manufacturer. These fifty years have been devoted almost exclusively to the design and manufacture of machines for the macaroni noodle industry. Many of these machines pioneered automation in this industry.

These fifty years are more to him than just being a machinery manufacturer. They are fifty years of meeting people in and associated with this industry all over the country. They have developed friendships that have matured through these many years.

During these many years he contributed many patented inventions which are basic in the operation of macaroni noodle presses and dryers today. These inventions contributed to the technological development of this industry from its infancy at the turn of the century to the modern industry that it is today.

Before coming to the United States from Italy in 1905, he worked with his brothers in a family owned machine shop where he acquired his basic experience and knowledge that was to contribute to his many inventions in the years that followed.

Arrival in U.S.

On arriving in the United States in 1905, he worked in a machinery building plant until 1909. In that year he invented and patented a new bed-spring weaving machine which was far in advance of any other machine of that type that was on the market at that time. This invention was the building-block of Cevasco, Cavagnaro & Ambrette, Inc. of which he was president and which launched the newly formed organization on a profitable basis.

Starting with the bed-spring weaving machine, this organization went into the macaroni noodle machine manufacturing shortly thereafter. The machines for this industry were to become their main business as it still is at Ambrette Machinery Corp. today.

The macaroni noodle industry at the turn of the century was just beginning in this country and this was the era of the mixer, kneader, screw press and drying relying primarily, on nature. During these early years he contributed two patents that were to greatly help the manufacturing progress of this new industry.

The first patent was for an adjustable plow for the dough kneaders. This



Conrad Ambrette

dough plow turned the dough over continuously before passing it under the kneading cones so that the dough was more thoroughly and uniformly kneaded to improve the texture and quality of macaroni noodle products.

His second patent was for a transmission for the screw presses. This gave a more positive action to the pressure screw and also lengthened its operational life greatly.

The era of the hydraulic press was ushered in by two of his patents that quickly made it more popular than the screw press.

One patent covered a four-way control valve to control the up and down movement of the pressure piston. This valve made the hydraulic press easy to operate and more positive in its operation.

The revolutionary principle of the stationary die patent was also granted. It eliminated the necessity of having an individual die in each extrusion cylinder of the hydraulic press. The die was placed in a die platen and was independent of the extrusion cylinders. This made it possible to operate the two extrusion cylinders with one die. The die, being independent of the extrusion cylinders, was easier to put in place for press operation and eliminated the need for removing the dies from the bottom of the extrusion cylinders for cleaning. This feature of the independent die coupled with a center support post to the die made it possible to use dies that were much larger in diameter. The combination of the independent die and the die support made it possible to greatly increase the production of hydraulic presses. The basic principle of this patent is still in use today on the automatic continuous presses.

He was also granted a patent for the first combination long and short cut macaroni hydraulic presses.

Towards the end of the hydraulic press era, he was granted a patent for the first complete automatic short cut macaroni and noodle dryer. This dryer was the forerunner of complete automation in the macaroni noodle industry. The first automatic dryer worked in conjunction with the batch mixer, kneader and hydraulic press. However, from the press to the package, it was possible to handle short cut macaroni completely automatically.

The first "quick-change" noodle cutter was also patented by him. This patent made it possible to change the slitting rollers in a matter of seconds. This "quick-change" was accomplished by lifting a pin locking the slitting rollers assembly, turning the desired set of rollers into place by a handwheel and then securing the assembly again by dropping the pin into the assembly securing device.

Automation was accelerated in the macaroni noodle industry immediately after the great war. To further this development, he was destined to supply some of the missing links which contributed greatly to automation progress.

Patents on Spreaders

He developed and was granted a number of patents on the first practical long goods spreader. These very important patents covered the tube principle to distribute dough to the die block, the long knife to cut the long goods strands at the die and a simplified automatic electrical system to coordinate the many spreader operations.

These spreader patents were the basis for the first automatic spreader with simplified mechanisms and the principles disclosed therein in these patents have withstood the test of time to this day.

Along with these spreader patents, he was also granted the first patent for an automatic combination long and short cut macaroni press which made it possible for smaller plants to automate.

The revolutionary long goods automatic preliminary dryer patent was far reaching as it filled one of the few remaining gaps leading to the complete automation of all macaroni-noodle products. With this long goods automatic dryer, it became possible to com-

(Continued on page 28)

THE MACARONI JOURNAL

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James J. Winston

A number of factors influence the cooking quality of macaroni and noodle products. They are briefly: (a) quality of farinaceous ingredients; (b) processing technique; (c) drying period with adequate rest intervals to minimize and eliminate internal stress in the product.

A review of the literature indicates that foremost experimenters, such as L. Borasio (Das Muhlenlaboratorium, August 1936 - Das Kochen der Teigwaren), and J. A. LeClerc (Cereal Chemistry 10,383-420, 1933) have emphasized the necessity for evaluating the quality of macaroni and noodle products by means of scientific cooking tests. Winston and Jacobs published a review of cooking tests study in 1947 in Food Industries, volume 19, 327-329, using the cooking procedure as agreed upon by the U. S. Department of Agriculture and the National Macaroni Manufacturers Association.

The Jacobs-Winston Laboratories in recent months has been making a thorough study of cooking characteristics of macaroni and noodle products using the Buhler Cooking Equipment. This equipment insures reproducibility of results, and at the same time, permits strict control during the cooking test.

Results of investigations have been tabulated below to show the percentage of weight increase and volume increase after cooking. Also indicated is the percentage of cooked residue in the water, which is a measure of dissolved solids, indicating the degree of disintegration during the cooking process.

Cooking Data Results

Spaghetti

	% Increase in weight	% Increase in volume	Per Cent Residue
Average	220.8	194.9	6.46
Maximum	266.0	235.0	10.30
Minimum	180.0	150.0	4.64

Egg Noodles

	% Increase in weight	% Increase in volume	Per Cent Residue
Average	279.0	257.9	7.14
Maximum	310.0	287.0	9.80
Minimum	225.0	185.0	5.50

COOKING TESTS STUDY

by James J. Winston, Director of Research,
National Macaroni Manufacturers Association

Cooking Data Investigations - Spaghetti

Processor Sample	Composition	Moisture per cent	Diameter Inches	% Increase in Weight	% Increase in Volume	Per cent Residue
1 A	Semolina	10.1	0.067	180	157	7.45
2 A	Semolina	10.6	0.066	240	200	6.69
3 A	Semolina	10.2	0.057	266	195	4.64
1 B	Semolina	11.0	0.068	197	150	6.40
2 B	Farina	10.8	0.059	227	185	5.48
3 B	Farina	10.0	0.063	234	235	6.30
1 C	Semolina	9.9	0.068	225	203	5.68
2 C	Semolina	10.2	0.064	242	215	6.30
1 D	Durum Clear & Hard Wheat Flour	10.8	0.069	222	190	10.30
1 E	Flour	10.2	0.068	202	203	10.30
1 F	Semolina	10.0	0.066	187	180	5.35
1 G	Semolina	10.3	0.066	199	160	6.94
1 H	Semolina	10.8	0.067	242	210	7.26
1 I	Semolina	11.0	0.065	215	220	5.24
1 J	Semolina	10.2	0.064	196	165	5.60
1 K	Durum Flour Wheat Germ and Yeast	10.8	0.073	180	160	6.85
1 L	20% Protein Macaroni	9.8	0.066	256	230	6.20
1 M	Semolina	10.1	0.068	231	225	5.20
2 M	Semolina	10.6	0.065	250	195	4.64
3 M	Semolina	10.4	0.065	227	220	6.44

Cooking Data Investigations - Egg Noodles

Processor Sample	Type of Product	Composition	Moisture per cent	% Increase in Weight	% Increase in Volume	Per cent Residue
N	Medium-Rolled	Durum Flour + Egg Yolk	10.5	297	260	6.60
O	Medium-Extruded	Durum Flour + Egg Yolk	10.2	310	275	8.20
P	Medium-Extruded	Durum Flour + Egg Yolk	10.8	301	287	7.30
Q	Wide-Rolled	Durum Flour + Egg Yolk	9.9	225	185	5.50
R	Medium-Rolled	Hard Wheat + Egg Yolk	10.9	284	265	6.80
S	Wide-Extruded	Durum Flour + Egg Yolk	11.0	303	265	5.80
T	Wide-Rolled	Durum Flour + Egg Yolk	11.3	304	260	6.90
U	Medium-Rolled	Hard Wheat + Egg Yolk	10.0	250	220	7.50
V	Medium-Rolled	Durum Flour + Egg Yolk	11.1	275	262	6.80
W	Medium-Extruded	Hard Wheat + Clear Flour + Egg Yolk	11.0	245	280	9.80

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SPECIALISTS IN MACARONI PRODUCTS ENRICHMENT

SOURCES OF VARIATION IN DIASTATIC ACTIVITY AMONG DURUM WHEAT PRODUCTS

by R. H. Harris and G. H. Bruner,
North Dakota Agricultural Experiment Station,
Fargo, North Dakota

Diastatic activity, which measures the effect of diastatic enzymes upon cereal starch, has been recognized as a factor in bread flour quality and has been controlled for approximately 25 years by flour mills. It appeared that this property might be useful in showing if unusual changes may be expected in the starch during commercial processing if macaroni and spaghetti. Under the pressure maintained in the extrusion the consistency, or physical structure, of the starch may be altered, influencing the action of the diastatic enzymes upon the starch granule and producing either beneficial or damaging effects upon the finished goods depending upon the amount of starch alteration. Starch properties in the semolina seem to be a very important factor in regulating cooking quality.

Growing Locations

This paper contains a report of the diastatic activity of semolina milled from a number of durum varieties grown comparably at six locations in North Dakota. Figure 1 shows the locations. Minot and Langdon are in the chief durum producing areas, but Dickinson and Williston are west of this region. Little durum is grown around Fargo and Edgeley. The data yield comparisons among both the wheats themselves and among the stations where they were grown in experimental 1/40 to 1/60 acre plots. The effect of additional grinding on diastatic activity is also shown.

The wheats were milled and purified as described by Harris and Sibbitt (2) using an Allis experimental mill and a Rotomatic sifter. A modified Minneapolis commercial-type machine served to purify the semolina. The semolina used in the variety and station comparisons was not reground before analyzing for diastatic activity.

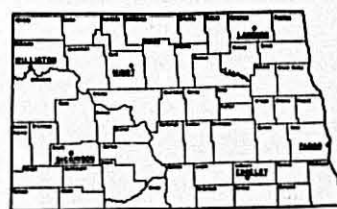


Figure 1. Locations where the seven durum varieties were grown.

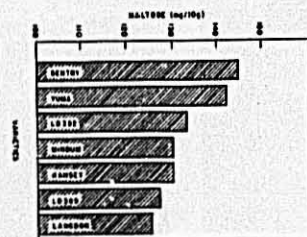


Figure 2. Comparative diastatic activity of the semolina experimentally milled from the durum varieties. Values are expressed as mg. maltose per 10 g. semolina (13.5% moisture basis). Each bar represents the average of six determinations.

The method of determining diastatic activity is described in Cereal Laboratory Methods (1).

Results and Discussion

The variations in diastatic activity found among the varieties are represented in Figure 2. Sentry had the highest value, while Yuma was slightly lower. The next variety, LD 392, was significantly lower than Yuma. The remainder decreased in diastatic activity from Mindum through Ramsey and LD 389, to Langdon. Among these varieties, Sentry is the weakest in physical dough characteristics, while Yuma is exceptionally strong, as pointed out by Sibbitt and Harris (5). The other varieties are intermediate in strength. Since dough properties, such as mixing requirements and resistance to extension, are thought to be conditioned by gluten quality, little or no relationship would be expected between diastatic activity and these properties.

Figure 3 shows the diastatic activity of the semolina milled from varieties grown at the six stations. Marked variations among the station values are evident. Minot had much higher diastatic activity than the other stations, while Edgeley and Williston had the lowest. Langdon was next to Minot, then Fargo, and Dickinson. The range between stations was greater than between the varieties, 30 mg. and 21 mg. respectively. Thus in this experiment the diastatic activity was influenced to a greater extent by environment than by variety. The paramount effect of environment on quality characteristics

has been noted many times for wheat, barley and other crops. However, in testing and screening nursery samples, where wide variations in properties are usually encountered, differences between varieties are commonly larger than the environmental effects for the year in which the crop was grown. These arise from genetic differences involving the parental material, and are greater than the variability expected in samples which have been preliminarily screened for quality.

Correlation Coefficients

Correlation coefficients were calculated between diastatic activity and three cooking quality properties for the 52 samples analyzed. These properties have been described and evaluated by Harris and Sibbitt (3,4). The values obtained were -0.284 for cooked weight, 0.275 for weight of residue, and -0.018 for tenderness score. None of these is high enough to be of practical value in predicting any quality factor from diastatic activity, nor do they show that diastatic activity of semolina has any influence on cooking quality. Possibly if the range in diastatic activity had been greater a more significant relation between it and some of the quality factors might have been evident. C. M. Hoskins (private communication) has found that diastatic activity determinations are useful for predicting the amount of disintegration of cooked products made from durum flour.

A number of determinations of diastatic activity were made on samples

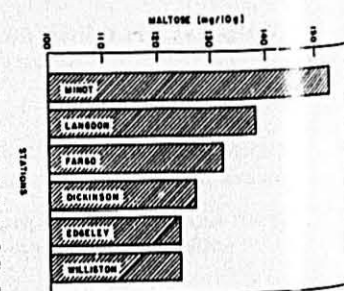


Figure 3. Diastatic activity of the semolina experimentally milled from durum wheat grown in plots at different locations in the state expressed as in Figure 2. Each value represents an average of seven determinations.

TABLE I
Relation between Durum Product Granulation and Diastatic Activity

Sample Description	Through U.S. No. 100 Sieve %	Diastatic Activity mg. maltose
Exper. Milled Mindum		
Semolina	1.0	140
Reground Semolina	39.1	276
Sentry		
Semolina	0.9	143
Reground Semolina	36.6	298
Towner		
Semolina	1.0	126
Reground Semolina	26.6	315
Comm. Milled		
Semolina	3.4	173
Granular	11.5	158
Granular	31.9	296
Durum Flour	80.7	545

of semolina which had been reduced somewhat in particle size but not to flour fineness by overgrinding, and on durum flour. The data are shown in Table 1. Reducing the granulation of the experimentally milled semolina greatly increased diastatic activity regardless of wheat variety. The Canadian export semolina was high in activity for the amount passing through the 100 sieve as compared with the other samples. The commercially milled durum flour was finest in granulation and highest in diastatic activity.

Particle Size Distribution

In view of the marked effect of further grinding upon diastatic activity the thought occurred that the differences between the varieties or locations of growth might be related to the granulation or amount of finer material in the semolina from the wheats. The particle size distribution of the semolina samples with diastatic activity of 107 and 171 mg. was determined with U. S. standard sieves yielding the following results:

Diastatic Activity mg. maltose	107	171
No. 20	0.0	0.0
No. 40	12.1	14.2
No. 60	73.9	73.8
No. 80	12.0	10.0
No. 100	1.2	1.3
Through No. 100	0.6	0.7

Evidently these two samples did not differ significantly in granulation or

particle size, and their differences in diastatic activity cannot be explained on this basis. Apparently the variations in diastatic activity among the semolina samples were inherent in the wheat and not caused by grinding.

Summary

Seven varieties of durum wheat grown in six locations in North Dakota in 1958 differed significantly in the diastatic activity of their experimentally-milled semolinas. The locations also had a very marked influence on this property.

As anticipated, the granulation or particle size of semolina had an indirect or reverse relation to diastatic activity regardless of whether it was reduced by experimental overgrinding or by commercial milling.

Literature Citations

1. American Association of Cereal Chemists. Cereal laboratory methods (6th ed.) The Association: St. Paul, Minnesota (1957).
2. Harris, R. H. and Sibbitt, L. D. Experimental durum milling and processing equipment, with further quality studies on North Dakota durum wheats. Cereal Chem. 19: 388-402 (1942).
3. Harris, R. H. and Sibbitt, L. D. The cooking properties of some new durum wheat varieties. Food Technol. 12: 91-93 (1958).
4. Harris, R. H. and Sibbitt, L. D. The macaroni cooking quality of North Dakota durum wheat. N. Dak. Agr. Exp. Sta. Bimonthly Bull. 20: 4-11 (1958).
5. Sibbitt, L. D. and Harris, R. H. New quality data on Dakota durums. N. Dak. Agr. Exp. Sta. Bimonthly Bull. 19: 115-118 (1957).

Letter To The Editor

Dear Editor:

In the August 1959 issue of the Macaroni Journal, on pages 7 and 24, there are statements which because of their incompleteness may leave misleading impressions. You credit two crop improvement associations with "developing rust-resistant varieties of durum wheat"; one group is credited with supervising "the breeding of 463 lines of durum breeding material which were grown on test plots in Mexico, ..." and that it "was the primary force in developing the four new rust-resistant varieties ..."

The statements referred to are misleading because the actual breeders of the durums mentioned were ignored and the research agencies to which they belong were omitted or reduced to the position of "assisting" in the developments described.

The staff of State and Federal work-

ers at the North Dakota Agricultural Experiment Station deserves the primary credit for developing the new durums. About half of the work is supported by the North Dakota Agricultural College while the other half is supported by The Agricultural Research Service, Crops Research Division, of the U. S. Department of Agriculture. The primary breeders and developers of the new durums were the following:

Dr. G. S. Smith, NDAC, formerly USDA, veteran wheat breeder of North Dakota who made many of the crosses;

Dr. R. M. Heermann, USDA, in charge of durum breeding 1948 to 1956;

Mr. T. E. Stoa, NDAC, under whose direction the testing and major increases were conducted.

Several other men made significant contributions to the breeding work including K. L. Lebsack, E. A. Schwinghamer, E. B. Hayden, V. Sturlaugson, E. R. Ausermus, R. H. Harris, L. D. Sibbitt, C. C. Fifield, H. A. Rodenhiser, W. Q. Loegering, and the staff of the Cooperative Rust Laboratory (St. Paul, Minnesota). Much of the story about the new durums was told in the January-February 1956 issue of the Bimonthly Bulletin of the North Dakota Agricultural Experiment Station. You may wish to obtain a copy for guidance in editing future stories.

The true contributions of the Northwest Crop Improvement Association and the Rust Prevention Association and the Rust Prevention Association certainly are praiseworthy. Both are active in collecting and disseminating information and in working with farm and industry groups to put research findings to work. The Rust Prevention Association has assisted in our breeding work by favorable publicity for the support of research and, under contract with us, has made a winter increase of designated seed stocks in Mexico annually since 1954. These are only a few examples of the work of these fine organizations.

L. A. Tatum, Chief
Cereal Crops Research Branch
U. S. Department of Agriculture
Beltsville, Maryland

Editor's Reply: Full credit goes to plant breeders and research agencies for durum research. Recognition to the Northwest Crop Improvement Association and the Rust Prevention Association by convention speakers was for their efforts in aiding and publicizing research activities. The National Macaroni Manufacturers Association contributes financial support to these organizations while taxes support federal efforts.

Golden Anniversary

(Continued from page 22)

pletely automate long goods production from the flour storage tank up to the packaging line. This invention brought the long goods macaroni line closer to complete final automation which should come sometime in the near future with the development of a positive long goods macaroni weighing and filling machine.

For the noodle industry, he developed the first continuous sheet forming press to extrude a sheet through a die. This original development made it possible to automate the noodle line in the same manner as short cut from the flour storage bin into the package in a complete automatic operation.

Works with Son Paul

In recent years in conjunction with his son Paul, they developed and patented the first vacuum system for a continuous press manufactured in the United States and a simplified three stick spreader which is used in the same space as the conventional two stick spreader.

Under patent application they have a force feeder to the extrusion screw of continuous presses that has been described by many in the industry as the greatest improvement made to a continuous press since it has been on the market.

In the past few years under his guidance, the first 1,500 pound short cut presses and long goods presses with the three stick spreader were placed on the market. These presses include a new flour feeder which is more sanitary and meters more accurately than the old rubber belt feeders and the latest patented developments.

Patent Accomplishments

Here are highlights of patented accomplishments:

- 1910 Bedspring Weaving Machine
- 1911 Adjustable Dough Kneader Plow
- 1913 Transmission for Screw Presses
- 1915 Three Way Control for Hydraulic Presses
- 1916 Safety Attachments for Dough Kneaders
- 1920 Stationary Die for Hydraulic Presses
- 1930 Dough Folding Machine
- 1936 Means of Attaching Conveyor Screens to Roller Chain
- 1937 Automatic Short Cut Noodle Dryer
- 1937 Combination Hydraulic Long and Short Cut Presses
- 1940 "Quick-Change" Noodle Cutter
- 1949 Tube Distribution for Automatic Spreader
- 1949 Simplified Electrical System for Automatic Spreaders

- 1950 Automatic Long Goods Dryer
- 1951 Cutoff Mechanism for Automatic Spreaders
- 1951 Automatic Combination Long and Short Cut Press
- 1957 Noodle Sheeting Die
- 1958 Long Goods Three Stick Spreader
- 1958 Vacuum System for Automatic Continuous Presses

Pending Force Feeder to Continuous Presses Extrusion Screw

Conrad Ambrette's philosophy pertaining to machines is simple. An improved or new design must be soundly engineered and brought down to its simplest structural components. An improved or new design must be intrinsic - not a selling gimmick - by contributing to more and/or better product.

His patents which all carry this inherent philosophy are part of the many machines which help to automate the macaroni industry.

Sees a Good Future

As for the future, he believes that the macaroni-noodle industry has an expanding horizon of growth. This is evident in the national increased per capita consumption of macaroni and noodle products and the projected increase in population which will be with us for many, many years. These two factors form a sound base for great progress. Towards this progress, Conrad Ambrette and his organization shall strive to continue their efforts to provide still better machines.

Egg Situation

Egg production for the first six months of 1959 totaled 33,083,000,000, up 5 percent over the previous year with the rate of lay up 2 percent and the flock up 3 percent.

As of February 1, farmers noted intentions to buy 1 percent fewer chicks in 1959 than in the previous year. Lower egg prices in recent months were reflected in actual purchases that point to the 7 percent decrease in number of chickens actually raised. Egg prices received by farmers in March, April, May and June were down sharply from a year ago. April egg prices averaged 27 percent less than a year ago, the May average was down 32 percent and June off 29 percent. Prices paid by poultrymen for feed during the first six months of 1959 were about the same as during 1958.

Numbers of layers and flocks on July 1 were down 1 percent from a year earlier. The laying flock on July 1, 1960 is expected to be about 2 to 3 percent less than at the start of 1959.

Egg solids production for the first six months of 1959 totaled 31,818,000 pounds compared with last year's figure of 13,851,000 pounds. The U. S. Department of Agriculture has discontinued purchasing frozen whole eggs. It will continue to buy whole egg solids. In the last week of August the Department bought 605,475 pounds of dried eggs at \$1.05 to \$1.08 a pound and at a total cost of \$649,300. This brings acquisitions under the new support program, under way since April 24, to 10,900,725 pounds, at an expenditure of \$12,295,100. The government said it will continue to purchase about 500,000 pounds of dried eggs a week.

Spanish Purchase

At the end of August both cash and futures were sparked primarily by reports that Spain had a credit of \$1,000,000 from the International Cooperation Administration for the purchase of fresh eggs in the United States. The Spanish Embassy had invited 138 U. S. producers to bid. The amount covered the cost of the eggs plus transportation to Spain. Trade reports were that the purchase would cover medium grade eggs.

Yolk Prices

Quotations in the Chicago edition of the Wall Street Journal indicate the price spread on frozen 45% yolks of No. 4 color at 46 to 49 cents at the beginning of June, with the range moving up 3 cents by the end of the month and narrowing to 52 to 53 cents at the end of August. No. 5 color have been steady within a range of 52 to 55 cents since the end of June. Dried yolk solids strengthened a bit in July over June prices but edged off slightly by the end of August to be quoted at \$1.08 to \$1.19 a pound.

In Woman's Day

Woman's Day, a Fawcett publication, is distributed in food stores. The September issue has a feature "Fifty Delicious Spaghetti Sauces" in an insert with the caption "The Collector's Cook Book."

Illustrated was a colorful photograph showing a forkful of spaghetti suspended over a platterful of appetizing spaghetti and sauce, the recipes are interspersed with interesting items of information such as: "Last year Americans ate a record-breaking 1,260,000,000 pounds of spaghetti and macaroni products, an average of almost a mile per person." Definitions, origin, food value, amount to cook, ingredients, and the vast variety all received comment.

In the October issue, the magazine will feature special recipes for macaroni, chicken, eggs, and desserts.



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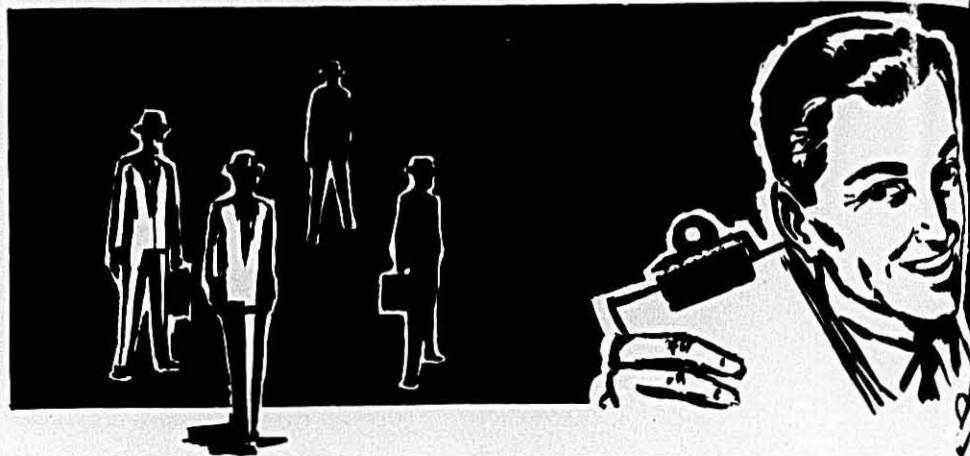
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THE ULTIMATE TEST is ACTUAL PRODUCTION!

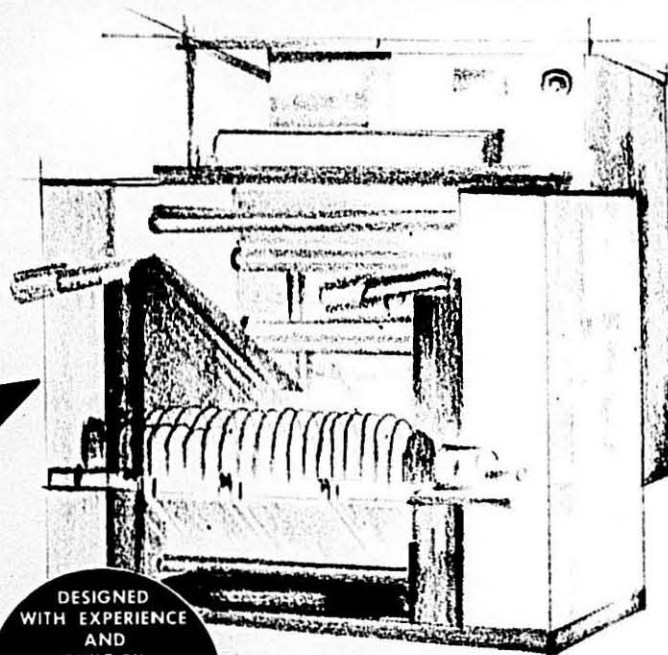
The ultimate test of any automatic spreader takes place in actual production.

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Sales Session

Twenty-six Texas representatives of the Skinner Manufacturing Company reviewed sales and advertising plans for the 1959 fall season at a meeting held in Dallas Saturday, August 8.

The meeting was held in conjunction with the Texas Retail Grocers Convention.

Robert M. Green, secretary of the National Macaroni Manufacturers Association, was principal speaker. Green stated that the Association's theme for National Macaroni Week, October 15-24, would be "Macaroni Goes With Everything." He explained that recipe releases to newspaper food page editors and magazines would emphasize the many foods that can be combined with macaroni products.

John T. Jeffrey, Skinner vice president in charge of advertising, told the group of Skinner's new Maca-Magic promotion. He stated it meant new variety and convenience for homemakers in the preparation of macaroni dishes. Jeffrey said Skinner was increasing its advertising in Texas for the fall program.

Lloyd E. Skinner, president, told the sales organization that in view of the expected short crop of durum wheat, his company had bought ahead to assure consumers a top quality product.

Nap Beauregard, W. E. Clark, and Clete Haney reviewed details of the fall sales and advertising program.



Skinner salesmen meet in Dallas. Front row, left to right, Lloyd E. Skinner, President; John T. Jeffrey, Vice President Advertising; Robert M. Green, secretary National Macaroni Manufacturers Association; Nap Beauregard, Sales Manager; Wallace Shane, Houston District Director.

Second row: W. E. "Bill" Clark, Assistant Sales Manager; Joe Dusch, Corpa Christi; Norman Watkins, San Antonio; Joe Garrett, Houston; Joe Sebastian Amarillo; Aubra Badgett, Dallas District Director.

Third row: Bill Sanders, Fort Worth; Lloyd G. Albritton, Tyler District Director; Hiram McDowell, Dallas; A. F. Kelley, McAllen; Louis Bart, Houston; Aubrey White, Beaumont; Milan Herchek, Yoakum.

Fourth Row: Ray Lumbert, San Antonio District Director; Sarge Elrod, Dallas; Eugene Clements, Midland; R. O. Rutledge, Fort Worth; Gene Ward, Lubbock; Arthur "Doc" Lewis, McGregor; Frank Geraci, Houston.

Back row: Sam Brown, San Antonio; Nate Norman, Lubbock, West Texas District Director; Clete Haney, Bozell & Jacobs, Advertising.

GMI Annual Report

General Mills, Inc., has reported the best sales and earnings in its history in its report for the year ended May 31, 1959.

Sales for the 1958-59 fiscal year totaled \$545,998,000, up more than \$16,000,000 above last year. This year's annual report, just issued, was the eighth consecutive report listing a new all-time sales record for the company.

Earnings of \$16,817,000 also represent a new high. The earnings figure is \$2,123,000 above the previous year.

The company's annual report listed a new high of \$22,628,000 in taxes paid to local, state, and national governments in the 1958-59 year.

At the end of the fiscal year, the company has 13,560 employees. There were a record 14,560 stockholders.

Payments to employees for wages, salaries, and retirement benefits totaled \$81,604,000, more than \$3,463,000 above the previous record year of 1957-58.

Though a growing population of food consumers, expanded research, and a modest expansion of foreign operations were all listed as important factors in the good year, company employees were given an even greater

measure of credit. "The loyalty and effort of the people of General Mills constitute the company's greatest asset," Kennedy and Bell declared.

The most important management change during the year was the election of Gerald S. Kennedy to the position of Chairman of the Board on January 1, 1959. Kennedy succeeded Harry A. Bullis, who retired after 40 years service with General Mills and its predecessor Washburn Crosby Company.

The annual report reviewed the year's operation of the company, including its flour, Betty Crocker baking mixes, breakfast cereals, refrigerated foods, chemicals, formula feeds, electro-mechanical and strato-balloon products, oilseed products, cellulose sponges, special commodities, institutional products, and other lines of General Mills' eight operating divisions.

The annual report told of continued expansion of the company's service to its flour customers through promotions, special advertising, and cooperation with related trade associations, including the National Macaroni Manufacturers Association.

The report brought out the fact that per capita consumption of macaroni products increased 10% during the year

- "a tribute to the industry's promotional programs." General Mills supported these programs with recipe service from Betty Crocker.

Senate Passes Durum Bill

The Senate on August 21 approved by voice vote and sent to the House S. 1282, a bill authorizing the secretary of agriculture to increase durum wheat acreage allotments in the event of a threatened shortage. The measure is opposed by the Department of Agriculture.

Under the bill, an increase would be permitted when the secretary "finds that the acreage allotments of farms producing durum wheat are inadequate to provide for the production of sufficient quantity of durum wheat to satisfy the demand therefor."

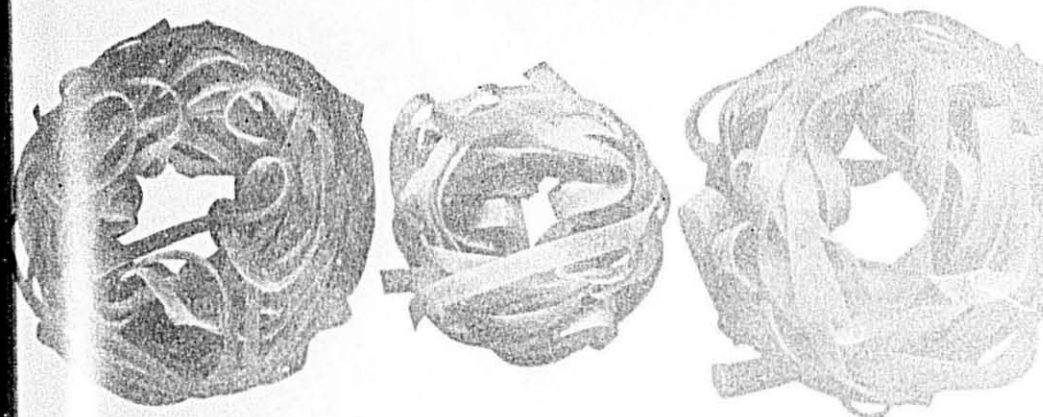
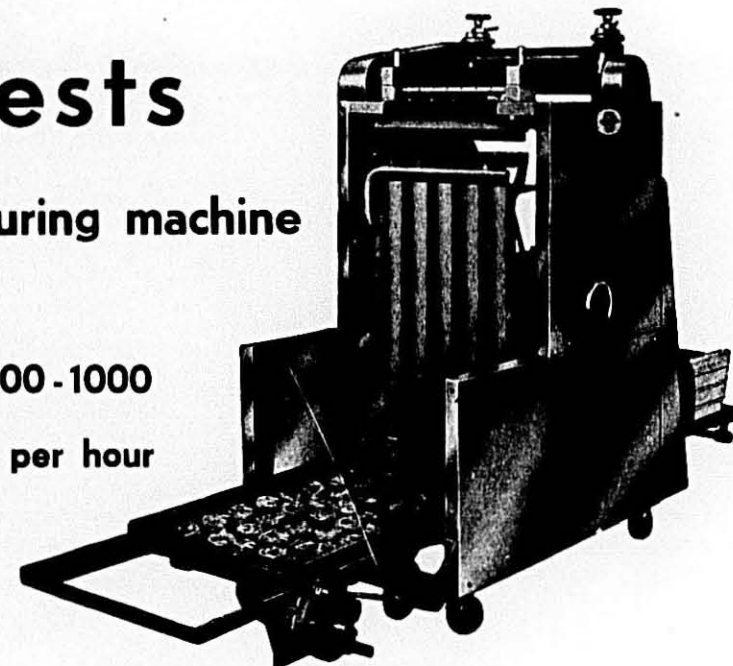
Under the measure, the secretary would be permitted to increase the allotments on a uniform percentage basis for farms in counties of North Dakota, Minnesota, Montana, South Dakota and California capable of raising durum wheat and which have produced such wheat during one or more of the preceding five years. No increase in the allotment would be permitted for any farm if any wheat other than durum is planted.

Bird Nests

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MACCHINE E IMPIANTI PER PASTIFICI
GALLIERA VENETA — PADOVA — ITALY



A Brink's guard receives money bags containing 64 Italian lira (value: about ten cents) from (left to right) F. Denby Allen, Canepa's sales manager and John B. Canepa, the firm's president. Brink's then delivered the money bags of coins to Chicago food store executives.

Canepa Offers 64 Lira Off

The John B. Canepa Company, makers of Red Cross spaghetti and macaroni products, has announced its new fall newspaper advertising will feature an "Italian Style" ten cent off newspaper coupon campaign.

Headlined "64 Lira Off (or 10c)", the two column full, black and white ads broke September 24 in 38 U.S. market areas. Sixty-four lira is the approximate official Italian exchange rate for ten cents.

Teaser Promotion

A "teaser" merchandising promotion, for the trade, was tied in with the consumer sale ads. During August, food store buyers around the country were informed by telegram that they would soon receive "64 real Italian lira." In addition, they were told to expect "Canepa's greatest advertising campaign in 99 years."

The telegraph messages were translated into Italian to carry out the campaign theme and also add a touch of suspense. The only words most buyers were expected to understand were, "Red Cross," "Canepa", and "Spaghetti." Within a day or two, each buyer received a money bag containing the Italian coins plus a letter, (in English this time) explaining a little more about Red Cross's advertising plans. The letter also stated that a salesman would stop by with more details. During that week, a salesman arrived with reprints of all ads and the complete story about the coupon promotion.

In Chicago, Canepa's home territory, the money bags were personally delivered wherever possible to the buyers by a uniformed Brink's guard via a Brink's armored truck.

All told, the merchandising stunt took about one week to complete and was well-received by the trade.

LaRosa Acquires Tharinger

It was announced by Peter La Rosa, president of V. La Rosa & Sons, Inc., the firm which recently purchased the Chicago macaroni firm of A. Russo & Co., that it has acquired for an undisclosed sum the 45-year old Tharinger Macaroni Co. of Milwaukee, Wisconsin.

"We intend to operate this company as the Tharinger Division of V. La Rosa & Sons, and to retain all plant and sales personnel in their present capacities" said Mr. La Rosa.

He added that Jack Luehring has been appointed, Vice-President and General Manager Tharinger Division, and will continue directing plant operations. Rita May Tharinger will serve as National Director of Consumer Services.

Tharinger Macaroni Products will continue to be produced and sold in the Milwaukee and other mid-western areas.

V. La Rosa & Sons, Inc., who for some years has been America's largest selling macaroni, spaghetti and egg noodles, now has expanded its number of plants to five. They are located in Brooklyn, Hatboro, Pennsylvania; Dan-ielson, Connecticut; Chicago, Illinois and Milwaukee, Wisconsin. Its products are distributed in New England, New York, New Jersey, Maryland, Florida, Pennsylvania, Illinois, Indiana, Minnesota, Ohio, Wisconsin, Iowa, Nebraska and District of Columbia.

Expenditures

How much does a person spend in a food store per day? A. C. Nielsen Company has a new yardstick, figuring food store sales of all kinds at 78 cents per day per person in the United States.

Maritato Named Eastern Sales Manager

M. C. Alvarez, general sales manager of International Milling Company's eastern sales division, has announced the promotion of "Sal" Maritato to the position of durum sales manager within that division.

"Sal" Maritato is a native of Irvington, N. J. and a graduate of Rutgers University with a degree in merchandising. He is a veteran of over eleven years in the food business and a former district sales manager for a large national corporation. He joined International last September as a durum salesman.

In his new position "Sal" Maritato is responsible for all of International's durum sales in the eastern United States. He will headquarter at the firm's sales office, 99 Park Ave., New York City.

The promotion became effective on September 1, 1959.

Italy's Contribution

(Continued from Page 10)

Noodle Casserole - A tasty layered combination of noodles, ricotta or cottage cheese, and a sauce which includes Italian sausage.

Spaghetti with Red Clam Sauce - Clams stirred into a rich tomato sauce are served hot over hot spaghetti.

Macaroni and Shrimp - Macaroni and shrimp combined with a cream sauce are seasoned to perfection in a tasty casserole.

Tetrazzini - Noodles are spooned into a baking dish, making a hole in the center where a mixture of cubed meat or poultry in a cream sauce is added. It's done when the top is golden brown.

Sauce alla Genovese - A sauce which combines black olives, tuna, anchovy fillets, and tomato sauce is served hot over freshly cooked spaghetti.

Spaghetti with Meatless Sauce - A meatless sauce made with onion, chopped tomatoes, chopped anchovies, parsley, seasoning and beef stock is delicious over hot, freshly cooked spaghetti.

Sauce alla Spuma Di Giambone is simplicity itself: 1/4 lb. boiled ham, 1/2 cup butter, 3/4 cup heavy cream.

Sauce alla Marinara combines shrimp and white wine with the usual oil, tomatoes and seasonings.

Sauce Gallia is a mixture of Gruyere cheese and cream cheese, heavy cream, chicken and mushrooms.

Sauce alla Romeo has chicken and white wine with seasonings in oil.

Sauce all' Andrea uses cooked beef, lamb or veal in combination with wine, seasonings and oil.

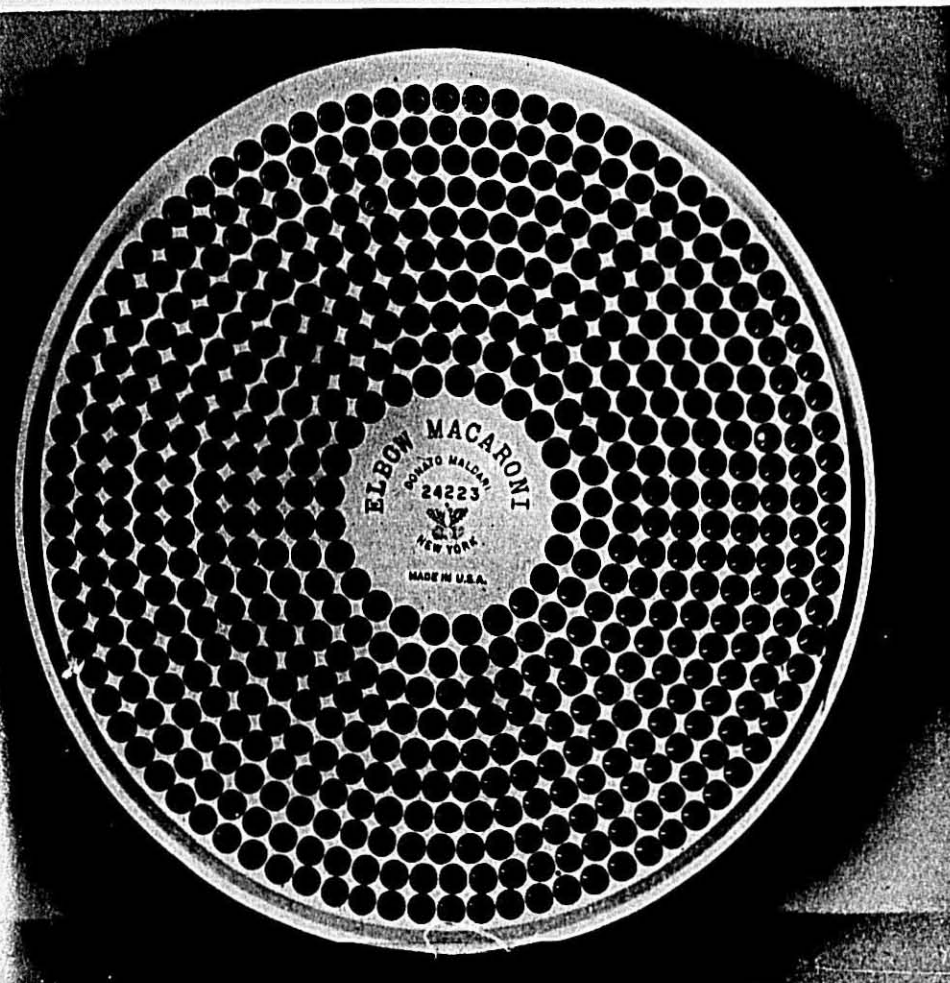
In the October, 1956 issue of McCall's a similar pictorial presentation was made on "Pasta, Italian-born, American-made". The story was reported in the Macaroni Journal for November.



Sal Maritato

THE MACARONI JOURNAL

Maldari Dies are known for Quality, Workmanship, Precision—
and Maldari is known for Service, Reliability, and Guarantee
Our Fifty-sixth Year



D. MALDARI & Sons, Inc.

557 THIRD AVENUE
BROOKLYN 15, NEW YORK

U. S. A.

Manufacturers of the finest Macaroni Dies distributed the world over

Institutional Interest

The replica of an outdoor billboard formed the backdrop for a meeting of some seventy-five dieticians and school lunch managers at the Roosevelt Hotel in New Orleans August 5.

The meeting was sponsored by the National Food Products, Inc., manufacturers of the Luxury brand of macaroni products.

Company president Jerome Tujague welcomed the ladies and explained that the purpose of the meeting was to bring them information on nutrition and how macaroni, spaghetti and egg noodles could help in menu planning. The Wheat Flour Institute filmstrip "Tricks and Treats with Macaroni Foods" gave the background on ingredients, manufacturing process, and uses of various macaroni foods.

After a coffee-break where the ladies could become better acquainted and exchange ideas, Robert M. Green, secretary of the National Macaroni Manufacturers Association, gave a brief description of the industry and its history. He commented on the work of the National Macaroni Institute and discussed a nutritional brochure and schoolroom wall chart on the nutritional value of macaroni products for teen-agers. Keen interest was indicated in the question-and-answer session.

Showing of "Use Your Noodle", National Macaroni Institute film on easy entertaining, wound up the session.

Norman Anseman, sales manager, and sales representatives of the company gave the ladies samples of the company's products along with copies of the nutritional brochure and wall chart.

Advertising and sales representatives then heard plans for National Macaroni Week at a luncheon meeting.

Chef Uses Magazines

Additional advertising weight was put behind Chef Boy-Ar-Dee packaged spaghetti dinners during September to give retailers greater profit opportunities through stimulating consumer demand and increasing turnover.

In addition to its regular extensive advertising campaign, Chef now adds Look Magazine to the schedule. In conjunction with the Dinners promotion, Chef will kick off with a four-color ad featuring Chef Boy-Ar-Dee Complete Spaghetti Dinners. This ad will run in every other issue of Look until the end of November. This means that Chef products will have the powerful advertising support of the three top weekly magazines as well as the important monthly women's service magazines and the romance magazines.



In New Orleans, at a meeting for dieticians and school lunch managers, left to right, Jerome Tujague, Robert Green, and Norman Anseman.

Grass Noodle Company Distributes Millions of Flags

The I. J. Grass Noodle Company of Chicago has distributed more than 2,500,000 American flags with 49 stars in a special nation-wide promotion.

Started before Memorial Day to take advantage of patriotic impulses on Flag Day and the 4th of July, the promotion is still under way in all states. It was planned in keeping with the wide spread interest stimulated by the new national emblem following the adoption of Alaska as a state and more recently with the voting of statehood for Hawaii.

Americans are particularly interested in the 49 star flag, not only because this was the first time since 1912 when New Mexico and Arizona became the 47th and 48th states to join the union, but because it soon will become a historical memento and collector's item when the 50 star flag is designed and adopted as the nation's legal emblem July 4, 1960.

A lapel-size flag, made of starched taffeta cloth two inches in length and attached to a two and one-half inch staff, was especially designed for the I. J. Grass Noodle Company, manufacturers of Mrs. Grass' Egg Noodles and Mrs. Grass' Soups, for the promotion. 15,000 lapel flags were distributed to the delegates at the Super Market Institute convention May 24 in Atlantic City. Simultaneously, shipments of Mrs. Grass' Noodle Soups, each twin-pack containing a lapel flag, were delivered to retail dealers throughout the country for consumers.

On Memorial Day more than 3,000 persons attending the stock car races in Willow Springs, Illinois received lapel flags to wear as they entered the park. Hundreds of students wore flags at the Blackhawk Junior High School ceremonies in Bensenville, Illinois.

Daughters of the American Revolution wore the flags during their convention in Dixon, Illinois June 12 and 13.

On Flag Day, in cooperation with the Illinois State American Legion, more than 200,000 persons received flags at programs at individual posts. Special ceremonies for new citizens were held in conjunction with the Legion and the Chicago Board of Education.

Flags were also provided by the Grass Company for the Legion's Boys Camp held at the state fairgrounds for the purpose of teaching youngsters good citizenship and the history of the American flag.

Lapel flags were made available to the North Evanston Fourth of July Association for their annual celebration. Theme this year was "A Salute to Alaska and Hawaii". The flags were given out with each ticket sold to the event.

Advertising Plug

Some 500,000 desk flags were sent to editors of trade magazines and newspaper food sections in each city where Mrs. Grass' products are distributed. Others were sent to radio and television personalities who commented about them on their shows.

Desk flags were presented to 150 teachers of Americanization classes in Chicago schools who attended an annual luncheon given in their honor by the Chicago Board of Education.

The flag currently is being featured as a giveaway prize with packages of Mrs. Grass' noodles and soups on 22 radio and television programs in Chicago and Oak Park, Illinois; Toledo, Akron, Dayton and Cincinnati, Ohio; South Bend, Indiana; Utica and Syracuse, New York; Denver, Colorado; Charlotte, North Carolina; Fort Lauderdale, Florida; Lincoln, Nebraska; Johnson, Wilkes Barre and Scranton, Pennsylvania; New Haven and Waterbury, Connecticut; Lansing and Detroit, Michigan.

THE MACARONI JOURNAL

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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.

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Milling Division New Richmond, Wis.
Quality Since 1856

RETROSPECTIONS

by
M. J.



40 Years Ago

- The heavy demand for short goods in the export market kept a number of midwest and west coast macaroni concerns working night shifts to meet the increased business.
- Professor H. L. Bolley of North Dakota Agricultural College after eight years experimentation with red durum wheat, D-5, obtained from Russia, believed he had found a variety resistant to black stem rust.
- So-called "egg substitutes" consisting essentially of starch or a powdered cereal product sometimes artificially colored yellow, were branded by the U.S.D.A. as not doing the work of eggs. Prosecutions were pending in federal courts for misbranding of these products.
- An increase in America's flour consumption by almost 15%, or 3,000,000 barrels in 70 days, was reported by the United States Grain Corporation.
- The public was showing a growing taste for package goods instead of bulk buying, according to the Harvard Bureau of Public Research.

30 Years Ago

- Fred Becker, a founding member of NMMA and its trade magazine and the first Association treasurer (1904-27), president of the Pfaffman Egg Noodle Co., Cleveland, Ohio, died September 16.
- The U. S. Dept. of Agriculture forecast a total production of only 53,030,000 bushels of durum for 1929, about 40% less than the 1928 crop.
- A new organization of macaroni-noodle manufacturers of the New York area, where American competition is keenest and consumption greatest, was formed to be known as the Macaroni Manufacturers Association of New York.
- Officers of the new manufacturer's organization were Frank Patrono, Independent Macaroni Co., president; John Buscemi, Metropolitan Macaroni Co., vice-president; J. V. Cuonzo, Westchester Macaroni Co., secretary; Mario Dacono, Savola Macaroni Co., treasurer. Directors were S. LaRosa, LaRosa Macaroni Co.; E. Ronzoni, Ronzoni Macaroni Co.; Mr. Angelicola, Brooklyn Macaroni Co.; G. Santoro, Refined Macaroni Co.

20 Years Ago

- Seven prize winning spaghetti recipes in a nationwide contest conducted by the Herald Tribune Institute were carried in the "This Week" magazine section of the New York Herald Tribune. The well-illustrated publicity gave emphasis to nutritional values of spaghetti.
- Many chains and independents joined in giving special attention to National Macaroni-Noodle Week. The October issue of "Business Builders", distributed to stores, directed attention to the additional potential sales that macaroni products promote.
- The wedding of Alfred Rossotti, president of Rossotti Lithograph Co., North Bergen, New Jersey, and Miss Wanda Inez Gombi, was announced at Grantwood, New Jersey, September 16.
- Acme Macaroni Co., Los Angeles, California, was incorporated September 9 with a capital of \$25,000.
- Fred Schiller, the founder of a noodle firm in Rome, New York which he managed for over fifty years, died September 14.

10 Years Ago

- When promotion is needed to keep macaroni products prominently on American tables, who but the manufacturers must finance the action? asked the Journal cover insert.
- The second Pacific Coast Conference in recent years met at the St. Francis Hotel, San Francisco. West coast NMMA directors promoting the 2-day business session with the theme "Forty Niners' Golden Opportunities" were Vincent DeDomenico, San Leandro; Edward D. DeRocco, San Diego; and Guido P. Merlino, Seattle.
- Co-chairmen on Army Buying Peter J. Viviano (representing our directors) and Paul M. Peterson (representing the durum millers) reported on an agreement with Quartermaster Corps consultants on tentative specifications for macaroni products for Army purchase.
- The unreasonably high egg prices with resultant high cost to egg noodle manufacturers prompted the De Martini Macaroni Co., Brooklyn, to file a vigorous protest with the Senate Agriculture Committee supported by facts and figures that were compiled by N.M.M.A.

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FOR SALE - Clermont Noodle Cutter with five sets standard cutting width rollers. Dough feeder, Preliminary Noodle Dryer. In excellent condition, in operation now. Reasonably priced. Write Box 154, Macaroni Journal, Palatine, Illinois.

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Ted Sills Reports

(Continued from page 8)

Macaroni, a part of the American heritage, figures prominently in the revolutionary war song of "Yankee Doodle". The macaroni industry is a business that struggled in the old American way to establish itself through hard work and has developed its products into an important, nutritious and appetizing part of the American dining table. And now it is extending its thanks with a salute to the states which have made macaroni products a favorite food.

Each month in 1960 various states will be singled out for recognition in macaroni releases. Special statewide and nationwide campaigns will tie in macaroni products with "favorite-son" foods and/or state and regional specialty dishes. Examples of tie-ins that might be done with various states could include sardines and lobster for Maine; cheese for Wisconsin; beef and fresh vegetables and Mexican food for Texas; wines and dairy products for New York; poultry, eggs, and Pennsylvania Dutch cookery for Pennsylvania; and so on.

Macaroni Week during 1960 will feature the products and cookery of the original thirteen states and the newest additions, Alaska and Hawaii.

THE MACARONI JOURNAL



Macaroni goes with everything—

Grocers will like store-wide tie-ins, increased traffic and turnover created by the National Macaroni Week theme "Macaroni and..."

National Macaroni Institute members have received kits, sales meeting support, and suggestions for stimulating sales during National Macaroni Week, October 15 - 24.

Be a member - write box 336, Palatine, Illinois.

National Macaroni Institute

Hundreds of women "must have their say" make Betty Crocker recipes good enough for you

And they are all Betty Crocker home testers! These are the women who test Betty Crocker's macaroni, spaghetti, and noodle recipes. They carefully check every recipe to be sure directions are easy to understand, ingredients are available and reasonable in price, and that their families like the finished foods. Frankly, some recipes

don't make the grade. Those that have a high rating are passed on to you, for example, in General Mills' new "Macaroni, Spaghetti, Noodles" recipe booklet—for you to pass on to your customers under your own brand name. Now, follow the creation of a Betty Crocker recipe from her kitchen to your consumers.

FIRST STEP: Betty Crocker's own kitchens

Here the recipe is painstakingly developed by Betty Crocker's professional home economists. The finished dish is subjected to a taste panel—men and women who are skilled in detecting and understanding flavors.



SECOND STEP: pilot tests with homemakers

Local homemakers try the recipe in their own homes. Each fills out a complete report. Did she like the recipe? Was it easy to understand? What would she do to improve it?



THIRD STEP: 25 food detectives must say "OK"

Next, Betty Crocker asks 25 homemakers to try the recipe under typical home conditions and to tell her if the dish was easy to make. If the recipe was too fussy. If any of the ingredients were difficult to obtain. If her family liked it. The women send actual samples of their finished food to the Betty Crocker Kitchens.



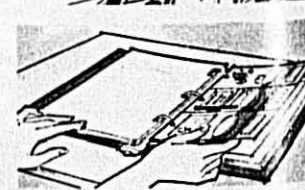
FOURTH STEP: America's homemakers try their hand

Eventually the recipe is ready for testing coast-to-coast—in cities, small towns, on farms—by inexperienced brides and by women who have cooked half a lifetime—by women from all social and economic levels.



FIFTH STEP: Betty Crocker's own kitchens

One final analysis of all the information gathered and the recipe is ready for Betty Crocker's approval and inclusion in the new General Mills' "Macaroni, Spaghetti, Noodles" recipe booklet.



Just off the press! You may have as many of these new booklets as you wish, imprinted with your own brand name, at less than cost. Ask your General Mills Durum Sales representative for details. (Offer good in U.S.A. only).

DURUM SALES
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