

**THE
MACARONI
JOURNAL**

**Volume 43
No. 1**

May, 1961

Macaroni
Journal



Regional Meetings
Fabulous Von's Story

MAY, 1961

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MAY, 1961

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Cover Photo

Mosaic in foyer of the new Canadian macaroni plant, Romi Foods Ltd., shows the five stages of macaroni production—plowing, harvesting, milling, pressing, and drying. See story on page 8.

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THE MACARONI JOURNAL

REGIONAL MEETINGS

THE business outlook was one of the prime topics of discussion at a series of regional meetings on the West Coast and then Chicago in early March. Macaroni sales have been running between seven and eight per cent ahead of a year ago for the first quarter of the year. Reasons advanced include an earlier Lent, lots of national publicity and advertising, and recession talk.

San Francisco

In San Francisco, Dick Oddie, small business consultant for the Bank of America, observed that the recession had been spotty and an upturn was indicated by activity in the stock market. He concurred with the statement made recently by Walter E. Hoadley of the Armstrong Cork Company. Mr. Hoadley observed that today the potential of business to soar in the 1960's is still very real, although the first half of the decade will see moderate gains and setbacks. He said that many changes at the outset of the sixties were not thoroughly foreseen or understood.

Among these changes were foreign competition, new costs, prices and productivity, the role of money and credit, and the outlook of the new administration. Hoadley stated that during the past year "disappointment" has probably characterized most views on business. "The public has been given a pessimistic slant in recent months, but economic facts don't warrant these sour views," he said.

"Attention has been given to the seven or eight out of each 100 persons who are unemployed, not to the 92 or 93 employed which is a new all-time employment total." He also mentioned that the fraction-of-one-percent cut in personal income has been pointed up and not the high rate of personal sav-



San Francisco Meeting. Seated, left to right, George Paolini, Vincent DeDomenico, Frank Cafferata, Tom DeDomenico. Standing, left to right, Joe Personeni, Richard Oddie, Richard Merlino, Dominic Merlino, and Louis Muzzio.

ing and financial improvements of most families.

Outlook Brighter

Hoadley said a number of factors give us an insight into the business outlook. Good weather already has lifted the public's general psychology and better times lie ahead with spring and summer. Inventories are now low and are not likely to depress much further. "Production is steady, home building is up, and consumer credit outstanding is declining," Hoadley said.

"No new all-out boom is in sight, gains will be moderate, and not all areas, industries, and companies will feel the same lift in business conditions."

Hoadley said that despite a definite pickup in the economy, there will be no chance for business to relax. He called for an above average, specific, individual performance by company, product, and man as essential to success.

The audio-visual presentation of "The Fabulous Von's Story" as prepared by Supermarket Merchandising magazine was shown as a means of meeting marketing problems of the sixties.

Seattle

Good attendance at the Seattle meeting included representation from all of the macaroni manufacturers in the area. Ernest Scarpelli, Charles E. Pope and Paul Schwarz of the Porter-Scarpelli firm came up from Portland.

V. DeFelice, a 50 year veteran of the macaroni business, came with his son Fil from the U.S. Macaroni Company in Spokane.

Joseph Merlino and his son Ernest represented Major Italian Foods of Seattle, while Mission Macaroni Company was host at luncheon and had as Jelegates Paskey DeDomenico, Guido Merlino, Armand Favro, Howard Slater, and their advertising representa-

(Continued on page 30)



Seattle Meeting. Seated, left to right, are Paskey DeDomenico, V. DeFelice, Joseph Merlino, and in the shadow Guido Merlino. Standing are Charles Pope, Phil Schwarz, Fil DeFelice, Ernest Merlino, Armand Favro, Howard Slater, Ernest Scarpelli.



Los Angeles Meeting. Seated, left to right, are Fred Spadafora, Emil Spadafora, Camillo DeRocco, Al Katskee, Henry Bonamico, and Jack Reining. Standing: Hugh Chamberlin, Bob William, Sandy Blavin, Ralph Frank, Jr., Jack Lynes (observed), Angelo Guido, Joe Hillmann, Roy Lesa.

MAY, 1961

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The Fabulous Von's Story

THE editors of Super Market Merchandising last year published an article called "The Fabulous Von's Story." Billed as a preview of grocery marketing in the sixties it has been condensed into an audio-visual presentation which has been shown at regional meetings by the National Macaroni Manufacturers Association at Seattle, San Francisco, Los Angeles and Chicago.

Von's Grocery Company of Los Angeles was chosen for intensive study because it is located in one of the nation's toughest markets. They have been able to attain a \$3.5 million yearly average sales volume per store—the highest among all major chains in the country. Through its recent merger with Shopping Bag, Von's total sales are currently running at a rate close to \$200 million annually. Moreover, in 1959, Von's enjoyed the best net profit ratio, after taxes, of any major chain: 2.20 per cent. A & P made 1.03 per cent; Safeway 1.5 per cent; Kroger 1.33 per cent; only Winn-Dixie in the rest of the top 10 did better than two per cent turning in 2.15 per cent.

Brandology
Von's practice what Super Market Merchandising calls brandology—the science of using advertised brands as the foundation for an overall merchandising and promotion program. Von's carries more top-brand grocery items in its warehouse inventory than any comparable chain, and makes promotion of advertised brands pay off in a big way.

The statistical portions of the study took Super Market Merchandising some six months to complete. And since chain buyers make their purchases on the basis of warehouse movement—not shelf movement, they concentrated their attention on the relationship between the grocery warehouse inventory of 3,431 items and shipments of these products to Von's 27 stores. This involved the analysis of over 3,600,000 cases of merchandise sold by the chain during a 48-week period.

As a result, the Super Market industry, for the first time, has obtained realistic facts on the total profit picture of the grocery department.

Three vital marketing concepts emerged from the study.

1. **Merchandise Engineering:** A number of progressive chains have just recently begun to grasp the broader potentialities of electronic data processing equipment. Heretofore relegated to the ordinary office and warehouse accounting procedures, sophisticated data processing systems are now churning out an entirely different kind of information which transforms merchandising from an art into an almost precise science.

In effect, the merchandiser and accountant have joined hands. Electronics is ready to provide a new measure of retailing performance—the dollars-and-cents forecast of any sales effort. At a time when increasing competitive pressures can really punish a bad merchandising decision, the transistor, punched card and magnetic tape are heralding a new era of profitable selling through scientific marketing.

2. **Balanced Promotion:** A method which attempts to evaluate the effect of a given product promotion on the sales performance of other merchandise—as well as on the overall store profit.

3. **The Product Explosion:** The trend—exemplified by Von's—to increase the variety of food products on America's super market shelves. This development is making more and more chains realize they must start to provide complete food stores—offer their customers the greatest possible selection—if they want to keep them coming back to their stores.

How did Merchandise Engineering work at Von's? Here's an example. Von's wanted to promote a well-known grocery product by featuring it at regular intervals with a lower price. This would of course increase its sales, but would the company still make money on the item? Or instead take a loss? Von's knew it had to sacrifice some profit to get results, but just how much?

Machines Give Answers

The machines and statisticians gave Von's merchandisers the answers—when to promote it, how often, how to price it. Result: They developed a program under which the product was featured at a more attractive price during certain given weeks of the year. This cost Von's more than 11,000 profit dollars during 1959. But it resulted in more sales by far than any competi-

tive product—and a tidy profit of over \$1,200 besides. Even more important, Von's knows that the strategy pulled more customers into its stores—and their average purchase was larger than normal as a result.

The moral is this: without the help of electronics, the average retailer could have taken a severe beating on a similar promotion. Von's, using the concept of Merchandise Engineering, made the right decisions. These enabled the chain to get optimum results and enhanced the company's total profit picture and customer pulling-power.

It Costs Money to Sell

Why is merchandise engineering becoming so meaningful to the marketer of advertised brands? The Von's study shows that it costs money to sell more merchandise. And, the manufacturer needs to know more about how much is involved in selling his own products. He should be able to predict the dollar net profits a retailer can expect from selling his merchandise under certain promotional conditions. He can face up to the challenge of the computer age by also using the scientific approach to help refute the retailer's cry over lack of profits on his products.

He can help retailers better understand the law of diminishing returns—to help them get the maximum promotional value from his products with a minimum of risk. How? By coming to the retailer with established promotional programs. These should include suggested schedules for featuring the product—with realistic price structures which will anticipate results in terms of increased sales, greater customer attraction to the store, and minimum risk of reduced profit dollars to the retailer.

Which makes more sense—dollar profits or percentage markups? This new retailing era calls for the elimination of talk about percentage markups. Actual profit dollars are what super markets use to pay their bills and stockholder dividends.

Until now manufacturers have usually lacked knowledge of individual product-performance at retail level. The Von's study helps fill this gap, and points the way to methods which can develop continuing information of this type on a regular basis. When the

(Continued on page 26)

T S M

No. 5

THE LEGEND OF DOUGH MEN

During the 13th Century, bakers in Germany made a practice of fashioning dough into large, symbolic figures. These they baked and served as bread. The unique figures resembled men, stars, swords, birds, seashells, and the like. Called dough men by their originators, these food products presently were brought by German merchants to Genoa, Italy. At first, the Genoese were reluctant to buy them because of their large form and high price. To the merchants they protested, "Ma Caroni", which today Italian dictionaries give as meaning, "But it is very dear". Thus, in order to obtain new trade, the Germans found it wise to reduce the size of the dough forms and to reduce the prices proportionately. Yet strangely enough, the name given to these unusual figures never changed.

The smaller dough men still were called Macaroni.

"Highest Quality" has always been the symbol which has guided the milling of King Midas Semolina.

King Midas DURUM PRODUCTS
MINNEAPOLIS **PV** MINNESOTA

New Canadian Macaroni Operation

THE newest entry in Canada's dynamic food manufacturing industry, Romi Foods Limited, Weston, Ontario, is now producing on a 24 hour per day basis. Two modern production lines are running spaghetti, macaroni and noodle products, bound for Canadian tables.

A. S. May and Company have been appointed brokers for the complete Romi line. The company has been running a series of dinners for chain store executives to introduce the plant, products, packaging and plans.

The live-wire new organization stems from the pipe dreams of seven men, none of whom have ever been in the business before and only one of whom has ever had contact with the food industry at all. But the new organization can call on plenty of macaroni knowhow—100 years of it—from an Italian macaroni-plant owner who has come to Toronto to supervise the process.

Showpiece

Romi Foods Limited went into production at the beginning of the year at their new \$1,500,000 showpiece plant at 115 Rivalda Road, Toronto (Weston), just west of Highway 400 as it heads north out of the city. The plant has an area of 50,000 square feet, of which 20,000 is warehouse space.

They are shooting for the Ontario market first, but they have their eyes firmly set on Quebec as the next logical step to going national. And they are actively exploring the possibilities of export to the United Kingdom, Italy, the Caribbean and South America.

The idea was two and a half years ago spearheaded by dynamic Sam Sor-



Hundred years of macaroni knowhow lie behind Salvatore di Cecco's laboratory tests.

bara, Toronto real estate tycoon and managing director of Victoria Insurance Company with head offices in Milan. He gathered around him a group of building material manufacturers—Remo De Carli, Mel Durie, John and Primo Pennachetti; Vincent Paul, senior partner of a firm of accountants; and Ted Pasquale, Jr. of Unico food distributors.

Together they worked out details for their venture into the food industry. Macaroni was chosen because "there's a tremendous merchandising job to be done here."

Romi has gone to the fountainhead for macaroni knowhow. They have brought over Salvatore Di Cecco, owner of a macaroni plant in Rome, Italy, who has been in the business for 35 years. He is thoroughly familiar with his materials—his plant works exclusively with Canadian products, and his family has specialized in macaroni production for over a 100 years.

Financing of the new plant was arranged in conjunction with the Industrial Development Bank, with stockholders putting up rather more than half of the money for the \$1,500,000 plant and the remainder coming from IDB.

Marketing Target

First target is the rich Ontario market with around 40 per cent of Canada's macaroni consumption. Rate of growth and progress made there will determine how quickly Romi moves out into the wider field.

Initially Romi will be packaging under their own label and will also produce a line for Pasquale Brothers under the Unico label.

"We look on Unico as a valued and respected partner," says Director of Marketing J. C. Grieco, "but our marketing policies will be in no way tied up with Pasquale Brothers. Romi plans to stand firm on its own two feet."

And they are not planning to restrict themselves to macaroni only. "We have a complete processing, marketing and distribution set-up," comments Mr. Grieco, "and we are willing and able to provide any or all of these services for others who wish to take advantage of them."

What they are looking for: products with real potential which can be marketed with a little imagination.

The marketing plan has been worked out in greatest detail, in conjunction with Breithaupt, Milson Limited, advertising and marketing agency, who



"We're aiming to make money the first year," says marketing manager J. Charles Grieco.

came into the picture last July and have been putting in a lot of time on it ever since.

The administration section of the imposing building includes spacious offices, a staff dining room and a wash-room with shower. All workers will be required to shower daily before putting on the white uniforms which are mandatory for everyone in the processing area.

Romi is planning to hire a home economist, and the luxuriously fitted kitchen and dining room will be made available to housewife groups wanting to update their knowledge on uses for macaroni.

Bulk Flour Handling

Romi claims a first in Canada for taking bulk delivery of semolina. Bulk tank cars will drive to the north end, couple their hose to the pipe outlet and pump the semolina direct into two 75,000 pound bins. Two other bins will hold different grades of durum flour for mixing purposes to insure a gluten content with exactly the right elasticity and strength for the desired product. The bulk handling equipment was supplied by Day Company of Canada.

Bins discharge to a screw conveyor and pass through a vibrating screen to the surge hoppers. From there the semolina goes into one of two lines—the short cut press extrudes shells, elbows and noodles; and the long cut



New plant at 115 Rivalda Road, Weston, Ontario, has an area of 50,000 square feet, of which 20,000 is warehouse space.

produces spaghetti and spaghettiini. The presses work continuously. They are of the most modern design, from Ambrette Machinery Corporation of New York, which also provided the drying units.

The short cut products pass to a conveyor belt and are then dried in two stages, passing slowly along stainless steel wire mesh conveyors through the preliminary and the polish dryers. Total through time is around 16 hours. The dryers are of wooden construction—metal does not stand up to the constant humidity and causes condensation problems. Drying is carried out by blowing in steam under carefully controlled conditions.

The long cut products made up to 22½ inch lengths are hung on anodized aluminum sticks and travel on conveyors for about four hours through the preliminary drying stage. The sticks are then loaded onto hand trucks and moved into a series of seven flash drying chambers—also of wooden construction.

Steam is again introduced into these chambers, and powerful fans insure efficient circulation to all parts of the area. The fans reverse direction automatically every 120 minutes.

Romi has included a number of its own modifications in the equipment, including a redesign of the switch panels to make them completely automatic push-button operation.

Close humidity control is of top importance in producing a first-class macaroni product which will retain shape and texture in cooking. Great

attention has been paid to this by means of Honeywell humidity recorders coupled to indicating instruments and relays which shut down the operation when the desired end-point has been reached.

In addition, samples are taken off at hourly intervals and tested in the laboratory for moisture content, gluten and strength.

The dried product goes into a holding room where it remains until it is required for the packaging room.

The processing room will produce around 1,500 pounds of product an hour, 24 hours a day. It is capable of a third as much again, but this is the optimum throughput to guarantee a first quality product.

There will be a maximum of six people per shift required in the processing room.

Sanitation Stressed

Great attention has been paid to maintaining highest sanitary standards throughout the plant, and particularly in the processing area. Walls are completely tiled and there is a painted cement ceiling.

The short-cut lines will be packaged completely automatically, while the long goods packaging is automatic with the exception of the weighing operation. Rates are 50 packs a minute. The packaging room will work on an eight-hour-day shift basis with girls handling the entire output of the plant.

The new company is aiming to get into its stride fast in this competitive market. "We're not one of these out-



Processing room in course of construction highlights special humidity controls on drying cabinets (long cuts left).

fits who plan to lose money for the first two to three years," says Mr. Grieco. "We're aiming to make money the first year."

School Food Services

More than two billion meals are being served annually in school to some 13 million young people. More than 82,000 schools serve school lunches. These are just a few of the impressive statistics in an area which offers business and industry enormous possibilities for activities which would benefit both the sponsor and the schools—school food services.

Cost Cut

Extensive work-load studies of office operations is saving AMP, Inc. close to \$25,000—six per cent of total office—this year. "Though we've a heavier work load," says Personnel Director Richard T. Tyner, "we haven't had to hire new people because of improved organization and procedures."

Salesman Inventory

Maxwell House Coffee keeps a Manpower-Resources Register with up-to-date information on every Maxwell House salesman. In addition to all test data, it has supervisor's ratings of the man and a current estimate of his readiness for advancement. When Sales wants to fill a new position, the Register helps take the guesswork out of selection by providing immediate and standardized information on every possible candidate for the job.



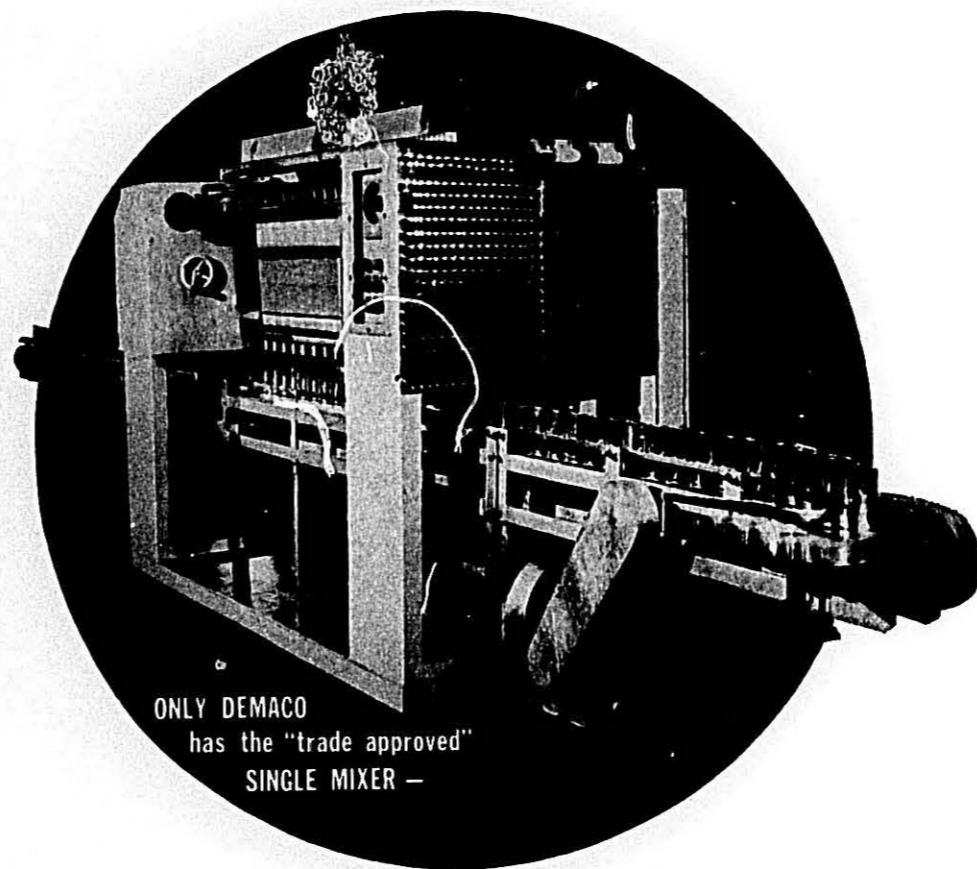
Take a look at the smart new packages, specially designed for volume impulse sales and fast turnover by Mert Cline of Breithaupt, Milson and Benson Limited. This packaging features the product and brand name on the front panel and an enticing recipe on the back panel, both lithographed in four colors.

PRODUCTION ASSURED

with the **NEW DEMACO**
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DEMACO - the full line:

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SHEET FORMERS, SHORT CUT DRYERS, NOODLE
DRYERS, LONG GOODS PRELIMINARY DRYERS,
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- Only Demaco's new direct canning spreader offers you the unique advantages of a spreader with an accurate measuring system plus direct feed into cans. All originated, engineered and manufactured by the same company. This results in unequaled flexibility and provides the greatest possible degree of freedom for the operator and the process planner.

If you are planning to can spaghetti and want this investment to pay back full dividends — come see the Demaco direct canning spreader. Make sure the press you choose offers all the important features that Demaco offers you.

Write in for 16mm film showing the Demaco can spreader in actual operation.

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SAN FRANCISCO HOLIDAY

HOLIDAY magazine devotes its April issue to San Francisco, meeting place for the Fifty-seventh Annual Convention of the National Macaroni Manufacturers Association. Headquarters will be in the famous Mark Hopkins Hotel. Dates are July 11-12-13 with a Board of Directors meeting and committee sessions scheduled for Monday, July 10.

The editors of Holiday say it is not easy to think objectively of San Francisco: the legend, the myth, the spell persist in clinging. Entranced with their subject they exclaim all that has been said of San Francisco turned out to be true: the legend rests on fact; the myth is plain reality in fancy dress; the spell bewitches so many sensible men and women it cannot be dismissed as a figment.

Labels

Some labels for San Francisco are familiar: gateway to the Orient, financial capital of the West, and until Alaska and Hawaii took on statehood the end of America's westering. The place deserves a name not to be lightly bestowed—metropolis. Among the world's major cities it is small—about 750,000 souls, yet it is the city to millions living within commuting distance and beyond. It is an appealing young city; it came to booming life only with the Gold Rush of 1849, and it underwent massive rebuilding after the earthquake and fire of 1906. Yet today it projects an image that the whole



View from the Top of the Mark, with the Golden Gate Bridge in the background.

world recognizes, an image that embodies culture, sophistication, taste, and a self-assurance that can take even the rise and proliferation of the beatnik in stride. Such qualities keep San Francisco in a rolling boil of innovation and prevent its social layers from hardening like rows of bricks held fast in mortar.

Coverage

Fine writing and beautiful illustrations appear throughout the magazine. For example, Eugene Burdick writes on San Francisco: The Metropolis, while photographer Slim Aarons stud-

ies some of San Francisco's more remarkable individuals, each in a meaningful local setting. San Francisco: The Record, written by Niven Busch traces in dramatic form, history from 1769 to the discovery of major league baseball in 1959. The first date was when two of the first Europeans saw San Francisco Bay. The harbor had been named before it was discovered: Viceroy Galvez, representing his most Catholic Majesty Philip II of Spain in the New World, had ordered Gaspar de Portola to find a harbor on the northern coast of California big enough for galleons to put into, and dedicate it to St. Francis.

Manners

La Vie de Boheme in mid twentieth century is described by Kenneth Tynan in his article on "The Rebels." Painters, poets, musicians and artists of various descriptions are discussed. In contrast Stephen Birmingham tells about "The Grand Manner." He starts his article by saying: "The first time I visited San Francisco, the friend who met my plane whisked me to the lower bar of the Mark Hopkins Hotel—far more chic a spot, he assured me, than the tourist-crowded Top-of-the-Mark which I had really wanted to see. When we had placed our orders, he looked around the room and suddenly seized my arm. 'You're getting a treat tonight,' he whispered. 'Over there, at the little table in the corner, is all of San Francisco society.'"

"Little China" by Vincent McHugh is all about San Francisco's renowned China Town, exotic fantasy in a land of spreading conformity. "The Water Front," another San Francisco landmark, is written up by Calvin Kentfield. Then there are "The Satellites"—The Countryside of Belvedere, a small, sunny suburban area nearly surrounded by water. Elegance and wealth in Hillsborough; Woodside, populated by gentlemen farmers and those who want to get away from it all yet remain within an hour of the city; Berkeley, intellectual atmosphere of the University of California.

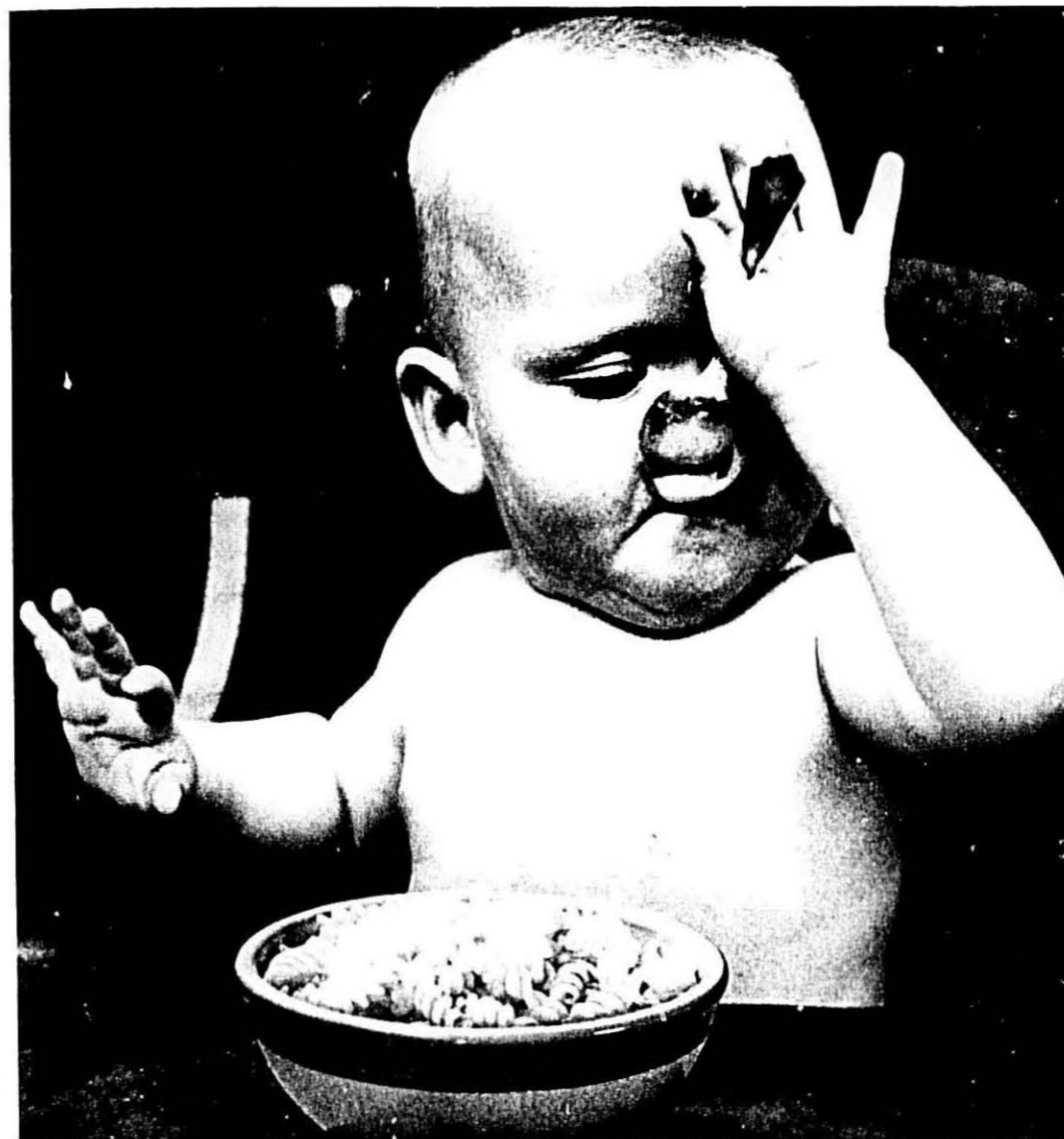
Holiday's Handbook of San Francisco Restaurants have interesting notations made by Herb Caen, famous newspaper man.

On a trip on a cable car, at the top of the list of every San Francisco symbol are pictured restaurateur Joe Paoli; restaurateur and perennial baseballer Frank "Lefty" O'Doul; restaurateur and writer Barnaby Conrad; Lily Val-

(Continued on page 16)



San Francisco's internationally famous Chinatown—looking up Grant Avenue.



From tots to teens... the durum taste is tops!

Determination...

Stand back! ...'cause when I eat, I eat right! That's why it's macaroni products made of Commander Larabee's No. 1 Semolina for me. Commander Larabee is determined that if macaroni can be improved, they'll be the ones to do it!

**COMMANDER
LARABEE**



Durum Division

A DIVISION OF ARCHER-DANIELS-MIDLAND · MINNEAPOLIS

MAY, 1961

The Use of Distilled Monoglycerides in Macaroni Products

by James J. Winston, Director, Jacobs-Winston Laboratories, Inc.

IN A recent publication (1), the results of an investigation indicated that Myverol (trademark of the Eastman Kodak Company for distilled monoglycerides), when incorporated in a spaghetti, yielded a product with improved cooking qualities. The authors of this paper concluded that the use of monoglycerides will eliminate the characteristic stickiness that spaghetti may have after prolonged cooking.

The monoglycerides, according to Brokaw, Lee and Neu (1), are reputed to have the property of combining with the amylose component of the starch molecule to form a complex and insoluble compound. This, therefore, motivated to a great extent this investigation, in order to determine its effect on a spaghetti under different conditions.

Arrangements were made with a manufacturer, under our immediate supervision, for different productions of spaghetti containing various levels of Myverol. The most modern equipment was used in the manufacture of the products, and the continuous process was utilized. Five different runs were made as follows:

Sample	Laboratory Number	Level of Myverol	Control Product
A	93380	0.4%	
B	93381	0.8%	
C	93382	1.2%	
D	93383	1.6%	
E	93384		

Myverol in each instance was added to the mixture by means of a dry continuous feeder, and by regulating the flow to correspond with the required level desired.

The farinaceous material used consisted of a durum granular, made up of a mixture of 92 per cent semolina and eight per cent durum flour.

During the processing of these products it was observed that the material containing Myverol processed without any difficulty, and extruded with a high degree of smoothness, with no stickiness. However, difficulty was encountered while processing spaghetti with the highest level of Myverol, that is, 1.6 per cent. At this level, the material became so hard and so bound that it would have a disturbing effect on the equipment.

The products were manufactured by similar equipment, and dried in similar



James J. Winston

rooms, and in each instance, were appropriately tagged for identification purposes. The results showed that the products with the different levels of the monoglycerides dried uniformly, without any excessive droppings on the drying trucks.

Mixing Methods

There are two ways of adding Myverol to the farinaceous material in the mix.

One—the water dispersion method, as follows: Heat about two-thirds of the water required for the amalgamation of the dough to 140-150 degrees Fahrenheit. Add the required monoglycerides, with stirring until the white material is completely dispersed. Add the remainder of the water and pump into the mixer in the usual manner.

Two—the dry method, which involves the use of a powder propor-

tioner feeder.

It was found, after preliminary experiments, that it was more practical to make use of the dry feed procedure, since this works very effectively during the continuous processing. However, in order to get an effective blend of the Myverol with the farinaceous material, it is important that the extrusion temperature be approximately 150 degrees Fahrenheit or higher.

The results of this processing showed that the spaghetti dough mixed well and extruded in a very smooth manner. The texture was good, and the cutting operation was done very effectively.

Finished Product Tests

The finished products were then subjected to various tests as follows:

1. Color. This has always been considered a major criterion of spaghetti (2). The two methods we used for color determination were as follows:

A. Carotenoid Pigments (3), which is a measure of the amount of xanthophyll and carotene present, was determined in order to ascertain whether there would be any destruction of yellow pigment owing to the added enzymatic action.

B. Reflectance Color (4), as measured by a Wallace and Tiernan color analyzer. This involves disc colorimetry, which has been used in our laboratory for the past 20 years. Results obtained by means of disc colorimetry can be translated in terms of Munsell values, or in terms of dominant wave length and purity recommended by the International Commission of Illumination.

The results of the color tests are shown in Table I, as follows:

TABLE I

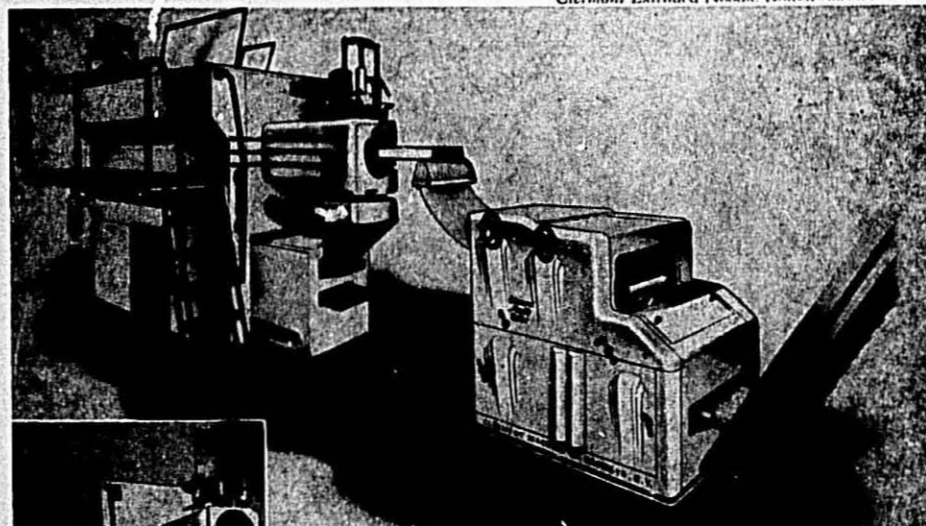
Lab. No.	Moisture Content %	Color ppm	Yellow %	Brown %	
93380	11.0	2.54	32	50	Control
93381	11.3	2.54	30	51	0.4% level
93382	11.3	2.50	30	51	0.8% level
93383	11.0	2.40	28	51	1.2% level
93603	10.8	2.48	31	50	Control S-31066
93604	10.9	2.42	29	51	1% level S-31064
93605	10.8	2.42	29	50	1% level S-31065

(Continued on page 22)

THE MACARONI JOURNAL

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

Clermont Extruded Noodle Dough Sheeter VMP-3



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

FOR THE SUPERIOR IN NOODLE MACHINES

IT'S ALL WAYS Clermont!

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

TAILOR-MADE FOR THE NOODLE TRADE

Available with or without vacuum process

VMP-3 with short cut attachment.

- C**apacity range — Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.
- L**arge screw for slow extrusion for better quality.
- E**ngineered for simplicity of operation.
- R**ugged Construction to withstand heavy duty, round-the-clock usage.
- M**atchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.
- O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.
- N**ewly designed die gives smooth, silky-finish, uniform sheet.
- T**otally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

Clermont Machine Company Inc.

266-276 Wallabout Street,
Brooklyn 6, New York, N.Y., U.S.A.
Telephone—EVERgreen 7-7540



William A. Brezden

New Sales Manager

William A. Brezden of Grand Forks, North Dakota, has been appointed as Sales Manager for the Durum Division of the North Dakota Mill and Elevator, according to P. R. Fossen, General Manager.

Brezden has been production manager of the Flour Milling Division of the North Dakota Mill and Elevator for the past nine years, and succeeds E. J. Thomas as sales manager of the Durum Division.

Brezden joined the staff of the North Dakota Mill and Elevator in 1941, following his graduation from the University of North Dakota with a degree in chemistry. He served as a chemist with the North Dakota Mill and Elevator for 11 years, and helped supervise the installation of new durum milling equipment as production manager.

Married, Brezden has two daughters. He will make his headquarters at the North Dakota Mill and Elevator in Grand Forks.

Equipment for New Skinner Plant

The new Skinner Manufacturing Company plant in Omaha will be equipped with the latest and finest equipment for the manufacturing of macaroni products.

H. Geddes Stanway, executive vice president announced recently that he has purchased from Buhler Brothers of Switzerland new automatic long goods drying equipment, storage for approximately 20,000 pounds of finished long goods and new cutting equipment. "This will be a continuous operating unit," Mr. Stanway said.

New Buhler short goods final drying units will be installed to complete the preliminary dryers which Skinner installed in its present plant during the past year. Additional preliminary dryers, shakers and spreaders, and a new Buhler press of 1,400 pounds capacity per hour will also be installed.

The total value of the new Buhler equipment being installed will be something in excess of \$450,000.

Stanway stated that plans had been laid out for the moving of presses, dryers and packaging equipment from the present plant to the new location with minimum loss of operating time.

Mr. Stanway had made two trips to Europe negotiating for the new Buhler equipment. On his initial trip in May 1959, he became convinced that in many instances European macaroni manufacturers were advanced in their processing methods beyond those used in the United States. On his trip in March of last year, he worked out a preliminary proposal with Buhler Brothers and presented it to the Skinner board of directors.

To illustrate the increased capacity of the new equipment and plant, Mr. Stanway stated that if the spaghetti and long macaroni were put end to end, one week's output would be enough to reach around the earth with plenty left over for a large bow. Annually, the production would equal two million miles, or sufficient to reach to the moon and back twice.

This does not include the firm's production of short goods such as noodles, elbow macaroni and similar products. One day's production from the new plant, packed in 30-pound cartons stacked on top of each other, would reach the height of the Empire State Building, and in one year would reach 100 miles up.



Bill Berger, Buhler Brothers, is all smiles as H. Geddes Stanway signs a contract in excess of \$450,000 in new equipment.



George R. Lusink

New Prince Representative

The appointment of George R. Lusink as sales manager for up-state New York has been announced by Harry Meicke, Executive Vice President, Prince Macaroni Manufacturing Company, Inc., Lowell, Massachusetts.

Mr. Lusink will work out of Rochester covering a territory from Buffalo to Albany. He will also work in the Erie, Pennsylvania area.

Prior to joining Prince, Mr. Lusink was sales manager for Nifty Foods, Inc., Brockport, New York. He also had been New York state district sales manager for Haxton Foods, Inc., Oakfield, New York, and district sales manager of Standard Brands, Inc., covering Rochester and Western New York.

During World War II he served with the United States Navy as an aviator and obtained the rank of lieutenant commander. Currently he holds a commercial pilot's license.

He is past president of the Rochester Grocery Manufacturers Representatives.

Lusink is married and has three children. He lives in Rochester.

San Francisco Holiday—

(Continued from page 12)

entine, a Eurasian model; press agent Don Steele; polo-playing Charlie Low, owner of a Chinese night club; advertising executive Howard Gossage; doughty Herb Caen, columnist. George Christopher is Mayor of it all.

San Francisco will welcome you at the Fifty-seventh Annual Meeting of the National Macaroni Manufacturers Association, Mark Hopkins Hotel. Plan to attend.

Maryann Patricia Going Weds Richard Ronzoni

Mr. and Mrs. A. Richard Ronzoni, nee Maryann Patricia Going, were married January 28 of this year. The eleven o'clock nuptial mass was celebrated at Corpus Christi Church, Mineola, New York, with a reception following at the Garden City Hotel.

The bride's gown of ivory satin with chapel train, was appliqued with Alencon lace and seed pearls. Her head-dress was designed with sprays of seed-pearls with an elbow length veil.

The bride is the daughter of Ann and Peter Going, of Long Island. She is a graduate of Sacred Heart Academy, Hempstead, New York, and St. John's University where she and the bridegroom received their degrees together in June of 1959. At present she is teaching at the Massapequa Park Elementary School.

The bride and groom recently returned from an enjoyable honeymoon in Puerto Rico.

The bridegroom, A. Richard Ronzoni, is currently a member of the Ronzoni Macaroni Company organization, where he is active in sales promotion and advertising. His father, Emanuele Ronzoni, Jr., is president of Ronzoni Macaroni Company of Long Island City and of the National Macaroni Manufacturers Association.



Mr. and Mrs. Richard Ronzoni

Fostini, noted New York actor-lecturer and "love entrepreneur" whose dramatic, virile voice and realistic approach to the subject of love are unique. Fostini reads selections from his collection of "Love Letters of Famous People" and builds up a romantic atmosphere to gain the housewives' attention. He then weaves to the basic commercial theme that Prince spaghetti and sauces are made "for you with love from Prince."

Newspaper Campaign

Backing up the radio campaign is a newspaper campaign which represents the greatest expenditure in this medium in Prince's history. Full-page, four-color advertisements plus 800-line and 1000-line black and white ads are being run. Each ad carries through the love theme in its copy. Each ad also carries the love-theme trademark—a heart-shaped symbol topped with a crown encasing the words, "For You with Love from Prince."

The four-color full-page ads offer 10 time-saving, easy-to-prepare recipes with Prince sauces, all dependably kitchen-tested to "capture that loving, long-cooking flavor that's unmistakably home-made."

The black-and-white ads stress lightness of "Prince" spaghetti and the fact that fresh vegetables and fresh beef are used in the prepared foods and sauces. A new product, "Prince" Rigatoni in Sauce, is also being introduced in black-and-white ads.

The love-theme campaign encompasses both the Prince dry macaroni line and the Prince glass-packed line of sauces and prepared Italian foods. Prince manufactures 87 varieties of

macaroni, prepared foods and sauces, including cheeses imported from its plant in Italy.

For retail store promotion, displays have been created to give homemakers special recipe ideas. An "in store" display offers a 12-inch Prince "Stir 'n' Serve" Spaghetti Fork for five labels from any Prince prepared foods. A Prince Spaghetti Bib for 50 cents plus one label from any package of Prince's dry spaghetti is offered on the package.

Executed by Prince's Philadelphia-based advertising and marketing agency, Adrian Bauer and Alan Tripp, Inc., the love-theme campaign was adopted "because Italian foods lend themselves to this type of appeal."

New Macaroni Cook Book

Over 50 of the exciting recipes in the new Better Homes and Gardens Casserole Cook Book have as their feature ingredient some form of macaroni product.

In this latest addition to the Better Homes and Gardens growing "family" of cook books, recipes calling for almost every imaginable form of pasta are included. There are recipes in the book for delicious old-fashioned macaroni and cheese. And there's an exciting foreign food section called "Traveler's Choice" which features a wide variety of products.

The recipes in the Casserole Cook Book have all been triple-tested in the Better Homes and Gardens test kitchen for excellence in practicality, family appeal and goodness. Some of the items found as featured ingredients include mostacciola, lasagne, manicotti, spaghetti, capellini, fidele and vermicelli.

The new book went on sale March 21. The 160-page Casserole Cook Book features nearly 400 outstanding recipes and has more than 125 illustrations—over 60 of them in full-color. The cover is Mercote-laminated and washable.

The book will sell for \$2.95 (\$3.50 in Canada).

Mama Marciano Foods

Italian Brands, a new firm located at 250 West 57th Street, New York City, will begin distributing Mama Marciano's Italian Brands Products, in the New York metropolitan area, May 1.

Among products soon to be on the market are Mama Marciano's spaghetti sauce, a 16-ounce jar retailing at 49 cents; stew, a 24-ounce container at 79 cents; spaghetti and meat balls or sauce, a one-pound jar at 49 cents; cocktail sauce, a two-ounce jar at 25 cents; and espresso coffee, a 12-ounce tin at 89 cents.

Cooking With Love

"Love makes the world go round," so Prince Macaroni Manufacturing Company of Lowell, Massachusetts is using love to make cash registers ring.

An all-out advertising/merchandising campaign using a "cooking with love" theme to woo Mrs. Consumer is being used by Prince to promote its line of macaroni products and prepared Italian foods in large metropolitan areas throughout the country.

Prominent in the Greater Boston area for nearly 50 years, Prince is moving into the national market with a series of radio commercials and heavy newspaper advertising based on the theory that "Nothing Moves People Like the Power of Love."

Along with advertising, the company has initiated a potent merchandising drive to move Prince products from retail stores with a consumer offer of a special spaghetti fork or a spaghetti bib.

As Prince president, Joseph Pellegrino explains, "We're out to win the housewife's attention—and what woman won't pay attention to someone who brings a little bit of romance into her busy, humdrum day?"

For its series of three-minute radio featurettes, Prince has engaged John

**FOR YOU
ADVANCED TECHNOLOGICAL IMPROVEMENTS**

Save Space — Increase Production
Improve Quality

★ **NEW POSITIVE SCREW
FORCE FEEDER**

improves quality and increases production of long goods,
short goods and sheet forming continuous presses.

★ ★ **NEW 3 STICK 1500 POUND
LONG GOODS SPREADER**

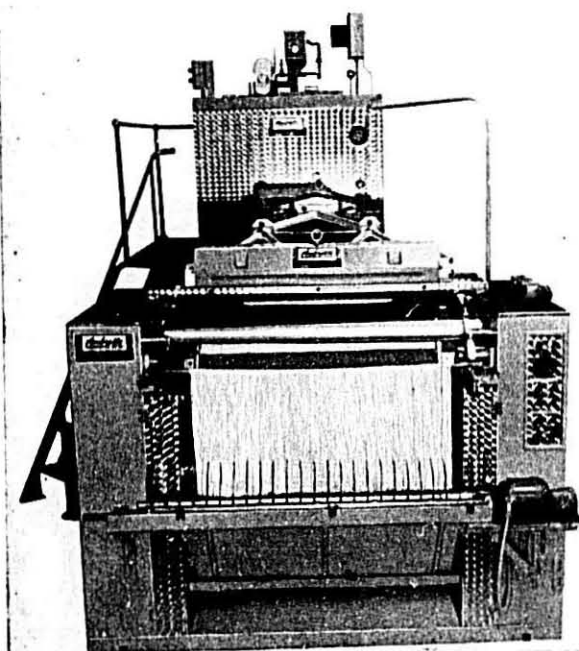
increases production while occupying the same space as
a 2 stick 1000 pound spreader.

**NEW 1500 POUND PRESSES
AND DRYERS LINES**

now in operation in a number of macaroni-noodle plants,
they occupy slightly more space than 1000 pound lines.

These presses and dryers
are now giving excellent
results in these plants.

★ Patent Pending
★★ Patented



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

Ambrette

MACHINERY CORP.

156 Sixth Street

Brooklyn 15, New York

THE MACARONI JOURNAL

**NEW SUPER CONTINUOUS
PRESSES**

SHORT CUT MACARONI PRESSES

Model BSCP — 1500 pounds capacity per hour
Model DSCP — 1000 pounds capacity per hour
Model SACP — 600 pounds capacity per hour
Model LACP — 300 pounds capacity per hour

LONG MACARONI SPREADER PRESSES

Model BAFS — 1500 pounds capacity per hour
Model DAFS — 1000 pounds capacity per hour
Model SAFS — 600 pounds capacity per hour

COMBINATION PRESSES

Short Cut — Sheet Former
Short Cut — Spreader
Three Way Combination

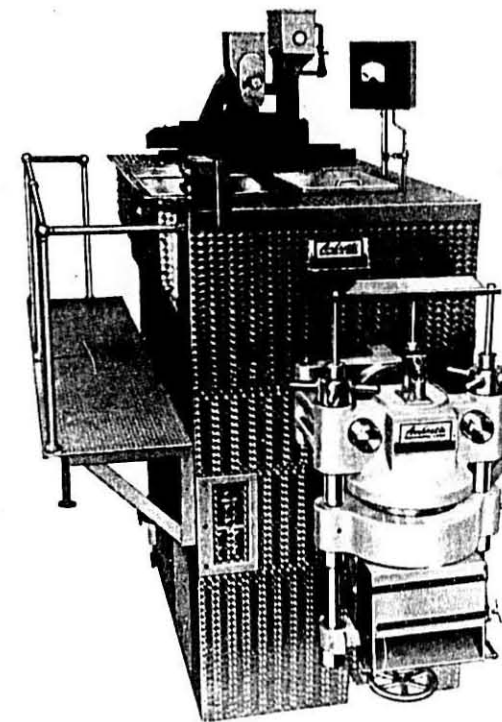


QUALITY — — — — A controlled dough as soft as desired to enhance texture and appearance.

PRODUCTION — — — — Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.

CONTROLS — — — — So fine — so positive that presses run indefinitely without adjustments.

SANITARY — — — — Easy to clean and to remove attractive birdseyed stainless steel housing mounted on rugged structural steel frame.



Model BSCP

PLANT
156-166 Sixth Street
155-167 Seventh Street
Brooklyn 15, New York

Ambrette

MACHINERY CORP.

MAY, 1961

19

Unpredictable Egg Market

Spring is historically the flush season for shell eggs, color is darker, prices are down, and noodle manufacturers contract for their year's requirements. All very predictable.

This year however the government is in the picture buying dried eggs (almost nine million pounds at a cost of \$11,357,000 for the first quarter), egg whites continue to be a drug on the market, and shell eggs which normally would be going into storage are not being stored because the unfavorable price relationship makes a hedge non-existent. Add to this the growing trend to light colored yolks for table trade, and you find the noodle maker in some cases turning to whole eggs instead of yolks because of price.

He is even sacrificing color because of the high premium he has to pay. But he is getting more out of lower scores with vacuum presses and teflon dies. Better drying helps, too.

Chicago Prices

Current receipts of shell eggs in the Chicago market started out the year ranging between 34 to 36 cents a dozen. With minor ups and downs, they were in a narrow range until the last two weeks in March when they slid a nickel under that price. Frozen whole eggs which have sold as high as 31.5 cents a pound this year were down to 26-27 cents. Frozen egg whites, starting at eight to nine cents per pound, have been quite constant at a cent below that level until the last week of March when they eased another half-cent. This put the burden on yolks, which was sold in insufficient quantities to report in the Wall Street Journal. Just prior to Easter, however, Chicago dealers were quoting 56 to 57 cents, for number two color 45 per cent solids yolks, while number four color was bringing 61 to 62 cents a pound.

Dried yolk solids have felt more impact from government buying. Starting in a range of \$1.56 to \$1.61 the first week of the year, they dropped a nickel, held steady on the top of the range while the bottom rose from \$1.49 to \$1.53. They regained the lost nickel in early March before the final slide took prices down to \$1.36 to \$1.43. The government has been paying in a range of \$1.10 to \$1.37 a pound for whole dried eggs.

Pickup Predicted

Egg production will probably remain below 1960 in most months before mid-year because of the smaller laying flock, but thereafter it is likely to exceed 1960 levels because of the indicated 29 per cent increase for January-March chick hatchings. The reason for

increasing production was high 1960 egg prices and low production costs and feed prices.

Large scale breaking had not begun as of the first week in March because breakers feared inventory losses. Pressures to begin egg breaking came from the desire to spread labor over a long breaking season, the shortage of yolk, the desire to get dark color, and the government procurement program.

Processed Egg Production Down

Production of liquid egg and liquid egg products (ingredients added) during February totaled 44,001,000 pounds, compared with 61,029,000 pounds in February 1960 and the 1955-59 average of 40,229,000 pounds. The quantity used for immediate consumption was larger than a year earlier. The quantities used for drying and freezing were smaller. Liquid egg used for immediate consumption totaled 4,706,000 pounds, compared with 3,888,000 in February 1960. Liquid egg frozen during February totaled 24,496,000 pounds, compared with 37,100,000 pounds in February 1960 and the average of 25,954,000 pounds. Frozen egg stocks decreased four million pounds during February 1961, compared with an increase of three million pounds in February 1960 and the average decrease of five million pounds. Quantities of liquid egg used for drying in February were 15,599,000 pounds in 1961 and 19,941,000 in 1960.

Egg solids production during February totaled 3,940,000 pounds, compared with 3,365,000 pounds in February 1960 and the average of 2,581,000 pounds. The decrease from last year was in the production of whole egg solids. Production in February consisted of 2,432,000 pounds of whole egg solids, 718,000 pounds of albumen solids, and 801,000 pounds of yolk solids. In February 1960 production consisted of 4,123,000 pounds of whole egg solids, 563,000 pounds of albumen solids and 679,000 pounds of yolk solids. Most of the whole egg solids produced during February, both this year and last year, was under Government contract.

Planting Intentions

If planting intentions materialize, durum acreage will be 1,749,000 acres compared with last year's 1,683,000 or an increase of about four per cent.

North Dakota growers plan to up plantings some 10 per cent from 1,304,000 to 1,434,000, while South Dakota is

closer to the average in boosting 119,000 acres to 124,000. Minnesota will cut back from 29,000 to 27,000 acres, as will Montana from 231,000 to 164,000.

Growers' plans were reported before much was known about the proposed feed grain program and generally do not reflect changes which might occur if such a program is put into operation. Therefore, growers' plans may be subject to unusual changes prior to planting time. Feed grain acreage was expected to show a slight decline from last year but food grains are expected to occupy a larger acreage. Soybeans registered the largest individual crop gain with planted acreage to increase sharply above last year.

In mid-March President Kennedy's farm message to Congress asked authority for the executive branch to formulate agricultural policies on a commodity by commodity basis. The proposals would transfer considerable policy-making power from Congress to the Agriculture Department, working with producer-elected committees. Executive branch decisions would be submitted to affected producers in a referendum and would be subject to Congressional veto. The farm message coincided with Senate-House conferees' approval of a compromise bill to raise feed grain price supports in return for acreage cuts.

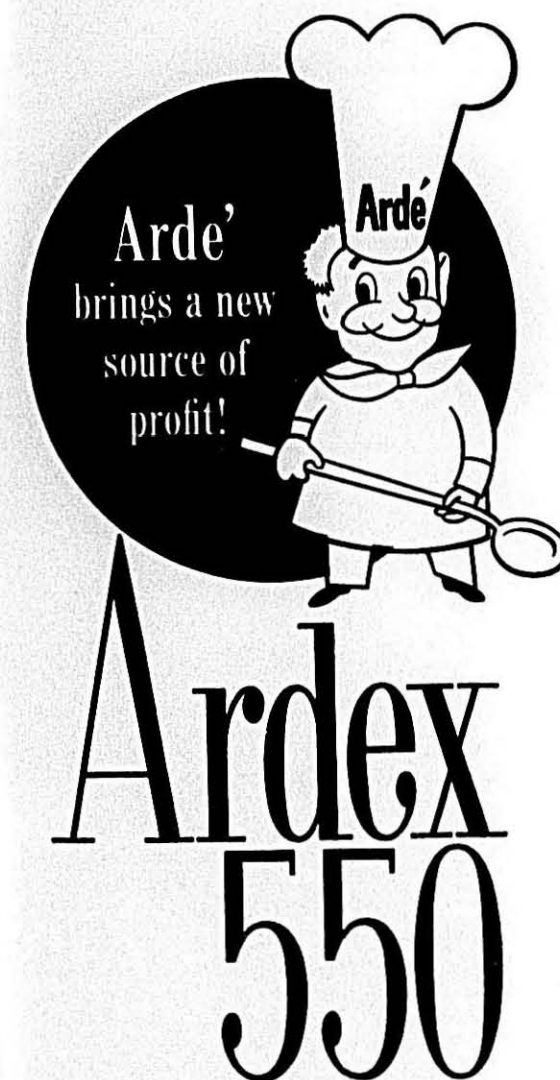
Senate Bill 1282 drawn up by the Durum Growers Association and introduced by Senator Milton Young of North Dakota is receiving favorable consideration, it is reported. The bill would give recognition to durum as a separate class of wheat which would help in sweeping acreage cuts that might make it difficult to meet even domestic needs.

Potatoes Get Subsidy

The winter crop of potatoes is 403,000,000 pounds, 20 per cent larger than a year ago. The average farm price in mid-February was down 41 cents from a year ago to \$1.80 per 100 pounds. The government tries paying a 60 cent subsidy per 100 pounds through processors to draw lower grades to starch and flour makers, leaving higher priced top grades for table use.

Durum Exports

Sale of 314,700 bushels of number three Hard Amber Durum was announced by the Commodity Credit Corporation during the last week of March. These sales were for export to France and Germany. It was reported Italy was the principal buyer of 118,000 tons of number one hard spring wheat for Gulf shipment.



Uniquely bland
protein supplement for
macaroni products

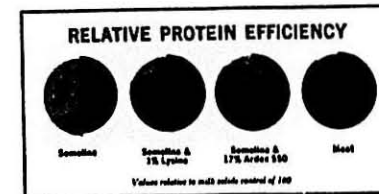
Expand your macaroni sales, profit margin, and merchandising appeal with new Ardex 550 protein supplement.

Ardex 550 is uniquely bland—neutral in taste, odor and color. It is extremely high in well balanced protein—higher than meat or milk solids . . . yet, per pound of protein, it costs only about one-fifth as much as milk solids, and many times less than meat.

Ardex 550 also gives you more merchandising appeal. It resists over-cooking and maintains appearance and nutrition without altering flavor. Boosts tolerance to matting on steam tables and is preferred in canned or frozen foods because it imparts firmness to individual strands of macaroni products.

By adding 17% Ardex 550 to semolina you can increase the protein content of macaroni to 20%, on par with fresh meat.

For more information on building sales and profits with Ardex 550, write ADM today.



Archer-Daniels-Midland
200 Investors Bldg - Minneapolis 2, Minn.

Myverol—

(Continued from page 14)

Note: Laboratory No. 93603 represented the control, made from a blend of semolina and farina. Number 93604 consisted of the same farinaceous blend, with one per cent Myverol added, using the water dispersion method. Number 93605 consisted of the same farinaceous blend, containing one per cent Myverol, using the dry method.

The results of this test show that the use of Myverol has very little effect on the color of the product. It is to be noted that the products containing Myverol, particularly those manufactured by the dry method, show many white specks along the surface. These specks were very conspicuous, and would be undesirable in the product. However, it was noted that during the cooking process the white specks disappeared, owing to the heat which apparently melted and dispersed the ingredient throughout the product.

Cooking Tests

The above products were subjected to cooking tests, using our Standard Cooking Procedure and the Buhler cooking apparatus (5). The cooking procedure is one that has been accepted by the Food and Drug Administration for determining loss of water soluble vitamins in macaroni products. This procedure was adopted as a result of an investigation made into the methods of cooking macaroni products by the National Macaroni Manufacturers Association laboratory and the Food and Drug Administration. Our cooking procedure consists of cooking the spaghetti in boiling water for 20 minutes. The products were examined after cooking for increase in weight, increase in volume, and per cent solids residue or slough in water. The criteria of a good spaghetti product is that it should show a maximum increase in weight and volume, and at the same time, show a minimum amount of solids residue in cooked water. The results are tabulated in Table II, as follows:

TABLE II

Lab. No.	% Increase in Weight	% Increase in Volume	% Residue in Cooked Water	
93380	235	215	7.5	Control
93381	250	190	6.8	0.4% level
93382	242	205	6.6	0.8% level
93383	275	250	6.9	1.2% level
93603	244	215	7.0	Control S-31066
93604	235	200	5.2	1% level S-31064
93605	280	260	6.1	1% level S-31065

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It is to be noted that these cooking tests were run in duplicate, and the average of the results reported in the above Table. Myverol has the tendency to reduce the amount of dissolved solids in the cooked water, as a result of the vigorous boiling, and therefore inhibits the deterioration of the products during the boiling.

Mechanical Strength

The mechanical strength of the uncooked macaroni product has always been regarded as an important criterion of its quality (6). By means of our Bending Stress Tester, manufactured by Buhler Brothers, we determined the mechanical strength of each one of these products, and used a factor called Resiliency Index (7). This is an arbitrary resiliency index, which we decided upon as a result of a recent study. This Resiliency Index is determined on our Stress Tester by noting the deflection or bend that takes place in the spaghetti when it is subjected to tension. The I or resiliency index equals DF divided by DT times D². DF equals deflection or bend. DT equals the force applied, or the distance traveled during the breaking. D² equals the square of the diameter. The greater the R.I., or Resiliency Index, the higher is the mechanical strength and its resistance to breakage. Therefore, the products involved were subjected to this mechanical Stress Tester, and the average results of duplicate determinations are tabulated in Table III, as follows:

TABLE III

Lab. No.	R.I. Resiliency Index	
93380	15.6	Control
93381	16.0	0.4% level
93382	15.7	0.8% level
93383	15.9	1.2% level
93603	18.9	Control S-31066
93604	20.0	1% level S-31064
93605	20.2	1% level S-31065

It is to be noted that the products manufactured under our supervision, laboratory numbers 93380 to 93383, which consisted of a granular, namely, 92 per cent of semolina and eight per cent of flour, showed very little change in the Resiliency Index. The products manufactured from a granular, laboratory numbers 93603 to 93605, which consisted of a blend of semolina and farina, showed a significant difference in the mechanical strength, as measured by the Resiliency Index.

Refrigerated Products

Experiments were determined to see the effects of Myverol in a refrigerated macaroni product. It is customary for restaurateurs and home makers to store cooked spaghetti in a refrigerator overnight, and then heat and serve it the following day. It has been observed that during the refrigeration of spaghetti, a great deal of moisture is exuded on the surface, which is known as the phenomenon of syneresis, or "sweating" (8). The above seven products, after being cooked, were stored at 34 degrees Fahrenheit in the refrigerator for a period of seven days. At the end of each day, they were removed from the refrigerator and examined very carefully by a panel of four individuals. It was noted that after the first day, the controls showed a greater degree of stickiness than those products which contained different quantities of Myverol. It was further noted that the product containing 1.2 per cent, our laboratory number 93383, showed the least amount of stickiness. Also, the "sweating" on the spaghetti surface appeared less in those products containing the Myverol than in the controls.

Experiments were conducted commercially to determine the effect of Myverol in canned cooked spaghetti products. With the cooperation of a cannery, three products were canned as follows:

No. Sample

93380	A	control product
93382	C	containing 0.8% Myverol
93383	D	containing 1.2% Myverol

These products were all blanched for a period of seven minutes. When the blanched spaghetti, in each instance, was placed into the cans prior to the saucing operation, it was noted that samples C and D were much easier to handle over a prolonged period and did not become sticky.

Sample A, the control, tended to become very sticky, and had to be wet down several times in order to handle properly.

(Continued on page 24)

THE MACARONI JOURNAL

MACARONI USA

Betty Crocker Presents Hawaiian Pork Chops and Macaroni

The flavor of the
50th state
is captured in this
tasteful dish!



HAWAIIAN PORK CHOPS AND MACARONI

1 pkg. (7 to 8 oz.) small size macaroni shells
6 to 8 pork chops
1 can (8 oz.) mushrooms, sliced
1 clove garlic
6 to 8 slices pineapple, fresh or canned

Follow manufacturer's directions for cooking macaroni. Spread evenly in greased baking dish, 13 x 9½ x 2" or 3-qt. baking dish. Rub skillet with cut clove of garlic. Then brown chops on both sides (medium heat). Season with salt and pepper. Trim off excess fat.

Sauté mushrooms in pork drippings (about 5 to 10 min.). Heat oven to 350° (mod.). Sprinkle mushrooms over macaroni. Arrange chops on top of macaroni and top each with a slice of pineapple. Pour Curry Onion Sauce (recipe below) over chops and macaroni, allow some of the pineapple to show. Bake 1¼ to 1½ hr. until chops are tender. Garnish with parsley. 6 to 8 servings.

Curry Onion Sauce

¼ cup butter
¼ cup minced onion
¼ cup GOLD MEDAL Flour
2 tsp. salt
1¼ tsp. curry powder
4 cups milk

Using same skillet chops and mushrooms were cooked in, melt butter and sauté onion until transparent. Blend in flour, salt and curry powder. Remove from heat. Stir in milk. Bring to boil, stirring constantly. Boil 1 min..

Success Tips:

1. Be very careful not to overcook macaroni otherwise it may become soft and mushy on baking.
2. Brown pork well, this improves flavor.

Pork chops and macaroni made even more delicious together by a spicy curry sauce.

The National Macaroni Institute's "A Salute to the 50" gains the whole-hearted support of General Mills and Betty Crocker with this proud new dish inspired by our newest state. We offer you and your customers the recipe for Hawaiian Pork Chops and Macaroni after thorough testing in our Betty Crocker Kitchens and in typical homes across the country. We're certain this dish will be another piece of savory evidence that your customers can enjoy your products imaginatively, easily, *deliciously!*

To the leading producer of the finest Semolina and Durum flours it is a source of pride to be associated with the macaroni industry. Look for more recipes from Betty Crocker in our MACARONI USA program to help you increase your profits through the broadened use of your products.

For more information on this new Betty Crocker recipe program ask your Durum Sales representative, or write...

DURUM SALES
MINNEAPOLIS 26, MINNESOTA



Myverol—

(Continued from page 22)

All samples were sauced from the same batch of spaghetti sauce, sealed, and retorted for 40 minutes at 240 degrees Fahrenheit. These products were examined initially, and it was noted that there was very little difference in the texture and appearance of the spaghetti. They were then stored for a period of two weeks, and again the samples were very carefully examined by our panel of four members. Sample A, the spaghetti without Myverol, was soft and mushy, and had a poor sauce cling. Samples C and D were firm and had a good sauce cling.

These products were also evaluated for quality by the canners, whose results paralleled those of our panel testing group. The consensus of opinion was that Sample D, which contained 1.2% Myverol, produced the spaghetti with the best qualities during the canning process. It had a maximum firmness and showed the maximum sauce cling, which is important for uniform dispersion of sauce in the canned spaghetti.

Summary

1. Myverol (Distilled Monoglycerides) can be added to macaroni products by means of a dry feed or a water dispersion method.

2. Macaroni products containing different levels of Myverol can be manufactured commercially without impairing the efficiency of the process.

3. The results of this investigation show that a level of 1.2 per cent Myverol produced a canned spaghetti with improved cooking qualities, and was superior to the control spaghetti which did not contain Myverol.

4. Spaghetti containing specific amounts of Myverol can be used in the canning process with significant improvements to the texture of the product, greater firmness, less stickiness, and more uniform cling for sauce.

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Acknowledgments

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Distillation Products Industries, Division of Eastman Kodak Company, Rochester, New York, for their kind cooperation in supplying us with samples of Myverol (Distilled Monoglycerides); Dr. A. Z. Vermeylen, of A. Zerega's Sons, Inc., Fair Lawn, New Jersey, for his wholehearted cooperation in the use of his plant facilities; Charles Graham, Food Technologist and Chemist for Giola Specialty Foods, Inc., Odessa, Delaware, for the canning experiments; Lolita Ramons and Olite Diaz, for their technical assistance.

U.S. Per Capita Flour Consumption Down

Civilian per capita consumption of wheat flour in 1961 is forecast by the Agricultural Marketing Service at a new record low of 116 pounds. This estimate, made in the American Marketing Service quarterly review of the national food situation, compares with the per capita flour consumption rate of 117 in 1960 and 119 in 1959. The 1947-49 average was 137 pounds, while the 1935-39 average was 160.

Flour consumption per capita has been declining every year since 1945, except for 1958 when it showed one of the few peace-time increases of the present century. Per capita use increased one pound between 1957 and 1958.

On a wheat grain basis, per capita consumption of wheat for food in 1960 averaged 164 pounds, down two pounds from the previous year and 66 pounds less than the rate in 1945. The 164 pounds of wheat consumed per person in 1960 is little more than half of the 315-pound average half a century ago.

Little Change

At the same time, aggregate domestic food consumption of wheat has changed little in the past 50 years, with a total of 484,000,000 bushels in 1960, against an estimated 478,000,000 in 1910. In addition, because of sharp population expansion, total consumption of wheat for food declined by a smaller percentage from 1945 to 1960 than the per-person rate. Total consumption for 1960 was down only two per cent from 495,000,000 bushels in 1945. Total consumption actually increased three per cent from 1958 to 1960.

Civilian per capita consumption of other cereal products is expected to show little change in 1961, as compared to 1960. Estimate of rye flour consumption for 1961 is 2.7 pounds, same as in the preceding two years, but 16 per cent less than 1947-49 average of 3.2. Corn meal per capita consumption in

1961 is forecast at 7.3 pounds, same as in 1960, but 43 per cent less than the 1947-49 average of 12.9 and 68 per cent below the 1935-39 average of 23.1. On the other hand, hominy consumption, forecast at 3.0 pounds per capita in 1961, has been increasing in recent years. The 1961 forecast is seven per cent above the 1947-49 average of 2.8 pounds and 114 per cent more than the 1935-39 average of 1.4.

Consumption of wheat breakfast cereals in 1961 is expected to remain unchanged at 2.7 pounds, same as in 1960 and 1959, but 16 per cent under 1947-49 average of 3.2 pounds. Corn breakfast cereal consumption is estimated at 1.8 pounds, also unchanged from the previous year, but 20 per cent above the 1947-49 level.

Consumption of rice for food in the United States in 1961 is estimated at 5.7 pounds, against 5.8 in previous year, and 1947-49 average of 4.9.

Retail prices of cereal foods are expected to average a little higher than in 1960 because of likely further increases in marketing charges, the Agricultural Marketing Service states. Last year, consumers in cities paid around two per cent more for cereal and bakery products than they did in 1959.

Supplies of food grains during the remainder of the 1960-61 marketing year will remain far in excess of anticipated domestic needs and exports.

Civilian demand for all food in 1961 is expected to be at the high level of recent years, with consumer expenditures for food this year in about the same proportion of income as last year. Retail food prices this year are not expected to average greatly different from 1960.

Spot Announcements for "Quiet Miracle"

The Bakery Sales Service Department of General Mills, Inc. has prepared a series of six spot television announcements commemorating the observance this year of the twentieth anniversary of enrichment—"The Quiet Miracle."

The announcements are being made available to bakeries and regional and local groups in various sections of the country. They were produced by General Mills in cooperation with the Wheat Flour Institute and the American Bakers' Association, principal sponsors of this year's enrichment anniversary observance.

The announcements may be obtained from General Mills representatives or upon request to the Bakery Sales Service Department, 9200 Wayzata Boulevard, Minneapolis 26, Minnesota.

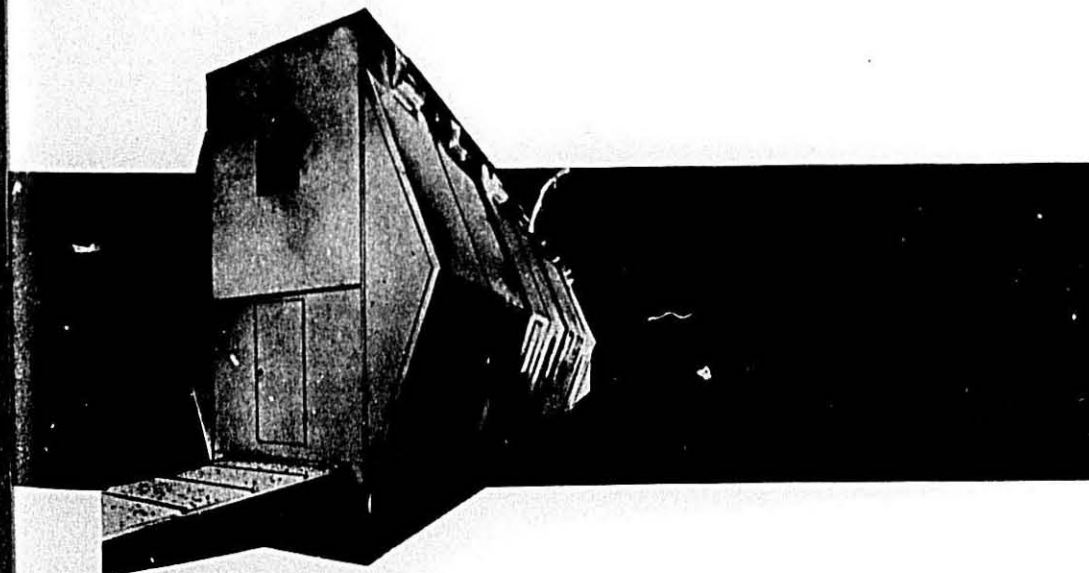
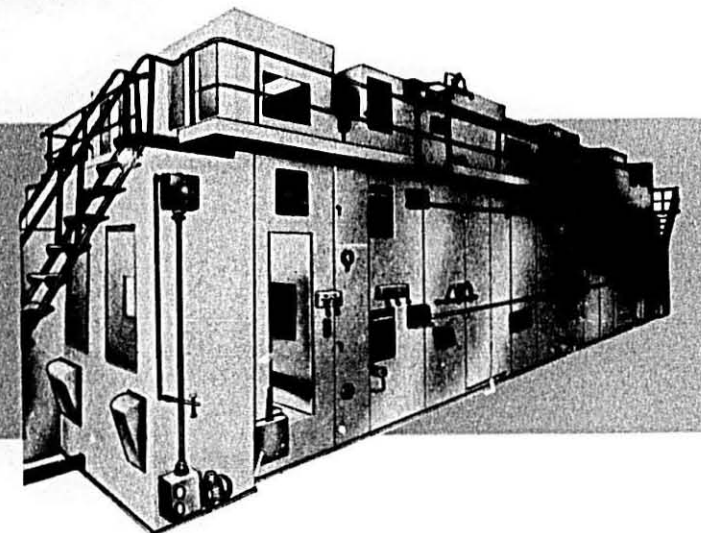
GARBUIO

IMPIANTI di ESSICCAZIONE

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Tunnel for the discontinuous or continuous automatic drying of long macaroni products.

300/PL



Von's Story—

(Continued from page 6)

manufacturer knows how much profit his products contribute, it opens the door for new promotional possibilities. In time, day-to-day performance figures on an item-by-item basis may be as common as statistics on total company profits.

Return on Investment

Return on investment is so important. Simply stated, rate of return on investment can be defined as follows: R = annual gross profit over average inventory investment.

Computers now make it possible to readily obtain this information for every single item in the warehouse. Buyers are beginning to scrutinize such figures more closely, with an eye to getting the best return on every investment dollar.

Over a period of years, food chains have found it increasingly necessary to reduce their working capital so they can use these funds to finance their booming store expansion programs. This means that the manufacturer who can provide ways of reducing the retailer's investment in his merchandise will meet with a cordial reception.

The increasing importance of investment data also calls for a reappraisal of turnover performance on every product. The two are closely linked, and for this reason the chains will direct much effort at maintaining better-balanced inventories. Thoughtful

study by manufacturers whose products are involved could produce material benefits for their retail customers—as well as themselves. One result may be that manufacturers will undertake to warehouse low-turnover items on a service basis for longer periods of time.

Store movement of stock is closely related to warehouse inventory. Data processing equipment now enables super market companies to evaluate the relationship between warehouse inventory and store movement. This can help prevent out-of-stock conditions—a situation which has plagued the industry for years simply because it reflected too much guess-work in buying.

Manufacturers can make use of statistics such as those from the Von's Study as a guide to the performance of their own products. They provide excellent criteria for proper movement-inventory relationships, and can form the basis for improved warehousing and distribution programs.

Space Allocation

Food chains are beginning to look at the allocation of shelf space in a new light. The growing concentration of food sales in the hands of giant chains, co-ops and voluntaries, prophesied by Super Market Merchandising years ago, has brought about greater headquarters direction over all aspects of the business; this in turn has accelerated the need for more sophisticated control of shelf space, which can now be sensibly allocated and re-evaluated

on the basis of overall performance data from headquarters. Such information can be cranked out with the flick of a switch, and will enable headquarters to make decisions at a moment's notice.

However, the use of shelf allocation predicated on movement alone is being challenged by the dollars-and-cents facts on gross profits. When checked out by the machines, more shelf space may produce bigger sales of a given product but smaller overall profits.

The computer age may pose a new challenge to private labels. While food chain net profits remain fairly stable—operating expenses, and resultant gross profit margins, are steadily climbing. Under such circumstances the industry can no longer hope to operate on a hunch basis. This may very well mean that in the future, private brands will be subjected to much closer scrutiny—and this could hasten a downswing in the super market's emotional attraction to private labels.

Here is what Harold G. Ward, Sales and Merchandising Manager of Von's has to say about his company's feelings toward such controlled brands: "Very few people we know, that have private labels, actually comprehend what the true profit story is on them. But we know where we stand, right down to the penny, with respect to our merchandise. That is one of the reasons we haven't much confidence in private labels."

Balanced Promotion

Just how the concept of balanced promotion will affect the manufacturer we aren't quite sure. We know, for example, that promoting TV dinners can mean fewer hamburger sales—promoting canned peaches will result in less apple sauce being sold. But the important question is this: will a promotion increase customer count and the average purchase at the checkstand?

Modern methods are making it possible to measure these results accurately, and manufacturers can expect to be called on to forecast the effect of any promotion they submit. To get the answers, manufacturers must find new ways to prove the value of their own particular promotions. With the tools already available, they are at least in a position to do so.

Furthermore, costs are being pinpointed as never before. As a result, chains are beginning to resist building special displays in stores because of their high labor costs. Add to this the fact that retail clerks unions are fighting the use of manufacturer representatives for servicing in-store dis-

(Continued on page 28)

THE MACARONI JOURNAL

MALDARI'S INSUPERABLE MACARONI DIES

STAINLESS STEEL

FOR LONGER AND HEALTHIER

DIE LIFE

IT PAYS TO PRACTICE

DIE-GIENE

Return Your Dies to
Us Regularly for Periodic
Checkout and Reconditioning

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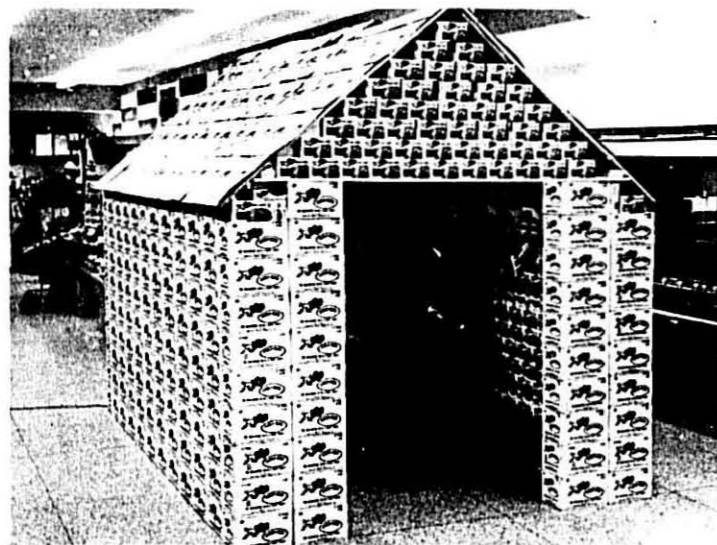
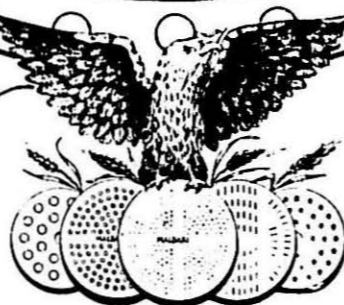
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ESTABLISHED 1903
BRONZE

MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY
ALLOYS

COPPER



The House of Curly-Roni. Here is a clever display promoting one of American Beauty's macaroni products at a H. E. Buff Store located in Temple, Texas, during the Lenten season this year. It was reported the entire quantity moved out in three days. In the background can be seen the Gigantic Soup Sail display of Mrs. Gross' soups described on page 20 of the March Macaroni Journal.

Von's Story—

(Continued from page 28)

plays, and the unions are winning out. It may mean that manufacturers and their advertising agencies will be forced to sit down and plan new strategies to increase super market sales.

Some possible solutions to the problems it raises are: Promotions tailored to individual chains could be one. The idea is becoming more practical, since it would now involve only a few hundred headquarters offices controlling the lion's share of super market sales volume.

And here's another possibility: In-store displays—mass produced at the manufacturer's plant; distributed and handled through the warehouses of chains and volunteers in the same way as deal merchandise.

Costs must be licked, and palletized shipments already being used in many stores may offer the answer.

These new trends in merchandising should stimulate manufacturers to go back to selling their entire family of products, instead of concentrating solely on individual items. Take a moment to study the accompanying table. It lists the profit contributions of 15 well-known companies to Von's 1959 gross, and it makes a powerful story.

General Foods	\$ 158,994
California Packing	138,230
Scott Paper	118,188
Campbell Soup	109,231
Libby	107,636
Dole	91,330
Corn Products	80,178
General Electric	74,883
American Tobacco	69,039
Crown-Zellerbach	69,469
Kellogg	67,589
R. J. Reynolds	65,202
General Mills	64,068
Procter & Gamble	63,585
P. Lorillard	58,372

Total \$1,334,594

This represents 32 per cent of the total gross profit for the 3,431 warehoused grocery items studied.

Fashion Business

The significance of the product explosion is that the rush of new products to the shelves has transformed food retailing into a fashion business. The equivalent of 31 per cent of Von's grocery warehouse inventory was involved in change during 1959. This included the addition of 490 new items.

This constant flow of new products has increased the responsibility of buy-



Miskin Macaroni displays "everything for a real spaghetti dinner" at the huge Food Land store containing 30,000 square feet of space on Ranier Avenue in Seattle, Washington.

ing committees, and their need for facts to guide them in making decisions. As a result, the time is fast approaching when manufacturers will see fit to send their own top executives to headquarters offices for a discussion of marketing strategy—rather than to simply submit promotion ideas by way of their salesmen.

Manufacturers can exploit this trend by spreading the doctrine of more shelf space for more food items. They should not go along with some studies which advise adding more non-foods at the expense of food space. The super market still has a long way to go before it can be considered a real one-stop food store.

Arbitrary Decisions

In this connection, too many manufacturers have accepted the arbitrary decision of some chains to carry only two or three brands. They have not fought hard enough to show that more brand representation on the shelves can add to the overall profit.

Is there room on the super market shelf for products that neither move fast nor produce big profits? If this question is directed at the manufacturer who has such a product, here is one way he can try to answer it. Let him show that his brand is a traffic-builder to bring customers in and keep them. That calls for more consumer studies. Super market buying committees are deeply concerned with the problems of attracting customers too. It makes more sense for the salesman to talk traffic-building rather than profits, when profits are not his product's story.

Deals—Deals

The quickening pace of new food product introduction is today being matched only by the furiously increasing tempo of deal merchandising. At Von's, for example, over eight per cent of the items analyzed were affected by deals. The accompanying chart shows which product lines accounted for the greatest activity in this direction. Thus, soaps and detergents were responsible for 38 per cent of total deal movement for the categories under study. Here is one additional area where each product will be increasingly judged by its profit performance—and not by accelerated shelf movement alone.

Soaps and detergents	38%
Coffee	9%
Cleansers and cleaners	8%
Oils and shortening	7%
Baking mixes	5%
Pet foods	4%
Fish, canned	4%
Mayonnaise, salad dressings, etc.	4%
Laundry aids	3%
Margarine	3%
Vegetables, canned	2%
Tea	2%
All others	11%

In Summary

To sum up, here are the 10 vital ideas that a manufacturer and his ad agency should take away from the Von's study:

1. The age of the computers is bringing scientific merchandising with it. Buyers and merchandisers will make more and more of their decisions based on data processing. Instantaneous reports will make it possible for them to take effective action to prevent losses beyond calculated risks, not after they happen but before they happen. Manufacturers need to develop the same computer approach to marketing, to be on common ground with retailers who already have such equipment, and to be able to guide those who don't with intelligent selling information.
2. The common denominator in the super market business is fast becoming dollar profits, not percentage margins. Manufacturers can increase the effectiveness of their selling with more data on what happens to their own products under different selling circumstances.
3. Return on investment is a vitally new measurement of performance that will increase in use. Buyers will look for more ways to reduce capital invested in inventory. That calls for manufacturers to reduce distribution costs, find ways to increase the efficiency of warehousing.

(Continued on page 30)

THE MACARONI JOURNAL

LAVAN

MACCHINE ED IMPIANTI PER PASTIFICI
GALLIERA VENETA

SALES REPRESENTATIVES

East zone: **ROBERT MARR & SON, INC.**

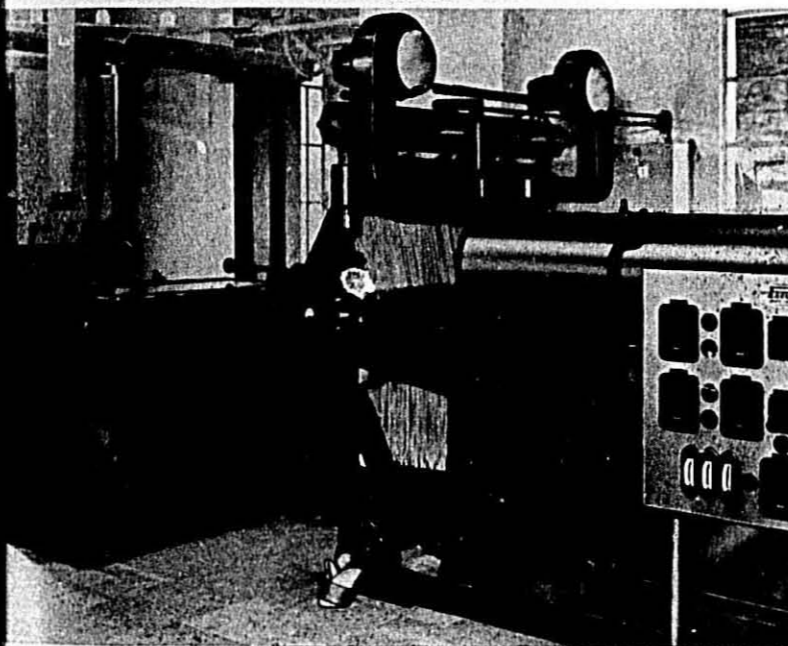
154 NASSAU STREET, NEW YORK 38, N.Y.

WOrth 2-7636

West zone: **ASEECO, INC.**

1830 W. OLYMPIC BLVD.

LOS ANGELES 6, CALIFORNIA



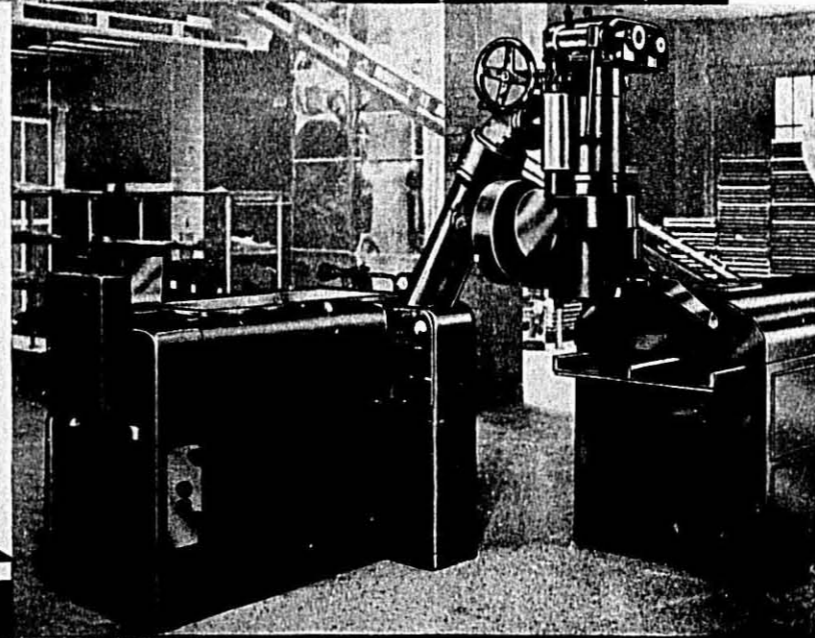
Press with Automatic Spreader, rectangular die.

REVOLUTIONARY DEVELOPMENT IN THE TECHNIQUE OF MACARONI PRODUCTION.

Press for short goods with round die.

NEW TYPE PRESSES WITH ALL COMPONENTS ON THE FLOOR NO STEPS EASILY ACCESSIBLE FACILITATES CONTROL

AVAILABLE IN DIFFERENT MODELS; FOR PRODUCTION OF 700, 900, AND 1600 POUNDS PER HOUR.



Von's Story—

(Continued from page 28)

4. Scientific merchandising with the aid of data processing systems will hasten the growth of the big retailing chains, voluntaries and co-ops. As predicted by Super Market Merchandising years ago, the food industry has become headquarters dominated. Manufacturers must direct more of their efforts at these headquarters—not with ordinary sales pitches, but with complete marketing programs.

5. Tailor-made promotions to suit the needs of individual chains are called for. The resistance to special displays must be overcome by more imaginative promotions that are not as costly to the chain—promotions that increase total sales and customer traffic in the store, not simply the movement of the manufacturer's own products.

6. Merchandising chains like Von's are showing the way to other food retailers to extend the variety of products they carry. Manufacturers should continue to pour new products into super markets, particularly since they offer an opportunity to rebuild the profit structure. And, of course, new products can help offset private labels since the latter thrives on staples, not on new lines.

7. Scientific merchandising focuses the spotlight on products that have hidden sales potential, but which, up to now, have been largely ignored by manufacturers themselves because of the lack of performance data. It calls for closer scanning of every product's performance in the super market.

8. The time is more opportune for manufacturers to promote their entire family of products to the trade. This can be used to forcefully augment individual brand promotion.

9. Private labels will be increasingly subjected to the merciless scrutiny of computers. Emotions may no longer hold sway on this issue. And arbitrary brand policies that have kept many manufacturers out of some chains, frustrating truly national representation, will also be reviewed. The facts will be served up by the computers, and they will mean more than anything buyers, or your own salesmen, say.

10. More consumer studies are in order to justify the existence of products which do not have dazzling sales and profit figures but which do much to keep old customers, and attract new ones.

Oversight

The correct listing in the April BUYERS GUIDE of two companies under the heading "Manufacturing Equipment" should read as follows:

BRAIBANTI COMPANY, Lebara Corporation, 60 East 42nd Street, New York 17, New York. Manufacturers of completely automatic lines for long, twisted and short goods. Automatic presses from 100 to 3,000 pounds per hour. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free consultation service for factory layouts and engineering. See ad pages 30-31.

THE BUHLER CORPORATION, 4207 Nicollet Avenue, Minneapolis 9, Minnesota. Planning and Engineering of complete macaroni factories; consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short and long goods, multi-purpose dryers for short, long and twisted goods, automatic cutters for dry long goods twisting machines, die cleaners, laboratory equipment. Complete flour and Semolina bulk handling systems. Sales offices at: 230 Park Avenue, New York and Room 515, 327 South LaSalle Street, Chicago. Sales representatives: Arthur Kunz, New Orleans; Hans Zogg, Los Altos, California; E. C. Maher Company, Los Angeles; Ben Borg, Seattle; Buhler Brothers, Limited, Toronto, Ontario, Canada. See ad page 23.

Under the heading "Eggs" the following company listing should appear: **HENNINGSEN FOODS, INC.**, 60 East 42nd Street, New York 17, New York. Manufacturers of egg yolk solids.

Regional Meetings—

(Continued from page 5)

tives William Taskett and Reese Hogle.

Suppliers that attended the luncheon included Vern McEvoy of Centennial Mills, Jim Brodell of General Mills, Joseph Proctor of Cello Bag Company, D. H. Kerr of Dobeckmun, and James K. Noble of Longview Fibre Company.

In San Francisco, Roma Macaroni Company was represented by Frank Cafferata and George Paolini. Louis Muzzio came up from San Jose to represent California Paste Company; D. Merlino and his son Richard came over from Oakland; while Golden Grain of San Leandro was represented by Vincent, Tom, and Paul DeDomenico. Their advertising agent, Charles Feld from McCann-Erickson, attended. In addition to Richard Oddie of the Bank of America and Bob Green, Association secretary, who conducted the meetings, Joe Personeni of Rossotti Lithograph was on hand to check facilities at the Mark Hopkins Hotel for the forthcoming convention in July.

Los Angeles

In Los Angeles, Hugh Chamberlin of the Evaporated Milk Division of the Carnation Company reported that the Olive-Tuna-Macaroni Loaf campaign was being merchandised in 22,000 key outlets and that the quarter of a million dollar advertising program was showing satisfactory results. He called for regional reports from macaroni manufacturers who tied in to the related item campaign.

Ralph Frank, Jr. of Lawry Foods described a post-Lenten promotion with their spaghetti sauce mix and dry spaghetti, backing it up with merchandising materials and national advertising.

In attendance at this get-together were Fred and Emil Spadafora of Superior Macaroni Company, Al Katske and Jack Reining of Mrs. Weber, Bob William and Sandy Blavin of Western Globe Products, Camillo DeRocco of Florence Macaroni, Henry Bonamico of Prince, Roy N. Lesa of Angelus Macaroni, and Angelo Guido of Anthony Macaroni. Jack Lynes of Sills' Los Angeles office was in attendance as was Joe Hillmann of Lawry Foods.

Chicago

The best turnout at a Chicago meeting in some time came to see the premier of the new North Dakota Wheat Commission film "Durum—A Standard of Quality." This excellent presentation produced by Bill Snyder Films of Fargo tells the consumer the durum story. It received enthusiastic reception from the following: Irving Grass and his son Donald of Chicago; Albert Bono and Ben Ryden of the John F. Canepa Company; Stanley Wilde of Grocery Store Products and his advertising agency representative, Sam Morgan; Lloyd Skinner, Cleo Hanev and Bill Clarke of Skinner Manufacturing Company, Omaha; Arvill Davis, Joe Johnson, and Emmett Taylor of Goch Food Products, Lincoln, Nebraska; Albert Ravarino of Ravarino & Freschi, St. Louis; millers George Feber, Gene Kuhn, Frank Herbert, Tony DePasquale, George Hackbush, and Dick Vessels; Bill Berger of Buhler Brothers; John Sullivan of Lawry Foods; Charles Hoskins; and John Bohan of Sills' Chicago office.

It was agreed at all of the meetings that periodic get-togethers stimulate thinking and exchange of ideas that tend to stabilize tough competitive situations with a general appreciation of overall problems faced by every company.

The ASEECO System for NOODLES

24 hour — round-the-clock production.

NO HANDLING from press to shipping case!

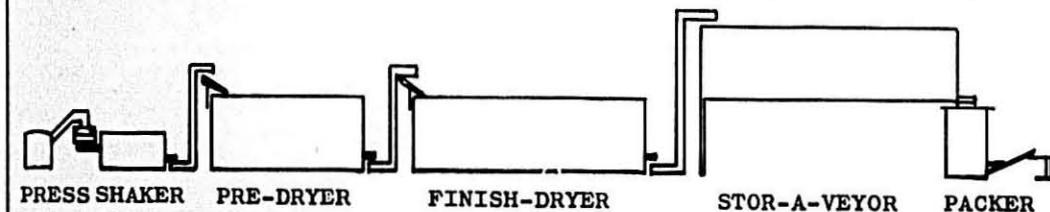
Aseeco fully automatic weighing and filling system for noodles in cello or poly, or—

G-R (Garibaldi-Riccirelli) fully automatic carton line — weigh, fill, close.

One operator required for automatic continuous press;

None for shaker dryer, preliminary dryer, continuous dryer, stor-a-veyors moving storage for 24 hour production; weighing, filling and closing.

Second operator fills shipping cases. Aseeco will supply any or all parts of the system.



The Aseeco Corporation, 1830 W. Olympic Blvd.
Los Angeles 6, California

Telephone Steve Brodie or Vaughn Gregor
at DU. 5-9091. We service the entire U.S.
Western distributor for Pavan Equipment.

NDAC 1961 Durum Recommendations

North Dakota Agricultural College recently announced its durum recommendations for 1961.

Langdon and Ramsey will continue to be good varieties, according to NDAC, as will Lakota and Wells. All four are acceptable for milling, according to observers of the trade.

Langdon and Ramsey likely will account for a larger percentage of the harvest, according to present planting intentions, than will Lakota and Wells, despite the fact that the latter two varieties have more rust resistance. This is due largely to the fact that Lakota and Wells tend to smaller kernels and lower test weight per bushel. Certain growers have also reported that Wells is somewhat susceptible to fungus damage under certain growing conditions.

Mindum and Sentry may continue to be grown, along with the other four varieties, in areas where rust is less common, advises the NDAC. Sentry has some tolerance to 15-B stem rust, which, together with its earliness, may help it to ripen ahead of serious damage from rust. Mindum, an old variety, still does well in non-rust years.

Sentry, it should be pointed out, however is very subject to fungus damage under certain growing conditions.

If the fungus damage runs above seven per cent, grain specialists remind, it is not eligible for loan and could be discounted quite heavily in the terminal market.

New Italian Durum Mill

A contract to build the largest semolina mill in Italy has been awarded Buhlers of Uzwil, Switzerland, by Molino & Pastifici Paolo Agnesi & Figli S.P.A.

The new mill will consist of two units with a combined grinding capacity of 240 metric tons of wheat per 24 hours, or about 3,800 cwt. of semolina. The output will be used to expand the company's macaroni goods production. The new mill, a pneumatic plant, will include four-roller-mills MDDB with roller bearings, plansifters "Planostar" MPAD with easy adjustment of flow-scheme to quantity and the MORC purifier with three-sieve layers.

Buhler of Switzerland will furnish the new machines, while the company's Milan branch will draw plans and supervise construction.

Supermarket Expansion in Italy

A new American-style bakery, a salad kitchen and a meat packaging plant are ready to go, as Supermarkets Italiani expands its operations in Milan

and Florence, Italy.

Learning by experience, the new stores provide larger dairy, meat and produce departments. "Perishables are more important than we thought, and we're doing bigger business every day," says Richard W. Boogaart, managing director.

To be introduced during the coming weeks are products of the new salad kitchen, which will try American-style salads on the Italian public—potato, vegetable, jellied and fruit salads. Potato and vegetable salads are normally served in Italy "Russian style"—that is, with mayonnaise.

This department is also designed to prepare meat fillings for the fresh ravioli, tortellini and other pasta products already produced on the premises.

"Everything you can find in a United States bakery department" is what the supermarkets have in mind for the new bakery kitchen, located in Florence, but trucking its products daily to Milan. That includes such delicacies as doughnuts and sweet rolls.

A new meat packaging plant is now wrapping cheeses and luncheon meats for all five Milan supermarkets, which formerly did their own. The change in system provides greater efficiency, as the plant is located right next to the central warehouses.

DATA PROCESSING

from an article appearing in "Food Business"

THE THEORY that electronic data processing is a nicely reserved only for the big business just isn't so. Example: Delmonico Foods, Louisville, Kentucky, macaroni producer—grossing under \$5 million last year—is getting a quick monthly market analysis plus money-saving paperwork accuracy and speedup with a "miniature" data processing system.

Something over a year ago, Delmonico management plugged \$10,000 into an office machine made by Friden, Inc., called a Computyper. This machine handles both factory orders and invoices in half the time formerly required. A by-product punched tape prepared by the Computyper during invoicing is sent, at close of each month, to an IBM service bureau for tabulated analyses; completed reports begin coming back one week later.

"We need about 20 different reports each month," says Office Manager Arthur O'Toole, "and when we did them by hand, with our own calculations, they weren't ready until a month after all the data was in. With the Computyper tape, we can have them within eight days.

"Chances for error are virtually eliminated" according to O'Toole, "because only the customer order number, contract number, date entered, date of

shipment, and quantity are entered manually on our factory order blanks. In completing our invoices, only entries made by hand are the invoice date and number of quantity shipped."

Delmonico maintains roughly 700 header cards and 1000 item cards from which the Computyper automatically writes factory orders in triplicate. Selected data from those orders are punched into a by-product paper tape for invoicing later.

Two copies of the order go to shipping for use in order makeup and truck loading. When there are out-of-stock items, notation is made on one copy, which is returned with bill of lading to the office for invoicing.

Besides possible changes in quantities shipped, the shipping office inserts on this copy the invoice date and number, and these notations are the only information the Computyper operator has to type in manually. The machine prepares the rest of the invoice automatically, taking its information from the tape punched out during order preparation. These invoices were previously prepared manually.

"Our Computyper calculates price extensions automatically, and invoicing is faster and more accurate than ever before in our office," O'Toole reports. "Our old method required one

person to extend the prices and figure any discounts, and another to check these figures. That kind of detailed checking is no longer necessary, and that alone cuts the work in half. Two members of our eight-man office staff operate the Computyper, dividing the work to suit themselves, and are otherwise free for other duties. That same work load used to take the entire time of two employees."

West Coast Promotion

Fresno Macaroni Manufacturing Company and the West Coast Macaroni Manufacturing Company at Oakland have announced the biggest radio advertising promotion in the 31 year history of Perfection macaroni products.

Top-rated audience radio stations will carry the Perfection message in Fresno, San Francisco, San Jose, Stockton, Sacramento, Bakersfield, Lemoore, and Modesto.

In New York Subways

In piscatorial splendor a fish made of a variety of fancy cuts and shapes of Ronzoni macaroni products outlined a platter of Brochette of Seafood Marinara served on sea-shells. The dark blue background enhanced the amber of the macaronis and made the sauteed shrimp and mushrooms mouth-watering in appeal. The ad appeared on subway billboards with the heading: "Time for Fish and Ronzoni."

Using a smaller reproduction for store merchandising, and easled standard held recipe pads with information on the dish, Ronzoni Macaroni Company of Long Island City reports good Latin business as a result of the campaign urging consumers to enjoy such food dishes with Ronzoni spaghetti, macaroni and sauces.

Spanish Language Promotion

V. LaRosa & Sons have launched the first major contest ever presented to the important Spanish-language market of New York City. The contest is introducing the new "Fidellini La Rosa" to Spanish housewives.

Attractive prizes offered in the contest during the month of March was an Easter vacation for two in Puerto Rico with all expenses paid; major home appliances; and various consolation prizes.

"Fidellini La Rosa" is a product specifically developed for the Spanish market after a careful marketing study was made for LaRosa by Vega, its Spanish-language agency.

THE MACARONI JOURNAL

BRAND **MONARK** Egg CORPORATION
EGGS

"It's Easier
To Do Business With Us"

Top Quality

DRIED EGG SOLIDS

whole eggs or egg yolks
spray dried under strict quality controls to assure you the finest in uniform color and top quality

And

FROZEN DARK YOLKS

Plants in the heart of the grain belt where yolks are naturally darker. MONARK can furnish exactly what you need for top quality

whatever your egg needs
you'll profit when you call

MONARK EGG CORP.

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HARRISON 1-1970

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

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

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



Western States Representative for macaroni factory suppliers and repairing specialists for dies and macaroni presses.

Manufacturers of ravioli and tamale machines.

40 Years Experience

Bianchi's Machine Shop

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Telephone Douglas 2-2794

SUBSCRIPTION BLANK

The MACARONI JOURNAL
139 North Ashland Avenue
Palatine, Illinois, U.S.A.

Please enter the following subscription for twelve monthly issues. Our remittance is enclosed.

Subscription rates:
\$4 Domestic
\$5. Foreign

Name _____
Address _____

Please include postal zone number

Subscribers ordering a change of address are requested to notify us at least four weeks in advance and give us their old address as well as the new.



Delmonico Office Manager Arthur O'Toole watches as edge-punched card feeds item information for automatic writing by Computyper.

WAY BACK WHEN

40 Years Ago

• A large cartoon drawn for the May 1921 issue depicted "The Old Swimming Hole" as the National Macaroni Manufacturers Association. Members H. P. Rossi, C. F. Mueller, L. G. Tujague, F. W. Foulds and B. F. Huestis were seen enjoying their swim. Member J. T. Williams while paddling about calls out, "Come in—the water's fine," while Secretary Donna as life-guard assists would-be new members to the springboard.

• "Away with the price cutter," says the May Macaroni Journal. "The price cutter is worse than a criminal. He is a fool. He not only pulls down the standard of his goods; he not only pulls down his competitors; he pulls down himself and his whole trade. If the business world were dominated by price cutters, there would be no business at all."

• The Tariff Commission was asking more cooperation from the western macaroni makers in forwarding data on production costs, so that a complete report could be made to the committee on ways and means for consideration in the revision of the present tariff act.

30 Years Ago

• Low and ridiculous macaroni prices were quoted in a number of areas. In St. Louis macaroni in bulk was sold for three and one-half cents a pound. A number of groceries in Oklahoma were selling six packages of macaroni for 25 cents. But Portland, Oregon apparently was leading all the rest of the country with Piggly Wiggly advertising, among other things, a two-pound package for six cents.

• The Foodstuffs Division of the Commerce Department figures showed that in 1931 the average American consumed annually 145 pounds of meat, nearly 20 pounds of breakfast food, 214 quarts of milk, 177 pounds of wheat flour, and three and three-fourths pounds of macaroni, spaghetti and noodles.

• Washington Representative B. R. Jacobs reported that the Federal Specifications Board was considering the classification of macaroni products into four types. "These standards," said Mr. Jacobs, "though not perfect, are broad enough to allow sufficient latitude to meet the requirements and yet are sufficiently tight to prevent substitution of one raw material for the other."

20 Years Ago

• The program for the Thirty-eighth Annual Meeting to be held in Pittsburgh, Pennsylvania, in June 1941 announced business sessions scheduled on the subjects of proper packaging to insure safe delivery; vitamins, including reports on research work; and enforcement and defense, covering protective action taken, state regulations and Federal requirements.

• Several macaroni firms were starting to fortify their products with vitamins and minerals. Because of the interest of the general public in fortification of food products and the fact that many consumers were selecting their foods on the basis of vitamin and mineral content, Director of Research B. R. Jacobs suggested that enrichment was a subject of direct and personal interest to every macaroni manufacturer.

• Several seizures of macaroni-spaghetti-egg noodles of the "rattle-ly" type—meaning those that seem to be purposely slack-filled—have been made by the Food and Drug Administration. Once again the Association has been asked to assist in the industry's wider observance of the special regulations agreed upon.

10 Years Ago

• What's in a name? Plenty, the United States macaroni industry choruses in their long-continued fight against the use of the term "paste" for macaroni products. Headway was made when the Standard Classification Manual for accepted terminology to be used by all government agencies now refers to our industry as the "macaroni industry" and to our products as "macaroni" in the generic sense.

• Macaroni and noodle manufacturers were given a month from April 25 to calculate prices under Office of Price Stabilization Regulation 22. Administrator Mike DiSalle listed three objectives to the order. He said it would grant relief to manufacturers needing it under the general freeze order; it would roll back margins which were widened after the outbreak of the Korean War; it would restore more normal cost-price relationships.

• Sponsor magazine told how spot radio, mostly news programs, doubled sales for the C. F. Mueller Company in nine years. Advertising philosophy was described as based on these principals: Start with a good product. "You can't make an empty bag stand up"; Get a

CLASSIFIED

ADVERTISING RATES

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

FOR SALE—Buhler Press, like new. Box 175. Macaroni Journal, Palatine, Ill.

WANTED—Subscribers to the Macaroni Journal: your sales representatives, brokers, department heads, key customers, and others who want to know what's going on in the macaroni field. Annual subscription rate: \$4 domestic; \$5 foreign. Reduced rates for groups over 10. Contact the Macaroni Journal, Box 336, Palatine, Illinois.

FOR SALE—Handsome bound volumes of the Macaroni Journal. Volume 42 includes May 1960 through April 1961. Price \$10. Quantities limited. Order from Box 336, Palatine, Illinois.

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convincing sales story; Seek low-cost responsive circulation; Make effort frequent; Use premiums and forcing methods to acquire new consumers.

• Some 43 representatives of macaroni firms around the country attended the Hoskins Company plant operations forum at Northwestern University. "Use your assets," urged Glenn Hoskins. "Check your waste," cautioned Charles M. Hoskins. "Keep clean," warned sanitarian Tom Hugel.

THE MACARONI JOURNAL

Why **BUHLER** designed Macaroni Plants are the world's most efficient

Whether you wish to build a new plant or modernize your present one, **BUHLER** offers you the services of a large team of experienced macaroni manufacturing specialists.

The Sales Engineer who visits you to survey your needs... the Project Engineer who analyzes your operation and develops the drying diagram... the draftsmen who draw up the detailed plans... and the Head Erector who supervises the installation... all are factory-trained and specialists in the

macaroni field. They are expert in finding ways you can save money through good design and efficient operation.

Behind these engineers is experience gained from designing hundreds of modern plants around the world in practically every country where macaroni is manufactured.

If you are interested in learning how you can improve the quality of your product while increasing output and efficiency of your plant, write or call **BUHLER**... today!



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President



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Manager of Macaroni Dept.



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CHRIS HEEB
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W. WULLENWEBER
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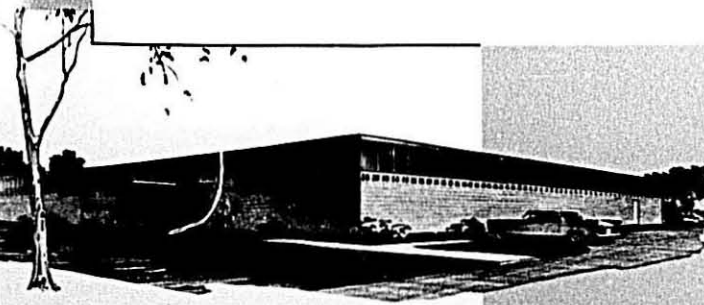
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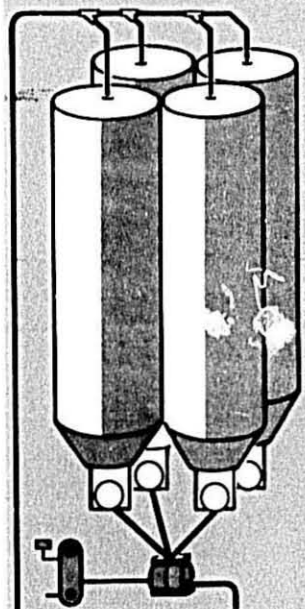


HANS ZOGG
Sales & Service Engineer



NEW HOME OF
The BUHLER Corporation
Completed May 1, 1961, this modern office and engineering building at 8925 Wayzata Boulevard, Minneapolis, Minnesota, is the new headquarters for The Buhler Corporation.

Unloading, storage,
transfer, and rebolting



BUHLER

automatic production lines

Continuous operation . . . 24 hours a day

Here are modern production methods at their best . . . truly *automatic* and *continuous* production lines that operate 24 hours a day. And at the same time, they also provide automatic storage for long goods so you can do all packaging during the daytime shift.

From the truck or car which delivers the raw material to discharge of the finished product, each step is carried out by modern equipment designed to produce the best possible product in the most economical possible manner.

Whether you manufacture long or short goods, you will be pleased to discover the savings which a modern, automatic all-BUHLER production line can offer you.



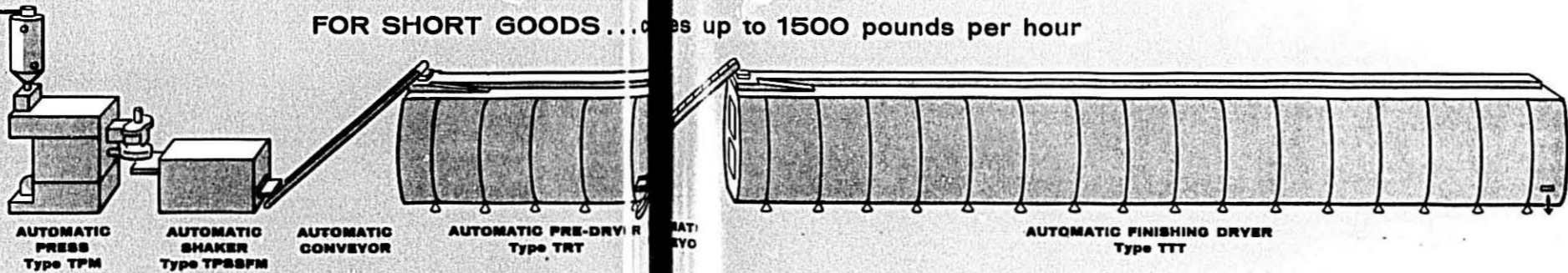
production lines

Flexible...to fit your available floor space

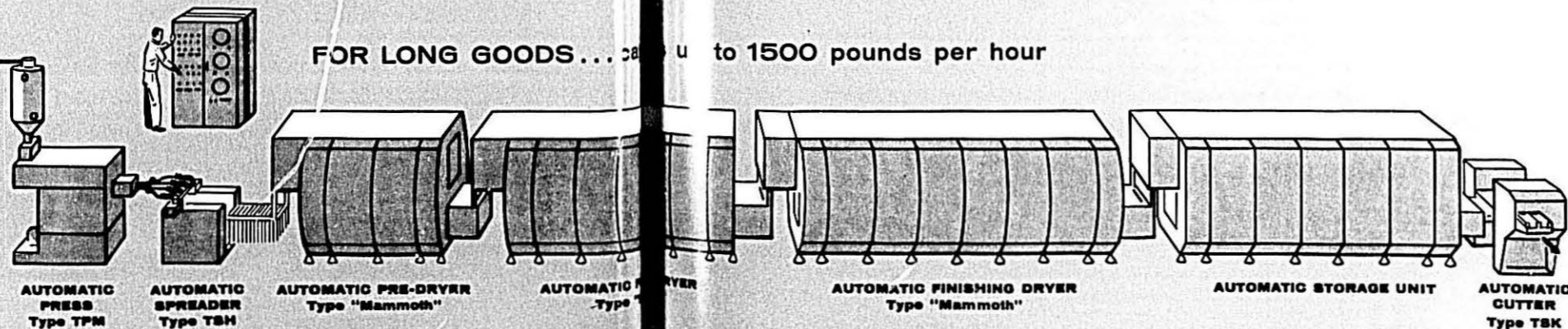
Typical BUHLER bulk handling and both long and short goods production lines are shown on these pages. In actual practice, however, the bulk handling system is engineered to fit your existing facilities and the Press, Spreader, Pre-dryer, Finishing Dryer, Automatic Storage, and Cutter need not be installed end-to-end. Thus, if your present floor space in your present building does not lend itself to such a plan, it's possible to arrange the various units side-by-side or on different floors.

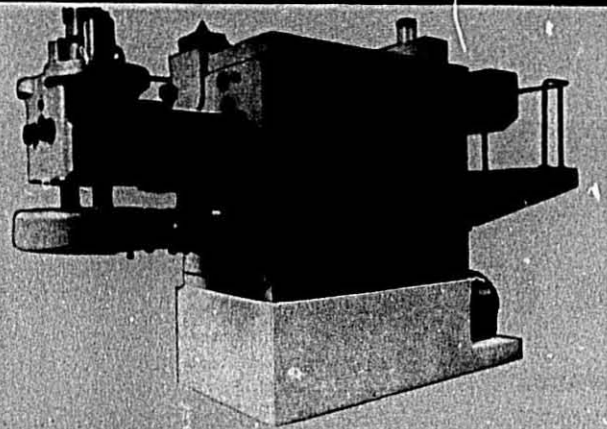
Your nearest BUHLER representative can give you valuable assistance in reducing your production costs through plant modernization. His address is shown on the following page. *Call him today!*

FOR SHORT GOODS... up to 1500 pounds per hour

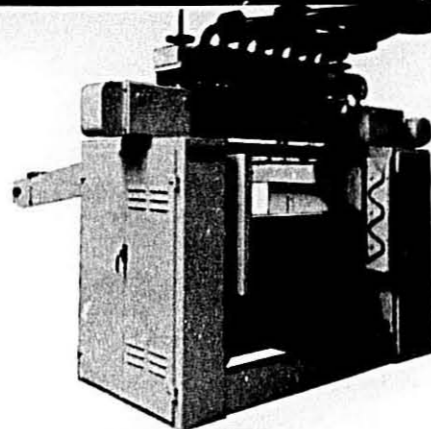


FOR LONG GOODS... up to 1500 pounds per hour





PRESSES for Short and Long Goods (Type TFM) are equipped with a new vacuum system and a forced feed of the main screw. Flour feeder is synchronized with a water measuring device to guarantee uniformity of mix.



AUTOMATIC SPREADER (Type TSH) has water jacket with 8 inlets to produce a perfect extrusion pattern. Die is unlocked by manually turning two hand wheels.

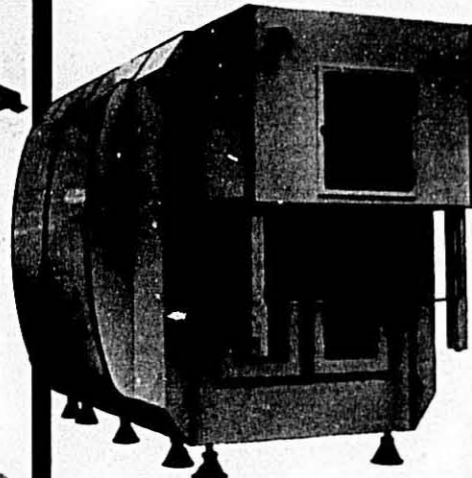


Fluidlift actuator

Machinery and equipment and complete engineering service for bulk storage and handling systems.

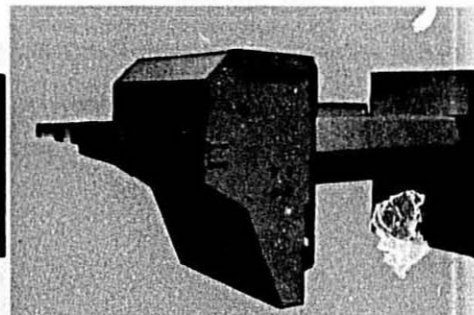


Fluidlift blower unit

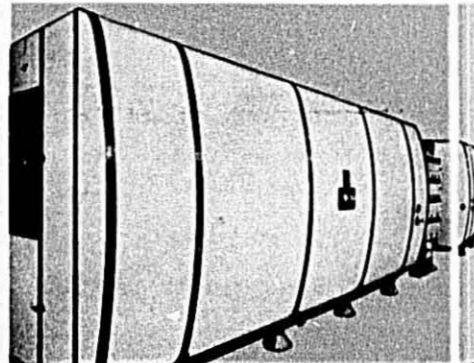


PRE-DRYER and FINISHING DRYER for Long Goods designed to produce automatically, with almost no supervision, a first class product and to yield an optimum color effect. Sanitary construction with swing-out panels, better insulation and new positively controlled stick transfer are the features of this new and unique machine.

PRE-DRYER and FINISHING DRYER for Short Goods and Noodles. Automatically, with almost no supervision, these dryers produce a first class product with optimum color effect. Sanitary construction, swing-out panels, better insulation and new S-Element drying conveyors are features no other make can offer.



AUTOMATIC CUTTER (Type TSK) strips and cuts a full day's production in one shift. Cuts cleaner than any other cutter. Automatic feed from automatic storage unit or manual feed from truck unloading.



How to make your macaroni and noodle products better

One word gives the answer—*enrichment!* Why does enrichment make them better? Because enriched foods are nutritionally more valuable. People want nutritious foods. Enrichment makes food more nutritious. You should make your products more nutritious by enriching them. Qualified authorities—physicians, nutritionists, dietitians—support enrichment.

'ROCHE' SQUARE ENRICHMENT WAFERS for batch mixing

1 wafer, to 100 lbs. of semolina, disintegrated in a small amount of water and thoroughly mixed in your dough, gives a macaroni or noodle product fully meeting the minimum FDA requirements (per lb.—4 mg. vitamin B₁, 1.7 mg. vitamin B₂, 27 mg. niacin, 13 mg. iron). Only Roche makes SQUARE enrichment wafers designed for easier, accurate measuring and to mix in solution within seconds.



ENRICHMENT PREMIX CONTAINING 'ROCHE' VITAMINS

for mechanical feeding with any continuous press

1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the same levels as above. We have helpful information on available mechanical feeders.

ROCHE® *Fine Chemicals Division*

HOFFMANN-LA ROCHE INC., NUTLEY 10, NEW JERSEY

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Complete Macaroni Plants by BUHLER

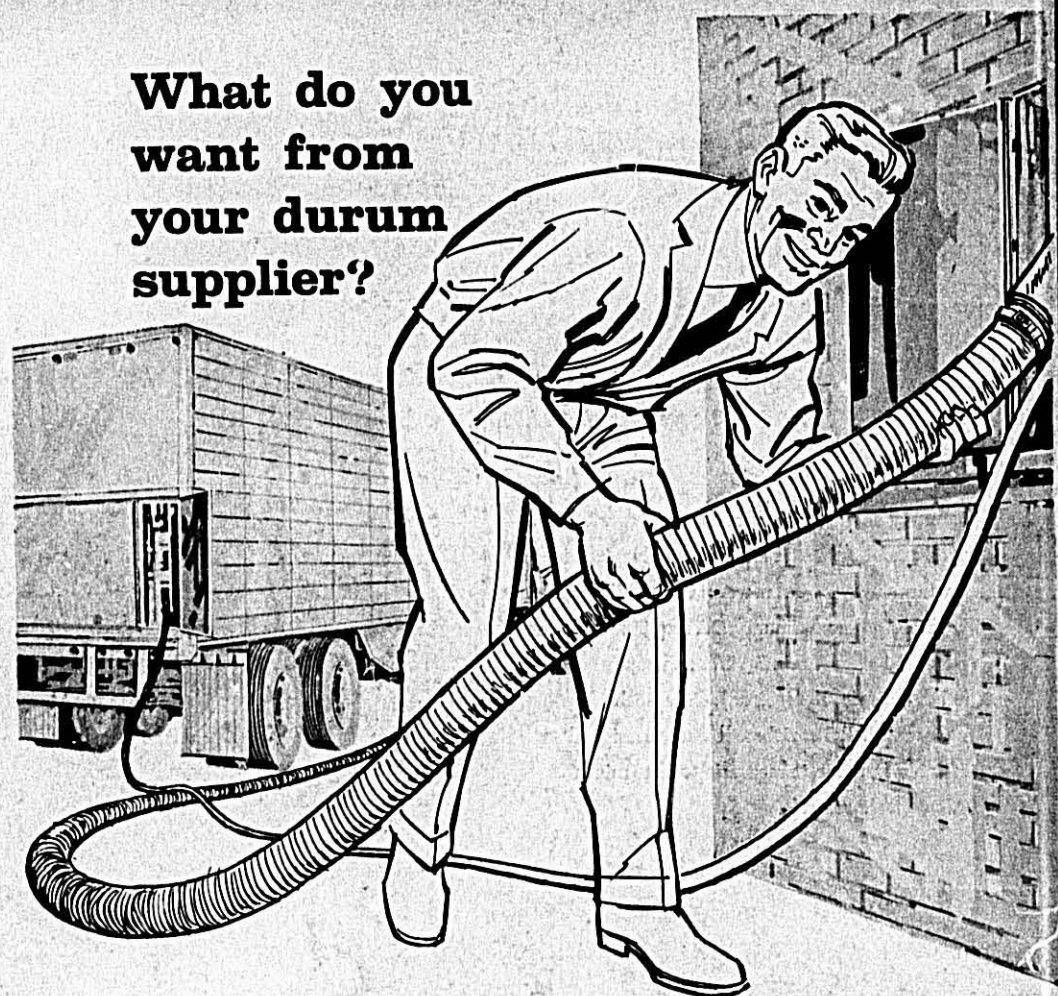
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