

**THE
MACARONI
JOURNAL**

**Volume 43
No. 3**

July, 1961

Macaroni Journal



**Dining Out in
San Francisco**

**European
Study Tour**

JULY, 1961

Association officers use the old needle for convention coming up

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- M** Make your next shipment Amber's Venezia No. 1 Semolina or Imperia Durum granular.

The

MACARONI JOURNAL

July, 1961

Volume 43, No. 3

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Official publication of the National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Illinois. Address all correspondence regarding advertising or editorial material to Robert M. Green, Editor.

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Cover Photo

What is in the balance? Immediate past-president Horace P. Gioia wields the scoop as President Manny Ronzoni (center) holds the bag. He is assisted by First Vice President Al Ravarino (right), Second Vice President Fred Spadafora (between them), and Third Vice President Bob Cowen (looking over his shoulder).

The Macaroni Journal is registered with U.S. Patent Office. Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919. Second-class postage paid at Appleton, Wisconsin.



San Francisco from the Golden Gate—scene of the Fifty-seventh Annual Meeting, National Macaroni Manufacturers Association, Hotel Mark Hopkins, July 10-11-12-13.

THE VALUE OF MEETINGS

MOST people go to a convention to share knowledge and experience and to speculate on the future. They want to find if others have had troubles similar to theirs, and how they solve them; they want to share with others some of their ideas which have been successful. They are constantly seeking ways and means of evaluating their own policies, methods, and performances; they are looking for ways to increase their profits.

Like every other institution in American life, the national convention has come in for its share of debunking. Among its many defenders however, is Mr. E. D. Parrish of the Chalfonte-Haddon Hall, Atlantic City hostelry. It is his opinion that the American business system owes much of its success to a continuing search for self-improvement and to the unique willingness to swap trade information with competitors.

Competitive cooperation is manifested in the national growth of association conventions. Millions of business men attend thousands of meetings and spend upward of two and a half billion dollars because they know without question group meetings are the most economical and productive methods of establishing effective trade and business communications.

Check List

A check list prepared by Mr. Parrish to enable the convention delegate to get the most out of the meeting lines up in the following twelve points:

1. Plan your own participation in the convention from the moment you decide to attend.
2. Avoid disappointment; make your reservations far in advance. State plainly the type of hotel room you would like and the price you are willing to pay. If your plans are unexpectedly changed, you can cancel your reservations without obligation.

3. Write or telephone men from distant places—men you hope to sit down with during off-hours at the convention—and make appointments to get together.

4. Check over personalities appearing on the program. Are there any men here whose experience makes them able to give you a general steer in the right direction? Make sure you attend their sessions and, if necessary for additional information, see them afterward.

Solutions to Problems

5. Jot down specific problems that now confront you in your business. Plan to find men at the convention who can discuss them, help find a solution.

6. When you get to the convention, check the list of delegates to make sure you do not miss an opportunity to visit personally with distant customers or friends.

7. Capitalize on meal-time hours. Arrange to eat with different groups of business friends each meal. American Plan conventions—meals included with price of hotel accommodations—encourages group dining and avoids embarrassment and expense of getting stuck with excessive meal checks.

8. Make a point to see and be seen by all your competitors. Swap a story or an experience with them. Let them realize that you are a cooperative competitor.

9. Plan to spend at least some time with old friends and new in an old-fashioned bull session. Many a tip, more valuable than any in the best planned program, is dug out of just such informal talk.

10. Keep a list of all new acquaintances made at the convention. Write them when you get home and keep in touch with them between sessions.

11. Know your limitations. Overabundance of food and drink and under-abundance of sleep make Jack—or anyone else—a dull boy.

Things to See

12. And, speaking of Jack, the old adage has it that all work and no play has a similar effect. Wherever your convention is held, there are things of interest to see and do. Find out about them as soon as you get to your hotel and plan to interrupt your hard work at the convention with some good old-fashioned hard play. Many of those who get the most out of the business at convention also make the most of the recreation opportunities offered.

Dining Out in San Francisco

COSMOPOLITAN San Francisco has so many good eating places that any listing is bound to have omissions.

The list below has been gleaned from several sources and singles out no restaurants on Fisherman's Wharf because they are all good. The best hamburgers on French bread and Joe's Specials on North Beach are the exclusive province of Vanessi's at 498 Broadway and New Joe's, 540 Broadway.

We will be taking the ladies to dine al fresco at the Alta Mira Hotel in Sausalito, with its spectacular deck and striking view of the Bay and San Francisco.

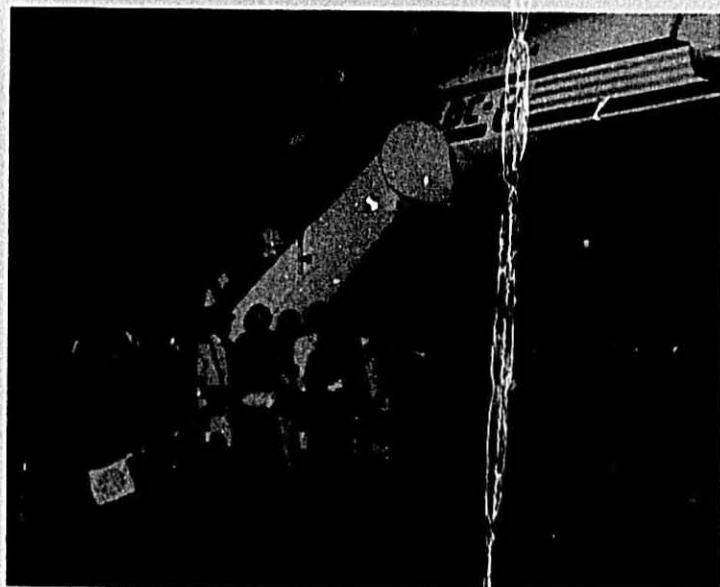
We feel rather brave to make any recommendations at all, but we know those listed below are excellent restaurants.

Alexis' Tangier. 1200 California Street, TUxedo 5-6400. Alexis Merab, a White Russian from Nob Hill, is selective about his clientele. Gourmets praise his blinis with sour cream and caviar, kebabs, rack of lamb and good wine. Fancy and expensive.

Amello's. 1630 Powell Street, SUtter 1-9643. The widow of the original Amello Pacini presides nightly seeing
 (Continued on page 30)

Subscription rates
 Domestic\$4.00 per year
 Foreign\$5.00 per year
 Single Copies75¢
 Back Copies\$1.00

Highlights from the European Study Tour



Off to Europe! We don't know the people on the steps or the interloper with the bag on the left. The NMMA party, left to right: Henry Rossi, Mike and Dorothy Vagnino, John and Peggy Linstroth, Paskey DeDomenico, Dave and Dorothy Wilson, Dick Weiss, Fran Green, Lucille Krahulec, Nat and Holly Bontempi, Ed Green (turning his head), Katherine Zeraga, Esther King, Frank Scarpeci, Bob Green and John Zeraga, Jr.

SOME forty macaroni manufacturers, allies and wives gathered in Rome on April 15 for a 30 day tour of the Continent. Some had come early by ship, others by plane to visit friends and relatives or to see the birthplace of their ancestors. Most of the group flew together from New York to Rome in an Alitalia Jet. The ten hour flight was not an unpleasant tradition, but the six hour time difference made the night seem short with dinner served at 10:00 P.M. and breakfast at 4:00 A.M.

First Stop: Rome

After a short nap however, everyone was up and about seeing the sights of the Colosseum, the Forum, the Cathedrals, and Vatican City. In a dispatch from Rome dated April 19, Secretary Robert Green wrote as follows:

"As tourists we are delighted with Rome. As students we are learning much. We have visited a large plant, Soc. Molini & Pastificio Pantanella. 'Molini' means they mill their own wheat, Canadian durum and Kansas hard winter primarily, although Italy raises durum, and the Government procures it from Argentina, Algeria, Syria, Egypt and Israel.

"General Manager Dr. D'Ambrosio, Technical Director Vicentini and Sales Manager Natili escorted us through the plant, a most modern one. It is highly automated with continuous dryers, and a machine making noodle nests was of particular interest. They also make biscuits and cookies in a very modern factory. Following the tour, we enjoyed their products with wines and other refreshments.

"There is a law in Rome that any time new construction turns up relics in the excavating, work must stop until its value has been determined and disposition made by the Government. At the site of the Pantanella plant ancient statuary was uncovered which now graces the entrance of the offices. In the attractive entranceway to the modernistic building is a set of old mill wheels made into a fountain finely spraying water into an attractive pool.

"At a meeting with Association of Macaroni Manufacturers of Rome held at the Confederazione Generale dell'Industria Italiana (equivalent to National Manufacturers Association), lively conversations were held on materials, methods, costs and consumption. The initial contact was quite for-

mal, but as soon as it was apparent that we were competitors just as they, the ice was broken and communications were good.

"There are about 275 mills, most with processing plants right there, plus a few hundred more smaller processors. Italy's population is about 50,000,000, and per capita consumption runs about 60 pounds a year. Consumers pay 100 lire a pound—about 16 to 17 cents; cost to grocer is 75 lire. While there are a few supermarkets, we are told, we have not seen them. Much of the macaroni is sold in bulk in small stores.

"Buhler Brothers entertained at Villa de li Patrizi with a real Roman banquet—bucatini, roast meats, salad, cheese, fruits, sweets, and a vast assortment of wines. At Alfredo's, the home of fettuccine, we were treated to a superb meal with showmanship, and learned that Alfredo would soon make his first visit to the U.S.A. for a food editors' dinner."

Dispatch from Parma—April 23.

"Italy is a country of rugged mountains stretching from the toe to the northern plains of the Po valley. Only in the north do you find mechanized agriculture so common in the United States. Elsewhere one is impressed with the great difficulty this country must have to feed 50,000,000 people from the rugged and rocky terrain. Farms are small. You see a man with a team of oxen plowing. Or a man and wife cultivating with a hoe as they have for centuries.

"Wheat grows in plots no larger than our suburban gardens, many times interspersed with rows of grapes to make the wine drunk at every meal. Often fruit trees serve both as orchard and supports for the grapevines that lace the landscape. Olive trees and fruit orchards are frequently planted in terraces on the hillsides. Sometimes a herd of sheep can be seen grazing in the hills, but other livestock is penned rather than raised on a range because land is scarce and intensively cultivated.

"We have seen some beautiful macaroni plants. At Molino Pastificio Ponte San Giovanni, near Perugia, we saw a well-run operation of four lines. With compact lines neatly enclosed, one was struck by the cleanliness of the plant and the pleasing effect of clean lines, with brightly painted duct work with

(Continued on page 8)

THE MACARONI JOURNAL

T S M

No. 7
...OF SHAPE AND FORM


According to Webster, macaroni is "a paste, first made in Italy, composed chiefly of wheat flour dried in the form of long slender tubes, and used, when dried, as an article of food".


How drab a description of such a delightful dish! Not content simply with "long slender tubes", the citizens of each Italian community had their favorite ways of preparing macaroni. Romans prepared theirs in strips. In Bologna they preferred flat ribbons. In Sicily they rolled the pasta on knitting needles to form a dried spiral.

In any shape or form macaroni, together with its brothers, certainly cannot be dismissed as a mere "article of food".

Macaroni is a feast!

Helping to make Macaroni "a most delightful dish" through supplying consistently high quality Semolina is King Midas' constant aim.

King Midas DURUM PRODUCTS
MINNEAPOLIS  MINNESOTA





In Rome: The ladies (left to right): Mrs. Schmidt, Lorraine Scarpelli, Esther King, Lucille Krahulec, Mildred DeDomenico, Katy Zerega, Dorothy Vagnino, Dorothy Wilson, Mrs. Maldari, Fran Green, Mrs. DeFrancisci, Holly Bontempi, Rose LaRosa, Madeleine Constant, Maggie LaRosa, Lillian Ernst, Kathleen LaRosa. The gentlemen: Mike Vagnino, Theodor Schmidt, Ernest Scarpelli, Henry Rossi, Pasquale DeDomenico, Vincent DeDomenico, John Zerega, Jr., Leonard DeFrancisci, John Linstroth, David Wilson, Edgar Green, Donato Malden, Robert Green, Richard Weiss, Joseph DeFrancisci, Nat Bontempi, Robert Ernst, Phil LaRosa, Joe LaRosa, Vincent F. LaRosa. In front: tour leader Andre Burkhalter, Driver Paolo, and Rome guide Yoli.

European Study Tour—
(Continued from page 9)

heating units in red, cold returns in blue. Signor Mario Mignini, general manager, and Dr. Duranti Francesco, plant manager, told us that 90 per cent of their output is packed in bags of 15 kilos (about 30 pounds) or larger. As their name states, they mill their own wheat.

"This is not the case with Barilla at Parma. The largest single plant under one roof, this modern establishment has more than 35 lines, with experimental presses being operated as well as future expansion contemplated. Daily average production is reported to be in the neighborhood of 500,000 pounds. Half of the output goes into bags of 15 kilos or more; the other half into packages that sell at 100 lire for about 453 grams. This company makes more than a hundred sizes and shapes ('Too many!' says partner Pietro Barilla).

"Raw material is top grades of durum purchased from 20 to 25 mills. Distribution by trucks goes to depots (warehouses) and small stores all over Italy.

"In Bologna we saw one shop that sold nothing but pasta and had a great variety of size and shapes and packages. Bologna, noted for gourmets and good cooking, has many food stores where windows gleam with fancy baked goods, sausages, wines, pastas,

including tortellini, a real delicacy. At a restaurant, the manager had the cook show us how the dough is rolled, cut into squares, dabs of finely ground meat placed in the center and twisted into ring-shaped ravioli. Delicious!

"Everywhere we go we are fed the wonderful food of Italy, which is indeed a culinary experience whether at the Restaurant Papagallo, Aurora, or the villa of Signor Barilla. Lunches have been feasts that run two to three hours, with soup or antipasto, pasta, fish and/or meat and/or fowl, cheese, fruit, sweets or desserts, and strong coffee in demi-tasse (espresso), in that order.



At the Milan Fair: Braibanti spaghetti espresso cooking machine.

"Lunch time is universally a two-hour affair for shop and factory workers (although certainly not everyone eats the bounteous menu mentioned above). Shop hours are frequently 9:00 to 1:00 and then closed until 4:00, reopening until 7:00 or 7:30. Openings begin at 8:45 or 9:00 P.M. if you choose to go, and it is very popular. Meal time is always an occasion (or it has been for us) and something that could well be adapted in the busy, busy United States."

Dispatch from Milan—April 29 The annual Milan Fair is an impressive display of every type of product imaginable. It presents the greatest collection of macaroni manufacturing equipment gathered at any one place in the world. Shown in a separate building with milling and baking equipment, the displays of greatest interest to us were the following:

"Braibanti, in addition to presses, dryers, and their general line of equipment, had a new Spaghetti Espresso Cooking Machine. Twelve containers each holding one-half to three-fourths pounds of macaroni products go through a cycle of cooking with water, salt, and timing automatically controlled. Designed with institutional feeding in mind, this device should do much to take the problem out of cooking macaroni products.

"A personal observation of the writer is that while macaroni products in

(Continued on page 10)

Paul A. Vermylen, V. P., and John P. Zerega, Jr., V. P. and Treasurer of A. Zerega's Sons, Inc., say:

Not one broken package
since we switched to new
AVISCO®
"T" FILM



"On our packaging lines and in the stores, bags of our Columbia Space Ships macaroni just don't break." That's what you'll hear from A. Zerega's Sons, Inc. about their new Avisco "T" Film bags, converted by Package-Craft, Inc., Paterson, N.J. And savings show up in every operation from bag filling to store display. A special combination of cellophane



and polymer resins, "T" Films combine superior strength with the pure transparency, sparkle and superb printing of cellophane. They are also unmatched for high speed machine performance in all types of packaging. Find out how Avisco "T" Films can save you money. Contact us for an appointment with our representative or a selected cellophane converter.

AMERICAN VISCOSE CORPORATION, FILM DIVISION, 1617 PENNSYLVANIA BLVD., PHILADELPHIA 3, PENNSYLVANIA. SALES OFFICES ALSO LOCATED IN ATLANTA, BOSTON, CHICAGO, DALLAS, LOS ANGELES AND NEW YORK.

European Study Tour—

(Continued from page 8)

Italy are excellent, they are of no better quality than that available in the United States. But cooking, particularly in restaurants, is universally good and superior to the treatment received in the United States. The sauces and combinations are stupendous and worthy of another volume of comment.

"Buhler had a large display of milling and macaroni making machines. Continuous dryers are of primary interest.

"The interesting engineering of Pavan captured attention as did the tray dryers of Garbulo, continuously and automatically controlled.

"Other equipment for processing include machines by Dragoni, Morlondo, Grondona. The latter used macaroni sticks of bamboo, tipped with aluminum, in one application. Most rods used in Italy are metal. Many displays of small machines for making specialties in 'mama and papa' stores were shown. La Parmigiana, for example, had one for shells and similar specialties. Zamboni had a tortellini stamping machine as well as automatic packaging equipment.

"Garibaldo-Ricciarelli of Pistoia, die-makers for 118 years, are also producing automatic packaging equipment and stamping machines such as those used for noodle nests. Another die-maker from Pistoia with a display was Minio & Glanco Montoni. Still another, Landucci & Lotti, offer an automatic die washer made of bronze and stainless steel. They said that 95 per cent of the dies used in Italy are teflon.

"Pavan offered a luncheon in Milan that was something to write home about. Starting with aperitifs at 12:30, it ran all afternoon, so the group just had time to assemble on the bus to attend a reception at Dr. Giuseppe Braibanti's. The next evening the Braibanti firm offered a dinner-dance. And our last night in Milan we attended a splendid banquet offered by the Associazione Italiana Industriali Pastificatori. Everywhere we have been graciously and lavishly entertained.

Seminar in Milan

"On April 28, the Associazione held a seminar for Italian and American manufacturers. President Mario Mattagliati extended greetings, to which our President Emanuele Ronzoni, Jr., expressed thanks. Vice-President Italo Vignani outlined the major Italian problems as standardization of packaging, increased sales, and obtaining satisfactory raw materials at reasonable



Mrs. Scarpelli, Mrs. Green and William Berger, Bühler representative plenipotentiary.

prices, because quality affects consumption. He observed the Common Market is a good outlet for United States and Canadian wheat; that the United States Food and Drug Administration was unduly severe on importers.

"Dr. Giuseppe Braibanti forecast increasing consumption in the Common Market because plants are becoming more efficient, more people are learning the skill of cooking and preparing the products. He noted consumption in Italy at 55 to 57 pounds per person per year with a sectional difference finding it higher in the South. The same is true in France, where consumption is about 12 pounds annually per person. German per capita consumption is seven to nine pounds; four to five in the Benelux countries; and 7.2 in the United States.

"Dr. Pasquale Barracano, Inspector General of the Department of Agriculture, Macaroni Industry Section, urged united effort by manufacturers to convince consumers that macaroni is not fattening; it is a complete and necessary food combining well with all other food elements. He further suggested continued exchange of information and ideas for mutual benefit.

"The addresses were translated into Italian and English simultaneously with earphones United Nations style."

Switzerland Diary—May 2. "The trip through the Alps from Italy to Switzerland clearly demonstrates the dividing line nature puts between the two peoples. Blessed with abundant beauty of the rugged mountains, many streams and waterfalls, lush pastures, trees and flowers the Swiss are hard-working, freedom-loving folks. Neat and precise, this characteristic shows even in the wood piles that appear along a mountain road.

"Whether it was a national characteristic or the natural managerial abilities of Dr. Capol, the general director of the Swiss Macaroni Manufacturers Association, the idea of aperitifs preceding a fondue party at a Swiss chalet overlooking Lake Lucerne struck a responsive chord. English speaking members (and they speak German, French and Italian, as well) combined business conversation with social pleasantries. We were entertained with typical Swiss entertainment: yodeling, Alpine horn and all.

"The following day we visited the macaroni plant of Leuen Berger at Huttwil. This firm packs goods for the rapidly growing merchandising complex Migros. Starting with supermarket operations a few years ago, this chain now does a substantial business in retailing, manufacturing and various services.

Buhler Visit

"On May 2 we visited the vast works of Bühler Brothers at Uzwil. Celebrating their centennial in June, this huge concern demonstrates typical Swiss business. They must import virtually all of their raw material, process it with skilled craftsmen, and export 90 per cent of their output to serve clients all over the world. Important manufacturers of all types of grain handling equipment, they can and have erected complete mills and macaroni plants in many countries. In addition to grain handling equipment, they make oil crushing equipment, chocolate processing machines, rollers of all types.

"To staff the enormous establishment, an apprentice school trains young people to take their place in industry. Extensive research and development facilities create a store of knowledge for future development and consumer service.

"The group was royally entertained at luncheon at Flawil and dinner at Rhinefalls at Neuhausen. Here we said goodbye to Switzerland, impressed with the great energy and effectiveness of these 5,000,000 people."

Swiss Statistics

Information on the Swiss macaroni industry supplied by Dr. Capol shows that there are 52 plants. Nine of these produce 2,000 or more metric tons per year; eight are in the bracket of 1,000 to 2,000 tons; ten in the range 500 to 1,000; and 25 make 500 or less tons per year. The industry employs 1,250 laborers in the plant and about 270 in clerical and sales positions.

Industry production totals 49,700 metric tons. Imports amount to 1,738

(Continued on page 12)

MACARONI USA

Betty Crocker Presents Western Spaghetti Barbecue

A hearty inspiration of the
Southwest—tasty and robust



WESTERN SPAGHETTI BARBECUE

Western Barbecue Sauce (recipe below)	1/4 cup water
1 1/2 lb. ground beef	1/4 cup chopped onion
1 1/2 tsp. salt	1 pkg. (12 to 16 oz.) spaghetti
1/4 tsp. pepper	6 green peppers

Prepare Western Barbecue Sauce (this may be made ahead and refrigerated). Make hamburgers: toss ground beef, salt, pepper, water and onion together lightly with a fork. Divide and form into 6 thick patties. Handle as little as possible. Arrange patties on cold broiler pan or on outdoor grill. Brush patties with Western Barbecue Sauce. Broil 3" from heat, turning once. Brush again with sauce. Do not flatten. Allow 5 to 8 min. cooking per side. While hamburgers are broiling, cook spaghetti and green peppers.

Cook spaghetti following manufacturers' directions. Drain, and dot with butter. Place immediately into broiled green pepper shells.

To prepare green peppers: wash and slit in half lengthwise. Remove seeds, stems and ribs. Cook in boiling water 4 to 5 min., until just fork tender. Serve spaghetti stuffed peppers and broiled hamburgers with Western Barbecue Sauce. 6 servings.

WESTERN BARBECUE SAUCE

2 tbsp. fat	1/4 tsp. dry mustard
1/2 cup chopped onion	2 tbsp. brown sugar
1 clove garlic, minced	1 tsp. chili powder
1 can (7 oz.) mushrooms, sliced (reserve liquid)	1 tsp. barbecue spice
3 8-oz. cans tomato sauce to make 1/2 cup	1/4 tsp. salt
1 cup diced green pepper (1 med. pepper)	1/4 tsp. pepper
	dash of Tabasco
	1/2 cup grated Cheddar cheese

Sauté onion, garlic and mushrooms in hot fat until onion is transparent. Add rest of ingredients—except grated cheese and simmer 20 min. Stir in cheese until melted.

Success tips:

1. Spaghetti is best when slightly chewy, do not overcook. Cook just before serving.
2. If necessary a little sauce may be spooned over spaghetti in green pepper shells and placed in oven to be kept warm (not under broiler).

A spicy main dish with spaghetti served in green pepper shells flanked by broiled hamburgers and hot barbecue sauce

Again to support the National Macaroni Institute's "A Salute to the 50 States," General Mills and Betty Crocker proudly offer you and your customers a robust dish from another section of America. This time it's Western Spaghetti Barbecue from the heart of the Southwest. We offer you this delicious recipe only after exacting taste-tests in our Betty Crocker Kitchens and in typical homes in the Southwest. We're certain this will prove that your customers can increase their enjoyment of your products easily, imaginatively, deliciously!

As a leading producer of the finest Semolina and Durum flours, we are happy to serve the macaroni industry. Look for more Betty Crocker recipes in our MACARONI U.S.A. program to help you increase 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



European Study Tour—
(Continued from page 10)

tons, while exports total 666 metric tons. Per capita consumption is 9.4 kilos, which is the equivalent of about 20 pounds. The trend is upwards.

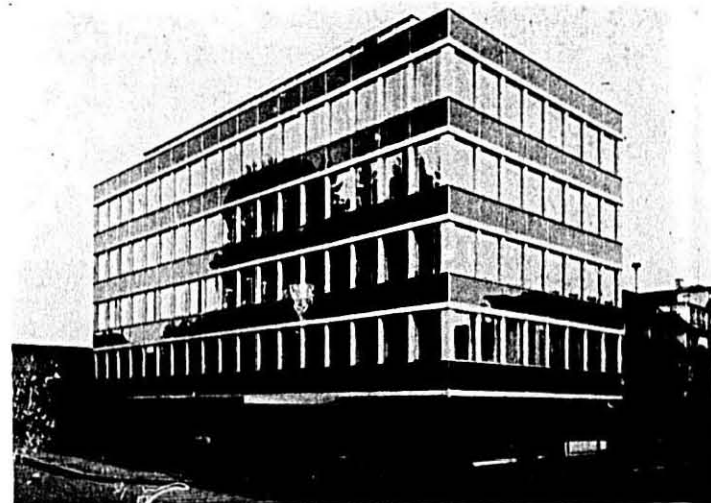
Two different types of semolina are used in Switzerland. The first is called "Special" and is equal to the Italian type "Extra." Semolina of ordinary quality is called "Normal" and is equal to the Italian type "0." Farina and wheat flour are used only in very small quantities, while eggs may be fresh, frozen or dried whole eggs.

Egg macaroni in all forms and shapes amounts to about 42 per cent of production. Fifty-four per cent of the output is made with "Special" semolina; 46 per cent of "Normal" semolina. There is practically no canned macaroni produced for the Swiss market.

Under the Swiss Federal Food Act, no additives like salt, rice, maize, starch or ingredients for coloring or flavoring are allowed. As optional ingredients, milk, whole eggs (at least three whole eggs per one kilo semolina), vegetables and soy flour are permitted, but they have to be named on the label. Enrichment of macaroni products with vitamins is only admitted with a special permit, under supervision of the Federal Vitamin Institute, and has to be named on the label. There is practically no interest in enrichment, either with manufacturers or consumers.

The price of 100 kilograms of "Special" semolina at the macaroni plant is 67 Swiss Francs. "Normal" semolina is 61 Swiss Francs. Five hundred grams of macaroni "Special" in cellophane bags at the grocery, one Swiss Franc. Five hundred grams of egg macaroni, best quality, in cellophane bags at the grocery, 1.5 Swiss Francs.

Most of the plants are equipped with modern continuous vacuum presses and automatic drying lines. Teflon



New administration building of Buhler Brothers at Uzwil.

commonly used. Bulk handling and storage of raw material is rather unusual. Packaging lines are not yet completely automatic.

The main problems of the industry include macaroni exports subsidized by the Italian Government; excessive competition on the part of the plants belonging to the large distributors; disintegration of the European market by the gap between the Common Market and the European Free Trade Association. Germany, France, Italy and the Benelux countries are in the Common Market. The Free Trade Association includes Great Britain, Sweden, Norway, Denmark, Austria, Finland, Portugal, and Switzerland.

Report from Germany—May 5. "At Endersbach we visited the large concern of Birkel, a self-sufficient industrial complex, complete with bulk handling system and storage silos (pictured on Macaroni Journal cover, April 1960), power plant and printing shop

with six-color presses for producing their own cartons. The ultimate in efficiency was demonstrated in making children's trading cards (like on United States bubble gum) with the windows cut for visibility in the package.

"Ninety per cent of German goods are made with eggs. Birkel's trade mark is seven little chicks with an egg beater. Consumption is higher in the south, but the national average closely approximates that of the United States.

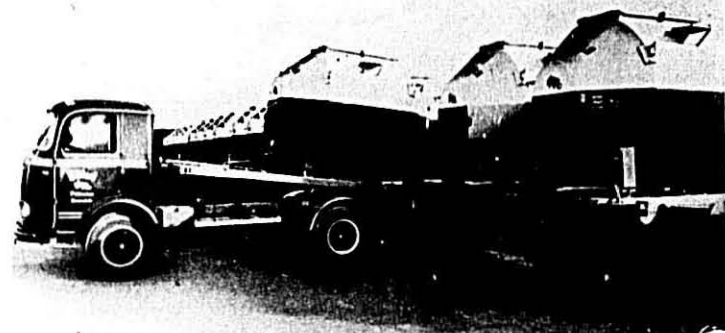
"Of interest to the writer was the French method of tray drying long goods so they would be straight to pack automatically in Hesser or Höfflinger & Karg packaging lines. A partly continuous dryers are producing satisfactory uniformity too as they will be the sole method soon. In addition to being straight, the strands are very yellow because of the egg content and universal use of teflon dies. Birkel has an egg breaking unit for fresh eggs and also uses powder.

"They distribute and advertise nationally. Just as in the United States, the top brands advertise while many smaller ones do not. Prices are fixed with the Government and are fair traded, being printed on the package.

Drei Glocken

"At Drei Glocken (Three Bells see April issue, page 32) at Weinhelm, we were particularly impressed by the attractive use of color for pleasing effect throughout the plant. Everywhere in Europe we have seen generous use of paint on walls, ceilings, and equipment to maintain good appearance and sanitary conditions. The egg processing department was spotless and is used

(Continued on page 14)



Bulk handling at Birkel. Four tanks, each with a capacity of five tons, are placed on one railway car.

AFTER YEARS OF RESEARCH, EXPERIMENTATION AND ENGINEERING,

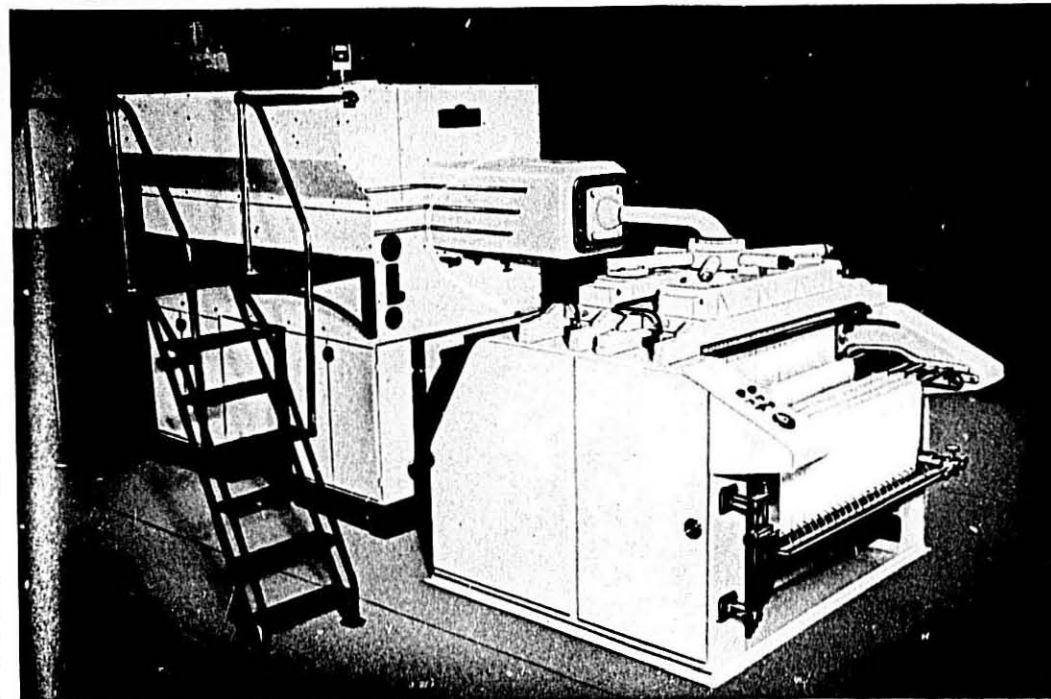
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European Study Tour—

(Continued from page 12)

as a showplace in plant tours for hausfraus. Advertising attractively features Glockinchen, a red-headed doll symbolizing adventure in eating as well as appealing to the feminine market. A detailed organization plan for the plant as well as complete production and quality control demonstrates excellent management.

"At GEG (Gross Einkauf Genossenschaft) in Mannheim, macaroni is made for 10,000 Konsum stores. This cooperative enterprise has its own mill (the only such arrangement in Germany), also roasts coffee and processes paper goods. They employ about 200 people on three shifts: 6:00 A.M. to 2:00 P.M.; 2:00 to 10:00 P.M.; and 10:00 P.M. to 6 A.M. Women are forbidden by law to work the late shift, so storage facilities hold production for packing.

German Meeting

"The German Macaroni Association held a seminar with us outside of Frankfurt in a country place called Haus Mutter Kraus. After a long and interesting discussion on quality, prices, raw materials and labor, distribution methods and promotion, a typical German country meal was served. Important points from the discussions: Germans are quality-minded and exercise strict controls on materials and goods-in-process. They want durum and eggs from America at competitive prices (eggs from China get involved in politics as well as economics) as they must import their requirements. Top grade semolina and as many as eight whole eggs per kilo (2.2 pounds) are used in noodles as well as macaroni and spaghetti. As supermarkets are spreading in Germany, they are interested in our distribution methods. They wonder why we enrich our products and consider other additives. They do not."

At the Hanover Fair, which was even a larger exhibition than the one at Milan, we saw many industrial goods but few relating directly to macaroni manufacturing. There was some interesting food packaging equipment displayed but none specifically for macaroni products. Brabender had a display of laboratory equipment including their rapid moisture tester, Farinograph, and the like.

Sonnen-Werke

Our last point of call in Germany was at the Sonnen-Werke of Sieburg & Pfortner at Seesen. Important canners, their trade mark of the sun (sonnen) symbolizes high quality. They are celebrating their 75th anniversary this year.

The asparagus season was on during our visit, and some two hundred women were quickly paring and trimming stalks by hand for gourmet trade all over the world. In the macaroni works, output was being packaged in cellophane bags or wrappers packed, for the most part, on Hesser and Hoffler & Karg equipment.

Last Stop: Paris

In riding a night train from Hanover to Paris, we got over the border just in time to avert delay that might have been created by a transportation strike. Unfortunately we arrived in France during a period of holidays, and our visit to Grand Moulins de Corbeils found only a small part of the staff working. This establishment mills soft wheat, but it is illegal to use anything but hard wheat and durum in macaroni products. In order to control this, the Matweef test is employed, but this is not considered accurate below percentages of 20 to 15 per cent soft wheat.

Macaroni packed in kilo bags were wrapped six to a package in kraft paper rather than corrugated containers for distribution to market. The line operation was paced by an automatic filling machine.

We had dinner with Baron Andre Revon who has attended macaroni conventions in the United States. It was his suggestion that a worldwide congress be planned in Marseilles some time in the not too distant future, and the large establishment of Rivoire and Carret could be viewed.

The holidays in no way hampered the tourist attractions, and we tried to see the most of them. After a concentrated month, we went home tired but happy and full of ideas, plus a new appreciation for history, art and the culinary contributions of the several nations, and the high level of business management attained by our European counterparts.

Pillsbury Acquires French Firm

The Pillsbury Company has acquired a controlling interest in a major French food company, Etablissements Gringoire, S.A., president Paul S. Gerot announced.

The amount paid for the French company was not disclosed. The French bank, Louis-Dreyfus & Cie., will hold a minority interest.

Gringoire is a leading manufacturer of a number of specialty baked foods, long popular in France, as well as a line of macaroni and hard candy products. The company sells its products primarily in France, but also has some export business in various European

countries, the United States and Canada.

Gringoire is France's largest producer of rusks, a toasted bread product that is highly popular with French consumers for breakfast, tea and after-school snacks. The company is also the leading producer of honey-cake, a traditional French delicacy known as "pain d'epice," which has been popular for many hundreds of years. In addition, Gringoire produces macaroni and noodle products, for which there is a steady demand in Europe, and a line of hard candies.

Fastest growing of the company's lines are cookies, or as they are known in France, "biscuits." Gringoire manufactures more than 20 varieties—from "gaufres," or small wafers, to "petit-beurre," high-quality butter cookies. Packaged under the Gringoire label, they are sold in both grocery stores and bakeries.

The Revolting Calory Counter

by Louise Guyol Owen
in Gourmet Magazine

Oh, I could be in the height of fashion, slender and trim and tiny of waist— If I would keep to a simple ration Of food that's lacking in charm and taste;

On watery soups and the duller fruits, And various sugar substitutes; Lettuce with lemon and not much salt—

Coffee as black as a prison vault— The horrible milk that's known as skim . . .

And I would be slim, slim, slim! But I turn my eyes from the glasses of fashion.

Hereafter I'll look, not out, but in I shall give rein to a single passion— For all foods that won't keep me thin. I'm going to spend the whole of my salary

On the grand, seductive, fattening calory:

Roasts of pork with a rich brown glaze; Broccoli doused in hollandaise; Baked potatoes dripping with butter; New made doughnuts so hot they sputter;

Chocolate cake as sweet as a dream . . . And cream, cream, cream.

And never say "diet" again to me— Until the day I omit the "I"!

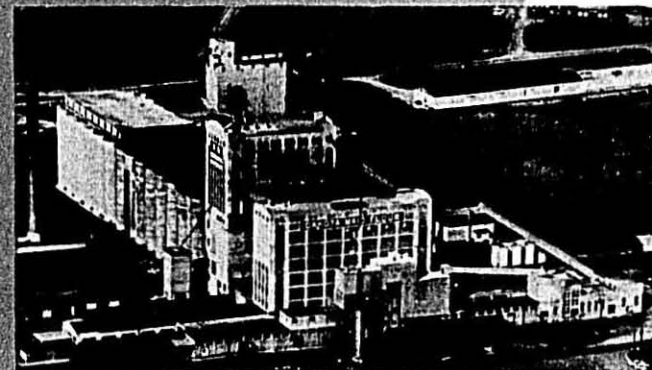
What is beautiful is good, and who is good will soon be beautiful.—Sappho.

Happiness isn't something you experience, it's something you remember.—Oscar Levant.



The great geographical center of North America is located at Grand Forks, North Dakota, about 150 miles west of the North Dakota Mill & Elevator. The location is marked with a towering stone edifice, a perfect spot for common sense.

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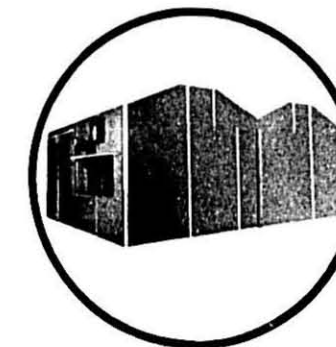
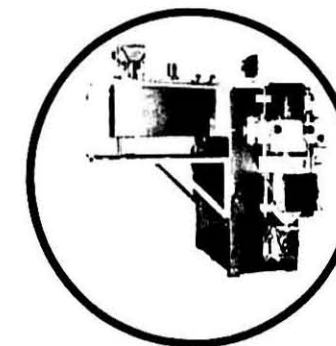
Only Demaco's new direct canning spreader offers you the unique advantage of a spreader with an accurate measuring system plus direct feed into cans. All originated, engineered and manufactured by the same company. This results in unequalled flexibility and provides the greatest possible degree of freedom 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.

The Demaco Single Mixer feeds directly into the feed screw. No erratic feed from one mixer into another causing overfeeding or starving of the feed screw. No complicated force feeding. The better design of the Demaco Short Cut Presses and spreaders is the result of advanced engineering techniques. The better quality is the result of constant advances in manufacturing method. And proof of the better Demaco performance of short cut presses and spreaders are the hundreds of users of Demaco equipment.

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Clockwise around the table: Edgar Green, Ettore Barini, Paskey DeDomenico, Leonard DeFrancisci, Mr. and Mrs. Fava.



Maggie LaRosa, Mike and Dorothy Vagnino, Robert and Lillian Ernst, Phil LaRosa.



Joe LaRosa, Mr. and Mrs. DeFrancisci, Vincent and Kathleen LaRosa, Rose LaRosa.



Katy Zeraga, Dave and Dorothy Wilson, John Zeraga, Ether King, Charles Moulton.



Peggy Linthroth, Mr. and Mrs. Schmidt, John Linthroth.



Mr. and Mrs. Moldari, Lucille Krahulec.

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Here's the whole group on a Saturday night.



You sip wine or beer and dip bread chunks into cheese fondue.



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Maggie LaRosa, Vincent F. and Kathleen join in the singing.



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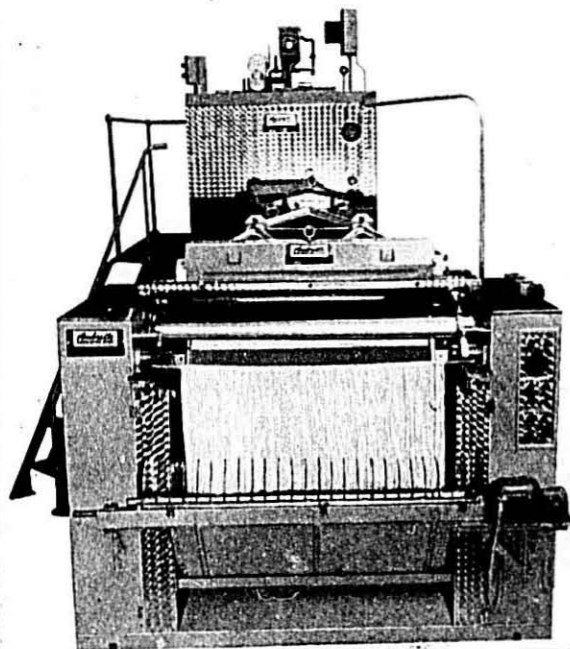
improves quality and increases production of long goods,
short goods and sheet forming continuous presses.

★ ★ **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.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

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

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- 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

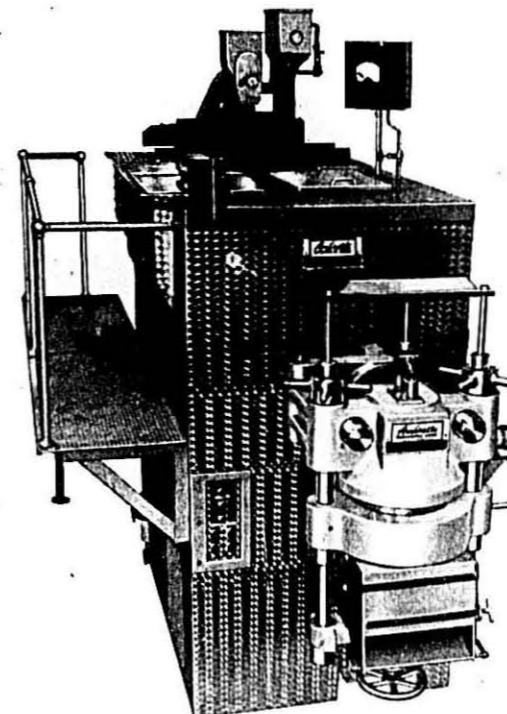
- Model BAFS — 1500 pounds capacity per hour
- Model DAFS — 1000 pounds capacity per hour
- Model SAFS — 600 pounds capacity per hour

COMBINATION PRESSES

- Short Cut — Sheet Former
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- Three Way Combination



- QUALITY** — — — — A controlled dough as soft as desired to enhance texture and appearance.
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Model BSCP

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Ambrette
MACHINERY CORP.

Greetings from Herr Karl Birkel

at Schwaben Nudel Werke, Endersbach bei Stuttgart

FRIENDS from America, guests from Europe and representatives of the press:

It is for the first time in the history of the noodle industry that such a group pays not only us, but nearly the whole of Europe a so-called family visit. We are all very happy that you came and I wish to welcome you heartily.

My brother (Theodor)—my cousin (Frieder)—and myself are very glad to be able to reciprocate for the hospitality we have experienced with some of you and we especially welcome here in Endersbach those friends with whom we already have an old acquaintance.

Cooperation

As a member of your association we follow with very much interest your activities and are pleased with your success in solving the problems concerning the further development of durum, the improvement of quality, production as well as advertising and your steps towards the questions of organization and distribution. We know that you are manufacturing first class merchandise, that you give new suggestions to all housewives with recipe suggestions, and thus favorably influence production.

We certainly can learn a lot from this fine idea of unity, for there has been a great change in production methods, advertising and consumption

within the last decade, and a number of members, who were not able to, and did not want to join in, are no longer among us. A great technical revolution gave us chances we had never dreamt of and which we ought to take advantage of.

And Competition

Competition among the many articles of food forces us to conquer our market every day anew. There is a great source of potential ahead of us. We, therefore, very much appreciate the interchange of ideas concerning questions of the future on the occasion of your visit. On this international basis we can introduce our products and their merits to a larger audience.

Our staff is at your disposal for the inspection of our plant.

We are the only German company running on national basis with three manufacturing plants—the first in the Southern Section, the second in the North and the third in the Western part of the country.

Our total capacity amounts to approximately 265 tons a day, of which 160 comes from the Endersbach plant. In order to comply with the new methods of production we started a new building in 1955, which today comprises a new steam and power plant, a silo for bulk handling raw materials with a capacity of about 1200 tons, working fully automatic; the new noodle factory with its fully automatic

lines and a modern printing department with a daily capacity of more than a million packages.

For the commercial reports we also have a newly equipped EAN department (equivalent to IBM) which we shall be very pleased to show you if you like, following our plant inspection.

The main part of our production consists of products with egg which we have been distributing for many years packed according to the standards in packages of about eight ounces in corrugated paper boxes of about 16½ pounds and the vermicelli packages of about four ounces each in boxes of about 6½ pounds. Our momentary specialty is called "Zopfi," which are plaited noodles. Those have been a great part of our volume for a year and a half. They are being introduced and sold by a special kind of advertising. Another great part of our volume is in the shapes of spaghetti, macaroni and noodles.

Our staff is eager to make your acquaintance and to show you what we have here. After the inspection we shall be pleased to answer your questions and then we shall be happy to have a small dinner together with you as our guests. Gentlemen from the companies Buhler, Braibanti and Hesser are at your disposal for special information you might wish to obtain.

Now I wish you, my dear friends, a very nice and interesting time in Europe. May you return home in good health and may this visit help to bring the nations closer to each other so that peace and tranquillity will bless our work and we all can expect a hopeful future.

Statement of Kaufman Wolfgang Pfortner

at the joint meeting of the Bundesverband des Deutschen Teigwaren-Industrie and the N.M.M.A. delegation, at a country inn near Frankfurt.

DEAR guests from the United States of America:

After the president of our German Macaroni Association, Mr. Kurt Engelmann, has welcomed you in the name of the board of the Macaroni Association here present, I will have the pleasure to give you a short survey on history and development of the German macaroni industry, on its present status and problems, thereby rounding off the impression you had during the preceding visits to factories and the discussions you had there, which survey is to serve as introduction to the exchange of ideas taking place afterwards.

Historic Background

The commercial production of macaroni within the area of the former German Reich leads back to very early beginnings, for which there are two versions—historic and not absolutely demonstrable: According to the first one, macaroni production is said to have been introduced into the Augsburg-Nuremberg region in the time of the famous merchants of the German Middle Ages, the Fugger and Welser, through their trade with the Far East. According to the second version, macaroni became popular at first in the southern countries, starting from Italy via Switzerland, and has found en-

trance into the former Prussian provinces much later.

As you will be aware, King Frederick the Great was an enthusiastic pioneer of potato growing, since this plant, brought over from your continent, yielded well on even the poor soils of his country around Berlin. It is not guaranteed, however, that King Frederick himself was a passionate admirer of the potato promoted by him. Anyhow, the training of his subjects was so impressive that it has operated until present.

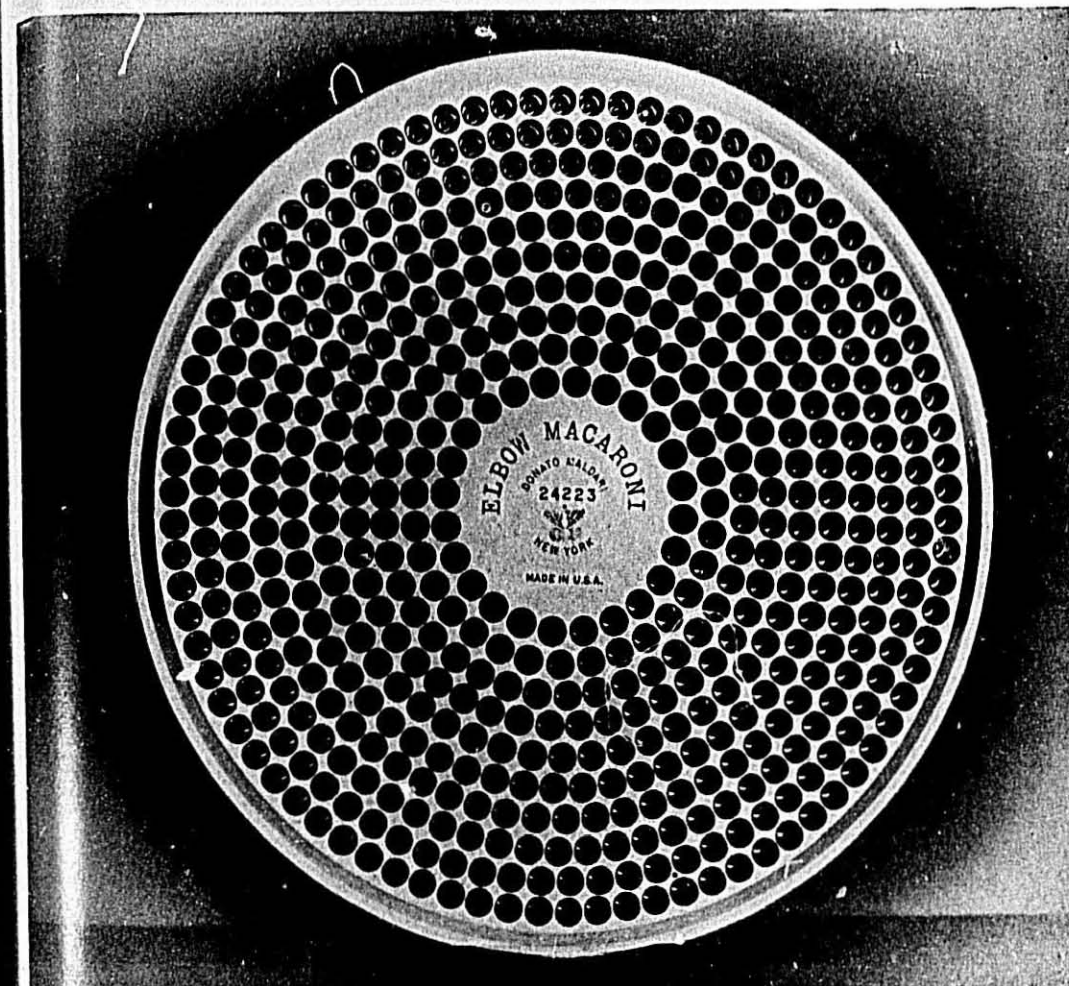
When looking from here, from Frankfurt, north of the Main River,

(Continued on page 24)

THE MACARONI JOURNAL

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Manufacturers of the finest Macaroni Dies distributed the world over

Mr. Pfortner's Statement—
(Continued from page 22)

the per capita consumption of macaroni and spaghetti is decreasing and is reaching its lowest level in the far north of Schleswig-Holstein. In this region, the potato is governing the bill of fare, though macaroni is becoming more and more popular in the northern regions, too, due to two wars. It's really astonishing how many regional differences eating habits show in Germany. Before the war, plenty of noodles were eaten in Saxony and Silesia, whereas not a single macaroni factory existed in East-Prussia in 1930.

Wartime Experience

During both world wars, people learned about the advantages of macaroni. They had to replace to a great extent the lacking meat and fats, and therefore, macaroni production was forced by war administration, using during the first world war very primitive production methods and very thoroughly ground, dark flours. Unfortunately, this resulted in the fact that macaroni consumption in the twenties fell far below the level obtained during the war, proving that the consumer was responding in a negative way to temporary diminutions of quality.

In 1935-36, however, there were already 473 macaroni factories in the area of the former German Reich, mostly small and very small manufacturers, with an annual total production of 100,000 tons, compared to about 65,000,000 consumers. At the beginning of the war, the annual consumption was about 130,000 tons. Also during the second world war, production had to be forced very much for reasons of difficulties in supply. Production reached about 230,000 tons by the end of the war, 70,000 tons thereof being produced in the regions belonging now to the Soviet occupied zone and those now under Polish administration. In this war, one did not make the same mistake of quality deterioration like in the former war, and therefore the decrease in consumption was essentially smaller than in the twenties, when the food supply was normalized again after 1949.

When comparing our present production and the consumption in the German Federal Republic with these figures from the war, one has to consider that before and during the war, macaroni was shipped from Western Germany to Middle and East Germany, but not vice versa. This supply from West to East has been totally interrupted by the zonal government

under Russian dictatorship, and the macaroni industry in the Federal Republic of Western Germany could not equalize these sales losses even by the rather small exportation—about 15,000 tons per year—to other countries.

In the first years after the war, the Federal Republic of Western Germany, as you know, was divided into three occupation zones, between which there was no commercial connection at all. It was not earlier than in 1947-48 that the first central administration for nutrition was established in Stuttgart and later on in Frankfurt which took care of the over-regional balance between production and demand. Up to this moment, each military occupation government planned for the supply of their own areas, and where production seemed to be too low they promoted the establishment of new plants or enlarged those already existing.

When federal distribution was settled, there was at first no essential decline in consumption. Competition for the lower sales volume grew, so that in the course of a few years those enterprises dropped their production which owed their existence to an artificial development. Even firms which were in a leading position before the war, as for example Messrs. Schul-Hohenlohe were eliminated in this process of concentration. In 1948, there were about 300 factories of all capacities engaged in supplying the western German population.

Business Today

Today there are only about 150, the major part of which are sound family companies mainly in the southern part of Germany. During the last two years, this process of concentration has consolidated and consumption stabilized with slightly progressive tendency (an eight per cent gain from 1950 to 1960). Now the total production in Western Germany and West-Berlin amounts to about 186,000 tons per year, which means a per capita consumption of about 3.4 kilograms (7.48 pounds).

We read with great interest the Macaroni Journal, excellently edited by Mr. Green, and especially his continuous propaganda for the use of semolina in the macaroni production. Besides France, the Federal Republic of Western Germany is perhaps the only European country—apart perhaps from Spain where we cannot judge the situation so exactly—where durum is being used exclusively. This is the result of a consequent policy which has been followed by the German Macaroni Association since 1952, and which we wish to continue within the European Economic Community, unless it will

be hampered by actions of the Brussels Agricultural Department.

The Federal Republic of Germany stands in a weak position in so far as there is no durum production in this country, the growing of durum being impossible due to climatic reasons. Therefore, the annual durum imports of about 330,000 tons by 12 durum mills have to come from overseas. Eighty to 90 per cent comes from Canada which was readily available during recent years, in spite of the fact that it is not always very easy to obtain consent of the German Federal Food Department. Unfortunately, we had the experience that the United States of America had to stop their durum exportation for some time due to crop failures during several years. We learned from the Journal that Americans had to blend their durum with considerable amounts of hard wheat for their own macaroni production. We should like to hear more of the experiences you had in this situation in the course of the following discussion.

The Use of Eggs

The main production in the Federal Republic of Western Germany is done—as you have probably seen during your visits to factories—on egg macaroni and spaghetti. The addition of other ingredients other than eggs as for example, soy flour, gluten, vegetable powder or juices, lecithin, vitamins as e.g., lactoflavin or carotene, is rather unusual. These additions are prohibited completely with egg macaroni and can be used with macaroni made from flour with special declaration only, any chemical coloring of the latter being prohibited.

For producing egg macaroni, mainly dried egg are used, as you were able to see, too, at the occasion of your visits to macaroni plants. Dried eggs were supplied exclusively from China until about two years ago. But, since Mao-Tse-Tung introduced the People's Community and the major part of poultry seems to go into the kettle, importation from this country decreased rapidly. Now, the United States of America is the main supplier both of dried egg and of liquid egg products, and we have the impression that your production of these lines is very flexible and would be able to cover our entire demand in case the EEC (European Common Market) will not prevent it by giving full reign to a particular European authority.

We would appreciate your giving us further particulars in the following dis-

(Continued on page 36)

THE MACARONI JOURNAL

OFFICINE MECCANICHE SPECIALIZZATE
MACCHINE ED IMPIANTI PER PASTIFICI
GALLIERA VENEZIA

LAVAN



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Government Purchases Buoy Egg Prices

The egg situation reported by the Department of Agriculture indicates production probably will 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 egg prices and low production costs and low prices.

Large scale breaking operations were delayed this spring because breakers feared inventory losses. Pressures to begin egg breaking came from the desire to spread labor over a longer breaking season, the shortage of yolk, and the desire to break in the spring when egg color is dark. Government purchases of whole egg dried solids has supported the market. The top purchase price of \$1.37 per pound on February 1 has declined steadily to a range of about \$1.15 to \$1.17 at the end of May. In the four month span the government has bought 17,216,199 pounds of eggs for the Needy Family Feeding Program at a cost of about \$20,900,000.

Henningsen Foods reports in early May that as long as the government stands ready to buy large quantities of whole eggs at the price level that they have been maintaining, the market tends to remain steady. So far, they note, industrial users have not been willing to follow Uncle Sam. If the industrial users continue to hold off and buy only requirements for the month ahead, egg prices will remain heavily dependent upon government action.

Shell Eggs High

During May the shell egg market remained at higher levels than had been expected, and inventories of shell eggs and egg products remained low. Prices on eggs for future delivery were stronger, and eggs were being stored. This, plus the government purchases of about 1,200,000 pounds of dried eggs per week, took up the surplus eggs.

The hatchery report showed the hatch of egg-type chicks during the first four months of 1961 totalling 275,073,000, up 19 per cent from these months in 1960, but 20 per cent below the production of like months in 1959. This was also below the like period in all of the last five years except 1960. Combined with higher fowl slaughter figures and the fact that older birds make up a large part of the laying flock, all tend to point to a possibility of higher egg prices during the summer months.

Egg prices in Chicago during the month of May for current receipts of shell eggs ranged between 79 and 31

cents. Frozen whole eggs ranged from 26.5 to 28 cents, whites at 6.75 to 7.5. Frozen yolks with 45 per cent solids of No. 3 color sold as low as 57 cents a pound. No. 4 color ranged between 60 and 62.5 cents. A year ago the price was 64 to 65 cents. There has been no market on No. 5, because they have been unavailable. Dried yolk solids have been steady in a range of \$1.32 to \$1.37 a pound.

More Processed Eggs

Production of liquid egg and liquid egg products (ingredients added) during April totaled 75,530,000 pounds, compared with 55,134,000 in April 1960 and the 1955-59 average of 81,045,000. The quantities used for immediate consumption, drying and freezing were all larger than a year earlier.

Liquid egg used for immediate consumption totaled 4,407,000 pounds, compared with 2,558,000 pounds in April 1960. Liquid egg frozen totaled 45,855,000 pounds, compared with 38,117,000 in April 1960 and the average of 61,874,000 pounds. Frozen egg stocks increased 14 million pounds in April 1961, compared with an increase of nine million in April 1960 and the average increase of 30 million pounds. Quantities of liquid egg used for drying in April were 25,268,000 pounds and 14,459,000 pounds in April 1960.

Egg solids production during April totaled 6,391,000 pounds, compared with 3,424,000 pounds in April 1960 and the average of 3,906,000 pounds. Production in April consisted of 4,563,000 pounds of whole egg solids, 868,000 pounds of albumen solids, and 960,000 pounds of yolk solids. In April 1960 production consisted of 1,923,000 pounds of whole egg solids, 808,000 pounds of albumen solids, and 688,000 pounds of yolk solids. Most of the whole egg solids produced in April 1961 was under government contract.

Planting Progress

April was an unseasonably cold month in all sections of the durum area. Precipitation, however, was abundant and the drought was quite definitely broken. The northeast portion of North Dakota was the only area to average a little below normal.

Seeding has progressed well with a slight delay in field work due to cold, rainy weather, although the season is slightly ahead of last year. Topsoil moisture is good in most territories, but subsoil moisture is largely on the short side.

There were two major periods of precipitation affecting the durum area in April. The first of these occurred during the first week, bringing moder-

ate to heavy rain and some snow in a band extending from northwest to southeast across North Dakota. The northeast and southwest received very little precipitation at this time. The other major period occurred in the early part of the third week when it overspread the entire area with a half inch or more covering much of the northern half and somewhat less in the southeastern sections. Snow fell on the 23rd of April ranging as high as 10 inches or more in some sections. Then the warming trend set in, although cool weather has slowed growth of vegetation considerably. From an agricultural standpoint, April was generally favorable with much of the soil moisture replenished, although the north portion was just adequate with no reserve supply built up.

Reports from field representatives indicate that acreage could be about five per cent above the March 1 estimate of 1,749,000 acres. Montana seeding was nearly completed by the end of May, and some reports indicated that their acreage would be equal to last year's instead of the sharp decrease reported in the March 1 farmers' intentions to plant.

The Southwestern Miller notes that macaroni manufacturers have maintained extremely large balances of durum products this year, purchasing as much as six months supply in the early blitzes. This has kept semolina sales slow, particularly after the Lenten lull, and the pickup was not as rapid as had been expected. However, the Northwestern Miller shows that the durum mill grind has been running about two per cent ahead of a year ago for comparable periods during the crop year. Prices of semolina have been quite stable in the area of \$6.00 Minneapolis.

Toward the end of May, there was a considerable flurry on the cash durum market because of export business. A lot of 400,000 bushels of No. 3 Hard Amber Durum was sold from Commodity Credit Corporation stocks at Superior, Wisconsin, at \$2.25 per bushel, f.o.b. vessel. Reports were that this was for France. With export business totalling more than 3,000,000 bushels since the subsidy went in at the first of the year, the likelihood of more export business between now and the end of the crop year seems good, as Canada is just about sold out. Had this export business materialized two months earlier, it would have had a definite effect on planting, but as matters stand now it appears that the slight increase will keep the situation tight and be nip and tuck dependent upon growing conditions through the current season.

SCHNEIDER BROTHERS, INC.

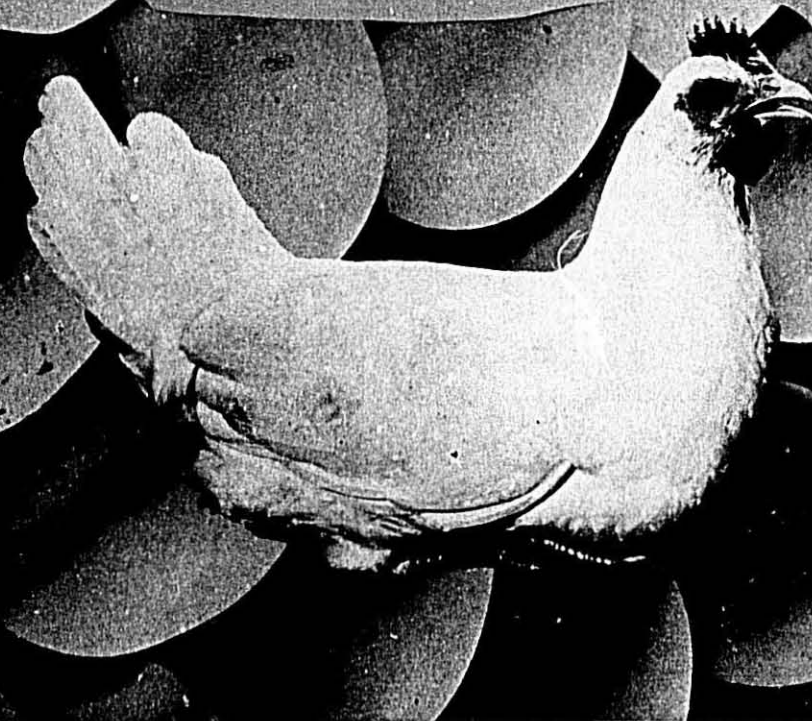
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Telephone MOonroe 6-3535

PROCESSORS OF FROZEN FRESH EGGS SINCE 1915

I'm not just cackling when I tell you that these Schneider Brothers have me and my 300,000 relatives, who work for them, laying the best freshest Number Five color eggs. Those humans in the noodle industry will flip when they see it!



Annual Summary

The annual summary for 1960 on crop statistics was released by the North Dakota State University of Agriculture and Applied Science in May. It states that the 1960 durum crop, estimated at 26,880,000 bushels, was the largest since 1951 and about 56 per cent larger than the previous year, although only 29 per cent above the 10 year average. The yield of 21 bushels per harvested acre was exceeded only in 1958 when the crop averaged 24 bushels. In 1959 the yield was only 18, and the 10 year average is 13 bushels.

One million two hundred eighty thousand acres were harvested in North Dakota in 1960, compared to 955,000 in 1959 and 1,678,000 for the 10 year average. For the country, 1960 acreage was 1,652,000 harvested acres compared to 1,163,000 in 1959 and a 10 year average of 2,110,000.

The Department of Agriculture's report on the wheat situation for April 28 notes that the average cash price per bushel of No. 2 Hard Amber Durum Minneapolis ranged between \$2.20 and \$2.25 during the first four months of 1961. In the comparable period a year ago, the range was between \$2.43 and \$2.48.

Harvest Methods

Combining from the windrow was the most popular method of harvesting grain in North Dakota in 1960, according to a report of a survey made by the North Dakota Crop and Livestock Reporting Service. From 77 to 97 per cent of the acreage was combined from the windrow, and the balance was largely harvested as a standing crop. The old-time binder is virtually out of the picture, as less than one half of one per cent of the grain acreage was harvested by this method. Oats was the only crop showing a significant percentage harvested with a binder, at three per cent. Self-propelled combines did most of the harvesting, combining around two-thirds of the small grain and flax acreage. Wheat was the most popular crop to be harvested as a standing crop. This method accounted for 23 per cent compared with 77 per cent combined from the windrow. Self-propelled combines harvested 87 per cent of the wheat acreage (as standing crop and windrow combined) while 33 per cent was harvested by pull-type combines.

M-m-m Macaroni!

National Macaroni Week, October 19-28, 1961 will feature the theme "Macaroni Meals in Minutes," tasty dishes that can be prepared in a relatively few minutes.

Revolution in Wheat Transportation

With all the changes in the milling industry the one which will most effect the millers is the revolution in transportation methods, observed Herman Steen, in a recent article in the Southwestern Miller.

The major factors are the use of inland waterways; the use of trucks for long distance shipments; the establishment of flour depots; the construction of grain elevators at river locations; and the freight rate increases.

Since the middle 1940's railroads are hauling a smaller percentage of wheat year after year. Despite rail efforts to recapture their lost grain traffic, shipment by truck has been growing rapidly. Some markets will receive more shipments by truck than by rail this year.

Barge transportation is not as great as by truck but it is growing rapidly. The Illinois waterway is lined with grain elevators which has made it difficult for a rail elevator within 40 miles to live.

Airslide bulk cars are used to ship close to 40 per cent of the bakery and cracker flour, and bulk trucks move a large but undetermined amount.

American wheat when exported is shipped via inland waterways or motor trucks to ports instead of by rail.

The freight rate increases have opened the way to two alternative methods of transportation: motor carriers and barge line.

There are some mills which are suffering sharply from changes which have taken place. Predictions have been made that within a short time the milling business will have to adapt itself to local operation.

Plea from Cuba

The anti-Castro invasion of Cuba and its implications injected a lot of discussion among millers between sessions of the fifty-ninth annual meeting of the Millers' National Federation in Washington recently.

These discussions and questions were raised informally, particularly by export millers, by the presence of representatives of flour brokers and importers of Cuba and other business interests in the capital.

These Cuban representatives made pleas to millers and to the Department of State and other government agencies on assistance in assuring that once Cuba is freed of Communist domination, the established channels of distribution of flour, rice, meat and other food will be maintained as prior to the Castro seizures of industries on the island.

The Cubans expressed high hopes of the adoption of their recommendation; and freely forecast the approaching overthrow of the Castro regime. They said that Cuba is now almost entirely dependent on Russian wheat and flour shipments, the quality of which is irregular and unsatisfactory, resulting in much complaint among consumers of bread, pastries, crackers and macaroni products.

New Invoicing Procedure

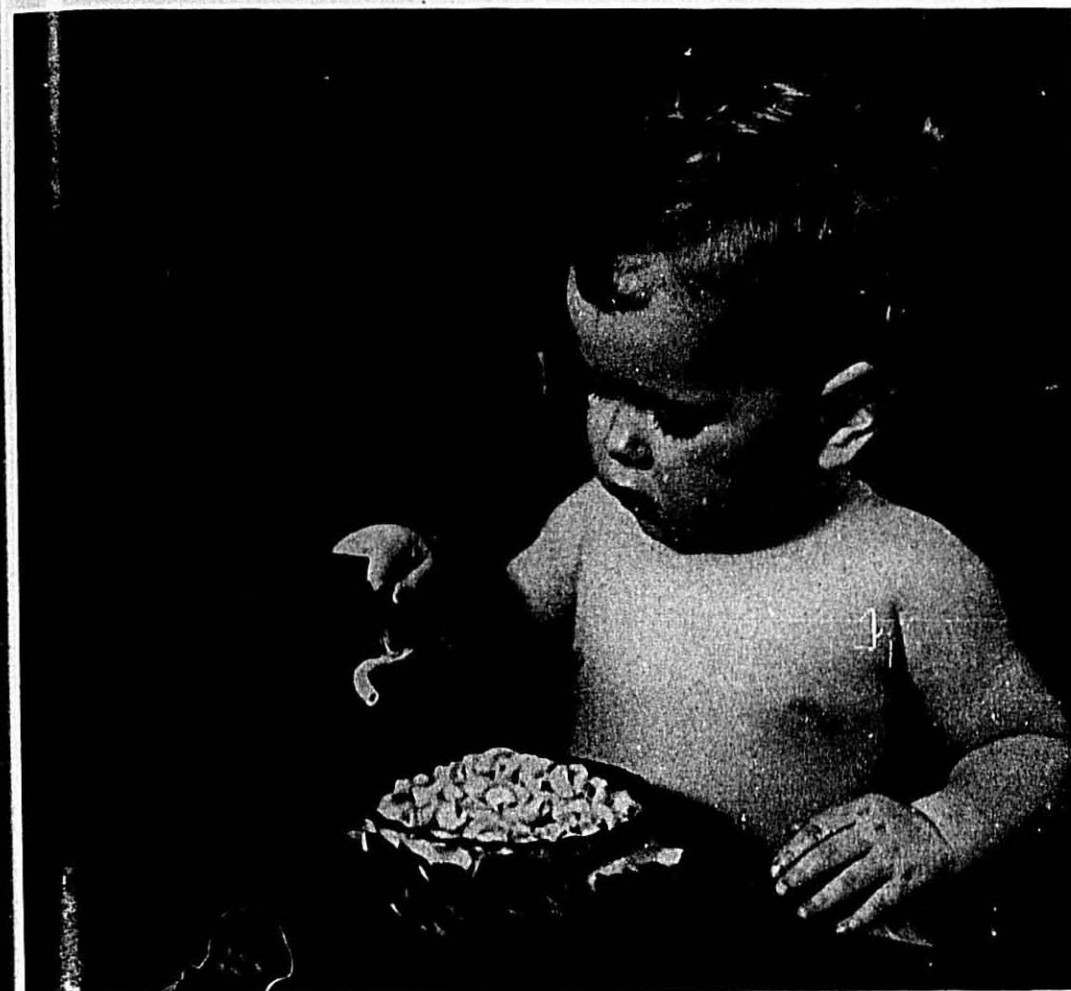
General Mills has announced an important new invoicing procedure, effective in all states except Alaska and Hawaii, for all grocery distributor customers purchasing cereals, mixes, Grocery Products family flour, and O'celo sponges. The new procedure aims at placing everyone on an equal basis on the handling of cash discounts, regardless of location or possible transportation problems.

Effective June 5, according to J. P. McFarland, company vice president and general manager of the Grocery Products Division, the invoice date will represent shipment date plus average transit time to point of destination from shipping mill or plant. The regular two per cent discount for cash payment within 10 days from date of invoice will apply providing such payment is made within the period granted. Each invoice, in addition to the invoice date, will carry an easy reference due date for cash discount purposes.

With multiple mills and plants, General Mills will continue to utilize the shipping facilities best equipped to service customers, McFarland added. Average in-transit time from each facility to each customer based on actual experience has been carefully computed. Actual arrival time may vary from the average computed for the shipping point by reason of conditions beyond General Mills' control and thus the date of the invoice may not always correspond with the specific arrival date of the merchandise. However, the average transit time factor from the actual shipping point will have been included in determining the due date on the invoice.

"This new procedure will enable General Mills to ship and process invoices to provide maximum opportunity for profit for all customers on proportionately equal terms," McFarland said. "We sincerely believe that it is a big step forward and in the best interests of the important food industry."

General Mills is the first flour and flour products company to institute such invoicing procedures.



Companionship...

Eat up, ol' man, it's a beautiful day for a picnic . . . with you, me and macaroni made of Comet No. 1 Semolina. Sharing is fun when you're sharing the kind of quality you find in Commander Larabee's famous durum products.

From tots to teens—the durum taste is tops!

COMMANDER LARABEE



Durum Department

A DIVISION OF ARCHER-DANIELS-MIDLAND · MINNEAPOLIS

JULY, 1961

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(Continued from page 5)

that the tradition, started during the era of speakeasys, of good drinks, excellent food under low lights, prevails. Specialties include cracked crab iced to perfection, asparagus della casa, chicken a la vecchia Usanza, saltimbocca a l'Amelio. Expensive.

Ernie's. 847 Montgomery Street, EXbrook 7-5309. With its turn-of-the-century decor—red-flocked wallpaper plus crystal chandeliers and gleaming walnut—this restaurant serves food matching the excellence of its Howard Chandler Christy reproductions. Tournedos Rossini, scaloppini, fettucine, Pacific Ocean seabass with cream lobster sauce—you'll find all of these at Ernie's along with good wines.

Fleur de Lys. 777 Sutter Street, Ordway 2-7779. Very French indeed. Owners Léon and volatile Cherie and her gray and bearded husband Robert, serve items like frogs' legs with fenouil, cold cucumber soup, Tropician endives, chicken champagne, tournedos Monaco with a red Port sauce, game quail en papillote, with wines served in fragile crystal.

Trader Vic's. 20 Cosmo Place, Prospect 6-2232. A superior eating place with service always discreetly at hand. Waiters know their drinks and their menu, ingredient by ingredient. The Trader's Polynesian specialties are delectable, his wine list impeccable. Expensive.

Blue Fox. 659 Merchant Street, Yukon 1-1177. This luxurious establishment, located in a dark alley across from the City Morgue and next to the Navy's Shore Patrol, specializes in Italian dishes. Best items on the vast menu are the veal tonne, the tortellini, the baby boneless pheasant baked in clay, the filet of pompano, and a veal and ham cutlet called cotoletta imbottita alla Palatini. Impressive wine list.

Jack's Restaurant. 615 Sycamore Street, GARfield 1-9854. Lack of chichi and emphasis on quality and integrity makes Jack's outstanding. Good mutton chops, the best filet of sole meuniere or Marguery in town, excellent escargots, and a classic Chicken Jerusalem are featured. Prices are sensible.

Pietro's. 311 Washington Street, Yukon 6-0005. In the heart of the city's whole produce area by the Ambarcadero piers, this sturdy little restaurant continues to thrive under the stewardship of Pietro Pinoni. Filet mignon wrapped in prosciutto called voltellini, steamed white rock bass in season, cannelloni parmigiano—these are special dishes the chef may be persuaded

to prepare. Wines of Italian vintage. Moderate.

Doro's. 714 Montgomery Street, EXbrook 7-6822. Excellent restaurant with emphasis on Italian style food. Owner Don Dianda offers cannelloni and fettucine a l'Alfredo's, served with the traditional gold spoons. Especially noteworthy are the salads. Fairly expensive.

Flor d'Italia. 621 Union Street, Yukon 6-1888. A North Beach landmark since 1886, the elegantly remodeled Flor d'Italia serves food much as it has been through the long years, emphatically Italian with extra emphasis on gnocchi with braciuoli (rolled veal filled with minced prosciutto and cheese), cannelloni, and saltimbocca. Prices are not alarming.

Grison's Steak House. Van Ness at Pacific Avenue, Ordway 3-1888. Efficient Robert Grison, trained in the best Swiss-French tradition of service and consistency, for years has been serving his high quality steaks, his huge baked potatoes, crisp salads, hot biscuits and honey, and his lemon chiffon pie. Wine list is ample and in good taste. Moderate, considering quality and quantity.

House of Prime Ribs. 1906 Van Ness, TUXedo 5-4605. Complete menu offered: first-rate roast beef, fresh creamed spinach, fresh horseradish, baked potatoes and Yorkshire pudding—plus salad, pecan pie, strawberries on ice. Price is \$3.85 (desserts and baked potatoes extra). Strictly a no-nonsense operation, and a good one.

India House. 629 Washington Street, EXbrook 2-0744. The India that was British lives in a dark alley across from the City Morgue and next to the Navy's Shore Patrol, specializes in Italian dishes. Best items on the vast menu are the veal tonne, the tortellini, the baby boneless pheasant baked in clay, the filet of pompano, and a veal and ham cutlet called cotoletta imbottita alla Palatini. Impressive wine list.

Kan's. 708 Grant Avenue, Yukon 2-2388. Johnny Kan, owner of this first-rate Chinese restaurant and gourmet of Chinese food, offers such concoctions as lemon chicken, chicken smothered in rock 'n' roll, red cooked rock cod (smothered in such delectables as bean curd, black mushrooms and Chinese dates), Peking oven squab, stuffed lobster tails, as well as walnut chicken and pineapple pork. Moderate.

Shadows. 1349 Montgomery Street, EXbrook 2-9823. The food is hearty and plentiful, the prices reasonable, at this German restaurant on the East slope of Telegraph Hill. Menu includes sauerbraten, wiener schnitzel, hasenpfeffer, kassler Rippchen, schweizer Bratwurst and kartoffel Pfannkuchen. Beverage list is mostly German, but it includes a few French wines.

Skipper Kent's. 1040 Columbus Avenue, PROspect 6-3737. Colorful, amusing, exotic, describes this place on the shores of North Beach, if you go in for Polynesian decor. Drinks are long and colorful, and the food is acceptably Oriental.

Yamato. 717 California Street, EXbrook 7-3456. This oldest Japanese restaurant in Western America perches on a hillside at the fringe of Chinatown, and is regarded as one of the most tasteful and highly regarded elaborate sukiyaki houses. You sit on the floor Japanese-fashion sipping hot sake.

Enrico's Coffee House. 504 Broadway, EXbrook 2-6220. San Francisco's one outstanding sidewalk cafe. An attractive, well-run place, it offers luncheon, excellent dinners, as well as midnight snacks.

"Dinners for Your Busiest Nights" was the title of a cookbook in the May issue of Good Housekeeping magazine. The big feature of the recipes given was that not one took more than 60 minutes to prepare.

Included in the seven full page color pictures was a photo of Tuna Tetrazzini, accompanied with fresh fruit, vegetables, cookies and coffee. Another was of Cherried Veal Chops, a combination of veal served on broad noodles, under a flourish of ready-to-use cherry sauce.

Another recipe given was for Frankfurters Garni with Gnocchi U.S.A. and served with buttery Boston lettuce, and piquant pineapple wedges.

In the June issue of Good Housekeeping a cookbook called "Live Happily Ever After" was designed for novices, brides, and past masters who need fresh perspectives and inspiration.

A recipe given to be used when friends drop in was Curried Veal Paprika on a noodle bed, strewn with almonds and poppy seed. Tomatoes holding their own peas and cauliflower, and fresh fruit completed the menu.

In the section entitled "Tomato Sauce: Indispensably Delicious," there was a recipe, Skillet Macaroni Medley, using macaroni, mixed vegetables, tomato sauce and seasoning. Another, Martha's Company Casserole which also used tomato sauce with noodles, is given below.

Martha's Company Casserole
Early in the day, cook one-half pound of noodles as directed; drain. Meanwhile, in one tablespoon butter or margarine, in skillet, saute one pound chuck, ground, till brown; stir
(Continued on page 35)

Dinner Dance at Stresa, Grand Hotel et des Iles Borromees



Mrs. Zeraga, Mrs. LaRosa, John Zeraga, Dr. Mario Bralibanti.



David Wilson, Phil and Maggie LaRosa, Dorothy Wilson, Dick Weiss.



Dr. Pizetti, Mrs. Wilson, his daughter, son-in-law, and guests.



Nat Bontempi, John Linstroth, Rose and Joe LaRosa, Peggy Linstroth and friend Francesca chat.



Bralibanti representatives and guests form a receiving line.



Story-teller Rossi amuses Frank Scarpa, Manny and Ina Ronzoni.



Rose and Joe LaRosa.



Katy Zeraga and Charles Moulton.



Holly and Nat Bontempi.



Lillione Ernest and Leonard DeFrancisci.

HELP IN CUTTING COSTS

A review of an article appearing in Nation's Business

STIFF competition, coupled with the increasing squeeze on profits, is making businessmen acutely aware of the need for cutting costs.

Employers also are learning that, to be effective, cost-cutting efforts must have the support of all employees. Here are some techniques that have proved useful to many companies in these areas of cost reduction.

Waste

Four ingredients to help guide your efforts to successfully reduce waste and spoilage are:

(1) Persuasive and dramatic communication which shows that success for the cost-reduction drive is important to rank-and-file employees, not just management.

(2) Forceful use of the "beat competition" theme—an approach both understandable and believable to most employees.

(3) Clear explanations of the causes of waste, spoilage, and poor quality, and specific suggestions on what employees can do to help.

(4) A planned effort to supplement the role of supervision. Supervisors have their own work to do and may be undertrained in communication techniques; they need the help of imaginative promotion materials.

As an example, a small manufacturing plant spent \$200,000 a month on materials. Its shrinkage loss rate was five per cent—\$10,000—a month. A series of meetings created employee awareness of this loss. They were shown how reducing shrinkage would improve the company's tough competitive situation and their own job security. Favorable response reduced the shrinkage rate to four per cent—a monthly cost saving of \$2,000.

Absenteeism

In most companies a high rate of absenteeism is a substantial cost item. A one-day absence of a key employee can result in time-consuming schedule changes and rearrangement of work routines.

Absenteeism has been reduced by techniques which dramatize the importance of being on time and on the job, and give personal recognition to employees with good attendance records. Here is an example:

A food manufacturer dramatized the problem with a brief photo feature in the employee publication entitled, "How Much is 10 Minutes Worth?" An attrac-

tive secretary was pictured hurrying in ten minutes late for work, glancing anxiously at the office clock. The story read in part:

"A late arrival is only one way ten minutes can disappear from a working day. There are stretched-out lunch hours, those chats at the water cooler, the corridor conferences that aren't always business.

"Why the concern about ten minutes? If each of our 21,000 employees lost just ten minutes a day, it would cost an estimated \$2,700,000 a year . . . paid out in wages for which the company would receive nothing in return."

Employment Turnover

Reducing the rate of employment turnover is a money-saver for most companies. A new employee means advertising, hiring and training costs, and often an initial period of low productivity.

One company estimates these costs as high as \$500 per new employee. Using this figure, the annual turnover costs would be about \$100,000 for a company with 1,000 employees and the not unusual turnover rate of twenty per cent annually. Reducing the turnover rate by just five percentage points would thus bring a saving of about \$25,000 annually.

Personnel experts in some companies are convinced that special attention to promotional and communication techniques can improve turnover records, even though variable external factors make it impossible to prove a direct relationship.

The most common management effort to minimize turnover is careful implementation of the full range of standard personnel practices, ranging from simple layoff protection according to seniority, to pension plans which reward long service.

Moving a Business

Expansion and dispersal programs have made business moves a common, and expensive, practice. Some of the most grievous losses in a move can be caused by the failure of employees at the old location to cooperate—and by inability to attract the right kind of employees at the new location.

One firm worked out a plan which rivaled a military campaign in thoroughness. The plan, featuring forthright communication and promotion at both the old site and the new, incorporated these features: A statement of

the move's specific objectives; an early and simultaneous announcement of the move in both the old and new plant cities; organized programs of working with both chambers of commerce involved; planned efforts to minimize the adverse effects in the old plant city, and to temper the exaggerated expectations at the new location; a series of advertisements in the newspaper of the new plant city, featuring such themes as "We will be permanent here," and "How we will pay, recognize and promote our employees"; a series of meetings with employees at the old location to explain the carefully worked-out plan to aid placement in new jobs of employees not wishing to move—and to promote the virtues of the new location to employees eligible to make the move.

Specific cost-reduction accomplishments of this plan included the avoidance of what had been regarded as an almost certain strike at the old location; the maintenance of normal productivity standards up to the last day of operation at the old location; a high percentage of acceptances by those employees invited to move, and effective placement in new jobs of those left behind, an orderly and efficient move of machines and office equipment, and a record number of qualified job applicants at the new location.

In an attempt to keep difficult-to-replace skilled, professional and technical manpower one company launched a comprehensive promotional campaign. The newspaper carried management announcements and interpreted them. It carried a series of articles which told in colorful terms of the advantages of living in the new city—including information on schools, the recreational facilities, churches and shopping facilities.

Employee losses because of the relocation amounted to only 14 per cent and only two employees from the vital engineering supervisory ranks were lost.

Cost Reduction Campaigns

When a company faced the problem of falling profits in spite of increasing sales, it launched a program designed to build better employee understanding of the competitive situation, and to ask their help with this problem.

A program, which proved quite successful, was started, with the theme

(Continued on page 36)

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—

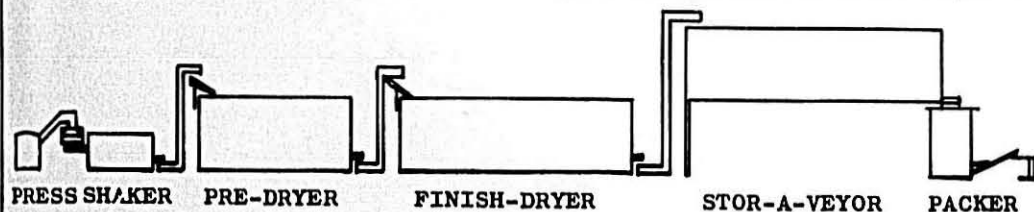
G-R (Garibaldi-Ricciarelli) fully automatic carton line — weigh, fill, close.

One operator required for automatic continuous press;

None for shaker dryer, preliminary dryer, continuous dryer, star-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.

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.

JULY, 1961

MONARK Egg CORPORATION

"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.

601 E. Third St. Kansas City 6, Mo.
HARRISON 1-1970

33



July is Picnic Month

For several years now, the American Bakers Association has sponsored "July is Picnic Month." They have enlisted support from every kind of food manufacturer and accessory supplier who believes his products can benefit from the trend to outdoor eating.

July has become National Hot Dog Month. This year Stokely-Van Camp pushes Backyard Banquets. The Schlitz Brewing Company promotes "Good Living Go Together." The California Raisin Advisory Board has plans for a big picnic promotion. Everybody is getting on the bandwagon.

Hot or Cold

The publicity of the National Macaroni Institute for macaroni, spaghetti and egg noodles during the summer is on the theme "Hot Or Cold, Make It With Macaroni."

Suggestions for salads or top-of-the-stove dishes have gone to every media. A checklist for summer versatility went to Cecily Brownstone of Associated Press, suggesting:

(1) Mix cooked macaroni with enough salad dressing to moisten, and chopped chives are a fine side dish with shrimp, lobster chunks and lemon wedges.

(2) Individual salads of macaroni seasoned with French dressing and chopped chives are a fine side dish served with grilled chicken and tomato halves. Broilers-fryers are in good supply. Summer marketings are expected to be 25 per cent above a year ago.

(3) Diced cooked chicken, canned pineapple tidbits and orange sections tossed with macaroni and a lemon French dressing make a delicious luncheon.

(4) Strips of corned beef and grated cabbage added to macaroni along with mayonnaise seasoned with mustard make a hearty, satisfying salad.

Picnics are featured in McCall's Magazine for June. Better Homes and Gardens features Victor Borge's ideas for outdoor eating. Woman's Day for June has a feature on "The Joys of Outdoor Eating" with a Sunday Dinner for the Family suggesting Antipasto,

Pasta Rustica (one-dish rigatoni recipe with beans, zucchini, carrots, tomatoes and cheese), garlic bread with parsley and dessert.

Collector's Cook Book

In the same issue, the Collector's Cook Book is on Pasta. The cover says: "Everybody loves pasta, whether it's smothered with sauce, swimming in soup, baked in a casserole, or chilled in a hearty, main-dish salad. Spaghetti, macaroni and noodles, those three indomitable members of the pasta family, are truly the answer to a home-maker's dream. The reason—not only are they eaten with gusto, but they're good for you and economical too. They are good for you because in addition to containing protein and energy producing carbohydrates, they are low in fat. And they are economical because, inexpensive themselves, they make more expensive foods go further."



Audrey Becker points out that macaroni products are quick and cool eating but red-hot party items.

Then some 50 hearty, exciting adventures in good pasta eating are given in the recipes that follow.

Protean Pasta

MD Medical Newsmagazine, a controlled circulation monthly publication going to the medical profession, ran a four-page feature article in May entitled "Protean Pasta."

They told their readers a number of stories of the historical origin of macaroni products, mostly legendary, including the romantic tale of how Marco Polo was said to have brought it from China to Europe.

A little-known theory of the Asiatic origin of noodles was related. It is said they were brought to Germany by the Mongoloid invaders of the Fourth Century (Huns), where they remained as a part of the German diet in the form of "nudeln." With the Germanic invasions into Italy came the introduction of noodles into the Italian food picture.

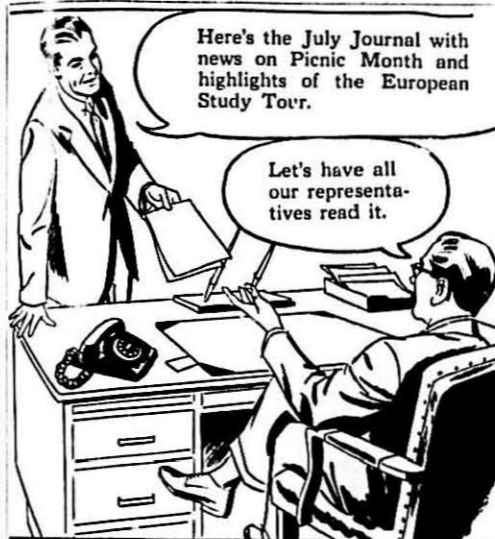
One of the earliest European historians, the Italian Fra Salimbene of Parma, wrote in 1284 he tasted ravioli for the first time. Roman history shows that by 1592 the macaroni manufacturing business was thriving to a point where a law was passed to regulate prices. Punishments such as the rack, the pillory, whipping, banishment to the galleys were promised lawbreakers.

Probably the first macaroni manufacturers' trade association was formed in Italy in the 1600's. This trade corporation was known as the Universitas et Ars Vermicellarum, formed to protect the interests of pasta makers from encroachment by bakers, and to preserve trade secrets.

About the beginnings of macaroni products as a popular American food, MD had this to say: "Pasta did not enter into American cuisine until about the middle of the nineteenth century when Americans began to travel in Europe. But the most significant revolution is credited by some authorities to Prohibition, when many Italian-run speakeasies served homemade wine accompanied by pasta dishes."

Following a description of the kinds and uses of the many varieties of macaroni products was a short history of durum wheat, and the manufacturing process of present-day macaroni products.

The interesting, scholarly-written article concluded with statistics on the nutritional values of macaroni products, along with MD's selection of three delicious recipes — Springtime Spaghetti (containing lots of fresh basil leaves, chopped), Clam Spaghetti, and the famous Fettuccini Alfredo.



IMPORTANT INFORMATION this month and every month on the macaroni-noodle manufacturing industry in The MACARONI JOURNAL.

Send subscriptions to Box 336,
Palatine, Illinois, U.S.A.

Recipes—

(Continued from page 30)

In two eight-ounce cans tomato sauce; remove from heat. Combine one eight-ounce package soft cream cheese, one-half pound cottage cheese, one-fourth cup commercial sour cream, one-third cup minced scallions, one tablespoon minced green peppers. In a two quart casserole spread half of the noodles; cover with cheese mixture, then rest of noodles. Top with two tablespoons melted butter or margarine, then meat sauce. Refrigerate. About one hour before serving, bake casserole in 375 degree Fahrenheit oven 45 minutes, or until bubbling. Makes six servings.

Partitioned Polyethylene Bags

Polyethylene bags with two, three or four partitions, and perforated for easy separation, have been introduced by the Flexible Packaging Division of Continental Can Company, Mt. Vernon, Ohio.

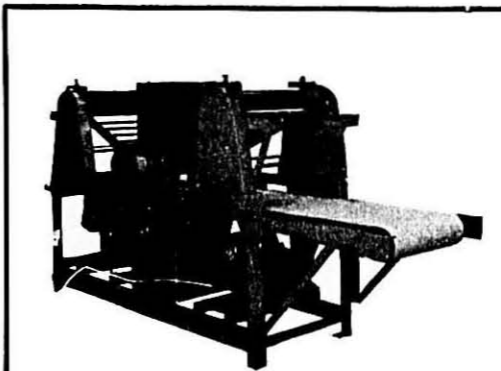
Initially developed to merchandise two eight-ounce packages of Mrs. Grass' egg noodles as one unit, the compartmentalized bags offer producers of a wide variety of consumer goods an opportunity to promote twin packs, premium inserts, and small products like toy parts, model kits, games and



crayon sets which lend themselves to compartmentalization.

Almost unlimited variations and combinations exist, with such possibilities as the following currently under consideration: wash cloth and soap bars, pencils and pads, dolls and doll clothes, toothpaste tube and tooth brush, and sets of playing cards.

No surcharge is made for this exclusive construction, but in order to justify the expense of additional set-up time, a 100,000 bag minimum has been established. Overall dimensions include a width range of two and one-half inch minimum to 15 inch maximum, and a length range of nine and one-half inch



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

221 Bay Street, San Francisco 11, Calif.
Telephone Douglas 2-2794

minimum to 22 inch maximum.

Packaging Booklet Offered

A new illustrated booklet to help manufacturers select the proper shipping container for each product is being offered by the forest products operations of the Packaging Division, Olin Mathieson Chemical Corporation.

The first section of the 34-page brochure describes in individual detail the broad range of basic corrugated container designs available from Olin.

A second section discusses special container designs for products that are unique in shape, size or construction, or require special protection during transit. Customers can select specially designed containers which make use of the following Olin developments: Armor-Gard, a unique corrugated construction principle which builds extra strength into the areas of the carton which need it most; Scuff-Master, an interior liner-board treated to protect the finish of packaged products from scuffing; Humi-Gard, a moisture resistant liner-board; Skid-Master, a linerboard with built-in non-skid properties.

The booklet points out that many products require a tailor-made container. "Your Packaging Guidebook" can be obtained by writing to Olin Containers, West Monroe, Louisiana.

Mr. Pfortner's Statement—
(Continued from page 24)

discussion on your production of the different varieties of egg products as well as on their consumption by your industries, further more on the prospects of production and quotations in the near future. During recent years, fresh shell eggs have been used, mainly in Southern Germany, for macaroni of very high quality this requires also corresponding high prices, as a matter of fact, appealing to a relatively small segment of consumers. Is there such production in the United States of America, and what are the requirements for fresh eggs you have to meet in your country?

The subject of macaroni is interesting to us in every respect, with regard to both the existing regulations and also the methods of examination and determination of the egg content, as well as the prescribed declaration. There are especially strict regulations for macaroni products in the Federal Republic of Western Germany contained in a special decree for macaroni published in 1934. These regulations have been changed, amended, and completed by a series of new regulations during the last few years. In particular, the regulation for the protection from salmonella, published three years ago, prescribing an exact bacteriological examination of imported egg products on their possible content of bacteria or enterobacteria at all, has been especially restrictive. Though we know that egg products are being pasteurized in general in the United States of America, salmonella bacteria has been found here with dried egg products imported from the United States of America which resulted in the fact that the consignments concerned were refused importation. Would you be able to give us some information on your experiences in this field, too?

Conference Topics

Further, if you are interested, we should like to discuss such matters as the following:

- (1) Questions with regard to the different ways of distribution.
- (2) Certain problems of production techniques and packaging.
- (3) The influence of all methods of modern advertising on the consumer.
- (4) The rooting out of prejudices as, e.g., the belief that macaroni is fattening.
- (5) The combination of macaroni with other foodstuffs in tins or frozen foods.

Concluding, I should like to stress, speaking in the name of all my colleagues present, that we really enjoy

having you here as our guests and to spend with you several hours with mutually satisfying discussions and a dinner party. We are thanking in particular our honorable colleague, your secretary Mr. Green, that he could manage to spare these few hours in Frankfurt out of your so interesting and compressed tour of Old Europe.

Help in Cutting Costs—
(Continued from page 32)

"Let's All Work Smarter." This included oral, visual and written communication techniques. Four specific methods used were:

1. One-hour meetings were held weekly by each foreman with employees on special department problems.
2. Display panels were used to show competing products, as well as company products that had been shipped to customers and had resulted in complaints.
3. Each plant manager sent local employees a monthly newsletter, which featured news about the campaign.
4. Weekly posters displayed on bulletin boards hit hard on such subjects as waste, quality, competition and teamwork.

Work-Simplification

A basic technique for work-simplification is to set up employee committees to study methods of increasing efficiency and lowering costs. These four rules will help:

- Make sure the purpose of your work simplification program is related to employee job security.
- Make sure that employees are fully aware of the existence and purpose of the program.
- Make sure the results are fully reported.

- Make sure that members of the work simplification committee, as well as individual employees, get some form of public recognition for their efforts.

Results of well promoted work-simplification programs in companies include: lower-cost office filing procedures; elimination of unnecessary records and reports; elimination of overtime through better work-scheduling; closer cooperation between manufacturing and administrative components; and a faster, less-expensive system of internal information flow.

A & P Earnings Rise

Earnings of the Great Atlantic & Pacific Tea Company for the fiscal year ended February 25 rose 13 per cent to a record \$59,011,870, or \$2.57 a share, from \$51,996,369, or \$2.26 a share, in the prior year. Sales volume was up four per cent to a record \$5,246,000,000 from \$5,048,000,000 the preceding year.

Ralph W. Burger, president and chairman, reported 225 new stores opened, 510 remodeled, and 180 outdated stores closed. During the past year the company also completed and occupied several new or enlarged distribution centers, meat warehouses and other processing, manufacturing and packaging plants.

Mr. Burger commented that in the past year A & P was in a profit squeeze because costs were rising at the same time the economy was in a mild recession. He said: "The year's sales and earnings accomplishment affirms our long-established principle of food retailing, that sound growth stimulated by low prices is more to be desired than quick profits from merchandising methods that must lead inevitably to diminished sales."

"We have remained relatively conservative in the area of costly promotional devices, firm in our conviction that the consumer is still more interested in quality foods for lower prices than in the 'something-for-nothing' philosophy," he added.

New Product

Kraft Foods has introduced a macaroni and cheese dinner in Chicago, Cincinnati-Dayton, and Pittsburgh marketing areas. The dinner contains eight ounces of macaroni and six ounces of cheese sauce. It retails for about 43 cents. Wider distribution is planned.

Idea Sprouter

At a buffet supper served in a castle atop the hill at Weinheim, Miss Anne Rihm, president of Drei Glocken, presented the Americans on tour with a Weinheim Grasteufel — literally translated "grass devil."

In the little card of greeting accompanying the gift it said: "Hoping that your ideas may sprout just like the hair on the 'grass devils' head, we wish you every success and bon voyage. Don't forget to pour water on the poor devil's head! Only then will the grass grow."

National Macaroni Week — October 19 - 28, 1961

M-m-m, Macaroni! Macaroni meals in minutes; the most for convenience, nutrition and economy. Work for Macaroni Week—Macaroni Week will work for you

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!



C. R. MOOR
President



WILLIAM BERGER
Manager of Macaroni Dept.



FRED R. SCHEIFELE
Project Engineer



ERWIN INGOOLD
Project Engineer



ROSS BACKES
Electrical Engineer



GEORGE DEGUNDA
Head Erector



CHRIS HEEB
Head Erector



W. WULLENWEBER
V. P. & Eastern Manager



FRITZ WESTERMAYER
Midwestern Manager



ARTHUR KUNZ
Sales & Service Engineer



BEN BORG
Sales & Service Engineer

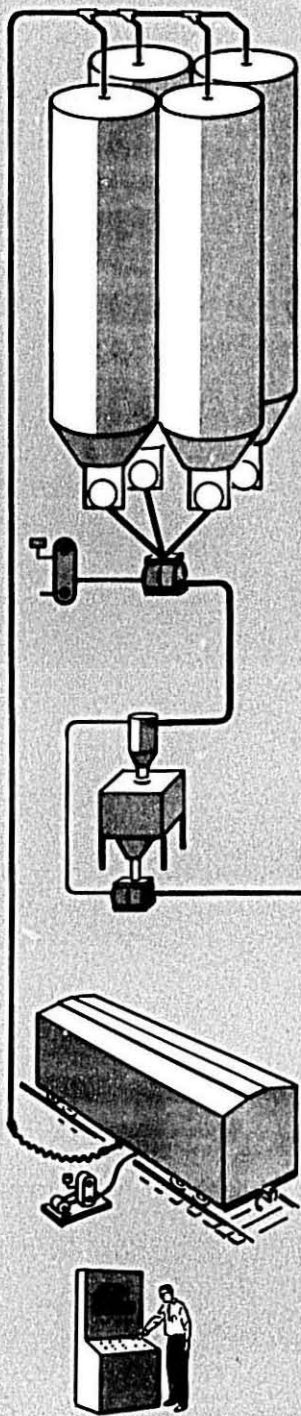


HANS ZOOG
Sales & Service Engineer



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.

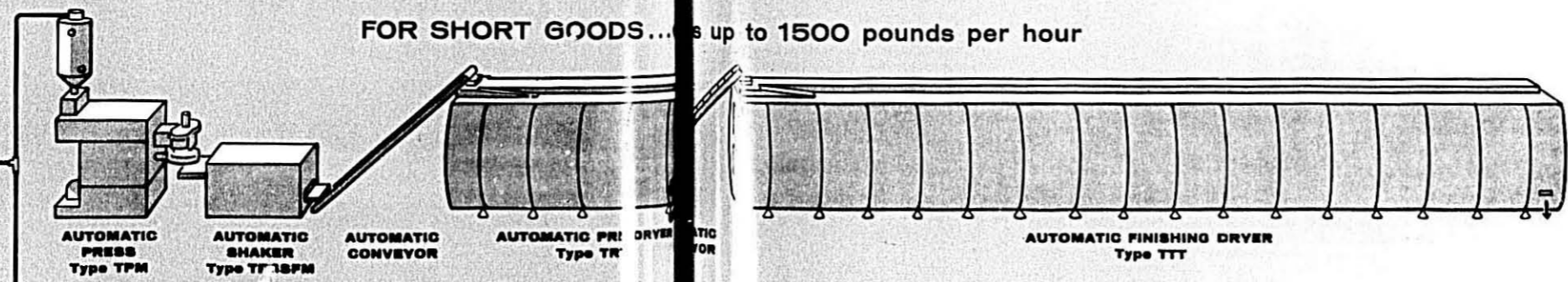


Flexible...to fit your available floor space

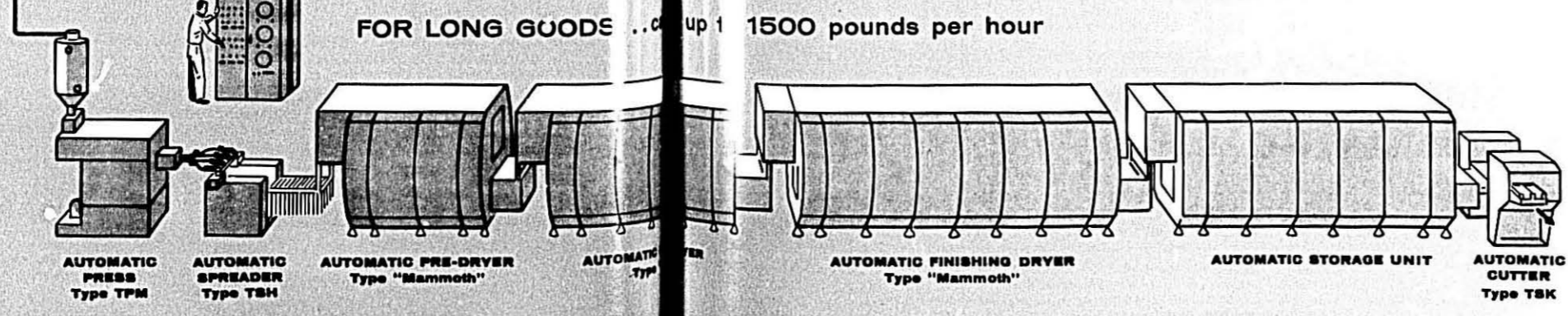
Typical BUHLER bulk handling and both long and short goods production lines are shown on these pages. In actual practice, however, the bulk handling system is engineered to fit your existing facilities and the Press, Spreader, Pre-dryer, Finishing Dryer, Automatic Storage, and Cutter need not be installed 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.

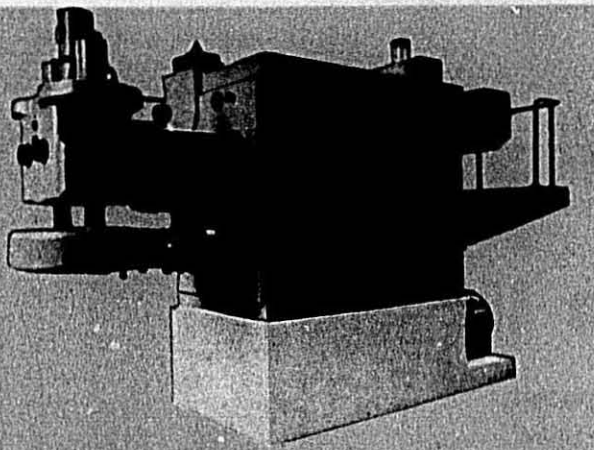
Your nearest BUHLER representative can give you valuable assistance in reducing your production costs through plant modernization. His address is shown on the following page. *Call him today!*

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

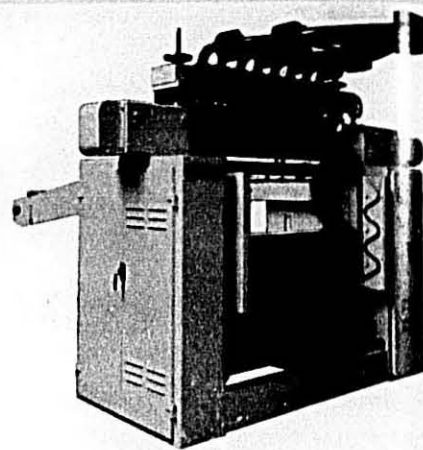


FOR LONG GOODS... up to 1500 pounds per hour

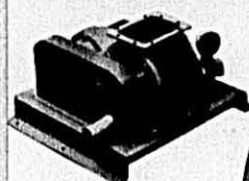




PRESS for Short and Long Goods (Type TPM) are equipped with a new vacuum system and a forced feed of the main screw. Flour feeder is synchronized with a water measuring device to guarantee uniformity of mix.



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

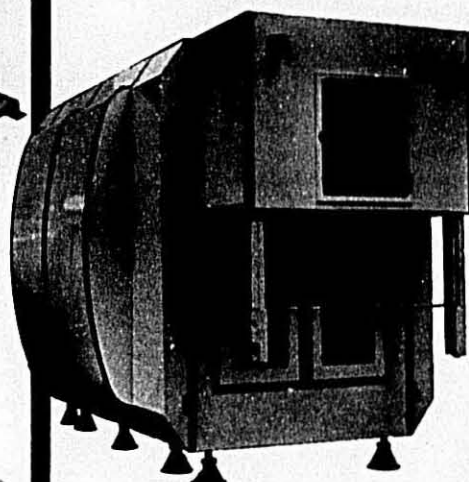


Fluidlift actuator

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

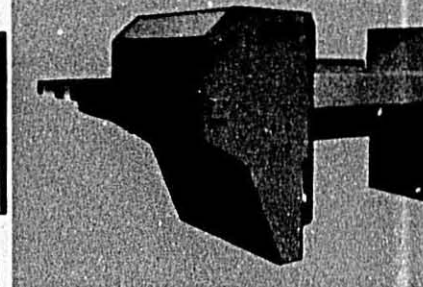


Fluidlift blower unit

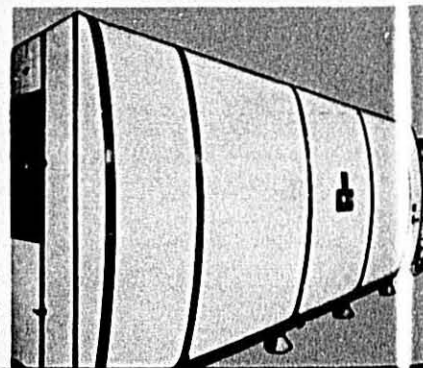


PRE-DRYER and FINISHING DRYER for Long Goods designed to produce automatically, with almost no supervision, a first class product and to yield an optimum color effect. Sanitary construction with swing-out panels, better insulation and new positively controlled stick transfer are the features of this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



Boss of the Year

Joseph Pellegrino, president of Prince Macaroni Manufacturing Company, Lowell, Massachusetts, copped "Boss of the Year" honors awarded by the Beacon Hill Chapter of the National Secretaries Association (International) at its Executives' Night Dinner held recently in Boston.

Before a crowd of 200 people, Pellegrino received a certificate, gold statuette and warm words of praise for his energetic, close-working relationship with the firm's employees throughout the country and his co-operative and appreciative recognition of the NSA.

Cited in particular were his "driving force behind the Prince operations" and the fact that "no job is too small or too big for him to handle."

"Although Prince subsidiaries are scattered, Pellegrino knows almost all 900 employees by name and always makes time to talk with each about business or personal items," was also noted in the commendation.

Introduced as a man of versatile experience who daily applies that which he has learned in the past, Pellegrino's business career was lauded from its start when he was a frozen custard vendor and shoe-shine boy on Coney Island.

His first adult affiliation was with Roman Macaroni Company, Brooklyn, New York, when he joined its sales force. Subsequently, he rose to become the company's top salesman with a controlling interest in its operation. When Roman was destroyed by fire in 1940, he joined Prince.

Since his election to the presidency a few years later, Pellegrino has steered the opening of four branch plants in Rochester, Brooklyn, Chicago and Montreal, Canada; two warehouses in Miami Beach and San Juan, Puerto Rico; and a purchasing and sales branch in California.

Prince subsidiaries founded in his presidency are a restaurant, several pizza drive-in restaurants, a folding box plant, corrugated box plant and cannery.

His charitable interests are widely acclaimed, the best known being a Spaghetti Dinner served in 1958 in Fenway Park to 30,000 people by Prince with entire proceeds going to the famous Jimmy fund.

Special Honor

Charles Ritz, chairman of International Milling Company, Minneapolis, Minnesota, received a special honor from the board of directors of the Millers' National Federation in recognition of his long membership on both the Federation's board and executive com-

mittee as well as his 50 years in the milling industry. The honor, a beautifully inscribed plaque, was presented to Mr. Ritz at the banquet of the Federation's annual meeting in Washington.



Evans J. Thomas

Thomas Joins Fisher Mills

The Fisher Flouring Mills Company, Seattle, announces that E. J. Thomas has joined its sales staff. He will specialize in the sale of milled products for the West Coast macaroni industry.

Thomas brings 34 years of experience in the durum manufacturing and sales field to the job. For the last 21 years he has devoted his time exclusively to the sale of durum products as sales manager of the durum division of an eastern mill.

Fisher's has just completed modernization of the largest milling unit in their Seattle mill. Installed by Buhler, the new mill includes the pneumatic handling of flour plus many other advanced milling techniques. This modernized unit will be capable of milling a full range of quality products for the macaroni trade.

General Mills Founder Dies

James Ford Bell, founder and first president and first chairman of the board of General Mills, Inc., died May 7 in Minneapolis following a respiratory illness. He was 81.

Known to his close associates in General Mills as "The Chief," Mr. Bell until recent weeks drove each day to his office in the company's headquarters in suburban Minneapolis. He gave much time to community activities, serving for 21 years as a member of the board of regents of the University of Minnesota. He attended his last regents' meeting April 21.

In addition to guiding General Mills to eminence in the flour milling industry, Mr. Bell prepared the company for new projects in widely diverse, but nonetheless related, fields. The result is that today, while the company is known around the world for flour, breakfast cereals, cake mixes and refrigerated biscuits, it claims increasing attention also for such items of manufacture as balloons and their highly technical instrumental equipment, nuclear handling equipment, cellulose and plastic sponges, pharmaceutical starting materials, vitamins, oilseed ingredients for food and industrial products and formula feeds.

University Mourns Loss

Agricultural education and research lost one of its staunchest leaders with the passing April 17, 1961, of Dr. Fred S. Hultz, President of North Dakota State University of Agriculture and Applied Science.

In the over 12 years Dr. Hultz was president—he came to North Dakota in 1948—the University and its services to agriculture made their greatest growth. Research was among these services that developed greatly with the able leadership provided by Dr. Hultz. He never swerved from his intent purpose of giving North Dakota the best possible University for the education of its youth, for the scientific advancement of its agriculture through research, and the information and demonstration of the truths of science to rural families of the state.

Physically, in buildings, equipment and facilities, education and research, North Dakota State University advanced far under the leadership of President Hultz.

President Hultz lived to see statewide public recognition of the university's achievements when in 1960 an overwhelming majority of voters approved a referred legislative measure authorizing change of the name of North Dakota Agricultural College to North Dakota State University of Agriculture and Applied Science.

Always close to agriculture and its problems, President Hultz never let himself get out of touch with agricultural people. He was an enthusiast when it came to good livestock and was never happier than when visiting a livestock show, or when associating with farmers and ranchers devoted to livestock.

Nothing is more praiseworthy, nothing more suited to a great and illustrious man than a merciful disposition.—Cicero.

Complete Macaroni Plants by BUHLER

THE BUHLER CORPORATION, 8925 Wayzata Blvd., Minneapolis, Minn. (LI 5-1401)
Buhler Brothers (Canada) Ltd. 24 King St. W. Toronto 1, Ontario (EMpire 2-2575)

Sales Offices: **NEW YORK CITY**—230 Park Avenue (MU 9-5446)
CHICAGO—Room 515, 327 South LaSalle Street (HA 7-5735)

Sales and Service Representatives
LOUISIANA: Arthur Kunz, 10200 Pressburg St., New Orleans (CH 2-4139)
CALIFORNIA: Hans Zogg, 1715 Juarez Avenue, Los Altos (YO 7-7556)
CALIFORNIA: E. C. Maher Co., 1248 Wholesale St., Los Angeles (MA 7-3909)
WASHINGTON: Ben Borg, 8036 Sunnyside Avenue, Seattle 3 (LA 2-5418)



WAY BACK WHEN

40 Years Ago

• "What is the proper method of advertising?" was a question posed to macaroni manufacturers. Some of the answers received were: "Interest the grocers and you get the business," "A goodly share of our business comes through the use of the women's publications." The report concluded: "Manufacture a quality product, attract the consumer and advertise. This combination spells success."

• The Tariff Commission supplemented its original survey of the macaroni industry by making a study of the cost of producing macaroni in the United States. They found that labor costs represent a relatively small percentage of the total cost, only 11 per cent, while materials represent the greatest percentage, about 64 per cent in the bulk to 51 per cent in the package goods.

• Mr. Franklin Edwards, chairman of the executive committee of the Spring Wheat Crop Improvement Association, in submitting his report of the activities of the association for the crop year 1920-21 said: "Our survey shows the percentage of durum wheat grown this crop year is much heavier than it should be. North Dakota shows 43 per cent, South Dakota 45 per cent and Minnesota 11 per cent. Farmers should be encouraged to limit the amount of durum sown to the normal consumption demand for same."

30 Years Ago

• Mr. Frank L. Zerega, president of the Association, had this to say concerning the depression: "Most of the troubles in our industry have been brought on by our own shortsightedness. We have sacrificed profits for volume. Too many of us have operated blindly with defective cost systems or without any regard whatever for costs."

• Mr. Henry Mueller expressed the following views on general business conditions: "We shall again enjoy prosperity—but only after we have found ourselves, balanced ourselves, realized the importance of your own individual efforts and gone back to work."

• When speaking of products not labeled as they should be, at the convention, Martin Luther of Minneapolis Milling Company said: "I don't believe we ought to go on as we have been. Let's call a spade a spade and decide what to do and if we want to do it; and if we don't want to, let's not do it."

20 Years Ago

• At one convention in Philadelphia the chant was "We Want Willkie"—and a few months later in Chicago the chant was "We Want Roosevelt." The only chant of the macaroni manufacturers was "We Want The American Public To Eat More And More Macaroni And Egg Noodle Products!"

• At the convention, President Joseph J. Cuneo gave macaroni manufacturers some timely advice: "Perhaps today many of us in competition prey on one another, and not enough of us are praying for one another. This would be the Golden Rule of Character, Manhood and Guaranteed Success."

• The Pennsylvania Food Laws adopted the name "Macaroni Products," which met with approval of everyone, instead of the old "Alimentary Paste."

• Mr. Fred "Bugs" Somers told macaroni manufacturers that 1941 would be a weevil year and they were to watch their insect control program in the summer.

• Kansas City's prestige in the macaroni field was at stake because of rate changes in the shipment of these products which were made. Manufacturers in this city felt that certain rate changes would endanger the excellent market which had been established there.

10 Years Ago

• In concluding his message at the 1951 Macaroni Manufacturers Association's convention, C. Frederick Mueller said: "I do not think that good human relations is either all book or all self-reliance. If I were asked for a recipe for good human relations, I would mix together: an up-to-date knowledge of developments in the human relations field; a determination to rely on one's own judgment; and a generous quantity of 'The Golden Rule.'"

• In his report on the National Macaroni Institute, Ted Sills told manufacturers that Macaroni Week will bring macaroni products to the attention of millions of people.

• Representatives of the agricultural department, the macaroni association and some leading macaroni manufacturers of France came to the United States on a good-will tour. The purpose of the visit was to learn improved durum and macaroni methods and to study American ways of farming, business and living.

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—To purchase One (1) Dough Breaker and Noodle Cutter. Box 179, Macaroni Journal, Palatine, Ill.

FOR SALE—Ambrette Press with Spreader, Box 178, Macaroni Journal, Palatine, Illinois.

FOR SALE—Two Clermont automatic lines for long goods each one including press, spreader, continuous dryer, stick stripper and aluminum sticks. To be sold as two units or separately. Can be seen on application. Reply Box 180, Macaroni Journal, Palatine, Ill.

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Did You See?

In the June issue of the Macaroni Journal Allen W. Walz says a man works for the economic security of himself and his family. "But, it has been proved by careful survey and by practical observation that almost as important to a working man today as dollar income is the knowledge that he is doing a good job."

In 20 years several varieties of durum have been bred and developed to meet changing conditions and production problems. They started with Mindum in the early forties, with some acreage of Kubanka. Stewart and Carleton, released in 1943, had some stem-rust resistance. Nugget was introduced in 1950. Stewart 221, a further back-cross with Mindum, but easier to handle came out in 1953. Then came Sentry in 1954. Vernum had some tolerance to 15B. Then for 1956 plantings there were four 15B resistant durums: Langdon, Yuma, Ramsey and Towner. In 1960, two more introductions, Wells and Lakota. The search is continual.

✓ CHECK AND FILE THIS IMPORTANT INFORMATION FACT FILE ON ENRICHMENT

The minimum and maximum levels for enriched macaroni products as required by Federal Standards of Identity are as follows:

ALL FIGURES ARE IN MILLIGRAMS PER POUND

	Min.	Max.
Thiamine Hydrochloride (B ₁)	4.0	5.0
Riboflavin (B ₂)	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

NOTE: These levels allow for 30-50% losses in kitchen procedure.

Suggested labeling statements to meet F.D.A. requirements:

For macaroni, spaghetti, etc., from which cooking water is discarded—
Four ounces when cooked supply the following of the minimum daily requirements:

Vitamin B₁ 50%
Vitamin B₂ 15%
Iron 32.5%
Niacin 4.0 milligrams

For short-cut goods from which cooking water is not usually discarded—
Two ounces when cooked supply the following of the minimum daily requirements:

Vitamin B₁ 50%
Vitamin B₂ 10.5%
Iron 16.2%
Niacin 3.4 milligrams

for batch mixing ROCHE* SQUARE ENRICHMENT WAFERS



Each SQUARE wafer contains all the vitamins and minerals needed to enrich 100 lbs. of semolina. They disintegrate in solution within seconds . . . have finer, more buoyant particles . . . and break clean into halves and quarters. Only Roche makes SQUARE Enrichment Wafers.

*ROCHE—Reg. U. S. Pat. Off.

for mechanical feeding with any continuous press ENRICHMENT PREMIX containing ROCHE VITAMINS

1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the levels required by the Federal Standards of Identity. If you use a continuous press, get the facts now on mechanical feeding of enrichment premix with Roche vitamins.



VITAMINS ROCHE

For help on any problem involving enrichment, write to

Fine Chemicals Division • Hoffmann-La Roche Inc. • Nutley 10, N.J.

Enrichment Wafers and Premix Distributed and Serviced by Wallace & Tiernan Co., Inc., Belleville 9, New Jersey



*See you in
San Francisco!*



Yes, "Mr. I"—symbol of International Milling Company and its Quality Durum Products—hopes to see all of you conventioners at the 57th Annual Meeting of the National Macaroni Manufacturers Association at the Hotel Mark Hopkins, San Francisco, July 11 to 13.

We welcome these yearly opportunities to mix business with pleasure and to discuss, informally, our mutual industry problems and plans for the future.

See you in San Francisco!

International
MILLING COMPANY