

# THE MACARONI JOURNAL

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December, 1961

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# Macaroni Journal

DECEMBER, 1961

Durum Show  
Grocery Trends  
Holiday Buffets



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As we approach the threshold of another year our thoughts turn gratefully to those whose courtesy, good will and loyalty have helped make our progress possible. In this spirit we extend to you the

**SEASON'S GREETINGS**

**CHARLES C. ROSSOTTI**      **ALFRED F. ROSSOTTI**  
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# The Macaroni Journal

December  
1961  
Vol. 45  
No. 8

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regarding advertising or editorial material to Robert M. Green, Editor.

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## Cover Photo

Invite your best friends round for a Christmas parcel packing party and you can share a lot of fun. Serve macaroni bow ties mixed with other foods chosen for their gay red or green color. Macaroni, spaghetti and egg noodles are a cinch to cook and a favorite party food.

—National Macaroni Institute photo.

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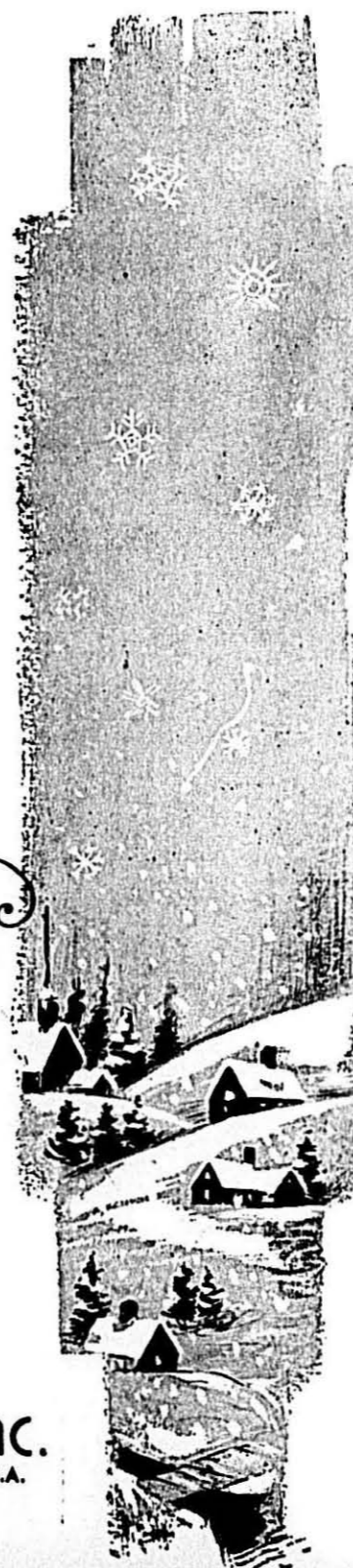
Merry  
Christmas

and

A Healthy, Prosperous and Happy New Year



**D. MALDARI & SONS, INC.**  
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# THE STORY OF WHEAT

Part II of a film strip narration by the Wheat Flour Institute for the Nebraska Wheat Commission. Part I appeared in last month's *Macaroni Journal*.

As Americans moved westward and farms became larger many men tried to solve some of the problems of the wheat harvest inventing machines to simplify the task. A farmer, Robert McCormick, and his son Cyrus, perfected what they called the "reaper." This two-wheeled, horse-drawn machine pulled a series of moving, tooth-like knife blades against the grain to clip it close to the ground.

A rotating paddle wheel swept the stalks against the cutting blade and on to the platform as the machine moved forward. In the McCormick's first models, a man walking beside the rig raked the stalks of wheat together by hand and bound them into bundles. Later, the McCormicks added a moving, canvas belt to catch the grain and gather it. Finally, another labor-saving device was added so that each bundle was bound with wire and dropped in the field. Later, twine was used in place of wire so that the bundles could go directly into another machine called a thrasher.

The bundles, or sheaves, as they are called, were piled together in an arrangement that shed the rain. A small stack of the sheaves was called a "shock."

## Threshing

Of course, the cutting of the wheat stalks is a necessary step in the separation of seeds or kernels from the hulls, called threshing. Even in prehistoric times, some genius among men invented a tool to help in the threshing, a tool called a flail. This is simply a stick loosely joined to a handle by a thong or piece of leather.

To thresh the grain, the farmer beat the cut wheat with the flail down against the hard earth or a platform. The pounding separates the grain from the straw and chaff.

In parts of the world today, primitive people still use a flail to thresh their grain. In other sections, threshing is accomplished by driving cattle over the grain after it has been gathered

and placed on a hard surface. The pounding hooves break away the hulls and free the kernels.

Then, the farmer without modern tools, places the mixed grain and hulls in a blanket and tosses them up into the wind. The lighter chaff is blown away. The heavy grain drops back. The process is repeated over and over until the separation is complete and the grain lies free and clean. This cleaning process is called winnowing.

As the plow, reaper and binder and other tools were perfected so also was a threshing machine invented. With a crew of men in the field, the threshing machine accomplished in a few hours the work it once took many men several days to do. The shocked grain was hauled in from the field and fed to the machine. The chaff and straw were blown out to form a straw-pile. The clean wheat poured into a waiting wagon, or into bags.

Not too many years ago, threshing crews thronged the great wheat lands of America each fall. Moving from

farm to farm, thousands of men and their machines would start harvesting in local areas of the Southwest, moving Northward as the wheat ripened across 1,500 miles of the great plains—from Texas, into Oklahoma, Kansas, Nebraska, the Dakotas and into Canada.

## Combine

Put the reaper and the threshing machine together, make it self-propelled, and you have a combine. Fewer men were needed. There was greater safety for the crop since the time of harvest was shortened. Combines in tandem formation accomplish in minutes what it once took men hours to do.

It is only in the past 20 years that the dramatic annual migration of itinerant harvest hands changed to a migration of combine machines and crews. Now, even this is ending. Today farmers generally own their own combines, or hire combines locally, or go together to harvest each other's fields cooperatively.

Trucks collect the wheat from each combine. The straw and chaff are discharged back into the field to be plowed under, or baled.

One hundred years ago it took 65 hours or more of back-breaking labor to plant and harvest one acre of wheat, to break the ground, ready the soil, broadcast the seed by hand, to reap and bind the sheaves and shock them, haul them to the barn, thresh out the grain with a flail or cattle, to winnow and finally sack the golden grain.

Now, the cutting, handling, threshing, separating and cleaning of the wheat are done in one operation. Using power equipment and machine methods, today's farmer spends less than a

half hour to produce an acre of wheat. One hundred and fifty years ago, 40 man hours were required to harvest an acre of wheat by the crude methods then in use. Today, the combine sweeps through the field pouring out clean wheat, ready for shipment to a mill or for storage.

## To the Elevator

After the grain is cut and threshed, sometimes the truck is driven back to buildings on the farm, where machines again lift the grain and dump it into metal huts or steel bins for storage and later sale. Or, the truckers drive to a country elevator. There are about 15,000 elevators in the United States.

The elevator man takes samples from each load of grain—either with a sample by catching some of the grain in a pan or pail while the truck is being emptied into the elevator pit. The farmer is paid according to the weight and quality of his grain.

Sometimes, rising like monuments from the great flat lands of the wheat country, you see grain storage depots where millions of bushels are stored in bins near transportation, where the grain can be shipped to mills or seaports. Some terminal elevators store more than 10,000,000 bushels of grain.

In bountiful America, with record crops of wheat year after year, large stocks have been accumulated. Today, our wheat reserves guard against the threat of hunger or future crop failure. We have on hand more than enough to provide us with food under normal conditions for at least a year and a half—with enough left over to ship wheat and flour abroad as well.

## Weapon of Peace

America's wheat becomes a powerful weapon in the cause of peace—to help feed hungry peoples the world around. Each golden grain of wheat measures from one-eighth to one-quarter inch

long. The outer covering or shell of the wheat kernel seals the edible portion of endosperm inside—protecting the seed until it is ready to be milled into flour or planted in the earth. The floury inner-portion makes up about 83 per cent; the bran, 14½ per cent; the germ, about two and one-half per cent of the kernel. The part we eat, the endosperm, is rich in energy-yielding carbohydrates and important plant protein.

Since prehistoric times, the goal of milling has been to separate the outer bran from the inner, edible, floury endosperm of the wheat berry. Primitive man first found he could make this separation by simply pounding or rubbing the grains of wheat using a smaller rock on a larger, flat stone.

## Milling

It is easy to see how, when the pounder-rubber begins to wear, a mortar and pestle is suggested—an instrument still used by pharmacists to pulverize ingredients for prescriptions. Then someone discovered that a concave saddle-stone accomplished the job more efficiently, permitting the milled flour to run off at the lower edge. Finally, a quern—two mill stones grinding against each other—was invented. Grain was introduced at the center of the top stone. Flour emerged from between the grinding surfaces. Larger querns required the power of several men to operate them, or horses, or water power. The principle of the quern is still used today in milling stone ground flour.

Just think how far we have come in the past century! Not too many years ago each farmer took his wheat to a nearby flour mill. There he would either pay the miller to grind the flour, or give the miller part of his wheat in exchange for the service. The farmer carried home just enough flour for his own use, and the miller made

a business of selling his part of the flour on the local market.

This ancient practice of taking wheat to the mill and waiting for it to be ground into flour is still followed in many sections of the world.

The miller's objective has always been to separate bran and roughage from the inner, edible endosperm of the wheat berry. His methods remained essentially the same until the latter 1800's when steel rollers replaced millstones.

## Cleaning and Testing

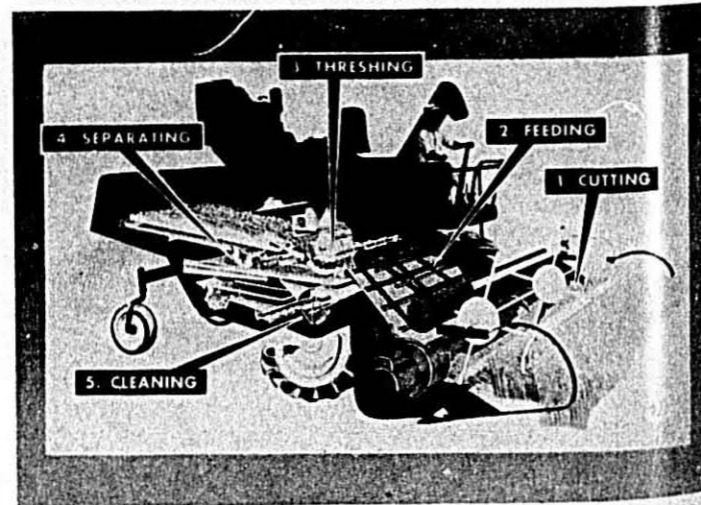
Wheat delivered to a mill is tested for milling and baking qualities, and subjected to a prolonged series of cleaning and scouring operations. Pebbles, seeds and other foreign matter are removed.

The clean wheat is treated with moisture to make separation easier. Over and over corrugated and smooth rollers rotating against each other—with purifiers, sieves and sifters of increasing fineness—crush and separate parts of the clean wheat until 72 per cent is finely ground white flour and 28 per cent is made into by-products.

Wheat flows into the milling system in a continuous stream. Between the time the wheat enters the mill and the time it reaches the sack or package, it has gone through hundreds of different operations. While the time lapse may vary depending on the size of the mill, its equipment, number of operations, kind of wheat being milled, in the average mill today, it takes about two hours to completely separate the endosperm from the bran and germ, to obtain flour.

## Vitamin Enrichment

For thousands of years, people have preferred white bread rather than whole wheat, or the dark heavier loaves of Europe. White flour keeps  
(Continued on page 42)



A modern combine.

THE MACARONI JOURNAL

**The Wheat Berry**  
83% ENDOSPERM  
... source of white flour  
14½% BRAN  
... roughage in whole wheat flour or animal feed  
2½% GERM  
... removed to improve baking and storage qualities

Shield of Good Health



## U. S. DURUM SHOW

THE North Dakota State Durum Show has expanded its concept and name to the United States Durum Show. In so doing, the twenty-third annual event at Langdon, North Dakota attracted representatives from Tulelake, California, several Canadians, and the biggest turnout of growers, milling representatives, macaroni manufacturers and members of the grain trade on record.

The exhibits were judged in two classes, those of 1960 when the show date was changed and of 1961. There were 272 samples of 1960 grain on exhibit and 292 samples of the 1961 harvest. Palmer Dahlgren of Adams, North Dakota, won the National Macaroni Manufacturers Association's Sweepstakes Award with his entry of 63-pound sample of Ramsey variety. With his 1961 title, Dahlgren became the first exhibitor in the history of the show to win the crown three times. He won the 1953 Sweepstakes in the open class and the 1954 title in the professional class for certified seed growers.

### Program Highlights

The high school auditorium was jammed to hear United States Senator Milton R. Young discuss durum production and the marketing outlook. He told the assembly that there are two alternatives in farm policy: high supports with tight controls or no controls and no supports. In reviewing the wheat situation with its surplus problem, subsidies, and previous legislation for durum, he commented that separate identity for durum is essential and that this year's legislation providing for acreage increases for durum determined by the Secretary of Agriculture with advice from the industry for the next three years is a step in the right direction. He urged caution in developing a realistic estimate for fear that a bad guess "would kill your future chances."

Senator Young favors a two-price system for support of domestic wheat production and making exports competitive with the world market. He said wheat certification has good possibilities.

Daniel G. Amstutz of the Export Division of Cargill, Inc. reviewed the export potential. His comments, reported in full beginning on page 10, were well received.

In a panel discussion primarily fielding comments and questions from the growers in the audience, Dick Crockett and Alvin Kenner represented the growers on the platform. Mark Heffelfinger and Ray Wentzel of the durum



Panel participants: Left to right, Alvin Kenner, Dick Crockett, Ray Wentzel, Mark Heffelfinger, Lloyd Skinner, and Clifford Pulvermacher.

millers, Lloyd Skinner and Bob Green, the macaroni manufacturers, Clifford G. Pulvermacher, representing the Government as deputy administrator of the Agricultural Stabilization and Conservation Service in Washington, D.C., completed the panel.

Skinner and Green pointed out that the domestic industry, in order to maintain increasing per capita consumption, needs an adequate supply of durum, and that the crises that are created from time to time drastically affect all segments of the durum industry.

Ray Wentzel of Doughboy Industries and a member of the Durum Wheat Committee of the National Millers Federation made this statement: "When I received a telephone call from Dick Crockett asking me to participate in this panel discussion, he said that 'things have gotten out of hand.' That, in my opinion, is the under-statement of the year because of all the problems we have had since the first of July."

### Competition Stressed

"However, let's all hope that, as the old saying goes, 'every cloud has a silver lining,' that next year things will return to normal with plenty of durum—a competitive price for semolina—and a fair price per bushel to you farmers. I say 'competitive price for semolina' because you must always bear in mind that macaroni and spaghetti made from semolina needs to be competitive with other foods for shelf space and its share of the consumer dollar.

"I'm sure you are all interested in knowing about what has happened to our semolina price market since durum hit the \$3.50 per bushel level. At that basis, semolina would sell for \$9.35 bulk Minneapolis, or almost \$3.50 more than at the same time a year ago. That means that if the macaroni manufacturer didn't raise the prices on his products at least three and one-half cents

per pound, he would be worse off, profit-wise, than he was last year.

"As I said before, other foods govern the selling price of macaroni. The macaroni people felt that the most they could raise their price would be one and one-half cents. That they did. However, with semolina at \$9.35, the 50-50 blend of hard wheat and durum would sell for \$7.90, or approximately \$2.00 more than semolina sold for last year. The net result is that the macaroni manufacturer can't come out with a one and one-half cent increase when he has to pay two cents more for his basic ingredient. The \$64.00 question is, 'Where do we go from here?'"

"The durum mill production is down four per cent this year. The durum wheat grind is down more than 50 per cent. If we do not get an adequate supply of durum wheat next year and the years to follow, we will be grinding wheat that has a fairly good color, cooks fairly well, and looks appetizing when cooked—and, it won't be coming from North Dakota."

Mark Heffelfinger pointed to the promotional work being done collectively and individually by representatives of all three segments of the industry as an important factor in building consumption.

### Growers Questions

While the leaders of the growers appreciate the need of maintaining adequate supplies for the domestic industry first, then having an outlet in the export market, and an adequate carry-over to cushion the extreme peaks and valleys in demand and price, most growers apparently are more interested in seeing a scarcity to keep the price high. There is difficulty in explaining to their satisfaction why durum worth \$2.00 last year is worth \$3.50 this year—although some of them have nothing

(Continued on page 42)

THE MACARONI JOURNAL

T S M

## No. 12 ALPHABETS TO STARS

Varied and interesting are the many shapes and forms of macaroni.

Ranging from the king-size smooth tubular Zitoni to the thread-like solid rod type Vermicelli, macaroni assumes a variety of shapes and sizes to appeal to all. Short cut macaroni, numerals, alphabets, reeds, stars, and crosses . . . over 100 different types.

All are macaroni --- All look different --- All taste good.

Though the end-products may differ in shape, the quality of King Midas Semolina never varies.

**King Midas** DURUM PRODUCTS  
MINNEAPOLIS MINNESOTA



## Comments on the Export Situation

by Daniel G. Amstutz, Cargill, Inc. at the Durum Show

I AM GLAD to have the opportunity to be with you and discuss a topic of great interest to us all—the export of durum and spring wheat to Europe. What is the situation today? What is the potential? And what are the major factors affecting the market?

### Overall Picture

First, we should review the role spring and durum play in over-all wheat exports. Last year, excluding wheat which was exported as flour, United States wheat exports totalled 550 million bushels. Less than 30 per cent of this total was sold for free dollars. It is in this free dollar market where we must compete with other wheat exporting nations. It is this market which many experts regard as the most important area for emphasis and expansion. Our records show that spring and durum accounted for nearly 20 per cent of these exports.

The majority of our total wheat exports—over 70 per cent last year—were made under one of the government financing programs, either PL-480 or ICA. These programs are designed to enable dollar-poor countries to purchase American surplus commodities. Our government provides the mechanism whereby these soft currency countries pay for our grain in their own currency at a prescribed rate of exchange. These funds are held on deposit in the buying country for the account of the United States government and are earmarked for eventual spending within that country. India, Pakistan, Brazil, and, until recently, Poland and Yugoslavia have been major recipients of this aid. Only rarely has spring wheat been able to compete with winter wheat for this business. In this regard, fully three-fourths of all winter wheat exported is under one of these programs. Less than 16 per cent of our spring wheat falls under this category. In other words, about 85 per cent of our spring and durum exports—which last year totalled 41 million bushels—are for free dollars.

### Hard Wheats

Now let us examine durum and spring separately.

In addition to Canada and the United States, durum is normally exported from Argentina, North Africa, and the Middle East. On occasion, Spain can be listed among the exporters.

Europe, led by France, Italy, and Germany, are the principal importers.



Daniel G. Amstutz

This year, short crops in the North African countries of Tunisia, Morocco, and Algeria—as well as in the United States and Canada—caused an over-all international shortage.

It is indeed ironic that the United States with a total wheat carry-over in excess of 1,400,000,000 bushels, and Canada, with some half a billion bushels, are unable to fill this durum gap adequately.

At this time it appears that Argentina, whose crop will be ready for shipment in January and February, will reap a good share of the advantage this year. Their seeding was very heavy and our correspondents inform us that the Argentine crop may approach twice the previous year's total.

Although Canada is just commencing her export shipments, it is apparent that the short crop this year will curtail her exports.

### Manufacturers Want Durum

Manufacturers of macaroni products the world over are extremely quality conscious. They want to supply their consumers with the best possible product. To do this, they want and need to use 100 per cent durum products. However, macaroni products can be manufactured from flour of durum substitutes—and when durum is either not available or priced beyond the level the manufacturer can afford to pay, the use of substitutes will increase.

I am sure you are aware that late last summer, in Minneapolis, the National Macaroni Manufacturers Association reluctantly adopted a resolution recommending the use of 50 per cent substitutes this year.

Foreign buyers have also been compelled to consider substitutes. For example, Italy, who is, of course the largest consumer in the world, is substituting at the rate of 30 per cent. At this rate of substitution, Italy will not import any durum this year. It may interest you to know that Italy's production was about 60,000,000 bushels.

Algeria is currently substituting at a rate of 50 per cent and Belgium and Switzerland at 20 per cent. To date, neither Germany nor France have done any substituting. France, however has recently established a maximum price level for imported durum which may force her to use substitutes. Germany is hoping to finish out the year with supplies from Canada and Argentina.

What wheats are used as substitutes? Ramona and Federation varieties of hard white wheat, hard red winter and Canadian Manitobas have all been extensively used.

Because of substitution, world trade in durum this year will naturally be on the low side—but what about the potential for durum exports over the next five years?

### World Market

When speaking of potential we must first assume that adequate supplies will exist at reasonable prices. We must assume that importers can afford to use 100 per cent durum products and can be sufficiently competitive in their marketing operations to encourage maximum per capita consumption.

We feel it is conservative to say that the potential world trade of durum is 50 million bushels annually. That is to say, that the theoretical yearly import needs of deficit producing countries that consume durum will total some 50 million bushels.

Who can supply this durum? It is dangerous to forecast production prior to planting with no idea regarding seeded acreage or forecasted weather conditions. All we can do is make an estimate based on historical data and make allowances for probable developments.

It is our opinion that, given optimum conditions, Argentina, North Africa, and the Middle East collectively could export some 20 million bushels annually.

Durum importers would, therefore, have to look to the United States and Canada for at least 30 million bushels per year. Certainly it is conservative to accept this figure as North Amer-

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AFTER YEARS OF RESEARCH, EXPERIMENTATION AND ENGINEERING,

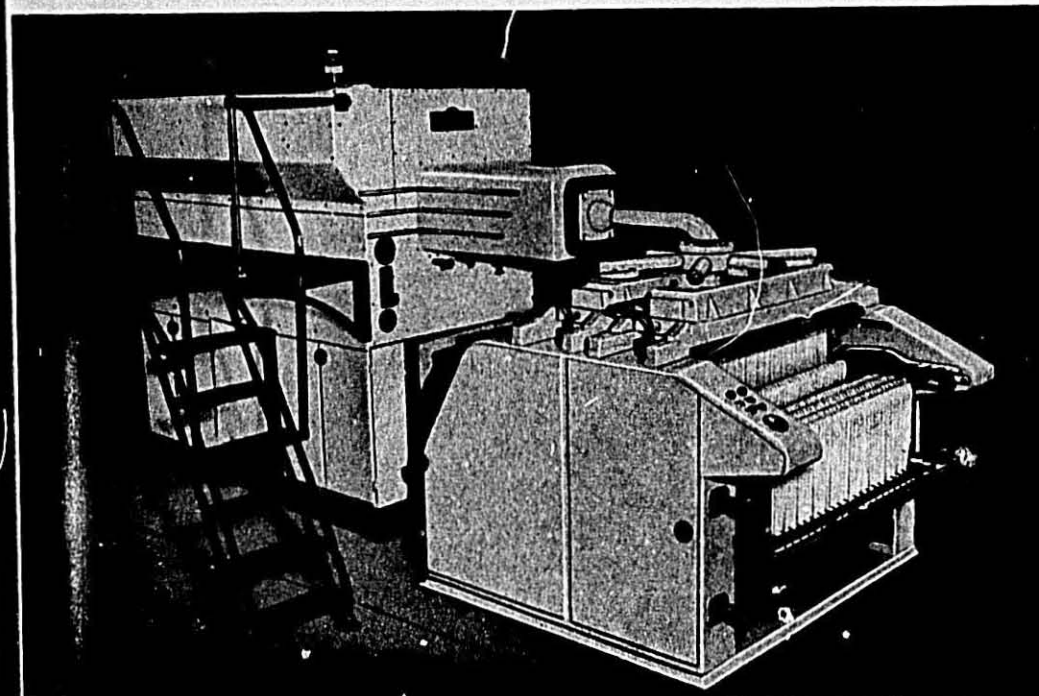
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a SPREADER which combines slow extrusion for a superior quality product with top production for increase in volume; a SPREADER which extrudes uniform stick patterns for minimum trim and an eye-appealing product of invariable smoothness, color and consistency; a SPREADER which produces continuously on a 24 hour daily operation with the Clermont VMP-5A, 2000 lbs/hr press—“The Great test of All Long Goods Presses.”

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ica's minimum share of the market. Naturally, we should be competing aggressively for a maximum share of total world demand.

What can we expect to be the division between Canada and the United States in durum exports? No one can answer this question—it depends on many factors.

One would be foolish to presume that Canada will not be a keen competitor of ours in trying to capture the largest possible share of the international durum market. Although Canada's durum exports have fluctuated widely during the last five years, they have always exceeded 12 million bushels per year.

We in the United States should not lose sight of the over-all potential demand. Certainly we can supply a product of good quality. And, as I said earlier, it would be a sad commentary if we again found ourselves in the position we are today—with burdensome surpluses yet unable to participate in all the areas of international wheat trade.

#### About Spring Wheat

Now let us turn our attention to spring wheat.

It should first be noted that our best buyers of high quality spring wheat are non-European countries. For example, the Philippine Islands are principal buyers of 16 protein. Until Mr. Castro came into the picture, Cuba was a major buyer of 15 protein. Venezuela is currently one of the largest importers of spring. As new mills begin operation in Central and South America, Africa, and the Far East, our spring wheat potential increases. It is in these virgin areas that concentrated market development promises to produce the best results.

Last year, less than one-third of our total wheat exports went to Europe. Of these European shipments, 60 per cent went to Poland, Italy, and Spain, all of whom participated in government financing programs. You can see that, important as it is, Europe has not played the major role in American wheat exports which one might imagine.

The United Kingdom is the largest wheat importer in Europe. While some shipments of American spring wheat were made to British ports this year, we cannot under-estimate the importance of the Commonwealth relationship between Canada and the United Kingdom. We have no doubts that Britain will continue to import the vast majority of her spring wheat from Canada.

The Netherlands and Germany have been major buyers of our 13 and lower protein spring wheat and, although

quantities involved are small, Switzerland and Sweden have been importers of 15 protein.

Generally speaking, we foresee good potential demand for the hard bread wheats—even in the face of market factors that some might regard as pessimistic. These are:

- (1) The effect of the common market.
- (2) The so-called quality problem of American wheat.

I would like to discuss each.

#### The Common Market

The common market, or the European Economic Community, is a union of six western European nations. They are West Germany, France, Italy, Belgium, Holland, and Luxembourg. It is probable that the United Kingdom, along with other countries, will shortly join this group.

The purpose of the Community is to agree on joint economic policies for the member states. I might add that many see this as the first step toward eventual political unity of these member nations.

Among the projects of the Community, high on the list will be the establishment of a common agricultural policy. The objectives of which will be:

- (1) High Productivity,
- (2) Higher Farm Income,
- (3) Stable Markets,
- (4) Regular Supplies.

To these ends, specific proposals have been made concerning wheat, coarse grains, and ten other commodity classifications. Simply stated, the wheat program—as are the others—is designed to increase production at fixed, high prices that are protected by various import controls. In other words, imported wheat would always carry a higher price than that locally produced.

#### Target Prices

Following a transitional period, it is proposed that the Community set so-called "target prices" on wheat. These would be prices common throughout the member nations, except for freight differences, that farmers would receive. These target prices would be similar to our national average support rate.

In order to maintain the "target prices" a central grain agency would be compelled to buy wheat offered to it at a discount under "target prices."

On imported wheat, the central agency would establish a variable import tax. The tax would be the difference between the high "target price" and the lower current world market price.

Obviously, the variable tax on imported wheat does not favor the United States or any other exporting nation.

Many have been quick to point this out in condemning the common market.

It should be noted, however, that all the member countries have traditionally been protectionist in agricultural matters. Exporters have long had to contend with taxes and quotas in Europe and, as a matter of fact, the present German program is almost identical to the proposed common market plan.

How will this effect our wheat business to common market countries? Here we must be very specific and make a definite distinction between hard wheats—durum, hard red spring, hard red winter, and Canadian Manitobas—on the one hand, and soft wheats on the other.

The common market member countries have all been net importers of hard wheat. If they have been importers on an individual basis, then it is not logical to assume they will continue to be importers on a collective basis?

We think so.

Although the potential for hard wheat exports to the common market appears good, it should be noted in passing that there is reason for concern in this country regarding other commodities normally exported to this area.

#### The Quality Problem

Much has been said of the quality of American wheat. Let us make it clear that every exporter is keenly interested in improving the quality of American wheat. Obviously, it is in the interest of us all to export the highest quality product at the lowest possible price—I know of no better way to keep our buyers happy.

Let me show you to what extent we in Cargill go to accomplish this end in our spring wheat merchandising program. Every day we offer spring wheat to buyers all over the world. Among others, we offer the following alternatives:

1. Protein: We offer a full range of protein—through 17 per cent. If the buyer wishes, we furnish him with a federal protein certificate at no additional cost.
2. Cleaning: We offer to reclean wheat down to less than one per cent of combined dockage and foreign material.
3. Banking Quality: In addition to offering basis official United States grade standards, we also offer on a sample basis. In its most refined state, we follow this procedure:
  - (a) Several samples are sent to the buyer for test milling.
  - (b) When a sample is found which meets the buyer's requirements,

steps are taken to select wheat of this quality.

(c) As shipment is made, complete milling and baking tests are made on actual loading samples. These test results are forwarded to the buyer along with duplicate shipping samples. This assures the buyer he is getting wheat of the desired quality.

#### Sedimentation Test

Speaking of baking quality, a word should be said about the sedimentation test. We have been intensively investigating this for many months and have tentatively arrived at these conclusions:

In hard winter wheat, sedimentation values correlate fairly well with the three factors of protein, kernel hardness, and origin. The test will, for example, differentiate between hard winter wheat raised in Kansas and that raised in Illinois. To this extent, the test appears useful.

Spring wheat is another matter, however. Results to date show that the test is meaningless in the higher ranges of protein. For example, in the 16 protein range, our laboratories have found sedimentation running from 43 to 67.

Dr. Kenneth A. Gilles of the North Dakota State University was quoted in the September 12 issue of the Southwestern Miller. In a letter to the Department of Agriculture he called attention to the results of hard red spring wheat in North Dakota. The southeastern area of the state showed an average protein of 15.15 per cent and an average sedimentation value of 62.2, while the northwestern area averaged 17.25 per cent protein and only 63.1 sedimentation. Certainly these sedimentation results do not adequately reflect the difference in strength as indicated by nearly five per cent spread in protein.

#### Lack of Correlation

Because of this lack of correlation between high protein—high baking quality and sedimentation and because we believe more research and experimentation is necessary prior to reaching definite conclusions, we cannot agree with the government policy of supplementing the protein scale with their new sedimentation scale for next year's crop.

It is worth noting that the vast majority of foreign buyers have expressed a desire to purchase wheat on a sedimentation basis.

Again, let me assure you that the best wheat this country produces is and has been available to foreign buy-



Trip to Italy. Prize-winning completion of the statement: "I'd like to go to Italy because . . ." won for Mrs. Joan Bomberger of Phoenixville, Pennsylvania an all-expenses-paid 10-day vacation trip to Italy for two and various other prizes. Mrs. Bomberger and her husband are shown happily boarding a jet to Rome. The \$50,000 Italian Food 'N' Fashion contest was sponsored by San Giorgio Macaroni, Inc., Lebanon, Pennsylvania. A grand total of 1,954 prizes was awarded.

ers. Without a doubt our shipments of specially selected, recleaned, No. 1 Heavy Dark Northern Spring Wheat, 16 protein, are not only comparable—but superior—to the finest wheat available for export anywhere in the world.

Certainly the cost of such a product is appreciably higher than ordinary hard winter wheat, or even 13/14 protein spring wheat but then, isn't the added quality worth a certain premium in price?

Many people have spoken of the need to overcome this price barrier in order to stimulate exports of quality wheat. Along this line suggestions have been made—usually in the form of a request for more subsidy aid from Washington. Of course it is always easier to sell a product at a reduced price, but I wonder if this is the only solution to our problem.

I wonder if we have all been doing our best as salesmen of our quality wheats. If we honestly believe these premium products are worth a premium price, is it not our job to educate the buyers?

#### Let's Sell Quality

Personal contact with foreign buyers, especially in the newly emerging consumption areas, can be very beneficial. To be most effective, I believe our visiting delegations should be composed of representatives from all segments of our industry. There should be

complete cooperation and consultation among representatives of producers, government, and trade so that problems can be properly analyzed and the optimum results achieved. These delegations should do two things. First, they should make a real effort to determine the specific wheat requirements of our foreign customers. Then, they should advise and consult with these buyers, suggesting to them the kinds and qualities of wheats available from this country that will best meet these requirements.

A positive emphasis of the merits of our quality wheats will surely pay off in dividends to all in the long run. Certainly, one result will be less misunderstanding, not to mention more satisfied customers. I suggest we try it.

#### Lampman in Europe

Howard H. Lampman, executive director of the Wheat Flour Institute, is on a European trip as a consultant to Great Plains Wheat, Inc. After a visit at the Washington office of Great Plains Wheat, Mr. Lampman is traveling throughout Europe where he will work with millers and bakers on the development of ideas for the promotion of wheat flour foods—both abroad and in the United States.

Tentative plans call for conferences in Austria, West Germany, Denmark, Sweden, Norway, England, The Netherlands and Belgium, with the exact itinerary to be arranged by T. F. Fiedler, head of the Great Plains Wheat office in Rotterdam.

Accompanying Mr. Lampman on his trip are W. deGroot van Embden, public relations specialist for Great Plains Wheat in Europe, and Mrs. Lampman.

#### Italian Visitor

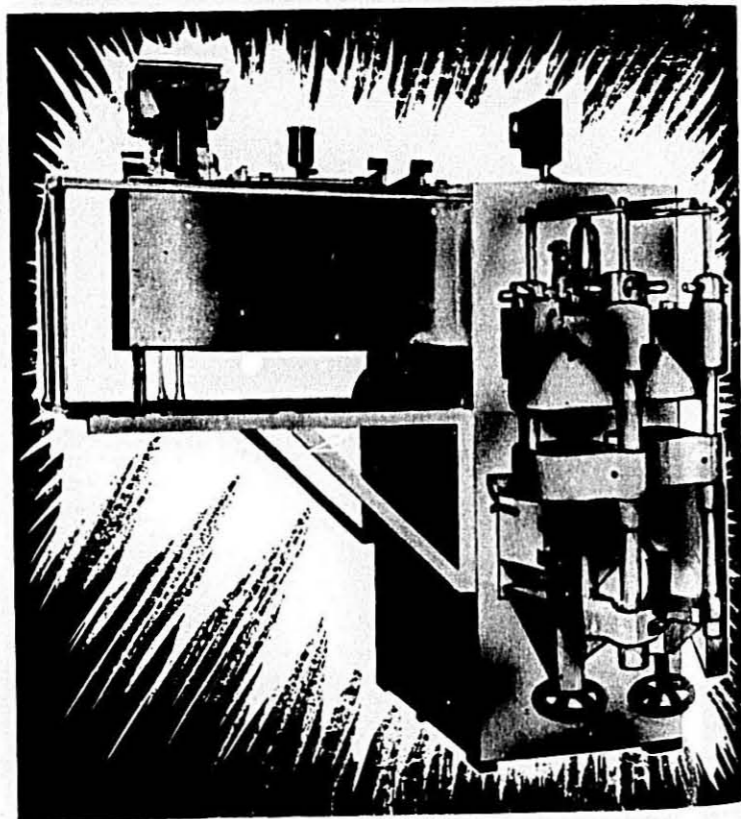
Dr. Pasquale Barracano, inspector general and the high commissioner for food in Italy, has been visiting in Washington, D.C. and Kansas City as a guest of Great Plains Wheat, Inc., a regional market development association.

In the 1960-61 marketing year, Italy was the best cash customer for United States wheat, purchasing about 15,000,000 bushels. Since July 1, she has purchased approximately 18,500,000 bushels of United States wheat, and indications are she will need substantial quantities in the months ahead.

Italy is normally self-sufficient in wheat production, but recent poor wheat crops have forced her to seek additional supplies of quality wheat, making her a major customer in the world's wheat market.



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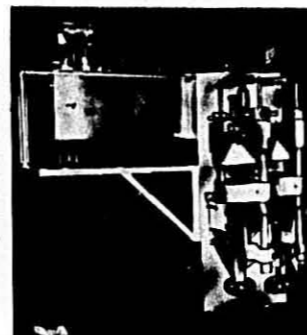
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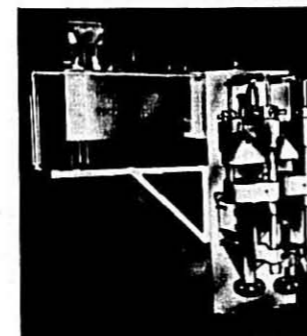
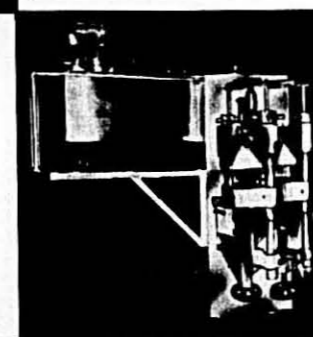
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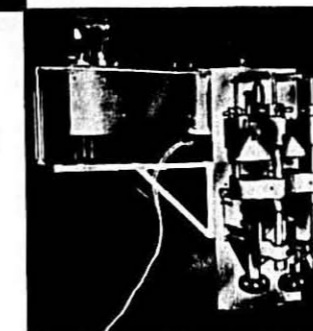
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## RETAIL GROCERY STORE TRENDS

**BOTH** total grocery store volume and tonnage sales reached a new peak in 1960, according to the Twenty-seventh Annual Review of Retail Grocery Store Trends issued by A. C. Nielsen Company, marketing research firm. Both dollar and tonnage uptrends were aided by the solid five per cent gain in total disposable consumer income for the year.

### Sales Rise

Total grocery store sales for 1960 amounted to \$49.78 billion compared with \$47.76 billion in 1959, for a gain of 4.3 per cent. This was double the volume increase for 1959 over 1958 sales, and was achieved in spite of a general slackening in many business lines and an increase in unemployment in the last half of 1960.

The business recession of the latter months of 1960 continued well into 1961, with peak unemployment figures appearing frequently. In spite of disappointing sales in some retail lines, total grocery store volumes for the first half of 1961 continued to run substantially above those of the same months in 1960. Business for the first six months of 1961 was reported 3.8 per cent ahead of 1960's same period, amounting to an additional billion dollar gain in sales.

Comparing total grocery sales figures for 1957 and 1960, it is evident that the \$6 billion increase went to the chains and independent supermarkets, while the dollar volume accounted for by the small and medium units declined both in dollars and share of the total during the same interval. Retail outlets Nielsen audits for their Food Index data include the following types: straight grocery stores, combination meat and grocery stores, delicatessens and general stores handling food.

### Supers Grow

In 1960, chains and independent supermarkets with over \$300,000 yearly sales accounted for \$33.04 billion in total sales, or 66 per cent of total sales for the year. This compares with 1957 sales of \$26.93 billion representing 61 per cent of the total. Chains, as defined by Nielsen, are organizations with four or more stores.

Dollar volume of business of the independent large grocery stores with yearly sales of \$100,000 to \$300,000 increased slightly in the period 1957-60 from 7.37 billion to \$8.04 billion, but their share of the total decreased from 17 per cent to 16 per cent.

Independent medium stores with \$50,000 to \$100,000 annual sales showed



A shopper at Red Owl's Supermarket in the huge South Dale Shopping Center outside of Minneapolis examines a lasagna package while her son tries a package of dry spaghetti sauce mix.

a decrease from \$4.75 billion in 1957 to \$4.54 billion in 1960 representing a decrease from 11 per cent to only nine per cent of their share of the total.

Small independents with yearly sales under \$50,000 declined from \$4.89 billion in 1957 to only \$4.16 billion in 1960, a drop from 11 per cent of overall grocery sales to nine per cent.

### Variations in Business

The uneven pattern of territorial sales gains throughout the nine divisions of the country was noted as further evidence of wide variations in business and employment conditions in the different parts of the country, influenced by their dependence on industrial lines most affected by the recession.

For example, three of the divisions—metropolitan New York with a gain of 9.4 per cent over 1959, Middle Atlantic with a nine per cent gain over 1959, and the Southwest showing an 8.8 per cent increase from the previous year—more than doubled the United States volume increase of 4.3 per cent. The East-Central area also bettered the overall increase for 1960 with a gain of 5.5 per cent.

Three areas, although showing increases from 1959, still fell short of the United States figure: West-Central with 4.0 per cent; metropolitan Chicago, 2.9 per cent; and the Pacific, 1.0 per cent. Whereas gains were highest in the New England and Southeast areas in 1959, their 1960 sales showed a loss of 0.4 per cent in both areas.

For the first six months of 1961, a much more uniform pattern of volume increases was noticeable. Gains in metropolitan New York, the Middle-Atlantic, and metropolitan Chicago were recorded as better than average, while both New England and the Southeast at the bottom of the scale in 1960 showed noticeable increases.

The Nielsen figures point out that year by year since World War II there has been a steady decrease in the number of stores accounting for 70 per cent of the total grocery store volume. In 1939 it took 112,000 stores to make up this volume; in 1960, some 39,500, or slightly over a third the former number. It was observed that the revolution in food marketing which is made up of the trends toward shopping center locations, larger buildings, more parking space, more items handled, and population shifts, have all been factors in producing the supermarkets of today.

### Shopping Centers Widespread

The developing trend of shopping centers is widespread. In a study made by This Week Magazine, it was pointed out that in 1960 over 80 per cent of all retail sales (including food sales) were made in the counties in continental United States containing shopping centers. These figures are more dramatic when we see that in 1956 only 400 counties contained one or more shopping centers, representing 15 per cent of the total 3,000 counties. In 1960, 24 per cent of the counties, or 726, con-

tained these centers, and they are spread across the length and breadth of the land.

### Growth of Convenience Items

Compared with the overall 4.3 per cent increase in all-commodity grocery store sales for 1960, certain food store commodities made remarkable progress, most of them continuing growth patterns of several previous years. In each case, an examination of the brands involved reveals that all were classified as convenience items. Several were aerosol products, pointing up the continued expansion of this type of packaging. But others were new and more convenient forms of staple diet items. In each case, something new had been added which made their use or consumption more appealing to consumers. Improvements in flavor, texture, packaging and convenience all play vital parts in the successful introduction of new brands.

A four-year trend in consumer purchases of large package sizes shows a steadily increasing preference for the big packages. Nielsen studies of 13 brands since 1956 indicate purchases of the larger sizes have increased in importance each year. Their figures show that large package size shares of the total volume increased from 23 per cent in 1956 to 31 per cent in 1960.

### Seasonal TV Viewing

The Nielsen Annual Review rates radio and television growth as one of the greatest influences on consumer buying habits in the past decade. Here is where instantaneous communication between advertisers and consumers is made. In 1961, 47,000,000 homes had one or more TV sets compared with only 4,200,000 in January 1950. During the same period the number of homes with one or more radios increased from 41,400,000 to nearly 50,000,000.

The seasonal TV viewing habits of the American consumer is of special interest to advertisers. There are 42 per cent more homes watching TV both mornings and afternoons in the winter, and a startling 64 per cent more homes watching TV in the winter evenings than in the summer.

Just as important to the manufacturer's job of pre-selling their products to the consuming public is an understanding of the average TV audience composition, particularly if their pitch is aimed to a special segment of the population. There are sharp differences in the audience makeup which exist at various times of the day and night. All four major audience groups—men, women, teenagers, and children—have particular hours when their share of

the viewing public is much greater than at other times.

For example, we find of course that Monday through Friday daytime audiences are composed predominantly of women. But what are the specific hours when the largest percentage of the audience are women? Studies show that 42 per cent of the audience composition in the hours between nine and ten in the morning are women; from two to three in the afternoon the percentage jumps to a high of 63; from five to six o'clock it dips to 31 per cent. In the hour before midnight we find that 52 per cent of the audience are women, 39 per cent men. The most popular hour for teenage watching seems to be between five and six o'clock in the evening when they represent 13 per cent of the audience composition. Facts such as these can contribute to better use of both TV and radio as promotional tools in the introduction and sales push behind both new and old brands of food products.

### Promotions Increase

Consumer promotions show a steady increase, according to the Nielsen studies. In 1959 the number of deals offered to retailers and consumers in six frequently dealt commodity lines was nearly three times as great as in 1955. Continuing the deal count for these same commodity lines through 1960, it was noted that the number of deals last year expanded to a total three and a half times the 1955 level. Along with this trend, it was further noted that the share of total sales represented by these deals, while totalling 11.3 per cent in 1955, reached a new peak of 22.3 per cent of the total in 1960.

### Income Differences

The Nielsen Food Index shows that family household income by territorial sections in the United States varies as much as 34 per cent. In other words, in 1960 the per household income in the lowest income area (the Southeast with \$5,124) was only 66 per cent of the average for the highest income area (metropolitan New York with \$7,731). Not so with spending in grocery stores. There was only a 15 per cent spread between the highest (New England area with average grocery store purchases of \$1,060) and the lowest expenditures (West Central with average purchases of \$898). This results in noticeable differences in the per cent of household income spent in grocery stores per household, ranging all the way from 12 per cent in Metropolitan New York up to 17 and 18 per cent of incomes in the Southwest and Southeast respectively.

### Advances Coming

There are great advances ahead in the food industry through three developments: (1) expansion of research programs by far-sighted food companies; (2) food research programs of colleges, universities and governmental agencies; and (3) development of new scientific equipment and procedures to speed up accomplishments of these research programs. Underlying all of this is an awareness of the continuing and increasing importance of quality, not only in food products themselves, but in packaging, display techniques and services to consumers in general. Quality in its broadest aspects appears to be the key to future profits in food production and distribution.

### La Rosa Diversifies

Continuing an expansion program begun three years ago, V. La Rosa & Sons, Inc., has added an entire line of Italian Style cookies, breadsticks and biscuits which will be marketed nationally, according to the company's president, Peter La Rosa.

The Brooklyn-headquarters firm has obtained a major interest in the Star Crest Baking Company of Woodside, New York for an undisclosed amount of cash, and will operate it as a division of V. La Rosa & Sons, Inc. Star Crest's founder, Samuel Christian, who has spent an entire career in the baking field and is a master baker, continues as president of the new division. Other officers are: Stefano La Rosa, chairman of the board; Vincent F. La Rosa, executive vice-president; Phillip P. La Rosa, secretary; Joseph S. La Rosa, treasurer.

Addition of the new line marks the fourth major expansion for La Rosa within the last three years. In 1959, the company acquired A. Russo & Company, Inc., of Chicago and the Tharinger Macaroni Company of Milwaukee. More recently, it added the La Premata Macaroni Corporation of Connelville, Pennsylvania.

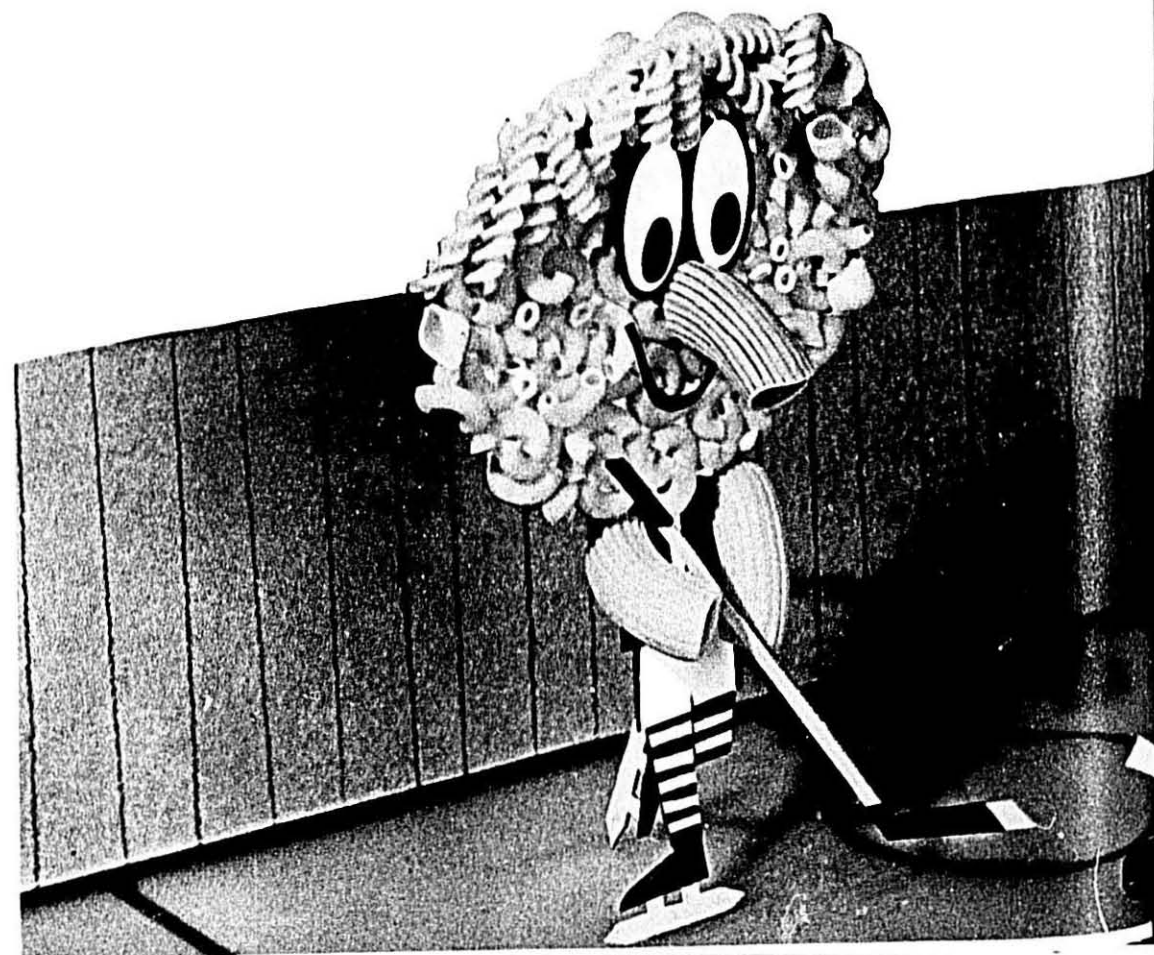
### Complete Italian Dinner

"With cookies, breadsticks, and biscuits, La Rosa will be offering our customers a complete Italian dinner, from soup to dessert, for the first time," said Mr. La Rosa. "We will make available to this new division all our modern production methods and laboratory and quality control facilities, as well as our advertising and merchandising techniques. Already the former Star Crest package is being redesigned so it can be sold under the La Rosa label."

Distributors are now being appointed to handle the entire Star Crest Product Line under the La Rosa label.

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## The very warmest of Holiday Greetings from Us to You...

and if we could we'd love to send you a bright Christmas card decorated with colored bits of macaroni. But, since we can't do that, we'll do the next best thing and tell you how to make your own gay holiday decorations with macaroni. It's easy, it's fun and it's inexpensive, and the results are unusually delightful. Making "decaroni's," as we call them, is a fine project for restless youngsters of all ages, especially on that last day in school before Christmas vacation.

Assemble your materials first. All you need is uncooked macaroni of many different shapes, lots of old newspaper, posterboard cut in ornament sized diamonds, rounds, squares or any Christmas shapes you like—both large and small—glue or rubber cement, several cans of different colored poster paint or spray paint and paper clips for hooks—plus a bit of artistic imagination. Then go to town creating tree ornaments, wreaths, centerpieces, front door ornaments and greeting cards.

The macaroni can be spray or brush painted either before or after gluing to the poster board. For spraying, place the macaroni loose or glued onto cards in a box or old pan. Spray carefully with the color desired. Use several different macaroni shapes for each ornament and add bits of holly, greenery, ribbons, sequins or little colored balls.



For a pretty centerpiece, make a macaroni tree. Cut four posterboard triangles with a 4 inch base and 15 inch sides. Tape them together on the inside to form a tall pyramid. Cut tube macaroni in varying lengths from 6 inches to 1 inch, decreasing each time by  $\frac{1}{4}$  inch, and cutting 8 lengths of each size. Then paste the macaroni on each side of the tree in horizontal rows  $\frac{1}{2}$  inch apart. Start with the longest macaroni at the bottom and build toward the top. Spray the tree green and gold for a handsome result and decorate with holly, sequins, stars, etc.

Note: To cut macaroni lengths, saw carefully with a fine serrated edge knife.

## DURUM MACARONI! FOODS FROM FARM TO TABLE

Last issue, Durum Wheat Notes presented the first installment of a continued story: the history, growth and processing of durum wheat and its manufacture into macaroni foods. Durum wheat was introduced to America in the early 1900's to finally make a permanent and successful home in the Northwestern area of the United States. North and South Dakota, Minnesota and Montana are the major growing areas for this hard, amber-colored wheat.

Each year when the new durum crop is ready, the durum growers bring samples of their grain to a grain exchange. There, prices are posted, based on supply and demand as durum buyers or millers bid for the wheat they want the wheat best suited for the milling and making of macaroni. The quality of the finished product begins with the quality of the wheat itself—a standard that must be maintained until the final product reaches the consumer.

Once their crop is sold durum growers deliver their wheat to country elevators. Great quantities of grain are shipped by rail or truck for storage in huge bins or elevators. Then, on order, durum wheat is transferred to the mills where it will be processed into a granular substance called durum semolina. Or less frequently it is processed into durum flour. Durum semolina or durum flour are the basic ingredients for all the various shaped macaroni products. Macaroni foods made from durum semolina are superior in flavor and texture and maintain their shape well during cooking. Durum is prized also for its amber color and wheaty, almost "nutlike" flavor.

The milling of durum wheat into semolina is similar to milling wheat into flour. However, special equipment is necessary to produce the semolina best suited for making macaroni. Semolina, when rubbed between your fingers, feels like coarse salt or sugar granules.

The first step in the milling process begins in the product control laboratories where chemists inspect and classify the wheat. Often the blending of different wheats is completed at this point. After inspection, the wheat is cleaned and washed in a number of different processes.

Now the grain is ready for separation. It goes into tempering bins where water treatment toughens the outer bran layer for easier separation. After tempering the wheat goes into an entoleter, an impact machine which destroys and removes any unsound wheat kernels.

The grinding or first "break" occurs when corrugated rolls break the wheat grains into coarse particles. The broken wheat then goes through successive screens of increasing fineness and more rolls to further break down the particles or middlings as they are called. Air currents and sieves remove the bran and classify the particles. After the first break and first sifter and purifying steps some durum semolina is taken to bulk storage bins. From each successive purifier, additional semolina is taken and added to preceding quantities. Before being sacked or loaded into bulk cars for shipment to macaroni manufacturers, thiamine, niacin, riboflavin and food iron—the enrichment nutrients—are blended into the semolina. Finally, the semolina or durum flour is shipped to macaroni plants by rail or truck to be made into tender, delicious spaghetti, macaroni and noodles.

## For Meatless Days and Quick-Fix Meals

Here are three dishes designed for easy preparation and for special meatless days. The Tomato Chowder is a sure hit with the kids, because it's chock-full of tiny alphabet macaroni. Tomato Chowder is perfect for a soup 'n' sandwich lunch for both the kids and the grown ups. Prepare it in the morning—it's easy. Besides the little alphabet macaroni, the soup contains mixed vegetables, minced onion, tomato paste and milk. Note the addition of soda. This insures the bright red color of the soup as well as prevents possible curdling.

### TOMATO CHOWDER

8 ounces durum alphabet macaroni	¼ cup enriched flour
2 10-ounce packages frozen mixed vegetables	1 tablespoon salt
1 tablespoon instant minced onion	Dash pepper
¼ cup butter or margarine	2 6-ounce cans tomato paste (1 ½ cups)
	2 tablespoons water
	½ teaspoon soda
	1 quart milk

Cook alphabet macaroni in boiling salted water until tender, about 6 to 8 minutes. Drain. Add onion to vegetables and cook as directed on package. Melt butter or margarine in large kettle. Blend in flour, salt and pepper. Stir in tomato paste, water and soda. Cook until mixture thickens; remove from heat. Gradually stir milk into tomato mixture. Add cooked alphabets and vegetables. Heat to serving temperature. Makes 6 to 8 servings.

Clam Tango is just as its name implies—a clam dish with a real zip. It's a quickie to prepare using a base of clam chowder with canned clams added. For more color and flavor, chopped green pepper, sliced black olives, lemon juice, Worcestershire sauce and pimiento are added. Serve Clam Tango sauce over tender rotini, little spiral-shaped macaroni.

### CLAM TANGO

8 ounces durum rotini macaroni	½ cup water
2 tablespoons butter or margarine	½ cup chopped green pepper
½ cup finely chopped onion	½ cup sliced black olives
1 cup sliced celery	1 teaspoon lemon juice
1 6-ounce can clams	1 teaspoon Worcestershire sauce
2 10 ¼-ounce cans frozen clam chowder	2 tablespoons pimiento

Cook rotini in boiling salted water until tender, about 14 to 18 minutes. Drain. Melt butter or margarine in saucepan. Add onion and celery and cook until tender, about 5 minutes. Drain juice from clams into measuring cup and add water to make 1 cup. Combine clam chowder, clam juice and clams with celery mixture. Mix thoroughly. Add green pepper, olives, lemon juice, Worcestershire sauce and pimiento. Heat to boiling. Serve clam sauce over rotini. Makes 4 to 6 servings.

A traditional favorite is lasagna, prepared usually with a ricotta-tomato sauce. Try it this new flavored way—Parsley Lasagna. The creamy white sauce contains parsley, onion, hard-cooked egg, garlic, oregano and Worcestershire sauce for top flavor. An added flavor touch is achieved with Mozzarella cheese, layered with the lasagna and parsley sauce in a large baking dish. The curly-edged lasagna adds an attractive as well as a nutritious note.

### PARSLEY LASAGNA

8 ounces durum lasagna noodles
½ cup butter or margarine
¼ cup enriched flour
3 ½ cups milk
½ cup chopped parsley
½ cup finely chopped onion
2 hard-cooked eggs, diced
2 cloves garlic, minced
2 teaspoons salt
½ teaspoon crumbled oregano
½ teaspoon Worcestershire sauce
Dash pepper
1 6 ounces Mozzarella cheese, shredded
2 tablespoons grated American cheese

Cook lasagna in boiling salted water until tender, about 14 to 18 minutes. Drain. Melt butter or margarine in saucepan. Blend in flour. Add milk gradually. Cook over moderate heat, stirring occasionally, until mixture is very thick. Stir in parsley, onion, eggs, garlic, salt, oregano, Worcestershire sauce and pepper. In greased 2-quart rectangular casserole dish, place in successive layers, one-third of the lasagna noodles, about one cup of Mozzarella cheese and one-third of the sauce. Repeat layers twice. Sprinkle top with American cheese. Bake in moderate oven (350° F.) 30 minutes. Makes 4 to 6 servings.

### COOKING WITH DURUM

Insure your success when cooking with macaroni foods—read the package label and be sure it specifies the product is made from durum wheat or durum semolina. Durum products lend flavor, attractive appearance and nutrition to your meals. Give a new unusual look to your favorite durum dishes by shopping for different shapes of macaroni, such as the ones suggested for the recipes in this issue. If they're durum products, they'll hold that unusual shape when cooked.

## VEAL WHEELS

¼ cup enriched flour	1 teaspoon salt	1 cup chopped onion (about ½ medium onion)
Dash pepper	½ teaspoon Worcestershire sauce	8 ounces durum wagon wheel macaroni
1 pound veal, cut in 1-inch cubes	6 ounce package sliced Swiss cheese	2 tablespoons buttered bread crumbs
3 tablespoons fat	2 tablespoons buttered bread crumbs	Dash paprika
4 cups beef broth		
1 pound sliced zucchini squash		
1 cup Julienne carrots (about 4 carrots)		

Mix together flour, salt and pepper. Coat veal in mixture. Reserve excess flour mixture. Melt fat in Dutch oven or large skillet. Brown meat in hot fat. Add broth, cover and simmer 45 minutes. Add zucchini, carrots, onion and Worcestershire sauce. Cook 9 or 10 minutes or until vegetables are tender. Blend reserved flour mixture with ½ cup hot broth to form a smooth paste. Add to meat and vegetable mixture and cook until mixture thickens, 3 to 4 minutes. Meanwhile cook wagon wheels in boiling salted water, about 18 to 22 minutes. Place two-fifths of wagon wheels in 2 ½ quart casserole dish. Cover with half of meat mixture and top with half of cheese. Repeat layers with 2/5 wagon wheels and remaining meat mixture and cheese. On top of second cheese layer make design of wheel with remaining wagon wheels. Sprinkle with bread crumbs and paprika. Bake in moderate oven (350° F.) 30 minutes. Makes 4 to 6 servings.

Why not a dessert—durum dessert, of course. Here's a Date Meringue Pudding that's really way out in flavor. Prepare it with tiny durum orzo that, combined with milk and eggs, produce a custard-like texture. Tasty chunks of dates and grated lemon rind add more flavor and the meringue-coconut edging atop the pudding gives it real eye appeal.

### Date Meringue Pudding

8 ounces durum orzo	¼ cup finely chopped dates
1 ½ cups milk	½ teaspoon grated lemon rind
2 tablespoons cornstarch	2 egg whites
½ teaspoon salt	½ teaspoon salt
1 to 2 tablespoons water	¼ cup sugar
2 egg yolks	Flaked coconut

Cook orzo in boiling salted water until tender, about 5 to 7 minutes. Drain. While orzo is cooking, scald milk in top of double boiler. Blend together cornstarch, salt and water. Stir into hot milk and add orzo. Cook over hot water until slightly thickened, about 5 minutes. Beat egg yolks slightly. Add a little hot orzo mixture to egg yolks then stir egg yolks into remaining hot mixture. Add dates and lemon rind, and cook over hot water 10 minutes longer, stirring occasionally. Pour into 1-quart casserole. Beat egg whites until foamy. Gradually add salt and sugar and beat until stiff but not dry. Swirl onto pudding to form ring around edge. Sprinkle coconut over meringue. Bake in moderate oven (350° F.) 12 to 15 minutes or until meringue is lightly browned. Serve hot or cold. Makes 4 to 6 servings.

### TURKEY 'N' HAM BOWNOTS

8 ounces durum noodle bows	1 ½ cups cubed cooked turkey (about 8 ounces, ½-inch cubes)
1 10-ounce package frozen broccoli spears	2 cups cubed cooked ham (about ¾ pound, ½-inch cubes)
1 10 ½ ounce can condensed cream of chicken soup (1 ¼ cups)	½ cup unsalted cashew nuts
¾ cup water	1 tablespoon chopped pimiento
½ teaspoon Worcestershire sauce	1 tablespoon bread crumbs
Dash pepper	
½ cup sliced mushrooms	

Cook noodle bows in boiling salted water until tender, about 8 to 11 minutes. Drain. Cook broccoli as directed on package. Mix together soup, water, Worcestershire sauce, and pepper and heat thoroughly. Stir in mushrooms, turkey, ham and cashew nuts. Heat to boiling. Place noodle bows in 2-quart casserole. Add ¾ of sauce to noodle bows and mix thoroughly. Place broccoli on top of noodle bow mixture. Pour remaining sauce over broccoli. Top broccoli with pimiento and bread crumbs. Bake in moderate oven (350° F.) 30 minutes. Makes 4 to 6 servings.

# Durum Wheat Notes

▶ MACARONI  
▶ SPAGHETTI  
▶ NOODLES

December, 1961

from the Testing Kitchen of  
**DURUM WHEAT INSTITUTE • 309 W. Jackson Blvd. • Chicago 6**  
Director of Home Economics.....MARGOT COPELAND  
Food Editor.....JANIS LUSTER  
Associate Food Editor.....BARBARA STRANG  
Testing Kitchen Director.....PHYLLIS SPENCER  
Testing Kitchen Assistant.....NANCY BATES  
Home Economics Assistant.....SHARON BEYER

## Durum Dishes for Happy Holiday Meals

\*  
*Delicious and Attractive*  
\*

The calendar is now proudly announcing the approach of Christmas time. The upsurge of holiday activity will soon begin to show in the bustle of gift-shopping, decorating and entertaining. Christmas time is the season for warmth, laughter, relaxation with good friends, all happily blended with delicious food. To new friends, old friends, and family, every hostess likes to present a holiday table filled with good foods, that are part of the rich spirit of Christmas.

Alongside the traditional favorites always present for holiday enjoyment, new dishes and creations appear just as lavishly. Ideas for new dishes pop up everywhere at Christmas. Prepared for this December issue of Durum Wheat Notes are six outstanding durum dishes for every holiday occasion—parties, snacks, family and company dinners and hurry-up lunches for busy days.

Here is a suggested menu for a holiday buffet. The main attraction is a pretty, delicious dish called Veal Wheels. The catchy name of this recipe derives from its ingredients. Tasty little chunks of veal, sliced zucchini squash, carrots and onion are blended into a smooth white sauce. The dish is complete when the veal mixture is casseroleed with little macaroni wagon wheels and slices of Swiss cheese. Veal Wheels is as nutritious as it is attractive when the wagon wheels are enriched—prepared with protein, B-vitamin and iron rich durum flour or semolina.

Your holiday table will be bright and attractive with this colorful menu. Your main dish, Veal Wheels, will be the center of interest, flanked deliciously by a bright frozen cranberry salad and crisp fresh relishes. Serve an assortment of enriched hard rolls also to complete the meal. Dessert calls for something filling yet easy so why not crisp sugary cookies topped with your favorite ice cream, served with coffee or milk.



### Holiday Buffet

#### VEAL WHEELS

Frozen Cranberry-Nut Salad  
Celery Fans, Olives, Sweet Pickles  
Crispy Hard Rolls      Butter  
Crisp Sugar Cookies      Ice Cream  
Beverage

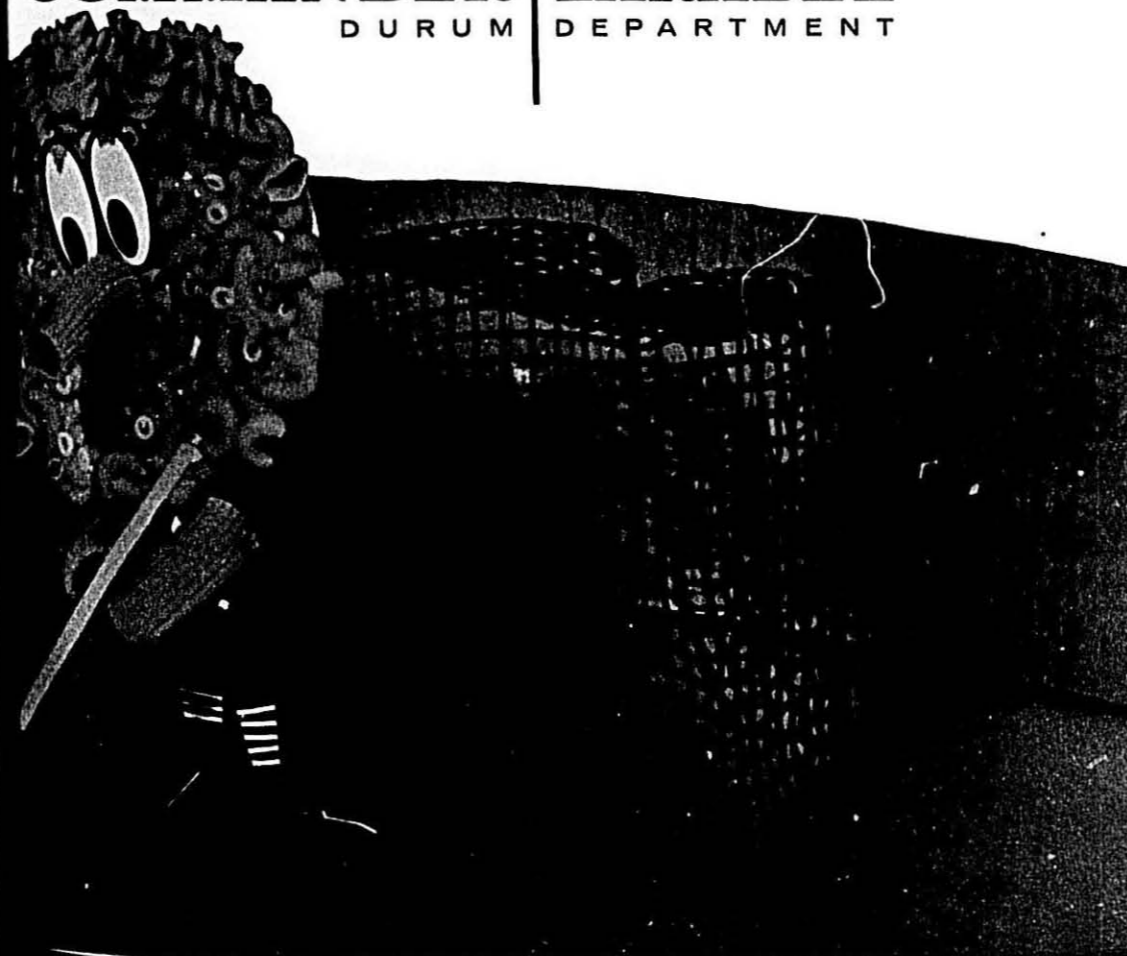
The recipes in this issue of Durum Wheat Notes are all featuring specialty durum products—wagon wheels, rotini, lasagna and others. These variety durum products are nutritiously enriched just like your other favorites and they'll add an extra special touch to your holiday durum dining. Try 'em all—there's a dish for every occasion.

At Commander Larabee, it's teamwork that turns out top quality durum products. Yes . . . a combination of milling skills add up the points to make Commander Larabee the nation's top scorer in the durum league. From grain selection, milling and formula blending to precision lab control and fast-swing shipping . . . Commander Larabee's milling team scores mighty high with the nation's macaroni makers. Next time, why not put Commander Larabee's winning team to work for your macaroni fans.



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**COMMANDER LARABEE**  
DURUM DEPARTMENT



## ITALIAN FOOD FESTIVAL

TWO months of planning an Italian Food Festival paid dividends for Dominick's Finer Foods of River Forest, Illinois.

The 14-day event boosted volume by 8.5 per cent over the preceding two weeks and nine per cent over the same weeks one year ago; created interest in the merchandise; lured new customers with the customer count up 15 per cent for the two-week period of May 3 to 16, and helped solidify the store's quality image.

Behind the promotion was Joseph Burkhart, who joined the three-store concern about a year and a half ago as advertising manager, after serving in a similar capacity with Hillman's another local chain.

Mr. Burkhart worked with the Italian Trade Commission securing decorative effects, some of which were brought over from Italy. He worked with importers in setting up special foods within the store. He worked with housewares firms in creating special displays of cookware and utensils needed for Italian-style cooking. And he worked with theatrical costume houses to get special garb for store employees.

### No Monkey Business

His one complaint: He wanted an organ grinder, with monkey, to complete the decor. He scoured the country, pestered theatrical booking agents and learned there is only one genuine organ grinder left in the nation. He lives in New Orleans and is available for \$400 per week, plus transportation. Mr. Burkhart, who said his budget was large for the event but not large enough to accommodate a \$400-a-week organ grinder, didn't bite.

Italian housewares were imported especially for the Festival. The special mixing bowls and related dishes sold extremely well, according to store officials. The housewares items, as well as specialty foods brought into the store for the event, were scattered throughout the store.

Antipasto was served by a colorfully-garbed hostess who also demonstrated the art of making espresso coffee. Demonstration areas were scattered throughout the market.

An Italian car, the Fiat, was offered as the grand prize in a drawing during the Festival. The car was on display outside the store. Posters on the windows called attention to the event.

Recipes were not forgotten during the Festival. A special party consultant aided shoppers in planning menus fea-



Isabel DuBois

turing Italian products. The store has a large, but not exclusive, clientele of Italian descent.

Isabel DuBois, Chicago Daily News home economics editor, wrote "It's Easy To Go Italian," giving her observations after touring the Festival.

When it comes to shopping for Italian cooking ingredients Mrs. Venice has nothing on us. And chances are she has a harder time finding them than we do.

### Exotic Foods

Unusual foods like giant fava beans (looking every bit as big as those on nursery rhyme Jack's stalk), anise or Italian celery and chick peas, together with dozens of other less common items were featured in this massive Italian food display.

Italian bread sticks, pignoli seeds (a favorite Italian cooky ingredient), assorted pastas, also frozen pizza, lasagne, meat balls and spaghetti sauce needing only heating for service; all were readily available.

There was even pasta con sarde (macaroni with sardines), Italian tuna (they call it Tonno), also Italian tomatoes and candy and fruit cake. And the massive display of imported olive oils: Lucca, Bertolli, Duomo, Bari, etc., surely all of these foods would set any Venice homemaker's head to spinning.

And this was by no means all. I saw zucchini, dandelion and mustard greens and those tiny Italian hot peppers. Also wine and oil cured black olives plus imported Italian salami. And in the cheese display, I stared in amazement as I caught a glimpse of favorite Romano, Provalone, Scamorza, Parme-

san, Fontina, Gorgonzola and Caci Cavallo. In addition a massive display of imported antipastos and fruit flavored syrups for making beverages.

Imagine all of these Italian specialties (and others too numerous to mention) in a modern Chicago supermarket? Plus all our own highly prized American foods: flour, salt, vinegar, mustard and meat (not less than 200 different cuts) and catsup and mayonnaise and coffee, etc.

Though Italy's cuisine is as diversified as her landscape some dishes enjoy a greater popularity than others. One such, liked by Italians as well as Americans is lasagne. Here's the recipe so that you can try it soon.

### Lasagne

- 1 package (pound size) lasagne noodles
- Bolling salted water
- 1 cup grated Parmesan cheese
- 1 quart meat sauce
- ½ pound Mozzarella cheese, thinly sliced
- 1 pound ricotta or cottage cheese

Cook lasagne in boiling salted water until almost tender, drain well. Place layer of noodles in bottom of lightly oiled 13 by 9 inch baking dish. Add a layer of Parmesan, top with sauce. Add a layer of Mozzarella and a scattering of ricotta. Repeat in layers until all ingredients are used.

Final topping should be Mozzarella. Bake in a 350 degree oven 20 to 30 minutes or until firm. To serve, cut into individual portions and top with more Parmesan and meat sauce.

Yield: Six to eight servings.

### Spicy

Chili powder, reports the Gentry spice people, is not confined exclusively to seasoning Southwestern specialty dishes. This American spice is versatile, and can be used to excellent advantage in such popular and diverse foods as spaghetti, hamburgers, sandwich fillings or sprinkled on salads and hot popcorn.

### Sauce Promotion

Schilling Division of McCormick & Company offers three cents off of their special label pack spaghetti sauce mix. Also dealers receive two free packages with each dozen purchased. Full-page full-color ads in Ladies Home Journal, Schilling radio announcements and cooperative dealer advertising will support the promotion.

# PAVAN

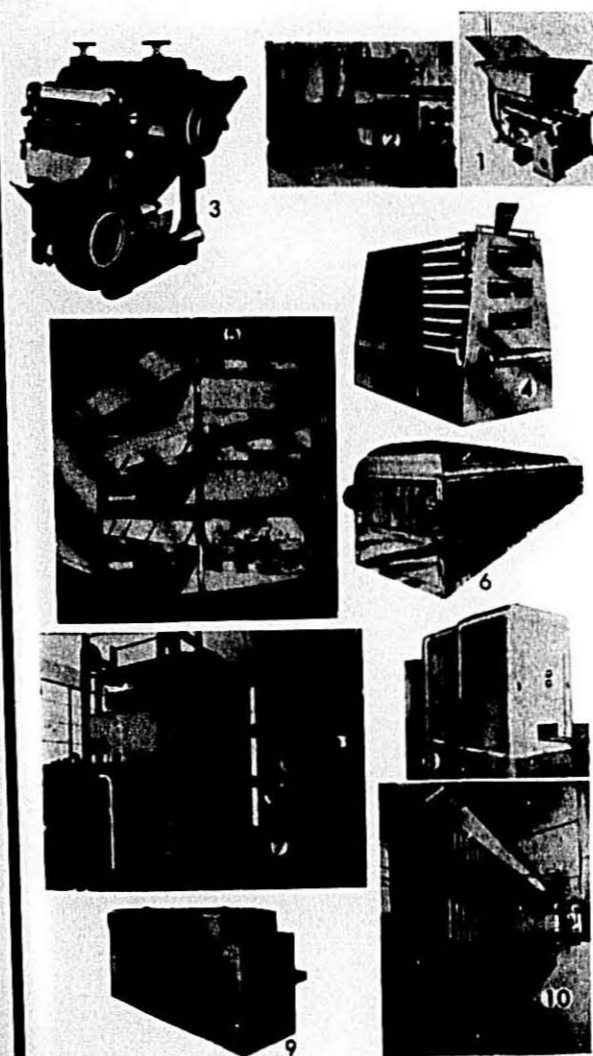
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### Promotion for Pre-Lenten Profits

A three-pronged promotion is under way to feature a Tuna Buffet Casserole with ripe olives and macaroni for January and February selling.

Chicken of the Sea Tuna, the Ripe Olive Advisory Board, and the National Macaroni Institute are joining forces to feature the dish in national and local advertising, colorful point-of-purchase merchandising aids, and coast-to-coast publicity. Additional consumer interest will be in the form of a 50-cent cash refund obtained by mailing in labels of all three products.



Left to right: Robert M. Green, secretary of the National Macaroni Institute; Harold W. (Hal) Gibbs, of Callerman Company, representing Chicken of the Sea; and Arthur H. Frohman, of L. H. Frohman & Sons, for the Ripe Olive Advisory Board, look over the point-of-purchase card as set up in a shopping cart jumble display.

### National Advertising

National advertising by Chicken of the Sea Tuna is planned for full-page, full-color ads in the complete editions of *Sunset*, *Good Housekeeping*, and *Better Homes and Gardens*, with the recipe being featured. The Ripe Olive Advisory Board plans to take full-color ads in *Sunset*, *Woman's Day*, *Everywoman's Family Circle*, *McCall's*, and *Ladies Home Journal*.

Display cards and tearoff pads are being prepared by the tuna company to be made available at cost to the other partners. The Olive Board is producing additional soft sheet banners or double over-the-wire materials featuring additional tuna recipes. These too are available at cost.

The National Macaroni Institute has been serving as a communications center to urge members to tie-in with Chicken of the Sea and Ripe Olive Advisory Board brokers in securing specific chain or cooperative ads and promotions. In addition, it is providing publicity pictures and releases to the grocery trade publications.

### Newspaper Layouts

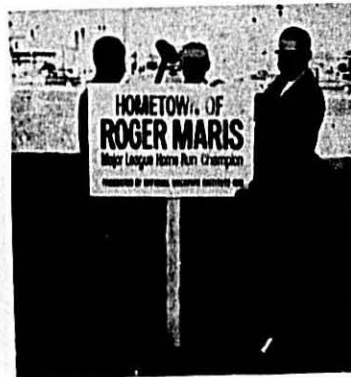
Suggestions for black-and-white ad layouts for local advertising support by macaroni manufacturers has been provided by Chicken of the Sea. Mr. Gene Stokes, advertising and sales promotion manager of the Van Camp Sea Food Company in Long Beach, California, has cautioned that the 50-cent refund offer must not be printed or announced in any manner without his prior approval. Cooperation between brokers and sales organizations of the three partners is being coordinated by Mr. Stokes for the Van Camp Sea Food Company and Mr. Howard Eaton of the Ripe Olive Advisory Board in San Francisco.

The recipe for Tuna Buffet Casserole with Ripe Olives and Macaroni is as follows:

### Tuna Buffet Casserole with Ripe Olives and Macaroni

(Serves four or five)

Combine one cup (one-half pint) commercial sour cream and one-fourth teaspoon crushed oregano in large bowl. Add two regular size cans (six and one-half ounce) or one Giant Size can drained Chicken of the Sea tuna, two cups cooked elbow macaroni, one-half cup sliced ripe olives, three-fourths cup sliced mushrooms, one-third cup chopped green pepper and one-fourth cup chopped cashew nuts. Mix well. Spoon into one and one-half quart casserole. Sprinkle one cup (four ounces) grated process-type American cheese on top. Bake in moderate oven (350 degrees Fahrenheit) 25 to 30 minutes. Serve at once.



Mayor Herschel Lashkowitz, Fred Hagen, vice president of the Fargo City Commission, and Robert M. Green of the NMI put up sign honoring Roger Maris.

### Free Spaghetti

Free spaghetti will be offered by the Booth Fisheries Corporation in March advertising in newspapers in 36 Midwest and Western markets.

The fast new sea food idea that Booth is promoting is to boil up your favorite spaghetti and add your special sauce and serve with heat-and-eat Booth fishsticks. Buy two packages of Booth fishsticks and a one-pound package of dry spaghetti, and the price of the spaghetti will be refunded if you send the wrappers to Booth.

### Roger Maris Honored

Roger Maris, the New York Yankee homerun artist, was named "Macaroni Sportsman of the Year" in a pre-Macaroni Week release to the press.

Robert M. Green, executive director of the National Macaroni Institute, said that the Yankee outfielder was selected for the annual award because he used his noodle in outwitting American League pitchers to set a new major league record of 61 homeruns.

Maris will receive 61 pounds of macaroni, and his home town of Fargo, North Dakota was presented with a special two by three foot highway sign inscribed: "Home Town of Roger Maris Major League Homerun Champion." The presentation was made by Green to Fargo's Mayor Herschel Lashkowitz and the city council in Fargo, meeting Tuesday, October 17.

In a letter of appreciation, the mayor wrote: "I want to thank you on behalf of our city government and the people of Fargo for the presentation to the City of Fargo of the highway sign proclaiming Fargo as home town of Roger Maris, Major League Homerun Champion, as presented by the National Macaroni Institute. It was a thoughtful gesture which will, I am confident, reflect considerable good will in the future."

"We are proud of Roger Maris for his excellent performance, not only as a homerun champion, but as an example of good citizenship and Americanism. We are also proud of the macaroni industry which is doing an excellent job in helping to feed our nation and humanity. The close working relationship between the macaroni industry and the state of North Dakota, which produces 90 per cent of the durum wheat which is the principal ingredient in macaroni production, I am certain is a credit to both the industry and the state of North Dakota. You may be assured of our continued cooperation in the days ahead."

Maris was raised and attended school in Fargo where he starred in football, basketball and track.



# Seasons Greetings

to all our friends associated with  
the Macaroni Industry

**International**  
MILLING COMPANY

## Betty Crocker Salutes Macaroni Week

General Mills and Betty Crocker made sure that their 40,000 employees and stockholders were reminded of this year's "Macaroni Meals in Minutes" theme. The September issue of Modern Millwheel, company publication, spotlighted National Macaroni Week with a full page feature titled "It's Macaroni Time with Betty Crocker." Calling attention to the fact that National Macaroni Week would be celebrated this year October 19 through 28, they declared:

"And what woman doesn't want to celebrate those products that make her life so easy, her family so happy and her time so free? These products are spaghetti, macaroni and noodles, all made from semolina and durum flours of which General Mills is one of the leading producers. Americans show their enthusiasm for these convenient and economical products by consuming over one billion pounds a year. Betty Crocker helps to provide ideas for new ways of preparing macaroni through promotion of recipe suggestions.

"Macaroni Meals in Minutes" is the theme of this year's National Macaroni Week sponsored by the National Macaroni Institute October 19-28, presenting macaroni as one of the most versatile of foods and easy to prepare into delicious family favorites in "just minutes."

"Take a hint from Mrs. Lucille Trout, busy mother of two daughters and career woman, too. She's the Secretary

to Lloyd Pearson, Manager, Advertising Minneapolis Electronics Group. When she's home from a busy day at the office she has dinner ready in a jiffy for Drenda, 17, and Roberta, 19. One of her favorites is Macaroni Ala Creme. This hot dish may be prepared ahead and put in the oven. Breeze into the kitchen with your good clothes, flick on the oven and soon dinner is ready."

### Macaroni Ala Creme

- 6 cups water
- 4 teaspoons salt
- 1 package (7 or 8 ounce) uncooked macaroni
- 2 medium onions, finely chopped
- 1 1/4 cups cut-up or grated sharp process cheese
- 1 can cream of celery soup
- 1/2 soup can milk
- 1/2 can undiluted tomato soup
- 5 wieners, sliced pennywise or cooked sausage links

Heat oven to 350 degrees. Bring water to a rapid boil. Add salt, macaroni, onions. Bring to a rapid boil. Cook stirring constantly, three minutes. Cover with tight-fitting lid, remove from heat and let stand eight to 10 minutes. Rinse with hot water, drain. Combine macaroni mixture, cheese, soups and milk. Pour into a nine-inch square glass baking dish or two-quart casserole. Arrange wieners or sausages on top. Bake uncovered 20 minutes. Six servings.



It's out of the oven and onto the table in just minutes with Macaroni Ala Creme, a Betty Crocker recipe prepared by Mrs. Lucille Trout for her two daughters, Drenda, left, 17, and Roberta, 19. Mrs. Trout often needs a good meal in a hurry when she arrives home from work, and she knows she can depend on macaroni products for "meals in minutes."

## Peavey Bugle Gives Sal

The October issue of the Bugle, house organ of the F. I. & Company and its affiliates, by and for its employees, contribute to National Macaroni Week with the feature article "It's Time."

They said, in part: "Over a pound of these products—macaroni and noodles—are made from semolina and durum flour, through the mill by Peavey, through the mill by Russell Miller-King Mide, one of the leading producers of key ingredients."

"Macaroni foods are convenient, and a source of nutrition—all important to them when planning for meals."

Recipes for Curried Noodles containing cheese, eggs, raisins, and Chili Skillet Sauce, a delicious combination of spaghetti, pepper, onions, ground beef, and seasonings, followed both the finished macaroni and the feature.

## "The Quiet Miracle"

Commemorating the twenty-first anniversary of enrichment, the Rockwell Fine Chemicals Division published an attractive illustrated page brochure titled "Enrichment: A Good Gift From Yesterday."

In the opening statement, carefully researched and edited, dealing chiefly with the enrichment of white bread in the United States, beamed to educators, nutritionists, and home economists.

"The year 1961 marks the anniversary of the enrichment of white flour. The baking industries have endeavored to meet the trend toward the improvement of the American diet. They have joined together in serving what is applicable to the Quiet Miracle. It is important to realize the magnitude of the miracle that has insured for the nation's better life for penny-enriched white flour, farina, macaroni, and spaghetti are our best nutrients."

The brochure reflects concepts of prominent authorities in bio-chemical and nutritional enrichment of cereal foods, are available on request, from the Department of National Education, Fine Chemicals, Hoffmann-La Roche, 10, New Jersey.

SEE WHAT  
**RESNO**  
**MACARONI**  
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HAS DONE



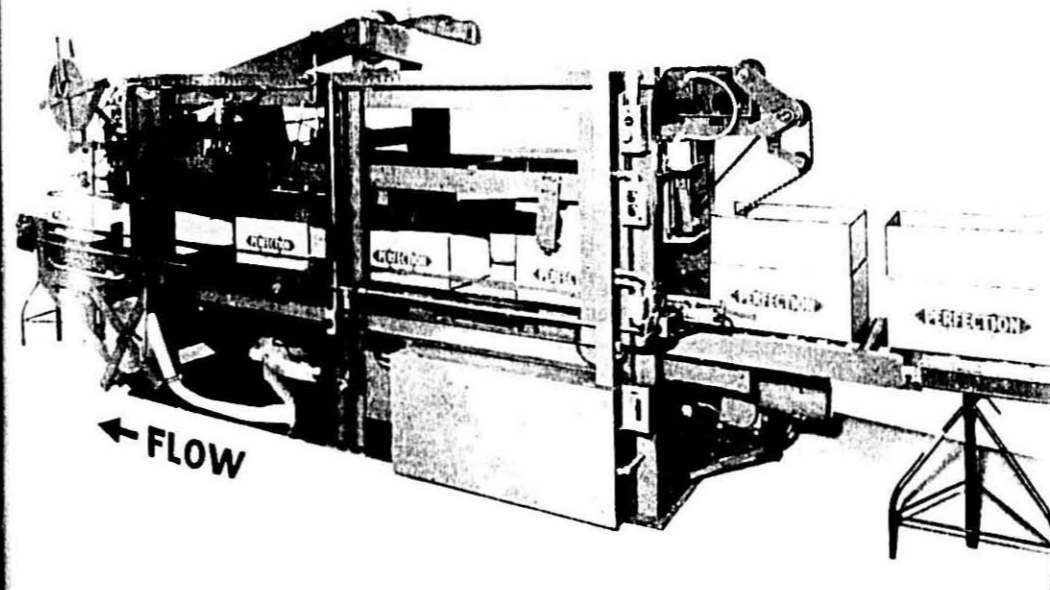
## NOW . . . TAPE SEALS CASES—TOP AND BOTTOM AT THE SAME TIME—AUTOMATICALLY!

You, too, can reduce your labor costs and end packing room bottlenecks with the new "GENERAL" Model TS305SM Case-Sealer Taper. It is completely self-setting and at the touch of a switch, automatically adjusts to seal a group of cases of any given size. Both top and bottom of the case are sealed at the same time, and no manual flap closing or special printing on the case is required.

Your customers prefer tape sealed cartons, because they are easier to open, they can be reused, and there is no danger of cut packages or hands, or ripped clothing.

General also builds machines for complete automatic tape sealing of one size, or intermingled case sizes.

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## HOLIDAY BUFFET

ENTERTAINING gets into full swing as the holiday season begins, and homemakers are looking for recipes suited to party occasions. A spaghetti ring filled with a sauce of ham and mushrooms is as festive to look at as it is delicious to eat. Hostesses appreciate another point—it is a dish which is easy to get ready—an added bonus during this busy time of the year.

### Spaghetti Ring with Ham Sauce

(Makes four to six servings)  
 1 tablespoon salt  
 3 quarts boiling water  
 8 ounces spaghetti  
 1/4 cup chopped parsley  
 1 cup grated Swiss cheese  
 1 package (1/2-ounce old fashion garlic salad dressing mix  
 1/4 cup melted butter or margarine  
 1 medium-sized onion, chopped  
 1 cup sliced mushrooms  
 1/2 pound cooked ham, chopped  
 2 cans (8-ounces each) tomato sauce  
 Salt and pepper to taste  
 Parsley sprigs

Add one tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Combine spaghetti, parsley, cheese, salad dressing mix and two tablespoons melted butter or margarine; mix well. Turn into greased eight-inch ring mold. Let stand five minutes.

Meanwhile, combine remaining two



Spaghetti Ring with Ham Sauce. With the big "at home" party season ahead, this is a fine party dish for holiday buffets.

tablespoons melted butter or margarine, onion and mushrooms and cook over medium heat five minutes. Add remaining ingredients and heat to serving temperature, stirring occasionally. Unmold spaghetti ring and serve with ham sauce. Garnish with parsley sprigs.

Buffet suppers are a popular way to entertain during the holidays. If your food budget is showing signs of strain due to seasonal feasting and festivities, plan a buffet which is inexpensive. This poses no problem for the hostess who keeps a supply of macaroni products on hand. How about a casserole of macaroni and cheese? This is a favorite dish with everyone, and needs only a salad or vegetable to be a satisfying main course.

### Macaroni and Cheese

(Makes six servings)  
 1 tablespoon salt  
 3 quarts boiling water  
 2 cups elbow macaroni (8 ounces)  
 1/4 cup butter or margarine  
 1/4 cup all-purpose flour  
 2 cups milk  
 1 teaspoon prepared mustard  
 1 1/2 teaspoons salt  
 1/4 teaspoon cayenne  
 2 1/2 cups grated Cheddar cheese  
 Paprika

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

Meanwhile, melt butter or margarine. Add flour and blend. Gradually add milk and cook over medium heat, stirring constantly, until thickened. Add mustard, one and one-half teaspoon salt, cayenne and macaroni; mix well. Place half of macaroni mixture in lightly greased two-quart casserole. Sprinkle with one cup cheese. Top with remaining macaroni mixture and cheese. Sprinkle with paprika. Bake in moderate oven (375 degrees) 45 minutes.

Hearty main-dish salads are marvelous for buffet suppers. Make them ahead, and make them hearty—the first for your convenience and the last for the satisfaction of your guests. Macaroni and lobster get together in this one to score on both counts, and look pretty as a picture in the bargain. Try



Lobster Macaroni Mold. Here's an excellent combination of macaroni and lobster that molds into any pretty shape you like, and is made ahead for the convenience of the hostess.

this substantial salad to give a change of pace to your holiday buffet suppers.

### Lobster Macaroni Mold with Dressing

(Makes six servings)  
 2 3-ounce packages lime-flavored gelatin  
 2 cups hot water  
 1 1-3 cup cold water  
 1/4 cup vinegar  
 1 tablespoon grated lemon rind  
 2 tablespoons lemon juice  
 1 teaspoon aromatic bitters  
 1/2 teaspoon salt  
 1 tablespoon salt  
 3 quarts boiling water  
 2 cups elbow macaroni (8 ounces)  
 2 cups diced cooked lobster (about 4 rock lobster tails)  
 1 cup creamed cottage cheese  
 1 cup diced cucumber  
 1/2 cup grated radishes  
 3/4 cup mayonnaise  
 2 tablespoons French dressing  
 1 teaspoon aromatic bitters

Dissolve gelatin in hot water. Add cold water, vinegar, lemon rind, lemon juice, one teaspoon bitters and one-half teaspoon salt. Blend and chill until slightly thickened.

Add one tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water. Drain.

Add macaroni, lobster, cottage cheese, cucumber and radishes to gelatin mixture; mix well. Turn into two and one-half-quart mold. Chill until firm. Unmold. Garnish with watercress, lemon wedges and olives, as desired. Blend remaining ingredients and serve with salad.

## DECK THE HALLS - WITH MACARONI!

ALL anyone needs for creating unique and beautiful ornaments is some imagination, an eye for artistic arrangement, a few cans of spray enamels, and finally some uncooked macaroni products. Included in the latter category are large and small macaroni shells, macaroni rings, long and elbow macaroni, long spaghetti, and spaghetti spirals. All can be secured at any supermarket.

Possibilities offered in these materials were proved by the beauty of decorations that adorned a seven-foot white plastic Christmas tree in the offices of General Mills during the holiday season 1960.

P. R. Nutt, associated with the staff of the division's comptroller, and Jack Robinson, also of the company's General Office, created this "first" in decorating. Cutting out shapes for pendant ornaments from posterboard, they used macaroni products in a variety of sizes and shapes for affixing in unique designs to the boards. The men report that it took them a long time to develop the over-all scheme and to work out a method for its execution, but that once under way they completed most of the ornaments used on the tree in three hours.

With basic colors of black, white, and gold, the pair found great latitude in



White Christmas tree decorated with ornaments fashioned of macaroni products in a variety of sizes and shapes.

treatment. Some of the cut-outs were first sprayed with dull black or white enamel. Then pieces of the macaroni products, previously gold-sprayed in the bottom of a large pan, were affixed to the pendants with transparent drying glue. To other pendants, left in the



Closeup shows detail of ornamentation worked out with macaroni products, oak leaves, and grain stalks.

original posterboard color, were glued pieces of unsprayed macaroni products; then the entire assemblies were sprayed solid gold or white. The creators of the display found that the shell and other shapes of the products presented limitless opportunities for beautiful patterns.

A white wreath was made by cutting out four posterboard rings, then cutting each of the last three down to successively narrower widths. When the four were glued together, the smallest ring on top, the whole unit was covered with linoleum paste. The wreath was then built up with a mixture of macaroni pieces to a thickness of an inch at the center, a half-inch at the edges, and the whole then sprayed with white enamel. Ribbon bows and colored balls were added as final touches. (The creators caution that in making any wreath for outdoor display, waterproof linoleum paste should be used.)



This beautiful white Christmas wreath was constructed of posterboard, linoleum paste, macaroni pieces, and white enamel.

Attractive wall pieces shown with the tree utilized oak leaves and grain stalks, sprayed gold over-all. Many saw in them springboards to ideas for wall plaques and panels, and visualized almost limitless possibilities for year-round use.

A Miami, Florida housewife, Mrs. Andrew Ferendino, discovered macaroni with its myriad shapes and sizes was just the thing for creating the unusual for Christmas decorations. Small Christmas trees, gift boxes, and Christmas tree ornaments all trimmed with macaroni decorations were the results of Mrs. Ferendino's hobby.

For one gift package, she crooked some ordinary spaghetti, wrapped it around her daughter's curlers, and dried it, then sprayed it with gold.

A Christmas tree is made of such ordinary materials as a hat from a birthday party, raw corkscrew noodles, glue and paint. Larger trees have New Year's hats (collected at parties) as a base.

Some of the macaroni pieces are colored with nail polish, others with a new spray paint, and the rest with glitter—silver or gold.

"I use macaroni just as I would jewelry, shells, or any other artistic material," Ruth Ferendino explains. "You see the same principles of color harmony and good design that you would with any other material."

She described how you can cook spaghetti and bend it to any shape you desire, holding it with pins until it's dry. You can make flowers, trees, animals—anything. "It's so easy to work with—much easier than other materials."

Ruth Ferendino adds: "What you can do with macaroni in all its forms is limited only by your imagination."

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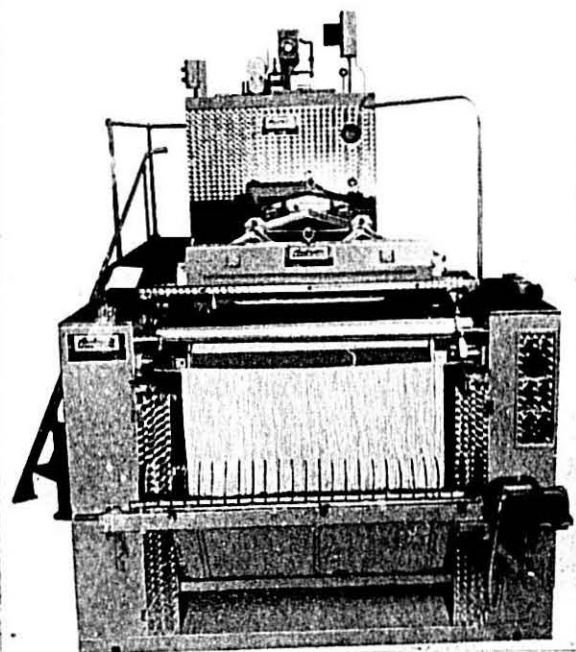
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THE MACARONI JOURNAL

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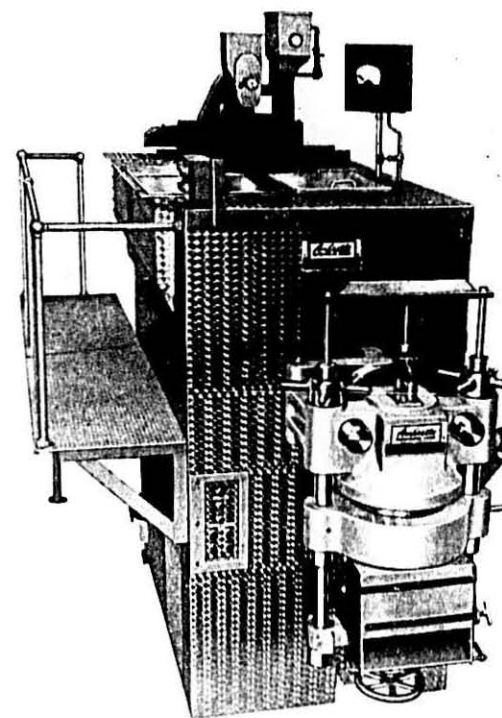
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Vance V. Goodfellow

#### New Appointment

Vance V. Goodfellow will join the staff of the Crop Quality Council, Donald G. Fletcher, executive secretary, has announced. The Crop Quality Council is engaged in activities in support of research, extension and crop improvement programs affecting all northern grown crops.

Mr. Goodfellow has served for 10 years as Associate State Entomologist stationed at North Dakota State University, Fargo. He is resigning November 15 to join the Council.

Reared on a farm near Bruce, South Dakota, Mr. Goodfellow graduated from South Dakota State College, Brookings, and obtained his Master's Degree at North Dakota State University, Fargo, in 1955. He served in the United States Marine Corps from 1942 to 1945 at Pacific locations, including Guadalcaanal, Guam, Okinawa and Japan.

He has had extensive experience in various pest control and regulatory programs affecting the production of all northern grown crops. He has served on the North Dakota Clean Grain Committee and as a member of the North Dakota Grain Storage Committee. The responsibility for the North Dakota Economic Insect Survey, plant regulatory work and inspection, and the barberry eradication program for stem rust control in North Dakota has been Mr. Goodfellow's for several years.

Mr. Goodfellow's broad, practical and scientific experience with agronomic, disease, and insect problems affecting Upper Midwest agriculture and his work with the North Central Plant Board and the National Plant Board will be very helpful in his future work with the Council, Fletcher said.

Important principles may and must be flexible.—Abraham Lincoln.

#### Norwegian Visitor

Mr. Paul Martens and his production manager, Mr. Tefre, of Ditlef Martens, bakers and macaroni manufacturers at Bergen, Norway, attended the Baking Industry Exposition at Atlantic City recently, and then came on to the Midwest to visit N.M.M.A. headquarters and a Chicago area macaroni manufacturing plant.

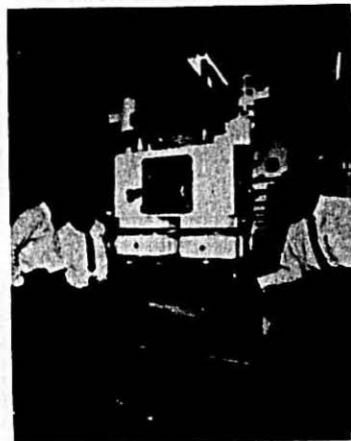
They said they were particularly impressed with macaroni production efficiencies in the United States and supermarket merchandising methods.

#### New Press

Clermont has put out the first twin head short cut press producing 2,400 pounds per hour. This press was installed at the plant of Delmonico Foods, Inc. in Louisville, Kentucky. Operations started the first of October and have continued since.

The press has two dies and two cut-off attachments. By having two dies, it permits slow extrusion to give top quality. The press has one large screw and a large mixer with double shaft which gives uniformity of product and of mixing of the product. Smooth, silky product results. Having one screw and one mixer, the same mixture is going to each head, resulting in uniformity.

The machine is equipped with variable drive type of motor to afford variations of speeds for different styles of products. It was designed for 24 pounds per hour but has possibility of yielding as much as 2,600 pounds per hour.



Peter J. Viviano and Peter J. Palazzolo of Delmonico Foods, Inc. and John Amato of Clermont Machine Company, Inc. observe operation of the new twin head short cut press recently installed at the Delmonico plant.



T. W. Rawlings

#### General Mills Elects Rawlings President

T. W. Rawlings, former four-star general in charge of the Air Force's Air Materiel Command, was elected president of General Mills, Inc.

C. H. Bell, who has been president since 1952, was named chairman. Gerald S. Kennedy will relinquish the post of chairman, but will continue as chairman of the executive committee.

The new assignments become effective December 1.

General Rawlings, 57 years old, has been executive vice president of the company since April, 1960. He joined General Mills in 1959 as financial vice president and director after retiring from the Air Force.

General Rawlings was born in Milroy, Minnesota, and attended Hamline University at St. Paul. He entered the Army in 1929 as a flying cadet. During his military career he attended the Harvard University Graduate School of Business Administration. In 1954, he became a four-star general at the age of 49.

Mr. Bell, 54, is the son of the late James F. Bell, founder of General Mills. He joined the company in 1930 after attending Yale University.

Mr. Kennedy, who was 67 in October, has been chairman since 1959.

#### New Size

San Giorgio Macaroni, Inc., is now marketing its imported olive oil spaghetti sauce in a new 16-ounce glass jar. The firm will continue its package of the 10½-ounce size.

Molasses catches more flies than vinegar.—American proverb.

## Combination NOODLE and CUT GOODS AUTOMATIC PACKER

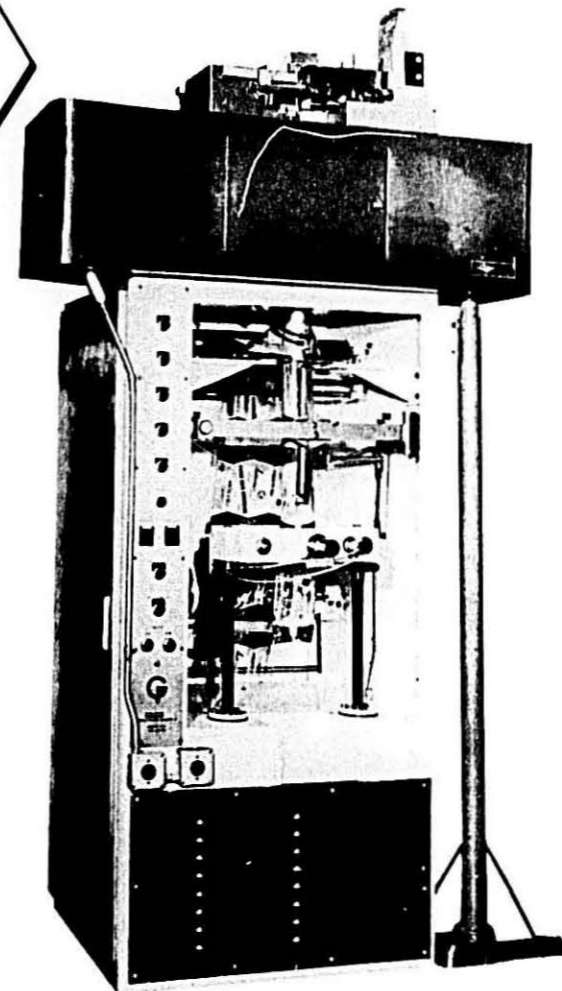
- net weighs
- makes bag
- fills bag
- seals bag  
(poly or any sealable film)

TWO MODELS  
Single Scale — Dual Scale

NOODLES  
5 oz. to 1 lb.

CUT GOODS  
5 oz. to 32 oz.

SPEED  
Up To 45 Per Minute



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MANUFACTURERS'  
REPRESENTATIVE

PAVAN  
Presses  
Dryers

GARIBALDO RICCIARELLI  
Carton Make Up  
Carton Fill and Weigh  
Carton Closing

# MACARONI

## What It Is and Where It Came From

by Estelle Andrulis, Procurement Agent, Military Subsistence Supply Agency

In News Bulletin, Volume No. 10, in October, sent to military posts, camps, and stations by Headquarters, Chicago Region, Military Subsistence Supply Agency, Macaroni Procurement Agent Estelle Andrulis writes the following:

MACARONI is one of the many good foods made from wheat. An ancient food, macaroni in its myriad forms is known by many names. It originated in the Orient and was brought to Italy by Venetian traders and explorers in the middle ages. From Italy, its popularity spread throughout Europe. Today, macaroni is as much at home in America as in Italian, Hungarian, Chinese, Jewish, and French cuisine, for its bland flavor is adaptable to all styles of cookery and may be varied and enhanced by each cook's skills and seasoning arts.



Estelle Andrulis

### Family Name

Spaghetti, vermicelli, pastina, egg noodles—all shapes and sizes—are known collectively as "macaroni" and all are made from the same basic dough, of which water and specially milled flour are the two main ingredients. Durum wheat semolina, a coarse flour, contributes the rich golden hue to macaroni as well as certain cooking qualities, texture and flavor. Farina, a coarse high protein flour of selected, hard wheat is frequently used with semolina. In making macaroni, the ingredients are kneaded into a rather stiff dough, formed into various shapes, and dried. When dry, high quality macaroni is hard, yet flexible enough to bend slightly without breaking. It holds its shape well during cooking, and becomes tender with just the right amount of chewiness.

Macaroni was first made by hand. To this day in China and southeast Asia there are many small shops where macaroni is still made just as it was centuries ago. In Europe, macaroni was first made in apothecary shops and was long regarded as a food for invalids and infants because of its easy digestibility. Later it was made in the homes.

### Brought from Europe

Immigrants from Europe introduced macaroni into the United States before the Civil War. The Italian people, with their natural longing for pasta, as they

called macaroni products, depended upon Italy for supplies of this food. As the Italian population grew, macaroni imports from Italy were often insufficient and irregular. From Germany the hausfrau brought their family recipes, and, according to tradition, in spring they would take out their rolling pins, flatten out the dough of flour and eggs, and cut the sheets into thin, golden ribbons to be dried for use during the coming year in delicious egg noodle dishes. Thus, for a number of years much of the macaroni used in the United States was made in the home or imported. As the demand increased, factories were set up. Mechanical methods of manufacture were first perfected in 1800; now large and intricate machines are used to make macaroni of uniform high quality under carefully controlled, sanitary conditions.

### Amazing Variety

An amazing array of lengths, shapes and sizes of macaroni is made, ranging from the familiar tubular macaroni and slender rod-like spaghetti to the novel and intricate bows, stars, shells, coils, fluted ribbons, ridged tubes, rings, twists, alphabets, and numerals. More than 100 different forms are made, but all are intrinsically the same food and may be classified according to three general types, described as long goods, which include spaghetti and long macaroni; short goods, such as elbows and seashells;

and noodles, which contain eggs and are cut into long or short, flat ribbons, shreds, or fine rods.

True macaroni lovers often claim there are subtle differences in the flavor of the different shapes of macaroni even though they're all made from the same dough. These "differences" may be credited to variations in texture and thickness, the method and amount of cooking, and to appearance, too. Actually, the styles or shapes are designed to fit the recipes in which they are used—to cradle a spicy tomato sauce, to hold the chunks of meat and savory vegetables so their flavors will mingle thoroughly, or to act as a "background" food for highly flavored foods. For even greater variety, the shapes and sizes may be interchanged, and by varying sauces, gravies, or accompaniments, the macaroni family offers endless inspiration to an imaginative cook.

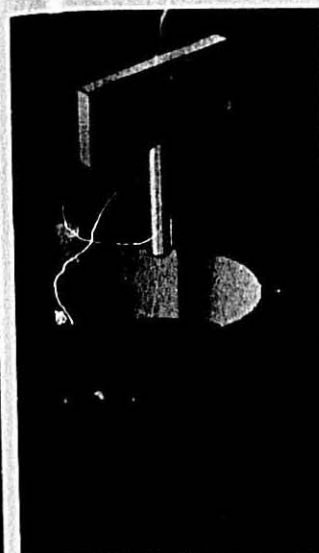
### Gourmet's Delight

According to the ingredients with which it is combined, macaroni can become the housewife's favorite quick-to-fix casserole, the amateur chef's specialty, a dish to serve the King! If the occasion is gala, fanciful shapes of macaroni may be chosen, giving imagination a free rein.

Comment-worthy hors d'oeuvres can be created with macaroni shells and piquant fillings. Or, one might conjure a gourmet casserole for the buffet table, using ruffled "Margherita" ribbons, egg bows, or spiral "Fusilli" folded into a satiny sauce. Complement with an imported Italian cheese, freshly grated. Such a dish is practical, for it can be held at the peak of flavor until the last guest is served.

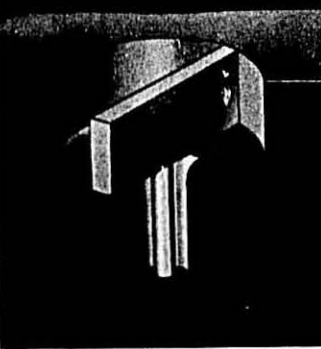
It's an all-weather food. Macaroni may be served hot or cold, according to the day or mood. Favorite sauces can be transformed with the addition of herbs such as chervil, mushroom, oregano, basil. For a quick-and-easy variation, noodles may be buttered and sprinkled with poppy seeds, in the Vienna manner.

Macaroni is truly a food for the imagination, always ready to rise to an occasion, a challenge to ingenuity and cooking skill. For the sheer joy of creating, individual fancy may be followed as well as the traditional recipes.



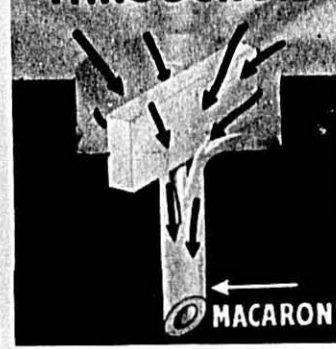
The die shown above, is a flat disc or cup with a very thick bottom, which has a hole in the middle, the same size as the outside of the macaroni to be manufactured. The PIN is a rod the size of the hole in the macaroni, with wings at the top which hold it to the die.

### PIN IN POSITION



Ready to make macaroni; the PIN has been inserted in the DIE. From the point where the wings of the pin end, to the bottom of the die, the rod of the pin is suspended in the exact center of the hole in the die.

### DOUGH BEING FORCED THROUGH DIE



The dough, when pushed against the die, is split by the wings and then pressed together around the lower end of the pin to form a solid tube. As it comes out at the bottom of the die, the macaroni is cut to the length for the type of macaroni that is being manufactured.

## Who Puts the Hole in Macaroni?

STUDENTS often ask, "Who puts the hole in macaroni?"

The answer to the question is not "who" but "what," for the manufacture of macaroni and noodle products is essentially an extrusion function. Dough is prepared in a mixer by combining flour or granulars and water, kneaded in an auger, then forced through a die under high pressure.

### Forms the Dough

The die forms the dough into the finished shape. Usually made from cartridge brass, the die may be circular or rectangular depending on whether they are to be used in presses for producing short goods (circular) or used for an automatic spreader for long goods or noodle sheeting (rectangular). They may also be made of stainless steel and other materials and alloys which can be inserted in a frame and removed or replaced from time to time. Dies are about one and one-half to two and one-half inches thick.

The simplest form is the spaghetti strand. A simple hole is all that is required to form this shape, although the hole through the die is normally tapered from top to bottom. The tubular

forms such as macaroni require a pin in the center as described in the illustration. Curved pieces are formed by making the thickness of dough different on one side than the other, as is the case with elbow macaroni products. Wavy strands can be produced by having a slightly wider opening on one portion of the slot than on the other so that the thicker portion tends to extrude faster. There is an almost unlimited number of shapes that can be made on presses by varying the size and shapes of holes.

### Under High Pressure

The high pressure required to extrude dough through dies subjects the dies to a substantial amount of wear. The first effect of the wear is to polish the dies smoothly so that after a brief initial period of running the product surface tends to become smoother. Many manufacturers keep a set of standards on their product size so that the finished products can be checked frequently and dies repaired when product sizes get beyond certain limits of tolerance.

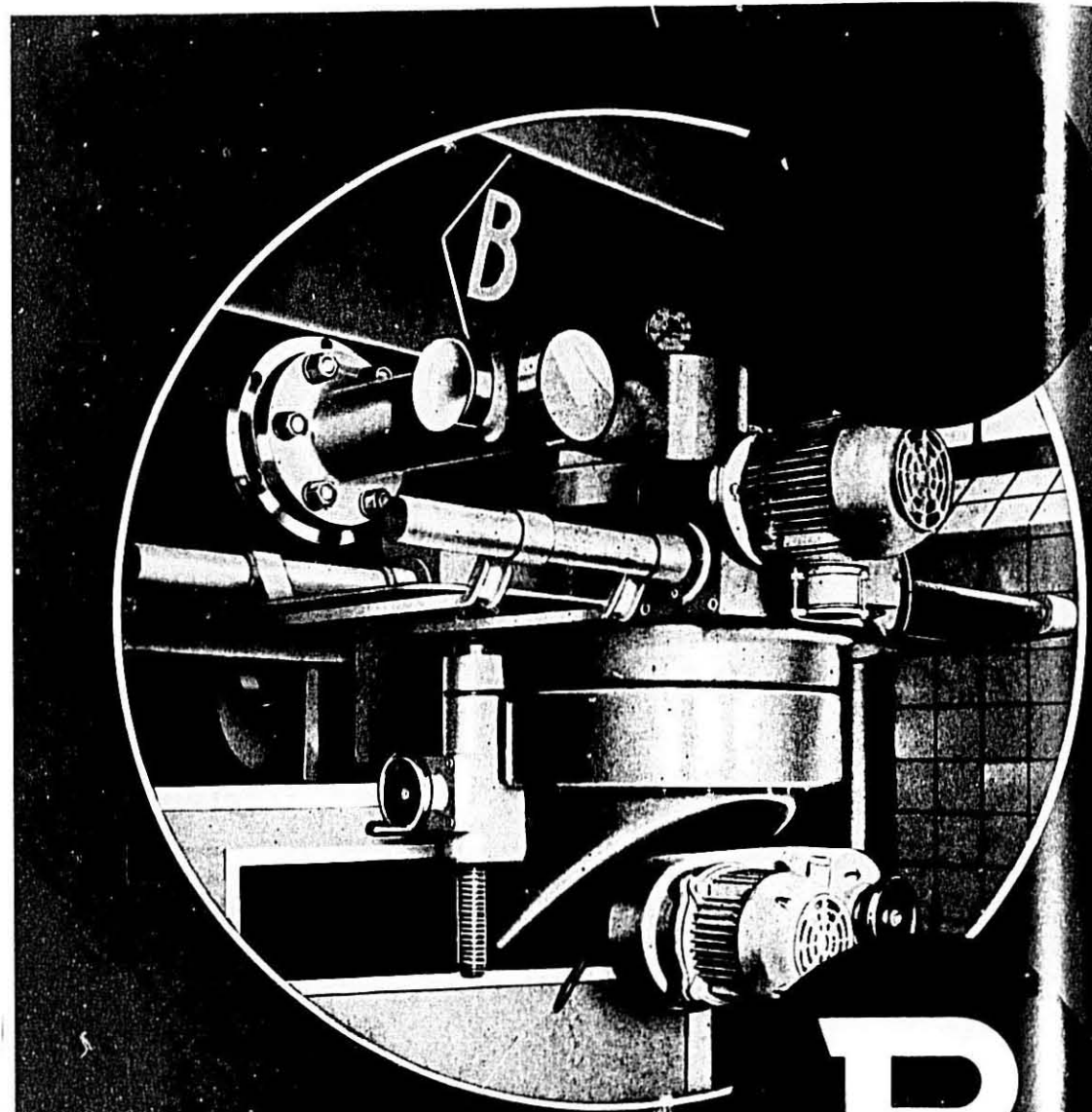
Because many macaroni manufacturers make as many as 100 or more sizes

and shapes, each requiring a separate die, storage conditions are a major concern. Dough cannot be left in dies because eventual souring will take place and the resulting acids will attack the surface causing pitting which impairs the quality of the finished product.

It is common practice to make the die from the press and place it in a bath of constantly moving water. Overnight soaking softens up the dough and simplifies cleaning by high pressure water or steam jets in an automatic apparatus which either rotates the dies under stationary jets or moves jets across the surface of a stationary die. Dies are often placed on wooden trays and isolated from the walls of the storage tank in order to prevent electrolysis and consequent pitting and corrosion.

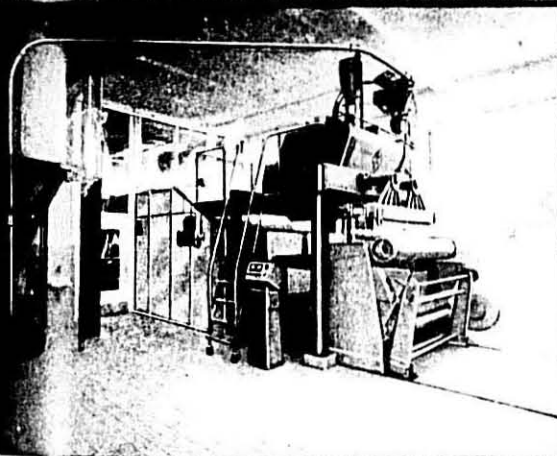
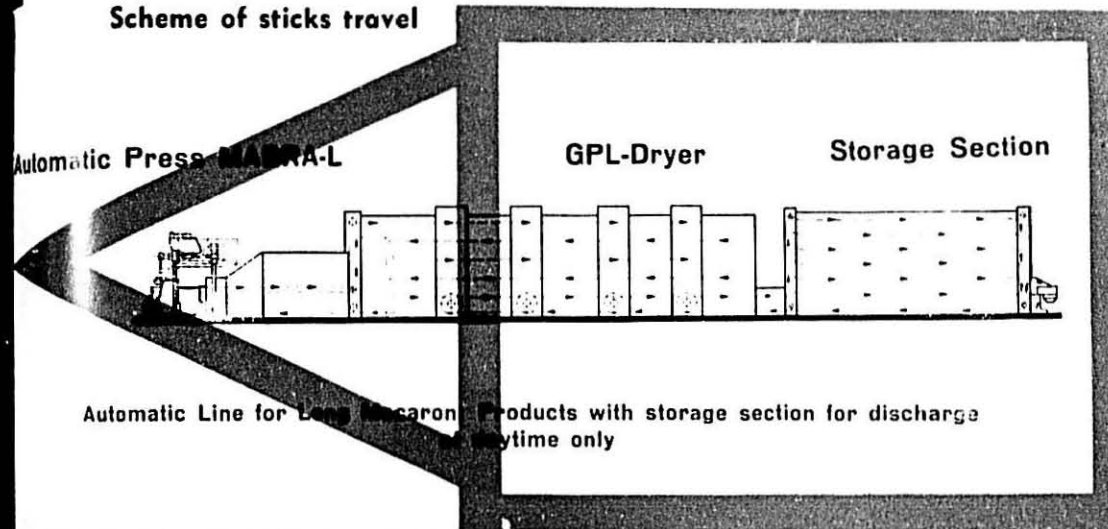
### New Material

Teflon is a new product developed by DuPont with a very low coefficient of friction. Used as a plug in dies it produces a very smooth surfaced product with enhanced color. It is used in Europe to a greater degree than in the United States.

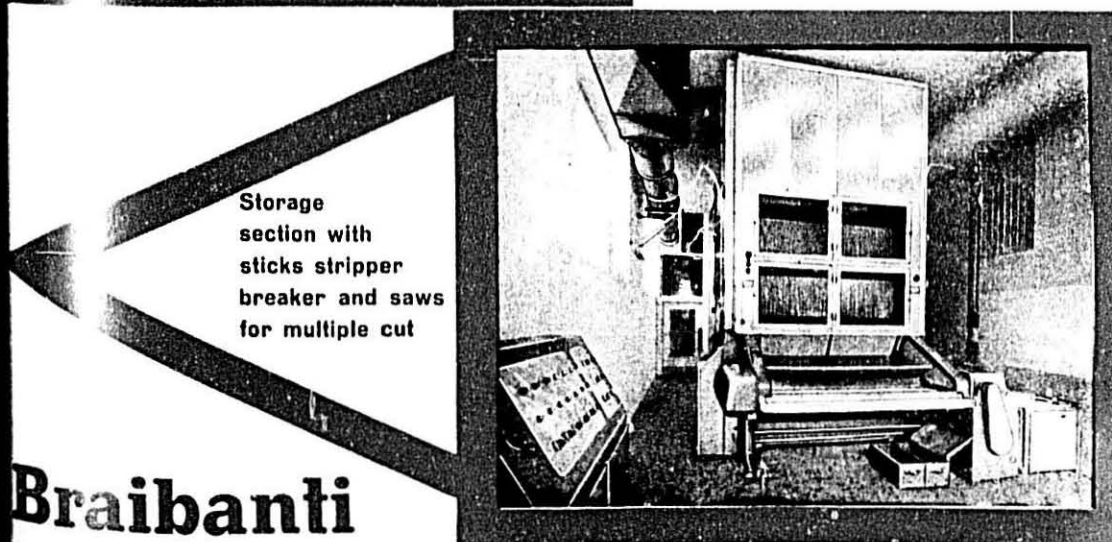


**B**

**Scheme of sticks travel**

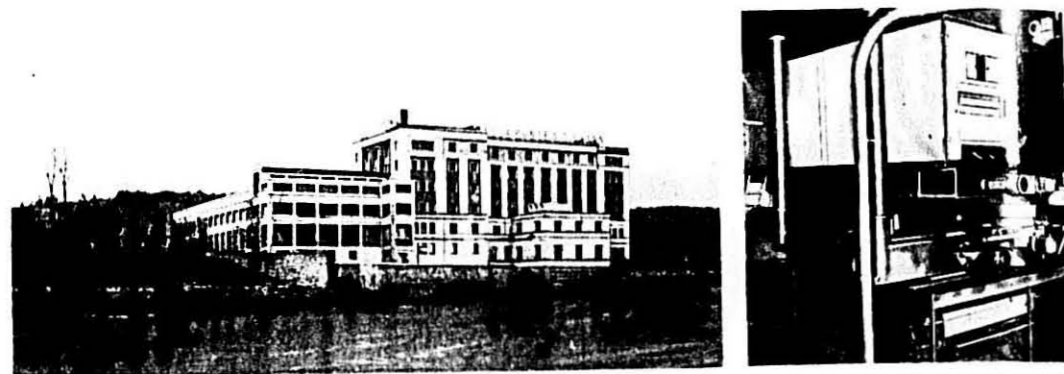


Automatic Press MABRA.L  
simple type  
Spreader and  
Predrying Tunnel



Storage section with sticks stripper breaker and saws for multiple cut

**Braibanti**



Left: A general view of the Ponte San Giovanni Flour Mill and plant. Above, to the right: automatic line for short cut goods consisting of Braibanti automatic press, TM 7 shaking pre-dryer, rotary dryers for the preliminary and final drying of short cut goods.

## The Pride of Perugia

AT AN important highway crossing the Tiber River, on the railway line Terontola-Foligno, just a few miles from Perugia, is located the Ponte San Giovanni Flour Mill and Macaroni Plant.

Originally constructed in 1880 on the right bank of the river from which it receives its mechanical driving power, it was destroyed by fire in 1898. Rebuilt in later years, Ponte San Giovanni's has since become of primary importance among food plants in Italy.

In 1940 the macaroni plant began a modernization program with the pur-

chase of two automatic presses to replace obsolete mixers, kneaders and hydraulic presses.

In 1948, Dott. Ingg. M. G. Braibanti & Company of Milan were retained to plan for a new macaroni plant. During the years 1950 through 1952 the plans for complete modernization were consummated, resulting in increasing macaroni production from seven to 25 tons a day.

More recently, due to the ever-increasing demand for macaroni products in Italy, further expansion was necessary. Begun in 1958 and completed in

late 1960 this latest expansion program has added more than 16,000 square feet of usable area.

At present the Ponte San Giovanni plant, completely modernized and equipped with up-to-date machinery supplied by Braibanti & Company, is capable of maximum production of 40 tons of macaroni products per day. It ranks among the foremost macaroni producing plants in central Italy.

Braibanti has prepared a bulletin illustrating the equipment at the plant. The illustrations shown here are from that publication.

Below, to the left, is Ponte San Giovanni's drying room for short goods with rotary dryers Model TN 2 5 m. connected by shaking conveyor. The center photo is a front view of an automatic Zamboni weighing and boxing unit. To the right are storage room facilities for the finished product.



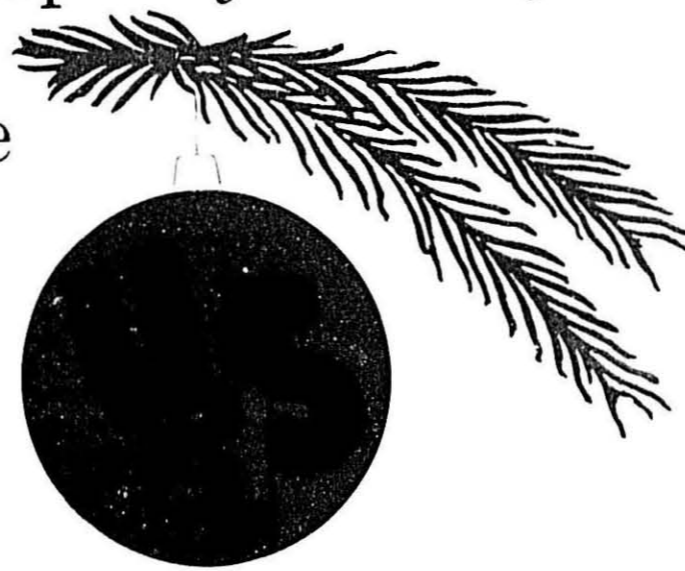
THE MACARONI JOURNAL

wishing our many customers  
and friends in the macaroni  
industry a most joyous

Christmas with happiness

and prosperity in the year

to come



UNITED STATES PRINTING AND LITHOGRAPH  
DIVISION OF DIAMOND NATIONAL CORPORATION

### The Egg Market

Ever since the government curtailed its purchasing program, egg prices have tended to fluctuate in a rather narrow range around their present values. Short supplies of shell eggs, combined with a steady demand for graded and an equally strong demand for egg products, tends to push the market forward until such time as high egg prices cause the demand to slacken off. This leads to some easing of prices and the cycle begins again. The one question mark that continues to have a bullish effect upon future thinking however is the question of what Uncle Sam will do in future months.

#### Albumen Strengthens

Albumen or egg whites continued to strengthen in price during October. Just when egg product users had gotten accustomed to low white prices and a soft overall market for dried and frozen whites, the picture changed dramatically and all forms of albumen are now in short supply.

There is quite a contrast to the storage figures of frozen whites and yolks this year as compared to last. Last year the ratio was about 45 per cent yolks to 55 per cent whites. This year the figures are reversed, while the total quantities of each have also declined.

United States Department of Agriculture reported egg production during September at three per cent above that of the prior year with increased output in the South Atlantic, South Central, and Western regions more than off-setting declines in the North Atlantic and North Central states. Numbers of laying hens on farms averaged two per cent above those of September, 1960, and the monthly egg laying rate of 1,617 per 100 chickens exceeded a year ago rate of 1,607.

#### Flocks and Stocks

The large increase in pullet output in April and earlier, is now in production, and subsequent additions to the laying flocks may actually fall short of the corresponding 1960 additions. It is now quite possible that the increase in laying flocks on January 1, 1962 may be no more than one per cent above 1961, which was 306,000,000. The rate of lay for the balance of the year may be slightly higher than 1960. Storage stocks are not large enough to be the factor that they have been in the past, according to trade reports.

Current receipts of shell eggs in the Chicago market ranged between 30 and 35 cents a dozen during October. Frozen whole eggs were steady in a range of 25.5 cents to 27.5 cents per pound. Whites strengthened from 8.75 cents to 10.00 cents a pound.

Frozen yolks of 45 per cent solids and No. 3 color ranged from 60 to 62 cents. No. 4 color was very scarce selling from 64 to 66 cents. Dried yolk solids had a dime spread between the low and top range during the month. The low was at the month's end at \$1.28, while the high was at the beginning of the month at \$1.38.

The trade reports that more noodle manufacturers are using whole eggs and dried yolk solids than ever before.

#### Processed Eggs

Production of liquid egg and liquid egg products (ingredients added) during September 1961 totaled 30,478,000 pounds, compared with 28,476,000 pounds in September 1960 and the average of 17,302,000 pounds. The quantities produced for immediate consumption and freezing were larger than in September last year but the quantity produced for drying was less.

Liquid egg used for immediate consumption totaled 2,884,000 pounds, compared with 2,471,000 pounds in September 1960. Liquid frozen totaled 18,482,000 pounds—almost double the production of September last year and average for the month. Frozen egg stocks decreased 10 million pounds during September, compared with a decrease of 18 million pounds in September 1960 and the average 1955-59 decrease of 18 million pounds. Quantities of liquid egg used for drying were 9,112,000 pounds in September 1961 and 16,427,000 pounds in September 1960.

Egg solids production during September totaled 2,310,000 pounds, compared with 4,444,000 pounds in September 1960. Production consisted of 1,010,000 pounds of whole egg solids, 508,000 pounds of albumen solids, and 792,000 pounds of yolk solids. In September 1960, production consisted of 3,113,000 pounds of whole egg solids, 478,000 pounds of albumen solids, and 853,000 pounds of yolk solids. Most of the production of whole egg solids in September last year was produced under Government contract.



The New Prince Package.

#### Corrugated Prices Rise

Corrugated box prices, increased about 10 per cent in August, will probably be raised again around the first of the year if demand continues at the present rate. That was the consensus of a dozen paper company executives interviewed at an industry meeting in New York.

They said the August price increase would begin showing up in profits in the fourth quarter and carry over into 1962, as many buyers order on a contract basis and new prices won't be effective until contracts are re-negotiated.

Several executives said their box plants were operating on accelerated schedules to keep up with demand. "We're working our plant six days a week," said one, "and at these prices we are not too happy about it, because the overtime premium pay is hurting." Shipments in the first nine months were up 3.7 per cent from the comparable 1960 period.

Orders for corrugated boxes, used to ship a wide variety of products, are regarded as a barometer of general business activity.

#### New Prince Package

A new package design for macaroni products to increase consumer convenience and insure better handling in the stores is being introduced by Prince Macaroni Manufacturing Company, Lowell, Massachusetts, a leading maker of Italian foods.

Of special interest to the consumer is the new easy-pour opening with perforated push-in panel that eliminates the old method of cutting with knife or tearing with fingernails. Also eliminated is the cellophane window to reduce breakage and spilling while insuring retention of flavor.

An art treatment featured as having a "New Italian Flair" is designed, according to Joseph Pellegrino, president of the company, to give greater identification to both the name of the particular macaroni product in the box and its form or shape. "We also think we have come up with a smarter, brighter and more appealing package with better stand-out qualities on the grocer's shelf," he stated.

Mr. Pellegrino added that the greater consumer benefits of the new package will be an important sales feature for the dry pack. "We have given the customer the easiest pouring method known so that she can use all or part of the package without spilling, breaking her nails or slowing her meal preparation. When she re-closes the package she has a covering that keeps the unused portion clean and helps prevent waste.

## ANNOUNCEMENT

October 12, 1961, V. James Benincasa resigned and left the Ballas Associate Companies.

Max Ballas has re-assumed the active leadership of the companies under our ownership. We appreciate the many opportunities our friends have given us to satisfactorily serve them. With the aid of Marvin Painter, who has been elected Vice-President and member of our board, we hope to satisfy you even better than heretofore.

### BALLAS EGG PRODUCTS CORPORATION AND ASSOCIATED COMPANIES

Zanesville, Ohio

New York, N.Y.

Terre Haute, Ind.

## SEASON'S GREETINGS

### BALLAS EGG PRODUCTS COMPANY, INC.

MAX BALLAS

MARVIN R. PAINTER

LEONARD P. BALLAS

### Modern Macaroni Factories in Japan

Production of traditional macaroni products is gaining more and more importance in modern Japan, according to an item from a recent publication of Buhler, Uzwil, Switzerland. The Buhler organization has been extremely successful in developing and supplying equipment to macaroni manufacturers and has helped to increase interest and consumption of this type of food in Japan.

In the spring of 1961, it was reported that two large-capacity plants had been in production for half a year with modern, semi-continuous Buhler dryers, and a third plant was soon to be in operation.

The Nippun Shokuryo K. K. plants in Tokyo produce eight tons of long goods (spaghetti and macaroni) and 11 tons of short goods (elbows, noodles, etc.) every 24 hours. This is accomplished automatically and with a minimum of manpower. The two continuous production lines consist of the following machines:

(1) Long goods line: press, spreader, pre-dryer, final dryer, stripper, and cutter.

(2) Short goods line: press, shaking pre-dryer, pre-dryer, final dryer.

All dryers are equipped with the new patented Buhler automatic climate regulator which guarantees perfect drying even during unfavorable weather.

The Shosan Foods Manufacturing Company, Limited, in Tokyo, (formerly Showa Sangyo) has installed the following equipment: press, spreader, long goods pre-dryer, shaking pre-dryer, belt pre-dryer, as well as one "Universal" dryer. The same press and final dryer serve both the long goods and short goods lines.

The third Buhler plant being put into operation is Marutsume Shoten, located in Osaka. Equipment includes a press, shaking pre-dryer, a belt pre-dryer, as well as one "Universal" dryer.

### Wheat Products in Japan's Diet

A special report on "The Japanese Agricultural Economy" prepared by the Economic Research Service of the United States Department of Agriculture states that a permanent place for wheat and wheat products in the Japanese diet has been established in recent years.

World War II, with the accompanying disruption of trade and production, it is believed caused some permanent shifts in the consumption patterns of the Japanese.

One of the most significant changes



Tokyo Macaroni Plant. Nippun Shokuryo K.K.'s macaroni manufacturing plant in Tokyo, Japan, shows Buhler's modern equipment. From the left corner, one sees the automatic spreader, pre-dryer and final dryer. From the right corner: press, shaking pre-dryer and final dryer.

has been the limited substitution of wheat for rice, the report states. In the years immediately preceding the war, rice consumption averaged 340 pounds per capita per year. The post-war rice shortage, which was partially offset by heavy wheat imports, reduced per capita rice consumption to 242 pounds. During the years that rice was in short supply, the Japanese developed a taste for wheat, and in recent years per capita consumption has averaged 88 pounds per year as compared with 37 pounds before the war. However, the report adds that the preference of many consumers for rice is still strong and that it is likely that some of the demand lost to wheat could be recaptured if rice were to become sufficiently competitive.

#### Short Supply

The report also indicates that domestic wheat will not become an important source of supply for the Japanese. While wheat is the second most important cereal crop in Japan, it occupies only eight per cent of the total planted area. The demand for domestic wheat, mostly soft red winter, is not good because of poor milling quality.

The United States is facing increasing competition for the Japanese wheat market was a point stressed by the special report. While Japanese wheat imports are trending upward, purchases of United States wheat have fallen from \$78,000,000 in 1956 to \$58,000,000 in 1959. "A shift in demand from soft wheats to hard bread-type

wheats, in which the United States is less competitive, has been principally responsible," the report says. Reduction of soft wheat imports from the United States was due in a large part to a bilateral trade agreement with Australia.

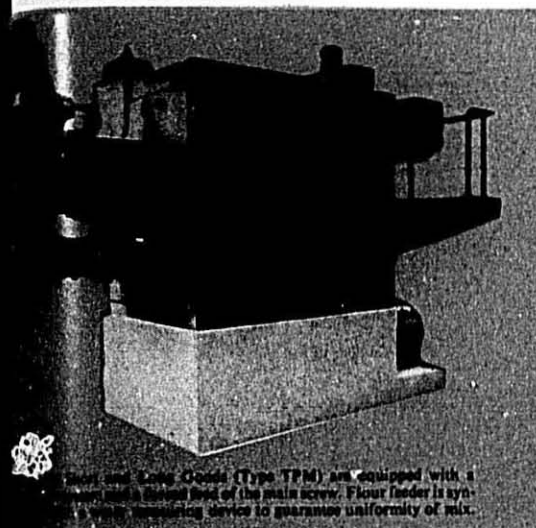
#### Government Controls Prices

Another important factor affecting United States exports to Japan has been that country's agricultural policy, according to the report. The Japanese government's policy in the past aimed at increasing farm income, maintaining low foodstuff prices to consumers and conserving foreign exchange required for the import of industrial raw materials. There is also the feeling in Japan that a self-sufficiency in farm-produced food of 80 per cent is desirable for security reasons.

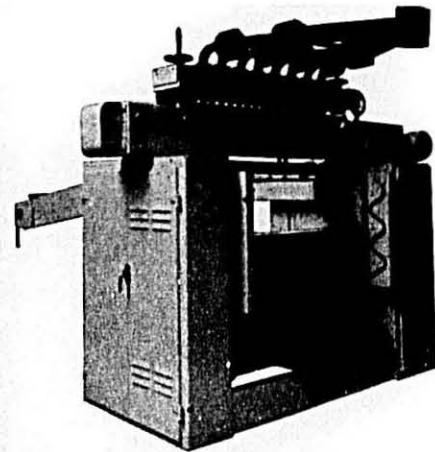
Prices of food grains, particularly rice, are strongly controlled by government measures. Other domestically produced food grains, such as wheat and barley, are indirectly supported. As prices fall to a predefined level, the government purchases the amount necessary to prevent any further decline. Consequently, one-half of the expenditures of the Ministry of Agriculture and Forestry have been used for price-supporting purposes.

#### Japanese Diet

The average Japanese eats rice, raw fish and pickled green vegetables. He drinks green tea with his meals. Meat is seldom served.



Press and Long Goods (Type TPM) are equipped with a special flour feeder in front of the main screw. Flour feeder is supplied with measuring device to guarantee uniformity of mix.



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

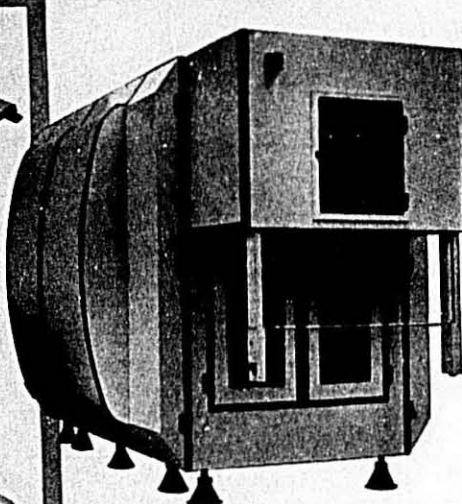


Flywheel actuator

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

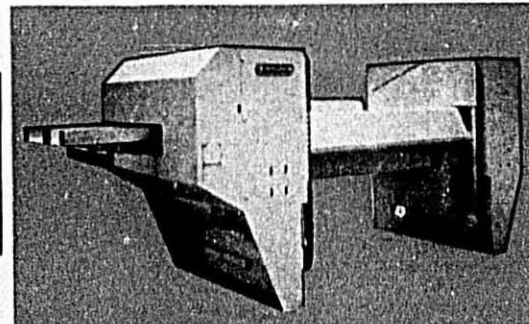


Health blower unit

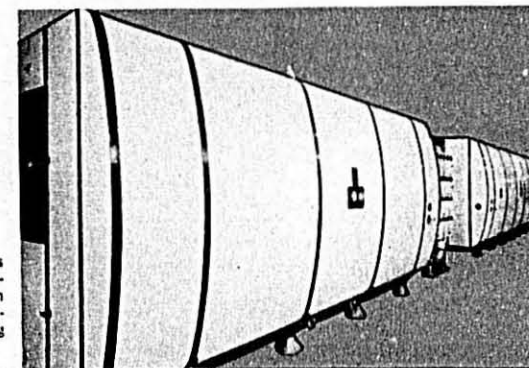


PRE-DRYER and FINISHING DRYER for Long Goods designed to produce automatically, with almost no supervision, a first class product and to yield an optimum color effect. Sanitary construction with swing-out panels, better insulation and new positively controlled stick transfer are the features of this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



## Complete Macaroni Plants by

# BUHLER

THE BUHLER CORPORATION, 8925 Wayzata Blvd., Minneapolis 26, Minn. Phone: Liberty 5-1401

BUHLER BROTHERS (Canada) LTD., 111 Queen St. E., Toronto 1, Ontario. Phone: EMpire 2-2575

Sales Offices: NEW YORK CITY—230 Park Avenue. Phone: MU 9-5446





### The Story of Wheat—

(Continued from page 7)

better in storage, too, and bakes a lighter, better loaf.

Since 1941 America's flour and bread have been enriched with the food mineral, iron and V-vitamins—thiamine, riboflavin and niacin. The enrichment ingredients do not change the taste, color, texture or baking quality, but add immeasurably to nutritional value. When flour is destined for home use, the B-vitamins and iron are added at the mill.

The baker uses several different methods. He can add the tablets in just the right proportion according to federal standards. Or, he can use the soluble pack formula which the ingredients are powdered. And more recently, the enrichment formula is available mixed with salt in the correct amount to flavor a loaf of bread.

#### Wonderful Story

The story of wheat, beginning with the dawn of civilization, is only one chapter in an ageless story of man's continuing quest for food and its improvement. Parts of the story are repeated day after day—in laboratories, agricultural experiment stations, on farms in the great wheat lands of the United States. It is a story woven into the fabric of our modern life—part of the story of the production of food as it moves from farm to table—the story of our constant striving to bring mankind a better diet at lower cost.

Today, with the security of plentiful foods, we can truly give thanks like the ancient peoples who have gone before—there is reverence implicit in every gathering at the family table.

The wholesome, nourishing, flavorful products of wheat available today represent a real triumph—in agriculture, science, industry, in milling and baking. These are good foods, good for you, good to eat. Their contribution to our diet in the B-vitamins, thiamine, niacin and riboflavin, and the mineral, food iron, in protein, energy and usually calcium (because breads are so frequently made with milk) wins them recognition as a recommended group of foods.

#### Recommended Nutrition

Enriched, whole grain or restored breads and cereals are one of four groups of food recommended by the Bureau of Human Nutrition of the United States Department of Agriculture as a guide to food selection. Each day eat a selected variety of foods from the four groups, and you will be assured of a diet containing all the nutrients you need for growth and devel-

opment, body maintenance and repair, warmth and energy and vibrant good health.

At low cost, products of wheat make a sizable contribution to this optimum diet plan. Enriched, whole grain and restored breads and cereals are good in themselves, as well as the good companions and carriers of other foods.

### U.S. Durum Show—

(Continued from page 8)

to sell. They question policies on discounting for loss of color and black point. But the seller always wants more and the buyer always wants to pay less. The workings of a free market set the most equitable adjustments.

Mr. Pulvermacher announced that the Department of Agriculture invited comments on the need for extra durum, then urged that individual letters be sent no later than November 4.



Durum King Palmer Dahlgren, a three-time winner, is congratulated by Mark Hefflinger (right).

#### Committee Considerations

At a committee meeting of the growers, millers, and macaroni manufacturers, previously counseled by members of the North Dakota Wheat Commission and the grain trade, it was tentatively agreed that industry requirements in 1962 would be approximately 50,000,000 bushels. This was based on the durum mill grind for the crop year ending June 30, 1961, of 23,438,000 bushels. Seed, feed, and other uses totaled 5,411,000 bushels, making domestic disappearance 28,849,000 bushels. This was considered a minimum domestic requirement with population increasing approximately 4,000,000 a year and two new states added to the Union as of 1960.

The export potential was put at 15,000,000 bushels, and while a carry-over of 10,000,000 to 15,000,000 bushels is deemed by many in the industry as necessary to provide an adequate cushion against crop failure or world demand as experienced this year, to be realistic it was suggested that if seeded acreage of 1961 at 1,709,000 were dou-

bled and the 10-year average yield of 13.8 bushels produced, the 1962 crop would amount to 47,168,400 bushels with a carry-over of 3,320,000 bushels.

#### Reserve Needed

Ways and means to develop and maintain a durum bank outside of Government hands must be explored in order to have a reserve to draw upon that will not be under fire as Government surplus. It is anticipated that the marketing specialists from the various segments of the durum industry, growers, millers and manufacturers, will explore the alternatives and begin an educational campaign in the industry in the near future.

Growers also want to know more about the supports and premiums that will be paid for hard red spring wheat on the basis of sedimentation tests beginning January 1, 1962, and what the durum loan program will do to maintain the historic premium paid for durum over and above hard red spring wheat.

A full 100 per cent increase will probably not be utilized. In 1956 when special legislation allowed growers to plant two acres to durum for every one taken out of hard spring wheat production, the increase was short of 100 per cent, rising from 1,385,000 acres to 2,489,000. More than half of the production that year came from Montana which experienced a winter kill of its winter wheat which was plowed under, and additional acreage from this state brought their total harvest of durum up to 18,000,000 bushels.

In the following year, 1957, a one-for-one program was permitted and acreage slipped to 2,370,000, but better yields produced a better crop.

There hasn't been 2,000,000 acres sown to durum in any year since that time, although prior to 15-B rust it was common practice to seed more than 2,000,000 acres and 3,767,000 acres were seeded in 1949.

#### Production Problems

In a discussion of production problems, H. W. Herblson, extension economist at the North Dakota State University, Kenneth Lebsack, Federal durum breeder, Carl Amstrup of the F. H. Peavy Company, and Don Fletcher of the Crop Quality Council stressed the fact that management is the best source of added income with wheat in North Dakota.

Break-throughs in crop management include economic wheat control, economic fertilizer use, soil testing, and pure viable seed. Tabulating results from better management practices in three sections of the state, the figures in the table following were presented.

## Signed, Sealed and Delivered



## Fight TB with Christmas Seals

ANSWER YOUR CHRISTMAS SEAL LETTER TODAY

DECEMBER, 1961



In North Dakota	Western		Central		Red River Valley	
	Average	Better	Average	Better	Average	Better
Production costs per acre	Practices	Practices	Practices	Practices	Practices	Practices
Land	\$ 5.50	\$ 5.50	\$ 6.50	\$ 6.50	\$11.00	\$11.00
Seed, tillage and harvesting	12.00	13.00	15.50	16.50	17.00	18.00
Handing and insurance	.50	1.50	.75	2.50	1.00	3.00
Fertilizer	.90	4.00	1.00	5.00	2.50	6.50
Weed control	.30	1.00	.35	1.00	.50	1.00
Yield, bushels per acre	15	23	19	31	28	40
Total cost per acre	\$19.20	\$25.00	\$24.10	\$31.50	\$32.00	\$39.50
Operator return (\$1.80 bushel)	7.80	16.40	10.10	24.30	17.40	36.50
Production costs per bushel	1.28	1.09	1.27	1.02	1.23	.99

In Western North Dakota: 8 more bushels for \$5.80 added investment.  
 In Central North Dakota: 12 more bushels for \$7.40 added investment.  
 In the Red River Valley: 14 more bushels for \$7.50 added investment.

#### Public Relations

Edwin A. Jaenke, associate administrator of the Agricultural Stabilization and Conservation Service, Washington, D.C., said the farm problem is essentially bad public relations. Farmers are criticized for surplus, subsidy, and the high cost of living.

He termed surpluses the safety reserves that are blessings. He stated that farmers received only \$5.00 for every \$1,000 spent on subsidies by the Federal Government in the last 50 years. And he pointed out that food was a better buy for the money than 10 years ago.

Farmers' productivity is up 84 per cent since 1947-49, a technological revolution. He observed that one hour of farm labor is four times as productive today as it was 40 years ago.

The average American spends 20 per cent of his income on food, while the percentage is 31 per cent in the United Kingdom, 32 per cent in the Netherlands, 45 per cent in Italy, and 60 per cent in Russia. But the farmer gets criticism and diminishing income.

A prosperous agriculture is necessary and farmers must tell the simple story that they produce our basic necessities—and that these are cheap, good, and plentiful.

Otis Tossett, vice president of the Great Plains Wheat, Inc., made observations on grain marketing in Canada. While he thought highly of the Canadian methods of grading and maintaining good quality, he apparently preferred competitive business methods as the way to conduct the grain trade in the United States.

Lois Fankhanel, home service director for the Otter Tail Power Company, demonstrated cooking macaroni, spaghetti and egg noodle dishes for the ladies at a special program.

#### Other Winners

In addition to Durum King Palmer Dahlgren, other winners of durum en-

tries included Carl Monson of Osbrock, winner of second place in the professional class. In the certified class Michael Gellner of Langdon won first award and John R. Ridley of Maida, North Dakota, was second.

Open class winners were Emil Sudom of Rouleau, Saskatchewan, first; J. M. Campbell of Pense, Saskatchewan, second; and Emil Lorenz, Jr. of Langdon, third.

Richard Karsky of Langdon was named first place winner in the 4-H class. Second place went to Bob Wastvedt of Hatton, North Dakota, and third to David Thronset of Michigan, North Dakota.

Winners in the Future Farmers of America class were Jerry Bergman of Langdon, Robert McDougall of Dresden, North Dakota, and Teril Bergeron of Park River, North Dakota.

In the open class for 1960 grain, W. L. Whitte of Regent, North Dakota, was named first place winner. Tony Eickenbrock of Wales, North Dakota, won second, and Leonard Stremick of Langdon, third. James Rose of Langdon was named first place winner in the 4-H class, only other class to be judged in the 1960 crop division.

#### Lloyd Skinner Elected

Lloyd E. Skinner has been elected president of the Arthritis and Rheumatism Foundation, Nebraska Chapter.

Mr. Skinner, reporting on the year's work to date by the Nebraska Chapter, Arthritis and Rheumatism Foundation, said more than 850 Nebraskans have received free treatment for arthritis at clinics sponsored by the chapter.

A U.C.S. agency, the chapter sponsors clinics for the medically indigent at the Creighton University Medical School and the University of Nebraska College of Medicine.

Mr. Skinner said more than 2,500 Nebraskans have requested and received educational literature about arthritis from the chapter. In addition,

monthly medical bulletins are mailed to 270 physicians in the state and new letters to 250 others detailing the latest information available from national sources about arthritis and rheumatism.

#### 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.

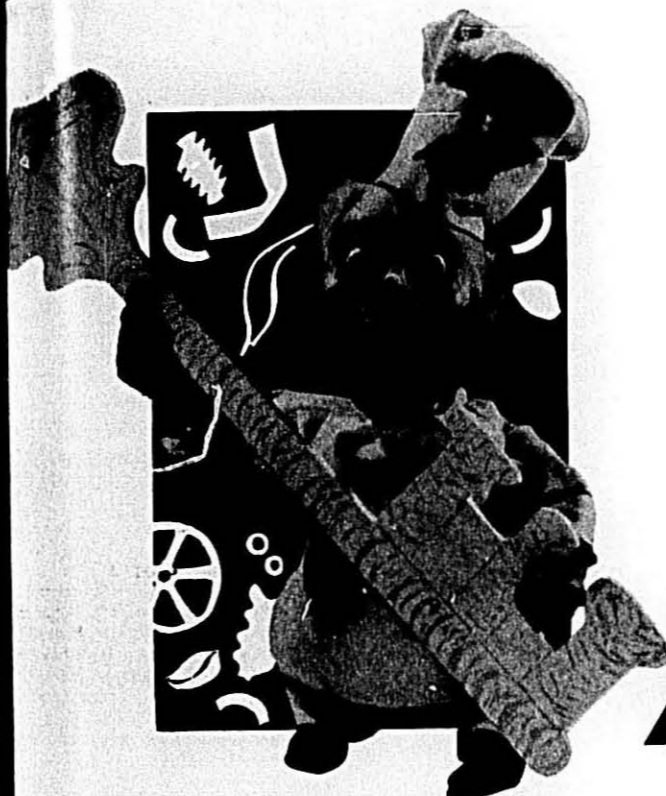
FOR SALE—Ambrette Press with Spreader. Box 178, Macaroni Journal, Palatine, Ill.

FOR SALE—Used Senzani Spaghetti Cutter. Box 181, Macaroni Journal, Palatine, Ill.

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THE MACARONI JOURNAL



New Key to  
 Macaroni  
 Profitability

**ADM**

**Ardex 550**

new protein supplement

ARDEX 550 is a totally new protein supplement. New ARDEX 550 is unbelievably bland... neutral in taste, odor and color. Yet it offers the economy, functional properties and nutritional quality of soy flour.

With ARDEX 550 you can boost the nutrition and tolerance to overcooking of all your products without altering flavor... or increasing costs. In prepared foods, as well as standard and specialty products, these features add premium appeal.

ARDEX 550 also keeps foods firm and fresh far longer on a steamtable. This important benefit—coupled with nutritional economy—makes ARDEX 550 especially attractive for school lunch, restaurants and other institutional foods.

And ARDEX 550 is a big boon in canned and frozen macaroni products, giving them the appearance, firmness and taste appeal of a freshly baked casserole.

Yes, new ARDEX 550 enhances all macaroni products—spaghetti, macaroni and noodles. It gives them a strong competitive edge over ordinary products. So don't delay... write, wire or call ADM today for more information on ARDEX 550. Learn how it can boost your sales and profits.

Ardé says: *Serve the best from first to last!*

**Archer-Daniels-Midland**

700 Investors Building  
 Minneapolis 2, Minnesota



for specialty and standard products



for prepared products



for institutional programs

## Booklet Offered on "Modern Macaroni Plant"

As the first step in an effort to encourage the development of industries in under-developed countries that will produce wheat flour foods, the export department of the Millers' National Federation has just issued a descriptive, illustrated booklet, "A Modern Macaroni Processing Plant." Similar booklets will be issued on bakeries and cracker-cookie plants.

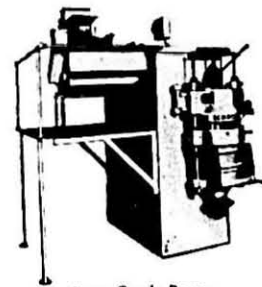
"The booklets are all designed to help meet the growing need for information about modern wheat food industry plants in overseas markets," the Federation export department says. "The promotion of the construction and use of facilities designed to increase the utilization of wheat products is one of several specialized types of activities now being carried on by the Foundation in its foreign market development program in cooperation with the Foreign Agricultural Service.

### Market Development Work

"This project activity blazes another new trail in market development work on behalf of expanding the world consumption of wheat food products. Numerous developments in recent years have all pointed to the lack of adequate plant facilities in many countries for expanding the use of such products. Market studies, trade fair exhibits of wheat foods, school lunch and other institutional feeding proposals, import restrictions on specification flours needed for such plants, the problem of finding third party cooperators in these industries to help carry on local country promotion programs for wheat

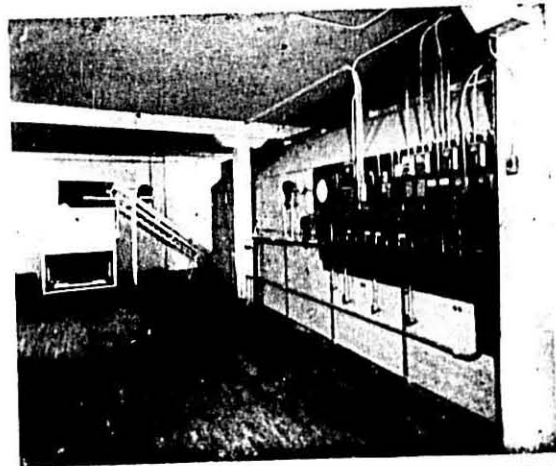
foods and the increasing number of inquiries for information about equipment for these types of wheat food facilities all reflect the need for material and assistance in this field."

The Federation export department, headed by Gordon P. Boals, points out that the preparation of such booklets marks the first time that such an approach has been used to promote consumption of wheat flour foods. It is noted that this approach is "particularly adaptable for new or under-developed market areas."



Long Goods Press.

The booklet on the establishment of a macaroni plant abroad includes general information covering the establishment of a modern facility requiring limited capital investment, "with consideration given to planned expansion in an orderly manner, both as regards plant facilities and types of products." The booklet presents a panorama of a plant for the manufacture of short cut pasta products, including descriptions



Large volumes of air for drying are circulated through the macaroni at automatically controlled temperature and humidity.



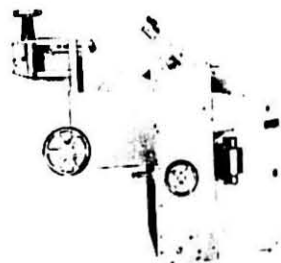
Long Goods Finish Drying Rooms.

of flour handling system, continuous automatic press, drying, in-process storage bin, packing lines, plant sizes, raw material requirements and water supply.

### About Raw Materials

With regard to raw material requirements, the booklet says:

"Any hard wheat flour will make a satisfactory macaroni product and the supply of various types of hard wheat is abundant. Some types of hard wheat flour in granular form are preferred to others in making macaroni. Durum has first preference generally because of the attractive amber color obtained and its nut-like flavor in the cooked products. The United States is in the favorable position of being able to supply all types of flour suitable for good macaroni products."



Sheet Former.

The booklet also presents working blocks for a new enterprise: Initial plans; construction and specifications; construction management; operations.

"For those desiring specific information about establishing a macaroni processing plant of any size, large or small, the Federation will supply additional material and assist in making contact with United States groups and companies in a position to supply such information," the booklet says.

Macaroni Packaging  
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THE MACARONI JOURNAL

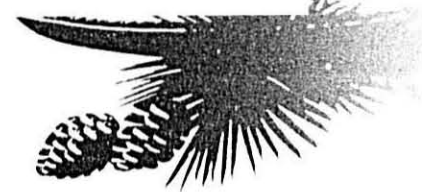
## Seasons Greetings

from the Macaroni Journal staff

Lorraine Amtmann, Circulation

Vera Ahrensfeld, Advertising

Robert M. Green, Editorial



DECEMBER, 1961

## HAZARDS AND HOPES FOR BUSINESS

IN AN address before the self-rising flour and corn meal millers at their annual meeting in Atlanta, Robert M. Green, executive secretary of the National Macaroni Manufacturers Association, took his text from the daily newspaper.

"The dilemma of our age, with its infinite possibilities of self-destruction, is how to grow out of the world of armaments into a world of international security, based on law." These are among the last words written by Dag Hammarskjöld for the October issue of the Methodist Church magazine "Together."

### Cold War

In describing three areas of concern, Green began with the statement: "We are at war. The cold war has been hot in Korea, in Viet Nam, Laos, Cuba, and the Congo. And even when it isn't hot it is relentless with shoe pounding on the desk at the U.N. and the build-up of psychological pressures in Berlin. The red goals are definite and clearly stated. They are intent on world domination and there are no holds barred in their methods."

To resist Communist expansion over the past 15 years the United States has formed the world-wide network of military alliances and rebuilt the economies of Western Europe and Japan. The cost in foreign aid has been about \$80,000,000,000. Coming up now is a decade of development focused on Latin America, Africa and South Asia. The goal is to finance social and economic revolution in these under-developed areas—with no strings attached. The cost in United States aid is another \$80,000,000,000—or more.

In discussing our strengths an editorial in the Wall Street Journal observes: "Let us pass over completely any argument about whether the huge spending of the federal government on non-defense items, present and proposed, goes for desirable things. However desirable any such projects may seem to even the most liberal politicians, they are of second priority. What in other times might be debated by philosophy must now yield to necessity. That necessity is a hard and lean economy in non-defense spending. We cannot continue to have everything at once. If we try, we will sap one of our main sinews of strength."

The business community is upset with policies of the federal government. Business Week presents this background: "When Kennedy won his close victory last November, business-



Robert M. Green

men were hopeful—they saw no real problem in the New Frontier. Since then, things have changed as Kennedy went to work.

"The magnitude of spending, with emphasis on welfare, became clearer. The Administration stepped into the wage-price issue.

"The anti-trusters got to work, filing new suits and—more unsettling—making threats that appeared directed at all business.

"The promised tax-incentive program ignored business preferences and favored untried ideas.

"Regulated industries came in for heckling.

"Business contact with the White House just about dried up."

### Foreign Competition

Our rising wage rates and the increasing efficiency of industry in Japan and Western Europe have just about priced us out of the world market in many lines. Some United States industrialists have built factories in foreign countries, or worked out franchises and partnership arrangements, but to a great many lines there has been a loss of valuable business.

Where are the answers to these monumental problems?

Green quotes corporation counsel Louis O. Kelso and philosopher Mortimer J. Adler from their book "The Capitalist Manifesto": "We cannot safeguard democracy in this country—or successfully fight Communism abroad—unless we, as an industrial society, solve our economic problems by means of a capitalistic distribution of wealth

instead of the socialistic distribution which is becoming ever more prevalent in this country." In blue-printing a capitalistic revolution to complete the democratic revolution begun by the Declaration of Independence and implemented by our Constitution Kelso and Adler thoroughly refute the Communist Manifesto by Karl Marx.

### Capitalist Manifesto

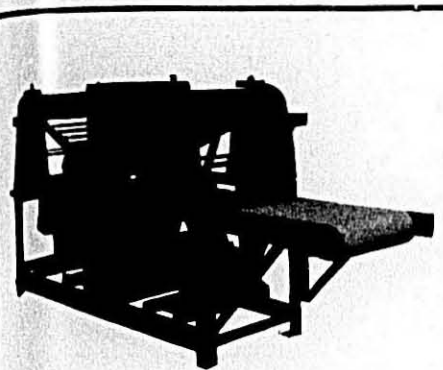
In a nutshell their thesis is this: (1) to reduce human toil to the minimum through the proper use of automation (2) to approximate a universal diffusion of private property in the capital instruments of production; and (3) to educate its members to devote themselves not only to the wise management and productive use of their productive property, but also to the pursuits of leisure and the production of the goods of civilization.

In the pre-industrial aristocracies of the past, only the fortunate few possessed all the elements of economic freedom; and of these, fewer still—those who were virtuous as well as fortunate—employed that freedom to do the work of leisure (religion, philosophy, politics, art) to the benefit of themselves and their society. These advantages were bought at the terrible price of slavery and misery for the masses who toiled not merely for their own meager subsistence, but to provide the wealth that supported the pursuit of happiness and the development of civilization by those who had economic freedom and used it well.

### Revolution Under Way

Green maintains that the revolution is well under way, and cites the GI Bill of Rights following World War II that created a generation of home-owners. He referred to the recent survey showing the increasing extent of employee stock acquisition plans among corporations whose shares are traded on the New York Stock Exchange. More than 1,000,000 employees (about half of those eligible) are participating in some 248 plans.

He urged businessmen to do more in promoting economic understanding in programs such as "explaining your business" sponsored by the Chamber of Commerce of the United States for employees and members of the community. He also urged businessmen to find time to engage in political participation to encourage the climate for continued growth and prosperity of every individual citizen as a capitalist.



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THE MACARONI JOURNAL

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## WAY BACK WHEN

### 40 Years Ago

• The American plan of assessing duties on imports as set forth in the Forney Tariff Bill was hailed by the Macaroni Journal as a means of (1) avoiding discrimination against countries whose production costs were comparable to those of the United States, (2) increasing revenue from countries best able to pay, and (3) lowering retail prices of goods to the American consumer.

• Ergot, a widespread disease of rye and sometimes wheat, was discovered in alarming quantities in North Dakota in 1921. Some samples submitted to the government showed as high as 10 per cent of this parasitic fungus after threshing. More than one per cent of ergot bodies in flour makes it unfit for either human or animal food.

• Macaroni imports for October decreased sharply. They totaled 67,417 pounds compared with 82,554 pounds the previous year. Prices increased just as sharply with imported macaroni costing 11 cents a pound compared with a prevailing price the previous October of only eight cents.

### 30 Years Ago

• Attempts to induce several macaroni manufacturers to use substitutes instead of the pure durum or semolina product were made. One sample tested out to be Kansas wheat of low protein content heavily sprayed with a highly colored oil (in violation of the law). Another labeled "Unbleached Amber Durum Blend Flour" contained an insufficient amount of durum flour to be called a durum wheat blend.

• Eastern newspapers carried comments of President Henry Mueller of C. F. Mueller Company, Jersey City, New Jersey, concerning the American housewife's ability in meeting household problems arising out of the general depression. "Her thrifty instincts have shown her new ways to save, new ways to economize on the family table. Two years ago portions of an unused joint or a dish of vegetables were often thrown away. Today the use of leftover foods is a national habit. . . . Spaghetti and macaroni baked in a casserole give zest 'o leftovers."

• Extra clerks were needed at Association headquarters in Braidwood, Illinois, to fill the hundreds of requests being received daily for free copies of the Thrift Recipe Book offered in our product promotional advertising.

### 20 Years Ago

• With war imminent, manufacturers were advised to "keep your business flexible—make no long term contracts—buy sensibly. Do your bit in the way of production, promotion and consumer education despite defense preparation. The quality of a food provided in emergencies will remain in the memory of the consumer long after prices are forgotten."

• The Food and Drug Administration in its "search-serve-condemn" procedure of law enforcement found law violations ranging from deceptive sizes and shapes and wording on labels on 1,056 cases of macaroni products in 1940.

• New Federal Specifications issued for guidance in purchasing macaroni products by the government changed length of spaghetti and vermicelli from 11 inches to not less than seven inches. Protein and ash content was changed in that allowable percentages were calculated on a moisture-free basis instead of the old method of calculating it on a 12.0 per cent moisture basis.

### 10 Years Ago

• The gold plaque award in the Durum Sweepstakes competition at the annual Durum Show in Langdon, North Dakota, was won by Arnold Ingulsrad with a 61-pound test sample of Nugget Durum, a variety never previously entered in the show. North Dakota's Governor Norman Brunsdale was on hand for the presentation.

• Topics discussed at the regional meeting in New York City: New Jersey Food and Drug officials' stringent requirements on package fill with only one-tenth of an ounce tolerance; necessity of maintaining durum acreage because of the two successive crop failures.

• The Durum Wheat Institute sponsored booklet containing large quantity recipes featuring macaroni foods was distributed to 10,000 lunch room managers.

• Emanuele Ronzoni, Jr., vice president of Ronzoni Macaroni Company, sent a case of spaghetti by air to Isidoro, Sicily in time for the birthday anniversary celebration of New York City's mayor at the city of his birth, when the mayor complained about having a hard time getting his favorite dish in Italy.

### Attitude Surveys

A change in emphasis in surveys of employee attitudes was reported at American Management Association's Fall Personnel Conference.

More and more surveys are stressing company operations, policies and procedures, because management is becoming increasingly aware that these are job aspects most closely related to people's satisfactions and frustrations. Latest surveys concentrate on such questions as job assignments, opportunities to improve procedures, how management can help people do their jobs, how to get people to show more initiative, kinds of recognition that induce people to work better.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF THE MACARONI JOURNAL, published monthly at Appleton, Wisconsin, for November, 1961.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Ill.; Editor, Robert M. Green, 139 N. Ashland Ave., Palatine, Ill.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Ill., a non-profit organization, incorporated in Illinois.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue.) 914.

ROBERT M. GREEN  
(Signature of editor, publisher, business manager, or owner)

Sworn to and subscribed before me this 9th day of November, 1961. (Seal) Betty J. Marquardt, Notary Public. My commission expires May 27, 1963.

THE MACARONI JOURNAL

## ENRICHMENT



The enrichment of cereal grain foods has contributed better nutrition and better health to our nation. The year 1961 marks the 20th anniversary of enrichment by the baking and milling industries. Manufacturers of enriched semolina products should likewise share in the credit for these nutritional improvements. Reproduced above is the front cover of our illustrative brochure commemorating this 20th anniversary. Many facts are interestingly told in this authoritative brochure. Please ask for your free copy. Dept. of Nutritional Education, Hoffmann-La Roche Inc., Nutley, New Jersey.

# MACARONI USA

## Betty Crocker Presents Hawaiian Pork Chops and Macaroni

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



### HAWAIIAN PORK CHOPS AND MACARONI

1 pkg. (7 to 8 oz.) small  
size macaroni shells  
6 to 8 pork chops  
1 can (8 oz.) mushrooms,  
sliced

1 clove garlic  
6 to 8 slices pineapp  
fresh or canned

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

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

#### Curry Onion Sauce

¼ cup butter	2 tsp. salt
¼ cup minced onion	1½ tsp. curry powder
¼ cup GOLD MEDAL Flour	4 cups milk

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

#### Success Tips:

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

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

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

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

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

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