

**THE
MACARONI
JOURNAL**

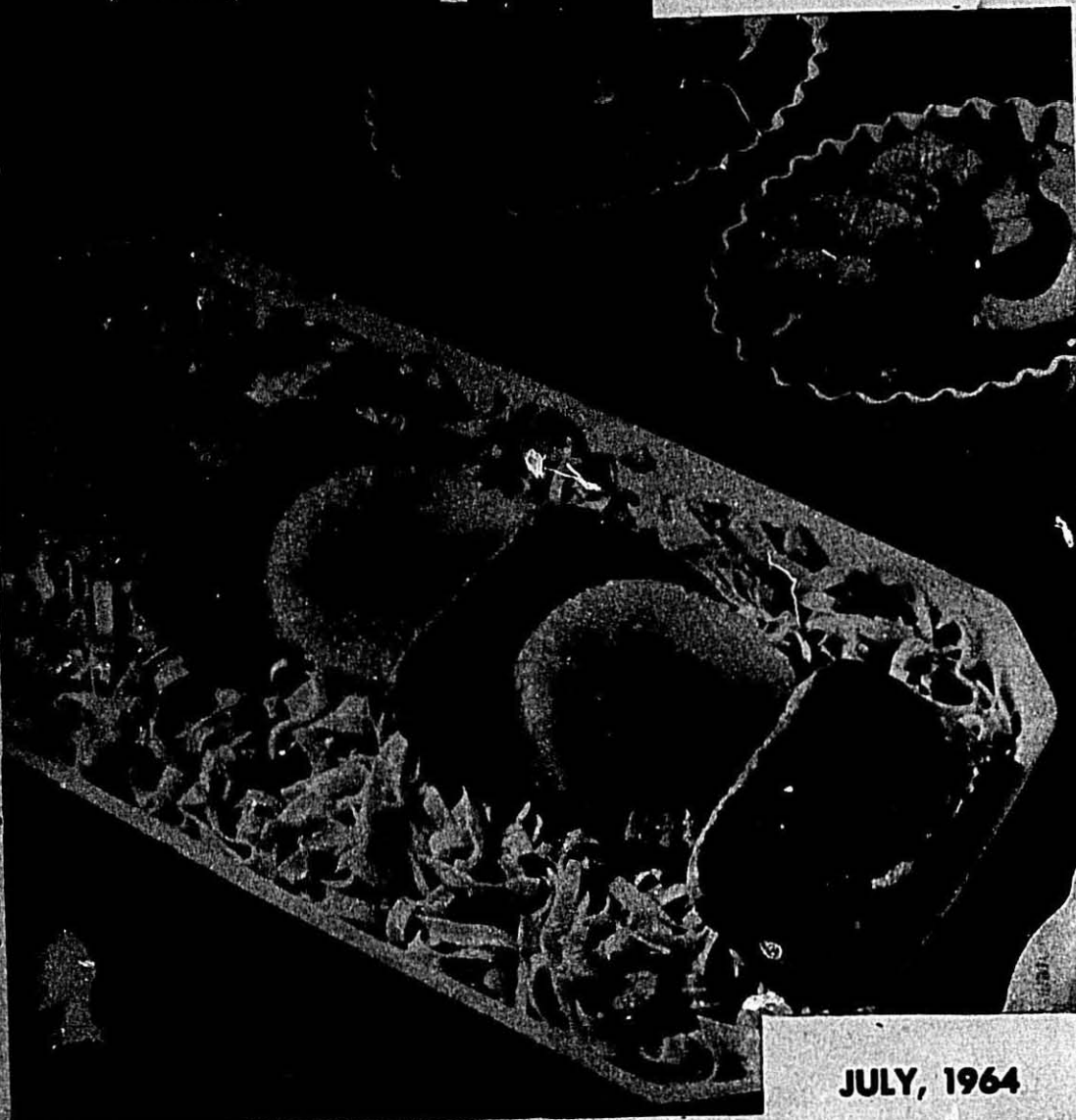
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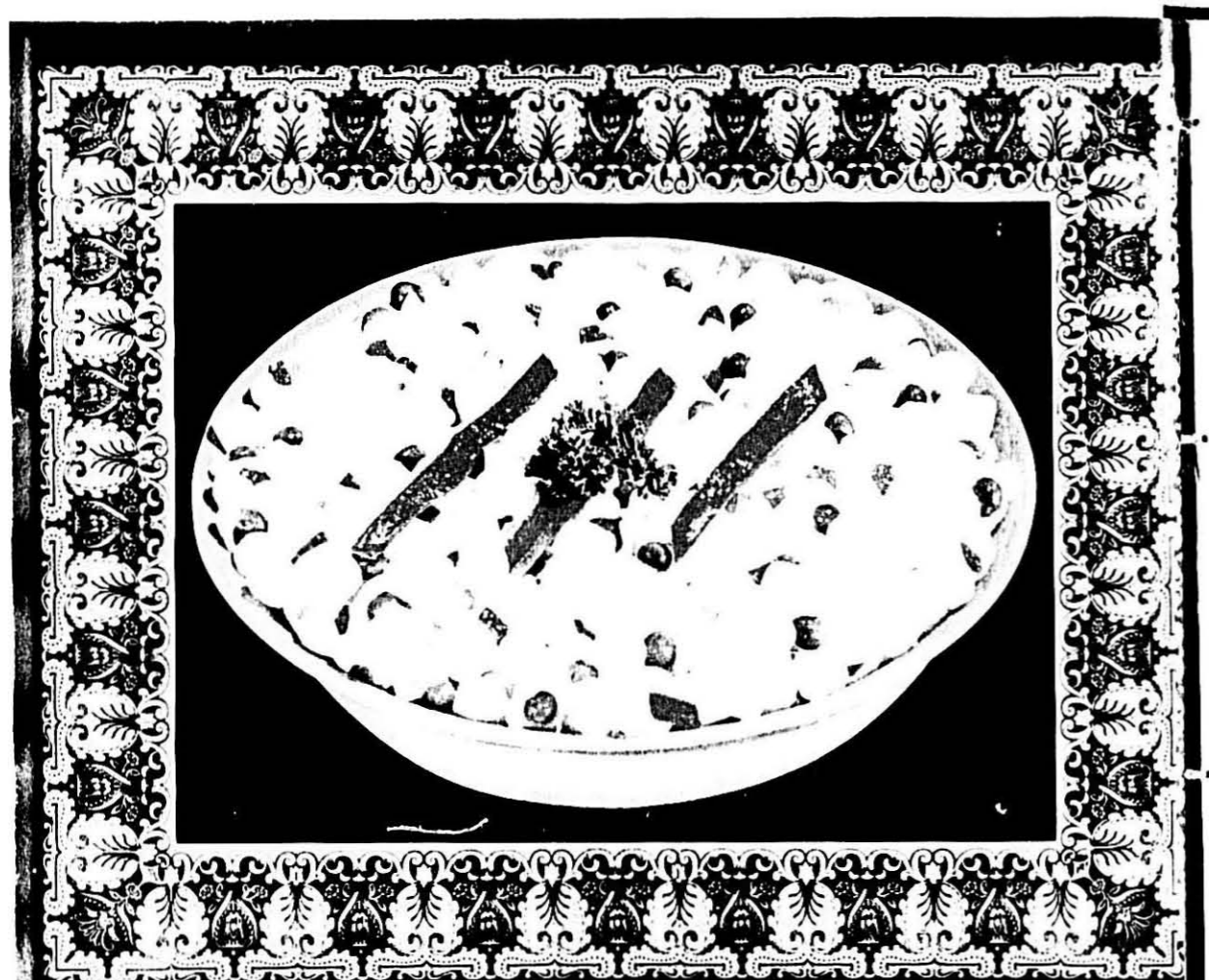
Macaroni Journal



Picnics and Patio Parties



JULY, 1964



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The Macaroni Journal

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Cover Photo

The cover photo of this issue is a black and white photograph of a bowl of macaroni salad, garnished with sliced olives and a sprig of parsley. The bowl is set against a dark background and is framed by a wide, ornate border with a repeating floral and scrollwork pattern.

The Organization and the Individual

A digest of Booklet No. 26 published by E. I. du Pont de Nemours & Company

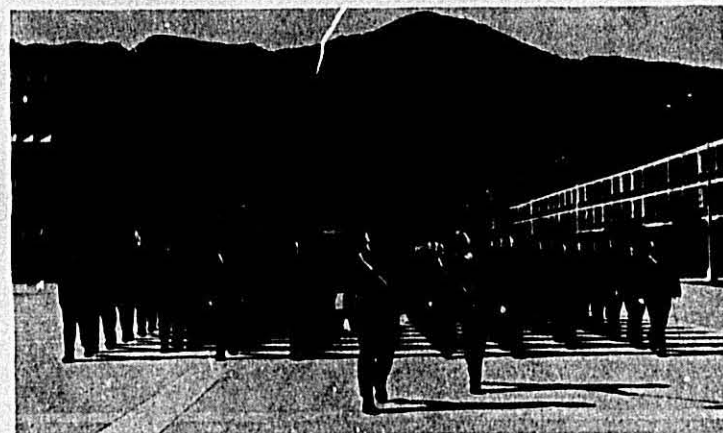
ORGANIZATION is a fundamental impulse of nature. Ants march as armies; fish weave through ocean currents in millions of schools; bees not only live and move in swarms but maintain a highly structured group existence. Man has applied human intelligence to the exercise of this impulse in order to create infinitely more useful groupings of effort. Skills of organization are in truth one index to the advance of any civilization. For society discovered long ago that the effective organization accomplishes work far in excess of the sum of its parts. Individual effort is multiplied when carefully planned and skilfully directed.

Organizations abound in many and different walks of life. Military divisions protect a society from external dangers; police squadrons maintain a society from external dangers; police squadrons maintain order and respect for law within. Churches restate for each generation the prohibitions and sanctions of moral law. Schools train the young to assume the responsibilities of adulthood, and rechart the topography of fact and opinion for every age. Businesses of all kinds channel human energy into the daily tasks that get the world's work done.

In the business world, particularly, American organizations embody a managerial virtuosity and an operational 'elan' tested in the hard crucible of profit seeking. Day in and day out, they earn their continuance by the services and products they render.

The inherent strength of the organization, of course, carries no guarantee that power will always be used wisely. History is replete with records of armies that have ravaged the peaceful, of fanatic groups which have made religion the excuse for oppression and terror. In totalitarian countries today, the monolithic power of the state tends to the destruction of individual rights and personal dignity. (It is for this reason, perhaps, that they stumble in their march toward the goals they boldly declare but regularly postpone.)

In the democratic society, the checks and balances of various institutions tend to ensure that organization carelessness of the general welfare will be brought up short. The larger and more powerful the organization, the more exposed it is to public surveillance. Perhaps the greatest nervousness today about the success, and consequent growth, of the large organizations stems



On the parade grounds of the U. S. Air Force Academy.

from the fear that the individual, with his very personal talents, hopes, ambitions and impulses, may lose his individuality. This danger is more theoretical than factual, but it does provoke sporadic alarms.

Vital for Society

Organizations abound in the urbanized U. S. community today; their variety is so great as to defeat any brief analysis. As a glance at the yellow pages of a typical metropolitan phone directory makes plain, they require several thousand categories for identification. Ranging from abattoirs to zipper menders, their listings occupy more than half the total directory.

The proliferation of organizations in U. S. communities is in direct response to the expansive needs and expectations of the American people. Without them, life as we know it today could hardly exist. As science has made possible higher standards of health, for example, the number of organizations providing medical and hygienic care has multiplied. Some of these agencies are private: hospitals, medical clinics, nursing homes, sanitariums, laboratories. Others, sometimes providing the same function, are public: clinics, hospitals, federal, state and local bureaus of public health, food inspection.

The growth of government organizations in this century has been phenomenal. Today more than 9.7 million Americans, or one out of every seven in the working population, are on a government payroll. Some government services have centuries of tradition behind them: military forces, law enforcing

agencies, legislative bodies, tax collectors, and judicial courts. Others are so new, and their assignments so specialized, that the rich alphabet soup of identifying initials (CIA, FRB, REA, NLRB, FCC, SEC) almost defies cataloging. Though this growth helps to explain the high U. S. tax structure, it does result from what political leaders believe to be a strong popular demand.

Many organizations are privately owned but perform so necessary a community function that they are licensed to use public facilities or are permitted to operate with little or no competition. Power and light companies, for example, submit to close government supervision as the price for exclusive enterprise. Radio and television broadcasters enjoy less exclusive privileges, but since they are assigned radio channels from a limited supply, they too are closely supervised, through licensing powers, by public agencies.

As great as the growth has been in social, public and franchised organizations, however, the largest expansion has been in the fully competitive areas of the business world.

Many Business Firms

Of the many overlapping segments of the U. S. society, the business community is most rich in the number, variety and flexibility of its organizations. More than 4.8 million firms currently engage in the production, sale or distribution of goods, or in the provision of services. The role of organizations is in constant flux; more than 390,000

(Continued on Page 6)



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King Midas DURUM PRODUCTS



The Organization & Individual (Continued from Page 4)

disappear every year, while approximately 430,000 are born during the same period — sometimes as a result of the combining or dividing of those which go out of business.

Of this large total, by far the greatest number — about 4.7 million, or 98 per cent — are small businesses, employing fewer than fifty employees each. (Statistics furnished by the U. S. Department of Commerce in their 1958 Census of Manufactures showed that only 41 plants out of the total 214 manufacturing units in the macaroni industry employed more than 50 people in that year.) Another 75,000 might be called medium-sized businesses, each employing from 50 to 500 employees. The remaining 7,500 firms are large enterprises, employing altogether some 31 million people, or more than 40 per cent of the U. S. work force.

Because the demands of commerce today require large investments, and the desirability of continuity of management is so great, nearly 1.1 million firms — or more than 26 per cent of the entire business community — are incorporated.

Slow Growing Art

The history of humankind is in large part the chronicles of man's attempt to shape organizations which could, first of all, assure survival and, ultimately, help provide the little extravagances which make life pleasant and rewarding. During the first 99 per cent of his existence man apparently made little progress. Countless generations barely kept their back warm and their stomachs occasionally full. Through hundreds of thousands of years they created no culture strong enough to endure beneath the shifting sands that present day archaeologists probe in their efforts to recreate some record of the past.

Primitive tribal groups eventually evolved into larger aggregations able to produce the materials for survival and still assign to a small fraction of the population other tasks of discovery and embellishment. By the time the rich and fruitful Greek civilization was established, its city-states had organized their members into hundreds of well-defined sub-groups including farmers, soldiers, politicians, merchants, traders, teachers, lawyers and artisans boasting a wide and remarkable variety of skills. Even as late as the Renaissance, however, most organizations were small and likely to be short-lived. The largest aggregations of men were military, and the most enduring accomplishments were architectural. But the great structures required, in almost every case, the

impresment of thousands of slaves and criminals to accomplish the brute work of building.

The reasons for the failure of earlier societies to develop large and long-lived organizations were many and complex. Of most importance, perhaps, was the lack of a science and technology permitting sufficient control of man's environment, or allowing fruitful adaptation of the materials of nature. This significant step came with the industrial revolution of the late eighteenth century. Another great need was for a political structure which would permit the majority of people to plan their own destiny and to enjoy the fruits of their own labor. The involvement of representative government provided the motivation necessary to maximize and compound economic advances.

In the commercial area, the need then became desperate for institutions capable of realizing the potentials of technology and self-determination. The most effective and flexible of these business organizations evolved into what is known as the modern corporation.

Modern Management

Before this century, most successful business firms owed their preeminence to what has been called a "caesar" type of leadership; that is, control by a strong and forceful entrepreneur who incorporated an amazing set of abilities, ranging from a profound knowledge of his markets to an intimate acquaintance with the daily happenings and the personal traits of all the people in his domain. Du Pont's early history contained a few such remarkable figures, but its growth after 1902 quickly out ran the capacity of any one executive to exercise such complete control. The decision to diversify the company's product lines, in order to escape the very low ceiling of growth inherent in the explosives business, quickly made clear the need for sharing operating responsibilities among a group of managers, each with his own department to run. Time soon demonstrated that this responsibility must include accountability for the investment in plant and facilities, with the power to make decisions necessary to the division's profitable operation. Ultimately, Du Pont's business interests took so many different directions that the power of executive decision at the very top was shared, with the president, by a committee of experienced and proven managers, exercising a consensus of judgment.

Early success in new product ventures led to the decision to form a special developmental group of people who could be divorced from the current operations of the company in or-

der to think of the company's operations many years ahead. It also led to the formation of a fundamental research group, one of the first in industry, whose early fruit included such products as nylon and neoprene.

Du Pont experience also encouraged certain technical changes in the manner of conducting business. The old, rather haphazard system of merchandising products, for example, was considerably tightened. During the nineteenth century, most sales in the field were made by agents, who took a company's products on consignment, and sold what they could. A producer's "files" department consisted largely of order takers. Production was slow to reflect customer likes and dislikes. Du Pont achieved better coordination by hiring its own salesmen and requiring them to make daily trade reports which closely reflected consumer demand. This permitted more efficient production scheduling.

Du Pont also pioneered in the analysis of profit achievement as a return on investment, rather than assessing performance primarily on total sales, or on earnings as a percentage of sales. This became a major criterion by which managers' performances were judged. Du Pont's preferred method has become increasingly popular in the business world.

Motivating Employees

As companies have grown in size, personal relationships between top managers and employees at every level have become difficult, if not impossible, to maintain. At the same time, the morale of the employee has remained of manifest importance. Du Pont has sought new ways of assuring its concern for the individual. For one thing, it has established a high ratio of supervisors to employees to make sure each employee is treated as an individual rather than just as a member of a group. The concern is reflected, too, in many of the company's benefit programs. Du Pont was among the first in industry to provide pension plans, insurance plans, paid holidays and vacations. It has long followed a policy of promotion from within wherever feasible, as one reward for loyal service (and, of course, as a means of retaining experienced employees). It also has pioneered in incentive programs for all levels of management, in order to give those most responsible for directing company efforts a direct, personal stake in company success.

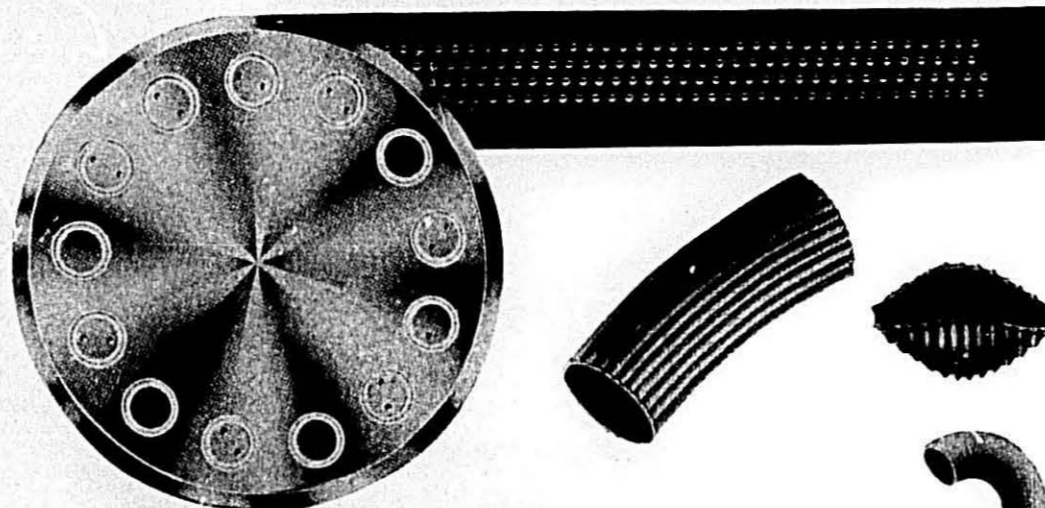
Du Pont's particular form of management is no universal guarantee of success, and hundreds of other business organizations have developed their own

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LOS ANGELES, CALIF. 90006

The Organization & Individual (Continued from Page 6)

satisfactory set of principals. Especially among smaller firms, the strong individual leader with a very broad span of control is still evident and still successful. What Du Pont's experience does demonstrate is that the organic growth of organizations requires an alert response to changing economic conditions and a willingness to adjust working structures to the needs of a dynamic society.

Alternatives

One characteristic of the free and dynamic society is its willingness to submit its most cherished institutions to continuous examination and evaluation. Every generation insists on reviewing the traditions it has inherited from its ancestors. If it is wise, it tries to strengthen what is good and replace what is insufficient with something better. In the United States, millions of young people are privileged to participate in this stewardship. Because they were born in a democratic society, they will ultimately decide what kinds of organizations are to flourish tomorrow.

Organizations will continue to exist — and by the millions — because they accomplish so many necessary functions which could not be carried on otherwise. To replace all organizational activity by purely individual effort would require a return to the way of life now known by the least fortunate of the "underdeveloped" societies — a way of life their inhabitants are trying desperately to escape. A world without organizations would be an agrarian world of almost universal peasantry. Even if such a world were tolerable, it could support only a tiny fraction of the earth's present population, and its people would face constant jeopardy.

The choice that really confronts oncoming generations is one of guiding the continued evolution of the organizations society now employs to do its work. Some will prove ineffective, as some have in every age, and will be allowed to die. Some will need to be strengthened or modified. Others, whose outlines can not yet be discerned, still await their conception.

As the dominant business organization, the corporation will be challenged to perform as never before. At a time when human aspirations are in the ascendancy every where, the world's population is growing at fantastic rates. During the next 35 years, human numbers are expected to leap from three to six billion. Production, sales and distribution facilities must grow not only in size but also in skill and effi-

For the Greater Good of All

MORE and more, business is assuming responsibility for building a better economic and social order.

Business is assuming responsibility for meeting the human needs of the people.

Business is working to protect and improve the American competitive enterprise system — to maintain a favorable atmosphere under which business can operate at a profit and without unnecessary government restraint.

Business is working to preserve representative democracy.

In short, business is working to keep America strong, prosperous and free. To do this job calls for teamwork. Teamwork within an industry is accomplished through a voluntary trade association.

Founded in 1904

Founded in 1904, the National Macaroni Manufacturers Association was organized to promote and safeguard the welfare of the macaroni and noodle manufacturing industry and to elevate it to the highest plane of efficiency, effectiveness, and public service.

The Association is composed of some eighty-seven macaroni manufacturing firms representing between 70 and 80 per cent of the industry's production. Membership also includes four overseas manufacturers and thirty-two associates who are bona fide suppliers of goods and services to the industry.

Policy is set by a board of directors elected by the members. Six directors are from the eastern area; five from the

central; four from the west; with nine directors elected at large. Past presidents of the Association (of which there are seven) are also members of the board and form the National Macaroni Institute Committee.

The National Macaroni Institute was incorporated in 1948 to form a separate entity to publicize the macaroni industry and its products, macaroni, spaghetti, and egg noodles.

The board of directors elects a president and three vice presidents. The secretary-treasurer is a full-time staff employee who administers the affairs of both the Association and the Institute.

Counsel Retained

The Association retains James J. Winston as director of research. An analytical chemist and sanitation consultant, Mr. Winston oversees the law enforcement program of the Association with regard to egg solids requirements and freedom from adulterants. He maintains liaison with federal and state regulatory officials in matters regarding the Standards of Identity, labeling, various methods of analysis, and the like. Contact is maintained with the government to assist with specifications and to clarify methods of testing and sampling. He sends monthly bulletins to macaroni manufacturers who are members of the Association, dealing with sanitation, regulatory and nutritive matters.

The firm of Theodore R. Sills & Company with offices in New York, Chicago, and Los Angeles is retained to

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ciency. Demands on monetary resources and managerial abilities will be enormous.

No alternative to the investor-owned corporation, other than the totalitarian state, has been seriously suggested as a marshalling force for the needed resources and abilities. And those totalitarian states now in existence have so miserably failed to meet the needs of their populations that they have never dared trust their future to the free choice of their electorates.

As for the nature of corporations themselves, certain theoretical alternatives remain. They may expand in number; some of them may grow in size. Or, if the public chooses, they may shrink in number and in size. By the voluntary choice through purchases made by millions of people, every day becomes election day for American industry, and adds its mite to the final determination of which organizations will grow and prosper and which will wither and vanish. But the economic history of this country, with its expanding needs and desires, makes an overall shrinkage unthinkable. The overwhelming public demand which has created the present complex of business establishments, large and small, is likely to extend this pattern indefinitely into the future.

The increasing density of life in urbanized society may well place additional stress on the individual seeking to obtain personal gratification and trying to maintain his own identity at the same time. This conflict will remain no matter what organizations enlist his skills and energies. But there is no reason to believe that the necessary adjustments can not be made. Business organizations are especially concerned that the individual's travail shall be successful. Their destinies, and indeed society's, reside squarely upon the cornerstones of personal ambition and fulfillment.

Announcement

Clermont Machine Co. Inc., announces great space saving advantages for manufacturers of Long Goods products.

We now have a 2000 lbs. Long Goods Dryer in operation that saves 1/3rd the space previously required for a 1000 lbs. dryer.

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NOW YOU CAN PRODUCE 2000 lbs. per hour in 1/3rd LESS SPACE!

In addition to this Long Goods equipment we also manufacture a Short Cut Press and dryer capable of producing 2400 lbs. per hr. in the same space that has been required for 1000 lbs.

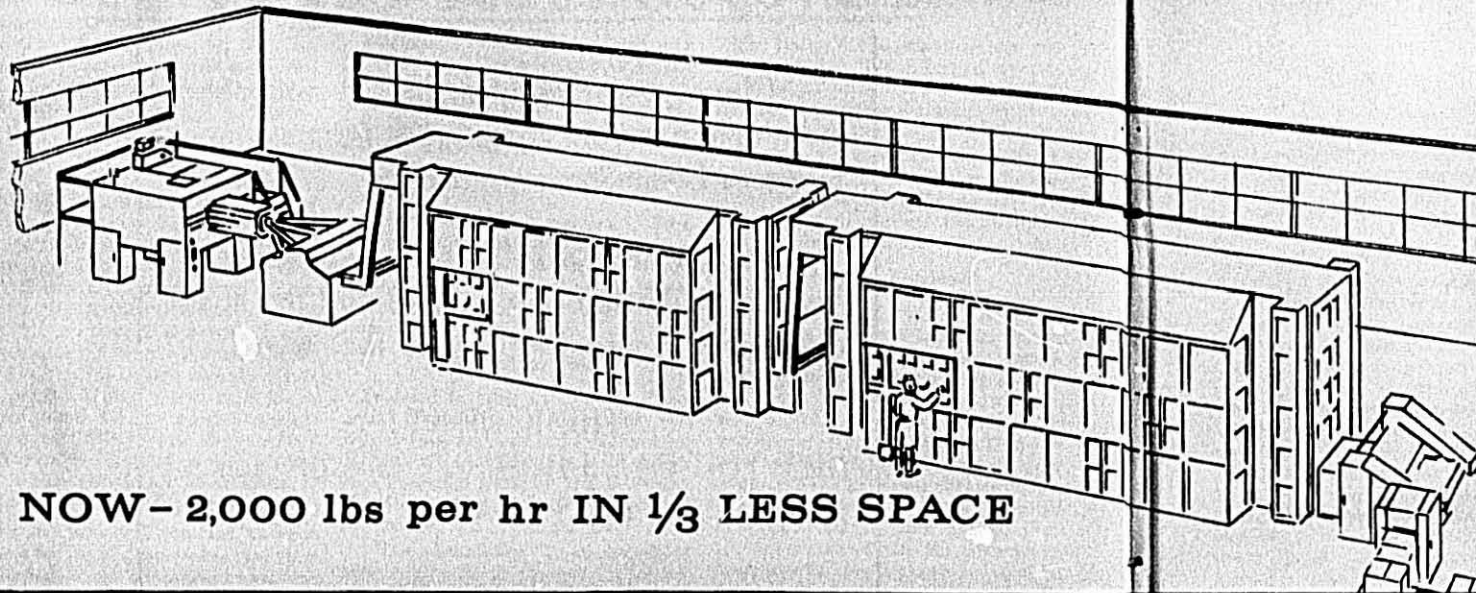
This outstanding equipment is now in operation at Delmonico Foods, Inc., Louisville, Kentucky.

On your trip to the World's Fair - visit us and see the latest designs on display at our plant.

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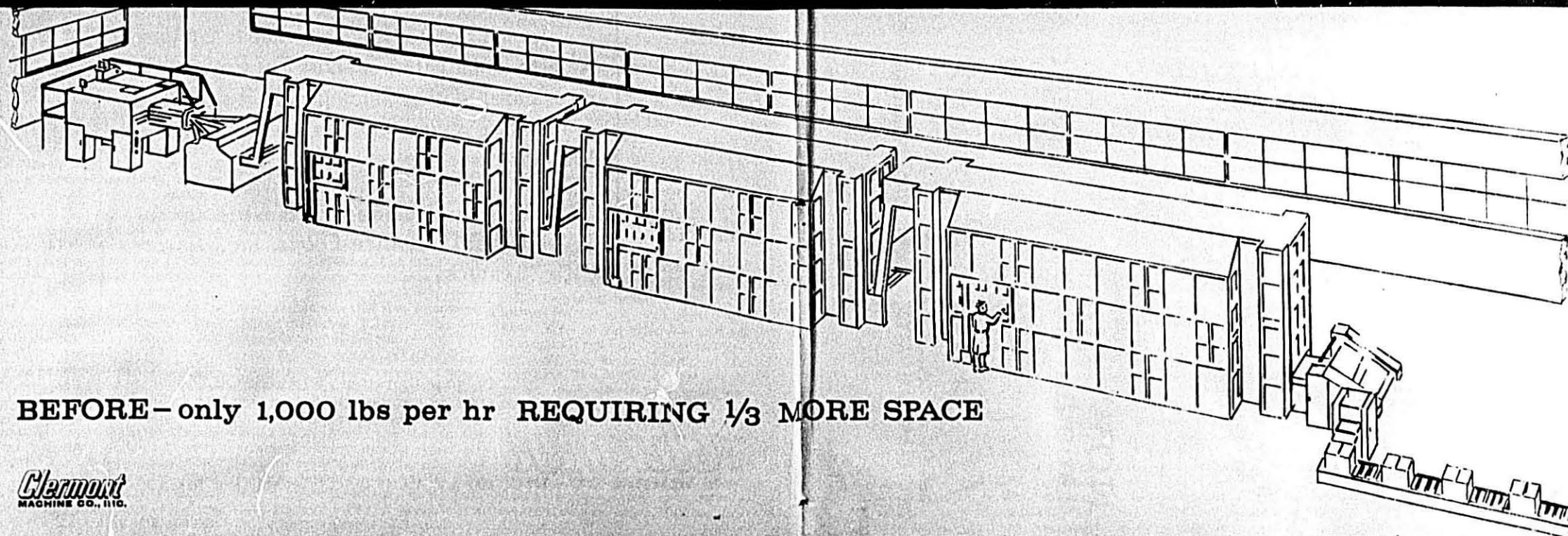
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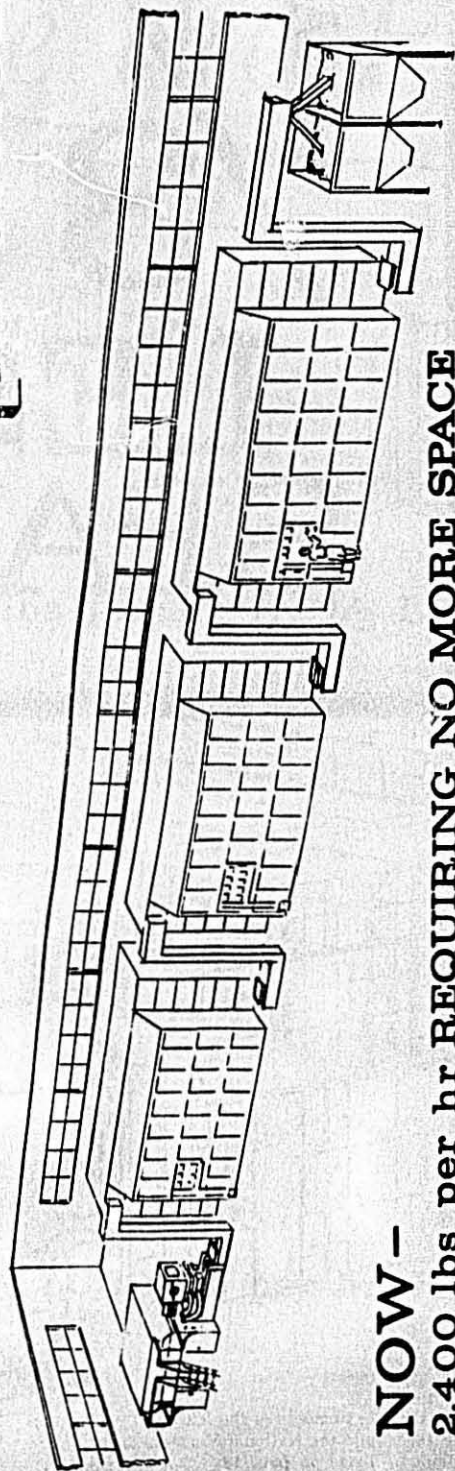
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For the Greater Good—
(Continued from Page 8)

handle the publicity and promotional efforts of the National Macaroni Institute. News facilities are maintained in Chicago, while the home economics kitchen in New York tests recipes and prepares photographs of material sent to every type of media.

Clearinghouse

Essentially the Association is a clearing-house of information. It also serves the industry as a focal point for concerted action on common problems, and its offices and staff frequently represent the industry before government and trade groups.

In disseminating information to members, a weekly newsletter is mailed carrying information on commodity markets and current events in the macaroni industry. Each month the Macaroni Journal, trade magazine of the industry, carries reports of interest along with pictures of people, plants and developments concerning the macaroni-noodle field around the world.

Periodic questionnaires and surveys are made by the Association to report what is going on in the industry. An example is the annual Wage Survey, which codes rate classifications and personnel policies on a geographic basis, so that management will be as fully informed as unions, as to what going rates are in the industry.

National conventions are held semi-annually. The Winter Meeting held in January is usually a workshop. Last January, the theme was "Target For Today — product knowledge, market knowledge, and industry image."

The Annual Meeting in the summer holds an election of officers, the passage of resolutions, and presents speakers from within and outside the industry to address delegates on matters of general interest.

Regional meetings are conducted around the country from time to time. Last fall a meeting was held in San Francisco on October 30. In November, immediately following the annual convention of the Grocery Manufacturers of America, a regional meeting was held in New York City. On April 1 an open Board of Directors meeting was held in Cleveland to consider the regulations under the new wheat bill and the proposed certificate plan.

Durum Relations

Durum relations has been an important part of the Association's program since 1946. In that year it began sending representatives to the annual North Dakota Durum Show to award a plaque to the best entry. Since that time contacts have been maintained

with the county agents of the durum area, the cereal technologists at North Dakota State University (where a fellowship for research on macaroni processing is maintained by the Association), and the Crop Quality Council, to which the NMMA contributes financial support. This organization publicizes the work and needs of state and federal research agencies.

Cooperation has been maintained with the members of the Durum Growers Association since its formation. There have been cooperative efforts with them for necessary legislation and representation to officials in Washington. Since 1961, a Durum Industry Advisory Committee composed of five representatives of durum growers, three representatives of durum millers, three representatives of macaroni manufacturers, and two representatives of exporters, have met periodically to review the durum situation in order to formulate recommendations to the Department of Agriculture.

In addition there has been close cooperation between the Durum Wheat Institute, a division of the Millers' National Federation, supported by the seven durum mills; the North Dakota State Wheat Commission; the National Macaroni Institute; and the National Macaroni Manufacturers Association, in the exchange and distribution of educational materials. The Wheat Commission, for example, produced the film "Durum . . . Standard of Quality." Its distribution is a joint venture between the three organizations.

The Durum Wheat Institute has developed materials such as the wall chart for Durum Macaroni Foods, From Farm to Table; the cookbook "Economic Gourmet Entrees," and the consumer version, "Specialties of the House;" and the demonstration kit with 12 Show-off Recipes. These materials are utilized by all three organizations.

A filmstrip developed by the Durum Wheat Institute is distributed by the National Macaroni Institute. Recipe materials and the Nutritive Value brochure for macaroni, spaghetti, and egg noodles, developed by the National Macaroni Institute, are distributed by all three groups.

Summary

In summary, the Association gathers information and disseminates it to its members, industry suppliers, consumers, and the general public. In so doing, it provides individual members with ideas and data, and it provides the general public with information on the macaroni industry and its products.

Members of the Macaroni Association and the National Macaroni Institute are listed on page 18.

F.T.C. Upholds Order

In May the Federal Trade Commission upheld one of its hearing examiners in ordering the National Macaroni Manufacturers Association and its members to stop entering into or carrying out "any agreement to fix the kinds or proportions of ingredients to be used in producing macaroni or related products, or to fix or manipulate the price of such ingredients."

The Commission decision was made after the Association had appealed from the decision along the same lines issued in March, 1963, by Harry R. Hinkes, hearing examiner.

Slight Modification

After slightly modifying the examiner's order to cease and desist, the Commission adopted his decision as its own. In its opinion, the F.T.C. said in part:

"The complaint in this matter charges, in essence, that the principal domestic manufacturers of macaroni products, acting through respondent trade association, entered into an agreement fixing the composition of such products at a 50 per cent semolina-50 per cent farina blend; that they did so in order to depress the price of durum wheat, from which semolina is produced; and that such an agreement violates Section 5 of the F.T.C. Act. After full evidentiary hearings, the hearing examiner rendered his initial decision, upholding the complaint and entering an order to cease and desist. Respondents have appealed. We have concluded that the findings of fact and conclusions of law of the examiner are correct, but have modified the cease and desist order in minor respects.

"Macaroni products are ordinarily made from 100 per cent semolina; if they contain less semolina they are considered inferior. At the time the agreement challenged here was entered into, it appeared that durum wheat, from which semolina is produced, would be in short supply, and consequently that prices for durum would skyrocket if the macaroni manufacturers bid freely among themselves for the available supply. The record shows that the challenged agreement was intended to ward off such price competition by lowering total industry demand to the level of available supply. Since the macaroni industry is the only market for durum, and since the parties to this agreement dominate the domestic macaroni industry, it seems clear that the agreement actually affected in a substantial degree the price of durum during the period in which the agreement was in effect."

(Continued on Page 16)

PICNICS AND PATIO PARTIES

PICNIC or patio party, dining out-of-doors is the mode for summer living. The rules for choice of food are not rigid, but certain items are traditional favorites.

Picnic baskets are usually packed with cold foods; but there's no reason you can't carry a hot casserole or skillet dish just as easily. Our recipe for Picnic Noodle Casserole, shown on the front cover, is practically the entire meal. Add finger salad, beverage and fruit dessert, and your picnic meal is complete.

To keep the noodle casserole dish hot and tasty, simply wrap it, fresh from the oven, first in a layer of aluminum foil, poking a few small steam vents in the top. If you like, wrap the dish in a clean dish towel which can later be used for clean-up. For the final outer wrap, spread from 8 to 10 sheets of newspaper on the counter or table. Wrap the dish several times in newspaper, using several thicknesses at a time. Cover it with a final aluminum foil wrap, and your dish is ready to travel. Use your own judgment on thickness of newspaper, according to the time it will travel.

Picnic Noodle Casserole (Makes 4 to 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)
- 1 can (12 ounces) luncheon meat
- ¼ cup butter or margarine, melted
- 2 cups grated sharp Cheddar cheese (about ½ pound)
- 2 cups milk
- 3 eggs, beaten
- Salt and pepper
- 1 can (9 ounces) sliced pineapple, drained

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

Cut four thin slices of luncheon meat and reserve for top garnish. Dice remaining meat. Mix together noodles, diced meat, butter, cheese, milk and eggs. Season to taste with salt and pepper. Turn into greased 2-quart casserole. Arrange pineapple and meat slices over ingredients in casserole. Bake in 325° (slow) oven 1½ hours, or until firm. Garnish with parsley, if desired.

Many times it's the junior cook of the house who plans and prepares the bulk of the food for a picnic or trip for the



Macaroni-Chicken Salad

family, or for the popular "girls bring the food, boys bring themselves" affair. With teen cooks on the scene, they will appreciate an easy, hearty, boy-filling dish like Macaroni Frankfurter Bake, which makes a satisfying carry-along meal. Cheese and caraway seeds add extra seasoning to the popular combination.

Macaroni Frankfurter Bake (Makes 4 to 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 6 frankfurters
- 2 cups grated Cheddar cheese (about ½ pound)
- 1 large onion, chopped
- 1½ cups milk
- 1 teaspoon dry mustard
- ½ teaspoon caraway seed

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.

Split frankfurters lengthwise and stuff with half the cheese. Combine macaroni and remaining ingredients; mix lightly but thoroughly. Turn into greased 1½-quart baking dish. Arrange stuffed frankfurters on top. Cover and bake in 350° (moderate) oven 30 minutes. Uncover and continue baking 10 minutes, or until frankfurters are lightly browned.

Think Cool

Thinking cool is half the battle once the mercury pushes toward the 90° mark. Just as we make an effort to suit

our clothing to warmer temperatures, so should our menus and table decor take into consideration that appetites must be tempted and catered to in the summer months.

It's a good idea to plan a few soup and salad supper menus for evenings when it seems just too hot to eat. These are the salad days; and macaroni on the shelf will help you perform magic with your menus when entertaining with a patio party.

Start off with either hot or jellied consomme garnished with a chive-sprinkled dollop of sour cream, and make your salad a hearty one, such as Macaroni Chicken Salad.

Macaroni salads are ideal for the homemaker who enjoys her leisure for they may be made in the cool of the morning and refrigerated until serving time. At dinnertime, arrange the salad in your most attractive bowl and have your plates well chilled. Use your sterling for a further touch of elegance.

For dessert, further carry out the keep-cool campaign by offering unhulled strawberries on individual plates. A pretty leaf makes a pleasing liner. Serve with confectioners' sugar for dipping.

Macaroni Chicken Salad (Makes 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 tablespoon prepared horse-radish
- 2 tablespoons chopped chives
- 2 teaspoons salt
- ¼ teaspoon pepper
- 2 cups cooked chicken, cut in strips
- 1½ cups cooked whole kernel corn
- 1 cup diced celery
- Crisp lettuce
- 2 medium-sized tomatoes, cut in wedges

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.

Combine sour cream or mayonnaise, horse-radish, chives, 2 teaspoons salt and pepper; mix well. Add macaroni, chicken, corn and celery; mix well.

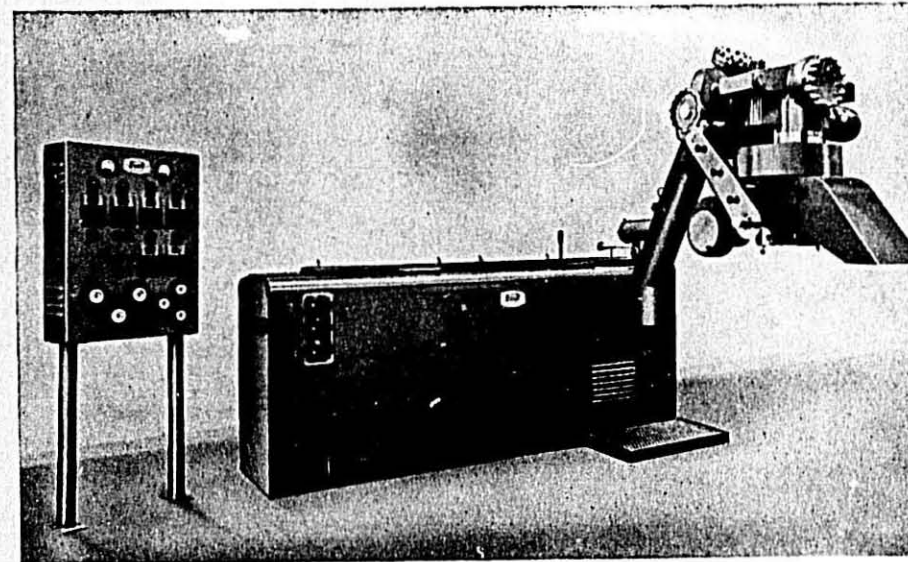
If you prefer a hot main dish, Outdoor Spaghetti Supper will score a hit with family and friends alike. You can prepare the spaghetti in the kitchen if you like, and cook the sauce on the patio. Corned beef and green beans are two of the ingredients; the dish is almost a complete meal in itself.

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F.T.C. Upholds Order—

(Continued from Page 13)

In answer to one of the appeal points raised by the Association, the F.T.C. opinion also said:

"Respondents contend that the agreement was a reasonable response to a condition of shortage. However, fluctuations in the supply of raw materials occur continually, especially in agricultural industries. Fluctuations in supply ordinarily produce fluctuations in price. To permit concerted action designed to regulate or control such effects of the price structure would eliminate competition as a market regulator from large areas of the economy.

"We doubt whether respondents would concede that the durum producers, in periods of oversupply, could lawfully agree among themselves to limit production and thereby drive up the price of durum to the macaroni industry; but what the macaroni producers have done in the present case is in principle the same.

"We do not hold that all efforts at product standardization, or all buying agencies or other cooperative buying arrangements, or all attempts to cope with scarcity or other conditions of economic dislocation are unlawful under the antitrust laws. But where all or the dominant firms in a market combine to fix the composition of their product with the design and result of depressing the price of an essential raw material, they violate the rule against price-fixing agreements as it has been laid down by the Supreme Court."

The Association has disputed the contention that there was an agreement. It says that any individual action taken by members firms was entirely voluntary in stretching the available supplies of durum during a period of severe shortage. The Association was given 60 days to respond and has taken the matter under advisement with counsel.

Egg Production Switch

Egg production is switching from the North to the South, according to a recent report in the Wall Street Journal.

Last year, 13 states from California through Virginia produced 40 per cent of the nation's 63.2 billion eggs, up from only 23 per cent of 58 billion a decade earlier. Big commercial operations find lower feed and labor costs in the South; and Midwestern small flock owners are being forced out.

Solids Sales Are Up

Egg solids sales were up for four months over a year ago by better than 46 percent.

April Processing Up

Production of liquid egg and liquid egg products (ingredients added) during April 1964 was 85,073,000 pounds, seven per cent larger than the April 1963 output, according to the Crop Reporting Board.

Liquid egg used for immediate consumption totaled 8,839,000 pounds, up 18 per cent from April last year. Liquid egg frozen was 50,375,000 pounds, 11 per cent less than in April 1963. Storage holdings of frozen eggs at the end of April were 62,775,000 pounds as compared with 58,412,000 pounds in storage a year earlier. Holdings increased 17 million pounds during April compared with 20 million pounds build up in April 1963. Quantities of liquid egg used for drying in April 1964 totaled 25,859,000 pounds, 68 per cent above the 15,357,000 pounds dried in April 1963.

Egg solids production during April 1964 totaled 6,398,000 pounds, compared with 3,976,000 pounds in April last year. This was an increase of 61 per cent. The April 1964 production consisted of 2,825,000 pounds of whole egg solids, compared with 861,000 pounds produced in 1963; albumen solids, 1,267,000 pounds, 27 per cent above the 999,000 pounds last April; yolk solids, 1,325,000 pounds and 11 per cent less than the 1,493,000 pounds of last April. Production of other solids at 981,000 pounds was 57 per cent above the April 1963 output of 623,000 pounds.

Government Buying

The Department of Agriculture bought whole eggs in large quantities in late April and through May. Prices were around \$1.05 to \$1.052.

In May egg markets in breaking areas were firm, with egg whites and liquid prices advancing. Egg yolks were steady to weak.

The European Common Market advanced the gate fee 5.7 cents, which would bar yolks from entry there.

The cumulative hatchery report showed practically the same output of egg type chicks in 1964 as in 1963. This was taken to be an indication that egg markets during the fall and winter of 1964 would be comparable to 1963. The number of eggs in incubators on May 1 was down two per cent from 1963.

Shell eggs in Chicago hovered between 24.5 to 28 cents through May. Frozen whole eggs ranged 23 to 25 cents, frozen whites at 12.5 to 14.25, No. 3 color yolks at 44 to 50, No. 4 at 48.5 to 53, dried whole eggs at \$1.02 to \$1.14, and dried yolk solids at \$1.03 to \$1.12.

Stretching Spaghetti

"While the Common Market is having its trouble agreeing on common tariff policy, one export seems to be welcome everywhere," says Time magazine for May 15. "For some reason, perhaps better left to psychologists and cooks, Europe is taking to a food that has long been largely an Italian preserve: pasta."

The article goes on to say that Italian exports of macaroni products has risen 1,400 per cent in 10 years and "much of the increase has been the work of Paolo Agnesi & Sons, Italy's oldest pasta maker and (with \$10 million annual sales) one of the largest."

Agnesi has just opened a milling plant that processes 600,000 pounds of grain daily for 75 varieties of pasta. The 140-year-old family-owned company is a heterogeneous blend of old and new. The new plant, so automated that only three men handle all milling operations, site among old buildings in Imperia, 80 miles southwest of Genoa. Surrounded by hills and served by a wheezing one-track railroad and the winding two-lane Via Aurelia, a relic of the Roman Empire, Agnesi's businessmen air-freight their goods to Scandinavia more easily than they can ship it to Rome.

Third generation family head Paolo Agnesi is 93. He wears a handle-bar mustache and goatee. For 76 years he has arrived at the plant with his workers at 6 a.m. His grand-nephew, Paolo, 24, recently returned from New York's Syracuse University, where he studied computer applications to spaghetti-making.

Agnesi products are made of durum and sell at top prices. Looking beyond Europe he is reported planning to sell in Japan, which has a booming rise in pasta consumption, as well as in Australia and South America, which have sizable Italian-descent populations.

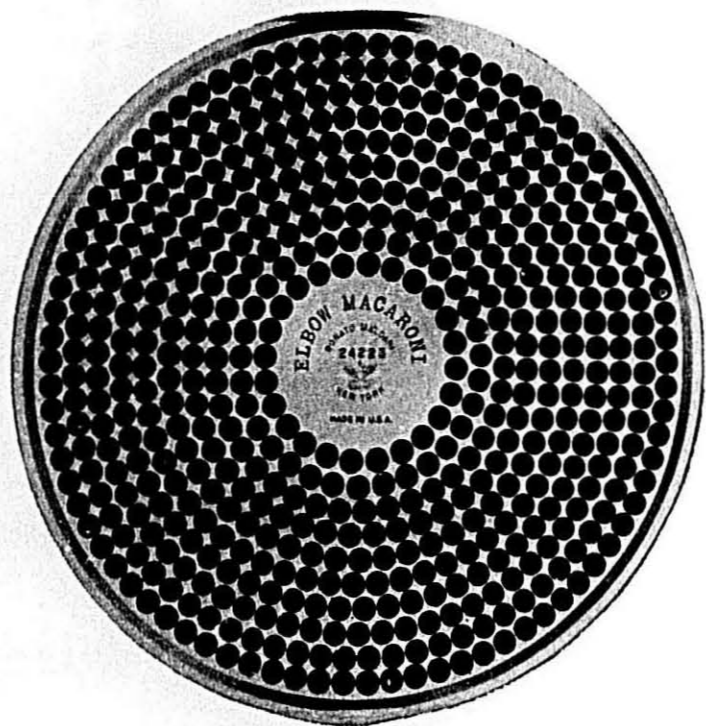
In his plans for the U. S. Agnesi hopes to overcome the American complex about weight by stressing that hard-wheat spaghetti contains only 300 calories a serving and is rich in B and E vitamins, reports Time.

Visitor From Chile

Leopoldo Dagnino B., chief of production for both the flour mills and macaroni plant of Molinos y Fideos Lucchetti S.A., Santiago, Chile, visited the United States this spring on his way to Europe. While in the East, he had the opportunity of seeing some of the most important plants.

Mr. Dagnino stated that the per capita consumption of macaroni products in Chile is now 23 pounds.

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Good Start for Durum Crop

COOL weather and wet fields delayed seeding in the eastern half of North Dakota and in Minnesota, but by mid-May warmer weather caused North Dakota Weather and Crop Report to state that present crop conditions were the best in 11 years. Subsoil moisture was considered adequate in three-quarters of the state, and only in the "durum triangle" was it excessive.

By the end of May, planting was completed and warm weather helped germination and emergence of some 85 per cent of the crop.

It was reported from field representatives that the 1964 seeded acreage would be fairly close to the 2,300,000 acres reported by the U.S. Government report of intentions to plant as of March 1. This is about 16 per cent over the 1963 acreage.

Market Unsettled

Market conditions bounced around during the month, as harvesting began in the Southwest, and as policy unfolded on the certificate plan. First came the announcement of an 18-cent certificate to cover old crop inventories on stocks declared as of May 23. Durum advanced eight cents following the announcement but fell back three cents the very next day.

In mid-May the Southwestern Miller reported modest sales expansion in semolina and other durum products, mainly, on fill-in business through June. Interest was in evidence on July-August delivery at 50 cents a hundred-weight over June, but little business was accomplished. Chief concern of most macaroni and noodle manufacturers then was to clean up contracts ahead of certificate requirements. Surprisingly, shipping directions were spotty even though moderately improved.

The Department of Agriculture announced a series of meetings to be held in Minneapolis, San Francisco, Kansas City, and Roanoke during May, to explain operations under the 1964 wheat program.

Dilemmas With Tax

In the May 12 issue of the Southwestern Miller an editorial appeared on "Price Dilemmas With Tax." It explained the new relationships between the actual market and the loan return available to growers emerging for the 1964 crop season. They noted the expectation that farmers will be extremely reluctant sellers of 1964 crop wheat on the basis of a market reflecting the \$1.30 average loan. When faced with such prices, it was predicted, the farmers would either hold their grain or im-

pound it under the support program. It was also asserted that the income farmers will receive from certificates, at a rate of 70 cents a bushel on 45 per cent of their normal yield from their acreage allotment, and at 25 cents on 45 per cent expected for export, will serve to reinforce the expected tight holding. Availability of storage space would favor heavy impounding.

Add to this situation the political considerations of a national election year, and there is plenty of speculation as to what the Commodity Credit Corporation may do. It would seem that the working of the processing tax program will lay the groundwork for a sharp rise in bakery and retail flour costs.

Transition Difficulties

It was reported that mills were exerting vigorous efforts on scheduling grind to avoid as much certificate cost or contract cancelling as possible.

A survey indicated that few spring and durum mills would find it economically feasible to participate to any extent in the special 18 cent a bushel transition certificate program of the Department of Agriculture. Such indications were considered surprising in a number of quarters, but a careful analysis of economics involved in the transition certificate program showed that there was little attraction to extensive mill participation.

Perhaps the main drawback in participation was the great difficulty that mills faced in accumulating sufficient wheat ahead of the May 23 deadline. Under the transition rules, participating millers would have to have sufficient wheat on hand by that date to equal their prospective grind until new crop wheat became available. To many millers, this would necessitate the accumulation of more than two months' grind. Such purchases were considered well nigh impossible in the light of market and supply considerations.

Premiums Drop

The situation was complicated further with the announcement of price support loan premiums in 1964: Hard Amber Durum dropped from 25 cents in 1963 to 10 cents in 1964, and Amber Durum was five cents compared to 10 cents a year ago.

Durum dropped precipitously at the end of the month with limited mill demand. Most mills were unable to promise deliveries before July 1 certificate date when costs would be increased to reflect certificates. Shipping directions were accelerating with mounting con-

cern over the availability of airslide cars for June deliveries.

Durum dropped during the month from a range of \$2.20 to \$2.28, down to \$1.75 to \$1.85, while semolina went up from a \$6.00 level to range at \$6.20 to \$6.70 at the end of the month reflecting the added certificate cost.

Kretschmer Acquired by International Milling

International Milling Co. Inc., Minneapolis, has announced the purchase of the assets of Kretschmer Wheat Germ Corporation, Carrollton, Mich.

The cash transaction was announced by Atherton Bean, president of International, and Charles H. Kretschmer Jr., president of the Carrollton firm. Purchase price was not disclosed.

Kretschmer will continue to have charge of wheat germ operations and will become a vice president of International Milling Co.

Bean pointed out that "the addition of the Kretschmer line is the initial step to implement our program of greater diversification of our line of grocery products in the U. S." The plant will be operated as a part of International's U. S. Flour Milling Division.

The Kretschmer company, a family-owned enterprise, was founded in 1939. The firm employs about 30 persons at its plant in Carrollton, a suburb of Saginaw, Mich.

It is the nation's leading producer of toasted wheat germ products which are distributed through brokers and sold in grocery stores throughout the U. S. and overseas.

Wheat germ is a high nutrient wheat specialty food. Consumers add it to breakfast cereals as a supplement and it is used as well in baking and cooking, and as a dessert topping.

General Mills Snacks

General Mills is introducing three new snacks: Bugles, a horn-shaped, fried corn product; Whistles, a cheddar-flavored corn product in the shape of a whistle; and Daisys, which look like flower petals and "have a flavor like oven puffed popovers, only crunchy." Protected by polyfoam, they are expected to sell for 39¢ each.

Heavy saturation in television advertising on Children's network shows starts in July. Print advertising begins in Life magazine with a three-page spread followed consecutively by single pages on each of the three products. In August, direct mail sampling to young families with children will be aimed at metro markets.

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by Gene Kuhn
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FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.

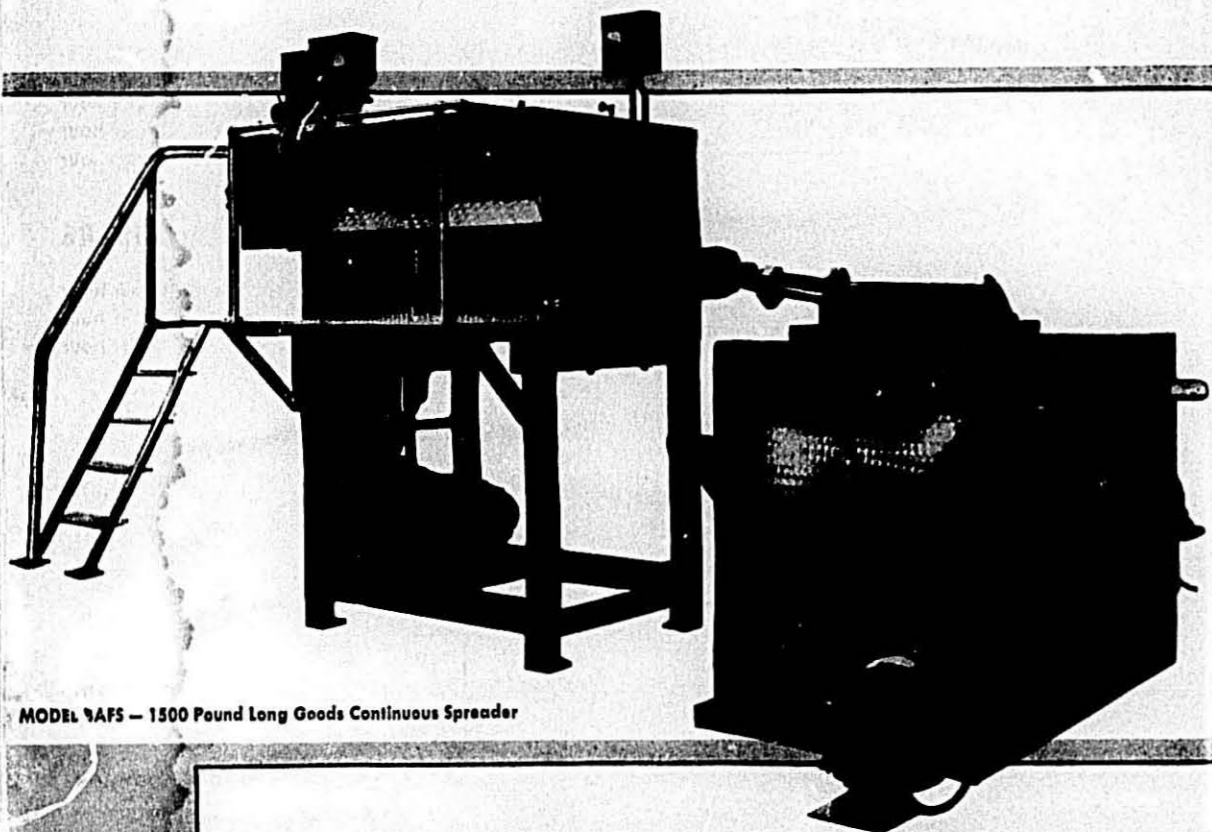
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MODEL 9AF5 — 1500 Pound Long Goods Continuous Spreader

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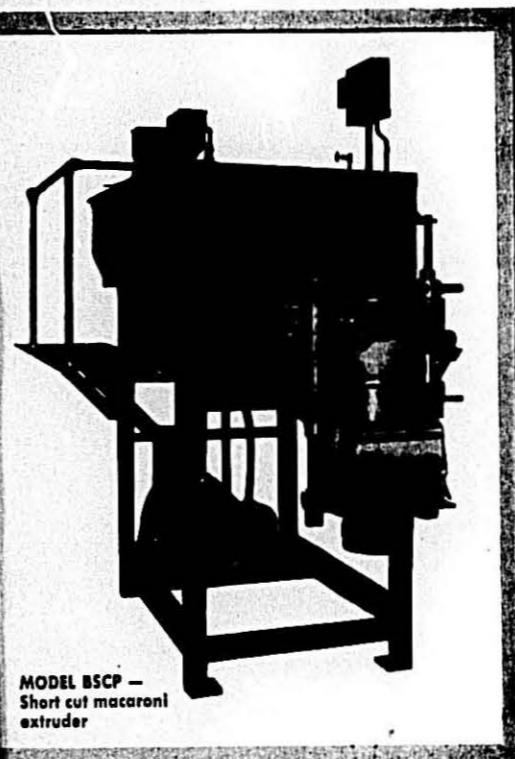
POSITIVE SCREW FORCE FEEDER improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

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1500 POUND EXTRUDERS AND DRYERS LINES now in operation in a number of macaroni-noodle plants, occupying slightly more space than 1000 pound lines.

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*patent pending
**patented



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by *Ambrette*

SHORT CUT MACARONI EXTRUDERS

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

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

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

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

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SINCE 1909



Anthony Gioia

La Rosa Promotions

Anthony Gioia has been named General Manager of the Hatboro, Pennsylvania division and Anthony J. Zell, Sales Manager of the Milwaukee Tharinger division of V. La Rosa & Sons, Inc. The announcement was made by V. S. La Rosa, president.

Mr. Gioia, who has been with La Rosa since 1947, was formerly General Manager of the company's Danielson, Connecticut plant. His new duties involve broad responsibilities in the cannery and in the manufacture of spaghetti, macaroni and egg noodles.

Mr. Zell has been with La Rosa since 1948, most recently as sales representative on retail and wholesale grocery accounts in the Milwaukee, Racine and Kenosha areas.

At the Hatboro plant, Peter J. Schedler has been named Sales Manager; and his brother, John E. Schedler, has been promoted to Area Sales Manager. Peter, who joined the company 15 years ago, was formerly a sales supervisor, and



John E. Schedler

John, who came to La Rosa 11 year ago, had been a salesman in the Hatboro plant.

In Chicago, Joseph Olita was made Assistant General Manager after having served as Office Manager for two years.

Buck Robbins Retires

Buckley C. Robbins, who has been marketing cellophane for 39 years, retired from the Du Pont Company's Film Department on May 31.

His latest position — trade relations manager—was one of a series of selling and promotional assignments that began in 1925, just one year after the first cellophane was produced in the United States. During his career he developed many of the marketing innovations that won wide acceptance for cellophane and expedited the development of transparent packaging and self-service merchandising. In recent years he has worked closely with many trade organizations and is one of the best-known figures in the packaging industry.

A native of Buffalo, Mr. Robbins joined Du Pont at its first cellophane plant there. Within a few months he left the plant for a sales position and made his headquarters in New York until 1937 when he came to Wilmington. The positions he has held include two years as assistant sales manager for cellulose sponges and "Cel-O-Seal" cellulose seals. In 1960, Mr. Robbins was named advertising manager for cellophane and in 1962 he became promotion manager for the product. A year later he was appointed trade relations manager in the Packaging Sales Division of the Film Department.

He lives at 710 Halsted Road, Sharp-ley, in suburban Wilmington.



Anthony J. Zell

Defense Subsistence Head

Major General Ray J. Laux, U. S. Army, will become Commander of the Defense Subsistence Supply Center at Chicago, Illinois, effective in August. He will succeed Major General Thomas B. Evans, USA, who is retiring.

The Defense Subsistence Supply Center, a field activity of the Defense Supply Agency, is the supplier of food for the Military Services. The Center buys, inspects, stores and distributes food supplies for consumption by the Army, Navy, Air Force and Marine Corps and is the link between the military consumer and the food industry of the United States. Miss Estelle Andrus is the macaroni buyer.

(Pictures on Pages 26 & 27)

The tour at Delmonico began with a panorama of the plant, went through all operations, including quality control and IBM data processing.



Joseph Olita

Tour at Delmonico

Peter J. Viviano, president of Delmonico Foods, Inc., Louisville, Kentucky, granted permission to Clermont Machine Company to sponsor a tour through their plant on May 14 to exhibit Clermont's latest developments in long goods and short cut equipment setups.

On view was Clermont's installation of a 2000 pound long goods dryer that saves one-third the space previously required for a 1000 pound dryer. Working with it were Clermont's press-spreader and long goods stick remover and cutter. Also on view was a short cut press and dryer capable of producing 2400 pounds per hour housed in the same space formerly required for 1000 pounds per hour production. Many other pieces of Clermont equipment were viewed.

The tour took in all departments of the Delmonico plant and the group of 34 attendants expressed the feeling that the trip was instructive and rewarding. A luncheon followed the tour and a final get-together was held at the Albert E. Pick Motel before the guests' departure.

Amato Comments

In thanking Mr. Viviano and his staff for the many courtesies and hospitality extended, John Amato, president of Clermont, declared: "We owe great thanks and gratitude to the Delmonico Company for their limitless cooperation

in the course of our development of the new type long goods dryer. Only with their reciprocal cooperation were we able to achieve the splendid final results. I think it is wonderful that we have people in the macaroni business such as those at Delmonico Foods, Inc. who will work closely with a machine manufacturer to the end that equipment is perfected and the efficiency sought by both is obtained. If this type of cooperation can be expanded throughout the industry our suppliers to the industry will be enabled to design and develop ever greater improvements in automatic equipment to the net gain of the industry itself in its operations.

"Today there are no secrets about the equipment and manufacturing operations in one plant from another. Automatic machines put a stop to secrecy. Today operations are standardized. The aim is not to have something or know something different from another manufacturer but to acquire the best machines and the most efficient performance with as much space saving as possible."

Guest List

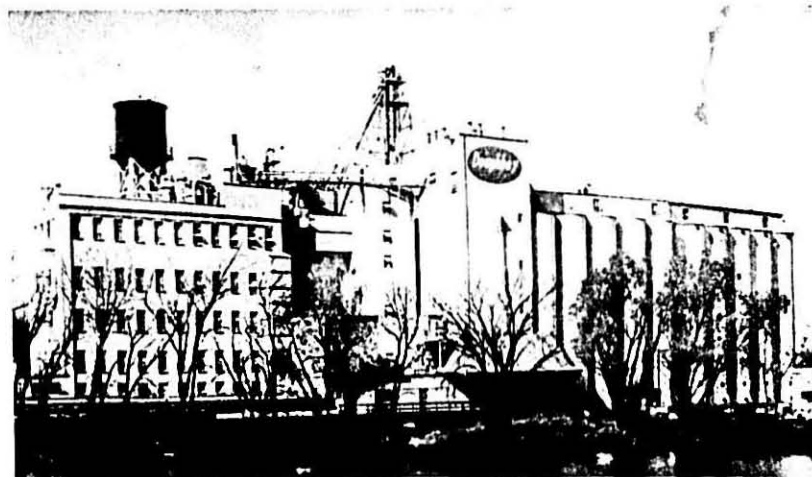
Ed, Mike and Louis Vagnino of American Beauty;
Ernest Richter and W. W. Egee of Campbell Soup;
John Linstroth of the Creamette Company;
Robert Howland of General Foods;

George Ewing of General Mills,
Paskey and Vincent DeDomenico of Golden Grain;
Arvill Davis and Peter Kolb of Goch Food Products;
Mike Volino and Stanley Wilde of Grocery Store Products;
Leo Ippolito of Ideal Macaroni Company;
Victor Bagnas of Jenny Lee, Inc.;
Ed Sardolet of Kraft Foods;
L. R. Thurston, Jr. and Mark Bolton of Megs Macaroni;
Fred Wolfe of C. F. Mueller Company;
John Laneri of O. B. Macaroni Company;
Bill Freschi of Ravarino & Freschi;
Al Robilio of Ronco;
Joseph Ricci and Victor Hechich of Toronto Macaroni;
Jim Maraco and Charles Schardong of Vimco;
Joseph Scarpaci and Sam Rapisarda of Viva;
Albert S. Weiss of Weiss Noodle Company;
Tom Sanicola, Faust Carton Corporation;
Ralph Maldari, D. Maldari & Sons;
Bob Green, Macaroni Journal.
John Amato and Frank Fumagalli described the Clermont equipment. Delmonico President Peter J. Viviano, his son Joe, plant engineer Leo Buser and plant superintendent Russell Houston led the group through the plant explaining operations.

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MILLING DIVISION

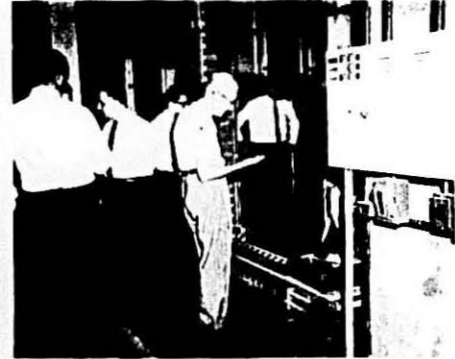
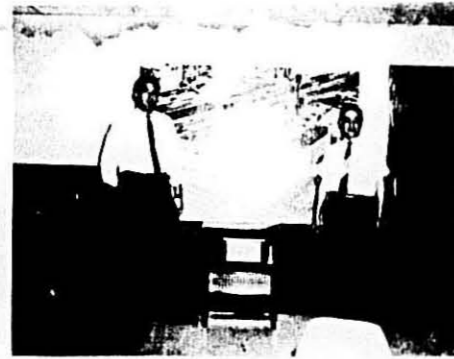
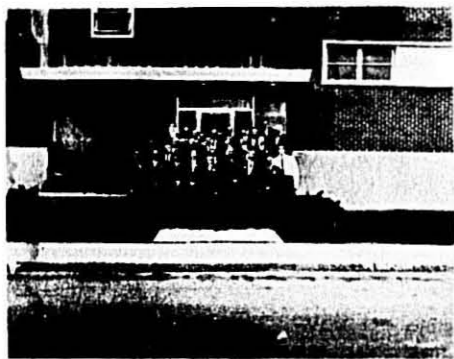


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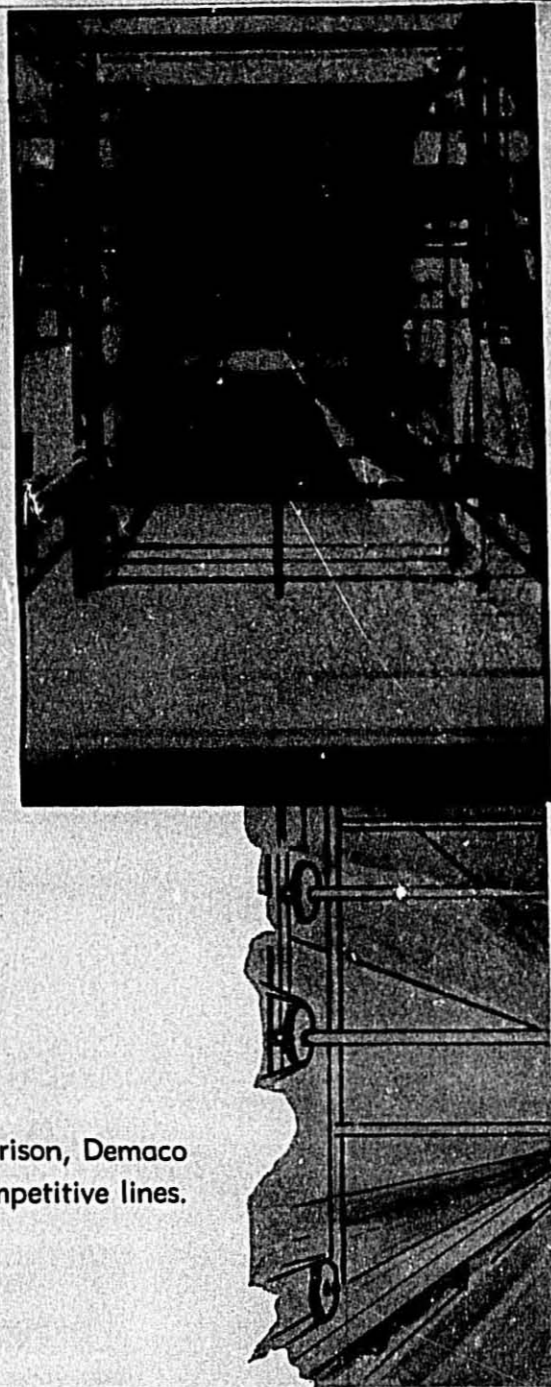
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THE MACARONI JOURNAL

1 PRODUCTION: 1500 lbs. Per Hour
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2 APPEARANCE: Product free from white spots, blemishes, checking, uniform moisture content with a smooth Golden Color.

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YOUR GROCERY DOLLAR

basket" with the earnings from 37 hours of work compared with 52 hours required in 1952.

Price Spread Defined

What does the term "price spread" mean to you? "Price spread" is an economist's term which from time to time makes newspaper headlines. Very simply, it is the difference between the prices farmers receive for raw agricultural commodities and the price consumers pay at the grocery store for the products made from them.

In other words, price spread is payment for the added values provided by the essential services necessary to bring food from farm to table. Wheat stored on a farm has no value to the farmer or the consumer. Only when it is converted into a useful form like flour, bread, or cereal and made conveniently available in a grocery store does it acquire real value to anyone. The factors which are included in price spread are as follows: cost of research, manufacturing, transportation, wholesaling, and retailing.

Changes in Spread

Available government statistics on the government's standard "market basket" of foods allow us to analyze what has happened to price spread and the farmer's "share" of the grocery dollar since 1946. Farmers actually received more total dollars from the sale of raw foods entering into this basket in 1962 than they did in 1946. This is so even though their 1962 "share" in cents of each dollar spent by consumers for the basket was lower, and the price spread "share" higher, than in 1946. In fact, because more food of higher quality is now being sold, farmers' total receipts from the sale of raw food products have increased about 35 per cent since 1946.

What has happened is that price spread—namely, the cost of the added values of the essential services to bring food from farm to table—rose from 48 cents in 1946 to 62 cents in 1962. Three factors primarily are responsible for the increase in the price spread. Higher labor costs, higher transportation costs, and higher taxes account directly for more than 70 per cent of it. If the indirect effects of these three factors are included, their share of the increase actually is even greater.

Only one major factor in price spread has declined since 1946—food manufac-

urers' and distributors' net profits. Their combined net profit rate declined from about 5 cents of the consumer's food dollar to less than 4 cents currently—offsetting to some extent the increase in other price spread factors.

Modern convenience grocery products actually transfer much of the work of meal preparation from your kitchen to the manufacturer's plant. Not too many years ago, a typical homemaker spent about five and one-half hours in meal preparation for a family of four. By using today's convenience foods and labor-saving kitchen equipment, she can accomplish it in about one and one-half hours—a saving of four hours per day.

Better Nutrition

Modern processing methods make it possible to capture and preserve nutritional values at the peak of freshness and flavor. Many processed foods today are also fortified with added vitamins for good health. A few examples are milk, bread, margarine and cereals.

There are cost savings in convenience foods, too. For example: A pound of shelled peas, frozen or canned, costs about 34 cents. Bought fresh, the same equivalent quantity costs about 78 cents. Orange juice prepared from frozen concentrate costs less than half as much as the same amount squeezed at home from fresh oranges. Devil's food cake made from a prepared mix plus one egg costs 45 cents; made from "scratch" at home, it costs 60 cents. A 14-ounce can of chicken fricassee costs about 41 cents; the same amount made from "scratch" at home costs 50 cents—more than 20 per cent more.

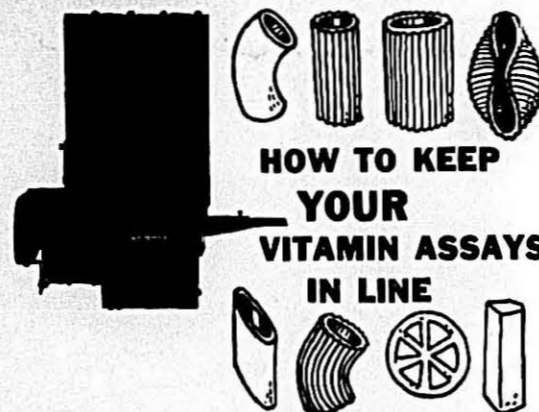
Less Waste

With modern foods, too, fewer utensils are needed and there is less waste to be thrown away. Modern packages keep the contents safe and fresher, and are more convenient for storage on kitchen shelves.

Besides all this, we can be thankful that the Food and Drug Laws, which food manufacturers support, assure that our nation's food supply is safe. We can be thankful to the food industry for the bountiful selection of nutritious foods available to consumers, and for the fact that American consumers can purchase these foods for the lowest percentage of income spent for food by any people anywhere in the world in history.

Food today is your best bargain!

THE MACARONI JOURNAL



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Start right with Wallace & Tiernan's quality controlled "N-Richment-A"®. Whether you feed it in powder or wafer form, NRA gives you uniform enrichment.

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The MACARONI JOURNAL
P. O. Box 336
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JULY, 1964

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

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

31



Ideal Macaroni Products of Bedford Heights, Ohio, has brought out the first of its redesigned folding cartons for the company's "Extra Fancy Twists" macaroni. The cartons were designed and lithographed in four colors by United States Printing and Lithograph, Division of Diamond National Corp.

Packaged Dinners

National Food Products, New Orleans, is marketing two packaged dinners, fettuccine and spaghetti, under the Luxury label. The 5 1/4-ounce fettuccine package includes raw medium noodles and a separate mixture of white and sharp cheese, butter and seasonings. Preparation suggestions include adding garlic or sausage.

The 8 1/2-ounce spaghetti dinner contains raw spaghetti and separate packets of spices and cheese. Both dinners are available in 20 States in the South and Southeast and wholesale for \$2.65 a dozen.

Prince Promotes Two New Sauces

Prince Cacciatore Sauce and Prince Cheese Spaghetti Sauce have been introduced at three parties for food trade executives and food editors in New York, Detroit and Hartford. They will be plugged by the new Prince Spaghetti Minstrels.

The minstrels are the creation of Stan Freberg, well-known master of the "soft sell," whose sense of spoof has delighted millions over the years.

Sauce Promotion

Ragu Packing Company, Rochester, New York, launched a nine-week "Barbecue With Ragu Spaghetti Sauce" promotion in May with ads scheduled in 37 newspapers in the eastern portion of the United States.

The larger ads, as well as ads in regional editions of the July Woman's Day and the August Family Circle, offer a pair of "Green Thumb" garden gloves free for three Ragu spaghetti sauce labors.

National Macaroni Week
October 15-24

New Columbia Package

A. Zerega's Sons of Fair Lawn, New Jersey, have just come out with a new "K" 140-207 Du Pont cellophane bag for their Columbia brand noodles. The bag is said to be particularly suited for noodles and macaroni because of the high durability it provides plus outstanding clarity, sparkle and printability. Cooking directions, recipes and a premium offer are printed on the back side.

Lists Help

Shoppers armed with grocery lists buy more than those without, an Agriculture Department survey shows. Of 1,292 customers in supermarkets in New York, Ohio and Nebraska, only 35 per cent used shopping lists, but they bought an average of 20 items worth \$12.71; those without lists bought

17 items worth \$10.67. Reason: Having a list usually means visiting more store departments, with more exposure to impulse-buying temptations.

Bay leaves are the spice of the month.

Cartons Carry Continuity

Folding cartons and lids with foil pans stressing family identity are now being used by Diamond Ravioli Company of Laurelton, Long Island, New York for its line of frozen Italian specialty foods.

Using packaging designed and produced by Rossotti Lithograph Corporation of North Bergen, New Jersey, the line includes ravioli with cheese, ravioli with meat, jumbo shells, pizza squares, lasagna and round pizza.

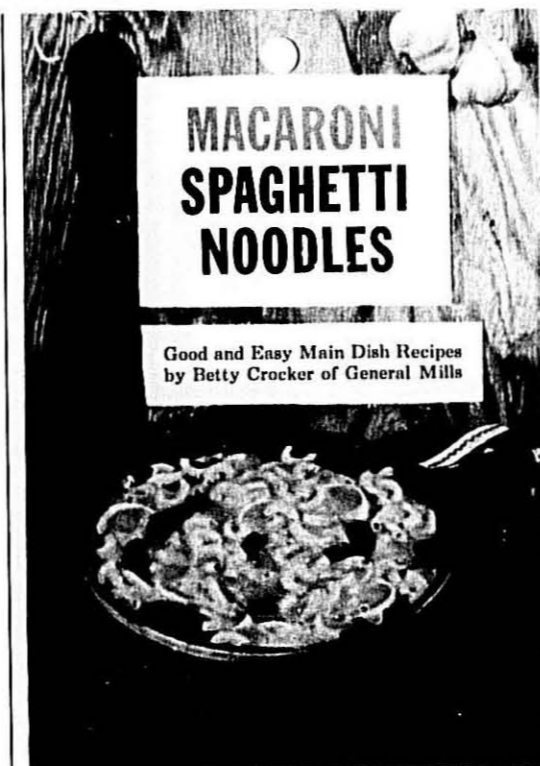
"Diamond's old packaging," said Paul Ferla, vice president, and Joseph DeSantis, executive sales manager, "lacked a feeling of family relationship and did not carry over corporate identity from one product to another. We found this to be a merchandising defect." Rossotti's creative and marketing team recommended the stabilization of the design around the trademark and established logotype. Then they simplified the design elements by highlighting the full color representation of the product in use to show it almost in life size. Thus, the consumer obtained a preview of what she would be serving.

Rossotti submitted the designs to tachistoscope tests to determine the effectiveness of the new corporate identity as opposed to the old and to competing items. The test results indicated superior identification, better visual communication and higher package retention and recall.



THE MACARONI JOURNAL

a General Mills sales stimulator:



something to noodle over

More than one million of these colorful unique folders produced by General Mills have already been distributed by the Macaroni Industry. This collection of plain and fancy menu entrees from the famous Betty Crocker Kitchens includes helpful tips for the preparation of Macaroni Foods. It's been a real "housewife-pleaser" in thousands of American homes.

General Mills again offers this prime sales booster. The convenient size meets your merchandising requirements and lends itself to easy filing for the housewife. And, the folder is center-punched for use of grocers' shelf hangers and it will fit standard size grocery shelf racks.

You get these outstanding recipe folders at less than cost—approximately 1¢ each—and your brand name and company address can be imprinted for only 1/2¢ apiece extra in minimum quantities of 5,000.

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Macaroni foods are a primary source of the protein you need for body growth and repair. Most macaroni products are enriched with vitamins and minerals, and macaroni itself is relatively low in calories. With macaroni products you get good eating and good nutrition, too.

in saucepan. Blend in flour, seasonings. Cook over low heat until smooth and bubbly. Remove from heat. Stir in milk. Bring to boil; boil 1 minute, stirring constantly. Remove from heat. Sprinkle lemon juice over salmon. Add cooked noodles, toasted almonds, white sauce and toss lightly. Turn into 8 individual shells or buttered baking dishes. Top each with crushed Wheaties. Bake 10 to 15 minutes. 8 servings.

Note: This may be baked in a 1-qt. baking dish 20 minutes. 4 family-size servings.

NOODLES WITH BROWNED CRUMBS

Heat ¼ cup butter in heavy skillet. Add 1¼ cups fine dry bread crumbs and leave over low heat, stirring frequently, until lightly browned. Add hot drained cooked noodles (7 or 8 oz. uncooked), gently mixing crumbs through noodles. Heap on hot platter. Sprinkle with minced parsley. Serve piping hot with pot roast and gravy, wieners and sauerkraut, or baked pork chops and gravy, etc. 8 to 10 servings.

Page 3

accompanied with a fruit salad. 6 to 8 servings.

POPPY SEED NOODLES

1½ tsp. butter
¾ cup blanched almonds, noodles cut up (if desired)
¼ cup butter
1 tbsp. poppy seeds

Cook noodles as directed on page 1. Melt butter in heavy skillet. Add almonds and stir over low heat until lightly browned. Add butter, noodles, poppy seeds and stir gently until heated through. Arrange around edge of serving plate and pour sea food or meat in gravy in center. Garnish with parsley bouquets. 6 to 8 servings.

PARSLEY BUTTER

Melt ¼ lb. butter; add 1 clove garlic, minced or squeezed through garlic press. Toss in 1 bunch parsley, minced.

Try it for a change on hot drained cooked spaghetti or noodles (7 or 8 oz. uncooked) with grated Parmesan cheese on the side.

General Mills sales stimulator:

Something to noodle over

of these colorful unique folders produced by General Mills have already been distributed by This collection of plain and fancy menu entrees from the famous Betty Crocker Kitchens for the preparation of Macaroni Foods. It's been a real "housewife-pleaser" in thousands of

ers this prime sales booster. The convenient size meets your merchandising requirements filling for the housewife. And, the folder is center-punched for use of grocers' shelf hangers size grocery shelf racks.

ing recipe folders at less than cost—approximately 1¢ each—and your brand name and com- printed for only ½¢ apiece extra in minimum quantities of 5,000.

or Macaroni, Spaghetti, Noodle recipe folder, see your General Mills Durum representative



GENERAL MILLS

DURUM SALES
MINNEAPOLIS 26, MINNESOTA

NOODLE Recipes

HAMBURGER STROGANOFF

1/2 cup minced onion
1 clove garlic, minced*
1/4 cup butter
1 lb. ground beef
2 tsp. flour
2 tsp. salt
1/4 tsp. pepper
1 lb. fresh mushrooms, or
8-oz. can mushrooms, or
sliced
10 1/2-oz. can cream
of chicken soup,
undiluted
1 cup sour cream
2 tsp. minced
parsley
7 or 8-oz. pkg.
uncooked small,
medium, or Kashi
noodles**

Sauté onion and garlic in butter over medium heat. Add meat and brown. Add flour, salt, pepper, mushrooms. Cook 5 minutes. Add soup, simmer uncovered 10 minutes. Stir in sour cream. Heat through. Sprinkle with parsley. Cook noodles as directed on page 1. Serve Hamburger Stroganoff over plain or Poppy Seed Noodles (recipe at right). 4 to 6 servings.

*For quicker preparation use 1 tsp. garlic salt and 1 tsp. salt in place of fresh garlic.

**See pkg. directions for cooking Kashi noodles.

SCALLOPED SALMON, ALMONDS, AND NOODLES

Simple enough for a family meal, yet special enough for company.

4-oz. pkg. uncooked small noodles
1 tsp. butter
1 tsp. flour
1/4 tsp. salt
1 cup milk
7-oz. can red sockeye salmon, flaked
1 to 2 tsp. lemon juice (juice from 1/2 lemon)
1/2 cup cut-up almonds, toasted crushed
Wheaties, buttered bread crumbs, or buttered cracker crumbs

Heat oven to 350° (moderate). Cook noodles as directed on page 1. Make sauce by melting butter in saucepan. Blend in flour, seasonings. Cook over low heat until smooth and bubbly. Remove from heat. Stir in milk. Bring to boil, boil 2 minutes, stirring constantly. Remove from heat. Sprinkle lemon juice over salmon. Add cooked noodles, toasted almonds, white sauce and toss lightly. Turn into 8 individual shells or buttered baking dishes. Top each with crushed Wheaties. Bake 10 to 15 minutes. 8 servings.

Note: This may be baked in a 1-qt. baking dish 20 minutes. 4 family-size servings.

NOODLES WITH BROWNED CRUMBS

Heat 1/4 cup butter in heavy skillet. Add 1 1/2 cups fine dry bread crumbs and leave over low heat, stirring frequently, until lightly browned. Add hot drained cooked noodles (7 or 8 oz. uncooked), gently mixing crumbs through noodles. Heap on hot platter. Sprinkle with minced parsley. Serve piping hot with pot roast and gravy, wieners and sauerkraut, or baked pork chops and gravy, etc. 8 to 10 servings.

Page 3



NOODLES, COTTAGE CHEESE RING

Well seasoned buttered noodles, topped with crisp toasted bread crumbs. Encrusted in a ring of seasoned cottage cheese.

two 12-oz. pkg. large medium noodles
2 tsp. cottage cheese
1/2 cup finely cut chives
1/4 tsp. salt
1/4 tsp. pepper
4 slices bread, flaky
6 to 8 tbsp. butter, melted
7 or 8-oz. pkg. uncooked medium noodles
1/2 cup butter, melted
1 tsp. salt
1/4 tsp. pepper
2 tsp. minced fresh dill
or 1 tsp. dried dill

Whip cottage cheese with fork until fluffy. Add chives, 1/4 tsp. salt, 1/4 tsp. pepper; blend. Chill thoroughly. Toast bread crumbs with 6 to 8 tbsp. melted butter. Spread on baking sheet and brown crumbs in a moderate oven (350°) 10 to 12 minutes.

Cook noodles as directed on page 1. Combine 1/2 cup butter, 1 tsp. salt, 1/4 tsp. pepper, dill. Toss immediately with hot noodles. Heap piping hot buttered noodles on hot serving plate. Sprinkle butter crumbs over top and make a wreath around outside of noodles with the seasoned chilled cottage cheese. Serve immediately. This may be accompanied with a fruit salad. 6 to 8 servings.

POPPY SEED NOODLES

1 1/2 tsp. butter
1/2 cup blended almonds, cut up (if desired)
1/4 cup butter
7 or 8 oz. pkg. uncooked noodles
1 tsp. poppy seeds

Cook noodles as directed on page 1. Melt butter in heavy skillet. Add almonds and stir over low heat until lightly browned. Add butter, noodles, poppy seeds and stir gently until heated through. Arrange around edge of serving plate and pour sea food or meat in gravy in center. Garnish with parsley bouquets. 6 to 8 servings.

PARSLEY BUTTER

Melt 1/4 lb. butter; add 1 clove garlic, minced or squeezed through garlic press. Toss in 1 bunch parsley, minced.

Try it for a change on hot drained cooked spaghetti or noodles (7 or 8 oz. uncooked) with grated Parmesan cheese on the side.

eral Mills sales stimulator:

Something to noodle over

Of these colorful unique folders produced by General Mills have already been distributed by This collection of plain and fancy menu entrees from the famous Betty Crocker Kitchens in the preparation of Macaroni Foods. It's been a real "housewife-pleaser" in thousands of

years this prime sales booster. The convenient size meets your merchandising requirements for filling for the housewife. And, the folder is center-punched for use of grocers' shelf hangers and grocery shelf racks.

Each recipe folder at less than cost—approximately 1¢ each—and your brand name and company printed for only 1/2¢ apiece extra in minimum quantities of 5,000.

For Macaroni, Spaghetti, Noodle recipe folder, see your General Mills Durum representative



GENERAL MILLS

DURUM SALES
MINNEAPOLIS 26, MINNESOTA

HOW TO COOK MACARONI, SPAGHETTI, AND NOODLES

- Using 7 or 8-oz. pkg. macaroni, spaghetti, or noodles (about 2 cups), follow manufacturers' directions or drop gradually into 3 quarts boiling salted water (1 tsp. salt). For larger amounts, increase water and salt proportionately.
- Cook uncovered at fast boil; stir occasionally to prevent sticking. Cook until tender but still firm (see time on pkg.). Test by cutting piece with fork against kettle. When done, strand cuts easily.
- Drain. If macaroni is to be used in hot dishes, dot with butter; serve immediately. If used for salad rinse with running cold water.

EASY COOKING METHOD FOR MACARONI, SPAGHETTI, AND NOODLES

Less water means a smaller kettle, less watching, avoids danger of overcooking—assures perfect results.

- Using 7 or 8-oz. pkg. macaroni, spaghetti, or noodles (about 2 cups), follow manufacturers' directions or drop into 6 cups rapidly boiling salted water (4 tsp. salt). Bring back to rapid boil. Cook, stirring constantly 3 minutes.*
- Cover with tight-fitting lid, remove from heat, and let stand 10 minutes.
- Drain. If used in hot dishes, rinse with hot water, dot with butter, serve immediately. If used for salad, rinse with running cold water.

*For thicker walled products, such as Lasagne or Kluski noodles, etc., use conventional cooking method. Follow manufacturers' directions.

TIPS

- If spaghetti is left whole, place one end in boiling water and, as they soften, gradually coil them around kettle until fully submerged.
- Spaghetti and macaroni are at their best when slightly chewy—do not overcook.
- For hot casserole dishes, undercook macaroni slightly since macaroni is cooked more while baking.
- Macaroni and spaghetti double in volume when cooked; noodles remain the same.
- Macaroni, spaghetti, or noodles are best when cooked just before serving.

MACARONI Recipes

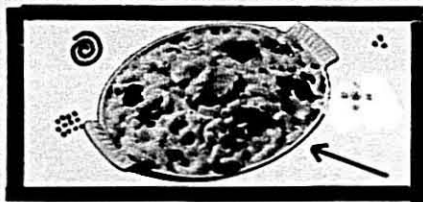
OLD-FASHIONED MACARONI AND CHEESE

- | | |
|---|---------------|
| 7 or 8-oz. pkg. uncooked elbow macaroni (2 cups) | 1 tsp. salt |
| 2 cups cut-up sharp processed cheese (½" cubes) (½ lb.) | ¼ tsp. pepper |
| | 2 cups milk |
| | paprika |

Heat oven to 350° (moderate). Cook macaroni as directed above. Place cooked macaroni, cheese, salt, and pepper in alternate layers in buttered oblong baking dish, 11½ x 7½ x 1½", ending with layer of cheese on top. Pour milk over all. Dot with butter. Sprinkle with paprika. Bake 35 to 45 minutes, until golden brown on top. Serve hot from baking dish garnished, if desired, with parsley sprigs, pimiento strips, pepper rings, etc. 6 servings.

With Tomatoes and Tomato Sauce: Follow recipe above—except use 8-oz. can tomato sauce and no. 2 can well seasoned cooked tomatoes (cut up) in place of the two cups milk. Add the tomato sauce and canned tomatoes to top layer of macaroni; top with remaining cheese.

Page 1



CHICKEN-MACARONI
EN CASSEROLE

- | | |
|---|---|
| 3 cups cooked elbow macaroni (1½ cups uncooked) | 1 cup sliced canned mushrooms |
| 2 cups grated American Cheddar cheese | ¼ cup chopped pimiento |
| 1½ cups cooked cut-up chicken or 12-oz. can | 1 can cream of chicken soup plus enough milk to make 2 cups |

Heat oven to 350° (moderate). Mix all ingredients together. Pour into buttered 2-qt. baking dish. Bake 60 minutes. 6 to 8 servings.

COMPLETE DINNER SALAD

An inspiration for hot summer days . . . delicious and satisfying any time of year.

- | | |
|--|------------------------|
| 2 cups cooked and cooled elbow macaroni (1 cup uncooked) | 1 tbsp. grated onion |
| 1 cup diced cucumber | 1 tbsp. minced parsley |
| *1½ cups cubed, leftover cooked meat (chicken, veal, etc.) | ¾ cup mayonnaise |
| | ½ tsp. salt |
| | ¼ tsp. pepper |

Combine all ingredients; toss together until blended. Serve on lettuce. Garnish with additional chopped parsley and paprika, if desired. 4 to 6 servings.

Note: Salad may be served immediately or chilled. *8-oz. can salmon, flaked may be used in place of cooked meat.

CHIPPED BEEF CASSEROLE

This is really different! You do it ahead and relax at dinner time. There's a bonus, too . . . extra nutrition for the family.

- | | |
|---|--|
| 10½-oz. can condensed cream of mushroom soup | 1 cup uncooked elbow macaroni |
| 1 cup milk | ¼ lb. dried beef, cut in bite-size pieces (if dried beef is overly salty, pour boiling water over it and drain well) |
| 1 cup processed American Cheddar cheese, cut finely (about ¼ lb.) | 2 hard-cooked eggs, sliced |
| 3 tbsp. finely chopped onion | |

Stir soup to make a creamy consistency. Add milk, cheese, onion, uncooked macaroni, and dried beef. Fold in eggs. Turn into buttered 1½-qt. baking dish. Store covered in refrigerator at least 3 to 4 hours or overnight. Heat oven to 350° (moderate). Bake 1 hour uncovered. 4 to 6 servings.

SPAGHETTI Recipes

ITALIAN SPAGHETTI WITH MEAT BALLS

- | | |
|------------------------------|-------------------------------|
| ¾ lb. ground beef | 1 clove garlic, cut fine |
| ¼ lb. ground pork | ½ cup milk |
| 1 cup fine dry bread crumbs | 2 eggs, beaten |
| ½ cup grated Parmesan cheese | 1½ tsp. salt |
| 1 tbsp. minced parsley | ½ tsp. pepper |
| | 7 or 8 oz. uncooked spaghetti |

Mix all ingredients except spaghetti lightly and shape into 1" balls. Brown meat balls on all sides in hot fat. Pour off fat as it collects. Add meat balls to sauce 20 minutes before sauce is done. Cook spaghetti as directed on page 1. Drain. Serve on warm platter topped with Tomato Sauce (below) and meat balls. Serve with grated Parmesan cheese. 4 to 6 servings.

TOMATO SAUCE

- | | |
|---|----------------------------|
| ½ cup chopped onion | 6-oz. can tomato paste |
| 1 clove garlic, minced | 1 tsp. basil |
| 3 tbsp. olive oil | 2 tbsp. minced parsley |
| two no. 2 cans tomatoes, rubbed through sieve | 2 tsp. salt |
| 8-oz. can tomato sauce | ¼ tsp. pepper |
| | 1 cup water (if necessary) |

Sauté onion and garlic until yellow in olive oil. Add rest of ingredients. Simmer over low heat 1 hour.

QUICK SAUCES

For unexpected company or quick family meals why not try some of the commercial sauces with your hot buttered macaroni, spaghetti, or noodles? Examples: meat and gravy, meat balls and gravy, chicken fricassee, chicken à la king, spaghetti sauces.

QUICK ITALIAN SPAGHETTI

- | | |
|--------------------------------|--|
| 1 small onion, chopped | 8 or 10-oz. can mushroom spaghetti sauce |
| 1 tbsp. hot fat | 7 or 8 oz. uncooked spaghetti |
| ½ lb. ground beef | |
| 8-oz. can tomato sauce (1 cup) | |

Sauté chopped onion in hot fat. Add ground beef and brown. Stir in tomato sauce, mushroom sauce, and onion. Bring to boil; reduce heat, simmer 5 minutes. Remove from heat. Cook spaghetti as directed on page 1. Drain. Pour the hot sauce over cooked spaghetti on hot platter. Sprinkle with grated sharp American or Parmesan cheese. Serve immediately. 4 generous servings.

HOLIDAY SPAGHETTI



- | | |
|---------------------------|--|
| 1 cup minced onion | 1 tsp. sugar |
| ¾ cup minced green pepper | 3½ cups cooked tomatoes, cut up (no. 2½ can) |
| 1 cup sliced mushrooms | 7 or 8 oz. uncooked spaghetti |
| 3 tbsp. hot drippings | |
| 1 lb. ground beef | |
| 2 tsp. salt | |

Heat oven to 350° (moderate). On top of range sauté onion, green pepper, mushrooms in hot drippings until onions are yellow. Add ground beef and cook until browned. Cook spaghetti as directed on page 1. Drain. Add rest of ingredients and heat. Pour into well greased 2-qt. baking dish. Sprinkle with grated sharp cheese. Bake 30 minutes. Serve hot, garnished with crisp bacon and parsley sprigs. 8 servings.

Page 2

imulator:



GENERAL MILLS AND THE MACARONI INDUSTRY partners in progress

General Mills has continually worked with the Macaroni Industry in cooperative programs aimed at increasing consumer macaroni food usage. These objectives have been achieved in several ways:

1. The internationally famous Betty Crocker Kitchens have developed many new recipes for macaroni foods—spaghetti, macaroni and noodles. Many housewives participate in the Betty Crocker taste-testing programs, and in this way, have helped make available an ever increasing variety of macaroni recipes to American families.

2. Ever since 1928, consumer interest in macaroni products has been stimulated in many ways. General Mills has furnished scores of Betty Crocker recipes to nationwide newspapers. Special radio broadcasts by Betty Crocker have been devoted to macaroni, spaghetti and noodles.

General Mills has published five recipe folders for use by the Macaroni industry. Many millions of these are now in consumer cookbooks and recipe files all over the country.

The folders are:

- 10 Main Dish Recipes for Spaghetti, Macaroni and Noodles
- Macaroni-Spaghetti and Noodles—Good and Easy Macaroni Dish Recipes

- Macaroni-Spaghetti-Handbook-Templing Main Dish Recipes
- Six Macaroni Recipes Typical of Geographical Areas—Macaroni U.S.A.
- Sauces/Quick and Easy—8 delicious cuisine sauces for macaroni foods

Seven pages of the Betty Crocker Picture Cookbook are devoted exclusively to macaroni food recipes. Estimated distribution for all these Cookbooks is nearly 13 million.

3. General Mills works closely with the Macaroni Institute, the Durum Wheat Institute, Crop Quality Council and other groups to support the many promotions designed to broaden the markets for Macaroni foods.

4. To help provide the finest semolina and durum flours, General Mills annually conducts a Durum Wheat Survey of each new crop. We work closely with grain buyers and technicians to develop Durum Semolina and Durum Flours of highest quality for the macaroni industry.

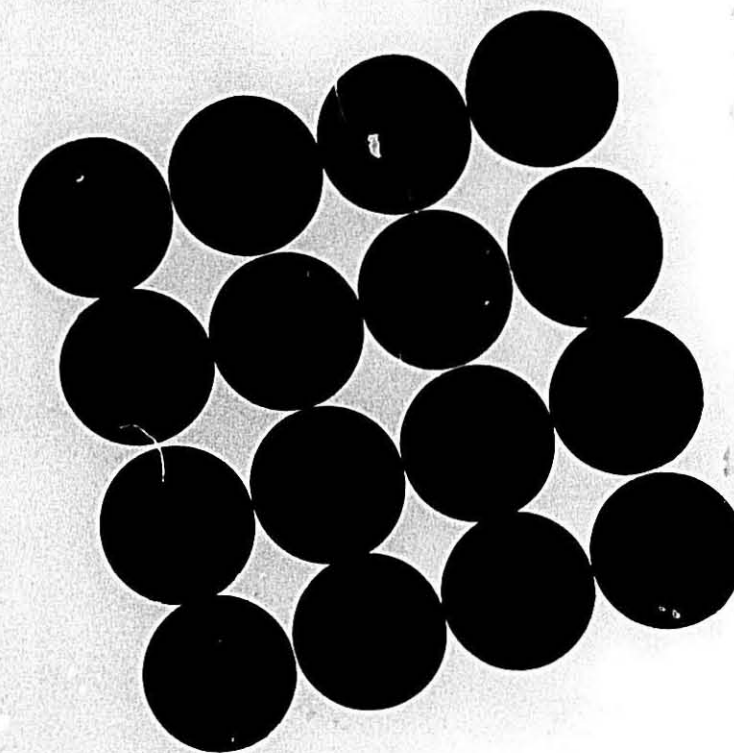
General Mills, together with its PARTNER IN PROGRESS, the macaroni industry continues such activities as these to generally broaden the market for the most versatile of foods: macaroni products.

Ask your Durum Sales representative for further information, or write:



GENERAL MILLS
DURUM SALES
MINNEAPOLIS 26 MINNESOTA

Braibanti



gomi 63

MACARONI MANUFACTURERS
TO COMPLETE YOUR WORKING
CYCLE AND THE RANGE
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U.S. & Canadian Representatives: Lakem Corporation, 201 East 42nd Street, New York 17, N.Y.

Perfection Packs on Hayssen

SELL a manufacturer a packaging machine which triples his output, is nearly trouble-free, and can handle his entire line of products; then chances are you'll soon sell him another one. This is the situation at the Perfection Macaroni Company of Fresno, California, where the owners are mighty happy with a pouch packaging machine called the Hayssen Expand-O-Matic.

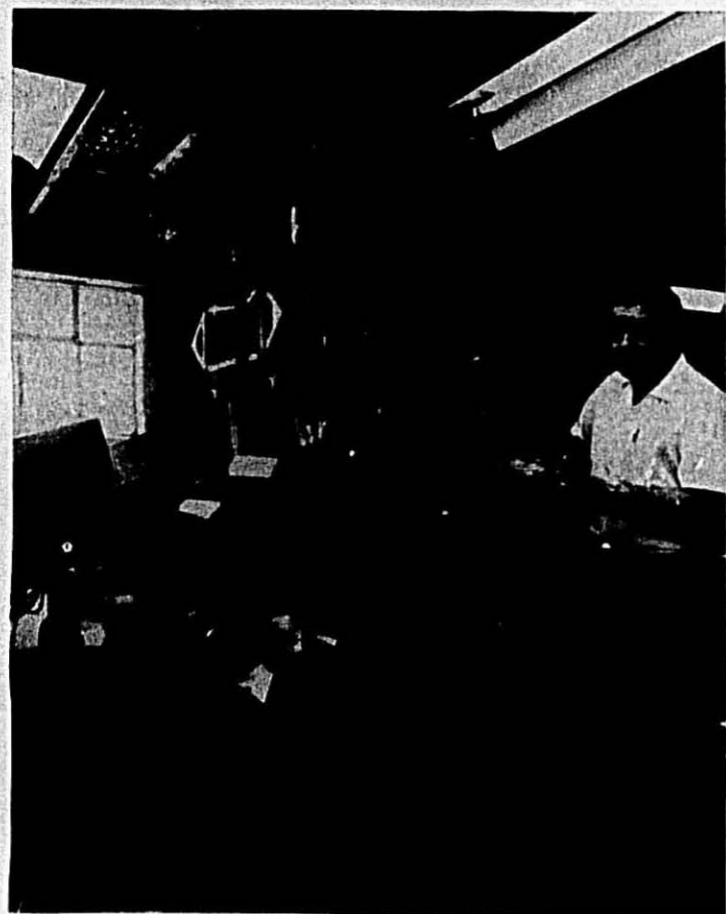
"We are considering purchase of another Expand-O-Matic," says Bob Borrelli, vice-president of the family-owned firm. "We have had this machine for a year now and it has performed perfectly. There have been no breakdowns, and other than normal lubrication, maintenance has been nearly zero," he added.

Borrelli explained that when the firm decided to replace its old hand-operated machinery at Fresno, another automatic packaging machine was tested in the company's second plant at Oakland. "It looked alright, but we found the Hayssen setup less expensive and far more flexible. This flexibility," he added, "is important to a manufacturer in our field, and particularly advantageous to the small manufacturer who can package two different weight packages simultaneously. By packaging our full line of egg noodles, and other macaroni products on one machine, we save over \$10,000 each year." Borrelli figures his machine does the work of three persons. Reassigned to other jobs there, these workers eliminated the labor factor in the per unit packaging cost.

Tripled Output

Borrelli says the machine has tripled his packaging output, and solved a long standing problem of the slow packaging speeds for egg noodles and other "hard-to-handle" products. The unit operating in the Perfection plant packages 45 eight-ounce packages of egg noodles per minute, 38 twelve-ounce packages in the same time. Free-flowing products, such as elbow and salad macaroni, are packaged at a rate of 55 one-pound packages per minute, 55 twenty-four ounce packages, and 49 two-pound units a minute.

While all 50 products are weighed by a Hayssen scale feed system mounted on top of the machine, a special pin-belt conveyor system is used to carry noodles and other hard-to-handle products to the scales. As Borrelli explains it, "Noodles tend to bridge together making them difficult to weigh accurately." This special feed solves the problem by having a separate pin belt conveyor and a separate series of pans feeding each of the four weighing heads



Bob Borrelli shows off machine that handles all of his packaging.

on the scale system. "The conveyors run uphill to string out and separate the noodles," he explained. In addition, overhead rakes breakup and stop large clumps from reaching the scales.

The other free-flowing "cut" macaroni products are fed directly into the scale pans from an overhead storage bin.

Accuracy Good

Borrelli says that the Hayssen feed prevents underweight packages from reaching the market because the scales will not dump if they are not filled with the proper amount of material. He said, "You're sure that all the product goes down the tube for packaging because an air plunger releases any product that might stick together without breaking it."

Once the product is weighed it is dumped into the forming-tubes. Roll-

fed polyethylene film passes over forming "shoulders" and down the tube into position to receive the product. The back is sealed by a "platen," and the top and bottom seals are made in "jaws." "The Hayssen machine seals the poly-type film right at the end with no wasted film after the seal," remarked Borrelli. While he uses poly film exclusively, the Expand-O-Matic has an interchangeable sealing system which easily switches to handle cellophane. Borrelli previously used cellophane with his old machinery, but found more economy in the poly film.

Borrelli finds his entire line of products now have a more uniform appearance. "Before we obtained this machine, some of our packages were long, others short and fat," he said. "But now we can package the full line in similar shapes, and this is quite important for

store display." The machine can fill and package noodle products as tightly as the operator desires, but at Perfection, packages are kept rather loose; so more products will fit onto store shelves.

"We have nearly doubled our shelf life for the whole line, and find this new style pouch-package well accepted by grocers and housewives. And the sealing process couldn't be better," Borrelli added. "We have had absolutely no leakage and only a handful of returned packages in the whole year," he said. "Breakage of these fragile products has always been a big problem, but this machine has completely eliminated breakage. In fact, until the Expand-O-Matic came along, there was never a good egg noodle packaging machine on the market," stressed Borrelli.

Easy to Use

Borrelli said his employees found the new Hayssen surprisingly simple to operate and that adjustments for registration of poly film and weight settings handled with ease. Package-size changeover requires only about 5 minutes for tube switching. Calibration is excellent and the machine does not require constant attention. There is no exposed danger since moving parts are safety-protected. "We set the unit; then practically forget it," declares Borrelli.

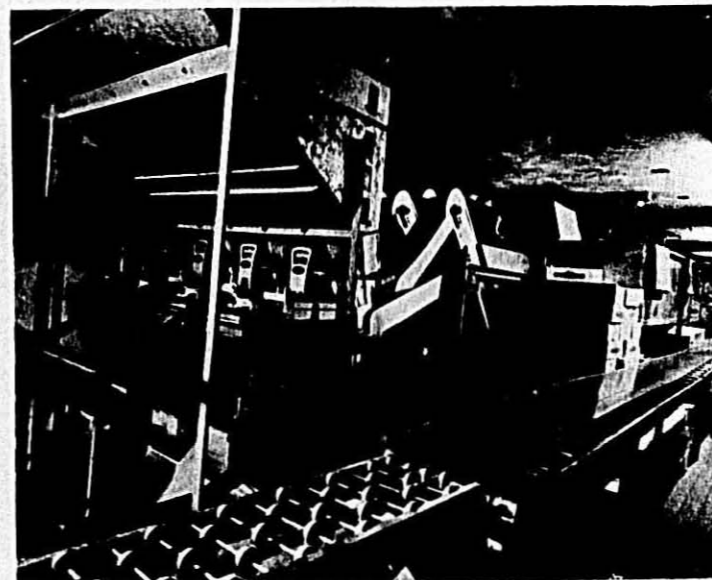
The Perfection Macaroni Company was formed in 1920 by Alfonso Borrelli. They make about 50 products, ranging from bow-tie to lasagne, and are one of the few companies which manufacture a complete line of macaroni, spaghetti and noodles. The firm, which started with nine employees, now has 65 fulltime workers at the original Fresno plant. Production here supplies the San Joaquin Valley area. Another plant in Oakland furnishes macaroni products for Northern California.

Doughboy Expands to Turkeys

Doughboy Industries, Inc. of New Richmond, Wisconsin, has announced the purchase of the production facilities and assets of Faribo Turkeys, Inc., a Minnesota cooperative with annual sales of \$20,000,000.

The co-op, which has been in existence since 1947, has turkey processing plants in Faribault and Madelia, Minnesota; hatcheries in Rochester, Minnesota and New Haven, Iowa, and several turkey breeding farms in the Rochester area.

The acquisition, biggest of its kind in the history of the turkey industry, involved a purchase price "in excess of \$4,000,000," Edwin J. Cashman, president of Doughboy Industries, said. Doughboy manufactures a diversified line of products.



Noodles are fed into the hopper on the right while free flowing products are delivered directly to the scales through a chute from a supply hopper on the floor above.

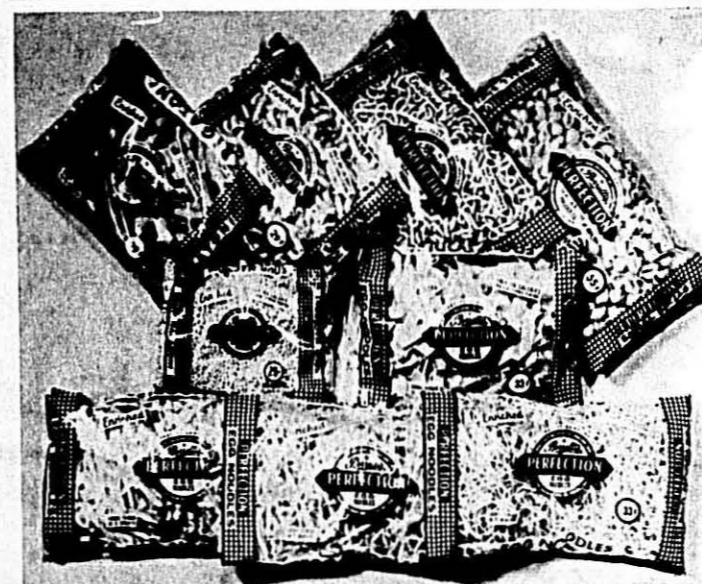
Triangle Teams Up With Hesser

Triangle Package Machinery Company, Chicago, announced it has licensed Fr. Hesser of West Germany to manufacture its single and twin tube bag machines.

In making the announcement, Walter P. Muskat, vice president-sales, said

that Fr. Hesser will manufacture Triangle's newly improved bag machines for sale outside of continental North America.

Fr. Hesser, recognized as one of the world's largest manufacturer of packaging machinery, is located at Nauheimer Strasse 99, 7000 Stuttgart-Bad, Cannstatt, Germany.



The Perfection line has uniform and neat appearance.

from **5000** to
50,000
lbs. per day



a complete line of continuous
and automatic equipment to
meet every capacity
requirement for the production
of long, short and coiled goods.

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SOLE AGENTS IN THE U.S.A. AND CANADA
LEHARA CORPN., 60 EAST 42 ST., NEW YORK 17, N.Y. (TEL. NO. MU 2 6407).

JULY, 1964

WAY BACK WHEN

40 Years Ago

• "In union there is strength." Enthusiasm was engendered at the annual convention held at Niagara Falls. President Henry Mueller logically reasoned that a strong trade association would present a better image to the Government and allied trades and a higher standing in business generally.

• Among the resolutions adopted at the meeting were condemnation of the use of artificial coloring in macaroni products, especially noodles; Uniformity in food laws was called for to serve justice in inter-state and intra-state commerce; Members were urged to report all promotion schemes to the Association, so they could be reported objectively.

• The feasibility of macaroni clubs around the country was to be considered for periodic meetings of local or district manufacturers to discuss local matters.

30 Years Ago

• Louis S. Vagnino of the American Beauty Macaroni Company in St. Louis was elected president of the Association.

• The conference in Chicago was well attended to consider the many problems under the Macaroni Code.

• The durum millers announced that only two grades of semolina would be milled for macaroni: a standard grade of high quality, and a fancy grade for exceptionally high quality.

• Sales below cost were condemned by George Carlson, NRA deputy. He said: "Any efficient member of your industry knows his costs of production and selling expense. If any member does not know his costs, it is time for a good housecleaning."

• B. R. Jacobs, Washington representative, reported agreement from all manufacturers to eliminate the production of sub-standard macaroni products and to tighten labeling standards.

Successful

Why? The Ladies Program held in conjunction with the 28th Annual Meeting of the Wisconsin Electric Cooperative.

Why? Because of surprise packages prepared by the home economics department. Mrs. Marian Swoboda writes her thanks to the National Macaroni Institute for their participation. She says: "Your recipe folders 'Macaroni Makes Your Party Menu' were a real hit."

20 Years Ago

• The macaroni industry food advisory committee met with officials of the War Food Administration just prior to the industry convention. They were told that supplies of durum were sufficient to take care of all expected needs; cheese was expected to be in greater supply, but the supply of corrugated containers was critical and no immediate relief expected.

• President C. W. Wolfe, re-elected for a third term, stated: "We should be a marching-forward industry, with our heads up, a sure step with spring and bounce in it."

• Slack filled packages were under scrutiny, and Director of Research B. R. Jacobs warned manufacturers to watch their step.

• At the convention at the New Yorker, Mrs. Virg Binns Clarahan, publicist, gave seven ingredients common to all successful publicity programs on food products: (1) sound research; (2) home economics; (3) a start with the right people; (4) an intelligent approach to thought leaders; (5) good press relations; (6) good industry relations; (7) a long-term plan.

10 Years Ago

• A Hoskins Plant Operations Forum was held at Northwestern University in Chicago in April and at the St. Francis Hotel in San Francisco in May. Subjects covered included plant morale and management techniques, getting along with unions, bulk flour handling matters, and building sanitary equipment.

• In San Francisco, an Association dinner meeting was preceded by a reception held by General Mills.

• The Devils Lake, North Dakota, Chamber of Commerce sponsored a Macaroni Festival June 9 and 10. The National Macaroni Institute sent William Gosy, head chef at the world famous Sherman Hotel, to prepare spaghetti for the affair.

Free Film News

The Scholastic edition of Free Film News has been mailed to over 45,000 high schools by Sterling Movies U.S.A. In it "Durum, Standard of Quality" is offered as a 30 minute film in color. Rated "superior" by the educational consultant of New York City Department of Education, this film shows the breeding, planting, harvesting and processing of Amber Durum Wheat.

More than 365,000 students have seen the film, plus 4.5 million televiewers.

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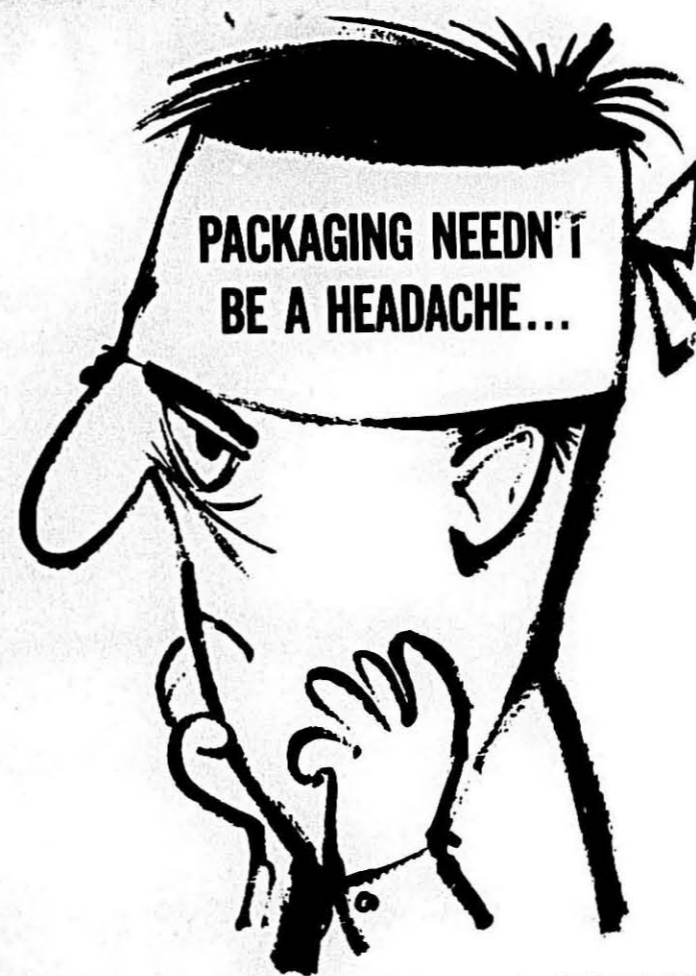
Swiss Convention

The Swiss Macaroni Manufacturers Association, Verband Schweizerischer Teigwarenfabrikanten, met in convention in early May in the California of Switzerland at Motel Losone, Lake Maggiore. Greetings to their American counterparts were sent by the Chairman, members, and Executive Secretary.



Conrad Lundell, standing, left, New England sales manager of Prince Macaroni Manufacturing Company, is shown as he presented a scroll to Mayor Francis J. Mahoney of Manchester, Conn., designating him "Honorary Mayor of Prince Spaghettilville, U.S.A." Occasion was a Manchester Chamber of Commerce dinner which marked the beginning of a three-day "Saluti Italia" celebration in the city. Robert Brock, the Chamber's executive vice president, is on the right. Food stores featured red, white and green decorations—and lots of spaghetti.

THE MACARONI JOURNAL



Not when you deal with packaging people who have already solved most of the problems that plague today's macaroni manufacturer. Whether you need new package designs that spark sales on supermarket shelves... delivery schedules that defy the clock and geography... or help in uprating the speed and efficiency of your packaging line... ask us to help. Chances are we've already relieved the headache that's bothering you for somebody else.



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Portrait of an Ultimate Consumer!

Here's a picture of an "expert" about to test a macaroni product. He's the fellow you want to please, for he is typical of the thousands of consumers who are the final judges of your product's appeal and acceptance. To win his approval, you start with the finest ingredients and exercise the utmost care in manufacturing to insure a product of which you can be proud.

Likewise, we're proud of the ingredients we supply you and take every care to see that they're the finest milled. Our success, like yours, is meas-

ured by the degree of customer satisfaction your macaroni products deliver.

Let International Quality Durum Products help you please your customers.



International
MILLING COMPANY INC.

DURUM DIVISION

General Offices: Minneapolis, Minnesota 55402