

**THE
MACARONI
JOURNAL**

**Volume 54
No. 3**

July, 1972

JULY, 1972

Macaroni Journal



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The **Macaroni Journal**

July
1972
Vol. 54
No. 3

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Cover Photo

The Durum Wheat Institute took this photo for use in publications serving the hotel-restaurant-institutions feeding field. It has already appeared on the cover of the Arizona Grocer, the food page of the Milwaukee Journal, and in "A Slice of Pizza" (see page 30).

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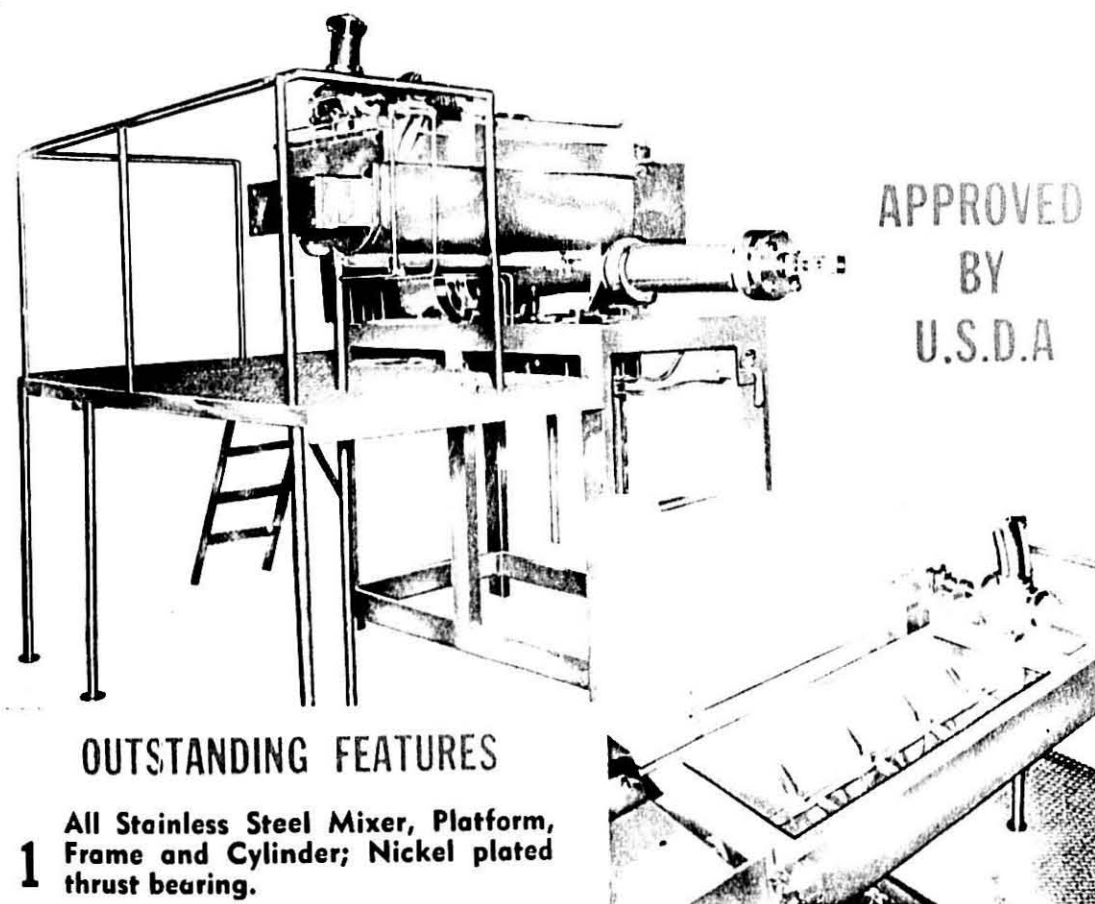
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Pasta Cuts the High Cost of Eating

THE National Macaroni Institute has sent out another program kit to television stations with script, recipe sheets, three color slides, a package each of fine egg noodles, elbow macaroni, and thin spaghetti, an eight-quart cooking pot, letter and reply card.

The Script

Commentators were invited to adapt this material to fit the format of their show:

If you are at all like me, you find yourself singing the food shoppers blues every time you go near a food market. My version sounds a little like "The Battle Hymn of the Republic" and the words are, "Mine Eyes Have Seen the Prices Rise—and Rise—and Rise—and Rise." My song goes down hill from there but prices continue to go up.

The current market report indicates that meat prices will be easing somewhat since wholesale prices have gone down a bit. But there will probably be another seasonal rise later in the Spring and Summer. So, penny-pinching is still very much in style.

Penny-Pinching Pasta

In the penny-pinching-foods category, pasta products are pretty hard to beat. First of all, they are very economical themselves. There's been almost no price increase on macaroni, spaghetti and egg noodles within the past two years and really very little even over the past five years or so. Secondly, macaroni products make a hearty meal of foods often considered not important or substantial enough for dinner. Eggs and cheese are a particularly good buy right now and are nutritionally very good—equal to meat as a source of protein, vitamins and minerals. But many families would complain they were being served breakfast food for dinner if you set a platter of eggs before them. But combine them with macaroni and you have both economy and acceptability.

And Cheese

And cheese! You'd probably get some funny looks from your family if you served them just a hunk of cheese in place of meat for dinner. But they'll dive into "Fire-Cracker Macaroni and Cheese." You can use natural or process cheddar cheese for this casserole but the process variety is usually less expensive.

You can also stretch your food dollar by using pasta products to make higher priced foods go further. Meat, for instance, You can serve a lot more people



Elbow macaroni served in casseroles with salad.

with a pound of hamburger that's cooked in a sauce and served over a platter of spaghetti.

Eggplant Sauce

"Spaghetti with Eggplant Sauce" will make eight hearty servings fit for family or company and the recipe calls for only a pound of ground beef. Serve the spaghetti with some grated parmesan cheese for some extra protein.

You also might be interested to know that pasta itself contains protein—actually twelve to thirteen per cent by weight which you should take into consideration when planning nutritionally balanced meals. Enriched macaroni products (and most of them you buy are) are also a good source of the B vitamins and iron—a mineral that most people do not get enough of.

Noodle Pudding

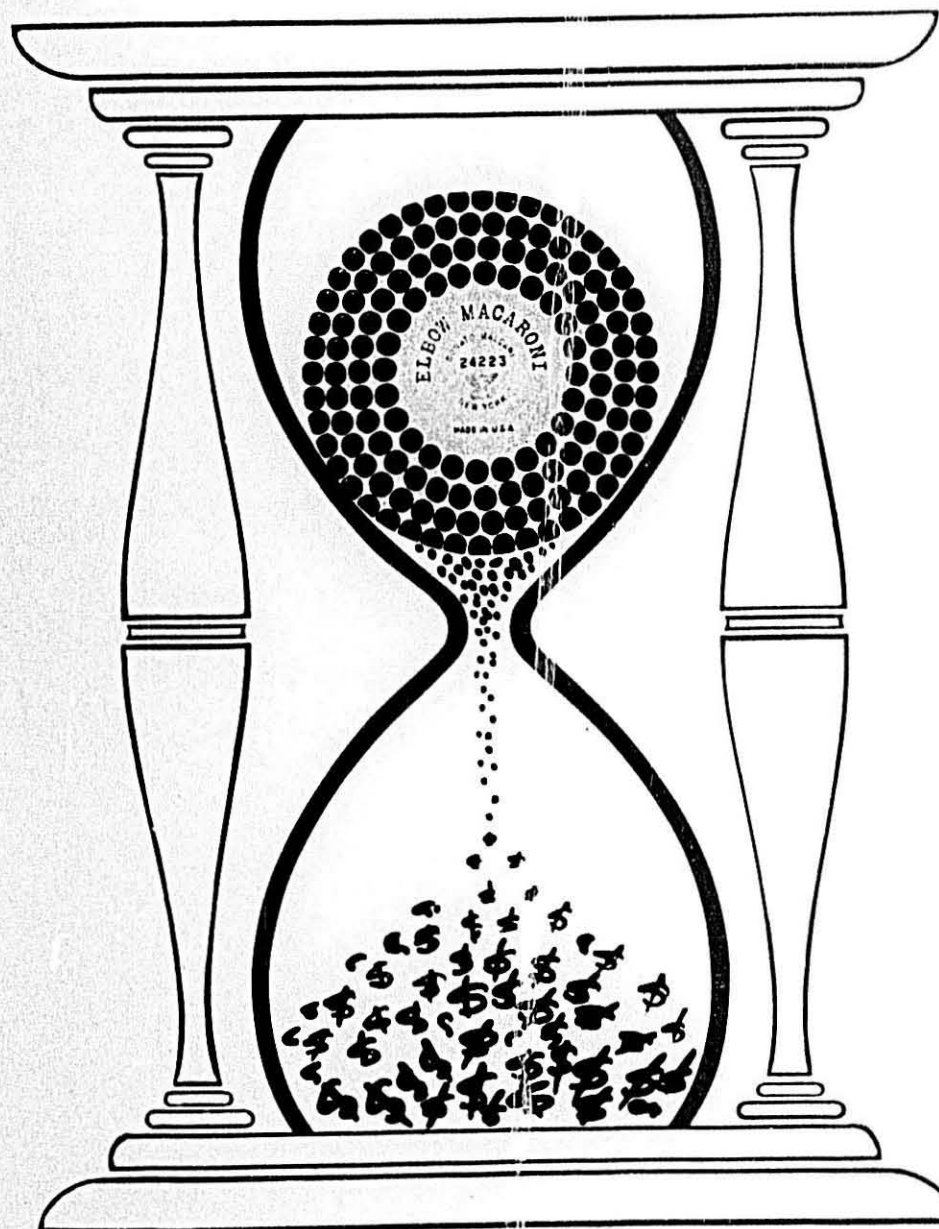
Concentrating on foods that are price controlled is another good way to save money. Fresh meat and produce—fruits and vegetables—are not price controlled but canned, frozen and packaged foods are. Canned luncheon meat is a particularly good buy. It's price controlled and is a solid block of meat with no waste and can be the basis of some interesting and delicious meals. "Main Dish Noodle Pudding" is made with fine egg noodles (pasta products are price controlled), eggs and diced luncheon meat.

Proper Cooking

Proper cooking is a key factor in the success of any pasta dish whether it is macaroni and cheese or spaghetti with meat balls. Start with the biggest pot you have. This eight-quart pot is a good size for cooking from eight ounces to a pound of pasta. If a recipe calls for eight ounces of macaroni, bring three-quarts of water to a full, rapid boil and add a tablespoon of salt. For a pound of spaghetti or noodles use four to six quarts of boiling water and two table spoons salt. When the water is boiling furiously, add the pasta product gradually so that the water continues to boil. Then boil uncovered until the pasta is tender. Stir occasionally so the pieces don't stick to the bottom or to gether. Tasting is the best test for doneness. The macaroni should be tender, yet firm—as the Italians say, *al dente*, "to the tooth."

Drain the cooked macaroni immediately in a colander. Serve as quickly as possible or mix with other ingredients for a casserole. Do not rinse, unless the macaroni is to be used in a cold salad. In this case rinse with cold water and drain again.

These directions plus recipes for all the dishes I've shown you today are on this recipe sheet. If you'd like to have a copy, write to me at P.O. Box 336, Palatine, Illinois 60067.



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Firecracker Macaroni and Cheese

2 tablespoons salt
4 to 6 quarts boiling water
4 cups elbow macaroni (1 pound)
1 medium onion, chopped
½ cup chopped celery
½ cup butter or margarine
½ cup flour
2¼ cups milk
1 cup heavy cream
1 teaspoon salt
1 teaspoon crushed red pepper*
1 teaspoon Worcestershire sauce
4 cups grated sharp Cheddar cheese (about 1 pound)
½ cup dry white wine**

* Or 1½ teaspoons chili powder
** Wine may be omitted and milk increased to 3 cups.

Add 2 tablespoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Meanwhile, in medium saucepan saute onion and celery in butter until crisp-tender; stir in flour. Gradually add milk and cream; cook, stirring constantly, until sauce boils 1 minute. Remove from heat. Add remaining seasonings and 3 cups of the cheese. Stir until cheese melts; gradually add wine. Combine macaroni and sauce; turn into 3-quart baking dish. Sprinkle remaining cheese on top. Bake uncovered in 375° (moderate) oven 15 to 20 minutes, until bubbling.

Spaghetti With Eggplant Sauce

2 pounds fully ripe tomatoes, peeled and diced
2 cloves garlic, minced
4 tablespoons olive or salad oil
1 can (8 ounce) tomato paste
½ cup water
1 small onion, chopped
2 teaspoons salt
1 large eggplant, peeled and cubed
¼ cup chopped parsley
1½ tablespoons salt
4 to 5 quarts boiling water
12 ounces spaghetti
Freshly grated Parmesan cheese
¼ teaspoon each crushed red pepper, basil leaves, oregano leaves.

In dutch oven or large saucepan, saute tomatoes and garlic in 1 tablespoon of the oil 2 minutes. Stir in tomato paste, water, onion, 2 teaspoons salt, the pepper and herbs. Cover and simmer 2 hours, stirring occasionally.

Saute eggplant in remaining oil until lightly brown and soft, stirring frequently. Add tomato sauce along with parsley. Cook over low heat 45 minutes.

Meanwhile, add 1½ tablespoons salt

to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve with eggplant sauce and parmesan cheese.

Main Dish Noodle Pudding

1½ tablespoons salt
4 to 5 quarts boiling water
12 ounces fine egg noodles (about 6 cups)
2 tablespoons salad oil
1¼ cups chopped onion
½ cup chopped parsley
1½ teaspoons salt
¼ teaspoon freshly ground black pepper
¼ teaspoon ground nutmeg
1 can (12 ounces) luncheon meat, finely diced
4 eggs
2 cups reliquified nonfat dry milk
½ cup grated Parmesan cheese

Add 1½ tablespoons salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until barely tender. Drain in colander.

Heat oil in large skillet over medium heat; add onion and saute until golden. Stir in parsley and cook just until wilted. Remove skillet from heat; stir in 1½ teaspoons salt, the pepper, nutmeg and meat. In buttered 2½-quart casserole, alternate 3 layers of noodles with 3 of meat mixture (beginning with noodles and ending with meat mixture).

Beat eggs, milk and cheese together in bowl; pour over mixture in casserole. Bake covered in 350° oven 35 minutes; uncover and bake 20 minutes more, or until pudding tests done in center.

Are Food Prices Too High?

The Associated Press recently quoted AFL-CIO President George Meany as calling for controls on food prices, even at the risk of shortages and rationing. Meany, according to the A.P., said wages were being "effectively controlled" while prices were being allowed to "go through the roof."

The January, 1972, revision of the U.S. Department of Agriculture's 180-page publication, "Farm-Retail Spreads for Food Products," sheds interesting light on America's food dollar. The study involves farm-to-retail price spreads for farm-originated foods sold in retail foodstores.

Many Factors

Many factors enter into the food prices paid by consumers, including the share paid to farmers. Intermediate costs such as taxes, transportation, container and packaging prices, interest charges, property insurance, new plants

and equipment, fuel, power—and labor—all have had a role in the upward movement of food prices.

Labor Costs

An examination of data for the years launching the decade of the '60s and the '70s suggests that inflation of labor costs has had a major effect on farm-retail price spreads. For many food-marketing firms, about half of their total costs—excluding raw materials—are for labor.

During the decade from 1960 to 1970, the U.S.D.A. noted that labor's fringe benefits had increased even faster than hourly wages. And hourly wages in this period increased 49% for manufacturing employees of the food industry . . . 63% for wholesaling employees . . . and 60% for retailing employees: an average of nearly 55% increase in labor costs from 1960 to 1970. Meantime a comparison of total labor cost and volume of farm products marketed shows a "unit cost" increase of 40%, despite technological improvements.

Farmer's Share Holds

In 1960—according to the U.S.D.A. study—the farmer's share of the consumer dollar was 39¢. It was still 39¢ in 1970.

Mr. Meany's reported anguish over food costs is not supported by that segment of the U.S.D.A. study which notes that—expressed as a percentage of disposable income—Americans are paying steadily less for food.

The consumer with disposable income of \$1,937 in 1960 paid 20%—\$388—for "market basket" food at retail. In 1970—with income up over 73% to \$3,358—this "average" consumer spent \$557 for food . . . or 16.6% of his disposable income.

Rise Since 1947

O. W. Fillerup, Executive Vice President of the Council of California Growers, noted that the retail cost of the "market basket" had risen in most years since 1947, with 1970 topping the 1947-1949 level by 36%. He said that on the other hand, returns to farmer had actually decreased in many of those years and, in 1970, were only 6% higher than in 1947-1949.

"Perhaps Mr. Meany should look to sharply rising labor costs, without equivalent increase in productivity, as a major contributor to the rising levels of prices for food," Fillerup said.

Plentiful Foods

Summer vegetables, fluid milk, broiler-fryers are being promoted by U.S.D.A. as plentiful foods.

Wheat products, including macaroni, spaghetti and egg noodles are in plentiful supply and go well with other foods.

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Macaroni with Non-Meat Proteins

There is growing evidence from researchers and nutritionists in this country that many Americans suffer from an over abundance of meat and dairy products in their diets. A recent study has shown that in the American diet, 17 percent of the calories come just from saturated animal fats as compared with only 3 percent in the Japanese diet. The emphasis on meats in the American diet is a traditional one—the whole meal revolves around what meat is being served. We are learning that not only is this fixation on meat not always healthy because of cholesterol, but that it is expensive, too.

There are many sources of protein that can replace some—not all but some—of the meat in your family's diet. Fish is one and another is vegetable protein. Wheat and beans are a particularly good combination of vegetable proteins when eaten together at one meal. With this in mind, the National Macaroni Institute has developed some recipes combining pasta products—which are made from durum wheat—with beans and other non-meat proteins.

This Macaroni Bean Salad will be a popular selection for summer meals. The kidney beans, which can be cooked dried beans or the canned variety, plus elbow macaroni both supply vegetable protein. Elbow macaroni is 12 to 12.5 percent protein by dry weight.

Seeds and nuts are another good source of vegetable protein and are delightful when combined with spaghetti and noodles. Try Sesame Spaghetti or Noodles with Wheat 'n Seeds. You'll find these dishes hearty and economical as well as nutritious.

Macaroni and Bean Salad (Makes six servings)

- 1/4 cup cider vinegar
- 3 tablespoons salad oil
- Salt and pepper
- 1/4 cup honey
- 1 clove garlic, crushed
- 1 cup chopped sweet onion
- 3 cans (15 1/2 ounces each) red kidney beans, rinsed and drained*
- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 cup dairy sour cream
- 1 tablespoon lemon juice
- 3 tablespoons prepared mustard, preferably Dijon-style
- Water
- 1/4 cup chopped parsley

* Or, cook 3/4 pound dried kidney beans according to package directions. Cool, then drain well before combining with other ingredients. You should have about 6 cups cooked beans.



Macaroni and Bean Salad.

Day Before

Prepare bean salad the day before you plan to serve it. Blend vinegar, oil, 1 teaspoon salt, 1/4 teaspoon pepper, honey and garlic together in large bowl; add onion and all the beans. Toss lightly until combined. Cover and chill overnight.

The day before or the next day, prepare macaroni salad. Add 1 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 again. In large bowl, stir together sour cream, lemon juice, mustard, 1/4 cup water, 1/4 teaspoons salt and 1/4 teaspoon pepper. Add macaroni and 2 tablespoons of the parsley and toss until combined. Cover and chill several hours or overnight.

At Serving Time

At serving time, toss macaroni salad again; if necessary, add some milk or water to moisten. Spoon macaroni salad in a ring around edge of large serving

platter; sprinkle with remaining parsley. Drain bean salad and heap inside macaroni ring.

Sesame Spaghetti (Makes eight servings)

- 1 1/2 cups (about 7 1/2 ounces) sesame seeds
- 1/2 cup salad oil
- 1/4 teaspoon salt
- 1/4 teaspoon pepper
- Dash ground cumin
- 2 tablespoons lemon juice
- 1 1/4 cups warm water
- 2 tablespoons salt
- 4 to 6 quarts boiling water
- 1 pound spaghetti
- 1/2 cup chopped parsley
- 1/2 cup chopped toasted cashew nuts

Spread sesame seeds in shallow pan and toast in 350° oven 15 minutes or until lightly browned; stir occasionally. Place seeds in electric blender; cover and blend at high speed until powdery. Stop blender occasionally and redir-

tribute seeds with spatula. Add oil gradually while running blender at low speed; then blend until smooth. Add 1 1/4 teaspoons salt, pepper, cumin, lemon juice and 1 cup water; blend until fairly smooth. Set mixture aside.

Add 2 tablespoons salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Pour sesame seed mixture and about 6 tablespoons of the parsley over spaghetti; toss until combined. Turn into serving dish; sprinkle with remaining parsley and the cashew nuts.

Noodles with Wheat 'n Seeds (Makes six servings)

- 1 1/2 tablespoons salt
- 4 to 5 quarts boiling water
- 12 ounces medium egg noodles (about 6 cups)
- 3/4 cup butter or margarine
- 1/4 teaspoon salt
- 1/4 teaspoon pepper
- 1 cup sunflower seed kernels
- 1/2 cup sesame seeds (about 2 1/2 ounces)
- 1 cup wheat germ chopped parsley

Add 1 1/2 tablespoons salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Melt butter in large skillet; add 1/4 teaspoon salt, pepper, sunflower seeds and sesame seeds. Saute until seeds are light brown, about 4 minutes. Stir in wheat germ. Toss mixture with hot noodles. Turn into serving dish and sprinkle with chopped parsley.

International Multifoods will be sending out wheat germ recipes during the summer.

Homemakers' Preferences

Data for U.S.D.A. Marketing Research Report No. 939 was gathered in 1966 but not published until October 1971. In the preface to the statement is made: "At the time the survey was conducted, there was a significant trend toward use of convenience foods. These foods include partially prepared and completely prepared potatoes; pre-cooked and prepared rice; and wheat items prepared from a mix or purchased completely prepared. This trend has continued and is even more significant today in the marketing of these products."

Selected Characteristics

Homemakers rated macaroni products on selected characteristics, using a seven-point scale. Although almost

seven in ten thought these products were fattening, rating them 6 or 7 on the scale, about six in ten thought they were inexpensive per serving, rating them 1 or 2. More than half the home-

1 On Scale	7 On Scale	Average
Not fattening	Fattening	5.8
Macaroni products vary greatly in color	Macaroni products are about the same color	5.3
Low in food value	High in food value	4.8
Dull food	Exciting food	4.5
Unnecessary food	Necessary food	4.2
Inexpensive per serving	Expensive per serving	2.4

Serving Patterns for Macaroni

About four in ten homemakers said they had served spaghetti (43%) and macaroni (38%) within the seven days preceding the interview; fewer homemakers (24%) said egg noodles. About four in ten additional homemakers had served each of these products within the preceding year: macaroni 43%, spaghetti 42%, and egg noodles 37%.

Among homemakers who had used any of these products in the week before the interview, about six in ten said they used the particular product once a week, on the average: macaroni 62%, spaghetti 61%, and egg noodles 58%.

	Spaghetti	Macaroni	Noodles
Served as: Main Dish	88%	59%	54%
Side Dish	13%	39%	44%
Both	1%	2%	2%

makers considered all macaroni products to be about the same in color, and about three in ten felt they were high in food value, an exciting food, or a necessary food.

Rice Usage

Most homemakers (87%) reported serving rice in some form in the year preceding the interview.

Usage Level	Month	Percentage
Heavy	6 or more	20
Medium	3-5	24
Light	2 or less	42
No use		13
No answer		1

Types Served

	Past Year	Past Month
Served rice in some form	87%	71%
Regular, uncooked rice	61	48
Precooked rice	45	30
Instant	36	22
Par-boiled or converted	16	10
Prepared rice	14	6
Spanish	11	4
Fried	4	2

Frozen Dinners For Children

Two new dinners are joining the original Libbyland line of three dinners that were created specifically for children in the 3 to 11 year age group. The original 3 dinners have successfully moved from test and regional markets to national distribution. Dinners being added to the line, as do the original dinners, contain two main entrees. One item, "Gold Strike Supper," contains turkey as one entree and spaghetti with meatballs as the second entree. The other dinner, "Sea Diver's Dinner," contains fish sticks and macaroni with ham.

Extensive Testing

The original dinners and their packages were developed following extensive testing with over 1100 children and 800 mothers. Test results showed that children lost interest in meals lacking variety. Children preferred smaller portions of two meat entrees to a larger portion of a single entree. Every item in the dinners was preferred in taste tests by the children when compared with other items.

Packages, similar in concept to the original dinners, are designed to function as pop-up serving trays, with colorful puzzles to heighten children's mealtime interest. To further hold the inter-

est of the child, the aluminum trays have animals and other interesting characters imprinted in the bottom of each section.

In addition to the two entrees, one of the new dinners contains buttered corn, french fries, and chocolate pudding. The other dinner contains buttered corn, peaches, and a brownie. Both dinners contain a packet of "Milk Magic" chocolate flavoring for milk. Because of its overwhelming preference by children, buttered corn is featured in all five dinners.

The new line extenders are currently being introduced by Libby, McNeill & Libby to grocers across the nation.

Demographics

Progressive Grocer studied seven A&P stores in Detroit for this composite on dry macaroni sales, Feb.-April, 1970:

Macaroni Products	Weekly \$ Sales	% to Total
Composite Store	195.28	.51
High Income	139.87	.39
Apartment Dweller	134.62	.40
Negro	169.19	.52
Blue Collar	193.65	.53
Small Town	240.38	.55
Young Family	270.08	.65
Discount Store	307.83	.66

What Do You Know About Eggs?

What do you know about eggs? Besides the fact that they are good for you, and you need them in most baked goods, and they are usually eaten at breakfast, and that they are USDA graded. But did you know that the U.S. Department of Agriculture reports plentiful supplies of eggs this month—for your eating and cooking needs!

Interesting Facts

Here are some more interesting facts about eggs. As the newly laid egg cools, the contents contract, forming an air cell, usually at the large end of the egg. When you break open a high-quality egg, it covers a small area and has a round, upstanding, well-centered yolk. The yolk is surrounded by a large amount of thick white standing firmly around it. Choose high quality eggs for table use—cooked in the shell, poached or fried.

The shell of the egg has minute pores or openings which allow air to pass through. When eggs have been kept for some time, some of the water in the egg evaporates, causing the air cell to grow larger. This is one indicator of lower quality. Such eggs will cover a wider space when you crack them open. Usually the yolk is very flattened and is easily broken. The amount of thick white decreases, leaving only thin white. If these eggs are hard-cooked, the yolk will not be well-centered and will be flat on one side.

Use these lower quality eggs for cooking and baking. You may not enjoy them fried, poached or cooked in the shell.

The white strands that cling to the yolk are called the chalazae. They are the cords or anchors that help to hold the yolk in a central position. The chalazae are edible. You do not need to remove them.

Color of Yolk

The color of the yolk is determined by heredity and some feeds consumed by the hen. Flavor and nutritive value are not affected by the color of the yolk.

Occasionally you will find small blood clots in eggs. These eggs are all right to eat. If you wish, you can easily remove these spots before cooking.

The shell color of eggs ranges from chalk white to cream to dark brown. Sometimes brown-shelled eggs and white-shelled eggs sell at different prices, but studies show that shell color is a characteristic of the brood, and does not affect the flavor, keeping quality, color of yolk, or nutritive value of the egg.

Size of Egg

The size of the egg tells you how much egg you are getting for your money because the "size" of eggs is based on their weight. Large eggs may weigh from 24 to 27 ounces per dozen, medium eggs—21 to 24 ounces per dozen and small eggs—18 to 21 ounces per dozen. The following chart shows the difference in amounts of whole egg, egg white, and egg yolk for three sizes:

	To Fill a Standard One Cup Measure		
	Large	Medium	Small
Whole Eggs	4	5	6
Egg Whites	7	8	9
Egg Yolks	14	17	19

Keep Cool

Eggs that are clean, cold and covered will keep their original quality for the longest time. New-laid eggs have a protective film, called the "bloom," that surrounds the shell. The bloom helps keep out bacteria and molds, and therefore eggs should not be washed.

Like milk, eggs are perishable, especially at room temperature. Eggs kept in a warm kitchen or store can lose as much quality in three days as eggs kept for two weeks in the refrigerator in a covered container. Always buy eggs that have been refrigerated in the grocery store. Because eggshells are porous, eggs should be stored in covered containers—like the carton they come in—to avoid loss of moisture.

Take advantage of egg bargains now, while they are plentiful.

Processed Eggs

A total of 46,838,000 dozen shell eggs were broken in the United States during the period March 5-April 1, 1973 under the Egg Products Inspection Act carried on by the United States Department of Agriculture. The number of eggs broken was down 3 percent from the previous 4-week period. Decreases by regions from the previous period were: North Central, 1 percent; South Central, 2 percent; South Atlantic, 12 percent; and North Atlantic, 20 percent. The Western region was up 18 percent from the previous 4-week period. Edible liquid from the shell eggs broken totaled 58,050,000 pounds and consisted of 27,344,000 pounds of whole eggs, 17,702,000 pounds of white, and 13,004,000 pounds of yolk.

For Processing

Liquid egg used in processing during the 4-week period consisted of 32,166,000 pounds of whole egg, 23,737,000 pounds of white, and 15,236,000 pounds of yolk. Ingredients added in processing totaled 2,312,000 pounds.

Total liquid egg products (including ingredients added) produced during the

period for immediate consumption and processing amounted to 22,248,000 pounds, and consisted of 7,540,000 pounds whole plain egg; 2,516,000 pounds whole blends; 9,033,000 pounds white; 2,408,000 pounds yolk plain; and 751,000 pounds yolk blends. Frozen egg products totaled 27,138,000 pounds, consisting of 11,993,000 whole plain egg; 3,415,000 pounds whole blends; 3,836,000 pounds white; 1,650,000 pounds yolk plain; and 6,244,000 pounds yolk blends. Dried egg production totaled 6,056,000 pounds and included 884,000 pounds whole plain egg; 1,859,000 pounds whole blends; 1,428,000 pounds white; 997,000 pounds yolk plain; and 890,000 pounds yolk blends.

Poultry and Egg Marketing Services Committee

The appointment of a Marketing Services Committee was announced this week by Hugh Purnell, board chairman, and Harold M. Williams, president, of the Poultry and Egg Institute of America.

Dr. Hugh Moore, director of business planning, Armour Foods Company, will be chairman of the committee.

"Our industry is marked not by a scarcity of products, but by a scarcity of markets," Purnell said.

"Our objective must be to satisfy consumers, not just to produce an endless quantity of commodities. This committee will help focus the industry's attention on the market, where it belongs."

On the committee are experts in various activities encompassed in marketing, such as marketing managers, market researchers, advertising managers, public relations directors, and sales managers.

Production and Marketing Conference

Has been announced by the Poultry and Egg Institute of America.

The conference will be held at the Hotel Muehlebach in Kansas City, Mo. Aug. 22-25. The Production Conference is scheduled for the first two days and the Marketing Conference for the last two days.

Egg Mix Purchases

Purchases of 1,980,000 lbs of egg mix at a cost of \$1,551,000 was made recently by the Department of Agriculture. From the start of the current buying program on April 10, the Department bought 4,068,000 lbs of the product at a cumulative cost of \$3,210,000. Aggregate buying involves 207,000 cases of shell eggs.

ADM Milling Co.

Durum Wheat Institute Report



by E. E. Powers, Chairman
Peavey Company Flour Mills

THE 1971-72 year proved perhaps one of the most eventful in the quarter century since the founding of the Durum Wheat Institute by those millers producing semolina, granulars and durum flour for the macaroni trade.

Phony-roni Issue

High point on the Institute calendar was the application by the Food and Drug Administration for a standard of identity for so-called "Enriched Macaroni Products with Improved Protein Quality," made primarily from corn meal, soy and wheat, published in the Federal Register March 3, 1971. FDA had twice before granted special permits for the manufacture of the product.

The Durum Wheat Institute objected to the proposed new standards for a corn-soy-wheat macaroni. On April 13, DWI Chairman E. E. Powers wrote the Hearing Clerk, Department of Health, Education and Welfare, on behalf of the Institute. The points made in the letter became the framework for all subsequent arguments against the FDA proposal.

From the beginning, no objection was made to the concept of "engineered" or nutritionally improved foods, but only to the use of the name, "macaroni," and its shapes. Meanwhile, work has proceeded within the laboratories of the macaroni and associated industry to develop durum-based products which meet or exceed the nutritional values of the corn-soy-wheat pretenders. Durum pastas would meet the objections to the proposed new foods which macaroni manufacturers believe would ruin their hard-won market.

In summary, the letter stated that products which would be produced under the proposed standard, and those which had been produced under special permit, were in no sense macaroni foods because wheat and only wheat served as the sine qua non ingredient of macaroni foods. The nutritional advantages of the corn-soy-wheat product could be achieved under present standards for enriched macaroni foods. To describe the product proposed under the new standards as macaroni would damage the thus far growing market for true macaroni foods and work great injury to those long devoted to their improvement in wheat culture, growth, harvest, milling, manufacture and marketing. Finally applying the name, "macaroni," to, or using any of the many macaroni shapes for the new product would serve only to deceive and mislead consumers. All these impairments would be inflicted on the many to the benefit of only a few. Such a step, it was said, would ultimately destroy the total fabric of the standards of identity, which were designed to protect consumers from those who would adulterate foods and try to sell imitations as the real thing.

The DWI objection triggered scores of similar letters along the same line, as well as a few in support of the proposal. The period during which such comment could be filed was extended. Macaroni manufacturers and wheat growers enlisted the support of their representatives in the House and Senate. Although another temporary permit was granted for the manufacture of the corn-soy-wheat product, the core issue itself went unresolved.

Change in Policy

Meanwhile, while one branch of Federal Government appeared to be promoting an imitation macaroni product, another sought agreement on quality characteristics for milled durum products that could be used as government specifications for school lunch, donation programs and commodity distribution. This step marked an abrupt change in the policy of the Commodity Distribution Division of the U.S. Department of Agriculture, which for years had purchased milled wheat and flour on lowest bid for manufacture under contract into spaghetti, macaroni and noodles. The result was a poor grade of milled product which fabricated into an even poorer grade of pasta. Served in the

school lunch system, such products became part of dishes that obviously in no way enhanced a child's taste for pasta. A valuable opportunity to develop and build the market was thus lost, until the Commodity Distribution Division revised itself.

Under the new rule, the USDA sought commercial grade semolina or durum flour which could be shipped to a macaroni manufacturer and used interchangeably with his own stock. After asking both macaroni manufacturers and millers for their idea of specifications, spokesmen for the Commodity Distribution Division requested the Durum Wheat Institute to poll its members privately and develop specifications satisfactory to all. This step was taken, and the following points were submitted to the USDA. They have subsequently been incorporated in the specifications for government purchases.

1. Specifications should call for a 100 percent durum product—semolina or flour.
2. Moisture should not exceed 15 percent.
3. Specifications should call for .00 ash on a 14 percent moisture basis.
4. Specifications should call for 1.05 ash on a moisture-free basis.
5. Protein should be 11 percent on a 14 percent moisture basis.
6. Protein should be 12.80 on a moisture-free basis.
7. All the pasta products should be enriched to standards.

The only question raised in the specifications was a request that the USDA annually consider the protein levels of each current crop of durum. After the 1971 bumper crop reflected the generous moisture of that growing season, the 12.80 protein was revised downward by the Grain Division of the Agricultural Stabilization and Conservation Service to reflect the new harvest at 12.00—a protein standard within which the industry could continue supplying semolina and durum flour.

Truth in Advertising

The concern for the content of durum wheat in macaroni products expressed in the protest against the proposed new standards for a corn-soy-wheat food, together with the ASCS-USDA development of specifications for milled durums, introduced a new question during the year. While everyone—growers, millers and macaroni manufacturers—agreed that durum was indeed a "standard of quality" for the best of pasta products, it was realized by several peo-

ple that such a yardstick was to some extent subjective. The "Truth in Advertising Act" required the Federal Trade Commission to enforce the law against making false claims in advertising. Yet when an advertiser of macaroni products offered his as "100 percent durum" with the implication that they were thereby of higher quality, it appeared that the contention would be difficult to demonstrate objectively. There was little scientific data to support such an assertion. There was scanty objective or clinical evidence that "durum is better." Yet all authorities and the literature, some of it dating back hundreds of years, appeared to support the claim.

The question was left to some extent unresolved. At the same time it posed a formidable array of problems—in definitions, in the standardization of tests for product color and integrity during the cooking process, and in the evaluation of test results by consumer panels of sufficient size as to be considered "objective." How could conclusions in which all knowledgeable persons agree—be proved or demonstrated by observation, tests and scientific findings?

Durum HRI Program

A separate program to promote the use and appreciation of durum-based spaghetti, macaroni and noodles in the hotel, restaurant and institutional field has for the past several years been cooperatively financed by one-third contributions from the Durum Wheat Institute, National Macaroni Institute and North Dakota State Wheat Commission. The program and its funds are administered by the Federation staff.

Since the effort began in 1965, the HRI Program has produced a movie, "Macaroni Menu Magic"; and a filmstrip on the same subject for training restaurant personnel, "How to Cook Macaroni Foods"; a set of 32 full-color recipe cards in large quantity illustrating the foods featured in the movie and filmstrip; a "fact sheet" explaining the advantage of using durum-based products for restaurant dishes; a "National Pasta Recipe Contest" for the owners or employees of restaurant and institutional establishments; recipe cards featuring the prize-winning dishes; and a concerted publicity effort in behalf of durum-based products in the restaurant, institutional and school lunch press.

Request for Market Research

An item of increasing cost in the HRI budget has been the charge for distribution of the training film throughout the United States. In 1971, \$7,839 was expended to reach an audience of 142,203 professionals or students in the HRI field at an average cost-per-person of five and a half cents. An index to the success of the film and its accompanying filmstrip may be found in the apparent trend among restaurateurs to increase their service of pasta products, cooked "al dente," and merchandised as something "extra special" rather than just another menu item.

The recipe cards have been distributed at no charge through coupon inquiries in the trade press, and restaurant trade shows manned by Plentiful Foods personnel of the U.S. Department of Agriculture. USDA "Smart Shopper" bulletins, reproduced across the country by the millions as a guide to the use of low cost or government donated foods, have also featured macaroni products (along with bread, flour and self-rising flour).

The question at year's end was whether the Pasta Recipe Contest should be repeated biennially. Financing of the competition required a doubling of the \$5,000 annual payment by each of the three cooperators in the HRI fund. The North Dakota Wheat Commission and the members of the Durum Wheat Institute had both approved the larger assessment. But Directors of the National Macaroni Institute deferred decision until their meeting in early summer, 1972. Opinion among the macaroni manufacturers appeared divided on the value of the contest and on the estimate of costs for a European trip offered as a grand prize.

Application for the grant from NWI was based on a verbatim transcript of a similar application made by wheat growers, millers and the macaroni industry to Congress in 1963. At that time, the request resulted in a \$100,000 appropriation for the work, but concurrently Congress failed to provide a like amount for the housekeeping funds needed by the particular bureau which would conduct the study. No report of the study was ever made by the USDA.

In reviving the project for NWI, the carry-over benefits to the marketing of other types of wheat were stressed. At the end of the year, no response had been received from the National Wheat Institute.

A number of other activities expressing the regular program of the Durum Wheat Institute are incorporated in the year-end record of the Education-Pro-

motion Committee, or in the special report of the Durum Macaroni Hotel-Restaurant-Institutional Program, which follows.

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Durum, Standard of Quality

"Durum, Standard of Quality" has been in circulation for over ten years but is still drawing rave notices. The film created by Bill Snyder of North Dakota is distributed by Modern Talking Picture Service to schools, service clubs, public service television. The distribution is sponsored by the National Macaroni Institute, Durum Wheat Institute and North Dakota Wheat Commission.

Typical of audience reaction are comments like these:

"A Freshman class in Agriculture found the filmstrip interesting and educational."

"Home Economics II—Grades 9 and 10—It was a good film and well accepted."

"Eighth Grade cooking class—The part on how the different shapes of pasta were made intrigued the students."

"Freshmen to Senior Vocational Agricultural Students—This is one of your better films."

The film received better than 500 bookings during the first four months of 1972 with 1,770 showings.

Daily Food Guide

The Food & Nutrition Service gives the following information to recipients of U.S. Dept. of Agriculture food coupons:

"Eat foods from the Basic Four Food Groups daily:

Milk Group
2 or more servings
Milk (fresh, dried or evaporated), Cheese, Cottage Cheese, Ice Cream

Vegetable-Fruit Group
4 or more servings
Carrots, Cabbage, Kale, Spinach, Tomatoes, Citrus Fruits, Juices.

Meat Group
2 or more servings
Beef, Veal, Pork, Lamb, Fish, Poultry, Peanut Butter, Eggs, Dried Beans, Peas.

Bread-Cereal Group
4 or more servings
Enriched Breads, Cereals, Crackers, Macaroni, Noodles, Rice, Corn meal.

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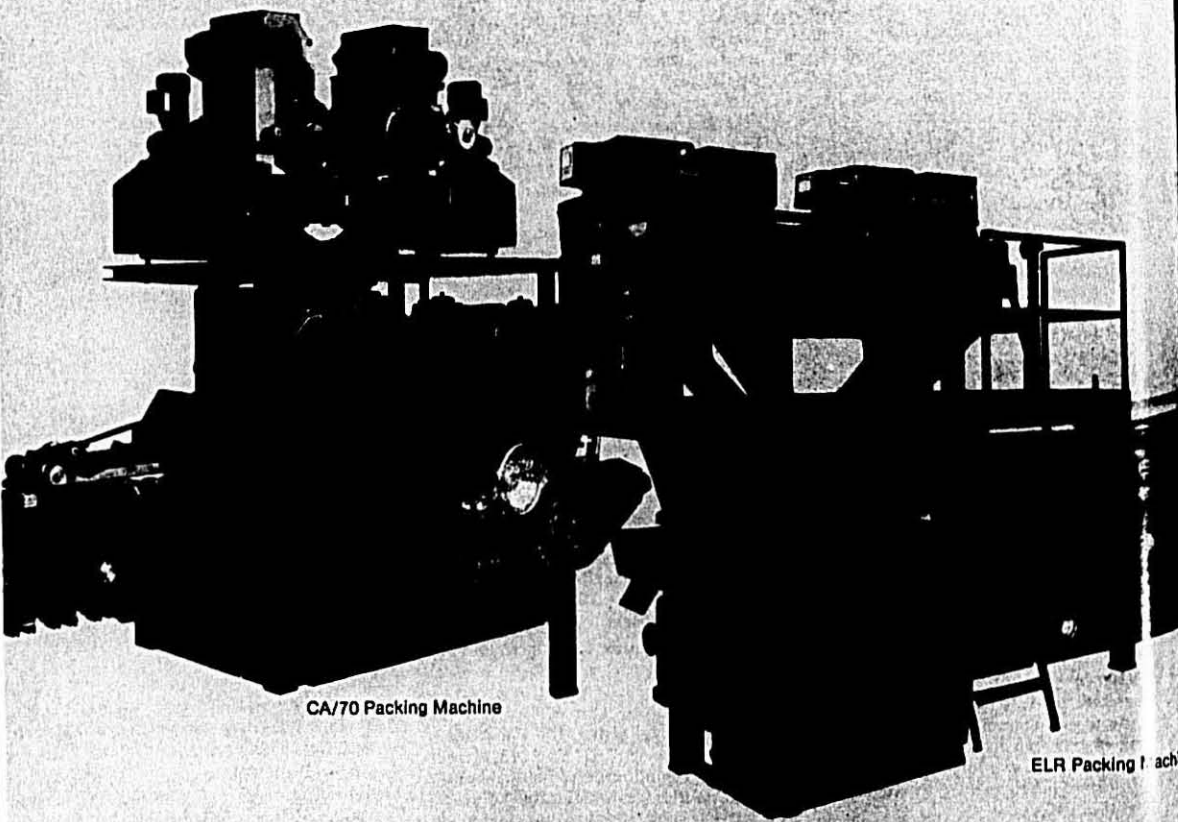
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Vegetable-Fruit Group
4 or more servings
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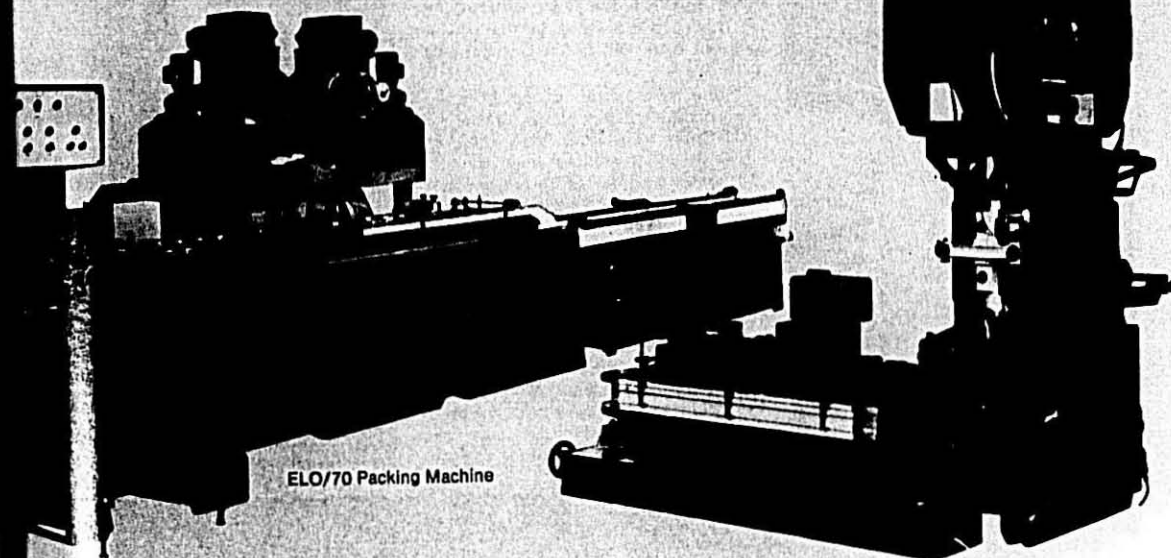
CA/70 Packing Machine

ELR Packing Machine

End of the line.

It's one thing to have the best pasta-producing machinery. And another to be able to package it quickly. Properly. And uniformly. In bags or boxes.

No matter what kind of pasta you're making — long goods, short goods, swallow nests or whatever — one of our Zamboni packaging machines is designed to meet your in-plant requirements. Quickly. Properly. And uniformly. In bags or boxes. That's the long and short of it.



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Macaroni Around the World

PASTA IS ON THE RISE! From Italy, the birthplace of spaghetti, to Japan, the latest hotbed of consumer acceptance, macaroni, spaghetti and egg noodles are gaining in popularity. They are truly a universal food.

While the responses to a world-wide survey by the Macaroni Journal disclosed that many problems are held in common by macaroni manufacturers, it still is clearly evident that "all business is local."

In Italy

In Italy macaroni sales and consumption have leveled off and are steady after rising following World War II as consumers gained affluence and then declining after that affluence was transferred to meat.

The Italian consumers' eating habits have changed just as they have in many

other countries and today there is more meat in the diet. Also consumers who have always been particular about their pasta tend to demand better and better quality. In keeping with this the government has issued packaging regulations that now require the food to be sold in packages packed at the factory rather than in bulk which was common years ago. Package sizes range from 100 to 250 to 500 or 1,000 or multiples of 1,000 grams. There must be printed on the package the name of the manufacturing firm, the head office, the location of the plant, the kind of pasta, and the net weight.

Hard wheat pasta, packed in cellophane, accounts for 65% of the market with boxes 30% and paper 5%. Egg pasta, the top quality product, must have 4 whole eggs of chicken per kilogram of hard wheat flour. Half of this product is sold in cellophane with the other half in boxes and it sells for just about twice the value of the product without eggs, 240 to 340 lira per kilogram.

There were approximately 800 macaroni manufacturing plants in Italy in 1958. There were 550 in 1968. There has been a loss of another hundred since that date. Despite the increasing mortality of manufacturing units competition remains very keen. It is estimated that only 65 factories have higher production than 30 tons daily.

Spain

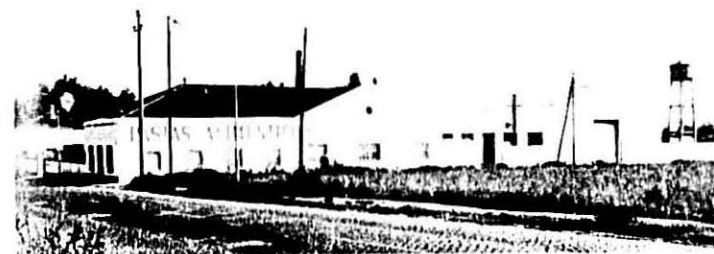
Our correspondent in Barcelona, Spain reports that there are 152 plants in that country, with an estimated production of 120,000 tons. Macaroni and vermicelli are the most popular products and sell in cellophane bags from 22 to 26 pesetas per kilogram. The am-

ber semolina from which they are made cost between 9 and 10 pesetas per kilogram.

Price competition is keen in Spain with much low quality pasta on the market. The consumer does not know how to prepare many different recipes of pasta and there is a consumer educational job to be done. However, the macaroni business has been steady and it appears that it will be better this year than last.

Portugal

For the last two years in Portugal there has been a decline in macaroni consumption because of an apparent trend to eat old fashioned food. But the fifteen manufacturers of the country are optimistic that the trend will be short-lived. They produce about 50,000 tons annually, mostly nests and spaghetti.



Pasta Alimenticios Pedragosa, Barcelona, Spain.

Switzerland

Our friend, Dr. Louis Capol of the Swiss Macaroni Manufacturers Association reports declining sales in 1971 with future prospects rather dull. There are 31 Swiss manufacturers who are caught in cruel competition with a sales problem complicated by the dumping of Italian products into the marketplace. Swiss production is estimated at 53,500 metric pounds and finds noodles most popular followed by spaghetti and elbow macaroni. Finished goods are packaged mostly in cellophane bags of 500 centigrams and the price range is between 76 and 925 Swiss cents per kilogram.

Belgium

Hoet-Coppens Mills S. A. in Belgium report that the 3 plants in that country produce 15 million kilograms with macaroni the most popular cut followed by spaghetti and vermicelli made of durum wheat semolina. Sales have been steady and future prospects look good.

England

Macaroni sales in England have been up with the future prospect continuous steady growth. There are 4 plants in the country producing an estimated 24,000 tons. One of the most successful of the 4 is Pasta Foods Ltd. in St. Albans, Herts. The managing director is F. Freddie Fox with other directors, including G. J. McGregor, V. Price, B. C. Read, and D. W. Sutherland.

They are building a new pasta factory that will be opened on June 27 and have arranged for special trains to transport visitors from London to Great Yarmouth. American colleagues are invited with the invitation that the factory is immediately adjacent to Verulam Golf Course.

Germany

Drei Glocken in West Germany reports sales steady but the future looks difficult with substitute products. There are 110 plants in Western Germany with an estimated annual production of 200,000 tons. Competition is keen and there is difficulty in getting adequate return for good quality products. Egg

products are popular in Germany, packed both in cellophane and folded cartons. Most popular varieties of products include spaghetti, macaroni, noodles, Swabian and spaetzle.

Sweden

There are three macaroni plants in Sweden, with an estimated production of 9,300,000 kilograms. Our correspondent, Kvarn AB Tre Kronor in Stockholm reports that elbow type macaroni with fast cooking properties is the most popular. Then spaghetti with 23 centimeter length as high preference. Swedish spring wheat is blended with U.S. or Canadian durum to make the pasta. Consumption trends are upward and the future challenges to increase consumption.

This is being done with attractively colored recipe folders with recipes and cooking directions. A typical spaghetti recipe calls for spaghetti mixed with shrimp, salami sticks, green pepper peas and tomato sauce. A casserole made of macaroni shells is topped with sliced ham and tomato sauce.

Popular sea food is used as a sauce constituent with tuna appearing frequently.

Finland

Keskisuosituksen OTK biscuit factory reports there are 5 macaroni plants in Finland with an estimated production of 7,500 tons. Short cut products are the most popular and are made with domestic wheat. They are sold in both plastic bags and pasteboard boxes, sell-

ing at 750 to 2000 Fmk per ton, with the most popular being 100 per cent durum. While sales are up, some price has a long way to go as Finland's manufacturers are restricted above state price controls.

In Mexico

George Mordacci, Paris, reports that sales in Mexico, reported by macaroni sales in that country have doubled in the past five years and are increasing at a rate of 15 to 20% annually.

There are about 40 plants in Mexico with an average capacity of some 40 tons and per capita consumption is 3 kilograms per person.

Most popular varieties of macaroni shapes in Mexico are coils, 40%, pasta for soup, 40%, long goods, 10%, and stamped goods, 10%. Flour is commonly used with only a few plants using semolina. Finished goods are mostly packed in polyethylene or cellophane in 200 gram quantities and are sold at retail at a price of 75 to 80 centavos. 60% of the production is packaged with the balance sold in bulk.

Mr. Mordacci states that Mexico needs trained personnel in the industry and product promotion.

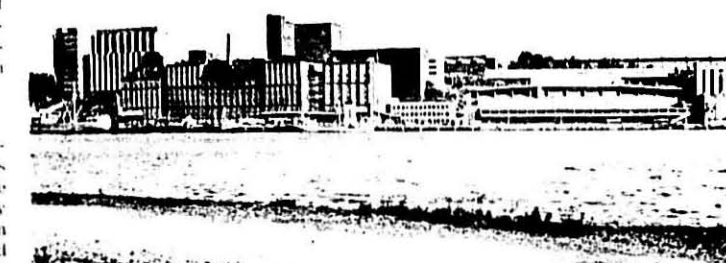
Haiti

In the Caribbean, the Haitian Society of Macaroni Manufacturers in Port-au-Prince says that the four plants in that country produce an estimated 1,500,000 lbs. Macaroni and vermicelli are the most popular cuts. Raw material is supposed to be semolina but there is a questioning of its quality. It sells at \$21.00 per 200 lbs. which makes 10 lb. cartons of macaroni sell at \$1.30. 21 lb. cartons sell at \$6.00 and 48 oz. packages sell at \$6.40. Sales are steady and prospects good.

Brazil

Angelo Lacava in Sao Paulo, Brazil tells us there are 120 plants in that country producing up to 700,000 lbs. daily. Spaghetti is the most popular type with egg noodles close behind. Artificial coloring is permitted and quality standards are difficult to maintain.

(Continued on page 22)



Kvarn AB Tre Kronor in Stockholm, Sweden.



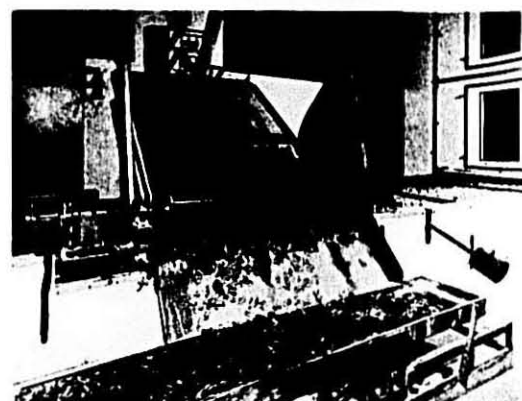
Conveyed finished goods to automated storage system.



A new noodle novelty: hay and straw being dried by Braibanti of Parma.



Automated storage system at Braibanti plant in Parma.



Straw and Hay are noodles: half yellow (egg products), half green (spinach).



In Semolina and Durum flour, quality has a color. Pure, flawless gold. The color of King Midas Semolina and Durum flour.

It's the color we get in Semolina and Durum flour because we begin with the North Country's finest Durum wheat, and mill it in facilities designed specifically for the production of Semolina and Durum flour.

It's the color you get in pasta when you begin with King Midas Semolina or Durum flour, and it's your assurance that you've got the right start toward pasta with fine eating characteristics.

And from the time our golden King Midas Semolina and Durum flour start on their way to becoming your golden pasta, Peavey is following through with the fastest, most reliable service possible. And we're working to be better. Our new King Midas Semolina and Durum flour mill at Hastings, Minnesota, rounds out a distribution network second to none.

It still comes down to this. We want you to keep putting Peavey in your pasta... right along with your pride.

the Pure, Golden Color of Quality.

King Midas Semolina and Durum Flour from Peavey, for Pasta with "The Golden Touch." Pure Golden Color. Great Eating Characteristics.



At the new Peavey mill in Hastings, Minn., as in all the King Midas Semolina and Durum flour mills, Durum wheat receives all the extra milling, cleaning, purify-



ing and filtering processes that make Durum run on a Semolina mill something special... processes that mean pure, golden pasta with fine eating character-



istics. And at the Peavey mills, automation of virtually all processes means that quality levels are maintained - all the way. We wouldn't have it any other way.

Peavey Company, Flour Mills, Minneapolis, Minn. 55415



PEAVEY COMPANY
Flour Mills

Macaroni Around the World
(Continued from Page 19)

tain because of the low protein levels in the wheat flours that are used for processing. However, sales are up and prospects are good.

Venezuela

There are 87 macaroni plants in Venezuela, according to our correspondent in Caracas. They are producing 98,000 metric tons annually and production was up some 4% in 1971. Long goods account for 75% of the production, short cuts 20% and twisted goods 5%. The industry in Venezuela is in need of technically trained supervisors.

New Zealand

Timaru Milling Co., of Timaru, New Zealand is one of the two plants in that country making approximately 2,000 tons of macaroni products. New Zealand flour sells at \$80 a ton with egg 32.5¢ per pound. The retail selling price of spaghetti in 14 oz. cartons or cellophane bags is 25¢.

Though the trend of macaroni sales in New Zealand has been steady some of the major problems are educating the public to use the dry pasta in lieu of the canned product. Distribution costs are heavy and there is presently insufficient volume to warrant automatic packing.

Japan

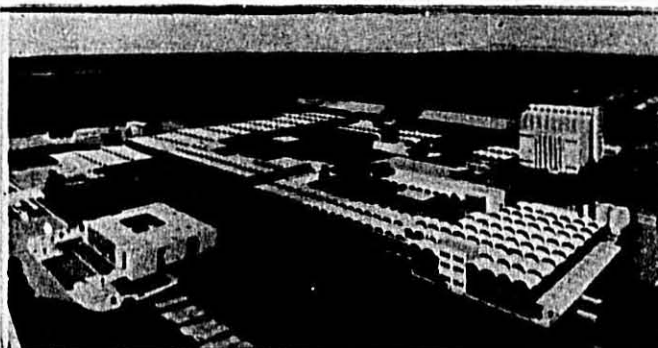
Mr. H. Simidsu, Technical Director, Flour Milling Industry Development Foundation, in Tokyo, Japan writes the following interesting report:

We wish to give you a glimpse of the Japanese noodle industry because noodles are far more popular with the Japanese than macaroni and spaghetti.

As you know, Japanese staple food is rice, but Japan is also a big noodle-eating country and about 1,285,000 metric tons of flour (38% of total flour production in Japan) was consumed for noodle manufacture in 1970. This was compared with about 100,000 metric tons (3%) of semolina for macaroni and 1,160,000 metric tons of bread flour (32%).

Traditional Noodles

Japanese traditional noodles are prepared by cutting dough sheet which has been formed by three or four pairs of rollers and not by extrusion through dies as macaroni processing. In contrast to durum semolina for macaroni, Japanese noodle flours are milled from a blend of Japanese domestic soft red winter wheat, white wheat from the Pacific Northwest of the United States, and another soft wheat Australian F.A.Q. But Japanese public taste, especially of the young and growing generation, has recently changed to have a tendency to prefer firm and slightly



Planta de Galletas Mexicanas, Obregon.

chewy noodles. Therefore, most processors blend a quantity of strong bread flour to noodle flour, resulting in an eating quality of noodles much more similar to that of spaghetti.

Under these circumstances, Japanese macaroni manufacturers are beginning to consider the clear definition of macaroni and spaghetti in order to justify their higher quality and price from an ordinary noodle. Japanese noodles contain 1% salt and no eggs. 95% of Japanese noodle manufacturers are minor form enterprises and number about 10,000. There are only 14 macaroni manufacturers.

Chinese Noodles

Chinese type noodle consumption has been increasing. There has been a particular rush on semi-cooked Chinese noodle packages. These snack type packages will fall under the category of convenience foods and are made by short deep frying or steaming of twisted Chinese noodles.

These noodles are prepared from alkaline dough formed from semi-strong flour (11-12% protein) by mixing with 25% of water and 4% "Kanshui." "Kanshui" is a concentrated alkali solution composed of potassium and/or sodium carbonate with or without a small quantity of sodium phosphate. This alkaline doughing water dissolves a part of the protein in the flour and

fills the aperture between flour particles in the dough, besides developing a gluten strand. This phenomenon results in its dough being more dense and stiff. Noodles made from such dough will be firm, tough, smooth and does not swell or disintegrate in cooking. Thus it favors satisfactory mastication suiting for the younger generation's taste.

Flours for Chinese noodles are generally milled from dark hard winter wheat and their consumption is estimated at about 270,000 metric tons annually.

Macaroni consumption has steadily climbed in Japan and by 1975 will hit 140,000 metric tons. There is concern that this climb cannot continue and that competition will become keen with overcapacity. There is concern at present because of an irregular supply of durum wheat which is released through the government and the fluctuations of its quality.

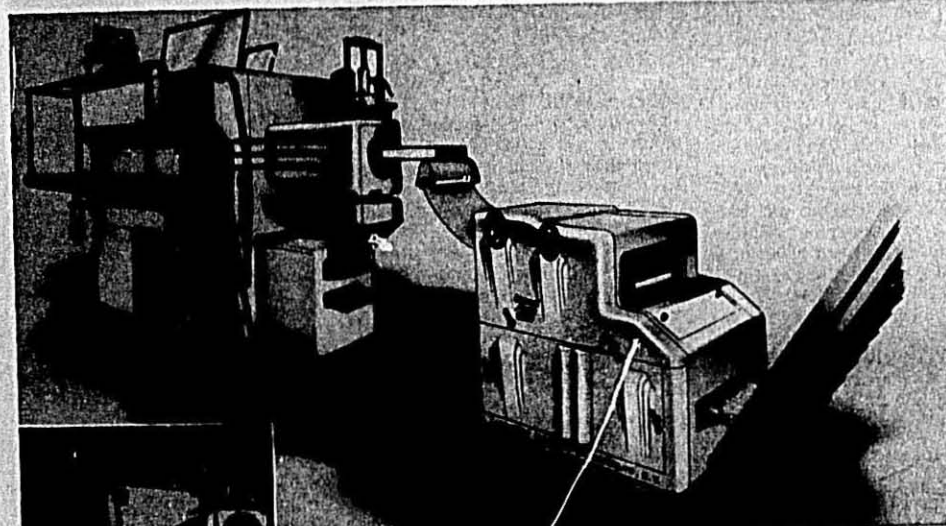
Japanese Firm in Los Angeles:

Nissin Food Products, Ltd. (Japan) has put the first wholly owned Japanese firm in the U.S. at 2001 W. Rosecrans Avenue, Los Angeles. They will manufacture and distribute "TopRamen" noodles in soup. More than four billion servings are produced annually in Japan for world distribution.

Macaroni Manufacturing in Japan			Total Production (Kg.)			
	Macaroni	Spaghetti & Short Cut & Stamped	Total	Exported	Monthly Capacity	
1961	748,420	9,734,330	17,299,368	27,782,118	281,273	3,005,400
1962	539,812	14,891,789	18,348,358	33,780,358	198,629	4,015,000
1963	581,810	19,944,758	21,720,280	42,246,848	220,233	4,646,000
1964	529,352	26,925,438	22,425,447	49,880,237	263,199	6,399,000
1965	406,025	33,265,514	25,422,940	59,094,479	296,259	7,664,000
1966	423,778	40,221,528	27,453,202	68,098,508	333,239	7,881,000
1967	362,906	44,035,878	26,583,570	70,982,354	316,078	8,692,000
1968	332,123	49,732,436	26,216,524	76,281,083	418,138	9,471,000
1969	315,841	51,279,817	26,873,431	78,469,089	487,499	9,436,000
1970	310,978	61,462,710	31,204,580	92,978,268	442,567	10,385,000
1971	315,827	67,277,901	28,285,517	95,859,245	385,963	11,743,000

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

Clermont Extruded Noodle Dough Sheeter VMP-3



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

FOR THE SUPERIOR IN NOODLE MACHINES
IT'S ALL WAYS Clermont!

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

TAILOR-MADE FOR THE NOODLE TRADE
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Quarterly Durum Report

Durum growers intend to plant 2.5 million acres to this crop in 1972, according to the March 1 survey of the Crop Reporting Board. This would be a 12 percent drop from last year but would still be 19 percent above 1970. North Dakota growers plan a 10 percent reduction in acreage but growers in other important producing States cut plantings from 20 to 30 percent from a year ago. Nearly 90 percent of the planned acreage is in North Dakota. Topsoil moisture conditions were plentiful to surplus in 74 percent of North Dakota counties in early May and were adequate in the remaining counties. Subsoil moisture was rated plentiful to surplus in 58 percent of the counties. On May 1 field work in North Dakota was reported much behind last year due to cool wet weather. Only 1 percent of the durum was planted in North Dakota by May 2 compared with 13 percent last year and 22 percent for that date's 10-year average.

Durum Exports

During the January-March quarter, U.S. exports of durum wheat totaled 11.3 million bushels. This was more than double the amount shipped during that quarter in each of the previous two years. Exports July 1971 through March 1972 at 24.6 million bushels are slightly behind the rate of a year ago when 26.4 million bushels had been inspected during those months.

Durum Stocks

On April 1, 1972, stocks in all positions totaled 98.7 million bushels, 26 percent more than on April 1 last year. Farm stocks were 34 percent larger than a year ago and amounted to 72.2 million bushels. Off-farm stocks were up 7 percent from a year ago and totaled 23.9 million bushels. Disappearance during the January-March quarter is indicated at 18.6 million bushels compared with 14.9 million the same quarter last year. At the end of March, CCC owned 7.8 million bushels of hard amber durum, 1.5 million bushels of amber durum and 833,000 bushels of ordinary durum wheat. The Agency had extended warehouse loans on 220,000 bushels of durum. At the end of April, producers had placed 22.2 million bushels of 1971 crop durum under loan. Loans outstanding on that date totaled 14.2 million bushels.

Canadian Situation

Canadian farmers intend to plant 5 percent more durum wheat in 1972 than they seeded in 1971, according to plans on March 15. If those intentions are carried out, Prairie farmers will plant 2,580,000 acres of durum. The visible supply of durum wheat in Canadian

Durum Wheat Acreage Planted	(1,000 acres)		Indicated 1972	Percent of 1971
	1970	1971		
Minnesota	30	41	28	68
North Dakota	1,812	2,464	2,218	90
South Dakota	110	143	116	81
Montana	129	168	114	68
California	10	10	6	60
United States	2,091	2,826	2,482	87.8

positions April 12, 1972 amounted to 43.3 million bushels compared with 39.5 million a year earlier. Commercial disappearance of Canadian durum August 1, 1971 through April 12, 1972, domestic and export, total 34.7 million bushels against 27.6 million bushels the year before. Disappearance in both categories was above year-ago rate. Exports were up about 6 million bushels and domestic disappearance was about 1 million bushels ahead of the rate last year.

Planting Progress

After a cold wet spring, really no spring at all, but a transition from snow one week to 80 and 90 degree temperatures the next—planting of small grains began in earnest in mid-May in the upper midwest. In North Dakota on May 8 only 9% of the durum acreage had been seeded. A week later the percentage jumped to 20%. By May 24 it was 53% in.

Moisture conditions were adequate in 36% of North Dakota counties, and plentiful to surplus in 62%. Wild oats were such a problem in many fields that spraying was common and some farmers were holding up seeding operations to get a good kill.

Wheat Foundation

After ten years of discussions the wheat industry succeeded in marshaling united forces to testify before the subcommittees of the House and Senate May 4 in behalf of legislation called that Wheat and Wheat Foods Research, Education and Promotion Act.

Statements were made by representatives of national and state farmer groups, flour milling, baking and other end product manufacturers, and unions. Walter F. Villalume appeared for the National Macaroni Manufacturers Association. The action was endorsed by the U.S. Department of Agriculture.

While the future progress of any bill through Congress is difficult to predict, the unreserved backing for this bill increases the odds in favor of enactment this session.

Multifoods Issues Annual Report

International Multifoods announced that it plans to build a \$2 million Kaukauna Dairy Co. plant in Little Chute, Wis., and that it is "actively searching" for an entry into the European consumer products market.

The announcements, made in conjunction with the issuance of the company's 1972 annual report, said that the specialty cheese products plant in Wisconsin would be operational by September 1972.

The Minneapolis-based diversified food processing company also announced that the 13-floor Investors Building, which it has occupied in downtown Minneapolis since 1956, will be renamed the Multifoods Building later this year.

Multifoods' President William G. Phillips also said that the turnaround of the company's Mister Donut operations is witnessed by the fact that 43 shops have been opened or entered the development stage since March 1.

Less Milling

Once the largest flour miller in North America and second largest in the United States, Multifoods has fallen to fifth place in this country since the completion of the sale of its Cleveland mill earlier this month, Phillips said, and will fall to sixth place later this year when its Detroit mill will be torn down to make way for a riverfront renewal project.

A product line break down shows that sales of consumer products in the United States rose from six to nine percent of total company sales, and earnings rose from four to eleven percent.

The company last year reported sales of \$457 million and consolidated net earnings of \$8.6 million, both up from a year ago.

The report, based upon the results of a recently published study of the news of the small investor, follows a news magazine format complete with the company's advertisements, cartoons, a shareholder quiz, guest columns, letters from customers and an ecology oriented coupon offer.

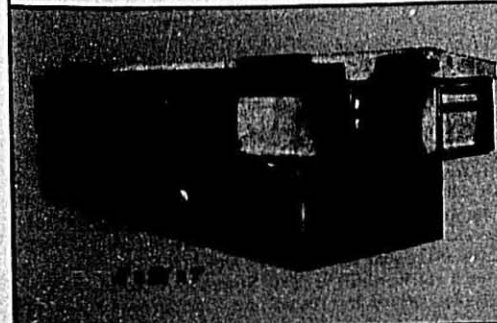
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Society Building Dedicated

Guests attending the formal dedication of the new international headquarters of the American Association of Cereal Chemists (AACC) and the American Phytopathological Society (APS) on May 11 witnessed a unique twist to the traditional "ribbon cutting" ceremony.

Barring the main entrance of the St. Paul suburban (3340 Pilot Knob Rd.) three-level building were several pots of growing wheat, a commodity symbolic to both organizations, which were "harvested" by the presidents of the two societies using golden sickles. Doing the cutting were Dr. Kenneth A. Gilles, AACC president and Vice President for Agriculture, North Dakota State University at Fargo; and APS president Dr. Joseph P. Fulton, Professor, Department of Plant Pathology, University of Arkansas, Fayetteville.

In attendance were approximately 100 representatives from both the AACC and the APS in addition to guests from local government and industry, who heard short speeches from Gilles and Fulton. Presiding over the program was Daniel G. McPherson, Vice President and Director of Quality Control for General Mills and chairman of the joint AACC/APS committee which was responsible for the design and construction of the building.

Tour Facilities

Following the half-hour dedication ceremony, everyone was given an escorted tour of the 12,900 square foot facility, with the staff explaining the operations of the various departments and pointing out the expansion areas designed to accommodate the future needs of the societies and possibly a third organization with related activities.

The building, constructed at a cost of \$335,000, is divided into three wings to meet the requirements of three basic functions; the editorial wing, the executive wing and the rental space to be used for the office expansion.

AACC

The AACC, leading society in its field, is composed of chemists, biologists and some engineers engaged in the overall process of converting cereal grains (wheat, rice, corn, etc.) into edible and non-edible products. The group was founded in the spring of 1915 in Kansas City, Missouri by a group of milling chemists whose goal was to standardize methods then being used in the milling and baking industries. From the original 11 charter members, the organization has grown to some 2,000 members in 34 countries. Its two professional publications are read by more than 4,000 scientists in over 60 countries.



Dr. Gilles and Dr. Fulton swing golden sickles.

APS

The APS, also the leader in its sphere of activity, was founded in late 1908 and is dedicated to the elucidation and control of plant diseases. In the ensuing 64 years, the Society has grown to almost 2,800 members in 67 foreign countries and all fifty states. Its major publication, *Phytopathology*, is read by more than 3,000 scientists in some 84 countries of the world.

Wheat Institute Hires Battelle

The National Wheat Institute, funded by the slightly more than \$2,000,000 remaining in the wheat export certificate pool, awarded a contract to Battelle-Columbus Laboratories to conduct a survey of existing research and promotion on wheat and to identify promising areas for further scientific activity. Information developed as a result of the Battelle study will be used as the basis for future projects to be financed by the N.W.I. and will also be made available to others in wheat research and promotion.

ConAgra Up

Net income of ConAgra, Inc. for the third quarter of the 1972 fiscal year increased 53% over the same 1971 period, according to a quarterly report issued recently.

Net sales of ConAgra for the 40 weeks ended April 12, 1972, aggregated \$227,666,217, compared with \$207,099,307 in the previous year, an increase of 10%. Net income in the 40 weeks of the current fiscal year was \$2,008,968, equal to 65¢ a share on the common stock, compared with \$2,526,272, or 85¢ a share, in the previous year. Income before tax provisions in the 1972 fiscal year was

\$1,957,168, against \$3,130,972 in the previous year, while an income tax credit of \$51,800 was reported this year, against a tax provision of \$604,700 in the 40 weeks of 1971.

ADM Dividends in 40th Year

Archer Daniels Midland Co. declared a dividend of 25¢ a share on the common stock, payable June 1 to stockholders of record May 22. This will be the 183rd cash dividend and 163rd consecutive quarterly payment, a record of more than 40 years. Total of 3,432,34 shares of ADM common shares is outstanding.

Freeze Dried Noodles

Free flowing, freeze dried, instant noodle can be handled on sensitive equipment in blending and filling operations of dry mixes. Product requires only the addition of hot water to be instantly rehydrated. Usage applications would be in instant dry soup mixes and other pre-prepared instant, pasta products. Product eliminates the 10 to 20 minute cooking time which otherwise would be required.

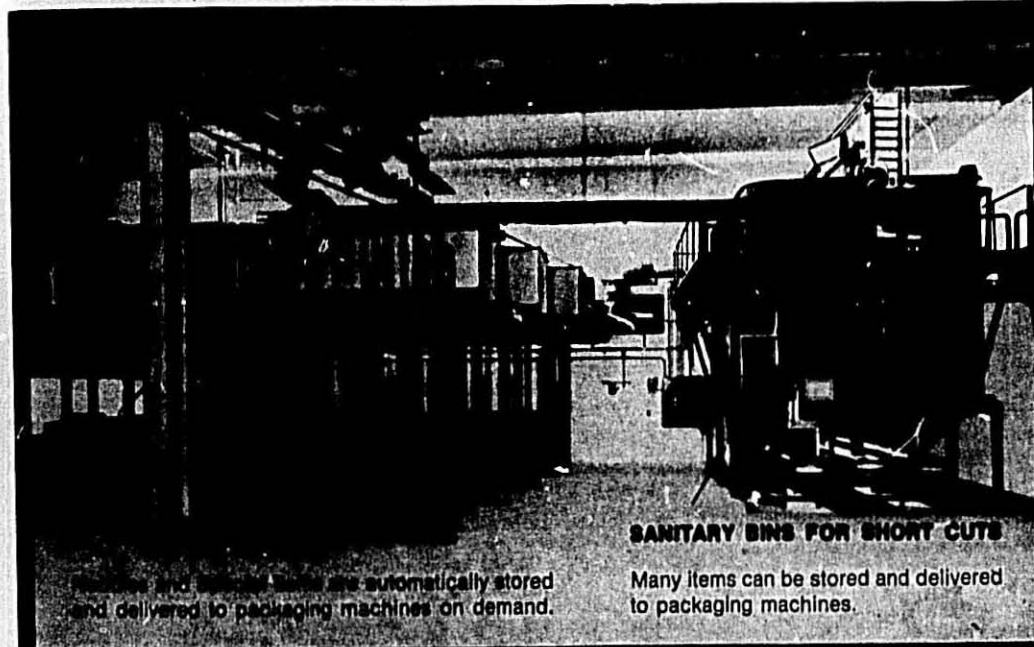
Additional information is available from Right-Away Foods Corp., P.O. Box 184, Edinburg, Texas 78539.

Eighth IPACK-IMA

IPACK-IMA (International Exhibition: packing and packaging, mechanical handling, food-processing equipment including macaroni machinery) will be held on the Milan Trade Fair grounds October 8-14, 1973.

The Secretary General may be contacted at Via C. Ravizza, 62, Milan, Italy.

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Food With a Foreign Accent

IF THE Statue of Liberty is symbolic of America as the "melting pot" of the world, the United Nations is surely its chef. In both homes and restaurants, menus have taken on a distinct foreign accent.

Due in large measure to a wide range of exotic frozen foods now available, the Great American Appetite of the best-fed people on earth is rapidly achieving global sophistication, a recent survey disclosed.

Nationality and ethnic specialties accounted for more than a \$150 million share of the booming frozen food market last year, according to Allan N. Cooper, executive of the Anaconda Aluminum Company, one of the nation's largest suppliers to the frozen food industry. And this is only the beginning for international epicures.

Because of the enthusiastic acceptance of these comparatively "unusual" dishes, he predicts that the sales volume of frozen foreign foods will be more than doubled in the next 10 years—possibly tripled.

Creativity

"Creativity is the keynote," Cooper said. "Today's menu planners want convenience plus originality. They find this in frozen nationality specialties."

"But only the surface of the market has been skimmed. Tremendous developments are coming along through new food processing techniques, new packaging concepts and more imaginative merchandising."

As recently as two decades ago, nationality foods for the general public were limited to quaint Italian and pretentious French cafes, and family-owned Chinese restaurants and other such atmospheric eating places. In homes, ethnic meals flourished only in the "old world" environment of recipes handed down through the family.

Today, however, if the average American menu were a passport, it would be stamped with visas from at least half a dozen foreign lands.

Pizza has become a standby item, tacos and tamales vie with egg rolls and chow mein, blintzes and bagels are becoming as common as Polynesian skewered ka-bobs or sauerbraten with spatzle. It's not unusual to find Mom's apple pie replaced by a multi-layered Dobish torte.

As this new cosmopolitan type of cuisine widens the horizon of American diners, it has had an increasing impact on the food industry, particularly the frozen food segment.

Since many of the exotic dishes coming into favor require an array of ingredients not commonly found in the average kitchen or—more important—an unfamiliar expertise in their preparation, easy-to-fix frozen dinners, entrees, hors d'oeuvres and desserts claim a steadily growing share of the market.

Italian No. 1

The most recent statistics available in the Anaconda survey show that Italian foods lead the popularity parade of frozen nationality specialties with an estimated \$90-million volume of sales. Second place is claimed by Chinese and other Oriental foods at \$30-million. Termed by some market experts as the fastest growing entry in the field, Mexican food now produces \$25-million from the frozen food lockers.

A significant \$5-million inroad has been gained by Kosher frozen foods. Gaining a place at the table, but not yet pushing the leaders are Hungarian, French, German, Armenian, Polish, Swedish, Spanish and "all others" from various ports of call, the study revealed.

It is interesting to note that sales of these specialties do not follow traditional ethnic patterns.

In New York, for instance, it is conceded that the Irish Catholics and other ethnic groups buy more Kosher products than Jewish people do. Minneapolis with its strong Swedish heritage is one of the better markets for Mexican foods since hot tamales and enchiladas left the old neighborhood in the Southwest.

International Flavor

The foods themselves cross ethnic and nationality lines. Now on the market is Kosher Chinese-style turkey roast and Irish pizza (with a thin crust and thick sauce—developed by an American soldier on duty in East Africa). Many Jewish dishes, of course, come from other lands such as Poland, Czechoslovakia, Hungary or the Netherlands, contributing to "Continental" specialties.

The international note is carried even a step further to the producer and the product in at least one outstanding example—Jeno Paulucci, son of Italian immigrants in Minnesota, started the Chun King Corporation in 1946 and built it into the world's leading producer of canned and frozen American-Oriental foods.

Chun King's remarkable success story also illustrates a general American business trend that is currently re-

flected within the frozen food industry: mergers and acquisitions.

In November, 1966, R. J. Reynolds Tobacco Company paid Paulucci \$83-million for his company. They not only purchased the company, but the marketing and purchasing savvy of Paulucci, who they named board chairman of R. J. Reynolds Foods, Inc.

New Corporate Homes

Other ethnic foods have found similar new corporate homes. For example, Roman Products Corporation, with Joseph and Cyrus Settineri founded on ravioli in a small garage in South Hackensack, New Jersey, then built into an enormously successful business, was acquired by H. P. Hood & Sons, a leading packer of frozen citrus fruit and concentrates.

Beatrice Foods, once an all-dairy company, now owns Temple Frosted Foods (Chinese-style products), LaChoy Chinese Foods, Gebhard's Mexican Foods, Rosarita Mexican Foods and Lambrecht Foods.

Hy Epstein began making and selling frozen blintzes in the Bronx during World War II because his wholesale business provided him with the war-scarce ingredients. Consumer demand led to expansion under the Millady brand, which was finally acquired by Pet Milk Corporation.

Other well established food companies such as Campbell's, Swanson, Sara Lee and Banquet noted the popularity of nationality foods and developed their own product versions to add to already diversified lines.

This exceptional demand for ethnic foods is therefore opening up inviting prospects for even the small businessman who is armed with an unusual recipe, ingenuity and great energy.

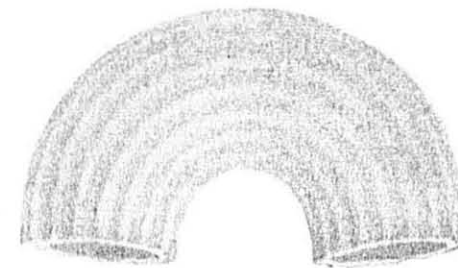
Packaging Concern

Packaging is a primary concern in marketing these frozen specialties, Cooper pointed out, because it must function in a number of important areas—product protection, consumer convenience, minimum cost and maximum attention—getting.

The survey showed that aluminum foil containers, pioneer of the early video-dinner days, is still favored—but often in new shapes, sizes, colors.

"For the retail market, tray sections are sometimes tailored to fit the shape of the food," said Cooper, who is Anaconda's marketing manager for containers and packaged foil. "Colored and patterned foil, too, add eye appeal with glamour to exotic foods."

(Continued on page 30)



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Food with Foreign Accent

(Continued from page 28)

"The top companies in nationality specialties recognize the importance of merchandising the package, as well as the food, so interesting new designs and concepts are constantly under development."

Since frozen foods must be stocked in freezer cases, limiting display effectiveness, the appearance of the individual package fighting for attention is an important point of sale factor.

At the same time, the comprehensive study noted, the customer likes a multipurpose container that serves as a storage-preparation-service utensil. Rigid foil containers coated with a special plastic compound to make them resemble table china add an extra luxury touch, particularly desirable in mass-feeding operations such as airline meals.

Another innovation gaining wide acceptance is the smooth-walled aluminum foil container with a peel-off cover, used for specialties like Macadamia nuts or sauces to accompany a gourmet dish.

Large Packs

The greatest change from the familiar compartmented aluminum foil dinner tray, however, is a switch to large size entree packs—two- to four-pound capacity containers for generous family-size servings or institutional use. Spaghetti, Continental casseroles, chow mein, stuffed lasagna or Mexican main dishes are best sellers in these quantities.

Many housewives prefer the large packs, Anaconda's study discovered, so they can exercise their own creative flair with original touches and the addition of family-favorite side dishes. Working wives and busy homemakers also admit that adding their own "inspiration" keeps them from feeling they've "cheated" their families by simply taking dinner out of the freezer.

Large packs for prepared frozen foods were originated to serve volume feeders such as restaurants and institutions. This market has become an unexpectedly large and profitable customer for nationality specialties. People who dine out are especially partial to foreign foods, and a number of restaurants such as Fred Harvey's feature nationality menus one day a week.

Schools and colleges also find the nationality menu an interesting and acceptable variation.

Mass-feeding operations are hampered today by a severe shortage of skilled labor in the kitchen. So they are making increased use of frozen prepared foods to keep high costs in line,

according to the National Association of Frozen Food Packers.

Great Potential

The greatest potential for international menus, however, still remains in the home kitchens where frozen foods act as travel agents to transport adventurous Americans anywhere around the globe in the length of time it takes to "heat and serve."

But wanderlust alone does not account for the growth of the new cosmopolitan appetite. An important factor noted by John Helgeson, foods marketing manager for Better Homes & Gardens, is that we are now in the midst of a "Flavor Era." This means that as a rule fewer dishes are served but each one is expected to be a "flavor experience."

Good Business Magazine describes it as a combination of taste and eye appeal: "The new view is to regard food as an art and pleasure, something that while it has roots in hard necessity nonetheless gives forth delightful blossoms to please the senses."

This is the traditional view held in Europe and the Orient, but the modern American translation calls for the effect without the effort. This leads almost inevitably to the freezer where interesting foreign foods that are stored, ready for instant preparation.

Widespread affluence also contributes to modern gourmet tastes. The Anaconda study indicates that in the case of nationality foods, this extends downward to the upper portion of the lower income groups, possibly reflecting total acceptance of our mixed national origins as well as upgraded eating habits.

"Education and travel is also broadening the ethnic base at a rapid rate," Helgeson comments. "Half our population is under 25 years of age and the young marrieds, a high percentage well educated, are cooking differently than their parents. Stroganoff, coq au vin and beef Burgundy are part of their regular meal planning, as well as Oriental, Polynesian and Mexican dishes that break away from traditional fare."

Many acquire tastes for foreign foods by traveling abroad, he pointed out, and are then able to gratify these tastes at home by shopping in the frozen food section of the supermarket.

A change in entertainment patterns, with emphasis on snacks and buffet suppers, reinforces the popularity of international specialty items as "something different" and yet easy to fix.

Convenience, the Anaconda study clearly showed, is a primary reason for the growing reliance on frozen foods—and if the food has that certain sophisticated foreign flair, so much the better.

"Golden Elbow" Gets Extension

An extension of a year, to April 1, 1973, was granted by Food and Drug Administration to General Foods Corp. to conduct marketing tests of "an enriched macaroni product that deviates from the standards of identity for macaroni and noodle products." This is the product marketed under the name "Golden Elbow" that has stirred so much opposition from macaroni manufacturers, durum millers and durum growers because the principal ingredient is not durum semolina or wheat flour. The product is labeled "enriched, yellow corn-soy-wheat macaroni."

The first marketing permit for the product was issued June 20, 1969, and the original specifications provided for yellow corn flour not less than 50%, soy flour not less than 27% and hard wheat flour not less than 10% by weight of the farinaceous ingredients.

Corn-Soy-Wheat

The permit was modified Sept. 9, 1971 to provide for 38% yellow corn flour, 30% soy flour and 30% hard wheat flour.

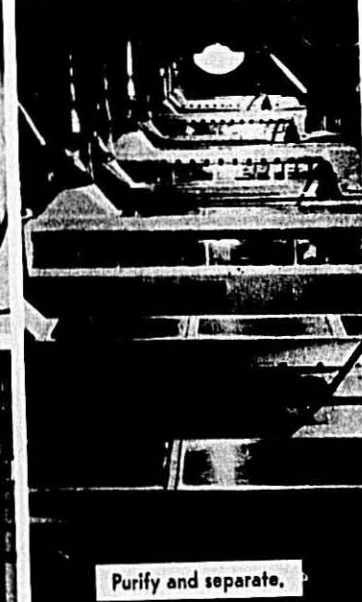
In its request for an extension, General Foods Corp. stated that, in its judgment, it would generate additional information to continue the acceptability studies related to the product. The company stated that a number of school systems are experimenting with the product and plan to include it in some of their menus in the coming years. The permit extension, published in the May 5 *Federal Register*, provides for extension to April 28, 1973, "or until the proposed standard of identity for enriched macaroni with improved protein quality becomes effective, whichever occurs first."

A Slice of Pizza

Pizza, Official publication of the North American Pizza Association, carries a lead article in the March-April issue with the heading, "Pasta, Your Way to Increased Profits."

Martha Moser advises pizzerias to turn to pasta, pizza's distinguished ancestor, to add variety and customer appeal to the pizzeria bill affair at very little cost.

The publication goes to over 25,000 pizza men. The Pizza Association claims the industry has grown 1,500% since 1950 and still shows amazing growth—pizza is the number one fast food choice among young adults. Young adults are the people who eat out most often. The public spent approximately \$3 billion on fresh pizza last year.



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Hamburger Helper Scores

From Triangle Packaging In Action

When you run three shifts seven days a week and still can't meet the demand for a new product, you've got a winner.

But when that product is selling in the competitive convenience food market, you've got a super success.

That's the brief, surging history of General Mills' Hamburger Helper, which, in a little more than seven months since its nationwide introduction has become a run-away best seller.

Hamburger Helper is one of the growing number of semi-prepared convenience foods that still require a degree of culinary involvement.

It elevates common hamburger, or its more elite cousins such as ground beef, to the rank of a specialty main course. To the palate, it's light years away from the ubiquitous patty—on or off the bun. Five main courses are marketed under the brand name: Potato Stroganoff; Rice Oriental; Beef Noodle; Hash; and Chili Tomato.

Two Pouches in Carton

Hamburger Helper's ingredients come in two pouches to the carton: a small one for the seasoning and another for the main component—potatoes, noodles, etc. Preparation calls for browning the hamburger, draining off the fat, adding the ingredients and water, stirring and simmering.

The product is now packaged on one line utilizing a Triangle form-fill-seal bag machine equipped with Flexitron scales, at General Mills' plant in West Chicago, Illinois. Two more Triangle units are scheduled for installation in

the West Chicago operation and at Lodi, California.

The Triangle equipment has the capacity to run at 90 to 100 bags per minute. They operate as fast as the cartoners they feed to can accommodate them.

Compatibility

Robert Doig, General Mills production engineer, and Donald Sherman, the Packaging Department superintendent, surveyed a variety of bag machines synchronized with cartoners before recommending the Triangle form-fill-seal units.

One key reason for the company's choice was the machines' compatibility with a variety of cartoners. In fact, the second unit soon to go on the line required only one minor modification to team with a new Jones cartoner.

While visiting various plants using Triangle gear, Messrs. Doig and Sherman were impressed with customer feedback on both performance and reliability of the equipment.

"With the demand running as high as it is for Hamburger Helper, there just isn't any room for marginal machine performance," says Bob Doig.

"So far the Triangle machines have given us above average efficiency," he adds. "We operate them round the clock as fast as the cartoning equipment can handle their output."

Convenience Bonanza

Ever since the early '50s when airlines first began serving prepared in-flight dinners and cake pre-mixes came



Robert Doig, production engineer.

on the market, convenience foods have charted phenomenal growth.

On the home front there are plenty reasons for the bonanza in easy-to-prepare foods. To name a few: working wives; a desire to economize, save time and simplify food preparation; and, the fact that (let's face it) every gal can't cook like mom.

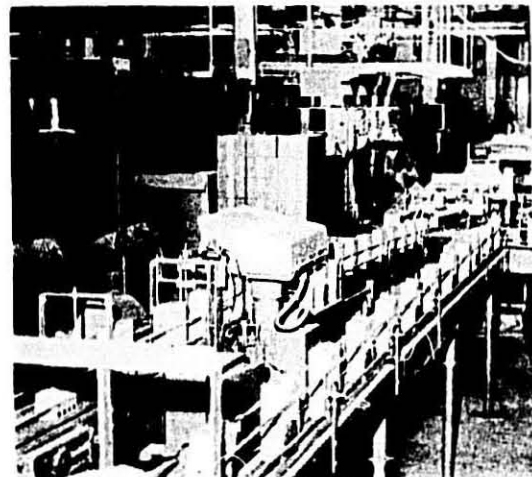
On the manufacturers' side, highly skilled home economists and food technologists have striven to produce a range of prepared packaged food that are as nutritionally well-balanced as they are delicious.

From the packaging industry came new films that provide virtually total product protection, and the form-fill-seal machines with their ability to economically produce packages at high speeds.

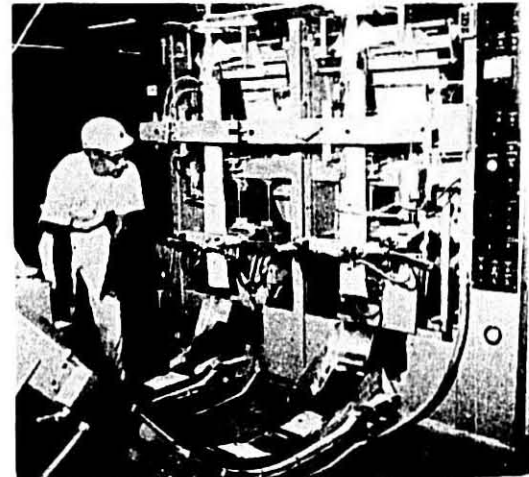
Pouches Popular

Pouches continue to gain in popularity. One reason packagers are preferring them is that once the package has been opened the customer usually uses

(Continued on page 34)



Weighing on Flexitron scales.



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THE MACARONI JOURNAL

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Engineering services including design, planning and installation of complete macaroni processing plants

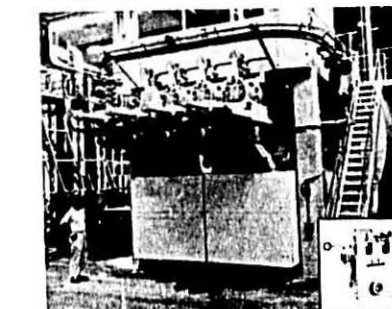
If it's anything to do with macaroni plants or equipment, talk to the experts at Buhler Corporation, 8925 Wayzata Blvd., Minneapolis, MN 55426, 612-545-1401 / Eastern Sales office: 580 Sylvan Ave., Englewood Cliffs, New Jersey 07632, 201-871-0010 / Buhler Brothers (Canada) Ltd., Don Mills, Ontario, 416-445-6910.



Skilled, experienced BUHLER Engineers develop the optimal processing system after making a careful analysis of the customer's particular plant layout, operation and specific requirements.



Every facet of machine operation undergoes scrupulous examination by Buhler Design Engineers. Extrusion of short goods will be viewed in extreme slow-motion from high-speed, 500-frames-per-second movie camera used above.



Buhler designs, fabricates and installs all types of macaroni equipment for any size operation. Above, world's largest short goods press (4-screw, 16,000 lbs./hr. capacity) dwarfs 100 lb./hr. laboratory model shown in inset.

Complete
Macaroni
Plants by

BUHLER

Hamburger Helper

(Continued from page 32)

all the ingredients. Thus, the packager has quality control right to the table. Pouches have also enabled packagers to put several different ingredients in the same carton.

Thus modern packaging, imaginative food technology, and innovative marketing teams put delicious, economical and easy-to-prepare dishes like Hamburger Helper on America's dinner table.

Ad Campaign

General Mills is stepping up its introductory campaign for new Hamburger Helper Dinners with an expanded print campaign in Family Circle and other major women's magazines.

Four-color, full-page ads in June and July issues will carry pop-up coupons to more than 20 million households, and print support will continue throughout the remainder of the year.

Television advertising on top-rated network primetime shows, daytime network TV and spot TV will run concurrently with print in what amounts to one of the most extensive sustaining advertising campaigns in the company's history.

Hunt-Wesson Skillet Dinners

IN an advertisement in the May issue of Progressive Grocer Hunt-Wesson takes twelve pages to tell retailers about package dinners, the most successful new item in 1971. There are illustrations in full color on each page. Copy says in part: "In a recent Progressive Grocer survey, 'You-add-the-meat' packaged dinners were named by sixty percent of retailers as the most successful new item they had handled in 1971—and they were named more than twice as many times as any other product."

"In two years, between 1969 and 1971, dry packaged dinner volume grew 52% from \$98,677,000 to \$149.2 million. This dramatic increase was largely due to the added customer appeal and variety that have resulted from the introduction of successful new lines like Hunt-Wesson's Skillet Dinners."

Six Reasons

Six points are given as to why "you-add-the-meat" packaged dinners go big with consumers and grocers.

(1) Consumers demand quality and menu variety on a par with convenience. The new wave of consumerism has placed added emphasis on the importance of both economic and nutritional value in foods. As a result, the

housewife is no longer content just to throw together a simple meal—she wants to maintain the high level of meals she normally serves her family and she wants to do so within a reasonable grocery budget. By using only the highest quality ingredients, the new packaged dinners offer the modern on-the-go shopper all the convenience she needs without any sacrifice in menu variety or good nutrition.

(2) Consumers want to maintain their involvement in meal preparation. Regardless of their desire for convenience products, modern homemakers are not all ready to let go the basic responsibility for putting a tasty, wholesome meal on the family dinner table. Be it tradition or otherwise, women are more inclined to buy a packaged dinner that offers some convenience but still allows them to select the meat and combine the separate ingredients in a way that it will give the meal their personal touch.

(3) "You-add-the-meat" packaged dinners are the fastest growing profit makers in the packaged dinners category. In the year preceding the introduction of these products, dollar sales of packaged dinners category were worth over \$98 million. In 1970, the year these new items were added to the category, dollar sales rose 9.3% followed by a 40.8% increase in 1971.

(4) These dinners offer high margin and fast turnover. The Progressive Grocer shows that the average margin on "you-add-the-meat" packaged dinners exceeds 21%, well above the average for both the entire packaged dinners category and the total store. In addition, 88% of the survey respondents view these new packaged dinners as equal to or above the average weekly turnover in the grocery department.

(5) These products mean new dollar sales, not dollar trading. Because there is no other item in the store like "you-add-the-meat" packaged dinners, customers won't be substituting their purchases for other products when they buy.

Even more important, these new packaged dinners offer food retailers an opportunity to reclaim a large share of the estimated \$8 billion in sales that have been wooed away by the booming fast food outlet industry.

(6) These products can mean extra sales in the meat department. The shopper must buy fresh meat to prepare these new packaged dinners. This means a growth in meat department sales from 5 to 10%. They have related item potential in the produce department, with soft drinks, or paper products with a "quick meal-easy cleanup" display possibility.

The Products

Among the Hunt products are Skillet Lasagna, Skillet Stroganoff, Skillet Mexicana, Skillet Hawaiian, Skillet Oriental, Skillet Barbeque, and Skillet Pizzeria.

The latest entree are Hunt's Skillet-brand Baked Chicken Dinners. Baked Chicken and Dressing calls for 2½ pounds of chicken to which is added a pack of seasoning mix, a package of dressing, a can of sauce and another can of fruit topping. For the same quantity of chicken in Baked Chicken Western there is a can of sauce, a packet of mashed potatoes, and a can of beans and mexicorn for serving. For Baked Chicken Italiano there is a can of sauce, a package of rotini, a packet of seasoning mix and a packet of cheese topping. With chicken consumption growing at twice the rate of beef, Hunt's looks for good repeat business.

Lawry's Foods Report

Richard N. Frank, President, Lawry's Foods, reports consolidated net sales in 1971 at \$32,552,838 were 10% greater than in 1970. Although the increase was smaller in sales growth than the average for recent years, management was satisfied because few new products have been introduced and the bulk of the growth came from existing lines. Further, the unfavorable economic climate in California resulted in generally flat restaurant sales.

Emphasis on TV

Television became the principle medium for company advertising with the development of several thirty second spot commercials. The apparent success of advertising and promotion programs seems justified and leads to the plan to shift a larger part of promotional spending toward consumer oriented programs.

Efforts are being intensified in the growing "away from home" segment of the food industry, and the food service division introduced a new line of sauce and gravy mixes for sale to restaurants, schools, hospitals and similar mass feeding institutions. Lawry's has recently developed a unique line of products based on soy-protein technology which facilitates the seasoning and reduces the cost of several popular dishes requiring the use of ground meat.

California Center

In 1971 they completed the first stage of a long range plan for the enlargement of their corporate headquarters. The improvements to buildings and grounds have greatly increased their ability to expose visitors to Lawry's (Continued on page 38)

THE MACARONI JOURNAL

Quality is King
EGG CITY

SANTA BARBARA
VENTURA
MOORPARK
GREATER LOS ANGELES AREA
SAN BERNARDINO
RIVERSIDE
SAN DIEGO AREA

The advertisement features a stylized rooster wearing a crown and holding a branch, with the words "EGG CITY" written on its body. To the right, a map of California is shown with a star marking the "EGG CITY" region. A line connects the star to the rooster. The map labels several areas: SANTA BARBARA, VENTURA, MOORPARK, GREATER LOS ANGELES AREA, SAN BERNARDINO, RIVERSIDE, and SAN DIEGO AREA. The text "Quality is King" is written above the rooster.

A & P Turns to Discount

With a flurry of promotion, A&P stores are being converted to something called "Where Economy Originates" or WEOs for short—sort of super-duper discount stores.

By mid-May more than 2,800 stores had made the switch and by next February all of A&P's 4,200 stores scattered over 35 states, the District of Columbia and Canada will be operating under the distinctive green WEO signboards.

Price Wars?

"Supermarketers who have to compete are reeling from the effects," claims Supermarketing Magazine. "The stage may be set," adds Supermarket News, "for a series of price wars."

WEOs are A&P's answer to some serious and disturbing problems plaguing the company: the steady erosion of A&P's image as a price leader, ever fiercer competition within the \$94.5 billion retail food business, and A&P's own leveling sales and shrinking profits. In its fiscal year ending February 26, A&P suffered third quarter and fourth quarter losses totaling \$2.7 million. Profits dropped to 59¢ a share, compared with \$2.02 a year earlier. That made fiscal 1971 A&P's worst year since the company went public in 1958.

Tonnage Recovery Program

A&P's Chairman and Chief Executive, William J. Keen, who took over after Melvin W. Alldredge, retired last year, speaks of WEOs almost as though they were some high-powered breakfast cereal that will do wonders for an undernourished corporate body. "We have to start the growth factor in this company right now," Keen says. "This is a business based strictly on volume, and sales measured in tonnage." Referring to the WEO itself, Keen says that "this is a tonnage recovery program"—meaning that the retailer who moves the most goods is the one that will come out on top.

Mr. Keen might get an argument from other high-profit, lower volume chains such as Safeway, Wyan-Dixie, Jewel Food and Lucky Stores, but none of them could argue with Keen's basic food merchandising philosophy: "I want to get us back to good, sound, basic fundamentals. This company was built on quality foods sold at low prices."

Bruno Buitoni Dead

Bruno Buitoni, president of the Buitoni-Perugina food industries, with operations in Italy, France and U.S., died in Perugia May 17 of a heart ailment. He was 73.

Loopholes and Ratholes

Once again, politicians are making noises about closing so-called loopholes in the tax laws.

The object is to get more money from middle income taxpayers—and from business, of course.

The drive is prompted by ever rising government spending.

Maybe instead of looking at "loopholes," they should look at the ratholes through which so much of our taxes disappear.

—Nation's Business

A. Goodman & Sons, Inc.

New officers have been elected at A. Goodman & Sons, Inc., Long Island City, New York. They are: Robert I. Cowen, Sr., president; Melvin Golbert, vice president and secretary; and Robert I. Cowen, Jr., vice president and treasurer.

Personnel Changes

John P. Roberts, recently sales marketing manager for Buitoni, has been appointed national sales manager for Roman Products.

The costliest item in the average American consumer's budget is government: federal, state and local.

See here Uncle!



We respectfully suggest this five-point program for reducing that waste line.

The cost of government is literally eating the country out of house and home. In 1970, Americans spent \$14 billion more for government than for food, shelter, clothing and new cars combined.

Isn't it scary that the cost of government increased by 67% from 1958 to 1971? That's almost twice as much as the cost of consumer items. Uncontrolled Federal spending looms as a continuing threat to the economy. The inevitable results are government deficits, inflation, increased taxes.

What to do? We suggest to the President and Congress—put government on a strict diet. Set up strict spending guidelines. Exercise strict controls on the Federal budget. As a start, we recommend five reforms:

1. Project all major spending over a five-year period.

Show total costs as well as detailed spending. Such projections should list separately both actual spending and spending that has been authorized but not yet spent. Then Congress and the taxpayers will have a yardstick for measuring new and continuing programs. The costs of new programs initiated in the 1960's increased 300% during the first five years. If the taxpayer knows the future costs, he will think twice about the true worth of the program.

2. Evaluate all spending programs at least once every three years.

Determine their need and effectiveness and see what costs can be eliminated. This is zero-based budgeting, which means that an appropriation for a program must be justified from scratch. If needed it should be re-enacted. If not, eliminated. As it stands now, almost \$175 billion of the proposed \$247 billion budget for Fiscal 1973 would be spent automatically—about \$2,650 per family.

3. Pilot test every proposed major Federal program.

See if it will work before full-scale operations are funded. If it works, then and only then should Congress put it into nationwide operation. This procedure will avoid many expensive projects that look good on paper but don't solve the problem. As Senator Abraham Ribicoff said in urging that the proposed Family Assistance Plan be pilot-tested: "Right now we have 168 programs at a cost of \$31 billion to alleviate poverty, and we've got more poverty in this country than we had last year."

4. Designate a Joint Congressional Committee to evaluate the Federal budget in terms of priorities.

Today no committee is responsible for the total budget picture. The Federal budget is a thing of bits and pieces—a scrambled multibillion dollar jigsaw puzzle. Each committee has a favorite piece and tries to squeeze it in somehow. No committee evaluates the budget in terms of balancing tax receipts and expenditures. Excess costs are simply added to the national debt. A total review by one committee, to be made public, could help balance the budget.

5. Subject special Federal programs, such as Social Security, Medicare and Highways, to the discipline of controlled spending just as other tax-supported programs are.

There are over 800 trust funds, which do not come under the annual appropriations review. An annual look might change priorities substantially as times change.

These five points can bring the budgetary process under control. Until the American public insists on steps like these, election results will be meaningless. What's needed is millions of Americans talking to their friends, neighbors, colleagues and public officials about ways to bring spending under control.

For further background write to: The Chamber of Commerce of the United States, Washington, D.C. 20006.

Chamber of Commerce of the United States Washington, D.C. 20006

A federation of chambers of commerce, trade and professional associations, business firms and individuals dedicated to strengthening the competitive enterprise system—for the greater good of all.

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Sales
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EST. 1920

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- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs and Noodles.
- 3—Semolina and Flour Analysis.
- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.

James J. Winston, Director
156 Chambers Street
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Reply Box 336, Macaroni Journal, Palatine, Ill. 60067.

FOR SALE—23 page book on Macaroni, Noodles, Pasta Products by James J. Winston, \$5.00 postpaid if check is sent with order. P.O. Box 336, Palatine, Ill. 60067.

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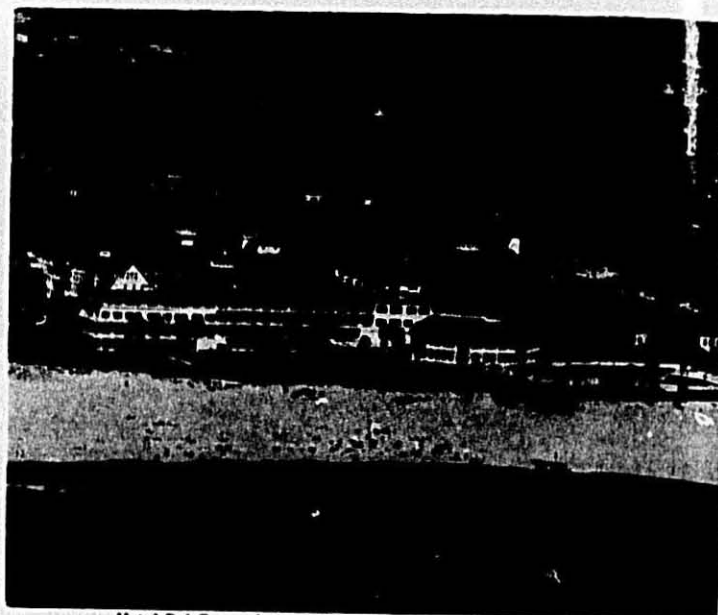
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Hotel Del Coronado in the foreground, site of the 62th Annual Meeting, NMMA. San Diego bridge in the background.

Food Trade Convention Calendar

July 18-20: National Macaroni Mfrs. Association, Del Coronado, Coronado, Cal.

Aug. 22-25: Poultry & Egg Institute of America Production & Marketing Conference, Muelebach Hotel, Kansas City, Mo.

Oct. 22-25: Nat'l. Assn. of Food Chains, Miami, Florida.

Oct. 30-Nov. 2: PMMI Packaging/Converting Machinery Show, McCormick Place, Chicago.

Nov. 11-15: Nat'l. Frozen Foods Convention, San Francisco, Cal.

Dec. 2-6: Nat'l. Food Brokers Association, New York, N.Y.

Jan. 24-28: National Macaroni Mfrs. Association, Doral Country Club, Miami, Fla.

Lawry's Report

(Continued from page 34)

many attributes. At the newly named Lawry's California Center in Los Angeles the beautiful "mission" style gardens, the interesting gift, wine and garden shops, as well as an unusual self-service restaurant, La Cocina, have been added to the tour and group luncheon programs successfully offered for the past 10 years.

Post-Convention Tour

Friday, July 21
Julius Goldman's Egg City; Lawry's California Center.

Demaco Lasagna Stripper Patented

De Francisci Machine Corporation of Brooklyn, New York has been granted U.S. Patent Number 3658603 for their lasagna stripper. The stripper, which operates either independently or as part of a Demaco long goods line, has a unique method of handling dried lasagna. With special soft clamps, the machine grasps the dried lasagna by the heads and removes the lasagna from the stick in a horizontal direction. Thus separated from the stick, the lasagna is released on a moving table. This table then moves down to a conveyor. The lasagna is then conveyed through a multiple saw which removes the head and cuts the lasagna into required lengths.

Handling Minimized

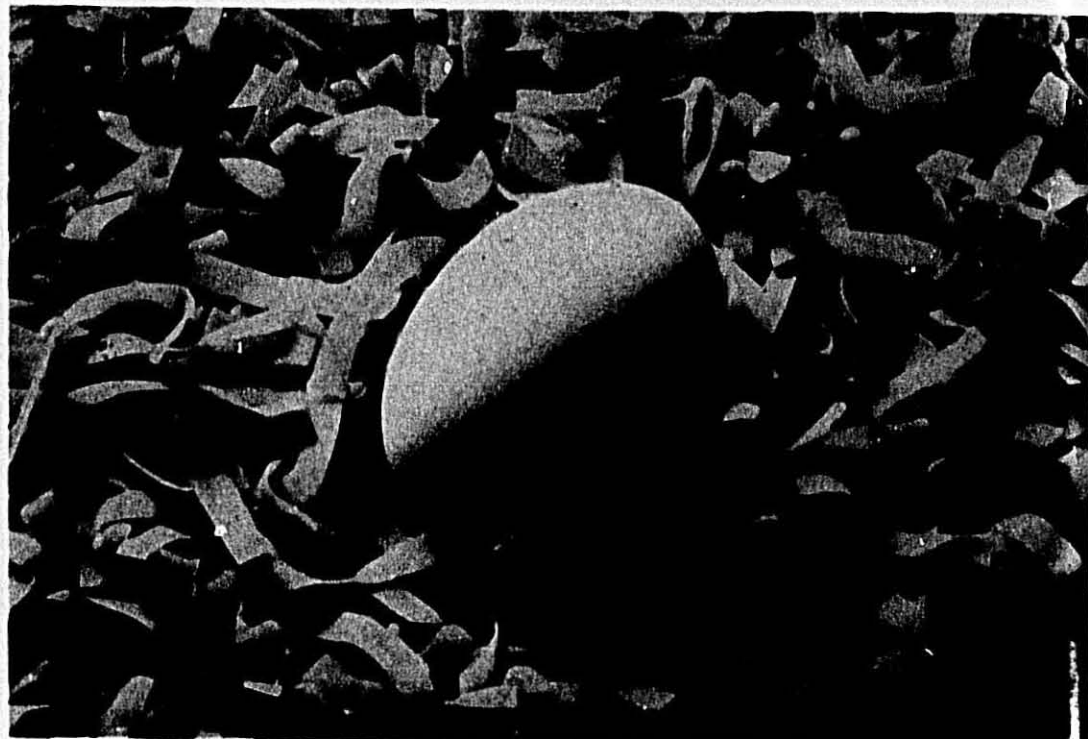
The principal advantage of this method of operation is that the handling of the lasagna is minimized and, therefore, the amount of waste or breakage is also minimized.

Machines using this patented method of operation are currently in service at Viviano Macaroni, Carnegie, Pa.; Gioia Macaroni, Buffalo, N.Y.; Delmonico Foods, Louisville, Ky.; Ideal Macaroni, Bedford Heights, Ohio; American Beauty Macaroni, Denver, Colo.; The Great A & P Tea Company, Horseheads, N.Y.; and Procinno-Rossi, Auburn, N.Y.

HOW TO GENERATE A COMPLETE MERCHANDISING PROGRAM WITH JUST ONE PHONE CALL.



**Okay.
Who put egg in the noodles?**



Sal Maritato did.

So now when you buy Multifoods' new noodle mix called "Duregg" — all you add is water.

We've gone ahead and added the egg solids to Multifoods' top-quality durum flour.

A number of our customers have already ordered "Duregg" in hefty lots.

Here are a few reasons why you should:

- Duregg eliminates time-consuming, in-plant blending of flour and egg solids with expensive machinery.
- Duregg is ready when you need it. No thawing,

less chance of contamination, and less time and mess.

- Duregg eliminates the need to re-freeze unused egg.
 - Duregg assures a consistent blend.
 - Duregg eliminates the necessity to inventory two ingredients. Storage and record keeping is reduced.
 - Duregg simplifies delivery. Now it's one source — Multifoods.
 - Duregg lowers your manpower requirements.
- Enough said. Order your Duregg with a phone call. The number is 612/339-8444.



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