

**THE  
MACARONI  
JOURNAL**

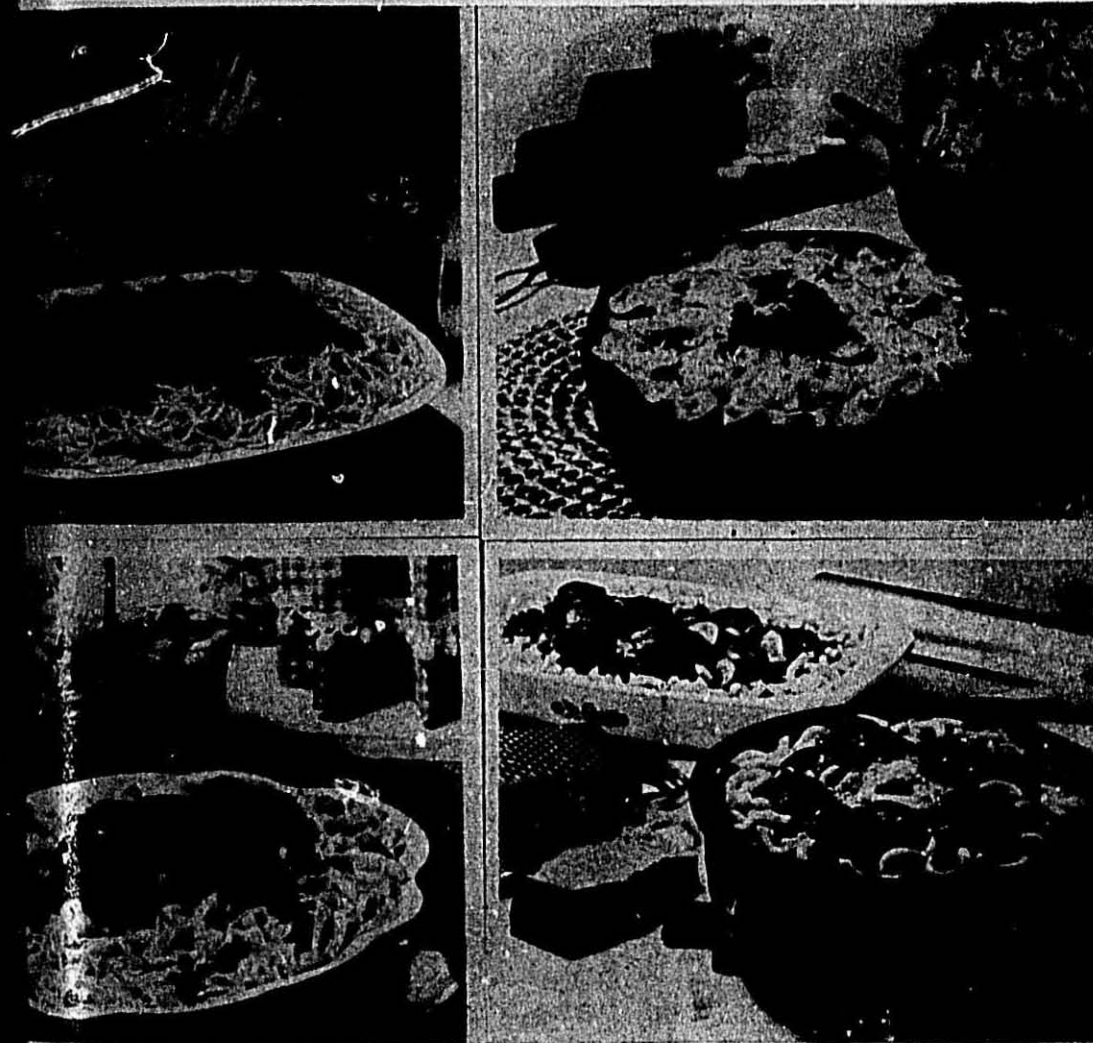
**Volume 58  
No. 7**

**November, 1976**



# *Macaroni Journal*

NOVEMBER, 1976



## ORNUCOPIA OF COPY FOR PASTA PUBLICITY!

Left: Spaghetti with Eggplant Sauce.  
Left: Tortellini Noodles and Meat Balls.  
Right: Farfelle with Three Cheeses.  
Right: Macaroni Meat Ball Casseroles.

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## The Macaroni Journal

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Volume  
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Number  
7

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29 South Bothwell Street, Palatine, Illinois. Address all correspondence  
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NOVEMBER, 1976

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### You're the Boss

By your votes you are hiring a lot of people to work for you—a President and Vice President, a Congressman, maybe a Senator or Governor and many other local and state officials.

As any business man knows, you can't expect employees to do their jobs unless the employer lets them know what to do.

Make no mistake, the people you elect are your employees. You pay their salaries, and some pretty handsome ones at that.

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### The Washington Maze

The Chamber of Commerce of the United States recently established a Center for Small Business. One of its first questions came from Harold Osterlund of Noel Brown Manufacturing Co., Campbell, Calif. Like many small businessmen, Mr. Osterlund wanted to find out what federal reports a small business is required to file.

The Chamber undertook to find the answer. The Small Business Administration (SBA) was approached first. It suggested the National Archives. Next contact was with the Federal Information Center, then to an agency in the Commerce Department and—you guessed it—back to the SBA.

The Chamber promised Mr. Oster-

lund to let him know as soon as it tracked down an answer.

### Capitalism and Poverty

"Capitalism—our free enterprise system—has produced a level of family income in this country so high that the federally established poverty level in the United States is higher than the average family income in the so-called second most powerful nation of the world—the U.S.S.R. Yet, this is the system that some people want to replace . . . because it hasn't performed well enough to suit them."  
—Herbert S. Biechy, chairman of the Board of Directors, Chamber of Commerce of the United States.



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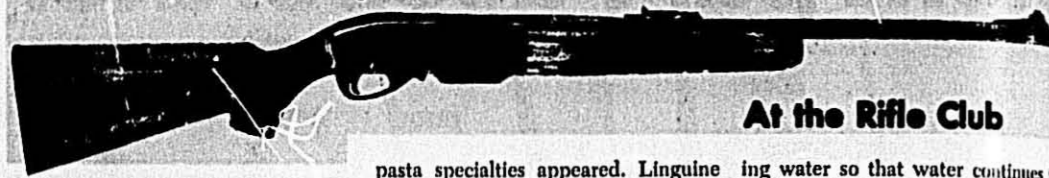
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## New York Press Party



### At the Rifle Club

The tenth annual Family Reunion, sponsored by members of the National Macaroni Institute, was held September 15 at Tiro A Segno, a private club renowned for Italian cuisine. The club is located on MacDougal Street in Greenwich Village.

Outstanding attendance of the New York press reflected the significance of this annual event. Among top magazine editors present were those from youth, shelter, women's interest, romance, home economics and trade publications. Some included in this group were True Story, Mademoiselle, Good Housekeeping, Ladies' Home Journal, McCall's, American Home, Redbook, American Girl, The Woman, House Beautiful, Bride's, Woman's Day, Young Miss, Family Circle, Coed, Forecast For Home Economics, What's New In Home Economics, Progressive Grocer.

Editors of nationally syndicated Sunday supplements and newspaper columns found the event newsworthy. Representative of these were Family Weekly, Associated Press, Newspaper Enterprise Association, King Features, Washington Star.

Editors of metropolitan New York area daily newspapers along with network and local television and radio commentators joined the group.

Members of allied food industries who combine pasta with compatible food products were present.

Press kit materials contained current industry news as summarized by Robert Green, story describing the event and food served, information on the wines served and a list of industry hosts. As a remembrance of the reunion, each guest received a Thermos brand insulated sports kit.

#### At Tiro A Segno

The menu was created by Anthony Nardin, Tiro A Segno's manager. The selection of foods reflected Mr. Nardin's expertise in Italian cuisine.

Guests enjoyed melon with prosciutto and Italian salami before the

pasta specialties appeared. Linguine Marechiaro Sauce was served—the linguine dressed with a sauce of mixed seafood, tomatoes, white wine and parsley seasoned lightly with garlic and oregano leaves. Two pasta entrees were presented at the buffet table. Timballo di Ziti combined the pasta with eggplant, tiny veal balls, mushrooms and ripe olives layered with freshly grated Parmesan and Mozzarella cheeses and a chicken bouillon-cream sauce. The second choice, Lasagne Magre, varied the Italian favorite with a lightly seasoned marinara sauce, Mozzarella and ricotta cheeses baked until golden.

Wines served were Ruffino Chianti and Ruffino Soave. Fresh fruits and assorted cookies with coffee completed the luncheon.

Versions of the recipes to be repeated at home follow.

#### Linguine Marechiaro Sauce (makes 8 servings)

1 can (35 ounces) plum tomatoes  
1/2 cup olive or salad oil  
2 or 3 cloves garlic  
1/4 cup dry white wine  
1/2 cup chopped parsley  
1 teaspoon salt  
Dash pepper  
1/2 teaspoon oregano leaves  
2 lobster tails (4 ounces each) shelled and diced  
1/2 pound shrimp, shelled, cleaned and quartered

1 dozen small clams, shelled and diced  
6 mussels, shelled  
1 pound linguine  
2 tablespoons salt  
4 to 6 quarts boiling water  
1/2 cup freshly grated Parmesan cheese

In medium saucepan, combine undrained tomatoes, oil, garlic, wine, parsley, 1 teaspoon salt, dash pepper and oregano. Bring to a boil. Simmer uncovered 20 minutes, stirring occasionally. Remove garlic and add seafood; cook 3 minutes or until seafood is cooked.

Meanwhile, gradually add linguine and 2 tablespoons salt to rapidly boil-

ing water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Return linguine to pot; add 1 1/2 cups sauce and 2 tablespoons of the cheese. Toss lightly; heat and turn into serving dish. Pour remaining sauce on top and sprinkle with remaining cheese.

#### Microwave Reheating

Directions for reheating in microwave oven: To heat refrigerated 1 portion servings—place portion in oven-proof glass or glass ceramic ware container. Cover with a piece of clear plastic wrap or waxed paper and heat for 4 to 6 minutes, turning dish halfway through cooking time.

To heat frozen 1 portion servings—place portion in over-proof glass or glass ceramic container. Cover with a piece of clear plastic wrap or waxed paper and heat for 8 to 10 minutes, turning dish halfway through cooking time.

#### Timballo Di Ziti (makes about 10 servings)

1 pound ziti (about 5 cups)  
2 tablespoons salt  
4 to 6 quarts boiling water  
1 large eggplant, peeled and cubed (about 1 1/2 pounds)  
1/2 cup olive oil  
5 tablespoons butter  
1/2 pound mushrooms, sliced

Veal Balls\*  
1/4 cup flour  
3/4 teaspoon salt  
1/2 teaspoon pepper  
3 cups chicken bouillon  
1 cup light cream  
1 1/2 cups freshly grated Parmesan cheese  
1/2 pound diced Mozzarella cheese  
1/2 cup sliced black olives  
2/3 cup chopped parsley

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

In large skillet, saute eggplant in olive oil over medium heat until lightly browned using about 1/2 cup of

oil. Remove eggplant and reserve. Add remaining oil and butter to skillet; remove and reserve. Add flour, 3/4 teaspoon salt and pepper to pan dripping; cook over low heat, stirring constantly until flour browns lightly. Mix in bouillon; cook over medium heat, stirring constantly, until mixture thickens and boils. Remove from heat; stir in cream and 1 cup Parmesan cheese.

Place half of ziti in 9" x 13" baking pan. Cover with eggplant, mushrooms, veal balls, Mozzarella cheese and olives. Pour half of sauce over mixture. Top with remaining ziti and sauce. Sprinkle remaining Parmesan cheese over top. Bake in 400°F. oven 30 minutes or until hot. Remove from oven and sprinkle with parsley.

\*Veal Balls: Combine 1 pound ground veal, 1 slightly beaten egg, 1/4 cup Italian-flavored bread crumbs, 1/4 cup chopped parsley, 3/4 teaspoon salt and 1/2 teaspoon pepper. Shape into small balls.

#### Microwave Reheating

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To heat frozen 1 portion servings—place portion in over-proof glass or glass ceramic ware container. Cover with a piece of clear plastic wrap or waxed paper and heat for 8 to 10 minutes, turning halfway through cooking time.

Lasagne Magre  
(makes 12 servings)  
1/4 cup olive oil  
1/4 cup butter or margarine  
2 cups chopped onion  
1 cup chopped celery  
1 large clove garlic, minced  
2 cans (27 ounces each) tomatoes  
2 teaspoons salt  
2 teaspoons basil  
1/4 teaspoon pepper  
1 pound lasagne  
2 tablespoons salt  
2 tablespoons salad oil  
4 to 6 quarts boiling water  
1 pound Mozzarella cheese, grated  
1 pound ricotta cheese  
1 cup freshly grated Parmesan cheese

Heat olive oil and butter in large pot; saute onion, celery and garlic over medium heat, stirring frequently, until soft. Coarsely chop tomatoes; add with tomato liquid to pot. Stir in 2 teaspoons salt, basil and pepper. Cook, uncovered, over low heat stirring occasionally for 30 minutes.

Meanwhile, gradually add lasagne, 2 tablespoons salt and salad oil to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

When sauce is cooked, remove from heat and reserve 2 cups sauce. To remaining sauce, add Mozzarella, ricotta and 1/2 cup Parmesan cheeses; stir until Mozzarella cheese melts. Place a layer of lasagne noodles in bottom of 9" x 13" baking pan; top with about 1 cup cheese sauce. Repeat to make 6 layers, ending with sauce. Sprinkle with remaining Parmesan cheese. Bake in 400°F. oven 30 minutes or until hot. Let stand 10 minutes before serving. Heat reserved 2 cups sauce. Serve over lasagne.

Directions for reheating in microwave oven: To heat refrigerated 1 portion servings—place portion in oven-proof glass or glass ceramic ware container. Cover with a piece of clear plastic wrap or waxed paper and heat for 4 to 6 minutes, turning dish halfway through cooking time.

To heat frozen 1 portion servings—place portion in over-proof glass or glass ceramic container. Cover with a piece of clear plastic wrap or waxed paper and heat for 11 to 13 minutes, turning dish halfway through cooking time.

#### Wines

Wines served at the tenth annual Macaroni Family Reunion were Ruffino Chianti and Soave. The Ruffino Chianti is produced from select grapes grown in the Chianti area of Tuscany which impart this wine's typical fruity and robust aroma, ruby red color and dry, well-balanced taste. Its sleek new proprietary all-glass Florentine bottle finally provides the wine the classic image it deserves. The label proudly carries the official "Denominazione d'Origine Controllata" designation—the Italian government's guarantee this wine is a true Chianti. Ruffino Chianti should be served at cool room temperature with

hearty dishes, red meats and cheese.

The most choice grapes from the beautiful Veronese area around Lake Garda give Ruffino Soave its fresh, dry and delicate taste. This well-balanced and charming white wine is best served chilled with light dishes, cold plates and seafood.

The wines are imported by Schieffelin & Co., New York, New York.

#### Pasta Travels with the Sportsman

Off for a day of tennis, boating, swimming, skiing, hunting or some other kind of sporting activity? Take along great-tasting, nutritious pasta to enjoy when mealtime rolls around. Active sports call for energy and elbow macaroni, spaghetti and egg noodles are an excellent carbohydrate source to satisfy energy needs.

There is a major precaution for away-from-home dining. The food must be stored properly. A Thermos brand insulated sports kit is the answer. If you select a model with a wide mouth top and dine-a-liner insert, the wide mouth top simplifies serving.

Here are three wholesome pasta recipes developed for outdoor appetites.

#### Chicken Macaroni Salad (makes 4 to 6 servings)

2 cups elbow macaroni (8 ounces)  
1 tablespoon salt  
3 quarts boiling water  
2 1/2 cups diced cooked chicken  
1 cup diced celery  
1/2 cup diced green pepper  
1/2 cup sliced cucumbers  
1 1/2 cups dairy sour cream  
3/4 teaspoon salt  
1/2 teaspoon pepper  
2 to 3 teaspoons horseradish

Gradually add macaroni and 1 tablespoon salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain again.

Combine remaining ingredients; toss with macaroni. Cover and chill.

#### Confetti Spaghetti (makes 4 servings)

8 ounces spaghetti  
Salt  
3 quarts boiling water  
1/4 cup butter or margarine  
(Continued on page 10)



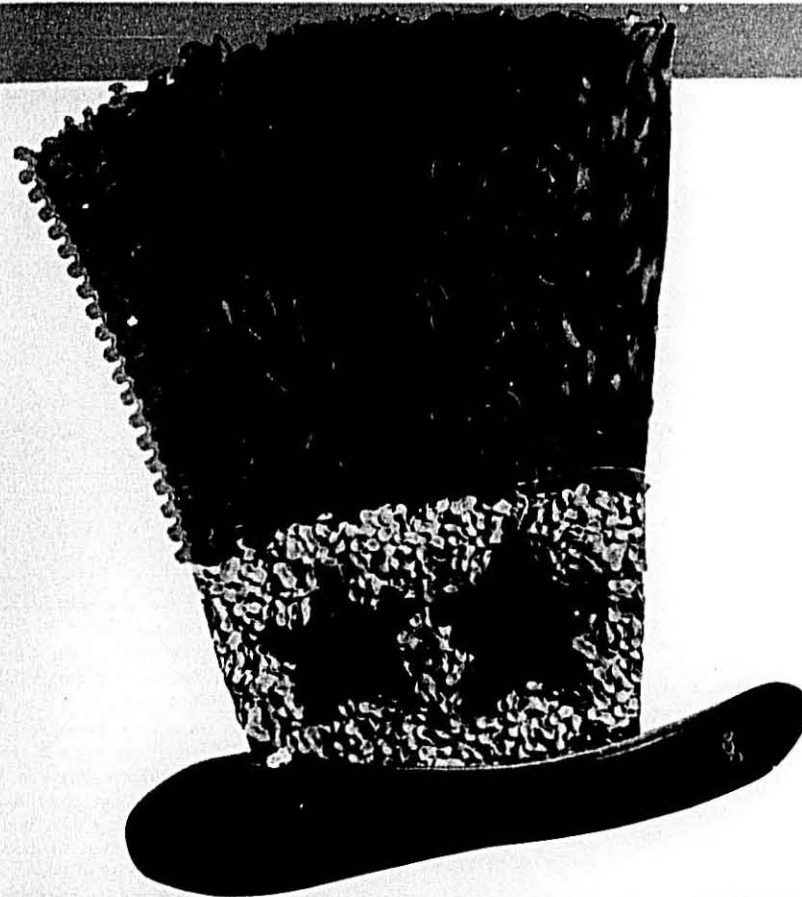


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### Pasta for the Sportsman

(Continued from page 7)

- ¼ cup all-purpose flour
- Dash cayenne pepper
- 2 cups milk
- 1 cup shredded Cheddar cheese (about 4 ounces)
- ¼ cup chopped fresh chives or 2 tablespoons frozen chives
- 1 jar (4 ounces) whole pimientos, drained and chopped
- Parsley, for garnish
- Pimiento strips, for garnish, optional

Gradually add spaghetti and 1 tablespoon salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Meanwhile, in a medium saucepan, melt butter over low heat. Stir in flour, ½ teaspoon salt and cayenne pepper; cook until smooth. Gradually stir in milk and cook, stirring constantly, until mixture thickens and begins to boil. Remove from heat. Add cheese and stir until cheese is melted.

Toss together hot spaghetti, chives and pimiento. Mix sauce with spaghetti. Garnish if desired.

#### Fifteen Minute Noodles and Tuna (makes 4 servings)

- 8 ounces wide egg noodles (about 4 cups)
- Salt
- 3 quarts boiling water
- ½ cup sliced Spanish pimiento-stuffed green olives
- 1 can (12½ or 13 ounces) tuna, drained
- 1 can (11 ounces) condensed Cheddar cheese soup
- ½ cup milk
- ½ teaspoon oregano
- ¼ teaspoon rosemary

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

In a large saucepan, combine olives with tuna, undiluted soup, milk, ½ teaspoon salt and the seasonings. Cook over medium heat, stirring occasionally, until mixture begins to boil. Remove from heat; stir in noodles.

### Sports World Calls Attention

Menus offered contenders in this summer's Olympic Games in Montreal included pasta each day. Among selections were macaroni and cheese,

buttered noodles, lasagne, spaghetti with meat sauce and scalloped beef and macaroni. In a recent interview, the chairman of a well known mid-western university health and physical education program cited that an athlete fares better if he eats a considerable amount of carbohydrate content as a quick source of energy for athletes.

According to age and activity, you should select foods to insure you get all the nutrients you need—protein, fats, carbohydrates, vitamins and minerals. This is best accomplished by choosing from a variety of foods.

Excellent sources of protein are meats, fish, eggs, milk and cheese. Enriched pasta, bread and cereal products are also good sources as are beans and peanuts. It isn't necessary to get all of the protein from one source. For example, combine milk with cereal, enjoy spaghetti and meat balls, or drink a glass of milk with your meal.

Remember fats. They provide energy and vitamins. Fats are plentiful in butter, margarine, oils, most cheeses, salad dressings, cream, mayonnaise and nuts. As with proteins, mix these with other foods as multiple choices. Macaroni salads or macaroni and cheese are good examples.

#### Energy Foods

Carbohydrates are starches and sugars found in cereal grains, fruits, vegetables and sugar added to foods for sweetening. Carbohydrates are the major source of energy in the diet. Wheat, corn and rice and the foods made from them like macaroni, spaghetti, and egg noodles provide starch along with other important nutrients. Also included in this group are potatoes, sweet potatoes, dry beans, peanuts and soybeans. Most other vegetables contain smaller amounts of carbohydrates. In vegetables, they usually appear in the form of starch, and in fruits as sugar. In candies, jams and syrups, they are mainly sugar. As with proteins and fats, bear in mind you can combine these with other foods. A refreshing dessert change is an egg noodle-fruit pudding.

To sum up, if you choose from a wide range of these foods, you'll fulfill your nutrition needs and enjoy good health. The balanced diet is the answer! Get the guidelines from your doctor! Determine how many calories

you require to pursue your lifestyle, and you can make food choices accordingly.

### Comments by Robert M. Green for Press Party



Robert M. Green

Welcome to the Macaroni Family Reunion. We are delighted to have you with us.

Macaroni products have recovered from the rocket-ride they took when meat prices soared in 1973 and led many consumers to seek alternative meals to keep their budgets in tact.

It seems that we take turns in the process of getting food from the field to the table in getting economic bumps. The consumers were boycotting supermarkets in 1973, while the grower took his lumps through WEO and price wars in 1974 and 1975. This year the farmer is complaining that heeding the urging of Washington, he planted more grain and despite drought in the Midwest, we are going to have more corn and wheat than we have ever had and our export markets are off, despite drought in Europe, because other exporters like Canada and Argentina have bumper crops and there have been comebacks in grain production in Africa.

While our basic raw material costs are the lowest we have had in three years, every other cost of doing business is up, whether it be taxes, transportation, or labor, and we see no turn-around in this trend in the near future.

I think there is a general consensus in the food industry that the days of cheap food and cheap energy are gone.

(Continued on page 14)

THE MACARONI JOURNAL

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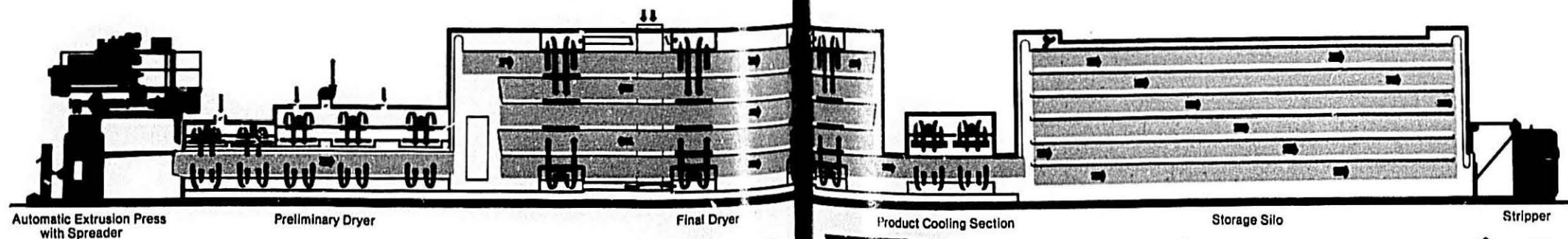
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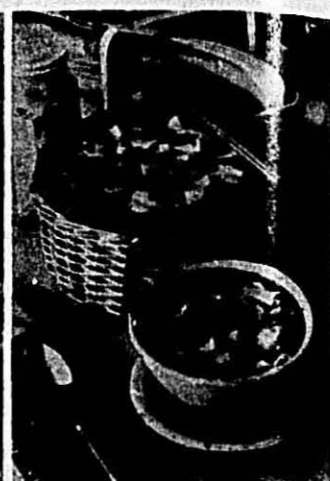




Spaghetti Casserole



Individual Macaroni & Cheese Casseroles



Egg Noodle Chicken Soup

### Press Party Comments

(Continued from page 10)

This works to our benefit, however, in that budget-conscious consumers turn back to basics when their pocket-book is threatened and the shelf space we lost in supermarkets to combination dinners and Hamburger Helpers is now being returned to the dried product.

We have been pointing out to grocers in trade advertising that a dollar's worth of pasta sold sells seven dollars of related items. For example, with September as Casserole Month, pasta will go with products from every department in the store: meat, produce, dairy, canned goods and other dry grocery items, seasonings, spices. In successive months we are telling the grocer to Push Pasta with ground beef, with cheese, with holiday poultry, in economical budget meals, seafood for Lent, and so forth.

At our Annual Meeting in late June, we took stock in some round-table brainstorming sessions and it was concluded that we have progressed from an ethnic food to a commodity and we all returned home from the Bicentennial celebration humming Yankee Doodle went to town and stuck a feather in his hat calling it Macaroni.

Then along came the Olympics and we were delighted to learn that athletes are now eating pasta and other cereal foods for quick energy. Some of these little sprint stars pack away a plate of spaghetti before they break the 100 meter record.

Other stars like Sophia Loren are

quoted as saying—I owe everything I have to spaghetti; Gaelle Greene of New York Magazine says—she loves pasta because it has an element of wickedness and danger in it; and Craig Claiborne of the New York Times says—he is passionate about pasta.

So, if you can put a feather in your hat, break the 100 meter run, satisfy your appetites and save your budget, how can you beat this wonderful food?

We have had a good year and we look forward to a better one.

Thank you.

### BACK TO BASICS

The National Macaroni Institute sent scripts, recipe leaflets, four colored slides, a wide mouth Thermos brand vacuum bottle, four quart Corning Ware glass ceramic saucepot, along with a package of thin spaghetti, elbow macaroni, and medium egg noodles, to television program producers around the country. Here is the script:

October 7-16 is National Macaroni Week . . . A very appropriate time for us to talk about popular, nourishing members of the pasta family, egg noodles, elbow macaroni and spaghetti. Today we will be focusing on "Back to Basics" cooking . . . those wonderful meals made from scratch. All of the time saving, money-saving recipes have been developed by home economists of the National Macaroni Institute.

Let's begin with this wholesome

egg noodle chicken soup. Ideal as it is for a family meal, (and incidentally, the soup freezes beautifully), this is a great idea for carried lunches. Here the soup is seen in a handsome wide mouth Thermos brand vacuum bottle designed especially for this kind of meal. You can also use this container for other hot pasta dishes . . . spaghetti and meat balls or your favorite noodle casserole. Chilled foods are equally well suited to the vacuum bottle. How about a hearty macaroni and meat or seafood salad?

### Macaroni Vegetable Salad

Speaking of salads, how does this lovely medley of macaroni and vegetable salad appeal? It's appetizing, nourishing and very easily prepared in this colorful four quart glass ceramic saucepot (the pattern is called country festival.) It's wonderful for cooking pasta . . . in top of the range recipes like this one or for casseroles and other oven dishes.

Let's pause for a moment and take a glance at these packages of pasta. It's very important for us to remember elbow macaroni, egg noodles and spaghetti are a nutritious part of our menu planning. The carbohydrate content supplies energy . . . very much needed in today's active lifestyles and used by many sportsmen. We get the B vitamins from pasta . . . Niacin, Thiamine and Riboflavin . . . In addition to protein and iron. And, pasta is a low fat, low sodium, easily digested food. As we continue with our National Macaroni Week Program, we certainly want to talk about spa-

(Continued on page 36)



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## Washington Meeting

More than fifty macaroni manufacturers, durum millers and durum growers were in attendance at the meeting of the National Macaroni Manufacturers Association at the Mayflower Hotel in Washington, D.C. on September 16.

### Briefing

The group was given an hour briefing prior to going up to the Hill for lunch with Congressional representatives by John Thomas of the U.S. Chamber of Commerce. He said that the business community had fared relatively well in the last two years, chiefly because of President Ford's vetoes keeping a big spending Congress in line. He also said that business had been doing a better job of communicating with Congressmen.

He quoted sources as predicting the odds against President Ford's reelection as ten to three, with the Democrats gaining 25 seats in the House and 3 seats in the Senate. However, the Democrats have been characterized by weak leadership and a changing power structure in the past two years.

The free enterprise system is in trouble, said Mr. Thomas, as Congress can be characterized as anti-business. Of the 525 members of the House and Senate, only 125 have been businessmen or bankers—all of the others have never met a payroll. He urged businessmen to talk as Joe Taxpayer rather than as a businessman or a representative of a special interest group, which, he said, is a dirty word in Washington.

### Grain Picture

Richard E. Bell, Assistant Secretary of Agriculture, said there would be no problem with supplies of wheat this year, although barley, corn and sorghum will be down. Export demand is still strong for the sixth year in a row, with western and eastern Europe taking about equal amounts to last year, but Russian demand will be down as well as demand from India, who has been our best customer in the last two years.

### Packaging

Dr. Carroll S. Brickenkamp, Office of Weights and Measures, Bureau of Standards, U.S. Department of Com-



merce, has been assigned the responsibility of revising Handbook 67 as a guideline for the National Conference of Weights and Measures officials from cities, counties, states and for federal agencies. She described sampling procedures and variation tolerances for tare weight. There was considerable discussion on the question of moisture loss from 14% to 12½% moisture at packing departments to 10.8% equilibrium in grocery stores and warehouses. Dr. Brickenkamp said reasonable variations due to exposure are being developed and it is important that input come from industry.

The National Macaroni Manufacturers Association is surveying the industry for details on packaging practices. It is apparent that the industry is spending large sums of money in overweighing product without getting adequate insurance for this practice,



Richard E. Bell

because citations for underweight have been frequent.

### Energy

Joseph P. Viviano, president of San Giorgio Macaroni, highlighted points of energy audits discussed at a recent Federal Energy Administration meeting for the Food Industry. He pointed out that 1972, a census year, would be used as a base with feasibility projections of savings from 10% to 15% required by 1980. It is imperative that all manufacturers look into energy use and measure btu's for various processes to determine where they can save energy. This is not only good business practice but may become mandatory government policy.

Tina Hobson of the Federal Energy Administration told of the availability of a "Energy Reporter". It is available for the asking. Write to the Federal Energy Administration, Washington, D.C. 20461 to be put on the mailing list.

### Good Manufacturing Practices

Robert J. Wager, president of the American Baker's Association, commented that gas for boilers is going to be out. He commented on the experience of the American Baker's Association in developing Good Manufacturing Practices in concert with the Food and Drug Administration. He summarized the discussions by saying it was a problem of accommodation but they had established a dialogue with FDA and industry leaders to get a set of regulations that they could live with.

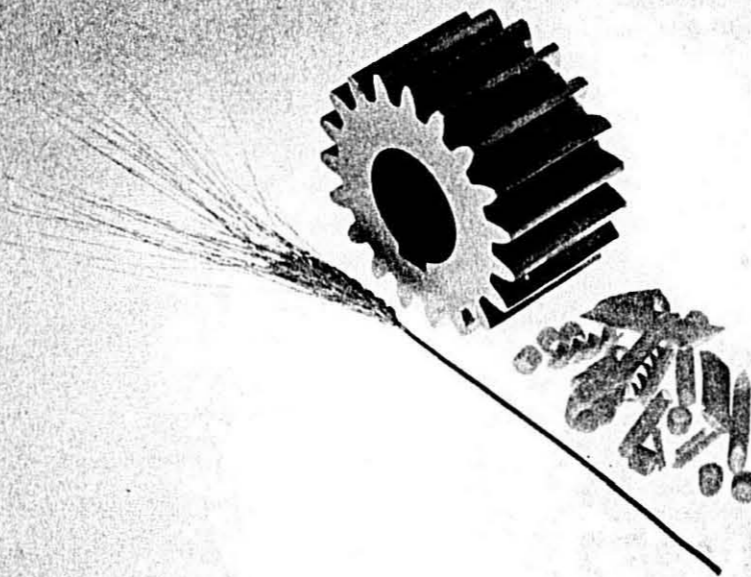
### Small Business

Christopher Brescia of the U.S. Senate Select Committee on Small Business reported the committee is currently holding hearings on product liability insurance which has skyrocketed in cost and, in many instances, is completely unavailable. Armand Giarrusso of Prince Macaroni Manufacturing Company asked if there might be consideration given to companies developing a fund for self-insurance with a provision for tax deduction as an expense. Mr. Brescia said this could be considered and recommended that that and any other suggestions be sent to the committee at 424 Russell Building, Washington, D.C. 20510.

(Continued on page 18)

THE MACARONI JOURNAL

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## Washington Meeting

(Continued from page 16)

A Congressional Reception was held in the Presidential Room of the Mayflower that evening to close a busy day in Washington. Contacts with congressmen are most important. Just as press relations are improved with frequent contact, so are relations with government.

## ConAgra Comment

The acreage that will be planted to wheat for the next crop year is one of the primary uncertainties now in the wheat sector. The sharp depression in wheat prices has occurred right at planting time of winter wheat and prices below the cost of production in some areas may have a demoralizing effect on farmer attitude towards planting wheat. Furthermore, moisture supplies are short from Kansas on North and dryer than desired in parts of Texas and Oklahoma. In many areas of the Western wheat belt, the only alternative to growing wheat is fallow or pasture; this represents only a limited alternative to wheat. However, feedgrain alternatives exist in the spring wheat area, feedgrain and soybean alternatives will appear very favorable in soft wheat areas, and corn, sorghum and cotton can substitute in parts of the Eastern or Southern hard wheat areas. The table below shows a 66 percent increase in wheat acreage since 1970. Much of this acreage came into production as a result of the cessation of Government wheat allotment programs, but \$5.00 wheat bought additional land into production. Now that wheat is \$3.00 per bushel, some of this land will go into alternative uses.

### Reductions Not Unusual

The table below shows that a 5 million acre reduction in wheat acreage is not unusual. We would expect at least a five million reduction in wheat planted acreage for next year with a possibility of a much sharper cutback. This would not necessarily imply a bullish wheat market next year, however. We expect a 700-800 million bushel carryover in wheat this year. Even a 10 percent cutback in acreage (or 73 million planted acres) could produce nearly 2 billion bushels in an average year. Soil conditions right now are dryer than normal, but that

can change. A supply of 2.7 billion bushels is still more than enough wheat, barring poor world growing conditions.

## WHEAT PLANTED ACREAGE

Year	(Million Acres)			Total
	Winter	Other Spring	Durum	
1965	45.1	9.9	2.4	57.4
1966	43.0	8.9	2.5	54.4
1967	54.1	10.8	2.8	67.8
1968	49.3	9.5	3.7	62.5
1969	43.1	7.8	3.4	54.3
1970	37.6	8.9	2.1	48.7
1971	38.1	12.8	2.9	53.8
1972	42.2	10.1	2.6	54.9
1973	43.2	12.8	3.0	59.0
1974	52.4	14.8	4.2	71.4
1975	56.2	14.1	4.8	75.1
1976	57.7	17.8	4.7	80.2

## Egg Production

The nation's laying flock produced 5.4 billion eggs during August, slightly below the previous month and a year ago according to the Crop Reporting Board. The number of layers September 1 was 272.3 million, nearly the same as a year earlier but 2% above the previous month. Rate of lay on September 1 averaged 63.9 eggs per 100 layers, down from the 64.3 a year earlier and 64.4 on August 1, 1976. Egg-type chicks hatched during August, 1976 totaled 38.1 million, up 9% from the 34.9 million produced a year ago. Eggs in incubators on September 1, 1976, at 34.3 million were 10% above a year ago.

## Grondona-NIMET, S.p.A. Italian Pasta Equipment

Grondona, who for many decades has been designing and constructing avant garde machinery for the food-stuff's industry, and in particular, for the pasta manufacturing industry, thanks to wide experience in the international field, is in a position to study and solve the problems customers might have.

Two years ago, in order to inject new vigor in its field activity, Grondona's pasta division became an autonomous company, and in addition recently absorbed another experienced Italian company, thus expanding and completing its productive structure.

Grondona constructions are designed to meet the following requirements: top quality end product, maxi-

mum automation, complete reliability, simplicity of operation, minimum running costs and absolutely hygienic processing.

The current range of products comprises:

- Automatic continuous lines for the production of long goods.
- Automatic continuous lines for the production of short cut goods;
- Automatic continuous lines for the production of special types of pasta such as nests, skeins, and Bologna style goods.
- Individual machines making up the various lines and complementary installations such as flour feeding plants, storage silos, etc.

These lines are constructed in various versions with output varying from 200 to 2,000 kilograms per hour.

Grondona has recently extended its sphere of activity to include, besides complete plants for pasta factories, a new line of machinery for the production of dietetic baby food.

The illustrations are from the Santa Lucia pasta factory in Ragusa, Italy, which is equipped exclusively with Grondona machinery for the production of both long goods and short cuts.

The photograph in the lower right is from the Grondona stand at the IPACK IMA Fair '76 which featured the following exhibits:

- An automatic continuous press model GR 107/C for the production of 700-750 kilograms per hour of top quality short cut pasta.
- A rotary drier for short cut pasta (small shapes) constructed entirely of stainless steel.
- A belt drier for medium sized shapes of short-cut pasta.

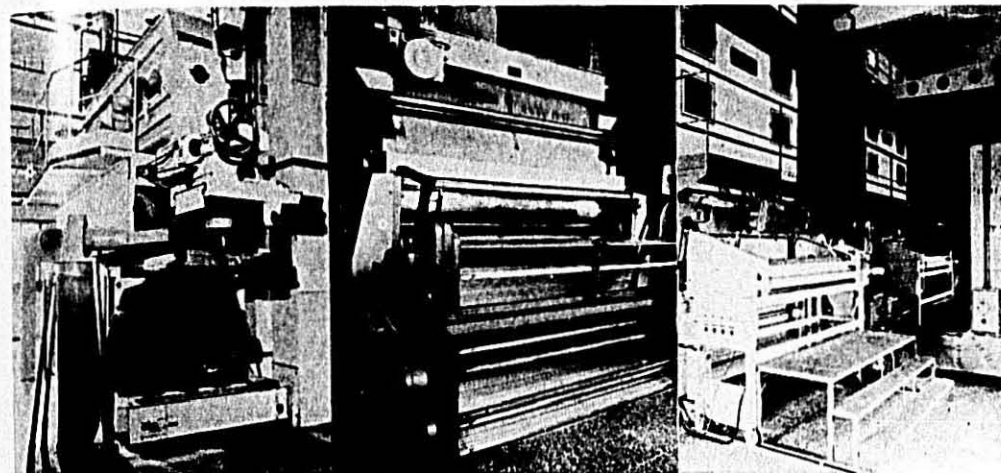
## Merger

On May 14, 1976 Grondona merged with the company N.I.M.E.T. - Nuova Iniziativa Meccaniche ed Elettriche Torino—thus changing the title name to Grondona-NIMET S.p.A.

At the same time, the factory has been extended following the acquisition of a new industrial building situated in Strada di Settimo, 22-4/11-Turin. Management, administration and technical departments were transferred there in October.

Commercial offices remain at the current address at Genova-Sampierdarena.

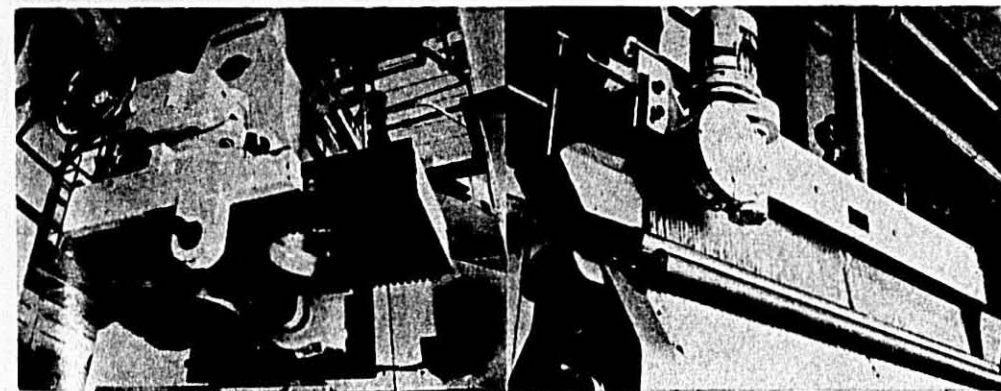
## GRONDONA EQUIPMENT



GR 042—Automatic continuous press for short-cut production.

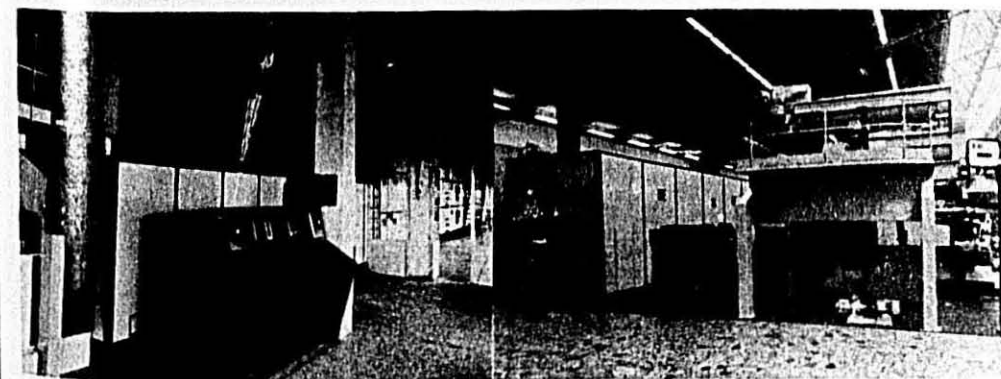
GR 036—Patented spreader unit with container for stick return device.

GR 053—Silos and pasta stripper.



GR 051—Device for automatic changing of round dies.

GR 035—Rectangular head for long pasta.



GR 055—Drying line for long goods with electronic control board with synoptic panel.

Grondona display at IPACK IMA Fair '76.



# Pasta Masters.



Super cool summer salads start with pasta made by Peavey experts from our fine Semolina and Durum flours.

At Peavey, there's a longstanding tradition of searching out ways to make our products perform a little better for you. In our miniature macaroni press and dryer operation, for example, our own pasta experts actually make test batches of pasta so they can precisely analyze its color, nutritional content, and shape retention. We've found this is a proven way to constantly improve our products. We're also very willing to work with our customers on their new product ideas, using our miniature equipment. Naturally, we're very discreet about keeping their secrets.

Another reason why Peavey's such a popular name with pasta manufacturers is the consistently high quality of our King Midas Semolina and Durum flour. We start with Durum wheat from the North Country. Then mill it in our modern, well-equipped facilities that were designed specifically for producing the best Semolina and Durum flour available today.

Our pasta masters even develop recipes utilizing pasta in mouth-watering new ways, as in the cool summer salads shown here. Recipes are available to you without obligation. Just drop us a line and we'll rush them to you, plus answers to any questions you may have.

Peavey Technology. Continuously probing the future to get better results for you.

## Peavey

Industrial Foods Group

Peavey

Sales Offices





From (l. to r.): W. Zogg, V.P. Finance & Administration; H. Wanzneried, Manager, Milling Division; R. Knoll, Plant Manager; M. Thiele, Chief Accountant; C. Schneider, President; H. Buhler, Executive V.P. Corporate Headquarters; R. Swanson, Manager, Mechanical Handling Div.; D. Kriskovich, Manager, Pneumatic Handlings Div.; and W. Berger, V.P. Engineering & Manufacturing.

### New Plymouth Complex for Buhler-Miag, Inc.

Buhler-Miag, Inc., Minneapolis, diversified manufacturer of food and non-food processing, bulk material handling and air pollution control equipment, has broken ground for a new U.S. headquarters complex in suburban Plymouth, Minn., the four million dollar complex will consolidate several plant, office and warehouse facilities in the N.W. suburbs of Minneapolis which have housed the present operations.

Completion date is set for Mid-January '77. The complex will include a factory of 43,200 square feet, including research facilities, an attached warehouse of 24,000 square feet, and a separate four-level office building with 28,000 square feet, built on a 20-acre site at Xenium Lane, the complex is designed for anticipated expansion to as much as 325,000 square feet.

The new plant will represent Buhler-Miag's first venture into full scale manufacturing in the United States, the firm has done its own systems design and assembly work, but has contracted with others for the manufacture of components.

Buhler-Miag, Inc. has been a major producer of grain processing and flour milling equipment for over one-hundred years, and its involvement with Minneapolis area milling companies brought about the establishment of Minnesota operations in 1952. The new facility will produce dust filters for air pollution control, chain

conveyers, and other mechanical handling equipment, components for pneumatic conveying and grain processing equipment.

According to William Berger, Vice President of Manufacturing, the consolidation and expansion will significantly improve the efficiency of the U.S. operations, by doing its own manufacturing, Berger said, Buhler-Miag, Inc., will be able to increase production, quality control and reduce delivery time.

The buildings were designed by Hustad-Pontinen architects, Edina, Minnesota, for minimum energy consumption, the office building will use heat pumps to redistribute heat generated by people, lights, and office machines, while the plant roof will have two large heat exchanges to reclaim heat from exhausted air. The builder is Kraus-Anderson, Inc. of Minneapolis.

### Catelli Annual Report

Catelli is a division of John Labatt Limited, broadly based food and beverage company with major participation in the brewing, consumer foods and agri product industries.

For the year ended April 30, 1976 Catelli's profit improved significantly despite some softness in industry volume. The company maintained pasta market share which is its biggest product line and, due to efficiency efforts, margins were improved for all products. Pasta production capacity is now over 125,000,000 pounds per annum, or over one-half

of total Canadian consumption.

Canned soups and sauces have experienced a difficult year industry-wide and the Habitant line of ready-to-serve soups and certain other canned products had unsatisfactory growth. However, aseptically canned puddings under the Laura Secord label have been highly successful in the marketplace and as a contributor to overall margins.

The market for most of the jarred goods line—jams, syrups, beets and pickles—was sluggish throughout the year because of high retail prices and, in some cases, a return to home preparation of some of these products. On the other hand, the family flour market benefitted from a trend toward more in-home baking and cooking, following several years of steady decline. The future outlook for the Five Roses brand is good.

### Major Productivity Improvement

During the past year, Catelli emphasized major productivity improvement, which is essential to success in this business. By virtue of capital investment and a formal profit maximization program, internal production efficiencies were improved substantially and most overheads reduced. Dramatic improvements in the company's profitability and cash flow have resulted. The outlook is for continued improvement.

Major capital expenditures, particularly in the Montreal pasta plant operation, were completed this year. The program in plant modernization and capacity increases begun in Catelli several years ago is now essentially complete and no major additional capital investment will be required in the foreseeable future.

The largest and most advanced spaghetti line in North America was installed in Catelli's Montreal plant last year, at a cost of nearly \$4,000,000. The new line incorporates the latest developments in automatically controlled operations. Spaghetti is made in a continuous twenty-four hour operation and dried at a rate of 4,600 pounds per hour, in less than 40% of the time required in other machines. The new high speed automatic packaging system operates twice as fast as the dryer and therefore needs only to be operated on the day shift to match the twenty-four hour operation of the press and dryer.

# ASEECO

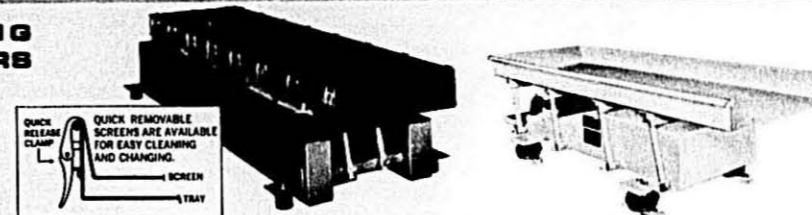
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### International Multifoods Records

Record sales and earnings were reported by International Multifoods Corp. for the second quarter and six months ended Aug. 31.

Second-quarter sales rose 9 percent, to \$215 million from \$198 million a year earlier. Net earnings rose 42 percent of \$4,773,000, up from \$3,369,000. Earnings per common share for the second quarter increased 38 percent to 62 cents, up from 45 cents a year ago. Per-share earnings reflect the recently announced stock split and acquisition of Smoke-Craft, Inc., Albany, Ore.

For the six months, sales increased 8 percent to \$415 million from \$385 million. Net earnings in the first half were \$8,563,000, up 50 percent from the \$5,704,000 reported a year earlier. Per-share earnings for the first six months increased 45 percent to \$1.10 from 76 cents.

William G. Phillips, Multifoods' chairman, said the fine first-half performance indicates the Company should achieve its 12-percent earnings improvement goal for the ninth consecutive year, despite the expected negative impact of the recent Mexican peso devaluation.

Phillips pointed out that Multifoods had announced an increase in its quarterly dividend payable Oct. 15. The dividend was increased 13½ percent to 21¼ cents per common share (on a split basis).

#### Second Quarter Gains

President Darrell Runke said that strong second-quarter gains were made in Consumer products, Industrial products and Agricultural products. He particularly noted strong performances by Kaukauna Klub cheese, Feinberg/Reuben specialty meats, Smoke-Craft meat products, bakery flours and mixes, and egg operations.

The Multifoods' president said that the Decorative Accessories division showed improvement during the second quarter and substantially reduced its losses from the previous-year level. King Foods continued to be unprofitable during the quarter. It is anticipated that both operations will show improvement in the last half of the year.

The Company recently announced a \$3-million expansion of its New Prague, Minn., flour mill. Mister Donut opened 14 additional shops and

a new T. Butcherblock restaurant was opened in suburban Minneapolis during the second quarter.

Phillips pointed out that operations outside the United States were enjoying a record performance and that the outlook for the Company indicates another record year.

#### ADM Annual Report

For the fourth straight year, net earnings for the Archer Daniels Midland Co. reached record high levels, according to the 1976 annual report.

Net earnings after taxes in the fiscal year ended June 30 were \$65,119,683, compared with \$40,474,064 in the preceding year, an increase of 61%. The net was \$40,082,000 in 1974 and \$24,278,000 in 1973. Earnings in 1972 were \$12,639,000, with current earnings more than five times that total.

Net earnings for fiscal 1976 were equivalent to \$2.28 a share of common stock, against \$1.53 in the preceding year. It compared with \$1.54 in 1974 and 95¢ in 1973. It was 51¢ in 1972.

All company earnings and sales for prior years were restated in the current report to reflect acquisition of Tabor & Co. and three-for-two stock split of December, 1975.

#### Gooch Report

Among divisions reviewed in the report is the Gooch operation.

"Considerable effort in assisting industrial users to develop new products, including Gooch Hi Protein soy fortified pasta, improved sales for Gooch Foods, Inc.

"Products such as macaroni, spaghetti and noodles continued to receive good acceptance by the consumer. Increases in unit sales acquired in new sales territories enabled us to increase tonnage."

ADM Protein Special Division had record sales volume, due to continuing growth in soy protein as a dried milk replacer and the use of textured proteins as meat extenders.

#### Peavey Declares Quarterly Dividend

Peavey Company Board of Directors declared a regular quarterly dividend of 18½ cents per common share, payable October 15 to shareholders of record October 1. There are approximately 5,651,000 shares of common stock outstanding.

A regular quarterly dividend of

\$1.50 per share on preferred stock payable October 15 to shareholders of record October 1, was also declared. Two classes of outstanding preferred stock comprise approximately 36,400 shares.

#### ICC Action

In one of the most important rail freight rate decisions affecting North Dakota wheat producers in years, the Interstate Commerce Commission has called for a one year, complete elimination of the inverse rate structure applied on wheat shipped westbound from the state for export, according to Mel Maier, North Dakota State Wheat Commission Administrator and Bruce Hagen, North Dakota Public Service Commissioner.

The two officials stated that the ICC has ruled favorably in the case Ex parte 270 Sub 1-A in which the NDSWC and North Dakota Public Service Commission presented evidence intended to show the inequities associated with the inverse rate structure. The Upper Great Plains Transportation Institute at NDSU performed much of the research required to compile that evidence.

Maier said that he was extremely pleased with the ICC ruling. "We've been working on this case for five years," he said. "The inverse rate structure has been a thorn in the side of Western North Dakota Wheat producers for ten years." He explained that the old structure will be replaced with a flat rate schedule as recommended by the NDSWC and the PSC. "Westbound rates for export will be set at the Fargo rate (\$1.46/c.w.t.) for all stations currently above that level and stations with rates currently lower than that will remain as is. I should add that this ruling is only of one year duration but it is almost inconceivable that the ICC would reinstate the inverse rate structure after this year when it has ruled that the structure is unjust and unreasonable."

Hagen added that the ruling will save North Dakota wheat producers over \$1 million per year in shipping his grain for export to the Northwest coast. He noted that, for example, the present summer rate at Minot is \$1.75/c.w.t. while the winter rate is \$1.57/c.w.t. He said that in either case the new \$1.46/c.w.t. rate represents quite a savings.

The new rate schedule will go into effect by the end of October.

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## Antoine Zerega and his great idea for pasta



Antoine Zerega

Native of Lyons, France, the founder of A. Zerega's Sons, Inc. started America's first pasta factory in Brooklyn in 1848.



Frank L. Zerega

Frank Zerega joined his brother in assisting with the new family venture, continuing in the company's management until his death in 1967.



In this building along the Brooklyn, NY waterfront, a modern structure in its day, Antoine Zerega established the first pasta factory in the United States in 1848.

In 1848, America was booming. Recovered from the depression of the 1830's the vigorous young nation was bursting out of its Western boundaries and moving by wagon train and horse toward the Pacific. Gold was discovered in California, and the rush was on—encouraged by the Polk Administration's promise of free land to permanent settlers and protection from warring Indians. The census put the population figure at about 17-million.

In 1848 in Europe, the old homelands were rent by war, revolution and crop failures. The Eastern ports of the United States were crowded with people from all parts of Europe, arriving to build new lives. Among them

was Antoine Zerega of Lyons, a French flour miller like his forefathers since the 1700's.

He settled in Brooklyn close by the wharves where the bowsprits and figureheads of the sailing ships juttied out across the cobbled street. And it was there that Antoine Zerega established the first factory for the production of pasta products in the United States. His power was located in the basement—a single horse, turning the mill stone as well as other moving machinery on the upper floors. His drying method was the simplest—spreading the spaghetti and other pasta out in the sunshine on the roof. Come showers and everyone scrambled to the roof and rushed the golden food to shelter!

The corporate history of R. Hoe & Company (still in existence as a printing press manufacturer) contains this record:

During this year, 1856, a screw press was built for Antoine Zerega for pressing out the various forms of vermicelli. The bottom of the cylinder that held the dough was fitted with removable plates pierced with holes of desired shapes, through which the screw and piston forced the dough in long strings of vermicelli. When desired, revolving knives cut the vermicelli into short pieces as it issued, forming letters of the alphabet and other shapes. . .

Only eight years after the founding of the Zerega company, it had become in its own way a leader in the Industrial Revolution of the 19th Century in the United States.

### Early Times

Although his business continued to prosper, Antoine Zerega resorted in letters to his family in France some harsh facts. "This is a hard place to live. . . . In summer, when most sickness occurs, you can fry an egg on the pavement. . . . Three out of five children die by the age of six. . . . When the senior Zerega sailed from Marseilles



Antoni Vermynen

Another nephew of Frank and John Zerega, Antoni was in charge of production and active with the company for more than 60 years until his death in 1975.



Paul Vermynen

Continuing the family tradition, Paul Vermynen, Antoni's son, became president of A. Zerega's Sons in 1967.

NOVEMBER, 1976

to visit his son in Brooklyn, he brought his own bathtub with him.

The Zerega company thrived despite war, other turbulence and the slowness of technical advance. During his forty years at the company helm, Antoine Zerega saw Brooklyn grow to become a city, and then become a part of the City of New York. Of his nine living children, two sons, Frank and John, carried on the business after his death. And in 1888, the year of his death, the Brooklyn Bridge was opened, its eastern end about 100 feet from the Zerega factory on Front Street.

Under the direction of the Zerega sons, live horse power was replaced by steam and steam by electricity. Even more important, however, was the replacement of the traditional Ukrainian durum wheat, milled in Marseilles and shipped across the Atlantic. American farmers developed

new, native strains of high-gluten durum, started from Russian seed, and established a domestic market that included several score of pasta makers.

In 1904, the National Macaroni Manufacturers Association was founded. Its first president, appropriately, was Thomas H. Toomey, a Zerega executive. Continuing the Zerega tradition of fifty-plus years, Frank and John Zerega were joined by their nephews, Ed and Antoni Vermynen, sons of their sister Josephine. Later still, John Zerega, Jr. joined the family firm.

### Modern Times

The small pasta factory, which started on the Brooklyn waterfront, grew eventually to six stories, spread across the bustling thoroughfare that is Front Street and, almost annually it seemed, added ells, wings and annexes. Its early production which had amounted to some thousand pounds of pasta a day, grew year by year.

In 1948, marking its first centenary, the company was producing over 100,000 pounds a day—in a strikingly modern, new plant in Fair Lawn, New Jersey. The move from Front Street was absolutely required, and it was hard to make, especially for the old-timers.

The new plant contains some 140,000 square feet. It is situated in twenty landscaped acres and was distinguished at its opening by the first pneumatic flour handling system in the pasta industry. Other modern features were added like continuous presses and dryers throughout the plant, and completely updated packing facilities. Since the move, some forty percent has been added to the

original floor space. Through constant replacement and modernization programs, the company can now serve every pasta-using segment of the food industry. Of its eight complete production lines, two are virtually brand new.

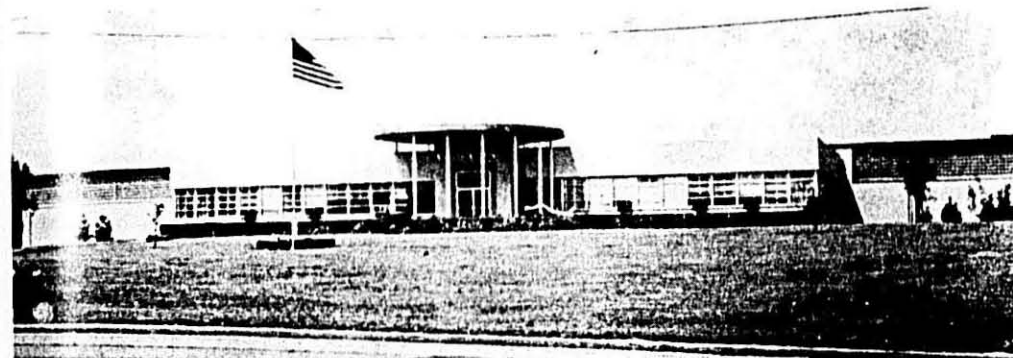
The company itself, A. Zerega's Sons, remains firmly in the founder's family. Antoni Vermynen's son Paul, great grandson of Antoine, joined the company as a salesman after World War II and was elected President in 1967. His son Jay is a Zerega plant engineer today.

Solidly and modestly, this company represents a model of American business growth. Founder Antoine Zerega's great idea for pasta was—and is—a great idea for private enterprise.



Jay Vermynen

And on it goes, bringing still another generation into the fold of company management. Paul Vermynen's son Jay is today a plant engineer in the firm founded over 100 years ago by his great great grandfather, Antoine.



Today, A. Zerega's Sons, Inc. operates in these spacious, modern facilities in Fair Lawn, New Jersey, having transferred its business in its centennial year, 1948.

Nephew of Frank and John Zerega, Ed spent a lifetime with the company, rising through the sales department to guide company policy for many years. He died in 1966.



### Grandma's Frozen Egg Noodles

From small beginnings to its present regional capabilities, Grandma's Egg Noodles, headquartered in Denver, Colorado, has seen many expansions. Spearheaded by Robert C. Piz, owner and president, he and his family worked hard at the business, starting with a small plant making Chinese noodles; turning their later production into making homemade egg noodles. To insure freshness, they began freezing and selling this product to the grocery markets, restaurants, hotels and local institutions. Today, the expanded facilities produce 10,000 pounds of fresh egg noodles daily, marketed in some 14 states.

Just recently, two new personnel joined the operation. Oldest son, Jay Piz, completed his education at the Phoenix College in Arizona, bringing his expertise in manufacturing and production back into the family business. Rick Roe, also new on the board, is an enthusiastic plant manager. His experience is in the materials handling field.

Grandma's noodle machines operate five days per week, including the supposed slack summer months. All products are quick frozen and stored for shipment in a newly built freezer occupying over 30,000 cubic feet. Despite enlarged facilities, Grandma still maintains a "homemade" reputation. "Grandma's noodles are just like Momma used to make", says Bob Piz.

### Long Time Broker

American Beauty Macaroni Company has a broker in Iowa who originally started out as a salaried salesman at the age of eighteen, fresh out of East High School in Des Moines, Iowa. His name is Sam Hockenber.

Sam recalls that back in the depression macaroni was selling as cheap as 70¢ a case for twenty-four seven-ounce cartons—delivered! He has come from rocky gravel roads to present-day freeways and somewhere down the road he asked American Beauty if they objected if he would go into the brokerage business and handle their line. This was in the middle of the depression. American Beauty President P. F. Vagnino, Sr. agreed and so started Hockenber Brokerage Company.



Robert C. Piz, owner and president of the L. A. King Food Products Co., manufacturer and distributor of Grandma's Egg Noodles, Supervises Son Jay on the left and Rick Roe in the center, loading frozen noodles onto a truck.

Later Sam took on a Mr. Sid Rubin and thus they had the Hockenber-Rubin Brokerage Company. They now have Iowa offices in Des Moines, Bettendorf and Sioux City, plus another company in Illinois called Hockenber-Rubin of Illinois located in Peoria. Some fifty people are on the payroll.

Mr. Hockenber says macaroni has come a long way. The seasonal peaks and valleys have leveled out and consumer acceptance has greatly improved.

On October 1 he celebrated his fifty-fifth anniversary as a representative of American Beauty Macaroni Company. Asked by President Ralph Sarli if he would like a watch, Sam



Sam and Molly Hockenber

said: "No! You might give me the works".

### New Spaghetti Sauce

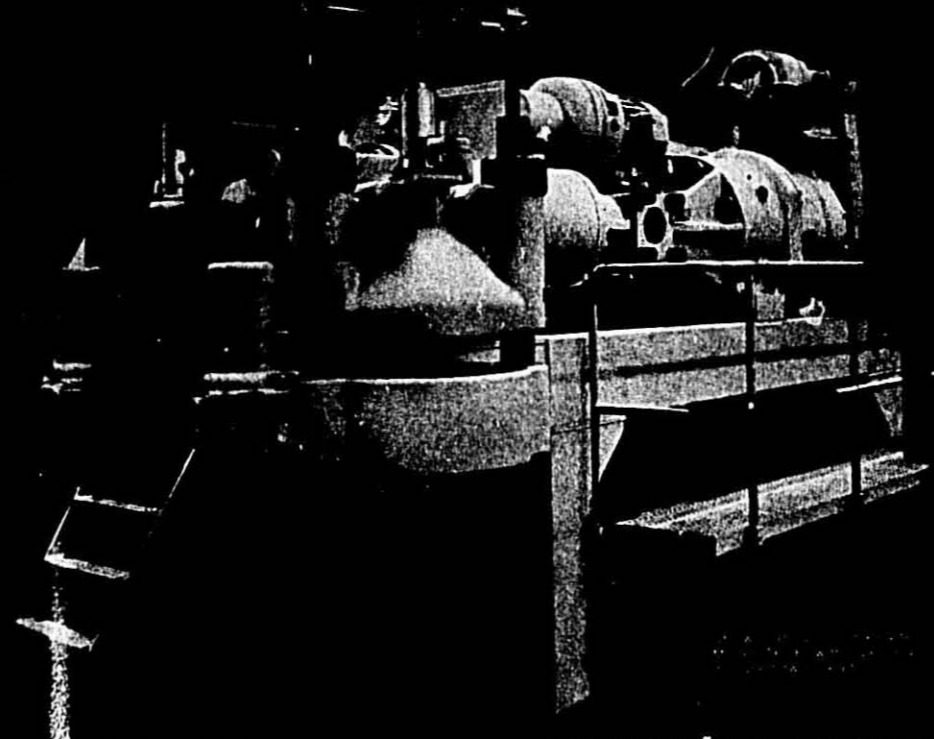
Ragu is introducing a new spaghetti sauce "Extra Thick and Zesty". Couponing will take the form of both a 25¢ off coupon and a free offer coupon, which broke in newspapers on September 20. Television support is reported to be a \$25,000,000 program. The campaign has been two years in the making and will include direct mail couponing to one-third of American families with two or more children. In-store merchandising will include shelf talkers, stack cards and case cards.

Ragu is a hot selling item attested by its share of the market. Because of present economic conditions, families have turned to meals that go the farthest and cost the least. Ragu intends to capitalize on it. For many, the spaghetti dinner will now cost less because "Extra Thick and Zesty" makes it unnecessary to add all those ingredients to "have it your way".

### Ronco Ad

"Fast Food can be good food—Ronco Spaghetti in a skillet" reads the headline of a full-color ad in the southern regional editions of October Family Circle. An easy-to-prepare spaghetti-in-a-skillet recipe is featured. The campaign is backed by 30-second TV commercials in major southern markets.

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## Moisture in Macaroni—Its Causes and Effects

TABLE I Table of Equilibrium Moisture Contents of Macaroni Products and Ambient Air  
Moisture Content of Product % (Wet Basis)

	Difference (Delta t) °F Between Wet and Dry Bulb Temperature of Room Climate																	
	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
66	90	85	80	75	71	66	61	57	53	48	44	40	36	32	29	25	21	
68	90	85	80	76	71	67	62	58	54	50	46	42	38	34	31	27	23	
70	90	86	81	77	72	68	64	59	55	51	48	44	40	36	33	29	25	
72	90	86	82	77	73	69	65	61	57	53	49	45	42	38	34	31	28	
74	91	86	82	78	74	69	65	61	58	54	50	47	43	39	36	33	29	
76	91	87	82	78	74	70	66	62	59	55	51	48	44	41	38	34	31	
78	91	87	83	79	75	71	67	63	60	56	53	49	46	43	39	36	33	
80	91	87	83	79	75	72	68	64	61	57	54	50	47	44	41	38	35	
82	92	88	84	80	76	72	69	65	61	58	55	51	48	45	42	39	36	
84	92	88	84	80	76	73	69	66	62	59	56	52	49	46	43	40	37	
86	92	88	84	81	77	73	70	66	63	60	57	53	50	47	44	42	39	
88	92	88	85	81	77	74	70	67	64	61	57	54	51	48	46	43	40	
90	92	89	85	81	78	74	71	68	65	61	58	55	52	49	47	44	41	
92	92	89	85	82	78	75	72	68	65	62	59	56	53	50	48	45	42	
94	93	89	85	82	79	75	72	69	66	63	60	57	54	51	49	46	43	
96	93	89	86	82	79	76	73	69	66	63	61	58	55	52	50	47	44	
98	93	89	86	82	79	76	73	70	67	64	61	58	55	53	50	48	45	
100	93	89	86	83	80	77	73	70	68	65	62	59	56	54	51	49	46	

by Farook Taufiq, Quality Control,  
Prince Macaroni Manufacturing Co.,  
Lowell, Massachusetts

Macaroni is made from semolina which is very complex in its chemical and physical structure. Its characteristics change from crop to crop, from season to season and more often than not from mill to mill. The latter being due to the different milling processes used. Thus varying amount of protein (gluten), starch and other substances present in semolina will effect directly or indirectly its physical characteristics. Semolina is very hygroscopic and hence will lose or gain moisture from the atmosphere readily. For the same reason, when macaroni is placed in a stream of air of given temperature and humidity, it will lose or gain moisture until it reaches a per cent moisture which is in equilibrium with the atmosphere. Whether it will lose or gain moisture will depend upon the temperature and humidity of the ambient air and also on the initial moisture of the macaroni.

Table I

According to a study made by the Buhler-Miag Corporation, the equilibrium moisture content of semolina at room temperature (72° F and 49% Relative Humidity) is 10.6%. (See

Table I). Moisture content of the macaroni product is indicated on the top line. The second line from the top shows the corresponding differentials between dry and wet bulk temperatures of the ambient air which must exist to assure a state of equilibrium between product and surrounding air.

Take, for example, a product discharged at 12.1%. The table shows that this product is in equilibrium with a Delta-T of 8° F. If the warehouse temperature is 72° F, the relative humidity should therefore be 65%. If the warehouse temperature is 90° F, relative humidity should be 71%. Relative humidities lower than those indicated in each case would result in a further drying of the product and thus increase the possibility of losing weight.

This table can also be used to find the moisture content at which the product should be discharged in order to have it in equilibrium with the climate in the warehouse. If, for instance, the warehouse is air conditioned to 72° F and 45% relative humidity, the table shows the product should be discharged with 10.3% moisture content to be in equilibrium. In order for a product of 13.2% moisture content to be in equilibrium, a climate of 72° F and 73% relative hu-

midity will be required. A typical warehouse would have a temperature of 66° F and 44% R.H. which will give a product of 10.6% moisture content. Any macaroni product that has higher moisture content will lose its moisture to the atmosphere.

Similar study was carried out by Earle (1948) and yielded the following results:

TABLE II  
Equilibrium Moisture of Macaroni and Egg Noodles at 90° F

Relative Humidity Per Cent	Dry Basis (Macaroni) Per Cent	Dry Basis (Noodles) Per Cent
90	22	—
80	18.2	—
70	16	14
60	13.9	11.9
50	12.1	10
40	10.5	8.5
30	8.8	—
20	7.0	—
10	4.9	—

In our laboratory, macaroni product was stored under controlled atmospheric conditions and the results are table III. From this data, it is quite clear, that the macaroni product reached equilibrium at a moisture content of 10.6% after storage for ten days. Egg product, however, attained equilibrium at a much lower moisture content, namely 8.74%. Another in-

(Continued on page 32)

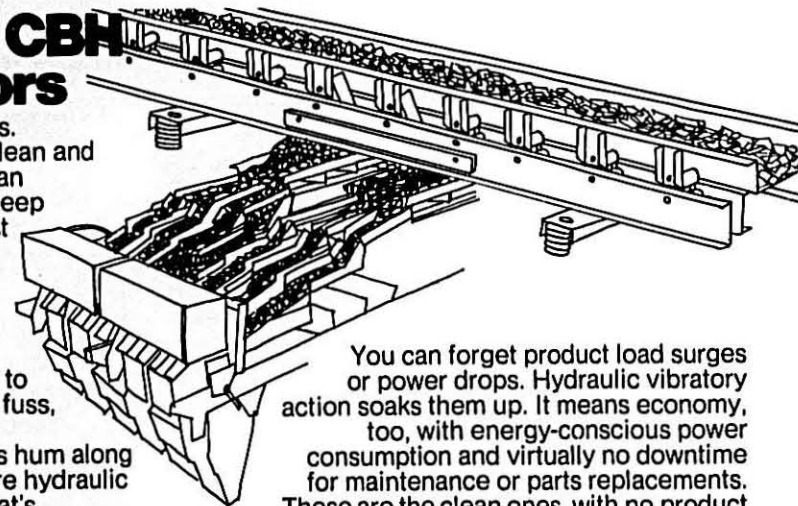
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## Seaboard Shows Growth

from the annual report  
Seaboard Allied Milling Corporation

In describing growth in domestic and foreign demand, Seaboard points out that company achieved record net earnings on reduced sales while "actual volume of flour manufactured increased by slightly more than 5%, marking the twelfth consecutive year of increases in unit production."

Net earnings in the 1976 fiscal year ended May 29, as previously announced were \$2,743,671, equal to \$2.04 per share on common stock. That compares with \$1,601,190, or \$1.19 per share, in the 1975 fiscal year and the previous peak of \$2,632,440, or \$1.96 a share, in fiscal 1974.

"Net sales for the fiscal year ended May 29," the report says, "amounted to \$297,665,777, down 7% from previous year, with the reduction due solely to significantly lower wheat prices." Net sales in the 1975 fiscal year were \$319,580,427, while sales in fiscal 1974 totaled \$303,114,822.

Storage income and other operating revenues in fiscal 1976 were \$831,135, against \$933,549 in previous year.

New Albany mill described

The report comments on the company's new flour mill at Albany, N.Y., which began production of bakers' hard wheat flour in May, at the rate of 6,000 cwt per day, and production of durum semolina for the pasta industry in July, with daily capacity of 4,000 cwt.

"The Albany mill, which is the fifth new flour mill built by Seaboard in the U.S. in the past 14 years," the report says, "brings the company's aggregate daily milling capacity to just above the 75,000-cwt mark. This ranks Seaboard among the top five milling enterprises in the United States.

"All of the company's mills, including the new Albany plant, are currently operating at full capacity. In the case of the Albany plant, bakers in the area being served have responded enthusiastically to the availability of fresh flour delivered directly to their plants by modern bulk trucks. It is this concept, spurred by customer demand, that has prompted Seaboard to conduct over the past decade or so the most active mill building program of any flour producer in the U.S.

"Not only has Seaboard positioned itself adjacent to leading markets in

TABLE III  
Effects of Moisture of Macaroni on Weight Loss During Storage

Product	Moisture % At Time of Packing	Moisture % After 10 Days	Weight Loss (in 1/16 oz)
Rotini	13.38	10.00	9.0
Ziti	13.57	10.53	5.5
Ziti	13.57	10.53	5.0
Thin Spaghetti	13.67	10.68	5.5
Thin Spaghetti	13.67	10.72	5.0
Shells*	15.39	10.86	13.40
Shells**	15.45	11.12	10.90
Shells**	15.45	11.12	13.00
Ringos	11.51	9.58	4.6
Egg Bows	11.12	8.74	4.0

1—Wet Basis  
\* Packed in cartons made from chip board.  
\*\* Packed in cartons made from solid sulfate board.  
Conditions of storage: 74°F and 42% Relative Humidity.

TABLE V  
Effects of Moisture on Cooking Quality of Spaghetti

Sample No.	Cooking Characteristics					Moisture
	15 Min.	20 Min.	25 Min.	30 Min.		
No. 1	Firm	Firm	Firm	Elastic	12.0 %	
No. 2	Firm	Firm	Firm	Elastic	12.0 %	
No. 3	Firm	Firm	Firm	Elastic	11.30%	
No. 4	Very Firm	Very Firm	Very Firm	Very Firm	10.24%	
No. 5	Very Firm	Very Firm	Very Firm	Very Firm	9.5 %	
No. 6	Firm	Firm	Well Done	Too Soft	7.91%	
No. 7	Firm	Firm	Soft	Soft	6.32%	
No. 8	Fell Apart after 10 minutes				4.15%	
No. 9	Very Firm	Very Firm	Very Firm	Very Firm	1.2%	

TABLE VI  
Effects of Moisture on Cooking Characteristics of Macaroni—Elbow

Sample No.	Cooking Characteristics					Moisture
	15 Min.	20 Min.	25 Min.	30 Min.		
No. 1	Firm	Firm	Firm	Firm	13.04%	
No. 2	Firm	Firm	Firm	Firm	10.83%	
No. 3	Very Firm	Very Firm	Very Firm	Very Firm	8.26%	
No. 4	Firm	Firm	Soft	Too Soft	6.30%	
No. 5	Firm	Elbows collapse—some split—too soft			4.5 %	

the eastern half of the country—from Florida northward to upstate New York as well as in the east central region and the Plains—but it also has moved vigorously to strengthen its product mix."

### NMMA Winter Meeting Boca Raton, Florida Feb. 9-13, 1977

#### Moisture in Macaroni

(Continued from page 30)  
Interesting fact is that if macaroni is packed in a material less permeable to moisture (e.g. solid sulfate in this case), the equilibrium moisture content is slightly higher.

At this point, a question was raised as to the validity of the moisture test method (Air Oven) in comparison with Vacuum Oven method.

It is quite interesting to see how the moisture content of macaroni affects its cooking characteristics. In an experiment, it was noted that the best

cooking quality results at a moisture content of 10-11%. It deteriorates quite rapidly below 8% moisture. However, no deterioration was noted at much higher moisture from 11-13%.

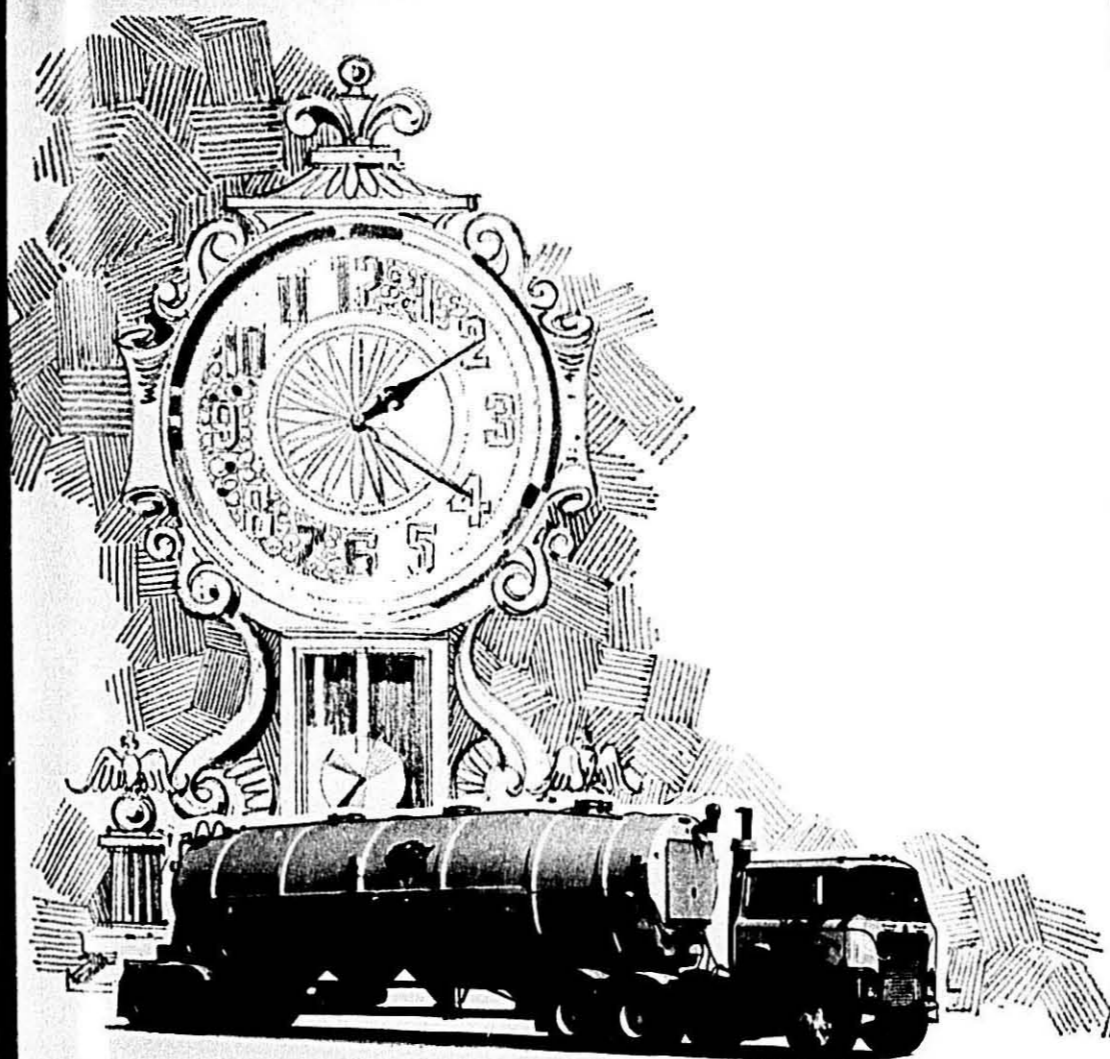
TABLE IV  
Moisture Tests of Macaroni

	(1)	(2)
1.	11.12	11.13
2.	10.10	10.13
3.	11.50	11.70
4.	12.33	12.35
5.	10.59	10.45
6.	11.09	12.15
7.	10.10	10.25
8.	14.36	14.38
9.	8.70	8.83
10.	11.67	11.60

(1) 130°C One Hour Air Oven.  
(2) 100°C 20" Hg Vacuum 5 1/2 hrs.

In concluding, the loss of moisture of macaroni could be attributed to a host of factors, which could when combined, produce undesirable results. It is believed that the lower gluten content results in more hygroscopic product and thus the gain and loss in moisture are exaggerated.

THE MACARONI JOURNAL



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## Grain Market Memo

from Seaboard Allied Milling Corp.  
September 22, 1976

Shifting relationships among the three major markets of Chicago, Kansas City and Minneapolis reflected size of 1976 crop by class, with spring wheat at record peak. Kansas City weakness relative to the others was explainable in that hard winters comprised largest portion of carryover at start of current season and outlook was for substantial additions to stocks at the end of the crop year.

Contributing substantially to weakness in wheat futures were more precipitous declines in other grains. Soybeans led in declining trend with maximum allowable 20¢ a bu losses in several sessions. Without any surge in export wheat business and in view of space tightness, wheat increasingly looked to other grains for direction in price movement, displaying little vigor on any rallies.

Considerable opinion developed that most recent estimate of U.S.D.A. that wheat feeding to livestock in 1976-77 would be around 175 million bus could be conservative. In some areas of Southwest, soft red was at substantial discount to corn and hard winter was close to the same price as corn. Significant shift to wheat in feed formulations was underway, often at 20% of ration.

### Wheat As Feed

On-again, off-again decision to increase price support loan rate on wheat was cause for nervous price fluctuations. President Ford rejected tentative decision of the Department of Agriculture to increase the wheat price support to \$2 a bu from the current \$1.50 on 1976 crop. Concern was that such a move would be interpreted as a vote-getting effort rather than based on economics of agriculture. A loan increase remains a possibility.

Most intense competition in world markets came from Canada. The Canadian Wheat Board has sold exporters in recent weeks upwards of 150,000,000 bus of wheat for shipment as far ahead as December, 1977, at prices competitive with cheapest U.S. availability. Those wheat purchases had a commensurate weakening influence on U.S. wheat futures as only available hedging potential.

Producer selling was characterized

by the orderliness that has prevailed throughout past two seasons. Farmers were hopeful of some political action to bolster prices in an election year, either in the form of increased loan and target prices or some dramatic surge in export demand. In the meantime, marked tendency was to limit liquidation to quantities needed to meet urgent financial needs.

### Comments Sought on Wheat Foods Bill

The Subcommittee on Livestock and Grains of the House Committee on Agriculture, which earlier this year held hearings on H.R. 13099, the Wheat and Wheat Foods Research and Nutrition Education Act, is now receiving comments from hearing participants on unresolved issues raised at the hearing.

The comments are in the form of answers to questions submitted to the hearing participants by subcommittee members and staff.

John C. Baize, subcommittee staff member who is directing subcommittee work on the bill, said responses to the subcommittee's questions will become part of the record of the hearings, conducted last June.

### Views on bill differ

Unanimity on the aims of the research and nutrition education programs proposed in the bill, but disagreement on the best means of funding the programs, emerged at the one-day hearing. While eight breadstuffs organizations—including American Bakers Association, Millers' National Federation and the National Association of Wheat Growers—voiced full support for H.R. 13099, two others—Biscuit and Cracker Manufacturers' Association and Associated Retail Bakers of America—said industry research and education programs should be carried out on a voluntary basis and without involvement of the federal government. U.S. Department of Agriculture also voiced opposition.

Lack of action on the Wheat and Wheat Foods Research and Nutrition Education Act by the 94th Congress would necessitate re-introduction of the bill next year, Mr. Baize said. The subcommittee hearing record—including the comments now being solicited from hearing participants—would be available, he said, for the new sub-

committee's action on re-introduced legislation next year.

### General and specific questions

Questions submitted to hearing participants included about 25 directed at all participants, and a few specific questions for individual participants. The former group includes the following samples:

- "Would you support this bill if changes were made? If so, list the changes.

- "In your opinion, who will ultimately pay the cost of this act? Farmers, end product manufacturers, or consumers?

- "Would you object to a provision in the legislation that would restrict the funds being used for any advertising or other similar promotion purposes?

- "Proponents of the bill have stated that private voluntary programs of this type have proved unworkable. What is the factual basis for that statement?

- "The assessment has been variously characterized by different witnesses as 'mandatory' and 'voluntary'. In what respects is it mandatory? In what respects is it voluntary?

- "One witness stated that it would burden bakers to require them to determine how much processed wheat they use. Is this statistic normally difficult for such an enterprise to derive?

- "Prior check-off bills require record keeping by farmers. Are bakers more or less likely than farmers to have the ability to comply with such record-keeping requirements?

- "In the normal course of trade in the wheat industry, what is the possibility or likelihood of the impact of the assessment being 'passed back' to wheat producers?

- "The Consumer Federation of America witness expressed the fear that the costs of the research and education program would be passed on to consumers. What is the likelihood of the assessment authorized hereunder having an adverse price impact on consumers?"

### When in Doubt, Fuzzify

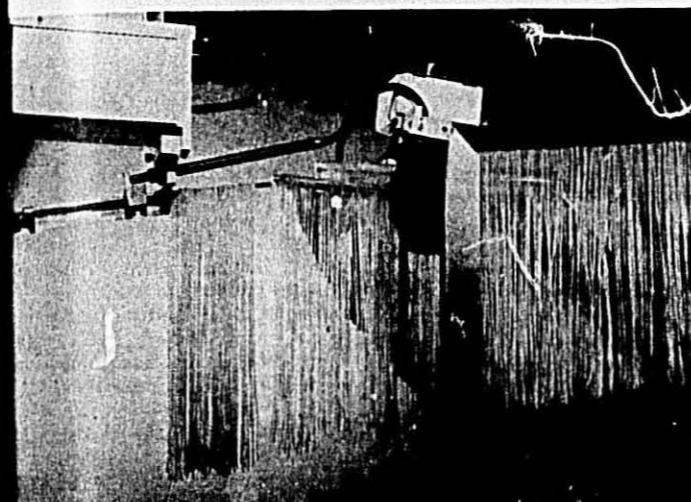
"Study a problem long enough and it will go away."

"If you're going to be a phony, be sincere about it."

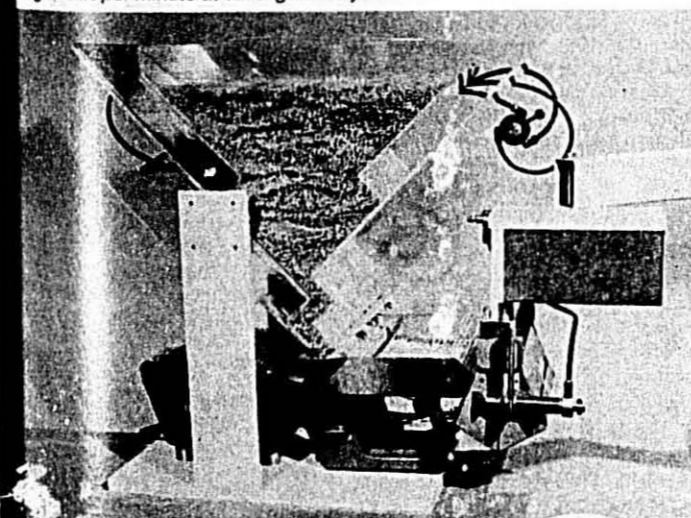
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"Adjust the issues to our position."

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This Libra III looped spaghetti net weighing system has a product feeder that drops most of the weighment onto a holding rod, then quickly dribbles one loop at a time until the right weight is reached. Typical speed is seven 7-oz. weighments per minute at 1.2% giveaway.



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## Back to Basics

(Continued from page 14)

ghetti. And here is a recipe you'll be anxious to try. It's a quickly put together, inexpensive version of spaghetti with marinara sauce. Looks good, doesn't it? And this selection proves how simple meals are when you serve pasta. All you need to round this menu out is a freshly tossed green salad, perhaps some bread, and for dessert, why not an assortment of seasonal fresh fruit?

When our program began, we spoke about back to basics cooking. What could be more basic in pasta cookery or more popular than Macaroni and Cheese? Here we see Macaroni and Cheese baked in individual casseroles. Chopped Parsley adds an extra color note. This is another recipe which freezes very well . . . a convenience plus when you want a nutritious entree . . . and time may be short. All of the recipes we've discussed so far and some others we'll talk about in a minute or so are yours for the asking. Just write to The Macaroni Journal and we'll be happy to send them to you.

### Hearty Casserole

Let's see . . . here's a hearty casserole suggestion. Egg Noodles, Ground Beef and Spinach Bake in a casserole flavored with parmesan cheese and other seasonings. It would be an excellent idea when you're looking for a pot luck supper recipe.

Another casserole features two favorite food partners . . . Elbow Macaroni and Tuna. Called Deviled Tuna and Macaroni, the Macaroni and Tuna are mixed with a zesty mustard sauce before baking for half an hour.

Turkey and Spaghetti are suggested in another one dish special . . . Good way to use leftover turkey . . . and especially appealing with some artichoke hearts and sliced stuffed green olives as additional ingredients.

The final suggestion is a simple tuna noodle casserole . . . and a perfect note upon which to close our back to basics with pasta program in celebration of National Macaroni Week.

### Back to Basics During National Macaroni Week

Traditional favorites like macaroni and cheese are logical selections for "back-to-basics" menu planners. Easy-to-make, easy-on-the-budget and wholesome eating describe today's

version of macaroni and cheese designed especially for enjoyment during National Macaroni Week, October 7-16. It takes about 20 minutes to prepare the individual casseroles, and another 20 minutes to bake . . . and here's very good news . . . based upon New York City prices, each serving is approximately 33 cents!

Pasta is nutritious. The carbohydrate content gives us energy . . . a very important consideration in today's active lifestyle. Pasta supplies protein along with iron and the B vitamins, niacin, riboflavin and thiamine. It is a low fat, low sodium, easily digested food.

### Macaroni-Tomato-Cheese Casserole (Makes 4 servings)

2 cups elbow macaroni (8 ounces)  
1 tablespoon salt  
3 quarts boiling water  
3 tablespoons butter or margarine  
3 tablespoons flour  
½ teaspoon salt  
¼ teaspoon pepper  
½ cup milk  
1 can (8 ounces) tomato sauce  
1 can (4 ounces) sliced mushrooms  
1 cup grated Swiss cheese (about 4 ounces)

Gradually add macaroni and 1 tablespoon salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain.

Meanwhile, melt butter in small saucepan; stir in flour; ½ teaspoon salt and pepper until smooth. Add milk and tomato sauce. Cook over medium heat, stirring constantly, until mixture thickens and boils. Remove from heat; add undrained mushrooms and cheese; stir until cheese melts. Combine sauce and macaroni. Turn into greased 1½ quart casserole. Bake in 350°F. over 30 minutes or until hot. Preparation time: about 20 minutes. Baking time: about 30 minutes. Cost per serving: approximately 40 cents (based on New York City prices).

### To Freeze

To freeze casseroles: Use individual ovenproof glass ceramic dishes or aluminum pans. Prepare as above but do not bake. Cool, wrap tightly with foil or freezer wrap and freeze up to 1 month. Bake frozen casseroles, covered, 30 minutes in 350°F. oven. Uncover and bake 10 to 15 minutes longer. Preparation time: 20 minutes. Baking time: 20 minutes.

### Macaroni Cottage Cheese Ring (Makes 6 servings)

2 cups elbow macaroni (8 ounces)  
1 tablespoon salt  
3 quarts boiling water  
3 eggs  
1 cup milk  
16 ounces creamed cottage cheese  
1 tablespoon chopped chives  
1 teaspoon prepared horseradish  
1 teaspoon salt  
Dash pepper

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

Beat together eggs, milk and cheese. Add chives, horseradish, 1 teaspoon salt and pepper; mix well. Fold in macaroni. Turn into well greased 9-inch ring pan. Place in pan of hot water and bake in 350°F. over 1 hour or until knife inserted in center comes out clean. Remove from oven; let stand 10 minutes. Run spatula around sides of pan before unmolding. Preparation time: about 15 minutes. Baking time: 1 hour. Cost per serving: approximately 35 cents (based on New York City prices).

### Quick Stew

Do you think stews are always a long time cooking dish? Take a look at a quick version in our Macaroni Vegetable Stew. It's another hearty, healthy meal ready for the table in about half an hour. This, too, is a food budget aid at about 50 cents a serving. Costs for both of our recipes are based on New York City prices.

A special reminder during National Macaroni Week . . . pasta supplies essential nutrients. We get energy from the carbohydrate content; important for growing children, teenagers and active adults . . . for everyone on a balanced diet. Pasta contains protein, niacin, thiamine, riboflavin and iron. Macaroni products are low fat, low sodium, easily digested foods.

### Macaroni Vegetable Stew (Makes 4 servings)

1 can (16 ounces) peas  
1 can (16 ounces) sliced carrots  
4 cups boiling water  
1 envelope (about 1½ ounces) onion soup mix  
2 cups elbow macaroni (8 ounces)  
1 cup sliced celery  
2 cups grated Cheddar cheese (8 ounces)

(Continued on page 38)

THE MACARONI JOURNAL

## PUSH PASTA



Invest 1¾c per cwt. monthly in pasta production promotion, consumer education, and trade advertising to keep sales up.



Constant promotion of macaroni, spaghetti, and egg noodles by the National Macaroni Institute, keeps these products in the consumer's view.

Recipes and photographs go to food editors of every type of media.

Educational materials and recipe leaflets are distributed to consumers, teachers and students.

Films and film strips are distributed for general use and special television showings.

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**FOR SALE—83 page book on Macaroni, Noodles, Pasta Products by James J. Winston, \$8.00 postpaid if check is sent with order. P.O. Box 336, Peotone, Ill. 60667.**

### Back to Basics

1 teaspoon Worcestershire sauce (optional)

Drain liquid from peas and carrots into large skillet; add water and soup mix; bring to a boil. Gradually stir in macaroni and celery so that water continues to boil. Cover and simmer 20 minutes or until macaroni is tender, stirring occasionally. Add cheese; stir until cheese is melted. Add drained vegetables and Worcestershire, if desired; heat to serving temperature.

Preparation time: 15 minutes.

Cooking time: 20 minutes.

Cost: approximately 50 cent per serving (based on New York City prices).

### In Memoriam

Raymond J. Guerrisi, 58, died of cancer September 24. He was a vice president of San Giorgio Macaroni, Inc. and had served on the board of directors of the National Macaroni Manufacturers Association.

Active in the business 42 years, Mr. Guerrisi was educated at the Pierce

School of Business, served in the U.S. Army, and was active in community affairs.

He is survived by his wife, Eleanor Rita Civitella Guerrisi, Joan Anne, 17, and Michael David, 16, three brothers, five sisters, and many nieces and nephews.

Remembrances may be made to the Cancer Research Fund, Temple University, Philadelphia.

### Foremost Agrees to Buy Muellers

Foremost-McKesson, Inc. announced that it has signed an agreement to purchase all of the outstanding capital stock of the C. F. Mueller Company for \$115,000,000 in cash. The stock is to be purchased from a trust of which New York University is the sole beneficiary. The closing is anticipated to take place in the near future after confirmation of certain business information and subject to certain other conditions.

Mueller, founded in 1887 and headquartered in Jersey City, New Jersey, is a major manufacturer and distributor of dried pasta products for the grocery trade in the United States. The company's well known branded products are sold in 22 states, principally in the East, Southeast and Midwest. Sales in 1975 were 75 million dollars and net after tax profit was 6.1 million. For the first 6 months of 1976 sales were 39 million and net after tax profit was 3.7 million.

William W. Morrison, President and Chief Executive Officer of Foremost-McKesson, Inc. said, "The Mueller transaction represents a major step in the accomplishment of two of our most important corporate objectives: to broaden the scope of our existing brand name grocery products business and to provide a stronger proprietary base for Foremost-McKesson's future earnings growth. It is part of our previously announced program to redeploy capital from certain areas into businesses with more attractive long term growth prospects."

Morrison stated that the transaction would be financed with Foremost-McKesson cash reserves, supplemented by a bank loan.

Morrison also said that Mueller would continue as a separate operating company, according to Foremost-McKesson's policy of decentralized management of its operating units.

Morrison noted that, as evidenced by Mueller's profit history, the performance of the company's present management has been outstanding, and that no changes are contemplated in the company's management structure or in its sales or manufacturing organizations or its present headquarters located in New Jersey City.

Foremost-McKesson also announced that it acquired substantially all of the assets of Gentry International, Inc., a major manufacturer of dehydrated onions and garlic for 500,000 shares of Foremost-McKesson common stock and the assumption of certain current liabilities of Gentry.

Foremost-McKesson had net sales of 2.5 billion dollars last fiscal year. In addition to its interest in the food field, the company is engaged in the distribution of drugs and hospital supplies, wines and spirits, and chemicals, and in land development.

### New Hi-Speed Catalogs Available

Two new catalogs are available from Hi-Speed Checkweigher Co. The Product Guide includes Data Sheets on all the standard Hi-Speed products. New or updated Data Sheets include ST-71 Checkweighers, SS-70 Checkweigher Weight Classifiers, the SD-74 and WD-74 Controls, and Fundamentals of Metal Detection. The Application Examples guide includes application sheets which show Hi-Speed's standard products engineered for a wide variety of specific customer requirements.

Both the Product Guide and the Application Examples catalogs are available from Hi-Speed Checkweigher Co., Inc., P.O. Box 314, Ithaca, New York 14850.

### Dwyer Joins Peavey

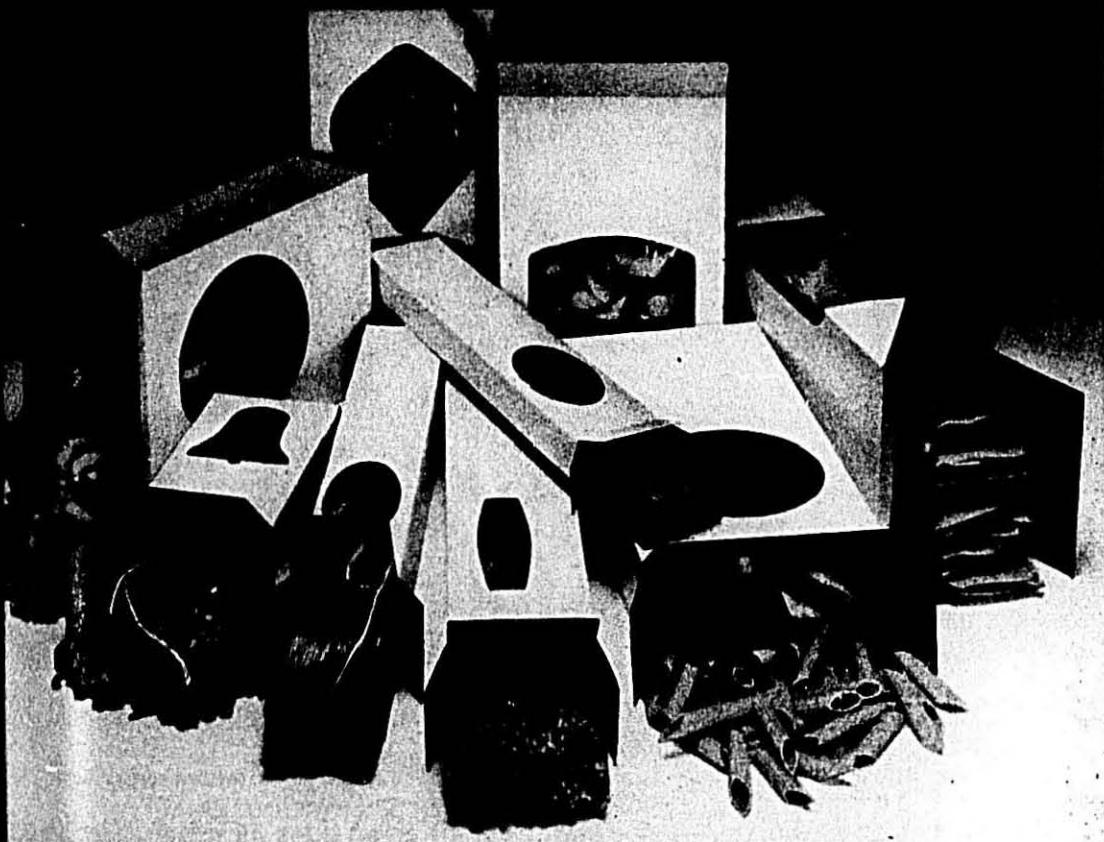
W. Michael Dwyer has joined Peavey Company as Director of Market Research.

In this newly created position Dwyer will report to Peavey President W. G. Stocks and be responsible for Peavey's market and economic research activities. Dwyer is a graduate of Princeton University, has a Master's Degree in Business Administration from the University of Minnesota, and has thirteen years market research experience in the fields of consumer and industrial products.

# We've been going together for nearly 50 years.

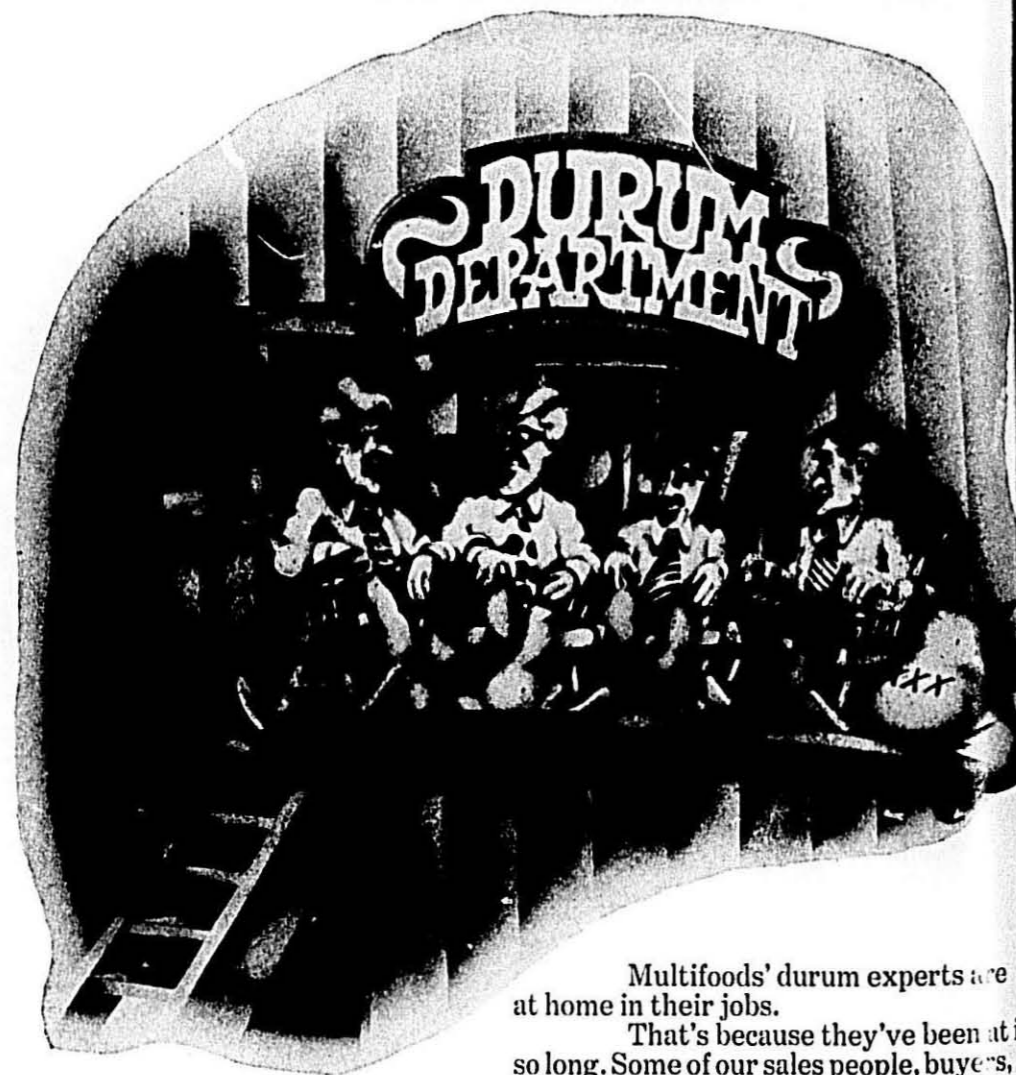


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