

**THE
MACARONI
JOURNAL**

**Volume 41
No. 7**

November, 1959

Macaroni Journal

THE OFFICIAL PUBLICATION
OF THE
MACARONI MANUFACTURERS
ASSOCIATION



Retail Grocery
Trends Today
Macaroni Menus

NOVEMBER, 1959



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The MACARONI JOURNAL

November, 1959

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Cover Photo

Spaghetti is a good mixer. Blended with Swiss cheese and seasonings in a pretty ring mold, and filled with a tasty sauce of ham and mushrooms, this dish is delicious and attractive as can be. Spaghetti is a real help to the entertainment budget.

National Macaroni Week release by the National Macaroni Institute.

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THE MACARONI JOURNAL

RETAIL GROCERY STORE TRENDS

A. C. Nielsen Company, "world's largest market researching organization," services manufacturers in the food, drug and allied industries by gathering continuous factual marketing data on products sold through grocery, drug, variety and other types of retail outlets.

The facts and figures are gathered by full-time, highly-trained auditors via personally conducted bimonthly audits of retail stocks and dealer purchase invoices in a scientifically-selected sample of chain and independent stores. The basic field data are carefully checked and tabulated, and in the production process all data from the sample stores are expanded through the use of electronic business machines to represent totals for the entire country. They have just issued their 25th Annual Review on trends in the retail grocery store. Highlights follow.

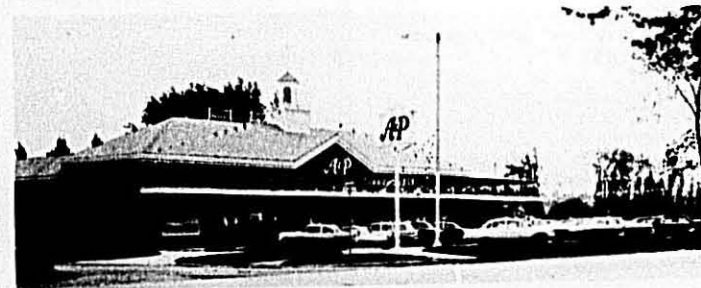
Steady Sales Increase

Sales of grocery stores increased at an average annual rate of 8.3% per year since 1950 to reach a peak of \$46.7 billions in 1958. Over these years, independent food markets showed gains of 5.9% each year on the average, while chain organizations (consisting of four or more stores) doubled annual sales with average annual increases of 12.7%.

All grocery stores averaged a 6.3% gain in 1958 over 1957 with independents contributing 6.0% and chains 6.8%.

During the closing months of 1958 a general business upturn took place, particularly in certain durable goods industries, but sales increases of grocery stores during each bimonthly period were smaller in the second half than in the first half of the year. This trend continued into 1959.

Gains for independent grocers were 1.9% for the first half of 1959. However, chain store sales increased 4.0%.



A brand new A & P supermarket in Palatine, Illinois.

Together the two types gained 2.8% over the first half of 1958. Total sales in all stores for the first six months of 1959 were \$23.61 billion compared with \$22.96 billion the first six months of 1958.

In 1958 sales gains by the nine geographical areas set up by Nielsen for tabulation were spotty. Gains in five marketing areas, New England, Metropolitan Chicago, West Central, Southeast, and Pacific, exceeded the national average gain of 6.3%, while the remaining four, Metropolitan New York, Middle Atlantic, East Central, and the Southwest, dropped below the national 6.3% increase. Stores in the Southeast topped those in other areas, with an increase of 9.6% over 1957. Two other areas, Metropolitan Chicago and the Pacific states, were not far behind, with increases of 8.9% and 8.4% respectively.

In the first half of 1959, sales trends continued to show wide differences. At opposite ends of the country, New England and Pacific grocery store gains exceeded those of other areas by a noticeable margin. The Southeast stores also continued their better-than-average gains. Grocery outlets in the other six territorial divisions made only nominal increases. It is significant,

nevertheless, that in every area, in the face of declining prices of a number of food commodities, volumes for the first half of 1959 were ahead of the same period in 1958. Recent grocery store sales trends by these marketing areas are listed below. The 1958 and 1959 dollar figures represent millions of dollars.

Marketing Area	6 Mo. 1958	6 Mo. 1959	% Increase
New England	\$1515	\$1612	6.4
Metro New York	1898	1934	1.9
Middle Atlantic	2593	2636	1.7
East Central	3800	3945	1.4
Metro Chicago	902	972	1.0
West Central	3268	3336	2.1
Southeast	3242	3364	3.8
Southwest	2158	2164	0.3
Pacific	3439	3643	5.9

Fewer Stores - More Volume

Despite a 10% drop in total number of food outlets within the ten-year period 1948-58, chains and large independent supermarkets did nearly two-thirds of the total dollar volume in 1958, compared with 44% in 1948. During this decade, chains increased their share from 36% to 44%, and the independent supers scored a striking advance, moving from 8% of the total to 19%. The remaining large independents dropped from 18% to 16%, the medium sizes from 18% to 11%, and the small volume stores from 20% to 10%.

In one year, 1958 versus 1957, the combined dollar volumes of all chain and large independent supermarkets increased from 61% to a 63% share of total food store sales. In the Middle Atlantic, East Central, and West Central marketing areas, there were increases of three points; in New England and the Pacific marketing areas the share gains amounted to a single point; and in the Metropolitan New



National on Northwest Highway in Palatine has plenty of room for parking.

OCTOBER 1959

Year. Midway (Chicago) and Southern (Chicago) areas, the combined volume has remained the same for both.

Consumer demand, based on an index base of 100 in 1953 through 1957, with a 63% increase in 1958. Total sales closely paralleled the dollar index with a 28% increase during the 5-year period, including a 34% rise for the last year. These trends clearly indicate that the remarkable growth in total food business in recent years can be attributed primarily to movement of greater tonnage to the consumer.

During most of this interval consumer disposable income likewise registered somewhat parallel yearly increases except during 1955. On an index base of 1954 disposable income was up 27% for 1957 but the increase over 1958 was only 23%, noticeably below the gains reported for grocery store sales and tonnage.

Purchases Will Be Greater

Based on population growth and trends in buying power, food purchases by the year 1965 will be much greater than today's. National Business They estimate that 1965 gross expenditures will be 15% greater than those of 1959.

One of the factors in growing types of food stores is the shift in the family with its 1.5 children and 12% population. Next in importance are the family and consumption of meat, poultry, fish, and dairy products. The shift in the family is expected to be well above 10% in 1965.

The year 1958 also saw some important changes in the food business. In 1958, the census indicated 70,000 stores, or nearly 10% fewer than in 1957, with noticeable shifts within the various store size groups. Chain



Good shelf space is given to macaroni at National

stores represented 67% of the total both in 1946 and 1958, although they were fewer in number in 1958. Large independent supermarkets increased by 8,000 outlets, jumping from 1% of the total in 1946 to 4% of the total in 1958. The remaining large independents grew from 6% to 12% of the total. The medium-sized independents increased slightly, going from 19% to 13% of the total, while the small independents dropped in number from 260,000 to 220,000 with a decrease from 69% of the total to only 60% in 1958.

Bantam Stores

A new element among food market operations during 1950 was the so-called bantam type of store. A few were opened by chain organizations. However, there are not many of these yet, compared with number of independent bantams. This type of store averaged under 5,000 square feet in selling area

and the most noticeable feature was the proportionately large number of checkout stands. In the supermarkets there were over 1,700 square feet of selling area for each checkout. In the bantam stores there were only 115 square feet of selling area for each checkout.

There was very little change in the average size of supermarket, opened in 1958 compared with 1957. The average overall sizes remained exactly the same. Likewise, the selling area matched that of the previous year, with a fraction of 70% of building space set aside for sale purposes.

There was an apparent increase in parking space per store, with an average parking of capacity was 100 in 1957 and 236 in 1958.

Self-Service

An outstanding change in the past 10 years has been the rapid transition from a clerk-served to a self-served store. The volume of business is now at least 34% and in other words, the self-served store business was handling customer transactions turned over to the customer.

Considering the terms of the supermarket in grocery stores, only Super Market Institute reported that in eight years the number of stores grew from an average of 2,200 to 3,000. Add the increased numbers of departments and a total of over 3,000 appears likely. One of the major problems confronting store operators today.

"YOUTH LOVES TO BE SERVED"
Macaroni products made from

Let's have "something special" is the phrase that is heard more and more often from New York to L. A. Let's have a different kind of macaroni, one that is healthy and appealing. Let's have a macaroni that satisfies the child's desire for variety.

Parents know that macaroni products are essential to their children's diet. They know that they can be something special to their children. They need the requirements of top family products to know. To know that "something special" is your product, it is your responsibility.



DURUM PRODUCTS

MINNEAPOLIS MINN.

NOVEMBER 1959



A & P features their own private brand

Continued on Page 22

THE MACARONI JOURNAL

PLENTY OF PUBLICITY FOR NATIONAL MACARONI WEEK

National Macaroni Institute Hails Food Industry

National Macaroni Week, October 15 to 24, made a bow to the food industry for the great plenty of quality food we have to enjoy. Dairy products, fish, meats, poultry, eggs, vegetables and fruits all abound. And all of them gain variety, nutrition and popular appeal when they join forces with a member of the macaroni family. Combinations are almost endless - from the simplest family meal to the most gourmet party dish. Macaroni products' versatility was pointed up by food editors all over the country.

Publicity placements provided by the National Macaroni Institute went to syndicated columnists and newspaper supplements as follows:

Gaynor Maddox, Newspaper Enterprise Association, carried a column syndicated to some 800 newspapers with 25,000,000 circulation with three menu ideas: Orange-curry Spaghetti was offered with a company menu for entertaining; Noodle Egg Custard with sautéed Canadian bacon and buttered broccoli for a family dinner menu; Cheese-Mushroom Macaroni Casserole, green beans almondine, orange and sliced onion salad for a supper suggestion.

Cecily Brownstone of Associated Press received recipes for Fish Rollups with Noodles, a simple, colorful one-dish meal; and Herbed Meat Loaf with Noodles.



Eggs Benedict take on a new sparkle when served on delicious egg noodles.

King Features' Joan O'Sullivan was sent recipes and photos of Spaghetti with Onion-Beef Sauce and Macaroni Tuna Cheese. Alice Denhoff of the same syndicate received material for Cottage Cheese-Apple-Noodle Casserole, Spaghetti with Chicken Sauce, and Mushroom-Pepper Casserole.

Football Season Specials

Spaghetti specials for football season entertaining were designed for Edith Barber of General Features and Zola Vincent of Pacific Coast Dailies. Ideas were for a spaghetti buffet featuring a spaghetti-tuna casserole with three kinds of cheese - American, cottage and Swiss - apropos for the October Cheese Festival sponsored by the American Dairy Association; the other called for chili meat balls and spaghetti.

Jeanne Lesem, United Press International, had suggestions for hot dish accompaniments for sliced cold roast or cold cuts: Party Macaroni Casserole for ten; Salmon-Olive Macaroni Casserole; Savory Buttered Noodles.

Philomena Corradeno of Bell Syndicate had Frankfurter-Macaroni Loaf, Sherried Spaghetti and Meat Balls, Egg & Noodle Casserole recipes sent to her.

The food editor of the National Weekly Newspaper Service, Ertta Haley, had features for Mother's Spaghetti Dinner and Lasagna made with wide noodles.

The New York Daily News, Westchester Dailies and Pennsylvania Home Town Dailies were all serviced with National Macaroni Week material.

In the Sunday supplements Isabel McGovern of Today's Living and Melanic DeProft of Family Weekly had a choice of quick supper recipes, one hot and one cold: Tuna Stuffed Eggs and Macaroni Salad; Spaghetti with Creamed Beef Sauce. Clementine Paddleford, food editor of This Week supplement, had material for Grandma's Wonderful Macaroni & Cheese, Spaghetti San Remo, and Fish Rollups with Noodles.

Newspaper Mailing

A general mailing to newspapers using color pictured "Macaroni et Alii". A handsome color photo showed California Chicken Spaghetti, Macaroni-Vegetable-Cheese Casserole, Sweet-Sour Ham and Noodles. A special release to the Milwaukee Journal color syndicate servicing a string of papers had Macaroni Seafood Medley and

Spaghetti with Shrimp Sauce.

For rural readers recipes released to Farm & Ranch magazine included Macaroni Chili Skillet, Tuna Touch-down Lasagna, Spaghetti with Sauce Pakistani, Noodles & Pork Chops with Apple Gravy, Veal Paprika with Egg Noodles. A general mailing to farm papers included ideas for Frankfurter-Macaroni Loaf, Sherried Spaghetti & Meat Balls, Egg and Noodle Casserole.

Six hundred labor newspapers and one hundred leading Negro publications were sent the recipe and photograph for Macaroni Cheese 'n Bacon. The Pittsburgh Courier had a special release for Mother's Spaghetti Dinner and Wide Noodle Lasagna.

A mat release to 1500 daily and weekly newspapers pictured Savory Beef Sauce with Spaghetti along with the reminder that macaroni goes with everything. National Macaroni Week slugs were included. To some 75 newspapers carrying the feature "It's News to Me" macaroni's versatility was played up in the caption "Her Majesty - Macaroni".

Clipsheet For Food Editors

A clipsheet went to the food editor of every daily and weekly newspaper in the country. Glossy prints of mats for illustrations were offered on exclusive basis to the first replying editor in each city. It was pointed out that the recipes had been kitchen-tested in the Home Economics Department of R. Sills & Company in New York City. Among the ideas presented that of spaghetti as a side dish. "Spaghetti is so good in many dishes, but don't forget that it's just as good as many others. Just cook it according to the package directions, then lightly with melted butter, garlic and your favorite French dressing combination of butter and gremesan cheese, poppy seeds, seeds or toasted sesame seeds. This makes spaghetti an ideal accompaniment to a roast, chicken or a vegetable plate."

For do-it-ahead freezer dinners many macaroni, spaghetti and noodle dishes are wonderful. The clipsheet said, "It's a nice comfortable feeling to have a few of your own good homemade specialties waiting there for the inevitable day when you know you'll be late getting home or when your husband announces at dinner he's invited

guests to the shop. Even barring emergency there are days when you just don't feel like cooking, or would rather spend your time on some other project." A recipe was given for Macaroni Marzetti, a combination ground beef, mushrooms, tomato sauce and cheese masterfully blended with seasonings and shell macaroni. It was pointed out that this dish is delicious for immediate serving as well as for freezing.

Shapes Add Glamor

Macaroni's many shapes add glamor to the versatility theme. The information piece pointed out that though elbow macaroni, long spaghetti and egg noodles are the most familiar, altogether there are more than 150 different shapes of macaroni products to choose from. "Next time you shop", the homemaker was advised, "browse through the shelves and pick out some new macaroni products to try. All are equally easy to cook, and equally adept at teaming up with other foods for many a delicious dish."

Delicious Flavor

Another tip: "The delicious, delicate flavor of macaroni products comes from top-quality semolina flour, milled from durum wheat. In the case of noodles, eggs are also added. This subtle but distinctive flavor complements other foods, and adds a new note of its own. The many shapes and sizes are so attractive that even a Plain Jane dish becomes a pretty appetizing sight. Economical too - eight ounces will serve four to six and in the bargain stretch other more expensive foods so a little goes a long way."

Suggestions for Noodles

The versatility of noodles were demonstrated in this statement: "Noodles are good so many ways, can add interest to many a familiar dish. For instance Eggs Benedict. This is a fine luncheon, supper, or brunch dish - and hearty, too. It's Canadian bacon slices topped with poached eggs and a savory sauce, all nestled in a bed of noodles. A gelatin mold with vegetables or fruits is a nice accompaniment to add a touch of cool tartness and contrast in texture. Try noodles as a new touch for other 'saucy' dishes - such as creamed eggs, chicken ala king, seafood newburg, or a rich meat stew. They are also a fine 'vegetable' to serve with any meal when they are dressed with butter and a little pepper or your favorite spice or herb, as well as an ingredient in all sorts of popular casseroles."

Recipes were given for a noodle dessert Old Fashioned Noodle Pudding, Cheesy Macaroni, Spaghetti Ring with Ham Sauce.

The odds are good that the item you may have seen recently on macaroni products in your local newspaper came from the National Macaroni Institute. If it didn't come directly it is quite possible that the barrage of releases stimulated editors to produce copy of their own. Either way the consuming public was impressed many, many times with the message on macaroni's versatility.

Millwheel Feature

The Modern Millwheel for September, published by and for the men and women of General Mills, had a feature on page ten on National Macaroni Week.

The item points out that durum milled by General Mills goes into some of the more than one billion pounds of macaroni consumed by Americans every year.

Recipes are given for Quick Italian Spaghetti and Noodles, Cottage Cheese Ring. Illustrations show two Betty Crocker girls, Caroline Delay and Shirley Thomas, preparing the dishes and then saying, "Hmmm...looks so good... think we'll eat it ourselves!"

Along with the feature on National Macaroni Week a copy of the latest Betty Crocker full color recipe booklets for macaroni, spaghetti and egg noodles was sent to a mailing list of over 30,000 employees and stockholders.

Diners' Treat

The Diners Club Magazine for September carries an item headed: "John Gunther, the best-traveled traveler of them all, tells us about spaghetti." This is what he has to say:

Spaghetti, it would seem, is a simple topic. But it is the basis of life in Italy and its ramifications are multifarious and profound. Every normal Italian meal contains one course of "pasta," the generic name for spaghetti and its derivatives. The Italians are an imaginative and quick-witted race, and therefore pasta may be had in an enormous variety of forms. As for instance: Spaghettini is spaghetti's younger brother. Vermicelli, which comes from Naples, is finer and less robust than spaghetti. Vermicellini is finer still. Capellini, meaning "thin hairs," is even finer, served often in soup; sopracapellini is the finest of all, practically invisible.

Going the other way, fettuccine is broader than spaghetti and ribbon-shaped. Fettuce is still broader. Maccheroni is tubular. Ziti is fat maccheroni with a large hole, tremendously



Cheesy Macaroni is a new way to enjoy an old favorite.

slippery, to be eaten only by pasta experts. Mezzi ziti has a smaller hole. Perciatelli is like ziti but even more slippery. Cannoli is five-inch maccheroni stuffed with spinach and meat. Four of them make a course. Calzoni is cannoli which is empty. Cravatte is maccheroni cut into inch segments and served with delicious tomato sauce.

This by no means exhausts the classic line of pastas. There is, of course, ravioli. Ravioli was discovered in Genoa, and consists of two-inch squares of dough enclosing either spinach or meat or cheese or combinations of the three. Angolotti is ravioli slightly under-sized. Cappelletti is angolotti served in broth. Gnocchi is a true Roman dish, and something Rome is as proud of as the Coliseum: tiny balls of pasta served usually with butter or cheese.

Orecchiette is dough in the shape of little ears. Timballo di maccheroni is pasta pie, served usually with tomato juice and chicken livers. Maltagliati, which means "poorly cut," comes in all imaginable shapes, and because it was the favorite dish of Rossini is much loved by opera stars. Penne is pasta cut like birds' wings. Lingue di passeri is tongue-shaped. In broth you have pasta shaped like stars (stelline), jelly beans (piperini), letters of the alphabet (lettere), little points (Ave Maria), or rings (anellini).

All pasta is, or should be, served with a sauce. Alla Bolognese means with meat and tomatoes, alla Genovese is tomato sauce only, alla Matriciana is meat sauce plus bits of bacon. Grated pecorino cheese is also an essential to proper pasta. More specialized sauces are vongole (tiny clams), al tonno (tunnyfish), and alici (anchovies). Finally, there is pasta verde, which is fettuccini dyed in spinach juice.

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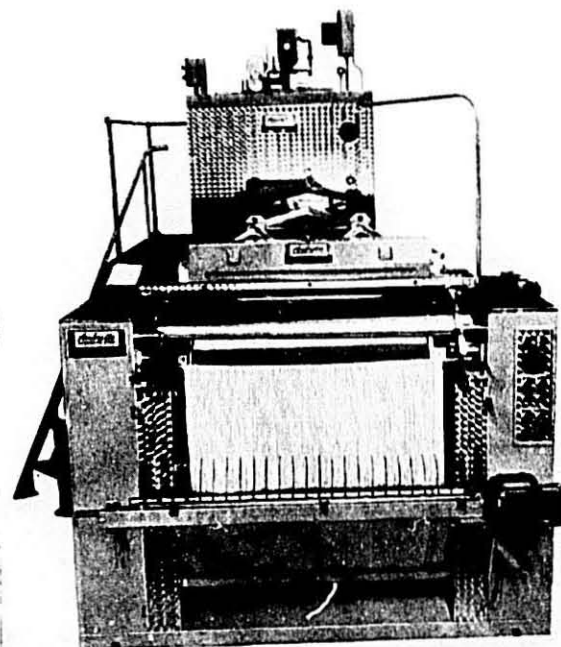
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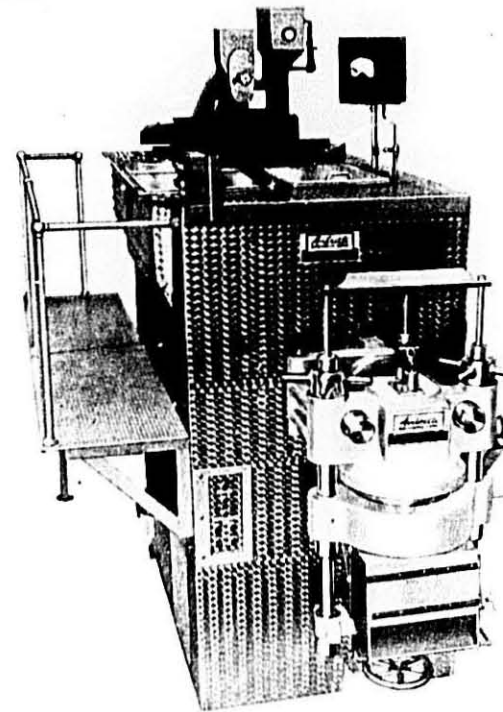
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CONVENTION COMING UP

Cost Conference Scheduled for January

National Macaroni
Manufacturers Association
Winter Meeting
January 19, 20, 21, 1960

Inflation is the day's biggest problem according to a poll of business opinion made by Nation's Business.

Ways to reduce costs, increase sales and boost profits are the objectives of any alert manager today. Consequently the convention committee of the National Macaroni Manufacturers Association is planning a "Cost Conference" for the winter meeting scheduled at the Diplomat West, Hollywood-by-the-Sea, Florida, January 19-20-21, 1960. Directors will hold their board meeting on Monday, January 18.

Work and Play

Details have not been worked out for program planning but seminar sessions much along the lines of last year's successful meeting on "Developing Executive Skills" are contemplated. Case-studies and direct applications of



Diplomat West on the waterway at Holly-by-the-Sea, Florida.

management principles in macaroni operations will be sought. The subject is timely inasmuch as macaroni prices are experiencing their first general advance since 1954 because of higher raw material costs, higher tabs on packaging materials and labor.

The scene of the conference will again be the fabulous Diplomat Hotel and Country Club. Rooms in the Diplomat West have been set aside for delegates to the National Macaroni

Manufacturers Association conference. Reservations manager is Edward Vecchione.

Facilities on the four hundred acre resort estate include an 18-hole tournament golf course under the direction of Cary Middlecoff, famed professional. The Tennis Club has six championship courts. There is a swimming pool for both Diplomat West and Diplomat East with spacious cabana clubs. There is bathing on the more than 1,000 feet of private ocean-beach.

Jai alai, deep sea fishing, thoroughbred and greyhound racing are just minutes away from the estate setting of the hotel.

Casual or Formal

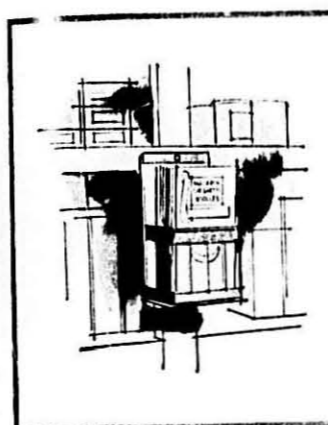
Life can be as you want it - grand and glorious resort - magnificently formal as a banquet in the splendor of Les Ambassadeurs in the Diplomat East ... champagne, rare wines, gourmet cuisine; the romancing of the strings in the ground. Or it can be relaxing picnic - snacks on the patio of the Terrace in the informal Diplomat ... dressed casually, watching the cruise gracefully by. Life can be as luxuriously perfect as a luncheon in the Diplomat Country Club - looking over the golf course through the ceiling-tall windows - or as gay and the-go as cocktail dancing in the unique Tack Room.

A happy balance between work and play is sought in having sessions for business ideas in the morning and time for social activities and recreation in the afternoons and evenings. The combination of concentrated work and then fun in the sun is just the right prescription for recharging run-down batteries in mid-winter. Plan now to attend.



Diplomat Country Club with 18-hole tournament golf course.

6 ways to merchandise your new full color Betty Crocker macaroni foods recipe booklet—for increased sales



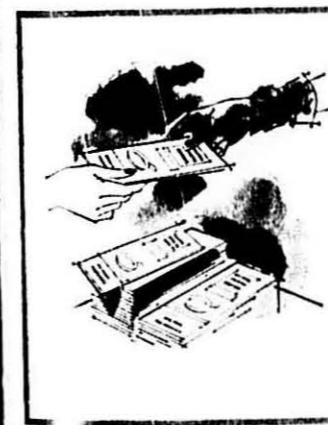
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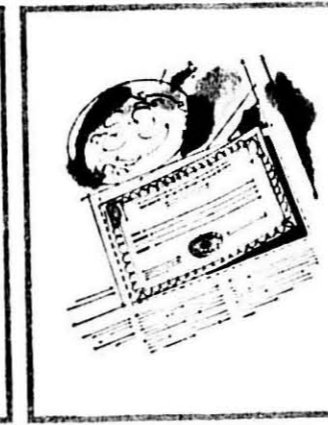
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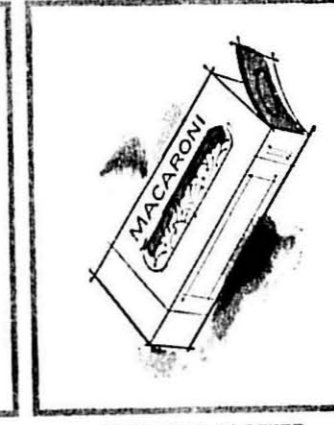
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PASS-OUTS AT SUPER MARKETS



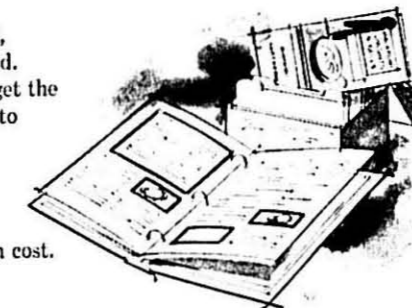
WITH MAIL-IN COUPONS FROM YOUR ADS



WITH MAIL-IN OFFER ON YOUR PACKAGE

It's a simple matter getting the new General Mills macaroni, spaghetti and noodle recipe booklet into the housewife's hand. It was designed with that in mind. And it's just as easy to get the homemaker to use the recipes regularly. Betty Crocker saw to that by including in the booklet only her tastiest and easiest-to-follow recipes. All this adds up to more calls for your macaroni, spaghetti and noodles.

We make this new full color recipe booklet available to you with your own brand imprint on the front cover at less than cost. Ask your General Mills representative for a sample copy and prices or write today.



When folded, the booklet fits neatly in ordinary recipe boxes. When open, the booklet fits Betty Crocker's cook book or any standard 3-ring binder.

DURUM SALES

Minneapolis 26, Minnesota



COLONEL CUNEO PASSES ON

A leader in the macaroni field has passed on. Colonel Thomas A. Cuneo succumbed after a short illness on September 30.

Popular as president of the National Macaroni Manufacturers Association, Colonel Cuneo was elected for the years 1952-1954. On the board of directors he had a reputation of genially keeping discussions on the track and for calling for the proper parliamentary procedure when the occasion demanded it.

Tom Cuneo was a veteran of both World War I and World War II. During the first war he served in France in the 30th American Division and worked his way up through the ranks to become a captain. He served in the Air Corps during the second world war for three and a half years and rose to the rank of colonel.

In 1920, after completing his Army service, Thomas A. Cuneo and John S. Robillo formed the firm of Robillo and Cuneo. As importers and jobbers they handled such items as sardines and anchovies and oil specialties.

The death of Mr. Robillo in 1929 brought a new member into the partnership, John Robillo's son, Albert F. Robillo. The name "Ronco" was adopted and the importers expended their activities to macaroni manufacture. Their original equipment included a ten-inch hydraulic press that turned out 625,000 pounds annually. The firm's growth was rapid and steady.

After Colonel Cuneo's return from World War II a new building was built at 70 Adams Street in Memphis to house the growing organization. In



Thomas A. Cuneo

1950 the plant was enlarged by the addition of an adjoining building to the original building at 124 North Front Street. By keeping up with modern trends the company grew and prospered.

Tom Cuneo was an active organization man. He held the office of Commander, Memphis Post Number One of the American Legion. He was at one time State Vice-Commander of the American Legion of Tennessee and President of the Tennessee Reserve Officers Association. He belonged to the Forty-and-Eight and held the position of Grand Chef de Guerre for Tennessee in that organization.

Active in community affairs, he served as a trustee of the John Gaston Municipal Hospital, Memphis Military

John Jeffrey Mourned

John T. Jeffrey, 54, Vice President of the Skinner Manufacturing Company, died in an Omaha hospital, September 27. Mr. Jeffrey, who was in charge of Skinner advertising, had been ailing for more than a year. He had been associated with the company for more than 35 years.

Mr. Jeffrey was a member of the Omaha Advertising Club, Omaha Sales Manager's Club, and was on the Brokers Committee of the Grocery Manufacturers Association. He was well known to the grocery trade throughout the Midwest, South, and Southeastern states.

Mr. Jeffrey resided at 1525 Ridgewood Road, Omaha. He is survived by his wife, Margret; one son, Jack C., of Dallas; and one granddaughter, Laurie.



John T. Jeffrey

Affairs Committee, and belonged to the following clubs and organizations: Army & Navy Club, Kiwanis, Colonial Country Club, Tennessee Club, Petroleum Club, Veterans of Foreign Wars, Chamber of Commerce, The Gavel Club, and Grocery Manufacturers Representatives.

Tom was active in the National Food Distributors Association where he served as director and was president in 1949-50-51.

The old soldier got the job done without fuss and fanfare, and he did it with efficiency and good humor. He will be missed by his comrades.

Mr. Cuneo resided at 684 East Drive, Memphis. He is survived by his wife Zady and his daughter, Martha, Mrs. Stass Reed of New York City.

Grass Expands Radio Ads

I. J. Grass Noodle Company, producers of Mrs. Grass' noodle soup, is expanding its radio advertising this fall to more than 200 NBC stations.

F. Denby Allen

F. Denby Allen has been named general sales manager for the Red Cross brand macaroni products of the John B. Canepa Company, 99 year old Chicago firm. Allen has been associated with the Canepa Company since 1950. Prior to this promotion he served as assistant sales manager.



F. Denby Allen

THE MACARONI JOURNAL

AMERICA'S LARGEST MACARONI DIE MAKERS SINCE 1903

Management continuously retained in the same family.

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- STAINLESS STEEL
- SPECIAL ALLOYS
- TEFLON

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| • UNITED STATES | • ARGENTINA | • ISRAEL |
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**Improvements at
Porter-Scarpelli**

Bulk flour handling equipment has been put into operation at the Porter-Scarpelli Macaroni Company in Portland, Oregon, which will enable that firm to expand its production and marketing area.

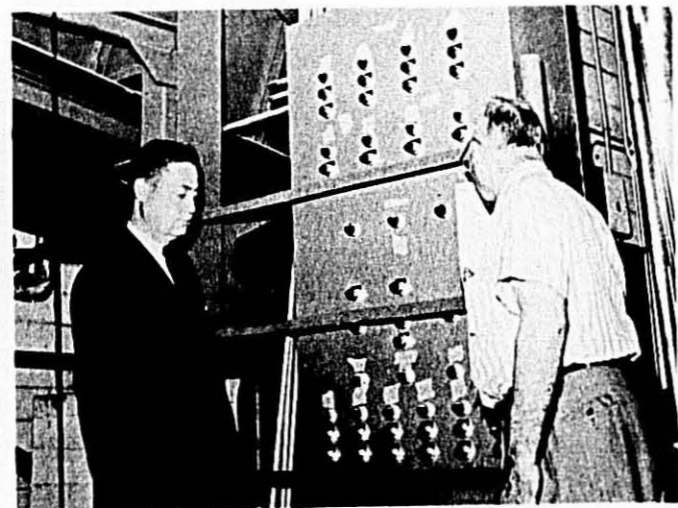
The firm's president, Sam C. Scarpelli, said the successful unloading of the first Union Pacific air-slide covered hopper car to be delivered at his plant in August marked the end results of careful planning by his company, the Terminal Flour Mills of Portland and the railroad.

Scarpelli said about \$50,000 has been invested in an additional macaroni press and the new flour handling machinery. Bulk flour from covered hoppers is now brought in the plant by a large flexible hose and piped to two huge air slide tanks with a combined capacity of 270,000 pounds. From this central storage the flour is sifted and forced through pipes to smaller storage tanks above three macaroni presses.

"We will save about \$250 a car on flour by changing from bags to bulk handling," Scarpelli said, "plus the in-plant handling of bagged flour by hand and conveyor. Also we will be able to use all of our basement storage space previously occupied by bagged flour for finished macaroni products."

Founded in Portland in 1918, Scarpelli said this plant expansion is one of the most important in the company's history.

"The savings we make in production costs will allow us to increase our output and market Northwest flour in the form of macaroni to a much wider



Henry Schmitt, left, president of Terminal Flour Mills, Portland, Oregon, gets an account of the control panel governing the operation of new flour handling machinery at the Porter-Scarpelli Macaroni Company Plant from Sam C. Scarpelli, the firm's president.

area," he said, "and the durum flour we use is recognized by the industry as producing the ultimate in quality macaroni."

The firm now distributes to Alaska, Oregon, Washington, Idaho, Montana and California.

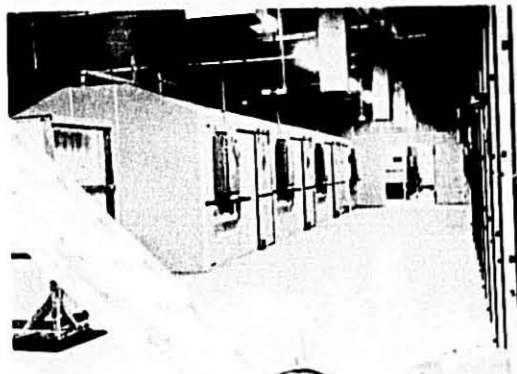
Ideal Conditions

Ideal Macaroni Company in Bedford Heights, Ohio, a suburb of Cleveland, has plenty of room for operations and expansion. Occupying 35,000 square feet on five acres of land is quite a contrast to their previous location in downtown Cleveland. They

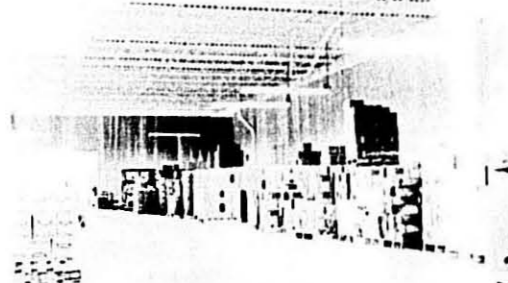
had been at 2066 Scoville Avenue since 1920. The business was established in 1903.

Leo C. Ippolito, owner and manager of the firm, states that the company's previous capacity has been doubled and that aggressive merchandising will move quality products to a ready market. The factory is the only establishment in the state of Ohio making a full line of macaroni products.

Mr. Ippolito's son Pat, who acts in the capacity of sales manager, is an enthusiastic supporter of National Macaroni Week. To excite local interest in the event and Ideal products the company had a float in the Columbus Day parade.



Plenty of light, air and space for maneuvering trucks in the dryer room area of the new Ideal Macaroni Company plant in Bedford Heights, Ohio.

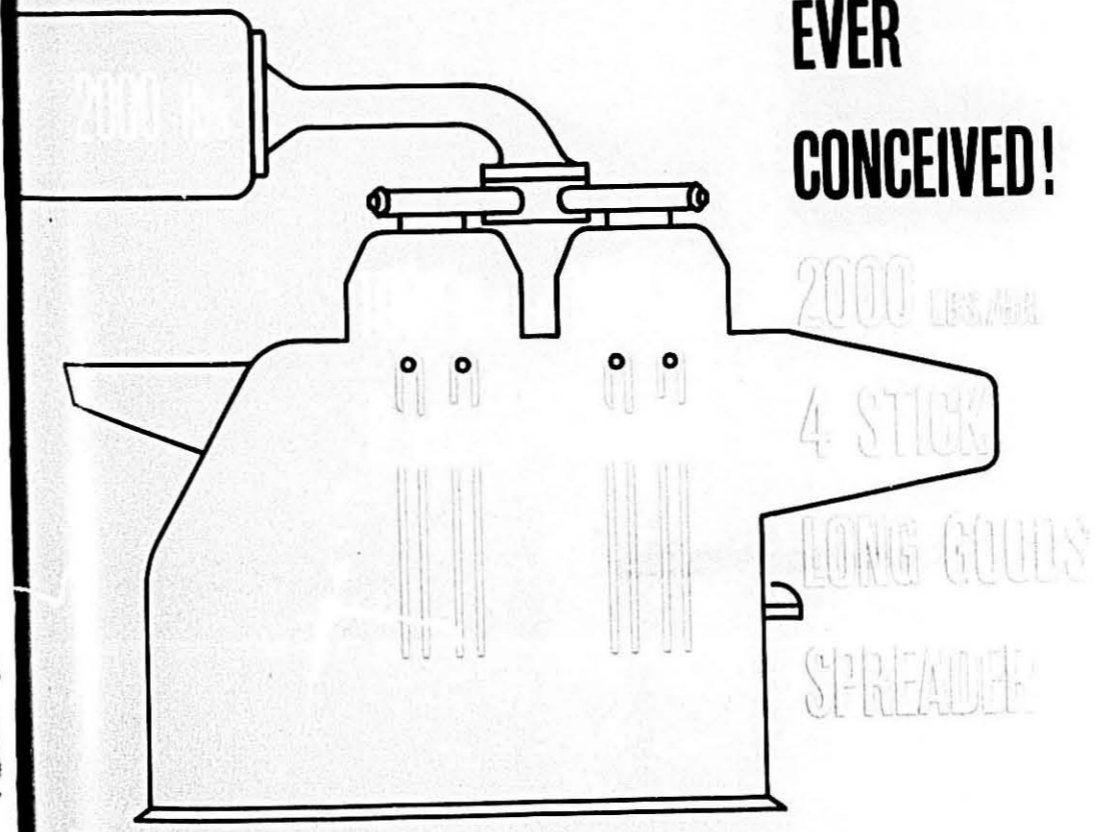


Large roomy stock room simplifies order-filling and shipping. The new plant has bulk-flour handling facilities and is fronted by handsome executive offices and test kitchen.

Clermont

PRESENTS

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SPREADER
EVER
CONCEIVED!

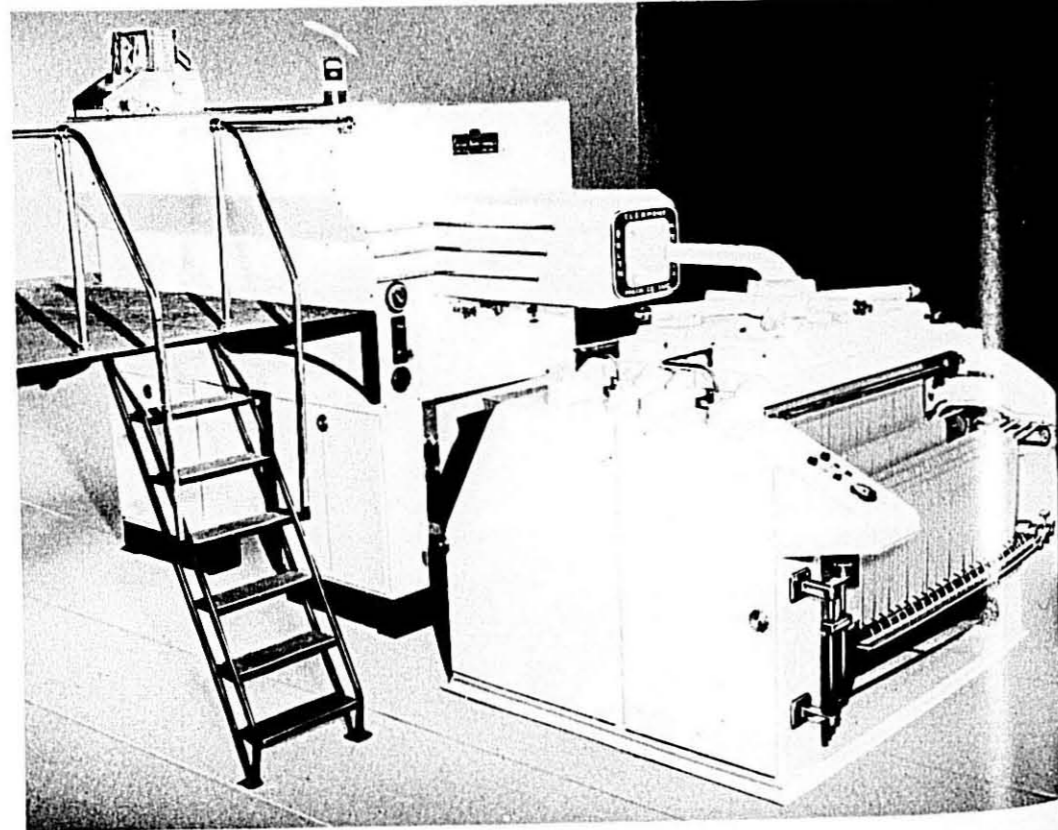
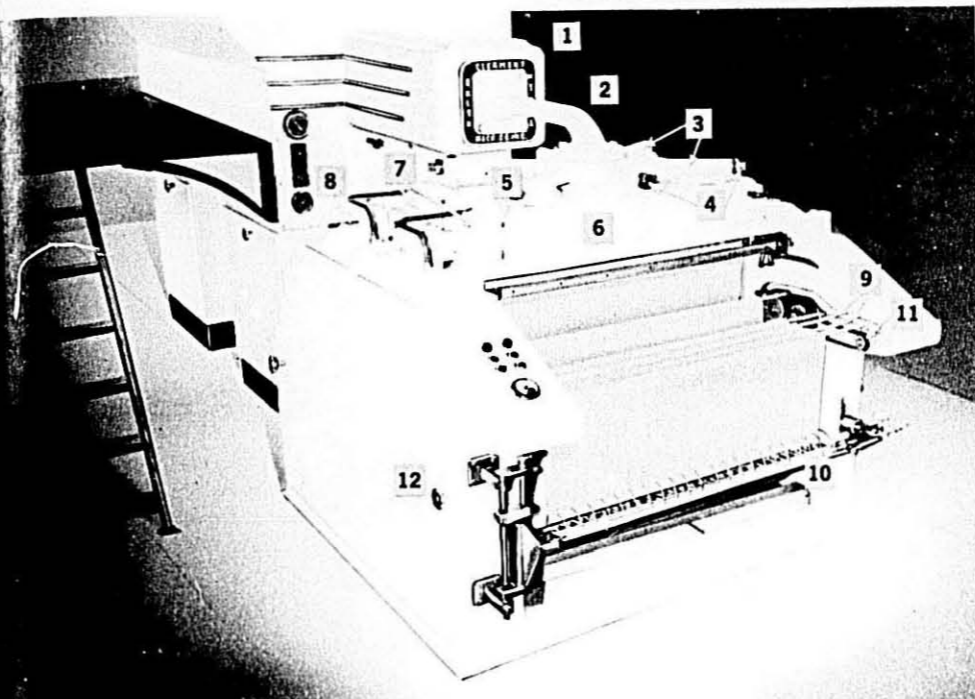


AFTER YEARS OF RESEARCH, EXPERIMENTATION AND ENGINEERING,
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a SPREADER which combines slow extrusion for a superior quality product with top production for increase in volume; a SPREADER which extrudes uniform stick patterns for minimum trim and an eye-appealing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

This SPREADER is destined, like other Clermont long goods equipment, to meet the exacting requirements of particular manufacturers. After you have studied the features of this machine only a personal inspection can reveal the full measure of its superiority.



FEATURED COMPONENTS

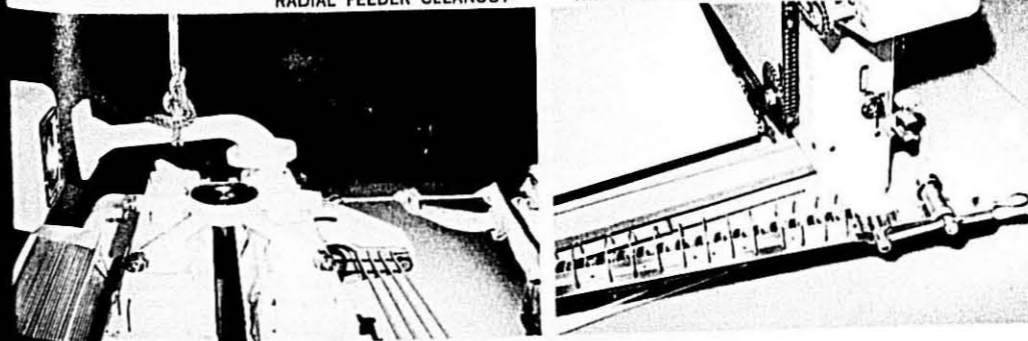
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|-----------------------------|------------------------|-------------------------|
| 1 VMP-5A, 2000 LBS/HR PRESS | 5 SPREADER HEADS | 9 SPREADING STICKS |
| 2 ELBOW FEEDER | 6 WATER JACKET | 10 TRIMMING DEVICE |
| 3 RADIAL FEEDERS | 7 DIE RETAINING BLOCKS | 11 CHAIN STICK DELIVERY |
| 4 EXTRUSION ADJUSTING CAPS | 8 STICK FEED MAGAZINE | 12 MOTORS & CONTROLS |

This matchless 4 stick—2000 lbs/hr spreader was designed, as shown, to work in conjunction with the Clermont VMP-5A, 2000 lbs/hr Long Goods Press. This press, like its counterpart the spreader, is distinguished by its radically advanced design to give consistently high performance which shows up—where it counts—in the product. Increased capacity, more product, less maintenance expense for added net profit are the economic end results to the Macaroni Industry.

THE MACARONI PLANT OF THE 60's TAKES SHAPE TODAY AT CLERMONT! COME SEE FOR YOURSELF.

RADIAL FEEDER CLEANOUT

TRIMMING DEVICE OPENED



2 HEADS AND 4 STICKS

The first spreader which extrudes through 2 heads and on 4 sticks. Each head, with its own die and 2 sticks, produces 1000 lbs/hr on high speed for a total of 2000 lbs/hr and 750 lbs/hr on low speed for a total of 1500 lbs/hr.

ELBOW FEED WITH RADIAL DISTRIBUTION

The first spreader to eliminate complicated piping. Has one elbow feeder from the press supplying the radial feeders going to the 2 spreader heads. Each radial feeder is of the same length to insure equal distribution of pressure to give constancy in product texture, tenderness and flavor. Each radial feeder is easily adjusted to regulate flow of mixture through each die by turning the extrusion adjusting caps with a wrench.

WATER JACKETED HEADS

The first spreader to have 2 extrusion heads totally enclosed in water jackets to maintain a fixed, stable temperature on each die. This also contributes to equalizing flow of mixture for an evenly extruded product with only minimum trim required.

TRIMMING DEVICE PREVENTS CHECKING

The trimmer has sickle blades to prevent crimping or closing of holes on tubular products and trims product straight and even with no ragged edges. It is easily raised or lowered to trim products 18 to 24 inches long. Designed for long, efficient, trouble-free performance.

RAPID FEED MAGAZINE

The magazine holds and feeds approximately eighty $\frac{1}{8}$ " dia. ribbed aluminum sticks but is designed to also handle any type and size of stick. The $\frac{1}{8}$ " aluminum sticks, which are straight and have just enough give under product load to prevent rolling, are more adapted to rapid magazine feeding and elimination of excessive waste.

SIMPLE AND FAST DIE REMOVAL

Each die is quickly removed by sliding it out of its head after simply loosening and removing the die retaining blocks.

ULTIMATE IN SANITATION

Meets the most demanding sanitary requirements — stainless steel and chrome plated construction with streamlined, bright, clean appearance. Cleaning greatly simplified since only the elbow feeder requires removal. Each radial feeder is easily cleaned by simply removing the extrusion adjusting caps and using a cleaning rod.

VERSATILITY AND COMPACTNESS

Extrudes all types of long goods: round, solid, flat, fancy and tubular. Operates with all existing long goods presses and dryers. Designed to occupy a minimum of space and fit into any existing long goods line. All motors, controls and mechanisms are neatly housed in the frame and completely accessible. The chopper-blower is also housed in the frame to eliminate the hazard of personal injury.

Egg Prices May Skid

The Agriculture Department hinted that egg prices may skid downward later this year unless there is a "significant" pickup in consumer demand. The agency said egg production currently is at its seasonal low for the year. As cool weather brings heavier output from the nation's hen houses, prices should tend to drift lower.

This would reverse the price improvement enjoyed by egg farmers during recent months, as markets rebounded from their ultra-low spring levels. Farmers received an average 30.9 cents a dozen for eggs in mid-August, up six cents from the June low, but still 6.8 cents below August 1958.

Atop the market-depressing production increase, officials warned, year-end prices also may suffer from a continued lag in consumer demand. The agency said in its latest report on the poultry and egg situation that consumption in June and July averaged only 48.7 eggs per person, the lowest since monthly figures were started in 1938.

Low egg consumption was blamed on the trend toward skimpy breakfasts, "advertising of competing breakfast foods and general changes in American food habits." The report said the consumption drop "seems particularly sig-

nificant" because it comes at a time when eggs are cheap.

The report said, "Significant more-than-seasonal increases from June and July levels of egg consumption will be necessary to clear the market" of egg supplies in the remainder of 1959. If this fails to happen, the report continued, "substantial diversions of eggs from normal commercial channels will be necessary in the last few months of this year."

Without such "diversions," the report said, egg prices would have to drop to a point low enough to induce buyers to absorb the market supply.

Processed Egg Production Up

Liquid egg and liquid egg products production (ingredients added) during August 1959 totaled 46,203,000 pounds. This was 64 percent more than in August 1958, and the largest production for the month since 1944. The quantities used for immediate consumption, freezing and drying were all larger than in August last year.

Egg solids production at 4,927,000 pounds compares with 1,968,000 pounds in August 1958 and the 1953-57 August average production of 1,636,000 pounds. The large increase over a year earlier continued to be in the production of whole egg solids produced under Government contract. Total production in

August consisted of 3,125,000 pounds of whole egg solids, 617,000 pounds of albumen solids, and 1,185,000 pounds of yolk solids. Production in August 1958 consisted of 555,000 pounds of whole egg solids, 681,000 pounds of albumen solids and 732,000 pounds of yolk solids.

Liquid egg sold or used for immediate consumption during August 1959 totaled 3,297,000 pounds, compared with 1,234,000 pounds in August 1958.

Liquid egg frozen during August totaled 24,849,000 pounds—up 32 percent from August last year and slightly more than twice the 1953-57 average for the month. Frozen egg stocks decreased 4 million pounds during August, compared with a decrease of 6 million pounds in August 1958 and the 1953-57 average decrease of 15 million pounds.

Government Stops Buying Eggs

The U. S. Department of Agriculture terminated its weekly purchases of dried eggs under its surplus removal program in September. The program began in April. They stated that the market reflected "seasonal improvement, and available supplies of high quality shell eggs at relatively low levels."

Some 11,685,000 pounds of dried eggs were purchased at a cost of \$13,064,000.

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

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Grocery Trends

Continued from Page 6

The concept of convenience as a prime characteristic of certain commodity lines has been an important factor, not only in changing consumer buying habits, but also in increasing sales volumes. Stemming from changes in employment, spending power and consuming habits, products featuring convenience of use, handling and preparation now play a great part in food store operations. In just six years, sales of a selected group of convenience foods increased 157%, while sales of another group consisting of relatively unchanged products increased only 14%.

A study made recently of 118 nationally advertised brands selected at random emphasized the importance of new and improved products. Where 53 of these brands showed competitive gains in recent years, the primary reason in over a third of the cases was that the product was either new or improved. Conversely, 65 of these brands had lost ground, due in nearly half the cases to competition with brands which were new or improved.

Added Values

A recent Nielsen study confirmed the fact that, to the consumer, major advertised brands have added values. This, translated into food store sales, means more volume. A typical example is sales of tea bags which, in 1958, amounted to 48 million pounds, with a retail value of \$125 million. Of the tonnage sales, major advertised brands accounted for 77%, and of the dollar volume, they represented 81%. The average price differential between the advertised and the remaining brands was 42 cents. This multiplied by the 37 million pounds of major brands sold, resulted in increased income to food stores of over \$15.5 million in just one year. Considering the many other and larger commodity lines in which major advertised brands are important, a huge amount of additional food store income can be attributed to added consumer values.

A recent Bureau of Labor Statistics study of consumer buying habits reveals some interesting comparisons with a similar study back in 1940. Two changes have profoundly influenced many lines of retailing - particularly food store operations. One is the 38% decline in the number of employed domestics. The other is the number of women employed, which has increased 74%. These changes, perhaps, are factors contributing to the growing demand for convenience items. Accompanying these trends has been a sharp

increase in per capita disposable buying power. This when measured in 1939 equivalent dollars, is 60% larger than before America's entry into World War II.

Out-of-Stock Problem

What do customers do when a brand or a specific size of a brand is out of stock? Studies demonstrate that in some areas, and quite frequently in some brands, this situation is quite a factor. It can mean a substantial loss of business.

When a store does not have any size of the requested brand, rather than take another brand, over half (56%) of the customers go elsewhere or don't buy at all. Even when only the requested size is out of stock, business is lost about 30% of the time because the customers either leave the store or won't take a substitute.

They buy by eye. The latest Du Pont survey on the importance of impulse buying in retail food stores focuses attention on the startling degree of impulse buying for many of the most important food store commodities. Displays that catch the eye promote impulse buying, and if anything is necessary to highlight the importance of such displays, this survey clearly brings it out. In addition, it was shown that a good many of the products which were bought largely on impulse were also those lines which carried the higher profit margins.

Results listed for 88 separate commodity lines cover practically everything sold in food markets - from every-day items such as bread and milk to such non-food lines as health and beauty aids, hardware and soft goods. Considering this list of commodities, it was found that over half of them (45 commodities, including macaroni and noodle products) were bought largely on impulse - between 50 and 70% of the purchases not having been planned before the customers entered the store. For another 10 commodity lines, from 70 to 90% of the purchases were impulsive. Only 33 commodities were listed with less than 50% impulse purchases.

Habits Change

Eating habits are changing, the Department of Agriculture reports. Per capita consumption of some food commodities has changed drastically over a twenty-year period. Figures reveal that in 1958 people were consuming over twice as much chicken and turkey per person as they did in 1938. The same is true for canned and frozen fruits and juices combined. Per capita consumption of meats was up 20% but the consumption of grain products was off 25%, with the exception of maca-

roni which has risen counter to the trend.

When the first Nielsen annual grocery store review was published 25 years ago, the domestic population of the country was just over 125 million. In 1958 it topped 173 million. The 1959 estimate exceeds 176 million. The addition of 50 million people in a quarter of a century has been a major reason behind the revolution in food store retailing which has taken place. The mushrooming population, impelled by an annual rate of 4 million plus births in recent years, has spread out in all directions and has demanded more of everything, profoundly changing many of our social and economic aspects.

Will the population reach 226 million by 1973 or 1974 - in just 15 years? The prediction is that it will. The rate of growth is accelerating, and in the next decade, the "Soaring Sixties", a tremendous expansion of population will affect the lives of all.

Youth Market

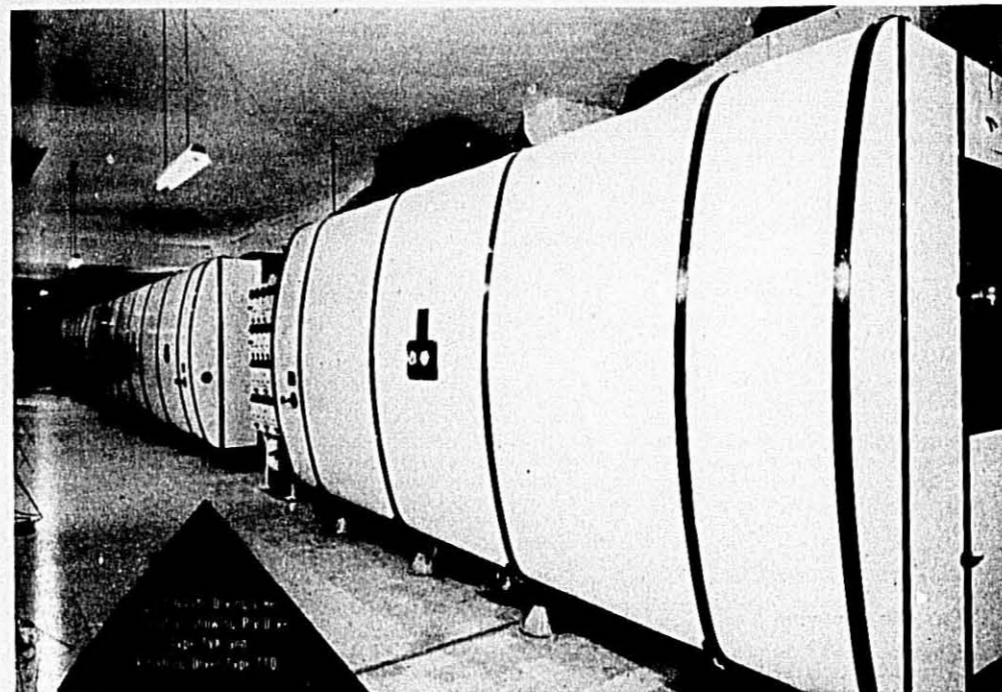
At the extremes, children and oldsters will increase, both in number and in share of total population. In retail lines where products sell mainly to those up to 20 and over 64, business will increase faster than the average. Of particular note is the anticipated large expansion of the 10-19 age group during the ten year period. These young people, the bulk of them teenagers, will be a very important segment of retail customers by 1970.

Not only will today's baby crop add to the retail harvest of the future, the over-4 million babies born each year, aside from their other many needs, consume amazing amounts of food. Here is a list of the common items consumed by one baby during his first year according to the Bellinger, Ladies' Home Journal:

- 191 cans (13 oz. each) of evaporated milk.
- 21 pints of corn syrup or 11 lbs. of instant sugar additives.
- 28 gallons of whole milk.
- 135 jars of strained vegetable
- 120 jars of strained fruits.
- 90 jars of strained meats.
- 80 jars of puddings.
- 44 6-oz. cans of frozen orange juice or 55 dozen juiced oranges.
- 10 8-oz. boxes of pre-cooked cereals.
- 17 dozen eggs.
- 20 ripe bananas.
- 24 pounds of potatoes or starch foods (could be pasta).
- 18 boxes of zweiback or arrowroot crackers.
- 12 pounds of bacon.

Multiply these figures by four million to get the big picture of the importance of new babies to the food industry.

BUHLER introduces the entirely new SHORT GOODS DRYING LINE TVK / TTQ with Pre-Dryer and Finishing Dryer for Noodles and Short Goods of all sizes



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Soaring Sixties

As previously mentioned, we are about to enter the "Soaring Sixties". Another name for the decade is the "Selling Sixties". Both designations are apt. What seems to be assured is a steadily rising and expanding economy with higher levels of national income. Accompanying this trend will be an expansion of the food industry. A noted economist, Arno H. Johnson, makes a conservative estimate of 60% expansion by 1969. He predicts that total expenditures for foods will be \$115 billion for the year. A reasonably safe estimate of grocery store business can be based on the expected growth in population to 213 million by 1970 and an anticipated increase in national production and business activity to some \$700 billion by 1969. In line with this, there is a good chance that the volume of grocery store business will reach some \$75 billion by 1969 versus a \$47 billion figure for 1959.

In 1959, sales in grocery stores accounted for about 65% of all food expenditures. Disregarding any upturn in living standards and applying this same percentage to the predicted \$115 billion total for all food sales in 1969, confirms the expected \$75 billion level for grocery store sales ten years hence. This estimate appears conservative, based on events of the past decade, because living standards will continue to rise and food markets will expand volumes by not only selling more food to more people but also by selling other lines of merchandise. The maximum is limited only by the ingenuity and enterprise of food store operators.

Ragu' Offers Bib Premium

Ragu' Packing Co., Inc., a firm which has had a good deal of success with novel and exclusive premiums, is offering another one on its spaghetti sauce line — a red-striped cloth bib for home spaghetti eating.

Designed and manufactured especially for Ragu', the washable, 'Sanforized' bib is a self-liquidating premium obtainable for two 'Ragu' spaghetti sauce labels and 25 cents. In addition to newspaper and subway advertising in the metropolitan New York and other eastern markets, the offer is being made on the jar lids of 1,000,000 of the product containers.

Ragu' emphasized that the bib offer would not conflict with its current premium success, an apron with a built-in potholder currently being offered for five labels. Both offers will be promoted simultaneously. Wright Advertising, Pittsford, N. Y., is the agency.



At San Giorgio Macaroni Dinner

The Washington Redskins professional football team along with Washington food buyers and executives were guests of San Giorgio Macaroni, Inc. at a real Italian dinner held at the Washingtonian Motel September 14. The Redskins figure prominently in San Giorgio advertising this fall.

Pictured left to right are Irv Cook, whose firm represents San Giorgio in the Washington-Baltimore area; Jack Weiner, Grand Union; Bernie Stein, Giant Food; George Preston Marshall, Redskin boss; the Guerrisi brothers, Ray, Joe, Bob and Henry. In the rear are Andy Anderson of Safeway and food broker George Cook.

Favro Spaghetti Sauce

Spaghetti Sauce "Italiano", an Italian style spaghetti sauce containing meat, has been added to the popular line of institutional food products manufactured by Favro Corp. It is a companion product to Favro Spaghetti Sauce, which is made without meat.

The new Favro Spaghetti Sauce "Italiano" is packed in 3-quart cans (No. 10). It may be used as a spaghetti sauce without further preparation, or as a sauce for other meat and fish dishes. It can be extended without loss of flavor by the addition of eight ounces of olive or other salad oil.

Ingredients of the new product are meat, pure tomatoes, onions, mushrooms, salt, vegetable oil, sugar, garlic, selected spices and artificial color. It contains no fillers nor tomato skins, and is free of cores, starches or flour.

Favro Spaghetti Sauce "Italiano" has been especially designed, both in constitution and flavor and in packaging, for use in institutional and mass feeding operations. It is available through all Favro brokers, or directly from the Favro Corp. of Jersey City, New Jersey.

Canned Specialties

A spaghetti and hot dog combination and another with noodles and beef, both packed in eight-ounce cans, are being introduced by H. J. Heinz. Both items are intended primarily for institutional use, but local sales regions have been authorized to sell them through supermarkets. The retail prices have not yet been definitely established.

Credit Cards for Groceries

Credit Cards are tested in four independent supermarkets by California's Bank of America. Merchants pay an average charge of 3.7% on credit card volume, prompting one store to withhold trading stamps and insist on \$20 minimum purchases from card users.

Rice-A-Roni Moves East

Rice-A-Roni, a new combination product made by Golden Grain Macaroni Company, San Leandro, California, now is being distributed in the greater New York area and in the Chicago area including Indiana, Illinois and most of Wisconsin. The product is now available along the West Coast and in the Southwest.

Rice-A-Roni is made up rice mixed with thin vermicelli in a chicken soup and herb base. It is packed in an eight-and-one-half ounce box and retails for about 29 cents.

Proud Grandparents

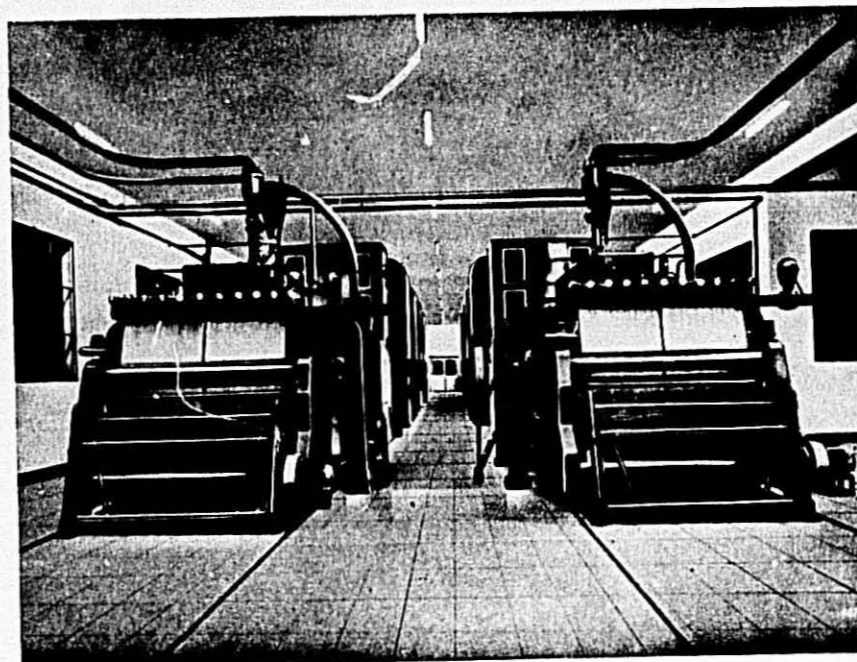
Mr. and Mrs. Sam Arena. Conte Luna macaroni products, Norristown, Pennsylvania, hurried home from an European excursion when they became grandparents. Daughter Catherine and husband Louis John Educato presented them with a granddaughter June 10, Rose Anne. Son Buddy and wife Nancy Arena produced a grandson, Saverio, on August 4.

modern installations for modern macaroni plants

Our Technical Office is at your disposal to study and to solve your problems.

AVOID BUILDING COST !!

of new premises. Renew instead your equipment. Only half of the space is required with the New Automatic Dryers.



Automatic Lines for Long Goods. Entrance of Products showing automatic spreader.

The picture shows our new automatic "GPL" Lines for all types of long macaroni products. 67 lines of this type are already in operation in 16 different countries.

ONE MAN PER SHIFT: 22,000 lbs. daily of dry products, ready for packing. Similar Lines are available for Twisted and Short Cut Goods.

Send your inquiries to:

Lehara Corporation, 60 East 42nd St., New York 17, N. Y.

S. E. Dott. Ingg. M., G.
BRAIBANTI & C.
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THE ULTIMATE TEST is ACTUAL PRODUCTION!

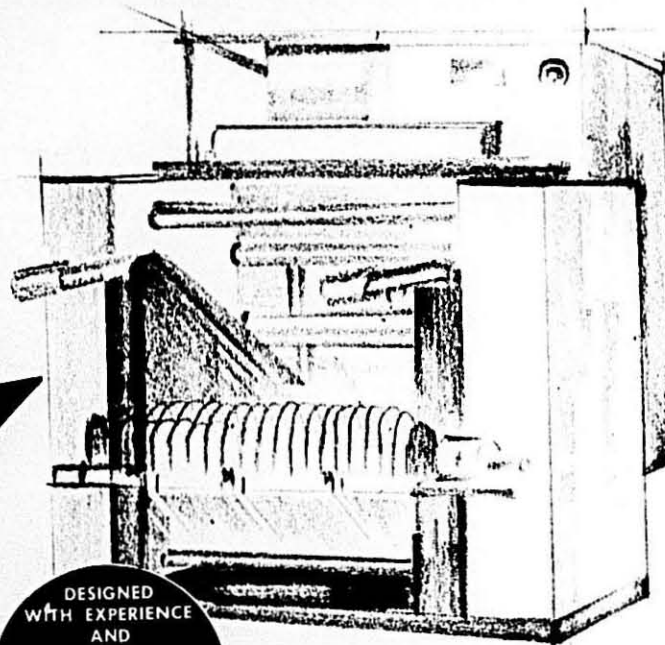
The ultimate test of any automatic spreader takes place in actual production.

Our actual experience with automatic spreaders dates back to 1941. This experience includes the design and building of over 100 spreaders.

Come and see the new DEMACO 1500 lb. — 4 Stick Automatic Spreader in actual operation. Come and get the facts—as only DEMACO gives you these features.



1. EXPERIENCE
2. QUALITY BUILT
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5. SLOW EXTRUSION OVER 4 STICKS
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DEMACO offers you the complete automatic line

Long Goods continuous Dryers

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Noodle Cutters
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Macaroni Cutters

DURUM DATA

Final Crop Estimate

A durum wheat crop of 20.5 million bushels has been harvested. Production took minor losses during August as wet, damp weather conditions delayed harvest. The final outturn ran 1.8 million bushels less than last year and nearly 9 million below average. Indicated yield of 16.1 bushels falls sharply below last year's 23.8, but is above 12.2 bushel average.

The North Dakota crop reached maturity during August with above normal temperatures pushing the crop to an early maturity that reduced yields. Harvest progressed rapidly until wet, damp weather conditions set in toward the end of the month and slowed combining operations. The government set production in North Dakota at 17,540,000 bushels compared to last year's 19,176,000 bushels and the ten year average of 23,000,000 bushels. Average yield was 16.5 bushels per acre compared with last year's 24 and the ten year average of 12. The Galvin estimate as of September 1 placed durum in North Dakota at 18,602,000 bushels, better than 1,000,000 bushels more than the government estimate.

Drought in South Dakota

South Dakota suffered drought and half of the crop was not harvested at all. 1959 production as estimated at 497,000 bushels by the government compared to last year's 1,491,000 and a ten year average of 2,359,000. Yields were only 7 bushels to the acre compared to last year's 21 and a ten year average of 10.4. Galvin thought the crop was even smaller in South Dakota, estimating it at 426,000 bushels.

Minnesota had an increase over a year ago producing 705,000 bushels compared with 570,000 bushels in 1958. The ten year average is 818,000 bushels. Yields turned out best in Minnesota of any state with 23.5 bushels to the acre compared to last year's 30 and a ten year average of 14.2.

Montana also showed a sharp gain in production over a year ago with 1,712,000 bushels produced against 840,000. Yields amounted to 16 bushels to the acre compared to last year's 21 bushels. There are some in the durum trade as well as elevator managers and field men in Montana that feel the estimate is considerably above actual production.

All in all, the 1959 durum crop appears to be of good quality milling wheat. Government holdings should piece out the shortage, but carryover

will be down to nothing next year, and acreage increases will be essential if the macaroni industry is to have enough durum in 1960-61.

Canadian Crop Cut

Commenting on the Dominion Bureau of Statistics preliminary estimates of acreage showing the area planted to durum wheat at an estimated 1,018,400 acres, 9% below last year, Catelli Durum Institute notes that Alberta farmers are rapidly going out of durum varieties.

Saskatchewan farmers, on the other hand, are holding the line on durum through the necessity of having an alternate crop to bread wheat. Manitoba farmers are cutting down slightly on durum acreage.

Catelli forecasts that western Canada will harvest 15,275,000 bushels of durum wheat this year, from an average yield of 14.1 bushels per acre. This was the same average yield as a year ago. With very dry conditions early in 1959, a great deal of durum headed out early and had short stems and short heads. The hot, dry weather in August did not help kernels to fill. "However, it is never wise to sell the wheat crop short on the Canadian prairies due to weather alone, because it is a most hardy and adaptable plant", it is noted in the Institute report.

Commenting further, the report says: "Since 30,000,000 bushels of durum are now in store in Canadian elevators, and since a further 15,000,000 bushels may be left on Canadian farms, the 1959 crop will be more than adequate. Canadian sales of durum at home and abroad during the 1958-59 crop year totaled approximately 20,000,000 bushels."

Durum Prices Firm

Heavy movement of new crop wheat created a situation in mid-September similar to that of a year ago. Higher prices brought heavier receipts. Storage facilities filled up and buyers backed away. Prices declined slightly, the congestion cleared up, and buyers became active again.

Cash durum, No. 2 Hard Amber grade, held within a few cents of \$2.40 a bushel Minneapolis from June to August 10. The Commodity Credit Corporation started the market jumping with the release of almost a million bushels of durum at Minneapolis at 3

cents over the market price. This moved the market up 6 to 8 cents and many macaroni and noodle manufacturers contracted for supplies ranging from 30 to 90 days and occasionally for 120 days. With prospects of a short durum crop and good macaroni business semolina prices held firm within a narrow range throughout September. Millfeeds turned in a good performance as well.

Price Spread

A subject of perennial interest is "price spread" - the difference in price between what the farmer receives for raw agricultural commodities and the prices paid by the housewife at the grocery store for food products. Spread pays for all of the costs of transforming the raw commodity into a finished food product in the form, in the quantity, at the time and place, and in the packages which consumers want.

What are the factors which have caused an increase in price spread since the end of World War II? To help answer this, the Grocery Manufacturers of America have analyzed the annual retail cost to consumers of a representative "Family Market Basket of Farm Foods," as defined by the U. S. Department of Agriculture.

In 1946, consumers could purchase the annual market basket for \$767, of which \$383 was spread. In the first half of 1959 the basket could be bought for \$1,039 (annual basis) of which \$634 was spread. The 13-year increase in spread was thus \$251.

Higher Costs

Higher labor costs paid out directly by food manufacturers and distributors are by far the largest factor in the increase, accounting for \$134 - more than half of the total. Higher transportation costs amounted to \$34, and higher Federal taxes on business income were \$10. These three factors - the higher cost of labor, taxes and transportation (in which wages and taxes are important costs) directly account for about 75 percent of the spread increase in most post-war years. Considering indirect effects, they account for an even larger part of the rise in spread, for they are the basic factors explaining the \$76 increase in "other expenses." This category tripled since 1946, and all local transportation. Also included are such items as the higher cost of rent, packaging materials, plant and equipment depreciation, in which labor, tax and transportation costs are important underlying expenses.

The only element of spread which was lower in 1959 than in 1946 was the rate of net profits of food manufacturers and distributors. Their com-

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SALES REPRESENTATIVES

East zone: ROBERT MARR & SON, INC.

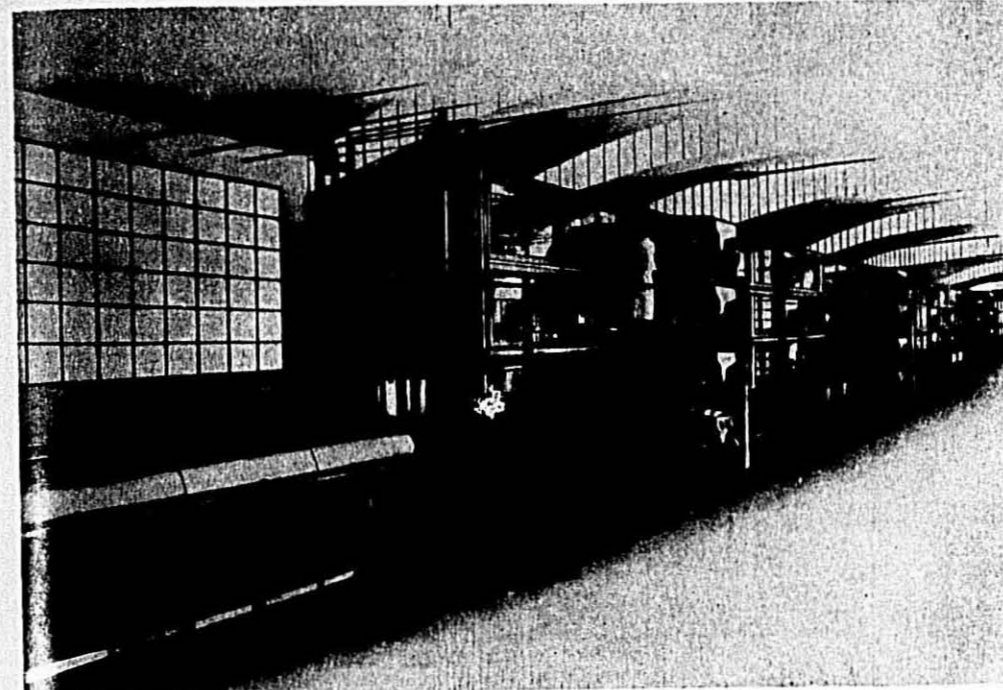
154 NASSAU STREET, NEW YORK 38, N. Y.

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West zone: SYSTEM & EQUIPMENT ENGINEERING, CO.

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Automatic return of sticks in closed circuit.
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Output over 900 lbs. per hour.

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bined rate of net profit declined from an average of more than 5 cents of the consumer's food dollar in 1946 to about 3-1/2 cents in 1959. Thus net profit represents \$3 less on each market basket today than it did 13 years ago, thereby somewhat reducing the effect of the cost increases on food prices.

Emphasis on New Varieties

The North Dakota Wheat Commission will devote major attention to financing research for improved varieties of wheat, it was announced by Paul E. R. Abrahamson, administrator of the commission. Mr. Abrahamson made the announcement at a grain marketing seminar in Minneapolis held during the first week in September, where he and several commission members were special guests of the Minneapolis Grain Exchange.

He said that the commission has decided that wheat variety research is more important for the moment than work on the development of new domestic and export outlets, the main concern of other state wheat commissions.

Durum Exports Up

The U. S. Department of Agriculture reports that exports of durum wheat flour for the crop year 1958-59 totaled 238,782 hundredweights. This compares with 174,987 cwts. the previous year and 167,408 in 1956-57. It was the largest outgo since 1947-48 when 247,234 cwts. moved into foreign markets.

Macaroni products exports for the crop year were down. 1958-59 totaled 6,962,000 pounds compared with last year's 8,383,000.

General Mills Announces Deal Policy

Recognizing the problem connected with the handling of Special Deal Packs, General Mills announces a new national policy.

Effective August 17, 1959, General Mills instituted a policy allowing an extended 30-day dating on all Special Price Pack Deals (especially marked packages carrying price discounts) and Special In-Package Premium Deals. This allows the distributor an extra 30 days' time and still provides the 2% cash discount for payment within 10 days.

The net effect is a new policy applicable to special deals, providing a 2% cash discount if paid in 40 days. This new policy in effect means that special deal packs of General Mills' merchandise will represent no capital invest-



At the opening celebration of the St. Lawrence Seaway over 250,000 persons viewed the above display of various macaroni products. This display represents over thirty manufacturers of macaroni products and represents worldwide distribution. The display was viewed in the new multi-million dollar Harbor Terminal Building, Duluth, Minnesota.

ment by the food distributor when sold within the normal deal period.

The Grocery Manufacturers of America and the several leading food distributing trade associations have cooperated in working out satisfactory solutions to many trade problems. The problem of handling special deal packs was one that justified a practical solution for both the manufacturers and the food distributor. It involved setting aside stock, thus tying up and duplicating capital investment, extra warehouse space, etc. The new General Mills policy is a step forward in solving the problem of handling special deal packs and special in-package deals.

International Representative

M. C. Alvarez, general sales manager of International Milling Company's eastern sales division, has announced the promotion of James H. Kallestad to the position of assistant division manager within that division.

Mr. Kallestad is a graduate of the University of Minnesota with a degree in economics. He began with International in 1952 in the traffic department.

In 1954 he was promoted to manager of order scheduling for the company and in 1956 he became administrative bakery sales assistant in Minneapolis. In 1958 he moved to International's New York office as assistant to the general sales manager.

Never omit an opportunity of doing a kindness, speaking a true word or making a friend. — John Ruskin.

New Buhler Flour Silo

Buhler Brothers of Uzwil, through its Milan affiliate, has just engineered and provided the equipment for a new flour storage silo in Ravenna, Italy, with a total capacity of about 51,000 cwts. The silo is operated by the Societa Padana di Macinazione.

Flour is stored in 18 silo bins. The bins are equipped with chain-discharging machines which discharge the flour through the entire bin area. According to Buhler, this bin form, without inclined hopper walls, allows for maximum mixing efficiency and makes bridging impossible.

All conveying in the plant is handled by the Buhler Fluidlift pneumatic system, which is controlled and directed from a central panel.

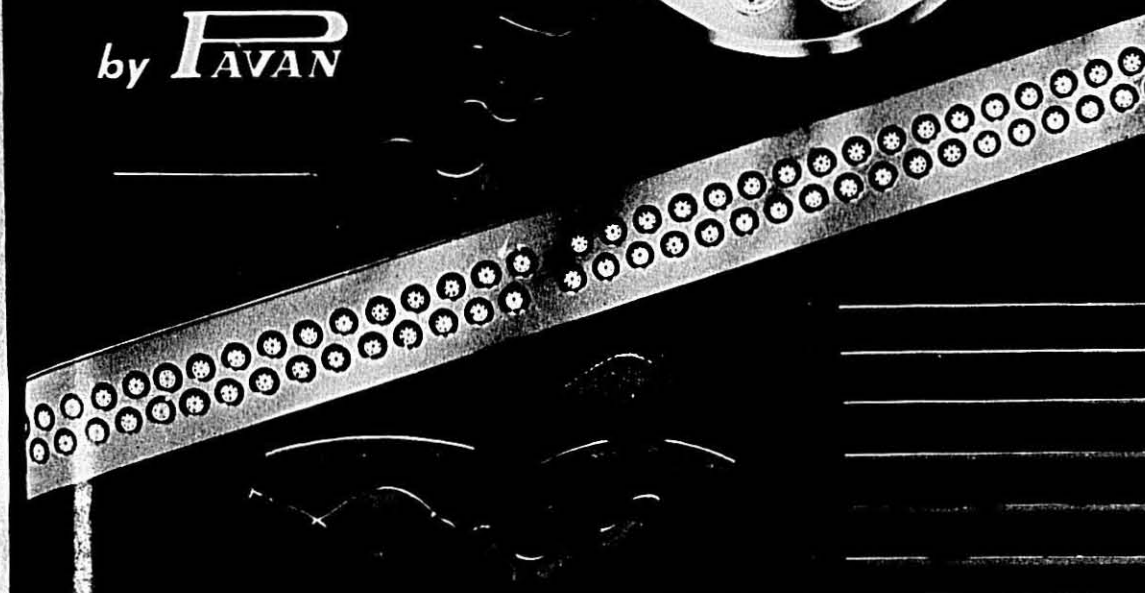
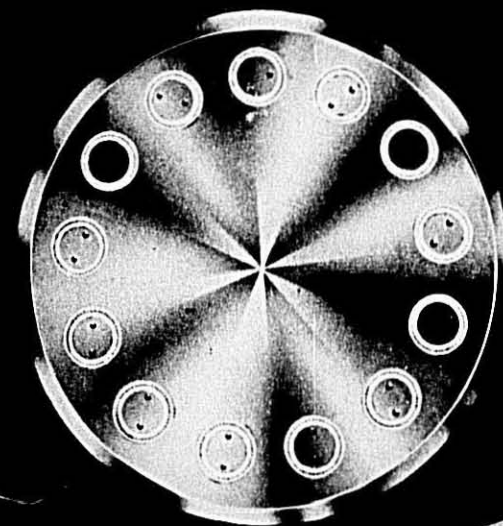
For sacking-off and mixing, Buhler installed in the plant the largest conveyor ever built in Europe. It has a conveying capacity of about 1,100 cwts. per hour over a distance of 100 feet. The Fluidlift system provides pneumatic pressure conveying with a very high mixing ratio of little air with much product. As a result, conveying speed is slow and power consumption is at a minimum. Buhler said that such a system is especially appropriate for high conveying volumes.

No man can tell whether he is rich or poor by turning to his ledger. It is the heart that makes a man rich. He is rich according to what he is, not according to what he has. — Beecher.

THE MACARONI JOURNAL

TEFLON DIES

by PAVAN



Just plus

RICHER, MORE GOLDEN COLOR
SMOOTHER, GLOSSIER FINISH

LOWER INITIAL DIE COSTS
GREATER HOURLY YIELD

Send for samples of macaroni products made in U.S.A. on a PAVAN Press with PAVAN Teflon Dies.

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AUTOMATED SYSTEMS & EQUIPMENT ENGINEERING CO.

King Midas Modernizes An Historic Mill

An extensive modernization program has been completed at the Hastings, Minn., mill of the King Midas Flour Mills. The major change is a new wheat cleaning plant equipped with pneumatic handling equipment of the latest design. Also added are bulk flour loading facilities, an automatic car unloader for wheat, along with the new grain elevator and cleaning house. An open house recently was held for employees.

With the new facilities, the mill's elevator capacity remains unchanged at 1,300,000 bus. The modern plant has a daily milling capacity of 8,000 cwts.

The Hastings mill occupies an important place in the history of milling in the United States. It was the first flour mill constructed in Minnesota, in 1853, by the Vermillion Falls, which provided the water power to operate the plant. The mill is now operated entirely by electricity, but the site still retains its scenic beauty and is a favored picnic spot. The mill pond above the falls is still considered locally as a favorite swimming spot.

In 1863 the Hastings mill was purchased by Stephen Gardner, who pioneered in the development of "patent flour." One day during a routine check of the mill's operation, Mr. Gardner saw the potential of obtaining more flour from the wheat middlings. He had his miller rig up a reel with a suction fan to remove the bran from the middlings and then set up a separate pair of stones to grind the wheat fragments. Many millers came to Hastings to see the Gardner "purification process," and "patent flour" rapidly spread through the milling industry.

King Midas Purchases Mill

The Hastings mills became a unit of King Midas in 1912, when it was purchased by Fred O. Shane and George C. Shane, brothers of Philadelphia, who were prominent millers. They had developed the King Midas brand name in 1905, a name incidentally suggested by a customer in Scranton, Pa., who had been reading Greek mythology the evening before George Shane called on him to discuss the new flour.

At the time of the Hastings purchase, King Midas flour was being milled by the Shane Brothers at their Millbourne Mills in Philadelphia. After the King Midas start, W. J. Wilson became a partner and the name was changed to Shane Brothers & Wilson Co.

In 1934 Van Dusen Harrington Co., which already was operating the Dakota Mill in Minneapolis, purchased the King Midas mill at Hastings. From 1914 to 1939, the mill ground durum

wheat as well as hard spring wheat bakery flour, but in the latter year, the company acquired a mill in Superior, Wis., for milling durum flour. With the Superior purchase, the entire Hastings production was converted to bread wheat flour, then making the Hastings mill the largest exclusive bread flour mill in Minnesota.

With the years of change in milling methods, including the recent modernization program, the old Hastings mill was partially destroyed to make way for new building, but a part of the original structure still remains within the present modern mill.

New Light on Grain Drying

Agricultural engineers and cereal technologists of the North Dakota Agricultural Experiment Station are finding out how forced air drying affects the malting quality of barley and the milling and macaroni processing qualities of durum wheat.

This is important to farmers and to the malting and milling industries, as the use of forced air drying of grain is becoming a general farm practice in much of the state.

From the research results, recommendations as to safe drying temperatures and most efficient and effective procedures can be made. For example, the scientists are finding that the moisture content of grain when it goes into the dryer has an effect on the maximum temperature that can be used for drying.

The dryer pictured is designed to simulate a section of a batch type dryer of the type now being manufactured for use on farms. Grain is held in the foot-wide vertical column. Heated air is blown through the column from side to side. The grain may be circulated continuously while drying. It meters from the bottom of the column to an elevator which returns it to the top of the column.

With this dryer it is possible to control air temperature, the amount of air flowing through the grain and the rate at which the grain is circulated. Grain with from 14 to 30 per cent moisture content is used. The air temperature is varied from 105 to 160 degrees F. The equipment makes it possible to evaluate effects of circulating and mixing grains while drying.

Two batch dryers designed to evaluate the effect of exposing wet grain to heated air without circulating also were used.

The Department of Cereal Technology is making many of the quality tests on the dried grain. The project is financed in part by the Malting Barley Improvement Association. Commercial malsters will perform some of the quality tests.

La Rosa Introduces Two New Pizza Pie Mixes

Two new pizza pie mixes — one with sauce and grated cheese, the other with sauce alone — are now being introduced by V. La Rosa & Sons, Inc.

Containing 30% more sauce and making two full pies (six big servings), each of the new La Rosa pizza mixes features a newly-developed yeast that makes pizza dough rise in five minutes — six times faster than previous yeasts.

To market the new pizza pie mixes, La Rosa has designed new, eye-catching packages that stack easily and are attractive on the shelf. Featuring one-fourth of a ready-to-eat La Rosa pizza pie on its face, the packages have the novel characteristic of forming one-half of a pie when they are placed side-by-side with their faces matching.

"Pizza is becoming more and more popular as an American dish," said Peter La Rosa, company president. "That is why in our new packages we have added more convenience and economy to the consumer."

V. La Rosa & Sons, Inc. is America's largest manufacturer of Italian style foods. Its macaroni, spaghetti, and egg noodle products are distributed in New England, New York, New Jersey, Maryland, Pennsylvania, Illinois, Indiana, Minnesota, Ohio, Wisconsin, Iowa, Nebraska, and the District of Columbia.



George L. Pratt (left), associate agricultural engineer, works with William Promersberger, agricultural engineer, on part of the drying equipment used in research with malting barley and durum wheat.

THE MACARONI JOURNAL



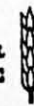
Anticipation...

The hand that smears the table rules the home! And when it's macaroni products made from Commander Larabee's Comet No. 1 Semolina, there's no trouble getting more food into the tummy than on the floor!

From tots to teens... the durum taste is tops!



COMMANDER LARABEE



Durum Department

A DIVISION OF ARCHER-DANIELS-MIDLAND-MINNEAPOLIS

NOVEMBER 1959

33

RETROSPECTIONS

by
M. J.



40 Years Ago

- Editorial said that the cure for the present low consumption of macaroni is a "good big dose of publicity, nationally applied."
- Because of the increased costs of cotton and jute materials and the poor quality used in manufacture of flour sacks, many millers have advocated re use of the original containers.
- The once familiar phrase, "Made In Germany" no longer was appearing on products of German manufacture finding their way into continental markets.
- Price for macaroni products in Spain was 11 cents a pound, an increase of 57% since 1913.
- Said H. H. Teachley, advertising manager of Gooch Food Products, in a letter to the editor: "We have seen National Weeks for everything from safety razors to clothes styles ... a week of intensive advertising of macaroni products, national in scope, might be of the greatest benefit to the industry."
- Macaroni production in France has been affected adversely by World War I.

30 Years Ago

- Grocers' cooperation was recommended as a means of increasing macaroni sales by James T. Williams.
- The Foulds Milling Company, John B. Canepa Company, I. J. Grass Noodle Company and F. L. Klein Noodle Company all had exhibits at the food show conducted by the Chicago Herald and Examiner in September.
- Edwin C. Forbes, Cleveland, Ohio, the first macaroni association secretary (1904-1919), told of his early recollections as a macaroni association pioneer.
- Canada was fighting macaroni dumping by unscrupulous American firms by requiring customs to collect a 15% deposit of the value of any shipments made to Canada on consignment.
- Sears, Roebuck & Company discontinued their grocery line. For many years they distributed thousands of cases of macaroni products and there was keen competition in the industry for their macaroni account.
- The 1929 Italian wheat crop is in excess of 257 million bushels.
- Terrebonne Macaroni Co., Houma, Louisiana, bought property adjoining their property for expansion purposes.

20 Years Ago

- Ingredient labeling advice was a new service offered NMMA members by Benjamin R. Jacobs, Association director of research.
- General Mills' full page color ad in the Journal told how Betty Crocker will plug Pioneer Macaroni & Cheese on her broadcast, "The Romance of Macaroni", on 59 radio stations December 1.
- Publicity campaigns: During Macaroni-Noodle Week Piggly-Wiggly used the Macaroni Institute's unit-display suggestion in its 1300 stores throughout the country; E. I. du Pont had displays of packaged macaroni products in their Exhibition on the boardwalk at Atlantic City and also in Hotel du Pont, Wilmington, Delaware.
- The I. J. Grass Noodle Company was building a \$25,000 addition to its plant on Wentworth Avenue in Chicago, where new equipment will be installed by the end of the year.
- Ravarino & Freschi applied for the trademark "Puritan" for its macaroni products, claiming use since May, 1918.

10 Years Ago

- President Harry S. Truman was presented a portrait of himself done in macaroni, spaghetti and egg noodles and a sheaf of durum wheat at a ceremony during the Minnesota Centennial in St. Paul, staged by Maurice L. Ryan, Association director, and Sills, Inc., who handle Institute public relations.
- The 1947 Census of Macaroni Manufacturers prepared by the Bureau of Census, Dept. of Commerce, reported 226 establishments that produced a total of 818,375,000 pounds of macaroni products.
- Twenty-five macaroni/noodle firms and 18 allied sent 67 representatives to the Pacific Coast Conference the end of October.
- Dr. O. J. Kahlenberg, director of research of the NEPA, explained the objectives of their egg research laboratory program to assist noodle manufacturers.
- C. Daniel Maldari, of Maldari & Sons, Inc., reported on the origin of the novelty product termed "Rotini".
- Spaghetti and bread rationing in Italy was discontinued August 1st due to greatly improved wheat conditions.

CLASSIFIED

ADVERTISING RATES

Display Advertising.....Rates on Application
Want Ads.....75 Cents per Line

FOR SALE - Clermont Noodle Cutter with five sets standard cutting width rollers. Dough Breaker, Preliminary Noodle Dryer. In excellent condition, in operation now. Reasonably priced. Write Box 154, Macaroni Journal, Palatine, Illinois.

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Pavan's Western Representatives

Asecco, Inc. has been appointed the distributors for the Pavan line of machinery and dies for the states west of the Mississippi River. This will tie together with their Vert-i-Lift bucket conveyor of their manufacture. This concern was formerly known as Systems & Equipment Engineering Company but have recently incorporated under the Asecco name. The managing personnel is made up of people who have been closely associated with the macaroni industry for the past ten years. D. D. Steve Brodie is among them.

Calorie Clamor

Television ads claiming fewer calories in rice than in potatoes provoked protests from Idaho Senator Henry Dworshak, who demanded a Federal Trade Commission investigation. Claiming potatoes had fewer calories, more minerals. FTC looked into the matter, took no action, but the rice commercials were withdrawn. It is understood that mass produce buyers were also complaining about direct attacks on one food by growers of another. Incidentally, Senator Dworshak is still complaining that the school lunch program provides free rice and forces the schools - even in Idaho - to buy potatoes in the market.

THE MACARONI JOURNAL

✓ CHECK AND FILE THIS IMPORTANT INFORMATION

FACT FILE ON ENRICHMENT

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

ALL FIGURES ARE IN MILLIGRAMS PER POUND

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

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

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

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

Vitamin B₁50%
Vitamin B₂15%
Iron32.5%
Niacin4.0 milligrams

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

Vitamin B₁50%
Vitamin B₂10.5%
Iron16.2%
Niacin3.4 milligrams

for batch mixing ROCHE* SQUARE ENRICHMENT WAFERS



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

*ROCHE—Reg. U. S. Pat. Off.

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



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

VITAMINS ROCHE

For help on any problem involving enrichment, write to

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

ENRICHMENT WAFERS AND PREMIX DISTRIBUTED AND SERVICED BY WALLACE & TIERNAN CO., INC., NEWARK 1, NEW JERSEY

ENRICHMENT DATA

THE UNWITH

Y.M.I.

A lot better
macaroni
products...

"Bow-tie" shells, spaghetti, noodles — no matter what type of macaroni products you manufacture, you can be sure . . . when you "tie-up" with "Mr. I". "Mr. I" is a symbol of International's personal service and quality products. "Mr. I" stands for integrity — an International by-word! "Mr. I" means increased consumer acceptance of your macaroni products. Yes, "Mr. I" is a good "man" to know — a good "man" to have working for you.

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