

**THE  
MACARONI  
JOURNAL**

**Volume 42  
No. 2**

**June, 1960**

# Macaroni Journal

THE NATIONAL  
MACARONI  
MARKETERS  
ASSOCIATION

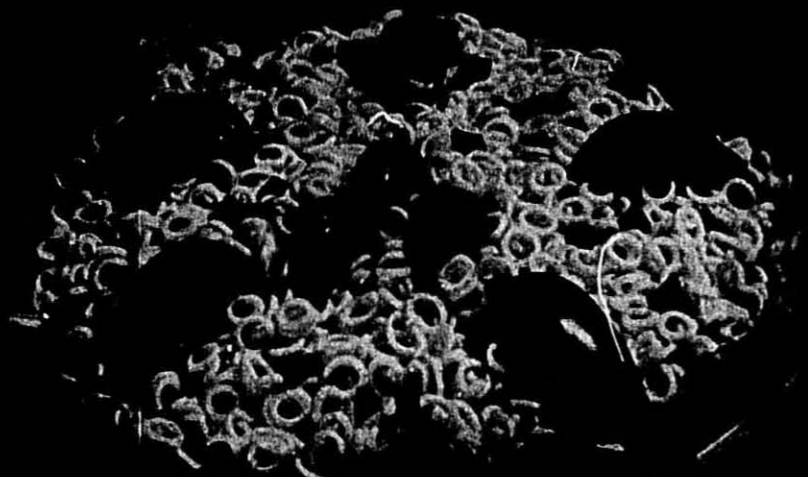


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**NMMA Meeting**

**JUNE, 1960**

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# The MACARONI JOURNAL

June, 1960

Volume 42, No. 2

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Domestic ..... \$4.00 per year  
Foreign ..... \$5.00 per year  
Single Copies ..... 75c  
Back Copies ..... \$1.00

Official publication of the National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Illinois. Address all correspondence regarding advertising or editorial material to Robert M. Green, Editor

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## Cover Photo

Skyline of Chicago from Grant Park on Lake Michigan  
Photo by Oscar & Associates, Inc.

The Macaroni Journal is registered with U. S. Patent Office. Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919. Entered as second-class matter at Palatine, Illinois, postpaid, under Act of March 3, 1879.

THE MACARONI JOURNAL

## CONVENTION PROGRAM

### The 56th Annual Meeting of the National Macaroni Manufacturers Association returns to the Edgewater Beach Hotel in Chicago

Returning to the scene of many successful meetings, the 56th Annual Meeting of the National Macaroni Manufacturers Association will be held at the Edgewater Beach Hotel in Chicago June 20-21-22-23.

#### Egg Trip and Aloha

On Monday morning, June 20, members of the National Macaroni Institute Committee meet with their public relations counsel, Theodore R. Sills, to review recent developments in the product promotional program.

At 10 a.m. the full Board of Directors of the National Macaroni Manufacturers Association and National Macaroni Institute convenes to consider financial reports, committee activities, and future plans.

On Monday afternoon all convention delegates are invited to visit Schneider Brothers egg processing plant on Blue Island Avenue. Buses will leave the hotel at 1:30 p.m. and go directly to the plant. After viewing breaking and separating operations, delegates will be returned in sufficient time to prepare for a festive Hawaiian party.

The durum millers will be hosts at a cocktail party and reception in the South Terrace at 6:30 p.m. Mills participating are Amber Milling Division, G.T.A.; Commander Larabee Milling Company; Doughboy Industries, Inc.; General Mills, Inc.; International Milling Company; King Midas Flour Mills; and North Dakota Mill and Elevator. The cocktail party precedes a Polynesian Room dinner party. Entertainment in the Polynesian Room is an



President Horace P. Gioia will greet convention delegates

All-Hawaiian Review with the Kent Ghirard Dancers and the Gene Raines Group. The Polynesian Room was mentioned recently in Business Week as one of the better entertainment spots in Chicago.

#### Tuesday Topics

Formal registration and assembly for the first General Session is scheduled for Tuesday morning. Vice-president Emanuele Ronzoni, Jr. will preside at this session. Horace P. Gioia, president of the National Macaroni Manufacturers Association, will welcome the delegates. Alvin H. Kenner,

chairman of the Durum Growers' Association marketing committee, from Leeds, North Dakota, will give his group's ideas on marketing of durum from the field to the table.

Harold M. Williams, president of the Institute of American Poultry Industries, will urge delegates to "Use Your Noodle" in meeting the egg situation and working out serious marketing problems that industry faces.

The durum millers' report will be given by Howard Lampman, executive director of the Durum Wheat Institute.

National Macaroni Institute public relations counsel, Theodore R. Sills, will lead a panel discussion of Chicago newspaper food editors. Invited to participate on the panel are Ruth Ellen Church, the famous Mary Meade of the Chicago Tribune; Isabel DuBois, of the Chicago Daily News; and Dorothy Cooley Thompson, known better as Mary Martenson, of the Chicago American. They will comment on the editor's responsibility to readers, the manufacturer's responsibility to consumers, a look at the youth market, and similar areas of interest.

Following this discussion, a panel of macaroni manufacturers and wives will summarize and comment and stimulate discussion from the audience.

A constitutional committee meeting has been called for luncheon on Tuesday to review possible revision to the Association's by-laws which have been unchanged for some ten or more years.

At 2 p.m., buses will leave for plant tours of the Triangle Packaging Machinery Company and the Clybourn



Food Editors Panel includes left to right, Dorothy Cooley Thompson of the Chicago American; Isabel DuBois of the Chicago Daily News; Ruth Ellen Church of the Chicago Tribune.

JUNE 1960

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Machine Company in Northwest Chicago, where developments of interesting installations for both cellophane and carton packaging will be demonstrated.

In the evening, Ballas Egg Products Company, Henningsen, Inc., Monark Brothers, Inc., all egg suppliers to the industry, are sponsoring a cocktail party and reception immediately preceding the traditional Spaghetti Buffet put on by the Rossotti Lithograph Corporation, of North Bergen, New Jersey. The buffet has become a hallmark of macaroni meetings with lavish spreads of gourmet specialties lopped off by steaming platters of fine spaghetti.

#### Wednesday Tips & Trip

The second General Session on Wednesday will deal with marketing, with Vice-president Albert Ravarino presiding. Life Magazine will present a filmstrip prepared in cooperation with its sister publication Fortune, on "The Market of the Sixties."

Today's competitive battles in products and services are won by superior skill and facilities in marketing, the Nielsen Researcher pointed out recently. This is the publication of the A. C. Nielsen Company, world's largest marketing research organization. Their John Betjemann will describe tools available for "The Golden Age of Marketing."

Future prospects for macaroni and the macaroni industry will be commented upon by Neal M. Conley, a graduate student in business administration at Northwestern University, currently writing a master's thesis on macaroni production and marketing. Mr. Conley is an intense student who has gathered a great deal of the literature available on macaroni and established personal contact with



Neal M. Conley looks at future prospects for macaroni.



"Behind the scenes at Fields" planned for the ladies with the King Midas Flour Mills luncheon.

many manufacturers and suppliers in the industry to prepare the paper he plans to present.

Comments and summary of the ideas expressed in the morning session will be handled by a panel of macaroni manufacturers charged with the responsibility of stimulating audience discussion.

#### Election of Officers

Directors for the coming year will be elected at the second General Session, and the new Board of Directors will hold their organizational luncheon at Wednesday noon to elect officers.

Ladies attending the convention will be escorted on a trip and to luncheon by the King Midas Flour Mills at Marshall Field & Company. They will have an interesting tour behind the scenes to see the sparkling kitchens, display and advertising workshops, and various service facilities of one of the largest and most successful department store operations in the world. Following the luncheon and tour, the ladies may sightsee and shop in Chicago's Loop with ample time to catch the regular direct-to-the-hotel bus service that the Edgewater Beach runs from the Marshall Field store at regular intervals.

In the evening, the macaroni machinery manufacturers will present a cocktail party and reception. Hosts include Ambrette Machinery Corporation, M. & G. Brabant Company, Buhler Brothers, Inc., Clermont Machine Company, Inc., and DeFrancisci Machine Corporation. This will be followed by the Association's dinner party, which will feature the presentation of the newly-elected officers.

Music for the reception and dinner party will be arranged by the Faust Carton Corporation of Brooklyn, New York.

#### Thursday's Dignitaries

The final business session, with Vice-president Fred Spadafora presiding, features two Government officials from Washington. John L. Harvey, deputy commissioner of the Federal Food & Drug Administration, will give his agency's views on problems concerning the macaroni industry. Comments on trade practice rules will be made by Robert J. Beller, of the Bureau of Consultation, Federal Trade Commission, the attorney in charge of the administration of the trade practice rules for the macaroni and noodle industry.

Lon Carl, of the Progressive Grocer Magazine, will make a presentation of "The Dillon Study," made in cooperation with the Supermarket Institute, reviewing conditions in the modern day supermarket and merchandising considerations of interest to all food manufacturers.

Comments and summary will be led by a panel of macaroni manufacturers and audience participation invited.

#### Travelogue Luncheon

At 12:30 p.m., a special luncheon meeting for all delegates and their wives will outline a prologue for next spring's European Study Tour. Plans are for taking a group to Rome, the Milan Fair, Switzerland, Germany and the Hanover Fair, and France, visiting points of interest and macaroni manufacturing operations along the way. The three-week excursion would be made most attractive if sufficient members sign up to enable the chartering of aircraft to Rome and back from Paris to New York. Touring on the Continent will be done in modern, air-conditioned busses so that the group can come and go as it will.

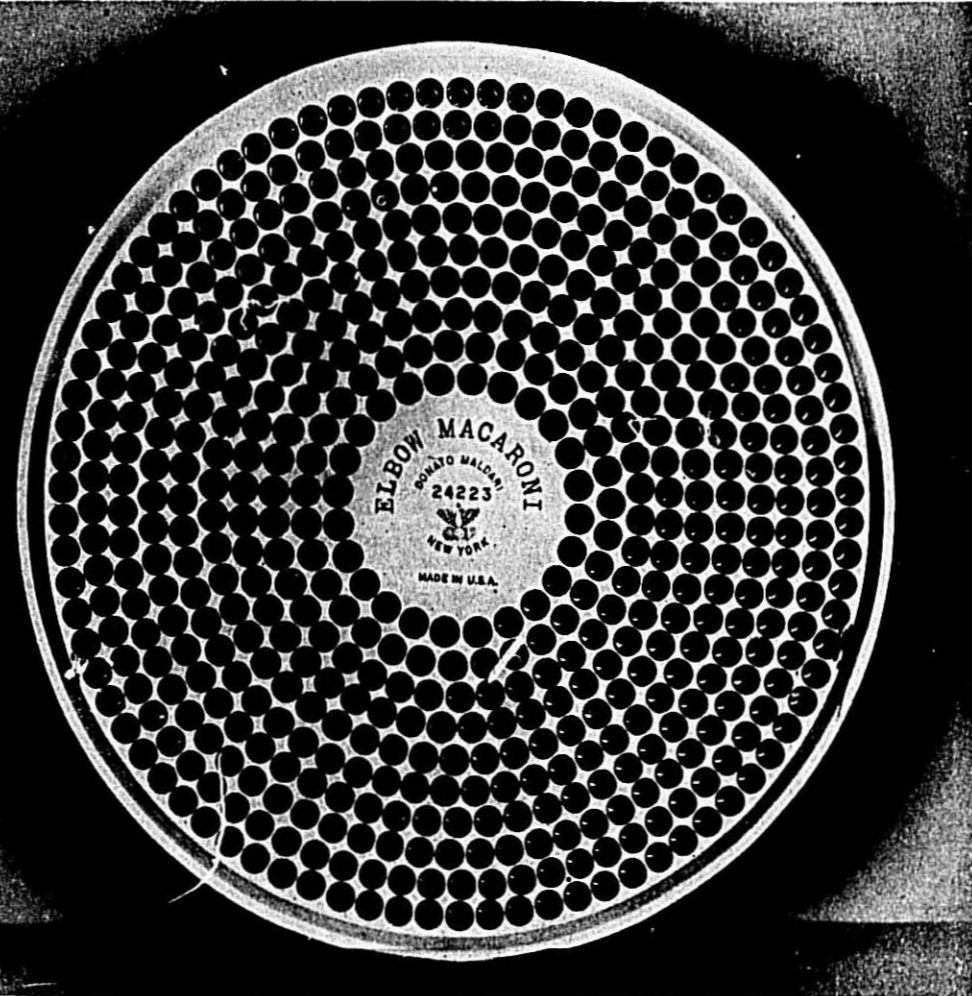
Continued on Page 38



Robert J. Beller comments upon trade practice rules in industry.

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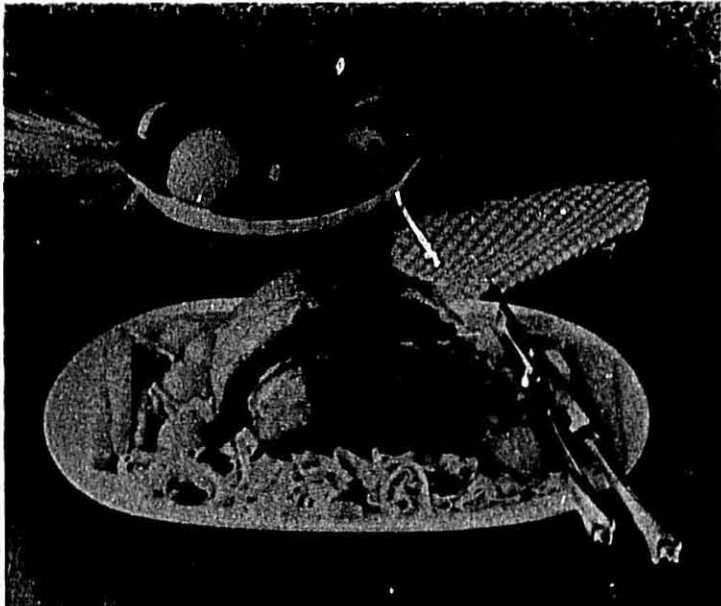


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**TAHITI IN THE MOUNTAIN STATES**



Roller beef roast and a variety of vegetables served on delicious noodles makes hearty fare for the mountaineers.

In June the National Macaroni Institute will salute the six mountain states of Idaho, Montana, Wyoming, Colorado, Utah and Nevada with special publicity, regional releases and favorite recipes of the region.

More than half the people of Idaho are farmers and cattle ranchers. It is in the southern portion of the state, made a rich farming district by the use of irrigation, that the large Idaho potatoes are grown. In the high, dry central portion of the state graze large herds of sheep.

Montana, nicknamed the Treasure State because of its rich mineral deposits, is the leading producer of manganese, an important mineral used in making steel, and has the largest and richest copper mines in the United States. Like Idaho, more than half of the people live on ranches or farms raising some of the finest beef cattle and sheep in the country, and large crops of wheat and other grains.

Sheep and cattle raising is the main occupation of the people of Wyoming, and the state ranks second in the United States in the amount of wool and mutton it produces.

Colorado, located high in the Rockies, is best known as a vacation place

for tourists, as it offers excellent skiing, horseback riding, and beautiful mountain scenery. However, in the flat plains of the eastern section with the use of irrigation much wheat, fruit and vegetables, and sugar beets is produced.

Utah gets its name from a tribe of Indians called Utes who originally lived in this region. It is one of the most important mineral-producing states in the United States and the chief coal-producing state of the west. Sugar beets, fruits, alfalfa, and wheat are grown, and many farmers also raise dairy cattle.

Nevada, perhaps best known as the only state where gambling is legal and as a state where it is easy to obtain a divorce, nevertheless was an important source of minerals to the armed forces during World Wars I and II. The southern Nevada deserts have been used for atomic bomb experiments. As Nevada is the driest state in the country, almost all of the land has to be irrigated for any crops to grow, and hay and alfalfa are best suited for the soil.

The outdoor life of much of the population of the Mountain States calls for hearty fare on the dinner table

through the use of tasty, nutritious macaroni products. A true salute to the Mountain States are the recipes given here for Lamb and Spaghetti Curry and Old Fashioned Beef Stew with Noodles.

**Lamb and Spaghetti Curry**  
(Makes 4-6 servings)

- 1-1/2 pounds cubed shoulder of lamb
- 1/2 cup sliced onions
- 1 clove garlic, mashed
- 2 quarts stock or bouillon
- 8 ounces spaghetti
- 2 teaspoons curry powder
- 1/2 cup blanched almonds
- 1/4 cup seedless raisins
- 1 medium-sized apple, cored and diced
- Salt and pepper to taste

Cook lamb, onions and garlic in skillet until lamb is browned on all sides. Add stock or bouillon and heat until mixture boils. Gradually add spaghetti so that stock or bouillon continues to boil. Cook uncovered, stirring occasionally, 15 minutes. Add remaining ingredients. Cook 15-20 minutes, or until spaghetti is tender, stirring occasionally.

**Old-Fashioned Beef Stew with Noodles**  
(Makes 6 servings)

- 2 pounds beef round steak, cut in 1-inch cubes
- 1-1/2 teaspoons seasoned salt
- 1/2 teaspoon pepper
- 2 tablespoons butter or margarine
- 1-1/2 cups stock or bouillon
- 3/4 cup water
- 2 tablespoons cornstarch
- 1 1-pound can onions, drained
- 1 1-pound can whole carrots, drained
- 1-1/2 cups cooked peas
- 2 teaspoons salt
- 4-6 quarts boiling water
- 1 pound wide egg noodles (about 8 cups)

Sprinkle meat with seasoned salt and pepper. Melt butter or margarine; add meat and cook until browned on all sides. Add stock or bouillon. Cover and cook over low heat, stirring occasionally, 1-1/2 hours. Combine 3/4 cup water and cornstarch; mix well. Gradually add to stock mixture. Cook over low heat, stirring constantly, until thickened. Add onions, carrots and peas. Cover and cook over low heat, stirring occasionally, 20 minutes.

Meanwhile, add 2 tablespoons salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander. Serve beef mixture on noodles.

There is something special about Macaroni products made from

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Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too.

They meet all the requirements of big-family budgets to the most exacting taste of the gourmet. To obtain that "something special" in your products use the finest—use King Midas.



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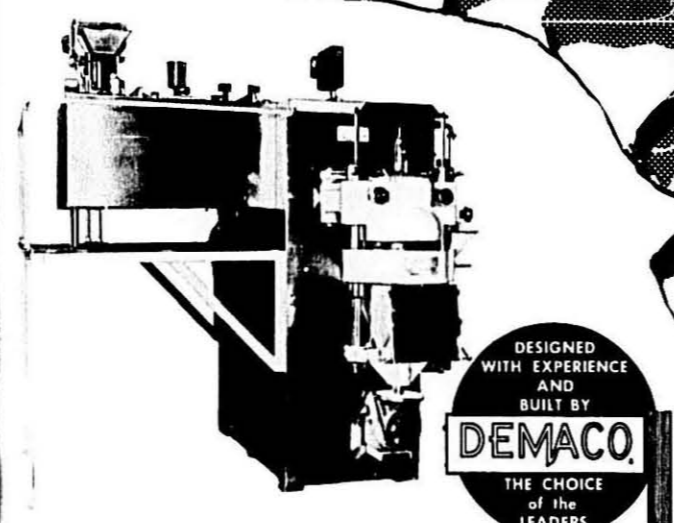
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**HOW DOES A COMPANY PREPARE FOR THE FUTURE?**

by **W. G. Hoskins, Hoskins Company**

Success for a company does not come by accident. It is most often the result of conscious planning with definite objectives.

A member of the management team of a specific company should keep in mind certain things that should be done in helping his company prepare for the future. A company can prepare for the future:

- By having money in the bank.
- By knowing where the company stands in relation to competitors.
- By knowing where the industry stands in relation to competing industries.
- By recognizing trends.
- By developing new products and techniques.
- By creating and maintaining a favorable "image".



**William G. Hoskins**

**Money In The Bank.** The value of having money in the bank, of course, is obvious. Any program you want to undertake is far less expensive when you can use your own money to finance it rather than borrowed money. Too many companies let their desire for expansion get ahead of their accumulation of funds. This is dangerous, particularly in an industry such as ours, where the competition is intense.

**Know Your Competitors.** You know who your competitors are. You probably also know pretty well where they sell. It is important, too, to be able to have some reasonable idea of their costs as compared to yours. It is also important to know how they make their product as well as they do — what machinery they use, what raw material, what quality control techniques.

**Know Your Industry's Competitors.** Too often manufacturers concentrate the bulk of their sales effort against those competitors which make the same or similar products. We must, of course, increase our share of the existing market, because when we cease to try to do this, we will begin to lose our share. However, history has shown that real progress is made when the total consumption of our product increases. The reason that the people in Italy eat sixty pounds of macaroni products per year as compared with seven in the U. S. is that the competitive position of macaroni products as a whole in Italy, is better than it is in the United States. In Italy there is a greater variety of known recipes. There is a realization of the cheapness or economy of

the product as compared with other more expensive foods like meat.

In the U. S. we have to compete with many foods to establish a larger per capita use of macaroni products. People have a great deal of money in the U. S. and can pretty well buy what they want. Certainly, we can't hope to obtain a per capita consumption of sixty pounds. But there are many reasons why we should be able to go above the seven pounds per person per year consumption that exists at the moment.

There are many paths to follow in doing this. Part of the battle will be to recognize clearly the strength and weaknesses of competing foods. For example, foods containing fat offer the double disadvantage these days in that they contain many more calories per pound of food, and the fat in the food aids in forming cholesterol in the blood circulation system which has been proven to be influential in causing heart attacks. Macaroni is a nutritious food which, for all practical purposes contains no fat. This is a feature which is important and which can be sold.

**Recognize Trends.** Not so long ago when we were talking about the trend to convenience foods, one of our good clients made quite a point of the fact that he did not believe that dry macaroni products were ever going to be "replaced". We do not, either. However, there are certain unmistakable trends which we must recognize, and for which we must plan. Success in business seems to be based on the ability to take advantage of every op-

portunity that comes along. Changing trends, movements into more convenient forms of food distribution, are among opportunities which can yield more profit.

If you don't think the grocery business is changing, just look around you. Everyone is aware that the independent grocer is a member of a vanishing race. The thing that is causing him to vanish is that today many, or most, people have automobiles in which they will gladly drive a few extra blocks in order to find a decent place to park. This is resulting in the location of larger stores in areas that aren't so crowded and where parking space can be had.

Larger stores carry many items and put an additional burden of sales effort on your package and point of sale pieces.

Another important trend, not necessarily for production men, is the necessity for selling to centrally located buyers who purchase large quantities of merchandise. Personnel ability and sales promotional efforts must be geared up to satisfy this type of buyer.

Another important trend, already mentioned, is the trend to built-in convenience foods offered in the stores. Such convenience includes pre-preparation and freezing, combining in a package with sauce ingredients, prepared sauces. Not everyone should go into this type of business. However, the advantages of these items must be recognized. We must take advantage of these trends at whatever level we are able.

**Develop New Products and Techniques.** A fantastic number of the products on the shelves of grocery stores today were not even thought of ten years ago. General Foods Corporation, a giant in the food industry, says that a very substantial proportion of their total sales volume today is made up of products that were not even on the market a few years ago.

Too many dry macaroni manufacturers have exhibited a marked reluctance to explore changed products, new products and new uses for their products. You can't be complacent. Maybe you are not trying anything new, but others are. Sales of these products by other companies are eating into your volume on dry products. For example, Chef-Boy-Ar-Dee has come along with a complete line of canned macaroni prod-

Continued on Page 30

# what's new with Airslide cars

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## Evaluating the Macaroni Strength of a Spaghetti Product by the Use of a Bending Stress Test

by James J. Winston, Director, Jacobs-Winston Laboratories, Inc.

of a new type of equipment, which is called a Bending Stress Tester, manufactured by Buhler Bros. This apparatus is specifically designed for evaluating the physical characteristics of long spaghetti products. It determines the breaking force of spaghetti and the deflection or bend that is made before breakage, which is indicative of the resiliency of the product. A number of factors influence the mechanical strength of the product.

These are:

1. Quality of farinaceous ingredients
2. Processing techniques
3. Drying period with adequate rest intervals to minimize and eliminate internal stress in the product

This equipment consists of a standard weight, such as 20 grams. This weight moves as a balance to exert a constantly increasing lateral force

against a strand of spaghetti clamped to one end of the scale. A record of the bend is automatically charted on a paper graph recorder, which indicates the deflection that is taking place in the spaghetti owing to the stress which it is undergoing. The record of the break is therefore automatically charted on the graph. The resulting stress (note Figure A) is depicted on the graph paper. This diagram is referred to as a Buhlergraph.

The results of our preliminary investigation, after careful study, enable us to evaluate the quality of the finished spaghetti product by interpreting the data in the form of what we call a resiliency index. The results have been tabulated to show the following factors: the composition of the product, moisture content, diameter, the deflection or bend, distance traveled during bending up to the point of breakage, which is equivalent to force applied, since the weight used is always constant. The last column refers to our arbitrary resiliency index, which is equal to the distance of the deflection or bend, divided by the force applied, or distance traveled  $x$  the square of the diameter —  $RI = \frac{DF \times D^2}{DT}$

It is our opinion that as a result of this study, this new concept, namely, resiliency index, may be an important factor in determining whether or not driers are doing an efficient job, assuming that a good grade of farinaceous ingredient is being used. It is interesting to note that products which were made with a mixture of hard wheat and clear showed a very poor resiliency index, ranging from 1.9 to 13.6. Products manufactured from semolina and wheat germ, or semolina and soya, likewise showed a poor resiliency index namely, 12.8 to the former, and 11.5 for the latter.

**Acknowledgments:**  
I wish to express my thanks to the following: Lolita Balodis, Seymour Kaplan, and Kenneth Kloper, for their technical assistance. I also wish to thank the Buhler Brothers, Inc. for their contribution of the Stress Tester, which enabled us to make the above investigation.

**Footnotes:**  
1. Cereal Chemistry No. 10, page 353-420, 1933.  
2. Food Industries, Volume 19, 1947.

The element of mechanical strength of a macaroni product has always been regarded as an important criterion of its quality. According to Le Clerc, a macaroni product of good quality should be hard, translucent, and elastic. In 1947, Winston and Jacobs<sup>2</sup> ascertained the mechanical strength of spaghetti by determining the resistance to breakage, using an improvised instrument. The average breaking strength in grams was taken as the breaking strength of the product based on 10 different tests.

Our current investigation made use

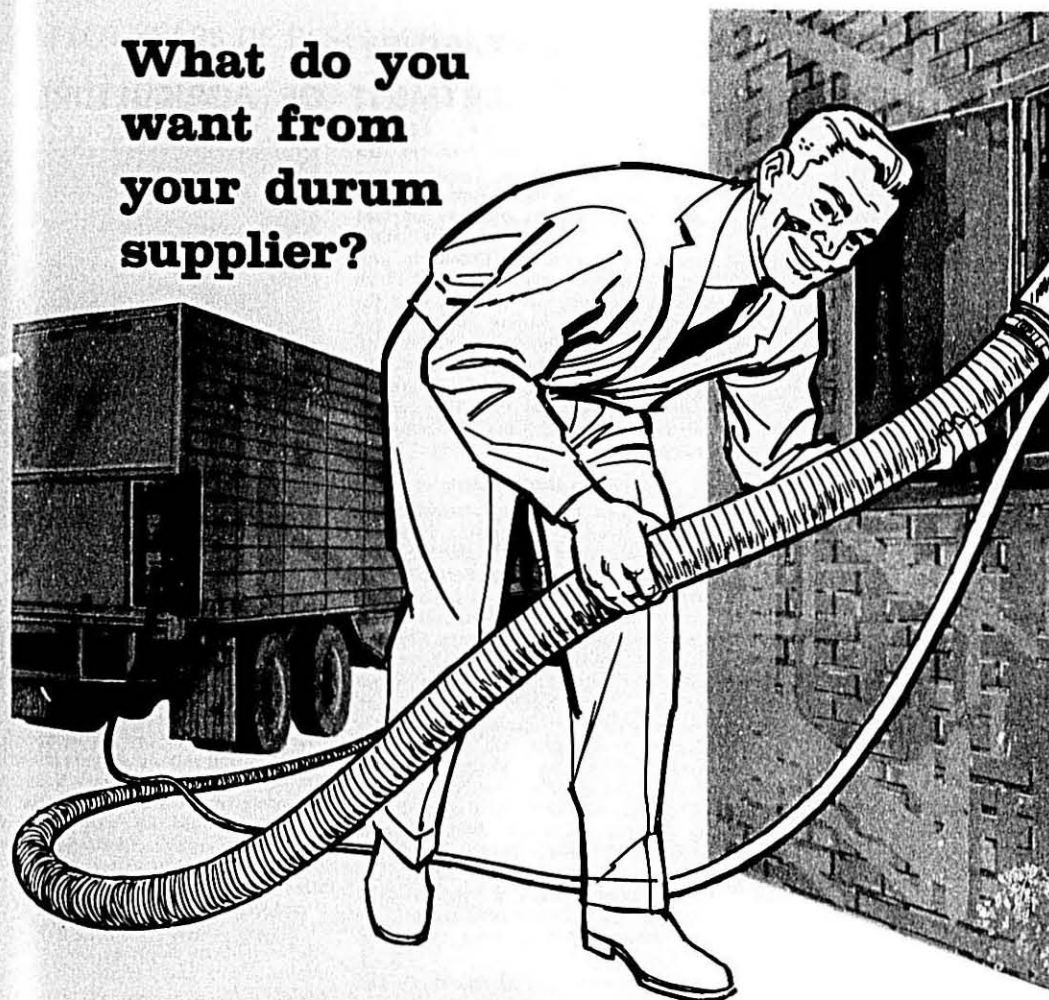
Sample	Composition	% Moisture	D	DF	DT	RI
A	Semolina	10.5	0.065	4.5	10.6	17.9
B	Semolina	10.9	0.068	4.1	12.2	15.6
C	Semolina	11.0	0.064	4.5	10.1	18.3
D	Semolina + Hard Wheat	11.0	0.070	4.0	9.9	19.7
E	Semolina	10.2	0.058	4.4	8.2	18.1
F	Semolina + Farina	11.2	0.065	3.8	9.9	16.3
G	Semolina + Wheat Germ	11.1	0.074	3.9	17.0	12.6
H	Semolina + Soya Flour	10.8	0.069	4.3	17.9	11.5
I	Semolina + Farina	11.3	0.059	4.8	8.3	20.1
J	Semolina	9.7	0.063	5.0	12.8	15.5
K	20% Protein	9.9	0.054	5.8	6.8	17.9
L	Semolina	10.8	0.061	5.8	9.4	23.1
M	Hard and Clear Flours	11.2	0.071	3.6	13.3	13.6
N	Granular	9.9	0.064	3.7	10.8	14.0
O	Granular	10.8	0.074	2.7	11.7	12.6
P	Semolina	11.4	0.071	4.3	13.7	15.8
Q	Semolina	11.8	0.067	4.4	10.4	19.0
R	Hard and Clear Flours	11.6	0.069	3.5	13.4	12.9
S	Semolina	11.5	0.072	3.6	16.8	11.1
T	Semolina	11.5	0.082	2.8	14.8	12.7
				Av.		15.9

D - Diameter  
DF - Deflection or bend  
DT - Distance traveled or force applied  
RI - Resiliency Index.

A study of the above data, consisting of 20 different products, shows the following:

RI Above 20 is excellent - e.g. I L = 10% of total  
RI 18 through 20 is good - e.g. C D E Q = 20% of total  
RI 13 through 17 is fair - e.g. A B F J K M N P = 40% of total  
RI Below 13 is poor - e.g. G H O R S T = 30% of total

## What do you want from your durum supplier?



### If it's SERVICE, you get it with a smile from International!



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Baldwinsville, New York

The convenient locations of International mills at Baldwinsville and St. Paul mean fast, efficient service... in bag or in bulk... via railcar or truck... "piggy-back" or "fishy-back," too.

So, for dependable delivery of top-quality durum products, see your representative from...

## International

MILLING COMPANY  
DURUM DIVISION

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

## DURUM WHEAT STUDY BY THE UNITED STATES DEPARTMENT OF AGRICULTURE



C. C. Fifield

Samples of the standard varieties and new strains of durum wheat grown in cooperative experiments in the durum wheat region of the United States are milled and evaluated each year by the U. S. Department of Agriculture in the hard red spring and durum quality laboratory at Beltsville, Maryland. The semolina is processed into macaroni products to determine quality characteristics.

This is a digest of a report of cooperative investigations of the 1958 durum wheat crop through milling and macaroni experiments written by C. C. Fifield and A. J. Pinckney, Chemists, Crops Research Division, Agricultural Research Service; T. F. Hartsing, C. Marcus, G. M. Gurney, and R. E. Renn, Technologists, Grain Division, Agricultural Marketing Service. Their objective was to conduct complete testing jobs on the new durums being developed, as well as approved varieties included as standards and to determine their suitability for macaroni products. Samples for testing were received from nineteen locations in Minnesota, North Dakota, South Dakota, Montana, and Oregon. Performance of the 1958 crop is the basis for the remarks which follow. Several years of testing are required for final conclusions.

### Minnesota Samples

Three varieties and three selections were grown in plots at Crookston, Minnesota. There was little variation in many of the quality characteristics of the samples, making it rather difficult to rank the semolinas. The best macaroni, considering the data as a whole, was produced from the variety Langdon. The carotenoid content was

not particularly high; however the macaroni made from Langdon was bright yellow in color. Ramsey, Wells and the unnamed selection Ld. 393 were next best and made pale yellow macaroni. Lakota, from Crookston, produced dull yellow macaroni but much better macaroni was obtained with the samples of this variety grown at the North Dakota stations. Mindum produced macaroni with poor color. The protein contents of all the Crookston samples were lower than that considered acceptable for the production of commercial macaroni products.

### From North Dakota

Variations in quality characteristics of the varieties and strains grown at four stations in North Dakota were noted. The samples from Fargo, for the most part, were lowest in protein content and produced the poorest macaroni color of the wheats from the four stations. Best macaroni in color was from the Edgeley station with the exception of the varieties Mindum and Yuma. Macaroni made from wheats grown at Langdon and Minot were scored, in general, slightly lower than those from Edgeley. Averages of the computed color indexes showed Langdon, Sentry, Ramsey, Wells, Lakota and Ld. 393 made macaroni with the best color. Langdon was best of the varieties and Wells perhaps a little better than Lakota in this respect. Ld. 393 gave an average close to that of Ramsey.

Sentry, from two of the North Dakota stations, similar to past years' performances, made clear deep yellow or bright yellow macaroni, but produced pale yellow or dull yellow white macaroni with samples grown at Fargo and Langdon. Mindum, the long-time standard of quality, produced satisfactory macaroni when grown at Minot but was of poor quality when grown at Edgeley, Langdon, and Fargo. Yuma appears to be of questionable macaroni quality at all four stations. It produced macaroni with a dull reddish cast, an undesirable characteristic. Sentry and Yuma averaged highest in protein content of the samples tested. Wells and Lakota were highest in carotenoid content and Mindum lowest.

Mixogram patterns or curves have been made on the semolina from the varieties and selections grown in plots at Crookston, Minnesota and Fargo, Langdon, Edgeley, and Minot, North Dakota. Mixogram patterns for only the Edgeley, North Dakota varieties and strains are shown which are gen-



A. J. Pinckney

erally representative of the type of curve obtained from the other four stations.

### Mixogram Curves

The mixograph instrument records some of the changes occurring in a dough during mixing. The characteristics of the mixograms vary according to variety, in general, but may be affected somewhat by various factors such as geographic location, climatic conditions, etc. The curves show that Mindum, Yuma, and Lakota have slightly longer mixing or development times and longer or stronger mixing tolerances than the other varieties and strains. Yuma and Lakota are perhaps slightly stronger than Mindum. The average dough development time for Yuma and Lakota were 2.88 and 2.80 mins. respectively, with an average of 2.56 for Mindum.

Sentry, Wells, and Ld. 393 curves show a normal or average time to the mixing peak but a short mixing tolerance, an undesirable characteristic indicative of poor stability or weakness in the gluten quality. Langdon and Ramsey appear to be very similar, for the most part, with average or better development times and average mixing tolerances. Ramsey appeared to be the stronger of the two varieties by a slight degree when grown at Fargo, Langdon, and Crookston stations with an average mixing tolerance of 1.75 minutes compared to 1.35 minutes for the variety Langdon.

The curves for Yuma grown at the various stations indicate characteristically strong gluten properties, and were similar to 1957's.

Continued on Page 28

THE MACARONI JOURNAL

AFTER YEARS OF RESEARCH, EXPERIMENTATION AND ENGINEERING,

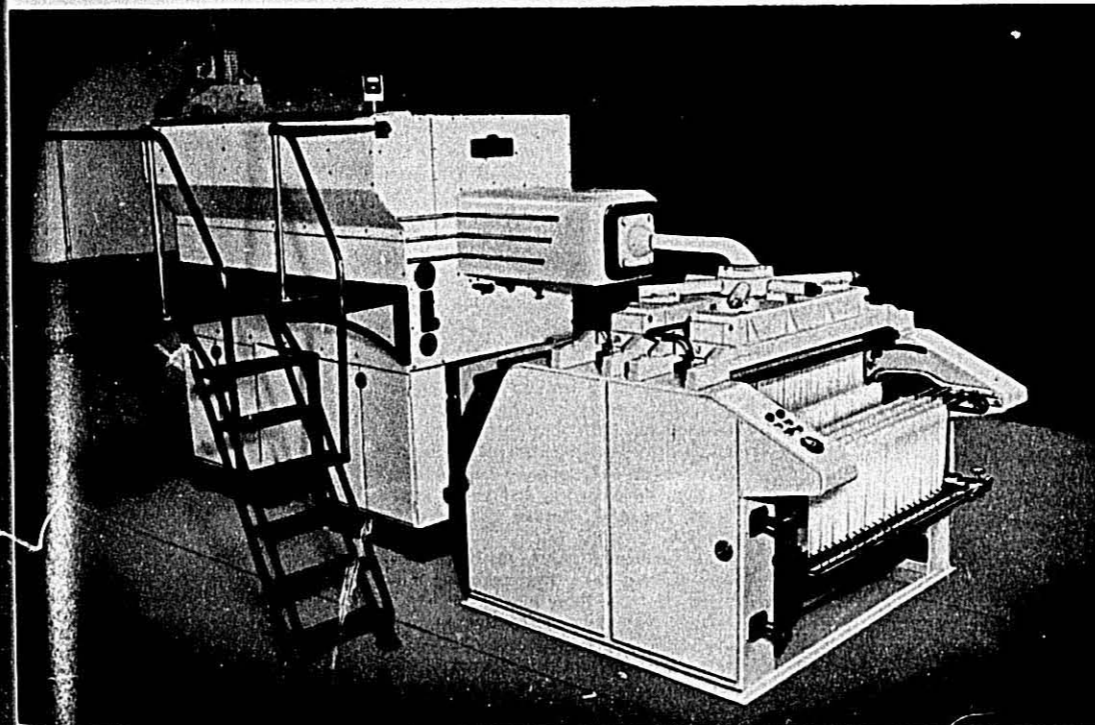
## Clermont HAS ADDED THE MISSING LINK

TO ITS DISTINGUISHED CHAIN OF COMPLETELY  
AUTOMATED MACARONI PRODUCING EQUIPMENT . . .



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.



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JUNE 1960

VISIT OUR NEW ENGINEERING & ADMINISTRATION OFFICES.

**Ellis D. English, New President of Millers' National Federation**



The election of Ellis D. English, president of Commander Larabee Milling Company, as the 34th president of the Millers' National Federation, took place in May.

Mr. English has served for some years as a director and executive committee member of the Federation, as well as upon three of its important committees—durum, bakery, and finance.

As head of the Federation, he will be the first president who started his business career as a flour salesman on the road and the first president who is an agricultural college graduate. He has been the recipient of many awards and honors in his long career in the milling industry. Last summer his alma mater, Arkansas A. & M. College, presented him with an honorary doctor's degree, the first such award of the institution.

As the president for more than a decade of one of the industry's large companies and a recognized industry leader for many years, Ellis English takes over the leadership of the Millers' National Federation well qualified to guide in any undertaking that seems to be required by conditions and circumstances.

**Egg Consultant**

The appointment of W. F. Leimert as a special consultant to Seymour Foods, Inc., was announced by Harry A. Perry, II, President of the Topeka, Kansas, firm.

Mr. Leimert recently retired after four years as treasurer and 22 years as president of the Tranin Egg Products Company of Kansas City. He will serve Seymour Foods as an account executive and consultant on market and cost analysis.

"We are very fortunate to secure the services of a man of Mr. Leimert's experience in a consultant capacity," Mr. Perry stated.

Mr. Leimert served 14 years as a director of the Institute of American Poultry Industries. He served on the Executive Committee ten of these years and was Chairman of the Board in 1957-58. He is a past president of the National Egg Products Association and was a Director of the Poultry & Egg National Board. During World War II, he was a consultant to the War Food Administrator and a member of the Industry Advisory Committee.

**New Dobeckmun President**

Thomas F. Dolan, founder of the Dobeckmun Company, A Division of The Dow Chemical Company, has asked to be relieved of the responsibilities as president which he has held for 33 years.

He will be succeeded by John G. Staudt, executive vice president of the Dowell Division of The Dow Chemical Company.

Mr. Dolan, 69, will continue to serve actively as chairman of the Dobeckmun executive committee.

The announcement was made by Dr. Leland I. Doan, president of The Dow Chemical Company, who said the changes would take place in mid-April.

He pointed out that the Dobeckmun activities will continue to be coordinated with those of the Dow Plastics Department and that the existing organization and policies in effect under Mr. Dolan's leadership also will remain in force.

Dobeckmun, a converter of flexible packaging materials, merged with Dow in August, 1957. The company was founded by Mr. Dolan in 1927 when he invested in a cellophane bag making machine developed by two young engineers, Logan A. Becker and John E. Munson.

The company name, Do-Beck-Mun, was evolved from the combined surnames of those three men.

Since then the company has become one of the leaders in the flexible packaging industry and produces materials for virtually every type of consumer product as well as a wide range of industrial products.

Mr. Staudt, 50, born and raised in Aurora, Illinois, was educated at the University of Michigan and joined Dow in 1932 as a field sales engineer in West Texas, New Mexico, and Oklahoma.

He progressed through the ranks of the Dow organization, becoming a research engineer for Dowell, Inc., then a Dow subsidiary, in 1934. Mr. Staudt

was promoted to assistant general manager in 1935 and was named general manager in 1942. Three years later he became vice president and general manager.

In 1948, Mr. Staudt was named executive vice president and elected a member of the board of directors of Dowell.

**Promotion**

W. C. Bill Dougan has been promoted to New York regional sales manager of the Dobeckmun Company, a division of the Dow Chemical Company.

Mr. Dougan has been New York district sales manager for the past two years and headed Dobeckmun's Pittsburgh district from 1954 to 1958. He joined the company in 1949 as a salesman in the Pittsburgh area.

**Wedding Bells**

Elizabeth Margaret Merry and Lt. Roger J. O'Daniel were married Saturday, April 23, in the Church of the Annunciation, Minneapolis, Minnesota.

Elizabeth Merry is the daughter of Mr. and Mrs. E. Lee Merry, 5151 Gladstone Avenue South, Minneapolis. Mr. Merry is Durum Sales Manager for General Mills. Lt. O'Daniel is the son of Mr. and Mrs. Joseph E. O'Daniel, Evansville, Indiana.

Miss Merry is a graduate of the Academy of Holy Angels, Minneapolis and St. Mary-of-the-Woods College, Terre Haute, Indiana. Lt. O'Daniel is a graduate of Purdue University, Lafayette, Indiana, and received his Masters Degree at Cornell University, Ithaca, New York. At present he is stationed with the Air Force in Oakland, California, where the couple will reside.



Elizabeth Merry O'Daniel

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

JUNE 1960

19

**FOR YOU  
ADVANCED TECHNOLOGICAL IMPROVEMENTS**

Save Space — Increase Production  
Improve Quality

★ **NEW** POSITIVE SCREW  
FORCE FEEDER

improves quality and increases production of long goods,  
short goods and sheet forming continuous presses.

★ ★ **NEW** 3 STICK 1500 POUND  
LONG GOODS SPREADER

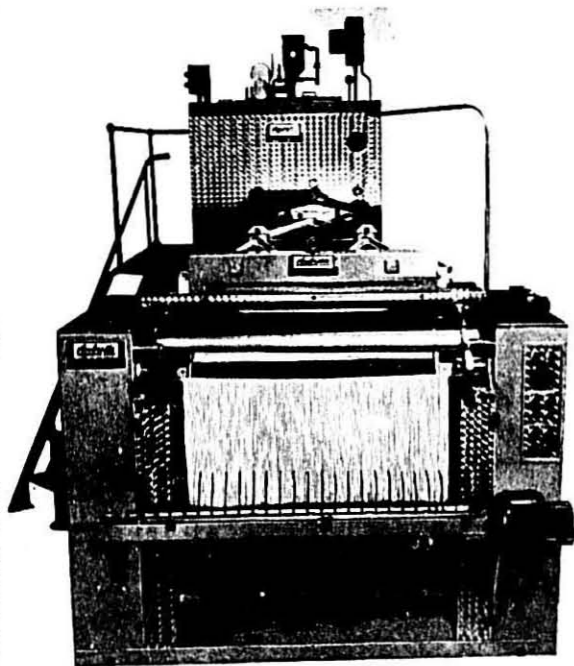
increases production while occupying the same space as  
a 2 stick 1000 pound spreader.

**NEW** 1500 POUND PRESSES  
AND DRYERS LINES

now in operation in a number of macaroni-noodle plants,  
they occupy slightly more space than 1000 pound lines.

These presses and dryers  
are now giving excellent  
results in these plants.

★ Patent Pending  
★★ Patented



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

*Ambrette*  
**MACHINERY CORP.**

156 Sixth Street

Brooklyn 15, New York

**NEW SUPER CONTINUOUS PRESSES**

**SHORT CUT MACARONI PRESSES**

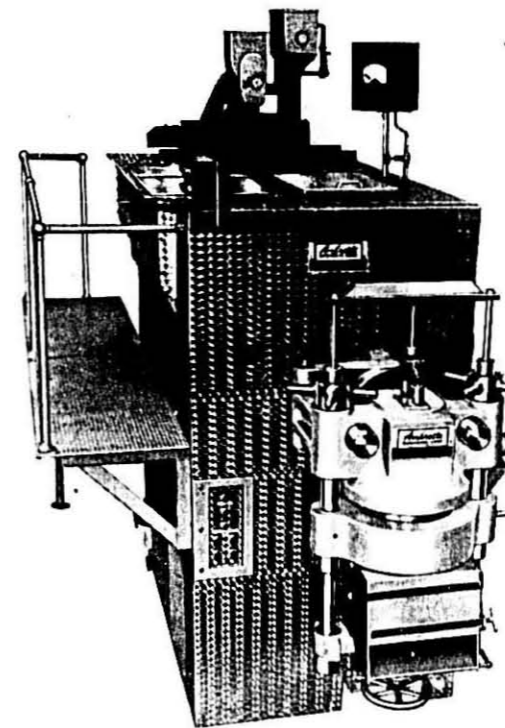
Model BSCP — 1500 pounds capacity per hour  
Model DSCP — 1000 pounds capacity per hour  
Model SACP — 600 pounds capacity per hour  
Model LACP — 300 pounds capacity per hour

**LONG MACARONI SPREADER PRESSES**

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

**COMBINATION PRESSES**

Short Cut — Sheet Former  
Short Cut — Spreader  
Three Way Combination



Model BSCP

- QUALITY** — — A controlled dough as soft as desired to enhance texture and appearance.
- PRODUCTION** — — Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.
- CONTROLS** — — So fine — so positive that presses run indefinitely without adjustments.
- SANITARY** — — Easy to clean and to remove attractive birdseyed stainless steel housing mounted on rugged structural steel frame.

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- of the National Macaroni Manufacturers Association, dedicated to elevating macaroni and noodle products to manufacture to the highest plane of efficiency, effectiveness and public service — indicated with the letter *A*.
- of the National Macaroni Institute, organized to popularize macaroni and noodle products through research and promotion — indicated with the letter *I*.

### Macaroni Manufacturers

- |  |  |
|--|--|
| <i>A-I</i> American Beauty ..... Los Angeles, Calif.           | <i>A-I</i> V. LaRosa & Sons ..... Brooklyn, N. Y.            |
| <i>A-I</i> American Beauty ..... Denver, Colo.                 | <i>A-I</i> V. LaRosa & Sons ..... Danielson, Conn.           |
| <i>A-I</i> American Beauty ..... Kansas City, Kansas           | <i>A-I</i> V. LaRosa & Sons ..... Hatboro, Pa.               |
| <i>A-I</i> American Beauty ..... Wichita, Kansas               | <i>A-I</i> V. LaRosa & Sons, Russo Div. .... Chicago, Ill.   |
| <i>A-I</i> American Beauty, Quality Div. .... St. Paul, Minn.  | <i>A</i> Luso-American Macaroni ..... Fall River, Mass.      |
| <i>A-I</i> American Beauty ..... St. Louis, Mo.                | <i>A-I</i> Megs Macaroni Co. .... Harrisburg, Pa.            |
| <i>A-I</i> American Beauty ..... Salt Lake City, Utah          | <i>A-I</i> D. Merlino & Sons ..... Oakland, Calif.           |
| <i>A</i> American Home Foods ..... Milton, Pa.                 | <i>A</i> Meyer's Egg Noodle Co. .... Glen Dale, L.I., N. Y.  |
| <i>A</i> Angelus Macaroni Co. .... Los Angeles, Calif.         | <i>A-I</i> Minnesota Macaroni Co. .... St. Paul, Minn.       |
| <i>A-I</i> Anthony Macaroni Co. .... Los Angeles, Calif.       | <i>A-I</i> C. F. Mueller Co. .... Jersey City, N. J.         |
| <i>A-I</i> V. Arena & Sons ..... Norristown, Pa.               | <i>A-I</i> National Food Products ..... New Orleans, La.     |
| <i>A</i> Asien Noodle Co. .... Wheeling, Ill.                  | <i>A</i> New Mill Noodle ..... Chicago, Ill.                 |
| <i>A</i> G.R.F. Illi Barilla ..... Parma, Italy                | <i>A</i> Noody Products ..... Toledo, Ohio                   |
| <i>A</i> Bay State Macaroni ..... Everett, Mass.               | <i>I</i> Oakland Macaroni ..... Oakland, Calif.              |
| <i>A</i> B. Birkel Sohne ..... Stuttgart, Germany              | <i>A-I</i> O. B. Macaroni Co. .... Fort Worth, Texas         |
| <i>A</i> W. Boehm Company ..... Pittsburgh, Pa.                | <i>I</i> Paramount Macaroni Mfg. Co. .... Brooklyn, N.Y.     |
| <i>A-I</i> Bravo Macaroni Company ..... Rochester, N. Y.       | <i>A</i> Philadelphia Macaronia, Pa.                         |
| <i>I</i> California Paste ..... San Jose, Calif.               | <i>A</i> Piscitello Macaroni Co. .... Rochester, N. Y.       |
| <i>A-I</i> California-Vulcan Macaroni .. San Francisco, Calif. | <i>A</i> Porter-Scarpelli Macaroni Co. .... Portland, Ore.   |
| <i>A-I</i> Catelli Food Products ..... Montreal, Canada        | <i>A-I</i> Prince Macaroni Mfg. Co. .... Lowell, Mass.       |
| <i>A</i> Charbonneau, Ltd. .... Montreal, Canada               | <i>A-I</i> Prince Macaroni Mfg. Co. .... Brooklyn, N. Y.     |
| <i>A</i> Chicago Macaroni ..... Chicago, Ill.                  | <i>A</i> Prince-Michigan Macaroni Co. .... Detroit, Mich.    |
| <i>A</i> Cicero Macaroni Mfg. Co. .... Cicero, Ill.            | <i>A-I</i> Procino-Rossi Corp. .... Auburn, N. Y.            |
| <i>A</i> Constant Macaroni ..... St. Boniface, Canada          | <i>A-I</i> Ravarino & Freschi, Inc. .... St. Louis, Mo.      |
| <i>A</i> Costa Macaroni Co. .... Los Angeles, Calif.           | <i>A</i> Refined Macaroni Co. .... Brooklyn, N. Y.           |
| <i>A-I</i> The Cremerette Company ..... Minneapolis, Minn.     | <i>A-I</i> Roma Macaroni ..... San Francisco, Calif.         |
| <i>A</i> Creamette Co. of Canada ..... Winnipeg, Canada        | <i>A-I</i> Ronco Foods ..... Memphis, Tenn.                  |
| <i>A</i> Crescent Macaroni ..... Davenport, Iowa               | <i>A-I</i> Ronzoni Macaroni ..... Long Island City, N. Y.    |
| <i>A-I</i> Cumberland Macaroni Mfg. Co. . Cumberland, Md.      | <i>A</i> Peter Rossi & Sons ..... Braidwood, Ill.            |
| <i>A-I</i> Delmonico Foods, Inc. .... Louisville, Ky.          | <i>A-I</i> San Diego Macaroni Co. .... San Diego, Calif.     |
| <i>A</i> Delmonico Foods of Florida ..... Tampa, Fla.          | <i>A-I</i> San Giorgio Macaroni, Inc. .... Lebanon, Pa.      |
| <i>A-I</i> DeMartini Macaroni ..... Brooklyn, N. Y.            | <i>I</i> St. Louis Macaroni Co. .... St. Louis, Mo.          |
| <i>A</i> Drei Glocken ..... Weinheim, Germany                  | <i>A-I</i> Schmidt Noodle Co. .... Detroit, Mich.            |
| <i>A-I</i> Dutch Maid Food ..... Allentown, Pa.                | <i>A-I</i> Shreveport Macaroni Mfg. Co. .... Shreveport, La. |
| <i>A-I</i> Eichler Noodle Co. .... Floral Park, N. Y.          | <i>A-I</i> Skinner Mfg. Co. .... Omaha, Nebr.                |
| <i>A-I</i> Florence Macaroni Mfg. Co. ... Los Angeles, Calif.  | <i>A</i> Snyder's Bakery, Inc. .... Hanover, Pa.             |
| <i>A-I</i> Fresno Macaroni Co. .... Fresno, Calif.             | <i>A-I</i> Superior Macaroni Co. .... Los Angeles, Calif.    |
| <i>A</i> Gioia Macaroni Co. .... Buffalo, N. Y.                | <i>I</i> Taormina Brothers ..... New Orleans, La.            |
| <i>A-I</i> Golden Grain ..... San Leandro, Calif.              | <i>A</i> Tharinger Div., V. LaRosa .... Milwaukee, Wis.      |
| <i>A-I</i> Golden Grain ..... Seattle, Wash.                   | <i>A-I</i> U. S. Macaroni Mfg. Co. .... Spokane, Wash.       |
| <i>A-I</i> Gooch Food Products ..... Lincoln, Nebr.            | <i>A</i> Weber Food Products ..... Bell, Calif.              |
| <i>A-I</i> A. Goodman & Sons ..... Long Island City, N. Y.     | <i>A-I</i> Weiss Noodle Co. .... Cleveland, Ohio             |
| <i>A-I</i> I. J. Grass Noodle Co. .... Chicago, Ill.           | <i>A-I</i> West Coast Macaroni Co. .... Oakland, Calif.      |
| <i>A-I</i> Horowitz & Margareten .. Long Island City, N. Y.    | <i>A-I</i> Western Globe Products ..... Los Angeles, Calif.  |
| <i>A-I</i> Ideal Macaroni Co. .... Bedford Heights, Ohio       | <i>A-I</i> A. Zerega's Sons ..... Fairlawn, N. J.            |
| <i>A</i> Inn Maid Products, Inc. .... Millersburg, Ohio        |  |
| <i>A-I</i> Kientzel Noodle Co. .... St. Louis, Mo.             |  |
| <i>A-I</i> La Premiata Macaroni ..... Connellsville, Pa.       |  |

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- |  |   |
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| <i>A-I</i> Amber Milling Div. GTA ..... St. Paul, Minn.  | <i>A-I</i> International Milling Co. .... Minneapolis, Minn.  |
| <i>A</i> Ambrette Machinery ..... Brooklyn, N. Y.        | <i>A-I</i> King Midas Flour ..... Minneapolis, Minn.          |
| <i>A</i> Ballas Egg Products ..... Zanesville, Ohio      | <i>A</i> Lawry's Foods, Inc. .... Los Angeles, Calif.         |
| <i>A</i> Braibanti Company ..... New York, N. Y.         | <i>A</i> D. Maldari & Sons ..... Brooklyn, N. Y.              |
| <i>A</i> Buhler Brothers ..... Englewood, N. J.          | <i>A</i> Merck & Co. .... Rahway, N. J.                       |
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| <i>A</i> Clermont Machine Corp. .... Brooklyn, N. Y.     | <i>A-I</i> North Dakota Mill ..... Grand Forks, N. D.         |
| <i>A-I</i> Commander-Larabee ..... Minneapolis, Minn.    | <i>A</i> Wm. H. Oldach ..... Philadelphia, Pa.                |
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| <i>A</i> Faust Carton Corp. .... Brooklyn, N. Y.         | <i>A</i> Vitamins, Inc. .... Chicago, Ill.                    |
| <i>A-I</i> General Mills, Inc. .... Minneapolis, Minn.   | <i>A</i> Wallace & Tiernan ..... Belleville, N. J.            |
| <i>A</i> Hoffmann-LaRoche ..... Nutley, N. J.            | <i>A</i> The Woodman Company ..... Decatur, Ga.               |
| <i>A</i> Hoskins Co. .... Libertyville, Ill.             |   |

## Sterwin ENRICHED Macaroni MEANS MORE...



**PROFITS FOR YOU!**

GET CONSISTENTLY UNIFORM ENRICHMENT WITH

**B-E-T-S**

(The original food enrichment tablet) FOR THE BATCH METHOD

**VENIRAM**

(Brand of food-enrichment mixture) FOR CONTINUOUS PRESS

Both enrich macaroni products to conform with federal standards of identity

THE RETAILER knows that enriched macaroni products have more sales appeal—move faster—give him the turnover he wants.

That's because more and more housewives today insist on foods that are enriched, knowing that they offer the best dollar value for they contain the most nutrition value.

All this adds up to increased sales, more profits for you when you enrich your macaroni products. And the profits grow even larger when you use Sterwin's modern enrichment methods. For enrichment by Sterwin is more economical... assures you of maximum accuracy at minimum cost.

**Sterwin Chemicals**

Subsidiary of Sterling Drug Inc.  
1490 BROADWAY, NEW YORK 18, N. Y.

SPECIALISTS IN MACARONI PRODUCTS ENRICHMENT

### Louise Williams

Services for Mrs. Louise Williams, 76, who passed away April 19 were held at her Minneapolis residence and at the Basilica of St. Mary with burial at St. Mary's Cemetery. She was the widow of James T. Williams, founder of the Creamette Company.

Mrs. Williams was born at Benedicta, Maine. She was a member of the Basilica for seventy years and a member of Cenacle Retreat, The League of Catholic Women and Thursday Musical.

Survivors include her sons, Jamer T. Jr., Robert H. and Lawrence D. all of Minneapolis; George J. of Toronto, Canada; a daughter, Mrs. John H. Linstrath, Minneapolis; two brothers, Lawrence J. Hickey, Minneapolis and David J. Hickey, Cleveland, Ohio; a sister, Mrs. Frank J. Williams, Minneapolis; and twenty-seven grandchildren.



Louis Roncace

### Louis Roncace

Louis Roncace of 1159 Morris Road, Wynnewood, Pennsylvania, president of Philadelphia Macaroni Co., Inc., 11th and Catherine Streets, Philadelphia, died Monday April 5, at Bryn Mawr Hospital, Bryn Mawr. He was 76.

Mr. Roncace was a pioneer in the macaroni business in this country and was active for the last fifty years. His product was distributed throughout the East.

Educated in Europe, he was an active member of the Philadelphia Rotary Club, Men of Malvern, Knights of Columbus, a former president of the Marchisan Society in Norristown and numerous fraternal organizations. In 1955, the President of the Republic of Italy awarded him the Star of Italian Solidarity as special recognition of his contribution to the reconstruction of Italy after World War II.

Surviving are his wife, Mary, the former Mary Rancitelli, a native of Philadelphia; a daughter, Mrs. Joseph J. Linsalata, also of Wynnewood; five grandchildren; three brothers, Armando, Raymond and Peter; and two sisters, Mrs. Amelia Di Santis and Santina Luzi, who both reside in Italy.

### New Officers at Philadelphia

With the death of Louis Roncace, his widow has been elected president of the Philadelphia Macaroni Company.

Louis P. Roncace has been elected vice president and secretary. He was Mr. Roncace's grandson and the only child of his deceased son, Felix, who died in Paris in 1954. He is a graduate of La Salle College where he majored in industrial management. He spent two years in service in the

### Philip La Bella

Philip T. La Bella, CPA, Comptroller of V. La Rosa & Sons, Inc., for the past nineteen years, died May 7 in St. Catherine's Hospital, Brooklyn. He had suffered a stroke a week earlier.

Mr. La Bella received his Bachelor of Science in accounting from New York University in 1933 and became a certified public accountant in 1937. The same year he joined the accounting firm of Frank G. Tusa & Co. as a partner. He started his duties at La Rosa in 1941.

Beyond coordinating the accounting at the company's five plants and numerous sales offices, Mr. La Bella lent his talents as an amateur gourmet to the La Rosa Food Research and Development Center. The exactness which he practiced as an accountant was a part of his talent for food; his suggestions caused the company to develop and feature a number of macaroni shapes which are popular throughout the world today.

In addition to his official position with the company, he served as personal accountant and confidant to all members of the La Rosa family. In tribute to his memory the American Flag was flown at half mast from all company buildings for the entire week, and, all machinery was stopped for a minute of silence at 10:00 a.m. Wednesday, May 11.

Mr. La Bella was a member of the New York State Society of Certified Public Accountants, a member and past president of the Hunting & Fishing Club of Beaverbrook as well as numerous professional, civic, social and fraternal organizations.

He is survived by his wife, Anne, his mother and two brothers, Charles T. and Frank La Bella.

### Future Stress on Dietetics

Dietary considerations will probably outweigh price comparisons and the "convenience concept" in the promotion and merchandising of tomorrow's food products, according to L. L. C. Roll, president of Kellogg Co., Battle Creek, Mich.

Mr. Roll said that while the convenience concept is "very important," the need for better nutrition "will prove to be of more consequence."

"It will influence more people to buy better foods faster than any convenience will. In the future, practically all prepared foods will be improved. Dietary considerations will even outweigh price comparisons in some instances because homemakers will have more money to spend on food. What's more, they will be willing to pay for the quality of food they want," he said.

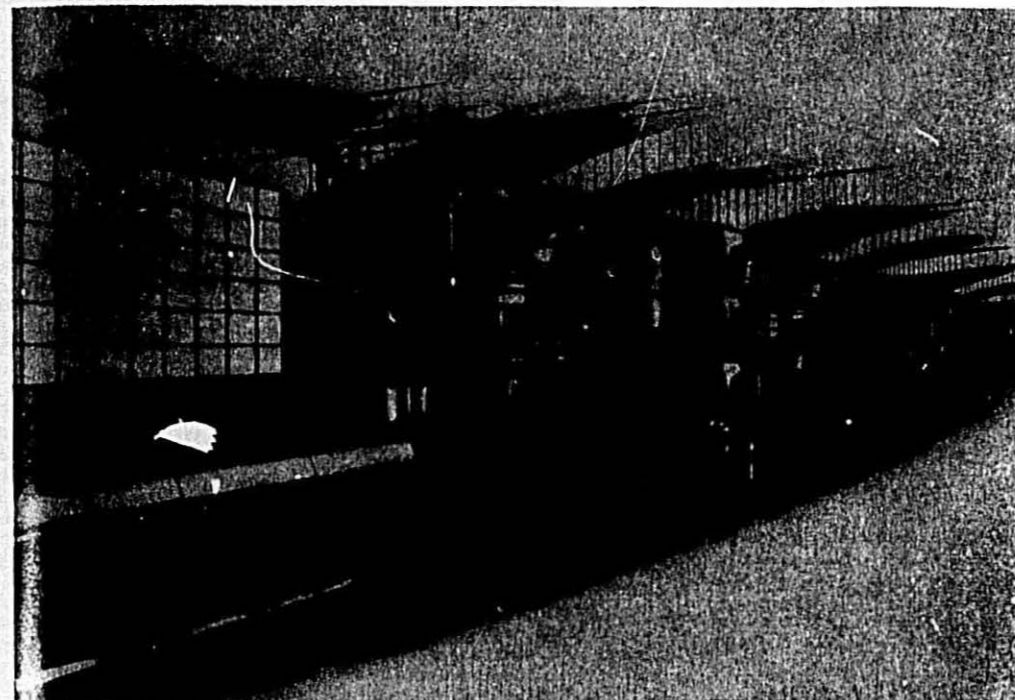


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## Durum Wheat Study

Continued from Page 16

### Gluten Washing Experiments

In results of the gluten washing experiments the gluten properties of Yuma appear to be medium strong, but slightly short. Yuma is perhaps one of the strongest varieties in gluten properties and was strong, elastic, and firm in past years' tests. Lakota in this year's test was similar to Yuma. A number of the durums, however, had better gluten properties than Mindum. Langdon was firm, medium elastic, while Mindum was firm but slightly short. These four are perhaps the best of this year's durums in gluten properties. Ramsey was found firm, elastic, but slightly sticky. Sentry, in this year's gluten tests and those made last year, is different from most of the other named varieties. The gluten from Sentry generally disintegrated in the washing process and was soft, slimy, very sticky, and non-elastic. The two strains from the Sentry x (Ld. 379 - Ld. 357) cross (Wells and Ld. 393) were somewhat similar to Sentry in gluten properties.

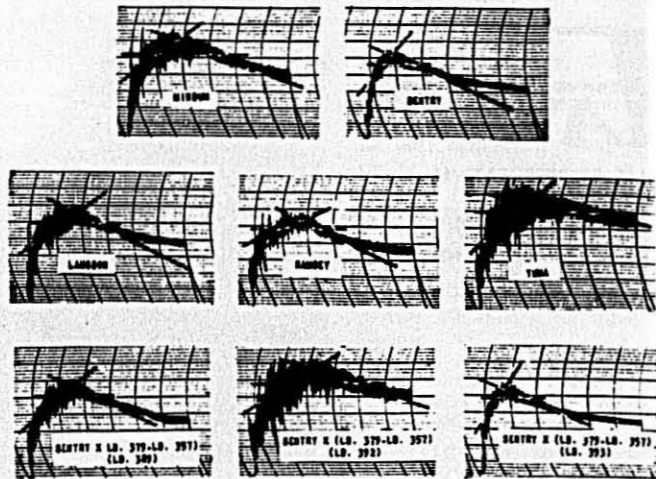
The undesirable characteristics, however, were not so pronounced as those found in Sentry. Lakota appears to be the best of the three selections in gluten properties.

### Macaroni Cooking Tests

Some variations, though they were not large, among the varieties were found in the cooked weights of the macaroni. These differences appear to be relatively significant as pointed out by R. H. Harris and L. D. Sibbitt in "The macaroni cooking quality of North Dakota durum wheat", *Macaroni Journal*, December, 1958. High cooked weight is desirable since it indicates generally high moisture absorption and that little disintegration and loss of the starch occurred during cooking. Langdon had the highest cooked weight and percentage weight gain of the samples tested. Ramsey, Lakota, Ld. 393, Sentry, and Mindum were slightly lower but very similar in cooked weight and percentage gain. Wells and Yuma were lowest of the samples in this quality factor.

The residue left in the cooking water did not vary greatly among the samples. Yuma had the lowest percentage residue and was one of the stronger or "tougher" varieties in gluten properties. Wells and Ld. 393 were highest in residue left in the cooking water with the other samples lower and intermediate in this factor.

Firmness or tenderness of the macaroni made from the different varieties



Mixogram curves of the uniform durum varieties and strains grown in plots at Edgley, North Dakota — 1958 crop. Ld. 393 has recently been named Wells and Ld. 392 Lakota.

and strains is one of the more important tests made with cooked macaroni. Higher firmness values indicate "tougher" macaroni. No limits of acceptability have been established, since the requirements may be different for home or restaurant use than for the manufacturer making a canned macaroni or spaghetti product.

Yuma would be judged as somewhat tough by present standards, with Lakota next and only slightly more "tender". Both of these wheats had relatively strong gluten properties.

The cooked macaroni from Wells was not quite as firm as that from Lakota. Sentry, Langdon, Ramsey, and Ld. 393 were next best and similar according to the firmness values. The macaroni from these four was not as firm in comparison with Lakota. It is of interest that both Sentry and Ld. 393, which have weak, sticky and soft gluten properties, had such relatively good firmness values in the cooking tests. Mindum produced the tenderest cooked macaroni as shown by the lowest firmness values.

In general, the firmness of the macaroni seems to increase as the semolina protein content increases, with the exception of the variety Yuma and Lakota, which perhaps have a "toughness" related to their inherent types of gluten.

### Of Current Interest

Each year many new wheats are tested along with the leading commercial varieties for chemical composition, milling, and macaroni quality.

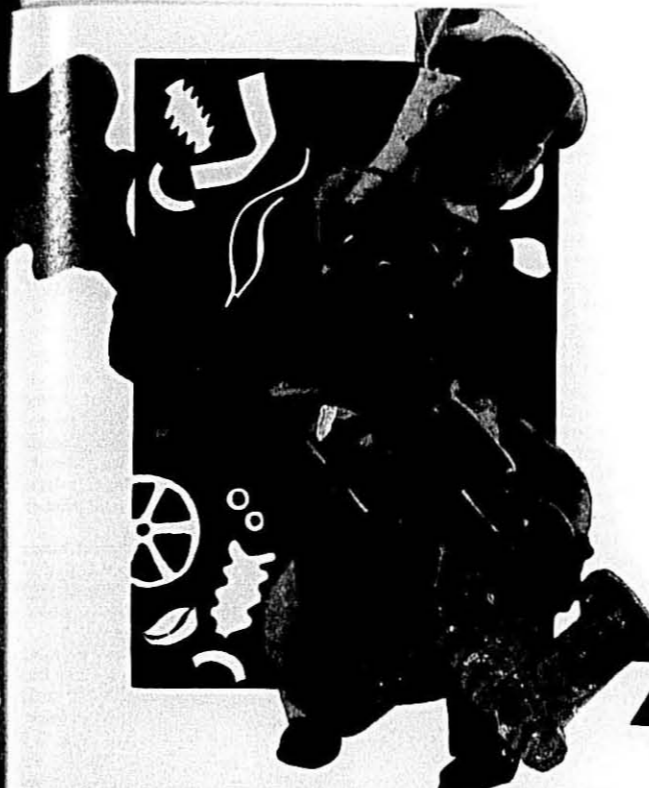
Wells, Lakota, and Ld. 393 from the same Sentry x Ld. 379-Ld. 357 cross

were different from each other in some respects, but considering the data as a whole all were generally better than Mindum. Lakota appears to be the best of the three for most of the characteristics tested. It was lower in test weight per bushel (1.9 to 2.7 pounds) but had stronger gluten properties than the varieties with which it was compared. It was about the same as Wells and Mindum but moderately lower than Sentry in protein content of semolina. The carotenoid content was high, the percentage of yellow color in the macaroni and the computed color index about the same as that of Sentry. At three of the five stations it produced clear or bright yellow macaroni, with the two other station wheats making a dull yellow product. Lakota yielded the highest firmness value in the macaroni cooking tests, indicating the "toughest" macaroni of the three strains. It was firmer also in this respect than Mindum or Sentry.

Wells was very similar to Lakota except for a few of the quality characteristics for which it was tested. Wells was higher in test weight per bushel than Lakota and about the same as Mindum and Sentry in this respect. It was low in protein content of semolina. The gluten properties of Wells were slightly weak and sticky and poorer than Mindum. The color of the macaroni was satisfactory but varied some at the different stations. It produced a macaroni product ranging from very pale yellow to clear bright yellow. The cooked macaroni from Wells was satisfactory but not quite as

Continued on Page 20

THE MACARONI JOURNAL



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## Durum Wheat Study

Continued from Page 28

firm as the macaroni from Lakota as shown by the lower firmness value.

Ld. 393 was similar to Mindum in test weight per bushel and protein content, but higher in carotenoid content and better in color. It produced on the average, macaroni that was pale yellow in color and was lowest of the three strains in this respect. The gluten properties were soft, weak, and sticky, and the cooking properties of the macaroni not as firm as for Wells and Lakota. It appears to be very similar to Sentry except for color of macaroni and protein content.

## Durum in Canada

The Canadian durum wheat acreage is heading for another decline in 1960, according to C. L. Sibbald, director of the Catelli Durum Institute. This grain crop, which is used almost exclusively for the making of macaroni products, has had its ups and downs during the past decade. The fungus disease stem rust gave durum wheat in Manitoba and eastern Saskatchewan a bad time of it in the early 1950's. Farmers there were forced to abandon the crop. With prices rising because of the short supply at that time, Alberta and western Saskatchewan farmers, went into durum production in a big way. By 1958, thanks to their efforts, and to the fact that other wheat was still in surplus, the pendulum had begun to swing the other way.

Thus it is that in the last few years durum wheat has lost its special quota delivery privileges, and is binned on farms and in elevators throughout western Canada alongside hard red spring. In short, durum production has now outstripped demand, and some 50,000,000 bushels are at this time available for sale. Normal use of Canadian durum at home and abroad is roughly 20,000,000 bushels each year. Marketing of Canadian durum has speeded up this crop year due to larger sales in Europe. However, this extra volume does not as yet appear large enough to eliminate the large backlog of Canadian durum now in storage.

The Dominion Bureau of Statistics has forecast a decline of 10% in durum to be seeded, as compared with 1959 figures. The D.B.S. report felt the farmers' pulse at March 1st.

Catelli Durum Institute in their survey of 1960 planting intentions as of April 10 found the decrease in acreage will probably be somewhat more severe than that reported by D.B.S. Farmers in Manitoba (historically the home province for durum) are definitely not interested in the crop this year,

despite the fact that the new variety Ramsey has good resistance to the prevalent races of rust. Manitoba farmers feel they can get better yields from the hard red spring variety Selkirk, which offsets any advantage they may receive because of durum's higher selling price. Then too, spring is not coming too fast to Manitoba, and durum must be sown early if it is to mature in good time.

Apparently the 1960 durum crop will be small. Acreage should decrease at least 15% from a year ago, or an approximate figure of 865,640 acres estimated for the Canadian prairies. Due to heavier seeding of Pellissier in Saskatchewan, the decline will be more than 15% in production of those varieties eligible for No. 1 C. W. Amber durum, such as Stewart, Mindum, and Ramsey. If rapid drying of the soil takes place because of high temperatures and high winds in the latter part of April and early May, slightly more durum may be seeded as a substitute for smaller seeded crops such as flax.



## Off to Alaska

A. Irving Grass, Chicago noodle manufacturer (left) says goodbye to world traveler John H. Bremer, soon to leave for Alaska where he will make a 2,100 mile trip down the Yukon River on his houseboat, the Insulaire.

The 34-foot houseboat has been anchored in the Chicago River. It will be hauled to Whitehorse, Alaska, where Bremer will start the first lap of his trip June 1, by the Herda-Alaska Truck Lines.

In addition to embarking on the adventure - this will be the first time anyone has attempted to navigate down the Yukon River to the Bering Sea on a houseboat - Bremer will test various products for Chicago area manufacturers.

The Grass company is providing a three-months supply of Mrs. J. Grass' soups for the trip. The I. J. Grass Noodle Company, 6027 Wentworth Avenue, is one of several firms sponsoring Bremer's Yukon expedition.

Bremer, 32, of Lake Forest, Illinois, has made a career of chalking up "world firsts". He was the first man to cross the Beaufort Sea in an outboard motorboat. He also traveled the entire length of the west coast in an 18-foot craft and made a similar trip from New York to Cuba. Bill Jennings, an outboard motor mechanic, a newsreel photographer, and three magazine writers will accompany Bremer on the trip.

## The Egg Market

Springtime is traditionally a period of heavy egg processing, but spring was a little late this year. Cold weather, a heavy demand for egg products along with a relative scarcity of breaking stock has combined to contribute toward a continuing bullish market on shell eggs.

Current receipts in the Chicago market strengthened from the first of the year to mid-April when they ranged 34 to 35.5 cents a dozen, a dime higher than at the year's start.

Frozen whole eggs have increased about 6 cents per pound in the four month period starting out at 21.5 to 22 cents and rising to 27.5 to 28 cents.

Frozen whites in a range of 8 to 9 cents have not changed much, but strength in this market has surprised many traders and is looked upon as strength for the long pull.

Frozen yolks with 45% solids and number 4 or 5 color were not even quoted in the Wall Street Journal for six weeks beginning in mid-March. When they did become available in limited supply they were a full dime higher than the range at the beginning of the year which was 54 to 57 cents per pound.

Dried yolk solids have risen from a range of \$1.05 to \$1.15 to a mid May figure of \$1.28 to \$1.42.

## Egg Hysteria

Economists at Kansas State University say a long period of low prices has caused too drastic a cut back in layers—the late March estimate that the number of replacement chickens for layers, nearly 40% under last year, indicates that many poultry men are either going completely out of the egg business or greatly cutting down on replacement purchases. As a result, significantly higher prices seem certain this fall.

The government continues to buy eggs to support the market. Through April acquisitions brought to \$9,059,000 the amount of section 32 surplus removal funds spent under the current program for 8,822,325 pounds of dried egg.



## NEW AUTOMATIC CMC WITH SCALES



This latest CMC Carton Filling and Sealing Machine with four net weighing scales handles every type of free-flowing product not suitable for volumetric filling.

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## Prepare for the Future

Continued from Page 12

ucts. They also have combination packages using dry spaghetti and sauces. Kraft Foods Company is now doing a big volume on a "convenience line". One of the products combines a cheese sauce in a package with elbow spaghetti. The other line is a spaghetti sauce with spaghetti. Morton Frozen Foods, The Creamette Company, Stouffer, Buitoni and many others have pre-cooked frozen food dinners which are establishing a market. Golden Grain Macaroni Company of San Leandro, California, has made a novel combination of rice and short cut vermicelli in packages with various kinds of sauces under the general name of "Rice-A-Roni".

Buitoni Company has managed wide-spread acceptance of a special high protein spaghetti despite the fact that the product has a dark, unnatural appearance. This same company is getting wide distribution of a product called "Wagon Wheels" which appeals to the children. American Beauty Macaroni Company is marketing a product containing a dry chili sauce with macaroni in a product called "Chili-Roni".

The above items are examples of what can be done with imagination and courage to stimulate sales of macaroni products. There are other phases of our sales in which new products and techniques could be sold. One we would like to see develop is improved products for sale to restaurants — products that would stand up better under the type of cooking that is normally used. Other items would include special products formulated to withstand the rigors of processing in freezing and canning operations.

Our sights needn't be limited, either, just to macaroni products. These things are our specialties. However, we are really specialists in the fields of mixing, extrusion, drying, handling breakable products in bulk, and efficient, large volume warehousing. Ability in these fields has caused some manufacturers to add such items as beans, candy, rice and other things to their line of products for sale. Given careful consideration, some of these lines can be handled by the same salesmen that sell your macaroni, to give your salesmen and you a greater profit.

Create and Maintain an Image. Your package, your plant, your publicity and your personnel are things that are all seen by people who buy your products. It is vital that the image created by these four things is consistent and puts across the idea of your product at the quality level you want to maintain. It is pretty hard for a

consumer to believe that a wholesome, clean product comes out of a dirty, old factory that has been cited by the Food and Drug Administration. It is also hard for consumers to get a good "image" in their mind of a product when the publicity that they see about the product is cheap, or exaggerated, or misleading.

In building acceptance of a brand and preparing for the future of your company, it is vital to keep the image of your product consistent and good, because outside of having money in the bank, as mentioned in the first item, the establishment of wide spread acceptance for a particular brand image is the best assurance for continued success.

## Macaroni Companies Merge

Giola Macaroni Company of Buffalo has announced their merger with the Piscitello Macaroni Company, Inc., of Rochester, New York. Horace A. Giola, president of Giola Macaroni Company, stated that this expansion move comes on the 50th Anniversary of the founding of Giola Macaroni Co., Inc. He further announced that the established products of each firm will continue to be manufactured and distributed under the same brand names as in the past.

Piscitello manufactures macaroni products at 35 Bay Street in Rochester. It produces all the popular styles of macaroni products. Distribution is confined to Rochester and upper New York State. Piscitello, a family-owned business, was founded in 1919 by Joseph Piscitello and employs 23-30 people.

The Giola Macaroni Co. is a family enterprise, dating back to September 10, 1910 when Horace's father, Antonio Giola, founded A. Giola & Brothers in Fredonia, New York. In 1913 a branch plant was opened in Rochester and all Giola operations were consolidated there in 1919. The move to the present plant in Buffalo was made in 1949 through the acquisition of Dante Food Products Co., Inc. The Giola plant today turns out an average of 100,000 pounds of macaroni products daily. As a part of the present plant expansion program, a bulk flour handling system was installed in 1959 capable of unloading two 100,000 pound railroad cars of incoming ingredients in one eight hour work shift. Employment at Giola numbers about 150 people. A fleet of twelve trucks including four tractor trailers keeps the many Giola customers supplied with the Giola line.

In May of 1957 Giola purchased Monaco Foods Inc., Odessa, Delaware, which now operates as Giola Specialty

Foods, Inc., Division of Giola Macaroni Co., Inc. This cannery operator produces Giola spaghetti sauces, a complete line of soups and various specialty products such as brown gravy, ravioli, spanish rice, macaroni creole, antipasto, etc. The Odessa plant, with modern automated equipment, occupies 36,000 square feet and is under constant government inspection. Distribution is made under Giola and certain private labels throughout the Eastern seaboard.

Giola manufactures over 80 different spaghetti, macaroni and noodle products in its plant at 1700 Elmwood Ave., Buffalo, and ships to chain and independent stores throughout New York State, Pennsylvania, Delaware and Ohio.

In commenting on this purchase, Horace Giola announced that Daniel C. Piscitello, president of Piscitello Macaroni Co., will become vice president and director of Giola Macaroni Co., Inc.

Mr. Giola also announced the appointment of Samuel H. Giola to the Giola Board of Directors. Sam Giola, brother of the founder, Antonio Giola, has been active in business since 1913 and is familiar with every phase of the Giola operation. "His wide experience will be invaluable in our expansion plans now under way and in the future," commented Horace Giola.

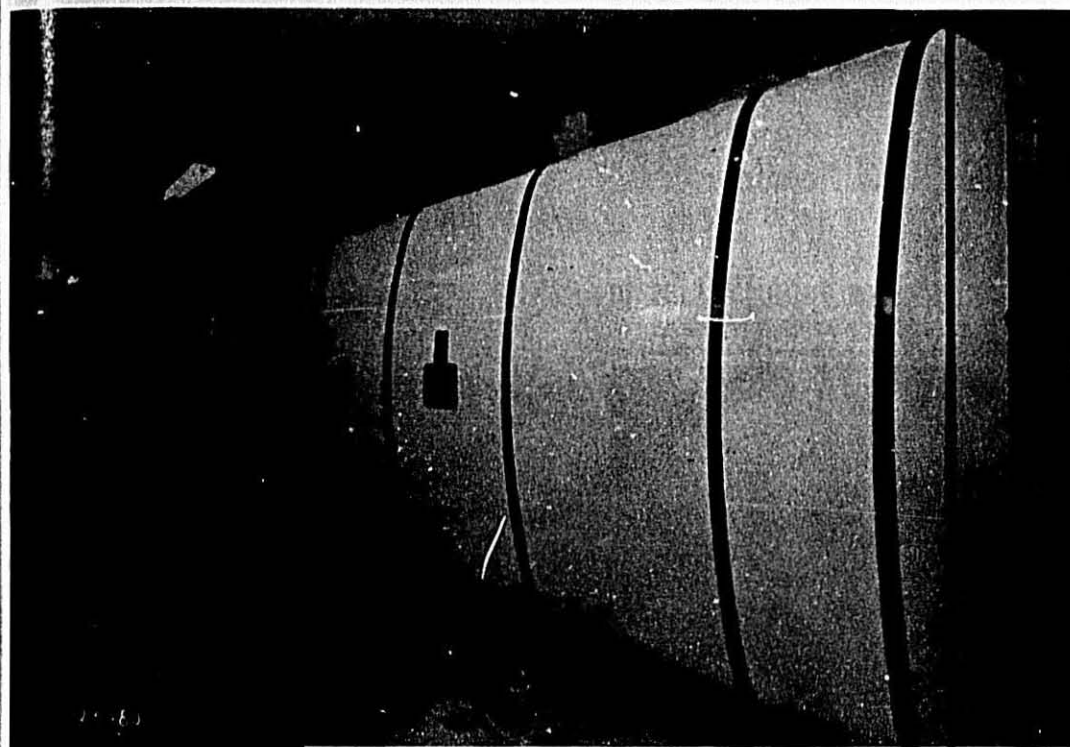
Summing up the reasons for the merger with Piscitello, Mr. Giola added:

"We will be able to maintain the high quality standards of each brand and further improve them through the combined efforts of our expanded control and research divisions. Important economies will be made by combined purchasing of the high quality durum and other ingredients required to manufacture the finest macaroni products anywhere. Consolidated capital will provide the financial strength necessary to offer additional merchandising services to resellers and wholesalers in each brand's marketing area. Centralized planning and control from our Buffalo headquarters will eliminate duplication and increase the overall operating efficiency of each manufacturing operation."

## Strength in Durum

Cash durum in the Minneapolis market rose from a range of \$2.43 to \$2.48 April 1 to as high as \$2.52 a bushel during the last week of the month. This boosted semolina's price from \$6.15-\$6.25 to \$6.30 to \$6.40. This eased a dime after the post-Lenten slump set in. Feed prices fell \$10 a ton in ten days at month's end.

## DESIGN WITH A FUTURE



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## AUTOMATIC DRYING LINE TVK/TTQ for Short Goods and Noodles

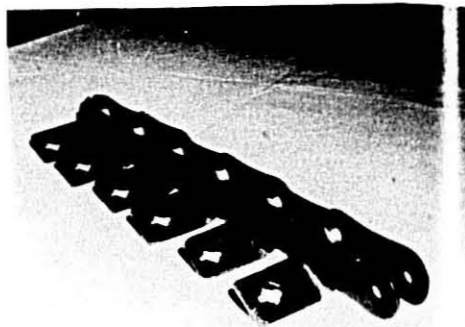
Here is the automatic short goods drying line to fill both your present and future requirements for automatic plant operation because...

- new conception, new conveyors, new paneling permit higher drying temperatures while maintaining the desired low depression, thereby producing a stronger, better looking product. Excessive heat losses and condensation hazards are eliminated.
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- it is styled for the most modern plant of the '60s.



**New S-Element Conveyor**  
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 Type TVK/TTQ  
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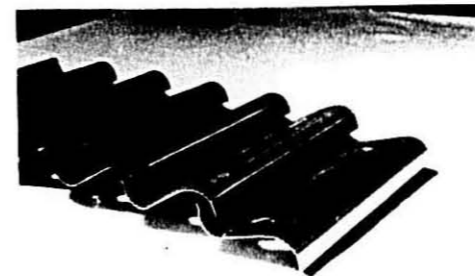
(This series of photos, taken of a model, illustrate the unique features of the new conveyor)



1. Roller chains, specially designed to work under the prevailing strains and climates of a modern macaroni dryer...



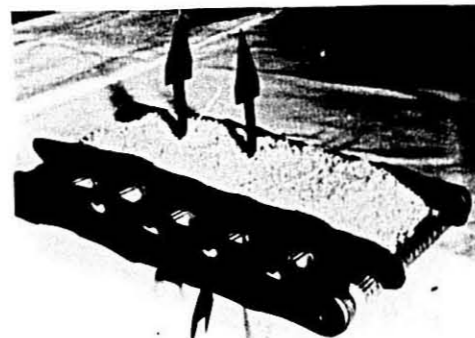
2. ...and fasteners to provide a positive connection between the S-shaped aluminum elements and the links of the roller chains.



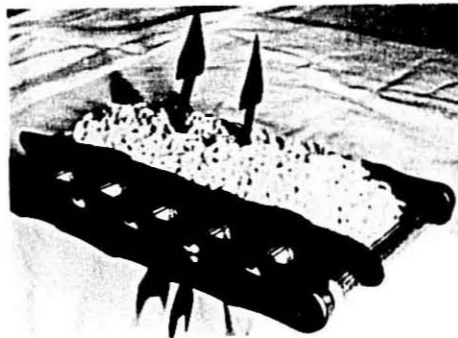
3. S-shaped channels of aluminum alloy (best for food handling), which stay clean because dirt can't stick in the wire mesh, are assembled to form...



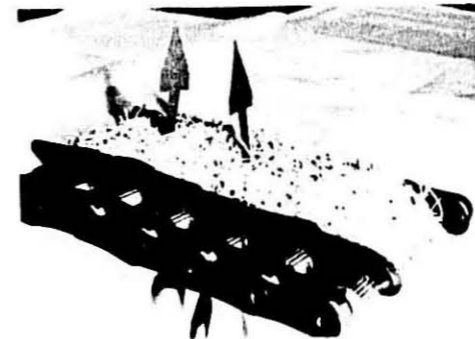
4. ... the patented Buhler drying conveyor. It is stronger and more rigid than any screen conveyor, handles your product gently and reduces costly downtime for maintenance and cleaning.



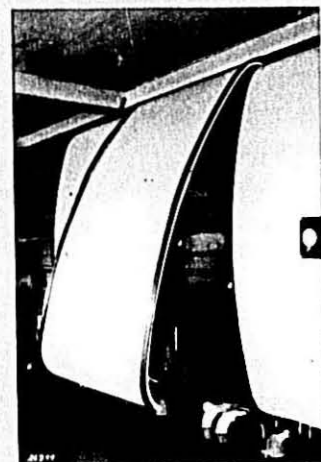
5. Handles all classes of short cut goods, such as small Alphabets...



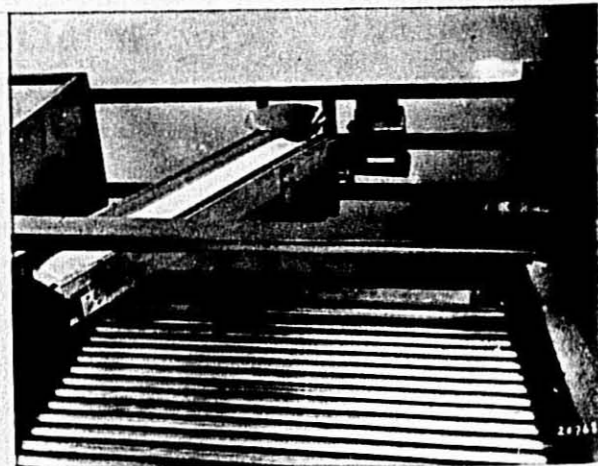
6. ... Elbows, Shells, Rigatoni...



7. ... and all sizes of Noodles. Black arrows illustrate forced air flow.

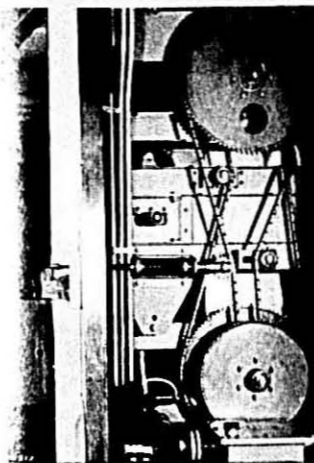


The half-moon shaped side panels, made of insulating and vapor-resisting materials, can be opened and removed quickly, giving immediate access to the inner part of the dryer for cleaning.



Close-up showing intake belt distributor. Belt or shaking type distributors available.

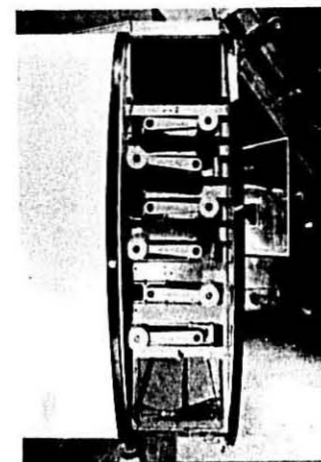
Write or phone for a Buhler engineer to visit you



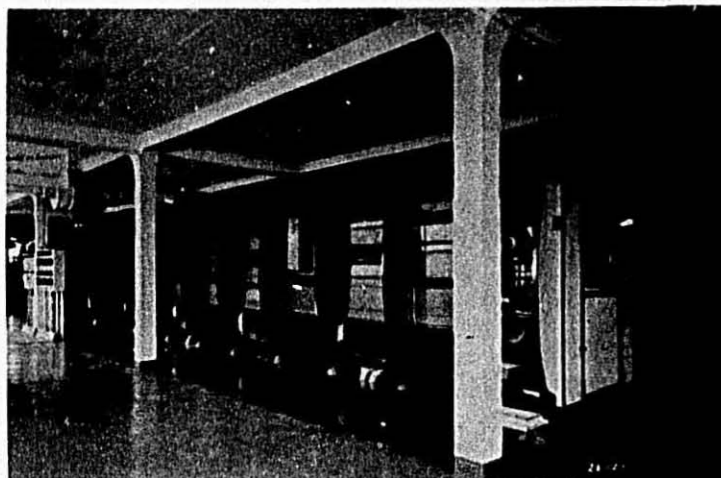
Driving station with overload protection.

If you have a short goods drying problem—such as difficulty with thick wall products, or color spoilage during drying—or if you wish to increase the capacity of your present drying line, the inexpensive Buhler preliminary dryer may be your answer. Once you have operated a Buhler preliminary dryer, you will want to install the complete short goods line.

Due to the unique design of this dryer, the individual units can be manufactured in large numbers and assembled to form any size drying line required. Mass production of units to meet large demand also enables you to secure the most modern dryer at a price that will make your investment doubly sound.



Belt tighteners on seven-belt pre-dryer Type TVK.



It took one man not more than 5 minutes to unlock and remove all the side panels from the open sections visible in this photo. The openings in the vertical side walls are air transfers to the drying conveyors. They can be opened or closed to adjust the air flow to best suit your drying problem.

This dryer will enable you to maintain the highest sanitation standards with a smaller sanitation and maintenance crew.

Cleaning the floor and the circulating fans.



### OPTIMAL CLIMATE CONTROL

Preliminary and finishing dryers can be equipped with the new Buhler Optimal Climate Control, the only control system where the product sets the drying temperature according to its water release possibilities.

9 preliminary dryers and 6 finishing dryers with the patented Buhler conveyors are in operation in the U.S.A. and Canada.

More than 200 preliminary and finishing dryers are in operation around the world.

Capacities up to 1500 lbs/hr.

## THE BUHLER LINE

- Automatic presses for short and long goods, capacities from 550 to 1500 lbs/hr.
- Automatic spreaders, capacities up to 1500 lbs/hr.
- Continuous long goods dryers, capacities up to 1500 lbs/hr.
- Automatic storage units for dry long goods.
- Automatic cutters for dry long goods.
- Continuous dryers for short goods and noodles, capacities up to 1500 lbs/hr.
- Automatic multi-purpose dryer for long, short or twisted goods. The only dryer with all-aluminum structural frame and 100% plastic paneling.
- New optimal climate controls.
- Conveying — for bulk handling and storage of raw materials.

Engineers for Industry  
Since 1860



Write or phone for a Buhler engineer to visit you

BUHLER BROTHERS, INC.

BUHLER BROTHERS

LTD.

## N-RICHMENT-A<sup>®</sup> FOR PLUS QUALITY

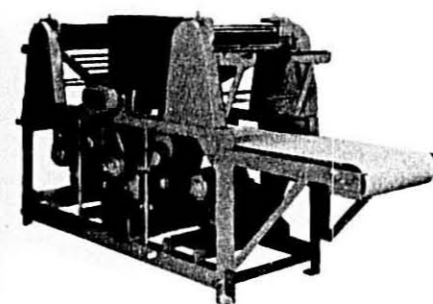
—in handy wafer  
or powder form

—convenient  
nationwide  
stock locations

—write for  
descriptive  
literature

M-84-53

WALLACE & TIERNAN  
INCORPORATED  
25 MAIN STREET, BELLEVILLE 9, N.J.



Western States Representative for macaroni factory suppliers and repairing specialists for dies and macaroni presses.

Manufacturers of ravioli and  
tamale machines.

40 Years Experience

*Bianchi's Machine Shop*

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## 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.

James J. Winston, Director  
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New York 7, N. Y.

For dependable  
uniform quality

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Call Ray Wentzel

CHapel 6-2101  
New Richmond, Wis.

*Doughboy*

DOUGHBOY INDUSTRIES, INC.  
Milling Division New Richmond, Wis.  
Quality Since 1856

### Goodman's Improve Packaging

One million units of Goodman's 2-X noodles will appear on retail shelves packaged in a bright gold-foil, 2-window carton designed and printed by the Boxboard and Folding Carton Division of Continental Can Company. The package is the first of its kind in the macaroni products field and breaks the trend of package downgrading in this product category. In the weeks that the package has been on the market, it has materially increased noodle sales.

A. Goodman & Sons, Inc., Long Island City, N.Y., previously marketed its quality line of macaroni products in a conventional blue and white carton. While the line maintained excellent brand identification from one product to another, it failed to distinguish itself from similar products displayed in similar packages.

Continental's new design scheme retains the famous Goodman trademark atop the face of the package and repeats it on the top, side, and back panels along with product description. One side panel includes cooking directions while the other lists eight recipes; the back panel suggests four additional uses for the product and, on top, a blank price spot is provided. Two cellophane windows, cut in the shape of large eggs, focus attention on the golden, "twice the eggs" noodles. This golden color contrasts handsomely with a 6-sided blue panel superimposed on the bright, gold-foil body of the carton.

Excellent product protection is offered by the .018 bleached manila backing to which the foil is laminated. Varnish overall shields the four-color, specially spaced rotogravure printing. Sealing of end flaps is accomplished with resin adhesive.

Erich Cohn, President of the Goodman organization, willingly gives credit to the new package for lifting



Goodman's noodles out of a "category" into a special profitable place with consumers, despite the fact that macaroni products enjoy a low profit margin in a highly competitive field.

### New Products

General Foods is expanding distribution of its New Horizon Foods line, following tests marketing in Burlington, Vermont. Through its Jell-O division, the firm will launch an Italian style casserole mix in the Boston, Louisville and Denver areas.

Retail price of the mix is about 89 cents for an 8 1/2-ounce package. It is said to make a finished dish of 2-1/2 lbs., serving four, and to have a meaty taste, although it contains no meat. Ingredients include elbow macaroni, cheese, seasoning and "protein kernels", described as a new protein additive. To prepare the dish tomato paste and water is added and the casserole baked for 45 minutes. It is packed in an aluminum-foil baking dish. It is said to be high in proteins and low in fat.

The New Horizon line is being promoted as "nutritionally-superior convenience foods." Two other items are being tested in Burlington, but General Foods officials declined to comment on whether these items also would be introduced in other cities or when distribution of the casserole mix would be expanded from the three cities where it was introduced.

The initial distribution is being backed by an ad schedule which includes full-color newspaper and Sunday supplement ads and both day and night television.

### Bohack Redesigns Packages

The Bohack Food Markets line of spaghetti and macaroni cartons recently adopted the new family look, designed and produced by United States Printing and Lithograph, Division of Diamond National Corporation. The newly designed cartons incorporate the modernistic Bohack trade mark with increased brand and product identification.

Additional shelf impact was obtained for the products through the technique of dual vignettes on the cartons. When the front panel of one package is placed against the back panel of another, a complete vignette plate is displayed. A comparison with the old design, shown in the inset of the photograph, effectively illustrates the added merchandising appeal achieved through this design technique.

The cartons were produced in four colors by combination offset lithography.

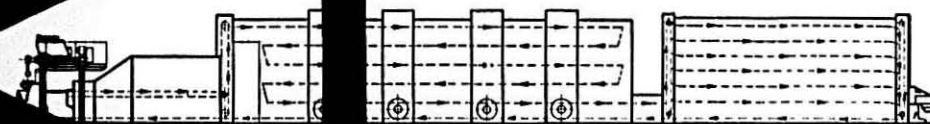
### Gourmet Line Dropped

General Foods, which introduced its gourmet line a couple of years ago, has discontinued sale of the products through retail channels. Company salesmen will visit stores and offer to take up inventories. The schedule of stores are supermarkets in Los Angeles and Boston. The line, which was sold primarily in specialty and department stores, was on supermarket shelves only in those two cities.

THE MACARONI JOURNAL

### Scheme of sticks travel

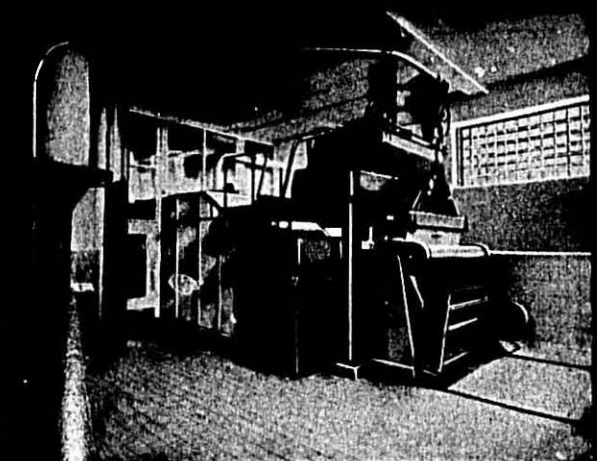
Automatic Press MABRA-L



Automatic Line for macaroni products with storage section for discharge anytime only

GPL-Dryer

Storage Section



Automatic Press MABRA-L simple type Spreader and Predrying Tunnel

Storage section with sticks stripper breaker and saws for multiple cut



U.S. Dist. Ings. BRAIBANTI & CO. S.p.A. NO-Via Borgognoni 171.21.71, 4.1-77.51.31-77.41.53

Braibanti

## WAY BACK WHEN

### 40 Years Ago

• The millers and macaroni men played ball together on the field of the Clifton Hotel at Niagara Falls, June 22.

• The 17th Annual Meeting considered trade practices and relations with the Food & Drug Act. Also on the agenda: the durum situation, sanitation, import duties, freight rates, costs and their relation to prices.

• "Why pick on macaroni?" To a state purchasing agent's charge of profiteering when macaroni prices advanced from 6.5 cents to 9.25 cents per pound, in the face of a 5% decline in flour, Los Angeles manufacturers responded that the lower price would hardly pay for the flour alone. Prices prevailing when the comparison was made showed hard wheat flour at 7-1/2 cents per pound, allowing nothing for manufacturing, packing, delivering, and other necessary expense. The probe was welcomed.

• "The fibre box is revolutionizing shipping and we are helping it along with our monitor box stitchers", an advertiser proclaims in the Macaroni Journal.

• What's the difference between Italian style and domestic macaroni? "Only packaging", responds the editor, observing that Italian style usually prefers a blue paper wrap, rather than a carton or other type packaging.

### 30 Years Ago

• An industry milestone was passed with the announcement of a four year advertising program for the macaroni industry, with national magazine space in Ladies Home Journal, Woman's Home Companion, McCall's, Good Housekeeping, Pictorial Review and Better Homes & Gardens. Trade paper advertising as well as publicity, cook-books, recipe contests and a merchandising director was included in the program.

• Starved for spaghetti, Chicago opera star has wild fight in Kansas City. Cesare Formichi, big baritone, reportedly indignant over his diet came to blows with the argumentative auditor of the Chicago Civic Opera Company.

• Spaghetti boycott in Cuba took place when importers and wholesalers of the town of Manzanillo arbitrarily raised the price more than 50% making it impossible for the ordinary citizen to use it in his favorite Cuban role - as thickening for soup.

• Charles C. Rossotti, general sales manager of Rossotti Lithograph Company made his first trip through the Central States in an airplane to make some hurried calls. "Charles, Jr., is a hustler".

### 20 Years Ago

• Two for a nickel - two seven ounce packages of macaroni or spaghetti for five cents - has to be of a grade that reputable firms refuse to manufacture observed the Journal editor. "It cannot bring a profit to the producer and the other agencies involved in the nickel transaction".

• President Harry Diamond called for a large convention turnout to consider "the future welfare of our trade under general world conditions that are most disturbing."

• "Canned spaghetti is an American idea", said J. E. McLaughlin, advertising manager of the Campbell Soup Company. The patent was taken out in 1879.

• Director of Research, Benjamin R. Jacobs, alerted macaroni manufacturers who had been wrestling with the so-called deceptive container to "The Standard Container Act of 1940".

• Shooks - wooden macaroni boxes - were still popular in some sections of the country for specific packing purposes. The wooden box was an Italian invention and a reminder that most macaroni products were imported at the turn of the century.

• Westinghouse Electric Company noted that each employee "worked six weeks for the tax collector in 1939". He works one week out of the month for him now.

### 10 Years Ago

• "Step up the tempo of your business" was the title of a presentation at the 1950 convention by B. Franklin Bills. "Sell your industry to the public" was an address by T. Roosevelt Sills.

• "Late spring threatens durum crop", was the observation of Maurice L. Ryan, chairman of the Association Durum Relations Committee.

• Henry Putnam of the Northwest Crop Improvement Association reported on durum wheat tests in cooperation with Reuben Heerman of the North Dakota Experiment Station in testing macaroni quality of new durum selections. Varieties were being bred to replace Carlton and Stewart.

• "The progress of the macaroni industry in the last ten years can be directly traced to (1) quality improvement, (2) better management and (3) increased consumer education. These three things can only be done when there is a sufficient margin between selling price and cost to pay for them", said Glenn G. Hoskins, industry consultant in opening his firm's Plant Operations Forum in Chicago.

### CLASSIFIED

#### ADVERTISING RATES

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

**CLOSE-OUT ON CASE END MACARONI LABELS**  
—We are closing out our lines of steel macaroni bulk case end labels. Any macaroni manufacturer interested in samples of macaroni, spaghetti and egg noodle case end labels should contact us as quickly as possible.

**ROSSOTTI LITHOGRAPH CORP.**  
Executive Offices  
8511 Tonnelle Avenue  
North Bergen, New Jersey  
Union 9-540

**ROSSOTTI CALIFORNIA LITHOGRAPH CORP.**  
5700 Third Street  
San Francisco 24, California  
ATwater 2-3140

**ROSSOTTI MIDWEST LITHOGRAPH CORP.**  
510 N. Dearborn Street  
Chicago 10, Illinois  
Whitehall 4-6227

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### Convention Program

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The luncheon will show highlights of the things to be seen on the tour. Final adjournment will take place immediately at the close of the luncheon, enabling delegates to catch afternoon and evening transportation homeward if they desire.

A wife's attendance at a convention is deductible as a business expense if her husband's employer requires that he take her along, so ruled a U. S. District Court in Alabama. The court stated: "It makes a wife feel closer to the company, relieves her of any possible resentment toward the company, assures a higher tone to the meeting, and eliminates occasional misconduct problems that attend such meetings when they are stag affairs." You and your wife will thoroughly enjoy the facilities of the Edgewater Beach Hotel and the program planned for the 56th Annual Meeting.

THE MACARONI JOURNAL

## How to make your macaroni and noodle products better

One word gives the answer—*enrichment!*  
Why does enrichment make them better? Because enriched foods are nutritionally more valuable. People want nutritious foods. Enrichment makes food more nutritious. You should make your products more nutritious by enriching them. Qualified authorities—physicians, nutritionists, dietitians—support enrichment.

### 'ROCHE' SQUARE ENRICHMENT WAFERS for batch mixing

1 wafer, to 100 lbs. of semolina, disintegrated in a small amount of water and thoroughly mixed in your dough, gives a macaroni or noodle product fully meeting the minimum FDA requirements (per lb.—4 mg. vitamin B<sub>1</sub>, 1.7 mg. vitamin B<sub>2</sub>, 27 mg. niacin, 13 mg. iron). Only Roche makes SQUARE enrichment wafers designed for easier, accurate measuring and to mix in solution within seconds.



### ENRICHMENT PREMIX CONTAINING 'ROCHE' VITAMINS

for mechanical feeding with any continuous press



1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the same levels as above. We have helpful information on available mechanical feeders.

**ROCHE**® *Fine Chemicals Division*

HOFFMANN-LA ROCHE INC., NUTLEY 10, NEW JERSEY

ENRICHMENT WAFERS AND PREMIX DISTRIBUTED AND SERVICED BY WALLACE & TIERNAN CO., INC., BELLEVILLE 9, N. J.

Build your profits

## New Betty Crocker full color recipe booklet to help sell macaroni, spaghetti and noodles



General Mills has created a new series of recipes for macaroni, spaghetti and noodle main dishes which have been tested by homemakers across the country. Some recipes are adaptations of Italian masterpieces. Some are variations of old favorites. Others have never before been in print. All are good and easy to prepare and intriguing to housewives who continually look for exciting and different foods to serve their families and guests.

We've assembled these recipes in a full color illustrated booklet that fits into both recipe box and standard 3-ring binder.

And we make this booklet available to you—with your own brand imprint on the front cover at less than cost. You can use it as a package enclosure, for a pass-out at super markets, for a package mail-in offer, and a newspaper ad write-in or coupon offer—any kind of sales inducement you wish.

Ask your General Mills representative for a sample copy and prices (offer good in U.S.A. only), or write . . .

**DURUM SALES**

Minneapolis 26, Minnesota

